DIVISION



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01

INTRODUCTION TO STATION PLANS

1.0 SUMMARY

The Station Plan Report is a series of individual strategies and station plans for each of the eleven stations addressed in the Division United study. The purpose of the Station Plan Report is to visualize improvements and changes within the immediate station area and to suggest land use and zoning strategies within the station's quarter mile walk-shed.

The Station Plans focus primarily on adding density through appropriate housing and mixed-use building types and showing pedestrian and public realm improvements that will activate that station area. In this sense, they are the element of the Division United study that is the most focused on traditional transit-oriented development (TOD).

The Plans also demonstrates recommendations from various project toolkits, such as the Mobility and Placemaking Toolkits, that are appropriate to this scale. Finally, the Plans also include additional recommendations that are unique to station context and respond to individual station needs.

Recommendations in the Station Plan Report are based on three components: The Transit Orientation Score of the station, the Typology of the station and the individual needs of the station. Transit Orientation Score and Typology are the two key components of the TOD framework, and are described in more detail in the next sections.

1.1 TRANSIT ORIENTATION SCORE

Transit Orientation Score is a value that measures how urban and walkable a station is. The score uses nine different metrics of the urban environment, including transit ridership, average building setback, and intersection density. The score is an at-a-glance way to quickly compare and rank different stations within the corridor based on existing urban form. There are three levels of Transit Orientation Score: Walkable Urban (L1), Transitional (L2), and Drivable Suburban (L3). Walkable Urban stations are the most ready for TOD in their current condition, Drivable Suburban are the least ready, and Transitional stations are somewhere in between.. The graphic on the following page provides more details on each level. For information on how the Transit Orientation Score was calculated, please see Appendix A.

1.2 STATION TYPOLOGY

Station Typology refers to the primary land use and interventions in the immediate area around the stations. In this study, there are three possible station types: Neighborhood Center, Town Center, and Employment Center. Neighborhood Centers prioritize housing-supportive uses and residential density. Town Centers aim for a good mix of employment and residential uses. Employment Centers focus on employment-supportive uses and job density. The graphic on the following page provides more information about the characteristics of each typology. For more information on how Station Typologies were created and assigned, please see Appendix B.

TRANSIT ORIENTATION SCORE & STATION TYPOLOGIES

WALKABLE URBAN

Walkable Urban places are where residents can walk or bike to fulfill most of their daily needs. They also have a compact form that easily supports public transit use. They have a network of interconnected and shaded streets, small block sizes, and a mix of residential and commercial uses situated close to the street edge.

TRANSITIONAL

Transitional places in a state between walkable and auto-dependent. They have some components of both Walkable Urban and Drivable Suburban categories. They may have a network of interconnected streets, longer blocks, and a mix of residential and limited commercial. They may have a mix of setbacks sizes (large and small) and one bay of parking between the building and the street.

DRIVABLE SUBURBAN

Drivable Suburban places are where residents are dependent on automobiles to travel to home, work, or other destinations. They typically have a lack of connectivity (expressed in cul-de-sac streets and/or large block lengths). Land uses are largely separated, parcels are fronted by parking lots, and structures are set far back from the road.

NEIGHBORHOOD CENTER

- Greater share of residents than jobs per acre.
- Medium to low density; 1-2 stories typical building height of immediate station area.
- Multi-family residential and/or neighborhood-scale mixed-use with retail, restaurants, and neighborhood services.
- Noticeable transition to lower-density single or multi-family away from the "main street." Residential development is the dominant focus.

TOWN CENTER

- Number of residents and jobs are about even.
- Medium to high density; 2 -4 stories typical building height of immediate station area.
- Vertical mixed-use is common.
- Balanced mix of multi-family residential development with office, retail, entertainment, or civic uses, not just on main street but into neighborhoods; no one use is dominant.

EMPLOYMENT CENTER

- Greater share of jobs than residents per acre.
- Major trip or employment generator within a half mile of the station.
- May have workforce housing in the quarter mile area, but most housing is located outside the station zone.
- Primary uses within this district are likely to be industrial use or flex, incubator spaces and office or commercial uses (varies by station). Commerce-based uses are the dominant focus.

02

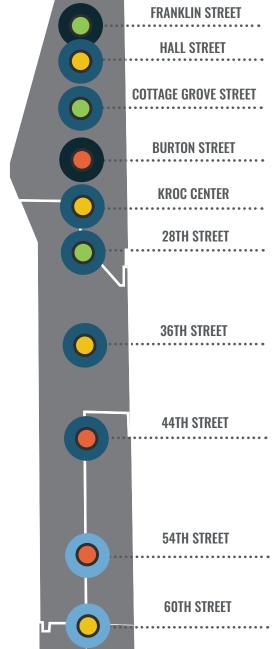
TOD FRAMEWORK

2.0 TOD FRAMEWORK: STATION ASSIGNMENT

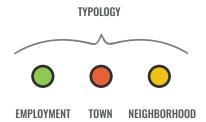
The map to the right shows the Transit Orientation Score and Typology assignment of each station. The table on the following page shows how this plan uses Transit Orientation Score and Typology as a framework for station recommendations and strategies.

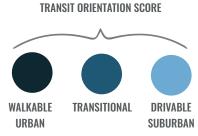
Transit Orientation Score sets the level of intervention prescribed at the station. Walkable Urban stations need the least intensive intervention. Here the focus is on infill and small- to medium-sized projects. Transitional stations are more appropriate for medium to large projects and redevelopment. Finally, Drivable Suburban stations require the most aggressive interventions, including new street and block reconfiguration and large public-private projects.

Typology sets the focus of intervention at each station and the strategy that will be used to achieve greater intensity of activity (for more information on intensity, please see Appendix A, Section 5.6).



WEALTHY STREET





STATION ASSIGNMENTS

TYPOLOGY

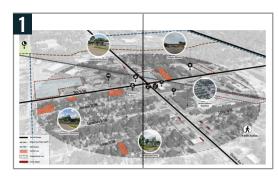
			EMPLOYMENT	TOWN	NEIGHBORHOOD
			Focus on adding employment- generating uses to increase job density	Mixed approach, balance adding employment uses and housing units to increase job and residential density	Focus on adding housing units to increase density and availability of housing
	Activate: Enhance connections betwee existing structures and amenities. Encourage similar or complementary infill development on available land. Use strategic zoning changes to support density.		Infill of mixed-use types that include office and commercial uses with housing above. Seek public sector, non-profit or local business tenants to occupy and activate these spaces.	Vertical mixed-use infill developments that add affordable units and commercial and office space. Prioritize space for existing businesses. Enforce public realm, landscaping, and ground floor design standards for treatment and facade, but do not mandate use type.	
OCCINE	WALK	changes to support density.	FRANKLIN STREET	WEALTHY STREET BURTON STREET	NO STATIONS
IIVAINOIII OIVIENIAIION	Catalyze: Strengthen incentives for new development, and introduce new building types and uses in the quarter mile station area. Add greater support for intensity through moderate zoning		Medium to large developments of mixed-use office, commercial, and other types that support high job density, increase job diversity, and buffer current residential uses from existing industrial base. Supporting live/work housing types.	Medium- to large-scale development of employment-generating uses in vertical mixed-use forms. Housing density supported by second floor units, as well as added residential density through accessory dwelling units in adjacent neighborhoods.	Medium- to large-scale development of a mix of housing types on vacant and underutilized parcels to increase housing density; accessory dwelling unit construction in existing low density residential; complementary neighborhood commercial or public uses.
	TR	moderate zoning changes.	COTTAGE GROVE 28TH STREET	44TH STREET	HALL STREET KROC CENTER 36TH STREET
	DERIVABLE SUBURBAN-L3	Transform: Shift station experience by encouraging large-scale development through dedicated and large public-private partnerships. Support new building types and a greater variety of uses in the		Large-scale developments that add job and housing diversity for existing and new residents. Minimum block sides and new streets to create greater connectivity. Expand mixed-use opportunities deeper into adjacent neighborhoods. Design standards for ground floor level experience without mandating use.	Large affordable housing development project (public-private partnerships) that adds units in a range of sizes and ownership models near the station, to be made available to area residents as well as new tenants. Minimum block sizes. Add complimentary neighborhood commercial.
	DERIVA	quarter mile station area.	NO STATIONS	54TH STREET	GOTH STREET

03

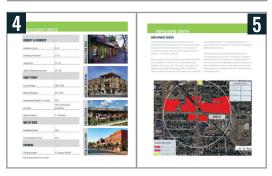
HOW TO READ STATION PLANS

3.0 STATION PLAN LAYOUT (1-7)

- 1 Station Area Map: Existing conditions in the quarter mile station area. Vacant and underutilized sites are highlighted as opportunity sites. Active edges (locations with walkable buildings close to the street edge) are identified. Community resources such as parks and churches are also noted.
- **Transit Orientation Score**: Breakdown of score metrics and list of individual station needs. For more information on Transit Orientation Score, see Appendix A, Section 5.0.
- **Station Intensity**: Maps of existing job density and housing density within the quarter mile station area, and existing intensity for the station. For more on intensity, see Appendix A, Section 5.6.
- **Typology**: Typology selected, aspirational intensity, building form, land use mix, and parking ratios for the station. For more on aspirational intensity, see Appendix A, Section 5.7.
- Development Test: Outcomes of a development test exercise in which the station is redeveloped until it achieves its aspirational intensity score. For more on development test exercises, see Appendix B, Section 6.8
- **Existing Zoning**: Zoning in the quarter and half mile station area with zoning challenges identified.
- **Zoning Recommendations**: Suggested changes or updates to zoning categories in the station area.









3.1 STATION PLAN LAYOUT (8-12)

- Short and Long Term Station Activation Plans:

 Recommendations to activate the immediate station area (300-500 ft) with building placement, landscaping, and public realm improvements. These are improvements specific to station context and separate from typology.
- **9 Product Types**: Additional building types and where they are located in the station plans.
- **Special Interventions**: 1-3 station-specific projects or suggestions within the station quarter mile area that emerged through the public engagement process, such as a community development project.
- **Action Cards**: These connect station design recommendations to Division United project objectives. For more detail on Action Card elements, see the graphic below.







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THE SPEED OF DEVELOPMENT

4.0 DIVISION UNITED'S PHASED APPROACH

In our conversations with community members and project stakeholders, it is clear that there is significant concern about the potential long term equity impacts of new development on the corridor. While residents desire to see greater business density, more affordable housing, and improved public spaces in their neighborhoods, they are also concerned that in the process of making these improvements, the neighborhood will become an unaffordable and inhospitable place to its long-standing members. This is a legitimate concern. Any new development will need to be capitalized, and providers of capital may expect returns on investment that drive up prices for existing residents.

Within the framework of a TOD strategy, the concern about neighborhood change catalyzed by development is even more salient. TOD requires minimum densities of people, jobs, and businesses. This will necessitate adding both jobs and people where they will fit within the corridor. The speed, scale, and intensity by which new densities are achieved (and what form they take) will have an impact on other important elements of the strategy, such as the needs of existing residents. The urgency to add density exists in tension with the urgency to preserve affordability and neighborhood character.

In preventing displacement, gentrification, and overall exclusion from new economic development in a transitioning area, time is a key component. Residents and local businesses need time (as well as education, resources, mentorship and ongoing information and communication from City partners) to become full and

willing participants in the Division United strategy for change in the corridor. They need time to learn what their options are, to finance their vision in creative ways, and to exercise the first right of refusal on potential projects in their area.

One way to ensure that an aggressive deluge of self-interested capital does not crowd out a trickle of smaller, more community-based investors is to explicitly focus the first round of strategies on the latter, rather than the former.

For this reason, the station plans envision station development in two time frames: short term and long term. Short term strategies (as described in Section 4.1) focus on lower-cost, easier-to-implement solutions that are more achievable for first-time or small developers, some of whom (hopefully) will emerge from engagement efforts related to incremental development. Short term strategies try to do a lot with a little; they envision targeted corridor projects that are sensitive to existing uses and implement changes in a tactical way.

Long term strategies focus on larger and potentially more complex projects, with the goal of maximizing urban densities around the station area. While projects in this phase may also include similar strategies and building types (infill will be an important strategy particularly at the north end of the corridor), the goal is to visualize what form the station area could take if a more aggressive build-out was achieved at each location.

It should be noted that the space between short and long term projects is ripe for growth for those interested in increasing their capacity for equitable development projects. Small-scale and incremental development projects will be possible and ongoing throughout the length of the project. Implementation remains focused on a strategy of education and commits to continuing to show people how to become developers.

Both short and long term strategies are focused narrowly on the properties within the immediate station area (about 300-500 feet of the Silver Line Bus Rapid Transit (BRT) station). This is because these sites will define the overall station experience for years to come. It is also because it is hard to predict, or even direct, detailed urban design outcomes for incoming development projects. The configurations, building footprints, and parking and use arrangements shown represent one possible version of the station area that advances project goals, but not the only possible solution. Since previous endeavors such as the Fisher Station Plan and the South Division Corridor Specific Plan have already articulated massing strategies at the quarter mile or beyond, Division United aims advance these visions with additional specificity.

4.1 SHORT TERM PLAN

- 1. A vision for the corridor in the next 5-10 years that imagines what is achievable from the ground up.
- 2. Focused on small, lower-cost projects more accessible to first-time developers.
- 3. Priority on incremental development strategies: infill, adaptive reuse, and accessory commercial or dwelling

- units integrated into existing fabric, or selective new projects in undeveloped station areas (starting with small strategic sites).
- 4. Easier-to-permit projects: Does not show developments that require the re-platting of lots; may require rezoning.
- 5. Leverage vacant or underutilized lots only (minimum disturbance of existing structures and businesses).

4.2 LONG TERM PLAN

- 1. A vision for the corridor in the next 10-20 years that imagines what is possible if the densities needed to support transit ridership were to be achieved.
- Focus on larger projects with greater financial or technical complexity that require an experienced or larger developer (such as the catalytic site projects).
- 3. Priority on transformative development strategies that achieve a full build-out scenario and maximize station potential.
- More challenging-to-permit projects may require parcel aggregation and re-platting as well as rezoning.
- 5. Leverage public-private partnerships to enforce high quality development, for example: include high standards for reduced vehicle miles traveled, share of public space added, and dwelling unit densities.

05

APPENDIX A: TRANSIT ORIENTATION SCORE

5.0 WHAT IS A TRANSIT ORIENTATION SCORE?

A Transit Orientation Score is a quantitative way to understand and compare stations on the basis of their physical characteristics and level of activity, and to set goals regarding their performance. The Transit Orientation Score uses a variety of indicators to score station performance as described below.

5.1 TRANSIT ORIENTATION KEY PERFORMANCE INDICATORS

In order to create a Transit Orientation Score method for this project, key performance indicators, or KPIs, were used. KPIs are a clear way of quantifying when an objective has been achieved. They can be used during the planning process, as well as in the future to evaluate whether or not the station area is on track to fulfill its role as a TOD location. KPIs thus allow a strategy or plan to be 'performance-based' and set a framework for accountability.

For this study, nine KPIs were used to classify stations.

- Intensity (jobs + residents within the 1/4 mi area)
- Median lot size (within the 1/4 mi area)
- Intersection density (within the 1/4 mi area)
- Lot coverage (within the 1/4 mi area)
- Average building setback (within the 1/4 mi area)
- Average weekday boardings + alightings for the Silver Line at each station
- Sidewalk mileage (within the 1/2 mi area)
- Bicycle path mileage (within the 1/2 mi area)
- Percent of zero car households (within the 1/2 mi area)

5.2 THRESHOLD VALUE

Every KPI used in the scoring process, has a threshold value that represents the highest possible score in each category. Threshold values were indexed to the highest performing station in each category. For example, Wealthy Street has the highest intersection density per square mile, so in the category of intersection density, this represents the threshold value.

5.3 STATION SCORING

Stations received a score for each of the nine variables. In each case, the score given was based on how close the value of a given station's variable came to the threshold value in that category. If the value of a station's indicator fell within +/-25% of the threshold value, the station was assigned a value of 'Walkable Urban' or 'L1'. If the value of a station's indicator fell within the next +/-50% of the value of the maximum score, the station was assigned a value of 'Transitional' or 'L2' in that category. Finally, if the value of a station's indicator varied from the threshold value by +/- 75 % or greater, it was assigned a value of Suburban-Drivable or 'L3' in that category. The table on the following page shows raw values for the nine KPIs used in the Transit Orientation Score and the value assigned to each one. It also shows the final rank of the station (as compared to the other 10 stations) as well as the station's final transit orientation category. Stations were assigned to L1, L2, or L3 based on the highest number of metrics it had in each level.

Station Name	Median lot size in 1/4 mi (sf)	Intersection count in 1/4 mile	Jobs per acre + residents per acre (intensity)	Lot coverage (for all parcels with buildings in 1/4 mi area)	Average Building Setback (ft) in 1/4 mile area	Average weekday SL boardings + alightings	Sidewalk/Path Mileage (1/2 mi)	Bikeway Mileage (1/2 mi)	% zero car housholds within a 1/2 mile	TOD Orientation Final Assignment	Station Overall Rank
Wealthy	12177.62	40	38.66	23.4%	35.89	508	30.7	6.7	31	L1	2
Franklin	6060.695	29	8.85	23.7%	22.45	385	26.5	4.2	28	L1	4
Hall	5142.068	34	13.32	24.9%	16.62	264	24.4	3.3	30	L2	3
Cottage Grove	5068.287	32	26.36	35.0%	29.25	241	28	2.8	19	L2	5
Burton	5406.604	31	20.32	27.3%	12.22	448	30.5	3.5	17	L1	1
Kroc Center	5284.529	31	11.06	21.1%	26.25	112	19.4	3.4	16	L2	7
28th Street	6940.479	16	12.34	21.1%	45.4	384	15.9	3.2	16	L2	6
36th Street	7274.9395	18	11.80	23.4%	28.64	177	20.6	1.3		L2	9
44th Street	7754.85	25	11.48	18.9%	30.08	310	27.1	1.6		L2	8
54th Street	29837.89			14.2%	48.00	210	10.9	2.4	6		11
60th Street	12226.08			9.5%	62.41	455	12.4	2.8	6		10



5.4 SCORE IMPACT ON RECOMMENDATIONS

The Transit Orientation Scoring process helped to pinpoint specific elements of the station experience, particularly related to urban form, and clearly identify needed improvements. While each station has a custom set of issues as well as strengths, stations at the same level of urbanness often share similar characteristics and may need a similar level and style of intervention. The Center for Real Estate and Urban Analysis classifies developed urban space into three categories: Walkable Urban, Urban-Suburban Transitional, and Drivable Suburban. These categories roughly correspond to the Transit Orientation

Scores mentioned above. High- scoring stations (L1) in general correspond to an 'Walkable Urban Walkable' environment, Medium- scoring stations (L2) can be considered 'Transitional," and low- scoring stations (L3) typically follow a 'Drivable Suburban' pattern.

WALKABLE URBAN

Walkable Urban places are where residents can walk or bike to fulfill most of their daily needs. They also have a compact form that easily supports public transit use. They have a network of interconnected and shaded streets, a small block size and a mix of residential and commercial uses situated close to the street edge.

TRANSITIONAL

Transitional places are places in a state between walkable and auto-dependent. They have some components of both Walkable Urban and Drivable Suburban categories. They may have a network of interconnected streets, longer blocks and a mix of residential and limited commercial. They may have a mix of setbacks sizes (large and small) and one bay of parking between the building and the street.

DRIVABLE SUBURBAN

Drivable Suburban places are where residents are dependent on automobiles to travel to home, work, or other destinations. They typically have a lack of connectivity (expressed in cul-de-sac streets and/or large block lengths). Land uses are largely separated, parcels are fronted by parking lots, and structures are set far back from the road.

5.5 THE IMPORTANCE OF INTENSITY

In their Guide to TOD classification, Reconnecting America defines intensity in the following way:

Intensity = the number of residents and number of workers in a given area, divided by the total acres in that area.

Intensity is a measure of how much activity a given area has, taking into account people who live and work in a study area, people who work in the study area but don't live there, and as well as people who live in the study area but don't work there. It is an important metric for transit usage as it sets expectations for what ridership in an area could

or should be. As we have documented in the TOD Toolkit, adding people and jobs per acre to an existing station area grows transit usage. Thus, our purpose at each station is to improve the station's intensity score by setting a reasonable aspirational intensity score and then identifying what would need to change in the station area to meet it.

5.6 MINIMUM VS ASPIRATIONAL INTENSITY

The minimum intensity score needed to achieve TOD varies by region and by transit type (light rail, commuter rail, bus rapid transit). In our study, we are suggesting an overall 20-25 jobs + people per acre as the minimum aspirational intensity score. This represents a best practice standard used across similar TOD plans, such as Metro Council's 2040 Transportation Policy Plan for Minneapolis and St. Paul, Minnesota.

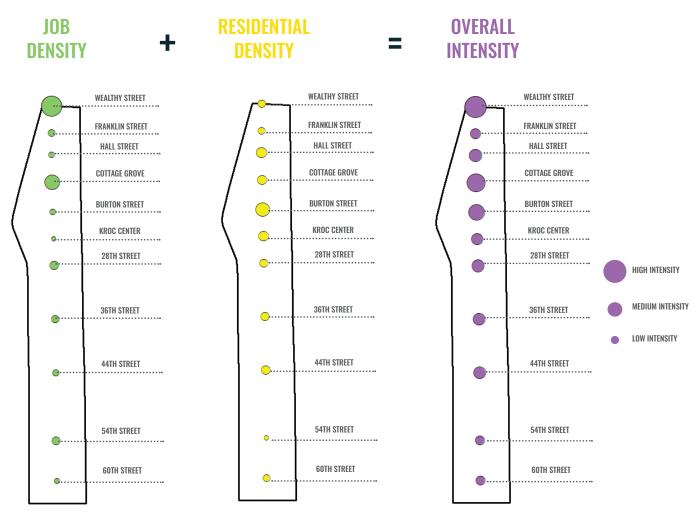
Aspirational scores for station intensity are based on three factors:

- 1. The station typology selected
- 2. The existing station intensity score
- 3. The station's capacity for redevelopment, as measured by available vacant land.

Typologies, which are described in more detail in the section below, are the aspirational land use mix and focus for the quarter- mile area. For Town Center, the most aspirational type of the three, the minimum intensity is set at 25. For employment and neighborhood centers, the minimum score is 20.

Most stations in the study area do not achieve the minimum intensity standard of 25; however, two stations within the study area do meet or exceed it. Wealthy and Cottage Grove both have existing intensity scores exceeding 25. For this reason, their aspirational scores are set higher, at 45 and 30, respectively (see table on the next page to compare existing to proposed score). There is also one station in the study area, 28th Street, that appears to have significant capacity to add density because of a large share of parking only, vacant, and underutilized lots. Thus, the aspirational score reflects this, and is set at 30.

The maps below visualize residential density, job density, and overall intensity score by station. The table gives a value for the existing intensity per station, the proposed intensity, and the gap that must be overcome to achieve it. The timeline for achieving the aspirational intensity score is envisioned at 20+ years (long term).



STATION METRICS

Station Name	Employment Density (Jobs per acre in 1/4 mi)	Residential Density (People per acre in 1/4 mi)	Existing Intensity in 1/4 mi	Proposed Intensity	Gap
Wealthy	32.9	5.7	38.6	45	6.4
Franklin	4.9	3.9	8.8	20	11.2
Hall	2.7	10.6	13.3	20	6.7
Cottage Grove	18.2	8.1	26.3	30	3.7
Burton	2.5	17.9	20.4	25	4.6
Kroc Center	1.7	9.4	11.1	20	8.9
28th Street	6.1	6.3	12.4	30	17.6
36th Street	4.8	7.0	11.8	20	8.2
44th Street	3.6	8.0	11.6	25	13.4
54th Street	5.1	2.1	7.2	25	17.8
60th Street	2.2	4.8	7.0	20	13.0

06

APPENDIX B: TYPOLOGY

6.0 WHAT ARE STATION TYPOLOGIES?

Station typologies are a commonly used strategy in organizing and implementing best practices in TOD. Typologies are a set of categories that allow for stations to be compared based on what kind of places they are as well as what kind of places the community envisions them to be. In this sense, station types are both descriptive (based on existing conditions in the now) and aspirational (based on a high-performance TOD scenario desired in the future). In our plan, the key defining feature of typology is land use mix.

6.1 STATION TYPES

In this study, three possible station types are envisioned: Neighborhood Center, Town Center, and Employment Center. The text below describes the balance of land use, built form, density, and other factors that constitute each type, as well as its focus.

6.2 NEIGHBORHOOD CENTER

- Greater share of residents than jobs per acre (about 5 times as many residents as jobs).
- Medium to low density; 1-3 stories is the typical building height in the immediate station area.
- Multi-family residential and/or neighborhood-scale mixed-use with retail, restaurants, and neighborhood services.
- Neighborhood commercial and mixed-use at intersections, with transition to lower-density single- or multi- family away from the main street.
- Residential development is the dominant focus: station intensity score is improved by adding housing.

6.3 TOWN CENTER

- Number of residents and jobs are about even (ratio of jobs to residents is about a 1:1, within +/- 0.25).
- Medium to high density; 2-4 stories typical building height in the immediate station area.
- · Vertical mixed-use is common.
- Balanced mix of multi-family residential development with office, retail, entertainment, or civic uses, not just on main street but into neighborhoods.
- No one use type is dominant; station intensity score is improved by adding a mix of jobs and housing.

6.4 EMPLOYMENT CENTER

- Greater share of jobs than residents per acre(about 3 times as many jobs as residents).
- Major trip or employment generator within a half mile of the station area.
- May have workforce housing in the quarter mile station area, but most housing is located outside the station zone (adjacent low-density residential housing).
- Primary uses within this district would likely be industrial use or flex, incubator spaces and office or commercial uses; could also include institutional job uses, such as campuses.
- Commerce and employment-based uses are the dominant focus; station intensity score is improved by adding jobs.

6.5 TYPOLOGY + ASPIRATIONAL INTENSITY

If the aspirational intensity score of a station tells us what level of activity we desire to see at future stations, typology assignments tell us what our strategy is for achieving that activity level. As previously mentioned, the intensity score is a combination of job density and residential population density. In this study, typologies inform the focus of intervention in each station area that will help each station achieve its aspirational intensity score by adding residents, jobs, or both.

Neighborhood Center stations, which have an existing residential character that participants want to keep, are primarily focused on adding housing, with a secondary focus on supporting neighborhood commercial.

Town Centers, which aspire to a mix of uses, strike a balance between adding high-density housing to improve residential density and supporting and adding jobgenerating uses.

Employment Centers, which have strong existing job uses across several land categories, are focused on adding capacity for jobs as well as job diversity in the station area, and secondarily on supporting some live/work and housing opportunities.

It is worth mentioning here that employment centers are the most challenging category, for several reasons. The first is that there are many categories of job-generating uses, from education to manufacturing to retail, and these uses require a wide range of built forms. For example, industrial facilities require different parcel sizes, access conditions, and building types from office and commercial.

Thus, the built form of employment takes many shapes (a greater variety of shapes perhaps than housing takes) and so requires flexibility in the range of buildings and layouts permitted in this category.

The second reason this is a challenging category is that while new housing constructed in the Grand Rapids region is likely to be occupied, given the anticipated shortages and population growth in the area, the same cannot be said of new commercial, office, or retail square footage. The pandemic and lock-down as well as the corresponding and ongoing economic downturn, have had lasting implications for many job-generating categories such as retail. For that reason, there is no guarantee that job capacity added through development is the same thing as jobs created. Employers who will hire local residents in the study area are needed to fill both existing vacancies in commercial storefronts, as well as future growth and expansion of these types. Thus, this station area type in particular is sensitive to opportunities to either add employers or create them in the study area.

LAND USE

What is the dominant land use (40% or over) in the quarter mile station area?



Residential-dominant: Neighborhood Center

Industrial- and/or Commercial-dominant: Employment Center

Other/ No Dominant Use: Town Center

JOBS/RESIDENTS BALANCE

What is the ratio of jobs to residents in the quarter mile station area?



- 1.5 x more residents than jobs: Neighborhood Center
- 1.5x more jobs than residents: Employment Center

Residents and jobs are close to 1:1: Town Center

PUBLIC ENGAGEMENT

What have participants told us about the character of the station today and about what they want the station character to be in the future?



Majority of votes (combined Steering Committee voting process and public participation vote)

6.6 HOW WERE TYPOLOGIES ASSIGNED?

In this study, typologies were assigned to stations based primarily on three factors:

- The balance, type, and diversity of existing land uses
- The balance of jobs to residents
- Engagement outcomes related to participant preference

The outcomes of the engagement activity (i.e. the preference expressed by community and Steering Committee participants) was the deciding factor in what typology each station was assigned. However, jobs to residents ratio and current land use were examined to ensure that the typology selected was both reasonable

and feasible for the station area. In 8 out of 11 station areas, the assignment selected by community members matched the metrics for the station area. Only Burton, 44th Street, and 54th Street had metrics that differed from community assignment. At Burton and 44th, the existing character is residential, but participants desire a more Town Center focus. At 54th, the current station area appears to be more like an employment center, but the Town Center category is desired. In all three locations, participants are essentially requesting to move from a more single-purpose focused station to a true mixed-use.

For a list of which stations were assigned which Typology, please refer to the graphic in Chapter 2, Section 2.0.

6.7 TYPOLOGY AND DEVELOPMENT TESTS

For each station area, a development test was conducted to calculate the total land area that would be required to achieve the desired intensity score. The station area was then tested parcel by parcel until the desired intensity score for the station was met.

New development types (lot coverage, height, uses) for each station were based on the typology assigned. The table below shows the rates of jobs, homes, and people added to each station by typology. Town Center stations received the densest overall development.

For more information on assumptions used for each typology in the Development Test exercise (including lot cover and share of building types), please see Sections 6.9 - 6.11. These pages show the development recommendations for the overall typology on the left-hand side, and the specific values used in testing on the right-hand side. It is important to note that these development tests, much like station plans, are not proscriptive but exploratory. While they show some specific parcels that could be redeveloped to achieve station density, there are other possible ways of reconfiguring the station area. The development tests should be understood as a possible model of future conditions in 20+ years in the station quarter mile.

6.8 DEVELOPMENT TEST PROCESS

The following property categories were used in selecting development sites around the station area:

- 1. Vacant land
- 2. Parking-only lots
- Existing low-density/underutilized commercial lots (low FAR, large areas of parking) directly along the corridor.
- 4. Existing low-density residential

Not every station required redevelopment of every property category. In general, stations in the Grand Rapids portion of the corridor, which have relatively higher densities already and widely available vacant land at multiple parcel sizes, required only redevelopment of vacant land and parking lots. Most stations required redevelopment of vacant land, parking lots, and some underutilized commercial lots. Only Kroc Center and 60th Street (both stations that have topography issues and also tend towards larger parcel sizes) required the redevelopment of some existing low-density residential. In any case where redevelopment of lots with existing jobs or housing was required, every attempt was made to avoid sites with the highest job or housing density in that station area.

STATION METRICS

Typology	Dwelling units per acre	Jobs per acre	People per acre	Jobs/people ratio	People/jobs ratio
Employment	10.8	61.6	18.32	3.36	0.30
Town Center	24.5	48.5	41.91	1.16	0.86
Neighborhood Center	25.8	9.5	44.65	0.21	4.70

NEIGHBORHOOD CENTER

6.9 NC DEVELOPMENT STANDARDS

DENSITY & INTENSITY

Residents/Acre	13 -17
Dwelling Units/Acre	6 - 9
Jobs/Acre	3 - 7
Jobs & Residents / Acre	19 - 21



Lot Coverage	40% - 60%
Building Setback	5 ft - 25 ft
Duliding Octobers	
Intersection Density (1/2 mile)	300
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
Dulluling Height	1 0 3101163

MIX OF USES

Residential Area	16%
Non-Residential Area	84%

PARKING

	170 / 1 000
	1.72 spaces / 1,000 square
Parking Density	feet











NEIGHBORHOOD CENTER

6.9 NC DEVELOPMENT TEST ASSUMPTIONS

Development Test Values (per acre):

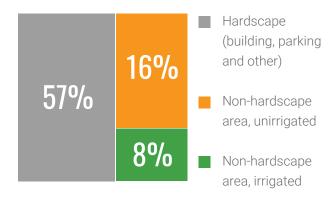
Average Floor Area Ratio: 1.3 FAR

Residential Density: 25.83 dwelling units / acre

Population Density: 44.65 people / acre

Employment Density: 9.5 jobs / acre

Average Area Cover:



Land Use Type:

Average Number of Floors: 2.8

Building Area/Acre: 39,400 square feet

Residential Area: 85%

Non-residential Area: 15%

Building Coverage: 33.3%

Building Type by Land Area:

Net: 72.6%

Suburban Townhome: 30%

Standard Podium Multi-family: 20%

Main Street Commercial/Low-Density 18%

Mixed-Use:

Urban Townhome/Live/Work: 15.5%

Garden Apartment: 9%

Park: 4%

School or Public Use: 3.5%

TOWN CENTER

6.10 TC DEVELOPMENT STANDARDS

DENSITY & INTENSITY

Residents/ Acre	9 - 20
Dwelling Units/Acre	5-8
Jobs/Acre	5 - 37

25 - 40

BUILT FORM*

Jobs & Residents / Acre

Lot Coverage	55% - 65%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	400
	See Incremental
Lot Size	Development Toolkit
Building Height	1 - 6 stories

MIX OF USES

Residential Area	53%
Non-Residential Area	47%

PARKING

	1.22 spaces / 1000 square
Parking Density	feet

* Refer to design guidelines for more detail









DEVELOPMENT TEST

TOWN CENTER

6.10 TC DEVELOPMENT TEST ASSUMPTIONS

Development Test Values (per acre):

Average Floor Area Ratio: 1.65 FAR

Residential Density: 24.49 dwelling units / acre

Population Density: 41.91 people / acre

Employment Density: 48.49 jobs / acre

Average Area Cover:

Hardscape (building, parking and other) Non-hardscape area, unirrigated Non-hardscape area, irrigated

Land Use Type:

Average Number of Floors: 3.4

Building Area/Acre: 46,918 sf

Residential Area: 53.3%

Non-residential Area: 46.7%

Building Coverage: 31.9%

Building Type by Land Area:

Net:

Low-Rise Office:

Urban Townhome or Live/Work:	14%
Suburban Townhome:	12%
Main Street Commercial/Low-Density Mixed-Use:	10.5%
Low-Rise Mixed Use:	10%
Main Street Commercial/High-Density Mixed-Use:	10%
School or Public Use:	7.5%
Parking Structure/MU:	4%
Main Street Commercial Low:	4%
Park:	4%
Hotel Low:	3%
Standard Podium Multi-family:	2%

68%

15%

EMPLOYMENT CENTER

6.11 EC DEVELOPMENT STANDARDS

DENSITY & INTENSITY		
Residents/ Acre	6-10	
Dwelling Units/Acre	7 -10	
Jobs/Acre	14 - 21	
Jobs & Residents / Acre	20 - 30	
BUILT FORM*		
Lot Coverage	50% - 65%	
Building Setback	5 ft - 20 ft	
Intersection Density (1/2 mile) Lot Size	375 See Incremental Development Toolkit	
Building Height	1 - 6 stories	
MIX OF USES		
Residential Area	16%	
Non-Residential Area	84%	
PARKING		
Parking Density	1.72 spaces / 1000 square feet	

PARKING	
	1.72 spaces / 1000 square
Parking Density	feet

^{*} Refer to design guidelines for more detail









EMPLOYMENT CENTER

6.11 EC DEVELOPMENT TEST ASSUMPTIONS

Development Test Values (per acre):

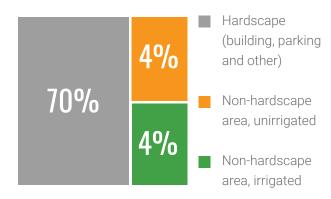
Average Floor Area Ratio: 1.44 Floor Area Ratio (FAR)

Residential Density: 10.83 dwelling units / acre

Population Density: 18.32 people / acre

Employment Density: 61.64 jobs / acre

Average Area Cover:



Land Use Type:

Average Number of Floors:

Building Area/Acre:

Residential Area:

Non-residential Area:

Building Coverage:

2.5

40,900 sf

15%

85%

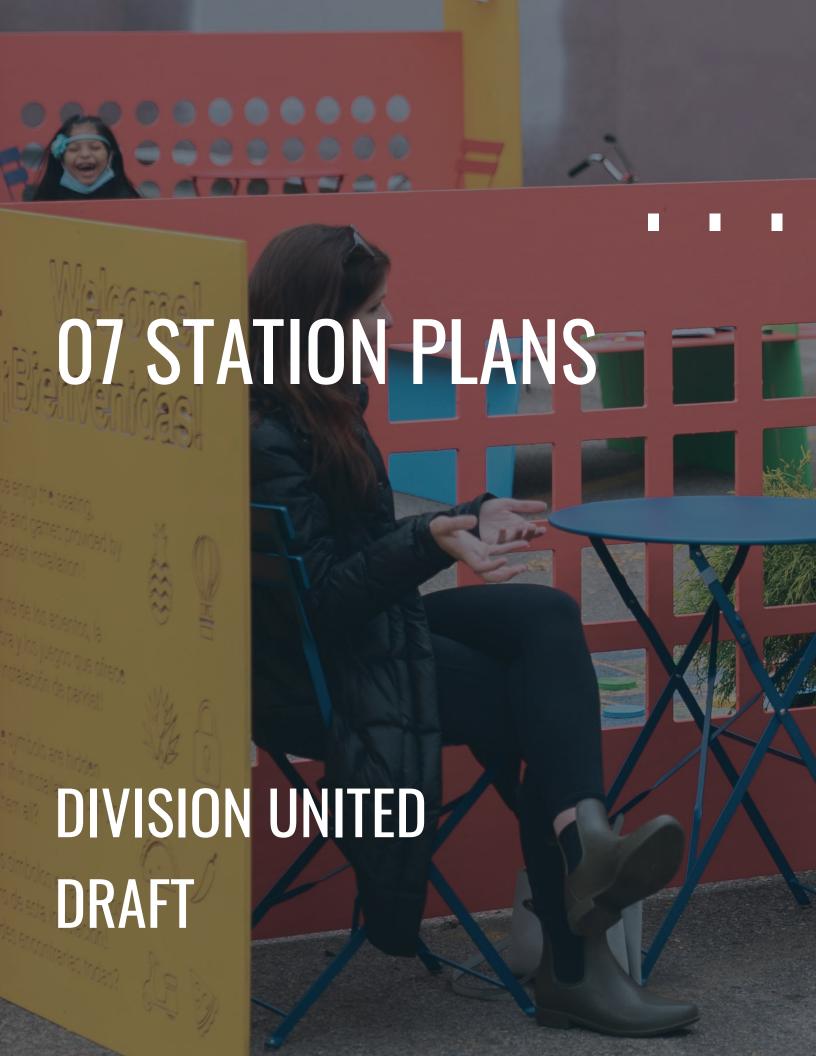
40.8%

Building Type by Land Area:

Net: 68% Main Street Commercial Low 43% Main Street Commercial/Low-Density 16.5% Mixed-Use: Low Rise Office: 14% Main Street Commercial/High-Density 7% Mixed-Use: Parking Structure+Ground Floor Retail: 5% Park: 4% Low-Rise Mixed-Use: 3.5%

Medium Intensity Strip Commercial:

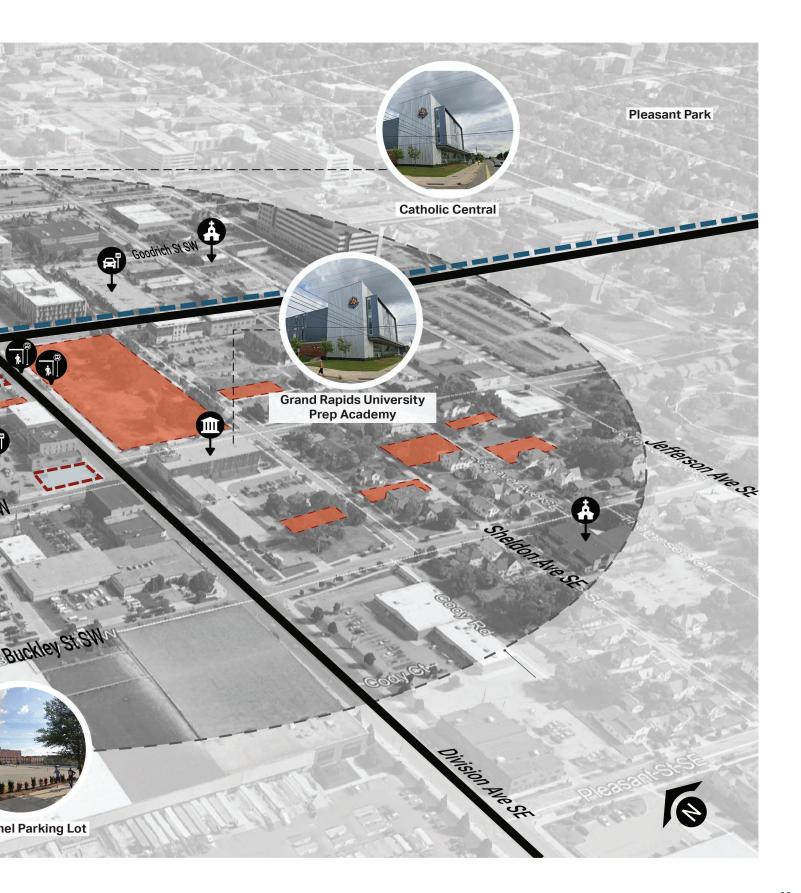
2%





WEALTHY STREET STATION





02. SCORECARD

TYPOLOGY

TOWN CENTER

ORIENTATION

WALKABLE URBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



The protection of current affordable housing and the creation of more homeownership opportunities.



Station area improvements such as safe crosswalks, street narrowing measures, and edge activation.



Economic opportunities such as small- or midsized commercial and retail.



Green space and pedestrian improvements; resources for individuals experiencing homelessness.



Rent affordability and anti-displacement measures.

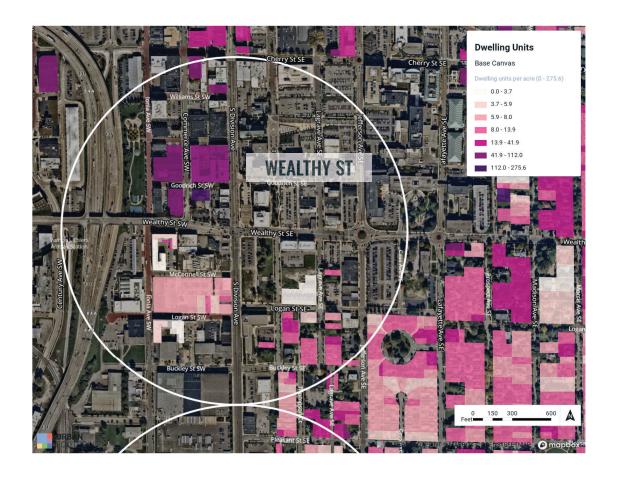
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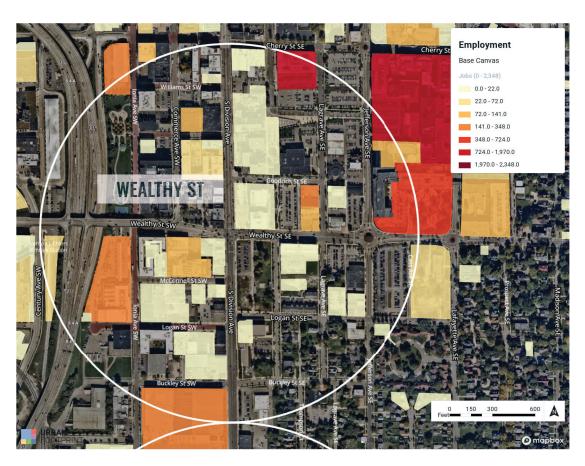
ORIENTATION BREAKDOWN



SUMMARY

Wealthy Street placed in the top most Walkable Urban station areas for most indicators. The area has high transit usage, a dense street grid, bike and sidewalk infrastructure, the greatest share of zerocar households (31%), and a high intensity score. The average lot coverage is more consistent with transitional stations. This suggests that Wealthy can still be improved from a TOD perspective by activating underutilized parking-only and vacant properties. Wealthy's median lot size and average setback have metrics closer to stations that are Drivable Suburban. The median lot size is over 12,000 square feet and setbacks regularly exceed 40 ft. Finally, the unevenness of density and coverage within the quarter mile area also illustrates the transition and rapid change the area is experiencing, which can present a challenge for area residents.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

TOWN CENTER

DENSITY & INTENSITY	
Residents/ Acre	9 - 20
Dwelling Units/Acre	
Jobs/Acre	5-37
Jobs & Residents / Acre	25 - 40
BUILT FORM*	
Lot Coverage	55% - 65%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	400
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	53%
Non-Residential Area	47%
PARKING	
Parking Density	1.22 spaces / 1000 square feet



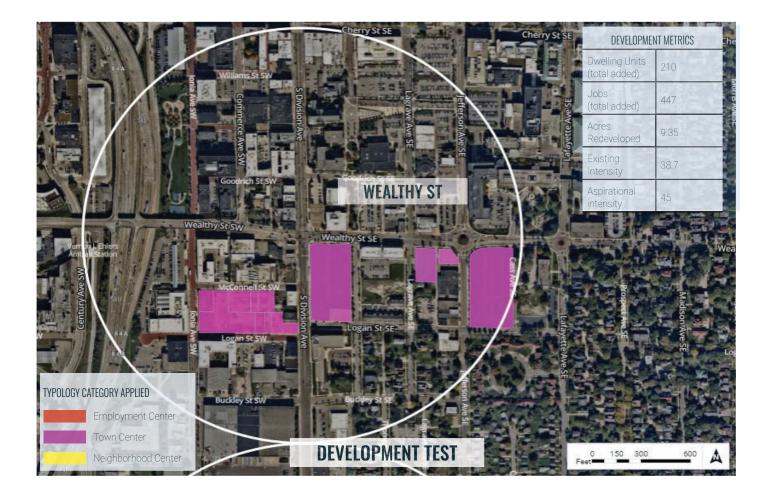






^{*} Refer to design guidelines for more detail

TOWN CENTER



The Wealthy Street station is highly employment-focused, with about 5 times as many jobs as residents. About 42.8% of the land area within the quarter mile is used as an employment-generating type, including commercial and office. About half the area (50.2%) is institutional/civic, and only about 7.0% of land is residential-only in use.

When surveyed, 15% of participants identified Wealthy Street as an Employment Center, 0% of participants said Neighborhood Center, and 85% said Town Center. This suggests that a mixed approach to the Wealthy Street station is generally desired. The focus in this station area is balanced between adding high-density housing to improve residential density and supporting and adding jobgenerating uses.

Wealthy Street station has the highest intensity score in the study area, at 38.66 people and jobs per acre. This is primarily due to a high employment density, which is about 33 jobs per acre, compared to a population density of only 5.7 people per acre. Since Wealthy already appears to meet the minimum TOD intensity score of 25 for a Town Center type and because it is a downtown-adjacent station, a higher aspirational intensity score of 45 is assigned.

The development test above shows the acreage that would need to be developed using the Town Center residential and job density rates in order to achieve an intensity of 45.

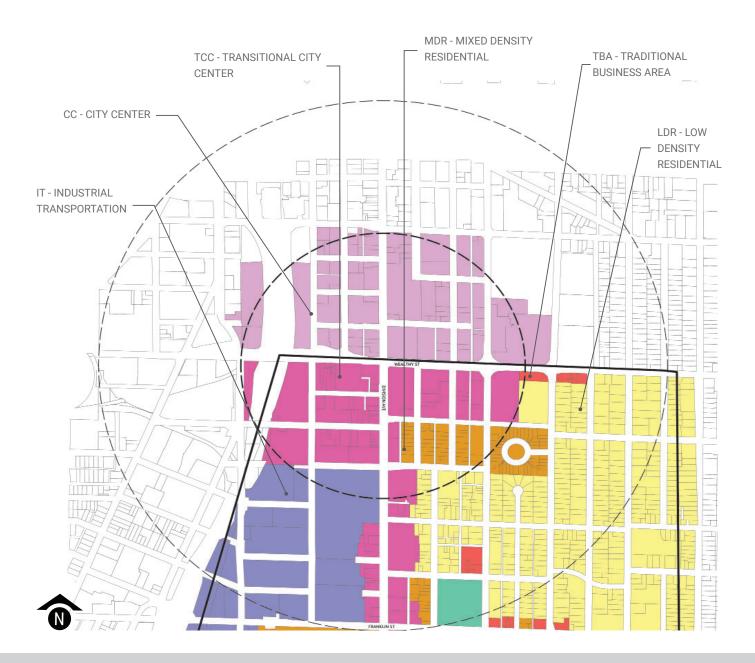
03. STATION ZONING

CURRENT ZONING CHALLENGES

The dominant zoning in the station area north of Wealthy Street is City Center, Grand Rapids' downtown zoning category. South of Wealthy, Transitional City Center (TCC) zoning acts as a buffer on the edge of the downtown. TCC can also be found along the corridor, backing up to Industrial Transportation (IT) zoning on the west and

Medium Density Residential on the northeast. A large area of Low Density Residential dominates the southeastern portion of the study area. It should also be noted that a portion of the Heartside historic district also falls within the quarter mile station area.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

Transitional City Center: TCC regulations are calibrated appropriately to their location and expectation for mixed-use density; however, they are complicated to navigate with numerous incentives and bonuses that are difficult to understand in aggregate and unattainable for smaller, infill parcels. Regulations should be simplified and applied more equitably to standard-sized lots and development times.

Low Density Residential: Within a quarter mile of

Medium Density Residential: Eliminate minimum lot width to support higher densities within the same building envelope.

A quarter mile station area overlay district could expedite projects that meet base requirements. This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.



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STATION AREA STRATEGIES

- Widen sidewalk, improve landscaping, improve bike connections, and shorten pedestrian crossings.
- Create a mix of commercial uses at the intersection of Wealthy Street and Division Avenue.
- Add building infill to create a street wall with retail/restaurant/cafe building use.
- Create intimate open spaces between buildings.
- Create public open space for small gatherings or events.
- Create housing opportunities for senior living.
- Provide shared parking for all uses internal to lot, and away from active street.
- Create opportunities for affordable housing.
- Minimize curb-cuts on Division Avenue and create pedestrian-only access.

PRODUCT TYPES

BUILDING USES







Senior Housing

Retail

Affordable Housing

PUBLIC REALM & OPEN SPACE







Sidewalk Cafe



Outdoor Seating

STATION AREA









Station Amenities

PROPOSED DESIGN/SPECIAL INTERVENTIONS

PUBLIC REALM FOCUS

Since the private sector, as well as a number of active non-profit housing developers like Inner City Christian Federation (ICCF) already have an active presence and long-term plans for affordable housing (including senior housing) in the area, our station plan focuses on short- and medium-term interventions to improve the public realm, primarily in the area south of Wealthy Street. The plan proposes expanding the existing footprint of the building at the southwestern corner of Wealthy Street and Division Avenue and supporting street-level uses, such as a cafe. Additional pedestrian amenities such as street trees and a dedicated public plaza complementing the incoming housing development are also included. The creation and conservation of public green space will create an inviting gateway to the Division United corridor area.





05. ACTION CARDS





Protect current affordable housing and create more homeownership opportunities:



SPB Create opportunities for affordable housing.

Provide housing variety that caters to a broader range of income groups. There is a desire for more housing ownership than rental housing in the area, therefore provide options such as lease to own a property. Encourage developers to provide more affordable units within the developments through incentives such as density bonuses or building height bonuses.

STRATEGY 10: Support housing strategies to accommodate many users.











Current area businesses, small developers



Short Term

Mid Term



Improve station area with safe crosswalks, street narrowing measures, and edge activation



- 😭 Widen sidewalk, improve landscaping, improve bike connections, and shorten pedestrian crossings. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Minimize curb-cuts on Division Avenue to create pedestrian safety by providing pedestrian-only access on the lot side that fronts Division Avenue.

STRATEGY 1: Reallocate road space.

STRATEGY 2: Improve and add crosswalks.















Existing businesses, new development



Short Term

Mid Term





Create economic opportunities such as small- or mid-sized commercial and retail:



SP2 Create a mix of commercial uses at the intersection of Wealthy Street and Division Avenue. Although Wealthy Street is in close proximity to downtown commercial activity, there is a need for more neighborhood services such as general stores, small local grocery stores, pharmacies, doctor's offices, etc.

Add building infill to create a continuous street-wall with active storefronts with uses such as sidewalk cafes, coffee carts, or vendor kiosks.

STRATEGY 11: Activate vacant and underutilized space.















Current area businesses, small developers, City of Grand Rapids



Short Term

Mid Term

Long Term



Green space and pedestrian improvements; resources for individuals experiencing homelessness



SP5 Create public open space for small gatherings or events.

Wealthy Street is one of the station areas with higher density developments and as the density increases over time there is a need to preserve open areas for spill-out breathing spaces within the city. Green open space provides for the needs of live, work, play, and learn which makes a community vibrant.

STRATEGY 11: Activate vacant and underutilized space.















Existing businesses, new development



Short Term





Ensure rent affordability and anti-displacement





Provide housing variety that caters to a broader range of income groups. There is a desire for more housing ownership than rental housing in the area; therefore, provide options such as lease to own a property. Encourage developers to provide more affordable units within the developments through incentives such as density bonuses or building height bonuses.

STRATEGY 10: Support housing strategies to accommodate many users.











Current area businesses, small developers

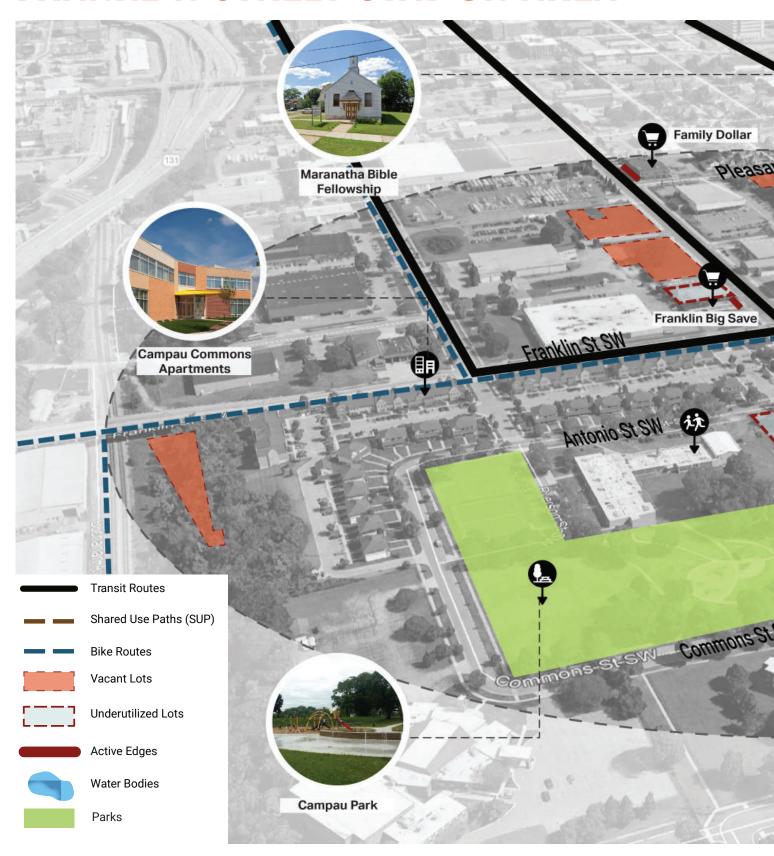


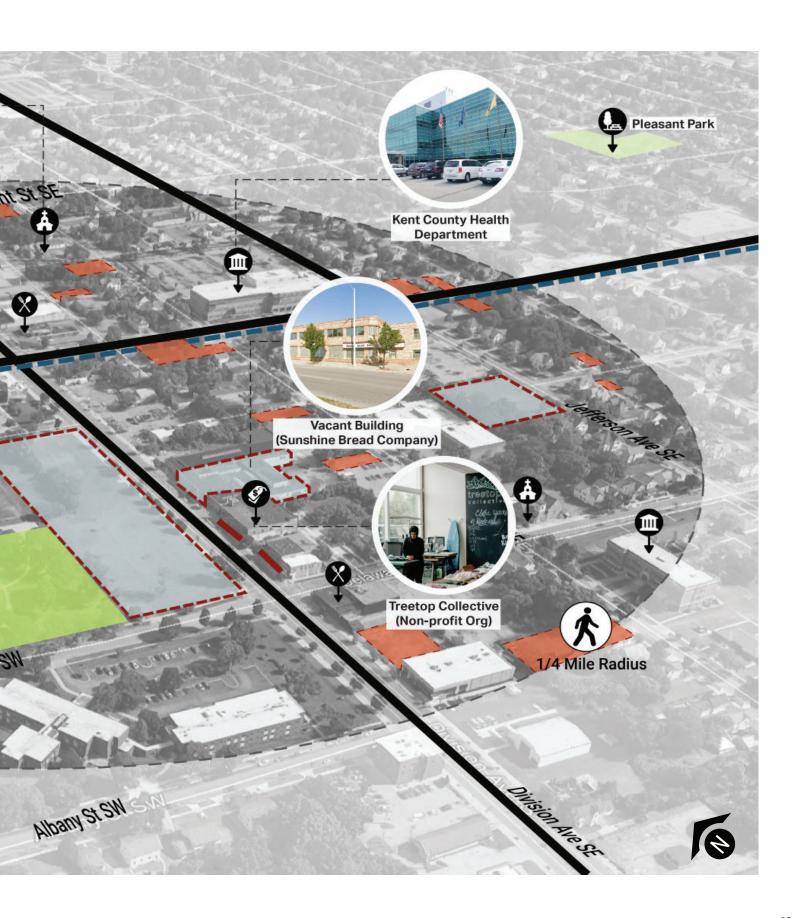
Short Term

Mid Term

Long Term

FRANKLIN STREET STATION AREA





02. SCORECARD

TYPOLOGY

EMPLOYMENT CENTER

ORIENTATION

WALKABLE URBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Affordable and transitional housing; streetfront activation and facade improvements along Division Avenue.



Reduce curb-cuts, especially near station area, and along Division.



Reduce demolition of existing structures; assist local businesses in need of facade improvements to support growth.



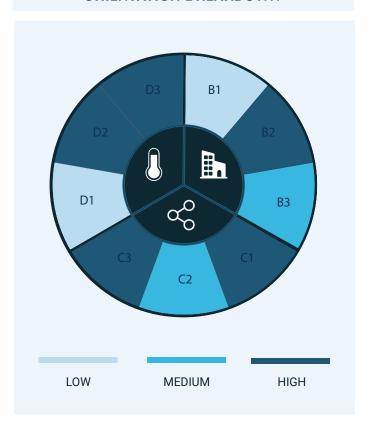
Support for simple improvements, such as trash pickup and protection of property; improvement of street experience and pedestrian environment.



Spaces for cultural events/art incubators, especially targeting students after school; recreational and learning opportunities for local youth.

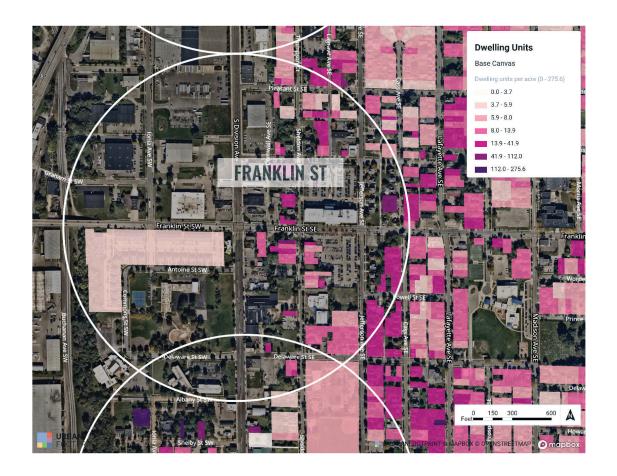
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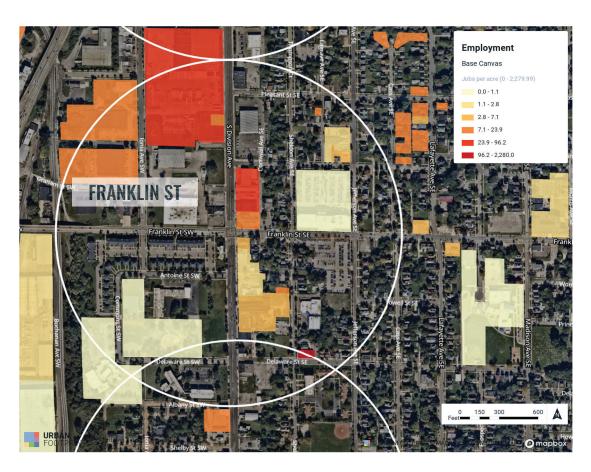
ORIENTATION BREAKDOWN



SUMMARY

On five out of nine indicators, Franklin station was in the top four station areas for walkable urbanism. It has the third-highest number of Silver Line users, has high intersection density, good sidewalk coverage, a small median lot size (around 6,000 sf,) and a large share of zero car households (around 28%). On two out of nine indicators, the Franklin station area has scores more consistent with Transitional stations. These metrics include miles of bicycle paths and lot coverage. Franklin scored poorly on average building setbacks, with an average distance of 22.45 feet. Franklin Street also has a low intensity score (low number of jobs and people per acre,) especially compared to adjacent Walkable Urban stations. This is likely because of low utilization of land and some vacancy near the station area (about 4% of land).





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

EMPLOYMENT CENTER

DENSITY & INTENSITY	
Residents/ Acre	6-10
Dwelling Units/Acre	7 -10
Jobs/Acre	14 - 21
Jobs & Residents / Acre	20 - 31
BUILT FORM*	
Lot Coverage	50% - 65%
Building Setback	5 ft - 20 ft
Intersection Density (1/2 mile)	
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	16%
Non-Residential Area	84%
PARKING	
Parking Density	1.72 spaces / 1,000 square feet

RETAIL & OFFICE SPACE

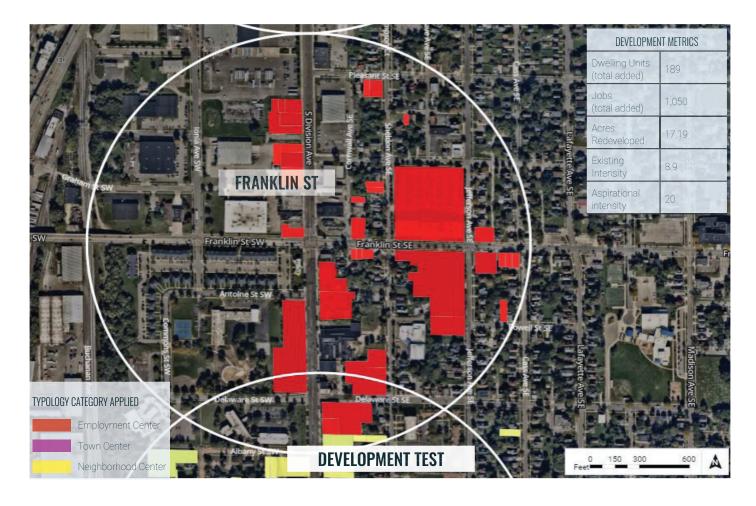






^{*} Refer to design guidelines for more detail

EMPLOYMENT CENTER



Franklin Street station is slightly balanced in favor of employment, with about 1.2 times as many jobs as residents. About 40.9% of the land area within the quarter mile is used as an employment-generating type which includes commercial and office uses. About 50.2% of the area is institutional/civic uses. 7.0% of the land area within the quarter mile is consumed for residential-only uses.

When surveyed, 47.4 % of participants identified Franklin Street as an Employment Center, 31.6 % of participants said Neighborhood Center, and 21.1% said Town Center. This suggests that Franklin should be approached as an Employment Center. The focus in this station area is primarily on adding employment-focused developments

and opportunities and secondarily on supporting and adding higher density housing.

Franklin Street station has a relatively low intensity score at 8.9 people and jobs per acre. This is significantly less than stations both north and south of Franklin. The minimum aspiration intensity score for TOD stations is 20 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Employment Center residential and job density rates in order to achieve an intensity of 20.

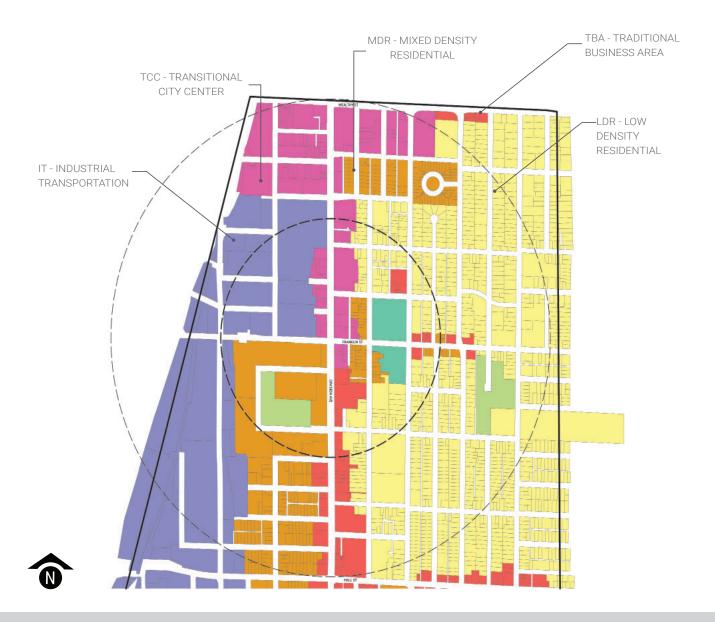
03. STATION ZONING

CURRENT ZONING CHALLENGES

The Franklin Station area zoning varies by quadrant. The northwest portion of the station area is primarily Industrial Transportation zoning (although current uses in this area are mostly commercial) with Transitional City Center zoning on Division. The southwest portion of the station area is Mixed Density Residential. On the east side of

Division, Transitional City Center and Traditional Business Area zoning can be found along the corridor, transitioning to Low Density Residential. Overall, the existing zoning supports the current mix of uses, but allows for much higher densities than the densities that are currently present.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

Transitional City Center: TCC regulations are calibrated appropriately to their location and expectation for mixed-use density, however, they are complicated to navigate with numerous incentives and bonuses that are difficult to understand in aggregate and unattainable for smaller, infill parcels. Regulations should be simplified and applied more equitably to

Low Density Residential: Within quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit;

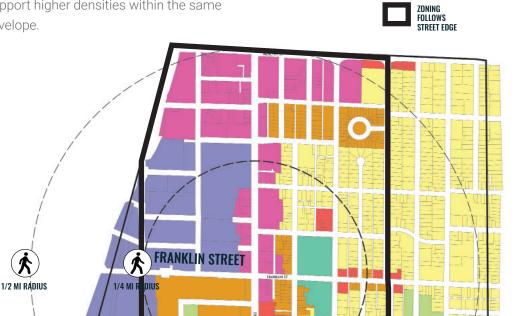
standard-sized lots and development times.

Medium Density Residential: Eliminate minimum lot width to support higher densities within the same building envelope.

Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor residential behind commercial uses or facing side streets. Since small lots cannot support high parking ratios, consider eliminating parking for the first 2,000 square feet of commercial.

A quarter mile station area overlay district could expedite projects that meet base requirements. This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.

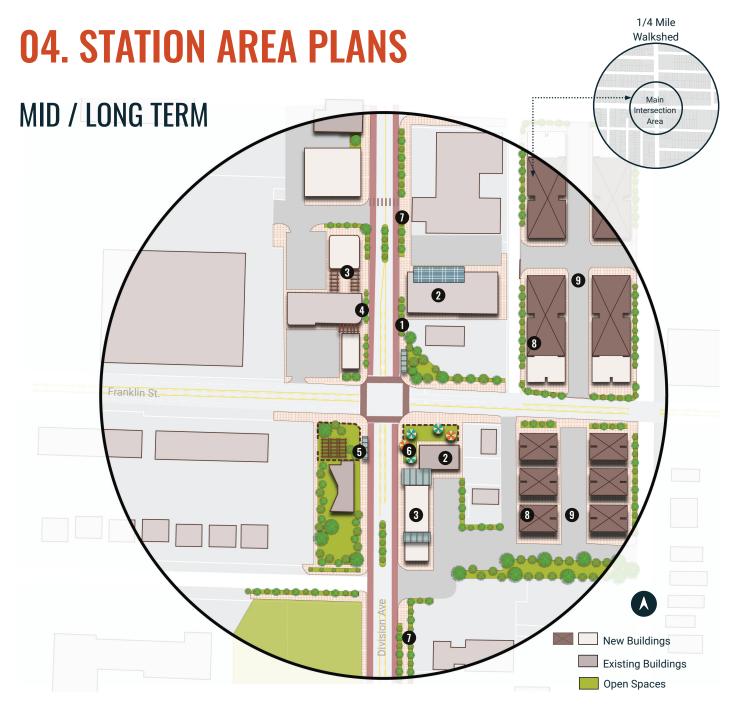
AFAYETTE AVE



74

75





STATION AREA STRATEGIES

- Widen sidewalk, improve landscaping, improve bike connections, and shorten pedestrian crossings.
- Re-purpose existing buildings into studios, offices, retail, or art galleries.
- Add building infill to create active street wall with uses such as retail, restaurants, and cafes.
- Promote facade improvements on old existing buildings along Division Avenue.
- Create public open space for small gatherings or events.
- Replace storefront parking with shaded structures to create gathering spaces.
- Create street wall with trees adjacent to sidewalks where appropriate.
- Create opportunities for housing diversity.
 Include options like town homes and rowhouses.
- SP9 Provide shared parking for all uses internal to lot, and away from active street.

PRODUCT TYPES

BUILDING USES







Adaptive Reuse - Brewery



Daycare Center

PUBLIC REALM & OPEN SPACE



Open Space



Pedestrian Sidewalks



Outdoor Seating

STATION AREA



Bike Share



Tactical Urbanism Elements



Little Library at the Station

PROPOSED DESIGN/SPECIAL INTERVENTIONS

ART, EDUCATION, AND COMMUNITY DISTRICT

During the third Steering Committee, participants suggested supporting an art, community & education district at this location, leveraging both the history of the area and the connection to nearby schools, public facilities, and public land. This area should leverage nearby schools and students, as well as arts non-profits that are active in Grand Rapids, to activate underutilized spaces with place-making and place-keeping strategies. Our plan envisions better connections and more partnerships with corridor partners that support workforce development and job placement in this area. For example, the station area has good proximity to the American Job Center (Michigan Works!) on Franklin Street.





05. ACTION CARDS





Affordable and transitional housing; streetfront activation and facade improvements along Division Avenue



SPB Create opportunities for housing diversity.

Franklin Street station area has a lot of potential to increase density. There is a need to for housing variety that meets the needs of different income groups and also to provide access for ownership. The gap in the current housing market can be met by adding middle housing options such as duplexes, triplexes, townhomes, and live/work units.

STRATEGY 6: Support incremental development.

STRATEGY 10: Support housing strategies to accommodate many users.











Current area businesses, small developers



Short Term

Mid Term

Long Term



Reduce curb-cuts, especially near station area, and along Division:



- sri Widen sidewalk, improve landscaping, improve bike connections, and shorten pedestrian crossings. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- spe Replace storefront parking with frontage zone to provide space for shade structures and seating areas to create public spaces.
- Provide shared parking for all uses internal to lot, and away from active street. Minimize curb-cuts on Division Avenue to create pedestrian safety by providing pedestrian-only access on the lot side that fronts Division Avenue.

STRATEGY 1: Reallocate road space.

STRATEGY 2: Improve and add crosswalks.

















Existing businesses, new development



Short Term

Mid Term





Reduce demolition of existing structures; assist local businesses in need of facade improvements and business liaisons to support growth



Re-purpose existing buildings into studios, offices, retail, or art galleries.

The immediate station area has a lot of industrial underutilized buildings that can be easily converted into usable studio spaces, art galleries, cafes, breweries, and retail stores with minimal building improvements to meet the required building codes.

Promote facade improvements on old existing buildings along Division Avenue.

STRATEGY 11: Activate vacant and underutilized space. STRATEGY 13: Station area design standards.





























Current area businesses, small developers



Short Term



Support for simple improvements, such as trash pickup and protection of property; improvement of street experience and pedestrian environment



- SPE Create public open space for small gatherings or events. There is a need to preserve open areas for spill-out breathing spaces within the city. Green open space provides for live, work, play, and learn which makes a community vibrant.
- SP) Create street wall with trees adjacent to sidewalks where appropriate to create a shaded walkway for pedestrians.

STRATEGY 2: Improve and add crosswalks.



















Existing businesses, new development



Short Term





Create spaces for cultural events/art incubators, especially targeting students after school; recreational and learning opportunities for local youth



Re-purpose existing buildings into studios, offices, retail, or art galleries.

Immediate station area has a lot of industrial underutilized buildings that can be easily converted into usable studio spaces, art galleries, cafes, breweries, and retail stores with minimal building improvements to meet the required building codes.

Add building infill to create a continuous street-wall with active storefronts with uses such as sidewalk cafes, coffee carts, or vendor kiosks.

STRATEGY 11: Activate vacant and underutilized space.



























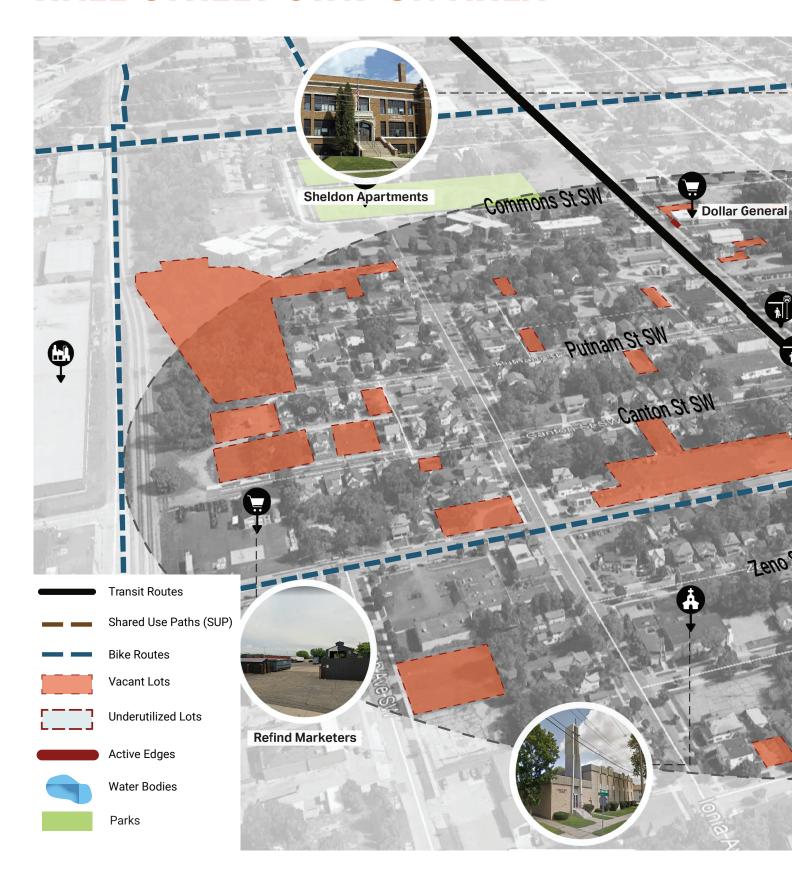


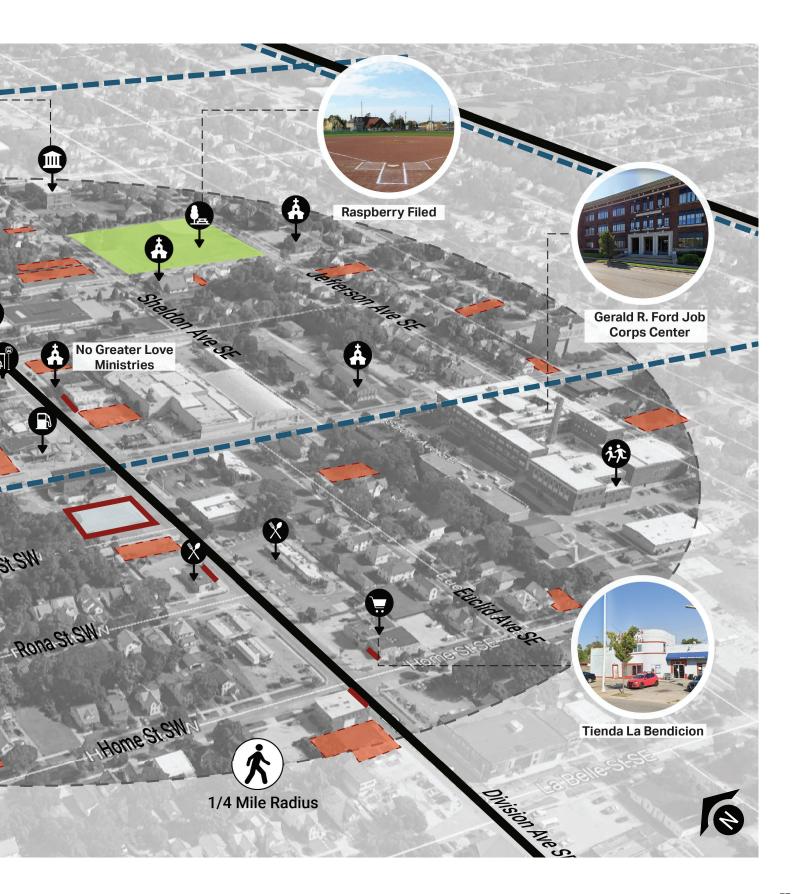
Mid Term



Current area businesses, small developers

HALL STREET STATION AREA





02. SCORECARD

TYPOLOGY

NEIGHBORHOOD CENTER

ORIENTATION

WALKABLE URBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Activation of vacant property (both small empty lots and vacant buildings); affordable housing and support for ADUs by right.



Reduced parking; pedestrian improvements and shade; active edges and active corners.



Opportunities to build wealth for businesses and residents; spaces for non-profits and local businesses.



Community-serving commercial on southwest corner of Hall Street and Division Avenue.



Visibility and sense of place that reflects residents as well as immigrant and refugee communities.

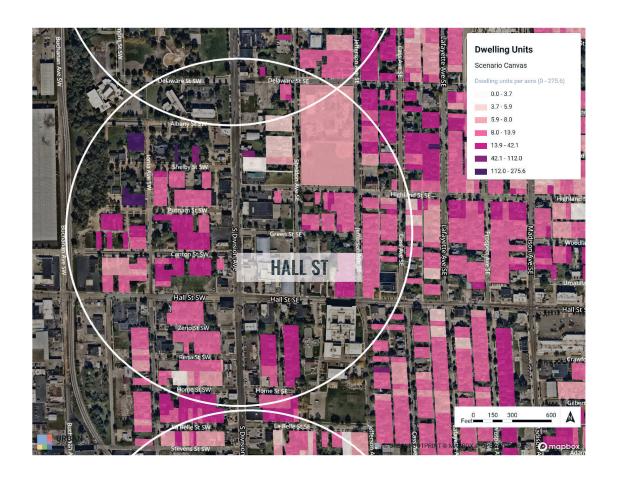
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ORIENTATION BREAKDOWN



SUMMARY

On four of nine indicators, Hall Street station has metrics most consistent with the Walkable Urban category. These indicators include a small median lot size (under 5,500 square feet), high intersection density, a significant number of sidewalk miles in the quarter mile station area (24.4) and a large share of zero car households (30%). On five of nine indicators, Hall Street exhibits characteristics most consistent with a Transitional Station. Hall Street station scores in the middle with Silver Line riders (264), average lot coverage of around 25%, contains 3.3 miles of bikeways, average building setback of around 16 feet and an intensity score of around 13 people and jobs per acre.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

NEIGHBORHOOD CENTER

DENSITY & INTENSITY	
Residents/Acre	13 -17
Dwelling Units/Acre	6 - 9
Jobs/Acre	3-7
Jobs & Residents / Acre	19 - 21
BUILT FORM*	
Lot Coverage	40% - 60%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	300
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	16%
Non-Residential Area	84%
PARKING	
Parking Density	1.72 spaces / 1,000 square feet



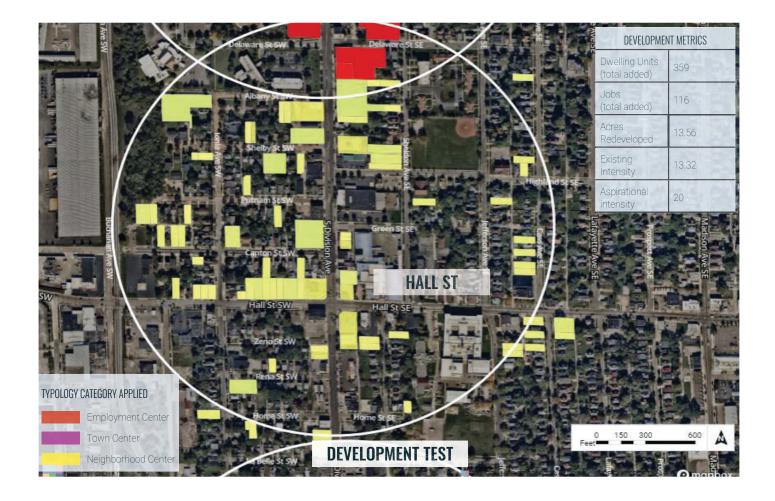






^{*} Refer to design guidelines for more detail

NEIGHBORHOOD CENTER



Hall Street station is slightly balanced in favor of housing, with about 3.9 times as many residents as jobs. About 26.2% of the land area within the quarter mile is an employment-generating type, including commercial and office, and 43.9% of the area is other uses (including institutional and civic, as well as public and privately owned vacant land). 29.9% of the land area in the station is used for residential purposes.

When surveyed, 10.5 % of participants identified Hall Street as an Employment Center, 52.6 % of participants said Neighborhood Center, and 36.8% said Town Center. This suggests that a housing-focused approach to Hall Street station is desired. The focus in this station area is primarily on adding higher density housing and secondarily

on supporting and adding neighborhood-supportive employment uses.

Hall Street station has a middle-of-the-road intensity score of 13.32 people and jobs per acre. The minimum aspirational intensity score for TOD stations is 20 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Residential Center residential and job density rates in order to achieve an intensity of 20.

03. STATION ZONING

CURRENT ZONING CHALLENGES

Hall Street is predominantly zoned for Mixed Density Residential (backing up to Industrial Transportation) on the west side, while the north east corner is Low-Density Residential. Traditional Business Area zoning follows the Division Avenue corridor and some properties along Hall Street. Interestingly, the current mixed use character of the station area, much of which may be legal non-conforming uses grandfathered in, is potentially more desirable than what is currently prescribed in zoning (with the exception of existing industrial). While zoning in this area includes some categories not necessarily

appropriate for a Neighborhood Center, such as a Industrial Transportation on the west, and some zoning categories that are not housing supportive, such as Traditional Business Area, in general the dominance of Mixed Density Residential on the west supports this area's continued development as a Neighborhood Center station area. It would be desirable to allow a greater share of neighborhood-scale commercial and retail outside of the core corridor area to support walkability in existing neighborhoods, as well as allowing housing in commercially zoned areas.



PROPOSED ZONING STRATEGIES

Low Density Residential: Within quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit.

Medium Density Residential: Eliminate minimum lot width to support higher densities within the same building envelope. Reduce parking ratios within quarter mile of a transit station to incentivize more affordable small-scale multi-family housing options.

73 Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor residential behind commercial uses or facing side streets. Since small lots cannot support high parking ratios, consider eliminating parking for the first 2,000 square feet of commercial.

A quarter mile station area overlay district could **74** expedite projects that meet base requirements. This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.









STATION AREA STRATEGIES

- Widen sidewalk, improve landscaping, and add pedestrian crossing.
- Create spill-out spaces between the two buildings.
- Facade improvements on few existing buildings along Division Avenue.
- Re-purpose the gas station site and add new building to include neighborhood services.
- Add building infill to create a street wall with retail/restaurant/cafe building uses

 Create public open space for small gatherings or events.
- Adaptive re-use of existing buildings into live/work units.
- Provide shared parking for all uses internal to lot, and away from active street.
- Opportunity for middle housing redevelopment that furthers housing diversity, like townhomes.

PRODUCT TYPES

BUILDING USES







Converted Gas Station

Townhome

Live/Work

PUBLIC REALM & OPEN SPACE



Public Plaza / Event Space



Spillout Spaces Between Buildings



Pedestrian Realm

STATION AREA



Bike Share



Shaded Seating Area



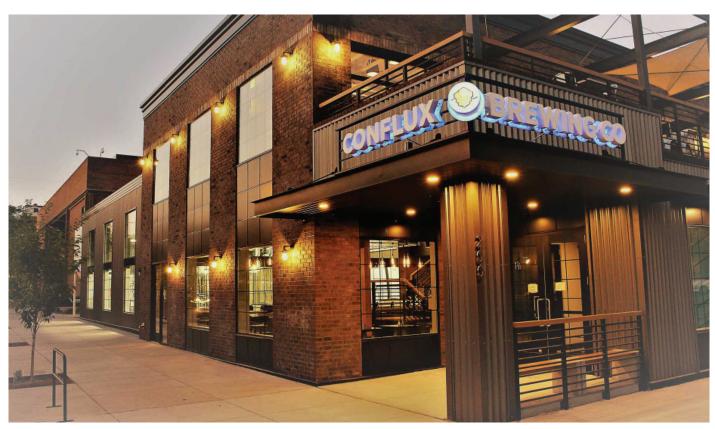
On-Street Parking Adjacent to Sidewalks

PROPOSED DESIGN/SPECIAL INTERVENTIONS

ADAPTIVE REUSE AND REHABILITATION

There are a number of older structures, ranging from late 19th century to mid-century modern, within the Hall Street quarter mile station area (some examples include 900, 906-926, 1001, 1031, 1041, 1100, 1305, and 1314 South Division AveNUE.) 900 South Division, the former Sunshine Bakery, has been purchased by a local non-profit. While plans for the structure remain unclear, an adaptive reuse project would preserve local architectural history while potentially providing a lower cost per square foot for conversion (depending on desired uses). This might also include the Gerald R Ford Job Center/ South High building if portions of the site, including the outdoor green space, are currently underutilized. The Grand Rapids Downtown Development Authority at one time had a fund supporting adaptive reuse/rehabilitation of existing buildings; something similar may be desirable here.





05. ACTION CARDS





Spaces for cultural events/art incubators, especially targeting students after school; recreational and learning opportunities for local youth



- sra Add building infill to create a continuous street-wall with active storefronts with uses such as sidewalk cafes, coffee carts, or vendor kiosks.
- SP7 Adaptive re-use of existing buildings. Immediate station area currently includes few older buildings that can be converted into live/work building typology with few building improvements and therefore providing opportunity to add density and intensity to the station area.

STRATEGY 11: Activate vacant and underutilized space.



















Current area businesses, small developers



Short Term

Mid Term

Long Term



Improve pedestrian realm by activating building fronts, adding shade structures, activating street intersections, and reducing curb-cuts:



- Widen sidewalk, improve landscaping, and add pedestrian crossings. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Provide shared parking for all uses internal to lot, and away from active street. Minimize curb-cuts on Division Avenue to create pedestrian safety by providing pedestrian-only access on the lot side that fronts Division Avenue.

STRATEGY 1: Reallocate road space.

STRATEGY 2: Improve and add crosswalks.













Existing businesses, new development



Short Term

Mid Term





Opportunities to build wealth for businesses and residents; spaces for non-profits and local businesses



Facade improvements on few existing buildings along Division Avenue.



STRATEGY 11: Activate vacant and underutilized space.



















Current area businesses, small developers



Short Term

Mid Term

Long Term



Community serving commercial on southwest corner of Hall Street and Division Avenue





Create a mix of commercial uses at the intersection of Hall Street and Division Avenue. There is a need for neighborhood services such as general stores, small local grocery stores, pharmacies, doctor's offices, etc. Provide funding recourses for area residents to support and increase opportunities for local business.

STRATEGY 11: Activate vacant and underutilized space.

STRATEGY 12: Resources for residents and local business owners first.

















Existing businesses, new development



Short Term

Mid Term





Visibility and sense of place that reflects residents as well as immigrant and refugee communities



- Facade improvements on few existing buildings along Division Avenue.
- SP4 Create spill-out spaces between buildings.
- Create public open space for small gatherings or events. There is a need to preserve open areas for spill-out breathing spaces within the city. Green open space provides for the needs of live, work, play, and learn which makes a community vibrant.

STRATEGY 8: Utilize public land for community needs.

STRATEGY 11: Activate vacant and underutilized space.





















Current area businesses, small developers



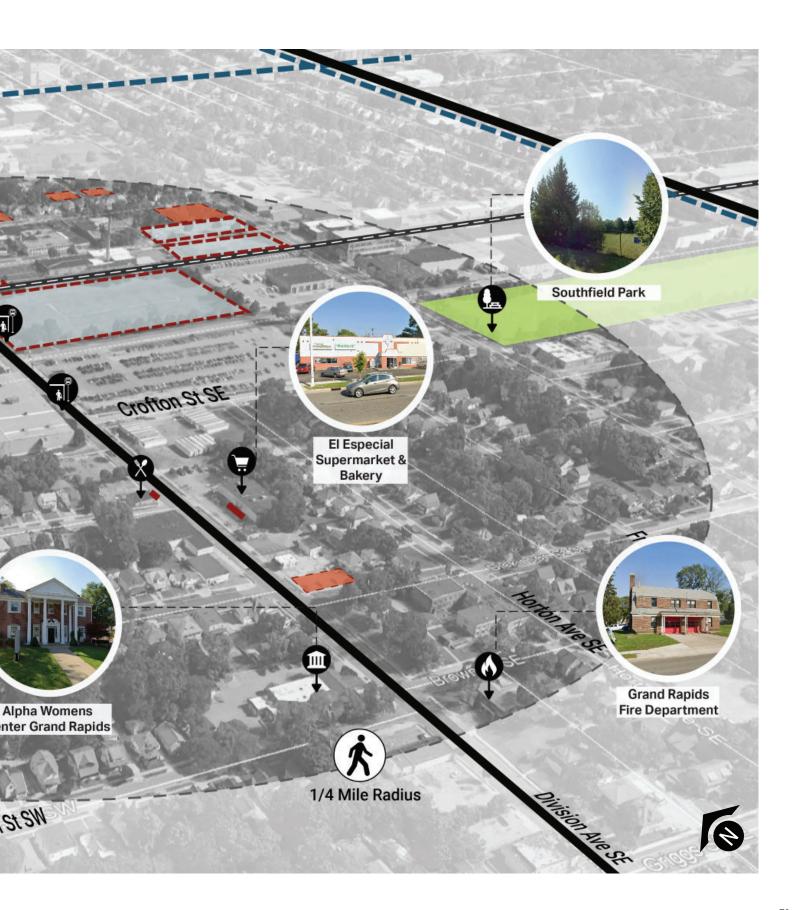
Short Term

Mid Term

ong Term

COTTAGE GROVE STREET STATION AREA





02. SCORECARD

12

TYPOLOGY

EMPLOYMENT CENTER

ORIENTATION

TRANSITIONAL

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Food and beverage options within a 5-minute walkshed.



Traffic control measures to reduce street safety issues such as crashes.



Mixed-use to support job center uses and unemployed residential populations.



Transitional uses between residential and industrial parcels; park access on the west side.



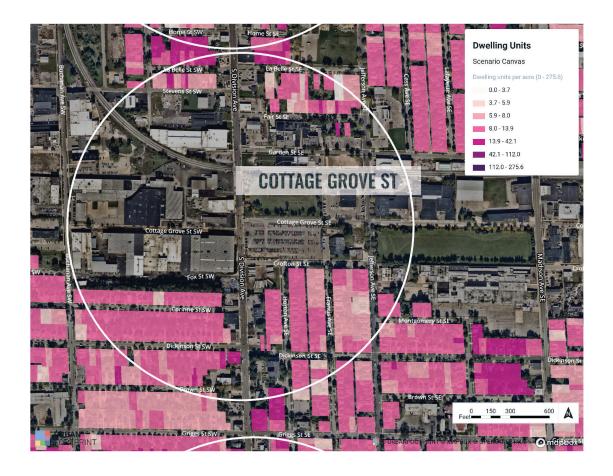
Enhanced cultural programming in new developments to bolster the existing community.

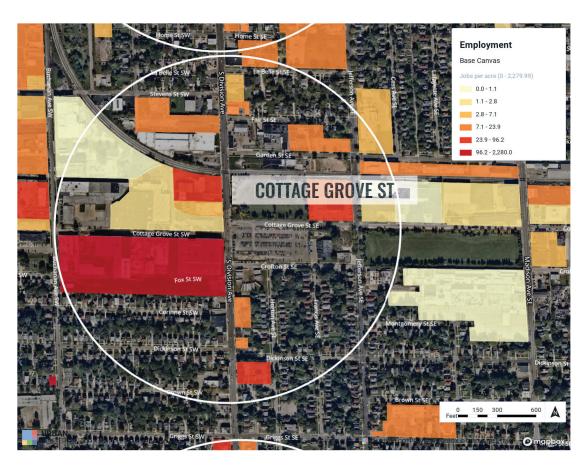
ORIENTATION BREAKDOWN



SUMMARY

Cottage Grove Station has metrics consistent with the Walkable Urban category on four of the nine indicators. Among these are high intersection density, a significant number of sidewalk mileage in the quarter mile station area, having a small median lot size (approximately 5,000 square feet, specific to the residential portion of the station area) and high average lot coverage (35%). Other indicators such as intensity, average weekday boarding, bikeway mileage, and the share of households without a car show outcomes more consistent with the Transitional orientation. Notably, the poorest performing indicator is the building setback (approximately 30 feet). The combination of these indicators gave Cottage Grove station an overall score corresponding to a Transitional station.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

EMPLOYMENT CENTER

DENSITY & INTENSITY		
Residents/ Acre	6-10	
Dwelling Units/Acre	7 -10	
Jobs/Acre	14 - 21	
Jobs & Residents / Acre	20 - 30	
BUILT FORM*		
Lot Coverage	50% - 65%	
Building Setback	5 ft - 20 ft	
Intersection Density (1/2 mile)		
Lot Size	See Incremental Development Toolkit	
Building Height	1 - 6 stories	
MIX OF USES		
Residential Area	16%	
Non-Residential Area	84%	
PARKING		
Parking Density	1.72 spaces / 1,000 square feet	

RETAIL & OFFICE SPACE

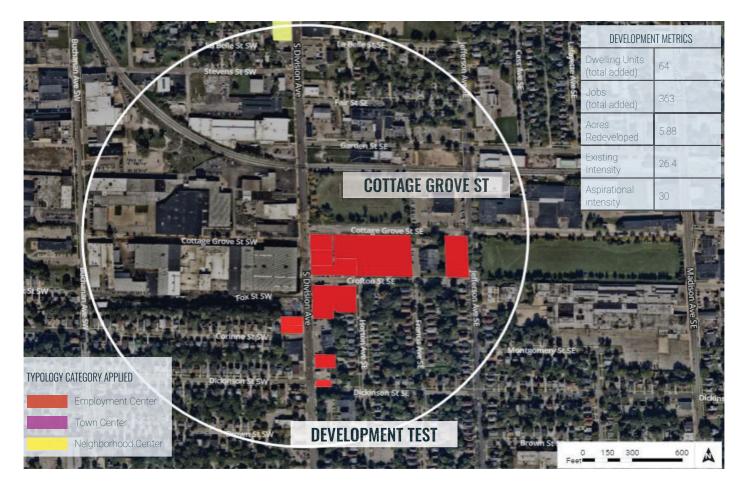






^{*} Refer to design guidelines for more detail

EMPLOYMENT CENTER



Cottage Grove station is slightly balanced in favor of jobs, with about 2.2 times as many jobs as residents. About 50.5% of the land area within the quarter mile is an employment-generating type (primarily industrial, but also some commercial), and 21.4% of the area is other uses (including public and privately owned vacant land and easements). 28.0% of the land area in the station is used for residential purposes.

When surveyed, 70.0 % of participants identified this station area as an Employment Center, 5.0 % of participants said Neighborhood Center, and 25.0% said Town Center. This suggests that a jobs-focused approach to Cottage Grove station is strongly desired. The focus in this station area is primarily on adding a diversity of employment uses and secondarily on supporting and

adding residential density in appropriate locations and away from sensitive uses.

Cottage Grove station has the second highest intensity score in the corridor, with approximately 8.1 people per acre and 18.2 jobs per acre (for a combined score of 26.4). Thus the station already surpasses the minimum intensity score of 20. For this reason an aspirational intensity score of 30 is envisioned.

The development test above shows the acreage that would need to be developed using the Employment Center residential and job density rates in order to achieve an intensity of 20.

03. STATION ZONING

CURRENT ZONING CHALLENGES

Cottage Grove is predominantly zoned for Industrial Transportation on the west side, and following the rail to the east. Traditional Business Area zoning follows the Division Avenue corridor and some properties along Madison Avenue to the east. In the northwest corner, Mixed Density Residential backs up to Industrial Transportation, while in the southeast and west quadrants Low-Density Residential dominates the station area south of the industrial cluster along the rail.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

- Low Density Residential: Within quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit.
- Medium Density Residential: Eliminate minimum lot width to support higher densities within the same building envelope. Reduce parking ratios within quarter mile of a transit station to incentivize more affordable small-scale multi-family housing options.
- Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor residential behind commercial uses or facing side

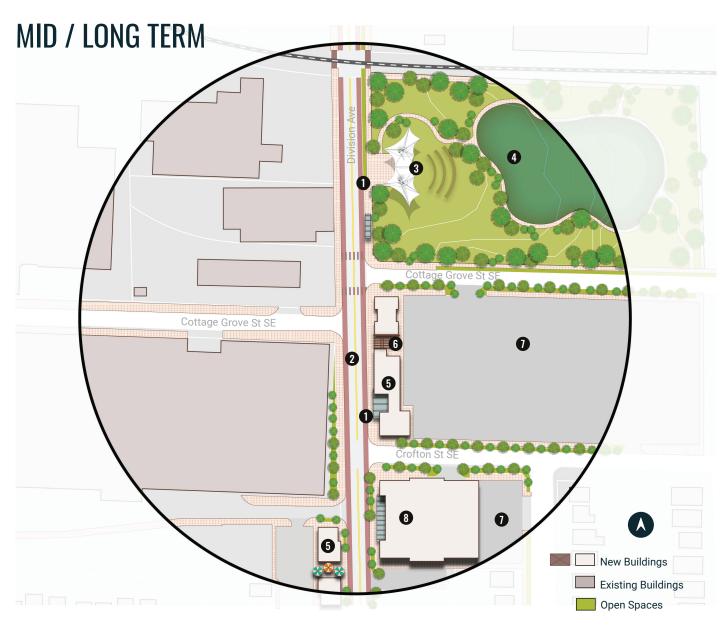
- streets. Since small lots cannot support high parking ratios, consider eliminating parking for the first 2,000 square feet of commercial.
- A quarter mile station area overlay district could expedite projects that meet base requirements.

 This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.





04. STATION AREA PLANS



STATION AREA STRATEGIES

- Widen sidewalk, improve landscaping, and enhance pedestrian experience.
- Bike route enhancements along Cottage Grove connecting to Jefferson and Buchanan bikeways.
- Create opportunities for public open space and event spaces.
- Create stormwater management facility to accommodate the run-off from around the area.
- Addition of retail/office spaces on the underutilized parking lots
- Create spill-out spaces between the two buildings
- Provide shared parking for all uses internal to lot and away from active street.
- Create opportunities for innovation / incubator spaces along Division to improve employment diversity

PRODUCT TYPES

BUILDING USES







Community Serving Retail



Additional Retail

PUBLIC REALM & OPEN SPACE



Stormwater Management



Outdoor Seating Near Restaurants



Public - Event Space

STATION AREA



Seating Area



Steetscaping Near Station Area



Bike Parking Station

PROPOSED DESIGN/SPECIAL INTERVENTIONS

ACTIVATION AND JOB SUPPORTIVE USES

At Cottage Grove Station, it is important to balance the needs of existing employers and residents. These needs exist in tension, as residents typically desire the conversion of existing industrial uses in the long term (in favor of less impactful uses) while current employers likely have no desire to immediately relocate. As a result, proposing land use changes for the wholesale removal of industrial, which would also conflict with the City of Grand Rapids' Future Land Use Plan, may be challenging. A possible compromise is supporting a range of lighter or flex industrial in the station area, as well as allowing more mixed-use commercial, such as restaurants and retail, on currently underutilized parcels. This could include permanent structures as well as temporary food truck parks. This retail can support active destinations for area workers while adding job diversity and opportunity to the station area.

HEALING GREENSPACE

The two largest vacant sites within the Cottage Grove station area, a Kent County-owned drainage parcel in the northwest corner that abuts the rail, and the former Southfield Park parcel, currently provide stormwater infrastructure for the industrial properties to the west. For this reason, it is not desirable to promote development of these properties with uses that would add impervious surfaces and create a need for additional stormwater infrastructure. However, there is no apparent reason that these spaces cannot continue to perform as drainage areas while also acting as green space/open space for adjacent communities. For this reason, we are suggesting that these green spaces transition to public, or private but publicly accessible sites that are activated as park sites

and also allow temporary pop-up uses (The Kent County parcel is publicly owned but has no recreational amenities and is fenced). This would support greenspace access for neighborhoods and can potentially support urban agriculture efforts that are already underway elsewhere in the corridor. Finally, the greenfield site immediately south of the rail line and east of Division Avenue, is already recommended as continued green space in the South Corridor Plan. (see page 138 of SD ASP).





05. ACTION CARDS





Increase food and beverage options within a 5-minute walkshed



SP5 Large parking lots create gaps in urban fabric. To create continuous active public realm, promote infill development on the underutilized parking lots. There is a need for restaurants and cafes around this highly dense employment area. Provide mix of commercial uses like general stores, restaurants, cafes, canteens, etc.

STRATEGY 11: Activate vacant and underutilized space





















Current area businesses, small developers



Short Term

Mid Term



Implement traffic control measures to reduce street safety issues such as crashes



- SPI Widen sidewalk, improve landscaping, and add pedestrian crossings. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Provide shared parking for all uses internal to lot, and away from active street. Minimize curb-cuts on Division Avenue to create pedestrian safety by providing pedestrian-only access on the lot side that fronts Division Avenue.

STRATEGY 1: Reallocate road space

STRATEGY 2: Improve and add crosswalks













Existing businesses, new development



Short Term

Mid Term





Provide mixed-use to support job center uses and unemployed residential populations



SP5 Large parking lots create gaps in urban fabric. To create continuous active public realm, promote infill development on the underutilized parking lots. There is a need for restaurants and cafes around this highly dense employment area. Provide mix of commercial uses like general stores, restaurants, cafes, canteens,

STRATEGY 11: Activate vacant and underutilized space





















Short Term

Mid Term



Provide transitional uses between residential and industrial parcels; provide park access on the west side



Create street wall with trees adjacent to sidewalks where appropriate to create a shaded walkway for pedestrians.



Create public open space for small gatherings or events. There is a need to preserve open areas for spill-out breathing spaces within the city. Green open space provides for the needs of live, work, play, and learn which makes a community vibrant.

STRATEGY 2: Improve and add crosswalks





















Existing businesses, new development



Short Term

Mid Term





Enhance cultural programming in new developments to bolster the existing community



- spe Create intimate open spaces between the two buildings. Add shade structures, outdoor seating opportunities, public art, and landscape features.
- There is a need for diversity in type of employment centers. Create opportunities for innovation / incubator spaces along Division to improve employment diversity.

STRATEGY 9: Support creation of living wage jobs for residents













Current area businesses, small developers



Short Term

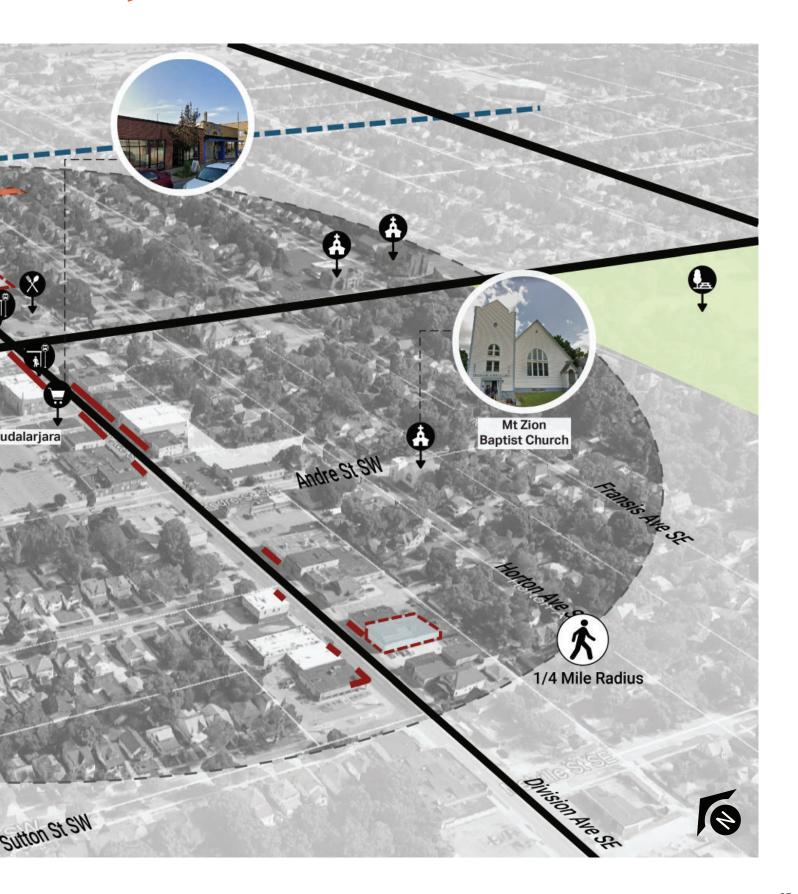
Mid Term

Long Term

BURTON STREET STATION AREA (CATALYT



IC SITE)



02. SCORECARD

TYPOLOGY

TOWN CENTER

ORIENTATION

WALKABLE-URBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Utilize intersection as a potential anchor point for the community; mixed-use land uses and community-serving amenities



Traffic calming measures at intersection of Burton Street and Division Avenue; connection between gaps in park access



New programming to connect resources to local businesses in the area



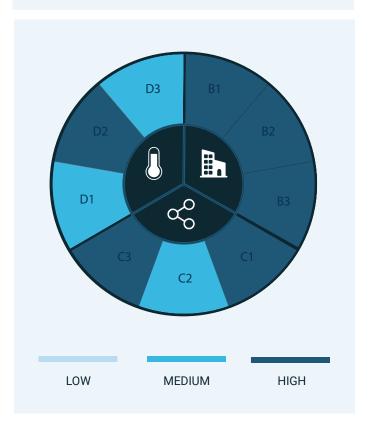
Health-related programming and development; care options for children such as daycare



New gathering spaces around historical and cultural assets; space for multi-cultural facilities

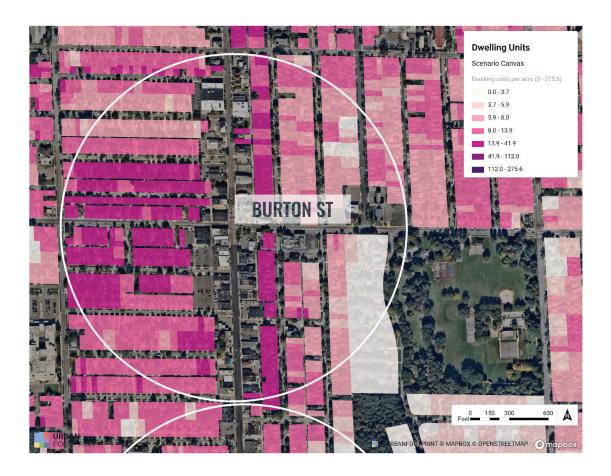
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ORIENTATION BREAKDOWN



SUMMARY

Of the nine indicators, Burton Station scored relatively high on six. Median lot size hovers near 5,500 square feet, lot coverage nears 30%, and parcel edges have the narrowest setbacks among all of the stations (approximately 12 feet). There's also good sidewalk coverage in the area (30 miles) which is enhanced by high intersection density (384.5) within the half mile. All of these factors help characterize its Walkable Urban orientation assignment and contribute to the station area's high average weekday ridership of 448 people. Three metrics most consistent with the Transitional orientation were intensity (7.62), bikeway mileage (3.5), and share of households without a car (17%). Burton's intensity score was modest, primarily because it has very few jobs in the half mile area; its residential density, which is about 17 people per acre, is the highest of any station in the corridor.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

TOWN CENTER

DENSITY & INTENSITY	
Residents/ Acre	9 - 20
Dwelling Units/Acre	5-8
Jobs/Acre	5 - 37
Jobs & Residents / Acre	25 - 40
BUILT FORM*	
Lot Coverage	55% - 65%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	400
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	53%
Non-Residential Area	47%
PARKING	
Parking Density	1.22 spaces / 1000 square feet



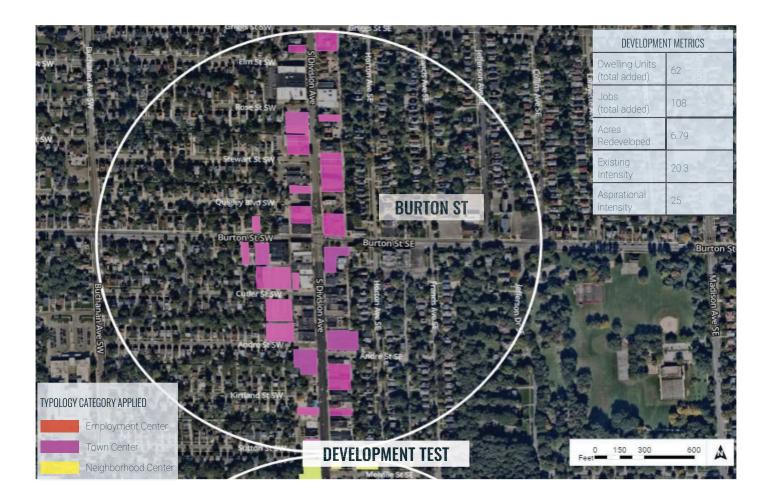






^{*} Refer to design guidelines for more detail

TOWN CENTER



The Burton Street station is highly residential, with over 70% of the land area within the quarter mile being consumed for residential-only uses, and approximately 7 times more residents than jobs.

When surveyed, 13% of participants identified Burton Street as an Employment Center, 37% of participants said Neighborhood Center, and 50% said Town Center. This suggests that a mixed approach to Burton is desired. Thus, an approach to adding density in this station area should include higher density housing but also balance this with a greater share of employment uses than currently exists in the station area.

Although Burton's intensity score was modest, this is primarily because it has very few jobs in the half mile area;

its residential density, which is about 17 people per acre, is the highest of any station in the corridor, with an overall intensity score of 20.3 people and jobs per acre. It is assigned an aspirational intensity score of 25, consistent with the Town Center category applied.

The development test above shows the acreage that would need to be developed using the Employment Center residential and job density rates in order to achieve an intensity of 25.

03. STATION ZONING

CURRENT ZONING CHALLENGES

The Burton Street station area is predominantly zoned for Low-Density Residential. Traditional Business Area zoning follows the Division Avenue corridor and some properties along Burton Street to the west. There is a

small area of Mixed Density Residential on both sides of Burton Street west of Division Avenue; however, only lots directly along Burton are zoned in this category, which may create challenges for future development because of the shallowness of the lot depth.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

Low Density Residential: Within a quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit.

Medium Density Residential: Eliminate minimum lot width to support higher densities within the same building envelope. Reduce parking ratios within a quarter mile of a transit station to incentivize more affordable small-scale multi-family housing options.

Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor

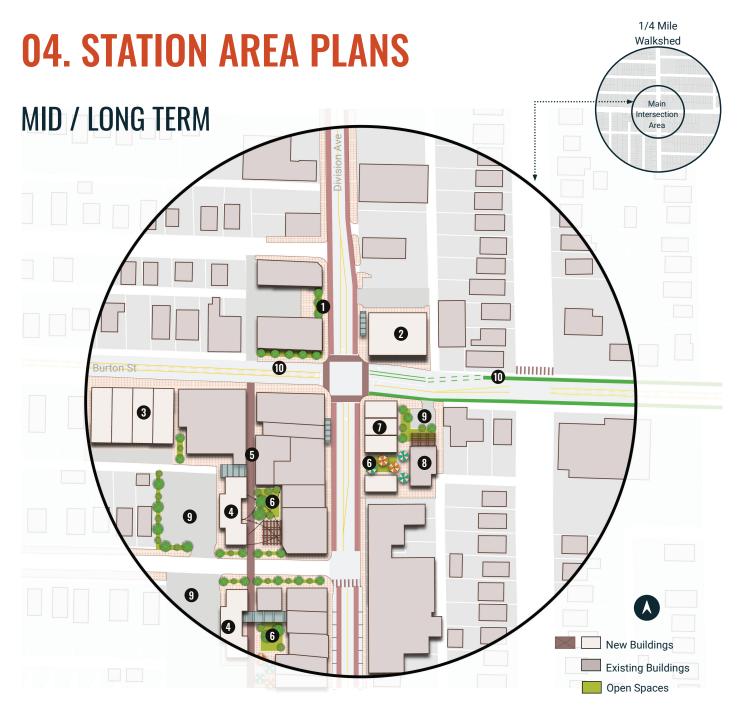
residential behind commercial uses or facing side streets. Since small lots cannot support high parking ratios, consider eliminating parking for the first 2,000 square feet of commercial.

A quarter mile station area overlay district could expedite projects that meet base requirements.

This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.







STATION AREA STRATEGIES

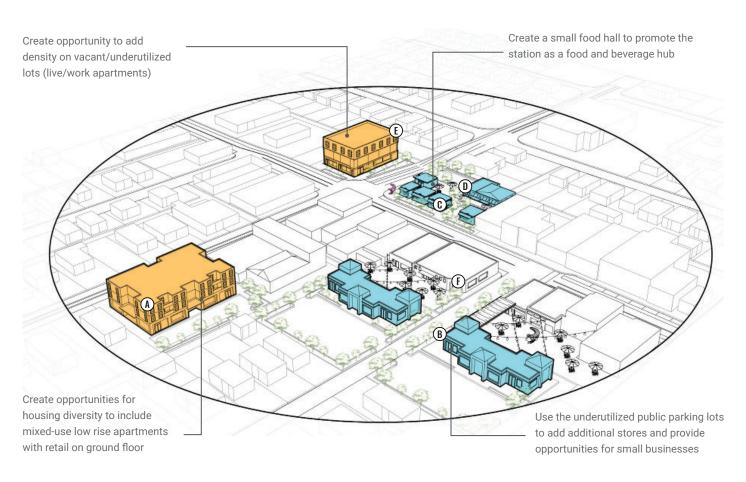
- Widen sidewalk and shorten pedestrian crossings by extending curbs at intersection.
- Create opportunity to add density on vacant/underutilized lots with walk-up apartments
- Create opportunities for housing diversity to include middle housing like 3 flat-style apartments
- Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses
- Create a pedestrian-priority with a living alley/woonerf between the buildings
- Create public open space for small gatherings or events
- Create a small food hall to promote the station as a food and beverage hub

- Adaptive re-use of existing building into a small local retail / cafe / restaurant.
- Provide shared parking for all uses internal to lot, and away from active street.
- Create continuous bicycle infrastructure along Burton both east and west of Division.

BUILDING TYPES

Mixed-Use

Commercial (Retail / Restaurants)



(A) Low Rise Mixed Use Apartment



Adaptive Re-Use of Existing
Building into a Food Hall



B Retail Storefronts



(E) Low Rise Live/Work Apartment



© Food Kiosks

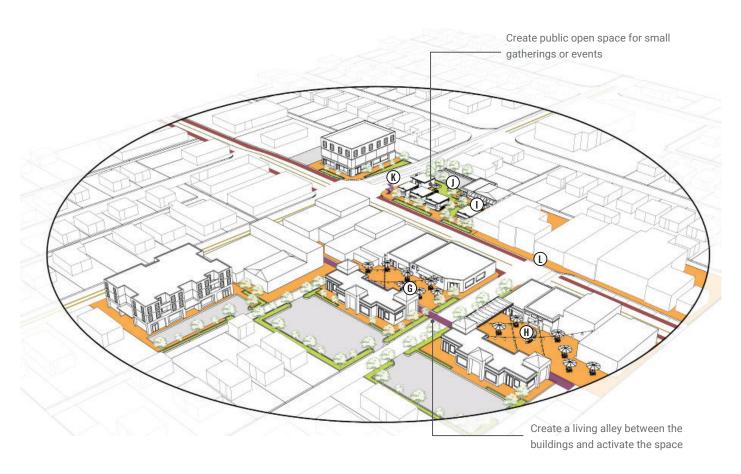


F Facade Improvements



OPEN SPACE





G Woonerf - Living Alley



Public Space



(H) Stores fronting Alley



(K) Public Art



() Food Hub Outdoor Seating



Pedestrian Realm



PROPOSED DESIGN/SPECIAL INTERVENTIONS

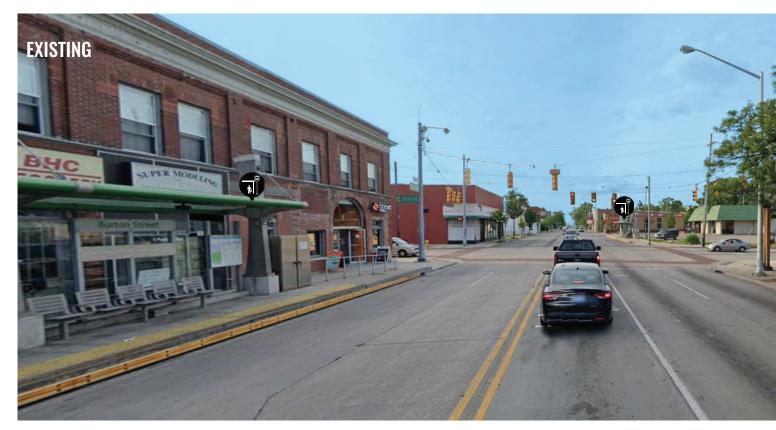
PEDESTRIAN-PRIORITY LIVING ALLEY

The intersection at Burton and South Division was selected as a Better Block intervention site, where corridor participants and engagement and project leaders meet in early October to activate the corner with place-making interventions such as pop-up retail, a parklet, food and beverage vendors, a voter registration table, a barber shop, and many other activities. This transformation created continued momentum and interest in making these types of modifications and interventions more permanent. Designs for the station area thus focus on building upon suggestions from the Better Block Activity, such as additional and permanent retail opportunities on underutilized parking lots, and in particular pedestrianpriority byways through the neighborhood. This project thus proposes utilizing an undeserved/unimproved alley within the station area as a pedestrian-priority space.

HOUSING

The intersection at Burton Street and Division was selected as a Catalytic Site because there is a significant number of city-owned parcels within the station quarter mile area. This area was thus also seen as an opportunity to program these sites with higher-density housing opportunities. Since area residents have expressed a preference for owning as opposed to renting, housing types added to this area include missing middle types with an owner-occupied focus, such as row houses and townhomes. These higher-density types fit well with the existing character of the neighborhood and add diversity to the current mix.

STREET VIEW (LOOKING NORTH ON DIVISION AVE)















FOOD HALL / FOOD KIOSKS

PUBLIC ART

FACADE IMPROVEMENTS / NEW STOREFRONTS

PROPOSED BUS ONLY LANE

05. ACTION CARDS





Utilize intersection as a potential anchor point for the community; mixed-use land uses and community-serving amenities

SP2 Create opportunity to add density on vacant/underutilized lots near station area. Opportunity to add housing options like walk-up apartments with ground floor commercial use or work spaces.



Create opportunities for housing diversity to include mixed-use buildings like flat-style apartments with ground floor commercial uses such as office space, general store, small pharmacy, etc.

STRATEGY 10: Support creation of living wage jobs for residents

STRATEGY 11: Activate vacant and underutilized space











Current area businesses, small developers



Short Term

Mid Term



Implement traffic calming measures at intersection of Burton Street and Division Avenue; improve connection between gaps in park access



- Widen sidewalk, improve landscaping and enhance pedestrian experience. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Provide shared parking for all uses internal to lot, and away from active street. Minimize curb-cuts on Division Avenue to create pedestrian safety by providing pedestrian-only access on the lot side that fronts Division Avenue.

STRATEGY 1: Reallocate road space

STRATEGY 2: Improve and add crosswalks















Existing businesses, new development



Short Term

Mid Term





New programming to connect resources to local businesses in the area



- Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses. Create a living alley between the buildings and add shade structures, outdoor seating opportunities, public art, and landscape features.
- Adaptive re-use of existing building into a small local retail / cafe / restaurant.

STRATEGY 11: Activate vacant and underutilized space













Current area businesses, small developers



















Short Term

Mid Term



Health-related programming and development; care options for children such as daycare



- Create public open space for small gatherings or events. There is a need to preserve open areas for spill-out breathing spaces within the city. Green open space provides for the needs of live, work, play, and learn which makes a community vibrant.
- Promote Burton Street as a food and beverage hub. Activate the pedestrian realm and create a small food hall with food kiosks fronting Division Avenue.

STRATEGY 8: Utilize public land for community needs

STRATEGY 11: Activate vacant and underutilized space



















Existing businesses, new development



Short Term

Mid Term

Long Term





New gathering spaces around historical and cultural assets; space for multi-cultural facilities



- Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses. Create a pedestrian-priority living alley between the buildings and add shade structures, outdoor seating opportunities, public art, and landscape features.
- Promote Burton Street as a food and beverage hub. Activate the pedestrian realm and create a small food hall with food kiosks fronting Division Avenue.

STRATEGY 8: Utilize public land for community needs
STRATEGY 11: Activate vacant and underutilized space













Current area businesses, small developers



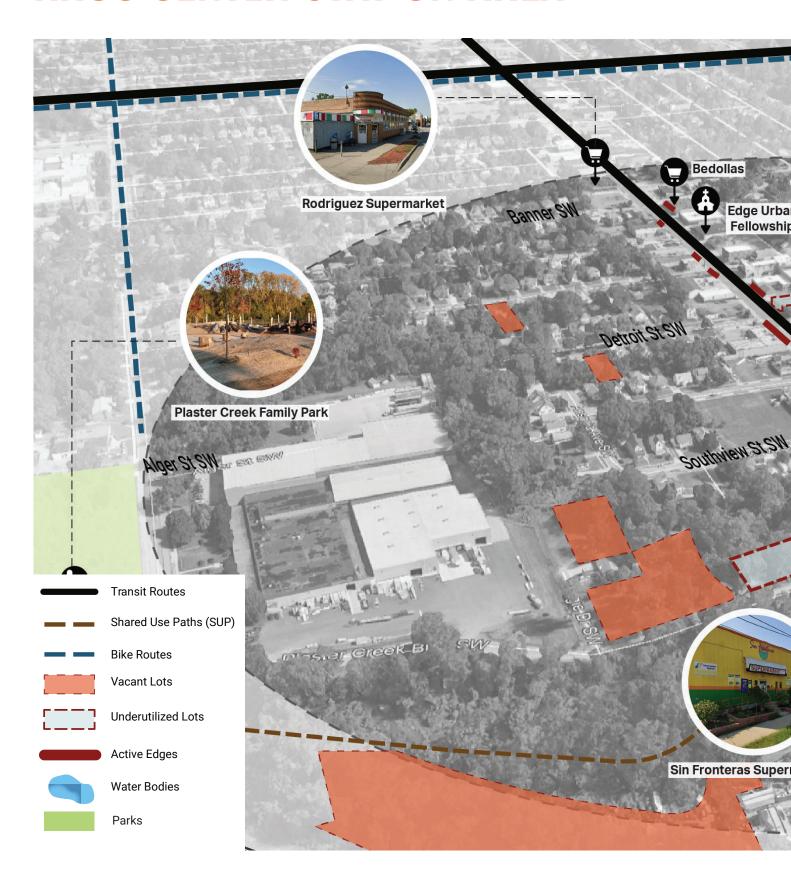
Short Term

Mid Term

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KROC CENTER STATION AREA





02. SCORECARD

12

TYPOLOGY

NEIGHBORHOOD CENTER

ORIENTATION

TRANSITIONAL

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Fewer restrictions for small development; development focused on community preservation



Improved bike trail and pedestrian connectivity to connect to nearby recreational facilities west of Division Avenue



A community bank; business retention and expansion programming



Increased middle housing and community programming around amenities



More green infrastructure to create a natural gateway

ORIENTATION BREAKDOWN



SUMMARY

Kroc Center Station ranks in the middle of the pack out of the stations in terms of its transit orientation score. While the station area has a low median lot size of approximately 5,300 square feet, it has a high average building setback of 26 feet and a relatively average lot coverage of 21% indicating that there are missed opportunities to increase intensity in the area. Other indicators that characterize the station as Transitional are intersection density (31 intersections), sidewalk mileage (approximately 19.5 miles), bikeway mileage (3.5 miles), and the share of households without a car (17%). Notably, Kroc Center Station has the lowest average weekday ridership of 112. With six of the nine indicators being assigned medium values, Kroc Center Station is best categorized as a Transitional station.





NEIGHBORHOOD CENTER

DENSITY & INTENSITY	
DENSITE & INTENSITE	
Residents/ Acre	13 -17
Dwelling Units/Acre	6-9
Jobs/Acre	3-7
Jobs & Residents / Acre	19 - 21
BUILT FORM*	
Lot Coverage	40% - 60%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	300
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	160/
Residential Area	16%
Non-Residential Area	84%
PARKING	
	1.72 spaces / 1,000 square

feet





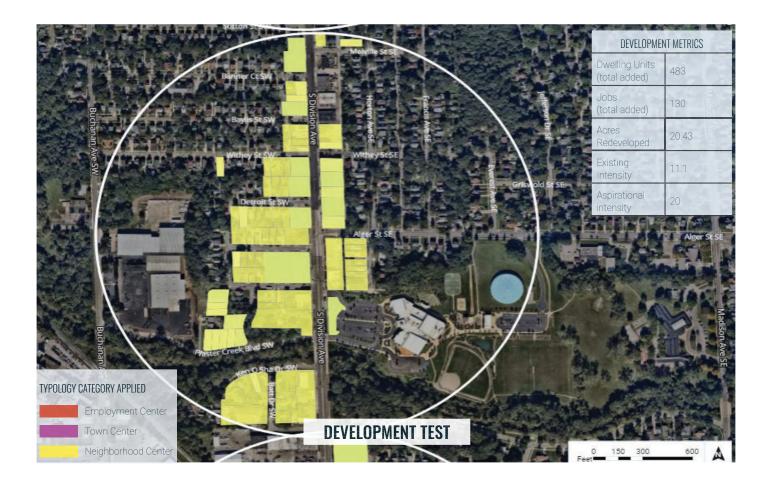




Parking Density

^{*} Refer to design guidelines for more detail

NEIGHBORHOOD CENTER



Kroc Center station is slightly balanced in favor of housing, with about 5.5 times as many residents as jobs. About 26.2% of the land area within the quarter mile is an employment-generating type, including commercial and office, and 38.9% of the area is other uses (including institutional and civic, as well as green space). 39.9% of the land area in the station is used for residential purposes.

When surveyed, 19.1% of participants identified Kroc Center as an Employment Center, 52.4% of participants said Neighborhood Center, and 28.6% said Town Center. This suggests that a housing-focused approach to Kroc Center station is desired. The focus in this station area is primarily on adding higher density housing and secondarily on supporting and adding neighborhood-supportive

employment uses.

Kroc Center station has a middle-of-the-road intensity score of 11.1 people and jobs per acre. The minimum aspirational intensity score for TOD stations is 20 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Neighborhood Center residential and job density rates in order to achieve an intensity of 20.

03. STATION ZONING

CURRENT ZONING CHALLENGES

The Kroc Center station area is predominantly zoned for Low-Density Residential on the Grand Rapids portion. On the Wyoming side, light industrial dominates. Traditional Business Area zoning follows the Division Avenue corridor in Grand Rapids, and Corridor General follows Division on the Wyoming side.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

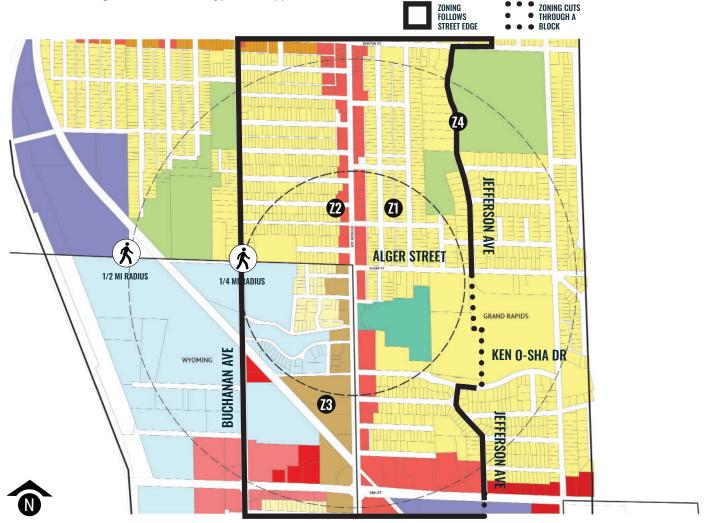
Low Density Residential: Within a quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit.

Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor residential behind commercial uses or facing side streets. Since small lots cannot support high parking ratios, consider eliminating parking for the first 2,000 square feet of commercial.

Corridor General: Reduce parking requirements for housing and commercial types to support

construction of desired building types and higher densities. Expand application of Corridor General zoning district to additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors.

A quarter mile station area overlay district could expedite projects that meet base requirements. This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.



4



STATION AREA STRATEGIES

- Widen sidewalk, improve landscaping, and add pedestrian crossing.
- Facade improvements on few existing buildings along Division Avenue.
- Re-purpose underutilized parking lots to provide seating and gathering spaces.
- Provide opportunities to host outdoor food market/event space on underutilized parking lots of the grocery stores.
- Accessory live/work unit on the underutilized lot.
- Create neighborhood play areas or outdoor learning facility on the vacant lot.
- Develop greenway on slow, low-traffic
 Plaster Creek Blvd as extension of trail west.
- Create opportunity to add housing density and diversity on vacant/underutilized land with townhomes and rowhouses.
- Add bike station in front of Kroc Center. This could potentially be a good connection point for bikes in the future.

PRODUCT TYPES

BUILDING USES



Accessory Dwelling Unit



Affordable Townhomes



Low Rise Apartments

PUBLIC REALM & OPEN SPACE



Outdoor Food Market



Neighborhood Park



Outdoor Learning Space

STATION AREA



Scooter Rentals



Quality of Storefronts Near Station

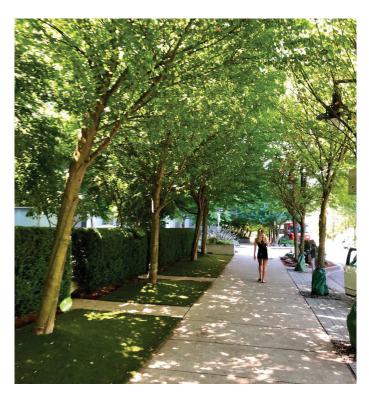


Streetscaping

PROPOSED DESIGN/SPECIAL INTERVENTIONS

GREENSPACE IMPROVEMENTS AND OUTDOOR CLASSROOM

During the fourth Steering Committee, participants emphasized the importance of greenspace in this location and reiterated the need to better utilize these green spaces for outdoor education opportunities. Possible examples mentioned included urban agricultural spaces, a family water learning center, or an outdoor nature classroom. Our design imagines a cultivated green space area that can support these uses on a parcel that is currently underutilized and publicly controlled. This space should be well-lit, connected to the existing trails system, and provide resources and amenities, as well as adequate trash receptacles and storage. Plaster Creek is an important guiding element that reinforces the station area as a natural gateway with safe outdoor amenities for local residents and visitors, and this feature should enhance that.





05. ACTION CARDS





Fewer restrictions will be underscored on smaller developments; development shall be focused on community preservation



- Facade improvements on few existing buildings along Division Avenue; provide opportunity for credit union or community bank. Kroc Center, as a neighborhood center with a large community anchor (the recreation center) is a good opportunity for the strategic addition of neighborhood commercial (community bank) and the improvement of existing retail.
- Re-purpose underutilized parking lots to provide seating and gathering spaces.

STRATEGY 12: Resources for residents and local business owners first.













Current area businesses, small developers



Short Term

Mid Term

l ong Torm



Improve bike trail and pedestrian connectivity to connect to nearby recreational facilities west of Division Avenue



- Widen sidewalk, improve landscaping, and enhance pedestrian experience. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Provide connections to existing trails and adjacent parks. Kroc Center's recreational campus is heavily used by area visitors; however, many do not appear to be riding this bus to the location. Better pedestrian connections and landscaping that encourage activity around the station area will support walkability and a greater mix of uses.

STRATEGY 1: Reallocate road space.

STRATEGY 2: Improve and add crosswalks.













Existing businesses, new development



Short Term

Mid Term

Long Term





Support community banks; business retention and expansion programming



- Facade improvements on few existing buildings along Division Avenue; provide opportunity for credit union or community bank. Kroc Center, as a neighborhood center with a large community anchor (the recreation center) is a good opportunity for the strategic addition of neighborhood commercial (community bank) and the improvement of existing retail.
- Re-purpose underutilized parking lots to provide seating and gathering spaces.

STRATEGY 12: Resources for residents and local business owners first.













Current area businesses, small developers



Short Term

Mid Term



Increase middle housing and community programming around amenities



- Provide opportunities to host outdoor food market/event space on underutilized parking lots of the grocery stores. Currently, there are a number of large and vacant sites that could benefit from additional programming, or the opportunity for area businesses to do pop-up markets. This creates active spaces at a low cost.
- SP5 Accessory live/work unit on the underutilized lot. This can help create an anchor example of a mixed-use type at the station, where there are currently no formal examples.
- SP6 Create neighborhood play areas on the vacant lot.
- SPB Create opportunity to add housing density and diversity on vacant/underutilized land with townhomes and rowhouses. While Kroc Center is somewhat constrained by topography near the station area, accessory dwelling units on existing residential parcels could support housing density.

STRATEGY 10: Support housing strategies to accommodate many users.



























Existing businesses, new development



Short Term

Mid Term

Long Term





Enhance green infrastructure to create a natural gateway



- Widen sidewalk, improve landscaping, and enhance pedestrian experience. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Develop greenway on slow, low-traffic Plaster Creek Blvd as extension of trail west. As described in the special projects section, residents would like additional learning and nature engagement opportunities, as well as cleanup of existing natural areas.

STRATEGY 14: Invest in environmental and health equity.











Current area businesses, small developers

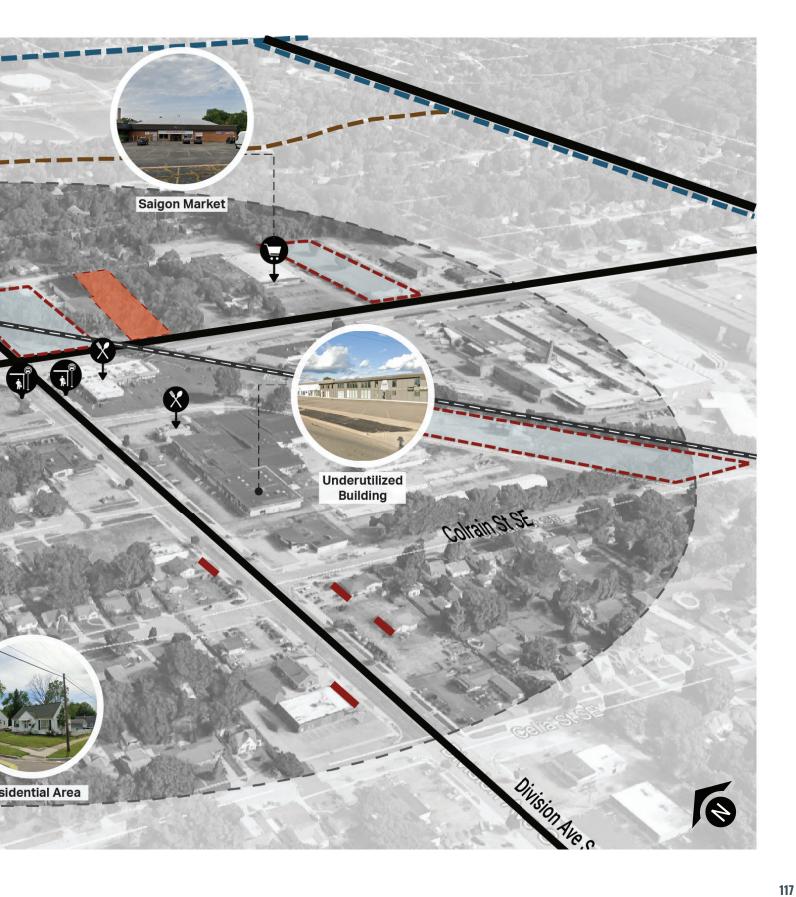


Short Term

Mid Term

28th STREET STATION AREA





02. SCORECARD

12

TYPOLOGY

EMPLOYMENT CENTER

ORIENTATION

TRANSITIONAL

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Greater opportunities to connect commercial uses.



Additional signalized crossing, lighting, landscaping and shading, and lower traffic speeds.



Commercial uses for underutilized and vacant lots.



Improved public spaces and green infrastructure.



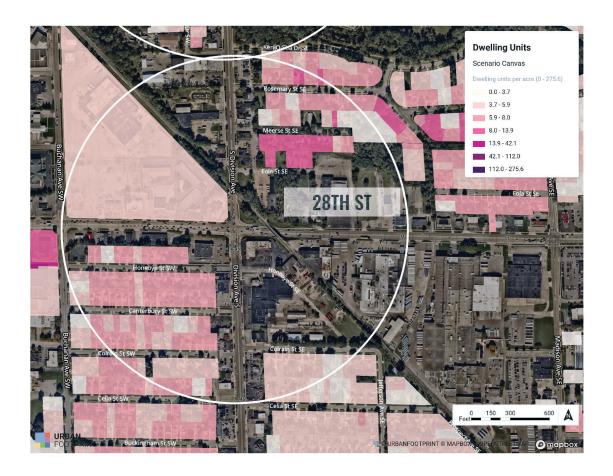
Public art to create a gateway that celebrates the local community.

ORIENTATION BREAKDOWN



SUMMARY

28th Street station ranked sixth among the eleven stations in terms of its transit orientation. Although this station has high ridership serving an average of 384 people per weekday, many of the indicators have medium values. Of the nine indicators that were measured, seven exhibited characteristics that are most consistent with the Transitional pattern which ultimately assigns it as a Transitional Station. Intersection density nears 150, median lot size is about 7,000 square feet with an average coverage of 21%,16 miles of sidewalk and 3 miles of bikeway line street edges, and the station area's intensity (12.34 jobs and residents per acre) and share of households without a car (16%) are medium values as well. The most concerning metric was the average building setback, which was about 46 feet, one of the highest average setback values among all the stations.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

EMPLOYMENT CENTER

DENSITY & INTENSITY	
Residents/ Acre	6-10
Dwelling Units/Acre	7 -10
Jobs/Acre	14 - 21
Jobs & Residents / Acre	20 - 30
BUILT FORM*	
Lot Coverage	50% - 65%
Building Setback	5 ft - 20 ft
Intersection Density (1/2 mile)	375
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	16%
Non-Residential Area	84%
PARKING	
	1.72 spaces / 1,000

square feet

RETAIL & OFFICE SPACE



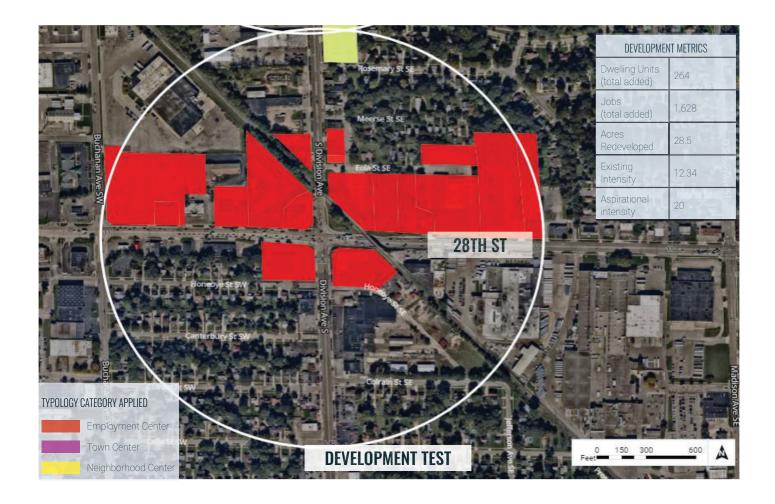




Parking Density

^{*} Refer to design guidelines for more detail

EMPLOYMENT CENTER



The 28th Street station area is balanced in favor of employment uses, with about 68% of the land area within the quarter mile being consumed for commercial and industrial land types. However, 28th Street has a ratio of almost 1:1 for jobs to residents.

When surveyed, 50% of participants identified 28th Street as an Employment Center, 22.7% of participants said Neighborhood Center, and 27.8% said Town Center. This suggests that a jobs-focused approach to 28th Street station is desired. The focus in this station area is primarily on adding employment focused developments and opportunities and secondarily on supporting and adding higher density housing.

28th Street station has a medium intensity score of 12.3 people and jobs per acre. The minimum aspirational intensity score for TOD stations is 20 people and jobs per acre. However the 28th Street station area appears to have a significant number of large opportunity sites for redevelopment. This capacity allows a more aspirational intensity goal of 30.

The development test above shows the acreage that would need to be developed using the Employment Center residential and job density rates in order to achieve an intensity of 20.

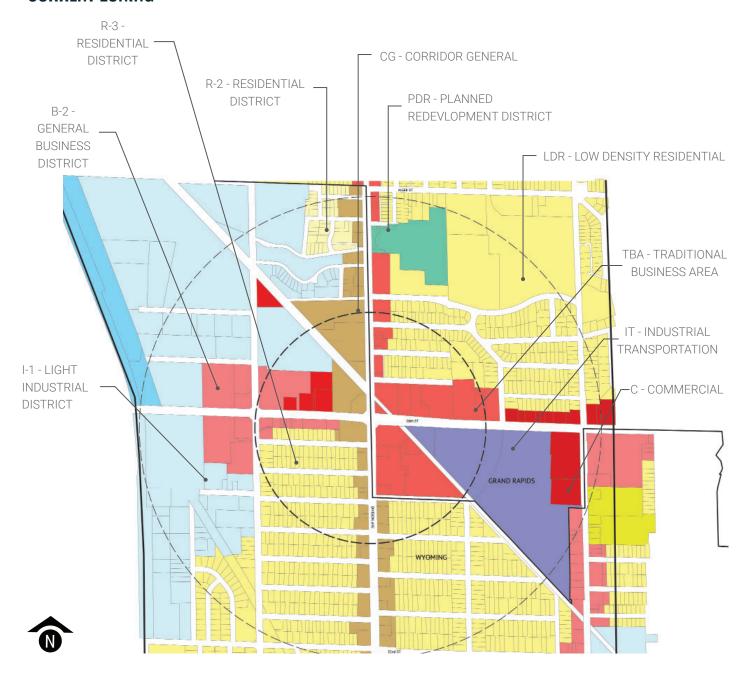
03. STATION ZONING

CURRENT ZONING CHALLENGES

The 28th Street station area is predominantly zoned for Traditional Business Area along the Division Avenue corridor in Grand Rapids, with Low-Density Residential on the northeast corner. On the Wyoming side, light industrial

dominates, with General Business District along 28th and R-2 Residential off the corridor. Corridor General follows Division on the Wyoming side. In both cities, some industrial uses follow the rail line.

CURRENT ZONING

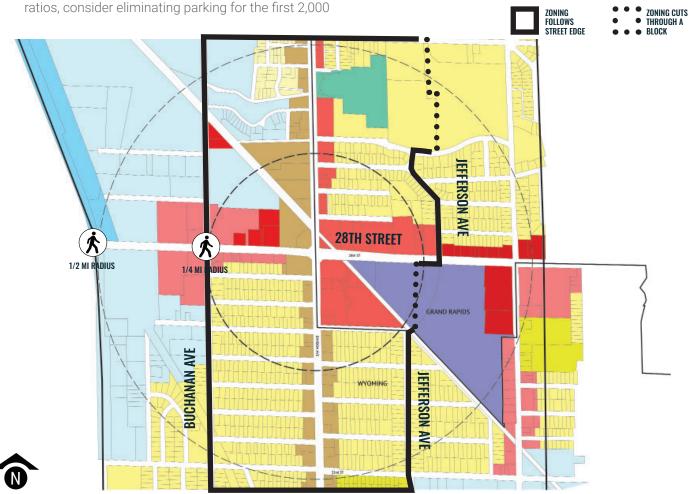


PROPOSED ZONING STRATEGIES

- Low Density Residential: Within a quarter mile of transit station, allow 3 units by right on standard-sized lots and reduce parking ratios to one space per unit.
- R-2 Residential District: Allow for attached, detached, or internal accessory dwelling units. Parking ratios and lot minimums would need to accommodate the additional units without increasing the lot size. Eliminate minimum building areas per unit.
- Traditional Business Area: Encourage creative, incremental mixing of uses including ground floor residential behind commercial uses or facing side streets. Since small lots cannot support high parking ratios consider eliminating parking for the first 2 000

- square feet of commercial.
- Corridor General: Reduce parking requirements for housing and commercial types to support construction of desired building types and higher densities. Expand application of form-based code zoning districts to additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors.
- A a quarter mile station area overlay district could expedite projects that meet base requirements.

 This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.





STATION AREA STRATEGIES

- Widen sidewalk and extend curb to shorten pedestrian crossings of 28th Street.
- SP2 Convert storefront parking into storefront with seating and shade structures.
- Addition of retail / office spaces on the underutilized / vacant lots.
- SP4 Gateway signage / way-finding.
- Create street wall with trees adjacent to sidewalks where appropriate.
- SPB Enhance the entrance gateway into the City of Wyoming by improving the intersection with landscaping; create opportunities for signage and monumental gateway art.
- Create spill-out spaces between the two buildings.
- Adaptive re-use of existing building into a small local retail / cafe / restaurant.



STATION AREA STRATEGIES

- Create landscape buffer to mitigate noise from railroad.
- Re-purpose existing gas station site into a restaurant to provide active street edge.
- Outdoor seating and event space for the restaurant.
- Provide shared parking for all uses internal to lot, and away from active street.
- Create more housing options and convert the extended stay hotel into a 3-story multi-family housing community.
- SP14 Utilize the vacant lot on northeast corner of the intersection to add new single family housing typology.
- Addition of mix of commercial uses at the intersection (e.g. office, restaurants, breweries, and neighborhood convenience).
- Create open spaces as a landscaped buffer against the railroad use.
- Existing uses into new buildings or addition of new buildings all to follow form-based code to create a building frontage / street wall along Division Avenue.
 - Create a wider shared-use path along 28th Street.

PRODUCT TYPES

BUILDING USES



Restaurants with Outdoor Seating



Commercial Mixed-Use (Office/Retail)



Neighborhood Services

BUILDING USES



Affordable Housing - Apartments



Middle Housing - Townhomes



New Single Family Housing Community

PUBLIC REALM & OPEN SPACE



Gateway Signage Installation



Quality of Public Realm



Public Art Installation

PROPOSED DESIGN/SPECIAL INTERVENTIONS

GATEWAY INTERVENTIONS AND INTERSECTION SAFETY

During the third and fourth Steering Committee conversations, participants suggested improving the area around the 28th Street bridge (the train overpass over 28th, as well as the one over Division Avenue) including potentially art or signage on the bridges. This may be challenging as 28th Street and the bridge are both owned by the state; however there is strong support for creating a gateway experience at this location, through the use of both way-finding and public art. In addition to this, there is a need to enhance the experience of place at all four corner lots near the intersection and to provide for safe crossings. Because of high traffic flows and the noise this creates, redevelopments at this corner are shown with public spaces and plazas buffered from the road with buildings or walls, but still accessible.



The intersection at Division and 28th was selected as a Catalytic Site because there is a significant number of underutilized parcels within the station quarter mile area. This area was thus also seen as an opportunity to program these sites with higher density housing opportunities. The area has a lot of extended stay hotels indicating that there is a need for more rental housing. Housing types added to this area include missing middle types with an owner-occupied focus, such as rowhouses and townhomes. These higher density types fit well with the existing character of the neighborhood and add diversity to the current mix.







05. ACTION CARDS





Create greater opportunities to connect commercial uses



- Addition of retail/office spaces on the underutilized / vacant lots.
- Create spill-out spaces between the two buildings.
- Fig. Existing uses into new buildings or addition of new buildings all to follow code changes and form-based code to create a building frontage / street wall along Division Avenue. Because of the amount of underutilized space at 28th Street, it may be possible to increase the intensity of activity at this location by supporting higher density employment uses at this location.

STRATEGY 7: Revise zoning code for density.











Current area businesses, small developers















Mid Term

Short Term

Long Term



Add signalized crossing, lighting, landscaping and shading, and lower traffic speeds



- SPI Widen sidewalk and extend curb to shorten pedestrian crossings of 28th Street. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- Create a street wall with trees adjacent to sidewalks where appropriate. Street walls in this location create an active edge and also block interior courtyards from noise. Adequate openings for pedestrian passage should be provided, contributing to a non-motorized network for new commercial spaces at the station.

STRATEGY 3: Add infrastructure for non-motorized users.

















Existing businesses, new development



Short Term





Introduce commercial uses for underutilized and vacant lots



- Convert storefront parking into storefront with seating and shade structures.
- Addition of retail/office spaces on the underutilized / vacant lots.
- Adaptive re-use of existing building into a small local retail / cafe / restaurant.
- Addition of mix of commercial uses at the intersection. Since 28th Street is one of three employment centers, it is a good place to focus on adding and enhancing job-creating uses that target area residents that need additional employment opportunities. This could be through local re-development of existing commercial sites or the expansion of non-profit or community employers into new office space.

STRATEGY 9: Support creation of living wage jobs for residents.























Current area businesses, small developers



Short Term

Mid Term

Long Term



Improve public spaces and green infrastructure



- SP9 Create landscape buffer to mitigate noise from railroad.
- reate open spaces as a landscaped buffer against the railroad use. Because of the industrial uses at 28th Street, as well as the high level of traffic, it is important to buffer any new residential or commercial uses from these existing elements. New structures in the station area have been designed to account for a need for additional pedestrian protection by using the street wall to buffer public areas and plazas from the road.

STRATEGY 14: Invest in environmental and health equity.







Existing businesses, new development



Short Term

Mid Term





Create opportunities for public art to create a gateway that celebrates the local community



Enhance the entrance gateway into the City of Wyoming by improving the intersection with landscaping. Create opportunities for signage and monumental gateway art. While public art and gateway art should be a featured at every station, it is particularly important at 28th Street, which is a high traffic intersection and also a gateway location between Grand Rapids and Wyoming. As described in the special interventions section, there is a strong desire to replace existing signage with public art created by a local artist.

Strategy 13: Station area design standards.









Current area businesses, small developers



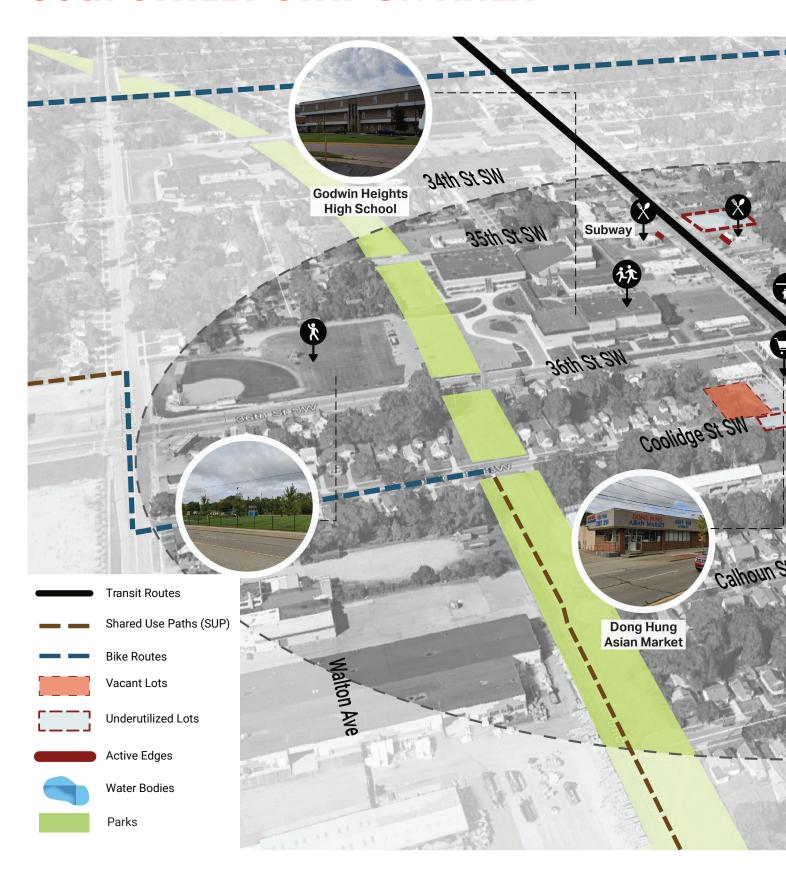
Short Term

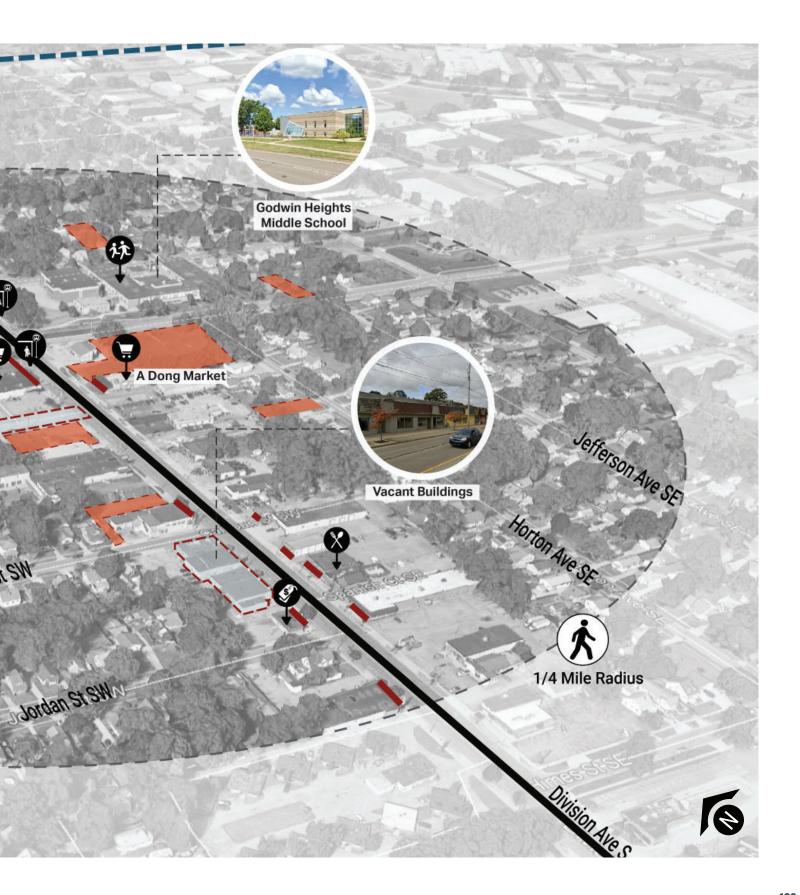
Mid Term

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36th STREET STATION AREA





02. SCORECARD

TYPOLOGY

NEIGHBORHOOD CENTER

ORIENTATION

TRANSITIONAL

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Community facilities tailored towards engaging the youth; mixed-use buildings to better transition to industrial uses.



Pedestrian infrastructure improvements such as mid-block crossings along Division Avenue near Godwin Heights Public School; improving the existing pedestrian bridge.



Utilize vacancies for non-profits and small-scale local businesses.



Additional recreational opportunities for young people; park access on the east side of Division Avenue.



Orientation of this area around youth programming and business development.

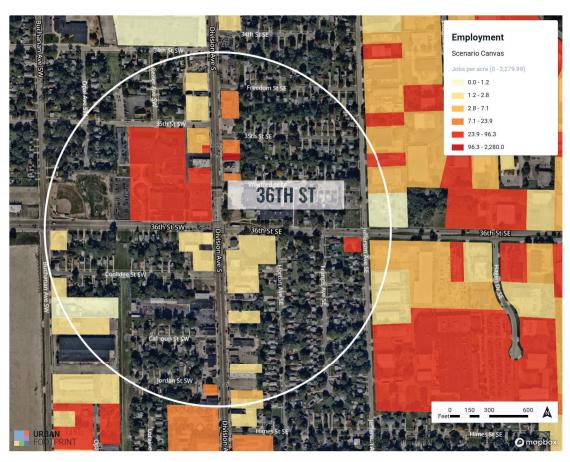
ORIENTATION BREAKDOWN



SUMMARY

36th Street station scores as primarily a Transitional station with some Drivable Suburban characteristics. Of the nine KPIs, none were measured as having a high value, six had medium values, and three had low values. The station area scored Transitional in the categories of median lot size (nearly 7,300 square feet), lot cover, average weekday ridership, sidewalk mileage, intersection density, and intensity score. The station scored poorly in the areas of building setback (approximately 29 feet) and share of households without a car (6%). These metrics indicate a more auto-dependent station area which is exacerbated by low bikeway mileage (1.3 miles).





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

NEIGHBORHOOD CENTER

DENSITY & INTENSITY	
Residents/ Acre	13 -17
Dwelling Units/Acre	6 - 9
Jobs/Acre	3 - 7
Jobs & Residents / Acre	19 - 21
BUILT FORM*	
Lot Coverage	40% - 60%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	300
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	16%
Non-Residential Area	84%
PARKING	
Parking Density	1.72 spaces / 1,000 square feet



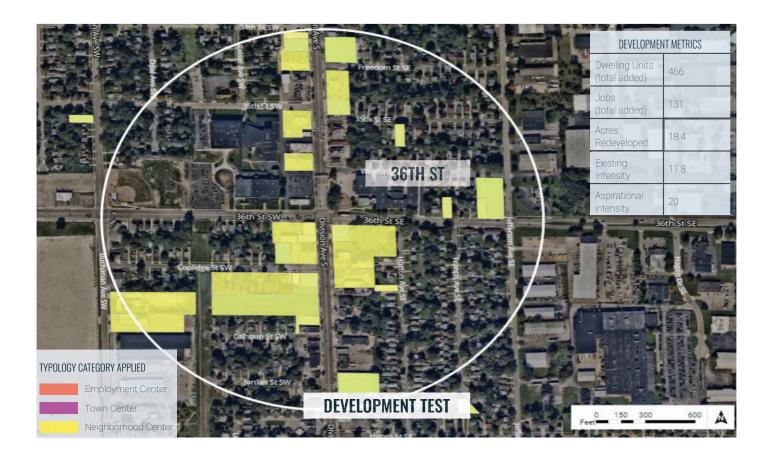






^{*} Refer to design guidelines for more detail

NEIGHBORHOOD CENTER



36th Street station is slightly balanced in favor of housing, with about 1.4 times as many residents as jobs. About 28.5% of the land area within the quarter mile is an employment-generating type, including commercial and office, and 38.9% of the area is other uses (including institutional and civic, such as schools). 48.1% of the land area in the station is used for residential purposes.

When surveyed, 18.8% of participants identified 36th Street as an Employment Center, 46.8 % of participants said Neighborhood center, and 34.4% said Town Center. This suggests that a housing-focused approach to 36th Street station is desired. The focus in this station area is primarily on adding higher density housing and secondarily on supporting and adding neighborhood-supportive employment uses.

36th Street station has a middle-of-the-road intensity score of 11.8 people and jobs per acre. The minimum aspirational intensity score for TOD stations is 20 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Neighborhood Center residential and job density rates in order to achieve an intensity of 20.

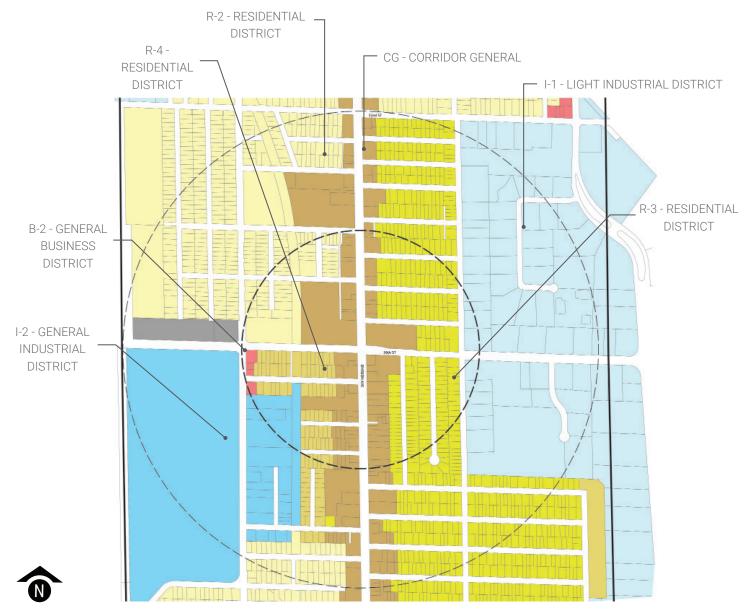
03. STATION ZONING

CURRENT ZONING CHALLENGES

The 36th Street station area is predominantly zoned for residential uses inside the quarter mile area, with R-2 and R-4 Residential on the west side and R-3 on the east side. Corridor General follows Division on both sides of the corridor. Finally, outside of the quarter mile and into the half mile, there are industrial uses both to the east and the west. On the west side, Site 36 (the former GM

plant) appears to still be zoned as I-2 General Industrial, although lighter uses such as mixed-use commercial and office are envisioned here. On the east side in the half mile station area, I-1 Light Industrial dominates, reflecting some existing uses. Both the east and west sides of the station area at the half mile have residential areas that border industrially zoned ones.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

- R-2 Residential District: Allow for attached, detached, or internal accessory dwelling units. Parking ratios and lot minimums would need to accommodate
- and lot minimums would need to accommodate the additional units without increasing the lot size. Eliminate minimum building areas per unit.
- Corridor General: Reduce parking requirements for housing and commercial types to support construction of desired building types and higher densities. Expand application of form-based code zoning districts to additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors.
- A quarter mile station area overlay district could expedite projects that meet base requirements.

 This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.

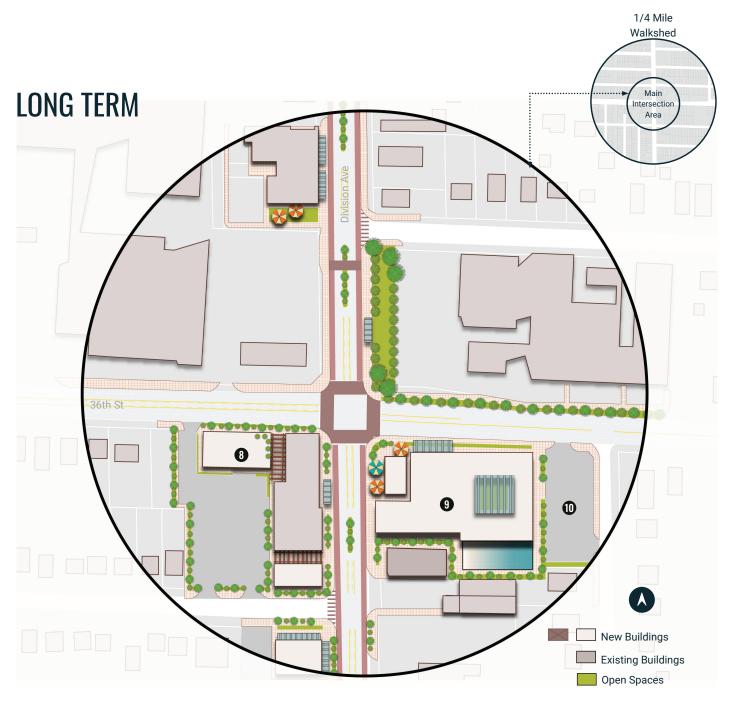






STATION AREA STRATEGIES

- Replace overpass pedestrian crossing with new at-grade connection to school at Wexford or 35th Street.
- At-grade median-protected mid-block crossing with pedestrian refuge area.
- Create street wall with trees adjacent to sidewalks where appropriate.
- SP4 Add a sidewalk café with outdoor seating.
- Replace underutilized lots with shaded structures to create gathering spaces.
- Adaptive re-use of existing buildings or addition of new buildings all to follow form-based code to create a building frontage / street wall along Division Avenue.
- Create bicycle lane east along 36th Street and a shared use path to the west on north side of 36th Street to connect with Interurban Trail.



STATION AREA STRATEGIES

- Add a building infill Retail /Restaurant / Café.
- Re-purpose the brownfield site on southeast corner of the intersection and create opportunities for after-school recreational programs for young adults like a Boys and Girls club.
- Provide shared parking for all uses internal to lot and away from active street.

PRODUCT TYPES

BUILDING USES







Youth Club



Food and Beverage Area

PUBLIC REALM & OPEN SPACE



Quality Open Space



Landscape Buffered Sidewalks



Outdoor Seating

STATION AREA



BRT Station Extension Near the Schools



Station Amenities



Pedestrian Refuge

PROPOSED DESIGN/SPECIAL INTERVENTIONS

YOUTH CLUB OF YMCA

Community members have expressed an interest in adding capacity in the station area for recreational and educational facilities for young people. The parcel in the south east corner, a former gas station and brownfield site, would be a good opportunity to add a community use to a site that is not appropriate for housing. This could include indoor sports (additional basketball courts), childcare facilities, additional classrooms, and additional meeting spaces. This could include computers and technology resources and connections to job training facilities (e.g., a tech youth resource center). Finally it has been proposed as a possible satellite location for the area Junior Achievement program.

FAMILY-FRIENDLY FOOD, BEVERAGE, AND RETAIL

36th Street is a hub for teachers, students, and parents in the Wyoming area. For this reason, it is desirable to have family-friendly retail, food, and beverage options that are especially accessible to kids and parents. Restaurants with large outdoor seating areas, playscapes, and sidewalk cafes, for example, can provide parents or crossing guards a nearby location to bring children after school, or a place for them to rest as they wait for pickup. Small local businesses that desire more exposure could take advantage of this location and the regular daily traffic the school uses provide.

PEDESTRIAN REFUGE AREA AND MOBILITY HUB

The station area adjacent to the school could support additional mobility facilities (scooters, e-bikes, racks) and landscaping, possibly through the addition of an easement, to support multi-modal connections in this area. Additionally, the crossing area north of the 36th Street station has an underutilized overhead pedestrian walkway. We propose to replace this with a pedestrian refuge area with supportive traffic calming.

05. ACTION CARDS





Tailor community facilities towards engaging the youth; mixed-use buildings to better transition to industrial uses



- sps Replace underutilized lots with shaded structures to create gathering spaces. While it may not be possible to quickly redevelop all vacant or underutilized lots and parking lots in a short time span, it is possible to better utilize these sites by making them available for pop-up events by area residents, business owners, and community organizations (schools and churches).
- Re-purpose the brownfield site on southeast corner of the intersection and create opportunities for afterschool recreational programs for young adults like a Boys and Girls club.

STRATEGY 8: Utilize public land for community needs.











Current area businesses, small developers



Short Term

Mid Term

Long Term



Pedestrian infrastructure improvements such as mid-block crossings along Division Avenue near Godwin Heights Public School; improving the existing pedestrian bridge



- SPI Widen sidewalk & improve landscaping and enhance pedestrian experience. Provide pedestrian amenities like shaded seating areas, charging stations near the station area, bicycle parking, and way-finding signage.
- At grade median-protected mid-block crossing with pedestrian refuge area. Because 36th Street is a location with a high density of school users on both sides of Division, it is critical to enforce safe crossing and slower speeds at this location. New at-grade crossing infrastructure here can replace the underutilized overhead pedestrian crossing element north of the intersection.
- Create street wall with trees adjacent to sidewalks where appropriate.

STRATEGY 8: Improve and add crosswalks.



















Existing businesses, new development



Short Term





Utilize vacancies for non-profits and small-scale local businesses



SP4 Add a sidewalk café with outdoor seating.



While larger scale development may be necessary at stations that have large vacant lots (54th, 60th) in most cases, there should be ample opportunities created for infill uses. Local community, or first time developers may find 36th Street an ideal location because of its proximity to areas schools (lots of foot traffic).

STRATEGY 6: Support incremental development.













Current area businesses, small developers



Short Term

Mid Term

Long Torm



Create additional recreational opportunities for young people; park access on the east side of Division Avenue



Re-purpose the brownfield site on southeast corner of the intersection and create opportunities for after-school recreational programs for young adults like a Boys and Girls club. A long term goal for health equity in the corridor is to reduce or transform the number of brownfield sites with proximity to sensitive and community uses. The re-purposing of this site will also add critical recreational facilities requested by residents in the area.

STRATEGY 14: Invest in environmental and health equity.















Existing businesses, new development



Short Term

Mid Term

Long Term





Orient this area around youth programming and business development



- Adaptive re-use of existing buildings or addition of new buildings all to follow form-based code to create a building frontage / street wall along Division Avenue.
- Re-purpose the brownfield site on southeast corner of the intersection and create opportunities for afterschool recreational programs for young adults like a Boys and Girls club.

STRATEGY 11: Activate vacant and underutilized space.















Current area businesses, small developers



Short Term

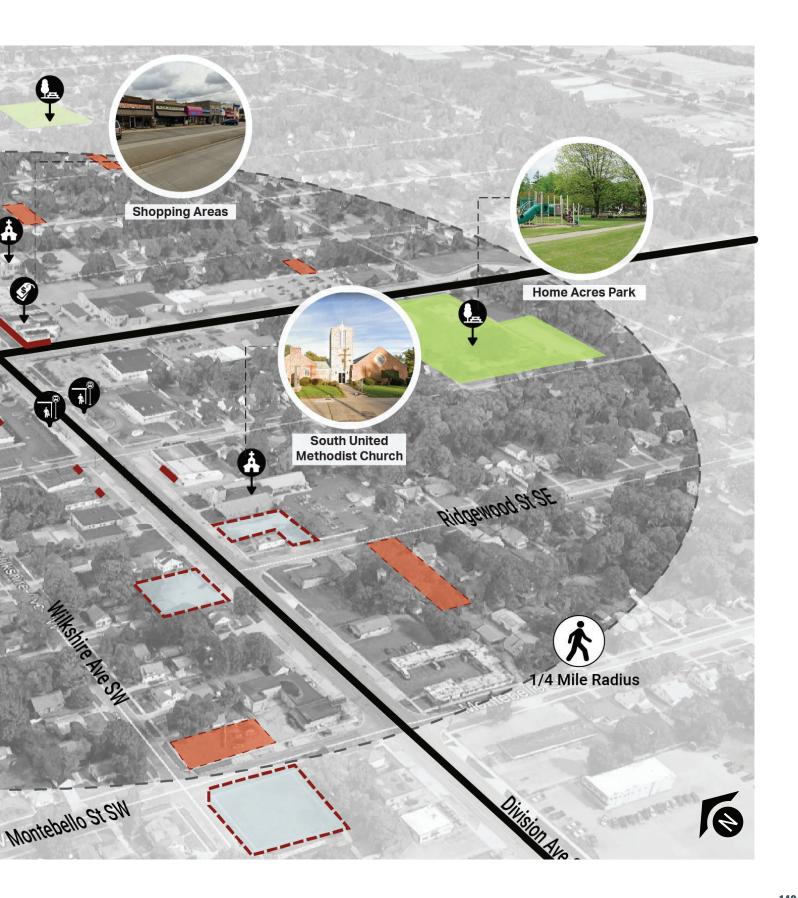
Mid Term

Long Term

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44TH STREET STATION AREA





02. SCORECARD

12

TYPOLOGY

TOWN CENTER

ORIENTATION

TRANSITIONAL

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



High density single family or multi-family options within the quarter mile of the station.



Intersection treatment to enhance way-finding; mid-block crossing and median refuge on Division Avenue.



Zoning that allows for higher job and residential densities; active store frontage near the station.



Reduced parking on lots fronting Division Avenue; improved connection between the trail system to the west and the station area.



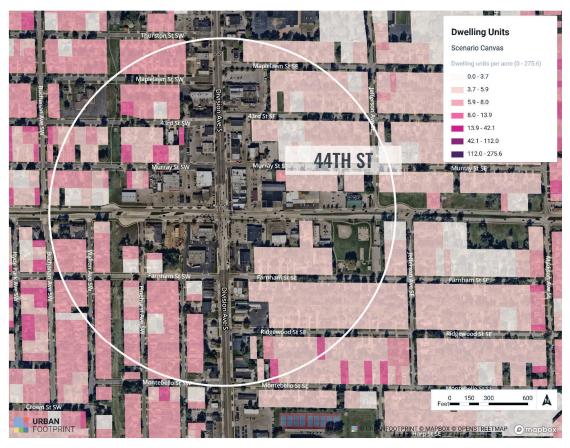
Storefront improvements that improve station area identity.

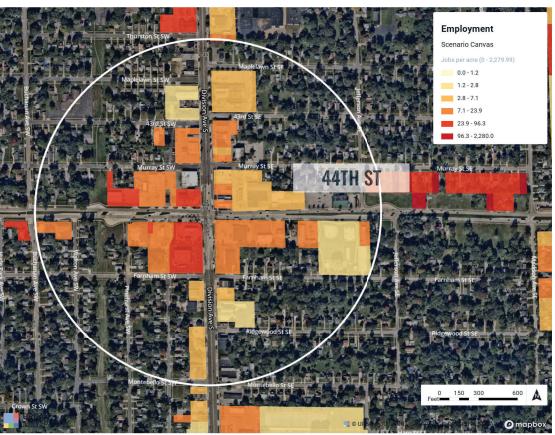
ORIENTATION BREAKDOWN



SUMMARY

Five of the nine indicators for 44th Street station are more consistent with the Transitional pattern. These indicators are intensity (11.5), median lot size (7,754 square feet), intersection density (25), lot coverage (19%), and average weekday boardings (310). Like 36th Street station, 44th Street has unfavorable metrics for average building setback (30 feet), bikeway mileage (1.6 miles), and the share of households without a car (5%). A total of three out of the nine indicators follow Drivable Suburban patterns.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

TOWN CENTER

DENSITY & INTENSITY	
Residents/ Acre	9 - 20
Dwelling Units/Acre	5-8
Jobs/Acre	5 - 37
Jobs & Residents / Acre 25 - 40	
BUILT FORM*	
Lot Coverage	55% - 65%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	53%
Non-Residential Area	47%
PARKING	
Parking Density	1.22 spaces / 1,000 square feet

MIXED-USE APARTMENTS

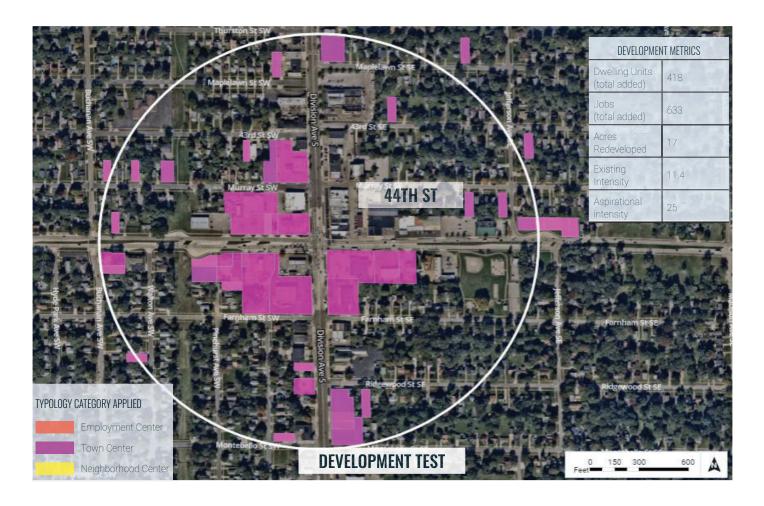






^{*} Refer to design guidelines for more detail

TOWN CENTER



The 44th Street station is largely residential, with about 56.2% of the land area within the quarter mile being consumed for residential-only uses, and approximately 2.2 times more residents than jobs.

When surveyed, 26.7% of participants identified 44th Street as an Employment Center, 23.3% of participants said Neighborhood Center, and 50% said Town Center. This suggests that a mixed approach to 44th Street is desired. Thus, an approach to adding density in this station area should include higher density housing but also balance this with a greater share of employment uses than currently exists in the station area.

44th Street station has a middle-of-the-road intensity score of 11.8 people and jobs per acre. The minimum

aspirational intensity score for this station as a Town Center is 25 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Town Center residential and job density rates in order to achieve an intensity of 25.

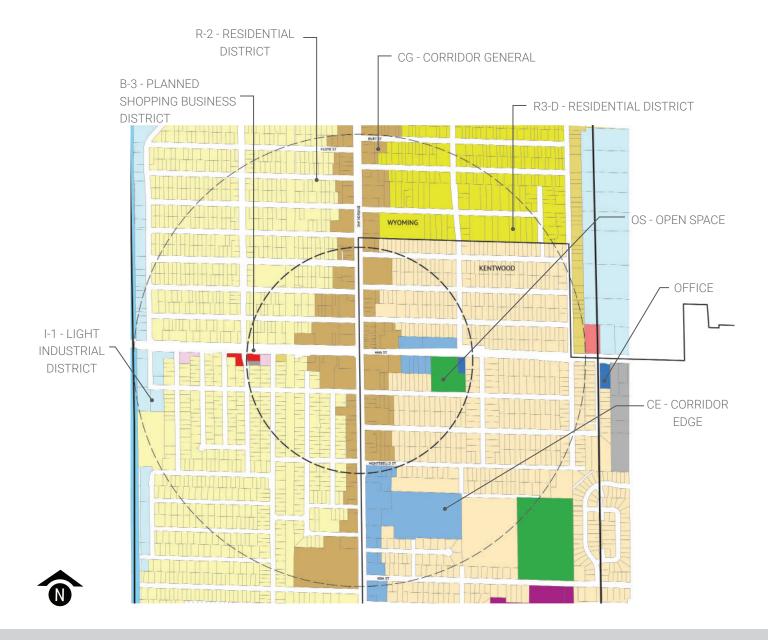
03. STATION ZONING

CURRENT ZONING CHALLENGES

The 44th Street station area is predominantly zoned for residential uses inside the quarter mile area, with Residential on the Wyoming side (west) and R1-D Single Family on the Kentwood side (east). These are low-density housing categories, although within the half mile there is R-3 zoning on the east side. Corridor General follows Division on both sides of the corridor. A second form-

based code type, Corridor Edge, follows 44th Street to the east of the station and can also be seen on the east side of Division Avenue. This is a zoning type similar to Corridor General, but meant to act as a transitional type between higher density corridor and lower density residential neighborhood uses.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

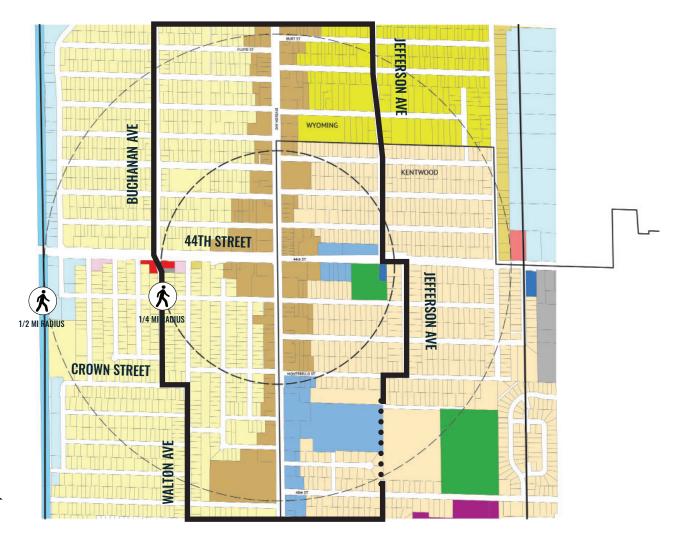
R-2 Residential District: Allow for attached, detached, or internal accessory dwelling units. Parking ratios and lot minimums would need to accommodate the additional units without increasing the lot size.

Eliminate minimum building areas per unit.

- Corridor General and Corridor Edge: Reduce parking requirements for housing and commercial types to support construction of desired building types and higher densities. Expand application of form-based code zoning districts to additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors.
- A quarter milestation area overlay district could expedite projects that meet base requirements.

 This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.
 - ZONING CUTS
 FOLLOWS
 STREET EDGE

 ZONING CUTS
 THROUGH A
 BLOCK

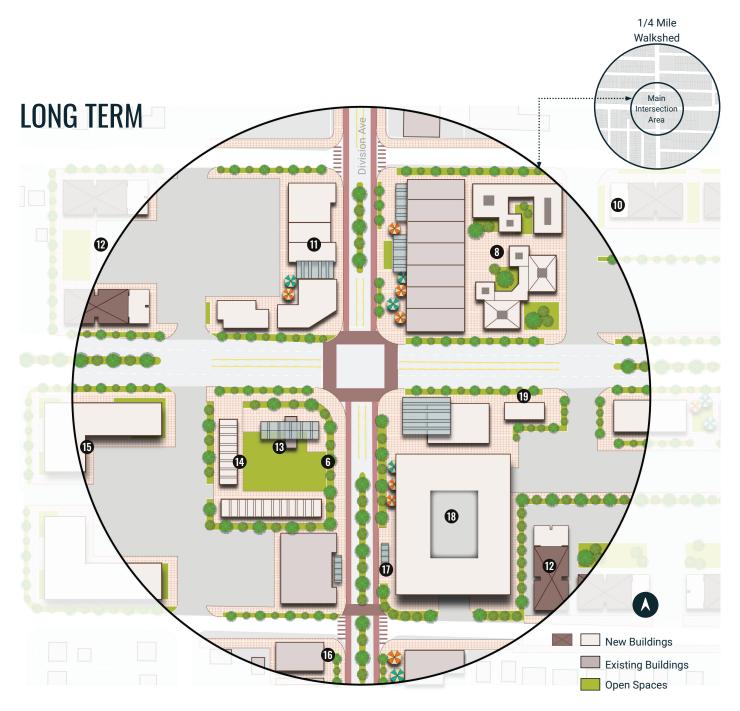






STATION AREA STRATEGIES

- Expand sidewalk and shorten pedestrian crossings by extending curb or adding refuges.
- Convert storefront parking into storefront with seating and shade structures.
- Improve building facades and add more storefronts.
- Provide shared parking for all uses internal to lot and away from active street.
- Replace storefront parking with shaded structures to create gathering spaces.
- Create a street wall with street trees adjacent to sidewalks.
- Add a building infill to create a street wall with retail/restaurant/cafe building uses
- Create spill-out spaces between the two buildings.
- Reduce and/or consolidate curb-cuts on 44th and Division to create safer walking environment.



STATION AREA STRATEGIES

- Create middle housing options 3-flat apartment style buildings.
- Neighborhood convenience and offices.
 Buildings placed close to pedestrian
 walkways creating a street wall.
- 2 3 story apartment/townhome building with a central courtyard.
- Convert gas station into a restaurant and convert parking into outdoor event lawn.
- Create a food and beverage hub with small food kiosks around the open space.

 SP18 3-story mixed-use building with retail wrapped around parking deck on ground parking deck on ground
- 3-story mixed-use building with retail/ office on ground floor and housing on top.
- Encourage active uses such as cafe or restaurant at front of lot.
 - Multi-modal hub to provide options for last-mile connections with bike share and scooters.
- B 3-story mixed-use building with retail wrapped around parking deck on ground floor and housing on top two floors wrapped around the central parking deck.
- Activate 44th Street with spaces for small businesses (retail/ restaurant/ offices).
- Add pedestrian crossings of Division with landscaped median approaching 44th.

PRODUCT TYPES

BUILDING USES









Neighborhood Services

BUILDING USES & PUBLIC REALM



Shopping Plaza



Food & Beverage Hub



Adaptive Re-Use of Gas Station

OPEN SPACE & STATION AREA



Shared Parking Interior to the Lot



Streetscaping - Parklets



Painted Pedestrian Crossings

PROPOSED DESIGN/SPECIAL INTERVENTIONS

FOOD HUB

The community has emphasized the important role of food in the cultural identity and business profile of this area. The Golden Bridge Plaza, Cafe Boba, and the Saigon Cafe are popular local eateries and destinations in the northwest portion of the station area. The Southern United Methodist Church at the 400 block of Division advertises Saturday food truck parking. Finally, the Better Block Event at 43rd and Division tested out interest in a cultural market and the response was strong. In general, there is an opportunity to combine multiple existing opportunities related to food, and to attract new ones, to catalyze a food hub at this location.



05. ACTION CARDS





High density single family or multi-family options within quarter mile of the station



- Create middle housing options. Currently 44th Street Station has few to no rental options that are missing middle types. With the goal of turning 44th Street into a Town Center, it is important to establish affordable and appropriately scaled rental options near existing and future commercial.
- 3-story mixed-use building with retail wrapped around parking deck on ground floor and housing on top two floors wrapped around the central parking deck.

STRATEGY 10: Support housing strategies to accommodate many users.











Current area businesses, small developers



Short Term

Mid Term

Long Torm



Intersection treatment to enhance way-finding; mid-block crossing and median refuge on Division Avenue





- SPB Create spill-out spaces between old and new buildings.
- Multi-modal hub to provide options for last-mile connections with bike share and scooters. While all stations could benefit from a mobility hub (at varying scales), providing one at 44th is especially important because of the additional cross town bus connections.
- Improve building facades and add more storefronts.

STRATEGY 5: Establish mobility hubs.













Existing businesses, new development



Short Term

Mid Term

Long Term





Zoning that allows for higher job and residential densities; active store frontage near the station



Activate 44th Street with live/work and flex spaces for small businesses and small shopping areas (retail/ restaurant/ offices). As with all stations in the study area, zoning changes may be necessary to incentivize and allow greater density of uses to support these types of buildings. Like Burton, 44th Street is an area where a Town Center is desired, but a significant amount of land area within the quarter mile is low density residential

SP16 Encourage active uses such as cafe or restaurant at front of lot.

STRATEGY 7: Revise zoning code for density.













Current area businesses, small developers



Short Term

Mid Term



Reduced parking on lots fronting Division Avenue; improved connection between the trail system to the west and the station area



Minimize curb-cuts on Division Avenue and create pedestrian-only access.



Replace storefront parking with shaded structures and green space to create gathering spaces. Adding quality green spaces with seating and shade to public areas along the roadway could provide an opportunity for pedestrians to rest in between destinations and will support the choice to walk rather than drive to destinations in the immediate station area, as well as create a reason to stay.

STRATEGY 14: Invest in environmental and health equity.















Existing businesses, new development



Short Term

Mid Term

Long Term





Storefront improvements that improve station area identity

Convert gas station into a restaurant and convert parking into outdoor event lawn.



- Create a food and beverage hub with small food kiosks around the open space.
- Encourage active uses such as cafe or restaurant at the front of the lot; re-house existing retail in new development.
- Improve building facades and add more storefronts. Utilize facade improvement grants that target existing owners and focus on older buildings.

STRATEGY 12: Resources for residents and local business owners first.











Current area businesses, small developers

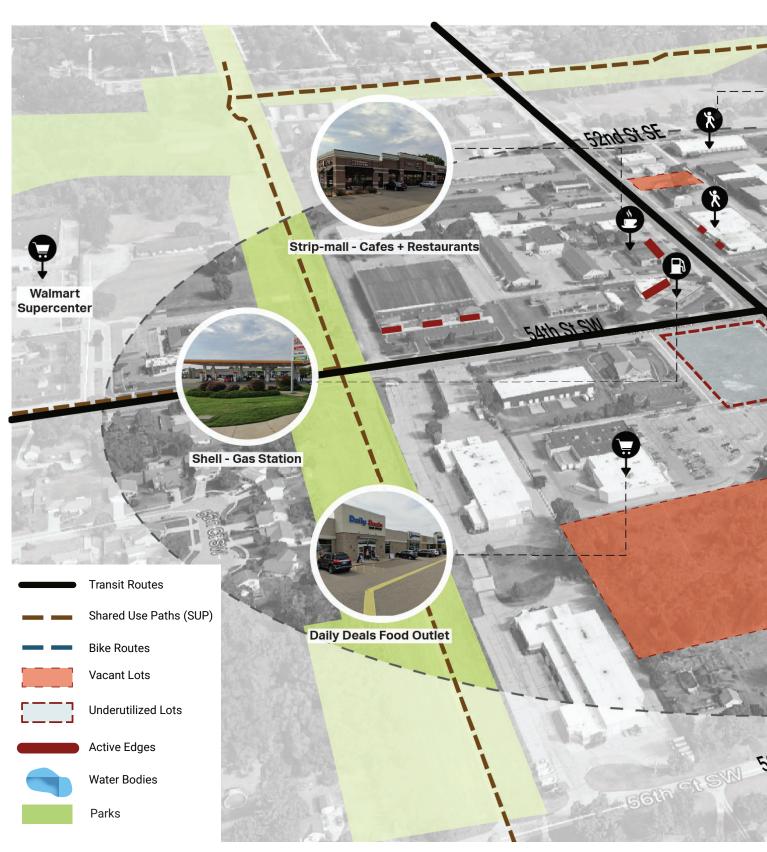


Short Term

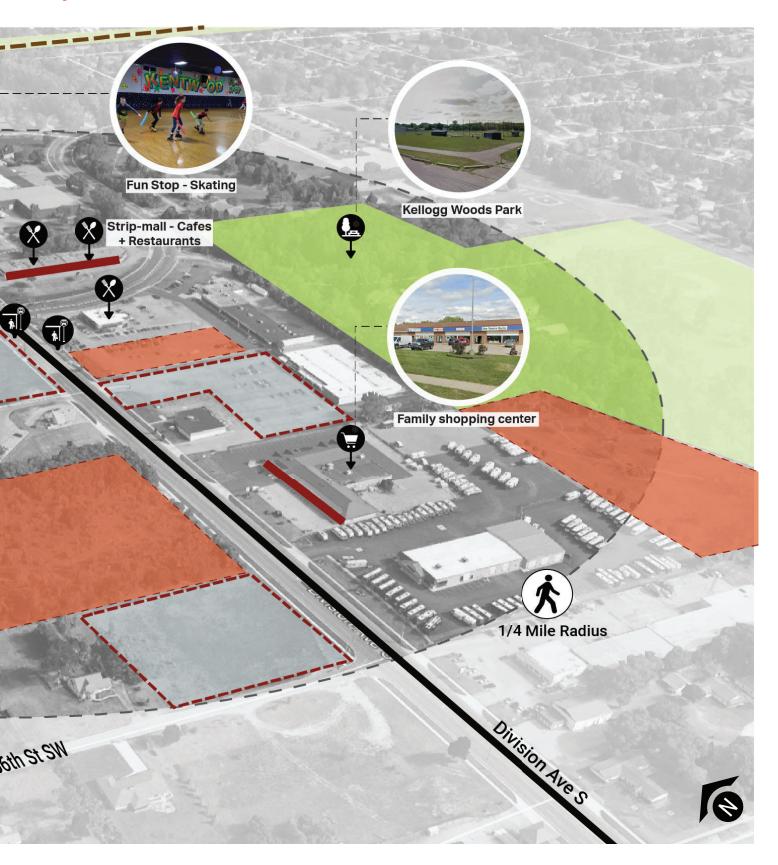
Mid Term

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54th STREET STATION AREA (CATALYTIC S



SITE)



02. SCORECARD

13

TYPOLOGY

TOWN CENTER

ORIENTATION

DRIVABLE SUBURBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Activation of shopping centers and vacant lots by adding community uses; creation of store frontage along Division Avenue.



Signage on East-West Trail; more bike lanes are to connect to trail systems west of Division Avenue (and connections to Kellogg Woods Park).



Utilization of vacancies for non-profits and for local businesses.

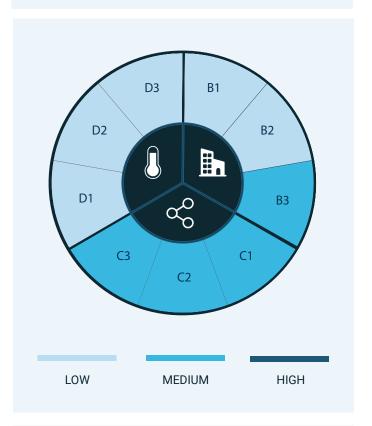


Preservation of existing civic uses and recreational assets; new and creative strategies to enhance the area's quality of life.



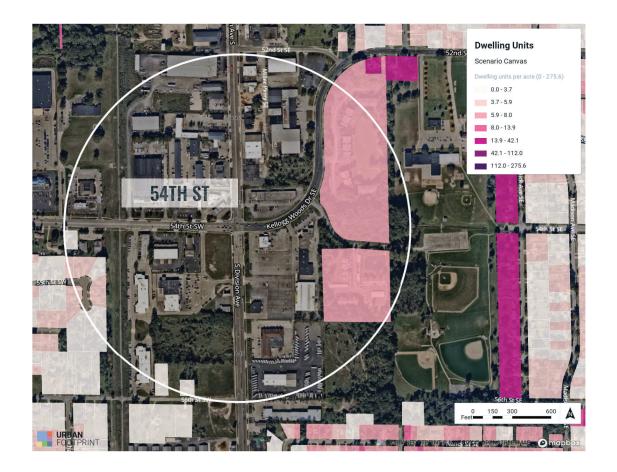
Creation of opportunities to add cultural assets to celebrate area diversity.

ORIENTATION BREAKDOWN



SUMMARY

With no Walkable Urban patterns present, this station has one of the greatest opportunities to improve and redevelop into a more transit-oriented area. Of the nine indicators that were measured, four were consistent with Transitional area patterns. The average lot coverage per parcel was 14.2%, the second lowest score among all stations for the same metric; sidewalk mileage was 11 miles which was the lowest score among all stations for the same metric. Bikeway mileage is 2.4 miles and average weekday boardings is 210, which are both the third lowest values among all stations for the same metrics. The remaining five indicators were low-scoring. Low intensity (3.58), large median lot sizes (nearly 30,000 square feet), building setbacks (48 feet), share of households without a car (6%), and low intersection density all contribute to orienting this environment to the automobile.





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

TOWN CENTER

DENSITY & INTENSITY	
Residents/ Acre	9 - 20
Dwelling Units/Acre	5-8
Jobs/Acre	5 - 37
Jobs & Residents / Acre 25 - 40	
BUILT FORM*	
Lot Coverage	55% - 65%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	53%
Non-Residential Area	47%
PARKING	
Parking Density	1.22 spaces / 1,000 square feet

MIXED-USE APARTMENTS

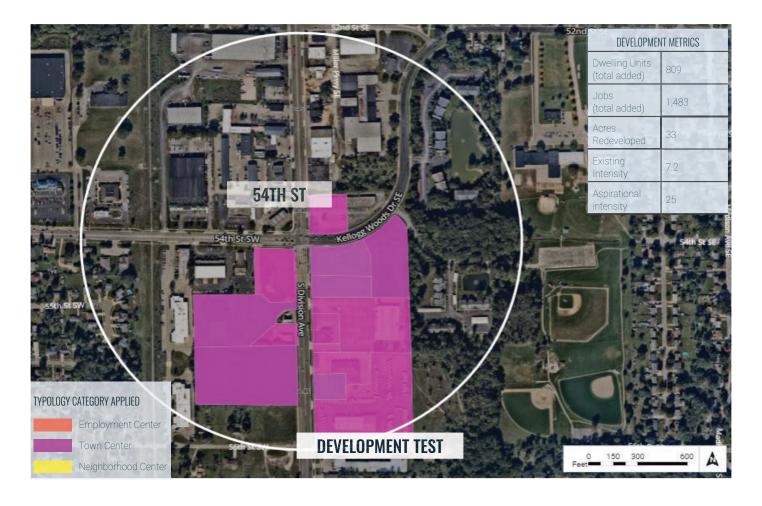






^{*} Refer to design guidelines for more detail

TOWN CENTER



The 54th Street station area is primarily employment-based uses, with about 57.6% of the land area within the quarter mile being consumed for commercial uses, and approximately 2.5 times more jobs than residents.

When surveyed, 33.3% of participants identified 54th Street as an Employment Center, 24.4% of participants said Neighborhood Center, and 42.2% said Town Center. This suggests that a mixed approach to 54th Street is desired. Thus, an approach to adding density in this station area should include higher density housing but also balance this with a greater share of employment uses than currently exists in the station area.

54th Street station has a middle of the road intensity score of 7.2 people and jobs per acre. The minimum aspirational intensity score for this station as a Town Center is 25 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Town Center residential and job density rates in order to achieve an intensity of 25.

03. STATION ZONING

CURRENT ZONING CHALLENGES

The 54th Street station area is predominantly zoned for Corridor Edge in the quarter mile area on the west side of Division Avenue. On the eastern (Kentwood) side, Corridor General is the primary zoning category, although there is also Corridor Edge to the north and south of the quarter mile on this side. Some legacy industrial zoning is also in place (off of 54th Street on the east side). Kelloggsville

Park has a significant footprint and this area is delineated in zoning. Higher density residential Planned Development zoning can be seen directly adjacent to the park. Finally, outside of the quarter mile area, R-2 and R1-D districts as well as some B-2 General Business Districts can also be seen.

CURRENT ZONING



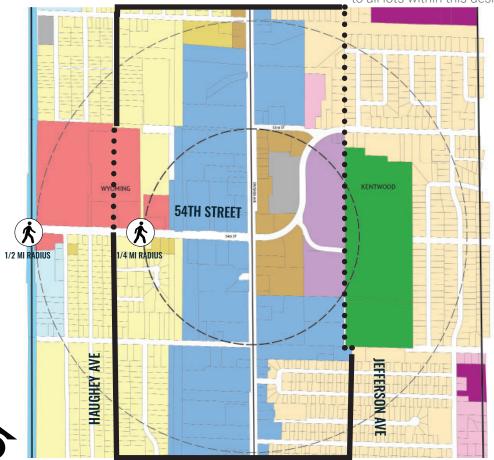
PROPOSED ZONING STRATEGIES

- R-2 and R1-D Residential District:
 - Allow for attached, detached, or internal accessory dwelling units.
 - Parking ratios and lot minimums would need to accommodate the additional units without increasing the lot size.
 - · Eliminate minimum building areas per unit.
 - Outside the form-based code districts, there is currently no zoning district that accommodates small multi-family housing options on a standard-sized neighborhood lot.
- Corridor General and Corridor Edge: Reduce parking requirements for housing and commercial types to support construction of desired building types and higher densities without relying on bonuses that only apply to a limited number of parcels. Expand

application of form-based code zoning districts to additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors. Use of Corridor Edge or Corridor General zoning districts in Wyoming and Kentwood should be coordinated to align expectations and regulations that are consistent on both sides of the corridor. There is a need for site design standards that show how large parcels can provide access and be subdivided into smaller parcels that better align with the desired building types within the form-based code.

A quarter mile station area overlay district could expedite projects that meet base requirements.

This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.



ZONING CUTS Through A

STREET EDGE



STATION AREA STRATEGIES

- Widen sidewalk and shorten pedestrian crossing by extending curb or adding pedestrian refuges. Replace on-street bike lane with wider off-street shared use path.
- Create a public open space at the intersection for gatherings / events.
- Facade improvements on existing buildings and add shade structures to storefronts.
- Create spill-out spaces between the two buildings. New developments should ensure that pedestrian-scaled passages between parcels are preserved and enhanced to create internal pedestrian circulation.
- Provide shared parking for all uses internal to lot and away from active street.
- Re-purpose the underutilized parking lot and add a mix of commercial uses (e.g., retail, restaurants, offices, breweries, and neighborhood convenience).
- Increase density by adding more middle housing products like rowhouses that are increasing in popularity around this area.



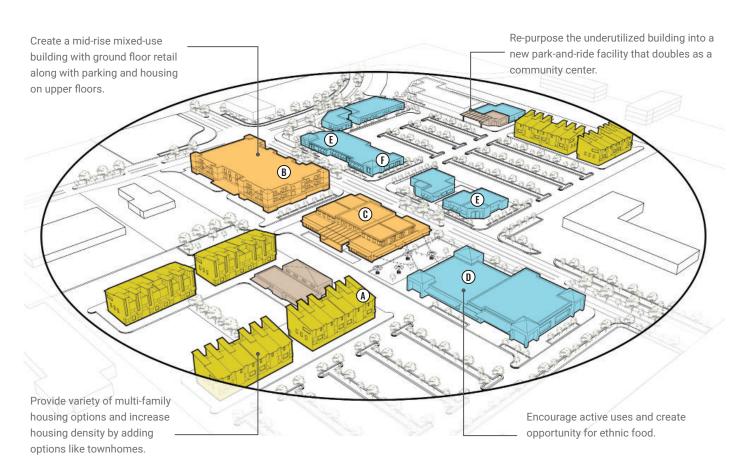
STATION AREA STRATEGIES

- Park-and-ride facility along with neighborhood mobility hub with waiting areas in the building.
- Create a mid-rise mixed-use building with ground floor retail along with parking and housing on upper floors.
- Increase density by providing middle housing options like townhomes, 3-flat style apartments, or duplexes. Provide also community amenities.
- Provide variety of multi-family housing options like live-work units / duplexes in close proximity to commercial uses.
- Create opportunity for ethnic food.
- Re-purpose existing buildings to create community centers and to promote other community-driven non-profit centers.
- Replace on-street bike lane with wider offstreet shared use path along Division.

BUILDING TYPES

Mixed-Use

Commercial (Retail / Restaurants)



(A) Townhomes / Rowhouses



(D) Ethnic Food Markets



B Low Rise Mixed-Use



(E) Retail / Restaurants / Offices



C Low Rise Live/Work

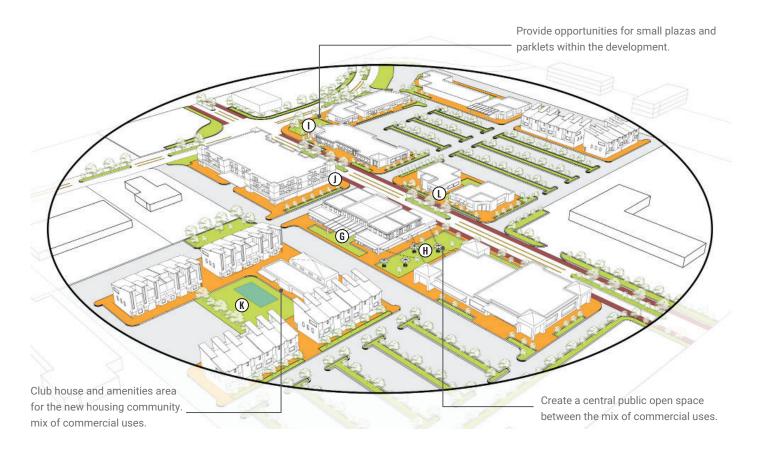


(F) Mobility Hub



OPEN SPACE









Pedestrian Realm



(H) Central Open Space



(K) Residential Amenity Areas



Public Plaza



Restaurants with Outdoor Seating



STREET VIEW (LOOKING NORTH ON DIVISION AVE)













APARTMENT UNITS

NEIGHBORHOOD SERVICES - GROCERY / GENERAL STORE

RESTAURANTS

CAFES / BARS

PUBLIC ART

RETAIL / SHOPPING

PROPOSED BUS ONLY LANE

PROPOSED DESIGN/SPECIAL INTERVENTIONS

FACING THE CORRIDOR: ADDING LINERS AND CREATING PASSAGES

Two of the biggest challenges of urban form in the 54th Street station area are scale (for example, the huge and unwalkable distances between activity nodes) and a lack of orientation and focus (for example, few to no developments in the station area actually interface with a main street like Division or 54th). In order to deal with the problem of orientation and focus, retail developments have been added along Division, to reduce the average setback from the road and create an engaging street edge (also known as 'adding liners'). In order to deal with the issue of scale, new buildings added to the station area include pedestrian-scaled passages between buildings. This breaks up the face of the development and allows human-scale circulation patterns throughout these large sites.

ACTIVATING THE CONCRETE

A typical challenge with retrofitting suburban sites is the excessive amounts of concrete (typically excess parking, but sometimes just paved vacant lots). The advantage to this condition is that large paved sites can sometimes be utilized for quick pop-up activation for large group events (such as flea markets). For longer term developments, they can also be creatively reconfigured into plazas or courtyards (potentially with comfort or public art amenities) and because they are large spaces, a lot is possible.

ADDING HOUSING AND LINKING TO EXISTING HOUSING

Adding housing to create more mixed-use at a station that is currently very single-use in profile, no matter what station typology is selected, is a needed intervention in the corridor. High density for-purchase townhome developments are compatible with both single family and multi-family types and often act as a transition between them. If overall improvements in pedestrian environment are successful, they will support this product's viability.





06. ACTION CARDS





Activate shopping centers and vacant lots by adding community uses; creation of store frontage along Division Avenue



- Create a public open space at the intersection for gatherings / events.
- Re-purpose the underutilized parking lot and add a mix of commercial uses (e.g., retail, restaurants, offices, breweries, neighborhood convenience, and pharmacy). 54th Street is a Town Center station type and can benefit from both neighborhood focused retail as well as more extensive use types down the road.
- Greate a mid-rise mixed- use building with ground floor retail along with parking and housing on upper floors.

STRATEGY 11: Activate vacant and underutilized space.











Current area businesses, small developers



Short Term

Mid Term

Long Term



Provide signage on East-West Trail; more bike lanes to connect to trail systems west of Division Avenue (and connections to Kellogg Woods Park)



- Widen sidewalk, improve landscaping, and enhance pedestrian experience. The pedestrian experience in Drivable Suburban stations will need extensive work within the quarter mile; any opportunities through new development to improve and add non-motorized infrastructure should be taken.
- Create spill-out spaces between the two buildings. As described in the proposed special interventions section, new developments should ensure that pedestrian-scaled passages between parcels are preserved and enhanced to create internal pedestrian circulation.

STRATEGY 11: Activate vacant and underutilized space.











Existing businesses, new development



Short Term

Mid Term





Utilize vacant lots for non-profits and for local businesses



- Re-purpose the underutilized parking lot and add a mix of commercial uses (e.g. retail, restaurants, breweries, and neighborhood convenience). Underutilized parking should be replatted and re-purposed to add uses that benefit existing businesses, developed in partnership with those businesses.
- Re-purpose existing buildings to create community centers and to promote other community driven non-profit centers.

STRATEGY 12: Resources for residents and local business owners first.







Current area businesses, small developers



Short Term

Mid Term

Long Term



Preserve existing civic uses and recreational assets; provide new and creative strategies to enhance the area's quality of life



- Provide shared parking for all uses internal to the lot and away from active street. Design standards should both support and enforce parking off the street edge on Division to create a more pleasant environment for visitors and residents.
- Facade improvements on existing buildings and add shade structures to storefronts. Ensure that station standards support high-quality materials and design without limiting local expression or flexibility of use.

STRATEGY 13: Station area design standards.







Existing businesses, new development



Short Term

Mid Term

Long Term





Create opportunities to add cultural assets to celebrate area diversity



Create opportunity for ethnic food markets (e.g., Asian food marts around 44th Street and 54th Street station areas are known as a hub for Asian-Pacific culture and food experiences). Current businesses in the area should be provided with more opportunities to advertise and display their offerings in underutilized spaces. A business survey and survey of needs can support strategic public realm improvements that would best benefit this opportunity.

STRATEGY 11: Activate vacant and underutilized space.







Current area businesses, small developers



Short Term

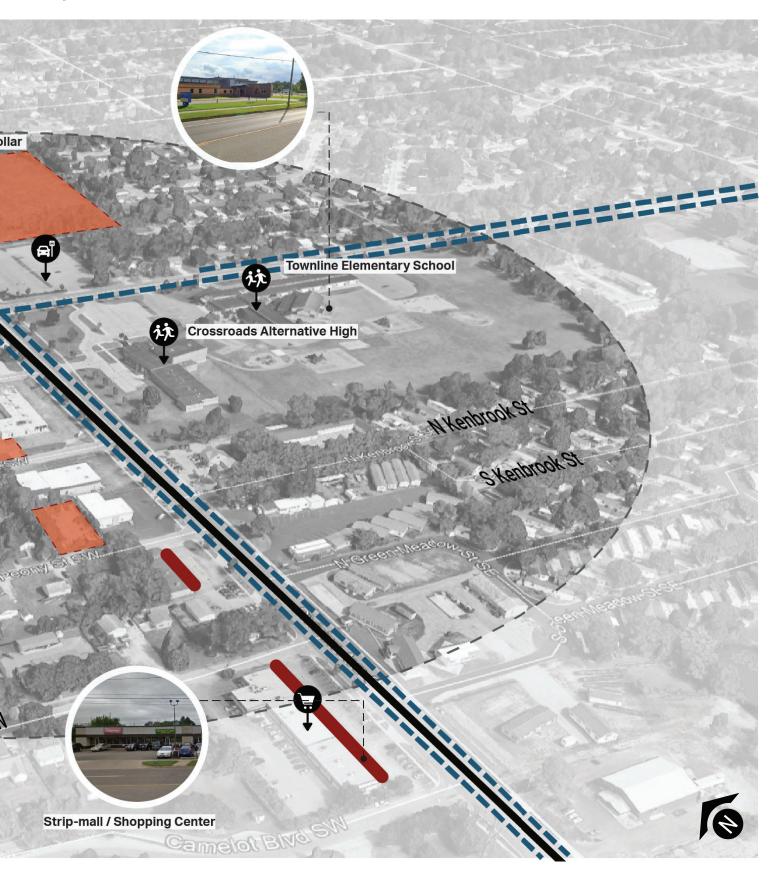
Mid Term

Long Term

60th STREET STATION AREA (CATALYTIC S



SITE)



02. SCORECARD

13

TYPOLOGY

NEIGHBORHOOD CENTER

ORIENTATION

DRIVABLE SUBURBAN

BUILT ENVIRONMENT

B1: Average Setback

B2: Median Lot Size

B3: % Lot Coverage



CONNECTIVITY

C1: Miles of Sidewalk

C2: Miles of Bicycle Ways

C3: Transit Ridership



DENSITY & INTENSITY

D1: Intensity

D2: Intersection Density

D3: % Zero Car Households



NEEDS



Redevelopment of park-and-ride lot to create an anchor destination for the station area; development of vacant lots adjacent to park-andride.



Improved pedestrian infrastructure and enhanced east-west connections; preservation of park-and-ride parking for commuters riding the Silver Line into downtown.



A service center or community credit union; space for small businesses to operate affordably.



More public resources such as healthcare and childcare; parks and indoor recreational spaces.



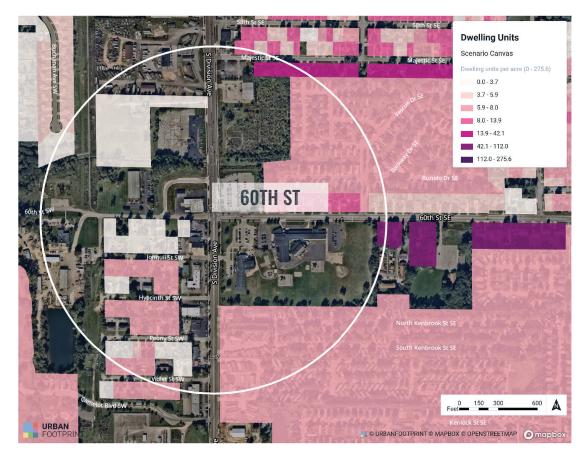
Spaces for recreational and school-supporting uses.

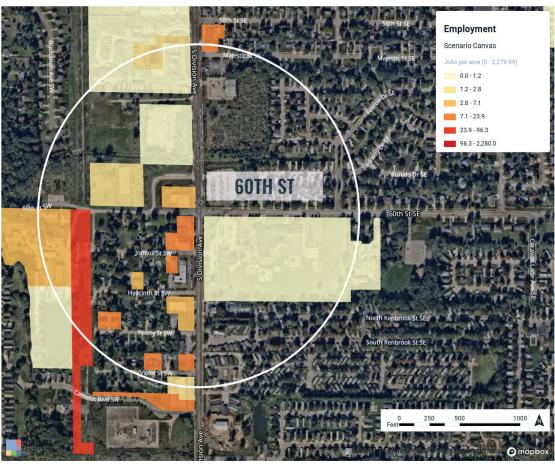
ORIENTATION BREAKDOWN



SUMMARY

Five of the nine indicators for 60th Street station qualify the area as Drivable Suburban. These indicators are median lot size (12,226 square feet), intensity (7.03), average building setback (62 feet), and the share of households without a car (6%). For all of these indicators, this station scored among the lowest compared to all of the stations. Most notable, the average building setback is near 1.5 times the average setback of the closest poorly performing station. This is in part due to the high prevalence of parking along storefronts and park-and-ride lots owned by The Rapid. The three remaining indicators mostly point to the station area following a Transitional pattern with the exception of average weekday boardings (455) which ranks the second highest compared to other stations. These indicators include intersection density (10), lot coverage (10%), sidewalk mileage (12.4 miles), and bikeway mileage (3 miles).





TYPOLOGY- EXISTING DEVELOPMENT STANDARDS

DENSITY & INTENSITY	
Residents/ Acre	13 -17
Dwelling Units/Acre	6 - 9
Jobs/Acre	3-7
Jobs & Residents / Acre	19 - 21
BUILT FORM*	
Lot Coverage	40% - 60%
Building Setback	5 ft - 25 ft
Intersection Density (1/2 mile)	300
Lot Size	See Incremental Development Toolkit
Building Height	1 - 6 stories
MIX OF USES	
Residential Area	16%
Non-Residential Area	84%
PARKING	
Parking Density	1.72 spaces / 1,000 square feet









^{*} Refer to design guidelines for more detail

NEIGHBORHOOD CENTER



60th Street station is slightly balanced in favor of housing, with about 2.1 times as many residents as jobs. About 19.7% of the land area within the quarter mile is an employment-generating type, including commercial and office, and 24.1% of the area is other uses (including institutional and civic, such as schools). 56.2% is used for residential purposes.

When surveyed, 19.7% of participants identified 60th Street as an Employment Center, 46.8% of participants said Neighborhood Center, and 34.4% said Town Center. This suggests that a housing-focused approach to 60th Street station is desired. The focus in this station area is primarily on adding higher density housing and secondarily on supporting and adding neighborhood-supportive

employment uses.

60th Street station has a low intensity score of 7.0 people and jobs per acre. The minimum aspirational intensity score for TOD stations is 20 people and jobs per acre.

The development test above shows the acreage that would need to be developed using the Neighborhood Center residential and job density rates in order to achieve an intensity of 25.

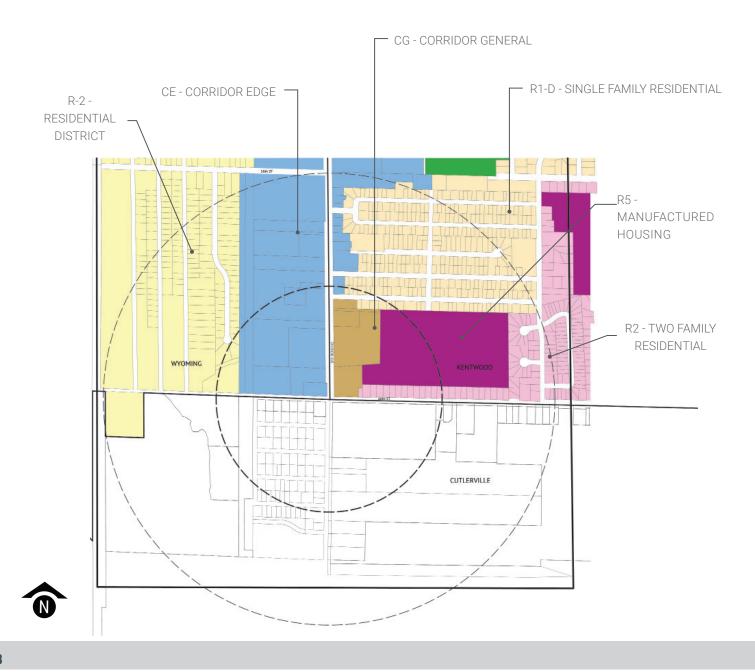
03. STATION ZONING

CURRENT ZONING CHALLENGES

The 60th Street station area is predominantly zoned for Corridor Edge (CE) in the quarter mile area on the west side of Division Avenue, with R-2 residential zoning west of this. Although CE zoning is only about a block deep, the large lot condition of any of these parcels creates a sizable area of CE.

On the eastern (Kentwood) side, only parcels directly along Division Avenue are zoned Corridor Edge (CE), with R1-D residential zoning immediately east of this block. Corridor General is the zoning immediately around 60th Street station on the Kentwood side, with R-5 Manufactured Housing District and some R-2 Two Family Residential to the east.

CURRENT ZONING



PROPOSED ZONING STRATEGIES

- R-2 and R1-D Residential District: Allow for attached, detached, or internal accessory dwelling units.
- Parking ratios and lot minimums would need to accommodate the additional units without increasing the lot size. Eliminate minimum lot coverage. Outside the form-based code districts, there is currently no zoning district that accommodates small multi-family housing options on a standard-sized neighborhood lot.
- Corridor General (CG) and Corridor Edge (CE): Reduce parking requirements for housing and commercial types to support construction of desired building types and higher densities without relying on bonuses that only apply to a limited number of parcels. Expand

application of form-based code zoning districts to

- additional parcels within a quarter mile of Division Avenue, especially at key intersections and along major east-west corridors. Use of CE or CG zoning districts in Wyoming and Kentwood should be coordinated to align expectations and regulations that are consistent on both sides of the corridor. There is a need for site design standards that show how large parcels can provide access and be subdivided into smaller parcels that better align with the desired building types within the form-based code.
- A quarter mile mile station area overlay district could expedite projects that meet base requirements.

 This overlay area could create a more appropriate neighborhood density, reduced parking ratios, and simplified bonus standards that apply more equitably to all lots within this designated station typology.





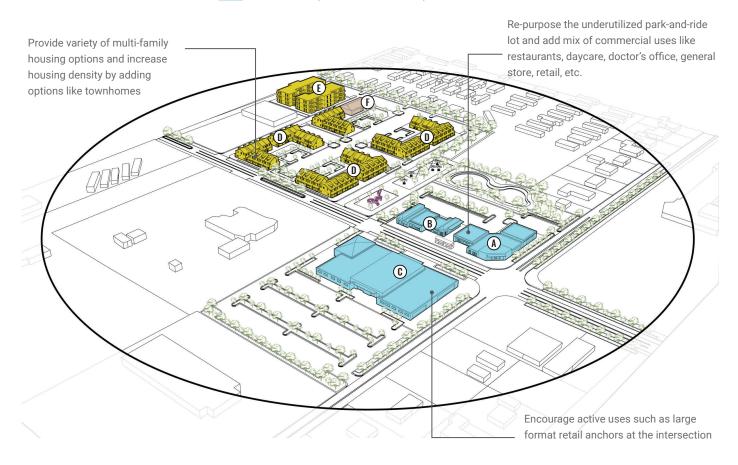
STATION AREA STRATEGIES

- Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses.
- SP2 Spill-over parking shared between commercial businesses, and park-and-ride.
- lot and add mix of uses like live/work units or ground floor retail, restaurants, and neighborhood services with housing on top.
- SP4 Parking provided internal to the block. Parking is shared between all the uses.
- Provide storm-water management facility for storm water run-off around the area and create opportunities for walking trails.
- space between the new mixed-use developments.
- Provide variety of multi-family housing options and increase housing density by adding options like townhomes, 3 flat style apartments, duplexes, or triplexes.
- SP8 Club house and amenities area for the new housing community.
- Create shared use path connection along 60th west of Division to parks and the terminus of the Interurban Trail.

BUILDING TYPES

Mixed-Use

Commercial (Retail / Restaurants)



(A) Restaurants



(D) Townhomes



(B) Retail Characteristics



Flat-Style Apartment



(C) Anchor Stores - Grocery / Pharmacy



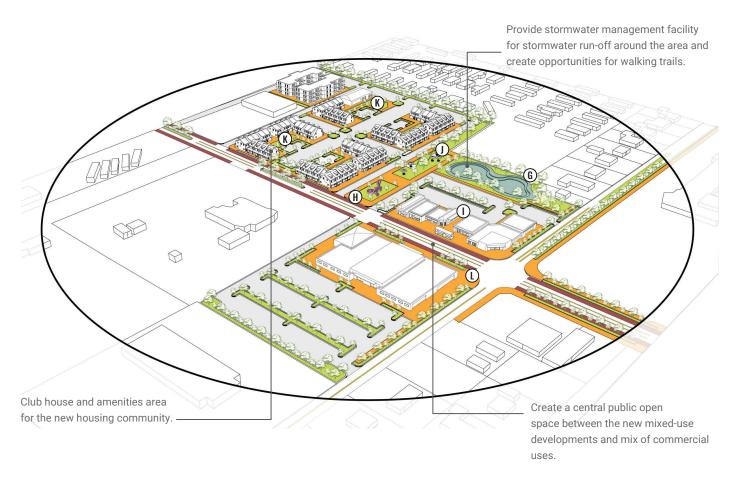
(F) Clubhouse / Amenities



OPEN SPACE

Pedestrian Realm

Green Open Space



G Stormwater Management



(J) Public Space



H Public Art



(K) Residential Amenity Areas



Spill-Over Spaces



(L) Pedestrian Realm



PROPOSED DESIGN/SPECIAL INTERVENTIONS

LOW RISE, HIGH RISE DENSITY

60th Street not only lacks high density, but any sort of density or build out near the station at all. For this reason, a tall solo apartment or mixed-use building by itself would really stand out (the exception to this is the 3-story multifamily developments on the edge of the station area). This design imagines the introduction of denser, closer urban forms in more walkable environments, but at heights that are more consistent with the current types in the area.

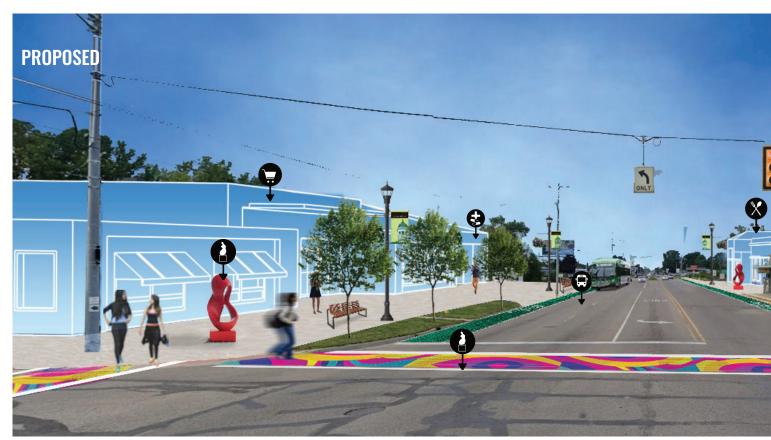
ADDING CIRCULATION

An advantage of both 54th and 60th Street stations is that there is a lot of space to work with to reconfigure the parcels in the station area. A disadvantage is that almost everything needs to be built new, adding expense. This includes new local roads to access subdivided parcels (in the case of fee simple housing) or fire lanes/circulation for apartments and stores. While the creek imposes a barrier on the west, better circulation is imagined for large lots adjacent to Division Avenue.



STREET VIEW (LOOKING NORTH ON DIVISION AVE)











- NEIGHBORHOOD SERVICES PHARMACY
- NEIGHBORHOOD SERVICES GROCERY / GENERAL STORE
- **RESTAURANTS**
- CAFES / BARS
- PUBLIC ART
- RETAIL / SHOPPING

06. ACTION CARDS





Redevelopment of park-and-ride lot to create an anchor destination for the station area; development of vacant lots adjacent to park and ride.



- sri Use the underutilized public parking lots to add additional stores and provide opportunities for small businesses.
- Re-purpose the underutilized park-and-ride lot and add mix of uses like live/work units or ground floor retail, restaurants, and neighborhood services with housing on top.
- Provide variety of multi-family housing options and increase housing density by adding options like townhomes, 3-flat style apartments, duplexes, or triplexes.

STRATEGY 11: Support housing strategies to accommodate many users.



























Current area businesses, small developers, The Rapid



Short Term

Mid Term

Long Term



Improved pedestrian infrastructure and enhanced east-west connections; preservation of park-and-ride parking for commuters riding the Silver Line into downtown



SPS Provide stormwater management facilities for stormwater run-off around the area and create opportunities for walking trails. Trails should connect to other non-motorized facilities. Create a central public open space between the new mixed-use developments. Ensure that it is pedestrian-friendly and publicly accessible.



Club house and amenities area for the new housing community. 60th Street is very residential-focused and more activity areas are needed for a diversity of community experiences. Ensure that it is a 'third place' that is accessible to current residents and business owners.

STRATEGY 11: Add infrastructure for non-motorized users.



























Existing businesses, new development



Short Term

Mid Term





A service center or community credit union; space for small businesses to operate affordably



Use the underutilized public parking lots to add an anchor store at the intersection for uses like -banks, grocery stores, pharmacies, etc. A credit union is desired by residents on South Division and was requested as part of the Grand Rapids Area Specific Plan (there was previously a credit Union at 43rd and Division). 60th Street is one possible location for a credit union, which could also serve nearby students and school workers in Kentwood. It is also neighborhood commercial, which is consistent with the neighborhood typology.

STRATEGY 12: Resources for residents and local business owners first.

















Current area businesses, small developers



Short Term

Mid Term

Long Term



More public resources such as healthcare and childcare; parks and indoor recreational spaces



- Provide stormwater management facilities for stormwater run-off around the area and create opportunities for walking trails. Trails should connect to other non-motorized facilities. Create a central public open space between the new mixed-use developments. Ensure that it is pedestrian-friendly and publicly accessible.
- Club house and amenities area for the new housing community. 60th Street is very residential-focused and more activity areas are needed for a diversity of community experiences. Ensure that it is a 'third place' that is accessible to current residents and business owners.

STRATEGY 14: Invest in environmental and health equity.





















Existing businesses, new development



Short Term

Mid Term

Long Term





Spaces for recreational and school-supporting uses



- Provide stormwater management facilities for stormwater run-off around the area and create opportunities for walking trails. Residents are interested in better utilizing nearby Buck Creek as an asset for recreational and outdoor opportunities.
- Club house and amenities area for the new housing community. Ensure that this area is well landscaped and appealing for visitors.

STRATEGY 3: Add infrastructure for non-motorized users.

STRATEGY 14: Invest in environmental and health equity.



















Current area businesses, small developers



Short Term

Mid Term

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08. APPENDIX C- GOALS & OBJECTIVES

CATEGORY	GOALS	OBJECTIVES	ICON
	Greater value and priority will be placed on transit service and facilities.	Reduced travel times, improved on-time arrivals, increased hours of service, and more frequent service to each bus stop.	M1
Greater value will be placed service and fa	GM1	Better access to connecting transit (e.g., at 28th, 44th).	M2
TRANSPORTATION		Dedicated bus lane (painted, resin, dyed, or asphalt).	M3
		Improve maintenance of Silver Line stations and all bus stops (in addition to Silver Line stops) in the corridor.	M4
physical or harm while along and a Division.		Ensure equitable access to transit, in part by improving multi-lingual information on service.	M5
	People will be safe from physical or vehicular	Reduce vehicle traffic along Division Avenue and in surrounding neighborhoods.	M6
	along and across South Division.	Improved pedestrian crossings at existing intersections and add mid-block pedestrian crossings at strategic locations.	M7
		Add streetscaping elements, including trees for shade and beautification, where pedestrians stand, sit, and wait.	M8
		Reduce number of driveways and curb-cuts.	M9
		Updated infrastructure that meets accessibility standards and best practices for pedestrians of all abilities.	M10

CATEGORY	GOALS	OBJECTIVES	ICON
Sustainable transportation options will be available for all ages to access surrounding neighborhoods. GM3 Sustainable transportation options will be available for all ages to access surrounding neighborhoods.	transportation options	Improved routes to schools that prioritize access for children walking, bicycling, skateboarding, and using scooters.	M11
	Support the creation or continued activation of a transit riders union or other community body to advocate for transit-reliant users.	M12	
	Transit and micro-transit connectivity to major employers and institutions (especially outside a 10-minute walking distance).	M13	
		Better-connected walking and bicycling networks to, from, and across South Division Avenue.	M14

08. APPENDIX C- GOALS & OBJECTIVES

CATEGORY	GOALS	OBJECTIVES	ICON
	Programs will help long-standing residents and business owners generate sustainable wealth.	Develop more direct pathways for small-scale development and local business ownership.	E1
¥		Funding resources available to repair and allow improvement of existing homes / businesses.	E2
ECONOMIC DEVELOPMENT		Public land and assets offered to local residents / businesses.	E3
		Attract significant employers to the opportunity sites (especially at south end of corridor).	E4
		Recruit minority-owned or local bank / credit union.	E5
	Policies will encourage growth in a diverse set of jobs that are better connected to people living in the corridor.	Generate employment that supports a mix of uses.	E6
		Protect job-generating uses but better buffer them from surrounding community.	E
		Link school and job training centers to surrounding industrial employers.	E8
	Development processes will ensure that current residents are informed about and understand the impacts and benefits of development.	Seek or provide financial support to small, local, and first-time developers.	E9
		Create more transparent development process for residents, businesses, developers, and the general public.	E10

CATEGORY	GOALS	OBJECTIVES	ICON
P	New development will foster variety, enhance cultural diversity, and	Identify development opportunities for vacant and underutilized parcels in the corridor.	N1
BUILT ENVIRONMENT	grow the population.	Support for existing businesses and commercial properties through storefront improvements, especially minority-owned.	N2
BUILI ENVIRUNMENI		Add additional outreach programs for existing residents and businesses.	N3
		Identify design guidelines that support the introduction of more walkable urban environments.	N4
	The mix of land uses will continue to include residential, commercial,	Support addition of job-generating uses, including industrial and commercial uses.	N5
	office, retail, and industrial. GB2 The housing mix will allow for people of all income levels and household sizes to have options for renting or owning a home. GB3	Better align building and zoning codes with likely smaller scale and more flexible building types.	N6
		Identify residential density targets needed to support corridor commercial and absorb housing demand at transit nodes.	N7
		Develop affordable housing programs to ensure delivery of a mix of affordable uses.	N8
		Add flexibility in code for additional housing types (missing middle housing).	N9

08. APPENDIX C- GOALS & OBJECTIVES

CATEGORY	GOALS	OBJECTIVES	ICON
	All residents will have access to safe, quality, and well-maintained	Programming of underutilized public sites or rights-of-way.	Q1
QUALITY OF LIFE	parks and public gathering spaces.	Leverage publicly owned land for green space and recreational space.	Q2
QUALITY OF LIFE		Improve access to parks and public spaces.	03
		Add programmed public open space in areas with limited amounts.	Q4
	Investments in community amenities will target improvements	Provide greater opportunities for physical fitness and recreation.	Q5
	in physical and mental health.	Improve access to fresh and healthy food.	Q6
		Partner with corridor health institutions and land owners to recruit health and family services to corridor and connect residents to them.	07
	Environmental impacts on residents will be	Identify public and private side strategies to improve pedestrian realm.	Q8
GQ3	mitigated.	Continue to monitor the impacts old infrastructure/lack of improvements have had on residents.	Q9
		Buffer industrial uses from adjacent residential neighborhoods.	Q10

CATEGORY	GOALS	OBJECTIVES	ICON
servi as ne	Familiar people, food, and services will remain even as new development is	Support and develop community events celebrating corridor history and culture.	C1
	constructed.	Preserve iconic and historic buildings that add character to the corridor for adaptive reuse when possible.	C2
COMMUNITY AND IDENTITY		Protect businesses that are consistent with future land use and provide programs for them to expand in place.	C3
	Community amenities and prominent indicators will reflect the history and culture of the corridor. GC2 Public engagement will provide residents and property owners the power to influence decision-making processes. GC3	Development of narratives and media that highlight the unique history of the corridor.	C4
		Invest in public art / place-making / third place.	C 5
		Official or unofficial designation of under-appreciated community assets.	C6
		Develop standards for engagement around new development projects.	C 7
		Community engagement that reflects the diversity of the corridor.	C8
		Community engagement proposed by and run by residents.	C9

DIVISION