



Finding Housing In Unexpected Places: Stroads, Redevelopment, and Housing

Planning Michigan Conference
September 27, 2024

MCKENNA

Facilitator



Chris Khorey, AICP

Vice President, McKenna



Panelists

Theresa Meendering

DDA Director, City of Grandville

Frank Wash

Assistant City Manager, City of Walker

Paula Priebe

Planning Director, City of Walker



MCKENNA

Panelists

Andrea Hendrick

Planning Director, Cascade Township

Corey Broersma

Community Development Director, Holland Charter Township

Nicole Hofert

Director of Community and Economic Development, City of Wyoming



MCKENNA

Agenda

➤ **Get to Know our Stroads**

- What is a “stroad”?

➤ **Stroad Retrofit**

- Developing a Vision
 - Why is Retrofit Necessary or Important?
 - Balancing the Bold and the Realistic
- Implementing a Vision
 - Chicken or Egg: Road Design vs Land Use
 - Is “All Housing Good Housing”?

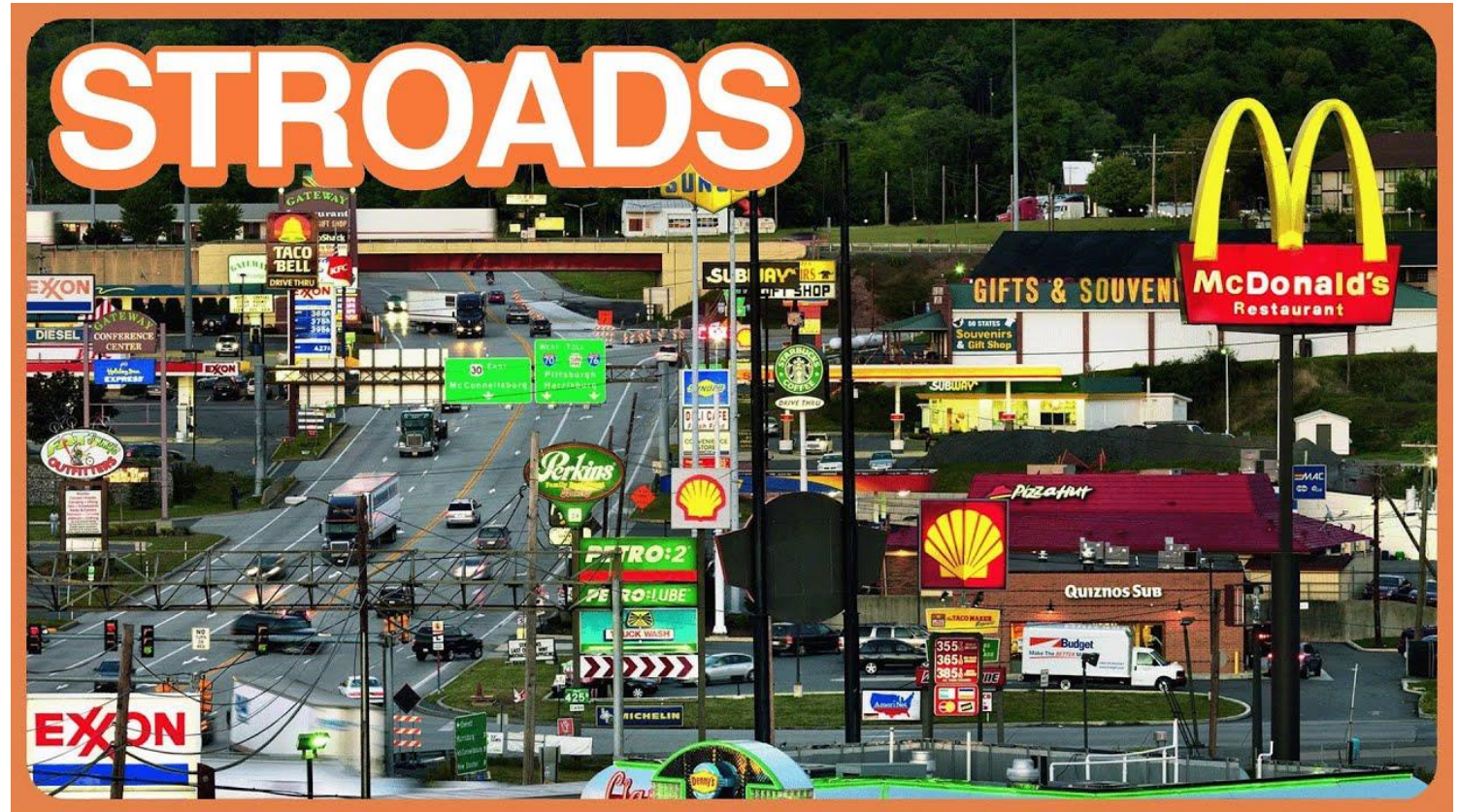


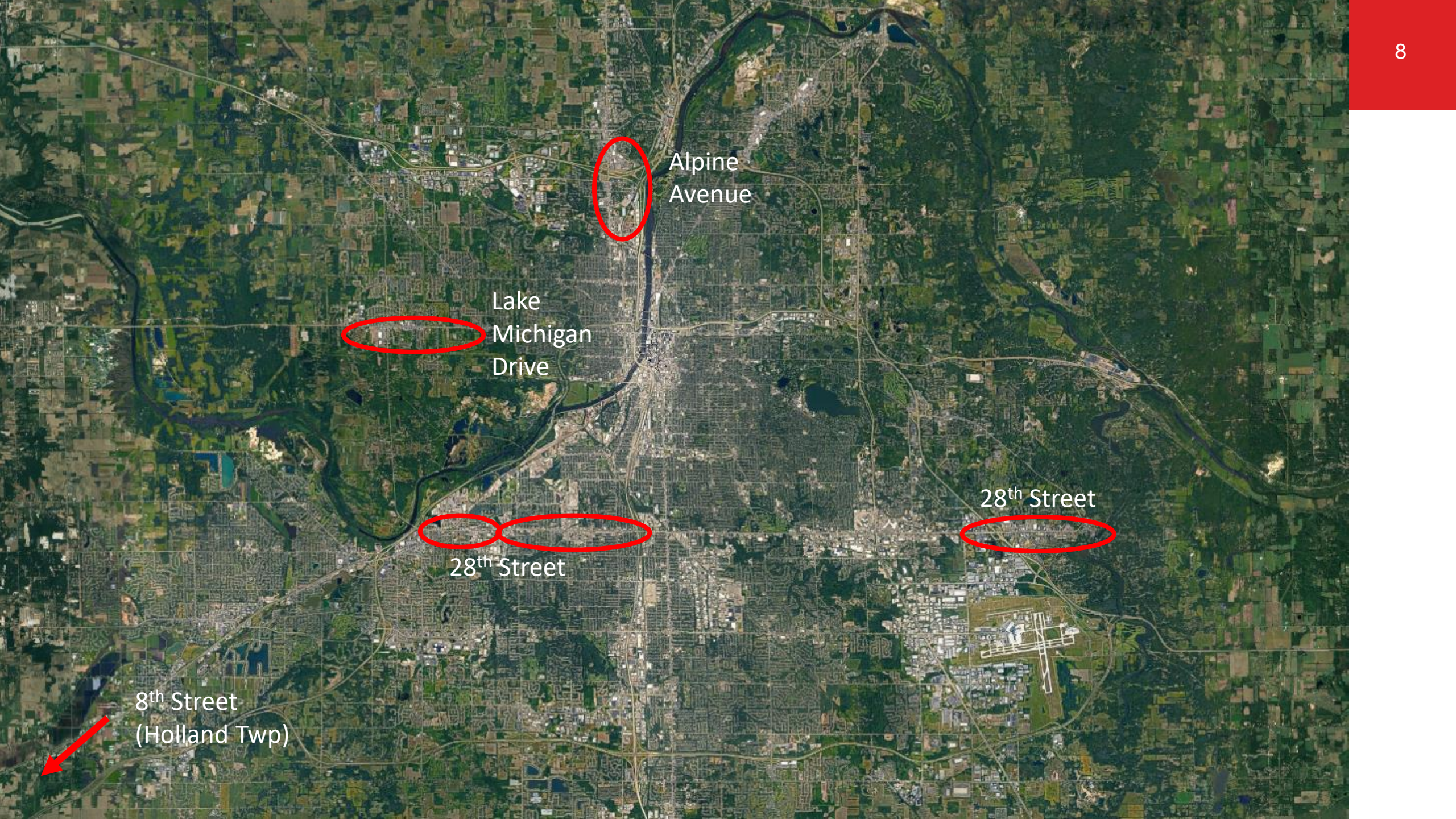
Meet our Stroads!

MCKENNA

What is a “stroad”?

- A **Street** is designed for commerce and human activity.
- A **Road** is designed for through traffic.
- A **Stroad** attempts to do both... poorly.





Alpine Avenue

Lake Michigan Drive

28th Street

28th Street

8th Street
(Holland Twp)

Alpine Avenue



Lake Michigan Drive



28th Street - Grandville



28th Street - Wyoming



28th Street/Cascade Road – Cascade Township



8th Street – Holland Charter Township





Developing a Vision

MCKENNA

What's wrong with this?



Can it become this? Do we want it to?



What about this?



Or is this more realistic?



Goals for Stroad Retrofit

- Safety
- Aesthetics/Placemaking
- More Efficient Use of Land
- Sustainability
- Long-Term Economics
- Fix the Housing Crisis (!!!)

Key Questions for Stroad Retrofit Visions

- What do you want? Other than “not this”
- What is the context of the stroad?
- Where do you exist on the transect?
- What are your key assets?
- Where are the key redevelopment opportunities?
- What can you actually do about the traffic?

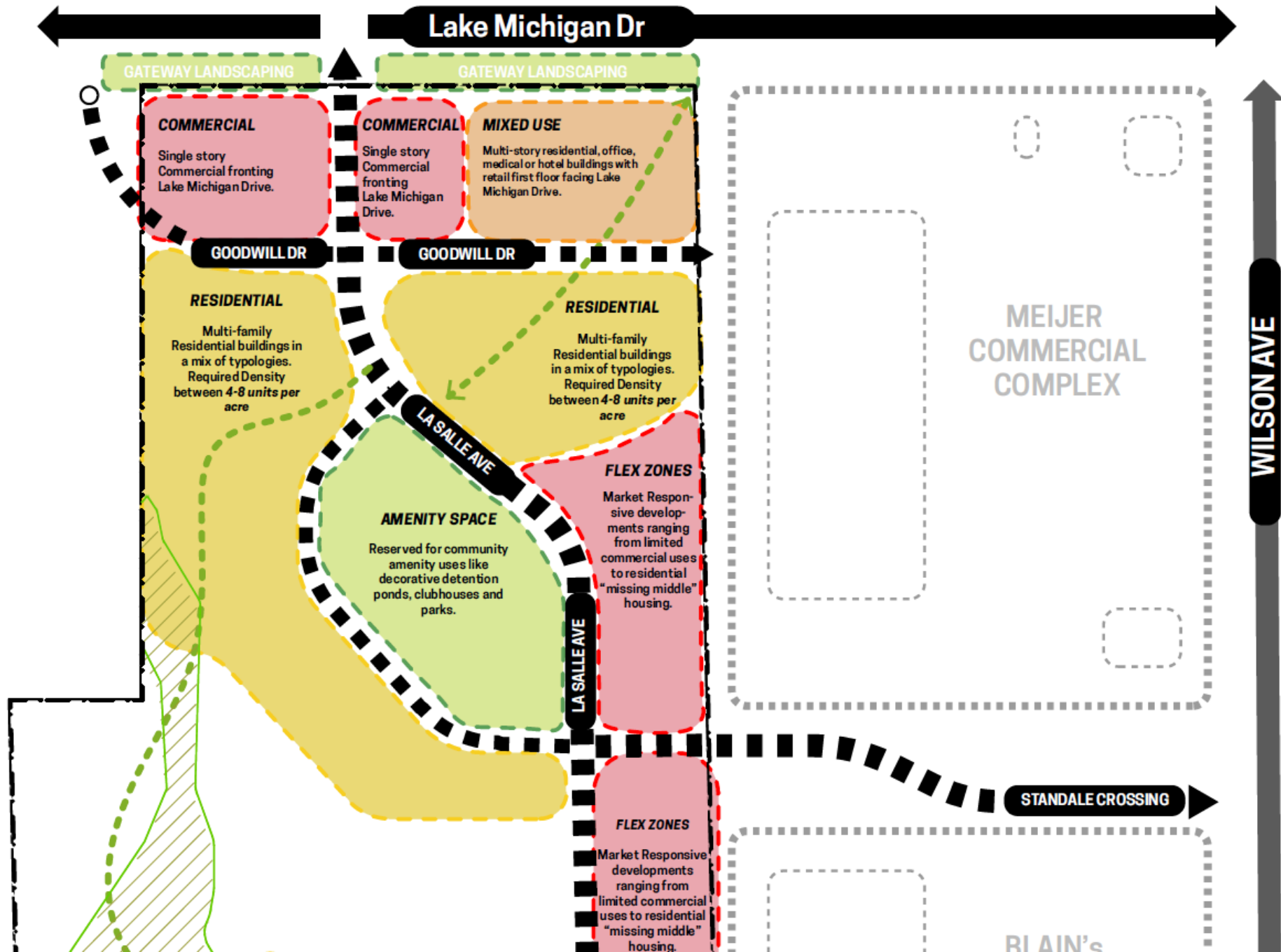
Vision: Walker

Alpine Overlay



Standale Overlay





Vision: Grandville



Vision: Wyoming



The Wyoming City Center project is creating a beacon of community pride, where innovative urban design meets the rich tapestry of city life.

The Wyoming City Center project leverages strategic public investment in infrastructure, including creation of new roadways, trails, and streetscapes. To-date, public investment includes an ADA compliant pedestrian bridge, 4.6 miles of new trails, and a future public plaza.

Private investment will continue to breathe new life into the city, with redevelopment of vacant and under-utilized commercial spaces into new places that meet the community's needs for housing and high-quality commercial and mixed-use development. The recent development of the HōM Flats residential community on the site of the former Studio 28 demonstrates opportunities within the City Center.

Private Investment: \$65 Million
 State of Michigan Grant: \$20 Million
 City of Wyoming ARPA Contribution: \$10 Million
 Kent County ARPA Contribution: \$6 Million



PUBLIC SPACES

Plazas



HōM Flats, Future City Center

MIXED-USES



CONNECTIVITY

Pedestrian Bridge, Trails



Future Transformation of Roger's Plaza

VIBRANCY



Vision: Cascade Township



Vision: Holland Township





Implementation: Successes and Pitfalls

MCKENNA

Components of Retrofit Implementation

- Traffic Calming
- Pedestrian Safety
- Placemaking
- Stormwater
- Zoning
- Redevelopment
- Quality of Life

Leveraging Assets

- Existing Road Networks
- Existing Infrastructure
- Key Landowners/Developers
- Transit Lines
- Partner Organizations (Road Commission, MDOT, MEDC, DDA, etc)
- High Visibility
- The Market (The Housing Crisis is Your Friend!)

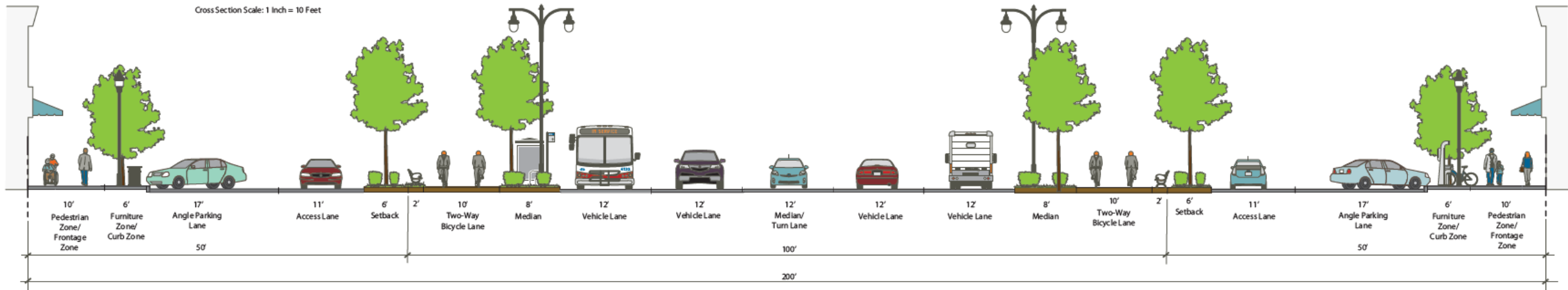
Potential Pitfalls

- Inertia
- Traffic
- Corporate/Cookie Cutter Site Design
- “Cooks in the Kitchen”
- Suburban Infrastructure (Stormwater Ponds, etc)
- Natural Features
- Unrealistic Expectations

Implementation: Walker

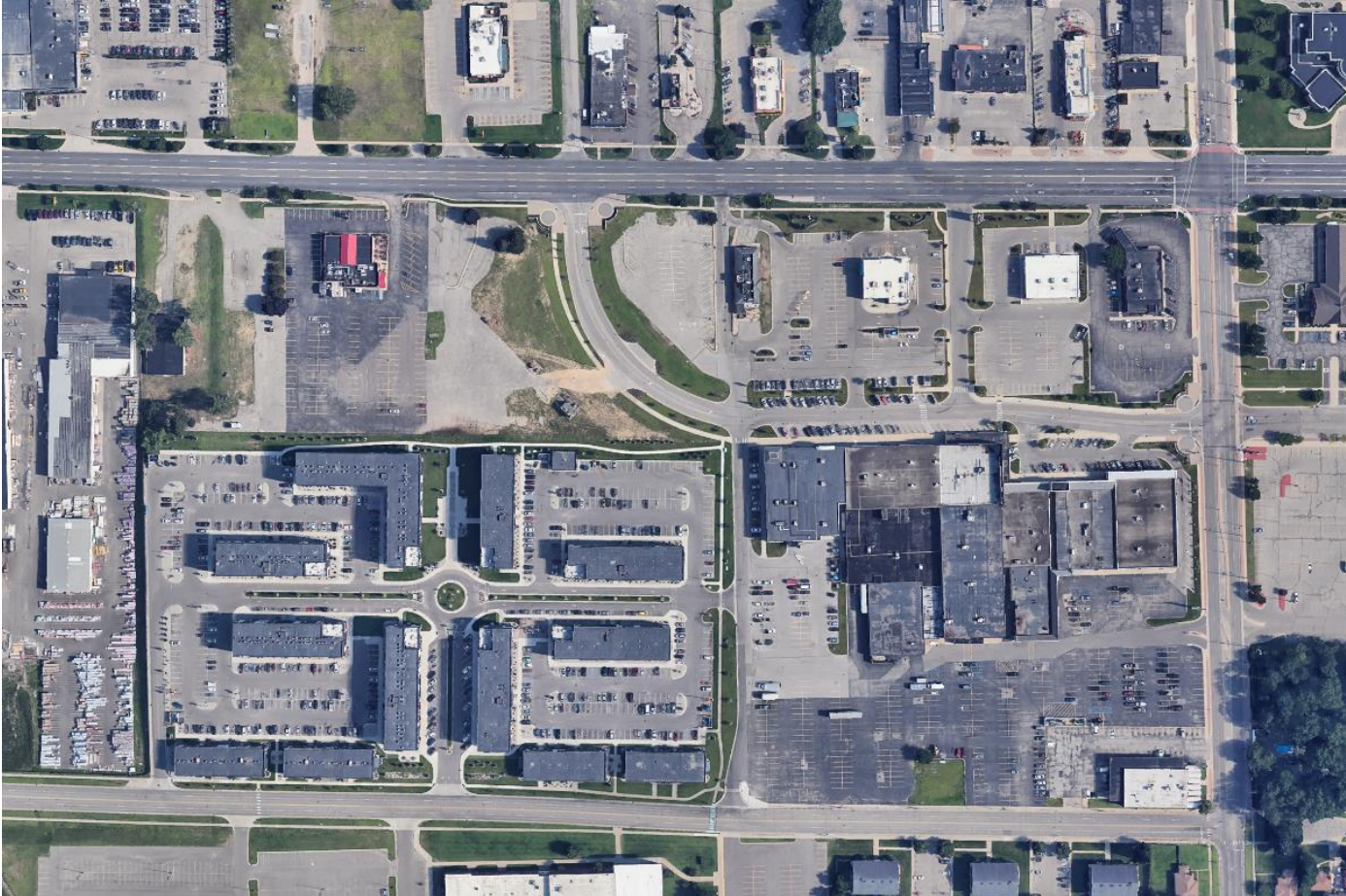


Implementation: Grandville



28th Street Proposed Section
100' R.O.W. / 200' Face of Building to Face of Building

Implementation: Wyoming



Implementation: Wyoming



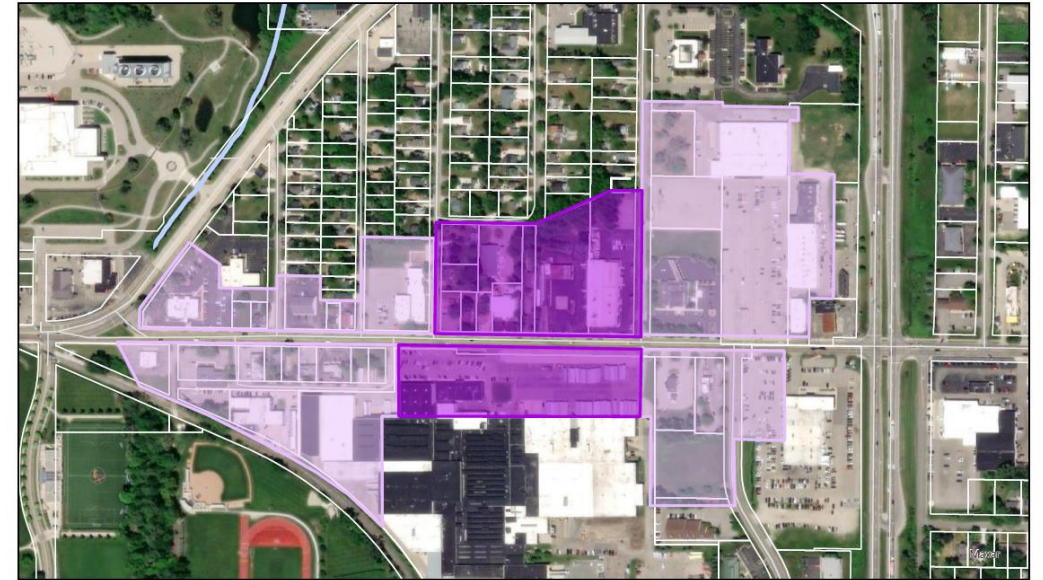
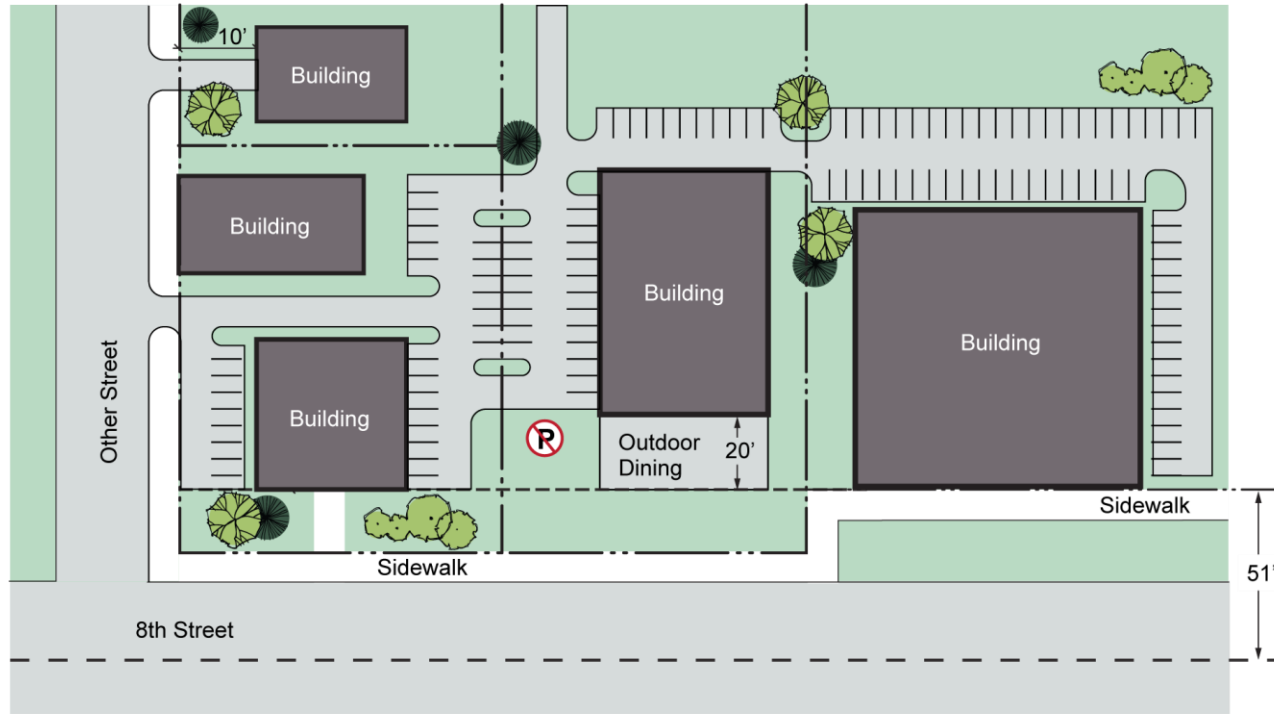
Implementation: Cascade Township



Implementation: Holland Township



Implementation: Holland Township

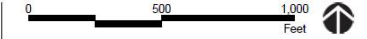


Federal District Overlay

Holland Charter Township, Michigan

September 6, 2023

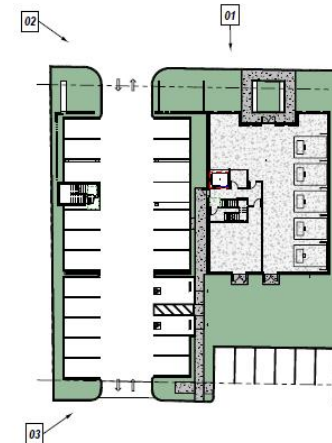
LEGEND
Core
Edge



Basemap Source: Michigan Center for Geographic Information, v. 17a.
Data Source: Ottawa County 2019, Mckenna 2023.



Implementation: Holland Township



PROJECT # 22082
PROGRESS 2023.08.04



ANKER FLATS |

416-414 EAST 6TH STREET, HOLLAND, MICHIGAN, 48423 PROJECT ADDRESS | WWW.MODULUS.COM | 181 THE ALAMEDA, SUITE 311, SAN JOSE, CALIFORNIA, 95113 (T) 415.270.7038

A0 | CONCEPT RENDERINGS



Implementation: Holland Township



PROJECT # 22.001
PROGRESS | 2023.04.04



ANKER FLATS

410-464001 8TH STREET, HOLLAND, MICHIGAN, 48030 PROJECT ADDRESS

A11 | SCHEMATIC ISOMETRICS

14110 ALAMEDA, SUITE 300, SAN LEANDE, CALIFORNIA, 94589-1008



MODULUS
[unreadable]



Questions?

MCKENNA