

# COMMUNITY CONTEXT

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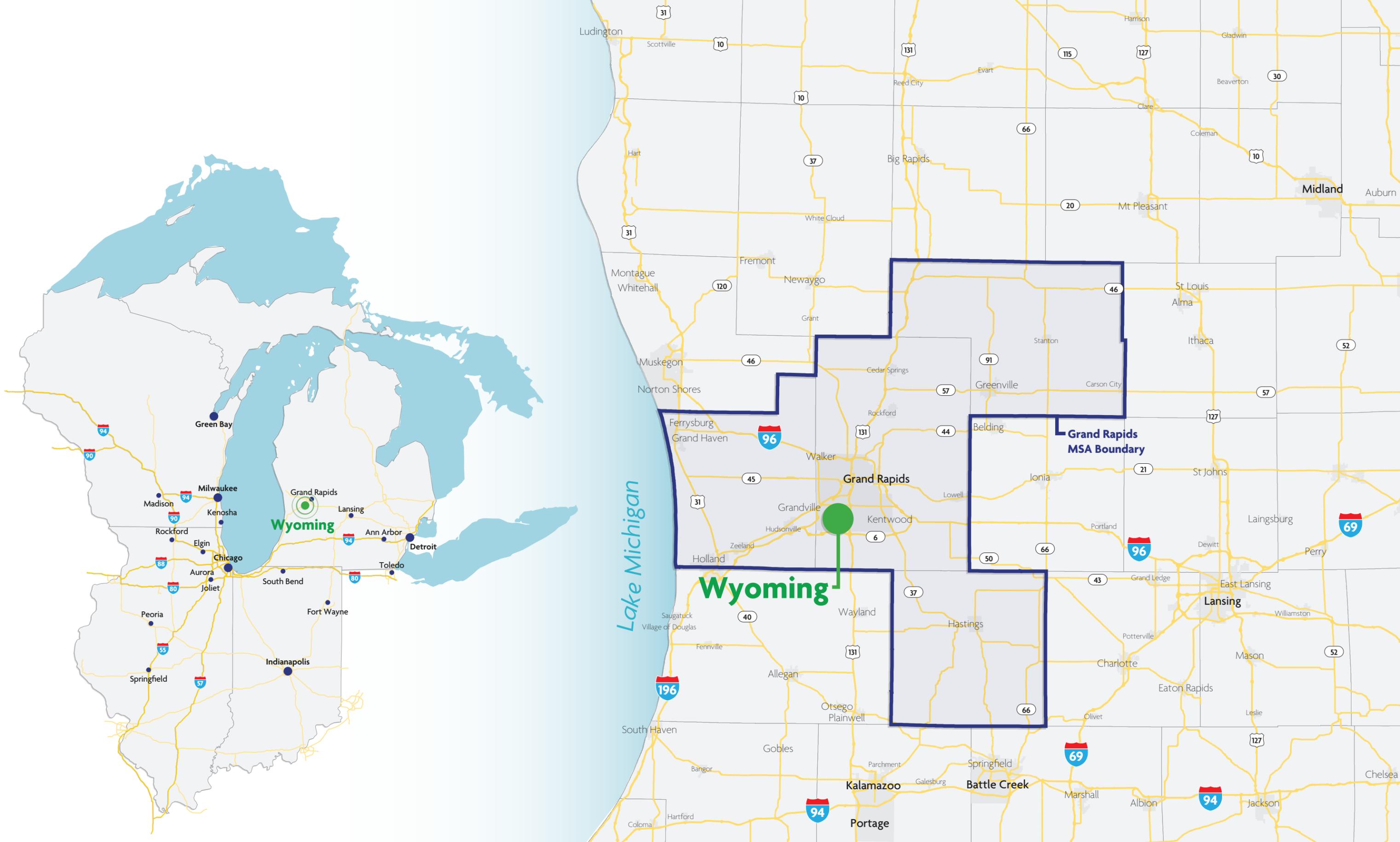
Home to 75,124 residents according to U.S. Census 2017 estimates, Wyoming is located about 24 miles east of Lake Michigan. Covering about 24.5 square miles within Kent County, the City is bordered by five municipalities: Byron Township and the cities of Grand Rapids, Grandville, Walker, and Kentwood. First established as Wyoming Township in 1959, the City is now the second largest community in the Grand Rapids-Wyoming Metropolitan Statistical Area (MSA), the second largest MSA in the State of Michigan. The MSA was labeled the most rapidly growing economy in 2017 by the U.S. Bureau of Labor Statistics. More recently, real estate research group Trulia ranked the Grand Rapids area as number two in its “Top 10 Markets and Neighborhoods to Watch in 2019” list.

Wyoming is well connected to surrounding municipalities, the region, and the rest of the nation by a robust network of highways and interstates. The City is ringed by a series of three freeways: US-131 travels north-south through the eastern edge of the community, I-196 travels northwest through and around the City, and M-6 travels east-west just outside its southern boundary. Wyoming also benefits from multiple rail lines: Grand Elk Railroad that runs alongside US-131 and CSX Transportation that cuts across the northern area of the City.

Wyoming is a community characterized by unique assets, including seven school districts, a diverse range of cultural backgrounds, an array of retail and dining options, numerous parks and recreational facilities, and a mixture of new and old residential neighborhoods.

The City’s character distinctly transitions from postwar neighborhoods in the north to mid-20th century suburban development in its center, and newer residential development in the south. The Grand River is also a defining natural feature that runs along Wyoming’s northern area, eventually flowing northwest to exit into Lake Michigan.

Through the creation of the *Wyoming [re]Imagined Master Plan*, the City aims to improve quality of life for Wyoming’s residents by enhancing such assets, establishing a cohesive vision, and directing future growth and the allocation of resources in a strategic and equitable manner.



## Past Plans, Studies and Reports

To ensure the *Wyoming [re]Imagined Master Plan* is respectful to past planning efforts that have helped shaped the City into what it is today, various community-wide past plans, studies, and reports were reviewed and summarized below. Summaries of past plans and studies specific to transportation can be found in the Transportation and Mobility section of this Plan. Past plan recommendations and policies that were relevant and consistent with the community's current vision and needs were incorporated into the Master Plan.

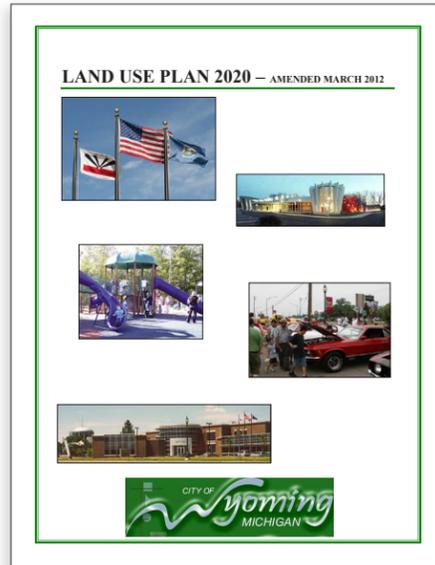
### Land Use Plan 2020 (2006, 2012)

The City of Wyoming's current Master Plan, *Land Use Plan 2020*, was originally adopted in 2006 and later amended in 2012. The plan provides a comprehensive analysis of existing land use conditions within Wyoming and includes examination of other community characteristics, including demographics, transportation, educational facilities, utilities, and the environment. Based on identified conditions and challenges, the plan provides recommendations for future land use and development, addressing underutilized or vacant land, commercial corridor revitalization, and specific sub-area frameworks.

The eight sub-areas examined include:

- **Wilson Avenue SW** – Grandville city limits south to M-6
- **44th Street SW** – Grandville city limits east to Division Avenue S
- **Gezon Parkway SW/54th Street SW** – Byron Center Avenue SW east to Division Avenue S
- **60th Street SW** – South of 60th Street SW, from Burlingame Avenue SW to US-131
- **Clyde Park Avenue SW**
- **Division Avenue S**
- **44th Street SW** – South to 60th Street SE (south city limits)
- **44th Street SW** – North to city limits
- **28th Street SW** – West city limits to east city limits
- **Chicago Drive SW and Burton Street SW Areas** – West city limits to east city limits along both streets, and north to city limits

Key themes from the plan include quality neighborhoods, strong commercial areas, vital employment centers, a revitalized and beautiful City, transportation system, and natural, historic, and cultural resources.



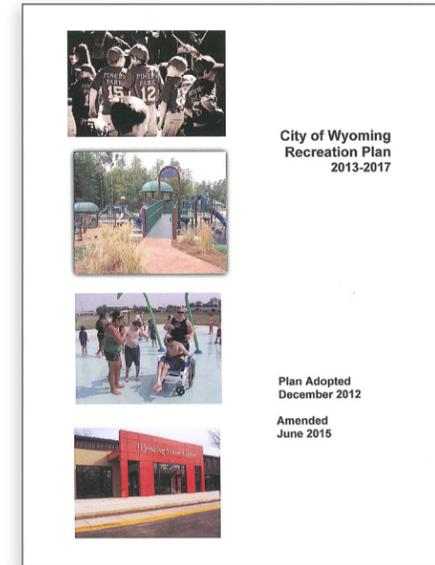
### Turn On 28th Street Corridor Sub-Area Plan (2012)

Developed in coordination with the City of Wyoming's Downtown Development Authority (DDA) in 2012, the *Turn On 28th Street Corridor Sub-Area Plan* communicates a vision for the transformation of 28 West Place Street into a sustainable, economically vibrant, and walkable town center. The plan's study area stretches along 28th Street SW between Clyde Park Avenue SW and Burlingame Avenue SW. Recommendations are focused on repositioning the area surrounding the former Studio 28 theater site and the Wyoming Village Mall and Rogers Plaza shopping centers. The plan aims to capitalize on opportunities to revitalize underutilized or vacant lots along this highly trafficked commercial corridor. A crescent street across Michael Avenue is proposed as a tree-lined boulevard that supports a mixed use pedestrian environment with retail, office, and residential uses fronting the sidewalk. Elements of the *Turn On 28th Street Corridor Sub-Area Plan* that have been implemented to date include the construction of 28 West Place (the western segment of the planned crescent road) and the adoption of a *Form Based Code* for the corridor.

### City of Wyoming Recreation Plan (2013-2017)

The *City of Wyoming Recreation Plan 2013-2017* was created to replace the previous 2008-2012 Recreation Plan. The plan provides to the City's Community Services Department on how to improve and expand recreational opportunities within its parks and recreation system. Goals for the plan are based on public input collected from the community regarding existing recreational facilities and desires for improvements and new park amenities. The plan aims to provide a diverse range of recreational activities and programs for multiple age groups and persons of all mental and physical abilities.

For each park within Wyoming, existing facilities and resources and future needs are identified, along with a Universal Access and Americans with Disabilities (ADA) Assessment to ensure the park meets accessibility guidelines. The plan establishes methods to ensure effective management of department funds and maintenance of its facilities together with a Capital Improvement Project (CIP) list. The CIP projects were categorized by health and safety, new programming, maintenance, rule enforcement, and the improvement of universal accessibility. Project priority is evaluated annually based on funding, grant potential, and needs of the public.



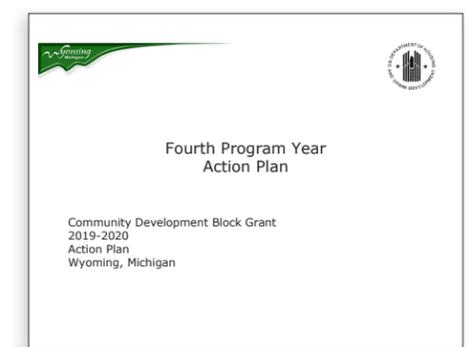
### Regional Consolidated Housing and Community Development Plan (2016-2021)

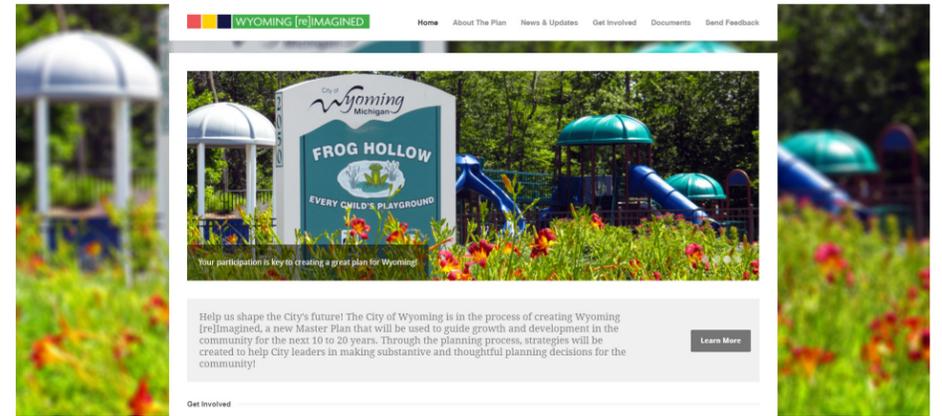
In coordination with Kent County and the City of Grand Rapids, the City of Wyoming created the *Regional Consolidated Housing and Community Development Plan (CHCDP)* which outlines a five-year strategy to develop viable communities for the years between 2016 and 2021. The plan guides Kent County, Grand Rapids, and Wyoming's investment of funds from the Community Development Block Grant Program (CDBG), the HOME Investment Partnership Program (HOME), and the Emergency Solutions Grant Program (ESG), and consists of four sections—Process, Needs Assessment, Market Analysis, and Strategic Plan. The goals of the plan include improving the condition, supply, and affordability of housing; reducing blight and code violations; increasing civic engagement and public safety; enhancing infrastructure and public facilities; improving access to jobs and education; and increasing economic opportunity.



### Community Development Block Grant Action Plan (2019-2020)

Each year, the City of Wyoming's Community Services Department's Community Planning and Development staff prepare an *Action Plan* to support development and improvement projects targeted at low- and moderate-income residents. These projects are funded by Community Development Block Grants (CDBG) provided by the U.S. Department of Housing and Urban Development (HUD). The Action Plan is based on the 2016 to 2021 Kent County, City of Grand Rapids, and City of Wyoming Regional CHCDP and outlines the programs to be initiated in the 2019 to 2020 fiscal year. The *Action Plan* includes clearance/demolition projects, home repair services, housing rehabilitation, rental assistance, housing stabilization, and affordable administration of HUD programs.





## Steering Committee

A 20-member Steering Committee was created for the Master Plan with individuals from a diverse range of backgrounds and connections to the community. This includes members from the school districts, Parks and Recreation Commission, City Council, Planning Commission, residents, business stakeholders, and representatives from partner agencies, such as MDOT and Metro Health. The Steering Committee provided input throughout the development process of the *Wyoming [re]Imagined Master Plan* to ensure the Master Plan is reflective of the community's vision.

## Community Outreach

The City utilized multiple outreach events and tools to gain insight on local perspectives regarding issues, opportunities, strengths, and weaknesses of Wyoming. The feedback received was used as a preliminary guide for identifying local issues and opportunities for improvements within the community. The following outreach opportunities were completed during the planning process:

### Steering Committee Meetings

On April 24, 2019, the City of Wyoming hosted a Steering Committee Meeting located at the Wyoming Public Library. The meeting included a review of the planning process and solicited input on pressing issues and concerns facing the City, specific projects Steering Committee members would like to see undertaken, and the primary strengths and assets of the community. On June 19, 2019, the Steering Committee met again to discuss the *Analysis of Impediments (AI) to Fair Housing Choice and Housing Needs Assessment*. A webinar was also held on April 27, 2020 to present and review the Master Plan's draft Land Use Plan and Vision, Goals, and Policies.

## Community Workshop

On May 2, 2019, the City of Wyoming hosted a Community Workshop at the Wyoming Public Library, with approximately 40 community members in attendance from across the City. Following a presentation on the planning process and the purpose of the Master Plan, participants were asked to participate in an interactive activity and post comments on five poster boards, each prompting a different question about community priorities. Discussion took place on strengths, issues, and opportunities within Wyoming; improvements they would like to see undertaken; and residents' long-term vision for the community.

## Focus Groups and Interviews

A series of focus groups and interviews were arranged with key stakeholders of the City, including Metro Health, Grace Christian University, private home builders and realtors, non-profit developer groups, and the local business and industrial community. These meetings allowed the City to receive input on specific issues, evolving trends, and facility needs facing these important and influential community stakeholders.

## Immersive Outreach

On August 23, 2019, City staff and the planning consultant team attended the annual 28th Street Metro Cruise to perform immersive outreach, collecting feedback from event-goers in the form of casual conversations. Wyoming residents and visitors were asked to share their perception of the community and aspects they would like to see changed. Feedback was collected from 35 residents and 63 visitors. Responses to one of the questions, "When you think of Wyoming, what is the first word that pops into your head?" are presented in the following world cloud.

## Project Website

A project website was developed to support the planning process that included background information about the plan, project news and announcements, meeting dates, documents, and online engagement tools. The website was active throughout the development of the Master Plan and acted as a 'hub' for information and engagement opportunities.

## Online Questionnaires

Three online questionnaires were made available on the project website, available in both English and Spanish, that were designed to gather detailed feedback from residents, business owners, and youth. Approximately 130 responses were received between April 3 and July 14, 2019.

## Social Media and Outreach Material

The following social media and outreach materials were released to keep the public updated on the planning process:

- City website posts
- Press releases
- E-news
- Social media posts
- Flyers
- Survey handouts



## Outreach Themes

Major themes that reoccurred across community outreach efforts performed for the *Wyoming [re]Imaged Master Plan* are summarized below. These themes established the preliminary list of issues and opportunities within Wyoming that were further investigated down the planning process by the planning consultant team. They guided the focus of the Master Plan's policies and recommendations, ensuring they are responsive to the community's desires and needs.

## Housing and Neighborhoods

A top issue identified by the community was the need for affordable housing to counteract increasing housing costs. Participants shared the need for affordable owner-occupied homes for all income levels as well as additional mixed use apartments to meet future housing demand. The need for more senior housing and community centers to support the City's aging population was also identified. The preservation of the City's existing housing stock was another topic addressed, particularly for more the centrally located and northernmost neighborhoods. Further, property maintenance issues related to absentee property owners, concentrations of unattractive rental properties in certain areas, and the need for stricter rental code enforcement were highlighted.

## Economic Development

### Site 36

The redevelopment of Site 36, a 92-acre brownfield site, was an important priority identified by the community. Comments highlighted that the large vacant site fosters community perception that Wyoming is struggling as a community despite consistent positive growth over the last several years. Ideas of how to best to utilize the site varied widely, including developing a convention center, sport complex, office park, industrial space, mixed use commercial, or an urban forest. Regardless of use, participants underscored the large site should be redeveloped in a manner that attracts people to Wyoming and helps build up Division Ave S.

In a similar light, the community highlighted the desire to redevelop the former Kelvinator site, located on the west side of Clyde Park Avenue SW between Chicago Drive SW and Burton Street SW. Discussions included the possibility of redeveloping the site into a new housing site or a mixed use development. Many felt it could act as a gateway from Grand Rapids.

## City Center

Another popular topic was the desire for a thriving, pedestrian-friendly city center. There was a strong desire to fill vacancies, attract better-quality businesses into Wyoming, and diversify shopping options, particularly along 28th Street SW. Participants wished to see higher-end commercial development, more restaurants, and entertainment options like Studio 28. The future of Rogers Plaza Town Center was also discussed, together with the opportunity revitalize the aging retail center into a hub of activity and diverse uses. Ideas to help activate the area included food truck rallies, public open spaces, a community center, and a farmers' or flea market.

## Commercial Nodes

The community highlighted the desire for neighborhood-level commercial nodes integrated into Wyoming's residential neighborhoods. Potential commercial nodes that are currently underutilized were identified, such as at the corner of Lee Street/Porter Street SW and Burton Street SW/Godfrey Avenue SW. Many noted that the north side of Wyoming is well designed to support such centers with a tight grid system; however, the southern portions of the City are not. There was discussion of directing future development in the Panhandle to be "less suburban in nature" with a more compact, walkable feel.

## Mobility and Transportation

Increasing traffic congestion, particularly along US-131 and 54th Street SW, was a common concern. Many participants identified the need to improve roadway conditions, such as by eliminating potholes and synchronizing traffic lights along 28th Street. There was a strong desire to increase Wyoming's walkability and bikability, such as by lowering traffic speeds, enhancing safe crossings, expanding the sidewalk, trails, and bike route network, and implementing traffic calming measures along commercial corridors. Participants also highlighted the need for better east-west trail connections to the Kent Trails (including from Lemery Park) and an improved bicycle path to travel across the US 131 and M-6 corridors. An emphasis was placed on encouraging Transit-Oriented Development (TOD) along transit routes and expanding bus services to underserved areas such as Chicago Drive SW and the Panhandle.

## Outdoor Recreation and Natural Environment

While the participants highlighted the parks system as one of the key assets of Wyoming, participants also voiced the need for more parks, community and shared gardens, and improved landscaping with growth. Participants expressed all residents should be within a walking distance to a park and developers should be incentivized to preserve existing trees or plant new trees. The future of the Pines and Maple Hill Golf Courses were also discussed, including the potential to redevelop the facilities into new parks, sport complexes, or mixed use centers, while preserving their natural character.

## City Government and Services

Participants wished for Wyoming's leaders to be less timid or cautious about taking on bold actions for the community. Another concern among participants was a perceived lack of diversity amongst City leaders and staff, which does not reflect the demographics of Wyoming's population. Some participants commented on the high performance of the City's Police Bureau, while others expressed the need to increase personnel and quicken response times to lower crime.

## Employment and Education

Several participants identified a perceived lack of local economic opportunities and jobs with sufficient benefits and livable wages as a major issue. Outreach also highlighted an increasing cost of living and number of households facing food insecurity. Comments indicated a desire for more year-round education options, mentoring, and job shadowing opportunities for youth, and vocational/trades education for adults and youth to prepare residents for middle-skill jobs.

## Image and Identity

Another popular theme was the need for a better-defined identity and sense of place. Community members expressed their wish to develop an attractive city center for Wyoming to better distinguish the community in the region. The need to improve the image of the City along 28th Street SW, Division Avenue S, and at gateways into the City was accentuated. This includes attracting high quality development, incorporating streetscaping elements, and cleaning up litter at the 28th Street SW on-/off-ramps for US-131.

# Demographic and Market Overview

The Demographic and Market Overview identifies present conditions in the City of Wyoming as they relate to the statistical composition of its population and key real estate indicators. It provides valuable insight into the City through summaries of technical information related to demographic trends; an overview of housing conditions; and a broad assessment of the market potential for retail, office, and industrial market conditions. A more detailed presentation of the demographic and market overview is available in the Issues and Opportunities Memorandum (IOM).

## Demographics

The following section describes the basic demographic characteristics of Wyoming. Where appropriate, the City's characteristics are compared to its neighbor the City of Grand Rapids as well as Kent County as a whole.

### Population

Wyoming is the second largest municipality in Kent County; its neighbor to the north, Grand Rapids, is the first. The two cities account for 43 percent of the County's total population, down from 57 percent in 1990. Wyoming's population has grown steadily over recent years, increasing by nearly 3,000 people between 2010 and 2017, and is projected to continue to into 2045. As Kent County's population as a whole continues to rise, rural and undeveloped areas of the county are likely to experience development pressure. Wyoming has limited opportunities for greenfield development and will need to increasingly pursue infill redevelopment opportunities to maintain its share of future growth.

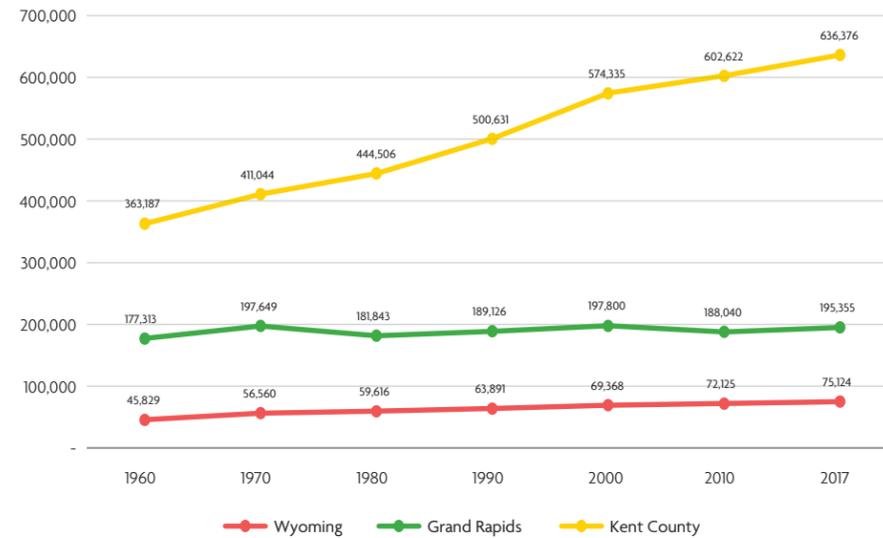
### Age

Wyoming is experiencing shifts in age composition similar to Grand Rapids and Kent County, including a significant increase in the proportion of older adults aged 65 years and up and a growing population of those aged 20 to 34 and 45 to 64. Across most age groups, Wyoming, Grand Rapids, and Kent County are growing, with the exception of the under 20 and 35 to 44 groups, which are experiencing a modest decline. The under 20 age group remains the largest cohort for both Wyoming and Kent County and the second largest cohort in Grand Rapids.

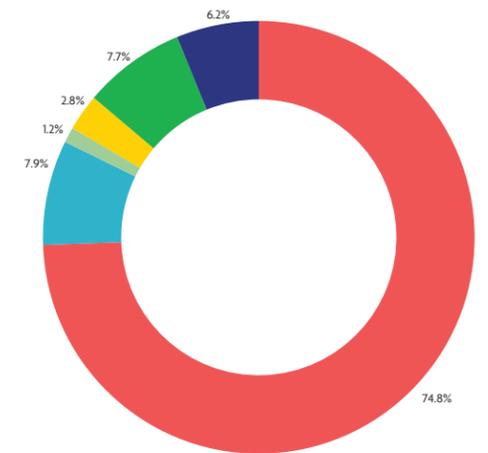
### Race and Ethnicity

Wyoming's racial composition is similar to neighboring Grand Rapids and has a growing Hispanic population that is increasing the community's overall diversity. The U.S. Census defines Hispanic as an ethnicity and not a race; thus, anyone can identify as Hispanic regardless of their race. In 2017, the majority of Wyoming's population was composed of the White racial group at 74.8 percent, with the Black or African American group being the largest minority group at 7.9 percent. The Hispanic population in Wyoming grew by 2,561 between 2010 and 2017, representing an increase of 18.3 percent.

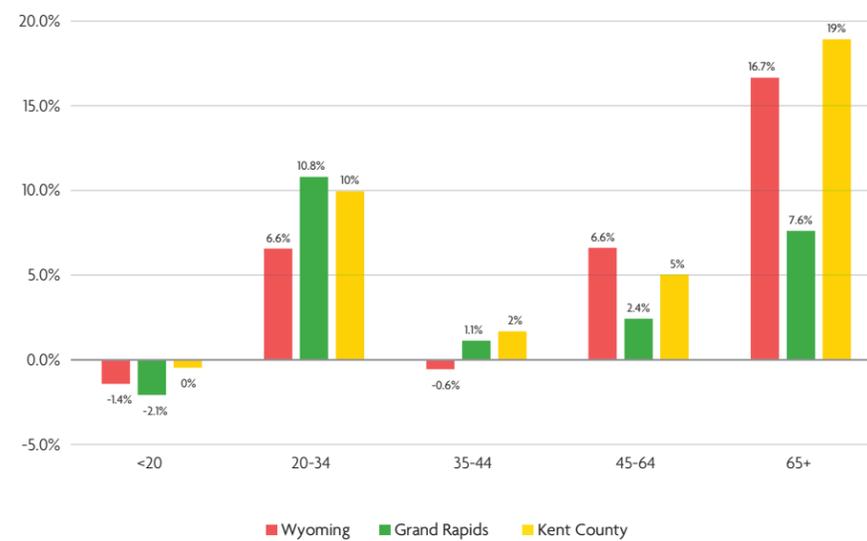
**Change in Total Population**  
(Wyoming, Grand Rapids, and Kent County, 1960 -2017)



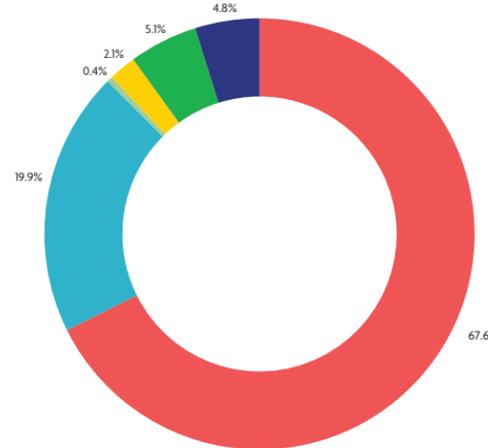
**Race Distribution**  
(Wyoming, 2017)



**Age Percentage Change**  
(Wyoming, 2010 -2017)



**Race Distribution**  
(Grand Rapids, 2017)



■ White  
■ Black or African American  
■ American Indian and Alaska Native  
■ Asian  
■ Some other race  
■ Two or More Races

## Household Income

Median household income is rising in Wyoming, having increased from \$44,491 to \$50,971 between 2010 and 2017. This represents an increase of 14.6 percent and a compound annual growth rate of 2.3 percent, which exceeds 2017 inflation at 2.1 percent. Wyoming is experiencing similar changes in household income distribution when compared to Grand Rapids and Kent County. Households earning lower annual incomes (less than \$50,000) are declining and those earning higher annual incomes (greater than \$50,000) are growing. Growth is particularly pronounced among households earning more than \$100,000, which increased by 37.7 percent in Wyoming between 2010 and 2017.

## Employment

Wyoming maintains a diverse economy with significant employers in a wide range of sectors. Detailed employment data was pulled from the U.S. Census Bureau, Center for Economic Studies for 2015, the most recent data during the time of this study.

### Employment by Industry

Total employment in Wyoming has steadily increased in recent years and now exceeds pre-recession 2008 levels. Wyoming has seen multiple consecutive years of increasing employment having gained 9,719 primary jobs since 2010 (an increase of 29 percent). Like Kent County, the majority of Wyoming's job gains since 2010 were in four sectors:

- Health Care and Social Assistance
- Management of Companies and Enterprises
- Wholesale Trade
- Manufacturing

The Manufacturing sector remains Wyoming's largest employer, accounting for over 7,000 of its primary jobs (16.3 percent), followed by Wholesale Trade (15.4 percent) and Retail Trade (11.1 percent).

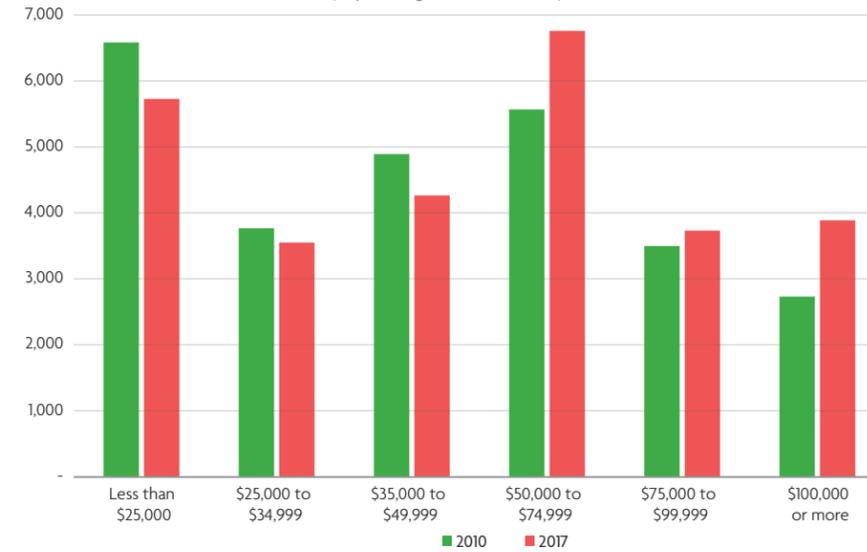
## Unemployment

Unemployment has decreased significantly since 2010 in both Wyoming and Grand Rapids. Wyoming currently has an unemployment rate of 5.4 percent, which is lower than Grand Rapids and the State of Michigan's rate (both at 7.4 percent), as well as the national rate at 6.5 percent.

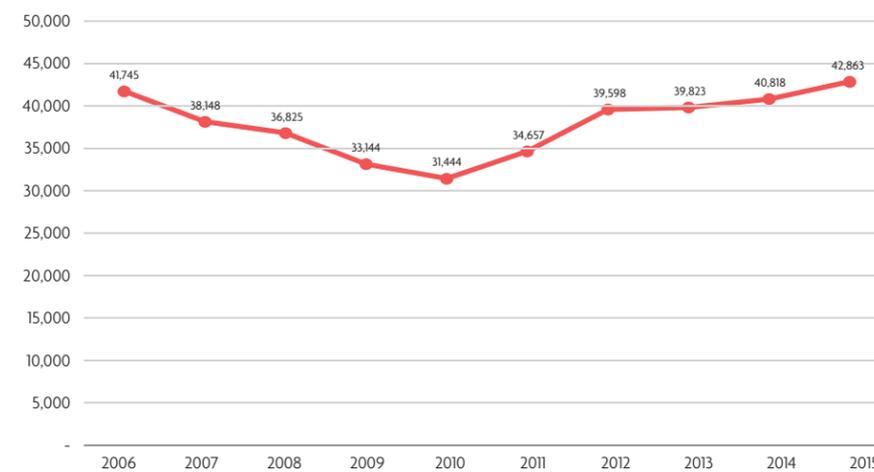
### Inflow/Outflow

84 percent of people who live in Wyoming work outside of the City, while 87 percent of people that work in Wyoming live outside of the City. This exhibits a significant shift in worker inflow/outflow as most residents leave the community for work while most of the local workforce commutes in from outside communities. Overall, the number of outside workers traveling to Wyoming for employment is larger than the number of residents who commute elsewhere for work. This results in an increase in daytime population of 9,079, which can add to traffic congestion within the City as well as contribute to longer commute times.

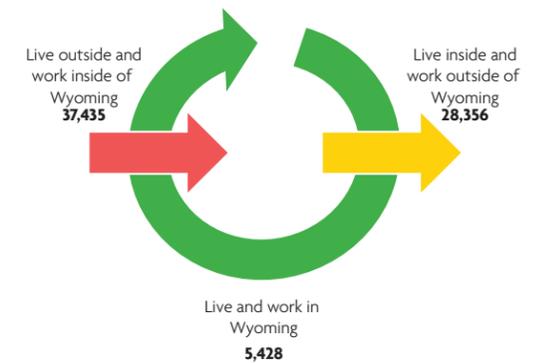
**Income Distribution**  
(Wyoming, 2010 and 2017)



**Change in Total Employment**  
(Wyoming, 2006 - 2015)



**Inflow/Outflow of Primary Jobs**  
(Wyoming, 2015)



## Market

Supply and demand within individual market sectors helps determine the potential for those markets to emerge or expand in a community. This section of the report presents an analysis of office, industrial, and retail sectors, their existing capacities, and future economic forecasts for each sector. Data for this section is from CoStar, a provider of real estate analytics. Further analysis is also presented in the Analysis of Impediments (AI) to Fair Housing Choice and Housing Needs Assessment.

## Office Market

Wyoming has a significant amount of office space for a community of its size (with over 110 properties) and a vacancy rate of 1.3 percent for the second quarter (Q2) of 2019. The vacancy rate is well below the preferred industry standard of five percent and is below the 10-year average of 7.9 percent. The City's rate is also below Kent County's and the MSA's, which are both around 4.7 percent. Office rents in Wyoming have steadily increased since 2011 and are projected to continue rising through 2024.

## Industrial Market

Wyoming has over 120 industrial properties and a current vacancy rate of 0.5 percent. The vacancy rate is projected to rise slightly over the next couple years, with the development of the million-square-foot Amazon building, then stabilize and decline from 2021-2024.

Again, County and MSA vacancy rates have similar trends but are slightly higher than Wyoming's. Like the office market, industrial rents have been increasing since 2011 and are also projected to continue rising.

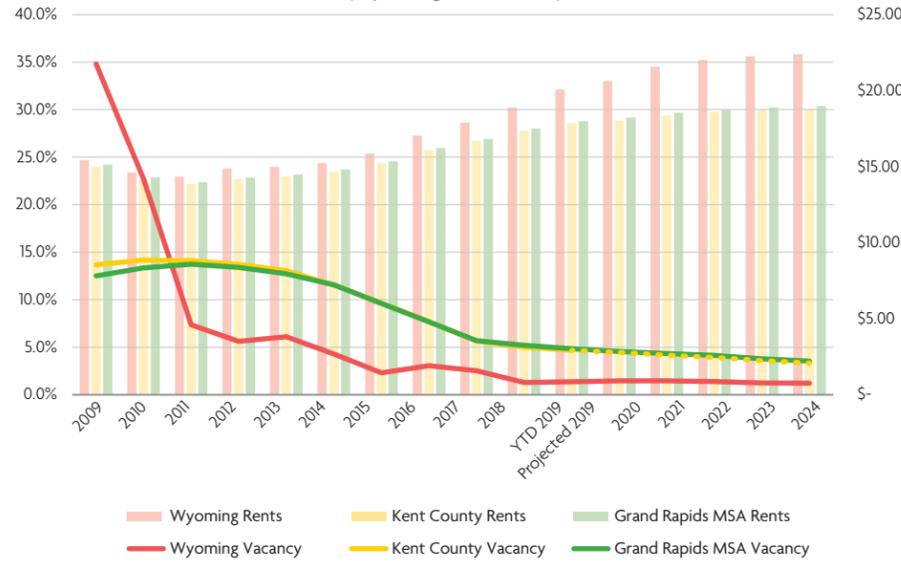
## Retail Market

The MSA's ten-year average retail vacancy rate is 5.8 percent while Wyoming's is higher at 9.9 percent. The City's current retail vacancy rate, however, is below at three percent, and is projected to continue to decrease into 2024. Retail real estate sales over the past four quarters in the MSA were nominal, signifying continued years of limited investment; however, a continually shrinking vacancy rate and increasing market rents indicate a resurgence in retail confidence in the MSA.

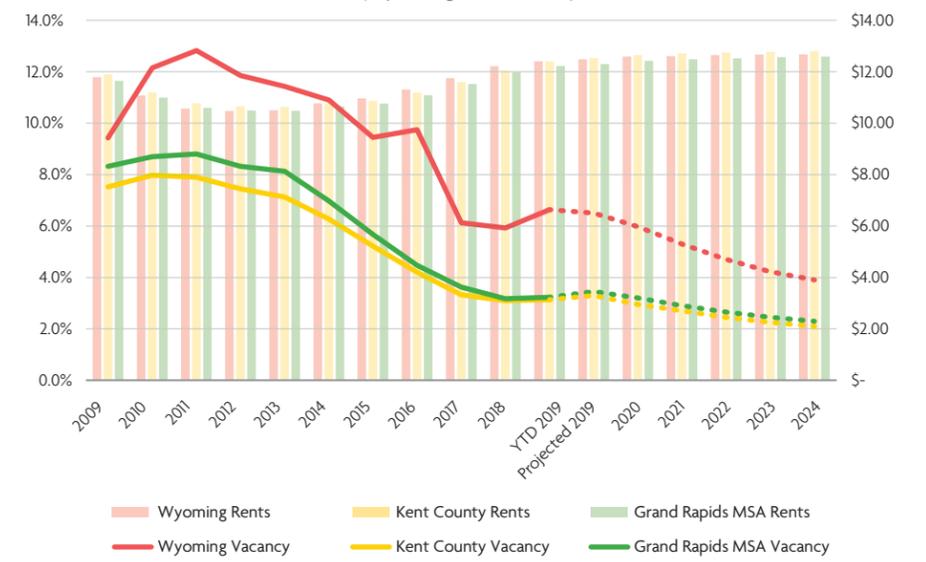
## Multifamily Market

Multifamily rents per unit for Wyoming, Kent County, and the Grand Rapids MSA have increased since 2010. Wyoming experienced the greatest monetary increase (\$231) since 2011, and is projected to continue an upward trend after 2022. Higher rental rates indicate greater demand for housing. While the MSA has a higher rental rate per unit, Wyoming is not far off, representing a desirability of owning and operating a property in the City. Wyoming's current vacancy rate of 4.3 percent is below the five-percent industry standard as well as the rates for the County and MSA. It is projected to decrease into 2024, which correlates with growing demand for multifamily housing in Wyoming.

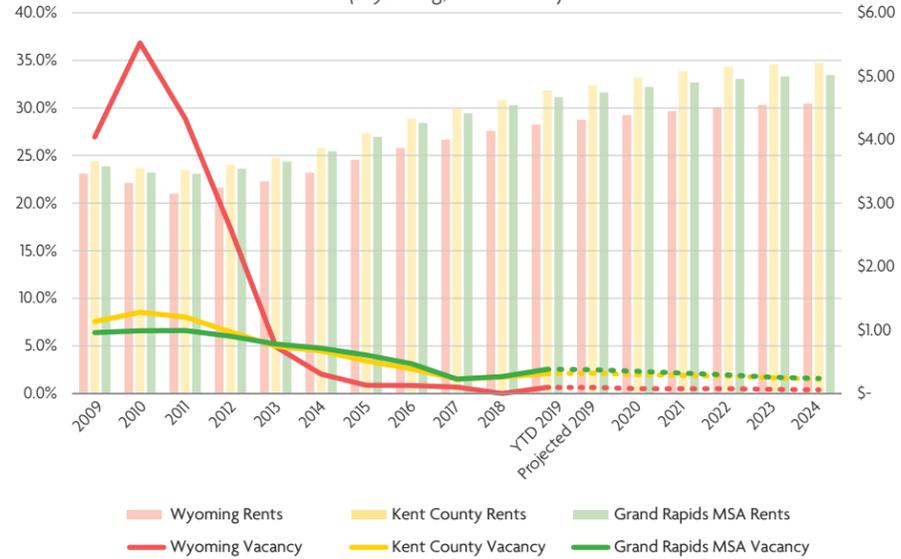
**Office Trends**  
(Wyoming, 2009 - 2024)



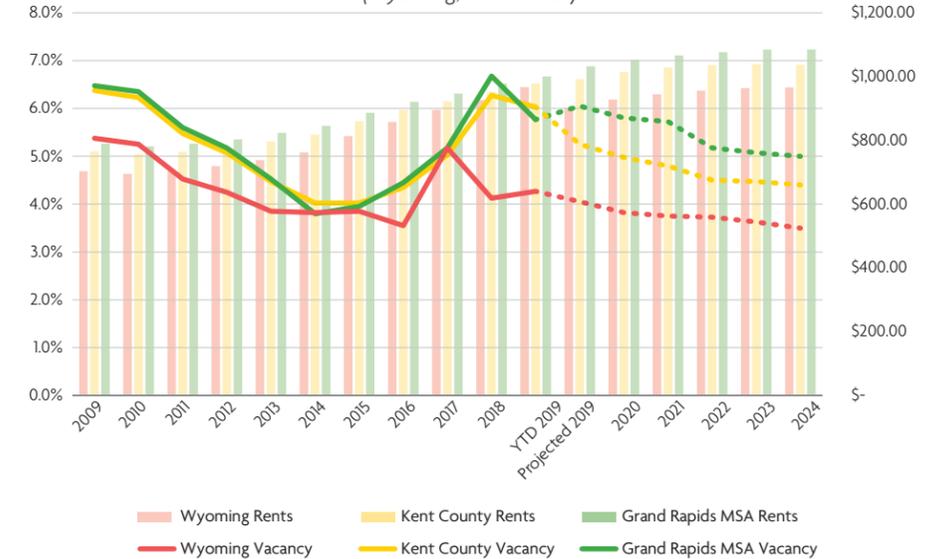
**Retail Trends**  
(Wyoming, 2009 - 2024)



**Industrial Trends**  
(Wyoming, 2009 - 2024)



**Multifamily Trends**  
(Wyoming, 2009 - 2024)



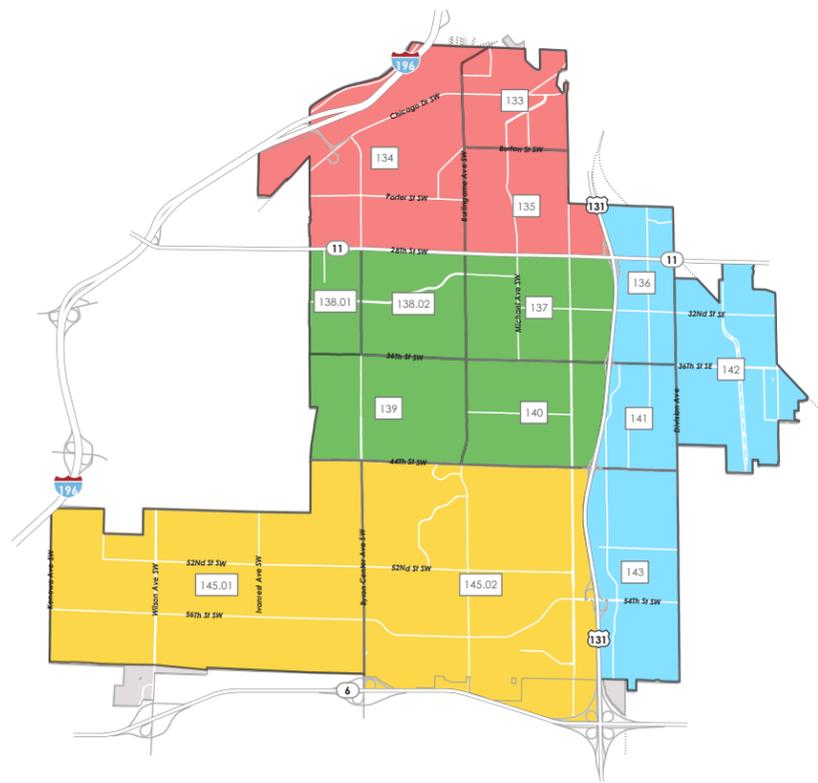
## Housing Needs Assessment

Housing is a critical issue facing Wyoming and the broader region. The City of Wyoming chose to conduct an Analysis to Impediments of Fair Housing Choice (AI) as well as a housing needs assessment in concert with the Master Plan process to ensure that housing policy is aligned with current and anticipated needs. The AI and Housing Needs Assessment summarizes housing challenges and opportunities over the next 20 years and identifies methods of corrections to address identified impediments. The AI and Housing Needs Assessment was developed as a component of the overall Master Plan process, but adopted in February 2020 as a separate companion product that complies with US Department of Housing & Urban Development (HUD) regulations 24 CFR 570.904(c).

## Wyoming's Housing Needs

The Housing Needs Assessment identifies demand for housing within the City based on the composition of the existing housing stock, the characteristics of the current household population, and the local share of regional household growth projected to occur within Wyoming.

Potential opportunities to accommodate projected future growth are identified based on observed housing trends within Wyoming and broader shifts in housing demand occurring at the national level by housing tenure and type. The report utilizes housing data collected at the census tract level and aggregated to summarize housing needs by subarea (North, East of US-131, Central, and Panhandle).



### Census Tracts

- Census Tract
- North Census Tract Group
- East of US-131 Census Tract Group
- Central Census Tract Group
- Panhandle Census Tract Group

## Capturing Regional Growth

The Grand Rapids-Wyoming MSA is vibrant and growing and, as the second largest community in the region, Wyoming has significant potential to capture this growth. Based on projections from the Grand Valley Metropolitan Council, Wyoming has the potential to grow by 30% by the year 2045 in terms of total households. New households are projected to earn higher incomes and the proportion of renter household is anticipated to increase. Accounting for proposed development (and future vacancy rate of five percent), there is an overall potential need of 7,876 new housing units through 2045.

## Balanced Approach

Based on current household incomes there is a need for a more balanced housing stock that provides additional rental opportunities for lower income households, and greater housing diversity that better meets future housing demand among middle- and upper income households. A city-wide approach is needed to identify strategies to increase development capacity and physically capture potential housing demand. The City should also evaluate policies to address housing needs for low- and extremely low-income households, as market-rate development will not address gaps within the housing stock to meet the needs of existing and future households.

### Project Housing Need

	Acres	Housing Units
Projected Household Growth (through 2045)	-	8,854
Proposed Development Subtotal	200	1,372
Unmet Housing Need		7,482
Future Vacancy 5%		394
<b>Total Housing Need</b>		<b>7,876</b>

Source: City of Wyoming, Houseal Lavigne Associates

### Future Households by Income Range by Tenure

Income Range	Total	Owner	Renter
<\$20K	1,512	477	1,035
\$20K-24,999	392	178	214
\$25K-34,999	1,151	548	603
\$35K-49,999	1,357	749	608
\$50K-74,999	2,112	1,532	580
\$75K<	2,330	1,962	368
<b>Total</b>	<b>8,854</b>	<b>5,446</b>	<b>3,408</b>

Source: 2013-2017 American Community Survey 5-Year Estimates, U.S. Census; Houseal Lavigne Associates

## Shift in Development Pattern

As greenfield opportunities are increasingly limited and vacant infill sites are few, the City's ability to capture projected growth hinges on the ability to shift the local development pattern. This will include accommodating increased density and a more varied housing stock on remaining vacant sites than what has historically been accommodated in Wyoming.

Redevelopment opportunity sites and vacant parcels throughout the City possess the potential to accommodate an additional 2,571 to 7,713 housing units depending on the density of proposed projects. Gross density of between 13 and 15 units dwelling units (d.u.) per acre would be needed to absorb projected household growth through 2045 (which is between 6,604 and 7,452 housing units once accounting for proposed development, vacancy, and development potential on vacant sites).

The City will also need to turn to the redevelopment of underutilized sites (where existing development is minimal compared to potential development capacity related to surrounding development) and repositioning of sites previously used for non-residential purposes. This will require flexibility in the development process that accommodates a greater range of housing types, including a higher proportion of multifamily housing product. As a built-out community, context-sensitive design approaches will be needed to facilitate successful redevelopment that enhances the overall character of the community.

## Leverage Existing Tools

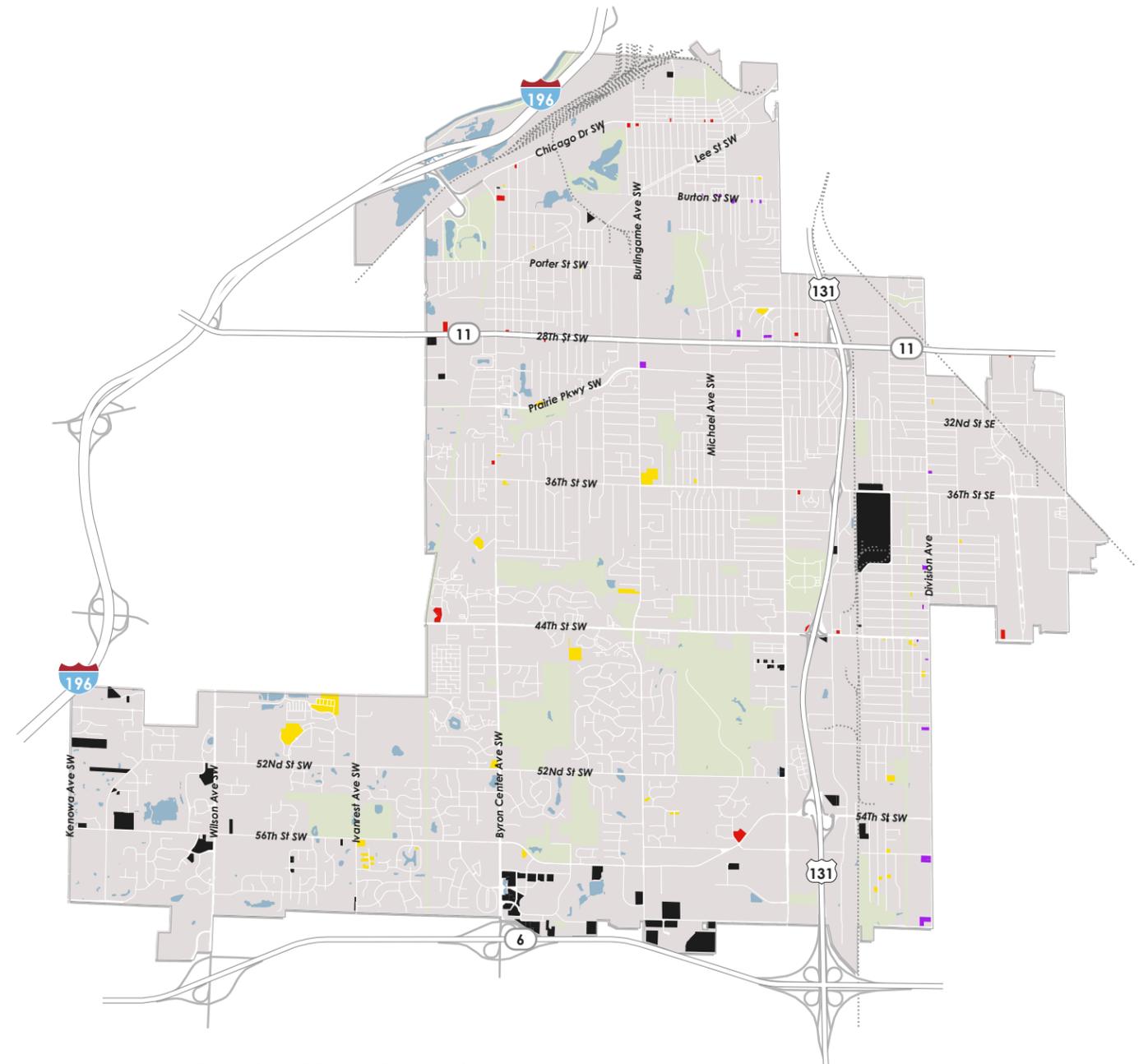
The City's Form Based Code (FBC) represents a tool that has yet to be fully leveraged in the community and could provide for the housing variety and quality design needed for many of the vacant and underutilized opportunity sites identified in this report. The recently approved HOM Flats at 28 West development is an example of a strategic infill redevelopment that leverages the FBC to accommodate more dense development in manner that is sensitive to surrounding contexts. Outside of the FBC zoning districts, development mechanisms such as Planned Unit Development (PUD) will play a vital role in guiding context-sensitive development that provides a greater number of housing units and mix of housing products that enhance the City's ability to capture regional housing demands.

The growth projected to occur in the region presents not only a land use challenge to the City, but also a housing and economic development opportunity. If the City does not prioritize strategies to accommodate housing needs, potential future households will move elsewhere in the region to find the housing they want and need.

### Potential Development Capacity of Redevelopment Opportunity Sites, 2019

	Acres	Development Capacity		
		5 d.u. per acre	10 d.u. per acre	15 d.u. per acre
Redevelopment Opportunity Sites	514.2	2,571	5,142	7,713

Source: Houseal Lavigne Associates



### Vacant and Underutilized Properties

- Proposed Development (76.5 Acres)
- Properties in Commercial Zoning (14.4 Acres)
- Opportunity Sites (513.2 Acres)
- Properties in Residential Zoning (57.1 Acres)
- Properties in Form Based Code (13.3 Acres)
- Properties in Other Zoning (227.6 Acres)

## Existing Land Use and Development

Wyoming’s diverse mix of land use and development patterns makes it a vibrant place to live and work in West Michigan. An analysis of existing land use provided insight into how the City has grown and developed over time and helped inform what type of development will be appropriate in the future. The Existing Land Use and Development section provides an inventory and analysis of existing land use as well as an overview of current zoning within the City of Wyoming.

### Existing Land Use Classifications

Existing land use was inventoried based on field reconnaissance and research conducted in Spring 2019. All parcels within city limits were categorized into one of the following 11 land use classifications:

#### Single-Family Detached

This category comprises stand-alone, single-family housing units on dedicated parcels. It remains the primary land use type and is distributed throughout the City. The newest single-family detached areas are located in the Panhandle and older postwar homes are located in north Wyoming.

#### Single-Family Attached

The single-family attached land use designation comprises structures containing multiple single-family dwellings, each sharing a common wall with at least one adjacent dwelling, and each having its own entrance. Dwelling types include rowhomes, duplexes, and townhomes. While single-family attached units can be found throughout Wyoming, large clusters of this category exist in the Panhandle developed as PUDs, such as Villas at Rivertown and Del Mar Village.

#### Multifamily

This category consists of structures with multiple residential units stacked vertically, featuring common entryways, stairways, and amenities, such as apartment buildings and condominium complexes. Multifamily developments are located throughout the community with notable concentrations around Clyde Park Avenue SW and 36th Street, west of Burlingame Avenue SW and 44th Street SW, along Byron Center Avenue SW and Prairie Parkway SW.

#### Manufactured Homes

This category includes manufactured, detached single-family homes that are constructed on a permanent chassis, allowing for transportability. Wyoming has four manufactured home communities dispersed throughout the City—Ferrand Estates, Country Estates, Eastern Mobile Villa, and Creekside Estates Park and Lodge.

#### Commercial

This category consists of different scales of commercial and retail services, including smaller neighborhood nodes, corridors, and regional commercial areas. Commercial uses include, but are not limited to, standalone retailers, mixed use commercial strips, restaurants, big box stores, auto body shops, gas stations, and hotels. Wyoming has multiple commercial corridors along which the majority of its retail and service options are located. They include 28th Street SW, Division Avenue S, Burton Street SW, 44th Street SW, 54th Street SW, Bryon Center Avenue SW, and Chicago Drive SW.

#### Office

This category includes offices used for professional services as well as medical office uses. Individual small offices, legal firms, and family physicians are dispersed within commercial corridors, along with the 150-acre Metro Health campus and Gordon Food Service headquarters along Gezon Parkway SW, which make up a significant portion of office land use.

#### Industrial

This category contains facilities and businesses involved in manufacturing, processing, storage, and distribution of goods and materials. Industrial uses are generally clustered together within established industrial parks. Wyoming has west Michigan’s third largest industrial tax base, preceded by Grand Rapids and Walker. Accordingly, over 17 percent of land is dedicated to industrial businesses, particularly in concentrations along Gezon Parkway SW, US-131, Roger B. Chaffee Memorial Drive SE, Chicago Drive SW, and the western city boundary west of Byron Center Avenue SW near 28th Street SW.

#### Public/Semi Public

This category is made up of institutional, educational, religious, public service, and governmental uses. This includes schools, colleges, churches, non-profits, hospitals, and libraries, such as Wyoming High School, Resurrection Life Church, Metro Health Hospital, Wyoming VA Community Based Outpatient Clinic, and Grace Christian University. Over 100 parcels dispersed throughout the community in Wyoming are dedicated places of worship, including two large religious complexes in the south—Resurrection Life and Grand Rapids First.

#### Parks and Open Space

This category includes parks managed by the Community Services Department’s Parks and Recreation staff and Kent County, as well as natural areas that have not been prepared for development. The Department operates and maintains an additional 23 parks, nature preserves, and recreational facilities. Open space areas can include uncleared lots in between developments, golf courses, or areas surrounding natural features, such as Buck Creek. There are three golf courses within Wyoming, including Maple Hill Golf on 56th Street SW, the Pines Golf Course on 52nd Street SW, and the largest located within Palmer Park on 52nd Street SW, Kaufman Golf Course. This land use category also includes the Hopewell Indian Mounds Park, a historically significant site owned and operated by the National Park Service.

#### Utility and Railroad

This category is made up of railroads and utility infrastructure, such as electrical substations, power line rights-of-way, and water treatment facilities. The Kent Trails and Interurban Trail currently run along utility lines to utilize the space for recreational purposes and provide links between parks.

#### Vacant

This category comprises unimproved lots absent of any structures including lots that may have been recently cleared for development. Such vacant lots can accommodate future development. This category does not include vacant areas that are part of a larger parcel with active uses. Vacant parcels are dispersed throughout the City, including single parcels within residential neighborhoods and along commercial corridors.

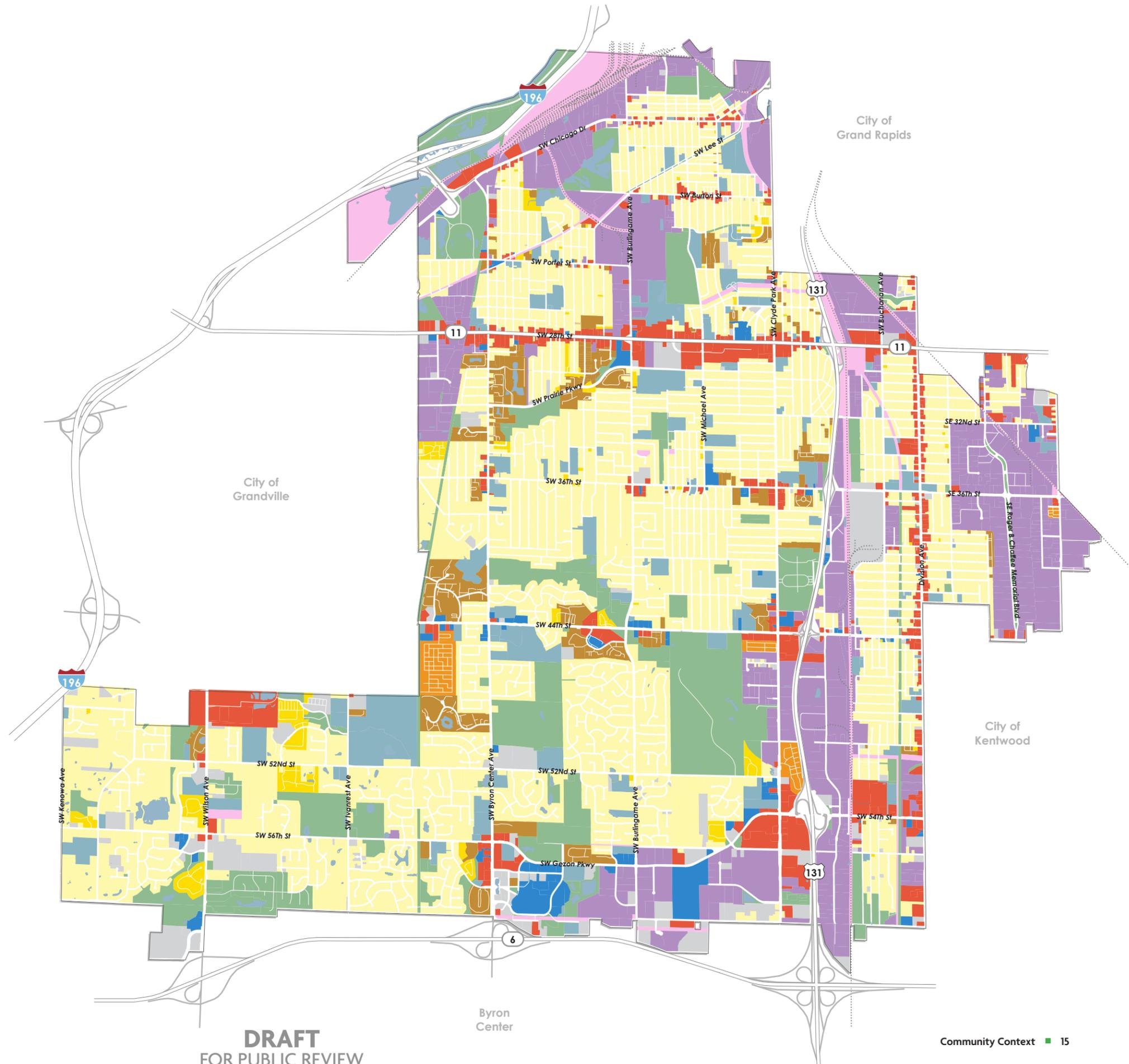
## Land Use Distribution

Wyoming’s land use distribution is depicted in the chart below using the categories previously described. Single-family detached homes make up the majority of land area in Wyoming at 39.3 percent, followed by industrial at 17.2 percent, which supports the significant industrial tax base. Parks and open space take up the third largest amount of area at 15.1 percent. Only 2.9 percent of the City remains vacant.

Existing Land Use	Percent
Agriculture	0.4%
Manufactured Home	0.8%
Single-Family Attached	1.6%
Office	1.5%
Vacant	2.9%
Utility and Railroad	3.9%
Multifamily	4.3%
Commercial	6.2%
Public/Semi-Public	6.9%
Parks and Open Space	15.1%
Industrial	17.2%
Single-Family Detached	39.3%
<b>Total</b>	<b>100.0%</b>

# Existing Land Use

- Single-Family Detached
- Single-Family Attached
- Manufactured Home
- Multifamily
- Commercial
- Office
- Industrial
- Public/Semi-Public
- Parks and Open Space
- Utility and Railroad
- Vacant



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# Zoning and Development Regulations

Zoning codes are critical for guiding land use and development and ensuring growth occurs in accordance with City goals. Regulations address factors such as maximum height, minimum building area, minimum lot sizes, building setbacks and build to lines, and use of property. They can also address parking requirements, sign and storage facility designs, and fence installations.

## Current Zoning Districts

The City's Community Services Department's Planning staff manages zoning within Wyoming, which is divided into the following residential, commercial, and industrial districts:

### Low-Density Residential Districts (R-1, R-2)

These districts are intended for single-family dwellings and protect single-family residential development. Non-residential uses that accommodate and support low-density neighborhoods are also allowed, including churches, daycares, and public facilities other than elementary, intermediate, or high schools. Most R-1 districts are located in southern Wyoming south of 44th Street SW, while the majority of R-2 districts are north of 44th Street SW.

### Medium-Density Residential Districts (R-3, R-4)

These districts allow for a variety of residential uses including single-family, two-family, and multifamily dwellings. Certain supplementary uses that are incidental to medium-density residential uses are also permitted, including private educational facilities, foster care group homes, and nursing homes. Most R-3 districts can be found east of South Division Avenue S or north of 28th Street SW, while R-4 districts are dispersed throughout the City.

### High-Density Residential Districts (R-5, R-7)

These districts are designed to allow for higher-density residential, including multifamily residential structures, high-rise apartments, and condominiums. All dwellings must have at least one property abutting a major thoroughfare or have vehicular access to one. The R-7 district is intended for higher quality multifamily housing designed to be compatible with adjoining single-family zoning districts. Most of these districts are located in the southern half of the City.

### R-6 Residential District

This district is intended for mobile homes and mobile home parks. Non-profit elementary, intermediate, and high schools offering courses in general education, as well as churches and accessory uses are also permitted. These districts are typically found south of 44th Street SW.

### ER Estate Residential District

This district is intended to accommodate rural estate type residential uses that typically contain large lot single-family dwellings. These districts can be found in the City's southwestern Panhandle.

### B-1 Local Businesses District

This district is intended to provide basic services and convenience shopping for adjacent neighborhoods as well as the entire community. B-1 districts are typically bordered by low-density residential districts, and can be primarily found along Chicago Drive SW, 36th Street SW, 44th Street SW, and 56th Street SW.

### B-2 General Business District

This district allows for a mix of retail businesses as well as a wide range of supplementary uses to accommodate a business district including hotels and motels, bus stations, theaters, and veterinary hospitals. The majority of B-2 districts are located in shopping corridors of the City.

### B-3 Planned Shopping Business District

This district is intended for retail and services that are motorist oriented. These districts include larger sized lots that may be incompatible in other business districts. Permitted uses can include department stores, drive-through restaurants, and community shopping centers. The majority of these districts are located south of 44th Street SW.

### RO-1 Restricted Office District

This district is designed to accommodate office buildings for executive, administrative, and professional occupations, as well as medical offices and financial institutions. These districts are dispersed throughout the City. Many of these districts can be found along 44th Street SW and Clyde Park Avenue SW.

### Light Industrial Districts (I-1, I-3)

These districts are intended for light industrial activity that do not emit significant hazards or noise pollution. These uses include wholesaling, warehousing, research laboratories, laundries, and the manufacturing and packaging of food products, drugs, toys, cosmetics, and other small products. The only I-3 district is located on the southern border of the City where more than 10 truck bays and loading docks are permitted.

### I-2 General Industrial District

This district is designed for heavier industrial uses that benefit from having convenient highway access and are typically located on the outskirts of the City. Industrial activity permitted in these districts include automobile manufacturing and factories that work with metals, paints, and lumber. These districts can be found in the northern, western, and eastern extremities of city limits, south of Burton Street SW and Burlingame Avenue, and along the east side of US-131.

### P-1 Vehicular Parking District

This district is intended solely for the parking of private automobiles. The largest of these districts is located at 36th Street SW and Buchanan Avenue SW.

### PUD-1 Low Density Planned Unit Development

This district is designed to group varying land uses including residential, commercial, and recreational where they can coexist. Single-family and multifamily dwellings are permitted as well as the uses allowed in Local Business Districts. These districts can be found in the City's southwestern Panhandle.

### PUD-2 Commercial Unit Development

This district is intended for commercial centers where a wide range of shopping and services can be provided. The only PUD-2 district is located at the border of the City on the north end of Wilson Avenue SW, which features big box retail and department stores.

### PUD-3 Planned Health Care District

This district is designed for general health care and medical facilities. Permitted uses include hospitals, medical laboratories, medical education facilities, health clubs and fitness centers, and additional supplementary uses. The only PUD-3 district is Metro Health, located at the southern end of the City, east of Byron Center Avenue SW.

### PUD-4 Zoning District

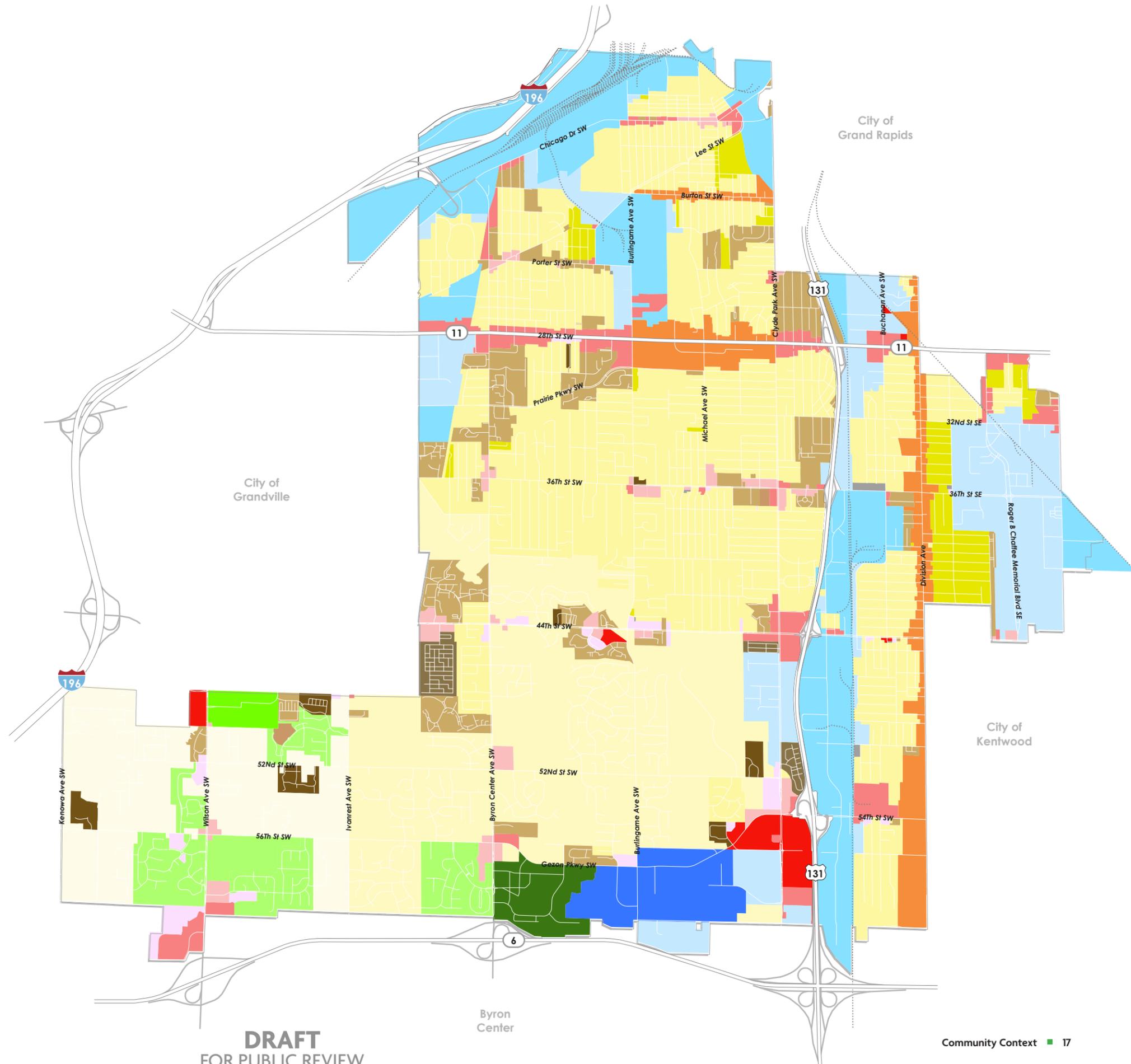
This district is intended to provide for flexibility in development in a sustainable and character-sensitive manner for a variety of land uses. This district permits single-family detached, single-family attached, multifamily, public-/semi-public, commercial, and industrial uses. There are currently two PUD zone projects in Wyoming: Grace Christian University and Union Suites at Michael.

## Form Based Code

The City also applies a *Form Based Code* (development regulations that focus on the physical appearance and design of development in addition to regulation of land use) to portions of the 28th Street SW, Burton Street SW, and Division Avenue S corridors. Adopted in 2013 and later amended in 2018, the code aims to enhance the image of the public realm by creating standards for individual building character, streetscape, and public spaces. The *Form Based Code* addresses land use, parking requirements, signs, and subdivision standards, and aligns with the City's land use plan as presented in the *Land Use 2020 Master Plan* and related amendments. Mixed use developments are only allowed within *Form Based Code* districts, with first floor rentable space and upper floor residential.

# Current Zoning

- ER Estate Residential District
- R-1 Residential District
- R-2 Residential District
- R-3 Residential District
- R-4 Residential District
- R-5 Residential District
- R-6 Residential District
- R-7 Residential District
- B-1 Local Business District
- B-2 General Business District
- B-3 Planned Shopping Business District
- RO-1 Restricted Office District
- Form Based Code
- I-1 Light Industrial District
- I-2 General Industrial District
- I-3 Restricted Industrial District
- P-1 Vehicular Parking District
- PUD-1 Low Density Planned Unit Development
- PUD-2 Commercial Planned Unit Development
- PUD-3 Planned Health Care District
- PUD-4 Zoning District (no properties within this designation)



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