

# Plan Galesburg!

Small Town, Big Heart

Galesburg Master Plan Steering Committee Meeting

November 30, 2022



# Agenda

- Introductions
- Existing Conditions Report
- Review of 2012 Master Plan Survey



# Introductions

- **Who is here today?**

Tell us a little about yourself and why you wanted to be part of the Plan Galesburg Steering Committee.

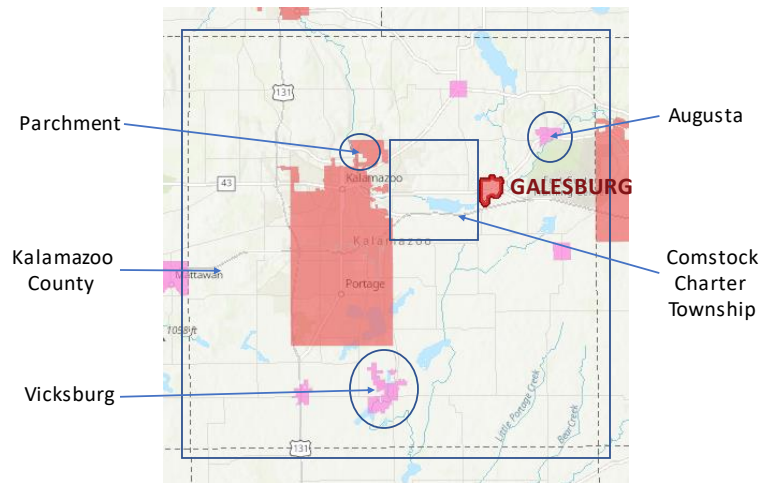


## Introductions

- Who is here today?
- Who are we missing?

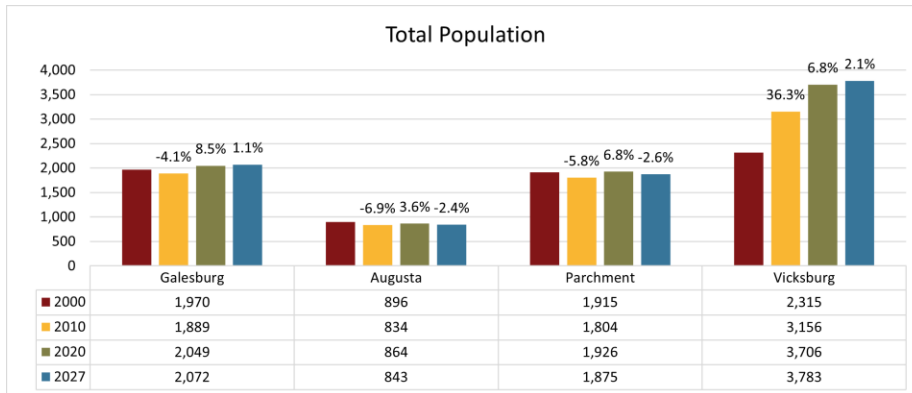


## Comparison Communities



To put Galesburg in context, we compare trends and data to other nearby communities. Based on communities that were compared in the 2012 Master Plan as well as from discussion with some of you, we went ahead and downloaded data for Augusta, Parchment, Vicksburg, Comstock Charter Township, and Kalamazoo County. This slide highlights those communities in relation to where Galesburg is located.

## Population Trends

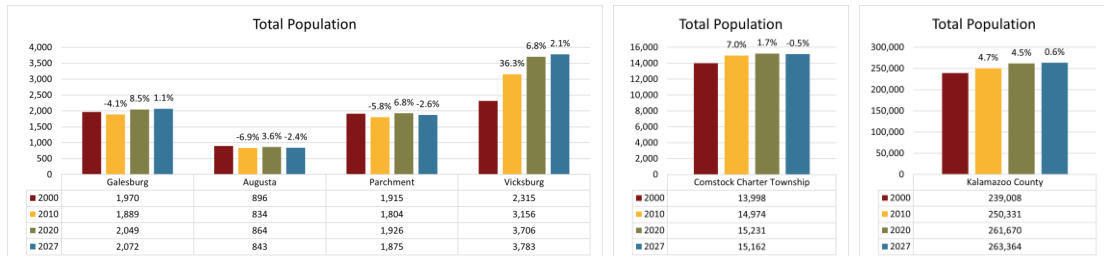


Source: U.S. Census Bureau 2000, 2010, and 2020. Esri forecast for 2027.



In terms of population, Galesburg has been hovering right around 2,000 residents since at least the year 2000. Parchment is very similar to Galesburg in terms of size and stability of population. Augusta has also kept a very stable population since at least 2000, though with half the size. Vicksburg, on the other hand, has grown a lot since 2000, with a 36% increase in the decade before 2010 and then another nearly 7% between 2010 and 2020.

# Population Trends

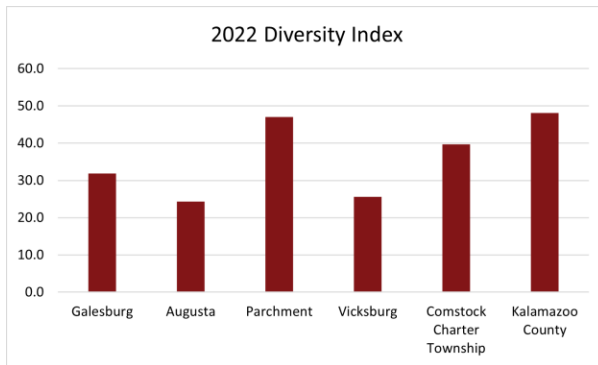


Source: U.S. Census Bureau 2000, 2010, and 2020. Esri forecast for 2027.



Obviously, Comstock Township and Kalamazoo County have much larger populations, which is why they are shown here separately. But looking just at the change in population since 2000, you can see there has been a steady increase. I'll point out here that these charts also show a "forecast" value for what the trends show may occur by 2022 and 2027. So, anything in this presentation that shows data for 2022 and 2027, is considered a forecast, assuming current trends continue.

## Population Trends



The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

0 = No difference

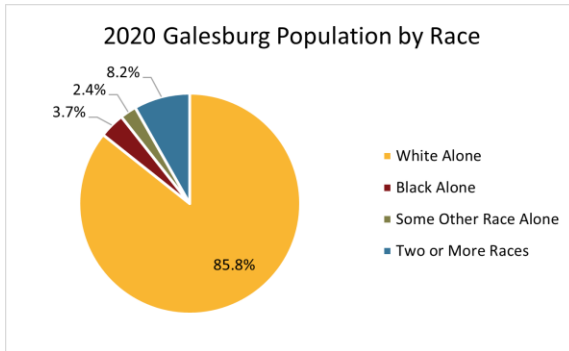
100 = All are different

Source: Esri forecast for 2022.



We can look at the Diversity Index to estimate how likely it is that two people from the same area will be from different race or ethnic groups. A score of 0 means everyone is from the same race or ethnic group and a score of 100 means everyone is from different groups. Galesburg falls right in the middle of the comparison communities—not as diverse as Parchment, Comstock Township, or Kalamazoo County, but more diverse than Augusta and Vicksburg.

## Population Trends



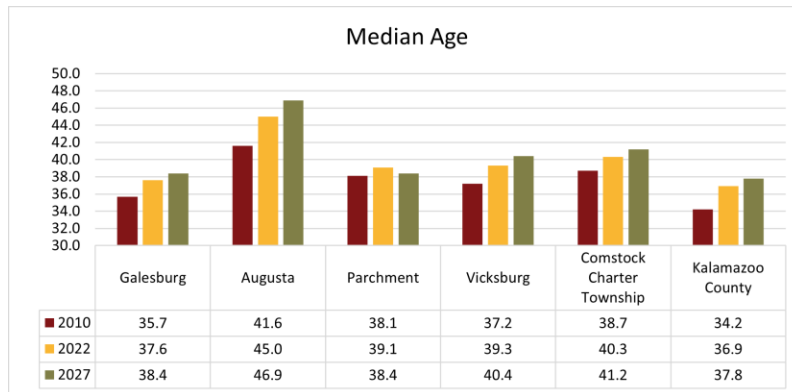
Hispanic Origin (any race)  
**3.5%**

Source: U.S. Census Bureau 2020.



Specifically, in 2020, Galesburg had a population that was nearly 86% White, 3.7% Black, 2.4% one other race, and 8.2% two or more races. 3.5% of the population was of Hispanic origin, of any race.

## Population Trends



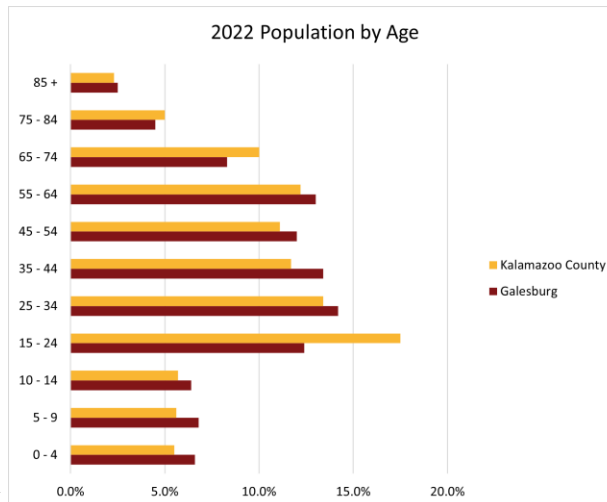
Galesburg is the youngest of nearly all of the comparison communities

**Source:** U.S. Census Bureau 2010. Esri forecasts for 2022 and 2027.



Looking at age, Galesburg seems to have a slightly younger population than most of these comparison communities. Other than the County, Galesburg has had the lowest median age since at least 2010 and is expected to stay lower into 2027.

## Population Trends

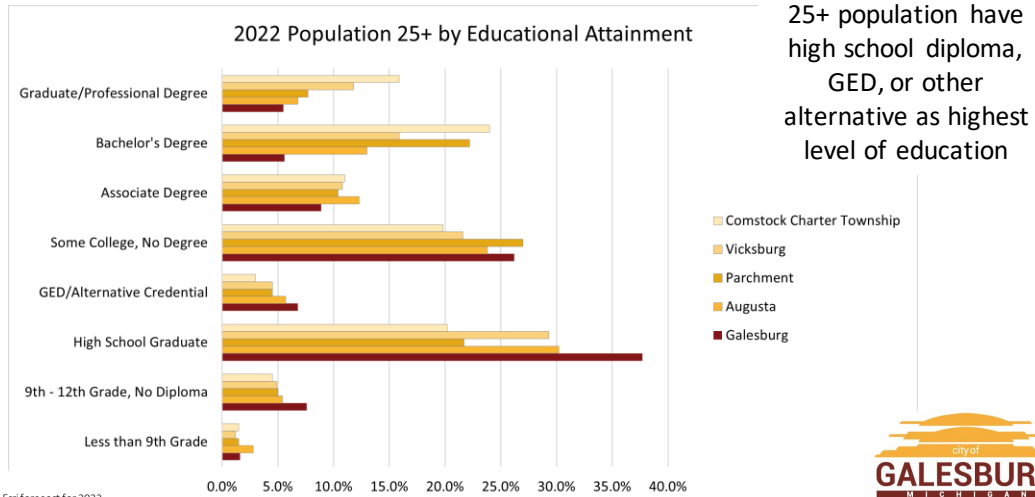


Undergraduates at WMU make up nearly 6% of the County's population. (i.e. 15 to 24 year olds)



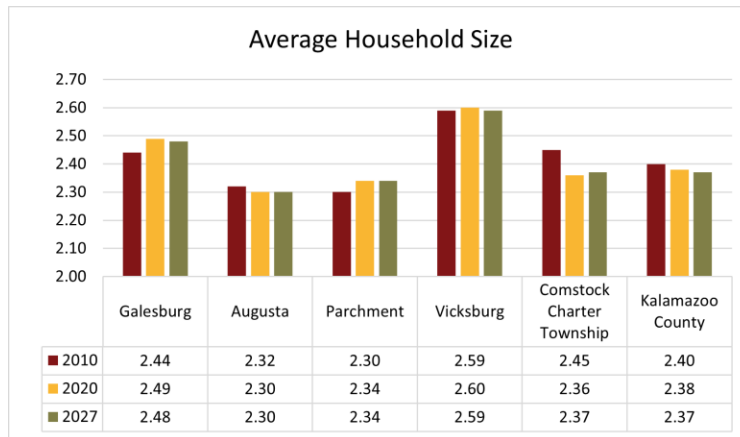
A closer look at Galesburg and the County, shows that Galesburg actually has a higher percentage of population in all of the younger age groups, except for those in the high school and college years. But this can be easily explained with the inclusion of Western Michigan University, which had an undergraduate enrollment of over 14,500 in 2021. That's nearly 6% of Kalamazoo County's population.

## Population Trends



Of the people who are age 25 and older, Galesburg has the lowest percentage with a degree of any type from higher education and has the highest percentage with only a high school diploma or GED. Nearly 38% of Galesburg's population who are 25+ have completed high school as their highest level of education and another nearly 6% have received a GED or other alternative high school credential. A little over 9% of Galesburg's 25 and older population has not completed high school.

## Housing Trends

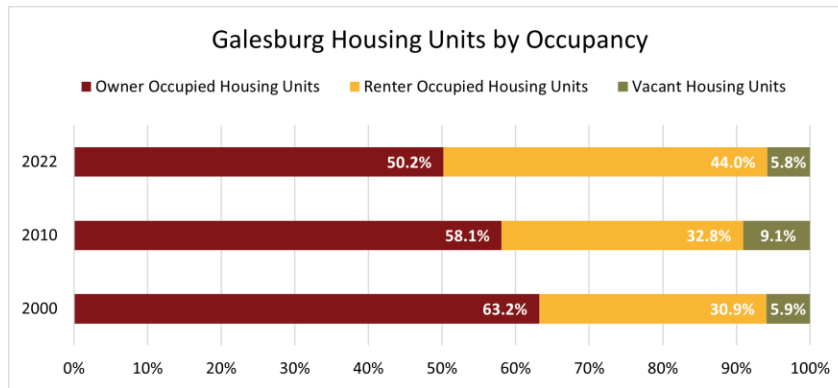


**Source:** U.S. Census Bureau 2010 and 2020. Esri forecast for 2027.



Moving on to look at housing trends, Galesburg has a higher average household size than all of the comparison communities, except for Vicksburg. This increased slightly between 2010 and 2020 and is forecast to stay the same or decline slightly by 2027.

## Housing Trends

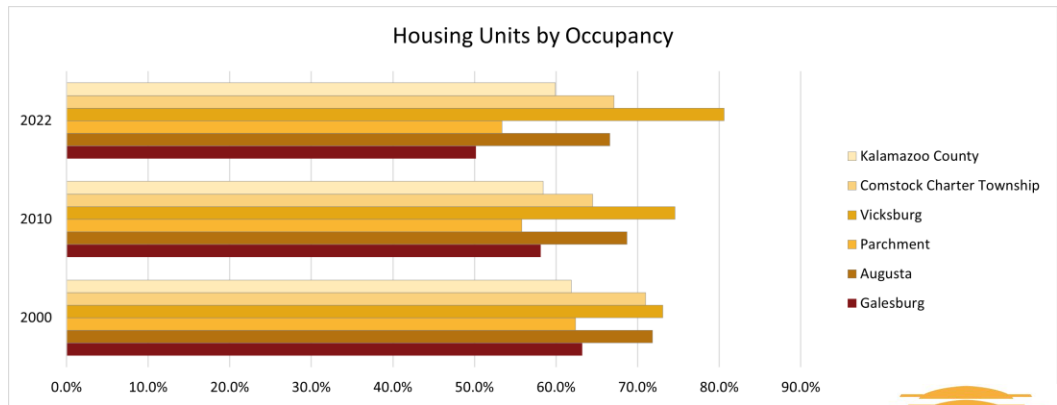


Source: U.S. Census Bureau 2000 and 2010. Esri forecast for 2022.



As far as what type of housing is available in Galesburg, it is forecast that in 2022 about 50% of housing units will have been owner-occupied, compared to 44% renter-occupied and 5.8% vacant. In 2000, 63% of housing units were owner-occupied and by 2010, that percentage had decreased to 58%.

## Housing Trends

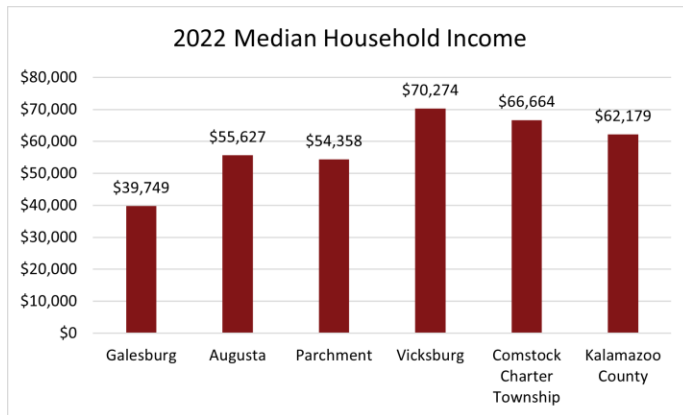


Source: U.S. Census Bureau 2000 and 2010. Esri forecast for 2022.



It's a little hard to see here, but the comparison communities are all forecast to have higher percentages of owner-occupied housing than Galesburg in 2022 and most did in 2010 as well. In 2000, Galesburg actually had a higher percentage of owner-occupied housing units than both Parchment and Kalamazoo County overall. All communities, except for Vicksburg, decreased this percentage between 2000 and 2010.

## Economic Trends



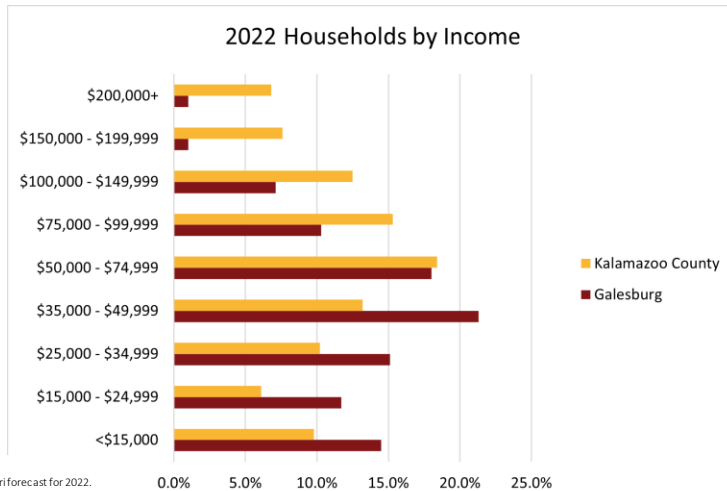
Source: Esri forecast for 2022.

Galesburg median income is 27% lower than Parchment and 43% lower than Vicksburg.



In economic trends, we see that Galesburg has a lower median annual income than all of the comparison communities, by as much as 43% lower than Vicksburg and as little as 27% lower than Parchment.

## Economic Trends



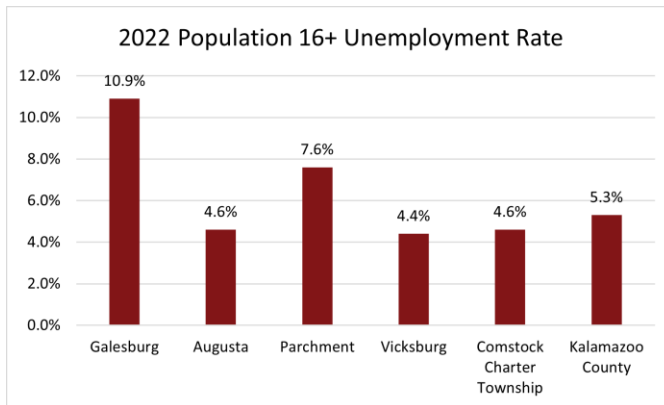
2% of Galesburg households have an annual income over \$100,000.

14.5% have an income lower than \$15,000.



Looking closer at the distribution of household incomes, Galesburg has very few households (2%) with an annual income over \$100,000, while 14.4% of households in the County overall have an income that high. 14.5% of households in Galesburg have an annual income less than \$15,000, while less than 10% of the county overall have an income that low.

## Economic Trends



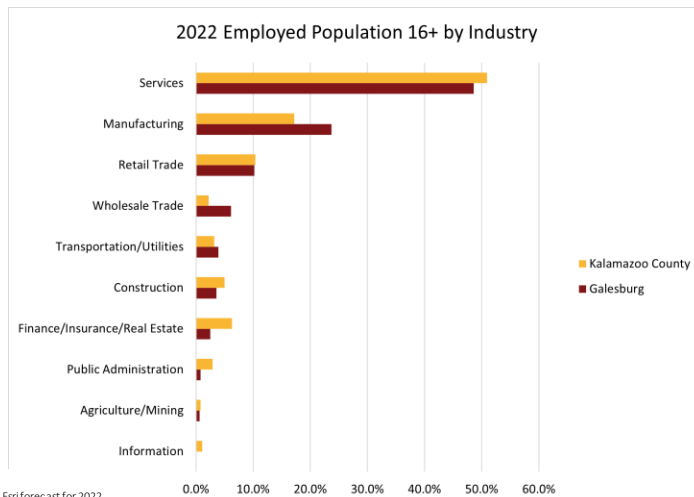
Galesburg percentage unemployed is more than double most other comparison communities.

Source: Esri forecast for 2022.



Similarly, Galesburg has a forecasted unemployment rate of nearly 11% in 2022, more than double the rate of most of the comparison communities.

## Economic Trends

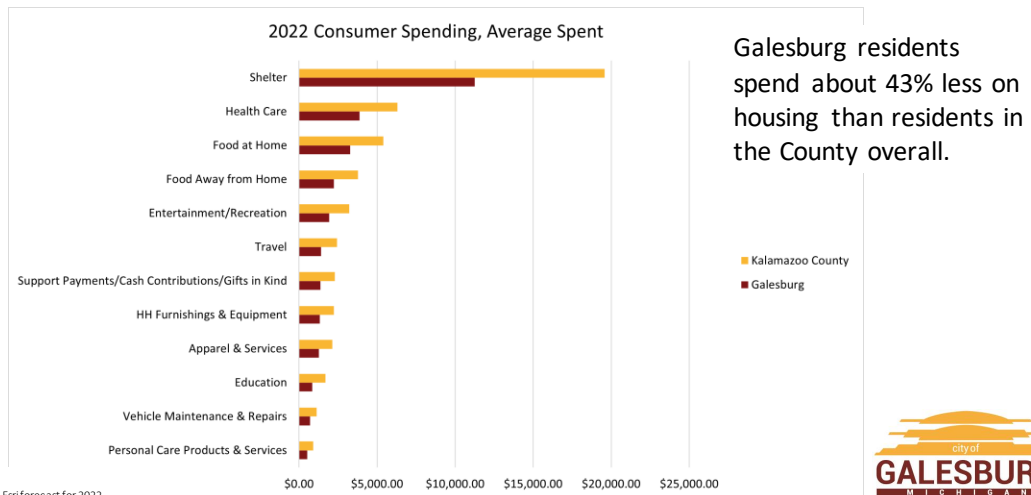


A higher percentage of residents work in manufacturing, wholesale trade, and transportation/utilities



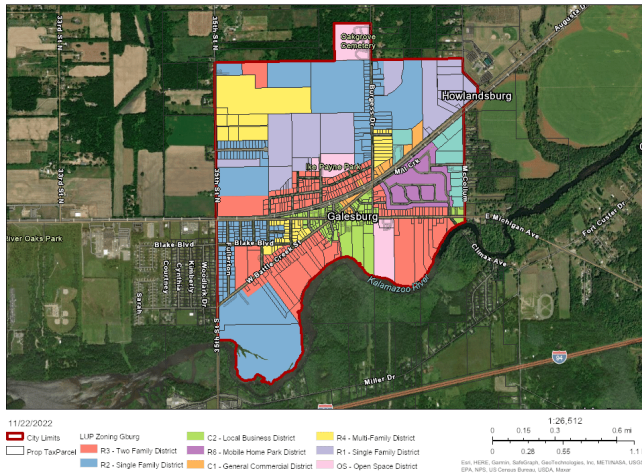
Of the employed population age 16 and older, nearly half of Galesburg residents work in the services industry, like the rest of the County. However, compared to the County, a higher percentage of residents work in manufacturing, wholesale trade, transportation, and utilities. Employment in retail is also similar to county levels.

## Economic Trends

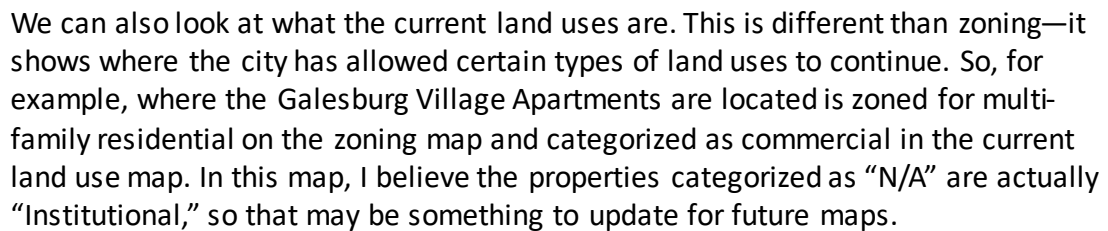


Looking at where Galesburg residents spend their money, it seems they are spending similarly to the rest of the County, in terms of rates, but less in terms of dollars overall. Shelter is the highest cost by far, but on average Galesburg residents are spending about 43% less on housing than residents in the County overall.

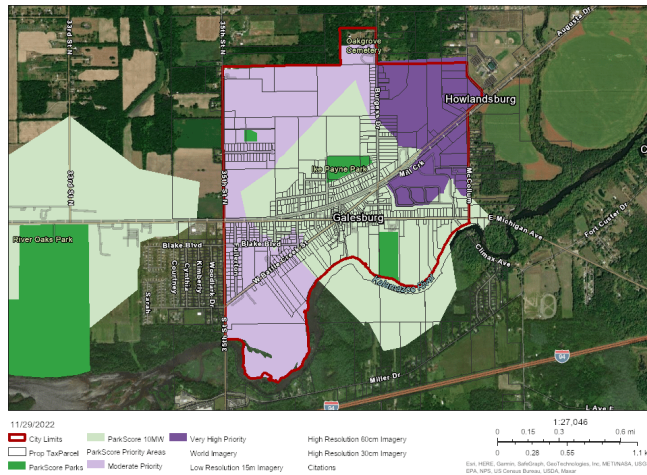
## Current Zoning



We can also look at data through maps to understand Galesburg from a different perspective. This is the city's current Zoning Map, which shows where certain types of development are allowed. So, for example, if a developer would like to build new housing, this map shows the locations that the city has said— "we want that kind of housing here."



## Land Use: Parks



[tpl.org/parkscore](http://tpl.org/parkscore)

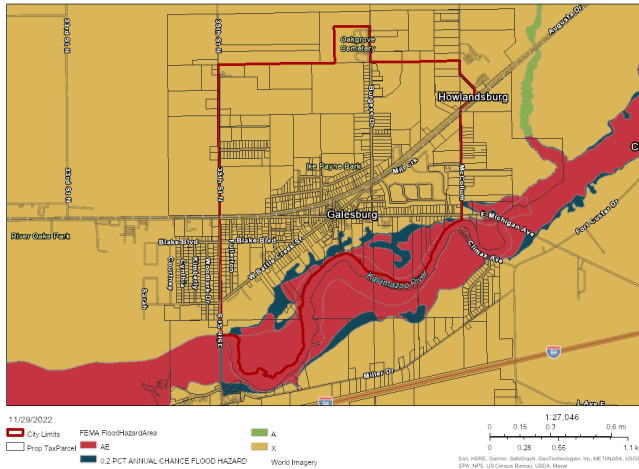


Galesburg has access to several nice parks and recreation areas. In its Parkscore tool, The Trust for Public Land maps parks across the country and shows where a 10-minute walk from each park would cover. It then also shows which areas are not located within a 10-minute walk as locations that may want to consider building new parks or providing better access with trails and sidewalks. In Galesburg, the two main parks are accessible to centrally located residences, but the outer areas of the city are not included.

[illegible]

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## Land Use: Flood Hazard Zones



The main concern for flooding in Galesburg comes from the Kalamazoo River. While it is not a concern for most of the city's residents, knowing where the floodplain is helps determine the best land use of a site.

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## Existing Conditions in Galesburg

- Questions, Comments, Discussion



With that, we'd like to take a few minutes to hear from you about what we've presented so far. What questions or comments do you have?

## Review of the 2012 Master Plan Survey

- Issues
- Values
- Vision
- Goals & Strategies
- Implementation



Earlier this fall, we asked you all to help us identify what is most important for us to focus on in this updated Master Plan. We got eight responses to the survey we gave you – thank you so much for taking time to get through it; I know it was a long one!

## 2012 Master Plan Survey: Issues

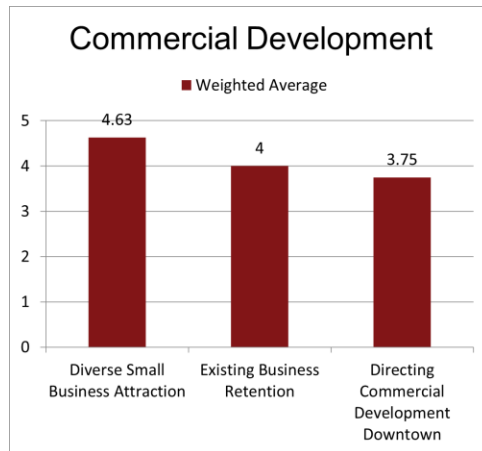


5 = Highest Priority  
4 = High Priority  
3 = Medium Priority  
2 = Low Priority  
1 = Lowest Priority  
0 = No Longer Relevant



We first asked you to review the issues that were identified in the 2012 Master Plan and to indicate if you think they are still relevant and to assign a level of priority to each issue. Three issue categories rose to the top of the list as high priority: Downtown, Commercial Development, and Housing.

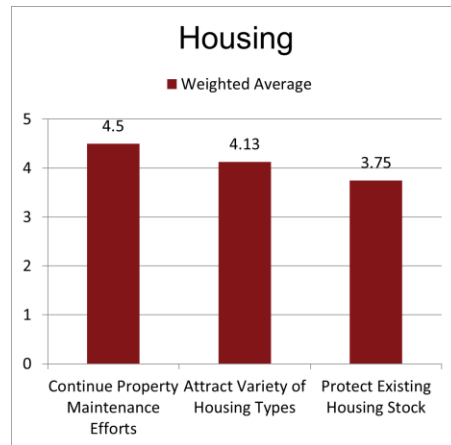
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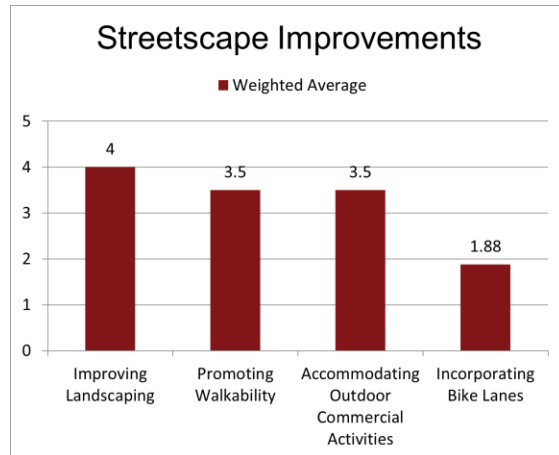
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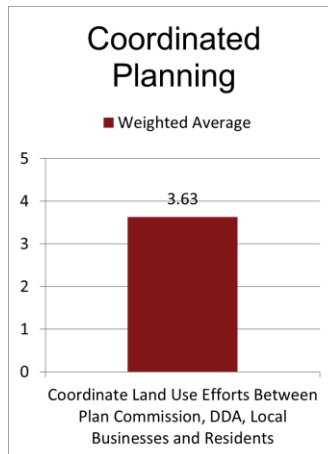
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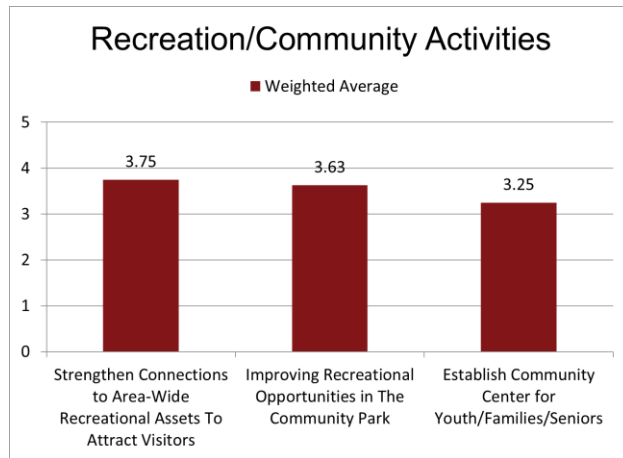
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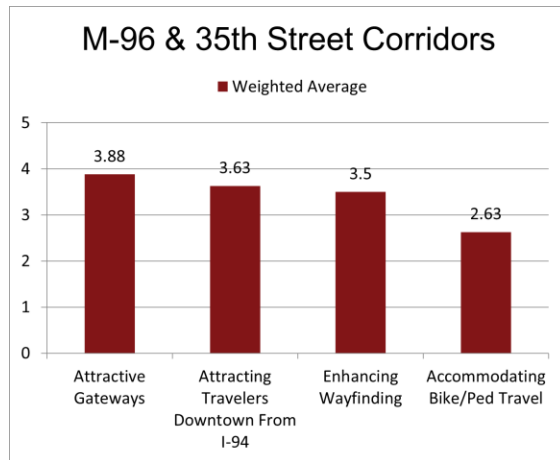
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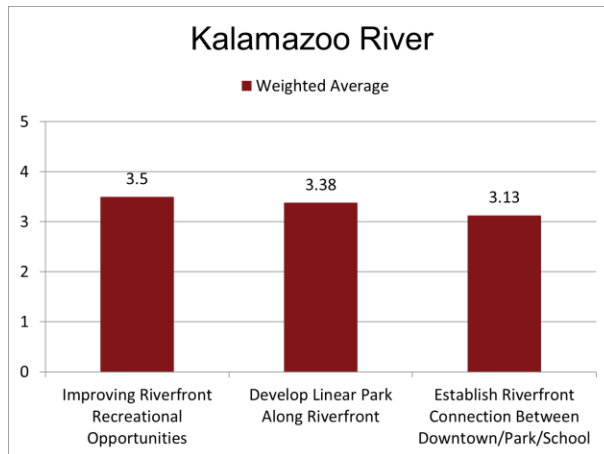
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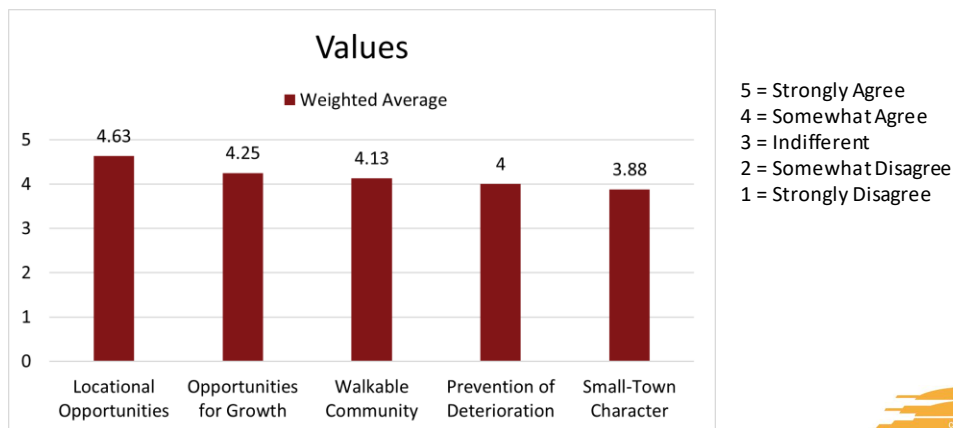
## 2012 Master Plan Survey: Issues



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## 2012 Master Plan Survey: Values



We then asked you to review the values that had been identified in the 2012 Master Plan and to indicate your level of agreement that these values still represent the values of the City's residents. Most of the values fell within the "Somewhat Agree" to "Strongly Agree" range, with "Small Town Character" being closer to "Indifferent."

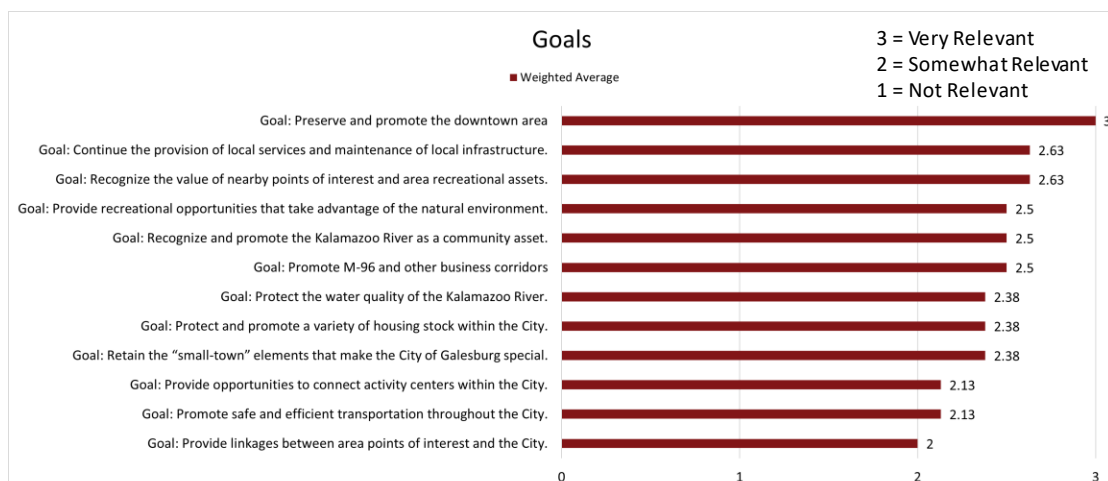
## 2012 Master Plan Survey: Vision

- What do you like?
- What do you not like?
- What would you change?



Next, we asked you to read the Vision Statement from the 2012 Master Plan and describe your feelings related to it as written. A vision statement is a way to put into words what you want your city to be like, not necessarily what it *is* now. Most of the responses you gave indicated that the vision statement is not an accurate depiction of the current situation and some identified other topics that were missed that you would like to be included, such as diversity, housing, and family-oriented.

## 2012 Master Plan Survey: Goals & Strategies



Next, we asked you to review the goals and strategies related to four plan elements from the 2012 Master Plan: Small Town Character, Opportunities for Growth, Connectivity With & Within the Community, and a Beautiful Natural Environment. Your responses indicate that, as a committee, you feel all of these goals are still relevant, though there were some pretty distinct differences on an individual level.

This is true for several topics throughout the survey. Specifically, there are differing opinions on whether to make improvements along the waterfront and whether prioritizing walkability and bike-ability is important. Also differing opinions on how to relate to the River – whether or not to make improvements and/or to take protective actions. You are also split on whether or not to prioritize wayfinding, providing recreational opportunities and historic preservation or preservation of existing buildings and homes.

What you agree on, though, is that attracting businesses and supporting current businesses is a high priority. Also, that providing housing variety and "curb appeal" are high priorities.

## 2012 Master Plan Survey: Implementation

- All action steps are still relevant
- All action steps have some progress



The final section of the survey asked you to review a series of implementation action steps identified in the 2012 Master Plan to be undertaken to move the City toward accomplishing the goals and vision. You were asked to indicate the level of completion for each of the proposed Action Steps, as far as you knew. All action steps were considered still relevant and all had at least some progress made, though some have been stalled.

## 2012 Master Plan Survey

- Questions, Comments, Discussion



Overall, this survey was very helpful in identifying that, in general, you as a committee find the issues, values, goals, and strategies from the 2012 Master Plan are still relevant and important.