



## CITY OF ALLEGAN

Downtown Development Authority  
Allegan City Hall  
231 Trowbridge Street, Allegan, MI 49010  
Wednesday, September 13, 2023 8:00am

### AGENDA

- 1. Call to Order**
- 2. Attendance**
- 3. Approval of Previous Meeting Minutes**
- 4. Public Comment**
- 5. Discussion Items**
  - a) Downtown Improvement Project Update
  - b) Wayfinding Signage Update
  - c) Downtown Parking Lots
- 6. Comments from City Staff & Board Members**
- 7. Adjournment**



City of Allegan  
Downtown Development Authority Meeting  
City of Allegan Council Chambers  
231 Trowbridge Street

August 9, 2023

1. Call to Order

Meeting was called to order at 8:00am.

2. Attendance

Present: Vice Chair Michelle Liggett, Mayor Teresa Galloway, Carl Canales, Carleigh Ackerman, Nicole Heslip, Kelly McLean (8:06am), Phil Siegler, Steve Tibbitts

Absent: Chair Mark Heather

Others Present: Parker Johnson, Downtown Manager and Assistant to the City Manager  
Joel Dye, City Manager

3. Approval of Previous Meeting Minutes

Motion to approve the minutes from July 10, 2023 by Canales, supported by Heslip.  
Motion carried 6-0.

4. Public Comment

None

5. Discussion Items

a. Downtown Improvement Project Update

Johnson gave an update regarding the Downtown Improvement Project. The update included the weekly updates from the contractor. General discussion was had.

b. Wayfinding Signage Update

Johnson, with the help of Mayor Galloway and Heslip who participate in the steering committee, gave an update regarding the wayfinding signage project progress including the July 26 and 27 site visit by Guide Studio.

c. Match on Main- Heronmark Update

Johnson provided an update on the status of the Match on Main grant from the MEDC and facilitated by the City of Allegan on behalf of Heronmark. All final documents were successfully submitted and payment and reimbursement are expected to be completed by the next DDA meeting.

6. Comments from City Staff & Board Members

- a. The DDA wants to explore options for public restrooms in the core downtown area in addition to the Riverfront Restrooms citing increased attendance at events and shopping and gathering areas.
- b. Johnson and Dye answered questions regarding the planned dumpsters and the accompanying refuse program details for DDA board members.

7. Adjournment

The meeting was adjourned at 8:48am.

**Respectfully Submitted,  
Parker Johnson  
Downtown Manager & Assistant to the City Manager**



Wayfinding Assessment

# City of Allegan

ALL1817 | AUGUST 30, 2023



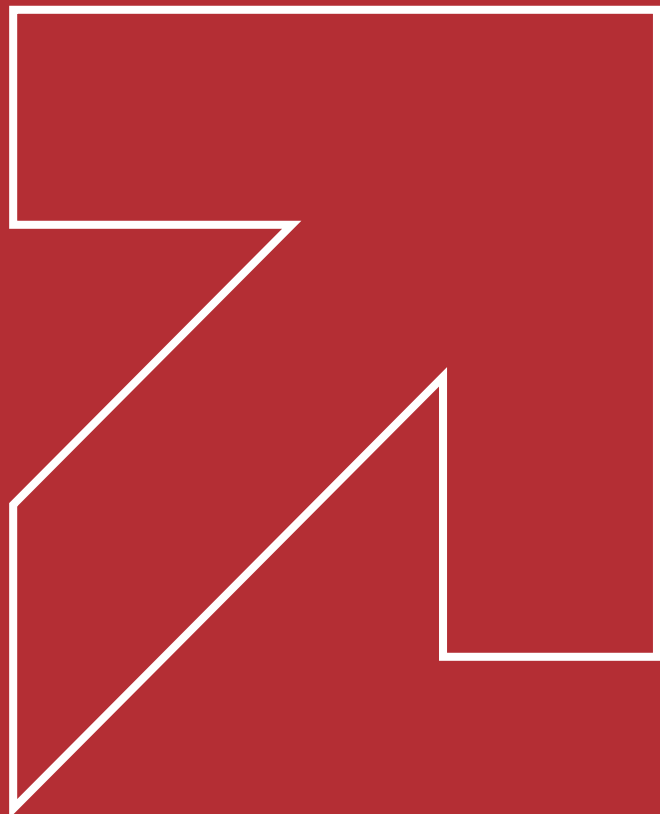


# The Process

Guide Studio has gone through the following steps to develop the framework for the City of Allegan Wayfinding Program:

## **THE PROCESS TO DATE**

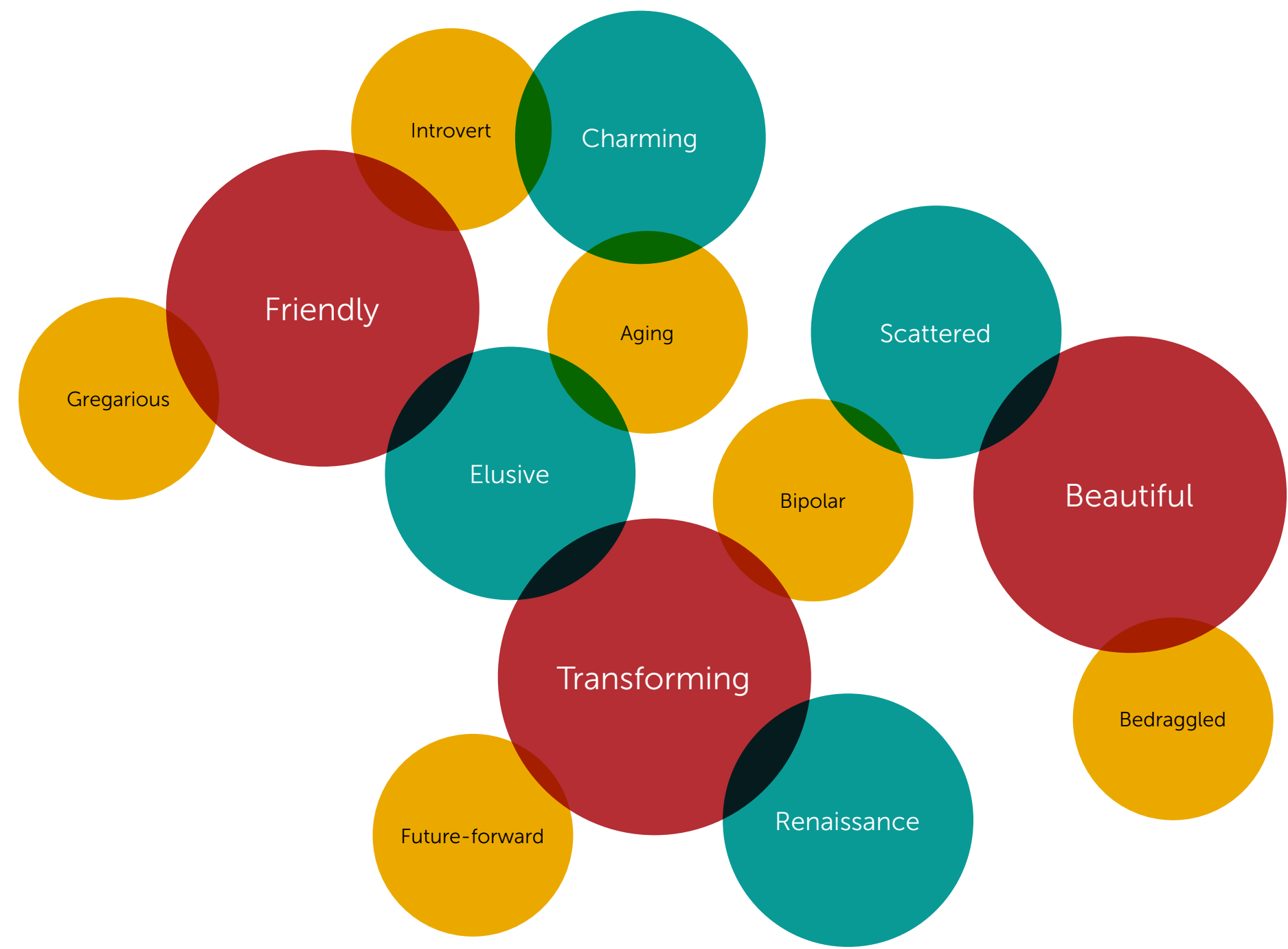
- > Discussion with the client team
- > Discovery sessions with key internal and external stakeholders and steering committee
- > Driving tour of the city
- > Supportive research
- > Internal strategy sessions
- > Work session with client team
- > Wayfinding Assessment development
- > Mood board development



# City of Allegan Wayfinding Discovery Recap

- Develop an authentic and meaningful sign system to enhance the visitor experience and exceed their expectations.
- Increase positive perceptions of the Allegan with a consistent, recognizable and inviting sign family that creates a safe and welcoming atmosphere.
- Establish clear and concise messaging that utilizes consistent nomenclature, while aligning with the website, maps and other communication pieces.
- Produce easy-to-maintain and expandable signage to allow necessary changes and updates due to the ongoing developments.
- Highlight sense of place through consistent and exciting signage.
- Make people feel safe, comfortable, and connect areas of pedestrian activity.
- Create community pride to attract visitors, businesses, and residents; transform visitors into advocates, who return often and share their journey with others.

# ONE WORD TO DESCRIBE CITY OF ALLEGAN



## DOWNTOWN SPECIFIC

- Moving
- Hustling
- Tired
- Safe
- Rising
- Improving

# IDEAL DAY IN ALLEGAN



## IDEAL VISIT EXCERPTS

“enjoy a walk to Mahan Park for the music”

“strolling through the social district, stopping at the top notch breweries”

“I would take them on a hike to the Armintrout-Milbocker Nature Preserve and show them the beauty of the area.”

“I would recommend they come during a summer weekend...”

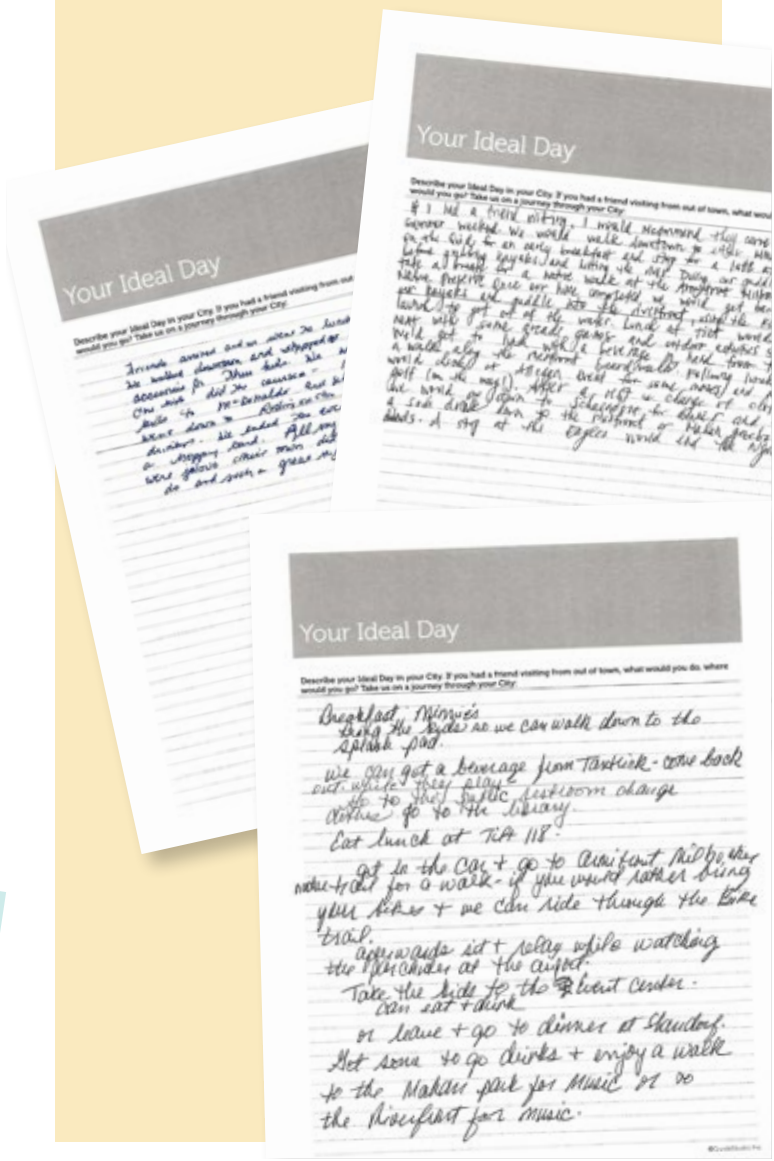
“all my friends were jealous their town did not have such fun things to do and such a great night life”

“sample our area’s treats and show off our riverfront and quaintness”

“fun afternoon at Allegan Event or mountain biking”

The Steering Committee was asked to show off the City and Downtown—things to do, where to eat, what to see, etc.

Imagine having a friend in from out of town and they’ve never been to Allegan. Describe the best day in Allegan.



# AUDIENCE BEHAVIORS

QUESTIONS	RESIDENT		BUSINESS OWNER		VISITOR	
1. What are they looking to do & where do they often go?	<ul style="list-style-type: none"><li>Eat</li><li>Grocery store</li><li>Personal services</li><li>Music/Events</li></ul>	<ul style="list-style-type: none"><li>Entertainment</li><li>Recreation</li><li>Shopping</li></ul>	<ul style="list-style-type: none"><li>Grow business/profit</li><li>Increase foot traffic</li><li>Advertise</li><li>Attract employees</li></ul>	<ul style="list-style-type: none"><li>Restaurants</li><li>Housing</li><li>Public/Government services</li><li>Lodging</li></ul>	<ul style="list-style-type: none"><li>Local events &amp; entertainment</li><li>Restaurants</li><li>Kids/family activities</li><li>Dog park</li><li>Sports</li><li>Shopping</li></ul>	<ul style="list-style-type: none"><li>Nature</li><li>People watching</li><li>Want to be in an attractive place</li><li>Skate Park</li><li>Lodging</li></ul>
2. What are their <u>perceived</u> challenges for moving around the City?	<ul style="list-style-type: none"><li>Walking/driving golf carts to get into Downtown (crossing highways)</li><li>Pedestrian lighting</li></ul>	<ul style="list-style-type: none"><li>Parking for elderly &amp; physically challenged</li><li>Lack of sidewalks</li><li>Cycling (no dedicated bike lanes/routes)</li></ul>	<ul style="list-style-type: none"><li>Parking</li><li>One-way streets</li><li>Availability—needs gap</li></ul>	<ul style="list-style-type: none"><li>Limited customer base</li><li>Not a lot of “Big Box” retail (perceived shopping issue)</li></ul>	<ul style="list-style-type: none"><li>One-way streets</li><li>Lack of signage</li></ul>	<ul style="list-style-type: none"><li>Lack of info (events, activities, etc.)</li><li>Parking</li></ul>
3. What would you want them to know about the City that they may not be aware of?	<ul style="list-style-type: none"><li>Social District boundaries &amp; rules</li><li>City-maintained facilities</li><li>Regent movie theater</li><li>There is a disconnect between the City &amp; Downtown</li></ul>	<ul style="list-style-type: none"><li>Much more to do than in the past</li><li>City services</li><li>Water quality</li><li>Kayaking</li></ul>	<ul style="list-style-type: none"><li>Public &amp; private investment</li><li>Relation with Lakeshore Advantage</li><li>Business gaps</li><li>Loyal customer base</li></ul>	<ul style="list-style-type: none"><li>Non-profit relations &amp; collaboration</li><li>Natural resources</li><li>Active merchant community</li><li>Places to shop</li></ul>	<ul style="list-style-type: none"><li>People bypass Allegan</li><li>Hours of operation for businesses/facilities</li><li>Information/spreading the word</li><li>Social District</li></ul>	<ul style="list-style-type: none"><li>Busy/things to do Mon.–Fri.</li><li>Ample parking</li><li>Art Hop</li><li>Farmers Market</li></ul>
4. How would they benefit from this signage & wayfinding program?	<ul style="list-style-type: none"><li>Public restrooms</li><li>Social District</li><li>Upcoming events</li><li>Wayfinding to hospital(s)</li></ul>	<ul style="list-style-type: none"><li>City &amp; Social District boundaries</li><li>Getting to the schools</li><li>Better navigation of &amp; around one-way streets</li></ul>	<ul style="list-style-type: none"><li>Increase foot traffic</li><li>Return customers</li><li>Advertising</li></ul>		<ul style="list-style-type: none"><li>Know what is going on</li><li>Better planning</li></ul>	<ul style="list-style-type: none"><li>Know where the Riverfront is</li><li>Public restrooms</li></ul>



# JOURNEY MAPPING

## Exercises

- 1. **Destinations**  
Mark City of Allegan’s major visitor destinations. Star the top 5.
- 2. **Vehicular Paths**  
Mark what you would consider to be roads that offer the BEST experience driving into the City of Allegan.
- 3. **Arrival**  
Mark what you would consider to the PERCEIVED points of arrival into the City of Allegan. Mark perceived entries into Downtown.
- 4. **Pedestrian Traffic**  
Mark areas you would consider to have high pedestrian concentration and traffic. Include bike paths.



## TOP VISITOR DESTINATIONS

Based on data collected from the Steering Committee, the following destinations were the most commonly marked and determined to be the top destinations in and around City of Allegan.

### TOP 5 not ranked in order

- Downtown
- Riverfront
- Fairgrounds
- Sports Complex
- Jaycee Park

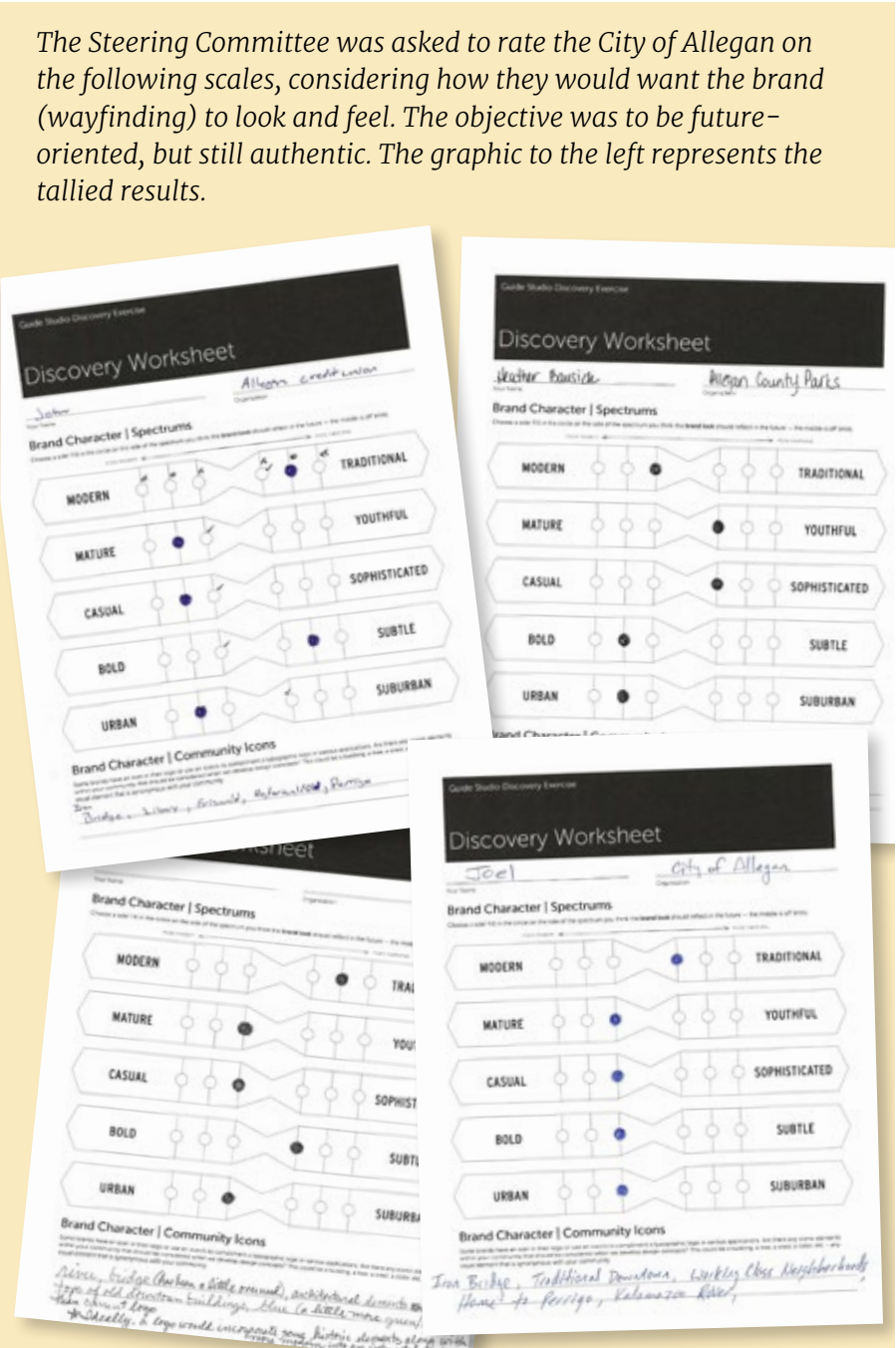
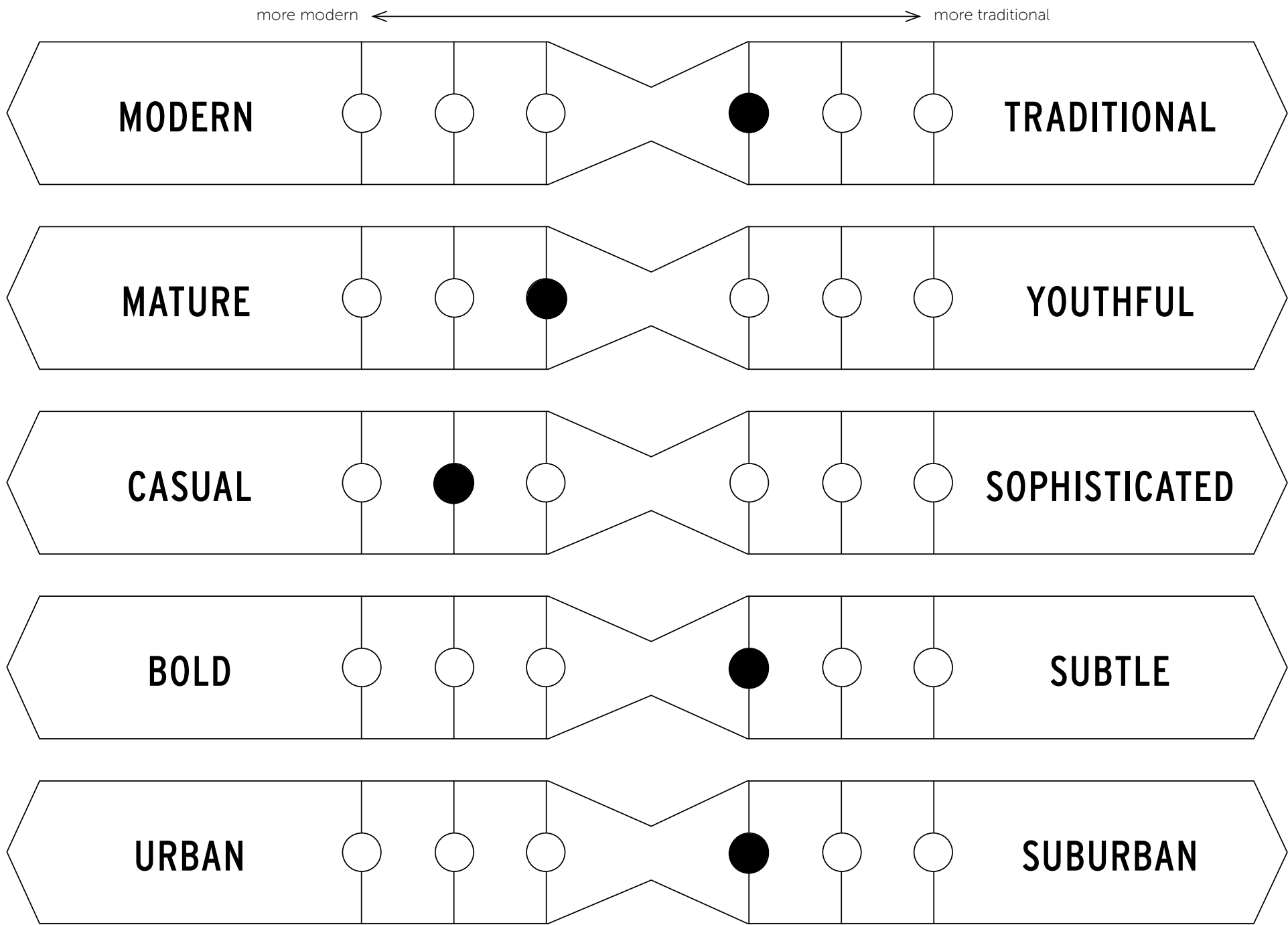
### OTHERS not ranked in order

- Schools (High School)\*
- Hospital
- Splash Pad
- Griswold Auditorium
- Regent Theatre
- Library
- Kayak Launch
- Antiques Market

\*School complex is outside of city border

# BRAND CHARACTER SPECTRUM

Choose a side! Fill in the circle on the side of the spectrum you think the **brand look** should reflect in the future — the middle is off limits.





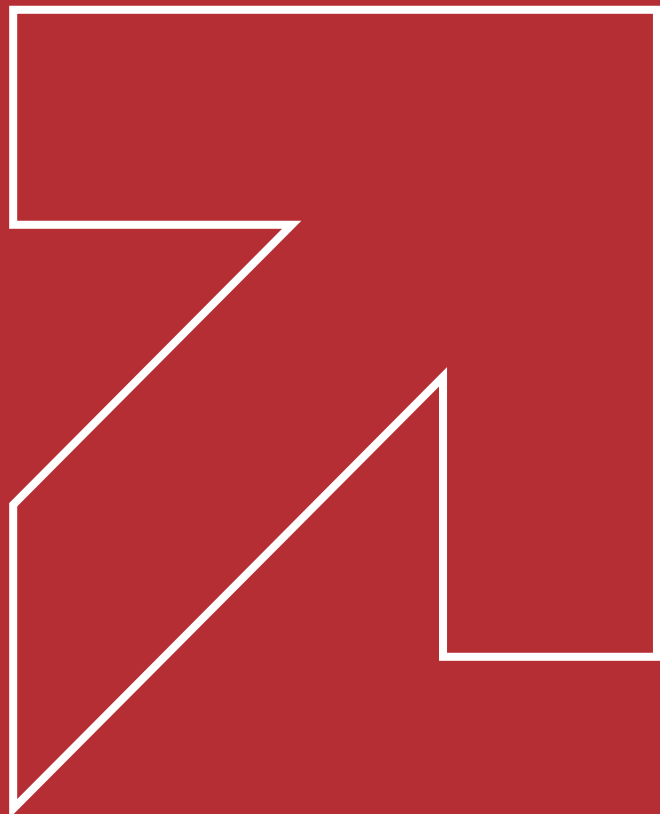
Current Challenges

Signage is one of the **first physical interactions** a person has with a place and will make an **impression**—either positive or negative—to visitors, residents, & potential business owners.

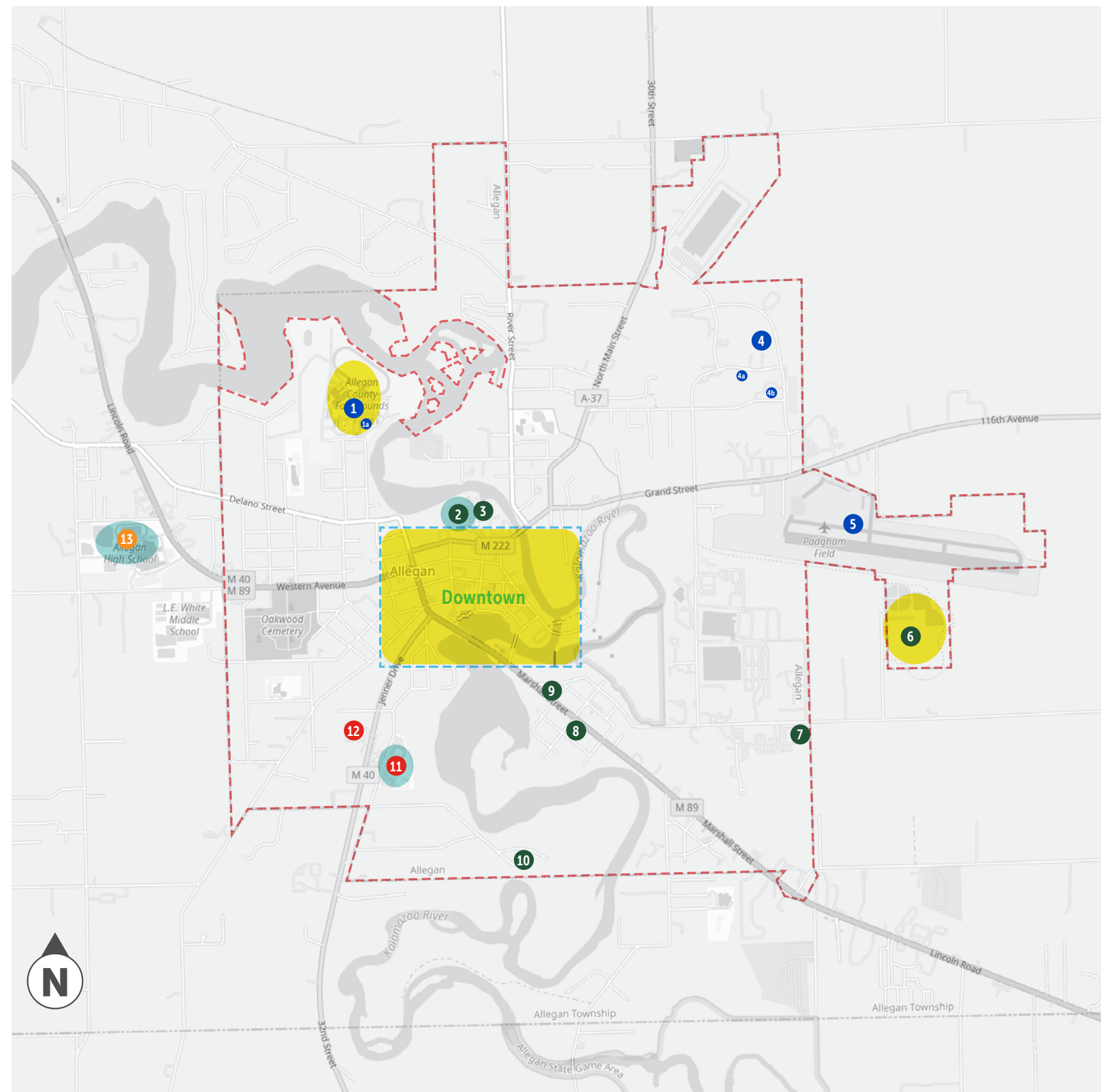
- Current signage is inconsistent, obscured in some cases, too small, etc.
- Frequently visited places are difficult to find – fairgrounds, sports complex, etc.
- One way streets
- Poor lighting in some areas
- Drawing people off the state roads and into the city
- Lack of sidewalks/connection between city as a whole and downtown
- Hard to see riverfront area since it’s behind downtown
- Where to park (and people who don’t want to walk)
- Conveying information about community events
- Some assets are not in the city but still need to get people to them (ex. schools)
- How to give city credit for ownership of special destinations that have their own brand/signage (ex. Regent, Griswold)
- Identifying destinations within other destinations
- How to get people from the fairgrounds back into downtown







# City of Allegan Wayfinding Analysis & Evaluation



MAP LEGEND

Venues/Facilities

- 1 Allegan County Fairgrounds
  - 1a Antiques Market
- 5 Airport (Allegan Padgham Field)
- 4 Allegan Highland Business Park
  - 4a Hartman Conference Center
  - 4b City of Allegan Department of Public Works

Hospitals/Healthcare

- 11 Allegan Hospital (Ascension Borgess Allegan Hospital)
- 12 OnPoint

Parks

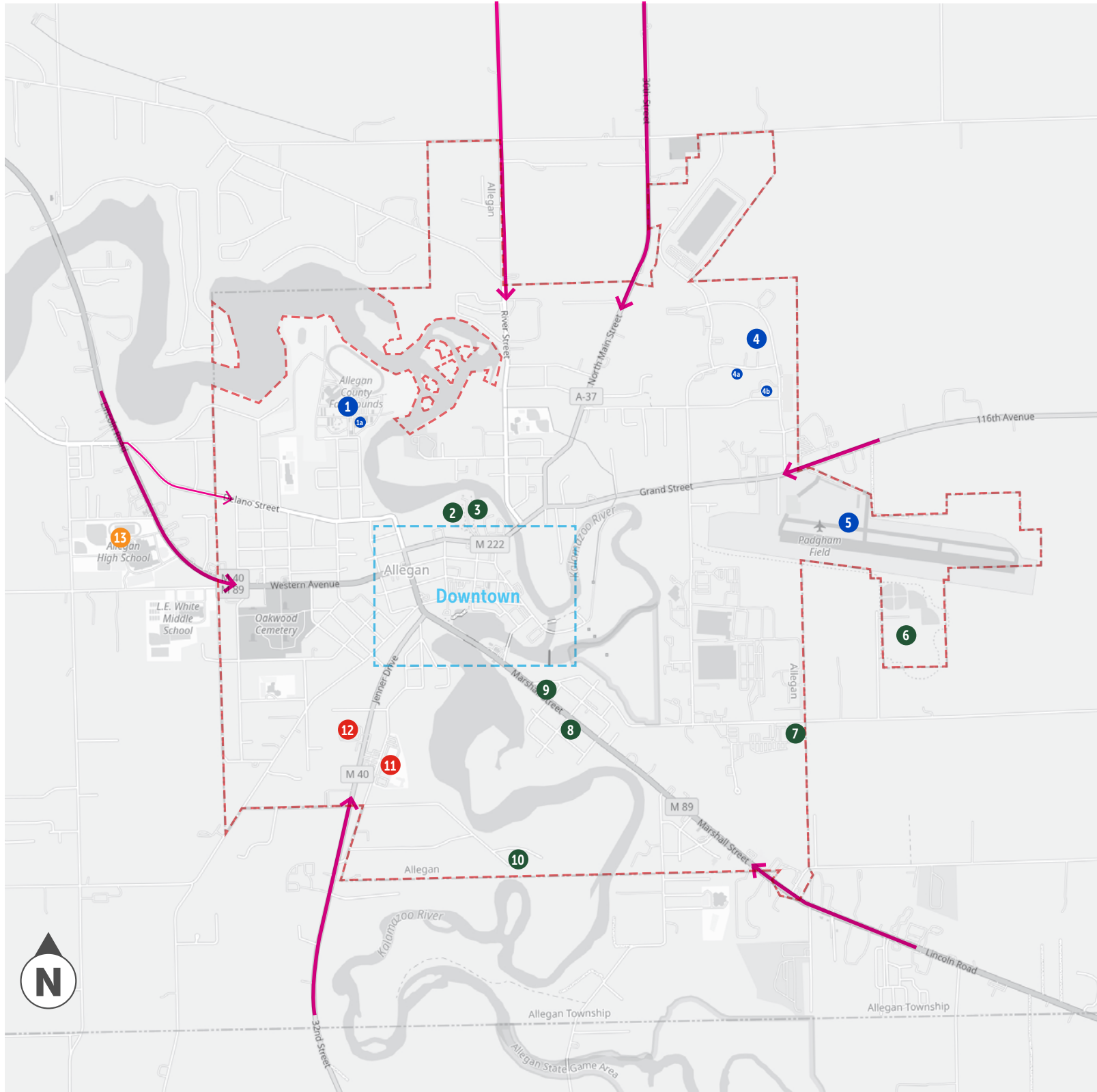
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- 9 Sue Lang Memorial Park
- 8 Rossman Esplanade Park
- 7 Mountain Bike Trail
- 6 Wellness & Sports Complex
- 10 Armentrout Nature Preserve

Education

- 13 High School (Athletics)

Information Hierarchy

- Top Tier Visitor/Public Destinations
- Secondary Tier Visitor/Public Destinations



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**Venues/Facilities**

- 1** Allegan County Fairgrounds
  - 1a** Antiques Market
- 5** Airport (Allegan Padgham Field)
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**Hospitals/Healthcare**

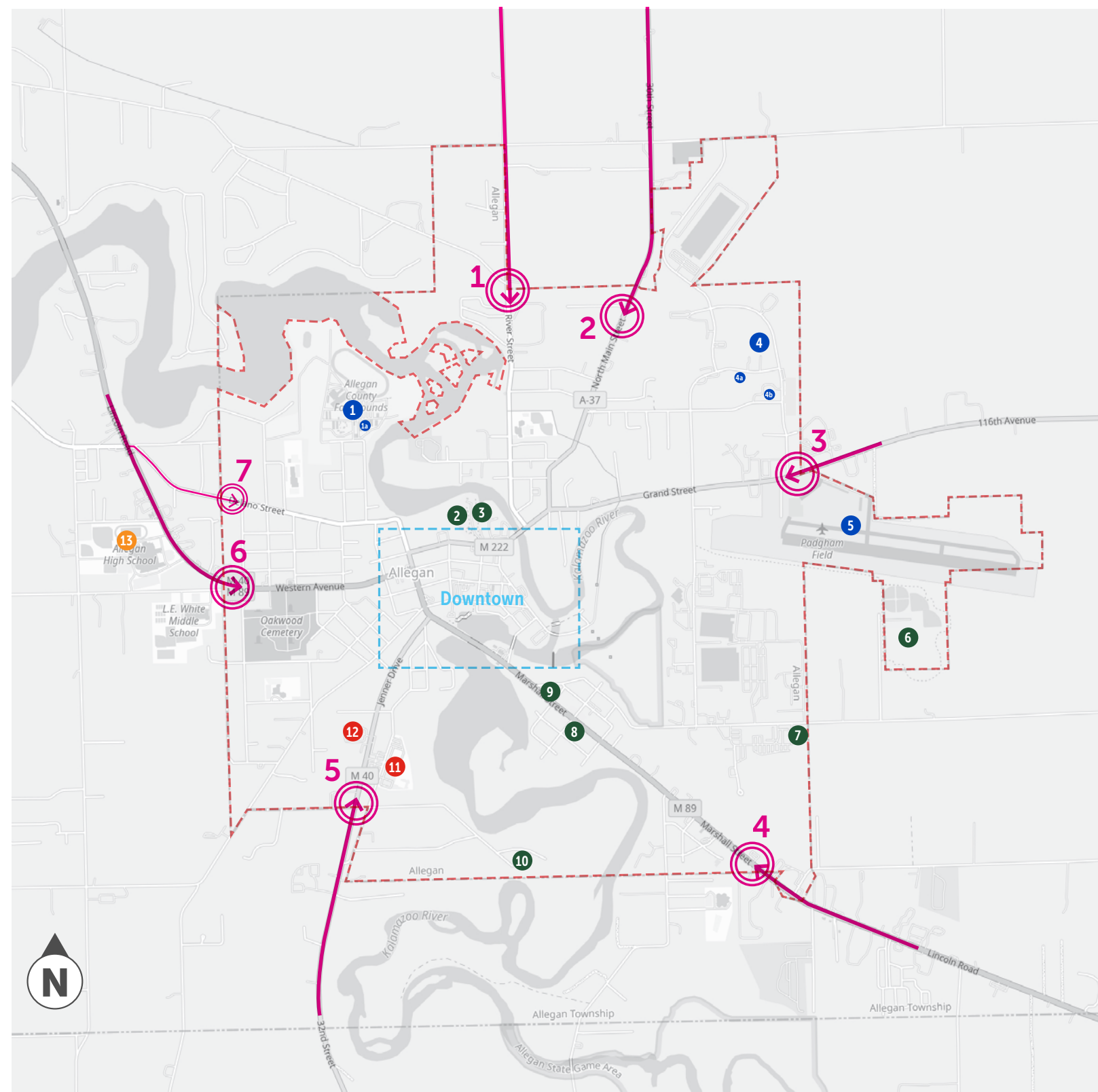
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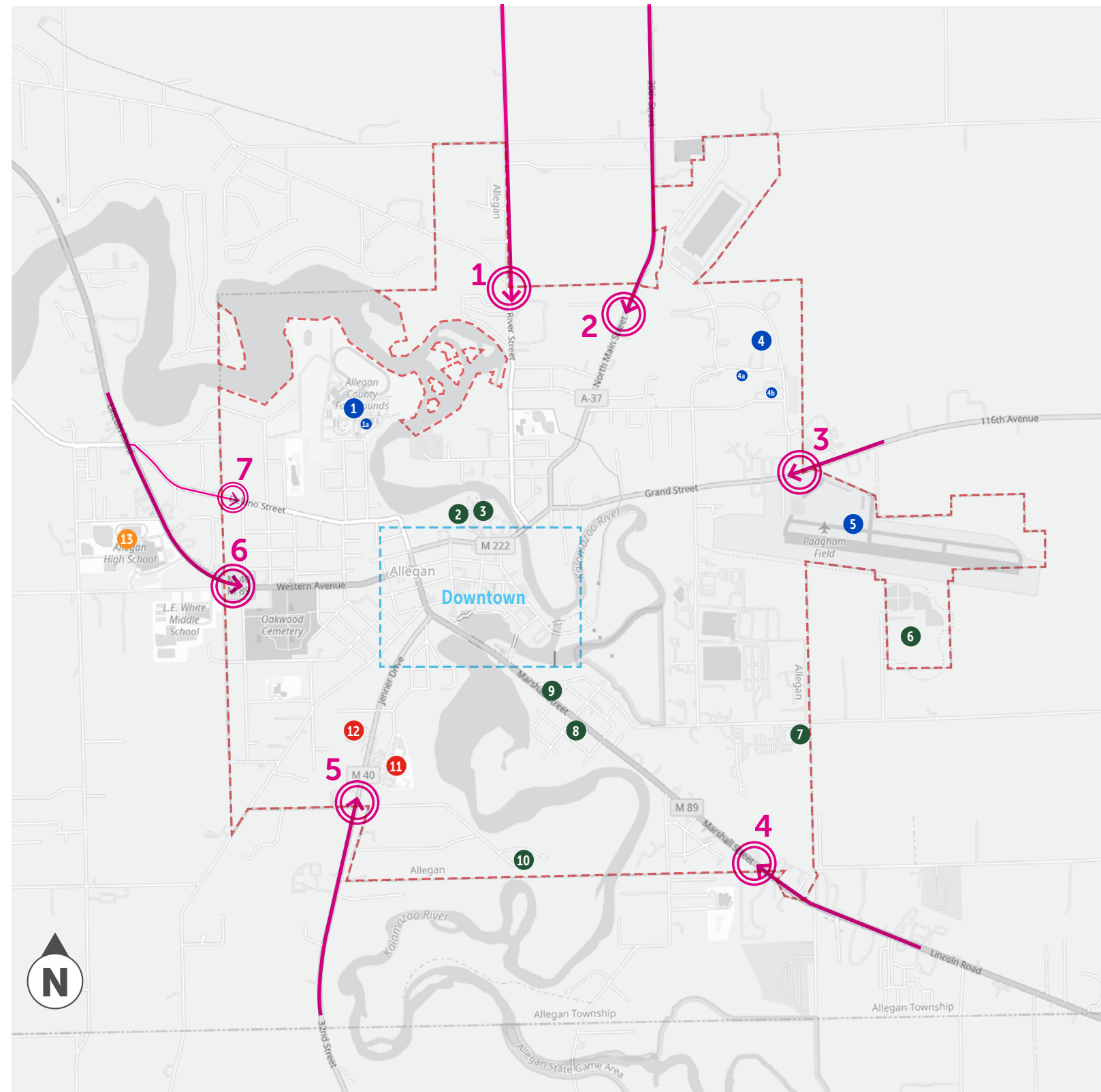
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A **perceived entry point (gateway)** into a city is different from a jurisdictional entry point (the actual defined boundary). It is the **moment—a feeling**—when the visitor recognizes they have arrived. Location could be based on nice landscaping, a great view, architecture or environmental elements that **best represent** the city and its assets.





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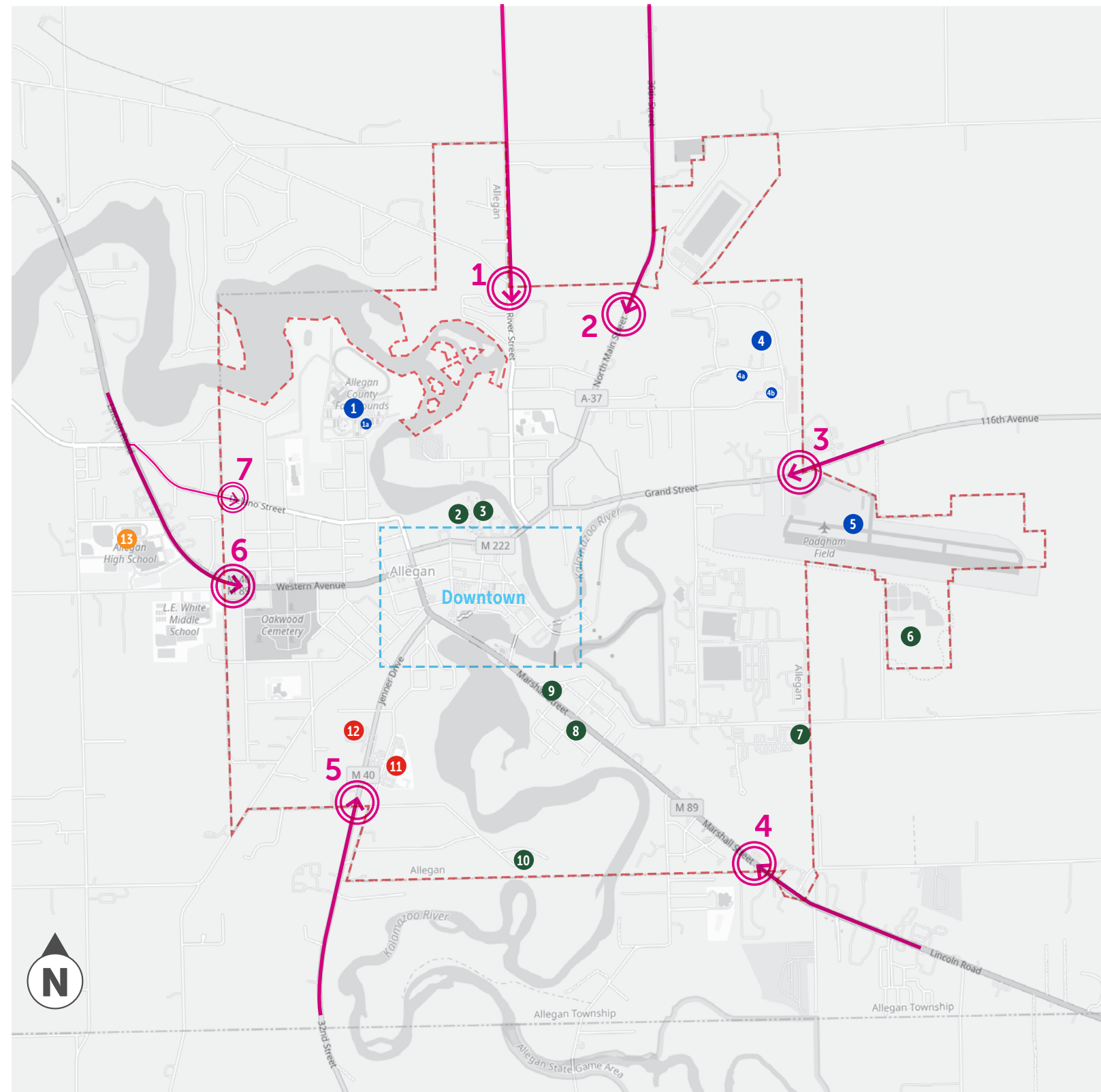
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**1 Southbound on River Street**  
*At River Street & Babylon Road there is an open area for either a primary gateway element or a smaller, secondary gateway sign. This provides identification prior to reaching residences & well before the County Sheriff's Office & Corrections Center.*



**2 Southbound on Main Street (A-37)**  
*This entry is residential, therefore, a smaller, secondary gateway sign may be more appropriate.*



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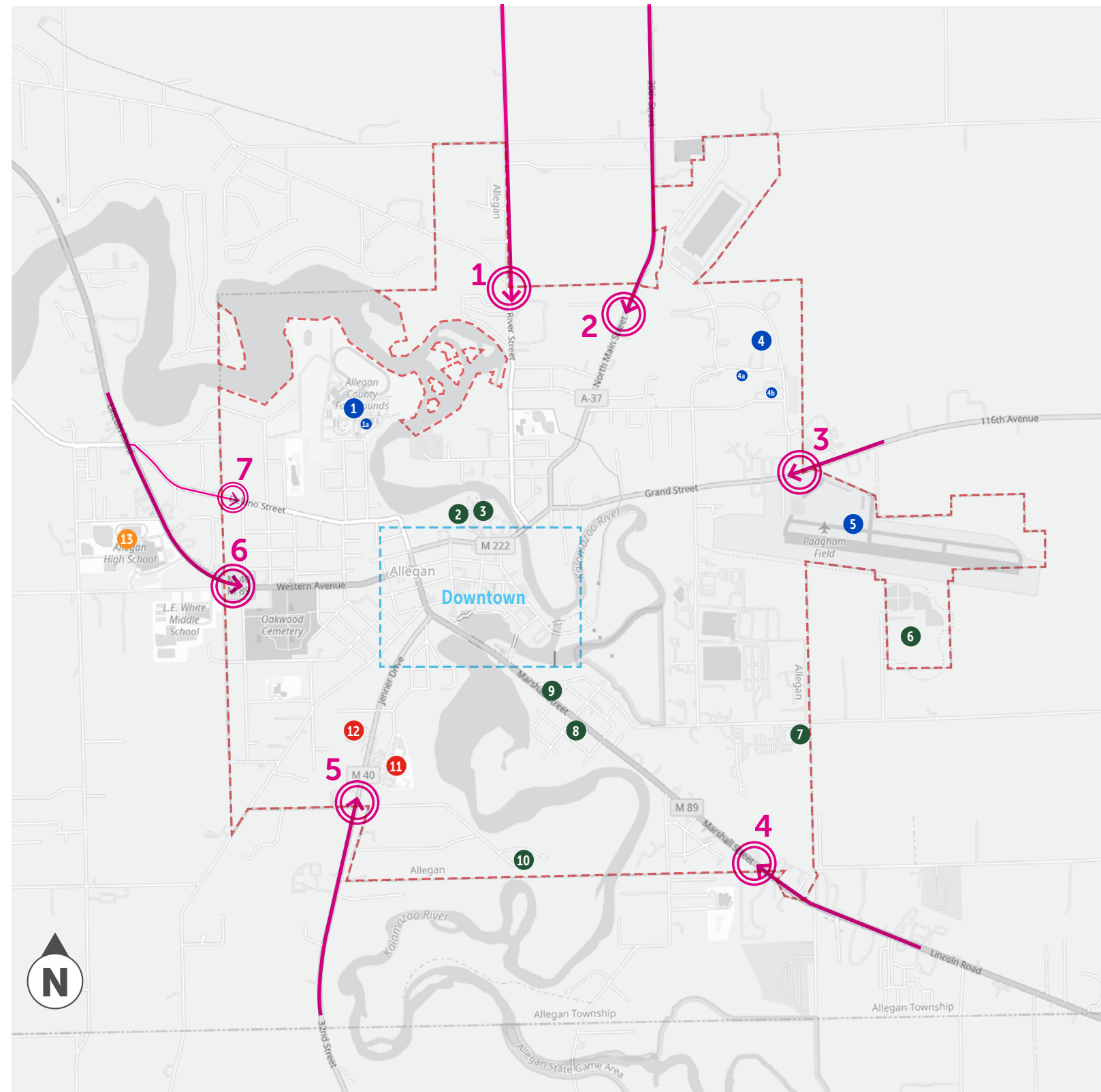


**3** Westbound on Grand Street  
*This location is across from the airport and provides an opportunity for a larger gateway element.*



**4** Northwestbound on Marshall Street (M 89)  
*This gateway will replace the existing Allegan sign, however, we recommend placing it on the right-hand side of the road, at or near where the existing green city limits sign is currently located.*





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**5 Northbound on Jenner Drive (M 40)**  
*Depending on the property line, a gateway could be located in the grass area on the right-hand side of the road, leading to a tree-lined entry into the city.*

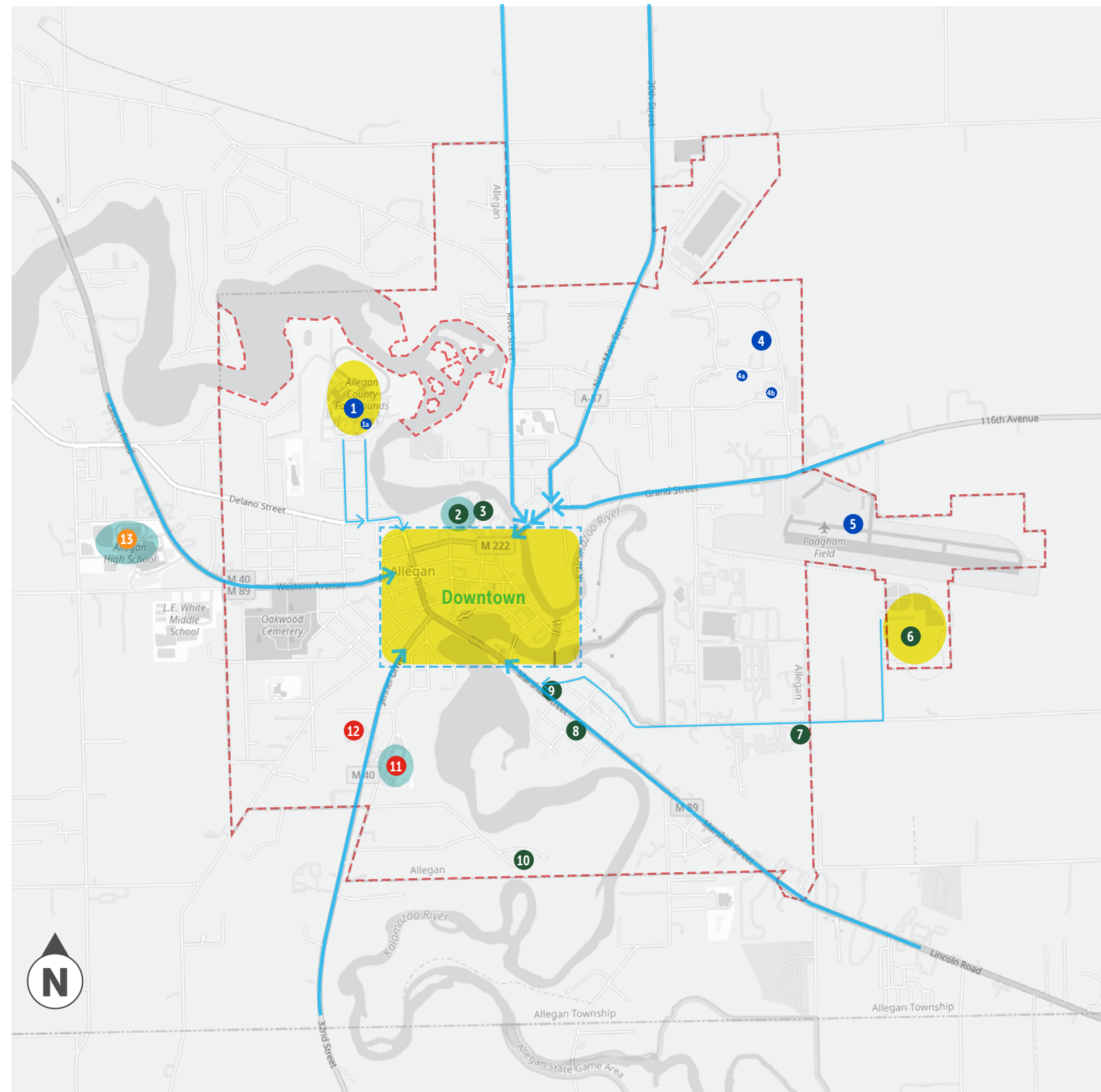


**6 Westbound on Western Avenue**  
*This gateway will replace the existing Allegan sign, however, we recommend placing it closer to Western Avenue so that it is more noticeable. The Pedestrian Xing sign will need to be taken into account. (Can it be moved?)*



**7 Westbound on Delano Street**  
*This gateway is important for Fairground traffic. Since it is a residential area, it can be a smaller, secondary sign that replaces the exiting city limits sign.*





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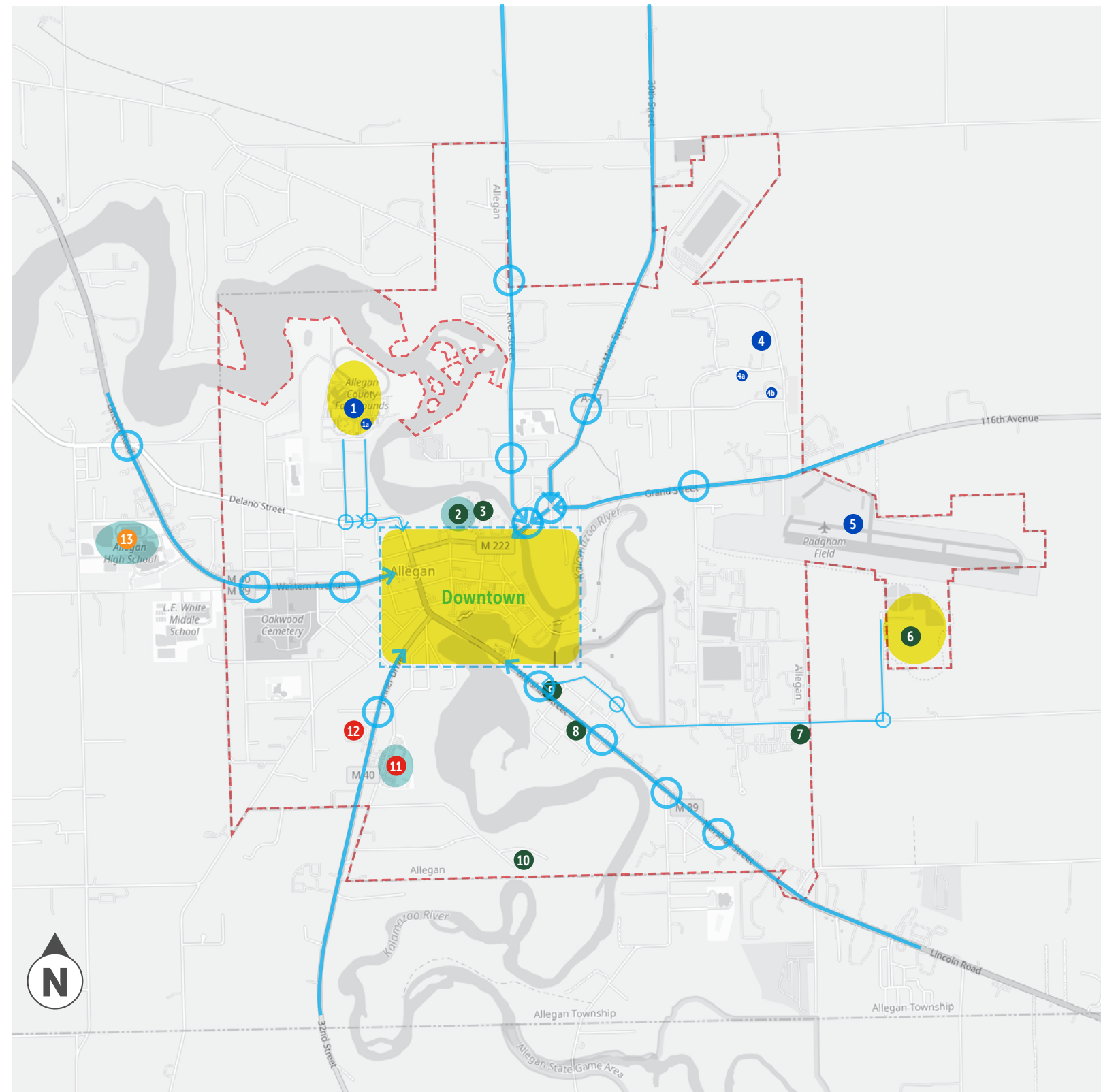
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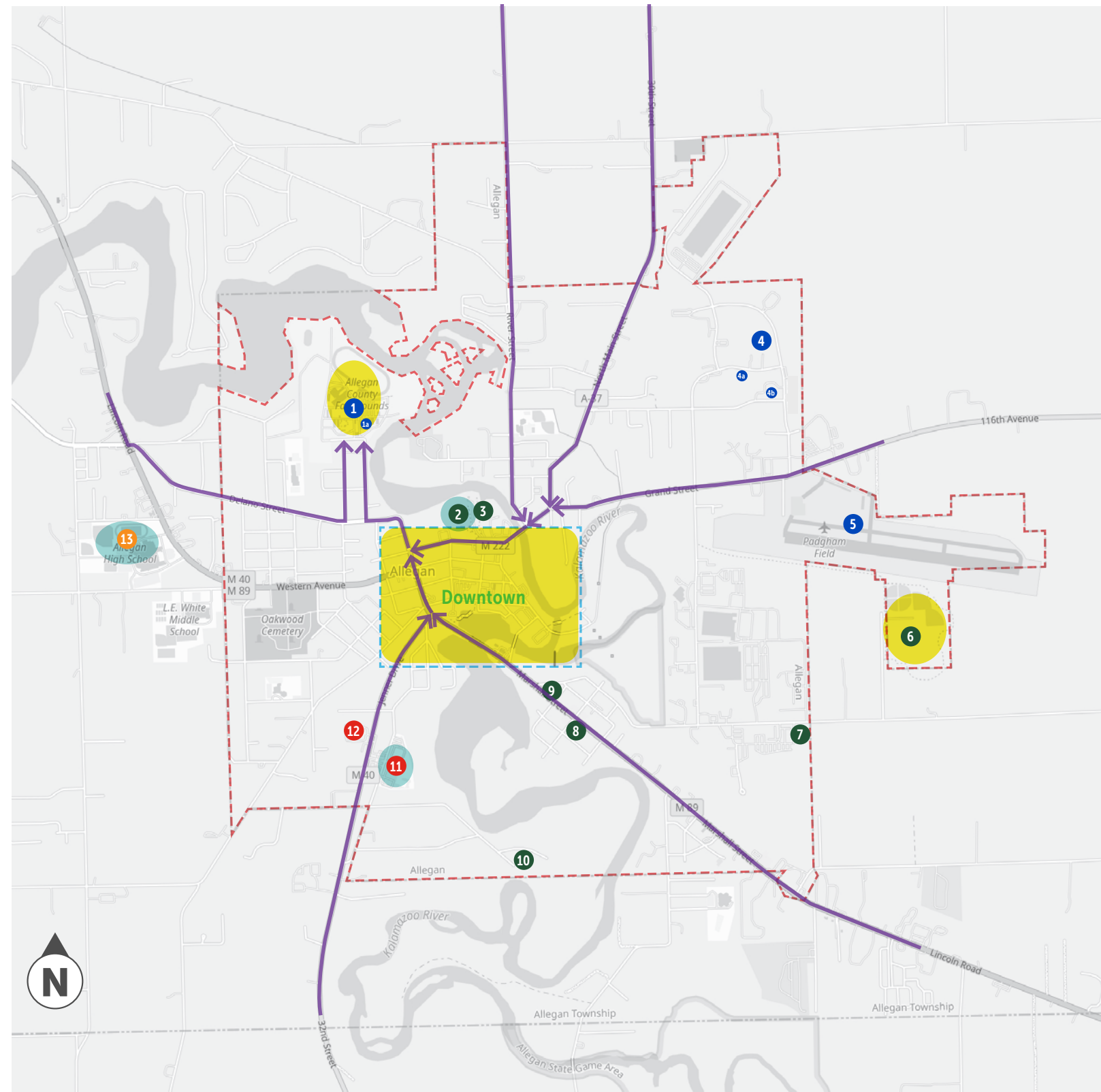
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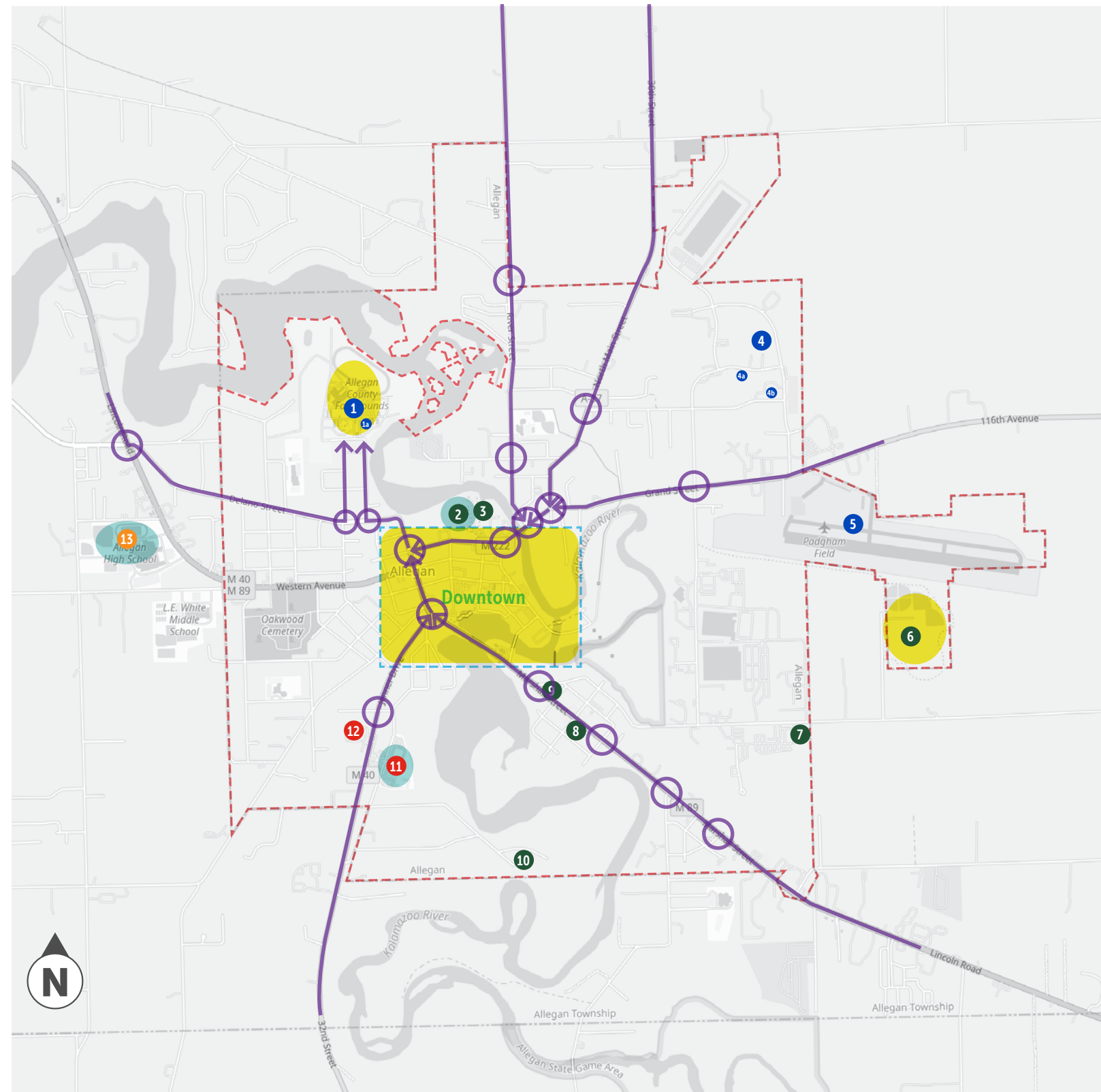
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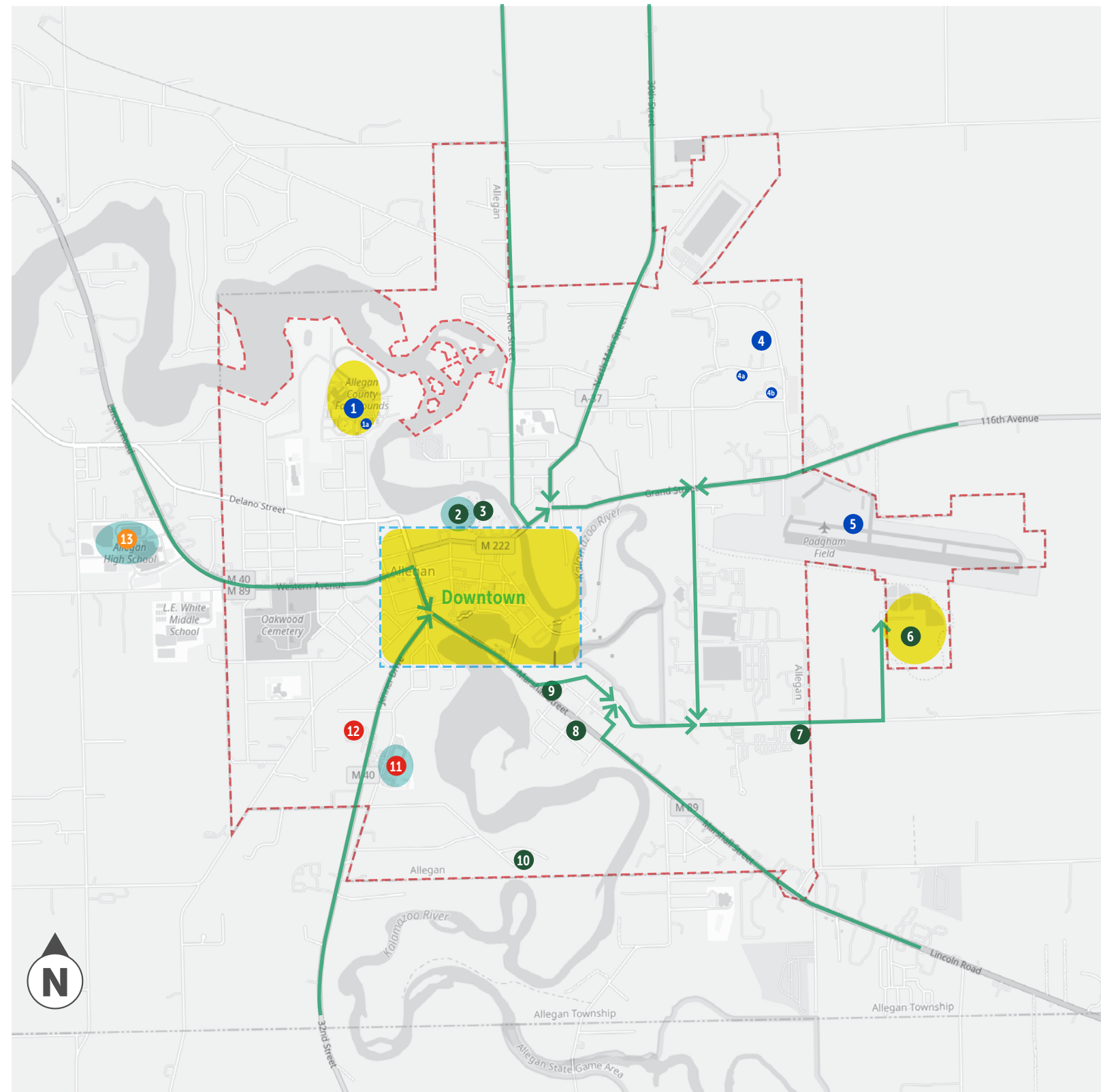
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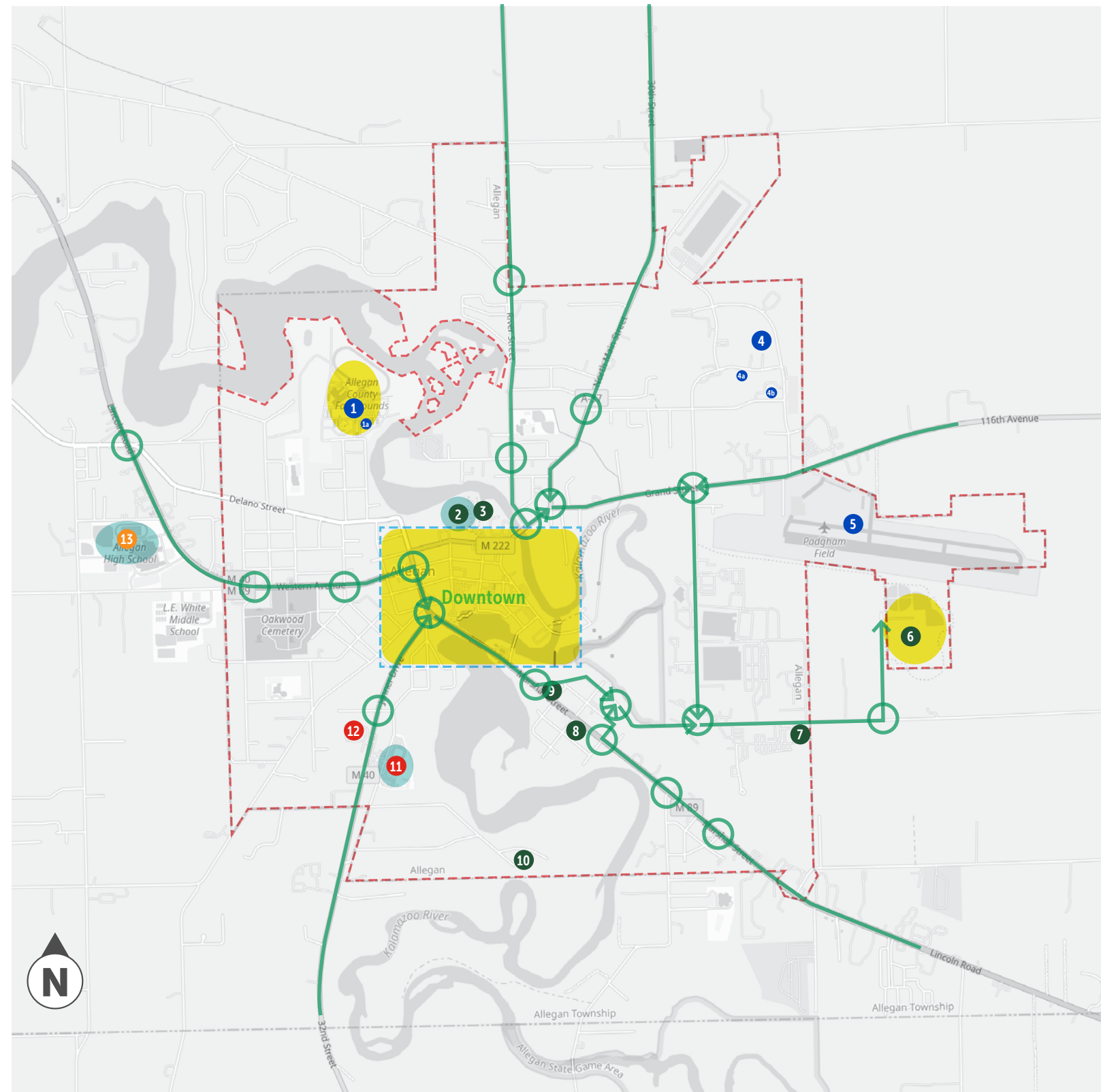
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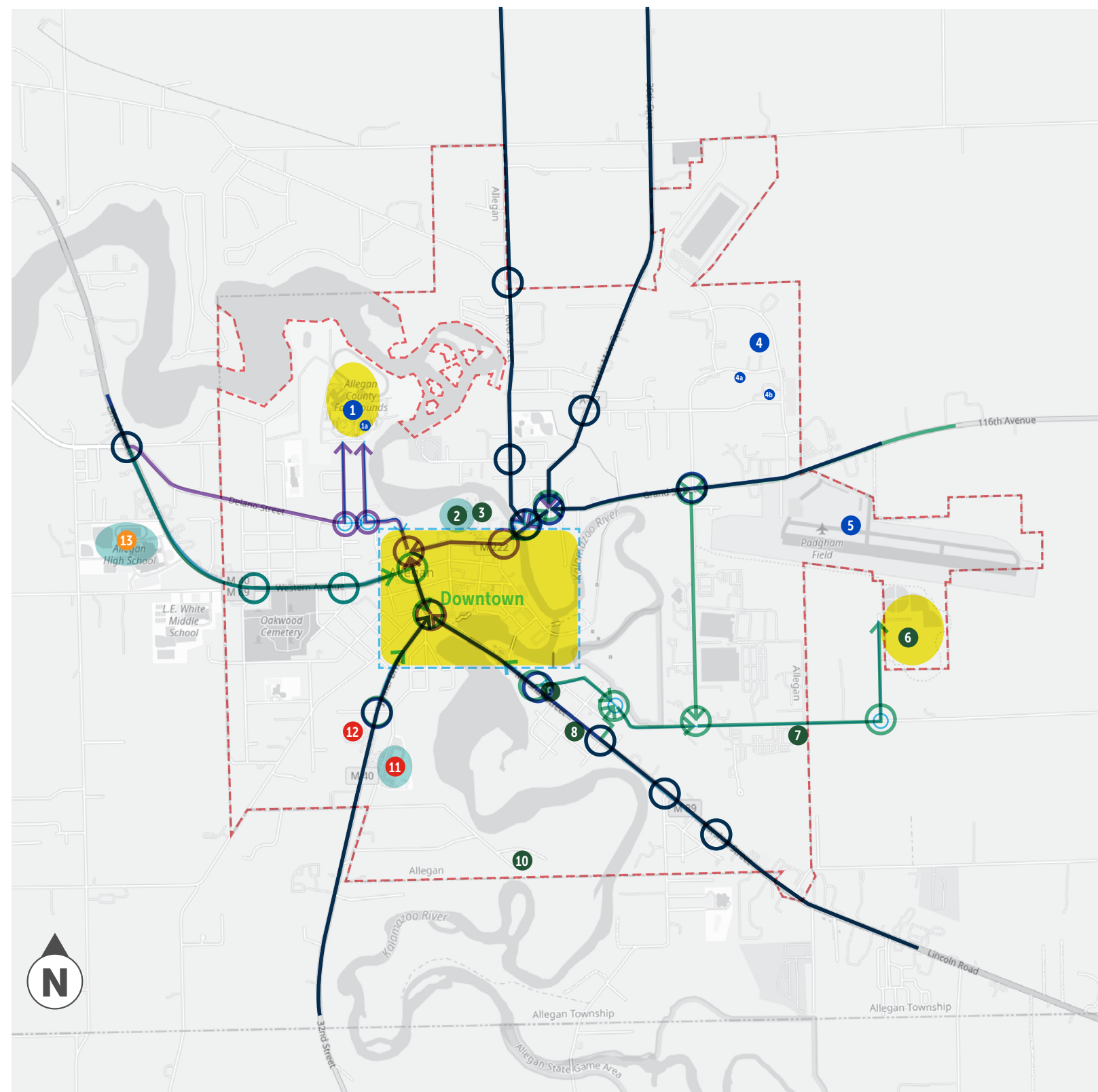
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Analysis & Recommendation

Except for the Fairgrounds and Sports Complex, the top public/visitor destinations are clustered in Downtown. Most share the same decision points until the driver is within the Downtown area or close to their destination.

Instead of listing several destinations on signs, and having to leave off destinations due to limited space, directing to "Downtown" will be the clearest & most efficient method of getting people to these destinations. Once closer to or in Downtown, signs can begin to direct to specific destinations, including the Riverfront. Through other means, visitors should already be educated that the Regent Theatre, the Riverfront, etc., are "Downtown".

Riverfront should be treated as a special area/destination. Once in the Riverfront, visitors will be directed to specific locations and amenities.

Secondary destinations outside of Downtown will be placed on signs only at key points that are a few turns away or off main roads.

Information Hierarchy

- Top Tier Visitor/Public Destinations
- Secondary Tier Visitor/Public Destinations



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

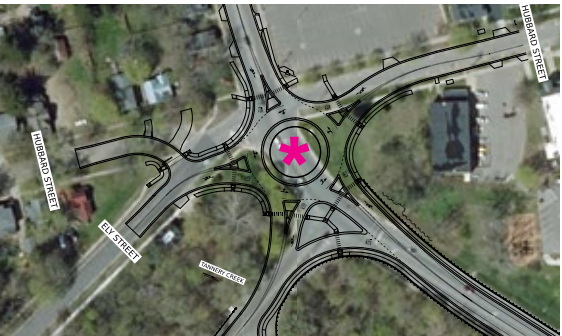
Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site





**1 Roundabout**  
*The new roundabout provides an opportunity to house an impactful gateway sign/art piece.*



**2 Western/Cutler @ Cedar Street**



**3 N. Cedar Street @ Monroe**  
*These locations are residential and require directional information, therefore, we recommend a hybrid gateway/directional sign. The roundabout then acts as the grand entrance.*





**4 Grand Street**  
The current sign is located directly under the Village Xpress Gas Station sign. We feel a better location is at the bridge, with the steeple in the backdrop. The bridge acts as a gateway and the signage will not compete with other business signs.



**5 2nd Street**  
The 2nd Street Bridge acts a gateway feature. A simpler, smaller-scale sign welcoming the visitor to Downtown Allegan would be an appropriate solution.  
  
This may require a hybrid gateway/directional similar to locations 2 & 3.



City of Allegan / Downtown Primary Vehicular Travel Paths / **Library & Griswold Auditorium**



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site



City of Allegan / Downtown Primary Vehicular Travel Paths / **Library & Griswold Auditorium–Decision Points**



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site





MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from "Riverfront".

- Social District (SODI)
- Future Plaza
- Future Hotel Site



City of Allegan / Downtown Primary Vehicular Travel Paths / Regent Theatre–Decision Points



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site

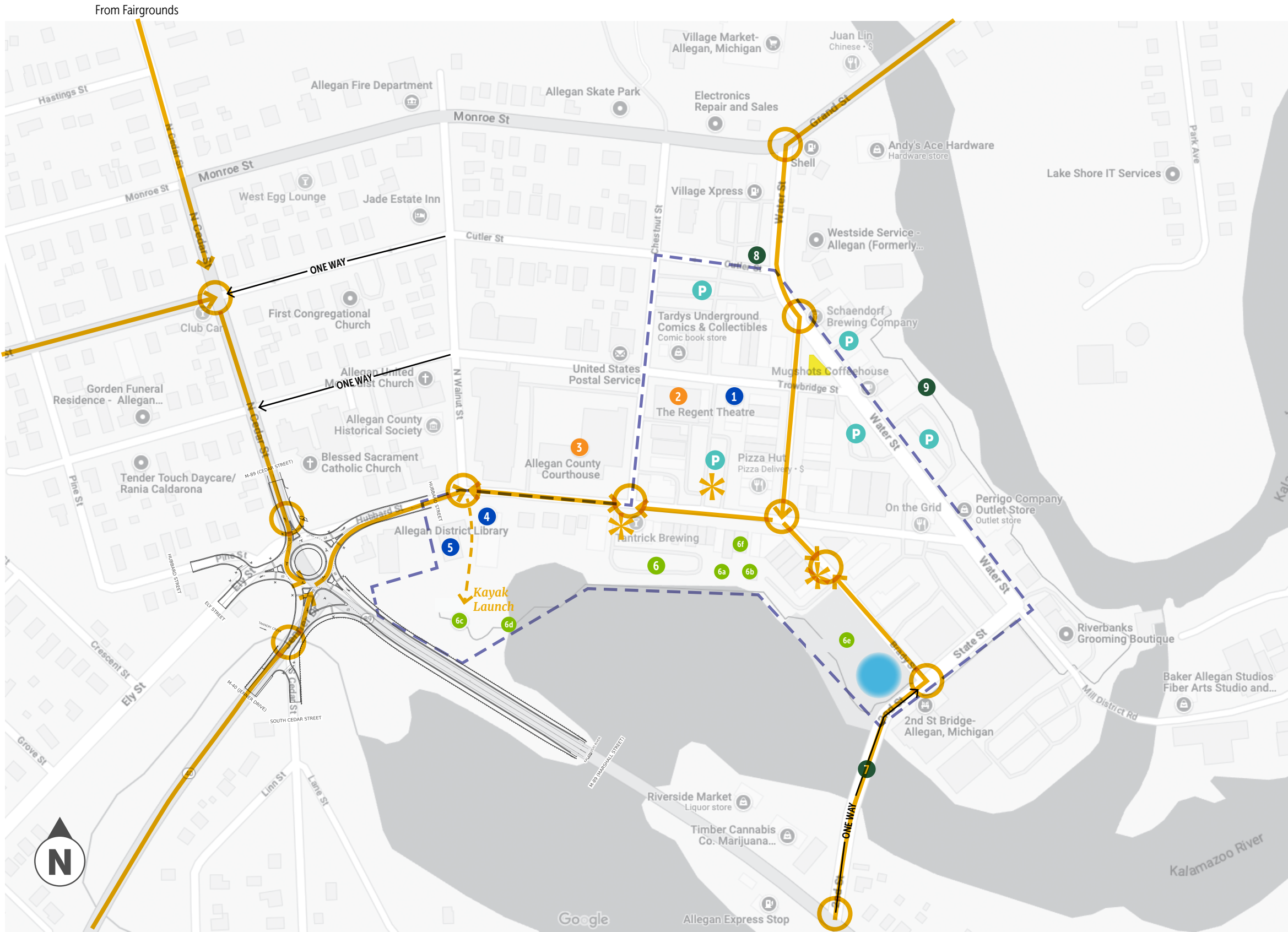


City of Allegan / Downtown Primary Vehicular Travel Paths / Riverfront





City of Allegan / Downtown Primary Vehicular Travel Paths / Riverfront—Decision Points







MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

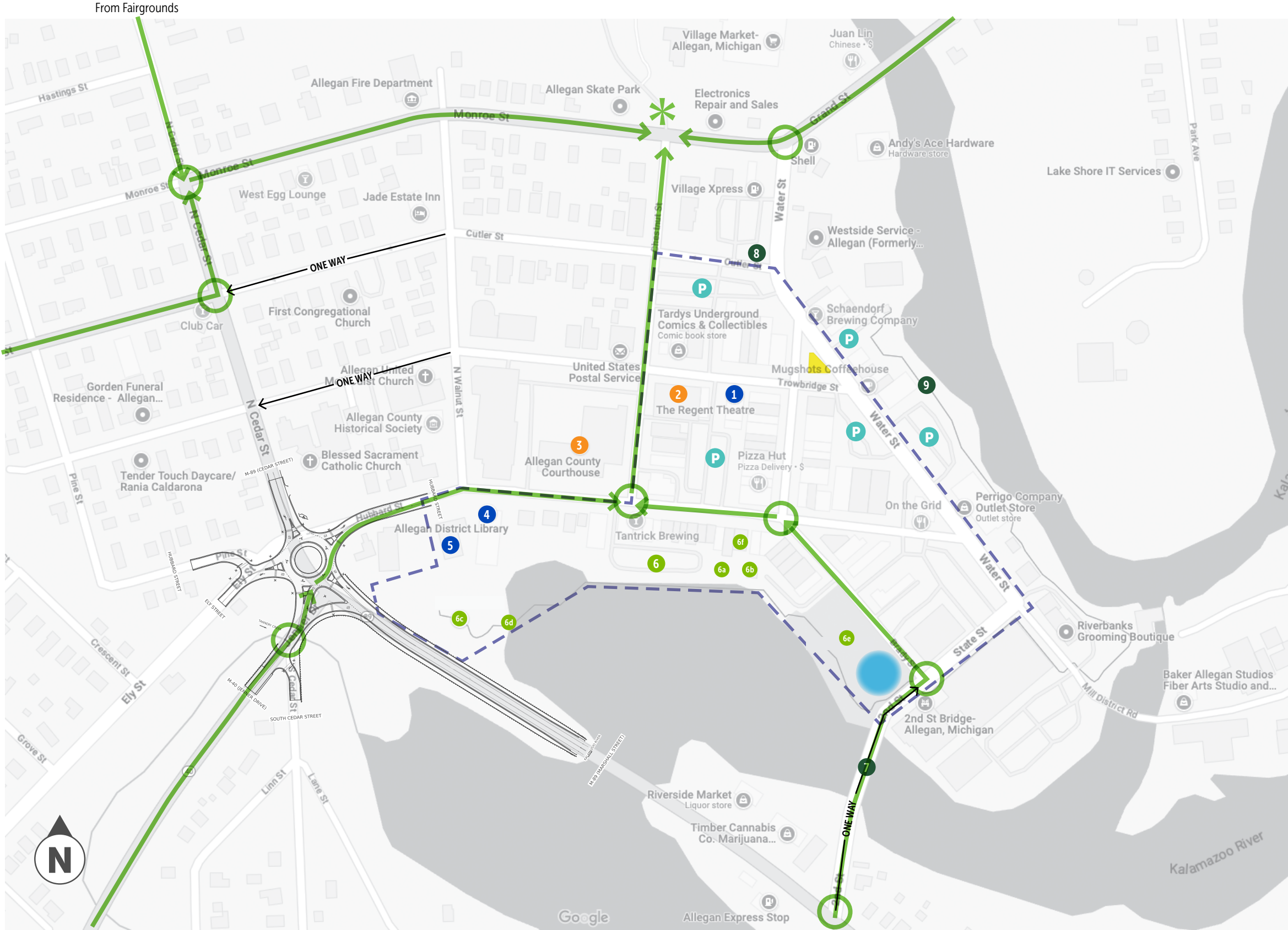
- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site



City of Allegan / Downtown Primary Vehicular Travel Paths / Jaycee Park–Decision Points



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site



City of Allegan / Downtown Primary Vehicular Travel Paths / Comprehensive Decision Points



MAP LEGEND

Venues/Facilities

- 1 Regent Theatre
- 4 Library
- 5 Griswold Auditorium
- 6 Riverfront
  - 6a Splash Pad
  - 6b Riverfront Stage
  - 6c Hanson Park
  - 6d Kayak Launch
  - 6e Mahan Park
  - 6f Restrooms & ATM

Government

- 2 City Hall
- 3 Allegan County Building

Others

- 7 Second Street Bridge
- 8 Farmers Market
- 9 Water Street Riverfront Park

**Recommendation:**  
Identify as Water Street Park to clearly differentiate from “Riverfront”.

- Social District (SODI)
- Future Plaza
- Future Hotel Site

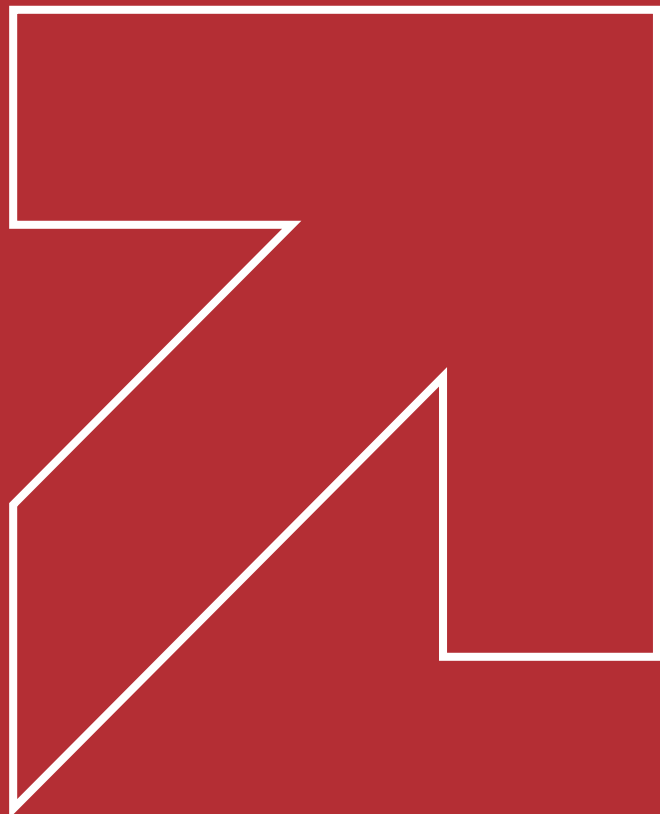






City of Allegan / Downtown / Pedestrian Decision Points

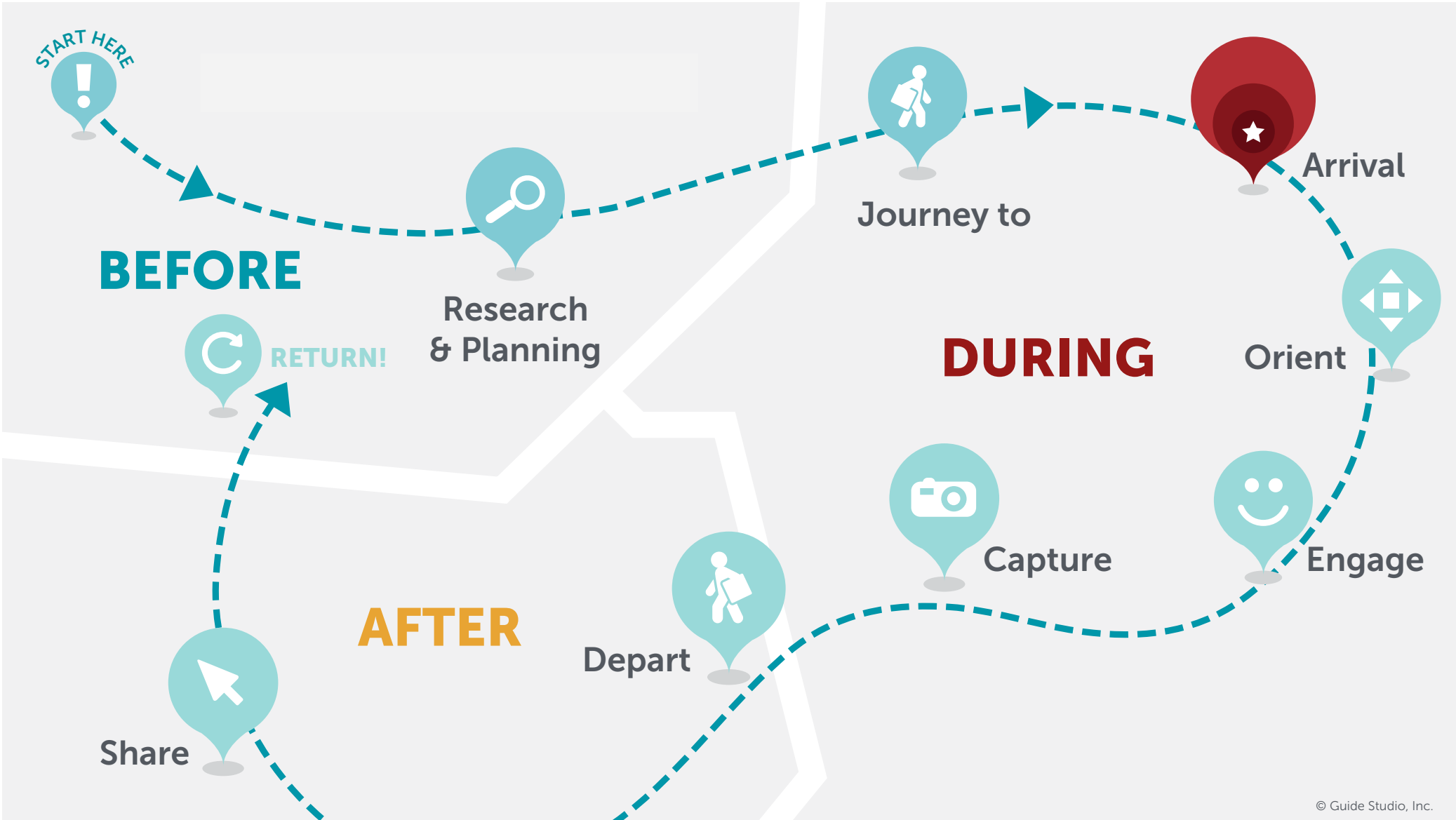




# City of Allegan Wayfinding Strategy & Recommendations



When it comes to place-based experiences, setting expectations and consistently delivering throughout the entire experience is critical in creating positive impressions.



**Before: Set Expectations**

- How they hear about you
- Where they go to learn more
- Where they find information
- How they plan a visit
- What there is to do
- What things are called

**During: Meet (Exceed) Expectations**

- How they find you
- When they know they have arrived
- How they figure out where to go and what to do
- How they make decisions
- The experiences they have

**After: Share & Return**

- The memories they make
- How they share thoughts on their experience
- How they stay connected

# Nomenclature

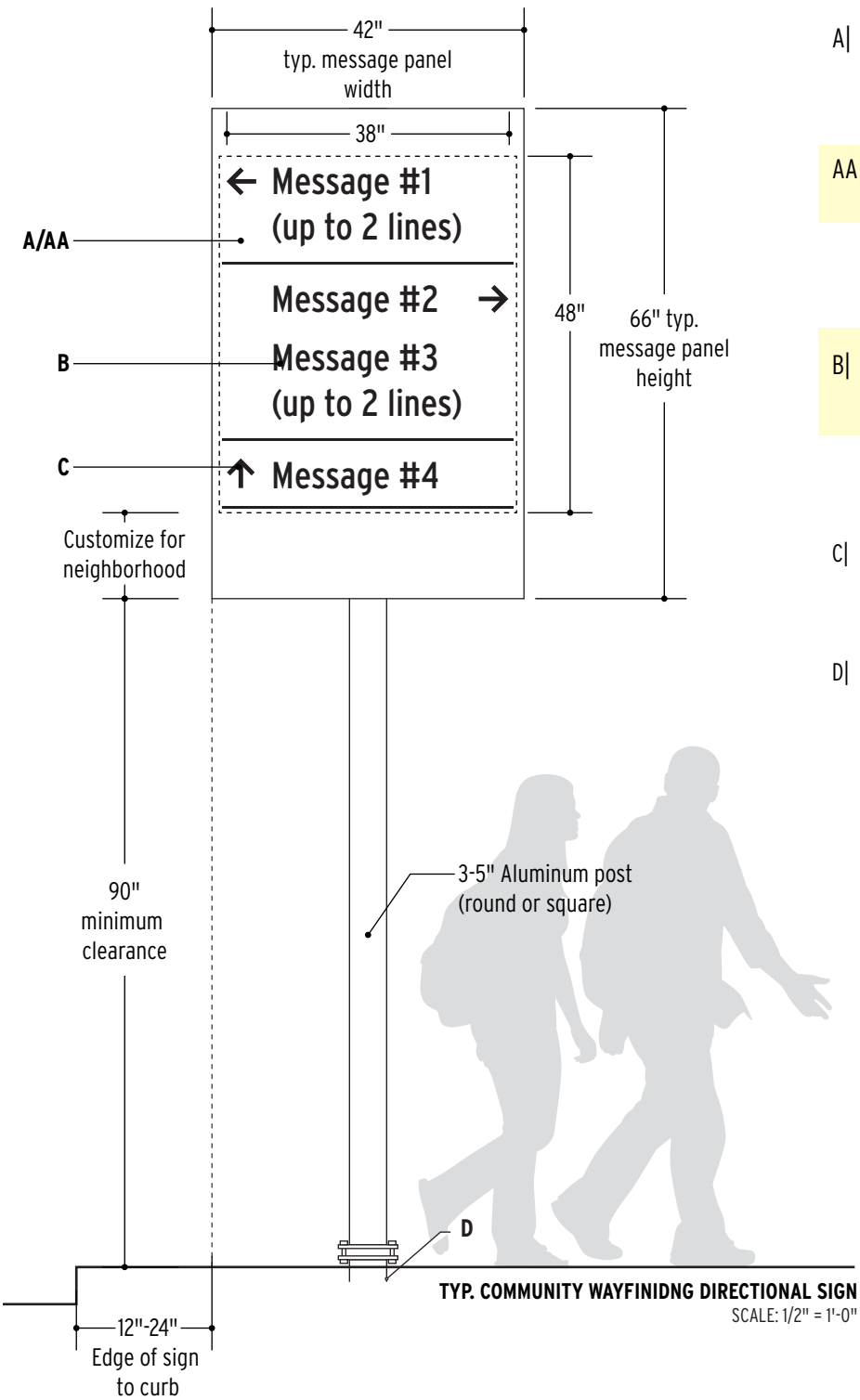
a set or system of names or terms, as those used in a particular science or art, by an individual or community, etc.

—*dictionary.com*

A comprehensive wayfinding program should include nomenclature that is consistent from sign to sign and should be used across all communication media, including city and destination websites, printed materials, and verbal directions from employees and staff.

***A consistent nomenclature system is critical along the entire Engagement Loop to create a cohesive and connective experience.***





ANATOMY OF A VEHICULAR COMMUNITY WAYFINDING SIGN

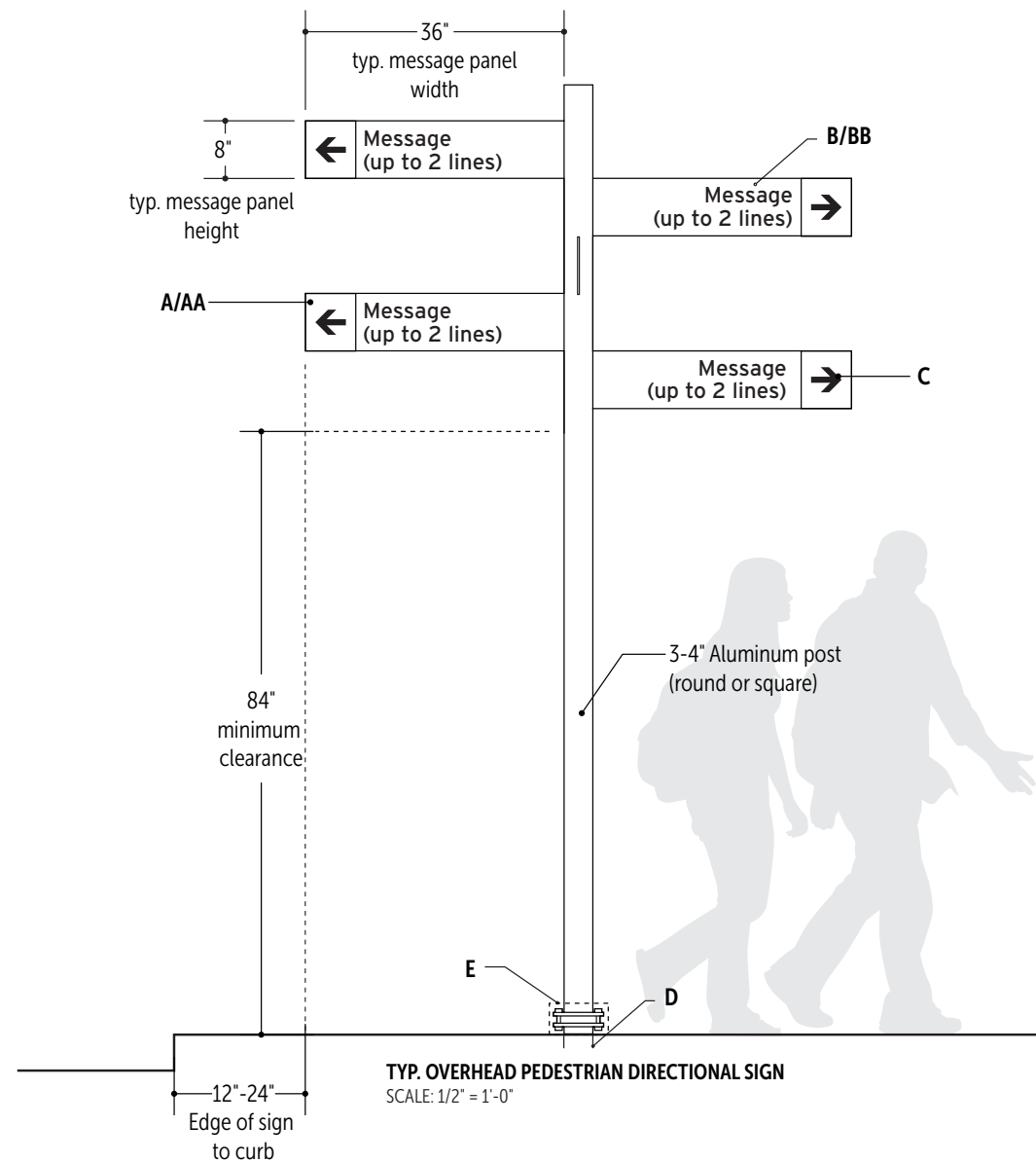
GENERAL GUIDELINES

- A| Background and graphics to be retro-reflective using high-intensity prismatic vinyl (graphics may be printed on diamond grade reflective sheeting)
- AA| Message Quantity: < 35MPH  
Max. four (4) destinations  
Typ. of urban conditions  
Message Quantity: > 35MPH  
Max. three (3) destinations
- B| Font size: < 35MPH  
4" Copy Height  
Typ. of urban conditions  
Font size: > 35MPH  
5-6" Copy Height
- C| Arrow Style:  
San Serif  
"Placed with directive"
- D| Break-away pole connection/foundation as approved by DOT/FHWA

DESIGN CRITERIA & WAYFINDING STRATEGY

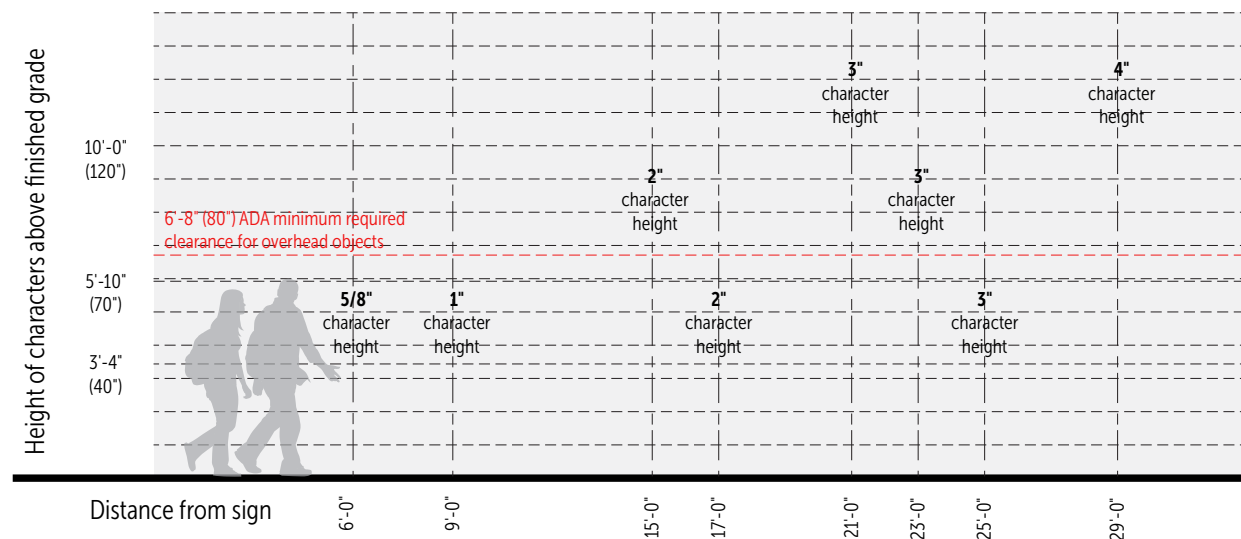
- > **USER FRIENDLY | Text, graphics and mapping is legible and uncomplicated.**
  - Directional messages will be limited to no more than 4–5 messages.
  - The users' initial destination for all vehicular wayfinding is Parking (closest to their destination).
- > **AESTHETICS | Harmonious in all respects, enduring design and appropriate scale.**
- > **MAINTAINABLE | Cleanable, repairable surfaces, information easily changed or added, low maintenance and durable. Information hierarchy allows for an organized and manageable wayfinding program.**
- > **VANDAL RESISTANT | No exposed access points, tamper proof screws and bolts, strong structures that are securely installed.**
- > **ORIENTATION | Signs oriented for the greatest visibility for users.**
  - Landscaping and other structures should enhance and not interfere with the visibility of the sign.
  - Directional signs will be implemented at key decision points and announce only major visitor-based destinations. Private businesses (corporate offices, restaurants, hospitality, etc.) are not typically placed on community wayfinding signs.
- > **CONSISTENCY | Sign/element design are consistent throughout the sign system and easily recognized as information hubs throughout the City.**
  - Nomenclature should be consistent from wayfinding signs down to actual identification at the destination arrival point. This consistent language should flow down to pedestrian sign systems as well as destination language used by the places and institutions themselves.
  - Parking lot identification sets up a recognizable system, limits message lengths, and reinforces a unified parking experience.
- > **SYSTEM | This program must consider the use of all wayfinding tools and not simply signage.**
  - Sign messages should be communicated in a hierarchial progression from general to specific as visitors move from the outskirts of the city toward their destination.
  - Effective wayfinding provides the most critical information at the proper and relevant time.





**VISUAL CHARACTER SIZE**

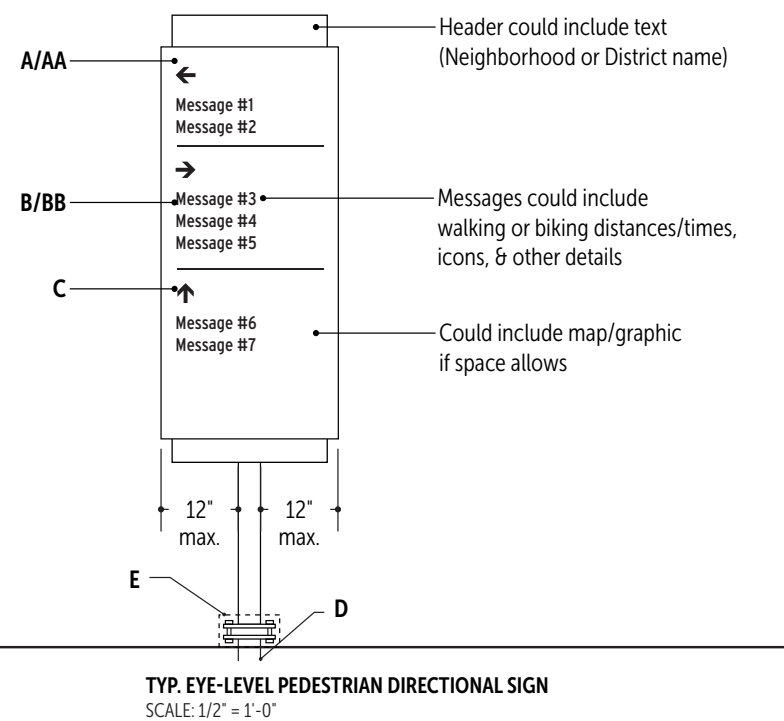
per the SEGD ADA Update – Signage and the 2010 ADA Standards for Accessible Design



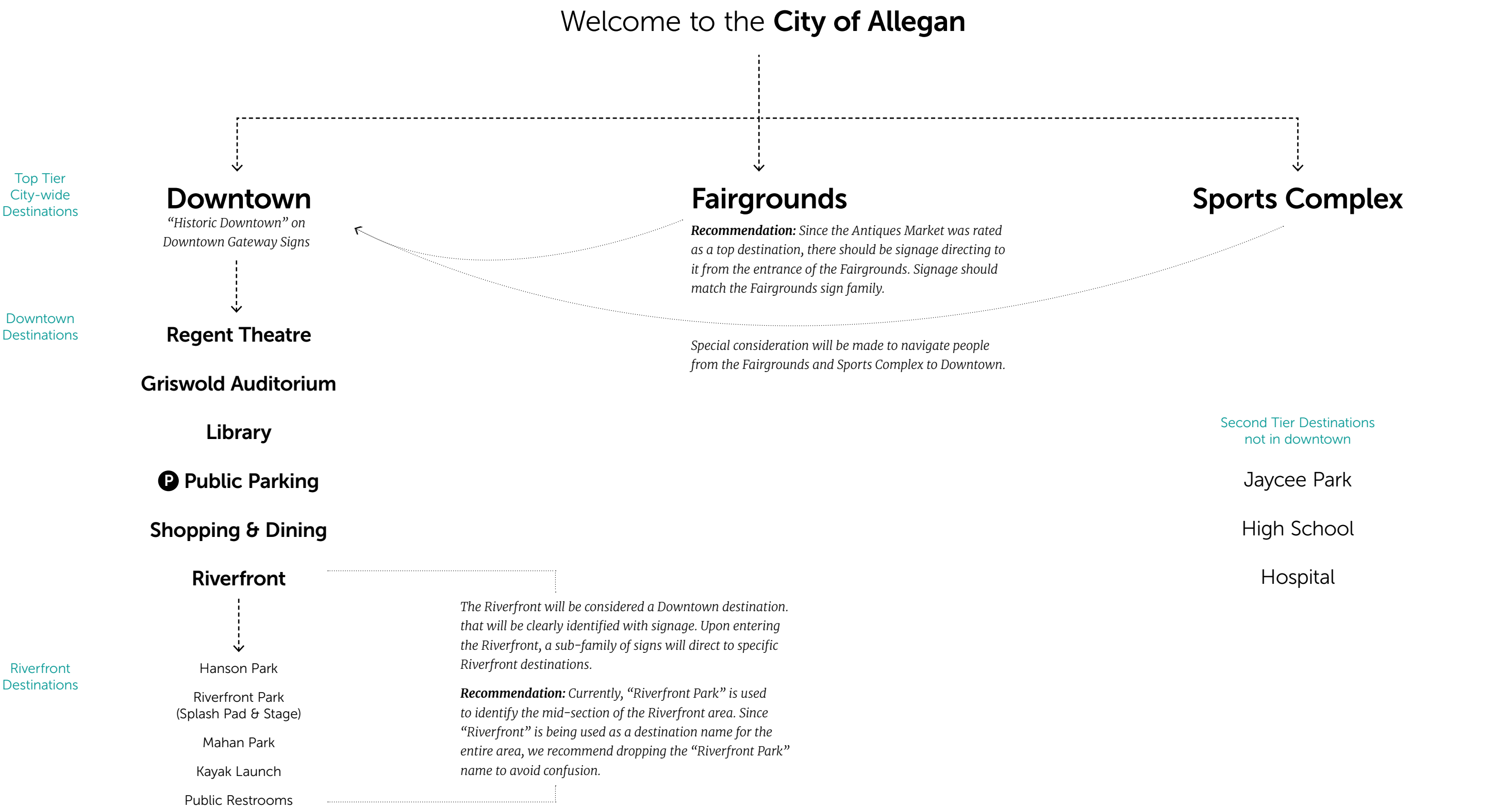
\*Character heights shown are the minimum recommended cap height of the letters.

**GENERAL GUIDELINES**

- A| Background and graphics** are typically paint and vinyl (not required to be reflective)
- AA| Panels** are typically aluminum and attached to be modular for ease of updating
- B| Font size** is based on a combination of the typical viewing distance and height above grade (Recommend 3" minimum for overhead)
- BB| Font style** should be sans serif (Headers and decorative elements may be serif)
- C| Arrow Style** should be San Serif and "placed with directive"
- D| Break-away pole** connection/foundation as approved by DOT/FHWA (Required if sign is placed within the public right of way)
- E| Decorative base** to cover hardware



**ANATOMY OF A PEDESTRIAN COMMUNITY WAYFINDING SIGN**



CITY GATEWAY ELEMENTS

Gateway structures announce arrival when entering into an area, such as districts and cities. While smaller signs define jurisdictional boundaries, these larger gateways are often placed at points where one psychologically feels as if they have arrived. As the welcoming point of the city, they should be placed at locations that provide the best experiences.



Welcome to the City of Allegan

CITY-WIDE VEHICULAR DIRECTIONALS

Large vehicular signs designed to be easily read by people driving at speeds of 25 mph or more, directing to major destinations or general areas. Messages typically progress from general to specific as a person approaches their destination and may contain single or multiple messages. Federal and State guidelines dictate design, structure, size and messages.



Directs to Major Destinations

CITY-OWNED/MANAGED FACILITIES & PARKS

Signs that identify City-owned/operated facilities and parks not only provide a consistent brand identification, but also informs residents and visitors of the amenities they use that are maintained and managed by the city, helping to foster confidence and pride in their local government.



Identifies Destinations

MESSAGES					
<ul style="list-style-type: none"><li>City of Allegan<ul style="list-style-type: none"><li><i>*Often includes established/founded date.</i></li></ul></li></ul>			<div><div>TOP TIER</div><ul style="list-style-type: none"><li>Downtown</li><li>Fairgrounds</li><li>Sports Complex</li></ul></div>	<div><div>SECOND TIER</div><ul style="list-style-type: none"><li>Jaycee Park</li><li>High School</li><li>Hospital</li></ul></div>	<div><div><i>*Other destinations may be directed to from one or two turns away where appropriate.</i></div><div><ul style="list-style-type: none"><li>Allegan City Hall</li><li>Regent Theatre</li><li>Griswold Auditorium</li><li>All parks</li></ul></div></div> <div><div><i>*Regent &amp; Griswold could maintain their signage, but a smaller decal or wall-plaque indicating City of Allegan could be added as a secondary element .</i></div></div>
TYPES OF WAYFINDING					
<div><div><ul style="list-style-type: none"><li>Monument Signs</li><li>Post-Mounted Signs</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Landscape/Hardscape</li><li>Public Art</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Banners</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Post-Mounted Directionals (max. 4 messages)</li><li>Post-Mounted Trailblazers (single message)</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Post-Mounted Signs</li><li>Monument Signs</li></ul></div></div>	<div><div><ul style="list-style-type: none"><li>Building-mounted letters/signs</li></ul></div></div>





Sign Type Hierarchy, Examples, & Nomenclature

DOWNTOWN GATEWAYS	DOWNTOWN VEHICULAR DIRECTIONALS	PARKING TRAILBLAZERS	PARKING IDENTIFICATION
<p>Smaller than City Gateways, these signs signify entry into the Downtown (or other district). While designed to be part of the overall sign system, these often have a unique feel specific to represent the character of the area.</p>	<p>Downtown vehicular directionals are typically smaller in scale than city-wide directionals due to limited space and slower traffic speeds. Like the Downtown Gateways, these may have unique design elements that fit the style of the area. Messages may contain single or multiple messages. Federal and State guidelines dictate design, structure, size and messages.</p>	<p>Parking is a “primary destination” for a driver, therefore, direction to public lots must be clear. In addition to being on directionals (or in lieu of), stand alone signs can be used throughout the environment.</p>	<p>Within a city or downtown, there are typically a mix of public parking facilities and private, business-only facilities. Consistently identifying the public facilities is crucial in making the driver confident that they are parking at a properly designated and safe place.</p>
<div></div> <p>Welcome to Historic Downtown Allegan</p>	<div></div> <p>Directs to Major Downtown Destinations</p>	<div></div> <p>Directs to Public Parking</p>	<div></div> <p>Identifies Public Parking</p>

MESSAGES				
<ul style="list-style-type: none"><li>• Historic Downtown Allegan</li></ul> <p><i>*Often includes established/founded date.</i></p>	<ul style="list-style-type: none"><li>• Regent Theatre</li><li>• Griswold Auditorium</li><li>• Library</li></ul>	<ul style="list-style-type: none"><li>• Shopping &amp; Dining</li><li>• Riverfront</li><li>• <b>P</b> Public Parking</li></ul>	<ul style="list-style-type: none"><li>• <b>P</b> Public Parking</li></ul> <p><i>*Hours/restrictions should be included.</i></p>	
TYPES OF WAYFINDING				
<ul style="list-style-type: none"><li>• Post-Mounted Signs</li><li>• Banner Programs</li></ul>	<ul style="list-style-type: none"><li>• Landscape/Hardscape</li><li>• Public Art</li></ul>	<ul style="list-style-type: none"><li>• Directionals (max. 4 messages)</li><li>• Trailblazers (single message)</li></ul>	<ul style="list-style-type: none"><li>• Post-Mounted Signs</li><li>• Utility Pole-Mounted Signs</li></ul>	<ul style="list-style-type: none"><li>• Totem Signs</li><li>• Post-Mounted Signs</li></ul>





Sign Type Hierarchy, Examples, & Nomenclature

INFORMATION KIOSKS

Once a person parks and is out of their car, a sign or kiosk is useful to provide orientation within the larger area. This sign could include a map with walking/biking distances, a directory of businesses and services, and areas to promote community events.



Orients/Promotes Places & Events

MESSAGES

- Map/directory with public & private businesses/venues
- Historical, interpretive information & stories

- Regent Theatre
- Griswold Auditorium
- Riverfront

TYPES OF WAYFINDING

- Post-Mounted Signs
- Monument/Pylon Signs

- Post-Mounted Signs
- “Finger-Pointer” Signs
- Monument/Totem Signs

PEDESTRIAN DIRECTIONALS

A smaller-scale sign intended to provide direction to specific places at a pedestrian scale. Typically found at intersections and gathering areas with a high volume of foot traffic.



Directs to Major Destinations

RIVERFRONT IDENTIFICATION

Since the Riverfront is a unique and specialized destination within Downtown Allegan, a distinct signage and placemaking effort is appropriate to brand the area.



Welcome to Allegan Riverfront

MESSAGES

- Riverfront, Allegan Riverfront, Riverfront Allegan, MI

- Hanson Park
- Splash Pad
- Riverfront Stage

- Mahan Park
- Kayak Launch
- Public Restrooms

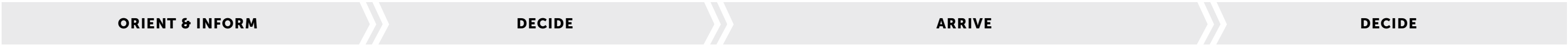
TYPES OF WAYFINDING

- Totem/Post-Mounted Signs
- Archways
- Banners
- Public Art

- Post-Mounted Signs
- “Finger-Pointer” Signs
- Totem Signs
- Map/directory

RIVERFRONT ORIENTATION & DIRECTION

Similar to the Pedestrian Directionals, this sign should provide direction to specific Riverfront places and could include a map with walking/biking distances, a directory of businesses and services, and areas to promote community events.





EXPERIENCE / PLACEMAKING / BRANDING

Elements beyond traditional wayfinding signage that help elevate and reinforce a sense of place, community pride, and visitor experience. These may be found throughout Downtown, within the Riverfront, in the Social District, etc.



TYPES OF WAYFINDING

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• Interpretive Pylons/Signs</li><li>• Banners</li><li>• Street Signs/Street Sign Toppers</li></ul> | <ul style="list-style-type: none"><li>• Crosswalk Enhancements</li><li>• Pavement Markings</li><li>• Public Art</li></ul> | <ul style="list-style-type: none"><li>• Technology</li><li>• Photo-Op Signs</li><li>• Informational/Regulatory Signs</li></ul> |
|--|---|--|



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## Summary of Recommendations

- 1** Establish sign and messaging **hierarchy**. Direct to Downtown, and then to Regent, Griswold, Library, Riverfront, etc. Once in Riverfront, direct to Hanson Park, Splash Pad, Mahan Park, etc. Direct to Sports Complex, then to destinations within. Fairgrounds and the hospital will be directed to, but since they are not owned by the City, they will have their own signage family.
- 2** Create **recognition** through consistent signage. Identify City-owned assets, including parks.
- 3** Reflect **community character** and the existing logo. Leverage the new streetscape materials and colors.
- 4** Find other ways to **activate certain spaces** where a single sign wouldn't have enough impact. Add placemaking and branding elements to define areas and enhance the City's image as a visitor friendly destination.
- 5** Clearly identify **public parking**.
- 6** Remove existing historic district signage. Instead of separate historic districts and neighborhoods, the entire Downtown will be referred to as **"Historic Downtown"** on downtown gateway signage and placemaking elements. On directionals, it will be shortened to "Downtown" to save space and to allow for easier comprehension while driving.
- 7** To **capitalize on crowds** already attending events and visiting major destinations, direct to downtown from these places, such as the Fairgrounds, Sports Complex, etc.
- 8** **Less is more**. Remove or consolidate existing signage.

Beyond Signage

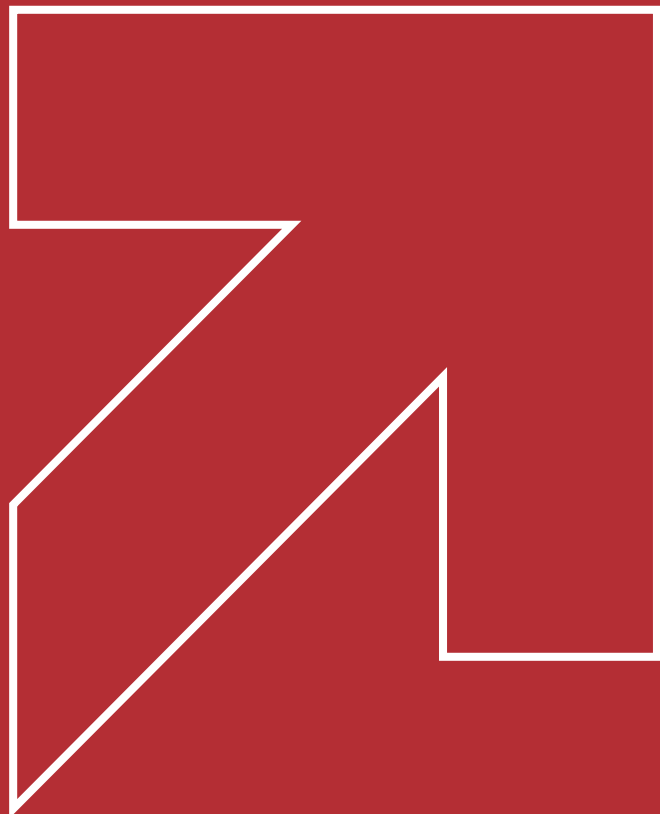
- 1

Create a **standard map** to be used across various media (signs, city website, brochures and by venues). **Consistency in look and nomenclature** will clarify wayfinding for visitors and promote a more **comprehensive and connected experience** throughout the city.
- 2

Include **historic/interpretive story-telling** signage to improve the overall visitor experience, promote the city’s history and **encourage pedestrian travel and exploration**.



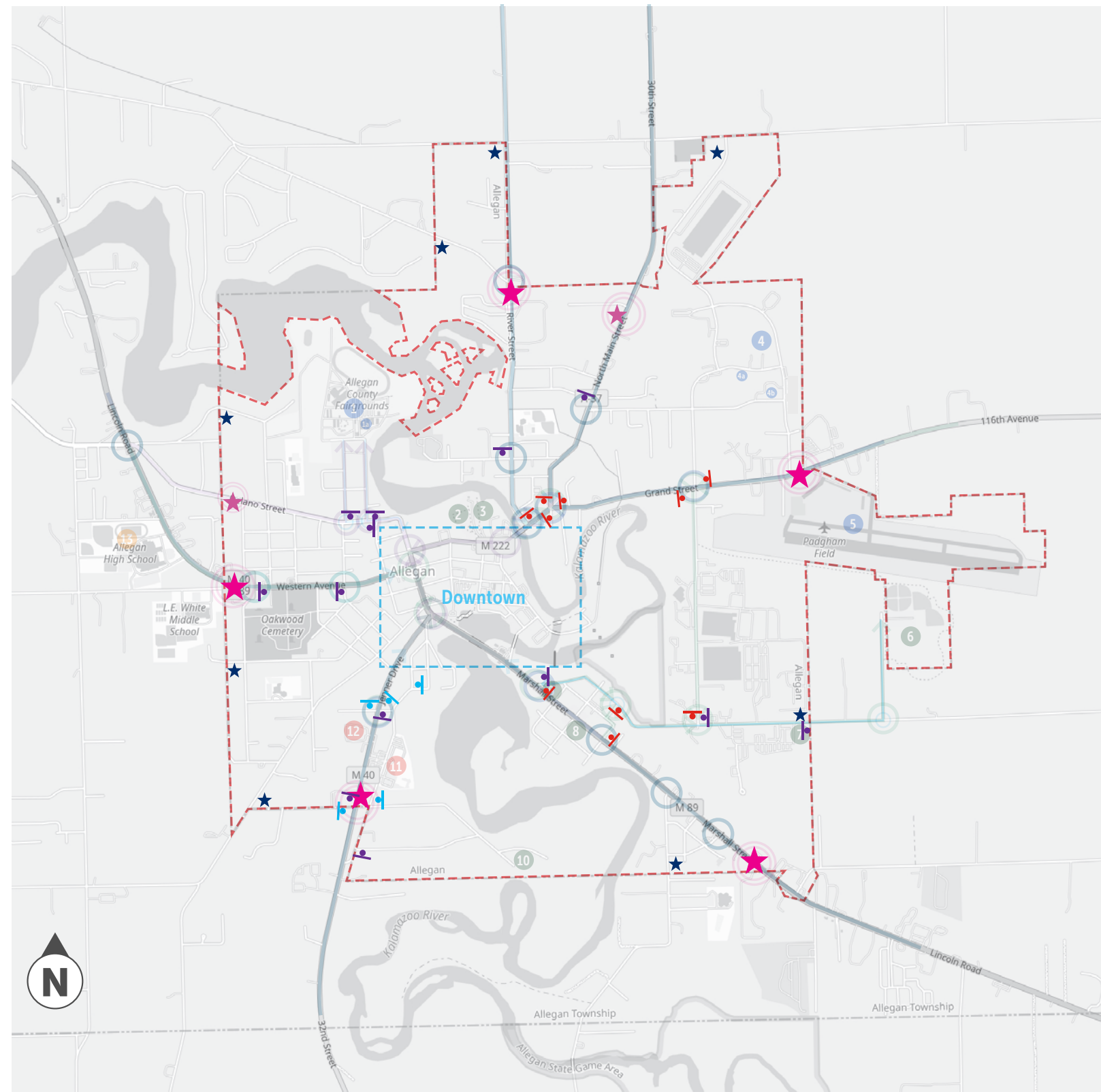
**Example–Destination Cleveland kiosk and on-line map:** Creating a consistent map in both signage and on websites and other materials, promotes a more comprehensive and connected experience. Using a consistent style, imagery, and nomenclature helps solidify the Engagement Loop–setting expectations, delivering on the experience, and prompting return visits and shared stories .



# City of Allegan Wayfinding Preliminary Programming



City of Allegan / Preliminary Vehicular Sign Locations



MAP LEGEND

Venues/Facilities

- 1 Allegan County Fairgrounds
  - 1a Antiques Market
- 5 Airport (Allegan Padgham Field)
- 4 Allegan Highland Business Park
  - 4a Hartman Conference Center
  - 4b City of Allegan Department of Public Works

Hospitals/Healthcare

- 11 Allegan Hospital (Ascension Borgess Allegan Hospital)
- 12 OnPoint

Parks

- 2 Jaycee Park
- 3 Trestle Trail Park
- 9 Sue Lang Memorial Park
- 8 Rossman Esplanade Park
- 7 Mountain Bike Trail
- 6 Wellness & Sports Complex
- 10 Armentrout Nature Preserve

Education

- 13 High School (Athletics)

VEHICULAR SIGN TYPES

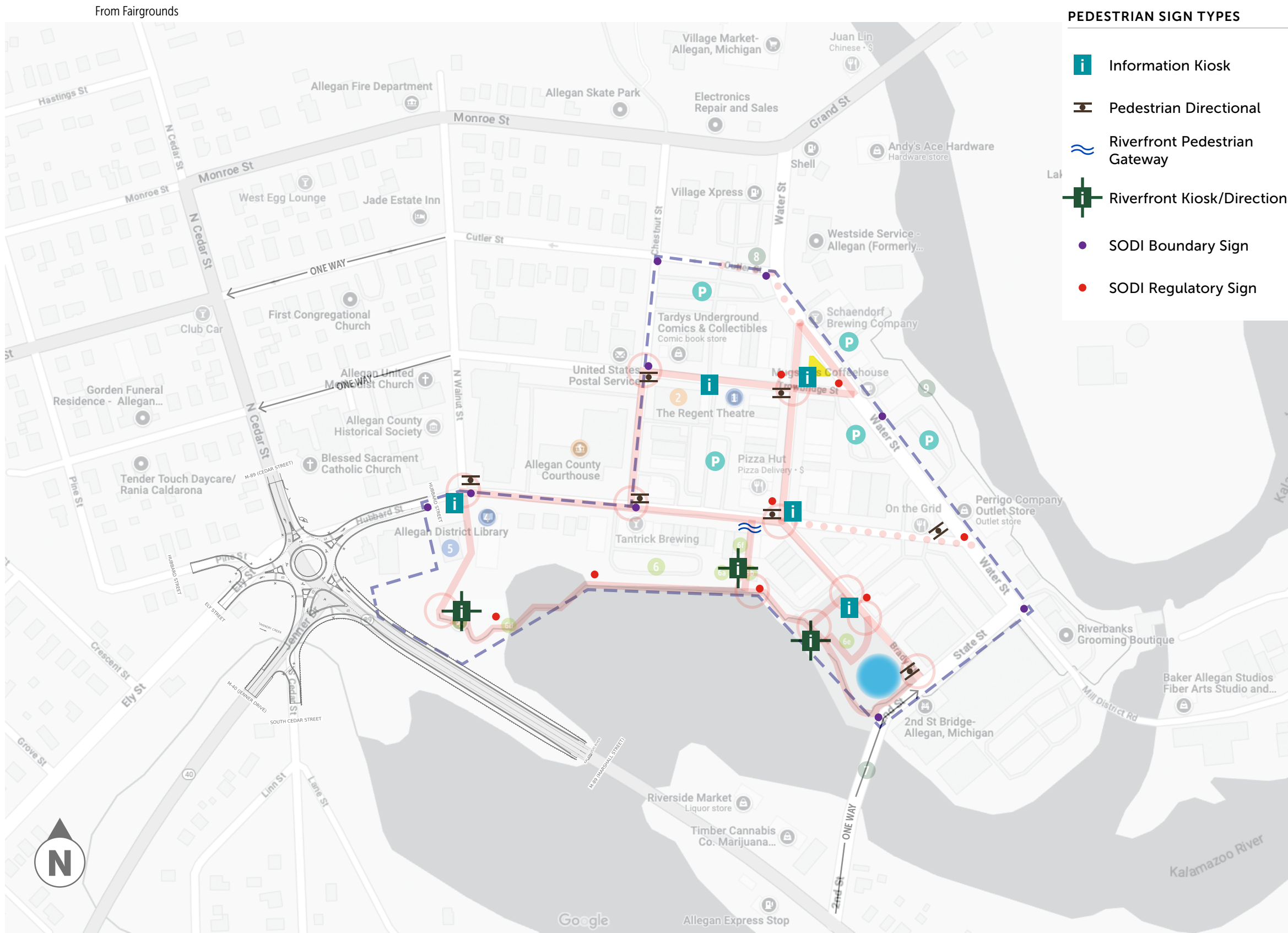
- Perceived City Gateway--Large
- Perceived City Gateway--Small/Secondary
- Jurisdictional Gateway
- City-wide Vehicular Directional (multi-message)
- City-wide Trailblazer (single-message)
- Hospital Trailblazer
- Downtown Gateway
- Downtown Gateway/Directional
- Downtown Vehicular Directional (multi-message)
- Downtown Trailblazer (single-message)
- Parking Trailblazer
- Parking Identification
- Riverfront Vehicular Gateway

City of Allegan / Downtown / Preliminary Vehicular Sign Locations

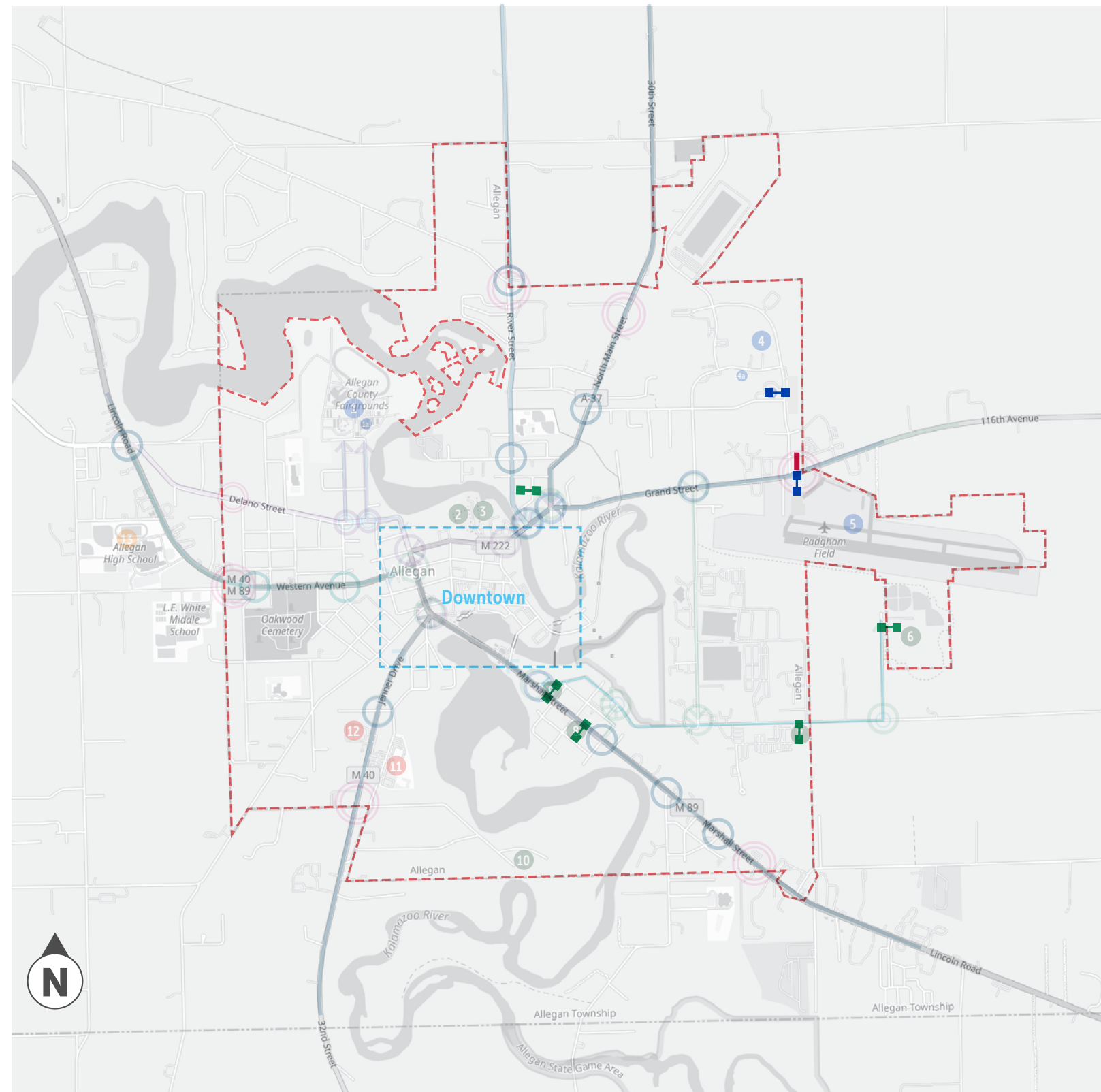




City of Allegan / Downtown / Preliminary Pedestrian Sign Locations







MAP LEGEND

Venues/Facilities

- 1 Allegan County Fairgrounds
  - 1a Antiques Market
- 5 Airport (Allegan Padgham Field)
- 4 Allegan Highland Business Park
  - 4a Hartman Conference Center
  - 4b City of Allegan Department of Public Works

Hospitals/Healthcare

- 11 Allegan Hospital (Ascension Borgess Allegan Hospital)
- 12 OnPoint

Parks

- 2 Jaycee Park
- 3 Trestle Trail Park
- 9 Sue Lang Memorial Park
- 8 Rossman Esplanade Park
- 7 Mountain Bike Trail
- 6 Wellness & Sports Complex
- 10 Armentrout Nature Preserve

Education

- 13 High School (Athletics)

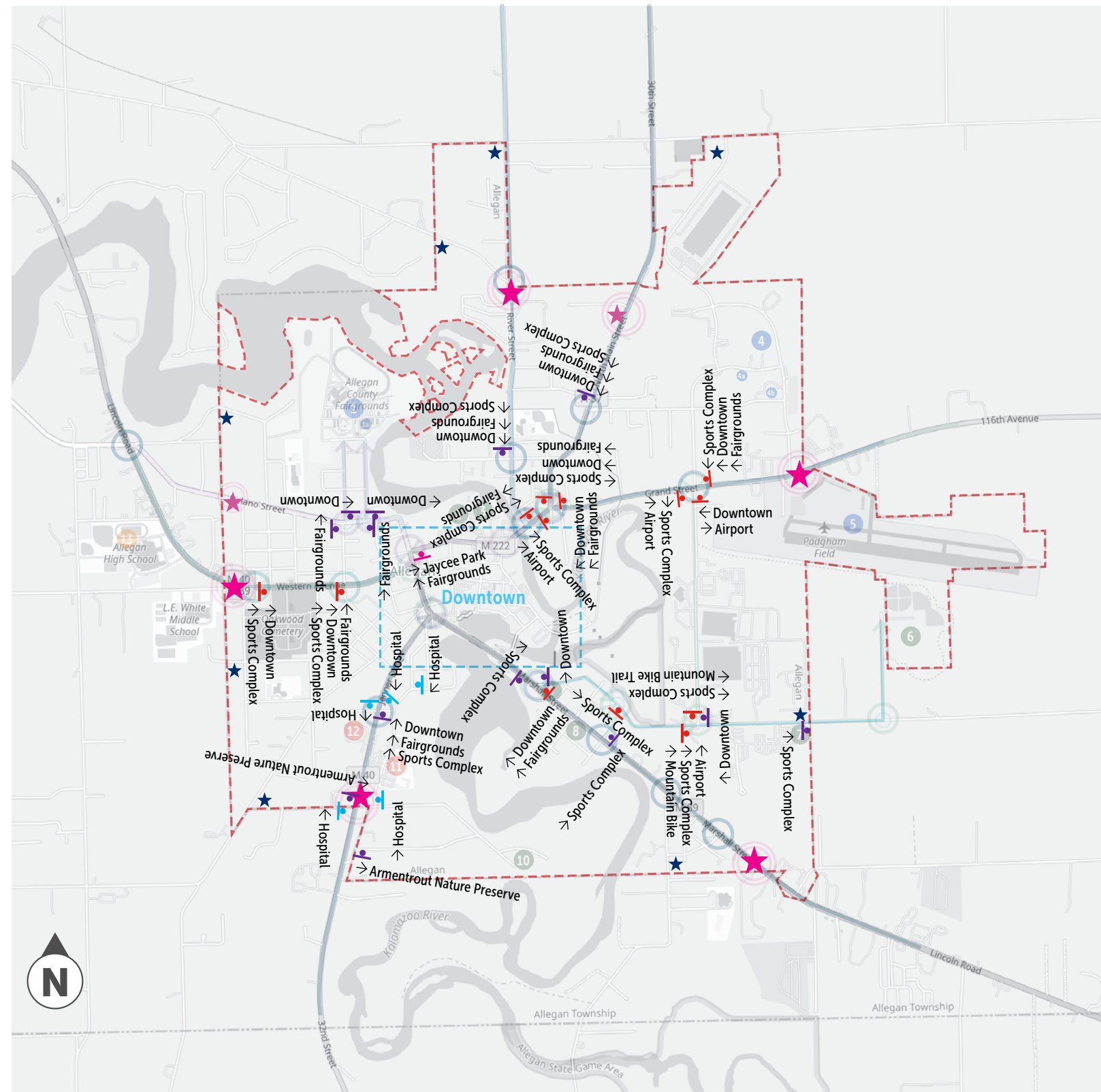
IDENTIFICATION SIGN TYPES

- Park Identification (Ground)
- Building Identification (Ground)
- City Identification (Wall/Glass)
- Business Park Identification

City of Allegan / Downtown / Preliminary Identification Sign Locations







MAP LEGEND

Venues/Facilities

- 1 Allegan County Fairgrounds
  - 1a Antiques Market
- 5 Airport (Allegan Padgham Field)
- 4 Allegan Highland Business Park
  - 4a Hartman Conference Center
  - 4b City of Allegan Department of Public Works

Hospitals/Healthcare

- 11 Allegan Hospital (Ascension Borgess Allegan Hospital)
- 12 OnPoint

Parks

- 2 Jaycee Park
- 3 Trestle Trail Park
- 9 Sue Lang Memorial Park
- 8 Rossman Esplanade Park
- 7 Mountain Bike Trail
- 6 Wellness & Sports Complex
- 10 Armentrout Nature Preserve

Education

- 13 High School (Athletics)

VEHICULAR SIGN TYPES

- ★ Perceived City Gateway–Large
- ★ Perceived City Gateway–Small/Secondary
- ★ Jurisdictional Gateway
- City-wide Vehicular Directional (multi-message)
- City-wide Trailblazer (single-message)
- Hospital Trailblazer
- ★ Downtown Gateway
- Downtown Gateway/Directional
- Downtown Vehicular Directional (multi-message)
- Downtown Trailblazer (single-message)
- Parking Trailblazer
- Parking Identification
- ★★★ Riverfront Vehicular Gateway