Division United

Existing Corridor Conditions

April 2020
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Introduction & Project Description

- Since 2014, the Silver Line Bus Rapid Transit (BRT) has increased the capacity, speed and accessibility of transit in the South Division corridor. However, this transportation investment has not resulted in corresponding private investments and development along the corridor.
- In this project, the Rapid and its partners seek to understand the barriers to investment and opportunity along the Silver Line route south of Wealthy Street. They are in pursuit of interventions that will bring benefits to current residents while spurring additional opportunities and positive momentum in the corridor.
- One of the best ways to maximize the value of high-frequency transit service is to ensure that stations are accessible to as many people and jobs as possible. This is the foundation of transit-oriented development (TOD).
- Division United seeks to develop a strategy to encourage greater development, density and neighborhood vibrancy in the study corridor.
The purpose of this document is to examine the existing conditions of the corridor in order to **better understand the barriers and opportunities to development** currently in place.

**Existing Conditions** is part of the first phase of learning and relationship-building. It will be used to inform planning goals and principles in the next phase.
• Existing Conditions is divided into five sections—demographics, transportation, land use and zoning, housing and real estate, and quality of life.

• Each section reviews current data on the topic, identifies strengths and weaknesses, and summarizes findings at the corridor level.

• Our goal is to investigate transportation conditions to understand how to strengthen the current connection between the Silver Line and corridor residents.
The study area is formed by an approximately half mile buffer around the Rapid’s Silver Line route along South Division south of Wealthy Ave. The study area does not include the portion of the Silver Line that continues north through downtown Grand Rapids.

The study area includes 10 stations and station areas and borders an 11th (Wealthy Station).

The study area is within the municipalities of:
- Grand Rapids (38%)
- City of Wyoming (41%)
- City of Kentwood (15%)

The half mile around 60th street to the south falls into Gaines Township and Byron Township. However, these municipalities are not study participants.
Study Zones: Purpose and Need

Why use study zones?
• The corridor study area is very long but not very wide at approximately seven miles in length and only a mile and a half wide at its widest point.
• Characteristics in the study area, such as building stock and prices, demographic and housing conditions, and quality of life vary widely from the north to the south end.
• For this reason, the study area is broken down into four smaller, more manageable study zones. These zones will serve as the basis for later analysis and inform future area plans.

How were the study zones selected?
• Transit-Based: Each Zone consists of clusters of two to four adjacent stations.
• Uniformity of Size: Each Zone is between 1.7 and 2 miles in length
• Regulatory Consistency: Each Zone overlaps no more than two partner cities at once.
• Master Plan Ready: Each Zone is subdivided along an existing street to avoid splitting parcels across zones. Non-primary streets were used as break points to encompass Silver Line Station buffers within assigned Zones.
The study area is segmented into 4 zones of analysis.
Each zone is between 1.7 and 2 miles long and contains 2-3 transit stops.
Each zone is divided along an east-west street.

**ZONE 1:**
Wealthy to Cottage Grove Station Areas

**ZONE 2:**
Burton to 28th Street Station Areas

**ZONE 3:**
36th to 44th Street Station Areas

**ZONE 4:**
52nd to 60th Street Station Areas
Project Partners & Sponsors

- City of Grand Rapids
- Kentwood, Michigan
- City of Wyoming, Michigan
- The Rapid

Diagram showing project partners and sponsors:

- AECOM
  - Development, Urban Design, Transportation
- JLS
  - Development Codes
- InspireGreen
  - Equity & Mobility
- AlignED
  - Stakeholder Engagement & Land Use
- Team BetterBlock
  - Placemaking
- EPIC
  - Neighborhood Ambassadors
What are Demographics?

- Demographics refers to the number of people who live in a certain area and their characteristics.
- The U.S. Census Bureau tracks characteristics such as income, employment, age, ethnicity, household size, and housing units, along with dozens of other categories.
- Demographic information informs government decisions about resource use, service provision, and municipal district creation.
- This section will examine demographic and employment conditions in the study area.
Takeaways

• The study area is generally more racially diverse than any individual participating city. There is also great diversity within the corridor in terms of both income and race.

• The study area has a similar labor participation rate to its partner cities, but a higher unemployment rate and lower median income than any individual participating city.

• The largest number of jobs within the study area are within the retail trade category, followed by manufacturing and wholesale trade. Most of these employees live outside of the study area.
The study area has a similar population density to Grand Rapids, and a higher average population density than Kentwood or Wyoming.

The greatest residential population density is in block groups surrounding the Cottage Grove and Burton Station Areas.

These portions of the corridor have eight times the density of the least dense block groups.

### Population Density

<table>
<thead>
<tr>
<th>ACS 2017 Population</th>
<th>Study Area</th>
<th>Grand Rapids</th>
<th>Kentwood</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>54,706</td>
<td>195,355</td>
<td>1,154</td>
<td>75,124</td>
</tr>
<tr>
<td>Total Land Area</td>
<td>7,970</td>
<td>29,013</td>
<td>13,402</td>
<td>15,965</td>
</tr>
<tr>
<td>Population Density</td>
<td>6.9</td>
<td>6.7</td>
<td>3.8</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Source: ACS 2017 5-year estimates
The study area is generally more racially diverse than any individual participating city.

The study area has a greater share of Latinx/Hispanic-identified people and Black people than any individual participating city.

There is a significant share of individuals identified as two or more races in the study area.

### Ethnicity

<table>
<thead>
<tr>
<th>2017 Estimates</th>
<th>Study Area</th>
<th>Grand Rapids</th>
<th>Kentwood</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino</td>
<td>31.8%</td>
<td>15.3%</td>
<td>9.9%</td>
<td>22.1%</td>
</tr>
<tr>
<td>White alone</td>
<td>39.7%</td>
<td>59.7%</td>
<td>59.6%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Black of African American alone</td>
<td>20.7%</td>
<td>19.1%</td>
<td>17.7%</td>
<td>6.9%</td>
</tr>
<tr>
<td>American Indian and Alaska Native alone</td>
<td>0.36%</td>
<td>0.32%</td>
<td>0.11%</td>
<td>0.50%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>2.8%</td>
<td>2.1%</td>
<td>9.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander alone</td>
<td>*0.00%</td>
<td>0.14%</td>
<td>0.02%</td>
<td>0.05%</td>
</tr>
<tr>
<td>Some other race alone</td>
<td>0.05%</td>
<td>0.14%</td>
<td>0.37%</td>
<td>0.04%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>4.5%</td>
<td>3.4%</td>
<td>2.9%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Source: ACS 2017 5-year estimates
The median age for people in the study area is approximately the same as Grand Rapids and a few years younger than Kentwood or Wyoming.

The block groups with the youngest median age are located between Franklin Station and Kroc Center. There are also a significant number of elementary, middle, and high schools in this area.

The block groups with the highest median age are located at opposite ends of the corridor, at Wealthy street and 52nd street respectively.

The gap in median age for block groups in the corridor is approximately 22 years.

<table>
<thead>
<tr>
<th>ACS 2017 Median Age</th>
<th>Study Area</th>
<th>Grand Rapids</th>
<th>Kentwood</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>31.6</td>
<td>31.1</td>
<td>34.8</td>
<td>33.1</td>
</tr>
</tbody>
</table>

Source: ACS 2017 5-year estimates
- The average median household income for the 35 block groups in the study area is lower than that of any participating city.
- The lowest annual median incomes ($17-$21K) fall within census block groups near Franklin and Hall Stations.
- The highest annual median incomes ($60-$66K) fall within census blocks inside the municipality of Wyoming, primarily between the Kroc Center and 44th Street on the west side of the corridor.

<table>
<thead>
<tr>
<th>ACS 2017 Median Household Income</th>
<th>Study Area</th>
<th>Grand Rapids</th>
<th>Kentwood</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Income</td>
<td>$38,517</td>
<td>$44,369</td>
<td>$50,689</td>
<td>$50,971</td>
</tr>
</tbody>
</table>

Source: ACS 2017 5-year estimates
Labor Participation

- The study area has a similar labor participation rate to its partner cities.
- The study area has a higher unemployment rate than any individual participating city. It is almost 1% higher than Grand Rapids and almost double the rate of Kentwood (8% vs 4%)
- The highest unemployment rates, around 20-30% of the working age population, are concentrated in the block groups north of Burton and south of Wealthy Street.

<table>
<thead>
<tr>
<th>ACS 2017 Labor &amp; Employment Status</th>
<th>Study Area</th>
<th>Grand Rapids</th>
<th>Kentwood</th>
<th>Wyoming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Individuals Participating in Labor</td>
<td>27,198</td>
<td>104,805</td>
<td>27,987</td>
<td>41,269</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>8.1%</td>
<td>7.4%</td>
<td>4.3%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Number of Unemployed Individuals</td>
<td>2,206</td>
<td>7,756</td>
<td>1,203</td>
<td>2,229</td>
</tr>
</tbody>
</table>

Source: ACS 2017 5-year estimates
The largest number of jobs within the corridor are within the retail trade category (4,550 jobs), followed by manufacturing (4,170) and then wholesale trade (3,240).

Although the number of corridor manufacturing jobs halved during the recession (5,320 to 2,160) and improved since 2010, they have not yet reached pre-recession levels.
Location quotient, or LQ, is a measurement used to understand how concentrated a particular industry or occupation is in a given area.

LQ can reveal what makes a particular region economically unique.

Mathematically, a location quotient is a ratio that compares a study area to a larger reference region according to some characteristic or asset (such as manufacturing jobs). In our analysis, the study area is being compared to Kent County.

LQs over 1 are considered to be significant. The highest location quotient among all corridor jobs (in respect to Kent county) is retail trade at ~2.5. Retail trade has also added the highest number of jobs – 1,900 – over the period of 2002 to 2017.
While total construction employment within the Grand Rapids Metropolitan Statistical Area (The city of Grand Rapids and its adjacent urban communities) is approaching pre-recession levels, it has not yet surpassed prior peaks (2001). Total construction jobs have increased by 4.7% annually since 2010.

Residential and non-residential construction jobs have grown in tandem since the end of the recession (2011), growing annually by 7.7% and 9.4%, respectively. However, non-residential construction jobs have an average wage that is ~35% greater than residential construction jobs (~$52,600 vs ~$70,900) in 2019.

While the number of construction establishments decreased over the period, the number of jobs per establishment has increased from a period low of 6.75 jobs in 2009 to a period high of 10.25 jobs in 2019.
Of the 14,752 people living in the study area, only 6% both live and work there.

There are 17,855 private-sector jobs within the study area; however, 13,635 people who live in the study area work outside the study area.

This suggests that there are spatial inefficiencies for both workers (most of whom commute in) and residents (most of whom commute out). More broadly, this also suggests that the jobs that are available may not match the need for corridor residents, and thus they search for and find work outside of the corridor.

17,855

13,635

1,127

Inflow/Outflow Job Counts (2017)

Source: On the Map/2017 LEHD
There is also home and work location mismatch between those who live in the study area and all those who work within a half-mile of a Silver Line station (including those in Downtown Grand Rapids). In general, people do not live where they work, or work where they live.

Of the people who were employed within a half-mile of a Silver Line station in 2017...

Of the study area’s working residents in 2017...
Transit Zone 1

- Zone 1 had a total of 4,544 private primary jobs in 2017.
- The top five industries by percent share in 2017 were Manufacturing (40%), Wholesale Trade (33%) Construction (5%) Educational Services (4%) and Accommodation and Food Services (4%).
- The greatest density of jobs in Zone 1 are clustered in the industrial area west of Cottage Grove Station.

<table>
<thead>
<tr>
<th>Jobs by Worker Race</th>
<th>2017</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>2017</td>
<td>3,382</td>
<td>74.4%</td>
</tr>
<tr>
<td>Black or African American Alone</td>
<td>2017</td>
<td>912</td>
<td>20.1%</td>
</tr>
<tr>
<td>American Indian or Alaska Native Alone</td>
<td>2017</td>
<td>33</td>
<td>0.7%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>2017</td>
<td>116</td>
<td>2.6%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander Alone</td>
<td>2017</td>
<td>6</td>
<td>0.1%</td>
</tr>
<tr>
<td>Two or More Race Groups</td>
<td>2017</td>
<td>95</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jobs by Worker Ethnicity</th>
<th>2017</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Hispanic or Latino</td>
<td>2017</td>
<td>4,079</td>
<td>89.8%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>2017</td>
<td>465</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

Source: 2017 LEHD
Zone 2 had a total of 5,693 private primary jobs in 2017.

The top five industries by percent share in 2017 were Manufacturing (31%), Retail Trade (28%) Accommodation and Food Services (9%) Educational Services (8%) and Administration & Support, Waste Management and Remediation (8%).

In Zone 2 there are job clusters west of Kroc Center and south of 28th street to the east and west.

<table>
<thead>
<tr>
<th>Jobs by Worker Race</th>
<th>2017 Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>4,780</td>
<td>84.0%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>674</td>
<td>11.8%</td>
</tr>
<tr>
<td>American Indian or Alaska</td>
<td>43</td>
<td>0.8%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>100</td>
<td>1.8%</td>
</tr>
<tr>
<td>Native Hawaiian or Other</td>
<td>7</td>
<td>0.1%</td>
</tr>
<tr>
<td>Pacific Islander Alone</td>
<td>89</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jobs by Worker Ethnicity</th>
<th>2017 Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Hispanic or Latino</td>
<td>5,235</td>
<td>92.0%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>458</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Source: 2017 LEHD
Transit Zone 3

- Zone 3 had a total of 5,107 private primary jobs in 2017.
- The top five industries by percent share in 2017 were Wholesale Trade (32%), Manufacturing (27%) Administration & Support, Waste Management and Remediation (12%), Construction (10%) and Retail Trade (8%)
- Job centers in Zone 3 are located on the east side of Division off of 36th and 44th street.
Zone 4 had a total of 3,645 private primary jobs in 2017.
The top five industries by percent share in 2017 were Retail Trade (68%), Wholesale Trade (10%) Construction (10%), Administration & Support, Waste Management and Remediation (6%) and Other Services (Excluding Public Administration) (2%)
Zone 4 has the lowest density of jobs and the greatest share of jobs in a single industry type.
### Zone 1

<table>
<thead>
<tr>
<th>NAICS Industry Sector</th>
<th>Count 2017</th>
<th>Share 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>1827</td>
<td>40.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>1508</td>
<td>33.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>234</td>
<td>5.1%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>197</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

### Zone 2

<table>
<thead>
<tr>
<th>NAICS Industry Sector</th>
<th>Count 2017</th>
<th>Share 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>1767</td>
<td>31.0%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>1617</td>
<td>28.4%</td>
</tr>
<tr>
<td>Accomodation &amp; Food</td>
<td>489</td>
<td>8.6%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>462</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

### Zone 3

<table>
<thead>
<tr>
<th>NAICS Industry Sector</th>
<th>Count 2017</th>
<th>Share 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale Trade</td>
<td>1618</td>
<td>31.7%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1368</td>
<td>26.8%</td>
</tr>
<tr>
<td>Admin, Waste Management, Remediation</td>
<td>605</td>
<td>11.8%</td>
</tr>
<tr>
<td>Construction</td>
<td>501</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

### Zone 4

<table>
<thead>
<tr>
<th>NAICS Industry Sector</th>
<th>Count 2017</th>
<th>Share 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>2474</td>
<td>67.9%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>359</td>
<td>9.8%</td>
</tr>
<tr>
<td>Construction</td>
<td>354</td>
<td>9.7%</td>
</tr>
<tr>
<td>Admin, Waste Management, Remediation</td>
<td>213</td>
<td>5.8%</td>
</tr>
</tbody>
</table>
• Mobility is how far you can get within a period of time.
• It is related to, but not the same as, accessibility, which is what you can get to within a period of time.
• Mode is the way you go about getting somewhere (bus, car, train, walk, etc).
• This section will report on how well the current transportation system in the study area supports mobility.
Takeaways

• Given the amount of service in the corridor, regular transit usage among study area residents is lower than it could be. This reflects a low proportion of people who live and work in the corridor, but also may be impacted by service reliability issues.

• Safety concerns at intersections and lack of proper infrastructure affect pedestrian and biking options, as well as last mile connections to transit.

• When considering area walkability, transit availability and infrastructure are only two of the three pieces—the third is land use.
Transit Routes

- **The Silver Line** is a Bus Rapid Transit (BRT) route connecting Rapid Central Station to 60th Street via Division Avenue. Buses on this route arrive every 10 minutes during rush hours, every 20 minutes during the day, and every 30 minutes in the evening and on weekends. Silver Line Stations are located about a mile apart to minimize the amount of times the bus has to stop, speeding up trips. Each Silver Line Station has off-board fare payment and a raised platform to speed up passengers getting on and off the bus, as well as real-time signage displaying when the next buses will arrive. These features make the Silver Line better suited for fast and readily available trips between key destinations that are farther apart from each other along the Division Avenue corridor.

- **Route 1** is a local bus route connecting Rapid Central Station to 68th Street via Division Avenue and Clyde Park Avenue. Route 1 has more frequent bus stops than the Silver Line, with bus stops located about ¼-mile apart. Buses arrive every 30 minutes on this route – less frequently than the Silver Line. These features make Route 1 better suited for shorter trips to less-frequented locations along the Division Avenue corridor.

- Both of these routes use the transit signal priority treatments at intersections along the corridor, as well as the bus-only lanes on Division Avenue from Maplelawn Street (just north of 44th Street) to Wealthy Street which are reserved for buses from 7-9am and 4-6pm on weekdays.
While Division Avenue itself is served by the Silver Line and Route 1, east-west connections on cross streets are limited to the following routes:

- **Route 5 – Wealthy Woodland**: connection at Wealthy Street with medium frequency (buses arrive every 15 minutes during rush hours).
- **Route 2 – Kalamazoo**: connection at Franklin Street with medium frequency (buses arrive every 15 minutes during rush hours).
- **Route 24 – Burton**: connection at Burton Street with low frequency (buses arrive every 30 minutes during rush hours).
- **Route 28 – 28th Street**: connection at 28th Street with medium frequency (buses arrive every 15 minutes).
- **Route 44 – 44th Street**: connection at 44th Street with low frequency (buses arrive every 30 minutes).
- **Route 1 - Division**: connections at 54th Street and 68th Street with low frequency (buses arrive every 30 minutes during rush hours).

The distance between these east-west route connections ranges from a half mile between Routes 5 and 2 at the north end of the corridor, to two miles between Routes 28 and 44 in the middle of the corridor. This two-mile distance is much greater than the ideal distance of a half mile between parallel routes (at that scale, any location that falls between the two routes would be within walking distance of them both).
- The **Silver Line** has about 3,000 daily riders on weekdays and about 1,000 on weekends.
- **Route 1** has about 1,200 daily riders on weekdays and about 600 on weekends.
- The busiest Silver Line stations by ridership are Wealthy, Franklin, Burton, and 28th Street.

### Average Weekday Silver Line Ridership

<table>
<thead>
<tr>
<th></th>
<th>Wealthy</th>
<th>Franklin</th>
<th>Hall</th>
<th>Cottage Grove</th>
<th>Burton</th>
<th>Kroc Center</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boardings</strong></td>
<td>250</td>
<td>205</td>
<td>129</td>
<td>115</td>
<td>231</td>
<td>55</td>
</tr>
<tr>
<td><strong>Disembarkment</strong></td>
<td>258</td>
<td>180</td>
<td>135</td>
<td>126</td>
<td>217</td>
<td>57</td>
</tr>
</tbody>
</table>

### Average Weekday Silver Line Ridership

<table>
<thead>
<tr>
<th></th>
<th>28th</th>
<th>36th</th>
<th>44th</th>
<th>54th</th>
<th>60th</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boardings</strong></td>
<td>191</td>
<td>84</td>
<td>160</td>
<td>101</td>
<td>240</td>
</tr>
<tr>
<td><strong>Disembarkments</strong></td>
<td>193</td>
<td>93</td>
<td>150</td>
<td>109</td>
<td>215</td>
</tr>
</tbody>
</table>

Source: The Rapid AVL Data
• “Mode split” refers to the different ways people get around and the share or percentage each mode gets.

• Most residents of the study area drive alone to work. Only about 5% utilize transit for commuting. This reflects the fact that many people aren’t using the Silver Line or Route 1, but also that there is a mismatch between where jobs and housing are located.

• Shifting mode split will be a key pillar of the overall strategy since transit is clearly under-leveraged as a commuting option.
The chart on the right shows the known home cities for those workers employed within the study area. Note that 56.8% of worker home locations are unknown.

Of known locations, most workers live in participating cities. Grand Rapids has the greatest share (17% overall, followed by Wyoming (10.4%) and then Kentwood (5.7%).

Cities with a share of study area workers that are not study participants include Cutlerville, Walker City and Grandville City.

<table>
<thead>
<tr>
<th>Places (Cities, CDPs, etc.) as Home Destination Area</th>
<th>2017 Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Places (Cities, CDPs, etc.)</td>
<td>18,982</td>
<td>100.0</td>
</tr>
<tr>
<td>Grand Rapids city, MI</td>
<td>3,385</td>
<td>17.8</td>
</tr>
<tr>
<td>Wyoming city, MI</td>
<td>1,968</td>
<td>10.4</td>
</tr>
<tr>
<td>Kentwood city, MI</td>
<td>1,081</td>
<td>5.7</td>
</tr>
<tr>
<td>Cutlerville CDP, MI</td>
<td>352</td>
<td>1.9</td>
</tr>
<tr>
<td>Walker city, MI</td>
<td>324</td>
<td>1.7</td>
</tr>
<tr>
<td>Grandville city, MI</td>
<td>286</td>
<td>1.5</td>
</tr>
<tr>
<td>Jenison CDP, MI</td>
<td>234</td>
<td>1.2</td>
</tr>
<tr>
<td>Forest Hills CDP, MI</td>
<td>226</td>
<td>1.2</td>
</tr>
<tr>
<td>Northview CDP, MI</td>
<td>188</td>
<td>1.0</td>
</tr>
<tr>
<td>Comstock Park CDP, MI</td>
<td>160</td>
<td>0.8</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>10,778</td>
<td>56.8</td>
</tr>
</tbody>
</table>

Source: 2017 OnTheMap
Zero-Car Households

- A significant amount of zero-car households are located in the study area, especially at the north end of the corridor. This indicates that connections for modes besides the car are needed to enable residents to get where they need to go, both within the study area and to outer areas.

- Overall percentage of zero car households for study area cities are the following:
  - Grand Rapids: 12%
  - City of Kentwood: 7%
  - City of Wyoming: 9%

<table>
<thead>
<tr>
<th>Within ½ Mile of...</th>
<th>Wealthy</th>
<th>Franklin</th>
<th>Hall</th>
<th>Cottage Grove</th>
<th>Burton</th>
<th>Kroc Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero-Vehicle Households (as a % of Total Households)</td>
<td>31%</td>
<td>28%</td>
<td>30%</td>
<td>19%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Within ½ Mile of...</th>
<th>28th</th>
<th>36th</th>
<th>44th</th>
<th>54th</th>
<th>60th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero-Vehicle Households (as a % of Total Households)</td>
<td>16%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: 2012-2017 American Community Survey

13% of households in the study area do not have a vehicle.
Reliability is an issue for both the Silver Line and Route 1, especially in the afternoon and evening. This detracts from the usefulness of transit on Division Avenue.

- On-time performance on the Silver Line drops from 75% during the day to 53% during the evening rush hour (3-6pm). Once buses begin to run late, it’s very difficult for the following trips to recover.
- Route 1 struggles with reliability throughout the day, but especially from 3-6pm when only 32% of stops are served on time.
- Silver Line buses are properly spaced out throughout the day, but bunch up or space too far out in the afternoon and evening, falling out of line with the schedule and making it difficult for riders to know when the next bus is coming.
- The Silver Line and Route 1 experience the worst delays of The Rapid’s entire fixed-route network. From 3-10pm, delays over 15 minutes occur more than 10% of the time.

From 3-10pm, buses on Division Avenue are late 40% of the time or more.

Source: The Rapid Comprehensive Operational Analysis - Service Reliability Assessment
Approximately 16,000 to 22,000 vehicles use Division Avenue between Wealthy Street and 60th Street each day. Traffic volumes are highest between 44th and 60th Streets.

The number of vehicles on the corridor has risen over the past few years, except at Wealthy and 36th Streets where traffic volumes have decreased slightly.

The intersections with the most commercial vehicle activity are 28th street, 44th street, and 54th street. Large commercial vehicles are not compatible with other modes, so locations with heavy traffic of this type may have more conflicts with proposed station improvements.
In 2018, a total of 1,352 crashes occurred in the study area: 3 were fatal, 20 caused serious injuries, and 59% occurred at an intersection. Types of road users involved in these crashes include 69 trucks or buses, 28 pedestrians (including 2 pedestrian fatalities), and 15 bicyclists. Nearly 70% of pedestrian- or bicyclist-involved crashes occurred at intersections.

Crashes in the study area are concentrated at Division Avenue intersections, many of which are Silver Line station locations. There are especially high crash concentrations at Division & Burton and Division & 28th, where there is also a concentration of pedestrian-involved crashes.

Most crashes happen between 2 and 6pm, and are either:

- **Rear-ends (30%)**: congestion and frequent starting/stopping are usually a factor;

- **Angle crashes (22%)**: where a vehicle is turning into another road user; or

- **Sideswipes in the same direction (15%)**: improper lane changes are usually a factor.

Source: Michigan Traffic Crash Facts
The following metrics were collected to understand existing mobility and accessibility conditions within walking distance (½ mile) of each station area and to make comparisons among the different station areas:

- **Sidewalk / Path Mileage**: Total length of crosswalks, pedestrian bridges, sidewalks, and shared use paths. Indicates how much infrastructure is available for pedestrians to use.

- **Intersection Density**: Number of intersections per square mile. Indicates how compact the street network is.

- **Link to Node Ratio**: Number of road segments between intersections divided by the total number of intersections. Builds upon intersection density by indicating how connected the street network is (while intersections may be dense, they may not be aligned). Most researchers and practitioners use a score of 1.4 as the threshold of high street connectivity, with higher values indicating better connectivity.

- **Walkshed Area**: As opposed to the area within ½-mile “as the crow flies” of each station, this metric indicates what area can actually be accessed when traveling ½ mile along the street network.

- **Bikeway Mileage**: Total length of bike lanes, bike routes, shared use paths, and streets with sharrows. Indicates how much infrastructure is available for bicyclists to use.

- **Average Weekday Boardings**: Average number of people who board the bus at any stop in the area on a weekday. Indicates level of transit ridership not just at the station itself, but in the surrounding area, as well as the number of people connecting to and from different bus routes.

- **Average Weekday Alightings**: Average number of people who get off the bus at any stop in the area on a weekday. Indicates level of transit ridership not just at the station itself, but in the surrounding area, as well as the number of people connecting to and from different bus routes.
Transit Zone Analysis
Transit Zone 1

- The station areas of Transit Zone 1 have the most infrastructure available for pedestrians and bicyclists, the most connected street network, and the most transit activity compared to the other Transit Zones.
- Still, there are missing sidewalks on some streets and limited opportunities for pedestrians to cross Division Avenue.

<table>
<thead>
<tr>
<th>Statistic (Within ½ Mile)</th>
<th>Wealthy</th>
<th>Franklin</th>
<th>Hall</th>
<th>Cottage Grove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk / Path Mileage</td>
<td>30.7</td>
<td>26.5</td>
<td>24.4</td>
<td>28.0</td>
</tr>
<tr>
<td>Intersection Density</td>
<td>417.2</td>
<td>372.6</td>
<td>328.5</td>
<td>328.7</td>
</tr>
<tr>
<td>Link to Node Ratio</td>
<td>1.2</td>
<td>1.2</td>
<td>1.1</td>
<td>1.0</td>
</tr>
<tr>
<td>Walkshed Area (sq mi)</td>
<td>0.485</td>
<td>0.475</td>
<td>0.473</td>
<td>0.496</td>
</tr>
<tr>
<td>Bikeway Mileage</td>
<td>6.7</td>
<td>4.2</td>
<td>3.3</td>
<td>2.8</td>
</tr>
<tr>
<td>Average Weekday Boardings</td>
<td>6,214</td>
<td>1,110</td>
<td>768</td>
<td>462</td>
</tr>
<tr>
<td>Average Weekday Alightings</td>
<td>5,810</td>
<td>1,105</td>
<td>720</td>
<td>471</td>
</tr>
</tbody>
</table>

Source: REGIS, The Rapid AVL data
Transit Zone 2

- Transit Zone 2 is where the connected street network of Transit Zone 1 begins to dissipate, especially between Wealthy and 28th Streets. Between 28th Street and 36th Street, many of the cross streets to the west are closed to Division Avenue by a cul-de-sac.
- This segment of Division Avenue has the most dangerous intersections. Transit activity here remains higher than in other Zones.

<table>
<thead>
<tr>
<th>Statistic (Within ½ Mile)</th>
<th>Burton</th>
<th>Kroc Center</th>
<th>28th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk / Path Mileage</td>
<td>30.5</td>
<td>19.4</td>
<td>15.9</td>
</tr>
<tr>
<td>Intersection Density</td>
<td>384.5</td>
<td>212.9</td>
<td>147.5</td>
</tr>
<tr>
<td>Link to Node Ratio</td>
<td>1.0</td>
<td>1.0</td>
<td>1.1</td>
</tr>
<tr>
<td>Walkshed Area (sq mi)</td>
<td>0.491</td>
<td>0.500</td>
<td>0.469</td>
</tr>
<tr>
<td>Bikeway Mileage</td>
<td>3.5</td>
<td>3.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Average Weekday Boardings</td>
<td>580</td>
<td>378</td>
<td>378</td>
</tr>
<tr>
<td>Average Weekday Alightings</td>
<td>560</td>
<td>385</td>
<td>388</td>
</tr>
</tbody>
</table>
Transit Zone 3

- Transit Zone 3 maintains a connected street network, especially between Himes and Montebello Streets, as well as a north-south bikeway connection paralleling Division Avenue to the west.

- Transit activity begins to drop off in Transit Zone 3 compared to the Zones north of it, despite a direct connection to Route 44 on 44th Street.

<table>
<thead>
<tr>
<th>Statistic (Within ½ Mile)</th>
<th>36th</th>
<th>44th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk / Path Mileage</td>
<td>20.6</td>
<td>27.1</td>
</tr>
<tr>
<td>Intersection Density</td>
<td>139.9</td>
<td>196.3</td>
</tr>
<tr>
<td>Link to Node Ratio</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Walkshed Area (sq mi)</td>
<td>0.470</td>
<td>0.503</td>
</tr>
<tr>
<td>Bikeway Mileage</td>
<td>1.3</td>
<td>1.6</td>
</tr>
<tr>
<td>Average Weekday Boardings</td>
<td>268</td>
<td>268</td>
</tr>
<tr>
<td>Average Weekday Alightings</td>
<td>269</td>
<td>269</td>
</tr>
</tbody>
</table>

Source: REGIS, The Rapid AVL data
Transit Zone 4

- Transit Zone 4 has a disconnected street network, especially around 54th Street, and few sidewalks in general. Transit activity is lowest here compared to other Zones, especially at 54th Street.

- There are continuous bike and shared use path connections parallel to Division Avenue and to the east and west, but few connections to the corridor itself.

<table>
<thead>
<tr>
<th>Statistic (Within ½ Mile)</th>
<th>54th</th>
<th>60th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk / Path Mileage</td>
<td>10.9</td>
<td>12.4</td>
</tr>
<tr>
<td>Intersection Density</td>
<td>73.8</td>
<td>154.1</td>
</tr>
<tr>
<td>Link to Node Ratio</td>
<td>1.2</td>
<td>1.4</td>
</tr>
<tr>
<td>Walkshed Area (sq mi)</td>
<td>0.492</td>
<td>0.410</td>
</tr>
<tr>
<td>Bikeway Mileage</td>
<td>2.4</td>
<td>2.8</td>
</tr>
<tr>
<td>Average Weekday Boardings</td>
<td>153</td>
<td>257</td>
</tr>
<tr>
<td>Average Weekday Alightings</td>
<td>166</td>
<td>243</td>
</tr>
</tbody>
</table>

Source: REGIS, The Rapid AVL data
What Is Land Use & Zoning?

- Land Use refers to the type of activity that occurs on a parcel of land, specifically its taxable use, as tracked by the county appraisal district.

- Zoning is the legal mechanism used to implement comprehensive land use and master plans. Zoning includes conventional (use-based) types and form-based types.

- This section will examine existing land use and the current zoning framework within the study area.
Takeaways:

- Zoning categories along the corridor express an expectation of density for the corridor that is unrealized and does not align with the current lot structure or existing land use and environment.

- At the same time, adjacent residential zoning districts do not support density, which is limiting local capacity to help stabilize the corridor.

- Many aspects of the current zoning framework create unforeseen barriers to redevelopment, particularly hindering incremental development projects, renovations, and infill. This becomes an equity issue when it reduces the ability for small scale investors or developers to participate in revitalization efforts.
<table>
<thead>
<tr>
<th>Grand Rapids</th>
<th>Wyoming</th>
<th>Kentwood</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2002</strong> - Last Master Plan update</td>
<td><strong>2009</strong> - Fisher Station and Division Avenue Sub Area Plans</td>
<td><strong>2009</strong> - Fisher Station and Division Avenue Sub Area Plans</td>
</tr>
<tr>
<td><strong>2018</strong> - Text Amendments to Zoning Ordinance</td>
<td><strong>2013</strong> – Form-Based Code (FBC) adopted</td>
<td><strong>2012</strong> – Last update to Master Plan</td>
</tr>
<tr>
<td><strong>2019</strong> - Southtown Business Area Specific Plan completed, currently in implementation stage</td>
<td><strong>2016</strong> - Amendments to FBC</td>
<td><strong>2017</strong> - FBC adopted in July 2017</td>
</tr>
<tr>
<td><strong>2019</strong> - South Division Corridor Plan completed, currently in implementation stage</td>
<td><strong>2018</strong> - First new construction project under FBC (one project along Division and one on 28th Street completed)</td>
<td><strong>2019</strong> - Two projects (one new construction, one expansion) completed under FBC</td>
</tr>
<tr>
<td><strong>2020</strong> - Master Plan update, pre-planning stage</td>
<td><strong>2020</strong> - Currently in visioning phase of Master Plan process</td>
<td><strong>2020</strong> - Currently in visioning phase of Master Plan process</td>
</tr>
</tbody>
</table>
Residential is largest land use category, primarily single family (33%) which is typical on city-wide level as well.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>% of Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Improved</td>
<td>33%</td>
</tr>
<tr>
<td>Commercial Improved</td>
<td>28%</td>
</tr>
<tr>
<td>Federal, State, Town/County or Religious (tax-exempt)</td>
<td>19%</td>
</tr>
<tr>
<td>Industrial Improved</td>
<td>8%</td>
</tr>
<tr>
<td>Unimproved (Vacant)</td>
<td>7%</td>
</tr>
<tr>
<td>Public Schools (tax-exempt)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Kent County Appraisal District; City of Grand Rapids, City of Kentwood, City of Wyoming.
Residential uses constitutes 33.4% of study area land (9,800 parcels).

- Residential uses constitute the majority of the study area in every zone. This category includes multifamily, as well as single family and mobile homes.
- Residential uses typically set back one block from Division Avenue, although in practice a number of properties along the primary corridor have commercial first-floor with residential space or capacity on second.
- Residential use is highly intermingled with other use types.
- Residential properties in the Cottage Grove and Kroc Center station areas have no buffer uses between homes and industrial properties.

Source: Kent County Appraisal District; City of Grand Rapids, City of Kentwood, City of Wyoming.
Commercial constitutes 28.06% of study area land (1,097 parcels).

- Commercial is the primary use along Division Corridor and for the properties adjacent to existing bus stops.
- Commercial can include office, retail, restaurant, mixed use (broad category).
- In late 1960s, South Division was designated as heavy commercial zone, allowing businesses such as tire shops and car dealerships that weren’t desired in other neighborhoods.
- By 2007, zoning was changed to match other business districts and these previously permitted uses are in legal non-compliant status (but certainly still prevalent).
Government and institutional uses constitute 22.2% of the Corridor (786 parcels).

- Institutional uses include government, religious, town or county held properties, and schools
- These uses that bring an important social value to the corridor by providing stability and anchor institutions but are tax exempt. Within this category:
  - 506 parcels, or 12.7% of land, receives a federal tax exemption of some kind.
  - 63 parcels, or 3.8% of land, is county/township/or city property
  - 169 parcels or 2.3% of land is state property
  - 24 properties, or 2.8% of land, is public schools.
  - Remaining percent is other tax exempt properties, including churches.
Industrial uses constitute 8.3% of the Corridor (152 parcels).

- The average parcel size for industrial properties is just over 3 acres.
- A significant number of industrial properties are adjacent to existing or current railroad corridors, which cross into the study area near Cottage Grove Station and again at 28th Street.
- This data set represents ‘improved’ industrial properties (i.e., active ind. use). Thus, sites that previously had industrial uses may now be classified as vacant or ‘government or institutional’ if publicly owned.
- The historical extent of industrial properties in this area is likely under-represented in the current land use map.
7.44% of the study area (539 parcels) is classified as Vacant (or 'Unimproved').

- This is twice the overall vacancy rate for the city of Wyoming (4.96%) and about three times as much as Grand Rapids (1.48%) and Kentwood (2.05%).
- Hall Street and 52nd Street have the highest concentration of residential and commercial vacant parcels within ¼ mile.
- Vacant parcels have no clear spatial pattern or cluster, outside of railroad adjacency. A significant number also appear to be utility easements and trails.
- The vacant parcels in the study area present opportunities for infill that are most appropriate for small developers.
Types of Zoning

- **Conventional Zoning** focuses on the separation of land uses as the organizing principle and the control of development intensity.
  - It is proscriptive (tells users what is not allowed to build, based on use).
  - It regulates by land use, building height, and land coverage.
  - Historically, conventional zoning supported auto-oriented environments.

- **Form-Based Zoning** fosters predictable built results and focus on a high quality, public realm by using physical form as the organizing principle for the code. These codes are adopted into city or county law as regulations, not mere guidelines. Form-Based Codes are an alternative to conventional zoning.
  - It is prescriptive (tells users what they should build, based on type of place that the community wants).
  - It regulates by building form and context.
  - It emphasizes the public realm.
  - It typically aims to create compact, walkable environments.
Types of Zoning

3 - Municipalities (3 Zoning Ordinances)
9 - Zoning Districts abutting Division
28 - Zoning Districts in Project Area
Form-based Codes (FBCs) and regulations need more **rigorous testing** to identify why there has been limited development action along Division and if the current codes are creating any unforeseen barriers.

It is critical for the 3 communities to coordinate and streamline regulations in order to maximize the social and financial value of new development and infrastructure improvements. **Coordination can have a catalytic impact.**

Efficient and transparent code will support development that makes the Silver Line BRT more **financially viable over the long term** with a palette of options that are additive not retractive from the tax base.
Zoning Stress Tests

- To understand how the zoning code is or isn’t working, a “stress test” is conducted. A stress test looks at a typical site and explores different development types allowed by the zoning code to look for any unforeseen barriers or challenges.

- The following analysis examines eight specific zoning categories to understand their purpose and goals. It then identifies gaps between what is existing and what is desired in high, medium, and low-density areas.

- It is important to conduct this analysis to understand the gaps between what is planned, and what is existing.
### Zoning Districts Tested (1)

<table>
<thead>
<tr>
<th>ZONING CATEGORY</th>
<th>DESCRIPTION</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transitional City Center (TCC)</strong></td>
<td>TCC is a buffer between the dense City Center District and surrounding near-downtown neighborhoods. It provides a transition between the intensity of the downtown development pattern and adjacent areas. However, it also allows for more development than would ordinarily be allowed in general neighborhood commercial locations.</td>
<td></td>
</tr>
<tr>
<td><strong>Transit-Oriented Development (TOD)</strong></td>
<td>This zoning category preserves and creates compact, walkable, transit-oriented, mixed-use centers in existing commercial areas by encouraging the clustering of ground floor retail uses as a shopping destination and focus of neighborhood activity.</td>
<td></td>
</tr>
<tr>
<td><strong>Traditional Business Area (TBA)</strong></td>
<td>TBA reinforces a pedestrian and transit friendly environment in a compact area characterized by a mix of uses. New development on primary and secondary street frontages shall be compatible in use and scale with surrounding, existing uses and structures.</td>
<td></td>
</tr>
</tbody>
</table>
### Zoning Districts Tested (2)

<table>
<thead>
<tr>
<th>Zoning Category</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medium Density Residential (MDR)</strong>&lt;br&gt;Grand Rapids</td>
<td>MDR provides a variety of housing choices in a spatially diverse manner while protecting established development patterns. Mixed-density neighborhoods often act as a transition between lower density residential development and non-residential uses. The redevelopment of former commercial sites is a significant objective in this area.</td>
<td>![Example Image]</td>
</tr>
<tr>
<td><strong>Low Density Residential (LDR)</strong>&lt;br&gt;Grand Rapids</td>
<td>LDR protects established development patterns, consisting predominantly of medium-low density residential development in the form of detached single-family houses and two-family dwellings sited on individual lots. Pockets of medium- to high-density residential development are generally found along transit routes, near business districts and along major streets.</td>
<td>![Example Image]</td>
</tr>
<tr>
<td><strong>Corridor General (CG)</strong>&lt;br&gt;Wyoming &amp; Kentwood</td>
<td>CG represents a traditional urban development pattern with mixed use, retail, live / work and apartment buildings. It is intended to reinforce and enhance the urban environment along the Bus Rapid Transit (BRT) corridor of Division Avenue by providing a diverse mix of uses and a compact, walkable form.</td>
<td>![Example Image]</td>
</tr>
</tbody>
</table>
Corridor Edge (CE) Wyoming & Kentwood

CE represents a district which transitions from more urban areas to the existing development pattern of the City. It is intended to reinforce and enhance the urban environment along the Bus Rapid Transit (BRT) corridor of Division Avenue by providing a diverse mix of uses and a compact, walkable form.

R-4, R-3, R-2 (Wyoming)
R1-D, R2 (Kentwood)

These zoning districts protect existing development patterns of residential development in the form of low-density detached single-family houses and limited two-family dwellings sited on individual lots. R-4 also permits multiple-family dwellings along major thoroughfares.
Many aspects of the current zoning create unforeseen barriers to redevelopment, particularly hindering small scale projects. A large issue is the lack of space for all required elements in the zoning code.

Limiting Factors:

- Even with 50% reduction, parking takes up a lot of space on a small/medium size lot.
- Greenspace and landscape requirements are difficult to achieve.
- High density zoning incentivizes large parcel development and limits the opportunity for infill.
- In short, density bonuses give a false sense of what is allowed because it is difficult to fit all the required elements on an individual lot.
A gentle increase in density surrounding the nodes is necessary to support the corridor.

- Adjacent zoning categories do not support density. A 30,000 sq. ft. commercial node needs ~2000 households to support it, translating to 16 dwelling units per acre within the ¼ mile.
- Residential uses can be accommodated in forms other than just large apartments or single-family houses.
Regulations express an expectation of density for the corridor that is unrealized.

- Zoning does not align with the current lot structure or existing environment.
- Existing lot layouts cannot easily be reconfigured.
- Regulations need to accommodate and differentiate between expectations for walkable urban, auto-oriented suburban, or transitional forms.
Transit Zone 1

- TCC, TOD, and TBA zoning promotes high intensity mixed-use along the corridor with the expectation of density adjacent to the City Center.

- The railroad (RR) acts as the western boundary of the study area. Industrial uses and vacant parcels predominate in and around the RR corridor presenting challenges to nearby residential or mixed-use land uses.

- Mixed Density Residential (MDR) is intended to create higher intensity residential uses while Low Density Residential (LDR) transitions to existing neighborhoods.
- This area has primarily TCC and CG zoning along corridor with a more consistent, urban lot structure, alley access, and zero to small front setbacks.

- A high percentage of large, industrial parcels to the west and institutional uses to east bring economic value but create spatial gaps in the corridor.

- This area presents east-west opportunities along Burton and 28th Street to connect with other commercial corridors.

- Stable LDR and R-2 residential neighborhoods immediately adjacent to commercial zones lack a needed transition in density and use.
• This area has CG zoning with primarily commercial and scattered residential along Division.

• Block 36 has an opportunity site to west and office/light industrial uses predominate to the east at 36th Street. The highest activity retail node is just north of 44th Street.

• Increased auto-oriented uses over time have created an inconsistent lot structure. Rows of head-in parking with large curb cuts is common frontage.

• R-4, R-3, R-2, and R1-D zoning directly adjacent to the corridor present infill opportunities.
Transit Zone 4

- This area has a mismatch between CE & CG zoning districts across Division. Wyoming matches CE with larger lots/uses, whereas Kentwood matches CG with potential for future development.

- This area has many auto-oriented commercial uses on large lots with deep setbacks. Deep lots and lack of access create difficulties for redevelopment without substantial subdivision and infrastructure requirements.

- Kentwood’s 5’ – 20’ easements and Wyoming’s utility restrictions south of 56th (septic) present unique challenges to development.
What Is Real Estate?

- Real estate is the property, land, buildings, air rights above the land and underground rights below the land.
- Different use types (commercial, industrial, residential) have different values and rates of exchange.
- The single family housing market can be a useful gauge for neighborhood affordability and stability.
- This section will look at building stock, prices, tenancy, and ownership within the study area.
Takeaways:

- There has been reduced homeownership and housing affordability since 2010, especially in the northern portion of the corridor.

- The study area has relatively old building stock, and has had limited new retail and office development since 2000.

- The healthiest real estate market in the study area is for industrial properties.
• 3.6 million sf of neighborhood retail/office space with modest rents, below regional averages.

• Only ~6% of retail developments for the three partner cities since 2000 were located within the study area (~225k square feet).

• The study area houses only ~3% of total city-wide office inventory at ~855k square feet.
~10% of the industrial inventory for all three cities is located within the study area.

Much of this development is proximate to existing rail infrastructure and along the western edge.

However, ~94% of study area industrial was built before 2000 - hinting at aging supply.

Corridor industrial rents are consistent with regional averages, and rent growth since 2010 has been positive.
Multi-Family & Other Housing

- While only 238 units have been added since 2000, there is significant inventory under construction or recently completed north of the study area.
  - Multi-family units are concentrated at the northern and southern ends with single-family residential at the core.
  - ~2,200 total multi-family units, with higher quality units on the northern edge.
  - Rents above $2 per sf in new construction at the northern end and below $1 per sf at the southern end.

Source: CoStar

Pre - 2000 Developments

Post - 2000 Developments

- Kellogg Cove Apartments (1986)
- 12-Unit Madison Hall Townhomes (2000)
- 197-Unit Brentwood Mobile Village (1996)
- 24-Unit Metropolitan Park (2005)
- 32-Unit Tapestry Square (2012)
- The price of a single-family home along the corridor has doubled since 2010, increasing from $67k in 2010 to $136k in 2019 on average.

- The most expensive homes are proximate to downtown Grand Rapids – however, a ~50% drop-off in price occurs immediately south of Franklin Street and north of the Kroc Center.

- However, single-family home values step back up south of 28th Street and remain relatively consistent throughout the remainder of the corridor ($144k).
CAGR stands for “compound annual growth rate”

Single-family home sales between Franklin and 28th Street have seen the fastest growth in sale price since 2010.

- In 2010, home sales south of 28th street had a 180% premium over sales between Franklin and 28th Street ($29k vs $82k); however, this gap has narrowed to 37% in 2019 ($105k vs $144k) – this data speaks to affordability concerns.

While ownership information is only available for properties in the city of Grand Rapids, there is a high concentration of LLC owned properties in the blocks experiencing the fastest growth in single-family home values.

- ICCF Homes LLC (22 properties)
- Vidaflex Group LLC (12 properties)
- Heritage Investing LLC (4 properties)
In the study corridor there is a trend over time towards more rental units than home ownership; however, home ownership is still prominent.

Between 2010 and 2019,

- Vacant units decreased by ~100
  - Owner-occupied units increased by ~260
  - Renter-occupied units increased by ~650.

Between 2000 and 2010,

- Owner-occupied units decreased by ~850
- Vacant units increased by ~700.

New Construction fetching ~70% premium over market rate units.

Source: ESRI Business Analyst
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  - Vacant units increased by ~700.

- New Construction fetching ~70% premium over market rate units.

Source: ESRI Business Analyst
- Most expensive homes are located in the northeast quadrant of Grand Rapids ($400k - $500k homes).

- Pre-recession, the average transaction value grew by 6.2% annually before decreasing by 15% annually.

- Post-recession, the average transaction value grew by 9.7% (faster than pre-recession), reaching an average price of ~$133,000 in 2019.
Post-recession, single family sales volume surpassed pre-recession levels by 2016.

Post-recession, the average transaction price has increased by 9.3% annually, or from $66,300 to $135,400.

There is negligible sales price discrepancy based on location throughout the Wyoming portion of the corridor.
- Single-family home sales within the Kentwood portion of the study area grew in value by 10.5% annually between 2012 and 2019.

- Homes decreased in sale value by 13.5% annually between 2007 and 2010.

- The least expensive and smallest lots are in the northernmost portion of Kentwood area.

- The volume of transactions has also accelerated since the end of the recession, but has not surpassed pre-recession transaction volumes.
Transit Zone Analysis
Transit Zone 1

- Transit Zone 1 has approximately 2,020 single family residential parcels, with lots an average size of 5,521 sf.
- Prices in this zone are inflated by the most expensive corridor homes proximate to Wealthy at the very northern edge.
- Home value at the northern edge of the corridor has been growing by almost 10% annually since 2010. This may lead to existing residents being priced out.

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<thead>
<tr>
<th>Transit Zone</th>
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<th>Single Family Transaction Value CAGR 10'-19'</th>
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Source: City of Grand Rapids, City of Kentwood and City of Wyoming
Transit Zone 2

- Transit Zone 2 has approximately 3,152 single family residential parcels, with lots that have an average size of 6,646 sf.
- Home values are the lowest on average in Zones 2 and 3, although there are pockets of more expensive homes within the core of the corridor.
- Proximity to long standing industrial uses may be depressing housing prices in this zone.

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Source: City of Grand Rapids, City of Kentwood and City of Wyoming
Transit Zone 3

- Transit Zone 3 has approximately 2,979 single family residential parcels, with lots that have an average size of 8,063 sf.
- Zone 3 has the lowest average housing value of any zone.
- Home values are growing the slowest in Zones 3 and 4, at 7 and 6.5% respectively.

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Source: City of Grand Rapids, City of Kentwood and City of Wyoming
Transit Zone 4

- Transit Zone 4 has approximately 1,584 single family residential parcels, with lots that have an average size of 10,514 sf.
- Home values are growing the slowest in this Zone, but this area has consistently housed the most expensive homes anywhere along corridor. This is in part because the lots these homes sit on are the biggest in the entire study area.
- Zone 4 can be characterized as the most price stable zone, and also the best per square foot deal in the corridor.

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Source: Cities of Grand Rapids, City of Kentwood and City of Wyoming
QUALITY OF LIFE
What does Quality of Life mean?

- Quality of life describes the degree to which an individual is healthy, comfortable, and able to participate in and enjoy their life events.

- There is a feedback relationship between people and their environment that can enhance or inhibit their quality of life.

- Good planning can and should consider quality of life outcomes in addition to previously mentioned categories (mobility, land use, housing and real estate).

- This section will look at access to parks, access to grocery stores, schools, and public health data.
Quality of Life outcomes vary widely along the study corridor, necessitating custom responses in each zone. Data on public health on asthma and obesity show higher rates of these chronic conditions in the northern portions of the study corridor.

Amenities and resources that can enhance or improve quality of life also vary in accessibility throughout the corridor. Grocery store coverage is fairly even, but park access is not.

Identifying key community resources and understanding the connections between them sets up future development to take advantage of these networks and is also a way to create community-oriented placemaking opportunities.

Source: Google Earth
• The Grand Rapids Parks and Recreation Department Master Plan sets a goal for a park within a 10-minute walk of all residential neighborhoods in the City.
• There are 16 parks within the study area.
• Three parks (Kellogg Woods Park, Home Acres, and Garfield Park) are within a ¼ mile of the Silver Line Transit Stations.
• There are gaps in park access for residential areas near Cottage Grove and 36th Street stations.
Grocery Stores

- Current grocery access shows approximately 29 grocery stores within the corridor study area, primarily located along the spine of Division Ave.
- This includes both small corner stores that advertise fresh produce and larger chains.
- A significant number of international grocery stores are present in and around the corridor.

Legend

- Study Area Grocery Stores
- Silver Line Stations
- 5 min walk
- 10 min walk
- City Boundaries

Source: AECOM and Google Earth
- The study area contains 22 schools, ranging from public elementary, middle, and high school to private alternative schools and preparatory schools.
- There are five school districts within or overlapping the study area.
- Graduation rates vary between school districts. Grand Rapids was the poorest performing district in 2017, but have since improved their rates significantly.

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<th>District Name</th>
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<tr>
<td>Godwin Heights Public Schools</td>
<td>84.52%</td>
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<td>Grand Rapids Public Schools</td>
<td>55.90%</td>
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<tr>
<td>Kelloggsville Public Schools</td>
<td>85.15%</td>
</tr>
<tr>
<td>Kentwood Public Schools</td>
<td>77.42%</td>
</tr>
<tr>
<td>Wyoming Public Schools</td>
<td>83.62%</td>
</tr>
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Source: AECOM and Google Earth
Public Health

- Preliminary mapping in study area shows a wide disparity in health outcomes across the study area.

- Rates of asthma and obesity are significantly higher for the north end of the corridor when compared to the rest of the study area and stakeholder cities overall.

- Between Wealthy Street and Franklin Avenue, census tracts show a 15% rate for asthma and 45% for obesity.

Source: CDC 500 Cities Project
Transit Zone Analysis
Transit Zone 1 has 9 grocery stores, 7 schools, and 5 small to medium size parks.
This area has a dense street grid and strong adjacencies between area schools and parks.

Key Landmarks & Resources:

- Grand River Carrier Annex (Post Office)
- Grand Rapids Early Discovery Center
- Brown’s Funeral Home
- Well House
- State of Michigan Dept. of Human Services
- Meyer May House
- St. Andrew’s Cemetery
- Grand Rapids Public Library-Madison Branch
- Seidmen Boys & Girls Clubs of Grand Rapids

Source: City of Grand Rapids, City of Kentwood and City of Wyoming
Transit Zone 2

- Transit Zone 2 has 8 grocery stores, 2 schools, 4 medium to large size parks, and one church-owned property. (there are additional churches on non-tax exempt properties)
- All grocery stores in this Zone are within a 5-minute walk from a silver line stop.

Key Landmarks & Resources:

- Grand Rapids Fire Dept.
- Kroc Center
- Walgreens
- Speedway Gas Station
- Division Ave/Plaster Creek Bridge
- The Four Star Theater

Source: City of Grand Rapids, City of Kentwood and City of Wyoming
Transit Zone 3

● Transit Zone 3 has 6 grocery stores, 9 schools, 4 small to medium-sized parks, and 12 church-owned properties.
● This area has the greatest density of public schools.

Key Landmarks & Resources:

• 36th Street Community Garden
• Lake Michigan Credit Union
• Brann’s Steakhouse & Grill
• Wei Wei Palace
• Rite Aid
• Walgreens
• Family Dollar
• Kent District Library, Kelloggsville Branch
Transit Zone 4

- Transit Zone 4 has 6 grocery stores, 4 schools, 3 large parks, and 3 church-owned properties.
- This area has an interurban trail system across vacant parcels that runs parallel to Division Ave between 50th and 60th Ave.

Key Landmarks & Resources:

- Family Dollar
- Walmart Supercenter
- Dollar Tree
- Pine Hill Creek
- Streams of Hope
- Habitat Kent South ReStore
**Demographics & Employment**

- There is great diversity within the corridor in terms of income and race. The study area is generally more racially diverse than any individual participating city and also has a higher unemployment rate.
- The largest number of jobs within the study area are within the retail trade category, followed by manufacturing and wholesale trade. Most of these employees live outside of the study area.

**Mobility**

- Given the amount of service in the corridor, regular transit usage among study area residents is lower than it could be. This reflects a low proportion of people who live and work in the corridor, but also may be impacted by service reliability issues.
- Safety concerns at intersections and lack of proper infrastructure affect pedestrian and biking options, as well as last mile connections to transit.

**Land Use & Zoning**

- Zoning categories along the corridor express an expectation of density for the corridor that is unrealized and does not align with the current lot structure or existing environment. By comparison, existing categories in adjacent residential zoning districts do not support density, which is limiting local capacity to help stabilize corridor.
- Many aspects of the current zoning framework create unforeseen barriers to redevelopment, particularly hindering incremental development projects, renovations, and infill. This becomes an equity issue when it reduces the ability for small scale investors or developers to participate in revitalization efforts.
• There has been reduced homeownership and housing affordability since 2010, especially in the northern portion of the corridor. Housing prices continue to climb, as well as the rate of price increase.

• The study area has relatively old building stock and has had limited new retail and office development since 2000. Industrial properties represent the healthiest market.

• Amenities and resources that can enhance or improve quality of life also vary in accessibility throughout the corridor. Grocery store coverage is fairly even, but park access is not.

• Identifying key community resources and understanding the connections between them sets up future development to take advantage of these networks and is also a way to create community-oriented placemaking opportunities.
Division United

For more information, please contact Nick Monoyios: Nmonoyios@ridetherapid.org