



LAND USE PLAN

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The Land Use Plan identifies desired future land uses for all areas of Wyoming, building off the existing development patterns within the City. The Land Use Plan strives to preserve and enhance Wyoming’s established residential neighborhoods while promoting opportunities for higher density, unique, and affordable housing types. The Plan seeks to strengthen neighborhood commercial centers and revitalize the City’s major corridors, supporting transit-oriented development along transit routes. Wyoming’s city center along 28th Street SW is envisioned to be a bustling pedestrian-friendly, mixed use district that offers a diverse range of businesses and housing options with integrated public gathering spaces. Expansion of the local employment base through infill development and enhancements of industrial and business parks are also supported.

The Land Use Plan is an important guide for growth and development in Wyoming, serving as a foundation for future decision-making. The Land Use Plan is intended to be flexible and should accommodate creative approaches to land use and development consistent with the policies and guidelines included in Wyoming [re]Imagined.

Land Use Plan

The Land Use Plan identifies desired uses throughout the City of Wyoming. All parcels have been designated under one of 10 land uses categories which include:

- Traditional Residential
- Suburban Residential
- Mixed Use
- Neighborhood Commercial Center
- Corridor Commercial
- Public/Semi-Public
- Business Park
- Industrial
- Parks and Open Space
- Utility and Railroad

The following section defines each land use category and highlights design and policy considerations for future development. The corresponding photos display positive examples of each land use within Wyoming.

Sustainability

To ensure Wyoming will prosper as an environmentally and economically sustainable community, sustainability must remain at the forefront of future planning-related decisions. This includes supporting development that minimizes impacts to the natural environment and makes efficient use of municipal resources and assets to provide long-term economic stability. It is key for the City to stay current with, and when possible get ahead of, emerging technologies that innovatively prepares the community for long-term vitality. Sustainability was a driving theme in the development of *Wyoming [re]Imagined* and has been highlighted across each chapter in green “Sustainability” callout boxes.

Equity and Inclusivity

Equity and inclusivity are two major components to a thriving community that is supportive of people of all ages, genders, races, incomes, and physical abilities. This includes access to amenities, including health care, healthy food options, education, and transportation. It also strongly relates to ensuring desirable development and investment in the City happens equitably across all neighborhoods. This theme cuts across all topics in *Wyoming [re]Imagined* and has been highlighted in each chapter using yellow “Equity and Inclusivity” callout boxes.



Traditional Residential

This category comprises smaller lot single-family detached properties in established residential neighborhoods, as well as integrated single-family attached and multifamily development. Traditional Residential should continue to be the predominant land use in areas located north of 44th Street SW and east of US-131. Infill development and reinvestment should be encouraged within Traditional Residential neighborhoods and strategic multifamily infill development should be used to increase housing choice within the community. This includes expanding housing options for older adults seeking to age-in-place in Wyoming. All higher density development should be sensitive to surrounding residential areas and reflect local scale and character. Multifamily and single-family attached housing should also be used to transition to lower density residential neighborhoods from commercial and industrial uses and encouraged in areas surrounding Neighborhood Commercial Centers to support businesses, create community identity, and activate the area.



Suburban Residential

This category includes newer residential development located in the southern portion of Wyoming, including single-family detached, single-family attached, and multifamily development. Suburban Residential areas generally have larger lot sizes than Traditional Residential areas and have curved streets with greater distances between intersections. The Suburban Residential land use also includes isolated clusters of single-family estate homes on large lots (typically over 2 acres). While some estate areas should be preserved, redevelopment of others may be encouraged in the future as the City looks to maximize development potential to capture projected growth in the region. Residential growth within Suburban Residential areas should continue to be primarily developed as planned unit developments (PUDs) that incorporate green space and pedestrian infrastructure. Higher density residential should be prioritized along major roadways as well as around Neighborhood Commercial Centers while maintaining the character of predominantly single-family detached neighborhoods.



Mixed Use

This category includes multi-story mixed use structures, featuring retail, restaurant, and services uses on the ground floor and office or residential on the upper floors. It also includes horizontal mixed use development where a variety of uses occur within proximity to one another, either in a piecemeal fashion along key corridors (such as Division Avenue), or on large-scale development sites where a mix of uses is anticipated across the site (such as Site 36, the Kelvinator Site, and existing golf courses). Mixed Use development should be focused within the central 28th Street corridor and adhere to the City's existing Form Based Code to create a walkable city center that will act as the heart of the City. Mixed Use development should also be prioritized along portions of the Division Avenue corridor to best leverage Silver Line Bus Rapid Transit stations as anchors to transit-oriented development. Multifamily structures should also be strategically placed within Mixed Use areas to increase activity and support local businesses.



Neighborhood Commercial Center

This category consists of commercial areas that primarily serve the residential neighborhoods surrounding them. These centers should serve as neighborhood anchors, creating focal points of activity. They should provide community gathering spaces and access to daily goods and services, such as salons, dry cleaners, restaurants, cafes, and small grocery stores. Several Neighborhood Commercial Centers currently exist, but their function as anchors of neighborhood activity should be further strengthened. This should include incorporating placemaking elements, such as outdoor seating, public art, and streetscaping. Single-Family Attached and Multifamily residential development should also be promoted in surrounding areas to establish an edge to the district and increase activity in commercial areas. Mixed use development, community centers, and recreation centers are also appropriate within Neighborhood Commercial Centers as redevelopment occurs.

Equity and Inclusivity Equity through Complete Neighborhoods

Historic planning practices have often divided American cities into districts by use, placing essential goods and services in inaccessible locations for many city residents. A complete neighborhood provides residents safe and convenient access to the goods and services they need on a daily or regular basis. This includes a variety of housing types, grocery stores, shopping options, schools, public open spaces, and access to frequent transit. A complete neighborhood also includes an interconnected network of streets, sidewalks, and trails, which makes traveling throughout the neighborhood possible for residents of all ages and abilities. Having safe, convenient and walkable access to these amenities can help Wyoming's residents save money and stay healthy. Regardless of the mode of travel chosen, shorter distances between home and the places residents need to go on a daily and weekly basis can help decrease overall costs for individuals and households. Lower transportation costs help reduce overall household expenditures and increase housing affordability and incorporating daily exercise is a lot easier with a safe network of sidewalks outside everyone's door.





Corridor Commercial

This category includes a mix of large-scale commercial retail and services along major roadways, adjacent to the expressway, or within regional commercial areas. Commercial uses can include, but are not limited to, standalone retailers, mixed use retail centers, restaurants, large scale retail stores, gas stations, and hotels. Small office developments are also included within this category. Wyoming's Corridor Commercial areas should be accessible by car, by bike, and by foot and enhanced with fully connected sidewalks. The addition of pedestrian amenities should also be prioritized, such as benches, pedestrian-scaled lighting, and traffic calming elements. Wyoming's primary Corridor Commercial corridors, 28th Street SW, Division Avenue S, and Clyde Park Avenue SW at key intersections, should continue to be developed with high quality commercial uses, filling in any existing vacancies and redeveloping underutilized areas where possible.



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. These institutions enhance quality of life, and as redevelopment occurs, Public/Semi-public uses should be preserved or integrated into redevelopment plans to ensure new residents have access to valued community services. Further discussion of Public-/Semi-Public uses is located in **Chapter 4: Community Facilities and Infrastructure**.



Business Park

This category consists of major employment centers, smaller scale industrial areas, and office/medical complexes. This land use is concentrated along the Gezon Parkway SW corridor, US-131 corridor, Roger B Chaffee Memorial Boulevard corridor, and the western and eastern ends of the 28th Street corridor within city limits. As Business Park uses continue to grow, attention should be given to design quality, freight access, traffic impacts, and parking supply. Beautification improvements, such as landscaping, should also be integrated to provide separation, screen unattractive views from adjacent properties, and enhance curb appeal.



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 freight corridors including US-131 and Chicago Drive SW. Industrial uses should continue to be concentrated in designated areas. Industrial uses should be well buffered and screened to minimize noise, light, and other environmental nuisances to adjacent commercial and residential areas.



Parks and Open Space

This category includes designated park space, nature preserves, golf courses, trails, and recreational or sports facilities. It includes parks and natural areas managed by the City of Wyoming and Kent County, as well as private parks developed as part of planned unit developments (PUDs). The City should continue to seek opportunities to increase available park space within the community and strive to provide parkland within walking distance to all neighborhoods. This includes pursuing strategic acquisitions of properties to redevelop into new park space and ensuring PUDs integrate private parks to achieve green space within southern Wyoming. **Chapter 6: Parks, Open Space and Recreation** identifies potential areas for the development of new parkland to ensure that the Wyoming's growing population continues to have quality access to parks and recreation opportunities.



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. Additional opportunities to construct trails along utility lines should be pursued to further expand the City's trail network.

Land Use Plan

Parcels in Wyoming have been assigned one of ten land use designations. These cover a broad range of land use types and should serve as the basis for development review and approval and future zoning amendments that may be needed to implement the Plan's recommendations. Uses are arranged in a pattern that is intended to reflect existing development, limit incompatible uses, capitalize on arterial corridors, strengthen commercial areas, maintain existing residential neighborhoods, and take advantage of emerging development opportunities. Further recommendations for creation of high quality residential, commercial, and employment areas are contained within the Residential Areas Framework Plan and Economic Development Framework Plan.

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|  Traditional Residential |  Business Park |
|  Suburban Residential |  Industrial |
|  Mixed Use |  Public-/Semi-Public |
|  Corridor Commercial |  Parks and Open Space |
|  Neighborhood Commercial Center |  Utility and Railroad |

Industrial Growth. Continue to concentrate and infill industrial uses within designated industrial areas to minimize noise, light, and other environmental nuisances to adjacent commercial and residential areas.

Business Park. Give attention to design quality, landscaping, freight access, traffic impacts, and parking supply with new development within business parks.

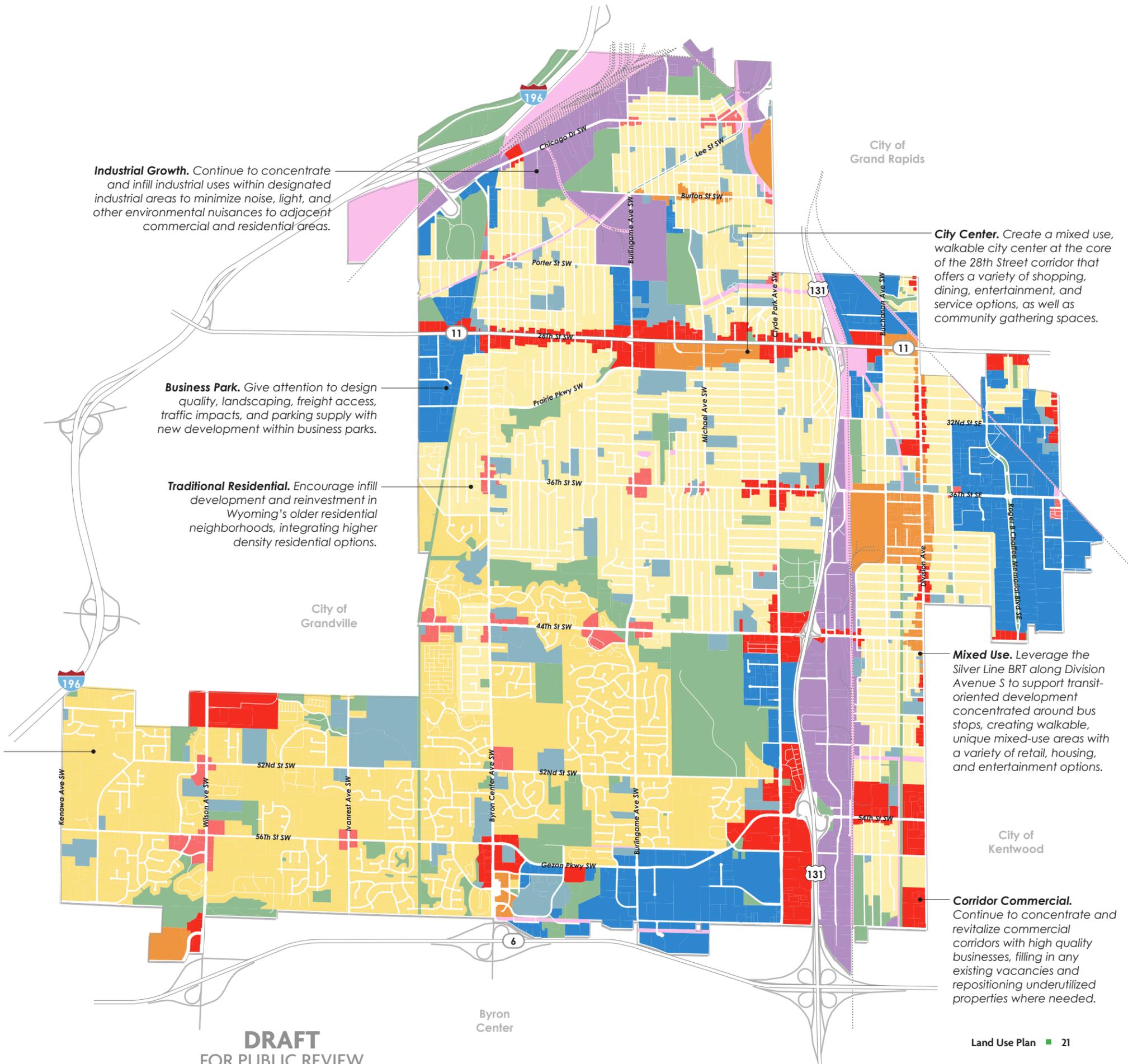
Traditional Residential. Encourage infill development and reinvestment in Wyoming's older residential neighborhoods, integrating higher density residential options.

Suburban Residential. Continue to direct suburban residential growth primarily as planned unit developments (PUDs) that include higher density options, greenspace, and pedestrian infrastructure.

City Center. Create a mixed use, walkable city center at the core of the 28th Street corridor that offers a variety of shopping, dining, entertainment, and service options, as well as community gathering spaces.

Mixed Use. Leverage the Silver Line BRT along Division Avenue S to support transit-oriented development concentrated around bus stops, creating walkable, unique mixed-use areas with a variety of retail, housing, and entertainment options.

Corridor Commercial. Continue to concentrate and revitalize commercial corridors with high quality businesses, filling in any existing vacancies and repositioning underutilized properties where needed.



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FOR PUBLIC REVIEW

RESIDENTIAL AREAS

Vision

In 2040, Wyoming will consist of a mix of stable, thriving residential neighborhoods, each with their own unique character and identity. These neighborhoods will offer an increased variety of housing options that enable people of all stages of life and income levels to thrive in Wyoming. The City will continue efforts to integrate affordable housing throughout the community including within new housing developments, reflecting Wyoming's desire to be an inclusive community. Older neighborhoods that once showed signs of age and wear will be renewed with a blending of new housing and reinvestment in the existing housing stock. Wyoming's residential areas will be attractive to new families and established residents alike, with highly connected and walkable neighborhoods supported by nearby restaurants and shops.

Goal 1

Reinvest in existing residential neighborhoods while fostering new housing development throughout Wyoming.

Goals 2

Encourage greater housing choice, affordability, accessibility, and livability within all Wyoming's neighborhoods.

Address Housing Need

Seek opportunities to develop vacant or underutilized lots with single-family attached and multifamily housing to better meet current housing need and capture long-term growth within the region.

Currently, single-family detached homes make up 39.3 percent of Wyoming's land use, while multifamily makes up 4.3 percent and single-family attached 1.6 percent. Wyoming's Analysis of Impediments to Fair Housing Choice (AI) and Housing Needs Assessment identified potential demand for 7,876 new housing units within the City, representing potential growth of 30 percent, through 2045. The proportion of renter households is also anticipated to increase. While single-family detached homes will continue to remain the predominant housing type, it is increasingly important to provide greater diversity in housing options. The City should support the development of higher density housing, such as townhomes, duplexes, condominiums, and apartments, on vacant or utilized lots to meet Wyoming's growing housing need.

Higher Density Infill

Within established single-family detached neighborhoods, vacant lots and older properties that may be reaching the end of their useful life should be considered opportunities to accommodate higher density residential development. Such infill development should complement the massing and scale of the surrounding neighborhood and utilize similar setbacks such that single-family attached and multifamily development relates strongly to adjacent single-family homes. The City should evaluate amending residential zoning districts, such as the R-1 and R-2 districts, to allow for such context-sensitive higher density infill, including townhomes, duplexes, and small-scale apartment buildings.

Strategic Multifamily Development Along Commercial Corridors

Multifamily development should be encouraged along Wyoming's commercial corridors in strategic locations where it can be used to reposition underutilized commercial properties and increase activity in adjacent portions of the corridor. As the retail environment continues to shift and demand for brick and mortar retail locations decreases, multifamily development should be viewed as a desirable alternative in commercial areas with decreasing rents and occupancy.

In accordance with the Land Use Plan, commercial and mixed development should be concentrated in districts and at key intersections, and multifamily development should be used to revitalize weaker commercial areas between these identified nodes. This includes along Division Avenue S and 28th Street SW where underutilized or vacant lots exist (see **Special Area Plans** for further discussion of these two corridors).

Similarly, single-family attached and multifamily developments should be encouraged around neighborhood commercial centers as they will support local businesses while serving as a transitional land use buffer between higher intensity commercial activity and single-family detached neighborhoods.

Higher Density Growth in Panhandle

Just as it has over the past decade, the Panhandle area will continue to play a critical role in accommodating Wyoming's growth. While greenfield developments are increasingly limited, numerous development opportunities remain within the Panhandle, including rural areas that have low density single-family homes and large areas of open space, as well as two golf course properties and a driving range. As the Panhandle continues to develop, the City should ensure that a range of housing products, including higher density residential types, are included in new housing projects. Large lot single-family detached properties along primary roadways or adjacent to commercial centers may also be considered for long-term, higher density redevelopment.



Example of a "Granny Flat" in backyard of single-family detached home in San Diego, CA



Example of a Single-Family Conversion in Peoria Heights, IL



Example of a Tiny Home in Tallahassee, FL

Encourage Alternative Housing Types

Encourage opportunities to repurpose existing structures and explore alternative housing types within established neighborhoods to further diversify Wyoming's housing stock.

To ensure Wyoming continues to grow as a desirable place to live for all age groups, income levels, and family sizes, it is important that a variety of housing types are available. This includes the ability to support all stages of life and to age in place. The City should support the development of additional senior housing options to address its aging population as well as the development of smaller housing types that are attractive to young professionals, lower-income families, and downsizers.

Accessory Dwelling Units (ADUs)

ADUs, sometimes called "granny flats," provide for greater density in existing single-family neighborhoods without negatively impacting community character. They generally are less than 800 square feet and allow for context sensitive infill on smaller lots, such as by placing a unit above a detached garage. ADUs also provide opportunities for multi-generational housing when parents wish to downsize and continue living with their children and grandchildren. The City should consider promoting internal and detached ADUs as special uses within certain residential zoning districts. The City should ensure that certain conditions are met in the approval of the use, including the availability of sufficient parking and quality design. Such conditions would ensure ADUs have little to no impact on the appearance of the primary residence and character of development as seen from the adjacent street.

Senior Housing

The City has been experiencing its greatest percentage of growth in the 65 years old and over age group. This older age group increased by nearly 1,100 individuals or 16.7 percent between 2010 and 2017, while the City's overall population grew by 4.2 percent. To address the aging population, senior housing should be strategically located in areas close to healthcare facilities, grocery and retail stores, public parks, open space, and public transit to provide older residents with close access or convenient means of travel to healthcare services and day-to-day activities. This includes around Metro Village, along 28th Street SW, 44th Street SW, and Wilson Avenue SW.

As empty-nesters often desire homes that require less maintenance, such as a smaller unit footprint and yard, more diverse housing options should be provided, such as cottage style homes, single-family attached, and multifamily development. Senior housing should also be integrated into existing residential neighborhoods with proximity to commercial and entertainment options to ensure high quality of life while minimizing opportunities for isolation. The Union Suites at Michael Avenue is a good example of integrated senior housing as it will be located near the Wyoming Public Library as well as two commercial corridors: 28th Street SW and Clyde Park Avenue SW.

Single-Family Conversions

The City should also consider permitting single-family detached conversions into duplexes, triplexes, or quadplexes to increase housing density in a way that blends into the surrounding single-family detached neighborhood. Such conversions are beneficial as they extend the economic life of existing structures and allow owners to justify expenditures for internal repairs and modernization. If permitted, the City should establish clear regulations and a judicious approval process to mitigate potential issues such as parking supply, maximum number of units, unit ingress/egress, and fire code compliance.

Tiny Homes

Tiny homes are detached dwellings typically under 400 square feet that provide increased opportunity for affordable home ownership. They provide the freedom and appeal of single-family homes at a smaller scale and therefore lower cost, and are often developed in clusters to support a sense of community. They also create housing options for those who desire a minimalistic lifestyle. The City should consider allowing the development of tiny homes and similar small-footprint residential uses to help diversify housing while respecting the character of existing neighborhoods. As this type of housing has not yet been proven in the Wyoming housing market, a pilot project should be considered.

Case Study Tiny Homes Detroit, Michigan

Rev. Faith Fowler, a 60-year-old Methodist pastor in Detroit, Michigan, built 13 tiny homes in 2019 as a radical approach to addressing people's needs who are homeless or living in poverty. Working with Cass Community Social Services, an anti-poverty nonprofit, Fowler constructed small-scale Cape Cod, Victorian, and angle-roofed modern style homes, all under 400 square feet on 30 by 100 foot lots. Each cost \$45,000-\$55,000 to build, much of which was donated from corporations, foundations, and Christian denominations. A rent-to-own formula is used that charges tenants a dollar per square foot, making rent affordable for those making the required minimum \$7,000 annual income. The program also requires residents to pay their own utility bills, meet with a financial coach monthly, and participate in a community watch program—if successfully completed, the home and land are deeded to the tenant, mortgage free. This tiny home development sets a precedent for breaking the cycle of poverty and providing truly affordable housing options for low-income residents wishing to own their own home.



Sustainability **Sustainability through Higher Density Residential**

As Wyoming is mostly built out, encouraging the development of higher density residential options would make greater use of existing infrastructure and support the established transit system. With limited opportunities for greenfield development, higher density infill projects are also needed to capture regional growth and ensure the City is in a fiscally sustainable position over the long term. An exemplary higher density residential project that is currently under construction is HOM Flats, located on 28th Street between Burlingame Avenue SW and Michael Avenue SW. This development is a positive example of infill development that will provide housing options near Wyoming's city center, which is planned to be a pedestrian-friendly, mixed use district. A portion of the apartment will be below market-rate, increasing inclusive and affordable housing options in the City.



Promote Mixed Use Districts

Promote highly walkable mixed use districts and transit-oriented housing development.

The lack of mixed use areas in Wyoming and the reliance on large and separated commercial, office, and residential areas means most residents rely on vehicles to accomplish their day-to-day activities. By promoting mixed use development in strategic locations, the City can better connect residents with the amenities they need on a day-to-day basis. Residents living in mixed use districts would benefit from high levels of accessibility and walkability. Transit system investments, including the Silver Line along Division Avenue S, as well as locations where mixed use already exists on a limited scale, such as Burton Street, should be leveraged for future mixed use.

Mixed use development can consist of either a horizontal mix of uses within close proximity, or multi-story mixed use buildings. Where possible, vertical mixed use development should be encouraged with multifamily housing placed above ground-floor commercial uses to ensure the street level remains active. Public spaces, such as small parks and plazas, should also be integrated into mixed use areas to provide opportunities for community gathering and placemaking activities. Pedestrian infrastructure improvements such as sidewalk widening, streetscaping, and intersection improvements should be prioritized. Further, opportunities to encourage accessible healthcare and childcare facilities should be pursued.

28th Street SW

28th Street SW has historically developed as Wyoming's primary commercial corridor, serving both residents and shoppers throughout the region; however, its character remains auto oriented and lacks the feel of a downtown. Today, there is a strong community desire to establish a city center and other walkable, mixed use districts that foster a stronger community identity. In addition to being hubs of commercial activity, mixed use districts provide an opportunity to integrate a variety of housing options within future development.

Form Based Code

The City's Form Based Code should be adhered to so as to encourage the formation of mixed use districts along 28th Street SW, Burton Street SW, and Division Avenue S. The code addresses aspects like building type, frontage type, materials, access, parking, and sign standards to guide compact, transit-oriented development patterns that foster multi-modal corridors, mix of uses, and diversity of residential development.

Transit-Oriented Development (TOD)

The Silver Line is a unique transportation asset, providing bus rapid transit (BRT) service to Downtown Grand Rapids and Kentwood (see the Division Avenue S Special Area Plan for further discussion). New mixed use development should be encouraged in the areas surrounding Silver Line stations to better leverage available transit services as an amenity for businesses and residents and provide living options for residents who do not own cars.

Site 36

As a remediated brownfield, residential uses are not permitted on Site 36. However, existing residential properties between the site and Division Avenue S should be considered for gradual redevelopment into a mixed use and multifamily district that leverages proximity to future Site 36 amenities and direct access to Downtown Grand Rapids that the Silver Line provides. As higher density housing is developed within the area, affordable housing should be incorporated within new development. Properties along 36th Street and Division Avenue S should be considered for assembly to facilitate larger-scale development.

Promote Affordable Housing

Ensure affordable housing is supplied with the growth of new housing to provide options for all income levels.

The limited availability of affordable housing is a critical issue within Wyoming that must be prioritized to ensure the City's long-term sustainability. The City's Analysis of Impediments to Fair Housing Choice (AI) identified that almost one in three (8,109 households or 29.5 percent of Wyoming's households) paid more than 30 percent in housing costs in 2017. As defined by the U.S. Department of Housing and Urban Development (HUD), these households are considered to be cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care. The AI also identified the need for a more balanced housing stock that provides additional rental opportunities for lower income households and for new policies to address housing needs for low- and extremely low-income households. To ensure Wyoming is welcoming and can support residents of all income groups, the City should ensure it actively promotes the creation of new affordable housing units within its housing stock.

Affordable Housing Incentives and Mechanisms

There are several incentives the City could utilize to encourage developers to include below-market rate units in new housing developments. Incentives to consider include the following:

- Density bonuses
- Expedited processing
- Parking reductions
- Tax abatements

If density bonuses or parking reductions are pursued, the City must ensure the development is still respectful to the scale of the surrounding neighborhood and adequate parking supply is provided on-site or through other locations to accommodate added demand. In addition to incentives, various mechanisms exist that could be used to preserve affordability as Wyoming and the region experience growth. Pursuits such as establishing a community land trust will require coordination with partner organizations.

Community Land Trusts

A community land trust (CLT) is a shared-equity model run by community or nonprofit landholding organizations. They provide long-term affordable land- and home-ownership models by purchasing land off the market and selling or renting out price-controlled units. CLTs can permanently maintain units at an affordable price through agreements that limit the amount of profit that a homeowner can earn when it sells to the next owner.

For example, some land trusts collect a percentage of profit from increased property value from a sale to subsidize the next resident. As CLTs' initial investments to obtain land or housing units are substantial, public subsidy is often necessary. Funding sources available to Wyoming that could be used to assist a CLT include HUD HOME Investment Partnerships Program.

Housing Co-Operatives

Housing co-operatives are another creative solution to providing affordable housing through shared-equity housing. Co-ops are formed by a group of residents that buy into a share of a multifamily building, through which they are granted partial ownership and a unit. This model creates the opportunity for collective homeownership by residents who otherwise may not be able to afford a property independently. Residents then create their own rules and management system to maintain the co-op, such as monthly dues for maintenance, insurance, and other needs.

Limited-equity co-ops keep units affordable by capping the percentage share prices can increase annually, as well as retrieving a portion of the equity earned when a share is sold to subsidize the next buyer. Such models are gaining popularity among nonprofit affordable housing developers across the nation.

Inclusionary Zoning

While incentives can be an effective tool in promoting the inclusion of affordable housing in new development, implementation should be monitored. If the City determines that incentives do not appear to be having the desired result, the City should consider adopting inclusionary zoning (IZ).

As the Michigan Zoning Enabling Act currently prohibits local governments from adopting mandatory IZ, voluntary IZ should be considered as well as integrating IZ into PUD requirements. The City should work with private developers to include a set percentage of affordable housing units in future multi-unit developments (e.g. 10 percent of units in residential developments of 10 units or more). In exchange for compliance with this policy, developers could also receive a bonus described previously. The City may also propose an amendment to the Enabling Act to allow mandatory IZ across the state as a proactive and effective tool for increasing affordable housing.

Workforce Housing

Workforce housing that is affordable by low- and middle-income wage earners was highlighted as a need during community outreach. According to U.S. Census, 36,080 people worked in Wyoming but lived outside of the community as of 2017. These commuters represent a potential source of new residents and an economic development opportunity. People who live and work in the same community help boost the local economy by spending their earned dollars locally and alleviate congestion by shortening or eliminating their commutes. To grow the number of people who both live and work in Wyoming, the City should support the development of workforce housing near major employment centers or transit that provides easy access to jobs.

Equity and Inclusivity **Inner City Christian Federation Community Homes Initiative**

The Inner City Christian Federation's (ICCF) Community Homes Initiative is a program charged with renewing and restoring homes and creating affordable housing, working towards a more equitable and inclusive housing market. Through a community-led effort, the organization has purchased 248 homes since 2017 to provide affordable rental rates and homeownership opportunities for low- and moderate-income households. Through the Community Homes Land Trust, tenants can purchase their home if they desire to. The ICCF has 188 properties in Grand Rapids and 60 in Wyoming and anticipates investing \$4.5 million over 10 years for renovations and capital improvements to create energy efficient, environmentally sustainable homes.



Equity and Inclusivity
**Equitable Neighborhoods
through Housing Choice**

Greater equity for Wyoming's residents can be obtained by ensuring housing choice and diversity within and across the City's neighborhoods. The majority of housing in Wyoming is currently detached single-family homes. Complete neighborhoods should have a range of housing types and sizes (single-family detached, single-family attached and multifamily housing) for rent and for sale. Additional variety should be provided with a range of home sizes in the form of overall square footage and number of bedrooms. Through the inclusion of supportive zoning and housing diversity policies, Wyoming can offer greater consumer choice across the housing affordability spectrum, while also addressing its future housing supply needs, as reported in the City's Analysis of Impediments to Fair Housing Choice and Housing Needs Assessment of 2019.



Enhance Existing Neighborhoods

Explore incentives to help enhance the image of residential neighborhoods and upgrade aging homes.

Wyoming's established neighborhoods make up the heart of the City and are a crucial component of a thriving community. The City's northern and eastern census tracts contain its oldest housing stock, with a median house age as old as 76 years and many houses built in 1939 or earlier. Older houses are more prone to maintenance issues and the housing stock in Wyoming's oldest neighborhoods tend to be smaller in size with limited amenities compared to newer areas. It is critical to support reinvestment in these areas to ensure Wyoming further grows as an attractive and desirable place to live. The City should support continued reinvestment into existing neighborhoods to improve overall housing stock quality and community character.

Home and Facade Improvement Funds

The City should support property maintenance by promoting façade improvement and home repair incentives. Residents should be educated on available grants, loans, and rebate programs from local, state, and federal agencies that would provide financial aid in home repairs and improvements.

Right-Of-Way Improvements

To improve the character of older residential neighborhoods, the City should continue to work with the Public Works Department to upgrade conditions within the right-of-way where needed. This could include upgrading roadway conditions, installing light fixtures, and planting street trees and other landscaping features in public rights-of-way.

Stricter Code Enforcement

In addition to providing incentives, the City should apply stricter and proactive code enforcement as opposed to passive resident complaint responses to improve conditions within neighborhoods showing signs of disinvestment or lack of maintenance. This includes ensuring proper removal of visual nuisances including trash, discarded furniture, and inoperable vehicles; renovation of aged facades; and maintenance of front lawns.

Accommodate Home Expansion

Home additions in older neighborhoods with smaller lots may require encroachment on required setbacks. Reducing side or rear setback requirements could help accommodate home additions and facilitate reinvestment. The City's R-1 and R-2 residential zoning districts currently require 35 feet minimum front and rear setbacks, unless 25 percent or more of the lots on the block is occupied by buildings, in which case the setback of a property would be the average of its adjacent lots. The City should consider reducing the 35 feet rear setback requirement to allow for single-family home expansions in older residential neighborhoods and the modernization of aging house stock into larger, updated homes.

Residential Areas Framework Plan

Existing Residential. Reinvestment should be encouraged within established residential neighborhoods, which can consist of single-family detached, single-family attached, and multifamily dwellings.

Single-Family Neighborhood Infill. Established single-family detached neighborhoods should be filled out by developing any existing vacant lots with new single-family housing. Single-family attached dwellings may be considered.

Proposed Higher Density. To meet the City's growing housing need and provide greater diversity in housing options, context-sensitive single-family attached and multifamily development should be developed where opportunity exists.

Mixed Use. Integrate higher density residential into mixed use areas that have a diverse mixture of live, work, shop, and play. These areas should have strong identities as hubs of activity, while being highly walkable and accessible by transit.

Form Based Code. Continue to apply the Form Base Code to guide compact, transit-oriented development patterns that foster multi-modal corridors, mix of uses, and diversity of residential development.

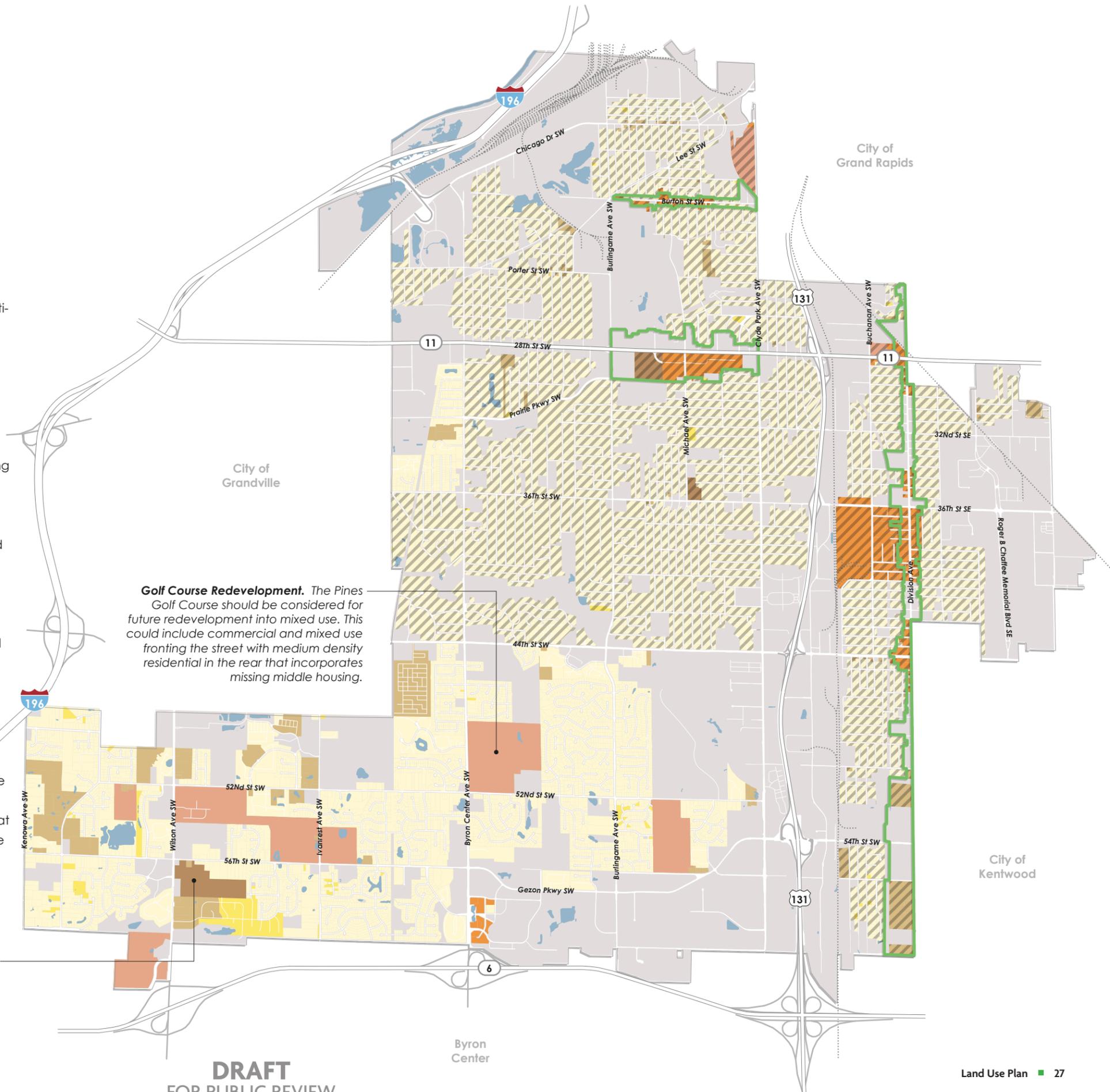
Opportunity Sites. Redevelop large vacant or underutilized sites to accommodate new higher density housing that is sensitive to and enhances the character of surrounding residential neighborhoods.

Approved Multifamily Development. These properties have been proposed for residential and mixed-use development that could result in the construction of about 1,210 housing units. They include The Reserve, HOM Flats at 28 West, and an age targeted housing development at Michael Avenue SW and 36th Street.

Mature Housing Stock. Target reinvestment and stricter code enforcement into Wyoming's older established neighborhoods to improve their character, particularly in the northern and eastern census tracts that contain the oldest housing stock in the City.

Missing Middle Housing. The low density residential properties to the east of 56th Street SW and Wilson Avenue SW should be considered for long term redevelopment into creative, higher density residential that would support the neighborhood commercial center at Wilson Avenue SW. This includes innovative housing types such as tiny homes, cluster homes, cottage style homes, and zero lot line homes.

Golf Course Redevelopment. The Pines Golf Course should be considered for future redevelopment into mixed use. This could include commercial and mixed use fronting the street with medium density residential in the rear that incorporates missing middle housing.



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ECONOMIC DEVELOPMENT

Vision

In 2040, Wyoming's commercial corridors will be vibrant, supporting a wide variety of retail, service, office, and entertainment options that have both a local and regional draw. Commercial corridors will be attractive and green, with ample landscaping and a lack of visual clutter from signs and lighting. Residential areas will be served by smaller-scale neighborhood centers that provide locals with desired day-to-day goods and services, such as restaurants, hair salons, and fresh food stores. Such centers will provide residents a place to gather and strengthen their sense of community, enhanced with features like public art and outdoor seating areas. At the heart of the City, the central 28th Street corridor will have been transformed into a bustling, walkable city center that contains a broad mix of uses, including shops, restaurants, residences, and public green spaces and plazas. Wyoming's industrial districts and office corridors will continue to support a robust employment base with older industrial areas undergoing reinvestment to provide opportunities for future entrepreneurs and makers, including higher tech sector jobs and investments.

Goal 1

Provide access to a wide range of goods and services for both locals and the region by revitalizing the City's commercial districts while expanding the local tax base and employment by growing the industrial and medical sectors.

Goal 2

Promote investment in Wyoming's existing industrial areas while planning for future growth of business parks that collectively increase local employment opportunities.

Reinforce Concentrated Commercial Development

Further define and reinforce existing concentrations of commercial development to establish neighborhood nodes with a distinct sense of place.

Fostering the development and expansion of neighborhood commercial districts would increase convenient access to retail, service, and dining options for Wyoming's residential areas. The City should promote commercial and mixed use development that builds on existing clusters of commercial uses. Partnerships with non-profits should be pursued to develop community resource and recreation centers within these districts. While establishing necessary funding mechanisms for maintenance, streetscaping, plazas, and other public realm improvements should be installed to create better-defined commercial centers that are walkable, lively, and serve as social gathering spots. Such centers will help strengthen sense of community and neighborhood identity within Wyoming, while providing residents with the day-to-day goods and services they need. For additional discussion of neighborhood commercial centers, see the Land Use Plan section.

Commercial Centers for Traditional Neighborhoods

The City should leverage the tight street grid of older residential areas to support pedestrian-oriented neighborhood commercial centers with attractive shopping, dining, and entertainment options. Redeveloped buildings should be located against the property line and should create visual interest along the sidewalk through the use of large storefront windows and outdoor seating areas. Single-family detached homes that exist along highly trafficked commercial corridors, including Division Avenue S and Burton Street SW, should be redeveloped into higher density residential uses that support the commercial uses and activate the area. See the **Burton Street SW Special Area Plan** for a detailed example.

Commercial Centers for Suburban Neighborhoods

Portions of the City, such as the Panhandle area, are more suburban in nature. Neighborhood commercial centers within these auto-oriented areas should be highly accessible by cars as well as by transit, bicyclists, and pedestrians. Adjacent commercial properties should be well connected internally with cross access, consolidated access ways, and shared parking when possible. Sidewalks and paths should be provided and connect to adjacent residential neighborhoods. Buildings should be designed to have 360 architecture that is attractive when viewed from adjacent roadways as well as adjacent residential properties. Green space and landscaping should be incorporated as much as possible to beautify the commercial center. Public gathering spaces should be integrated into site design to encourage community gathering.

Neighborhood Business Associations

Neighborhood associations are made up of a group of residents, property owners, or business owners who work together to organize activities and bring about positive change within their neighborhood. Such groups build on their neighborhood's sense of community and identity, giving citizens a voice and a platform through which they can advocate for change.

Wyoming currently has the Wyoming Business Leaders Group and Metro Cruise Committee. The Metro Cruise Committee is a group of volunteers that works with the Wyoming-Kentwood Area Chamber of Commerce to organize 28th Street Metro Cruise, West Michigan's largest collector car event that attracts hundreds of thousands of visitors annually. New neighborhood associations should be encouraged within Wyoming, such as for businesses along Division Avenue, to support community engagement, inclusion, and sense of identity. Such groups will also be beneficial in improving two-way communication between the City and its citizens, allowing for clearer understandings of community goals and priority improvements.



Example of a Pop-Up Shop in New York, NY



Example of a Pop-Up Shop in Mentor, OH



Example of Shared Use Plaza in Oshkosh, WI



Example of a Shared Use Plaza in Grand Rapids, MI

Increase Economic Vitality of Commercial Corridors

Bolster the economic vitality of Wyoming's commercial corridors by attracting uses to fill or reposition existing vacancies and underutilized lots.

Overall, Wyoming's commercial properties have minimal vacancies; however, there are select areas where vacancies of existing structures and vacant lots are concentrated. They include portions of the 28th Street SW, Chicago Drive SW, Burton Street SW, and Division Avenue S corridors. Commercial rents are also generally lower in these areas compared to elsewhere in Wyoming and surrounding communities. The City should consider implementing strategic redevelopment and reinvestment strategies to help activate its commercial corridors and continue attracting high-quality retail, dining, office, and entertainment businesses.

Vacancy Fee

The City could consider implementing a vacancy fee to discourage long-term vacancies in target areas such as the central 28th Street corridor. For example, the owner of a vacant property would be required to register their vacancy within a set amount of days, otherwise facing a penalty fee. After a certain amount of time has lapsed (such as six months, or however long is deemed reasonable to market and lease a property), the owner would then pay a fee each year until the vacancy is filled (such as a straight fee based on linear frontage or retail area). All vacancy fees should be paid in full prior to the issuance of any zoning permits. Certain exemptions could be applied, such as permitted renovations and pending legal, zoning, or historic preservation cases.

Short-Term Activation Strategies

Leading up to redevelopment along commercial corridors, short term strategies for activating underutilized or vacant commercial spaces should be explored. This could include food truck rallies, pop-up shops, farmers markets, and shared use plazas.

Pop-Up Shops

While helping keep streets activated, pop-up shops also support local entrepreneurship by providing temporary and less costly opportunities for a new business to test the market. They can be used as a strategy to fill the storefronts of vacant businesses or activate vacant outdoor spaces with temporary structures, such as modified shipping container retail shops or mobile trucks. Short-term leases from indoor pop-ups also benefit landlords by providing immediate income and keeping the space open for long-term renters when market conditions improve, or the right tenant is found. Options for indoor and outdoor pop-up shops are numerous, ranging from cafes to fashion boutiques, and restaurants to art galleries.

Shared Use Plazas

As redevelopment occurs, permanent public plaza spaces should be established in areas of high pedestrian activity. While some plazas may be dedicated entirely to pedestrian activity, select public parking areas could also be identified as shared use plazas. Such spaces can be designed with temporary landscape features such as moveable planters and movable or removable bollards to easily transition between parking and event use. This design approach will enable certain areas to function as traditional parking lots during typical business hours, and then be used as public event space for seasonal activities.

Higher Density Residential

The retail environment has shifted increasingly to online retail and the demand for brick-and-mortar locations has decreased. In response to this shift, multifamily development and institutional uses such as health care facilities should be considered in strategic locations to repurpose ailing commercial properties. In accordance with the Land Use Plan, higher density housing should be encouraged at strategic infill locations along commercial corridors to help increase activity within nearby commercial districts that are to remain.

Strategic Commercial Growth

In accordance with the Land Use Plan, the City should encourage commercial development along several corridors, including 28th Street SW, Division Avenue S, Clyde Park Avenue SW, and 36th Street SW. Commercial development and investment should be encouraged in strategic areas such as at key intersections to concentrate business activity and raise the quality of development. Efforts to concentrate commercial activity at key intersections should be complemented by investments in streetscaping and pedestrian infrastructure that help define the commercial areas as a distinct district and destination to visitors.

Equity and Inclusivity Wyoming Business Leaders Group

On the last Tuesday of each month, a dedicated group of individuals from the business, nonprofit, and public sectors come together at Marge's Donut Den to find ways to support each other as well as the greater community. The gathering originally started as the 28th Street Business Association, but eventually evolved into the Wyoming Business Leaders after incorporating the North Wyoming Business Association. The group helps create an inclusive platform for community engagement and is now open to other stakeholders throughout the City. Together, the 30-plus members discuss their respective businesses and networks and collaborate on community projects. Their activities include street clean-ups, mentoring days, public safety appreciation events, and joint advertising during events like the 28th Street Metro Cruise.



Enhance Image of Commercial Corridors

Enhance the image of the City's commercial corridors and gateways by improving development standards for private development and making complementary improvements to the streetscape and public realm.

Wyoming community members have placed a strong emphasis on the need to improve the overall health and attractiveness of Wyoming's commercial corridors and gateways. Currently, numerous segments of the City's corridors can be characterized by expansive and unlandscaped parking lots, extensive curb cuts, lack of greenery, and a poor pedestrian environment. In their role as regional shopping destinations, commercial corridors like 28th Street SW, Division Avenue S, and Clyde Park Ave SW provide the first and sometimes only impression visitors get of the Wyoming community. Likewise, many of Wyoming's gateways are unmaintained and lack aesthetic improvements, giving a diminished first and last impression.

It is critical that the City works with property owners and respective roadway jurisdictions to improve the aesthetic and economic function of Wyoming's commercial corridors while enhancing gateways to create welcoming and attractive entry points into the City.

Streetscape Improvements

The City should continue to enhance the aesthetic of commercial corridors through streetscaping elements. Previous efforts completed along 28th Street that should be replicated along other corridors include the installation of pedestrian-scaled light fixtures, decorative crosswalk treatments, and push-to-walk buttons. Other improvements to consider include denser landscaping and tree plantings, banner signs, wayfinding, and decorative overhead signage. Areas that should be prioritized for streetscaping include 28th Street SW, Division Avenue S, Metro Way, Burton Street SW, and the intersection of Porter Street SW, Lee Street SW, and Bryon Center Avenue SW as indicated in the Economic Development Framework Map . Coordination with MDOT will be needed to improve some of these corridors. Additional discussion of streetscaping and pedestrian infrastructure improvements is located in **Chapter 5: Transportation and Mobility Plan**.

Parking Lot Landscaping

Compared to neighboring communities and elsewhere in the Grand Rapids region, Wyoming has minimal requirements for parking lot landscaping and screening. The City should revise its landscaping standards to better align with peer communities and enhance the appearance of its corridors as redevelopment and reinvestment occurs. This would also increase green infrastructure and low-impact development (LID), benefiting stormwater management within the Wyoming. Over time, underutilized parking lots with low usership should be redeveloped into higher intensity uses.

Interior Landscaping Standards

Wyoming's Zoning Code (Section 90-328) currently requires a 10- to 20-foot long interior landscape island every 50 parking spaces. In comparison, Grandville requires one island per 15 spaces together with perimeter screening for every space within 50 feet of a property line or right-of-way, and Kentwood requires one canopy tree and 100 square feet of landscaped area every 10 spaces in parking lots of 10 to 100 spaces. The City should consider increasing the required parking lot landscape island density like adjacent communities as well as defining appropriate placement to improve the character of its corridors. Such efforts will also encourage implementation of green infrastructure and low impact design (LID) strategies, contributing to the City's stormwater management measures.

Perimeter Screening Standards

Wyoming does not currently require perimeter landscaping for parking lots and should consider adding such standards. Parking lot areas should be screened from public rights-of-way with a combination of vegetation and low-profile fencing. Landscaping should also be used to soften parking edges and breakup paved areas. Plant types should be durable and salt-tolerant, and include a mixture of shade trees, evergreens, deciduous shrubs, and native grasses. Perimeter landscaping should be designed to promote better onsite stormwater management and improve water quality through the use of LID and green infrastructure strategies. This includes best management practices (BMPs) such as native plants, permeable pavements, and bioretention areas.

Site Improvements Grant

In addition to changing development standards, the City should establish tools or incentives to assist current property owners with enhancing existing commercial properties. For example, an on-site improvement grant could be established to partially fund desired landscape improvements that would otherwise not be made until a site was more extensively redeveloped.



Example of Perimeter Landscaping in Forest Park, IL



Example of Interior Landscaping in Oak Brook, IL



Perimeter parking lot screening



Interior parking lot landscaping





Example of Entry Point Enhancement in Wyoming, MI



Example of Branding and Marketing in Grand Junction, CO

Buildings to the Front, Parking in the Rear

New commercial development should place structures close to the sidewalk and locate parking to the rear of the building. Bringing buildings to the front of the property line helps form a streetwall that frames and activates the public space adjacent the roadway. A consistent streetwall establishes visual interest along a commercial corridor and provides desirable sense of enclosure and helps foster a comfortable, inviting, and pedestrian friendly atmosphere. This also fosters an environment in which parking is easy to access, but does not dominate lines of sight. Cross access should also be provided between properties to improve internal circulation and reduce the need for excessive curb cuts that obstruct the sidewalk for pedestrians.

Form Based Code (FBC)

In addition to promoting high quality commercial and mixed use development, the City's FBC outlines standards for the design of the public realm through building character, streetscapes, and public space requirements. The City should continue to leverage this tool in evaluating and guiding new development within the 28th Street SW, Burton Street SW, and Division Avenue S corridors.

Entry Point Enhancements

US-131, M-6, and I-196 cut through portions of Wyoming creating points of entry for regional visitors. The portions of Wyoming's commercial corridors surrounding highway off-ramps should be evaluated for gateway features and other strategic placemaking investments to improve the City's community image. Strategies could include targeting these areas for additional litter removal, adding decorative signage or welcome murals, and landscaped islands.

Branding and Marketing

Working the Wyoming-Kentwood Area Chamber of Commerce and Community Improvement Districts (CIDs), the City should focus on distinguishing Wyoming's commercial areas through unique branding and marketing. This can include promoting unique destinations, popular businesses, entertainment options, and community events. This may be done through brochure collateral for mailings, billboards, website posting, and updated listings on relevant real estate sites to attract more visitors as well as businesses.

Develop City Center

Continue developing a city center for Wyoming at 28th Street SW and De Hoop Avenue/Michael Avenue SW.

A long-standing desire of the community is to develop a vibrant city center that creates a focal point of activity for the City. This city center should be a walkable, mixed use environment that contains community-oriented uses, such as a community center or fitness center, and gathering spaces such as public plazas and green space. The City's Turn on 28th Street Corridor Subarea Plan establishes a phased plan for this area, which should continue to be implemented. This will include efforts to revitalize or redevelop Rogers Plaza as the economic and community anchor of the corridor. For more detailed discussion of 28th Street SW and De Hoop Avenue/Michael Avenue SW, see the **28th Street SW Special Area Plan**.

Case Study Urban Pop-Up Park Wichita, Kansas

In 2007, a vacant lot from a redevelopment plan that fell through left a noticeable gap in development along Douglas Avenue in Wichita, Kansas. Recognizing the potential threat this vacancy posed to the health of the corridor, local development team worked closely with Downtown Wichita and other community partners to activate the underutilized space into a temporary Pop-up Park. The lot, locally referred to as the "The Hole," was topped with fill dirt material and furnished with colorful seating, planters, trees for shade, and string lights for night activities. It came to life as a community gathering space with many opportunities for civic engagement, including playground equipment, live music, and food trucks. The buildings adjacent to the public park were purchased by the local development team, and between 2015 and 2020 three mixed use buildings were constructed, adding 115 new residential units and 210,000 square feet of commercial space to the Downtown. The Pop-Up Park is a great example of a temporary solution to activating vacant and underutilized space. This strategy could be emulated in Wyoming's city center along 28th Street to help create a vibrant, energetic environment where people can interact and connect.



Case Study

Padnos Scrap Sculptures Holland, MI

River Avenue, the roadway that serves as a primary gateway to Downtown Holland, MI is flanked on either side by industrial uses including a power plant, wastewater treatment plant, and the Padnos Iron & Metal Co. recycling and scrap management center. Stuart Padnos used the scrap materials at his family-run business to create over 70 unique sculptures and his work has been installed along River Avenue, framing an attractive entrance to the downtown. His works are also dispersed as public art throughout Downtown Holland, the Frederik Meijer Gardens & Sculpture Park, Grand Valley State University, and other locations across West Michigan. Padnos' work serves as a quality example of how art can be used to soften the edges of industrial areas and strengthen bonds with the surrounding community.



Enhance Image and Character of Industrial Districts

Enhance the image and character of industrial districts by improving development standards and encouraging the modernization of existing industrial parks.

Many of Wyoming's industrial areas contain an eclectic variety of older industrial development, ranging from large warehouses and manufacturing facilities to smaller standalone businesses. The City should promote reinvestment in these areas to create well-connected, aesthetically pleasing industrial areas with high quality site design and architecture. The potential evolution within the industrial sector, from less manufacturing to more technological or biomedical based enterprises, should also be supported by providing sufficient infrastructure and attractive employee amenities. This includes access to healthcare and childcare facilities via public transit. Opportunities to consolidate older industrial properties should also be pursued to facilitate comprehensive redevelopment and accommodate modern industrial buildings capable of attracting high quality tenants.

Working with property owners and the development community, the City should ensure the proper implementation of best practices for future development to ensure it reflects the community's standards and supports Wyoming's long-term economic sustainability, including the following.

Circulation and Wayfinding

Coordinated site design should be promoted in areas where industrial properties can be comprehensively planned into industrial parks or districts, such as south of Gezon Parkway SW. Wayfinding should be incorporated to clearly direct employees, freight, and visiting business partners to their destination. Dense industrial areas should exhibit high accessibility and circulation with cross access between adjacent properties, such as along Chicago Drive SW and west of Byron Center Avenue SW and 28th Street SW. The Non-Residential Use Directional Sign section in the City's Sign Ordinance should be modified to note that the City may incorporate cohesive directional signs in the surrounding industrial and business park area in addition to the signs regulated for property owners.

Industrial Park Security

The City should promote safety within all industrial parks through site design approaches that encourage windows facing parking areas, light installations, street cleanings, security systems, and site maintenance to establish industrial areas as safe, secure, and well taken care of. Buildings should also be oriented in a manner that minimizes areas hidden from right-of-way view to support natural surveillance.

Access for Employees

Industrial areas should be accessible for employees via transit and walking. The City should work with The Rapid to extend transit routes to key employment areas, particularly along Chicago Drive SW, while working with private developers to incorporate internal pedestrian paths that connect to the City's expanded sidewalk network within industrial areas.

Quality Façade Design

The City should work with private developers to ensure future redevelopment or renovations reflect high quality design. It is important that the façades of industrial buildings are well designed when visible from public rights-of-way. Good examples from recent business park development that should be replicated exist along Gezon Parkway SW.

Retrofit Standards

Whenever an existing industrial building is occupied by a new tenant, the City should consider requiring a certificate of zoning compliance to certify compliance will all applicable regulations of the Zoning Code. When required, the new tenant can obtain certification by improving the building or site to meet one of the several established retrofit standards, determined by the City. This can include ensuring compliance with parking lot and landscaping standards and the installation of needed screening and sign enhancements. If staff capacity currently does not exist to monitor this, it is recommended that staffing is increased to ensure incremental enhancements to Wyoming's industrial areas occur over time.

Design Standards

The City should revise the façade design standards outlined in Section 90-322 of the Zoning Code to have more specificity regarding façade articulation and fenestration. The language should be revised to include distinct standards for industrial districts to ensure that the character of these areas is elevated over time. Additionally, the language regarding the façade design being in keeping with the character of the area should be revised to reinforce that façade design should be in keeping with the community's expectations for quality character.

Further, the Code currently sets a 50 percent maximum lot coverage but only includes buildings and structures in the measurement of this standard. Without maximum impervious surface coverage requirements or maximum parking lot requirements, property owners often choose to pave areas unoccupied by a building rather than install landscaping. The City should consider including all impervious surface in the definition of lot coverage or establishing parking maximums and requiring landscaping in uncovered lot areas. When existing industrial properties are redeveloped, the City should strictly enforce such requirements, as well as standards for perimeter landscaping and screening, parking lot striping and landscaping, and internal pedestrian connections. Sustainable design practices should be encouraged where possible, such as permeable paving and bioretention systems.

Reducing Incompatible Uses

Improve relationships between industrial areas and adjacent residential and commercial areas.

Per the Land Use Plan, industrial growth should be strategically located in existing business park and established industrial areas to avoid land use incompatibilities with residential neighborhoods. This includes areas along the US-131 corridor, Clyde Park Avenue SW, and Gezon Parkway SW. Where adjacencies are inevitable, the City should strictly enforce screening and setback requirements outlined in the Zoning Code with redevelopment or retrofits. The City should expand standards to require buffer yards of dense landscaping where industrial uses abut residential properties to fully hide unattractive industrial activity from view.

The City should also examine ways to soften the edges between industrial and residential areas through public art and streetscape improvements. Collaborative art initiatives between industrial businesses and residents would work to strengthen their connection in a creative way while elevating community pride.

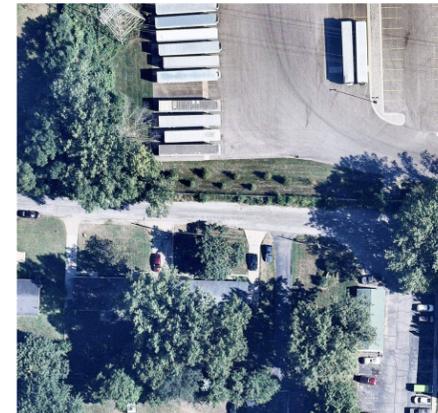
An exemplary improvement project was recently completed by Michigan Turkey Producers, located at Chicago Drive SW and Jiff Avenue SW. The company expanded its parking lot and truck staging area and worked with the City to include a landscaped buffer to minimize sightlines and noise and mitigate potential conflict with adjacent residential properties. Such an improvement would be particularly beneficial along Beverly Avenue SW between Farragut Street SW and Porter Street SW where a large industrial use lies in view directly across from single-family homes despite its masonry wall. In addition, residential uses surrounded by industrial uses north of Clay Avenue SW and 44th Street SW may be considered for long-term redevelopment into industrial uses to better conform with the surrounding character.



Example of a single-family home adjacent to an industrial use in Wyoming, MI



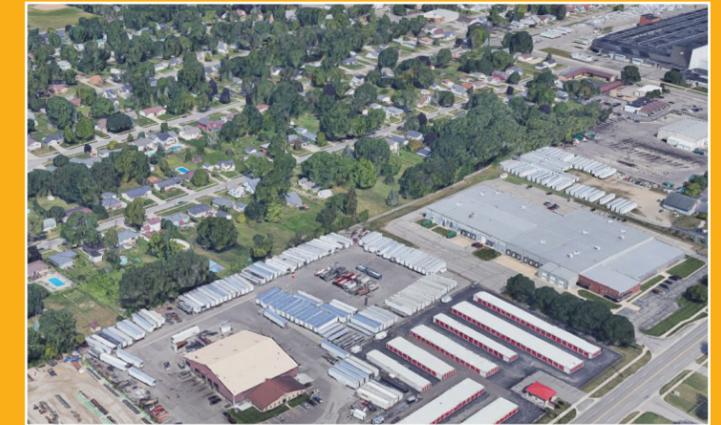
Industrial adjacent to single-family detached on Crippen Avenue SW



Landscape and buffering between industrial site and residential

Equity and Inclusivity Equitable Neighborhoods through Environmental Justice

The City of Wyoming can address public health concerns within existing residential districts through the reduction of incompatible uses. With many of the City's oldest neighborhoods having been built near heavy industrial centers and commercial corridors, these adjacent residential districts are highly susceptible to the hazardous outputs that nearby incompatible uses may produce. By applying the future land use plan to direct commercial and industrial growth towards appropriately planned districts, existing residential neighborhoods are not only protected from harmful environmental emissions, but also from traffic, noise, and lighting concerns.





Equity and Inclusivity
Equitable Access to Job Opportunities

As the City continues to expand its employment base, it is important that jobs are available to those who do not have access to a personal vehicle. To ensure this, the City should work with The Rapid to expand transit services to better connect major employment centers with neighborhoods across Wyoming. Encouraging local commercial and mixed used development within walking distance of employment areas will also foster an environment in which employees can access needed amenities and services such as childcare.



Expand Large Employers and Office Uses

Pursue opportunities to expand large employers and office uses within business parks and employment corridors.

To expand Wyoming's local economy and grow employment opportunities, it is important that the City continues to attract large employers and office uses. The City already has concentrations of employment centers, including along Gezon Parkway SW, Roger B Chaffee Memorial Boulevard, and Clay Avenue SW corridor, that contain major employers like Metro Health and Gordon Food Service. Per the Land Use Plan, City should continue to support the growth of local job opportunities in these areas, while leveraging nearby neighborhood commercial centers as amenities for employees. Desirable amenities include dining, shopping, and service options; parks and open space; and trails.

Metro Health: University of Michigan Health Hospital

Metro Health, a major regional employer, has acted as a catalyst for growth within southern Wyoming. Its 180-acre campus in development is envisioned to be a walkable "village" that will contain a mixture of Leadership in Energy and Environmental Design (LEED) certified medical, retail, and hospitality establishments, together with paved trails and family-friendly able-to-play parks. As the Metro Health Village and Hospital campus continues to grow, it is important that the City coordinates with Metro Health to ensure site designs are in line with the City's development standards and traffic impacts are monitored. It should serve as an example for other large employers and medical uses in providing an attractive campus with a variety of amenities for workers.

Stable Employment Centers

Wyoming's eastern business park areas are primarily built out, exhibiting mostly smaller scale development with lots that are typically smaller than in western business park areas. This includes Roger B Chaffee Memorial Boulevard, which was strategically developed in a unified pattern along the greenway, setting an example for the beautification of other business park and industrial areas. There is potential to further leverage this greenway as an asset and increase multimodal connectivity by integrating a bikeway along the boulevard.

Employment Center Growth

Several of Wyoming's industrial and business park areas, including areas along Gezon Parkway SW, Clyde Park Avenue SW, and west of 28th Street SW and Byron Center Avenue SW contain vacant and underutilized land, creating opportunity for strategic infill and growth. Future industrial and office development should be of high quality, ensuring well designed facades, high accessibility, coordinated signage, and landscape enhancements.

Adaptive Reuse on 28th Street SW

Underutilized, vacant, or lower quality commercial uses that are failing to attract business should be considered for adaptive reuse as medical or office uses along 28th Street SW. Numerous non-retail uses could take advantage of high multimodal accessibility and proximity to the mixed use city center at the corridor's core. Employees would have numerous shopping, dining, and service options at their fingertips as well as the potential for a short commute with new multifamily development along the corridor.



Develop Site 36

Facilitate the development of Site 36 as a community anchor that enhances activity along the nearby Division Avenue corridor and strengthens both community identity and economy.

The Site 36 Industrial Park is a 92-acre, shovel-ready site located at 36th Street and Buchanan Avenue, which has been vacant for a decade since General Motors closed its stamping plant. Since its acquisition of the property in 2011, the City has worked to market the site to attract a new manufacturing tenant for job creation and economic development. The site's large size, proximity to US-131, and railroad accessibility with two on-site rail spurs should be attractive to industrial users; however, public engagement has highlighted residents' desire for more community-oriented uses for the site. Connection to Downtown Grand Rapids via the Silver Line also presents the opportunity to transform the site into a new destination with higher density development. The City should continue to seek redevelopment of Site 36 while considering the following.

Brownfield Redevelopment

As the site of a former General Motors stamping plant, Site 36 is a brownfield site. The City worked with the RACER Trust to remediate the site and has received approval of a No Further Action Letter from the State of Michigan, certifying completion of active environmental cleanup activities at the property.

To facilitate development the City could leverage tax increment financing for needed infrastructure improvements. The City has created an expedited permitting process for the site, committing to site plan approval for prospective clients in four to eight weeks. As directed by the Department of Environment, Great Lakes, and Energy (EGLE), redevelopment of the site can proceed, residential uses will not be permitted on Site 36.

Alternative Development Types

The City should remain open to proposals that include uses other than industrial. An example would be a mixed use development that improves Wyoming's image and serves as a key destination for visitors and residents. Uses could include an entertainment and sports complex, community center, and public green space including an outdoor amphitheater. Other potential development types include an office park, medical facility, research center, or mixed use commercial district. Given the site's large size, potential also exists to maintain the 36th Street frontage with more community-oriented or commercial uses while retaining the southern portion of the site for employment-focused development, such as industrial or office.

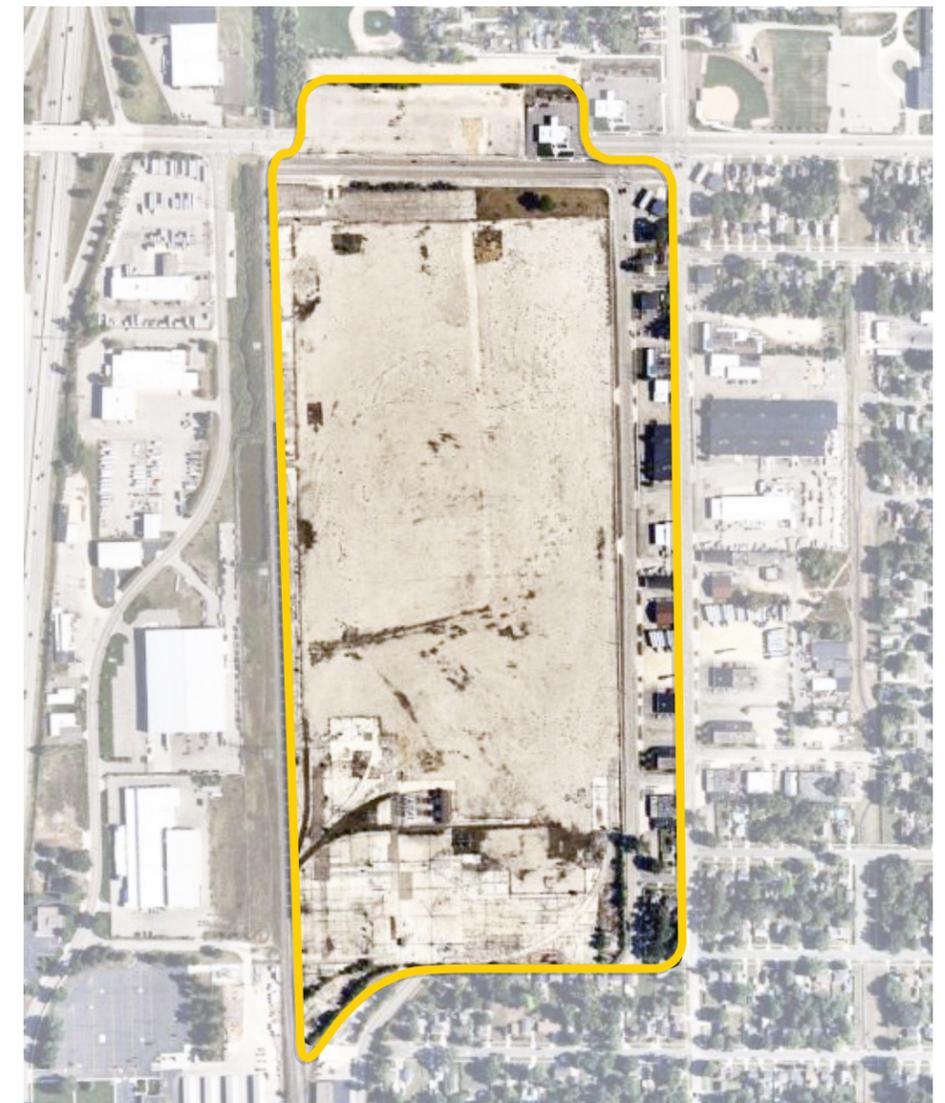
Transit/Pedestrian Access

No matter what development type is pursued in the end, the site should be highly accessible by transit, walking, and biking. The site's scale and location present a unique opportunity for innovative development and design that could act as a catalyst for activity and growth along 36th Street the nearby Division Avenue S.

Transit, pedestrian, and bicycle infrastructure should be enhanced around the site as well as along 36th Street to connect to Division Avenue S and beyond to Downtown Grand Rapids. Internal circulation for pedestrians within the site should also be provided through a well-connected sidewalk and trail system.

Kelvinator Site

The future redevelopment of Site 36 should set a quality example for what can occur at other brownfield sites in Wyoming. This includes the Kelvinator Site, located directly southwest of Clyde Park Avenue SW and Granville Avenue SW. This large industrial property is located across the street from new townhome development in Grand Rapids and Grand Rapid's Grandville Avenue Area Specific Plan study area, which is proposed for multifamily, mixed use, live/work, and row houses. The site should be redeveloped to capture the growth occurring in the neighboring community, while being mindful of the possibility of contamination as a brownfield site. For further discussion, see the [Kelvinator Site Special Area Plan](#).



Site 36 located at 36th Street and Buchanan Avenue

Case Study Artspace Dearborn, Michigan

Opened in 2016, Dearborn's City Hall Artspace Lofts was developed as the adaptive reuse of City Hall to create leasable studios for artists and commercial space for creative entrepreneurs and nonprofit art organizations. The extension, referred to as the "Connector" building, includes the Arts and Technology Learning Lab equipped with iPads, computers, software, and smart television, funded by the Ford Motor Company Fund and the Ovation Television network. The lab is being used by Pockets of Perceptions (POP) student design teams and artists who live in buildings on either side of the Connector. This live-work space established an anchor arts institution for artists and students within Dearborn, with over 50 artists and their families residing in former municipal government offices. Wyoming should seek opportunities to create similar live-work spaces that can act as a hub of creativity, arts-related programs, and artistic entrepreneurship within the community.



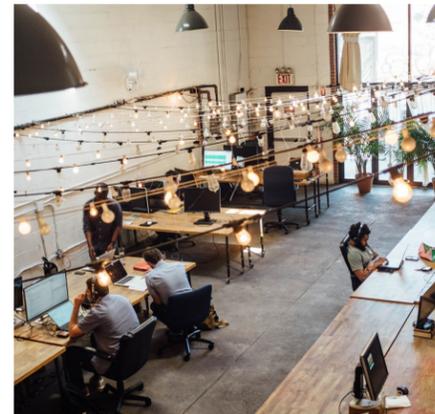
Example of a Makerspace in Middletown, OH

Support Local Entrepreneurs

Support entrepreneurship, co-working, and local business development within the community.

To support a thriving, growing local economy that successfully attracts and retains businesses, it is important the City focuses on drawing in new entrepreneurs. For this to occur, the City must be prepared with the necessary infrastructure, urban setting, and facilities to support business development. To grow the local business community and establish a start-up-friendly environment, the City should support innovative spaces like incubator spaces, makerspaces, and live-work spaces.

It is anticipated that these uses would often involve adaptive reuse of existing structures, opportunities for which will need to be evaluated on a case-by-case basis. The City should also form a repository of resources, including local design consultants, to provide developers with who are looking to create such spaces. Input from the community should be solicited to gain input and creative ideas for their design and desirable locations.



Example of an Incubator Space

Incubator Spaces

Explore opportunities to develop incubator spaces, particularly in high activity, mixed use areas or near industrial areas, that can be easily accessed by transit, walking, and biking. Incubator spaces support new and developing businesses by providing coworking spaces, affordable office spaces, and business mentorship and training programs. Potential locations include within the mixed use areas along 28th Street SW and Division Avenue SW. Further, opportunities to collaborate with major employers and Grace Christian University should be explored to create job training opportunities that could be hosted in these spaces.



Example of a Makerspace in Atlanta, GA

Makerspaces

Makerspaces are collaborative spaces where people can come together to create, learn, and invent hands-on. Such facilities can come in all shapes and sizes, creating co-working spaces for people with common interests, such as in technology, machining, or digital science and art. Maker spaces usually provide communal resources, such as software, electronics, hardware supplies, and tools. Partnerships should be explored with Wyoming's education providers, research centers, and major employers to create makerspaces within their facilities. This can include within Grace Christian University's campus, Metro Health Village, the Wyoming Public Library, and in public schools.



Example of a Live-Work Space in New York, NY

Live-Work Spaces

Live-work spaces are a type of urban renewal initiative that supports the reuse or rehabilitation of commercial and industrial properties. Live-work spaces collocate housing and resident workspaces within the same building, and provide a desirable option for individuals looking to start up a new business at a lower cost. Live-work developments can include art galleries, salons, and studios for architects, photographers, and graphic designers. They may be used as a short-term strategy to revitalize existing underutilized structures along the City's commercial corridors and to activate neighborhood commercial centers, while providing unique housing options.

Economic Development Framework Plan

Commercial Centers for Traditional Neighborhoods. The tight street grids of older residential areas to support pedestrian-oriented neighborhood commercial centers with attractive shopping, dining, and entertainment options.

Commercial Centers for Suburban Neighborhoods. Neighborhood commercial centers within Wyoming's suburban areas, such as the Panhandle, should be highly accessible all modes of transportation, providing 360 architecture, connections to adjacent residential neighborhoods, and public gathering spaces.

Mixed Use. Walkable, transit-oriented mixed use environments that provide a variety of dining, shopping, office, housing, and community gathering options should be developed to create hubs of activity and community identity.

Commercial Corridor. Revitalize and enhance the image of concentrated commercial corridors through streetscaping and reinvestment strategies that attract quality retail, dining, office, and entertainment businesses.

Business Parks. Attract major employers to the City's business parks, with attention given to design quality, landscaping, freight access, traffic impacts, and parking supply.

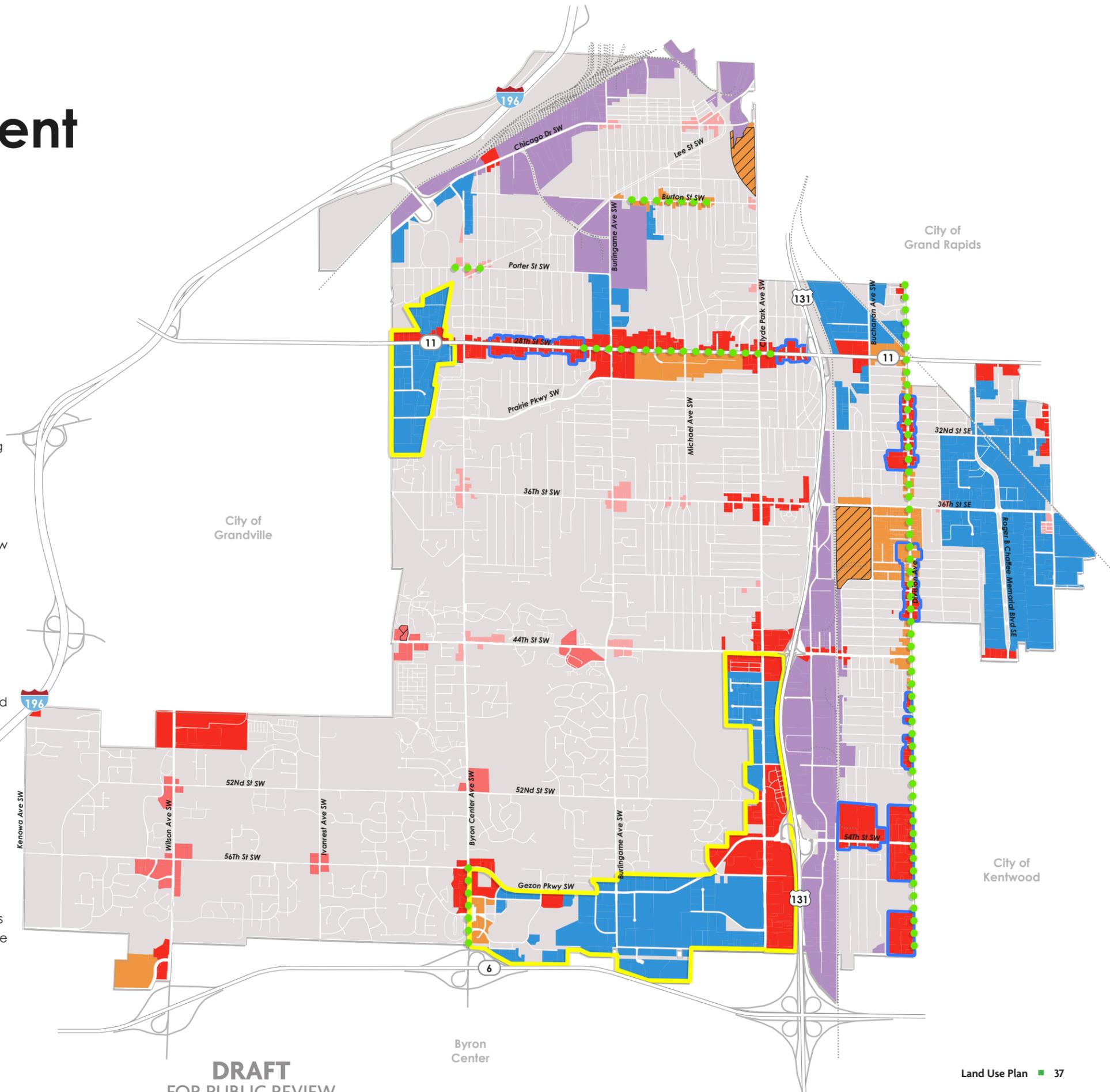
Industrial. Concentrate industrial growth within designated areas, enforcing buffering and screening requirements with new development or expansions to mitigate adverse impacts on adjacent properties.

Multifamily along Commercial Corridors. Strategically encourage multifamily development along commercial corridors in where existing businesses are ailing to help generate activity and better position sites.

Commercial and Industrial Infill. As Wyoming is mostly built out, target new commercial and industrial growth within existing areas that contain vacant and underutilized lots.

Brownfield. Future development of brownfield sites should be sensitive to land use restrictions due to prior or potential contamination. Site 36 should set an example for other brownfield sites within Wyoming for what can be successfully built, including for the Kelvinator Site.

Streetscaping. Streetscaping efforts should be emphasized along key neighborhood commercial centers, mixed-use districts, and major commercial corridors as they act as the City's top destinations for residents and visitors. Improvements can include integrating public art, landscaping, decorative signage, and outdoor seating areas.



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