



2017 MASTER PLAN

Village of Paw Paw, Michigan

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2017 MASTER PLAN

VILLAGE OF PAW PAW, MI

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INTRODUCTION

The 2017 Village of Paw Paw Master Plan is built on an understanding of the past and the present, and the community's desires for the future. The process to prepare the Plan begins with an understanding of existing community conditions, such as demographics, housing, the economy, transportation, and land usage. The Master Plan reflects the desires of Paw Paw citizens for the future development of their community.

WHAT IS A MASTER PLAN?



Regional location and context

Every community has a responsibility to look beyond day-to-day issues and focus on the long-range implications of their land use and zoning decisions. Similarly, the community must have a document that provides guidance for land use and development by considering a wide range of possible futures. For the Village of Paw Paw, this long-range view is provided through the Master Plan.

Village leaders and residents are interested in encouraging quality new growth by promoting the things that make Paw Paw unique. At the same time they are also interested in preserving the community's small town character.

In truth, no community can solve every problem or answer all of the contrasting concerns about land development. But advocates for both development and preservation have common goals; each wants "better planning." Decision makers, then, are tasked with balancing the interests of landowners wishing to develop their properties with maintaining the features that attracted people to the community in the first place.

Those "quality of life" features – small town atmosphere, friendly neighbors, the wine industry, regionally-known restaurants, lakes, natural features, and schools – are what make Paw Paw unique. A successful Master Plan must consider these elements, along with protection

of the environment, and takes steps that will ensure that development "fits" in the area.

The Michigan Planning Enabling Act (Act 33 of 2008) gives municipalities the authority to adopt a Master Plan to "address land use and infrastructure issues and may project 20 years or more into the future." This Plan is a look into the next 20 or more years, based on the desires of the citizens of Paw Paw for the use of land within the Village.

One of the most important functions of the Plan is to provide a solid foundation for future land use decisions. The recommendations presented in the text and shown graphically will provide a legal basis for zoning and other land use controls utilized by the Village.

Relationship to Zoning

The Michigan Zoning Enabling Act states that the "zoning ordinance shall be based upon a plan designed to promote the public health, safety and general welfare, (and) to encourage the use of lands in accordance with their character and adaptability..." The Master Plan is the long range planning document upon which planning and zoning decisions are based, including creating and amending the Village Zoning Ordinance. Although the Master Plan is a policy document and does not have the force of law, it is the basis of the Zoning Ordinance and Zoning Map.

The Master Plan is the document that lays out the Village's future, while the Zoning Ordinance provides the day-to-day regulations for land use. Therefore, the land use designations on the Future Land Use Map may not directly correlate with the zoning districts or existing uses. However, the Master Plan reflects the community's long range desires for land development, so as land uses and market demands change, it is expected that future rezonings will be made to conform to the Master Plan.

Chapter 3 contains a "zoning plan" that describes how the land use designations on the Future Land Use Map correlate to the zoning districts on the Zoning Map. The zoning plan can be used as a guide to determine how the Zoning Ordinance should be amended to implement the recommendations of this Master Plan.

PREVIOUS PLANNING EFFORTS

Village Master Plans

The Village last adopted a master plan in 2010, which provided an overall framework for planning and development within the Village. This was an update to a previous plan, adopted in 1998.

The analysis of strengths and weaknesses in the 2010 Plan mirrors many of the strengths, weaknesses, opportunities and threats identified during the development of this Plan. However, the previous plan was developed during great economic strife amid the housing market collapse. Since that time the economy has improved, however, the home values have not rebounded as quickly.

The 2010 Future Land Use Map generally reflected existing land uses and to a degree some of its recommendations have been completed. This includes the Downtown streetscape improvements, but many remain.

The 2010 Plan was developed after land south of I-94 was annexed in 1999. The annexed area along M-40 was designated as commercial and the existing manufactured housing developments as low to medium density residential. The majority of the property, west of County Road 665 was designated industrial. Development has been slow in that area. Bronson Lakeview Outpatient Center was built in 2005 and a Walmart Super Center opened July 2014.

Other Plans & Analysis

1. In 2016, the Southwest Michigan Prosperity Region 8 prepared a Target Market Analysis for Van Buren County. The study involved rigorous data analysis and modeling, and is based on in-migration into the Village of Paw Paw and Van Buren County. Results are based on internal migration within these places, movership rates by tenure and lifestyle cluster, and housing preferences among target market households.
2. In 2008, the Southwest Michigan Planning Commission completed the Paw Paw River Watershed Management Plan. This plan encompasses the entire 5,818 acre watershed, from its source at the far western edge of Kalamazoo County, to its terminus joining the St. Joseph River, just north of where the St. Joseph empties into Lake Michigan. In Paw Paw, the East and West branches of the Paw Paw River join to form the South Branch, just above the bridge at Michigan Avenue, at the southern end of Maple Lake.
3. The Watershed Management Plan is an ambitious and detailed study of the watershed and the impact of development on water quality and habitat. It designates the Paw Paw area as a High Priority Urban Management Area. The plan recommends best management practices for stormwater and road maintenance, a county-wide ban on the use of phosphorus, and adopting local stormwater ordinances. The plan is an excellent guide to implement best management practices near waterfronts and should be utilized to ensure that water quality improves.
4. In addition to the above, Van Buren County has a farmland preservation ordinance outlined in the county's master plan. Both Antwerp and Paw Paw townships, adjacent to the Village of Paw Paw, are participants in the county plan and have farmland preservation strategies in their master plans. Regional planning efforts between these entities could help further township farmland preservation goals and village redevelopment and infrastructure improvement goals.
5. The Village of Paw Paw participated in a Red Arrow Corridor planning process by the Anderson Economics Consulting Group, with a concluding report dated 2001. While report data may be out of date, the conclusions and strategies for regional marketing and economic development participation with other Van Buren County Red Arrow Corridor communities may still be pertinent and worth periodic review. The report can be found online at: <http://web1.msue.msu.edu/cdnr/redarrowcatreport.pdf>
6. Western Michigan University's Planning Studio Class completed an analysis on a Waterfront Overlay District within the Village of Paw Paw. The student-led project was defined as follows: Develop a Waterfront Overlay District for the Maple Lake/Briggs Pond area, including the branches of the Paw Paw River, within the Village of Paw Paw.
7. In 2016, LandUse USA conducted a Residential Target Market Analysis which reviewed the existing and potential supply of housing types for future market potential.



Warner Vineyards Winery

CREATING THE MASTER PLAN



Village of Paw Paw

The 2017 Master Plan was a collaborative effort between the Village staff and the citizens of Paw Paw. In 2016, the Planning Commission hired a planning consultant to assist them in preparing a Master Plan update and a steering committee composed of Village officials, business owners and citizens was formed to help guide the process.

The public had an opportunity to participate in the process to determine the values important to them. Focus group discussions and an online survey provided the opportunity for Village stakeholders to participate in the creation of the Master Plan. Participants identified strengths, weaknesses, assets, opportunities and threats and discussed issues related to Village land uses.

These public engagement techniques were used to identify the planning issues that affect the community. The Steering Committee

was consulted to provide critical feedback throughout the course of drafting the Master Plan, as well as to review draft materials. When the draft was completed, it was provided to the Committee for review and comments.

After review by the Steering Committee, the Master Plan draft was then submitted to the

Planning Commission, to begin the adoption process required by the Michigan Planning Enabling Act. The draft plan was reviewed by the Village Council and then released for review by the surrounding townships and the Van Buren County Planning Commission. After completing the mandated 63-day review period, the Planning Commission held a public hearing on _____ and the plan was adopted by the Village Council on _____. The resolution of adoption is copied on the inside back cover of this document, in accordance with the Michigan Planning Enabling Act.

PUBLIC PARTICIPATION

During the creation of this Master Plan, it was vital to engage in the public in order to understand the strengths, weaknesses, and goals of the community. To create a framework for public participation, a goal and priorities survey of the Planning Commission and Steering Committee, two focus group sessions and a public online survey were conducted to help identify issues and opportunities that are important for in order to facilitate positive change.

Goal Priorities Survey

Members of the Planning Commission and Steering Committee were given a Goal Priorities Survey that identified objectives relating to economic development, downtown, environment, transportation, recreation, and land use. The Goal Priorities Survey was based on the goals and strategies from the 2010 Master Plan. For each objective, respondents were asked to label their priority as High, Medium, or Low. It also allowed for respondents to comment on the goals from the previous Master Plan, as to whether the strategies had been started and/ or completed. Thirteen Goal Priorities Surveys were collected from commission and committee members. The survey and tabulated responses are included in the Appendix.

Focus Groups

Two focus group meetings were held on August 31, 2016 with different community interest groups: Downtown Development and Housing & Neighborhoods.

The framework of each exchange was fairly relaxed, allowing for open dialogue and free flow of ideas and opinions. A series of prompt questions were available in order to direct the discussion when the dialogue veered in less than productive directions. A total of 18 persons met to converse on Downtown Paw Paw, and 14 persons met to speak about Paw Paw's housing and neighborhoods.

The Downtown focus group ranked specialty shops, the waterfront, and friendly people as the top strengths of the downtown district. The weaknesses most discussed were crosswalks, streetscape design, and pedestrian lighting. Participants noted that it was important to build upon Paw Paw's unique character as a destination,



A walkable downtown

The Housing and Neighborhoods focus group felt that Paw Paw is a great place to live because of the location, sense of community, and school district. Participants were collectively encouraged by new development in the Village, which included more housing types, entertainment for all ages, and scheduled public transit throughout the community. In discussing the development of housing types, participants were open to constructing missing middle housing and accessory dwelling units (mother-in-law suites); however they did not want to see additional mobile homes or multi-story, interior access only apartment buildings.

Public Online Survey

The online survey was open to the public September 12 – September 26. The multi-question survey asked residents and business owners to comment on the overall positive and negative aspects of living in Paw Paw, opportunities for improvement, housing, transportation and economic development goals in the Village.

During the two-week period, 176 responses were collected and then analyzed. Approximately 83% of respondents were 25-64 years old, and more than 60% were from those living in the Village.



Residents ranked the waterfront as one of the most positive aspects of living in Paw Paw

Moreover, 35% of the resident respondents were individuals who had lived in Paw Paw for more than 20 years. Those who did not live in the Village were residents in surrounding communities such as Kalamazoo, Mattawan, and Paw Paw Township.

Survey responses reflected the opinions and sentiments that were expressed during the focus group discussions. Respondents indicated the location, sense of community, lake and river waterfront, and quality of education as the most positive aspects of living in Paw Paw. Lack of downtown vibrancy, limited housing options, lack of non-motorized transportation (bike paths, sidewalks, etc.), and lack of cultural/entertainment options were listed as needing improvement.

Following analysis of the initial survey, a second survey was conducted to expand on several questions from the initial survey. This set of

questions focused on desired entertainment options, environmental and sustainability goals, and scale of commercial businesses in the Village. During the two-week period, 38 responses were collected. Respondents would most like to see family-centered park events, such as concerts in the park, followed by adult only activities, such as high-end dining options or continuing education courses.

The majority of respondents felt that environmental sustainability was important across all categories. Fifty percent of respondents felt that it was extremely important to encourage the protection of the waterfront, natural vegetation, and wildlife.

Full survey responses included in the Appendix.

KEY FINDINGS AND PLANNING ISSUES

As a result of the public's involvement in the planning process, several key issues were identified.

- 1 Downtown** – attracting shoppers, making the area pedestrian-friendly, rehabilitating buildings, and improving streetscapes and outdoor gathering places.
- 2 The Kalamazoo Avenue Corridor** – making it safer for pedestrians, creating an attractive gateway into the Village, leading travelers to Downtown from I-94, and enhancing wayfinding.
- 3 Village Revitalization Sub** – redeveloping brownfields near the West Branch of the Paw Paw River.
- 4 Housing** – attracting a greater variety of housing type including downtown apartments / flats, rehabilitating the existing housing stock, and enhancing property maintenance.
- 5 Environmental Sustainability** – encouraging protection of waterfront, natural vegetation, and wildlife habitats, promoting LID techniques, encouraging renewable construction materials and recycling programs in the community.
- 6 Maple Lake/East and West Branches of Paw Paw River** – improving water quality and enhancing access to the waterfront.
- 7 Southern Paw Paw** – redeveloping large areas of land south of I-94 near Bronson LakeView Family Care office and the Walmart Supercenter.
- 8 Youth Activities** – keeping area youth active and involved, and retaining them in the community even after graduation.

These planning issues are the foundation of the planning principles outlined in the next chapter.

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COMMUNITY PROFILE

2

HISTORICAL OVERVIEW



Village Hall, 1920s (left)

Downtown Paw Paw looking west on Michigan Avenue, 1950s (right)



Paw Paw was settled in 1828 and named for the pawpaw trees that once grew along the Paw Paw River. Today, pawpaw trees are less common in the area, due to the clearing of forests. The Village of Paw Paw has a beautiful setting and bountiful natural resources, primarily water and soils. Just as with much of southwest Michigan, the area has an ideal climate for fruit production. This was recognized by early settlers to Van Buren County and the Village.

Peter Gremps platted the Village of Paw Paw and founded the community's first store, mill, and public house. A tavern in the Village, founded in 1834 by Daniel Dodge, was one of the principal stopping places along the Territorial Road between Chicago and Detroit (what is now Red Arrow Highway/ Michigan Avenue). In 1840 the Van Buren County seat was relocated from neighboring Lawrence to Paw Paw. At the turn of the century, when South Haven became the largest community in Van Buren County, an attempt was made to wrest the county seat away from Paw Paw. After several votes and many protests, the county seat remained in Paw Paw and still does to this day.

Paw Paw is known for its wineries, its beautiful lakefront, and quality schools. The Village Hall is located in the former County Court House, which was relocated to Michigan Avenue. This building is one of four listed on the National Register of Historic Places; the others are the Van Buren County Courthouse, the Carnegie Library (now the Carnegie Center) and the waterworks building (now the site of the Warner's Winery).

DEMOGRAPHICS

Table 1: Population – Surrounding Community Comparison

Geography	2000	2010	2014*	Change 2000 - 2010	Change 2000 - 2014
Village of Paw Paw	3,363	3,534	3,494	5.08%	3.90%
Village of Lawton	1,859	1,900	1,698	2.21%	-8.66%
Village of Mattawan	2,536	1,997	2,075	-21.25%	-18.18%
Antwerp Township	10,813	12,182	12,121	12.66%	12.10%
Paw Paw Township	7,091	7,041	6,979	-0.71%	-1.58%
Van Buren County	76,263	76,258	75,569	-0.01%	-0.91%
State of Michigan	9,938,444	9,883,706	9,889,024	-0.55%	-0.50%

Source: US Census 2000, 2010; 2014 American Community Survey

* The 2014 estimate may not include all areas counted in the U.S. Census

Table 2: Population – Analogous Community Comparison

Geography	2000	2010	2014	Change 2000 - 2010	Change 2000 - 2014
Village of Paw Paw	3,363	3,534	3,494	5.08%	3.90%
Otsego	3,933	3,956	3,798	0.58%	-3.43%
Plainwell	3,933	3,804	3,798	-3.28%	-3.43%
Portland	3,789	3,883	3,899	2.48%	2.90%
Wayland	3,939	4,079	4,082	3.55%	3.63%
Whitehall	2,884	2,706	2,694	-6.17%	-6.59%

Source: US Census 2000, 2010; 2014 American Community Survey

Population

According to the most recent United States Census estimates for 2014, the Village of Paw Paw has a population of 3,494. Between 2000 and 2010, the Village experienced a period of growth, gaining 5.08 percent in ten years. However, estimates for the years since 2010 indicate a population decline (1.13 percent). This is not unusual to Paw Paw, as throughout the State of Michigan, difficult economic times and out migration have resulted in a population slowdown or decline in many communities.

Paw Paw is a well-established community in western Michigan and much will depend on the economy, enhancements that build on the community's character and assets, and the demand for redevelopment in order to continue its strength and prominence in the region.

To help identify its unique characteristics, Paw Paw was compared to five West Michigan communities. These communities all share similar population (2014 estimate) and rate of population change (2010-2014) and all are located just off an interstate highway. These data show how Paw Paw compares demographically to communities with similar attributes. Comparison data for the surrounding townships, nearby villages, Van Buren County and the State of Michigan are shown in Tables 1 and 2.

Age Breakdown

The median age of Paw Paw residents increased slightly between 2000 and 2010 from 36.3 to 36.4. This is significantly lower than the change in median age for neighboring communities, Van Buren County and the State of Michigan as a whole. Communities surrounding Paw Paw, as well as the selected communities, are generally experiencing a greater increase in the median age as seen in Tables 3 and 4.

Table 3: Median Age – Surrounding Community Comparison

Geography	2000	2010	Change 2000 - 2010
Village of Paw Paw	36.3	36.4	0.3%
Village of Lawton	36.9	38.9	5.4%
Village of Mattawan	32.9	36.5	10.9%
Antwerp Township	35.1	37.3	6.3%
Paw Paw Township	37.6	40.7	8.2%
Van Buren County	36.6	39.8	8.7%
State of Michigan	35.5	38.9	9.6%

Source: US Census 2000, 2010

Table 4: Median Age – Analogous Community Comparison

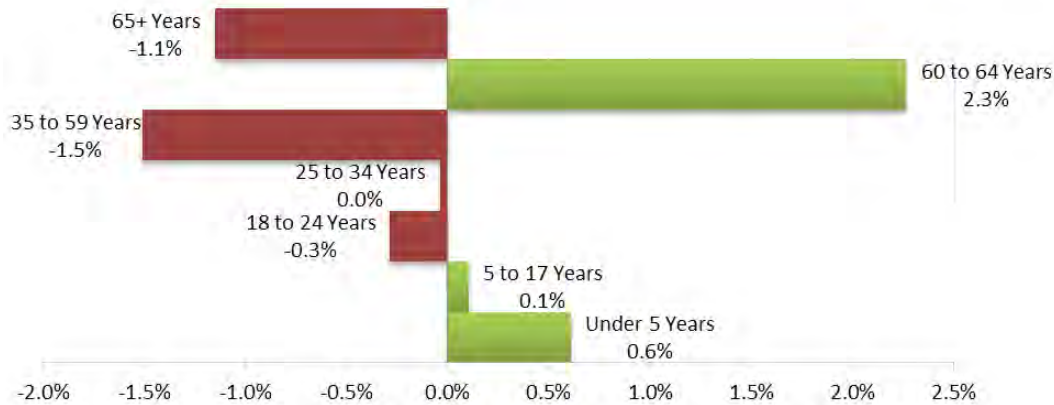
Geography	2000	2010	Change 2000 - 2010
Village of Paw Paw	36.3	36.4	0.3%
Otsego	34.1	36.1	5.9%
Plainwell	36.2	38.7	6.9%
Portland	33.5	35.6	6.3%
Wayland	30.7	33.3	8.5%
Whitehall	40.0	42.9	7.3%

Source: US Census 2000, 2010

While Paw Paw is aging, between 2000 and 2010 the group with the highest growth rate was age 60 to 64, followed by those under 5 years old. Figure 1 shows the change in the percentage of the total population for each age group during that period. In 2000, the 60 to 64 age group comprised 3.5 percent of the population but in 2010 this same age group increased its share to 5.7 percent, an increase of 2.3 percent.

This is a continuation from what Paw Paw experienced from 1990 to 2000, which was detailed in the previous Master Plan. In 1990, the 40 to 49 age group comprised 11.5 percent of the population, but in 2000 this same group increased its share to 14.8 percent, and increase of 3.3 percent. The same pattern was seen with 50 to 59 age group; typically associated with empty-nesters and early retirement age couples looking to downsize their living spaces in response to lifestyle changes. Based on the continuing trend, the Village should aim to provide a range of housing options to cater to the aging population.

Figure 1: Percent Change in Age Group Share of Total Population, 2000 - 2010



Census and population trends for the US and Michigan indicate that approximately 18 percent of the population is 60 and older. In Van Buren County there are 15,118 persons over age 60, accounting for nearly 20 percent of the population. The trend of a growing senior population presents Paw Paw with an opportunity to develop middle- and higher-end senior independent and continuing care housing such as townhouses, condominiums and resident care housing.

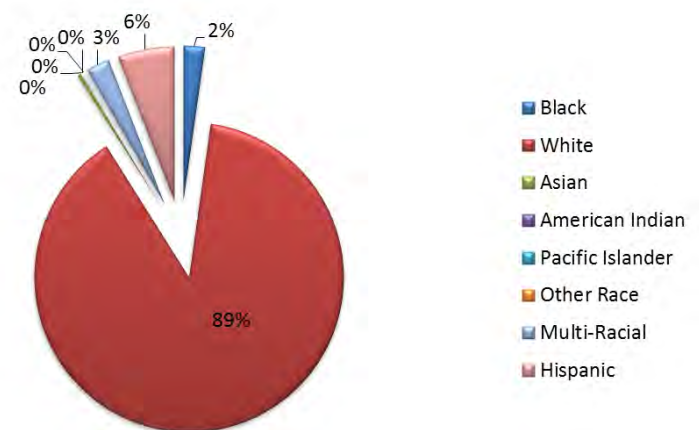
One concern facing the State is the loss of residents aged 20 to 39. This age group is typically comprised of young, educated professionals and working families with children that will support local school districts. While all age groups are important to a community, the 20 to 39 age group is generally seen as an indicator for vitality and economic health. Its loss is significant because it represents the prime years for family formation, which in concert with limited housing opportunities due to near build out, may translate in a decline of school-aged children.

The importance of maintaining solid single-family residential neighborhoods, or in creating new ones, cannot be overlooked. Yet, as the Village’s population ages, the need for broader housing choices increases. Land use relationships that consider both an aging population and younger families should be a priority in coming years.

Racial Composition

The racial composition experienced some changes between one group and another, however, the percentage of minority residents in Paw Paw remained unchanged from 2000 to 2010. The majority of residents are white; however, the Asian and Hispanic population of peoples experienced a three percent increase. Figure 2 details the way in which Paw Paw residents identify themselves based upon race.

Figure 2: Racial Composition, 2010



Source: US Census 2000, 2010

Paw Paw and Van Buren County both experienced an increase in the percentage of persons of Hispanic origin between 2000 and 2010. Hispanic persons represented 3.0 percent of the population of the Village in 2000 and 5.9 percent in 2010. Comparatively, Van Buren County saw a similar increase in the Hispanic population from 7.4 percent in 2000 and 10.2 percent in 2010. This is largely due to the expansion of the prosperous fruit production industry in southwest Michigan and the permanent settlement of migrant workers.

Household Characteristics

Between 2000 and 2010 the number of households in Paw Paw increased by 5.8 percent. This is consistent with the 5.1 percent increase in population during the same period. The average household size remained the same during the same period. This is also consistent with comparable communities and with national trends. More people are remaining single and families tend to have fewer children. While the average household size remained the same, it does suggest that families are not typically increasing in size.

The age of housing can sometimes influence the need for code enforcement and general neighborhood quality. The median year of housing structures built in Paw Paw is 1957. This is consistent with several surrounding communities; however, several have experienced surges in new housing and have newer housing stock (see **Table 5**). An aging housing stock can result in a decline of property maintenance and upkeep. Recognizing this issue and promoting a policy of property maintenance enforcement will aid in maintaining and rehabilitating strong, single-family neighborhoods.

Table 5: Surrounding Community Comparison

Geography	Median Year Structure Built (2014)	Median Owner-Occupied Home Value (2014)*
Village of Paw Paw	1957	\$90,571
Village of Lawton	1959	\$94,841
Village of Mattawan	1983	\$101,855
Antwerp Township	1985	\$146,683
Paw Paw Township	1970	\$114,663
Van Buren County	1975	\$121,169
State of Michigan	1969	\$122,185

Source: US Census American Community Survey 5-Year Estimates (2014)
*2016 Dollars

The median value in 2014 for owner-occupied homes in Paw Paw was \$90,571 (adjusted for inflation). This is well below average for the surrounding communities, as well as Van Buren County (\$121,169) and the State of Michigan (\$178,602). This helps reinforce the need to focus on maintaining strong single-family neighborhoods, reinvesting in ones that need help, and enforcing property upkeep and zoning regulations.

Employment

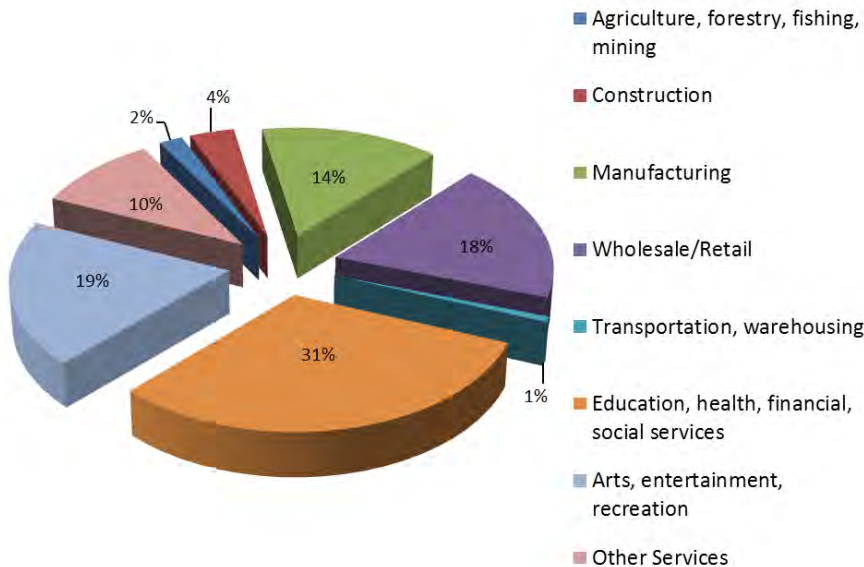
The Village of Paw Paw is the Van Buren County seat, and county government provides good paying jobs while supporting local businesses in diverse professions like finance, insurance, real estate, legal and related industries. The Village has also benefited from proximity to the larger cities of Portage and Kalamazoo.

Paw Paw residents have a fairly diverse employment base that ranges from white- to blue-collar jobs. Fourteen percent of Paw Paw residents work in the manufacturing sector. The Coca-Cola North America/Minute Maid plant west of the Village most likely employs the bulk of that percentage. Some industries have closed in the last few years; therefore, the number of residents employed in manufacturing has declined since 2000.

Paw Paw's education, health, and social services sector has the highest number of employees at 31 percent (See Figure 3). Bronson/Lakeview Community Hospital and Bronson Hospital Outpatient Center both contribute to that large percentage.

Paw Paw's arts, entertainment and recreation sector has experienced a significant increase in employees. In 2000, this sector was ranked fifth in the Village, and elevated to first in 2014. The sector had an increase in approximately of 172 percent from 2000 to 2014. This increase is due to the expansion of the tourism market in Paw Paw, specifically wine tasting and production. The Village's popularity is expected to continue to grow with more and more tourists visiting each year.

Figure 3: Employment Composition, 2014



Many Paw Paw workers also commute and work outside of the Village. Thirty-nine percent of Village workers commute 20 minutes or more (see Figure 4). Residents working in Kalamazoo most likely represent those commutes traveling 30 to 34 minutes to work (9.5 percent). Most Paw Paw residents however are commuting less than 20 minutes to work. The mean travel time in 2014 was 19.2 minutes. A commuter population with relatively low travel times to work has implications for Village land use. Nearly 80 percent of commuters still use their private cars to travel to work; however, approximately 14 percent are walking or biking (see Figure 5). The growing trend in Paw Paw (5.5 percent increase since 2010) to walk or bicycle for the daily commute to work needs to be addressed during future Village planning projects. In addition, providing a wide array of housing options, a small town setting, a unique downtown and recreation opportunities has aided and will continue to aid in retaining and attracting residents. The key is being able to offer a lifestyle that is not available near larger employment centers.

Figure 4: Travel Time to Work, 2014

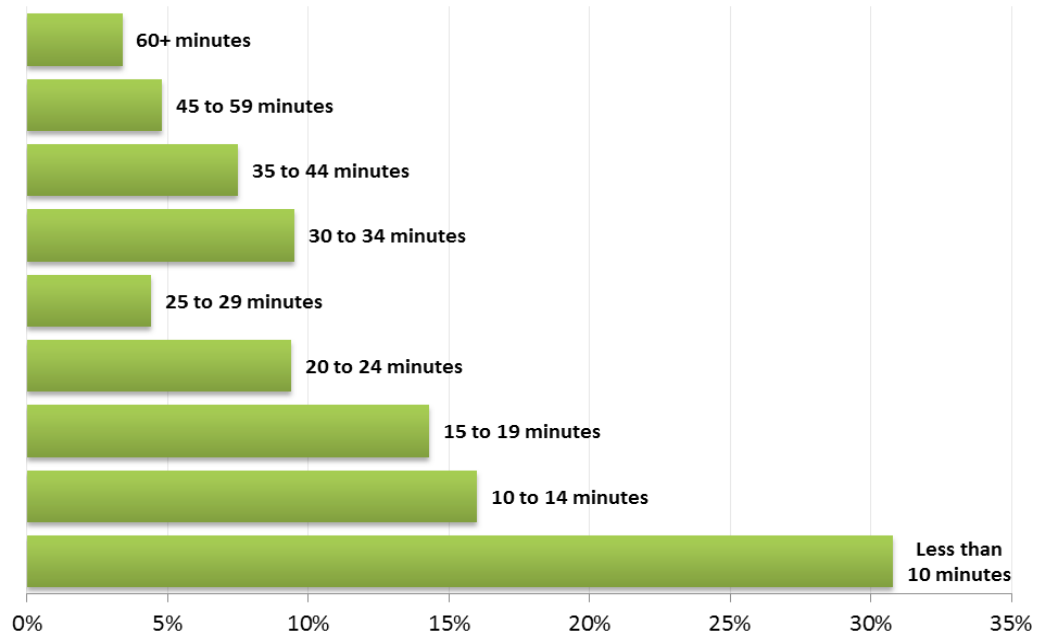
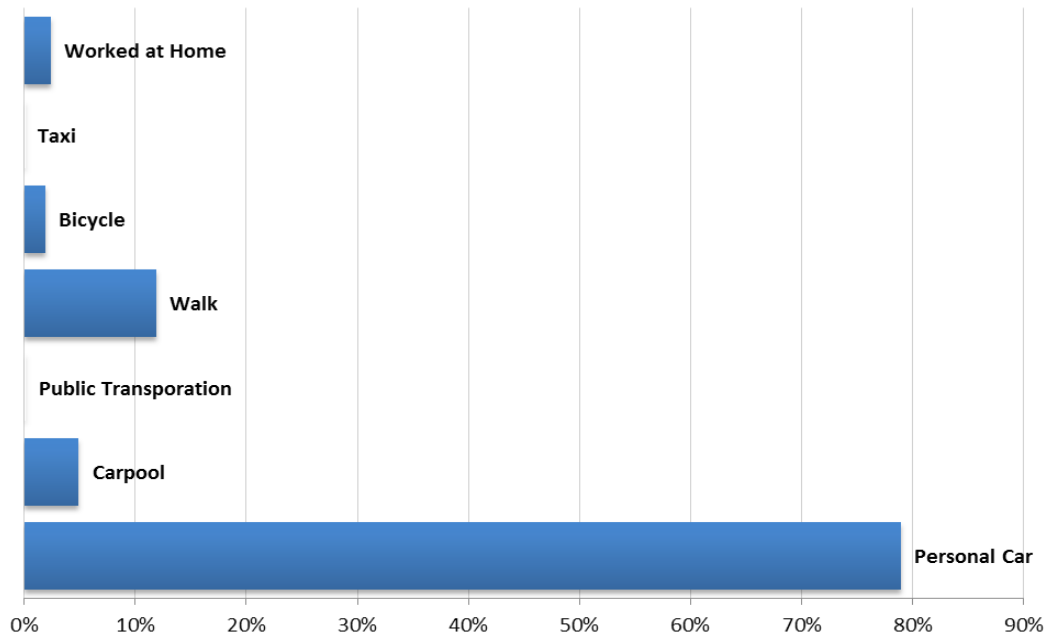


Figure 5: Means of Travel to Work, 2014





Income

Paw Paw has a median household income that is less than the State and Van Buren County (Table 6). Paw Paw’s median income also falls slightly lower than the average median income for the eight comparison communities (Table 7). The percentage of the population that falls below the poverty level is significantly higher than comparison communities, Van Buren County and the State of Michigan.

Paw Paw residents feel a strong sense of community and friendly neighbors

Table 6: Income – Surrounding Community Comparison, 2014

Geography	Median Household Income*	% Below Poverty
Village of Paw Paw	\$31,028	36.50%
Village of Lawton	\$42,753	11.90%
Village of Mattawan	\$43,111	8.80%
Antwerp Township	\$59,368	4.90%
Paw Paw Township	\$47,444	15.60%
Van Buren County	\$47,304	13.30%
State of Michigan	\$49,897	12.10%

Table 7: Income – Analogous Community Comparison, 2014

Geography	Median Household Income*	% Below Poverty
Village of Paw Paw	\$31,028	36.50%
Otsego	\$36,894	12.00%
Plainwell	\$42,101	14.60%
Portland	\$56,232	7.90%
Wayland	\$47,014	13.30%
Whitehall	\$45,770	10.50%

Source: 2014 American Community Survey 5 Year Estimates
* 2016 Dollars

Housing

Housing in and around Paw Paw is generally well maintained. Predominately, housing takes the form of detached single-family structures of wood, masonry, stone and mixed materials. More than 50 percent of the housing was built prior to 1969. There has been some limited new construction of single family homes as well as redevelopment of downtown structures to accommodate upper-floor residential uses.

The most striking demographic characteristic is the high percentage of renter-occupied housing. More than half of total occupied dwellings in 2014 were renter-occupied. The rental housing rate for Paw Paw is significantly higher than other comparable communities, except for Kalamazoo, shown in Tables 8 and 9. Such a high percentage could indicate a fluid and mobile population with weak ties to the community. This may also help explain Paw Paw's lower median income level and lower median home values. Strong, family centered neighborhoods should be bolstered to help support and provide desirable locations for home-ownership.

There has been reinvestment in the downtown to increase the available housing choices for Paw Paw residents. The conversion of upper-floor residential uses allows property owners to increase the amount of revenue generating space and gives consumers choices for housing beyond detached single family structures.

Table 8: Housing – Surrounding Community Comparison

Geography	% Vacant Housing Units	% Renter Occupied Housing Units
Village of Paw Paw	17.0%	60.0%
Village of Lawton	8.8%	44.3%
Village of Mattawan	8.0%	20.4%
Antwerp Township	6.0%	17.7%
Paw Paw Township	18.2%	32.2%
Van Buren County	23.2%	21.9%
State of Michigan	15.6%	28.5%

Table 9: Housing – Analogous Community Comparison

Geography	% Vacant Housing Units	% Renter Occupied Housing Units
Village of Paw Paw	17.0%	60.0%
Kalamazoo	13.4%	54.5%
Otsego	8.3%	32.4%
Plainwell	9.0%	42.8%
Portland	12.1%	30.1%
Wayland	6.2%	34.8%
Whitehall	7.9%	34.1%

Source: 2014 American Community Survey 5-Year Estimates

HOUSING

Regional Context

With over 35,000 vehicles traveling through Paw Paw on I-94 each day, the interstate makes the Village accessible from major population centers in Michigan, Ohio and Indiana, as well as metropolitan Chicago.

Regional Economic Influences

Paw Paw's economy benefits from its geographic location within Michigan's fruit and wine country. Major employers are fruit juice processing and packaging companies including Coca-Cola/Minute Maid, Knouse Foods Co-Op, and St. Julian Winery. Other notable employers in Paw Paw include, Van Buren County (County Government) and Bronson Hospital (Healthcare).

Employment

Employment in the arts, entertainment and recreation sector has experienced significant increases in the past few years. In 2014, the ACS reported that it was ranked #1 in the Village, with 19 percent of the population working in the sector. This is an increase of approximately 172 percent from 2000 to 2014.

Harloff Manufacturing recently expanded and relocated its operations of Trine Corporation in the Bronx, New York to Van Buren County. The expansion created 38 new jobs. Spiech Farms LLC announced an expansion of its Paw Paw packing plant that the company reports will create 55 new jobs. Paw Paw is within commuting distance of Kalamazoo, Portage and Mattawan, and job creation in those communities positively impacts local residents.

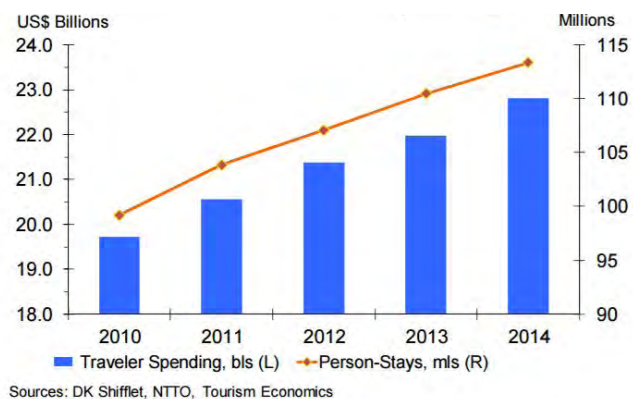
Investment Opportunities

Paw Paw's downtown contains several blocks of one-, two-, and three-story buildings fronting Michigan Avenue. These properties would be well suited for mixed-use development projects, with street-front retail on the first floor, and upper level flats, or lofts.

Tourism

Tourism represents a significant economic engine for Paw Paw and the State. Over 320,000 jobs, with income of \$10.6 billion, were sustained by the traveler economy in Michigan in 2014. Traveler-supported employment represents 6.2% of all

Figure 6: Michigan Travel Volume and Spending



employment in the state. Travel in Michigan generated nearly \$2.4 billion in state and local taxes and \$2.5 billion in Federal taxes in 2014.

Tourism experienced a significant decline during the economic recession; however, the industry has seen a steady increase since 2010. Michigan hosted 113.4 million visitors in 2014; the majority of visits were day trips (58%).

Southwest Michigan remains an important tourism destination for travelers from the midwest and beyond.

Keys to the region's draw include:

- The proximity of Southwestern Michigan to major population centers in the Midwest.
- Attractive natural environments, including many lakes, waterfront, forest and trails for recreation.

The Paw Paw area and Van Buren County are home to many important regional tourism destinations, such as wineries, resorts, lakes and auto racing, among others. In addition, there are over 3,000 homes held for seasonal or vacation use within 30 minutes of Paw Paw. Van Buren County receives a significant number of seasonal visitors with its many vacation homes/cottages. Camping in the Township or in the County is another spending category that appears strong relative to the State average.

The Michigan Wine Industry is of particular importance in the Southwest part of the state. St. Julian Winery and the Warner Winery located in Paw Paw are two of many vineyards and wineries in Southwest Michigan.

1 Research commissioned by Travel Michigan and conducted by Tourism Economics (2015). For more information, see <http://www.michiganbusiness.org/cm/Files/Reports/Michigan-2014-Tourism-Economic-Impact.pdf>

TARGET MARKET ANALYSIS

In 2016, LandUse USA conducted a Residential Target Market Analysis for the Southwest Michigan Prosperity Region 8, which included the Village of Paw Paw. The purpose of the Target Market Analysis (TMA) is to identify the market potential for all forms of housing, including “missing middle” housing choices throughout the Village. The study was based on in-migration in the Village and results found that the Village of Paw Paw is not suited to meet the needs of future in-coming residents within the next seven years.

The TMA identified that new home seekers are looking for urban alternatives to detached houses. These include townhouses and waterfront lofts / flats with balconies and vista views of inland lakes, or choices within or near downtown districts, particularly if they are walkable.

The TMA identified that there is little to no need for building new detached houses or duplexes in the Village, as the existing supply exceeds the number of households that will be in-migrating within seven years. There is a significant shortage of townhouses, small and large multiplexes, and small and large midrise. There is potential for additional 218 units that would meet the future market potential.

The development of “missing middle” housing types will fill the gaps to accommodate the migrating households seeking the attached units. Missing Middle housing includes triplexes and fourplexes; townhouses and row houses; and other multiplexes like courtyard apartments, and flats/lofts above street-front retail. At the present time, the existing supply will just barely meet the future demand.

Paw Paw has experienced a population decline, based on 2014 estimates compared to the 2010 Census. According to the report, job creation, placemaking processes, and real estate investment will spur population growth.

The TMA developed a list of investment opportunities for Missing Middle housing within the Village of Paw Paw and these should be reviewed and explored by the Village in order to provide sufficient housing options.

Strategies

- Encourage the development of Paw Paw’s waterfront areas for multiple residential units, potentially for condos or townhouses.
- Revitalize vacant properties along the waterfront for potential adaptive reuse for condos, flats, lofts.
- Continue the development of the Planned Unit Development Area for mixed uses and potential residential options.
- Encourage mixed use redevelopment in Downtown to include first floor retail and upper level condos, flats, or lofts.
- Raze or add upper level condos, flats, lofts on existing downtown one-story buildings.
- Redevelopment of Village owned properties along waterfront for residential condos, cottage homes, or other plan, while maintaining access for public use.

PHYSICAL CHARACTERISTICS



Land Use

M-40/Kalamazoo Street

Map 1 shows existing land uses in the Village. Commercial land uses have developed along the Village's two main corridors: M-40/Kalamazoo Street and Red Arrow Highway/Michigan Avenue. The high visibility and easy access of Red Arrow Highway/Michigan Avenue and the proximity of I-94 have fueled an expansion of commercial uses outward from the downtown to the Village boundaries.

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Existing Land Use

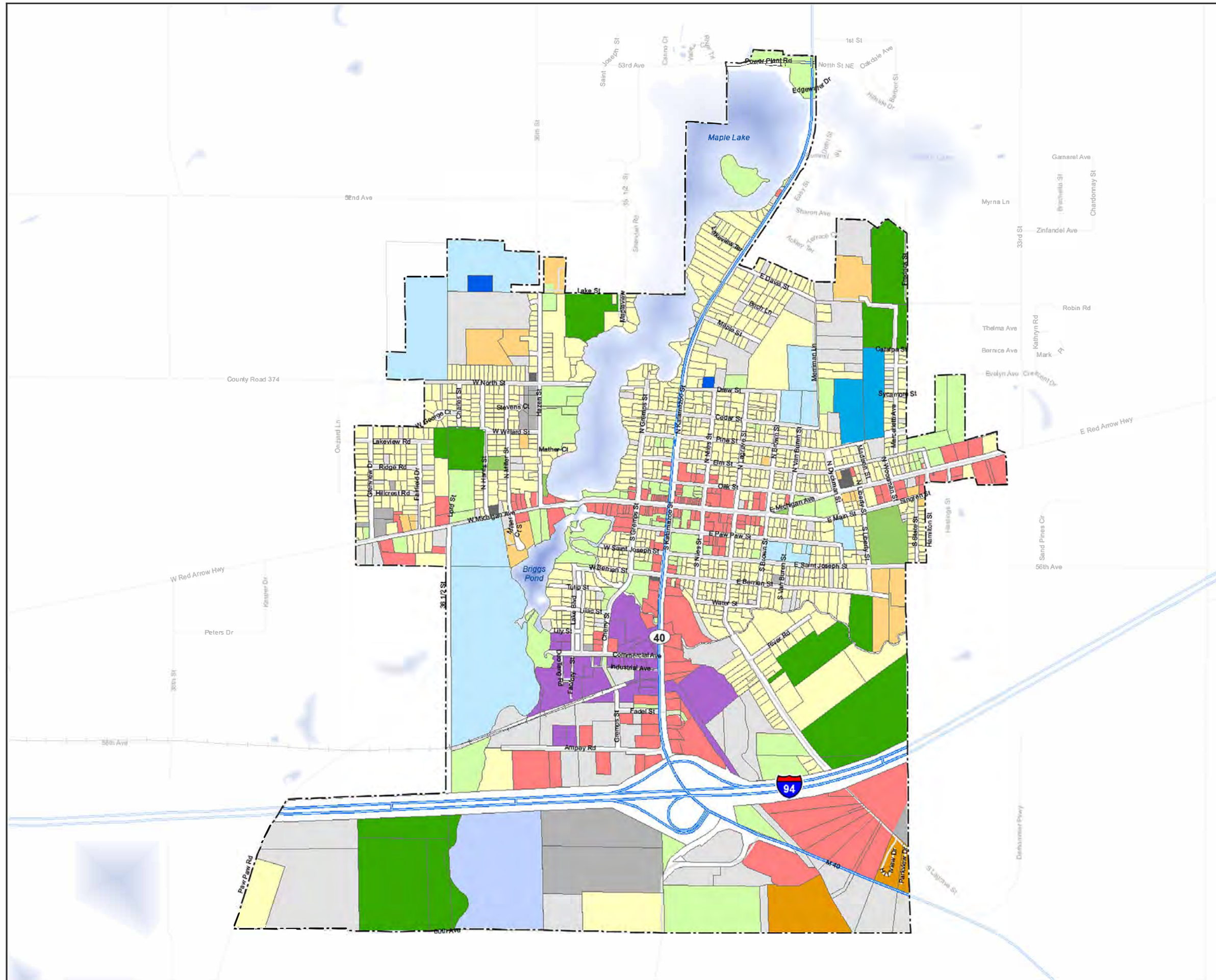
Village of Paw Paw

Van Buren County, Michigan

December 19, 2016

LEGEND

- Single Family Residential
- Multiple Family Residential
- Manufactured Home Community
- Commercial Office
- Industrial
- Public Quasi Public
- Hospital
- School
- Village
- County
- Church/School
- Park
- Vacant
- Vacant Lot
- Vacant Transitional
- Natural Landscape



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MCKenna
ASSOCIATES



Map Data Source: Van Buren County GIS, Michigan Center for Geographic Information, Version 14a.

BACK OF MAP



Downtown

Downtown Paw Paw

Downtown Paw Paw, located on Michigan Avenue is a mix of retail, office, and civic uses, along with some upper story residential dwellings. The downtown is located approximately one mile north of the I-94 interchange. Maple Lake is a prominent near-downtown resource and provides an attractive backdrop for events and celebrations.

The Downtown area contains many attractive buildings and exudes a classic village atmosphere. The many restaurants and the movie theater keep the district vital and active into the evening.

Downtown has several key destination businesses and attractions that are a draw for people and shoppers. Parking is ample both along the street and in Village-owned lots behind and adjacent to stores, shops and restaurants.

This parking is convenient because many businesses have developed very attractive rear building entrances. Therefore, customers parking in the lots behind Michigan Avenue are easily able to identify and enter shops through the rear for added convenience.

While convenience is important, on-street building entrances should remain as visible, convenient, and attractive. Michigan Avenue should be viewed as the prime market street and any attempts to close or down-grade storefront entrances should be discouraged. These entrances help define and reinforce the public sidewalk space that makes downtown special, creating a very positive and exciting retail and dining/entertainment experience. These characteristics help set downtown apart from the “suburban” retail developments that boast easy access and parking in their large street-front surface lots.

The Residential Target Market Analysis identified several potential opportunities in the downtown area that would be suitable for upper level lofts, flats or condos. One-story buildings could be developed to include upper level multi-unit apartments.



Warner Vineyards Winery on the Paw Paw River (left)

One of Paw Paw's fine older homes (right)



Kalamazoo Street Corridor and Other Business Areas

The M-40/Kalamazoo Street corridor is defined by the I-94 interchange. Highway oriented commercial uses have developed from I-94 north along M-40 to just south of the downtown. Uses include fast food, automotive services, and light industrial. Ampey Avenue branches off from Kalamazoo Street and provides access to several highway oriented uses.

While this is a successful corridor, some buildings need to be updated. Pedestrian mobility is also limited, as there are few safe locations to cross the street. Sidewalks are discontinuous and for much of the corridor are located along the curb, directly next to traffic.

There are also commercial areas beginning in the townships at the east and west entrances to the community on Red Arrow Highway/Michigan Avenue. These areas are classic “road into town” neighborhoods, consisting mostly of automobile oriented uses and services and a variety of retail establishments.

In 2016, the Village of Paw Paw annexed three parcels along Red Arrow Highway/East Michigan Avenue. The expansion of Paw Paw’s boundaries were approved to ease jurisdictional boundaries for future property development. At present, there are conceptual development plans for an indoor athletic complex in conjunction with the use and improvement of outdoor ballfields.

Residential

Most residential development is located adjacent to downtown to the north, south, and east. These neighborhoods are characterized by older homes on small lots and many share property lines with commercial and industrial uses. This has raised issues of compatibility, transitions and property maintenance, especially for those neighborhoods abutting heavy commercial areas. A mixture of older, cottage style homes, as well as new lakefront homes, can be found on the shores of Maple Lake. Once a regional vacation retreat, Maple Lake spawned many small cottages which have since been converted to year-round homes.

Newer, subdivision-style residential development is located on the north side of Michigan Avenue, west of Maple Lake. This area developed as the Village began to grow and expand. The middle and elementary schools are located in these neighborhoods (Paw Paw High School is located two miles east of the Village, on Red Arrow Highway in Antwerp Township). Also within these neighborhoods is Bronson-Lakeview Hospital, which is on the west side of Maple Lake and is a major area employer.

Industrial

Industrial land uses are located west of Kalamazoo Street near Factory Street and Industrial Avenue. Due to challenging economic times and other factors, several industries have left, leaving vacant buildings and land with a potential for redevelopment. The Coca Cola/Minute Maid bottling plant, one of the largest in the state, is located west of the Village in Paw Paw Township. While located outside Paw Paw, it nevertheless plays a major role as an employer, and its related truck traffic is an important issue because the main access route to the plant from I-94 is through the Village and downtown.

South of I-94

In 1999, the Village annexed approximately 387 acres south of I-94, between the interstate and 60th Street. Much of this land is vacant, although there is a manufactured (mobile) home community that is accessed from South LaGrave Avenue and a manufactured (modular) home subdivision just west of M-40. A farm and home store is also located on M-40. A Walmart Superstore was opened in 2014. To the west, Bronson Hospital, a major landholder in this area, has constructed an Outpatient Center, which provides offices for primary care physicians, labs, and rehabilitation facilities. Most of this land is located in a wetland.

Village Amenities

Paw Paw celebrates several unique amenities that are not common to similar sized communities. These include seven family-owned restaurants, some with a regional draw, that are popular with residents and visitors alike. As the county seat, the local economy is bolstered by relatively secure government activities and employment. The Village also has its own hospital and movie theater.

The most important amenities are the Village's location to I-94 and access to Maple Lake, Briggs Pond and the Paw Paw River. The connection to the interstate allows for visitors to frequent the Village, while the proximity to the waterfront keeps the Village centered as a community for families and neighborhoods. This dichotomy will need constant attention to ensure that the needs of travelers on I-94 can be met without negatively impacting the community who want to preserve the family-centered neighborhoods that had attracted them to Paw Paw.



Paw Paw's industrial base

The Downtown District is the heart of the Village. Located centrally at the intersection of Kalamazoo St and Red Arrow Hwy/Michigan Avenue, downtown Paw Paw is a walkable, pedestrian-friendly corridor with neighborhood servicing retail businesses and restaurants.

In addition, as the focus of the wine industry in Van Buren County, Paw Paw is a destination for tourists and wine enthusiasts. These are qualities that should be emphasized and built upon as the Village continues to grow and develop.

Paw Paw schools have a reputation for excellence. This is an attraction for housing and economic development. Both the Middle School and the Lower/ Upper Elementary schools are located in the Village (the high school is approximately two miles east of the Village, in Antwerp Township). The student population and related traffic impacts the Village. The schools are also a significant employer. For the next 10 years, the school district has adequate land for growth. Additionally, Lutheran and Catholic elementary schools are located in the Village.

NATURAL FEATURES



Paw Paw River dam

Paw Paw is fortunate to be located at the confluence of the east and west branches of the Paw Paw River that feed the 172-acre Maple Lake. Built by the Village in 1907, the reservoir was built to provide power and flood control; however, the dam no longer generates electricity. The lake provides many recreational opportunities, including fishing, boating and kayaking, and the marshy lowlands surrounding the river and lake offer a natural habitat for a wide variety of woodland and wetland creatures.

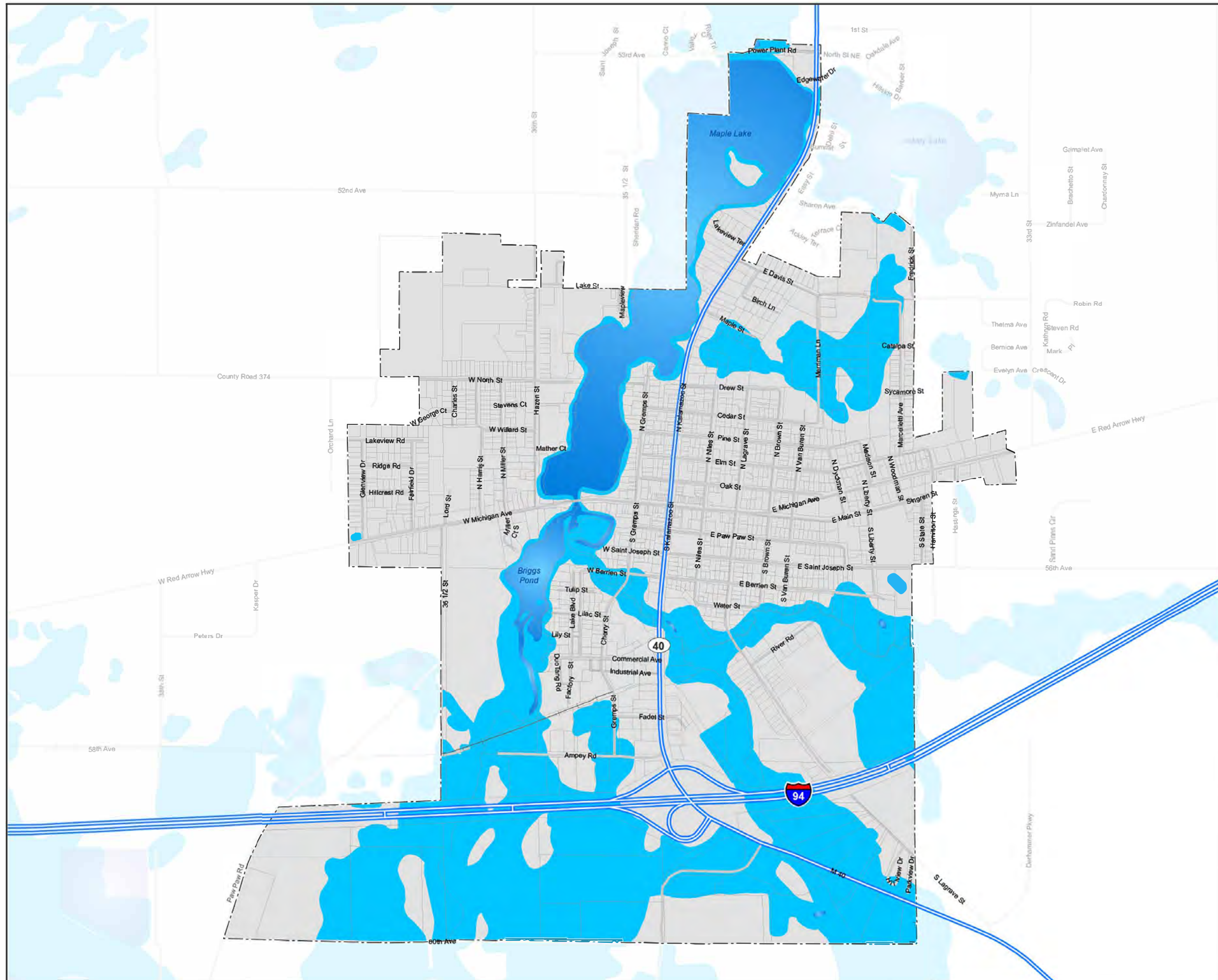
Wetlands

Village of Paw Paw
Van Buren County, Michigan

December 19, 2016

LEGEND

-  Wetlands
-  Village Boundary



McKenna
ASSOCIATES



Map Data Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.

BACK OF MAP

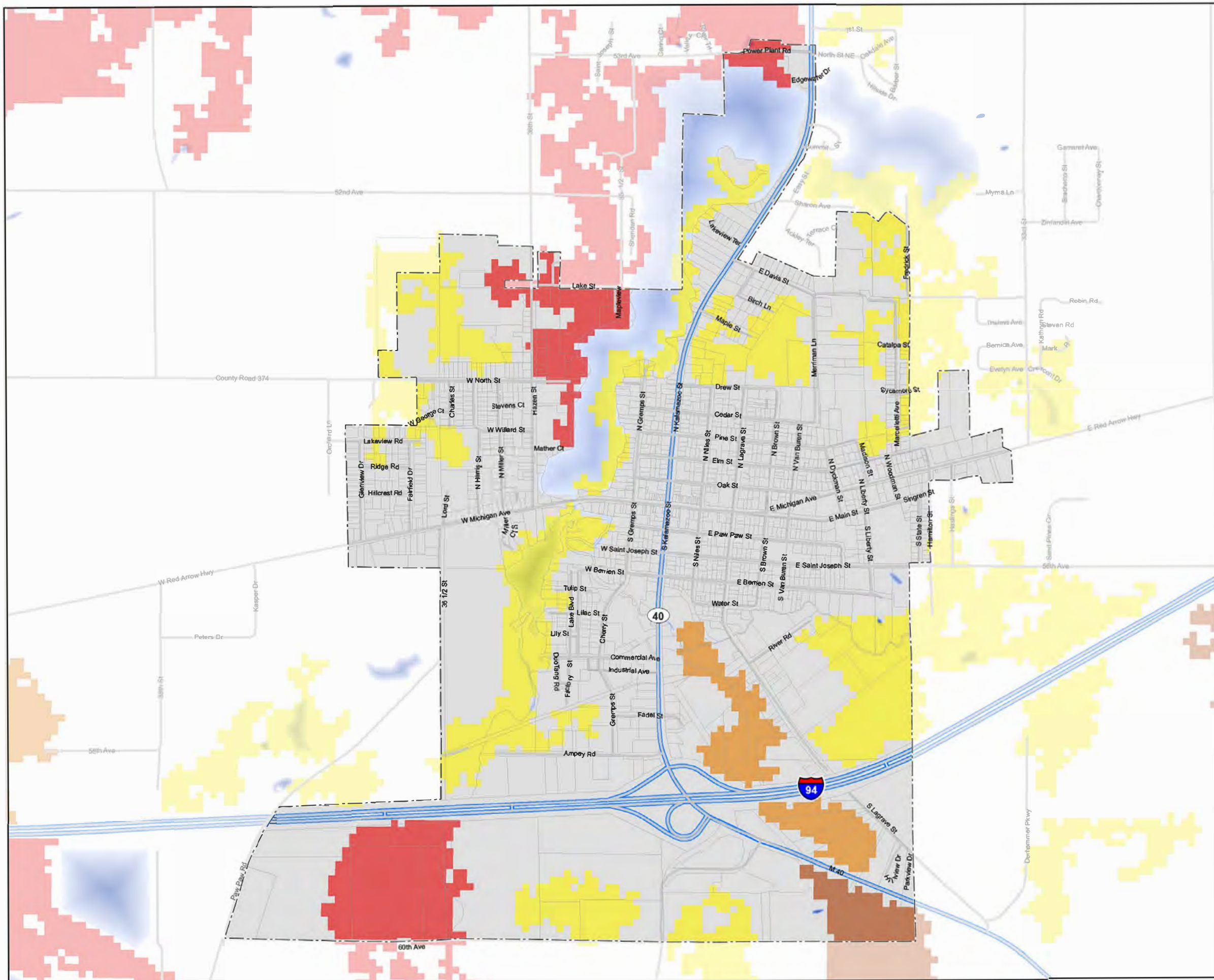
Potential Conservation Area

Village of Paw Paw
Van Buren County, Michigan

December 19, 2016

LEGEND

- Highest
- Higher
- High
- Medium



Map Data Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.

BACK OF MAP



Natural vegetation along
Paw Paw River

Map 2 shows the Village’s wetlands along the east and west branches of the Paw Paw River, as well as some low area wetlands, are mostly found to the south. Map 3 shows Potential Conservation Areas (PCAs), based on the wetland areas in the Village. The Berrien, Cass and Van Buren Potential Conservation Areas report by the Michigan Natural Features Inventory (August, 2007) defines PCAs as “places on the landscape dominated by native vegetation that have various levels of potential for harboring high quality natural areas and unique natural features. In addition these areas may provide critical ecological services such as maintaining water quality and quantity, soil development and stabilization, pollination of cropland, wildlife travel corridors, stopover sites for migratory birds, sources of genetic diversity, and floodwater retention.”¹ The higher PCA score indicates a greater concentration or higher quality presence of these factors. The Michigan Natural Features identified seven elements to score and prioritize sites. They include:

- Size of Core Area
- Length of Stream Corridor
- Landscape Connectivity
- Restorability of Surrounding Land
- Vegetation Quality
- Biological Rarity Score (based on the Michigan Natural Features Inventory database of known sightings of threatened, endangered, or special concern species and high quality natural communities.)

Two areas in Paw Paw have been identified as having the highest PCA score. Areas with the highest PCA score, predominately the residential area to the west of Maple Lake and the natural vegetation area south of I 94, will need to be reviewed with extreme care and responsible planning. Such planning efforts should include a waterfront overlay district and cluster zoning.

A waterfront overlay district would encourage protection and preservation of Maple Lake. The overlay district would not prohibit expansion of existing facilities or future development along the waterfront, however, it would require more stringent and responsible planning efforts to protect wildlife and vegetation. Essentially, overlay zoning is the application of an additional set of regulations to an established zoning district.

¹ For more information on the PCAs and the PCA scores, see Paskus, J.J. and H.D. Enander. 2007. Berrien, Cass, and Van Buren Counties Potential Conservation Areas: Providing Ecological Information for a Green Infrastructure Plan. Report to the Southwest Michigan Planning Commission, Benton Harbor, MI. Report number MNFI 2007-10.



Maple Lake

Cluster zoning is a zoning method in which development density is determined for an entire specified area. Also known as conservation-oriented development, cluster zoning allows for the total number of structures in a given piece of land to be clustered or concentrated more densely onto one or more portions of the land. Developments in cluster-zoned areas often incorporate open, common areas for use by community members and/or the wider public.

There are several other areas of the Village that have been identified as a PCA, with a medium/high score. Careful planning and smart growth practices should be considered for all new developments and/or expansion in these areas.

Topography

Paw Paw's topography is relatively flat with minor slope variations near the rivers and Maple Lake. The area south of I-94 between County Road 665 and M-40 is the highest elevation and the area north of Maple Lake on the southwest corner of 51st Avenue and M-40 is the lowest.

Water Features

The East and West branches of the Paw Paw River flow north into the Village and join near the south end of Maple Lake at Michigan Avenue to form the South Branch. The river flows north from the Maple Lake dam to the main stream of the Paw Paw River in Waverly Township. With the confluence of two river branches and a lake impoundment within its borders, the Village plays a critical role in addressing Paw Paw River watershed issues.

Water quality in Maple Lake has become an issue because of sediment loading and storm water runoff that brings chemicals and nutrients

into Maple Lake from the Gates Drain (Briggs Pond) and the West Michigan Avenue/Red Arrow Highway storm drainage system. This has resulted in arsenic contamination and a shallower, warmer lake leading to excessive weed growth.

In past years, the lake's water level has been lowered to allow removal of sediments from Briggs Pond and Maple Lake. This is no longer financially viable. In recent years, the lake level has been lowered to allow trash removal from shorelines, and maintenance to private docks, seawalls and Village assets such as the hydrodam, a boat launch and dock, and the pedestrian bridge to Maple Island.

The Village has commissioned studies and management plans to explore sediment and nutrient loading options. The Village also continues to work with the County Drain Commissioner's office and the Michigan Department of Environmental Quality regarding watershed issues, to implement water quality programs as well as improve the fishery.

Upstream from Maple Lake is Briggs Pond, a small impoundment of the West Branch just above its confluence with the East Branch. It is fed by a significant wetland that separates the southeast from the southwest portions of the Village. This pond is also impacted by sediment and agricultural run-off, as well as by the industrial brownfields just to the south.

The Village has approximately 185 acres of wetlands and 249 acres of wetland-type soils, as defined by the National Wetlands Inventory. These areas are important habitats for a diverse array of plants and animals that are key to watershed health. Wetlands also contribute to the beauty of the area.

ENVIRONMENTAL SUSTAINABILITY

The most widely accepted definition of sustainability is “meeting today’s needs without compromising the ability of future generations to meet their own needs.” Urban development should be guided by a sustainable planning and management vision that promotes interconnected green space, a multi-modal transportation system, and mixed use development. The path towards sustainability is rooted in three pillars: Economic Development, Social Progress, and Environmental Responsibility.



Figure 7: Sustainability Pillars

There is no straight forward path towards becoming a sustainable community. The most challenging aspect may come from receiving support from the community that would most benefit from incorporating sustainable practices. Communicating the importance of the ‘invisible problems’ and educating the public on the merits of new policies and procedures may not be the easiest task. Incorporating sustainable development practices will have long-term benefits that will outweigh short-term challenges.

Sustainable Design

Communities that follow sustainable design standards for land use will have achieved the center point of the above diagram; a harmony between economic development, environmental responsibility, and social progress.

The Sustainable Cities Institute developed five principles of land use that should be implemented to foster a sustainable community.

- **Open Space.** Open green space is key to the environmental benefits of a community, including improved air quality. It will also encourage residents to utilize the space for active and passive uses.
- **Sustainable Water Sources.** The waterfront is an essential asset to the Village and the PCA map shows that the shoreline has a delicate ecosystem that should be protected during periods of construction or redevelopment.
- **Walkability and Connectivity.** The Village has undertaken several streetscape revitalization efforts to create a more walkable and connected downtown area. The Future Transportation Map includes future connections to regional trails that would further promote walkability and connectivity to other communities and to the County.
- **Integration of Diverse Community Features.** The Village should incorporate a variety of community facilities that service local residents and fulfills their needs. Will better serve the community to reverse adverse effects of sprawl by incorporating higher density, such as missing middle housing.

- **Strong Sense of Place.** The Issues and Opportunities Map focuses on the downtown district, commercial gateways, and the waterfront to enhance and promote the strong sense of place within Paw Paw and its connection to the region.

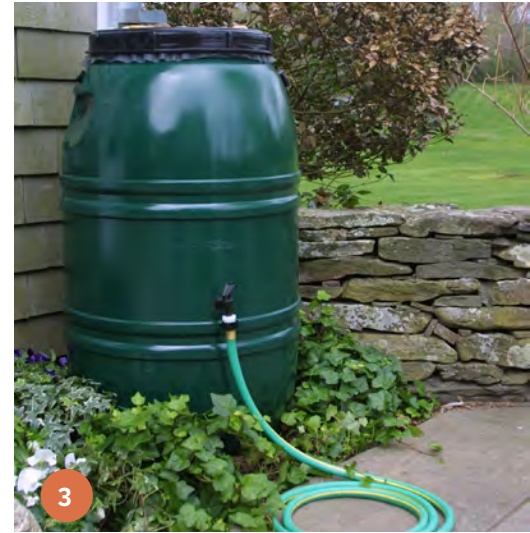
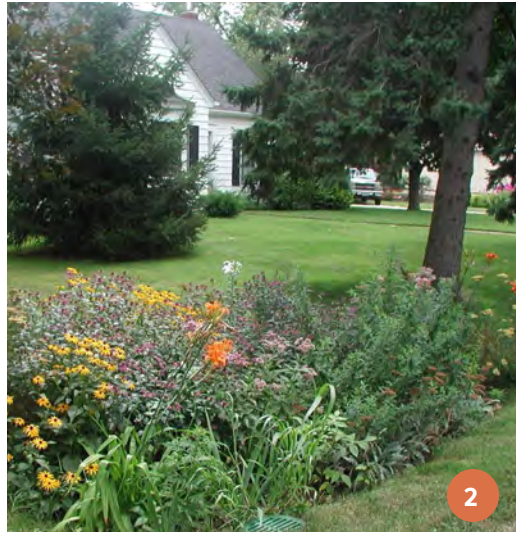
Additional principles for fostering a sustainable community include cultivating renewable energy and implementing green building design.

- **Renewable Energy.** Solar power has grown in popularity and is becoming an affordable method of renewable energy for families and businesses. Paving the way towards a more sustainable future, solar power systems derive pure energy from the sun, thereby reducing overall dependence on fossil fuels. A 2015 study by researchers at the Massachusetts Institute of Technology examined the future of solar electricity generation in the United States and aimed to provide resources and recommendations for decision-makers.
- **Green Building.** A focus on land use planning and building design to protect the natural environment are two significant steps toward a sustainable community. To preserve Maple Lake and the East and West Branches of the Paw Paw River as community assets as well as a source of water for the region, this Plan recommends that the Paw Paw River Watershed Management Plan be implemented as it applies to the Village of Paw Paw.

The Environmental Protection Agency identified several potential environmental, economic, and social benefits of green building. They include:

- Enhance and protect biodiversity and ecosystems
- Improve air quality and water quality
- Conserve and restore natural resources
- Reduce operating costs
- Heighten aesthetic qualities
- Minimize strain on local infrastructure
- Improve overall quality of life

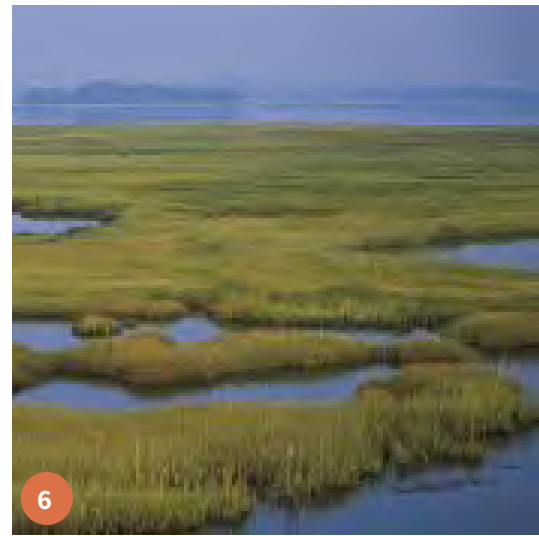
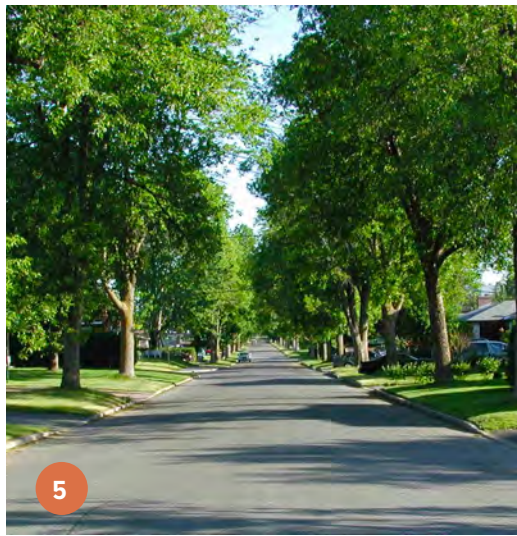
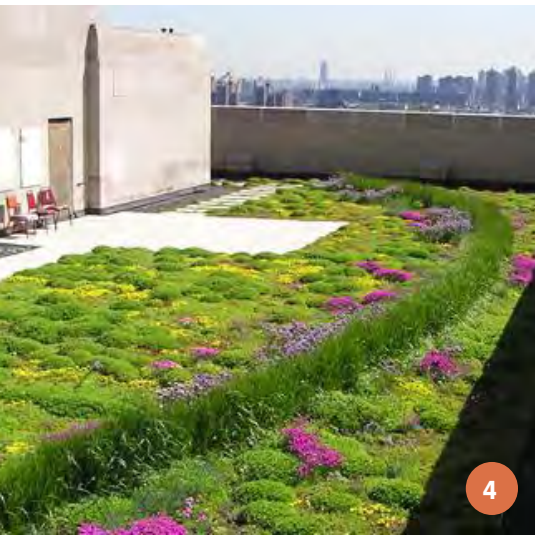
GREEN INFRASTRUCTURE



Green infrastructure, often referred to as Low Impact Development (LID), is an approach to water management that protects and restores the natural water cycle. It means planting trees, restoring wetlands and managing stormwater run-off that will erode the soil and natural resources and will eventually overburden the community's municipal water system. Such techniques do not require wide swaths of natural open land, but can be implemented in residential and commercial districts of varying sizes and populations.

Often the biggest challenge to implementing green infrastructure is funding. The most appropriate techniques in a given location will largely depend on goals and budget, but green infrastructure can be designed to work in all communities.

- 1 Permeable Pavement.** Permeable pavement allows for the movement of rainwater to filter through the pavement's surface, with water eventually seeping into the undersoil. They can be used on driveways, parking lots, and low-traffic roadways. Unlike standard concrete or asphalt, permeable pavement can be installed in a variety of patterns and colors to allow to aesthetic appeal.
- 2 Rain Gardens.** Rain gardens are a low-level garden that allows for rainwater runoff from impervious surfaces like roadways, driveways, or parking lots. The gardens will capture rainwater before it pollutes local rivers or lakes, thereby preventing habitual flooding and overburdening an aging infrastructure system. The gardenscapes will include deep-rooted native flowers, bushes, and trees to attract honeybees, butterflies and local birds.
- 3 Rain Barrels / Cisterns.** The roof water management devices provide above or underground rainwater storage tanks. They can be installed in various sizes, depending on volume requirement, on residential, commercial, and industrial sites. The rainwater can then be harvested to water gardens and lawns. Rainwater harvesting is a simple way to conserve water and protect the environment.



4 Green Roofs. A green roof is a roof of a building that is partially or completely covered in vegetation. They are an effective strategy for beautifying the built environment, and have become the easiest identifiable symbol of the green building movement. By making flora a part of the urban landscape, there will be improved air quality, stormwater management, and reduction in the urban heat island effect. The creation of these spaces and the aesthetic improvements will be a marketing incentive to those interested in the multiple benefits offered by green roofs.

Living walls or green walls provide similar community benefits to air quality, reduction of the urban heat island effect, marking potential, and aesthetic stimulation.

5 Urban Tree Canopy. Urban tree canopy (UTC) is the coverage of leaves and branches of trees when viewed from above. Many communities have set tree canopy goals to restore some of the benefits of trees that were lost when areas were being developed. Trees improve air quality, reduce atmospheric carbon dioxide, reduce urban heat island effect, and contribute to the overall beauty and character of a community. Additionally, trees have been linked to a higher quality of life by enhancing the area's sense of place.

6 Land Conservation. Land conservation is the largest scale green infrastructure technique. Protecting and preserving natural areas should continue to be a major focus, where applicable, as it will reduce stormwater run-off and urban heat island effect. Further, protecting natural areas can provide recreational opportunities for residents and will contribute to the overall sense of place of a community.

CONCLUSION

Paw Paw is a desirable place to live, with historic Village charm, unique and beautiful natural assets, and a claim as one of the premier wine growing and processing areas in the Midwest. Implementing sustainable design and green infrastructure techniques would set the Village apart as a leading sustainable community in the region. Protecting the assets of the Village, encouraging green future land use and multi-modal transportation development will appeal to new residents and business owners.

Future Actions

Prepare a Sustainability Plan. To maximize efforts, the Village should prepare and adopt a Sustainability Plan that will be framed by policies and the overall vision of the community. The Plan should be implemented through specific goals, objectives, and actions.

A Sustainable Committee or similar advisory body should be created that includes Village officials, business and community leaders, and Village residents.

Incorporate Green Design in Village Facilities. By incorporating green building design methods in the construction or redevelopment of community facilities, the Village can reduce emissions from Village buildings and also set the standard for development in the community.

Protection, Preservation, and Restoration of Natural Resources. The protection and conservation of the Village's natural resources will contribute to the Village's overall identity and sense of place within the region.

3

FUTURE LAND USE

An analysis of opportunities is vital to the success of a community's future development and long-range planning goals. Issues may include such factors as a large concentration of undeveloped land, or areas and uses that are becoming obsolete. However, these issues also present opportunities for new development of business or even alternative home styles. This analysis is represented on the Issues and Opportunities Map.

ASSETS & OPPORTUNITIES



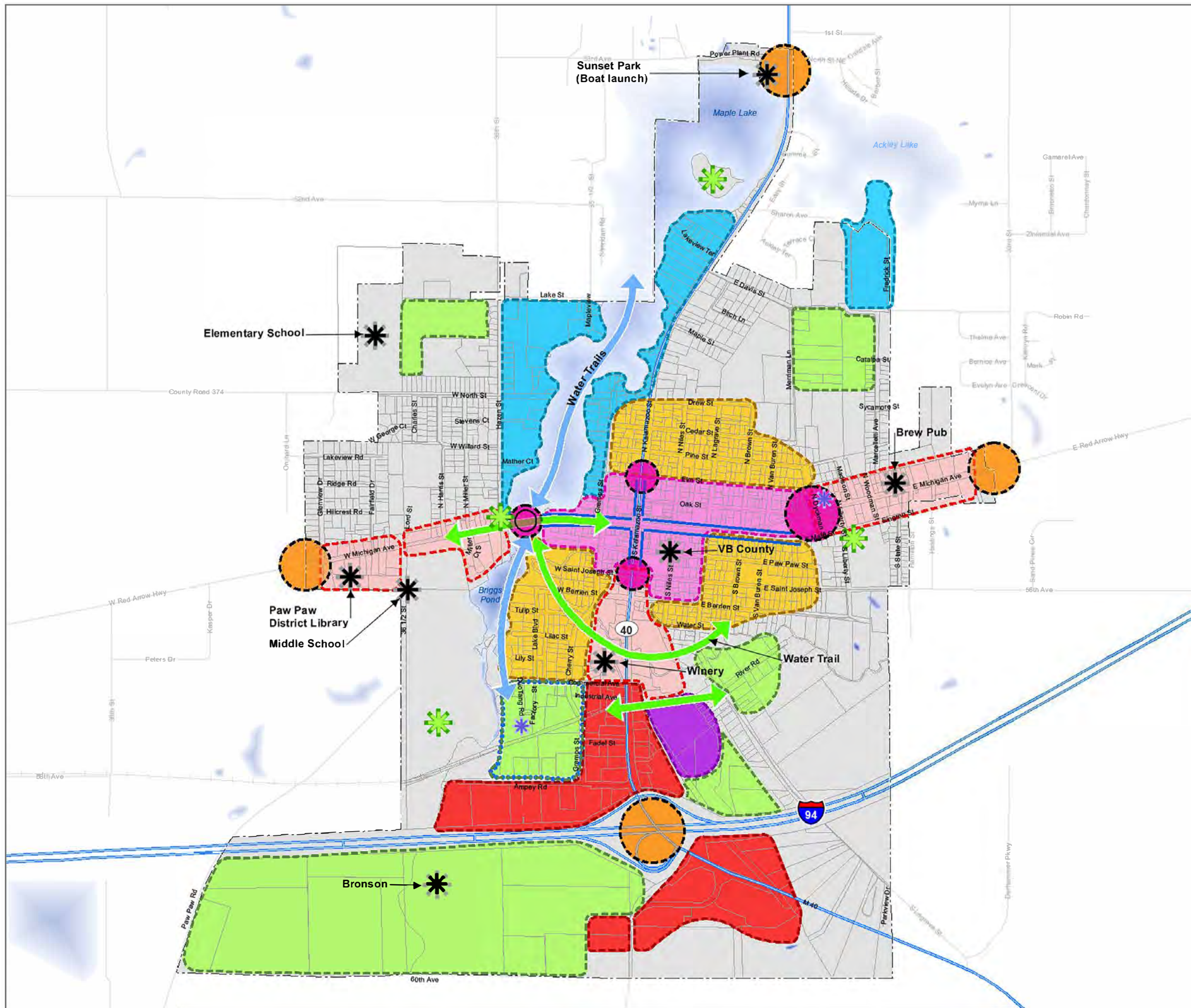
Pedestrian bridge to Maple Island over Maple Lake

The location of Paw Paw along major highways and its proximity and connection to Maple Lake and the Paw Paw River make the Village unique in terms of its existing assets and future opportunities. Map 3 shows community opportunities that would enhance and contribute to the character of the Village while encouraging growth and development.

Assets and Opportunities

Village of Paw Paw
Van Buren County, Michigan

December 19, 2016



Legend

- Industrial Base
- Downtown Core
- Walkable Residential
- Gateway Commercial
- Highway Commercial
- Development Potential
- Waterfront Residential
- Village Gateway
- Downtown Gateway
- Pinch Point
- Parks
- Point of Interest
- Brownfield Sites
- Revitalization Area
- Downtown Streetscape
- Desire Line (Greenway)
- Desire Line (Blueway)
- Water
- Village Boundary

0 1,000 2,000 FEET

McKenna
ASSOCIATES



Base Map Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.
Data Source: McKenna Associates, 2016

BACK OF MAP

Downtown Core

The downtown area is the focal point of the Village. The walkable and pedestrian friendly sidewalks and streetscapes encourage residents and visitors to leisurely stroll, shop, and dine. Continuing streetscape designs through the corridor gateways and providing wayfinding signs will encourage pedestrians to frequent shops and areas of the Village that they might overlook. Increased foot traffic in the downtown will add to the sense of place and community that Paw Paw residents identify as the most vital asset to the Village. Increasing the variety of housing in the downtown, with upper floor apartments / flats, will draw attention from those who would choose to live in a bustling community without the maintenance required from living in a single-family detached structure. As outlined in the Target Market Analysis, there are several opportunities to develop new or revitalize vacant downtown buildings for Missing Middle.

Waterfront and Walkable Residential

There are several areas in the Village where more expensive homes (as compared to existing housing within the Village) could be built. Lakefront homes typically bring a premium and are often sought by those with higher incomes. Current lakefront land values also suggest higher priced construction. The area on the west side of Maple Lake is a prime development area for such higher-end housing.

Currently, this area is developed with single family homes, mostly on large lots. Some of these could potentially be divided to provide high-end single family home sites with lake access and views. This development should, however, follow low impact design standards, be clustered and provide open space. This will maintain and preserve as much as the existing woodlands as possible, and provide a natural buffer between developed areas and the lake. This open-space approach will help to preserve water quality by providing a filter between development-related runoff and the lake.

Figure 9 shows an example of a lakefront cluster development. This concept could also be extended to allow mixed density developments, allowing townhomes or smaller, garden-style apartment buildings with lake views, as was identified as development opportunities in the Target Market Analysis.



Gateway & Highway Commercial

Businesses located along the highway need to be tailored to attract those individuals who are traveling from one place to the next. It is necessary to draw those individuals from the interstate by enticing them through the Village gateways. The gateway is meant to be an indicator that they are about to enter a special place. It is an opportunity to continue the streetscape that is attractive in the downtown core and to promote what is special about Paw Paw. Incorporating Village-specific identifiers, such as grapevines or wine glasses, will encourage visitors to frequent one of the wineries for which Paw Paw is regionally known.

Example of clustered lakefront development

Potential Development Sites

The Village Revitalization Area is identified as a potential development site. The former industrial properties are possible locations for future mixed use, residential development, as well as outdoor activities that are specific to the Paw Paw River and Maple Lake.

This area has several opportunities to incorporate Missing Middle housing. The multi-unit developments would be close to downtown with potential views overlooking the Paw Paw River. A few existing natural wooded areas have been recognized as potential development areas. The areas south of I-94 are disconnected from the rest of the Village. These larger sites should be reserved for Village anchors that will attract residents and visitors from other communities. Natural areas which have been selected for future development should follow sound planning principles. Several acres of land have been identified as a wetland and have a Medium – High PCA score from the Michigan Department of Natural Resources. These future projects should follow sustainable development and LID techniques in order to protect and preserve the natural environment.

GOALS AND STRATEGIES



Paw Paw's downtown (left) and waterfront (right) offer unique opportunities for the Village

The above assets and opportunities inspire particular goals and strategies that can be implemented through the Future Land Use Plan.

A goal is a general statement of a desired outcome. To be effective, a goal must be realistic and achievable. The goals take the broad statements of the vision and focus them into specific outcomes, enabling us to paint a picture of the future as the residents of Paw Paw would like to see it.

A strategy is a more specific action that leads to the outcomes proposed by the goals. Strategies are the starting point for implementation and provide a basis for the recommendations of the Future Land Use Plan. Each goal is followed by a set of strategies.

A UNIQUE SMALL TOWN ATMOSPHERE

GOAL: PRESERVE AND PROMOTE DOWNTOWN PAW PAW.

- A. Encourage Downtown reinvestment by emphasizing its historic character and providing incentives to rehabilitate historic buildings.
- B. Promote Downtown businesses through local organizations, such as the Downtown Development Authority and the Chamber of Commerce, and marketing initiatives (Uncork Paw Paw).
- C. Improve the pedestrian atmosphere and safety by making it less intimidating to cross Kalamazoo Avenue and Michigan Avenue.
- D. Encourage mixed uses, including upper floor dwellings, in and near the Downtown.
- E. Continue to invest in parking improvements to support Downtown businesses and residents.
- F. Provide vehicle- and pedestrian-level wayfinding in the Downtown area to guide motorists and pedestrians to attractions.

GOAL: PROMOTE SAFE AND EFFICIENT TRANSPORTATION WITHIN AND THROUGH THE COMMUNITY

- A. Promote a connection between Kalamazoo and LaGrave Streets to better connect neighborhoods with business areas.
- B. Provide marked pedestrian crossings at key locations (with signalization, if needed).
- C. Improve traffic movements in and near Bronson-Lakeview Hospital and the schools near Hazen Street, particularly during peak traffic hours.
- D. Enhance community gateway entrances to inform the public that they are entering a special place.
- E. Implement “complete streets” (www.completestreets.org) concepts, which plan and allow for motorized and non-motorized traffic on all streets.

GOAL: RETAIN THE ELEMENTS THAT MAKE PAW PAW UNIQUE

- A. Aggressively market Paw Paw’s restaurants, wineries and lodging as a unique destination between Chicago and Detroit.
- B. Work with Van Buren County to beautify the area around the Courthouse and County Administration Building.
- C. Continue to promote Paw Paw’s heritage through events such as the Wine and Harvest Festival. These events should be marketed to a larger, regional audience.
- D. Enhance community gateways that define for public that they are entering a special place.

A BEAUTIFUL NATURAL ENVIRONMENT

GOAL: RECOGNIZE AND PROMOTE MAPLE LAKE AS A COMMUNITY ASSET

- A.** Create a long-term plan for lake dredging and other improvements, including funding and capital equipment needs.
- B.** Seek opportunities to expand or enhance the vista around the lake.
- C.** Create additional open space along the Michigan Avenue lakefront by removing the existing structures near the Hazen Street intersection.

GOAL: PROTECT THE WATER QUALITY IN MAPLE LAKE AND THE PAW PAW RIVER WATERSHED

- A.** Widely distribute the Paw Paw River Watershed Study and implement the recommendations of the study that apply to the Village.
- B.** Determine a comprehensive strategy for monitoring water quality and a plan for implementing water quality improvements.
- C.** To prevent nutrient loading from adjacent lawns, enforce current regulations that prohibit phosphorus-based fertilizers and other potential contaminants.
- D.** Educate waterfront homeowners about environmentally friendly practices, including shoreline protection.
- E.** Provide zoning and financial incentives for waterfront owners to create vegetative buffers, rain gardens, and other low-impact solutions.
- F.** Work cooperatively with upstream landowners and communities to protect and enhance water quality and existing wetlands.
- G.** Implement low impact development standards in new developments and redevelopments, especially in areas in close proximity to surface water bodies such as wetlands, the branches of the Paw Paw River, Briggs Pond and Maple Lake.

GOAL: PROVIDE RECREATIONAL OPPORTUNITIES THAT TAKE ADVANTAGE OF THE NATURAL ENVIRONMENT

- A.** Plan for non-motorized paths along the Paw Paw River branches and Maple Lake and street corridors that will connect parks, schools and business areas.
- B.** Plan for ecologically sensitive public access to the Briggs Pond area, such as a boardwalk into the marsh. Work with the School District and other educational institutions and environmental groups to provide education on wetlands and environmental protection.

A DIVERSE BUSINESS COMMUNITY

GOAL: PROMOTE KALAMAZOO AVENUE AND OTHER BUSINESS CORRIDORS

- A.** Identify and use public spaces to establish gateway entrances which draw traffic in and extend streetscape improvements to these gateways.
- B.** Work with business owners to cross promote businesses and attractions in the community (e.g., provide coupons for other businesses, promotional material for attractions, etc.)
- C.** Make the Kalamazoo Avenue corridor more attractive, with streetscape improvements and landscaping.
- D.** Extend streetscape improvements to the east and west commercial entries into the Village on Michigan Avenue/Red Arrow Highway.

GOAL: DIVERSIFY THE ECONOMIC BASE OF THE VILLAGE

- A.** Adopt policies that attract “new economy” workers, such as promoting home occupations and promoting fiber optic internet service that is available in the Village.
- B.** Promote the adaptive reuse of old and vacant structures by new businesses.
- C.** Promote Paw Paw’s location between Chicago and Detroit as a premier location for “new economy” businesses.

GOAL: ENCOURAGE TRAVELERS TO EXPLORE BEYOND THE KALAMAZOO CORRIDOR AND THE WINERIES

- D.** Create a wayfinding system to guide motorists to Downtown and to local attractions.
- E.** Create a unified streetscape that is similar to the Downtown streetscape, with unified street furniture, signs, streetlamps, etc., to provide a visual and “atmospheric” connection to the Downtown area.
- F.** Create a program to encourage travelers to visit other attractions, such as a coupon book available at Kalamazoo Street restaurants and gas stations, for businesses and attractions in other parts of the Village.

A COMMITMENT TO PROGRESS

GOAL: PROMOTE THE DEVELOPMENT OF THE VILLAGE REVITALIZATION AREA PLANNED UNIT DEVELOPMENTS (PUD).

- A.** Seek and acquire funds for brownfield redevelopment, including costs of assessment, demolition and new development.
- B.** Consider alternate locations for industrial development.
- C.** Take advantage of the location along the East Branch and Briggs Pond to create a high-quality, higher density residential development, as suggested in Target Market Analysis.

GOAL: PROVIDE ACTIVITIES AND OPPORTUNITIES FOR PAW PAW'S YOUTH

- A.** Find appropriate youth-oriented activities —inline skating, BMX biking, ice skating, etc.— funded by grants and volunteer donations.
- B.** Create a multi-jurisdiction “youth council” who will regularly advise the community’s legislative bodies on the needs and concerns of area youth.
- C.** Create a Youth Leadership Academy in partnership with surrounding townships, which trains area youth in local government and issues and encourages further involvement in local issues.

GOAL: PROMOTE RESIDENTIAL DEVELOPMENT AND MAINTAIN HOMES AND BUSINESSES SO THAT NEIGHBORHOODS ARE ATTRACTIVE AND SAFE, PROPERTY VALUES ARE PROTECTED, AND RESIDENTS HAVE HOUSING CHOICES THROUGHOUT THE LIFE CYCLE.

- A.** Continue to enforce the property maintenance code and ensure consistent enforcement.
- B.** Educate the public about property maintenance.
- C.** Provide incentives to clean up and improve property (such as a subsidized paint program and regular community clean-up days).
- D.** Identify locations for constructing higher-priced market rate homes, condominiums, townhouses, etc. to make the community attractive to entrepreneurs and upper management employees as well as seniors and other retirees.
- E.** Promote housing styles serving residents throughout the life cycle, including independent living units, assisted living and continuing care facilities, and identify appropriate locations.
- F.** Encourage development of Missing Middle housing types to appeal to future market potential.

GOAL: MAKE THE KALAMAZOO CORRIDORS MORE PEDESTRIAN-FRIENDLY

- A.** Provide pedestrian signals at key locations.
- B.** Provide sidewalks that are (to the degree possible) set well back from the curb, to promote a feeling of safety.
- C.** Provide pedestrian amenities, such as benches and walkways, at key focal points along the Corridor (e.g., the bridge over the East Branch, near the winery, etc.).
- D.** Connect the corridor with pedestrian pathways and sidewalks to Downtown, the lake and other areas within the Village.

Future Land Use

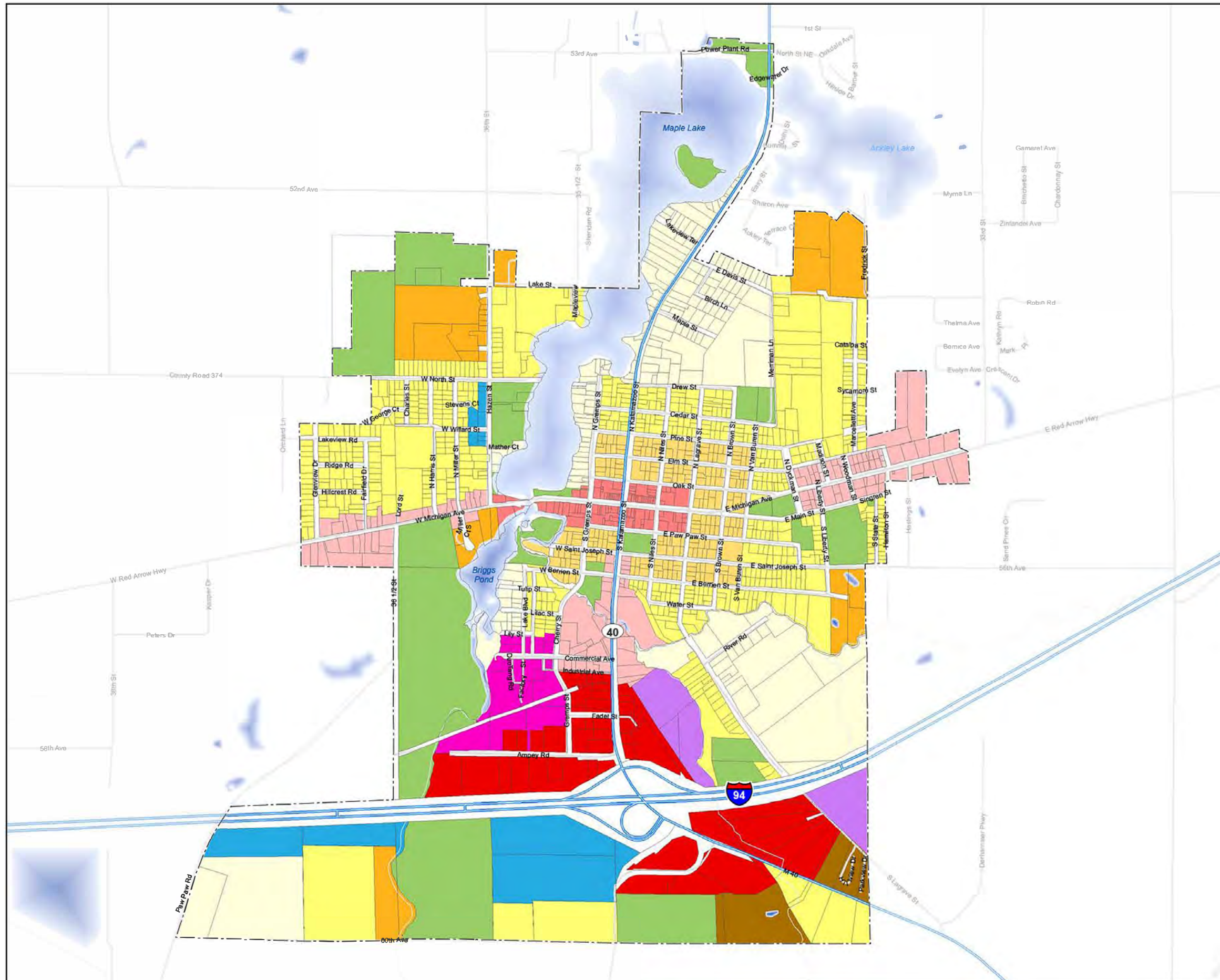
Village of Paw Paw

Van Buren County, Michigan

January 20, 2017

LEGEND

- Low Density Residential
- Medium Density Residential
- Mixed Density
- High Density Residential
- Manufacture Home Community
- Gateway Commercial
- Downtown Core
- Highway Commercial
- Research/ Office
- Light Industrial
- Village Revitalization Sub Area
- Public



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McKENNA ASSOCIATES



Map Data Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.
Data Source: McKenna Associates, 2016

BACK OF MAP

FUTURE LAND USE DESIGNATIONS

Map 5 shows how land uses in Paw Paw (identified in the map legend) should develop and highlights specific elements and subareas that are described later in this chapter.

LDR – Low Density Residential

This designation consists of single family dwellings with a base density of three dwelling units per acre or less and generally results in lots that are 10,000 square feet or greater. Properties within this designation are north of Drew Street in the northern half of the Village and the Lake Boulevard area in the southern half. Also included is the neighborhood of older homes on the east side of Maple Lake.

The public frequently commented that the Village needed new residential development, particularly affordable housing. In addition, the large, vacant or mostly vacant areas along South LaGrave Street, south of the East Branch of the Paw Paw River, are also appropriate locations for LDR development. The existing wooded areas in this neighborhood would be attractive for large lot, custom homes.



Pedestrian pathway by the waterfront

MDR – Medium Density Residential

MDR consists of single and two family dwellings on smaller lots, mostly located in older neighborhoods. It generally reflects existing land use patterns with a base density of 3.5 to 6 dwelling units per acre and lot sizes between 6,000 and 8,700 square feet.

The majority of the Village's current residentially developed area is designated MDR and encompasses the neighborhoods surrounding the Village Center. These areas were mostly developed in the early part of the 20th century. The neighborhoods on the west side of Maple Lake, although newer, were also developed at MDR densities. This designation may also be appropriate for independent living units for senior citizens who remain active, but no longer desire the maintenance responsibilities of single family detached dwellings.

HDR – High Density Residential

The High Density Residential designation consists of multiple family dwellings (three or more units per building). Generally, development within this designation will be apartment complexes, condominium apartments, townhouse complexes and senior housing (independent/ assisted living and continual care), ranging in density from seven to twelve dwelling units per acre. The HDR designation reflects both existing multiple family development and land planned for additional high density residential projects.

MHC – Manufactured Housing Community

MHC includes two existing manufactured housing communities in the southern part of the Village. One manufactured (mobile) housing community, accessed from South LaGrave Street, has land on which to expand; whereas the modular home development on Becky Boulevard is accessed from CR 655 and has numerous building sites available. It is expected that these developments will meet the demand for manufactured housing during the life of this Plan.

MXD – Mixed Density

Areas close to Downtown are designated MXD, Mixed Density. This designation recognizes that there are older, large homes near the Downtown that have been divided into two or more apartments, while others remain as single family. This designation recognizes the usefulness of duplex and multiple family dwellings near employment areas such as the Downtown, but also encourages the preservation of single family homes near the center of the Village.

Further division of existing homes into apartments should be carefully reviewed by the Planning Commission and Village Council as special land uses. When a division is permitted, it should be conditioned upon maintaining the single family character of the building and locating parking in the side or rear. Special criteria and regulations should be developed to address these conditions.

DC – Downtown Core

This designation encompasses Downtown Paw Paw. Because Downtown is different from the other commercial areas in the Village, it requires special consideration. This area includes the traditional Michigan Avenue downtown as well as the surrounding business areas.

HC – Highway Commercial

At the south entrance to the Village, at Kalamazoo Street and Ampey Avenue, there is a collection of businesses that are clearly oriented towards serving I-94 travelers. Uses include restaurants, motels, gas stations and convenience stores. This designation is extended to south of I-94, to include the Walmart Supercenter.

Development south of I-94 should be sensitive to the environmental natural resources in the area, specifically, natural vegetation and wildlife.

GC – Gateway Commercial

GC consists of three transitional commercial areas: Kalamazoo Street north of Commercial Street, and the east / west entrances to the Village along Red Arrow Highway/Michigan Avenue. This designation is characterized by restaurants, businesses that support tourism, and specialty shops that are unique to Paw Paw.

This district should present an attractive entrance to the Village and include streetscape improvements such as lighting and “welcome” signs announcing that motorists have entered a new and special place. To provide continuity and connections between the corridors and the Village center these elements should be compatible to those employed in the Downtown.

These areas are considered a “gateway” between the highway commercial and the downtown district. Site design and building standards should be considered to ensure that future developments reflect the transition towards the downtown district.

RO – Research / Office

Areas designated RO are appropriate for offices, research facilities and light commercial uses. Retail buildings should be limited to no more than 10,000 square feet of gross floor area. Other facilities, such as corporate offices or research laboratories, can be larger, but should be designed to a higher quality standard.

This designation is shown along I-94, on both the north and south sides of the freeway, and M-40 across from the Walmart Supercenter. The areas fronting the freeway are especially appropriate, since office and research facilities are attracted towards freeway frontage.

Site and building design is very important and should project an upscale image. For this reason, plain metal buildings should be prohibited and a new zoning district or overlay should be created that addresses site design and architectural and landscaping requirements.

The RO designation often provides a transition between intensive, non-residential uses and less intensive uses, such as residential. Therefore, zoning of these areas should be sensitive to transitional boundaries, and should include requirements for buffers and landscaping.

P – Public

This designation includes institutional uses such as hospitals/clinics, public schools, and government buildings. Public parks are also included. Because of their nature they are not expected to change over time. Their public use should be recognized and buffers or other appropriate transitions should be implemented on private property as those sites develop.

The current Bronson/Lakeview Hospital campus on Hazen Street is also within this designation. Since Bronson owns land south of I-94 and has already begun developing it, there is a possibility that the hospital will be moved to the I-94 campus. Possible scenarios for redeveloping the current hospital site will be discussed in greater detail later in this report.

The area along Maple Lake at the northeast corner of Michigan Avenue and Hazen Street should become open space as existing properties are sold or become inactive. The existing uses (the gas station/convenience store and vacant ice cream stand) are on lots that are too small to allow good access and parking, expansion or redevelopment.

LI – Light Industrial

The existing industrial area north of I-94 is proposed to remain as light industrial. This designation encourages small, non-polluting industries. However, the Plan proposes a limit of all industrial uses to be centralized in this area away from the Kalamazoo Street corridor.

VR – Village Revitalization Sub Area

The VR district includes the area from Commercial St to the public land to the west, and the railroad north to Lily St. The Village Revitalization Subarea Plan sets forth a vision of ‘unique mixed use commercial and residential development.’ Redevelopment of this area will be used to connect the cultural, recreational and natural resources within the area and throughout the Village.

This area includes several brownfield sites including properties known as the former Duo-Tang, Paw Paw Plating, and Production Rubber Products. Other vacant properties in the area include the former Paw Paw Press, and old basket factory, and a former bait and tackle company.

ZONING PLAN

The Michigan Planning Enabling Act (Act 33 of 2008) requires the Master Plan to include a Zoning Plan, which “include(s) an explanation of how the land use categories on the land use map relate to the districts on the zoning map.” Table 10 summarizes the land use designations and identifies related zoning districts as outlined in the Village of Paw Paw Zoning Ordinance, as well as providing recommendations to implement the Master Plan through the regulations of the Zoning Ordinance.

Table 10: Zoning Plan

Future Land Use Plan Designation	Corresponding Zoning Districts
<p>LDR Low Density Residential</p>	<p>R-1 Single Family Residence District, with a minimum lot area of 10,000 square feet. The intent of the R-1 District is to “preserve those areas which have developed strictly as single family detached units on separate lots.”</p> <p>To implement the Plan recommendations to provide for more high-end housing, the Village may wish to create a new district with a larger minimum lot area (at least 20,000 square feet, perhaps as large as 1 acre).</p>
<p>MDR Medium Density Residential</p>	<p>R-2, Single Family Residential, with a minimum lot area of 8,700 square feet. The character of this district is “mainly urban, single family home of earlier construction on single lots.” This district also permits two-family dwellings. This district encompasses most of the Village.</p>
<p>HDR High Density Residential</p>	<p>RM Multiple Family Residential. This district is intended to allow for multiple family development at a density of 8 to 14 dwelling units per acre, slightly higher than the 7-12 du/a recommended for the HDR land use designation. The Village should consider limiting the number of dwelling units in a building to ensure that new developments are at a scale that is appropriate to the small town character of the Village.</p>
<p>MHC Manufactured Home Community</p>	<p>RMH Residential Mobile Home District. The requirements of this district, combined with the rules of the Michigan Manufactured Housing Commission, are adequate to allow for reasonable expansion of the two existing communities without adverse impacts on neighboring properties.</p>
<p>P Public</p>	<p>There is no corresponding district to this designation. However, parks, schools and government buildings are either permitted or special land uses in all of the single family residential districts.</p>
<p>DC Downtown Core</p>	<p>CBD Central Business District. This district allows for uses that are consistent with the recommendations of the Downtown Core and the Subarea Plan. Mixed use structures are allowed by right.</p>
<p>GC Gateway Commercial</p>	<p>B-2 General Business District. This district encompasses most of the business areas in the Village outside of downtown. The ordinance also contains a B-1 Local Business District, but it appears that only one property in the Village is within this district. The B-1 District is the only one that allows adult businesses (as a special land use). Typically, these uses are restricted to industrial areas that are buffered from residential neighborhoods. The Village should consider amending the ordinance to place adult uses in the General Industrial district.</p>
<p>HC Highway Commercial</p>	<p>Also B-2, General Business District. The uses in this designation are located near the main gateways of the Village. In order to implement the plan, the Village should consider creating a separate zoning district or an overlay district for this area, to ensure that the gateway to the Village reflects its unique character.</p>
<p>RO Research / Office</p>	<p>This designation encompasses several zoning districts, including B-2 General Commercial, R-O Restricted Office, and I-1, Light Industrial. Since properties within this designation could be in any one of these zoning districts, the Village may wish to consider an overlay district for certain areas, to ensure that the recommendation of the Plan are implemented.</p>
<p>LI Light Industrial</p>	<p>I-1 Light Industrial and I-2 General Industrial. There are no truly “heavy” industrial uses in the Village, so there may be no need for two classifications. Consolidating all industrial areas into a single district, with some desirable, but generally considered “heavy” uses listed as special land uses, would be more efficient and would better implement the recommendations of this Plan.</p>
<p>MXD Mixed Density</p>	<p>There is no corresponding district. The MXD area mostly encompasses areas in the R-2 Single Family district, but some properties are in other districts. Implementation of this designation is best accomplished with an overlay district that would set specific mixed density requirements while maintaining the general requirements of the underlying district.</p>
<p>Districts Not Designated</p>	<p>There is no land use designation corresponding to the P Parking District. The purpose of the P District is to provide for parking in adjacent commercial or industrial districts while maintaining a buffer between those districts and nearby residential districts. However, this can be achieved through other means. Since there are few properties within the P District, the Village should consider whether this district is truly necessary.</p>



FUTURE TRANSPORTATION

4

TRANSPORTATION SYSTEM CONTEXT

The Village of Paw Paw is located in east-central Van Buren County at the intersection of Interstate 94 and M-40, approximately 20 miles west of downtown Kalamazoo. The Village is situated between Antwerp Township to the east and Paw Paw Township to the west. Located within Southwest Michigan's wine and fruit producing region, Paw Paw has established itself as a destination for wine tasting and outdoor recreation, with Maple Lake providing waterfront opportunities for Village residents and visitors. With easy access to I-94 and situated approximately 2 hours from both Chicago and Detroit, the Village has traditionally been an attractive setting for industries that heavily depend on transportation.

Paw Paw employs workers in local industry, but many also commute to Kalamazoo and surrounding areas. Retail and service businesses have expanded in the community to support both visitors and Village residents. Since a great deal of the developable land has already been built upon and much of the remaining vacant land is affected by limitations imposed by wetlands, drainage patterns and topography, redevelopment will play an important role in the community's future.

The Village of Paw Paw is a full-service municipality, providing wastewater, water, and electrical utilities. In addition, the Village has its own streets and parks departments, which maintain over 100 acres of public lands and more than 30 miles of major and local streets. Besides its own police department, Paw Paw is also home to the Van Buren County Sheriff's Department and a State Police command post. The Village is a member of a five-unit fire department with four surrounding townships.

The Village government has kept up to date with technology and is meeting new economy needs by providing fiber optic broadband service to each property. As the county seat, much of the land downtown is dedicated to the county courthouse, county administration and government services. At the time of this Plan, the Village appoints a Planning Commission, a Parks and Recreation Committee, a Historical Commission, a Downtown Development Authority, a Revolving Loan Committee, and a Cable TV Board.

TRANSPORTATION/ACCESS

The Village is well served by Interstate 94, linking the community to Kalamazoo, Benton Harbor and eventually Chicago. The major north-south route (M-40/Kalamazoo Street) connects to Allegan and Holland and through Lawton to Indiana. The Village is bisected by Michigan Avenue, part of the Red Arrow Highway, which was once the main east-west route in this portion of Southwest Michigan.

Paw Paw was historically served by the West Michigan Railroad, a short line traveling west to Hartford, where freight cars are transferred to the CSX main line. Since the closing of the DuoTang plant, however, there has been no freight service to Paw Paw. Passenger rail is available nearby in Kalamazoo via the Blue Water and Wolverine Amtrak lines, west to Chicago or east to Detroit/Pontiac and Port Huron. The nearest passenger airports are in Kalamazoo and Grand Rapids.

One way to evaluate the street system is to determine how well each street serves its purpose. Streets are classified in two ways: [1] a national ranking system called “Functional Classification” and [2] Act 51 of 1951 by the Michigan Department of Transportation (MDOT).

Functional Classification

The Federal Highway Administration (FHWA) developed the National Functional Classification (NFC) to classify all highways, streets, and roads per their function. This system has been in place since the 1960s and is recognized as the official road classification system by the FHWA. The following paragraphs list each category in the NFC.

- **Principal Arterials:** Principal arterials are the prominent road type in NFC hierarchy and are generally known as highways and freeways. They provide high speed uninterrupted travel with limited access or restricted access to regionally important urban areas and amenities such as airports.
- **Minor Arterials:** Minor arterials are similar in function to principal arterials but they generally carry less traffic and connect to smaller urban centers.
- **Major Collectors:** Major collector roads are important travel corridors and provide service to arterial roads and often connect major population and employment centers.
- **Minor Collectors:** Minor collectors often collect traffic from local roads and private property and provide connections to more developed areas.
- **Local Roads:** Local roads primarily provide access to property and include residential streets.

Map 6 shows the functional classifications of Village streets. Also shown are available traffic counts at key locations.

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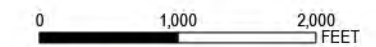
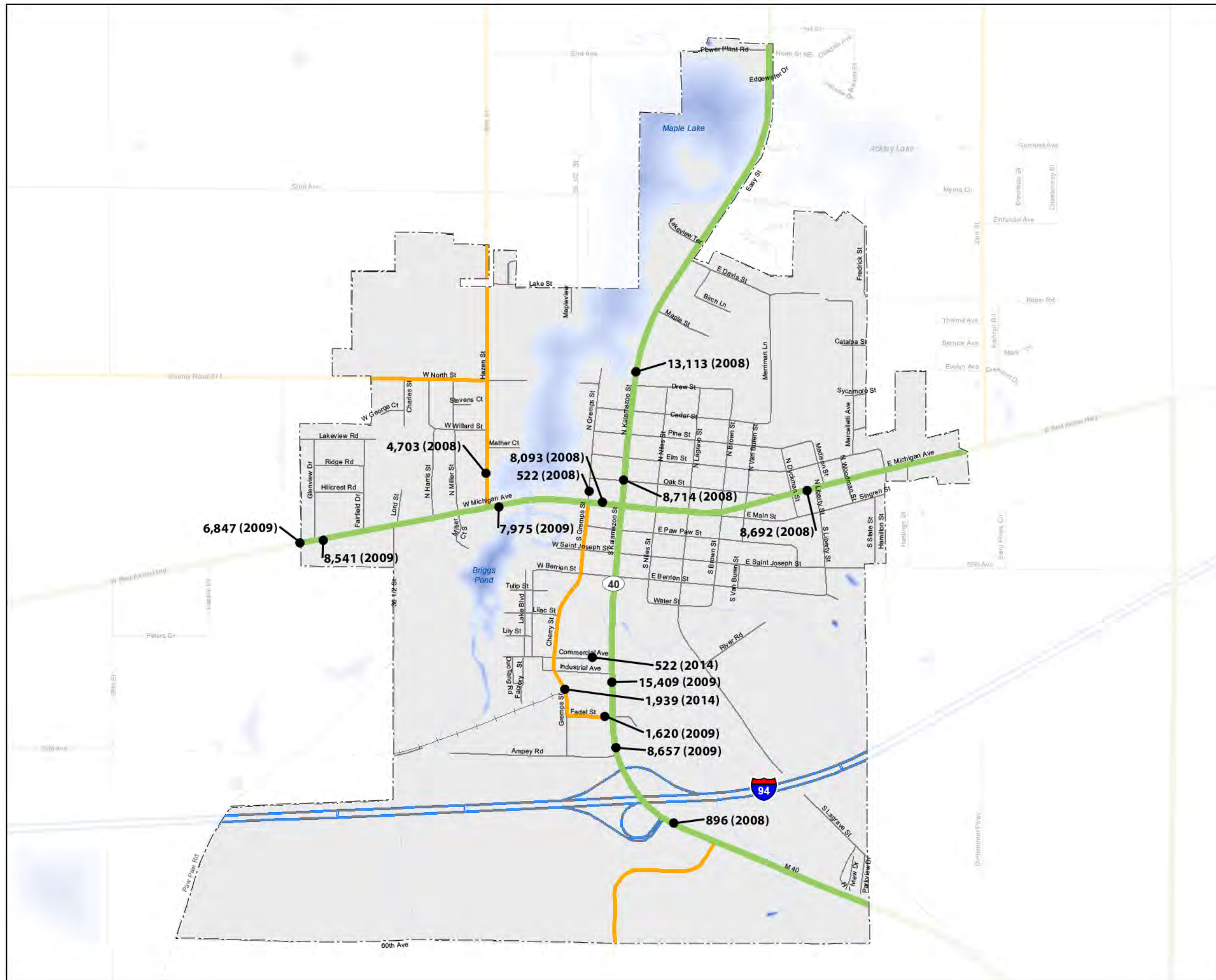
Road Network

Village of Paw Paw
Van Buren County, Michigan

December 19, 2016

LEGEND

- Interstate
- Minor Arterial
- Collectors
- Locals
- Railroad
- Village Boundary



Map Data Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.
Data Source: SWMPC (Counts), 2016

BACK OF MAP

COMPLETE STREETS AND THE WALKABLE COMMUNITIES INITIATIVE

This chapter considers the complete networks of roadways, pedestrian ways, and bicycle ways which encompass all the modes of transportation used in Paw Paw. Examination of traffic volumes, access points, pedestrian circulation, and conditions of the street network is an integral part of the Master Plan. The importance of making Paw Paw safer to walk and bike was a highlighted priority in the public engagement process.

The Paw Paw Walkable Community Initiative is the local complete streets policy and establishes that Paw Paw will have a safe and convenient network of connected streets, sidewalks, and pathways to allow safe passage for vehicles, residents, and visitors of all ages and abilities. This policy requires Paw Paw Streets be designed to be safe and accessible for walking, biking, and driving.

Protecting Vulnerable Users

Mode Hierarchy is a process of establishing a priority for each mode of transportation within the right-of-way. This planning tool can be used to evaluate decisions that affect how each mode is designed within the right-of-way.

The Village adopts a Mode Hierarchy policy for the downtown area of Pedestrian > Bicycle > Vehicle > Bus / Truck or Pedestrian > Vehicle > Bicycle > Bus / Truck to more closely align with community values, but establish the downtown as a walking district

Figure 8: Mode Hierarchy



Pedestrian > Bicycle > Automobile > Transit

Protect Vulnerable Users. Design Complete Networks

FUTURE TRANSPORTATION



The Future Transportation Map sets forth recommendations for the development of public right-of-way in a manner consistent with and supportive of recommendations for Future Land Use. The Future Transportation Map maintains the existing, functional classification and designations, as well as signal locations. The recommendations focus on intersection improvements, gateway creation, and improvements for more complete streets with pedestrian and bicycle facilities. The network is designed to link Paw Paw's most important community facilities, like Downtown and Maple Lake, and establish easy to navigate connections for people to walk and bike in their neighborhoods and around the Village.

Sidewalk Network

Paw Paw embraces walkability as a primary goal for the transportation system. The Village's sidewalk system is not comprehensive. There are portions of the Village that lack links in the residential sidewalk network and additional sidewalks are needed to complete the pedestrian pathway system.

This plan recommends a full build out of the sidewalk network in all areas of the Village. Residential sidewalks should be a minimum of 5 feet wide and have a minimum of 5 feet of landscape separation from the roadway. Where right-of-way permits, a 10-foot landscape separation in residential areas is desired.

Bicycle Network

Improvements to the bicycle network in Paw Paw are essential to support residents' health and access to important local destinations. With bicycle network improvements, more Paw Paw residents will be able to make safe, short trips, to parks, schools, and even downtown entertainment and shopping, all without getting in the car. Furthermore, Paw Paw is an important link and connection within the regional bike systems. Bicycle network improvements are recommended based on the need for separation from vehicle traffic, existing signal locations to cross major roadways, and alignment with desirable community destinations like schools, parks, public facilities, and commercial areas.

Many of Paw Paw's neighborhood streets are comfortable to bike on now, and could be improved with simple signs. Some corridors can serve as more prominent system links with on-street pavement markings like conventional bike lanes and marked shared lanes. Most people are uncomfortable biking with heavy traffic; on these corridors, complete separation is desirable. This plan recommends designing a bike network that connects residents to downtown and Maple Lake. A system of shared use paths, on street bike lanes, marked shared lanes and routes will loop residents around Maple Lake and help make downtown Paw Paw a safer and more habitable public space. The following types of bike facilities are recommended:



Shared Use Paths

Shared use paths are paved concrete or asphalt paths wide enough to accommodate both pedestrians and bicyclists. They are typically a minimum of 10 feet wide with 2 feet of clearance on either side of the path. Shared use paths offer cyclists a safe place to bike off-street when there is no space for a bike lane, or it is unsafe to bike on the street.

Conventional Bike Lanes

Bike lanes create a dedicated space for cyclists on a roadway. They are appropriate on streets with moderate to heavy traffic. Bike lanes are indicated by on-street markings, which can be supplemented with signage. Bike lanes reinforce proper roadway etiquette, raise the visibility of bicyclists, and help both bicyclists and drivers behave predictably when sharing road space. For safe cycling, bike lanes should be 4 feet to 6 feet wide.

Marked Shared Lanes or Sharrows

Marked shared lanes use a double chevron and bicycle marking, or “sharrow,” in a lane intended for the joint use of motorized and bicycle traffic. Chevron symbols direct bicyclists to ride in the safest location within the lane, outside of the door zone of parked cars and areas where debris is likely to collect. Generally, marked shared lanes are a low-cost treatment suitable for lightly traveled collector and arterial roads.

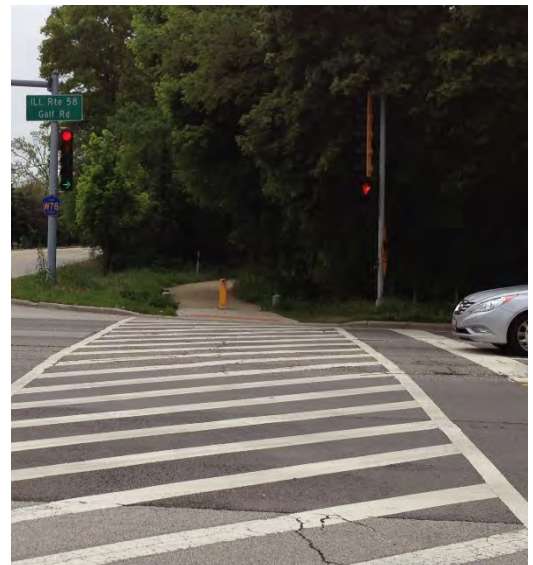


Signed Bike Routes

Bike route signs raise all users’ awareness and acceptance of cycling. They make all residents aware of the most bike-friendly routes in their communities. Bike route signs are appropriate for any roadway that provides an essential link in a bicycle system, and can offer important, affordable motorist education and traffic calming. “Bike Route” signs should be implemented with a system of wayfinding signs that provide directions to specific destinations. These types of bikeway signs provide useful information and directions for cyclists, drivers and pedestrians alike.

Intersection Treatments and Traffic Calming

In addition to modifications to the roadway configuration and multimodal network alignment, intersection modifications can improve the overall safety, walkability, and identity of Paw Paw. Intersection treatments like curb extensions, textures, pavement markings, crosswalks, eliminating free-flow right turn lanes, tightening corner curb radii, and installing pedestrian refuge islands can improve traffic management and safety at intersections. The following treatments are recommended.



Pedestrian Crossing Recommendations

Crosswalks are recommended minimally at all signalized crossings and on the crossing leg parallel to the arterial network. Crosswalks are encouraged for pedestrian safety and there are likely places where further study is needed to determine if mid-block crossings are warranted. Painted crosswalks alert drivers of where to expect people crossing. Crosswalks are typically two white lines across the street, but other designs draw more attention to the crossing and tend not to wear away as quickly. Special paving or colored markings may also be used. Additionally, countdown pedestrian signals are recommended at all signalized crossings. Countdown signals show how much time remains before the traffic signal changes and are designed to reduce the number of pedestrians who start crossing when there is not enough time to complete their crossing safely. Pedestrian crossing signs may also be considered.

In downtown Paw Paw, midblock crossings are recommended to be implemented with Streetscape Enhancements to increase connectivity between the north and south sides of Michigan Avenue.

Core Intersection

The intersection of Kalamazoo Street and Michigan Avenue is the most important intersection in the Village. While it features many quality design elements it is still intimidating for pedestrians and bicyclists. A redesign of Michigan Avenue and Kalamazoo in the downtown area is recommended to make it safer to walk and bike in Paw Paw as well as be more supportive to downtown development.

Downtown Gateway and Village Gateway Intersections

Gateway features are encouraged at Village entrances; however, gateway features should be incorporated at the entrances into the downtown as well. Gateways can be bold statements, such as an improved signed entryway at the I-94 overpass, or can be more simply marked by signs, artwork, and landscaping. Gateway areas are good places to site wayfinding signs and other identity features, such as banners and public art installations. Public art installations along the public right-of-way, such as sculptures and murals, can greatly accentuate the transportation network and improve the value of a place.

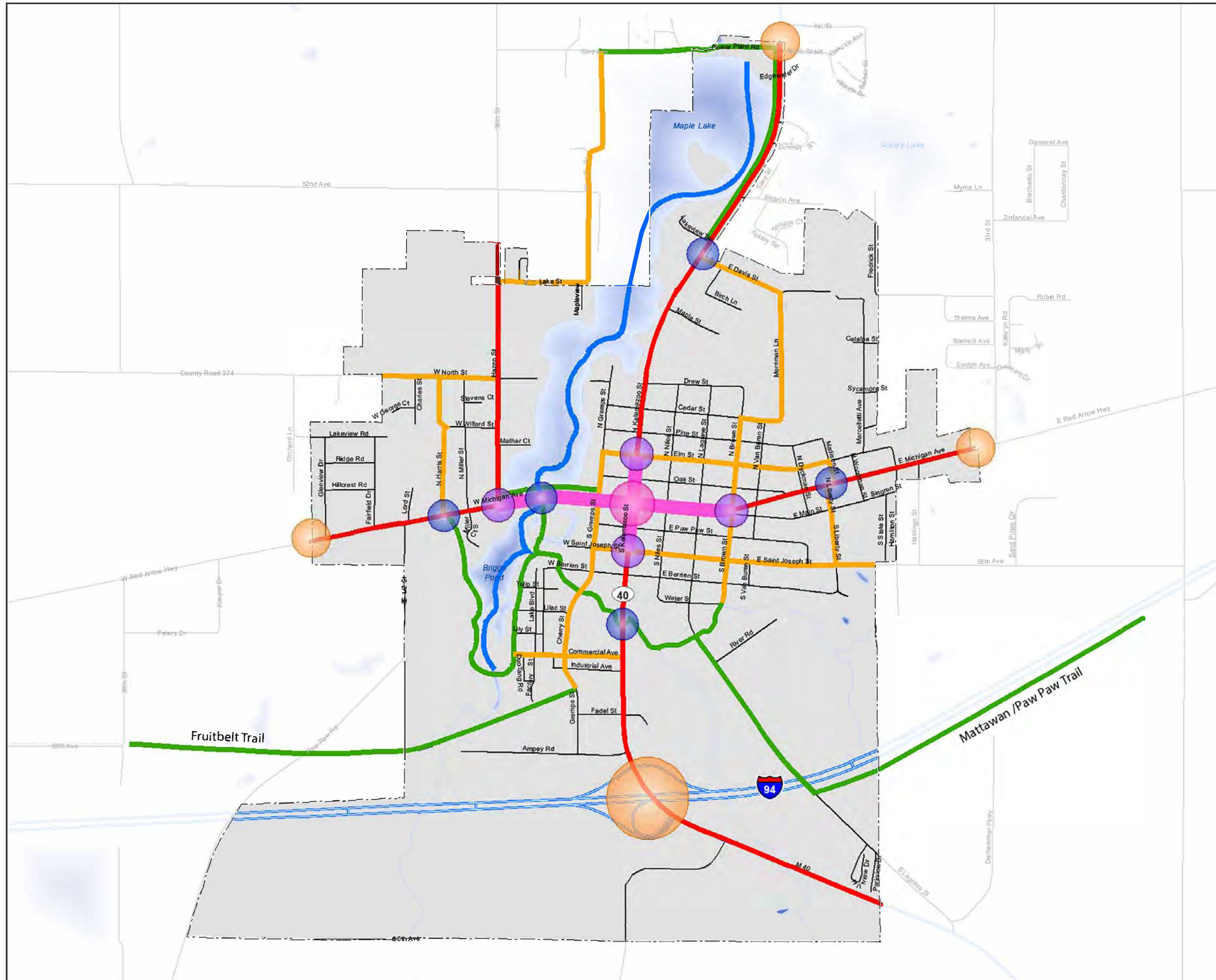
Multimodal Crossings

Intersections where the marked bicycle network meets the on-street bicycle network, or crosses Michigan Ave and Kalamazoo Street, should include bicycle-pedestrian crossing signs and wayfinding signs. Additionally, crosswalks for shared use paths should be as wide as the shared use path and marked with trail crossing signs. Bicycle pavement markings should be installed at the intersection and approaches.

Future Transportation Plan

Village of Paw Paw
Van Buren County, Michigan

December 19, 2016



Legend

-  Village Core
-  Downtown Gateway
-  Village Gateway
-  Multimodal Crossing
-  Downtown Streetscape
-  Trail / Shared Use Path
-  Bike Lane
-  Marked Shared Lane / Bike Route
-  Blueway
-  Water
-  Village Boundary

0 1,000 2,000 FEET

McKenna
ASSOCIATES



Map Data Source: Van Buren County GIS,
Michigan Center for Geographic Information, Version 14a.
Data Source: McKenna Associates, 2016

BACK OF MAP

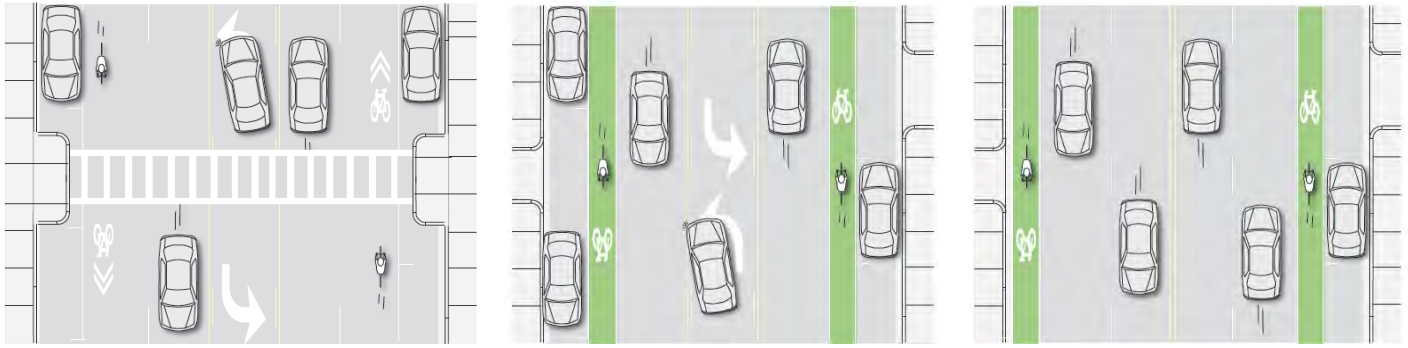


Figure 9: Downtown streetscape conceptual rendering

Downtown Streetscape – Michigan Ave and Kalamazoo Street

Downtown Paw Paw is the retail, cultural and historic center of the Village. As such, it deserves special consideration. Conducting a thorough Village urban design framework and corridor study is critical to get consensus on a vision and momentum for reinvestment in Downtown. The urban design framework should address the need to install additional mid-block crossings, medians, landscaping, streetscape reconstruction or retrofitting, furnishings, wayfinding signs, parking, and identity.

In addition to evaluating design treatments for Michigan Avenue, the Village should also include Kalamazoo Street. To create a cohesive downtown, Kalamazoo Streets streetscape and transportation operations must be prioritized in synchronicity with Michigan Avenue



Many potential improvements can be made to improve walking and biking connectivity to and around downtown Paw Paw.

Figure 10: Potential roadway improvements

Michigan Avenue Streetscape Plan: Downtown Bikeway and Parking Pilot Project

In summer of 2014, the Village of Paw Paw striped a Pilot Project through the Village downtown to test a “road diet” that accommodated bike lanes and parking commerce and transportation in the downtown. The pilot project was the initial step to implementing the Michigan Avenue Streetscape Plan. The goals of the project included enhancing walkability, beautification of the street, providing biking options, and increasing on-street parking.

To evaluate the pilot project, the Village conducted an online forum that ran from February 27 to March 13, and a series of public meetings on March 11, 2015. On survey handouts at the meetings and in focus groups, 45% of business owners and 93% of public participants indicated they prefer the 5-lane roadway design to the 3-lane roadway design. Similar results were expressed at the online forum, where 62% of respondents said driving was the most important mode. Comparatively, 28% said walking, 8% said bus, and 2% said biking. In response to concerns about the potential impact of reducing through-lanes on Michigan expressed by participants in these forums, Village Council elected not to permanently install the new design features. Village Council returned Michigan Avenue to a 5-lane profile, and deferred the installation of any enhanced streetscape features in downtown.

The pilot project highlighted some deficiencies in the concept of moving Michigan Ave from a 5-lane to a 3-lane profile. Primarily these deficiencies fall into three categories:

1. **Operations:** Signal coordination with Kalamazoo during peak hours, during school and commute times, as well as during I-94 highway closures, must be thoroughly coordinated to implement roadway modifications in downtown Paw Paw.
2. **Outreach and Vision:** Resident and business owner leadership is necessary to understand the preferences for roadway modifications in downtown Paw Paw.
3. **Needs and Feasibility:** A study for roadway modifications in Downtown Paw Paw should incorporate the Federal Highway Administration (FHWA), best practices for Road Diet evaluation, including:
 - a. a safety analysis of crash frequency, multimodal crossings, driveway access.
 - b. complete streets design considerations including, land use, community context, public support, and mode accommodation.
 - c. an operations analysis of turning frequency, speed, signal timing, and comparative trip delay.
 - d. cost, alternative routing, and parking considerations.

Complete a Downtown Urban Design Framework and Corridor Study for Michigan Avenue and Kalamazoo Street.

This plan reaffirms the recommendations included in the Village Master Plan of 2010 to implement roadway improvements on Michigan Avenue and Kalamazoo to make Paw Paw a more walkable community. Completing a comprehensive urban design framework can help the Village realize the transformative change desired for downtown. Several efforts, with extensive public involvement, have been completed in Paw Paw that show a desire for investment in infrastructure in downtown, including:

- 2010 Village Master Plan
- Development and adoption of the Downtown Overlay District
- Development of the Facades Guideline Booklet with support from the DDA
- Completion of the Michigan Avenue Streetscape Plan
- A 3-Month Community Outreach Strategy
- 2015 Downtown Road-Diet Pilot Project
- 2015 Downtown Streetscape Evaluation

These efforts form a solid basis to initiate a Downtown Urban Design Framework and Corridor Study for Michigan Avenue and Kalamazoo Street.



IMPLEMENTATION

A master plan is only useful as long as it is implemented and consulted when making land use decisions. This chapter outlines actions for implementing the Master Plan.

5

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Keeping the Plan Up-to-Date

Change is constant and usually unpredictable, and there may be circumstances that warrant changes to the zoning boundaries that are not consistent with the Master Plan. If and when this occurs, the Master Plan should be updated to conform to the changed circumstances. Because of the time and process required for amending the Plan, such changes should be considered carefully.

The following table contains a series of evaluation factors that may be used to determine if a proposed development warrants a change to the land use designation on the Future Land Use Plan map.

Future Land Use Evaluation Factors	
<input checked="" type="checkbox"/>	Does the proposed new classification meet the qualifications noted in the appropriate section of the Master Plan?
<input checked="" type="checkbox"/>	Are the zoning districts and their uses that may apply to the new classification compatible with and appropriate in the vicinity of the property under consideration?
<input checked="" type="checkbox"/>	Have any conditions changed in the area since the Master Plan was adopted that justify this change?
<input checked="" type="checkbox"/>	Will there be any community impacts that should be considered, such as increased traffic, or others that might create a need for additional services or improvements?
<input checked="" type="checkbox"/>	Are there any environmental considerations that may be contrary to the intent of the existing or proposed classification of that land use?
<input checked="" type="checkbox"/>	Was the property improperly classified when the plan was adopted or amended? Are the qualities of the property (or area) different than those that are described in the plan?
<input checked="" type="checkbox"/>	Will there be any adverse effects on adjacent properties as a result of the proposed land use change?
<input checked="" type="checkbox"/>	What impacts will result on the public health, safety, and welfare?

IMPLEMENTATION MATRIX

Ordinances, Guidelines, Plans and Policies			
Action	Responsibility	Timing	Priority
Review the Zoning Ordinance to determine if any existing regulations inhibit implementation of this plan, and make changes as necessary.	S, PC, VC	Within 1 year	1
Continue to implement this plan, including mixed uses, overlay districts, and the downtown form based code with desirable building scale and increased housing options.	S, PC, VCI	Within 1 year	1
Review and initiate amendments to the Zoning Map in order to implement this plan.	S, PC, VC	As needed	2
Adopt design requirements in the zoning ordinance for new development where appropriate, including accessory dwelling unit provisions and flexible residential provisions to create missing middle housing.	S, PC, VC, DDA	1 year	2
Review and revise the Master Plan in response to changing needs and priorities.	S, PC, VC	Annually and as needed	2
Develop a six-year Capital Improvements Plan to prioritize projects and Village funding.	S, PC, VC	Within 1 year and annually	1
Educate property owners about property maintenance.	S, VC	Within 1 year	3
Complete, fund and implement a wayfinding sign plan.	S, VC	1 – 5 years	2
Continue to implement non-motorized recommendations. Create a downtown design plan for non-motorized elements on Michigan Avenue and Kalamazoo.	S, PC, VC	1 – 5 years	2
Work with the Chamber and the Downtown Development Authority to implement a business attraction and retention program; align with “Uncork Paw Paw” efforts.	S, DDA, CC, VC	1 – 2 years	3
Work with Bronson-Lakeview Hospital and the Paw Paw School District to provide Transportation Demand Management and stagger shifts to spread out traffic over a longer period of time.	S, VC, CC, Paw Paw Schools, Bronson Hospital	Within 1 year	1
Work with the Paw Paw School District and area youth organizations to create a “youth cabinet,” who will advise the Village on policies affecting area youth.	S, VC, Paw Paw Schools, area youth organizations	Within 1 year	1
Implement the recommendations of the Paw Paw River Watershed Study and the Waterfront Overlay District.	S, VC, PC, SW Michigan PC, County and state agencies	1 – 5 years	1
Promote opportunities for “life-cycle” housing, including independent living units, assisted living and continual care.	S, VC, PC, area senior advocacy agencies	1 – 5 years	2
Work to expand senior services to the Paw Paw area.	S, VC, area senior service agencies	1 – 3 years	3
Ensure new development is public transit friendly. Work with Van Buren Public Transit to install signs and amenities for stopping points.	S, VC, PC via Site Plan standards and review	1 – 2 years	1
Complete and implement a Sustainability Plan.	S, VC	1-2 years	1
Implement the recommendations of this Plan to promote sustainable development practices, green infrastructure, and low impact development techniques to protect and preserve Village natural features.	S, VC, DDA	1-2 years	1
Promote green building practices in new construction or redevelopment.	S, VC	1-3 years	1

S= Staff VC=Village Council PC= Planning Commission

Land Acquisition and Development			
Action	Responsibility	Timing	Priority
Acquire properties on the north and west side of the Maple Lake Bridge to create a new open space corridor.	VC, PC	When available	3
Continue to implement the Village Revitalization Subarea Plan to redevelop vacant industrial and brownfield sites.	S, VC	1 – 2 years	1
Identify, acquire, and develop a site for skateboarding and BMX bike uses.	S, VC, Paw Paw Schools, Youth Cabinet, youth organizations	1-3 years and when land is available	2
Acquire land along Maple Lake for public access, if land currently occupied by Bronson-Lakeview Hospital becomes available.	S, VC, PC, Recreation Committee	If land becomes available	3

Transportation Corridors			
Action	Responsibility	Timing	Priority
Seek funding opportunities to develop and implement a downtown urban design framework and Corridor Study for Michigan Avenue and Kalamazoo Street, including Downtown an Village Gateway Areas	S, PC, VC	1 – 2 years	1
Work with the Public Services Department to improve pedestrian and bicycle accommodation and crossing opportunities in the Village.	S, VC	3 – 5 years	2
Develop and implement a streetscape improvement plan for Downtown and Kalamazoo Street.	S, VC	4 – 6 years	2
Implement the trail connections recommendations of this Plan and a future Pathways Plan.	S, VC, PC	4 – 10 years	3
Improve pedestrian safety downtown through consolidating drives and streetwalls on Michigan Avenue.	S, VC	1 – 5 years	2

S= Staff VC=Village Council PC= Planning Commission

PROJECT PRIORITIES



The actions are listed with a “priority number” as follows:

Priority 1 projects are those that should be given immediate and concentrated effort. These are the first projects that should be commenced after this Master Plan has been adopted. Any preliminary steps that must be taken to implement the action (such as seeking funding, changes in local ordinances, etc.) should be commenced immediately. Those Priority 1 projects that have a longer time horizon should be revisited on an as-needed basis and should be incorporated into other applicable long-term planning programs, such as a capital improvements plan.

Priority 2 projects are those that are necessary to implement the plan, but either depend upon commencement or completion of Priority 1 projects, or do not have the same immediacy of Priority 1 projects. Once commenced, however, these projects should be considered important and should be pursued until completion.

Priority 3 projects are those that implement elements of this plan, but are not urgent and can be delayed for a longer period of time. These projects are more susceptible to budgetary constraints.

Some projects within the matrix do not have a specified timing period because they are based on less predictable factors such as land availability, etc. The timing for these projects is explained within the matrix.

CONCLUSION

Although this plan is a comprehensive guide for land use planning over the next 20 years, there is no way to predict what changes may occur that are not contemplated. Therefore, decisions related to development should be considered carefully in light of the recommendations of the Master Plan.

The Michigan Zoning Enabling Act (Act 110 of the Michigan Public Acts of 2006) requires the Village’s Zoning Ordinance to be “based on a plan to promote the public health, safety and welfare, to encourage the use of lands in accordance with their character and adaptability, to limit the improper use of land, to conserve natural resources and energy, to meet the needs of the state’s residents for food, fiber and other natural resources, places of residence...and other uses of land.” Since the zoning map is a part of the Zoning Ordinance, changes to zoning boundaries should be in conformance with the Master Plan. If future development decisions take these factors into account, and if the Plan is reviewed on a regular basis and updated when necessary, then Paw Paw can be assured that development will reflect the desires of its citizens, reflected through the adopted Master Plan.

APPENDIX

6

ECONOMIC DEVELOPMENT STRATEGY

Regional Context

Paw Paw is located in the southwest of Lower Michigan, along the Interstate 94 corridor between Benton Harbor and Kalamazoo. Paw Paw is a small but relatively stable market. I-94 is a major transportation corridor linking Chicago and southwest Michigan to Kalamazoo and areas east to Detroit. The metropolitan areas of Grand Rapids, Battle Creek, Kalamazoo and South Bend are all located within a 50-mile radius.

Within the Village itself, the 2010 Census reported 3,534 persons in 1,499 households. ACS 2014 estimates 3,494 persons in 1,281 households. There are a significant number of households within a short drive of Paw Paw. Current year estimates suggest that over 123,000 households live within a 30-minute drive of the Village. Approximately 37,000 vehicles per day travel on I-94. Paw Paw's adjacency to the Interstate makes it accessible from many major population centers in Michigan and northern Indiana.

Regional Economic Influences

In 2009 and 2010, the economy in the United States was facing economic pressures from a number of different directions. Business activity slowed dramatically, consumer spending slowed, the credit markets tightened and consumer confidence was at historic lows. In recent years, the economy has begun to improve. According to the Bureau of Labor Statistics, unemployment rates have decreased statewide from 14.9 percent in June 2009 to 5.4 percent in April 2015. Paw Paw has been hit by the downturn economy and it has taken time to rebound.

Manufacturing – particularly big ticket items such as automobiles – suffered a hard hit as the troubles in the financial and capital markets precipitated steep declines in consumer spending. Michigan and its sizable manufacturing economy have been experiencing a significant economic downturn.

Health care has been a bright spot for job growth that has particular bearing on Paw Paw. Lakeview Hospital – located in Paw Paw – has contributed to job growth with the construction and grand opening of Bronson LakeView Outpatient Center in 2005.

Downtown Development Authority

The DDA's grant and loan program has been a solid support effort spurring other local investment and has helped sustain local businesses. In the past ten years, the DDA has allocated the following funding:

- \$736,096 in grants for façade and building improvements
- \$141,537 in grants for business development and training
- \$71,195 in loans

DOWNTOWN SHOPPING DISTRICT



The business district along Michigan Avenue is very well situated along two well-traveled corridors, with many important retail tenants that draw customer traffic into Downtown Paw Paw.

Well-landscaped parking lots and attractive rear entrances

Parking is available both along the street in designated lots behind and adjacent to merchants. One point of particular strength is the manner in which retailers have embraced the rear parking lots through development of very attractive rear entrances. Customers parking in the lots behind Michigan Avenue are easily able to identify and enter shops through rear doors. Efforts should be made to make front entrances equally attractive.

Parking availability in downtown creates a very positive and convenient retail experience and makes the downtown better able to compete with more auto convenient retail developments near the I-94 interchange.

There is a compelling collection of dining options in and around Downtown. This collection of restaurants provides an important regional draw for residents, tourists and vacationers throughout the year.

The synergy between the wineries and restaurants deserves promotional focus. Paw Paw is already a niche for both winery tourism and “experience dining” and the two should be jointly marketed to generate additional customer visits to both.

Downtown Retail Circulation

The retail / business environment on “Main Street” Paw Paw is very attractive and welcoming. Wide sidewalks and on-street amenities serve to encourage customers to circulate around the many businesses on Michigan and Kalamazoo. The sidewalks take a second step up from the street level, with a six inch curb, adding to the historic and unique attributes of the Village.

Because the downtown business environment function is dependent upon pedestrian access, the physical environment must prioritize safe and attractive access for pedestrians. Vehicular movements should be controlled to provide good visibility, easy and safe crossings for the pedestrian.

Access management techniques, landscaping and street walls along parking areas, can help to encourage pedestrian vitality.

MARKET OPPORTUNITIES

The 2010 Master Plan asserted that the Downtown Business District has an opportunity to focus on a number of distinct market segments and identified such districts.

Residents provide the largest and most consistent support for downtown businesses. In addition, important other markets are served as well such as tourists and visitors to Paw Paw, summer residents and vacationers, and travelers along the Interstate.

Residents:

Consumers living in or around Paw Paw provide the primary market for its goods and services. The needs of these consumers vary from daily sustenance shopping, service and dining to periodic entertainment and recreation.

The Paw Paw Downtown Development Authority (DDA) already encourages residents to “buy local” through its “Shop Smart, Shop Local” campaign. This sentiment is important, since the livelihood of the Downtown is dependent upon the local residents as its primary source of business.

Efforts should be made to continually update the product offerings and merchandising to address the needs of local consumers. Opportunities exist for expansions in the retail mix, and strategic recruitment should be a priority to expand the array of goods and services available.

The DDA can also lead retail infill through the creation of a retail incubator program. Such programs can encourage retail infill through mentoring, business financing, training, planning and marketing strategy. This relatively new capability under the State DDA law (adopted in March, 2008) could be an important tool for downtown retail infill.

As previously mentioned, a comprehensive system of signage and wayfinding along with improvements to the pedestrian thoroughfare would help set apart the Downtown as a welcoming and pleasant shopping area. This will help residents to see their community as a special place as well as help to “show off” the local community to outsiders.

Marketing outreach should rely on word of mouth, as well as advertising in local newspapers. Providing incentives such as discounts and coupons can be powerful promotional tools. Finally, retailers should strive to exceed expectations on service, quality and the entire customer experience when given the opportunity to meet the needs of the local consumer.

Tourist & Wine Enthusiasts

Tourists and visitors to Paw Paw from outside the area looking for a day of shopping or a meal represent an important market force for Paw Paw’s economy. The dining, wining and specialty shopping available in town should jointly market the experience of Paw Paw as a destination for Wining, Dining, Shopping and Fun.

Advertising effectiveness rises with the number of exposures a consumer gets. Increasing the exposures is costly and therefore sharing in the cost of a consolidated marketing message can be beneficial for all businesses. Therefore, businesses along Kalamazoo Street that are oriented to overnight visitors and day travelers, as well as the wineries and restaurants, should work together with the DDA to promote the entire community.



Summer Residents / Vacationers

There are over 3,000 summer homes within 30-minutes of Paw Paw. This is a growing market and could provide an important, albeit seasonal, source of economic activity.

Vacationers and summer residents should be drawn into Paw Paw for its restaurants, shopping and entertainment. Live music could be used to increase the appeal of the Paw Paw destination.

Movies at the Strand, live theater with the Paw Paw Village Players or outdoor theater should be marketed widely to summer residents. Outdoor movies in the park might also attract visitors downtown and spark other evening shopping activity.

Children's programs should be encouraged to attract families to Paw Paw in the summer for educational and arts activities. For example, a "Scavenger Hunt" could be an interesting marketing ploy to encourage exploration of the district, with special promotional incentives for visiting businesses in Paw Paw.

Outdoor family events are popular in every community. Summer activities in the park are great for families of all ages. Concerts and movies in the park offer options for adults to get together, while having appropriate entertainment for the children.

Recreational boat, canoe or paddleboat rental would be good way to link the activities along Michigan to the beautiful lakefront. Promoting the branches of the Paw Paw River as a kayak trail (providing portage facilities where necessary) may also bring new tourists to the area.

Marketing activities should be focused on reaching a wider audience. Travelers to the southwest part of Michigan frequently come from neighboring states. Advertising should appear in state travel guides and web sites, travel brochure displays along interstates and at welcome centers. A summer circular and web site could announce events and make vacationers aware of Paw Paw activities.

The Strand Theater is one of only a few movie screens outside the major metro areas in Southwest Michigan (right).

Highway Travelers

The Interstate provides a high number of travelers heading east and west that support businesses near the exits.

Convenience is king for these consumers and the automobile (and truck) will be the method of access.

Sales of gasoline, fast food and other convenience items certainly benefit directly from these travelers. It is important to note that once these travelers exit the freeway, an opportunity exists to draw them into Downtown. Gateways, signs and wayfinding to draw customers from the Interstate north along Kalamazoo Street should set the tone for the 'branding' of Paw Paw and encourage exploration of the village.

There is a distinct opportunity to announce Paw Paw along the Interstate. Certainly, exit signs and other Michigan DOT signage is possible. Additionally, traditional outdoor / billboard advertising can be effective in making travelers aware of Paw Paw's offerings. Attractive signage on the interstate overpass is also a possible means of announcing Paw Paw as a unique destination along I-94.

Retail Spending – Supply and Demand

Opportunities for leasing additional retail space periodically present themselves to communities. Today, Paw Paw has a few available retail spaces available for lease downtown.

Unlike a shopping mall where leasing decisions are centralized, a "Main Street" community such as Paw Paw is often left to a reactive response to the leasing choices of property owners.

By following a more thoughtful, strategic approach to leasing by following the needs of the consumer, the property owner benefits by filling up vacant space with tenants more likely to succeed. Furthermore, such pragmatic leasing best serves the community by filling undermet consumer needs.

Because consumer shopping patterns tend toward large scale 'category killer' big box retail such as Walmart, Target and Barnes and Noble (to name a few), downtown and village retail must seek appropriate tenants wishing to offer a more locally serving and enhanced retail experience.

Specialty retail in and around a "Main Street" district offers consumers an alternative experience to strip malls and other automobile-centric shopping (i.e., park-shop-park-shop). Shopping downtown can be both convenient and exploratory (i.e., park, shop, walk, shop, etc.).

The merchants that thrive in this environment offer superior customer service, a unique product mix and personal touch to the retail experience that larger retail operations cannot offer.

The following table summarizes some specialty retail categories that appear to be underserved within the Village of Paw Paw. The information was compiled through ESRI Business Analyst.

Table 11: Retail Supply and Demand within 10 Minutes of Downtown Paw Paw

Category	Demand	Supply	Gap	Gap Pct	Number of New Demand Stores
Automobile Dealers	\$44,432,474	\$58,532,542	(\$14,100,068)	-31.7%	0
Other Motor Vehicle Dealers	\$5,799,172	\$26,767,455	(\$20,968,283)	-361.6%	0
Auto Parts Stores	\$3,833,787	\$3,864,613	(\$30,826)	-0.8%	0
Furniture Stores	\$4,248,437	\$544,102	\$3,704,335	87.2%	1
Home Furnishings Stores	\$2,351,369	\$1,489,510	\$861,859	36.7%	0
Electronics and Appliance Stores	\$12,523,217	\$39,916,787	(\$27,393,570)	-218.7%	0
Building Materials and Supplies Dealers	\$9,073,842	\$4,169,989	\$4,903,853	54.0%	0
Lawn and Garden Equipment Stores	\$2,061,526	\$2,061,526	\$0	0.0%	0
Grocery Stores	\$37,917,511	\$37,917,511	\$0	0.0%	0
Specialty Food Stores	\$2,649,849	\$2,163,195	\$486,654	18.4%	0
Beer, Wine, and Liquor Stores	\$2,487,008	\$12,691,799	(\$10,204,791)	-410.3%	0
Health and Personal Care Stores	\$16,310,492	\$19,822,611	(\$3,512,119)	-21.5%	0
Gas Stations	\$16,462,275	\$32,783,825	(\$16,321,550)	-99.1%	0
Clothing Stores	\$7,595,287	\$100,102	\$7,495,185	98.7%	2
Shoe Stores	\$1,528,425	\$0	\$1,528,425	100.0%	0
Jewelry or Luggage Stores	\$2,366,786	\$0	\$2,366,786	100.0%	0
Sporting Goods, Hobby, and Music Stores	\$5,507,129	\$1,191,033	\$4,316,096	78.4%	1
Book Stores	\$1,374,564	\$0	\$1,374,564	100.0%	1
Department Stores	\$29,735,380	\$117,640,000	(\$87,904,620)	-295.6%	0
General Merchandise Stores	\$11,644,815	\$2,808,400	\$8,836,415	75.9%	2
Florists	\$485,808	\$464,808	\$21,000	4.3%	0
Office Supplies Stores	\$2,069,731	\$666,661	\$1,403,070	67.8%	0
Used Merchandise Stores	\$1,197,840	\$1,339,762	(\$141,922)	-11.8%	0
Full Service Restaurants	\$11,779,713	\$17,224,228	(\$5,444,515)	-46.2%	0
Fast Food Restaurants	\$9,508,477	\$6,239,446	\$3,269,031	34.4%	1
Bars	\$1,275,620	\$286,446	\$989,174	77.5%	0

Retail Opportunities for Expansion

Apparel is a category that appears to be underserved locally. Certainly some purchasers of fashion goods will continue to go to malls in the region, but there is opportunity to expand apparel retail space by approximately 20,000 square feet. Care should be taken to program the merchandising of this apparel retail to address both the needs of local consumers but to also attract shopping from tourists and summer residents.

Additional retail opportunities include:

- Furniture (10,000 square feet)
- Sporting Goods, Hobby, Music (17,000 square feet)
- Books (6,000 square feet)
- General Merchandise (44,000 square feet)

There are available retail spaces in the downtown which could accommodate small infill retail tenants.

While there is a noted demand for fast food restaurants within the 10-minute drive radius of downtown, there are a sufficient amount of chain establishments along I-94. Fast food businesses allow for travelers and visitors to stop in a city for a brief moment and then carry on their travels. This will not allow them to visit and enjoy Paw Paw. It is not recommended to encourage further development of fast food chain restaurants within the Village.

STRENGTHENING AND EXPANDING DOWNTOWN RETAIL

The 2010 Master Plan recognized six tactics in order to accomplish Village goals of strengthening and expanding the downtown retail businesses.

Tactic 1: Retain and Strengthen Merchants

The most important aspect of a downtown retail strategy is the systematic attention to protecting the interests and position of existing anchor merchants. Closing businesses has a severely detrimental effect on the vitality of downtown business districts. Furthermore, recruiting new businesses is time consuming and costly.

Identifying ‘at risk’ businesses involves careful attention to subtle clues, such as:

- Poor Merchandising / Store Presentation
- Hit and Miss Hours
- Temporary Signs
- Constant Sales
- Consistent Complaints

Challenges for downtown merchants are many and diverse. One in four small retail businesses fail. Lack of experience, under-capitalization and lack of succession planning in family businesses are frequently cited as reasons for failure. A clear understanding of customer needs and retail merchandising helps strengthen the merchants chances for long-term viability.

Tactic 2: Merchant Associations

Shopping malls speak with a coordinate marketing message, a strategically designed environment and central control and decision-making. Such controls are not directly possible in Downtown Business Districts, where multiple merchants and business owners operate in relative isolation.

The DDA should form a specific Merchant’s Association to encourage collective cooperation by coordinating the district’s activities – much like a manager oversees a mall. This association would hopefully include all downtown merchants and would focus on the business of retail management and recruitment for Downtown Paw Paw. The DDA may want to hire a part-time manager to handle these duties.

A well-organized Merchant’s Group can reach beyond a simple calendar of monthly meetings to delegate certain responsibilities for tenant recruitment, merchandising strategy training, business development (accounting, human resources), etc.

Because it would be a voluntary organization, a Merchant’s Association must be carefully organized around the idea of raising the overall success of the district. The DDA can play an important oversight and funding role for the Merchant’s Association. Each business’ future profits are, in many ways, tied to the overall success of the district. Therefore, by extension, their fortunes are tied to their neighbor retailers. Seeing each other as associates working together to create a cohesive customer experience in Downtown – rather than merely competitors – allows for more cooperative actions toward overall sustainability.

Potential Merchant Association Activities:

- Cross Promotions
- Shared Advertising
- Coordinated Maintenance
- Mentoring / Training
- Strategic Recruitment
- Signage / Wayfinding
- Shared Parking

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Tactic 3: Generate Trial Visits through Special Events

Special events are more than opportunities to offer the community a ‘get-together’ – they are key chances for the downtown business district to show off its wares and take advantage of increased customer traffic. Such events provide businesses with key marketing opportunities to expose new customers to their merchandise and the downtown shopping experience.

Existing festivals and other events should be coordinated with the downtown retailers to get the best exposure for merchants and the biggest economic impact to the community. Whenever possible, stores should be open during the special event and customers should be able to easily access the downtown shopping district while the event is underway. Bringing merchandise, refreshments and other special promotions outside the store to the storefront, sidewalk or other prominent position allows merchants to leverage this influx of customers for maximum exposure.

Certainly, special events present some challenges. Parking and access are made more difficult with the higher volume of traffic. The physical location(s) of the special events sometimes cannot allow all merchants equal exposure to the crowds. If the needs of the merchants are considered and communication is open and interactive in the planning stages, special events downtown can become powerful promotional opportunities and economic engines for Downtown.

4

Tactic 4: Market Ready Spaces

While the Paw Paw downtown retail district competes with other retail destinations for customers, it is important to consider that it also competes for tenants.

Retailers require sufficient unencumbered shop space, high ceilings, service access and ample parking. The size and physical configuration of leasable retail space in “Downtown Main Street” frequently cannot meet all of these demands. To counter this, the downtown and the village should look for opportunities to do the following:

- **Create larger spaces** – combine smaller broken up spaces into larger leasable footprints.
- **Provide for unencumbered shop space and headroom** – retail benefits from good internal sight lines, sufficient head room for lighting and an open feel. Combining and removing support columns (where possible) allows for more flexible shop configurations.
- **Provide convenient back of shop access and storage** – deliveries, office operations and storage needs must also be accommodated.
- **Parking** – provide for parking that is easily accessed, safe, well lit and centrally located. Provide incentives and regulations, if necessary, to keep daily office worker and employee parking away from the prime customer spaces.

5

Tactic 5: Critical Mass

Assembling a significant quantity of retail and restaurant destinations in close proximity creates a sense of retail mass and builds awareness of the district. Downtown Paw Paw is fortunate in that it already supports many different retail merchants and dining opportunities, including some key anchor destinations such as the Hallmark Store and the hardware store. Continuing to build on this collection will be important to ensuring the continued success of downtown retail.

Where possible, merchants should be located close to one another and convenient to parking. Distractions that deter natural shopper exploration and circulation among merchants should be avoided where possible. These include first floor office uses, empty stores, vacant lots causing gaps in the street wall, numerous curb cuts and open parking areas along sidewalks and similar impediments detract from the consumer experience. Therefore, special effort should be made to fill empty retail locations with new merchants as vacancy and turnover occurs.

Tactic 6: Strategic Recruitment

Much like a mall manager, the Downtown must actively seek out new retail tenants. This outreach effort involves identification of specific retail gaps in the marketplace. The exhibit on the previous page suggests a number of categories of consumer spending that appear to have unmet local demand. These can serve as a starting point to frame potential targets.

In general, there are three categories of downtown retailers:

- National Chains
- Regional Stores
- Local Independents

The site selection criteria of each differs, but will always depend on access to customers so local demographics, economics and traffic visibility are key.

Being a smaller town removed from a major metropolitan area, Paw Paw cannot offer potential retail tenants a densely populated suburban destination. It can, however, leverage its access to Interstate traffic and strong tourism with a stable local population.

National chains prefer larger retail stores along major traffic thoroughfares and intersections. Paw Paw has such sites nearer the Interstate, so it is unlikely that they would pass up the exposure that the Interstate provides. For downtown retail, however, regional stores and locally run independents provide the best chance of infill expansion.

The process of identifying targets for recruitment involves an interactive discussion about merchants from adjacent markets or concepts from similar communities. There is no 'one-stop' resource for such tenant recruitment (as there is with national chains).

Assigning responsibility to someone within the downtown – either within the Village or the Merchant's Association – to actively recruit for Paw Paw is critical. There must be a voice for marketing the Downtown Retail District. Once identified, this Downtown Business District Manager can assemble a list of potential retail categories to seek out and potential merchants to contact.

Franchise operators offer an important market for recruitment, as many national retailers have franchise programs that empower local owners to leverage the brand and merchandising power of the national chain in a locally-serving location. To encourage this, collateral materials must be produced to summarize the characteristics that make Paw Paw unique as well as the key retail metrics merchants use to inform their site selection – household counts by radii, demographics, traffic and tourism. Regional meetings, such as the International Council on Shopping Centers (ICSC) provide opportunities for Paw Paw's merchant association or manager to interact with larger regional and nation retail merchants. More locally, the experience of local leadership and community leaders can help to identify merchants 'doing well' in other markets. Leaders can then seek out these merchants to suggest that they open an additional location in Paw Paw.

DDA Development Strategy

Certainly, the above financial model shows the potential for such a development to be led by the private sector. If, for instance, the current owner(s) of the site would redevelop, the land cost could be reduced by the amount of equity they hold. This would improve the return from the project.

Should the current owner(s) be uninterested in development, a private developer could be solicited from the community or beyond through the issuance of a request for development proposal. The DDA could take a position as the developer in partnerships with the current owners as a joint venture to develop the site. If the DDA must act alone, it has the authority to acquire the site for redevelopment.

Primarily, the redevelopment strategy should focus on identification of tenant(s) for the new development and work backward through development economics and incentives. The potential development could house multiple tenants or be designed around one particular use.

Potential Tenants Strategies:

Multiple User Scenario

- First Floor Retail – Restaurant – Deli/Coffee – Books – Apparel – Sporting Goods – Toys/Games
- Upper Floor Professional Office or Apartments
- First Floor Medical Office / Clinic

Single User Scenarios

- Community Center
- Education Facility

The DDA has the legal mandate to take an active role in the participation of a redevelopment of the supermarket site and to issue bonds based on tax increment financing (TIF) revenues to offset public improvements to the site such as streets, parking and utility costs. A number of other development tools are available depending on the uses considered for the site:¹

- If the property were to be considered for public use (such as a Community Center) a Local Development Financing Authority (LDFA) can facilitate public projects to encourage local development, to prevent conditions of unemployment and to promote growth. (1986 PA 281, MCL 125.2151)
- If environmental conditions prohibit redevelopment, a Brownfield Redevelopment Authority (BRA) may be created to clean up the sites, thus allowing the property to revert to productive economic use. (1996 PA 381, MCL 125.2651)
- An Economic Development Corporation (EDC) may be created to issue bonds and otherwise facilitate the development of industrial or not-for-profit enterprises. (1974 PA 338, MCL 125.1601)
- A Principal Shopping District (PSD) may be created to levy special assessments for the development or redevelopment of a principal shopping to support retail activities in the area. (1961 PA120, MCL 125.981)
- A Business Improvement District (BID) may be created to develop a more successful and profitable business climate in a defined area, and to collect revenues, levy special assessments and issue bonds to pay for its activities. (1961 PA 120 of, MCL 125.981)

Other DDAs in Michigan have developed a number of programs to facilitate Downtown Redevelopment. Examples include:

- The **Building Reuse Incentives Program** is designed to reduce the incidence of vacancy in older downtown buildings, by providing financial assistance to property owners to overcome the unique and challenging barriers associated with reusing older buildings. Assistance may only be used to improve barrier free access, improve fire suppression systems, improve fire-rated stair towers, upgrade utilities, or for facade improvements.

¹ Michigan Municipal League, Economic Development Tools, March 2002.

- **Streetscape Improvement Grants** are available to eligible property owners to cover a portion of the cost of streetscape improvements adjacent to the property. The program is designed to improve the appearance and usability of sidewalks and pedestrian ways, and to improve the safety of downtown by improving walking surfaces that have deteriorated.
- **Public Act 198 - Industrial Tax Abatement** offers 50% of real and personal property tax abatement for up to twelve (12) years for qualified new construction and equipment.
- **Public Act 328 - New Personal Property Tax Abatement** offers a 100% tax abatement on all new personal property for up to nine (9) years for qualified businesses and personal property.

HOUSING

Housing in and around Paw Paw is generally well maintained – although it appears to be showing its age in places. Predominately, housing takes the form of detached single-family structures of wood, masonry, stone and mixed materials. Approximately 60 percent of the housing was built prior to 1969 with the median year of construction being 1957.

There has been an increase in single-family construction occurring in Van Buren County. The rate of construction has increased in the past two years and is likely to continue to increase in the future. The 107 building permits issued county-wide in 2015 was an increase of 44 percent from the previous year.

Table 12: Reported Building Permits by Year – Van Buren County

Year	Number of Permits	Total Cost	Average Cost
2015 Single Family	107	\$14,244,136	\$133,123
2014 Single Family	74	\$16,897,450	\$228,344
2013 Single Family	34	\$8,084,635	\$237,783

Source: US Census Building Permit Database

There has been reinvestment in the downtown to increase the available housing choices for Paw Paw residents. The conversion of upper-floor residential uses allows property owners to increase the amount of revenue generating space and gives consumers choices for housing beyond detached single family structures.

Efforts should be made to provide for housing that addresses a wide variety of residential needs. Housing built in the post-World War II era tended to be homogeneous in design and features. This trend continued through the 1950s and 1960s.

Younger households – singles and young couples – have need for economic value, safety and an active lifestyle. Their housing choices reflect this – apartments, small starter homes, fixer-uppers and urban areas attract these homeowners.

Young families have similar needs but begin to gravitate toward larger spaces to accommodate children, yards and proximity to schools and parks.

As people age, space for raising children becomes less important. Maintenance demands of larger homes often spark couples to ‘right-size’ their housing once the kids have moved out. Access to community amenities such as parks, paths, shopping, arts and other civic amenities become important. Single floor housing designs are attractive to these homeowners as they consider their long term needs.



Single-family homes

The retirement lifestyle today looks vastly different than that of a generation ago. Active pursuits, arts, education and entertainment are all important aspects of today's active, post-full time family. Continued second-career pursuits, travel and second homes influence the housing choices for these consumers.

Long term health care options, access to single story retirement housing with communal services and care are important as retirees make choices about their long term housing needs. Being forced to leave friends, family and neighbors to move to the appropriate housing is something that works against the general sense of community. All facets of housing and care should be accommodated locally to allow the community to age together.

HOUSING MARKET CONDITIONS

The market for residential housing in 2014 is evidence that the economy is recovering from the downturn of 2008 – 2010. Statewide, housing construction is increasing at a steady rate. It is estimated that by end of 2016 the number of total building permits should rebound to approximately 30,000. This is the most seen statewide since 2006, before the Great Recession. Generally, the public is gaining confidence in the economy and that is evident in recent home sale prices. Most home sales in Paw Paw are well higher than the 2014 American Community Survey (ACS) median housing estimate of \$112,000.

While recent sales demonstrate that there are still properties on the lower end of the retail scale, this suggests that these properties are in the foreclosure process or in need of renovation. Those with the lower sale prices are most likely due to the properties being bank owned or suffering from deferred maintenance.

Table 13: Recent Home Sales in Paw Paw

Address	Sale Price	Sale Date
112 Fairfield	\$146,000	30-Jun-16
914 Elm St	\$120,000	29-Jun-16
209 Pine St	\$124,669	16-Jun-16
512 N. Miller St	\$129,000	15-Jul-16
102 E. Saint Joseph	\$99,000	03-May-16

Source: Zillow.com (August 2016)

Table 14: Recent Listings of Paw Paw - Single Family Homes

Address	Listed Size (sq. ft.)	List Price	Price per Sq. Ft.
642 N. Kalamazoo	2,300	\$179,900	\$78
704 E. Berrien St	1,678	\$158,000	\$94
629 N. Gremps St	1,685	\$229,000	\$136
634 N. Kalamazoo	2,610	\$113,900	\$44
704 Marcelletti Ave	1,452	\$104,000	\$72
36516 Paw Paw Rd	1,400	\$150,000	\$107
219 N. Gremps St	2,544	\$369,000	\$145
825 S. Lagrave St	3,033	\$550,000	\$181
410 E. Michigan	1,592	\$79,900	\$50
412 N. Kalamazoo	944	\$79,000	\$84

Source: Realtor.com (August 2016)

Recent listings demonstrate a more normalized pricing structure. Prices in Paw Paw seem to range from \$50 per square foot to a high of over \$150 per square foot. The typical home in Paw Paw appears to be in the range of \$75 - \$125 per square foot.

HOUSING OPPORTUNITIES/STRATEGIES

- As foreclosure activity continues to subside, efforts should be made to mitigate the effects of abandoned and vacant properties. General upkeep on these properties is important as any buyers who visit Paw Paw to view occupied homes for potential may be deterred by poor housing conditions.
- Expansion of housing stock should be universally acceptable. Smaller patio homes with single-floor layouts, accessible features and easily maintained grounds are attractive to consumers considering homes for retirement. The detached condominium concepts are common for empty-nest consumers – with 2- or 3-bedrooms, attached garages, screen porches, open interiors and maintained yards.
- Upper floor residential units in downtown are attractive to residents wanting no maintenance and close-in living to downtown's activity centers.

Single family home development should focus on the natural beauty of Paw Paw and Maple Lake. While there are some 'estate' homes with very large floor plans and sizable grounds, likely the market for these units is limited. A wide market exists for housing priced in the \$150,000 - \$300,000 price range. Certainly these units would be smaller – likely less than 1,200 square feet – and would not have lots of the size of the larger estate homes. The amenities and adjacency to Paw Paw's wonderful natural beauty would make such units very attractive.

GOAL PRIORITY WORKSHEET & RESULTS

Goals and Strategies	High	Med	Low	Started?	Complete?	Total Votes for High, Med, and Low	% Ranked High	% Ranked Med	% Ranked Low	% Ranked High-to-Med	% Ranked Med-to-Low
GOAL: Preserve and Promote Downtown Paw Paw											
Strategy: Encourage Downtown reinvestment by emphasizing its historic character and providing incentives to rehabilitate historic buildings.	8	4		6	2	12	66.7%	33.3%	0.0%	100.0%	33.3%
Promote Downtown businesses through local organizations, such as the Downtown Development Authority and the Chamber of Commerce	6	5		4	3	11	54.5%	45.5%	0.0%	100.0%	45.5%
Improve the pedestrian atmosphere and safety by making it less intimidating to cross Kalamazoo Avenue and Michigan Avenue	7	2	3	4	1	12	58.3%	16.7%	25.0%	75.0%	41.7%
Make Downtown more accessible by rebuilding Michigan Avenue to a higher elevation or widening the sidewalks enough that the need for the additional step up to the storefront level is eliminated.	5	3	3			11	45.5%	27.3%	27.3%	72.7%	54.5%
Encourage mixed uses, including upper floor dwellings, in and near the Downtown	6	7		7	1	13	46.2%	53.8%	0.0%	100.0%	53.8%
Continue to invest in parking improvements to support Downtown businesses and residents.	4	8	1	3		13	30.8%	61.5%	7.7%	92.3%	69.2%
Provide vehicle and pedestrian-level wayfinding in the Downtown area to guide motorists and pedestrians to attractions	5	8		1		13	38.5%	61.5%	0.0%	100.0%	61.5%
Promote safe and efficient transportation within and through the community											
Explore alternate routes for trucks using M-40 and Michigan Avenue/Red Arrow Highway to access industries west of the Village, such as an extension of Fadel to the west along the railroad corridor to 38th Street	7	5		3	1	12	58.3%	41.7%	0.0%	100.0%	41.7%
Improve turning movements at key intersections to allow trucks to use alternate routes within the Village, such as redesign and construction of the Gremps and Michigan Avenue intersection	5	4	3	4	3	12	41.7%	33.3%	25.0%	75.0%	58.3%
Work cooperatively with the Van Buren County Road Commission and Paw Paw Township to create an alternative truck route	8	4	1	3	1	13	61.5%	30.8%	7.7%	92.3%	38.5%
Explore a connection between Kalamazoo and LaGrave Streets to better connect neighborhoods with business areas	1	5	7	1		13	7.7%	38.5%	53.8%	46.2%	92.3%
Provide marked pedestrian crossings at key locations (with signalization, if needed)	7	4	3	5		14	50.0%	28.6%	21.4%	78.6%	50.0%
Improve traffic movements in and near Bronson-Lakeview Hospital and the schools near Hazen Street, particularly during peak traffic hours.	1	8	3	1	2	12	8.3%	66.7%	25.0%	75.0%	91.7%
Enhance community gateway entrances to inform the public that they are entering a special place	3	9		3	1	12	25.0%	75.0%	0.0%	100.0%	75.0%
Retain the elements that make Paw Paw unique	1			1		1	100.0%	0.0%	0.0%	100.0%	0.0%
Implement “complete streets” (www.completestreets.org) concepts, which plan and allow for motorized and non- motorized traffic on all streets	6	5	1	3		12	50.0%	41.7%	8.3%	91.7%	50.0%

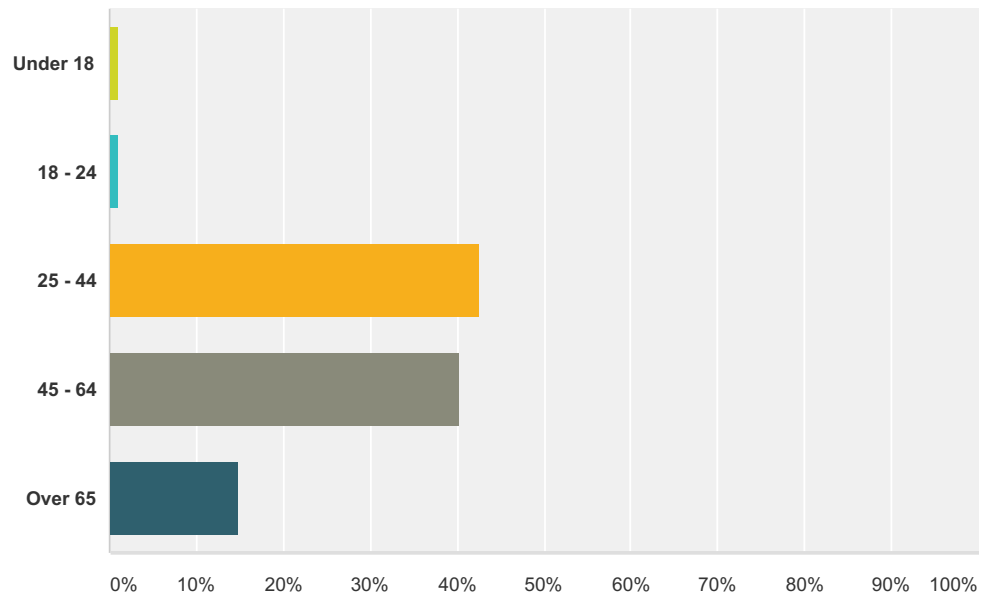
Goals and Strategies	High	Med	Low	Started?	Complete?	Total Votes for High, Med, and Low	% Ranked High	% Ranked Med	% Ranked Low	% Ranked High-to-Med	% Ranked Med-to-Low
Aggressively market Paw Paw's restaurants, wineries and lodging as a unique destination between Chicago and Detroit	9	3	1	4		13	69.2%	23.1%	7.7%	92.3%	30.8%
Work with Van Buren County to beautify the area around the Courthouse and County Administration Building	4	6	3	3	1	13	30.8%	46.2%	23.1%	76.9%	69.2%
Continue to promote Paw Paw's heritage through events such as the Wine Festival. These events should be marketed to a larger, regional audience	8	4	1	5		13	61.5%	30.8%	7.7%	92.3%	38.5%
Enhance community gateways that define for public that they are entering a special place	4	6	1	4		11	36.4%	54.5%	9.1%	90.9%	63.6%
Recognize and promote Maple Lake as a community asset	1			1		1	100.0%	0.0%	0.0%	100.0%	0.0%
Create a long-term plan for lake dredging and other improvements, including funding and capital equipment needs	9	3		6		12	75.0%	25.0%	0.0%	100.0%	25.0%
Seek opportunities to expand or enhance the vista around the lake	5	8		6		13	38.5%	61.5%	0.0%	100.0%	61.5%
Create additional open space along the Michigan Avenue lakefront by removing the existing structures near the Hazen Street intersection	2	6	4			12	16.7%	50.0%	33.3%	66.7%	83.3%
Protect the water quality in Maple Lake and the Paw Paw River watershed	1			1		1	100.0%	0.0%	0.0%	100.0%	0.0%
Widely distribute the Paw Paw River Watershed Study and implement the recommendations of the study that apply to the Village	7	5	1	6		13	53.8%	38.5%	7.7%	92.3%	46.2%
Determine a comprehensive strategy for monitoring water quality and a plan for implementing water quality improvements	9	4		6		13	69.2%	30.8%	0.0%	100.0%	30.8%
To prevent nutrient loading from adjacent lawns, enforce current regulations that prohibit phosphorus-based fertilizers and other potential contaminants	7	4	2	5	1	13	53.8%	30.8%	15.4%	84.6%	46.2%
Educate waterfront homeowners about environmentally friendly practices	7	5		6	1	12	58.3%	41.7%	0.0%	100.0%	41.7%
Provide zoning and financial incentives for waterfront owners to create vegetative buffers, rain gardens, and other low-impact solutions	8	3	2	3		13	61.5%	23.1%	15.4%	84.6%	38.5%
Work cooperatively with upstream landowners and communities to protect and enhance water quality and existing wetlands	11	2		5		13	84.6%	15.4%	0.0%	100.0%	15.4%
Implement low impact development standards in new developments and redevelopments, especially in areas in close proximity to surface water bodies such as wetlands, the branches of the Paw Paw River, Briggs Pond and Maple Lake	8	3	1	3		12	66.7%	25.0%	8.3%	91.7%	33.3%
Provide recreational opportunities that take advantage of the natural environment	1			1		1	100.0%	0.0%	0.0%	100.0%	0.0%
Plan for non-motorized paths along the Paw Paw River branches and Maple Lake and street corridors that will connect parks, schools and business areas	5	5	1	3	1	11	45.5%	45.5%	9.1%	90.9%	54.5%
Plan for ecologically sensitive public access to the Briggs Pond area, such as a boardwalk into the marsh. Work with the School District and other educational institutions and environmental groups to provide education on wetlands and environmental protection	5	6		2	1	11	45.5%	54.5%	0.0%	100.0%	54.5%

Goals and Strategies	High	Med	Low	Started?	Complete?	Total Votes for High, Med, and Low	% Ranked High	% Ranked Med	% Ranked Low	% Ranked High-to-Med	% Ranked Med-to-Low
Promote Kalamazoo Avenue and other business corridors		1				1	0.0%	100.0%	0.0%	100.0%	100.0%
Identify and use public spaces to establish gateway entrances which draw traffic in and extend streetscape improvements to these gateways	6	6	1	2		13	46.2%	46.2%	7.7%	92.3%	53.8%
Make the Kalamazoo Avenue corridor more attractive, with streetscape improvements and landscaping	9	3	1	5		13	69.2%	23.1%	7.7%	92.3%	30.8%
Diversify the economic base of the Village		1				1	0.0%	100.0%	0.0%	100.0%	100.0%
Extend streetscape improvements to the east and west commercial entries into the Village on Michigan Avenue/Red Arrow Highway	6	6	1	2		13	46.2%	46.2%	7.7%	92.3%	53.8%
Adopt policies that attract “new economy” workers, such as promoting home occupations and extending wireless and broadband service throughout the Village	6	4	2	3	2	12	50.0%	33.3%	16.7%	83.3%	50.0%
Promote the adaptive reuse of old and vacant structures by new businesses	8	4		4		12	66.7%	33.3%	0.0%	100.0%	33.3%
Promote Paw Paw’s location between Chicago and Detroit as a premier location for “new economy” businesses	5	6	1	3		12	41.7%	50.0%	8.3%	91.7%	58.3%
Cleanup and redevelop the industrial area	1			1		1	100.0%	0.0%	0.0%	100.0%	0.0%
Seek and acquire funds for brown- field redevelopment, including costs of assessment, demolition and new development	9	2		3	2	11	81.8%	18.2%	0.0%	100.0%	18.2%
Consider alternate locations for industrial development, such as along the planned truck bypass	4	5	1		2	10	40.0%	50.0%	10.0%	90.0%	60.0%
Take advantage of the location along the East Branch and Briggs Pond to create a high-quality, higher density residential development	3	5	2	1	2	10	30.0%	50.0%	20.0%	80.0%	70.0%
Provide activities and opportunities for Paw Paw’s youth	1					1	100.0%	0.0%	0.0%	100.0%	0.0%
Find an appropriate location for a skate park, which should be partially funded by donations (of money and in-kind services) from area youth	1	5	6			12	8.3%	41.7%	50.0%	50.0%	91.7%
Create a Paw Paw “youth council” who will regularly advise the Village Council on the needs and concerns of area youth	3	6	3			12	25.0%	50.0%	25.0%	75.0%	75.0%
Create a Youth Leadership Academy, which trains area youth in local government and issues and encourages further involvement in local issues	4	6	2			12	33.3%	50.0%	16.7%	83.3%	66.7%
Promote residential development and maintain homes and businesses so that neighborhoods are attractive and safe, property values are protected, and residents have housing choices throughout the life cycle	4	1		2		5	80.0%	20.0%	0.0%	100.0%	20.0%
Adopt a strong property maintenance program and ensure consistent enforcement	9	2	2	2	1	13	69.2%	15.4%	15.4%	84.6%	30.8%
Educate the public about property maintenance	9	4		1		13	69.2%	30.8%	0.0%	100.0%	30.8%
Provide incentives to clean up and improve property (such as a subsidized paint program and regular community clean-up days)	8	5		2		13	61.5%	38.5%	0.0%	100.0%	38.5%

Goals and Strategies	High	Med	Low	Started?	Complete?	Total Votes for High, Med, and Low	% Ranked High	% Ranked Med	% Ranked Low	% Ranked High-to-Med	% Ranked Med-to-Low
Identify locations for constructing higher-priced market rate homes, condominiums, townhouses, etc. to make the community attractive to entrepreneurs and upper management employees as well as seniors and other retirees	8	5		1	1	13	61.5%	38.5%	0.0%	100.0%	38.5%
Promote housing styles serving residents throughout the life cycle, including independent living units, assisted living and continuing care facilities, and identify appropriate locations	6	7		1		13	46.2%	53.8%	0.0%	100.0%	53.8%
Encourage travelers to explore beyond the Kalamazoo Corridor and the wineries	2	1				3	66.7%	33.3%	0.0%	100.0%	33.3%
Create a wayfinding system to guide motorists to Downtown and to local attractions	6	7		2		13	46.2%	53.8%	0.0%	100.0%	53.8%
Create a unified streetscape that is similar to the Downtown streetscape, with unified street furniture, signs, streetlamps, etc., to provide a visual and “atmospheric” connection to the Downtown area	4	9		2		13	30.8%	69.2%	0.0%	100.0%	69.2%
Create a program to encourage travelers to visit other attractions, such as a coupon book available at Kalamazoo Street restaurants and gas stations, for businesses and attractions in other parts of the Village	2	8	3			13	15.4%	61.5%	23.1%	76.9%	84.6%
Make the Kalamazoo Corridor more pedestrian friendly	1					1	100.0%	0.0%	0.0%	100.0%	0.0%
Provide pedestrian signals at key locations	7	4	2	3	1	13	53.8%	30.8%	15.4%	84.6%	46.2%
Provide pedestrian amenities, such as benches and walkways, at key focal points along the Corridor (e.g., the bridge over the East Branch, near the winery, etc.)	8	4	1	3	1	13	61.5%	30.8%	7.7%	92.3%	38.5%
Connect the corridor with pedestrian pathways and sidewalks to Downtown, the lake and other areas within the Village	8	4	1	3	1	13	61.5%	30.8%	7.7%	92.3%	38.5%

Q1 In what age range do you fall in?

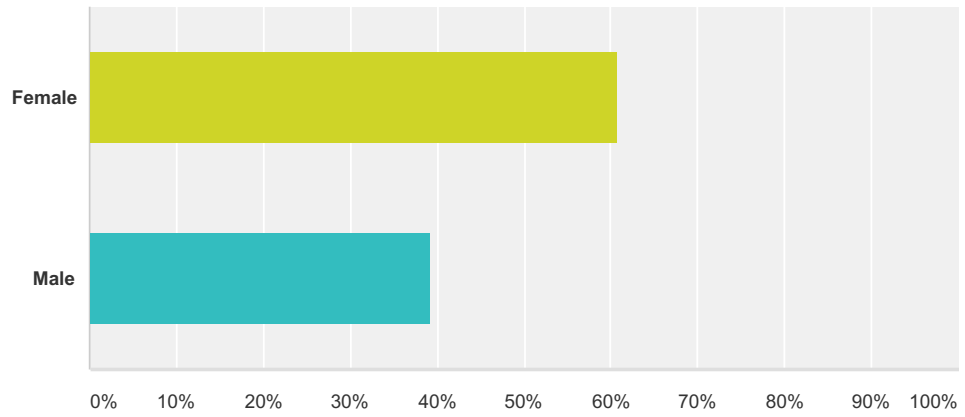
Answered: 176 Skipped: 0



Answer Choices	Responses
Under 18	1.14% 2
18 - 24	1.14% 2
25 - 44	42.61% 75
45 - 64	40.34% 71
Over 65	14.77% 26
Total	176

Q2 Please select your gender.

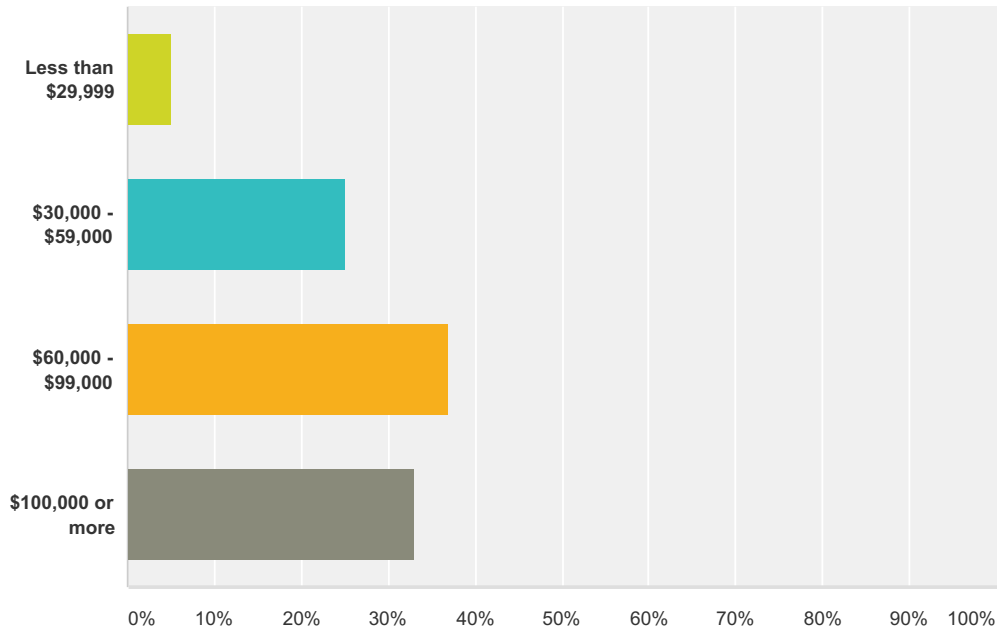
Answered: 176 Skipped: 0



Answer Choices	Responses	
Female	60.80%	107
Male	39.20%	69
Total		176

Q3 Please select your household income.

Answered: 176 Skipped: 0

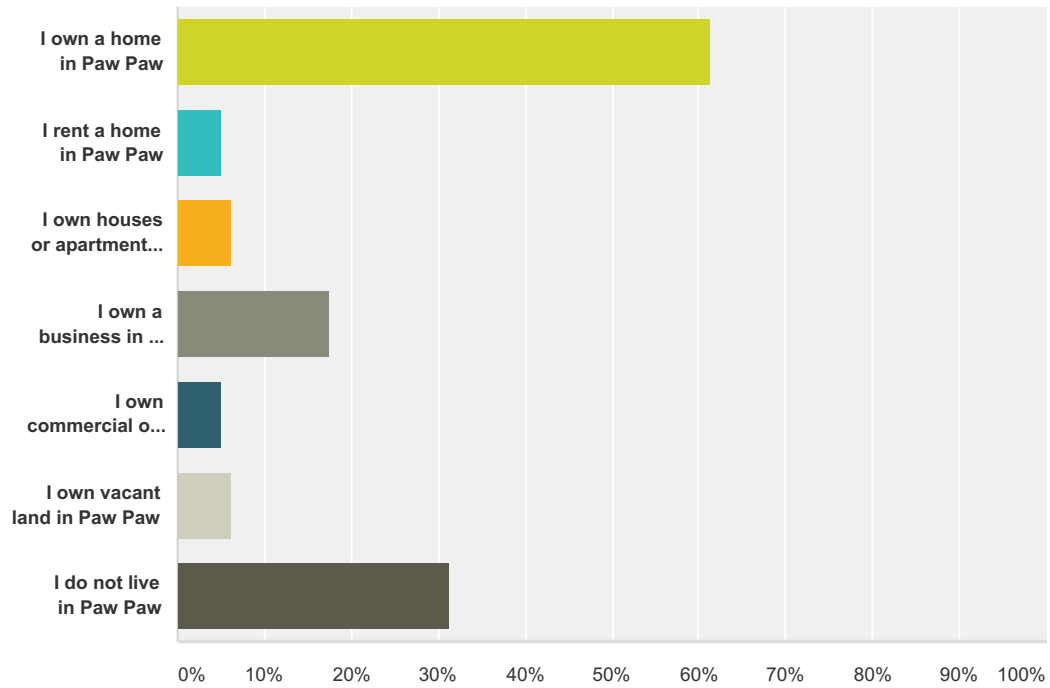


Answer Choices	Responses	
Less than \$29,999	5.11%	9
\$30,000 - \$59,000	25.00%	44
\$60,000 - \$99,000	36.93%	65
\$100,000 or more	32.95%	58
Total		176

Paw Paw Master Plan Survey

Q4 Please choose all that apply:

Answered: 176 Skipped: 0



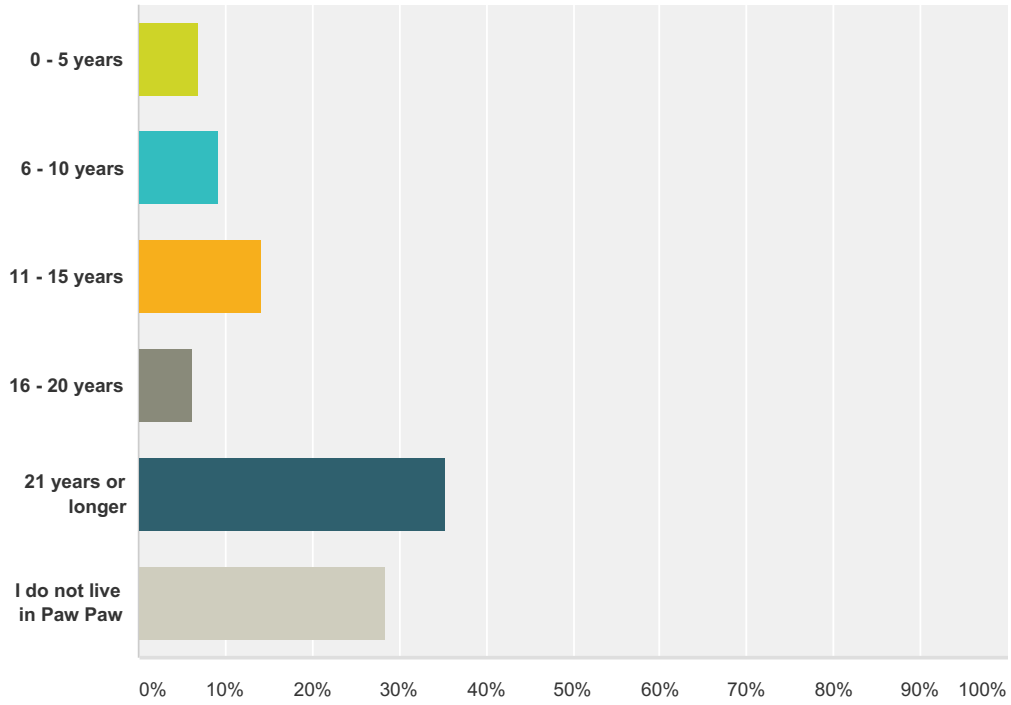
Answer Choices	Responses
I own a home in Paw Paw	61.36% 108
I rent a home in Paw Paw	5.11% 9
I own houses or apartments that I rent to others in Paw Paw	6.25% 11
I own a business in Paw Paw	17.61% 31
I own commercial or industrial property in Paw Paw	5.11% 9
I own vacant land in Paw Paw	6.25% 11
I do not live in Paw Paw	31.25% 55
Total Respondents: 176	

Q5 If you do not live in Paw Paw, please indicate where you live.

Answered: 64 Skipped: 112

Q6 How long have you lived in Paw Paw?

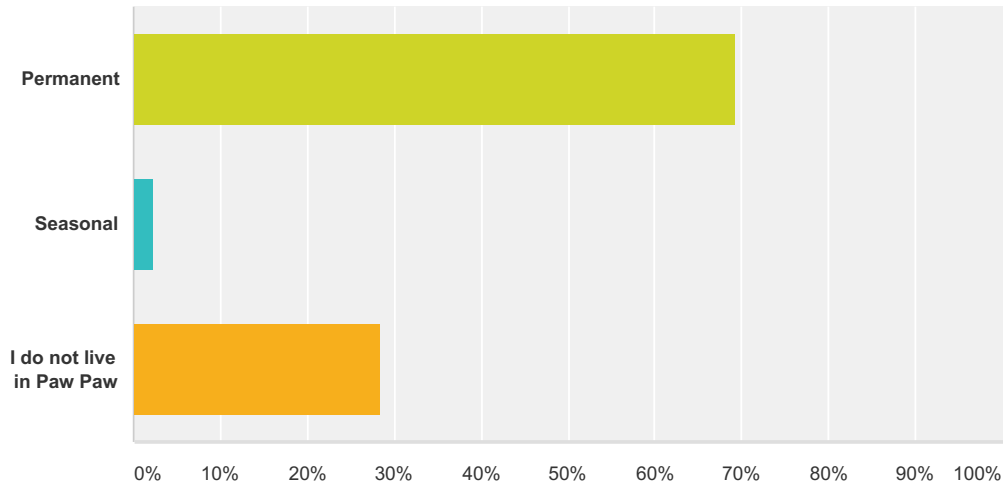
Answered: 176 Skipped: 0



Answer Choices	Responses	
0 - 5 years	6.82%	12
6 - 10 years	9.09%	16
11 - 15 years	14.20%	25
16 - 20 years	6.25%	11
21 years or longer	35.23%	62
I do not live in Paw Paw	28.41%	50
Total		176

Q7 Are you a permanent or seasonal resident?

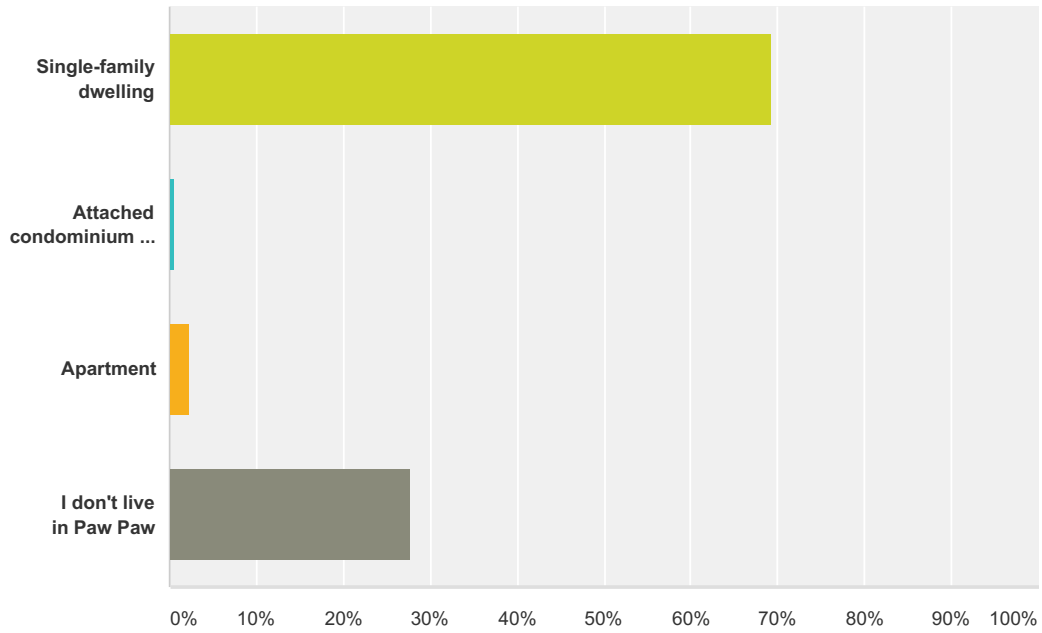
Answered: 176 Skipped: 0



Answer Choices	Responses
Permanent	69.32% 122
Seasonal	2.27% 4
I do not live in Paw Paw	28.41% 50
Total	176

Q8 Please select the term that best describes your residence.

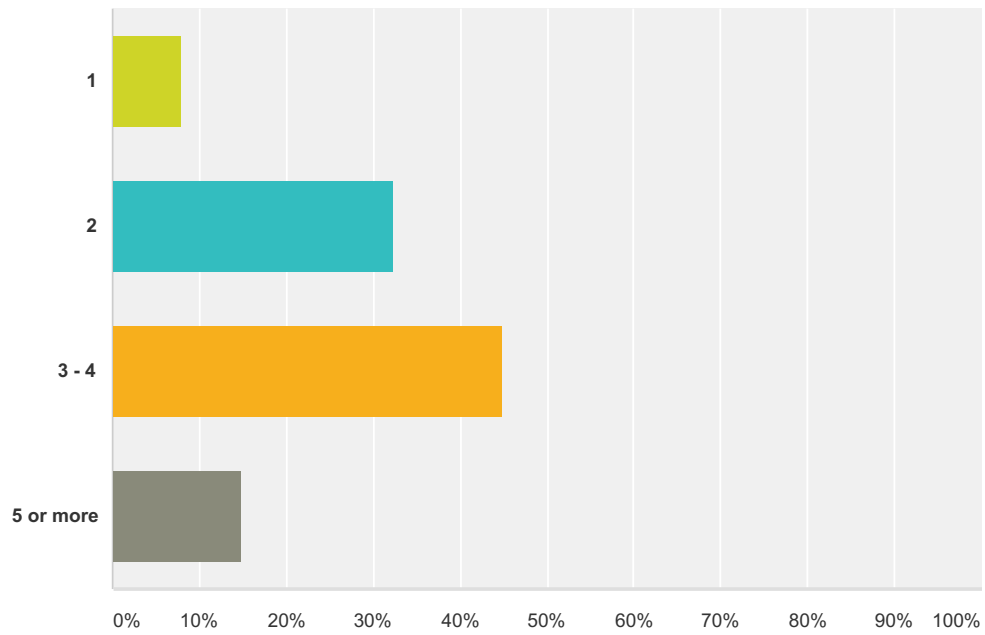
Answered: 173 Skipped: 3



Answer Choices	Responses
Single-family dwelling	69.36% 120
Attached condominium or duplex	0.58% 1
Apartment	2.31% 4
I don't live in Paw Paw	27.75% 48
Total	173

Q9 How many people live in your household?

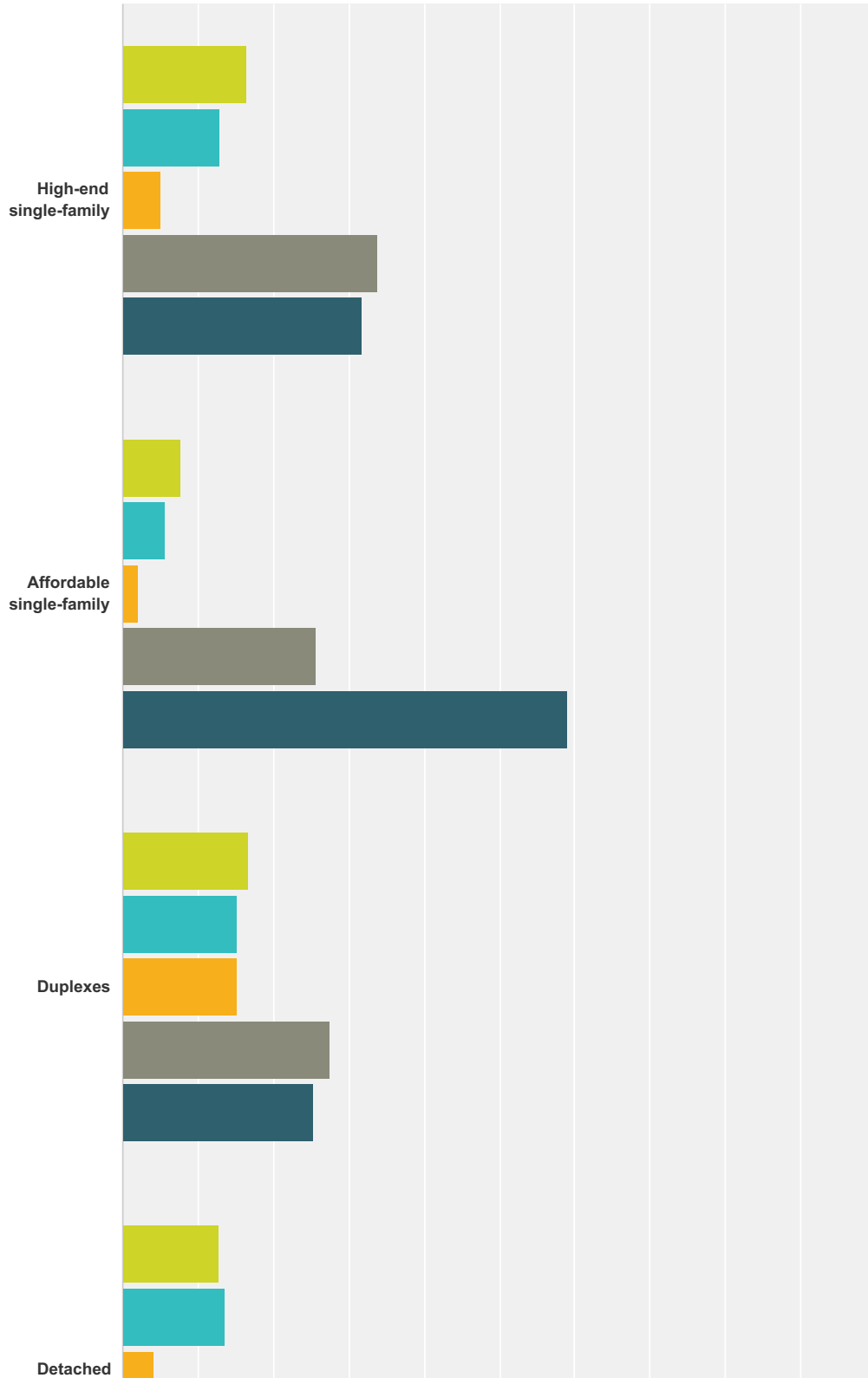
Answered: 176 Skipped: 0



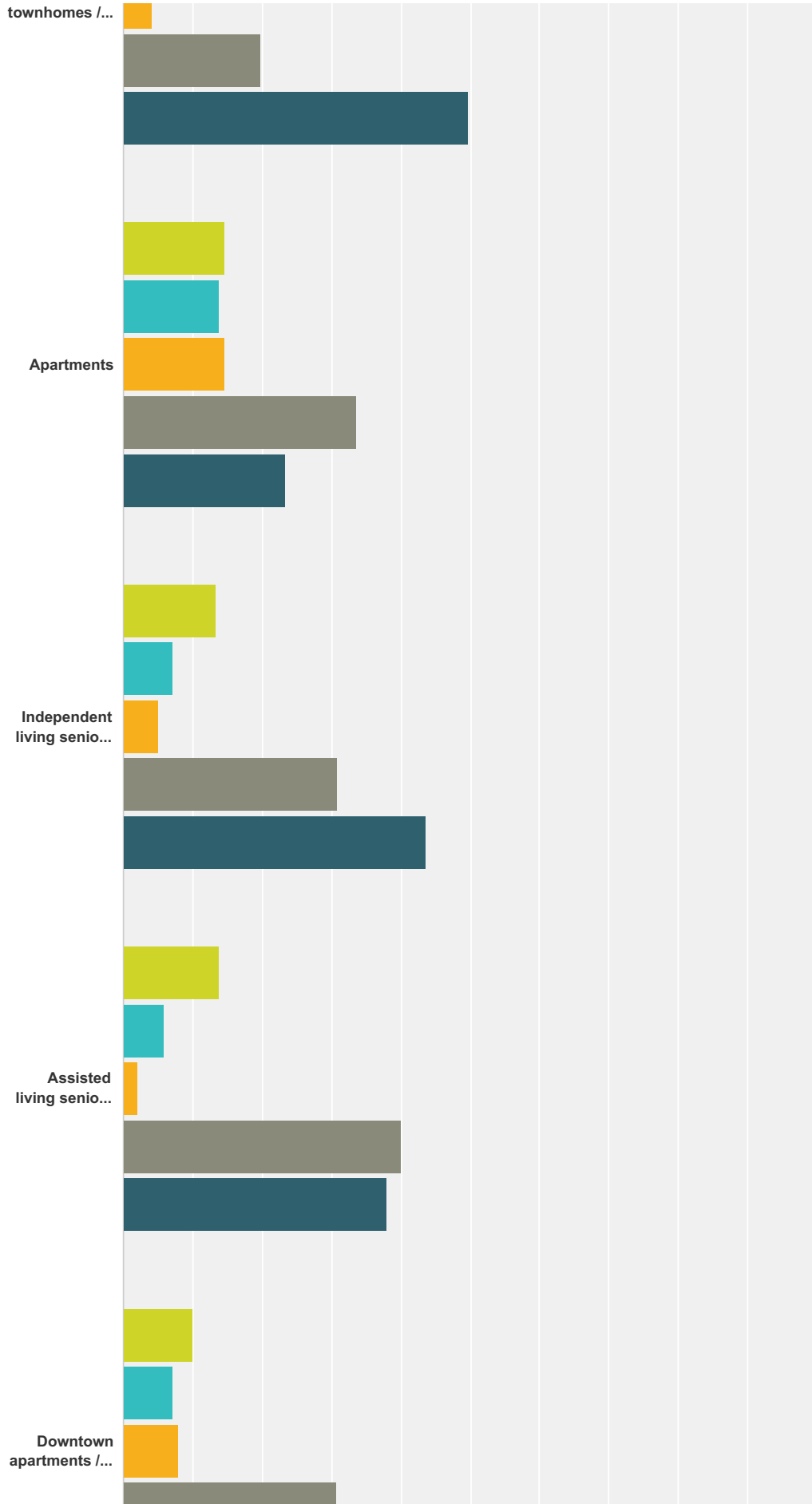
Answer Choices	Responses	
1	7.95%	14
2	32.39%	57
3 - 4	44.89%	79
5 or more	14.77%	26
Total		176

Q10 For each type of housing listed below, please indicate how much new development you feel the Village needs in the next 5 - 10 years.

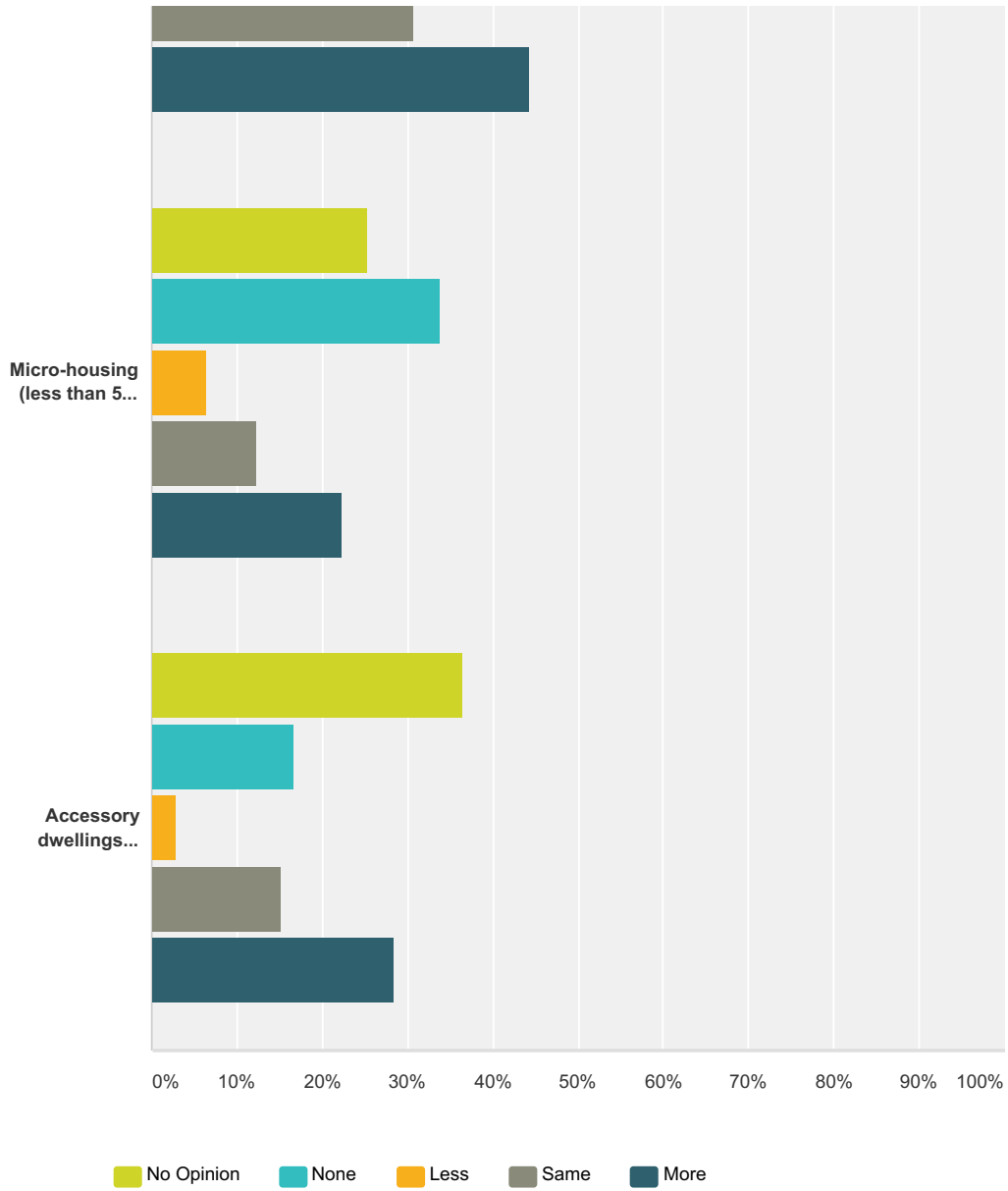
Answered: 146 Skipped: 30



Paw Paw Master Plan Survey



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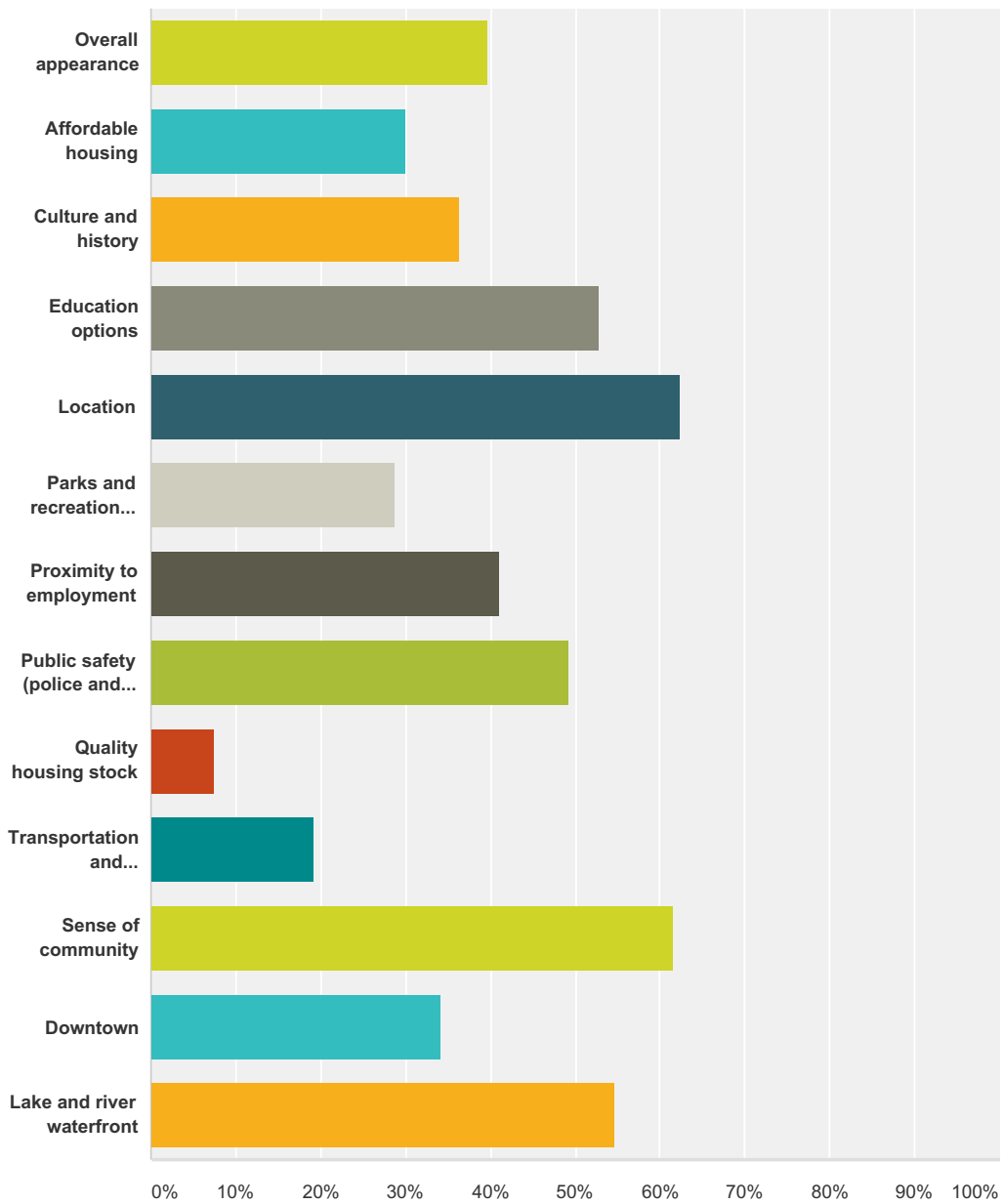
	No Opinion	None	Less	Same	More	Total
High-end single-family	16.55% 23	12.95% 18	5.04% 7	33.81% 47	31.65% 44	139
Affordable single-family	7.64% 11	5.56% 8	2.08% 3	25.69% 37	59.03% 85	144
Duplexes	16.67% 23	15.22% 21	15.22% 21	27.54% 38	25.36% 35	138
Detached townhomes / condos	12.77% 18	13.48% 19	4.26% 6	19.86% 28	49.65% 70	141
Apartments	14.60% 20	13.87% 19	14.60% 20	33.58% 46	23.36% 32	137
Independent living senior facilities	13.38% 19	7.04% 10	4.93% 7	30.99% 44	43.66% 62	142
Assisted living senior facilities	13.87% 19	5.84% 8	2.19% 3	40.15% 55	37.96% 52	137

Paw Paw Master Plan Survey

Downtown apartments / flats	10.00% 14	7.14% 10	7.86% 11	30.71% 43	44.29% 62	140
Micro-housing (less than 500 sq.ft.)	25.18% 35	33.81% 47	6.47% 9	12.23% 17	22.30% 31	139
Accessory dwellings (granny flats, in-law suites, etc.)	36.50% 50	16.79% 23	2.92% 4	15.33% 21	28.47% 39	137

Q11 What are the most positive aspects of living in Paw Paw? (check all that apply)

Answered: 146 Skipped: 30



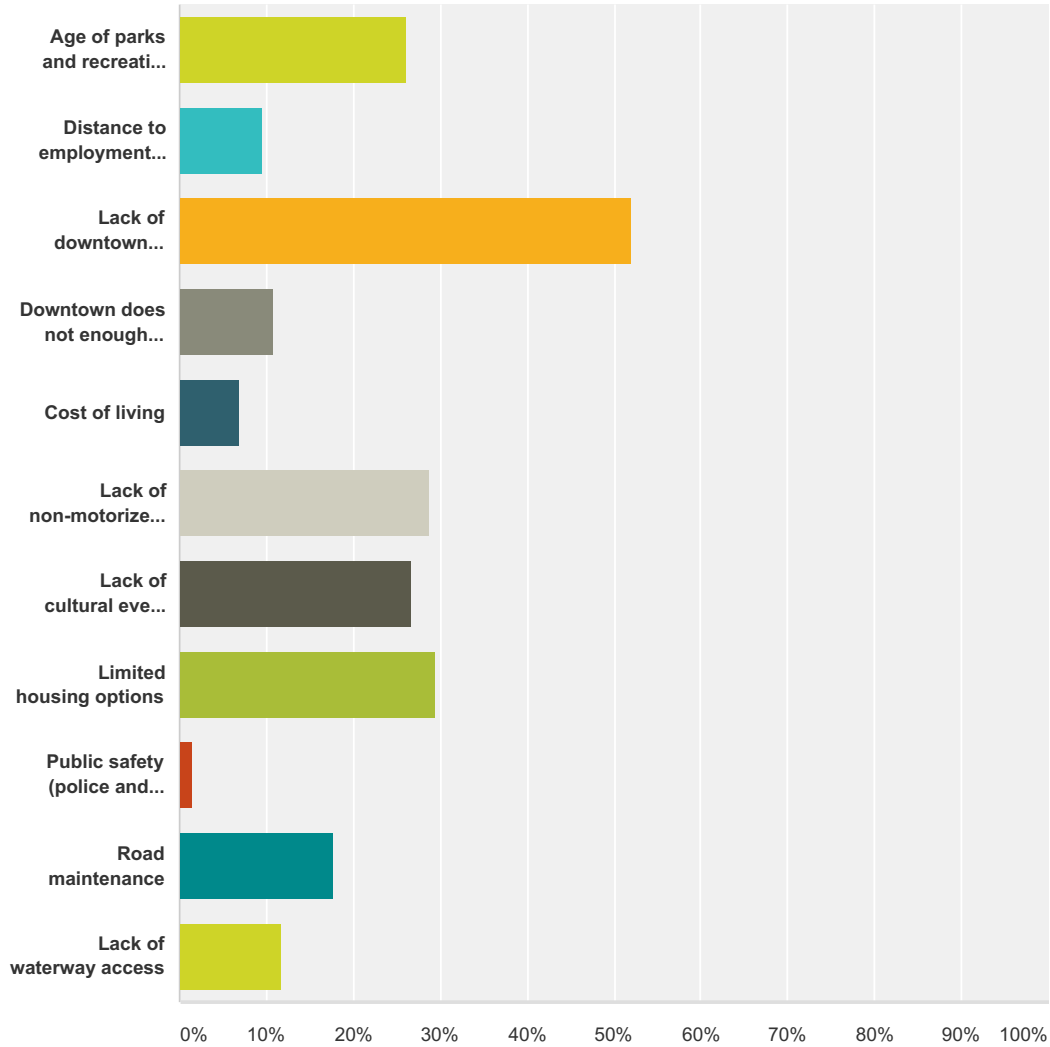
Answer Choices	Responses
Overall appearance	39.73% 58
Affordable housing	30.14% 44
Culture and history	36.30% 53
Education options	52.74% 77
Location	62.33% 91

Paw Paw Master Plan Survey

Parks and recreation options	28.77%	42
Proximity to employment	41.10%	60
Public safety (police and fire)	49.32%	72
Quality housing stock	7.53%	11
Transportation and accessibility	19.18%	28
Sense of community	61.64%	90
Downtown	34.25%	50
Lake and river waterfront	54.79%	80
Total Respondents: 146		

Q12 What do you consider to be a negative aspect of living in Paw Paw? (check all that apply)

Answered: 146 Skipped: 30



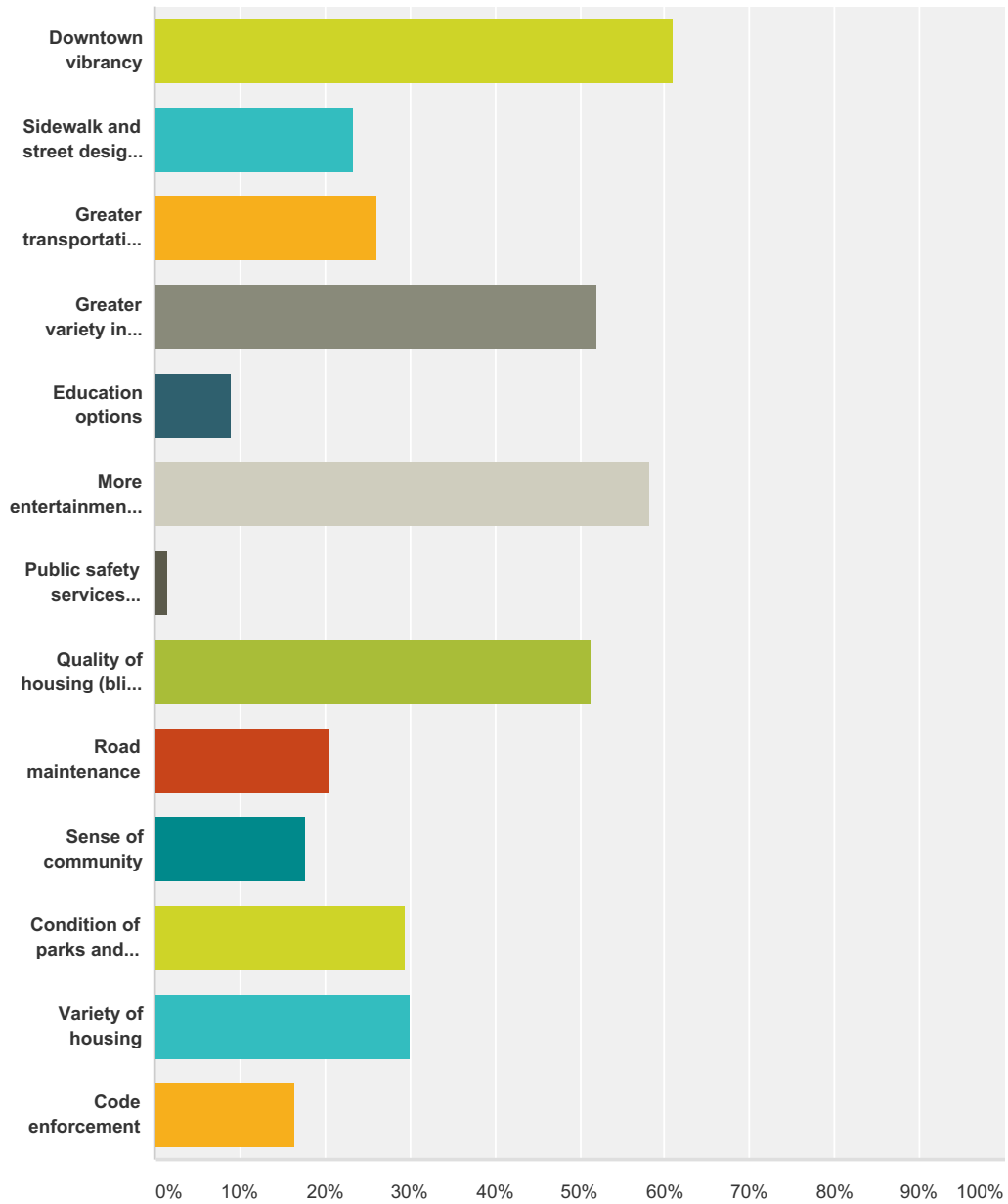
Answer Choices	Responses
Age of parks and recreation facilities	26.03% 38
Distance to employment opportunities	9.59% 14
Lack of downtown vibrancy	52.05% 76
Downtown does not enough places to cross the street	10.96% 16
Cost of living	6.85% 10
Lack of non-motorized transportation (bike paths, sidewalks, etc.)	28.77% 42
Lack of cultural events / entertainment options	26.71% 39
Limited housing options	29.45% 43

Paw Paw Master Plan Survey

Public safety (police and fire)	1.37%	2
Road maintenance	17.81%	26
Lack of waterway access	11.64%	17
Total Respondents: 146		

Q13 What could be improved about Paw Paw? (check all that apply)

Answered: 146 Skipped: 30



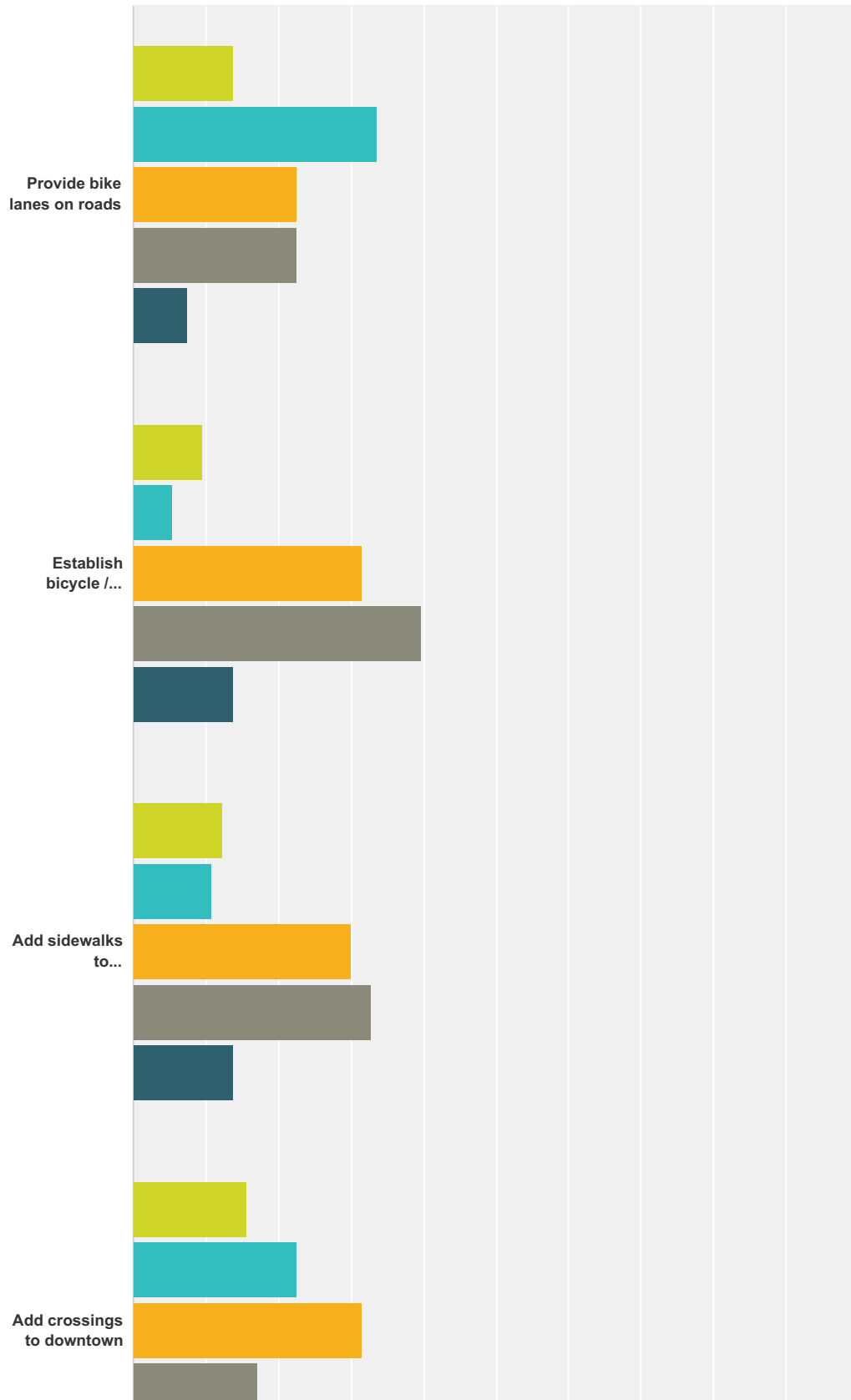
Answer Choices	Responses
Downtown vibrancy	60.96% 89
Sidewalk and street design downtown	23.29% 34
Greater transportation options (bikepaths, sidewalks, etc.)	26.03% 38
Greater variety in commercial businesses	52.05% 76
Education options	8.90% 13

Paw Paw Master Plan Survey

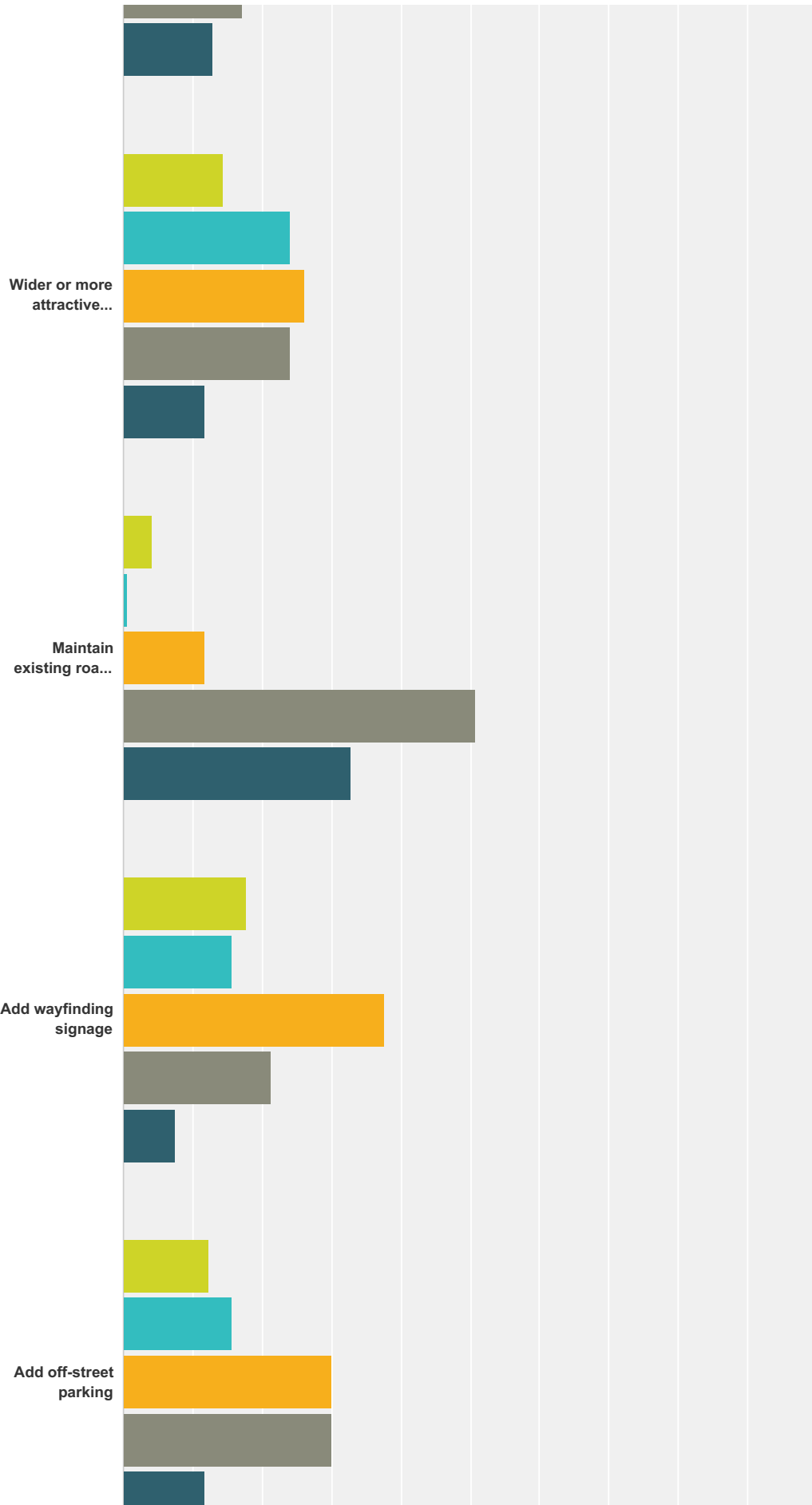
More entertainment, dining, and/or nightlife options	58.22%	85
Public safety services (police and fire)	1.37%	2
Quality of housing (blight reduction, general home improvements, etc.)	51.37%	75
Road maintenance	20.55%	30
Sense of community	17.81%	26
Condition of parks and recreation facilities	29.45%	43
Variety of housing	30.14%	44
Code enforcement	16.44%	24
Total Respondents: 146		

Q14 Please rate the following transportation goals.

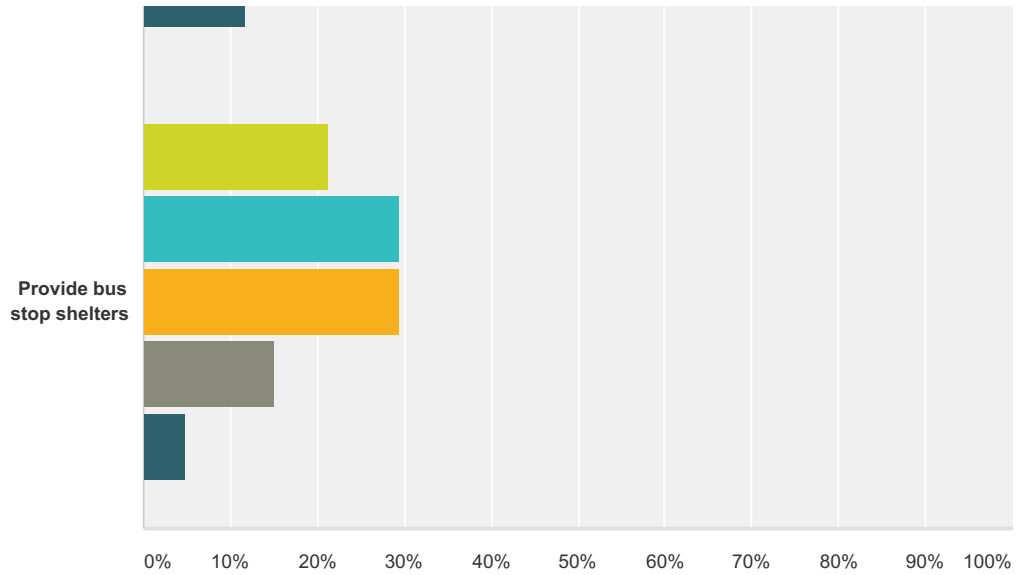
Answered: 146 Skipped: 30



Paw Paw Master Plan Survey



Paw Paw Master Plan Survey

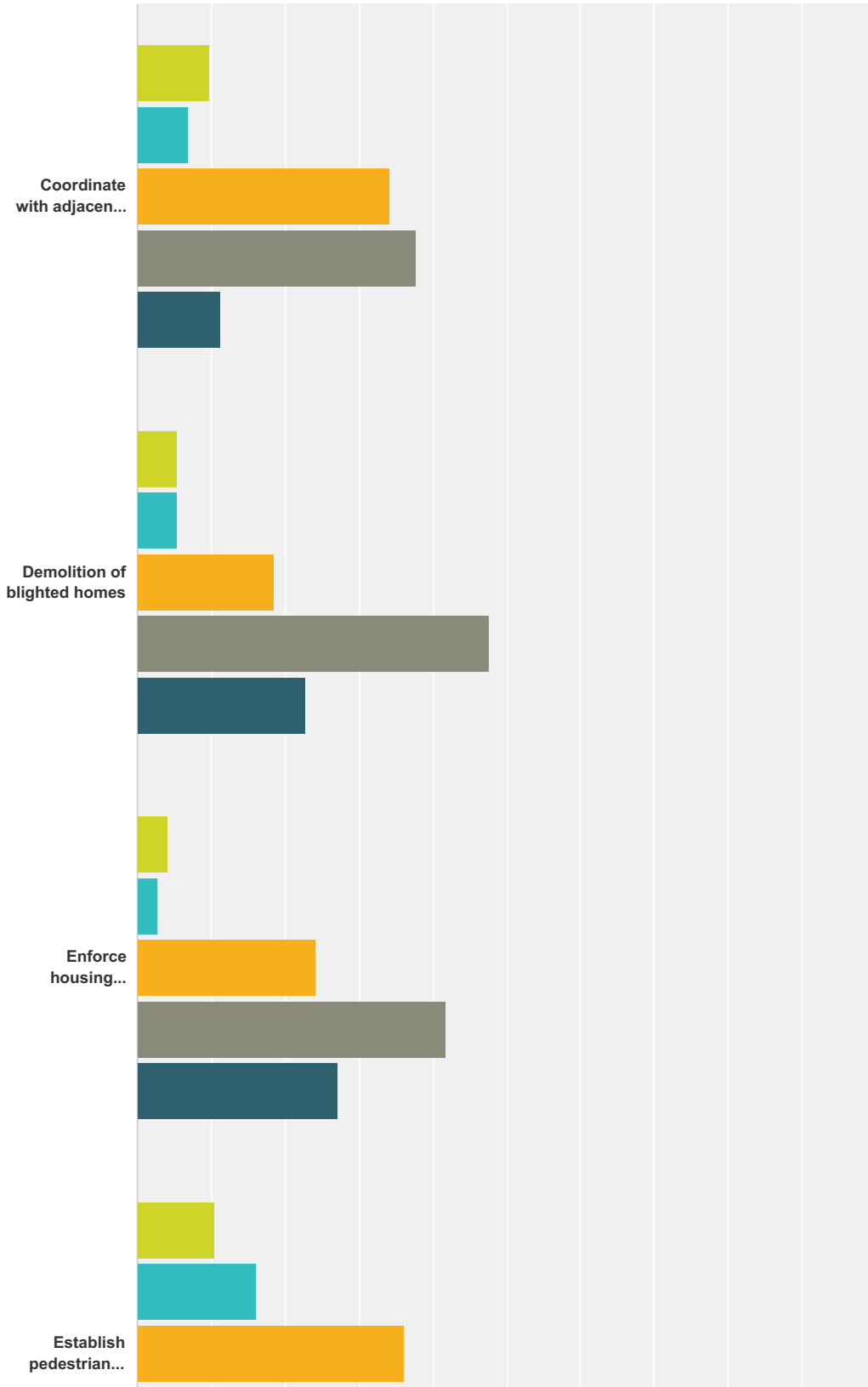


■ No Opinion
 ■ Not Important At All
 ■ Somewhat Important
 ■ Important
 ■ Extremely Important

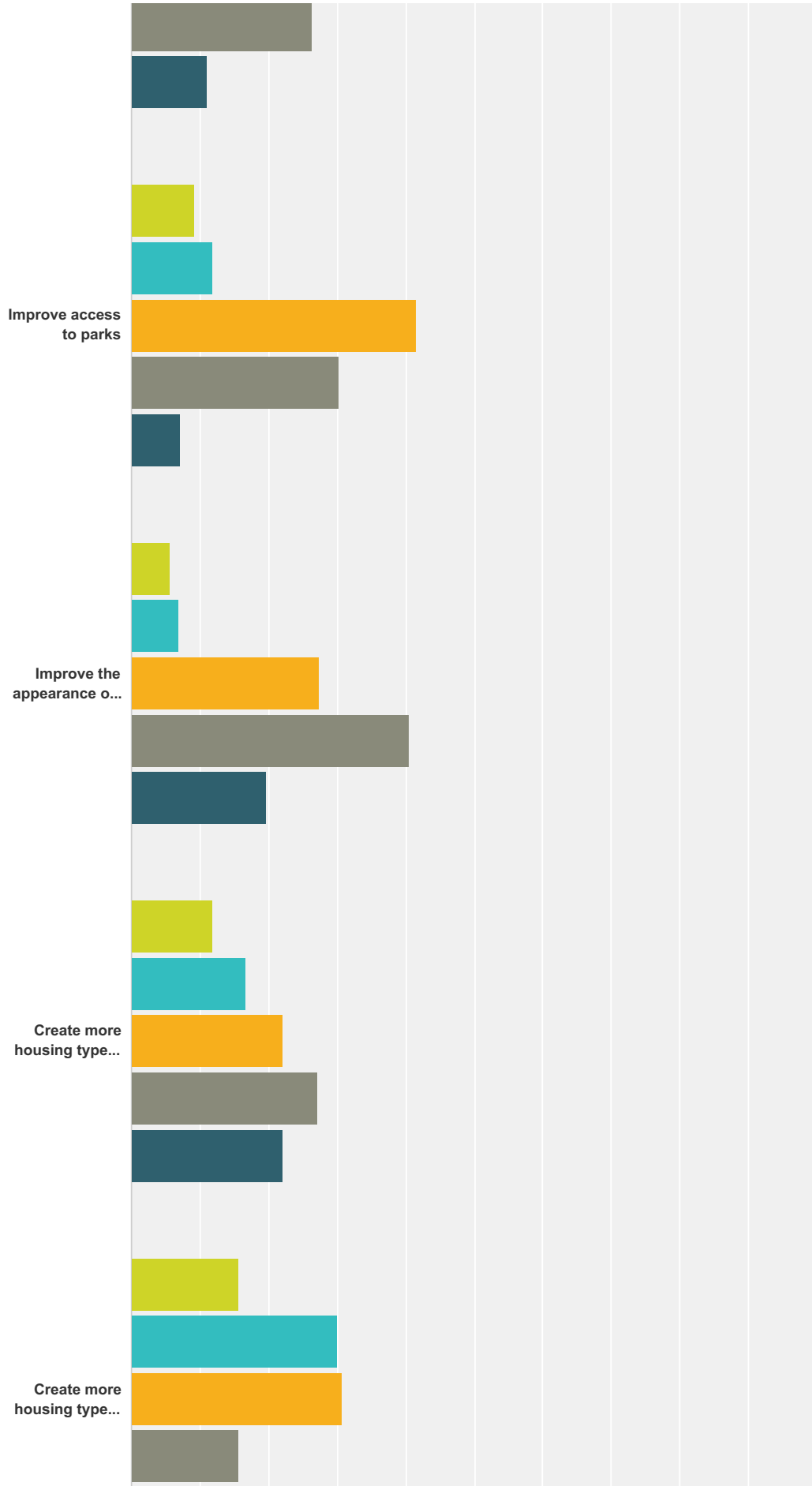
	No Opinion	Not Important At All	Somewhat Important	Important	Extremely Important	Total
Provide bike lanes on roads	13.70% 20	33.56% 49	22.60% 33	22.60% 33	7.53% 11	146
Establish bicycle / walking trails	9.59% 14	5.48% 8	31.51% 46	39.73% 58	13.70% 20	146
Add sidewalks to neighborhoods	12.33% 18	10.96% 16	30.14% 44	32.88% 48	13.70% 20	146
Add crossings to downtown	15.75% 23	22.60% 33	31.51% 46	17.12% 25	13.01% 19	146
Wider or more attractive sidewalks along commercial corridors and the downtown	14.38% 21	23.97% 35	26.03% 38	23.97% 35	11.64% 17	146
Maintain existing roads and sidewalks	4.11% 6	0.68% 1	11.64% 17	50.68% 74	32.88% 48	146
Add wayfinding signage	17.81% 26	15.75% 23	37.67% 55	21.23% 31	7.53% 11	146
Add off-street parking	12.33% 18	15.75% 23	30.14% 44	30.14% 44	11.64% 17	146
Provide bus stop shelters	21.23% 31	29.45% 43	29.45% 43	15.07% 22	4.79% 7	146

Q15 In your opinion, how important are each of the following priorities for Paw Paw to address in the next 15 years?

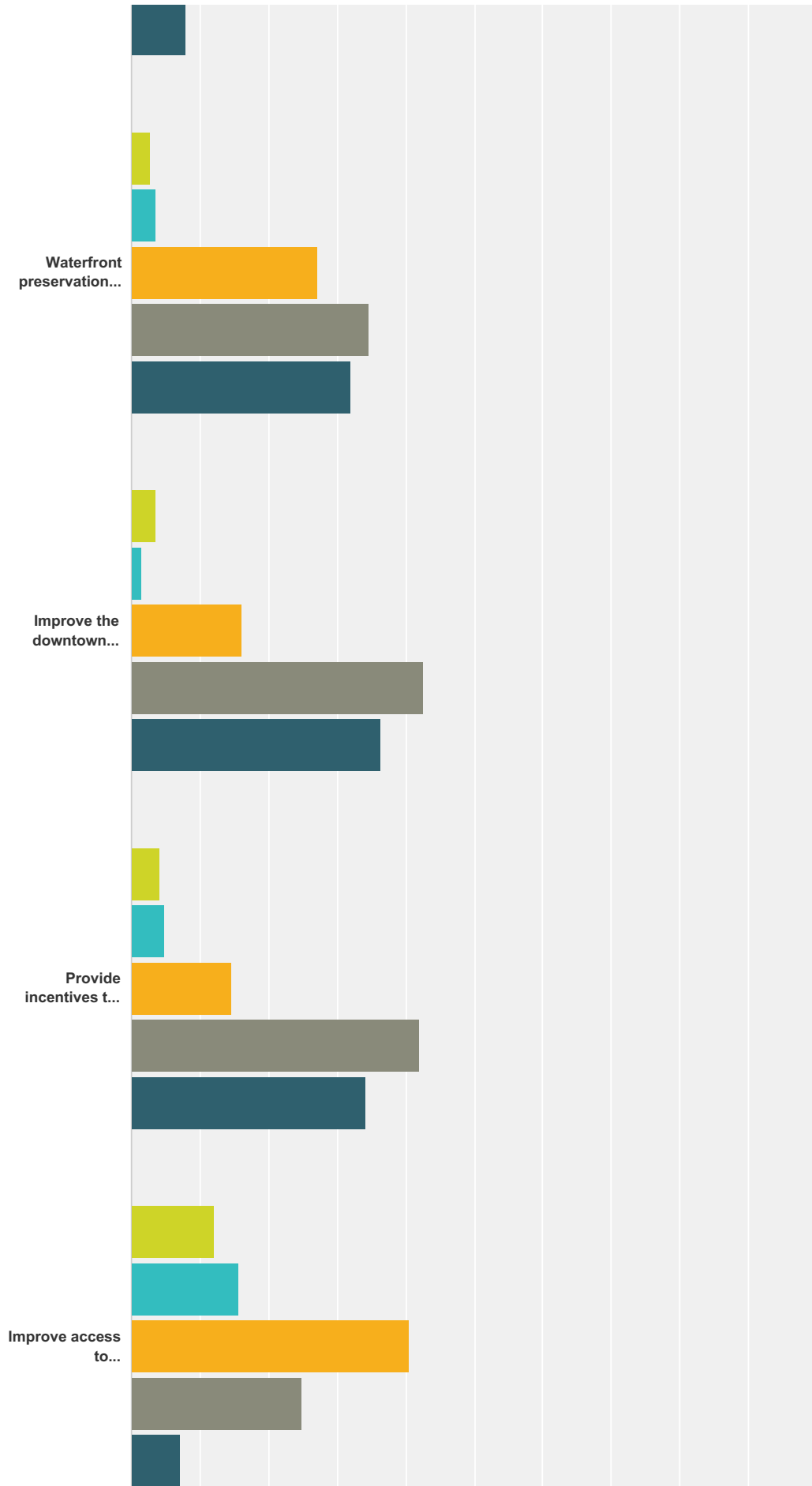
Answered: 146 Skipped: 30



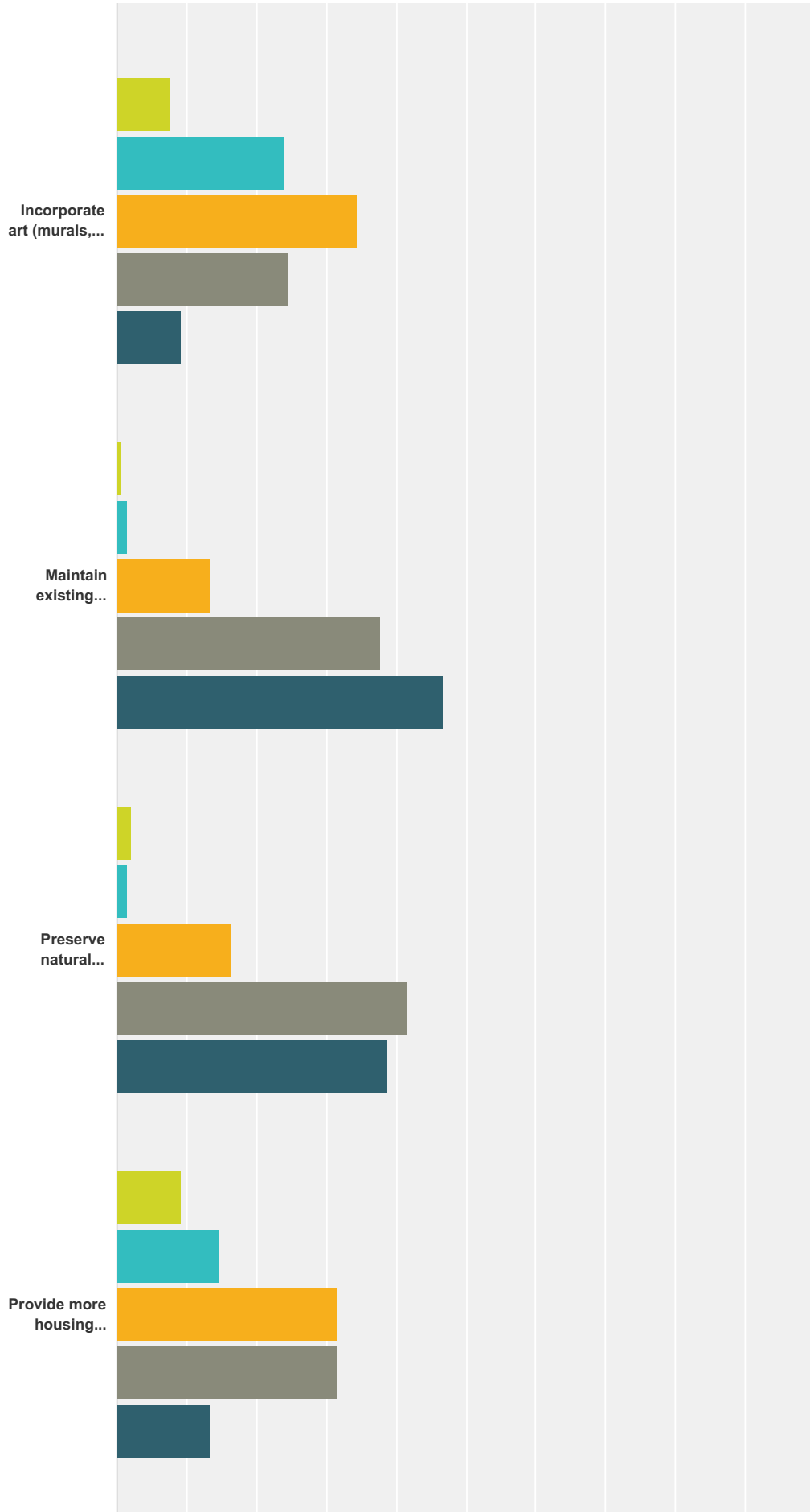
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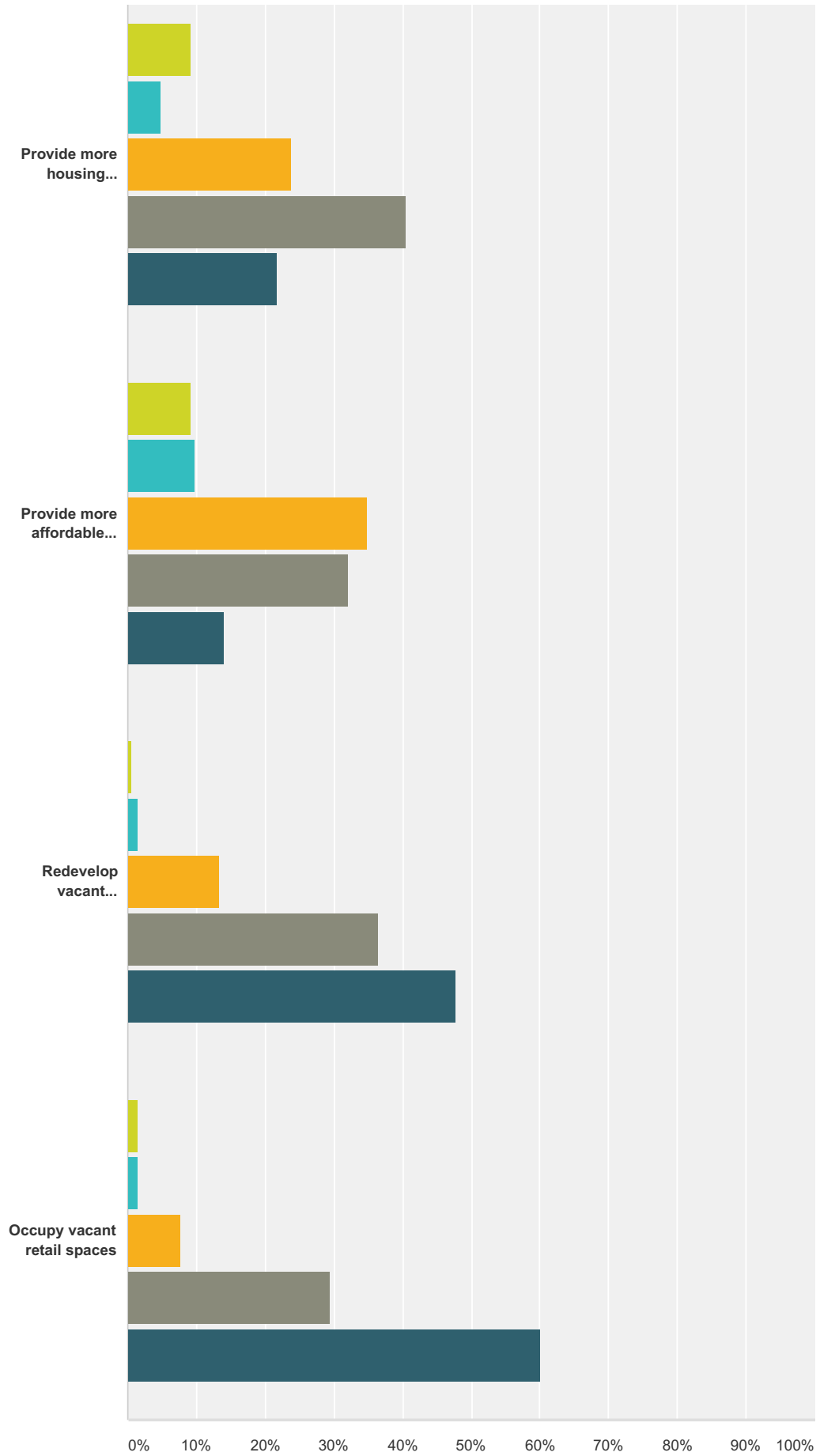
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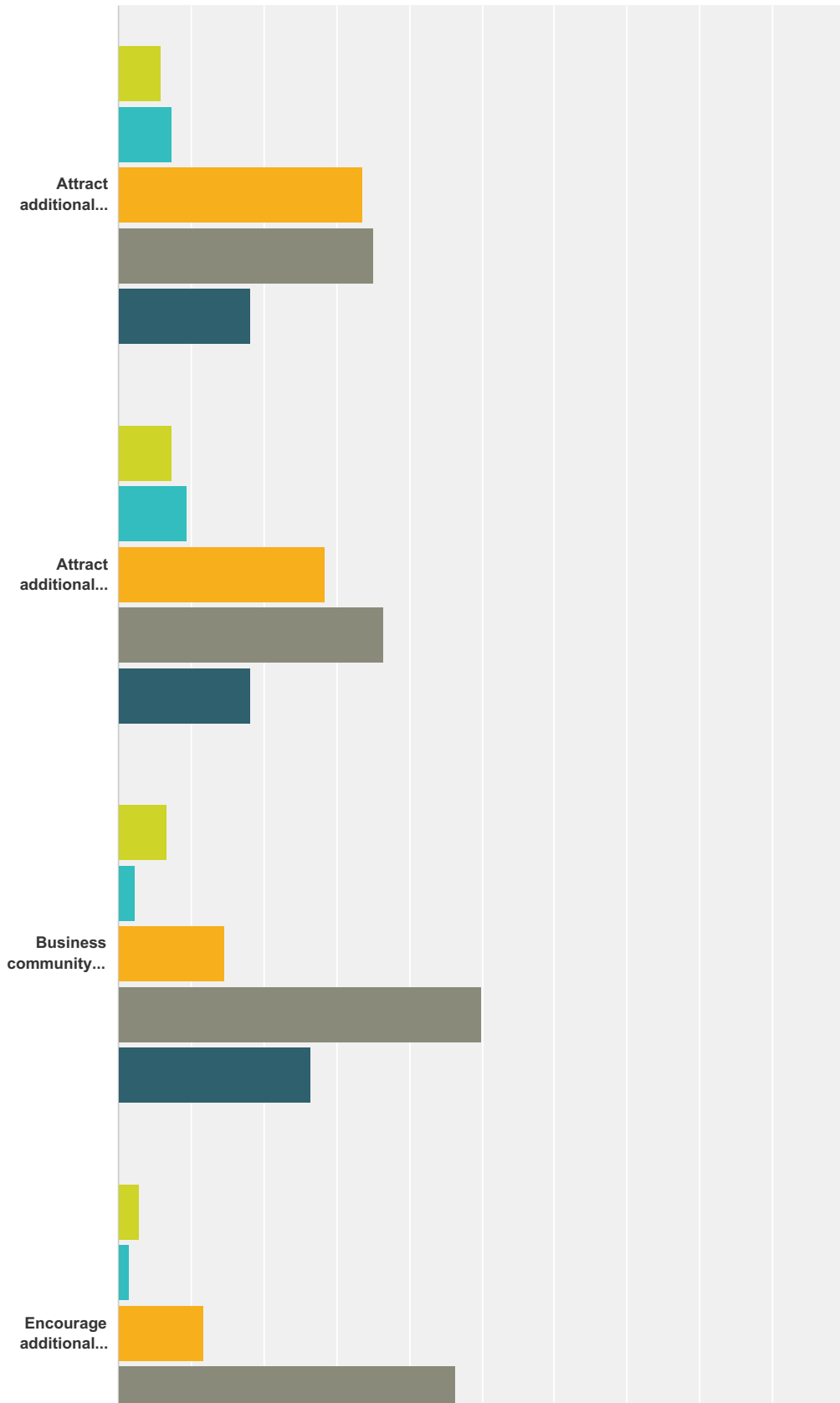
Paw Paw Master Plan Survey



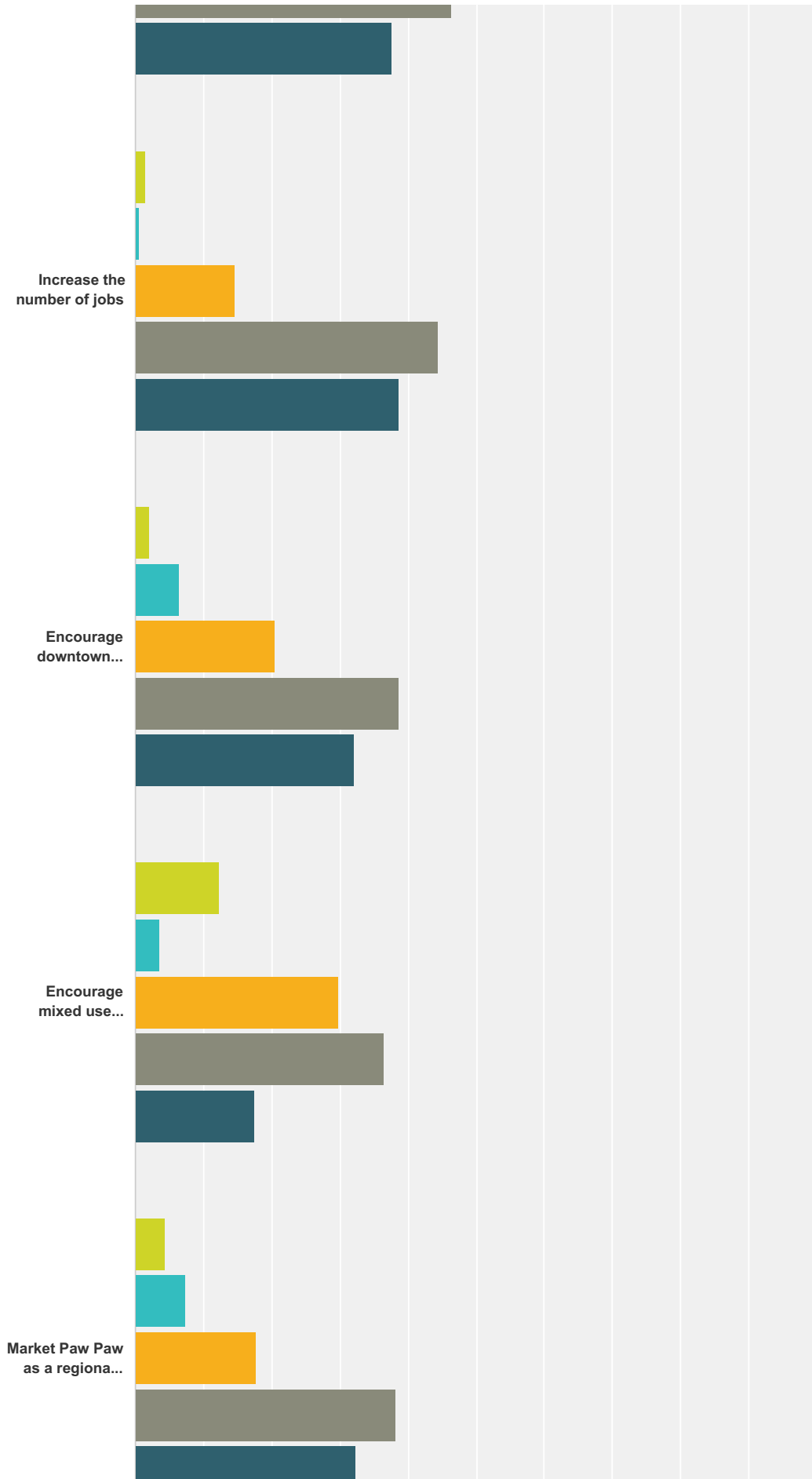
	No Opinion	Not Important At All	Somewhat Important	Important	Extremely Important	Total
Coordinate with adjacent communities to achieve shared objectives	9.79% 14	6.99% 10	34.27% 49	37.76% 54	11.19% 16	143
Demolition of blighted homes	5.52% 8	5.52% 8	18.62% 27	47.59% 69	22.76% 33	145
Enforce housing maintenance codes	4.17% 6	2.78% 4	24.31% 35	41.67% 60	27.08% 39	144
Establish pedestrian sidewalks and bicycle paths / lanes	10.42% 15	15.97% 23	36.11% 52	26.39% 38	11.11% 16	144
Improve access to parks	9.15% 13	11.97% 17	41.55% 59	30.28% 43	7.04% 10	142
Improve the appearance of residential neighborhoods	5.59% 8	6.99% 10	27.27% 39	40.56% 58	19.58% 28	143
Create more housing types within walking distance of downtown	11.81% 17	16.67% 24	22.22% 32	27.08% 39	22.22% 32	144
Create more housing types with water access	15.71% 22	30.00% 42	30.71% 43	15.71% 22	7.86% 11	140
Waterfront preservation and protection	2.78% 4	3.47% 5	27.08% 39	34.72% 50	31.94% 46	144
Improve the downtown district	3.50% 5	1.40% 2	16.08% 23	42.66% 61	36.36% 52	143
Provide incentives to attract commercial development	4.20% 6	4.90% 7	14.69% 21	41.96% 60	34.27% 49	143
Improve access to transportation (i.e. bus stops)	12.06% 17	15.60% 22	40.43% 57	24.82% 35	7.09% 10	141
Incorporate art (murals, statues, etc.) into public places	7.75% 11	23.94% 34	34.51% 49	24.65% 35	9.15% 13	142
Maintain existing roadways	0.70% 1	1.40% 2	13.29% 19	37.76% 54	46.85% 67	143
Preserve natural features (open space, trees, etc.)	2.11% 3	1.41% 2	16.20% 23	41.55% 59	38.73% 55	142
Provide more housing opportunities for seniors	9.09% 13	14.69% 21	31.47% 45	31.47% 45	13.29% 19	143
Provide more housing opportunities for young families	9.09% 13	4.90% 7	23.78% 34	40.56% 58	21.68% 31	143
Provide more affordable housing	9.09% 13	9.79% 14	34.97% 50	32.17% 46	13.99% 20	143
Redevelop vacant commercial properties	0.70% 1	1.41% 2	13.38% 19	36.62% 52	47.89% 68	142
Occupy vacant retail spaces	1.40% 2	1.40% 2	7.69% 11	29.37% 42	60.14% 86	143

Q16 Please rate the following economic development goals for the Village.

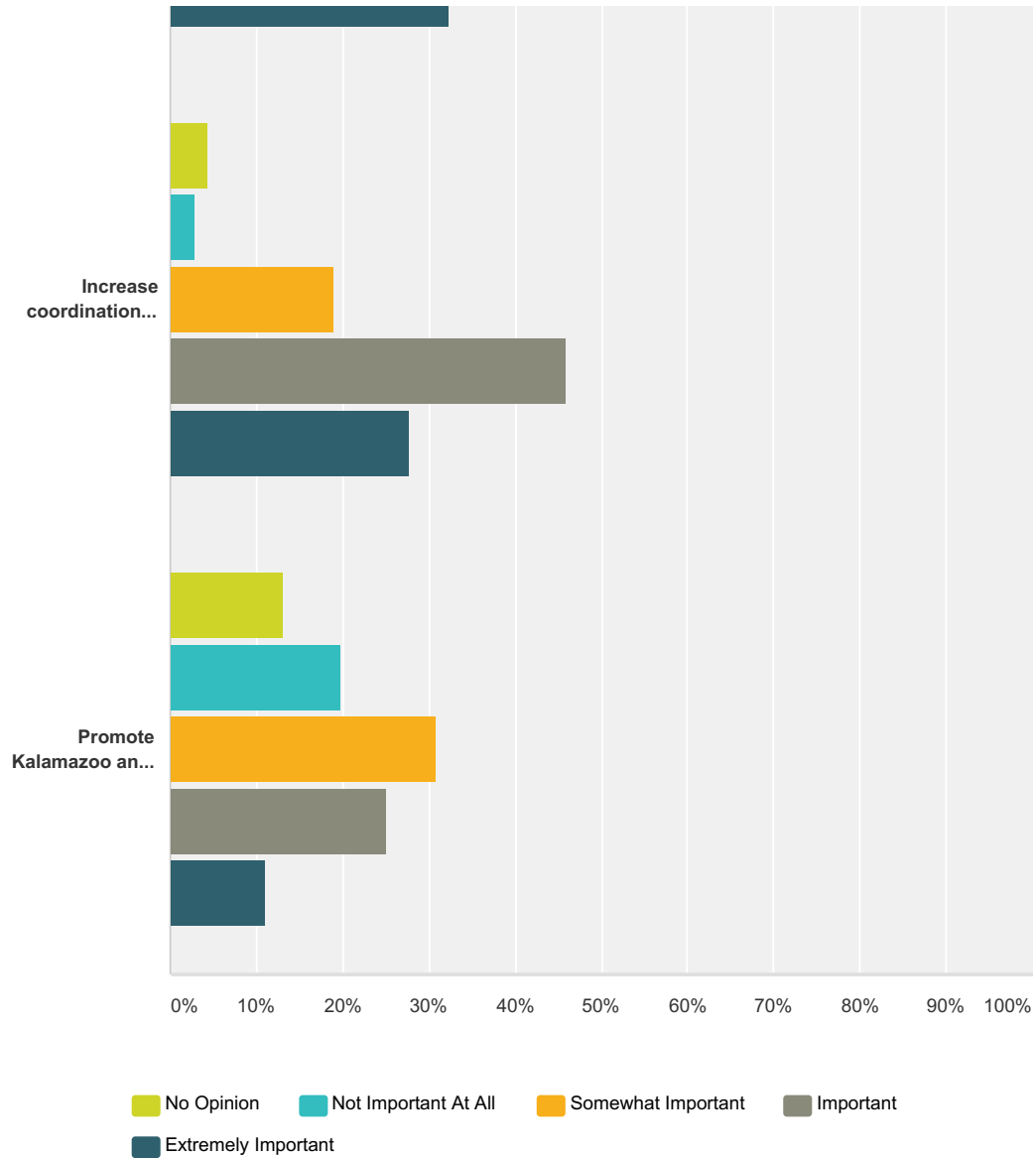
Answered: 137 Skipped: 39



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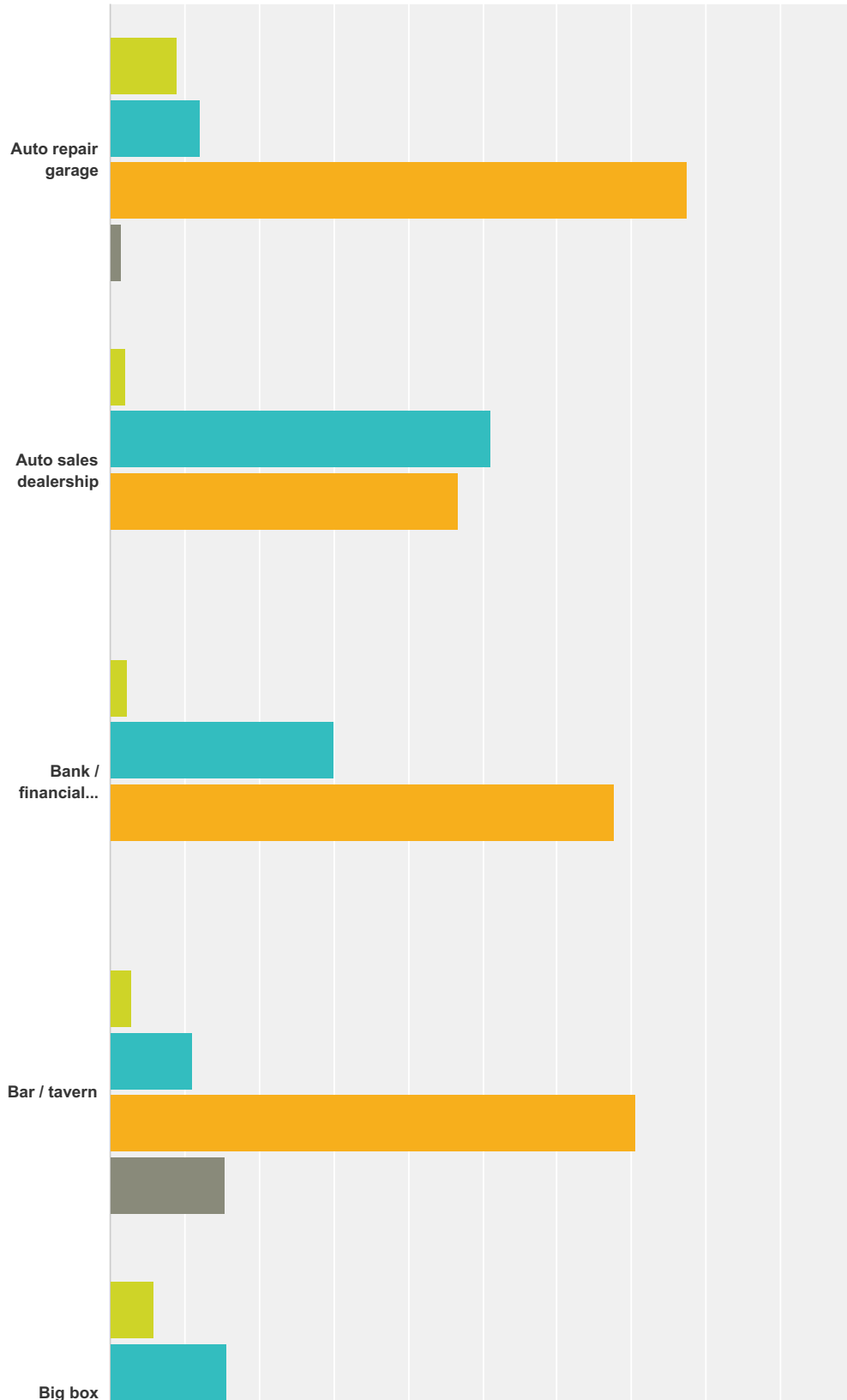
	No Opinion	Not Important At All	Somewhat Important	Important	Extremely Important	Total
Attract additional office businesses	5.84% 8	7.30% 10	33.58% 46	35.04% 48	18.25% 25	137
Attract additional industrial businesses	7.30% 10	9.49% 13	28.47% 39	36.50% 50	18.25% 25	137
Business community revitalization	6.62% 9	2.21% 3	14.71% 20	50.00% 68	26.47% 36	136
Encourage additional retail businesses	2.94% 4	1.47% 2	11.76% 16	46.32% 63	37.50% 51	136
Increase the number of jobs	1.46% 2	0.73% 1	14.60% 20	44.53% 61	38.69% 53	137
Encourage downtown reinvestment by emphasizing its historic character	2.19% 3	6.57% 9	20.44% 28	38.69% 53	32.12% 44	137
Encourage mixed use developments	12.41% 17	3.65% 5	29.93% 41	36.50% 50	17.52% 24	137

Paw Paw Master Plan Survey

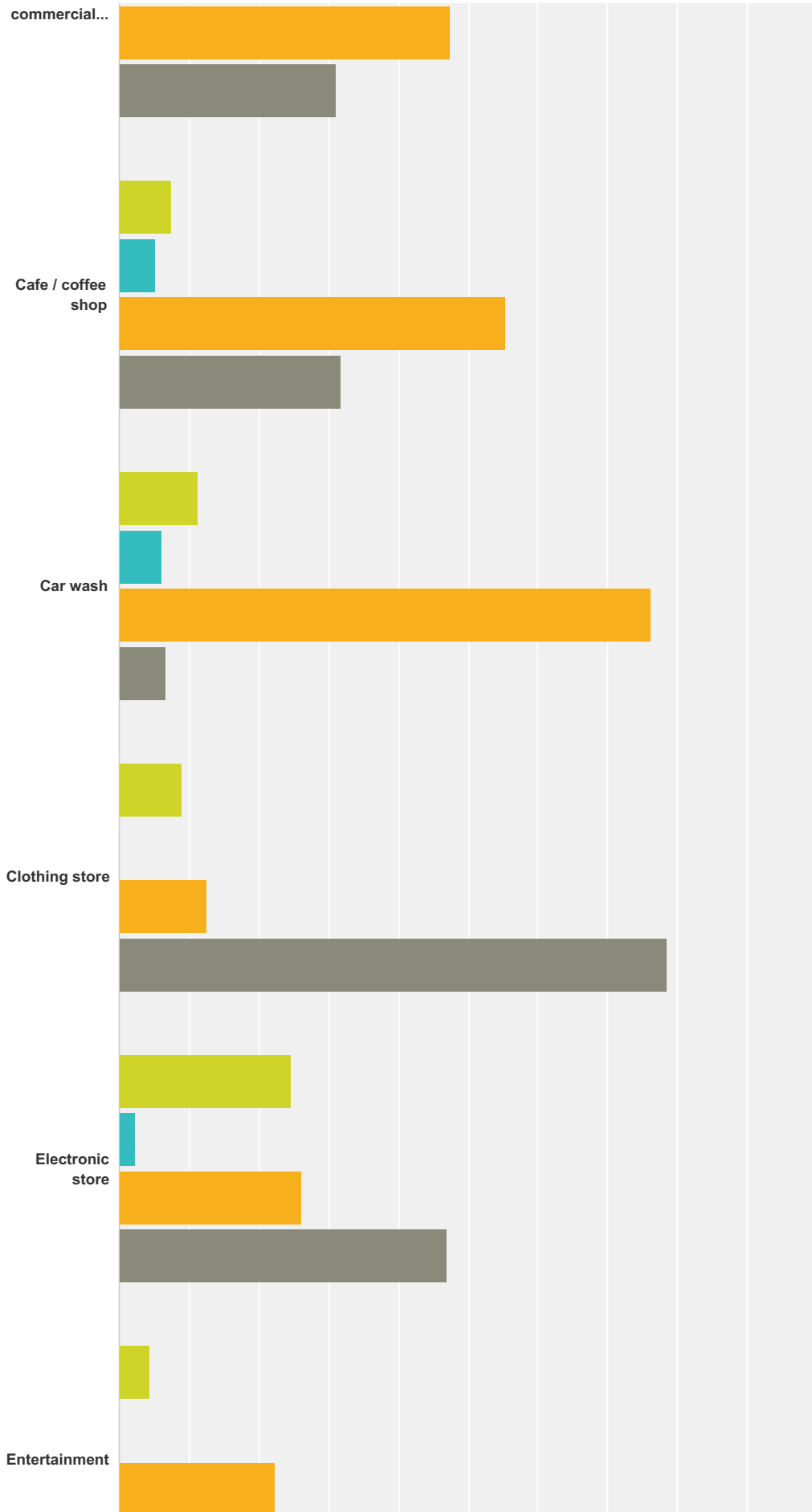
Market Paw Paw as a regional destination for shopping, dining, entertainment	4.41% 6	7.35% 10	17.65% 24	38.24% 52	32.35% 44	136
Increase coordination between businesses and organizations about community services	4.38% 6	2.92% 4	18.98% 26	45.99% 63	27.74% 38	137
Promote Kalamazoo and other business corridors	13.24% 18	19.85% 27	30.88% 42	25.00% 34	11.03% 15	136

Q17 Please rate the following businesses from 'Too Many Already' in Paw Paw to 'Desperately Needed' in Paw Paw.

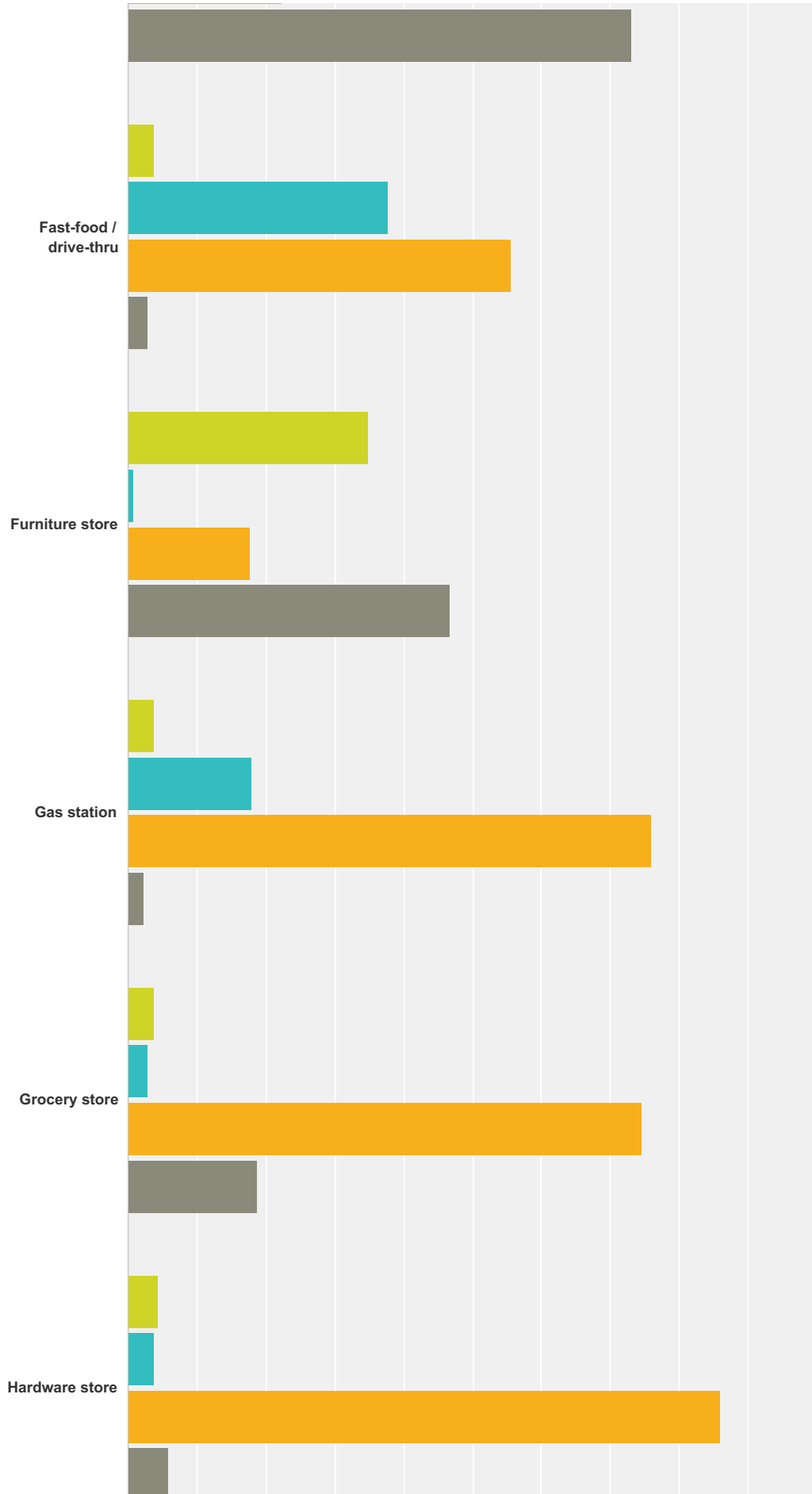
Answered: 137 Skipped: 39



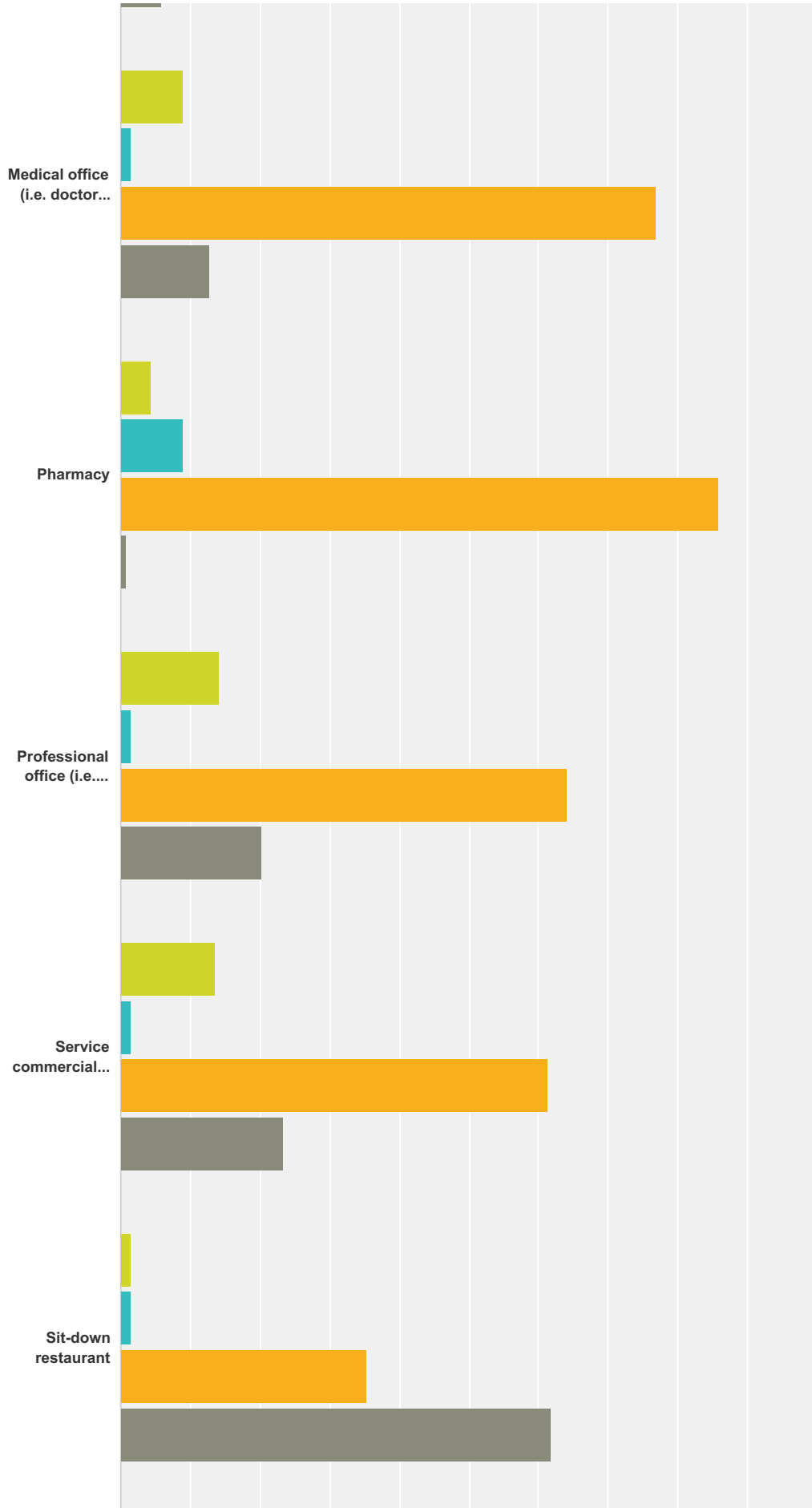
Paw Paw Master Plan Survey



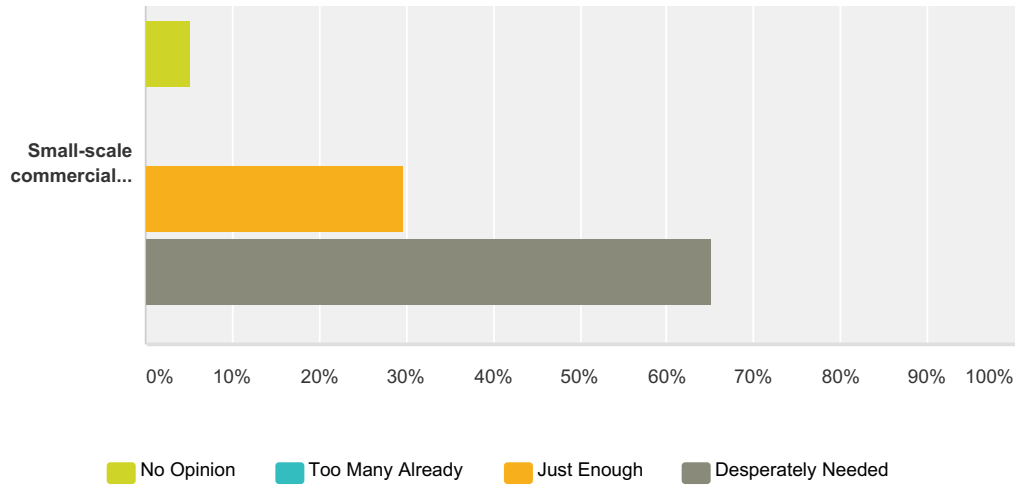
Paw Paw Master Plan Survey



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	No Opinion	Too Many Already	Just Enough	Desperately Needed	Total
Auto repair garage	9.02% 12	12.03% 16	77.44% 103	1.50% 2	133
Auto sales dealership	2.19% 3	51.09% 70	46.72% 64	0.00% 0	137
Bank / financial institution	2.21% 3	30.15% 41	67.65% 92	0.00% 0	136
Bar / tavern	2.94% 4	11.03% 15	70.59% 96	15.44% 21	136
Big box commercial (i.e. general merchandise stores)	5.93% 8	15.56% 21	47.41% 64	31.11% 42	135
Cafe / coffee shop	7.58% 10	5.30% 7	55.30% 73	31.82% 42	132
Car wash	11.19% 15	5.97% 8	76.12% 102	6.72% 9	134
Clothing store	8.89% 12	0.00% 0	12.59% 17	78.52% 106	135
Electronic store	24.63% 33	2.24% 3	26.12% 35	47.01% 63	134
Entertainment	4.48% 6	0.00% 0	22.39% 30	73.13% 98	134
Fast-food / drive-thru	3.70% 5	37.78% 51	55.56% 75	2.96% 4	135
Furniture store	34.81% 47	0.74% 1	17.78% 24	46.67% 63	135
Gas station	3.76% 5	18.05% 24	75.94% 101	2.26% 3	133
Grocery store	3.76% 5	3.01% 4	74.44% 99	18.80% 25	133
Hardware store	4.44% 6	3.70% 5	85.93% 116	5.93% 8	135
Medical office (i.e. doctor, dentist)	8.96% 12	1.49% 2	76.87% 103	12.69% 17	134

Paw Paw Master Plan Survey

Pharmacy	4.48% 6	8.96% 12	85.82% 115	0.75% 1	134
Professional office (i.e. lawyer, architect)	14.18% 19	1.49% 2	64.18% 86	20.15% 27	134
Service commercial (i.e. dry cleaners)	13.64% 18	1.52% 2	61.36% 81	23.48% 31	132
Sit-down restaurant	1.47% 2	1.47% 2	35.29% 48	61.76% 84	136
Small-scale commercial (i.e. flower shop, bakery)	5.19% 7	0.00% 0	29.63% 40	65.19% 88	135

Q18 Thank you for participating in the Paw Paw Master Plan survey! Please provide any additional comments that you have for the Paw Paw Master Plan that are not addressed in the above statements.

Answered: 37 Skipped: 139

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