



WYOMING [RE]IMAGINED

DRAFT FOR PUBLIC REVIEW
AUGUST 7, 2020



ACKNOWLEDGMENTS

Steering Committee

Audrey Zapata, Business Interest
Patrick Lonergan, Business Interest
Peter Hahn, Business Interest
Lori Price, Business Interest
Sherrie Spencer, Business Interest
Don De Groot, Local Design Professional
Lillian Cummings-Pulliams, Parks Advocate
Dennis Sturtevant, Developer
Dennis Kent, Regional/State Partner
Wende Randall, Transportation Advocate
Chris Hall, Affordable Housing Advocate
Craig Hoekstra, School District - Wyoming
William Fetterhoff, School District - Godwin Heights
Roger Bearup, School District - Grandville
Kevin Polston, School District - Godfrey Lee
Sam Bolt, City Council Liason
Rob Postema, City Council Liason
Alex Smart, Planning Commission Liason
Bill Hegyi, Planning Commission Liason
KJ Tucker, Long-time Resident

Planning Commission

Chair Jim DeLange
Vice Chair David Micele
Secretary Bill Hegyi
Robert Arnoys
Sarah Chatterley
Robert Goodheart
Chris Hall
Barb VanDuren
Chris Weller

City Council

Mayor Jack Poll
Sam Bolt, Mayor Pro-Tem
Sheldon DeKryger, 1st Ward
Marissa Postler, 2nd Ward
Robert Postema, 3rd Ward
Dan Burrill, Member at Large
Kent Vanderwood, Member at Large

Planning Consultant

Houseal Lavigne



with assistance from Abonmarche



TABLE OF CONTENTS

| 2 | | 4 | | 18 | | 38 | | 44 | | 54 | | 68 | | 72 | |
|--|---|------------------------------------|----|---|-----------|--------------------|----|--|----|---|----|----------------------------------|----|---|----|
| Introduction | | Community Context | | Land Use Plan | | Special Area Plans | | Community Facilities | | Transportation and Mobility | | Parks, Open Space and Recreation | | Implementation | |
| Purpose of the Master Plan | 2 | | | Land Use Plan | 18 | 28th Street SW | 39 | Vision | 44 | Vision | 54 | Vision | 68 | Active Use | 72 |
| Planning Jurisdiction | 2 | Past Plans, Studies and Reports | 6 | Residential Areas | 22 | Wilson Avenue SW | 40 | Community Facilities and Infrastructure | 44 | Transportation and Mobility | 54 | Parks | 68 | Collaboration and Partnerships | 72 |
| Impacts of COVID-19 | 3 | Steering Committee | 7 | Vision | 22 | Burton Street SW | 41 | Public Works Department | 44 | Mobility and Congestion | 54 | Improve Access to Parkland | 68 | Maintain Public Communication | 73 |
| Planning Process | 3 | Community Outreach | 7 | Address Housing Need | 22 | Division Avenue SW | 42 | Stormwater Infrastructure | 45 | Pedestrian Environments | 57 | Connect the Park System | 69 | Align with Capital Improvement Program | 73 |
| Vision, Goals and Preliminary Policies | 3 | Demographic and Market Overview | 9 | Encourage Alternative Housing Types | 23 | Kelvinator Site | 43 | Stormwater Management within Transportation and Parks System | 46 | Active Modes of Transportation | 57 | Preserve Green Space | 70 | Regular Updates | 73 |
| | | Housing Needs Assessment | 12 | Promote Mixed Use Districts | 24 | | | Water | 47 | Transit | 61 | Save the Trees | 70 | Potential Funding Sources | 73 |
| | | Existing Land Use and Development | 14 | Promote Affordable Housing | 24 | | | Sanitary Sewer | 48 | Transit-Oriented Development | 64 | | | Implementing the Land Use Plan through Zoning | 76 |
| | | Zoning and Development Regulations | 16 | Enhance Existing Neighborhoods | 26 | | | Supporting Growth in the Panhandle | 49 | Key Corridor and Gateway Enhancements | 64 | | | Implementation Action Matrix | 78 |
| | | | | Economic Development | 28 | | | Asset Management and Capital Improvement Planning | 49 | Coordinate Non-Motorized System Enhancements with Development | 66 | | | | |
| | | | | Vision | 28 | | | Advanced Technology Best Practices | 50 | | | | | | |
| | | | | Reinforce Concentrated Commercial Development | 28 | | | Community Facilities | 51 | | | | | | |
| | | | | Increase Economic Vitality of Commercial Corridors | 29 | | | | | | | | | | |
| | | | | Enhance Image of Commercial Corridors | 30 | | | | | | | | | | |
| | | | | Develop City Center | 31 | | | | | | | | | | |
| | | | | Enhance Image and Character of Industrial Districts | 32 | | | | | | | | | | |
| | | | | Reducing Incompatible Uses | 33 | | | | | | | | | | |
| | | | | Expand Large Employers and Office Uses | 34 | | | | | | | | | | |
| | | | | Develop Site 36 | 35 | | | | | | | | | | |
| | | | | Support Local Entrepreneurs | 36 | | | | | | | | | | |



INTRODUCTION



In the spring of 2019, the City of Wyoming began the process of updating its Master Plan. The new *Wyoming [re]Imagined Master Plan* is an official municipal document that provides the framework for future growth and reinvestment within the City over the next 15 to 20 years.

The City of Wyoming has experienced a steady growth rate over the past decade with a population increase of nearly 3,000 people (4.2 percent) between 2010 and 2017. Spurred in part by the opening of the M-6 freeway in 2001, the southern portion of Wyoming (referred to as the “Panhandle”) has been the area most influenced by new development, including the construction of numerous subdivisions, multifamily communities, and the Metro Health University of Michigan Health.

Meanwhile, based on field reconnaissance and land use data, Wyoming’s older neighborhoods and commercial corridors that were established in the mid-20th century have witnessed more limited investment, with issues of vacancies, underutilized lots, and deterioration in some areas.

Wyoming has many opportunities to leverage the City’s strong industrial market and enhance its numerous commercial corridors, while ensuring residents have access to quality public spaces, services, and facilities. As a dynamic and powerful document, the *Wyoming [re]Imagined Master Plan* provides a unified vision for the community, including recommendations for future land use development that strengthen Wyoming as a diverse and attractive place to live.

Purpose of the Master Plan

A Master Plan is an official municipal document that provides a framework for future growth and reinvestment. It informs planning decisions regarding land use and development; infrastructure; transportation and mobility; parks, open space, and recreation; streetscape character and beautification; and community services and facilities. *Wyoming [re]Imagined Master Plan* includes goals, objectives, specific projects, policies, and programs to guide how the City will develop over the next 15 to 20 years.

Planning Jurisdiction

The 2008 Michigan Planning Enabling Act authorizes cities within the State of Michigan to plan for the area within its municipal boundaries and any areas outside of it that are related to the City based on the judgement of the Planning Commission. While the Master Plan provides guidance for coordination with adjacent municipalities and townships, the City desires to focus policy on improving quality of life and economic development climate within the existing City boundaries and minimize need for strategic future annexations. As such, for the *Wyoming [re]Imagined Master Plan*, the planning area is defined solely as the area within the City’s current municipal boundary.





Impacts of COVID-19

The *Wyoming [re]Imagined Master Plan* was adopted in the midst of the COVID-19 pandemic. While the full impact of the pandemic is not known, the vision and goals contained in this plan provide direction that is responsive to an evolving community. Wyoming is located in the fastest growing county in Michigan since 2010 and one of the fastest growing regions in the country. The Master Plan provides guidance for the growth and change that will occur in Wyoming over the next decade and beyond. While the exact timing of anticipated growth cannot be known, the plan ensures that the rules for growth will be in place when it does occur.

Planning Process

The *Wyoming [re]Imagined Master Plan* is strongly informed by a community-driven planning process that included engagements with residents, business owners, developers, local officials, City staff, service providers, adjacent municipalities, and other community stakeholders. The planning process included the following steps:

Step 1: Project Initiation – The planning process was initiated with several events designed to orient the planning team and highlight planning priorities including meetings with the Community Services Department’s Planning and Community Development staff, other City staff, City officials, and the Steering Committee.

Step 2: Community Outreach and Engagement – Residents, business owners, and other stakeholders were engaged through a variety of outreach tools, including public workshops, an interactive project website, online questionnaires, focus group meetings, and map.social (an online community mapping tool).

Step 3: Market and Demographic Analysis – This included an analysis of market trends within the City of Wyoming and the larger market area based on the U.S. Census and subscription data sources, including Costar and Esri. Studying market and demographic conditions is essential in creating an economically viable plan.

Step 4: Existing Conditions Analysis – This step included the production of the Issues and Opportunities Memorandum (IOM). The IOM is based on information provided by the City, feedback from community outreach, field reconnaissance, surveys, inventories, and review of past plans, studies, and policy initiatives. A series of focus group meetings were also conducted to gain local insights into development trends and opportunities. The findings of the IOM were used as a foundation for recommendations and policies within the Master Plan.

Step 5: Community Vision, Goals, and Preliminary Policies – This step established a ‘vision’ for Wyoming’s future that will direct subsequent planning activities and recommendations. A community charrette and staff-led workshops with Wyoming residents and the project’s Steering Committee helped create a vision that reflects community wants and needs. The goals and objectives of the Master Plan were created based on this new vision and previous planning efforts.

Step 6: Special Area Plans – This step included the preparation of Special Area Plans for priority areas of the City that provide a framework for addressing land use, development, urban design, and access and mobility within each area. The Special Area Plans identify areas of the City that will require more detailed planning efforts in the future and also establish an overall direction for how each area should be improved over time.

Step 7: Communitywide Plans and Policies – This step included the preparation of future plans for growth, land use and development, transportation and mobility, open space and environmental features, community facilities and infrastructure, housing, community resiliency and sustainability, and more. These plans and policies make up the “core” of the Master Plan and reflect community input and the City’s goals and objectives.

Step 8: Implementation Strategy – This step determined the specific actions required to carry out the Master Plan’s policy outcomes, including recommendations for zoning, Capital Improvement Program (CIP) priority improvement projects, public/private partnership opportunities, redevelopment sites, potential funding sources and implementation techniques, and general administration of the Master Plan.

Step 9: Plan Documents and Adoption – This step included the preparation of the final draft of the Master Plan, which was reviewed by the community during the public hearing process, and then presented to the Planning Commission and City Council for adoption.

Vision, Goals and Preliminary Policies

Every section of the *Wyoming [re]Imagined Master Plan* begins with the *Vision, Goals, and Objectives* for that subject. The *Vision Statement* is written as a retrospective depicting the Wyoming community in the year 2040.

The Vision Statement is an aspirational narrative that describes Wyoming’s accomplishments as a community since the adoption of the Master Plan. It is a snapshot of the collective desires of the community and serves as the foundation for the goals, policies, and recommendations set forth in the Plan.

To be effective in realizing the community’s vision for its future, the Master Plan contains *Goals and Objectives* to provide specialized guidance that transforms collective community values into operational statements. These statements should be used as guidelines for elected and appointed officials, City staff, business owners, developers, residents, and all other stakeholders.