



AGENDA

COMMITTEE OF THE WHOLE WORKSESSION

TUESDAY, JANUARY 16, 2024

6:00 PM

CITY HALL LARGE CONFERENCE ROOM #119

1. Closed Session:

- a. Motion to enter closed session for negotiation sessions connected with the negotiation of collective bargaining agreements as permitted under Section 8 (c) of PA 267 Open Meetings Act of 1976. (roll call vote)
- b. Reconvene from closed session.

2. Planning Department:

- a. Recommend approval/rejection of Master Plan Amendment for rezoning of [NE Quadrant of 52nd St and Broadmoor Ave.](#)

PUBLIC COMMENT.

The City of Kentwood does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The Human Resources Director, 4900 Breton Ave., SE has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the American with Disabilities Act, and the rights provided thereunder, are available from the ADA coordinator.



MEMORANDUM

TO: City Commission Committee of the Whole

FROM: Terry Schweitzer, Community Development Director

DATE: January 10, 2024

RE: Master Plan Amendment for the Northeast Quadrant, 52nd Street and Broadmoor Avenue (M-37)

Actions Requested:

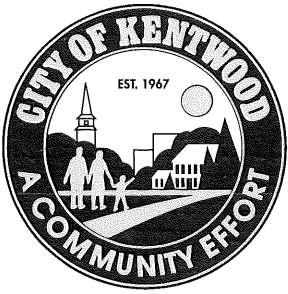
- 1) Determine whether to approve or reject the Master Plan Amendment relating to the Northeast Quadrant, 52nd Street and Broadmoor Avenue (M-37)

Background:

The applicant applied to the Planning Commission for a formal amendment of the Master Plan designation. A Notice of Intent was prepared and distributed indicating the City's intent to consider the amendment. In accordance with Section 39 of the Michigan Planning Enabling Act, PA 33 of 2008, MCL 125.3839, the notice was sent to the regional planning Commission, public utilities, railroad companies, public transportation system, county road commission, neighboring local governments, and the state transportation department. On November 21, 2023, the City Commission passed Resolution # 32-33 asserting the right to approve or reject the Master Plan amendment.

The Planning Commission public hearing was held on January 9, 2024, and attached you will find the Planning Commission action to conditionally approve the request by Andrew Anderson to change in the Master Plan Land Use designation from Industrial to Commercial for the Northeast Quadrant of 52nd Street and Broadmoor Avenue (M-37). Within the recommendation, an economic impact analysis is referenced comparing an industrial concept plan for the site with the proposed commercial pickleball-whiffle ball restaurant concept plan. Attached is also a December 22, 2023, email from the author of the analysis, Paul Isely, Associate Dean of the Grand Valley State University Seidman College of Business, detailing his approach and qualified conclusions.

Please let me know if you have any questions.



**CITY OF KENTWOOD
PLANNING COMMISSION
PROPOSED
FINDINGS OF FACT
JANUARY 9, 2023**

PROJECT: Anderson Commercial Master Plan Amendment Request
APPLICATION: 25-23
LOCATION: Northeast Quadrant 52nd St and Broadmoor Avenue (M-37)
PUBLIC HEARING DATE: January 9, 2024
REVIEW TYPE: Master Plan Amendment

MOTION: **Motion by Holtrop, supported by Kape, to grant conditional approval of the request of Andrew Anderson, for the proposed change in the Master Plan Land Use designation from Industrial to Commercial for the Northeast Quadrant of 52nd Street and Broadmoor Avenue (M-37) for the properties Mr. Anderson has under contract (5080, 5090 and 5140 Broadmoor, and 4581 52nd Street) as well as the properties immediately to the south fronting on 52nd Street (5180 Broadmoor Avenue, SE and 4561-52nd Street, SE)**

- Motion Carried (8-0) –
- Quinn absent -

CONDITIONS:

1. The above-described properties shall be developed as a Commercial Planned Unit Development (CPUD) to establish integrated shared access consisting of no more than one City of Kentwood approved driveway onto 52nd Street and no more than one Michigan Department of Transportation (MDOT) approved driveway onto Broadmoor Avenue. The designation to commercial shall also provide that a comparable commercial configuration may also be considered by the city if consistent with the purposes identified herein (e.g., necessity of shared access, necessity of reciprocal access, necessity of access in accordance with Michigan Department of Transportation design and safety standards.)
2. Reciprocal access easements shall be established between all adjoining properties within the overall described northeast quadrant.

BASIS:

1. Recent professional real estate research reports and The Right Place, Inc caution that there is a relative scarcity of available industrial real estate in the southeast portion of the Grand Rapids Metro area and particularly Kentwood. However, the Planning Commission feels the collective 8+ acres of multiple properties in the northeast quadrant of 52nd Street and Broadmoor Avenue are better suited for planned commercial use due to its relatively small size and triangular configuration. In the meantime, Gaines Township, immediately to the south has recently rezoned 320 acres of land in the northeast portion of their community to industrial on land previously master planned for industrial use.

2. Several Planning and City Commissioners requested an economic impact analysis comparing an industrial concept plan for the site with the proposed commercial pickleball-whiffle ball restaurant concept plan. The industrial concept plan (designed by a party who contacted The Right Place, Inc earlier in 2023 while considering the purchase of the site Anderson now has under contract) was similar to the development of the multi-tenant industrial building site located in the southeast quadrant of Broadmoor Avenue and 52nd Street. Therefore, the tenant mix within the existing southeast quadrant building was used to gauge the tenant mix for the analysis. The base analysis suggests that the industrial concept plan would have greater economic impact. However, the relative proportion of manufacturing businesses associated with the industrial concept and the possible catalytic effects of the pickleball-whiffle ball restaurant concept could shift the scales in favor of the commercial use.

3. The northwest quadrant of 52nd Street and Broadmoor has a commercial land use designation and has been developed as a Commercial Planned Unit Development since 1996 when it was rezoned to provide industrial support or service uses. This site was likewise triangular shaped under multiple ownership interests.

4. It is important for the collective properties to be treated as an integrated site including 5180 Broadmoor and 4561 52nd Street immediately to the south. If the land use designation is changed to commercial, a straight C-2 zoning would not be appropriate. Therefore, the properties should be developed as a Commercial PUD or another appropriate commercial zoning configuration.

5. Given this location at the intersection of an arterial street and a state trunk line, access onto Broadmoor Avenue and 52nd Street for the Anderson properties and the two properties immediately to the south (5180 Broadmoor Avenue and 4561 52nd Street) must be integrated in

accord with Michigan Department of Transportation (MDOT) driveway design and safety standards.

6. Discussion at the Master Plan Committee, Land Use and Zoning Committee, East Beltline Advisory Board, public meeting and public hearing.

Schweitzer, Terry

From: Paul Isely <iselyp@gvsu.edu>
Sent: Friday, December 22, 2023 9:14 AM
To: Schweitzer, Terry
Subject: RE: Industrial and Commercial Concepts for the NE Quadrant of Broadmoor Avenue and 52nd Street

OK,

Here is the fast and dirty – so it is nowhere near as accurate as a true impact study would be.

1. I did not calculate the value of construction... likely the two options will have nearly the same construction impact.
2. I did not look at effects such as it being easier to draw in manufactures to other properties if there is a restaurant and sporting field nearby etc... these are known as catalytic effects and often they can be bigger than the standard impact.
3. The Geography of the effect is the Grand Rapids – Kentwood MSA
4. This is purely the effect at the door with Direct, Indirect, and Induced spending – but no catalytic effects.
 - a. A restaurant with 30 employees and a sporting complex with 5 employees
 - b. Commercial Printing with 22 employees, a wholesale store with 5 employees, a warehouse with 1 employee, and manufacturing of 22 employees. So similar to the property to the north. south (TES)
5. These are annual effects and because of how I ran the numbers using only number of employees you should view these as +/- 20%

As a favor to Tim I am giving you this quick view – if you need more, then I will need to work out a contract.

The Restaurant Case

Impact	Employment	LaborIncome	ValueAdded	Output			
Total	47	\$ 1,688,498	\$ 2,567,568	\$ 5,184,080			
TAX	SubCountyGeneral	SubCountySpecialDistricts	County	State	Federal	T	:
	\$ 20,987	\$ 50,925	\$ 14,773	\$ 170,484	\$ 373,677		

The Industrial CASE

Impact	Employment	LaborIncome	ValueAdded	Output			
Total	96	\$ 6,858,564	\$ 10,322,442	\$ 22,589,898			
TAX	SubCountyGeneral	SubCountySpecialDistricts	County	State	Federal	T	:
	\$ 51,700	\$ 114,646	\$ 33,251	\$ 455,322	\$ 1,521,063		

From: Schweitzer, Terry <SchweitzerT@kentwood.us>
Sent: Thursday, December 21, 2023 8:40 AM
To: Paul Isely <iselyp@gvsu.edu>
Subject: Industrial and Commercial Concepts for the NE Quadrant of Broadmoor Avenue and 52nd Street