



Proposed zoning text amendments

Ground floor use requirements and building height

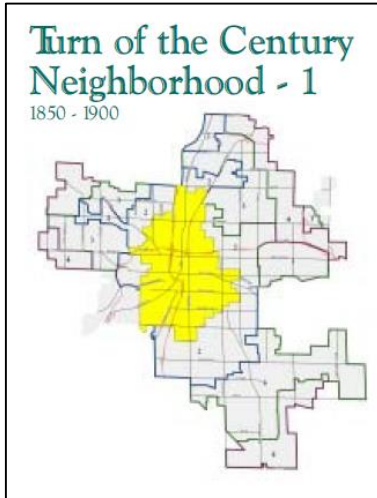
December 15, 2020

BACKGROUND

- Past work with building owners, investors and developers has informed these recommendations.
- Ensure alignment between development interests and the Master Plan; understand how those interests are affected by the community's needs, market conditions and code requirements.
- Alignment between these elements is critical for the community to realize its vision while providing for its needs.
- Recognize when strategic adjustments are necessary:
 - Current health crisis has exacerbated an already challenged commercial.
 - Demand for commercial space has lessened, the amount of available space has not changed.
 - Need for housing units.

ZONING – PURPOSE AND INTENT

2002 Neighborhood Pattern Workbook

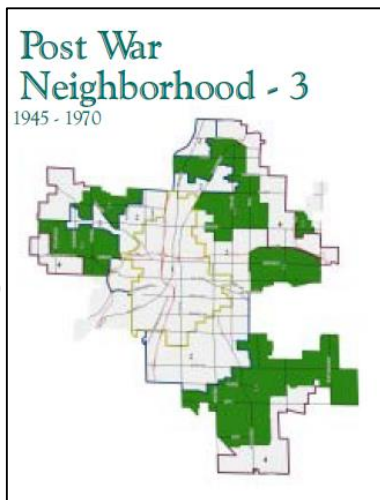
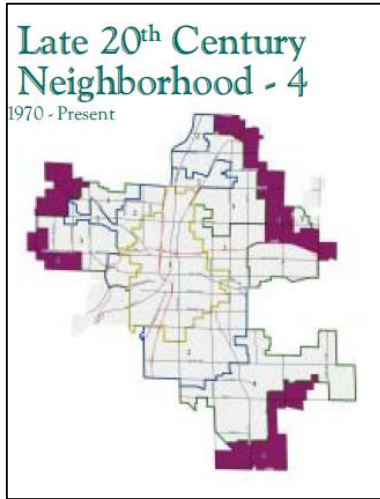


TN-TBA Zone District

- The Traditional Neighborhood –Traditional Business Area (TN-TBA) Zone District is designed to reinforce 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.

ZONING – PURPOSE AND INTENT

2002 Neighborhood Pattern Workbook



MCN and MON-C Zone District

- The Mid 20th - Century Neighborhood – Commercial (MCN-C) Zone District is intended to accommodate vehicles at an appropriate level, while still emphasizing the importance of pedestrians and public transportation in the built environment.
- The Modern Era Neighborhood – Commercial (MON-C) Zone District is to accommodate a broad range of business, service and commercial uses. Development in this District is generally more destination-oriented; with a greater dependence upon vehicles.

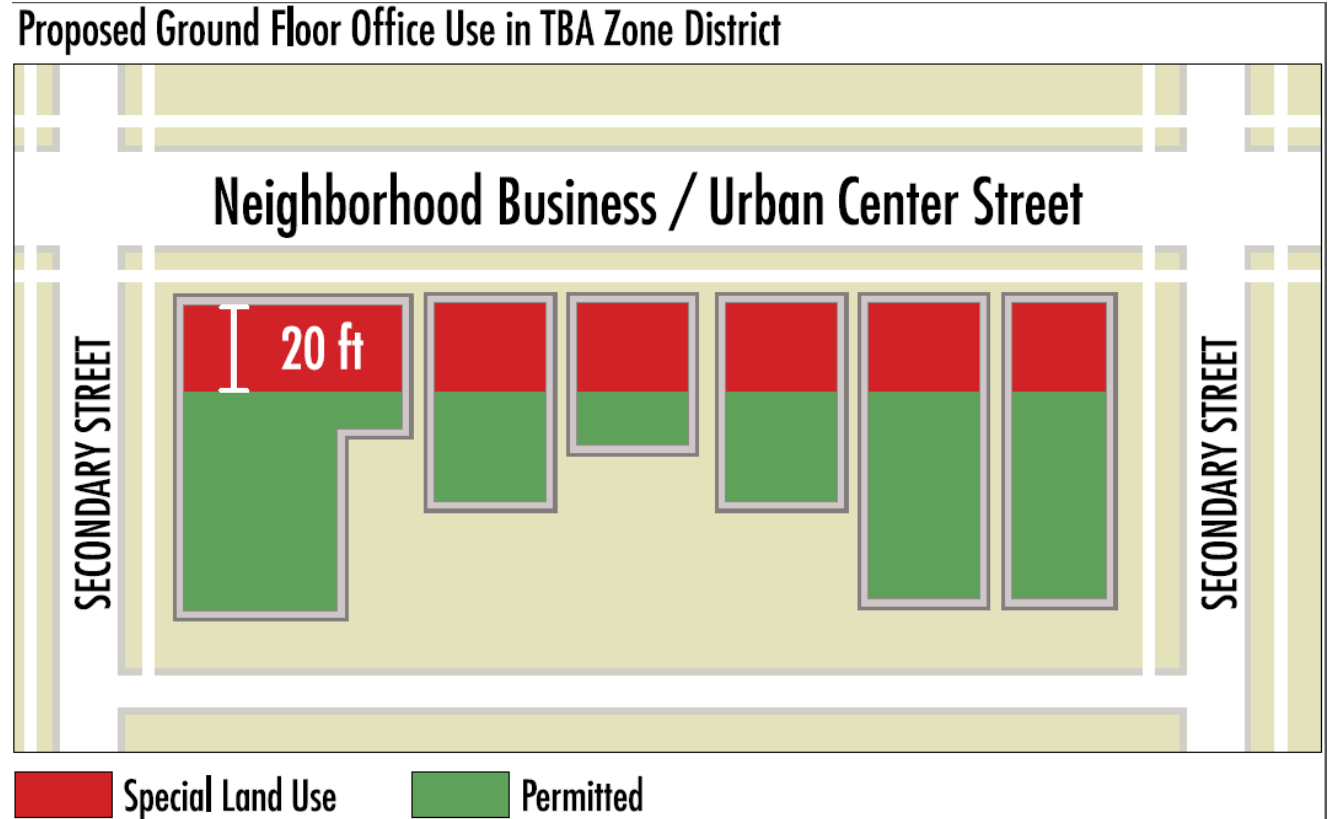
ORDINANCE COMPARISON

	Current Ordinance		Proposed Ordinance	
	TBA Zone District	C Zone District	TBA Zone District	C Zone District
Ground Floor Residential	Not Permitted - unless affordable housing bonus is utilized	Not Permitted - unless affordable housing bonus is utilized or the parcel fronts on certain streets, including Clyde Park Ave., Grandville Ave., 28 th St., Lake Michigan Dr. or Plainfield Ave.	Permitted	Permitted
Office Uses	Requires Special Land Use	Permitted	Permitted Use when located at rear of building and when fronting on secondary/side streets Special Land Use when fronting on a primary street frontage	Permitted
Building Height	3 story maximum, 4 stories with bonus (urban open space, affordable housing, mixed-income housing)	No changes proposed	4 stories maximum	No changes proposed

PROPOSED AMENDMENTS

Ground Floor Use Requirements

1. Within the TBA and C zone districts, allow ground floor residential dwellings as a **permitted** use.
2. Within the TBA zone district, allow ground floor office as a **permitted** use when building does not front on a Neighborhood Business or Urban Center Street.
3. Within the TBA zone district, allow ground floor office as a **Special Land Use** when use is within 20 feet back from a Neighborhood Business or Urban Center Street.



PROPOSED AMENDMENTS

TBA Height Requirements

Current Ordinance

- Maximum permitted building height – 3 stories
- Maximum permitted building height with bonus – 4 stories
 - Mixed-income housing
 - Affordable housing
 - Urban open space

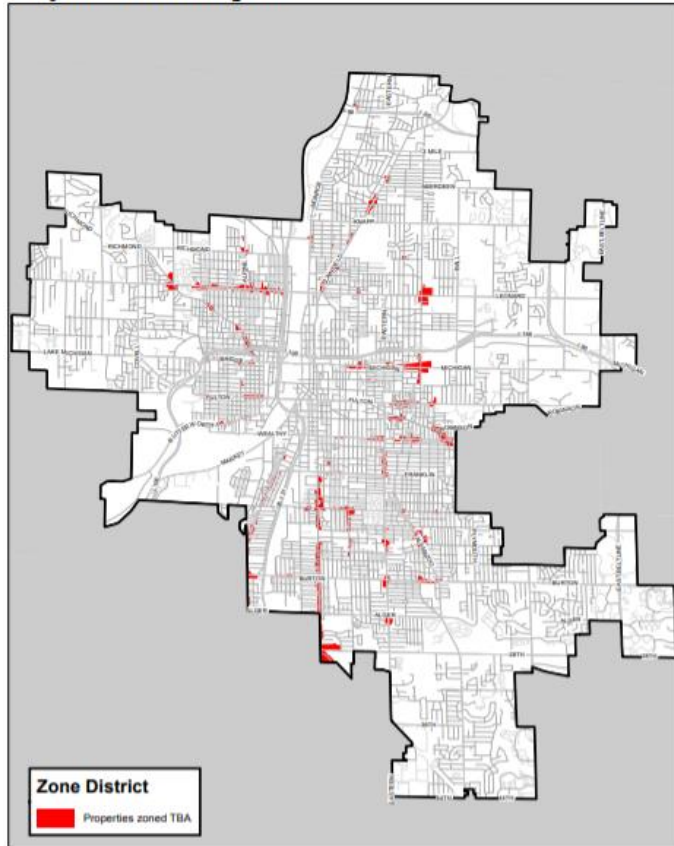
Proposed Ordinance

Within the TBA zone district, eliminate height bonus structure and allow four (4) story buildings

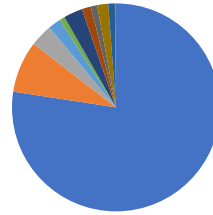


Potential Impact?

At-A-Glance Map: Traditional Business Area
City of Grand Rapids

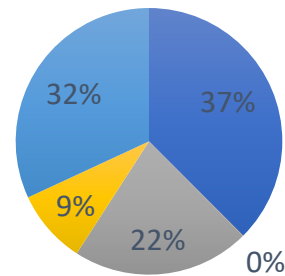


Total # of Parcels



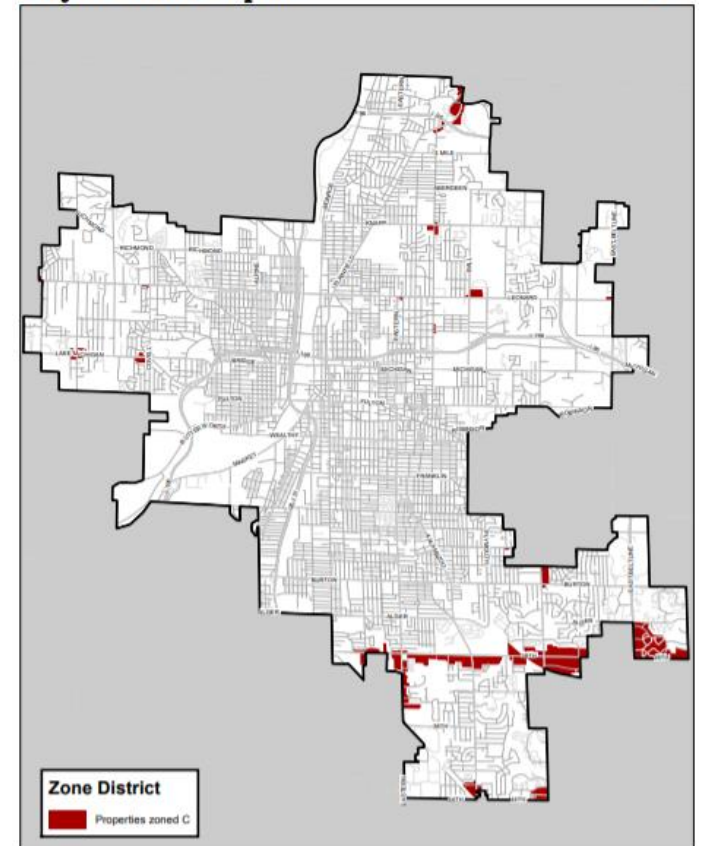
- LDR ■ MDR ■ TBA ■ TOD ■ TCC
- C ■ CC ■ IT ■ NOS ■ PRD
- OS ■ IC ■ Airport

% of Total Commercial Parcels



- TBA ■ C ■ TOD ■ C ■ CC

At-A-Glance Map: Commercial
City of Grand Rapids



WHY?

- Housing needs
- Imbalance of market demand and supply of commercial zoned parcels
- Economic recovery from COVID impacts
- Conversations with development/business community
- Support transit
- ADU requirements vs construction costs



PAST PLANNING WORK

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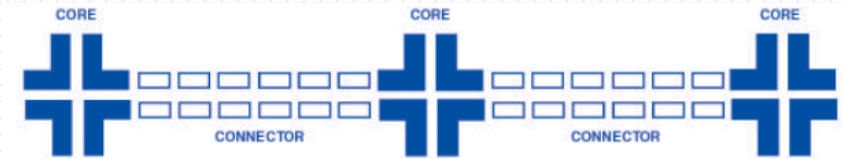
USE / USO: TRADITIONAL BUSINESS AREA / NEGOCIO TRADICIONAL

This area is one of the cornerstones of diversity, culture, and opportunity along Grandville Avenue. It is emblematic of the small-scale, neighborhood-based, and incremental urban pattern that defines the essence of Grandville Avenue as a place. The Traditional Business Area, combined with the adjacent Detached Residential area, exemplify the true cadence of the corridor, providing a mosaic of businesses and residential forms and patterns along the avenue. The area cultivates small businesses, craft industries and locally-owned restaurants at a scale that is consistent with the existing pattern and texture of the corridor. A full palette of housing is needed, including live/works, apartments, and rowhouses to provide opportunities for accessible housing choices for the diverse population. Outdoor seating, inviting plazas, verdant landscapes, and transparent and welcoming storefronts and facades define the physical form of this area.

Esta zona es uno de los pilares de diversidad, cultura y oportunidades a lo largo de la Avenida de Grandville. Es emblemático del patrón urbano en pequeña escala, basada en el barrio e incremental que define la esencia de la Grandville Avenida como lugar. El área de negocio tradicional, combinado con la adyacente zona residencial unifamiliar, ejemplifican la verdadera cadencia del corredor, ofreciendo un mosaico de patrones a lo largo de la Avenida y formas residenciales y empresas. El área cultiva pequeñas empresas, artesanía y restaurantes de propiedad local en una escala que es consistente con el patrón y la textura del corredor existente. Una paleta completa de la vivienda es necesario, incluyen en vivo/obras, rowhouses y también ofrecer oportunidades para las opciones de alojamiento accesible para la población diversa. Mesas al aire libre, invitando a plazas, paisajes verdes y transparentes y acogedoras escaparates y fachadas define la forma física de esta zona.

Retail Market Demand - A second important issue in planning for the future of Grand Rapids' TBAs is the market demand for the types of retail commercial space they offer. Many people believe that Grand Rapids may have more land zoned for these kinds of commercial uses than the market can support. Persistent vacancies in some business districts (as well as in some more recently constructed strip centers) and the conversion of storefront space to non-retail use suggest that this may be true.

It may not be possible to recruit desirable tenants for every existing commercial building in every TBA. As a result, plan strategies are needed that encourage the clustering of retail uses to create shopping destinations in some portions of a TBA and redevelopment for supportive, non-retail uses in other areas. The cores and connectors concept, that proposes the creation of more compact retail/mixed-use centers (cores) at certain locations, linked by higher density residential/mixed-use (connectors) is



Retail Management - The restoration, revitalization and continuing success of Grand Rapids' TBAs will require coordinated action on future land use patterns and physical improvements (streetscapes, parking, building rehab, signs). Just as important, business retention/recruitment, retail management, maintenance and promotion must be addressed. Like a successfully managed shopping mall, TBAs made up of many small, independent retailers need a coordinated, comprehensive and pro-active plan and a full-or part-time manager dedicated to making that plan work.

Figure 4.a - Cores and Connectors

Core: Retail shops and restaurants in the core create a vital destination.

Connector: Higher density housing and residentially scaled office (with possible ground floor retail) increase the population density within walking distance of the core.

USE/USO: DETACHED RESIDENTIAL / HABITACIONAL UNIFAMILIAR

2017 Grandville ASP

TBA TRANSITION (PROPOSED LAND USE)

- In order to provide greater flexibility in the kinds of business-supportive uses allowed along the corridor, portions of the existing TBA zones are changed to TBA Transition.
- The TBA Transition Areas are intended to:
 - Act as a transition between the core TBA areas and the adjacent residential areas.
 - Allow a broader range of uses by-right, without requiring a special land use permit. These can include professional services, office uses, maker-spaces, live-work units, and potentially other uses that presently require special or conditional land use permits.
 - Ground floor housing is not preferred in TBA Transition areas, but may be considered provided potential projects are reviewed and supported by the Southtown CID, obtain a special land use permit, conform to the goals and vision of the BASP, and adequately address displacement and equity concerns.
- Building heights in TBA Transition zones are preferred at 3-stories or less, consistent with existing TBA zoning and community survey results.

ID-FLX: INDUSTRIAL FLEX

- Industrial Flex areas provide locations where business growth, entrepreneurship, workforce

MDR

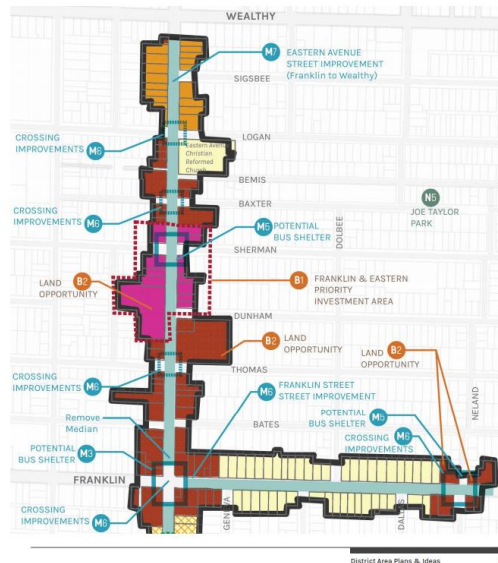
- Relates to proposed

MDR

- These are located by future land use of commercial
- There is a reason for these reasons.

LDR:

- This plan CID district single-family zoning allows residential development within LD permit.
- Recent zoning changes to four at the street require



2018 Southtown BASP

2002 Master Plan

be changed to village center at Bridge Street to more closely represent the definition and the identify a gateway for the Bridge Street and Stocking Business Districts.

CHANGE ZONING FROM TRADITIONAL BUSINESS AREA TO MEDIUM LOW DENSITY RESIDENTIAL Change the Traditional Business Area on Bridge Street Ending the Traditional Business Area at Lane Street, and replacing one block of TBA at Pettibone and Milwaukee with Medium to Low Density Residential (MLDR).

INCLUDE NEIGHBORHOOD NODES AS A DESIGNATION TYPE Include the new designation of neighborhood commercial nodes as a designation type to create

2015 WestSide ASP

TIMELINE

