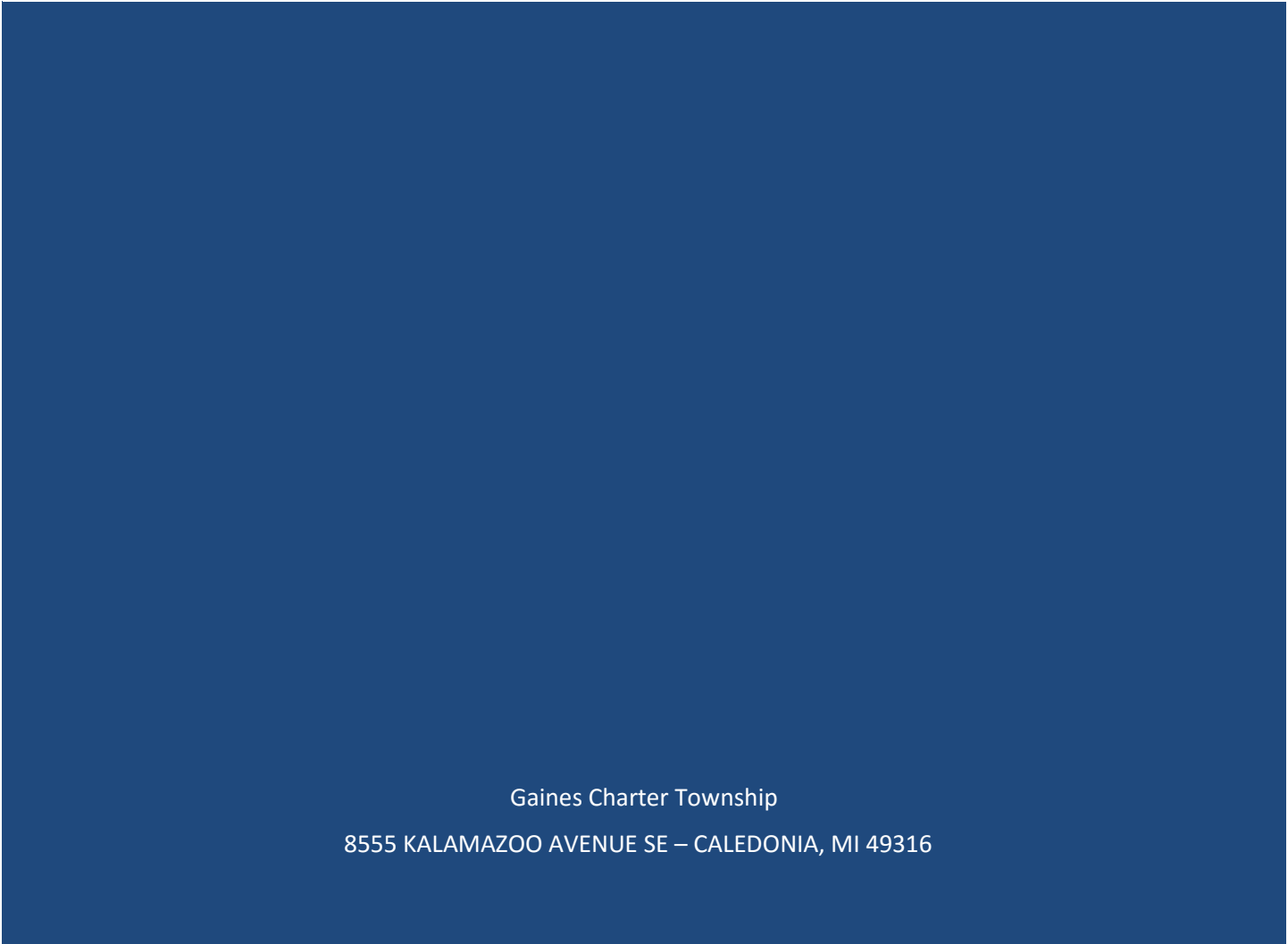
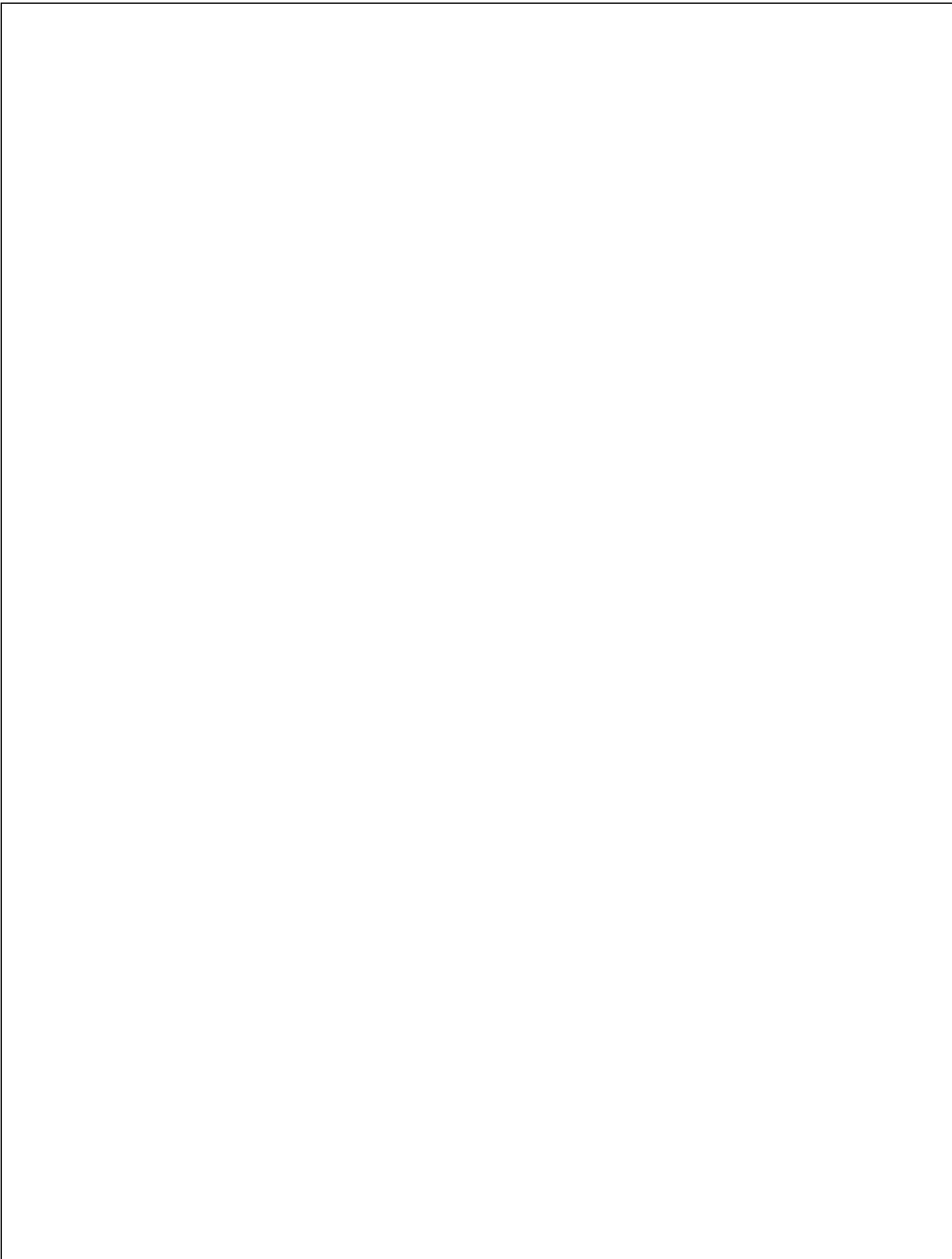




84TH STREET AND KALAMAZOO AVENUE SUB-AREA PLAN



Gaines Charter Township
8555 KALAMAZOO AVENUE SE – CALEDONIA, MI 49316



ACKNOWLEDGEMENTS

KALAMAZOO AVENUE & 84TH STREET SUB-AREA PLAN

The preparation of the Kalamazoo Avenue and 84th Street Sub-Area Plan involved the contributions of many community leaders and residents. In particular, the efforts of the Planning Advisory Committee which provided the guidance for the formation of the Plan is acknowledged and greatly appreciated.

PLANNING ADVISORY COMMITTEE

Don Hilton, Sr.	Township Supervisor
Tim Haagsma	Township Trustee
Eric Fouch	Township Trustee
Rob DeWard	Planning Commission Chair
Connie Giarmo	Planning Commissioner
Ruth Ringnald	Zoning Board of Appeals
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Lani Thomas	Member
Brad Burns	Member

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Plan Adopted March 21, 2016

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Kalamazoo Avenue and 84th Street Intersection (2014)

Introduction

Project Initiation & Purpose

The area around the Kalamazoo Avenue and 84th Street intersection was determined by the Gaines Charter Township Planning Commission to be an attractive location for future development. This is due not only to the presence of large undeveloped parcels, but also the presence of available public utilities, direct access to M-6 and US-131, and existing public uses. These public uses include: Cornerstone Community Church, South Christian High School athletic fields, the Gaines Charter Township offices, the Kent County Sheriff Sub-Station, and Prairie Wolf Park.

In early 2014, Township officials determined it was time to create a Sub-Area plan for the Kalamazoo Avenue and 84th Street intersection, and the 84th Street Corridor between Kalamazoo Avenue and Division Avenue. **The goal of this document is to establish the future character of the area to ensure development will be compatible with Township objectives, as identified by the Public and by Township Officials during the planning process.**

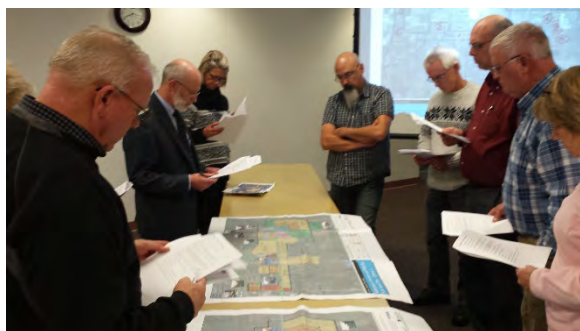
The preparation of the Kalamazoo Avenue and 84th Street Sub-Area Plan was initiated in August of 2014. Gaines Charter Township successfully utilized the sub-area planning technique in 2008, with the adoption of the Dutton Sub-Area Plan and the 100th Street Sub-Area Plan. These existing Plans served as useful templates for the preparation of the Kalamazoo Avenue and 84th Street Sub-Area Plan.

The Sub-Area planning process had a number of objectives:

- Involve and engage Township residents and landowners through creative participation techniques in the planning process.
- Create a place of identity for the Township at the 84th Street and Kalamazoo Avenue intersection.
- Establish a preferred character for the area through architectural design and a mixture of land uses.
- Enhance pedestrian and non-motorized access along the corridor.
- Preserve natural features such as woodlands, wetlands, and rural views that exist in the study area.
- Propose steps and strategies to implement the plan.
- Incorporate the Sub-Area Plan into the Gaines Charter Township Master Plan.

Planning Process

A Planning Advisory Committee (PAC) was formed to oversee preparation of the Plan. The PAC consisted of Elected Officials, Planning Commissioners, two “at large” members including a representative from South Christian High School and an area resident, the Township Planner and Township Engineer.



Planning Commission meets with the PAC

The first meeting of the PAC was held on August 26, 2014 to review the project schedule, determine citizen involvement, and establish the planning area which is shown on Map 1 in the Appendix 6.

At the initial meeting, PAC members split into two groups to identify issues relative to the Sub-Area and agree upon the “**Guiding Principles**” which would serve as the foundation of the sub-area plan.

The result of the two group discussions are contained in Appendix 1. The Guiding Principles are set forth in the following chart (to the right).

The PAC Committee met for the second time on September 23, 2014 to review the results from the initial meeting and review maps of the study area (**See Maps 2-7 in the Appendix**). The Demographic and Market Assessment document was presented at this meeting.

The Committee met again on September 29, 2014 and prepared two alternative future land use options for the study area. These alternative plans were shown at the Gaines Charter Township Harvest Festival, held on October 11, 2014, where a number of comments were received from attendees.



Heritage Festival 2014

Table 1 Sub-Area Plan GUIDING PRINCIPLES

1. Promote Economic Development.
2. Blended uses/Mixed uses.
3. Mix of Architecture.
4. Non-motorized trails.
5. Gathering spaces for many sizes of groups/ Establish gathering places.
6. Preservation of natural space and rural areas.

Public Engagement Meeting

On October 28, 2014 a Design Alternatives Workshop was held to allow Township residents, landowners and others interested in the planning process to comment on the future land use alternatives. A total of 58 people attended the event.



Public Engagement Meeting Introduction Session

The comments received from the public workshop on the alternative land use options were discussed by the PAC and the Township Planning Commission at a meeting on November 18, 2014. Once a preferred future land use alternative was determined, the preferred alternative was placed on the Township web site to gather more public input.



Public Engagement Break Out Session

Final Adoption

The PAC met in February and March of 2015 to review the Draft Plan and measures to implement the sub-area plan. Following this, the Draft Plan was presented to a joint meeting of the Township Board and Planning Commission on August 27, 2015.

The Draft Plan was distributed to adjoining communities in accordance with the requirements of the Michigan Planning Enabling Act.

On November 19, 2015 the Planning Commission held a public hearing preceded by an open house at the Township Offices to present the Plan in an informal atmosphere. The Commission recommended adoption of the Plan to the Township Board on December 17, 2015.

The Board subsequently adopted the Kalamazoo Avenue and 84th Street Sub-Area Plan on March 21, 2016.

Chapter 1 - Existing Conditions

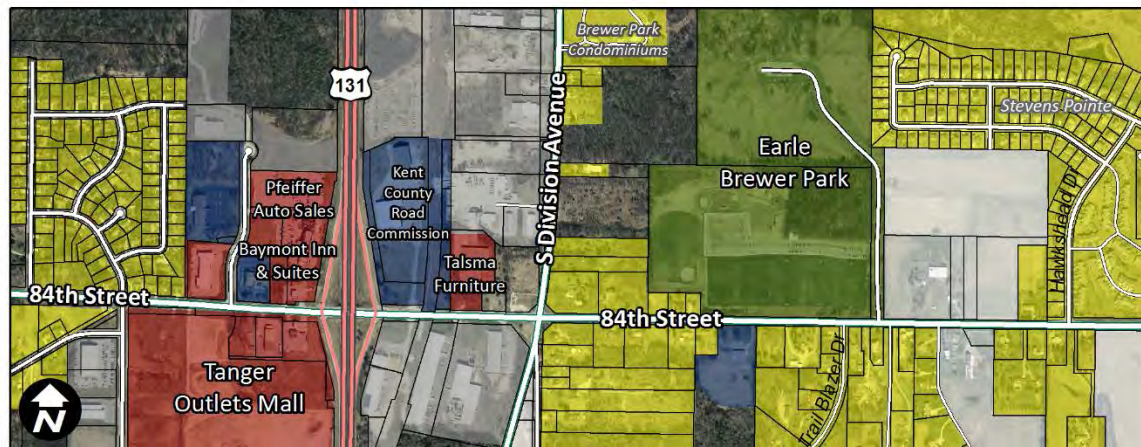


Figure 1. Generalized Land Use. West Portion of Corridor

EXISTING LAND USE

84th Street West of Division Avenue, Byron Township

The character of this area is largely influenced by existing land uses west of US-131 in Byron Township.

Land uses to the west between Division Avenue and the US-131 expressway include: industrial uses on the south side of 84th Street, while on the north side a large retail store (currently Talsma Furniture) and the Kent County Road Commission Southwest Complex exist. Additionally a vacant parcel exists on the northwest corner of the Division Avenue and 84th Street intersection, currently owned by Wonderland Tire.

To the west of US-131, a variety of retail and service uses exist. Located north of 84th Street, a gasoline service station with convenience store, hotel, restaurant, auto dealership, hospice building, church, and attached strip retail exist. Tanger Outlets Mall occupies the space where Dome World was previously located on the south side of 84th Street, west of US-131.

84th Street (west of Division Avenue) consists of five lanes which includes a center turn lane. The posted speed limit in this location is 55 miles per hour.

East Side of Division Avenue

The study area includes: (1) the lands approximately 550 feet south of 84th Street where Division Avenue divides to become Division Court and (2) the area along Division Avenue approximately 2,000 feet north of 84th Street. Uses to the south include well-established single family dwellings along the east side of Division Court, and smaller vacant parcels between Division Avenue and Division Court.

“The character of the west section of the sub-area plan is largely influenced by the existing land uses near US-131 in Byron Township.”

Uses to the north include well-established single family dwellings on the east side of Division Avenue, as well as a large wooded and vacant parcel. The west side of Division Avenue (within Byron Township) has primarily industrial uses, such as a concrete

manufacturing facility, self-storage facility, tool and die use, and other smaller commercial uses. *The municipal boundary of Gaines Charter Township extends just west of Division Avenue in this location; however, uses on the west side of Division Avenue are primarily located on parcels within Byron Township.*

Division Avenue (north of 84th Street) consists of four lanes with the addition of a fifth left-turn lane at the 84th Street intersection. A traffic signal exists at this intersection. South of 84th Street, Division Avenue is a two-lane roadway with the addition of a third left-turn lane at the 84th Street intersection. Division Court is a two-lane roadway. The posted speed limit for Division Avenue at this location is 55 miles per hour.

84th Street, between Division Avenue and Eastern Avenue

The south side of 84th Street features many single-family dwellings on larger lots, a majority of which are located off private residential streets such as Trail Blazer Drive and Farview Drive. A small agricultural use (beef cattle) is located within this segment and contributes to the rural character of the area.

The only non-residential use in this area is a burial monument business and it is operated as a home occupation.

The north side of 84th Street, west of Eastern Avenue features a large public use in Earle Brewer Park or Brewer Park. Brewer Park offers soccer fields, baseball diamonds, basketball and tennis courts, two 18-hole disc golf courses, and playground facilities. Additionally two rural residential uses exist, along with 25 acres of active farmland and pasture. One existing homestead features a small Friesian Horse farm which contributes to the rural character of the area.

Located at the southwest corner of the 84th Street and Eastern Avenue intersection is a undeveloped 68 acre parcel consisting of open fields, woodlands, and a single family residence located at the southeast corner of the property (approximately 2,400 feet south of 84th Street).

Residential developments featuring single family homes on smaller lots and attached condominiums exist on the northwest corner of the intersection where Hawkshead Avenue intersects 84th Street in the Stevens Pointe development. The presence of this residential

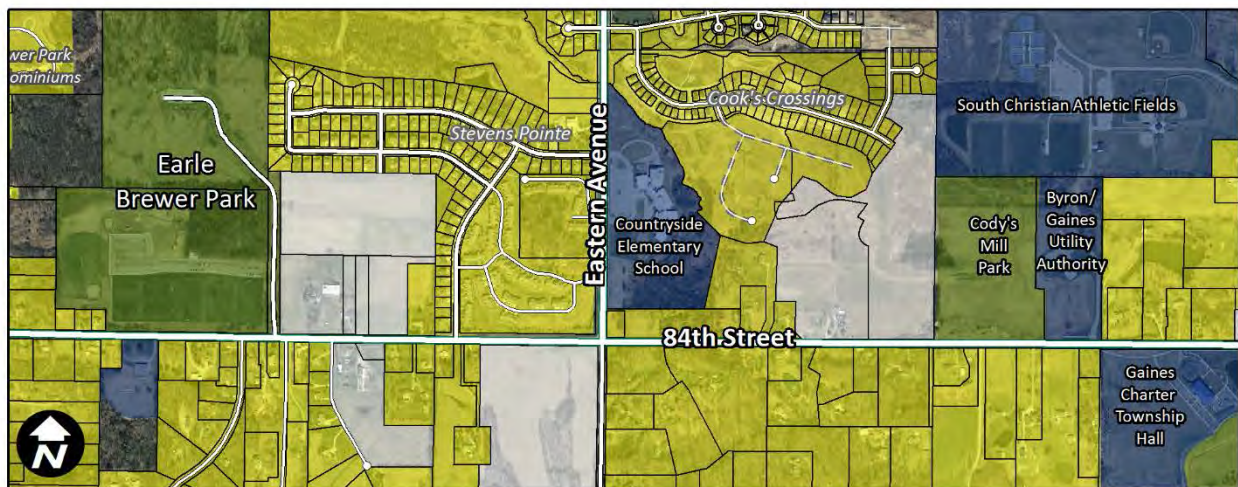


Figure 2. Generalized Land Use, Central Portion of Corridor

development aids in the transitional feel of the study area.

84th Street in this segment consists of two lanes with the addition of a left-hand turn lane at Brewer Park Drive and both right and left-turn lanes at Eastern Avenue. Tapers exist at Trail Blazer Drive, Fairview Drive and Hawkshead Avenue. The posted speed limit is 55 miles per hour.

84th Street, between Eastern Avenue and Kalamazoo Avenue

Located at the northeast corner of the intersection is a vacant one-acre parcel where the historic “Cook School” once stood. This parcel is directly south of Countryside Elementary School which is part of the Byron Center School District. Going east on 84th Street, active agricultural uses exist over approximately 45 acres of land. This location is planned for a suburban residential development which will connect the existing Cook’s Crossings neighborhood to 84th Street. Single-family residential dwellings on larger lots are the predominant uses on the south side of 84th Street near this location.

Continuing east on 84th Street towards Kalamazoo Avenue on the north side of 84th street is 25 acres of active farmland. This location is owned by Gaines Charter Township and is known as Cody’s Mill Park (undeveloped). Adjacent to Cody’s Mill Park is the Byron Gaines Utility Authority (BGUA) Facilities building. BGUA maintains all public utilities in both Byron Township and Gaines Charter Township. East of the BGUA building are ten single family homes located over approximately 38 acres.

84th Street and Kalamazoo Avenue, West half

Gaines Charter Township Offices are located at the southwest corner of the intersection of 84th Street and Kalamazoo Avenue. The lower

level of the building houses the Kent County Sheriff’s Department South Substation. Open fields surround Township Offices where Prairie Wolf Park begins. The parks sweeping views, along with woodland and wetlands associated with Sharp’s Creek dominate these lands and contribute to the natural character of this area.

One vacant parcel exists south of the park entrance. 84th Street in this location is a two-lane road, with left-turn lanes added at the intersection with Kalamazoo Avenue; posted speed limits area are 55 miles per hour.

84th Street and Kalamazoo Avenue, East half

The study area in this location extends east from Kalamazoo Avenue approximately 3,400 feet (just over one-half mile). Northeast of the intersection, active agricultural exists at the corner. The parcel is 10 acres and has a farmstead located on half of the property. Surrounding that parcel is Cornerstone Church, one of the major traffic generators in the study area. North of Cornerstone Church is a growing single-family residential development known as South Creek. East of



Welcome Sign to Prairie Wolf Park

this area features thick woodlands and several single family homes along 84th Street.

Southeast of the intersection, lies a unique single-family dwelling within the Dodge School building, a restored historic school.

Large actively farmed parcels (approximately 180 acres) surround the home. Additionally, three single family homes exist south of the intersection fronting Kalamazoo Avenue.

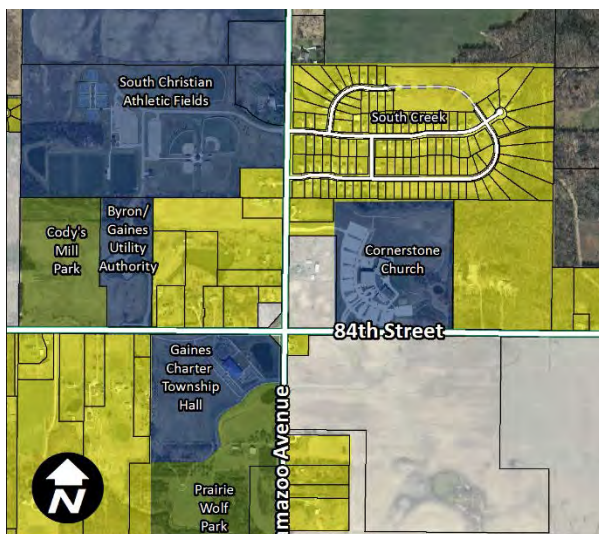
Kalamazoo Avenue in this portion of the study consists of two lanes, with a left-turn lane at 84th Street. Posted speed limits are 55 miles per hour.



Dodge School, now a Single Family Home

Existing Land Use Summary

Figure 3. Generalized Land Use, East Portion Of Corridor



The character west of the Township boundary consists of a mixture of uses. The presence of the US-131 interchange has largely influenced the existing uses at this location. The Township anticipates the growth around the Division Avenue and 84th Street intersection to be largely influenced by Tanger Outlets Mall.

Going East on 84th Street, the character of the corridor is considered transitional between older single-family residences near the Division Avenue and 84th Street intersection and transitions to suburban residential developments near Eastern Avenue and 84th Street. The Township recognizes that though limited agricultural uses exist, they are not the predominate use. Brewer Park is the largest land user and offers modern recreational activities such as baseball diamonds, soccer fields, and disc golf courses.

Near the intersection of 84th Street and Kalamazoo Avenue, the largest uses are public and institutional. The southeast corner contains the largest section of vacant land throughout the study area at 180 acres.

The Existing Land Use Map in Appendix 6 illustrates current land uses within the study area.

ARCHITECTURAL FORM

Existing buildings in the study area are predominantly single family dwellings constructed between 1880 to present day. A majority of the homes (57%), were constructed after the year 2000. From 1880 – 1960, 19% of the existing homes in the study area were constructed; between 1961 – 2000, 24% of the existing homes were built. Regardless, no single building style presents itself as dominant in the study area.

The Steven's Pointe neighborhood contains both single-family detached dwellings and

single-family attached condominium units. Started in 1999, it provides a contemporary influence to the study.

Beginning construction in 2006, the Cook's Crossings neighborhood is well landscaped and offers various styles of attached and detached housing. The homes feature reduced setbacks and place a prioritization on beautification and pedestrian access to recreational facilities.

Non-residential buildings occur in various locations throughout the study area. The most prominent non-residential structure is Cornerstone Church which occupies the northeast corner of 84th Street and Kalamazoo Avenue. The structure is a contemporary design with significant parking visible from 84th Street and Kalamazoo Avenue. Second in prominence is the Gaines Charter Township Offices, a large contemporary structure on the southwest corner of the same intersection.

Other non-residential structures are scattered throughout the study area, including the Byron Gaines Utility Authority building and existing accessory buildings with various non-residential uses.

Lot sizes vary throughout the study area. Some lots are less than one-half acre while others are over 10 acres. Setbacks also vary, ranging from 30 feet (or less) to greater than 200 feet. In general, lot sizes tend to transition from larger lots near Division Avenue to smaller lots near Eastern Avenue, and increase again near Kalamazoo Avenue and 84th Street.

Summary

The architectural forms present in the study area vary widely from early 19th Century farm buildings to large contemporary structures. While one overriding architectural character

of the study area is not present, both traditional and contemporary designs may be suitable for various locations within the study area.

Architectural form is summarized on the *Character and Building Forms Map* contained in the Appendix 6.

Table 2
Age of Housing Stock
In Study Area

Year Built	# of Homes	Percent of Study Area
1880 - 1900	9	1%
1900 - 1920	10	2%
1921 - 1940	19	3%
1941- 1950	34	5%
1951 - 1960	49	8%
1961 - 1970	27	4%
1971 - 1980	40	6%
1981 - 1990	42	7%
1991 - 2000	42	7%
2001 - 2010	268	43%
2011 - 2014	86	14%

Source: Gaines Charter Township Assessing

NATURAL FEATURES

Topography

Topography in the study area is gently rolling to nearly level. There are no extreme hills as one travels 84th Street, Division Avenue, or Kalamazoo Avenue within the boundaries of the study area. Some variation in topography exists where land drops off near Sharp's Creek and its tributaries, which meander through the study area in several locations.

Streams, Bodies of Water, and Wetlands

No streams, bodies of water, or wetlands are located within the boundary between Division Avenue and Eastern Avenue of the study area. Wetlands and smaller bodies of water associated with Sharp's Creek are located where Sharp's Creek crosses 84th Street approximately 840 feet east of Eastern Avenue. Some of these bodies of water are the result of excavation while some are naturally occurring.

Sharp's Creek, its tributaries, and associated wetlands occur in the southern portion of the study area, west of Kalamazoo Avenue; a significant portion of the creek lies within Prairie Wolf Park, south of the Gaines Charter Township Offices. Sharp's Creek is a formal

Kent County Drain for most of its length in the study area. A significant area of wetlands occurs in the northeast portion of the study area, in association with the Brewer Drain, a formal Kent County drain.

Other smaller wetlands and ponds are scattered throughout the study area; many of the ponds are the result of landowner excavation for personal landscaping, or for storm water management.

Of importance is a larger wetland with a naturally occurring pond that exists partially within and adjacent to the southern boundary of the study area east of Kalamazoo Avenue. Awareness of this natural area will assist when planning for land uses within the study area to the north. The Natural Features Map, in Appendix 6 illustrates topography, wetlands, and bodies of water within the study area.

Woodlands

Significant stands of woodlands exist within the study area. Some of the woodlands exist

on vacant or primarily vacant parcels, but most exist in areas occupied by dwellings. The presence of woodlands in the study area contributes significantly to the natural character of the area.



Eastern Avenue and 84th Street Tree Canopy

Chapter 2 - Demographic Analysis & Market Assessment

As part of the Sub–Area Plan a demographic analysis and market assessment were prepared. Because the Sub-Area boundary does not align with a census boundary (such as a municipality, census tract, or block group demographic), specific data to the Sub-Area was difficult to obtain. A demographic analysis was prepared to provide insight into the trends and characteristics of two larger areas (shown as Group 1 and Group 3), utilizing data at various levels of geography.

Sources for this demographic analysis include the U.S. Census Bureau Decennial Census Reports, American Community Survey (ACS), Bureau of Labor Statistics, and Esri, Inc.

The information below is a summary of the 10 page Demographic Analysis and Market Assessment prepared for the Kalamazoo Avenue and 84th Street Sub-Area Plan. The complete report is contained in **Appendix 1**.

Much of the information below refers to the geographic area illustrated on the map on page 11 following this text entitled *Census Block Areas* which encompass the study area along both sides of 84th Street.

Census Block Groups

- **Group 1:** Block Group #4805.3
Sections 17 and 18
- **Group 3:** Block Group #4803.1
Sections 15, 16, 19, 20, 21 & 22

DEMOGRAPHIC INFORMATION

Population Trends

The population of Gaines Charter Township is expected to increase to 29,692 by 2040 (18.1% increase). The 2012 population estimate for the 10 minute drive-time area surrounding the Kalamazoo Avenue and 84th Street intersection is 114,860. (*See drive time map on page 13*) Esri, Inc. projects that the population of this area will increase to 120,059 by 2017, a 4.5 percent increase.

Table 3
Sub-Area Population

	2000	2010	Difference
Sub-Area Population	1,806	2,846	56.5%
Township Population	20,054	25,146	25.4%

Housing Characteristics

The following tables and charts summarize the household and housing characteristics of the sub-area. A household is defined as one or more persons living in a dwelling unit.

Figure 4
Households with and without Children

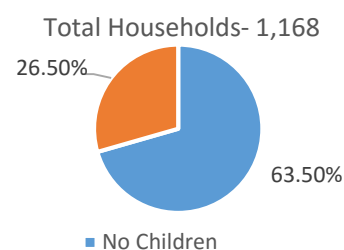
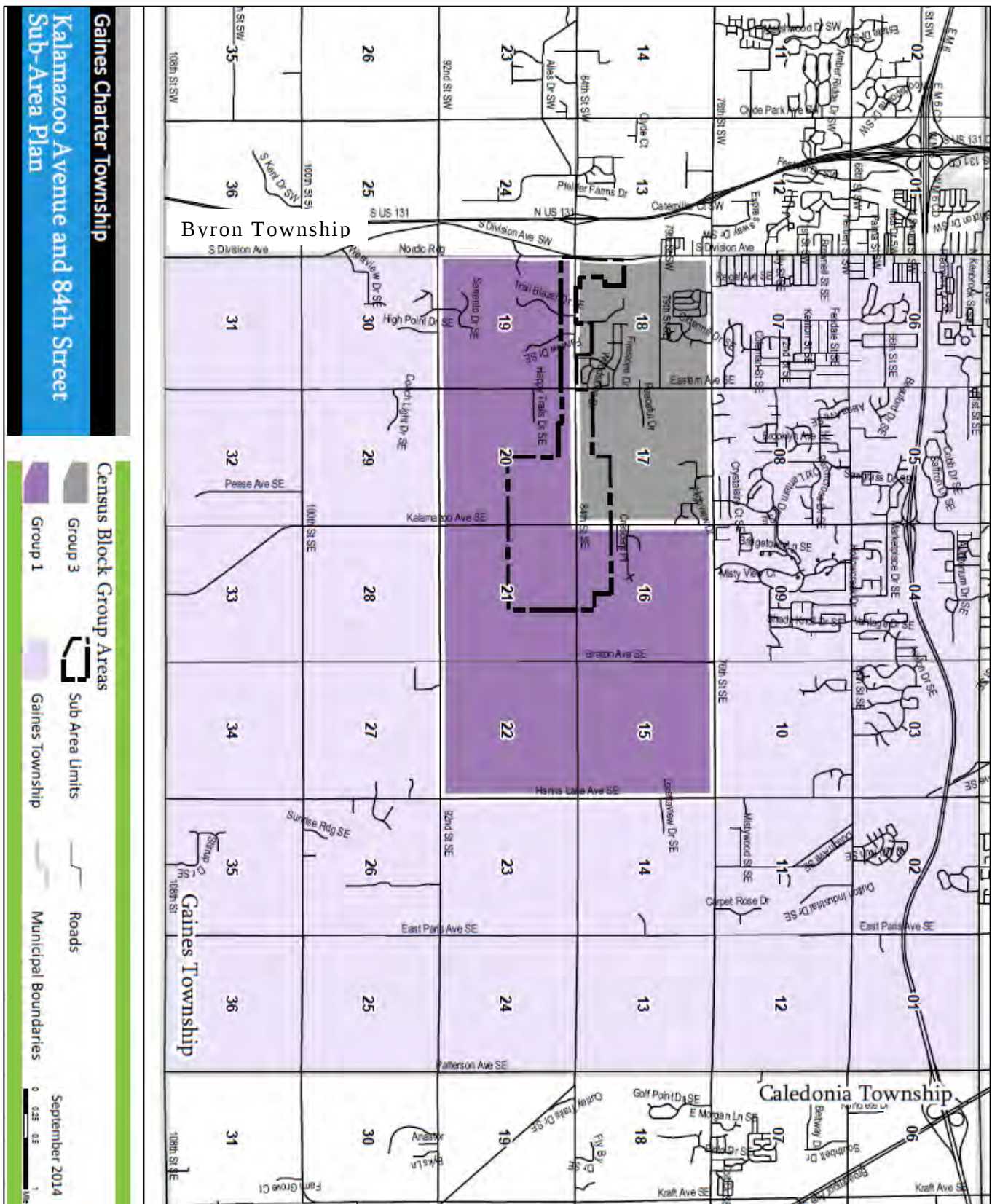


Table 4
Sub-Area Block Groups- Median Age

	Median Age	Household Size
Gaines Charter Township	35 years	2.64
Group 1	31 years	3.07
Group 3	43 years	2.58

Figure 5
Census Block Areas



Housing Characteristics

Table 5
Sub-Area Housing Unit, Value and
Household Income

Sub-Area Total House Units	1,085
Single-family Units	782
Duplexes	22
Multiple-family units (3 or more unit structures)	10
Mobile Home Units	271
 Township Median Home Value	 \$155,100
Group 1	\$175,000
Group 3	\$157,000
 Township Median Household Income	 \$55,587
Group 1	\$65,357
Group 3	\$64,750

MARKET ASSESSMENT

Retail Potential

Within the primary drive-time trade area, the total projected demand for retail products (retail trade and food & drink) is approximately \$1,073,931,335 per year. This is compared to a current supply of \$901,355,622 from approximately 694 businesses.

Esri, Inc. estimates that every industry group, with the exception of two, has a retail demand which exceeds the current supply. The two industry groups which have a supply that exceeds demand are Electronics & Appliance Stores and Health & Personal Care Stores. See Chart on Page 9 of Demographic Analysis and Market Assessment.

Residential Potential

As population continues to grow, there will be continued demand for new residential housing units. The 42,372 households as of 2012 within the 10 minute drive time are

projected to increase to 44,390 households by 2017 (a numerical change of 2,018). The existing supply of vacant housing units within the trade area may absorb some of the demand for housing created by these 2,018 new households. Additional new housing units will be needed to accommodate the growth, and Gaines Charter Township and the Sub-Area have the potential to “capture” a percentage of these new households.

Generally, the consumer household spending for the 12 retail goods and services groups and sub-groups within the 10 minute primary drive-time trade area is lower than national average consumer household spending. However, the spending potential index (SPI)* for most groups and sub-groups is no lower than 80, which means consumer spending is no more than 20 percent below national averages. *See Page 9 of Demographic Analysis and Market Assessment* in the Appendices.

The following are the sub-groups with the *SPI values lower than 80:

- **Men’s apparel and services: 58**
- **Women’s apparel and services: 52**
- **Children’s apparel and services: 69**
- **Footwear: 44**
- **Investments: 79**
- **Housewares: 79**

The following are the sub-groups within the 10 minute primary drive-time trade area with spending potential index values higher than the national average:

- **Apparel products and services: 136**
- **Miscellaneous video equipment: 104**
- **Pets: 110**

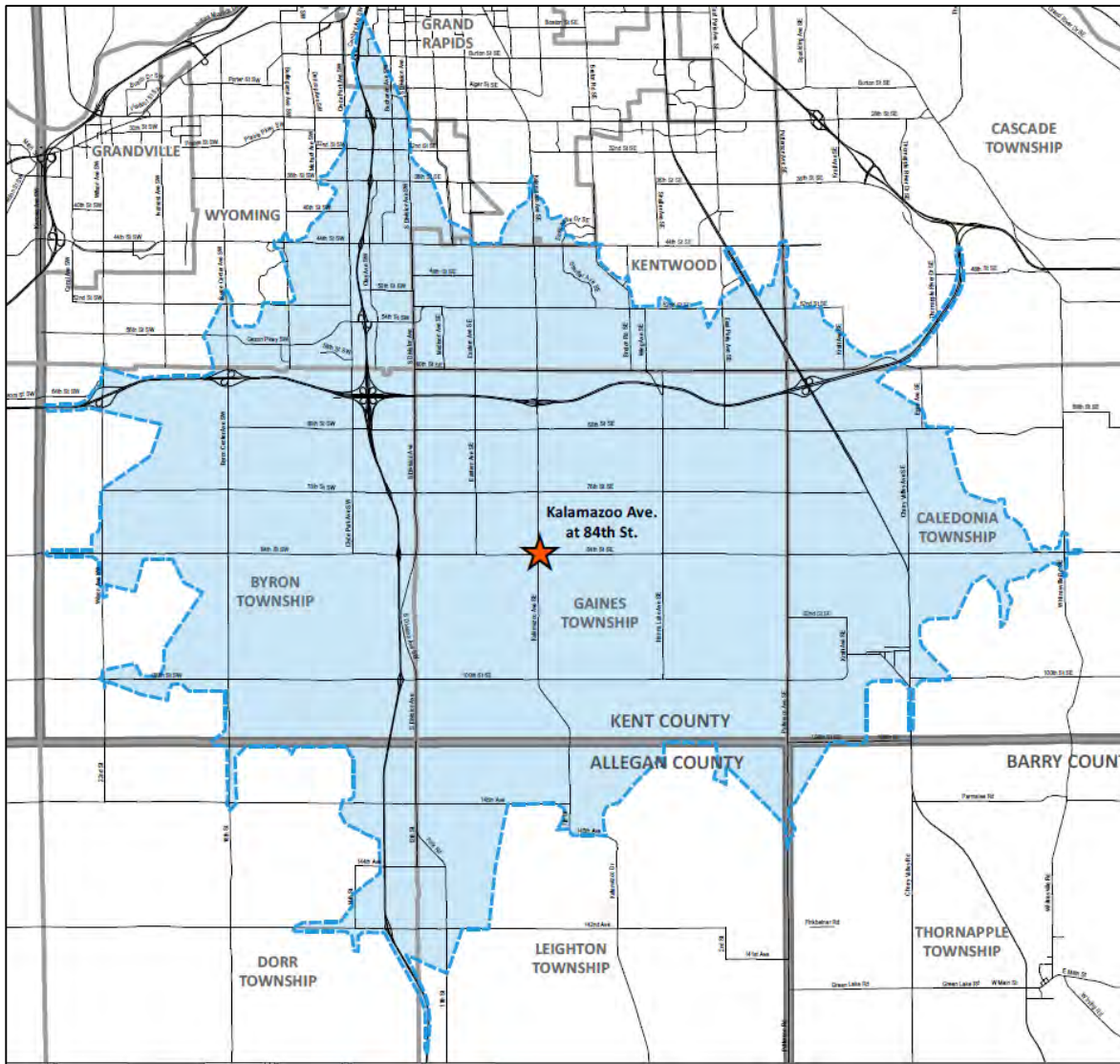
**SPI is a measure that gauges the spending per household within a trade area for particular products or services relative to the national average.*

Trade Area Delineation

10 Minute Drive-Time Trade Area Map.

Totaling approximately 110 square miles, the trade area encompasses all of Gaines Charter Township and extends into eight adjacent municipalities (Grand Rapids, Wyoming, Kentwood, Byron Township, Dorr Township, Leighton Township, Thornapple Township and Cascade Township)

Figure 6
10 Minute Drive Time Trade Area Map



TRAFFIC

Traffic Volumes

Existing traffic volumes in the area were obtained from the Grand Valley Metropolitan Council Traffic Count Database. Table 1 provides the average daily traffic volumes along 84th Street between 2007 and 2014.

The Township anticipates additional traffic near 84th Street and Division Avenue due in large part to the Tanger Outlets Mall. A traffic impact study was completed by URS Corporation, a professional engineering company prior to construction of the Tanger Outlets Mall. The Township utilized this data to determine the number of additional trips it can anticipate along 84th Street in Gaines Charter Township generated by the mall.

The Tanger Outlets Mall is expected to produce 1,505 daily trips on an average Saturday and 909 daily trips during a weekday, to and from the east on 84th Street through Gaines Charter Township. During weekday afternoon peak hours, the outlet center is expected to generate a total of 90 trips along 84th Street through Gaines Charter Township with 46 eastbound and 44 westbound trips. During the Saturday midday peak hour, the outlet center is expected to generate a total of 159 trips to/from the east on 84th Street through Gaines Charter Township with 82 eastbound trips and 77 westbound trips. Trips east on 84th Street will continue to disperse to other area roads such as Eastern Avenue and Kalamazoo Avenue, removing traffic from 84th Street going east.

Based upon the impact study completed by URS, traffic generated by the Tanger Outlets

	2014	2013	2010	2009	2007
East of Division		6743	7325		6950
West of Division	9249		10586		
East of Eastern		4970	5457		4645
West of Eastern	6997			6262	
East of Kalamazoo	4342				
West of Kalamazoo	5119				
West of Breton		4091	4037		3780

Table 6
84th Street Traffic Counts
Average Trips per Day along

Mall is not expected to negatively impact the function of 84th Street at Division Avenue.

Intersection Capacity

The Michigan Department of Transportation (MDOT) *Michigan Intersection Guide* (July 2008) provides estimates for the hourly capacity of intersection types. All three 84th Street intersections at Division Avenue, Eastern Avenue, and Kalamazoo Avenue fall under the Four-Leg Intersection or Two-Lane Highway category.

Based on the Tanger Outlets Traffic Impact Study, the 84th Street and Division Avenue intersection is expected to have 1,401 vehicles per hour in 2015. By 2025 it is estimated to have 1,601 vehicles per hour for the entire intersection (this includes a 1.5% growth rate per year in addition to the outlet mall traffic). When adding the additional anticipated traffic, the Division Avenue and

84th Street intersection will still accommodate traffic well below its capacity.

The 84th Street and Eastern Avenue intersection is estimated to have a capacity of 3,700 vehicles per hour. This is based on traffic signal control and center left turn lanes on all four approaches. Based on traffic volumes available in the area, it is estimated that this intersection carries a total of 1,003 vehicles per hour, significantly less than its estimated capacity. Even with adding the outlet center peak hour trips, the intersection is expected to carry less volume than capacity.

The 84th Street and Kalamazoo Avenue intersection is estimated to have a capacity of 1,600 vehicles per hour for the entire intersection, based on the presence of a four-way stop and center left turn lanes on all four approaches. Counts from adjacent intersections such as Eastern, 76th Street, and Breton were utilized to estimate the traffic volume through the Kalamazoo and 84th intersection. It is estimated that roughly 1,115 vehicles per hour go through this intersection which is also less than its carrying capacity.

Crash Analysis

Crash data was obtained to determine the crash history for the 84th Street area intersections. Crash data was obtained from the *Traffic Improvement Association of Michigan* for the years 2011 through 2013. The data provides important details of each crash including crash type, severity, the special circumstances of the collision, conditions of the roadway surface, and the resulting injuries and property damage. The data can be used to identify roadway-related causes of crashes and other traffic safety problems. The data indicates the following:

- The intersection of 84th Street and Division Avenue was found to have 20 crashes in the three year period resulting in an average of 6.67 crashes per year. Eleven (55 percent) of these crashes were angle crashes, five crashes (25 percent) were head-on left-turn crashes, three crashes (15 percent) were rear-end crashes, and one crash (5 percent) was a single-vehicle crash. There were a reported seven injuries and no fatalities in the three year period.
- The intersection of Eastern Avenue and 84th Street was found to have 5 crashes in the three year period resulting in 1.67 crashes per year. Three (60 percent) of these crashes were angle crashes while the other two crashes (40 percent) were rear-end crashes. There were two injuries reported and no fatalities
- The intersection of Kalamazoo and 84th Street was found to have 8 crashes in the three year period resulting in 2.67 crashes per year. Seven (87.5%) of these crashes were angle crashes and the other crash was a rear-end crash. There were 3 injuries reported which all occurred in one crash. There were no fatalities in this three-year period.

Table 6, on the next page shows the average number of crashes per year at each of the 84th Street intersections and the average annual crash frequency for its peer group in the State. *A peer group refers intersection locations in Michigan that have a similar nature and characteristics. The characteristics utilized to determine similar intersections include: geographic location, average daily traffic levels, intersection traffic control, and number of lanes.*

The crash data obtained for that analysis shows that for the Kalamazoo and 84th Street intersection, the average number of crashes is greater than its peer group's average.

A second source of crash data for intersections is MDOT's *Michigan Intersection Guide* (July 2008). It provides historical crash data for various types of intersections on the state trunk line system. It includes the average number of crashes and crash types for different types of intersections at different average daily traffic (ADT) levels.

The Guide reveals that the intersection of 84th Street and Kalamazoo Avenue has a higher number of average crashes per year than its respective peer group. The 84th Street and Division intersection, and the 84th and Eastern Intersection are however, both under their respective peer group in numbers of crashes. As mentioned, the peer group averages are based on average daily traffic volumes, type of intersection, traffic control, and specific region of state.

The Kalamazoo Avenue and 84th Street intersection experiences under 10,000 vehicles per day, yet averages 2.67 crashes per year. The average number of crashes for a similar type of intersection in Michigan is 1.63 per year.

A third source of intersection crash data is the *Traffic Improvement Association of Michigan*. It records and categorizes traffic collisions in each community throughout the state. For this study, information for the top 25 crash frequency locations in Gaines Charter Township (within a 3-year period) were obtained and the only intersection along 84th Street that is listed is the Kalamazoo Avenue and 84th Street intersection. It ranked number 16 with a total of 8 crashes. Seven of the 8 crashes at the 84th Street and Kalamazoo Avenue intersection were angle type crashes (side impacts or T-bones) as opposed to rear end or head on impacts. Three of the seven crashes occurred on wet, icy, or snowy roads.

Intersection	Average No. of Crashes/year	*Peer Group Crashes/year
84 th Street and Division Avenue	6.67	7.84
84 th Street and Eastern Avenue	1.67	2.84
84 th Street and Kalamazoo Avenue	2.67	0.58

Table 7
Intersection Collisions

Chapter 3- U.S. Census Demographics

Population:

Table 8
Township Population 1970-2010

Year	Population	Increase
2010	25,146	38.3%
2000	20,112	38.3%
1990	14,533	40%
1980	10,364	17.80%
1970	8,794	n/a

The total population of Gaines Charter Township is listed in the 2010 census as 25,146 people. To the right is a map illustrating the population counts for specific sections within for Township.

A map illustrating the gross population density within these sections is shown to the right. These numbers were calculated by dividing the total area's population by the acreage of each section.

The maps illustrate that the greatest population density is in the northwest quarter of the township; with the least dense areas along Patterson Avenue at the Township's eastern border and 108th Street at the southern border. This map shows that 80% of the Gaines Charter Township population resides north of 76th Street.

Figure 7
**2010 POPULATION DISTRIBUTION BY
GROUPED CENSUS BLOCKS**

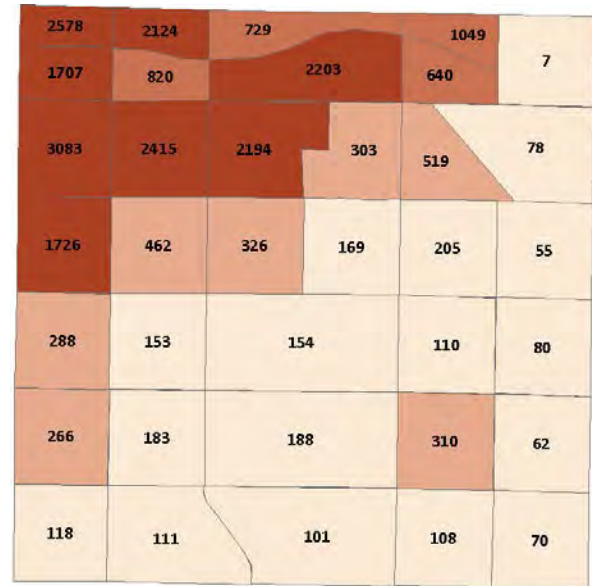
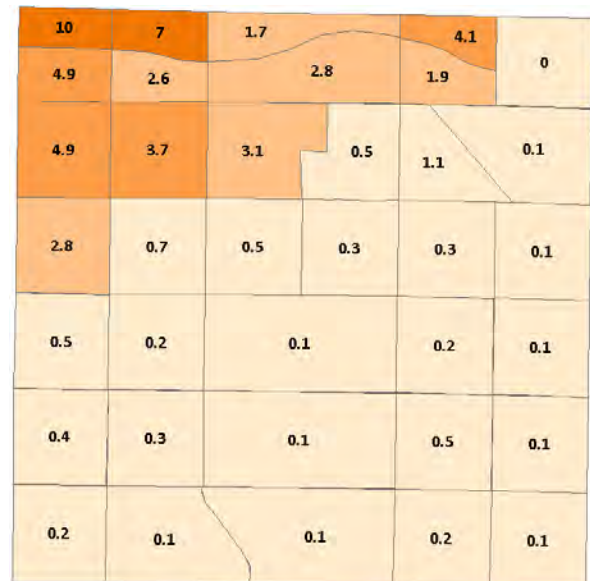


Figure 8
**2010 POPULATION DENSITY
BY PERSONS PER 1 ACRE**



Age Characteristics

The median age of Gaines Charter Township in 2010 was 34.8 years old.

This number is up from 2000 where the median age was 32.5 years. This illustrates the population growth has remained relatively steady over the past 10 years. This age range is regarded as being prime for career attainment and family rearing.

Figure 9
2010 Gaines Charter Township Age Distribution

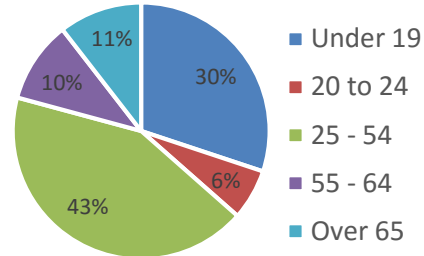
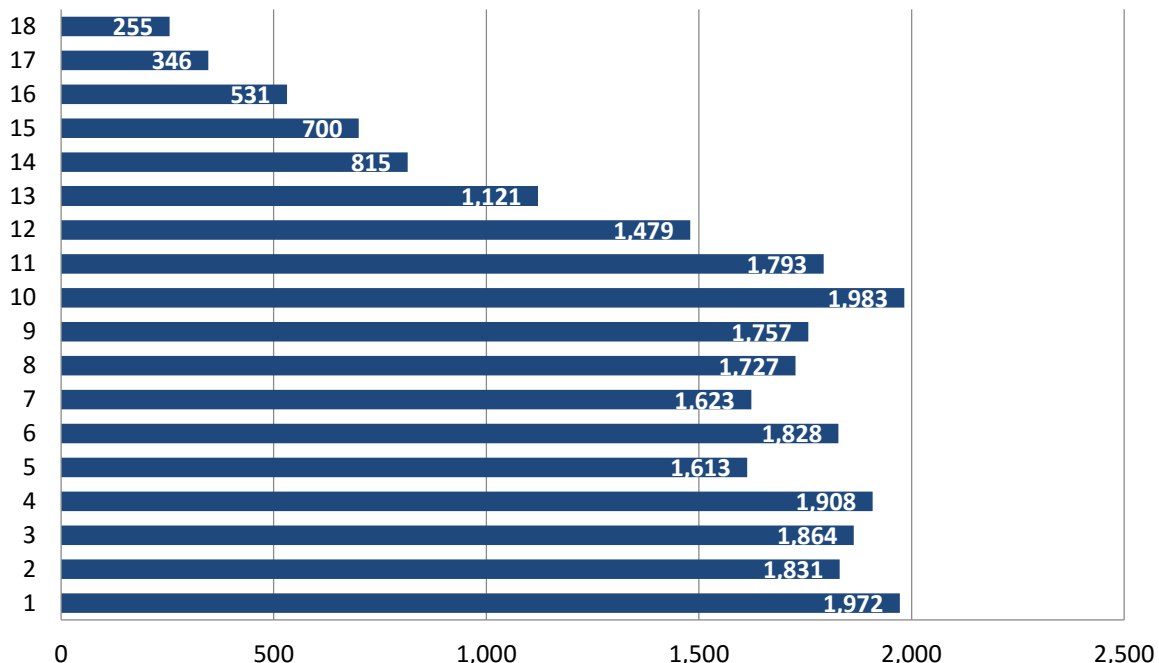


Table 9
Gaines Charter Township Age Characteristics

2000 Age Distribution			2010 Age Distribution		2010 vs. 2000	
Age	Population	% Total	Population	% Total	Difference	% Difference
Under 19	6339	31.5%	7575	30.1%	1236	19.5%
20 to 24	1383	6.9%	1613	6.4%	230	16.6%
25 - 54	8879	44.1%	10711	42.7%	1832	20.6%
55 - 64	1621	8.1%	2600	10.3%	979	60%
Over 65	1890	9.4%	2647	10.5%	757	40%
Totals	20112	100%	25146	100.0%	5034	25%

Figure 10
Gaines Charter Township Population



Regional Comparisons

The Township comprises 4.2% of the total population of Kent County (602,622 people). Comparing Gaines Charter Township to other Townships and Cities in Kent County, Gaines was the fifth most populated municipality in 2010, behind the Cities of Grand Rapids, Kentwood, Wyoming, and Plainfield Township. This is up one position from the year 2000 where Gaines Charter Township was the sixth largest municipality (behind the City of Walker) in Kent County.

State of Michigan

When looking at a State comparison, Gaines Charter Township is ranked as the 57th fastest growing municipality between the years 2000 and 2010 and also the 75th most populated community in Michigan. This ranking is up from the year 2000 when Gaines Charter Township was considered the 92nd most populated municipality in Michigan.

Table 10

Regional Population Growth 1990 – 2010							
	1990	2000	Difference	Increase	2010	Difference	Increase
Kent County	500,631	574,355	73,724	14.7%	602,622	28,287	4.9%
City of Wyoming	63,891	69,368	5,477	8.6%	72,125	2,757	4.0%
City of Kentwood	38,193	45,255	7,062	18.5%	48,707	3,452	7.6%
Gaines Charter Township	14,533	20,112	5,579	38.4%	25,146	5,034	25.0%
Byron Township	13,235	17,553	4,318	32.6%	20,317	2,764	15.7%
Caledonia Township	6,254	8,964	2,710	43.3%	12,332	3,368	37.6%
Leighton Township	3,069	3,652	583	19.0%	4,934	1,282	35.1%
Caledonia Village	885	1,102	217	25.0%	1,511	409	37.1%

Table 11

Historic Regional Population Growth 1970 – 1990					
	1970	1980	Increase	1990	Increase
Kent County	411,044	444,506	8.1%	500,631	12.6%
City of Wyoming	56,560	59,616	5.4%	63,891	7.2%
City of Kentwood	20,310	30,438	49.9%	38,193	25.5%
Gaines Charter Township	8,794	10,364	17.9%	14,533	40.2%
Byron Township	7,493	10,104	34.8%	13,235	31.0%
Caledonia Township	3,126	4,205	34.5%	6,254	48.7%
Leighton Township	2,354	2,772	18.0%	3,069	11.0%
Caledonia Village	716	722	1.0%	885	23.0%

Ethnicity

Over the last ten years the Township's population has become more diverse. The majority ethnicity has gone from 89.3% in 2000 to 80.5% in 2010. The African American, Asian, and Multi-national population have more than doubled in the past 10 years. Many different nationalities from across the continent of Asia are represented within Gaines Charter Township. Vietnamese ancestry is the most prevalent at 63% of the Asian demographic. As the West Michigan region continues to grow, the economic climate is set to attract a more diverse populace. It can be anticipated that the Region and Gaines Charter Township will continue to become more diverse.

Ancestry

Dutch, German, Irish, English, and Polish, in the year 2000 continue to be the most represented ethnicities in Gaines Charter Township making up roughly 70% of the total population's heritage.

Figure 11
Ethnic Heritage of Gaines Charter Township Residents: 2010

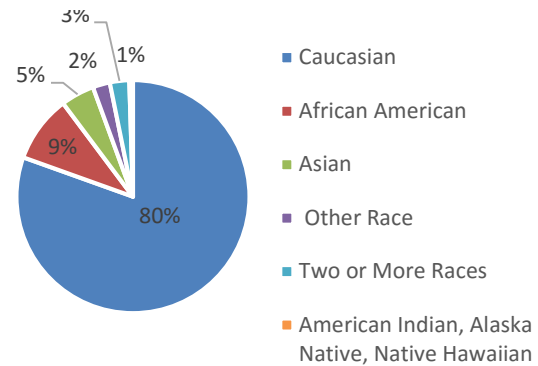


Figure 12
Ethnic Heritage of 2010 New Residents

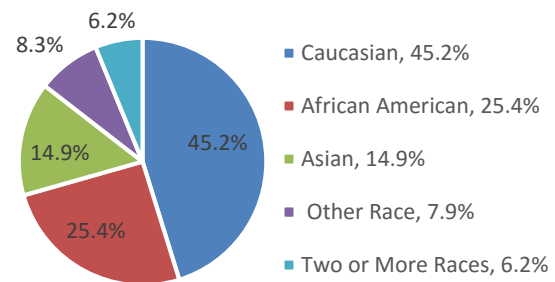


Table 12
Gaines Charter Township Ethnic Makeup

Ethnicity	2000	% Population	2010	% Population		Difference	% Difference
Caucasian	17,960	89.3%	20,236	80.5%		2,276	12.7%
African American	1,058	5.3%	2,338	9.3%		1,280	121.0%
Asian	418	2.1%	1,169	4.6%		751	179.7%
Other Race	204	1.0%	600	2.4%		396	194.1%
Two or More Races	366	1.8%	676	2.7%		310	84.7%
American Indian, Alaska Native, Native Hawaiian	106	0.5%	127	0.5%		21	19.8%
Totals	20,112		25,146			5,034	25%

Gender

As of 2010, there were 12,806 females totalling 50.9% of the population. Additionally, 12,340 males represent 49.1 % of the population in Gaines Charter Township.

Figure 13
2010 Gaines Charter Township
Female to Male Population Ratio

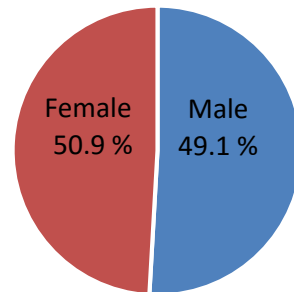
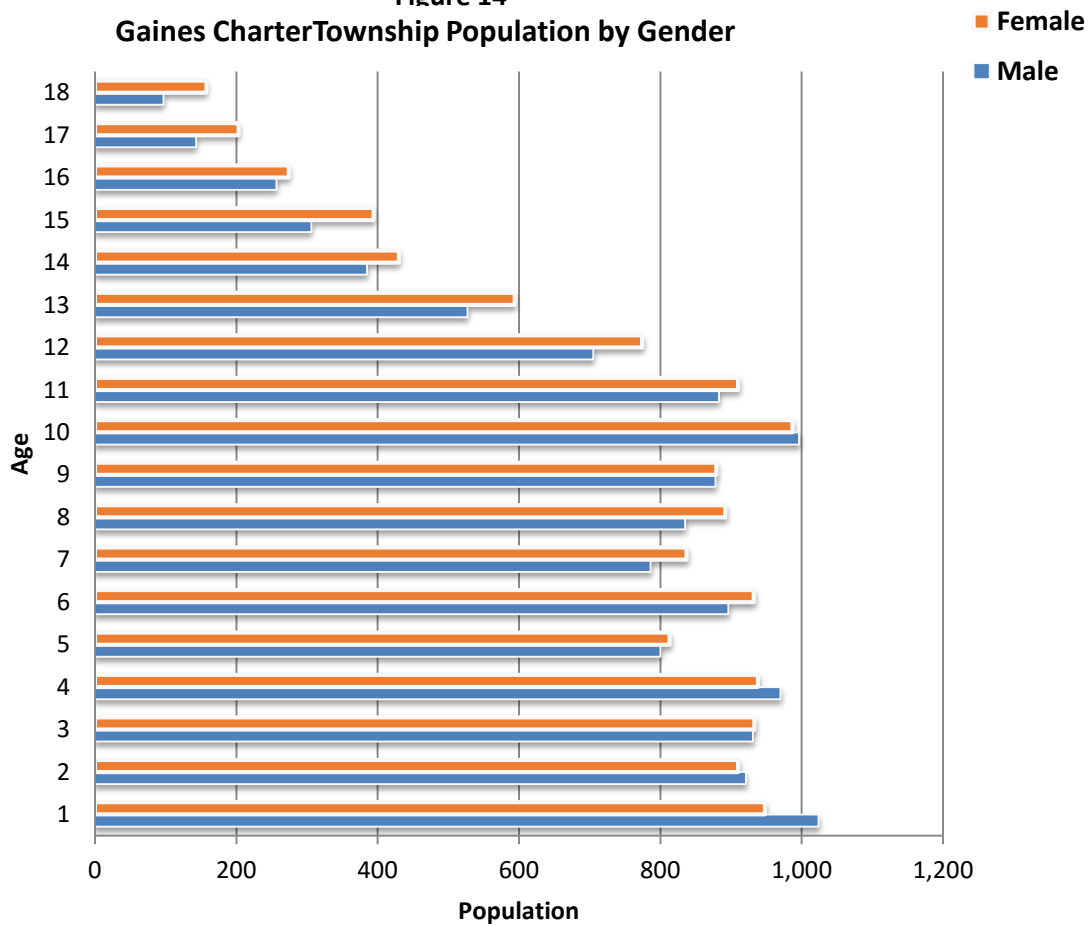


Figure 14
Gaines Charter Township Population by Gender



Income:

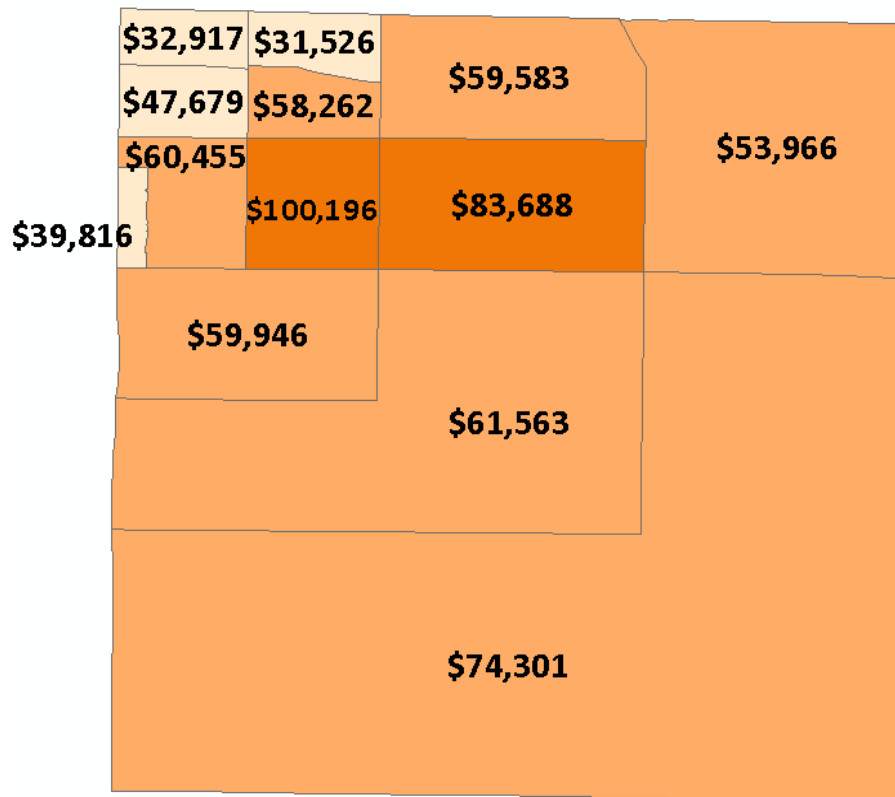
The US Census Bureau lists the 2011 median income level for households in Gaines Charter Township at \$54,146. This is ahead of the median income for both Kent County at \$50,801 and the State of Michigan at \$48,669. This is an 11.6% increase in median household income over the past 10 years. To the right is a chart comparing the regional incomes of other local municipalities near Gaines Charter Township.

Shown below are Census Tract groupings illustrating the median income levels for specific areas within the Township.

Table 13

Regional Income Comparisons	
Caledonia Township	\$78,690
Leighton Township	\$59,506
Byron Township	\$57,310
Gaines Charter Township	\$55,929
Kent County	\$51,667
City of Kentwood	\$48,368
State of Michigan	\$48,411

Figure 15
Median Income by Location
Gaines Charter Township



Education:

Education data for the Township shows the adult population is becoming more educated. **The greatest increases are found in the three post high school education categories, with 29% of the population attaining a bachelor degree or better.**

It is important to note that the percentage of those who have yet to obtain a high school degree has declined over the past ten years.

This decline could be caused by two situations:

1. Younger residents are achieving higher levels of education than in previous years.
2. Older populations which may have not had an opportunity for a high school education are dwindling.

Figure 16
2010: Education Attainment
of Population 25 years and Over

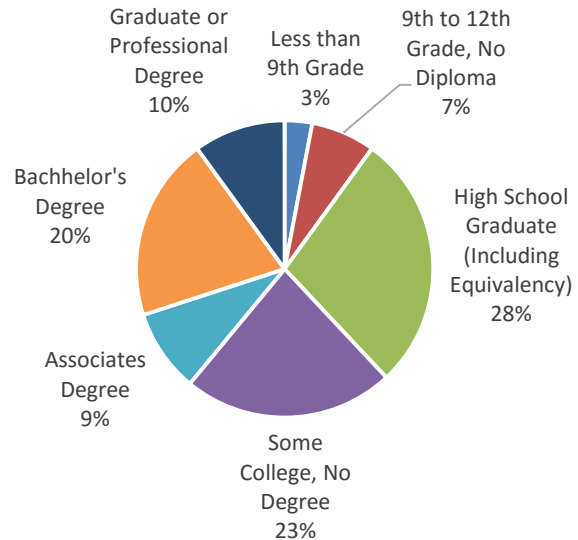


Table 14

Education Attainment of Adults 25 Years and Older					
	2000	2010	% Gaines Township Population	Kent County	Michigan
Population of 25 Years of Age	12,289	15,299		388,879	6,594,586
Less than 9th Grade	557	465	3%	4%	3.4%
9th – 12th Grade, no diploma	1,207	1,009	6.4%	6.6%	7.7%
High School Graduate (includes equivalency)	4,020	4,248	27.7%	26.4%	30.4%
Some College, no degree	2,960	3,516	22.8%	22.6%	24%
Associate's Degree	959	1,440	10.1%	8.6%	8.6%
Bachelor's Degree	1,763	3,132	19.8%	21%	15.9%
Graduate or Professional Degree	823	1,489	10.2%	10.7%	10%

Housing:

The total number of Gaines Charter Township households in 2010 is listed at 9,866 units. This is an **increase of 26.7% from the previous census year.** Family households comprised 73% of total households in Gaines Charter Township in 2010. The average township household size is 2.69 people per home, with an average family household size of 3.15 people per home. This number is up nearly 5% from 2000 where family households comprised roughly 68% of the total households in Gaines Charter Township.

The average median home price increased significantly over the past ten years to \$162,600; more than doubling the 2000 total. The total vacancy rate for Gaines Charter Township in 2010 was 646 units or 6.5% of the total housing stock. This is an increase from the 2.8% vacancy rate from the year 2000, but is less than the Kent County vacancy rate of 7.9%.

Interesting to note is the 21% increase in rental properties over the last ten years. One concludes that a slight trend of converting owner occupied single family homes to rental units has risen over the last ten years. This may be due to the economic downturn and housing crisis which hit the country in late 2007.

Proportionality there are still less rental housing options available in 2010 than in 2000. In 2010, 26.5% of the total available housing was renter occupied; in 2000 rental housing comprised 27.8% of the total housing available in Gaines Charter Township.

Table 15

Gaines Charter Township Housing Profile 2000 vs. 2010			
	2000	2010	% Increase
Median Value	\$78,271	\$162,600	107.7%
Total Housing Units	7,789	9,866	26.7%
Owner Occupied Households	7,501	9,220	22.9%
Family Occupied Households	5,321	6,740	26.7%
Renter Occupied Households	2,162	2,617	21%
Vacant Housing Units	288	646	124.3%
Average household size	2.64	2.69	1.8%
Average family size	3.12	3.15	0.9%

Table 16

Regional Homeowner and Rental Vacancy Rates		
	Owner Occupied	Rental
Kent County	2.7%	7.2%
Gaines Charter Township	4.1%	3.1%
Byron Township	0.7%	10.6%
Caledonia Township	1.2%	2.9%
City of Wyoming	4.2%	6.5%
City of Kentwood	2.7%	6.4%
Leighton Township	6.1%	0.0%

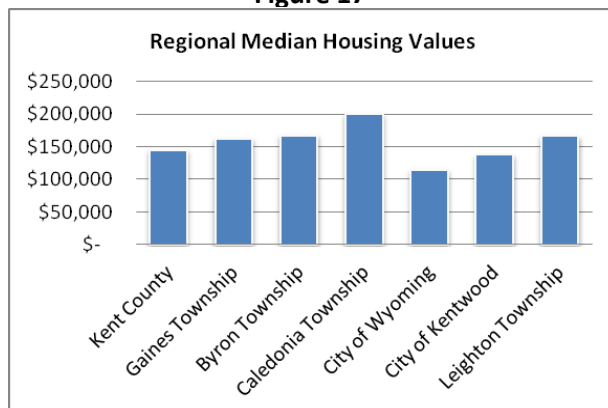
Township State Equalized Value (SEV) Data:

Using data provided by the Township Assessor and the Grand Valley Metro Council's REGIS Center, Township staff has determined that in 2013, the Median SEV for Single Family Residence (SFR) was \$74,600; which translates to a **Median Market Value of \$149,200. This is a difference of \$13,400 or 8.2% from the Median home price provided by the US Census and the American Community Survey of 162,600.**

This number was found by reviewing the SEV of all 5,497 SFR properties in Gaines Charter Township. Calculating the average SEV (\$83,456), determining the standard deviation of the data (the number calculated to indicate the extent of deviation from the mean), and identifying the upper and lower outliers (property SEV too far from the average SEV that their presence in a dataset can skew the results). For example, one property which abuts 68th Street, Hanna Lake Avenue, and Dutton Avenue has a SEV of \$975,800. For this property the value is tied more to the land than the home, so it was removed.

The two outliers were determined as two times the STD, plus the mean (upper outlier SEV = \$163,015.21), and minus the mean (lower outlier SEV = \$3,897.10).

Figure 17



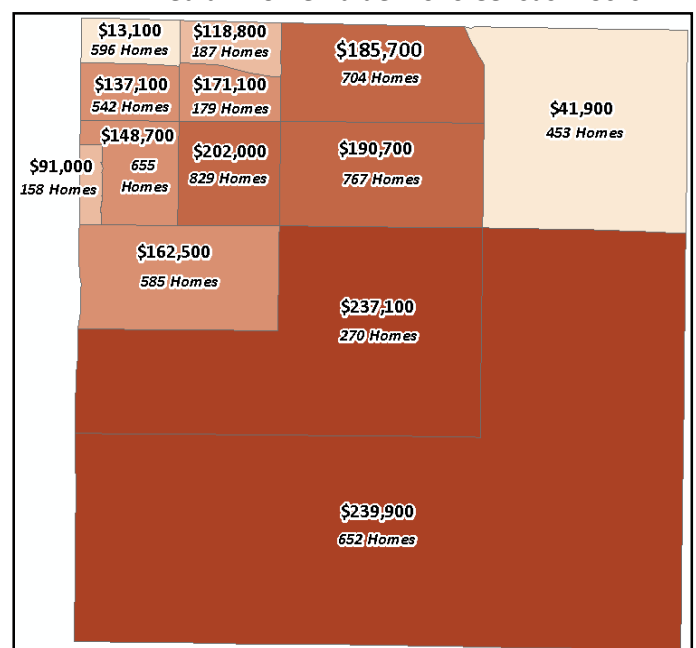
Once these parameters were defined, all numbers above the upper outlier SEV and below the lower outlier SEV were removed. This removed 198 properties from the data set.

Resident Retention:

It is estimated that approximately 10% of new homes built between years 2000 – 2010 were constructed by existing Township residents. These individuals may consist of younger people deciding to stay in the Township once reaching adulthood, or perhaps adult residents who constructed newer homes within the Township. This conclusion was drawn by dividing the population increase of 5,034 people by the 2010 average household size of 2.69 persons. The sum of 1,872 is the number of housing units one can anticipate for 5,034 new residents. Then by subtracting 1,872 units from the actual 2010 housing increase of 2,077 units, the sum of 205 units represents the total number of new homes built by persons residing in the Township in 2000 or approximately 10% of the 2,077 new units recorded.

Figure 18

Median Home Value: 2010 Census Blocks



Chapter 4- Public Involvement

An important objective of the Sub-Area Plan process is meaningful engagement from those most affected by the results. The Township utilized a number of methods to encourage and engage participation.

In late August 2014, prior to the initial meeting of the Planning Advisory Committee (PAC), an interactive tool was created and attached to the Gaines Charter Township website. *Community Remarks*® is a map based public input portal that allowed interested persons to submit comments related to a specific site or geographic area. Participants were able to view and vote on other user submitted comments.

Appendix 2 presents a summary of *Community Remarks*® feedback including a map keyed to the comments.

The PAC selected the following topics for comments. The number following each topic represents the number of comments received for that topic.

- Commercial and Office; (14)
- Infrastructure; (3)
- Motorized Transportation; (0)
- Non-Motorized Transportation; (8)
- Public Safety; (0)
- Parks and Public Spaces; (17)
- Agriculture/Agri-Business; (4)
- Environment; (4)
- Housing; (8)
- Culture; (1)

Appendix 3 contains a complete list of all comments received through December of 2014. The Preferred Future Land Use Option was also posted on *Community Remarks*® to solicit public feedback.

Harvest Fest

On October 11, 2014 the Township held its annual Harvest Festival outside of the Township Offices. A booth was set up by the Planning Department to present the Alternative Future Land Use Option drawings for the Sub-Area prepared by the Planning Advisory Committee on September 29th. A number of comments were received and later added to the *Community Remarks*® website.

In September of 2014 approximately 850 postcards were sent to landowners, residents, and taxpayers within and adjacent to the Sub-Area. The post cards presented information on the planning process and invited people to the Public engagement workshop on October 28, 2014(a copy of the postcard is presented as Figure 19). The Public Engagement Workshop on October 28, 2014 attracted 58 residents, landowners and others who viewed large maps of the two future land use alternatives prepared by the PAC.

Attendees were encouraged to write their comments directly on either the maps or a comment sheet. The comments were summarized for the PAC meeting on November 18, 2014 and were useful in helping the PAC narrow the two alternatives to one preferred option. The results of the Public Engagement Workshop are contained in **Appendix 4**, and **Appendix 5** contains the Combined Summary of the Public Engagement Workshop and Community Remarks Results.

Figure 19
Public Workshop Notice

Gaines Charter Township

Kalamazoo Avenue and 84th Street Sub-Area Plan

Become a Part of the Discussion: The Township has launched an interactive online tool which enables you to submit your comments and ideas onto a map of the study area and engage with others prior to the Public Engagement Meeting. You can access this tool through the project website or by visiting: www.CommunityRemarks.com/Gaines

Public Engagement Meeting: **October 28, 2014, 6 - 9 PM at Township Hall.** Gaines Charter Township is seeking **your** input in this planning process. To learn more about the project, please visit the project website: www.Gaines84thSubareaPlan.com



If you have any questions concerning the Kalamazoo Avenue and 84th Street Sub-Area Plan, please contact:
David Waligora, Gaines Charter Township Planner, at 616.698.6640 or at david.waligora@gainestownship.org

Figure 20
Website Excerpt

Gaines Charter Township Hall
8555 Kalamazoo Avenue SE, Caledonia, MI 49316

Project Background: Significant growth has occurred in and around Gaines Charter Township throughout the past 15 years. From the construction of the M-6 Highway, new residential and commercial opportunities, and now the Tanger Outlet Center; much has changed in and around the Township.

Taking a proactive approach, the Township has decided to formulate a vision to focus development in the Township and provide a plan for the study area, and give a clear understanding of what the community wants and can expect as this area of the Township develops.

The planning process to create a Future Land Use Plan for the Kalamazoo Avenue and 84th Street intersection and the 84th Street corridor has begun!

Gaines Charter Township needs your help to create it!

www.Gaines84thSubareaPlan.com

Kalamazoo Avenue and 84th Street Sub-area Plan

Chapter 5- Preferred Land Use Options

This chapter contains recommendations which will guide the development of the 84th Street corridor in coming years. These recommendations were based on the Guiding Principles listed below and were developed by the Planning Advisory Committee based on comments from the many Gaines Charter Township residents who participated in the planning process by attending the public workshop and public hearing, or by posting comments on the Community Remarks® website. Other factors which influenced future land use designation include natural features, availability of public utilities, existing land uses and parcel sizes.

Table 17
Sub-Area Plan
GUIDING PRINCIPLES

1. Promote Economic Development.
2. Blended uses/Mixed uses.
3. Mix of Architecture.
4. Non-motorized trails.
5. Gathering spaces for many sizes of groups/ Establish gathering places.
6. Preservation of natural space and rural areas.
7. "Cherry pie-comfort" (*This Principle could be combined with other Principles such as "Promote Economic Development" or "Gathering spaces..."*)

Future Land Use Designations and Descriptions

The Future Land Use Map found at the end of Appendix 6 presents a number of different future land use classifications. The map is a schematic of the preferred mix of land uses at a point 20 years in the future. It is, by definition, more conceptual than the Existing Land Use map, and by design, is not intended to be a zoning map. The mapped location of a change from one category of land use to another and that which eventually occurs on the ground in the future may not be the same. The change may be transitional and from a more legalistic zoning perspective, the timing, sequencing, and precise boundaries will be shaped by the compatibility and suitability of specific land uses, site characteristics, market conditions, demographic changes, economic events and other factors. The Future Land Use Map should therefore be interpreted at arm's length, or as some have put it, from 20,000 to 30,000 feet rather than from "on the ground."

It follows that the delineation of future land use classifications does not automatically change the zoning for that area. If a property or area within a Future Land Use designation does not match the current zoning, a rezoning process to change to zoning class that most closely matches the Future Land Use designation must occur. During that process the determinations will be made as to whether a property is in fact suitable and otherwise ready for development as indicated on the Future Land Use map. The rezoning process may be completed by either the Township or the property owner, but in either case it is a prerequisite and until that time, the current zoning will prevail.

The following narrative explains the type, intensity, and location of proposed land use categories.

Low Density Residential (LDR):

The Low Density Residential (LDR) designation on Sub-Area Plan represents the area where single family residential housing densities of up to four (4) dwelling units per acre are planned, but where a broad range of densities and lot sizes will occur.

On the higher density end of the spectrum of lot size and density within the LDR area will be the subdivision style of development allowed by the Township's RL-10 and RL-14 zoning districts. The difference between those districts is lot size. In the RL-10 district, subdivision lots as small as 10,000 square feet are permitted, and in the RL-14 District the minimum is 14,000 square feet. It is within developments that are zoned RL-10 that the densities of up to 4 units per acre may be achieved.

In the RL-10 and RL-14 developments (typically site condominium or platted subdivisions), single family detached homes supported by public utilities, street trees and sidewalks will be the norm.

On the lower density end of the LDR spectrum, existing and new large lot splits and private street development of 1-5 acres will prevail. The RL-14 and AR Agricultural-Rural Residential zoning classifications are envisioned as the two primary zoning districts used in support of those types of development, but public utilities, sidewalks and street trees will not be prerequisites unless platting or the site condominium approach to development triggers those requirements.

There are two areas north of 84th Street that are designated LDR. Both areas are adjacent

to existing subdivisions having relatively smaller lots, and both can be readily served by public utilities. For reasons of compatibility, the density achieved under the RL-14 zoning designation (10,000 to 40,000 square foot lots) is considered most appropriate for the areas adjacent to Brewer Park, but depending on design and layout, the RL -10 (10,000 to 14,000 square foot lots) might also be appropriate. Accordingly, the LDR area located east of Countryside Elementary School is recommended for the smaller range of lot sizes afforded by the LR-10 Zoning District. This area is part of the Cook's Crossing PUD (Planned Unit Development).

The sub-area plan also recommends extensive *LDR* areas on the south side of 84th Street.

The Character and Forms Map in Appendix 6 describes the existing character of these areas along and south of 84th Street as follows:

- Rural Residential predominates
- Limited agricultural uses and structures
- Suburban influence
- Primarily mid to late 20th century homes (suburban recent)
- Some non-farm early 20th Century homes; some farm homes
- Lot sizes vary from 1-5 acres to 10+ acres
- Setbacks primarily 60-100'; some 200' or greater

The existing zoning of these areas is a combination of RL-14 Single Family Residential (primarily from Eastern Avenue to Division Avenue), and A-R Agricultural-Rural Residential (between Kalamazoo Avenue and Eastern Avenue and including the west side of Eastern Avenue south of 84th Street).

The RL-14 zone allows lot sizes of 14,000 square feet and larger with 80 foot lots widths if sanitary sewer is available. Without sewer, the minimum lot area is 21,780 square

feet (one-half acre) with lot widths of 100 feet. The minimum lot size for the A-R zone is 80,000 sq. ft. with 200 feet of lot width.

Leaving the existing A-R zoning in place will of course continue to enable the creation of new larger lots well in excess of those allowed by the RL-14 Zoning, and doing so will be consistent with the Subarea Plan's objective of maintaining the character of this portion of 84th Street, as well as that portion of Eastern Avenue south of 84th Street.

Also consistent with the Plan's objectives for the area will be new LDR developments at up to 4 units per acre, so long as public utilities and the full range of amenities are provided. Even with these policies in place the Township can be confident that the overall character of this segment of 84th Street will be retained. Experience has shown that the existing highly fragmented pattern and generally 1 to 5 acre parcel sizes along the south side of the corridor will make further development at the higher densities very difficult. It is expected that only the owners or developers of the larger tracts of perhaps 10 acres and more will seek RL-14 or similar zoning.



Additional Large Lot LDR Planned Area

LDR is also planned for the peripheral portion of the study area located at the southeast quadrant of 84th Street and Kalamazoo

Avenue. Its purpose is to serve as a transition from the proposed Medium Density Residential and Mixed Use areas closer to the intersection, to the more rural lands south and east of the study area.

The LDR is an appropriate designation due to the proximity of public water and sewer, the amenities offered by the nearby Township complex, and accessibility to shopping and work places via Kalamazoo Avenue and 84th Street to nearby highways.

The Plan recommends single family homes on lots which would range in size from 14,000 square feet to one-half acre. This would be a lower density than the LDR areas proposed north of 84th street, but still consistent with the density range of 1-4 units per acre recommended for the LDR category in the 2002 Master Plan.

This LDR planned area could be developed with a mix of lot sizes in a conventional subdivision design or in a cluster open space type development provided the average density was between one and four units per acre.

Larger lots should be located on the periphery abutting the adjacent agricultural land. Such lots should include greater lot depth to separate dwellings from adjacent farming activities. Consideration should be given to the creation and retention of a vegetation strip along the perimeter of the LDR area. Open space should be provided to accommodate walking trails, passive recreation, and the preservation of natural features. New zoning regulations or policies may be needed to guide development as recommended by the Plan.

Medium Density Residential (MDR):

Characterized by small-lot, detached single family residences and attached single family

condominium style townhouse developments, the proposed MDR land use category is intended to enable compact, walkable residential neighbors. MDR areas are located in close proximity to planned commercial and mixed use areas and as a transition between arterial streets and LDR areas.

As conceived, the new MDR District will enable development with a net residential density of between 4 and 6 six dwelling units per acre (3.2 to 4.6 gross du/acre) within the areas identified on the Future Land Use map. The district would be typified by single family lots in the range of between approximately 7,500 and 10,000 square feet, lot widths as low as 60 feet and minimum setbacks commensurate with the reduced lot sizes. The MDR land use category provides for a density of residential development that is not presently supported by existing Township planning and zoning provisions. Currently, the only existing Zoning District which permits this density is the R-3 (Multi-Family Residential) District. The R-3's standards permit residential densities greater than the those recommended by this plan (up to 11.6 units per acre) however, and do not provide assurances that the areas planned for Medium Density will be developed at the intended density of 6 units per acre or less. Nor do existing R-3 District provisions allow for the requisite controls to achieve the desired architectural and housing styles.

It is recommended that the new zoning district provisions and design standards place a high priority on pedestrian facilities, architectural design, and an interconnected street system. Additional provisions designed to facilitate condominium and attached single family dwellings such as row houses or townhouses should also be included.

Development of each of the MDR areas indicated should be viewed independently and be designed to complement surrounding existing and future land uses. For this reason, inclusion of this density of development as an element of a larger scale, mixed use development could also be used to implement the intent of the MDR District.

Each MDR development should be serviced by public utilities, include sidewalks on both sides of the street, feature street trees, and include public spaces that to some degree compensates for the smaller lot size and increased compactness of dwellings. The MDR District should place a high priority on street and sidewalk connectivity to adjacent Mixed Use development and LDR areas. The streets may be configured in a variety of ways



depending on the style of the building; for instance a row of townhouses may utilize a grid pattern made up of streets and alleys, while attached condominiums could be configured to include shallow cul-de-sacs.

Mixed Use (MX)

A major component of the Sub-Area Plan is the recommendation for a Mixed Use or MX District. This classification fulfills all of the Guiding Principles listed at the beginning of this chapter. The Future Land Use map illustrates four locations for MX development. Three of these locations are adjacent to the 84th Street and Kalamazoo Avenue intersection, and the fourth along South Division Avenue, north of 84th Street.

The intent of the MX District is to create by design, a blend of structures and uses which are compatible in both form and function, thus allowing residential and more intense uses to coexist in the same area.



The elements of a Mixed Use district include:

- Strong architectural design standards
- A sense of place and community
- Multi-story Buildings with shared uses, such as residential and office or commercial in one building
- Wide Sidewalks
- Pedestrian Scale Street Lighting
- Accessibility to existing parks or new plazas and gathering places
- Limited front yard parking with a majority of parking in the rear or side yard
- Varying setback requirements dependent upon the building type, height; and location
- Restaurants with outdoor dining areas
- Attached town homes

- Assisted living within walkable neighborhoods

Mixed use buildings should typically be designed and constructed with more than one use in a form or building. If a single user is present, the design of the building should easily permit repurposing of the structure into a multi-use facility. Regardless, a completely residential use may be appropriate in some instances. Compatibility between uses provides a variety of services in one location and makes walking desirable between uses. Green space should be interspersed throughout and the buildings should be located and designed to create a sense of place.

Stand-alone commercial strip malls designed for drive-thru business and to attract drive-by traffic do not align with the above description for a Mixed Use development.

84th Street and Kalamazoo Avenue

Comments from the public workshop favored a mixed use development concept on each of the three corners as noted on the Future Land Use map. Building design and placement standards enhancing the aesthetic appearance were also determined important at this intersection.

The arrangement and parcel sizes which make up the northwest corner of the 84th Street and Kalamazoo Intersection, along with the existence of a pond and the adjacent athletic fields of South Christian High School, make this a challenging area for a single mixed use development project. It is likely that this area may develop with separate projects over a number of years.

Proper oversight by the Township will be needed to ensure that separate projects blend into an overall Mixed Use neighborhood. Suitable transitions will need

to be in place to ensure compatibility, safe and convenient pedestrian facilities, and proper vehicle accommodations.

84th Street and Division Avenue

A Mixed Use classification is recommended along the east side of Division Avenue just north of 84th Street. This vacant wooded site, currently zoned RL-14, contains a wetland along the east end and abuts Brewer Park Condominiums, a residential attached condominium neighborhood on the north. A future General Commercial designation is planned to the south of the Mixed Use area. The Mixed Use area should provide a suitable transition between the existing residential use and the proposed General Commercial area.

A non-motorized trail is recommended to traverse the site to connect with Brewer Park and Division Avenue. Sidewalks and street trees along Division Avenue should be provided in any future development. The site could be developed under the existing RL-14 zoning category but the uses recommended by the Plan would be more suitable given the terrain and adjacent land uses.

Summary

The Mixed Use District requires careful planning and flexible regulatory tools to guide the design and composition of future uses. Development should be constructed to complement each area and its existing uses in an effort to enhance the community feel desired by the Township and its residents.

The Plan recommends that these regulations be prepared and adopted by the Township so proper implementation measures are in place to guide development in accordance with the Plan. The regulations would be worded to achieve the elements of a Mixed Use project listed on the previous pages.

New regulations should include standards establishing a minimum land area needed to develop a mixed use project. Regulations should highlight both wanted and unwanted land uses and put in place standards to ensure that any phase of a project would include more than one type of land use.

Residential Density within the Mixed Use District should be higher than in the MDR areas. This is in an effort to promote compact development, and allow for on-site residents to support neighboring nonresidential uses, and for the nonresidential uses to provide employment opportunities for the adjacent residents. A density of 8 -10 units per acre should be considered, but may not always be appropriate.

Regulatory tools could include form based codes or a hybrid code to achieve this goal. A Form-Based Code (FBC) is a means of land regulation which places an emphasis on building and street design. A hybrid code would incorporate some of the current zoning requirements with elements of a form based code to require architectural guidelines, building placement, and land use standards. Regardless, the end result is an environment which is more aesthetically unified and more closely meets the goals established within the Master Plan.

NEIGHBORHOOD COMMERCIAL (NC)

A Neighborhood Commercial designation is recommended for the northeast corner of 84th Street and Eastern Avenue to accommodate the convenience shopping needs of Township residents and bring a sense of place to the area along 84th Street and Eastern Avenue. This corner is envisioned for convenience retail and service uses intended to serve nearby residents as well as passing traffic. Public workshop comments discouraged gas station/convenience store or

similar commercial uses at this location which might generate large volumes of traffic.

The plan envisions one story office buildings, a bank, coffee shop or similar use. Buildings should be designed to reflect the surrounding residential character with appropriate landscaping to buffer adjacent neighborhoods and sidewalks along both abutting streets.

The current Neighborhood Commercial C-1 zoning district will need to be amended to specify architectural standards and limit high traffic uses.

GENERAL COMMERCIAL (GC)

The northeast and southeast corners of Division and 84th Street are being recommended for General Commercial. The Township sees this area as the front door of Gaines Charter Township for all eastbound traffic on 84th Street. The Plan recommends architectural guidelines be implemented for these locations to ensure a higher quality of development at this intersection.

The lands opposite these parcels on the west side of Division Avenue in Byron Township are planned and zoned for industrial and commercial uses. Traffic is expected to increase at this intersection due to the construction of Tanger Outlets Mall and the proximity of the US-131 interchange.

The exact eastward extent of the commercial zoning on the north and south sides of 84th Street is presently somewhat undefined, but it should ultimately be determined by the fate of the three smaller existing residential lots found at the southwest corner of Brewer Park. Ideally, these properties should one day be incorporated into the park area. If that does not occur and market forces dictate the

properties transition away from residential, the Township will need to coordinate its zoning decisions so that land uses on both sides of the street are compatible.

The Township also notes that with more traffic present, the need to regulate vehicle access becomes even more important.

Access management standards which control the number and placement of driveways as well as providing for service drives, connecting parking lots and shared driveways should be added to the site plan review requirements of the Zoning Ordinance. Additionally design standards should be implemented for this location to promote high quality buildings and attractive streets.



Figure 21
Future Land Use Map- Division Ct. Detail

One area of particular concern is the acute angle at which Division Court intersects with Division Avenue, just south of 84th Street. This plan suggests that in the long term General Commercial activity may ultimately extend approximately 800 feet south of 84th Street. If left in its current configuration however, commercial traffic created by businesses having direct access to this street frontage will quickly overload the intersection

and create hazardous conflicts with existing local through traffic. Also of importance is the fact that land to the south, between Division Avenue and Division Court in Byron Township, is presently planned and zoned for “Suburban Residential” use.

Given these concerns, the rezoning of property that would derive direct access from Division Court should be delayed until there is a supportive re-design of the intersection and a compatible land use pattern along both sides of Division Court has been coordinated with Byron Township.

INSTITUTIONAL

This future land use category recognizes the Township offices and Prairie Wolf Park on the southwest corner of 84th Street and Kalamazoo Avenue. The Plan calls for the continued protection of this natural area with much public support expressed for indoor recreational facilities including workout space and an indoor pool. The Plan strongly recommends pedestrian trail connections to surrounding properties. The Plan notes that these services could be provided to Township residents by a private or non-profit organization, or by a Township run recreation center.

PRESERVATION

With the anticipated increase in both development and population density, it will be pivotal to guide where and how development occurs. The recommendation to create a Preservation land use classification is an attempt to guide where development should not occur. The Preservation classification will set aside several wooded areas as public recreational areas.

Prairie Wolf Park to the south of the Gaines Charter Township Offices along Kalamazoo Avenue is an example of successful

preservation. The future development of the property to the west of the Byron Gaines Utility Authority along 84th Street, known as **Cody’s Mill Park**, is another area that has been identified for preservation. A non-motorized trail will help link these two properties with the Gaines Township Offices and eventually to the existing neighborhoods near Eastern Avenue and Brewer Park to the west.

The two other areas that have been currently identified for future preservation are shown on the **Sub-Area Plan**. The large section of land to the southeast of Prairie Wolf Park along Kalamazoo Avenue and the sizeable area to the east of Cornerstone Church are properties wooded with ponds, creeks and wetlands and thus their development potential is limited. As areas set aside for preservation, their value to the community will increase considerably.

Actions to maintain natural features should not be limited solely to properties in the Preservation classification. Efforts should be made to better protect natural areas throughout the Township regardless of land use classification. Areas within Gaines that feature woodlands, wetlands, steep slopes, ridgelines, wildlife habitats or movement corridors, ponds, creeks, and other similar features should be identified. Once the location of natural features is ascertained, a ranking system of the most important natural features should be prepared and consulted during review for land development requests (site condominiums, PUDs, commercial projects), so measures can be taken to minimize disturbance of these areas.



View from the Dodge Overlook in
Prairie Wolf Park

TRAILS

A central feature of this Sub-Area plan is the provision for pedestrian, bicycle and other means of non-motorized movement and access. To this end the Plan recommends and illustrates the following:

- A Complete Street plan of action including sidewalks on both sides of all major roads.
- A non-motorized trail or sidewalk between Kalamazoo Avenue from 84th Street to 76th Street.
- Walking trails connecting existing and future parks and residential neighborhoods.
- Signaled or Striped Pedestrian Crossing at Eastern Avenue north of 84th street.
- Sidewalks within the mixed used planned areas.
- Safe pedestrian crossings on all of the major intersections in the planning area.
- A non-motorized trail along 84th Street extending from Division over the US 131 expressway to the Tanger Outlets Mall entrance in Byron Township.

Language should be added to the Zoning Ordinance to require that easements be set aside to accommodate the off-street trail system as shown on the Future Land Use map and that trails and sidewalks in the public right-of-way be constructed concurrent with abutting development projects.

The Township should work with the Kent County Road Commission to determine ways to provide safe pedestrian crossing measures where non-motorized trails cross public streets away from intersections. One such measure would be placing crossing refuge islands in the center of the street so pedestrians would not have to cross all vehicle travel lanes at once.



Prairie Wolf Park Trail

COMPLETE STREETS ANALYSIS

In August of 2010, PA 33 of 2008 (the Michigan Planning Enabling Act) was amended to require local master plans include consideration of additional elements related to transportation. These elements include safe and efficient movement of people and goods by motorized and non-motorized means. Pedestrians, bicycles, and those who need assistance must also be taken into consideration.

The new amendment provides the following definition for street: *"A street, avenue, boulevard, highway, road, lane, alley, viaduct, or other public way intended for use by motor vehicles, bicycles, pedestrians, and other legal users."* A Complete Streets philosophy addresses all of the listed items.

In December of 2010, PA 33 was further amended to require that local master plans also take into consideration the location, character, and extent of public transit routes and public transportation facilities in the preparation of the master plan, and to coordinate with public transportation agencies in the planning process.

Complete Street Study Area

The study area is comprised primarily of paved Kent County primary roads: Division Avenue, Eastern Avenue, Kalamazoo Avenue, and 84th Street. Eastern Avenue south of 84th Street is a paved Kent County local road. Division Avenue is designated as an Inter-county Highway (Kent A45). These roads consist of two travel lanes with Division Avenue consisting of four travel lanes north of 84th Street. Left-hand and right-turn lanes or tapers exist at all major intersections in the study area.

Striped shoulders exist on all County roadways within the study area, with an area of pavement outside the stripe of approximately three to four feet. No designated bike lanes exist, although cyclists often utilize the paved shoulder.

Sidewalks exist in the following locations:

- North side of 84th Street on the road frontage in front of the church property, and along that portion of Kalamazoo Avenue where the second entrance to the church is located;
- South side of 84th Street in front of the Township Offices and associated Township property, as well as interior to the Township property, connecting to the Township trail system that leads into Prairie Wolf Park;
- West side of Kalamazoo Avenue along Township property to a point just south of the main entrance to Prairie Wolf Park;



An example of street design which does not include a Complete Street Philosophy.

- North side of 84th Street in front of the Byron Gaines Utility Authority;
- East side of Eastern Avenue where sidewalk that runs in front of the school property extends south to a point within the study area.
- Curb ramps are located at intersections where both sidewalks currently exist, and at major intersections where sidewalks do not exist but are anticipated in the future.



[MS1] Example of a Complete Street in a setting similar to Kalamazoo Avenue.

Recommendations for Complete Streets for the Sub-Area Plan include the following:

- Continue a sidewalk system accessible to all users on both sides of 84th Street and provide connections to sidewalks on adjoining roadways.

- Work with Kent County Road Commission to provide striped shoulders that are adequate for bicycle travel on both sides of 84th Street, on both sides of Kalamazoo Avenue north of 84th Street, and on both sides of 84th Street west of Division Avenue to provide a connection to the Tanger Outlet Mall.
- Where the Township trail system crosses County roads, provide safe, accessible crossings for all users.
- Within mixed use, more dense areas of the Township, consider the use of “sharrows” to facilitate sharing of vehicle travel lanes with bicycles.
- As part of site plan review, require easements or construction of planned pedestrian walkways and trail crossings, and accessible walkway access from the public sidewalk to private or public facilities.



“Shared Road” or “Sharrows”



Dedicated Bike Lane



Example of a Complete Street Design in a Commercial Corridor

Public and Private Transportation

The public and private transportation described in the following narrative describes services that are available not only within the study area, but within Gaines Charter Township. As a whole Public transportation is available in Gaines Charter Township via The Rapid, a metropolitan-wide bus system. Routes that extend into Gaines Charter Township include:

- The Eastern Route with service that extends to the Woodfield apartment complex on Eastern Avenue, and extends south on Kalamazoo Avenue to the Meijer Shopping Center on Marketplace Drive just south of the Paul Henry Freeway (M-6).
- The Division Route with service to 68th Street between Division Avenue and Clyde Park Avenue, serving the area near the Spectrum Health Pavilion and Pine Rest Christian Mental Health facility, the K-mart shopping plaza, and various points in the area.

- The Silver Line Bus Rapid Transit (BRT) Route, with service along Division Avenue extending to 60th Street. The Silver Line 60th Street Station is located on the northeast corner of Division Avenue and 60th Street, just north of the Gaines Charter Township municipal boundary at 60th Street.
- The Area Agency on Aging of Western Michigan provides Ridelink, a collaboration of five agencies that provide transportation for adults age 60 and over in Kent County. Hours of operation are 8:00 A.M to 4:00 P.M. Monday through Friday. Wheelchair accommodation is available.
- The Go!Bus is available for Township residents with disabilities. Additionally the Township partners with Hope Network to provide citizens with disabilities and the elderly access to transportation at a minimal cost to the rider.



The Rapid's Silver Line Bus



Hope Network's Transportation Service

Chapter 6- Implementation

This Section summarizes the actions recommended to facilitate execution of the plan.

1. Prepare specific regulations for the areas planned as Mixed Use. Regulatory tools could include Form Based Codes, Hybrid Codes, architectural guidelines, building setbacks or “build-to” lines, and specified land use standards.
The Mixed Use regulations should include the following standards:
 - Minimum land area needed for rezoning.
 - Sequencing of different land uses to ensure phases include more than one type of land use.
 - Architectural and building design requirements.
 - Building location minimum and maximum setbacks.
 - Pedestrian amenities which would include sidewalks, street furniture and public spaces.
 - Block lengths.
 - Specific land uses.
- Density for residential uses within the Mixed Use areas could be 8 -10 units per acre. This would promote the premise of compact development and allow for on-site residents to support proposed commercial uses. Regulations must be flexible to allow unanticipated development concepts that still meet the intent of the Mixed Use areas.
2. Leave in place existing zoning for land south of 84th Street, from Brewer Park to Kalamazoo Avenue. Only consider up-zoning for large parcels if utilities are available.
3. For the LDR area planned at the southeast corner of 84th Street and Kalamazoo Avenue, RL-14 Zoning District may be most appropriate.
 - This area could be a mix of lot sizes where larger lots abut the adjacent agricultural and wooded areas.
 - Consideration should be given to the creation of a vegetation strip along the perimeter of the LDR area.
 - Cul-de-sacs should be limited and a more connected street design promoted.
4. The Plan proposes a new zoning district be prepared—the MDR or Medium Density Residential Zoning District. The District would limit residential density to 6 units per acre and allow for multiple housing types and styles.
 - Consider single family lot sizes in the range of 7,500 to 10,000 square feet with a minimum lot width as low as 60 feet.
 - Consider attached single family dwellings at up to 6 units per acre.
 - Design standards should also be developed to ensure buildings fit the character of each area.
5. Prepare new zoning regulations to ensure developments in the proposed General Commercial area will have architectural guidelines and provide a positive image for the “front door” of Gaines Charter Township.

6. Prepare access management standards to control the number and placement of driveways and curb cuts and work with the Kent County Road Commission to improve intersection design, where needed. Standards should include measures for service drives and shared parking areas.
7. Work with the Kent County Road Commission and to provide safe pedestrian crossings where non-motorized trails intersect public streets.
8. Establish a policy to implement Complete Street Design within the corridor to align with Kent County Road Commission road expansion, when possible.



Appendix 1

Demographic Analysis and Market Assessment

**Gaines Charter Township Sub-Area Plan
Demographic Analysis and Market Assessment
September 23, 2014**

DEMOGRAPHIC ANALYSIS

The Kalamazoo Avenue and 84th Street Sub-Area is located within Gaines Charter Township, Kent County, Michigan. The sub-area boundary is not coterminous with a census boundary, such as a municipality, census tract, or block group; therefore, demographic data specific to the sub-area is difficult to obtain. The following demographic analysis has been prepared to provide general insight into the trends and characteristics of the area, using data which is provided at various levels of geography. Data sources for this demographic analysis include the U.S. Census Bureau decennial census reports, American Community Survey (ACS), Bureau of Labor Statistics, and Esri, Inc.

Certain demographic data will be provided at the block group level. The sub-area stretches across two Census Block Groups: BG #4805.3 and BG #4803.1. Block Group #4805.3 encompasses Sections 17 and 18 of Gaines Township, while Block Group #4803.1 encompasses Sections 15, 16, 19, 20, 21 and 22 of Gaines Township. (See map showing Census Block Areas)

Block group data will be compared to higher levels of geography, including Gaines Charter Township and Kent County. Finally, certain data will be presented for the 10 minute primary drive-time trade area of the Kalamazoo Avenue and 84th Street intersection (refer to the **10 Minute Drive-Time Trade Area Map**).

Population Trends and Projections

The combined 2010 population of the two block groups which encompass the sub-area is 2,826. These two block groups have experienced significant population growth, as the combined population was only 1,806 as of 2000. This represents a 10-year population growth rate of 56.5 percent. **Gaines Township has also experienced significant population growth, increasing from a population of 20,054 in 2000 to 25,146 in 2010. This represents a growth rate of 25.4 percent.** Kent County as a whole has also witnessed population growth in the past decade, but at a lower rate than the sub-area block groups and Gaines Township. Kent County increased from a population of 574,335 in 2000 to 602,622 in 2010, representing a 4.9 percent growth rate. (Sources: 2000 and 2010 U.S. Census)

Population growth is projected to continue within the local area and region. According to population projections derived by the Grand Valley Metropolitan Council (GVMC), **the population of Gaines Township is expected to increase from 25,146 in 2010 to 29,692 by 2040 (18.1 percent increase).** Kent County is also projected to increase in population from 602,622 in 2010 to 658,379 by 2040 (9.3 percent increase).

According to Esri, Inc., the 2012 population estimate for the 10 minute drive-time area surrounding the Kalamazoo Avenue and 84th Street intersection stands at 114,860. Esri projects that the population of this area will increase to 120,059 by 2017 (4.5 percent increase).

Median Age

According to 2008-2012 ACS data, the median age of Gaines Township stands at 35 years. This is slightly higher than the median age of Kent County at 34 years. At the local level, the median age of residents within Block Group #4805.3 is 43, while the median age of residents within Block Group #4803.1 is 31.

According to Esri, Inc. data, the median age of the 10 minute drive-time trade area is projected to increase. In 2012, the median age of the trade area stands at 34.9 years; however, this is projected to increase over the next five years reaching 35.4 by 2017.

Household Characteristics

In total, the two block groups which encompass the sub-area include. Of these, 364 or 31.2 percent are married households with children, while 62 or 5.3 percent are single headed households with children. **A total of 742 households or 63.5 percent do not have children.**

Average household sizes within the sub-area vary between the two block groups. Block Group #4805.3 has an average household size of 2.58 as of 2012 while Block Group #4803.1 has an average household size of 3.07 (Source: 2008-2012 ACS). These average household sizes are consistent with the average household size for Gaines Township at 2.64 and Kent County at 2.60.

Housing Characteristics

According to the 2008-2012 ACS, the two block groups which encompass the sub-area have a total of 1,085 housing units. Of these, 782 are single-family housing units (attached or detached), while 22 are 2-unit structures, 10 are multiple-family units (3 or more unit structures), and 271 are mobile home units.

The median value of homes within Block Group #4805.3 according to the 2008-2012 ACS is \$157,800, while the median value of homes within Block Group #4803.1 is \$175,000. These figures are both higher than the median value of homes within Gaines Township at \$155,100 and Kent County at \$141,000.

In late 2007 and 2008, the nation experienced an economic recession ("the Great Recession") as well as housing market decline. Relative to housing, this recession led to lower housing values, high foreclosure rates, reduced housing sales and a generally unstable housing market. In Gaines Township, this housing market decline is evidenced by the decline in assessed values for residential property. In 2012, the total assessed value of residential real property was \$498

million. This represents slight decrease from the 2011 assessed value of \$506 million and a significant decrease from the 2007 assessed value of \$594 million (2007 represents the “peak” value of residential property in Gaines Township). Although the housing market decline persisted for several years, recent indicators have pointed toward a slow but steady recovery. According to home and real estate marketplace outlet Zillow, over the past year (July 2013 to August 2014), the median home value in the United States has increased by 6.5 percent. Zillow anticipates that home values will continue to rise by 2.7 percent over the next year.

Income Characteristics

According to the 2008-2012 ACS, the median household income within Gaines Township is \$55,587. This is higher than the median household income for Kent County at \$51,030. Incomes are higher within the sub-area, as documented for Block Group #4805.3 at \$64,750 and Block Group #4803.1 at \$65,357.

According to Esri, Inc. data, the median household income of the 10 minute drive-time trade area is projected to increase. In 2012, the median household income of the trade area stands at \$48,300; however, this is projected to increase over the next five years reaching \$54,167 by 2017.

Educational Attainment

2008-2012 ACS data indicates that the citizens within the two block groups encompassing the sub-area are highly educated in comparison to the Township and County. For Block Group #4803.1, the percent of the population (25 years and older) with at least a high school diploma is more than 97 percent, while more than 91 percent of the population in Block Group #4805.3 is similarly educated. For Gaines Township, just over 90 percent of the population has at least a high school diploma, while the percentage for Kent County is 89 percent. For Block Group #4803.1, the percent of the population (25 years and older) with at least a bachelor’s degree stands at nearly 49 percent, while more than 42 percent of the population in Block Group #4805.3 is similarly educated. For Gaines Township, nearly 31 percent of the population has at least a bachelor’s degree, while the percentage for Kent County is just under 31 percent.

Economic Characteristics

Economic statistics within the region reflect a slow recovery from the Great Recession which hit the nation in late 2007 and 2008. According to the Bureau of Labor Statistics, the percent change in the total labor force for Kent County has declined by 0.77 percent during the five year period of 2009 through 2013. This 5-year labor force decline, however, is much lower than the statewide decline of 5.11 percent. Over the past year (2012-2013), the total labor force in Kent County increased by 2.02 percent, which was higher than the statewide increase of 0.8 percent over the same period.

According to the Bureau of Labor Statistics, the 2013 unemployment rate for Kent County is 6.5 percent, which is an improvement from Kent County's recent peak unemployment rate of 10.7 percent in 2009. The 2013 statewide unemployment rate stands at 8.8 percent, which is higher than Kent County's unemployment rate.

MARKET ASSESSMENT

Trade Area Delineation

A market assessment has been prepared for the Sub-Area Plan in order to determine the overall market demand and potential to accommodate commercial and retail development within the study area. The market data included in this assessment was obtained from Esri, Inc. and includes a Retail MarketPlace Profile (2012), Retail Goods and Services Expenditures Profile (2012), and Tapestry Segmentation Area Profile (2012) for the trade area within a 10 minute drive of the Kalamazoo Avenue and 84th Street intersection. **This trade area encompasses potential customers for the sub-area who have easy access to the site through a short drive of no more than 10 minutes.**

This 10 minute drive-time trade area was determined through Esri Business Analyst using GIS technology. The limits of this trade area are shown on the **10 Minute Drive-Time Trade Area Map**. Totalling approximately 110 square miles, the trade area encompasses all of Gaines Township and extends into eight adjacent municipalities (Grand Rapids, Wyoming, Kentwood, Byron Township, Dorr Township, Leighton Township, Thornapple Township, Caledonia Township and Cascade Township) and three counties (Kent, Allegan and Barry). Unless otherwise noted, the data presented in this Market Assessment describes the 110 square mile trade area. For reference, the detailed Esri market profiles for the primary retail trade area are included in the Appendix.

Lifestyle Characteristics

Various commercial data services including Esri, Inc. provide demographic analyses which identify certain lifestyle characteristics from traditional demographic data. These analyses go beyond income, age and employment and assess the lifestyle characteristics of populations and address subjects like housing type preferences, spending habits, leisure preferences and family associations. An understanding of the lifestyle characteristics of the local population helps to determine the type of businesses, recreational facilities, housing styles and other facilities and services that might be appropriate within the local area.

Esri's Tapestry Segmentation provides a portrait of the 65 Tapestry Segments (consumer markets) within the United States. The top 5 Tapestry Segments found within the Kalamazoo Avenue and 84th Street 10 minute primary drive-time trade area, ranked by percentage of the population, are listed below:

- Crossroads – 13.8 percent
- Rustbelt Traditions – 12.7 percent

- Up and Coming Families – 11.2 percent
- Green Acres – 9.2 percent
- Sophisticated Squires – 7.9 percent

In total, these 5 tapestry segments make up nearly 55 percent of the population in the trade area. 15 additional tapestry segments are found in the trade area. A complete listing of the tapestry segments in the trade area is found in the Tapestry Segmentation Area Profile provided by Esri, Inc. and included in the Appendix. Based on a Tapestry Segmentation Reference Guide provided by Esri, Inc., a summary description of each of the 5 top Tapestry Segments within the trade area is provided below.

Crossroads

Crossroads neighborhoods are growing communities in small towns in the South, Midwest, and West. Married couples with and without children and single parents are the primary household types in these areas. Younger than the US average, they have a **median age of 33.6 years**; nearly half are younger than 45. This population is growing at 1.4 percent annually, faster than the growth of the US population. The median household income is \$37,185. Most employed residents work in the manufacturing, retail, construction, and service industries. Affordable housing in these small-town communities provides opportunities for young families to own their homes. Home ownership is 69 percent. More than half of the housing is mobile homes; 36 percent are single-family dwellings. Most were built after 1969.

Mindful of their expenses, Crossroads households budget for what they buy and choose selectively where to spend their money. They shop at discount department stores such as Wal-Mart and Kmart. Many shop for groceries at Wal-Mart Supercenters. Their priorities are their families and their cars. Children are the focus of their lives, and they buy children's products in addition to groceries. They drive domestic cars and trucks and handle the maintenance themselves. Investing and saving for retirement are a low priority; many households do not own mutual funds, stocks, or retirement savings accounts. Home improvement projects also rank low. They watch NASCAR racing and other sports on TV. Typically, they own a satellite dish or subscribe to cable. They also like to listen to the radio, preferring country and contemporary hit music to other formats. They read the newspaper less frequently than average US households; however, they read magazines, especially automotive, boating, motorcycle, and fishing publications. They go fishing and watch movies on DVD.

Rustbelt Traditions

These neighborhoods are primarily a mix of married-couple families, single parents, and singles who live alone. The **median age is 35.9 years**, just below the US median. The median household income is \$42,337. Half of the employed residents work in white-collar jobs. For years, these residents sustained the manufacturing industry that drove local economies. Now, the service industry predominates, followed by manufacturing and retail trade. The backbone of older industrial cities in the Great Lakes border states, residents of these neighborhoods live in modest, single-family homes. Home ownership is 70 percent. The relatively low median home value is because nearly two-thirds of the housing was built before 1960.

These residents stick close to home; for years, they've lived, worked, shopped, and played in the same area. Not tempted by fads, they stick to familiar products and services. They drive domestic cars. They will spend money on their families, yard maintenance, and home improvements. They will hire contractors for special projects such as the installation of roofing, carpet, and flooring. These financially conservative residents prefer to bank at a credit union and have personal savings. They might carry a personal loan and hold low-value life and homeowner's insurance policies. They're frugal and shop for bargains at Sam's Club, JCPenney, and Kmart. They go online weekly to play games and shop. They go bowling, fishing, and hunting and attend car races, country music shows, and ice hockey games. They're big TV fans; they watch sitcoms and sports events. They also subscribe to cable and watch it regularly. Favorite channels are truTV, the Game Show Network, and the Disney Channel.

Up and Coming Families

This tapestry segment includes a mix of Generation X and Baby Boomers with a **median age of 32.6 years**. Residents of these neighborhoods are young, affluent families with younger children. Eighty percent of the households are families. Beginning their careers, residents of Up and Coming Families are earning above-average incomes. The median household income is \$69,522, higher than the national median. Ninety-one percent of households earn income from wages and salaries. Although half of the households have children, they also have working parents. Most residents live in new single-family housing; more than half the housing units were built in the last 10 years. Home ownership is at 80 percent.

Family and home dictate the products these residents buy. Many are beginning or expanding their families, so baby equipment, children's clothing, and toys are essential purchases. Because many are first-time homeowners, basic household furniture and lawn fertilizer, weed control, and insecticide products are important. Car loans and mortgage payments are major household budget items. They are most likely to own or lease an SUV or a minivan. They eat out at family restaurants, especially on the weekends, and buy fast food at the drive-through or for takeout. They play softball, take the kids to the zoo, and visit theme parks (generally Sea World or Disney World) where they make good use of their digital camera or camcorder. They rent comedy, family, and action/adventure DVDs. Cable station favorites include Country Music Channel, ESPN news, The Learning Channel, and the Disney Channel. They listen to country, soft rock, and contemporary hit radio.

Green Acres

Seventy-one percent of the households in Green Acres neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. The **median age is 42 years**. Occupation distributions are similar to those of the United States. Seventeen percent of the households earn income from self-employment ventures. The median household income is \$60,461. A "little bit country," these residents live in pastoral settings of developing suburban. Home ownership is at 86 percent. Typical of rural

residents, Green Acres households own multiple vehicles; 78 percent own two or more vehicles.

Country living describes the lifestyle of Green Acres residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that Green Acres is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks. For exercise, Green Acres residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.

Sophisticated Squires

Residents of Sophisticated Squires neighborhoods enjoy cultured country life on the urban fringe. These city escapees accept longer commutes to live near fewer neighbors. Mostly married couple families; more than 40 percent of the households are married couples with children that range from toddlers to young adults. The median age is 39.7 years. Most are Baby Boomers and are aged between 35 and 54 years. Occupations range from management to unskilled labor positions. Most work in white-collar jobs. The median household income is \$83,079. Nearly 90 percent of the households earn wage or salary income; nearly half supplement their wages and salaries with interest, dividends, or rental income. Approximately 90 percent of the housing is single-family homes. Seventy-four percent of the housing was built before 1990; 55 percent was built between 1970 and 1989. More than 80 percent of the households own at least two vehicles. They prefer compact SUVs; however, many drive minivans or full-size SUVs.

Do-it-yourselfers, Sophisticated Squires residents take care of their lawns and landscaping; home improvements; and remodeling projects such as bathroom remodeling, installing new light fixtures, painting home interiors, staining decks, and cleaning carpets with their steam cleaners. They like to barbecue on their gas grills and make bread with their bread-making machines. Many households own a motorcycle. A typical household will own three or more cell phones. Looking toward the future, many residents own stocks, bonds, and large life insurance policies. When dieting, they go on Weight Watchers; many own a treadmill or stationary bike to stay fit. They go power boating, play board and word games, do woodworking projects, and attend football and baseball games. Adults also take photos, play golf, and ride their motorcycles. Children play games on the home personal computer and typically own a video game system. Residents listen to soft adult contemporary music; classic hits; news; all-talk; and sports radio, including broadcasts of professional games. Although many households have four

or more TVs, residents watch as much television as typical US households. Favorite programs include news, comedies, dramas, and programs on HGTV.

Retail Potential

Currently, within the 10 minute primary drive-time trade area, the total estimated demand for retail products (retail trade and food & drink) is approximately \$1,073,931,335 per year. This is compared to a current estimated supply of \$901,355,622 from an estimated 694 businesses. This leaves a retail gap of \$172,575,714 within the trade area, represented by a leakage/surplus factor of 8.7. For the purposes of this analysis, below is an explanation of key terms:

- **Supply** (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Supply estimates are in current dollars.
- **Demand** (retail potential) estimates the expected amount spent by consumers at retail establishments. Demand estimates are in current dollars.
- The **Leakage/Surplus Factor** presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.
- The **Retail Gap** represents the difference between Retail Potential and Retail Sales.

The current estimated retail demand, supply, and gap for the various industry groups is provided in the table on the following page. The fully detailed table with market data for industry sub-groups is provided in the Appendix.

As shown the table, Esri estimates that every industry group, with the exception of two, have a retail demand which exceeds the current supply. The two industry groups which have a supply that exceeds the demand are Electronics & Appliance Stores (-16.0 leakage/surplus factor) and Health & Personal Care Stores (-4.7 leakage/surplus factor). The largest gaps in demand versus supply, as indicated by the highest leakage/surplus factors, include:

- Clothing & Clothing Accessories Stores -75.7
- Sporting Goods, Hobby, Book & Music Stores – 51.8
- Nonstore Retailers – 33.0
- Furniture & Home Furnishings Stores – 30.9
- Miscellaneous Store Retailers – 27.5

Retail Potential**Kalamazoo Avenue and 84th Street****10 Minute Primary Drive-Time Trade Area**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	\$180,536,886	\$152,615,596	\$27,921,290	8.4	91
Furniture & Home Furnishings Stores	\$18,855,772	\$9,954,732	\$8,901,040	30.9	30
Electronics & Appliance Stores	\$27,595,223	\$38,093,024	\$10,497,801	16.0	28
Bldg. Materials, Garden Equip. & Supply Stores	\$31,846,608	\$24,060,087	\$7,786,521	13.9	42
Food & Beverage Stores	\$133,668,008	\$132,798,935	\$869,073	0.3	65
Health & Personal Care Stores	\$81,031,153	\$88,975,210	\$7,944,057	4.7	34
Gasoline Stations	\$97,979,465	\$89,898,662	\$8,080,803	4.3	33
Clothing & Clothing Accessories Stores	\$55,570,251	\$7,673,655	\$47,896,596	75.7	41
Sporting Goods, Hobby, Book & Music Stores	\$26,291,160	\$8,342,680	\$17,948,480	51.8	44
General Merchandise Stores	\$225,260,282	\$218,953,307	\$6,306,975	1.4	21
Miscellaneous Store Retailers	\$25,082,699	\$14,248,542	\$10,834,157	27.5	125
Nonstore Retailers	\$66,357,989	\$33,419,410	\$32,938,579	33.0	31
Food Services & Drinking Places	\$103,855,840	\$82,321,780	\$21,534,060	11.6	109

Source: Esri Retail MarketPlace Profile, 2012

Retail Goods and Services Spending Potential Index (SPI)

The spending potential index, or SPI, is a measure that gauges the spending per household within a trade area for particular products or services relative to the national average. The SPI is tabulated to represent a value of 100, which would equal the average national spending. A value of more than 100 represents higher than average spending, while a value of less than 100 represents lower than average spending. For example, a SPI value of 80 indicates that the average spending per household for that particular trade area is 20 percent lower than the national average. Spending potential index data for the Kalamazoo Avenue and 84th Street 10 minute primary drive-time trade area was obtained from Esri, Inc. This data is documented in the Retail Goods and Services Expenditures profile, which is included in the Appendix.

The SPI data is provided for 12 retail goods and services groups, as well as numerous specific sub-groups. The 12 retail goods and services groups include:

- Apparel and Services
- Computer
- Entertainment & Recreation
- Food
- Financial
- Health
- Home
- Household Furnishings and Equipment
- Household Operations
- Insurance
- Transportation
- Travel

Generally, the consumer household spending for the 12 retail goods and services groups and sub-groups within the 10 minute primary drive-time trade area is lower than national average consumer household spending. However, the spending potential index for most groups and sub-groups is no lower than 80, which means that consumer spending is no more than 20 percent below national averages. The following are the sub-groups with the SPI values lower than 80:

- Men's apparel and services: 58
- Women's apparel and services: 52
- Children's apparel and services: 69
- Footwear: 44
- Investments: 79
- Housewares: 79

The following are the sub-groups within the 10 minute primary drive-time trade area with SPI values higher than the national average (with SPI values more than 100):

- Apparel products and services: 136
- Miscellaneous video equipment: 104
- Pets: 110

Residential Potential

In spite of the recent housing market decline, the potential for new residential development in the local area is strong. The population within the sub-area, Gaines Township and Kent County has increased steadily in recent years, and various organizations predict continued population growth into the future (refer to the Demographic Analysis narrative above). As population continues to grow, there will be continued demand for new residential housing units. According to Esri, Inc., the 10 minute primary drive-time trade area features 42,372 households as of 2012. This is projected to increase to 44,390 households by 2017 (a numerical change of 2,018). The existing supply of vacant housing units within the trade area may absorb some of the demand for housing created by these 2,018 new households; however, it can generally be assumed that additional housing will be needed to accommodate these new households. Given the high quality of life offered by Gaines Township, the Township and sub-area has the potential to "capture" a percentage of these new households through the occupancy of existing vacant housing units and the provision of new residential housing products.



Retail Goods and Services Expenditures

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

Top Tapestry Segments	Percent	Demographic Summary	2012	2017
Crossroads	13.8%	Population	114,860	120,059
Rustbelt Traditions	12.7%	Households	42,372	44,390
Up and Coming Families	11.2%	Families	30,010	31,140
Green Acres	9.2%	Median Age	34.9	35.4
Sophisticated Squires	7.9%	Median Household Income	\$48,300	\$54,167
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		61	\$1,303.65	\$55,238,203
Men's		58	\$233.12	\$9,877,690
Women's		52	\$394.83	\$16,729,899
Children's		69	\$242.07	\$10,256,821
Footwear		44	\$179.40	\$7,601,693
Watches & Jewelry		93	\$131.72	\$5,581,092
Apparel Products and Services (1)		136	\$122.51	\$5,191,006
Computer				
Computers and Hardware for Home Use		90	\$174.80	\$7,406,747
Portable Memory		97	\$7.01	\$297,186
Computer Software		92	\$17.23	\$730,080
Computer Accessories		93	\$14.64	\$620,524
Entertainment & Recreation		94	\$2,887.71	\$122,358,180
Fees and Admissions		92	\$547.96	\$23,218,208
Membership Fees for Clubs (2)		93	\$146.84	\$6,222,035
Fees for Participant Sports, excl. Trips		93	\$104.40	\$4,423,492
Admission to Movie/Theatre/Opera/Ballet		91	\$135.78	\$5,753,205
Admission to Sporting Events, excl. Trips		96	\$57.34	\$2,429,554
Fees for Recreational Lessons		88	\$103.21	\$4,373,310
Dating Services		96	\$0.39	\$16,613
TV/Video/Audio		92	\$1,125.89	\$47,706,300
Cable and Satellite Television Services		91	\$746.25	\$31,619,985
Televisions		96	\$144.31	\$6,114,740
Satellite Dishes		98	\$1.47	\$62,429
VCRs, Video Cameras, and DVD Players		96	\$11.69	\$495,427
Miscellaneous Video Equipment		104	\$7.56	\$320,448
Video Cassettes and DVDs		95	\$31.83	\$1,348,654
Video Game Hardware/Accessories		95	\$24.40	\$1,033,910
Video Game Software		95	\$27.02	\$1,144,751
Streaming/Downloaded Video		90	\$3.20	\$135,628
Rental of Video Cassettes and DVDs		95	\$24.67	\$1,045,367
Installation of Televisions		87	\$0.72	\$30,322
Audio (3)		90	\$98.88	\$4,189,789
Rental and Repair of TV/Radio/Sound Equipment		85	\$3.89	\$164,851
Pets		110	\$553.95	\$23,471,856
Toys and Games (4)		91	\$119.85	\$5,078,488
Recreational Vehicles and Fees (5)		87	\$185.75	\$7,870,612
Sports/Recreation/Exercise Equipment (6)		80	\$135.72	\$5,750,727
Photo Equipment and Supplies (7)		92	\$67.93	\$2,878,169
Reading (8)		89	\$129.50	\$5,487,129
Catered Affairs (9)		85	\$21.16	\$896,691
Food		91	\$7,102.11	\$300,930,808
Food at Home		91	\$4,326.50	\$183,322,654
Bakery and Cereal Products		90	\$603.58	\$25,574,804
Meats, Poultry, Fish, and Eggs		91	\$948.90	\$40,206,886
Dairy Products		90	\$458.79	\$19,439,909
Fruits and Vegetables		90	\$813.82	\$34,483,388
Snacks and Other Food at Home (10)		91	\$1,501.41	\$63,617,667
Food Away from Home		92	\$2,775.61	\$117,608,154
Alcoholic Beverages		90	\$453.43	\$19,212,761
Nonalcoholic Beverages at Home		91	\$409.27	\$17,341,582

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 27, 2014

Made with Esri Business Analyst



Retail Goods and Services Expenditures

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	79	\$1,563.74	\$66,258,829
Vehicle Loans	97	\$3,507.91	\$148,637,128
Health			
Nonprescription Drugs	90	\$106.25	\$4,502,154
Prescription Drugs	89	\$410.30	\$17,385,185
Eyeglasses and Contact Lenses	90	\$73.41	\$3,110,641
Home			
Mortgage Payment and Basics (11)	93	\$8,376.97	\$354,948,969
Maintenance and Remodeling Services	89	\$1,359.84	\$57,619,219
Maintenance and Remodeling Materials (12)	90	\$246.73	\$10,454,291
Utilities, Fuel, and Public Services	92	\$4,407.47	\$186,753,157
Household Furnishings and Equipment			
Household Textiles (13)	90	\$90.10	\$3,817,823
Furniture	93	\$425.50	\$18,029,434
Rugs	85	\$20.40	\$864,276
Major Appliances (14)	92	\$241.10	\$10,216,070
Housewares (15)	79	\$56.08	\$2,376,049
Small Appliances	90	\$38.09	\$1,613,803
Luggage	92	\$7.80	\$330,589
Telephones and Accessories	84	\$42.80	\$1,813,593
Household Operations			
Child Care	94	\$394.43	\$16,712,882
Lawn and Garden (16)	87	\$352.69	\$14,944,232
Moving/Storage/Freight Express	92	\$57.10	\$2,419,633
Housekeeping Supplies (17)	91	\$617.07	\$26,146,399
Insurance			
Owners and Renters Insurance	93	\$435.35	\$18,446,784
Vehicle Insurance	93	\$1,046.02	\$44,321,963
Life/Other Insurance	90	\$372.58	\$15,787,002
Health Insurance	91	\$2,138.73	\$90,622,252
Personal Care Products (18)	92	\$389.25	\$16,493,244
School Books and Supplies (19)	93	\$165.74	\$7,022,490
Smoking Products	89	\$410.41	\$17,389,765
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	\$3,214.26	\$136,194,734
Gasoline and Motor Oil	94	\$2,750.39	\$116,539,669
Vehicle Maintenance and Repairs	92	\$953.11	\$40,385,210
Travel			
Airline Fares	90	\$390.86	\$16,561,530
Lodging on Trips	89	\$360.52	\$15,275,763
Auto/Truck/Van Rental on Trips	89	\$28.38	\$1,202,344
Food and Drink on Trips	90	\$374.36	\$15,862,550

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 27, 2014

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Retail Goods and Services Expenditures

8414 Kalamazoo Ave SE, Gaines Twp
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- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 27, 2014



Retail MarketPlace Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

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Summary Demographics

2012 Population	114,860
2012 Households	42,372
2012 Median Disposable Income	\$39,559
2012 Per Capita Income	\$22,945

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,073,931,335	\$901,355,622	\$172,575,714	8.7	694
Total Retail Trade	44-45	\$970,075,495	\$819,033,841	\$151,041,654	8.4	585
Total Food & Drink	722	\$103,855,840	\$82,321,780	\$21,534,060	11.6	109
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,536,886	\$152,615,596	\$27,921,290	8.4	91
Automobile Dealers	4411	\$153,993,984	\$92,978,122	\$61,015,862	24.7	44
Other Motor Vehicle Dealers	4412	\$11,080,475	\$39,417,567	-\$28,337,092	-56.1	21
Auto Parts, Accessories & Tire Stores	4413	\$15,462,427	\$20,219,907	-\$4,757,479	-13.3	27
Furniture & Home Furnishings Stores	442	\$18,855,772	\$9,954,732	\$8,901,039	30.9	30
Furniture Stores	4421	\$11,962,408	\$5,473,925	\$6,488,484	37.2	11
Home Furnishings Stores	4422	\$6,893,363	\$4,480,808	\$2,412,556	21.2	19
Electronics & Appliance Stores	4431	\$27,595,223	\$38,093,024	-\$10,497,801	-16.0	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$31,846,608	\$24,060,087	\$7,786,521	13.9	42
Bldg Material & Supplies Dealers	4441	\$26,627,624	\$21,635,111	\$4,992,513	10.3	36
Lawn & Garden Equip & Supply Stores	4442	\$5,218,983	\$2,424,976	\$2,794,007	36.6	5
Food & Beverage Stores	445	\$133,668,008	\$132,798,935	\$869,073	0.3	65
Grocery Stores	4451	\$111,755,266	\$120,993,646	-\$9,238,380	-4.0	37
Specialty Food Stores	4452	\$6,265,055	\$4,167,149	\$2,097,906	20.1	19
Beer, Wine & Liquor Stores	4453	\$15,647,687	\$7,638,140	\$8,009,547	34.4	9
Health & Personal Care Stores	446,4461	\$81,031,153	\$88,975,210	-\$7,944,058	-4.7	34
Gasoline Stations	447,4471	\$97,979,465	\$89,898,662	\$8,080,803	4.3	33
Clothing & Clothing Accessories Stores	448	\$55,570,251	\$7,673,655	\$47,896,596	75.7	41
Clothing Stores	4481	\$39,790,109	\$4,509,938	\$35,280,171	79.6	24
Shoe Stores	4482	\$7,470,382	\$890,123	\$6,580,259	78.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$8,309,760	\$2,273,594	\$6,036,166	57.0	15
Sporting Goods, Hobby, Book & Music Stores	451	\$26,291,160	\$8,342,680	\$17,948,480	51.8	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,344,899	\$6,255,224	\$14,089,675	53.0	37
Book, Periodical & Music Stores	4512	\$5,946,262	\$2,087,456	\$3,858,805	48.0	7
General Merchandise Stores	452	\$225,260,282	\$218,953,307	\$6,306,975	1.4	21
Department Stores Excluding Leased Depts.	4521	\$70,777,698	\$65,540,798	\$5,236,900	3.8	10
Other General Merchandise Stores	4529	\$154,482,584	\$153,412,508	\$1,070,076	0.3	11
Miscellaneous Store Retailers	453	\$25,082,699	\$14,248,542	\$10,834,156	27.5	125
Florists	4531	\$1,629,465	\$987,651	\$641,815	24.5	10
Office Supplies, Stationery & Gift Stores	4532	\$6,880,188	\$1,892,400	\$4,987,788	56.9	35
Used Merchandise Stores	4533	\$2,179,928	\$3,681,954	-\$1,502,026	-25.6	15
Other Miscellaneous Store Retailers	4539	\$14,393,118	\$7,686,538	\$6,706,579	30.4	64
Nonstore Retailers	454	\$66,357,989	\$33,419,410	\$32,938,579	33.0	31
Electronic Shopping & Mail-Order Houses	4541	\$52,899,241	\$30,561,802	\$22,337,439	26.8	5
Vending Machine Operators	4542	\$4,504,091	\$1,670,429	\$2,833,662	45.9	5
Direct Selling Establishments	4543	\$8,954,658	\$1,187,179	\$7,767,479	76.6	21
Food Services & Drinking Places	722	\$103,855,840	\$82,321,780	\$21,534,060	11.6	109
Full-Service Restaurants	7221	\$42,099,196	\$32,785,956	\$9,313,239	12.4	39
Limited-Service Eating Places	7222	\$50,033,687	\$34,427,282	\$15,606,406	18.5	56
Special Food Services	7223	\$4,854,520	\$10,049,843	-\$5,195,323	-34.9	5
Drinking Places - Alcoholic Beverages	7224	\$6,868,437	\$5,058,699	\$1,809,737	15.2	9

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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June 27, 2014

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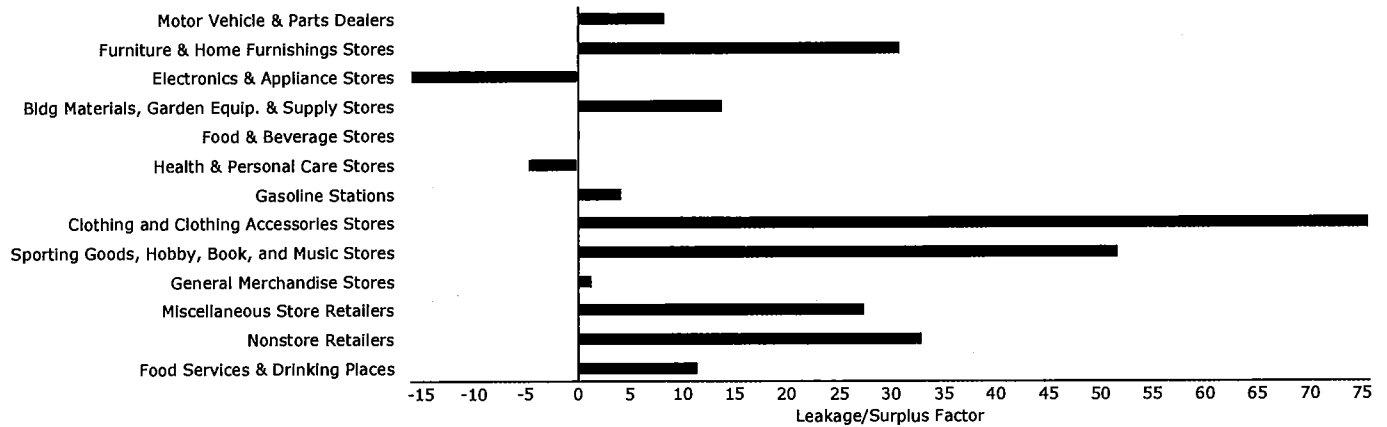
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Retail MarketPlace Profile

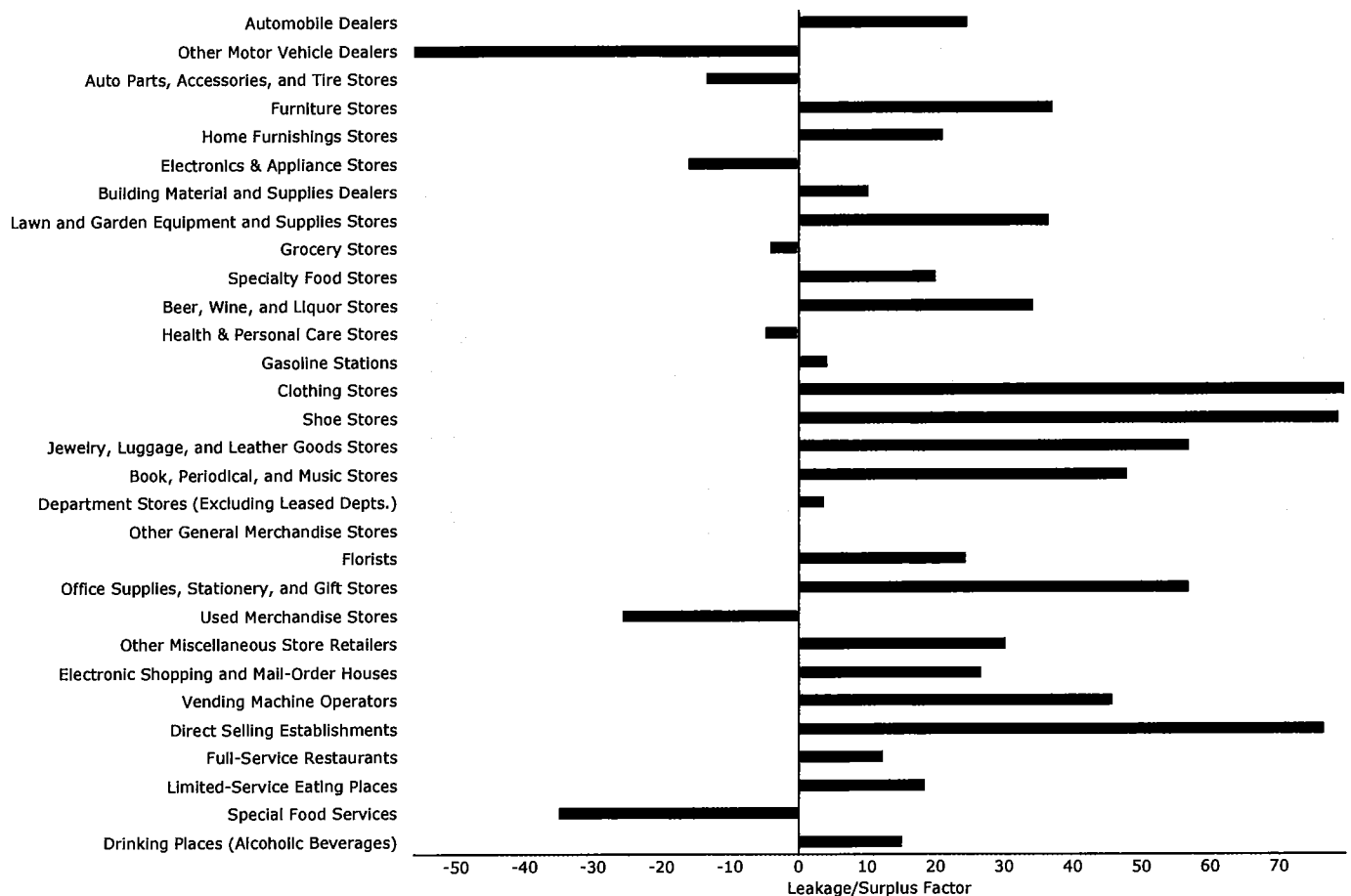
8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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June 27, 2014

Retail Potential**Kalamazoo Avenue and 84th Street****10 Minute Primary Drive-Time Trade Area**

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	\$180,536,886	\$152,615,596	\$27,921,290	8.4	91
Furniture & Home Furnishings Stores	\$18,855,772	\$9,954,732	\$8,901,040	30.9	30
Electronics & Appliance Stores	\$27,595,223	\$38,093,024	\$10,497,801	16.0	28
Bldg. Materials, Garden Equip. & Supply Stores	\$31,846,608	\$24,060,087	\$7,786,521	13.9	42
Food & Beverage Stores	\$133,668,008	\$132,798,935	\$869,073	0.3	65
Health & Personal Care Stores	\$81,031,153	\$88,975,210	\$7,944,057	4.7	34
Gasoline Stations	\$97,979,465	\$89,898,662	\$8,080,803	4.3	33
Clothing & Clothing Accessories Stores	\$55,570,251	\$7,673,655	\$47,896,596	75.7	41
Sporting Goods, Hobby, Book & Music Stores	\$26,291,160	\$8,342,680	\$17,948,480	51.8	44
General Merchandise Stores	\$225,260,282	\$218,953,307	\$6,306,975	1.4	21
Miscellaneous Store Retailers	\$25,082,699	\$14,248,542	\$10,834,157	27.5	125
Nonstore Retailers	\$66,357,989	\$33,419,410	\$32,938,579	33.0	31
Food Services & Drinking Places	\$103,855,840	\$82,321,780	\$21,534,060	11.6	109

Source: Esri Retail MarketPlace Profile, 2012



Tapestry Segmentation Area Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

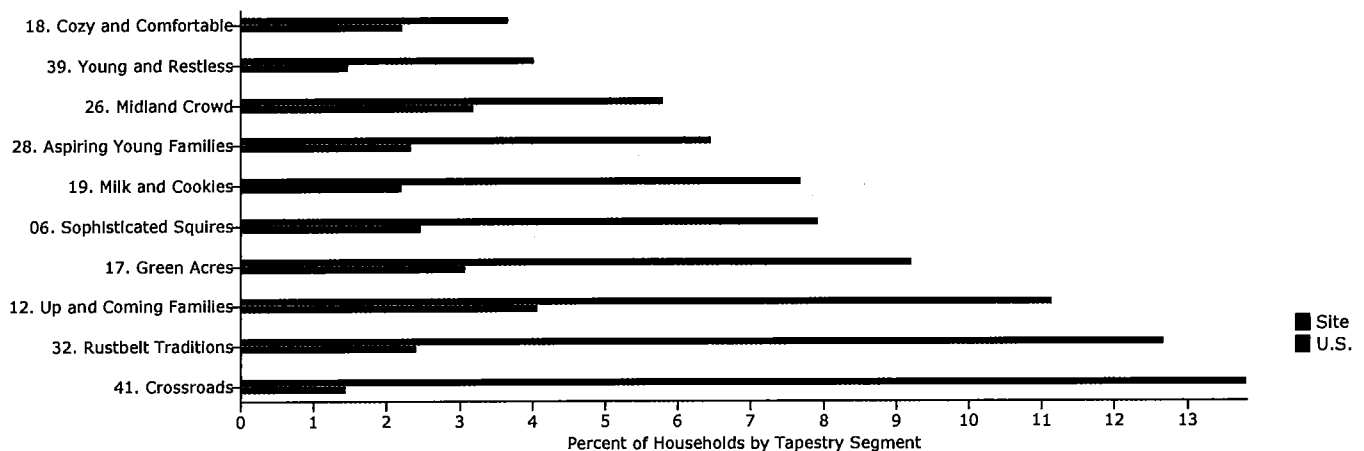
Latitude: 42.81187
Longitude: -85.62465

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	41. Crossroads	13.8%	13.8%	1.4%	1.4%	954
2	32. Rustbelt Traditions	12.7%	26.5%	2.4%	3.9%	525
3	12. Up and Coming Families	11.2%	37.7%	4.1%	8.0%	273
4	17. Green Acres	9.2%	46.9%	3.1%	11.0%	299
5	06. Sophisticated Squires	7.9%	54.8%	2.5%	13.5%	321
	Subtotal	54.8%		13.5%		
6	19. Milk and Cookies	7.7%	62.5%	2.2%	15.7%	349
7	28. Aspiring Young Families	6.5%	69.0%	2.3%	18.1%	276
8	26. Midland Crowd	5.8%	74.8%	3.2%	21.3%	181
9	39. Young and Restless	4.0%	78.8%	1.5%	22.8%	270
10	18. Cozy and Comfortable	3.7%	82.5%	2.2%	25.0%	166
	Subtotal	27.7%		11.4%		
11	16. Enterprising Professionals	3.3%	85.8%	1.9%	26.9%	172
12	53. Home Town	3.2%	89.0%	1.4%	28.3%	227
13	36. Old and Newcomers	1.8%	90.8%	2.0%	30.4%	89
14	57. Simple Living	1.4%	92.2%	1.4%	31.7%	97
15	33. Midlife Junction	1.4%	93.5%	2.6%	34.3%	53
	Subtotal	11.1%		9.3%		
16	30. Retirement Communities	1.3%	94.9%	1.6%	35.9%	83
17	29. Rustbelt Retirees	1.3%	96.1%	2.0%	37.9%	65
18	58. NeWest Residents	1.1%	97.3%	1.0%	38.8%	117
19	13. In Style	1.1%	98.4%	2.3%	41.1%	48
20	59. Southwestern Families	0.9%	99.2%	1.0%	42.1%	87
	Subtotal	5.7%		7.9%		
	Total	99.3%		42.1%		236

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

June 27, 2014



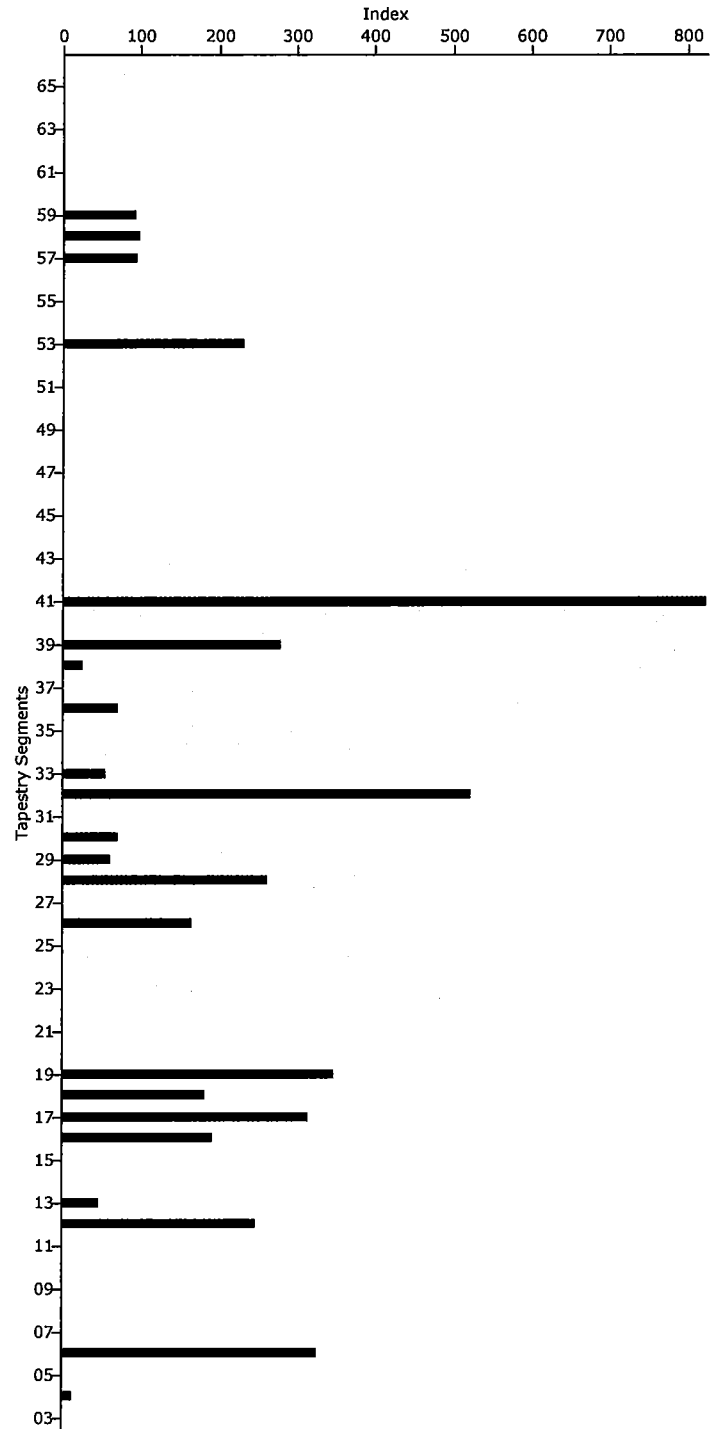
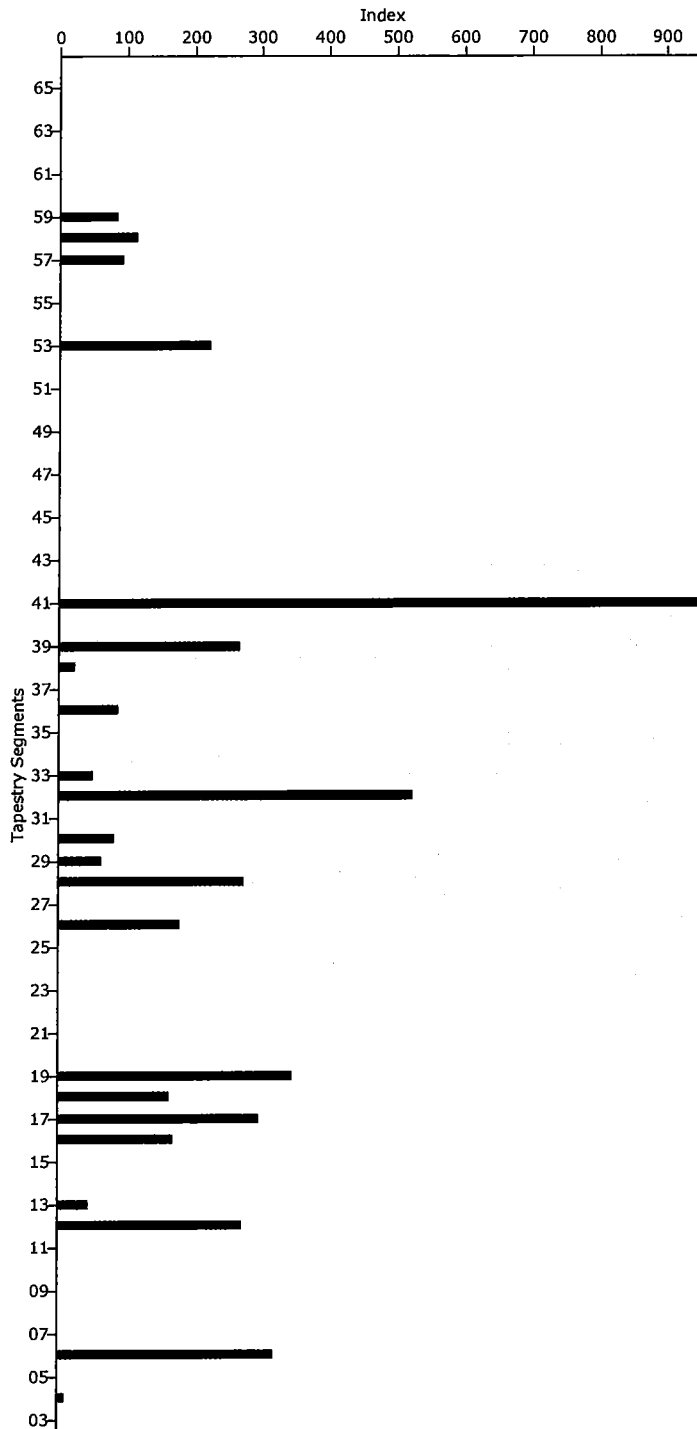
Tapestry Segmentation Area Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

Tapestry Indexes by Households

Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

June 27, 2014



Tapestry Segmentation Area Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

Tapestry LifeMode Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	42,369	100.0%		114,859	100.0%	
L1. High Society	3,501	8.3%	66	10,835	9.4%	69
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	134	0.3%	13	479	0.4%	15
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	3,367	7.9%	321	10,356	9.0%	329
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	7,314	17.3%	130	21,128	18.4%	141
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	466	1.1%	48	1,184	1.0%	49
16 Enterprising Professionals	1,378	3.3%	172	3,711	3.2%	194
17 Green Acres	3,910	9.2%	299	11,565	10.1%	317
18 Cozy and Comfortable	1,560	3.7%	166	4,668	4.1%	185
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	2,480	5.9%	80	5,129	4.5%	80
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	772	1.8%	89	1,334	1.2%	73
39 Young and Restless	1,708	4.0%	270	3,795	3.3%	281
L5. Senior Styles	1,677	4.0%	31	3,597	3.1%	29
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	538	1.3%	65	1,288	1.1%	63
30 Retirement Communities	563	1.3%	83	1,017	0.9%	72
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	576	1.4%	97	1,292	1.1%	96
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

June 27, 2014

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Tapestry Segmentation Area Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
Longitude: -85.62465

Tapestry LifeMode Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	42,369	100.0%		114,859	100.0%	
L7. High Hopes	2,740	6.5%	160	6,959	6.1%	157
28 Aspiring Young Families	2,740	6.5%	276	6,959	6.1%	263
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	666	1.6%	19	2,121	1.8%	19
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	188	0.4%	26	711	0.6%	27
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	478	1.1%	117	1,410	1.2%	99
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	8,357	19.7%	223	24,672	21.5%	206
12 Up and Coming Families	4,726	11.2%	273	13,417	11.7%	249
19 Milk and Cookies	3,264	7.7%	349	9,819	8.5%	351
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	367	0.9%	87	1,436	1.3%	95
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	5,947	14.0%	174	15,620	13.6%	177
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	5,373	12.7%	525	14,124	12.3%	525
33 Midlife Junction	574	1.4%	53	1,496	1.3%	57
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	1,371	3.2%	35	3,788	3.3%	36
25 Salt of the Earth	6	0.0%	1	26	0.0%	1
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	1,365	3.2%	227	3,762	3.3%	233
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	8,316	19.6%	227	21,010	18.3%	213
26 Midland Crowd	2,461	5.8%	181	6,383	5.6%	167
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	5,855	13.8%	954	14,627	12.7%	826
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

June 27, 2014

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Tapestry Segmentation Area Profile

8414 Kalamazoo Ave SE, Gaines Twp
Drive Time: 10 minutes

Latitude: 42.81187
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Tapestry Urbanization Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	42,369	100.0%		114,859	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	478	1.1%	23	1,410	1.2%	23
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	478	1.1%	117	1,410	1.2%	99
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	4,642	11.0%	90	13,530	11.8%	97
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	1,378	3.3%	172	3,711	3.2%	194
19 Milk and Cookies	3,264	7.7%	349	9,819	8.5%	351
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	5,783	13.6%	123	13,105	11.4%	113
28 Aspiring Young Families	2,740	6.5%	276	6,959	6.1%	263
30 Retirement Communities	563	1.3%	83	1,017	0.9%	72
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	772	1.8%	89	1,334	1.2%	73
39 Young and Restless	1,708	4.0%	270	3,795	3.3%	281
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	5,695	13.4%	129	15,314	13.3%	120
04 Boomburbs	134	0.3%	13	479	0.4%	15
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	5,373	12.7%	525	14,124	12.3%	525
38 Industrious Urban Fringe	188	0.4%	26	711	0.6%	27
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

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Tapestry Segmentation Area Profile

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Tapestry Urbanization Groups	2012 Households			2012 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	42,369	100.0%		114,859	100.0%	
U6. Urban Outskirts II	943	2.2%	43	2,728	2.4%	45
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	576	1.4%	97	1,292	1.1%	96
59 Southwestern Families	367	0.9%	87	1,436	1.3%	95
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	8,559	20.2%	125	24,957	21.7%	131
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	3,367	7.9%	321	10,356	9.0%	329
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	4,726	11.2%	273	13,417	11.7%	249
13 In Style	466	1.1%	48	1,184	1.0%	49
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	4,037	9.5%	106	11,214	9.8%	117
18 Cozy and Comfortable	1,560	3.7%	166	4,668	4.1%	185
29 Rustbelt Retirees	538	1.3%	65	1,288	1.1%	63
33 Midlife Junction	574	1.4%	53	1,496	1.3%	57
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,365	3.2%	227	3,762	3.3%	233
U9. Small Towns	5,855	13.8%	299	14,627	12.7%	291
41 Crossroads	5,855	13.8%	954	14,627	12.7%	826
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	6,377	15.1%	141	17,974	15.6%	147
17 Green Acres	3,910	9.2%	299	11,565	10.1%	317
25 Salt of the Earth	6	0.0%	1	26	0.0%	1
26 Midland Crowd	2,461	5.8%	181	6,383	5.6%	167
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

June 27, 2014

Appendix 2
Community Remarks® Keyed to Map

Community Remarks® Key to Mapped Comments

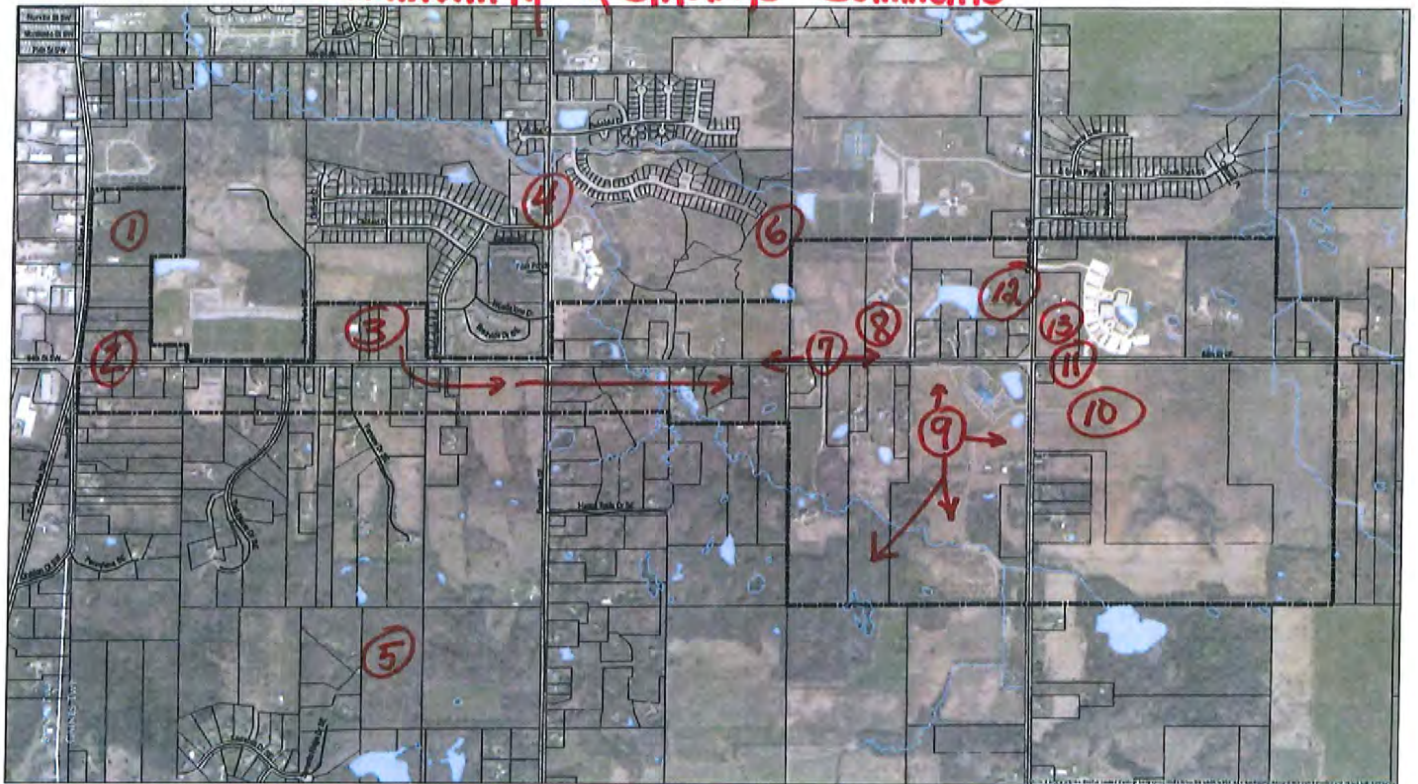
Areas on the boundary map are keyed with numbers beginning with 1. The number on the map correspond to the comments below, which were submitted through the on-line tool, Community Remarks®. The comments are a summary of several comments that were submitted in each area. Detailed results are available on the Community Remarks® web site.

1. Keep residential
2. Restaurant/commercial/office/gas station/no party store
3. Residential near Brewer Park and Countryside School
4. Paved connection to trail/trail to connect neighborhood to the bridge and park trail
5. Great place for a zoo
6. Walking trails connecting parks
7. Bicycle friendly infrastructure/link with trails/obtain easements for future paths
8. Outdoor pool/splash pad/playground/kiddie pool
9. Indoor pool/workout facility/recreation center/dog park/playground/keep natural-green space/protect trees
10. Keep farmland/increase bike paths-trails/low density residential/farm market/a place to walk to, to supply everyday needs/improved library/walkable with storefronts, farmers' market, gathering spaces/senior-retirement facility/small businesses/no businesses/someplace special with things to do/comparisons to downtown Holland, Kerrytown in Ann Arbor.
11. Speeds on 84th too fast for high density
12. No strip malls
13. Gas station, Dunkin doughnuts, Firehouse subs/dog park/bike paths along Kalamazoo to connect 76th to Township Hall

General Comments

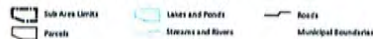
- Keep Gaines open and green/add walking paths/we have access to other commercial; don't need more.
- Keep 84th and Kalamazoo residential/have other areas for commercial.
- Is sewer planned for 84th Street, or widening?
- Preserve 84th Street corridor/restrict commercial development/we have nearby commercial already.
- I would love to see more stores, restaurants, and convenience options along 84th Street.

Community Remarks Comments



Gaines Charter Township

Sub-Area Limits Map



September 2014

[illegible]

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Appendix 3
Complete Community Remarks® Results

Votes_Like	Votes_Dislike	Complete Community Remarks@ Comments Through 11-3-14; Arranged by Category in Descending Order by Greatest Number of "Like" Votes; Top Three in Bold
		Agriculture/Agri-Business
10	4	Keep Gaines Green. There is already too much development.
7	3	I live behind Cross Creek Charter Academy. I moved to this area because it was rural. I like being surrounded by farmland and cows. I want it to stay that way. The only thing I would want is better access to a bike path. I have access to restaurants and shopping centers. I don't need any of that at 84th and Kalamazoo. I find it sad that we can't just have open space. So, developing this rural area is the cause of urban sprawl. I don't think this area needed an outlet mall when we have two very nice malls in town. I want fresh food to eat and want the farmland to be farmed.
4		Keep it Ag!
1		I would love a farm market
		Commercial and Office
4		No strip malls!
3	3	It's great to have some new restaurant options in the area.
3	1	Restaurant location?
2	2	My family and I live in South Creek, it would be great to have some place that we could walk to for entertainment or everyday needs.
1	1	Office as a buffer.
1	1	A gas station would do well on this corner.
1	2	Light Commercial would make sense here, but I believe we should not allow a party store.
		This area would be a sensible location for commercial.
	2	I'd like to see a cheap gas station, dunkin doughnuts, and a fire house subs in this area.
	1	Consider farmer's market connected to grocery store, especially with seasonal aspect (i.e. Kerrytown Farmer's Market in Ann Arbor). Keep Local farmers involved with a small neighborhood grocery store.
	3	Horrocks Market would be great!
		I am not aware of any long-term care facility in Gaines Township. Would this area provide a location for a beautiful, well-managed facility for assisted living, rehab, etc?
		Culture
	1	This area should be something special with a lot of things to do.

		<i>Environment</i>
2	1	Protect the trees
1	1	Protect the trees
1	1	Protect the trees
1	1	Protect the trees
		<i>General Comments</i>
7	4	The more open and green we keep Gaines Township the better. That is why people moved out here. We are already super close to shopping and restaurants, we don't need more. We could use more bike/walking paths to be able to get to those shopping areas however, instead of having to bike on 55 mph roads.
7	4	I feel that the 84th and Kalamazoo area should be kept residential for as long as possible. It is residential now and that is why many of us live in that area. There are still many areas that can be developed further for retail and commercial, especially along Division, near M6 and Kalamazoo, and further north. If you live in that area, you are used to driving a few miles to get to stores, etc.
5	5	ARE THERE ANY PLANS TO RUN SANITARY SEWER DOWN 84TH ST. AND OR WIDEN THE ROAD TO 4 OR 5 LANES?
1		Leave the corridor low density housing and plenty of green space. It is not progress to create commercial sprawl on every piece of open land. Please consider overall quality of life and the environment. We don't need more apartment complexes, shopping, coffee shops, and traffic. Once you add sprawl there is no going back. There are plenty of blighted areas in Kent County that could actually improve with development, but not the corridor.
		I attended the public meeting at the township hall on 10/28. It appears we have only 2 options to consider. The community planner who opened the meeting made it quite clear when he said the Township wants to "dictate" how development will proceed. Growth and change are inevitable but let's preserve the 84th St. corridor & restrict commercial development. We are fortunate to have great conveniences for retail, restaurants & entertainment within 3 miles of 84th & Kalamazoo. Allowing commercial development in our peaceful corridor is only going to require considerable change in our infrastructure, increase traffic, increase light/noise pollution and detract from our natural beauty. The Tanger Outlet mall in Byron Township will already bring new commerce within easy reach for all of Gaines residents. We don't need more retail/commerce any closer to us.
	1	I would love to see Gaines Township and 84th Street in particular develop with more stores, restaurants and convenience options for us! We are busy professionals and the more banking, dry cleaning, drug stores, and restaurants, the better for us! I for one, am happy to see the outlet mall developing in our neighborhood.

		Housing
11	4	I'd like to see as much of the land immediately surrounding Brewer park stay residential.
8	4	Please keep area surrounding Brewer Park and Countryside Elementary residential.
5	2	Leave as housing
1		This area should be residential.
		I think this area should be residential.
		Low Density Residential makes sense.
		Senior Facility, retirement community geared towards "aging in place";
		Please leave the area around 84th and Eastern as it is, do not need more traffic near Countryside school -not on Eastern nor on 84th Street.
		Infrastructure
4		It would be nice to have more sidewalks or bike paths to connect neighborhoods along Kalamazoo Ave (near 76th) to the Twp Hall if more development will be going in.
1		The speeds on this road are too fast for the type of density you are proposing. If you have to slow down to enter Dutton, Cutlerville, or Byron Center....why not here?
	1	Paved Connection to trail
		Non-Motorized Transportation
2		Bike Paths - link with existing trails - establish easements for future paths.
1		Promote bicycle friendly infrastructure.
		I'd love the park to connect to the park.
		walking trail!
		More trails!
		Trail is needed here to connect the neighborhood to the bridge and park trail
		commercial, not big box (small business -OK)
	2	We should have a playground in the park.
		Parks and Public Spaces
13	7	A public indoor pool and workout facility would be a great addition to our township.
9	8	It would be great to have play equipment in the park.
7	5	A rec center would be great, and a dog park!
6	4	It would be great to have a dog park
6	3	rec center
6	5	We should have a playground in the park

5	4	I'd love to have play equipment in the park.
5	4	A Rec Center would be great
5	5	dog park
4	1	One of my favorite areas in W. Michigan is Downtown Holland. A walkable, well-maintained downtown area creates a stronger community. If retail development will be heading this way, it would be nice if it were something other than a strip mall. Storefronts with a nice sidewalk and slow street, coffee shop, restaurant, some offices, retail, space for a farmers market and intentional spaces would really benefit our community. Whether it's near 84th & Kalamazoo or further west or even improving the existing "downtown" Cutlerville area would be a great benefit.
4	4	dog park
3	3	There are lots of indoor (public access) pools around, but the only outdoor pools are private (clubs, personal, etc.). It would be awesome to have a larger public pool with pay-per-use access for the area. Further, solar panels could be installed nearby to generate electricity for semi-heating the pool (with excess electricity sold back into the grid). With electric the pool could be opened slightly longer each season. Without electricity the pool would have standard outdoor season of Memorial Day weekend through Labor Day Weekend. Pool would have large zero-entry span for small kids and would have small- plus mid-sized water slides (rather than more dangerous diving boards). Doesn't have to be as elaborate as Troy (MI) Aquatic Center... but it seems like such a waste to be indoors in Michigan in the summer, when we spend so much time indoors during the winter.
3	6	It would be great to have an a larger and improved library
3	7	It would be great to have a zoo at this location.
3	3	My family and I really enjoy Prairie Wolf Park as it is now. We love taking our kids to the park to explore the wild space. (Even my toddler likes roaming around and watching for animals.) If playground equipment or additional paved trails were added, it would be great if that could be kept to the front of the park near the road so that the wild space could be left undisturbed. We believe that there are plenty of playgrounds nearby, but open space that the public can explore is becoming a rare commodity.
		Need space for younger children, playground, splash pad, kiddie pool

Appendix 4

Community Engagement Workshop Results

APPENDIX 4

Community Engagement Workshop Results Held October 28, 2014

Areas on each Design Option map are keyed with numbers beginning with 1. The numbers on each map correspond to the comments below, which were applied to the map during the workshop. Following the numbered comments for each Design Option are general comments written on the boards that were located at each table.

Design Option 1-Combination of both work stations

1. Chick-Fil-A restaurant here

Trader Joe's would be good here for traffic flow

2. No gas station or convenience store

No gas station or convenience store here

No gas station-high traffic commercial

3. Leave as more agricultural

4. Maintain agricultural property

Agricultural now; plan for Low Density Residential similar to Trail Blazer Dr. for the future

5. This would be better with all Low Density on the corner (SCH sports with traffic)

Make Low Density (not Medium)

6. Would like a Trader Joe's here

Rich Native American History-consider Preservation or Agricultural

Keep Commercial and Low Density housing north of 84th and west of Kalamazoo; south/east Agricultural only

7. No small lots residential; General Commercial or large lot/Ag

8. Low Density should be 1+ acre lots

9. North/south trail-bike path along Kalamazoo

Design Option 1 General Comments

- No high density +2 (I agree)
- Save green space-too much urban sprawl +2 (I agree)
- What happens with traffic on 84th?
- Please-no Commercial (gas station, party store, small “strip” on NE corner of 84th and Eastern. Thank You! Residents of Stevens’ Point Condos. +1 (I agree!)
- Option 2 General Commercial seems more feasible with the base that now exists; Prairie Wolf Park is a lot of green space.
- The 84th St. corridor is a very desirable place to live and commute to/from; the M-6 took a lot of heavy traffic off 84th. If more commerce is developed our traffic will increase exponentially. Byron Twp. is developing the outlet mall-they can have it. Why do we want the development to sprawl into our space?
- No community pools (too much upkeep \$ and liability for limited benefit).
- Option 1 is preferred with less Commercial on Kalamazoo and 84th. Need walkway east along 84th to Breton.
- I don’t like either one! (Hudson? *The name was difficult to read*)
- Option 1 better than Option 2.
- Wide sidewalks (think Ada).
- The bigger the house lots the better. Keep that “country feel”.
- Restrict residential driveway access to 84th St. as much as possible. I prefer Option 1.
- Medium Density is best for 84th and Kalamazoo. Prefer Option 2.

Design Option 2- Combination of both work stations

1. Extend Commercial to the Jelsema Trust property; noise from the concrete plant heard daily all the way to Brewer Park
2. Trader Joe's good here near other incoming retail
3. Prefer Option 1 instead
4. No gas station please (high traffic and debris)
5. Large lots-this is better than Plan 2 in this area (I think they meant Plan 1)
6. Maintain more agricultural
7. Keep natural
8. Keep Commercial and Low Density Housing north of 84th and west of Kalamazoo. South and east keep Ag

Keep it Agricultural
9. General Commercial
10. Low Density to Agricultural to General Commercial
11. Low density should be 1+ acre lots
12. Complete sidewalks/bike path

Design Option 2 General Comments

Prefer Option 1 for these reasons:

- We think (low density) residential is a better fit/use for the land with the water (north of the Township property)
- Option 1 Park/Preservation use is more spread out allowing for a variety of people to access/use
- Eastern and 84th residential plan is more realistic in Option 1 based on the topographical characteristics and land character

Prefer Option 1:

- Has realistic green space
- Would allow for better commercial layout on 84th and Kalamazoo
- Better plan in general

Option 2 is preferred

Option 1 is preferred

Appendix 5

Combined Summary of Community Input

APPENDIX 5

Combined Summary of Community Engagement Workshop & Community Remarks® Results-Basis for Determining the Preferred Option

Prepared 11-7-2014

The following is a summary of community input thus far, and is an indication of general preferences for future land use in the study area as expressed by the public thus far. This should form the basis of the discussion for determining the preferred option that will be posted on Community Remarks® for the next round of public comment.

South Division Avenue and 84th Street:

Commercial including restaurant, retail, office, and gas station.

Between South Division to Eastern Avenue:

Low Density Residential; one comment against Medium Density in Option 2.

Northeast corner of Eastern Avenue and 84th Street:

No gas station or convenience store or high traffic commercial.

84th Street to Township property:

Maintain agricultural properties; future Low Density Residential; large lots; zoo

Cody's Mill property:

Two comments supported further recreational amenities such as outdoor pool, splash pad, playground, and kiddie pool.

Northwest corner of 84th Street and Kalamazoo:

Two comments favored Low Density Residential; one comment said "no strip malls"; no significant opposition to commercial, but some fear about conflicts with traffic generated by South Christian Athletic center.

Township property south to Prairie Wolf Park:

Protect the natural area; also support for indoor recreational facilities including workout space, and an indoor pool. Dog park was also mentioned.

Northeast corner of 84th Street and Kalamazoo:

This area did not get any comments at the workshop; on line, comments varied between support for commercial development, non-support for commercial development (thumbs down), support for a dog park, comments about connectivity to 76th Street; and one comment that speeds on 84th Street are too fast. Opposition to mixed use or commercial was not voiced.

Southeast corner of Kalamazoo and 84th Street:

This location received the most comments, and they are mixed. Comments supported keeping the area agricultural, or large lot residential, with no commercial; other comments supported general commercial; a walkable design with storefronts and gathering spaces; a farm market or something like a Trader Joe's; senior/assisted living; desire for a place where special activities may occur; a small downtown feel.

Public acceptance of development on this corner may be dependent upon the design and function.

The Planning Commission may wish to allow for options in this area, such as traditional subdivision design, and mixed use.

Trails, bike paths, sidewalks, and connections:

Comments included support for a north-south trail/bike path/sidewalks along Kalamazoo Avenue; walking trails connecting existing and future parks; paved connections to neighborhoods at Eastern Avenue north of 84th street, as well as to the bridge and the park trails; bicycle friendly infrastructure along 84th Street, with links to trails, and plans to obtain easements for future trails.

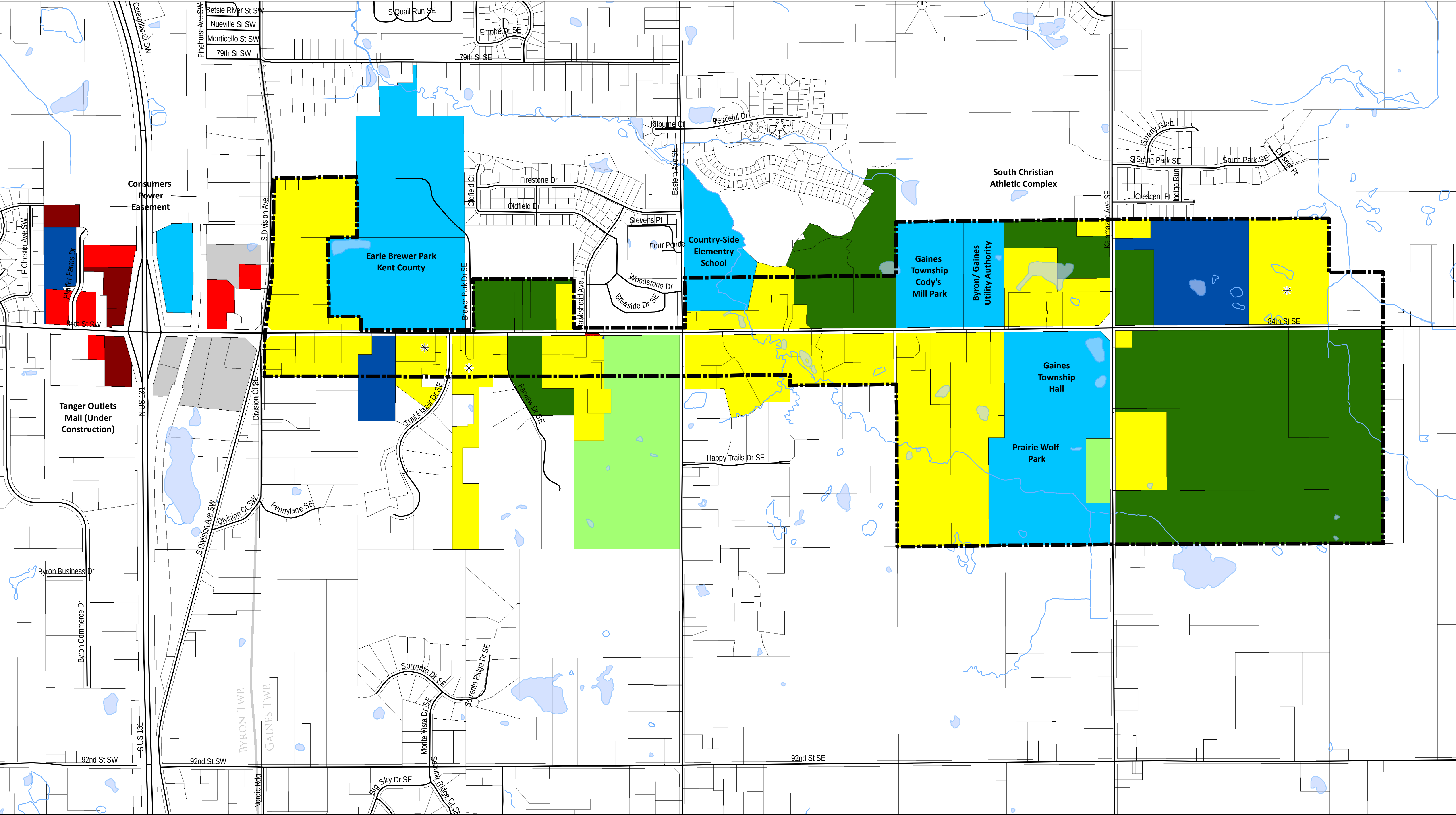
General Comments Summary

At least 10 comments supported a low density, residential-based plan, with preservation of green space.

Two comments supported commercial development (stores, restaurants, and convenience options) along 84th Street, and the proposed commercial development at Kalamazoo Avenue and 84th Street in Option 1.

Option 1 received 7 specific comments of support.

Option 2 received 3 specific comments of support.



Gaines Charter Township

Kalamazoo Avenue and 84th Street Sub-Area Plan

Map 2: Existing Land Use

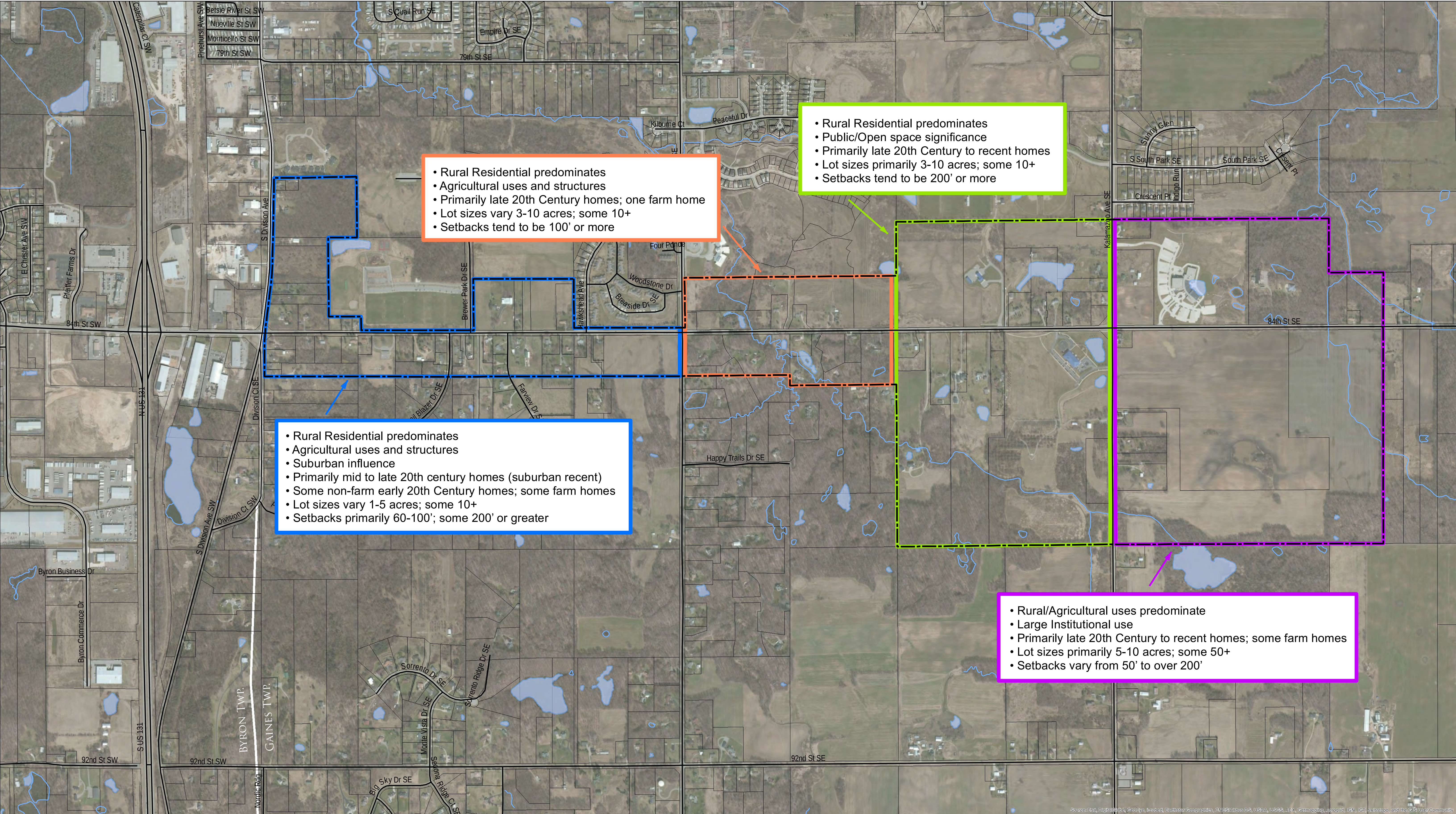
- | | | | |
|------------------------|---|--------------------|----------------------|
| Active Agriculture | Single Family Residential | Sub Area Limits | Roads |
| Cultural/Institutional | Industrial | Parcels | Municipal Boundaries |
| Public | Commercial | Lakes and Ponds | |
| Rural | Service Commercial | Streams and Rivers | |
| | Single family parcel contains commercial use or structure | | |

September 2014

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Existing Land Use Source: Wade Trim Field Survey, July 2014
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Gaines Charter Township

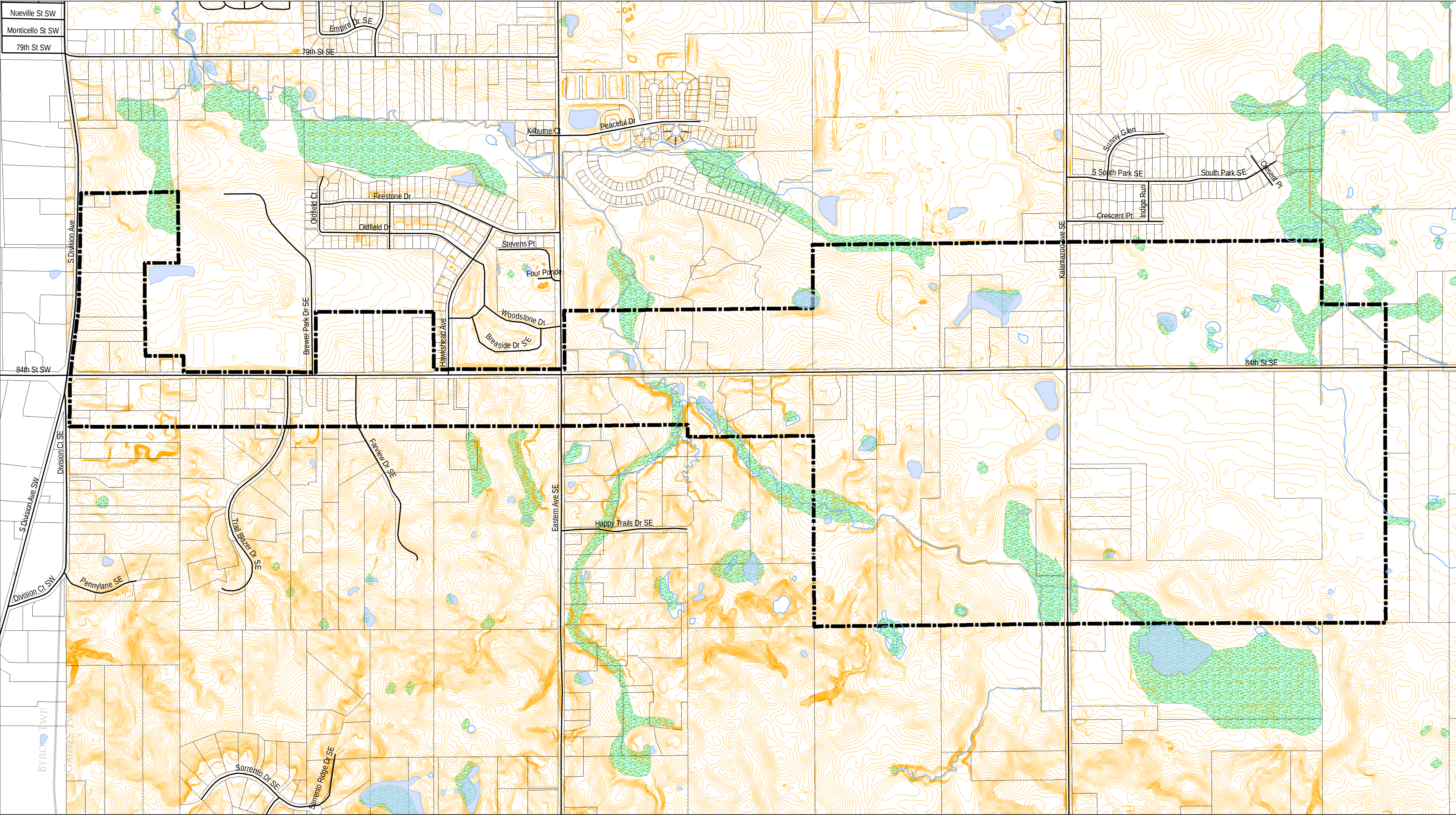
Kalamazoo Avenue and 84th Street
Sub-Area Plan

Map 3: Character and Building Forms

- | | | |
|-----------------|--------------------|----------------------|
| Character Areas | Parcels | Roads |
| Sub Area Limits | Lakes and Ponds | Municipal Boundaries |
| | Streams and Rivers | |

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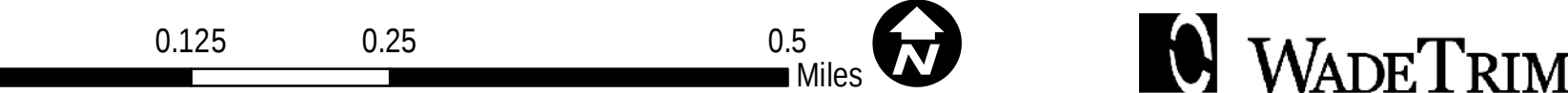
Kalamazoo Avenue and 84th Street Sub-Area Plan

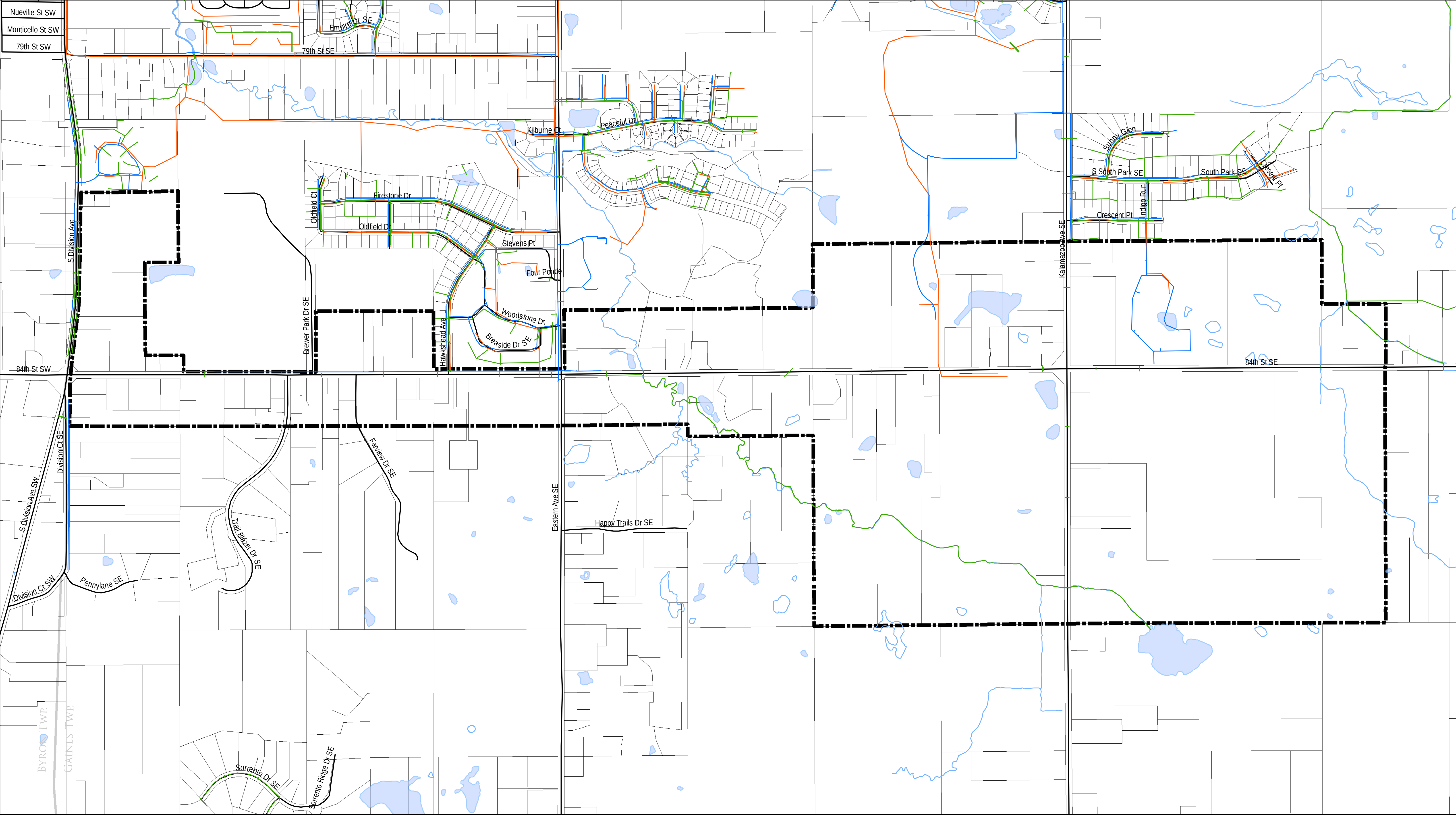
Map 4: Natural Features

- | | |
|--------------------|----------------------|
| 2 Foot Contours | Sub Area Limits |
| Wetlands | Parcels |
| Lakes and Ponds | Roads |
| Streams and Rivers | Municipal Boundaries |

September 2014

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Gaines Charter Township

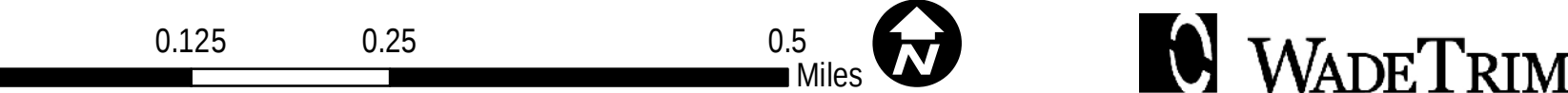
Kalamazoo Avenue and 84th Street Sub-Area Plan

Map 5: Utilities

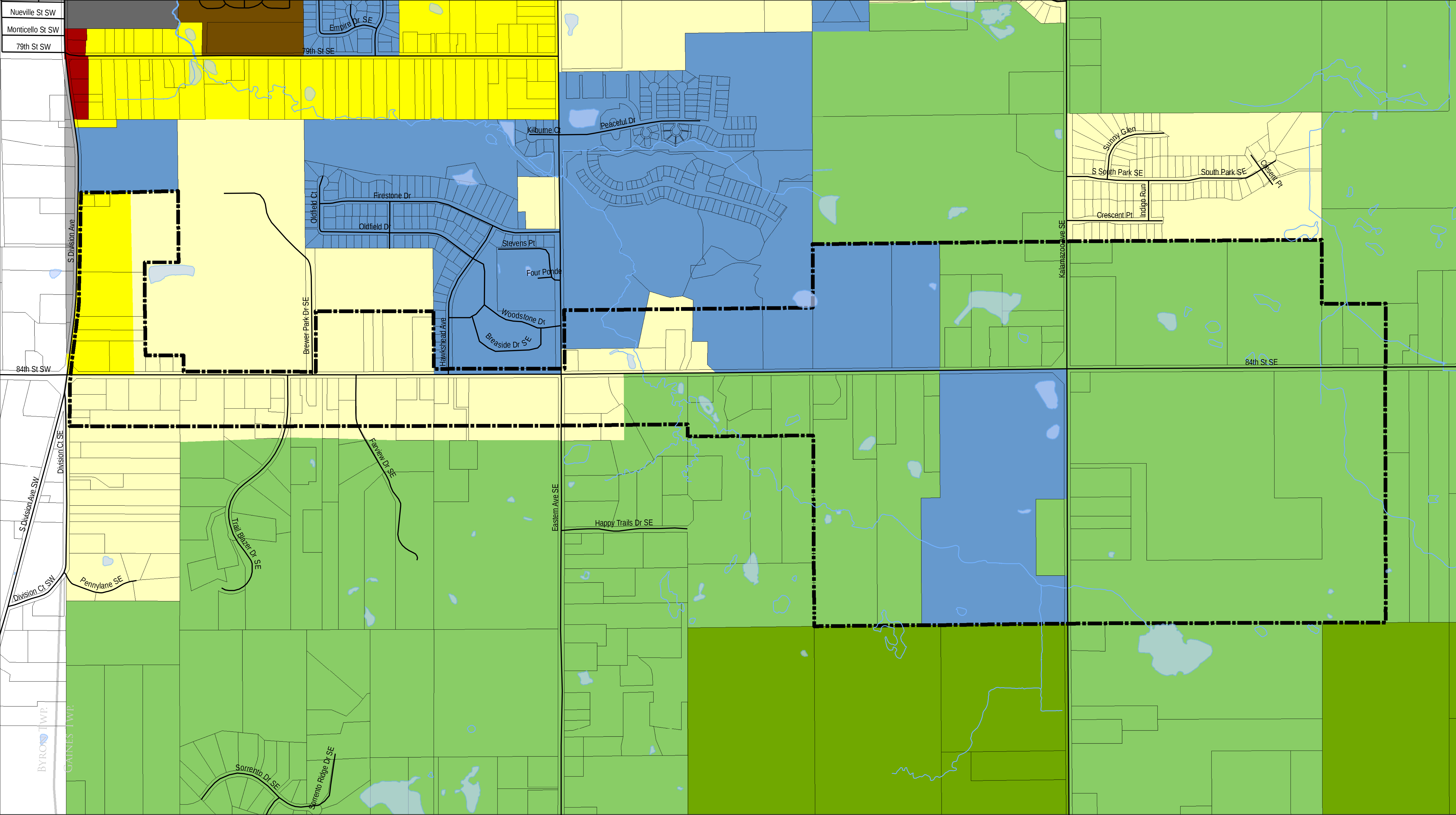
- Storm Mains
- Water Mains
- Sanitary Mains
- Sub Area Limits
- Parcels
- Lakes and Ponds
- Streams and Rivers
- Roads
- Municipal Boundaries

September 2014

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Gaines Charter Township

Kalamazoo Avenue and 84th Street Sub-Area Plan

Map 6: Zoning Districts

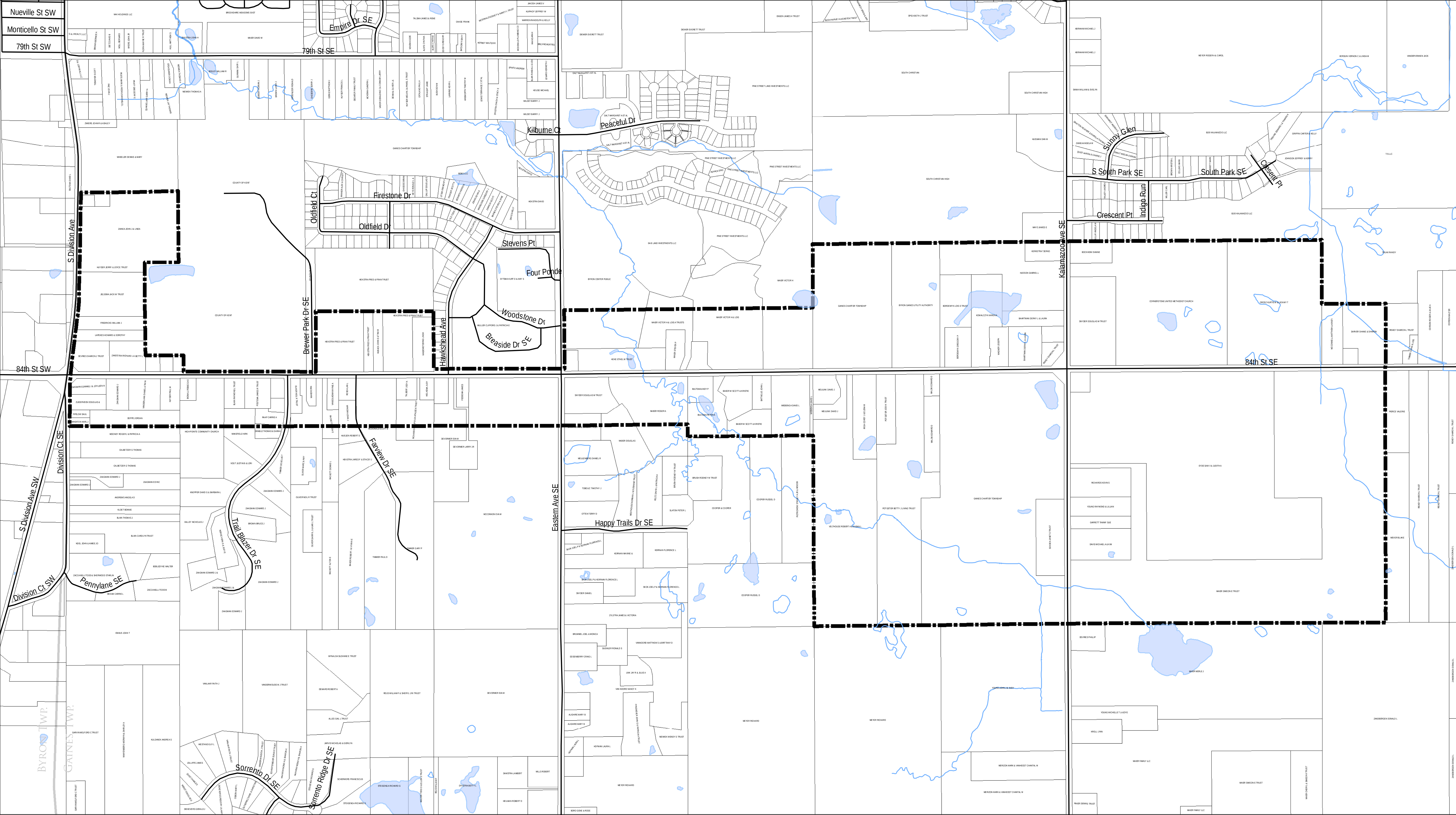
- | | | | |
|--------------------------------|--------------------------|--------------------|----------------------|
| Agricultural/Agri-Business | Mobile Home | Sub Area Limits | Roads |
| Agricultural/Rural Residential | Light Industrial | Parcels | Municipal Boundaries |
| Single Family Residential | Heavy Industrial | Lakes and Ponds | |
| Residential | General Commercial | Streams and Rivers | |
| | Planned Unit Development | | |

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Gaines Charter Township

Kalamazoo Avenue and 84th Street Sub-Area Plan

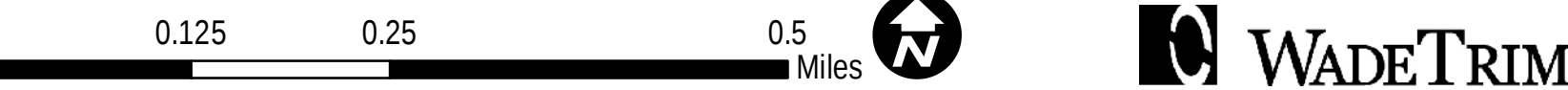
Map 7: Parcels and Ownership

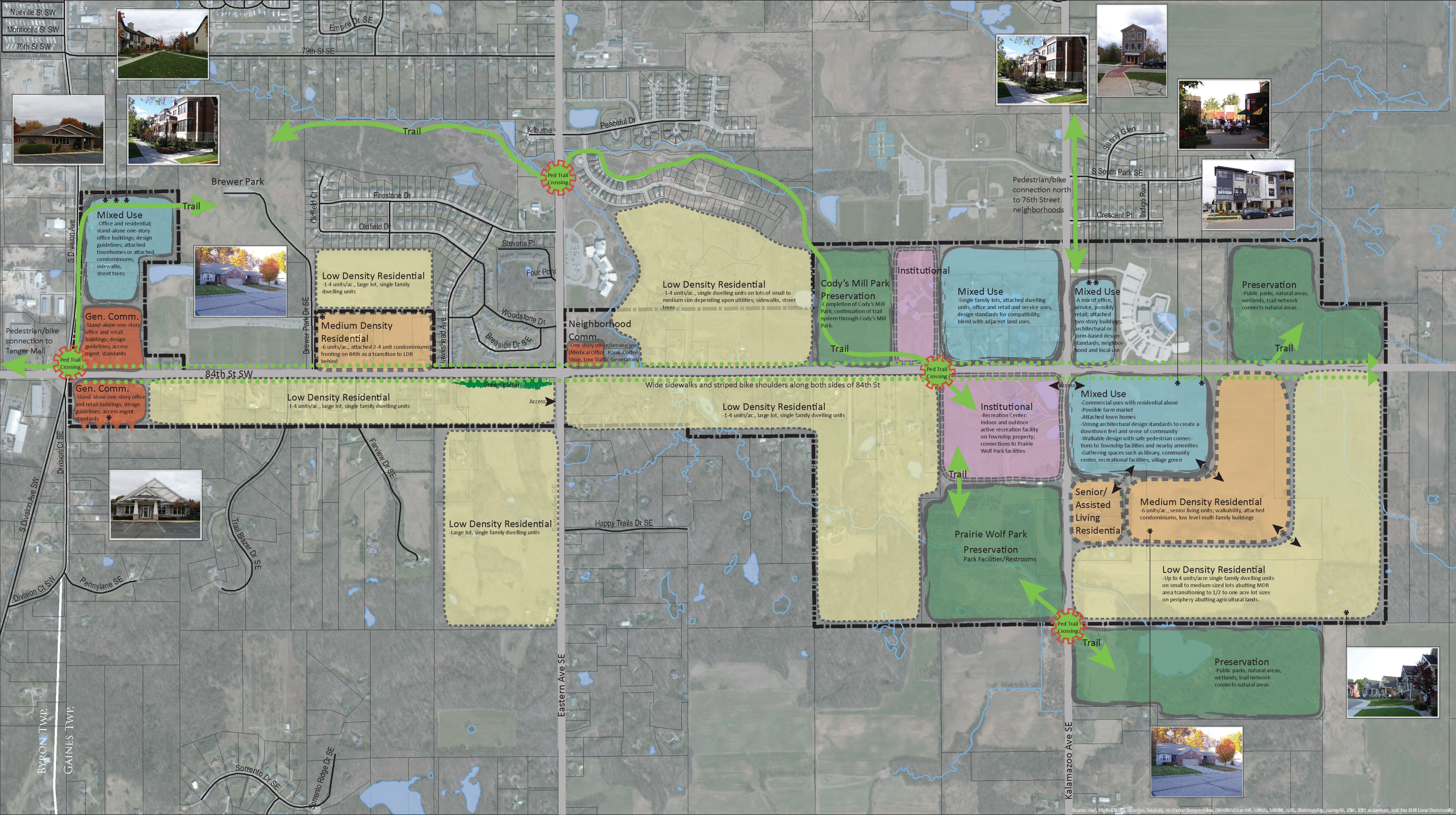
- Sub Area Limits
- Parcels (with ownership labels)
- Lakes and Ponds
- Streams and Rivers
- Roads
- Municipal Boundaries

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September 2014





Gaines Charter Township

Kalamazoo Avenue and 84th Street Sub-Area Plan

Adopted by the Gaines Charter Township Board on January 11, 2016

Legend

- Sub Area Limits
- Parcels
- Lakes and Ponds

- Sidewalk
- Streams and Rivers
- Trails
- Trail Crossings

- Low Density Residential
- Medium Density Residential
- High Density Residential

- Institutional
- Mixed Use
- Preservation
- General Commercial
- Neighborhood Commercial

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0 0.125 0.25 0.5 Miles

