

IMPLEMENTATION STRATEGIES

- 1 Neighborhood Connector District**
 - Mix of single family attached & detached housing
 - Strengthen through rehabilitation programs
- 2 Arena District / In-Town Neighborhood**
 - Multi-function sports/entertainment facility
 - Potential to share with institutions of higher learning
 - Encourage spin-off and associated uses nearby
 - If an Arena is not viable, an In-Town Neighborhood should be developed:
 - Mixed single- and multiple-family residential with supporting retail
- 3 Medical/Biomedical/Life Science Research Village**
 - Uses include Medical offices, Hospital supporting services & retail, Senior housing and Residential
- 4 Mixed Use District**
 - Should focus primarily on retail commercial uses including office, service and research & development
 - Encourage reuse and redevelopment of historic structures
- 5 Gateways & Streetscape Improvements**
 - Enhance major gateway corridors (Stadium Dr., Kings Hwy. and Portage St.) with streetscape/landscape features to create pedestrian friendly environment
- 6 Downtown Retail Core**
 - Mandate prime retail on first floor of buildings in downtown core on Michigan Ave., Kalamazoo Mall & Burdick St. to create a vital and exciting atmosphere
 - Encourage strong, pedestrian orientation
- 7 Mixed-Use Neighborhood Center**
 - Mixed-use neighborhoods and waterfront residential
 - Development consistent with City's Riverfront Redevelopment Plan
- 8 Waterfront Residential Development**
 - Encourage residential development (including senior housing) along Kalamazoo River and retail along Riverview Dr.
 - Open space connection to Downtown and Riverfront
 - Development consistent with City's Riverfront Redevelopment Plan
- 9 Redevelopment District**
 - Uses include Light Industrial, Research & Development, Small-scale Manufacturing and Service Commercial
 - Build upon the manufacturing and entrepreneurial heritage of the area
 - Incorporate strategies of City's Brownfield Redevelopment Initiative
- 10 Long-Term Mixed-Use Waterfront Development**
 - Maintain Red Arrow Golf Course for the time being
 - Future opportunities: office, residential, restaurants, public access to River
- 11 Kalamazoo River/Portage Creek River Corridors**
 - Enhance River corridors for beauty and aesthetics as well as accessibility
 - Establish pedestrian connection between Rose Park and the Hospital/Medical Village serving the Mixed-Use areas in between
- 12 Arcadia Creek Corridor**
 - The Arcadia Creek Linear Park should provide a vital pedestrian environment joining the arena/in-town neighborhood, festival site, the retail core, Kalamazoo Valley Community College and Kalamazoo Valley Museum
- 13 Connection to Universities**
 - Improve connection for pedestrians and cyclists between downtown and Western Michigan University and Kalamazoo College
- 14 Kal-Haven Trail/Kalamazoo River Valley Trailway**
 - Continue to improve and expand the Kal-Haven Trail
 - Connect neighborhoods, the core downtown and recreational spaces with designate pathways
- 15 East Michigan Avenue Property Redevelopment**

Detailed Arena District Concept



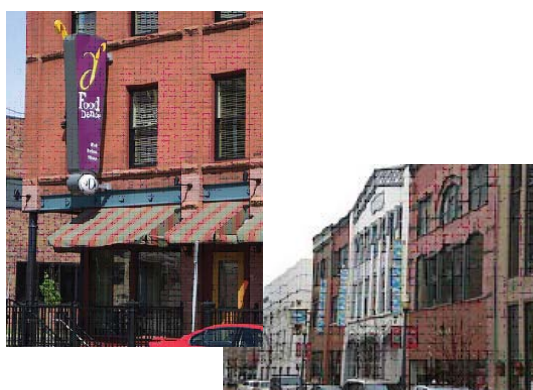
Gateways / Streetscapes



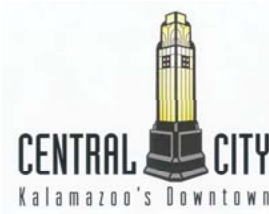
Mixed Use Neighborhood Centers



Downtown Retail Core



The 2009 Downtown Kalamazoo Comprehensive Plan



ACCESSIBLE



PROSPEROUS



DIVERSE



GREEN



VIBRANT



PROGRESSIVE

Planning Process

In keeping with Kalamazoo's deeply rooted characteristic of reinventing itself as a leader in nationally recognized programs, products and services, the 2009 Downtown Kalamazoo Comprehensive Plan Project Planning Team set out to harness this characteristic by designing a planning process unique to Kalamazoo - that fully engaged over 450 individuals, a broad number of people representing special interest groups as well as the general public. While the process reviewed traditional comprehensive plan components, it also included non-traditional components fully capturing a broad range of ideas, concerns and expectations that resulted in a set of community values and guiding principles.

Vision

The following six key **vision elements** describe what is most important to our community; creating an **Accessible, Prosperous, Diverse, Green, Vibrant, Progressive** downtown. These vision elements were the basis for developing the vision statement.

The **promise** of downtown is to be a focal point for a distinctive sense of community, forming the foundation for educational, economic and personal success for all.

Strategic Priorities and Vision Alignment

The following chart identifies the Plan's strategic priorities (left), and demonstrates which top three vision elements it supports. For example, the Strategic Priority of Retail best supports a **prosperous, vibrant and progressive downtown**.

DOWNTOWN KALAMAZOO		VISION ELEMENTS					
		ACCESSIBLE	PROSPEROUS	DIVERSE	GREEN	VIBRANT	PROGRESSIVE
STRATEGIC PRIORITIES	RESIDENTIAL Increase housing for diverse income levels						
	RETAIL Support and expand Downtown retail opportunities						
	STUDENTS Build strong relationships with education community, including students						
	TRANSPORTATION Improve traffic flow and ease of navigation in and thru the Downtown						
	JOBS Leverage public/private partnerships to support economic development and job creation						
	ARTS & CULTURE Support arts & culture						
	LAND USE & DEVELOPMENT						
	OPPORTUNITIES						

TRANSFORMATIVE PROJECTS

TRANSFORMATIVE PROJECT

100 Block E. Michigan Ave Redevelopment
Renovate the four historic buildings into high quality retail and residential uses.



TRANSFORMATIVE PROJECT

Two-Way Street Conversion/Streetscape
Convert Michigan Ave., Kalamazoo Ave., Lovell St. and South St. into two-way streets and improve the streetscapes along these streets to support pedestrian traffic.



TRANSFORMATIVE PROJECT

Arena/In-Town Neighborhood
Develop a multiple use arena complex surrounded by commercial and residential uses, or create an in-town neighborhood focused on residential and small scale retail and office uses.



TRANSFORMATIVE PROJECT

Lovell Street/Rose Street Development
Develop new residential townhomes on the former site of the City Public Safety facility.



TRANSFORMATIVE PROJECT

Haymarket Parking Lot #9 Redevelopment
Redevelop the underutilized parking lot into a mixed-use project containing commercial and residential uses. Also, incorporate a new parking ramp to meet the parking demand in the area.



TRANSFORMATIVE PROJECT

Kalamazoo Riverfront/Portage Creek Redevelopment
Utilize the Kalamazoo River and Portage Creek as focal points for new mixed-use neighborhood, waterfront residential development and recreational trailways.



TRANSFORMATIVE PROJECT

Medical/Biomedical/Life Science/Research Village
Create a village which offers new residential and commercial service uses to support future job growth of new medical and research businesses.



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DOWNTOWN KALAMAZOO

2009 downtown comprehensive plan

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