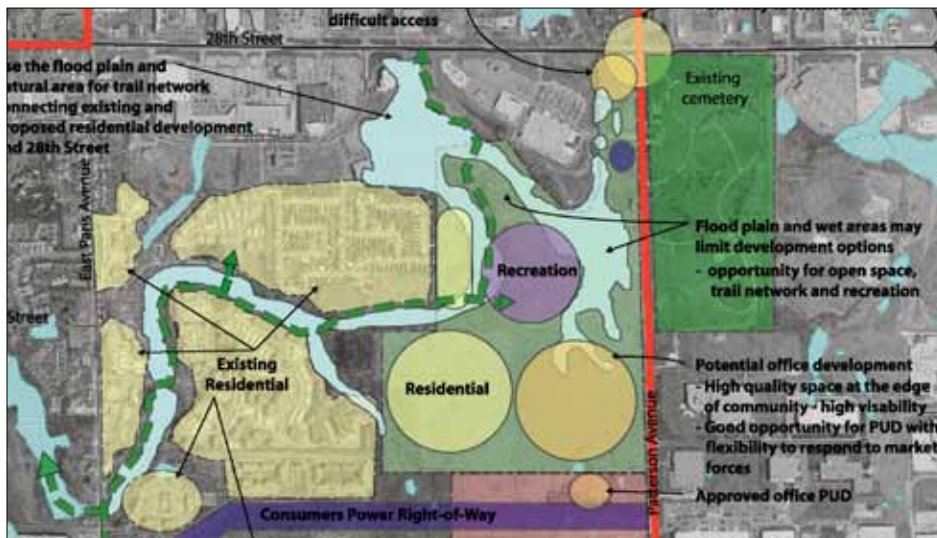


*The City of Kentwood, located in the rapidly growing Grand Rapids metropolitan region, faces a number of challenges as it tries to retain its strong economic, cultural, and environmental character.*

The Kentwood Master Plan is based on six planning principles that are used to guide development decisions. These principles were developed with citizens during a series of public workshops, and are designed to encourage more sustainable development, create industrial and commercial redevelopment opportunities, and to adopt policies that make Kentwood a more pedestrian-friendly environment, while protecting the City's sensitive natural resources.

The Master Plan examined the aging commercial districts within Kentwood and analyzed the larger Grand Rapids metropolitan retail market to develop strategies for creating promising redevelopment opportunities. It combined this analysis with input from business owners and members of the community to develop planning guidelines that ultimately will result in a City that is able to balance residential and commercial needs to foster new growth of the character that creates a walkable city, encourages transit use, and protects the region's natural resources.



# City of Kentwood Master Plan

*Kentwood, Michigan*

City of Kentwood

4900 Braton Avenue SE  
P.O. Box 8848  
Kentwood, Michigan 49518  
616.554.0710



The  
**Johnson Hill**  
Land Ethics  
Studio

516 East Washington Street • Ann Arbor, Michigan 48104  
t: 734.668.7416 f: 734.668.2525 www.jhle-studio.com

153 East Front Street • Traverse City, Michigan 49684  
t: 231.929.9438 f: 231.932.9250 www.jhle-studio.com