

City of East Jordan Waterfront Subarea Plan Design Guidelines



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INTRODUCTION

Placemaking is a term planners and designers often use today. In general, it is an exercise to discover and reinforce the positive qualities that make a place unique. When applied to a city, town, or neighborhood, placemaking can help build a message of positive commercial and community health, and set a community apart as a special place.

The qualities that make a place unique vary widely and are often influenced by the passage of time. A special setting, cultural aspect, or industry helps as a place to start; but above all, unique, distinctive communities all share the following characteristics:

- They are seen as safe to travel to and through.
- They have investment and employment opportunities.
- They have a strong cultural identity.
- They are well-designed and sited, and maintain a sense of “being one with the land” and a tradition of environmental stewardship.
- They are visually attractive.

These qualities are known as the five buckets: safety, economy, culture, environmental stewardship, and physical design. Together, they provide the base from which healthy,

vital communities are formed. In 2017, East Jordan’s Downtown Development Authority (DDA) and the City of East Jordan elected to pursue a public placemaking effort that would leverage the five basic qualities, or buckets, and build a message that frames the city as unique and viable.

The placemaking process, while unique to each place, follows a general process of public input, inventory and analysis that results in policy recommendations and tools for fostering them. The policy recommendations often take the form of design guidelines and Master Plan alterations. The tools that foster them occur as changes to zoning ordinance, often in the form of overlay districts, planned urban districts (PUDs), and form code.

This document, the Waterfront Subarea Plan (WSPlan) Design Guidelines, is the policy recommendations portion of that process, from which Master Plan and zoning ordinance modifications should follow.

The guidelines herein are the result of a series of three significant public workshops and three stakeholder interviews, and offer realistic solutions and design recommendations

built upon generous community and government input.

In addition to the residents and elected officials of East Jordan, guidance and sponsorship has been provided by:

- The East Jordan Downtown Development Authority
- Michigan Department of Transportation (MDOT)
- Michigan Department of Environmental Quality (MDEQ)
- Michigan Department of Natural Resources (MDNR)
- Michigan Economic Development Corporation (MEDC)
- Northern Lakes Economic Alliance (NLEA)
- East Jordan Planning Commission
- East Jordan City Council
- East Jordan Community Foundation

“FIVE BUCKETS”

Safety

Economy

Culture

Environmental Stewardship

Physical Design



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DESIGN OVERVIEW

Today's East Jordan cannot be separated from its history. Born in an era of unbounded resources and industry, East Jordan became one of those early American places where a previously unobtainable combination of land, raw material, and power could be easily had. The city formed as a center of wealth from farming, shipping, logging and, later, heavy industry, surrounded by frontier.

Transportation was a major consideration in those times. Getting resources in and products out was critical in the far reaches of the newly developing country. In the late 1800s and early 1900s, East Jordan's position at the head of Lake Charlevoix allowed both major shipping to international trade via Lake Michigan and rail transportation, a combination rare for a place deep into northern Michigan. Wealth followed.

Founded in the 1870s, East Jordan began as a lumber town. The lumber was found in such abundance and diversity that, when it finally ran out, the city found itself fortunate. Through that lumber, the city found it had a transportation system ready to support the manufacturing center it was becoming, particularly in the creation and forming of iron. Unlike many towns and cities who floundered as lumber was lost and the marginal soils of northern Michigan became evident, East Jordan's diverse balance between farming and manufacturing ensured it could look confidently into the future.

At its most basic,
Victorian design was
less a design style and
more of an expression of
wealth and power.

During its early years, East Jordan followed the ideas of city and architectural design patterns popular in the era, Victorian vernacular. Victorian ideals, popular during the late 1800s and early 1900s, relate to building and city planning design during the reign of Queen Victoria of England. Popular in former English colonies and in America, Victorian architecture manifested itself in a number of styles (Eastlake, Romanesque, Stick, Italianate, etc). Those styles culminated during the early 1900s in the form of Folk Victorian, an adaptation of Victorian style that was popular in the United States for two important reasons. It could be shipped as a kit, and it had the ability to be easily modified to demonstrate the status of the owner.

At its most basic, Victorian design was less a design style and more of an expression of wealth and power. During America's age of unlimited resources and discovery, manufacturing advances allowed cheap creation of building materials and transportation. Suddenly, everyone had the supplies and skills available to put a home or business location up that could "beat the Joneses." Coupled with the notion that natural resources were unlimited, Americans raced to a future they were sure would happen. They built wide city streets and imposing buildings in the wilderness, all made available by discoveries

It is proposed through
these guidelines that
East Jordan encourage
the same ideas that our
Victorian predecessors
had: a future of prosperity
in concept, demonstrated
through form, mass and
detail in the places that
they build.

in ironwork and steel, manufactured parts, transportation, and readily possible local resources. East Jordan was no exception. It planned on becoming, despite its remote location, a big city with grand avenues and ornate, tall structures. It built for the prosperous community the residents knew was coming.

Of course, all things change. Over time, the grand vision of East Jordan as a cosmopolitan place was found to be unreachable. Regardless, the building notions of the age still exist, but not solely as a resource for historic restoration or Victorian mimicry. To do so would be short-sighted and restrictive. Rather, it is proposed through these guidelines that East Jordan encourage the same **ideas** that our Victorian predecessors had: an expression of prosperity in concept, demonstrated through form, mass and detail in the places that they build. This allows these guidelines to function as intended to guide the builder, official, and citizen in leveraging East Jordan's Folk Victorian heritage, form, and ideas to create a unified appearance of success by today's measures, much like the grand plans and design born from the enthusiasm of America's Victorian age.

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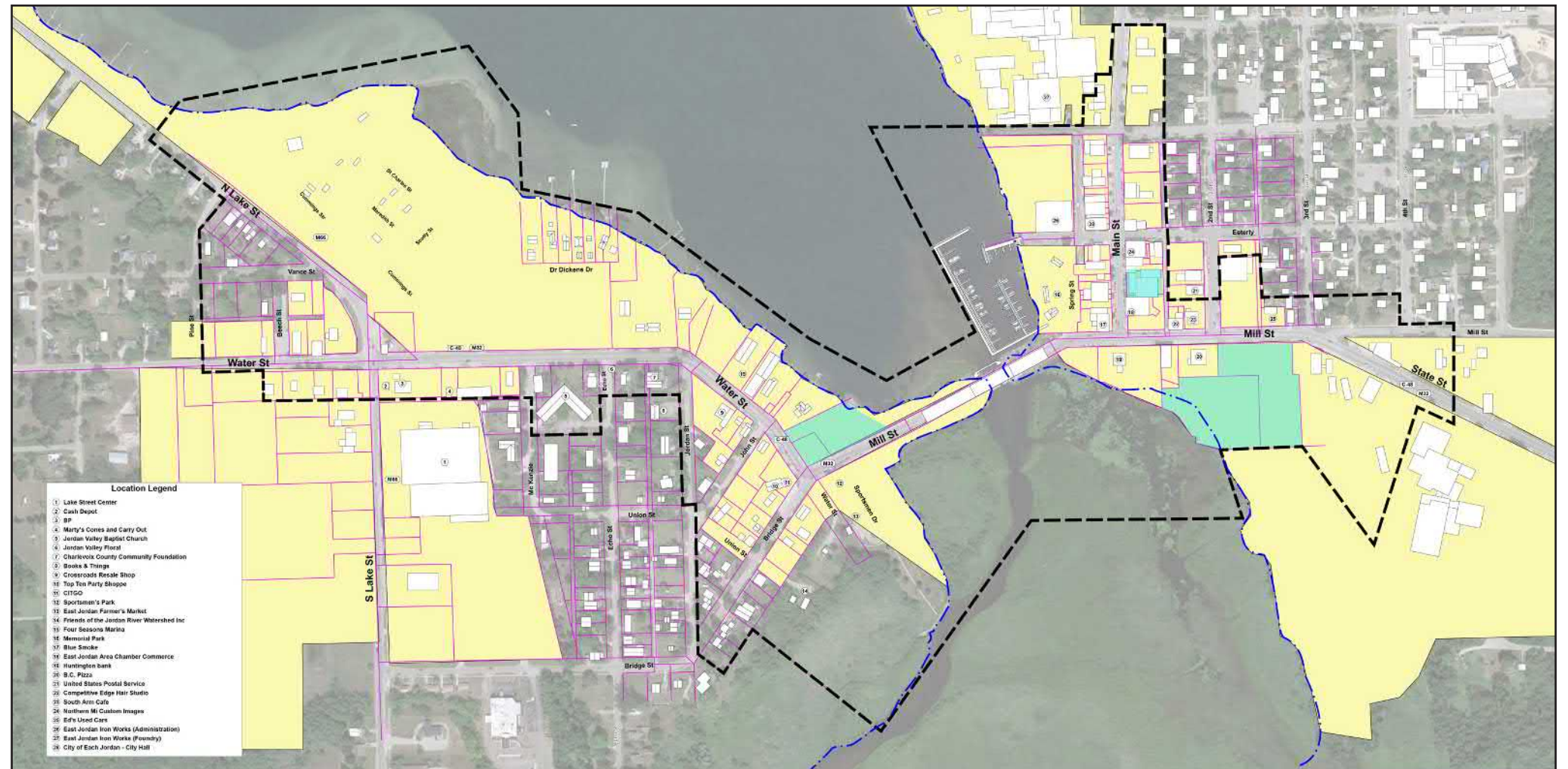
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There are differences between Victorian and contemporary design ideas. Victorian builders were not restricted in the least by the notion of regulation, zoning, and environmental protection. But, the place they created now is. Ensuring the distinctiveness of the place they built, that it has the tools to carry on, and can grow into the future is the mission of the Waterfront Subarea Plan.

These guidelines are linked to East Jordan as a waterfront community and anticipated designation as a Michigan Redevelopment Ready Community (RRC). As an RRC, modern notions of sustainable urban design become important. These elements help leverage funding for development of significant urban resources, and include consideration of zoning, environmental protection, public landscape, and use diversity.

The Waterfront Subarea Plan established by this plan (as part of the East Jordan Master Plan) is also intended as an incentive mechanism itself. Through zoning regulation and long range development policies, it is intended that these guidelines be used to encourage sustainable economic development and growth. To that end, the next steps in making this community effort valuable are to make the initiatives flexible in the Master Plan and zoning ordinance. Equally important, a mechanism should be made available for easy inclusion into the subarea plan. Recommendations for how these things can be incorporated within the existing zoning ordinance are included in the Comprehensive Planning section of this document.



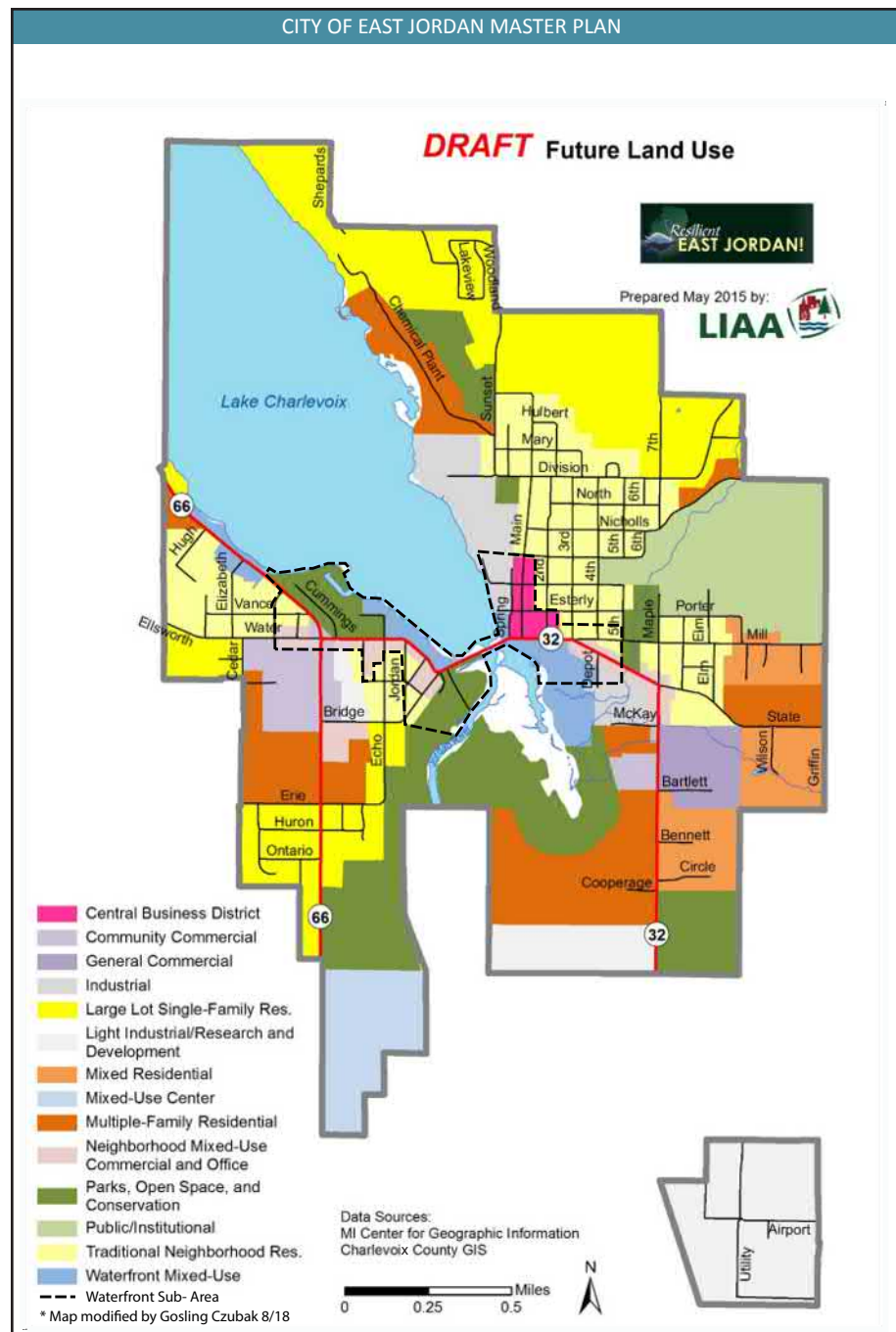
The Waterfront Subarea and existing points of interest as of 2017. (n.t.s.)

Three (3) initially selected Redevelopment Ready Sites

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THE WATERFRONT SUBAREA PLAN DESIGN GUIDELINE BOUNDARIES AND GOALS

The WSPlan for East Jordan is designed to work within the city's Master Plan. It also is integral with DDA policies and overlays much of the DDA area. It includes the entire Central Business District (CBD), several original neighborhoods, the city approaches, and the causeway connecting both sides of the city over the Jordan River.

The WSPlan intentionally focuses on the M-32 causeway as the critical link between both sides of Lake Charlevoix and the Jordan River. As the primary transportation link to all points east, west, north and south around the long fetch of Lake Charlevoix, it has been and remains a landmark for daily trade and visitor experiences and quite literally, it serves to "Join Jordan."

Over time, the nature of the M-32 causeway has changed. What was a critical link for the industrial, commercial, and farming trades has added housing, recreation and tourism. While connections to community services on the west side of the city remain critical, land uses near the ends of the causeway, including the CBD, are seeing pressure for change to new income generating redevelopment, involving tourism, residential, and commercial mixed-uses. The boundary of the WSPlan was established to accommodate these immediate pressures to establish a unified and improved aesthetic for East Jordan into the future. It addresses building location, orientation, bulk, entrances, facades, roof lines,

window placement, and building materials. It also considers:

- Open spaces and non- motorized links.
- Multi- modal access.
- Special uses and mixes related to the waterfront.
- Public access improvements.
- CBD opportunities to increase access, activity and development along the waterfront.
- Zoning and building recommendations, including bulk restrictions.
- Low Impact Design (LID) stormwater management.
- Streetscape and planting design.
- Forest conservation and restoration.

In addition, this plan provides resources for potential funding assistance and agency coordination.

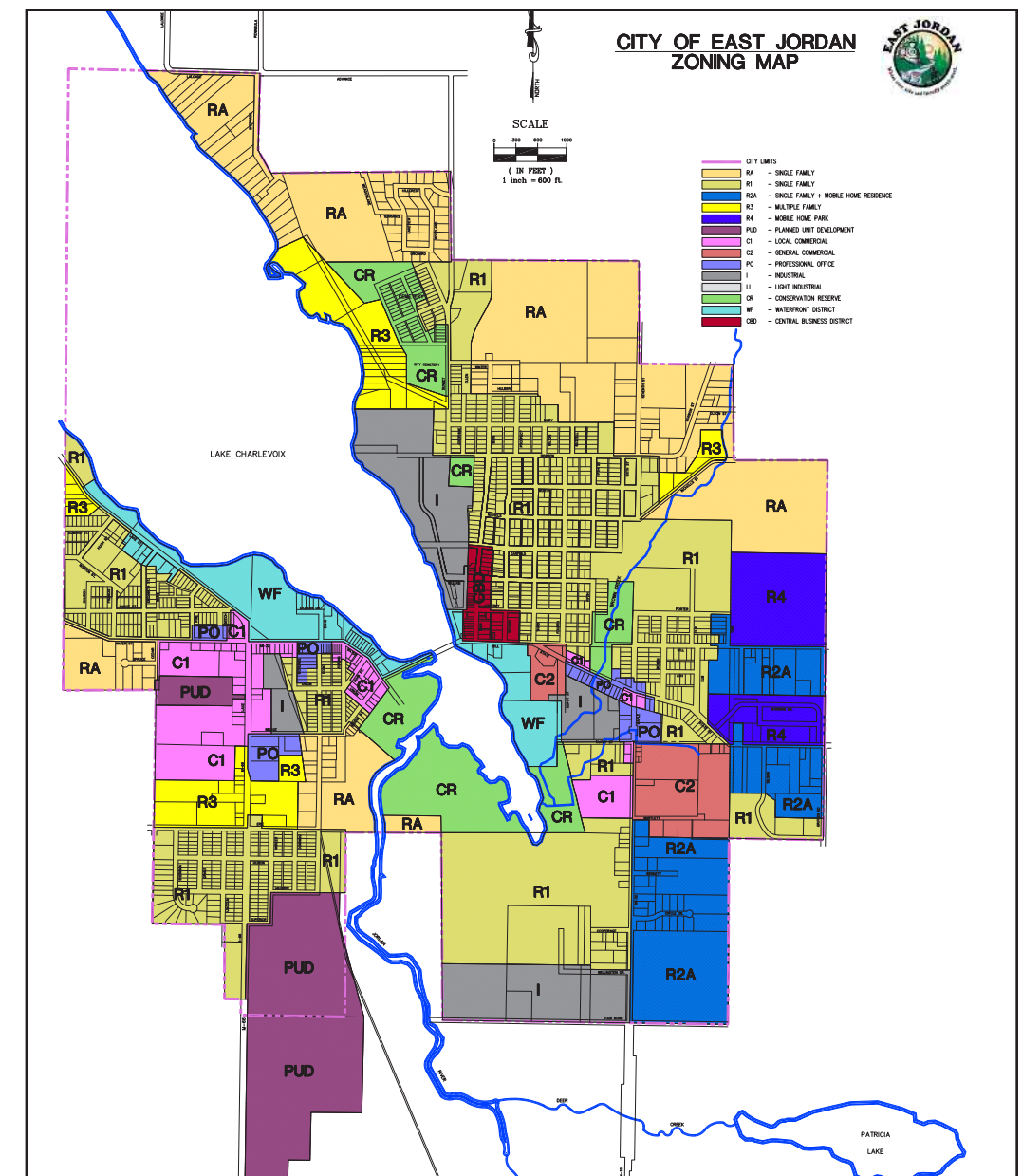
The Future Land Use Map of the City of East Jordan showing the Waterfront Overlay District boundary. (n.t.s.)

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This diversity offers fertile ground for placemaking and the WSPlan provides a bridge between the Master Plan’s placemaking goals and the zoning ordinance’s implementation tools. By addressing design issues as policy in the WSPlan, it is intended that a clear, sustainable path to greater entertainment options, entrepreneurial services, transportation links, recreational tourism, and regional nodes of activity can be established.

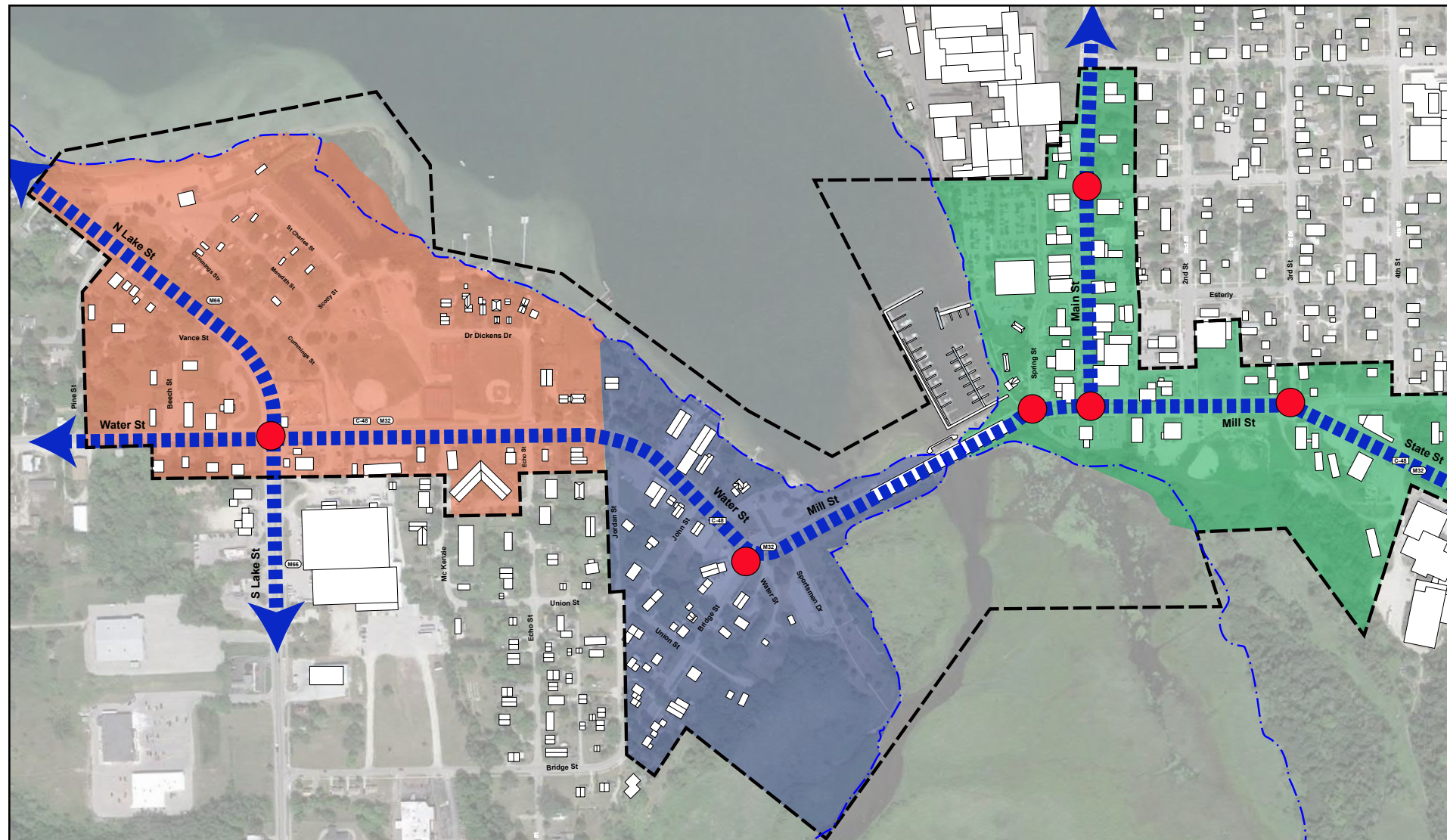
The WSPlan also reinforces all other general redevelopment, tourism, and cultural/heritage elements encouraged through East Jordan's Master Plan placemaking initiative.



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The main thoroughfares, their nodes, and the neighborhoods surrounding them (n.t.s)

THE WATERFRONT NEIGHBORHOODS

Located at the end of the long southern arm of Lake Charlevoix, East Jordan is naturally fortunate to be at the intersection of several transportation routes that have stood the test of time. With railways now gone, the state highways that bisect the city now act as transportation hubs, or nodes, where they intersect. The nodes service distinct areas that exhibit attributes based upon the form, service, and use they may have. These forms and uses are based upon how people move into and through the city and how they use it. In other words, the nodes form neighborhoods within the WSPlan.

-  Neighborhood A contains the only currently designated historic building complex in East Jordan. Functioning as the gateway to the north and east, it boasts the most dense building mass and use diversity within the city. It contains a mix of older 1 to 2 1/2 story buildings with mixed- uses on a traditionally wide main street.
-  Neighborhood B complements Neighborhood A on the western side of the causeway connection. A less dense mix of stand- alone residential and commercial uses, it features an eclectic grouping of older homes and commercial uses arranged on the original city grid. There are many empty lots and the general condition is average to poor.
-  Neighborhood C is a much more contemporary grouping of structures and uses providing employment and city necessities. It includes a small cluster of residential uses and large recreational facilities. It is also the city's main source for food, fuel, distribution and other highway-oriented services.
-  Transportation node
-  Main thoroughfare

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Neighborhood A

Neighborhood A is the city's core and includes buildings and uses along Main Street from Williams Street to Mill Street, Spring Street including Memorial Park and the marina facilities, Mill Street from the State Street divide to the causeway, and alleys for those streets that have (or could have) them. Neighborhood A contains the highest density of any zone within East Jordan, and many of the buildings are 2+ stories in height. Commercial, industrial, and institutional in nature, it was originally designed for early horse and auto based commercial uses and milling trades. Currently it provides the city with a base for boutique shopping, marina, and cultural services. In character, the street front has a mix of era- based construction and potential historic structures.

The street wall is punctured by empty lots from the removal of original buildings as they fell into disrepair. The buildings also vary widely in both era built and state of repair. The eastern side of Main Street features a wonderfully restored historic structure, currently used as mixed-use property, and a DDA Priority Development Site. Another large waterfront DDA Priority Development Site is located directly across Mill Street and there two new commercial uses at the foot of Main Street.



Clockwise from top left:

A potential pedestrian pass-through to the waterfront along side a restoration in Neighborhood A.

Pass-throughs leading to Marina Park.

The Community Center in Neighborhood A on lower Main Street, a potential DDA Priority Redevelopment site.

At Main and Esterly in Neighborhood A today, a corner structure stands alone creating a landmark.

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Neighborhood B

Neighborhood B was originally founded as a separate place, the Town of South Arm. South Arm contained several industries focused on a rail spur and shipping. Housing and necessities were located close by on a traditional town grid. Today, only the housing and an eclectic mix of commercial services remain. Over time, the industrial sites have been converted to second home and recreational uses.

Neighborhood B anchors the west end of the causeway connecting the city. In character, it features large, private waterfront lots with extended views, some new, some mid-19th century. The interior structures are on small to mid-size lots with ample side yards, many with alley access. Away from the waterfront, the neighborhood is in a general state of decline and contains many vacant lots and smaller homes generally dating from the late 1800s. It also features a secondary route through town, Bridge Street, which allows traffic to bypass Water Street to South Lake Street and its convenience shopping. The shore is currently encumbered by a mix of housing and commercial uses in various states of age and repair. Private initiatives are renovating a few structures for new commercial uses and a DDA Priority Development Site is located at the foot of the causeway.



Clockwise from top left:

Neighborhood B at the end of the causeway.

The causeway looking east across the site of the DDA Priority Redevelopment Site.

A typical residential block in Neighborhood B.

Sportman's Park at the southern foot of the causeway in Neighborhood B.

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Neighborhood C

Neighborhood C is a vehicle- based commercial hub. Built upon former industrial sites, it features a very diverse mix of active and passive recreation uses, lake front homes, older communities, and vehicle oriented services. Built around the intersection of M-32 and M-66 (Lake and Water Streets), it is the western gateway into East Jordan. The neighborhood is adjacent to essential consumer services and most of the city's highway-oriented services.

Neighborhood C is widely varied in character and contains old workforce housing and 1960s era homes, expansive views across Lake Charlevoix, and a unique urban campground. A grouping of newer waterfront homes is directly adjacent to a local landmark baseball field. Across Water Street is an area of partially-occupied retail, single family uses, and age-related uses.

The neighborhood lies directly adjacent to both an aging large industrial space and strip shopping, including a large food store.



Clockwise from top left:
Lake and Water Streets in Neighborhood C.
The campground in Neighborhood C.
Neighborhood A in the 1950s.

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COMPREHENSIVE PLANNING AND ZONING

These guidelines are designed to work within the framework of East Jordan's Master Plan, Zoning Ordinance, and related development regulations. Further, they are intended to not just provide guidance, but to encourage new development.

To provide a platform to realize the creative goals of these guidelines, it is recommended that the city create a new zone or overlay district that specifically pertains to the Waterfront Subarea. The overlay district should be structured to award creativity in design and the provision of elements above and beyond what is normal for the zone by- right. Incentives should be provided as the

developer meets guideline goals. These incentives should be achieved in at least four physical categories, as defined in the Master Plan and these WSPan Design Guidelines:

- Building Design
- Landscape Design
- Environmental Design
- Arts and Culture

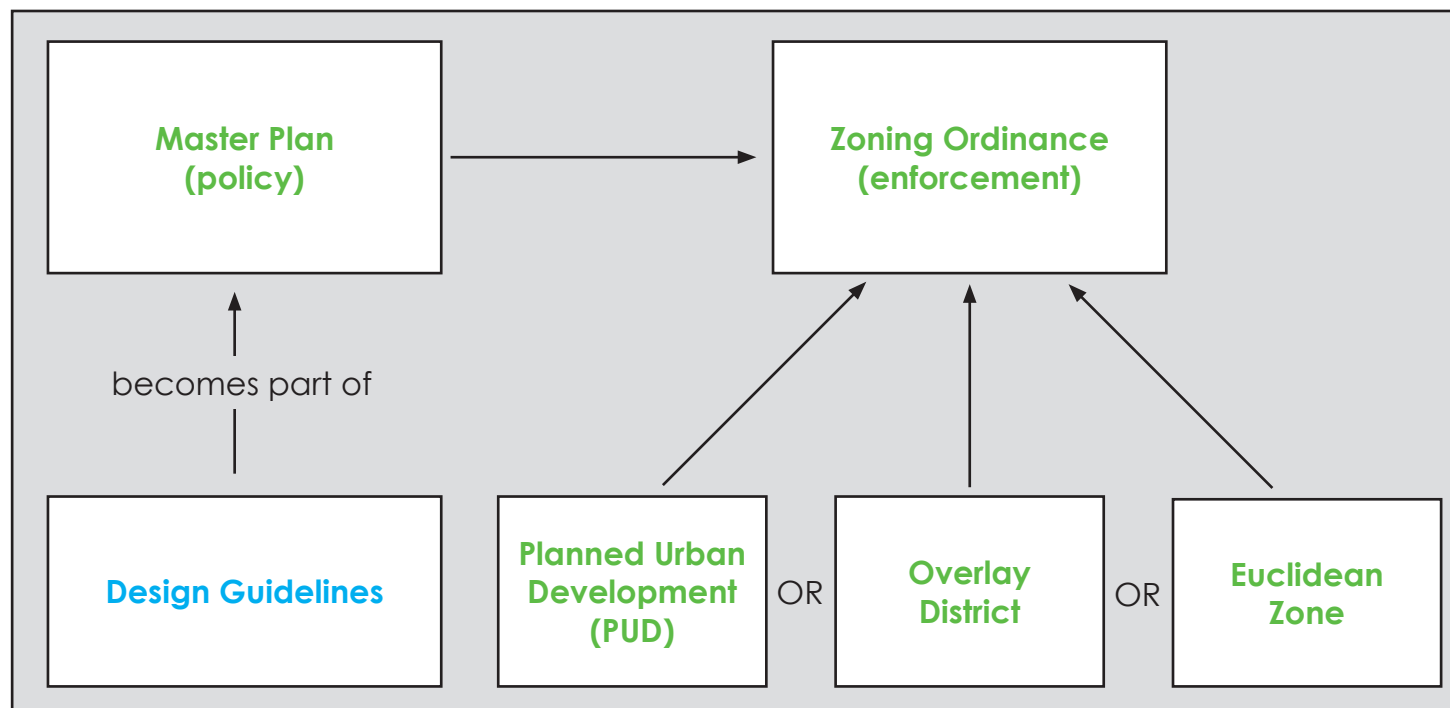
Three of these categories directly apply to the physical development sector and their incentives generally come in the form of density boosts, regulatory relief, financial relief, and application processing. The fourth, Arts and Culture, may take a variety of forms, particularly in the form of density

boosts from density transfers and grant awards. Public sector development may be incentivised through grant relief directly.

To qualify as a redevelopment community with the Michigan Economic Development Commission (MEDC), design guidelines and a method to administer them are required. The MEDC recommends either a Planned Urban Development (PUD) or form code.

To provide a platform to realize the creative goals of these guidelines, it is recommended that the city create a new zone or overlay district that specifically pertains to the Waterfront Subarea.

The WSPan recommends a PUD as the simplest path. The new PUD should be applied to the entire WSPan area and should be considered a zone by right. *In other words, a developer should not have to rezone to gain PUD status.* This will reduce a developer's planning time and cost and introduce a degree of certainty into financing. It will also require that bulk criteria be incorporated directly into the new PUD zoning category. If overlay districts are considered to be the best alternative, density bonuses and other incentives should be structured so they are awarded above and beyond underlying zoning.



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In addition, to help ensure that the design guidelines contained in this plan are met and administered properly, the new PUD or overlay district should include the following general regulations for all new site or subdivision development applications:

- A land development application should be entirely within the WSPlan area or can be brought in within 30 days after application submittal. Density and reforestation transfers are exempt.
 - There should be no minimum development size for any proposal in the new PUD district. This is intended to encourage small developers to take advantage of redevelopment in a coordinated fashion, together with larger developers.
 - To encourage mixed uses, a minimum of 20% of floor-area ratio (f.a.r.) for any application should be dedicated to commercial office or retail use for any site fronting Main, Mill, or Water Streets. Single family applications on existing individual lots should be exempt.
 - To help make new developments available to all, a minimum of 20% of residential units of each development application over five acres should be dedicated to multi-family or workforce housing.
 - 20% (gross) of any site over two acres should be dedicated open space for public or private use.
- Reforestation and urban forestation should be a consideration in each land development application for new construction on sites over 43,560 sq. ft. in gross area.
 - The density award structure established by any zoning regulations, the planning commission, and city council should not exceed 36 dwelling units/ acre (exclusive of commercial uses) for any single development.
 - Height limitations should not exceed 48' anywhere in the new district without special exception. Heights over 36' should be allowed only for developments facing Main, Mill, Water, and Lake Streets. The maximum height limitations should not include seasonal roof top uses, equipment, or landmark structures like turrets and spires.
 - Unit types and uses should exhibit a significant mix in and between blocks along Main, Mill, Water and Lake Streets. Single family homes, multi-family homes, and commercial uses should be encouraged within each block.
 - PUD sites that contain current CR zones should not be eligible to build within the (former) zone area directly unless the site is designated a DDA Development Ready Site. Rather, if part of a development project, the area in the current CR zone should be eligible for open space credit, then density credit in that order. These types of open space and density credits should not be transferrable to another CR zone.



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Should these criteria be met, the Planning Commission should recommend approval and the Council award bonus density and height bonuses as proposed by the PUD zoning application (within zoning ordinance limitations) and within their established timelines for approval.

Eligibility for inclusion to the WSPlan boundaries should be a matter right with simple written request from the land owner to the City Manager, his recommendation of acceptance based on conformance, and approval by the Council at their next meeting, if a property meets the following qualifications:

- It is within the city limits.
- It is adjacent at least in part to the current WSPlan boundary
- It is entirely within a watershed that drains directly to Lake Charlevoix or the Jordan River.

If a PUD ordinance is the chosen method to encourage development in the WSPlan area, density transfers should be permitted between properties. These transfers could be between properties in or out of the WSPlan area, but both properties must be zoned as a type of PUD. Density sending must be part of a single development application. Receiving parcels should not exceed the maximum density set by the PUD for the WSPlan area and sending parcels must send density at the maximum allowed by the sending parcel's zone.



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BUILDING DESIGN GUIDELINES

Building design helps define the overall character of the Waterfront Subarea. When maintained and attractive, a strong unified building design theme imparts a strong impression of community health and vitality. Street front appearance in particular plays a critical role in advertising community security and longevity.

There are two general classifications of building design that apply to East Jordan within the Waterfront Subarea: restoration and new construction. Restoration refers to preservation, restoration, and renovation/ adaptive reuse. New construction refers to construction on vacant sites. Each of these types of building design requires a different approach, but both can be brought together through design to give a unified appearance to the street front.

It should be noted that the guideline recommendations here apply to all land uses. Residential, industrial, commercial, and institutional uses are all present within East Jordan's Waterfront Subarea and these guidelines encourage mixing those uses, uniting them through a theme to bring design consistency to the city's core area. The Victorian theme, and particularly the Folk

Victorian theme with its more modest sense of scale and proportion, can be particularly useful here. Its forms fit into the design vernacular of existing East Jordan and can easily be adapted to modern planning, design, and construction techniques.

It is the intent of these guidelines to encourage the restoration and

Restoration and adaptive reuse of original architecture should be promoted while other forms of infill and new construction be encouraged when they match the mass, proportion, and rhythm that is characteristic of East Jordan today.

re-use of designated historic structures, renovation of non- historic structures built before 1940, and design of new construction sympathetic to those forms. This does not mean that recognized styles from other times, unique construction, or unique styles should not be encouraged. Restoration and adaptive reuse of original architecture should be promoted while other forms of infill and new construction be encouraged when they match the mass, proportion, and rhythm that is characteristic of East Jordan today.

The bulk of the building design portion of these guidelines is concerned with a structures' relationship to the street. To promote a sense of pedestrian scale and comfort, mass, roof lines, setbacks, and certain details are promoted as a matter of policy. In pursuing these details, a builder should qualify for specific bonuses in density, arrangement, and permit processing under zoning regulations.

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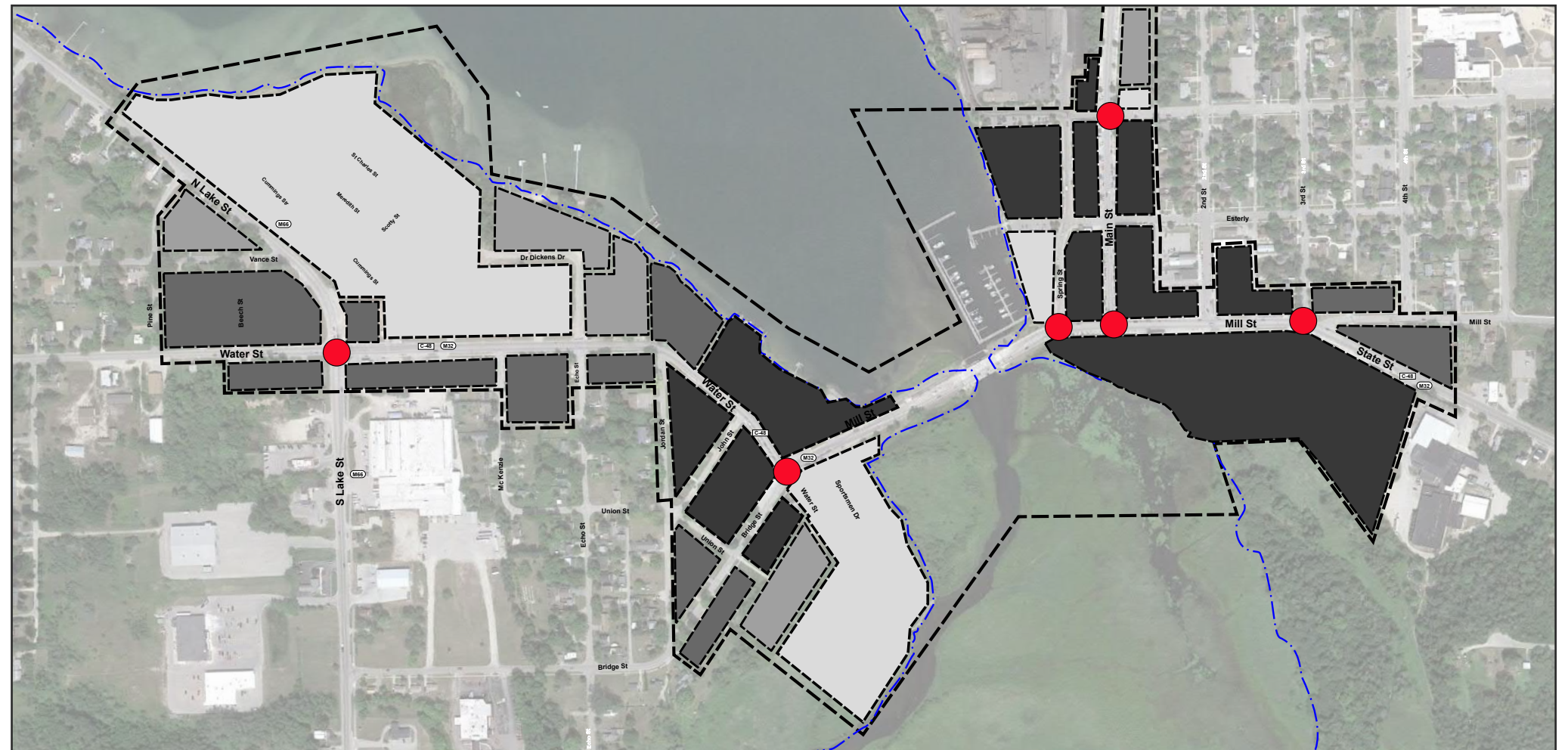
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MASSING, PROPORTION, AND RHYTHM

Massing, proportion, and rhythm refers to building size and its relationship to neighbors and the street. Changes in scale and size directly effect how people perceive and relate to the street front. Comfortable changes in building heights and widths, frontage scale, window installation, and texture application, viewshed maintenance, and shadows all define the street spaces where people interact and how at ease they feel. Each site should consider adjacent structures and viewshed in their design.

Folk Victorian and pre-WWII spaces dominate two of the three Waterfront Subarea neighborhoods. These spaces and proportions, originally designed in a world where motorized transportation was just becoming normal, fit a pedestrian scale just fine. It is based on a standardized grid of lot sizes that are roughly based on 25' lot increments and 33' right of way (ROW) increments. The buildings constructed on these lots were typically modest with narrow or no side yards. They were often designed with alleys for utilities and maintenance, allowing the street front to remain formal and free of livery odors and machine smoke from early vehicles; people could move comfortably among destinations along the street. This arrangement works well for East Jordan even today.

One to three story buildings predominate all the WSPlan neighborhoods in various traditional arrangements, and the residential and commercial components are comfortable to move about in as a visitor. But, because the building masses are dissimilar at the ends of the causeway, they do not



Proposed Waterfront Subarea density distribution. These densities are intended to help create a concentration of activity on both ends of the causeway (surrounding the landings) while encouraging continued development opportunities along the approaches. (n.t.s.)



DENSITY ZONE 1- The highest densities. Commercial/ residential mixed uses, generally 2-4 stories to 48' tall with no side or front yards.



DENSITY ZONE 2- Transitional density. Generally 2-3 stories to 36' tall with no front yard and minimal side yard requirements.



DENSITY ZONE 3- Medium density. Generally mixed residential/ commercial uses 1-3 stories and up to 36' in height.



DENSITY ZONE 4- Low density. Building development is based upon outdoor recreational opportunities. Buildings, where needed, should not exceed 18'.

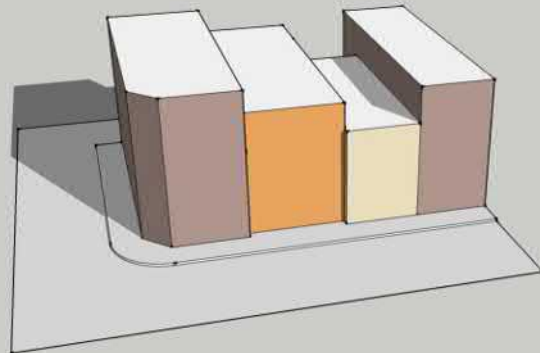
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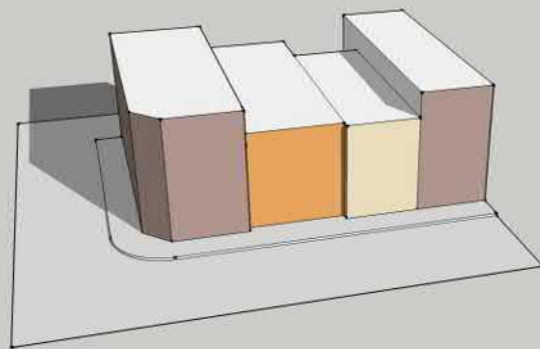
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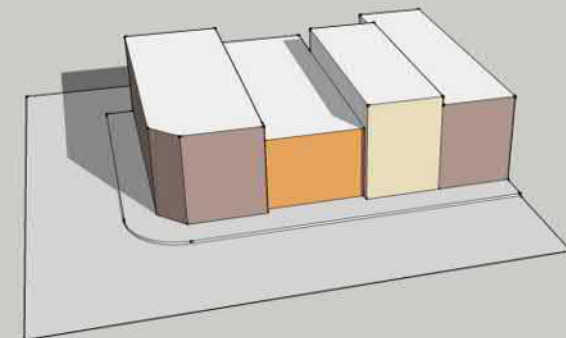
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Density Zone 1- to 48' tall



Density Zone 2- to 36' tall



Density Zone 3- to 28' tall

recognize full growth potential or the benefits of uniting both sides of the city. To invite visitors (and especially pedestrian traffic) to experience both sides of Jordan River, it is important that similar building mass and proportions be encouraged on both sides of the river. Further, new construction, infill, and renovation should be encouraged to build to their maximum potential yield and height, within certain restrictions in each of East Jordan's WSPlan delineated neighborhoods.

Neighborhood A

Neighborhood A is the city core and traditional CBD. It is home to the highest concentration of historic and near- historic structures and uses of the early city. It contains the highest structural density, the most imposing buildings in the town, and most of the spaces for civic functions. It also anchors a rising topography that gives it a forested backdrop when viewed from the opposite side of the river, and has significant lake frontage, making the neighborhood the most prominent in the city. Its function as the northern and eastern gateways suggests that it should continue to function as the "center of town".

This plan proposes the center of density and mass should remain at the eastern landing of the causeway and the intersection of Spring and Main Streets and decrease going north along Main and east along Mill and State Streets past the eastern gateway. To maintain this traditional relationship, it is recommended that Neighborhood A:

- Maintain increased density and bulk by encouraging buildings of up to 48' or 4 stories, whichever is greater in density zone 1.
- New construction be merged with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
- Foster construction or renovation of buildings in density zones 2 and 3 to three stories or 36', whichever is greater.
- Encourage mixed- use structures with commercial or office on the first floor and residential units above in density zones 1 and 2, and institutional uses of two stories or less in zone 1.
- Promote construction of recreational support facilities in the parks at no greater than 18'.

Neighborhood B

Neighborhood B mirrors Neighborhood A in age. It was founded first as the Town of South Arm, then merged with East Jordan. Its focus, like the CBD, was toward the lake front and it anchors the western end of the causeway.

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Neighborhood B should be allowed to:

- Mirror the densities and commercial potential of Neighborhood A by allowing greater bulk densities in zone 1 up to 48' or four stories, whichever is greater.
- Merge new construction with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
- Foster new construction or renovation of buildings in density zones 2 and 3 to three stories or 36', whichever is greater.
- Encourage mixed-use structures with commercial or office on the first floor and residential units above in zones 1 and 2, and residential uses of two stories or less in zone 3.
- Promote construction of recreational support facilities in the parks at no greater than 18'. Permits for uses over 18' in these areas should be encouraged through the special exception process on a case- by- case basis.

Neighborhood C

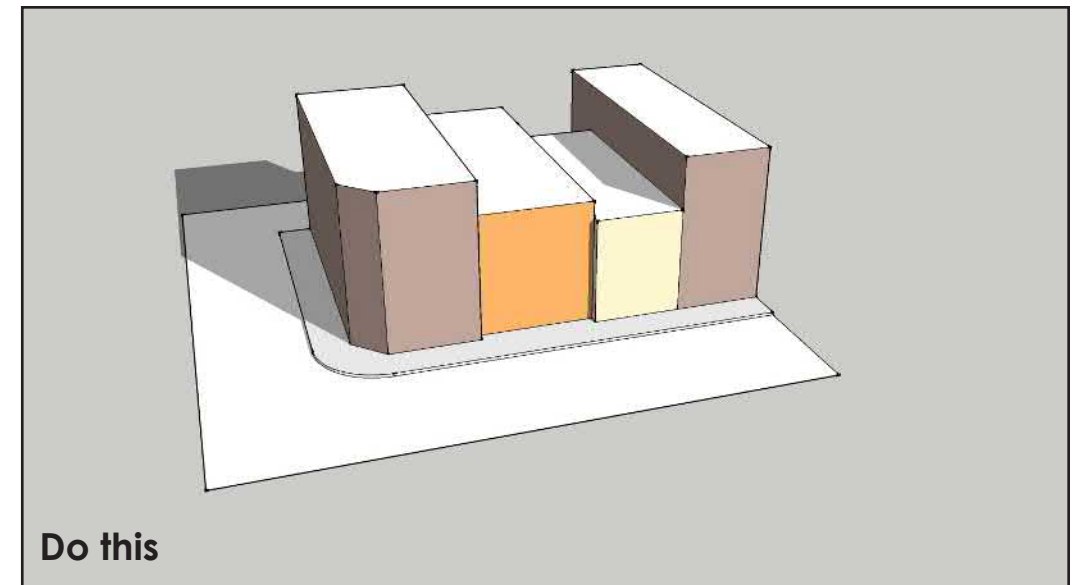
Neighborhood C contains most of the city's highway-oriented destinations, including neighborhood food shopping, and is anchored by a unique feature, a city-owned campground and RV facility. Neighborhood C is a low to mid-density area generally occupied by single story vehicle-oriented commercial uses and one to two story residential uses of widely varying age. It is also the western gateway; the first indication that you are entering an urban center as you travel from the western rural areas.

Neighborhood C should:

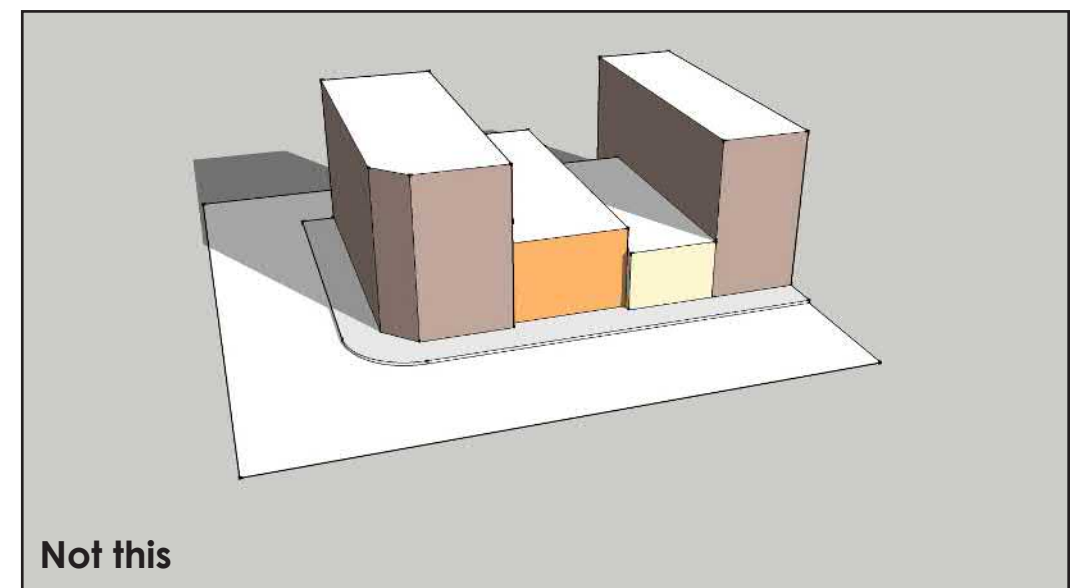
- Merge new construction with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
- Foster construction or renovation of buildings in density zones 2 to two stories or 32', whichever is greater.
- Encourage mixed- use structures and blocks.
- Maintain large lot residential waterfront use where it exists.
- Promote large side yards for parcels adjacent to the waterfront.
- Recreational support facilities should be minimal and should not exceed 18', and be subject to the special exception process in zone 4.

In addition, for all neighborhoods:

- New buildings should be designed to be at or within 1 story of any building directly adjacent.
- No story should exceed 18' at ground level or 14' above the first floor for new construction.
- No first story should be less than 12' for new commercial or mixed use construction.
- Specifically for new civic uses, no structure should exceed two stories or 36', whichever is greater.
- Restoration or renovation of existing structures should seek to maintain the original street front facade.
- Each individual site should be no less than 8' wide at the main street front for each story proposed.



Do this



Not this

Height Relationships

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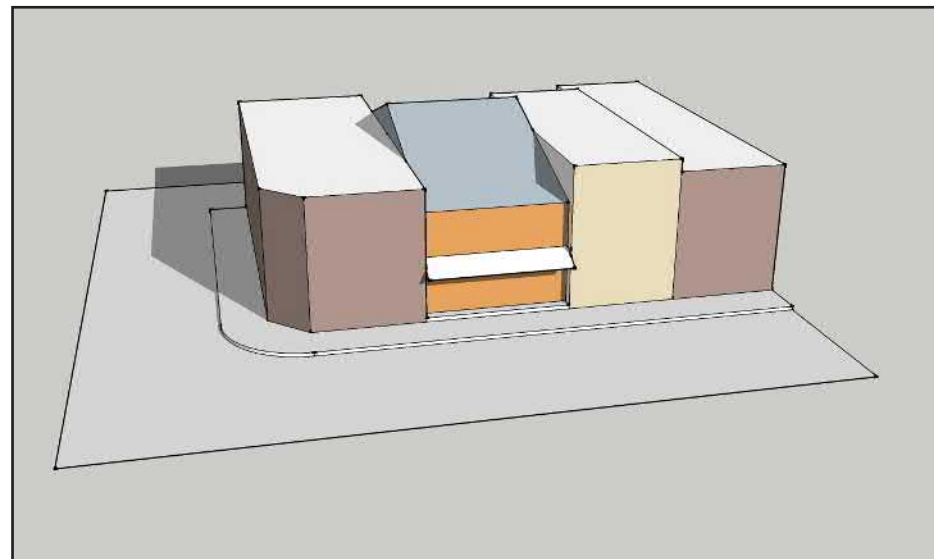
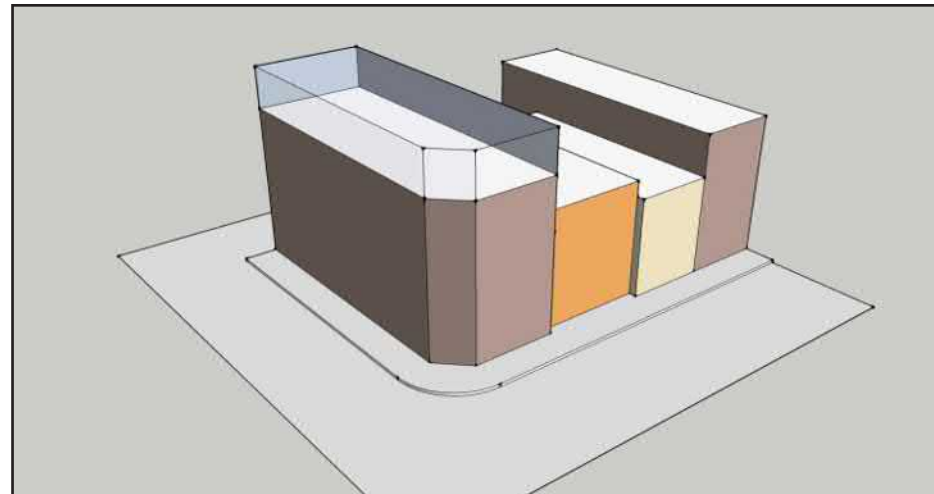
- In density zones 1 and 2, side yards should be discouraged except where deemed necessary for viewshed protection, access to buildings or public access to the waterfront.
- For commercial, commercial mixed-use and single-family attached (SFA) residential uses in density zones 1 and 2, allow for a height extension of 10' above the maximum height for three-season uses or green roof installation. This may be combined with utility placement, provided the utilities are buffered from public view.
- Mixed forms and uses within blocks should be encouraged for all zones fronting Main, Mill, Water, State and Lake Streets.

Access and Building Setbacks

Access and building setbacks are also an important part of massing, proportional and rhythm. They provide strong cues to how people relate to the street front. For the Waterfront District, setbacks are intended to bring uses closer to the street front and closer together than normally allowed by traditional zoning. This helps both to mimic the original style of development in the city and help define a street wall that is interactive between uses, neighbors, and visitors.

To encourage pedestrian interaction, this plan recommends:

- A 0' front and side yard and a 20' rear yard be required for all new commercial, institutional, and mixed use structures along Main, Mill, Lake, State, and Water Streets in density zones 1, 2, and 3. Where a lot is on a corner, a front yard setback should be applied to both frontages.



Top: Deck roofs and uses should be permitted above height limitations.

Bottom: Mixed form and use blocks should be encouraged in density zones 1 and 2.



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Top: New single family detached developments should be located close to the street with porches greeting pedestrians and utility areas to the rear. Accessory dwelling units should be allowed for all new residential construction and renovations that have alley access.

Bottom: New single family attached homes should be located close to the street with parking and utility areas to the rear. Covered porches should be installed, either on the front or side, according to unit type.

- Buffers and easements, if required, should be inclusive of any required yard.
- New single-family detached (SFD) residential uses should have a minimum front yard of 5', a minimum side yard of 4' with a combined side yard of 12', and a rear yard of 20' in density zones 2 and 3. Where an SFD structure has an accessory dwelling, that dwelling should be placed behind the main building and have the same side and rear yard setbacks as the principal dwelling.
- Multi-use dwellings and single family attached (SFA) dwellings should have the same setbacks as commercial/retail use dwellings except that SFA residential uses should have 24' between the residential structures and all adjacent buildings.
- Parking should be encouraged within rear setbacks if the site is located on a alley.
- New waterfront SFD homes without alley access within zones 2 and 3 in all neighborhoods should be encouraged to have 25' front yard setbacks. Both attached and detached garages should be located no less than 16' behind the front wall of the main residence facing the street.
- Lots with double frontage should not have exposed rear yard parking, but should have a 0' lot line to all structures on the lots.
- New street front curb cuts and front access to all unit types and uses should be discouraged. Access to all existing uses and unit types should be limited to the rear when an alley is present. Access to new construction should be off an alley unless physical site restrictions prohibit construction of an alley.
- Double frontage lots should consider their main front on the principal state or county route. The rear yard should be opposite the main front yard.
- No building in density zones 1-3 should vary from its neighbors' average setback more than 2' for commercial, residential and mixed uses with 0' side yard setback requirements. For SFD residential, the setback difference should not exceed 10'.
- 10' should be allowed above height limits for 3 season use and equipment operation for commercial mixed-uses only.

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BUILDING DETAILS

It is not the intent of these design guidelines to inhibit architectural creativity. Rather, it seeks to foster the unique character that East Jordan has become through mass and character. To this end, these guidelines are recommended for all neighborhoods.

New Commercial and Mixed-Use Construction

- Signboards and sign installation should be eligible to extend above and across the entire first floor above the first story but, below the second, and no higher than 4'. Placards extending away from the sign board area should extend no farther than 4' from the face of the building. Signboards may be lit by external lighting. Neon signs should be prohibited.
- Windows should be multiple pane, designed to resemble the patterns and sizes common to the period between 1880 and 1940. Single light windows should be avoided with the exception of main floor show windows in commercial and office uses.
- At street level, all buildings in zones 1 and 2 should have a water table of at least 2' in height faced in concrete, stone, wood or metal. Brick or other materials should be prohibited.
- Entrance doors should be commercial grade with full glass panels.
- Materials should be of a permanent nature and be of or resemble the materials common to East Jordan during the period 1880-1940.



- Encourage green roof and roof top uses for either commercial or residential use.
- Extend signboards across the street front immediately above first floor windows no higher than 4'.
- Extend signs from the first floor no higher than 4'. Follow other ordinance sign criteria for size, material and color.
- Where commercial uses are present, extend 3-season awnings over display window frontage.
- Install multi-light window openings.
- Install fully glassed doors.
- Include a water table of at least 2' in height in metal, wood, or concrete- like material.
- Use facade materials similar to those common to the period 1880- 1940.

For new construction of both multi- family and mixed- use residential units, seek to use the materials and mass complementary to historic East Jordan. This can provide continuity at the street level.

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- Match colors commonly used in that era. For simulated wood finishes, aluminum and vinyl siding should be avoided.
- Promote the use of three- season awnings over the first floor.
- Ensure that all exposed sides of a building are faced in the same materials as the front when facing a public ROW.

New Commercial and Mixed-Use Infill Construction

In addition to the above guidelines, also consider:

- Match the original color and material facade style from any one building existing on the same block dating between 1880 and 1940. For simulated wood, vinyl and aluminum siding should be prohibited.
- Ensure at least a 2' setback difference from any one adjacent property.
- Projections above the first floor from all setbacks should be limited to 4'.

Commercial and/or Mixed-Use Restoration, Renovation, or Retrofit

- Encourage restoration of the original facade material on all exposed surfaces.
- Restore original window and door openings and install windows and doors in a style similar to the originals. Use of modern materials should be encouraged.
- Restore water tables and cornices to original proportions and style.
- Ensure ADA access.



- Encourage green roof and roof top uses for either commercial or residential use.
- Restore original facade material.
- Extend signs from the facade to 4'. Follow other ordinance sign criteria for size, material and color.
- Extend signboards across the street front immediately above first floor windows no higher than 4'.
- Restore original window openings and install multi-light windows similar to original patterns for the era.
- Extend 3- season awnings across display window frontage.
- Restore original doors with full light windows. Both doors and windows should use modern materials where able.
- Restore water table to the original level or similar.

Restoration and renovation of existing structures is important to maintaining the character of the city. When a project includes a building erected prior to 1940, or the building has historic or cultural significance, developers should make every effort to restore the building to its original form.

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New Residential Construction

- Both SFA and SFD construction should have roofed front and/ or side porches and be fronted by a sidewalk with paved walks to the main entrance.
- Parking and garage access should be from an alley. Where an alley is not feasible, garaged parking should be located at least 10' behind the main building facade and carriage houses should be placed wholly behind the rear wall of the main home. For multi- family units, outdoor and garaged parking should be located behind the main building(s).
- New waterfront SFD homes within zones 2 and 3 in all neighborhoods should be located within 25' of the front lot line. Garages should be located at least 10' behind the front wall of the main residence.
- Variable lot frontages should be promoted within every block.



- Contemporary designs should not be discouraged if unified in material, form, and color with the original town materials.
- Heights should vary within one story of an adjacent lot. SFD units do not need to follow any minimum first floor height requirement.
- A 5' setback to the front porch should be encouraged for all SFD homes.
- Multi- family and work force housing uses should be fostered within single family blocks.
- Corner lots should be encouraged to have mixed use commercial/ residential or neighborhood retail uses.

A typical single family street front in the Waterfront Subarea. Multi-family and small commercial uses should be encouraged on the same block.

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Typical Commercial Mixed-Use Buildings



Typical Residential Buildings



Typical Commercial Buildings

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LANDSCAPE DESIGN GUIDELINES

Landscape design is a recognized and valuable element in placemaking. Approximately 80% of the time visitors spend in warm weather months in a new destination are spent outdoors along the street front identifying and engaging in potential activities. Landscape design should be given substantial weight in all development designs, large and small.

Initial impressions of a place are important and it is within the scope of landscape design that most first impressions are formed. This includes the design that takes place for access, streetscape, open spaces and parks, activity spaces, and of particular importance to the city, special recreation areas like the marina, bicycle, and snowmobile access. Landscape design also includes historic recognition, conservation,

regeneration, and restoration of the native forest, the treeline, and site reforestation and management of storm water quality.

East Jordan's history with the idea of landscape is mixed. While it is clear that the architecture of

Landscape design also includes historic recognition, conservation, regeneration, and restoration of the native forest, the treeline, and site reforestation and management of storm water quality.

East Jordan's modest structures endures, the landscape has suffered from continued neglect. The result today is little or no record of what the city could be if fully landscaped. So, a new palette of landscape materials and design ideas (rather than an historic palette) is justified. The only restriction that should be applied to street and landscape design in the city is that those ideas should be in support of the Master Plan to help realize investment and sustainable opportunity for East Jordan.

In accordance, the WSPlan landscape design guidelines address:

- Multi-Modal Access for pedestrians, bicyclists, and snow machines
- Streetscape Design
 - Public waterfront availability and uses
 - CBD and civic area open spaces
 - Signage and wayfaring

MULTI-MODAL ACCESS

Multi-modal access has been identified as a chief concern by the City of East Jordan. For a number of years, the city has been a vehicular link at the head of Lake Charlevoix and a generator for heavy transportation from EJ. The focus of both systems was wholly based upon transportation from and through the city and not to the city itself as a destination. As the goals of East Jordan evolve to become more of a recreation destination hub, the city is actively examining how to retrofit various ways to get to and spend time in the city.

Bicycle Routes

Safe bicycle access into the city was established as a primary goal during the workshops sessions. East Jordan has recognized bicycling as a growing recreational industry and trail links are being completed throughout northern Michigan by a number of groups and agencies.

Regional efforts are years from full realization, but planning and the incentives that accompany it are taking place now. To take advantage of these initiatives, East Jordan should take steps to create a *destination* that accommodates all types of bicyclists, including off and on-road riders.

Within the Waterfront Subarea, the city should focus on:

- Safe passage into and through the city with delineated bike routes and lanes in areas of heavy pedestrian and vehicular traffic.
- Creation of bike docking facilities.
- Coordination with MDOT in crossing the M-32 causeway in a separate exclusive lane and enhancing roadway access for bikes on state highways into the city.
- Promotion of long distance bicycle connections to regional destinations.
- Creation of multi-use trails and trail heads for all levels of cross-country trail riders, particularly at Sportman's Park, and in other places where they may ultimately be connected to larger trail systems.
- Creation of shared parking for daytime trail users.

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Snowmobiling Routes

Snowmobiling has also been a growth industry for East Jordan, and the public workshops underscored this. It is important for the city to secure a lead in this fourth season industry.

These guidelines recommend agency coordination to consider:

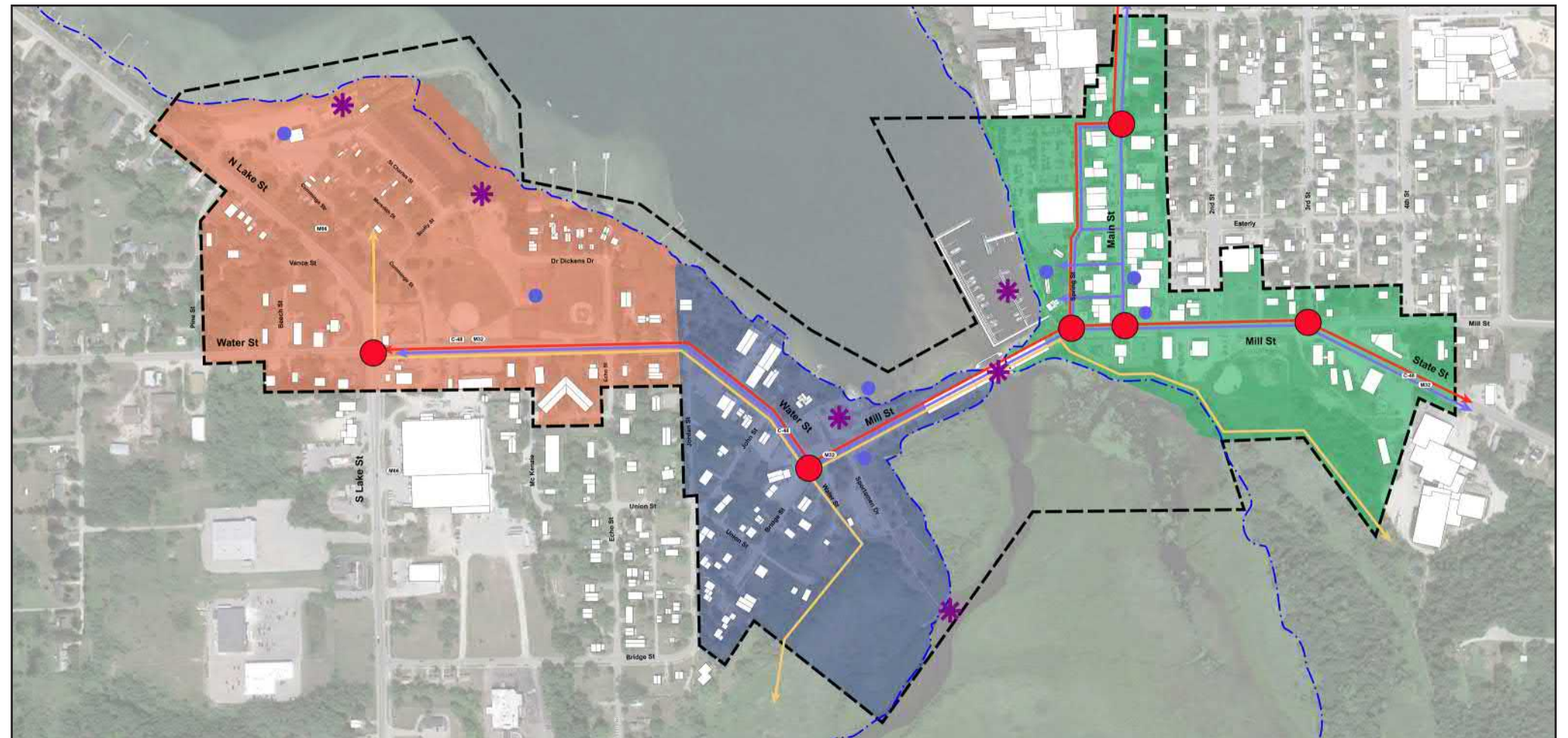
- MDOT coordination for lane separated accommodations for snowmobiles to and through the city, to connect potential regional routes. This particularly applies to the M-32 causeway. It is anticipated that snowmobile lanes, where in the cartway, will be shared as bike lanes in the off season.
- Promotion of off-road regional connections.
- Accommodation for vehicles with trailers for seasonal parking close to snow machine maintenance, refueling facilities, and in-city activities. This parking may be shared but should be screened from residential or park uses.

Pedestrian Routes

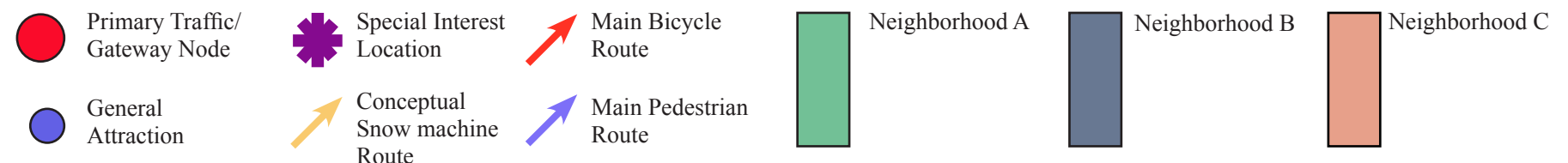
Hiking and pedestrian routes/ trails are also a source of vitality for the city. Careful design attention should be given to connections to current and future trail heads within the city.

Trail head design should include:

- Defining trail heads with a coordinated signage package that includes maps and directories to city attractions and resources. Work within the existing signage plan design guidelines.



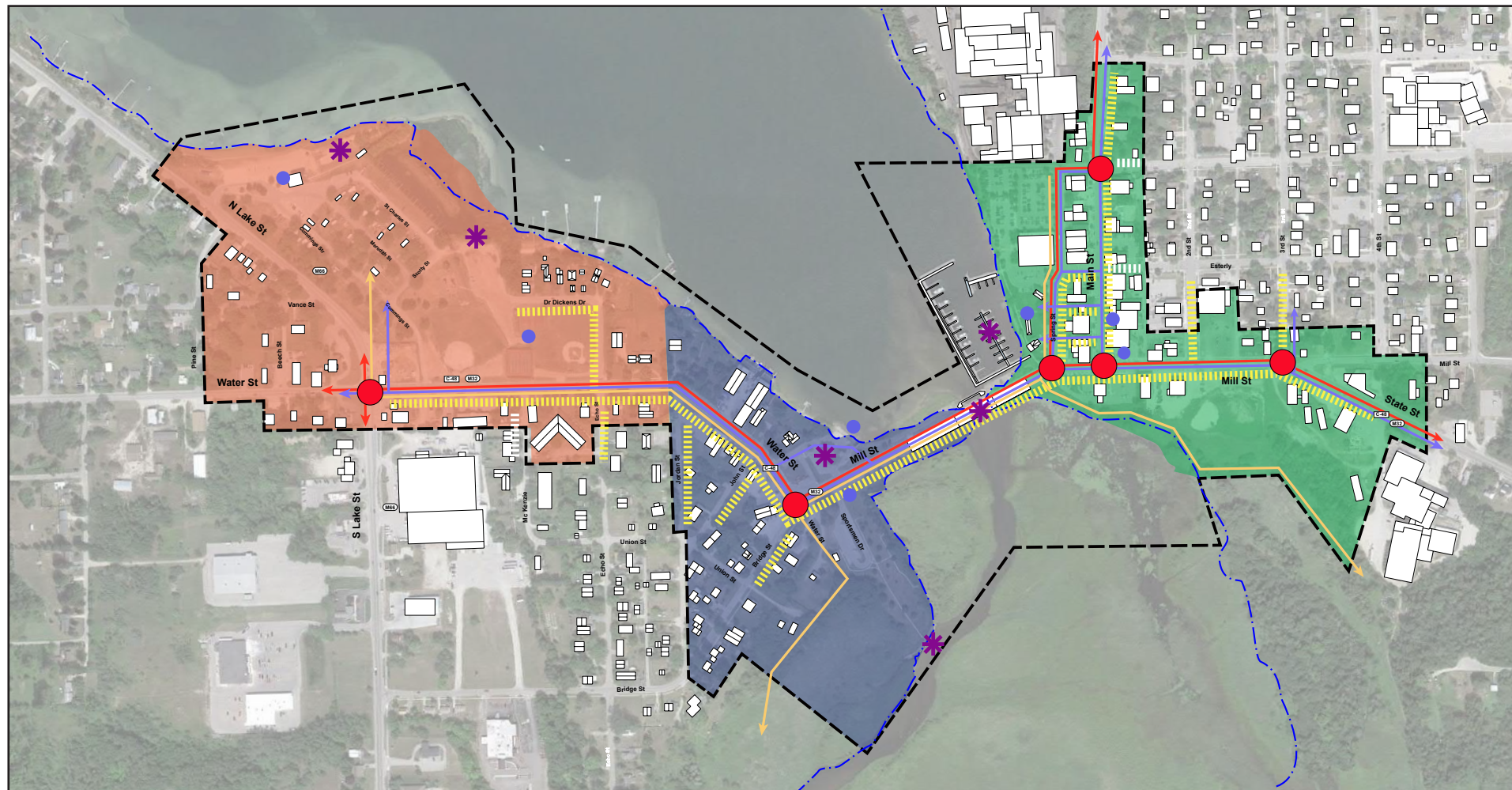
The Waterfront Subarea showing primary pedestrian, bicycle, and snow machine routes. (n.t.s.)



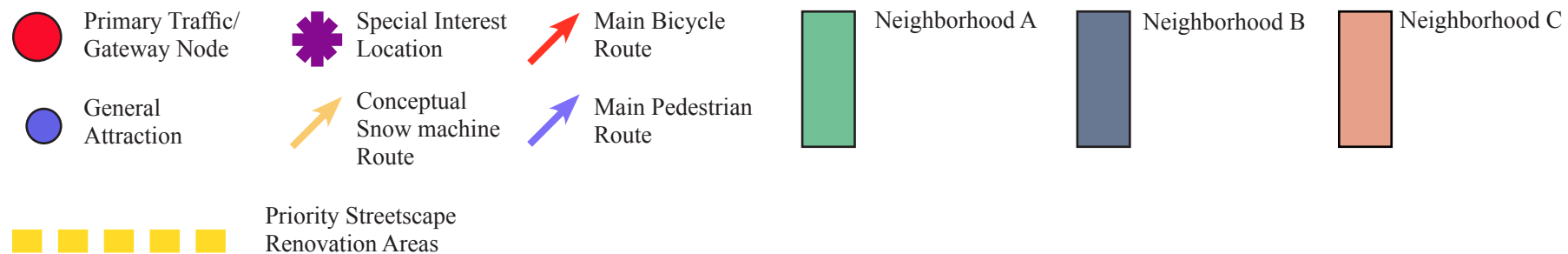
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The Waterfront Subarea, showing how the primary streetscape and multi-modal recommendations work within the existing city grid. (n.t.s.)



- Parking both long and short- term users, preferably shared.
- Coordination with signage to match the current styles of the city's wayfaring program.
- Connections to multi-use recreation facilities, like the future boating access site (BAS), kayak ramps, picnic areas, and other city parks facilities.

STREETSCAPE DESIGN

Streetscape design and delineation of city gateways was another factor identified in the WSPlan public work-shops. City authorities and the East Jordan DDA consider streetscape important in creating a unique character for East Jordan that communicates safety, prosperity, and fun.

Because the WSPlan design elements are so integral to each other, the primary streetscape recommendations in East Jordan's Waterfront Subarea are based its three neighborhoods: A, B, and C. Neighborhood A, east of the causeway, encompasses the CBD, Main Street, Spring Street, State Street and Mill Street (M-32). It includes the gateway to East Jordan from the east and north. Neighborhood B contains the causeway and landing to the west. Neighborhood C includes the diverse uses of the western landing along M-32 (Water Street) through to the western gateway intersection with M-66 (Lake Street).

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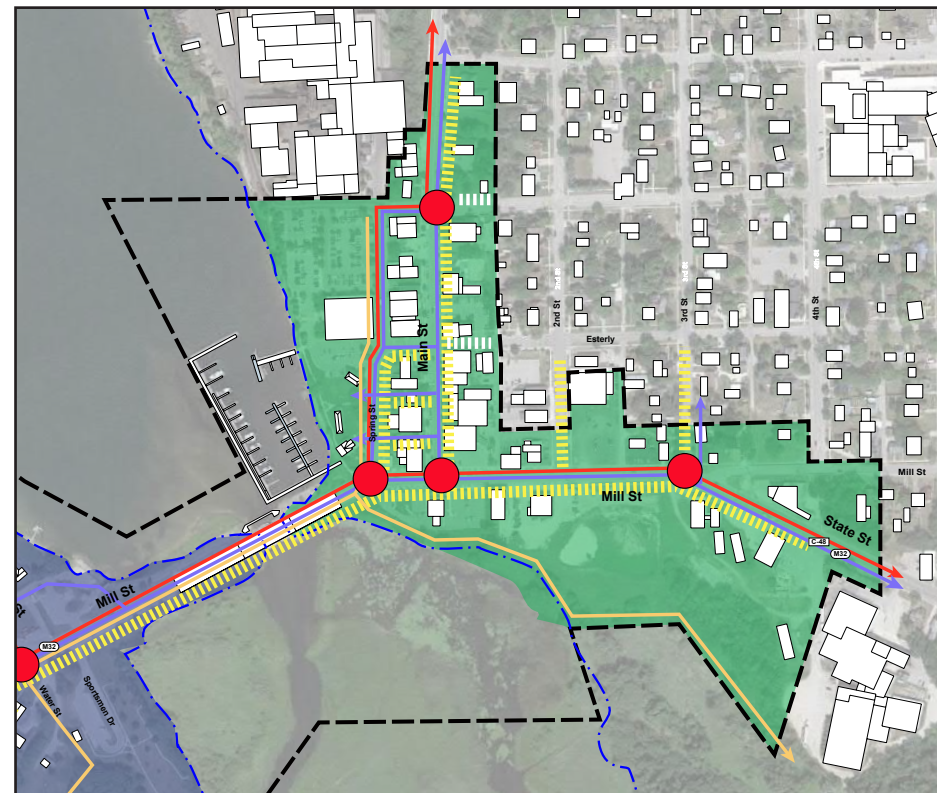
Neighborhood A

Neighborhood A contains most of the city's retail, civic, and service uses, and is considered the heart of the city. It contains the greatest concentration of uses and structures that relate to visitor users and uses. Design recommendations for the streetscape in this area encourage a strong street level relationship between pedestrians, buildings, and uses. Developing inviting physical and visual connections that pique curiosity and encourage people to explore is the focus.

The streetscape element recommendations include:

- Creation of visual and tactile pedestrian crossings located along Main Street at Mill, Esterly, and Williams Streets and mid-block on Main between Esterly and Mill. These crossings should have a strong visual pattern linked to other architectural features along the street. Breaking the existing road surface to install paver surfaced crosswalks should be weighed against the maintenance costs of biannual painting of crosswalks.
- Removal of stone planter boxes and replacement with light bases, planter grates and other elements that would create larger pedestrian gathering areas on the sidewalks.
- Adoption of a standardized black palette for all street furniture including fencing, bollards, benches, waste receptacles, bike racks and light standards.

- Replacement or painting of light standards as the lights are upgraded to LED luminaires and to match the black palette.
- Painting of existing street furniture to coordinate color.
- Replacement of sidewalk pavement with new concrete and curb front edging in brick or other pavers.
- Curb upgrades at the corners to create consistent curb returns.



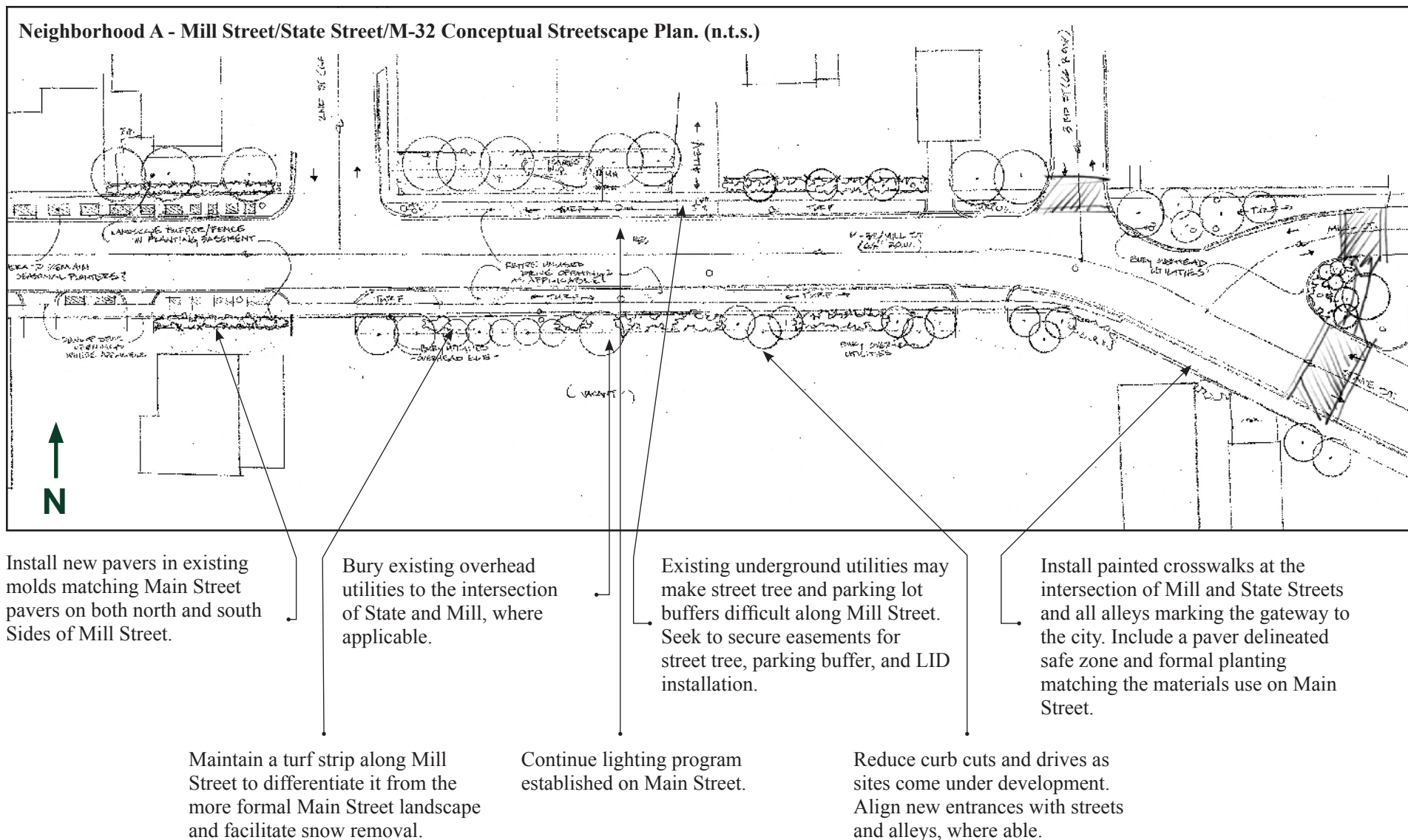
Neighborhood A showing priority streetscape implementation areas. Note the mid-block pedestrian passages between Main Street and Spring Street. (n.t.s.)

- Installation of new street trees more suitable to an urban commercial environment.
- Creation of strategically located gathering spaces on commercial blocks to include mid-block sidewalk staging areas for outdoor dining and entertainment. These areas may include three season mid-block crossings, railings, and/ or bollards to visually reinforce the areas as defensible zones. As merchants may be the primary users of these areas, the city may require that merchants on Main Street work cooperatively with the city for construction and maintenance of these features.
- Spring Street creates double frontage with lots on Main Street, fronts both the Marina and Marina Park, and is the primary access to EJ's original foundry site. The streetscape policies propose that two existing privately owned open spaces be secured by the city for use as pedestrian connections between Main Street and Marina Park. Mid-block and corner crossings, delineated crossing areas, safe areas, street furniture, and planting palette in the same materials and scale as Main Street should also be installed.
- Ensure that the lighting system and furniture installation create a sense of increasing density from Williams Street to the foot of Main Street by installing double streetlights in the CBD while using single light standards in existing residential areas.

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Neighborhood A (cont.)

- The Mill and State Street intersection forms the eastern gateway into the city and a future link to uses along the Jordan River. Pedestrian crosswalk access, lighting, and street tree treatment should be provided as on Main Street. Crosswalks should be located in the triangle formed where Mill Street and State Street intersect, and an easement for a landscaped pedestrian safe area should be secured and maintained. Mill Street has significant obstacles for streetscape installation. Underground public utilities and private ownership limit how streetscape can be built or used. It is recommended that the city secure +/- 18' easements for planting streetscape and storm water management improvements, particular in areas where a buffer between parking and street ROW is absent.
- Wrap street tree plantings one block around corners up side streets.
- Coordinate with the existing signage program.



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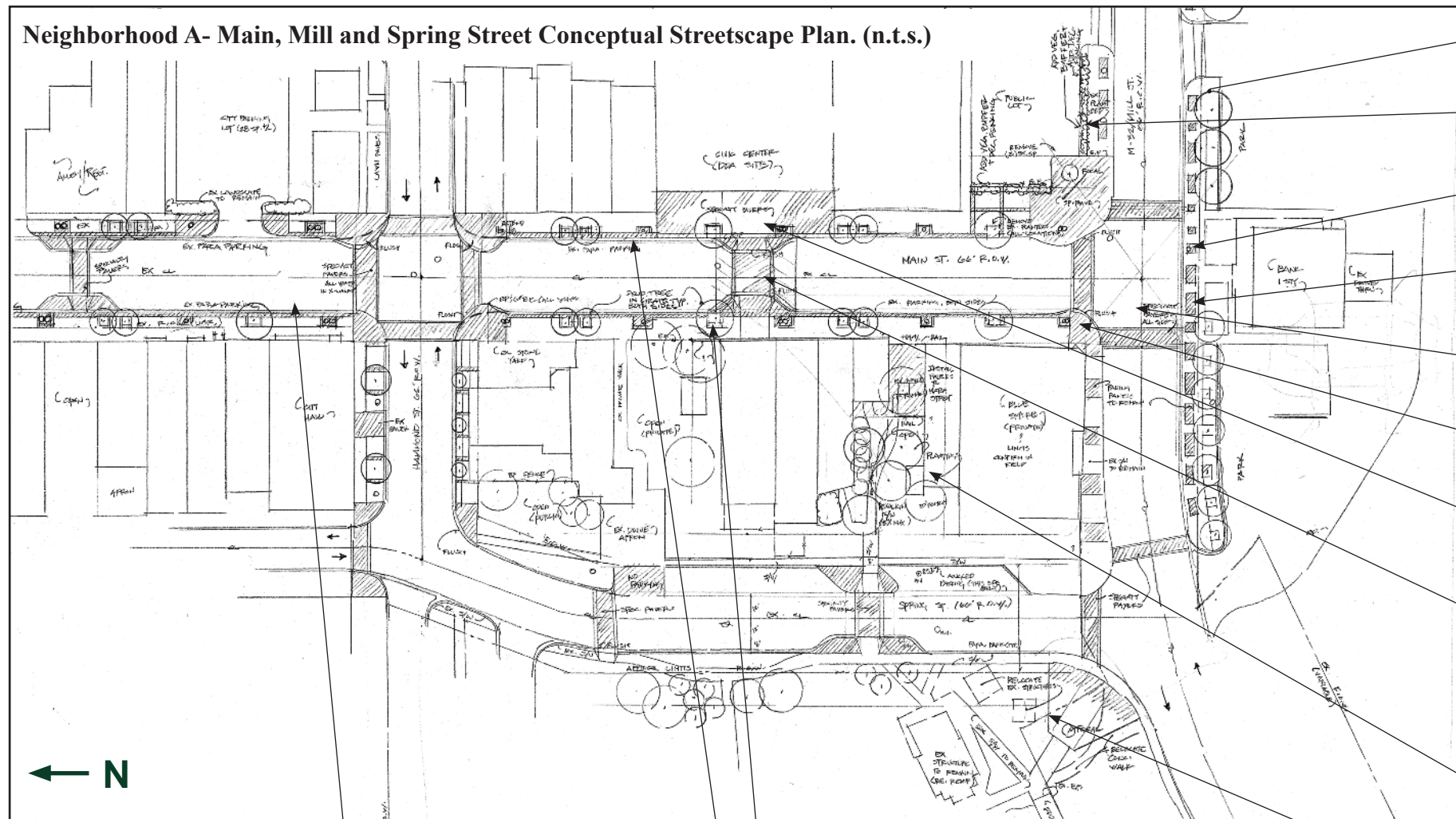


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Neighborhood A- Main, Mill and Spring Street Conceptual Streetscape Plan. (n.t.s.)



Continue Main Street program north up Main to Williams Street. Transition to single lights from double lights moving north along Main.

Install new sidewalk pavement with paver edging throughout Main Street. Avoid disturbing existing cartway pavement.

Remove stone planters and install either smaller bases for lights or grids for trees. Replace trees with suitable species for commercial use.

Replace existing pavers on the north and south sides of Mill Street to match Main Street. Use original layout.

Buffer parking from street with planted material.

Replace or refurbish luminaires and standards at existing locations. Coordinate color with street furniture.

Install new pavers to match at southeast corner and install new focal point to create monumental entry space.

Create unique crossing patterns for crosswalks. Use this pattern throughout the WSPlan area.

Reinstall corner radii to a smooth radius to reduce snow plow damage.

Determine and design locations for storefront plazas for dining and gathering. Fence from by-pass pedestrian traffic.

Design mid-block crossings on Main Street. Incorporate safe pedestrian gathering areas and LIDs.

Anticipate part time use of all of Spring Street, the parking lot at Mill and Main Streets, and the privately owned spaces between buildings on the western block of Main as festival spaces, linking the spaces to Marina Park.

Create a secondary focal point and pedestrian landing to Marina Park. Theme utility structures with red roofs and white walls.



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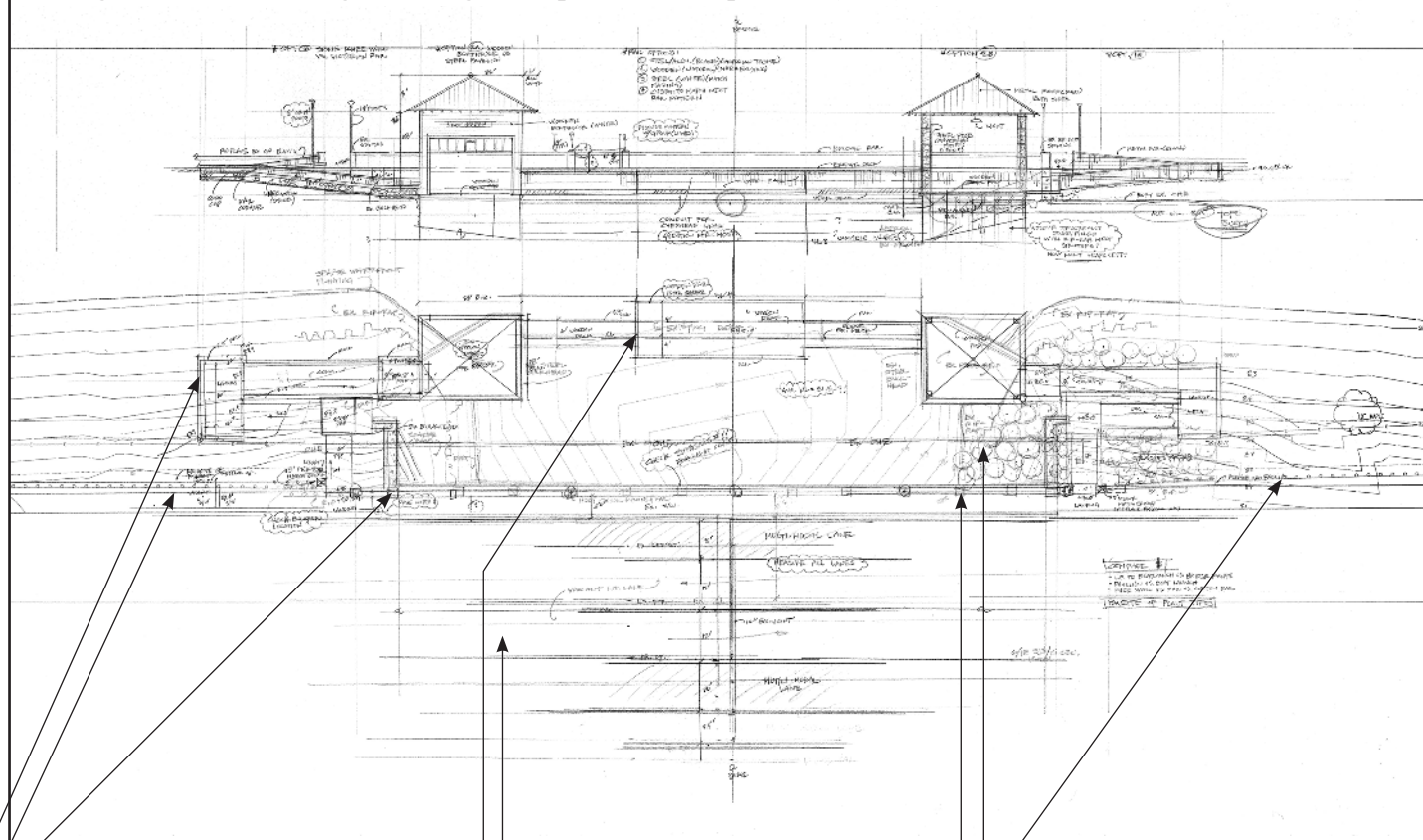
Neighborhood B

Neighborhood B includes the causeway and its western landing. It is a feature unique to East Jordan, the city's sole connection between the east and west sides of the Jordan River, and a primary area of focus. The bridge and causeway not only function as a primary source of transportation, but feature expansive views up the Jordan River flats and Lake Charlevoix. It presents dramatic opportunities to enhance resident and visitor experiences by improving appearance and utility. It is the landmark of East Jordan, and should be treated as such.

These guidelines propose:

- A grade-separated “promenade” walkway system to replace the existing system over the former weir structure. This system should provide three- season ADA access and areas to gather for multiple uses.
- Replacement and reduction of guardrails in brown/ rust/ black colors across the causeway to more closely match East Jordan’s selected color palette.
- Creation of a publicly accessible area at the western landing (at the existing BAS).
- Creation of sheltered spaces on the promenade for multiple all-weather uses.
- A dedicated lane both ways for safe snowmobile and bicycle use on the current bridge and causeway surfaces.
- Painting of the bridge rails to match East Jordan’s black color palette.

Joining East Jordan - Bridge Crossing Conceptual Landscape Plan. (n.t.s.)



Install lighting similar to the Main Street program. Feature pier lighting to highlight the bridge.

Widen existing sidewalk to 6' and replace curb from both ends of the bridge structure. Install new walk on east side of the cartway.

Install ADA ramps at both ends of the bridge for pedestrian access. Break guardrail at strategic locations to return to the sidewalk.

Reduce existing turn lane and install painted multi- modal bike and snowmobile lanes both ways. Avoid disturbing the deck surface.

Erect a new minimum 6' walkway over the existing weir structure with a larger center section for gathering. Include open shelters at either end over the existing abutments. Paint white with red roofs. Connect walkway to the existing marina dock.

Upgrade existing guardrail along both sides and ends. Paint brown or black to more closely match the guidelines program. Seek to reduce length of rail at both ends.

Landscape exposed surfaces around the access points and abutments.

Paint existing bridge rail to match Design Guidelines color program.

[The causeway] presents dramatic opportunities to enhance resident and visitor experiences by improving appearance and utility. It is **the** landmark of East Jordan.



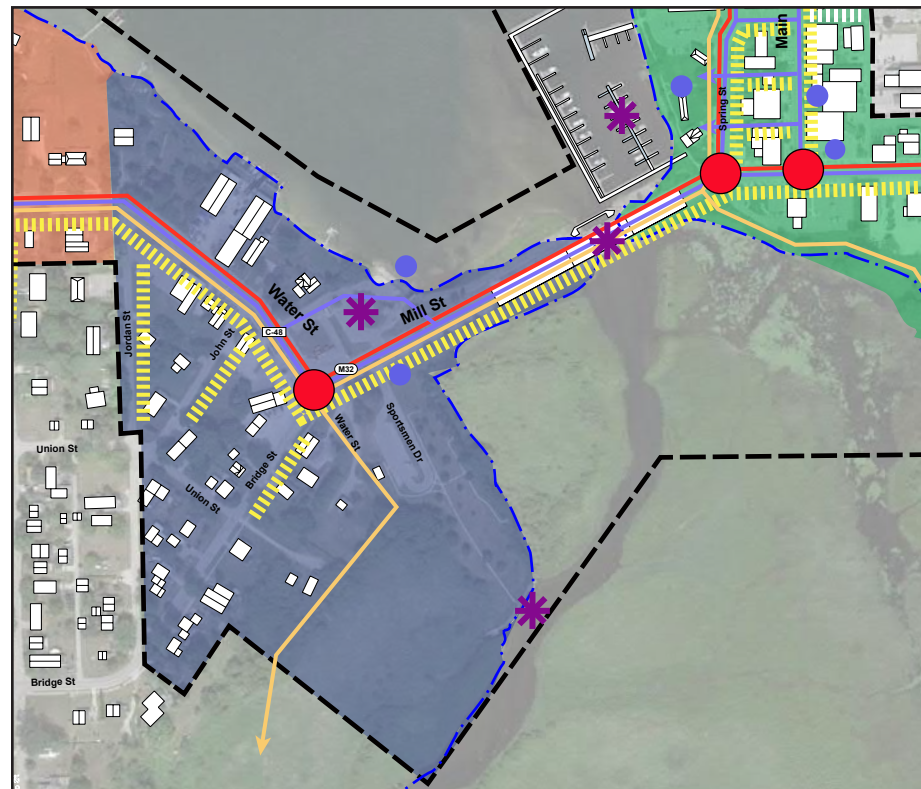
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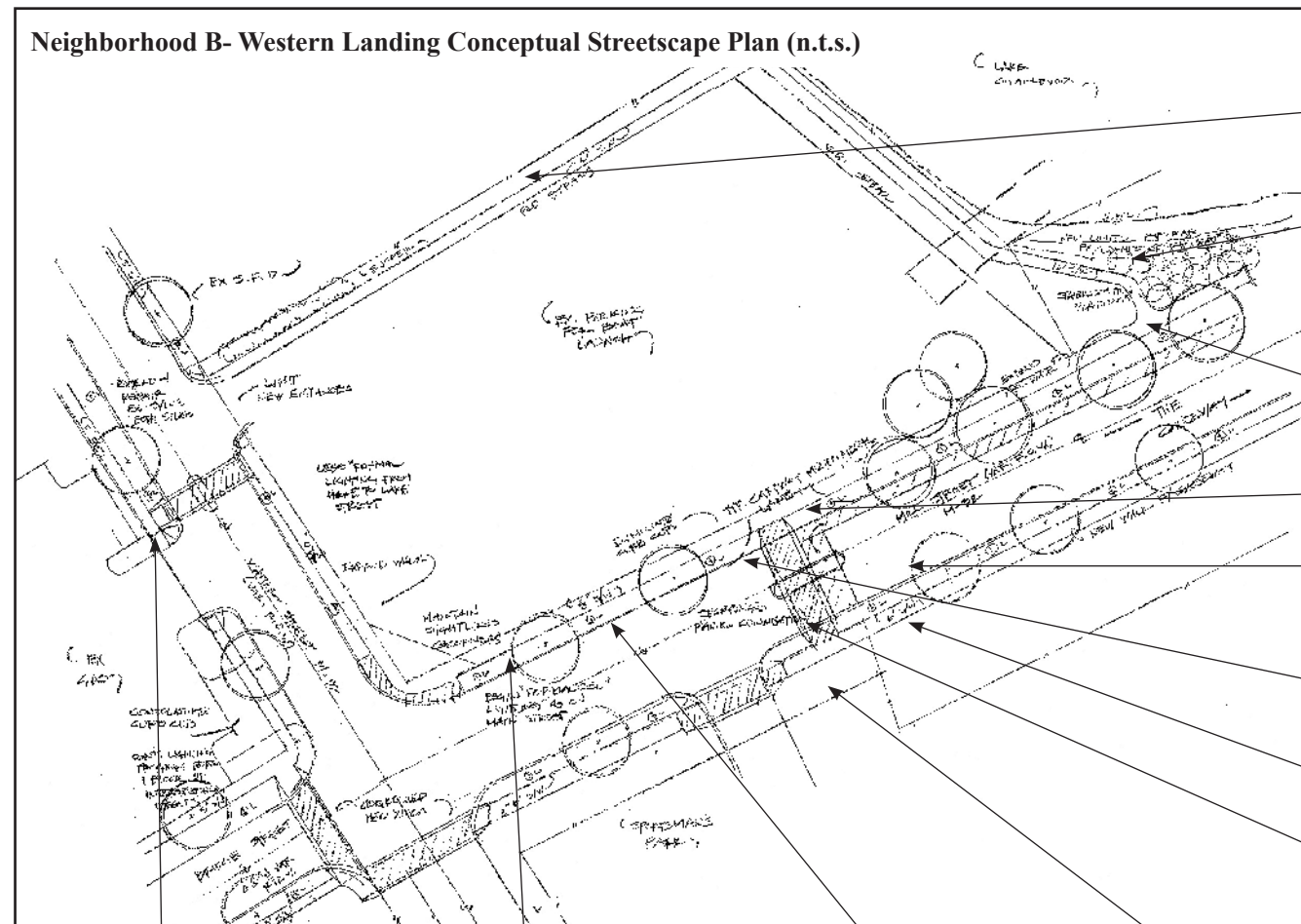
Neighborhood B (cont.)

- Repair of bridge piers and/ or installation of “shorty” light posts in a color and style to match East Jordan’s other light standards.
- For the purpose of reinforcing the landmark for both pedestrians and boaters, both ends of the causeway and certain public and private buildings should be assigned a unified color and material scheme. A palette of roofing material in bright red accompanied by white walls to recreate the look and feel of a life saving/coast guard station is recommended to create a landmark that is visible from a distance to both land and watercraft.



Neighborhood B showing streetscape priority implementation areas.

- At a minimum, encapsulate and bury overhead power and communication lines over the causeway. Anticipate burial of the lines for at least 200’ from the landings in all directions.
- Extend the EJ historic manhole display from its current end to and across the causeway on the western side. Seek state designation as a cultural feature.
- Install pedestrian crossings to connect sidewalks in the western landing. Match the materials and colors to those used on Main Street.



Restore existing sidewalks and install ADA access, along both sides of Mill and Water Streets.

Extend Main Street planting palette to the western landing. Extend for one block up intersecting streets.

Extend Main Street’s lighting program to the end of Mill and up Water Street.

Buffer Sportman’s Park parking from the street.

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Neighborhood B (cont.)

- The current BAS is being relocated. When this land becomes available, a pedestrian connection through the site should be maintained, preferably along the water's edge to connect the landing to the causeway. Should the site come to be used privately, its materials and colors should be similar to those at the other end to reinforce the causeways sense of cohesiveness. Parking for the site's potential use should be shared with Sportman's Park across the street.
- The planting plan along the causeway should be somewhat different than that on Main or Mill Streets. The wide vistas of the lake and river valley and the sheer size of the causeway call for larger, more stately species. Remove existing materials along the causeway and replace those on both sides with larger street trees. Care should be taken to maintain the long views. Hedges and small trees should be avoided along the street edge.
- Sportsman's Park's street tree treatment should include large street and Park trees. Avoid Willow and other trees that inhibit long views. Consideration should be given to renovating the existing restrooms to the red and white theme of the causeway.
- The streetscape planting program for Water Street should expand for one block from the landing up Bridge Street and up all intersecting streets along Water Street to Neighborhood C.

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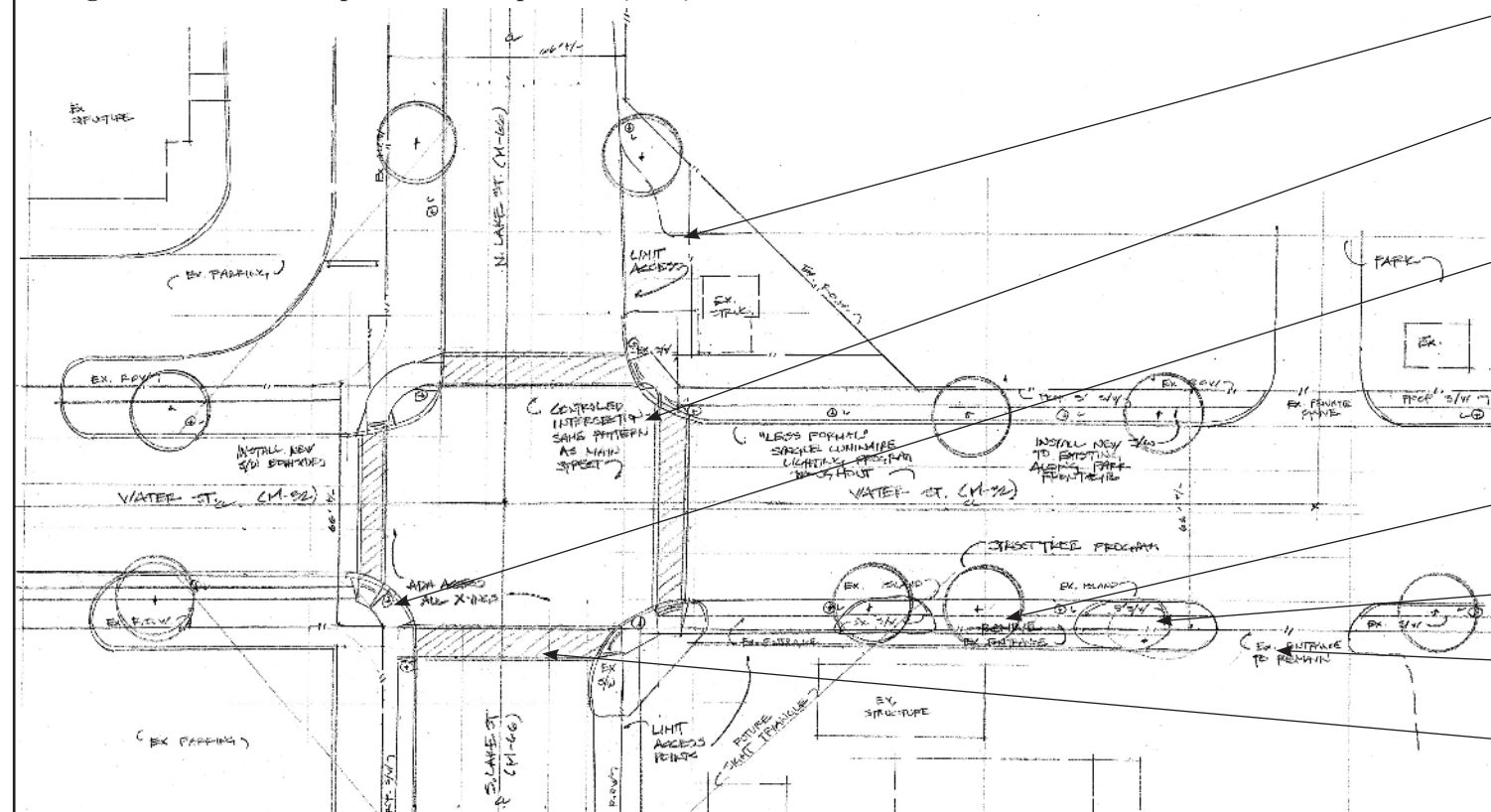
Neighborhood C

Neighborhood C includes the area adjacent to and surrounding Route M-68 (Water Street) to the intersection with M-66 (Lake Street). This is an eclectic area of small retail and residential uses. It also contains significant recreational uses, and critical commercial uses at the intersection of Lake and Water Streets. This intersection features the city's largest active park and recreational facility, and most of the convenience and fuel stores, fast food outlets, as well as a primary grocery outlet.

This main intersection is considered a gateway to the city and should be themed accordingly. The recommendations include:

- Improvement of pedestrian links, including sidewalks and trails along Water Street from the landing to Lake Street.
- Inclusion of bike lanes within the cartway of Water Street and/or off-street through existing recreation areas.
- Expansion of the Main Street lighting and furniture system along Water Street, including transit elements at the intersection with Lake Street.
- Safe pedestrian passage and traffic calming measures for the intersection at Lake and Water Streets in the same thematic colors and/or materials as on Main Street.
- Extension of snow machine lanes, off-street if possible, to the intersection Lake and Water Streets.
- Installation of a street tree palette similar to Main Street's program in form and color.
- Strategic clearing of vegetation masses to allow four-season views to and across the water.
- Coordinate signage with the existing signage program.

Neighborhood C - Conceptual Streetscape Plan. (n.t.s.)



- Maintain adequate sight distance at intersections.
- Minimize curb cuts and entrances.
- Install pedestrian crossings similar to Main Street. Connect the west side of Lake Street and extend new sidewalks south from the southwest corner of Lake and Water and the Northeast corner of Lake and Water Streets.
- Buffer parking lots from the street but maintain long distance views across the lake.
- Repair existing sidewalks and connect to trails.
- Align entrances where able.
- Terminate Main Street planting and lighting programs at Water and Lake Streets. Wrap street tree plantings one lot around the corners.



Neighborhood C showing priority streetscape implementation areas. (n.t.s.)

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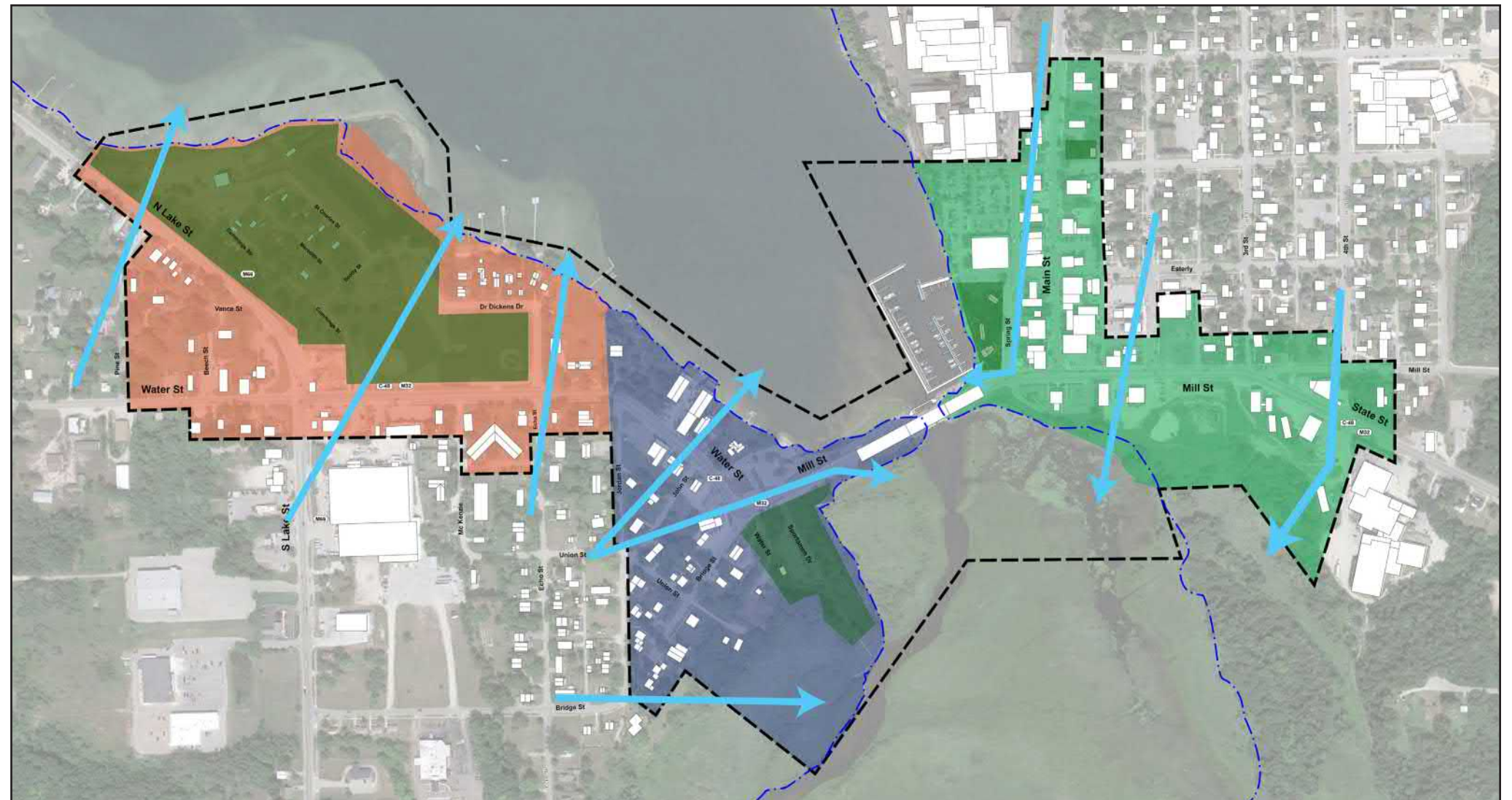
ENVIRONMENTAL DESIGN GUIDELINES

Environmental protection is part of current land planning and architectural design in every way. For building design, energy use and material use lead to LEED recognition. In site design, jurisdictions often weigh the benefits and drawbacks of impervious surface and storm water run off. Planning efforts focus on larger initiatives such as reclamation of compromised areas and watershed protection.

The East Jordan WSPan is not intended to address detailed architectural environmental considerations or regional planning concerns. But, it is uniquely positioned to set city policy for site design and urban planning within the area.

STORM WATER MANAGEMENT

Storm water management is a main element of most site and urban planning. Rain fall and its runoff is responsible for considerable expense to the jurisdiction. Maintaining aging lines and installing new lines is cost prohibitive. This proves true as time has shown older towns did not anticipate the environmental impacts of poorly designed or aging storm water systems, resulting in flooding, sewerage overflows, or wash-off of road contaminants. This is particularly important for East Jordan with its location at the junction of two of Michigan's great recreation assets, the Jordan River and Lake Charlevoix.

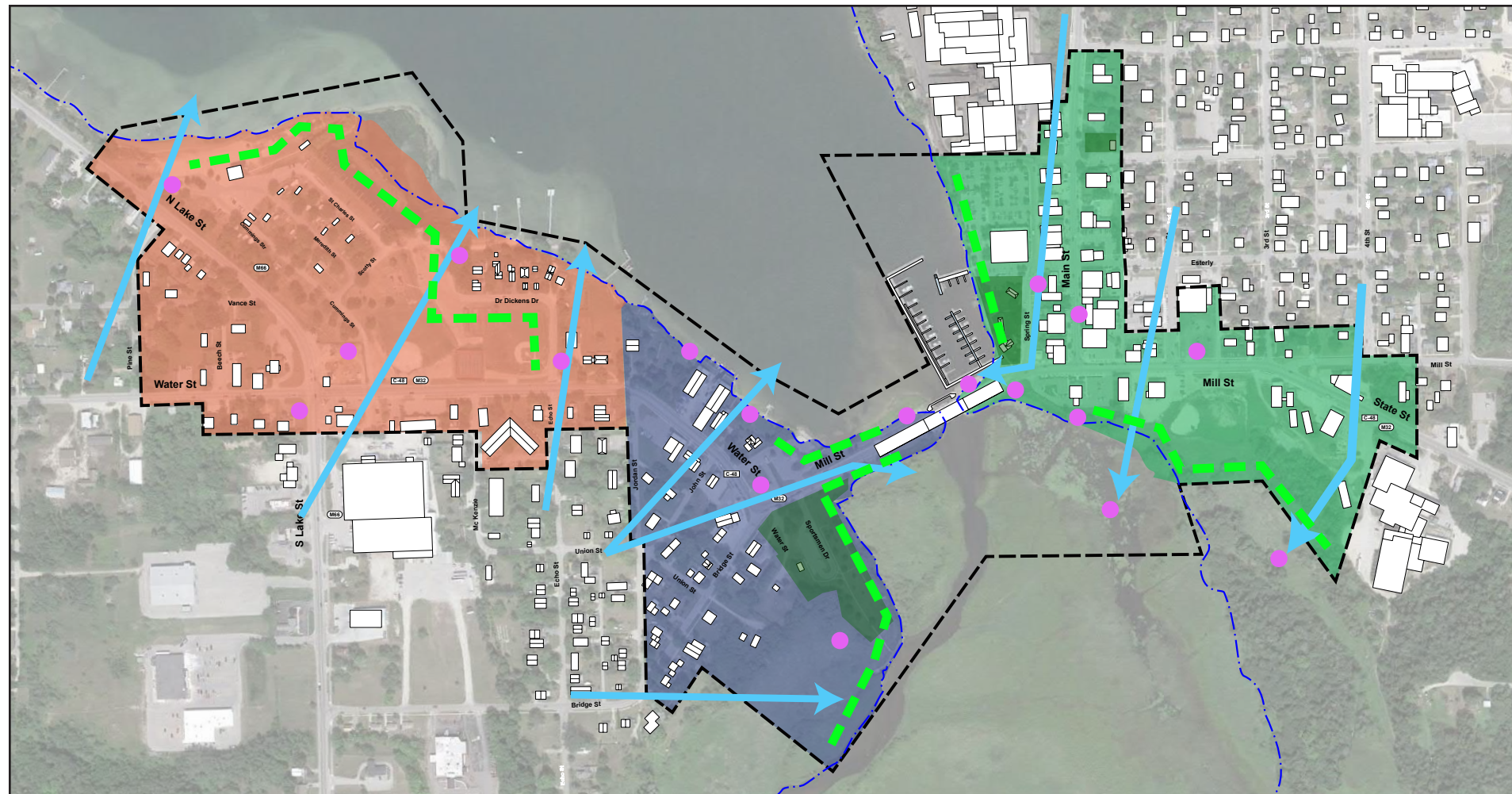


General drainages ways. The waterfront, river, and city stormwater runoff from the city are in constant motion, moving the shoreline. (n.t.s.)

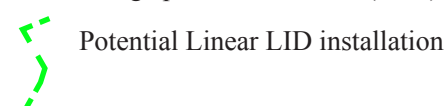
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General drainage pattern and LIDs. (n.t.s.)



Potential Linear LID installation



General drainage way



Potential point LID installation

To help protect these assets in the long term, the WSPlan encourages:

- Surface drainage be addressed entirely on-site for all new construction.
- New construction includes adequate pre- treatment systems for storm water runoff.
- Publicly available areas install surface LIDs as they apply for improvements requiring site plan review and approval. This includes in public ROW and recreational areas.
- Privately held areas incorporate LIDs whenever they come before planning commission as new development. Restoration or renovation projects should be exempt from this requirement.
- The city create and incorporate LID regulations within the zoning, site, and subdivision regulations for new development within the Waterfront Subarea.
- LIDs include bioretention areas of all sizes, (particularly in and adjacent to pavement and parking areas), and both passive and active green roofs. Rain barrels and permeable pavers should be specifically prohibited.



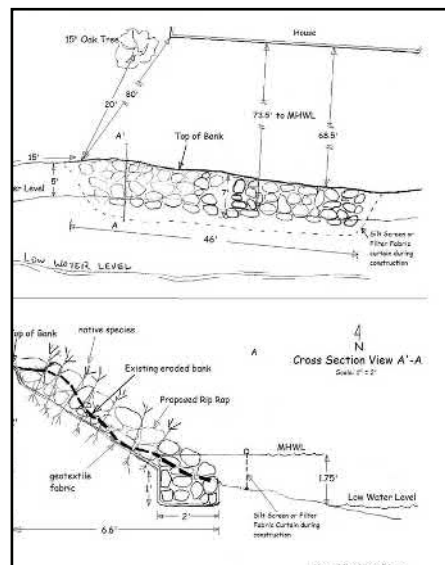
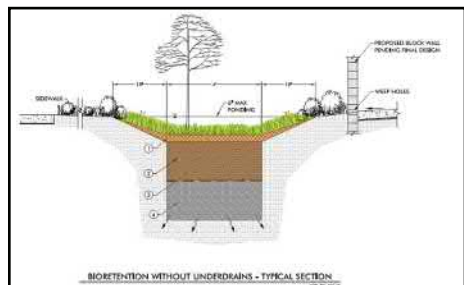
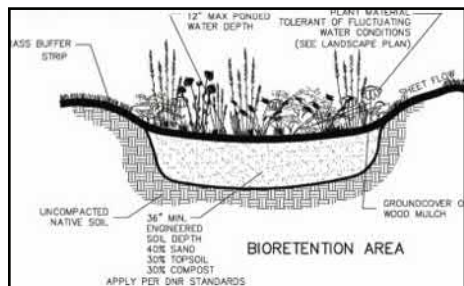
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SHORELINE RECLAMATION AND STABILIZATION

Shoreline reclamation and stabilization is also an important element for East Jordan. The shoreline along the Waterfront Subarea is very migratory. Sediment migration both along the shore and at the outlet of the Jordan River has changed the character, use, and value of properties along the water. Use of shore stabilization techniques can have a long term benefit in maintaining the water quality and usefulness of East Jordan's waterfront.

These guidelines recommend:

- Removal of 3' of rip-rap closest to the road on the causeway and planting of low naturalized plant materials to soften the industrial appearance of the causeway.
- Installation of natural plantings (live staking) within remaining areas of the rip-rap and at the water's edge to stabilize the shoreline along the Lake Charlevoix side of the causeway. These plantings should be carefully designed as not to block the long views across the causeway over the lake.
- Avoidance of installing paved walk ways within 20' of the mean high water level.
- Strategic planting of woody materials along the shoreline for all new developments along areas of low erosion. Avoid

large planting materials, like Willow.

- Installation of brush matting in areas of moderate erosion.
- Encouragement of a combination of natural materials along all areas of the shoreline including logs, seasonal aquatic planting, and natural rock formations to help stabilize soils.
- Installation of permanent docks and structures only where required for public access.

URBAN FORESTRY AND FOREST RESTORATION

Urban forestry and forest restoration/conservation is a third way to address erosion and other environmental concerns in East Jordan. Forest conservation and restoration provides multiple benefits. Not only does this type of initiative provide multiple erosion control benefits, but it helps restore the treed skyline and provides urban recreational opportunities.

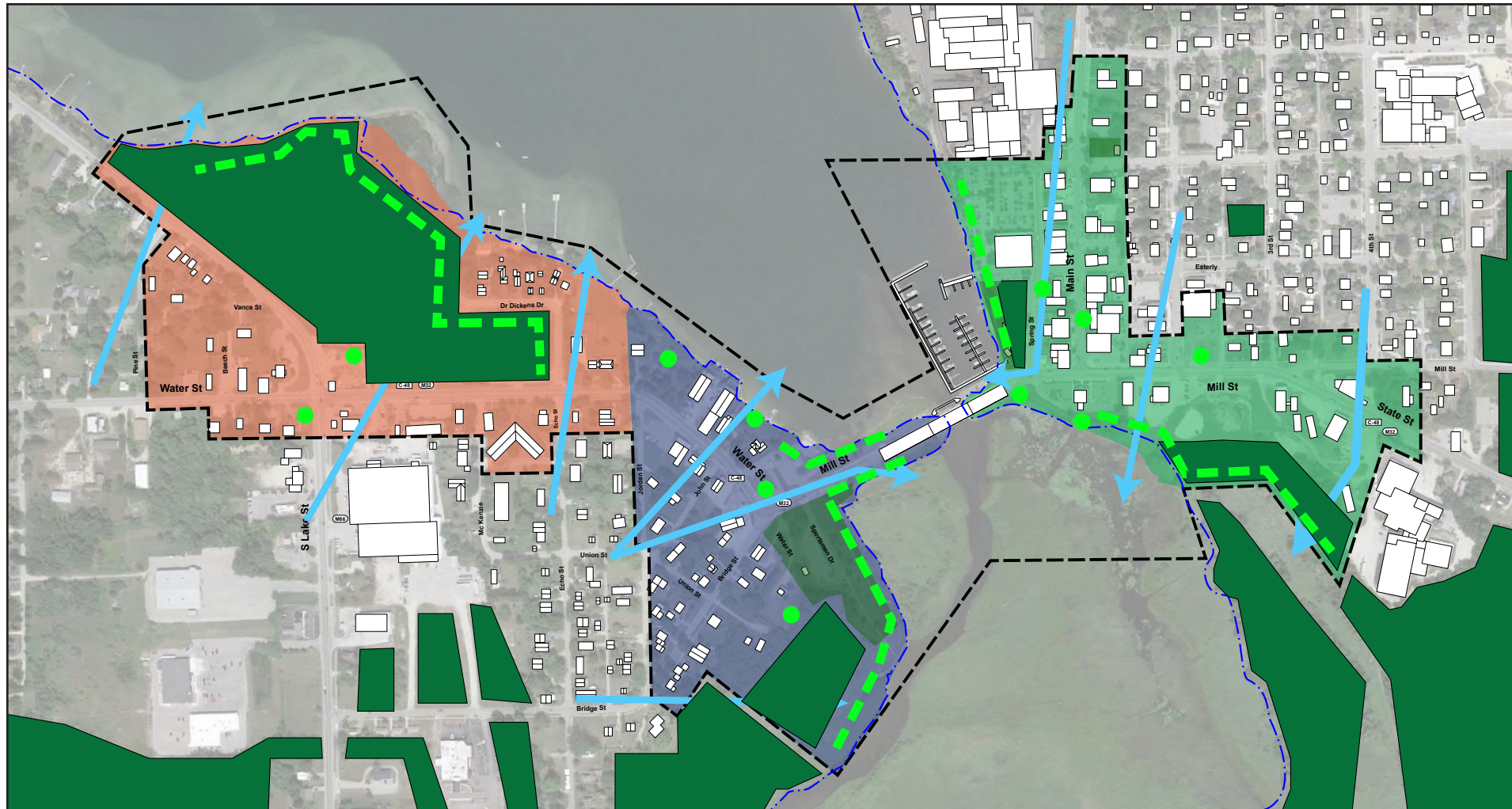
These guidelines recommend:

- Any new construction on a site less than 43,560 square feet in size replace native trees removed at a rate of two native trees to every one removed. Removed trees should only qualify for replacement if they are at least 18" in circumference at chest height. Replacement trees should be at least 6" in circumference at time of planting.

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Typical forest conservation bank sending areas. Receiving areas may be outside of the subarea limits. (n.t.s.)

- For new construction on sites over 43,560 square feet, conservation and reforestation should be required. A minimum of 20% of very acre should be forested in healthy native forest. Full credit should be granted for qualifying forest preserved. Qualified forest removed by development activity should be replaced at a rate of two to one for every square foot of forested area removed. A fee in lieu system may be established by the city and reforestation banks created on receiving parcels for development sites that have reasonable cause to not plant directly on-site, for health, safety and welfare (as approved by the city Planning Commission and Council on a case by case basis).
- Renovation and restoration of existing buildings or public works should be exempt.
- The city create a definition of **forest** defined as native species at various ages of regeneration and that a professional forester or landscape architect be retained to assess the woodland quality as part of each site's development.
- Reforestation bank areas be established in blocks within the city limits (or outside if available) with priority based on properties visible from the water level along the shoreline, at the water's edge, or in sensitive environmental areas like stream banks and wetlands. All receiving areas or newly planted forest should be placed under easement.
- Urban streetscape installation should be able to qualify for reforestation at a rate of two square feet for every one installed.



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Wrap street tree program into and past Marina Park. Take care to maintain views from the building facing Spring Street.

Renovate existing marina and connect to pedestrian walkway system.

Repaint bridge rail black to match street furniture.

Extend EJ theme from the Marina Park walk system. Install across or at both ends of the bridge.

Create striped or solid painted bike lanes both ways in the cartway by reducing center lane. Use the bike lanes in the winter for snow machine access. Consider pedestrian safe zones in areas of lane transition.

Widen existing walk where able without disturbing bridge decking.

Remove existing plant material and plant larger material in a formal pattern.

Reduce height of rip-rap by 2-4' and plant buffers to screen view of remaining stone from the street.

Install shelters and walkway over the existing weir and abutment structure to create an alternate pedestrian route and public access to the water. Install ADA access ramps on both sides for access.

Install themed roofs and paint scheme of the bridge structures and public buildings at both ends of the causeway. Suggested palette is red on white to be visible from a distance on the water.

Shorten guardrail length to create a more comfortable pedestrian space. Paint guardrail brown or use similar patina.

GUIDELINES PRINCIPLES ILLUSTRATED

IN NEIGHBORHOOD B - SHOWING THE CAUSEWAY

The causeway and bridge connecting the two sides of East Jordan across the Jordan River is of critical importance to the economic vitality of the city. In its current state, the crossing is little more than a utility with its components in various states of disrepair. It offers no standout qualities, save for the outstanding views across the river outlet and Lake Charlevoix.

The crossing is a major feature, one that makes East Jordan unique. It should be considered a special place and celebrated as such. Visually unique architectural features, enhancements to multi-modal traffic (both to and across), view improvements, and shoreline stabilization should be principal considerations in any city or DDA improvement initiative.



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Extend the Main Street lighting program along Water Street.

Strategically locate pedestrian crossings at the curve and along the length of Water Street to Lake Street.

Encourage themed roofs and materials from Main Street and Public Buildings.

Extend bike lanes along Water Street to Lake Street and the beach. Include an extension along Bridge Street and through Sportsman's Park for all types of riders.

Pursue removal of overhead lines along Water Street.

Encourage wrapping of blocks with like uses for two lots up adjoining streets. These uses should be entitled to mixed uses.

Foster private initiatives for renovation and adaptive reuse.

Place parking to the rear of buildings for all uses. Discourage lots or on street parking off of Water Street or for two lots up any intersecting street. Promote extension to the 0' lot line for lots on corners.

Continue Main Street planting program through Water Street to Lake Street.



IN NEIGHBORHOOD B - SHOWING WATER STREET

Water Street south of the causeway is a gateway. It has several turns and curves where a long view down the road is not available and it creates a sense of curiosity and surprise as you approach the central city, rewarded by a surprisingly beautiful view up the length of Lake Charlevoix. This makes it the perfect complement to the downtown neighborhood, given a safe, attractive crossing area.

Over time, the blocks along Water Street and in the surrounding neighborhood have suffered with the withdraw of industry. They do not exhibit the prosperous character a city gateway deserves. Clustering development initiatives at similar masses and forms along Main Street at the southern node will help to link close to the crossing; and, maintaining a slightly less dense mix of uses through to the western gateway will promote the city to visitors. A diverse mix of residential and commercial uses should be fostered. This should extend to the neighborhood south of Water Street, especially along Bridge Street and wrapping the blocks of all streets for two blocks to the south. The option for large lot waterfront owners to maintain their lots should remain part of the land use mix at their option.

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IN NEIGHBORHOOD A - SHOWING MAIN STREET

Block 1 contains much of the bulk of Main Street and anchors the city on the east side of the street. It contains the city's only current historic structure and much of what is left of the original architecture. It also holds the Community Center, a DDA designated Development Property. Sensitive restoration and renovation of this block is critical to economic redevelopment of East Jordan.



Overall, the focus for this street facade should be restoration of original mass, materials and proportion, design of sympathetic architecture during redevelopment of the DDA site, installation of a suitable street tree and lighting program, and creation of pedestrian byways.



Corner commercial buildings should provide signage on both fronts.

Encourage installation of awning systems to provide sheltered pedestrian spaces.

Remove existing planters, plantings, and lights and replace with a smaller pedestal for lights and grate for trees. Update luminaires and either replace the poles or repaint and reuse on the new pedestals.

Reveal, restore or replace building water tables to a minimum of 2' in metal, stone or concrete. Avoid brick and wood unless it was the original material.

Restore entry ways and install doors with full glass panels. Discourage doors with half, quarter, or no lights and storm doors.

Permit signs to extend from the storefront and encourage a sign panel along the entire width of a commercial building directly above the windows. The flush sign panel shall not exceed 4' in height.

Remove false fronts and restore original facades.

The community center is a DDA Development Ready Site. Encourage new building or renovation that maintains the pedestrian gathering space in the front.

Replace removed street tree materials with more suitable species. Vary the species type to protect against loss.

Install mid-block and corner crossings with markings, safe zones, and LIDs (where able) in the first two blocks along Main Street.

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Continue bike lanes along the Mill Street (M-32) from the causeway. A spur up Spring Street should be used to by-pass auto traffic on Main Street.

New development should be encouraged to provide shared use elements. For example, parking lots and increased setbacks provide opportunities for weekend festivals.

Coordinate Main Street streetscape features with Mill Street.

The intersection of Main and Mill Street is the focus of the city. Public and private efforts should be made to encourage installation of planted buffers and art installations to define this corner, creating a public square.

Landscape installation along Mill Street may be difficult because of utility easements. Encourage installation of LIDs, buffers, and other plantings along the rear edge of the easements on private sites for both new and existing construction.

Maintain alleys for utilities along the rear of structures on the east side of Main Street.

Match new construction in mass, material and form to that of existing city structures. Encourage 0' lot line front setbacks.

Corner commercial buildings should provide signage on both fronts.

Provide extensive pedestrian safe zone crossings and indicators at Mill and Main Streets. Avoid disturbing the cartway surface.

IN NEIGHBORHOOD A - SHOWING MAIN AND WATER STREETS

The intersection of Main and Water Streets is the primary intersection in East Jordan and is the focus of most boating and shopping activity. It features long views across Lake Charlevoix and the Jordan River Plain, the city marina, a world-class historic restoration, examples of suitable infill, and large cartways typical of a city that assumes growth. It also features several small, non-descript buildings and parking areas between building and street.

Because of its prominence, the focus on this corner should be mass and formality. Larger traditional style development should be fostered, bringing buildings to the street edge with parking to the rear and sides. Large sidewalks and pedestrian gathering areas should be incorporated and the Main Street streetscape program should be continued to the eastern gateway.



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GRANT AND LOAN PROGRAM FUNDING SOURCES

Program Focus	Program Summary	Administering Agency	Bucket
Historical Preservation and Restoration	Tax incentives and support for historic preservation, community planning and infrastructure	MSHDA-State Historic Preservation Office; USDA	1, 3, 5
Cultural	Funding for programs and infrastructure related to arts and culture	MCACA- Michigan Council for the Arts and Cultural Affairs	4
Cultural	Funding for planning and programs for National Heritage Areas	NPS/ NHA- National Park Service/ National Heritage Areas	1,3,4
Economic Development (Brownfields Redevelopment)	Provides funding to local governments for the clean-up, re-use and redevelopment of sites with environmental contamination	MDEQ - State Reclamation Program	1,5
Environmental (Coastal Zone Management)	Funding to protect and enhance coastal resources	MDEQ - Land & Water Management Division	5
Economic Development	Funding for design, infrastructure, and programming to serve economic development projects that create permanent jobs	MEDC	1,2,3,4,5
Environmental (Drinking Water Revolving Fund)	Funding for improvements to public water supply systems	MDEQ - Municipal Facilities Section	5
Economic Development	Planning assistance for local economic development projects	US Dept. of Commerce - EDA	1,5
Economic Development	Infrastructure funding for economic development projects creating permanent jobs	US Dept. of Commerce - EDA Public Works	1
Environmental	Funding for projects that improve fisheries or access to fisheries in the Great Lakes	Great Lakes Fishery Trust	1,5
Environmental (Land and Water Conservation Fund)	Funding to assist local governments acquire and develop recreational land	MDNR - Grants Administration Division	1,3,4
Environmental (Natural Resources Trust Fund)	Funding to assist local governments acquire and develop recreational land	MDNR - Grants Administration Division	1,3,4
Economic Development (Rural Development/ Community Facilities)	Funding for community facilities such as meeting buildings, police and fire stations, etc.	USDA - Rural Development	1,2,4
Economic Development (Rural Development Hardship Grant)	Funding for the design of community water and sewer facilities	USDA - Rural Development	1,5
Environmental (Rural Development Water & Sewer)	Funding for the construction of community water and sewer facilities	USDA - Rural Development	1,5
Environmental (State Revolving Fund)	Funding for community wastewater treatment and related facilities	MDEQ - Municipal Facilities Section	1,5
Economic Development (MDOT TAP)	Funding for local streetscape & non-motorized transportation projects	MDOT - Policy Division	1,3
Environmental (Waterways Fund)	Funding for boating facilities, marinas and waterways	MDNR - Parks & Recreation Bureau	1,5
Environmental	Funding to identify and protect groundwater in the vicinity of public water supply wells	MDEQ - Wellhead Protection Unit	5

Bucket Legend	
1	Economic Development
2	Public Safety
3	Landscape Development
4	Cultural Enhancement
5	Environmental Sustainability

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PROJECT TYPE	FUNDING SOURCES	BROWNFIELDS REDEVELOPMENT (BRA) FUNDING	GREAT LAKES COASTAL ZONE MANAGEMENT FUNDING	MEDC ECONOMIC DEVELOPMENT GRANTS	DRINKING WATER REVOLVING FUNDING	EDA PLANNING ASSISTANCE	EDA PUBLIC WORKS & ECONOMIC REDEVELOPMENT	GREAT LAKES FISHERY TRUST ASSISTANCE	LAND & WATER CONSERVATION FUNDING	NATURAL RESOURCES TRUST FUNDING	RURAL DEVELOPMENT COMM. FACILITIES ASSISTANCE	RURAL DEVELOPMENT HARDSHIP GRANTS	RURAL DEVELOPMENT WATER & SEWER FUNDING	STATE REVOLVING FUNDS	MDOT TAP GRANTS	WATERWAYS FUNDING	WELLHEAD PROTECTION FUNDING	MCACA HUMANITIES GRANTS	NPS/NHA FUNDING	MSHDA/ SOHP ASSISTANCE
Placemaking/ infrastructure				●				●		●	●								●	
Drainage / Storm Water				○			○	●		●			●		○	●				
Drinking Water				●	●		●			●		○	●				●			
Economic Development				●		●	●												●	
Design Services				●			○	○		●		●	○							
Environmental remediation and stabilization		●	●					●												
Marinas/ boating access			●	●				●	●	●						●				
Recreation / Land Acquisition				●				●	●	●					○				●	
Roads / Transportation				○			●								●					
Sewage / Sewage Treatment							●					○	●	●						
Shoreline Stabilization			●					●	●	●						●				
Soil Erosion Control									○	●					○	●		○	●	○
Tourism Development				●														●	●	●
Cultural Enhancement				●															●	●
Historical Program Development				●																

● PRIMARY PURPOSE
○ MAY QUALIFY