charter township
oshtemo
est. 1839

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NOTICE
OSHTEMO CHARTER TOWNSHIP
PLANNING COMMISSION

Regular Meeting
Thursday, September 12, 2019
6:00 p.m.
AGENDA

1. Call to Order

2. Pledge of Allegiance

3. Approval of Agenda

4. Public Comment on Non-Agenda Items

5. Approval of Minutes: August 22, 2019

6. **Public Hearing: Keeping of Livestock and Honey Bees Ordinance**
   Consideration of the draft Keeping of Livestock and Honey Bees Ordinance for recommendation to the Township Board.

7. Old Business
   a. Flags and Flagpole Ordinance
   b. Village Theme Development Plan

8. Other Business

9. Planning Commissioner Comments

10. Adjournment

Policy for Public Comment
Township Board Regular Meetings, Planning Commission & ZBA Meetings

All public comment shall be received during one of the following portions of the Agenda of an open meeting:

a. Citizen Comment on Non-Agenda Items or Public Comment – while this is not intended to be a forum for dialogue and/or debate, if a citizen inquiry can be answered succinctly and briefly, it will be addressed or it may be delegated to the appropriate Township Official or staff member to respond at a later date. More complicated questions can be answered during Township business hours through web contact, phone calls, email (oshtemo@oshtemo.org), walk-in visits, or by appointment.

b. After an agenda item is presented by staff and/or an applicant, public comment will be invited.
At the close of public comment there will be Board discussion prior to call for a motion. While comments that include questions are important, depending on the nature of the question, whether it can be answered without further research, and the relevance to the agenda item at hand, the questions may not be discussed during the Board deliberation which follows.

Anyone wishing to make a comment will be asked to come to the podium to facilitate the audio/visual capabilities of the meeting room. Speakers will be invited to provide their name, but it is not required.

All public comment offered during public hearings shall be directed, and relevant, to the item of business on which the public hearing is being conducted. Comment during the Public Comment Non-Agenda Items may be directed to any issue.

All public comment shall be limited to four (4) minutes in duration unless special permission has been granted in advance by the Supervisor or Chairperson of the meeting.

Public comment shall not be repetitive, slanderous, abusive, threatening, boisterous, or contrary to the orderly conduct of business. The Supervisor or Chairperson of the meeting shall terminate any public comment which does not follow these guidelines.

(adopted 5/9/2000)
(revised 5/14/2013)
(revised 1/8/2018)

Questions and concerns are welcome outside of public meetings during Township Office hours through phone calls, stopping in at the front desk, by email, and by appointment. The customer service counter is open from Monday-Thursday 8:00 am- 5:00 pm, and on Friday 8:00 am-1:00 pm. Additionally, questions and concerns are accepted at all hours through the website contact form found at www.oshtemo.org, email, postal service, and voicemail. Staff and elected official contact information is provided below. If you do not have a specific person to contact, please direct your inquiry to oshtemo@oshtemo.org and it will be directed to the appropriate person.

Oshtemo Township
Board of Trustees

Supervisor		
Libby Heiny-Cogswell	**216-5220**	**libbyhc@oshtemo.org**
Clerk		
Dusty Farmer	**216-5224**	**dfarmer@oshtemo.org**
Treasurer		
Grant Taylor	**216-5221**	**gtaylor@oshtemo.org**
Trustees		
Cheri L. Bell	**372-2275**	**cbell@oshtemo.org**
Deb Everett	**375-4260**	**deverett@oshtemo.org**
Zak Ford	**271-5513**	**zford@oshtemo.org**
Ken Hudok	**548-7002**	**khudok@oshtemo.org**

Township Department Information

Assessor:		
Kristine Biddle	216-5225	assessor@oshtemo.org
Fire Chief:		
Mark Barnes	375-0487	mbarnes@oshtemo.org
Ordinance Enf:		
Rick Suwarsky	216-5227	rsuwarsky@oshtemo.org
Parks Director:		
Karen High	216-5233	khigh@oshtemo.org
Rental Info	216-5224	oshtemo@oshtemo.org
Planning Director:		
Julie Johnston	216-5223	jjohnston@oshtemo.org
Public Works:		
Marc Elliott	216-5236	melliott@oshtemo.org

OSHTEMO CHARTER TOWNSHIP
PLANNING COMMISSION

MINUTES OF A MEETING HELD AUGUST 22, 2019

Agenda

SITE PLAN REVIEW: METRO TOYOTA - REVISED SITE PLAN
CONSIDERATION OF A REVISED SITE PLAN APPLICATION FROM METRO TOYOTA TO ALLOW THE EXISTING CURB CUT ALONG QUAIL RUN DRIVE TO STAY IN ITS ORIGINAL LOCATION. THE SITE PLAN APPROVED ON MARCH 14TH ALIGNED THIS ENTRANCE WITH THE CURB CUT ACROSS QUAIL RUN DRIVE TO THE EAST. PARCEL NO. 3905-25-305-031.

Old Business

a. Maple Hill South Overlay Zone - Continued Review

ANY OTHER BUSINESS

a. Draft Flag and Flagpole Ordinance

A meeting of the Oshtemo Charter Township Planning Commission was held Thursday, August 22, 2019, commencing at approximately 6:00 p.m. at the Oshtemo Charter Township Hall.

MEMBERS PRESENT: Bruce VanderWeele, Chair
Ron Commissaris
Dusty Farmer, Secretary
Keshia Dickason
Micki Maxwell
Mary Smithy, Vice Chair
MEMBER ABSENT: Ollie Chambers

Also present were Julie Johnston, Planning Director and Martha Coash, Meeting Transcriptionist. Two other persons were in attendance.

Call to Order and Pledge of Allegiance

Chairperson VanderWeele called the meeting to order at approximately 6:00 p.m. and invited those present to join in reciting the "Pledge of Allegiance."

Agenda

Ms. Johnston asked that "Michigan Association of Planning Conference" be added under Any Other Business. The Chair determined that was acceptable, no other changes were needed and allowed the agenda to stand as published with that addition.

Public Comment on Non-Agenda Items

No one provided comment on non-agenda items.

Approval of the Minutes of August 8, 2019

Chairperson VanderWeele asked if there were any additions, deletions or corrections to the Minutes of August 8, 2019. Hearing none, he asked for a motion.

Mr. Commissaris made a motion to approve the Minutes of August 8, 2019 as presented. Ms. Maxwell supported the motion. The motion was approved unanimously.

SITE PLAN REVIEW: METRO TOYOTA - REVISED SITE PLAN CONSIDERATION OF A REVISED SITE PLAN APPLICATION FROM METRO TOYOTA TO ALLOW THE EXISTING CURB CUT ALONG QUAIL RUN DRIVE TO STAY IN ITS ORIGINAL LOCATION. THE SITE PLAN APPROVED ON MARCH 14TH ALIGNED THIS ENTRANCE WITH THE CURB CUT ACROSS QUAIL RUN DRIVE TO THE EAST. PARCEL NO. 3905-25-305-031.

Chairperson VanderWeele asked Ms. Johnston for her presentation of the revised site plan application from Metro Toyota.

Ms. Johnston explained that on March 14, 2019, the Oshtemo Township Planning Commission approved the site plan for a new/used car sales lot special use located at 5924 Stadium Drive proposed by Metro Toyota. The approved site plan included the existing curb cut located on Stadium Drive, which was not intended to change, and a modified curb cut on Quail Run Drive. The current curb cut on Quail Run Drive was to be closed and a new curb cut developed that aligned with the existing car dealership entrance on the east side of the Quail Run Drive.

After Planning Commission approval, the project engineer applied to the Road Commission of Kalamazoo County (RCKC) for a right-of-way permit to modify the curb cut on Quail Run Drive. During the application review, the RCKC indicated a desire to close the Stadium Drive curb cut. The applicant and Township staff provided information to the RCKC regarding the desire for that curb cut to remain open based on resident and public safety concerns.

This curb cut was discussed during the site plan review meeting on March 14th. Residents from the Quail Run Condominiums were in attendance requesting the Stadium Drive curb cut to remain open. Section 51.50.F of the Access Management Guidelines states the following:

> *Where parcels, lots, or building sites have frontage or access on more than one roadway, access shall be provided from the lesser traveled street. Where spacing requirements can be met, high traffic volumes will be generated,* ***or the subject side***

street is inappropriate for nonresidential traffic, access onto the main roadway will be considered.

Based on this ordinance language and the concerns from area residents, the Planning Commission approved the site plan with the Stadium Drive curb cut to remain in its existing configuration.

Subsequently the RCKC indicated to the applicant that any right-of-way permit, which would be needed for the reconfiguration of the Quail Run Drive curb cut, would allow them to require the closing of the Stadium Drive curb cut. The applicant worked with the RCKC for several months but could not come to a resolution on the Stadium Drive curb cut remaining open.

She said to keep the Stadium Drive curb cut open, the applicants' only recourse is to do no work within either the Stadium Drive or Quail Run Drive rights-of-way. To accomplish this, they are requesting the Planning Commission consider a revised site plan that leaves the two curb cuts in their existing locations.

Section 51.50.E. states the following about driveway placement:

In order to minimize left turn conflicts at non-signalized locations, driveways shall be offset a minimum of one hundred fifty feet, measured centerline to centerline, or aligned with those across the street.

Unfortunately, the centerline of these two driveways is only about 70 feet apart, not meeting the standards of the Access Management Guidelines. However, this is an existing configuration which has been in existence since at least 1987 when Rykse's Restaurant was approved on this parcel. In addition, the location of the current curb cut may provide better visibility of traffic moving southbound on Quail Run Drive as the road bends to the north just past this entrance point.

Section 51.50.G. provides the following regulations for existing sites:

In the case of expansion, alteration or redesign of an existing development where existing driveways do not comply with the guidelines set forth herein, the closing, relocation, or redesign of the driveway ***may be required****.*

Ms. Johnston said this language provides opportunities for the Township to make driveway improvements if a site is being redeveloped, but the ordinance does not mandate these changes. The Planning Commission may consider mitigating circumstances when making their determination regarding any required site changes. The concerns of neighboring property owners and their desire for the Stadium Drive curb cut to remain open are a mitigating circumstance.

She said if the Planning Commission wished to approve the revised site plan, staff recommended the following condition:

An agreement be signed by both the applicant and the Township that outlines the following:

1. When the Stadium Drive sidewalk project is constructed in 2021, the Township will also construct that portion of the Quail Run Drive sidewalk that is required on the subject parcel addressed as 5924 Stadium Drive, parcel #3905-25-305-031.

2. The applicant agrees to pay all costs associated with the sidewalk construction on Quail Run Drive, as well as the reconstruction of the Quail Run Drive curb cut entrance from asphalt to concrete to meet Township sidewalk standards.

3. The applicant also agrees to pay for the cost of reconstructing the Stadium Drive curb cut entrance from asphalt to concrete to meet Township sidewalk standards.

The Oshtemo Downtown Development Authority is covering the expenses associated with the Stadium Drive sidewalks, which is why the costs for this sidewalk are not included in the recommended condition.

The Chair asked if there were questions from Commissioners.

Ms. Maxwell asked why Quail Run residents wished to retain the Stadium Drive curb cut.

Ms. Johnston explained Quail Run is 90% residential; Access Management guidelines say that since the area is predominantly residential and residents do not want traffic funneled through their area, the curb cut on Stadium Drive can be left in place. In this case if the Stadium Drive curb cut is eliminated, the only access will be through Quail Run.

Chairperson VanderWeele asked if the applicant wished to speak.

Mr. Jeff DeNooyer, owner, commented the Township's Fire Marshal also wished the Stadium curb cut to remain to allow access for fire trucks. He explained all parties wished to make the changes described in the original site plan, but the RCKC would not agree to the plan.

Ms. Johnston noted all residents of Quail Run who were part of the previous review and their condo association were notified of the site plan revision request.

Ms. Maxwell wondered why the RCKC wanted to eliminate the Stadium Drive curb cut.

Mr. DeNooyer said he was told any time there is an opportunity to close a drive on a major thoroughfare they will close it. They believe it will result in fewer accidents.

Hearing no further comments, Chairperson VanderWeele asked for a motion.

Ms. Farmer noted she would abstain on advice of the Township's Attorney since she is a co-owner of an adjoining property.

Ms. Maxwell made a motion to approve the revised site plan from Metro Toyota to allow the existing curb cut along Quail Run Drive to stay in its original location based on the reasons listed and including the conditions as recommended by Staff. Mr. Commissaris supported the motion. The motion was approved 5-0, with Ms. Farmer abstaining.

ANY OTHER BUSINESS

a. Maple Hill South Overlay Zone - Continued Review

Ms. Johnston provided the fifth draft of the new Maple Hill South Overlay Zone Ordinance for further review, noting the main changes from the July meeting were within the Development Requirements table.

The group continued their systematic review centered on residential maximum density and density bonus requirements and road design.

Ms. Johnston will revise the document to reflect discussion and return it to the Board for further consideration.

OLD BUSINESS

a. Draft Flag and Flagpole Ordinance

Ms. Johnston explained the current Township Zoning Ordinance manages flags and flagpoles within the Sign Ordinance, which is not how most flags are utilized in Oshtemo. Often, property owners wish to fly the American or State of Michigan flag, not an advertisement flag. Therefore, Sign Ordinance is an awkward location to manage flags. In addition, the ordinance language which regulates signs provides very little regulatory control over the placement of flagpoles. At this time, the only requirement for placement would be ensuring the flagpole is outside of the road right-of-way.

To better regulate flags and flagpoles, she suggested adding a section to Article 57: Miscellaneous Protections Ordinance. In developing Section 57.140: Flags and Flagpoles, staff reviewed other community ordinances, as well as websites of flag manufacturers for typical sizes for residential and commercial uses. She provided a draft ordinance that was reviewed by the Township Attorney, Zoning Administrator, and Ordinance Enforcement Officer.

In addition to adding Section 57.140: Flags and Flagpoles, she indicated the sections of the Sign Ordinance that would need to be removed or amended.

The group reviewed the document, suggesting some changes. Ms. Johnston will revise the document to reflect discussion and return it to Commissioners for further consideration.

b. Michigan Association of Planners Conference

Ms. Johnston said this year's conference will be held in Kalamazoo and asked if Commissioners were interested in attending to let her know by August 27^{th} as the 29^{th} is the last day for early registration.

PLANNING COMMISSIONER COMMENTS

Chairperson VanderWeele asked Staff to suggest a method to provide Planning Commission meeting reminders.

ADJOURNMENT

Hearing no further comments, Chairperson VanderWeele adjourned the meeting at approximately 8:10 p.m.

Minutes prepared:
August 23, 2019

Minutes approved:
___________, 2019

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September 4, 2019

Mtg Date: September 12, 2019

To: Planning Commission

From: Julie Johnston, AICP

Subject: AMENDED Keeping of Livestock and Honey Bees Ordinance – Public Hearing

In February of this year, a resident came to a Planning Commission meeting requesting the Township consider allowing the keeping of bees as a permitted use. In reviewing the Zoning Ordinance, bees were not addressed and therefore were not permitted.

Staff worked with the Township Attorney, Zoning Administrator, and Ordinance Enforcement Officer to update the Keeping of Animals Ordinance to the attached proposed Keeping of Livestock and Honey Bees Ordinance. We spent several meetings reviewing the generally accepted agricultural management practices for both animals and honey bees, as well as looking at other community ordinances, particularly within Southwest Michigan.

The Planning Commission reviewed the requested amendments to this draft Ordinance at their July 25th and August 8th meetings. Several changes were made to the Ordinance based on these meetings, in particular:

- The title of the Section was changed back to “The Keeping of Livestock and Honey Bees.”
- Removed “less than a commercial scale” under subsection A. Commercial scale has not been defined, making this difficult to interpret and enforce. Language was instead included that indicates for animals can be kept for noncommercial purposes.
- Subsection E now includes language that fencing must prohibit animal trespass on neighboring properties.
- A new subsection in Prohibitions was added related to undomesticated and dangerous animals.

With these final changes, the Planning Commission felt the draft Ordinance was ready for the required public hearing. Staff would advocate forwarding the draft Ordinance to the Township Board with a recommendation of approval at the close of the public hearing.

Thank you.

57.80 KEEPING OF ~~POULTRY, SWINE, HORSES, OR~~ LIVESTOCK AND HONEY BEES

The keeping of poultry, swine, ~~livestock~~, ~~or~~ horses, rabbits, sheep, goats, ~~chickens and~~ other similar ~~animals~~ livestock (collectively referred herein as animals), and bees for noncommercial purposes ~~as pets or for educational purposes~~, is permitted under the following conditions:

A. Activities shall be ~~conducted on less than a commercial scale~~ for the private enjoyment of the property owners conducted for noncommercial purposes.

B. Acreage requirements. Acreage requirements are exclusive of each animal size, meaning the property must have the minimum required acreage for each animal.

1. Large animals. ~~There shall be a minimum of~~ One acre for each large animal (more than 200 pounds at maturity), including horses, cattle, and swine, or similar animals.

2. Moderate-sized animals. One-quarter acre for each ~~small~~ moderate-sized animal (~~under~~ 35 to 200 pounds at maturity), including sheep, goats, or similar animals.

3. Small animals. ~~exclusive of those set forth above and for chickens, ducks, turkeys, and rabbits (collectively referred [to] herein as specified animals). All parcels, lots, and building sites shall be permitted up to five specified animals; roosters are prohibited. Parcels, lots, and building sites larger than one acre shall be permitted one additional specified animal for each one-quarter acre in excess of one acre.~~ All parcels, lots, and building sites up to one acre shall be permitted up to five small animals (under 35 pounds at maturity), including chickens, ducks, turkeys, rabbits, or similar animals. One additional small animal shall be permitted for each additional one-quarter acre of property.

4. Honey bees. All parcels, lots, and building sites up to one-quarter acre shall be permitted two hives to a maximum of six hives for the first acre. One additional hive is allowed for each additional one-quarter acre of property in excess of one acre.

C. Structure requirements and location.

1. ~~At minimum, a fenced-in enclosure, other than the residence, shall be placed for the housing of animals~~ A structure or shelter is required based on the Generally Accepted Agricultural Management Practices (GAAMPS) for the care of animals.

2. All buildings, structures, ~~or other~~ enclosures, or hives shall be within either the side or rear yards and may not be within the required front ~~setback~~ yard for the subject property.

D. Building setbacks. A building, ~~other than the residence~~, structure, shelter, or hive ~~used to shelter~~ for animals or bees and/or any area used to store, dispose of, or compost manure, other than the primary residential dwelling, shall ~~not be located closer than~~ comply with the following setbacks:

1. Large animals. 50 feet ~~for large or small animals~~ from any property line and 150 feet ~~to~~ from any pre-existing dwelling on an adjacent ~~premise~~ property. ~~under different ownership.~~

2. Moderate-sized animals. 50 feet from any property line and 100 feet from any pre-existing dwelling on an adjacent property.

3. Small animals. ~~and ten feet or the height of the building, whichever is greater, for specified animals to any property line and not nearer than 150 feet for large or small animals and 20 feet for specified animals to any preexisting dwelling on adjacent premises under different ownership.~~ 25 feet from any property line and 50 feet from any pre-existing dwelling on an adjacent property.

4. Honey bees. 15 feet from any property line and 50 feet from any pre-existing dwelling on an adjacent property.

E. Fenced enclosure requirements.

~~Large and small animals (excluding specified animals) shall be controlled in a suitable manner to prevent their approaching closer than 100 feet to any preexisting dwelling on adjacent premises under different ownership. Specified animals shall not be allowed free roam, must be contained within a six-foot fence or other fully enclosed structure at all times, and shall be controlled in a suitable manner to prevent their approaching closer than 20 feet to any preexisting dwelling on adjacent premises under different ownership. A sight fence or other screening is required if specified animals are visible from any other residential property or any public rights-of-way. All fences for specified animals shall be within either the side or rear yards and may not be within the required front setback for the subject property.~~

1. Animals shall not be allowed free roam, but must be contained within a fully enclosed fenced area at all times. Fencing must meet the requirements of Section 57.60.

2. Fencing shall prevent animals from approaching any pre-existing dwelling on an adjacent property per the following requirements:
   a. Large animals – 100 feet
   b. Moderate-sized animals – 75 feet
   c. Small animals – 40 feet

3. Fencing shall be designed to prevent animal trespass onto neighboring property.

F. Additional requirements for the keeping of honey bees.

1. Hives shall be placed in such a way that the hive entrance is positioned internal to the property so that bees must fly across the property.

2. A flyaway barrier at least six feet in height shall shield any part of the property line that is within 25 feet of a bee hive. Such flyaway barrier must consist of a solid fence per Section 57.60, dense vegetation, or combination thereof to redirect a bee's flight pattern to be above six feet in height at the property line. The Planning Director may approve an additional barrier type if it meets the intent of assisting the bees to gain altitude before leaving the property.

3. A constant supply of water shall be provided to all hives.

G. Prohibitions.

1. ~~The keeping of poultry, swine, horses, or livestock~~ Animals ~~is further~~ are prohibited where conditions of maintenance are such to cause:

    a. Unpleasant odors to be generated sufficiently strong to be discernible upon property of others for continuous periods of longer than six days, ~~or~~

    b. Noise to be generated sufficiently loud to penetrate indoors upon property of others for continuous periods in excess of four hours, ~~or~~

    c. Flies, insects or rodents to be attracted to the place where said animals and/or fowl are kept and are thereafter permitted to multiply and escape upon adjoining property.

2. Said animals or fowl, alive or dead, or any refuse therefrom shall not ~~to~~ trespass or be carried upon adjoining property.

3. Roosters that crow ~~are prohibited~~.

4. Any undomesticated animal or dangerous animal classified as wild, which includes, but is not limited to alligators, bears, monkeys, wolves, coyotes, venomous or constrictor reptiles, panthers, cougars, tigers, lions, and other wild felines. It shall also include any hybrid between a wild animal and a domesticated animal, such as a dog and a wolf or a cat and a bobcat.

September 4, 2019

Mtg Date: September 12, 2019

To: Planning Commission

From: Julie Johnston, AICP

Subject: DRAFT Flag and Flagpole Ordinance

The current Township Zoning Ordinance manages flags and flagpoles within the Sign Ordinance, which is not how most flags are utilized in Oshtemo. Often, property owners wish to fly the American or State of Michigan flag, not an advertisement flag. Therefore, the Sign Ordinance is an awkward location to manage flags. In addition, the ordinance language which regulates signs provides very little regulatory control over the placement of flagpoles. At this time, the only requirement for placement would be ensuring the flagpole is outside of the road right-of-way.

To better regulate flags and flagpoles, staff suggests adding a section to Article 57: Miscellaneous Protections Ordinance. In developing Section 57.140: Flags and Flagpoles, staff reviewed other community ordinances, as well as websites of flag manufacturers for typical sizes for residential and commercial uses. Finally, the attached draft ordinance was reviewed by the Township Attorney, Zoning Administrator, and Ordinance Enforcement Officer.

At the August 22nd Planning Commission meeting, a few changes were requested of the draft Ordinance. These changes are as follows:

- Flag poles will be allowed in any yard as long as the flag, when flying open, is fully on the subject property.

- Flag's sized 15 feet by 25 feet, which is in the current Ordinance, will be allowed for nonresidential uses.

Staff also made some minor organizational changes to the draft Ordinance. New and/or language that has been moved to a new section is in red and language to be removed has been ~~striked~~.

In addition to adding Section 57.140: Flags and Flagpoles, the following sections of the Sign Ordinance will need to be removed/amended:

55.70: Agricultural and Residential Land Uses

B. All Agricultural and Residential uses shall also be permitted the following:

~~1. Flags~~

55.80: Commercial and Office Land Uses

B. All Commercial and Office uses shall also be permitted the following:

1. ~~Flags. A lot, building site or parcel shall be limited to three flags. For lots, building sites and parcels with public street frontage in excess of 200 feet, three additional flags are permitted for every additional 200 feet of continuous public street frontage. Flag pole height may not exceed 60 feet. Maximum flag size shall be 15 feet × 25 feet~~.

55.90: Industrial Land Uses

B. All Industrial uses shall also be permitted the following:

1. ~~Flags. A lot, building site or parcel shall be limited to three flags. For lots, building sites and parcels with public street frontage in excess of 200 feet, three additional flags are permitted for every additional 200 feet of continuous public street frontage. Flag pole height may not exceed 60 feet. Maximum flag size shall be 15 feet × 25 feet~~.

55.130: Signs not requiring a Permit

~~H. Flags~~

55.140: Maintenance

All signs, ~~flags, and flag poles~~ shall be properly maintained. Exposed surfaces shall be clean and painted, if paint is required. Defective or damaged parts shall be replaced.

Thank you.

Article 57: Miscellaneous Protections

Section 57.140: Flags and Flagpoles

A. Purpose. The purpose of this Section is to allow the display of noncommercial flags while furthering the substantial interest of the Township through:

- Maintenance and improvement of the community's appearance,
- Elimination of visual clutter,
- Ensuring traffic and property safety, and
- Preserving property values.

B. Scope. The regulations set forth in this Section shall apply to flags and flagpoles in all zoning districts.

C. Prohibited.

1. Flags designed for, or in effect serve as, advertising ~~for a nonresidential use~~ shall be considered signage and shall be regulated by Article 55.

2. Banners, feathers, pennants, spinners, streamers, or other similar devices ~~are not permitted by this Section~~.

3. Furcated poles with multiple mounting structures.

D. Number of Flags and Flagpoles.

~~No more than three flags may be mounted vertically or flown from any flagpole. Furcated poles with multiple mounting structures shall not be allowed.~~

1. Residential District.

   a. A total of three (3) flagpoles, but not more than three (3) flags in total, shall be permitted as part of the overall residential development or apartment complex.

   b. A total of two (2) flagpoles, but not more than two (2) flags in total, shall be permitted as part of a single-family parcel, lot, or building site.

2. Nonresidential District.

   a. A total of three (3) flagpoles, but not more than three (3) flags in total, shall be permitted per parcel, lot, or building site.

   b. For parcels, lots, or building sites with public street frontage in excess of 200 feet, one additional flagpole and flag is permitted for every additional 200 feet of continuous street frontage.

c. For multi-tenant nonresidential establishments, one (1) flag may be displayed per establishment through a wall-mounted stanchion located near the entrance of that tenant space.

E. Size of Flags.

1. The maximum flag size allowed shall be based on the height of the flagpole, as follows:

Height of Flagpole	**Size of Flag**
Under 20	4 feet X 6 feet or 24 square feet
20 – 29 feet	5 feet X 8 feet or 40 square feet
30 – 39 feet	6 feet X 10 feet or 60 square feet
40 – 49 feet	8 feet X 12 feet or 96 square feet
50 – 59 feet*	10 feet X 15 feet or 150 square feet
60 feet*	12 feet X 18 feet or 216 square feet
60 feet*	15 feet X 25 feet or 375 square feet

*Nonresidential uses only.

2. Flags displayed through a wall-mounted stanchion shall not exceed 4 feet X 6 feet or 24 square feet.

F. Flagpole Location.

1. Flagpoles may be located within any ~~front~~ yard. ~~Flagpoles are not permitted in rear or side yards~~.

2. Flagpoles must be setback a distance to allow the flag to fly fully open within the subject property. Flags may not encroach upon adjacent properties or rights-of-way.

G. Flagpole Height. Flagpoles may not exceed 60 feet in height.

H. Maintenance. Flagpoles and flags must be maintained in good condition, free of significant corrosion, peeling paint, tears, fraying, or other damage or deterioration.

I. Illumination. Flagpoles may be illuminated per the requirements of Article 54.

J. Manner of Display. Flags and insignia of any government shall be displayed in an approved manner pursuant to federal guidelines in Title 4, United States Code, Chapter 1 (the Federal Flag Code).

K. Building Permit. Any necessary building permits, if required by State building code, must be obtained prior to the installation of a flagpole.

September 5, 2019

Mtg Date: September 12, 2019

To: Planning Commission

From: Julie Johnston, AICP

Subject: Review of Draft Village Theme Development Plan

Within the Township, the historic Oshtemo Village area developed at the intersection of Stadium Drive and 9th Street. This community was often referred to as a village, although it never incorporated as such. Prior to the construction of the interstate highways that border Oshtemo Township, 9th Street and Stadium Drive served as major access roads for this area. The Oshtemo Village formed at the junction of these roads.

In 2017, the Downtown Development Authority (DDA) began to become concerned with the lack of new development happening with the Village, which is within the Authorities boundaries. Development seemed to be happening in earnest in other areas of the Township, but not the Village. Discussions related to the Village Form-Based Code Overlay and its possible impact on new development was outlined as a primary concern. The Village Form-Based Code Overlay is intended to re-create the Village area based on traditional urban design standards of a walkable, mixed-use community.

The Village Form-Based Code was a result of the Village Theme Development Plan, which was originally adopted in 2006. The DDA felt that a review of the 2006 Plan was needed because of the public process utilized to create the Plan and ultimately the Village Form-Based Codes. The DDA wanted the public, property owners, business owners, etc. from within the Village, as well as throughout Oshtemo Township, the opportunity to weigh in on any possible changes to the Plan.

The 2018 draft of the Village Theme Development Plan is intended as an update to the 2006 Plan and represents a critical review of the original Village Theme Development Plan and sought to consider and accomplish the following:

1. Gather citizen and stakeholder opinions to confirm the preferred vision for the village and evaluate the effectiveness of the Plan.

2. Investigate the perception that development within the village has been limited, in comparison to development elsewhere in the Township and region, since the original adoption of the Plan.

3. Review changing conditions that may impact development within the village, such as economic trends, demographic/lifestyle preferences, traffic/recent road improvements, and pedestrian connectivity efforts.

4. Recognizing that the local road network is under the jurisdiction of the County, consider the impact that County street design policies have on the existing and planned character of development within the village.

5. Evaluate and outline necessary changes to currently adopted zoning regulations to ensure that such regulations facilitate development which contributes to the desired mixed-use character of the village.

Public input was garnered throughout the review and development of the 2018 Plan. A subcommittee of four members from the DDA and four members of the Planning Commission was formed to help guide the public input process, review the draft plans, and make recommendations on changes.

Stakeholder interviews were held in May of 2017. Some of these were one-on-one interview sessions and some were in small groups. The stakeholders represented varying interests, including citizens, township leaders, property owner, business owners, and real estate / development community representatives. The interviews were designed to garner input on the effectiveness of the 2006 Village Theme Development Plan and Village Form-Based Codes.

Two workshops were also held. The first occurred in June of 2017, which was focused on visioning exercises for the Village area. Participants were asked the following questions:

1. Whether the vision from the Village Theme Development Plan continues to reflect local values, desires and needs

2. Whether the Form Based Code for Oshtemo Village, which was adopted after the plan, has been successful and results in quality development

3. Whether changes to the Village Theme Development Plan are needed

4. Whether changes to the Form Based Code/zoning requirements are needed

The second workshop was in October of 2017 and provided a series of development/redevelopment scenarios for the Village area, asking participants to evaluate the merits of each scenario. In addition, development principles were reviewed, to see if the Village principles were still considered applicable to the area today. The intent was to get a sense of the design and development aesthetic wanted in the Village area.

At the conclusion of the public process in October of 2107, the draft of the 2018 Village Theme Development Plan was completed. In order to ensure the Planning Commission and Township Board were up to date on the direction of the Plan, it was presented at a joint Board meeting in February of 2018. At that meeting, there was some concern related to lessening the requirements to construct buildings immediately adjacent to the street right-of-way and allowing parking within the front yard. The current Form-Based Codes (based on the 2006 Village Theme Development Plan) require buildings to construct to a build-to line, which is generally the edge of the street right-of-way and parking lots are prohibited in the front yard.

Based on the input gathered at that meeting, there was a distinct difference between those that wanted the original Village theme ideas and those that wanted to change the Plan so the regulations could be loosened to allow some limited front yard parking. This small change in the Plan, and ultimately the Form-Based Code, would alter the desired appearance of the Village area by allowing some distance between the buildings and the street right-of-way. As is often seen in traditional downtowns, buildings are constructed immediately adjacent to the sidewalk, which is part of the road right-of-way.

At the conclusion of the joint meeting, it was decided that the Village Theme Development Plan should be included in the Planning Commission's work plan. It was determined the subcommittee had taken the Plan as far as it could, and it was time for the Commission to complete their review. Due to work loads, the Plan has not been included on the Commissions agenda. However, in July of this year, the DDA specifically requested the Planning Commission review the Plan, make any possible changes/additions needed, and forward to the Township Board for approval.

At this time, staff is requesting the Planning Commission complete this review and begin discussions at the September 12th meeting.

Thank you.

Village Theme Development Plan 2018 Update

Charter Township of Oshtemo
Kalamazoo County, Michigan
Draft Report, March 9, 2018

Oshtemo Charter Township
Village Theme Development Plan
2018 Update

Oshtemo Charter Township, Kalamazoo County, Michigan

Draft Report, March 9, 2018

Prepared For:
Oshtemo Township Downtown Development Authority

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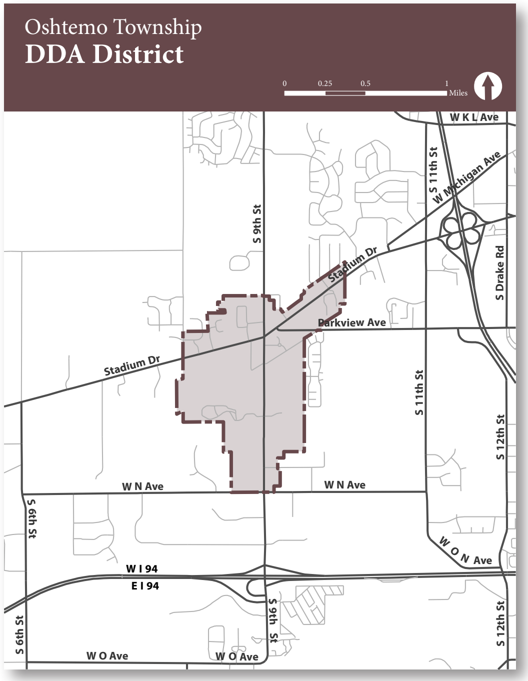
Background and Planning Context

Plan Purpose

This 2018 Village Theme Development Plan is an update to the original Oshtemo Township Village Theme Development Plan, which was adopted by the Township Board and Downtown Development Authority (DDA) in 2006. The original Plan established a vision for development of the historic Oshtemo Village area, which surrounds the intersection of Stadium Drive and 9th Street and is part of the Township's DDA District. The Plan sought to re-create the historic character of the village and called for the establishment of a compact, walkable, and mixed-use environment.



This 2018 Update represents a critical review of the original Village Theme Development Plan and seeks to consider and accomplish the following:

1. Gather citizen and stakeholder opinions to confirm the preferred vision for the village and evaluate the effectiveness of the Plan.
2. Investigate the perception that development within the village has been limited, in comparison to development elsewhere in the Township and region, since the original adoption of the Plan.
3. Review changing conditions that may impact development within the village, such as economic trends, demographic/lifestyle preferences, traffic/recent road improvements, and pedestrian connectivity efforts.
4. Recognizing that the local road network is under the jurisdiction of the County, consider the impact that County street design policies have on the existing and planned character of development within the village.
5. Evaluate and outline necessary changes to currently adopted zoning regulations to ensure that such regulations facilitate development which contributes to the desired mixed-use character of the village.

Historical Setting and Planning Efforts

Oshtemo Charter Township is located just west of the City of Kalamazoo. Within the Township, the historic Oshtemo Village area developed at the intersection of Stadium Drive and 9th Street. This community was often referred to as a village, although it never incorporated as such. Prior to the construction of the interstate highways that border Oshtemo Township, 9th Street and Stadium Drive served as major access roads for this area. Oshtemo Village formed at the junction of these roads. Today, much of the through traffic has shifted to the south and east onto I-94 and US-131, but Oshtemo Village remains a busy intersection and a viable business district.

Township leaders have recognized this and responded by focusing attention to this critical area in the Township. It began in 1993 with the adoption of the Township Master Land Use Plan. That Plan established the village as a focus area and identified goals and objectives for this area. In the past 15 years, Oshtemo Village has been the subject of a considerable amount of evaluation and analysis. In that time, the DDA was created and a Development Plan was prepared (2004). Then, the original Village Theme Development Plan was crafted to establish a vision for the future built environment (2006). This Plan was followed up by the development of a Form Based Code to implement that vision (2008). Recently, a Streetscape Plan was prepared for aesthetic and pedestrian right-of-way improvements within the district.

The Township's most recent master planning effort (2017 Master Plan Update) envisions that this area will become a unique place, identifiable within Oshtemo, by creating a higher density mixed use district, with high-quality design standards, and convenient and safe pedestrian connections (see inset at the bottom of the page). This 2018 Village Development Plan Update builds upon the direction established by the Township Master Plan.

Village Development Principles

The original Village Theme Development Plan formulated an approach and development policies that sought to reestablish the area surrounding Stadium Drive and 9th Street as it once existed -- a compact village containing a mixture of small businesses primarily serving residents in the immediate vicinity. However, it must be recognized that the context of the area today has significantly changed from its historical context. As examples:

- Stadium Drive and 9th Street are now wide streets (both are 5-lanes) that carry significant volumes of traffic at high speeds
- The primary customers for local businesses are no longer the residents of the immediate vicinity, but rather are more likely to be the commuters traveling Stadium Drive and 9th Street
- Local businesses face stiff competition from locally- and nationally-based competitors within the region, situated in a variety of settings including traditional business districts, strip-commercial corridors, and power-centers

These and other contextual changes are documented in this report. Although it remains a goal of this 2018 Update to create a business district with a distinct architectural character, this Plan recognizes that flexibility must be allowed to facilitate redevelopment that is successful within the contemporary context of the area.

Oshtemo Township Master Plan Update 2017: Village Core ("Oshtemo Village") Desired Future Development Pattern

- Development consistent with the goals and requirements of the Village Theme Development Plan, as amended over time and any supporting guidelines or regulations
- Mixed uses with higher density residential, commercial, and retail uses
- High-quality architectural design standards, consistent with the unique character of a village
- Convenient and safe pedestrian routes between activity centers
- Uniform streetscape improvements and sidewalks

Oshtemo Charter Township DDA Development Plan, General Policy Statement - 2004

"The Oshtemo Village area will be a vital center of commercial, light industrial and residential activity where residents and visitors may enjoy the benefits of a small community carefully integrated into the larger region. Land uses will be arranged to support one another and businesses and services in the community will serve both local and other residents of the community. Vehicular and pedestrian traffic will be accommodated to provide safe and convenient access to both residential areas and to local businesses."

The original Village Theme Development Plan outlined foundational principles for "downtown development" within Oshtemo Village. These principles have been adjusted to reflect the context of the village in 2018, based on input received through the public engagement process, which included input from Township officials, DDA Board members, stakeholders and citizens. Listed below, these principles are seen as essential elements for the creation of a successful village district.

Promotion of Diversity of Use

The Oshtemo Village area currently has a range of retail uses including offices, restaurants, and daily needs shopping uses, including a grocery. This mix needs to be reinforced and expanded in all areas including offices, retailing, culture, and entertainment as well as residences, recreation, public spaces and special events.

Emphasis on Compactness

The core of the study area should be safe for pedestrians, and new uses and physical improvements should support the pedestrian environment. The boundaries of the core area should be clear and recognizable.

Accessibility

Pedestrian circulation and safety must be maintained, while clear vehicular patterns and parking for the short-term shopper also need to be defined and implemented.

Maintenance of Balance

Successful villages are able to achieve a balance of activities that result in a vitality that attracts businesses and residents to their core. Care must be taken to balance the following:

day - night
weekday - weekend
office - retail
concentration - over concentration
high activity - congestion
auto - pedestrian

Creation of Functional Links

Pedestrian walks and routes between activity centers must be convenient, direct, safe, and attractive.

Construction of a Positive Identity

The current form and character of the main village area does not create a cohesive, positive image of a place one wants to linger or enjoy. Enhancement and preservation of a safe, pleasant, quality, exciting place should be developed and regularly reinforced.

Assessment of Existing Conditions

The following narrative presents trends and findings related to key conditions within the Oshtemo Village study area. Specifically, this narrative includes a demographic profile, market profile and transportation assessment.

Land Use Context

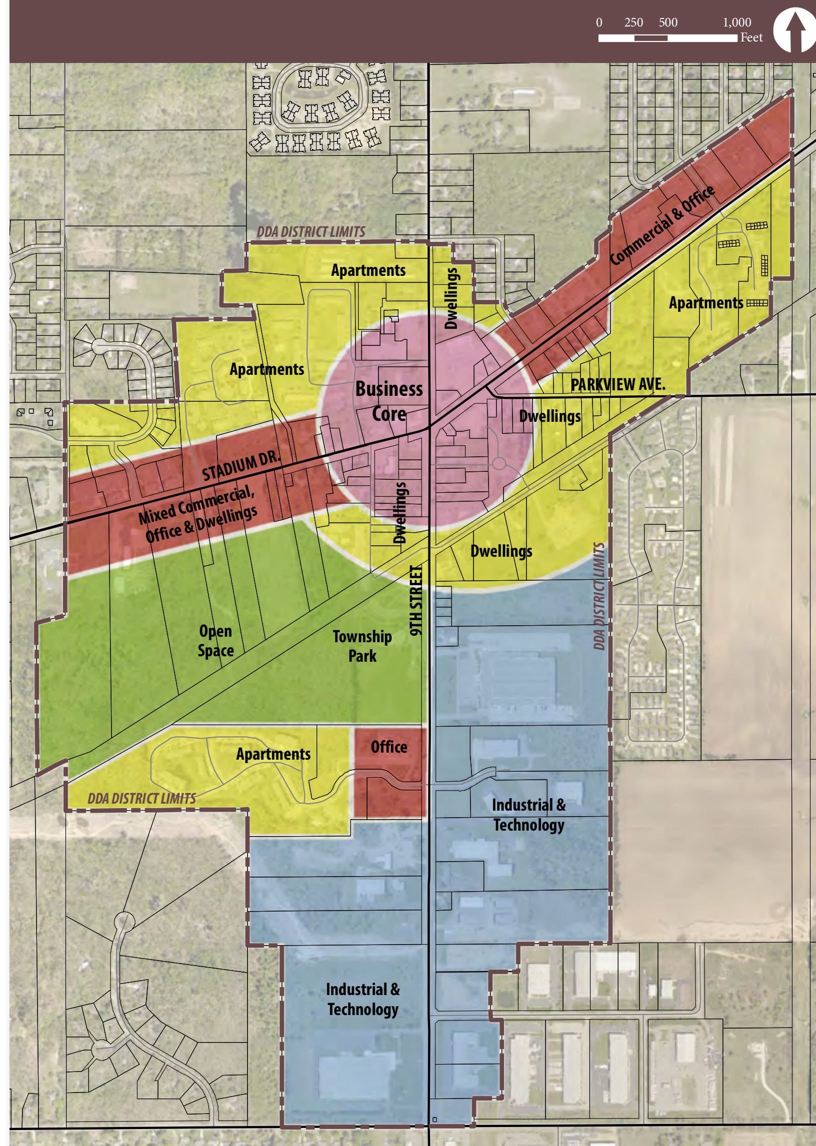
The Oshtemo Township DDA District is centered at the intersection of Stadium Avenue and 9th Street within the southeastern portion of Oshtemo Township. The well-established business district benefits from the high visibility and traffic volumes of Stadium Avenue and 9th Street, as well as its proximity to major freeways (I-94, located 1.5 miles south, and US 131, located 1.5 miles east) that offer convenient access to the greater Kalamazoo region.

The DDA District is slightly less than 500 acres in size (approximately 0.8 square miles), and encompasses a variety of land uses, including commercial, office, institutional, residential, and industrial. The context overview map highlights the overall land use character of the district. The most concentrated ("core") business use surrounds the intersection of Stadium and 9th, and includes retail, convenience, service and office establishments. Residential areas, including a mix of single-family dwellings and apartment complexes, generally surround the business core. Extending along Stadium Avenue, east and west of the business core, are a variety of commercial and office establishments are found, along with some scattered residential dwellings. Numerous industrial/technology uses are found along both sides of 9th Street in the southern portion of the district, several of which are large-scale establishments. Flesher Field, a Township Park, as well as other open spaces are found in the west-central portion of the district.

Particularly within and adjacent to the business core of the district, parcel sizes and widths are typically small and narrow. This concentration of small, individually-owned parcels, poses a challenge for redevelopment efforts within the district. In order to implement even mid-sized redevelopment projects, the purchase and assembly of several contiguous parcels of land is typically required.

Oshtemo Township DDA District

Context Overview



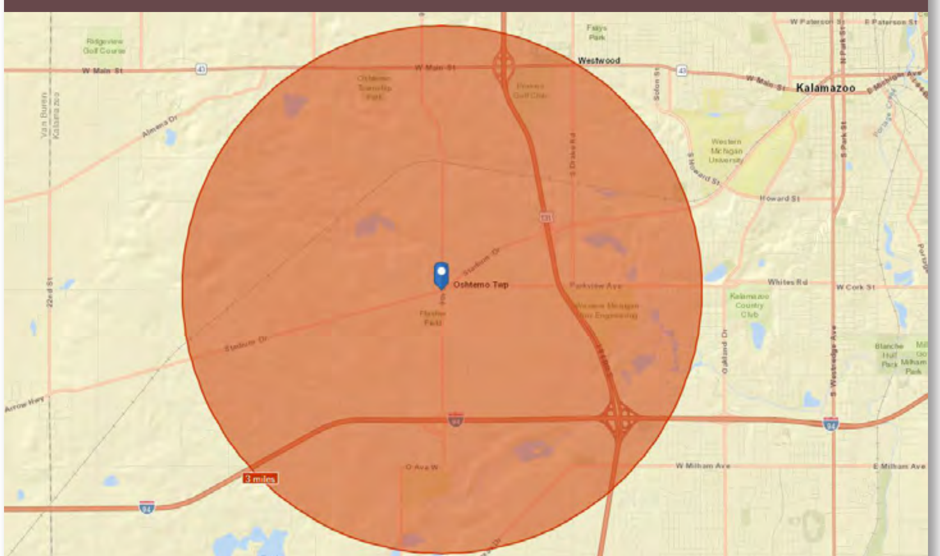
Population and Income Profile

Local area population and income statistics are presented in this section to better understand local trends and opportunities as it relates to development within Oshtemo Village. Throughout this profile (as well as the housing and economic profiles that follow), statistics are presented for three different geographic extents:

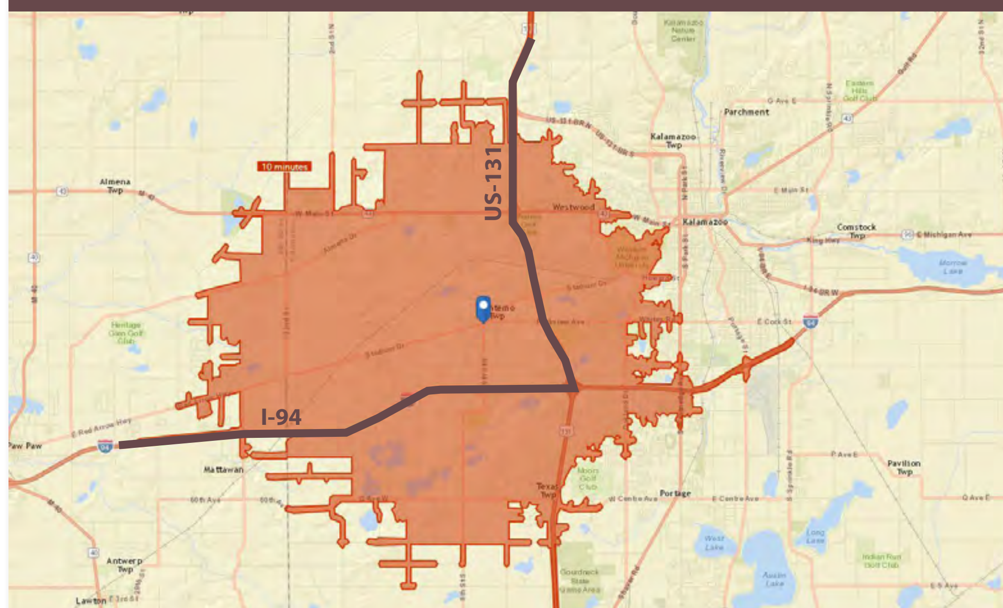
- 3-mile radius from the center of Oshtemo Village
- 10-minute drive time area from the center of Oshtemo Village
- 10-minute drive time area from the center of Oshtemo Village, excluding areas south of I-94 and east of US-131

Data included in this population and income profile (as well as the housing and economic profiles that follow) was obtained from Esri Business Analyst software. Through the use of powerful geospatial analysis tools and workflows, Esri's Business Analyst allows for detailed analyses of customers and sales in combination with a wealth of up-to-date demographic, consumer spending, market segmentation, and business data. Data is typically presented for the years 2010 (from US Census Reports), 2017 and 2022.

Oshtemo Township DDA District
3-Mile Radius Map



Oshtemo Township DDA District
10-Minue Drive Time Radius Map



Population

The table below provides a summary of selected demographic information for the three geographic extents (3-mile radius of the DDA; 10-minute drive time from the DDA; and, 10-minute drive time, excluding south of I-94 and east of US-131). The table demonstrates the significant growth that is occurring at the local level. For all three geographies, the total number of citizens, households and families has been on the rise since 2010, and is estimated to continue through 2022. The five year future population growth rates (between 2017 and 2022) for the three geographic extents range from 3.7% to 4.2%. This local population growth rate is comparable to national averages, but is much higher than the growth rate for the State as a whole (Michigan is expected to grow in population by 1.1% between 2017 and 2022).

The population of Oshtemo Township as a whole is also anticipated to expand in the next five years. According to Esri's Demographic and Income Profile, the Township's population stands at 23,121 as of 2017 and is expected to increase to 24,115 by 2022 (4.3% growth). The total number of households and families within the Township will also increase, at 5.6% and 3.4% growth rates, respectively.

Data Conclusion: Significant local population, household and family growth suggests that there will be a need for more services and places to shop - there is an opportunity for this need to be accommodated within Oshtemo Village.

Demographic Summary Table

Demographic Characteristic	Oshtemo Township DDA District (Centered at 9th/Stadium)											
	3-Mile Radius				10-Minute Drive Time Area				10-Minute Drive Time Area (Excluding South of I-94 and East of US-131)			
	2010	2017	2022	Percent Change, 17-22	2010	2017	2022	Percent Change, 17-22	2010	2017	2022	Percent Change, 17-22
Population	33,265	35,445	36,928	4.2%	80,212	85,087	88,391	3.9%	22,363	23,588	24,461	3.7%
Households	14,816	15,731	16,346	3.9%	31,910	33,718	35,009	3.8%	9,078	9,533	9,870	3.5%
Families	6,943	7,174	7,369	2.7%	16,990	17,524	17,996	2.7%	5,553	5,721	5,868	2.6%
Total Occupied Housing Units	14,816	15,732	16,346	3.9%	31,910	33,718	35,009	3.8%	9,078	9,533	9,870	3.5%
Median Age	27.5	28.4	29.1	2.5%	28.3	29.3	30.3	3.4%	35.5	37.0	38.6	4.3%
Median Household Income	--	$37,024	$40,041	8.1%	--	$45,650	$50,766	11.2%	--	$56,392	$63,731	13.0%

Source: Esri Demographic and Income Profile, 2017

Tapestry Segmentation and Lifestyle Characteristics

Various commercial data services, including Esri, 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. Esri's Tapestry Segmentation is a geodemographic system that identifies 68 distinctive markets in the U.S. based on socioeconomic and demographic characteristics to provide an accurate, comprehensive profile of U.S. consumers.

The top three tapestry segments for each of the three geographic extents is listed below.

<u>3-mile radius from the center of Oshtemo Village</u>

1. College Towns (21.7%)
2. Retirement Communities (15.9%)
3. Dorms to Diplomas (15.8%)

9 other tapestry segments, comprising 46.6% of the population

<u>10-minute drive time area from the center of Oshtemo Village</u>

1. College Towns (19.2%)
2. Dorms to Diplomas (13.2%)
3. Green Acres (10.8%)

17 other tapestry segments, comprising 56.8% of the population

<u>10-minute drive time area from the center of Oshtemo Village, excluding areas south of I-94 and east of US-131</u>

1. Green Acres (23.1%)
2. Retirement Communities (19.0%)
3. Middleburg (17.6%)

6 other tapestry segments, comprising 40.3% of the population

Based on information provided by Esri, the figure on the next page highlights the key characteristics of each tapestry segment listed above. Highlighted topics include average household size, median age, median household income, neighborhood characteristics and lifestyle characteristics.

Data Conclusion: Planning policies and economic development strategies for the DDA District should recognize and capitalize upon the the characteristics and lifestyle preferences of citizens within the market area.

Summary Profiles
Key Tapestry Segments found within the Oshtemo DDA District Market Area

Tapestry Segment: Middleburg

Key Indices:
Avg. HH. Size = 2.73
Median Age = 35.3
Median HH Income = $55,000

Neighborhood Characteristics:
- Semi-rural locales within metropolitan areas
- Neighborhoods changed rapidly in the previosu decade with the addition of new single-family homes
- Mobile homes
- Affordable housing
- Young couples, many with children

Lifestyle Characteristics:
- Prefer to buy American and for a good price
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment

Tapestry Segment: Green Acres

Key Indices:
Avg. HH. Size = 2.69
Median Age = 43.0
Median HH Income = $72,000

Neighborhood Characteristics:
- Rural enclaves in metropolitan areas (not exclusively) older homes with acreage; new housing growth in the past 10 years
- Single-family, owner-occupied housing
- An older market, primarily married couples, most with no children

Lifestyle Characteristics:
- Cautious consumers with a focus on quality and durability
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments

Tapestry Segment: College Towns

Key Indices:
Avg. HH. Size = 2.12
Median Age = 24.3
Median HH Income = $28,000

Neighborhood Characteristics:
- This segment is a mix of densely developed student housing and dorms with local residences
- Off-campus, low rent apartments comprise half of the housing stock
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant
- One-third of homes are single family; mostly occupied by local residents who own their homes
- This market is bike and pedestrian friendly

Lifestyle Characteristics:
- Their limited incomes result in thrifty purchases
- They dress to impress with the latest fashions of the season
- They prefer environmentally friendly products and vehicles that get good gas mileage
- They feel anything that can be done online is easier than in person

Tapestry Segment: Retirement Communities

Key Indices:
Avg. HH. Size = 1.86
Median Age = 52.0
Median HH Income = $35,000

Neighborhood Characteristics:
- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care
- Over half of the homes are renter occupied
- Average rent is slightly below the US average
- One in five households has no vehicle

Lifestyle Characteristics:
- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon
- Frugal, they pay close attention to finances
- They prefer reading magazines over interacting with computers
- They are health conscious and prefer name brand drugs

Tapestry Segment: Dorms to Diplomas

Key Indices:
Avg. HH. Size = 2.20
Median Age = 21.5
Median HH Income = $17,000

Neighborhood Characteristics:
- Mix of dorms, on-campus and off-campus housing cater to young renters
- Off-campus householders are commonly students living alone or with roommates
- 80% of the housing are apartments; many older homes in town have been converted into multifamily living units
- Only one in ten homes are owner occupied

Lifestyle Characteristics:
- They're impulse buyers who experiment with different brands
- They buy trendy clothes on a budget
- Vehicles are just a means of
- transportation—economy and environmental impact are factors in purchases
- They value socializing, having fun, and learning new things
- They're always connected; their cell phone is never out of reach

Content and Imagery Source: Esri Tapestry Segmentation Profiles

Household Income and Housing Cost Correlation

As shown in the demographic summary table, the median income of households located within the area surrounding Oshtemo Village is expected to rise between 2017 and 2022 for all three geographies. The current (2017) household incomes for these three geographies range from $37,024 to $56,392, and are expected to increase (through 2022) at a rate that ranges from 8.1% to 13.0%. For Oshtemo Township as a whole, the median household income is expected to increase from $42,277 in 2017 to $47,882 by 2022, representing an increase of 13.3%. In comparison, the State of Michigan 5-year (2017-2022) median household income growth rate is expected to be 8.2%. Growing household incomes are a positive indicator of overall economic growth and prosperity for the local area.

Household income is a primary determinant for the acceptable price range of housing for virtually all families. Total housing costs (whether as mortage payments or rent payments, along with associated taxes, utilities, etc.) are generally consided "affordable" so long as they are no more than three times the household's income. Thus, a household earning $5,000 per month should be able to afford a monthly housing cost of up to $1,500 per month. Based on this housing affordability "rule of thumb", the following table outlines the household income to housing cost correlation within the DDA market area for 2017 and 2022. As of 2017, depending on the selected geography, the top limit of affordable monthly housing costs within the DDA for the average household ranges from $926 to $1,410. By 2022, depending on the selected geography, the top limit of affordable monthly housing costs within the DDA for the average household is expected to increase to between $1,001 and $1,593.

Data Conclusion: Locally significant increases in household incomes suggest that local businesses will benefit from greater expendable incomes. Higher incomes also suggest that households will be able to afford higher housing costs; however, the market must recognize that households are generally not able to spend more than 30% of their household income on housing costs.

Household Income and Housing Cost Correlation Table

Demographic Characteristic	Oshtemo Township DDA District (Centered at 9th/Stadium)		
	3-Mile Radius	10-Minute Drive Time Area	10-Minute Drive Time Area (Excluding South of I-94 and East of US-131)
2017 Median Household Income	$37,024	$45,650	$56,392
2017 Monthly Affordable Housing Cost Limit*	$926	$1,141	$1,410
2022 Median Household Income	$40,041	$50,766	$63,731
2022 Monthly Affordable Housing Cost Limit*	$1,001	$1,269	$1,593

*The affordable housing cost limit is assumed to be 30% of total household income
Source: Esri Demographic and Income Profile, 2017 and Wade Trim Analysis

Housing Profile

Housing Occupancy

The area surrounding Oshtemo Village is experiencing considerable growth in occupied housing units. All three geographies in the demographic summary table experienced occupied housing unit growth between 2010 and 2017, which is expected to continue through 2022. The total number of occupied housing units in Oshtemo Township is also expected to increase, from 10,248 in 2017 to 10,655 by 2022 (4.0% increase). Between 2017 and 2022, Esri estimates that local annual occupied housing growth rates will be comparable to the United States, but significantly higher than the State of Michigan.

The relative demand for housing within the local area is also significant. This increased demand (tightening of the market) is evidenced by a housing unit vacancy rate that has decreased since 2010 and is expected to continue to decrease. Within Oshtemo Township, for example, the housing vacancy rate was 8.9% in 2010, but declined to 6.8% in 2017 and is expected to continue to decline to 6.2% by 2022. This local housing vacancy rate is significantly lower than the State of Michigan's expected vacancy rate of 15.8% in 2022.

Data Conclusion: Local housing growth trends and demand suggest that additional housing units are needed - there is an opportunity for this need to be accommodated within Oshtemo Village.

Housing Ownership

The housing ownership table displays the number and distribution of owner-occupied and renter-occupied housing units for the three geographies between 2010 and 2022. As shown in the table, for all three geographies, the number of both owner-occupied and renter-occupied housing units between 2010 and 2017 has increased and is expected to continue to increase through 2022. However, trends and estimates reveal that renter-occupied housing units are increasing at a higher rate in comparison to owner-occupied housing units. As an example, the percentage of renter-occupied housing units within a 10-minute drive of the DDA District was 44.7% in 2010. By 2022, this percentage is expected to increase to 47.0%. Similar renter-occupancy trends are anticipated for Oshtemo Township as a whole.

Data Conclusion: Although both owner-occupied housing units and renter-occupied housing units are increasing locally, occupancy trends and estimates suggest that renter-occupied housing units are increasingly in demand. Therefore, it is reasonable to conclude that there may be a particular opportunity to accommodate additional rental housing units within Oshtemo Village.

Housing Ownership Table												
Housing Ownership	Oshtemo Township DDA District (Centered at 9th/Stadium)											
	3-Mile Radius				10-Minute Drive Time Area				10-Minute Drive Time Area (Excluding South of I-94 and East of US-131)			
	2010	2017	2022	Numeric Change in Percent Distribution	2010	2017	2022	Numeric Change in Percent Distribution	2010	2017	2022	Numeric Change in Percent Distribution
Total Occupied Housing Units	**14,816**	**15,732**	**16,346**	--	**31,910**	**33,718**	**35,009**	--	**9,078**	**9,533**	**9,870**	--
Owner-Occupied Housing Units	6,728	6,763	7,023	--	17,643	17,938	18,547	--	6,151	6,279	6,523	--
% Owner-Occupied	45.4%	43.0%	43.0%	-2.4%	55.3%	53.2%	53.0%	-2.3%	67.8%	65.9%	66.1%	-1.7%
Renter-Occupied Housing Units	8,088	8,969	9,323	--	14,267	15,780	16,462	--	2,927	3,254	3,347	--
% Renter-Occupied	54.6%	57.0%	57.0%	2.4%	44.7%	46.8%	47.0%	2.3%	32.2%	34.1%	33.9%	1.7%

Source: Esri Demographic and Income Profile, 2017

Housing Preferences

Since the middle of the twentieth century, the single-family detached home has played a dominant role in the housing market. Owning such a home was widely considered the primary element of the "American Dream." A strong economy, the development of the interstate highway system, favorable tax laws, and easy financing led to rapid development of the suburbs with predominantly low-density housing. The homeownership rate soared, reaching nearly 70% by the mid-2000s. However, the "Great Recession" that hit in late 2007 brought a housing market crash whose impacts are still felt today. Recovery from the recession has occurred, but the characteristics of the housing market appear to have moved in a different direction, steered by various demographic changes occurring within the United States. These changes include racial and ethnic diversification, a growing immigrant population, and an increasing percentage of non-traditional households. However, the growth and evolving preferences of the Baby Boomers and Generation Y has also had a major impact on housing supply and demand.

Once preferring large-lot detached homes, the aging Baby Boomer generation (born 1946 to 1964) is expanding the nation's senior population and increasing demand for "downsized" units and housing that caters to the needs of seniors. Despite a preference for many to age in place, a large number of Baby Boomers will be in search of new housing. According to housing market researcher Arthur C. Nelson, when those age 65 and older move, 80% will vacate single-family houses, but only 41% will move back into single-family units; the other 59% will located in multiple-family units.[1]

1 Paragraph Source: Robert Steuteville, "The Coming Housing Calamity," New Urban News, June 2011.

Now entering the housing market, Generation Y (those born between the early 1980s and the early 2000s) will account for 75% to 80% of the owner-occupied housing absorbed by people under 65 before 2020.[2] Different from their parents living preferences, this generation prefers housing in mixed-use urban environments and increasingly views renting as an advantageous option.

The following national statistics demonstrate the changing trends and emerging preferences related to housing types:

- Since 2009, the number of owner-occupied housing units has fallen by over 300,000, while the number of renter occupied-housing units has risen by over 3 million[3]
- Renting is more appealing across all age groups, all parts of the U.S., city, suburb, small town and rural[4]
- The groups that are growing the fastest are people in their mid-20s and empty-nesters in their 50s. These are the groups that are most likely to seek an alternative to low-density, single-family housing.[5]
- More than 60% of Generation Y would prefer to live in a single-family dwelling. However, while this generation prefers single-family development, they do not have the financial resources to afford this type of product. They have been hit hard by the recession as they've entered independent adulthood. This has reduced their income and limited their ability to form households and attain homeownership.[6]
- The projected need for new housing units between 2005 and 2030 is equally divided between attached units including apartments, townhouses and condos, and small lots (on less than 1/6 acre), with no net increase projected in the need for houses on larger lots[7]
- Americans' ideal communities have a mix of houses, places to walk, and amenities within an easy walk or close drive. Only 12% say they would prefer a suburban neighborhood with houses only[8]

Data Conclusion: Changing housing type trends suggest an opportunity to accommodate a diverse mix of housing types within Oshtemo Village that are desired by individuals of all lifestyles and ages.

Economic Profile

Overview

Since the adoption of the original Village Theme Development Plan in 2006, economic conditions within and around Oshtemo Village have changed significantly. Beginning in 2007 and extending for several years, the United States experienced an economic recession that affected all facets of the economy at the national, regional and local levels, including increased unemployment, reduced incomes, and depressed property values. The nation has emerged from this recession and the local, regional and national economies are once-again in a period of growth. Since 2010, Oshtemo Township has experienced growth in population, households, incomes and this growth is expected to continue through 2022. The Township has also witnessed significant new commercial, office and retail development in its various corridors and districts.

2 Source: "Demographic Challenges and Opportunities for U.S. Housing Markets," Bipartisan Policy Center, March 2012.
3 Source: Ryan Noonan, "Understanding the Trend in Multi-Family Housing Growth During the Recovery", Economic and Statistics Administration, November 25, 2013.
4 Source: Jeffery Gundlach, Doubleline Capital CEO, as reported by ThinkAdvisor.com, May 7, 2014.
5 Source: Urban Land Institute, Higher Density Development: Myth or Fact, 2005
6 Source: 2011 National Community Preference Survey by the National Association of Realtors; RLCO Consumer Research Data; and, Bipartisan Policy Center, "Demographic Challenges and Opportunities for U.S. Housing Markets", March 2012.
7 Source: John Pitkin and Dowell Myers, "U.S. Housing Trends: Generational Changes and the Outlook to 2050", 2008.
8 Source: National Association of Realtors, "The 2011 Community Preference Survey", March 2011.

This new commercial, office and retail development has brought about additional competition for the Oshtemo Village area. Recent commercial development within Oshtemo Township along the US-131 Corridor and its interchanges at Main Street and Stadium Drive is a primary competitor. Existing and/or planned development within the US-131 Corridor has included:

- West Main Street at 9th Street, West of the US-131 interchange: Walmart, Menards and Meijer big-box retailers along with other shops and service establishments
- West Main Street at Maple Hill Drive, East of the US-131 interchange: New big-box retailers, shops and service establishments, and hotels planned and/or under construction as part of the Westgate shopping center
- Stadium Drive at Drake Road, East of the US-131 interchange: New big-box retailers, including Field & Stream and Costco, along with other shops and service establishments, planned and/or under construction as part of the Corner @ Drake shopping center

Beyond local competition within Oshtemo Township itself, there are numerous other sources of competition from the surrounding region. Texas Corners, located 5 miles to the south of Oshtemo Village, is a competitor business district that has a similar character to Oshtemo Village and contains some of the same uses and qualities that the village strives for in this Plan. Both Kalamazoo and Portage have multiple commercial centers serving both specific neighborhoods and the region. These centers have diverse characteristics and are scattered throughout the metro region.

One of the drivers of the development of this 2018 Update to the Village Theme Development Plan is the perception that, while business growth appears to be robust elsewhere in Oshtemo Township and the region, business growth is not occurring within Oshtemo Village (or at least not at a commensurate rate in comparison to other locations in the Township and region).

Retail Supply and Demand

The table on the next page provides a market summary of the retail trade and food & drink industry. For each of the three local area geographies, the table lists the total number of existing businesses in the retail trade and food & drink industry, the total supply and demand, retail gap, leakage/surplus factor, and top 5 industry subsectors by positive/negative leakage. The data in this table was provided by Esri's Retail Marketplace Profile and is current as of 2017. The terms used in the table, as defined by Esri, are as follows:

- **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.
- **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.
- **Retail Gap:** Represents the difference between Retail Potential and Retail Sales.

Market Summary Table

Market Characteristics: Retail Trade and Food & Drink Industry	Oshtemo Township DDA District (Centered at 9th/Stadium)		
	3-Mile Radius	10-Minute Drive Time Area	10-Minute Drive Time Area (Excluding South of I-94 and East of US-131)
Number of Businesses	257	498	134
Demand (Retail Potential)	$452,110,722	$1,151,628,082	$359,075,632
Supply (Retail Sales)	$1,131,626,375	$1,757,278,152	$535,419,040
Retail Gap	($679,515,653)	($605,650,070)	($176,343,408)
Leakage/Surplus Factor	-42.9	-20.8	-19.7
Top 5 Industry Subsectors Where Demand Exceeds Supply (Leakage)	Nonstore Retailers	Nonstore Retailers	Nonstore Retailers
	Electronics & Appliance Stores	Electronics & Appliance Stores	Clothing and Clothing Accessories Stores
	Clothing and Clothing Accessories Stores	Clothing and Clothing Accessories Stores	Gasoline Stations
	Health & Personal Care Stores	Gasoline Stations	Electronics & Appliance Stores
	Food & Beverage Stores	Health & Personal Care Stores	Health & Personal Care Stores
Top 5 Industry Subsectors Where Supply Exceeds Demand (Surplus)	General Merchandise Stores	General Merchandise Stores	Motor Vehicle & Parts Dealers
	Motor Vehicle & Parts Dealers	Motor Vehicle & Parts Dealers	Furniture & Home Furnishings Stores
	Furniture & Home Furnishings Stores	Furniture & Home Furnishings Stores	General Merchandise Stores
	Building Materials, Garden Equip. & Supply Stores	Sporting Goods, Hobby, Book, and Music Stores	Food & Beverage Stores
	Food Services & Drinking Places	Food Services & Drinking Places	Sporting Goods, Hobby, Book, and Music Stores

Source: Esri Retail Marketplace Profile, 2017

The market summary table provides evidence of a competitive local market, with the current supply exceeding demand for all three geographies. Whereas an excess of demand indicates an opportunity to capture "more of the market," an excess supply, such as that which exists surrounding Oshtemo Village, may be an indicator that a sufficient number of businesses already exist to meet local retail needs. However, this does not necessarily mean that new or expanded business cannot be supported by the local market; rather, it may mean that new or expanded businesses would have to draw from a larger geographic area. Additionally, even in a situation where the overall retail market has more supply than demand, there may be certain industry subsectors where there is more demand than supply. For each geography, the market summary table lists the top 5 industry subsectors that have positive leakage factors (i.e., where demand exceeds supply).

Data Conclusion: The overall retail supply for the area surrounding Oshtemo Village exceeds demand. This is evidence of a competitive local market, where a sufficient number of businesses already exist to meet local retail needs. To overcome this, new or expanded businesses may need to draw consumers from a larger geographic area. Although an overall over-supply exists, there are specific industry subsectors which have more demand than supply, representing opportunities for growth in those particular subsectors. There is an opportunity to capture businesses from these subsectors within Oshtemo Village.

Transportation Assessment

Oshtemo Village is centered on the major intersection of Stadium Drive and 9th Street. Both 9th Street and Stadium Drive are primary roads in the County and carry a significant amount of traffic through the village area. The level of traffic has increased in recent years because of the level of development within the Township as well as surrounding areas. The high traffic volumes on both Stadium Drive and 9th Street represent an opportunity for business development within Oshtemo Village, but also present a challenge for fostering a safe, pedestrian-oriented, walkable business district. This narrative presents an assessment of the current transportation network within Oshtemo Village and the larger Oshtemo DDA District.

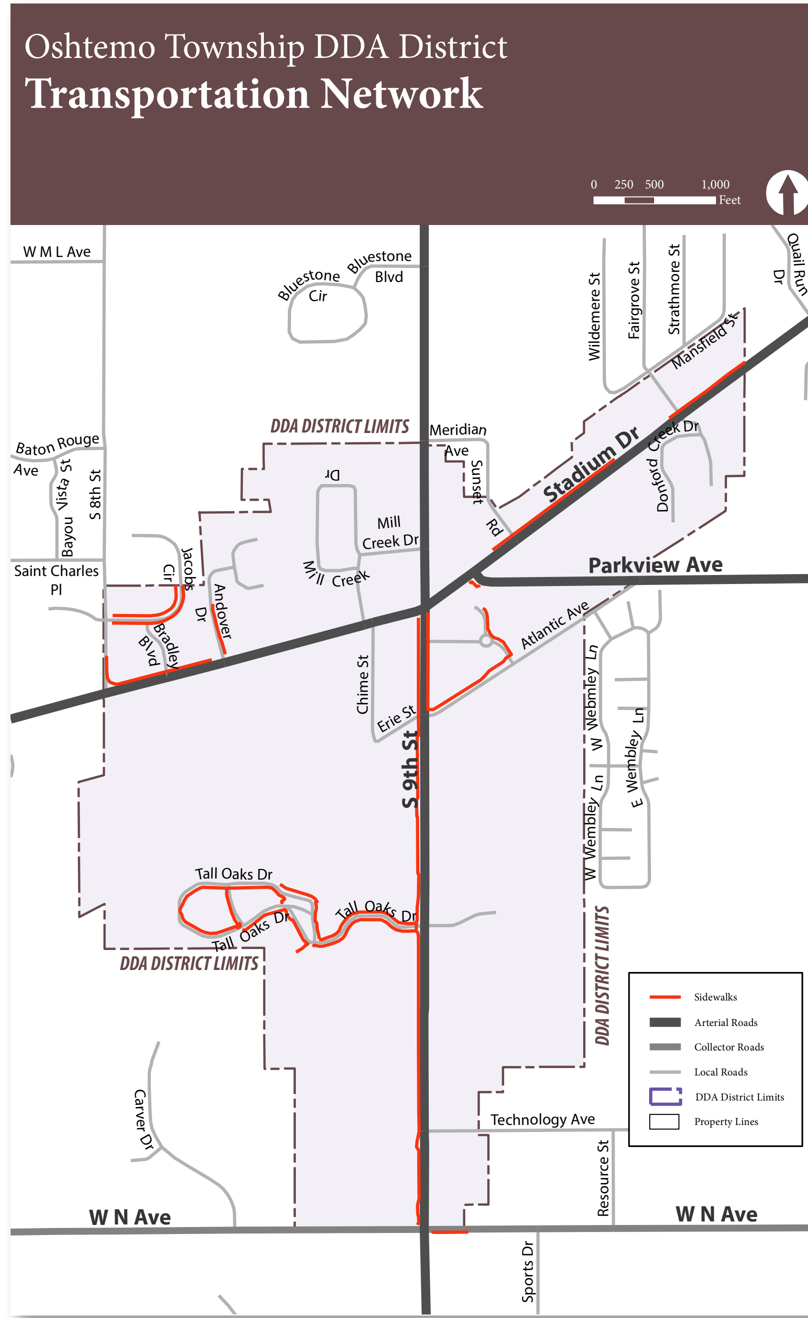
Motorized Network

The motorized network within the Oshtemo DDA consists of the major roads of Stadium Drive and 9th Street, as well as other key streets, including Parkview Avenue, Atlantic Avenue and N Avenue. The transportation network map shows the complete system of roads within the DDA District. All public roads within the DDA District are under the jurisdiction of the Road Commission of Kalamazoo County (RCKC). Thus, Oshtemo Township has limited control of the street network in terms of design, funding, traffic control, and facilities/amenities within the right-of-way.

The functional classification of the transportation network is indicated on the transportation network map, based on the National Functional Classification (NFC) system. The two primary considerations in classifying highway and street networks functionally are access to property and travel mobility, as defined by trip travel time or operating speed. For example, local roads provide access to property, but would be rated low in mobility. The basic classifications for the functional system are:

- Arterials - which generally handle longer trips and operate at higher and more uniform speeds
- Collectors - which collect and disperse traffic between arterials and the local roads
- Local roads - which serve the land access function to the residential areas, businesses, individual properties, and other local areas

Stadium Drive is an east-west, 5-lane road, including a middle turn lane. It is designated by the RCKC as a county primary road. Per the NFC, it functions as an arterial road. According to RCKC traffic counts (taken in 2015 or 2016), east of 9th Street, Stadium Drive has an average annual daily traffic (AADT) count of more than 20,000 vehicles per day. West of 9th Street, Stadium Drive carries more than 14,000 vehicles per day. West of 8th Street, Stadium Drive carries approximately 12,500 vehicles per day.



9th Street is a north-south, 5-lane road, including a middle turn lane. It is designated by the RCKC as a county primary road. Per the NFC, it functions as an arterial road. According to RCKC traffic counts (taken in 2015), within the DDA District, 9th Street has an AADT count of just under 12,000 vehicles per day.

Parkview Avenue is a 2-lane road that extends into the DDA District from the east and ends at Stadium Drive. It is classified as a county primary road by the RCKC and functions as an arterial by the NFC. Within the DDA District, it carries slightly more than 4,000 vehicles per day, per 2014 RCKC traffic counts.

Atlantic Avenue is 2-lane road that connects 9th Street and Parkview Avenue. Classified as a county local road, it functions as a local road per the NFC. As of 2006 RCKC traffic counts, it carried slightly less than 3,000 vehicles per day.

N Avenue runs east-west and serves as the boundary between Oshtemo Township to the north and Texas Township to the south. It is a 2-lane road with a middle turn lane in some segments. It is classified as a county primary road by the RCKC and functions as a collector road by the NFC. East of 9th Street, N Avenue carries an AADT count of approximately 6,500 vehicles per day (2006 count). West of 9th Street, N Avenue carries approximately 3,500 vehicles per day (2016 count).

As a result of the high traffic levels along Stadium Drive and 9th Street, it is very difficult to maneuver in and around the village at peak times of the day. Left turns into and out of businesses at peak times are challenging. Furthermore, with the number of vehicles turning left from Stadium Drive onto 9th Street, the stacking lane at this signal backs up over a quarter of a mile temporarily blocking other vehicles from crossing that lane. Maneuvering is especially difficult for trucks and pedestrians. Without access roads, service roads, or alleys, trucks must also use these primary roads for deliveries, trash pick-up, or other service. For some businesses and/or dwellings located along 9th Street and Stadium Drive, maneuvering in and out of parking areas requires use of the right of way, which blocks traffic and creates a dangerous situation.

Crash Statistics

The intersection of 9th Street and Stadium Drive is one of the most dangerous intersections in Kalamazoo County. According to data from the Michigan State Police Traffic Crash Reporting Unit, this intersection had 46 total crashes in 2015, which ranked it as the #5 intersection in the County in terms of total crashes. Possibly as a result of recent RCKC intersection improvements, this intersection had only 26 total crashes in 2017, which dropped it in the rankings to #16 in the County. Although the number of crashes has declined in the past two years, motorized and pedestrian safety at the intersection remains a concern.

Transit Facilities

Kalamazoo Metro Transit provides fixed-route public transit service to the Kalamazoo urbanized area, consisting of the cities of Kalamazoo, Portage and Parchment and the townships of Comstock, Kalamazoo, Texas and Oshtemo. Presently, Bus Route #11 extends into the DDA District along Stadium Drive (from the east) and then turns south to run along 9th Street. There are 13 bus stops along this route within the DDA District.

In addition, other available transit options include the Metro County Connect shared ride system and Community Service Vans. The Metro County Connect service is a federally-mandated, curb-to-curb, ADA/paratransit service and is open to all citizens in the county with priority for people with disabilities and seniors. The Community Service Van program provides vehicles to approved non-profit agencies serving seniors and individuals with disabilities at no cost.

A review of the Kalamazoo Metro Transit Ten-Year Vision Service Plan, September 2015, did not reveal any major changes planned for Bus Route #11.

Non-Motorized Network

At present, limited non-motorized facilities are found within Oshtemo Village and the larger DDA District. No multi-use pathways or trails extend into or through the DDA District. As shown on the transportation network map, only a limited and fragmented network of sidewalks presently exists. Along Stadium Drive, several stretches of sidewalk exist on the north side of the street, but are not connected to provide a continuous route. Along 9th Street, south of Stadium Drive, a continuous sidewalk route does exist along the west side of the street, extending to N Avenue. On the local streets of the DDA District, sidewalks are sporadically found.

Because of the limited system of sidewalks, and lack of multi-use pathways and bicycle lanes, pedestrian and bicycle maneuverability within Oshtemo Village is limited and can be dangerous. Where sidewalks do not exist, pedestrians are requited to walk on the road or over the grassy street lawn. At the intersection of 9th Street and Stadium Drive, recent county street improvements have resulted in the installation of marked crosswalks and "push to walk" buttons. However, the widths of both streets in Oshtemo Village, coupled with heavy traffic volumes, can result in an imposing crossing from the perspective of a pedestrian.

A commonly utilized measure of neighborhood walkability is made available by WalkScore®, a website that gives scores to neighborhoods across the United States using a patented system based on factors such as existing walking routes to neighborhood amenities and pedestrian friendliness. According to WalkScore®, the area surrounding the intersection of Stadium Avenue and 9th Street has a score of 39 on a rating scale between 0 (car dependent) and 100 (not-car dependent). Any score between 25 and 49 is considered "car-dependent", where most errands require a car.

Summary of Transportation Plans

This section provides a summary of transportation related plans that may have an impact on the future transportation network within Oshtemo Village. A review of these plans is particularly important given that Oshtemo Township and the Downtown Development Authority do not have ownership of the road system. The summary of transportation plans map on the next page illustrates the key recommendations applicable within the DDA District as documented in these transportation plans.

2045 Kalamazoo Area Transportation Study (KATS) Metropolitan Transportation Plan

KATS, the Metropolitan Planning Organization (MPO) for the Kalamazoo Region has prepared and adopted a long-range transportation plan (adopted in 2016). This study first identified deficient road segments within the region where the existing/future volume of the road significantly exceeds capacity. Stadium Drive, from 9th Street to Parkview Avenue was identified as one of those segments. Several strategies for improvement of Stadium Drive were proposed in the plan, including reducing person trips or vehicle miles/hours traveled, shifting automobile trips to other modes, and improving roadway operations (signal timing, turning lanes, etc.).

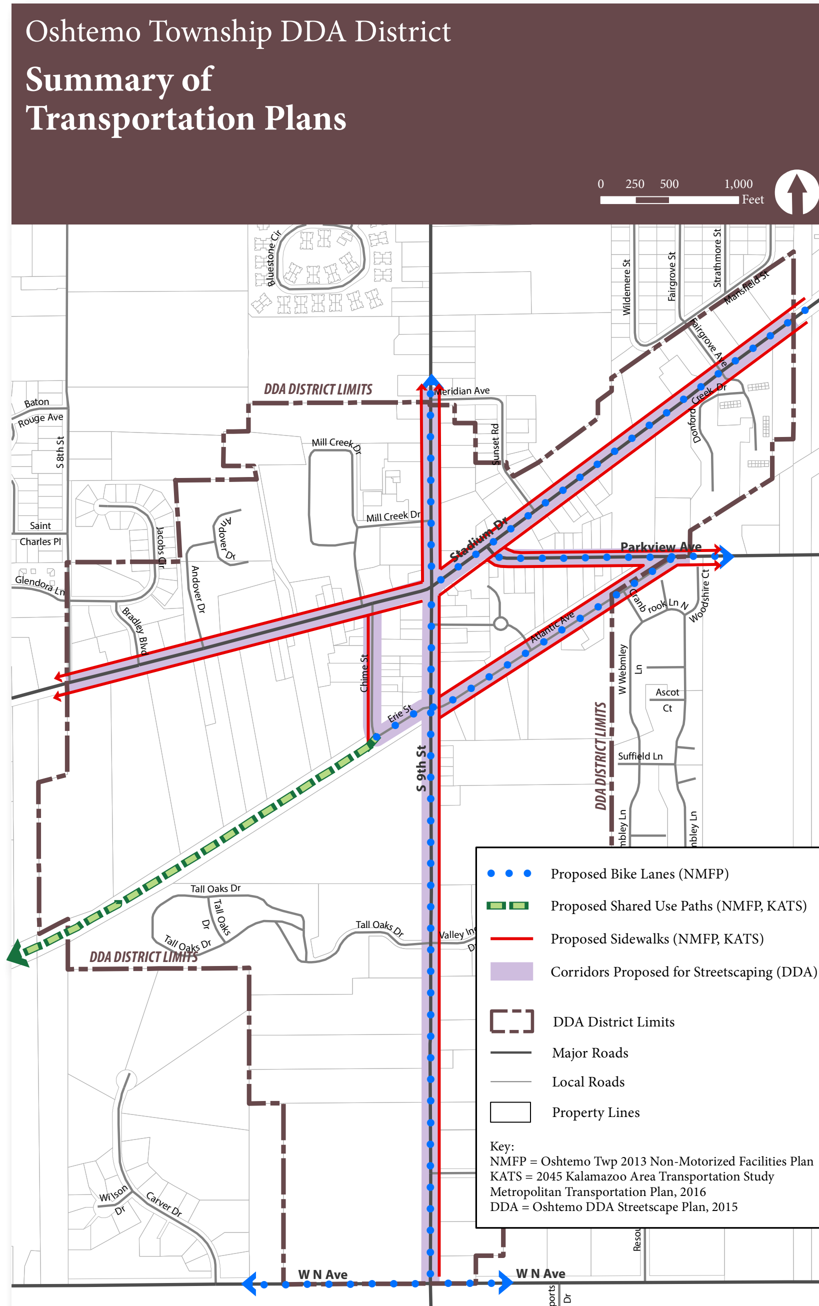
Non-motorized projects identified in local and regional non-motorized plans were also included as part of the KATS Metropolitan Transportation Plan. These projects represent a high-level planning guide for project implementation and their inclusion in the Metropolitan Transportation Plan does not guarantee funding. Their purpose is to help the MPO identify regionally significant priority projects and to enhance the cooperation and coordination between jurisdictions for facility development. Proposed non-motorized projects within the Oshtemo DDA include:

- Stadium Drive, 8th Street to 11th Street - Sidewalk along both sides of street (proposed 2018)
- 9th Street, KL Avenue to N Avenue - Sidewalks along both sides of street (proposed 2021-2025)
- Parkview Avenue, Stadium Drive to Drake Road - Sidewalks along both sides of street (proposed 2026-2030)
- Atlantic Avenue, 9th Street to Parkview Avenue - Sidewalks along both sides of street (proposed 2026-2030)
- Proposed shared-use pathway, extending southwest from 9th Street

The location of these non-motorized projects are highlighted on the summary of transportation plans map.

<u>**Oshtemo Township 2012 Non-Motorized Plan Update / 2013 Non-Motorized Facilities Plan**</u>
The Township's 2012 Non-Motorized Plan Update is a strategic plan for non-motorized transportation within the Township as a whole. It represented an update of several previous planning efforts and provided recommendations for facilitating non-motorized connections along and across key corridors in the Township to major destinations. Key improvements were outlined on a Township-wide conceptual framework plan, which included several recommendations within the Oshtemo Village/DDA District area. In 2013, a Non-Motorized Facilities Plan map was prepared that highlighted and restated the recommendations of the 2012 Non-Motorized Plan Update. These conceptual recommendations are listed below:

- Road crossing improvements at key intersections throughout the DDA District
- A potential bike lane on Stadium Drive, east of 9th Street
- Potential shared bicycle lane markings along Atlantic Ave
- Proposed sidewalks located along both sides of 9th Street and Stadium Drive through the DDA District



- Proposed sidewalks along both sides of Atlantic Avenue and Parkview Avenue
- Proposed sidewalk along Chime Street
- Proposed shared-use pathway, extending southwest from 9th Street

The location of these non-motorized projects are highlighted on the summary of transportation plans map.

Oshtemo Township DDA Streetscape Plan

The Oshtemo Township DDA developed a streetscape plan in 2015, which outlined roadway and right-of-way improvements within selected corridors of Oshtemo Village and the larger DDA District. Specifically, the streetscape plan provides improvement recommendations for the following corridor segments:

- Village Core (Stadium Drive at 9th Street)
- North 9th Street
- South 9th Street
- West Stadium Drive
- Atlantic and Parkview
- Erie and Chime

The most intensive streetscape improvements are slated for the Oshtemo Village core surrounding the intersection of 9th Street and Stadium Drive. Proposed streetscape improvements for the village core include:

- Wide sidewalks with decorative paving
- Street trees and planter boxes
- Pedestrian scale lighting
- Decorative walls
- Mid-block crossing

The 9th Street and Stadium Drive intersection itself is proposed to receive special treatments with enhanced hardscape/landscape treatments at each corner. The turning radii at this intersection are also proposed to be reduced. The property at the northwest corner of 9th Street and Stadium Drive is proposed to be developed as a landscaped area/gateway feature with amenities such as a clock tower, seating and a small off-street public parking area.

Oshtemo DDA Streetscape Plan: Village Core Plan

Source: OCBA Landscape Architects

Outside of the core 9th Street/Stadium Drive intersection, proposed streetscape improvements generally include concrete sidewalks, street trees, and marked crosswalks. Along both 9th Street and Stadium Drive within the DDA District, several mid-block crossings with landscaped medians are proposed in strategic locations.

As the RCKC has jurisdiction over County and local roads, coordination and "buy-in" from the RCKC is necessary to fully implement the streetscape plan. In this regard, certain elements of the streetscape plan, such as the reduced turning radii and mid-block crossings, have not been fully supported by the RCKC.

Public Input

This chapter summarizes the public input solicited during the 2018 Update planning process. Public engagement in this effort was critical to confirm the preferred vision for Oshtemo Village and evaluate the effectiveness of the original plan. Public engagement during the planning process was achieved primarily through stakeholder interviews and two open house sessions.

Stakeholder Interviews

In May 2017, stakeholder interviews were conducted to help evaluate the effectiveness of the Village Theme Development Plan and adopted Village Form Based Code (FBC) Overlay. Selected with the assistance of Township Staff and the DDA, the stakeholders represented varying interests, including citizens, township/community leaders, property owners, business owners, and the real estate/development community. In total, letters were sent to 24 prospective interviewees. In the end, facilitated discussions were held with approximately 15 stakeholders.

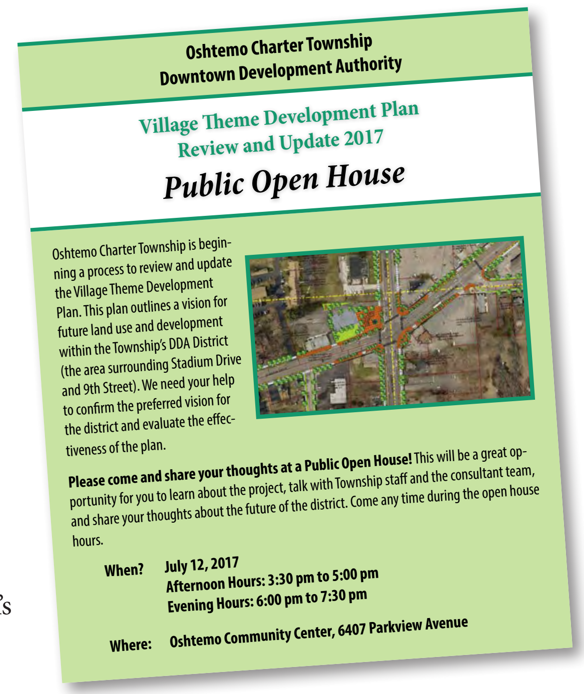
There was a collective feeling that the DDA's greatest asset and incentive for economic development is the number of cars that pass through on Stadium Drive every day. However, with commuters currently finding no reason or incentive to stop, this key strength and opportunity is not being capitalized. Considerable discussion revolved around the reasons why development/redevelopment is not occurring within the DDA District, yet seems to be occurring elsewhere in the Township and region. Several stakeholders discussed the need to reconcile market rents of the area with the rents that would be required to create an incentive for redevelopment.

There is a shared belief, certainly among property owners and investors/developers, that certain aspects of the Form Based Code are holding back the development of the four corners area (intersection of Stadium Drive and 9th Street), in particular, and the DDA District, in general. The primary concerns with the Form Based Code are the required build-to-lines (too close to the street right-of-way) and the prohibition of off-street parking within the front yard. From the perspective of business owners and developers, the visibility of available and easily accessible parking is critical to their success. Stakeholders largely agreed that changes to the Form Based Code should be considered by the DDA/Township in order to eliminate these barriers and/or disincentives to development. In assessing the strengths of the Form Based Code, stakeholders largely agreed that the Code's emphasis on ensuring high quality architectural styles was appropriate and necessary to ensure that the "village" design theme is achieved.

Open House #1

Background

On Wednesday, July 12, 2017, from 3:30pm to 5:00pm and 6:00pm to 7:30pm, a Public Open House was held at the Oshtemo Community Center. The workshop sought to gain citizen feedback as part of a planning process to review and update the DDA's currently adopted Village Theme Development Plan. Specifically, the citizens who attended the workshop were asked to share their thoughts on:



1. Whether the vision from the Village Theme Development Plan continues to reflect local values, desires and needs
2. Whether the Form Based Code for Oshtemo Village, which was adopted after the plan, has been successful and results in quality development
3. Whether changes to the Village Theme Development Plan are needed
4. Whether changes to the Form Based Code/zoning requirements are needed

Four stations were established at the open house, including an existing conditions station, Village Theme Development Plan evaluation station, Form Based Code evaluation station, and comments station. Open house attendees had the opportunity to explore the various materials at their own pace and interact with Township staff and project team members. Comment sheets were also available for attendees to fill out.

Summary of Comments Received

The various comments received during the workshop, including both written and verbal comments, are listed below. The comments are generally organized by topic, but are listed in no particular order.

Comments Related to the Vision for Oshtemo Village

- Like the idea of a "village theme" but maybe it could be incorporated into a less stringent zoning form.
- Possibly make local businesses the theme or focus of development in the area since larger scale businesses are occurring in other corridors in Oshtemo.
- Would like to see a "city center" developed in the 9th Street/Stadium corridor.
- In a perfect world, a community needs a "heart". This intersection is too important to remain in the chaotic, undeveloped state in which it has existed for too long.
- The envisioned model is in place on South Westnedge by Meijer. Would like to know how many accidents occur there. It is very difficult to go south on Westnedge.
- This is not the right area to place the "Village Center". Should move it west to Village Place. It has the necessary existing infrastructure.
- Let the market forces take over. It's too late to try to redevelop this area through zoning regulations…. the time to do this was 30 years ago.

Comments Related to Redevelopment Efforts/Opportunities

- The old car wash should either be demolished or required to be repainted.
- Would like to see more options for development at Stadium and 9th Street including building setbacks from the road, drive through as an option, and less space used for 12' wide sidewalks.

- The village plaza concept is not ideal, especially when there are other recreational options in the area.
- Looking forward to the development of the corner.
- Would like Harding's to expand and see other shops in the area.
- The project is not worth a property tax increase.
- Proposed pedestrian plaza will not be used.
- Traditional retail and office service with great architecture and landscaping is needed.
- People are looking for convenience. This is a busy intersection and ease of use would be helpful.
- Strong emphasis should be placed on safety and accessibility (especially pedestrian traffic) over beauty and business.
- The proposed village plaza makes no sense. People are not going to drive to the plaza to sit there and congregate. It's also too loud due to the traffic.
- The best uses in this area are convenience retail, office, service – uses that will be convenient for the traveling public and support existing park and recreational users in the area, i.e. ice cream shop and pharmacy.

Comments Related to the Transportation System

- Stadium and 9th St. is a major corridor.
- Traffic in the area is an issue.
- Need sidewalks and bike paths.
- The location of bike paths in the middle of the road is a bad idea.
- Improve traffic flow. Install roundabouts or traffic circles.
- Central biking plan on Stadium Dr. is a bad idea.
- Eliminate hazardous traffic light on Parkview at Stadium Dr. – replace with a roundabout for better flow.
- Wide and safe sidewalks are needed that connect to the park.
- In its current state, the Village Core is not pedestrian friendly. Sidewalks end abruptly. While there are nice handicapped accessible crosswalks, they end at the corner into a grassy hill and are not accessible.
- Does not like the intermittent islands planned for the Village Center. Due to heavy traffic conditions in the corridor, drivers sometimes need to use the turn lane to enter traffic.
- Parking along Stadium would make the bus stops a mess.
- A high priority needs to be creating sidewalks, especially in the areas of Stadium Dr. and 9th St. to Pinehurst Apts., and, Stadium Dr. and 9th St. to Prairie Ridge Elementary.

- Daily, I see people walking in the street to get home or get to the bus stop, especially in the winter. It is only a matter of time before a tragic accident occurs. This could be prevented by the installation of sidewalks that are kept clear of snow and in walkable condition.
- Would like to see priority on sidewalks on Stadium Dr. to Pinehurst and on 9th St. to Prairie Ridge.
- Would like to see a Metro Bus stop at Prairie Ridge Elementary School. Until this happens, there will be even more foot traffic on 9th St. trying to get to and from the school. And, there are currently no sidewalks on 9th St. to Prairie Ridge, making it dangerous for kids and parents.
- The area is not walkable – install missing sidewalks.
- Stadium Dr. is too busy to promote pedestrian development.
- Need sidewalk connection to the park on 9th Street and wider sidewalks.

Comments Related to Zoning Requirements/Form Based Code

- Given the length of time that the FBC has been in place, it seems it has had a direct impact on new development in this corridor. The FBC should be reviewed and possibly lessen the restrictions that seem to be stopping new development.
- If lessening the form in some way would help development, then so be it. However, not to the extent that large big box stores would come in.
- Flexible zoning with the ability to incorporate drive-through businesses is needed.
- Drive-throughs should be allowed.
- The requirement to build close to the road needs to change.
- Like the landscape concept for the intersection but would like to see space between the proposed landscaping at the corner/intersection and increased setbacks for buildings.
- Overlay zoning with buildings next to the road is not desirable.
- May be more beneficial if a substantial amount of parking is located in the front because loading zones and deliveries are better suited for the rear.
- People enjoy the depth view from the road, i.e. seeing the landscaping, parking lot, and building set back from the road.
- Having the building set back from the road makes it easier to see and understand where to go.
- The FBC in its current form will be a hindrance to future development.
- Requiring buildings be up against the road is not fit for this area.
- People want to see activity and easy access.
- Parking in the rear makes the building look empty. Loading areas will be a challenge.

- Since the adoption of the FBC, no new development has occurred in the area.
- Oshtemo Township should sell its properties at the corner of Stadium/9th St. where the proposed village plaza would go. Remove the FBC regulations from this property to attract retail development with drive through.
- Business types allowed under the FBC are not pedestrian oriented businesses – businesses such as insurance sales, real estate offices, etc. do not draw in pedestrians.

The various comments received during the open house indicate that the majority of citizens continue to desire a small-town "village" feel for the Oshtemo Township DDA District. However, considerable input was received related to the challenge of establishing a safe and appealing pedestrian environment given the high traffic levels along 9th Street and Stadium Drive. Sidewalks, pathways, crosswalks and other road improvements were commonly suggested to correct these existing deficiencies. Numerous attendees expressed their concern that there has not been any real development in the area in a long time. Some perceive that this lack of development is due, in part, to the stringent Form Based Code standards currently in place being a deterrent for business development. Many attendees felt that the current Form Base Code standards could be relaxed or made more flexible related to issues such as building setbacks and front yard parking.

Open House #2

Background

On Thursday, October 5, 2017, from noon to 1:30pm and 4:30 pm to 6pm, a Public Open House was held at the Oshtemo Community Center. This open house was held as part of the Township's continued review and update of the currently adopted Village Theme Development Plan. This second public open house included the viewing of alternative development plans for selected sites within the DDA, and attendees were asked to evaluate the merits of the development plans. Open house attendees had the opportunity to explore the various materials at their own pace and interact with Township staff and project team members. Several comment sheets were also available for attendees to fill out.

Evaluation of Current Downtown Development Principles

One of the first open house stations asked attendees to review the original Village Theme Development Plan "Downtown Development Principles" and indicate whether such principles were "strongly applicable", "moderately applicable" or "not at all applicable" today. These principles included: promotion of diversity of use; emphasis on compactness; intensity; accessibility; maintenance of balance; creation of functional links; and, construction of a positive identity. For each original principle except one, every attendee responded that such principle was either strongly applicable or moderately applicable. For one original principle ("Intensity"), some respondents did not feel that it remained applicable, with the remaining respondents being split between strongly applicable and moderately applicable.

Related to the evaluation of the original Downtown Development Principles, the following open-ended comments were noted by open house attendees:

- Implementation plans need to have sidewalks installed early rather than later. We are tired of walking on Stadium Drive to get into town.
- If the vision originally planned is not attracting businesses, it is possible to keep plans in place, but market and solicit differently? I believe it is a great, unique vision for the area. However, the strict variances, codes etc. limit the percent of business that could come.
- Creation of functional links – this is still generally applicable except for where resources are spent to promote pedestrian traffic across most controlled 9th/Stadium Intersection
- Construction of a positive identity – I don't believe we have the type of environment where folks would want to "linger." I agree that quality architecture and materials should still apply.
- Intensity – Less open space and less buffer and setback requirements would promote more development and intensity.
- Accessibility – The market that lives, works, and plays in suburban/rural Oshtemo wants familiar accessibility and traffic patterns and parking that is found in suburban planning.
- Diversity of use – Needs to: 1) not mandate multiple uses, 2) reflect that most people will drive to locations and are most comfortable with suburban parking arrangements and access, 3) needs to add uses and design that passby traffic wants like convenience retail and drive-through access.
- Emphasis on compactness/walkability – Within each development this is still relevant. But… it is unrealistic to assume walkability to occur safely across major arterial roads like Stadium and 9th Street. So resources should not be wasted to incorporate walkability that is unlikely to occur on a meaningful basis.

Building Design and Site Layout Survey

The open house included a survey which provided visual examples of various approaches to building design and site layout for selected topics. The survey was designed to gather thoughts about each topic/approach and its appropriateness within Oshtemo Village. Below is a summary of the survey results for each question, along with open-ended responses.

1. Which of the approaches to building setbacks are appropriate within the Village Core Area?

   Generous Building Setbacks – 3 responses
   Limited Building Setbacks – 5 responses
   No Building Setbacks – 7.5 responses
   Other – 0 responses

Please explain your answer to the question above, expanding upon why you feel certain approaches are or are not appropriate.

- Prefer parking to be hidden or screened. Enhanced visual and clear destination (store identification w/o extensive signage).

- No building setbacks is more conducive to walking.
- Retailers/restaurants/office uses today want their main entry to be visible from the road, and parking to be adjacent to the main entry. Also, the ability to accommodate drive-through traffic is critical and must be considered.
- Busy area with congested drives and multiple lights – no building setbacks would only further issue. Generous building setbacks are nice for accessibility, however, the businesses may not get the drive by traffic they desire.
- Generous or limited - Easier to view property without confusion. Accessibility and views are important. Is it easy to get in an out?
- Zoning should be flexible to allow generous or no building setbacks. Neither should be mandated. Flexibility should be allowed as all sites and how they are developed need individual consideration.
- Limited - We don't want to see huge parking lots on the street.
- I prefer the buildings set close to the street, but understand that this is not always feasible.
- No building setbacks makes a walkable community.
- No building setbacks. You have 5 lanes at 45 mph – you cannot get center green area improvement to existing buildings now will not allow for any change for 20-40 years.
- To promote development, the setback that's most suitable (any of the 3 options) to the property owner, may make the most sense. Provided it designed in a way that promotes a beautify professional appearance.
- Limited building setbacks – The area defined as village core is fragmented at best. Theme overlay is very challenging with the diversity of existing development.
- No building setbacks – Don't want suburban look. Need "small town" feel.

2. Which of the approaches to building height are appropriate within the Village Core Area?

1-Story Building – 5 responses
1-Story Building with Appearance of 2-Story – 5 responses
2-Story Building – 6 responses
3-Story Building – 2.5 responses
Other – 1 responses

Please explain your answer to the question above, expanding upon why you feel certain approaches are or are not appropriate.

- I prefer a mixture of views.
- If planned and designed properly, all options shown on the previous page could fit well within the Village Core Area.
- 3-story buildings may obstruct views of smaller businesses and Oshtemo is a quaint area – smaller buildings will help keep up the "small town feel."

- The zoning should be flexible to accommodate single or multiple story… the market will decide what is needed with reasonable design preferences – but not mandates.
- Village feel and area. Large buildings will take over the village feel.
- Any of the above could be appropriate, in my opinion.
- Larger buildings will slow traffic down.
- Ditto building setbacks (any of the 4 options).
- A variety is suitable and appropriate.

3. Which of the approaches to location of parking are appropriate within the Village Core Area?

Parking in Front Yard Not Allowed – 6 responses
Parking in Front Yard Allowed – 7 responses
Other – 0.5 responses

Please explain your answer to the question above, expanding upon why you feel certain approaches are or are not appropriate.

- Prefer to view, able to directly identify stores and enhanced landscaping and not a car lot.
- In order to attract various users, parking near the front entry will be critical.
- Parking behind buildings makes the businesses have better curb appeal and unrestricted advertising from roadway.
- Parking in front yard allowed – Easier line of sight with some setback and the ability to see ways of access better.
- Flexibility to allow both but not mandate it. Generally, the market wants parking in front.
- Careful not to get too much parking in front – it deters from building and businesses. Emphasis should be on landscape and sidewalks to emphasize pedestrian/bicycle traffic.
- Limited parking in front yard is probably most feasible.
- More pleasant view with no front yard parking.
- People are lazy want to drive up to front door.
- Again, a variety based on current development makes sense.
- Parking in front yard not allowed – need small town look.

4. Which of the approaches to the location of drive-through facilities are appropriate within the Village Core Area?

Rear Yard Only Drive-Through (No Front or Side Yard) – 5.5 responses
Rear or Side Yard Only Drive-Through (No Front Yard) – 6 responses

Drive Through Allowed in Any Yard – 2.5 responses
Other – 1.5 responses

Please explain your answer to the question above, expanding upon why you feel certain approaches are or are not appropriate.

- Prefer rear yard only, or side yard but no front exit.
- No preference. Most important aspect is that a drive-through would be permitted.
- Green space visible from roadway increases curb appeal.
- Accessibility is a concern but so is view. Side or rear is better for sitting vehicles and not blocking the front.
- There needs to be flexibility in location and quantity. The intersection of 9th/Stadium is a major artery and zoning should allow convenience type retail, access, parking, and drive-through.
- Prefer no drive-through businesses in village. But, if there are some rear only to keep appearance of village and landscaping.
- People need to see how busy the place is.
- Rear or side yard is best visual regardless of theme development.
- No drive-through should be allowed. Want walkable area. Drive throughs are everywhere else.

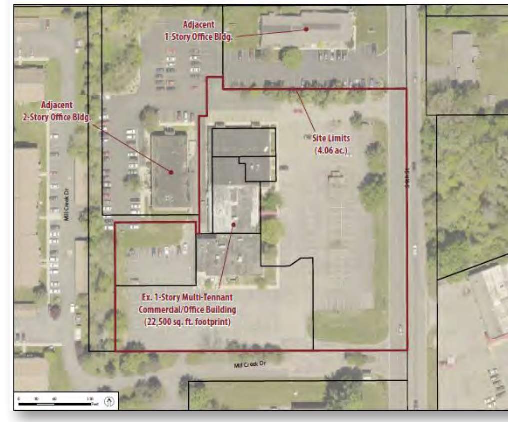
Generally, the results from the Building Design and Site Layout Survey are a mixed-bag, with varied responses and no clear preferences. Related to building setbacks, most respondents preferred no building setbacks (7.5 responses), but limited building setbacks received 5 responses. Related to building height, 2-story buildings were the most preferred (6 responses), but 1-story buildings were deemed appropriate by many respondents as well. Related to the location of parking, the most respondents (7) preferred parking behind the buildings, but allowing parking in front of buildings was close behind (6 responses). Related to the location of drive-through facilities, most people either preferred rear drive-throughs (5.5 responses) or rear or side drive-throughs (6 responses). Front yard drive-throughs (2.5 responses) were not preferred.

Alternative Concepts Evaluation

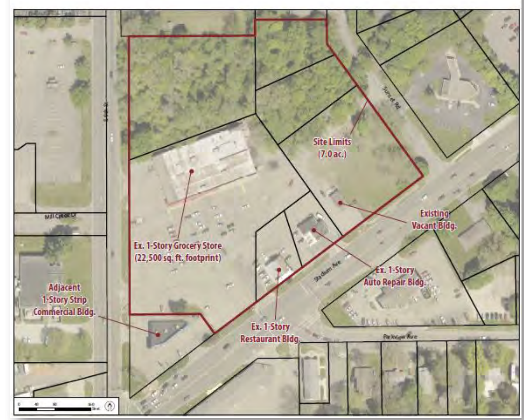
Alternative conceptual development plans were prepared for two existing sites within the study area (Site A and Site B) as an evaluation tool for use during the Public Open House. Site A is located on the west side of 9th Street, north of Stadium Drive, and Site B is located on the north side of Stadium Drive, east of 9th Street. Both sites encompass existing commercial shopping centers within Oshtemo Village. Two concepts (Alternative A and Alternative B) were prepared for each site. Using a rating score range of -3 to +3 (positive scores advance standard, negative scores do not advance standard), attendees were asked to review the alternative conceptual development plans and rate the plans based on specific evaluation standards.

Generally, for both sites, Alternative A most closely follows the current form-based code requirements, while Alternative B reflects an approach that deviates from the form-based code requirements. Both Alternative A concepts show buildings located on the front lot lines with no setbacks, parking behind buildings, and drive-through lanes behind buildings. Both Alternative B

Site A: Existing Conditions



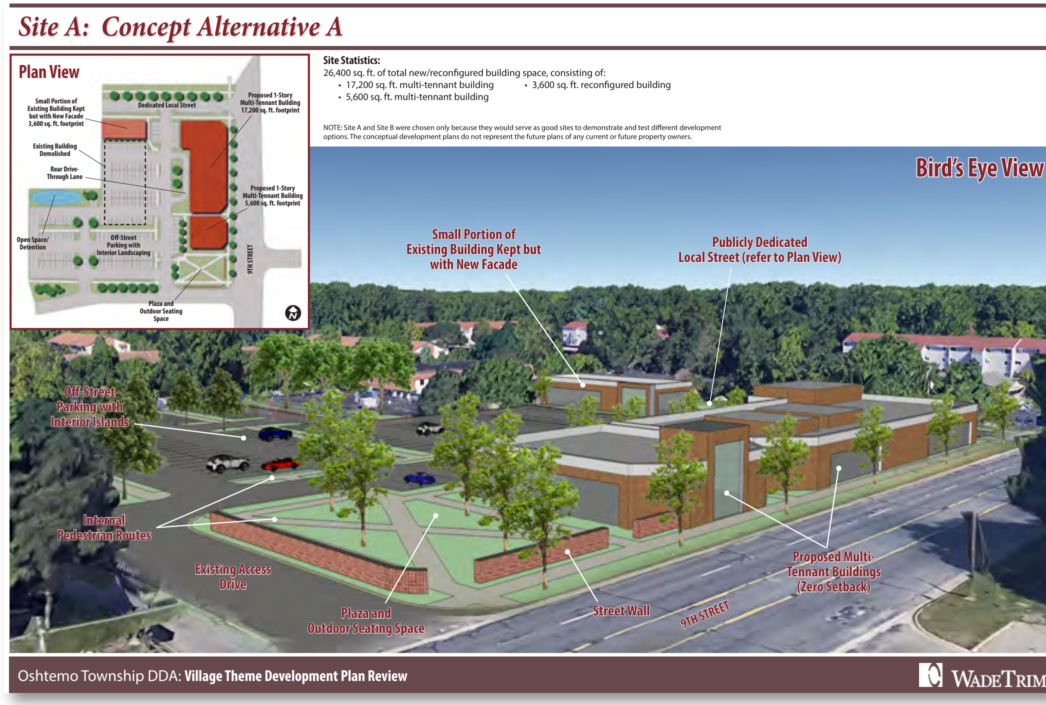
Site B: Existing Conditions

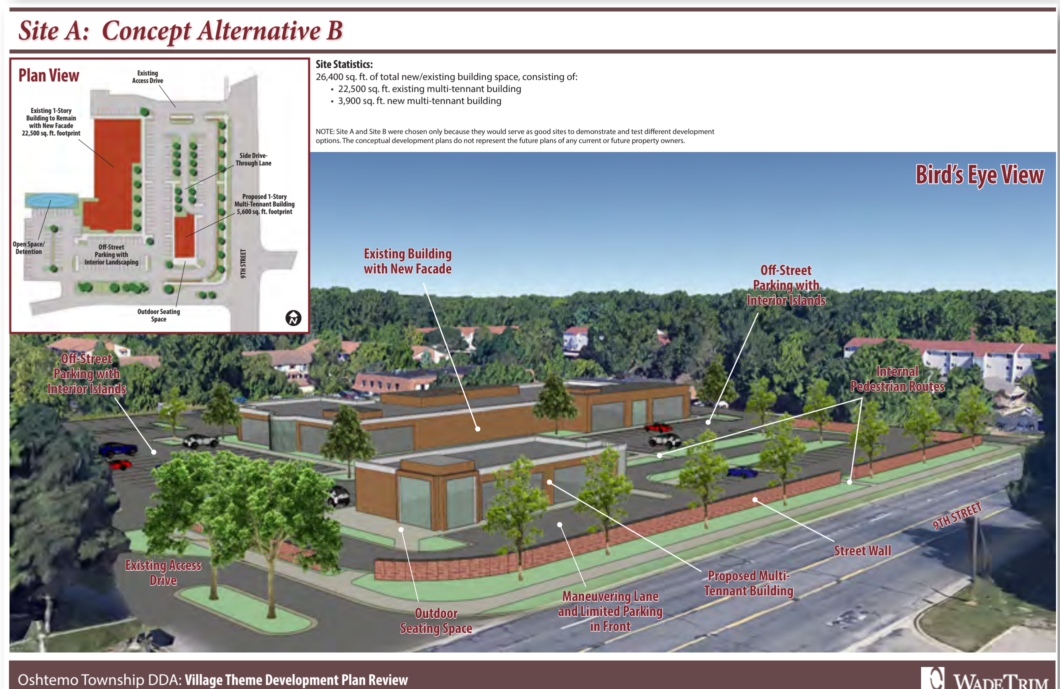


concepts show buildings with limited setbacks, limited parking areas in front of the buildings, and side or front drive-through lanes. All concepts feature design treatments such as screening walls, street trees, parking lot landscaping, sidewalks and internal pedestrian circulation. These alternative concepts are included on the following pages.

For Site A, the summary table below lists the total scores for each alternative for each evaluation standard.

Evaluation Standard	Site A – Total Scores for Each Alternative	
	Alternative A	Alternative B
Compatibility with Adjacent Land Uses	12	21.5
Project Feasibility	-8	16.5
Economic Vitality	15	22
Safe & Efficient Pedestrian & Vehicular Circulation	18	20
Positive Aesthetic/Visual Character	18	21
Public Open Spaces	10	9
TOTALS	**65**	**110**

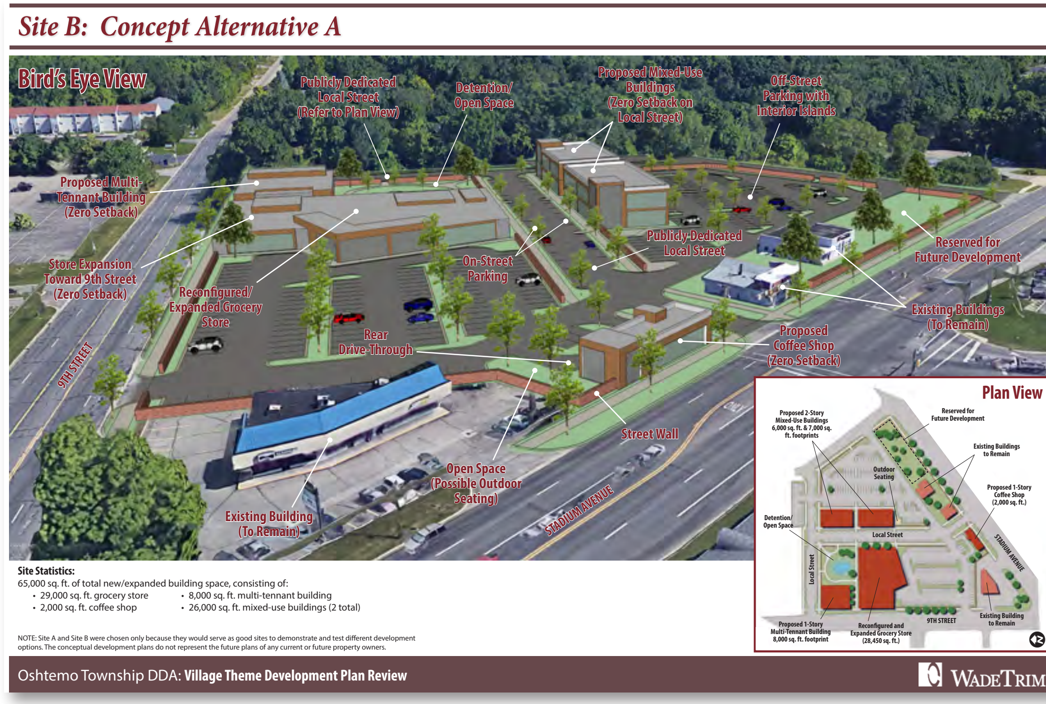




For Site B, the summary table below lists the total scores for each alternative for each evaluation standard.

Evaluation Standard	Site B – Total Scores for Each Alternative	
	Alternative A	Alternative B
Compatibility with Adjacent Land Uses	12	27
Project Feasibility	2	15.5
Economic Vitality	20	26
Safe & Efficient Pedestrian & Vehicular Circulation	13.5	20.5
Positive Aesthetic/Visual Character	16.5	22.5
Public Open Spaces	5	20
TOTALS	**69**	**131.5**

The results of the evaluation surveys show a clear preference for Alternative B for both Site A and Site B.



Planning Areas

Planning areas are distinct areas of development within the village study area. They consist of a mix of land uses with unique characteristics. They are distinct because of the uses, the character of the buildings, or the fabric of the community.

Planning Areas Designated

The planning areas map illustrates the three character areas, as listed and described below. The planning areas are provided as a means of organizing the design principles and guidelines outlined in this plan.

Village Core

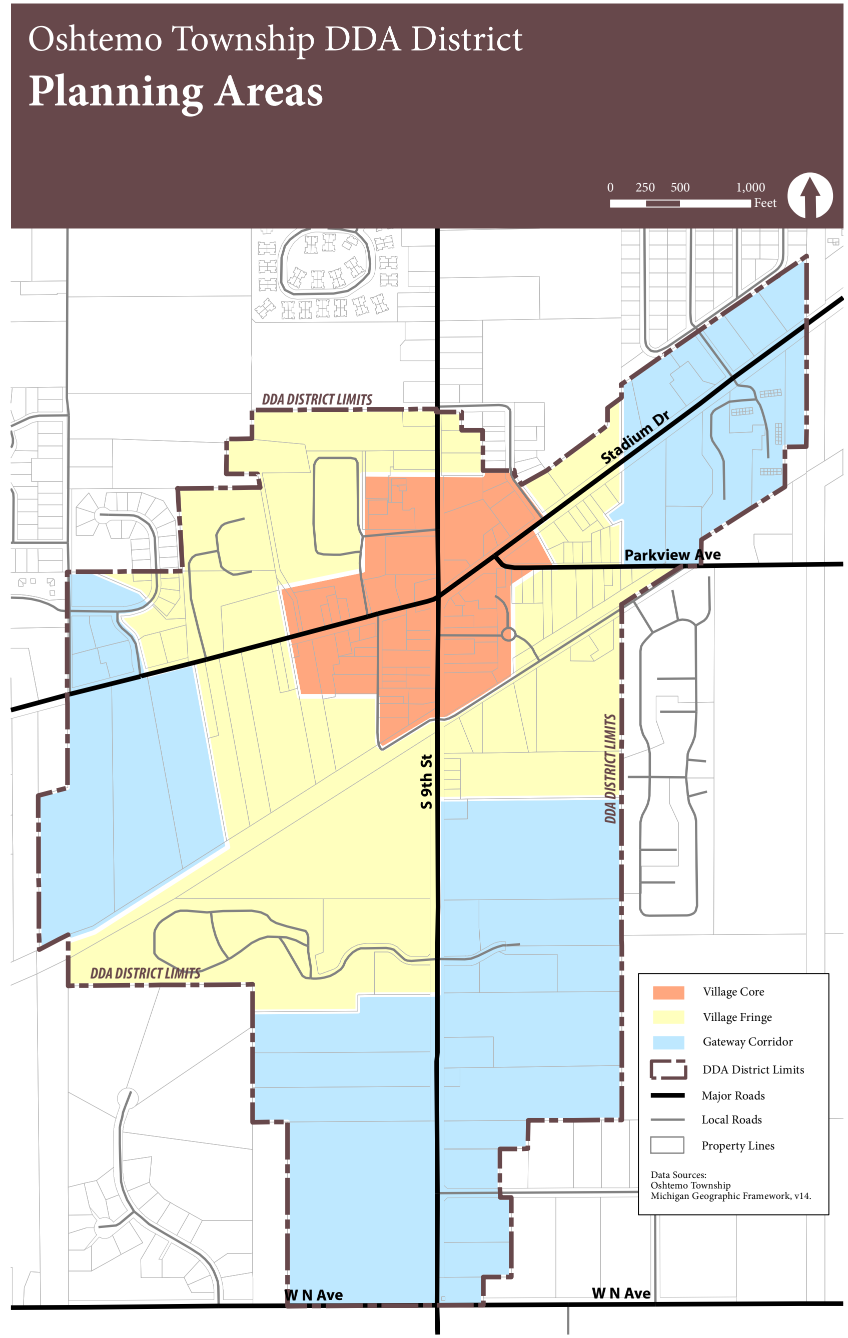
The purpose of the Village Core is to provide a mixture of commercial, retail, and residential uses integrated horizontally or vertically at a greater intensity than the surrounding area. It is the intent to provide an integrated mix of uses in close proximity to provide an innovative and stimulating environment and encourage walking, biking, and transit use while also accommodating the automobile and boosting the market for commercial goods and services. This is the heart of the village and should be the focus of most redevelopment/development efforts in the beginning. Every effort should be made to attract quality businesses to vacant and underutilized sites in the Core areas.

Village Fringe

The Village Fringe district is an extension of the Village Core district. The district provides for safe and convenient vehicular and pedestrian circulation through a network of streets and pedestrian routes. Off the major roads, the Fringe area is a place for residential neighborhoods and other predominately residential uses. There are many areas within the Village Fringe that are or could be available for development or redevelopment. While the Core is the heart of the village, the Fringe is where significant transformation may occur. Every effort should be made to ensure that this development is of the highest quality possible.

Gateway Corridor

The purpose and intent of the Gateway Corridor district is to provide an area that allows for a diversified base of commercial and light industrial businesses. Some expansion of the road network is suggested with pedestrian connections in order to ease traffic burdens and make additional land accessible for development. It is less likely that uses will redevelop in this area, so standards should be created to maintain or improve existing and future development.



These planning areas are used to designate different standards or guidelines within the entire study area. Each area has its own character and quality and, therefore, each guideline should not apply equally to each area. Although each area is unique, there should be consistent characteristics that run through each of them, such as architectural styles. These consistent elements help to tie the three pieces together, while the differences in the standards are in respect of the different uses and character present in each area. Along boundaries, transitions should be made smoothly by respecting the form and character of the surrounding development when designing projects in this area.

Circulation Plan

The following narrative presents a future circulation plan for arterials, collectors and local streets within Oshtemo Village, as well as road network design standards, pedestrian circulation strategies, and related recommendations.

A future circulation plan for the DDA has been prepared and is shown on the map on this page. This Plan identifies existing roads by their designation (arterials, collectors, local roads), and also includes provisions for new collectors and local roads to establish an interconnected road network. Future roads may be constructed with private, public, and/or TIF funds. Others may be installed by the private sector through the course of development on individual parcels. The future circulation plan map also displays pedestrian network recommendations, including a future shared-use path and proposed sidewalks that would eliminate critical gaps in the sidewalk system.

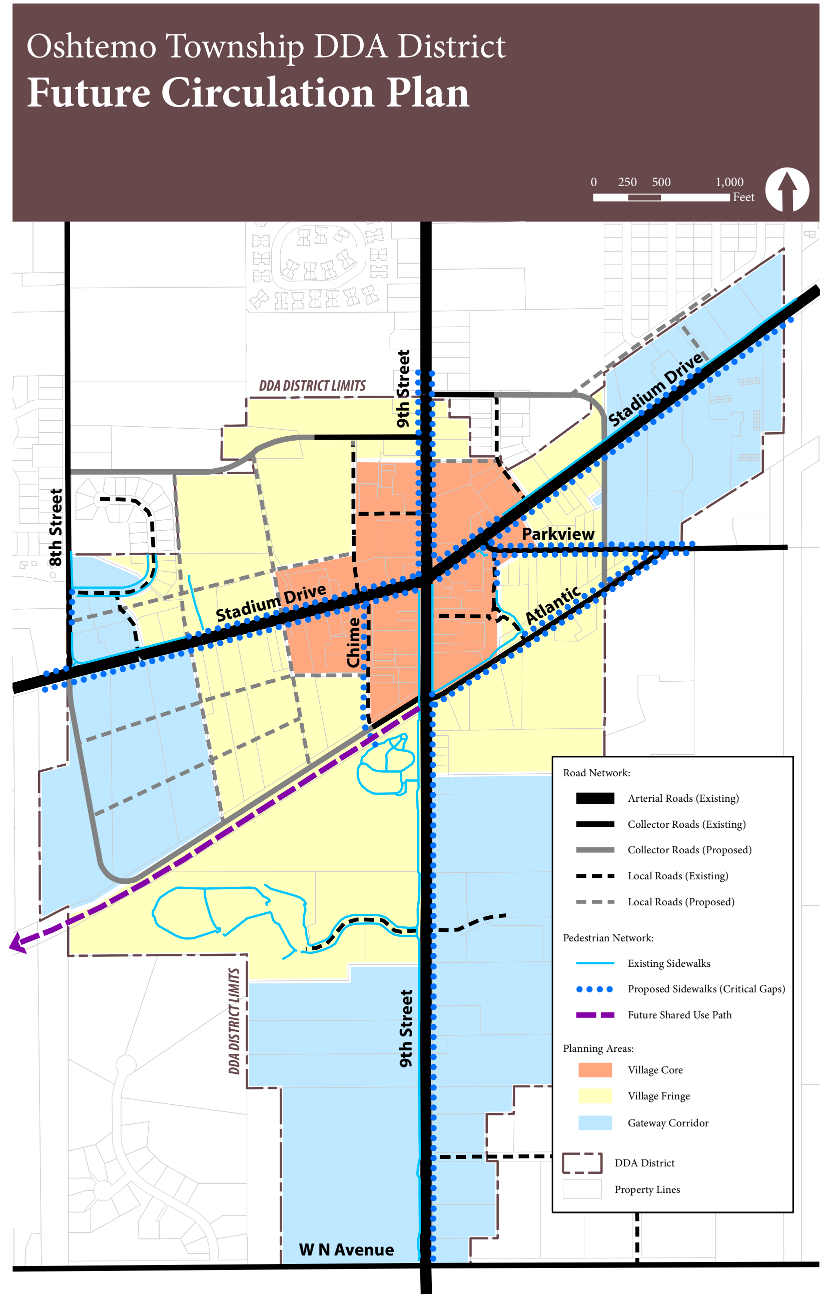
Arterials

Arterial streets serve regional mobility by connecting the village area to different parts of the Township and the greater Kalamazoo area. Stadium Drive and 9th Street are considered arterials within the study area. Parkview is considered an arterial by the RCKC, although it functions more like a collector in this area.

Arterials should be continuous throughout the planning areas with signalized interruptions provided at intersections with other arterials or with collectors with at least one half mile separation between interruptions, where feasible. Driveways and curb cuts are not encouraged from abutting residential properties. For commercial uses, driveways and curb cuts should not be allowed, except as necessary due to preexisting street and parcel relationships. Such uses are encouraged to provide shared driveways and rear access, if available.

A significant issue along arterials currently being experienced in the Township is high speeds. With few stops and 45-55 mile per hour speed limits outside the study area, vehicles come into the study area at high speeds. Recommended methods to reduce speeds along the two arterial routes within the study area, Stadium Drive and 9th Street, are outlined later in this section.

Due to high traffic volumes, safety considerations, and existing development constraints, the RCKC is not supportive of on-street parking along arterial roads within Oshtemo Village. Given this RCKC policy, on-street parking along arterial streets is not a recommendation of this plan. As an alternative, the DDA may consider options for the development of public off-street parking spaces within Oshtemo Village.



Arterial streets provide routes for the Kalamazoo Metro regional transit system. Appropriate bus stop spaces should be provided along arterial roads. Future planning for park and ride lots should be considered.

Considering the size of the road and the amount of traffic along arterials, providing space for pedestrians and non-motorized vehicles is critical. Continuous sidewalks with a minimum width of 6 feet (12 feet in the Village Core planning area) are encouraged on both sides of arterial roads. This will provide adequate width for pedestrians to walk along these roads and access uses along arterials. In addition, providing an extra three to five foot bike lane along the roadway for bicycles will provide a safe place for these to travel. Unfortunately, there may not be adequate room for this to occur in the right-of-way that is available in the Village Core and have room left to provide adequate pedestrian space.

Collectors

Collector streets provide circulation within regions, connecting neighborhoods with each other and to adjacent commercial areas. Parkview and Atlantic serve as collectors within the study area, although Parkview is considered an arterial by the RCKC. Curb cuts and driveway access may be permitted onto collectors in commercial districts; however, shared-access drives in commercial districts are encouraged. Driveways and curb cuts for individual parcels, however, should not be permitted onto collectors in residential areas except where necessary due to preexisting street and parcel relationships. On-street parking is encouraged on collector streets, with coordination and approval from the RCKC.

Collectors should be provided within and around the village area to begin to form large blocks. These blocks will then be further broken down by local streets. Pedestrian routes and sidewalks should be provided. Bike lanes should also be encouraged along collectors. Because of the fewer vehicles and reduced speeds, collectors are safer roads for bicyclists.

Local Streets

Local streets provide access to and provide for limited, low speed circulation within neighborhoods and districts. Local streets should generally not be more than a quarter-mile in continuous length and should be parallel to each other at approximately 400 foot intervals. Local streets generally do not require signalized intersections with larger roads. When intersecting with other local streets, stop sign intersections are sufficient.

Local streets should provide on-street parallel parking on both sides of the road. Transit routes are not generally considered appropriate for local streets unless the buses are using the local streets to access bus stops or major traffic generators. Continuous pedestrian walkways should be provided on both sides of each local street.

Road Network Standards

The table below displays the recommended standards for the various types of roads in each of the three planning areas in the Oshtemo Village area (also refer to the future circulation plan map earlier in this section). Implementation of these standards may require modification of engineering, subdivision and zoning ordinance standards as well as RCKC policies.

Proposed Road Network Requirements

Road Type	Right of Way	Lanes (11' Width)	On-Street Parking (8' Width)	Public Frontage	Private Frontage Setbacks	Parking Location
VILLAGE CORE						
Arterial	100'	4 + Turn + Potential Bike Lanes (4')	No	Raised planters, Sidewalks (6' - 12')	Zero Lot Line Setback Allowed	Rear yard preferred, side or front yard (one row) only
Collector	66'	2 + Turn + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer than 10'	Rear yard preferred, side or front yard (one row) only
Local Road	66'	2 + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer than 10'	Rear yard preferred, side or front yard (one row) only
VILLAGE FRINGE						
Arterial	100'	4 + Turn + Potential Bike Lanes (4')	No	Continuous tree lawn (13'), Sidewalks (6')	No closer than 15'	Rear or side yard preferred, front yard (one row) only
Collector	66'	2 + Turn + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer than 15'	Rear or side yard preferred, front yard (one row) only
Local Road	66'	2 + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer than 15'	Rear or side yard preferred, front yard (one row) only
GATEWAY CORRIDOR						
Arterial	100'	4 + Turn + Potential Bike Lanes (4')	No	Continuous tree lawn (13'), Sidewalks (6')	No closer than 80'	Rear or side yard preferred, front yard allowed
Collector	66'	2 + Turn + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer than 20'	Rear or side yard preferred, front yard allowed
Local Road	66'	2 + Bike Lanes (4')	Yes (2 sides)	Continuous tree lawn (5'), Sidewalks (5')	No closer Than 20'	Rear or side yard preferred, front yard allowed

Transit

Kalamazoo Metro transit currently provides service to the Oshtemo Village area. This is important service as it allows residents of the area access to regional employers, it carries students to regional educational facilities, and it brings employees to the village for work. Local transit stops at popular or central destinations should be provided and provisions should be made so that buses stopping do not disrupt traffic.

Gateways

Gateways should be located at the entrances into the village area along Stadium Drive and 9th Street. Gateways set the tone for the district area and are opportunities to highlight the Oshtemo Village experience. They are the "welcome mat" for the village and provide the first impression for visitors and residents alike. That first impression should be a positive one in order to maintain a high quality of life for residents of the area and to enhance the image, reputation, and value of the commercial services and properties located in the village.

To do this, gateway areas should include prominent features, landscaping, or signage that send a clear message that vehicles have made a transition into the Oshtemo Village area. The gateway features do not all have to be the same, but they should be similar in order to avoid confusion. They should be designed along a consistent village style theme. They should not create safety hazards for passing motorists, but they should be noteworthy and should evoke pride in the community.

Traffic Calming

The major arterials extending through the DDA, Stadium Drive and 9th Street, carry high volumes of traffic at significant speeds. Throughout the course of the planning process, traffic safety, reducing speeds, and creating a safer environment for pedestrians and bicyclists was heard as a primary concern. Typical traffic calming measures such as speed bumps, chicanes, and traffic circles are not practical along Stadium Drive and 9th Street because of the significant traffic volumes that utilize these roads and the designated function of these roads to carry traffic (these measures, however, may be appropriate along collector or local streets). Also, a roundabout is not practical because of the limited right of way available at the intersection. Coordinating with the RCKC, this Plan recommends that the following traffic calming strategies be considered along arterial routes:

- Traffic signal coordination (to a target speed of at least the posted speed limit)
- Speed monitoring/warning signage
- Increased enforcement
- Reducing lane widths
- Working to establish a more grid-oriented street network over time
- Working to increase the overall density of development within the study area

Traffic signal coordination involves the intentional timing of signals within a corridor to keep speeds to a targeted level. As growth within the village occurs over time requiring new traffic signals to be added, this method could become particularly effective at reducing traffic speeds along Stadium Drive and 9th Street.

Gateway signage examples

Speed monitoring signs and increased enforcement are effective traffic calming methods

The use of speed monitoring signs, permanent or temporary, along with enhanced speed enforcement, should also be considered as viable measures to reduce speeds along Stadium Drive and 9th Street. Coordination would need to occur with the RCKC and the Kalamazoo County Sheriff's Office.

Although this approach may not presently be preferred by the RCKC, the DDA can continue to express their desire to consider reduced lane widths as a traffic calming solution along Stadium Drive and 9th Street within the study area. A number of techniques can be used to narrow the lanes, including simply painting the lines closer together. Bike lanes can also be used to occupy pavement and cause the reduction of lane width. Another alternative is to reduce the number of lanes; however, this is not a feasible option given the traffic volumes on Stadium Drive and 9th Street.

Over time, the DDA should work to establish or encourage a more interconnected, grid-oriented street network. Such a network would offer alternative routes that could draw traffic away from Stadium Drive and 9th Street. A conceptual future road network is presented in the future circulation plan map.

Allowing and encouraging increased development, density and activity within the study area over time has the potential to result in traffic calming benefits. As the business district expands and becomes an enhanced destination, traffic will slow as it approaches and experiences the destination.

The incorporation of bike lanes within a street can also serve as an effective traffic calming technique

Pedestrian Circulation

The lack of pedestrian facilities and amenities within the study area was a critical issue identified through the public input process. Without sidewalks and designated crosswalks, the pedestrian is lost along Stadium Drive and 9th Street and left vulnerable to the quickly passing vehicles. The same can be said for the bicyclists with no bike lanes and little shoulder available for relief.

Providing the means for pedestrians to access and walk around the village area has been identified as an objective of the community in the Township Master Plan and the DDA Development Plan. This includes improvements such as pathways, sidewalks, speed reduction, and other amenities. All contribute to a more pedestrian friendly environment.

The other challenge is slowing the traffic enough that the people feel comfortable walking. If possible, roadway improvements, such as bumpouts at the intersection, help to slow traffic and close the distance required for someone to cross. Also, mid-block islands or medians, if allowed by the RCKC, can be provided as a resting place at a mid-block crosswalk while also serving to slow traffic speeds. Although the construction of mid-block island or medians is not presently supported by the RCKC, the DDA can continue to express their desire to utilize them as a pedestrian safety and traffic calming tool.

Sidewalks are recommended on both sides of all streets in the district. Sidewalks in the Village Core should be made wider to accommodate additional foot traffic, streetscape amenities, and displays. At each intersection, designated crosswalks (some with contrasting materials) and push button signals are also recommended to protect pedestrians. Although sidewalks are recommended along all existing and future streets, the future circulation plan map highlights the critical gaps in the existing sidewalk network where sidewalks are urgently needed.

Pedestrian refuge island (top) and designated crosswalks with contrasting materials (bottom) are recommended pedestrian safety improvements

The combination of alleviating traffic, providing sidewalks, and creating a streetscape to reduce the scale of the corridors will help to create a more pedestrian friendly environment. With these improvements, the core of the village will become a much more desirable place for pedestrians. Additionally, pedestrian improvements and enhanced connections will more effectively bring people into the village area, particularly those from the surrounding neighborhoods, who will shop, eat and spend money at local businesses.

Design Recommendations

The purpose of the Village Theme Development Plan is to establish a detailed link between the policies established by the Township Master Land Use Plan, as well as the DDA Development Plan, and the actual designs for project proposals. The Village Theme Development Plan is intended as an implementation mechanism to assist the Township in bringing these plans and ideas into reality. The Plan provides recommendations to be used as a guide for the redevelopment of private property. Additionally, selected recommendations for public improvements are also included in the Plan. The Plan can then be used to establish design guidelines, enhance zoning regulations, and provide incentives for development that will result in a high quality, well-designed, sustainable village area.

The development of this Plan was based on the results of the analysis of the existing conditions within the village area, conversations with Township officials and administration, review of existing documents and plans, and public input. This information was compiled together to develop the recommendations and strategies contained within this Plan.

Open Space

The purpose of the open space guidelines is to provide public and semi-public spaces that enhance the quality of life for Oshtemo Village and Township residents. Open space may be public or privately owned and maintained and may come in many shapes and sizes. Open space may include areas for active recreation and youth activities, or it may be areas set aside for the preservation of natural resources or the passive enjoyment of the natural environment.

Within the village area, the only current area of dedicated open space is the Township park, Flesher Field, located on the south side of the Village Core along 9th Street. This well-used facility includes soccer and baseball fields, a picnic area, playground, gazebo, parking, restrooms, and a significant undeveloped, forested area with some lightly maintained trails through them. The Park is a tremendous resource for the Township and the village area. However, access to the park is a concern, particularly for nearby residents who may like to allow their children to walk or bike to the park unsupervised. Expanding the use of the park and providing for additional activities is desired.

Future development within Oshtemo Village should be done thoughtfully to allow for the incorporation of landscape elements and green space, which would provide a softer, greener development. One of the functions of open space is to provide a gathering space for residents. Examples would include a plaza or village square. These are areas of hardscape or softscape, which allow for public gatherings. They have lighting, signage, seating, and public art, as well as provisions for public entertainment. Plazas are more paved than squares and integrated into building developments. Courtyards should also be considered within commercial developments. These are semi-public open spaces with seating areas, which are available during open hours. These elements are envisioned in the Village Core area.

It is also envisioned that small pocket parks will be integrated into new neighborhoods that are built along the Village Fringe. These parks will be built to serve the immediately surrounding residents and may only include a small playground or a picnic area.

Examples of a town square (top), plaza (middle) and landscaped area with public art (bottom) as recommended open space within the village for visitors, employees and residents

A system of sidewalks and trails should be planned integrating all of the major open space areas in the Township with each other, as well as with other major open space areas in the metropolitan region, the nearby Kal-Haven Trail, and the trail systems of the adjacent communities.

Streetscape

In order to help enhance the street design, soften the traffic and road conditions, and enhance the pedestrian environment, the Township DDA prepared a detailed streetscape plan for the major corridors of Oshtemo Village. The DDA is working toward securing funding assistance to aide in the first phases of implementation of the streetscape plan, to include intersection improvements and public plaza space at the northwest corner of Stadium Drive and 9th Street.

As noted earlier in this Plan, recommended streetscape design treatments within Oshtemo Village include:

- Plaza at the northwest corner of Stadium Drive and 9th Street
- Wide sidewalks with decorative paving
- Street trees and planter boxes
- Pedestrian scale lighting
- Decorative walls
- Marked Crosswalks

Coordinating with the RCKC, this Plan recommends that the DDA continue to implement its recently prepared Oshtemo DDA Streetscape Plan.

Oshtemo DDA Streetscape Plan:
Erie and Chime Street Plan
Source: OCBA Landscape Architects

Site Planning

The following narrative outlines site planning requirements for private property within the Oshtemo Village area. Unique for each part of the village area, recommended guidelines have been provided for such elements as site layout, circulation, parking, building orientation, landscaping, utilities, and similar concepts. Site planning decisions have a tremendous impact on the appearance of a site and the character of an area. The following site planning standards and guidelines assist in creating a cohesive village atmosphere.

Site and Building Layout

Buildings should be located and oriented to the street, creating a strong, coordinated streetscape and presentation to the public frontage. Where internal streets are provided, buildings may be oriented towards those as well. Buildings are strongly encouraged to be located on corners of blocks so as to define intersections and create terminal vistas. Entries should be located along the street frontage with secondary entries from parking areas.

Building Orientation

Buildings and site development should contribute to a cohesive village pattern, define and frame the public streets and plazas, and reinforce the goals of providing mixed uses and creating a walkable area. Non-residential buildings should be oriented towards the street with direct access to the public sidewalk or defined pedestrian connections to the public sidewalk. Within the Village Core planning area, buildings are recommended with zero lot line or minimal setbacks. However, flexible zoning regulations should allow for building setbacks which are consistent with the established setbacks of surrounding development, or to allow for limited front yard vehicle access or parking. Where buildings are not located at the front lot line, a decorative screenwall should be provided. Residential buildings should be oriented towards the street with a minimal front porch setback and raised entries. In the fringe and gateway areas, buildings should be located relatively close to the street to create a consistent and attractive streetscape. Front setback areas should be attractively landscaped with some walkways and seating areas permitted

Street Frontage

Buildings should extend a minimum of 75% of all primary street frontages along the developed setback line. For buildings located on corner lots, a smaller percentage may be permitted along side or access roads.

Parking

Parking areas should be located to the rear and sides of the building to encourage a pedestrian-friendly street edge with low screen walls and landscaping. One row of parking in the front yard, consisting of a single access drive with adjacent parking stall(s), may be permitted; however, any front yard vehicular access or parking area must be designed to allow direct and defined pedestrian access from the building entrance to the public sidewalk. Surface parking lots are encouraged to have a landscape perimeter and one tree for each seven spaces located along the perimeter or within the parking field. A modest reduction in parking is permitted for uses that share facilities.

Buildings are recommended with zero lot line or minimal setbacks (top images) within the Village Core planning area. However, flexibility is provided to allow alternative configurations. Where buildings are not located at the front lot line, a decorative screenwall should be provided (bottom images).

Parking Structures

Parking structures are encouraged to be located behind retail buildings, but may be allowed to extend above retail space to the building frontage. The location of parking structures should minimize their street frontage, and all ground level frontages should be lined with retail or service commercial uses. Parking structures should conform to building design regulations and their facades should be designed with similar materials and opening proportions to commercial buildings.


This trash enclosure is located at the rear of the building and generally screened from public view.

Utilities, Service and Trash

Areas designated for utilities, service, and trash are encouraged to be located away from residential uses and pedestrian paths and screened from view by enclosures, which are consistent with the architectural design of the building. Where feasible, service and trash screens/enclosures are encouraged to be integrated into the structure itself (see image at right). All overhead utilities should be buried underground.

Unique Features

Unique elements, whether they are a part of the site design or the building design, are encouraged provided that the elements do not detract from the overall design theme and form of the surrounding community. These features should be unique to the Township and the village area and be reflective of the history and theme that has and will define this area. Example elements could include public art, a clock tower, fence rows, a gazebo for public sitting, or other traditionally styled architectural elements.


Unique site features, such as public art, are encouraged to be incorporated into new development within the village

Building Types

When regulating an area based on its design, the type or form of a building becomes more important than the use intended for it. In that sense, it does not matter as much whether a building is intended to be used as a bakery, a butcher, or a bookstore. It does not matter as much if there are law offices up stairs or loft apartments. The point is more what form the building takes and whether or not that form is compatible with the form of adjacent structures.

The existing village area already contains a broad variety of uses, ranging from single-family residential to commercial to light industrial. The proposed building types include all of these.

Mixed Use Retail/Office and Residential

Retail mixed use buildings are comprised of ground floor retail space with commercial or residential uses above. Retail mixed use buildings are encouraged in the core area. This type of building adds intensity to the development site and vitality to the street level with active uses. These buildings are typically two to three stories in height. Retail uses should occupy over 90% of the ground floor building frontage and these storefronts should be over 50% transparent. Retail storefronts may be semi-recessed and should have entry canopies, awnings, or arcades.


Example of a mixed-use building with ground floor retail and upper story residential

Commercial

Commercial structures vary based on size and specific use. Smaller scale stores are desired for the area due to the reduced impacts on the village scheme and circulation when compared to larger scale uses found in nearby competing markets. Smaller scale uses may be either local or national chains, and they should contribute to a cohesive urban pattern while defining and framing the public streets and plazas, reinforcing the mixed use street, and helping to create a walkable district. Where large lot retail development is provided, it should be set back and screened by smaller-scale uses or surrounded by frontage stores so it appears to be a smaller-scale use itself. In all cases, special storefront details and ornamentation should be used to create a unified development that is not franchised but is coordinated with the rest of the development in the village area. Buildings should be one to two stories in height and oriented to the street.

Public/Semi-public

Public buildings are important landmarks in both neighborhoods and urbanized areas. Public buildings, from the scale of a neighborhood library to a County courthouse, should be designed with special care and dignity. Public buildings should occupy important intersections or front on public spaces. They should be of a monumental scale to distinguish them from surrounding structures.

Attached Residential

Attached, multi-family residential buildings provide either rental or homeownership opportunities in the village area. These include apartments, condominiums, townhouses, duplexes, and senior housing communities. They provide individuals the opportunity to live near shopping, entertainment, and employment, as well as good transportation. Common open space areas should be provided or private areas, if available, for each unit. Buildings should orient themselves to the street with ground floor units having individual entries to the outside.

Detached Residential

In the Village Fringe areas, small lots are provided for single family homes in the existing neighborhoods surrounding the Village Core. In these areas, the visual impact of parking should be minimized via garages removed from the front facades. Housed should have small front yard setback areas. Entryways should be emphasized, and porches should be large enough for seating.

Light Industrial

Along the 9th Street Gateway Corridor, there are several light industrial uses that have developed in this area. These uses have taken advantage of the high traffic volumes, proximity to I-94 and available land in this area. New light industrial buildings should maintain the large front setback from the arterial, and landscaping along 9th Street should be enhanced in order to further screen these uses. Parking should be located to the side and rear of the building. Truck parking and outdoor storage areas should be well screened and positioned to the rear of the building out of sight of any residential areas.

Commercial structure (note the defined sidewalk connection from street to building, through the parking area)

Attached residential

Special Purpose Building

There are some buildings that are unique based on the use contained within them, such as a hotel. These are almost like special land uses in the village area. They would need to be treated with special conditions in each area.

Historic Structures

At present, there are only a few existing structures within the study area that may be considered as possessing historic significance. Any conversions, expansions or renovations of these structures should be carefully evaluated to ensure that their historic significance is not harmed.

Special attention should be paid to the pedestrian level

Building Design

Recommended building design principles are provided herein as general principles of the village design theme.

Development Massing

Buildings should be massed to reflect adjacent uses in order to maintain the streetscape, while making allowances for residential uses and other specific building types, as appropriate. Building massing is particularly important at major intersections, particularly 9th Street and Stadium Drive. Corner buildings should incorporate special features and materials that reinforce important intersections with buildings of unique architectural merit. Rear entrances with access to parking should be treated with similar detail and quality as primary entrances.

Building materials should convey a sense of integrity, permanence and durability

Ground Level Treatment

Special attention should be given to craftsmanship and detailing within human range of touch and view. The use of special storefront detailing, facade ornamentation, quality materials, signage that enhances the architecture, and awnings or canopies, can reinforce the aesthetic character of the street. At least 50% of the commercial storefront should be transparent.

Building Materials

Building materials should be used to articulate building clements, such as the base, body, parapets, bays, arcades, or other structural elements. Building materials should convey a sense of integrity, permanence and durability rather than poor workmanship or inexpensive materials.

Facade Treatment

To enhance the pedestrian environment, building facades should avoid large expanses of blank walls, vertical or horizontal. Facades should be articulated through architectural treatment (either a change in the facade design and material or an offset of 2 feet or more) in a relatively small rhythm of approximately 25 to 30 feet and be generally vertical in proportion. Building facades should animate the street, providing interest to passers-by.

Base/Cap

Building facades should be articulated with a building base, body, and capital or parapet edge. The base should include at least the first floor and be separated from the upper floors by a continuous lintel. The upper floors should have a consistent style and compose the body of the building. An ornamental cornice should form the cap of the building.

Windows

Building walls should be punctuated by well-proportioned (generally vertical) openings that provide relief, detail, and variation on the facade. Tinted or reflective glass is strongly discouraged.

Signs

Signs must call attention to the individual buildings and identify the businesses within, but they should also work together as a whole in order to contribute to the overall image of the village area. Signs should be coordinated in appearance and be sympathetic to the architecture of the building and the design of the area. Signs should not be internally illuminated or exceed the height of the building. Wall and awning signs are appropriate for the study area, particularly the Village Core. Perpendicular wall signs that protrude from the building wall are also acceptable, provided they are done in a consistent manner. Ground signs are also permitted, provided they are incorporated into the landscaping design and are consistent with the design of the building.

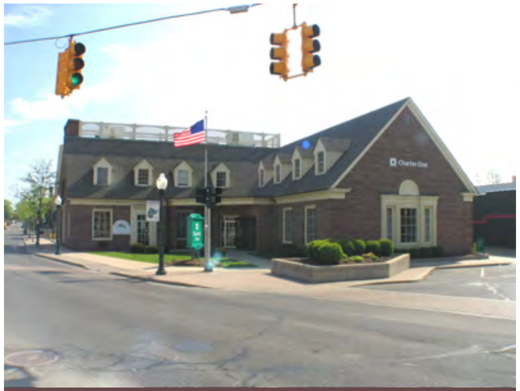
Building Height

In order to provide the density necessary to sustain a viable mixed-use district, buildings in the Village Core area are encouraged to be at least two stories in height. Variation up to three stories is also encouraged, especially at major intersections. Buildings in the Village Core that are one story in height should be constructed with pitched roofs or taller facades with appropriate articulation to give an impression of height and maintain the character and form of the district. Beyond the Village Core, one story buildings are more acceptable, whether these are residences, offices or light industries. These buildings however should be required to have a pitched roof, which provides additional height and is consistent with the character of the existing structures.

Roof Treatment

Roof treatment should be consistent with architectural form and massing. The roof should provide a strong edge, through detailing, to the building form, whether a parapet or sloped roof. Screening of roof top equipment is encouraged. Roof forms and pitches of new residential structures should be similar to forms and pitches commonly found in nearby neighborhoods.

Building facades should avoid large expanses of blank walls, vertical or horizontal



Buildings are encouraged to be at least two stories in height. Screening of roof top equipment is also encouraged.

Summary of Recommendations

The previous sections outlined a variety of planning, circulation and design recommendations for the overall study area. However, the application of the recommendations may be different, depending on whether such recommendations are applied to public spaces or private spaces, or whether the recommendations are applied to lands within each of the three planning areas. This section presents a summary of the various recommendations included in this Plan, and also illustrates the different application of the recommendations based on site context.

The table below presents a summary of the circulation, open space and streetscape recommendations for public spaces (i.e., rights-of-way, public properties), as applied within each of the three planning areas (i.e., Village Core, Village Fringe and Gateway Corridor). The implementation of these public space recommendations would be achieved, in part, upon the initiative of Oshtemo Township and its governmental partners through public investments within the study area; however, partnerships with private entities, local businesses and property owners are equally important to implementing these public space recommendations over time.

Public Space Design Recommendations by Planning Area

	Village Core	Village Fringe	Gateway Corridor
CIRCULATION			
Sidewalks	Required	Required	Required
Bike Lanes/Pathways	Permitted	Permitted	Permitted
Transit Stops	Required	Permitted	Permitted
Alleys	Permitted	Permitted	Permitted
OPEN SPACE			
Character/Location of Open Space	Plazas/Public Squares	Public Parks/Pocket Parks	Corridor Gateways/Landscaping
STREETSCAPE			
Pedestrian Street Lighting	50' o.c.	50' o.c.	75' o.c.
Street Trees	25' o.c.	25' o.c.	25' o.c.
Crosswalks	Decorative	Standard	Standard
Sidewalks	6' - 12' wide	5' - 6' wide	5' - 6' wide
Streetscape Amenities (i.e., Benches, Trash cans, Planters)	Required	Permitted	Permitted

The table below presents a summary of the circulation, open space, site planning and building type recommendations for private spaces (i.e., privately owned properties), as applied within each of the three planning areas (i.e., Village Core, Village Fringe and Gateway Corridor). The implementation of these private space recommendations would primarily be achieved through the establishment of carefully crafted zoning standards, design guidelines and/or other regulations, which regulate private development within the study area.

Private Space Design Recommendations by Planning Area

	Village Core	Village Fringe	Gateway Corridor
CIRCULATION			
Internal Pedestrian Circulation and Connection to Public Sidewalk	Required	Required	Required
Pedestrian/Bike Amenities	Required	Recommended	Recommended
OPEN SPACE			
Character/Location of Open Space	On-Site Plazas/Courtyards	On-Site Courtyards/Landscaped Areas	On-Site Landscaping and Green Space
SITE PLANNING			
Orientation	Oriented to Street, Zero Lot Line Allowed and Recommended	Oriented to Street, Recommended 15' Setback	Oriented to Street, Recommended 80' Setback
Street Frontage	Recommended 75% of Developed Setback Line	Recommended 75% of Developed Setback Line	Recommended 50% of Developed Setback Line
Parking	Rear Yard Preferred, Side or Front Yard (one row only) Allowed	Rear or Side Yard Preferred, Front Yard (one row only) Allowed	Rear or Side Yard Preferred, Front Yard Allowed
BUILDING TYPES			
Mixed Use	Permitted	Permitted	Permitted
Commercial	Permitted	Permitted	Permitted
Public/Semi-Public	Permitted	Permitted	Permitted
Attached Residential	Permitted	Permitted	Special
Detached Residential	Permitted	Permitted	Special
Light Industrial	Not Permitted	Not Permitted	Permitted
Special Purpose Buildings	Special	Special	Special

Implementation

Implementation of the recommendations and principles contained in the Village Theme Development Plan will occur over time. There is no one tool available to implement these recommendations. Rather many different individuals and groups will need to be involved over a long period of time to result in the development of this theme.

Infill Redevelopment

Realization of the Development Plan will occur through a combination of public investment, new development and infill redevelopment. Infill redevelopment is the process by which structures or parcels that are not being fully utilized are redeveloped in order to get greater return from the site. This is most likely to occur in the Village Core and the Village Fringe. Outdated buildings, buildings that do not match the standards recommended in this Plan, or uses that are underutilizing the site are likely targets. Through redevelopment, the Township comes closer to achieving its mission and the intent of the Plan.

That being the case, the Township and the DDA will want to encourage this redevelopment This can be done in a number of different ways. First, a reward can be provided, such as a density bonus for two story structures or allowance for mixed uses. This reward may offset some of the cost of the redevelopment. Another way is to create public parking in the Village Core. Then, parking requirements can be reduced or waived in the district because they are satisfied within public areas. This saves costs and allows for maximum use of private land.

Regardless of incentives or encouragement, some properties will be slow to redevelop. This may be a result of when they were constructed, property owner reluctance, or market difficulties. It is a gradual process and will not occur ovemight.

Zoning Amendments

To be confirmed (see draft Zoning Amendments Matrix)

Master Land Use Plan

The Township's Master Land Use Plan will not need to be updated as a result of this Plan. The recommendations provided above fit in with the goals and objectives of the Village Core future land use designation.

Economic Trends - "Placemaking" as an Economic Development Tool

According to the Michigan Economic Development Corporation, "placemaking" or "place-based economic development" aims to create quality places where people want to live, work, play and learn. It is driven by the economic imperative that businesses must attract and retain talent in order to succeed.

The idea of using sense of place as an economic development tool has been growing in momentum and now is firmly entrenched throughout the State. In fact, the State of Michigan is building its economic development model on the idea of placemaking. Simplified, the idea of placemaking is to celebrate those elements that define a community -- the spaces, the culture and the quality of life -- to attract a range of new businesses and investments.

The age of providing tax breaks to lure industrial development and even the age of industrial or manufacturing growth as the primary pieces of economic development are over. While this may have hurt Michigan's economy over the last decade, the shifts in the economy have the potential to benefit the long term growth of a sustainable economy throughout the State, and locally in Kalamazoo and Oshtemo Township. A new economic development strategy for Oshtemo Township and the larger region will be the marketing of, and investments toward, its high quality of life, business districts, neighborhoods, educational and cultural institutions, public school system, natural amenities, and access to recreational and outdoor amenities.

The following eight "assets of place" should be considered by the Oshtemo Township DDA as focus areas for the implementation of place-based economic development, through planning and zoning policies as well as investment decisions.[1]

- Physical Design & Walkability (the recommendations contained in this Village Theme Development Plan primarily relate to this asset)
- Green Initiatives (the way we use natural resources)
- Arts & Culture
- Entrepreneurship
- Multiculturalism & the Global Workforce
- Messaging & Technology
- More Transportation Choices
- Education & Institutions as an Anchor

Branding

In order to become more marketable and be more identifiable to residents in the larger community, the Township should start a branding campaign for the village area. One problem for the village area is that it has no identification. It technically is not a village in the governmental sense, but it once functioned as a village. It was the heart of the Township in the beginning and remains the area with the highest concentration of historical structures in the Township. Therefore, it is recommended that branding scheme be established to include a name, color scheme, font and logo for the area consistent with the design and theme described above and use it on entry signs and community signs in the area.

1 Source: The Economics of Place: The Value of Building Communities Around People. Edited by Colleen Layton, Tawny Pruitt & Kim Cekola. Michigan Municipal League. 2011.

Market Study

This 2018 Update to the Village Theme Development Plan includes a preliminary evaluation of market conditions. However, a more detailed study should be considered. A detailed market study would provide clear information regarding the amount of square footage that can be supported in the current and future markets for various types of uses. Then, using that information with the information in this Development Plan, a firm plan for recruitment can be developed. This can be provided to developers and realtors as they market land to potential investors and business owners. It can also be provided directly to the retailers and business owners who may be considering locating in the village area.

Streetscape Improvements

As noted in this Plan, the DDA should continue its efforts to implement the recently prepared Oshtemo DDA Streetscape Plan.

Public Parking

Currently, the parking for each of the uses in the village area is provided for on each individual lot. As a result, most businesses have their own driveway, the area is not conducive to parking at one shop and walking to another, and there is no reduction in pavement as a result of shared parking. Developing commercial centers are always concerned about parking. If there is not adequate parking, then customers will go where it is more convenient for them to shop. One way the DDA can ease this fear is to purchase property and provide public parking within the village area. The parking must be accessible from the arterial roads. However, it should not be visible from the road frontage; the frontage should be reserved for buildings, storefronts or public space. The parking should be free in order to compete with similar markets and commercial centers in the area.

Design Assistance/Facade Improvements

Implementing these recommendations and principles may challenge some property owners. Certain projects that would not have required the assistance of an architect or professional designer previously might now require such assistance in order to be certain that the required guidelines are being followed. One way to ease this transition and provide some assistance is to provide technical assistance to qualifying applicants from a local architect or designer. The DDA would contract with the local professional to provide 2-3 hours of advisory service to each individual sent before them by the DDA or Township, to be reimbursed by the DDA. This reduces the possible interpretations of the guidelines and helps property owners who may not have needed a professional prior to these standards afford one at this time.

The DDA maintains and contributes funds toward a facade improvement program, where grants may be provided to property owners for eligible improvements to building facades. It is recommended that the DDA continue to provide this benefit to local property owners.

Funding

Many of the recommendations contained within this Plan are big ideas, some of which will require significant investments to implement. Some of the recommendations involve public infrastructure and improvements within the public right-of-way. Other recommendations involve private improvements and private property.

Public improvement projects may be funded through a number of different mechanisms. The primary source of funds will be DDA funds generated through tax increment financing within the district. These funds can be spent directly or additional funds can be borrowed in anticipation of future allocation. Other fund sources may include Township general funds, special assessments, bonds, grants, and private donations. Typical grant sources include highway enhancement grants and DNR recreation grants.

Private improvements should be installed and constructed as a part of development and at the time of development. As an incentive to encourage certain developments, the DDA may consider assisting in the funding of some of these improvements, particularly those located in the public right of way.

Appendix

Demographic and Income Profiles

Retail Marketplace Profiles

Demographic and Income Profile

3311 S 9th St, Oshtemo Twp, Michigan, 49009
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.25909
Longitude: -85.67758

Summary	Census 2010	2017	2022
Population	33,265	35,445	36,928
Households	14,816	15,731	16,346
Families	6,943	7,174	7,369
Average Household Size	2.20	2.21	2.22
Owner Occupied Housing Units	6,728	6,763	7,023
Renter Occupied Housing Units	8,088	8,969	9,323
Median Age	27.5	28.4	29.1
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.82%	0.21%	0.83%
Households	0.77%	0.23%	0.79%
Families	0.54%	0.11%	0.71%
Owner HHs	0.76%	0.22%	0.72%
Median Household Income	1.58%	1.58%	2.12%

	2017		2022	
Households by Income	Number	Percent	Number	Percent
<$15,000	2,955	18.8%	2,997	18.3%
$15,000 - $24,999	2,348	14.9%	2,275	13.9%
$25,000 - $34,999	2,183	13.9%	2,079	12.7%
$35,000 - $49,999	2,136	13.6%	2,019	12.4%
$50,000 - $74,999	2,171	13.8%	2,178	13.3%
$75,000 - $99,999	1,381	8.8%	1,577	9.6%
$100,000 - $149,999	1,438	9.1%	1,804	11.0%
$150,000 - $199,999	544	3.5%	686	4.2%
$200,000+	577	3.7%	732	4.5%
Median Household Income	$37,024		$40,041	
Average Household Income	$59,338		$68,036	
Per Capita Income	$26,150		$29,835	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,010	6.0%	1,979	5.6%	2,086	5.6%
5 - 9	1,820	5.5%	1,790	5.0%	1,832	5.0%
10 - 14	1,640	4.9%	1,716	4.8%	1,771	4.8%
15 - 19	2,420	7.3%	2,540	7.2%	2,677	7.2%
20 - 24	7,276	21.9%	7,509	21.2%	7,476	20.2%
25 - 34	4,956	14.9%	5,555	15.7%	5,640	15.3%
35 - 44	3,153	9.5%	3,343	9.4%	3,751	10.2%
45 - 54	3,205	9.6%	3,083	8.7%	3,044	8.2%
55 - 64	2,922	8.8%	3,180	9.0%	3,093	8.4%
65 - 74	1,771	5.3%	2,468	7.0%	2,863	7.8%
75 - 84	1,313	3.9%	1,393	3.9%	1,777	4.8%
85+	780	2.3%	890	2.5%	920	2.5%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	26,115	78.5%	26,837	75.7%	27,198	73.6%
Black Alone	4,113	12.4%	4,686	13.2%	5,100	13.8%
American Indian Alone	115	0.3%	125	0.4%	134	0.4%
Asian Alone	1,174	3.5%	1,571	4.4%	1,870	5.1%
Pacific Islander Alone	10	0.0%	16	0.0%	20	0.1%
Some Other Race Alone	496	1.5%	672	1.9%	802	2.2%
Two or More Races	1,241	3.7%	1,539	4.3%	1,805	4.9%
Hispanic Origin (Any Race)	1,399	4.2%	1,954	5.5%	2,437	6.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

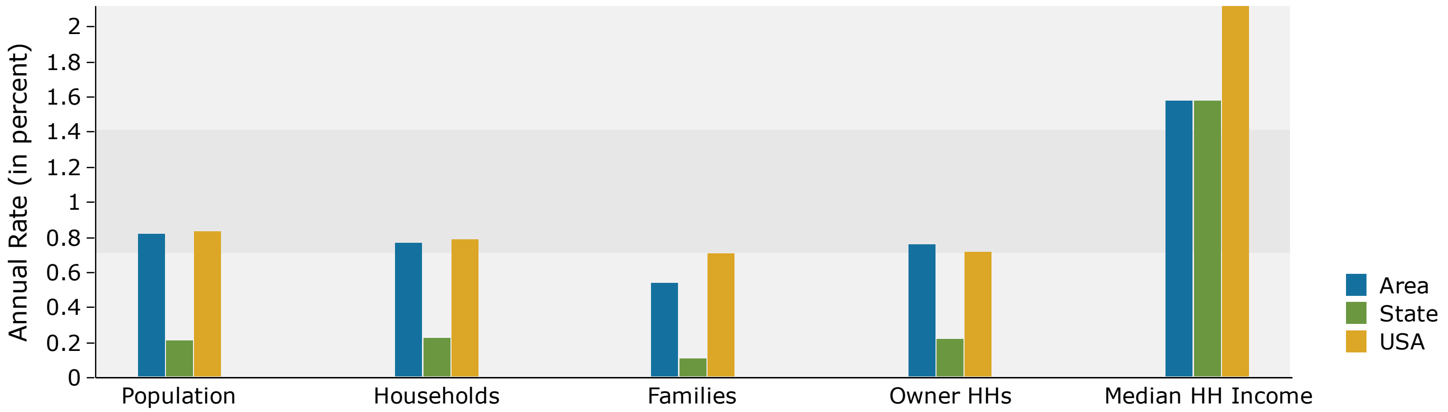
November 10, 2017

Demographic and Income Profile

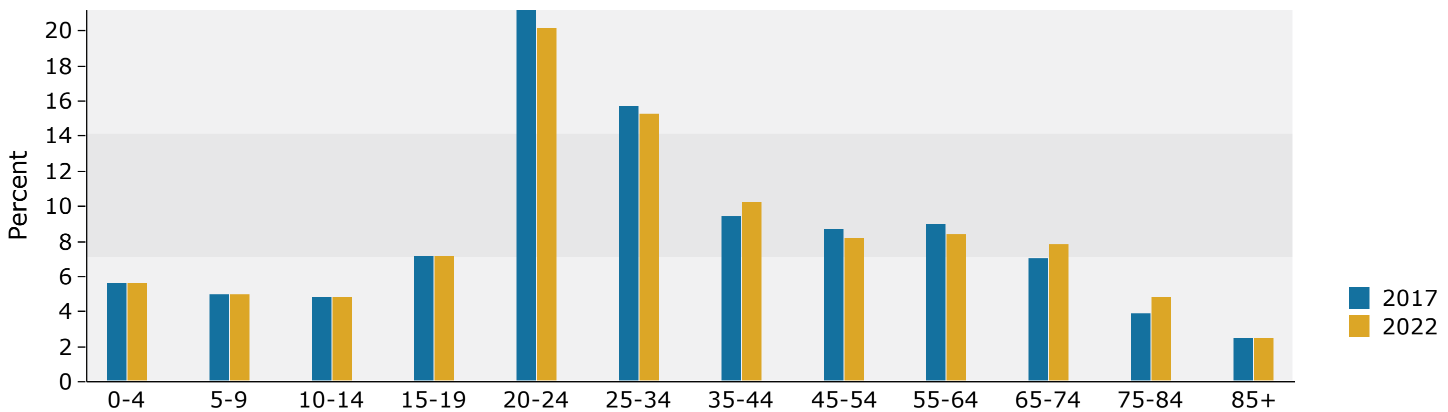
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.25909
Longitude: -85.67758

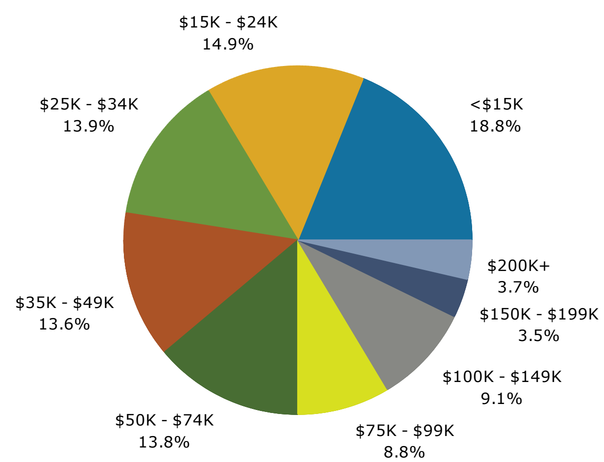
Trends 2017-2022



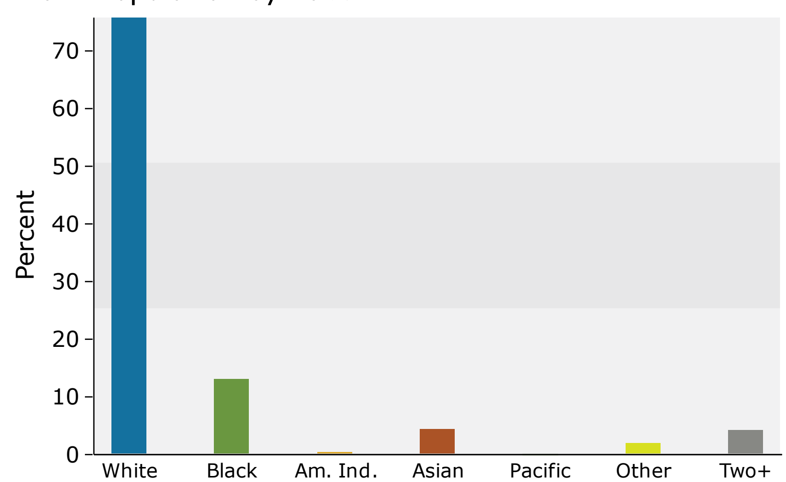
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 5.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

November 10, 2017

Demographic and Income Profile

Oshtemo Twp DDA District Center
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.25890
Longitude: -85.67755

Summary	Census 2010	2017	2022
Population	80,212	85,087	88,391
Households	31,910	33,718	35,009
Families	16,990	17,524	17,996
Average Household Size	2.34	2.36	2.37
Owner Occupied Housing Units	17,643	17,938	18,547
Renter Occupied Housing Units	14,267	15,780	16,462
Median Age	28.3	29.3	30.3
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.76%	0.21%	0.83%
Households	0.75%	0.23%	0.79%
Families	0.53%	0.11%	0.71%
Owner HHs	0.67%	0.22%	0.72%
Median Household Income	2.15%	1.58%	2.12%

	2017		2022	
Households by Income	Number	Percent	Number	Percent
<$15,000	5,511	16.3%	5,612	16.0%
$15,000 - $24,999	4,194	12.4%	4,040	11.5%
$25,000 - $34,999	3,921	11.6%	3,689	10.5%
$35,000 - $49,999	4,216	12.5%	3,952	11.3%
$50,000 - $74,999	4,955	14.7%	4,854	13.9%
$75,000 - $99,999	3,385	10.0%	3,764	10.8%
$100,000 - $149,999	3,845	11.4%	4,628	13.2%
$150,000 - $199,999	1,729	5.1%	2,083	5.9%
$200,000+	1,961	5.8%	2,387	6.8%
Median Household Income	$45,650		$50,766	
Average Household Income	$71,865		$81,640	
Per Capita Income	$29,566		$33,398	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,388	5.5%	4,292	5.0%	4,465	5.1%
5 - 9	4,447	5.5%	4,167	4.9%	4,190	4.7%
10 - 14	4,382	5.5%	4,321	5.1%	4,307	4.9%
15 - 19	7,819	9.7%	8,018	9.4%	8,202	9.3%
20 - 24	15,172	18.9%	16,273	19.1%	16,164	18.3%
25 - 34	10,108	12.6%	11,153	13.1%	11,626	13.2%
35 - 44	8,160	10.2%	8,057	9.5%	8,689	9.8%
45 - 54	8,861	11.0%	8,336	9.8%	8,086	9.1%
55 - 64	7,820	9.7%	8,775	10.3%	8,586	9.7%
65 - 74	4,393	5.5%	6,426	7.6%	7,768	8.8%
75 - 84	2,951	3.7%	3,272	3.8%	4,254	4.8%
85+	1,711	2.1%	1,999	2.3%	2,054	2.3%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	66,099	82.4%	67,997	79.9%	68,989	78.0%
Black Alone	7,422	9.3%	8,426	9.9%	9,175	10.4%
American Indian Alone	262	0.3%	283	0.3%	302	0.3%
Asian Alone	2,899	3.6%	3,906	4.6%	4,657	5.3%
Pacific Islander Alone	33	0.0%	49	0.1%	64	0.1%
Some Other Race Alone	956	1.2%	1,288	1.5%	1,537	1.7%
Two or More Races	2,541	3.2%	3,139	3.7%	3,668	4.1%
Hispanic Origin (Any Race)	2,925	3.6%	4,086	4.8%	5,085	5.8%

Data Note: Income is expressed in current dollars.

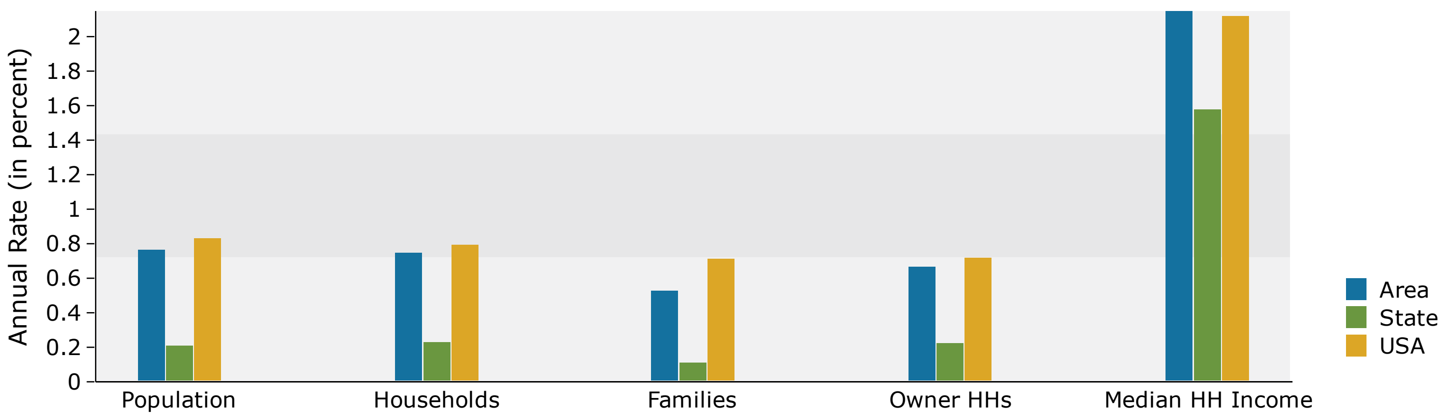
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

November 10, 2017

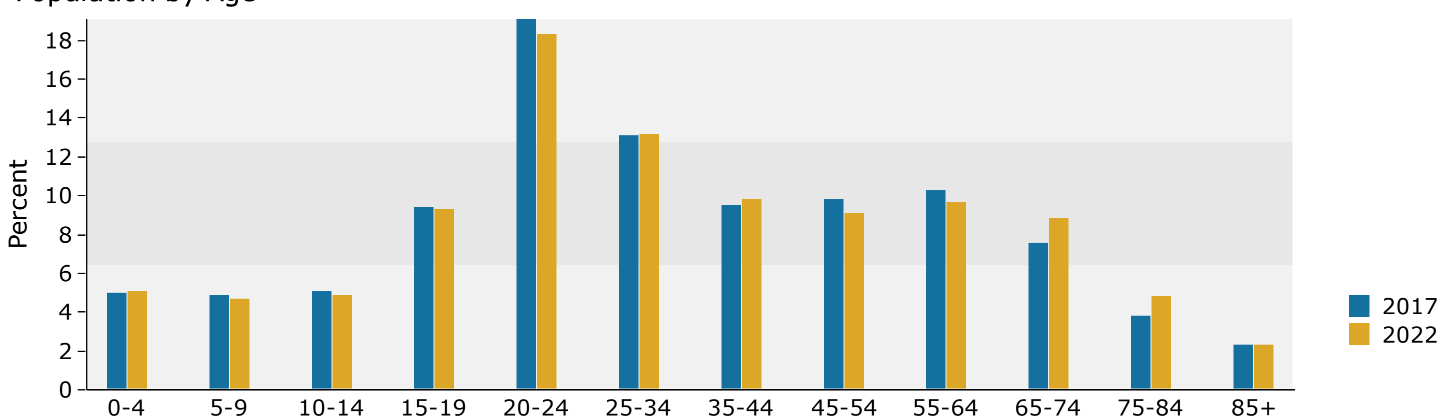
Oshtemo Twp DDA District Center
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.25890
Longitude: -85.67755

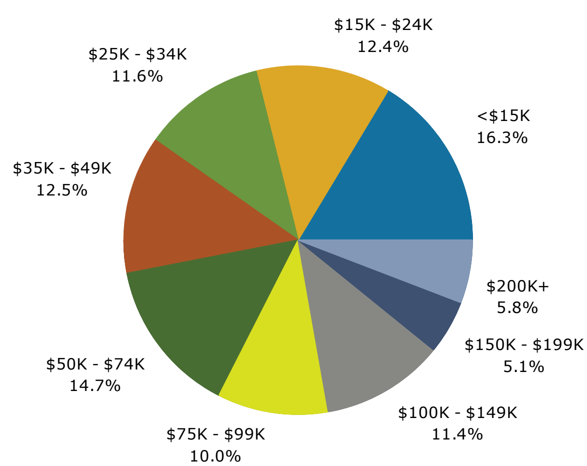
Trends 2017-2022



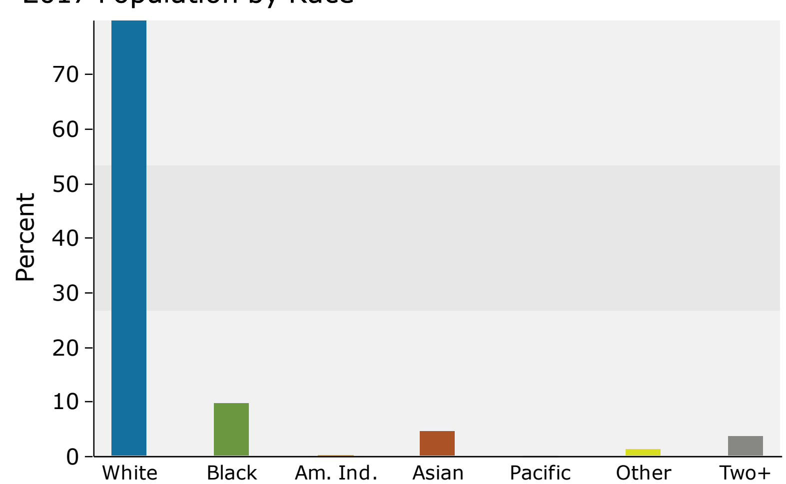
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 4.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Demographic and Income Profile

Oshtemo DDA 10 Minue Drive Cut Off at I-94 and US-131
Area: 39.21 square miles

Prepared by Esri

Summary	Census 2010	2017	2022
Population	22,363	23,588	24,461
Households	9,078	9,533	9,870
Families	5,553	5,721	5,868
Average Household Size	2.45	2.46	2.47
Owner Occupied Housing Units	6,151	6,279	6,523
Renter Occupied Housing Units	2,927	3,254	3,347
Median Age	35.5	37.0	38.6
Trends: 2017 - 2022 Annual Rate	**Area**	**State**	**National**
Population	0.73%	0.21%	0.83%
Households	0.70%	0.23%	0.79%
Families	0.51%	0.11%	0.71%
Owner HHs	0.77%	0.22%	0.72%
Median Household Income	2.48%	1.58%	2.12%

	2017		2022	
Households by Income	Number	Percent	Number	Percent
<$15,000	1,182	12.4%	1,164	11.8%
$15,000 - $24,999	979	10.3%	907	9.2%
$25,000 - $34,999	886	9.3%	799	8.1%
$35,000 - $49,999	1,172	12.3%	1,070	10.8%
$50,000 - $74,999	1,629	17.1%	1,568	15.9%
$75,000 - $99,999	1,109	11.6%	1,214	12.3%
$100,000 - $149,999	1,431	15.0%	1,733	17.6%
$150,000 - $199,999	599	6.3%	745	7.5%
$200,000+	545	5.7%	671	6.8%
Median Household Income	$56,392		$63,731	
Average Household Income	$79,481		$91,108	
Per Capita Income	$32,446		$37,113	

	Census 2010		2017		2022	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,362	6.1%	1,315	5.6%	1,337	5.5%
5 - 9	1,459	6.5%	1,370	5.8%	1,367	5.6%
10 - 14	1,423	6.4%	1,436	6.1%	1,439	5.9%
15 - 19	1,578	7.1%	1,666	7.1%	1,731	7.1%
20 - 24	2,563	11.5%	2,535	10.7%	2,487	10.2%
25 - 34	2,667	11.9%	2,906	12.3%	2,773	11.3%
35 - 44	2,692	12.0%	2,685	11.4%	2,971	12.1%
45 - 54	2,908	13.0%	2,770	11.7%	2,711	11.1%
55 - 64	2,765	12.4%	3,014	12.8%	2,860	11.7%
65 - 74	1,525	6.8%	2,298	9.7%	2,754	11.3%
75 - 84	896	4.0%	1,020	4.3%	1,419	5.8%
85+	524	2.3%	572	2.4%	611	2.5%

	Census 2010		2017		2022	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	19,060	85.2%	19,585	83.0%	19,911	81.4%
Black Alone	1,776	7.9%	2,037	8.6%	2,245	9.2%
American Indian Alone	77	0.3%	84	0.4%	89	0.4%
Asian Alone	561	2.5%	753	3.2%	894	3.7%
Pacific Islander Alone	8	0.0%	10	0.0%	13	0.1%
Some Other Race Alone	252	1.1%	337	1.4%	398	1.6%
Two or More Races	630	2.8%	781	3.3%	910	3.7%
Hispanic Origin (Any Race)	799	3.6%	1,109	4.7%	1,365	5.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

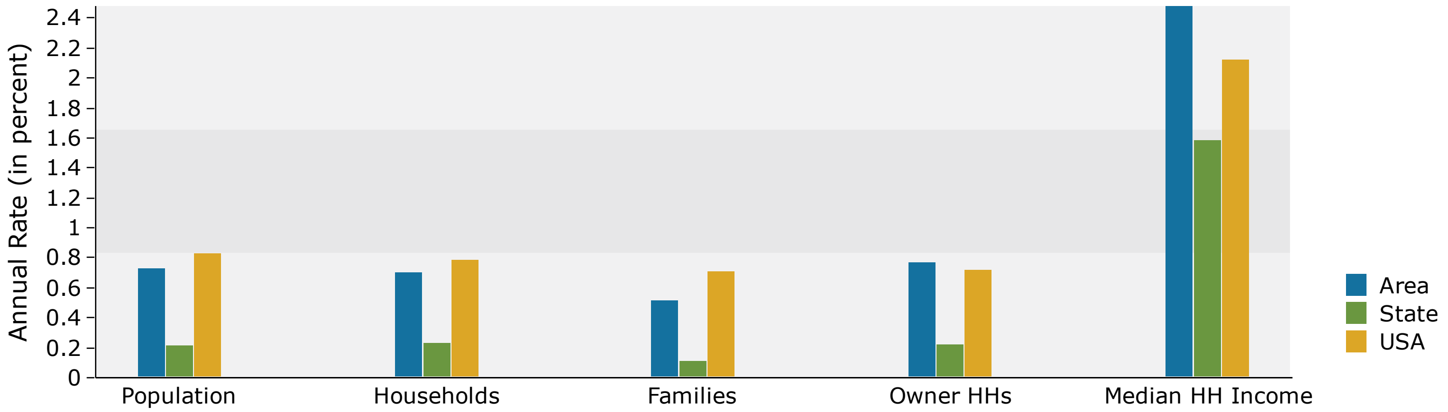
November 10, 2017

Demographic and Income Profile

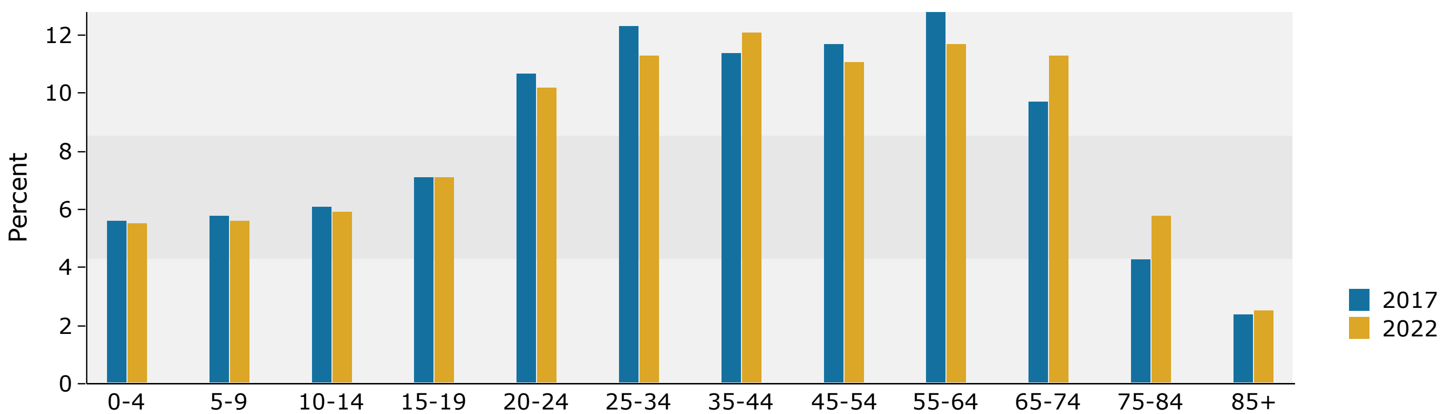
Oshtemo DDA 10 Minue Drive Cut Off at I-94 and US-131 — Prepared by Esri

Area: 39.21 square miles

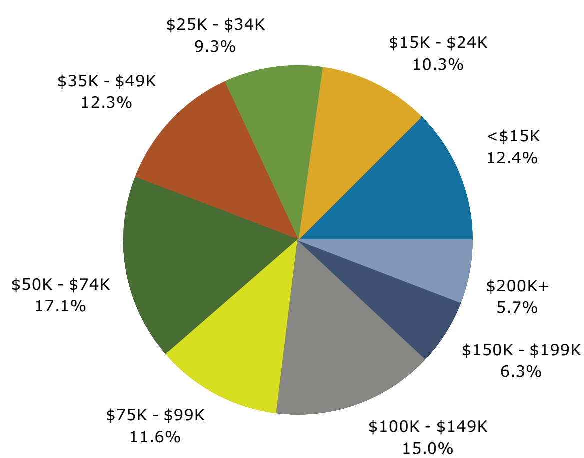
Trends 2017-2022



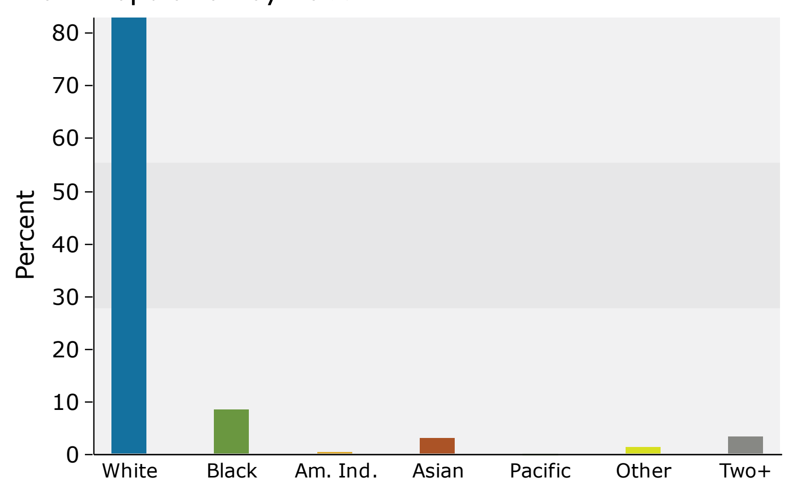
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

November 10, 2017

Retail MarketPlace Profile

3311 S 9th St, Oshtemo Twp, Michigan, 49009
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.25909
Longitude: -85.67758

Summary Demographics						
2017 Population						35,445
2017 Households						15,731
2017 Median Disposable Income						$31,045
2017 Per Capita Income						$26,150

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	$452,110,722	$1,131,626,375	-$679,515,653	-42.9	257
Total Retail Trade	44-45	$407,795,482	$1,053,934,451	-$646,138,969	-44.2	167
Total Food & Drink	722	$44,315,240	$77,691,924	-$33,376,684	-27.4	90

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$85,662,980	$417,081,591	-$331,418,611	-65.9	42
Automobile Dealers	4411	$69,554,432	$385,269,408	-$315,714,976	-69.4	26
Other Motor Vehicle Dealers	4412	$7,214,500	$3,556,333	$3,658,167	34.0	1
Auto Parts, Accessories & Tire Stores	4413	$8,894,048	$28,255,850	-$19,361,802	-52.1	15
Furniture & Home Furnishings Stores	442	$13,539,978	$42,678,388	-$29,138,410	-51.8	12
Furniture Stores	4421	$8,568,722	$20,123,240	-$11,554,518	-40.3	9
Home Furnishings Stores	4422	$4,971,256	$22,555,149	-$17,583,893	-63.9	3
Electronics & Appliance Stores	443	$13,492,747	$3,632,440	$9,860,307	57.6	6
Bldg Materials, Garden Equip. & Supply Stores	444	$25,616,431	$47,244,404	-$21,627,973	-29.7	15
Bldg Material & Supplies Dealers	4441	$23,458,818	$44,924,197	-$21,465,379	-31.4	12
Lawn & Garden Equip & Supply Stores	4442	$2,157,612	$2,320,207	-$162,595	-3.6	2
Food & Beverage Stores	445	$73,691,293	$72,523,669	$1,167,624	0.8	17
Grocery Stores	4451	$64,622,518	$65,293,431	-$670,913	-0.5	12
Specialty Food Stores	4452	$3,633,820	$0	$3,633,820	100.0	0
Beer, Wine & Liquor Stores	4453	$5,434,955	$7,198,025	-$1,763,070	-14.0	5
Health & Personal Care Stores	446,4461	$28,691,604	$22,392,040	$6,299,564	12.3	13
Gasoline Stations	447,4471	$47,375,512	$61,091,994	-$13,716,482	-12.6	11
Clothing & Clothing Accessories Stores	448	$21,924,878	$6,333,446	$15,591,432	55.2	8
Clothing Stores	4481	$14,633,779	$1,731,748	$12,902,031	78.8	3
Shoe Stores	4482	$3,147,060	$3,105,599	$41,461	0.7	3
Jewelry, Luggage & Leather Goods Stores	4483	$4,144,039	$1,496,099	$2,647,940	46.9	2
Sporting Goods, Hobby, Book & Music Stores	451	$11,321,873	$19,084,379	-$7,762,506	-25.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	$9,332,012	$18,179,741	-$8,847,729	-32.2	10
Book, Periodical & Music Stores	4512	$1,989,861	$904,637	$1,085,224	37.5	2
General Merchandise Stores	452	$64,332,571	$340,566,371	-$276,233,800	-68.2	9
Department Stores Excluding Leased Depts.	4521	$44,253,610	$177,601,444	-$133,347,834	-60.1	4
Other General Merchandise Stores	4529	$20,078,960	$162,964,927	-$142,885,967	-78.1	5
Miscellaneous Store Retailers	453	$14,777,361	$20,578,568	-$5,801,207	-16.4	20
Florists	4531	$633,647	$4,212,406	-$3,578,759	-73.8	3
Office Supplies, Stationery & Gift Stores	4532	$3,071,361	$8,382,706	-$5,311,345	-46.4	5
Used Merchandise Stores	4533	$2,687,225	$878,220	$1,809,005	50.7	2
Other Miscellaneous Store Retailers	4539	$8,385,128	$7,105,235	$1,279,893	8.3	10
Nonstore Retailers	454	$7,368,255	$727,162	$6,641,093	82.0	1
Electronic Shopping & Mail-Order Houses	4541	$6,045,937	$0	$6,045,937	100.0	0
Vending Machine Operators	4542	$443,298	$0	$443,298	100.0	0
Direct Selling Establishments	4543	$879,021	$727,162	$151,859	9.5	1
Food Services & Drinking Places	722	$44,315,240	$77,691,924	-$33,376,684	-27.4	90
Special Food Services	7223	$1,228,360	$658,173	$570,187	30.2	3
Drinking Places - Alcoholic Beverages	7224	$2,496,971	$408,583	$2,088,388	71.9	1
Restaurants/Other Eating Places	7225	$40,589,909	$76,625,168	-$36,035,259	-30.7	86

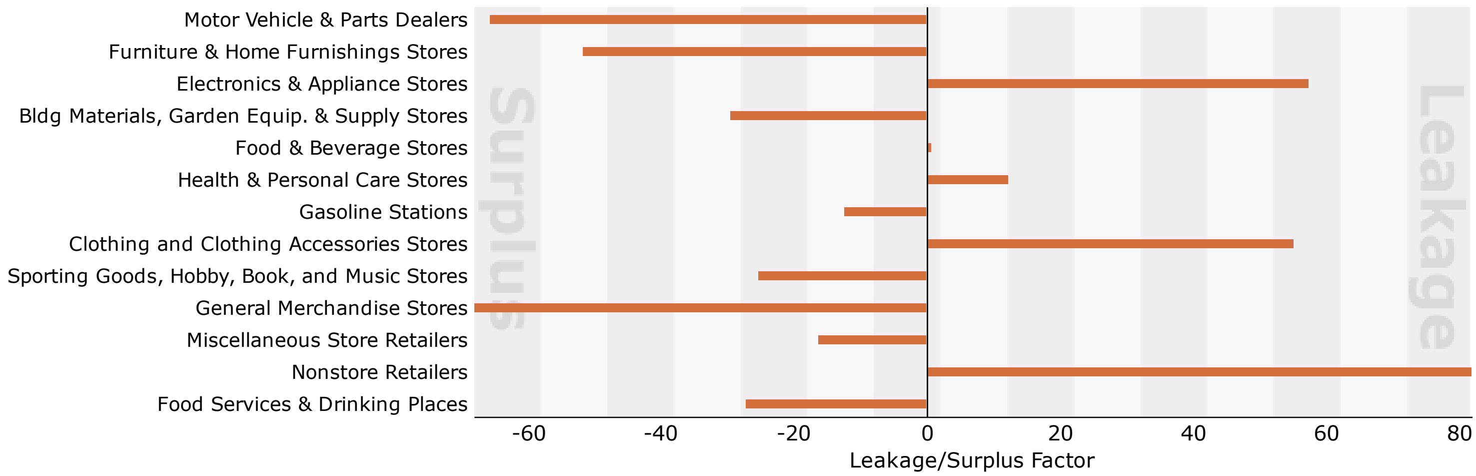
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

November 10, 2017

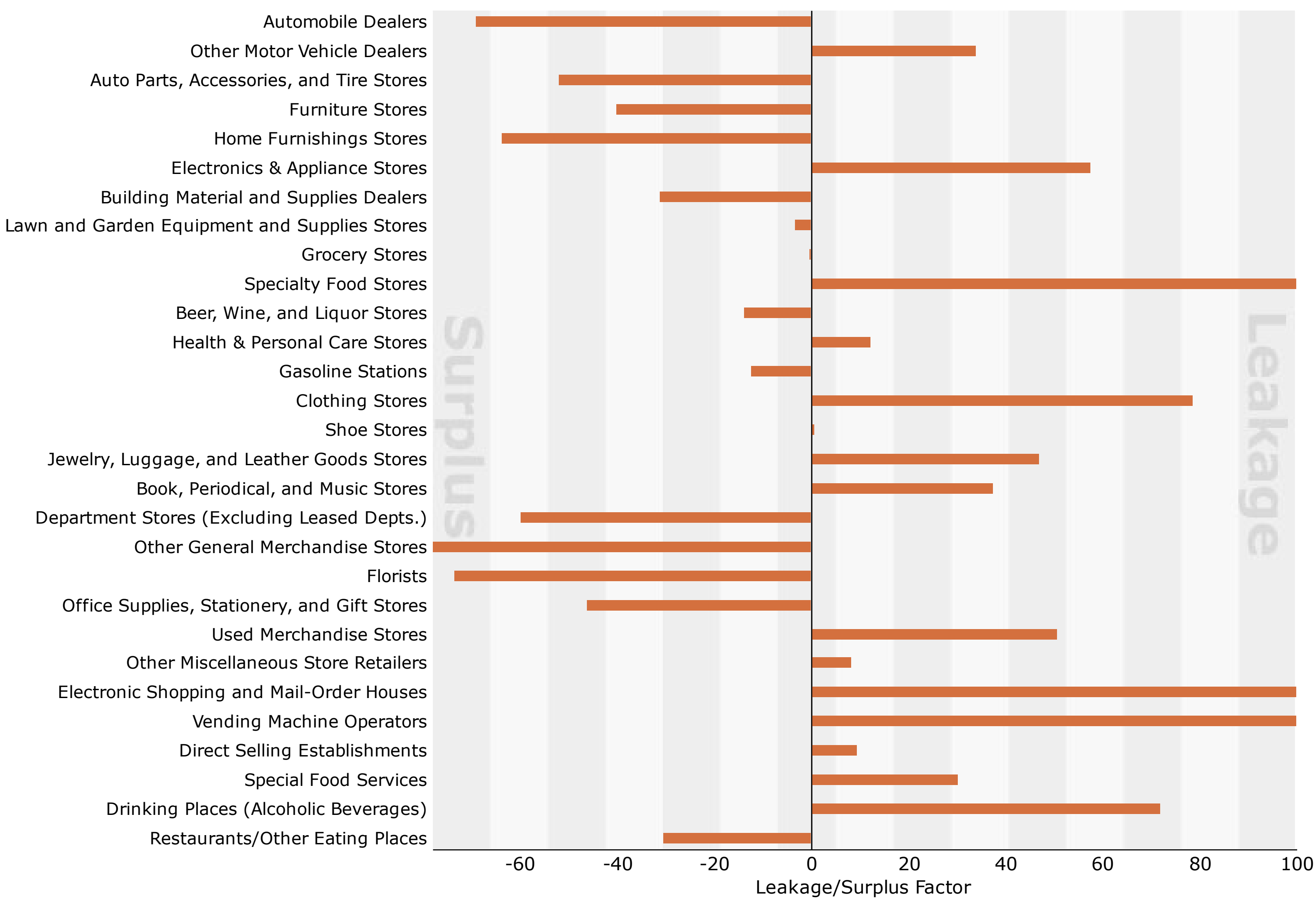
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Ring Band: 0 - 3 mile radius

Prepared by Esri
Latitude: 42.25909
Longitude: -85.67758

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



November 10, 2017

Retail MarketPlace Profile

Oshtemo Twp DDA District Center
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.25890
Longitude: -85.67755

Summary Demographics	
2017 Population	85,087
2017 Households	33,718
2017 Median Disposable Income	$37,950
2017 Per Capita Income	$29,566

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	$1,151,628,082	$1,757,278,152	-$605,650,070	-20.8	498
Total Retail Trade	44-45	$1,038,820,906	$1,606,422,674	-$567,601,768	-21.5	329
Total Food & Drink	722	$112,807,176	$150,855,478	-$38,048,302	-14.4	169

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$218,064,925	$458,534,730	-$240,469,805	-35.5	54
Automobile Dealers	4411	$176,569,414	$413,403,321	-$236,833,907	-40.1	33
Other Motor Vehicle Dealers	4412	$18,764,023	$11,635,821	$7,128,202	23.4	2
Auto Parts, Accessories & Tire Stores	4413	$22,731,488	$33,495,588	-$10,764,100	-19.1	20
Furniture & Home Furnishings Stores	442	$34,930,855	$69,790,912	-$34,860,057	-33.3	22
Furniture Stores	4421	$21,743,185	$35,815,813	-$14,072,628	-24.4	15
Home Furnishings Stores	4422	$13,187,670	$33,975,099	-$20,787,429	-44.1	7
Electronics & Appliance Stores	443	$34,363,834	$14,356,459	$20,007,375	41.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	$69,178,891	$73,878,228	-$4,699,337	-3.3	27
Bldg Material & Supplies Dealers	4441	$63,262,685	$70,104,332	-$6,841,647	-5.1	21
Lawn & Garden Equip & Supply Stores	4442	$5,916,206	$3,773,896	$2,142,310	22.1	7
Food & Beverage Stores	445	$185,594,568	$196,731,360	-$11,136,792	-2.9	36
Grocery Stores	4451	$162,676,739	$183,458,685	-$20,781,946	-6.0	22
Specialty Food Stores	4452	$9,121,941	$2,985,073	$6,136,868	50.7	7
Beer, Wine & Liquor Stores	4453	$13,795,888	$10,287,603	$3,508,285	14.6	7
Health & Personal Care Stores	446,4461	$73,154,782	$59,782,562	$13,372,220	10.1	33
Gasoline Stations	447,4471	$118,502,680	$90,504,407	$27,998,273	13.4	17
Clothing & Clothing Accessories Stores	448	$56,177,178	$35,833,925	$20,343,253	22.1	35
Clothing Stores	4481	$37,327,786	$23,057,917	$14,269,869	23.6	19
Shoe Stores	4482	$8,029,449	$8,152,002	-$122,553	-0.8	7
Jewelry, Luggage & Leather Goods Stores	4483	$10,819,943	$4,624,005	$6,195,938	40.1	9
Sporting Goods, Hobby, Book & Music Stores	451	$28,884,455	$51,804,411	-$22,919,956	-28.4	29
Sporting Goods/Hobby/Musical Instr Stores	4511	$23,970,649	$41,623,473	-$17,652,824	-26.9	23
Book, Periodical & Music Stores	4512	$4,913,805	$10,180,938	-$5,267,133	-34.9	6
General Merchandise Stores	452	$163,409,853	$517,013,060	-$353,603,207	-52.0	16
Department Stores Excluding Leased Depts.	4521	$112,773,895	$245,928,218	-$133,154,323	-37.1	6
Other General Merchandise Stores	4529	$50,635,958	$271,084,843	-$220,448,885	-68.5	10
Miscellaneous Store Retailers	453	$37,603,705	$35,029,792	$2,573,913	3.5	42
Florists	4531	$1,765,623	$5,590,668	-$3,825,045	-52.0	4
Office Supplies, Stationery & Gift Stores	4532	$7,876,218	$12,577,142	-$4,700,924	-23.0	9
Used Merchandise Stores	4533	$6,783,425	$4,403,059	$2,380,366	21.3	9
Other Miscellaneous Store Retailers	4539	$21,178,439	$12,458,923	$8,719,516	25.9	20
Nonstore Retailers	454	$18,955,179	$3,162,827	$15,792,352	71.4	4
Electronic Shopping & Mail-Order Houses	4541	$15,398,949	$0	$15,398,949	100.0	0
Vending Machine Operators	4542	$1,114,288	$0	$1,114,288	100.0	0
Direct Selling Establishments	4543	$2,441,942	$979,684	$1,462,258	42.7	3
Food Services & Drinking Places	722	$112,807,176	$150,855,478	-$38,048,302	-14.4	169
Special Food Services	7223	$3,191,448	$8,441,633	-$5,250,185	-45.1	6
Drinking Places - Alcoholic Beverages	7224	$6,576,814	$2,152,535	$4,424,279	50.7	4
Restaurants/Other Eating Places	7225	$103,038,914	$140,261,310	-$37,222,396	-15.3	159

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 click the link below to view the Methodology Statement.
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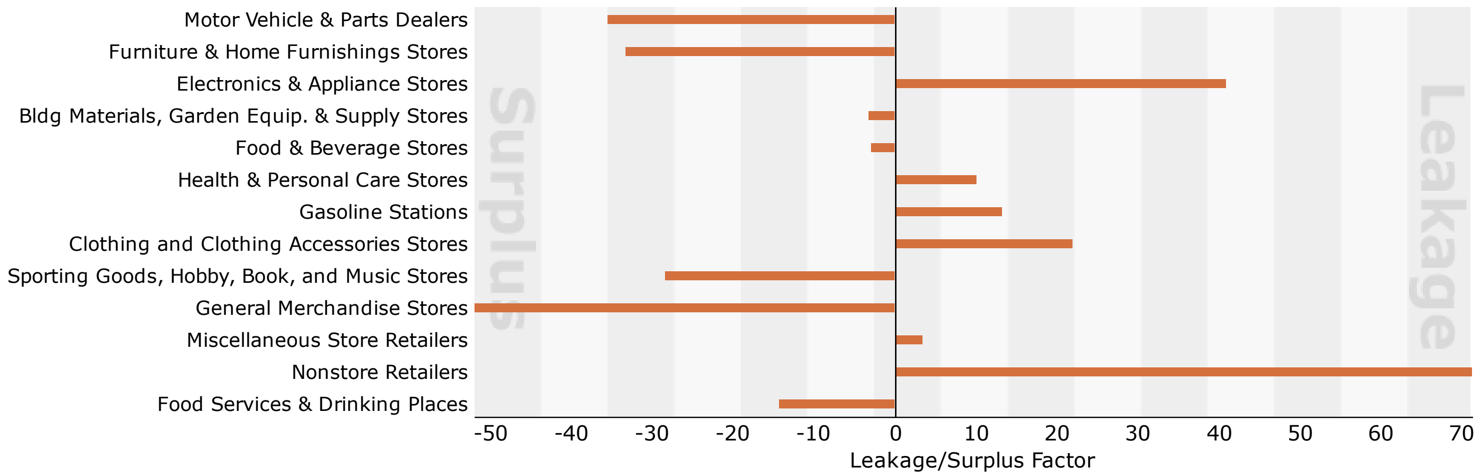
November 10, 2017

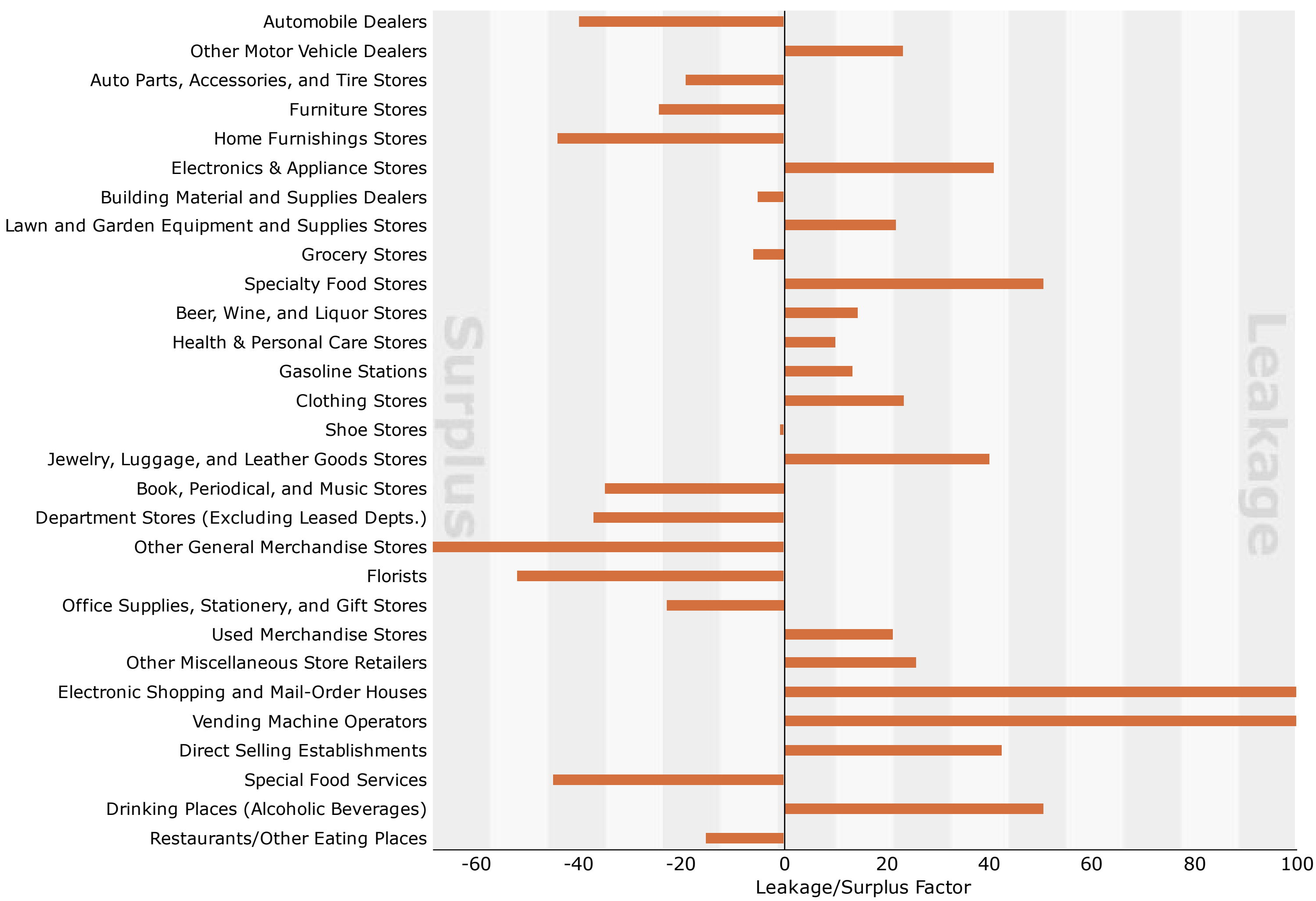
Oshtemo Twp DDA District Center
3311 S 9th St, Oshtemo Twp, Michigan, 49009
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 42.25890
Longitude: -85.67755

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



November 10, 2017

Retail MarketPlace Profile

Oshtemo DDA 10 Minue Drive Cut Off at I-94 and US-131
Area: 39.21 square miles

Prepared by Esri

Summary Demographics	
2017 Population	23,588
2017 Households	9,533
2017 Median Disposable Income	$46,233
2017 Per Capita Income	$32,446

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	$359,075,632	$535,419,040	-$176,343,408	-19.7	134
Total Retail Trade	44-45	$324,318,586	$510,896,315	-$186,577,729	-22.3	98
Total Food & Drink	722	$34,757,046	$24,522,726	$10,234,320	17.3	36

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$67,891,845	$194,977,771	-$127,085,926	-48.3	24
Automobile Dealers	4411	$54,848,486	$161,888,723	-$107,040,237	-49.4	13
Other Motor Vehicle Dealers	4412	$5,924,546	$11,611,223	-$5,686,677	-32.4	2
Auto Parts, Accessories & Tire Stores	4413	$7,118,813	$21,477,824	-$14,359,011	-50.2	9
Furniture & Home Furnishings Stores	442	$10,877,041	$27,700,398	-$16,823,357	-43.6	10
Furniture Stores	4421	$6,669,079	$4,872,928	$1,796,151	15.6	6
Home Furnishings Stores	4422	$4,207,961	$22,827,469	-$18,619,508	-68.9	4
Electronics & Appliance Stores	443	$10,609,569	$4,074,815	$6,534,754	44.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	$22,486,459	$29,250,831	-$6,764,372	-13.1	17
Bldg Material & Supplies Dealers	4441	$20,570,459	$26,493,973	-$5,923,514	-12.6	13
Lawn & Garden Equip & Supply Stores	4442	$1,916,000	$2,756,858	-$840,858	-18.0	5
Food & Beverage Stores	445	$57,779,366	$96,242,555	-$38,463,189	-25.0	10
Grocery Stores	4451	$50,667,866	$90,643,223	-$39,975,357	-28.3	6
Specialty Food Stores	4452	$2,834,375	$676,543	$2,157,832	61.5	1
Beer, Wine & Liquor Stores	4453	$4,277,125	$4,922,788	-$645,663	-7.0	3
Health & Personal Care Stores	446,4461	$23,337,346	$10,474,664	$12,862,682	38.0	4
Gasoline Stations	447,4471	$36,773,384	$13,052,270	$23,721,114	47.6	4
Clothing & Clothing Accessories Stores	448	$17,278,630	$1,412,848	$15,865,782	84.9	3
Clothing Stores	4481	$11,477,893	$0	$11,477,893	100.0	0
Shoe Stores	4482	$2,465,548	$0	$2,465,548	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$3,335,189	$1,375,574	$1,959,615	41.6	2
Sporting Goods, Hobby, Book & Music Stores	451	$8,897,383	$14,718,518	-$5,821,135	-24.6	7
Sporting Goods/Hobby/Musical Instr Stores	4511	$7,449,972	$14,056,831	-$6,606,859	-30.7	6
Book, Periodical & Music Stores	4512	$1,447,411	$661,687	$785,724	37.3	1
General Merchandise Stores	452	$50,686,383	$108,576,295	-$57,889,912	-36.3	4
Department Stores Excluding Leased Depts.	4521	$34,933,051	$106,114,000	-$71,180,949	-50.5	1
Other General Merchandise Stores	4529	$15,753,332	$2,462,295	$13,291,037	73.0	3
Miscellaneous Store Retailers	453	$11,778,338	$8,459,482	$3,318,856	16.4	9
Florists	4531	$567,373	$1,777,071	-$1,209,698	-51.6	1
Office Supplies, Stationery & Gift Stores	4532	$2,469,109	$4,975,398	-$2,506,289	-33.7	2
Used Merchandise Stores	4533	$2,073,763	$0	$2,073,763	100.0	0
Other Miscellaneous Store Retailers	4539	$6,668,094	$1,647,785	$5,020,309	60.4	6
Nonstore Retailers	454	$5,922,841	$0	$5,922,841	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$4,787,422	$0	$4,787,422	100.0	0
Vending Machine Operators	4542	$345,283	$0	$345,283	100.0	0
Direct Selling Establishments	4543	$790,136	$0	$790,136	100.0	0
Food Services & Drinking Places	722	$34,757,046	$24,522,726	$10,234,320	17.3	36
Special Food Services	7223	$974,836	$567,836	$407,000	26.4	2
Drinking Places - Alcoholic Beverages	7224	$2,043,592	$408,583	$1,635,009	66.7	1
Restaurants/Other Eating Places	7225	$31,738,619	$23,546,307	$8,192,312	14.8	32

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 click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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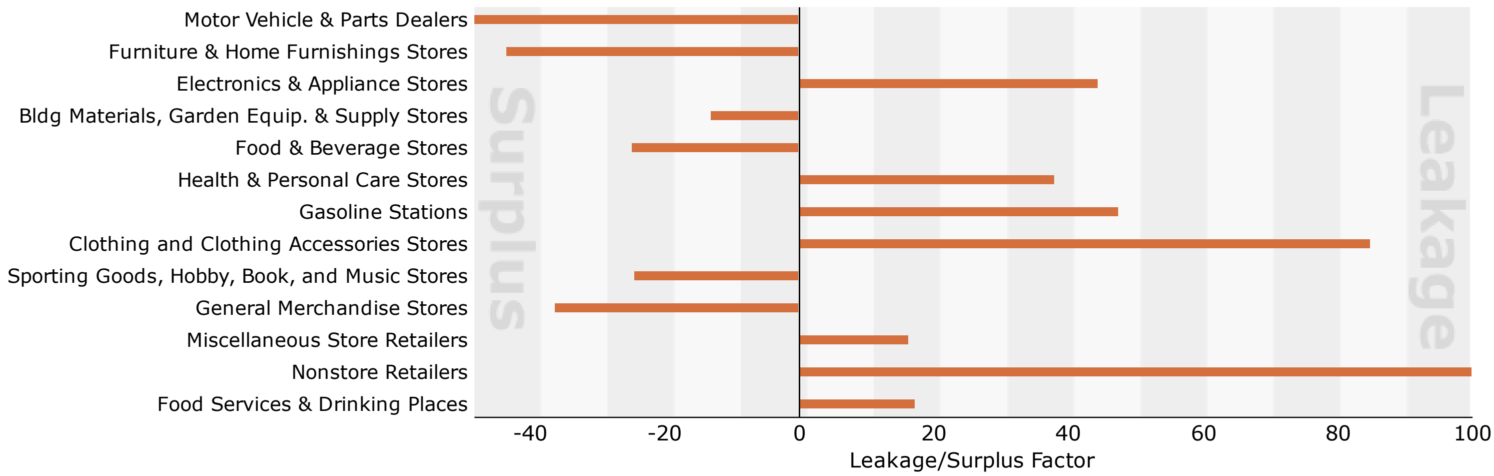
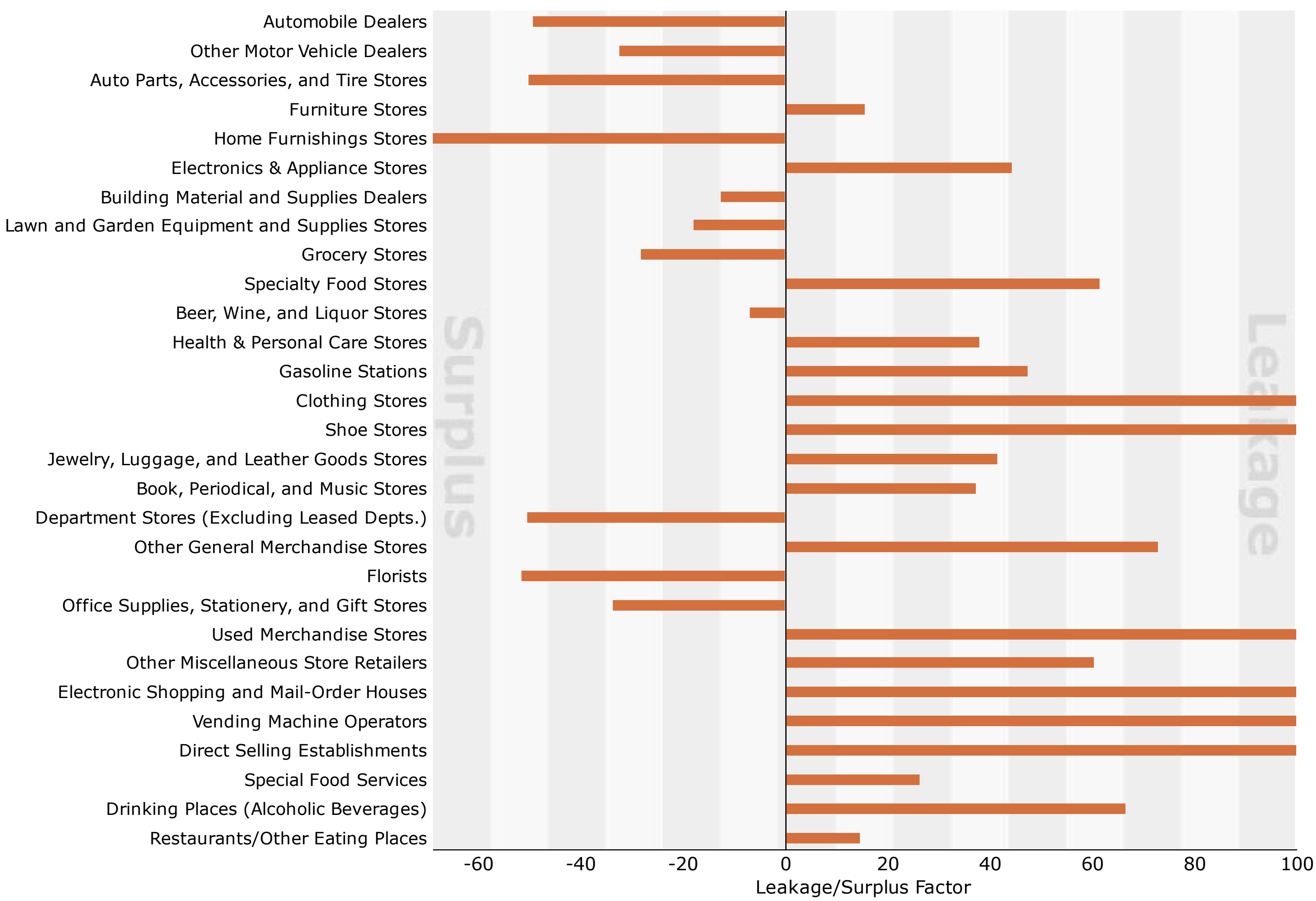
Prepared by Esri

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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