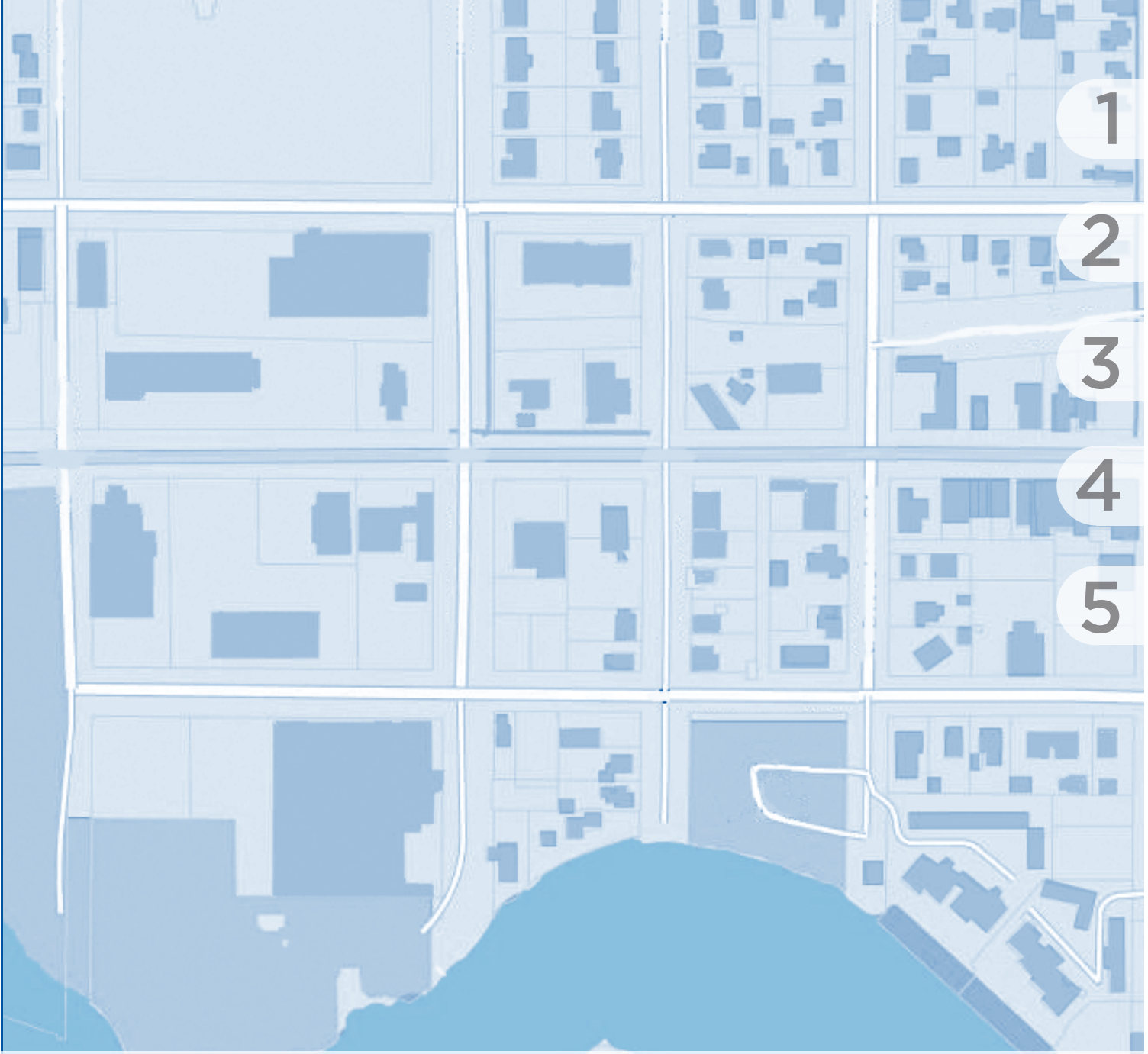
VILLAGE OF SPRING LAKE

Village of Spring Lake

Downtown Design Guidelines

July, 2020



Contents

1 Project Overview
Page 3

2 Intent
Page 8

3 Economic & Demographic Study
Page 10

4 Design Elements
Page 30

5 Infill Areas
Page 52

Section 01

Project Overview

History

Early in the 19th Century, the primary inhabitants of the Spring Lake area were Native Americans. Perhaps a missionary or trader might have ventured in from the lakeshore, but for the most part, this was a quiet wilderness. By 1835 that all began to change. Through a series of treaties, the Native Americans slowly gave up their land, and, in 1835, they sold the land north of the Grand River in Kent and Ottawa Counties. Settlers began to arrive.

Some of the first settlers in Spring Lake were Benjamin Hopkins, Jabez Barber, and Richard Mason, who fled Canada during MacKenzie's rebellion of 1837. John H. Newcomb, who had helped to build and operate a sawmill in Muskegon, arrived in June 1841. He built the first frame house in Mill Point and Barber's Mill for Jabez Barber and Richard Mason. Benjamin Hopkins also built a sawmill on Spring Lake in 1845.

The Spring Lake area has an impressive history and has seen a great deal of economic evolution. As with many early Michigan communities, lumbering played a role in the Village's history. At the peak of the lumbering era of the late 1800s, six sawmills operated in the Village limits with specialty mills and kilns as subsidiary businesses. In the early days, lumbering was an important industry, but was not the only industry in the Village; brick making, ice making, nationally marketed mineral water, passenger ferries, resort centers, and boat building were also part of Spring Lake's economic base. In 1887, Spring Lake Boat Company was a prominent builder of yachts and rowboats. The company was later named Barret Boating Center and is still a large facility within the Village today.

Summer visitors would stay at the Spring Lake House (c. 1871) which was a 150-room summer hotel that touted healing mineral springs. Even flypaper has a place in the Village's history. The Spring Lake Yacht Club and Tanglefoot Park were originally owned by the Thum Family (c. 1916), who made their fortune manufacturing flypaper. Both waterfront properties were later deeded to the Village by Hugo Thum's estate. Today, these waterfront properties remain an important public focal point for the Village. A series of fires in the 1871 destroyed much of early Spring Lake Village, including the Spring Lake House. Despite the devastation, the Village rebuilt and transformed itself. As in the past, the Village continues to evolve to meet changing times while keeping in touch with the past that gives it so much character.

Image Source: Spring Lake Village Master Plan, springlakevillage.org

Overview

The Village of Spring Lake is a small community located close to Grand Haven, Holland, Muskegon and Grand Rapids. The Village is nestled on a peninsula surrounded on three sides by Spring Lake and the Grand River. As such, the waterfront is an important natural asset of the Village which has been historically leveraged for a variety of activities. There are many public access points to the water including a municipal boat launch, canoe and kayak launches, a sandy beach with restrooms and a lifeguard, and fishing platforms. The kayak launch at the end of S. Cutler St. provides access to the 41-mile, Grand River Heritage Water Trail. A number of marinas on Spring Lake and the Grand River are an important part of the economy and also provide another means of transportation for visitors who want to experience what the Village has to offer.

The Village offers a lively, up-and-coming shopping district as well as unique dining and entertainment experiences.

When it comes to housing, one will find a wide variety of residential opportunities in the Village. There are many single-family houses of all sizes and architecture. Some are historical to the Village, having once served as home to some of the Village founders.
The condominium market has experienced growth in the past decade and has provided second home opportunities for buyers outside the area. This is especially evident during the summer months when there is a notable population increase in the area.

Stakeholders & Acknowledgements

This edition of the Downtown Development Guidelines is the result of work conducted by the Downtown Development Authority, and a steering committee.

Downtown Development Authority:
Angela Stafford-Butler, DDA Director
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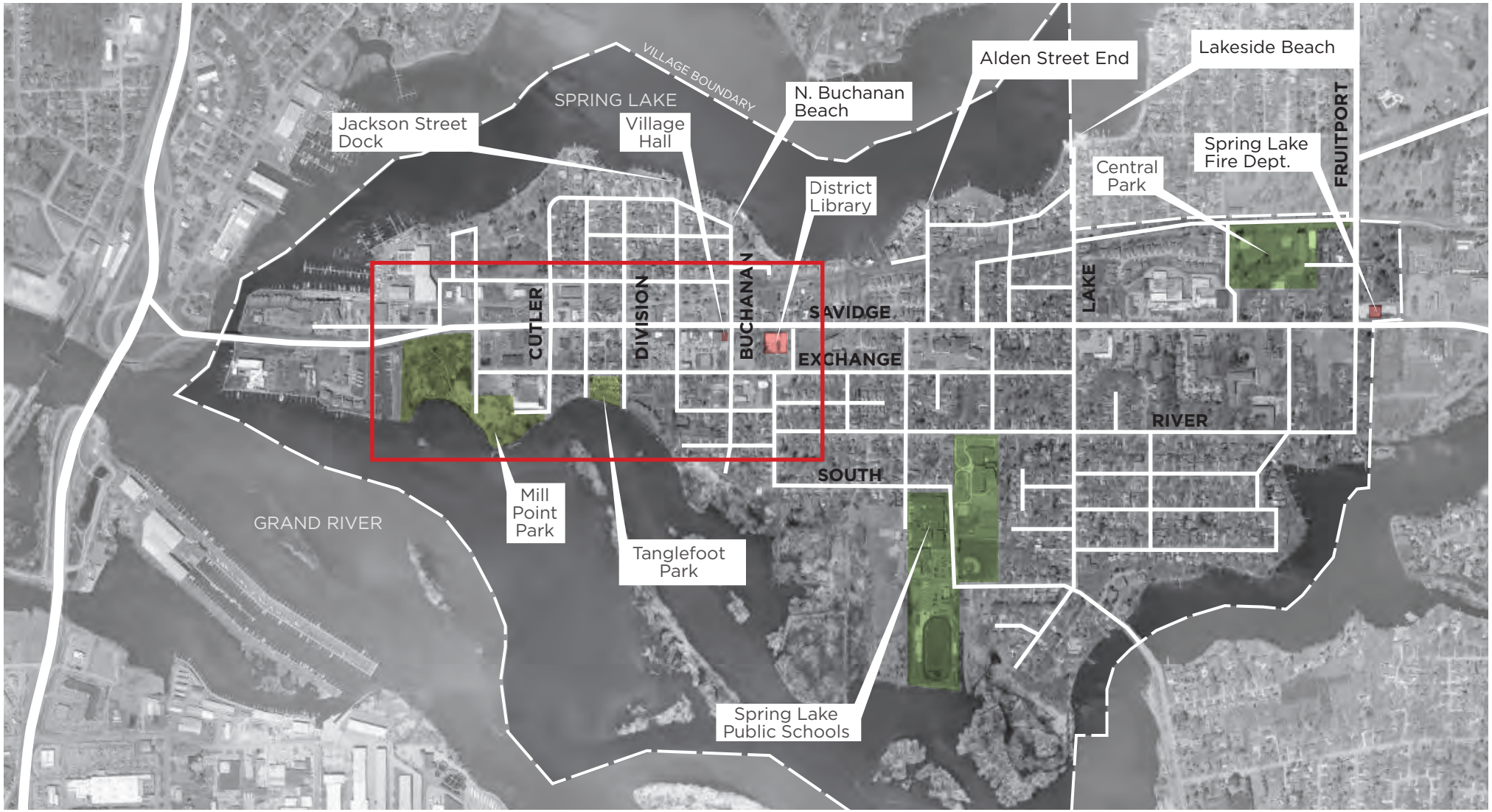
Eric Johnson, Village Planning Commission Member
Jen Sunderlin, Property Developer
Ryan Kilpatrick, Executive Director, Housing Next
Lukas Hill, Spring Lake Village Zoning Administrator
Christine Burns, Spring Lake Village Manager

Overview Area



Focus Area

REX ST.
N. CUTLER ST.
N. PARK ST.
S. DIVISION ST.
S. JACKSON ST.
N. BUCHANAN ST.
LIBERTY ST.
CHRISTMAN ST.
GRAND TRUNK DR.
SAVIDGE COURT
W. SAVIDGE ST.
SCHOOL ST.
Village Hall
W. EXCHANGE ST.
Tanglefoot Park
Mill Point Park
W. TOLFORD ST.
GRAND RIVER
W. ANN ST.

Section 02

Intent

Intent

The Downtown Design Manual has been developed to complement and work in conjunction with the Village zoning ordinance and Master Land Use Plan. This manual is intended to be a helpful design-centric resource representing community expectations for new construction, additions and renovations of the downtown district of the Village of Spring Lake, focusing specifically on the M104 corridor (Savidge Street) from School St. on the west to Buchanan St. on the east (see map on page 54). This manual has been developed to provide and promote context, appropriate design standards and general urban design framework for private and public development through clear, flexible design guidance, based on input from the Downtown Development Authority and steering committee.

The use of this manual for future development projects is important to promote an urban environment that stimulates new investment while enhancing and respecting the historic character. The following were strategically and thoughtfully considered while developing this guide:

- Architecture
- Street Zoning
- Streetscape Elements
- Promoting Cohesive Vehicular and Pedestrian Circulation Within the Village

Image Source: Gerald Feenstra, Remax of Michigan, remax-michigan.com

Image Source: Village of Spring Lake, springlakevillage.org

Section 03

Economic & Demographic Study

The following is a market assessment for Spring Lake. It is intended as input to Progressive AE design manual efforts, premised upon "form follows function."

The focus is on both current and future market conditions and is based on various data, analytics, and analytical methods. The indicated demand is based on historical data, new data developed on area property sales and rentals, trends in office and residential space, analytics from a survey of several hundred households in the Spring Lake area conducted by The Chesapeake Group (TCG), and demand forecasting for residential and non-residential activity.

About 17,500 people live in both Spring Lake Village and Township. This total compares to a total of roughly 290,000 in Ottawa County. The Spring Lake population represents less than one percent (0.85%) of the County's population.

HOUSING DEVELOPMENT TRENDS/ADDING ROOFTOPS

The number of new housing units permitted in Ottawa County peaked between 2004 and 2005 before the Great Recession. Considering all years since 2004, Ottawa County's annual number of new housing units permitted ranged from a low of 408 in 2009 to a high of 2,355 in 2004. During that time, a low of 39 multi-family units in 2010 to a high of 649 multi-family units in 2017 were permitted.

*Table 1 - Ottawa County New Unit Housing Permits Per Year from 2004 through 2018**

Year	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Total Units	1,149	1,875	1,633	1,572	1,307	866	771	611	434	408	671	1,048	1,365	1,939	2,355
Units in Single-Family Structures	1,013	1,235	1,158	971	843	809	622	471	395	361	460	749	1,204	1,696	1,706
Units in All Multi-Family Structures	136	640	475	601	464	57	149	140	39	47	211	299	161	243	649
Units in 2-unit Multi-Family Structures	50	4	6	16	10	2	6	6	8	4	2	36	16	24	108
Units in 3- and 4-unit Multi-Family Structures	47	7	19	3	0	0	0	0	0	0	12	19	15	31	164
Units in 5+ Unit Multi-Family Structures	39	629	450	582	454	55	143	134	31	43	197	244	130	188	377

*Developed by The Chesapeake Group, Inc. 2020. Based on the information furnished by jurisdictions to HUD.

Ottawa County permitted just over 2,650 multi-family housing units between 2011 and 2018. The average number of multi-family units permitted each year was 333. Unmistakably, the annual number of multi-family units built peaked between 2004 and 2006, or before the Great Recession. Yet, the annual increases from 2015 through 2018 exceeded increases between 2007 and 2014, including the immediate years since the technical end of the Great Recession.

From 2011 through 2018, or since the technical conclusion of the Great Recession, Ottawa County permitted roughly 9,800 units. The average number of permitted units per year is 1,223. On average, 73% of the units were single-family.

*Table 2 - Totals and Average Annual Estimates for Housing Permits for Ottawa County**

Time Frame	Total units	Total Single	Total non-single
2011 thru 2018	9,784	7,122	2,662
Per year	1,223	890	333
2004 thru 2010	18,004	13,693	4,311
Per year	2,572	1,956	616

*Developed by The Chesapeake Group, Inc. 2020. Based on the information furnished by jurisdictions to HUD.

Since the technical end of the Great Recession, the Village permitted almost 105 housing units through 2018. The Village, on average, permitted 13 new housing units per year. This number represents about one percent (1.06%) percent of the County's total, which above "market share." For the Village, the average number of multi-family units permitted is just under one percent and is marginally above "market share." "Market share" is an essential economic concept implying "holding one's own or maintaining economic parody."

Peak years for Spring Lake permitting are 2006, 2016, and 2013. Peak years for non-single-family units are 2006 and 2016. In both cases, the number of non-single-family units permitted was the preponderance of units permitted.

*Table 3 - Village of Spring Lake New Unit Housing Permits Per Year from 2004 through 2018**

Year	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004
Total Units	6	1	32	5	17	23	13	8	1	0	2	2	47	4	4
Units in Single-Family Structures	6	1	8	5	17	23	13	8	1	0	2	2	5	4	4
Units in All Multi-Family Structures	0	0	24	0	0	0	0	0	0	0	0	0	42	0	0
Units in 2-unit Multi-Family Structures	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Units in 3- and 4-unit Multi-Family Structures	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Units in 5+ Unit Multi-Family Structures	0	0	24	0	0	0	0	0	0	0	0	0	42	0	0

*Developed by The Chesapeake Group, Inc. 2020. Based on the information furnished by jurisdictions to HUD.

For Spring Lake and of importance is the fact that housing permits from 2011 through 2018 exceeded the number permitted for the 2004 to 2010 period both in terms of total and average annual permits.

*Table 4 - Totals and Average Annual Estimates for Housing Permits for Spring Lake**

Time Frame	Total units	Total Single	Total non-single
2011 thru 2018	105	81	24
Per year	13	10	3
2004 thru 2010	60	18	42
Per year	9	3	6

*Developed by The Chesapeake Group, Inc. 2020. Based on the information furnished by jurisdictions to HUD.

PROPERTY TRENDS FOR ZIP CODE AREA 49456

Based on a review of information for the past two years available from online search engines and real estate sources, the following information on property trends and patterns for zip code area 49456 was defined.

- Office space sale prices range from $77 to $150 per square foot, but generally $80 to $90.
- Retail space sale prices range generally $80 to $85 per square foot.
- Industrial space sale prices range from $23 to $56 per square foot, but generally in $40 range.

The following is the information on the range of housing.

For single-family and condominium ownership homes, there is a substantial difference in prices between waterfront and non-waterfront properties. (Condominiums are a form of ownership not necessarily linked to any style of housing.)

*Table 5 - Single-family Unit Sale Prices**

Type of Unit	Average Sale Price	Per Sq. Ft. Price	Condo or HOA monthly fee
Non-waterfront single-family	$342,121	$146	NA
Waterfront single-family	$1,264,054	$309	NA
Non-waterfront condo	$256,300	$145	$187
Waterfront condo	$416,400	$219	$286

*Developed by The Chesapeake Group, Inc. 2020.

Rent levels vary by the number of bedrooms and the square footage of units. It is noted that the number of bedrooms is not always directly correlated to either rents or rents per square foot. Differences between supply and demand can create situations where supply in units is limited compared to other units.

*Table 6 - Apartments for Rent**

Number of Bedrooms	Average Rent	Average Sq. FT.	Average/Sq. Ft.
One	$1,540	1,096	$1.41
Two	$1,040	997	$1.04
Three	$1,300	1,133	$1.15

*Developed by The Chesapeake Group, Inc. 2020. Examples of Apartments Reviewed - Woodland Ridge, North Shore, Corner Lane, and Evergreen Village.

RESIDENT SURVEY FINDINGS

The following are characteristics of the more than 540 different households that responded to the online survey.

- Eighty-five percent of the sample resides in zip code 49456.
- The average number of people per household is 2.9.
- Eighty-two percent do not have youth in the household six years or younger.

- Seventeen percent have someone in the household employed at two different jobs. Impacts income and the likelihood of spending at food and other establishments in Spring Lake.
- There is a complete range of primary income earners represented from those under 25 years of age to those 75 years of age or older. The average age of primary income earner is 53.

*Table 7 - Age Distribution of Primary Income Earner for Responding Households**

Age Cluster	Percent
Under 25	1%
25 to 34	13%
35 to 44	22%
45 to 54	24%
55 to 64	22%
65 to 74	12%
75 or over	9%

*Developed by The Chesapeake Group, Inc., 2020.

- The average (mean) annual total household income is $115,000. The mean average is often fifty or more percent greater than the median average employed in government statistics but is much more meaningful in forecasts of demand. The mean better reflects purchasing power for all goods and services.

*Table 8 - Distribution of Income for Responding Households**

Income Cluster	Percent
$10,000 to $14,999	1%
$15,000 to $19,999	1%
$20,000 to $29,999	3%
$30,000 to $49,999	10%
$50,000 to $74,999	19%
$75,000 to $99,999	20%
$100,000 to $149,999	21%
$150,000 to $199,999	14%
$200,000 to $249,999	5%
$250,000 or more	8%

*Developed by The Chesapeake Group, Inc., 2020.

- Grocery spending is a surrogate for convenience shopping in general. The average amount spent weekly on groceries is $119 per household.

*Table 9 - Average Amount Spent Weekly on Groceries**

Grocery Spending	Percent	Grocery Spending	Percent
Less than $35	2%	$125 to $149.99	16%
$35 to $44.99	5%	$150 to $199.99	14%
$45 to $59.99	7%	$200 to $249.99	6%
$60 to $74.99	10%	$250 to $299.99	2%
$75 to $99.99	17%	$300 or more	2%
$100 to $124.99	19%		

*Developed by The Chesapeake Group, Inc., 2020.

- Meijer is the preferred store for food shopping, with more than one-half of all respondents expressing the preference.

*Table 10 - Preferred Operation for Grocery Shopping**

Operation	Percent	Operation	Percent
Meijer	57.8%	Walmart	2.3%
Aldi	14.2%	Costco	0.4%
Orchard	11.3%	Sam's Club	0.4%
Leppinks	8.9%	Target	0.2%
D & W	4.3%	Trader Joes	0.2%

*Developed by The Chesapeake Group, Inc., 2020.

- The primary communities where grocery shopping trips are made are Norton Shores, Fruitport, Muskegon, Grand Haven, Ferrysburg, and Spring Lake. Enhancement to the farmers' market is likely to yield a significant positive impact on Spring Lake as many residents shop at non-supermarket and non-box operations for fresh food and food products both in and off-season.

*Table 11 - Frequency of Fresh Food Purchases at Non-Supermarket and Non-box Operations**

Frequency	Percent
A few times/week	10%
About once/week	28%
About twice/month	23%
Once/month	12%
4 to 9 times/year	11%
Once or twice/year	11%
Less often than once/year	6%

*Developed by The Chesapeake Group, Inc., 2020.

- The majority eat lunch (66%) or dinner (72%) outside the home, purchasing the meal at foodservice operations at least once each week. The frequency of lunch trips is generally indicative of opportunities for foodservice establishments to operate both during the day and in the evenings.

*Table 12 - Frequency of Lunch and Dinner Out**

Frequency	Lunch	Dinner
A few times/week	34%	30%
About once/week	32%	42%
About twice/month	18%	17%
Once/ month	8%	7%
4 to 9 times/year	4%	1%
Once or twice/year	3%	3%
Less often than once/year	0%	1%

*Developed by The Chesapeake Group, Inc., 2020.

- Unfortunately, many of the dollars associated with eating and drinking outside the home are currently exported as sixty-two percent of the most frequent trips to food service establishments are made to operations outside of Spring Lake.

*Table 13 - Frequency of Trips to Food Service Establishments Outside of Home Outside of Spring Lake**

Frequency	Percent
A few times/week	34%
About once/week	28%
About twice/month	23%
Once/month	8%
4 to 9 times/year	5%
Once or twice/year	2%
Less often than once/year	1%

*Developed by The Chesapeake Group, Inc., 2020.

- Local non-chain full-service restaurants are the preferred type of establishment for both dinner and lunch.

*Table 14 - Type of Food Establishment Frequented**

Type of Operation	Lunch	Dinner
A national or regional chain full-service restaurant	7%	15%
A local non-chain full-service restaurant	55%	73%
Fast food operation	19%	4%
All you can eat buffet	1%	1%
Sub shop	9%	1%
Other	9%	6%

*Developed by The Chesapeake Group, Inc., 2020.

- As previously defined, many dinner and restaurant trips by residents are made to establishments outside of Spring Lake. Also, one-third of the households have one or more people that make purchases for merchandise online at least once a week. About an additional one-quarter make purchases online generally about twice per month.
- About one in four households have one or more members that seek entertainment outside of the home at least twice per month.

The following are key housing data.

- Ninety-one percent of the households own the home in which they live in the Spring Lake area.
- Eighty-seven percent reside in single-family homes.
- About forty-four percent of the homes are three-bedroom units.
- Seventy percent have rooms or areas dedicated to work, crafts, or other activities.
- The average (mean) square footage of current units is 2,055.
- Forty-three percent of all households have lived in their current home in the Spring Lake area for ten or more years.

- The average monthly payment, including those without payments, is $945. Almost three in ten households have no monthly payments reflecting tenure, living with other relatives, and different situations
- The average monthly payment is $1,300 when those without payments are excluded.
- About four in ten households defined that they are either likely to move or may move in the next five years.

*Table 15 - Probability of Moving in the Next Five Years**

Likelihood of Moving	Percent
Yes	23%
No	56%
Maybe	20%

*Developed by The Chesapeake Group, Inc., 2020.

- For those that may or are likely to move, eighty-five percent are reasonably sure the move would be within Michigan.
- In addition to those that are likely to move, twenty-two percent have someone who is likely to move, creating new households.
- Lifestyle changes and changes in household size are primary reasons moves may or are likely to occur.
- Four in ten will seek a home smaller than the current home.

*Table 16 - Scale of the Next Home**

Scale	Percent
Larger	20%
Smaller	41%
Same	33%
Uncertain	7%

*Developed by The Chesapeake Group, Inc., 2020.

- For those that will seek larger homes, the average size of the current home is 1,480 square feet.
- For those that will seek similar-sized homes to that now occupied, the average size of the current home is 1,965 square feet.
- For those that will seek smaller homes, the average size of the current home is 2,150 square feet.

*Table 17 - Current Square Footage of Current Home for Those Likely to Seek Same and Smaller Sized Unit**

Square Feet	Percent Same Size	Square Feet	Percent Smaller
Under 750 square feet	3%	Under 750 square feet	0%
750 to 999 square feet	5%	750 to 999 square feet	3%
1,000 to 1,999 square feet	49%	1,000 to 1,999 square feet	39%
2,000 to 2,499 square feet	16%	2,000 to 2,499 square feet	28%
2,500 to 2,999 square feet	13%	2,500 to 2,999 square feet	18%
3,000 to 3,499 square feet	11%	3,000 to 3,499 square feet	4%
3,500 square feet or more	2%	3,500 square feet or more	8%
Total	100%	Total	100%

*Developed by The Chesapeake Group, Inc., 2020.

- Those wanting more space and currently have 750 to 999 square feet have an average monthly payment of $875.
- Those wanting more space and currently have 1,000 to 1,999 square feet have an average monthly payment of $975.
- Those wanting the same size as their current home that has 1,000 to 1,999 square feet have an average monthly payment of $1,016.
- Those wanting the same size as their current home that has 2,000 to 2,599 square feet have an average monthly payment of $995.
- Those wanting the same size as their current home that has 2,500 to 2,999 square feet have an average monthly payment of $1,485.
- Those wanting smaller units in the future and currently have 1,000 to 1,999 square feet have an average monthly payment of $1,042.
- Those wanting smaller units in the future and currently have 2,000 to 2,499 square feet have an average monthly payment of $1,100.
- Those wanting smaller units in the future and currently have 2,500 to 2,999 square feet have an average monthly payment of $1,400.
- Those wanting smaller units in the future and currently have 3,500 square feet, or more have an average monthly payment of $2,575.

*Table 18 - Monthly Payments for Those with Current Units 3,500 Square Feet or More Wanting Smaller Units**

Monthly Payment	Percent
$1,750 to $1,999/month	20%
$2,000 to $2,499/month	20%
$2,500 to $2,999/month	40%
$3,000 or more/month	20%

*Developed by The Chesapeake Group, Inc., 2020.

Transportation costs are most often a large proportion of the household budget. Transportation is also essential to future design.

- Eight out of ten households have at least two vehicles.
- About one-third of the households have a member that rides a bike for recreation, physical fitness, work, or other purposes at least once a week.
- A higher proportion – sixty-five percent - walk for recreation, physical fitness, work, or other purposes at least once a week.

*Table 19 - Frequency of Riding a Bicycle or Walking for Work, Recreation, or Health**

Transpo. Means	Once/wk or +	A Few times/mon	Once/mon	Once/mon	Once/mon	Once/mon
Bicycle	34%	20%	7%	14%	3%	25%
Walk	65%	19%	4%	4%	3%	7%

*Developed by The Chesapeake Group, Inc., 2020.

- For those households that might move in the next five years, walkability is considered to be "extremely important" by forty-three percent. An additional one-third believe it to be "very important."

*Table 20 - Importance of Walkability in the Next Location**

Importance of Walkability	Percent
Extremely important	43%
Very important	33%
Somewhat important	17%
Not so important	5%
Not at all important	2%

*Developed by The Chesapeake Group, Inc., 2020.

- The majority of responding households consider "shopping options" to which one can walk, "Spring Lake's shopping experience," and "Spring Lake's restaurant options" are "poor" or "fair." Each has an impact on the design of an area.

*Table 21 - Evaluation of Specific Characteristics that Impact Design for Spring Lake**

Characteristics	Poor	Fair	Good	Very Good	Excellent
Housing options	15%	29%	39%	14%	3%
Availability of professional and personal services	10%	35%	41%	12%	2%
Shopping options to which I can walk	56%	27%	12%	3%	2%
Spring Lake's shopping experience	52%	34%	10%	3%	0%
Spring Lake's restaurant options	19%	44%	28%	8%	2%
Walking experiences that are safe, comfortable, and interesting	7%	17%	29%	28%	19%
The availability of places that I can live, recreate, walk, and work at or near one location	17%	30%	31%	15%	6%

*Developed by The Chesapeake Group, Inc., 2020.

DEMAND FORECASTS

The following are estimates of additional marketable activity for Spring Lake. The opportunities are not linked to any specific development proposal or tract of land.

HOUSING

Based on historical patterns in the County, the Village, as well as an additional database derived from The Chesapeake Group's surveys of residents in Spring Lake and other areas of the County, the potential for new housing units in Spring Lake is defined. Two scenarios are presented. One is defined as "Market Share," while the other is called "Increased Market Share." As previously described, market share is an important economic concept implying "holding one's own" or maintaining economic parody. Based on the presented data, Spring Lake has slightly outperformed its market share in the past.

It is noted that both estimates are not linked to holding capacity of available land, current zoning, current planned activity, or any existing development regulations. To achieve either Market Share or Increased Market Share, which are based solely on market factors, may require redevelopment or other similar options.

As contained in Table 22, in the Increased Market Share alternative, Spring Lake will support a total of roughly 240 new units by 2025 and 400 new homes by 2030. Of the 240 units by 2025, nearly one-half would be non-single-family structures likely duplexes, townhome, and other attached structures. As many as 225 of the 2030 total of 400 units could be independent, active adult living. It is also noted that active adult and independent living units could also be associated with fifty or more percent of the single-family units.

*Table 22 - Market Share and Increased Market Share Estimates of Future Housing Units for Spring Lake**

Spring Lake Opportunity Market Share	**Units**
2000 to 2025	198
2000 to 2030	363
Spring Lake Opportunity Above Market Share	
2000 to 2025	240
2000 to 2030	400

*Developed by The Chesapeake Group, Inc., 2020.

RETAIL GOODS AND RELATED SERVICES

New rooftops result in increased spending and demand for retail goods and related supportable space. It is noted that no jurisdiction can be expected to capture all demand created by any market. Spending will occur in many places, including operations near home and work. Online purchases, vacation spending, and other activity diminish local sales. On the other hand, people working within the area, employed nearby, and those coming to the area for a range of purposes will and do spend money in Spring Lake. Some dollars are exported, while others are imported. Currently, the survey indicates that there is an opportunity to diminish the exportation of dollars from Spring Lake residents, particularly in food, food services, and linked entertainment activity.

Based on the anticipated growth in rooftops, Spring Lake is expected to be able to support an additional 46,000 square feet of retail goods and related services space by 2025. There is also the potential to capture exported space in "Eat/Drink" or food services, "General Merchandise," and "Miscellaneous" retail that includes operations such as Barber/Beauty salons, Book Stores, Florist/ Nurseries, Paper/Paper Products, and Gifts and Novelties. (Further breakdown of retail goods and related services demand is found in the appendix.)

Most of the commercial opportunities are appropriate for land/parcels/structures associated with the core of Spring Lake.

Retail and entertainment are today and will continue to be in the future linked to "entertainment" so that one creates an experience, not merely a shopping trip or a trip to go to a restaurant. The catalytic activity and focus would be food service establishments.

*Table 23 - Estimates of Supportable Retail Goods and Related Services Space for Spring Lake for 2020 and 2025 and the Change from 2020 to 2025**

Category	2020 Space	2025 Space	2020-25 Space
Food	72,077	74,325	2,249
Eat/Drink	122,779	126,607	3,829
General Merchandise	420,906	434,028	13,123
Furniture	17,896	18,455	557
Transportation	204,885	211,272	6,387
Drugstore	31,980	32,978	997
Apparel	59,637	61,496	1,858
Hardware	158,965	163,924	4,955
Vehicle Service	111,288	114,759	3,469
Miscellaneous	279,281	287,987	8,706
TOTAL	1,479,694	1,525,831	46,130

*Developed by The Chesapeake Group, Inc., 2020.

OFFICE SPACE

The office market continues to change with the increased emphasis on flexible work arrangements, co-working space, and in-home live/work activity. Added rooftops increase demand for professional services and related space derived from the new households. Rooftop growth and the desire of people to work near home also provides the opportunity for office space growth.

New demand generates about 50,000 square feet of multi-tenant office space by 2030. There is a potential unmet niche for co-working space in Spring Lake.

COMPOSITE OF OPPORTUNITIES

The following table summarizes the additional marketable activity for Spring Lake by 2025. The estimates are conservative, tending to understate demand to ensure Return-On-Investment for both the private and public sectors.

*Table 24 - Composite Conservatively Estimated Opportunities for Spring Lake by 2025**

Type of Activity	Amount of Additional Space or Units
Housing	198 to 240 units
Retail Goods & Services, with Appropriate Entertainment	46,000 sq. ft. + recapture of select categories
Office	50,000 sq. ft. including co-working space

*Developed by The Chesapeake Group, Inc., 2020.

SUGGESTED ACTIONS TO FACILITATE MARKET OPPORTUNITIES

The following are potential policies and actions to strengthen economic activity and to enhance the ability to seize anticipated future opportunities.

1. Enhance walkability within Spring Lake's core area and waterfront.

2. Create or enhance spaces for indoor activity for meetings, small family events, etc. in the core area to generate the ability to draw regular resident and non-resident traffic to the core.
3. Expand restaurant opportunities.
4. Expand the integration of housing in the core to assist with creating a "24/7" activity to the extent possible.
5. Expand co-working space in the core providing the ability to have "on-site" day and evening full-year market for food establishments.

APPENDIX

Zip Code

Zip Code Area	Percent
49456	85.1%
49448	5.7%
49417	5.0%
49415	1.0%
49409	0.7%
49441	0.7%
49356	0.5%
49457	0.5%
Others	0.6%
Total	100.0%

*Developed by The Chesapeake Group, Inc., 2020

Full-time Employment in Households

# Full-time	Percent
0	23%
1	34%
2	37%
3	5%
4 or more	0%

*Developed by The Chesapeake Group, Inc., 2020.

Frequency of Online Purchases

Frequency	Percent
A few times/week	19%
About once/week	24%
About twice/month	28%
Once/ month	11%
4 to 9 times/year	10%
Once or twice/year	5%
Less often than once/year	4%

*Developed by The Chesapeake Group, Inc., 2020.

Entertainment Activity

Frequency	Movies	Crafts/ Arts	Collectibles	Prof. Sports	College Sports	High School Sports	Any Form of Entertainment
A few times/week	0%	0%	0%	0%	0%	4%	9%
About once/week	1%	1%	0%	0%	0%	7%	13%
About twice/month	5%	2%	1%	0%	1%	5%	16%
Once/month	9%	4%	1%	2%	2%	3%	17%
4 to 9 times/year	27%	19%	5%	8%	9%	10%	19%
Once or twice/year	34%	46%	21%	33%	21%	19%	11%
Less often than once/year	24%	27%	72%	55%	68%	52%	14%

*Developed by The Chesapeake Group, Inc., 2020.

Ownership	Percent
Own	91%
Rent	7%
Condominium	2%

*Developed by The Chesapeake Group, Inc., 2020.

Tenure at Current Address

Tenure	Percent
2 years or less	17%
3 to 4 years	18%
5 to 9 years	22%
10 to 19 years	23%
20 or more years	20%

*Developed by The Chesapeake Group, Inc., 2020.

Style of Home

Type of Unit	Percnt
single-family home	86.5%
duplex	2.0%
townhouse	0.2%
loft	0.5%
apartment or room	1.6%
condominium	7.9%
Other (please specify)	1.4%

*Developed by The Chesapeake Group, Inc., 2020.

Number of Bedrooms for Current Home

Number of Bedrooms	Percent
1	2%
2	14%
3	44%
4 or more	41%

*Developed by The Chesapeake Group, Inc., 2020.

Dedicated Room or Area for Crafts, Office, etc.

Dedicated Area	Percent
Yes	71%
No	22%
Not Certain/ Nothing Permanent	7%

*Developed by The Chesapeake Group, Inc., 2020.

Current Home Size

Square Feet	Percent
Under 750 square feet	1%
750 to 999 square feet	6%
1,000 to 1,999 square feet	43%
2,000 to 2,499 square feet	23%
2,500 to 2,999 square feet	14%
3,000 to 3,499 square feet	7%
3,500 square feet or more	6%

*Developed by The Chesapeake Group, Inc., 2020.

Monthly Mortgage or Rent Payment	Percent
None	28%
Less than $750/month	11%
$750 to $999/month	20%
$1,000 to $1,249/month	11%
$1,250 to $1,499/month	11%
$1,500 to $1,749/month	6%
$1,750 to $1,999/month	4%
$2,000 to $2,499/month	5%
$2,500 to $2,999/month	2%
$3,000 or more/month	2%

*Developed by The Chesapeake Group, Inc., 2020.

Primary Reason for Such a Move

Reasons for Moving	Percent
life-style changes	33%
increase in the number of people living in the residence	7%
decrease in the number of people living in the residence	11%
housing market conditions	5%
rental conditions	1%
changes in a household member's physical conditions/medical change	15%
changes in fiscal conditions	9%
Others	20%

*Developed by The Chesapeake Group, Inc., 2020.

Those Wanting Larger

Current Size

Square Feet	Percent
750 to 999 square feet	22%
1,000 to 1,999 square feet	65%
2,000 to 2,499 square feet	12%
2,500 to 2,999 square feet	2%
Total	100%

*Developed by The Chesapeake Group, Inc., 2020.

Current 750 to 999 square feet

Monthly Payment	Percent
Less than $750/month	30%
$750 to $999/month	60%
$1,250 to $1,499/month	10%

*Developed by The Chesapeake Group, Inc., 2020.

Current 1,000 to 1,999 square feet

Monthly Payment	Percent
Less than $750/month	10%
$750 to $999/month	57%
$1,000 to $1,249/month	20%
$1,250 to $1,499/month	13%

*Developed by The Chesapeake Group, Inc., 2020.

Those wanting the same size as current unit

1,000 to 1,999 square feet Current Payments

Monthly Payment	Percent
Less than $750/month	35%
$750 to $999/month	41%
$1,000 to $1,249/month	6%
$1,250 to $1,499/month	6%
$1,750 to $1,999/month	12%

*Developed by The Chesapeake Group, Inc., 2020.

2,000 to 2,499 square feet Current Payments

Monthly Payment	Percent
$750 to $999/month	50%
$1,000 to $1,249/month	17%
$1,250 to $1,499/month	33%

*Developed by The Chesapeake Group, Inc., 2020.

2,500 to 2,999 square feet Current Payments

Monthly Payment	Percent
$750 to $999/month	14%
$1,000 to $1,249/month	14%
$1,500 to $1,749/month	14%
$2,000 to $2,499/month	43%

*Developed by The Chesapeake Group, Inc., 2020.

Those wanting smaller units in the future

1,000 to 1,999 square feet Current Payments

Monthly Payment	Percent
$750 to $999/month	58%
$1,000 to $1,249/month	33%
$1,750 to $1,999/month	8%

*Developed by The Chesapeake Group, Inc., 2020.

2,000 to 2,499 square feet Current Payments

Monthly Payment	Percent
Less than $750/month	31%
$750 to $999/month	38%
$1,000 to $1,249/month	8%
$1,250 to $1,499/month	8%
$1,500 to $1,749/month	8%
$2,000 to $2,499/month	8%

*Developed by The Chesapeake Group, Inc., 2020.

2,500 to 2,999 square feet Current Payments

Monthly Payment	Percent
$750 to $999/month	22%
$1,000 to $1,249/month	33%
$1,250 to $1,499/month	11%
$1,750 to $1,999/month	22%
$2,000 to $2,499/month	11%

*Developed by The Chesapeake Group, Inc., 2020.

3,500 square feet or more Current Payments

Monthly Payment	Percent
$1,750 to $1,999/month	20%
$2,000 to $2,499/month	20%
$2,500 to $2,999/month	40%
$3,000 or more/month	20%

*Developed by The Chesapeake Group, Inc., 2020.

Number of Personal Vehicles

Number of Vehicles	Percent
0	1%
1	17%
2	52%
3	18%
4 or more	12%

*Developed by The Chesapeake Group, Inc., 2020.

Retail Goods and Related Services estimates of Sales and Space by Category and Sub-category

Sub-category	2020 Sales	2025 Sales	2020-25 Sales	2020 Space	2025 Space	2020-25 Space
Food	$45,311,000	$46,724,000	$1,413,000	72,077	74,325	2,249
Supermarkets	37,834,685	39,014,540	1,179,855	57,325	59,113	1,788
Independents	3,624,880	3,737,920	113,040	9,062	9,345	283
Bakeries	996,842	1,027,928	31,086	3,323	3,426	104
Dairies	589,043	607,412	18,369	1,636	1,687	51
Others	2,265,550	2,336,200	70,650	731	754	23
Eat/Drink	51,567,000	53,175,000	1,608,000	122,779	126,607	3,829
General Merchandise	70,916,000	73,127,000	2,211,000	420,906	434,028	13,123
Dept. Stores	25,104,264	25,886,958	782,694	104,601	107,862	3,261
Variety Stores	5,105,952	5,265,144	159,192	30,035	30,971	936
Jewelry	4,893,204	5,045,763	152,559	6,892	7,107	215
Sporting Goods/Toys	7,729,844	7,970,843	240,999	30,919	31,883	964
Discount Dept.	26,593,500	27,422,625	829,125	241,759	249,297	7,538
Antiques, etc.	354,580	365,635	11,055	1,542	1,590	48
Others	1,134,656	1,170,032	35,376	5,158	5,318	161
Furniture	7,775,000	8,018,000	242,000	17,896	18,455	557
Furniture	1,174,025	1,210,718	36,542	3,787	3,906	118
Home Furnishings	1,617,200	1,667,744	50,336	5,990	6,177	186
Store/Office Equip.	1,228,450	1,266,844	38,236	2,559	2,639	80
Music Instr./Suppl.	334,325	344,774	10,406	1,672	1,724	52
Radios,TV, etc.	3,421,000	3,527,920	106,480	3,888	4,009	121
Transportation	62,515,000	64,464,000	1,949,000	204,885	211,272	6,387
New/Used Vehicles	21,880,250	22,562,400	682,150	54,701	56,406	1,705
Tires, Batt., Prts.	27,569,115	28,428,624	859,509	114,871	118,453	3,581
Marine Sales/Rentals	3,313,295	3,416,592	103,297	8,955	9,234	279
Auto/Truck Rentals	9,752,340	10,056,384	304,044	26,358	27,179	822
Drugstore	32,620,000	33,638,000	1,017,000	31,980	32,978	997
Apparel	21,494,000	22,164,000	670,000	59,637	61,496	1,858
Men's and Boy's	2,815,714	2,903,484	87,770	7,039	7,259	219
Women's and Girl's	7,136,008	7,358,448	222,440	19,287	19,888	601
Infants	451,374	465,444	14,070	1,505	1,551	47
Family	5,975,332	6,161,592	186,260	23,901	24,646	745
Shoes	4,492,246	4,632,276	140,030	5,105	5,264	159
Jeans/Leather	85,976	88,656	2,680	287	296	9
Tailors/Uniforms	386,892	398,952	12,060	1,934	1,995	60
Others	150,458	155,148	4,690	579	597	18
Hardware	39,010,000	40,227,000	1,216,000	158,965	163,924	4,955
Hardware	18,880,840	19,469,868	588,544	68,658	70,800	2,140
Lawn/Seed/Fertil.	741,190	764,313	23,104	2,180	2,248	68
Others	19,387,970	19,992,819	604,352	88,127	90,876	2,747
Vehicle Service	45,713,000	47,139,000	1,425,000	111,288	114,759	3,469
Gasoline	15,542,420	16,027,260	484,500	10,719	11,053	334
Garage, Repairs	30,170,580	31,111,740	940,500	100,569	103,706	3,135
Miscellaneous	69,933,000	72,113,000	2,180,000	279,281	287,987	8,706
Advert. Signs, etc.	1,118,928	1,153,808	34,880	4,069	4,196	127
Barber/Beauty shop	4,265,913	4,398,893	132,980	21,330	21,994	665
Book Stores	3,216,918	3,317,198	100,280	17,872	18,429	557
Bowling	1,608,459	1,658,599	50,140	16,085	16,586	501
Cig./Tobacco Dealer	489,531	504,791	15,260	979	1,010	31
Dent./Physician Lab	2,797,320	2,884,520	87,200	8,607	8,875	268
Florist/Nurseries	5,244,975	5,408,475	163,500	12,341	12,726	385
Laundry, Dry Clean	2,377,722	2,451,842	74,120	7,926	8,173	247
Optical Goods/Opt.	1,678,392	1,730,712	52,320	4,795	4,945	149
Photo Sup./Photog.	4,825,377	4,975,797	150,420	13,787	14,217	430
Printing	5,664,573	5,841,153	176,580	20,598	21,241	642
Paper/Paper Prod.	3,007,119	3,100,859	93,740	15,036	15,504	469
Gifts/Cards/Novel.	10,000,419	10,312,159	311,740	33,335	34,374	1,039
Newsstands	559,464	576,904	17,440	1,119	1,154	35
Video Rent/Sales	9,091,290	9,374,690	283,400	45,456	46,873	1,417
Others	13,986,600	14,422,600	436,000	55,946	57,690	1,744
TOTAL	$446,854,000	$460,789,000	$13,931,000	1,479,694	1,525,831	46,130

*Developed by The Chesapeake Group, Inc., 2020.

Section 04

Design Elements

Architecture

Why:
The architecture is one of the many components that directly contributes to a downtown's sense of place and unique identity. Great architecture results in a great experience.

Thoughtful architecture that acknowledges its contexts contributes to its community identify as a whole rather than become a single element within it. A single building should never be a "jewel" amongst others.

Architecture should:
- Understand its context and complement it
- Get the proportions of the building right (Base | Middle | Top)
- Not be afraid to be contemporary
- Accurately reflect a particular style if that style is important

Image Source: 49er Badger, flickr.com

Image Source: Practical Visionaries, practical-visionaries.org

Image Source: Buildings Are Cool, buildingsarecool.com

Architecture - Proportions

Why:
All buildings should be designed with the correct proportions with a clearly defined, Base, Middle and Top area. Elements within those areas can vary and be distinct, but all buildings must have these areas to be proportionally correct.

Image Source: Google Earth, Streetview

Street - Typologies

The M-104 (Savidge Street) east/west corridor, which bifurcates the Village of Spring Lake has historically developed as the primary retail corridor. The traffic counts on this section of highway warrant continued development now and in the future. As a result of this peak time traffic, residents have chosen other alternative routes, such as Exchange street to get to their destinations. The traffic shift to this arterial has created an opportunity for more exposure to the waterfront and the possibility to introduce new compatible land uses on the available vacant land.

The Mill Point Park and Tanglefoot areas along the riverfront, coupled with potential new development begin to create an important and desirable link to downtown. This connectivity heightens the significance of the north/south collector streets and promotes future expansion of sidewalks and non-motorized pathways. This strong link can be further enhanced through traffic calming, safe pedestrian crossings and increased landscaping.

Image Source: United Way, changethestory.org

Image Source: Joey B. Lax-Salinas, traversecityphotos.com

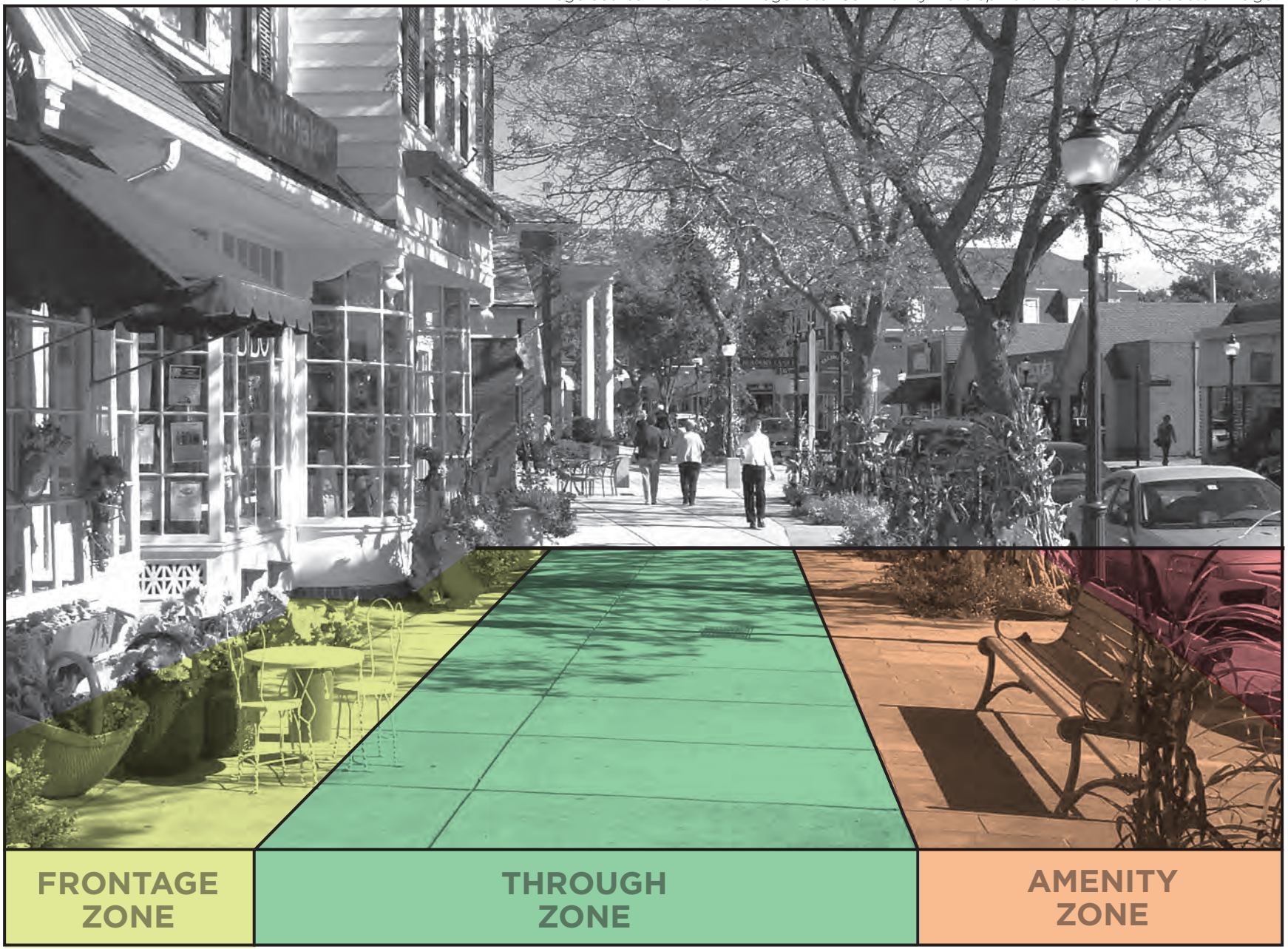
Image Source: GD333, Wikipedia, en.wikipedia.org

Street - Typologies

Image Source: Spring Lake Village Master Plan, springlakevillage.org

Streetscape - Zones

Image Source: Downtown Bridgewater Community Development Master Plan , doc.acton-ma.gov



TRAVEL ZONE

Building Entrances
Sidewalk Cafes
Outdoor Displays

Sidewalk

Transit Stops| Street Furniture
Trees | Bicycle Parking |
Sidewalk Cafes

Streetscape - Zones

Zones
All streets are made up of various zones that vie for limited space between the areas occupied by vehicles and the areas occupied by pedestrians. To make clear the trade-offs between different design choices and optimize benefits the community receives from its streets, this design manual identifies three conceptual 'Zones' that make up the right-of-way of the street.

Frontage Zone
This is the area adjacent to building facades. It is an area that can be occupied by sidewalk cafes, outdoor merchandising displays, planter pots, and other amenities.

Through Zone
This area is between the building "Frontage Zone" and the "Amenity Zone" adjacent to the street curb. Its intended for pedestrians to use when traveling from one area within the downtown to another. This zone should be clear at all times and no elements should impede the movement of pedestrian foot traffic.

Amenity Zone
This area is located adjacent to the street curb. It is an area that has the spatial ability to accommodate transit stops, street furniture, street trees and associated planters, bicycle parking, and sidewalk cafes.

Image Source: Minneapolis Downtown Improvement District, minnpost.com

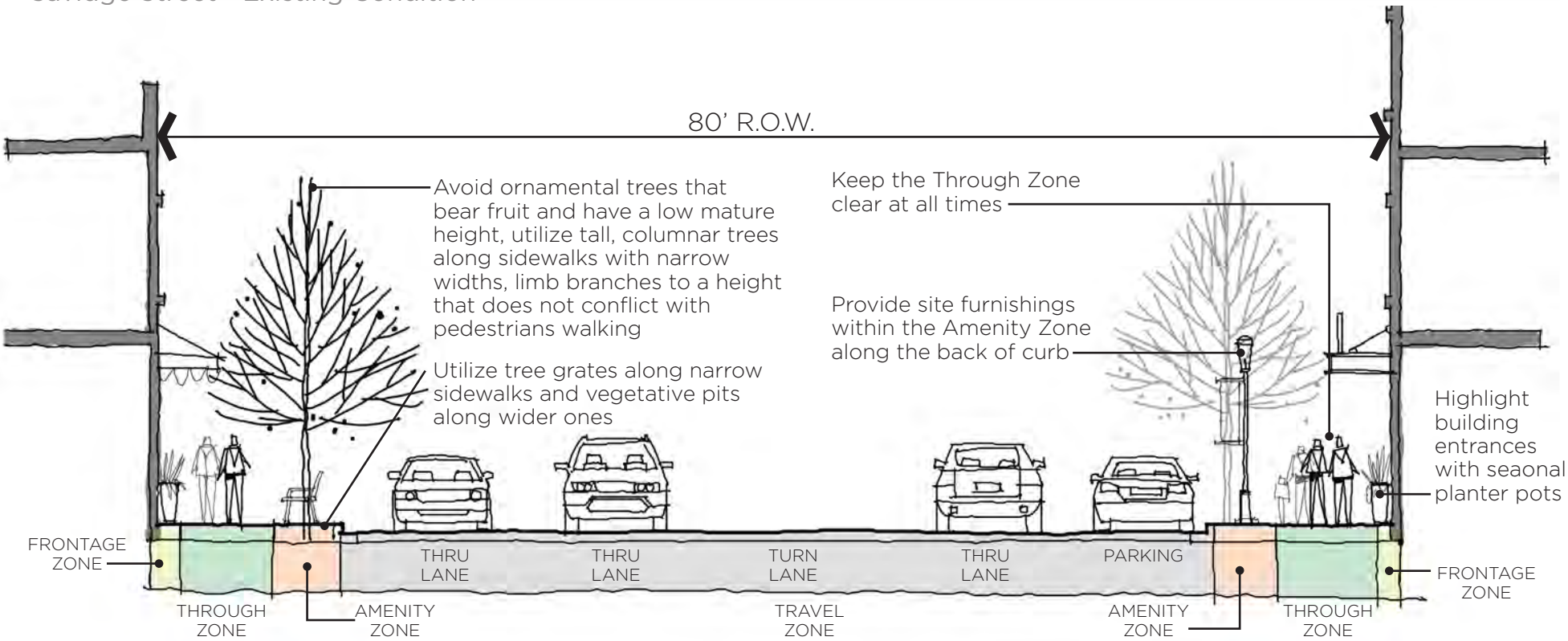
Image Source: Dan Zack, plannerdan.com

Image Source: Mahan Rykiel Associates, mahanrykiel.com

Streetscape - Zones

Savidge Street - Existing Condition

Image Source: Google Earth, Streetview

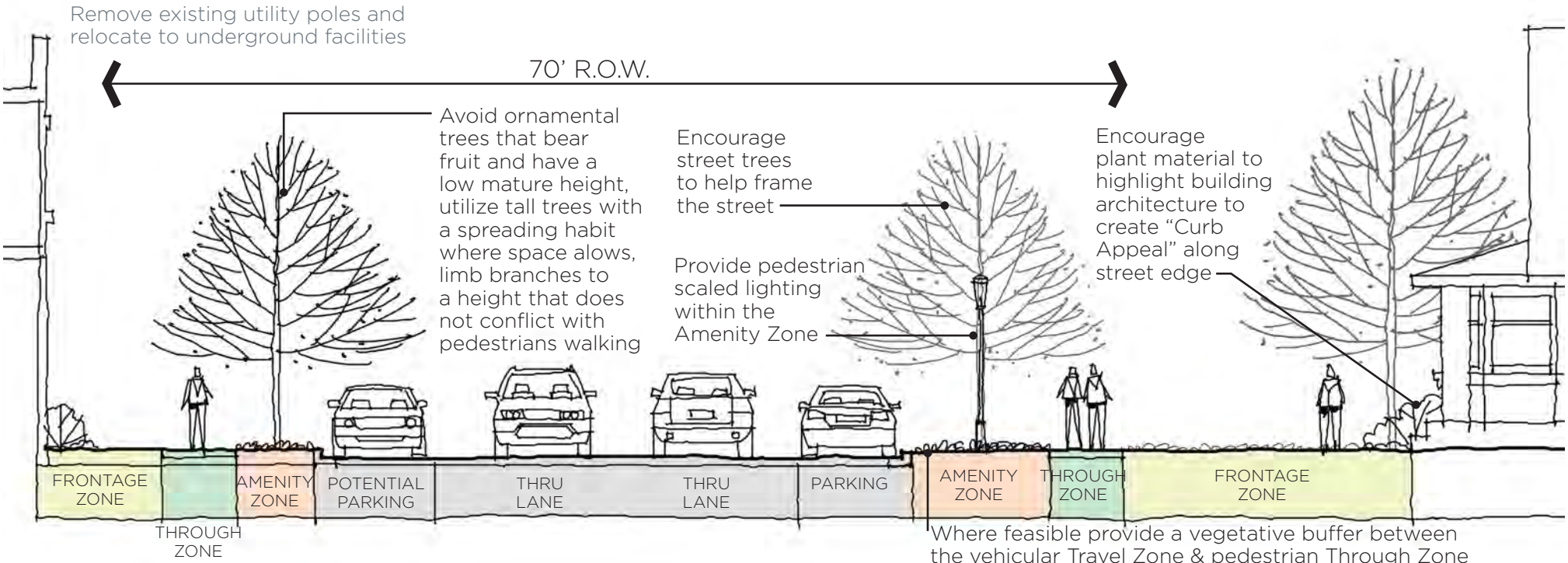


Savidge Street - Potential Future Condition

Streetscape - Zones

Exchange Street - Existing Condition

Image Source: Google Earth, Streetview



Exhcange Street - Potential Future Condition

Streetscape - Trees & Planters

Why:
Downtowns that provide visitors with a great experience have great street trees. They contribute to sense of place. They should not be considered an accessory to design, but rather a integral component of a design.

Street trees have a dual purpose and perform both a "Form" and "Function" component along a street. Regarding "Form" they contribute to the character of the street and its experience. Regarding "Function" they provide shade thus reducing the heat island effect. They also manage stormwater quantity and control benefits through their root systems.

Street trees should be included on every street unless an exception is allowed due to spatial limitations and underground infrastructure.

Trees should be:

- Selected from an approved tree species list and have a mature height and canopy spread that does not negatively impact their surroundings
- A consistent species along a given block length or entire street
- Planted in pits or areas that provide an adequate amount of soil volumes feet to support robust growth
- Small Tree: 600 cubic feet
- Medium Tree: 1,000 cubic feet
- Large Tree: 1,500 cubic feet
- Planted in a landscape area that is a minimum 4' wide
- Trimmed to a height of 7-feet above the sidewalk in areas with high volumes of pedestrian foot traffic
- Provided adequate water and drainage throughout their life expectancy (especially during the first two years of planting)

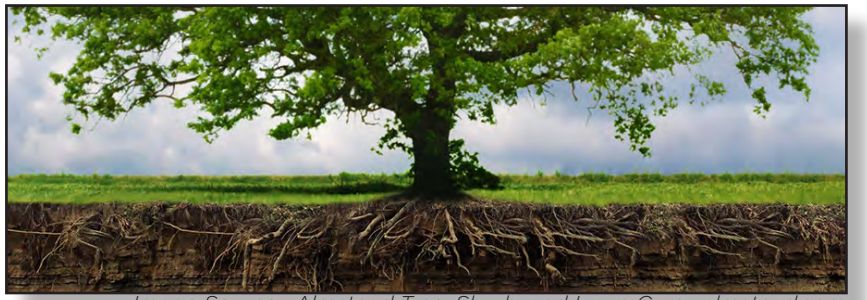


Image Source: Almstead Tree, Shrub, and Lawn Care, almstead.com

Image Source: Tom McGilloway, mahanrykiel.com

Image Source: Greenville Moves, greenvillemoves.com

Streetscape - Traffic Calming & Pedestrian Safety

Why:
Successful downtown urban environments place an emphasis on pedestrians safety and traffic calming methods.

Several methods to promote those goals are curb extensions, crosswalk enhancements, and pedestrian crossing islands.

Curb extensions extend the sidewalk into the roadway or parking lane to narrow the roadway thus shortening the crossing distance and slowing vehicular traffic. They can be located at street corners or at mid-blocks. They can be lengthened along the roadway to increase public space for transit shelters, benches, landscaping and stormwater management

Crosswalk enhancements use texture, patterns, and colors to articulate the crossings to break up the monotony of asphalt. These materials should be slip-resistant and avoid creating uncomfortable surfaces for those in wheelchairs or other mobility devices.

Pedestrian refuge islands are raised or curb sections within the roadway that provide a safe landing zone for pedestrians to use while crossing a street with multiple travel lanes.

Image Source: Melissa Gregersen, gregersenphotography.com

Image Source: Kootenai Street Traffic Calming Study, achdidaho.org

Image Source: South Haven Visitors Bureau, southhaven.org

Streetscape - Wayfinding

Why:
Wayfinding assists pedestrians, cyclists, and motorists with finding their destinations of interests. It is typically done via signage and may be directional (orienting a user where they are or where they are going), informational (informs a user of an area of interest), and conformational (assures a user they are on the same route). With today's technology, wayfinding is often combined with mobile based apps to help users find their destinations or points of interest.

Wayfinding should be:

- Consistently designed to aid in identification and legibility
- Oriented towards the appropriate user (pedestrian, cyclists, and motorists
- Simple and concise
- Located in the "Amenity Zone" and must not impede pedestrian movement

Image Source: Bill Green, The Frederick News-Post

Image Source: Littleton Colorado, littletongov.org

Image Source: Josh Davis, Bayside Gazette

Streetscape - Screening | Fencing & Vegetative Buffers

Why:
Not all areas within a downtown area need to be highlighted. The strategic use of vegetative screens and architectural fencing can help mitigate these issues. For example, parking areas adjacent to commercial areas with high volumes of pedestrian and vehicular traffic should be visually minimized when possible. Enough space should be provided adjacent to the parking lot to accommodate an area of layered plantings (ground covers, shrubs, and trees) or architectural fencing to shield views. It is very important that when using these techniques that pedestrian safety and security is not compromised.

When space allows, a vegetative buffer, should be provided between vehicular travel lanes and pedestrian sidewalks. This buffer can support large street trees and other amenities such as lighting. The goal is to protect pedestrians from the moving vehicles whenever possible. Rarely should a pedestrian sidewalk be placed directly adjacent to vehicular travel lanes.

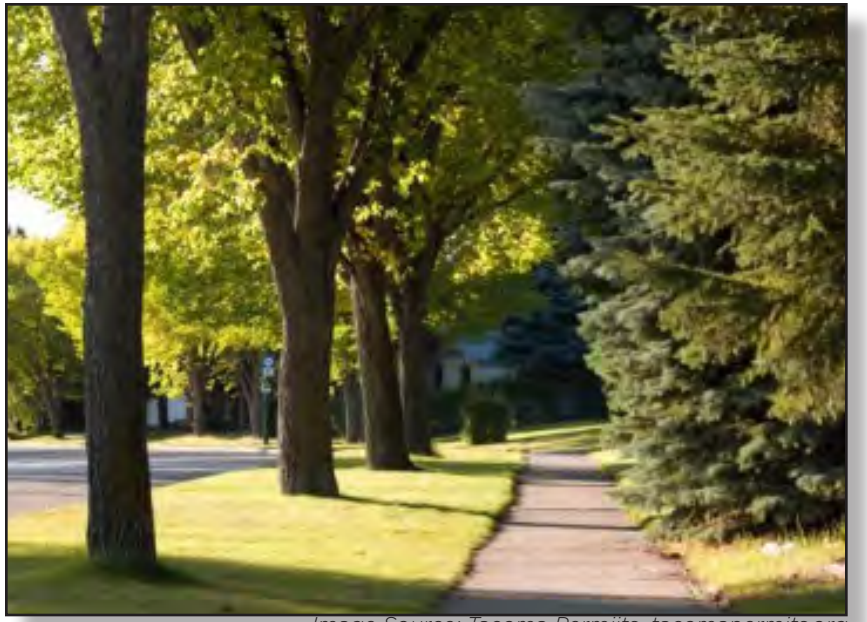


Image Source: Tacoma Permiits, tacomapermits.org

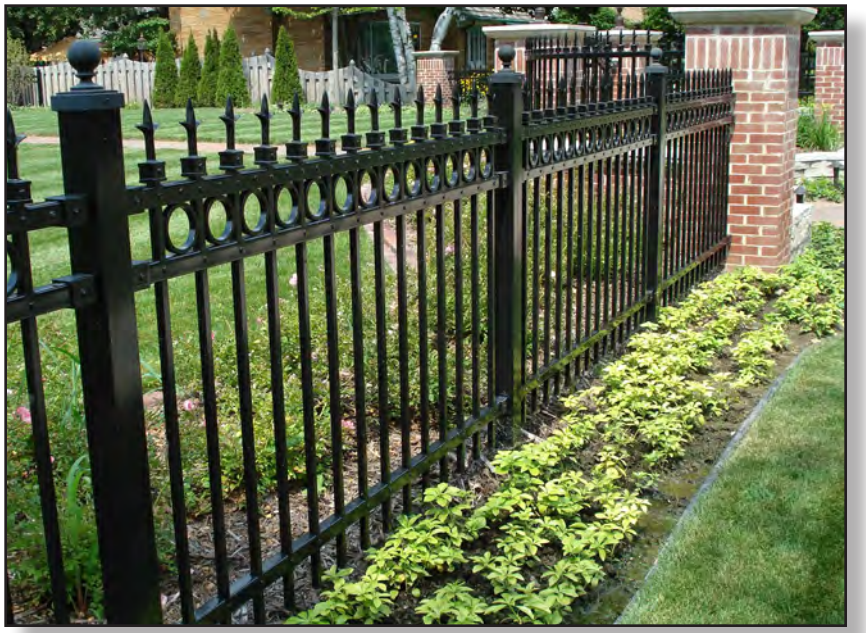


Image Source: Munson, Inc., munsoninc.com/fencing/residential fencing/

Image Source: The National Gardening Association Plant Database, garden.org

Streetscape - Cafe Seating & Outdoor Merchandising

Why:
Successful streetscapes are prolific with activity and amenities. When people see cafe spaces filled with other people it encourages them to want to occupy them also. Also, dining outside gives people an opportunity to observe exciting and diverse scenery that simply is not easily offered indoors.

Outdoor merchandising gives business owners an opportunity show their brand and uniqueness.

Cafe Seating should be:

- Located adjacent to the building in the "Frontage Zone" or along the street curb edge in the "Amenity Zone" with ample room between vehicular travel lanes or parked cars.
- Separated from the pedestrian travel zone with some type of barrier (i.e. railing or planter boxes), especially in instances where alcohol is served.
- Located in spaces with lots of activity and opportunities for people watching.
- Located in a manner to take advantage of street tree shade.
- Outdoor merchandising should be unique and of an appropriate size to complement the sidewalks they are located on.
- Outdoor merchandising should not be illuminated.

Image Source: SFBetterStreets, sfbetterstreets.org

Image Source: Boulder Colorado USA, bouldercoloradousa.com

Image Source: The White Pad, thewhitepad.com

Streetscape - Public Seating

Why:
The provision of public seating makes spaces more inviting for all users. It gives them a place to relax or socialize. The types (seatwalls, benches, chairs) of seating should be varied. It can be affixed , but when possible, moveable for the users convenience but not at the expense of security.

In general, seating should be located in a manner that ensures it will be regularly used and highly visible to promote its usage and enhance the use and activity of a given space.

Public seating should be:

- Varied in visual form and design (bench, chair, custom)
- Located in the "Frontage Zone" parallel to a building or "Amenity Zone" along the street curb. It should not impede pedestrian movement
- Oriented parallel or perpendicular to the street curb
- Situated to maintain a 3' clear zone to the sides and front of the seating to provide ADA accessibility & clearance for wheelchairs.
- Standard manufactured designs that are easily replaceable when used in large quantities.
- Designed with breaks, or arm rests or other elements to interrupt the seating edge to discourage uses other than sitting (i.e. skateboarding, sleeping).

Image Source: Therese Swan, santanarowluxuryhomes.com

Image Source: Pentagon Row, pentagonrow.com

Image Source: Sasaki, sasaki.com

Streetscape - Planter Pots

Why:
Planter pots are an opportunity to enliven a streetscape and an opportunity for businesses owners to showcase their unique brand along the street. Not only do the planter pots themselves have the ability to be visual appealing, so do the plants that are used within them. They also have the ability highlight the various seasons throughout the year using various plant types and materials and this isn't just restricted to spring, summer and fall.

Planter pots should be:

- Located in a manner as not to impede pedestrian movement
- Used to create boundaries for spaces that do not have permanent fixtures to create such edges
- Located to highlight building entrances or specific architectural features.
- Varied in form, shape, material and color
- Planted with plant materials that complement a specific season

Image Source: Kelly Larken, kellyinthecity.com

Image Source: Santana Row, houston.culturemap.com

Image Source: Ruppert Landscape, ruppertlandscape.com

Streetscape - Paving

Why:
Pavement materials and patterns are ways to define areas within the ground plane, specifically as it relates to the "Frontage Zone," "Through Zone" and "Amenity Zone." It should highlight areas of potential conflict between vehicular and pedestrian areas. Patterns should not be overly complicated and should always be slip-resistant and avoid creating uncomfortable surfaces for those in wheelchairs or other mobility devices.

Pavement materials should be consistent along a given block, area, or district, but variations are permitted with the right circumstances. The idea is that the pavement materials and patterns collectively contribute to community identity and are not intended to be stand alone design elements within it.

Pavement should be:

- Concrete, concrete with acid etching or exposed aggregate finish, brick pavers, concrete pavers (colored concrete should be avoided)
- Earth tone and natural colors (bright unnatural colors should be avoided)

Image Source: Tom McGilloway, mahanrykiel.com

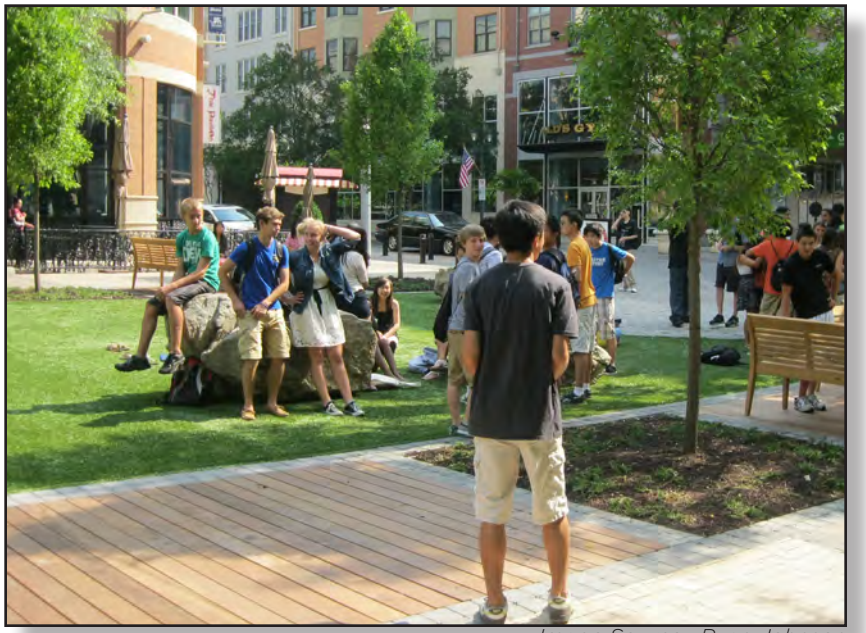


Image Source: Ryan Johnson

Image Source: apartments.com

Streetscape - Waste & Recycling Receptacles

Why:
Waste and recycling receptacles help keep places clean and help minimize loose trash and refuse.

Receptacles should be located at key locations (such as; transit stops, commercial areas, schools, parks, and recreation centers) with high volumes of pedestrian foot traffic. They should be visible and placed conveniently not only for those who wish to use them, but also for those individuals who need to maintain them (such as curbside pickup).

Waste and recycling receptacles should be:

- Made of durable materials (metal, plastics, rubber)
- Designed with a closed top or cover to prevent rain from entering the receptacle
- Affixed to pavement
- Designed with an access door and inner container for easy collection
- Standard manufactured designs that are readily replaceable (custom designs are discouraged) with the ability to accommodate display branding or identification badges/icons

Image Source: Landscape Forms, landscapeforms.com

Image Source: Landscape Forms, landscapeforms.com

Image Source: Landscape Forms, landscapeforms.com

Streetscape - Bicylce Parking

Why:
Bicycle parking is an important component to an urban environment. Bicycle parking should be conveniently located and in abundance in areas that makes the most sense (i.e. at building entrances or along regional trails) with a particular type of building or land use. They should also be highly visible. Bicycle parking that is not conveniently located and visible will result in cyclist parking their bikes against trees, light poles, and other objects not intended for this type of use.

Bicycle parking should:

- Support the bike frame at two locations
- Enable the user to lock both the frame and at least one wheel
- Support bicycle frames of all types
- Be affixed firmly to the pavement surface
- Be of a material that is durable and resist cutting by vandals

Image Source: Forms + Surfaces, forms-surfaces.com

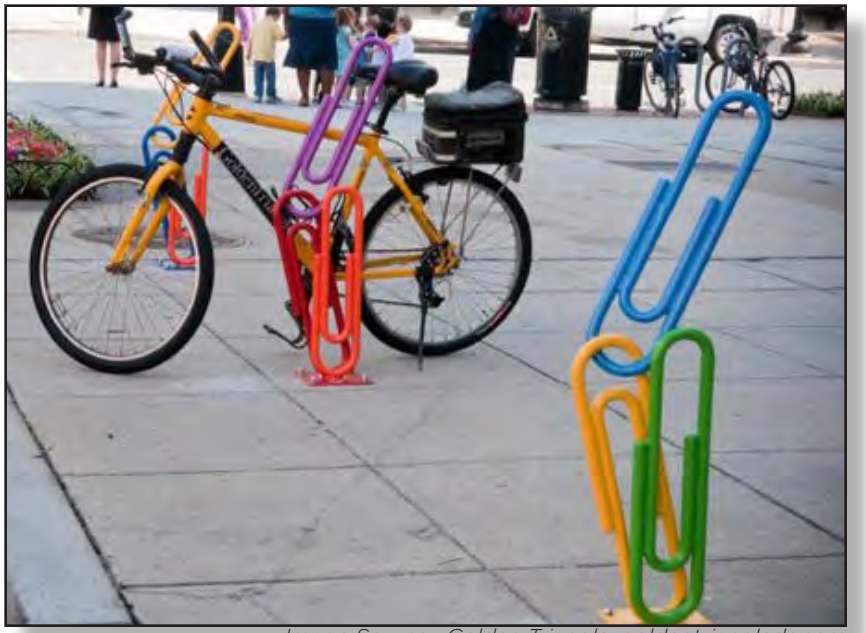


Image Source: Golden Triangle, goldentriangledc.com

Image Source: Dexigner, dexigner.com

Streetscape - Lighting

Why:
Lighting of an area is very important as it contributes to safety and sense of security of a place. It is important that lighting not only be restricted to forms lighting a roadway or a sidewalk, but also forms that illuminate a building facade, accent a window display, enliven an alleyway or highlight features of a fountain or piece of public art.

Lighting should be carefully designed to avoid light pollution (unnecessary light), intrusive light (light cast into private residences and adjacent buildings) and unattractive color rendition (yellow color or sodium vapor lights).

Lights should be:

- LED to reduce operational costs
- Used to highlight conflict points between pedestrians and vehicular traffic
- Located at an appropriate spacing to provide consistent light levels with even illumination and avoid dark areas
- 12' to 18' tall at 20' to 40' on-center-spacing for pedestrian lighting and at a height of 22' or more at a 60' to 120' on-center-spacing for roadway lighting
- Spaced and designed to accommodate the growth of street trees

Image Source: Copley Wolff Design Group, copley-wolff.com

Image Source: Mahan Rykiel Associates, mahanrykiel.com

Image Source: Austin Home Systems, www.austinhomesystems.com

Streetscape - Public Art

Why:
Public art will be located at key locations, such as, gateways, the terminus of a viewshed, or within a specific district or neighborhood. The intent is that it will help identify a specific area and support a sense of place giving visitors something to remember or return to if visiting from out of town.

The best public art not only serves a visual purpose, but also has a functional one like the examples depicted on this page. Not only does the word "Bus" create a unique design feature that visitors won't forget, it also functions as a place for people to sit and seek shelter while waiting for the bus.

Public art should not be expensive to purchase or maintain. When possible, local artists should be sought for such projects. The intent of public art is to contribute toward community and sense of place.

Image Source: mmmm..., mmmm.tv.html

Image Source: William Angel, ArtNet News, news.artnet.com

Image Source: Utility Box Art Project, platt.edu/blog/utility-box-art-project-help-beautify-our-neighborhood/

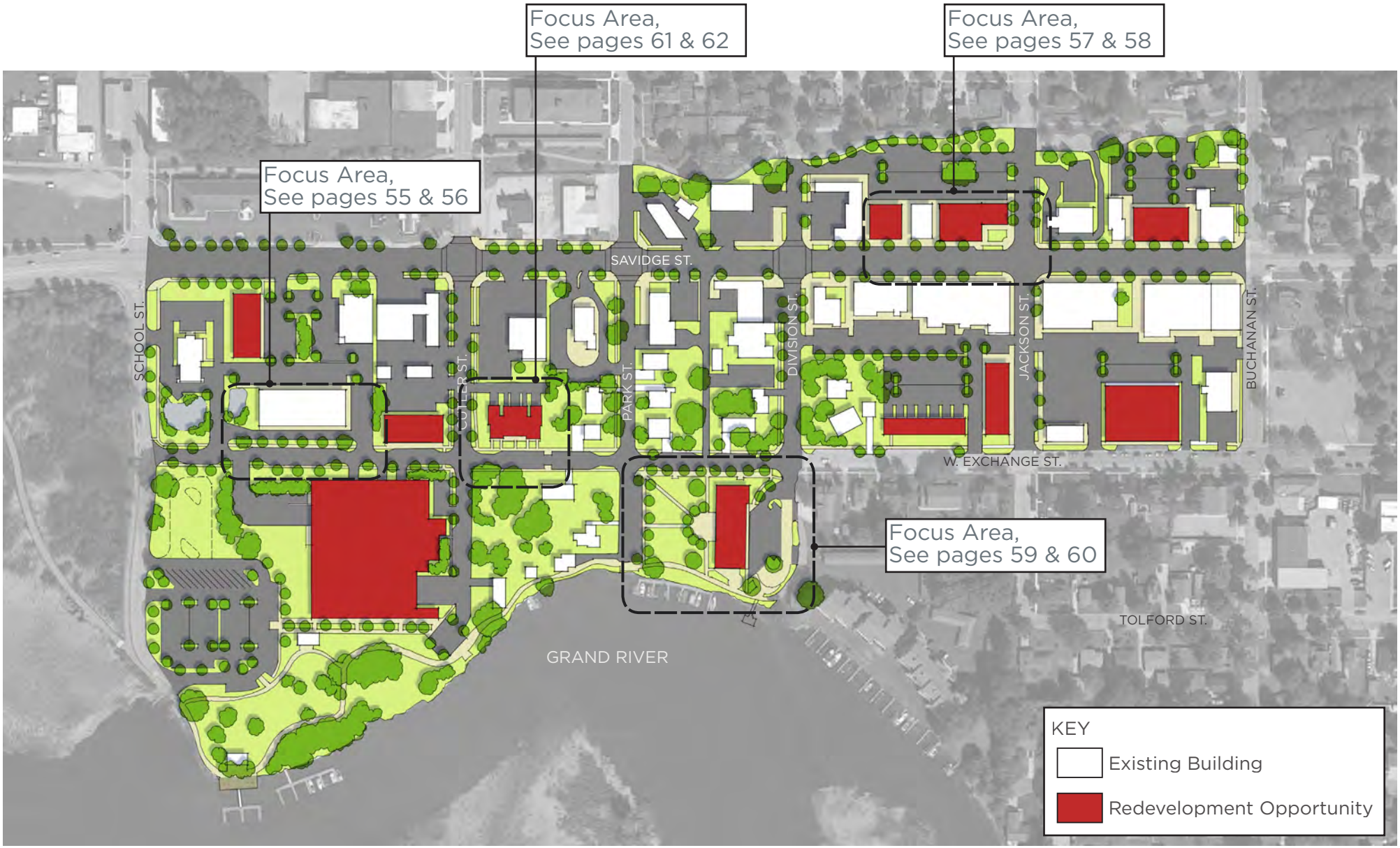
Section 05

Infill Areas

Redevelopment

Image Source:

Redevelopment - Focus Area



Focus Area - W. Exchange St.

Existing Condition

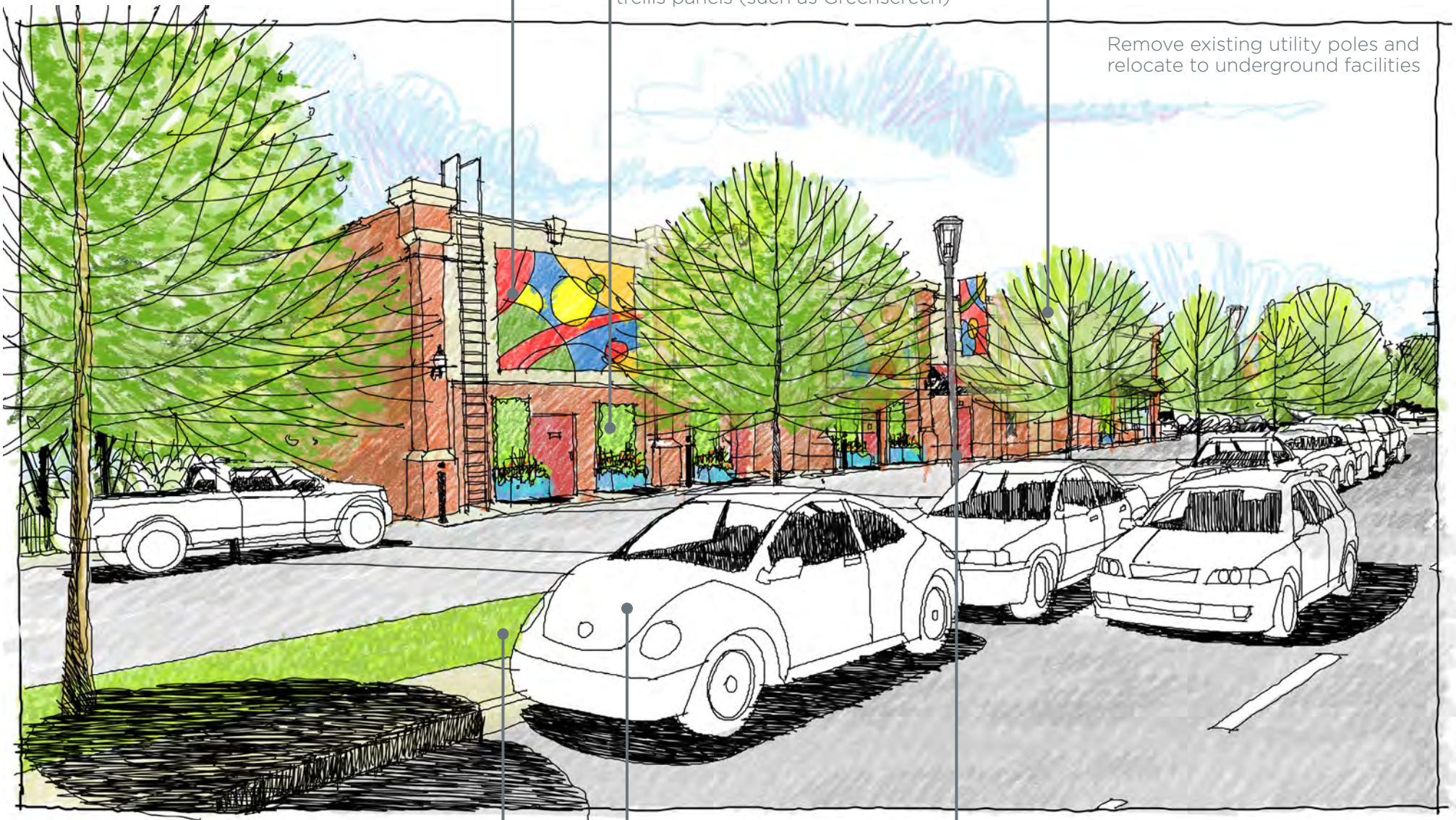
Focus Area - W. Exchange St.

Utilize blank walls for graphic opportunities to promote the downtown or enhance wayfinding

Utilize all sides of a building through the provision of colorful planter pots and trellis panels (such as Greenscreen)

Provide large canopy shade trees along the street edge to better define it

Remove existing utility poles and relocate to underground facilities



Potential Future Condition

Expand the existing landscape median to accommodate a sidewalk for pedestrian circulation linkage and planting area for trees and light poles

Provide parallel parking for additional parking options in lieu of a large paved lot

Provide architectural pedestrian scaled light poles (12' - 14' Ht.) with banner arms. The lights will help better define street edges and improve visibility, and promote safety in the evening hours. The banner arms will promote wayfinding and festivals

Focus Area - Corner of Jackson St. & W Savidge St.

Existing Condition

Focus Area - Corner of Jackson St. & W Savidge St.

Provide monument feature at the corner to promote the downtown and wayfinding

Create mixed use buildings with residential above and commercial space on the first floor for cafes and restaurants for outdoor dining adjacent to the plaza

Utilize architecture to help frame the corner and create an "Urban Plaza" to promote social interaction and downtown activity

Provide a change in pavement materials in the crosswalks to enhance visual and tactile qualities to promote pedestrian safety

Potential Future Condition

Introduce street trees along the sidewalk to better define the street edge and mitigate the heat-island effect and manage stormwater surface runoff downtown

Provide a focal element at the corner such as splash pad, fountain or lawn panel to activate the corner and draw visitors into the space

Expand sidewalk into existing roadway at the corner to slow vehicular traffice and shorten pedestrian crosswalk distances

Provide planter pots at the corner to provide visual interest and slow vehicular traffic and protect pedestrians on the sidewalk

Focus Area - Tanglefoot Park

Existing Condition

Focus Area - Tanglefoot Park

Potential Future Condition

Focus Area - Exchange St. Townhomes

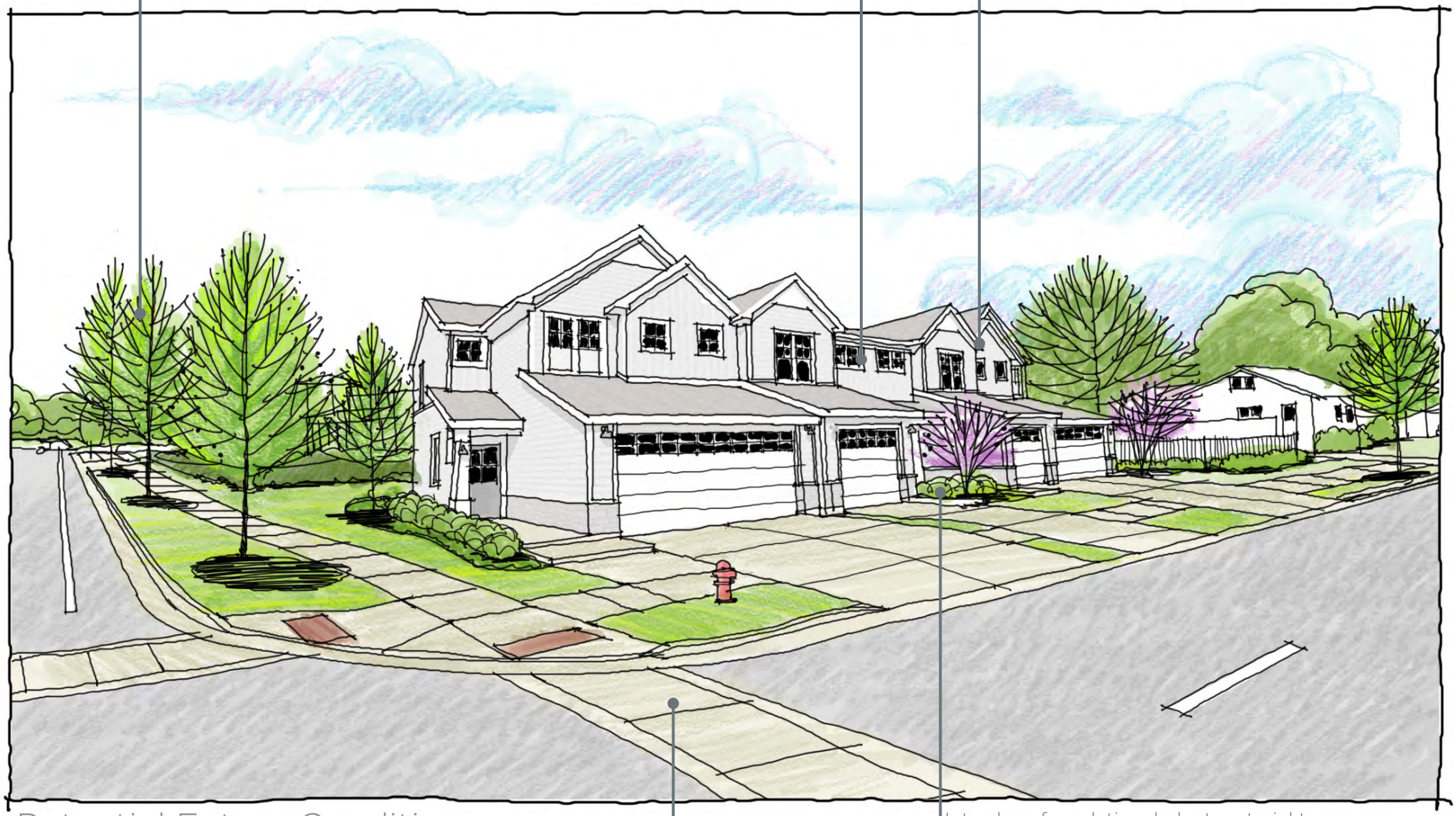
Existing Condition

Focus Area - Exchange St. Townhomes

Introduce street trees where feasible to fill in gaps along street edge and to enhance definition

Provide 2-Bedroom and 3-Bedroom units to provide a multitude of residential living options

Strive to make architectural character and proportions of the new building reflective of the surrounding buildings



Potential Future Condition

Provide a change in pavement materials in the crosswalks to enhance visual and tactile qualities and to promote pedestrian safety

Introduce foundational plant material to highlight the building architecture and create “curb appeal” along the street edge