



# TURN ON 28TH STREET PUBLIC INPUT COMPLIATION

City of Wyoming, Michigan

## MAY 2011



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W O N D E R G E M



# Public Input Compilation

## Turn On 28<sup>th</sup> Street

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**MOBILE TOUR SUMMARY**

**Introduction**

The purpose of the 28<sup>th</sup> Street Redevelopment Plan mobile tour held on July 28, 2010 was to enable the consultant team to make observations about existing conditions in terms of land use, landscaping, access management, architecture, circulation, signage, lighting, aesthetics and other features. Certain features of the corridor were praised while others were identified as areas for improvement. Additionally, the mobile tour served as an opportunity for business and property owners to delve into the background of a particular site or issue and discuss future plans for development of their properties. Finally, the tour provided an opportunity to “break the ice” and offer the consultant team, advisory committee, and City officials a casual forum to interact with stakeholders. As the kick-off to the planning and design process, the mobile tour helped establish a common base from which to move forward by building momentum and excitement about the process.

The following individuals participated in the tour:

Mark Miller	Sprint Store	Kim Lucar	City Staff
Rod Beduhn	Zoning Board of Appeals	Curt Male	Southland Auto Wash
Jack Bueche	Planning Commission	Dave Micele	Planning Commission
Earl Clements	Colliers	Mark Miller	Nederveld
Tim Cochran	City Planner	Rich Pastoor	City Council
Dale Cross	EDC	Bob Petko	Progressive AE
Patty Dermody	Dermody Trucks	Bob Potts	Spartan Stores
Todd Duncan	Consumers Energy	Rebecca Rynbrandt	Community Services Dir.
Blair Dykhouse	Zoning Board of Appeals	Sherrie Spencer	Planning Commission
Jon Felske	Wyoming Public Schools	Tim Timmons	Meyer C. Weiner Co.
Mike Gallagher	Spartan Stores	Dennis Van Dam	Visser Brothers
Brian Gehrcke	Consumers Energy	Matt VandeBunte	Grand Rapids Press
Bob Goodheart	Planning Commission	Lillian VanderVeen	DDA, Lenger Travel
Russ Henkel	City Staff	Barb VanDuren	DDA Director
Matt Kaluske	Huntington Bank	Dave VanHouten	Zoning Board of Appeals
Dennis Kent	MDOT	Bill Verhulst	City Council
Jay Kilpatrick	Williams & Works	Brian Wegener	Williams & Works
Doug Kochneff	DDA, Action Tire Center	Lynee Wells	Williams & Works
Deb Krenz	Rogers Lane/CDBG	Marge Wilson	Marge’s Donut Den
Jim Leach	EDC	Sharon Woods	LandUse USA

**Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis of Comments**

To synthesize the comments expressed by tour participants, we have created the following SWOT chart depicting the strengths, weaknesses, opportunities and threats. Several of the comments are classified into one or more categories. The results will help inform design decisions and assist the consultant team and advisory committee find common thoughts expressed during the multiple public involvement events during the planning process.

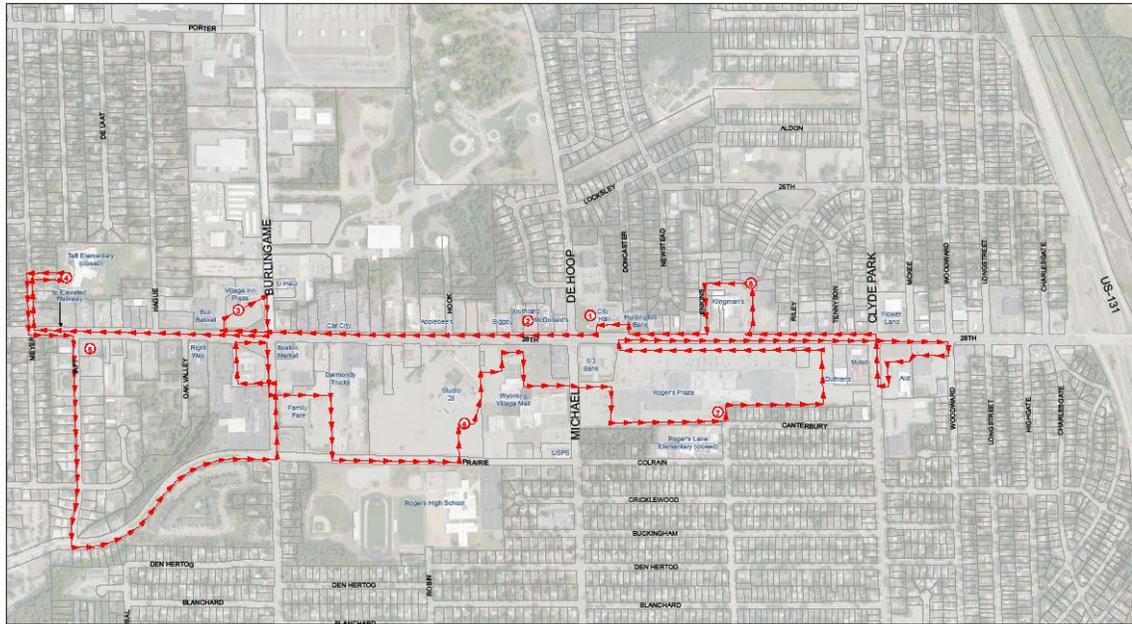
<b>Comment</b>	<b>Strength</b>	<b>Weakness</b>	<b>Opportunity</b>	<b>Threat</b>
Cul-de-sacs help limit commercial traffic in residential neighborhoods	x	x	x	
Look at opposing driveway and cul-de-sac alignment as part of access management			x	
Speed limit on 28 <sup>th</sup> Street is too high		x		x
Sidewalk connections have been maintained	x		x	
Traffic must reenter 28 <sup>th</sup> Street when leaving one business and going to another		x	x	
Bus traffic is a concern. There are back ups on 28 <sup>th</sup> Street.		x		x
Parking spaces are lost with cross access				x
Parking is ample; walkability is limited		x	x	
Landscaping is not overdone	x			
Should we be walkable? Maybe it won't work here?		x	x	
Design should accommodate retailers. They desire parking in front of stores.			x	
Taft elementary closed; opportunity for redevelopment			x	
Overpass connects Taft with south side of 28 <sup>th</sup> Street	x		x	
High density residential uses along Taft Street		x	x	
Multiple ownership patterns, various levels of property maintenance along Taft		x		x
Taft area is good for rental because of proximity to bus lines and shopping			x	
Vacant Chevrolet dealership		x	x	x
Cost of land is too high because of high traffic counts, but local market value along 28 <sup>th</sup> Street is low		x		x
Topographic issues at Chevrolet dealership			x	x
Vacancy rate is around 38%			x	x
Boston Market and strip commercial area is vacant		x	x	x
Family Fare is asset to neighborhood	x			
Studio 28 building is obsolete			x	
Plans for 20-acre site are uncertain			x	
Roger's Plaza was thriving retail hub	x	x	x	
Some tenants in Village Mall are doing well	x		x	

Comment	Strength	Weakness	Opportunity	Threat
There is a need to condense the two retail areas, Wyoming Village Mall and Roger's Plaza			x	
Both malls are functionally obsolete		x	x	
28 <sup>th</sup> Street has been reduced to neighborhood shopping because of competition		x	x	
Architectural design features might be too costly for developers/owners				x
Original downtown was Lamar Park area, with buildings close to street, it was walkable. Can this area be made to look like that, when it never was?		x	x	
Retail strategy needs to be completed first	x		x	
Fencing around the rear of Roger's Mall reduces pedestrian access		x	x	
Roger's Elementary is closed and has redevelopment potential			x	
Pedestrian connections are less pronounced on south side of 28 <sup>th</sup> Street		x	x	
Cul-de-sacs limit vehicular access		x	x	
Expansive parking in front of Roger's Plaza		x	x	
There are no sidewalks on the south side of 28 <sup>th</sup> Street along Roger's Plaza		x	x	
Sidewalks are on the north side	x			
New façade at Sprint store has increased sales	x			
Abundant parking at Klingman's			x	
Public art adds value	x		x	
Back lot behind Klingman's might become a housing development	x		x	
Byron Center Avenue is becoming a higher traffic connector because of new hospital	x		x	

The comments in the SWOT table can sometimes fit within multiple categories. For example, a weakness can also be an opportunity. As the planning and design process progresses, the consultant team will track comments from participants and we will begin to see patterns develop in terms of planning, design, and access management. These comment categories will facilitate planning for future activities, such as the Ideas Workshop, and will serve as reminders from which to test the economic development strategy and design solutions.

**Overview of Mobile Tour**

Below is a map illustrating the tour route and stops. At each stop, the consultant team provided a summary about the local context and observations about existing conditions. Participants were asked to share their thoughts or insights into the history and development potential of the site.



**28th Street Redevelopment Plan**  
City of Wyoming, Michigan

**Tour Route and Stops**



**Raw Comments from Tour**

The following represents the raw comments expressed by participants during the tour. The consultant team did not filter or re-characterize the comments in an effort to maintain the sentiment behind the discussions that occurred on the bus and at each stop.

**1. City Hall**

- a. Cul-du-sacs show up throughout the study area; Municipal uses and parking lots are separated from the surrounding neighborhood.
- b. Sidewalk connections have been maintained.
- c. The City maintains the right-of-way; residents maintain personal properties (snow removal, mowing).
- d. The 40 mph speed limit is too fast.
- e. Any change is perceived by residents as scary.
- f. Residents complained when cul-du-sacs were installed but probably like them now.
- g. Efficiencies in snow maintenance could be better with out the cul-de-sacs.
- h. Cul-du-sacs help limit commercial traffic in residential neighborhoods.
- i. Look at opposing driveway and cul-de-sac alignment as part of access mgmt.
- j. Get copy of the 1982 WBDC 28<sup>th</sup> street study.

**2. DeHoop Drive-Thru Restaurants along 28<sup>th</sup> Street**

- a. Traffic must re-enter 28<sup>th</sup> Street when leaving one business and going to another.

- b. Bus traffic is a concern. The back-ups that stopped buses cause is a big problem along 28<sup>th</sup> street. There needs to be more pull-offs (or cut-offs) for busses to stop at, like the one near McDonalds.
- c. Comment or concern regarding how the investment of the aesthetic improvements like street lights, banners and brick pavers correlate to increases in retail sales. While they may increase value of retail property, do they increase the stores retail sales?
- d. One participant had concerns with directly connecting parking lots, including primarily the loss of parking spaces. The loss of landscaping to accommodate new vehicular access could also be a problem. Benefits would be lessening congestion on 28<sup>th</sup> street.



**3. Village Inn Plaza, Bun Basket Area**

- a. Parking is ample; pedestrian walking is unwelcoming.
- b. Parking carts abandoned near the mall pylon sign indicate a need for pedestrian shopper accessibility.
- c. Front of Bun Basket was a store front, now just a distribution center.
- d. Landscaping is not overdone - good job for the City
- e. Q: Should buildings be built up to the street?
- f. Q: Has there been discussion of a design review committee for the building?
- g. Perhaps this is a place that we don't really want walkability. Should we be walkable? Do we even want to be like the Gas Light District? Maybe it just wouldn't work here, because this is a different time and place.
- h. If there is no parking in the front of buildings, this could leave the impression of businesses not being open.
- i. Comment that design should accommodate retailers. Retailers do not want parking behind the store; they want it out front so people can see it from the street. Retailers do not want offices (or residential) above their retail space...at least that is true in Michigan.
- j. A comment was made that walkability can include walking between uses and also among uses.





#### 4. Taft Elementary School (closed)

- a. This is a redevelopment opportunity or for adaptive reuse
- b. Ideas include senior center or senior home; bilingual training center; Hispanic community center and hall.
- c. The overpass provided connections for the school children and continues to be an interesting feature.

#### 5. Taft Street and High Density Residential

- a. A “pocket” neighborhood with building placements that basically turns the neighborhood’s back on the commercial corridor.
- b. Neighborhood associations have been discussed to address concerns and needs of renting families and resident.
- c. However, the property owners are absent and just don’t care.
- d. Children in the neighborhood have limited access to study places, school supplies, etc.
- e. Determine if Wyoming has housing maintenance code and staff to help Taft renters or owners in rehab and renewal efforts.
- f. Many thought that there was a lot of opportunity here, perhaps for high end condominiums in this area. A participant indicated that an Association of Apartment Owners could be created to help create a sense of community and maybe allow the upkeep of these to be improved.
- g. This area is good for rental properties because they are close to bus lines and shopping.

**6. Chevrolet Dealership Area**

- a. Eye on Video is gone
- b. Vacant Chevrolet dealership is a redevelopment opportunity
- c. Classic Chevrolet closed because of GM issues
- d. The used car portion on 28<sup>th</sup> St. will be filled by a dealer with 13 regional used car locations
- e. There isn't any value for a potential buyer because the costs of the land purchase are priced too high, mainly because of the high traffic counts.
- f. Most inquiries have been from churches
- g. A large retailer / big box user also looked at it, but the land terrain didn't work.
- h. Same big box retailer has not committed to any other location yet.
- i. How much would it take to bury power lines and what would be the effect.
- j. Participant indicated that he had a national restaurant chain very interested in going into the former Boston Market site, but as soon as they saw the vacancies along 28<sup>th</sup> Street they lost interest. The vacancy rate is 38%.





**7. Family Fare – across from the Chevrolet Dealership**

- a. 15 years ago this was part of a vibrant retail area
- b. Pet store tenant has moved out; then dollar store moved out
- c. A comment was made that rents are too high, while the market has driven values down
- d. Recently lost Boston Market
- e. The other Family Fare was a D&W
- f. D&W / Metro Health location could also become a Family Fare, just waiting because of the economy
- g. D&W at 44<sup>th</sup> and Rivertown will also become a Family Fare with an edited format.



**8. Studio 28 Cinema**

- a. Tents in parking area are for the 99-Group, an Evangelical presentation focused on redirecting children, with goal of saving 99 children every day.
- b. Studio 28 building has serious roof problems and is expected to come down in the near future.
- c. Studio 28 was first a drive-in theater and then gradually expanded up to 20 theaters, but never reached the original goal of 28.
- d. Speculated redevelopment into big-box retailer like Meijer or Wal-Mart Supercenter, but “nothing official.”
- e. What are Loeks’ plans for the 20-acre site?



### 9. Roger's Plaza and Wyoming Village Mall

- a. In its early history, Roger's Plaza was the retail hub not only for all of Grand Rapids, but for all of Michigan. It is Michigan's very first enclosed shopping center.
- b. In the Village Mall, some tenants are actually doing good numbers.
- c. There is a need to condense the total mix between the two malls into one decent center.
- d. Both malls are functionally obsolete and there is simply a need for good tenants.
- e. The owners have low debt in the project and good flexibility to redevelop the properties – they are willing and able to implement a good strategy.
- f. One idea has been to connect with a hospital as an anchor.
- g. The project just needs a good “drawing card.”
- h. Dollar Tree has 5 years left on its lease, but the strategy could include relocating it into new space to enable redevelopment of the center.
- i. Market demographics show that this is not a burgeoning area for redevelopment potential.
- j. There is too much competition from other retail destinations.
- k. How do we get a return on a redevelopment project?
- l. We need to make sure that it is real for the marketplace.
- m. Local customers were surveyed three or four years ago and identified 70 different wants, including upscale clothing and stores like Target, Wal-Mart, Menards, Lowes, Home Depot, etc.
- n. For Menards, Inc., this is their cup of tea with regards to traffic and demographics.
- o. Centerpoint and Rivertown Crossings are preferred destinations for most retailers.
- p. 28<sup>th</sup> Street has been reduced to a neighborhood shopping area because of the competition.
- q. Concerned about architectural design standards and how these additional design features can add costs to a project that ultimately could kill the project.
- r. The original downtown of Wyoming was the Lamar Park area. It had buildings close to the street and walkability. Can this area be made to look like that, when it never was? Should it be?
- s. Concerns expressed about planning before the retail strategy is in place and said that we should be building around a catalyst project. We need a drawing card in this area....Walmart, Meijer, Menards, Target.



#### 10. Rogers Plaza “back of the house”

- a. Blue fence line reduces pedestrian access for surrounding resident shoppers. Area seems unsafe for both pedestrians and parking.
- b. Roger’s Lane Elementary School is closed and is a potential for redevelopment
- c. Pedestrian connections are less pronounced than other areas, via a three foot wide sidewalk.
- d. Cul-du-sacs are used again and limit direct vehicular access.

#### 11. Roger’s Plaza “front of the house”

- a. Expansive parking area noted.
- b. There are no sidewalks on the south side of 28<sup>th</sup> Street along Roger’s Plaza, and sidewalks are only available on the north side.
- c. The plaza refused to give the City the frontage that it needed to put the sidewalks in.

**12. Sprint Building**

- a. Just completed a complete makeover inside and out.
- b. Sales have since increased and some customers have come in thinking it was a new tenant. But it has always been there. There has been a 30% increase in business.
- c. City appreciates the quality and design of the store's new façade.



**13. Klingman's Furniture Gallery**

- a. Abundant parking.
- b. Semi truck storage along Jenkins is a problem. Black trucks are unsightly. It is probably illegal to store them there.
- c. Klingman Park is a community asset that could be tied into the City Park system; particularly 28<sup>th</sup> to DeHoop Street to connect with the Library and Municipal properties.
- d. Public art adds value.
- e. Back lot behind Klingman might become a senior housing development.
- f. Klingman's reported to be doing very well but they also seem to running a lot of special sales.
- g. Klingman's advertises as far as Chicago.



**Other Comments**

City is losing site of the big picture by not extending this study west to Byron Center Avenue. This area is primarily locally-owned businesses (owned by Wyoming citizens). They own the land and the buildings.

The City should extend the geographic reach of the study area 1) east to US-131, because this is the gateway into the district; and 2) west to include residential houses at the southwest quadrant of 28th and Meyer, which supposedly could be rezoned to commercial. The first request came from a city councilman, and the second request came from a resident.

Byron Center Avenue is also becoming a higher traffic connector because of the new hospital.

A participant stated that the City and consultants miss the fact that the people of Wyoming have a great deal of integrity and common sense. We need to think more about the people.

Participant stated that the City should reduce taxes to incentivize redevelopment, perhaps offer tax incentives (or cash up front) to scrape the obsolete properties and actively engage realtors and bankers in this process, they are very much integral to what happens here.

## STAKEHOLDER INTERVIEW SUMMARY

The following pages present a summary of the input received from key stakeholders involved with, and/or, invested in the 28<sup>th</sup> Street corridor. These are presented as a series of responses to the interview questions. In all cases, the interviews were conducted by two of the consulting team members and each recorded the responses independently, so a broader and more complete presentation of the input is possible. Unless specifically directed by those being interviewed, the responses presented below are not attributed to any particular individual and in most cases the statements below are paraphrased or summarized to isolate the key elements. This approach was promised as a means to increase candor as the consulting team was interested in unfiltered replies.

In most cases, the interviews began with a brief opening by the consulting team (outlined below) and the initial question was posed. From that point, the conversation flowed freely and the consulting team sorted the information received among the planned questions. Whenever possible, if interviewees did not address particular questions as part of their conversation, those questions were posed prior to the completion of the interview.

**Summary of the Input.** Certainly each of the interviewees comes to the 28<sup>th</sup> Street redevelopment effort with their own unique perspective and the range of input received reflects this. However, as the effort proceeded, some common themes became evident. These are probably more enlightening than the individual comments recorded below because they likely reflect a broader set of perceptions about the corridor and its challenges. The following paragraphs summarize those common themes.

1. Area is handicapped by the economy. This is, of course, self-evident. However, most of the participants acknowledged that the redevelopment plan cannot ignore this essential reality and must work within the context of a very difficult economy.
2. Participants are willing to cooperate if it is in their financial or business interest. There was a refreshing sense of openness and cooperation. Of course, the willingness to make an investment must in all cases be tempered with the risks and potential rewards it could offer. But in no case did any stakeholder take a defensive or resistant posture when discussing a range of options.
3. Most respondents are committed to staying. None of the stakeholders indicated their interests could be better met in some other location. A few expressed a willingness to consider relocating elsewhere (if it made sense to do so) but the majority of the participants seem committed to their location in the corridor.
4. The strip's biggest detriment is its reputation (or stigma) and aesthetics. The majority of the stakeholders brought a long history with the corridor to the interviews and most talked about its decline and the stigma it now bears as a result. They also tended to combine those expressions with an overall sense that it looks tired or rundown.
5. Past efforts and plans have not been realistic. In many (but not all) cases, the participants expressed the view that this plan must be grounded in realism if it is going to work. Some cited past efforts that were not realistic, including the Downtown Center zoning district. They specifically cited the changing nature of the area's demographics, the position or role of 28<sup>th</sup> Street in the West Michigan market place, and the fact that any realistic land use must not just tolerate the automobile traffic, but embrace and accommodate it.
6. The City has not adopted a willingness to work with businesses. Many participants talked about past controversies where the City and some businesses became adversaries. Most of these comments

centered around a vague notion that the City was unable or unwilling to accommodate realistic business needs and adopted a rigid or negative posture.

7. The area lacks any reason for people to come here or at least to stop if they are going by. This notion came up probably more frequently than any other observation.
8. The business strip and the community need to embrace the demographics of Wyoming and the surrounding neighborhoods. There was not unanimity on this issue, but it did come up frequently enough that it bears mentioning. The notion is that Wyoming is changing and will never again be the community it was in the 1960s and 1970s and this fact must be regarded as an opportunity to be exploited, not a fact to be resisted.
9. Many wish for a return to retail variety and higher quality stores while others see that as unrealistic. Again, there was some division of opinion on this topic, but many felt that the area needs to find and attract a broader variety of quality retailers. Others, indicated that Wyoming and much of West Michigan was “over-stored” and new, high quality retailing is unlikely, especially along 28<sup>th</sup> Street.
10. Broad support for new uses that will bring activity. Like item 7 above, this was virtually universal. Without specifying retailing, entertainment or other uses, when asked what the ideal future of the strip would be like, nearly everyone mentioned more human activity.
11. There must be a pro-business, “can do” spirit. Comments in this vein seemed to recognize a “new” approach or perspective from the City and that is positive and creative. Some felt the plan and its proponents have an opportunity to create a new sense of momentum for the corridor.
12. The plan must be (and remain) flexible, so that it can promote economic growth now and into the future. Comments along this line recognized that it would not be possible or desirable to lock one vision of the future land uses in the corridor in place to the exclusion of other good ideas in the future.
13. Maintain an open mind to the opportunities (in the form of physical changes and uses) that can happen here. Similar to item 12 above, this related to the physical form of the area and the roadway itself.
14. Build on the successes of the community, including city parks and the high quality public buildings. Some participants pointed out the strengths of the community and the need to use those as a viable foundation for future expansion and success.

**The Stakeholder Interviews.** The interviews were conducted August 19 through 27, 2010. In most cases, the interviews were conducted face-to-face in a conference room at the Wyoming Branch Library although when that was not possible, telephone interviews were used.

The following individuals were interviewed:

Councilman Dan Burrill	Police Chief Jim Carmody	Earl Clements
Patricia Dermody	Nancy Dermody	Jon Felske
Mike Gallagher	Robert Israels	Steve Harkema
J. D. Loeks	Deb Krenz	Curt Male
Mayor Jack Poll	Bob Potts	Don Stypula
Tim Timmons	Lillian Vanderveen	Marge Wilson

Opening. Thank you for taking the time to meet with us. In a response to citizen, property owner, and business-owner concerns, as well as declining commercial values and increasing vacancies, the City of Wyoming and the Downtown development Authority retained us to assist in determining an economic strategy, vision, design solution, and circulation modifications to reinvigorate the 28<sup>th</sup> street corridor from Burlingame to Clyde Park. One of the essential components of the process is connecting with stakeholders to learn about existing conditions and future plans for businesses and properties within the corridor. Stakeholder involvement is also instrumental in long range implementation as one of our tasks is to outline incentives, phasing, and key strategies to ensure that the plan becomes reality. We have a few questions and hope the conversation flows freely for the next 50 minutes. Your comments are confidential in that we will not attribute your comments to you personally, unless you ask us to. We will also not share our notes with the City or others other than to summarize the results of the interviews.

**1. Tell me about your interest in the 28<sup>th</sup> Street Corridor? What motivates you to participate in this process?**

- ◆ A long-time business on the strip with significant property. Very interested in the process for short- and long-term interests
- ◆ Completed a serious analysis of the best locations for destination retailing and found the 28<sup>th</sup> Street corridor highly ranked and on the basis of this acquired and improved an existing facility.
- ◆ We are seeing the effect of failed policies of planning and zoning from the 50s and 60s, but now have a chance to create a new vision and that is a tremendous opportunity.
- ◆ As a long-time business owner in the area, we have invested in our business and in the area. Formed a business group and continue to work together.
- ◆ The traffic on 28<sup>th</sup> street and the easy regional access to this location is what originally attracted our business to this area. Its changing now and many of our customers don't like coming here anymore.
- ◆ Long-time resident concerned about keeping nearby neighborhoods strong and limiting commercial development and traffic impacts on residential areas. The commercial activities absolutely should encroach no further into the residential neighborhoods.
- ◆ We have a prominent retail presence on the strip and its actually doing OK, under the circumstances of the weak economy. We are committed to staying and continuing to serve the various communities in the area.
- ◆ Relatively new to the area, but impressed with the quality of the community despite its "dirty blue collar" reputation.
- ◆ Manages and markets commercial property in the area. It is important that this plan be done right if it's going to be effective. A redevelopment plan for the area must recognize that 28<sup>th</sup> Street will not be an upscale market. It must relate to the community demographics and shopping patterns that are here.
- ◆ A long-term resident remembers when Roger's Department Store was a major regional draw. We need another similar destination in the strip.

- ◆ Represents a major land owner in the area. Willing to work with the City on redevelopment and would make an investment, if it made financial sense. But today they don't see how they can add further value to their property.
- ◆ The area west of Burlingame to Byron Center is the orphan step child of the strip, but we continue to work on keeping things nice and on organization.
- ◆ A resident for 9 years, represents two major institutional uses in the community.
- ◆ Rogers Dept. Store and Studio 28 were the big draws to the area and they are both essentially gone.
- ◆ A long-time resident and manager of significant property and business in the corridor. Strongly motivated to staying involved and not afraid to invest to improve their facility.
- ◆ A major land owner in the area. Willing to work with the City or others on sale or redevelopment if it makes financial sense.
- ◆ Wyoming has potential. It has great parks and wonderful public buildings along with other successes like the street lights and banners on 28<sup>th</sup> Street. There is potential that the 28<sup>th</sup> Street corridor can build upon these successes that the city has been able to accomplish.
- ◆ There is retail opportunity here and would like to be involved in the retail evolution of 28<sup>th</sup> Street. The retail opportunity is not as a regional destination, but rather a high traffic neighborhood center – catering to the nearby residents.

**2. How does your business/place of employment/property interest factor into the planning and design for 28<sup>th</sup> Street?**

- ◆ Committed to the corridor, but would like to see a broadly embraced long-term plan for redevelopment of the corridor and the buildings.
- ◆ Working on a regional economic development “welcome mat” for expedited approvals for investments that are consistent with an established plan.
- ◆ In many ways it doesn't. The property is important, but the City doesn't seem to want our business there.
- ◆ We are fully committed to the area and have formed the “mile of variety” group for the area west of Burlingame.
- ◆ In the business of marketing commercial real estate, must recognize that development patterns must support what retailers want – buildings set deeply on the site with a field of parking out front.
- ◆ The community we serve has changed drastically in recent years with significant shifts in ethnicity and culture. Businesses and organizations need to embrace that reality.
- ◆ Our site is central to the strip and under-utilized with and obsolete building and very limited activity on the site.
- ◆ Fairly central to the area, our property could be a piece of a redevelopment strategy and are willing to consider other options.

- ◆ Residents of the area make use of the shopping on 28<sup>th</sup> Street and accessibility is alright. However, the strip needs something that will make passersby stop.
- ◆ We are heavily invested here and will stay. May expand if things improve.
- ◆ The weekly flea market continues to be a major activity generator and may have some lessons for future uses.
- ◆ Generally happy with location on the north side of the strip, but finds that mid-day left turns to east bound can be difficult.

**3. In your mind, what are our biggest challenges in terms of planning for redevelopment?**

- ◆ Improve the impression of the corridor. There is a need to eliminate the 1950s and 1960s look of the strip. Businesses need to look active and patronized with some parking in the front, but the rest can be on the side or behind and the corridor should have significant green space to freshen up the frontage. Also, overhead wires should be eliminated or better disguised.
- ◆ First we need a compelling vision that works and that is attractive. Then we need the political courage to stick with it.
- ◆ The Michigan economy is the biggest challenge.
- ◆ The changing demographics and transiency in the area population.
- ◆ The DC district is unrealistic. The heavy traffic on 28<sup>th</sup> Street really is not compatible with the concept of a “downtown” this City has been reluctant to accept this fact.
- ◆ There is a stigma to 28<sup>th</sup> Street even though its appearance has improved. The City officials seem to be “grieving” what 28<sup>th</sup> Street used to be and unrealistically hoping it will come back to what it was.
- ◆ Today there really is no reason for shoppers to come to 28<sup>th</sup> Street.
- ◆ A big challenge will be finding the right mix of retailing to serve the changing demographics of Wyoming.
- ◆ Why would someone drive from Forest Hills or even Grandville to come to 28<sup>th</sup> Street? In addition to the lack of a destination, there is a “fear factor” to overcome
- ◆ The traditional approach of attracting a “big box” and expecting it to generate spin-off investment is not as certain anymore. Especially in Michigan, all retailers are picking their opportunities very carefully.
- ◆ The area is not appealing. It has lots of vacancy and many buildings look rundown and neglected. Also, the low-end motels east of 131 bring undesirable elements into the vicinity.
- ◆ The large vacant parking area in front of Rogers Plaza is a detriment. The closing of Rogers Lane School is a problem to nearby residents. Would not want to see that building or site get used for commercial purposes.
- ◆ Many retail areas in Michigan are weaker and the effect is even greater on 28<sup>th</sup> Street.
- ◆ The overall impression of the strip is not too bad. The large parking lot at Rogers Plaza may be ugly, but it’s a necessity for attracting retail tenants.

- ◆ Area aesthetics need to be cleaned up. Many building exteriors and roofs look bad. We need to be positive about the area.
- ◆ Rogers Plaza's huge parking creates an ugly and detrimental impression. Need to develop buildings nearer the street with a grander entrance.
- ◆ 28<sup>th</sup> Street needs a unique destination, not just another alternative to businesses that can be found elsewhere. We need to figure out what people are looking for that they can't find anywhere in West Michigan.
- ◆ Lack of funding is biggest challenge. Also, the corridor and the plan needs a "sparkplug" that can keep it moving.
- ◆ The weak economy is definitely an issue. People are leaving the area – not just 28<sup>th</sup> Street. Loss of Studio 28 was significant. Also, the City needs to be more pro-business.
- ◆ The plan needs to be realistic in this economy and be flexible. It must also recognize that many of the buildings are not owner occupied.
- ◆ The area is "over stored." Given the area's demographics it is best to cater to deep discount and value retailers
- ◆ Except for Metro Cruise, there is no reason for people with resources to go to 28<sup>th</sup> Street. It doesn't have anything people can't find elsewhere.
- ◆ Vacancies, the area is about 40% vacant now. Also, uncertainty about what will happen with Rogers Plaza in receivership.
- ◆ The dollar stores and cash stores that are in close proximity to City Hall create a perception problem and a remarkably unattractive area.
- ◆ Businesses need to have parking out in front so that people know that they are open.
- ◆ City of Wyoming is essentially "three cities". *South of 44<sup>th</sup> Street*: representing higher income levels and more spending power. *28<sup>th</sup> Street to 44<sup>th</sup> Street*: diversity in income, social and ethnic composition. (Have the vendors on 28<sup>th</sup> Street tried to reflect this diversity?) *North of 28<sup>th</sup> Street*: many economic and social challenges. These "three cities" create challenges, but also opportunities for 28<sup>th</sup> Street retail.
- ◆ Many of the parcels that are north of 28<sup>th</sup> Street need to have deeper lots in order to accommodate viable retail opportunities. This will require zoning changes from residential to commercial behind these properties.
- ◆ The homes surrounding this area do not have the household incomes to give the corridor the "retail juice" that it needs to support retail.
- ◆ Long term residents of the city are not embracing the diversity of the city today. People look at what Wyoming is not, rather than what it is.

#### 4. How could you help us overcome them (the challenges)?

- ◆ We completed a draft redevelopment plan for the corridor and presented it to the City (Bob Israels). It is available for consideration as part of this effort.

- ◆ We all need to find a way to allow the approval process to “move at the speed of business” so that the path for quickest and most certain zoning approval is reserved for development that supports the vision.
- ◆ Public officials need to be ready to support the right kind of development and oppose the wrong kind, even if it means turning away a short-term investment.
- ◆ Continued business advocacy.
- ◆ Willing to invest in their property, especially if they see light at the end of the tunnel.
- ◆ We need to work on year-round events planning, like a winter music festival in Studio 28<sup>th</sup>.
- ◆ Willing to help with planning and organizing.
- ◆ Willing to stay involved with the process and will cooperate in redevelopment with regard to our property, if it makes financial sense.
- ◆ Attempts to create a walkable environment along the entire strip are unrealistic. Pockets of walkability, maybe, but probably not the entire area.
- ◆ In an ideal world, someone would “cherry pick” the best tenants from Rogers Plaza and Wyoming Village Mall and create one smaller and stronger center at one of the sites and set the other site aside for a future user.
- ◆ The city needs to follow through once the vision is established and quit spending money on “dumb ideas”.
- ◆ The 131 interchange needs to be considered in this endeavor, it is the gateway to Wyoming’s 28<sup>th</sup> Street corridor, it has a high volume of traffic and is the last major intersection going into downtown. This interchange needs to be more appealing and needs to draw people off the highway and onto 28<sup>th</sup> Street.
- ◆ Work with the realtors. They know what is going on in the market place and what can go into this corridor.

**5. Describe any concerns or opportunities you believe the City has in terms of the future of 28<sup>th</sup> street.**

- ◆ Identify ways to create better connections to surrounding area and to the Hispanic and other ethnic populations nearby.
- ◆ It will be important to develop a plan with a consistent form and identity for the area but it must also build into it sufficient flexibility to accommodate changes in the market.
- ◆ The greatest concern today is the economy and having enough staying power until things improve. The households immediately around the corridor have insufficient economic strength to support much of a retail corridor.
- ◆ It’s better than it used to be, but it still takes too long to get permits and approvals through the City.
- ◆ The cultural and ethnic diversity of the area is an unrealized potential. There are opportunities in capitalizing on this rather than resisting it.
- ◆ The City needs to be more open-minded and help find ways to make something work not just find ways to say “no.”

- ◆ The buildings need a facelift or remove those that are obsolete. There should be a plan for each building and the City should create mechanisms to encourage or enforce better housekeeping.
- ◆ Some nearby residents don't know what is available on 28<sup>th</sup> Street.
- ◆ Be realistic about what 28<sup>th</sup> Street is. It's a corridor and not a destination. The best approach would create an activity center or destination, and it may be something other than more retailing.
- ◆ This area has been an entertainment center with Studio 28 and the restaurants in the past and it could be again with the right sort of uses.
- ◆ Today the flea market brings in about 100,000 shoppers annually with virtually no effort.
- ◆ The City's opposition to retailing "used goods" is counterproductive and it ignores the realities of the marketplace.
- ◆ The economy is forcing school district consolidation and this could be a good thing as it could create opportunities with a larger system that none of the existing small districts could do.
- ◆ Market to the lower-end shopper with a store like a super Walmart or Meijer on an assembled parcel, stay very much in touch with what is going to happen with Rogers Plaza. Make the strip more accessible to the surrounding area, because that is its market.
- ◆ The neighborhood around the corridor and some of the undesirable business on the strip are impacting business in the area. Also the conversion and decline of some of the hotels east of the planning area to house ex-cons hurts.
- ◆ If retailing isn't the long term future of the corridor, what could be? New housing? New VA facility? Medical facility? Vocational education facility?
- ◆ Make it difficult or impossible to run the "cheap sleep" motels continually harass the criminal activity there.
- ◆ Surrounding residential properties have lost significant value, maybe as much as 50% of their value.
- ◆ There needs to be more entertainment uses and other uses like a college or something that generates activity during more of the day.
- ◆ Wyoming is struggling with its identity in the larger region and the 28<sup>th</sup> Street corridor could be a big part of a new identity that attracts people and investment to the community.
- ◆ Cluster shopping can work here. All tiers of one type of market (like woman's clothing) could be clustered together in one spot, with different price points and clientele.
- ◆ This corridor still has the potential to be a retail draw, maybe not a regional destination, but as some sort of retail presence.
- ◆ The city leadership has got to be able to understand the vision of the plan, embrace the vision of the plan and have the wherewithal to say "no" when the proposed project does not fit the plan. This needs to run through all levels of the city structure...they need to be on the same page.

- ◆ This corridor is sandwiched between two highways; it has high traffic counts and a lot of households within a manageable radius surrounding it. It is also in between two large medical centers and close to downtown Grand Rapids. These are assets that need to be accentuated when thinking about redevelopment.
- ◆ In terms of perception there are too many school districts within Wyoming (currently 5) that really create a fragmented perception of what the city is all about. Many of these districts are not even associated with Wyoming.
- ◆ Whatever development happens here needs to be able to overcome the “fear factor” that is perceived here. IKEA could do that. Not sure what else could, but the Luginbuhl stadium in Lansing was able to do that for an outer ring area of Lansing.
- ◆ The opportunity is that it can all go away....there is really nothing that needs to be saved. The plan should keep this in mind.
- ◆ This plan is the last shot at getting this right.

**6. How can the City ensure broad participation in the process and buy-in once the plan is developed?**

- ◆ When you talk about “buy-in” make sure people understand you are talking about acceptance and support, not a financial commitment. Because in today’s economy no one has funds for a financial commitment.
- ◆ Work to have “conversations not contradictions” with participants
- ◆ Once the vision is established, develop good marketing materials including computer-generated visuals and video. Also, look to create stronger teams within the City’s organization.
- ◆ Get a lot of people involved and keep them informed. Involve the schools and students. Maybe have a formal review of the plan and progress every 6 months, or so.
- ◆ It will be important to keep the ball rolling so people can see progress being made.
- ◆ Work to embrace the cultural and ethnic diversity of the community.
- ◆ Foster and strengthen a 28<sup>th</sup> Street business association.
- ◆ Strengthen and build connections to the Hispanic and other communities in the area.
- ◆ The City will have to spearhead it, but demonstrate some success and continue to work to get owners and business operators involved.
- ◆ Neighborhoods are racially and economically mixed and lack cohesion. Some local businesses work hard to support residential areas while others don’t.
- ◆ In terms of long-term buy in, the City needs to keep the communication pipelines open after the plan is complete and make sure that they keep people posted as to what is going on, why it is happening and why they are doing what they are doing. Do not assume that people see the method.
- ◆ When talking about the plan, do not forget the details...talk specifics. Wyoming citizens are practical and want the specifics and reasons for why the city is doing what it is doing.

**7. Describe any incentives or features that would make it more likely that the corridor (or your property) would be redeveloped.**

- ◆ Create a renaissance zone for personal property taxes and local income taxes. Also incentivize a regional marketing effort.
- ◆ Keep it consistent in form and identity. Think about coordinating color schemes and designs to enhance and strengthen the area's identity.
- ◆ Expedited approvals – even approvals at the staff level for developments that support the plan.
- ◆ Build in incentives for “people active” uses (like a Craig’s Cruisers or a skate park)
- ◆ The City struggles with how to provide incentives, especially in the form of money. The attorneys always say “no.”
- ◆ Get MEDC to allow tax credits for retailing investments. Wyoming needs to be as welcoming and flexible to new development and innovation on 28<sup>th</sup> Street as it was at M-6.
- ◆ Take a proactive approach to assembling a large redevelopment site at the Studio 28 site.
- ◆ Financing help, tax incentives, more of a pro-business attitude.
- ◆ Take leadership to assemble a large enough site for a major activity center of some sort which will be the reason people will come to the area.
- ◆ Financial incentives need to be balanced and not create advantage for one business that then unfairly competes with an existing business.
- ◆ Current city requirements in terms of design standards and the DC zoning are standing in the way of redevelopment opportunities.
- ◆ The plan must be realistic yet flexible. If an opportunity that wasn’t contemplated in the plan presents itself, the City needs to be prepared to find a way make it work, not just reject it.
- ◆ Tax breaks or other financing tools may help, but mostly people need to be better informed about what the City is working on.
- ◆ Be proactive with assembling sites and removing obsolete buildings.
- ◆ Some type of design standards need to be established because the community is attractive and wants to stay attractive.
- ◆ Remove the obsolete blighted buildings. Scrape the site and marginally landscape it. Maybe turn it into community garden areas. Look at what Detroit, Flint and Saginaw are proposing...downsizing and introducing urban agriculture. These sites could be developmental ready and at least they would look better than they do today.

**8. If there is one thing you think we need to keep in mind when developing the plan, what would it be?**

- ◆ Find ways to move it forward without requiring any financial commitment from the businesses, at least in the early stages.
- ◆ A willingness to change. The city and the citizens need to accept that fact that what 28<sup>th</sup> Street (and the city as a whole) was in 1965 or 1975 is not what it is today and it will never return to that.

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- ◆ Word of mouth negativity hurts the whole area. Be positive about it.
  - ◆ The area needs a destination-type draw. We need to figure out how to make that happen or if that's not possible, make steady progress to improve while staying open to new ideas and opportunities.
  - ◆ Keep the buildings full and active and embrace the demographic change that has occurred and which will continue.
  - ◆ Get the largest players (Weiner, Loeks and Rogers Plaza's new owners) on the same page relative to development and future uses.
  - ◆ Keep it flexible and don't homogenize the corridor. And get rid of the negative response from City Hall, figure out a way to make things work, not just say "no."
  - ◆ 28<sup>th</sup> street needs a new anchor, a Meijers would be best.
  - ◆ It will be important to establish and maintain a "can do" perspective in economic development.
  - ◆ Find something that promotes folks getting out of their cars and feeling safe to walk around.
  - ◆ Protect and strengthen the local neighborhoods
  - ◆ It will develop flexibly with a mix of uses, including residential, commercial, offices and institutions, all attractively developed and maintained.
  - ◆ There needs to be some "Wow! Look at that!" element in the corridor that gets people to stop.
  - ◆ Don't interfere with traffic flow, keep businesses accessible
  - ◆ We only have one more chance to get this right. Find the thing that you can't get within an hour or so and make sure it is appropriate for the region's demographics and fully embraced by the community.
  - ◆ Green space is essential along this corridor – not just parks but quality parkways that line the street.
  - ◆ Keep in mind that this area is 7 minutes from downtown Grand Rapids, it is accessible to people using their cars and US131. People are going to be living downtown – where are they going to shop?
  - ◆ Maybe connect the streets back into 28<sup>th</sup> Street from the South, but not the north.
  - ◆ Young people want to live in a real urban environment, how can this area accommodate them?
  - ◆ This is not going to happen overnight. There needs to be patience and everyone needs to keep their eye on the goal.
  - ◆ Look at the demographics and the flat population growth and embrace the demographic shifts rather than pretending it is something else. It is not "white suburbia".
  - ◆ Keep in mind that things are not as bad as you may think (Wyoming is not in the condition that Saginaw and Flint are in).

9. If you flew over 28<sup>th</sup> Street in a hot air balloon in 10 years, what would you see? Or, what would you like to see?

- ◆ It will still be primarily retail, but with one or more additional lifestyle centers where similar and complementary uses are clustered. Designed with a consistent theme with attractive landscaping and good vehicular connections, with parking that is convenient but not predominate.
- ◆ There will be buildings all along 28<sup>th</sup> street on the south side, the obsolete buildings will be gone and everything will be well maintained and attractive.
- ◆ It may have some residential elements, once there is a reason to live there.
- ◆ No empty buildings, people will enjoy living there with a variety of uses and attractive public areas and streets
- ◆ It will be a mix of retail and entertainment uses with some destinations and opportunities for people to get out and walk. The surrounding residential areas will be stronger and with an improving economic profile.
- ◆ There would be lots of people and activity, small attractive green areas, wide variety of shopping but not necessarily a big box
- ◆ A variety of businesses including clothing, department stores, entertainment and new curbs and park areas. People will have pride in their businesses.
- ◆ There would be a lot of retail variety and improved demographics in terms of income levels in the area.
- ◆ It will have a less retailing, but more healthy retailing and a strong activity center, like an expanded secondary and post-secondary campus with vocational education and retraining for regional residents.
- ◆ Two different retailing areas. One that contains larger retailing components (maybe big boxes and certainly junior boxes) that are designed for automobile use. These could occur on the larger parcels west of Michael. The other retailing area would be in the Rogers Plaza area and contain smaller scale, locally owned boutique retailing that could begin to make a “downtown”. This area would have to be most likely subsidized by the larger retail area at least in the short term.
- ◆ It would have a variety of retailing with strong residential areas around it.
- ◆ The old, obsolete buildings will be gone, the area will have one or two new big box stores and some new or revitalized strip centers.
- ◆ Newer and updated buildings, no vacancies
- ◆ Multiple centers. The “downtown center” would be on the north side of 28<sup>th</sup> Street, centered around city hall. The commerce center would be on the south side of 28<sup>th</sup> Street. The downtown center would be walkable and connected to the city with lots of bike paths.

## IDEAS WORKSHOP SUMMARY

**Introduction:**

The purpose of the Turn On 28<sup>th</sup> Street Ideas Workshop was to enable participants and stakeholders to provide input and have a voice in the creation of a master plan for the redevelopment of the 28<sup>th</sup> Street corridor. The Ideas Workshop consisted of two identical public meetings, one conducted in the late morning and one in the evening on October 7, 2010, both at the Wyoming Public Library. The sessions consisted of a project overview, precedent examples of similar suburban retrofit projects that have occurred nationally and a review of the market analysis and recommendations. In addition to these presentations, the stakeholders participated in group input and visioning sessions that were facilitated by members of the consulting team.

The work sessions allowed participants to vet and expand on previously gathered opportunities and challenges, brainstorm on future uses within the corridor and to begin the crafting of the future vision of 28<sup>th</sup> Street. In addition to the on-site public input, Marge Wilson, the owner of Marge’s Donut Den provided the consultant team with data collected from her patrons that answered the question “what would you like to see on 28<sup>th</sup> Street in the future?”

This input ranged from very detailed (in regards to specific building improvements) to very large in regards to greenway connections. One participant even realigned 28<sup>th</sup> Street and inserted a golf course within the study area. As this input was synthesized by the consultant team, common themes, priorities and opportunities began to surface. This information will help to create the foundation for the redevelopment strategy.

**Participants:**

Fifty-five individuals signed-in as participants in the morning session, but an informal headcount placed total participation at nearly 70 persons:

**Common Themes and Priorities:**

The list below contains ideas that were generated at each of the workshop tables. The ideas are organized into subcategories and prioritized by how many of the tables had them as common themes. There were a total of 6 table sessions in the morning and 7 table sessions in the evening.

- |                     |                 |                     |
|---------------------|-----------------|---------------------|
| Eric Hartfield      | Tony Lowe       | Rod Beduhn          |
| Mark Gorsky         | Karla VerHage   | Scott Mullarky      |
| Kathy DenHollander  | Ed Kettle       | Mary Luchtman       |
| Marsha Harrison     | Marilyn Free    | Joanne Voorhees     |
| Rachel Connell      | Sarah Schantz   | Debb Krenz          |
| Charlie Steen       | Trisha Baker    | Amy Payne           |
| Lee Ann Platschorre | Tessa Westcott  | Carol Sheets        |
| Ken Malik           | Bob Lomonco     | Alan Sheets         |
| Lillian VanderVeen  | Dave Dishaw     | William VerHulst    |
| Frank Vitale        | M. J. Gibrfried | Dorothy Semon-Tibbe |
| Matt Kaluske        | Matthew Hofstee | Ken Horneck         |
| Carolyn Brown       | Dan Beal        | Jodi West           |
| Mike Rose           | Dolores Trimble | Dani Lane           |
| Curt Male           | Harriet Sturim  | Joy Treece          |
| Mike Martz          | Ben Shue        | Barb Minier         |

Uzoma (Zoom) Iwuagwa  
 Dan Burrill  
 Matt Howell  
 Sherrie Spencer

Frank Wash  
 Nick Monoyios  
 Rob Arnoys  
 Landon Bartley

Eric Jorgensen  
 Russ Lewis

Thirty-six individuals signed in as participants in the evening session and, again, it is likely that a few additional participants did not sign in.:

Jeanette Vandermyde  
 Russ Lewis  
 Mark Ruedy  
 Leslie Morrissey  
 Laurie Kowalczyk  
 Donald VanderVeen  
 Khan Hollis  
 Bob Dolsen  
 Art Takkinen  
 Patel Mikl  
 Richard Wenger  
 Michael Wright

Chris Weller  
 Megan Sall  
 Priscilla English  
 Jason Wilkins  
 Pat Dean  
 Pastor JR Pittman  
 Daniel Bouwkamp  
 Tom Tilma  
 Connie Potterman  
 Doug Kochneff  
 Eric DeHaan  
 Curtis Holt

Vicki Briggs  
 Lorraine Lysoon  
 Sherry Mix  
 Jan DeGennaro  
 Cyndee Cook  
 Steve Loomis  
 Bryan D. Belanger  
 Bill Hirsch  
 Mary Cowles  
 Nancy Dermody  
 Patrick C. Kelly  
 Curt Hicky

**Common Themes and Priorities:**

The list below contains ideas that were generated at each of the workshop tables. The ideas are organized into subcategories and prioritized by how many of the tables had them as common themes. There were a total of 6 table sessions in the morning and 7 table sessions in the evening.

**PHYSICAL DESIGN**

The table exercises provided stakeholders the opportunity to convey various ideas and visions regarding the physical design of the future 28<sup>th</sup> Street corridor. The ideas have been organized into building and urban form, transportation and streets, public open space and appearance and have been prioritized by the number of tables that had them as common themes.

**Building and Urban Form / Location**

- Combine properties on south side of 28<sup>th</sup> street between Burlingame and Michael into mixed-use town center with new streets and small blocks. Parking lots should be hidden behind buildings. Blocks should be small to promote walkability and connection (10)
- Demolish Rogers Plaza and build mixed-use development (4)
- Mixed-use buildings that are 2 to 3 stories high (4)
- Shrink, re-scale or reconfigure Rogers Plaza (4)
- Remove parking lots along 28<sup>th</sup> Street and replace with buildings or greenspace (3)
- Create a mainstreet that is vibrant and diverse (2)
- More sustainable buildings and design – get rid of all the pavement and new buildings need to be sustainable (2)
- International gateway: International businesses should be concentrated in one place to create synergy (3)
- First phase of the redevelopment should start with tearing down Studio 28. This area needs realistic phasing for redevelopment (2).

- Relocate businesses in Wyoming Village Mall to Rogers Plaza, tear down Rogers Plaza and redevelop (2)
- Business incubator spaces throughout the district (2)
- Housing near Rogers High – behind Wyoming Village Mall (2)
- Restaurants near Rogers High – behind Wyoming Village Mall
- Move all the north side businesses to the south to create more absorption and then redevelop the north side as residential (2)
- Create a “planned community” that has greenspace and is walkable
- Buildings should be between 3 and 6 stories

#### **Transportation, Streets and Connectivity**

- Provide more pedestrian and bike amenities (6)
- Provide better public transportation access and shelters. Provide more mass transit options (6)
- Tunnel under 28<sup>th</sup> Street or bridge over 28<sup>th</sup> Street for pedestrian access (4)
- All large blocks should be made smaller and more walkable and the street grid should be more connected (3)
- Slow down traffic on side streets and on 28<sup>th</sup> Street (3)
- Physically connect Rogers Plaza to the surrounding neighborhoods (3)
- Embrace complete streets here and throughout the community (3)
- Physically connect surrounding neighborhood streets back into 28<sup>th</sup> Street (3)
- Close Michael and DeHoop and divert traffic
- Monorail connection to other malls
- Change 28<sup>th</sup> Street into multi-lane boulevard
- Better US131 access
- Convert 4 lane side streets to 3 lane streets with bike lanes
- Improved “smart” traffic signals
- Frontage street or service drive so that businesses can “front” on 28<sup>th</sup> Street
- Convert surface lots to parking decks
- Gateway features at major intersections of Michael-DeHoop, Burlingame and Clyde Park. An example of big brick columns with a globe on top was provided
- Reduce parking requirements

#### **Public Open Space / Green space and Parks**

- Green space that connects to existing park system and provides either active or passive uses. Band of green from Pinery Park to 28<sup>th</sup> Street with trails and natural drainage way (4)
- More green space along the corridor
- More gathering spaces for festivals or events. Could be hard-scaped.
- Green at Michael and DeHoop intersection

#### **Appearance**

- More trees (2)
- Lower signs so they do not clutter the street and get rid of large signs (2)
- Provide more opportunities for outside dining that will make the area seem more vibrant
- Move auto dealers out of core area
- Bury utility poles along 28<sup>th</sup> Street

## USE

The table exercises provided participants the opportunity to convey various uses that they felt were appropriate to include in the redevelopment of the corridor. These uses have been organized into retail, office, entertainment, educational, institutional and residential categories and have been prioritized by the number of tables that had them as common themes.

### **Retail / Commercial**

- Small locally owned businesses and avoid big box chains (5)
- Up-scale / sit-down restaurants (3)
- Authentic ethnic restaurants (3)
- Trader Joes (one participant provided company information) (3)
- Night clubs (2)
- Kohls or Target
- Bring Moosejaw (Michigan based outdoor store)
- Hobby store
- Sporting goods store
- Reasonably priced stores that cater to Wyoming residents
- Micro-brewery
- Retail incubator spaces in Rogers Plaza
- Klingmans to multi-tenant commercial vertical mall with gardens and unique shops
- Art galleries
- Greenhouses/restaurant/store celebrating eating local

### **Office**

- Medical and dental offices that are accessible to diverse incomes (4)
- Office uses that can still have access to downtown Grand Rapids while not paying the premium rent
- Medical offices - retrofit Klingmans

### **Entertainment**

- Live theater or other thespian opportunities (like civic theater) (6)
- Small scale (under 200 seat) concert venue (6)
- Small scale movie theater that shows old movies (like Wealthy Theater) (5)
- Need new entertainment uses that are affordable for families (5)
- Ice-skating rink and/or roller-skating rink (3)
- Water Park at Studio 28 (2)
- Bring back drive-in
- Movie theater with sit down dinner service like AMC Fork and Screen in Atlanta (participant provided information on this use)
- Golf course or miniature golf
- Late night activities
- Auditorium with WIFI

### **Educational**

- Small junior college or community college (8)
- Educational use at Studio 28 site to tie into Rogers High School (4)

- Medical training facility / medical expo center (3)
- Training and re-training facility / adult education (3)
- Educational use at Klingmans building (2)

### **Institutional / Recreational**

- Banquet facility / wedding receptions / conference center (6)
- Convention center (6)
- Farmers market or open air market area (5)
- Arts center or collective. Lots of ArtPrize artists are from Wyoming, why not become an artists colony (4)
- Recreation center (4)
- Community center (4)
- Literacy centers for kids (3)
- Amphitheater or bandshell (3)
- Aquarium (2)
- Fountains (2)
- Eco-tourism / Geo-tourism with Geocaching (2)
- Car museum – can tie into Metro Cruise
- Sports complex
- More downtown festivals
- Develop old Rogers farmhouse into a museum

### **Residential**

- More housing opportunities and variety of housing - lofts, live-works, townhouses with parking in rear (7)
- Student housing and one-bedroom apartment units (3)
- Senior housing (3)
- Senior housing – Klingmans site or Rogers Plaza sites (2)
- High density, loft style housing

### **MISCELLANEOUS**

The following items pertain to the perception of the corridor and implementation suggestions to aid in making the corridor better. These implementation suggestions are categorized as either policy or economic development and have been prioritized by the number of tables that had them as common themes.

#### **Perception**

- Existing buildings (both occupied and vacant) are tired looking and outdated (5)
- Some existing retail is not usable because it has not been updated in decades (3)
- Flea market is a problem – creates lots of trash and creates almost no spin-off business. Remove flea market from this area (3)
- Too many dollar stores and check cashing places– these make the area look desperate (2)
- The flea market brings people here and makes the area more vibrant
- Lots of free parking – advantage over downtown
- How can this place be livable with 40,000 cars going down the middle of it?
- Urban feel in a suburban setting

**Policy suggestions**

- The city needs to stop turning down business (like second hand stores) (2)
- Create WIFI hot spots (2)
- The Grand Rapids Inn use is NOT desirable and this should not be allowed here (2)
- Upgrade / combine schools to attract more people to Wyoming
- Be flexible in zoning to promote development.
- Evaluation, monitoring and specific accountability / responsibility for implementing the goals of this plan
- Name this the “City Center”
- Flexible zoning to encourage new redevelopment
- We need to do things to get our kids to stay here
- Re-use original Bugs Bunny and Daffy Duck icons as new symbols
- Promote the good things about Wyoming
- Need a 28<sup>th</sup> Street promotional agency

**Economic Development**

- Offer tax incentives to developers for both new and existing rehabilitation and for retaining existing businesses (5)
- City should have an expedited approval process for any redevelopment that comes into this area (3)
- Provide government backed loans or small business loans to help redevelopment (2)
- Explore MSHDA backed housing
- Actively recruit developers
- Assist in capital formation and tap into resources
- Develop access to capital
- Provide programs for education of developers and business owners
- Approach legislators to expand incentives and bring these incentives here

## ROGERS PLAZA STOREFRONT OFFICE SUMMARY

### INTRODUCTION:

The purpose of the Turn On 28<sup>th</sup> Street storefront was to enable participants and stakeholders to provide additional input for the creation of a master plan for the redevelopment of the 28<sup>th</sup> Street corridor. The storefront was located in Rogers Plaza Mall in a space that was adjacent to the mall concourse near the main north mall entrance. The storefront was staffed by members of the consultant team on Mondays and Wednesdays from 11am to 1pm from October 25 through December 22, 2010.

The storefront space was used to introduce design concepts to the public and to elicit comments from interested participants. After November 29<sup>th</sup>, plans of the concepts, along with descriptions of each concept, were posted on the walls of the storefront, allowing mall users to review them during regular mall hours (even when the storefront was not staffed).

From October 25 through November 17, the storefront sessions did not have design concepts for participants to review. The design concepts were not unveiled until November 29<sup>th</sup>. Due to this timeline, a majority of the “Use” and “Actions & Policy” comments were generated prior to November 29<sup>th</sup>, while the “Building/Urban Form and Location” comments occurred after the November 29<sup>th</sup> date.

### PARTICIPANTS:

During the course of two-month process numerous individuals stopped at the storefront to review draft plans and discuss their ideas for the future of 28<sup>th</sup> Street. The following list represents participants who signed in during the storefront process. There were also many people who stopped at the storefront to provide comments but did not sign in and many people who stopped by multiple times.

Trudy Kennedy	Jeff Baker	Dave Bee
Elizabeth Czabo	Lisa Denton	Robert Sulaski
May Phillips	Greg Anderson	Elaine Sulaski
June Keane	Lupe Plamenden	Bill Velting
Barbara Veomans	Jack Bueche	Ken Velting
Ginny Jakubowski	Jodi Whew	Eric Hartfield
Bernadette Burbo	John Russo	
Gerri Simons	Floyd Cage	

During one session of the storefront, representatives from Hope Network at 36<sup>th</sup> Street and Eastern Avenue provided a summary of input that they created during a class that was held at their facility in October 2010. This class had approximately 230 participants and the input consisted primarily of suggested uses for the inside and the outside of Rogers Plaza Mall.

**COMMON THEMES AND PRIORITIES:**

The following list contains ideas that were generated during the storefront sessions. The ideas are organized into subcategories and prioritized by how many times that they were mentioned by participants.

**USE**

The following is a list of uses that participants suggested during the storefront sessions. The number in the parenthesis indicates how many participants had that item as a suggestion.

- Walmart or Meijer, no specific location indicated within the study area (9)
- Casino in Klingmans building (6)
- Casino, no specific location indicated within the study area (6)
- Entertainment Uses (5)
- A store like Montgomery Wards (4)
- Menards or other home improvement store (4)
- Water park or Fun park – something to draw families (3)
- No residential – too many residential vacancies (3)
- More restaurants (3)
- Hardware (3)
- Senior Center (2)
- Activities for kids (2)
- Sporting Goods store (2)
- IKEA (2)
- Cabelas (2)
- Movie theater with cheap seats (2)
- Walmart Super Center – but do not kill local or small stores (2)
- Arena use – 2000 seats as small music venue, small sporting event venue (2)
- Walmart, Target or Meijer on Studio 28 site (2)
- No cash checking stores or cash stores (2)
- More businesses like Marge’s. She is committed to Wyoming and we need businesses like hers that are local and committed to the area. (2)
- Dollar store at Wyoming Village Mall is a good thing for the citizens of Wyoming.
- Walmart on Klingmans site
- Discount department store like Stienmart (in Portage) or Bells (in Florida)
- Big department store as an anchor
- Craft or hobby store
- Low cost book store with café reading area
- Residential uses that give people some variety and choices, like apartments, condos, and townhouses.
- Pharmacy (not one in a grocery store, but a stand-alone building)
- Bible school with student housing
- Production / light industrial / manufacture something here
- Have somewhere that you can put in a drag strip
- Med station
- Tattoo parlor
- Christian book store
- Fast food restaurants – low cost
- Computer store with computer games
- Music store
- Jewelry store

- Pet store
- Auto Zone

Note that a big box format store (Walmart, Meijer, or Target) was mentioned a total of 14 times when all items, independent of site suggestions, are combined from the above list.

### **ACTIONS AND POLICY**

The following is a list of actions that participants suggested during the storefront sessions. These actions are prioritized by how many participants had them as a suggestion. The number in the parenthesis indicates how many participants had that item as a suggestion.

- More assistance from city to small businesses. (2)
- City should stop turning down businesses that want to come here. (2)
- City should be more flexible to promote development. (2)
- There are too many restrictions for businesses in this city.
- City or DDA should provide incentives or tax breaks for new business.
- City or DDA should provide help or incentives for land assemblage.
- Perception of Wyoming is that it is dangerous – older residents are afraid. This perception needs to be changed.

### **BUILDING / URBAN FORM AND LOCATION**

- Do not change connections or add new connections to the southern neighborhoods. These neighborhoods are strong and strengths of the city. Adding vehicular connections will increase the cut-through traffic, add congestion and add noise to a quiet residential area. (5)
- Make it pleasant to walk in, like downtown Holland. Discussed what attributes make downtown Holland pleasant: wide sidewalks, trees, nice stores, quaint stores, cleanliness, storefronts with stuff to look at and other people walking around where all listed. (4)
- Green 28<sup>th</sup> Street with trees, more landscaping and bigger buffer spaces between parking lots and streets. Make it feel like a more natural parkway. (4)
- Great plans, especially concept A with the curving street...but who is going to put up the money to do it? (3)
- These are all nice plans, but how does it get started? What can the city do to help to make it happen, what are they willing to do? (3)
- The plan needs to keep the auto-oriented businesses on the north side of 28<sup>th</sup> Street and focus on the south side. (2)
- Keep auto-oriented businesses at the north side of 28<sup>th</sup> Street and along the southern edge and let the town center happen south of these businesses. 28<sup>th</sup> Street should always be auto-oriented along the street edge. (2)
- All the plans are nice and would make Wyoming a better place, but who is going to pay for all of this? (2)
- The buildings in these plans should be 2-3 stories with retail at the ground floor and offices and residential upstairs. Upstairs residential should be apartments. (2)
- Make part of this redevelopment like Holland, but you still need to have the ability to accommodate the big box or auto-oriented retail. (2)
- Big boxes need to be incorporated into these designs. (2)
- Consolidate driveways that are along 28<sup>th</sup> Street, there are too many right now. (2)
- More parks along 28<sup>th</sup> Street. More parks that open up to 28<sup>th</sup> Street like the Klingmans Park.

- Making the new streets is a good idea because you can not walk or window shop along 28<sup>th</sup> Street.
- Like the “peel street” (concept A) better than concept B. Concept B is too “cut up” and does not flow as well.
- Keep the newer buildings in place, like Klingmans and Family Fare. They do not need to be torn down, they are good buildings.
- The new streets need more round-a-bouts at the intersections, not just the one that is shown at Michael Street.
- Keep the uses mixed, like Branson, Missouri’s “new/old town”.
- Not sure why people say that this downtown concept would not work, since that seems to be the only thing working. We need to start doing things differently in Wyoming or things are never going to get better.
- Provide heated sidewalks.
- Rogers Plaza is dead, just get rid of it.
- There is too much high speed traffic, the roads need to have some traffic calming.
- Likes the idea of the curving street, but it needs to tie into 28<sup>th</sup> Street better.
- Likes the idea of a town center, just not here.
- Stores that are currently in Rogers Plaza should be moved to the new redeveloped areas.
- Too much parking and congestion. We need more green space.
- The streets need to be wider to get rid of some of the congestion.
- If redevelopment occurs along Prairie Parkway, then it needs to be cognizant of the existing residential and apartment units that are on the southern edge of this street. There is a concern that if redevelopment occurs that traffic, noise and trash would increase and be detrimental to these existing uses. It may be appropriate to have a green buffer (berm and landscaping) to help to protect these existing properties. *(this comment is from Bill and Ken Velting who own apartments along this street).*
- Provide adequate handicapped accessibility, van accessible parking spaces.

## DESIGN WORKSHOP SUMMARY

### INTRODUCTION:

The purpose of the Turn On 28<sup>th</sup> Street Design Workshop was to enable participants and stakeholders to provide input regarding the concept designs for the redevelopment of the 28<sup>th</sup> Street corridor. The Design Workshop consisted of two identical public meetings, one conducted in the late morning and one in the evening on December 7, 2010, both at the Wyoming Public Library. A list of all individuals who signed in during the session is included in this summary and informal headcounts placed the total number of participants at nearly 60.

Each session started with a short presentation by the consultant team that provided participants with a review of the preliminary design concepts and how these concepts have been informed by the previous public input and the market study.

There were three concepts presented during this overview. Concepts A and B had been previously presented during the storefront sessions, while Concept C was unveiled during the design workshop. Concept C was created based on public input gathered during the storefront sessions and indicated a phased development plan.

These presentations provided the participants with a basis and starting point to begin an informed dialogue during the subsequent work session event, which consisted of table exercises that allowed them to articulate their ideas for the corridor and their reactions to the design concepts.

### PARTICIPANTS:

Fourteen individuals signed-in as participants during the two sessions, but an informal headcount placed total participation at nearly 60 persons for the two combined sessions.

Ted Westerman  
Wilma Westerman  
Marge Wilson  
Debb Krenz  
Barb Wingard

Julie Buter  
Earl Clements  
Patricia Dermody  
Mike Martz  
Joel Anderson

Melanie Rogers  
Chris Weller  
Dennis Cole  
Jerry Fennell

### COMMENTS REGARDING CONCEPT DESIGNS

The table exercises provided stakeholders the opportunity to convey various ideas and comments regarding the three concepts that were presented. They are organized and prioritized by the number of times that participants mentioned them.

- Keep a park concept in whatever development plan that is adopted. Corridor and the surrounding area needs to be “greened up”. (4)
- Like Concept A with the curving street, but would like to see it accommodate a big box store. (3)
- Do not create traffic connections between Rogers Plaza and Rogers Lane Neighborhood. (3)
- Incorporate round-a-bouts on any slip street. (2)
- Like Concept A, the other two are too ordinary. (2)
- Provide a multi-purpose entertainment facility. (2)

- Protect existing businesses during the transitions. (2)
- If Concept C is used, then keep the green connections to Pinery Park that are shown in Concepts A and B. (2)
- Concept A would help to give Wyoming a better sense of place, because it is unique and different than anything in the area. (2)
- Concepts A and B are not realistic and only part of Concept C is (the part that is indicated on the West side of Michael). A town center will not work here.
- Concept C is preferred overall because of practicality, but Concept B is “cozy and comfortable” and the round-a-bout / focal point shown in Concept A should be retained for any plan.
- Use Rogers High School as a tech center.
- Like the idea of “de-malling” the two malls, but keep the existing businesses.
- On Concept C, line up big box drive with Hook Street and put in traffic signal.
- Focus on what elements can be done right now to make it more attractive. These can include some simple things like “paint-up” and “fix-up” programs, as well as more aggressive things like concentrating on building aesthetics and landscaped parkways along 28<sup>th</sup> Street.
- Address financing as part of the phasing of the project.
- Appoint a 28<sup>th</sup> Street advocacy component / ombudsmen to drive and facilitate the plan.
- Include a community center like a YMCA.
- Protect shoppers from bad weather.
- Connect Colrain and Prairie in the final phases of the project.
- Do not forget theater or stadium concept.
- Ask / pull-in the Hispanic community and others (Asians, African-Americans, etc.)
- Recognize that existing businesses primarily serve neighborhoods, not the through traffic.
- Petition and work with legislators on commercial redevelopment incentives.
- Build a mall with a retractable roof so that it can be open air in the summer and closed to the elements in the winter. Participant drew details of this during the workshop.
- Build a mall over 28<sup>th</sup> Street.
- Accommodate Rogers homestead into the design.

## INFORMAL SURVEY SUMMARY

### **Introduction:**

In addition to the consultant team's ongoing public input, Marge Wilson, the owner of Marge's Donut Den provided the consultant team with opinions collected during an informal survey of her patrons that answered the question "what type of business would you like to see on 28<sup>th</sup> Street in the future?"

These responses were collected from a diverse cross-section of patrons from Wyoming and the surrounding metropolitan area. A total of 68 people participated in answering this question and their ages ranged from 6 to 92 years old.

This input was in response to a very directed question and provides some insight into a lack (or perceived lack) of services, businesses and entertainment opportunities along the corridor. It should be noted that while this input serves a useful purpose for insight into opinions and perceptions of consumers who use the corridor, that these respondents did not have the opportunity to hear the presentation at the ideas workshop, specifically as it related to the economic and market analysis and resulting recommendations. This lack of information as it relates to market trends and economics may have changed some of the responses, specifically in regards to the retail suggestions that are outlined below.

### **Business Suggestions (with number of responses):**

Walmart or Super Walmart (10)  
Movie theater (8)  
Department store (7)  
Craft shop (6)  
Family clothing store (4)  
Boutique and Eclectic shops with reasonable prices (4)  
High end clothing store or dress shop (3)  
Computer store (3)  
Sam's Club (3)  
High end sit-down restaurant or fine-dining establishment (3)  
Restaurants (3)  
Meijer (3)  
Kid-friendly businesses that are reasonably priced (2)  
Retail bread company / Bun Basket (2)  
IKEA (2)  
Antique shops (2)  
Hobby store (2)  
Bookstore (2)  
Shoe store  
Something fun for kids of all ages  
Chucky Cheese  
Specialty Hardware like Work Bench  
Target  
Big box stores that would attract more restaurants  
Entertainment Center  
Craig's Cruisers  
Bike shop  
O'Charley's restaurant

First-class hotel like Hilton or Marriot  
Five and Dime store like the one on 36<sup>th</sup> Street  
Jewelry store  
Grocery store  
Coffee shop  
Locally-owned businesses / “mom and pop shops”  
Music store (for high school bands)  
Harley Davidson dealership  
Sporting goods  
Panera Bread  
Casino  
Bass Pro Shop  
Hooters Restaurant  
Steak and Shake  
Quaker State Oil and Lube  
Culvers  
Cabelas  
Kirklands

**Other Suggestions:**

Swimming Pool  
Theme Park  
Miniature golf  
Big park (like Rosa Parks Circle in GR) where events could be held  
Public places to gather and sit down

**Comments:**

The city and its businesses have not kept up with the times  
Marge’s is the reason that I come to this end of town  
Everything that I need is already close by  
City needs to be more business friendly  
Signage needs to be regulated – get rid of the big and obnoxious signs

**FINAL PRESENTATION/OPEN HOUSE SUMMARY**

**INTRODUCTION:**

The purpose of the Turn On 28<sup>th</sup> Street Open House was to present final plans to the community stakeholders and to provide a forum for additional participant comments on the creation of the master plan for the redevelopment of the 28<sup>th</sup> Street corridor. The Open House consisted of two identical public meetings, one conducted in the late morning and one in the evening on March 30, 2011. A list of all individuals who signed in is included in this summary and informal headcounts during the sessions placed the total number of participants at approximately 50.

Each session included an overview of the entire planning initiative. This overview documented the public input process and the resulting participant ideas that provided a foundation for the creation of the master plan. The presentation also provided a summary of the market study, economic analysis and recommendations that informed the redevelopment plan.

Subsequently, the various design concepts were presented, beginning with the original concepts from December 2010 through the various iterations of plans - concluding with the final plans. Each of the five iterations of plans were presented and explained in order to give participants insight into the design process and evolution of the concepts.

The final plans were thoroughly explained, including a detailed eight phase redevelopment scenario that illustrated the gradual progression of changes required to transform the corridor.

The presentation provided the participants with a general overview of the entire process and addressed the amount of factors that influenced the final plan. Upon conclusion of the presentation, attendees asked questions and provided their comments and input regarding the final plans. Generally, this input was positive and relatively limited, with many participants asking specific questions in regards to implementation and next steps.

**PARTICIPANTS:**

Thirty-six (36) individuals signed-in as participants in the morning session, but an informal headcount placed total participation at approximately fifty (50) persons:

- |                     |                   |                  |
|---------------------|-------------------|------------------|
| Charlie Steen       | Russ Henckel      | Ignacio Albanese |
| Jim Leach, Jr.      | Angela Cole       | Al Burris        |
| Kent Worly          | Rona Leonard      | Matt Kaluske     |
| Brian Rushlew       | Joel Anderson     | B. Patel         |
| Ann Marnes          | Tracy Snyder      | Curt Male        |
| Dorothy Semon-Tibbe | Brian Sell        | Michael Martz    |
| Bryan Coreleso      | Sharon Sue Keizer | Matthew Hofstee  |
| Lisa Jaarsma        | Henry Keizer      | Debb Krenz       |
| Gene Kort           | Leslie Morrissey  | Mark Ruedy       |
| Marge Wilson        | June Stine        | Mike Patel       |
| Jack Bueche         | Dan Micele        | Doug Kochneff    |
| Cathy Bueche        | Jeff Baker        | Ruth Peterson    |

**COMMUNITY INPUT:**

The list below contains ideas, questions and comments from the open house.

- Why is Rogers Lane School shown as removed in the plan? Why can't this school still be a school? *In an answer to these questions, the consultant team indicated that the school is currently not-functioning as a traditional school and due to population shifts, it is not anticipated that this will be re-opened as a traditional elementary school. It was also noted that the school is not proposed to be removed until very late in the illustrative redevelopment scenario and could, in fact, remain in place as an adaptive re-use project without substantial impact on the crescent street design.*
- Save the historic Rogers homestead.
- There was a single comment regarding the location of the large format store at the eastern side of the illustrative plan. Why can't this be on the west side of Michael, where larger parcels are currently for sale and could easily be redeveloped into an ideal large format store site? *In an answer to this question, the consultant indicated that the design would not be compromised by flipping the large format store to the west side. The design can accommodate this kind of use on the western side, near the studio 28 site. Our team's market analysis indicates that the best spot for the large format store is either at the northwest corner of Michael and 28<sup>th</sup> Street or at the far eastern edge, near the Clyde Park and 28<sup>th</sup> Street intersection. Due to the proximity of the crescent street to 28<sup>th</sup> Street (required in an effort to provide as much flexibility for the existing conditions during phased redevelopment), the best location for the large format retailer is on the eastern edge near Clyde Park. If, however, market realities push the store to the west, the vision of the master plan can still be maintained. It can incorporate the location at either end of the crescent street.*
- Make sure that the final plans do not indicate a connection from Colrain Street to Michael Avenue. Residents want to maintain the existing dead-end condition so that Prairie Street traffic does not impact the neighborhood.
- Concern was expressed over who would maintain the new boulevard streets.
- The crescent boulevard and the entrances were positively received by participants. Some participants commented that the design of the entrances at the crescent street and 28<sup>th</sup> Street interface should be carefully considered for traffic and congestion.
- There was one question regarding a drive-in movie theater and why that was not incorporated into the design. *In an answer to this inquiry, the consultant indicated that the market conditions and the current state of the movie industry are not likely to produce new drive-in theaters in Wyoming.*
- Participants want to ensure that new streets are bike friendly.

## FACEBOOK/WEB INTERACTION

A Facebook page was established to connect with Wyoming residents and other stakeholders in the Turn On 28<sup>th</sup> Street planning and redevelopment effort. Facebook was used to provide an alternative means to interact with and inform persons interested in the planning process. Updates on the process – including draft renderings of the design plan – were posted periodically on Facebook to allow someone from the comfort of their home to provide input on the work of the Steering Committee and consultant team. In addition, Facebook was used to notify individuals of upcoming meetings and input opportunities, and to present the results and outcomes of various public meetings. Newspaper articles were also posted on the Turn On 28<sup>th</sup> Street Facebook page occasionally.

The descriptive statement which explained the purpose of the page and the project was as follows: “The City of Wyoming is developing a new Sub Area Plan for a section of 28th Street from Clyde Park Avenue to Burlingame Avenue. Our goal is to plan for a transformation of this area into a sustainable, economically vibrant and desirable place.” At the time of this writing in May 2011, the Facebook profile for the project was still running and about 140 people had “liked” the Turn On 28<sup>th</sup> Street page. From time to time throughout the project, these 140 individuals used Facebook as a way to participate in the planning and design process by offering feedback and ideas on methods to enhance the corridor.



## MDOT MEETINGS

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

The first meeting was held on August 23, 2010 at MDOT's offices to discuss the general parameters and background information regarding the M-11 corridor. MDOT was represented at the meeting by Vicki Weerstra, Dennis Kent and Erick J. Kind. The following items were discussed:

- 28<sup>th</sup> Street is and will continue to be a high volume highway. MDOT is likely not interested in turning the section over to local control because it provides flexibility for alternate connections when other thoroughfares and highways are closed for repair or accidents. MDOT did note that in cases where sections are given back to local control that they usually consist of the entire section, so in this case that could potentially represent the 28<sup>th</sup> Street from US-131 to 196.
- There is no major reconstruction planned for 28<sup>th</sup> Street, although re-pavement (mill and fill) within the study area is currently planned for 2011. The right-of-way can not really accommodate any increase in quantity of lanes and the acquisition of more right-of-way is potentially cost prohibitive.
- Reconstruction of the Burlingame intersection is planned for 2011 and this will include new concrete pavement at the intersection. No capacity improvements are planned (e.g. additional lanes, etc).
- Reconstruction of the Clyde Park intersection is planned for 2012 and this will include new concrete pavement at the intersection. No capacity improvements are planned (eg. additional lanes, etc). There is an outside chance that this intersection could be done earlier (in 2011) if money becomes available.
- High volume roundabouts were discussed and MDOT indicated that they do not have general guidelines for them, but that each individual case is looked at and many factors help to determine their planning and design. These factors include proximity to highway interchanges. MDOT does not typically consider them as replacements for traffic signals at high volume locations. In addition to construction costs, additional right-of-way needed for high volume roundabouts at major intersections could be cost prohibitive.
- The signal at the Jenkins Street (at Klingmans furniture store) access was discussed. This signal is probably not at a critical location now, especially due to the decreased traffic at Rogers Plaza, although it could be utilized if Jenkins were ever to be continued across the intersection. It's possible that this signal may be removed if/when a signal warrant study indicates that it no longer meets standard warrant criteria.
- Any streetscape improvements within the right-of-way need to be reviewed and approved by MDOT and this includes street trees, light fixtures and signage.
- Walkability was discussed and MDOT was favorable to using pedestrian "count-down" signals at intersections and also indicated that when cross walks are desired to be accentuated, that the cross walks are required to be made of stamped / colored concrete rather than modular pavers.
- No bulb-outs or parking will be considered on 28<sup>th</sup> Street for safety reasons.

- If features such as mast arm traffic signal elements are desired, MDOT pays for the baseline signal system and the local entity is required to cover the cost difference. Decorative mast arms are currently at the Michael-DeHoop intersection and at the Clyde Park intersection.
- A boulevard cross section was discussed and the current right-of-way configuration will not support the required width for a boulevard (center median configuration). MDOT also indicated that boulevard construction currently costs approximately \$4.5 to \$5.5 million per mile, which does not include right-of-way acquisition.
- Bus turnouts were discussed because the concept was discussed on the earlier bus tour. This is typically something that the ITP does not want to do; they prefer to stay in the traffic lanes on high volume streets so that they do not have to try to pull back out into traffic.
- It was suggested that if new streets are proposed for the area that their turning radii, bulb-outs and parking are carefully considered because these can make driving difficult and force people to not want to return the next time. Turning radii should not be too tight and parallel parking should be used instead of angle parking. This was a recommendation from the MDOT staff in regards to their experience with other local streets.

The second meeting was held on January 31, 2011 at the Wyoming City Hall to review the second generation design concepts. MDOT was represented at the meeting by Dennis Kent, Art Green and Erick J. Kind. The following items were discussed and are required to be incorporated into future redevelopment along the corridor:

- All proposed non-signalized driveways are required to be channelized. These should be right-in / right-out driveways.
- Westbound inbound left turns (from 28<sup>th</sup>) may be allowed at proposed non-signalized driveways if spaced a minimum of 500 feet from the nearest signalized intersection to the east.
- East of Michael Avenue: All proposed non-signalized driveways that are located on the south side of 28<sup>th</sup> Street shall not align with existing public streets on the north side of 28<sup>th</sup> Street (including existing cul-de-sac streets). Offset these proposed non-signalized south side driveways at least 200 feet east of existing streets or at least 300 feet west of existing streets.
- West of Michael Avenue: The new crescent street intersection at 28<sup>th</sup> Street shall be set at approximately the midpoint between Michael and Burlingame to provide a better long-term opportunity for a traffic signal at that location. This is preferred in lieu of locating the intersection aligned with the existing Hook Avenue on the north side of 28<sup>th</sup> Street.
- Clyde Park Avenue Access: Both concepts indicate a drive from the new crescent street to Clyde Park at the east end of the study area. It is anticipated that this may promote substantial outbound lefts onto northbound Clyde Park and may require a new signal at this proposed intersection. In both concepts the new street is shown approximately 300 feet south of 28<sup>th</sup> Street. This is too close for access management and any proposed street at this location is required to be a minimum of 400 feet from 28<sup>th</sup> Street.