

Downtown Forward Coalition: Strategic Blueprint for a Thriving Kalamazoo Core

Purpose:

To champion the revitalization and sustained vibrancy of Downtown Kalamazoo through strategic collaboration, bold infrastructure planning, and an engaged business and cultural community.

Guiding Vision:

Downtown Kalamazoo as the cultural, commercial, and community heart of the Flathead Valley—welcoming, walkable, resilient, and ready for what's next.

Strategic Pillars & Action Priorities

1. Infrastructure for Tomorrow

Lay the physical foundation for a 21st-century downtown.

- **Action Steps:**
 - Partner with City and County to plan phased replacement of aging water, sewer, and utility lines.
 - Collaborate on a sidewalk and streetscape improvement plan, prioritizing ADA compliance, lighting, and visual appeal.
 - Advocate for pedestrian-first design, protected bike lanes, and safe crosswalks in all redevelopment plans.
 - Promote brownfield redevelopment incentives to unlock underutilized parcels.
 - Ensure the full completion of the Bypass to relieve Main Street traffic and open new downtown opportunities.
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2. Vibrant & Resilient Business Core

Support and strengthen downtown businesses through recruitment, retention, and protection.

- **Action Steps:**