

# Comstock Center Riverfront Redevelopment Plan

A New Community Destination Project  
November 2024



# Township Establishes TIF and Development Plan Ordinance in 2019

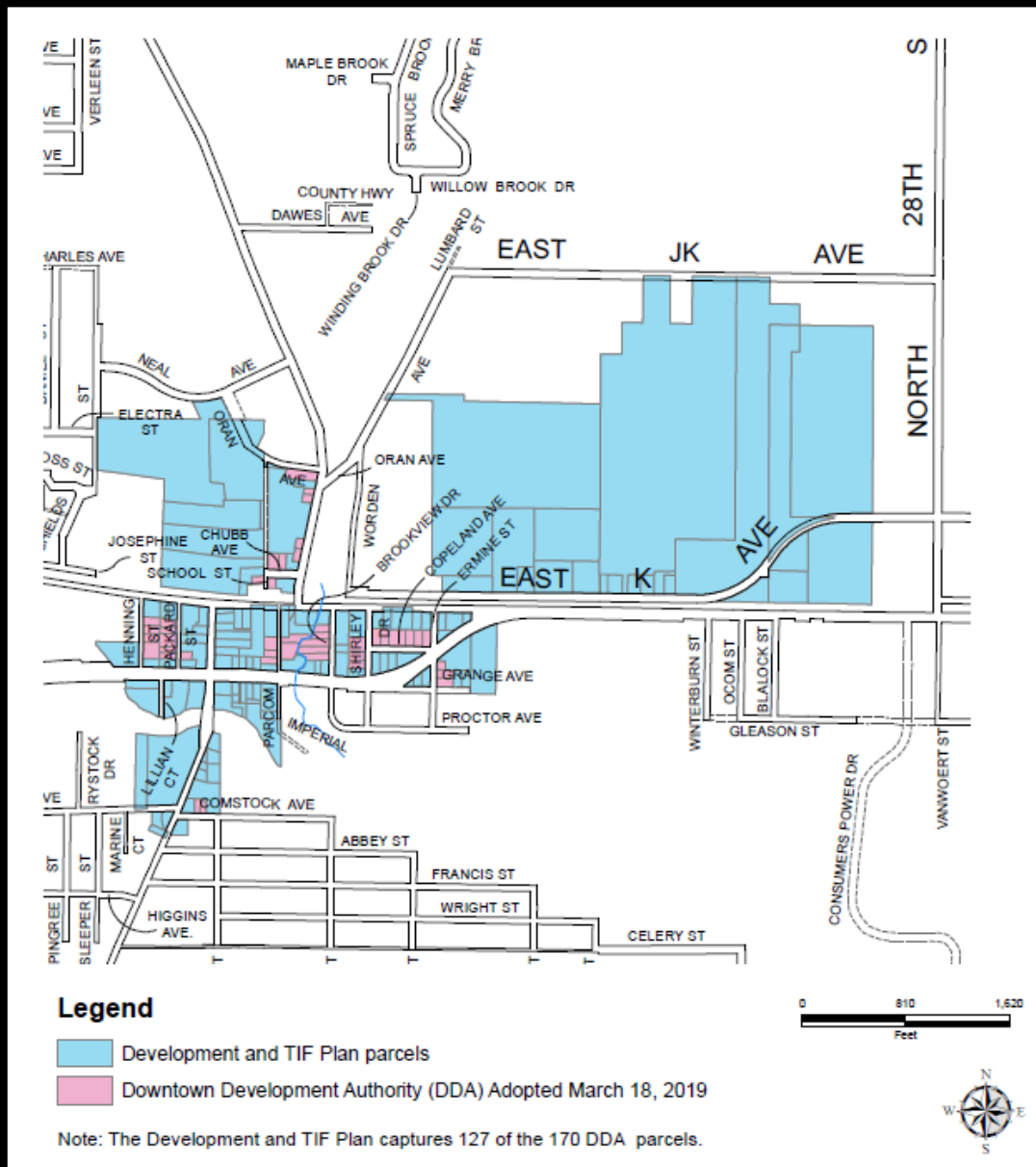
The Comstock Center Downtown Development Authority has the ability to capture Tax Increment Financing (TIF) real property tax dollars from new investment in the DDA/TIF district. The funds are used to meet the general goals of PA 57 established in 2018.

## GOALS:

- Economic Development
- Eliminate Blight
- Historic Preservation
- Promote Growth



# Comstock Center DDA and TIF Districts



# The Comstock Center Plan – Targeted Economic Development

The **future success** of the Township's efforts to revitalize its commercial area will depend, in large measure, on the **readiness and ability of its public corporate entity** to **initiate public improvements** that strengthen the commercial area, and to **encourage and participate** where feasible in the **development of new private uses** that clearly demonstrate the **creation of new jobs, the attraction of new business, and the generation of additional tax Revenues.**



# Comstock Center Downtown Development Authority

The Township established a Downtown Development Authority (DDA) in 2019. The DDA district allows the Township to capture taxes from other taxing jurisdictions through Tax Increment Financing and use them for improvements within the boundaries of the district to increase property values, promote economic development, eliminate causes of deterioration and improve the vitality of the area.

**2023 Mission Statement:** The Comstock Center DDA will aim to provide a friendly and welcoming downtown which will enhance and honor our history while promoting cultural, business and recreational opportunities that attract businesses and residents.



# DDA Participation & Partnerships

- Technical
- Governmental
- Businesses
- Financial
- Residents



# Comstock Center Goals and Objectives – April 2023

**Beautification / Maintenance / Infrastructure**

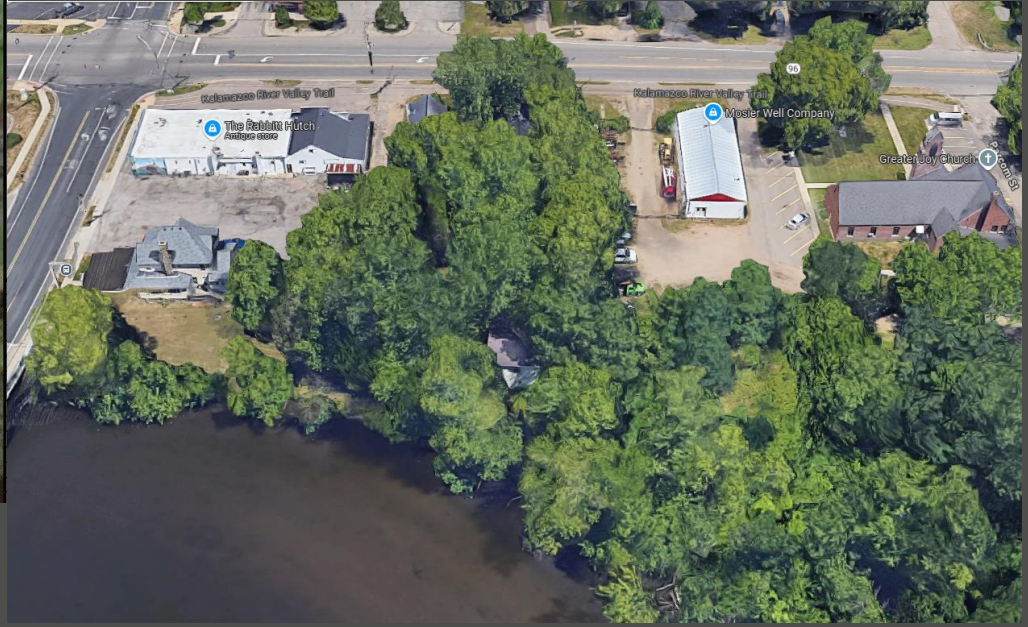
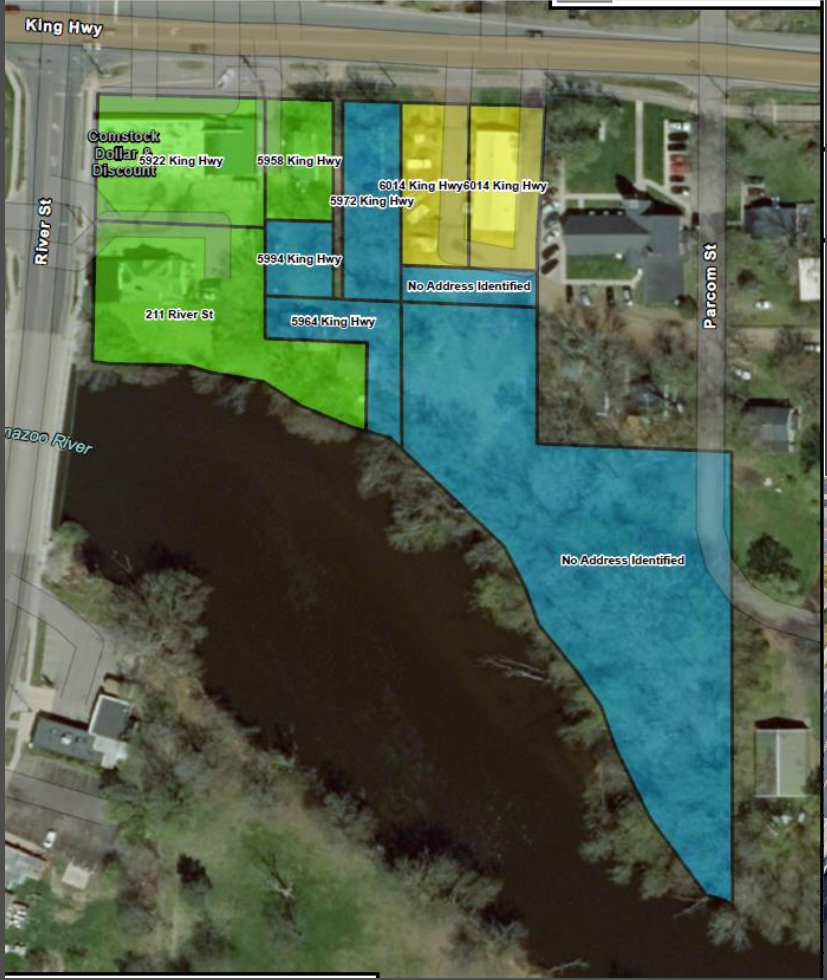
**Events / Special Programs**

**Economic Development / Marketing /  
Outreach**

**Executive Committee**



# Comstock Center Riverfront redevelopment Project Site





# Original 2019 Place Plan – Mixed Use Development



# 2023 – 2024 Strategic Plan Update – Economic Development Due Diligence

- State and County Funding - 2023
- Place Plan Predevelopment Studies –  
Environmental and Market Assessment  
studies completed
- Funding / Grant awards – Major grant  
awarded in September 2024
- Project Site Control – Strategic Steps



**KALAMAZOO**  
COUNTY GOVERNMENT  
*In pursuit of extraordinary governance*

# 2023 – 2024 Strategic Plan Update – From Vision to Concept to Reality

- Updated the 2019 Redevelopment Plan
- Established Support and Commitment with a DDA/Township Resolution of Support
- Build excitement and a destination for existing and new businesses & residents
- Strategic Next Steps – Public Input, Fundraising and Site Control
- Grow the DDA Tax base to fund future development projects



# 2024 Riverfront Redevelopment Plan – Retail Market Assessment / Demand

## Comstock Center DDA | Retail Market Analysis



### Retail Market Analysis



### Comstock Charter Township Michigan



April 18, 2024  
Prepared by:



LandUseUSA  
UrbanStrategies

#### Preliminary and Maximum Retail Market Strategy Comstock Town Center | 2024 v. 2018

General Location	Category	Examples of Stores Like...	Anchor?	Original 2018	Update 2024
Center	Grocery	Local Food Market, Produce	Yes	-	4,000
Center	Grocery	Hardings Friendly Market	Yes	15,000	-
Center	Beverage	Party Store, Wine & Spirits	-	1,500	-
Center	Value Stores	Family Dollar, Dollar Tree	Yes	8,000	-
Center	Resale Shops	Vintage, Restored Furniture	-	2,000	2,000
Center	Resale Shops	Apparel Consignment Shop	-	-	2,000
Center	Pharmacy	Hometown, Fred's Pharmacy	Yes	-	1,500
Center	Pharmacy	Walgreen's, CVS, similar	Yes	14,000	-
Center	Health Care	Family Health, Urgent Care	Yes	4,000	-
Center	Hardware	Ace, True Value, Do-It Ctr	Yes	6,000	8,000
Center	Auto Parts	Auto Value, PepBoys, Napa	Yes	6,000	-
Center	Hardware	Paint Supply Store	-	1,500	-
Center	Office Supply	Graphics and Printing	-	1,000	-
Center	Novelty Shop	Café, Garden Gifts, Florist	-	1,500	-
Center	Ice Cream	Dairy Queen, A&W, similar	-	500	1,000
Center	Restaurant	Subway, Teen-Friendly	-	1,000	1,500
Center	Restaurant	Chinese Dine-in / Takeout	-	1,000	2,000
Center	Restaurant	Riverfront Brewpub	-	-	3,000
Center	Restaurant	Taco + Burger Food Trucks	-	-	1,000
Center	Services	Canoe Livery / Sales Office	-	-	500
Center	Services	Optician, Eyewear	-	-	1,500
Center	Services	CPA, Investment Advisor	-	-	1,500
Center	Services	Pet Grooming Services	-	-	1,500
Center	Services	Photographer, Artisan	-	-	1,500
Center	Services	Computer Service Ctr	-	-	1,500
Center	Services	Tanning Salon	-	-	1,500
Center	Services	Tailor, Alteration, Seamstress	-	-	1,500
Center	Services	Family Counseling Svcs	-	-	1,500
Center	Services	DDA / Historical Society	-	-	1,500
Center	With Overlap	Sum of Items Above	-	63,000	40,000

Source: Based on a retail supply-demand analysis prepared by LandUseUSA | Urban Strategies; 2024. Some of these retailers might be inclined to seek alternative locations in either northwest or southwest Comstock Township.

#### 2018 Market Potential

63,000 sf (before DG\*)

55,000 sf (after DG\*)

#### 2024 Market Potential

40,000 sf (revised)

\*DG = Dollar General

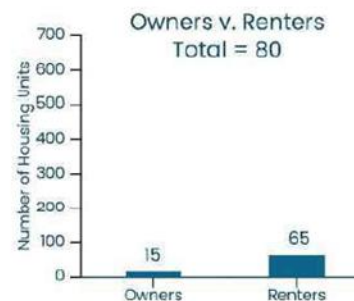
# 2024 Riverfront Redevelopment Plan – Residential Market Assessment / Demand

## Comstock Center DDA | Annual Market Potential



- Within the Comstock Center study area (see preceding slide), there is an annual market potential, opportunity, and need to build up to (and no more than) 80 new-build units, for the next five years.
- Of the 80 units, only 15 should be built for the owner market, and the vast majority or 65 units should be built for the renter market.
- These results are based on the fact that 15 new owners and 65 new renters are migrating into the study area each year. Unless they can find what they really want (i.e., new-builds), they are likely to stay for no more than one year before moving away.
- Building new housing units will enable the number of households in the study area to grow. Vacancy rates might increase, but only temporarily.

### Annual Market Potential | Comstock Center Capture with New Builds | Year 2025



Note: The market potential for 65 renters EXCLUDES 'Striving Single' households, who are not yet inclined to migrate into Comstock's Town Center. They represent an upside or bonus market potential for +10 new apartments or lofts annually.



- Note: Results represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the Comstock Town Center by building new housing units every year.
- Note: The numbers are unadjusted for out-migration, current vacancies, and competitive developments that might be in the construction pipeline.

# 2024 Riverfront Redevelopment Plan – Residential Market Assessment

## Comstock Center DDA | Annual Market Potential



- Within the Comstock Center study area, there is an annual market potential to build up to 15 new residential units for the owner market. However, only 15 of those new-builds should be small detached houses or cottages around shared courtyards.
- The other 5 new-builds for the owner market may be side-by-side or stacked townhouses, preferably with private balconies overlooking bluffs along the Kalamazoo River, or private porches overlooking the township's riverfront parks.

Annual Market Potential | Comstock Center  
Capture with New Builds | Year 2025



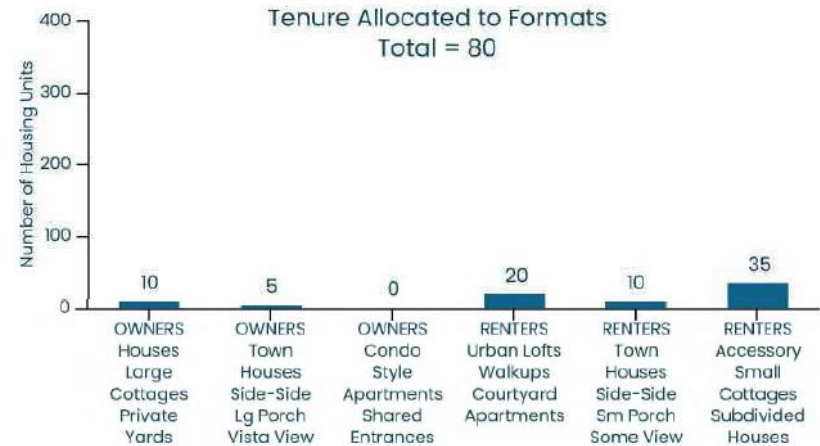
# 2024 Riverfront Redevelopment Plan – Residential Market Assessment

## Comstock Center DDA | Annual Market Potential



- Within the Comstock Center study area, there is an annual market potential to build up to 65 new residential units for the renter market. However, only 30 of those units should be in buildings with shared entrances.
- Buildings with shared entrances may include small apartment buildings (preferably with shared courtyards), stacked townhouses with front stoops and rear balconies, urban-styled lofts over street-front retail, and walk-up buildings. Walk-ups typically have four lofts on each of three levels.

Annual Market Potential | Comstock Center  
Capture with New Builds | Year 2025



# 2024 Riverfront Redevelopment Plan – Project Site Existing Land Uses





# 2024 Riverfront Redevelopment Concept Site Plan



# 2024 Riverfront Redevelopment Concept Site Plan



# 2024 Riverfront Redevelopment Concept Site Plan



# 2024 Riverfront Redevelopment Concept Site Plan



# 2024 Riverfront Redevelopment Concept Site Plan – Strategic Revisions

- Development Phasing / Land Acquisition
- Building Scale and Character
- Updated Targeted Retail / Housing – Mixed Uses
- Riverfront / Trailway Connections and Enhancement
- Transportation / Parking



# 2024 Riverfront Redevelopment Concept Site Plan – Strategic Revisions

## Phasing Plan Comstock Redevelopment Plan

Comstock Township, Michigan

June, 2024

### Legend

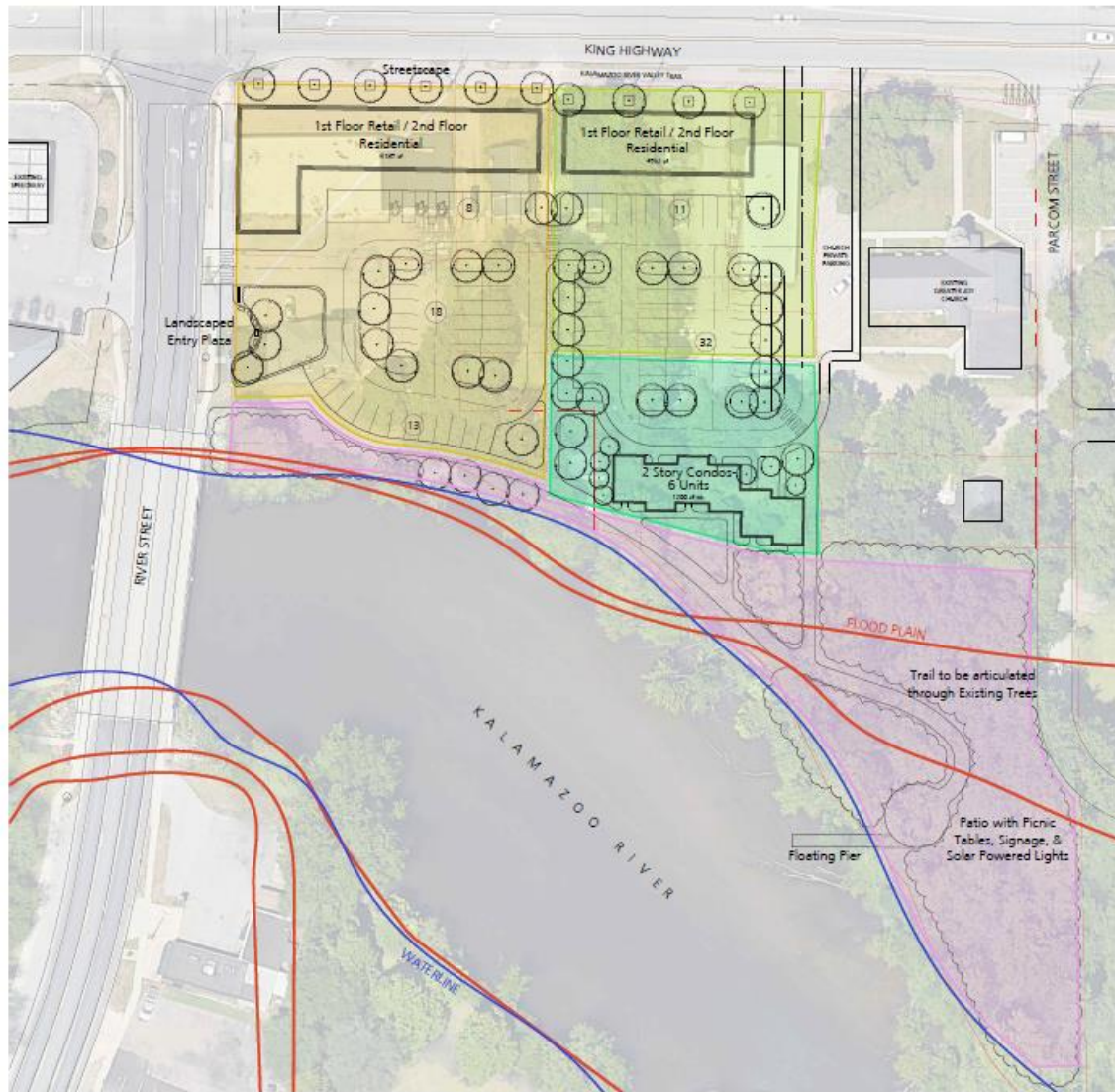
### Parking Schedule

Phase 1: 39 parking spaces

Phase 2: 37 additional parking spaces

Phase 3: 6 additional parking spaces

Project completion: 82 total parking spaces



# 2024 Strategic Project – Design / Scale Development Options



# Meetings & Contact Information

- The Comstock Center DDA meets on the fourth Wednesday of the month at 5:30 p.m.
- Steve Deisler, Executive Director  
Comstock Center Downtown Development Authority
- Email: [sdeisler@comstockmi.gov](mailto:sdeisler@comstockmi.gov)
- DDA Webpage: <https://comstockmi.gov/downtown-development-authority/>
- Phone: 269-381-2360





Thank you!

