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*Recommendations...*

City of East Jordan

WATERFRONT SUB- AREA  
DRAFT MASTER PLAN  
*1/24/18*



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## *How did we get here?*

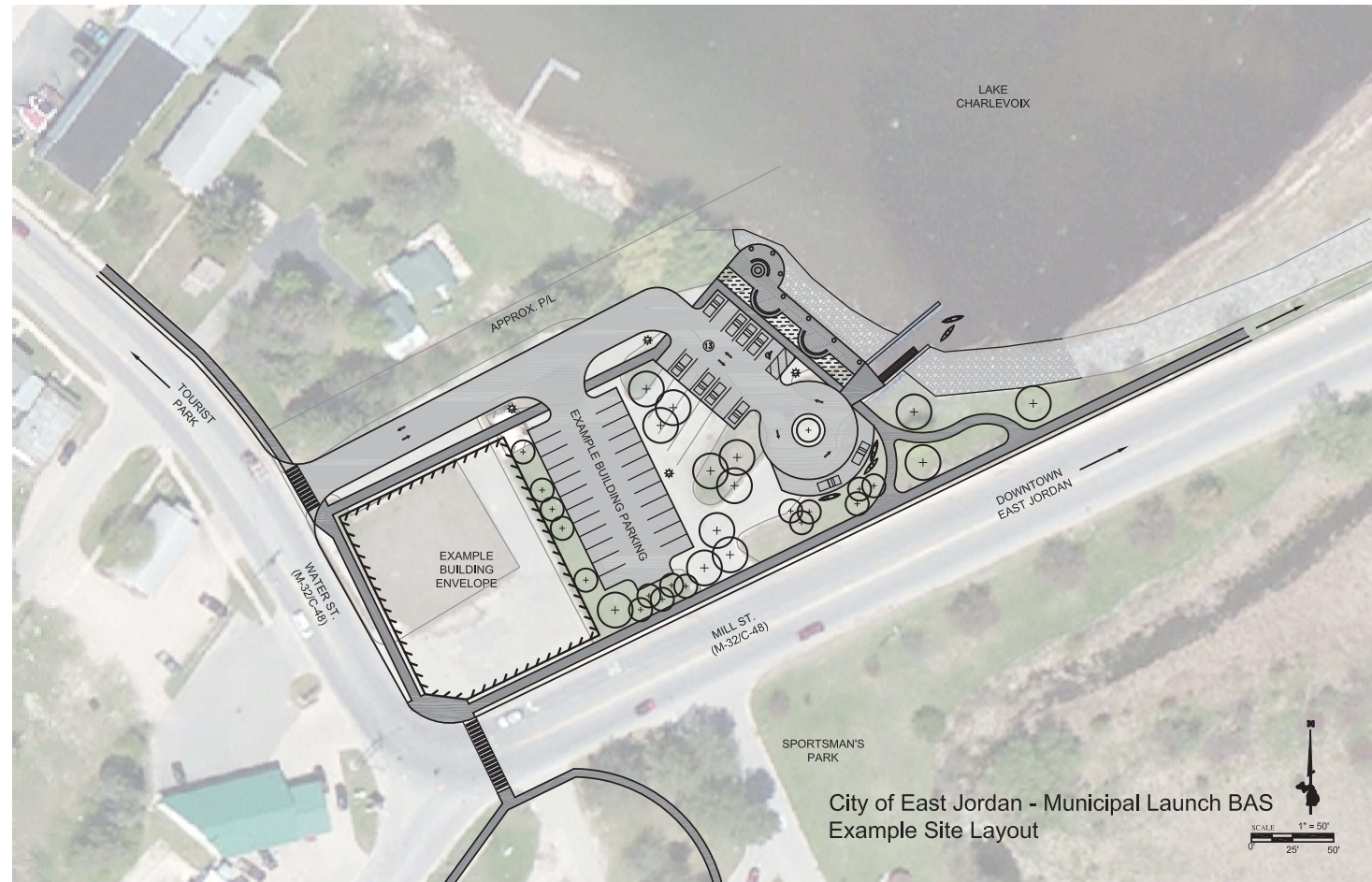
Someone noted that the site of the former city boat launch was a critical parcel that is:

- At causeway entrance to the town.
- At vital crossroads intersection.
- Scenic surroundings with long, dramatic views.
- Located strategically between city parks.
- Suited to a commercially- driven economic elements.
- Anchors part of the larger historical/ cultural element of the town (the crossing).

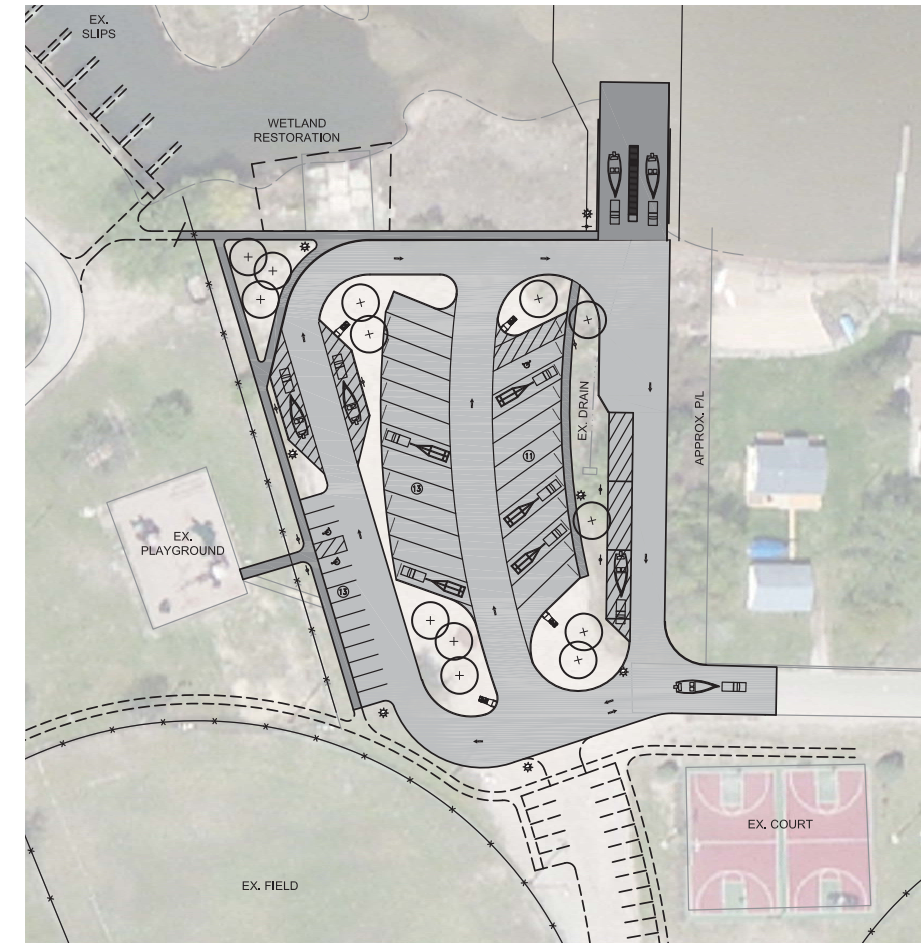


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## THE CONCEPT PLANS TO DATE



**BOAT LAUNCH PARK (former launch site)**



**THE NEW BOAT LAUNCH (new launch site)**

The launch park relocation and design, now underway, may provide a point of leverage to obtain funding aimed at creating a more vibrant, sustainable gateway to town.

*How can this be made to happen?*

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A CHARRETTE FORMAT WAS ENGAGED TO SOLICIT PUBLIC INPUT AND EXPLORE IN- DEPTH WHAT THIS SITE AND IT’S SURROUNDING AREA WANTED TO BE WHEN IT GREW UP.

## Charrette Goal

- THE PURPOSE OF THIS EXERCISE IS TO EXAMINE AND PLAN FOR THE FUTURE FORM OF THE “BOAT LAUNCH PARK” SITE, AND DETERMINE HOW TO BEST LEVERAGE REDEVELOPMENT OF THIS CRITICAL PARCEL AND THE SURROUNDING AREA TO REALIZE THE FULL ECONOMIC POTENTIAL OF THE WATERFRONT.



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## East Jordan Gateway Charrette 11/17

### Charrette Goal

- The purpose of this exercise is to examine and plan for the future form of the “Boat Launch Park” site, and determine how to best leverage redevelopment of this critical parcel and the surrounding area to realize the full economic potential of the waterfront.

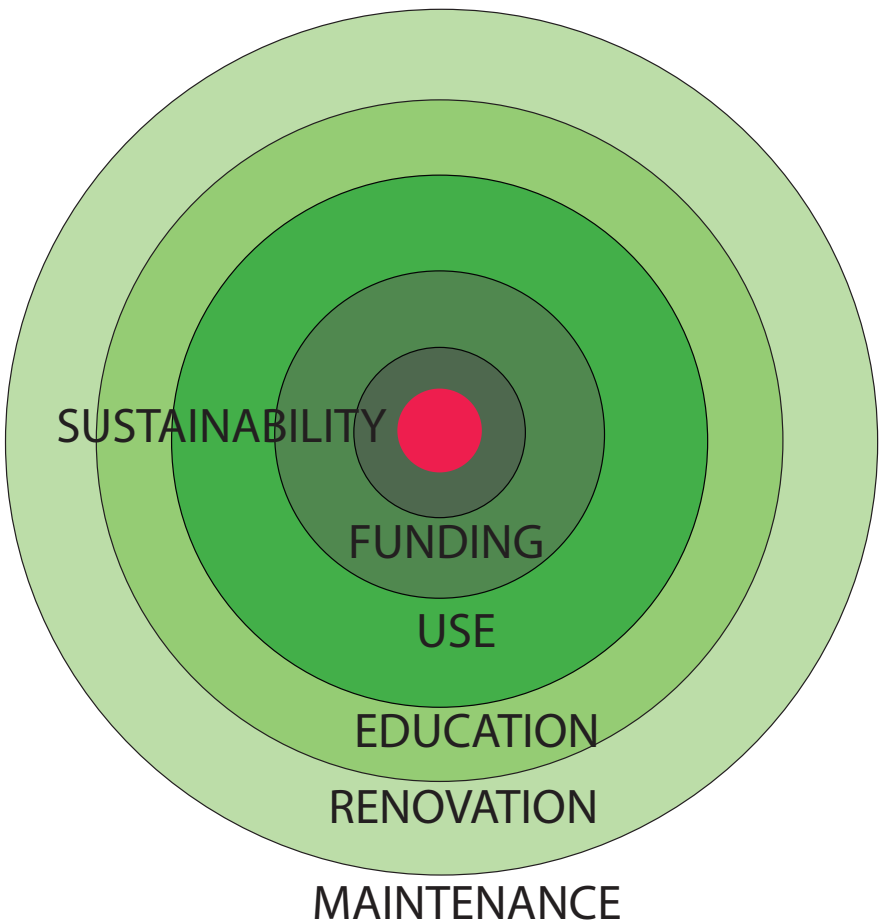
### Background

- 1) The Importance of the park location.
  - a) At causeway entrance to the town.
    - i) At vital crossroads intersection.
    - ii) Scenic surroundings with long distance romantic views.
    - iii) Located between larger regional parks.
  - b) A commercially- driven economic element.
  - c) The parts of the larger historic element of the town.
    - i) The importance of sustainability.

### The Process

- 1) Introduction and Inventory Meeting (11/2/17)
  - a) The information gathering process.
    - i) Consultants inventory.
      - (1) Landscape assets.
        - (a) Viewsheds, materials, massing.
      - (2) Safety issues.
        - (a) Movement conflicts.
        - (b) Structural conditions.
      - (3) Economic and tourism assets.
        - (a) Land use and zoning.
        - (b) Institutional uses.
        - (c) Recreation.
      - (4) Cultural elements
        - (a) Historic.
        - (b) Past planning efforts.
      - (5) Environmental issues.
    - ii) Public Input session 1
  - 2) Analysis and Design Meeting (12/10/17)
    - a) Analysis presentation- discoveries from the consultants.
      - i) Landscape assets evaluation.
      - ii) Safety issues to be addressed.
      - iii) Potential land- related Economic and Tourism elements.
      - iv) Cultural opportunities.
      - v) Environmental conditions.
    - b) Public input session.
  - 3) Recommendations Presentation Meeting (01/24/18)
    - a) Findings and Solutions to increase economic viability.
      - i) Proposed scenic improvements and additions.
      - ii) Land-use recommendations and potential program solutions.
      - ii) Tourism, heritage, and recreational facility leverage.
      - iii) Sustainable elements for the future.

## KEYS TO SUSTAINABILITY



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*We analyzed public input by frequency...*

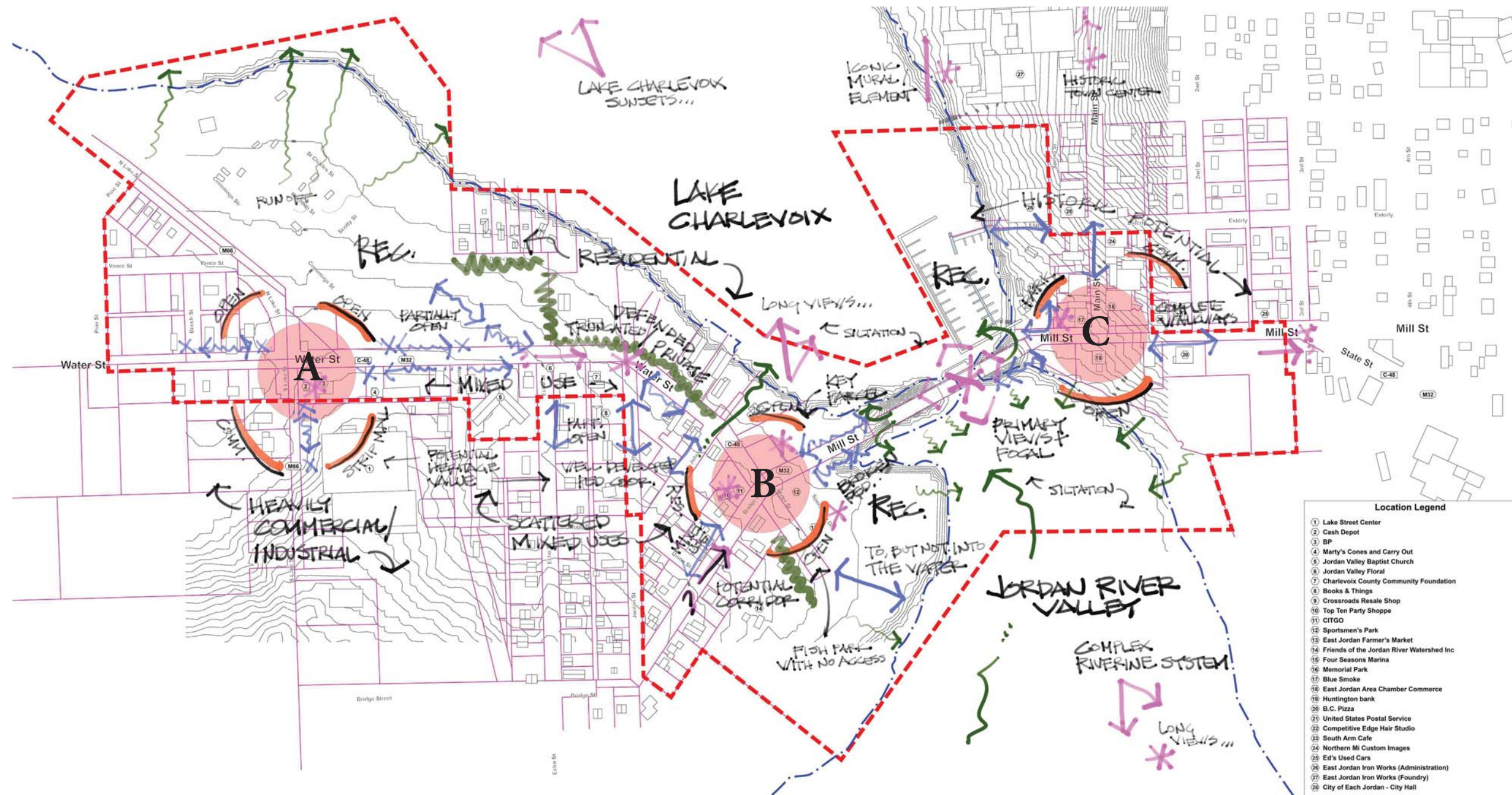


WordItOut



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*The Consultants performed due diligence against public criteria...*



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## Economic opportunities

- Is there a place to get what I need?
- Where can I put my business?
- Can I live and work here?

## Safety

- Can we feel at ease here?

## Landscape and visual impacts

- This place is cool! Let's walk/ ride/ slide/ float!
- Let's come through here again- it's pretty.
- Let's explore over there next time.
- I want to explore whats around the corner.

## Cultural Interest

- This place feels familiar, yet somehow different.
- I want to understand the people that built this place.
- I'm curious. Is there a story to tell here?

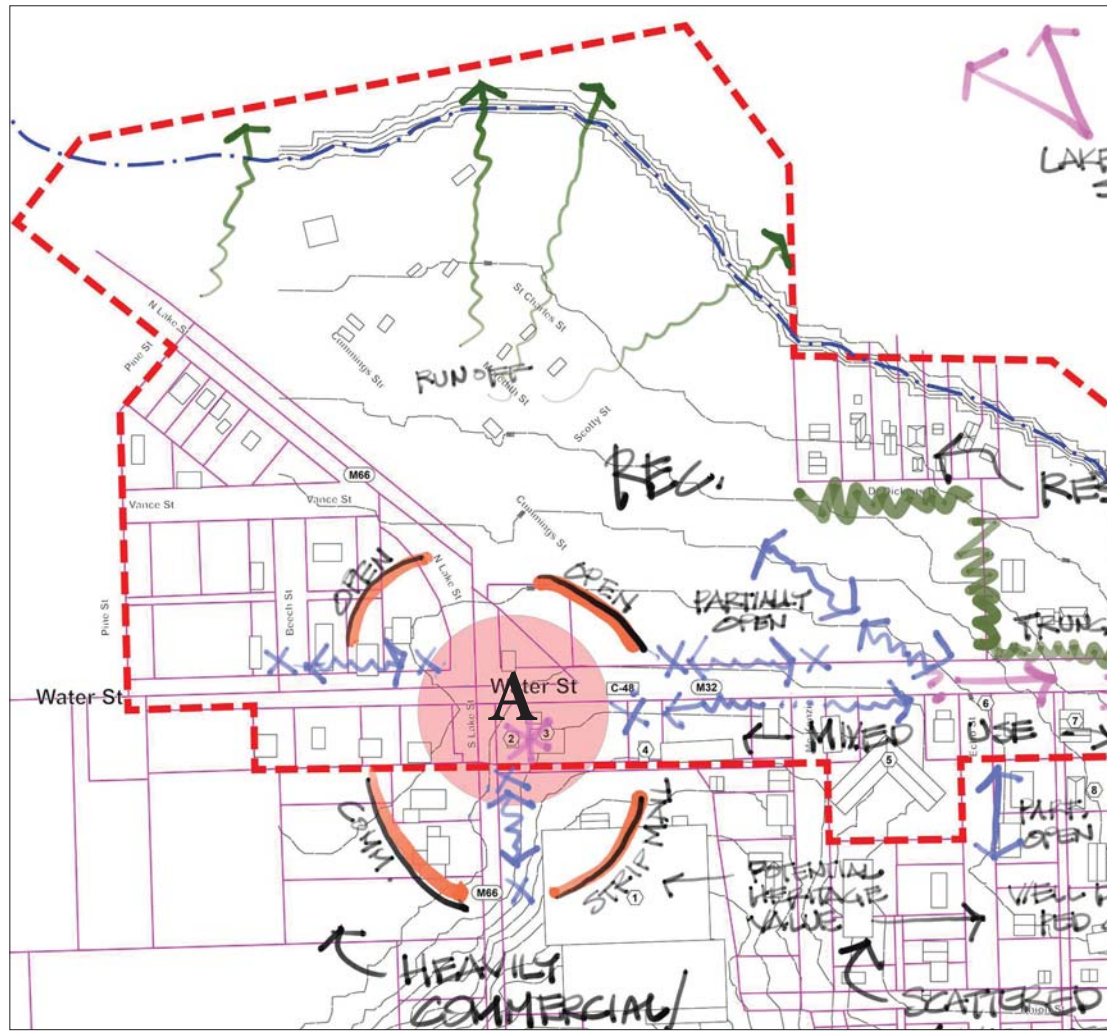
## Environmental needs and desires

- See all above.

*And formulated a  
framework to help  
answer these questions and  
desires...*



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## Gateway Node A

**Economic:**

Vehicle based retail orientation w/ recreation.  
Building parcels and spaces are available.  
Ready access along main routes.  
Ready zoning for new businesses.

**Safety:**

Vehicle orientation.  
Generally not pedestrian friendly.  
Lots of road pavement.

**Landscape:**

- Interest goes to the next turn.
- Commercially heavy corner with mix of residential heading to and away from town center.
- Not pedestrian friendly. Connections incomplete.
- Large recreational open areas predominate.
- Lacks streetscape or pedestrian scale.
- Building masses mixed and inconsistent in size.
- Excess parking.
- Little material consistency/ patina.
- Scattered poles/ signs of all shapes and sizes.
- Some long views through parks. Otherwise views are truncated.
- Little or no topographic variation.
- No connection to the water.

**Cultural:**

Few structures or places of historic significance.  
Few buildings that have visual charm.  
Uses are generally highway oriented.

### Environmental:

SWM features and utilities are aging.  
Runoff is directly to the lake.  
Few pervious areas.  
Tree cover is sporadic and ornamental.

*For each of the major crossroads within the boundary- node “A”*

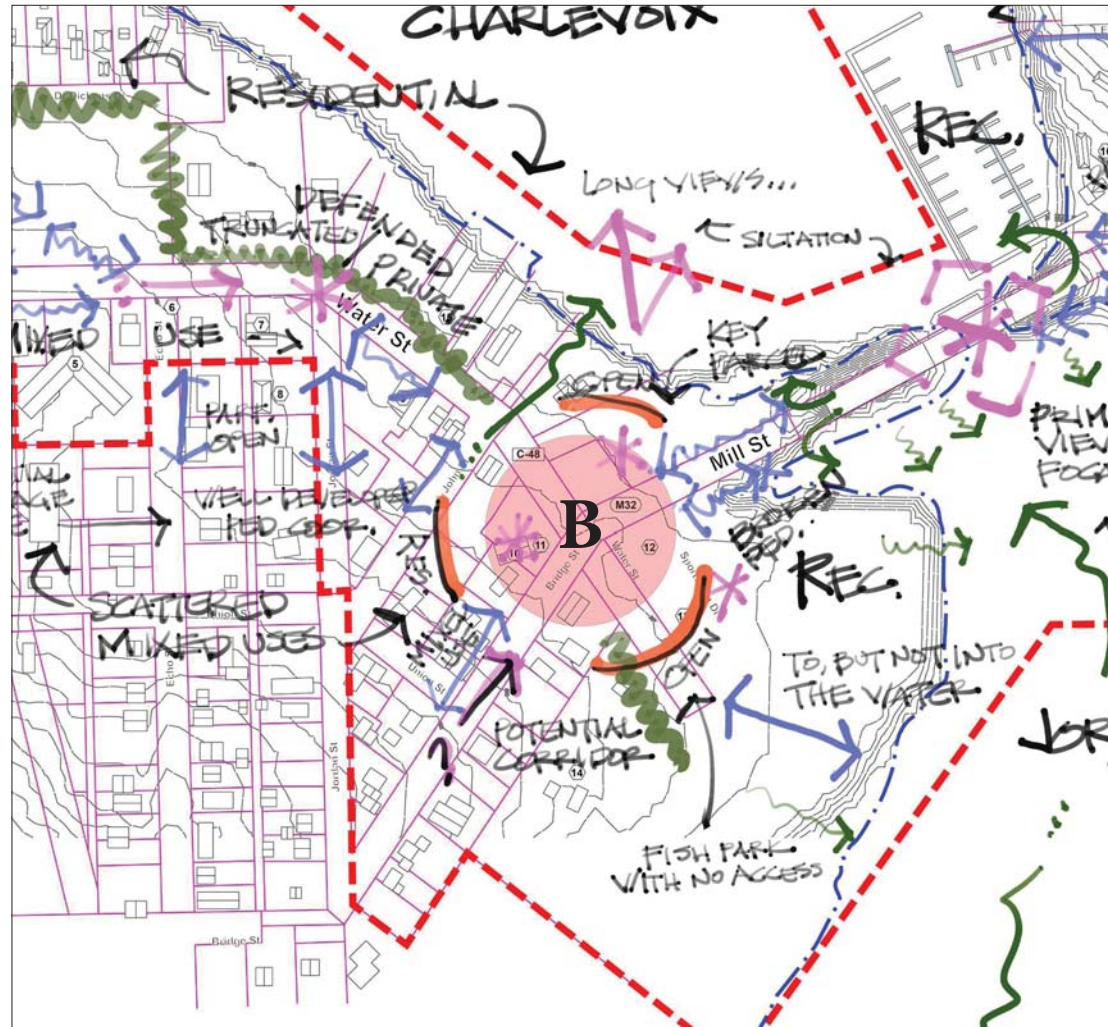
### General Observations

Traveling to node A does promote a feeling of landing. It has easy access to services. The area appears to be built in a random fashion with buildings of all conditions, shapes, sizes and uses. It has almost no pedestrian orientation and is very unsympathetic to those not in a vehicle. There are few points of interest, visual or otherwise, outside the retail outlets.

There is no indication that a program of considered theming has taken place. There is a strong “what is” connection to the east past the curve...

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## Node “B”



### Gateway Node B

#### **Economic:**

- Vehicle based retail orientation w/ mixed recreational.
- Building parcels and spaces are available.
- Intersection with bypass route.
- Ready zoning for new uses.
- Seasonal variation of traffic density.

#### **Safety:**

- Large signalized intersection.
- Generally not pedestrian friendly.
- Lots of road pavement and entrances.

#### **Landscape:**

- Interest goes to the eastern gateway turn.
- Local commercial corner with mix of residential heading to and away from town center.
- Partly pedestrian friendly. Connections incomplete.
- Large recreational open areas predominate.
- Long interesting views into town ahead.
- Lacks streetscape or pedestrian scale.
- Building masses mixed and inconsistent in size.
- Excess parking.
- Little material consistency/ patina.
- Scattered poles/ signs of all shapes and sizes.
- Little or no topographic variation.
- Minor connections to the water.

#### **Cultural:**

- A few structures or places of potential significance.
- Mix of era architecture.
- Few orientation cues.

#### **Environmental:**

- SWM features and utilities are aging.
- Runoff is directly to the lake.
- Tree cover is sporadic and ornamental.

### General Observations

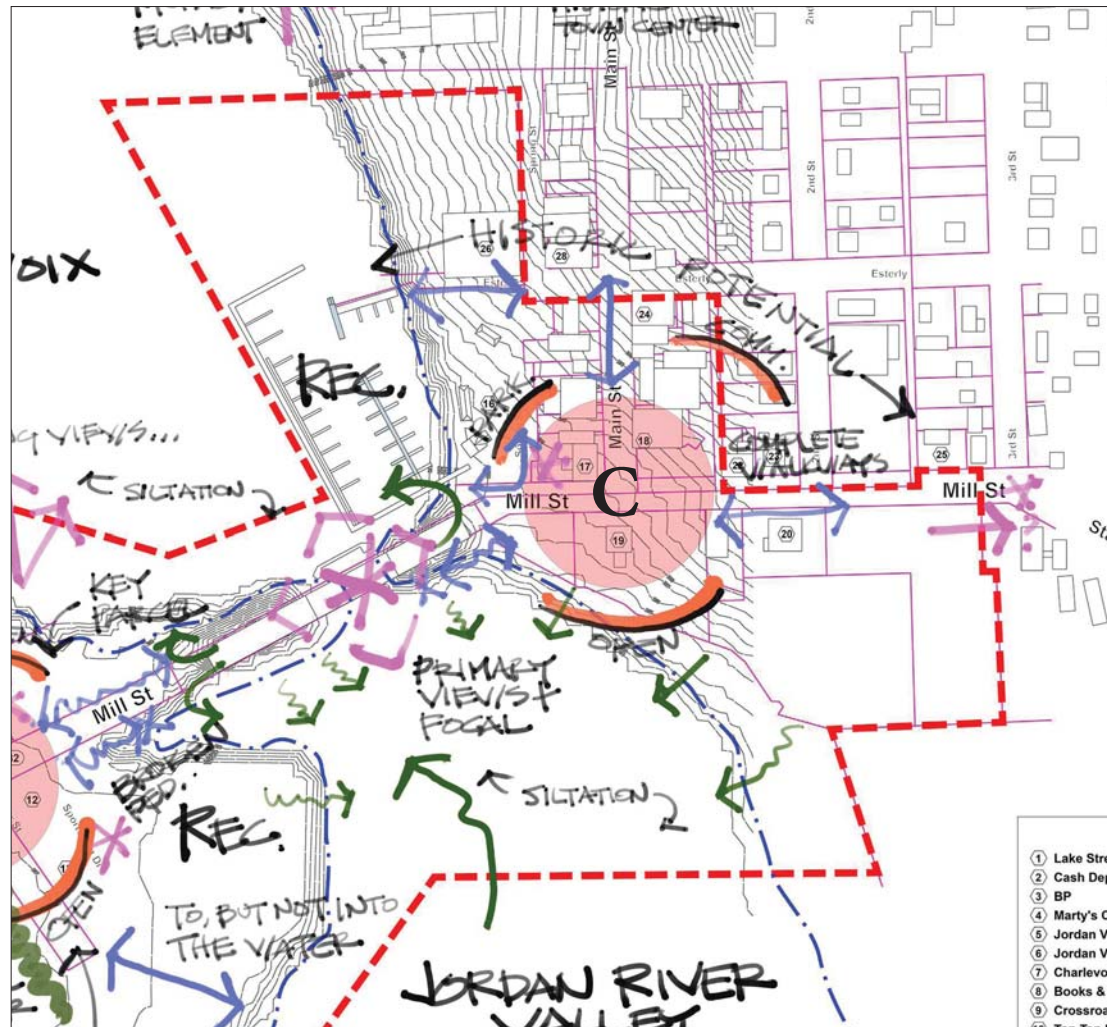
Node B is the gateway landing. It has potential for primary commercial and residential uses. The area appears to be built in a random fashion with buildings of all conditions, shapes, sizes and uses. It has the armature in place for pedestrian orientation and can be made sympathetic to those not in a vehicle. There are a few points of interest, visual or otherwise, outside the retail outlets, but all can be made exceptional.

There is no indication that a program of considered theming has taken place. There is a unique “what is” connection to the north over the causeway with a townscape backdrop and a strong secondary connector of interest down Bridge St.



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*And node “C”*



## General Observations

Node C completes a feeling of arrival and has easy access to local services. The area is built in era fashion with buildings of all conditions, shapes, sizes and uses. It has pedestrian orientation and is very sympathetic to all users. There are many points of interest, visual or otherwise, outside the retail outlets.

There is indication that a program of considered theming has taken place. There is a strong “what is” connection to the north and east and many opportunities for personal spaces.

## Gateway Node C

### **Economic:**

- Vehicle based retail orientation.
- Affordable building parcels and spaces are available.
- Ready access along main routes.
- Ready zoning for new businesses.

### **Safety:**

- Large signalized intersection.
- Generally pedestrian friendly.
- Lots of urban pavement.

### **Landscape:**

- Interest goes to multiple turn options.
- Commercially local with mix of urban residential.
- Pedestrian friendly. Connections mostly complete.
- Historic structures predominate.
- Lacks streetscape but is pedestrian scale.
- Building masses mixed and pedestrian in size.
- Some material consistency/ patina.
- Some coordination of poles/ signs.
- Truncated views through the town.
- Some topographic variation (backdrop).
- Urban connections to the water.

### **Cultural:**

- Structures or places of historic significance.
- Many buildings have visual charm.
- Mix of era places.
- Uses are pedestrian oriented.
- Buildings back to lake.

### **Environmental:**

- SWM features and utilities are aging with some recent improvement.
- Runoff is directly to the lake.
- Few pervious areas.

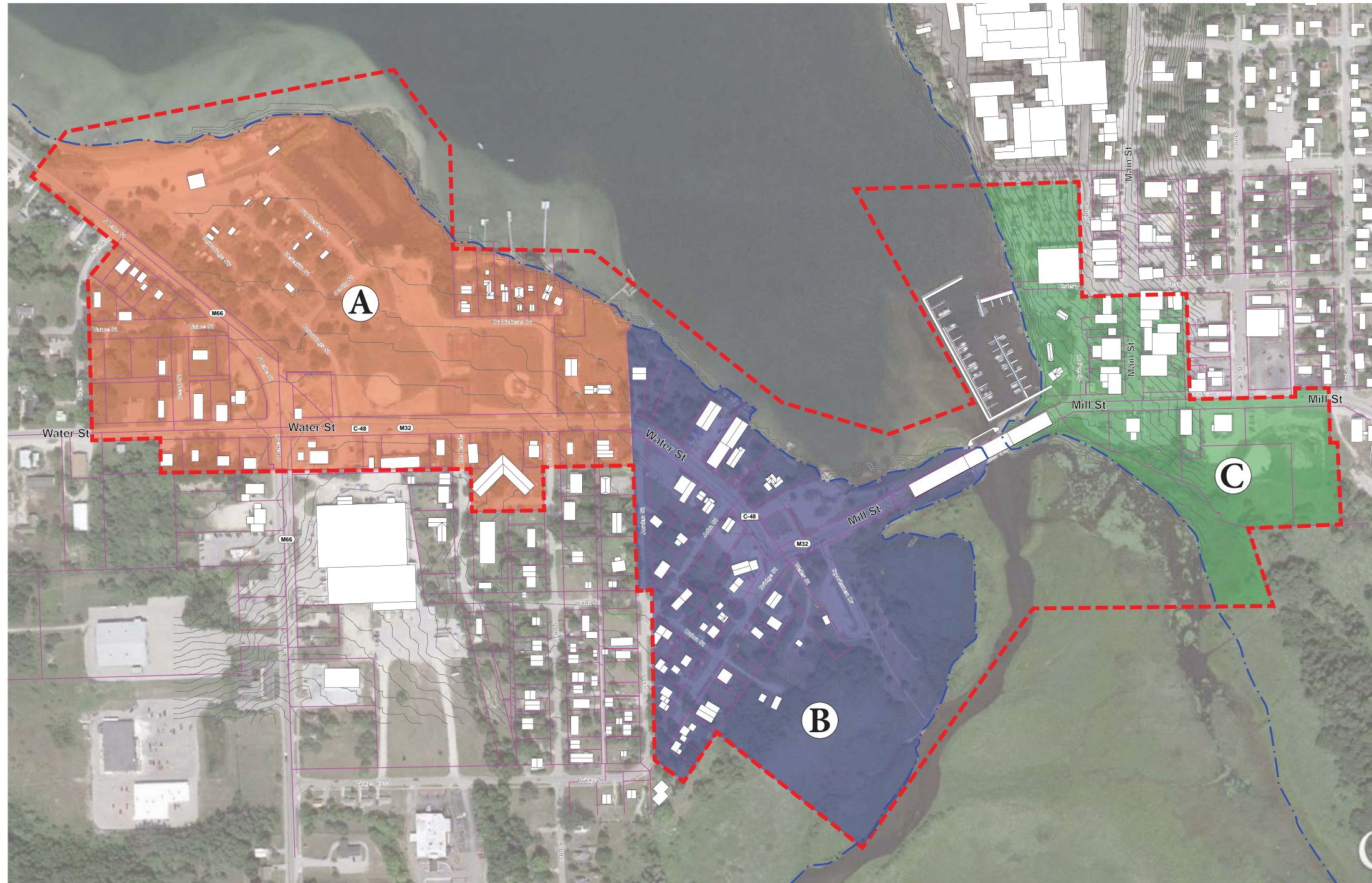
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## *Realizing the future...*



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## *The Recommended Boundary and Areas...*



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## *How does this fit in with the 5 Key Criteria?*

### Economic opportunities

- Is there a place to get what I need?
- Where can I put my business?
- Can I live and work here?

Economic opportunity, safety, landscape impact, cultural interest, and environmental impact are the common elements found in most successful towns. They provide a perfect compliment to East Jordans' previous planning efforts.

### Safety

- Can we feel at ease here?

Each of boundary “nodes” designates a primary intersection of travel between each other. As such, they offer the best opportunity for development of a successful, sustainable town.

### Landscape and visual impacts

- This place is cool! Let's walk/ ride/ slide/ float!
- Let's come through here again- it's pretty.
- Let's explore over there next time.
- I want to explore whats around the corner.

The comments from the public input sessions and consultants analysis can be categorized under the 5 key categories for each of the three primary nodes. They can be can be incorporated into the three primary nodes as recommendations for physical action...

### Cultural Interest

- This place feels familiar, yet somehow different.
- I want to understand the people that built this place.
- I'm curious. Is there a story to tell here?

### Environmental needs and desires

- See all above.



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## *Action Items..*

### ECONOMIC IMPROVEMENT

- Prioritize development of vacant parcels and redevelopment of under used or obsolete uses and structures.
- Consider incorporation of a form- based code and design guidelines into the zoning ordinance to guide future development and help create consistent character and appearance within the town.
- Coordinate boundaries between the sub- district, the DDA and other stakeholder groups to maximize sharing of resources. Provide a formal process to incorporate new areas into the subdistrict.
- Incentivize new construction and restoration through the zoning ordinance.
- Encourage public- private development initiatives
- Leverage outside public funding sources to seed specific projects.

### PUBLIC SAFETY

- Repair, complete, and improve existing sidewalk network to connect the resources of all three nodes to each other.
- Work with stakeholders to create a multi-modal network that provides access and connections to resources in and surrounding the city.
- Consider traffic calming techniques and provide “safe zones” for ease of pedestrian movement.

### LANDSCAPE ENHANCEMENT

- Create a landscape ordinance and inventory within the town to protect appropriate trees into maturity.
- Create landmarks and focal points at select public locations.
- Provide for future connections to resources outside the town limits.
- Encourage a street tree program.
- Create a view shed policy.  
Encourage and enhance access to the water at all points on the waterfront.
- Work with stakeholders to remove and limit overhead utilities.

### CULTURAL ENHANCEMENT

- Foster efforts to research and create programs related to the history and heritage of East Jordan and the region.
- Provide for educational opportunities, including signage and trails, as they may relate to the cities history.
- Encourage “right-sizing” of recreational holdings.
- Complete connections and facilities with popular recreational activities, including kayaking, trail riding, snowshoeing, and snowmobiling. Consider a trail master plan to encourage bringing the trails to the town center.
- Obtain an historic building and site survey.
- Consider historic protection mechanisms and incentives.

### ENVIRONMENTAL IMPROVEMENT

- Incorporate overland storm water management improvements with the existing infrastructure.
- Create an urban reforestation/ conservation program.
- Prioritize brown and grayfields redevelopment.  
Consider natural stabilization of the shoreline within the limits of the city.

**These general recommendations can often be visualized and interpreted for how they will appear when realized, for each of the nodes A, B, and C.**



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## *Specific Recommendations for Node “A”.*



### SPECIFIC RECOMMENDATIONS FOR NODE “A”

The Node “A” intersection is currently the arrival and departure point for East Jordan from the west and south. Node “A” also contains a mix of recreational opportunities and local commercial activities vital to the city. As such, a vehicle orientation and a healthy commercial mix should continue to be fostered for residents and visitors.

A special consideration for node “A” is that the intersection is currently the landing, or arrival point to East Jordan from the west and south. As such, it is an important place for first impressions and daily concerns. Future planning efforts should contain provisions for a wide mix of land uses surrounding the intersections and along the roads. Appropriate buffers and transition land uses should also be encouraged between those areas that contain historic, residential, and commercial areas.

Large mixed use recreation areas exist along the waterfront. It is important to maintain them as a city attraction and equally important to maintain a link to Lake Charlevoix and the long views it creates. It is also important to consider the visual treatment of the routes into town, economic reuse of the same, and protection of existing land value for current owners.

Following the general recommendations, specific recommendations and what they may look like for node “A” are:

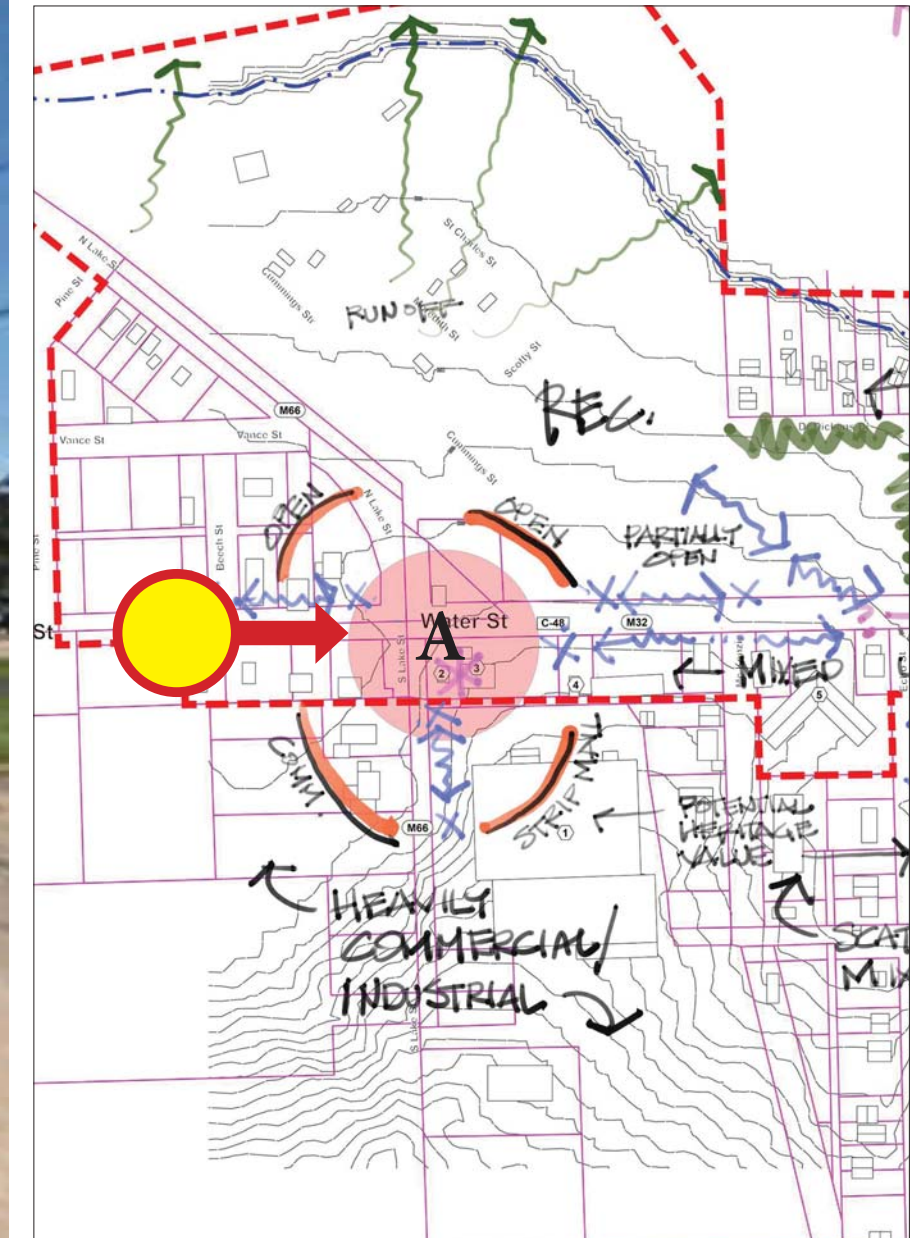
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*What for Node “A” may look like...*



Image compliments of Google.

## NODE “A” EXISTING CONDITIONS.



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*How adding economic improvements for Node “A” may appear...*



## ECONOMIC RECOMMENDATIONS:

- Encourage vacant lot infill with mixed uses along the south edge of M-32 and M-64.
- Promote adaptive reuse and reuse of marginal and vacant structures.
- Consider adoption of a form based code to help in creating a unique city character. Encourage a program of coordinated building materials with streetscape improvements.
- Create zoning incentives for local services and retail uses.



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*How adding safety improvements for Node “A” may appear...*



## SAFETY RECOMMENDATIONS:

- Promote full 4- season intermodal connections including bicycle, pedestrian, and snowmobile uses.
- Improve and complete existing pedestrian connections to all city resources.
- Complete ADA access to both pathways and the waterfront.
- Consider traffic calming techniques.
- Coordinate calming techniques in this node with others, including pavers, bump outs, etc. to create a consistent look.
- Maintain a budget for sustainability.

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*How adding landscape improvements for Node “A” may appear...*



## LANDSCAPE RECOMMENDATIONS:

- Work with state and regional utilities to re-locate overhead lines.
- Extend street lighting program to and beyond this intersection.
- Consider a tree inventory, ordinance, and development incentives to foster mature and strategically placed plant.
- Encourage creation of viewsheds. Foster appropriate street and park planting to create a naturalized backdrop and vertical elements at strategic points.
- Promote alternative access routes and buffers for future uses to protect property value.
- Create a street tree program and sustainable budget for maintenance.
- Prioritize improvements of the current pedestrian links to and through the nodes to recreation and commercial links. Connect those links to off- street trails systems.



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*How adding cultural and environmental enhancements for Node “A” may appear...*



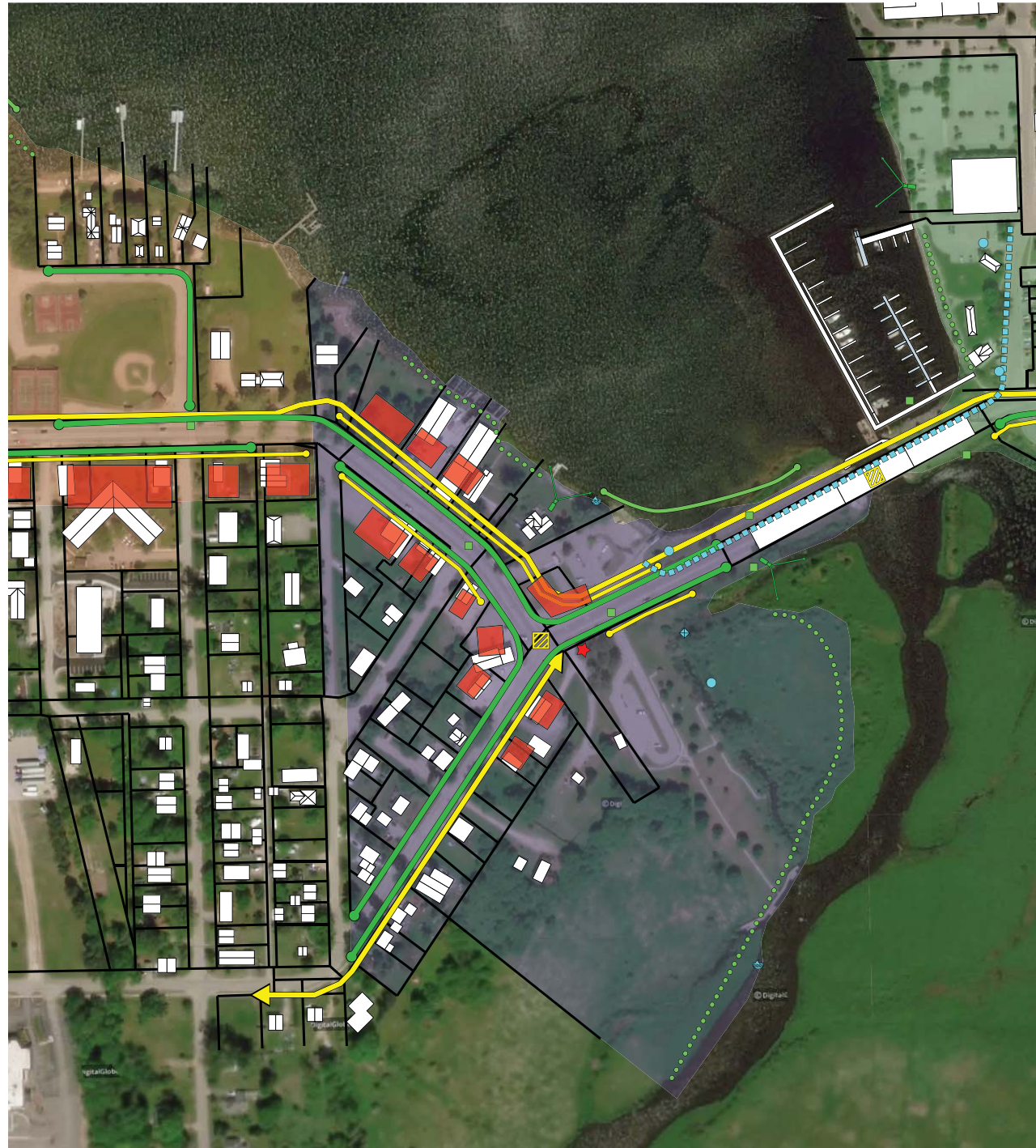
## CULTURAL AND ENVIRONMENTAL RECOMMENDATIONS:

1. Conduct historic survey and interpret assess value of historic programs, trails, and signage, including the waterfront (ports and industrial locations) and water trails (shipping, railroad, and recreation).
2. Promote water quality by assessing the impact of a BMP program and overland drainage facilities along the waterfront.
3. Seek a sponsor to label existing surface drainage inlets.
4. Foster water trails links and connect to trailheads in town.
5. Coordinate with recreation plan to update facilities where required.
6. Connect recreation facilities to on- street pedestrian ways.



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## *Specific Recommendations for Node “B”.*



### SPECIFIC RECOMMENDATIONS FOR NODE “B”

The Node “B” and surrounding area anchors the southwestern entrance to the crossing. It contains a mix of convenience retail, office, and residential uses. It also contains significant recreational facilities. Node “B”, and its sharp turn into town, is the first glimpse of the city proper as you approach from this direction. It is a critical point in connecting the towns’ two sides.

Future planning efforts should contain provisions for a wide mix of land uses surrounding the intersections and along the roads. Appropriate buffers and transition land uses such also be encouraged between those areas that contain historic and residential areas and commercial areas. Further, special care should be taken to visually connect this area with the bridge and the central city via massing, materials, textures, and other landscape design techniques.

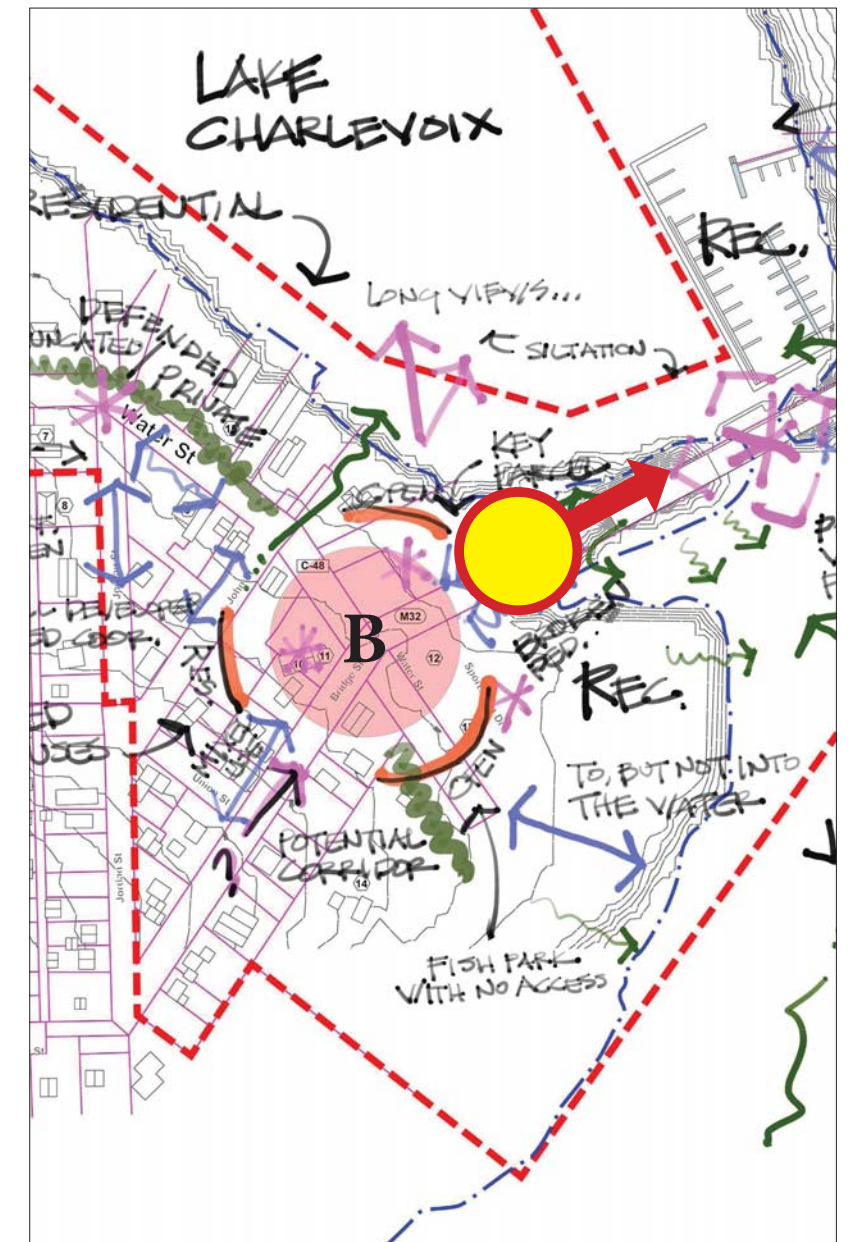
Large mixed use recreation areas exist along the waterfront. It is important to maintain them as a city attraction and equally important to maintain a link to Lake Charlevoix, the Jordan River and the unique environments they contain. It is also important to balance economic reuse of built and vacant parcels with the economic value of access to the lake and river complex for recreation. Protection of the investments for current property owners should also be of high priority.

Following the general recommendations, specific recommendations and what they may look like for node “B” are:

### *What Node “B” may look like...*



**NODE “B” EXISTING CONDITIONS.**



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*How typical economic improvements for Node “B” may appear...*



## ECONOMIC RECOMMENDATIONS:

- Encourage vacant lot infill with mixed uses.
- Study alternatives to maximize economic benefit of the marina and park complex.
- Promote adaptive reuse and reuse of marginal and vacant structures.
- Consider adoption of a form based code to help in creating a unique city character. Encourage a program of coordinated building materials with streetscape improvements.
- Create zoning and tax incentives for re-development.
- Consider design of the Bridge street corridor in future plans.



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*How typical safety improvements for Node “B” may appear...*



## SAFETY RECOMMENDATIONS:

- Promote full 4- season intermodal connections including bicycle, pedestrian, and snowmobile uses.
- Improve and complete existing pedestrian connections to all city resources.
- Complete ADA access to both pathways and the waterfront.
- Consider traffic calming techniques.
- Coordinate calming techniques in this node with others, including pavers, bump outs, etc. to create a consistent look.
- Maintain a budget for sustainability with stakeholders.



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*How typical landscape improvements for Node “B” may appear...*



## LANDSCAPE RECOMMENDATIONS:

- Work with stakeholders to relocate utilities above ground utilities.
- Extend street lighting program to and beyond this intersection.
- Consider a tree inventory, ordinance, and development incentives to foster mature and strategically placed landscape.
- Encourage creation of viewsheds. Promote alternative access routes and buffers for future uses to protect property value.
- Create a street tree program and sustainable budget for maintenance.
- Prioritize improvements of the current pedestrian links to and through the nodes to recreation and commercial links. Connect those links to off- street trails systems.
- Seek to “landmark” the crossing by creating a unique installation.
- Extend consistent lighting and tree programs throughout the city.
- Maintain public access to waters, edge at all points.

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*How typical cultural and environmental improvements for Node “B” may appear...*



## CULTURAL AND ENVIRONMENTAL RECOMMENDATIONS:

- Conduct historic survey and assess value of historic programs, trails, and signage, including the waterfront (ports and industrial locations) and water trails (shipping, railroad, and recreation).
- Promote water quality by assessing the impact of a BMP program and overland drainage facilities along the waterfront.
- Seek a sponsor to label existing surface drainage inlets.
- Foster water trail and snowmobile trail links and connect to trailheads in town.
- Coordinate with recreation plan to update facilities where required.
- Connect recreation facilities to on- street pedestrian ways.
- Connect existing historic assets with those in town (particularly the EJ Ironworks walk).



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## *Specific Recommendations for Node “C”.*



### SPECIFIC RECOMMENDATIONS FOR NODE “C”

Node “C” is currently the arrival and departure point for East Jordan from the east and north. Node “C” contains a mix of unique commercial, residential, and recreational activities. The area has a pedestrian scale and well defined pedestrian connections, as well as the seeds of a themed patina. Both should be key to a future development program.

Node “C” is the bridge arrival point from the west and south. Future planning efforts should concentrate on economic development and adaptive reuse of existing structures and creation of new construction sympathetic to existing architectural styles.

Significant large scale development opportunities exist in the areas surrounding this node. Every effort should be made to include incentives in these areas for mixed development and create an easy path for inclusion of those areas into the waterfront sub-district planning process.

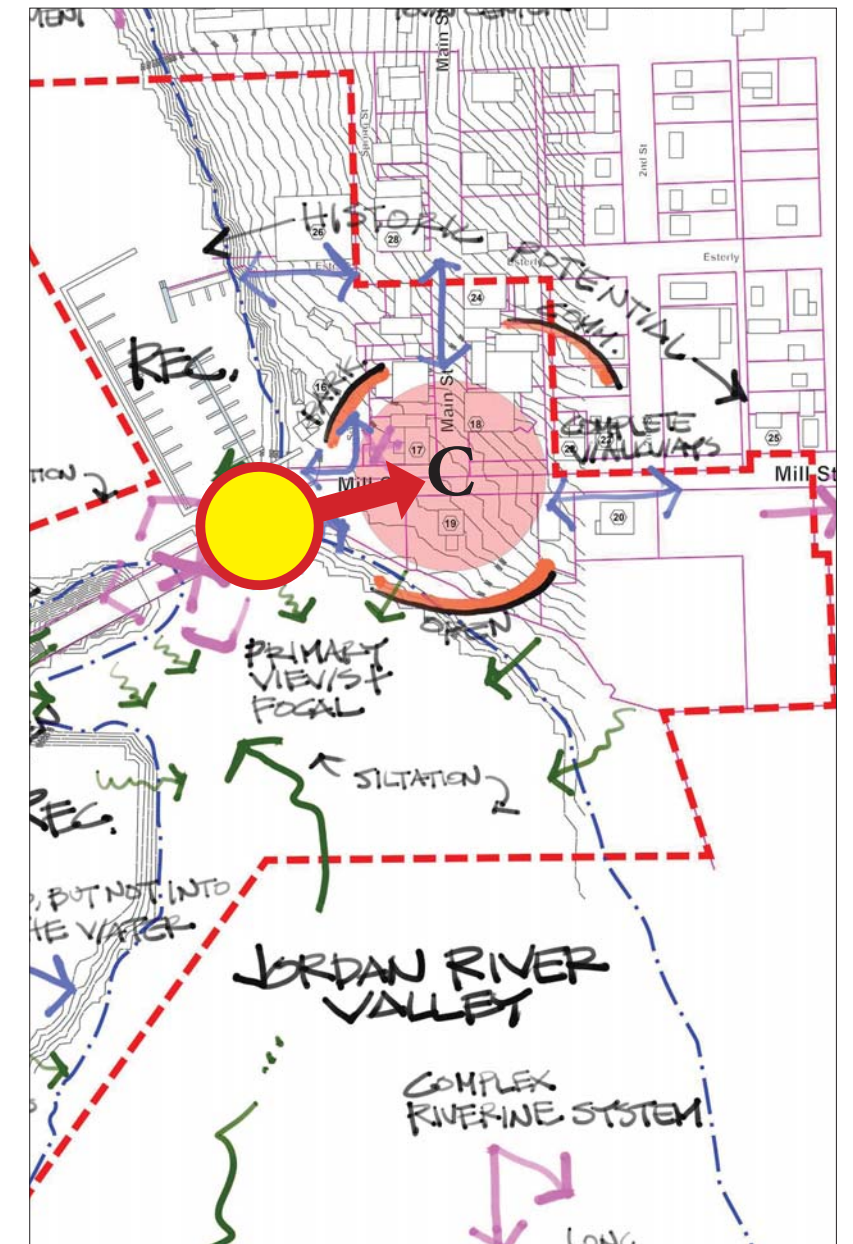
Following the general recommendations, specific recommendations and what they may look like for node “C” are:

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*How typical safety improvements for Node “C” may appear...*



NODE “C” EXISTING CONDITIONS.



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*How typical economic improvements for Node “C” may appear...*



## ECONOMIC RECOMMENDATIONS:

- Encourage vacant lot infill.
- Enhance waterfront frontage, including conversion of the existing waterfront street into park use.
- Promote adaptive reuse and reuse of marginal and vacant structures and uses.
- Consider adoption of a form based code to help in creating a unique city character. Encourage a program of coordinated building materials with a streetscape program.
- Create zoning incentives for re-use and new development.
- Create incentives in ordinance and tax structures to foster an even mix of new development.
- Create multi-use spaces available for public use.
- Incentivize new development when in conformance to master plan and sympathetic to existing massing and code.

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*How typical safety improvements for Node “C” may appear...*



## SAFETY RECOMMENDATIONS:

- Promote full 4- season inter-modal connections including bicycle, pedestrian, and snowmobile uses.
- Improve and complete existing pedestrian connections to all city resources.
- Complete ADA access to both pathways and the waterfront.
- Consider traffic calming techniques.
- Coordinate calming techniques in this node with other nodes, including pavers, bump outs, etc. to create a consistent look.
- Maintain a budget for sustainability with stakeholders.

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*How typical landscape improvements for Node “C” may appear...*



## LANDSCAPE RECOMMENDATIONS:

- Work with state and regional utilities to relocate overhead lines.
- Extend street lighting program to and beyond this intersection.
- Consider a tree inventory, ordinance, and development incentives to foster mature and strategically placed planting program.
- Encourage creation of viewsheds. Foster appropriate street and park planting to create a naturalized backdrop and vertical elements at strategic points.
- Promote alternative access routes and buffers for future uses to protect property value.
- Create a street tree program and sustainable budget for maintenance.
- Prioritize improvements of the current pedestrian links and uses. Encourage street level and rooftop public uses.
- Incentivize new development when in conformance to master plan and sympathetic to existing massing and code.

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*How typical cultural and environmental improvements for Node “C” may appear...*



## CULTURAL AND ENVIRONMENTAL RECOMMENDATIONS:

- Conduct historic survey and interpret assess value of historic programs, trails, and signage, including the waterfront (ports and industrial locations) and water trails (shipping, railroad, and recreation).
- Promote water quality by assessing the impact of a BMP program and overland drainage facilities along the waterfront.
- Seek a sponsor to label existing surface drainage inlets.
- Foster water trails links and connect to trailheads in town.
- Coordinate with recreation plan to update facilities where required.
- Assess marina land side use improvements.
- Examine realignment of waterfront street as public space.

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## *Closing recommendations.*

### **For all nodes, encourage:**

- A consistent hierarchy of street sizes and treatments that consider form, function, theme, material and heritage.
- Bi- modal uses for all links and connections. Also weigh the benefits of traffic calming techniques.
- Strong patterns, textures, and colors indicating uses.
- Consistently coded wayfinding without clutter.
- Development of guidelines and incentives to promote consistency in pattern of massing, style, materials and uses.
- Development of form- based codes to enforce guideline recommendations and incentives.
- Development of landscape ordinances that concentrate on long- term maintenance of viewsheds to the lake and planting of appropriately sized material that will prosper over a lifetime.
- Prioritization and sustainable funding for improvements.
- Taking advantage of funding assistance for all purposes, from all sources.
- Creating easy entry processes for those wanting to take advantage of sub-district incentives.

### **In addition, for node “A” consider:**

- Enhancing existing local/ regional commercial and residential uses.
- Funding maintenance and completion of existing pedestrian links.
- Protection and encouragement of private investment through design, enforcement and planning.

### **In addition, for node “B” consider:**

- Traditional building design and development consistent with that on main street in mass, form, and theme.
- Prioritizing vacant lot infill, adaptive re-use, and incentives to foster highest and best use.
- Completion and creation of pedestrian connections to economic and waterfront uses unique to this node
- Making ease of access to recreational resources and connection with recreation resources near the city a priority.
- Working to reinforce existing viewsheds.

### **In addition, for node “C” consider:**

- Increasing available on- street pedestrian space for uses such as dining and festivals.
- Encouragement of rooftop spaces for both public and private use.
- Minimization of signs.
- Coordinate future Main St. improvements.



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