

Commercial

VISION: Eastside is served by two vibrant and welcoming commercial corridors that support local businesses while meeting the needs of residents.

1

Redevelop Commercial Corridors (E. Main and Riverview)

Rehabilitating existing storefronts and filling in gaps on the corridor with new development will help make the corridors more appealing to business owners and shoppers alike. To ensure the development that occurs is aligned with resident's vision, zoning will need to promote walkable development.

2

Increase Access to Financial and Financial Education Resources

Investing in the commercial corridor is going to take a lot of capital, both for infrastructure and business improvements. Along with access to capital, building knowledge of tools available, how to use them, and how to apply will help business owners leverage investment better.

3

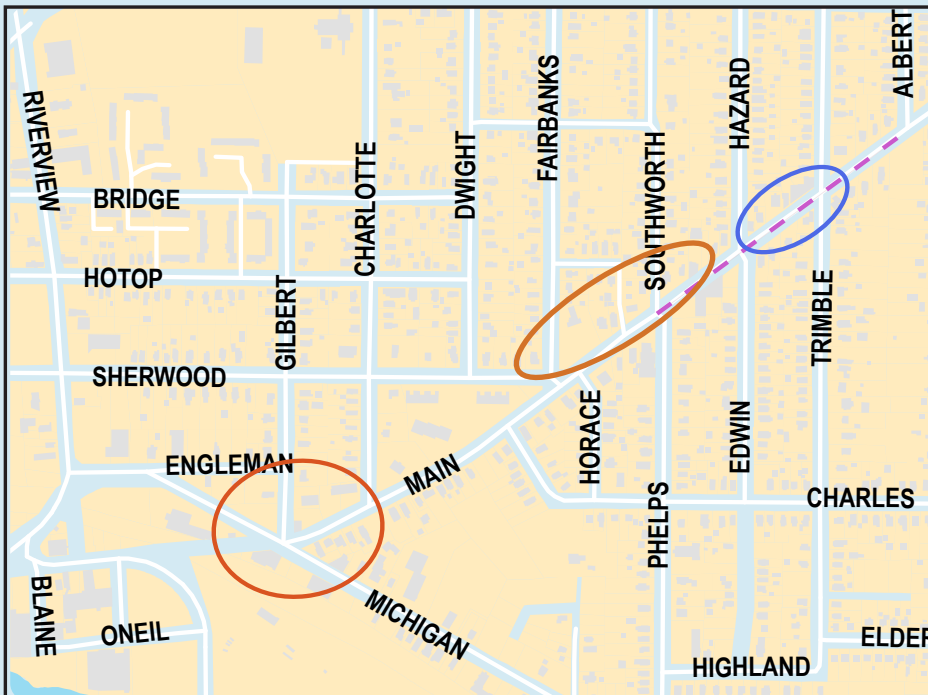
Increase Business Engagement

By increasing business engagement, Eastside will have a better understanding of barriers to business on the corridor, connect business owners to resources, and increase investment in the corridor.



HAPPENING NOW

The City of Kalamazoo is in the process of developing a small business incubator that will provide support for Kalamazoo small business owners and entrepreneurs.

Eastside Commercial Corridors



LEGEND

-  Key area where residents prioritized building facade improvement
-  Key area where residents would like to focus on safety and feeling safer when visiting the corridor
-  Residents identified 2-4 story mixed use and commercial buildings as appropriate for this area

Commercial Goals & Actions



ACTION	RESIDENT	KENA & COMMUNITY PARTNERS	CITY	TIMELINE	COSTS
Redevelop Commercial Corridors (E. Main and Riverview)					
Improve Lighting on E. Main From Trimble to Phelps	Install lights outside of your business	Assist business owners with installing lights - ENET	<ul style="list-style-type: none"> Work with consumers to install new lighting Monitor existing lighting for repairs 	Mid	\$\$
Improve Facades on E. Main From Trimble To Phelps	Participate in facade program		Provide mini grants to business owners willing to improve facades	Mid	\$\$\$
Install Streetscaping Along E. Main, Riverview, And Michigan to Enhance the Commercial Corridor and Walkability	Volunteer to help with plantings	Plant native flowers and trees - ENET	Work to create a streetscape for E Main and Riverview including trees and flowers	Long	\$\$\$
Research Programs That Help Increase the Security of Commercial Corridors		Research programs and determine which to pursue further - ENET		Mid	Time
Increase Access to Financial and Financial Education Resources					
Create Prototype Nonprofit Credit Union		Create the nonprofit credit union - Habitat		Long	\$\$\$
Assess Feasibility of State Enabled Development Tools and Establish Best Option	Support tool establishment at public and Commission meetings	Support tool establishment - ENET	Research tools and establish best option	Mid	\$\$

ACTION	RESIDENT	KENA & COMMUNITY PARTNERS	CITY	TIMELINE	COSTS
Increase Business Engagement					
Develop Business Association for Eastside	If a business owner or aspiring business owner, participate in business association	<ul style="list-style-type: none"> Establish relationship and communication pathways Organize business association meetings on a regular basis – KENA, Deacon Pat 	Assist with connecting business owners to best practices and updates on City programs such as the Business Incubator	Short	\$
Host Small Business Events	Attend events to learn more about resources available to support your business and network with other business owners	Organize and host events – KENA	Support event through providing information and assisting with outreach to relevant parties	Ongoing	\$
Prepare Commercial Spaces to be Move-In ready for Small Businesses	Participate in development trainings	<ul style="list-style-type: none"> Help identify neighborhood entrepreneurs and connect them with property owners Help property owners connect to funding opportunities - KENA 	<ul style="list-style-type: none"> Provide development trainings Explore grants to rehab storefronts 	Long	\$\$\$