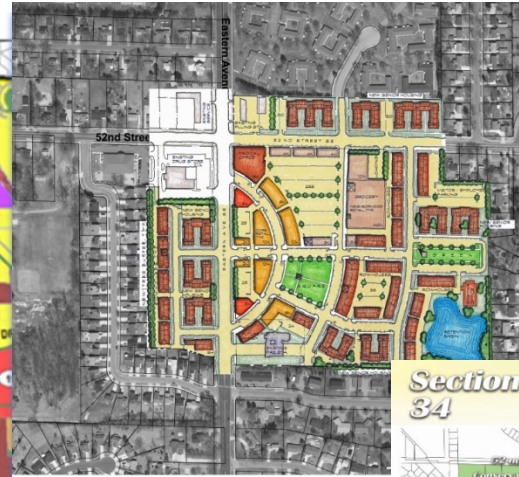
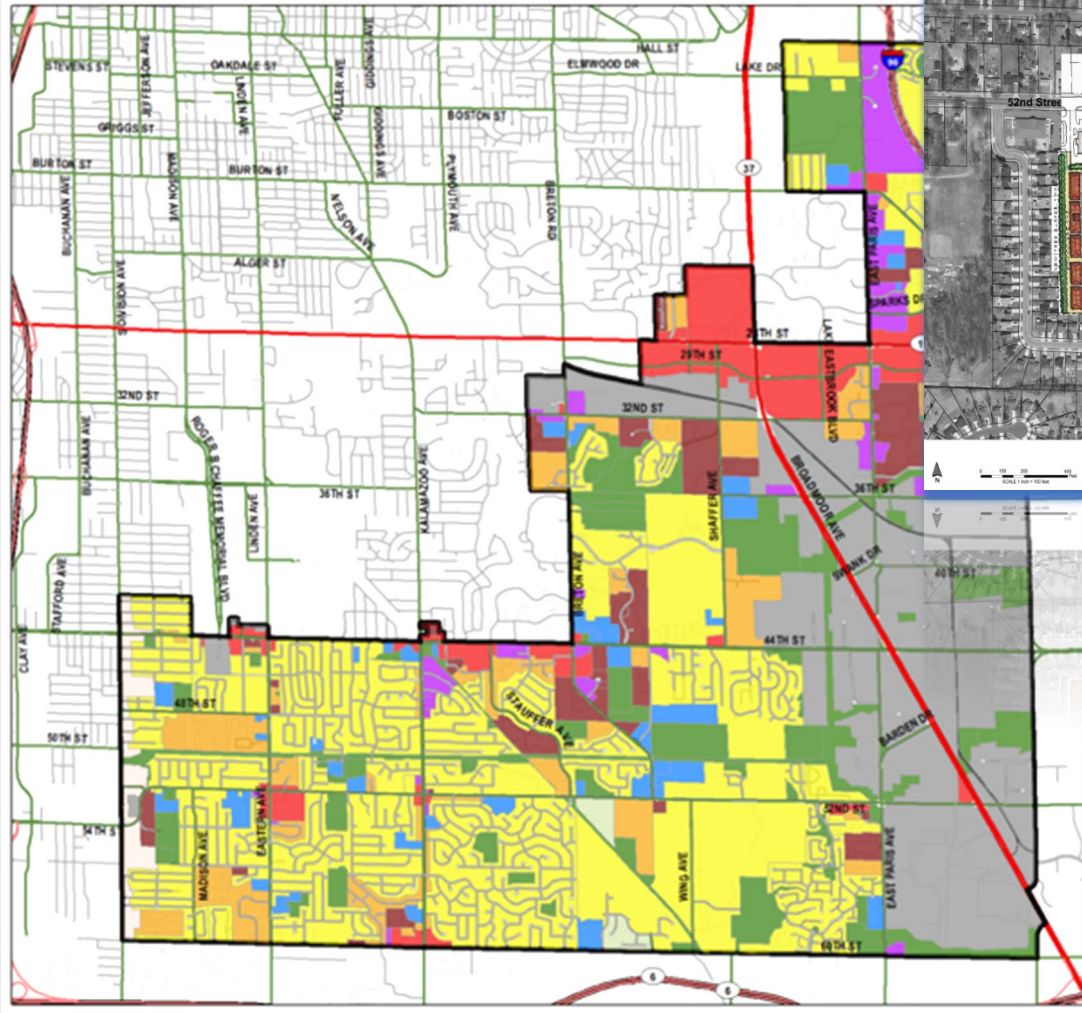


KENTWOOD MASTER PLAN UPDATE

Adopted September 8, 2020



Section 34

This detailed map for Section 34 shows lot lines and specific zoning codes. Landmarks include 'Pine School' and 'Future Park'. The map uses the same color-coding as the main map to indicate zoning districts.

LEGEND	
	Low Density Residential
	Open Space School
	Medium Density Residential
	Future Park and Open Space

REGIS
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This map is a digital representation of the zoning map. It is intended for informational purposes only. It is not a legal document. For legal purposes, please refer to the official zoning map. REGIS is not responsible for any errors or omissions on this map.

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2020 City of Kentwood Master Plan

September 2020

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KENTWOOD

**The Right
Balance**

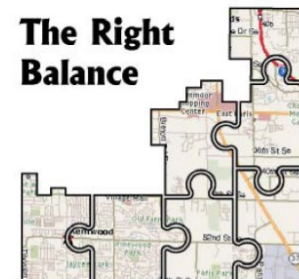


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LIST OF COMPENDIUM DOCUMENTS

This master plan document should be consulted in conjunction with the following compendium documents as amended:

COMPENDIUM A:	ZONING PLAN
COMPENDIUM B:	NON-MOTORIZED FACILITIES PLAN
COMPENDIUM C:	DIVISION AVENUE CORRIDOR PLAN
COMPENDIUM D:	FOUR CORNERS TRANSPORTATION PLAN
COMPENDIUM E:	WIRELESS COMMUNICATIONS PLAN
COMPENDIUM F:	SITE-SPECIFIC LAND USE ANALYSIS
COMPENDIUM G:	MIXED USE SITE ANALYSIS
COMPENDIUM H:	IMPLEMENTATION SCHEDULE

CHAPTER 1

Introduction

Summary and Background of the Master Plan

The Master Plan is an official public document adopted by the City of Kentwood Planning and City Commissions. The Plan is a long-range guide for growth, land use, development, re-development, and open space conservation within the city. It is intended to guide future growth and redevelopment in a manner that is congruent with local and regional trends, market demands, and that responds to the goals and desires of the residents. The objective of this process will be to channel new population growth and redevelopment so that the identity of Kentwood is preserved, while protecting key environmental features, creating sustainable economic opportunities, and efficiently coordinating and providing public services. The Plan is also a guide for other decisions that are related to growth and development. For example, this plan will help the city determine when and where new public facilities and improvements to infrastructure are needed.

To achieve these objectives, the Master Plan identifies a series of planning principles designed to ensure an economically, environmentally, and culturally sustainable Kentwood. Whereas this plan updates the overall 2012 Master Plan prepared for the city, particular emphasis continues to be placed on targeted Sub Areas as well as a number of specific issues and policies relative to housing, redevelopment of aging commercial areas, parks and open space, and sustainability. The Master Plan concludes with an Implementation Plan which identifies how to best implement all of the recommended action items contained within the Master Plan.

Vision for the Kentwood Master Plan

As the City of Kentwood approaches full development it is

imperative to sustain the viability of its unique economic, environmental, community, and housing resources while enhancing the quality of life and creating a more balanced transportation system. The remaining undeveloped portions of the city must be addressed with sensitivity to wetlands, topography, and city services. Property maintenance and redevelopment are key issues as the city ages. Public and private collaborations and partnerships must be proactively developed to achieve many of the goals outlined in the master plan.

What is in the Plan

The Master Plan consists of goals, policies, and recommended actions which will guide land use decision-making for the city for the next 20 years. The Plan will be reviewed by the Planning Commission at least every five years and modified/updated as deemed necessary and appropriate.

The Master Plan is not a law or ordinance, but rather a guide for decisions on land use and the policies that determine how growth and conservation will take place in the city. It clarifies long-term goals which the city will work to achieve, and it establishes guidelines and principles for when, where and how to provide civic improvements and appropriately guide development and redevelopment.

Some of the Master Plan's action items will be implemented upon adoption of the document, such as updating policies which support a balance of housing to accommodate home ownership and rental housing. Other action items, however, are not implemented directly by the Plan but rather through future changes to the city's development regulations after the Plan's adoption. The six Planning Principles establish a vision for future development and how to prepare for it. The principles may, for example, result in amendments to the city's subdivision and zoning ordinances, landscape requirements, provisions for non-motorized trails, or plans for capital investments in support of the plan recommendations.

The Master Plan update also identifies areas for further in-depth study, such as the need for an overall housing study.

Organization of the Master Plan

The purpose of the Master Plan is to establish a long-range vision for Kentwood. It contains background information, an inventory of existing conditions, guiding principles, and subsequent recommendations for key areas of the city. The Kentwood Planning Commission will use this Plan to as a guide - it will assist commissioners as they evaluate development proposals, rezoning requests and revise the city's zoning ordinance. The organization for the Plan is reflected in the overall outline as part of the table of contents; however, some key points should be noted.

Community Background

The document begins with an assessment of changes in the demographic character of Kentwood, Kent County, and in communities within the Grand Rapids metropolitan region. Changes to the composition of housing units, household income, and labor force / employment have also been tracked and reported as part of the demographic assessment. The demographic chapter summarizes the composition of land, including commercial, industrial, housing, open space, etc. The Community Background includes an existing land use summary and land use map, zoning map, a water resources map, a parks, open and civic spaces map, and a school districts map.

Issues, Policies, and Actions

This Master Plan is unique as it addresses a series of site-specific and topic specific issues in the city and recommends policies, action items, and implementation strategies. The specific issues and policies include:

- A review of the City's 70/30 Balanced Housing Policy;
- Identifying policies to maintain the current housing stock or to encourage the improvement of housing in specific

- areas of the city;
- Provide an analysis of the economic development policies of the city and how these policies will affect future growth;
- Address the concept of sustainability as it relates to city operations and policy;
- Address the concept of Complete Streets

Planning Principles

The Master Plan contains six important Planning Principles which express key planning priorities and actions. Each of these Principles should inspire and influence future land use changes. The Principles were developed during meetings and workshops with the Stakeholders Committee, the Citizens Advisory Council, the Steering Committee, and citizen groups in 2005 and then updated in 2010 for the Master Plan update. The Master Plan applies the Principles to specific Sub Areas of the city, as well as to other areas of the city. Each principle includes a description of why it is important, how to apply it in Kentwood, and gives illustrative examples of how the Principle might look in application.

The six Planning Principles include:

1. Open Space and Green Infrastructure
2. Mobility
 - a. Major Arterials
 - b. Primary Intersections
 - c. Non-Motorized Connections
 - d. Transit Services
 - e. Air, Rail, and Truck Transport
3. Place Strengthening
 - a. Gateways
 - b. Strengthening the Sense of Place
4. Partnerships and Organization
5. Sustainability
6. Commercial Development/Redevelopment

Sub Area Analysis

A key impetus for updating the Kentwood Master Plan centered on developing clear plans and directions for areas of the City that are undeveloped, in need of redevelopment, experiencing a decline in commercial viability, suffering from traffic congestion, or contain significant natural features.

The Sub Areas described within Chapter 5 include the following areas:

1. Division Avenue
2. The Kalamazoo Avenue corridor
3. Section 34 and the Heyboer Farm
4. Section 13 and the Patterson Farm
5. 28th and 29th Street commercial corridor
6. City Campus
7. Eastern and 52nd Street

The goal was to develop plans specific to each of the Sub Areas. These plans were based on the work completed in previous master plans and updated to address current conditions, concerns, and needs.

Implementation Schedule

The final and critical element in the Master Plan is the Implementation Schedule which details how to implement each of the recommendations contained in the Plan. The Implementation Schedule identifies each recommendation, or Planning Principle, describes the action necessary to implement the principle, and identifies who is responsible for implementing the action. The Implementation Schedule is a critical step for implementing the Master Plan and it allows the Planning Commission and city staff to track the progress of each initiative on an ongoing basis.

Overview of the Master Plan Update Process**Public Input**

Since the Master Plan is an update of the work completed in

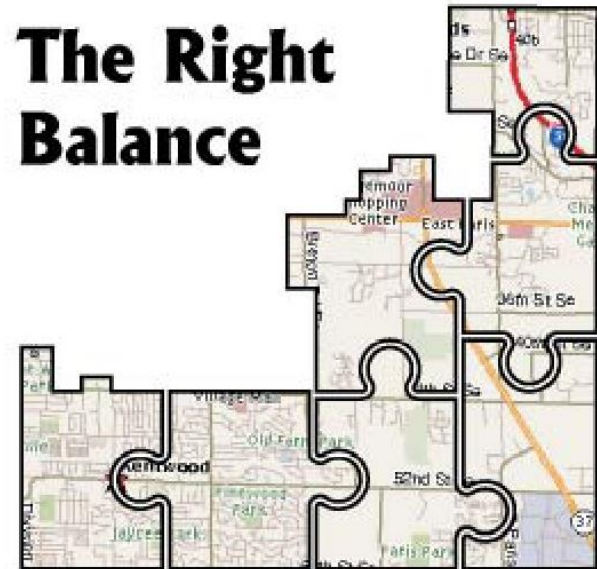
2010-2012, the city relied in part on the input given at that time through surveys, public information meetings, public input sessions with the property owners in the sub areas and the 2008 Division Avenue Fisher Station Charrette. With the 2020 Master Plan a similar approach for input was taken. Owners of property in which a change of use was anticipated were contacted directly to obtain input on the potential future land use. This information was provided to the Planning Commission for their review and recommendation. A table containing the sites reviewed and input provided can be found in Compendium F.

Data Gathering and Assessment

The Planning Department collected demographic information as updates were available. Data from the 2010 Census, as well as information collected by the American Community Survey was used to provide a snapshot of the city, its residents and businesses.

KENTWOOD

The Right Balance



DEMOGRAPHICS

Population Growth

Findings

In order to best understand the context of growth in Kentwood, it is necessary to compare Kentwood's growth with surrounding communities, the region, and even the State of Michigan. Tables 1 and 2 below show the changes from 1970 -2017.

Table 1: Regional Population Change 1970-2017. (Source: US Census)

POPULATION GROWTH, 1970-2017 (Source: US Census)						
Place	1970	1980	1990	2000	2010	2017 est
Michigan	8,875,083	9,262,078	9,295,297	9,938,444	9,883,640	9,962,311
Kent County	411,044	444,506	500,631	574,335	602,622	648,594
Cascade Twp	5,243	10,120	12,869	15,107	17,134	18,955
Gaines Twp	8,794	10,364	14,533	20,054	25,146	26,987
Grand Rapids City	197,649	181,843	189,126	197,846	188,040	198,829
Grand Rapids Twp	6,823	9,294	10,767	14,035	16,661	18,344
Kentwood*	20,310	30,438	37,826	45,239	48,707	51,747
Wyoming	56,560	59,616	63,891	69,366	72,125	75,938

Table 2: Population Percentage Change 1960-2017 (Source: US Census 5 year estimate)

POPULATION PERCENTAGE CHANGE 1960-2017 (Source: US Census)						
Place	1960-70	1970-80	1980-90	% 1990-2000	% 2000-2010	% 2010-2017
Michigan	13.45	4.36	0.36	6.92	-0.55	0.08
Kent County	13.18	8.14	12.63	14.72	4.90	7.63
Cascade Twp	57.31	93.02	27.16	17.39	13.40	10.63
Gaines Twp	43.69	17.85	40.23	37.99	25.40	7.32
Grand Rapids City	11.47	-8.00	4.01	4.61	-4.95	5.74
Grand Rapids Twp	-59.24	36.22	15.85	30.35	18.70	10.10
Kentwood	5.59	49.87	24.27	19.60	7.67	6.24
Wyoming	23.44	5.40	7.17	8.57	3.98	5.29

Like many cities and townships, in its early years of growth, Kentwood's population increased exponentially, especially during the 1970-1980 era. Since that time, population in the city has increased but at a decreasing rate. This is due in part to the fact that there is a limited amount of vacant property available

for residential use. In addition, families overall are getting smaller, with many housing units having only one or two people living in them. Other areas, such as in the townships, have experienced a higher rate of growth, but are also affected by smaller families and aging populations. Grand Rapids and the state of Michigan showed a decrease in population between 2000 and 2010. Since 2010, however, employment in the area has surged, and population growth is again on the rise. Now almost all communities in the area are reporting very low unemployment and housing shortages.

Analysis

The slowing population growth rate for Kentwood is largely due to the decline of available undeveloped land. Kentwood must carefully identify redevelopment objectives and opportunities while also developing a strategy to determine the appropriate location and size of future developments.

Age Demographics

Findings

Like many communities, Kentwood has experienced increased growth in the population over 65 years of age. Kentwood's population of persons of over 65 has increased from 11.5% to 13.1% of the population from 2010 to 2017. In contrast the city of Wyoming has increased its population of over 65 from 9% to 10.1% during that same time period. Of all the communities listed, only Kentwood's population shows a percentage increase in the 0-18 year cohort, although Wyoming and Gaines Township still have a much higher percentage of people in the 0-18 age range. Kentwood, Wyoming, and Grand Rapids all have a higher percentage of people under 5 years old than the State of Michigan, the United States, and many of the adjoining municipalities.

Analysis

As the population ages, it is anticipated that older adults will locate or relocate to communities that include services such as bus service, senior citizen complexes, walkability, and proximity to retail/medical offices. Therefore, it is anticipated that in the future, Kentwood will continue to attract older adults at a higher rate than in more suburban locations. The features that may

attract older adults—access to transit, walkability, public parks, and mixed use—are also features that are known to attract younger people looking for a more urban lifestyle. Part of the city's strategy for providing a suburban location with urban amenities is to attract a wider variety of residents and workers to the community.

Table 3: Population Distribution 2017 (Source: ACS Estimates 2017)

Population Distribution, 2017 (Source ACS Estimate)				
	%	%	%	Median
	<18 yrs	18-64 yrs	65 yrs+	Age
Cascade Township	25.7%	56.3%	13.2%	42.5
Gaines Township	26.8%	61.7%	13.2%	35.1
Grand Rapids	23.4%	65.1%	11.5%	31.1
Kentwood	23.4%	63.5%	13.1%	34.8
Walker	21.8%	64.8%	13.4%	32.1
Wyoming	26.1%	63.8%	10.1%	33.1

Overall the city's residents are getting older. Kentwood's median age in 2000 was 32.4; in 2010 the median age in the city was 34.3 years, and the estimate for 2017 is 34.8. Increases in population were seen in the elderly population in all municipalities.

Language

The 2017 American Community Survey reported that 10,589 of Kentwood citizens or 22.8% are speakers of a non-English language. The most common language spoken is Spanish (5.8%), followed by Serbo-Croatian (5.2%) and Vietnamese (2.9%). When compared to other municipalities Kentwood has a relatively high number of Serbo-Croatian speakers, or 57.04 times more than would be expected in the other places in the US.

Education

Approximately 63% of the city residents over 25 have some college, an associate's degree, or a bachelor's degree. Other communities compare as follows:

Cascade Township:	86%
East Grand Rapids:	94%
Grand Rapids:	63%
Gaines Township:	50%
Grand Rapids/Wyoming MSA:	60%
Kentwood:	63%
Michigan:	60%
USA:	59%
Wyoming:	53%

Source: ACS 2017 estimate

Transportation

Approximately 83% of workers that live in Kentwood commute by themselves to their jobs, 10.9% carpooled and 3.26% work from home. Only 3.3% of workers reported to have taken public transportation to work, and even fewer have walked or rode a bicycle to work.

This may have some implications for potential mass transit or alternative transit in the future.

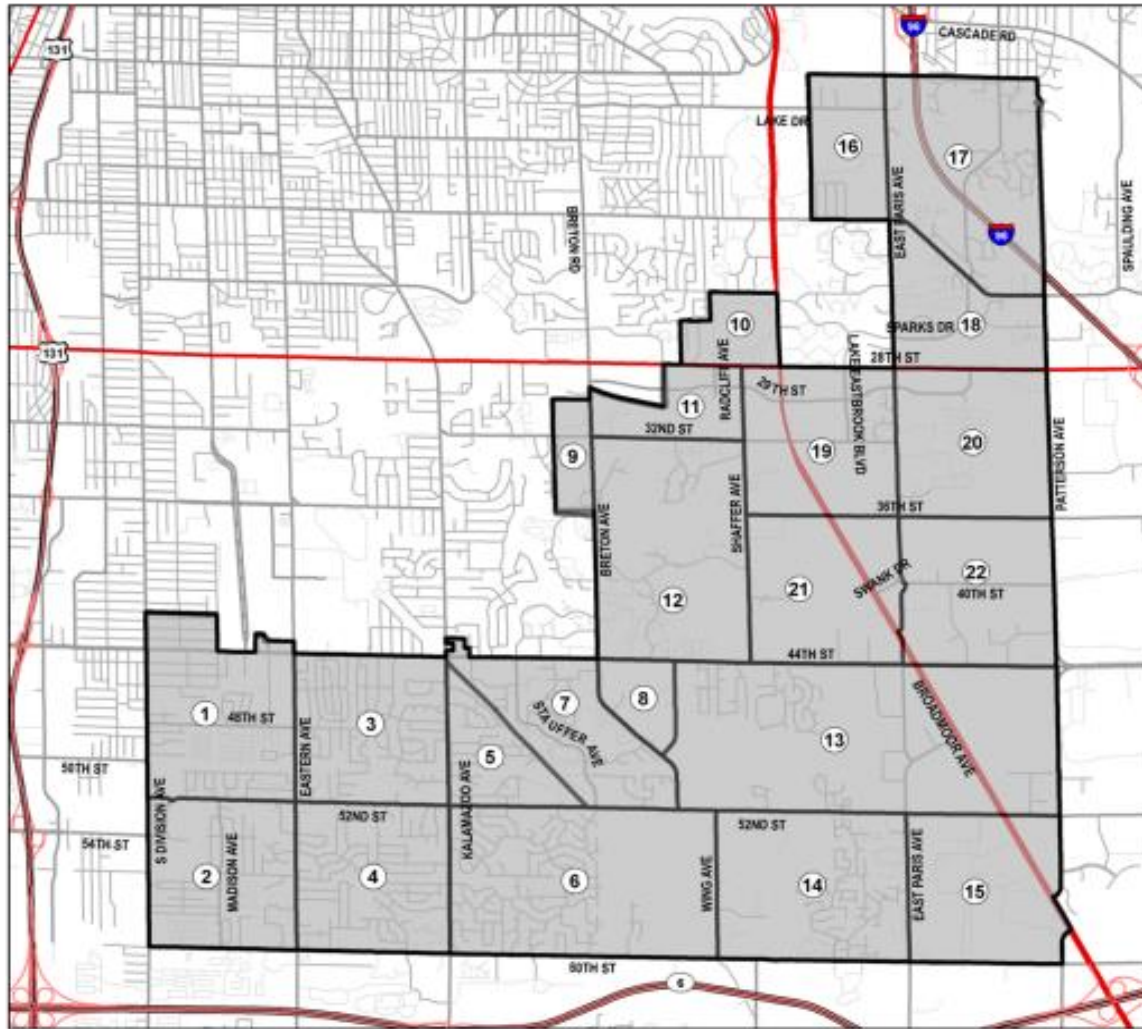
Population Distribution

The distribution of Kentwood's population, i.e. where people live within the city, represents a snapshot of Kentwood's development. Residential development is scattered across the city, although Kentwood's population is more concentrated on the west side of the city. Density increases associated with the Bus Rapid Transit (BRT) system along Division Avenue could increase the overall population in the area and add a new vitality to the west side of the city. The east side of the city will experience population growth during the coming years as vacant residential land develops in a more traditional manner.

Analysis

As mentioned, the Population Change (Map 1) represents a snapshot of conditions within the City at the time of the 2010 decennial census. Population increases have been seen in Area 6, with the development of Bretonfield, and Area 13, with the development of various single family plats including the Jefferson Farms, Wildflower Creek and Woodberry plats. These concentrations are expected to change over time with

continued gains in Area 6 (Section 34), where there is vacant farmland that is zoned for residential development, and possibly along Division Avenue, where increased density is planned in association with the Bus Rapid Transit (BRT) system. Area 12 contains the Ravines Planned Unit Development and Holland Home in which 1200 housing units have been constructed since 2010, with more development anticipated in the years to come. This analysis is also useful for both short- and long-range planning for services and infrastructure as land use changes over time.



Area	Population (2000)	Population (2010)	Population Change
1	4911	4853	-58
2	4632	4784	152
3	4423	4195	-228
4	4904	4896	-8
5	1299	1411	112
6	4810	4523	-287
7	4395	4254	-141
8	745	799	54
9	563	586	23
10	217	228	11
11	90	112	22
12	3983	5187	1204
13	1379	1879	500
14	1618	3773	2155
15	8	12	4
16	471	478	7
17	1837	2109	272
18	494	486	-8
19	1450	1537	87
20	2890	2442	-448
21	90	166	76
22	1	0	-1



CITY OF KENTWOOD
PLANNING DEPARTMENT
MASTERPLAN UPDATE
2012

POPULATION
CHANGE MAP
(2000 to 2010)

Map created by:
 PLANNING DEPARTMENT
 CITY OF KENTWOOD



MAP NO.: 1

DATE: 01/2012

Housing Units

Findings

Housing units are another particularly effective way to measure growth and development. Table 3 compares Kentwood's changes in housing units versus neighboring municipalities, Kent County, and the State of Michigan, as reported by the U.S. Census. Note: Housing estimates from 2017 should be used with caution as they report a decrease in the number of housing units from 2010-2017.

Table 4: Change in Housing Units 2000-2010. (Source: US Census and US Census Estimates)

Place	HU 2000	HU 2010	2000-2010		% owner	%renter	vacancy	med. value	number	2017 est	hsg values
			Change in units	% change							
Kent County	224,000	246,901	22,901	10.2%	69.7	30.3	7.9	\$ 148,800	251,295	\$153,500	
Grand Rapids	78,003	80,619	2,616	3.4%	56	44	10.5	\$ 124,200	79,785	\$121,800	
Kentwood	19,490	21,584	2,094	10.7%	61.2	38.8	8.5	\$ 143,900	21,288	\$138,400	
Walker	9,201	10,432	1,231	13.4%	62.8	37.2	7.1	\$ 155,700	10,429	\$157,900	
Wyoming	27,505	28,983	1,478	5.4%	65.9	34.1	6.9	\$ 121,700	29,217	\$107,700	

During the period of 2000-2010, Kentwood experienced a 10.7% gain in the number of housing units within the community, adding approximately 2,100. The percentage increase was higher in Kentwood than Grand Rapids, Wyoming, Kent County and the State of Michigan, but less than the City of Walker. However, Kentwood's percentage increase in housing units lagged behind neighboring townships--Grand Rapids Township, Cascade Township and Gaines Township--which all had increases in housing stock of more than 20%.

Kentwood has been tracking the amount of owner-occupied housing units versus rented housing units since the adoption of the 70-30 policy in 1980. The policy had a stated goal of maintaining home ownership rates of 70% within the city and limiting rental units to 30%. The policy considered all single family detached units and condominium units as "owned" and only apartment complexes as "rental" units, even though single

family homes and condominium units can both be rented. According to the 2010 Census, the percent of owner-occupied housing units in Kentwood is 61.2% and rental units represent 38.8% of the total occupied housing units in the city.

Recently, the city has updated its housing count (because the 2017 census estimates are unreliable) and have found that as of 2018 there are 22,410 housing units in the city. This tally does not include 481 assisted living units and 49 group homes.

The housing mix in 2018 (as calculated by the Kentwood Assessor) is as follows:

Single family:	11,006	49.11%
Condominiums:	2,074	9.25%
Mobile Homes	984	4.39%
Duplexes	1,036	4.62%
Life Lease	533	2.38%
Apartments	6,777	30.24%
Total	22,410	

The percentage of single family, condominium, mobile home, duplex, and life lease units now stand at 69.76%, and the percentage of apartments is 30.24%. These numbers differ significantly from the census counts due to the fact that the city's 70-30 policy only counts apartment complexes toward the "rental" side of the equation. The estimated actual percentage of owner-occupied housing is 57.8% in 2016 (ACS 2013-2017 5 year estimate). Kentwood's rate of ownership is less than that of Kent County (68.7%), the state of Michigan (70.8%), and the Grand Rapids-Wyoming MSA (72.2%). This topic is further discussed in the Issues and Policies section of the Master Plan.

At the time of the development of the 2012 Master Plan, the city was still suffering through the foreclosure crisis, along with many other areas throughout Michigan and the country. Kentwood's 2010 vacancy rate was 8.1% at that time. Although new vacancy rates are not available for the city, the MSA overall is estimating the owner vacancy rate in 2016 at .8%, and the lack of available housing is the biggest housing issue identified

regionally. (Source: HUD Department of Policy and Research, November 2016).

From January 2004 through September 2010, 16,674 homes had been foreclosed in Kent County. Of that number 1,161 were in the city of Kentwood. In 2018, the county foreclosure rate is close to the pre-recession foreclosure rate of approximately 36 foreclosures per year. In 2018 the city of Kentwood only had one tax foreclosed property.

Housing Value

The bulk of single family residential housing in the city falls into the \$100,000-\$150,000 range (34.4%), with another 14% of the housing within the \$150,000-\$175,000 range. (ACS - year estimate). When the master plan was updated in 2009 (and adopted in 2012) housing values had plummeted due to the foreclosure crisis.

In September of 2018, the real estate website Realtor.com had ranked Kentwood's 49508 zip code as the number one of the top 10 housing markets in the US. The designation was based on housing that is more affordable than the surrounding areas as well as factors such as higher employment rates, and higher income as compared to the national average. The study also reported higher income among millennials in their prime home-buying years.

The median value of homes in Kentwood was \$132,000 in 2016; while the median value for Kent County overall was \$144,300. The median value of homes within the Grand Rapids-Wyoming MSA was \$146,300. (Source: 2016 American Community Survey 5-year Estimates).

New Population – Housing Growth

Analysis:

There are several opportunities for new population growth within the city. Two are in undeveloped areas of the city—Section 13 and Section 34. It is highly likely that Section 34, the Heyboer farm, will be home to new residential development. Section 13, the Patterson Farm, is likely to be a mix of commercial/office or industrial development. In any case, both of these

undeveloped areas will incorporate open space or conservation areas, as part of the development plan.

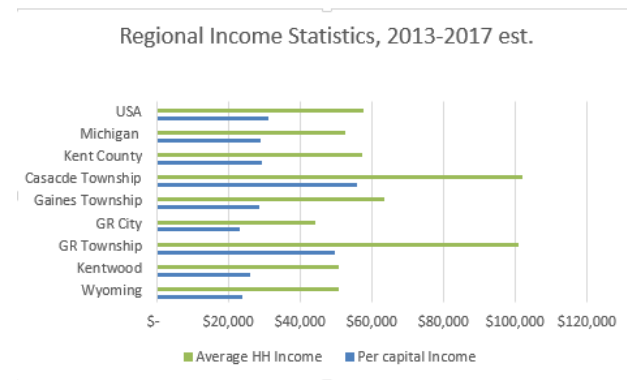
Another opportunity for new housing growth is the Division Avenue Corridor. The establishment of the Bus Rapid Transit System as well as the Form Based Code along the Division Avenue corridor sets the stage for potential residential development. The plan developed through the 2008 charrette process envisioned new higher density residential development within walking distance of the transit stops, along with new commercial/service uses. The Interurban Transit Partnership (ITP), along with the cities of Grand Rapids, Wyoming, and Kentwood, have secured a federal transportation grant in order to study the Division Avenue corridor to determine the barriers to residential and commercial development and to determine the potential for residential growth.

Household Income

Findings

In 2016, the average household income of Kentwood residents was \$49,317, which is lower than Kent County (\$55,673), Michigan (\$50,803), and the US (\$55,322).

Figure 1: Regional Income Statistics 2013-2017 (Source: American Community Survey/US Census Estimates)



Employment

Findings

It is difficult to consider household and personal income outside of the context of employment. The largest employment sector within the city in terms of the number of jobs is in manufacturing, accounting for 25% of the total jobs within the city. The sector with the highest number of establishments is retail, accounting for 22% of the establishments in the city, but only 11 percent of the jobs (Figure 2). The comparison of the 2002, 2007 and the 2012 Economic Census indicates that the city had lost manufacturing jobs from 2002 (10,110) to 2007 (8,624) and had rebounded back to 9,987 jobs by 2012. It is very likely that in 2019 the manufacturing jobs have surpassed the 2002 levels, especially since the unemployment rate is very low. Economic Census 2017 data detailing employment by establishment is not yet available for cities.

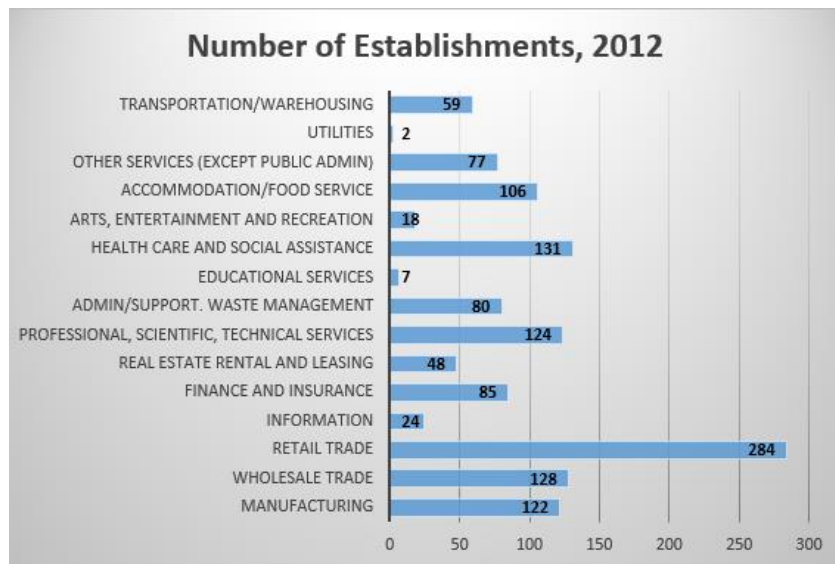


Figure 2: Establishments in Kentwood by Sector. (Source: US 2012 Economic Census)

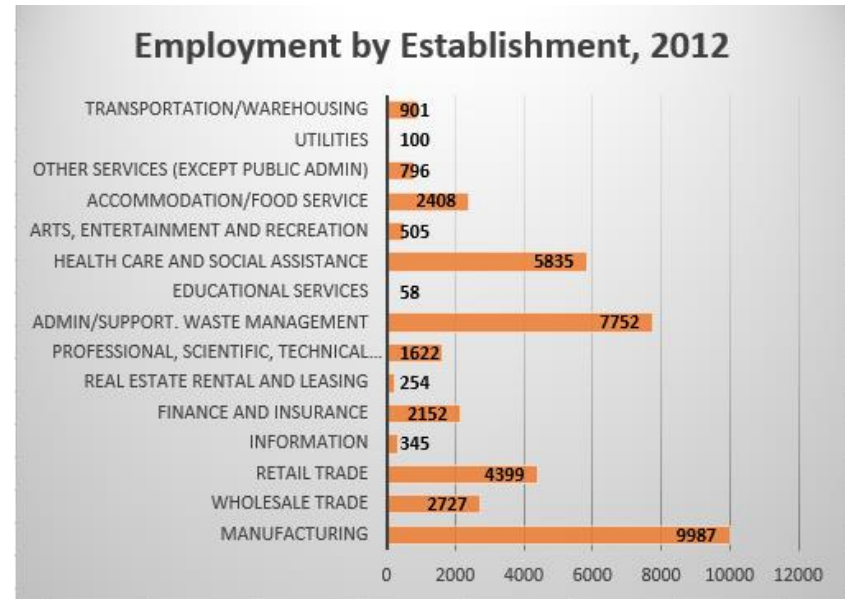
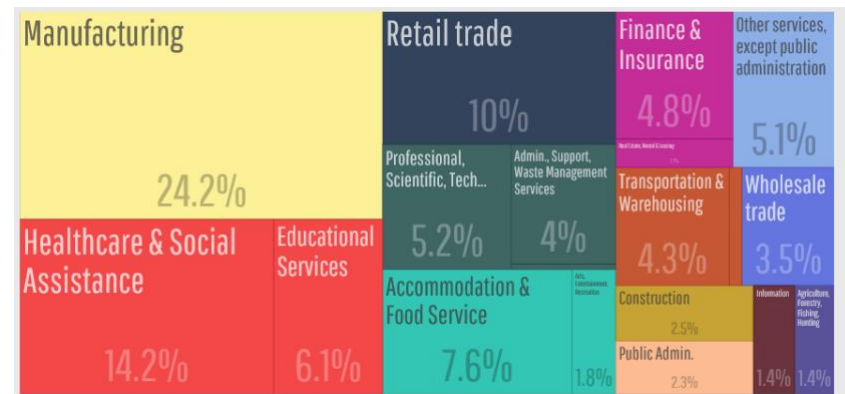


Figure 3: Employment by Establishment (Source: 2012 Economic Census)

Figure 4: Distribution of Employment, 2017



(Source: Data USA ACS Estimates, 2016)

Employment of Kentwood Residents

Figure 4 above suggested that Kentwood's residents are employed primarily in the manufacturing and health care sectors. This represents a change from the 2007 estimates of

employment. In 2007 manufacturing jobs represented 32% of employment of Kentwood residents, and Education and Health Care represented 10%. Now, it appears that 24% of Kentwood residents are within the manufacturing sector, and about 20% are in the health care and educational services. However, some of this change may be due to the differences in how the jobs were categorized in 2007 versus 2017.

At the time of the last Master Plan Update, unemployment was an issue for the US and particularly for Michigan. In 2010, the unemployment rate for the US was at 9.5%, Michigan was 13.7%, Grand Rapids was at 15%, and Kentwood was at 9.9%. Table 5 below shows the astounding improvement in the unemployment rates since 2010-2011. The low unemployment rate creates other problems with the economy, such as finding enough qualified workers for the growth being experienced. Most companies visited by the city have indicated that one of their biggest concerns is lack of qualified employees.

Table 5: Unemployment changes, April 2010, June 2011, November 2018, (not seasonally adjusted)

Source: Michigan Dept. of Technology, Management & Budget

Community	April 2010 Unemployment	June 2011 Unemployment	Nov. 2018 Unemployment
United States	9.5%	9.1%	3.5%
Michigan	13.7%	11.0%	3.4%
Kent County	10.9%	8.8%	2.5%
Kentwood	9.9%	8%	2.3%
Grand Rapids	15%	12.2%	3.3%
Detroit	24.4%	21.6%	8.1%
Wyoming	11.5%	9.2%	2.7%

Physical Environment

Land Use

Historically, the area that is now Kentwood was largely forested. Human settlement had an extreme impact on the landscape.

Between 1800 and 1978, humans cleared much of the forest for farming which then gradually yielded to urban and suburban development. By 1995, residential land use accounted for 33% of the land use in the city of Kentwood. However, 32% of the land area was undeveloped or vacant. (See Table 6, Land Use Acreage)

Table 6: 1995 Land Use Acreage Totals. (Source: 1995 Kentwood Master Plan)

Land Use	1995 Acres	1995 Percentage of Total Area
Residential	4,437	33%
Commercial / Office	844	6%
Industrial	1,158	9%
Public /Quasi Public	1,209	9%
Street / RR right-of-way	1,417	11%
Vacant / Undeveloped	4,287	32%
Total	13,351	100%

Now, in 2020, 41% of the city is used for residential purposes. Approximately 1,886 acres (16.0%) is undeveloped. Of that acreage, a considerable amount has some sort of development constraint such as wetlands or flood plain (Table 7). The existing Land Use Map (Map 2) portrays the city's current land use.

Table 7: 2020 Land Use Inventory and Acreage Totals. (Source: City of Kentwood)

Land Use	Area (SF)	Area (Acres)	%
Commercial	39,914,508	802	6.8%
Duplex	7,918,693	182	1.5%
Elderly Housing	9,079,887	208	1.8%
Industrial	88,468,365	2,031	17.3%
Mobile Home Park	6,837,480	157	1.3%
Multi-Family	24,790,423	569	4.8%
Office	12,548,557	288	2.4%

City of Kentwood Master Plan

Public/Quasi-Public	81,298,305	1,866	15.9%
Single Family	158,053,607	3,707	31.5%
Railroad	2,872,244	66	0.6%
Vacant	82,159,301	1,886	16.0%
	<u>513,941,370</u>	<u>11,762</u>	<u>100.0%</u>

Land Use percentages do not include street right of way, which accounts for the difference between land use categories and zoning districts,

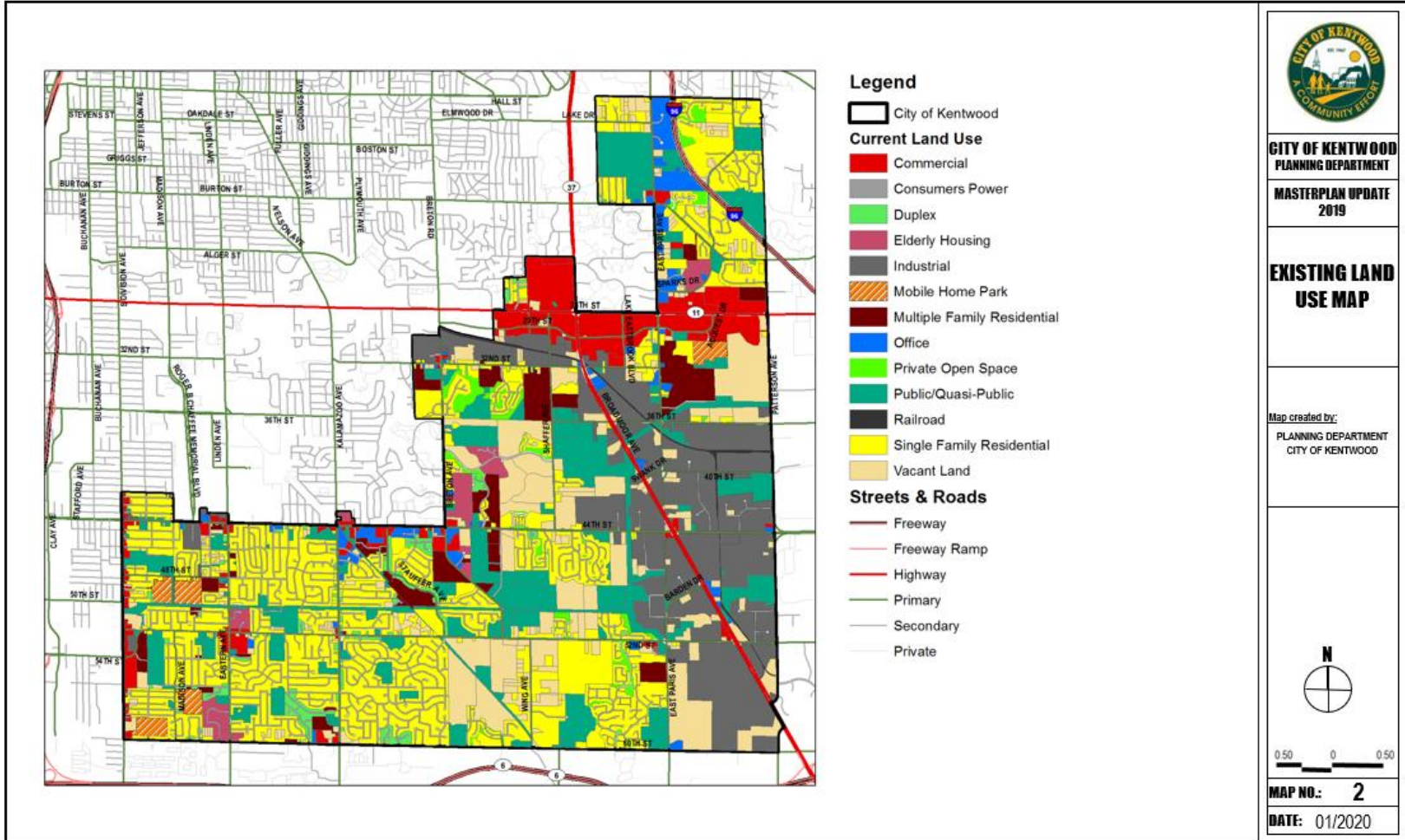
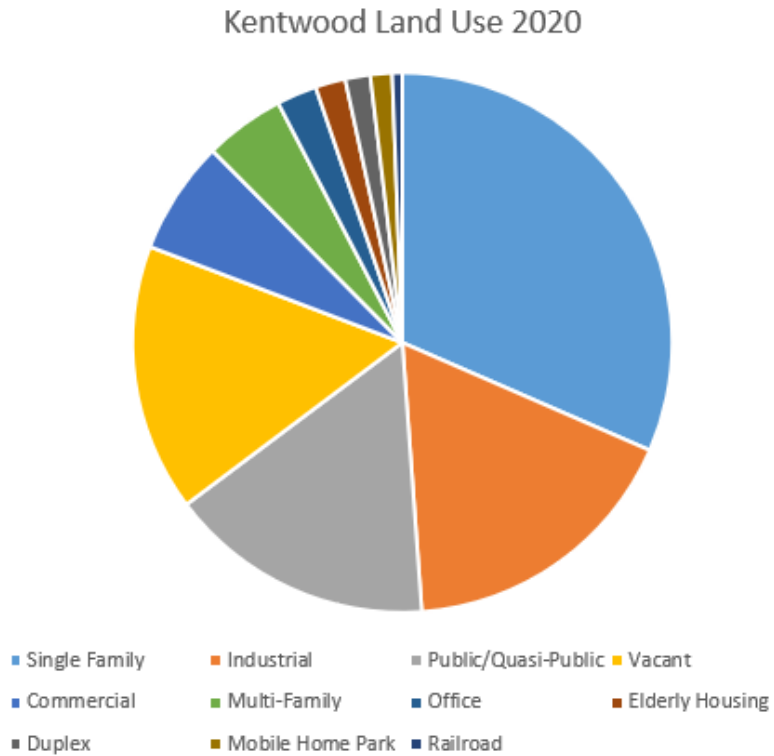


Figure 5. Land Use Acreage, 2020. Source: Kentwood Planning Department



Equally as descriptive is the total acreage of each zoning district within the city. Table 8 describes the amount of land within each zoning district.

Kentwood includes 1,886 acres of vacant land. The bulk of the vacant developable land is located within the two remaining farms within the city—the Patterson Farm in Section 13, and the Heyboer Farm in Section 34. The future land use of the Heyboer Farm is expected to be primarily low density to medium density residential use.

Zoning

Zoning is the tool used to achieve future desired land uses. Existing

zoning districts are a good indicator of how a community intends to grow. Under the current ordinance, the City of Kentwood has zoned about 62.68% of the land base exclusively for residential use. However, the full acreage cannot be developed as housing because of restrictions dictated by site conditions and site development standards. Map 3 portrays the current zoning as January, 2020.

Table 8 – Kentwood Zoning Districts, 2020

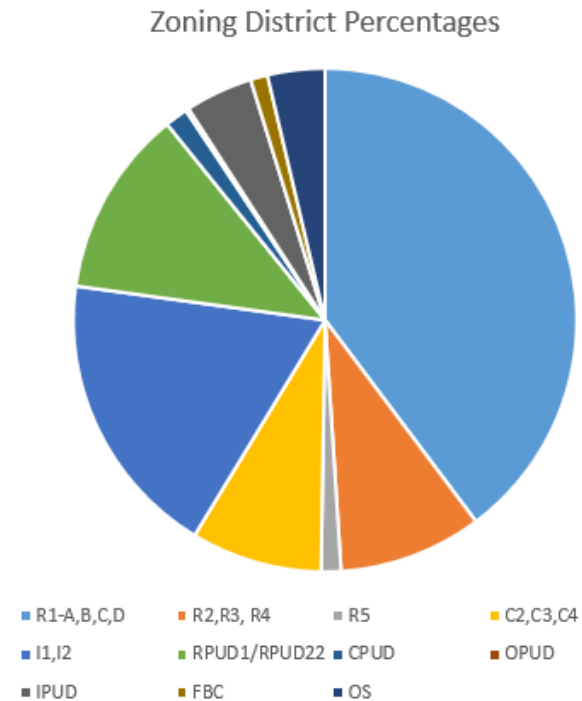
District		Area (SF)	Area (acres)	%
R1-A	Very Low Density Residential	18,739,974	430	3.21%
R1-B	Very Low Density Residential	28,409,548	652	4.87%
R1-C	Low Density Residential	147,060,491	3,376	25.19%
R1-D	Low Density Residential	37,873,486	869	6.49%
R2	Two Family Residential	18,355,455	421	3.14%
R3	Medium Density Residential	10,945,222	251	1.87%
R4	Medium/High Density Residential	24,599,554	565	4.21%
R5	Manufactured Housing	7,411,592	170	1.27%
C2	Commercial	28,373,902	651	4.86%
C3	Regional Commercial	6,074,272	139	1.04%
C4	Office	14,740,145	338	2.52%
I1	Light Industrial	101,311,973	2,326	17.35%
I2	Heavy Industrial	6,630,153	152	1.14%
RPUD-1	High Density Residential PUD	53,267,973	1,223	9.12%
RPUD-2	Low Density Residential PUD	17,010,423	391	2.91%
C-PUD	Commercial PUD	8,559,874	197	1.47%
M-PUD	Mixed Use PUD	0	0	0.00%
O-PUD	Office PUD	1,197,484	27	0.21%
FBC	Form Based Code	6,432,982	148	1.10%
OS	Open Space	21,457,425	493	3.68%
I-PUD	Industrial PUD	25,348,420	582	4.34%
		583,800,348	13,402	100.00%

CITY OF KENTWOOD ZONING PLAN

<u>FUTURE LAND USE CATEGORY</u>	<u>COMPATIBLE ZONING DISTRICTS</u>	<u>OTHER FACTORS TO DETERMINE ELIGIBILITY</u>
Commercial	C-2 Commercial	
	C-PUD Commercial PUD	
	Mixed Use PUD (Res/Commercial)	
	C-5 Commercial	
	Form Based Code	
Office	C-4 Office	
	CPUD-Commercial PUD	
	Office PUD	
	Form Based Code	
Industrial	I-1 Light Industrial	
	1-2 Heavy Industrial	Allows heavier industrial uses
Low Density Residential	R1-A Residential	
	R1-B Residential	
	R1-C Residential	
	R1-D Residential	
	RPUD -2 Residential PUD	If density < 4 units per acre
	R-2 Two Family Residential	If density < 4 units per acre
High Density Residential	R-4 High Density Residential	
	RPUD-1 High Density PUD	
Medium Density Residential	R-3 Medium Density Residential	
	R-2 Two Family Residential	If density > 4 < 8 units/acre
	RPUD-1 or RPUD-2	If density > 4 < 8 units/acre
	Form Based Code	
Institutional	Varies	If use is school, church or city property
Park/Open Space	OS-Open Space	
Conservation Oriented Development	MPUD-Mixed Use PUD	Preserve environmentally sensitive areas
	IPUD-Industrial PUD	
	RPUD-1 Residential PUD	
	OS-Open Space	

The Zoning Plan portrayed above provides information on how each land use category identified in the Master Plan corresponds with the appropriate and compatible zoning district. This provides a framework as to how a developer can amend the zoning map to achieve the goals of the Master Plan. For example, if the Master Plan recommends commercial use of property, the proper zoning district to achieve the commercial use includes CPUD, C-2, C-5, and Form Based Code.

Figure 6: Proportion of Zoning District types 2020, City of Kentwood Zoning Ordinance 2020

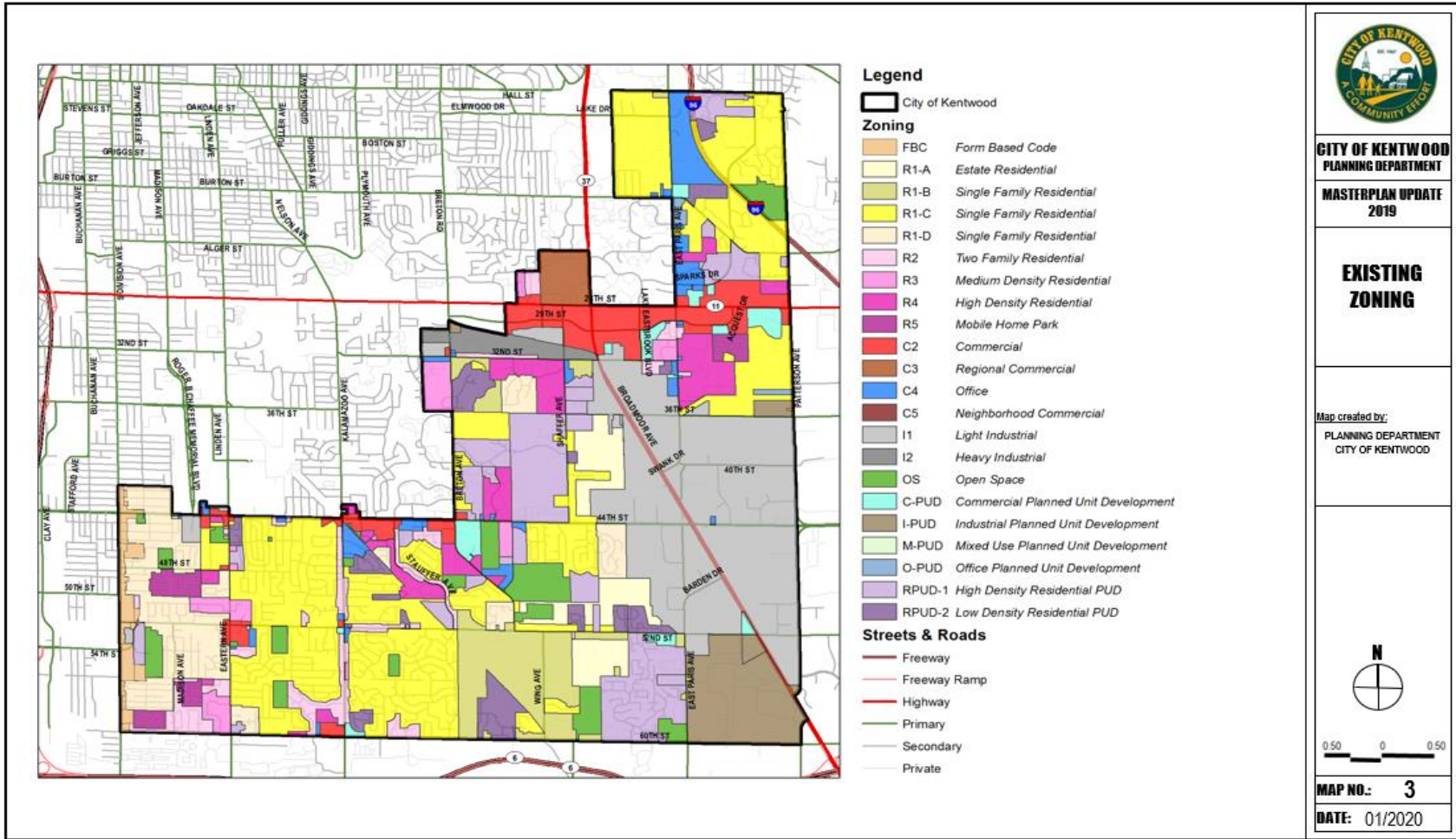


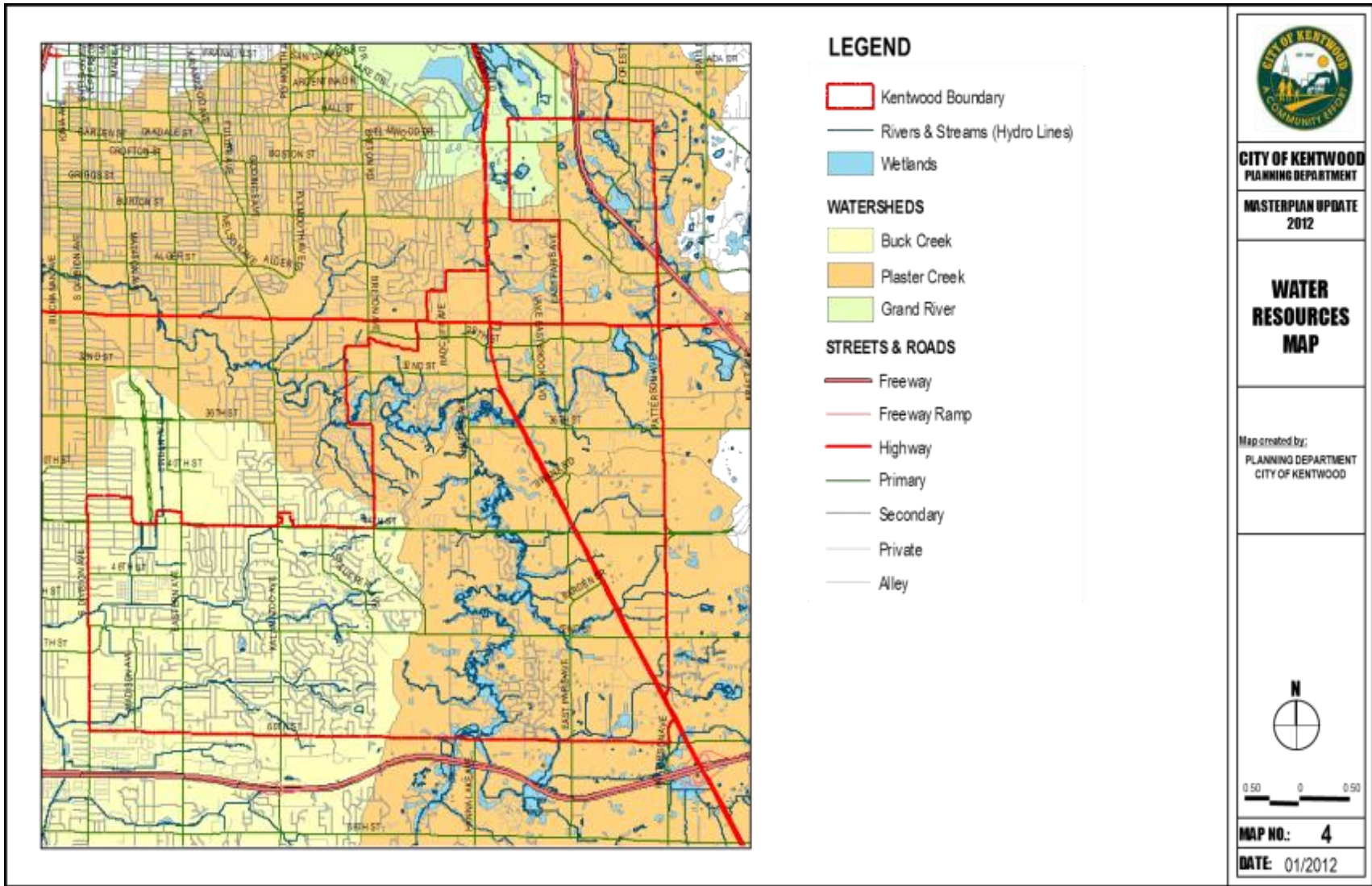
Natural Resources

Natural features, especially wetlands and floodplain, present significant obstacles to development on many of the vacant parcels. Furthermore, the connectivity of these natural systems is vital to their long term sustainability, which creates additional challenges for development of many of these properties.

The natural features found in and around Kentwood are all part of a larger, regional ecosystem. These include Kentwood's wetlands and water features that are minor components of much larger systems that extend beyond political boundaries.

As such, these resources must be addressed on a system basis, meaning that Kentwood must work in partnership with other communities to ensure the long term health and sustainability of these resources.





LEGEND

- Kentwood Boundary
 - Rivers & Streams (Hydro Lines)
 - Wetlands
- WATERSHEDS**
- Buck Creek
 - Plaster Creek
 - Grand River
- STREETS & ROADS**
- Freeway
 - Freeway Ramp
 - Highway
 - Primary
 - Secondary
 - Private
 - Alley



CITY OF KENTWOOD
 PLANNING DEPARTMENT
 MASTERPLAN UPDATE
 2012

**WATER
 RESOURCES
 MAP**

Map created by:
 PLANNING DEPARTMENT
 CITY OF KENTWOOD



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MAP NO.: 4
DATE: 01/2012

The City of Kentwood drains into three different watersheds - Plaster Creek, Buck Creek and the Grand River. The Plaster Creek Watershed is the largest in the City, totaling 8,846 acres or 66% of Kentwood's land area. The Buck Creek Watershed covers the west side of the city and totals 4,334 acres or 32% of the land area. Only a small 226 acre area of the northeast corner of the City drains into the Grand River Watershed (Map 4).

Wetlands

Wetlands are a vital part of the physical environment and serve many purposes. These sensitive areas are vital to the health and sustainability of the region's water resources and dependent plant and animal species. There is an estimated 1,911 acres of wetlands within Kentwood's city limits; some are seasonally wet, while others are permanently wet or flooded.

Floodplain

The Plaster Creek floodplain extends the length of Plaster Creek and Little Plaster Creek throughout the city. Additionally, many of the associated wetlands between the southern border at 60th Street and 32nd Street in the northern part of Kentwood are also included in the Federal Emergency Management Agency (FEMA) floodplain designation.

Woodlands

As mentioned, prior to human settlement, Kentwood was a largely forested landscape. Specifically, it is estimated that 75% of modern-day Kentwood was beech-sugar maple forest prior to the 1800s. Approximately 15% of the area was made up of white pine and mixed hardwoods. Mixed oak savannah was the predominant forest type in the far west corner of the area, amounting to a little over 200 acres. The remainder of the land cover was either emerging marsh land or mixed hardwood swamp. The earliest human impact on this landscape came in the form of agriculture. These forests were cleared by early

inhabitants for agricultural use. As the community evolved, farm fields and orchards replaced the forests and were, in turn, replaced by single family homes and retail centers. While there are some remaining high-quality wooded areas, these areas tend to be associated with the wetlands and streambeds along Plaster Creek.

Soils

Heavy silt clays and loams dominate the soil types found within Kentwood. There are, however, pockets of sandy soils that are better drained. These soils are typically found in and along the Plaster Creek, and west of Kalamazoo Avenue. The heavier clay soils, while poorly drained, are not unworkable. Drain tile and site engineering usually are able to overcome any negative drainage situation caused by heavy soils.

Topography

The general topographic condition of Kentwood can best be described as largely flat with some rolling hills. The northern portion of the city generally has more varying topography; however, the overall change in elevation is fairly small - 124 feet from the low point to the high point in the city.

Parks and Recreation

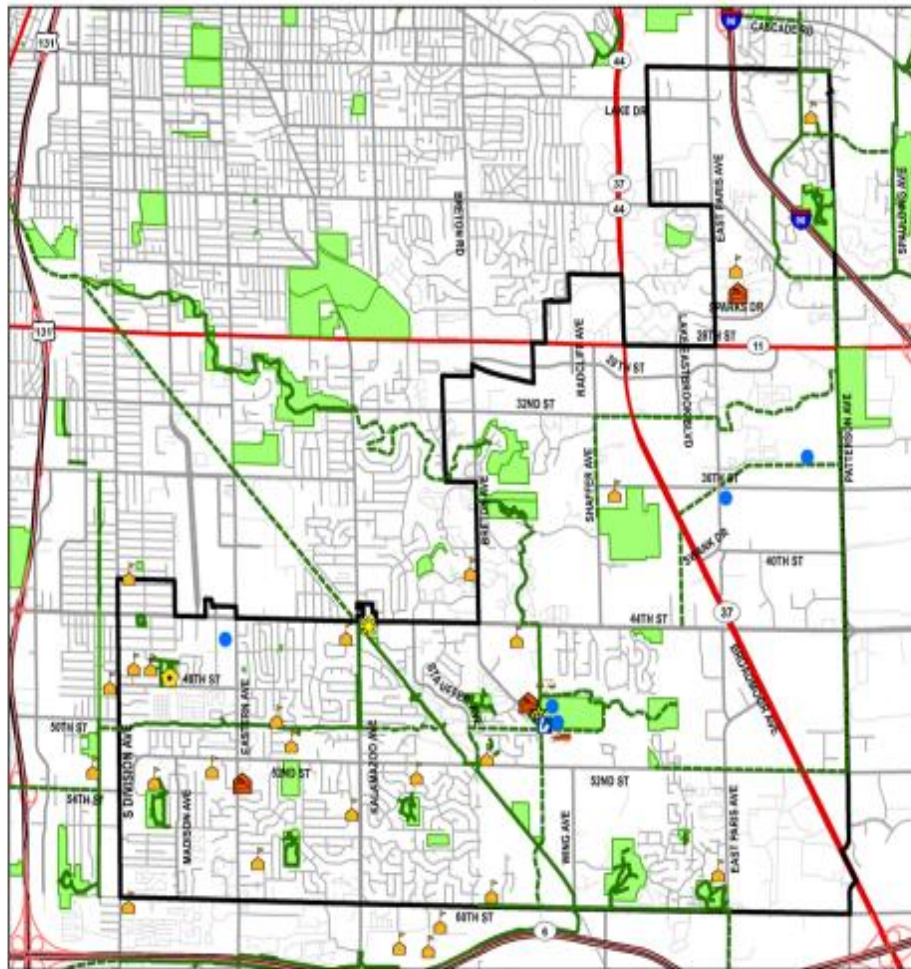
Kentwood has an extensive park and recreation system with 27 existing and planned facilities totaling 503 acres of recreation space. Park facilities range in size from a half-acre pocket park or trailhead to the 70 acre Paris Park. Facilities include traditional active recreation facilities such as ball diamonds and soccer fields, passive facilities for hiking and nature observation, the Paul Henry Trail, community gardens, and the Kentwood Activities Center.

The Parks and Recreation Master Plan was updated in September of 2014. The 2015-2020 plan prioritized the provision of a geographically balanced park and trail system, with convenient and safe access for all as well as improving the

infrastructure and facilities in existing parks. The plan also emphasized the need to maintain what is in place and consider maintenance in the acquisition and development of additional land and facilities.

School Districts

The City of Kentwood is divided into the following four school districts: Kentwood Public Schools, Caledonia Community Schools, Forest Hills Public Schools, and Kelloggsville Public Schools. The Kentwood school district is the largest of these in terms of area - serving an area of 9,200 acres - or 69% of the City.



Legend

City of Kentwood

Civic Structures

- City Hall
- Court/Police
- Fire Station
- Library
- Post Office
- Public Works
- Rec Center
- Water Tower
- Schools

Trails

- Shared Use Path, Existing
- Shared Use Path, Proposed

Parks & Open Space

- Parks & Open Space

Streets & Roads

- Freeway
- Freeway Ramp
- Highway
- Primary
- Secondary
- Private



CITY OF KENTWOOD
PLANNING DEPARTMENT

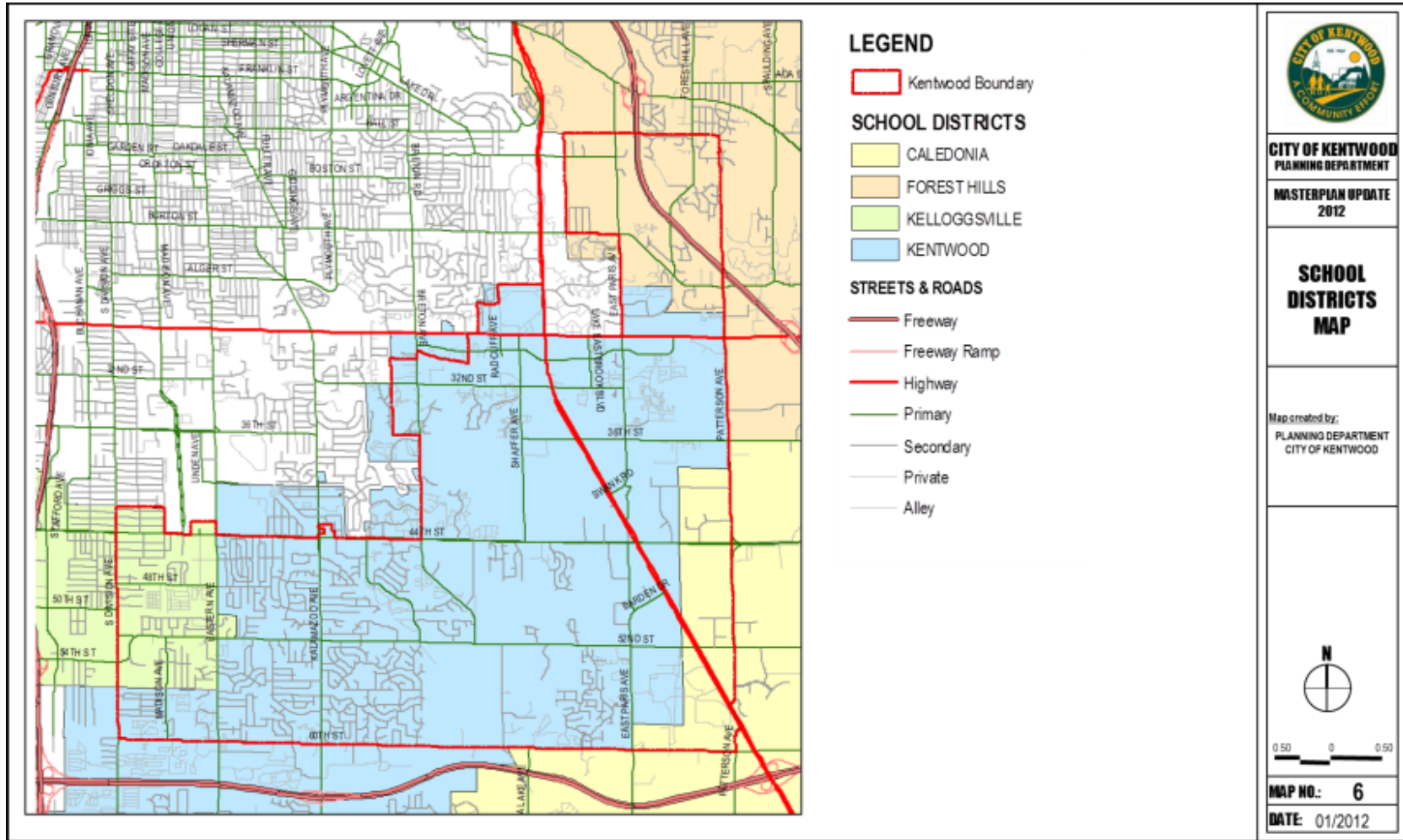
MASTERPLAN UPDATE
2012

PARK, OPEN SPACES AND CIVIC SPACES

Map created by:
PLANNING DEPARTMENT
CITY OF KENTWOOD

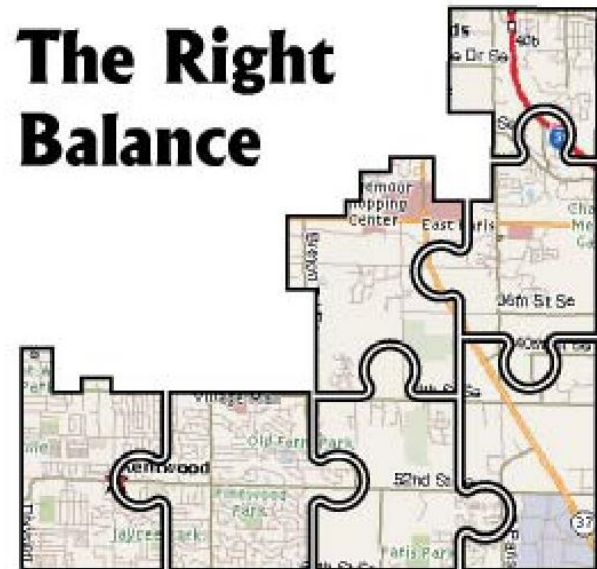


MAP NO. 5
DATE: 01/2012



KENTWOOD

The Right Balance



DEVELOPMENT OF ISSUES AND SUPPORTING POLICIES

70/30 POLICY

Key Issues:

- The 70-30 policy was enacted after the adoption of a Land Use and Housing Plan for the city nearly 40 years ago. The Land Use and Housing Plan indicated a need to establish a housing policy, as many felt that there was enough rental housing in the community. There was a desire to maintain a primarily single family, owner-occupied character to the city, while allowing a variety of housing choices. Resolution 116-80 was passed on September 2, 1980, setting the housing mix at 70% single family, owner occupied housing, and 30% multifamily housing. The resolution further defined "single family housing" as condominiums, single family detached, mobile homes and duplex units.
- A 2018 update of the 70-30 housing mix suggests that there is approximately 69.76% single family housing (as defined above) and 30.24% apartments (or multifamily), indicating that the city has come very close to meeting that goal. Assisted living units and group homes do not seem to fit into either broad category—and were therefore excluded from the calculation. Facilities such as Holland Home Breton Terrace and Breton Woods were counted as single family housing.
- The housing mix in 2018 (as calculated by the Kentwood Assessor) was as follows:

Single family:	11,006	49.11%
Condominiums:	2,074	9.25%
Mobile Homes	984	4.39%
Duplexes	1,036	4.62%
Life Lease	533	2.38%
Apartments	6,777	30.24%
Total	22,410	

Does not include 481 assisted living units and 49 group homes

Percent Single Family, Condo, Mobile Home, Duplex, Life Lease: 69.76%
 Percent Apartment: 30.24%

- The Kentwood Inspections/Engineering Department registers and inspects all rental properties. From this data, staff has

calculated the number and type of all rental units. When compared to the total number of housing units, approximately 90% of duplexes, 16% of mobile homes, and 4% of single family homes were rentals. Total number of rental units (as identified through the rental inspection program) was 36.9%. It should be noted that with the most recent phase of the Bretonfield development, the developers, Allen Edwin, intend to rent a portion of their single family homes.

Actions:

- Retain the 70-30 housing policy, but count both duplexes and apartment units toward the rental side of the equation. The policy should also clearly state that rental units within the Form Based Code area on Division Avenue should not count toward the 70-30 policy. If the 1,036 existing duplex units were added into the "apartment" category, the 70-30 mix would be 65.14% "ownership" and 34.86% renter. With this new calculation, the city no longer meets the 70-30 ratio; however, it is projected that when the city is fully developed the percent of housing that represents the "ownership" side will exceed 70%.
- The City Commission should adopt a new resolution related to the new 70-30 policy. The policy should indicate that duplexes are included as part of the rental property calculation and that the Form Based Code area of Division Avenue is exempt from the 70-30 policy.
- The city should continue its oversight of rental properties in the community to ensure that they remain in good repair and property maintenance issues are resolved. In addition, the city will review the criteria in use for rental properties periodically to ensure that issues outside the building code requirements are considered.

HOUSING:

Key Issues:

- The City of Kentwood is committed to ensuring a wide and diverse range of housing options as well as maintaining the quality of the existing housing stock.
- In 2018, Realtor.com announced that the 49508 zip code in Kentwood was the number one zip code in the nation in terms of fast sales, affordability, high employment rates, number of millennials, and high credit scores. The publication indicated that the median list price in Kentwood's 49508 zip code is \$193,168 up 9.5% over the previous year, and that the housing list prices were 33% lower than the surrounding county.
- Nationwide trends suggest family size is declining and the future population may have a diminished demand for large homes on large lots.
- Kentwood has a variety owner-occupied housing at a number of price points, ranging from \$41,000 to over a million dollars for single family houses or condominiums. Roughly 36% of this housing stock is valued between \$100,000 and \$150,000 and 32% is valued between \$150,000 to \$200,000. About 15% of the housing stock is valued less than \$100,000. (Source: Kentwood City Assessor) Apartment complex monthly rents range from \$555 in one of the smallest units to \$1,412 for one of the largest apartment units. The size of the apartment units range from 416 to 1735 square feet.
- About 190 or 2.8% of the city's rental stock consist of 8, 6 and 4 unit buildings. Due to the 70-30 Policy, it is likely that any additional rental units constructed outside of Division Avenue will be infill units, with fewer units per building.
- Ongoing efforts to maintain the quality of the existing housing stock include the periodic inspection of rental housing. Changes in ordinance provisions for rental inspections have increased compliance with required inspections from 60 percent to over 90 percent.
- In 2008, many homes on the market were purchased for rental properties; however, this trend seems to be in decline as the investors are now selling some of the rental property. In 2018, 4% of the city's total single family homes were rented.
- Many of the large apartment communities in the city were built in the 1970s and 1980s. Assessor's records indicate that there have been only 4 apartment complexes built since 1990. Absent major renovations, the older apartment housing may require considerable reinvestment to extend the useful life of this very sizable portion of the existing housing stock. Breton Meadows (Summer Haven), Ashton Woods, Walnut Hills, Breton Court, Pheasant Ridge, Tamarisk, Greentree, Forest Creek (Eastland) and Castle Bluff, (Forest Point) Apartments have all had major building renovations in recent years.
- Some of the city's large apartment complexes are subsidized, offering rental rates that are more affordable for individuals and families with limited income. These apartments are subsidized by organizations such as the Michigan State Housing Development Authority or US HUD (US Department of Housing and Urban Development). Kentwood acknowledges the public purpose in providing housing for low income persons and families and therefore has established a service charge in lieu of the property taxes that are otherwise charged. These payments in lieu of taxes (PILOTS) are approved by resolution by the City Commission. The parties enter into a development agreement to memorialize the obligations between the two parties. In the past, the agreements associated with the PILOTS have required that the property must remain in "good condition" but was unclear as to what this meant. Starting in 2019, the city has incorporated specific standards for inspection of PILOT-approved properties. These standards only apply to those HUD funded properties with renewed PILOT agreements. These more stringent standards for rental units do not apply to other rental properties; the city is responsible for developing standards for the other rental units in the city. The standards are taken from the International Property Maintenance Code.
- There are five manufactured housing communities within Kentwood, only one of which was developed in the past 30 years. The homes and infrastructure within these communities

are aging. While the owners have instituted policies to replace outdated housing units with newer, more energy efficient units, major investment may be required to extend the useful life of this important affordable housing option. It should be noted that in three of the five manufactured housing communities, rental of homes is not permitted.

- There is limited funding through the city of Kentwood for residential rehabilitation, repairs, and weatherization, particularly for low and moderate income homeowners. However, Kent County Community Action has a similar program that could be utilized for residential rehabilitation.

Actions:

- For any HUD-subsidized rental housing in the city in which the city approved or re-approves a PILOT (Payment in Lieu of Taxes) Agreement, the city's development agreement with the applicant must require that the property attain a Real Estate Assessment Center (REAC) score of at least 90.
- The city should consider strengthening housing quality policies and city codes to: continue to stress the importance of the maintenance of the existing housing; monitor vacant property; maintain housing code enforcement on all rental properties; build awareness and information among neighbors of the housing codes and its impact on property values.
- In order to accomplish the goal of improving housing inspections, city should hire a full-time rental housing inspector.
- City shall develop relationships with the owners of rental properties in order to collaborate on issues and concerns of the city as well as the concerns of the rental property owners.
- Promote awareness of property maintenance instruction available in the area, including organizations such as

Home Repair Services and other similar resources for home repair and maintenance.

- City shall develop a listing of resources available to improve rental properties, including HOME funds, and the DTE energy efficiency program.
- Determine the barriers to the development of housing along the Division Avenue corridor.
- Adopt guidelines for Transit Oriented Development that encourage mixed-use development with a higher proportion of residential units along or in close proximity to major transit routes.
- Explore additional opportunities to implement mixed use developments in redeveloping areas. One consideration may be the replacement of aging manufactured housing communities with housing for varying income levels within a single development.
- Work with neighborhood associations and the Kent County Treasurer's Office to assist in the identification of foreclosed properties or properties that may be heading for foreclosure.
- Work with Kent County Community Action to promote their Housing Rehabilitation Program.
- The city will take an active role in the update of the Kent County Community Development Consolidated Plan to be undertaken in 2020. The study may be an opportunity to prioritize issues regarding the existing housing stock in the community and identify additional measures to respond to these conditions.
- Work with manufactured housing communities to eliminate rentals.
- Work with the management of manufactured housing communities to determine ways to improve the condition of mobile homes within the city's mobile home parks.

ECONOMIC DEVELOPMENT

Key Issues:

- The city is part of a regional economy that includes other area cities and townships, Kent County, the Metropolitan Statistical Area (MSA) and state of Michigan. The city must partner with these units of government and organizations such as the Right Place, Inc. and the Michigan Economic Development Corporation (MEDC) to retain and expand existing businesses and attract new businesses to the area. The city of Kentwood should also build on its own unique contribution to the overall well-being of the region by promoting Kentwood's attributes to its own business community and residents.
- Traditionally, Kentwood has had a large number of manufacturers that it has relied on to supply jobs and tax base. Currently manufacturing is doing well; however, a turn in the economy may change this situation, as in 2008 when there was a large amount of underutilized or vacant industrial lease space. Since it is well documented that most of an area's new economic growth comes from existing businesses, every effort should be made for the retention and expansion of these existing businesses. At the same time, efforts should be made to build resilience to economic downturns in order to prepare for the inevitable ebb and flow of the economy.
- While all manufacturing jobs are important to the local economy of the city, certain manufacturers may be seen as being more sustainable in the future. Alternative energy, advanced manufacturing, medical devices, information technology and agribusiness/food processing are some of the sectors the city should promote for long term sustainability and job growth.
- Currently one of the biggest issues for all employers in the metropolitan area is access to skilled labor. In many cases, transportation to the workplace is also a barrier to employment.
- Job growth in the future may come from start-ups that are based on new ideas and innovations. The city must find ways to encourage and promote entrepreneurial development.
- Green business is good for the city. Businesses that promote green practices will save money, keep employees healthier, and be more successful. In addition, people increasingly want to live in a community that is sustainable and makes environmentally conscious choices.
- Commercial development is still an important part of the city's economy. The city has not actively pursued retention and expansion of this sector of the local economy that also provides jobs and income for the city.
- There have been large retail centers that have closed due to online sales and delivery services such as Amazon. So far, most of the closed retail buildings have been re-used or re-purposed. However, in a downturn of the overall economy, re-use of buildings may not be as certain. The city may be able to offer incentives for the re-use of existing buildings before allowing for new construction.
- It is increasingly important for business and industry to have access to multiple modes of transportation, including rail service. However, there has been movement to remove rail access from industrial areas due to lack of use and deterioration of its infrastructure.

Actions:

- The city will continue to collaborate with organizations such as The Right Place, Inc, and Michigan Economic Development Corporation (MEDC) in its retention and expansion program, a program designed to retain and grow businesses within the city and the region.
- In conjunction with the Right Place and the MEDC, the city will encourage programs that will help businesses achieve industrial diversification to remain competitive in a changing economy.
- The city will encourage information technology businesses to locate within the city. Most of the tech companies in the city are currently located in the industrial district. Since tech companies may also be very similar to an office development, the city will encourage the use- or re-use of commercial and office buildings for tech companies, which would allow additional square footage in the industrial zone for manufacturing operations and would re-use vacant retail space. Since the tech companies may also require limited warehousing or light assembly, this may require an amendment or interpretation of the zoning ordinance.
- Every effort will be made to improve broadband access within the region, including allowing for additional fiber capacity when road projects are undertaken in the area.
- Kentwood will work with the ITP to improve transit service to employers in which workplace transportation has become a barrier to business growth.
- The EDC will review use of the Entrepreneurial Center within the Richard L Root Library to ensure that information provided is relevant and useful to people wishing to start their own business.
- The city will work with local financial institutions or organizations to assist small businesses by providing counseling, classes or other assistance for entrepreneurs that wish to start or grow their business.
- The city will work with the owners of under-utilized commercial areas to provide low cost rent to assist companies wishing to start a business.
- The City shall develop a microloan program to assist minority or women-owned businesses.
- The Kentwood EDC will continue to work with area schools to connect high school students with area businesses offering job opportunities. These local businesses can also share their perspective on the types of education/training required for the job market.
- The Kentwood EDC will maintain contact with commercial businesses to provide a sounding board for issues that may be able to be addressed by the city.
- City will update its website to include additional information on economic development programs and resources for all businesses, including start-ups and home-based businesses.
- The City will encourage the redevelopment of brownfield sites to bring these underutilized properties back to full use and to ensure the safety of workers at these locations.
- The City will encourage and support commercial development through its loan programs and will support business associations in the community.

- City shall develop property information packages through the Redevelopment Ready Community program in order to identify priority properties available for development within the city. The property information packages shall:
 - List the amenities associated with the property;
 - Provide relevant demographic data;
 - provide a market analysis;
 - list incentives available;
 - provide other information to communicate the city's desired outcome for the area.

The City will work with the residents in the area to ensure community support and vision for a development project.

- The City will monitor the retail vacancies over time to determine whether a change in land use is necessary in otherwise traditional commercial areas.
- City will support efforts of Woodland Mall to attract and retain tenants, and to remain a relevant shopping facility.
- The City will periodically evaluate its development review policy and procedures to ensure that the process is streamlined, well-documented and transparent.
- The City will encourage and support the maintenance of rail service to the industrial sector of the community.
- The City will continue its efforts to maintain the truck routes through the city to encourage and support the movement of freight in the area.

SUSTAINABILITY

Sustainability can mean different things to different people and communities. According to the Centre for Sustainable Development, a sustainable community "uses its resources to meet current needs while ensuring that adequate resources are available for future generations." Communities that utilize sustainability practices will minimize waste, prevent pollution, and promote efficiency in its operations.

Key Issues:

- Sustainability has become an important aspect of communities that are successful and vibrant. People want their communities to be economically and environmentally sustainable. Sustainability will pay off in the future by reducing waste, allowing greater reliance on renewable energy, saving money, and attracting new residents to the community.
- The city currently has no specific policies in place that address the future sustainability of the city.
- The city must address issues that will affect its sustainability in the future. Some of the issues are environmental, such as the ability to maintain green space, the issues relating to the loss of ash trees within the community, the use of renewable energy and the benefits of recycling. Other sustainability issues include job growth in new industries, the retention and maintenance of city infrastructure, and the availability of public transportation. The city through its land use policies can also address the efficient use of renewable resources and promote healthier living for Kentwood residents.
- Addressing sustainability issues in areas such as green infrastructure and economic development is a requirement for qualifying as a "Redevelopment Ready Community" under the state-wide certification program through the Michigan Economic Development Corporation.

Actions:

- The city shall create a written policy that details how the city will become more sustainable with respect to energy consumption and recycling, land use and the environment. The policy shall include the following:
 - Energy use for city facilities and street lighting and steps being taken to reduce cost/energy consumption;
 - Alternate energy options;
 - Recycling efforts being made and plans for future programs offered;
 - Programs to assist residents and businesses to reduce water consumption;
 - Proposed/approved storm water management regulations;
 - Recommendations regarding zoning changes that encourage more sustainable use of resources. An example would include landscaping standards that would allow for sustainable, native plantings.
 - Participation in the “Michigan Green Communities Challenge”, a benchmarking tool to measure progress in sustainability.
 - How the city can attract businesses that use new technologies, green technologies, or knowledge-based services that may be more sustainable businesses in the future.
 - Review of the land use and zoning regulations and policies to find ways to improve city sustainability, including the location of Transit Oriented Development areas, the expansion of bus service, expansion of the non-motorized trail system, or the retrofit of vacant shopping centers to include other uses.

COMPLETE STREETS

Key Issues:

- State of Michigan Public Act 135 of 2010 required the development of a Complete Streets Policy to promote safe and efficient travel for all legal users of the transportation network under the jurisdiction of the Michigan Department of Transportation (MDOT). Public Act 135 defines complete streets as "...roadways planned, designed, and constructed to provide appropriate access to all legal users in a manner that promotes safe and efficient movement of people and goods whether by car, truck, transit, assistive device, foot, or bicycle."
- On July 26, 2012 the State Transportation Commission adopted a Complete Streets Policy to promote safe and efficient travel for all legal users of the transportation network under the jurisdiction of MDOT. In addition, MDOT, in its role of administering the local federal-aid program in Michigan, pledged to help local jurisdictions understand the provisions of this policy and work with them to further the development of complete streets.
- While there are no specific complete streets requirements for transportation funding, transportation agencies at all levels are encouraged to take the opportunity to design and construct facilities that contribute to complete streets.
- There are benefits to the city to provide complete streets for its residents—allowing people to walk, use transit, or bicycle instead of using cars for local transportation. Complete Streets also takes into account the safe and efficient movement of goods. In turn, fewer cars on the road reduces congestion, improves air quality, reduces commuting costs, and improves the health of the residents.

Complete street design should consider:

- Local context recognizing that needs vary according to regional urban, suburban, and rural settings;
- The functional classification of the roadway, as defined by the Federal Highway Administration and agreed to by MDOT and local transportation agencies;

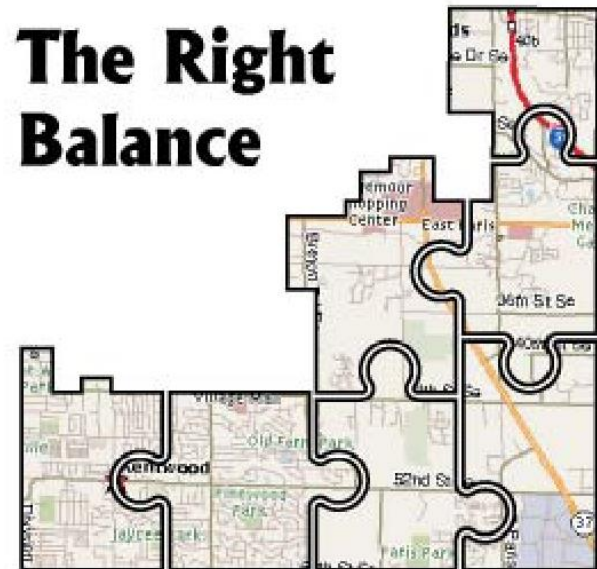
- The safety and varying mobility needs of all legal users of the roadway, of all ages and abilities, as well as public safety;
 - The cost of incorporating complete streets facilities into the project and whether that cost is proportional to the overall project cost, as well as proportional to the current or future need or probable use of the complete streets facility;
 - Whether adequate complete streets facilities already exist or are being developed in an adjacent corridor or in the area surrounding the project;
 - Whether additional funding needed to incorporate the complete streets facility into the project is available or as a contribution from other transportation or government agencies from federal, state, local or private sources;
 - Whether it is possible to expand the existing right of way;
 - Whether the city wishes to improve the design of existing and new crosswalks to increase their visibility;
 - Whether the city should consider pedestrian-friendly regulatory ordinances to require motorists to stop rather than simply yield to pedestrians in the crosswalk as specified in the Michigan Uniform Traffic Code.
- In recent years the City of Kentwood Engineering Department, with approval from the City Commission, has incorporated a complete street philosophy into the design and re-construction of local streets that includes the installation of storm sewer, concrete curbing and sidewalk along roadway sections that were previously lacking these features.
 - In early 2017 the Kentwood City Commission passed a resolution relieving the responsibility for individual homeowners to cover the cost of retrofitting streets to include sidewalk.
- On April 10, 2017 the Kentwood City Commission adopted the Non-Motorized Facilities Plan. The plan identifies future non-motorized facility development throughout the city both inside and outside the public street rights-of-way. Furthermore, several existing streets are recommended to be considered for a road diet to reduce the number of vehicle travel lanes and incorporate on-street non-motorized facilities.
 - The City's Engineering Department inspects portions of the sidewalk network on an annual basis with the goal of seeing every section of sidewalk every five (5) years. By completing the annual inspection in the fall, they prepare bid specifications for all the areas in need of repair/replacement generally during the winter. This information is forwarded to the Finance Department to secure competitive bids and award the comprehensive package to the firm with lowest and best bid generally in late winter. The cost of the sidewalk repairs is assessed to the owners of the properties on which the sidewalk fronts.
 - The Four Corners Study group has completed an evaluation of the road system within the Four Corners area, which encompasses parts of the City of Kentwood, Cascade Township, Gaines Township and Caledonia Township. The recommendations of the Four Corners Transportation Study include non-motorized transportation as well as transit considerations. The recommendations pertaining to Kentwood will be incorporated into the Master Plan Update.
 - The Kentwood Engineering Department is in the process of evaluating the prospect of a road diet on Shaffer Avenue, from 32nd Street to 44th Street as part of the consideration for the construction of a roundabout at 36th and Shaffer. A traffic light at 36th Street and Shaffer Avenue is also being considered as an alternative to a roundabout.

Actions:

- The city should continue to use the complete streets philosophy to retrofit streets during their design and reconstruction.
- The City shall formalize and adopt a Complete Street Policy or ordinance.
- The City should draw upon the list of streets identified in the 2017 Non-Motorized Facilities Plan to be evaluated for future road diet conversion. The streets to consider include Shaffer Avenue, Stauffer Avenue, and Eastern Avenue. City shall evaluate whether to undertake a road diet for 52nd Street from Breton to East Paris and how to integrate a non-motorized path along this corridor.
- The City shall review locations around schools to ensure that streets provide access for all modes of transportation, particularly for pedestrian movement.
- The City should adopt and prioritize recommendations from the Four Corners Transportation Study into the Non-motorized Plan, and ultimately, the Schedule of Capital Improvements.
- Crosswalk marking shall be improved to make them more visible for benefit of pedestrians and motorists alike.
- The Police, Engineering, and Planning Departments should collectively research and evaluate the adoption of a regulatory ordinance to require motorists to stop for pedestrians within a crosswalk or standing on the curb.

KENTWOOD

The Right Balance



PLANNING PRINCIPLES

Methodology

The following set of Planning Principles were initially developed based on meetings and workshops with stakeholders and a Citizens Advisory Council, with additional refinement by the consultant team during the 2005 and 2012 Master Plan Updates. Now in 2020, as in 2012, we are reviewing these principles to ascertain their current relevance and update with the changes that have taken place. Much has changed in the city since 2012.

First, the national and state economies, most notably in the manufacturing sector, have undergone a resurgence. A significant part of the city's economy is still based on manufacturing operations. With the return of manufacturing processes in the state and in the country, a large number of companies have remained and expanded their business in Kentwood and new industrial businesses have relocated here. The resurgence of the manufacturing and other sectors of the economy have created workforce shortages. Kentwood's unemployment rate in April of 2010 was 9.9%; in November of 2018 it was 2.3%. The workforce shortages have underscored the need for reliable transportation of workers to employment centers.

Second, trends suggest that household size has leveled off, and that the median age of Kentwood residents is increasing. Yet many of the undeveloped portions of the city are planned for single family detached residential use. At the same time there is a desperate need for affordable housing.

Third, energy issues continue to be at the forefront of the economy. The cost of transportation for individuals has moderated due to lower fuel costs, although transportation issues may still have a direct impact on development patterns and housing choices. Many individuals now prefer not to own a car, underscoring the need for reliable public transportation. Green energy technologies have reduced reliance upon refined oil products at the same time that relatively cheap

natural gas has decreased the motivation to use renewable energy.

Fourth, trends suggest that residents desire a community with more recreational opportunities and gathering places, such as farmers markets, non-motorized trails, and public open spaces. The city does not have a downtown; other options needs to be explored to improve and enhance quality of life in the city.

Fifth, the Silver Line Bus Rapid Transit service was implemented in August of 2014 along Division Avenue. The BRT was anticipated to have a major impact on the redevelopment of the Division Avenue area; however, these impacts have not materialized to date.

Lastly, there has been concern in the past several years of the impact of online commerce on the city's brick and mortar retail establishments. As new retail venues develop in the metropolitan area, the older venues tend to post higher vacancy rates and less desirable tenants. Woodland Mall has taken a bold step to purchase and demolish the former Sears store to make way for a fresh new wave of retail lease space anchored by the Von Maur department store that opened in October of 2019. In addition, Woodland and its other major anchors, JC Penney and Macy's, have worked together to upgrade the overall parking facilities and building facades to complement the new investment. These measures are anticipated to keep the retailers strong in and around the 28th Street and East Beltline intersection. At the same time, retail closures and bankruptcies seem to occur on a regular basis.

The 2020 Update reflects relevant principles from the prior plans and will include several re-stated principles that relate to the changes the city has seen in recent years. The principles express key planning priorities and intentional actions that should inspire and influence future master plan and land use changes by the Kentwood Planning Department, the Planning Commission, and City Commission.

Planning Principles

1. Open Space and Green Infrastructure

2. Mobility

- Major Arterials
- Primary Intersections
- Non-motorized trails
- Transit Services
- Air, Rail and Truck Transport

3. Place Strengthening

- Gateways
- Sense of Place

4. Partnerships and Organization

5. Sustainability

6. Commercial Development/Redevelopment

Planning Principle 1: Open Space and Green Infrastructure

The City of Kentwood manages 18 existing public parks/linear parks and an additional 9 planned park facilities and open spaces. In addition to this publicly-managed open space, the city contains significant wooded areas and is laced with several important wooded streams and drainage corridors, such as Plaster Creek and its tributaries. The Plaster Creek basin includes floodplain and wetlands that are important for the long-term health of the Plaster Creek system as well as providing a protected habitat for the natural movement and migration of wildlife. Together these drainage corridors, parks, greenways, open spaces, and natural areas constitute a unique identity for Kentwood and comprise the city's "green infrastructure." The city should work to establish connections between the elements of the green infrastructure.

A 2018 survey completed as part of the update of the Park and Recreation Department's Business Plan indicated that citizens desired more non-motorized trails, splash pads, and benches. The desire to make the city more bike-friendly was also

expressed. An analysis by parks consultant M.C. Smith indicated that there were areas within the city that were under serviced by local parks, and areas in which non-motorized trail connections still need to be made.

These recommendations, as well as recommendations for improvements to existing parks were prioritized for inclusion in a Parks Master Plan. The Parks, Trails and Recreation Advisory Committee, made up of Park and Recreation Commissioners, Planning and City Commissioners, citizens and others were tasked with the review of the Parks Master Plan. The Committee has submitted a recommendation to the City Commission for a sustainable funding plan.

Efforts have continued for many years to establish a regional green infrastructure. The 2014 Grand Valley Metro Council Non-Motorized Transportation Plan provides a guide to integrate trails as part of a larger regional non-motorized network. In 2017 MDOT began promoting a statewide non-motorized transportation plan that would weave together plans for the various metropolitan areas across the state. Kentwood adopted its Non-Motorized Facilities Plan in 2017 (depicted in Figure 7) to identify short term and long term non-motorized facilities needs within the city boundaries, as well as connectivity to non-motorized facilities and destinations in adjacent communities. The plan identifies non-motorized connections through and along a network of wooded streams, drainage and utility corridors, as well as connections/crossings on arterial streets.

The Open Space and Green Infrastructure Principle of the Master Plan envisions ways in which the city can plan for additional open space and parks through amendments to policy, the zoning ordinance, or as part of development plans. This Principle also requires planning for non-motorized connections to existing parks, community facilities, commercial areas, neighborhoods, and employment centers. Finally, the Principle recommends the improvement of the green infrastructure by increasing the city's tree canopy.

Trees within street rights of way, parking areas, and parks can improve air quality, reduce urban heat, reduce stormwater runoff and beautify a community. Throughout the city, trees

have been lost to development and due to damage caused by invasive species such as the Emerald Ash Boer. The Open Space and Green Infrastructure Principle recommends an increase of the tree canopy especially along public streets in both residential and commercial areas. Even along high traffic arterial streets there are environmental and aesthetic benefits to the planting of trees when carefully balanced with traffic safety considerations.

VISION:

1. Open space and green infrastructure are important to the city and bring sustainability, health benefits, livability, and economic, employment and recreational opportunities.
2. City shall recognize and protect Plaster Creek and its associated tributaries, wetlands and vegetation as an important community resource.
3. The City shall work to organize the existing open greenspaces and parks into a community-wide network of natural systems connecting neighborhoods, parks, schools, protected lands and non-motorized trails.
4. The city understands the benefits and importance of a substantial green canopy on both public and private properties and along city streets.
5. City must continue to both acquire and maintain its parks and green infrastructure, including its non-motorized trail connections, open spaces, public parks, and park facilities.

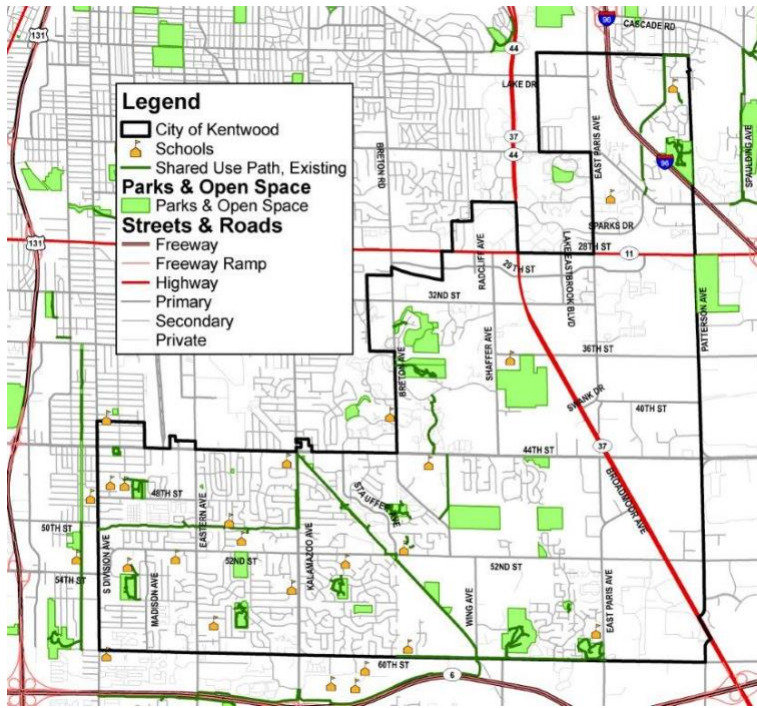
ACTIONS:

- a) Resurrect the Planning Commission's Open Space Committee to establish potential future green space/open space opportunities. The Committee shall collaborate with the Park and Recreation Department as well as adjacent

communities in order to determine the locations of existing park facilities and to increase the number of non-motorized trail interconnections.

- b) Update the Inventory of natural features and green infrastructure including street trees within public rights-of-way. The inventory of green infrastructure shall include private and public open spaces.
- c) Review and upgrade current zoning ordinance requirements for green space in PUDs and other developments.
- d) City shall investigate ways to reduce cost of park and open space maintenance, including the use of low maintenance native species plantings.
- e) The city shall consider asking voters to approve a park millage that includes funding for the maintenance of parks and open spaces as well as recreational programming.
- f) The city's open space/greenways network shall also include ways to connect pedestrians to transit and provide for bike lanes within the street right of way.
- g) The City will become a "Tree City, USA" community to increase the tree canopy within the city and improve the long-term care of the city's tree canopy. The Tree City USA designation will require a tree care plan that will prioritize replacement of trees lost to disease or other causes, such as the Emerald Ash Boer.
- h) The city will investigate the potential for a "tree nursery" to grow trees that can be used for tree replacements on public streets and within parks.

Figure 7. Kentwood Non-motorized Facilities Plan



Planning Principle 2: Mobility

Kentwood's transportation network was originally designed to emphasize the movement of people and goods throughout the community, primarily in motor vehicles, buses or large trucks. Over time, the city has recognized the importance of the provision of sidewalks and non-motorized paths for pedestrians, bicyclists, and others. Going forward the city will continue to expand the effort to increase options for non-motorized access throughout the community—not just for recreational purposes, but also to allow people alternate means to get to work, school, and shopping. This Planning Principle also addresses the interconnection between the various modes of transportation offered in the city—how non-motorized facilities can interface with arterial streets, rail, and the Gerald R. Ford Airport.

There are five elements that make up this Mobility Planning Principle:

- A) Major Arterials
- B) Primary Intersections
- C) Non-Motorized Connections
- D) Transit Services
- E) Air, Rail and Truck Transport

A. Major Arterials

Major arterial roads are designed to move traffic safely and efficiently between land uses and throughout the community. All of Kentwood's arterial streets are built to final grade, meaning that they are designed at a minimum to meet the projected traffic volumes for the foreseeable future.

However, due to their width and the amount and speed of traffic, arterials have become barriers to pedestrians, bicyclists, or any form of crossing. The city must strive to improve the safety of the streets, provide for alternate modes of transportation, and safe and efficient means of crossing the arterial streets to connect neighborhoods, businesses, employment centers, and recreation centers.

The Non-Motorized Facilities Plan has identified several corridors to assess whether they can be re-designed to handle pedestrian access and other forms of transportation while still meeting traffic capacity. This provides a starting point to undertake further studies to determine how to support multiple modes of transportation. A road that has excess capacity for vehicular traffic might allow for the reduction in the number of traffic lanes to enable expanded bicyclists and pedestrians access. Shaffer Avenue from 32nd to 44th Street is the first street corridor that is being evaluated.

VISION:

1. The city will work to provide a street network that is safe and efficient and inclusive of various modes of transportation (complete streets).
2. The city will take steps to ensure that street crossings are safe and efficient.

ACTIONS:

- a) The city will systematically evaluate the streets identified in the Non-Motorized Facilities Plan as prospects for a “road diet”. A road diet is a reduction of the number of vehicular travel lanes on a road, in order to add non-motorized facilities.
- b) City shall adopt a Complete Streets policy.
- c) City will consider the addition of bike lanes on arterial streets where a road diet is warranted.
- d) City will expand efforts to allow safe crossing of major streets through signalization, lane reduction, better crosswalk demarcation, use of refuge islands, and signage to remove the barriers created by arterial streets.
- e) The city will strive to become a bike friendly community.

B. Primary Intersections

Many intersections along Kentwood’s major traffic corridors have become increasingly complex due to increased traffic volumes and adjacent longstanding development patterns that have numerous and poorly planned access points. Consequently, ingress and egress near these intersections is difficult and the visibility of commercial destinations is diminished. These conditions warrant a planning approach to accommodate safe traffic movement, while creating an improved context for development/business at these intersections as development occurs.

This planning approach begins by establishing a planning focus on cross access between adjacent properties as well as shared access onto the public right of way. This approach changes the planning scale to include a larger area and range of adjacent uses. Another important facet of this approach is to plan the reconstruction of roadway intersection by taking into account the parcels surrounding the intersection. Emphasis is placed on creating and improving inter-parcel access, rather than creating individual access points from the intersection for each parcel.

VISION:

- 1. Kentwood will improve the safety of pedestrian crossings within the intersection crossings and seek safe pedestrian mid-block crossings.
- 2. Kentwood will require access between adjacent parcels of land that eliminate the need for access onto the public street near intersections.

ACTIONS:

- a) Kentwood will list street sections where there is a need to provide easier midblock crossing and refuge islands on medians to allow improved safety.
- b) As property develops, the City will keep new drive accesses as far away from intersections as possible.
- c) City will require cross access between parcels of land near intersections to allow inter-parcel cross access.
- d) When feasible, the city will connect pedestrian and vehicular movement in an adjacent neighborhood to limit the need for neighborhood traffic to travel on arterial streets. An example is the commercial center at Bailey’s Grove in which residents can enter the development without accessing 52nd Street or East Paris Avenue.
- e) The city will consider incentives for closure of key curb cuts when better alternatives exist.
- f) For key locations, the city will consider adoption of a PUD that establishes the location of curb cuts as part of the overall plan.

C. Non-Motorized Connections

One of the most successful features of municipalities in the West Michigan area is a transportation network that allows pedestrians, bicyclists, and other non-motorized networks to travel within the metropolitan area and beyond. In surveys conducted by the city, trails have consistently been identified as a feature that is valued by city residents. The discussion of

trails shall include hiking trails, sidewalks, bike lanes, and bike paths, both within and outside of the street pavement.

VISION:

1. The city will make non-motorized travel a priority in its transportation planning. The discussion of non-motorized travel shall include hiking trails, sidewalks, bike lanes, and bike paths. The non-motorized paths will be designed to connect homes, businesses, city services, and recreational opportunities both within and outside the City of Kentwood.
2. Enhance the accessibility to transit for pedestrians, persons with disabilities and bicyclists through non-motorized interconnections.

ACTIONS:

- a) The City shall incorporate the Non-Motorized Facilities Plan into the Master Plan to connect pedestrians to transit and parks and to provide bike lanes within existing streets. The list of non-motorized projects will be prioritized and incorporated into the Schedule of Capital Improvements process.
- b) Incorporate non-motorized connections that link to other trails and to transit services as part of any development or redevelopment review.
- c) Kentwood will amend the Subdivision Control Ordinance to require sidewalks on all public streets.
- d) Proactively seek out all funding sources for construction and maintenance of non-motorized trails including Community Development Block Grant (CDBG), Safe Routes to School (SR2S), Congestion Mitigation Air Quality (CMAQ) and Act 51 as part of all upgrades of public streets.
- e) City will pursue designation of “bike friendly community” and will develop stronger relationships with bike clubs and groups to push for trails and

paths. The city will evaluate its system to accommodate commuter cyclists.

- f) The city will improve street lighting, cross walk demarcation, and signalization at intersections for pedestrian and bike safety.

D. Transit Services

Public transit in the Grand Rapids region is provided by the Interurban Transit Partnership (ITP), known as “The Rapid”. Kentwood contains key public transit service corridors along 28th Street (Route 28), 44th Street (Route 44), Division Avenue (Route 1 and Silverline), Eastern Avenue (Route 4) and Kalamazoo Avenue (Route 2) as well as the industrial area adjacent to the airport (Route 5 and Route 17). Current Rapid para-transit services such as GO!Bus and PASS (Passenger Adaptive Suburban Service) provide vital mobility and connections for many Kentwood citizens throughout the Greater Grand Rapids community.

In August of 2014 the Silver Line bus rapid transit service was initiated along Division Avenue from Rapid Central Station in downtown Grand Rapids to 60th Street. In August 2017 the Kentwood Division Avenue frontage properties as well as 44th Street frontage properties from Division to Jefferson were rezoned to Form Based Code. The new zoning contains provisions to facilitate Transit Oriented Development (TOD) involving both commercial and residential mixed-use development with an emphasis on walkable site design to increase the number of approved residential and commercial uses along the arterial corridor. Although the Division Avenue corridor is slated as the city’s first true TOD area, other areas that may be able to incorporate the elements of TOD include the Woodland Mall area and the 44th and Breton area. A key component of their success as Transit Oriented Developments will depend on the feasibility of high-density development in those areas.

Recent communications from area employers suggest that the demands for transit services to employment centers are increasing. In 2018 the RAPID completed the year-long Align

Study to identify, analyze and prioritize potential transit improvements with the goal of improving the transit experience in the six-city area and beyond. The purpose of the study was to enhance services by: expanding safe and equitable transit access; connecting residents with jobs; and supporting urban revitalization and economic development. Subsequently the RAPID has initiated two additional transit studies to undertake a Comprehensive Operational Analysis (COA) of the existing line haul services as well as a Transit Oriented Development (TOD) study of the Division Avenue Silverline Bus Rapid Transit service. The COA is anticipated to include a “white board” exercise where reconfigurations of the existing line haul network will be considered as well as the introduction of service options that are more flexible, convenient and accessible to larger segments of the population. The TOD study is intended to understand what may be required to generate a significant change in development, density and neighborhood vibrancy to ensure that as many people and jobs as possible are accessible and near to BRT stations.

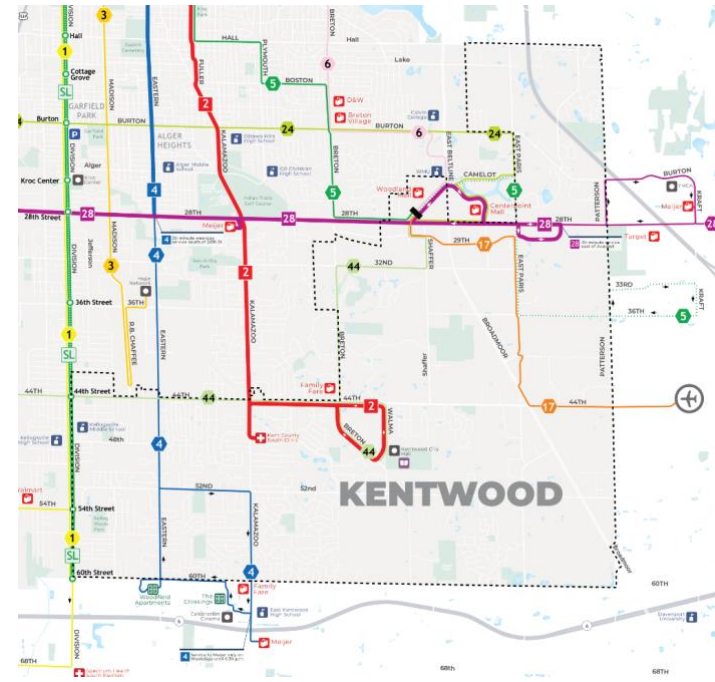


Figure 8: Current Rapid Bus Routes in Kentwood

VISION:

1. The city will support transit services to provide increased mobility to its citizens.
2. TOD concepts should be part of any new development or redevelopment that has potential for bus service.
3. The city will support the BRT federal transit study for Division Avenue.
4. The city will connect transit routes to other modes of transportation.

ACTIONS:

- a) Encourage mixed use and higher densities around TODs.
- b) Use a Form Based Code template for future TOD areas.
- c) Make sure pedestrian/bicycle transportation is connected to transit corridors.

- d) Transit service and sidewalk interconnections will be considered for all new development and redevelopment.
- e) The city will support alternate modes of transportation, such as bike paths to allow connections to transit as well as bike share, car share and introduction of transit service options that are more flexible, convenient, and accessible to the larger segments of the populations, including the updated Passenger Adaptive Suburban Services (PASS).

E. Air, Rail and Truck Transport

The former Director of the Michigan Department of Transportation Kirk Steudle introduced the 2017 Michigan Freight Plan by stating that freight transportation is closely tied to economic development in Michigan and is critical to the state's role as a major domestic and global trade partner. The freight plan provides an account of the current statewide transportation assets and needs, paving the way for future progress to be made in support of freight activity and investment. A key component of the state's plan is to lower cost, reduce time and remove risk for firms by developing an efficient logistics and supply chain ecosystem that leverages the state assets and provides opportunities for collaboration and partnership.

As a prominent Michigan community Kentwood possesses a large industrial tax base made up of a diverse array of small, medium and large businesses. The existence of these businesses and their ultimate success is a byproduct of the extensive network of highways, State and County roadways and railroads that cross through or along the city's corporate boundaries. These networks along with the immediate proximity of the Gerald R. Ford International Airport provide the community with an exceptional level of access to allow commerce to cost effectively and efficiently move raw materials and finished goods and thus prosper. Given the close proximity of Lake Michigan coastline communities with deep water ports like Muskegon, waterborne transportation network connections can provide added value. It is

therefore important to recognize the value of maintaining and improving the variety of existing transportation infrastructure and services in order to maintain and improve Kentwood's standing as a prosperous business location. The 2018 update of the Gerald R Ford International Airport Master Plan highlights the strong steady growth of passenger and freight air traffic in recent years along with continued steady growth projected into the future. To keep pace with this growth the airport master plan outlines measures to maintain and expand the airport parking facilities, terminal, cargo facilities and airfields as well as replace the airport control tower.

VISION:

1. Plan for roadway improvements to keep pace with the growth in passenger and freight activity at the Gerald R Ford International Airport.
2. Capitalize on the existing rail facilities within the city limits.
3. Draw upon the 2017 State of Michigan Freight Plan to identify the maintenance and expansion of assets necessary to develop an efficient logistics and supply chain ecosystem that leverages the state assets and provides opportunities for collaboration and partnership.

ACTIONS:

- a) Incorporate the projected passenger and freight growth projections in the update of the GVMC Transportation Model. Support programming of transportation funding to maintain freight routes.
- b) Draw upon the Four Corners Transportation Study to focus in on the roadway improvements necessary to address projected growth.
- c) Preserve and reactivate the rail spur that runs south off the C&O Railroad line from south of 36th Street through sections 24, 25 and 36.
- d) Promote/support State rail passenger service study.

Planning Principle 3: Place Strengthening

Kentwood is considered a first-tier suburb of Grand Rapids, the metro area’s principal central city. As such, it shares many similarities with the areas of Grand Rapids that it borders, as well as with other inner suburbs; thus, distinctions between governmental units blur and a clear identity is not readily noticed. Recognizing this, the following planning ideas are meant to help distinguish Kentwood within the metro area and create a fresh expression about its identity.

A. Gateways

Gateways are simply marks of distinction within the community, and are typically placed along city boundaries on arterial roadways in visible and strategic locations. Gateways and gateway treatments can vary widely – and often involve art/urban/constructed works, special landscaping treatments, or historic properties. These gateway icons should be taller than wide and should be illuminated at night.

To date the City has installed entrance signs at the following five locations 1) Kalamazoo Avenue median north of 60th Street, 2) Kelloggwoods Drive at the entrance to Kelloggwoods Park, 3) northwest corner of 44th Street and Patterson Avenue, 4) north side of 28th Street west of Patterson Avenue, and 5) south side of 44th Street east of Division Avenue but no other prominent features have been constructed or proposed.

VISION:

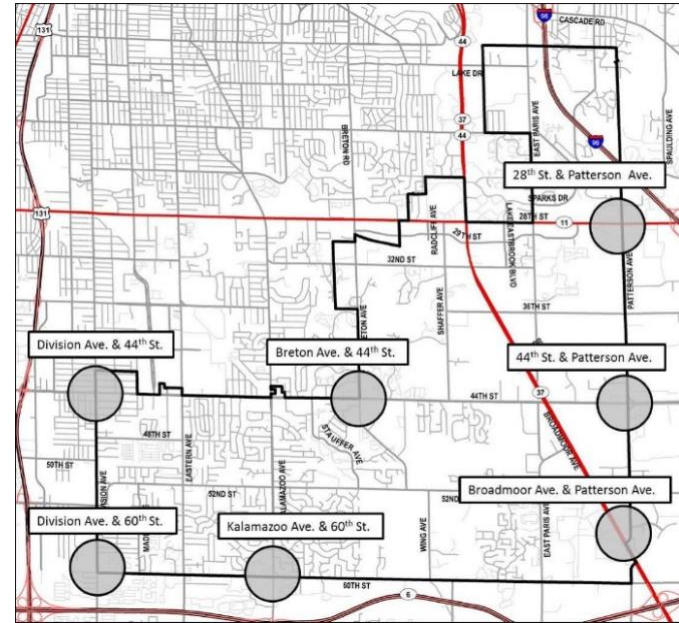
1. The city will establish more prominent gateways at the major entrances to the city, including, but not limited to, 44th Street and Division Avenue, Patterson Avenue and 28th Street, East Paris Avenue near Lake Drive, or other key locations.

ACTIONS:

- a. Kentwood shall determine the gateway locations and note on the Future Land Use map.
- b. Determine process for establishing gateway features.

- c. Secure funding and sponsorship for gateway development and site maintenance.

Figure 9: Gateway Map



B. Strengthening the “Sense of Place”

In a metropolitan area with so many similar looking commercial developments and residential projects, it is important to continue to seek distinction and a sense of place in future Kentwood plans. By thinking in terms of neighborhood and pedestrian scale, and by beginning to cluster a wider variety of uses (commercial combined with residential, community services, green space and recreation, for instance), greater distinction will begin to emerge. These planning ideas will foster unique combinations of projects, increase an area’s identity and usefulness, and engender a greater sense of community and resident pride.

In 2018 the City enlisted the services of a Public Recreational Services consultant to update the 2016 Parks and Recreation Business plan to gain perspective on their program offerings and facilities. The feedback was very positive with particularly high marks given for the existing walking and biking trails within the community as well as several city parks and associated amenities. However, there was a strong desire for more trails, a Farmers Market, a wider variety of programming, more special events and more indoor/outdoor space for programming. One of the key recommendations from this effort was to encourage the city to seek a millage to support parks and recreation facilities, programs, trails and staff.

In 2019 the City Commission enlisted the services of Landscape Architect and Architectural consultant, MCSA Group, Inc., to inventory the overall condition and amenities of the City parks as well as consider current and future programming conducted therein. Based on this information an extensive public process was undertaken to update and develop master plans for each existing city park, including the City Hall Campus as the primary community gathering space.

In February 2020, the Kentwood City Commission voted to seek from the voters in 2020 the authority to levy a permanent dedicated millage to allow for the construction, operation and maintenance of parks, trails and other recreational improvements.

VISION:

- 1) The city will strive to be a unique place where people will want to live and visit.

ACTIONS:

- a) The city will promote the city's farming heritage and preserve amenities such as Plaster Creek as unique features.
- b) Kentwood will continue to develop events such as farmers markets, concerts, art fairs etc. to engage the community.
- c) The city will encourage architectural quality for existing businesses to improve the sense of place. For example, the

improvements that were made to Woodland Mall such as Von Maur, Barnes and Noble, the Cheesecake Factory, and the plaza area helped to improve the sense of place for Woodland Mall.

- d) The city will continue to support the Division Avenue BRT corridor and promote mixed use redevelopment, density and neighborhood vibrancy.
- e) Kentwood will work with business and neighborhood associations to establish an identity for their business or residential district.
- f) The city will support public art to improve the sense of place and provide cultural enrichment. One of the first public art placements will be the installation of an outdoor sculpture on the City Hall Campus and an event to celebrate the installation.
- g) Implement the Campus Master Plan as a gathering place of the community.
- h) The city will continue to support events at the library that will help develop a sense of place for the City Campus area.
- i) Implement the 2019 Parks Master Plan including the Trail System Improvements and Connections, as well as the City Hall Campus Plan to establish the area as a community gathering space.

Planning Principle 4: Partnerships and Organization

While the City of Kentwood has the ability to plan land uses and growth within its borders, there are many external factors that affect the City's planning efforts. Traffic, transportation, housing, economics, ecology, and market dynamics are all influenced by regional forces that span geopolitical boundaries. Therefore, decisions made by communities across the greater Grand Rapids metropolitan region affect neighboring jurisdictions. To best address transportation, housing, economic and environmental concerns, Kentwood must engage the adjacent cities and townships in partnerships so that the issues pertinent within each community, as well as each community's independent vision and plans can respond to external influences. Building upon the

cooperative examples advocated by the Grand Valley Metro Council (GVMC) the City of Kentwood will work to develop these mutually beneficial collaborative relationships to help guarantee that the recommendations in this Master Plan and future planning efforts, are neither conflicting nor redundant. Due to changes in Michigan law, there are now provisions for expanded multi-jurisdictional planning opportunities and greater regional cooperation. Thanks to this enabling legislation, it is now possible for municipalities to work together to address planning issues that cross geopolitical boundaries.

This planning principle permeates the City's Planning Principles as regional cooperation and open dialogue is critical to successfully implementing many of these ideas. Partnerships, furthermore, are not limited to governmental partnerships. In fact, it will often be public-private partnerships that will most effectively achieve implementation of many of the planning principles in Kentwood.

VISION:

1. Kentwood will continue its strong partnerships with the Grand Valley Metro Council, MDOT, the ITP, The Right Place, Inc., the Wyoming/Kentwood Chamber of Commerce, the Kent County Road Commission, the Four Corners Group, and area municipalities. Kentwood will work with these organizations to coordinate planning and economic development in the region.

ACTIONS:

- a) Coordinate the connection of bike trails within the larger community.
- b) Kentwood will work with GVMC on regional planning issues.
- c) Kentwood will look into cooperative agreements between municipalities for municipal services.
- d) The city will work with adjacent communities to establish DDAs (Downtown Development Authorities), Corridor Improvement Authorities, or other incentive programs to benefit both communities in the provision of economic development programs.

- e) Kentwood will improve communication with the public by using social networking sites and other methods.
- f) Kentwood will collaborate with the Four Corners Group to re-establish the review process for projects along the Broadmoor Corridor and other state-owned roads,

Planning Principle 5: Sustainability

The word *sustainability* for a community includes the concept of managing a community's resource base such that future generations can enjoy the same or improved quality of life. It is not only a concept that addresses the maintenance of the environment, but also for the ongoing operation and prosperity of the community and the health of its citizens. Although sustainability is a broad term that can be defined in many ways, the Master Plan will focus on the sustainability goals and tasks that may have an impact on land use or development issues facing the city.

There is difficulty gauging whether a community is becoming more sustainable over time. However, there is a tool available to Michigan municipalities to benchmark progress in measuring sustainability. The program, called the Michigan Green Community Challenge will allow Kentwood to track and share sustainability success and benchmark its results against other Michigan municipalities.

VISION:

1. The city of Kentwood will strive to be a sustainable community through its efforts to maintain and improve the city's environmental quality, to sustain itself financially over time, to promote a healthy living environment for its residents and to use its resources wisely. The Master Plan will address the sustainability

principles which impact land use decision-making and development in the following areas: greenspace, economic sustainability, natural resources/recycling, and healthy living environment. It is anticipated that the city's focus on and attention to sustainability will attract and retain residents and businesses to the city.

ACTIONS -- General

- a. City shall appoint a committee to address sustainability issues within the city, including, but not limited to, the Master Plan goals outlined in this Section.
- b. Kentwood will participate in the Michigan Green Communities (MGC) Challenge and seek to achieve the bronze or silver level within the first two years of tracking its progress.
- c. Kentwood shall promote its progress regarding its MGC Challenge to its residents and business alike.

ACTIONS -- Greenspace

- a. Maintain and improve the city's public parks and greenspaces and improve citizen access to these areas.
- b. Continue to incorporate requirements for greenspace into developments. Additions to parkland and open space shall be made with maintenance responsibilities in mind.
- c. Plant trees to create a more livable community. Specific yearly goals should be established for the number of trees to be planted, and this goal incorporated into the city's annual Schedule of Capital Improvements and budget. Emphasis should be placed on replacing ash trees that have died or have been removed from city streets. A program of tree donations should be established to reduce costs.

- d. Increase the number of non-motorized trails through the community and connect these trails to neighborhoods, parks, schools, shopping, workplaces, and transit. The Non-motorized Facilities Plan shall rank the trails by priority and shall be used in establishing projects for the Schedule of Capital Improvements. The city goals should be stated in terms of lineal feet of new or refurbished trail.
- e. Continue work toward the adoption and enforcement of new storm water management techniques that improve water quality, air quality, aesthetics and add natural features to the built environment.
- f. Review maintenance policies to eliminate products or practices that will damage the environment. This could include reviewing road maintenance policies and review of the chemicals used in maintaining city properties.

ACTIONS – Economic Sustainability

- a) Continue to support the ITP by promoting the various transit services available within the greater community and encourage area employers to assist their employees with first and last mile connections.
- b) Work with area employers to cooperatively develop and implement transportation demand management agreements to modify the timing of employee shifts to reduce congestion and improve the safety and function of the transportation system. Likewise, continue to promote the various transit services within the greater community.
- c) Encourage redevelopment of contaminated properties in the city to allow for the more productive reuse of property and make property owners aware of programs for these contaminated (brownfield) properties.

- d) Re-occupy foreclosed, vacant properties.
- e) Kentwood will promote loan programs through the Kentwood Housing Commission and the Kent Community Action Program to preserve and improve the housing stock in the city. Funds can also be used to make homes more energy efficient.
- f) Continue work to promote Kentwood as a place in which people and businesses will want to stay and invest, in order to maintain the tax base and services.

ACTIONS -- Resources/Recycle/Energy Conservation

- a) New municipal buildings in Kentwood will be built to LEED Standards.
- b) Continue upgrade of city facilities and street lighting to LED. Conduct energy audits to measure and improve energy efficiency in City facilities.
- c) Encourage use of renewable energy when feasible, reducing waste of other natural resources. Encourage Kentwood residents, businesses and industry to become partners in this effort.
- d) Explore use of alternate energy sources and reduce barriers to their use, including the installation of solar panels on the landfill or on other property as well as the capture of landfill gases for conversion to energy.
- e) Promote and support recycling programs to reduce waste at city facilities. City shall investigate ways to increase participation in

recycling in the city. The city should continue to offer its citizens the opportunity to recycle yard waste.

- f) Kentwood will continue to improve water quality through its adoption and enforcement of the new low impact storm water management techniques to reduce the amount of storm water runoff and improve water quality, air quality, and reduce water usage.
- g) Continue to find ways to eliminate waste in the water system through meter replacement. Offer incentive programs to encourage residents and businesses to save water—low flow fixtures, etc. Partner with businesses, Consumers Energy, and Grand Rapids to decrease energy and water usage through conservation.
- h) Decrease the need for water for landscaping by use of native species or other landscaping that require less water. Consider changing city's landscaping requirements to allow landscaping using less water. Continue upgrade of city facilities and street lighting to LED.

ACTIONS -- Healthy Community

- a) Promote healthier lifestyles through connection of open spaces with neighborhoods to allow the opportunity for walking, biking, and other means of transportation.
- b) Kentwood will continue to improve water quality through its adoption and enforcement of new low impact storm water management techniques to reduce the amount of storm water runoff and improve water quality, air quality, and reduce water usage.

- c) The city will promote and encourage community gardens.
- d) The city will continue to support its farmers market and improve accessibility to fresh foods to area residents. The city will encourage expanded use of non-motorized facilities to access the market.

Planning Principle 6: Commercial Development/Redevelopment

Kentwood is known for its shopping centers that for years have provided the Grand Rapids area with the only regional shopping venue. Now several regional shopping centers exist, and the city's Woodland Mall has to work harder to keep its market share of sales.

Woodland has had to continuously improve its image and offerings to keep up with more modern shopping centers. The expansion and redevelopment of Woodland will keep the mall current and relevant in the market, even as many malls are predicted to close across the country. The success of many Kentwood businesses on 28th Street depends on the continued success of Woodland Mall.

In addition, many other smaller commercial areas provide goods and services to Kentwood residents and businesses. Some show signs of aging and others suffer vacancies due to the changing nature of retail sales. These commercial districts also need to be supported by the city. There may be some commercial areas in the city where retail uses no longer seem appropriate. These areas could be re-purposed for another use. Likewise, there are some areas that may need additional commercial depth and density in order to be successful. The city must re-plan these areas as well.

Many new, successful commercial developments in the Grand Rapids area are incorporating mixed-use development into their centers. Transit Oriented Developments (TODs) are also appropriate land uses that could accompany commercial redevelopment. TODs are developments that are in close proximity to major transit routes, and incorporate elements of commercial, office, and high-density residential uses.

One of the most obvious candidates for redevelopment of an older commercial area is the Division Avenue corridor. Since the adoption of the 2012 Master Plan, the city has developed and adopted a Form Based Code for the corridor. The Form Based Code increases the types of uses permitted and allows residential development to occur along the corridor.

VISION:

1. The city wants its commercial areas to succeed, and therefore will support commercial development and redevelopment and create opportunities for its success.
2. In dominant retail corridors such as the 28th Street and 29th Street corridors, it may be necessary to re-assemble properties into larger parcels and to think more comprehensively about access roads and parking rather than the single-purpose models of the past.
2. Kentwood will make commercial areas more viable by making them accessible to pedestrians, bicyclists, and transit services, and by encouraging adjacent residential uses to connect to retail uses.
3. Kentwood will use available tools to encourage the health and success of commercial development.
4. Kentwood will continue efforts to be business-friendly and encourage the expansion of businesses in the area.

- 5. The city will monitor the success of commercial areas over time to determine whether to introduce mixed use development into struggling commercial corridors.

ACTIONS -- General

- a. The city shall identify areas of potential decline and consider which areas may need to be re-planned or re-purposed. Annually, specific commercial areas will be identified to focus redevelopment assistance efforts, including potential incorporation of commercial sites as a Redevelopment Ready Community priority location.
- b. City will use its Economic Development Corporation members as ambassadors to make contact within the business community, helping to provide a connection to City Hall.
- c. The Master Plan will incorporate locations for potential Transit Oriented Development (TODs).
- d. The City shall identify assistance programs that are available to struggling businesses and commercial centers.
- e. Ensure that all commercial areas are accessible to multiple modes of transportation.

ACTIONS -- Division Avenue:

- a. The city will continue to work with the city of Wyoming to make public improvements to the Division Avenue corridor.
- b. The city will explore funding mechanisms to help with envisioned public improvements for the corridor, such as a Corridor Improvement

Authority, or other mechanisms to promote and improve the area.

- c. The city will proactively meet with housing developers to gain an understanding of barriers to residential development along the Division Avenue Corridor.

ACTIONS -- Woodland Mall and the 28th Street area

- a. Support the efforts of Woodland Mall to be successful.
- b. Encourage support of a Corridor Improvement Authority or DDA for the 28th Street corridor.
- c. Support the concept of Woodland Mall as a transit-oriented development by accommodating the transit hub near the mall with additional sidewalk/pedestrian access, bike racks; etc.
- d. The city shall meet with property owners and realtors along the 28th Street and 29th Street corridor to gain an understanding of issues that face the area and how the city may be able to assist. An example may be the expansion of Operation PRICE (Preventing Retail Theft Through Initiative Collaboration and Enforcement) a program intended to build relationships between the Police Department and the business community and respond to crime patterns more effectively.
- e. Support uses that keep 28th Street a vibrant retail area.
- f. Improve access by requiring streets to accommodate alternate modes of transportation (Complete Streets).

- g. Improve aesthetics of 28th Street through landscaping, signage, etc.
- h. Improve pedestrian access and safety along the corridor and to the businesses through sidewalk connections, street light installation and upgrades.
- i. For areas in decline, encourage improved access to increase visibility to commercial areas.

ACTIONS -- Neighborhood commercial:

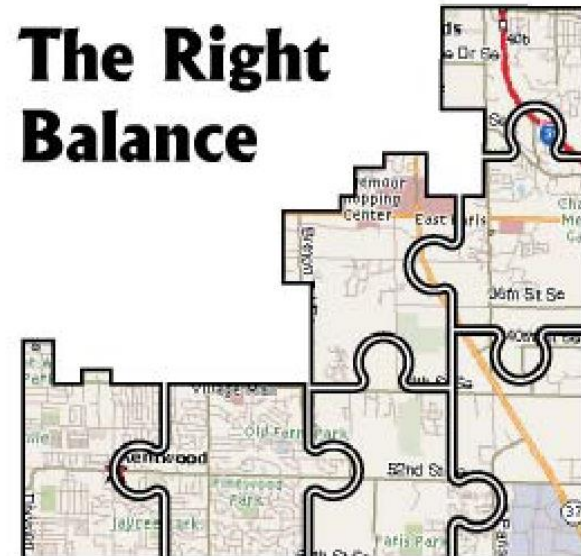
- a. Encourage the establishment of business associations.
- b. Distribute information on loan programs available to small businesses.
- c. Encourage mixed use to reduce vacancies and increase potential shoppers to the area.
- d. Identify areas where the amount or type of commercial retail is no longer viable and recommend additional/alternative uses for these areas.
- e. Ensure that commercial areas are accessible to multiple modes of transportation.

CHAPTER 5

Sub Area Analysis

KENTWOOD

The Right Balance





CITY OF KENTWOOD
PLANNING DEPARTMENT
MASTERPLAN UPDATE
2019

SUB AREA
LOCATIONS

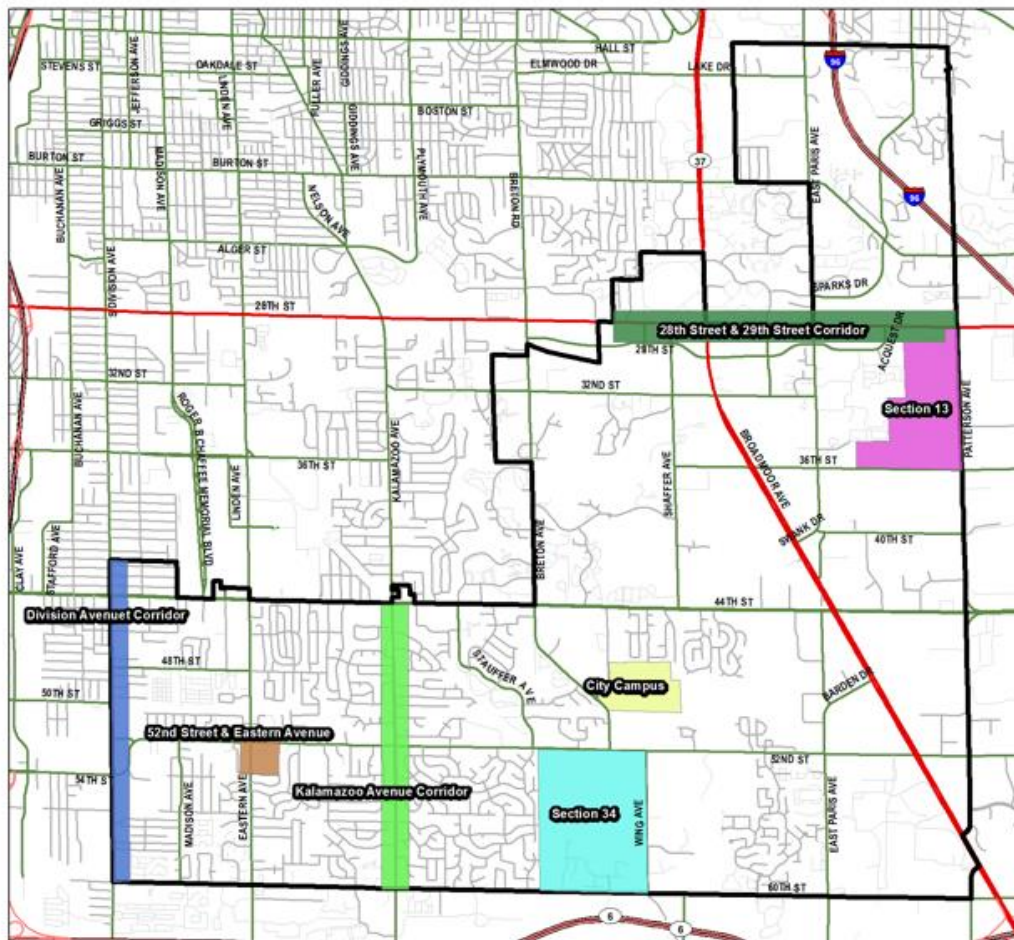
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 PLANNING DEPARTMENT
 CITY OF KENTWOOD



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MAP NO.: 7

DATE: 01/2020



Legend

City of Kentwood

Subareas

- 28th Street & 29th Street Corridor
- 52nd Street & Eastern Avenue
- City Campus
- Division Avenue Corridor
- Kalamazoo Avenue Corridor
- Section 13
- Section 34

Streets & Roads

- Freeway
- Freeway Ramp
- Highway
- Primary
- Secondary
- Private

KENTWOOD SUB AREAS

Description

As described in the Introduction, a key impetus for updating the Kentwood Master Plan was the need to develop clear plans and directions for specific areas of the City that require particular attention. Whereas some of these areas are yet-to-be developed tracks of open space on the east and southern areas of the City, the balance are older residential and commercial areas in need of reprogramming, re-planning, and redevelopment in order to ensure that Kentwood remains vital in the future.

These locations, referred to as Sub Areas, were identified by City of Kentwood Planning staff prior to the start of this work effort. There are seven principal Sub Areas that this master planning process examined, as follows:

1. Division Avenue
2. Kalamazoo Avenue Corridor
3. Section 34 (Heyboer Farm)
4. Section 13 (Patterson Farm)
5. 28th Street and 29th Street commercial corridor
6. City Campus
7. Eastern Avenue and 52nd Street

Sub Area Workshops

During the Master Plan Update process, the Sub Area plans from 2012 were revisited. Some of the plans have

remained unchanged from the 2012 Master Plan; some plans were reviewed and vetted with property owners, the Planning Commission, local realtors, and other stakeholders.

Sub Area Recommendations

The recommendations from 2012 Master Plan Update have been revisited and re-examined to determine whether they are still relevant in 2020. The six Planning Principles were used to develop guidelines for the development and/or redevelopment of the sub areas. While not all the principles were applicable to each of the sub areas, the applicable principles are described and recommendations made for each sub area. The Planning Principles are not limited in their application to the Sub Area; they are applicable across the broad context of the entire city. In addition, some of the Sub Areas have included "Guiding Development Concepts" to provide additional recommendations for the ultimate development of the Sub Area. These guiding development concepts may include recommendations on whether a traffic analysis will be needed, land use restrictions, or the location of driveways. New in the 2020 Master Plan is a list of actions the city can take toward attaining the recommendations for each Sub Area. These actions will populate an implementation table to help keep progress on track.

SUB AREA 1: DIVISION AVENUE CORRIDOR

Historically, the Division Avenue corridor was a successful neighborhood shopping district serving the residents in the Home Acres area. New shopping venues and superstores led to the deterioration and decline of the area. In addition, zoning provisions that regulated suburban development do not fit the historic neighborhood commercial districts of the Division Avenue corridor. The addition of the BRT to the corridor in 2014 was anticipated to have a major impact on the redevelopment of Division Avenue. However, there is still a lack of new investment in the area. The amount and

speed of traffic along the corridor has been a detriment to some residential and neighborhood commercial uses.

In order to encourage a compact, transit-oriented development pattern, the city adopted a Form Based Code (FBC) in 2017. The FBC was developed in part to allow for a more traditional urban form, rather than the suburban-type development prevalent in other areas of the city. The FBC extends along Division Avenue in both the City of Wyoming and the City of Kentwood. In addition to commercial uses, the FBC allows mixed uses and multi-family housing along the corridor, opening the area up to residential and mixed-use development. Residential density within the FBC area may be greater than what is otherwise permitted in the city. If constructed, the increase in housing units will support the BRT and create demand for commercial services. New housing units will be attractive to many people due to the proximity of the BRT line and its ability to transport people downtown in minutes.

The FBC also allows reduced building setbacks in order to establish the urban character of the area. The reduced setbacks allow better use of properties that lack adequate depth for traditional suburban setbacks. The FBC will also take into account the context of the area, ensuring that the existing single family neighborhoods are not overwhelmed by a multi-story development. The FBC is considered the corridor's best chance of encouraging reinvestment within the area.

It is anticipated that the Master Plan principles will assist in guiding new development and public/private improvements within the area.

Application of Planning Principles

Principle 1: Open Space and Green Infrastructure

The representative regulating plan for Division Avenue is based on a 2008 charrette undertaken by Wyoming and

Kentwood and incorporates the cities' visions for open space and greenways. The plan places emphasis on the redevelopment of the corridor and the creation of a high-quality urban place, which includes street trees and greenspace. Currently the developed portion of the corridor is largely devoid of street trees and greenspace. The FBC emphasizes the public realm by regulating building form and mass as well as landscape features along the street rights of way. The landscape elements envisioned by the regulating plan and codified in the FBC will ensure that the green canopy will be provided along Division as it redevelops. New construction will meet or exceed the city's street tree requirements and developers will be required to replace trees if they are destroyed or die. Consistent with this Principle, the green canopy will create a more livable and sustainable environment for the residences planned along the corridor and will soften the impact of existing pavement. In order to ensure the creation of the green canopy in a reasonable amount of time, the city will apply for grants and/or pursue the establishment of a tax increment financing mechanism to plant trees within medians and public parks along the Division Avenue corridor.

The representative regulating plan for the FBC shows new greenspace that does not currently exist. The greenspace could be as small as a landscape island or as large as a public park. The open space desired along Division Avenue could also include plazas that may not necessarily be green; they may simply be gathering places for events, public announcements, farmers markets, or for an outdoor stage. The plan also incorporates the potential for private open space, such as that for a courtyard cottage development.

All of the frontage types in the FBC include public sidewalk to connect transit stations to neighborhoods and public parks, making it easier to access transit stops and use the BRT system. The plan also calls for the connection of natural areas and connections along streams and drains.

The BRT District is planned to be bike-friendly, with bike paths connecting to transit and trails. Incentives will be offered to

encourage developers to provide bike racks within the FBC district.

Principle 2: Mobility

A. Major Arterials

Division Avenue is a 5-lane major arterial street with varying right-of-way widths. The road is bisected by numerous east-west streets, including 44th, 48th, 54th and 60th Streets. The amount and speed of traffic along the corridor may currently be a detriment to some residential and commercial uses.

The BRT concept for Division Avenue takes into account the concept of Complete Streets—to provide safe access to all users, whether in cars, on bikes, in buses, or on foot. Future review of the corridor may indicate whether a reduction in the number of lanes is viable, or where medians can be added. Medians have already been added to portions of Division Avenue in the area south of 54th Street. Additional analysis must be undertaken to determine the extent to which medians can be incorporated north of 54th Street. This analysis may be part of the work to be undertaken with the Federal Transit Administration multi-modal planning grant. The grant will also analyze corridor inter-modal connections and create a plan for strengthening mode-transfer to the Silverline.

B. Primary Intersections

Division Avenue benefits from having the BRT and the Rapid bus services in place to allow area residents to walk to bus stations and stops to meet their everyday needs. With a goal of increasing the number of people that walk the corridor, the city will have to expand efforts to allow safe crossing of major streets through improved signalization, the use of refuge islands, and better demarcation of crosswalks.

There are several properties along the corridor that are exceptionally deep. Form Based Code development will dictate the need for new streets to serve these deep lots. The new intersections created will also allow opportunity for additional crosswalks.

C. Non-motorized Connections

Pedestrian access is a key component of the BRT and the Form Based Code concept. The BRT stations are placed to ensure that they are located within a quarter mile of significant residential development to ensure walkability. In addition, the FBC regulating plan proposes sidewalks along all streets and trails leading to the BRT stations. The FBC plan incorporates the concept of bike friendliness; requiring bike racks, trails, and signage to assist in the promotion of bike safety and use.

The East-West Trail in the 5000 block of Division Avenue is a 10-foot wide shared use path that extends 3.5 miles to the east, currently terminating at City Hall. This trail corridor bisects subdivision, apartment and condominium development. There is also a refuge island within Division Avenue to assist pedestrian and bicycle connection to the west side of the street. This type of intermodal facility increases access to the transit services.

D. Transit Services

The BRT as well as the traditional public transit buses (The Rapid) provide service along Division Avenue. The Rapid is currently completing a year-long study to identify, analyze and prioritize transit improvements with the goal of improving transit service in the area. The study is intended to enhance services by expanding safe and equitable transit access, connect residents with jobs, and support urban revitalization and economic development.

With the BRT service, passengers can reach employment centers downtown within a matter of minutes. This service will allow residents working downtown to live outside of the higher-priced downtown locations. Although the BRT is

highly utilized, it is still under capacity. It is anticipated that development consistent with the Form Based Code will increase the number of housing units along the corridor and will in turn support the BRT and will create demand for commercial services.

E. Air, Rail and Truck Transport

The Division Avenue corridor is a truck route. Since Division runs parallel to US 131, most trucks opt to utilize the highway rather than Division Avenue to get from the north side of the city to the south. Therefore, generally most truck traffic on Division will serve the businesses along and near the Division Avenue corridor. In planning for the development of the corridor, care should be taken to ensure that loading areas for trucks are provided, and that these loading areas are screened from area residents.

Principle 3: Place Strengthening

A. Gateways:

The Division Avenue corridor is a natural setting for place strengthening, due to the BRT and the potential for new development. In the past, the 44th Street and Division Avenue intersection was targeted as a gateway location, or a place to mark the entrance to the city of Kentwood. The 54th Street/Division Avenue intersection is another appropriate location for a gateway into the city, due to the BRT station and the redevelopment envisioned. Because of the potential reinvestment that could be made near the BRT stations, the city may be able to secure private funding for the construction and maintenance of the gateways along Division Avenue. In addition, the Kelloggsville School District has expressed an interest in establishing an identity in the area. The city may be able to partner with Kelloggsville on a gateway project.

B. Sense of Place

The BRT offers a new beginning for providing a sense of place for the Division Avenue area. The architectural

quality that helps to establish a sense of place could be provided by the requirements of the FBC. In addition, the regulating plan for Division Avenue will enhance the sense of place with parks and non-motorized access to public spaces.

Principle 4: Organization/Partnerships

The establishment of the FBC along Division Avenue has called for cooperation and collaboration between the city of Wyoming and Kentwood. The federal transit grant study administered by the ITP is anticipated to enable the cities of Grand Rapids, Wyoming, and Kentwood to do the following:

- Collectively use community engagement strategies to gain acceptance and participation in the planning process;
- Establish relationships with partners along the corridor, including school districts, businesses, neighborhoods, and affordable housing advocates;
- Analyze intermodal connections including bike, pedestrian and transit services;
- Develop a bike plan for the corridor as well as consistent wayfinding signage;
- Determine public improvements including road improvements, median locations, landscaping, lighting, utilities, and signage.

Principle 5: Sustainability

The plan for the Division Avenue area is an example of “sustainable development” with respect to the city’s financial health as well as the health and welfare of its residents. Currently the corridor is not developed to its full potential. Many of the buildings have outlived their useful life and some are deteriorating. The redevelopment of underdeveloped properties will increase the taxable value of the area and improve values of adjacent neighborhoods.

The BRT will encourage reliance on walking, biking, and use of transit. The money saved by residents through reduced use of automobiles will provide additional funds for other purchases. Jobs will be created in the Division Avenue area, allowing

residents to live near their work, further reducing the need for automobiles. The spin-off investment from the BRT will make the city more financially sustainable by the attraction of new taxpayers, workers and increasing property values.

Principle 6: Commercial Redevelopment

This principle relates to areas that need to be re-purposed or re-planned. No area in Kentwood better fits this description than Division Avenue. The Form Based Code will allow more types of uses than ever before, including commercial, office, restaurants, mixed use, as well as duplexes, townhouses, row houses and apartment buildings. Under the FBC, the residential uses will allow for greater density than anywhere else in the city. If successful, it would be the most dramatic reuse of property the city has ever known, changing the nature of Division Avenue from an aging suburban commercial corridor to vibrant mixed-use urban development. One issue that may impair the redevelopment of Division Avenue is the size of individual lots which may be a challenge to the assembly of land for the redevelopment of the corridor.

The federal transit study is intended to identify issues that deter the redevelopment of aging commercial properties along the corridor. In addition, a housing study will be undertaken to identify the housing needs and to identify barriers to the development of housing along the corridor.

The federal transit study analyzed the city's FBC to determine whether it will attract and accommodate new development. The preliminary analysis of the FBC indicated that it is possible that the code will not be effective in certain areas of the Division Avenue Corridor. The analysis recommended that the city consider rezoning of certain FBC areas that are excessively deep to another, more traditional zoning district.

After identification of these issues, the city will be able to encourage and support commercial development by the

identification of incentives that will be available to a developer along the corridor. These incentives could include brownfield funds, commercial rehabilitation district, MSHDA funds, Community Development Block Grant funds or other incentives available for development or redevelopment of properties.

Implicit in the redevelopment of Division Avenue is the city's support for new commercial uses. The FBC allows more uses than are currently present in the corridor. This planning principle envisions the use of incentives to assist local businesses in the Division Avenue corridor to be more successful. The introduction of new residences in the area will in turn help support retail and service operations along Division Avenue.

Implementation:

Actions that the city can take to improve the open space and green infrastructure along Division Avenue include:

- Work with the Park and Recreation Commission and the Planning Commission Open Space Committee to identify potential locations for new parks, plazas or open spaces along Division Avenue. To determine the best location for small parks, the city may want to try temporary pop up parks.
- Work with the Kentwood and Wyoming Police and Engineering Departments on ways to reduce speeds on Division Avenue. This may include traffic calming measures as well as the assessing the possibility of reducing speed limits along the corridor. Walkability and livability of the area is affected by traffic speed and noise along the corridor.
- Apply for landscaping/street tree grant or establish a tax increment financing mechanism in conjunction with the city of Wyoming to establish a green canopy along the corridor.

Actions that can be taken by the city to improve Major Arterials include the following:

- The city shall participate in the Federal Transit Authority multi-modal study to determine the viability of road diets, location of additional medians north of 54th Street, bike lanes, other multi-modal connections, and the locations of crossings and refuge islands along the corridor.
- With the goal of increasing the number of people that walk the corridor, the city shall review all intersections and crossings of major streets and make recommendations for signalization, the use of refuge islands, and improved demarcation of crosswalks. A time frame shall be established for these improvements that is incorporated into the annual Schedule of Capital Improvements.
- The city shall make application for grants to improve pedestrian access along Division Avenue through the widening of sidewalk and non-motorized trails, providing sidewalk/non-motorized connection to businesses, parks, and residential developments. In addition, wayfinding signage and bike racks will be encouraged in new developments along the corridor
- In conjunction with the city of Wyoming, the city shall work toward one additional annual public outdoor event along Division Avenue.

Actions the city can take to work toward its Sense of Place/Gateway goals:

- Work with the Kelloggsville Schools to establish a Gateway or neighborhood feature near their facilities at 48th Street. The gateway could incorporate improved pedestrian access between the middle school and high school properties.

Actions the city can take to work toward its Organization/Partnerships goals:

- Within the context of the Federal transit study, work to improve opportunity for community engagement and partnerships relating to the Division Avenue corridor. The first step will be to get people and businesses involved in the process in order to gain acceptance and participation.
- Establish relationships with partners along the corridor, including school districts, neighborhoods, businesses and affordable housing advocates. Enlist advocates of bike, pedestrian and other transit services to participate in the grant process.
- Work with the public works departments of Kentwood, Wyoming, Grand Rapids and areas south of 60th Street to support road improvements, median locations, landscaping, lighting, utilities, and signage.

Actions the city can take to meet its goals of sustainability along Division Avenue:

- In order to make better use of vacant and underutilized properties on Division, the City shall meet with MEDC, MEDC's Community Assistance Team (CATEam), MSHDA and other state agencies to determine what incentives are available to offer developers should they choose to develop along the Division Avenue Corridor.
- City shall host informational meetings for realtors and developers wishing to develop properties within the Form Based Code area.
- City shall maintain a list of known contaminated properties and encourage their clean up and re-use to bring them back to their full potential and value.
- Kentwood will promote loan programs for homeowners through both the city and Kent County Community Action to preserve and improve the

housing stock adjacent to the Division Avenue corridor.

- Encourage LED street lighting along the Division Avenue corridor.
- Explore use of alternate energy sources, such as solar panels in the construction of new facilities along the Division Avenue Corridor.
- With the development of new landscaping along the corridor, the city will encourage the use of native species or other landscaping that require less water.
- The city will explore the possibility of a community garden somewhere along the corridor.

Actions the city can take to encourage commercial redevelopment along the Division Avenue corridor:

- The city will encourage commercial development and redevelopment through the use of incentives available through the City's own resources, the Community Development Block Grant program, a Corridor Improvement Authority or DDA, the Michigan Economic Development Corporation, the CATeam, or other mechanisms to promote and improve the area.
- The City will participate in the Federal transit study to explore the reasons why the Silverline has not led to new residential developments within the area. This discussion may lead to recommendations for marketing the benefits of the BRT to developers as well as changes to the FBC text. The FBC Zoning will also be reconsidered in certain areas of the Corridor.
- The city will continue to work with the city of Wyoming to make public improvements to the Division Avenue corridor.

- The city will proactively meet with housing developers to gain an understanding of barriers to residential development along the Division Avenue Corridor.
- Encourage business associations, such as the Division Avenue Business Association, to maintain communication between the business community and the city.
- Distribute information on loan programs available to small businesses.
- The city shall improve safety in the area through improved lighting and incorporate the concept of Crime Prevention Through Environmental design (CPTED) in the review of new and redeveloping uses within the corridor.
- Meet with realtors and developers to promote mixed use along the corridor and find ways to reduce the number of vacant properties along the corridor.
- Kentwood shall promote priority properties along Division Avenue through the Redevelopment Ready Communities program.



Figure 10: Division Avenue Sub Area Schematic Plan

SUB AREA 2: KALAMAZOO AVENUE CORRIDOR

Introduction:

Kalamazoo Avenue is a vital transportation corridor in Kentwood, linking the city to Grand Rapids and the South Beltline (M-6), and connecting residences, employment centers, and commerce throughout the corridor. With the opening of the South Beltline in 2004, traffic along this stretch of road increased significantly. As traffic increased, the city became concerned about the impact of the traffic on existing residential uses, especially as the Kent County Road Commission considered expanding the roadway to five lanes. The city negotiated with the Kent County Road Commission to assume control of the roadway and has redeveloped the road into a 4-lane boulevard cross section. The creation of the boulevard along this primarily residential area has helped to retain the value of the street for residential use.

The recommendations for this corridor will relate primarily to the intersections at 52nd and 60th Streets. In 2005 the land use at 52nd and Kalamazoo included a vacant gas station on the southwest corner and a credit union on the southeast corner. The credit union has since been closed and the building demolished. The vacant gas station is now an automotive repair establishment. In conjunction with Lighthouse Communities (LINC), the city completed a charrette process in late 2010 to obtain neighborhood input into the future redevelopment of the

intersection. The charrette process resulted in the development of an illustrative plan for the 52nd and Kalamazoo intersection that give developers and property owners an idea of how the redevelopment of the intersection could look.

At 60th Street and Kalamazoo Avenue, vacant land still exists on the northeast corner, and an existing retail center stands partially vacant on the northwest side of the intersection. Meanwhile, commercial development has occurred south of 60th Street in Gaines Township. It is apparent that the northwest corner of the Kalamazoo and 60th intersection may be difficult to develop due to poor visibility and access into the site.

The northeast corner of 60th and Kalamazoo may also be difficult to develop, given the need for land assembly (seven parcels owned by 5 different entities) and cooperation between the property owners in order to provide adequate space for development.

Application of Planning Principles

Principle 1. Open Space and Green Infrastructure:

52nd Street and Kalamazoo Avenue:

The intersection of Kalamazoo and 52nd Street was discussed at the 2010 charrette. The charrette designs for the intersection included corners of green space/plaza at the intersection itself. Walkability was also considered an important element for the area. Since the southwest quadrant of the intersection is zoned Commercial Planned Unit Development (CPUD), a certain amount of open space will be required, which also supports the Open Space concepts portrayed in the charrette sketch plans.

On the southeast corner of 52nd and Kalamazoo, the city's acquisition of property for road improvements has resulted in agreements to reduce the required setbacks from the 52nd Street and Kalamazoo Avenue rights of way. However, an open plaza or green space will still be required at the corner to allow for clear vision at the intersection. The recommendation for this corner allows both neighborhood

commercial and office uses—although these uses will be limited to those that would have low impact on the neighborhood and generate only a limited amount of traffic. Heavy screening will be required for the area of the site adjacent to the Princeton Estates housing development.

60th Street and Kalamazoo Avenue:

There is a potential for a green gateway at the northeast corner of the intersection of Kalamazoo and 60th Street. As a PUD development a landscape greenbelt area is required, as well as sensitivity to the residential uses to the north and east.

Open space could also be incorporated into the plan for the development of the northwest corner of the intersection. Again, sensitivity is required between commercial uses and to the apartments located to the north.

Principle 2: Mobility

A. Arterial Streets

Kalamazoo Avenue is an arterial street. The city made the decision to reconstruct Kalamazoo Avenue as a four-lane boulevard, making the street safer and more livable while accommodating the volume of traffic in the corridor. In order to minimize the impact on adjacent property owners, the city did not acquire much additional right-of-way along the Kalamazoo corridor. Therefore, there is not room within the right-of-way for all of the elements of Complete Streets. Bike paths are only available from the 5000 block north to Pickett Street. However, sidewalks are available along both sides of the remaining Kalamazoo Avenue frontage. The city should strive to make crossing the major arterial streets easier through the incorporation of better crosswalk demarcation at the four constructed mid-block refuge island locations as well as at major intersections along Kalamazoo Avenue.

When Kalamazoo Avenue was developed into a boulevard street, the construction did not include street trees because the width of the parkway (between the street pavement and the sidewalk) is insufficient to plant trees. However, trees have since been planted within the boulevard medians along Kalamazoo Avenue from 44th Street through 60th Street.

B. Primary Intersections

As previously noted, the Kalamazoo Avenue corridor is very distinctive given: its interchange with the M-6 limited access freeway less than one mile south of 60th Street; its classification as a commercial truck route; the significant presence of residential neighborhoods along and within the square miles off the corridor; and little or no allowance for direct left turn movements within the major arterial intersections at 60th Street, 52nd Street and 44th Street. Subsequently the boulevard cross section of Kalamazoo Avenue is designed to preserve and protect the adjoining residential development as well as safely optimize the movement of traffic along the major arterial street while affording reasonable access to frontage properties. These circumstances place a premium on cross/shared access between frontage parcels as well as locating driveways away from the major intersections and median crossovers. As properties at the primary intersections redevelop, a traffic analysis will be required to assure the proposed point of access into the property complements the boulevard and safely accommodates the nature and volume of traffic associated with the new use.

Minimizing the number of driveways, locating driveways further from the 52nd and 60th/Kalamazoo intersections and cross access between all parcels will be critical. At the northeast corner of 60th and Kalamazoo, access will be limited to one driveway on the Kalamazoo street frontage. Similar limitations will be applied to the 52nd and Kalamazoo intersection as it redevelops, consistent with the adopted PUD concept plan on the southwest quadrant.

C. Non-Motorized Facilities

Sidewalks are available along both sides of Kalamazoo Avenue. In order to minimize the impact on adjacent property owners, the city did not acquire much additional right-of-way along the Kalamazoo corridor. Bike paths are only available from the 5000 block north to Pickett Street. The city should strive to make crossing the major arterial streets easier through the incorporation of better crosswalk demarcation at the constructed mid-block locations as well as at major

intersections along Kalamazoo Avenue. In addition, connections to adjacent non-motorized paths should be made, along with wayfinding signs to direct people to attractions, stores, and parks nearby. For example, the non-motorized plan identifies existing and future connections to the Paul Henry Trail, parks, and a historic home. Wayfinding signs could direct people to these resources.

D. Transit Services

Transit is currently offered within the Kalamazoo Avenue corridor from 52nd Street to 60th Street and from 44th Street south to the Kent County Health Department facility at 4700 Kalamazoo Avenue, SE. Although the extent of the service is limited, there exists opportunity to walk and bike along Kalamazoo Avenue to the transit stops between 44th Street and 60th Street on Kalamazoo Avenue.

E. Air, Rail, and Truck Transport

Kalamazoo Avenue is a truck route that will continue to connect M-6 and other freeways to the community. Traffic counts from 2018 suggest that there are 24,000 vehicle trips daily on Kalamazoo Avenue near 60th Street and 20,000 vehicle trips near the intersection of Kalamazoo Avenue and 52nd Street. As commercial properties develop in Kentwood at these intersections, more truck traffic will be apparent. Since residences are located along Kalamazoo, median landscaping and street trees are critical to minimize noise and impact on adjacent residential properties.

Principle 3: Place Strengthening

A. Gateway:

The Kalamazoo Avenue corridor offers an opportunity for gateways into Kentwood at the intersections with 60th Street and 44th Street. A likely location for a significant gateway would be at the northeast corner of 60th and Kalamazoo. The gateway feature could be incorporated into the future commercial development planned for the intersection, possibly maintained by the owner of the development. This type of gateway is less likely at the 44th and Kalamazoo intersection because of limited space for a gateway feature; welcome signage could be incorporated instead.

B. Sense of Place:

The Kalamazoo corridor may also provide some opportunity to provide a distinct look for the city. At 52nd and Kalamazoo, the redevelopment of the southeast and southwest corners of the intersection may provide a revitalization that can provide a sense of place. At these locations, a PUD zone could be used to establish parking, setbacks, and to specify building materials. The C-5 Neighborhood Commercial zone may also be utilized by developers as this zone allows reduced setbacks and parking. Since Kalamazoo Avenue traffic is increasing, the redevelopment of the intersection is inevitable, and demand for the redevelopment of the intersection is likely.

The opportunity exists for a unique development on the northeast corner of Kalamazoo and 60th Street. Since the adoption of the 2012 Master Plan, the City rezoned the property to PUD and adopted a general plan that sets standards for a unified development. The overall intent is to ensure that the uses in the PUD are reasonably compatible with the adjacent neighborhood and does not have a negative impact on the function of the street system or intersection.

Principle 4: Partnerships and Organization

The redevelopment of the 60th Street and Kalamazoo Avenue intersection will require cooperation between Gaines Charter Township, the Kent County Road Commission and the City of Kentwood. In addition, Kentwood and Gaines Township will need to cooperate regarding bike trails, school traffic, event planning, and traffic issues on the Kalamazoo corridor.

Principle 5: Sustainability

The existence of vacant buildings along Kalamazoo Avenue detract from the sustainability of the corridor. The city may want to consider incentives to encourage the redevelopment of vacant buildings and under-developed sites before undertaking the development of green fields such the northeast corner of 60th and Kalamazoo Avenue. At various locations along the corridor, properties may exist that have environmental limitations which must be addressed to

allow their sale and re-use. The redevelopment plans for these properties should include connections to the surrounding neighborhoods to encourage walking, biking and shopping locally.

While some vacant buildings exist, some residential properties along Kalamazoo Avenue appear to be falling into disrepair. The city will make an effort to educate property owners on the availability of funds for repairs and upgrades to maintain the value of these properties. In addition, it would be desirable to re-locate the off-street parking to the rear yard of the exceptionally deep properties with large paved front yards.

Principle 6: Commercial Development/Redevelopment

As noted earlier, some vacant buildings and properties exist along the Kalamazoo Avenue corridor. The city should do what it can to make the Kalamazoo corridor more attractive by continuing efforts to landscape along the corridor. Incentives such as the Commercial Rehabilitation Act (PA 210 of 2005) should be utilized when possible to encourage developers to make an investment in these commercial areas.

52nd and Kalamazoo Avenue

Current land use at the Kalamazoo Avenue and 52nd Street intersection includes an automotive repair shop, a convenience store/gas station, office buildings and undeveloped property. This intersection is nestled in an established neighborhood and ideally situated to serve a somewhat under-retailed area of Kentwood.

This area should be developed with the surrounding neighborhood in mind, keeping development to a small scale. The emphasis should be on quality development that serves the immediate residents and allows for some convenience for commuters or people living within walking distance.

The 2010 design charrette assisted in the development of recommendations for the intersection based on input from neighbors, property owners, designers, and the city. The process allowed for the formulation of Guiding Development

Concepts to be used to review any proposed development for the 52nd and Kalamazoo intersection, as follows:

Guiding Development Concepts for 52nd and Kalamazoo Avenue

- **Establish open space (green or hard scape plaza) at the intersection corners.**
- **Provide parking behind buildings, if possible.**
- **No expansion of land area for commercial or office uses.**
- **Landscaped buffers/screens for residential uses adjacent to commercial or office uses.**
- **Area must be walkable.**
- **Shared access must be provided between buildings.**
- **Ensure that access to public streets works with boulevard design of Kalamazoo Avenue. A traffic analysis will be required for any proposed development.**
- **Commercial uses to serve the immediate area or commuters.**
- **Commercial uses will be permitted at the southeast corner of 52nd and Kalamazoo Avenue but will be required to be those that will have minimal impact on the surrounding neighborhood. Uses must also be well-screened from the adjacent residences.**
- **Plan is for the long term and must be marketable.**



Figure 11: Kalamazoo and 52nd Street development concepts

60th Street and Kalamazoo Avenue

This area is located in a segment of the greater Grand Rapids market that has enjoyed success for retail development, especially south of the city of Kentwood. The development of the South Beltline (M-6) and interchange with Kalamazoo Avenue is a logical location for retail development. Within Kentwood, at the northwest corner of the Kalamazoo and 60th Street intersection is an underdeveloped shopping center. Given the difficulty to develop the site, the city has considered amendment of the Master Plan to allow residential use within the undeveloped portion of the commercial center.

The Master Plan recommends commercial use for the northeast corner of 60th Street and Kalamazoo Avenue, although sensitivity needs to be employed between commercial uses and the adjacent residential neighborhood. The city has rezoned and adopted a PUD plan for this intersection to address ingress and egress, storm water detention, cross access, signage, and restricted land uses.

Guiding Development Concepts for 60th and Kalamazoo Avenue (Northeast Corner)

- The area shall be developed as one integrated planned unit development, even if properties within the overall site may not be in common ownership.
- Development will be sensitive to adjacent residential uses to the north and northeast.
- Quality architecture and landscaping will be a requirement for the PUD development at this intersection. Buildings will be predominantly brick with asphalt shingled sloped roofs.
- A traffic impact study will be required for the site at the time of the application for the first proposed use. Access to Kalamazoo will be limited to no more than one full movement driveway; access onto 60th Street will be limited to no more than one full movement driveway and one right-turn in, right-turn out driveway.
- The PUD plan shall integrate vehicular and pedestrian circulation throughout the overall site including reciprocal parking, maintenance agreements and cross access.
- An identity feature will be required at the corner of 60th and Kalamazoo but can be incorporated into the development. Clear vision will need to be maintained at the intersection.

**Guiding Development Concepts for 60th and Kalamazoo
(Northwest Corner)**

- **These Guiding Principles shall only apply to the 16.82 acres at the Northwest corner of 60th and Kalamazoo that are currently zoned C-2 Commercial and C-4 Office.**
- **The development will be sensitive to adjacent residential uses to the north. The development shall maintain the vegetation buffer that exists between Sutton Club Apartments and the commercially zoned properties.**
- **No new driveways shall be permitted onto 60th Street or Kalamazoo Avenue. Cross access is required across all properties.**
- **The Master Plan has been amended to allow for the potential for medium density residential use on the undeveloped portion of the shopping center. Rental units will not be permitted, unless designated for senior citizens.**
- **Open space shall be incorporated within the site.**

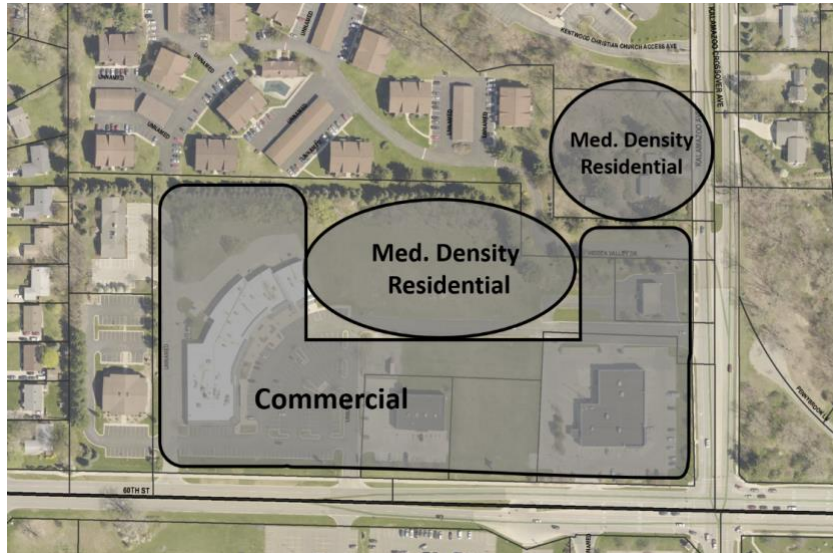


Figure 12: NW Corner Kalamazoo Avenue and 60th Street future development concepts

Implementation:

Actions that the city can take to improve the open space and green infrastructure along Kalamazoo Avenue include:

- Put property owners on notice that green space will be required at the southeast and southwest corners of 52nd and Kalamazoo, as well as the northeast corner of 60th and Kalamazoo.

Actions that the city can take to improve mobility issues along Kalamazoo Avenue:

- Request traffic study for all proposed developments at major intersections along the Kalamazoo corridor.
- Make clear to property owners and developers that the number of driveways at intersections will be restricted, and driveways will be located as far from intersections as possible.
- Improve crosswalk demarcation at crossings of the Kalamazoo Avenue Corridor. Include the cost of these improvements in the annual Schedule of Capital Improvements.

Actions that the city can take to improve the gateway and sense of place along Kalamazoo Avenue:

- Investigate potential gateway/wayfinding signs into the city at Kalamazoo at 60th and possibly at Kalamazoo at 44th Street.
- If the city considers new signage/branding, ensure that funds are budgeted for the 60th and Kalamazoo gateway feature.

Actions that the city can take to improve Partnerships along Kalamazoo Avenue:

- o Work with Gaines Township to establish a collaborative business association to tie the stores in Kentwood to the business community in Gaines Township.
- o Work with Gaines Township/Kent County Road Commission to improve sidewalk demarcation for the intersection at 60th and Kalamazoo.

Actions that the city can take to improve Sustainability along Kalamazoo Avenue:

- o Send information regarding the housing rehabilitation programs of the city and Kent County to property owners along the Kalamazoo corridor to improve declining areas and retain housing values.

Actions that the city can take to improve Commercial Redevelopment along Kalamazoo Avenue:

- o Host a meeting of the owners of the northeast corner of Kalamazoo and 60th to discuss the development potential for the area, and why the current PUD designation has not resulted in any development activity for the site. Involve commercial developers or realtors to offer perspective on how to approach redevelopment of this area.

SUB AREA 3: SECTION 34

Most of the acreage within Section 34 has been designated as "Conservation Oriented Development" in past iterations of the Master Plan. This undeveloped area bounded by 52nd and 60th Streets to the north and south, and Wing Avenue and Princeton Estates development to the east and west, has for many years

been anticipated to be some sort of residential development. The area includes the precise plat for the extension of Breton Avenue south to 60th Street.

Past Developments:

In 2006 a 20-acre site on the north side of 60th Street west of Wing Avenue was developed as Discovery Elementary School. In 2007, the city approved a 102-acre low density residential planned unit development called Bretonfield east of the elementary school. Features of the development include: relatively small lots; interconnecting pedestrian trail; open space areas that preserve intermittent wetlands; incorporation of the first section of the Breton Avenue extension north of 60th Street; a density of 3.66 units per acre; non-motorized trail within the Breton Avenue right-of-way; and a grade separated crossing of Breton Avenue at the Paul Henry Trail. In 2018, another developer purchased 21 acres of land immediately east of Bretonfield, just north of 60th Street and secured preliminary plat approval for the construction of single family homes. The most recent change to the area has been the reconstruction of Wing Avenue on the eastern edge of the subarea. This long-overdue reconstruction project added a dedicated turn lane at 52nd Street, storm sewer, water main along Wing Avenue, and sanitary sewer for the area. The Wing Avenue right of way also includes curb and gutter and a future location for a non-motorized trail on the west side of Wing Avenue.

Vacant land and future development:

With the reconstruction of Wing Avenue in 2018, utilities are more readily available for the development of Section 34. There are approximately 200 acres of land within the section that have the potential for new development. The largest piece is the Heyboer farm located on the west side of the section, comprising approximately 116 acres. The farm abuts the Princeton Estates neighborhood and includes a number of farm-related buildings. It is currently being farmed and is a designated Centennial Farm. Recent conversations with the farm's property owners suggest a desire to develop the southern 64 acres into a low density single family development. The balance of the farm site represents 52 acres of land that

includes the farmhouses and barn buildings. In the short term the family has indicated a desire to retain the farm buildings. It is unclear at this time whether the family would be interested in the designation of the property as a historic landmark.

The other significant remaining parcel of land in Section 34 is 66.4 acres in area. It has recently been purchased by a developer. Preliminary plans suggest a low to medium density residential mixture of single family detached homes along with attached condominiums for much of the southern portion of the tract. Wetlands on the site make it advantageous to allow some cluster development in order to preserve these wetland areas or stands of trees. The parcel includes the northern portion of the extension of Breton Avenue, including the intersection of Breton Avenue and 52nd Street. At this intersection, high density development is planned, either condominiums or senior housing.

The undeveloped properties in Section 34 will rely on the extension of Breton Avenue for access. The cost of the extension of Breton Avenue to the south will be borne by the developer, concurrent with construction. The cost of the road and utilities will be paid by the developer, with oversizing of road and utilities financed by the city.

The bulk of Section 34 will not be developed under a Form Based Code, as was anticipated with the 2012 Master Plan update. Rather, it is recommended to be developed as a Planned Unit Development (PUD). It will be possible for the city to incorporate PUD standards that ensure the construction of quality homes, similar to that found in Princeton Estates and along Wing Avenue. The overall property is likely to provide residents with good access to open space given the amount of wetlands, the existing and planned open space within Bretonfield development, the city's 14 acres of park land and the existence of the Paul Henry trail.

The Master Plan calls for Guiding Development Principles for this Section, as follows:

- Section 34 will be developed to be walkable, livable, marketable, attractive and diverse. One way to accomplish this is to make use of the Planned Unit Development provisions of the Kentwood Zoning Ordinance.
- The trail system within Section 34 will connect to the Paul Henry Trail and to other non-motorized facilities outside the development. Vegetation along the trail will be maintained as much as possible to provide shade and screening from adjacent uses.
- The crossing of the Paul Henry Trail and Breton Avenue extended will be grade-separated to eliminate conflict between the non-motorized trail and Breton Avenue vehicular traffic.
- Non-motorized connection to the City Campus and the Breton Avenue commercial area shall be encouraged.
- For the foreseeable future, the land use designation for the 30 acres of land on the northwest corner of the Section will be designated as Conservation Oriented Development, consistent with the wishes of the Heyboer family to maintain the farm houses, barns and crop-farming activities.
- Stub streets and associated public utilities from the Princeton Estates, Bentbrook Estates and Brookfarm Estates subdivisions will interconnect with the future planned low-density residential development located to the east. Similarly, streets and utilities from the Bretonfield Preserve plats site will interconnect with the future planned development to the north.

Application of Planning Principles

Principle 1: Open Space and Green Infrastructure:

Due to the amount of undeveloped acreage in Section 34, there is potential to establish an open space and greenways network. The wetlands on the east side of the section and within the city park area could be incorporated as a feature within a new development, and significant stands of trees could be retained. In addition, there may be the possibility of incorporating the historic farm property as a unique feature.

Most significant to the greenways network is the existence of the Paul Henry Trail, allowing the opportunity for non-motorized connectivity to both the north and south, as well as trail connections from adjacent development. With the development of the Section, the city must find additional ways to connect the various developments through greenways, paths, and shared open space/parkland. The city should ensure that all homes in the development are served with sidewalk or non-motorized pathways. Before construction, trees should be surveyed in order to identify significant stands and specimen trees and find ways to preserve these resources.

Principle 2: Mobility

A. Arterial Streets

Breton Avenue is precisely platted and planned to be extended to provide the primary access into Section 34. It will provide a lane in each direction and a center turn lane, with an intermittent landscape center median. With the construction of the Breton Avenue extension, street trees will be planted. These trees will help slow traffic, green the arterial street, and make the road attractive for housing. Since one of the goals within the Mobility principle is the provision of Complete Streets, the city shall strive to ensure that Breton Avenue extended is a Complete Street, accommodating a variety of transportation modes, similar to that portion of Breton Avenue near the Richard L. Root Library and Kentwood City Hall.

The Four Corners Transportation Plan recommends a shared use path from Breton extended to the east along 52nd Street. In the long term, the plan recommends a separate shared use path on the south side of 52nd Street, 6-foot bike lanes on both sides of the 52nd Street, and raised medians at key locations along 52nd Street to allow mid-block crossings.

B. Primary Intersections

The extension of Breton Avenue into Section 34 creates major intersections at 52nd Street and at 60th Street. The city must allow for the safe crossing of Breton Avenue within Section 34 as well as at the intersections of Breton/52nd Street and Breton/60th Street. Better sidewalk demarcation, refuge islands, and signage would help to improve the safety of these intersections.

Another goal of the Mobility Principles is to reduce the number of driveways and curb cuts along arterial streets. In its review of developments within Section 34, the city must ensure cross access is provided between developments in order to reduce curb cuts along 52nd and 60th Streets. Similar to the Bretonfield and Fields of Breton developments along Breton Avenue south of the Paul Henry Trail, no direct individual lot access will be afforded to residents along the southern portion of the street extension. Connections will be required between the properties in Section 34 and the street stubs from the Princeton Estates and Brookfarm developments to the west.

C. Non-Motorized:

Consistent with the plan for the Bretonfield development, the extension of Breton Avenue from the 52nd Street to the south includes a separated 10-foot wide non-motorized trail on the west side of the road. Sidewalk should be provided on the east side of the road, consistent with the Master Plan recommendations.

Currently, on 52nd Street, sidewalk exists on both the north and south sides of the road. As noted above, the Four Corners Transportation Plan recommends consideration of a long term addition of a separated non-motorized asphalt path constructed on 52nd Street from Breton Avenue to Patterson Avenue in addition to the sidewalk. In the short term it may be desirable to convert the existing sidewalk on the south side of 52nd Street to a wide shared use path. This concept is intended to connect residents with employment centers in southeastern Kentwood and in Gaines and Caledonia Townships. If warranted, the improvements could be made incrementally and could eventually include a road diet for this portion of 52nd Street.

The closest non-motorized connections into Gaines Township are at Hanna Lake Road (some 3,000 feet to the east of the intersection of Breton extended/60th Street), and Wing Avenue. A pedestrian crossing exists at Wing Avenue, connecting 60th Street to the M-6 non-motorized trail. In addition, there is a separated non-motorized path/sidewalk along 60th Street from East Paris Avenue to the Bretonfield development. A non-motorized facility along the West side of Wing Avenue is also recommended.

D. Transit Services:

Transit currently does not run along 52nd Street. A route does travel south on Breton Avenue from 44th Street to Walma Avenue. In order to connect the Breton Avenue extended area to the Breton and the 44th Street commercial area, the city should encourage the ITP to consider the extension of Route 2 to 52nd Street after Section 34 is developed, allowing greater connectivity between Section 34 and the commercial node at Breton Avenue and 44th Street.

E. Air, Rail, and Truck transport

Sixtieth Street is a five-lane arterial street under the jurisdiction of the Kent County Road Commission. It is built as an all-season roadway and serves as a commercial truck route, parallel to the M-6 Highway. All of the other roadways along and within this Sub Area are under the jurisdiction of the City of Kentwood and are non-truck routes.

Principle 3: Place Strengthening:

A. Gateway:

Breton Avenue extended will be an entryway into the city. However, Breton will not extend past 60th Street into Gaines Township. A gateway feature may be still be provided to distinguish the city from the adjacent township boundary. This may be incorporated in the Bretonfield development.

B. Sense of Place:

The sense of place for Section 34 can be established by the retention of natural features and the existence of the Paul Henry Trail. The Heyboer farm offers another potential opportunity to incorporate the farming history of the city of Kentwood into the new development, or to provide a community asset such as a community garden within the section.

Principle 4: Partnerships and Organizations

The development of Section 34 may require input and collaboration with the Four Corners Planning Group, given the desire to connect Kentwood to employment centers to the south and east. With the anticipated employment growth for new businesses such as Amazon and Switch, non-motorized connections will become critical pathways

for employees to travel to these workplaces without having to rely on automobiles. Collaboration with state and local organizations would also be necessary in order to establish a farm related park or to designate the Heyboer Farm as a historic property in the future.

Principle 5: Sustainability:

The city's principles for sustainability are relevant to the development of the balance of Section 34. Since so much of Section 34 is currently undeveloped, there will be opportunity to incorporate sustainability principle into the new developments.

A. Greenspace: A key component of the development of Section 34 is the preservation of green space and wetlands within the area. The development of Section 34 will allow for the potential to retain mature stands of trees within the PUD sites. The city's PUD regulations require 25% open space, calls for the preservation of trees and woodlands, as well as the caliper-by-caliper replacement of trees that are removed from the PUD site. The new storm water management standards adopted by the city will also reduce the amount of storm water run-off and improve water quality throughout the development.

The city's sustainability goals include the use of native species and natural landscaping in order to save water and reduce maintenance costs. In addition, all new streetlights should be LED lights to conserve energy.

B. Healthy Community: The city has the opportunity to promote healthier lifestyles by providing opportunity to use non-motorized pathways and trails. These connections should be made within the development, but also should connect to resources outside of Section 34. In addition, the Heyboer farm may provide a unique setting for a community garden.

Principle 6: Commercial Development/Redevelopment

Previous Master Plans identified the need to connect residential development within Section 34 with the commercial uses found near 44th and Breton, as well as all of the recreation and cultural activity provided at the Kentwood City Campus. A barrier to this connection is 52nd Street itself, which is a five lane, high speed road. The city must find a way to make crossing of 52nd Street safe by the use of traffic calming techniques in this area of the city. Crosswalk demarcation, lighting for the pedestrian crosswalk, medians with refuge islands, or even considering a road diet on 52nd Street may all be ways to reduce speeds on 52nd Street.

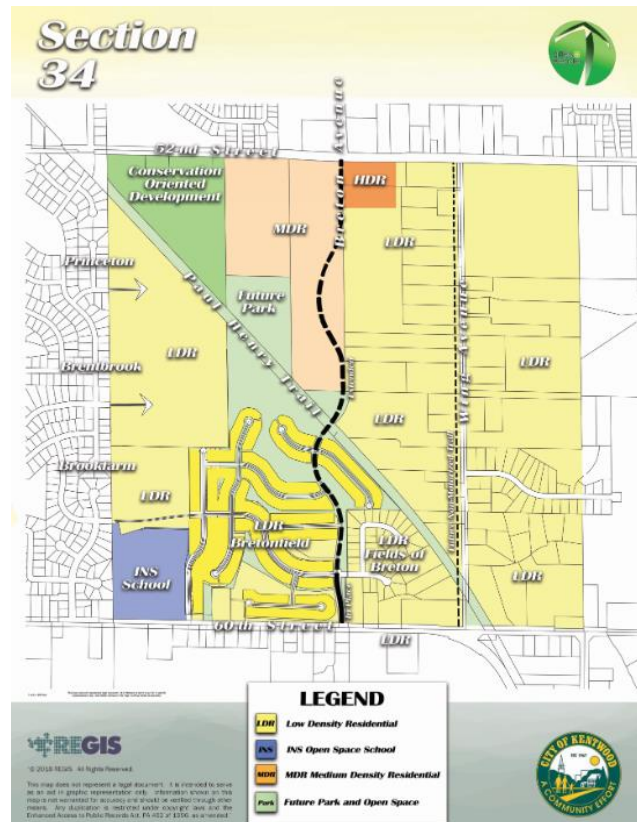


Figure 13: Section 34 Sub Area Plan

Implementation:

Actions the city can work toward its Section 34 relating to Open Space and Green Infrastructure goals within Section 34:

- Collect wetland data as it becomes available for the overall Section to provide developers and residents information on where the wetlands are and whether they are regulated.
- Improve the understanding of the implications of the new wetlands regulations in Michigan and develop a guide for developers, city officials and residents.
- Through the PUD process, retain stands of trees that are significant, including those along the Paul Henry Trail. Ensure that developers and residents are aware of the boundaries of the trail so that trees are not inadvertently removed.
- Investigate interest from Heyboer family and city in preserving the Heyboer farm as a historic property. If there is an interest, develop a plan for the future use and maintenance of the building and/or property.
- Require landscape medians on Breton extended when the center turn lane is not needed for left turns or stacking.
- Connect the Paul Henry Trail to the future non-motorized trail on Breton Avenue in Section 34.
- Begin discussion regarding the features of the parkland located in the center of the section, including any plans for a pocket park adjacent to the Paul Henry Trail.

Actions that can be taken by the city to implement its goals in Mobility:

- Develop a Complete Street policy. Require that Breton extended is developed as a Complete Street.
- Adopt the Four Corners Study and implement the portions relevant to Section 34.
- Adopt a policy for more substantial crosswalk demarcation and budget adequate funds to replace/improve crosswalks.

- Require street connections from Princeton Estates, Bentbrook and Brookfarm developments to minimize traffic on arterial streets and require greater connectivity.
- Require sidewalk on Breton Avenue extended in addition to the non-motorized shared path, consistent with the Four Corners Traffic Study.
- Request the expansion of Route 2 to 52nd Street to connect development (including senior apartments) to the commercial center at 44th and Breton as well as to the Kentwood Public Library and City Hall.
- Develop a citizen and developer guide for understanding the requirements of the city's stormwater management regulations.
- Encourage developers to make the homes within the development as energy-efficient as possible.
- The city will explore the possibility of a community garden in the section.

Actions the city can take to work toward its Place Strengthening goals:

- Investigate potential gateway/wayfinding signs into the city at Breton extended and 60th Street. Obtain an easement from the developers of Bretonfield to place a gateway sign at 60th Street and Breton extended.
- Determine interest in the use of the Heyboer farm as a community asset. Potential ideas include a community garden, working farm/park, or use of property as a school resource.
- Investigate interest in designating the Heyboer Farm as a historic property.
- Utilize signage in the area that is reminiscent of city's farming roots.

Steps the city can take to meet its goals of Sustainability within Section 34:

- Within PUD developments, require use of native species in landscaping and diverse species of trees to minimize loss of street trees to disease. Review and revise the city list of acceptable street trees.
- Use LED lighting for all streetlights.
- Clarify the city's requirements for the maintenance of open space requirements within residential PUDs.

SUB AREA 4: SECTION 13/PATTERSON FARM

Introduction

Section 13 in Kentwood is an area bounded by 28th Street to the north, East Paris to the west, Patterson Avenue to the east and 36th Street to the south. Much of the undeveloped area is part of a farm that was home to one of the original family of settlers in Kentwood (then Paris Township). Patterson Farm is a 146-acre property located along Patterson Avenue, just south of 28th Street. The farm and the area south along 36th Street to East Paris Avenue embody a very unique sub area due to the farm's history as one of the few remaining farmsteads in the City. The farm has remained undeveloped, despite the fact that it includes 28th Street frontage as well as extensive frontage and depth along Patterson Avenue. There are significant natural features including wetlands and floodplain on the property which add a great deal of natural beauty to the site. The property provides a unique opportunity to allow for a significant development while preserving its historical and natural assets.

The land use designation for the Patterson farm itself is *Conservation Oriented Development*. This designation was designed to preserve the abundant wetlands and floodplain in the area, while allowing other development in a planned setting. The uses permitted in this area may include residential, recreational, industrial, or office. The Patterson Farm Sub Area will be developed as a Planned Unit Development (PUD) in order to accommodate the mixture of uses and connectivity between uses. A recreational component is envisioned around the floodplain and wetland areas in the center of the Patterson Farm. The recently added Saddleback sanitary sewer line may

provide an opportunity for a trail through the Patterson Farm area. The easement could provide an opportunity to access areas that were previously inaccessible.

The sub area not only includes the Patterson farm itself, but also the properties with 36th Street frontage. The properties along 36th Street include a number of single family and duplex homes located on large lots. Large vacant parcels also exist in the area. The City has met with the property owners along this stretch of 36th Street. Some owners want to continue to live in their homes; others desire to sell their homes or property. Along 36th Street closer to Patterson Avenue, an Industrial PUD currently exists; several buildings have been constructed within the PUD. However, wetlands within the PUD have increased over the years, which may affect the developability of the balance of the site.

The following Guiding Development Concepts will be used in determining whether a proposed development plan is appropriate for the development of the Section 13/Patterson Farm Subarea:

- **The design for the Patterson Farm area shall preserve the wetland and floodplain within the site.**
- **Properties proposed for new development shall be rezoned and reviewed as planned unit developments (PUDs).**
- **Areas within the development shall be connected with internal roads and non-motorized trails.**
- **Big box retail use will be discouraged.**
- **Ingress and egress for the site shall be limited and cross access easements provided to minimize the number and the location of driveways on Patterson Avenue.**
- **The PUD will incorporate design guidelines that will apply to the overall development to give the appearance of a unified and cohesive development.**

- **Along the north side of 36th Street, the Master Plan recommends industrial use within a Planned Unit Development (PUD) zone. The PUD will include restrictions on uses allowed, especially when adjacent to residences. Additional setbacks and landscaping may be required that exceed the current IPUD ordinance requirements. In addition, the city will incorporate certification of compliance with the performance standards of Section 10 F of the zoning ordinance as the PUD Development Agreement to ensure that industrial uses are not detrimental to area residents. Industrial uses will continue to be permitted within the existing Industrial PUD near the intersection of Patterson Avenue.**

Since the Patterson Farm has a significant amount of wetland and floodplain area, the city will continue to recommend Conservation Oriented Development with the Guiding Principles restrictions noted above. The Conservation Oriented Development land use recommendation could be accommodated by rezoning of the property to a Mixed Use Planned Unit Development (MPUD). A MPUD would be consistent with the Conservation Oriented Development land use designation. Similarly, an Industrial Planned Unit Development (IPUD) would also be consistent with the Conservation Oriented Development land use recommendation. Developers that wish to propose another type of development may need to amend the Master Plan designation and zoning to show how the development can meet the intent of the Guiding Principles and the Master Plan Principles.

Application of Planning Principles

Principle 1: Open Space and Green Infrastructure

Due to the extensive drainage and varying topography of the site, a portion of the property lies within designated (and undevelopable) floodway or floodplain. This land should be included in the proposed open space and green infrastructure network for Kentwood. The Patterson farmlands are connected

to wetlands to the south and west, linking the farm to the residential developments within the section. It is recommended that a study be initiated to determine whether a system of non-motorized trails might interconnect these natural areas and neighborhoods. It should be noted that opportunities to establish trails across the Patterson farm exist over the easements provided for the Saddleback sanitary sewer and through the Grand Rapids water tower property. In addition, a Consumers Energy right of way crosses through the Section, providing opportunity for trail connection. The connection through the Patterson Farm will prove critical to providing access to Cascade Township's trail system to the North and East.

Principle 2: Mobility

A. Arterial Streets

Patterson Avenue is a five-lane major arterial street carrying a significant volume of traffic (19,352 daily trips, 2017 count) to and from 28th Street, the airport, and many other destinations along the Patterson Avenue corridor. 36th Street is also a five lane, major arterial street that carries significant traffic volume (20,500 trips, 2018 count) due, in large part to its connection to I-96 to the east by way of an interchange. Future development of the Patterson farm area shall limit curb cuts onto Patterson Avenue and encourage cross-access between uses. Access to the existing traffic signal at 33rd Street will be critical to the success of the development on the Patterson Farm property.

While the south side of 36th Street between East Paris Avenue and Patterson Avenue serves industrial uses, the north side of the street is currently residential in nature. The center turn lane on 36th Street creates left turn conflict between vehicles accessing residences and vehicles serving the existing manufacturers and industrial uses on the south side of the street. As redevelopment on the north side of 36th Street occurs, the number of driveways must be reduced and driveways must better align to eliminate left turn conflicts.

B. Primary Intersections

The Section 13/Patterson Farm area is bounded by major arterial streets. The city intends to locate driveways for any

development as far from intersections as possible and take advantage of cross access between properties. The Development Principles for the Patterson farm recommend rezoning of the property to a Planned Unit Development (PUD). The PUD process will allow the designation of specific driveway locations on Patterson Avenue in order to reduce conflicts with turning movements in and out of the site. Thirty-third (33rd) Street is an ideal location for a future street connection due to the existing traffic signal at this location. Other driveways along Patterson will be coordinated with existing or proposed land uses in Cascade Township. If commercial development is permitted at the southwest corner of Patterson Avenue and 28th Street, the driveway must be routed to a more appropriate location further from the intersection, possibly to the existing commercial driveway serving the Patterson Place PUD (Home Depot Center).

For any new development proposed for 36th Street, the number and location of driveways will be limited to reduce conflict with the established driveways serving the businesses on the south side of 36th Street.

C. Non-Motorized Connections

Patterson Avenue, East Paris Avenue, 28th Street and 36th Street are arterial streets carrying a significant volume of commuter and commercial traffic. Much of this traffic is destination traffic originating from or terminating at industrial locations along Patterson Avenue or at the airport. Within Section 13, non-motorized connections should be established and expanded to allow people to move between uses. The Saddleback sanitary sewer line has the potential to serve as a significant east-west non-motorized connection from Patterson Avenue to Woodland Creek Apartments/East Paris Avenue, and northward to the Meadowbrook mobile home park. Likewise, Forest Creek Drive as well as the Consumers Energy transmission line corridor represent another potential east-west non-motorized route from Patterson Avenue over to the Eastland and Corner Ridge Apartments. Additional connections could subsequently be developed as the Patterson Avenue farm develops.

D. Transit Services

The Inter-Urban Transit Partnership (ITP) Kentwood Hub Center at Woodland Mall services three transit routes that run along the arterial street perimeter of Section 13/Patterson Farm Sub Area providing access to the airport, businesses, retail and industry. The outcome of the Comprehensive Operational Analysis of the overall transit system, to be completed by the ITP in 2020, will determine the combination of transit services and non-motorized facilities that will connect people with jobs, housing and commerce.

E. Air, Rail and Truck Transport

The Gerald R. Ford International Airport (GRFIA) has been experiencing significant growth in passenger and cargo activity due to the strong West Michigan economy. A key component of this growth is the maintenance of the capacity and condition of the surrounding transportation system. For years the 28th Street I-96 interchange served as the primary point of access into and out of the airport area by way of Patterson Avenue. Over time the points of access have been increased with the completion of an interchange at 36th Street and I-96 as well as the construction of the M-6 freeway and its interchange at Broadmoor Avenue (M-37). Even with these additional points of access, the Patterson Avenue corridor is a key link between the interchanges and the airport.

In order to maintain the capacity and condition of this subarea frontage on Patterson Avenue it is of vital importance to collaborate and support the efforts of the Kent County Road Commission to maintain and improve the condition and design of the roadway. The land uses that develop in the Sub Area as well as the number, location and design of access points, need to be carefully planned, designed and constructed to maintain safe and efficient traffic flow.

Principle 3: Place Strengthening

A. Gateways

Patterson farm, again due to its highly visible location and unique character, is a strong gateway candidate. Preserving any portion of the property, especially the farmhouse and surrounding property, will provide a significant community

expression and gateway quality. As a gateway, any development of the property near 28th Street should include gateway signage or entry feature.

B. Sense of Place

The Patterson farm already embodies a strong sense of place and bearing. To the extent any of the farm or farmhouse is preserved and featured in future development plans will enhance this sense of place and part of Kentwood's rural roots. In addition, the character of the area will be enhanced by the preservation of wetland and floodplain areas that exist within the section.

Principle 4: Partnerships and Organization

Patterson Avenue serves as the boundary between Cascade Township and the City of Kentwood. The opening of M-6 has had additional impact on Patterson Avenue, thus necessitating a partnership that includes Cascade Township, the Michigan Department of Transportation (MDOT), the Kent County Road Commission and Kentwood to address access management, streetscape design and maintenance, and long-term planning. Cascade Township and the city of Kentwood should coordinate pedestrian connections between the two communities.

Principle 5: Sustainability

The area in which the Patterson farm is located is not walkable. Even though sidewalks exist on Patterson Avenue, walking is uncomfortable due to speeding traffic, snow-piled sidewalks, and lack of amenities such as street trees. As a result, it is difficult to encourage walking and biking. The non-motorized plan adopted by the city can provide a planning tool to identify priority non-motorized projects. The current lack of development allows an opportunity to incorporate upgraded or new non-motorized facilities as well as sustainable features into a development. Rain gardens, green roofs, or other features could be employed to reduce runoff and improve water quality. The city could require the retention of the natural landscape, while requiring walkability throughout the development.

Principle 6: Commercial Development/Redevelopment

Commercial uses exist in large quantities along 28th Street. The Patterson Avenue corridor is not seen as an extension of the commercial development on 28th Street, but rather as an employment center or possibly a residential district with access to the uses along the 28th Street corridor. Limited commercial may be desirable to serve the residents/workers within a development.

Residential properties exist on the north side of 36th Street. 36th Street is a busy five lane road; the south side of 36th Street is zoned and used for industrial purposes. The Future Land Use plan for the north side of 36th Street recommends industrial use. Due to the existence of single family and duplex homes on the north side of 36th Street, Planned Unit Development zoning will be required. The use of IPUD zoning will allow the city to assign additional requirements within the PUD to mitigate impact on the adjacent residential properties. Increased building and parking setbacks, as well as additional screening and landscape buffers can help mitigate the impact of an industrial use on neighboring homes. At the same time, the types of industrial uses and hours of operation can be restricted to ensure that the impact on adjacent properties is minimized. Motor freight terminals and fuel depots are examples of business types that could be restricted in order to improve compatibility with residents that choose to remain in the area.

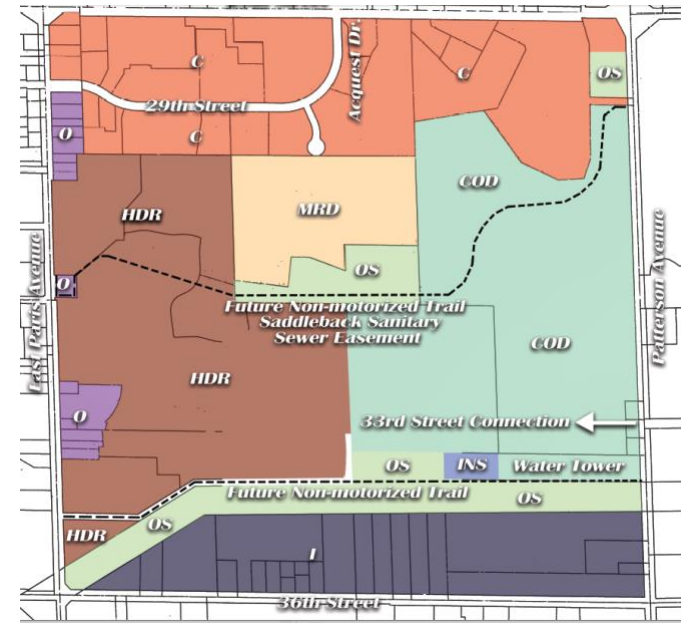


Figure 14: Section 13/Patterson Farm Sub Area Plan

The industrial PUD located at the northwest corner of Patterson and 36th Street is recommended to retain its Master Plan designation for industrial use.

Implementation:

In order to ensure that actions are being taken to plan for the redevelopment of Section 13 in accordance with the Master Plan, the following actions should be considered and incorporated into the Implementation Schedule:

Open Space and Green infrastructure:

- o Collect wetland data as it becomes Open Space and Green Infrastructure Action:
- o Collect information as it becomes available on the wetlands, floodplain and forested areas within the Section. Use the information in order to establish green infrastructure networks within proposed future development.

- Obtain rights to use all of the Saddleback sanitary sewer easement as a non-motorized trail.
- Investigate methods of wetlands mitigation that may allow for reasonable development of property within the Section in exchange for retention of key wetland areas.
- Begin discussions with Consumers Energy regarding the feasibility of a non-motorized trail from East Paris to Patterson within the utility corridor.

Mobility:

- Establish locations for potential curb cuts on Patterson as well as on 36th Street.
- Require the development of a shared use path along Patterson Avenue and 36th Street.

Place Strengthening

- Obtain an easement for the placement of a gateway feature at the Southwest corner of Patterson and 28th Street as well as for the Northwest corner of 36th Street and Patterson.
- Determine the interest in the designation of the Patterson Farm as a Historic district or landmark.

Partnerships:

- Meet with Cascade Township and the Kent County Road Commission to discuss the coordination of plans for non-motorized access in this section.
- Work with MDOT, Cascade Township and the Kent County Road Commission on ways to improve safety at the 28th Street and Patterson crossing as well as at the 36th Street and Patterson crossing.
- Re-establish the 28th Street Advisory Committee to gain input on 28th Street projects in and near Section 13.

Sustainability:

- Establish goals to encourage sustainability measures in the development of Section 13. These could include the provision of rain gardens, green roofs, buildings that meet LEED Certification, etc. to further the city's goal of providing a more sustainable development.

Commercial Development/Redevelopment:

- Meet with current property owner of the PUD at 36th Street and Patterson Avenue to determine an overall development plan for the existing PUD that takes into account the existing wetlands, planned access points, and potential uses for the area.
- Amend the regulations pertaining to the Mixed Use Planned Unit Development (MPUD) zone to make it more viable for Section 13 or other areas of the city.
- Develop potential parameters for a 36th Street Industrial Planned Unit Development in order to increase the potential use of the property while mitigating the impact on adjacent residential uses. The IPUD can also address the location of future driveways to improve turning movements on both the north and south sides of 36th Street.

SUB AREA 5: 28TH-29TH STREET CORRIDOR

Introduction

The 28th Street and 29th Street corridor is Kentwood's predominant commercial, retail and service corridor and, historically, has had a very strong presence as a regional shopping district for much of West Michigan. The corridor is critically important to the city and significant additional planning efforts are needed to retain it as a premier shopping and employment destination. The corridor is aging and experiencing increased competition from other growing commercial areas. It appears that some of the retail centers in the city are becoming more fully occupied and doing very well, while others appear to have significant vacancies. The area south of the Centerpoint Mall appears to have been improved by the introduction of new businesses within the area. For example, the former Barnes and Noble /Eastern Mountain Sports, a large space vacated for years, was redeveloped as a Dave and Busters building, new to the West Michigan area. In addition, a Trader Joes store was developed on the same site, closer to 28th

Street. This demand for retail space has also extended to the east, resulting in the redevelopment of the Burlington site at Lake Eastbrook Boulevard and 28th Street, with new tenants, new facades, landscaping and lighting. Woodland Mall also continues to improve, with the closure and demolition of the Sears store, and the construction of Von Maur, a new department store to the West Michigan area. The changes to Woodland Mall have started to spur additional interest in the area. Some signs of new growth are beginning to emerge—such as the development of a Panda Express at Shaffer and 28th and the Broadleaf Brewery at 29th and Lake Eastbrook. However, the new retail growth has thus far not extended to properties on the south side of 29th Street.

The other commercial properties in the area seem to be poised for new tenants; many of the struggling malls are under new ownership. The city will proactively work with the owners of these centers to address any issues that are within the control of the city.

While many of these centers are successful, they are all still located on a commercial corridor that is primarily auto oriented. The infrastructure of individual developments do not always support free movement between properties, requiring consumers to use the public road to access adjacent properties. This leads to further congestion of these public streets, making it a less desirable place to shop. Therefore, many of the goals of the 28th Street and 29th Street Sub Area will relate to transportation and access—including access for pedestrians and transit.

The following Guiding Principles have been developed for this corridor. These Principles shall be considered when any development is presented to the city for review.

- **Plans for the 28th Street/29th Street corridor shall incorporate cross access to allow shared access and/or service roads along the street frontage, as well as access driveways to connect 28th Street to 29th Street.**

- **Cross access driveways and easements shall be recorded and shall include provision for maintenance of the easements between properties.**
- **The city will continue to require sidewalks along the public streets and to connect businesses to the public sidewalk.**
- **Developments shall include provision for access to transit if a transit stop exists or is proposed for the property.**

Application of Planning Principles

Principle 1 Green Infrastructure: Arterial streets in this Sub Area can benefit greatly from enhanced streetscapes, including strategically placed street trees to soften the often visually overwhelming commercial strip developments. As the arterial is "greened", it will be important to work with landowners along 28th Street to ensure commercial properties maintain visibility. Corridor landscaping may include providing colorful flower beds in appropriate locations. These displays can be changed seasonally. The sub area will also benefit from the introduction of quality uniform street lighting. Currently no street lights exist on 28th Street from Broadmoor Avenue to Patterson Avenue. Another enhancement that could be made in the area is to improve the appearance of the 32nd Street bridge over Broadmoor Avenue. The bridge could provide an opportunity for an attractive entryway to the 28th Street business area.

Principle 2: Mobility

A. Arterial Streets

28th and 29th Streets are very important, high volume arterials, serving major retail and employment centers. The design of many of the commercial centers along the 28th Street and 29th Street corridor is supportive of the automobile rather than pedestrians. The city and the Michigan Department of Transportation have recently been able to construct sidewalks along the entire 28th Street corridor in Kentwood, although the sidewalk is not always maintained. Some side streets and portions of 29th Street do not have sidewalk. Crossing these busy

arterial streets is hazardous, especially if the crossing is made outside of a designated crosswalk or intersection.

It is a goal of the Master Plan to make 28th Street and 29th Street accessible to more forms of transportation. At the same time, the Master Plan must address pedestrian movement across these arterial streets. The city should explore with MDOT the feasibility of providing refuge islands for key locations along 28th Street, especially near the transit hub at Woodland Mall. Consideration will have to continue to be given to accommodate the turn movements associated with semi-tractor/trailer traffic.

B. Primary Intersections:

The 28th Street and 29th Street Corridor Sub Area would benefit from careful planning of the street intersections. Locations of driveways away from intersections and requiring cross access between parcels will help in this regard. In addition, new, bold crosswalk demarcation will make vehicles more aware of cross walks and pedestrian movements within the right of way. More creative solutions, such as roundabouts, could be investigated for certain intersections.

C. Non-motorized Connections

The city should continue to provide non-motorized connections to commercial areas and neighborhoods when the opportunity arises. The importance of refuge islands and improved crosswalk demarcation should improve safety for non-motorized travel. Specifically, 29th Street should be targeted for bike paths, since this section of the corridor has significantly less vehicular traffic than 28th Street. In addition, businesses should be encouraged to place bike racks at their business establishments.

D. Transit

The Rapid provides transit service on 28th Street (Route 28) with numerous stops along the length of the street. These bus stops are sometimes located in isolation – without sidewalks or paved surface connections to adjacent businesses. The connections shall be required with expansion or redevelopment of a property in order to allow access to bus stops. These improvements would

tend to complement the hub transit center at the Woodland Mall.

E. Air, Rail and Truck Transit

As previously indicated 28th and 29th Streets are truck routes that provide necessary service and access from the business community to area highways. Any decision regarding 28th Street or 29th Street design must continue to make driveways and access suitable for trucks.

Principle 3: - Gateways/Place Strengthening

28th Street is a state trunkline that passes through several communities; one community may be indistinguishable from another along the corridor. As redevelopment occurs, opportunities will arise to forge a sense of place for each community. In Kentwood the Patterson Avenue intersection provides opportunity for a major entry feature that could be incorporated into the development plan.

The incorporation of pedestrian-oriented plazas or small parks between uses enhances walkability and adds green space to the corridor while providing a sense of place. The Patterson farm is a unique feature to Kentwood that could provide an opportunity to promote its identity through its landscape, farming heritage, and natural features.

Principle 4: Partnerships and Organization:

In order to accomplish the public improvements to enhance the area, it may be of tremendous value to establish a Downtown Development Authority, Commercial Rehabilitation District, Corridor Improvement Authority, or similar organization to assist with and eventually lead the revitalization efforts. Since 28th Street extends across many municipal boundaries, cooperation between all entities will allow cohesive improvements to the public realm.

In addition, a 28th/29th Street DDA, Corridor Improvement Authority, or Principle Shopping District could make an impact on the success of the area. Participation in a program such as PRICE (Preventing Retail Theft Through Initiative Collaboration

and Enforcement) could help reduce loss of revenues by cutting down on the amount of shoplifting.

Principle 5: Sustainability

Sustainability for the 28th Street and 29th Street corridor relates to the ability of the corridor to remain successful and to continue to generate tax revenue for the city and profits for local businesses. Sustainability for the region means continued success of the 28th Street corridor so that developers are not creating new regional commercial areas at the expense of the existing areas that already are serviced by public infrastructure. Sustainability also involves many of the previously discussed strategies such as the provision of green space and walkability to enhance the existing commercial areas while providing a better shopping experience for its users.

The city should continue to work toward non-motorized connections from 28th Street to nearby residential developments and provide incentives to developers to provide more public open space or green space within 28th Street developments.

The new storm water management regulations that are being implemented by the city include sustainability measures that will improve water quality while reducing maintenance costs. These measures also include use of native species to reduce cost of irrigation, rain gardens, re-use of rainwater, green roofs, reduction of impervious surfaces and other techniques to infiltrate rainwater, slow run off, and remove pollutants. The corridor could also benefit from replacing existing street lighting with LED lights.

Principle 6: Commercial Development and Redevelopment

Much of the commercial development along the 28th Street and 29th Street corridors was built from 1970 through the 1990s. As this commercial property ages, it may be less attractive to shoppers and to businesses. As long as the 28th Street corridor remains a strong destination for shoppers, businesses will spend money to invest and reinvest in the area. If other areas become more popular for commercial development, the 28th Street area may begin to see decline. The city should encourage uses that will enhance the market draw of the 28th Street area. Key to this

concept is the viability of Woodland Mall and other key shopping areas. The owners of Woodland Mall have proactively made significant changes to the mall to keep it viable in the future, despite the fact that many regional malls across the country are failing. The new stores added in the mall area--Von Maur, REI, the Cheesecake Factory and others should help keep Woodland Mall relevant in the years to come. The city has assisted the mall as necessary through flexibility in the C-3 zoning district, quick review of building permits, brownfield incentives, and improvement of traffic circulation in the area. The inclusion of public plazas and spaces should be encouraged whenever possible to enhance the shopping experience and encourage shoppers to spend more time (and money) at the mall.

The city can enhance commercial redevelopment along the 28th Street and 29th Street corridor by meeting with property owners along the corridor to discuss issues and concerns. This will become a valuable communication tool for the city to connect the business community to City Hall and gauge interest in programs such as a DDA or Corridor Improvement Authority.

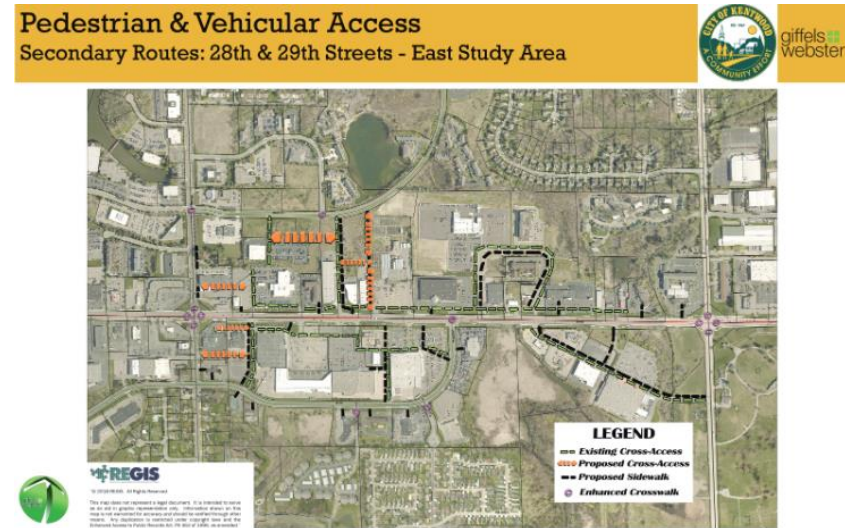
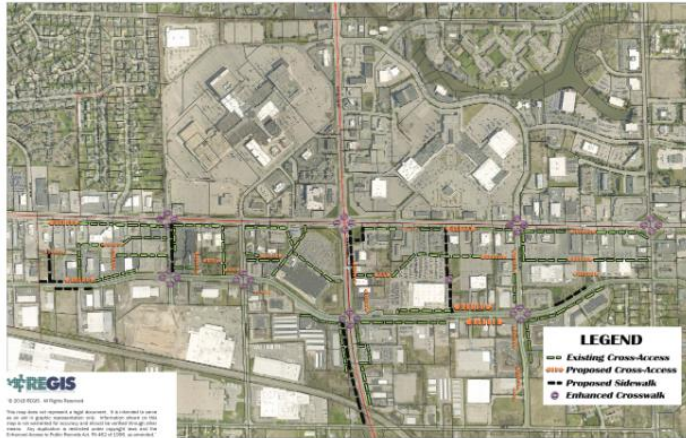


Figure 15: Pedestrian & Vehicular Access, 28th/29th Street Corridors

Pedestrian & Vehicular Access
 Secondary Routes: 28th & 29th Street - West Study Area



Implementation:

In order to ensure that actions are being taken to improve the 28th Street and 29th Street corridor in accordance with the Principles developed in the Master Plan, the following actions should be considered and incorporated into an Implementation Schedule:

Open space and Green Infrastructure actions:

- City shall develop a stated policy regarding the location of street trees along 28th and 29th Streets, and that trees that are removed or that die should be replaced by the property owners.
- Amend city's landscaping guidelines to specify trees that are well-suited to arterial streets. These trees would include those that are tolerant of snow and salt, and would have a columnar canopy to minimize issues with visibility of signage and storefronts.

- The missing sidewalks on portions of 29th Street should become a priority for sidewalk installation through the CDBG program or other sources.
- Meet with MDOT staff to discuss the possibility of refuge islands in key locations along 28th Street to reduce vehicle-pedestrian accidents.
- City shall work with MDOT on the funding/installation of landscape and lighting improvements.
- The City shall encourage public spaces along 28th Street and 29th Street, such as the plaza area at Woodland Mall. Incentives may be able to be offered to accomplish this goal.

Actions that can be taken by the city to implement its goals in Mobility:

- Work with MDOT to develop a Complete Street policy specific to 28th Street and 29th Streets. The Complete Street policy should include the extent to which bike travel and transit can or will be accommodated on each street. If it is determined that it is too difficult or dangerous to allow bike access along these arterials, alternative route shall be planned, and wayfinding signage required. An example of an alternative route could be the Saddleback trail on the south side of 28th Street. In time, the best alternative to 28th Street bike lanes may be to provide for two-way bike lanes on one side of 29th Street.
- City shall discuss with MDOT ways to make major intersections safe for both pedestrians and vehicles. Options could include the use of roundabouts at major intersections, or underpasses for non-motorized trails.
- Communicate the "28th and 29th Street Corridor Secondary Routes" Sub Area Plans with property owners so that the connections can be incorporated into future redevelopment plans.
- Adopt a policy for more substantial crosswalk demarcation and budget adequate funds to replace/improve crosswalks.

- Review the transit stops along 28th and 29th Street in light of pedestrian movement in the area. Routes may be changed slightly to minimize pedestrian crossing of 28th Street.

Actions the city can take to work toward its Place Strengthening Goals:

- With the development of the Patterson Farm, obtain an easement for gateway signage at or near the intersection of 28th Street and Patterson Avenue. New signage should be established only when the city has decided on the branding and wayfinding signage to be used throughout the city.
- Determine interest in preserving the Patterson farmhouse as a community asset, either for private use within a development or for public use.
- Investigate interest in designating the Patterson Farm as a historic property.
- Use banners, signage, landscaping or other opportunities to distinguish Kentwood's 28th Street and 29th Street corridors from other areas. The city's zoning regulations relating to shopping center banners warrant review and update.
- Work with MDOT to introduce LED street lighting on the corridor where it does not currently exist. Lighting will contribute to the safety and security of the area, as well as to distinguish this part of the corridor.

Steps the city can take to meet its goals of sustainability within the 28th Street and 29th corridor:

- Encourage use of native species in landscaping and diverse species of trees to minimize loss of street trees to disease. Review and revise the city's list of acceptable street trees.
- Use LED lighting for all street lights.

- Develop a citizen and developer guide for understanding the requirements of the city's stormwater management regulations, and to what extent they would apply to the redevelopment of 28th Street and 29th Street properties.

Actions the city can take to encourage commercial redevelopment for the 28th-29th Street corridor:

- Meet with 28th and 29th Street property owners to gauge support for DDA or Corridor Improvement Authority to make public improvements along the corridor. Improvements could include non-motorized trails, crosswalks, streetlighting, banners, landscaping or marketing to beautify and draw more people to the area.
- EDC should begin a program to meet with commercial businesses along the 28th Street and 29th Street corridor to address concerns and issues with the city. At the same time, interest in the formation of a business association for the area will be assessed.
- Meet with commercial realtors to gain an understanding of trends in real estate development that may lead to changes in permitted uses along the corridor. For example, an understanding in the demand for breweries in the area has led to changes in the zoning ordinance to allow breweries in the commercial zone, rather than treating them strictly as a manufacturer.
- Develop a multi-jurisdictional approach to the 28th and 29th Street corridor, involving Cascade Township, Grand Rapids and Wyoming, as well as MDOT to address issues within the corridor.
- Promote successes along the corridor through social media and news outlets.

SUB AREA 6: CITY CAMPUS

Introduction

The City of Kentwood has long struggled with the desire to provide a central gathering place within the community. In many communities, the signature feature is its downtown. Kentwood, however, does not have a downtown. Instead, the city is developing a central campus for municipal services and activities. The City Campus is planned to combine existing amenities such as City Hall, the Justice Center (Police Department and District Court), Fire Department, Public Works, Kentwood Branch Library, as well as recreational facilities into one central location. When a City Campus was first discussed, the only buildings located within the proposed Campus area were City Hall and Fire Station 1. Since then, the Justice Center, Public Works building, the Richard L. Root Library, and even public sand volleyball courts have all been constructed. The full development of the Campus Plan is envisioned to include more recreational/leisure activities, providing a gathering place and identity for the city. The facilities offered within the Campus Plan would have widespread attraction, potentially include a permanent stage, splash park, destination playground, and event space. Originally, the Campus Plan included use of the former landfill as large passive park area. Now, however, it appears that a large portion of the former landfill will not be able to be used for park purposes for many years. The city will explore alternate uses, such as non-motorized trails and passive recreation at the edges of the landfill that are not off-limits to the public. The landfill itself may allow some options for use, including the potential for the generation of renewable energy, limited parking, or simply for undeveloped open space.

Application of Planning Principles

Principle 1: Open Space and Green Infrastructure

A key element of the Campus Plan is the provision of greenways and open space. The proposed plan has potential to connect many existing and planned trails in all directions. The open space surrounding the former landfill will add to the city's parkland and will improve the quality of life for area residents.

Principle 2: Mobility

A. Arterial Streets

Breton Avenue is an arterial street that is adjacent to the City Campus area. The city has added a roundabout at the intersection of Breton and Walma Avenue, has reduced the number of lanes from 4 to 3 on Breton, and added bike lanes within the right of way. The City Campus plan would be improved with the extension of bike lanes further north and south along Breton Avenue, connecting with those along east west arterial roads such as 52nd Street and 44th Street, or the extension of the non-motorized paths within the Consumers Energy right of way.

B. Primary Intersections

This principle is not applicable to the City Campus sub area.

C. Non-Motorized Connections

The City Campus will provide a network of non-motorized trails throughout the campus that will interconnect with other existing and planned trails that extend out in all directions. There may be opportunity in the future to extend trails to the east of the landfill site, possibly connecting with the future Fisheries Park located north of the Wildflower Creek development. In addition, the city will provide bike racks within the Campus, consistent with the concept of providing a bike-friendly community. The non-motorized connections described above have been incorporated into the city's non-motorized plan.

D. Transit

The City Campus is already accessible by transit. However, it may be desirable to seek a future extension of the route service south to 52nd Street to serve a growing residential area. The city will ensure that trail/bike access will be provided from the transit stops to the various facilities and amenities on the campus.

E. Air, Rail and Truck Transit

This is not applicable for the City Campus Subarea.

Principle 3: - Gateways/Place Strengthening

The City Campus offers a unique opportunity to provide a centrally located gathering place for Kentwood residents. The campus area has hosted the annual 4th of July fireworks and carnival for many years. Other events, such as the Trunk or Treat, Touch-a-Truck, Christmas Tree Lighting, the Food Truck Rally and the Farmers Market are more recent events that are gaining popularity. In addition, thousands have attended the city's summer concert series and family movies, all located at the City Campus. The quantity of open space alone provides a unique feature not often seen in communities of Kentwood's size. Surveys and opinion polls of Kentwood residents have indicated that many believe the city lacks a community focal point. The campus area will provide many of the municipal and cultural aspects of a larger city. At some point in time, if the former landfill property is again open to the public, it would represent a huge expanse of land with trees, streams, and grasslands in the midst of a developed suburban environment.

Principle 4: Partnerships and Organization:

The former landfill located near the City Campus is owned by the City of Kentwood, with Kent County responsible for the ongoing monitoring and treatment of the site for future public use. Collaboration between the city and Kent County, as well as state and federal agencies such as the U.S. EPA (U.S. Environmental Protection Agency) and the Michigan Department of Environment, Great Lakes and Energy (EGLE) that regulate the former landfill's use and potential reuse is necessary. Over time, there has been a lack of clarity as to the potential options for the re-use of the landfill area. The city and its partners should continue to explore these options to prepare for future planning, budgeting and grant opportunities.

Principle 5: Sustainability

The proposed City Campus provides a functional use for city property that was previously underutilized open space. The recreational offerings portrayed in the Campus Plan provide amenities that will make residents want to stay in the area, rather than move to another community with more public facilities and parks. The non-motorized connections to residential neighborhoods via trails and bike paths will

encourage physical activity of residents. The potential use of the former landfill site for the generation of renewable energy would be one way to become more sustainable by reducing reliance on more traditional sources of energy.

Principle 6: Commercial Development/Redevelopment

The City Campus is within walking distance of the commercial uses near 44th and Breton Avenue. The city should provide connectivity between the campus and this commercial area through wayfinding signage or other visual connections (such as street banners) to draw people to this centrally located area that has come to be a center of activity for the city. The campus is connected to the commercial area by transit, bike lanes and sidewalk. These may be able to be enhanced by providing connection through the newly acquired Visser property or promoting the Kentwood library's free bicycle rental program.

In order to ensure that actions are being taken to improve the City Campus in accordance with the Principles developed in the Master Plan, the following actions should be considered and incorporated into an Implementation Schedule:

Actions regarding open space and green infrastructure network in the City Campus area include:

- Develop public-private partnerships to make improvements envisioned in the campus plan.
- Schedule a meeting with the EPA and Kent County to determine potential uses for the landfill area.
- Provide wayfinding signage to lead people to the City Campus area.

Actions that the city can take to improve mobility in the City Campus area include:

- Extend bike lanes along Breton Avenue to 44th Street to allow greater connection to the City Campus. This may need to take place within the Bretwood and Horrocks shopping centers if the Breton Avenue right of way cannot accommodate bike lanes.

- Provide wayfinding trails to lead people to the City Campus area.
- Accommodate extension of bike lanes south to 52nd Street as Section 34 develops.

Actions that the city can take to promote the City Campus as a Place Strengthening location:

- Promote the various City Campus facilities/events at the Kentwood library.
- Non-motorized access should be provided to the Campus activities to ensure that people living in all directions are not excluded from campus activities.

Actions that the city can take to incorporate Partnerships at the City Campus:

- Work with the EPA and Kent County to explore potential uses of the former landfill in order to identify future planning, budgeting and grant opportunities.
- Investigate potential for partnering with private entities for the development of the Campus Sub Area.

Actions that the city can take to improve Sustainability in the City Campus area include:

- Investigate the possibility of the use of the former landfill site for the generation of renewable energy to reduce reliance on more traditional sources of energy. Renewable energy could mean use of landfill materials to generate energy, the installation of solar panels on the landfill, or other methods to generate electricity.
- Make the development of the City Campus area an example of how to develop buildings using recyclable materials, renewable energy, and sustainable landscaping. These features should be promoted to the public.

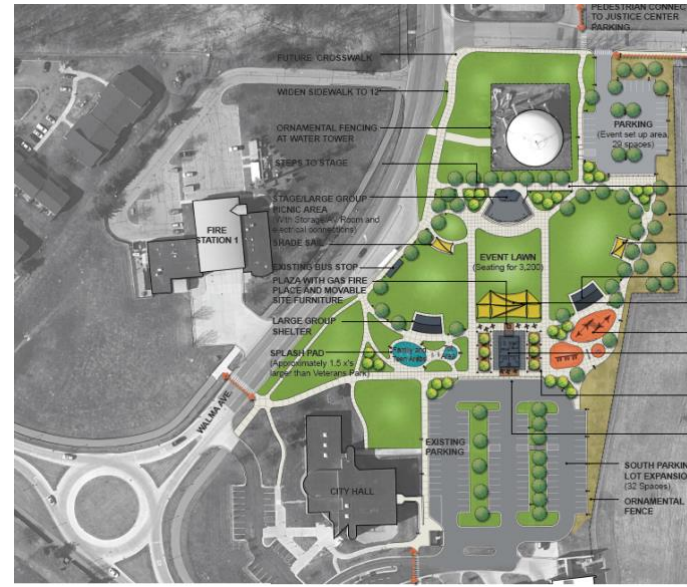


Figure 16: City Campus Plan

SUB AREA 7: EASTERN AVENUE AND 52ND STREET

Introduction

The Eastern Avenue and 52nd Street Sub Area is a continuing concern for the city, due to the closure of the Family Fare grocery store at 52nd Street and Eastern Avenue in 2009. The closure was disastrous for the remaining businesses in the commercial center and created issues for the surrounding residential community. Many people in the neighborhood have no access to private vehicles, making grocery shopping difficult and time consuming. When the grocery store anchored the development, other businesses prospered, even though the center itself showed signs of aging. A fitness facility has taken over a large portion of the former grocery. The use, while not a grocery store, brings people into the center on a daily basis, and is a 24/7 operation. Thus far the use has not attracted other businesses into the center and vacancies remain. The eastern-most section of the 52nd and Eastern Sub Area is currently zoned for office use. In the 2012 plan this area was envisioned to be redeveloped into more housing, as there were many commercial and office vacancies within the center. In 2018 Bethany Christian Services purchased the office area east of the

fitness facility and intends to make this office area their corporate campus.

In late 2010 the city, in conjunction with Lighthouse Communities, Inc. (LINC) and Nederveld Associates, undertook a charrette process to develop community consensus for the redevelopment of the area. Several community meetings were held to develop a neighborhood-driven development concept to present to the Kentwood Planning Commission. Many of the concepts developed by the neighborhood residents, churches and businesses were consistent with the Planning Principles established by the city in its master planning process. Several different plans were reviewed, and in the end, three different conceptual plans were adopted, in recognition of the fact that the city must be flexible in its review of any proposed redevelopment. However, the city also adopted Guiding Development Concepts that must apply to any plan for the Eastern Avenue and 52nd Street area. A 2018 Planning Commission review of these Guiding Principles finds them to still be generally relevant to any future changes to the area, although the acquisition of the office park by a group wishing to update and expand the office buildings will reduce the potential for new housing.

The Guiding Concepts are as follows:

- **The community desires the re-establishment of a grocery store or another anchor in addition to other services that will benefit the area.**
- **The area must be walkable.**
- **The plan must include public open space (plaza, park, etc.).**
- **The overall amount of commercial area should be reduced.**
- **An internal street network should be established to provide access and visibility to the interior of the site.**

- **Additional residential uses are envisioned to help support commercial activities. Residential to be primarily owner-occupied rather than rental units.**

- **Area to resemble a small downtown street; with the possible introduction of row houses and live/work units.**

- **The community recognizes that the plan is for the long term and it must be marketable.**

Application of Planning Principles

Principle 1: Open Space and Green Infrastructure

The charrette process undertaken for the 2012 Master Plan identified a desire of the residents to incorporate more open space. Several of the alternatives discussed included parks within the commercial area. A green space would soften the impact of the large amount of pavement on the site and provide a gathering place that does not currently exist. The location of the green space could be anywhere on the site, depending on where re-development occurs. However, it should be located such that it is accessible and useful. If additional residential development occurs in the target area, the park space could provide additional open space or buffer between homes and a more intense use. Even the provision of additional landscape islands will have a major impact on commercial development and the overall neighborhood.

Principle 2: Mobility:

Many in attendance at the charrette indicated their desire to make the area more walkable. Currently there are no sidewalks extending into the site; once off the public sidewalk the parking lot is the only paved area available for walkers. Connections through neighborhoods into commercial areas should also be encouraged. The 2010 charrette participants indicated that many people in the area did not have access to a vehicle, or preferred walking to area stores and businesses. The sub area plan locates the retail centers closer to the public street, improving their visibility to the public and providing access to

the store front for walkers. In addition, improved stations for transit were also recommended. Both 52nd Street and Eastern Avenue should be evaluated for their compliance with the Complete Streets criteria. In any case the city will strive to offer access to as many modes of transportation as possible on these streets.

B. Primary Intersections

The 52nd Street and Eastern Avenue area has a good amount of pedestrian activity due in part to the Grand River Prep High School that exists to the west of the intersection. While some students drive, many others take the Rapid bus to school. The Rapid bus stops are at the Eastern Avenue/52nd Street intersection. Therefore, many students are crossing Eastern Avenue to get to and from the bus. The city should consider ways to improve street crossings. Options range from improved demarcation of crosswalks to consideration of a three-lane cross section for Eastern Avenue; currently Eastern Avenue is three lanes south of 60th Street.

C. Non-Motorized Connections

The area surrounding Eastern and 52nd Street is generally conducive to pedestrians due to the location of sidewalk on both streets, the close proximity of the East-West Trail, and the existence and use of transit in the area. Provision has not been made for the bicycle access within the area. If Eastern Avenue is striped for three lanes, bicycle lanes would be possible. The same treatment could be given to Eastern Avenue north of 52nd Street, if there is sufficient excess traffic capacity on this roadway segment.

D. Transit

The Rapid provides route transit service to the subarea northbound along the Eastern Avenue frontage and eastbound along the 52nd Street frontage. (See Figure 17) The service begins at Rapid Central Station in downtown Grand Rapids and it terminates at the Meijer Store on Kalamazoo Avenue, south of the M-6 Freeway. Since this route is not bi-directional south of 52nd Street, it limits the convenience and ability for residents and businesses to complete trips within the southern loop of this route service. The Rapid is in the final stages of a Comprehensive

Operational Analysis of its route service which may modify/improve service to this area.

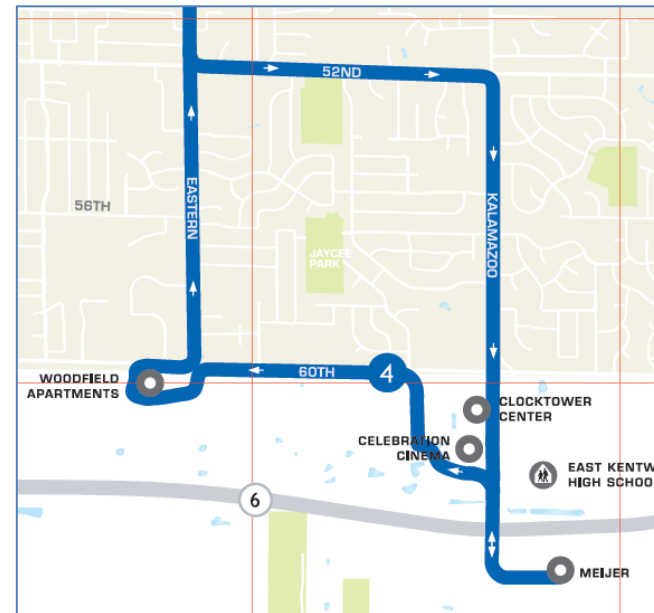


Figure 17: Rapid Route 4 serving the Eastern/52nd Street area

Principle 3: Place Strengthening

The Eastern Avenue and 52nd Street area has great potential to provide a sense of place. The charrette process pointed to the fact that there is an overabundance of retail uses in the area and therefore other potential uses were discussed as alternatives. A mixed-use development can provide great distinction between this development and others in the community. The three potential development options envisioned during the charrette process recommended additional residential use. In addition, there was a desire to incorporate residential uses only after the commercial redevelopment has occurred. Better transition between residential and commercial uses was seen as beneficial to the area. This could take the form of live-work units or condominiums.

The proposed redevelopment of the Eastern Avenue and 52nd Street area would take on a different development form than

any other area in the community. The current layout and land use of this area is a traditional suburban strip center, with several outlots along the public street frontage. The new development concepts allow more pedestrian interaction and activity within the interior of the site and would create a more urban environment. Changes to the city's zoning, or use for the city's Form Based Code may also be required to allow for live-work units, and to allow the potential for additional residential units along commercial streets,

Principle 5: Partnerships and Organization

For the Eastern and 52nd Street commercial center, the principle of organization will apply to the neighborhoods, businesses and churches that surround the area. The city will work to continue the past efforts of the Eastern Avenue and 52nd Street Business Association, and the neighborhood scale outreach efforts of Kelloggsville Schools, Grand River Prep Charter Academy, and Kelloggsville Christian Church. Formally establishing a business association or "Adopt A Block" organization may be desirable. If redevelopment is anticipated, the property owners may wish to make use of Public Act 210 of 2005, the Commercial Rehabilitation Act to secure tax incentives for redevelopment.

Principle 6: Sustainability

Sustainability in the context of Eastern Avenue and 52nd Street entails the assurance of a successful and healthy commercial center and the benefits it brings to the community, including increased tax base, walkable retail, and job creation. The success of this commercial center is critical to the ongoing success of the overall area. Depending on whether the center is redeveloped, there is great opportunity to provide many aspects of green development to the area, such as rain gardens, green roofs, planting trees, energy saving utilities and construction, and other components of sustainable green development that will make the center stand out from others in the area and attract additional tenants.

Principle 7: Commercial Development/Redevelopment

The Eastern Avenue and 52nd Street area is primed for redevelopment. Even though some of the buildings are older, there are many factors that make the center an attractive site

for development. There are a large number of housing units in the adjacent area that makes the commercial area viable. Many of residents do not or cannot travel far to get necessities. There are two major arterial streets that abut the development. All of these factors would encourage the redevelopment of the area.

If redevelopment is anticipated, the owners may wish to make use of tools such as the Public Act 210 of 2005, the Commercial Rehabilitation Act which would limit taxes for a period of time after improvements to the center are made.

Figure 18: Eastern Ave & 52nd Street Sub Area- Conceptual Plan 1



Figure 19: Eastern Avenue & 52nd Street Sub Area-Conceptual Plan 2



Figure 20: Eastern Avenue & 52nd Street Sub Area-Conceptual Plan 3



Implementation:

Actions that the city can take to improve the open space and greenway network in the 52nd Street and Eastern Avenue area include:

- Ensure that any redevelopment of the Eastern and 52nd Street area incorporates some common open space—either green space or a hardscape plaza.

- Encourage the owners of the center to plant new trees within the parking lot or along the public street frontage. Additional trees can also be required with new development.

Actions that the city can take to improve mobility at the Eastern and 52nd Street area include:

- Improve crosswalk demarcation at the intersection of Eastern and 52nd Street.
- Investigate the possibility of converting Eastern Avenue into a three-lane road (as recommended in the 2017 Non-Motorized Facilities Plan) in order to allow bike lanes within the existing paved area.
- Work with the Rapid during the Comprehensive Operational Analysis to investigate route realignment to provide bidirectional transit service along 52nd Street, Kalamazoo Avenue, 60th Street and Eastern Avenue.

Actions that the city can take to promote the Place Strengthening at the Eastern and 52nd Street location:

- Determine interest in making Eastern and 52nd Street commercial center a priority redevelopment site through the Redevelopment Ready Communities program.

Actions that the city can take to incorporate Partnerships within the Eastern and 52nd Street area:

- Determine interest in a neighborhood/business association in the area to include churches, schools, businesses, and homeowners. Assess interest in neighborhood projects such as Adopt a Block, National Night Out celebrations, community clean up, etc.

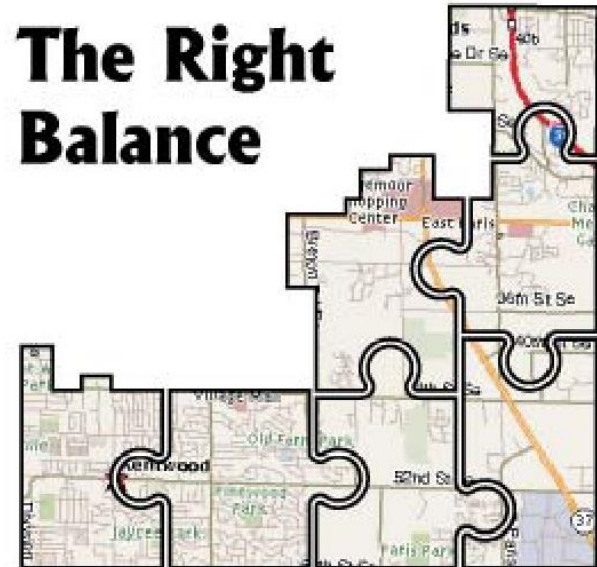
Actions that the city can take to improve Sustainability and Commercial Redevelopment in the Eastern and 52nd Street area include:

- At the current time, it appears that a significant amount of square footage within the shopping center is vacant. The city could help to promote the area by listing the site as a Redevelopment Ready Community priority site. With this designation, the city would be able to promote the site through the Michigan Economic Development Corporation.
- City and the center's real estate representatives should contact dollar stores, convenience stores, and the pharmacies to encourage store models that include fresh foods.
- Start an update of the vision for the site, which was initially completed through a charrette during the 2012 Master Plan update.
- Prepare property information packages for the Eastern and 52nd Street site. The information packages include financial incentives available, deed restrictions, reciprocal access and parking agreements, demographic data and other information to provide a clear indication of the community vision for the property and the tools available to assist in its redevelopment.

CHAPTER 6

KENTWOOD

The Right Balance



FUTURE LAND USE

The Future Land Use Plan is based upon ten land use categories:

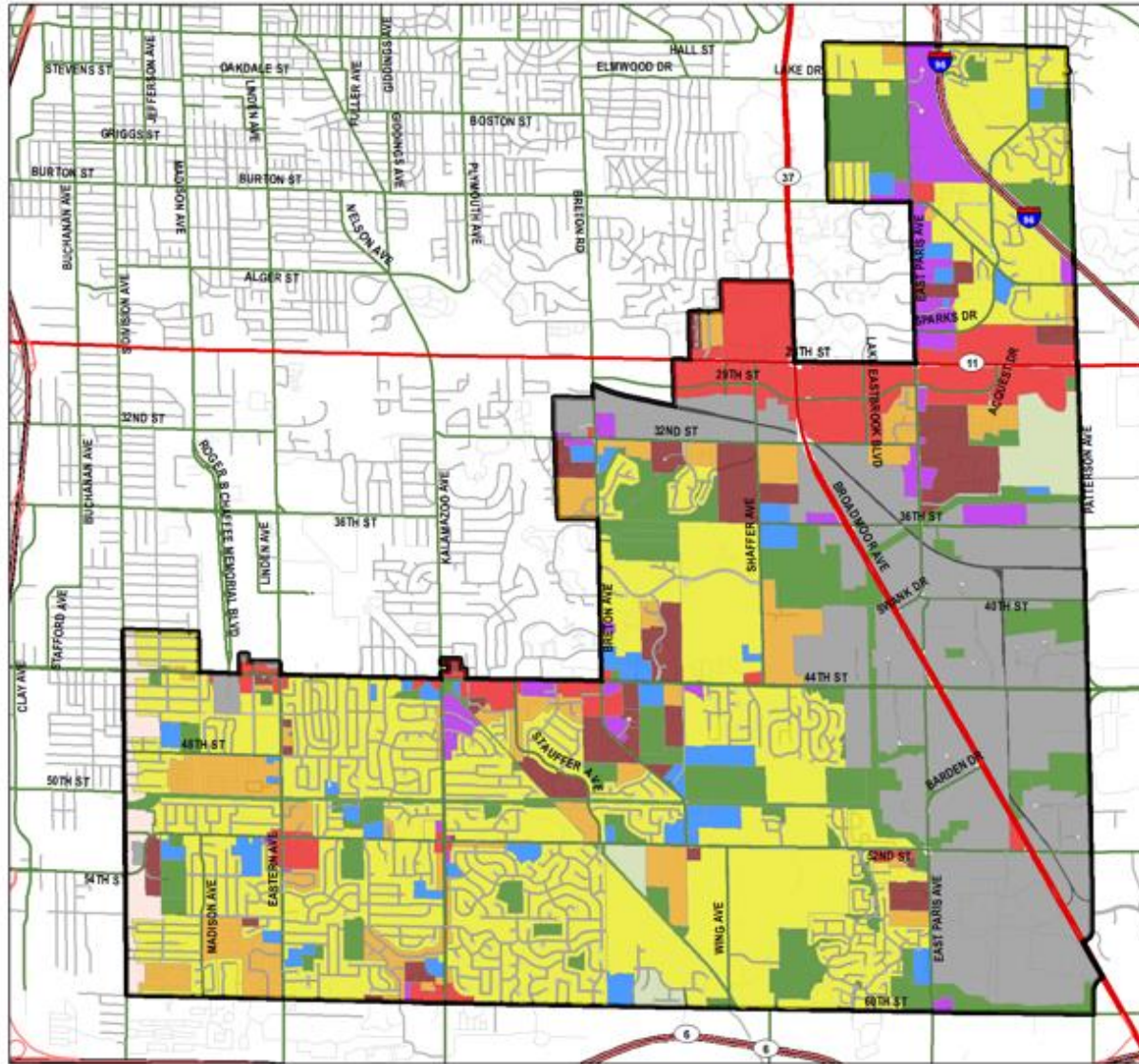
- Low Density Residential: less than four residential units per acre.
- Medium Density Residential: four to eight residential units per acre.
- High Density Residential: eight to twelve residential units per acre.
- Commercial: primarily for commercial goods and services.
- Office: intended primarily for office and business use.
- Industrial: modern technology-based industry and more traditional industrial uses generally associated with manufacturing and warehousing/distribution.
- Institutional: building and parking portion of sites or areas devoted to the following uses: municipal, school, service organization, places of worship and nursing homes.
- Park-Open Space: parks; utility rights-of-way, stormwater detention master ponds, airport clear zones, and open space components of schools, and private outdoor recreational facilities.
- Conservation Oriented Development: reserved for undeveloped land tracts of significant size and containing natural features that lend themselves to alternative planning approaches for residential and/or mixed-use development.
- Mixed (Form Based Code): allows residential, commercial and office development under the provisions of the Form Based Code. The representative regulating plan for the Form Based Code was based on public input from the 2008 the Fisher Station Charrette.

The City shall revise the Mixed Use Planned Unit Development (MPUD) regulations to provide for a greater mixture of uses than the ordinance currently allows. The MPUD regulations will be reviewed and amended as necessary to allow the potential for the mixture of industrial, commercial or residential uses in a planned setting. The

MPUD zone could potentially be used to accommodate a mixture of uses proposed for areas designated as "Conservation Oriented Development", allowing greater flexibility in large properties in which environmentally sensitive lands exist or in which the properties require a more sensitive approach due to existing adjacent land uses.

In addition, the future land use map will designate any areas that have potential as Transit Oriented Developments (TODs). These areas are defined by their proximity to transit, their higher density, and by their access to pedestrian walkways and paths. The TOD areas may allow flexibility to permit uses that are conducive to transit. The area considered to be the best location for a TOD within the city is the Division Avenue Corridor.

The Master Plan text describes each sub area and provides recommendations based on the six Planning Principles. Recommendations for implementation are also provided.



Legend

City of Kentwood

Future Land Use

- Commercial
- Conservation Oriented Development
- Mixed Use (FBC)
- High Density Residential
- Industrial
- Institutional
- Low Density Residential
- Medium Density Residential
- Office
- Park-Open Space
- Railroad

Streets & Roads

- Freeway
- Freeway Ramp
- Highway
- Primary
- Secondary
- Private



**CITY OF KENTWOOD
PLANNING DEPARTMENT**

**MASTERPLAN UPDATE
2019**

**FUTURE LAND
USE MAP**

Map created by:
PLANNING DEPARTMENT
CITY OF KENTWOOD



MAP NO.: 8

DATE: 01/2020

LIST OF COMPENDIUM DOCUMENTS

This master plan document should be consulted in conjunction with the following compendium documents as amended:

- COMPENDIUM A: ZONING PLAN**
- COMPENDIUM B: NON-MOTORIZED FACILITIES PLAN**
- COMPENDIUM C: DIVISION AVENUE CORRIDOR PLAN**
- COMPENDIUM D: FOUR CORNERS TRANSPORTATION PLAN**
- COMPENDIUM E: WIRELESS COMMUNICATIONS PLAN**
- COMPENDIUM F: SITE-SPECIFIC LAND USE ANALYSIS**
- COMPENDIUM G: MIXED USE SITE ANALYSIS**
- COMPENDIUM H: IMPLEMENTATION SCHEDULE**