

2012 City of Kentwood Master Plan

June 4, 2012

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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: SECTION ANALYSES OF THE FUTURE LAND USE MAP

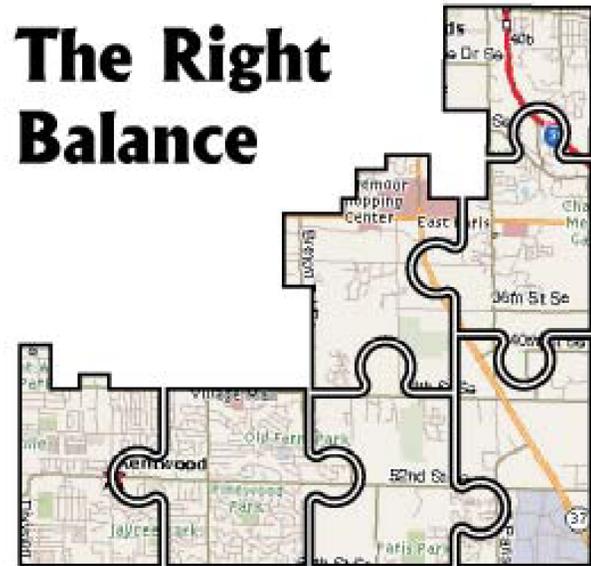
COMPENDIUM B: MAJOR THOROUGHFARE PLAN

COMPENDIUM C: DIVISION AVENUE REDEVELOPMENT STUDY

COMPENDIUM D: WIRELESS COMMUNICATIONS PLAN

KENTWOOD

The Right Balance



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 principles designed to ensure an economically, environmentally, and culturally sustainable Kentwood. Whereas this plan updates the 2005 Master Plan prepared for the city, particular emphasis has been placed on targeted areas – referred to as Sub Areas – and a series of specific issues and policies relative to housing, redevelopment of aging commercial areas, parks, open space, and recreation areas. In addition, the Master Plan also contains seven key Planning Principles developed during a series of meetings which were applied to each of the Sub Areas. These Planning Principles identify specific areas where they should be applied – the Sub Areas as detailed in Chapter 5. They are also applied to the balance of the city as detailed in **Compendium A** and reflected in the Future Land Use Map in Chapter 6. The Master Plan concludes with a Strategic 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 current uses compete with new development in outlying communities. Public and private collaborations and partnerships must be proactively developed and nurtured to achieve these ends.

What is in the Plan

The 2010-2011 Kentwood Master Plan is an update of the city's existing Master Plan which was adopted in 2005. Once adopted, this new Master Plan replaces and supersedes the 2005 document. The Master Plan consists of goals, policies, and recommended actions which will guide land use decision-making for city Planning Commissioners and City Commissioners during the next 20 years. The Plan will be reviewed at least every five years and modified and updated as deemed necessary and appropriate by the City Commission.

The Master Plan is not a law or ordinance, but rather a guide for decisions on land use and the policies to support 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 adoption of

the Plan. The seven Planning Principles establish a vision for future development and how to plan for it. The principles then may, for example, result in amendments to the city's subdivision and zoning ordinances, landscape requirements, provisions for non-motorized trails, character-defining gateway treatments strategically placed at specific entry points into Kentwood, and plans for capital investments in support of all the above.

The Master Plan update also identifies areas for further in-depth studies - specifically the need for an overall housing study, a non-motorized facilities plan, and a study of the 28th and 29th Street Corridor.

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. 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, gross 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 existing land use summary has also been illustrated as part of an existing land use map, an existing 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 specific policies, action items, and the appropriate implementation strategies. A number of working sessions were held with the Master Plan Sub Committee and Planning Department staff to study and evaluate critical key issues facing Kentwood. The specific issues and policies include:

- A review of the City's 70/30 Balanced Housing Policy;
- Evaluating the issues relating to the Bus Rapid Transit (BRT) line along Division Avenue and the potential it brings to the redevelopment of the Division Avenue Corridor;
- Identifying policies to encourage the redevelopment of substandard housing in specific areas of the city, including the city's response to foreclosures;
- 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;
- Reviewing the city's open space network, non-motorized transportation network and integrating the city's Parks and Recreation Master Plan recommendations;
- Address the relatively new concept of Complete Streets;
- Provide insight into the location and standards for Transportation Oriented Development.

Planning Principles

The Master Plan contains seven 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 with Planning Commission input for the Master Plan update. As with the Issues and Policies component of the Master Plan, this document is unique in that specific locations

have been identified relative to where these Planning Principles should be applied. In addition, many of these principles have been applied on a broader scale across the balance 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 seven Planning Principles include:

1. Open Space and Greenway Network
2. Traffic / Transportation / Transit/Trails Network
 - a. Major Arterials
 - b. Primary Intersections
 - c. Trails
 - d. Transit Corridors
3. Land Use and Place Strengthening
 - a. Gateways
 - b. Sharpening the Sense of Place
4. Alternate Development Forms
5. Partnerships and Organization
6. Sustainability
7. 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. 44th Street at Breton Avenue
3. The Kalamazoo Avenue corridor between 44th and 60th Streets
4. Section 34 (Breton Avenue extended)
5. Section 13 (Patterson Farm)
6. 28th and 29th Street commercial corridor

7. Patterson Industrial Site (Industrially zoned land at the southeast corner of Kentwood bound by Patterson Avenue and Broadmoor Avenue (M-37), and 52nd Street)
8. City Campus
9. Eastern and 52nd Street

The goal was to develop plans specific to the existing conditions and future needs of each of the nine Sub Areas. These plans were based on the work completed in 2005 and were updated to address current conditions, concerns, and needs. Several new sub areas were identified and addressed through the Master Plan Update.

Strategic Implementation Plan

The final and critical element in the Master Plan is the Strategic Implementation Plan (SIP) which details how to implement each of the recommendations contained in the Plan. The SIP identifies each recommendation, or Planning Principle, specifies which sub area it is located in, describes the action necessary to implement the principle, and identifies who is responsible for implementing the action. The Strategic Implementation Plan 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 2005, the city relied in part on the input given in 2004 through the Citizens Advisory Committee, the Stakeholders Committee, public information meetings held throughout the process, public meetings with the property owners in the sub areas, the 2008 Division Avenue Fisher Station Charrette, and community surveys undertaken in 2009 and 2010. In addition, Planning Staff held meetings with various stakeholders to gain insight into their areas of expertise and their view of the future of the city.

Data Gathering and Assessment

The Planning Department collected demographic information as updates were available. The census data used include estimates for 2009 as well as actual census data collected from the 2010 Census. The available data from the estimates suggested changes to the city that were not anticipated in 2004-2005.

Issues and Policies

Planning staff and the Planning Commission worked to study and evaluate key issues, some of which are different from the concerns of only a few years ago. Stakeholder input and citizen surveys suggests the critical review of key issues in the community. These issues include the city's 70/30 Balanced Housing policy, the Bus Rapid Transit system and its implications for the redevelopment of the Division Avenue area, and the review of the city's open space and non-motorized trail network. In addition, new issues and policies were considered, such as the incorporation of sustainable practices in the city, the provision of "Complete Streets," and the incorporation of economic development strategies into the Master Plan.

Many of the issues were incorporated as part of the discussion with property owners, area planners, the Planning Commission, and the public in the course of the Master Plan development. From these discussions, the Planning Department developed many of the key principles, action items for implementing solutions to the specific issues and policies, and the Strategic Implementation Plan.

Sub Area Workshops

The Sub Area Workshops were initially held for the Master Plan Update in 2004. These workshops focused on seven key areas in Kentwood. The character of these sub areas ranged from older urban zones (such as the Division Avenue corridor) to undeveloped areas (such as the Breton Avenue extension between 52nd and 60th Streets). The workshops achieved

multiple goals by providing a creative forum whereby Planning staff, Planning Commissioners, planners from neighboring municipalities, and property and business owners reviewed key problems and proposed solutions. From this work came many of the Planning Principles described in the 2005 Master Plan. In 2010 the recommendations from 2004 were reviewed and analyzed. If a recommendation from the Sub Area analysis was still valid, it was retained in the Master Plan Update. When a Sub Area recommendation required alteration, staff met with property owners, residents or businesses to discuss whether the amendments were warranted. In addition, several new sub areas were identified for analysis.

The goals for the Sub Area review were:

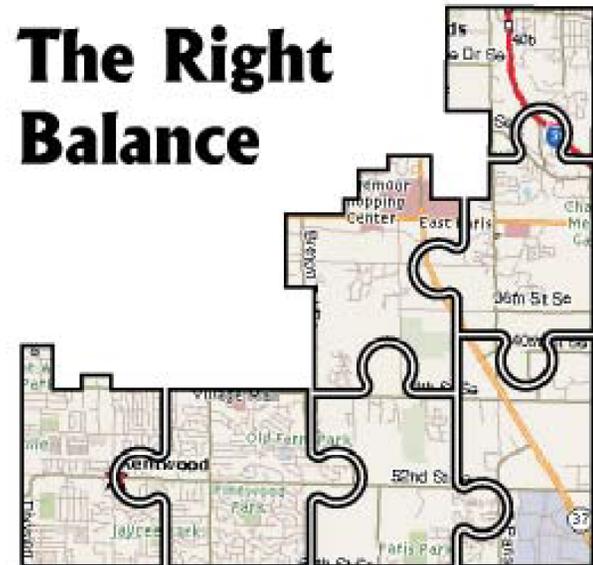
- To develop clear vision statements describing the future character for each of the Sub Areas;
- To build consensus regarding how future redevelopment and reinvestment should occur;
- To allow property owners and interested parties to identify what features should be added, removed, or enhanced;
- To identify what type of additional facilities are needed, where they might be located, and how these might be linked to existing facilities;
- To identify what role the city should play in guiding future growth and when to step aside and allow the private sector to implement these plans; and
- To integrate Kentwood's future plans for each of the Sub Areas with those of neighboring communities.

CHAPTER 2

Community Background

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 1960 -2010.

Table 1: Regional Population Change 1960-2010. (Source: US Census)

POPULATION GROWTH, 2000-2010 (Source: US Census)						
Place	1960	1970	1980	1990	2000	2010
Michigan	7,823,194	8,875,083	9,262,078	9,295,297	9,938,444	9,883,640
Kent County	363,187	411,044	444,506	500,631	574,335	602,622
Cascade Twp	3,333	5,243	10,120	12,869	15,107	17,134
Gaines Twp	6,120	8,794	10,364	14,533	20,054	25,146
Grand Rapids City	177,313	197,649	181,843	189,126	197,846	188,040
Grand Rapids Twp	16,738	6,823	9,294	10,767	14,035	16,661
Kentwood*	19,235	20,310	30,438	37,826	45,239	48,707
Wyoming	45,820	56,560	59,616	63,891	69,366	72,125

* Kentwood did not become a city until 1967

Table 2: Population Percentage Change 1960-2010 (Source: US Census)

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

The 2005 Master Plan used census data from the 2000 Census. Since that time, population in the city has increased but at a

decreasing rate. Kentwood enjoyed a high growth rate during the 1970s and the 1980s, and continued to grow into the 1990s, but at a declining rate. The city's growth rate from 2000-2010 is only slightly higher than it was from 1960 to 1970. 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. It is predicted that the loss of employment experienced in Michigan will continue to impact the construction of new housing as well as the construction of new office and commercial developments.

Analysis

The slowing population growth rate for Kentwood is largely due to the decline of available undeveloped land and the slowing economy. The impact of this is that 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

Kentwood has experienced balanced growth in terms of age demographics when compared with state and national trends from 1990-2000. By comparison, Gaines Township and Cascade Township experienced a sizable increase in senior citizens coupled with much smaller proportional gains in the population of children and working-age adults. The shifting age demographics of Kentwood show that the City continues to attract families and working-age adults, very similar to the growth patterns of the cities of Wyoming and Grand Rapids. However, it is anticipated that the city will attract more senior citizens, and many working-age adults now living in Kentwood will choose to remain in the city as senior citizens.

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—is also a feature that is 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 2010 (Source: US Census)

	% <u>< 18 yrs</u>	% <u>18-64 yrs</u>	% <u>64 yrs +</u>	Median <u>Age</u>
Kent County	26.2	60.6	11.1	34.4
Gaines Township	27.5	62.0	10.5	34.8
Grand Rapids	24.7	64.2	11.1	30.8
Kentwood	23.3	63.1	11.5	34.3
Walker	22.9	65.0	12.1	32.1
Wyoming	29.8	61.1	9.0	32.1

Overall the city's residents are getting older. Kentwood's median age in 2010 was 34.3; in 2000 the median age in the city was 32.4 years. The city also lost population in the 0-5 year old cohort and in the age group that includes 30 to 44-year-olds. Larger increases in population were seen in the elderly population between 2000 and 2010.

The city residents, on average, are also more educated than the overall area. Sixty-four percent of Kentwood residents have at least some college education, while in the overall CSA (Combined Statistical Area), only 51% have at least some

college. A majority of Kentwood residents are white collar workers and 87% of workers commute by themselves to their jobs. This may have some implications for potential mass transit or alternative transit in the future. (Source: Claritas)

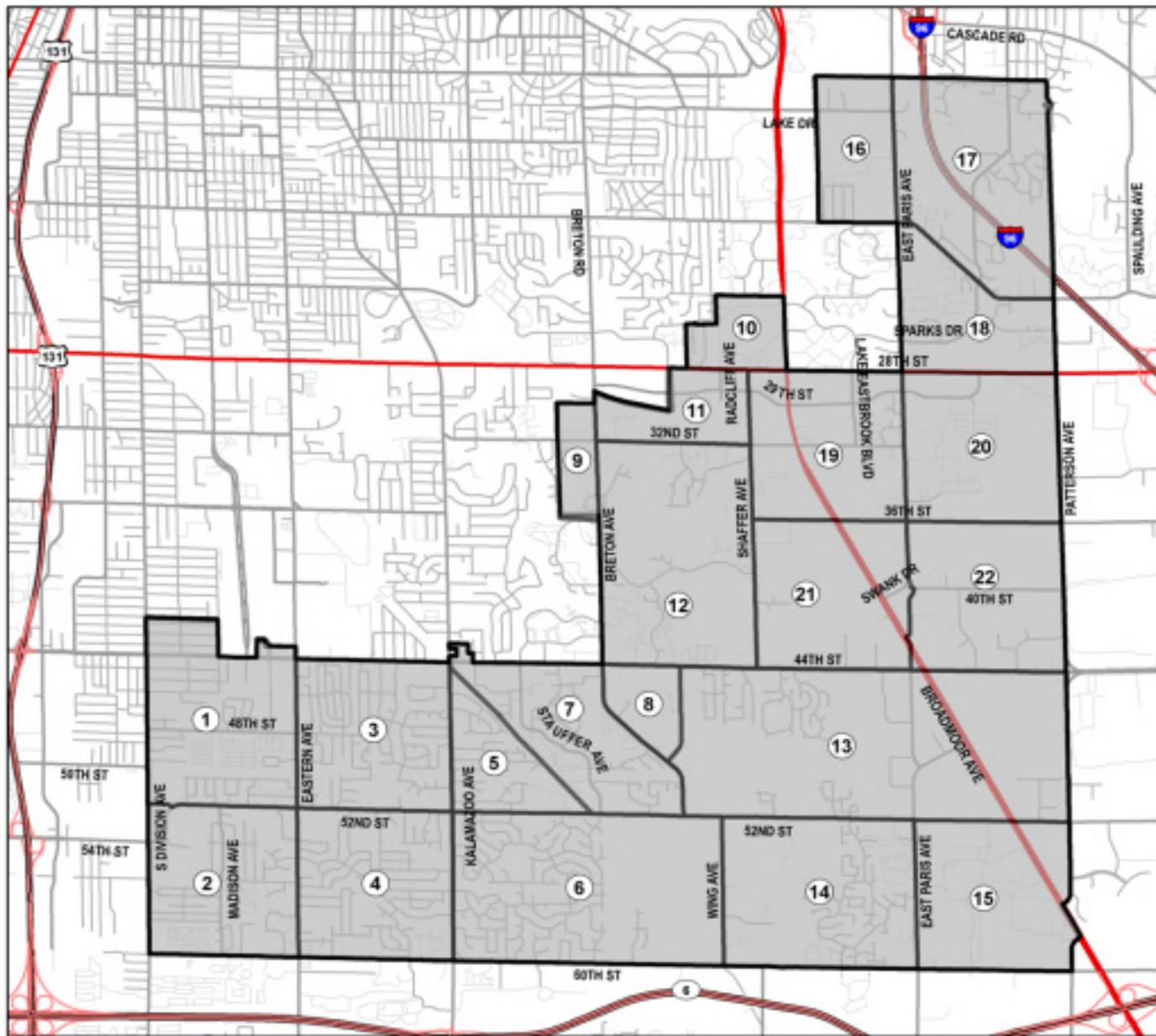
Population Distribution

Findings

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 proposed 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. These concentrations are expected to change over time with the expected gains being in the southeast portion of the City, where there is vacant land zoned for residential development, and along Division Avenue, where increased density is planned in association with the proposed Bus Rapid Transit (BRT) system. 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



0.50 0 0.50

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 recent changes in housing units versus neighboring municipalities, Kent County, and the State of Michigan.

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

Housing Units--2000-10 change, Owner/Renter, Vacancy Rates, Median Value								
Place	HU 2000	HU 2010	Change no. units	% change	% owner	%renter	vacancy	med value 2007
Michigan	4,234,279	4,532,233	297,954	7.0%	75.1	24.9	14.2	\$ 152,200
Kent County	224,000	246,901	22,901	10.2%	69.7	30.3	8	\$ 148,800
Grand Rapids	78,003	80,619	2,616	3.4%	56.0	44.0	10.5	\$ 124,200
Kentwood	19,507	21,584	2,077	10.6%	61.2	38.8	8.5	\$ 143,900
Walker	9,201	10,432	1,231	13.4%	62.8	37.2	7.2	\$ 155,700
Wyoming	27,505	28,983	1,478	5.4%	65.9	34.1	6.9	\$ 121,700

During the 1990s, Kentwood experienced a significant gain in the number of housing units as the number of units increased almost 20%. While the gain is noteworthy, it is also important to note that Kentwood added housing units at a slightly higher pace than the rest of Kent County. 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%. The number of housing units in the city increased by 2,077 units from 2000-2010.

Due largely to the City of Kentwood's 70%-30% housing policy, 71% of the growth in housing units during the 1990s was single-family residential.

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, although clearly single family homes and condominium units can both be rented. According to the 2010 Census, the percent of occupied housing units in Kentwood is 61.2% and rental units represent 38.8% of the total occupied housing units in the city. The housing vacancy rate for the city appears to be high when compared to other neighboring municipalities—this may be attributable to the number of rental properties in the city or housing foreclosures.

However, the occupancy rate in Kentwood is well above regional and state averages. The implication of such a high occupancy rate is that Kentwood is a desirable and affordable area and that there will continue to be a demand for additional housing.

While the demand for new housing may be strong, it is important to continue to work to achieve a balance between residential and commercial development and between development and land preservation. It is also important to maintain and preserve the existing housing stock within the City.

Table 5: Change in Occupied Housing Units 2000-2010

Place	Hsg Units 2010	2010 Occ. HUs	% Occ HU 2010	% Occ. 2000	% Change 00-10
Michigan	4,535,533	3,872,508	85.4%	89.0%	-3.6%
Kent County	246,901	227,239	92.0%	94.0%	-2.0%
Grand Rapids	80,619	72,126	89.5%	95.0%	-5.5%
Kentwood	21,584	19,741	91.5%	94.7%	-3.2%
Walker	10,432	9,684	92.8%	96.0%	-3.2%
Wyoming	28,983	26,970	93.1%	96.0%	-2.9%

Source: 2010 US Census by Data Driven Detroit

Foreclosures have been an issue in many areas within the state, including Kent County. 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, but the numbers are not adjusted to reflect any foreclosed homes that

have since been purchased. The total foreclosures represent 9.6% of the city's housing stock.

The bulk of single family residential housing in the city falls into the \$100,000-\$149,000 range (42%), with another 19% of the housing within the \$150,000-\$190,000. Local realtors interviewed regarding housing values anticipate that average housing values will fall within the next several years due to the number of foreclosed properties on the market. The median value of homes in Kentwood is \$143,000; the median value for Kent County overall is higher at \$148,800 (Source: 2007 American Community Survey 3 year Estimates). At the time of the preparation of the Master Plan Update in 2009 and 2010, the foreclosure crisis caused the downward trend of housing values in Michigan, including the Grand Rapids area. It is anticipated that it may take years before housing values rise back to the level experienced in 2007.

New Population – Housing Growth

Analysis:

There are only a few 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. Some residential uses may also be planned for the area. In any case, both these developments will incorporate open space, or conservation areas, as part of the development.

Another opportunity for new housing growth in the Division Avenue Corridor. This Master Plan is premised on the potential for the Bus Rapid Transit system to be implemented in the future. 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. For the study area from 54th Street to 60th Street, it was envisioned that an additional 1,700 housing units could be constructed if Bus Rapid Transit is introduced to

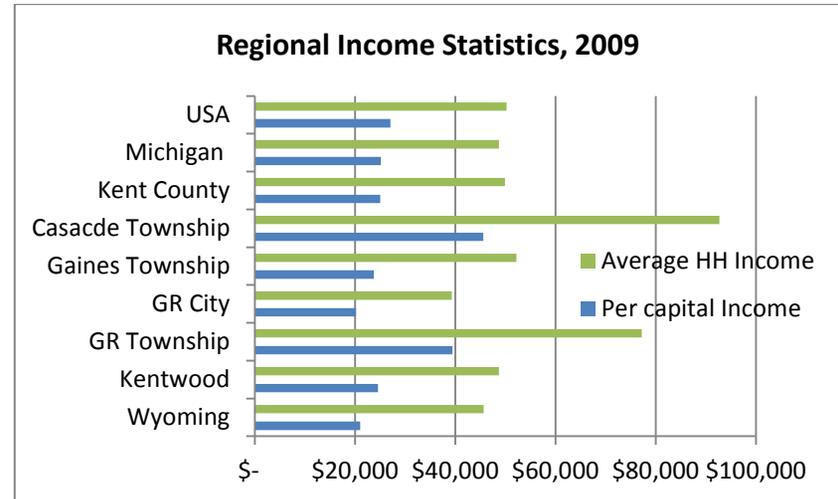
the area. This number includes residences in both Wyoming and Kentwood, and would include both single and multifamily development.

Household Income

Findings

In 2009, the average household income of Kentwood residents was \$48,727, which is lower than Kent County (\$49,908) and Gaines Township (\$52,168). However, per capita income is about the same for all three entities, indicating the decreasing household size of the city compared to Gaines Township and the county (Figure 1).

Figure 1: Regional Income Statistics 2009 (Source: American Community Survey/US Census Estimates)



Employment

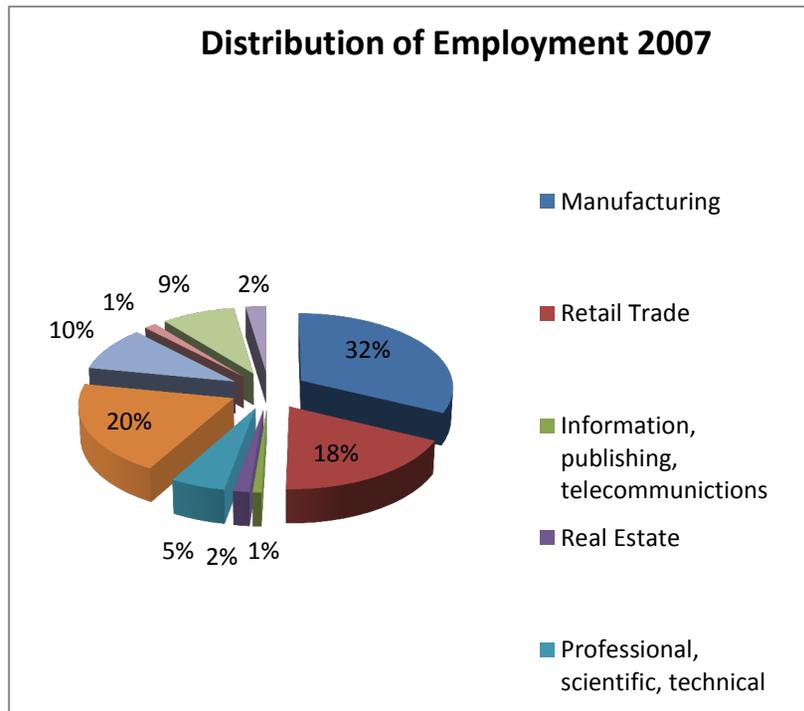
Findings

It is difficult to consider household and personal income outside of the context of employment. The largest employment sector for Kentwood residents was industrial in 2000, accounting for 42% of all residents' jobs. Retail accounted for the third most jobs for City residents in 2000. While the decennial census gives an indication of which sectors Kentwood residents are employed,

the Economic Census gives an indication of the type of employment that is available within the corporate boundaries of the city (Figure 2).

The comparison of the 2002 Economic Census and the 2007 Economic Census seems to indicate the city has lost some manufacturing jobs, although manufacturing overall still dominates the local economy.

Figure 2: City of Kentwood Employment by Sector. (Source: US Census)



Analysis

The shift away from industrial production as a major source of employment and revenue may be of concern to the city. In 2002, 38% of the jobs in Kentwood were manufacturing jobs, and 24% of residents in Kentwood were employed in manufacturing. The 2007 Economic Census indicates that 32% of jobs at that

time were considered manufacturing, a decrease of 15% from 2002. Retail jobs and other job categories also sustained losses from 2002 to 2007. However, the 2007 Economic Census notes a 70% increase in the administrative, health care, and education employment sectors. As the national, state and local economies shift emphasis away from manufacturing and industrial employment, the city should adapt to the changing economic conditions to ensure sustainable job opportunities for residents. Considering the extent to which the local and state economy has shifted away from manufacturing and industrial activity since 2000, this should be a top priority.

While the city of Kentwood has a higher unemployment rate than the nation as a whole, it is lower than many regions of the state and surrounding cities. Kentwood's location near the airport, access to highways, available buildings, and land make it an important part of the region's employment base.

Table 6: Unemployment changes, April 2010 & June 2011
Source, Michigan Dept. of Technology, Management & Budget

Community	April 2010 Unemployment	June 2011 Unemployment
United States	9.5%	9.1%
Michigan	13.7%	11.0%
Kent County	10.9%	8.8%
Kentwood	9.9%	8%
Grand Rapids	15%	12.2%
Detroit	24.4%	21.6%
Wyoming	11.5%	9.2%

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 1978, 43%, or 5,711 acres of Kentwood's land

base had been developed. The vast majority of the development was residential – 62% of all the developed area in the city was used for residential purposes. 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. (Table 7)

Single Family	158,053,607	3,628	30.4%
Vacant	98,909,447	2,271	19.0%
TOTAL	519,747,765	11,932	100%

Table 7: 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 2011, 39.7% of the city is used for residential purposes. Approximately 2,271 acres (16.9%) is undeveloped. Of that acreage, a considerable amount has some sort of development constraint such as wetlands or flood plain (Table 8). The existing Land Use Map (Map 2) portrays the city's current land use.

Table 8: 2011 Land Use Inventory and Acreage Totals. (Source: City of Kentwood)

Land Use Type	Area (Square feet)	Area (Acres)	% of Total
Commercial	34,258,628	786	6.6%
Duplex	7,765,668	178	1.5%
Elderly Housing	8,740,573	201	1.7%
Industrial	82,157,063	1,886	15.8%
Mobile Home Park	6,837,480	157	1.3%
Multi Family	24,758,389	568	4.8%
Office	11,879,059	273	2.3%
Public/QuasiPublic	83,513,286	1,917	16.1%
Railroad	2,874,564	66	.6%



CITY OF KENTWOOD
PLANNING DEPARTMENT

MASTERPLAN UPDATE
2012

EXISTING LAND USE MAP

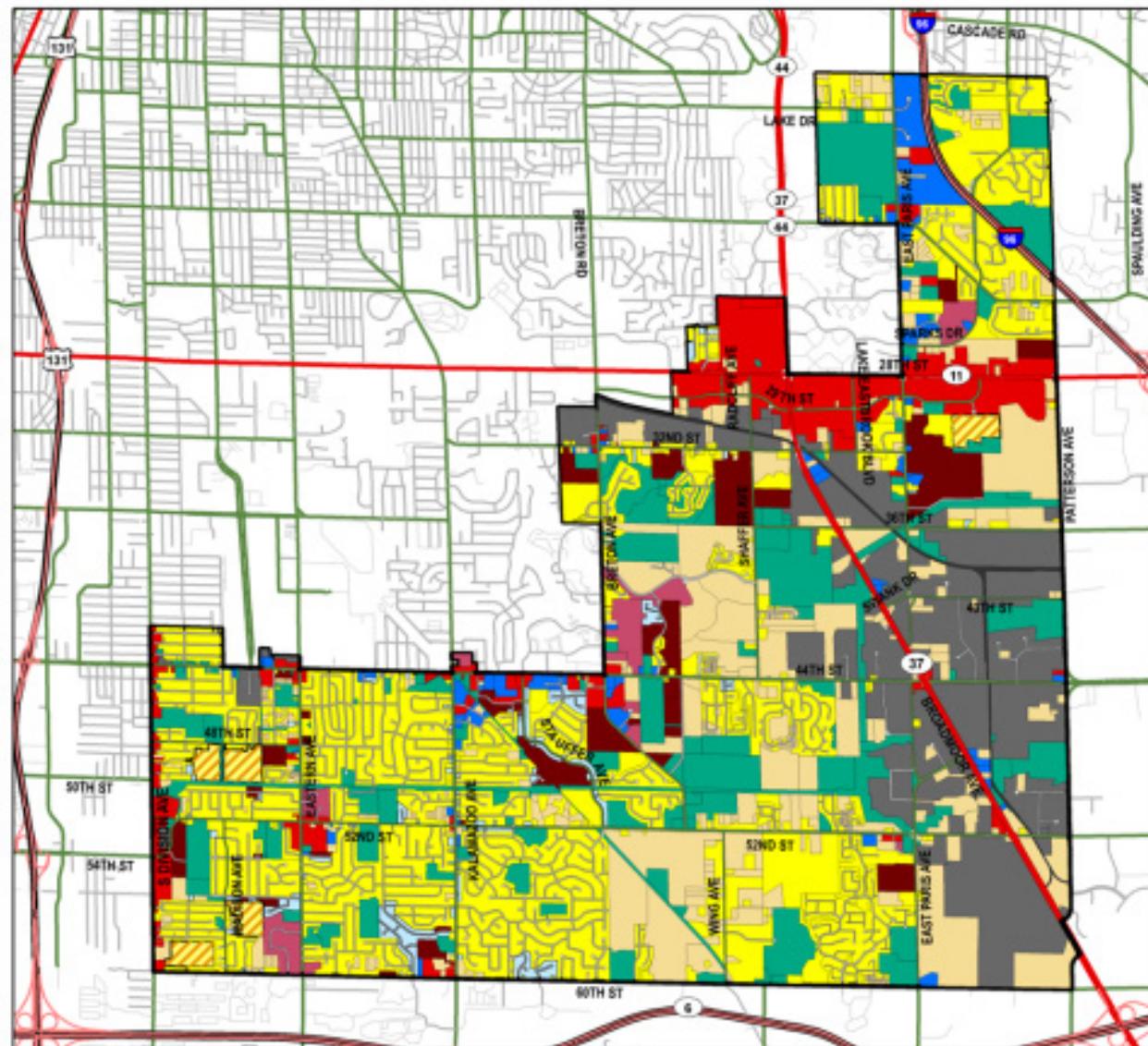
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MAP NO.: 2

DATE: 01/2012



Legend

City of Kentwood

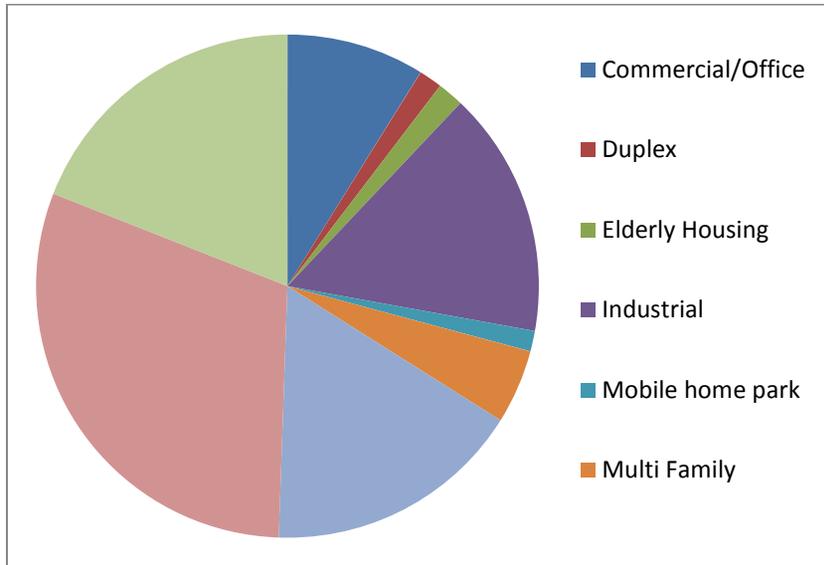
Current Land Use

- Commercial
- Duplex
- Elderly Housing
- Industrial
- Mobile Home Park
- Multiple Family Residential
- Office
- Public/Quasi-Public
- Railroad
- Single Family Residential
- Vacant Land

Streets & Roads

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

Figure 4: Land Use Acreage, 2011 (Source: City of Kentwood)



Equally as descriptive is the total acreage of each zoning district within the city. Table 9 describes the amount of land within each zoning district.

Kentwood includes 2,271 acres of vacant land. The greatest concentration of vacant, developable land is east of Breton Avenue and south of 36th Street. Much of the vacant land is currently zoned for residential development – a combination of low and medium density single family residential.

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 63% of the land base exclusively for residential use. However, the full acreage can

not be developed as housing because of restrictions dictated by site conditions and site development standards. Table 9 details the different acreage totals for each zoning district. Map 3 portrays the current zoning as January, 2011.

Table 9 – Kentwood Zoning Districts, 2011

Zoning District	Description	Acreage Total	Percentage of Total Acreage
R1 A	Very Low Density Residential	437	3.26%
R1 B	Very Low Density Residential	683	5.10%
R1 C	Low Density Residential	3,386	25.27%
R1 D	Low Density Residential	886	6.61%
R2	Two Family Residential	424	3.17%
R3	Medium/High Density Residential	250	1.87%
R4	High Density Residential	551	4.11%
R5	Manufactured Housing	170	1.27%
C2	Community Commercial	745	5.56%
C3	Regional Commercial	139	1.04%
C4	Office/Business	330	2.46%
C5	Neighborhood Corridor Commercial	26	0.19%
I 1	Light Industrial	2,319	17.30%
I 2	General Industrial	158	1.18%
OS	Open Space, Public, Semi-Public	493	3.68%
RPUD -1	High Density Residential PUD	1227	9.15%
RPUD -2	Low Density Residential PUD	385	2.87%
CPUD	Commercial PUD	199	1.49%
MPUD	Mixed Use PUD	0	0.0%
IPUD	Industrial PUD	577	4.3%
OPUD	Office PUD	17	0.13%

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.



**CITY OF KENTWOOD
PLANNING DEPARTMENT**

**MASTERPLAN UPDATE
2012**

**EXISTING
ZONING**

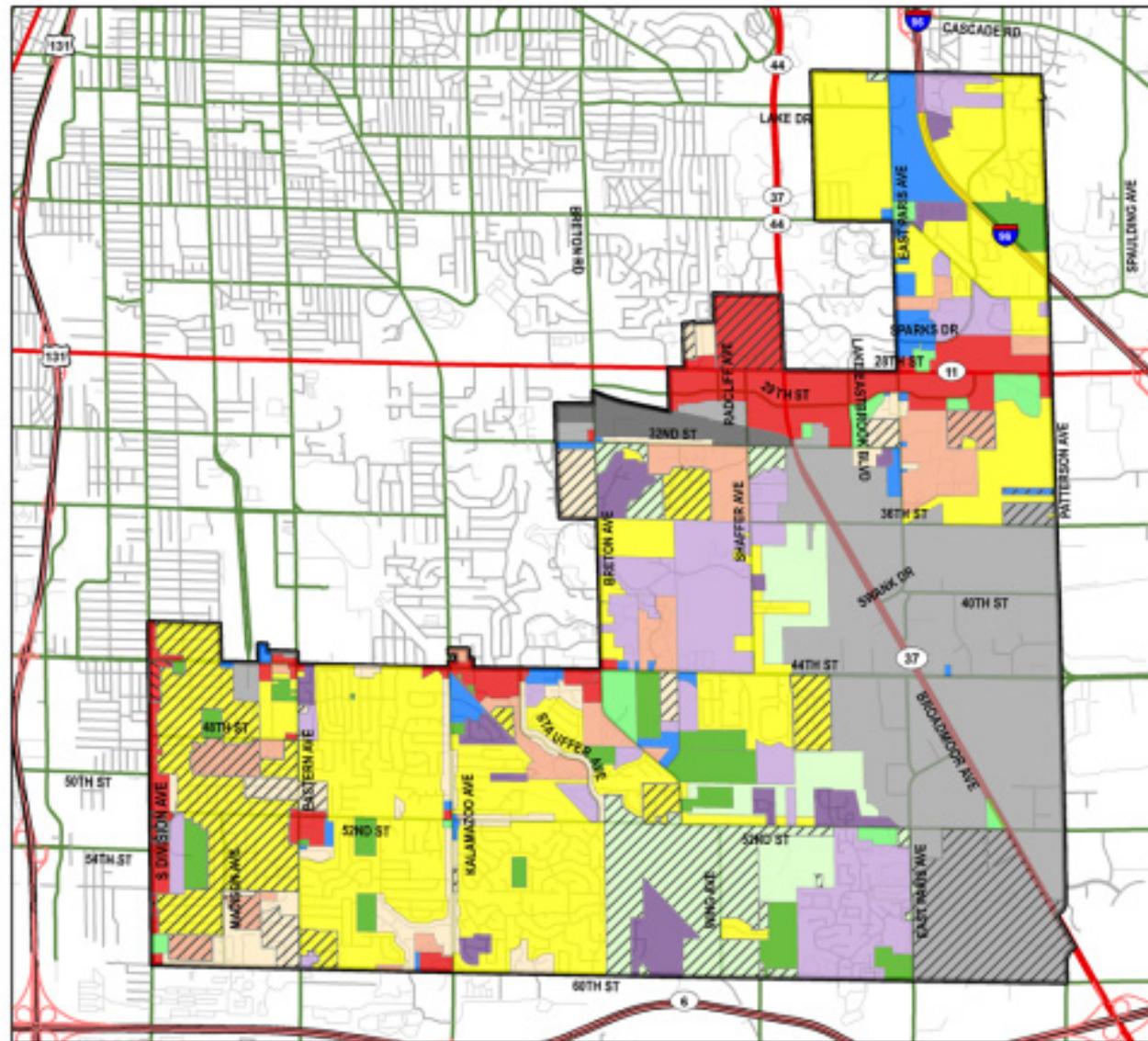
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MAP NO.: 3

DATE: 01/2012



Legend

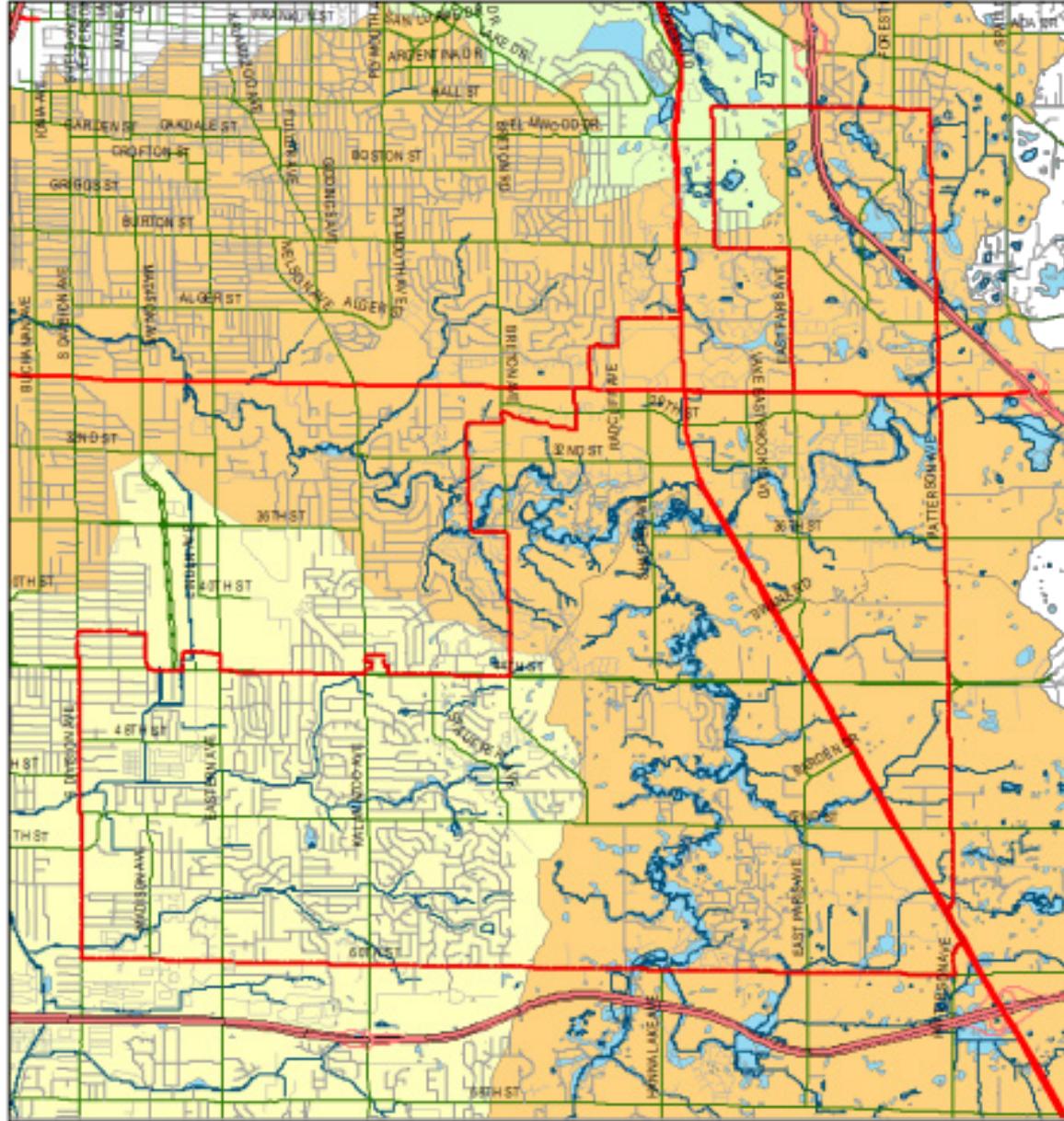
City of Kentwood

Zoning

- C-PUD Commercial Planned Unit Development
- C2 Community Commercial
- C3 Regional Commercial
- C4 Office
- C5 Neighborhood Commercial
- I-PUD Industrial Planned Unit Development
- I1 Light Industrial
- I2 Heavy Industrial
- O-PUD Office Planned Unit Development
- OS Open Space
- R1-A Very Low Density Residential
- R1-B Very Low Density Residential
- R1-C Low Density Residential
- R1-D Low Density Residential
- R2 Two Family Residential
- R3 Medium Density Residential
- R4 High Density Residential
- R5 Manufactured Housing
- RPUD-1 Low Density Residential Planned Unit Development
- RPUD-2 High Density Residential Planned Unit Development

Streets & Roads

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



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

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MAP NO.: 4

DATE: 01/2012



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2012

PARK, OPEN SPACES AND CIVIC SPACES

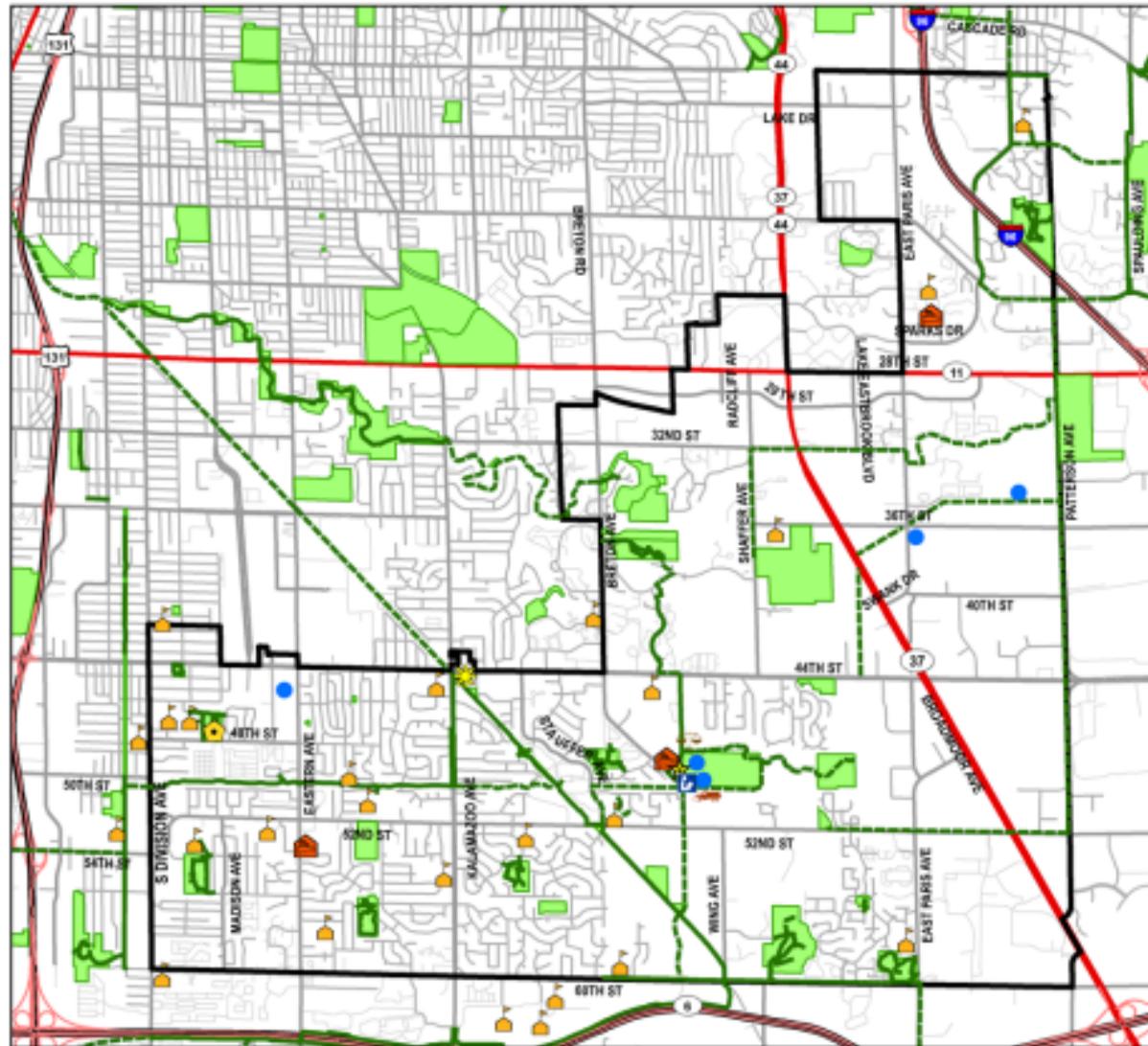
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MAP NO.: 5

DATE: 01/2012



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

Watersheds

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 21 existing and planned facilities totaling 447.2 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 December, 2009. This 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 consider maintenance in the acquisition and development of additional land and facilities.

School Districts

The City of Kentwood is divided predominantly 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.

KENTWOOD

The Right Balance



DEVELOPMENT OF ISSUES AND SUPPORTING POLICIES

The city's 70/30 Balanced Housing Policy;

As described in Chapter 1, this Master Plan is distinctive with its focus on site-specific and topic-specific issues in the City. As such, the Plan recommends specific policies, action items, recommendations, and implementation strategies. The policies were developed during a number of working sessions with the Steering Committee and the Planning Commission in 2005. In 2010 and 2011 Planning Staff, the Planning Commission, and the City Commission discussed the relevancy of the issues and policies outlined in 2005 given the changing economy and issues facing the city in 2010 and 2011.

Many of the key issues and recommended actions were developed in 2005 as a result of round-table discussions with committees, area planners, and the public during the planning process. From these discussions, the consultant team developed many of the key Planning Principles, action items for implementing solutions to the issues, and a strategic plan for implementation. In 2010 and 2011 the city staff worked with the Planning Commission to determine whether these policies, principles and strategies were still relevant to the future of the city.

Some of the Master Plan's action items are implemented upon adoption of the document, such as the desire to update the policy which supports a balance of housing to accommodate home ownership and rental housing. Other action items are not implemented directly by the Plan but rather through future changes to the City's development regulations. For example, some of these items might result in amendments to the City's subdivision and zoning ordinances, landscape requirements, provisions for non-motorized trails, character-defining gateway treatments strategically placed at specific entry points into Kentwood, and plans for capital investments in support of all the above. Finally, this plan recommends further studies to better address some of the

larger issues facing Kentwood.

- The specific issues and policies reviewed in this plan include:
- Issues relating to the proposed Bus Rapid Transit System along Division Avenue and the potential it brings to the redevelopment of the Division Avenue corridor.
- The redevelopment potential for aging areas such as the 28th Street and 29th Street corridor;
- Issues related to an aging housing stock and housing options and the city's response to the foreclosure crisis in the city;
- Review of the city's green infrastructure including open space network and non-motorized transportation network and integrating the city's Parks and Recreation Master Plan;
- Provide an analysis of the economic development policies of the city, and how these policies affect the future growth and land use within the city;
- Address the concept of sustainability as it relates to city operations, land use, and policies.
- Address the concept of Transit Oriented Development areas through out the city.
- Define and incorporate the concept of Complete Streets.

Each of the issues and policies include a summary of existing conditions and challenges and respond with definitive actions to remedy the situation.

70/30 Balanced Housing Policy: Ownership/Rental Housing

Key Issues:

- Kentwood seeks to balance owner-occupied and rental units at a ratio of 70/30. According to the 2000 Census, 61% of the city's housing units were owner-occupied, up from 54% in 1990. The 2010 Census indicates that of the 21,584 occupied housing units, 13,209 (61.2%) are owned and 8,375 (38.8%) are rented.
- The city has long maintained the goal of attaining 70% owned versus 30% rental property. As mentioned above, Kentwood's occupied housing includes 38.8% rental units. Within the Grand Rapids area, Kentwood has a relatively high percentage of rental units when compared to Michigan (24.9% rented); Kent County (30.3% rented), the city of Wyoming (34.1% rented) or the city of Walker (37.2% rented). The percentage of rental units in the city of Grand Rapids was 44% in 2010. (Source: 2010 Census of the Population)
- The largest concentration of rental units is in the eastern portion of the city, primarily located east of Breton Avenue and north of 44th Street.
- The southwestern corner of the city is predominantly medium density residential with smaller lot single family detached housing and a high percentage of owner-occupancy. This area also contains several mobile home parks.
- The redevelopment of the Division Avenue corridor should include additional residential density, some of which could be rental units.
- National trends suggest family size is declining and the future population may no longer need as many large multilevel homes on large lots. However, there is a perception that small houses on modest-sized lots equates to low housing value. The city may need to set standards that will ensure quality homes, even if the

homes built are of modest size.

- Higher-density residential is particularly appropriate for areas with bus rapid transit services, in areas surrounding transit stations, and within mixed use developments.
- In order to remain a leader within Kent County relative to the provision of adequate housing, the city of Kentwood must be proactive and plan for the future needs of a population with an increasing life expectancy and an aging baby-boomer generation. This generation will significantly contribute to the overall growth of retired persons over the next 10 to 40 years. In addition, the city must remain flexible in its land use and zoning policies for increased residential and commercial density and the relationship for encouraging the use of public transportation, mitigating traffic congestion, and planning for alternative modes of travel.
- Areas which can support increased housing density must also have access to public services such as public transportation, recreation, and health care. In addition, any increase in housing density must be accomplished in a manner relative to access to future and existing commercial areas.

Ac Action Items:

- Allow for small lot single family developments that require the construction of quality homes on small lots. These requirements could include architectural and review standards.
- Continue the "Balanced Housing" policy that encourages single family housing and strives for an approximate ratio of 70% home ownership to 30% rental housing units. The Balanced Housing policy shall exclude areas that are designated as Transit Oriented Developments or "TODs".
- Encourage the development of attached residential units

and mixed use developments in areas of the city where services are best suited to accommodate increased density, such as within a Transit Oriented Development or "TOD" District. The city will encourage the concept of "lifelong communities" that offer housing and other amenities for different age groups and abilities.

- ☑ In TOD areas, allow the percentage of owned housing units to rental housing units to approach an equal ratio. The areas targeted for a higher density include: Division Avenue at 54nd Street, 60th Street, and 44th Street, Breton Avenue and 44th Street, and the areas surrounding Woodland Mall. For these areas, the increased density will support transit and planned commercial uses.

Division Avenue Redevelopment and Bus Rapid Transit

Key Issues:

The proposed Bus Rapid Transit or "BRT" will have a major impact on the future redevelopment of the Division Avenue corridor. When the BRT is established, land use and investment will be impacted in a way that was not envisioned in 2005.

- The current zoning codes of Kentwood and Wyoming do not allow mixed use and higher density residential that would help make the BRT corridor successful.
- Division Avenue is a key gateway corridor to both the city of Kentwood and the city of Wyoming, requiring cooperation between the two communities.
- The development that is envisioned as a result of the BRT could invigorate the entire southwest portion of the city of Kentwood.
- Division Avenue conveys traffic to commercial areas and neighborhood communities from M-6 to the south and from the city of Grand Rapids to the north. In addition, it

is bisected by numerous east/west cross streets, such as 44th, 52nd / 54th, and 60th Streets.

- The individual lots in this area of Kentwood are typically small, which can be a significant challenge in any moderate- to large-scale redevelopment along the east side of Division Avenue. As such, a series of separate parcels would need to be assembled for any type of higher development. Again, the BRT could be a catalyst for the assembly of land.
- The planned BRT system will generate interest in the redevelopment of the corridor at a higher density.
- Projected demographic changes in this area of Kentwood anticipate further ethnic diversification. The changing nature of the ethnic background of the residents will require the City to consider assessment of the services provided to Division Avenue based on changing cultural and economic conditions.
- Incorporate the concept of Crime Prevention Through Environmental Design (CPTED) into review of new and redeveloping commercial uses within the Division Avenue corridor to reduce crime and to improve the perception regarding the safety of the area.

Action Items:

- ☑ Develop and adopt a form based code for the Division Avenue corridor. The form based code will dictate the physical form and appearance of the buildings while opening the potential for a variety of mixed uses. This type of zoning is known to attract investment while creating a sense of place that will attract people to live and work along the corridor. In addition, form based code will introduce maximum setbacks to bring buildings closer to the sidewalk, enhancing and emphasizing

walkability.

- ☑ Establish a Corridor Improvement Authority, Downtown Development Authority (DDA), or other authority to assist in providing a means to pay for public improvements along the corridor.
- ☑ The city should consider help to promote incentive programs for first-time home buyers and small-scale development investment. For example, municipal incentives could include expedited review of development and redevelopment proposals by investors.
- ☑ Future planning work should be conducted jointly with the cities of Wyoming and Grand Rapids. One possibility is the development of a Joint Planning Commission between the cities of Wyoming, Kentwood, and Grand Rapids.
- ☑ Improve and beautify the Division Avenue corridor and continue working to place overhead utilities underground, possibly financed through mechanisms such as a Corridor Improvement Authority, Community Development Block Grants (CDBG), and other funding sources.

Redevelopment of 28th and 29th Street Corridor

Key Issues:

- The 28th and 29th Street commercial corridor caters to a regional consumer market, not just Kentwood and Grand Rapids.
- The 28th and 29th Street corridor is a regional amenity that should be addressed across corporate boundaries.
- Given the size and scale of the commercial shopping area and infrastructure that does not promote free

movement between properties, access between most stores requires the consumer to use public roads between adjacent properties. This pattern only serves to add additional traffic congestion to 28th Street which can hasten the perception of being an undesirable place to shop. Although there are portions of the corridor that allow cross access between uses, some property owners resist the establishment of the connections due to concerns about liability, traffic, and the effect that the cross access has on maintenance.

- As the 28th Street corridor ages, concern has been raised regarding the health of the corridor as a retail venue. Competition from newer developments such as Rivertown Crossings and the new retail centers located to the north on the East Beltline may cause an erosion of the retail strength of 28th Street. There is a concern that this corridor could be in decline and losing businesses.
- If the 28th and 29th Street business corridor is to remain healthy and viable over the long-term, a key issue will be to develop ways to maintain the area's regional draw for consumers. Recent trends have shown that commercial areas which combine a mix of uses – such as retail with a variety of residential and office opportunities – will remain sustainable and healthy for many years to come.
- Attempts for median landscaping thus far have failed. However, strategically introducing median landscaping would make traffic movement safer and improve the aesthetic character of the corridor. Such improvements would project a fresh image of quality for the corridor and will enhance the perceived quality of the local retail located on 28th and 29th Streets.
- Incorporate the concept of Crime Prevention Through Environmental Design (CPTED) into review of new and redeveloping commercial uses within the corridor to reduce crime and to continue the perception that the 28th Street and 29th Street Corridor are safe places to

shop.

Action Items:

- Conduct a detailed inter-municipal market study of the 28th and 29th Street corridor to accurately determine what economic market it will support. The study could be undertaken in part by Woodland Mall to assist in its marketing efforts. In addition, the market analysis completed by the city of Wyoming for 28th Street should be taken into account. Communities along 28th Street should come together to discuss how to improve and retain the street's value as a commercial corridor, or how to introduce new uses to reinvigorate the area.
- Explore the feasibility for establishing a mixed-use overlay district along 28th and 29th Streets to allow land use flexibility. Also, explore the possibility of modification of existing zoning to encourage mixed use flexibility. Mixed use zones should allow for residential and office to develop above commercial establishments; ownership might be similar to that of a condominium association. All of these possible changes to zoning districts should be considered as possible tools to encourage and/or facilitate a more viable business climate for this area of Kentwood. Revisions to the requirements of the zoning ordinance may need to be made to address issues such as increased building heights and number of stories, maximum building setbacks, shared parking, inter-parcel connections, etc.
- Promote some form of outdoor public amenities in key areas. For example, Woodland Mall has established a plaza between the Red Robin and On the Border Restaurants and serves as a gathering place for shoppers. The construction of the plaza and the new stores such as Barnes and Noble and The North Face store have also increased the exterior access to Woodland and allowed for the exterior renovation of the mall.
- Explore the feasibility of creating a 28th and 29th Street DDA or merchants association to encourage a unified pro-active approach for keeping the corridor a healthy and viable shopping destination. This will also help to coordinate quality aesthetic treatment for businesses.
- Explore the feasibility of establishing a Special Assessment District (SAD), Corridor Improvement Authority, or Downtown Development Authority for corridor improvements. The SAD should be established after several short term goals and projects have been accomplished to demonstrate success and changing trends within the area.
- At present, there is limited mid-block vehicular – and pedestrian – circulation between 28th and 29th Streets. The circulation that does take place occurs through existing parking lots. When the opportunity presents itself, the city should require that new and redevelopment projects accommodate interblock connections with appropriate green space. This will work to lessen the burden on the primary corridors while creating new pedestrian scale areas. This will also allow for smaller-scale mixed use businesses to develop perpendicular to the two major thoroughfares and as such, will allow the large commercial blocks to take on the smaller scale of a main street.
- Explore the possibility of creating a multi-jurisdictional 28th Street task force to assure continuity of design standards for the entire corridor.
- Establish contact with the Michigan Department of Transportation to explore the prospect of introducing median landscaping to improve public safety and aesthetics in the 28th Street corridor.

Aging Housing

Key Issues:

- The City of Kentwood is committed to ensuring a diverse range of housing options, as well as maintaining the quality of its existing housing stock.
- Nationwide trends suggest family size is declining and the future population may have a diminished demand for large homes on large lots.
- Some of the older housing stock is also some of the smaller housing stock. There is a perception by some that small houses on small lots mean diminished value.
- Housing that meets the demands of the population will maintain its value over time.
- Housing consumers (owners and renters) need to be educated as to their consumer rights, the availability of housing counselors, and property maintenance instruction without regard to household income.
- As in other communities, foreclosures have become an issue in Kentwood. The city must find a way to keep foreclosures at a minimum and encourage the sale and reoccupation of foreclosed properties in order to maintain stable neighborhoods.
- Ongoing efforts to maintain the quality of the existing housing stock include the periodic inspection of rental housing. Since many single family homes have been converted to rentals as a byproduct of foreclosures, the rental inspection program has been expanded.
- Many of the large apartment communities in the city were built in the 1970s and 1980s. Absent major renovations, this housing may require considerable reinvestment to extend the useful life of this very sizable portion of the existing

housing stock.

- There are five manufactured housing communities within Kentwood, only one of which was developed in the past 20 years. The infrastructure and the housing units 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.
- There is limited funding for residential rehabilitation, repairs, and weatherization, particularly for low and moderate income homeowners.

Action Items:

- 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 single and multi-family housing; build awareness and information among neighbors of the housing codes and its impact on property values.
- 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.
- Conduct a detailed housing study for the purpose of inventorying the existing housing stock, examining the range of housing options, and identifying the amount and location of affordable housing.
- Develop a flexible approach to encourage the development of higher-density residential and mixed-use areas adjacent to, or part of, neighborhood business districts. These developments should make provision for

and avoids displacement of, moderate income households.

- ☑ Adopt guidelines for Transit Oriented Developments that encourage mixed-use development with a higher proportion of residential units along or in close proximity to major transit routes.
- ☑ Consider the adoption of a form based code or other requirements that would permit smaller, quality homes that offer amenities that older residents or new economy workers will want to purchase.
- ☑ Explore additional opportunities to implement mixed use developments in redeveloping areas. One consideration may be the replacement of aging mobile home parks with housing for varying income levels within a single development.
- ☑ The city must participate in educational programs to prevent foreclosures and access all resources available to re-occupy foreclosed structures within the city.
- ☑ Work with neighborhood associations and the Kent County Land Bank to assist in the identification of foreclosed properties or potentially foreclosed properties.
- ☑ Work with the Kent County Community Development Department to promote the Housing Rehabilitation Program.

Green Infrastructure - Open Space and Greenway Network

Key Issues:

- Plaster Creek and its tributaries are important natural and cultural resources for the city of Kentwood. The Plaster Creek floodplain and associated wetlands 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.

- Existing parks in the Kentwood park system are generally not connected by non-motorized trails or green corridors.
- The Kentwood park system is generally isolated from the parks and open space networks of surrounding communities.
- In recent years the city has developed the Paul Henry Trail and the East-West Trail which are outstanding recreational and cultural amenities. The development of a Non-Motorized Facilities Plan will provide a guide to integrate these and other trails as part of a larger non-motorized network.
- The city of Kentwood has established a fairly complete network of sidewalks along arterial frontages within the community. However, the lack of sidewalks in highly visible commercial areas, such as 28th Street, forces residents to be auto-dependent.
- Public Act 135 of 2010 requires the development of a complete streets policy that provides for the planning, design, and construction of roadways or an interconnected network of transportation facilities. The policy is intended to be applied any time a transportation facility is constructed or reconstructed.
- Schools and civic spaces in Kentwood are generally not connected via non-motorized trails.
- The city has had difficulty in accepting open space donations due to the issues regarding the costs for ongoing maintenance of city properties.
- Kentwood has difficulty funding property maintenance for its existing open space properties. The city's millage that is dedicated to parks currently cannot be used for park maintenance, making it more difficult to justify the acceptance of open space and park properties.
- Surveys conducted by the Park and Recreation Department in 2010 indicate high satisfaction (in excess of 83%) ratings for the overall Kentwood park system, the

accessibility of parks/facilities, the maintenance of trails and parks, and the non-motorized trail system. The survey indicated a desire for more trails, walking paths, splash parks, and benches, and to make a more bike friendly community. The survey also revealed that there is some support to fund these initiatives with additional tax dollars.

Action Items:

- ☑ Develop a Non-Motorized Facilities Plan through the concerted efforts of the Planning Commission and the Parks and Recreation Commission, as well as engineering, police, parks and recreation, and planning staff. The plan should be based upon and include the development of a Complete Street policy consistent with PA 135 of 2010.
- ☑ Supplement the annual Schedule of Capital Improvements to incorporate the improvements and funding strategies identified in the Non-Motorized Facilities Plan.
- ☑ Work through the Grand Valley Metro Council (GVMC) to address regional trail opportunities, assist communities with funding for inter-jurisdictional trail development, develop trail design standards, and to create a regional system of linked recreation and civic facilities.
- ☑ Work with the Christian Reformed Recreation Center to create a regional trailhead.
- ☑ Work with State and County officials to open the landfill for recreational uses, such as for hiking and cross country ski trails around the restricted areas of the landfill.
- ☑ Develop new landscaping standards to use native Michigan plants to cut down on maintenance costs for public parks and open space. Ash trees that have died

should be replaced to maintain and improve the city's green canopy.

- ☑ Consider offsetting maintenance costs by allowing the private maintenance of open space or parks in exchange for signage acknowledging the maintenance on city property.
- ☑ When the park millage is renewed, opt for funds to be used for maintenance as well as new purchases.

Economic Development

Key Issues:

- Recent years have brought about changes in the business community in Kentwood, Michigan and the United States. Manufacturing operations that were the mainstay of local economies have been relocated elsewhere in the world, causing the loss of local manufacturing jobs and creating vacancies in the industrial sector of the city. The loss of manufacturers and jobs has been made worse by the banking crisis, loss of personal income, mortgage foreclosures, and loss of revenues to the city. In order to salvage the local economy, the city and its business partners must find a way to keep businesses competitive and to retain jobs and tax base.
- Kentwood has traditionally had a large number of manufacturers that it has relied on to supply jobs and tax base. Every effort should be made to retain the manufacturing jobs in the city.
- 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, and agribusinesses are some of the fields the city should promote for long term sustainability and job growth.

- Job growth in the future may come from start ups that are based on new ideas and innovations. The city should encourage and promote entrepreneurial development. The West Michigan Strategic Alliance (WMSA) identifies self employment as an indicator of innovation and economic health in the New Economy.
- Green is good business 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 also an important part of the city's economy. The city must encourage and support this sector of the local economy that also provides jobs and income for the city.
- With fuel prices rising, 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.

Action Items:

- ☑ In conjunction with the Right Place, Inc. and the Michigan Economic Development Corporation (MEDC), Kentwood will maintain its retention and expansion program, a program designed to retain and grow businesses within the city.
- ☑ City will update its website to include additional information regarding economic development

programs and resources. These concepts will carry through in the community videos hosted on the city's website.

- ☑ City and the Kentwood Economic Development Corporation will assist small businesses and entrepreneurs through use of the new Entrepreneurial Center at the library. This is consistent with the West Michigan's Strategic Alliance achievement target to increase the number of self-employed professionals in the region.
- ☑ 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 the reuse of existing buildings and will encourage the businesses that are mostly likely to be successful in the new economy.
- ☑ The city will encourage and support commercial development through its loan programs and will support business associations in the community. The Kentwood Economic Development Corporation will take the lead in promoting the city's commercial base through its website, community videos, and other methods to increase awareness of this sector of the economy.
- ☑ City will support efforts of Woodland Mall to improve its facility, and to remain a relevant shopping facility. City shall make loans available to retailers to improve the exterior appearance and accessibility of the mall, support a Commercial Rehab District for the mall, and improve aesthetics through landscaping and signage.
- ☑ The city will continue to improve pedestrian access through sidewalk construction and non-motorized facility interconnections along major arterial streets and areas that include large employers.

- ☑ City will encourage the establishment of business associations for commercial districts.
- ☑ The city shall encourage mixed use development to reduce vacancies in the neighborhood shopping areas, bring more potential shoppers, and reduce amount of vacant property.
- ☑ City will support the improvement and expansion of air service in and out of the regional airport.
- ☑ The city will encourage and support the maintenance of rail service to the industrial sector of the community.

Sustainability

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, 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, and the benefit of connecting open space. Other sustainability issues include the job and revenue loss created by the decline of manufacturing and the aging of commercial areas. The city through its land use policy can also address the efficient use of

renewable resources, and promote healthier living for Kentwood residents.

- The West Michigan Strategic Alliance has identified several Environmental Integrity Factors that are indicators that a region will attract people and businesses in the years to come. These environmental factors include commute time--which is something that can be affected by the city's master plan--by allowing more mixed use development and by offering alternate methods of transportation beyond automobiles. The Strategic Alliance report "2010 West Michigan Vital Signs" details the Environmental Integrity Factors noted above can be found at www.wm-alliance.org.

Action Items:

- ☑ The city should create a sustainability policy that details how the city will become more sustainable with respect to land use decisions and the environment. In addition, the city's sustainability policy will include ways that the city can become more economically sustainable. Part of this discussion will include ways to retrofit suburban areas to ensure their sustainability as places that people will want to continue to live.
- ☑ Review and update the city's zoning regulations to and encourage the use of renewable resources.
- ☑ The development of a Non-Motorized Facilities Plan should emphasize recreational and health benefits as well as pedestrian and non-motorized connection to work, school, shopping, and municipal buildings.

The specific tasks needed to accomplish this policy are outlined in the Sustainability Principle of Chapter 4.

Transit Oriented Development - TODs**Key Issues:**

- The 2005 Future Land Use Plan did not make provisions for Transit Oriented Development or "TODs" for areas that allow development that is conducive to transit. These TOD areas should be identified and regulations adopted to encourage their development. The TOD areas should include mixed use and provide adequate density to support the transit system. Areas planned for TODs include Woodland Mall, Division Avenue, and the 44th and Breton Avenue area.
- According to WMSA, the use of transit throughout the region is an indicator of environmental integrity. Environmental integrity is a factor that will distinguish this region from others and lead to growth in the New Economy.
- TODs improve the economic sustainability for residents. If a resident does not need to finance an automobile, he or she will have more discretionary funds to spend or save.
- The city's current zoning regulations do not allow small scale mixed-use developments. Regulations should be expanded to accommodate both small scale and large-scale TODs.
- The success of TODs will rely on the density of residential development. In a suburban setting like Kentwood, ownership options may not be feasible for higher density developments. This in turn may create a concern regarding the future of the 70-30 policy.
- Transit options will become increasingly necessary and

economical given the increasing price of fuel.

Action Items:

Although the city desires a balance between home ownership and rental units, TODs should allow higher densities and higher a number of rental units to support bus service and commerce. In order to combat the perception that higher density or rental housing is improperly maintained, the city should set more strict standards for the maintenance of higher density facilities through ordinances and development agreements.

- The city should develop zoning standards for TODs and targeted redevelopment zones, including standards for sites of under 5 acres.
- The city should note the location of TODs on the future land use plan.
- The city should develop form based codes for the TOD areas in the city to emphasize walkability and accessibility along its corridors.
- City should reconfigure its mixed use district in the zoning ordinance to make it more usable.

Complete Streets**Key Issues:**

- New legislation may tie transportation funding to the concept of Complete Streets, or streets that provide for all modes of transportation. Most of the city streets are already developed to final grade, making it difficult to accommodate new requirements for Complete Streets.

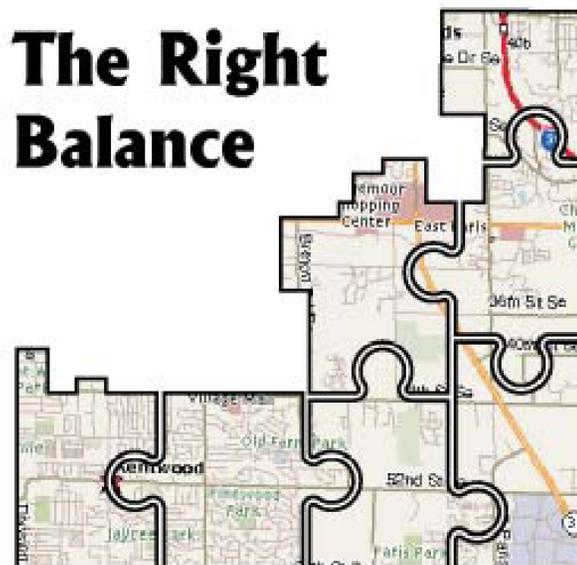
- There is a benefit to the city to provide Complete Streets for its residents—it allows people to walk, use transit, or bicycle instead of using cars for local transportation. In turn, fewer cars on the road reduces congestion, improves air quality, reduces commuting costs, and improves the health of the residents.

Action Items:

- The city should take steps to define what Complete Streets means to Kentwood and how city streets can be retrofitted in the future to accommodate Complete Streets.
- The city shall formalize and adopt a Complete Street policy or ordinance.
- The City should develop a list of streets to evaluate for compliance with Complete Street standards. The streets to consider should include Shaffer Avenue, Stauffer Avenue, Eastern Avenue, and Burton Streets.
- The city should determine where the concept of Complete Streets may make sense in the development of a non-motorized facilities plan.
- In areas that the street is built to final grade or where right-of-way limitations prohibit Complete Streets, the city should determine which aspects of Complete Streets can be incorporated. At a minimum the city should provide for the infill of sidewalks where they do not currently exist. In addition, the city should adopt a program for the ongoing replacement of sidewalk as it is needed.

KENTWOOD

The Right Balance



PLANNING PRINCIPLES

Methodology

The following set of Planning Principles within the 2005 plan were developed based on meetings and workshops with stakeholders and the Citizens Advisory Council, with additional refinement by the consultant team during the Master Plan Update process. Now in 2010 these principles have been reviewed for their current relevance and updated with the changes that have taken place in the community since 2005. Surprisingly, much has changed in the city since 2005. First, the national and state economies, most notably in the manufacturing sector, have undergone a downturn. A significant part of the city's economy is still based on manufacturing operations. With the reduction of manufacturing processes in the state and in the country, the number of manufacturers that can remain in business in Kentwood may be questionable. Second, energy issues have come to the forefront of the economy. Businesses that rely heavily on use of energy may need to seek less expensive sources of energy. In addition, as a result of the concern regarding energy, being "green" has become more desirable for both businesses and residents of the city. Third, trends suggest that household size will continue to shrink. Yet many of the undeveloped portions of the city are planned for single family residential use on relatively large lots. In the future, the market for such large houses may be reduced. Fourth, the cost of transportation for individual consumers has dramatically increased, which may have a direct impact on development patterns and housing choices. Fifth, one of the most exciting developments that could impact the city is the Bus Rapid Transit project along Division Avenue. The BRT could have a major impact on a part of the city that has long been in decline. Lastly, there have been concerns in the past several years regarding the decline of some of the city's retail areas. As new retail venues develop in the metropolitan area, the older venues tend to post high vacancy rates and less desirable tenants. The city must find a way to keep the retailers strong.

The 2011 Update will reflect the relevant principles from the 2005

plan, and will include several new principles that relate to the changes the city has seen in the past five years. The principles express key planning priorities and intentional actions that should inspire and influence future master plan and land use changes that are considered by the Kentwood Planning Department, the Planning Commission, and City Commission.

Guiding Planning Principles

1. **Open Space and Greenway Network**
2. **Traffic/Transportation/ Trails/Transit Networks**
 - Major Arterials/Greening the Arterials
 - Primary Intersections/Quadrant Planning
 - Trails
 - Transit Corridors
3. **Place Strengthening**
 - Gateways
 - Sharpening the Sense of Place
4. **Alternative Development Forms**
5. **Partnerships and Organization**
6. **Sustainability**
7. **Commercial Development/Redevelopment**

Planning Principle 1: Open Space and Greenway Network

Kentwood contains significant wooded areas and is laced with several important wooded streams and drainage corridors, such as Plaster Creek. The City also contains a number of important undeveloped properties in addition to 16 existing public parks/linear parks and an additional 5 planned park facilities. These natural resources constitute a unique identity for

Kentwood and the City should work to organize these existing open, green, and undeveloped spaces into a community-wide network of natural systems. This network would contain a combination of parks, protected lands, and appropriate recreational trails designed for community use. Other elements of “green infrastructure” such as street trees, groves, trails, and streetscape improvements can become a part of the green network. The existing non-motorized facilities are shown in Figure 4.

The provision of open space and natural systems are listed in the West Michigan Strategic Alliance (WMSA) “Elements for a Sustainable Quality of Life”. These qualities, desired on a regional level will help to ensure sustainability and economic success for the overall area. The Strategic Alliance report “2010 West Michigan Vital Signs” details the Environmental Integrity Factors noted above and can be found at www.wm-alliance.org.

The issue of the maintenance of open space has created some question as to whether the city ought to acquire additional open space. The city should consider measures such as private maintenance of parks and open space, as well as use of native plantings to assist in the reduction of maintenance costs to the city.

It will be important to work on an open space network with an organizational partner (such as a local land conservancy, the Nature Conservancy, or Kent County) with the technical understanding, financial footing, and regional open space planning perspective to plan and implement a coherent, sustainable open space network for Kentwood.

VISION:

- Open Space and greenways are important to the city and bring sustainability, health benefits, livability and recreational opportunities.

- City shall recognize and protect Plaster Creek and its associated wetlands as an important community resource.
- City shall establish and maintain its greenways and open space networks.
- City will continue to establish trail connections between parks and other public facilities and residents.

TASKS:

- Resurrect the Open Space Committee and meet with other similar organizations in adjacent communities. The city will increase the number of non-motorized trails.
- The city shall develop a non-motorized facilities plan to highlight the city’s existing and planned trails, paths and public walkways, and their connections to other walkways outside the city.
- Inventory natural features and green infrastructure.
- Consider requirement for green space in all residential developments. The city could consider offering an increase in density in exchange for open space.
- The city shall inventory private open space, which is part of the open space/greenways network.
- City will strive to acquire open space and look into ways to reduce costs of maintenance, including through the use of low maintenance native species plantings.
- The city shall consider asking voters to approve a park millage renewal that includes funding for the maintenance of parks.
- Connect pedestrians to transit and parks; provide bike lanes within existing streets.

- ☑ Increase or maintain current tree canopy.
- ☑ Replace trees lost to the Emerald Ash Boer or to disease; use a variety of species to prevent a similar devastation of street trees in the future.
- ☑ The city will strive to become a bike friendly community.
- ☑ The city will establish a tree nursery to grow trees that can be used for tree replacements on public streets and within parks.
- ☑ The city will investigate the benefits of Low Impact Development stormwater management techniques.



Figure 4: Existing non-motorized facilities plan

Planning Principle 2: Traffic/Transportation/Trails /Transit Networks

Kentwood's transportation network is designed to move persons throughout the community - generally in motor vehicles. The network also contains a parallel but less-extensive network of sidewalks and trails for pedestrians and other non-motorized movements such as bicycles and in-line skaters. There are four elements that make up Planning Principle 2: A) Major Arterials/Greening Arterials, B) Primary Intersections/Quadrant Approach, C) Trails, and D) Transit Corridors.

A. Major Arterials and Greening the Arterials

Major Arterials:

Major arterial roads are designed to move traffic safely and efficiently with adjacent land use and planning issues handled at appropriate scales. Almost all of Kentwood's arterial streets are built to final grade, meaning that they are designed to meet the projected traffic volumes for the foreseeable future.

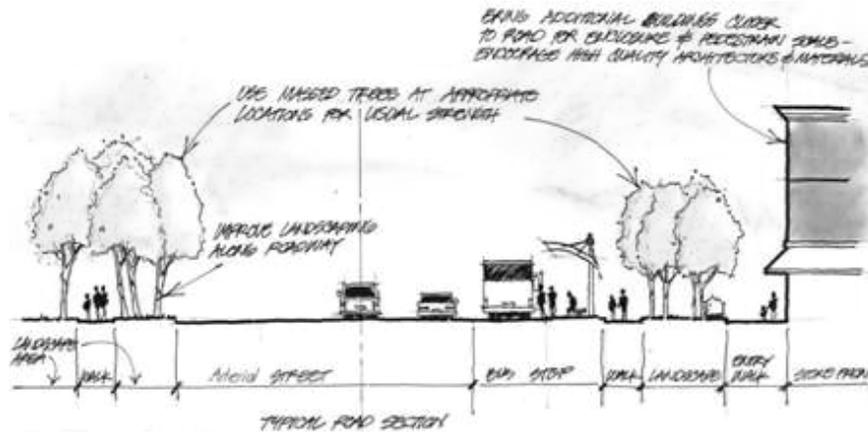
However, due to their width and the amount and speed of traffic, arterials have become barriers to pedestrians, bicyclists, or any form of crossing. The city must strive to make these streets safe and to provide for alternate modes of transportation and for safe and efficient means of crossing the arterial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

The city has the opportunity to reassess its streets to consider whether they are better able to handle pedestrian and other forms of transportation while still meeting traffic capacity. This analysis will involve the evaluation of each major street in the city to determine how it supports each mode of transportation. A road that has excess capacity for vehicular traffic might reduce the number of traffic lanes but improve its ability to support bicyclists and pedestrians.

Greening the Arterials:

Traditional tree planting within the curb strips works for neighborhood streets, but raises concerns for high traffic arterial streets with greater speeds. The scale of small caliper trees along major streets is not large enough to create a visual impact or assist in traffic calming.

Figure 5: Section of a Major Arterial Roadway Streetscape



Businesses along major streets have raised concerns about street trees blocking visibility of their buildings. For the motorist the impact of the street trees are lessened when viewed from a car passing at speeds in excess of 35 mph.

Given these issues, the focus for commercial development with arterial frontages may be to cluster the street trees in the front yard area to establish an attractive landscape appearance without blocking visibility of the businesses' sign displays.

The concept of greening the arterials is primarily directed at improving the environmental and aesthetic quality of major transportation arterials such as 28th Street, 44th Street and Kalamazoo Avenue, but can be applied to any street in the city through the provision of uniformly spaced street trees that are placed in accordance with the city's current street tree

ordinances and policies.

VISION

- The city will work to provide a street system network that is safe and efficient and inclusive of various modes of transportation (Complete Streets).
- The city will incorporate the concept of "greening the arterials" for traffic calming and to replenish the green infrastructure and canopy.
- The city will take steps to ensure that street crossings are safe and efficient.

Figure 6: Illustration of the Green Arterial principle



Figure 7: Application of the Grove Concept in the Green Arterial Principle



TASKS:

- ☑ The city will systematically evaluate all streets to determine whether a “road diet” should be considered. A “road diet” is a reduction of the number of vehicular travel lanes on a road, in order to add non-motorized facilities.
- ☑ City will determine where the concept of Complete Streets may make sense.
- ☑ City will consider the addition of bike lanes on arterial streets as the pavement allows.
- ☑ City will expand efforts to allow safe crossing of major streets through signalization, better crosswalk demarcation, use of refuge islands and signage to remove the barriers created by arterial streets.
- ☑ City will incorporate the concept of “greening the arterials”

in its design and redesign of streets to allow traffic calming and to add overall green infrastructure and canopy. A plan will be developed outlining which streets do not meet the greening standards and prioritizing when trees could be placed, as well as potential funding sources for grants to offset costs.

- ☑ The city will investigate the potential for a “tree nursery” to grow trees that can be used as street trees.

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 is more difficult and the visibility of commercial destinations has been diminished. These conditions suggest that a planning approach is needed to accommodate traffic movement safely, while creating an improved context for development/business at these intersections.

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, and which is meant to involve a comprehensive approach to planning at intersections. An important distinction of this planning approach is that instead of planning the roadway intersection, the focus shifts to the parcels surrounding the intersection. Emphasis is placed on creating and improving inter-parcel access, rather than creating access points from the intersection for each parcel.

Figure 8: Schematic Drawing of Pedestrian Crossings at a Primary Intersection

Safe, Easy Pedestrian Crossings

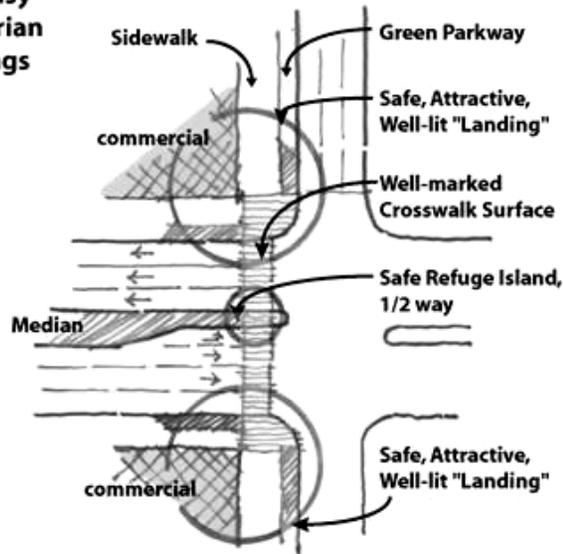
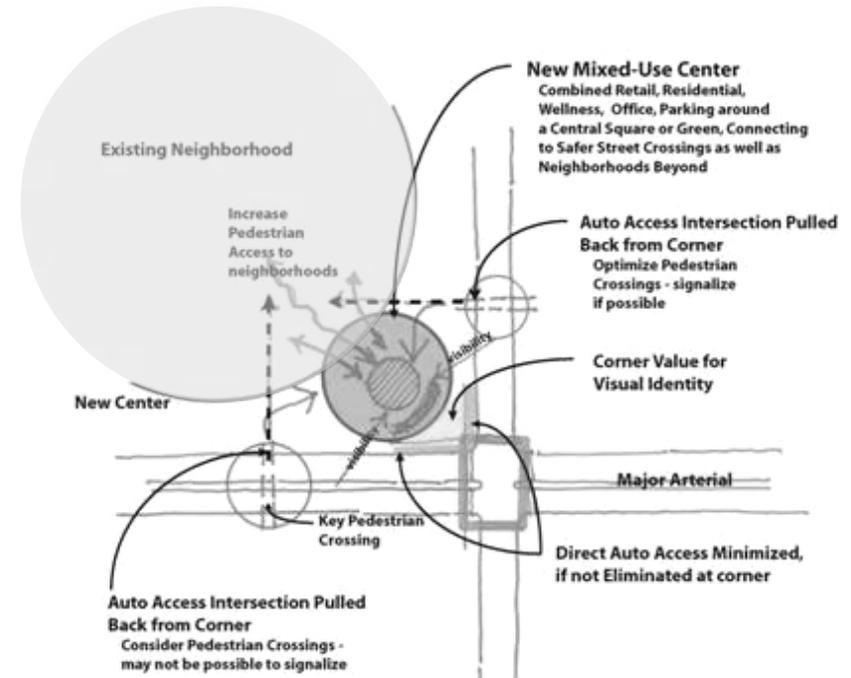


Figure 9: Schematic application of the quadrant approach showing several key elements within a larger planning context that are being reworked: vehicular and pedestrian circulation and safety; retail repositioning and visibility; and intersection identity.



In addition, each intersection quadrant also needs to be planned to maximize its particular strengths and opportunities. In essence, each quadrant can take on the character of a mixed-use center which interacts with the adjacent quadrants via the common transportation links. For example, it is possible that additional residential uses (situated above ground floor retail businesses) and landscape or plaza settings could be introduced into these intersection concepts to increase financial viability and attractiveness to users. The key to this planning approach, as touched on previously, is to create or improve interparcel access in each of the four quadrants, thus reducing the dependence upon the actual transportation network.

VISION:

- Kentwood will provide safe crossing at its intersections and at midblock crossings.
- Kentwood will require access between adjacent parcels of land that eliminate the need for access onto the public street near intersections.

TASKS:

- ☑ Kentwood will list intersections where there is a need to provide easier midblock crossing and refuge islands on medians to allow additional safety for crossings at major intersections.
- ☑ City will keep drive accesses as far away from intersections as possible.
- ☑ City will require cross access between parcels of land near intersections to allow inter-parcel cross access.
- ☑ When feasible, the city will connect pedestrian or vehicular movement to 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 Bailey's Grove residents can enter the development without accessing 52nd Street or East Paris Avenue.
- ☑ The city will consider incentives for closure of key curb cuts when better alternatives may exist.
- ☑ For key locations, consider adoption of a PUD that establishes the location of curb cuts for the intersection.

C. Trails

One of the most successful features of many of the area's municipalities is the trail systems that allow pedestrians, bicyclists, and other non-motorized means of transportation 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, and bike paths, both within and outside of a street right-of-way.

VISION:

- The city will make non-motorized travel a priority in its transportation planning. The discussion of non-motorized travel shall include hiking trails, sidewalks 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.

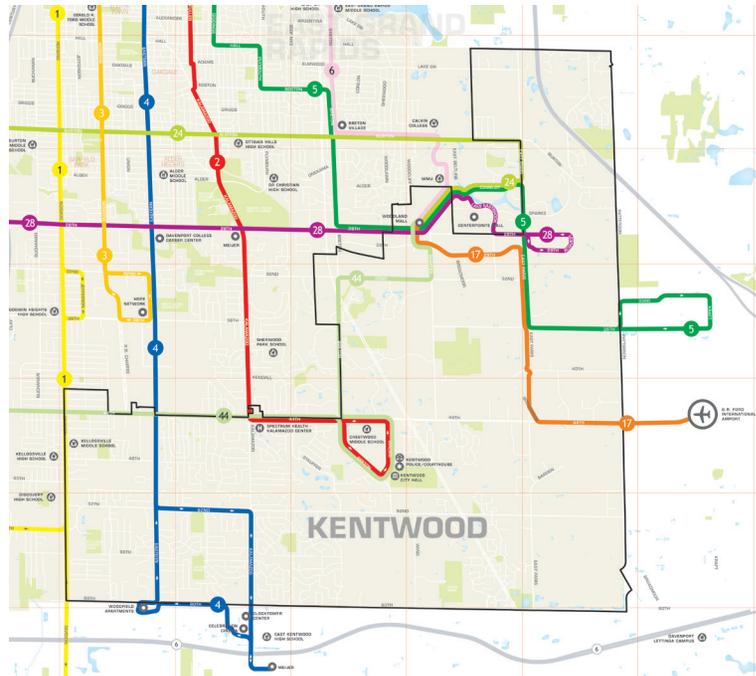
TASKS:

- ☑ The city shall develop a non-motorized facilities plan to highlight the city's existing and planned trails, paths, public walkways and their connections to other walkways outside the city.
- ☑ Continue the work of the Non-Motorized Facilities Committee to prioritize non-motorized connections that link to other trails and to transit services.
- ☑ Kentwood will amend the Subdivision Control Ordinance to require sidewalks on all public streets.
- ☑ Develop an awareness of 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.
- ☑ 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.
- ☑ The city will improve street lighting, cross walk demarcation, and signalization at intersections for pedestrian and bike safety.

D. Transit Corridors

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), 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.

Figure 10: Transit Corridors Map.



sponsored planning charrette for the Division Avenue area from 54th to 60th Streets. Area residents, businesspeople, land owners as well as planning and engineering staff of the respective communities worked with a consultant team of planners, architects, and engineers to develop a plan for the corridor. The plan that was devised during this process, which came to be known as Fisher's Station, was heavily influenced by the prospect of bus rapid transit in the Division Avenue corridor. The plan components included not only land use recommendations but also street design, building design, and site design that would encourage mixed use within the buildings and place a priority on pedestrian amenities, safety and movement commonly associated with transit oriented design.

The Kentwood Master Plan draws upon the Fisher's Station plan to reinforce and enhance opportunities for transit and park and ride in the Division Avenue and other future corridors through specific, intentional actions. These programs might include establishing more attractive and functional transit stops, adding sidewalks in commercial corridors, decreasing the emphasis on passenger vehicles, improving lighting, expanding the mix of uses in an area, and increasing the number of approved residential and commercial units near transit corridors. Each of these actions would increase the market for, and the efficiency and quality of, current transit services, and strengthen transit oriented development (TOD) patterns and opportunities in the city.

VISION:

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

In 2008 the City of Kentwood, the City of Wyoming, the ITP, and Gaines Township participated in a Grand Valley Metro Council

TASKS:

- ☑ Establish the locations of potential TODs on the Future Land Use Map.
- ☑ Encourage mixed use and higher densities around TODs.
- ☑ Use a form based code template for future TOD areas.
- ☑ Make sure pedestrian/bicycle transportation is connected to transit corridors.
- ☑ Transit service and sidewalk interconnections will be considered for all new development and redevelopment. The city will support alternate modes of transportation, such as bike paths to allow connections to transit.
- ☑ Apply principles and concepts from the Fisher's Station Charrette to the 44th Street/Division Avenue area.

Planning Principle 3: Place Strengthening

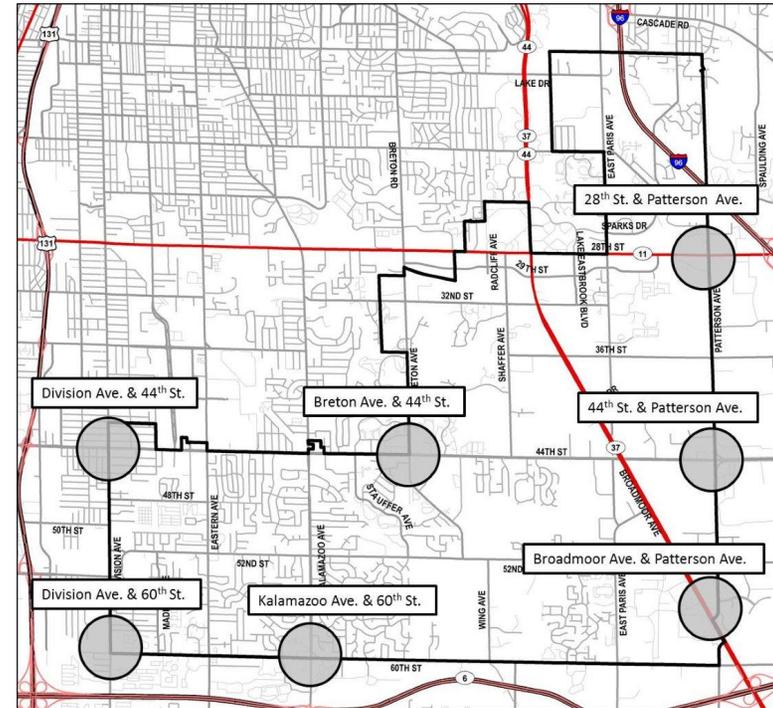
Kentwood is considered a first tier suburb of Grand Rapids, the metro area's principal central city. As such, it shares many similarities with the areas of Grand Rapids that it borders, as well as with other inner suburbs; thus, distinctions between governmental units blur and a clear identity is not 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

very unique “artifacts”; for example, the Uniroyal automobile tire along Interstate 94 just outside Detroit, acts as a gateway into that city. These gateway icons should be taller than wide and should be illuminated at night.

Figure 11: Gateway Map.



VISION:

- 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.

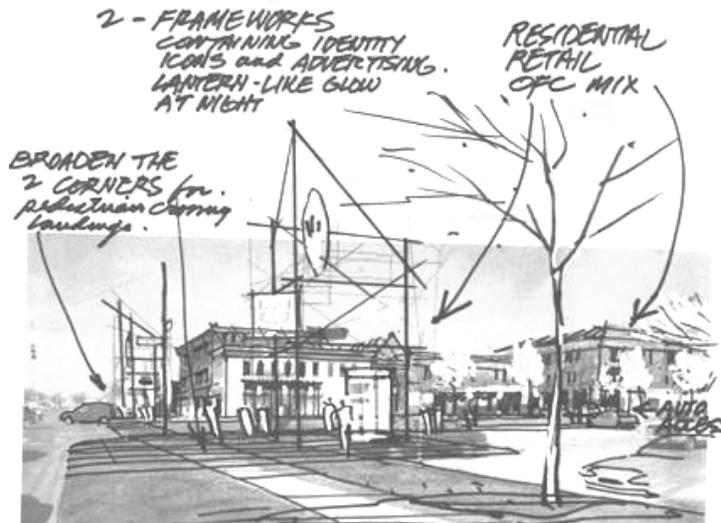
TASKS:

- ☑ Kentwood shall determine the gateway locations and note on the future land use map.

- Determine process for the gateway features.
- Secure funding and sponsorship for gateway development and site maintenance.



Figure 12: Two Sample Illustrations of a Gateway location at the 44th Street and Division Avenue Intersection



Several potential gateway locations were identified during the 2005 planning workshops, and were initially categorized as either “urban” or “green” gateway opportunities. This gateway planning concept is not the highest priority of Kentwood, but deserves additional attention and should be kept in mind as an enhancing element of future plans.

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.

Figure 13: Example of how a Sense of Place may be strengthened



VISION

- The city will strive to be a unique place where people will want to live and visit.
- The city will encourage continued investment in properties and businesses.
- The city will offer a sense of place by taking advantage of amenities—Plaster Creek, Patterson Farm, Heyboer farm, etc. as unique features to the city of Kentwood.

TASKS:

- ☑ Kentwood will develop an event such as a farmers market, art fair etc.
- ☑ 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 the Barnes and Noble and the plaza area helped to improve the sense of place for Woodland Mall.
- ☑ The city will support the Division Avenue BRT project.

- ☑ The city will adopt into its master plan the plan for the City Campus.
- ☑ Kentwood will work with business and neighborhood associations to establish an identity for their business or residential district.
- ☑ The city will support public art to improve the sense of place and provide cultural enrichment.
- ☑ The city will continue to support events at the library that will help develop a sense of place for the City Campus area.

Planning Principle 4: Alternative Development Forms

In general, Kentwood residential neighborhoods follow a typical suburban pattern of development in which residential, commercial, office and industrial uses are separated from one another and the focus of transportation is primarily on automotive traffic with little consideration for non-motorized forms of transportation. Most of these subdivisions were developed between 1970-2000. Today development has slowed, due in part to the economy and in part because relatively little undeveloped land remains in the city.

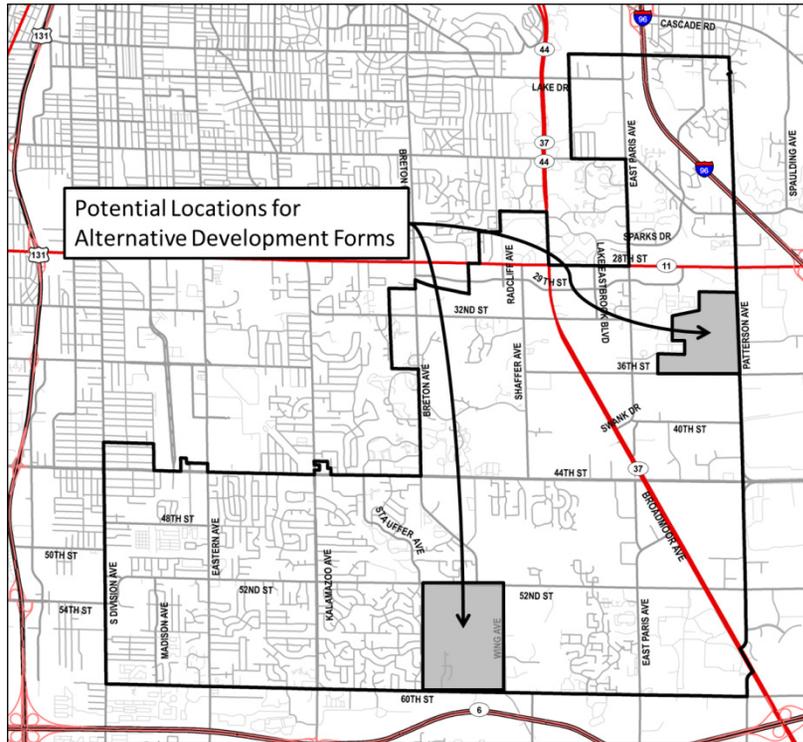
There are, however, two larger tracts of land that remain undeveloped: the Breton extension area in Section 34 and the Patterson Farm area in Section 13.

These areas are available primarily because they had been farmed for many years and under the ownership of one family. They offer an opportunity to propose different kinds of development that are geared toward the changing needs of Kentwood residents.

Statistics from the 2000 and 2010 Census and 2009 indicate that the population of the city of Kentwood is getting older. The proportion of senior citizens (65 years and older) in the city has increased from 9.84% in 2000 to 11.5% of the population in 2010. Projections for the area indicate that the population of people

over 65 will increase significantly by the year 2020. As a result, household sizes continue to shrink.

Figure 14: Alternative Development Form potential locations



The Patterson Farm and the Breton extension areas have unique features that warrant careful consideration of their development, with the goal of providing a product that is different from other areas of the city, and provides for the needs of current and future residents. Most subdivisions in the city do not allow for many different housing types at different price points. Therefore, within these Section areas,² the city will encourage concepts such as “Lifelong Communities” to achieve this goal.

A “Lifelong Community” is a design concept in which residents have many options for housing and lifestyle that will allow them

to live in place throughout the various phases of their lives. To accommodate lifelong communities, a mixture of housing types will be permitted, including starter homes, family homes, and smaller homes or condominiums all within the same area, or even on the same street. Commercial uses will be close by and walkable to accommodate people that cannot, or choose not to, drive to these areas.

To accommodate this type of development, different zoning tools must be used. The city will explore use of a “form based code” for Section 34. A form based code regulates development to achieve a certain form or “look” to a property by controlling the building form, with less emphasis on land use. This tool will allow the city to dictate the types of buildings or structures that will be used in a development, while allowing various mixtures of uses. A form based code also specifies details on the public realm or public spaces such as streets, and sidewalks. The form based code specifies street types, widths, parking, sidewalk width, landscaping, and other details. This type of development also promotes walkability throughout the development.

It is intended that any development within the Patterson Farm or Section 34 include walkability as a key component. Walkability shall include access throughout neighborhoods as well as non-motorized connections outside these areas.

Since both the Patterson Farm and Section 34 areas include natural or sensitive areas that are important to retain, planning for these projects begins by studying the natural features on the site that should be protected for the benefit of all residents.

The Patterson Farm includes a significant floodplain and wetlands area that should be preserved as a natural resource to complement and enhance new development. Uses proposed in the Patterson Farm area could be clustered to ensure that the development of the land is viable and economically feasible while retaining environmentally sensitive areas in their natural state. While the uses proposed in Patterson Farm area are somewhat flexible, big box retailers are not envisioned for the

area. Rather, office, industrial, recreational, and mixed use residential with limited commercial components are all possible uses within this area. Since both the Patterson Farm and Section 34 were active farm sites, a historic barn, silo, or farmhouse could be used as a community focal point, a reminder of the city's historical farming roots.

VISION:

- The city will approve conceptual plans for the Patterson Farm and Section 34. Any residential components in Section 34 will incorporate the components of Lifelong Communities, offering many opportunities for housing and lifestyles. In addition, the city will consider incorporating a form based code if appropriate to achieve the desired quality and design of the development.
- Within the Patterson Farm area, the city will preserve wetland and floodplain areas to complement and enhance proposed development. Mitigation of these resources will be a last resort; the preference will be to preserve the natural areas to enhance new proposed development.
- The city will require that all new developments in the city are walkable by requiring sidewalks on all streets and providing connections to areas outside the development.
- The city will preserve natural areas on a development site as a feature to benefit residents and add to the unique qualities and livability of the site.
- The developments proposed in these areas will be compact and walkable, and promote transit for those not able to or not wanting to drive.

TASKS:

- ☑ Identify areas that are candidates for form based code, and the extent of their use, such as Section 34.
- ☑ Develop a form based code to address the general type,

density, and form of a development. The general plan will indicate open space, density, and allow for mixed use.

- ☑ In areas where form based codes will be employed, the city will develop a regulating plan to establish the array of uses, type of physical form, and the delineation of other public spaces including streets.
- ☑ The city will adopt the concept of Complete Streets for all new streets proposed in the city.
- ☑ The Paul Henry Trail in Section 34 and Plaster Creek floodplain/wetland in the Patterson Farm area will be unique features identified in the plan development process.
- ☑ Kentwood can seek assistance in the development of The Patterson Farm and Section 34 through the use of planning and architectural students from area universities.
- ☑ The city will develop alternative concepts for the potential development of the Patterson Farm area. The city will first review the wetlands/floodplain situation at the Patterson Farm to determine areas that should be left in their natural state. The areas that are developable outside these encumbered areas will be permitted to have more intense development.

Planning Principle 5: 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 future plans can respond to external influences. Building upon the cooperative examples advocated by the Grand Valley Metro Council (GVMC) and the West Michigan Strategic Alliance, the City of Kentwood should work to develop these mutually beneficial collaborative relationships to help guarantee that the recommendations in this Master Plan, in addition to 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 are most effective at implementing many of the planning principles in Kentwood.

VISION:

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

TASKS:

- ☑ Establish a joint planning commission for Division Avenue between the city of Grand Rapids, city of Wyoming and the city of Kentwood. The joint planning commission may be an advisory committee, or may have authority to make decisions on specific land use questions that arise in the administration of the zoning code governing the

Division Avenue area along the proposed Silverline BRT route.

- ☑ Coordinate the connection of bike trails in the community.
- ☑ The city will use tax base sharing and other economic tools to retain businesses in the area.
- ☑ Kentwood will work with GVMC on regional planning issues.
- ☑ Kentwood will look into cooperative agreements between municipalities for municipal services.
- ☑ 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.
- ☑ Kentwood will improve communication with the public by using social networking sites and other methods.

Planning Principle 6: Sustainability

The city of Kentwood will strive to be a sustainable community through its efforts to maintain its greenways, encourage walking, biking and transit, and reduce its carbon footprint. Environmental sustainability in a community will attract new businesses and residents to the city and will provide a way that Kentwood can distinguish itself from other communities in the area.

VISION:

- Kentwood will become more sustainable by use of renewable energy when feasible, reducing waste of natural resources, and by encouraging Kentwood business and industry to become partners in this effort.

- The city will find ways to encourage and promote healthier lifestyles for its citizens by encouraging walking, biking, and use of public transportation.
- Increase the miles of trail within the community.

TASKS:

Land Use:

- ☑ Encourage the connection of green space and allow opportunity for walking, biking, and other means of transportation. Specifically the city will increase the number of non-motorized trails through the community and connect these trails to transit areas. The amount of non-motorized trail to be added per year will be outlined in the Non-Motorized Facilities Plan.
- ☑ Continue to support the ITP and require transit stops near new developments; transit stops and non motorized facilities will be considerations for all new development and redevelopment.
- ☑ Work to encourage and promote mixed use developments to cut down on commute times for area workers and reduce traffic; commute times have been identified by WMSA (West Michigan Strategic Alliance) as a factor in determining the relative health of a region.
- ☑ 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.
- ☑ Amend subdivision control regulations to require public sidewalks on all streets; walkable neighborhoods promote good health and quality of life.
- ☑ Consider form-based code in areas to allow flexibility in the land use and more attractive development.
- ☑ Kentwood will work to re-occupy foreclosed, vacant properties.

Environmental/Recycle

- ☑ Kentwood will look into the potential to incorporate low impact stormwater management techniques to reduce the amount of stormwater runoff and improve water quality. An example is the incorporation of rain gardens into a development to reduce stormwater runoff and improve water quality.
- ☑ Encourage LEED construction standards and LEED ND (Leadership in Energy and Environmental Design for Neighborhood Development) standards for new neighborhoods.
- ☑ Explore use of alternate energy sources: wind, solar, or biomass and reduce barriers to their use.
- ☑ Promote recycling and support recycling programs to reduce waste at city facilities.
- ☑ Plant more trees to create more livable community. 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.
- ☑ The city will promote and encourage community gardens.
- ☑ New municipal buildings in Kentwood will be built to meet LEED Standards.
- ☑ Kentwood will encourage the redevelopment of contaminated sites within the city.

Economic Sustainability

- ☑ Encourage "green businesses" to locate within the city

- ☑ Promote the city as sustainable.
- ☑ Kentwood will encourage businesses that are in high growth industries to locate and expand within the city.

- ☑ The city will make use of the Kent County Land Bank Authority to put tax-foreclosed properties back to productive use.

- ☑ Work closely with schools, local colleges, and universities to find other ways to be more sustainable.

- ☑ Investigate state and federal resources to determine if incentives are available for businesses that are in high growth industries such as medical devices, renewable energy, battery technologies, etc.

- ☑ Kentwood will promote its sustainability efforts in branding the community.

Planning Principle 7: 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 addition of the food court, theatre, sit-down restaurants, an Apple store, new signage, a new Barnes and Noble bookstore, and a new North Face store have helped to keep the mall current. As much as Woodland relies on its anchor department stores to bring in customers to the mall, the overall 28th Street area relies on Woodland to bring people to shop on 28th Street. 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 poor economic conditions in the state. 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 are incorporating mixed-use development into their centers. Mixed-use developments combine land uses such as residential condominiums with commercial and office space. There are a range of different scales for mixed-use development, from large Transit Oriented Developments (TODs) to small neighborhood commercial areas with retail space on the ground floor and housing units above. Mixed-use can refer to multiple uses within the same building, such as development with retail on the ground floor and office space above. Mixed-use can also mean having a development with different land uses (retail, office, residential, open space) that are closely situated and accessible to one another.

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. Locations for TODs are highlighted on the city's Future Land Use Map.

One of the most obvious candidates for redevelopment of an older commercial area is the Division Avenue corridor. With the development of the Bus Rapid Transit system, the area could see substantial demand for the redevelopment of the corridor. The visions and goals for the redevelopment of Division Avenue are addressed in more depth in the Sub Area Analysis within Chapter 5.

VISION:

- The city wants its commercial areas to succeed, and therefore will support commercial development and redevelopment and create opportunities for its success.
- In dominant retail corridors such as the 28th Street and 29th Street corridor, 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.
- Kentwood will make commercial areas more viable by making them accessible to pedestrians, bicyclists, and transit services, and by encouraging adjacent residential uses.
- Kentwood will use available tools to encourage the health and success of commercial development in Kentwood.
- Kentwood will continue efforts to be business-friendly and encourage the expansion of businesses in the area.

TASKS **General:**

1. The city shall identify areas of potential decline and consider which areas may need to be re-planned or re-purposed within commercial areas, including the 28th Street/29th Street corridor.
2. The Master Plan will incorporate locations for transit oriented development. Zoning regulations for TODs may be developed for these areas based on form based code.
3. The city will develop a definition or understanding of mixed-use development and how it applies to communities in Kentwood.
4. Kentwood will consider mixed use buildings within certain

areas of the city where this type of development is most likely to succeed.

 Division Avenue:

1. The city will work with the city of Wyoming to approve a conceptual plan for the redevelopment of the Division Avenue corridor based on the October 2008 Fisher Station Charrette.
2. Kentwood will adopt the BRT for Division Avenue within its Master Plan.
3. The city shall develop a form based code for Division Avenue, and determine where the code can be applied in other areas, including the 44th Street and Division Avenue intersection. (Also see Sub Area 1, Chapter 5)

 Woodland Mall and the 28th Street area.

1. Support the efforts of Woodland Mall to be successful.
2. Offer loans to retailers to make improvements to the exterior of the mall.
3. Encourage support of a Corridor Improvement Authority or DDA for the mall area.
4. Support the concept of Woodland Mall as a transit oriented development by encouraging and accommodating various types of transit to Woodland Mall. This would include support of a transit hub near the mall, additional sidewalk and pedestrian access, bike racks; etc.
5. Support uses that keep 28th Street a vibrant retail area.
6. Conduct a detailed inter-municipal market study of the 28th Street corridor to accurately determine what economic market it will support.
7. Improve access by requiring streets to accommodate alternate modes of transportation (Complete Streets).

8. Improve aesthetics of 28th Street through landscaping, signage, etc.
9. Establish a Downtown Development Authority (DDA) or Corridor Improvement Authority for 28th Street.
10. Improve pedestrian access along the corridor and to the businesses through sidewalk connections
11. Consider allowing other compatible uses, such as residential uses, along the 28th Street corridor to allow for more customers and activity for the retail development.
12. For areas in decline, encourage the addition of mid-block streets or access to increase visibility and access to commercial areas and allow for the potential for more mixed use development.
(Also see Sub Area 6, Chapter 5).

Neighborhood commercial:

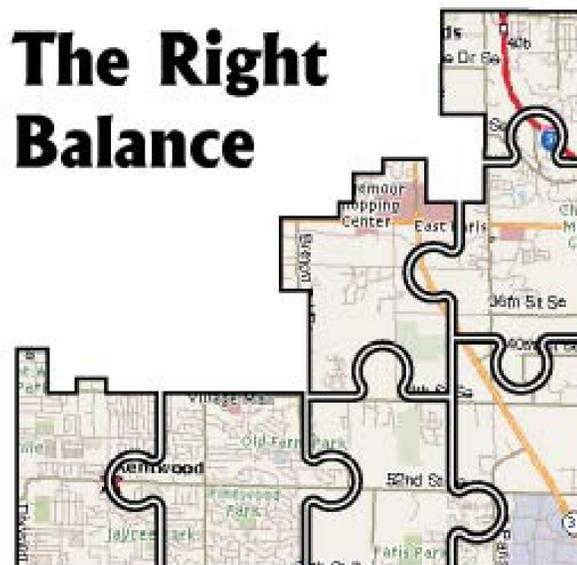
1. Encourage the establishment of business associations.
2. Distribute information on loan programs available to small businesses.
3. Encourage mixed use to reduce vacancies and increase potential shoppers to the area.
4. Identify areas where the amount or type of commercial retail is no longer viable, and recommend additional/alternative uses for these areas.
5. Incorporate standards for redevelopment to encourage desired elements such as mixed-uses and green space.
6. Ensure that all commercial areas are accessible to all modes of transportation.



Example of a mixed use development

KENTWOOD

The Right Balance





**CITY OF KENTWOOD
PLANNING DEPARTMENT**

**MASTERPLAN UPDATE
2012**

SUB AREA LOCATIONS

Map created by:
PLANNING DEPARTMENT
CITY OF KENTWOOD



0 50 0 50

MAP NO.: 7

DATE: 01/2012

Legend

City of Kentwood

Sub-Areas

28th Street & 29th Street Corridor

44th Street & Breton Avenue

52nd Street & Eastern Avenue

City Campus

Division Avenue Corridor

Kalamazoo Avenue Corridor

Patterson Farm

Patterson Industrial Site

Section 34

Streets & Roads

Freeway

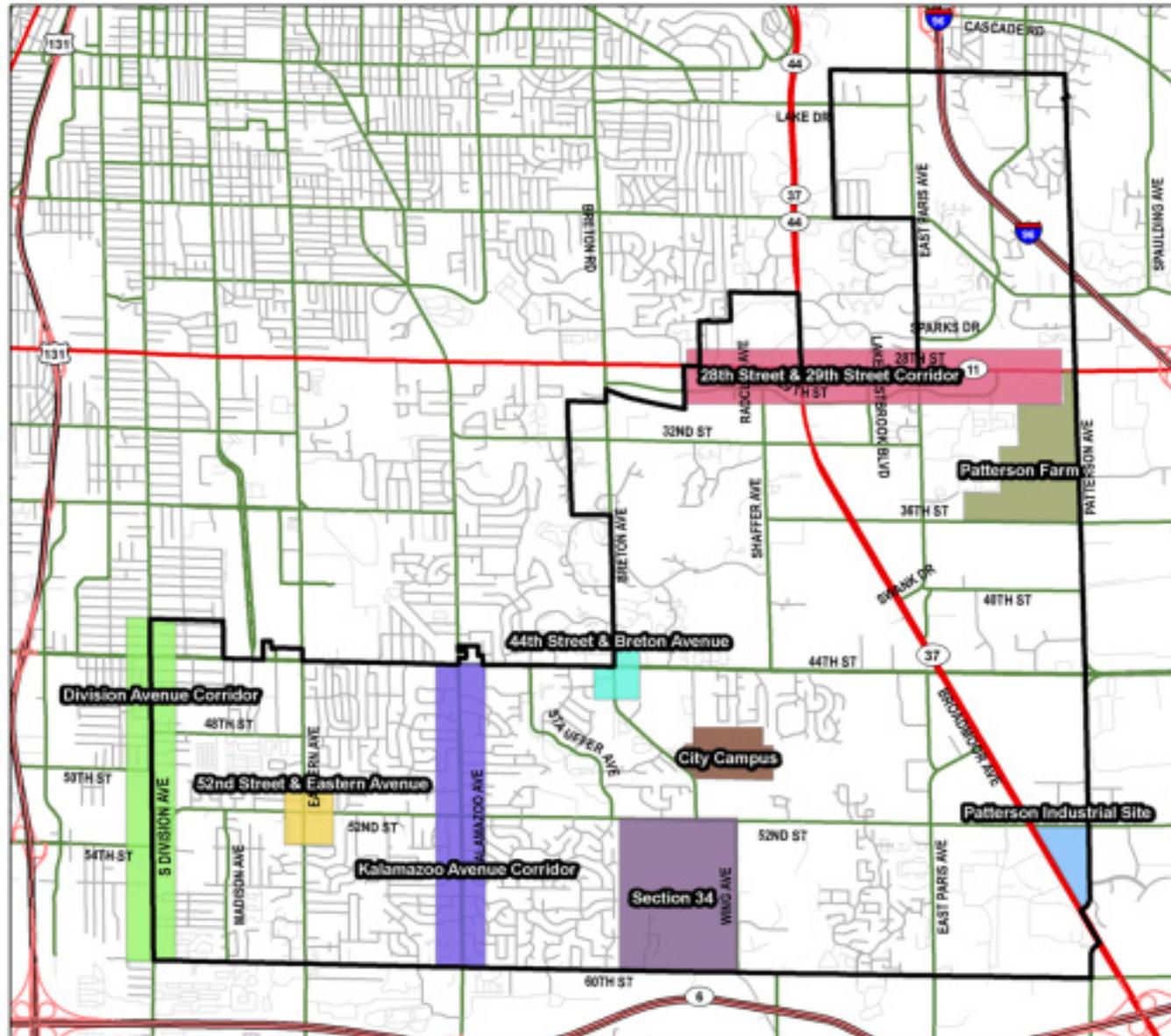
Freeway Ramp

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 nine principal Sub Areas that this master planning process examined, as follows:

1. Division Avenue
2. Kalamazoo Avenue between 44th and 60th Street
3. 44th Street at Breton Avenue
4. Section 34 (Breton Avenue extended)
5. Patterson Farm
6. 28th Street and 29th Street commercial corridor
7. Patterson Industrial Site (Patterson Avenue and M-37), between 52nd and 60th
8. City Campus
9. Eastern Avenue and 52nd Street

Sub Area Workshops

During the Master Plan Update process, these plans were revisited. Some of the sub area plans have remained unchanged from the 2005 Master Plan; some plans were reviewed and vetted with property owners, the Planning Commission, local realtors, and other stakeholders.

During the workshops, participants received a summary of the demographic characteristics of each Sub Area to assist in programming, re-purposing, and crafting site-specific recommendations. The demographic summary was prepared by city of Kentwood planning staff and appears in each of the Sub Area sections.

Sub Area Recommendations

In the previous master plan update, many of these Sub Areas were the focus of a 3 day workshop held in March 2004. Local planners, transportation specialists, City and Planning Commission members, property owners, and interested citizens participated in these interactive sessions and offered many ideas which were incorporated into the 2005 Master Plan. Now in 2012, these recommendations were re-visited and property owners contacted to see if the recommendations still work for the area.

The seven 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.

SUB AREA 1: Division Avenue Corridor

In 2005, the Division Avenue Sub Area was limited in scope to the 44th and Division area only. Since 2005, the concept of the bus rapid transit has been introduced which has changed the

expectations and plans for the entire corridor. A charrette was undertaken in October of 2008 to determine the potential land uses needed to support a bus rapid transit system. The charrette studied the 54th and Division Avenue intersection, but the principles and themes developed in the charrette can be applied to the Division Avenue corridor within the cities of Kentwood and Wyoming, and in Gaines and Byron Townships. In fact, in order to be successful, cooperation between Kentwood, Wyoming, Gaines Township, Byron Township and the city of Grand Rapids will be beneficial and necessary.

The charrette report recommends higher density around and near the BRT stations, transitioning to lower density development further from the stations. The highest density development could potentially include some 4-5 storied mixed use buildings. It is anticipated that as many as 1,700 new housing units could be created in the 54th Street area alone. The increase in housing units would support the BRT and create demand for commercial services that would be accommodated within the overall development. The introduction of these new housing units on Division Avenue will have an impact on issues such as the city's 70-30 policy. In addition, since these units would be well-served by the BRT system, parking requirements may need to be adjusted for this area. New streets based on a grid pattern would be required. The current zoning ordinance can not accommodate this type of development. A form-based code is being developed for the area that would require that development is consistent with the BRT plan.

Although it is anticipated that over time the Division Avenue corridor would be radically changed, many of the principles of the Master Plan will still apply, as indicated below.

Planning Principles

Principle 1: Open Space and Greenways Network

The plan for Division Avenue based on the 2008 charrette incorporates the open space and greenways vision. The plan for the 54th Street area incorporates at least 20 new greens, squares, plazas, or locations for public buildings. The plan makes note of the fact that the green space could be as small as an island at an intersection that holds a statue or other form of public art, to a soccer field. The open space could include plazas that may not necessarily be green; they are simply gathering places for events, public announcements, farmers markets, or an outdoor stage. The plan incorporates the potential for private open space, such as that for a courtyard cottage development. A key component of the plan is the pedestrian connections which are made. All of the frontage types in the form based code include public sidewalk to connect transit stations to the neighborhoods and public parks, making it possible to access the transit stop and use the BRT system. The plan also calls for the connection of natural areas and makes new connections along streams and drains.

Due to the current economic conditions, there is concern about the maintenance of additional public land. Some of the new green spaces would be privately owned and maintained. Some new open spaces could use native plants that would require less maintenance. The solution may require a mix of public and private open space to share in the costs of maintenance. For example, one project considered in the 2005 Master Plan was a linear park along 44th Street. A wide area along the 44th Street corridor was acquired by Kent County when 44th Street was widened to accommodate the construction of a boulevard. Rather than construct a park that requires maintenance, the 44th Street property could be sold for the development of attached townhouses, and green space in front of the units could provide public walking path, benches, etc. that could be accessible by the public but maintained by the townhome association.

The BRT District is planned to be bike-friendly, with bike paths connecting to transit and a host of connections to trails in every

direction. In addition, bike racks will be required as part of the form based code for the district.

Principle 2: Traffic/Transportation/Trails/Transit

- A. Major Arterial/Greening the Arterials
The BRT is planned to run along Division Avenue, which is currently a 5 lane road. A boulevard treatment is proposed for portions of Division Avenue, with the proposed cross section to include medians, parallel parking spaces, and 11 foot traffic lanes. The entire 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.

In addition, the arterial streets within the Division Avenue area will incorporate the concept of “greening the arterials”. For Division Avenue, this will likely include street trees rather than groves of trees. In some public areas, however, tree groves may be incorporated.

- B. **Primary Intersections**
The addition of new streets in a grid system will allow for development at the intersections, will promote mid-block pedestrian crossings, and will keep driveways away from the intersections of major streets.
- C. **Trails**
Pedestrian access is a key component of the BRT concept. The BRT stations are placed such that access is within a 5 minute walk from the bulk of the residences in the area. In addition, the BRT plan proposes sidewalks along all street frontages and trails leading from other areas of the city to the BRT area. The BRT plan incorporates the concept of bike friendliness; requiring bike racks, trails, and signage to assist in the promotion of bike safety and use.
- D. **Transit**

The BRT is a transit corridor along Division Avenue. The task of the use of the form based code will ensure that the BRT is successful by promoting mixed use and higher densities.

Principle 3: Place Strengthening

- A. **Gateways:**
The Division Avenue corridor is a natural setting for place strengthening, due to the proposed BRT and the potential for new development within. In the 2005 Master Plan, 44th Street and Division Avenue 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, the amount of visibility from the transit lines, the redevelopment envisioned, and the proposed Park and Ride lots that are likely to locate in this area. 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, 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 discussed in the Planning Principles could be dictated by the proposed form based zoning code that is envisioned for the corridor. In addition, the BRT plan for Division Avenue will enhance the sense of place with its proposed civic spaces and parkland for public access and enjoyment.

Principle 4: Alternate Development Forms
This principle does not apply to the Division Avenue area.

Principle 5: Organization/Partnerships
The Division Avenue BRT will require cooperation between communities. The possibility will exist for the city to establish a joint

planning commission or Corridor Improvement Authority for the joint review and discussion of projects and improvements in the area. In addition, the city will need to cooperate on a regional basis regarding bike trails, utilities, and the form based codes governing the Division Avenue area.

Principle 6: Sustainability

The plan for the Division Avenue area is an example of "sustainable development" with respect to the community's financial health and the health and welfare of its residents. The nature of the BRT will require reliance on walking, biking, and use of transit. The money saved by residents through reduced use of automobiles may 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 7: Commercial Redevelopment

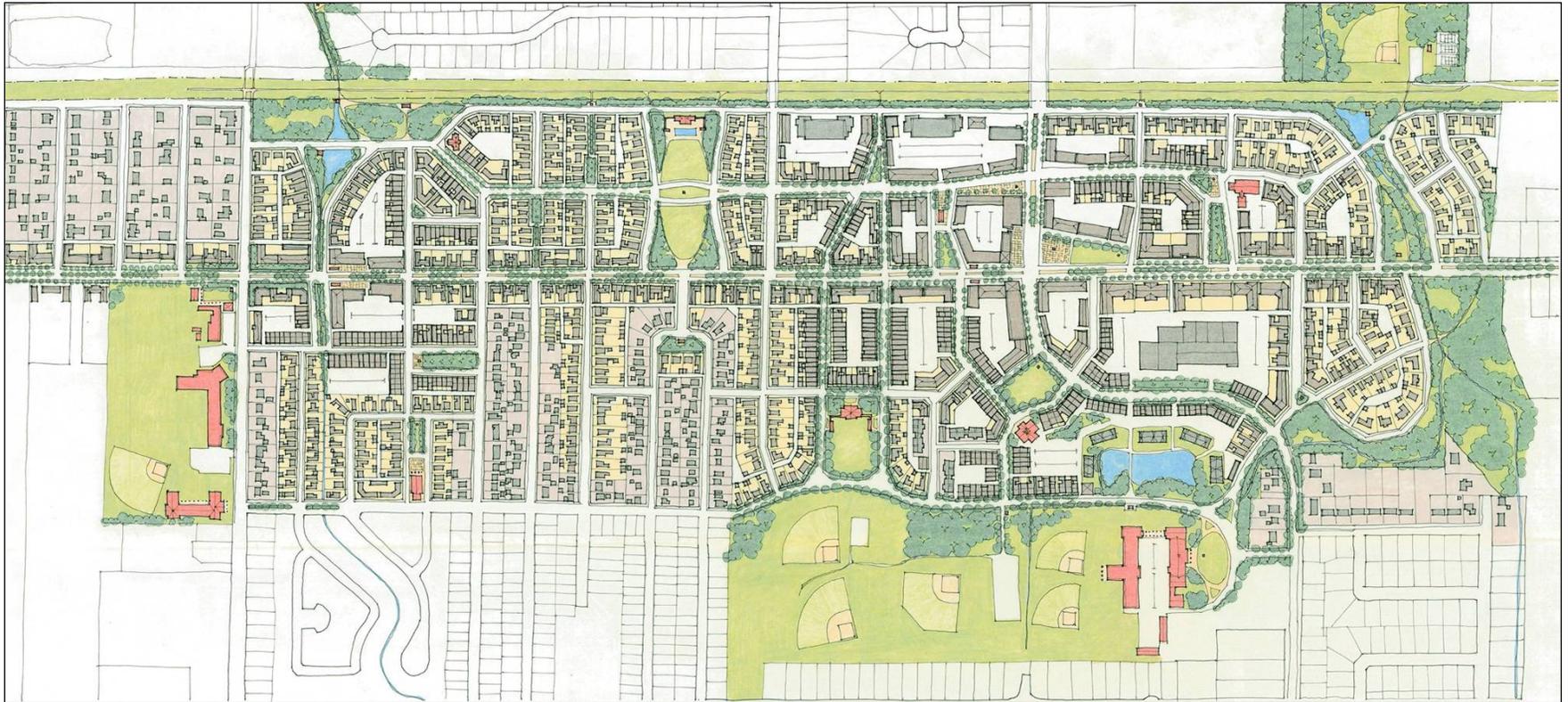
This principle relates to areas that need to be re-purposed or re-planned. No area better fits this description than Division Avenue. The anticipated BRT system is expected to completely change the nature of Division Avenue, taking the area from an aging suburban commercial corridor to vibrant mixed use New Urbanism. The development will be guided by a form based zoning code and will incorporate flexible uses allowing greater density, mixed uses, and a feeling of community. If successful, it would be the most dramatic reuse of property the city has ever known.

Implicit in the redevelopment of Division Avenue is the city's support for new commercial uses. The form based code proposed for Division Avenue will allow 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 help support retail and service operations along Division Avenue.

Table 10: Demographic Profile 52nd Street and Division in a 2 Mile Radius

	Sub-Area	Total for City		Sub-Area	Total for City
<i>Demographics</i>			<i>Households & Income</i>		
Population	37,600	46,999	Total HHs	14738	18,448
% Kentwood	80%	---	% Kentwood	79.9%	---
Age, 19&under	28.1%	26.6%	Income		
Age over 65 yrs	9.9%	10.3%	Med HH income	\$44080	\$48727
Median Age	34.9yr	33.4 yrs	Per Capita	\$20370	\$24578
<i>Race</i>			No. in units		
White	84.2%	75.1%	1	29.1%	31.2%
Black	7.3%	10.8%	2	30.0%	32.4%
Amer Indian/	.7%	0.3%	3	15.4%	14.9%
Asian	3.9%	5.54%	4+	25.7%	21.4%
Pacific Islander	.1%	6.6%			
Other	3.9%	3.0%	<i>Housing</i>		
			Hsg Units	15690	20,798
<i>Ethnicity</i>			% City total		
Hispanic	9.3%	7.8%	Occupied	93.9%	92.7%
Non-Hispanic	90.7%	92.2%	Vacant	6.1%	7.3%
			Owner Occ. ²	71.1%	63.3%
<i>Households</i>			Renter Occ. ²		
Family	14,738	18,448		23.0%	36.7%
With kids	65.1%	63.3%	<i>Education</i>		
Non family	36.3%	49.4%	No H.S. diploma ³	13.8%	9.5%
Labor Force	34.9%	36.6%	HS Graduate ³	34.8%	25.5%
Pop > 16 years old			Some college/assoc ³	31.3%	32.4%
Employed ¹	28,930	27,165	Bachelors degree+ ³	20.2%	32.5%
Unemployed ¹	18,428	24,823			
	2,314	2,342			
¹ % of population over 16			Source: US Census 05-09 5 Year Estimates		
² as % of total housing units			2000 US Census 2010/2015 Scan/US Estimates		
³ as % of population 25+ years					

Figure 15: Division Avenue Corridor Schematic Plan. Larger version can be found in the Compendium.



SUB AREA 2: KALAMAZOO AVENUE CORRIDOR

Demographics

According to the 2009 Census estimates, the area within a one mile radius of the Kalamazoo Avenue and 52nd Street intersection has 13,394 residents or 28.4% of the City's total estimated population. Residents within a one mile radius of the Kalamazoo Avenue and 52nd Street intersection include a higher percentage of white residents, residents with a higher median age, and those with a higher per capita income than the overall City population.

The 2009 estimates of the Kalamazoo Avenue/52nd Street area shows that 72.1% of those living in a mile radius of the 52nd and Kalamazoo Avenue intersection own their homes. This figure is more in line with the desired 70%-30% mix of owned versus rental residential units. The majority of homes within the corridor are detached single family homes.

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 increasingly 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. Since the adoption of the 2005 Master Plan, the city has taken over control of the road from the Kent County Road Commission and has redeveloped the road into a 4 lane boulevard cross section. The creation of the boulevard along this primarily residential area has retained the value of the street for residential use.

The recommendations for this corridor will relate primarily to the intersections at 44th Street, 52nd Street and 60th Street.

The 44th Street and Kalamazoo Avenue intersection includes several existing vacant commercial buildings. The 2005 Master Plan recommended medical uses as a trail portal for the overall area. These concepts still seem to have some validity for the future of the overall area.

The 52nd Street and Kalamazoo Avenue intersection has changed since 2005. In 2005 the land use included a vacant gas station on the southwest corner and a credit union on the southeast corner. The credit union has been closed and the building demolished, the vacant gas station is now an auto repair establishment, and there are vacant office and residential uses on the northeast corner of the intersection. In conjunction with Lighthouse Communities (LINC), the city completed a charrette process in late 2010 to obtain neighborhood input into the future redevelopment of that intersection.

At 60th Street and Kalamazoo Avenue in the city of Kentwood, vacant land still exists on the east side of Kalamazoo Avenue, and an existing retail center stands partially vacant on the west side of Kalamazoo. Meanwhile, growth has occurred south of 60th Street in Gaines Township. The area therefore seems to have great potential for new development, especially as the economy improves.

Principle 1: Open Space and Greenways Network

44th Street and Kalamazoo Avenue

There is a desirable connection at this location to the Paul Henry Trail (southeast corner) but it is dramatically underexposed to the community. This provides a great opportunity to make a bold statement about Kentwood's plan for a comprehensive green and open space network. The intersection could be re-oriented and planned with a focus on the trail portal. The health-care related public and private uses that currently exist in this area could be incorporated into the overall concept. On the southwest side of the intersection, a connection can be made between

Bowen School and the drain that runs through it, potentially connecting the school with commercial uses at the corner of 44th and Kalamazoo, and potential connection to the Paul Henry trail to the east. There is also a possibility to incorporate an existing farmhouse built in 1885 into the redevelopment at the southwest corner of 44th and Kalamazoo, providing a historic context to the development of the area.

In terms of pedestrian and bicycle access, the city has constructed a bike path along Kalamazoo Avenue that extends from the Consumers Energy right-of-way in the 5000 block north to Pickett Street to connect with the Paul Henry Trail. The city is planning the construction of additional bike paths to extend the East-West Trail (within the Consumers Energy corridor) east of Kalamazoo Avenue. The City should contact Grand Rapids to discuss the possibility of the extension of the Paul Henry trail into Grand Rapids north of 44th Street.

52nd Street and Kalamazoo Avenue:

The intersection of Kalamazoo and 52nd Street was discussed at the 2010 charrette. Most of the designs for the intersection included a corner of green space at the intersection itself. Walkability was considered an important element for the area. (See Appendix for more detail on the sub area plans for this intersection).

60th Street and Kalamazoo Avenue:

There is a potential for a green gateway at the intersection of Kalamazoo and 60th Street, as an entry to the city. The city could work with the future developer of this area to incorporate green space as a part of the entry way.

Maintenance for Kalamazoo Avenue could also be assisted by the Adopt-a-Block concept.

Principle 2: Traffic/Transportation/Trails/Transit

A. Major Arterials/Greening the Arterials

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 to Pickett Street. However, sidewalks are available along both sides of Kalamazoo Avenue. In addition, the city should strive to make crossing the major arterial streets easier through the incorporation of better crosswalk demarcation at selected mid-block 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 is insufficient to plant trees. However, trees are intended to be planted within the boulevard areas along Kalamazoo Avenue. Funding for this endeavor may likely come from grants.

B. Major Intersections

The effort to locate driveways away from intersections is already used to some extent at the northwest side of 60th and Kalamazoo. The same should be considered for the northeast corner, as this area prepares for redevelopment. Minimizing the number of driveways, locating driveways further from the 60th and Kalamazoo intersection and cross access between all parcels will be critical. There will likely be an allowance for a full movement driveway on the east side of Kalamazoo Avenue, the location of which must be reviewed by the city. On 60th Street, limited access will be permitted. This approach may be critical at the 44th and 52nd Street intersections due to the boulevard design and limited redevelopment opportunities. In any case, the

interconnection of parcels will be required at all major intersections.

C. Trails

In order to increase visibility and knowledge of the Paul Henry Bike Trail, it is recommended that parking and signage be incorporated near the corner of 44th Street and Kalamazoo Avenue. A possible location may be the Jaycees facility located at 1640 44th Street. The parcel on which the Jaycees facility is located has direct access to the Paul Henry Trail. In addition, the parking lot is largely vacant. The city also owns property behind (south) of the Jaycees' building. A connection could be made to 44th Street from this city-owned parcel. In order to encourage use of the trail to access area businesses, the city may also wish to consider the possibility of signage along the Paul Henry Trail to inform walkers and bikers of nearby businesses.

D. Transit

Transit is currently offered from 52nd Street to 60th Street within the Kalamazoo Avenue corridor. 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.

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, and 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 each of the three major intersections along Kalamazoo, redevelopment is possible. At 44th and Kalamazoo, the vacant gas station located at the southwest corner may provide an opportunity for redevelopment that could serve as an entryway into Kentwood, and could possibly incorporate the farmhouse located immediately to the south. 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 Overlay zone is recommended to establish parking, setbacks, and building materials. Since Kalamazoo Avenue traffic is increasing, the redevelopment of the intersection is inevitable, and demand for the redevelopment of the intersection is highly likely. A preference for office use was expressed at the charrette for the 52nd and Kalamazoo intersection, with services such as coffee shops to serve both residents and office workers.

The opportunity exists for a unique development on the northeast corner of Kalamazoo and 60th Street. This area is also recommended for a PUD overlay zone to establish parking, setbacks, building materials, and access between the lots. The city may wish to work with the property owner to develop a plan for the future redevelopment of the northwest corner to encourage its reuse.

Principle 4: Alternate Forms of Development

This principle does not apply to the Kalamazoo Avenue area.

Principle 5: Organization/Partnerships

The redevelopment of the 60th Street and Kalamazoo Avenue intersection will require cooperation between Gaines

Township and the City of Kentwood. In addition, Kentwood and Gaines Township will need to cooperate on a regional basis regarding bike trails, school traffic, event planning, and traffic issues on the Kalamazoo corridor. The City of Kentwood partnered with the Kent County Road Commission to build indirect turns at the 60th Street and Kalamazoo intersection to improve the safety and efficient flow of traffic through the intersection. In addition, the city will need to partner with the City of Grand Rapids in the redevelopment of the 44th Street and Kalamazoo Avenue intersection.

Principle 6: Sustainability

The existence of vacant buildings at the various intersections along Kalamazoo detracts 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 greenfields 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.

Special attention should be made to track the number of foreclosures along Kalamazoo Avenue, and measures taken to ensure that the foreclosed properties are maintained while vacant. If redeveloped, the housing can be made more energy efficient and thus more attractive to new buyers. The city may need to consider land use amendments in the future to allow offices or attached housing that would thrive on the Kalamazoo corridor without detracting from the adjacent residences.

Principle 7: Commercial Development/Redevelopment

As noted earlier, a number of vacant buildings exist along the Kalamazoo Avenue corridor. The city has some tools to encourage the redevelopment into commercial uses. First,

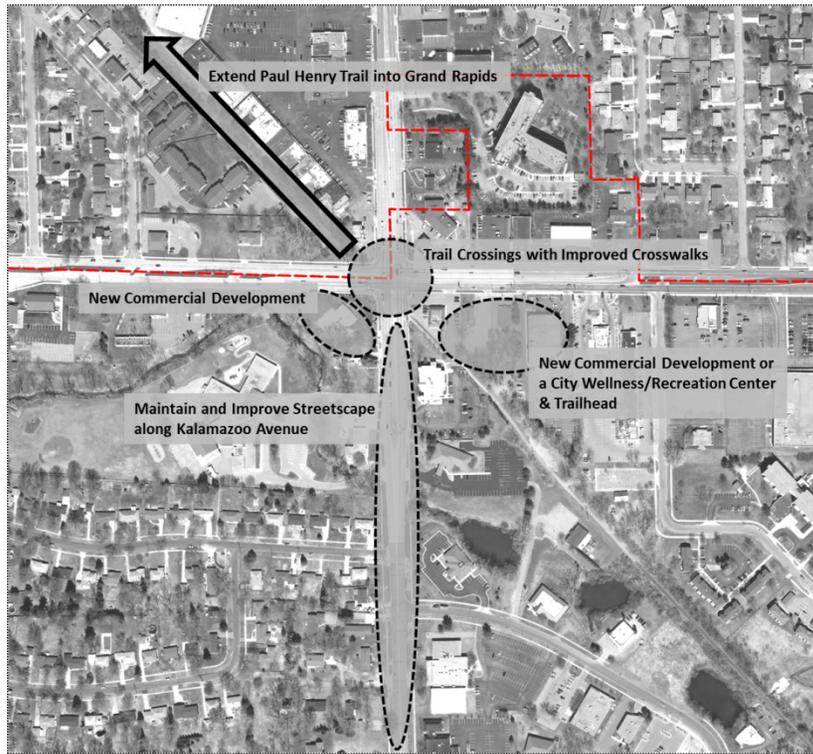
the city should do what it can to make the Kalamazoo area more attractive by landscaping along the corridor. Second, the city should use incentives such as the Commercial Rehabilitation Act (PA 210 of 2005) when possible to encourage developers to make an investment in these commercial areas. Third, the city should encourage business associations for areas such as Kalamazoo and 60th Street, including the Gaines Township business community to offer events and to work together on common issues and goals.

44th Street and Kalamazoo Avenue

The Kalamazoo Avenue and 44th Street intersection deserves a comprehensive planning review partly due to the unique opportunity offered by the Paul Henry Trail and the commercial potential at the intersection. The opportunity for redevelopment exists in some of the underutilized properties on the southwest corner of the intersection. The redevelopment of this southwest corner of the intersection will improve the area through the redevelopment of a vacant parcel of land and addressing any remaining contamination issues due to the prior gas station use.

In addition, there may be an opportunity to link the Paul Henry Trail and health-based office space on the southeast corner of 44th and Kalamazoo Avenue. There has been speculation regarding the long term viability of the Post Office at this location, as well as the adjacent Trinity Plaza. There is potential for long term redevelopment of the southeast corner of Kalamazoo Avenue and 44th Street to Bowen Boulevard, possibly incorporating the redevelopment of the McDonald's restaurant.

Figure 16: 44th and Kalamazoo Avenue development concepts



52nd and Kalamazoo Avenue

Current land use in the Kalamazoo Avenue and 52nd Street area includes an automotive repair shop, a convenience store/gas station, an office/service retail building 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. With the completion of the South Beltline (M-6) and the improvements to Kalamazoo Avenue, higher traffic volumes have been noted. This increase in traffic volume should not mean permitting large scale retail development which would detract from the area's character. The emphasis should be on quality development that serves the immediate residents and allows for some convenient impulse buying from people

passing through. Most of the future traffic will likely be people driving through, not people looking to stop for any length of time. Convenience and neighborhood-oriented retail/office use will assist in not only calming traffic but attracting people to stop and spend their money in Kentwood. This area is recommended for a PUD overlay zone. Additional residences, such as row houses, can provide additional support for retail uses and make the case for shared parking.

During the 2010 charrette initiated between the city and LINC, the intersection of Kalamazoo Avenue and 52nd Street was specifically addressed and several plans were developed for this intersection. The process allowed for the formulation of Guiding Development Concepts to be used in to review any development proposed for the 52nd and Kalamazoo area, as follows:

Guiding Development Concepts of 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.**
- **Possible introduction of row houses or live-work units to the area.**
- **Area must be walkable.**
- **Shared access must be provided between buildings. Ensure that access to public streets works with boulevard design of Kalamazoo Avenue.**
- **Commercial uses to serve the immediate area or commuters.**
- **Plan is for the long term and must be marketable.**



Figure 17: 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, at least 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.

The interchange of Kalamazoo Avenue and the South Beltline and the ongoing growth in the surrounding areas should

support additional retail development at the northwest and northeast corners of Kalamazoo and 60th Street. Retail synergy has already been generated in Gaines Township at 60th Street as a number of new developments have already been built. Within Kentwood, at the northwest corner of the Kalamazoo and 60th Street intersection is an underdeveloped shopping center. This development has potential to grow significantly. 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. In light of the multiple property owners that would have interest in the development of the northeast corner of the intersection, it would make sense for the city to develop a PUD concept plan for this corner to set standards for access to the public streets, establish setbacks, and note areas of public space.

The city has developed the following Development Guidelines to give direction to any developer proposing to use this intersection:

Guiding Development Concepts of 60th and Kalamazoo Avenue

- 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. The existing residential uses within the overall site must be redeveloped and incorporated into the commercial development of an immediately adjacent property within the site.
- 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.**

Figure 18: Kalamazoo Avenue and 60th Street redevelopment concepts



Table 11: Demographic profile of the Kalamazoo Avenue Corridor Sub Area. Profile includes areas within a 1 mile radius of the intersection of Kalamazoo Avenue and 60th Street.

	Sub-Area	Total for City		Sub-Area	Total for City
Demographics			Households & Income		
Population	13394	46,999	Total HHs	4,792	18,448
% Kentwood	28.4%	---	% Kentwood	25.9%	---
Age, ≤ 19 yrs	29.2%	26.6%	Income		
Age ≥65 yrs	10.0%	10.3%	Med HH Income	\$62926	\$48727
Median Age	37.0	33.4	Per capita	\$26312	\$24578
Race			No. in HHs		
White	83.5%	75.1%	1	22.6%	31.2%
Black	8.5%	10.8%	2	29.2%	32.4%
Amer Indian/	3%	0.3%	3	16.9%	14.9%
Asian	5.5%	5.54%	4+	31.3%	21.4%
Pacific Islander	.1%	6.6%			
Other	2.2%	3.0%	Housing		
			Hsg Units	5,064	20,798
Ethnicity			% City total	24.3%	
Hispanic	5.4%	7.8%	Occupied	94.6%	92.7%
Non-Hispanic	94.6%	92.2%	Vacant	5.4%	7.3%
			Owner Occ. ²	72.1%	63.3%
Households	4,792	19,282	Renter Occ. ²	22.5%	36.7%
Family	73.4%	63.3%			
With kids	42.5%	49.4%	Education		
Non family	25.6%	36.6%	No H.S. diploma ³	7.6%	9.5%
Labor Force			HS Graduate ³	24.1%	25.5%
Pop > 16 years old	10,004	27,165	Some college/assoc ³	32.1%	32.4%
Employed ¹	7,125	24,823	Bachelors degree+ ³	36.3%	32.5%
Unemployed ¹	309	2,342			
¹ % of population over 16			Source: US Census 05-09 5 Year Estimated		
² as % of total housing units			2000 US Census 2010/2015 Scan/US Estimated		
³ as % of population 25+ years					

SUB AREA 3: 44TH STREET AND BRETON AVENUE

Demographics

The 44th Street and Breton Avenue Sub Area includes 12,063 residents within a one mile radius of the intersection (2010 Census estimates). This sub area is estimated to be more ethnically diverse than the city's overall population. There is a large concentration of rental units in this area, with as much as 57% rentals, compared to the 36.7% rental units in the city overall. In 2010, unemployment was higher for this sub area than the city overall and both household and per capita income were below the city's average. There is also a higher percentage of senior citizens in the 44th Street and Breton Avenue area, due to the existence of large senior citizen housing developments such as Holland Home and Wellington Woods.

Principle 1: Greenways Network:

The 44th Street and Breton Avenue Sub Area includes trails, sidewalks, and bike paths, as well as open space within the various developments. In addition, there is potential for more quality open space in developing areas such as Holland Home and the former Christensen farm (located east of Bretwood Plaza). The city greenway plan should connect existing and future trails, sidewalks and paths to the open space and parks in the area.

In addition, the city should inventory vacant land, private and public parks, tree canopy, trails, and bike paths to identify all areas that could be included in the greenway. For example, Holland Home has amended its development plan since the 2005 Master Plan Update to incorporate large wooded tracts and ravines. In addition, a parcel of land adjacent to the Walgreens development (at the Northeast corner of 44th and Breton Avenue) has been dedicated to wetland mitigation. Even though both of these developments include privately held open space, they should still become part of the greenways inventory and should connect to trails, sidewalks, and other public and private green space.

Principle 2: Traffic/Transportation/Trails/Transit

A. Major Arterials and Greening the Arterials

This Principle relates to how vehicular and pedestrian traffic move about the area. At the intersection, there is a definite sense that pedestrian safety is an issue. In fact, Holland Home residents surveyed indicated that they would walk to the stores in the area more often if streets seemed safe to cross. The city should consider traffic calming measures to improve this perception. This may be accomplished through the provision of improved demarcation of crosswalks and refuge islands within medians.

South of the intersection the city is in the process of incorporating the concept of "Complete Streets" for a portion of Breton Avenue. In this portion of Breton Avenue, the four lane road will transition to a two lane road with a center turn lane and would incorporate bike lanes in each direction. Medians will be provided at key locations to allow safe crossing of Breton Avenue. A roundabout is planned for the intersection of Breton Avenue and Walma Avenue. The reconfiguration of Breton Avenue will allow better access from existing and proposed trails to the library and the City Campus.

The city has approved a new street tree ordinance to provide guidelines for the "greening of arterials" without compromising the safety of motorists. This concept is particularly relevant in light of the loss of a significant number of street trees due to the proliferation of the emerald ash borer. To address the issue of maintenance along arterial streets in this area, the city should consider the "Adopt a Block" concept and the planting of lower maintenance perennials along streets.

B. Major Intersections

In the 2005 Master Plan, the concept of locating driveways away from intersections was identified as an appropriate measure to address the issue of the driveway configuration for the future redevelopment of

the Breton Avenue and 44th Street area. Even though the Walgreens development introduced driveways near the intersection of Breton Avenue and 44th Street, the potential for use of this approach still exists at this intersection. The approach can also be used at locations southwest of the intersection. Currently there are many small lots, each with their own drive access to 44th Street. If the city were to consider rezoning several properties in this area to Planned Unit Development, driveways could be combined and a connection to Countrywood Drive could be incorporated.

C. Trails

The 44th Street and Breton Avenue intersection will have to be improved to make the intersection more pedestrian-friendly. Better crosswalk demarcation and median refuge areas would make the area less threatening to pedestrians. Efforts should also be made to add other attractions such as a farmers market, café, park or open space, or other public amenities. In addition, effort should be made to provide trails that connect all residential areas with the area's commercial and institutional uses.

D. Transit

This area is currently served by transit.

Principle 3: Place Strengthening:

A. Gateways

The city could consider gateways or some identification in the 44th Street and Breton Avenue area, as this area serves as an access to the City Campus and other municipal buildings. Street banners could be used to help define this area as the civic center of the city of Kentwood.

B. Sense of Place

The sense of place for the community can start with one unique development or feature. Horrocks Market provides that feature for the 44th Street and Breton Avenue area. The addition of an open air farmers market may help provide an opportunity to make the intersection more desirable and attractive. This would provide economic sustainability for the city and for those living near the area.

The Bretwood Center on the southeast corner of Breton Avenue and 44th Street has had a difficult time retaining businesses. In part this is due to the limited visibility of the center from 44th Street or Breton Avenue. One way to consider making the stores more visible is to increase the height and visibility of the buildings with the construction of a new façade. The EDC Revolving Loan Fund or the Commercial Rehab Act could be used to help improve visibility of the buildings. The area could be made more attractive by making better use of the detention pond/water feature south of the office buildings at the corner of Breton Avenue and 44th Street. Consistent with the goal of Place Strengthening, the area could also benefit from the development of a business association for promotions, events, and advertising purposes.

The former Christensen Farm area east of the Bretwood Center is a vacant property that could bring vitality back to the Bretwood area. It is recommended that the Christensen Farm develop as a mixed use PUD to tie the residential and commercial developments in the area together.

Principle 4: Alternate Development Forms

The former Christensen Farm east of the Bretwood Center represents an opportunity to truly integrate commercial and residential uses on a single site as well as within individual buildings.

Principle 5: Partnerships

The intersection of Breton Avenue and 44th Street is located at the corporate boundary between Kentwood and the city of Grand Rapids. Cooperation between Kentwood and Grand Rapids will be required in planning for the future development and redevelopment of the area in terms of land use, vehicular traffic patterns and pedestrian crossings at mid-block as well as at the intersections.

Principle 6: Sustainability

This principle encourages ways to reduce waste, cut down on energy costs, and promote transportation alternatives such as biking, walking and transit. The area is currently served by public transit, and many area residents choose to walk to the stores in the vicinity. Additional sidewalks can be provided as surrounding areas are developed.

Thoughtful redevelopment of distressed commercial areas will keep the area more economically sustainable and will portray an image of a place where people will want to live, work, and shop.

Principle 7: Commercial Development and Redevelopment

Current land uses at or near the 44th Street and Breton Avenue intersection grocery stores, a drug store, and a variety of restaurants and other shops. The Breton Meadows shopping center, located at the northwest corner of the intersection, has some vacancies and is in need of renovation. While not located in Kentwood, the center is a vital part of the rejuvenation of the target area and as much as possible, should be incorporated into the overall plan. Bretwood Center, located on the southeast corner of the intersection, has a number of vacancies and is suffering from a lack of visibility from 44th Street and Breton Avenue intersection. This lack of visibility has damaged the overall potential for retail operators. Retailers need visibility to be successful and hiding them behind berms or other buildings severely limits their potential.

The 44th Street and Breton Avenue intersection has the asset of being located in the vicinity of a variety of civic uses. Ideally

the area should be developed as a true “civic center” including public institutions, park space, retail, office or service retail and possibly some housing. Every attempt should be made to integrate the retail development with the City Campus area and provide connections from the campus to homes and businesses.

The businesses in the 44th Street and Breton Avenue area would also benefit from the establishment of a business association. In addition, incentives such as the city’s commercial loan program or the Revolving Loan Fund could offer low interest loans to assist in the establishment or expansion of local business.

In terms of land use the city should also consider making allowance in the Commercial Planned Unit Development Districts (CPUD) for residential uses. Additional homes in the area may provide more disposable income and shoppers to support the existing stores and services.

Table 12: Breton and 44th Street intersection within a 2 mile radius

	Sub-Area	Total for City		Sub-Area	Total for City
<i>Demographics</i>				<i>Households & Income</i>	
Population	12,063	46,999		Total HHs	5,241
% Kentwood	25.6%	---		% Kentwood Income	28.4%
Age, ≤ 19 yrs	25.8%	26.6%		Med HH income	\$42051
Age ≥ 65 yrs	11.7%	10.3%		Per Cap income	\$24478
Median Age	33.9	33.4%			
<i>Race</i>				No. in HHs	
White	70.2%	75.1%		1	37.2%
Black	18.6%	10.8%		2	29%
Amer Indian/	.5%	0.3%		3	12.5%
Asian	6.9%	5.54%		4+	20.9%

Pacific Islander	0	6.6%			
Other	3.9%	3.0%			
			Housing		
			Hsg Units	5,638	20,798
Ethnicity			% City total	27.1%	
Hispanic	7.6%	7.8%	Occupied	93.0%	92.7%
Non-Hispanic	92.4%	92.2%	Vacant	7.0%	7.3%
			Owner Occ. ²	36.0	63.3%
Households			Renter Occ. ²	56.9	36.7%
Family	54.5%	63.3%			
With kids	30.5%	49.4%	Education		
Non family	45.5%	36.6%	No H.S. diploma ³	9.9%	9.5%
Labor Force			HS Graduate ³	22.2%	25.5%
Pop > 16 years old	9,487	27,165	Some college/assoc ³	30.4%	32.4%
Employed ¹	5893	24,823	Bachelors degree+ ³	37.4%	32.5%
Unemployed ¹	860	2,342			
¹ % of population over 16			Source:		
			US Census 05-09 5		

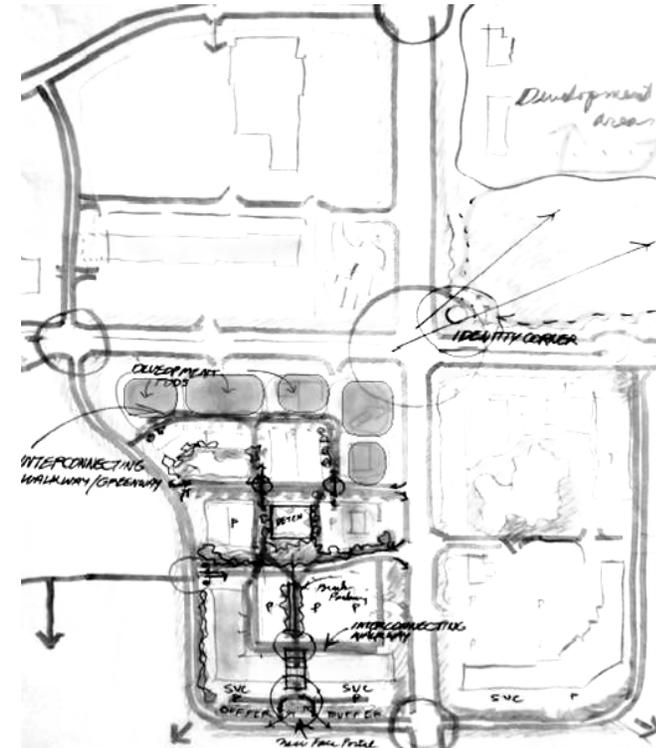


Figure 19: 44th and Breton potential redevelopment

SUB AREA 4: SECTION 34

This large 350 acre undeveloped area between 52nd and 60th Streets has for many years been designated for residential development. This area includes a precise plat for the extension of Breton Avenue south to 60th Street. The 2005 plan maintained the land use recommendation for primarily low density residential development but in a form described as conservation oriented development. The plan recommended limited commercial development of approximately 6,750 square feet of building area in the

immediate vicinity of 52nd Street at Breton Avenue. A preliminary plan was developed that portrayed mixed-use and a higher density “downtown” type development along Breton Avenue extended, decreasing in density to a suburban type residential of over an acre in size. After the initial concept plans were developed, they were reviewed by commercial developers for their input as to whether the proposed commercial area was marketable. The consensus of the commercial developers was that the commercial portion of the development was not marketable, particularly in the proposed “downtown” envisioned for the development.

In 2006 a 20 acre site on the north side of 60th Street approximately ¾ miles west of Wing Avenue was developed for the Discovery Elementary School. Then in 2007, the city approved a low density residential planned unit development called Bretonfield, a 102 acre site immediately east of the elementary school. Features of the 3.66 units per acre density 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; non-motorized trail within the Breton Avenue right-of-way; and a grade separated crossing of the Breton Avenue at the Paul Henry Trail.

Even with the Bretonfield development the concept of “conservation-oriented development” is still viable for the area. The 2010 plan will achieve this type of development with a very strong residential emphasis, relying on the power of the commercial development or “town center” that currently exists near the corner of 44th Street and Breton Avenue and in the civic buildings created by the proposed City Campus. Rather than dictating strict zoning districts and land uses, the city would like to incorporate a form-based code that will allow various kinds of residential uses, as long as the form is consistent with the dictates of the zoning code. Use of a form-based code will allow higher densities near the arterial streets and along Breton Avenue, but will dictate the “form” or appearance of the homes, the building envelope, and the public street. It is possible that the use allowances in the form-

based code could allow limited commercial or live-work situations, if it is marketable. With the existence of wetland areas as well as public and private park areas, Section 34 is still being considered a Conservation Oriented Development, with the expectation that green space, trails, parks and wetlands will become an integral part of the overall development.

In any development plans the following Guiding Development Concepts will be used:

- **Section 34 will utilize a form-based code or will be developed as a planned unit development to ensure that development in this area is walkable, livable, marketable, attractive and diverse.**
- **Development shall incorporate the concept of “lifelong communities” allowing different types of homes that address the different lifestyle needs of future residents.**
- **As a Conservation Oriented Development, land will be set aside for open space for the use and enjoyment of residents. This shall include village or neighborhood squares to provide open space in developed areas.**
- **The trail system will connect to the Paul Henry Trail and to other non motorized facilities outside the development.**
- **Connection to the City Campus and the Breton Avenue commercial area shall be encouraged.**

Demographics

The demographic area studied for Section 34 included properties within a two mile radius of the intersection of Breton Avenue and 52nd Street. However, census tract estimates may provide a better insight into how this area compares with other areas of the city. The census tract in this area is bounded by Wing Avenue on the east, Kalamazoo Avenue

on the west, 52nd Street on the north and 60th on the south. The tract is home to approximately 4,367 people, (79% white, 8% African American and 10% of Asian descent). There are approximately 1,447 households in this area with a median household income of \$84,042, which is higher than adjacent census tracts and is higher than the city overall, even though household income for this tract has decreased by 17% since the year 2000. In comparison, the census tract that includes 52nd Street at Breton Avenue has an estimated median household income of \$41,440. Educational attainment is relatively higher in this census tract, with 48% of the residents over 25 earning a bachelor's degree or higher, compared to the 32% earning bachelor's degrees in the city overall. (Source: US Census, American Community Survey Estimates, 2005-2009).

Principle 1: Greenways Network:

Due to the mostly undeveloped state of Section 34, there is great potential to establish an open space and greenway network. There are wetlands in this area that may be incorporated as a feature in any development, stands of trees that could be retained, parkland that has already been acquired by the city, and the potential for use of a historic farm property. The form-based code that is envisioned for the area will allow preservation of open space in areas of the section. Section 34 is bisected by the Paul Henry Trail, allowing a great opportunity for connectivity of this section to both the north and south. The city's inventory of natural features and green infrastructure should begin with this section.

Principle 2: Traffic/Transportation/Trails/Transit

A. Major Arterials and Greening the Arterials

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. From that point, some form of street grid system should be utilized to identify street blocks and areas for

the construction of new homes. With the construction of the Breton Avenue extension, street trees will be planted. These trees will help slow traffic, green the arterials, and make the road attractive for housing.

B. Major Intersections

This principle is not applicable for Section 34.

C. Trails:

Consistent with the plan for the Bretonfield development, the extension of Breton Avenue should include a separated 10-foot wide non-motorized trail. Likewise, the city will require non-motorized trails throughout the development that can connect to other areas outside of Section 34. As a new street, Breton Avenue extended is envisioned to be constructed by both private developers and the city. This will allow the city and the developer to embrace the concept of "Complete Streets", which requires accommodation for transit, bicycle, pedestrian and other modes of transportation.

D. Transit:

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 extend Route 2 to 52nd Street after Section 34 is developed, allowing greater connectivity between Section 34 and the commercial area.

Principle 3: Place Strengthening:

The sense of place for the community can start with one unique development or feature. The incorporation of a well-designed and walkable area through the use of a form based code will create a sense of community in Section 34. In addition, the sense of place will also be established by the retention of natural features made possible by the density and value created within the development. The Heyboer farm

offers another potential opportunity to incorporate the farming history of the city of Kentwood into the new development. Community gardens, hobby farms, and a farmers market can be options in the area near the Heyboer farm.

Principle 4: Alternate Development Forms:

This principle was formulated for the development of areas such as Section 34.

Section 34 may be a good location for the development of a “Lifelong Community”, which is a neighborhood that provides many housing options for the various phases of residents’ lives. This type of development requires walkability, as well as many different types of housing options. Although there are no plans for significant commercial uses within the area, it is possible that a form-based code can provide the potential for some limited commercial uses within the section, especially near 52nd Street. A form-based code will allow for certain residential uses, such as live-work units, and limited commercial development near the Breton Avenue extended and 52nd Street intersection. The city will not dictate commercial uses in this area but will rather let the market determine whether these types of uses are desirable and marketable. The commercial options may take the form of live-work units or flex-space that allow more commercial options. The city should enlist students from area colleges to assist in the development of an overall land use plan for the area.

Principle 5: Partnerships

This principle does not apply to the Section 34 Sub Area.

Principle 6: Sustainability:

The vision for Section 34 improves the sustainability of the area by encouraging walking, biking, and transit in order to promote healthier lifestyles. In addition, the adoption of a form-based code for this area could include a density bonus for projects that incorporate green elements or energy saving construction. These features

will save money for homeowners and will attract people that want to take advantage of the benefits of a more sustainable design and development.

The city must find ways to interconnect Section 34 with the Breton Avenue and 44th Street area, so that access to the commercial uses near 44th Street and Breton Avenue is safe and convenient. The residential density will help support the commercial uses in this area.

A key component of the development of Section 34 is the preservation of green space and the wetland areas that exist in the area.

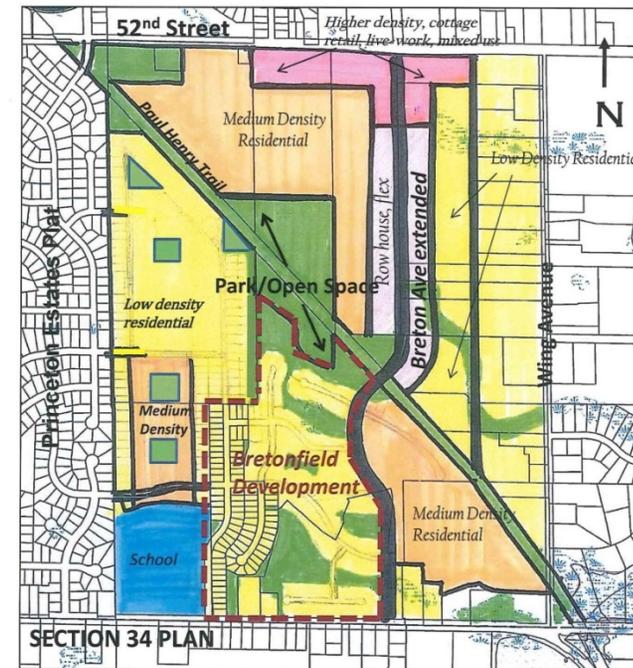
Principle 7: Commercial Development/Redevelopment

As was mentioned previously, a new “downtown” commercial area is not likely to be successful in Section 34. However, the form based code envisioned for this area may allow the potential for some limited commercial development, such as live-work units, or commercial uses near Breton Avenue and 52nd Street. In any case, the Breton Avenue extension may allow a more intense residential design in certain areas, which may provide the opportunity for commercial uses and residential uses to co-exist.

Table 13: Demographic profile for Section 34. This sub area is measured as a 2 mile radius from the intersection of Breton and 52nd Street.

	Sub-Area	Total for City		Sub-Area	Total for City
<u>Demographics</u>			<u>Households & Income</u>		
Population	28525	46,999	Total HHs	11083	18,448
% Kentwood	60.7%	---	% Kentwood	60.1%	---
Age, ≤ 19 yrs	27.8%	26.6%	Income		
Age ≥ 65 yrs	10.3%	10.3%	Med HH Income	\$58476	\$48727
Median Age	35.1	33.4	Per capita	\$27492	\$24578
<u>Race</u>			No. in HHs		
White	78.6%	75.1%	1	27.7%	31.2%
Black	11.8%	10.8%	2	31%	32.4%
Amer Indian/	.4%	0.3%	3	15.3%	14.9%
Asian	6.4%	5.54%	4+	26.2%	21.4%
Pacific Islander	.1%	6.6%			
Other	2.7%	3.0%			
			<u>Housing</u>		
			Hsg Units	12181	20,798
<u>Ethnicity</u>			% City total	58.6%	
Hispanic	6.0%	7.8%	Occupied	91.1%	92.7%
Non-Hispanic	94.0%	92.2%	Vacant	8.9%	7.3%
			Owner Occ. ²	55.4%	63.3%
			Renter Occ. ²	35.6%	36.7%
<u>Households</u>	11,093	19,282			
Family	66.3%	63.3%			
With kids	35.9%	49.4%	<u>Education</u>		
Non family	33.7%	36.6%	No H.S. diploma ³	7.6%	9.5%
Labor Force			HS Graduate ³	22.8%	25.5%
Pop > 16 years old	21,921	27,165	Some college/assoc ³	30.5%	32.4%
Employed ¹	14,205	24,823	Bachelors degree+ ³	38.8%	32.5%
Unemployed ¹	1,797	2,342			
¹ % of population over 16			Source:		
			US Census 05-09 5 Year Estimated		
² as % of total housing units			2000 US Census		
³ as % of population 25+ years			2010/2015 Scan/US Estimated		

Figure 20: Section 34 Schematic Plan



SUB AREA 5: PATTERSON FARM

Introduction

Patterson Farm is a 150 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 fronts 28th Street and has 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 sub area not only includes the Patterson farm itself, but also properties south of the Patterson farm extending to 36th Street and west along 36th Street to East Paris Avenue. The land use designation proposed for this area 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 city will encourage a mixture of uses throughout the sub area. 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 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.

There are many potential uses for the Patterson farm area;

three conceptual plans are show in Figures 24-26.

In all three conceptual plans, the following Guiding Development Concepts will be used in determining whether a proposed development plan is appropriate for the development of the Patterson Farm area:

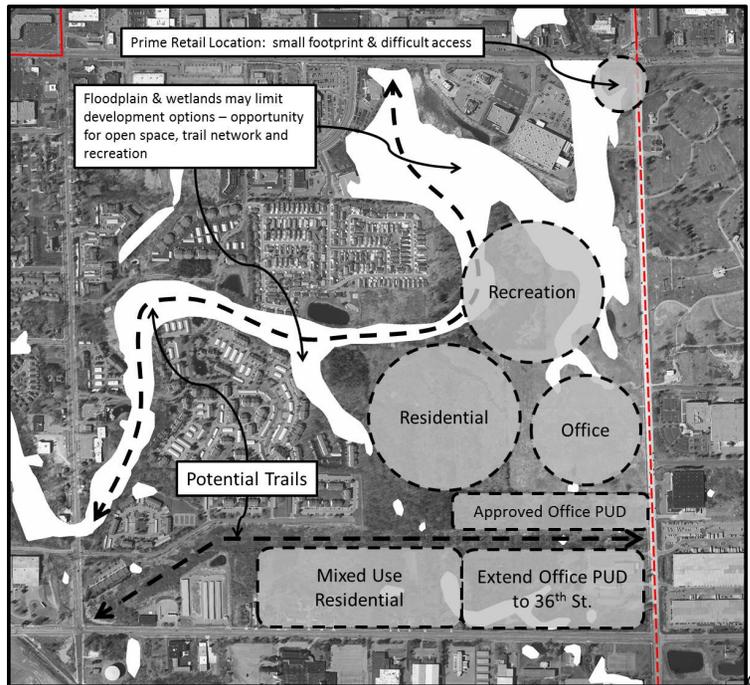
- **The design for the Patterson Farm area shall preserve the wetland and floodplain within the site.**
- **The overall plan will be reviewed as a planned unit development (PUD).**
- **Areas within the development shall be connected with internal roads and non-motorized trails.**
- **Big box retail use will be discouraged.**
- **Ingress and egress for the site shall be limited, and cross access easements provided to minimize the number and establish 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.**

The land use recommendations for the Patterson Farm must also address recommendations for the north side of 36th Street between Patterson Avenue and East Paris Avenue. There are currently residences along the north side 36th Street and industrial development on the south side of 36th Street. Given the high volumes of traffic and nearby industrial uses, residential development along 36th Street may not seem appropriate in the long term. However, if developed in conjunction with the land to the north, medium density residential development may be desirable. A residential development north of 36th Street could take advantage of the sensitive environmental areas to the north and in pockets

along 36th Street. In addition, potential for non-motorized trails along the Consumers Energy right-of-way would provide an attractive and useful amenity for future residents.

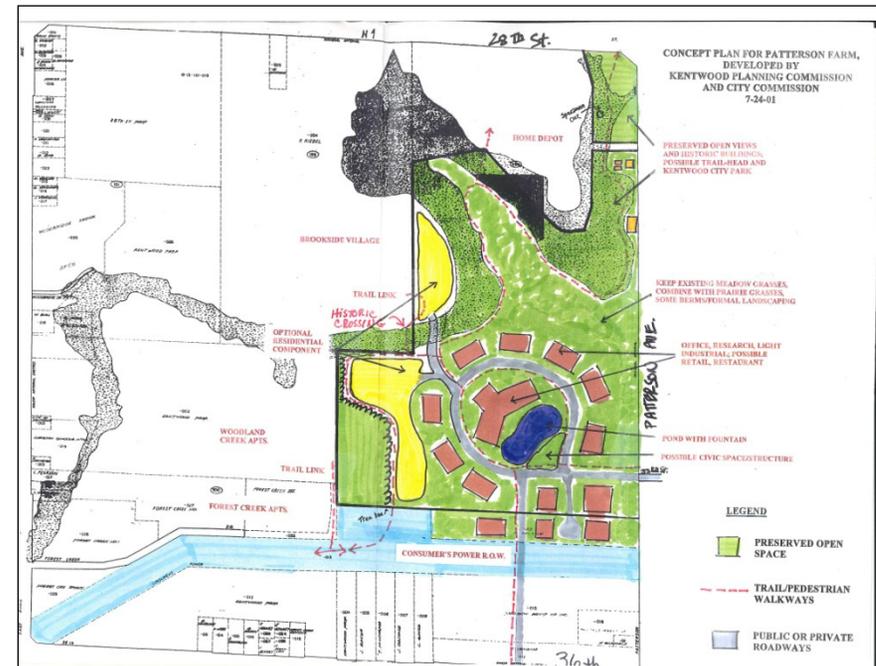
Overall, the City will need to be flexible considering viable uses that meet the general intent and purpose of the Conservation Oriented Development.

Figure 21: Conceptual Plan 1 for the Patterson Farm Sub Area



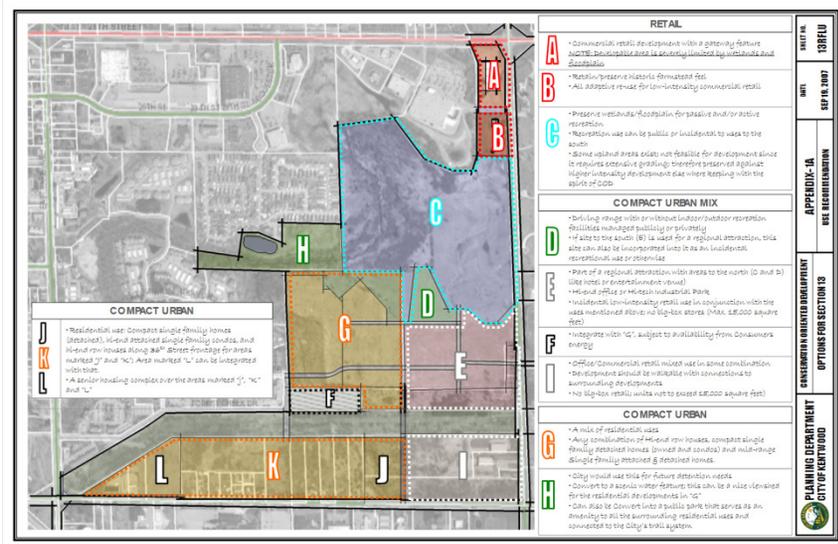
This alternate development for the Patterson Farm area features office, residential and recreational uses. The wetlands and floodplain are undisturbed and provide open space, trail network and recreational opportunities. A small retail location is provided at 28th and Patterson Avenue.

Figure 22 Conceptual Plan 2 for the Patterson Sub Area
(Full Size version can be found in the Compendium)



Alternate 2 for the Patterson Farm area features and office/research park with associated services as well as a residential component to the west. The existing wetlands and floodplain are undisturbed but provide opportunity for trails and preserved open space.

Figure 23 –Conceptual Plan 3 for the Patterson Sub Area
Full size version can be found in the Compendium



This alternative provides a compact mix of uses from recreational to commercial, office and higher density residential. Commercial is preserved at the corner of 28th Street and Patterson, while floodplain and wetlands provide a buffer between 28th Street uses and the office/service/residential uses to the south.

Principle 1: Open Space and Greenway Network

Due to the extensive drainage and varying topography of the site, much of the property lies within designated (and undevelopable) floodway or floodplain. This land should be included in the proposed green and open space network for Kentwood. These Patterson Farm lands are connected to wetlands to the south and west, which form a fairly extensive natural green area among several large residential neighborhoods. 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 with the easements provided for the Saddleback sewer, and through the property where a Grand Rapids water tower is located.

Principle 2: Traffic/Transportation/Trails/Transit

A. Major Arterials and Greening the Arterials

Major Arterials: Patterson Avenue is a major arterial carrying a significant volume of traffic to and from 28th Street, the airport, and many other destinations in the Patterson Avenue corridor. Its inherent scale suggests that future planning be done at a large scale which would generally fit the Patterson farm well due to its size and development potential extending along Patterson Avenue. Also, 36th Street has been widened to 5 lanes and has experienced a significant increase in traffic since its connection to I-96 to the east by way of an interchange constructed in 2005-2006. Future development of the Patterson farm area will 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.

Greening the Arterials: There is a need to improve the streetscape along this corridor to soften the visual impact of potential land uses along Patterson Avenue. The concept of tree groves may be used to provide the benefits of street trees while allowing visibility to businesses. It is also possible to incorporate alternative storm water management techniques in conjunction with the streetscape beautification.

B. Primary Intersections

The 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. To that end, if commercial development is permitted at the southwest corner of Patterson Avenue and 28th Street, this approach must be used to route traffic to the existing commercial driveway on Patterson Avenue.

C. Trails

Patterson Avenue is an arterial route and carries a significant volume of 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, trails or sidewalks should be added to allow pedestrian movement between uses away from the arterial streets. The Saddleback sewer line provides an initial connection through the section. Additional connections can be provided from the Saddleback sewer line as the Patterson Farm area develops. The Consumers Energy right-of-way as well as the Forest Creek Drive right of way (south of the Patterson farm), will also provide an east-west connection from Patterson Avenue west to Corner Ridge or Woodland Creek apartments, or to Meadowbrook mobile home park.

D. Transit Corridor

In the past, Patterson Avenue served as a transit corridor, providing access to business and industry within the airport area. However, the Inter-Urban Transit Partnership (ITP) has not included a regular line haul route along Patterson Avenue in its newly adopted 20 year transit plan. Instead, an express service from Woodland Mall to the Gerald R. Ford International Airport is envisioned. The formal establishment of a transit hub at Woodland Mall may also allow some form of suburban circulator service to the Patterson Farm Sub Area and the larger industrial employment areas in the vicinity of the airport. Pedestrian access will become increasingly important in

the Patterson Avenue area to provide some mode of transportation other than automobiles.

Principle 3: Place Strengthening

A. Gateways

Patterson farm, again due to its highly visible location and unique character, is a strong gateway candidate. In effect, preserving any portion of the property, especially the farm house and surrounding property, will provide a significant community expression and gateway quality.

B. Sense of Place

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 wetland and floodplain areas that exist within the section.

Principle 4: Alternate Development Forms

As cited earlier, there is a chance on the Patterson farm (and in Section 34) to explore the viability and appropriateness of new development patterns. Because of the vegetation, natural relief, and drainage patterns on the property, there is a good opportunity to study a conservation-oriented approach to residential development on the property. The western portion of the farm (abuts other residential neighborhoods to the west and along with the residential portion of the 36th Street frontage) could be a good location for new residential development. Sub area workshop sketches from 2005 suggest that these new homes might be buffered from the traffic and noise of Patterson Avenue by high quality office/service buildings. In order to provide a sense of place, any developer of the Patterson farm must preserve and protect the Plaster Creek floodplain. As one of the city's most important natural features, it should become part of the overall development, rather than relocated or hidden from

view.

Principle 5: Partnership 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, and make connections across I-96 a priority.

Principle 6: 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, one of the pillars of a sustainable communities. The Grand Valley Metro Council can assist in adopting a pedestrian plan for the overall area and assist municipalities in identifying priorities. The current lack of development allows an opportunity to incorporate sustainable features into a development. The developer of the site could incorporate rain gardens, green roofs, or other methods to reduce runoff and improve water quality. The city could require the retention of the natural landscape, including greens and green space, while requiring walkability throughout the development. The potential for mixed-use could cut down on motor vehicles on the site.

Principle 7: Commercial Development and Redevelopment

Commercial uses exist in large quantities along 28th Street, such that the current supply of commercial properties may exceed demand. The Patterson Avenue corridor is not seen as an extension of the commercial development on 28th Street, but rather as an employment center and residential district with access to the uses along the 28th Street corridor. Limited commercial may be desirable to serve the

resident/workers within a development. In addition, a small area at the southwest corner of Patterson Avenue and 28th Street which may be used for commercial purposes, will likely be limited in area, due to site limitations in terms of the topography, floodplain, and public street access associated with its location on a major intersection.

Table 14: Patterson Farm Demographics, 2 mile radius from the intersection of 28th Street and Patterson Avenue

	Sub-Area	Total for City		Sub-Area	Total for City
Demographics			Households & Income		
Population	15,085	46,999	Total HHs	8,509	18,448
% Kentwood	32.1%	---	% Kentwood	35.0%	---
Age ≤19 yrs	23.9%	26.6%	Income		
Age ≥ 65 yrs	14.5%	10.3%	Med HH Income	\$4800	\$48727
Median Age	38.1	33.4	Per capita	3	\$24578
				\$3204	
				8	
Race			Housing		
			No. in HHs		
White	79.9%	75.1%	1	36.8%	31.2%
Black	10.1%	10.8%	2	31%	32.4%
Amer Indian/	.2%	0.3%	3	12.4%	14.9%
Asian	6.3%	5.54%	4+	28%	21.4%
Pacific Islander	0	6.6%			
Other	5.5%	3.0%			
			Hsg Units	7,198	20,798
Ethnicity			Education		
			% City total	34.6%	
Hispanic	6.4%	7.8%	Occupied	90.4%	92.7%
Non-Hispanic	93.6%	92.2%	Vacant	9.6%	7.3%
			Owner Occ. ²	42.3%	63.3%
			Renter Occ. ²	48.1%	36.7%
Households			Education		
Family	56.6%	63.3%	No H.S. diploma ³	8.1%	9.5%
With kids	38.7%	49.4%	HS Graduate ³	19.1%	25.5%
Non family	43.4%	36.6%	Some college/assoc ³	28.5%	32.4%
Labor Force			Bachelors degree+ ³	44.4%	32.5%
Pop > 16 years old	12,130	27,165			
Employed ¹	7,578	24,823			
Unemployed ¹	598	2,342			
¹ % of population over 16			Source:	US Census 05-09 5 Year Estimated	
² as % of total housing units			2000 US Census		
³ as % of population 25+ years			2010/2015 Scan/US Estimated		

SUB AREA 6: 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 – both culturally and economically – and significant additional planning efforts are needed. The corridor is aging and experiencing increased competition from other growing commercial areas.

Like many commercial strips built in the second part of the 20th century, some of the commercial strips in the city are underperforming, with high and unsustainable vacancy rates, low sales per square foot, and diminishing returns for property owners. The property owners in turn have no funds to initiate improvements, and the buildings fall into disrepair or disuse. Evidence of this in the city of Kentwood is clear along portions of 28th Street. Even so, there are many sections of 28th Street that are successful; however, the model that has allowed these areas to be successful is outdated. It is imperative that the 28th Street and 29th Street corridors be given special, in-depth attention by both public and private development parties through a focused study of the overall corridor.

The 28th Street and 29th Street corridor has long been considered a hub of commercial activity throughout the area. It is questionable, however whether all the retail space currently within the corridor should remain as commercial use, given retail demand limitations and competition from other emerging retail venues, pointing to the need for allowing other uses, such as residential uses, into the corridor.

The approach to be taken with the 28th-29th Street corridor should be one of restructuring land use and development patterns along the corridor. It involves looking at the corridor through a regional framework, determining which segments

should support commercial use, the intensity of the commercial use, and which segments should be opened to other uses such as residential development.

Demographics

The 28th and 29th Street corridor is a dynamic mix of commercial and residential properties. While 28th Street is focused more on retail and commercial development, there is a large residential population in the area. Within two miles of the intersection of 28th Street and Lake Eastbrook Boulevard, there are over 25,000 residents—equivalent to half of the city's population. The percentage of rental units and apartments is higher than the City overall.

Planning Principles

Principle 1: Open Space and Greenway Network

This principle is addressed in the **Greening the Arterials** and the **Trails** principles below.

Principle 2: Traffic/Transportation/Trails/Transit Networks

A. Major Arterials and Greening the Arterials

Major Arterials: Both 28th Street and 29th Street are very important, high volume arterials, serving major retail and employment centers. One of the reasons that strip commercial centers have become undesirable for communities and shoppers is the fact that their design is supportive of the automobile rather than the pedestrian. With the automobile as its primary focus, green space has taken a back seat to parking lots. Automotive-oriented development does not support pedestrian access and therefore, very little pedestrian access has historically been provided in the 28th Street corridor. Even when provided, the access is sometimes not maintained. The 28th Street and 29th Street corridor does not provide

consistent pedestrian-friendly or bike-friendly access. It has only been in recent years that the city has required sidewalk along the corridor in conjunction with proposed development projects. It should be a goal of the Master Plan to make 28th Street and 29th Street accessible to all forms of transportation. This may entail a concerted effort toward Complete Streets, requiring bike racks for commercial developments, and promoting open space and greening the arterial streets. In addition, the provision of strategically placed landscape medians would make traffic movement safer and improve pedestrian movement across these arterial streets. The city should explore with MDOT the feasibility of providing refuge islands for pedestrian access along portions of 28th Street. With the current emphasis on providing non-motorized access along 28th Street, refuge medians are critical to allow safe crossing of the street. This is consistent with the concept of Complete Streets, which is in turn tied to eligibility for federal and state street funds. Consideration will have to continue to be given to accommodate the turn movements associated with semi-tractor/trailer traffic.

In addition to 40,000 vehicles passing through the corridor daily via 28th Street, the Rapid serves the corridor for an average of 585 riders per weekday. It is important to improve the pedestrian experience throughout the corridor.

Greening the Arterials: This sub area can benefit greatly from enhanced streetscapes, including groves of trees massed at strategic locations to soften the often visually overwhelming commercial strip developments. As the arterial is “greened”, it will be important to work with the city of Grand Rapids and the landowners along 28th Street to ensure commercial properties maintain visibility. The state of Michigan should be contacted to determine whether there are funds available for landscaping enhancements to 28th Street. One option may be 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.

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.

B. Major 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. The restructuring of land use and development patterns will provide more convenient and accessible commercial settings that may also be conducive to the introduction of residential uses.

C. Trails

As was discussed above, the city should continue to require trails and sidewalks along the 28th and 29th Street corridor, and provide trail connections to other 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 less vehicular traffic than 28th Street. In addition, all businesses should be encouraged to place bike racks at their business establishments.

D. Transit

As mentioned above, the Rapid provides transit service on 28th Street (Route 28) with numerous stops along the length of the street. Unfortunately, in most cases, these bus stops are located in isolation – without sidewalks or paved surface connections to adjacent businesses or

parking areas. Because 28th Street does not have sidewalks within its curb strip, access to and from transit stops is difficult and this serves to discourage transit ridership. While recent efforts have been made to incorporate sidewalk as part of redevelopment projects along the corridor it should be a top priority to improve conditions for transit operations and effectiveness, which will, in turn, attract additional transit users. These improvements would tend to complement the hub transit center at the Woodland Mall which was a recommendation of the Mobile Metro 2020 Long Range Transit Plan.

Principle 3: Place Strengthening

A. Gateways

The 28th Street Corridor provides a major gateway from the east. This entrance to the city is critical. The Patterson Farm provides an opportunity for a major entry feature into the community. A proposed development at this corner should take this into account. The city must also work with the developer to provide an appropriate entryway that also promotes the Patterson Farm development.

B. Sharpening Sense of Place

The 28th Street corridor defines the city of Kentwood for people who drive through the city on 28th Street or shop at retail centers along 28th Street. Driving down the 28th Street corridor now, one is unable to distinguish a difference between communities, despite the fact that 28th Street divides Kentwood and Grand Rapids in some areas. As a part of a larger 28th Street and 29th Street corridor study and re-planning effort, there is the opportunity to redevelop portions of the corridor to forge a stronger sense of place for both Kentwood and Grand Rapids. Again, 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.

Much of the 28th Street corridor in the city of Kentwood includes strip commercial uses. In order to create a sense of place, as well as improve circulation and access to developments in the 28th Street area, the Master Plan recommends commercial node development in this area. Node development allows shoppers to access multiple stores without having to drive on the public street. The parking lots within a node development can be shared and allow for shoppers to walk from store to store rather than to drive. To access the development within the nodes, mid-block access drives are recommended to bring traffic and visibility to the commercial nodes to connect 28th Street and 29th Street.

Principle 4: Alternative Development Forms

Some of the commercial buildings along 28th Street and 29th Street are dated and underutilized. The city should partner with adjacent communities and the development community to undertake a focused study to determine which areas are mostly likely to be successful as retail uses, and which would be successful candidates for other uses such as residential, hotels, or employment centers. In any case the uses should be connected by public transportation and pedestrian access.

In some areas of the corridor, disinvestment may call for more drastic measures to provide much needed vitality to the area. In the case of severely underperforming commercial areas, alternate land uses may become more desirable. The city will consider amending the zoning ordinance in these areas to allow for residential uses. These areas could provide an alternate form of housing that is conducive and supportive of transit and walkability to commercial uses and services. Housing for seniors may be a good housing type, providing an array of services and transportation options for this growing demographic.

At present, the corridor consists of a wide range of parcel sizes, uses, configurations, and development approaches – from high-end boutiques, major regional malls, local retailers, and many national dining, service, and product franchises. Of course, all of these projects have developed over an extended period of time. Thus, the corridor embodies a very diverse and uncoordinated amalgamation of spaces and businesses.

Over time, and through a coordinated public-private effort, it is vitally important that the corridor be comprehensively studied and re-planned in order to improve its effectiveness as a transportation corridor, business center, and employment center.

To accomplish such a transformation will require significant, if not radical, land use modification – particularly in regard to access and circulation.

It is clear that the number of strip retail uses are unattractive and unsustainable in the long term. Some of the things that area communities can do to help make the corridor more successful include the following:

- Improve pedestrian accessibility
- Determine the appropriate amount of retail that is needed to serve the area
- Determine which areas should support regional, local and neighborhood commercial. Areas that are unsuccessful now and are not likely to improve over time should be reconsidered for residential or other uses to help sustain the remaining commercial uses.
- Introduce residential zoning as a viable land use along the corridor
- Determine whether the street rights of way are sized

properly and determine what can be done to make 28th Street more attractive for both residential and commercial use.

- Consider the addition of parkland or plazas between uses to enhance walkability and add green space to the corridor.

Due to the nature of the development pattern, mixed ownership, diverse business objectives, and the sheer complexity of the 28th and 29th Street corridor, it is likely that a new, fresh approach will be required by the City (and key property owners) to achieve meaningful, sustainable results.

Above all, such extensive land use modification requires flexibility and creativity – in the planning process, the development of alternatives, and the ultimate decision making by public and private sector leaders.

Principle 5: Partnership and Organization

In order to accomplish such radical and far-reaching land use modification, it will be of tremendous value to establish a Downtown Development Authority, Commercial Rehabilitation District, Corridor Improvement Authority, or similarly-empowered organization to assist with and eventually lead the revitalization efforts. Since 28th Street extends across many municipal boundaries, it will be imperative to cooperate and present a well-planned 28th Street that can continue to serve as a regional facility.

Principle 6: 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 success for its business community. In addition, 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 concepts discussed previously 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 consider the following actions regarding the 28th Street and 29th Street corridor to allow a more sustainable environment:

- Continue requirement for sidewalk along 28th Street to allow more walking between uses. Also continue to work toward connection of sidewalk and bike path from 28th Street to nearby residential developments.
- Propose incentives to provide more green space within 28th Street developments.
- Work with surrounding communities to avoid the construction of new commercial infrastructure where adequate facilities already exist elsewhere.
- Investigate new stormwater management techniques that improve water quality while reducing maintenance costs. These measures 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.

Principle 7: Commercial Development and Redevelopment

Commercial uses exist in large quantities along 28th Street, much of it built in the 1970s and 1980s. As this commercial property becomes outdated it may be less attractive to shoppers and to businesses. As long as the 28th Street corridor remains a strong location for commercial use in the area, businesses will spend money to invest and reinvest in the area.

However, if other areas become more popular for commercial development, the 28th Street area will begin to 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. Additions such as the new Barnes and Noble and North Face will help keep the mall relevant. The city should assist the mall as necessary through flexibility in the C-3 zoning district, quick review of building permits, improving traffic circulation in the area, and encouraging community events at Woodland Mall.

As pedestrian and other non-motorized facilities are developed in the public right of way, area businesses should be encouraged to re-design their sites to create similar connections out to the street. In addition, 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, making it more successful.

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



Figure 24: This plan shows a potential schematic redevelopment of a intersection on 28th Street. Of note is the introduction of midblock crossing Lake

Table 15: Demographics profile of the 28th-29th Street Sub Area
Sub Area represents a 2 mile radius of the intersection of 28th Street and Lake Eastbrooke Boulevard

	Sub-Area	Total for City		Sub-Area	Total for City
<u>Demographics</u>			<u>Households & Income</u>		
Population	25,409	46,999	Total HHs	10477	18,448
% Kentwood	54.1%	---	% Kentwood	56.7%	---
Age ≤19 yrs	25.1%	26.6%	Income		
Age ≥65 yrs	14.4%	10.3%	Med HH Income	\$47008	\$48727
Median Age	36.3	33.4	Per capita	\$28850	\$24578
<u>Race</u>			<u>Housing</u>		
			No. in HHs		
White	79.4%	75.1%	1	37.8%	31.2%
Black	11.9%	10.8%	2	33%	32.4%
Amer Indian/	.3%	0.3%	3	11.4%	14.9%
Asian	5.2%	5.54%	4+	17.9%	21.4%
Pacific Islander	0	6.6%			
Other	3.3%	3.0%			
			<u>Ethnicity</u>		
			Hsg Units	11400	20,798
			% City total	54.8%	
<u>Ethnicity</u>			<u>Households</u>		
Hispanic	6.1%	7.8%	Occupied	91.9%	92.7%
Non-Hispanic	93.9%	92.2%	Vacant	8.1%	7.3%
			Owner Occ. ²	43.6%	63.3%
			Renter Occ. ²	56.4%	36.7%
<u>Households</u>			<u>Education</u>		
Family	52.6%	63.3%	No H.S. diploma ³	8.4%	9.5%
With kids	25.2%	49.4%	HS Graduate ³	19.7%	25.5%
Non family	47.4%	36.6%	Some college/assoc ³	28.8%	32.4%
Labor Force			Bachelors degree+ ³	43.1%	32.5%
Pop > 16 years old	19,956	27,165			
Employed ¹	13,050	24,823			
Unemployed ¹	559	2,342			
¹ % of population over 16			Source: US Census 05-09 5 Year Estimated		
² as % of total housing units			2000 US Census 2010/2015 Scan/US Estimated		
³ as % of population 25+ years					

SUB AREA 7: PATTERSON INDUSTRIAL SITE

Figure 25: Aerial View of the Patterson Industrial Sub Area



This triangular-shaped, 49-acre sub area formed by the intersection of Patterson Avenue, M-37 (Broadmoor Avenue) and 52nd Street constitutes a significant undeveloped area at one of the key entry points into Kentwood.

Presently zoned for industrial use, this area could accommodate a wide variety of uses – either on an interim or long-term basis – that would enhance the community. Even in its present, largely undeveloped state, the open space is desirable and “holds well”. A planned unit development is recommended to ensure that the area is developed in a way to make best use of its location, visibility, and access to multiple modes of transportation including air, rail, and highway.

PLANNING PRINCIPLES

Principle 1: Open Space and Greenway Network

Greenways and open space are critical in residential and commercial settings as well as in industrial settings. As the Patterson Industrial Site develops, open space and greenways can play an important role in connecting elements of the site.

Principle 2: Traffic/Transportation/Trails/Transit

A. Major Arterials and Greening the Arterials

Patterson Avenue and M-37 (Broadmoor Avenue) are significant traffic corridors and ought to be treated with “large scale” planning as land use changes are contemplated. It is likely that the area will contain large scale projects, requiring relatively few curb cuts and land divisions. The arterial streets can handle higher volume, moderate speed through-traffic. The site also has access to rail, a critical factor in the location of industry to the area.

Greening Arterials

As discussed in the Patterson Farm sub area, Patterson Avenue is an arterial route and carries a significant volume of traffic. Much of this traffic is destination traffic originating from or terminating at industrial locations along Patterson Avenue or at the airport. There is a need to improve the streetscape along this corridor to soften the visual impact of industrial land uses along Patterson Avenue. It is also possible to incorporate alternative storm water management techniques in conjunction with the streetscape beautification.

B. Major Intersections

The intersection of Patterson Avenue and M-37

(Broadmoor Avenue) is not a typical primary intersection in comparison to other primary intersections within Kentwood – 44th Street and Breton Avenue, for example. Rather, the southern tip of the sub-area both splits and concentrates major traffic flows. Thus, these volumes must be handled carefully and safely with appropriate traffic controls. To the extent that non-motorized movements (bicycle and pedestrian) increase in the area, these flows must be integrated into this intersection.

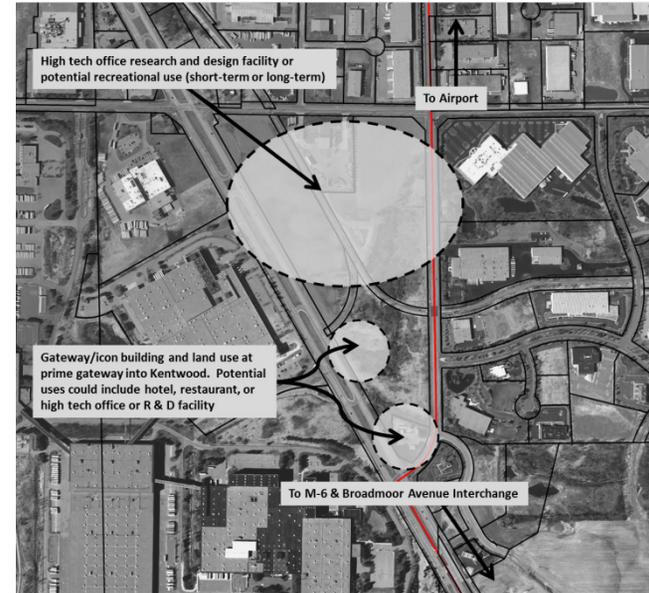
C. Trails:

The Non-Motorized plan that is part of the 2010 Master Plan update includes plans to connect residential areas with employment centers. The city will review its road system to determine where trails, bike lanes and bike paths can be added to allow for non-motorized commuting. At this time, 52nd Street is being considered for a non-motorized, multi-use trail. The Broadmoor Avenue frontage of the Patterson Industrial Site is already partially designated as a non-motorized trail. Connections will need to continue to be provided to allow a continuous non-motorized trail from this area to other areas of the city.

D. Transit

This planning principle is not currently applicable to the Patterson Industrial Sub Area.

Figure 26: Schematic Development Plan for the Patterson Sub Area



Principle 3: Place Strengthening

A. Gateway

The sub-area marks a clear transition from the M-6 interchange and the rural, albeit rapidly changing, landscape to the south (within Caledonia Township) and the more mature industrial/manufacturing/service corridors within Kentwood, both along M-37 and Patterson Avenue. It is also (essentially) the southeastern corner of Kentwood abutting both Cascade and Caledonia Townships. Due to this key position in the community, this sub area is also a very high profile gateway opportunity. Furthermore, due to the rapid growth to the south and increasing traffic on M-6, this

area will only increase in prominence and value.

B. Strengthening the Sense of Place

As mentioned, the location of the Patterson Industrial Site adjacent to neighboring Caledonia and Cascade Townships makes this site an ideal gateway into the City of Kentwood. In turn, the gateway location also creates a special opportunity to create a stronger sense of place for Kentwood.

Principle 4: Alternative Development Forms

This planning principle is not applicable to the Patterson Industrial Sub Area.

Principle 5: Partnership and Organization

Increased traffic volumes resulting from the development of this sub area will require cooperation with neighboring Caledonia and Cascade Townships as well as the Michigan Department of Transportation (MDOT) to address long term traffic issues. In order to ensure the success of the primary intersection and major arterial planning principles in this sub area, this partnership must address traffic generated in the neighboring townships as well as the traffic generated in Kentwood.

Principle 6: Sustainability

This principle does not relate directly to the Patterson Industrial Site.

Principle 7 Commercial Development and Redevelopment

This principle does not relate directly to the Patterson Industrial Site.

Table 16: Demographic Profile of Patterson Industrial Sub Area. The sub area is the area within a 1 mile radius of the intersection of M-37 and Patterson Avenue.

	Sub-Area	Total for City		Sub-Area	Total for City

<u>Demographics</u>			<u>Households & Income</u>		
Population	182	46,999	Total HHs	78	18,448
% Kentwood	.3%	---	% Kentwood	.4%	
Age ≤19 yrs	23.9%	26.6%	Income		
Age ≥ 65 yrs	6.2%	10.3%	Med HH Income	\$85106	\$48727
Median Age	34.4	33.4	Per capita	\$36691	\$24578
<u>Race</u>			<u>Housing</u>		
			No. in HHs		
White	87.8%	75.1%	1	34.3%	31.2%
Black	4.0%	10.8%	2	35%	32.4%
Amer Indian/	0%	0.3%	3	12.4%	14.9%
Asian	4.7%	5.54%	4+	18.3%	21.4%
Pacific Islander	0	6.6%			
Other	3.5%	3.0%			
			Hsg Units	101	20,798
<u>Ethnicity</u>			% City total	0.5%	
Hispanic	8.1%	7.8%	Occupied	77.2%	92.7%
Non-Hispanic	91.9%	92.2%	Vacant	22.8%	7.3%
			Owner Occ. ²	27.1%	63.3%
<u>Households</u>			Renter Occ. ²	50.1%	36.7%
Family	56.7%	63.3%			
With kids	26.2%	49.4%	<u>Education</u>		
Non family	43.3%	36.6%	No H.S. diploma ³	4.7%	9.5%
Labor Force			HS Graduate ³	21.2%	25.5%
Pop > 16 years old	146	27,165	Some college/assoc ³	29.0%	32.4%
Employed ¹	100	24,823	Bachelors degree+ ³	45.1%	32.5%
Unemployed ¹	8	2,342			
¹ % of population over 16			Source:		
			US Census 05-09 5		
			Year Estimated		

SUB AREA 8: City Center Campus

Introduction

The city of Kentwood has long struggled with identity and the desire to provide a signature identity feature for the city. In many communities, the signature feature is its downtown. Kentwood, however, does not have a downtown. Instead of a downtown, the city is developing a central campus for municipal services and activities. The campus concept was developed several years ago, but was never incorporated into the city's master plan. The City Center Campus is

planned to combine existing and future services and amenities such as City Hall, the Justice Center (Police Department and District Court), Fire Department, Public Works buildings, Kentwood Branch Library, as well as recreational facilities into one central location. Since its inception approximately 8 years ago, the Justice Center, Public Works building and library have been constructed on the City Center Campus to supplement City Hall. The long term goal is to incorporate the Recreation Department on the campus, as well as to open a large central park—tentatively named Lambert's Park—in a former landfill area.

Principle 1: Greenways network

A key element of the Campus Plan is the provision of greenways and open space. The proposed future central park is approximately 180 acres in area, and has potential to connect many existing and planned trails in all directions. The open space of the former landfill will add to the city's per capita parkland and will improve the quality of life for area residents. Since the landfill area has been off-limits to development and human activity for so long, its opening to the public will provide a new resource to a fully developed community.

Principle 2: Traffic/Transportation/Transit/Trails

A. Arterial Streets and Greening the Arterials

This is not applicable for the City Campus Subarea.

B. Major Intersections and the Quadrant Approach

This principle is not applicable.

C. Trails

The City Center Campus will provide a network of trails throughout the campus that will interconnect with existing and planned non-motorized trails that span out in all directions. In addition, the city will provide bike racks within the Campus, consistent with the concept of providing a bike-friendly community.

D. Transit

The City Center Campus is already accessible by transit. The city will ensure that trail/bike access will be provided from the transit stops to the various facilities and amenities on the campus.

Principle 3: - Place Strengthening

The City Center 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 carnival and fireworks display for many years. The huge 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 indicate 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 town. In the very long term, approximately 180 acres of land will become accessible to residents as a large passive park with trees, streams, and grasslands in the midst of a developed suburban environment. Since the central park is a former landfill, the land will not be available for public access for several years. In the meantime, the city should do all it can to create the city campus concept, including the provision of trails and bike paths leading up to the landfill boundaries and in the open areas east of City Hall. Other concepts that could be developed prior to the opening of the central park include the following:

- An amphitheater or stage
- A play structure
- Bike paths and trails, including a trail head
- A community center
- A farmers market
- Parking and a connection to the driveway that runs

east/west south of the Justice Center.

Principle 4: Land Use Modifications:

This principle does not apply to the City Center Campus.

Principle 5: Organization:

This principle does not apply to the City Center Campus.

Principle 6: Sustainability

This principle applies to the City Center Campus in that the campus area provides open space and other amenities to area residents. The campus itself will be connected to the rest of the community by means of trails and bike paths, which will contribute to the health and welfare of residents. In addition, the central park area is a former landfill; continued cleanup over time will be required in order to use the property. One concern expressed by Kentwood residents is the need for additional open space. The unique open space and amenities provided by the City Center Campus will help retain residents and the residential tax base.

Principle 7: Commercial Development and Redevelopment

This principle does not apply to the City Center Campus.

Figure 27: Schematic design of potential City Campus



Table 17: Demographic profile of the City Center Campus area, describing an area with a one mile radius of the intersection of Breton Avenue and Walma Avenue

	Sub-Area	Total for City		Sub-Area	Total for City
Demographics			Households & Income		
Population	8,995	46,999	Total HHs	3,767	18,448
% Kentwood	19.1%	---	% Kentwood	20.4%	---
Age ≤ 19 yrs	27.2%	26.6%	Income		
Age ≥ 65 yrs	8.8%	10.3%	Med HH Income	\$47805	\$48727
Median Age	33	33.4	Per capita	\$25298	\$24578
Race			No. in households		
White	74%	75.1%	1	35%	31.2%
Black	14.7%	10.8%	2	28%	32.4%
Amer Indian/	.3%	0.3%	3	13.6%	14.9%
Asian	6.6%	5.54%	4+	23%	21.4%
Pacific Islander	.1%	6.6%			
Other	3.6%	3.0%	Housing		
			Hsg Units	4,043	20,798
Ethnicity			% City total		
Hispanic	7.5%	7.8%	Occupied	93.2%	92.7%
Non-Hispanic	92.5%	92.2%	Vacant	6.8%	7.3%
			Owner Occ. ²	41.5%	63.3%
Households			Renter Occ. ²		
Family	3,767	18,448		51.7%	36.7%
With kids	57.5%	63.3%	Education		
Non family	33.1%	49.4%	No H.S. diploma ³	8.7%	9.5%
Labor Force	42.5%	36.6%	HS Graduate ³	21.9%	25.5%
Pop > 16 years old	6,944	27,165	Some college/assoc ³	29.3%	32.4%
Employed ¹	4,562	24,823	Bachelors degree+ ³	40.2%	32.5%
Unemployed ¹	604	2,342			
¹ % of population over 16			Source: US Census 05-09 Five Year Estimate		
² as % of total housing units			2000 US Census 2010/2015 Scan/US Estimate		
³ as % of population 25+ years					

the store has been 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. With the anchor store removed, there is less to draw shoppers in. The overall center needs to be redeveloped and a new anchor provided to serve the neighborhood. Ideally this anchor would be another grocery store, but other uses may also serve the needs of the neighborhood and bring traffic into the center. A mixed use development may assist in bringing more shoppers to the center.

In late 2010 the city, in conjunction with Lighthouse Communities, Inc. (LINC) and Nelderveld 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.

SUB AREA 9: Eastern Avenue and 52nd Street

Introduction

The Eastern Avenue and 52nd Street Sub Area is a new area of concern for the city, due to the relocation of the city's last remaining grocery store to Gaines Township. The relocation of

The Guiding Concepts are as follows:

- **The re-establishment of a grocery store as well as other services that will benefit the area.**

- **Area must be walkable.**
- **Plan must include public open space (plaza, park, etc.).**
- **Reduce the overall amount of commercial area.**
- **Internal street network to provide access and visibility to the interior of the site.**
- **Additional residential uses 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.**
- **Recognition that the plan is for the long term and it must be marketable.**

Principle 1: Greenways Network

The charrette process identified a desire of the residents to incorporate more open space. Several of the alternatives discussed included parks within the commercial development nearby. The green space served to 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 the other development occurs. However, it should be located in an area that 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: Traffic Transportation/Transit/Trails

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 charrette participants indicated that many people in the area did not have access to a vehicle, or preferred walking to the 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.

One potential redevelopment plan for the area portrayed a public street that was extended through the parking lot of the former grocery store, creating additional street frontage for retail uses.

This commercial node is located at the intersection of two arterial streets. These streets 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. In addition, the city should consider ways to make street crossings less intimidating. It may be possible to consider a three lane cross section for Eastern Avenue; currently Eastern Avenue is three lanes south of 60th Street.

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 all recommended additional residential uses, although single

family detached homes appeared to be preferred to townhome or other attached housing. In addition, there was a desire to incorporate residential uses **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.

Principle 4: Alternate Development Forms

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 grocery-anchored strip center, with many out lots along the public street frontage. The new development concepts allow more pedestrian interaction and activity within the interior of the site, and creates the feeling of a more urban environment. In order to accomplish this, reduced setbacks will be required to allow pedestrian-oriented stores. In addition, it will require a change in retailers' mindsets to allow much of the required parking on the site to be located behind the stores, and to make provision for more pedestrian movement and less automotive-related movement.

Changes to the city's mixed-use zoning designation 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

In this document the concept of organization generally means the cooperation of the City of Kentwood in agencies, communities and organizations in the region. In the case of Eastern and 52nd Street commercial center, the principle of organization will apply to the neighborhood. The city will work to continue the efforts of the Eastern Avenue and 52nd Street Business Association, and the neighborhood scale outreach efforts of Kelloggsville Schools and Kelloggsville Christian Church, with active neighborhood and business organizations in the area, formally establishing a business association or

“Adopt A Block” organization may be desirable.

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: increased tax base, walkable retail, reduction of reliance on automobiles, job creation, and health benefits. It is clear that there is too much retail commercial use in the center to continue to be economically sustainable. 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, 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, although a reduction of commercial uses may be warranted. 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.

The older buildings in the area allow the opportunity to make use of tools such as the Commercial Rehabilitation Act which would limit taxes for a period of time after improvements to the center are made.

As was mentioned earlier, the entire area benefits from the ongoing efforts of a business association that can market the area, and act on issues that affect the overall site. In addition, the strong sense of community between church,

schools, and the business community will ensure continued support of any commercial center that is redeveloped on the site.

Figure 28: Eastern Ave & 52nd Street - Option 1



Figure 29: Eastern Avenue & 52nd Street, Option 2



Figure 30: Eastern Avenue & 52nd Street – Option 3



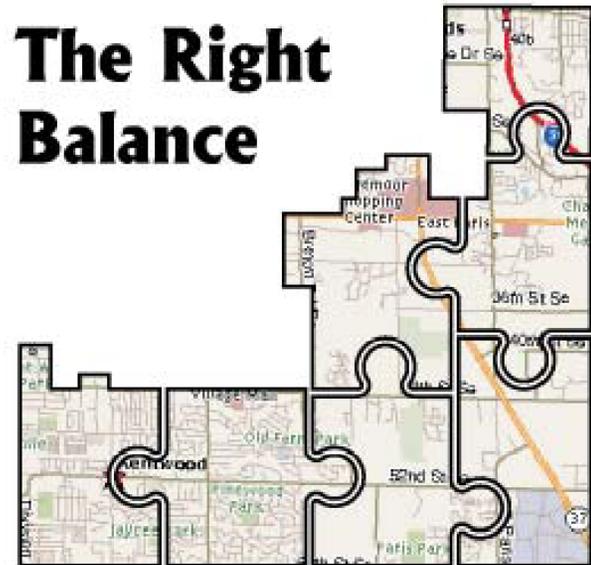
Table 18: Eastern and 52nd Street demographics: Sub Area is 1 mile radius of the intersection of 52nd Street and Eastern Avenue.

	Sub-Area	Total for City		Sub-Area	Total for City
Demographics			Households & Income		
Population	14,371	46,999	Total HHs	5,523	18,448
% Kentwood	30.6%	---	% Kentwood Income	29.9%	---
Ages 19 yrs	28.2%	26.6%	Med HH Income	\$46841	\$48727
Age ≥65 yrs	12.3%	10.3%	Per capita	\$20986	\$24578
Median Age	36.9	33.4	Race		
			No. in units		
White	84.3%	75.1%	1	27.6%	31.2%
Black	7.5%	10.8%	2	29.8%	32.4%
Amer Indian/	.6%	0.3%	3	15.8%	14.9%
Asian	4.4%	5.54%	4+	26.7%	21.4%
Pacific Islander	.1%	6.6%			
Other	3.1%	3.0%	Housing		
			Hsg Units		
			% City total		
Ethnicity			Occupied		
Hispanic	7.4%	7.8%	94.7%		
Non-Hispanic	92.6%	92.2%	Vacant		
			Owner Occ. ²		
			78.5%		
			63.3%		
Households			Renter Occ. ²		
Family	5,523	18,448	16.3		
With kids	68.4%	63.3%			
Non family	38.7%	49.4%	Education		
Labor Force	30.6%	36.6%	No H.S. diploma ³		
Pop > 16 years old	11,085	27,165	11.1%		
Employed ¹	7,058	24,823	HS Graduate ³		
Unemployed ¹	796	2,342	32.6%		
			Some college/assoc ³		
			32.3%		
			32.4%		
			Bachelors degree+ ³		
			24%		
			32.5%		
¹ % of population over 16			Source: US Census 05-09 5 Year Estimated		
² as % of total housing units			2000 US Census		

³ as % of population 25+ years			2010/2015 Scan/US Estimated		
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KENTWOOD

The Right Balance



FUTURE LAND USE

The Future Land Use Plan is based upon twelve 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, place of worship, 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.
- Mixed Use Commercial/Residential: For the potential mixture of residential and commercial components in an area. The density of the residential component will be determined by review of the adjacent existing or future uses.
- Mixed Use Residential/Office: For the potential mixture of residential and office components in an area. The density of the residential component will be determined by review of the adjacent existing or future uses.
- Conservation Oriented Development: reserved for undeveloped land tracts of significant size and containing natural features that lend to alternative planning approaches for residential and/or mixed use development.

- Division Avenue Overlay Zone: establishes land uses and regulating plan developed through the Fisher Station Charrette and proposed form based code.

As part of the effort to incorporate more mixed-use within the community, the city will revise the regulations pertaining to commercial planned unit developments (CPUDs) to allow residential uses to be integrated into commercial developments. Mixed-use development is defined to include residential and commercial uses within a development that are connected through pedestrian access, similar architectural style, or by incorporating commercial and residential uses within the same building.

In addition, the future land use map will designate 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. Areas considered TODs include the following: Woodland Mall, 44th Street and Breton, and the Division Avenue Corridor.

In the Master Plan text, a description of each sub area and recommendations based on Planning Principles are highlighted. The plans for the each sub area, as well as the section by section analysis, can be found in the Compendium.

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CITY OF KENTWOOD
PLANNING DEPARTMENT

MASTERPLAN UPDATE
2012

FUTURE LAND USE MAP

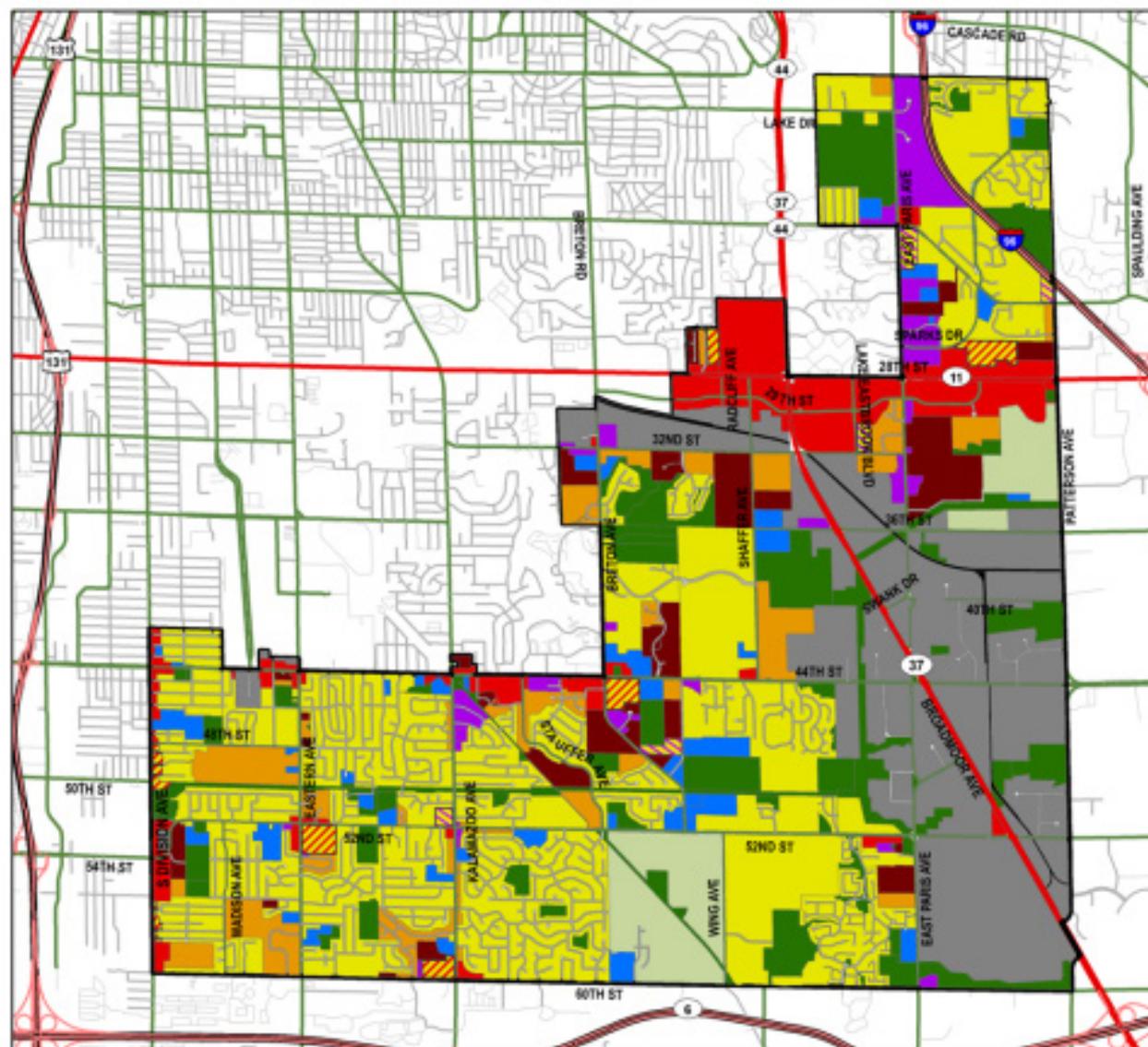
Map created by:
PLANNING DEPARTMENT
CITY OF KENTWOOD



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MAP NO.: 8

DATE: 01/2012



Legend

City of Kentwood

Future Land Use

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

Streets & Roads

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

