

SPECIAL AREA PLANS

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Building on the core components of the Wyoming [re]Imagined Master Plan, detailed Special Area Plans have been developed for distinct areas in the community that exhibit significant potential for change. The Special Area Plans highlight key concepts and strategies for land use and development, multimodal connectivity and circulation, and placemaking. They provide insight on how city-wide policies can be applied to specific neighborhoods and sites throughout the community. Both public and private investment will be essential in achieving the recommendations of these Special Area Plans.

The areas were chosen based on unique opportunities to accommodate future development that would foster impactful and positive change in the community. Each subarea addresses a different redevelopment context, including the repurposing of brownfield sites, revitalizing commercial corridors, redefining neighborhood commercial centers, and developing underutilized sites within the Panhandle.

The selected areas include the following:

- 28th Street SW
- Wilson Avenue SW
- Burton Street SW
- Division Avenue SW
- Kelvinator Site



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FOR PUBLIC REVIEW

SPECIAL AREA PLAN

28TH STREET SW

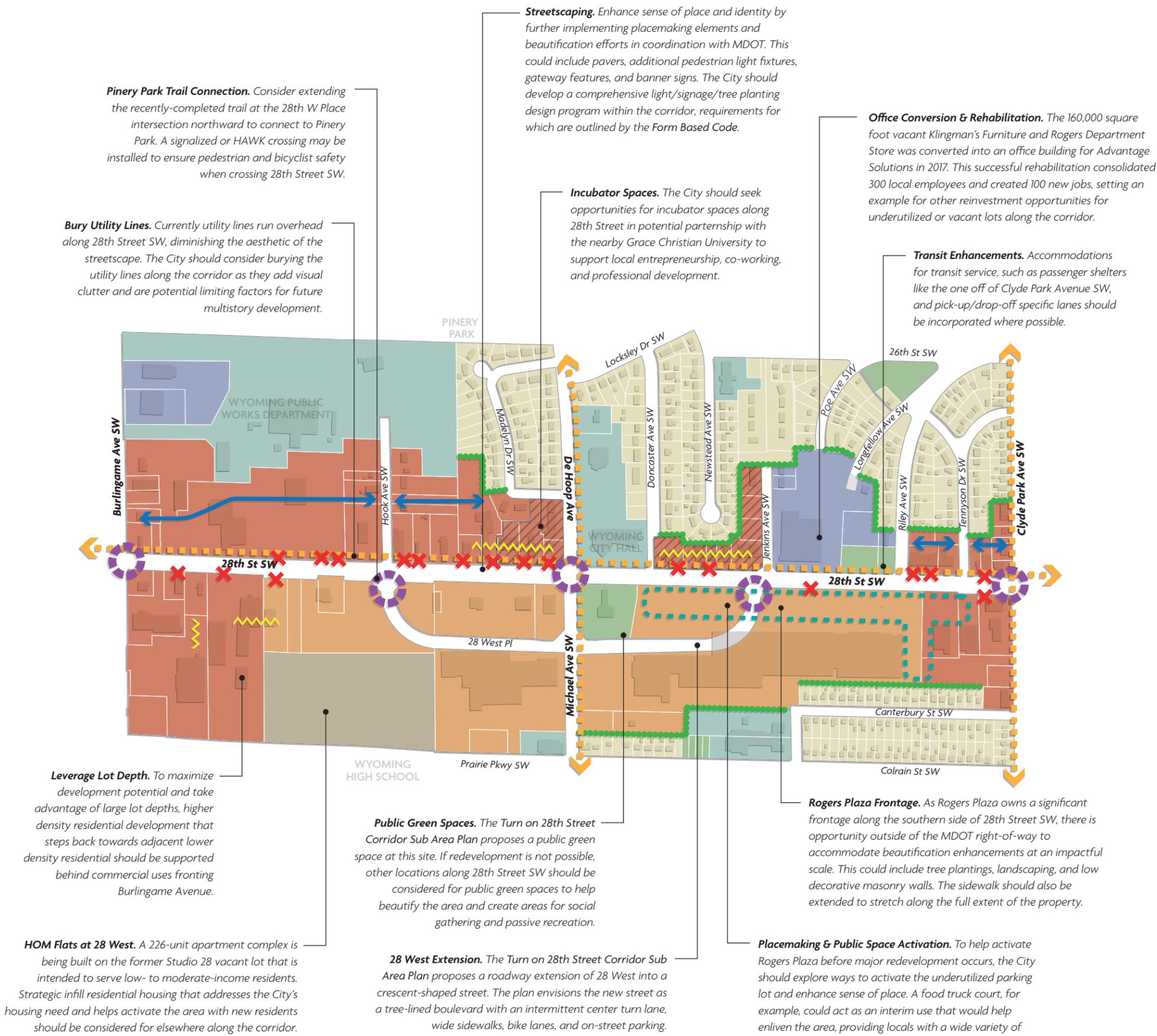
28th Street SW is Wyoming's primary commercial corridor, serving both residents and shoppers from across the region. A wide variety of commercial establishments currently exists, ranging from small restaurants and coffee shops to the expansive, yet underutilized Rogers Plaza Town Center. While 28th Street is considered the heart of the community, it remains predominantly auto-oriented and lacks a city center feel. The Comprehensive Plan supports the recommendations of the Turn On 28th Street Corridor Sub Area Plan to transform the corridor into a bustling, walkable mixed use district that is integrated with green space and community gathering spaces. Streetscaping elements should continue to be installed along the corridor to beautify and strengthen the sense of place of Wyoming's core, including benches, banner signs, and landscaping. Improvements to public areas should also be complemented by landscaping and reinvestment on private property, in the form of strategic improvements to established areas or as part of redevelopment. Through lot consolidation and redevelopment on the northern side of 28th Street, as well as implementing the Turn On 28th Street Corridor Sub Area Plan and Form Based Code, 28th Street will be transformed into the much-desired city center for Wyoming.

IMPROVEMENTS

-  **Cross Access**
Consolidate access drives by removing barriers between adjacent properties to create internal cross access and circulation. This will help improve traffic flow by reducing vehicles attempting to enter and exit along 28th Street SW and redirecting vehicles to access drives on side streets.
-  **Rear Access**
As buildings begin to develop along the property line with future redevelopment, create rear access drives that connect along the full extent of the block. This will allow cross access and divert local trips away from the main roadway.
-  **Curb Cut Elimination**
Remove excess curb cuts along 28th Street SW to reduce potential traffic conflicts and enhance the pedestrian environment by creating a continuous sidewalk network.
-  **Key Intersections**
There is opportunity to construct decorative overhead street signs that highlight the uniqueness of the corridor at key intersections. This can be complemented with public art installations and safe, highly visible pedestrian crossings and curb cuts.
-  **Lot Consolidation**
Create opportunities for larger, high quality commercial or mixed use development by consolidating small, underutilized properties.
-  **Bus Line**
This area is currently served by the 28th Street Crosstown Bus Line and the Wyoming/Metro Health Bus Line. Existing bus shelters should be upgraded to include live timetables and shelters to promote transit use and rider comfort.
-  **Residential Screening**
Screen parking, loading, and utility areas from adjacent residential properties and, where feasible, public rights-of-way. Apply 'Dark Sky' lighting standards in transition areas to minimize glare and decrease light trespass in adjacent single-family properties.
-  **Parking Lot Enhancements**
Rogers Plaza's expansive parking lot is the largest along 28th Street SW, should be enhanced to reduce its negative visual impact along the corridor. Improvements could include perimeter landscaping, interior landscape islands, and decorative fencing to screen the lot from view.

LAND USE PLAN

-  Single-Family Detached
 -  Business Park/Office
 -  Multifamily
 -  Public/Semi-Public
 -  Mixed Use
 -  Parks and Open Space
- 



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SPECIAL AREA PLAN

WILSON AVENUE SW

This section of Wilson Avenue SW is currently characterized by new, higher-density residential development on the west side, and greenfield and low-density single-family properties on the east side. Given its high accessibility to Wilson Town Center and RiverTown Crossings to the north and M-6 to the south, this area presents great potential for additional higher-density mixed residential development, as well as concentrated Neighborhood Commercial Centers at the intersections of 52nd and 56th streets. New development should be sensitive to existing green space, preserving the tree canopy and wetlands where possible.

IMPROVEMENTS



Bus Line
This area is currently not served by transit. The City should work with The Rapid to assess the feasibility of adding bus routes along Wilson Avenue SW, 52nd Street SW, and 56th Street SW to increase cross-town transit connectivity and access.



Existing Sidepaths
Sidepaths currently exist along 52nd Street SW and 56th Street SW.



Proposed Sidepaths
The Wyoming Bikeways Plan proposes a sidepath for Wilson Avenue that would provide a connection between the sidepaths along 52nd and 56th streets.



High Connectivity
Future mixed residential development should be highly connected to Wyoming's existing sidewalk and roadway network. Residential properties should be easily accessible by all modes of transportation, providing connections to nearby trails, including the sidepaths along 52nd and 56th streets, and adjacent stub streets.



Pedestrian Crossing
A highly visible and safe pedestrian crossing should be constructed at the Tri-Unity Christian School to increase pedestrian connectivity across Wilson Avenue SW. The potential for a pedestrian refuge should be evaluated to increase crossing safety.



Long-Term Redevelopment Opportunity
There is opportunity in the long term to redevelop these low density single-family properties into higher density residential or neighborhood commercial.

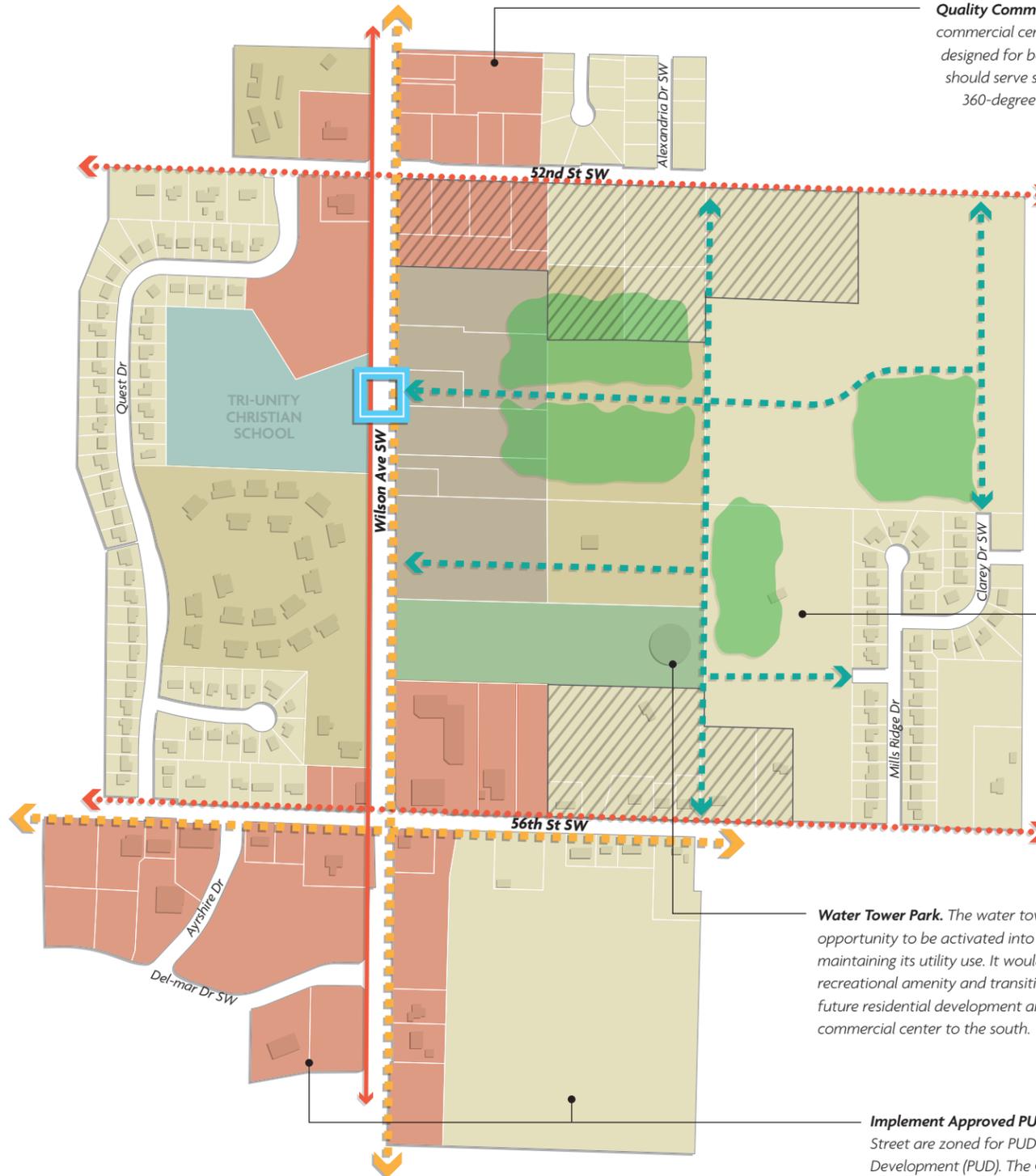


Preservation of Greenspace
As much of the land in this area is a greenfield, future development should preserve areas of greenspace, including any wetlands and quality tree canopy. Greenspace should be integrated as an amenity to future development. This will also be beneficial for stormwater management and drainage.

LAND USE PLAN

- Single-Family Detached
- Utility and Railroad
- Single-Family Attached
- Public/Semi-Public
- Multifamily
- Parks and Open Space
- Neighborhood Commercial

Wilson Avenue Provides Direct Access to
Wilson Town Center & Rivertown Crossings
Northward



Quality Commercial Development. The neighborhood commercial centers at 52nd and 56th streets should be designed for both pedestrians and vehicles. Structures should serve surrounding neighborhoods and provide 360-degree architecture, screening, and connecting sidewalks and roadways.

MAPLE HILL GOLF COURSE

Context Sensitive Density. The density of future residential development should be reflective of adjacent existing uses. Lower density single-family detached housing should be placed around the existing single-family neighborhood along Mills Ridge Drive, while higher density residential development should be located along Wilson Avenue SW and near neighborhood commercial uses.

Water Tower Park. The water tower site presents an opportunity to be activated into a public park while still maintaining its utility use. It would create an attractive recreational amenity and transitional zone between future residential development and the neighborhood commercial center to the south.

Implement Approved PUD. The parcels south of 56th Street are zoned for PUD-1 Low Density Planned Unit Development (PUD). The City should move forward with the approved residential and commercial PUDs for these properties which propose a mix of new low density commercial, single-family detached, condominiums, and townhouses.

Wilson Avenue Provides
Direct Access Onto M-6
Southward

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SPECIAL AREA PLAN

BURTON STREET SW

Burton Street SW is currently characterized by a mix of single-family homes, vacant lots, and commercial properties and lacks a sense of cohesion or identity. Significant potential exists to make the corridor more walkable and inviting to visitors, and transform the area into a neighborhood center and a destination for local residents to shop, dine, and get together. Smaller commercial lots should be consolidated where possible to allow for larger, high-quality commercial or mixed use development that applies the Form Based Code. Businesses should serve surrounding residences, such as cafes, restaurants, dry cleaners, and small shops. Burton Street SW should also be considered for a road diet to create opportunities for outdoor dining, small plazas, and gathering places, enhance streetscaping, add bike paths, and slow down traffic.

IMPROVEMENTS

Rear Access
As buildings begin to develop along the property line with future redevelopment, create rear access drives that connect along the full extent of the block. This will allow cross access and divert local trips away from the main roadway.

Curb Cut Elimination
Remove excess curb cuts along Burton Street SW to reduce potential traffic conflicts and enhance the pedestrian environment by creating a continuous sidewalk network.

Lot Consolidation
Create opportunities for larger, high quality commercial or mixed use development where there are shallow lot depths by consolidating small, underutilized properties.

Pedestrian Crossing
Install safe, highly visible pedestrian crossings and curb cuts to support walkability. Crosswalks may be enhanced with decorative treatments and button-activated crosswalks may be considered.

Road Diet
Enhance sense of place and the pedestrian environment by giving Burton Street SW a road diet. There is opportunity to transform the four-lane street into a two-lane street with a center turn lane and pedestrian and bike infrastructure on both sides in the right-of-way.

Gateway Features
Gateway features help identify people's entry into a neighborhood or corridor, adding to sense of place. Gateway features should be placed at key locations, including Martindale Avenue SW, Cleveland Avenue, and Huizen Avenue.

Bus Line
This area is currently served by two bus routes: Wyoming/Metro Health Route 16 and Burton Crosstown Route 24. Existing bus stops should be upgraded to include live timetables, seating, and shelters where feasible to promote transit use and rider comfort.

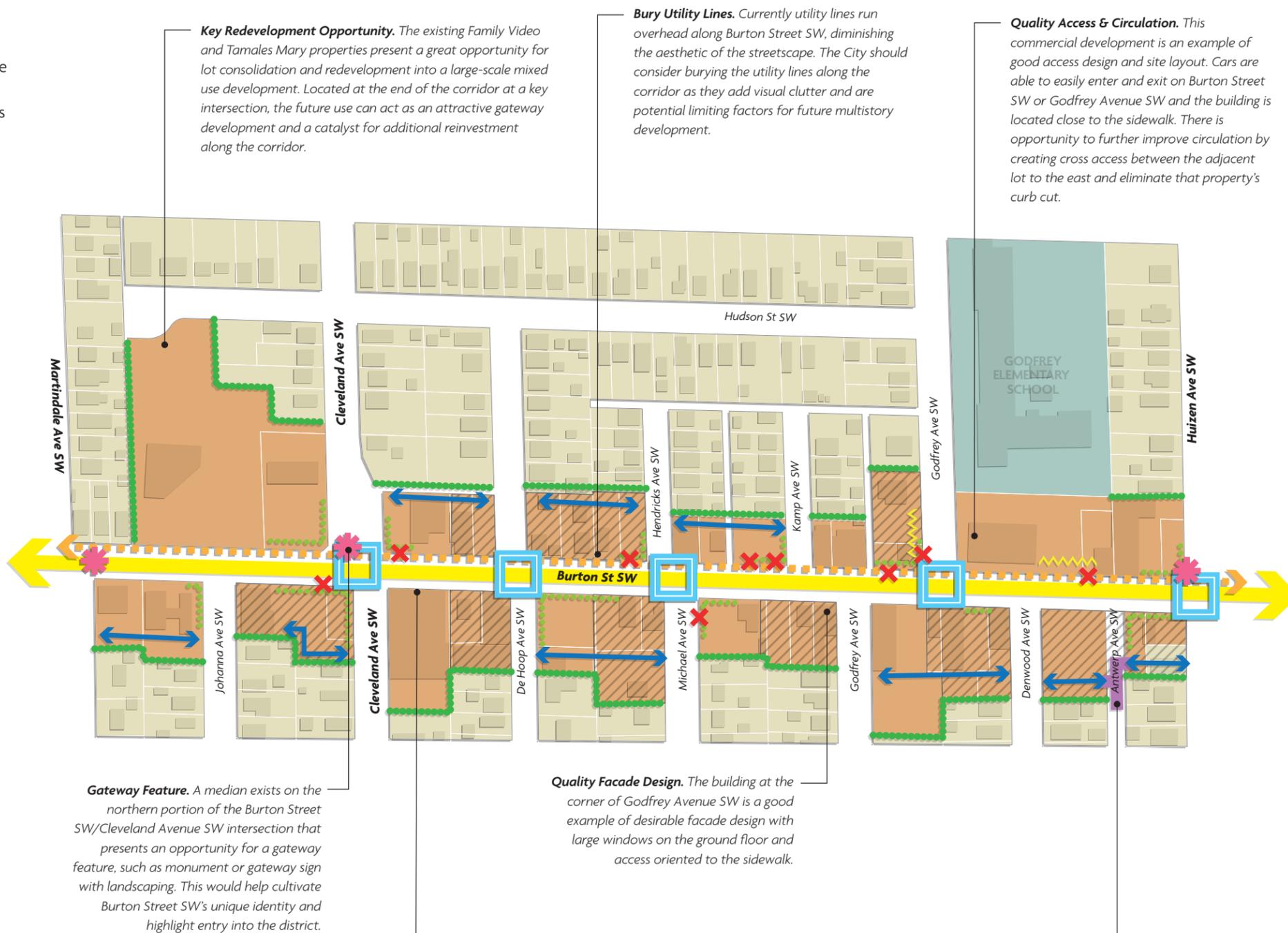
Perimeter Landscaping
Provide landscaping and decorative, low-profile fencing or knee walls to delineate public rights-of-way and screen parking areas. Perimeter landscaping should be designed to maximize stormwater management and improve water quality through the implementation of BMPs, such as bioretention areas.

Residential Screening
Screen parking, loading, and utility areas from adjacent residential properties and, where feasible, public rights-of-way. Apply 'Dark Sky' lighting standards in transition areas to minimize glare and decrease light trespass in adjacent single-family properties.

Cross Access
Consolidate access drives by removing barriers between adjacent properties to create internal cross access and circulation. This will help improve traffic flow by reducing vehicles attempting to enter and exit along Burton Street SW and redirecting vehicles to access drives on side streets.

LAND USE PLAN

- Single-Family Detached
- Mixed Use
- Public/Semi-Public



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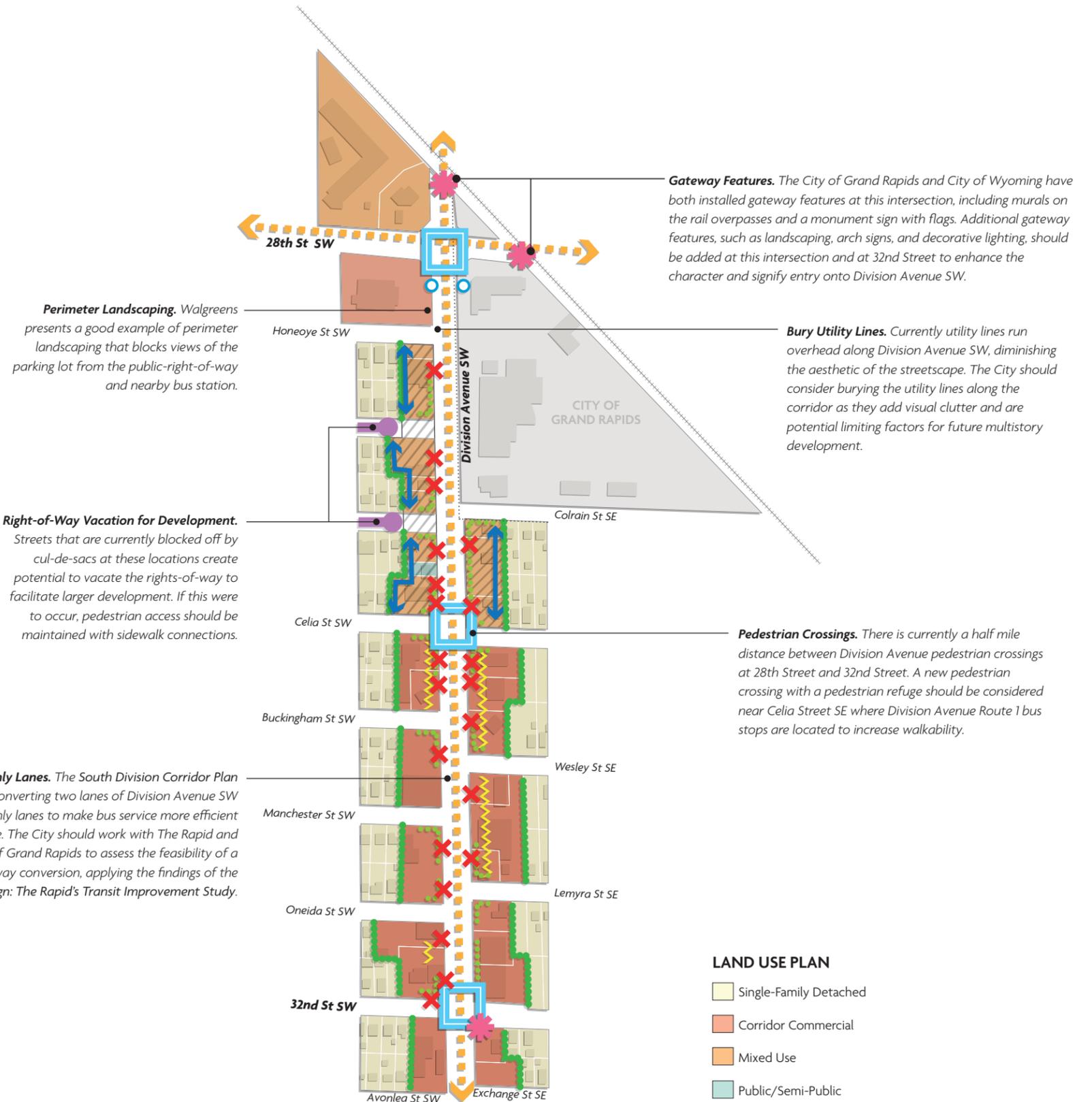
SPECIAL AREA PLAN

DIVISION AVENUE SW

The Division Avenue SW corridor is characterized by numerous small businesses, including a significant number of auto body shops and car dealerships. Many properties, however, appear vacant or lack investment and the layout of sites are highly geared towards vehicles. With the development of the new BRT Silver Line, opportunity now exists to redevelop the corridor with transit-oriented development (TOD). This should be done by implementing the recommendations of past planning efforts and tools including Wyoming's Form Based Code and Align: The Rapid's Transit Improvement Study, and applying strategies from the Grand Rapids South Division Corridor Plan to local context. To better leverage Silver Line stops, future mixed use development should be prioritized for surrounding blocks with buildings situated against the sidewalk and access and parking provided in the rear. Division Avenue SW is envisioned as a lively, walkable corridor that is supportive of a diverse range of uses, beautified with landscaping, street furniture, and placemaking elements.

IMPROVEMENTS

-  **Cross Access**
Consolidate access drives by removing barriers between adjacent properties to create internal cross access and circulation. This will help improve traffic flow by reducing vehicles attempting to enter and exit along Division Avenue SW and redirecting vehicles to access drives on side streets.
-  **Rear Access**
As buildings begin to develop along the property line with future mixed use redevelopment, create rear access drives that connect along the full extent of the block. This will allow cross access and divert local trips away from the main roadway.
-  **Bus Line**
This area is currently served by the Silver Line rapid transit route that provides connections to Kentwood and Grand Rapids along Division Avenue SW. Key bus stops at 28th Street SW are equipped with state-of-the-art stations with shelters, live timetables, seating, and ticket kiosks. Direct access to this transit service creates opportunity for TOD along the corridor.
-  **Curb Cut Elimination**
Remove excess curb cuts along Division Avenue SW to reduce potential traffic conflicts and enhance the pedestrian environment by creating a continuous sidewalk network.
-  **Lot Consolidation**
Create opportunities for larger, high quality commercial or mixed use development by consolidating small, underutilized properties.
-  **Pedestrian Crossing**
Install safe, highly visible pedestrian crossings and curb cuts to support walkability. Crosswalks may be enhanced with decorative treatments and button-activated crosswalks may be considered.
-  **Perimeter Landscaping**
Provide landscaping and decorative, low-profile fencing or knee walls to delineate public rights-of-way and screen parking areas. Perimeter landscaping should be designed to maximize stormwater management and improve water quality through the implementation of BMPs, such as bioretention areas.
-  **Residential Screening**
Screen parking, loading, and utility areas from adjacent residential properties and, where feasible, public rights-of-way. Apply 'Dark Sky' lighting standards in transition areas to minimize glare and decrease light trespass in adjacent single-family properties.
-  **Gateway Features**
Gateway features help identify people's entry into a community or neighborhood, adding to the sense of place. Gateway features should be placed along Division Avenue SW at key locations, including 32nd Street and adding to the existing features at 28th Street.



Gateway Features. The City of Grand Rapids and City of Wyoming have both installed gateway features at this intersection, including murals on the rail overpasses and a monument sign with flags. Additional gateway features, such as landscaping, arch signs, and decorative lighting, should be added at this intersection and at 32nd Street to enhance the character and signify entry onto Division Avenue SW.

Bury Utility Lines. Currently utility lines run overhead along Division Avenue SW, diminishing the aesthetic of the streetscape. The City should consider burying the utility lines along the corridor as they add visual clutter and are potential limiting factors for future multistory development.

Perimeter Landscaping. Walgreens presents a good example of perimeter landscaping that blocks views of the parking lot from the public-right-of-way and nearby bus station.

Right-of-Way Vacation for Development. Streets that are currently blocked off by cul-de-sacs at these locations create potential to vacate the rights-of-way to facilitate larger development. If this were to occur, pedestrian access should be maintained with sidewalk connections.

Bus-Only Lanes. The South Division Corridor Plan proposes converting two lanes of Division Avenue SW into bus-only lanes to make bus service more efficient and reliable. The City should work with The Rapid and the City of Grand Rapids to assess the feasibility of a roadway conversion, applying the findings of the Align: The Rapid's Transit Improvement Study.

Pedestrian Crossings. There is currently a half mile distance between Division Avenue pedestrian crossings at 28th Street and 32nd Street. A new pedestrian crossing with a pedestrian refuge should be considered near Celia Street SE where Division Avenue Route 1 bus stops are located to increase walkability.

- LAND USE PLAN**
-  Single-Family Detached
 -  Corridor Commercial
 -  Mixed Use
 -  Public/Semi-Public

SPECIAL AREA PLAN

KELVINATOR SITE

The industrial site located on the west side of Clyde Park Avenue SW, between Burton Street SW and Chicago Drive SW, is commonly referred to as the Kelvinator Site. This site is located across the street from new townhome development in Grand Rapids and the City of Grand Rapids' Grandville Avenue Area Specific Plan also proposes multifamily, mixed use, live/work, and rowhouses at along Grandville Avenue at Cordelia Street. To build upon this trend of infill and revitalization occurring in Grand Rapids and support future land uses, the Kelvinator Site should be redeveloped as a mix of higher-density residential and mixed use development. The site has a long history as an industrial site and brownfield remediation will likely be needed to facilitate redevelopment. Permitted uses will also depend on the extent of any potential contamination and the remediation undertaken. As is the case with the Site 36 brownfield, residential uses may not be feasible on the Kelvinator Site in which case retail and office development should be encouraged on the northern portion of the site with higher density development located near Chicago Drive SW. Other portions of the site could then repurposed as a regional park or open space that leverages the site's location along Plaster Creek.

IMPROVEMENTS

-  **Potential Trails**
Ensure the area is highly connected by quality sidewalks and pathways for pedestrians and cyclists. Connectivity should be created to nearby trail systems to fill in gaps in the City's trail network and work towards a comprehensive system.
-  **Pedestrian Crossing**
Install safe, highly visible pedestrian crossings and curb cuts to support walkability. Crosswalks may be enhanced with decorative treatments and button-activated crosswalks may be considered.
-  **Bridge Connection**
Construct pedestrian bridges across the creek that provide connections to Lee Field to the west and the future neighborhood commercial center to the north.
-  **Perimeter Screening**
To beautify streetscape views from the right-of-way, the utility substation should be screened either with decorative fencing or perimeter landscaping.
-  **Potential Single-Family Attached/Open Space**
The preferred future land use for the southern half of the site is single-family attached residential. If residential uses are not permitted due to contamination, the section should be redeveloped for enhanced open space that can serve as an amenity to nearby residents and future commercial development to the north.
-  **Potential Multifamily/Commercial**
The preferred future land use for the site's northern end is multifamily and mixed use development. If residential uses are not permitted due to contamination, commercial uses should be developed to leverage traffic along Chicago Drive and access to commercial uses further east and west of the area.

LAND USE PLAN

-  Single-Family Detached
-  Single-Family Attached
-  Multifamily
-  Neighborhood Commercial
-  Business Park/Office
-  Industrial
-  Utility and Railroad
-  Public/Semi-Public
-  Parks and Open Space

