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Lowell, Michigan 49331
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CITY OF LOWELL
DOWNTOWN DEVELOPMENT AUTHORITY
THURSDAY, JUNE 28, 2018
12 NOON
AT
LOWELL CITY HALL
COUNCIL CHAMBERS
SECOND FLOOR
301 EAST MAIN STREET

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
 - a) April 12, 2018
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
 - a) Downtown Plan
 - b) Planter Proposal
7. NEW BUSINESS
 - a) Holiday Decorations
 - b) Public Act 57 of 2018
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS
OF THE
DOWNTOWN DEVELOPMENT AUTHORITY
OF THE
CITY OF LOWELL
THURSDAY, APRIL 12, 2018**

1. CALL TO ORDER; ROLL CALL

The Meeting was called to order at 12:15 p.m. by Chair Reagan.

Present: Boardmembers Cliff Yankovich, Rita Reister, Mayor Devore, April McClure, Rick Seese, and
Chair Jim Reagan.
Absent: Brian Doyle, Mike Larkin and Dean Lonick.
Also Present: City Manager Mike Burns, City Clerk Susan Ullery and Treasurer Suzanne Olin.

2. EXCUSE OF ABSENCES

IT WAS MOVED BY YANKOVICH and seconded by MCCLURE to excuse the absence of Brian Doyle,
Mike Larkin, and Dean Lonick.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

3. APPROVAL OF THE AGENDA

IT WAS MOVED BY MCCLURE and seconded by LONICK to approve the agenda as written.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

4. APPROVAL OF THE MINUTES

IT WAS MOVED BY REISTER and seconded by YANKOVICH to approve the minutes of the March 15, 2018
meeting as written.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

5. TREASURER'S REPORT

**DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
April 11, 2018**

Beginning Balance:	\$246,308.11
Revenue:	
TIFA Revenue	\$470,582.97
PPT Reimbursement	8,201.79
Misc	72.98
Interest	697.54
Total Revenues	\$725,863.39
Expenditures:	

Capital Outlay	\$9,845.00
Salaries/FICA	\$31,887.49
Maintenance Supplies	\$34,567.17
Utilities	\$17,123.62
Misc. and Community Promotions	\$11,478.25
Accrued Wages	\$3,045.57
Administration	\$12,090.21
Accrued Payables	\$7,347.62
Transfer to General Fund	\$148,022.00

Total Expenditures: \$275,406.93

Ending Balance \$450,456.46

IT WAS MOVED BY DEVORE and seconded by YANKOVICH to accept the Treasurer's Report as written.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

6. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA.

No comments were received.

7. OLD BUSINESS

a. Downtown Master Plan.

City Manager Mike Burns stated he will be bringing back some revisions to the Downtown Master Plan soon.

8. NEW BUSINESS

a. N. Broadway Mill and Overlay.

City Manager Mike Burns explained in the current fiscal year budget, the DDA budgeted \$90,000.00 for a mill and overlay for N. Broadway from Main Street to Riverside Drive. With the current water main and lift station upgrades currently on S. Broadway, he requested an estimate from Kamminga and Roodvoets for a mill and overlay on N. Broadway since they are already working in this area. Burns explained he did this with the intent of having lower construction costs since they are currently mobilized in the area. This could also be considered an extension of the current project on S. Broadway.

Burns went on to say, he received an estimate for a mill overlay not to exceed \$72,480. When he discussed this with Prein & Newhof, they discussed the issue of the current ponding on N. Broadway and by milling 3" and refilling it with asphalt, the low areas would be addressed with the millings from the street. There would also be some realigning of manholes, castings and valve boxes. The Water and Wastewater Funds can fund these issues. If approved, the project could be complete by June 30, 2018, in conjunction with the S. Broadway project.

IT WAS MOVED BY DEVORE and seconded by YANKOVICH to approve the proposal from Kamminga and Roodvoets to complete a mill and overlay project on N. Broadway from Main St. to Riverside Drive at a cost not to exceed \$90,000.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

b. Big Boiler Parking Lot.

Brent Slagell, owner of Big Boiler Brewing, spoke regarding his concern for the businesses downtown and that there is not enough parking for the public and with businesses growing, there will be an even greater demand for parking. He proposed an idea for the Downtown Development Authority to purchase his parking lot that he currently owns right next to the Big Boiler Brewing building and for it to be used as a municipal lot. With the proceeds that would come from the DDA purchasing said lot, he would be able to add a parking lot behind the said building. Slagell brought a map that the assessor gave him along with an email that has some evaluations on it for them to take a look at. Slagell then asked if the on-street parking in front of the Big Boiler Brewery is two hour parking and if not, could it be changed to two hour parking to be in uniform with the rest of the downtown main street area. Police Chief Steve Bukala explained that it is not two hour parking and after going through approval with the City Manager; we would have to contact MDOT in order to make changes because they regulate the signage and this particular signage was taken down a few years ago. The board discussed at length the challenges with changing that area to two hour parking and that there will be people who will want to shop longer than two hours, not to mention there would be enforcement issues. The board also discussed sending some sort of a reminder out to all the downtown business employees reminding them not to use the on-street parking and discussed the idea of meters in the future.

By general consensus, the Board was not in favor of the lot purchase.

c. Fiscal Year Budget 2019.

City Manager Mike Burns discussed the proposed Fiscal Year Budget for 2019 that will begin in July. For the upcoming year ending June 30, 2019, we are projecting approximately an additional \$104,000 in revenue over last year. Due to the additional expansion of Lighthouse Foods, along with Industrial Facility parcels being added to the ad valorem tax roll, last year, we budgeted for \$424,000 in new revenue and actually saw approximately \$471,000 for the above listed reasons. For the upcoming year we are projecting approximately \$528,400 in revenue. Taxable values may actually increase this revenue even more as we are still getting clarification from our Assessor if Headlee Override provisions come into place.

Burns continued that in the current fiscal year, we proposed \$446,000 in expenditures which gives us an additional \$32,000 in fund balance. With this, we need to make the following amendments to the current fiscal year budget.

- Reduce the Capital Outlay line item from \$90,000 to \$85,000 as we anticipate cost savings when we pave North Broadway later this fiscal year.
- Increase the Public Utility line item from \$17,000 to \$20,000. \$20,000 was the normal amount budgeted in years past and the upcoming year.
- Increase the Rental line item for equipment used in downtown from \$15,000 to \$25,000 to accommodate the increase due to winter maintenance and for the remainder of the fiscal year.

Burn explained while there are many routine operational expenses that are being budgeted, listed below are the major appropriations to consider:

- \$71,000 in capital outlay is proposed. With the completion of construction to the Showboat, which will be enclosed and heated during the winter months, it is the intent of the City to incorporate the

Showboat into some form of a community event center that will host community events and be rented by the community. Similar to what Hudsonville is doing with their Terra Square and a much smaller version of what the City of Grand Rapids does with its convention center and arena. The intent is for the Showboat to become a fully sustainable operation with a business model similar to those entities. We anticipate startup costs for the operation to begin and would like to place \$35,000 to accomplish this. City Administration is still working on this and details will be presented later in the year.

- An additional \$36,000 in the Capital Outlay line item to replace Welcome to Lowell City Signage in the district. The City is looking to write a grant to one of the various foundations for the remainder of the signs throughout the City.
- \$65,000 for Community Promotions. This includes our normal contribution to the Chamber of Commerce for event sponsorship. In addition, \$20,000 has been appropriated for the Midwest Sculpture Initiative.
- \$151,273 for the DDA contribution to the City Hall Bond.
- \$17,340 for the DDA's contribution to financing the Bob Cat and Front End Loader.
- \$10,000 for the fairground property planning and what we would like to see there when the fair leaves.

Burns explained the DDA is in good long term condition and committed to revitalizing the Downtown area. Due to lost property values from the Michigan Tax Tribunal and elimination of the Personal Property Tax, the DDA has not seen the revenues they have seen in past years (51% fund balance currently), so we need to be mindful with our revenues as we move forward and realize there is still volatility.

Burns also went on to address that in the future we may need funding for police services, for the last three years, 52% of the police calls for service occurred within the Downtown Development Authority District, so we will evaluate this further in the upcoming fiscal year.

Boardmember Mike Devore asked about the Lowell High School State Champion signage and stated that they need to be updated and we should find out who paid for them originally as it was not the City.

Boardmember Rick Seese stated he would like see some additional marketing money (around \$20,000) set aside for the Chamber for the City of Lowell.

Liz Baker from the Chamber of Commerce explained the Lowell videos and the future Lowell commercials and what that entails including the funding and how we will own and have a library of all the items created.

Boardmember Yankovich asked what the \$35,000 startup cost is for. Burns explained for operational purposes and he does not have all the details yet and stated it may not all be spent, but suggests to have it as a buffer for the unknown.

IT WAS MOVED BY YANKOVICH and seconded by DEVORE to approve the Fiscal Year 2019 Budget as presented with the additional \$10,000 for the Fairground property future planning and \$20,000 increase for the Lowell Chamber of Commerce for marketing.

YES: 6. NO: 0. ABSENT: 3. MOTION CARRIED.

9. REPORTS AND MEMBER COMMENTS

City Manager Mike Burns noted Dan Burden will be here Tuesday May 15 at 9:00 am and recommends everyone attend.

Chair Reagan stated next meeting will be held May 5.

IT WAS MOVED BY YANKOVICH and seconded by DEVORE to adjourn at 12:58 p.m.

YES: 6. NO: 0 ABSENT: 3. MOTION CARRIED.

Date:

APPROVED:

James E. Reagan, Chair

Susan Ullery, City Clerk

DOWNTOWN DEVELOPMENT AUTHORITY FUND
FINANCIAL STATEMENT
June 26, 2018

Beginning Balance:	\$246,308.11
Revenue:	
TIFA Revenue	\$470,582.97
PPT Reimbursement	8,201.79
Misc	72.98
Interest	\$1,274.47
Total Revenues	\$726,440.32
Expenditures:	
Capital Outlay	\$9,845.00
Salaries/FICA	\$43,656.51
Maintenance Supplies	\$43,258.32
Utilities	\$18,894.06
Misc. and Community Promotions	\$42,599.64
Accrued Wages	\$3,045.57
Administration	\$16,216.98
Accrued Payables	\$7,347.62
Transfer to General Fund	\$148,022.00
<i>Total Expenditures:</i>	\$332,885.70
Ending Balance	\$393,554.62

06/26/2018 04:42 PM
User: SUE
DB: Lowell

CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL
CHECK DATE FROM 04/11/2018 - 06/26/2018

Page 1/2

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
04/13/2018	GEN	71022	BFG SUPPLY	DDA & CEM SUPPLIES	740.000	463	165.94
04/13/2018	GEN	71036	GREATER LOWELL CHAMBER FOUND.	2018 SIZZLIN' SUMMER CONCERT	880.000	740	6,000.00
				2017-2018 MARKETING PLAN	880.000	740	25,000.00
				CHECK GEN 71036 TOTAL FOR FUND 248:			<u>31,000.00</u>
04/13/2018	GEN	71038	HANAH'S FLAG & BANNERS LLC	FLAGS - MICHIGAN & US	740.000	463	104.00
				FLAGS - MICHIGAN & US	740.000	463	4.27
				CHECK GEN 71038 TOTAL FOR FUND 248:			<u>108.27</u>
04/13/2018	GEN	71048	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS	920.000	463	595.05
04/13/2018	GEN	71066	TAUNTON DIRECT	FINE GARDENING MAGAZINE #1138960875 D	955.000	463	14.98
04/13/2018	GEN	71068	TRACTOR SUPPLY CREDIT PLAN	ACCOUNT STATEMENT	930.000	463	20.06
04/25/2018	GEN	71086	PETTY CASH	PETTY CASH 4/25/2018	880.000	740	5.50
04/27/2018	GEN	71108	LOWELL LIGHT & POWER	STREET LIGHT R & M	930.000	463	2,118.89
05/03/2018	GEN	71139	ECO GREEN SUPPLY	CEMETERY & PARKS SUPPLIES	740.000	463	78.67
05/03/2018	GEN	71157	LOWELL LIGHT & POWER	ELECTRIC STATEMENTS	920.000	463	613.50
05/03/2018	GEN	71174	THORNAPPLE RIVER NURSERY, INC.	WOOD CHIPS DDA	740.000	463	42.00
05/15/2018	GEN	71184	PETTY CASH	OPERATING SUPPLIES	740.000	463	64.05
05/15/2018	GEN	71185	B.C. PIZZA	COMMUNITY PROMOTION	880.000	740	59.22
05/17/2018	GEN	71224	SELF SERVE LUMBER	ACCOUNT STATEMENT	930.000	463	13.15
				ACCOUNT STATEMENT	930.000	463	5.49
				CHECK GEN 71224 TOTAL FOR FUND 248:			<u>18.64</u>
05/17/2018	GEN	71233	VISA	ACCOUNT STATEMENT	880.000	740	56.67

CHECK DATE FROM 04/11/2018 - 06/26/2018

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
05/31/2018	GEN	71259	LINCOLN NURSERIES, INC.	PLANTS FOR DDA	930.000	463	82.50
05/31/2018	GEN	71276	THORNAPPLE RIVER NURSERY, INC.	WOOD CHIPS/FLOWERS	930.000	463	233.80
06/08/2018	GEN	71283	BERNARDS ACE HARDWARE	STATEMENT OF ACCOUNT	930.000	463	29.94
06/08/2018	GEN	71307	LINCOLN NURSERIES, INC.	DDA PLANTS	930.000	463	44.25
06/08/2018	GEN	71311	LOWELL LIGHT & POWER	ELECTRIC INVOICES	920.000	463	561.89
				STREEET LIGHT R & M	930.000	463	318.93
				CHECK GEN 71311 TOTAL FOR FUND 248:			880.82
06/08/2018	GEN	71327	WEST OLIVE NURSERY	DDA PLANTS	930.000	463	108.00
06/08/2018	GEN	71329	WILLIAM BOS GREENHOUSE	DDA PLANTS	930.000	463	33.90
06/15/2018	GEN	71363	THORNAPPLE RIVER NURSERY, INC.	WOOD CHIPS/PLANTS	740.000	463	42.00
				WOOD CHIPS/PLANTS	740.000	463	25.90
				WOOD CHIPS/PLANTS	740.000	463	105.20
				WOOD CHIPS	930.000	463	64.00
				CHECK GEN 71363 TOTAL FOR FUND 248:			237.10
06/15/2018	GEN	71368	WILLIAM BOS GREENHOUSE	ACCOUNT STATEMENT	930.000	463	484.55
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORI			37,096.30



DOWNTOWN LOWELL PLACEMAKING PLAN ►

2015



Acknowledgements

The planning and design team would like to acknowledge the City of Lowell's staff, elected, and appointed officials for their constant support and assistance. The local partners ensured that the team had data, documents and the community input necessary for developing this report. Special thanks to Mark Howe, City Manager, and Liz Baker, Director of the Lowell Area Chamber of Commerce, and representatives from the Michigan Department of Transportation (MDOT) for coordinating local efforts.

The team would also like to express gratitude to the Lowell residents, business owners, and other community leaders who participated in meetings and provided feedback during this process. Placemaking begins with a community-supported vision for what makes a place a true destination; without the support of the community, this process would not be possible.

Williams & Works

 **VIRIDIS**
Design Group



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place is created
when people come
together; we must
compel them through
great design of our
public spaces

► Introduction to Placemaking

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

The concept of placemaking builds upon the idea that creating a culture of place takes intentional and integrated efforts from community leaders, civic staff, local organizations, and people.

Placemaking recognizes that a "plan" isn't required to make a place unique. However, having clear guidelines for how a place is going to look, feel, and interact with its residents and visitors is important for maintaining the positive, distinct qualities of a place and making the most of existing resources.

PLACEMAKING IS:

Community-driven
Visionary
Function before form
Adaptable
Inclusive
Focused on creating destinations
Flexible
Culturally aware
Ever changing
Trans-disciplinary
Context-led
Transformative
Inspiring
Collaborative
Sociable

PLACEMAKING ISN'T:

Imposed from above
Reactive
Design-driven
A blanket solution
Exclusionary
Monolithic development
Overly accommodating of the car
One-size-fits-all
Static
Discipline-driven
Privatized
One-dimensional
Dependent on regulatory controls
A cost/benefit analysis
Project-focused
A quick fix

Source: Project for Public Spaces

► Process

Placemaking is both an idea as well as a tool. The ideas generated in this process are meant to be used as transitional tools to implement the community-driven vision.

The Power of 10 is a concept the organization People for Public Spaces uses to begin a Placemaking process. The idea is that it's not enough to have just one great place in a neighborhood- you need a number of them to create a truly lively city or town. It's not enough to have only one superior neighborhood in a city- you need to provide people all over town with close-to-home opportunities to take pleasure in public life. And, it's not enough to have one livable city or town in a region- you need a collection of interesting communities.

The Lowell Downtown Placemaking Plan takes this approach- that of analyzing several places within a singular downtown- and works to identify the assets, opportunities, and challenges that unite these places to create cohesive solutions.

Listed at right is the process the planning team followed to create the final concept plans included in this document.

On the following page, we list the 10 Principles for Placemaking according to the Project for Public Spaces, and include a description of how this planning process addressed each principal.

○ PHASE 1. INVENTORY AND ANALYSIS

- Start Up Meeting with Steering Committee
- Develop Base Graphics
- Inventory and Analysis of Existing Conditions
- Stakeholder Input Meeting

Goal: Understand existing conditions and seek input

○ PHASE 2. CONCEPTUAL DESIGN PLANS

- Preliminary Design Plans
- Agency Input
- Stakeholder Input Meeting
- Development Concept Revisions

Goal : Develop preliminary plan reflecting public input

○ PHASE 3. FINAL DEVELOPMENT PLANS

- Draft Final Development Plan
- Final Plan Review Meeting with Stakeholders
- Public Open House
- Final Development Plan
- Final Presentation of Draft

Goal: Develop final plan with stakeholder input

TEN PRINCIPLES FOR CREATING GREAT COMMUNITY PLACES

SOURCE: PEOPLE FOR PUBLIC SPACES

THE COMMUNITY IS THE EXPERT

It is important at the beginning of the placemaking process to identify the human assets of a community, and to meet with these residents, business owners, and stakeholders to learn about the story of the community. *During Phase 1 of the Downtown Lowell Placemaking Plan process, a stakeholder input meeting was held to learn what local experts had to say about the future vision of Lowell.*

CREATE A PLACE, NOT A DESIGN

It is the aim of placemaking to turn underutilized or unwelcome public spaces into places that can be enjoyed to help foster a stronger relationship between people, public activities, and community assets. *Early in the process, a downtown inventory was created in an effort to catalogue the components that would collectively come together to add up to something more.*

LOOK FOR PARTNERS

Partners are critical to the future success and image of a public space improvement project. *During Phase 1 of the placemaking plan, a network of partners was established to ensure that the work of the placemaking plan could be translated into initiation and action.*

YOU CAN SEE A LOT JUST BY OBSERVING

By looking at how people are using (or not using) public spaces and finding out what they like and don't like about them, it is possible to assess what makes them work or not work. *Through detailed observations and public input received during Phase 1 of the planning process, it became apparent what kinds of activities are missing and what might be incorporated.*

HAVE A VISION

A vision needs to come out of each individual community. However, essential to a vision for any public space is an idea of what kinds of activities might be happening in the space, a view of how the space will function, and an image for how it will become an important place where people want to be. *During the planning process, two public open house events were held to help identify how placemaking could instill a sense of pride in the people who live and work in the surrounding area.*

START WITH PETUNIAS: LIGHTER, QUICKER, CHEAPER

Public spaces are complex, and often change can not be expected immediately. The best spaces experiment with short term improvements that can be tested and refined over many years. *During Phase 2 when conceptual design plans were crafted, elements such as seating, outdoor plazas, public art, and striping of crosswalks, were included as examples of improvements that can be accomplished in a short time.*

TRIANGULATE

Triangulation occurs when external stimuli encourage people to interact. In public spaces, the choice and arrangement of different elements in relation to each other can put the triangulation process in motion. *The preliminary design plans developed in Phase 2 emphasize the potential of triangulation for creating a more vibrant Downtown Lowell.*

FORM SUPPORTS FUNCTION

The input from the community and potential partners, the understanding of how other spaces function, experimentation, and overcoming obstacles provides the concept for the space. *Although design is important, the concept plans drafted in Phase 2 highlight how form will accomplish the future vision for Downtown Lowell.*

MONEY IS NOT THE ISSUE

Once you've put in the basic infrastructure of the public spaces, the elements that are added that will make it work will not be expensive. In addition, if the community and other partners are involved in programming and other activities, this can also reduce costs. *During Phase 3 when the final development plans were presented, the emphasis was on community driven initiatives whose benefits will be well worth the up front costs.*

YOU ARE NEVER FINISHED

By nature good public spaces that respond to the needs, the opinions and the ongoing changes of the community require attention. Amenities wear out, needs change and other things happen in an urban environment. Being open to the need for change and having the management flexibility to enact that change is what builds great public spaces and great cities and towns. *Flexibility was built into the final development plans, and initiatives were structured in such a way that they could be incrementally achieved.*

INTRODUCTION

Background

Lowell has a rich history dating back to the early 1800s. Founded as an early trading post, the community grew around the abundant resources at the confluence of the Grand and Flat Rivers and a robust downtown sprang up around manufacturing, commerce, and retail.

Lowell has maintained its lively downtown core for more than 200 years. Today, the community of Lowell is known for its historic and eclectic shopping district with a range of local businesses, its excellent school system, and vibrant arts scene.

In addition to diverse downtown offerings, the Lowell community enjoys an array of recreational amenities. These range from large areas of woodlands and wetlands available for recreation, and developed facilities for organized or casual outdoor sports. Lowell is home to the national North Country Trail Scenic Trail, lies in the center of the new 125 mile rail-trail pathways, and boasts its own local non-motorized trail system. The confluence of the Flat and Grand Rivers in downtown Lowell and their associated river valleys characterize the land forms of the community with rolling woodlands, broad meadows and prairie, wetlands and unique wildlife habitat.

The residents of the area enjoy the small town character of the community, excellent schools and services and are able to take advantage of the region's ready access to the urban amenities of West Michigan.

In 2012, the City of Lowell and Lowell Area Chamber of Commerce, along with Lowell Charter Township, Vergennes Township, and Lowell Public Schools undertook a collaborative planning effort which became the Greater Lowell Vision Plan. The Greater Lowell Vision reflects a genuine desire to recognize the numerous common interests among the local units of government while retaining and protecting the unique character and charm of the area.

The process to create the Greater Lowell Vision consisted of multiple steps including a review of current plans, policies and trends; consensus building, visioning and public engagement; creating and refining the vision, implementation steps, and finalization and celebration of the vision. Most importantly, the planning process resulted in an implementation plan to assure that steps are taken to bring the vision to life.

Several focus areas of the Vision Plan are foundational for a placemaking plan. These include business recruitment and retention; parks, trails, and recreation; arts, culture, and historic preservation; local food and agriculture; collaboration and talent development.

This information was sourced from the Lowell Master Plan, Greater Lowell Vision Plan, and the City of Lowell web page.

Background

Key Placemaking Factors

A comprehensive Placemaking Plan for Downtown Lowell is a timely strategy to address a number of emerging and continuing trends within the Lowell community that include:

Future Populations

As the existing population ages, it will be critically important to retain the area's younger generations and attract new families. Residents of the Greater Lowell Community enjoy a high quality of life and the community can further enhance this by strengthening elements that attract young families and people of higher education. Downtown Placemaking initiatives are meant to support and strengthen neighborhoods to make them safe, welcoming, and prosperous places for families.

Business Growth

The West Michigan economy will slowly evolve and regain strength somewhat more quickly than other parts of Michigan, but progress relative to other parts of the country may be slow. Communities with a diverse and agile economy will fare better than those tied to a few industries. The Greater Lowell Community will benefit as part of the West Michigan economy and may be advantaged by the high quality of life, strong schools and through community collaboration among the various jurisdictions. This effect can be further enhanced if the community actively seeks to promote entrepreneurship and a welcoming spirit for new residents of diverse background.

Cultural Diversity

West Michigan is increasingly an attractive place for immigrants and foreigners to work, go to school, and settle with their families. It is inevitable that this shift in the makeup of the region will effect the Greater Lowell Community. This is a trend to be planned for and embraced, rather than resisted. The mixing of diverse ethnic cultures, while potentially disruptive in the short-term, has always produced new economic opportunities and stronger, more interesting and sustainable communities. Placemaking can help to honor the historic qualities of a community while incorporating modern elements of social design that allow for more opportunities for people to interact and enjoy leisure activities that promote socializing.

Smart Growth

Efforts to protect high quality farm lands and rural character will be challenged by low density residential growth, a desire in the marketplace to live in a natural setting, and a desire on the part of land owners to capitalize on that demand. This effect can be lessened with a strong placemaking plan that encourages a diversity of industrial, business, retail, and housing opportunities centered in dense yet desirable downtown areas. The Downtown Lowell Placemaking Plan helps to support agricultural preservation by encouraging growth in the downtown district.

Sourced from the Greater Lowell Vision Plan.

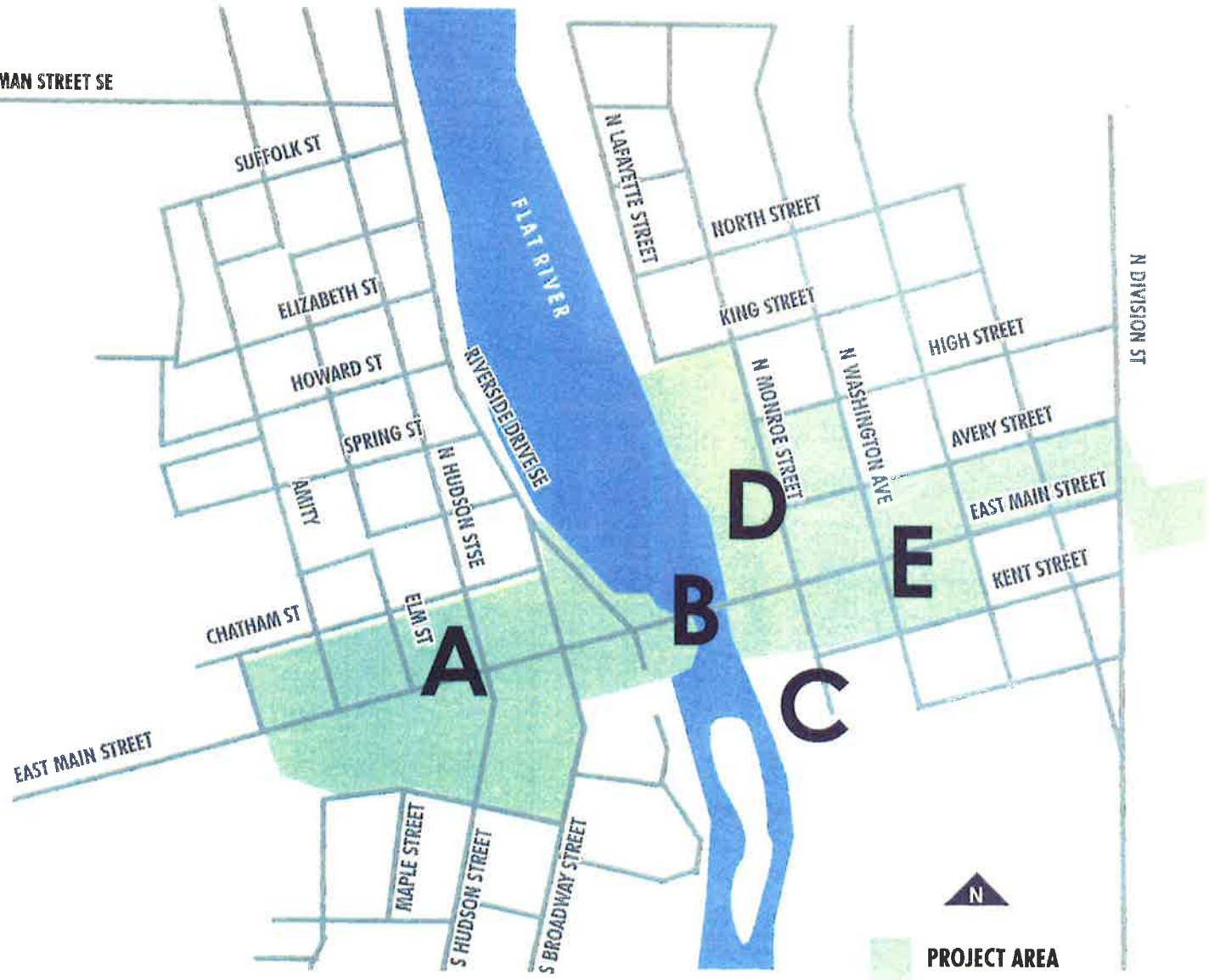
► Project Area

The Downtown Lowell Placemaking Plan covers an area of roughly 71 acres, and is broken up into five sub areas, shown below.

Sub Areas

- A** Downtown West
- B** Core Downtown
- C** River South
- D** Monroe Street
- E** Downtown East

Within the project area, there are over 20 retail and shopping establishments and 9 bars and restaurants. There are roughly thirteen occupied units in downtown Lowell with the potential (including planned building renovations, conversion from vacant, and new development) for 83 units in Downtown Lowell in the future. This does not include detached single-family homes.



ASSESSMENT

Placemaking Goals and Initiatives

The following are the placemaking goals that were identified through public outreach and engagement. Below are the preferred initiatives the steering committee developed in order to meet the goals for the Downtown Lowell Placemaking Plan.



SAFETY

Improve pedestrian access in the downtown area and slow traffic



BUSINESS ACCESS/ PARKING

Increase parking and access by all modes to the downtown



RECREATION

Expand recreation opportunities including trails and river access



HISTORY

Preserve unique historical features to help reinforce a sense of place



AESTHETICS

Integrate urban design principals within th existing building fabric

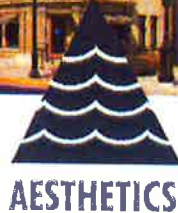


Represented below are eight essential placemaking initiatives within this plan. The colored dots indicate which of the five goals these initiatives will achieve.



Public Input

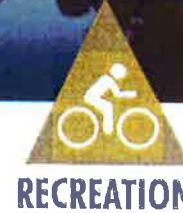
Strategic public engagement was essential to the planning process. Stakeholders identified needs, proposed solutions, and offered implementation strategies. They have taken ownership of this plan and have expressed commitment to advancing its design initiatives. From the initial list of five goals, stakeholders honed their list to the top three priorities for downtown Lowell. Below are the top priorities recorded from public input.



A desire to maintain the small town, historic feel of Downtown Lowell

Streamline aesthetics so that Lowell feels like a distinguished "place"

Maintain continuity along Main Street with buildings built to the street, doors at the sidewalk/street **frontage**, permeable edges with windows, **and** ample sidewalks for dining, furnishings, and walking



Improve access to the Flat River

Include more green space along the river's edge in the downtown area

Provide safe, convenient, and attractive trails and access points at the river and expand trail connections.



Improve parking in the Downtown business district

Plan for more residential parking spaces as infill development occurs

Continue to make it easy and accessible for people to walk, park, ride, and drive downtown to eat, shop, work and play

PLACEMAKING SOLUTIONS

Downtown Lowell will benefit from a streetscape improvement plan that will slow traffic, make pedestrian accessibility a priority, and introduce modern amenities within a historic context

Downtown Lowell will serve as a gateway to regional recreation amenities, as well as offer expanded recreational amenities along the river's edges for active and passive uses

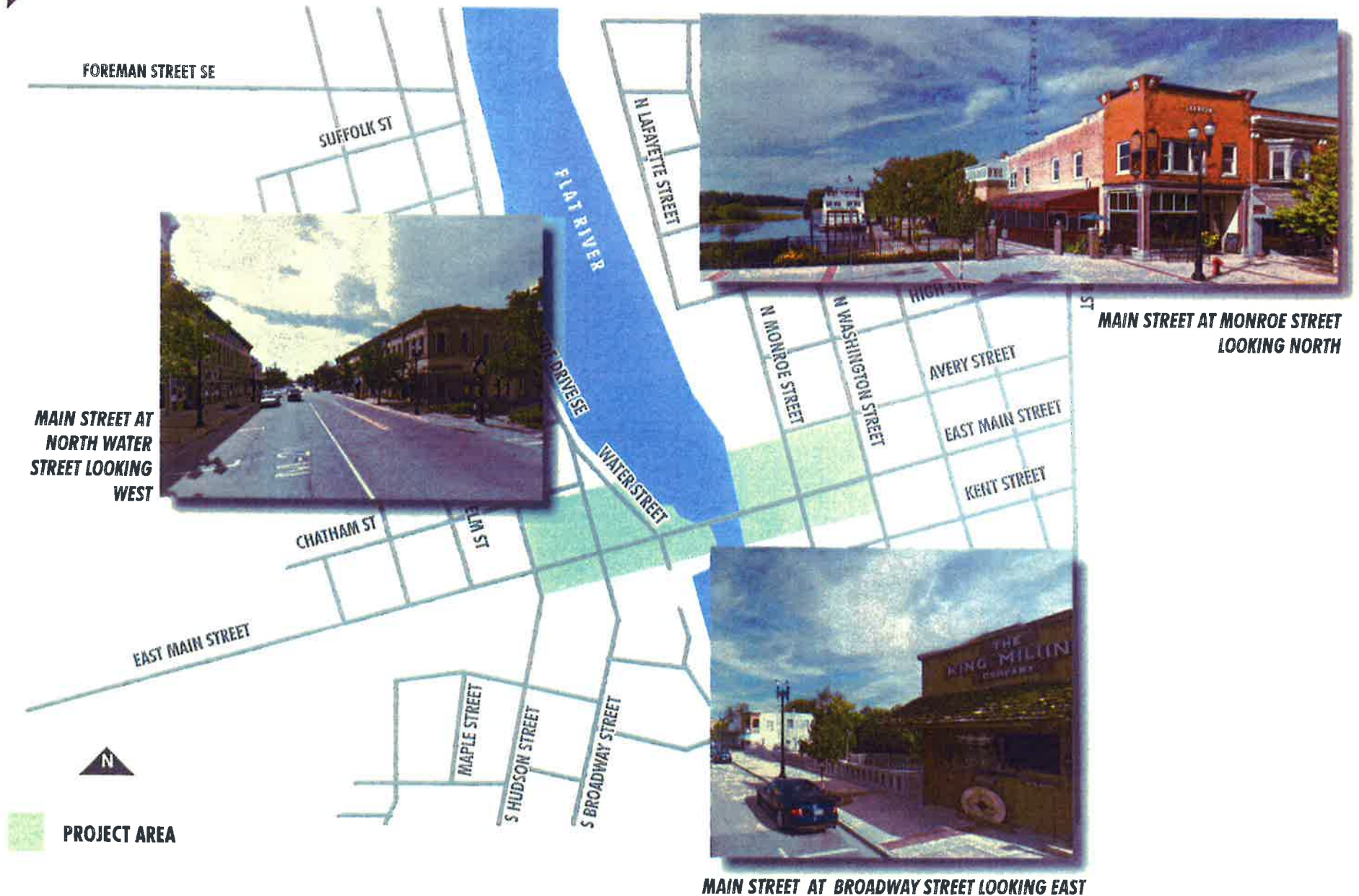
Streetscape improvements will add on-street parking spaces to the downtown to serve businesses, and additional parking will be accommodated within the existing framework of the downtown

DOWNTOWN CORE



The Downtown Core sub area includes Main Street as the primary thoroughfare from Hudson Street to Washington Street. This section includes the bridge over the Flat River area and is 1,328 linear feet, featuring many of the historic buildings in Downtown Lowell.

► Downtown Core



ANALYSIS AND PLANS

► Downtown Core Analysis

Main Street east from Hudson Street to Washington Street

The Downtown Core is what is traditionally recognized as the "downtown" of Lowell. It is characterized by ample views of the Flat River, the beginning of multi-story historic mixed use buildings, and easily accessible on-street parking.

Key landmarks in the Downtown Core include views of the Flat River and Lowell Showboat, several locally-owned restaurants, antique stores, boutique shops, and a small inn.

The Downtown Core features the longest stretch of Main Street and includes four distinct blocks. The western-most block is between Hudson and Broadway, west of the Flat River. The north block includes the Lowell Area Historical Museum and Theater. The intersection at Main Street and Hudson Street features Shell and BP gas stations.

The blocks between Broadway and Water include several mixed use buildings, with retail storefronts and residential on upper stories.

Some upper-floor residential is underdeveloped.

This sub area contains 176 parking spaces, or 15.6% of total available parking downtown. The majority of this parking (126) spaces are located between Broadway Street and Water Street in a municipal parking lot.

This sub area features a strong public realm, with mixed use buildings framing the street, wide sidewalks, on-street parking, trees, benches, wayfinding signage, and decorative lighting.

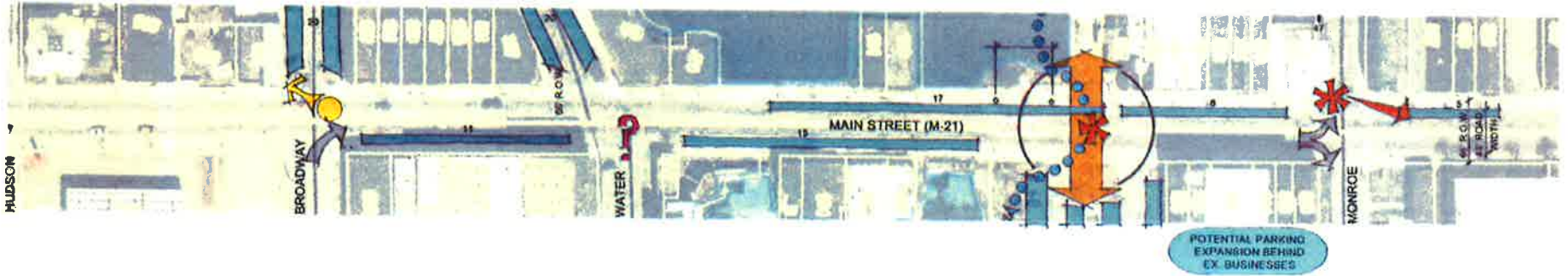
► **BIGGEST CHALLENGE //**
Lack of residential housing

► **BEST OPPORTUNITY //**
Promote redevelopment of upper-level residential and office uses in mixed use buildings

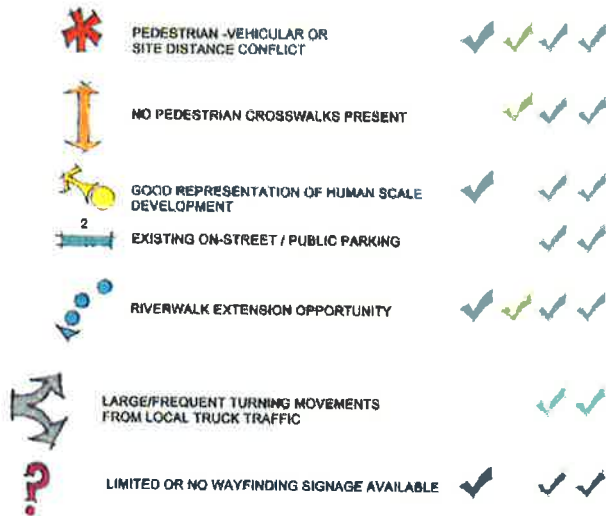
Street section is from Hudson Street, east to N. Monroe Street

Community Defined Priority Key

-  **AESTHETICS**
-  **RECREATION**
-  **PARKING / ACCESS**
-  **OTHER (LUMPS / FACILITIES, HISTORY, SAFETY, BUSINESS ACCESS)**



LEGEND



GENERAL NOTES

Within the core, the road width is ample enough to propose multiple lane configuration options including: lane width reduction, on-street parking, bike sharrow marking and possible bike lanes, if desired.

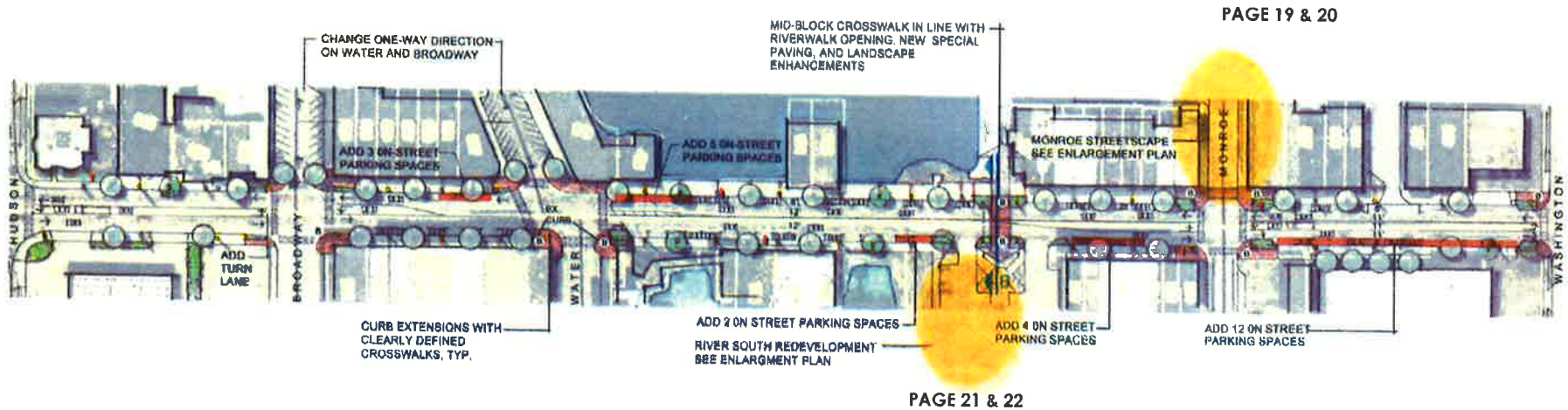
The mid-block pedestrian crossing at the river is a challenge due to the extended width of the right-of-way and no defined crosswalk.

For the most part, the core of downtown has many great placemaking opportunities. Some of the key items that could be introduced are: better wayfinding signage to public parking and key destinations, increase on-street parking, lane width- reduction, and consistent streetscape amenities including benches, litter, planters, and decorative paving. Street lighting style and scale are appropriate; however, lights are spaced too frequently for the scale and size of downtown.








ANALYSIS AND PLANS

Downtown Core Placemaking Plan

The Core Downtown will be a focal point for recreation, entertainment, and business. Streetscape enhancements will improve pedestrian access through proposed curb extensions (bump-outs), street trees, human scaled lighting, prominent crosswalks, and wayfinding signage.



LEGEND

-  PROPOSED CURB EXTENSION (BUMP-OUT). SEE ENLARGEMENT PLAN FOR OPTIONAL TREATMENTS
-  EXISTING STREET TREE
-  PROPOSED STREET TREE. SEE STREETSCAPE AMENITIES PLAN FOR OPTIONAL TREATMENTS
-  PROPOSED ON-STREET PARKING
-  PROPOSED PERIOD STYLE STREET LIGHT
-  PROPOSED WAYFINDING SIGN, SEE SIGNAGE PLAN FOR WAYFINDING AND GATEWAY SIGNAGE OPTIONS
-  PROPOSED GATEWAY SIGN, SEE SIGNAGE PLAN FOR WAYFINDING AND GATEWAY SIGNAGE OPTIONS

Community Defined Priority


Notes



CURRENTLY THERE ARE TWO TYPES OF STREET TREE CONDITIONS, IN GRATES AND IN RAISED CURB

PROPOSED REMOVAL OF EVERY OTHER FIXTURE, USE REMOVED FIXTURES ON EAST AND WEST STREETSCAPE

Community Defined Priority Key

-  AESTHETICS
-  RECREATION
-  PARKING / ACCESS
-  OTHER (Bike Facilities, History, Safety, Business Access)

► Downtown Core Placemaking Plan



ANALYSIS AND PLANS

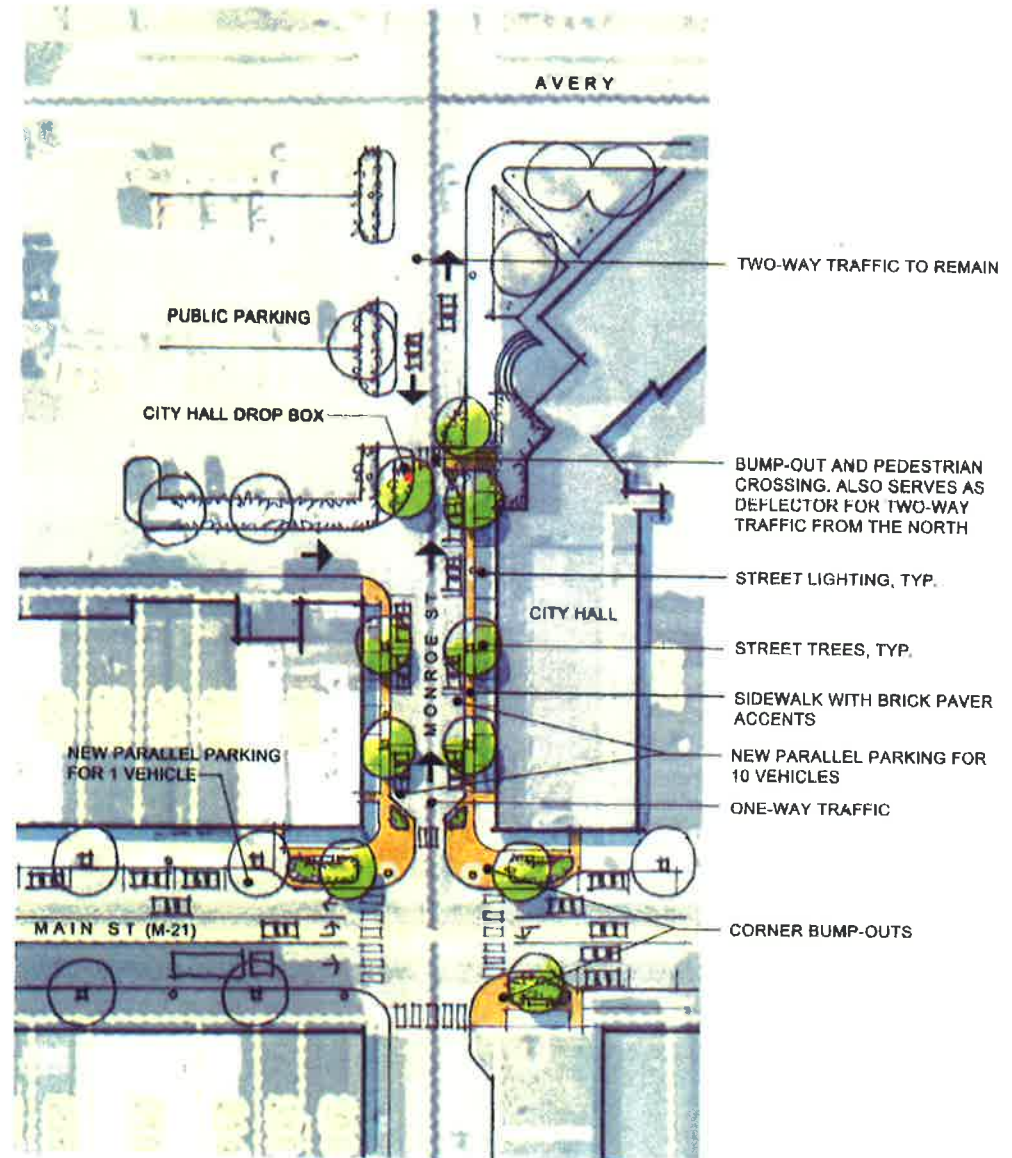
► Monroe Street Placemaking Plan

Monroe Street lies within the Downtown Core sub area and serves as a gateway to several city municipal buildings.

Monroe Street will continue to serve as a gateway to municipal services and civic institutions by way of a one-way traffic lane featuring pedestrian crossings and corner bump-outs for enhanced pedestrian safety and access. By reinstating Monroe from a two-lane road to a single-lane one direction access road, visibility will be enhanced at the Main Street entrance, and will potentially allow for better vehicular and pedestrian usage. In addition, the one-way road may easily be closed off and serve as a public plaza for community events.



An example of an enhanced street crosswalk featuring bump-outs near on-street parking reduces crossing widths resulting in an increased perception of safety.



ANALYSIS AND PLANS

► Monroe Street Placemaking Plan



The rendering shows before and after sketches of Monroe Street with two-way travel changed to one-way, bump-outs, public art, enhanced parkways, street lighting, and reconfigured on-street parking.

EXISTING



PROPOSED

ANALYSIS AND PLANS

16



Downtown sculptures and art, like the ones shown at left and the ones in the rendering below help to distinguish unique downtown areas and create a sense of place. Sculptures can help to create an image that is synonymous with Downtown Lowell and the local arts community.

SOURCE: CHURCH STREET, BLACKBURN, LANCASHIRE COUNTY, ENGLAND



SOURCE: CHARGER ENTERPRISES, INC.

Bollards, shown above, and in the rendering at left, were originally short posts that were installed on docks to anchor ships while in port. Today, they are used as a traffic-calming mechanism in busy downtown areas.

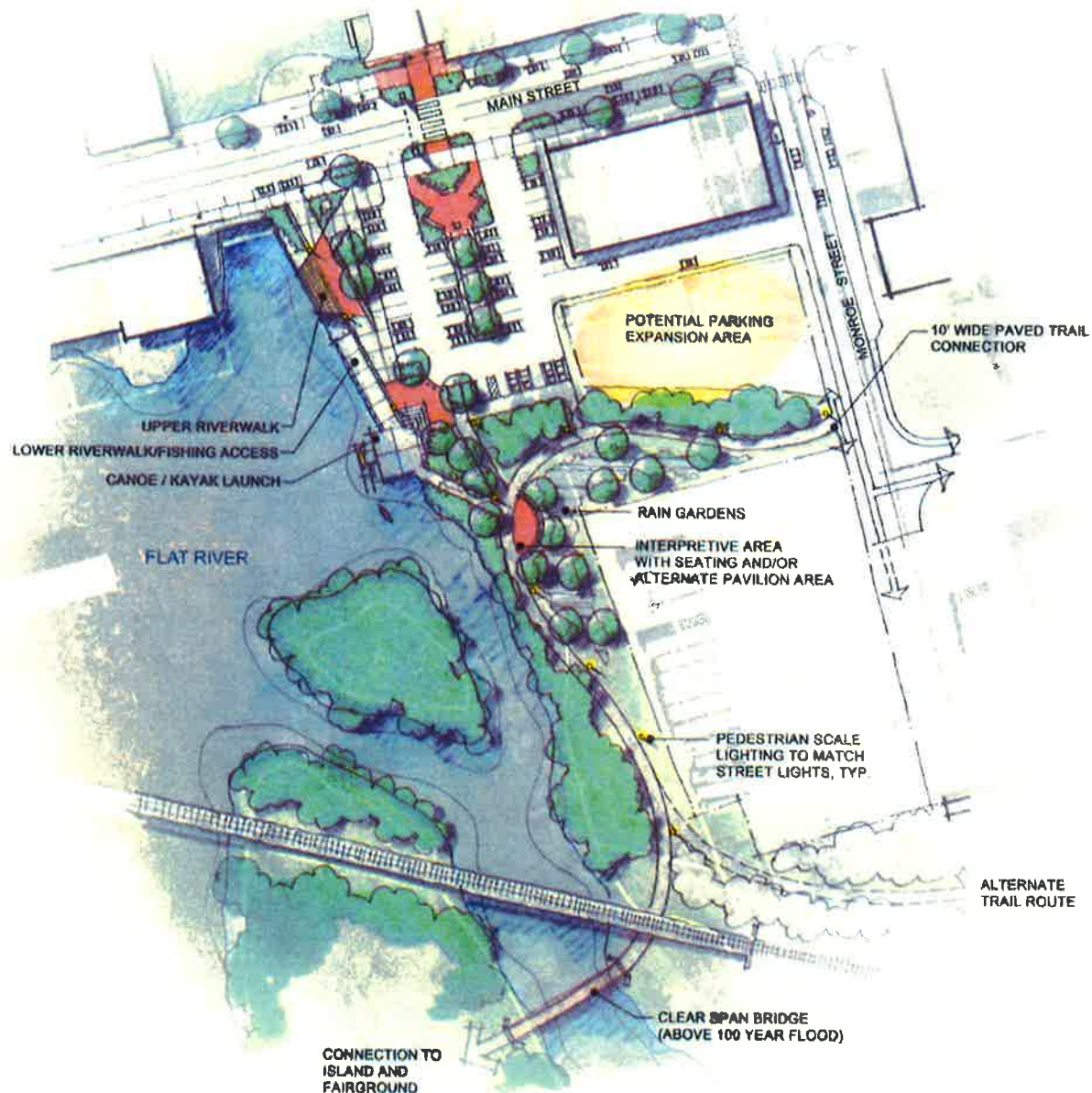
► River South Placemaking Plan

River South holds great potential for enhanced recreational features for the community of Lowell.

Currently, River South features an indistinguishable rivers edge with outdated infrastructure and a lack of significant access points.

Two small islands within the Flat River offer opportunities for expanded recreation opportunities.

River South will offer new opportunities for Lowell residents and visitors alike to experience recreation and entertainment opportunities on an enhanced river edge featuring pedestrian trails, interpretive signage, rain gardens, seating areas, a canoe and kayak launch, and fishing access.

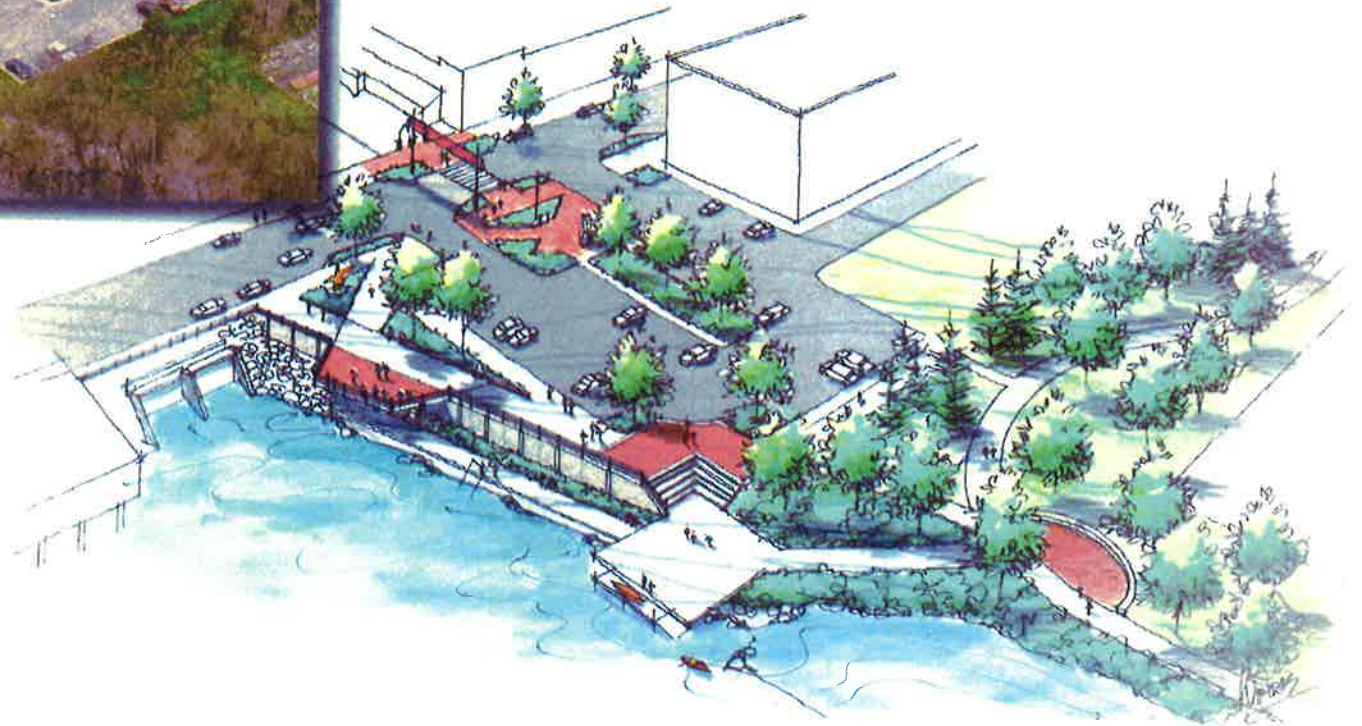


ANALYSIS AND PLANS

► River South Placemaking Plan



This bold vision for River South includes island access via a clear span bridge and provides pedestrian connectivity to the north edge of the river. Tree lined walkways with ample lighting will ensure that River South can be enjoyed in all seasons and at all times of day.



PROPOSED

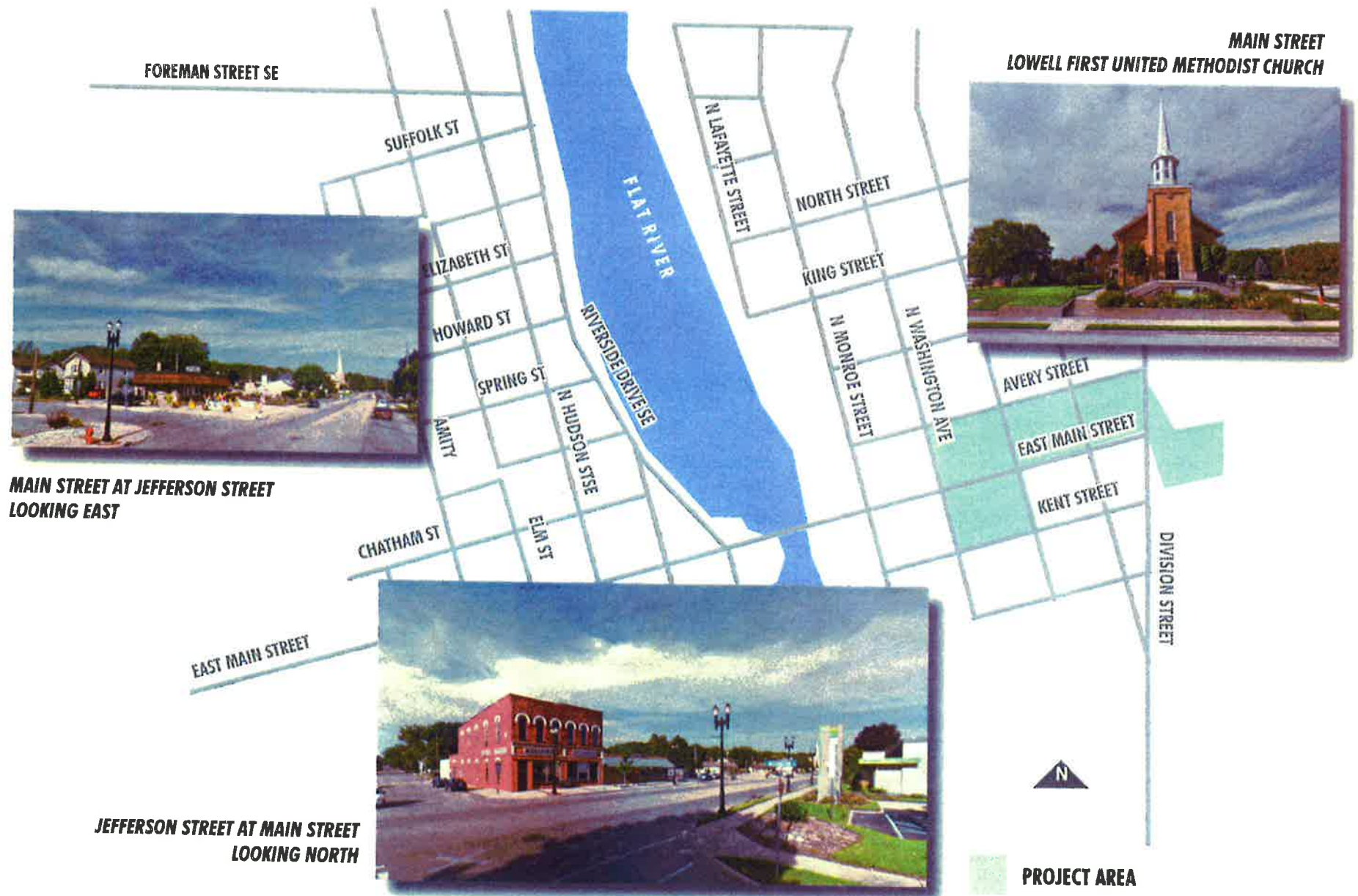
ANALYSIS AND PLANS

DOWNTOWN EAST

The Downtown East Sub Area includes Main Street as the primary thoroughfare from N Washington Avenue to Division Street. This sub area includes several locally owned businesses, as well as housing.



► Downtown East



ANALYSIS AND PLANS

► Downtown East Analysis

Main Street east from Washington Street to Division Street

The Downtown East is the second largest sub area within the study area. As the eastern-most extension of Main Street, Downtown East transitions from the downtown core to a mix of single and multi-family residential and commercial buildings. The block north of Main between Washington and Jefferson is composed almost entirely by Dollar General and its parking facilities. In addition, this block holds a small commercial building and street-facing parking lot. The south side of the Main Street block between Washington and Jefferson is anchored by Huntington Bank and a few residential properties. The sub area includes other well-visited places such as Balls Softee Crème ice cream, and at the eastern most block along Division is the First United Methodist Church.

Downtown East holds 35% of the study area's available parking facilities. This sub area is served by east and west traffic lanes, a turning lane, and on-street parking on the north side of Main Street. Street lighting extends east to Jefferson Street. The downtown street scape and sidewalks are interrupted east of Washington Street

where the Dollar General parking lot extends past the sidewalk to Main Street. While there is a green buffer on the south side of Main Street, the grass and trees have been removed on the north side of Main Street.



HUNTINGTON BANK

BALL'S SOFTEE CREME

► BIGGEST CHALLENGE //

Lack of a pedestrian-friendly streetscape. Wide road leads to accelerated speeds when entering downtown. No formal gateway to Downtown Lowell.

► BEST OPPORTUNITY //

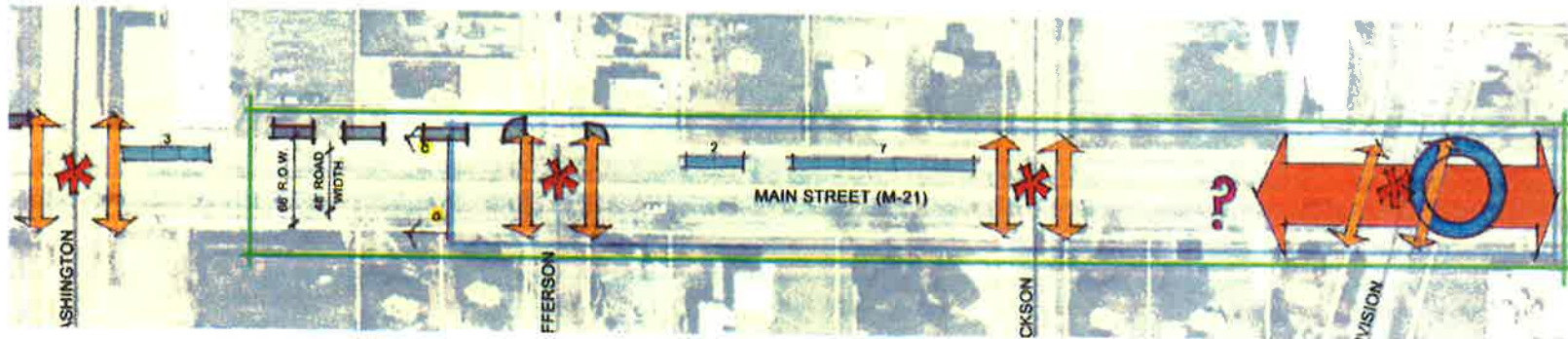
Re-establish parkways between the street and sidewalk. Add bike markings and wider sidewalks, while extending the core sub area street configuration and streetscape east, resulting in traffic calming at the eastern gateway of the downtown.

Downtown East Analysis

Street section is Main Street from Washington Street east to Division Street

Community Defined Priority Key

- ✓ AESTHETICS
- ✓ RECREATION
- ✓ PARKING / ACCESS
- ✓ OTHER (BIKE FACILITIES, HISTORY, SAFETY, BUSINESS ACCESS)



LEGEND

	PEDESTRIAN -VEHICULAR CONFLICT	✓	✓
	NO PEDESTRIAN CROSSWALKS PRESENT	✓	✓
	PARKING LOT BEAUTIFICATION OPPORTUNITY	✓	✓
	EXISTING ON-STREET / PUBLIC PARKING	✓	✓
	DOWNTOWN GATEWAY OPPORTUNITY AREA	✓	✓
	WIDE ROAD WITH MINIMAL TRAFFIC CALMING MEASURES CREATES A PLACE WITH A LACK OF HUMAN SCALE. PEDESTRIAN UNFRIENDLY, AND CHARACTER INCONSISTENT WITH THE DOWNTOWN.	✓	✓
	AREA WITH LIMITED OR NO STREET TREES	✓	✓
	AREA WITH LIMITED OR NO PEDESTRIAN SCALE LIGHT FIXTURES	✓	✓
	LIMITED OR NO WAYFINDING SIGNAGE AVAILABLE	✓	✓

GENERAL NOTES

The Downtown East Sub Area features ample existing road width to propose multiple lane configuration options, including: lane width reduction, on-street parking, center boulevard, sharrow markings and possible bike lanes if desired.

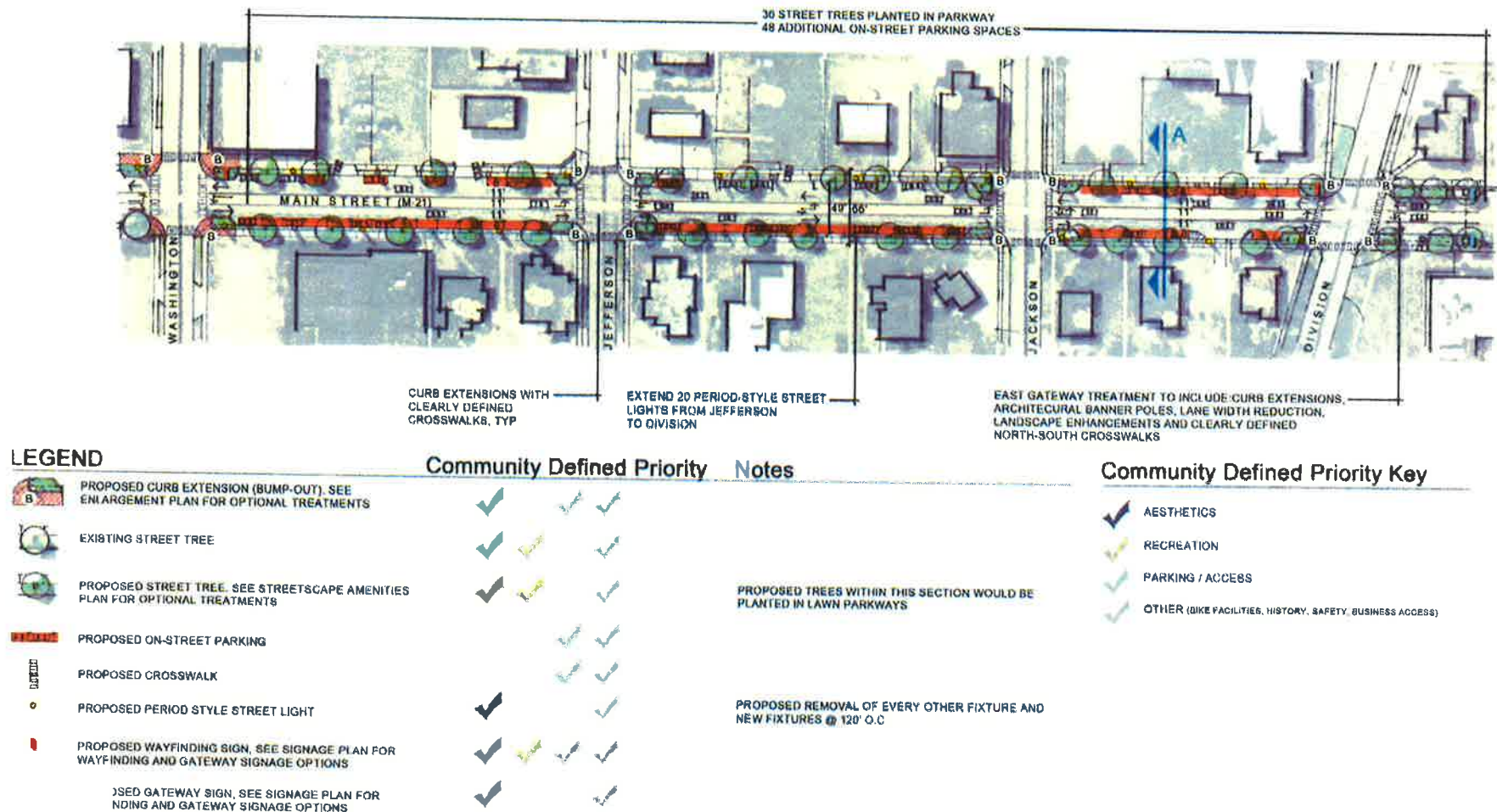
The north-south pedestrian crossings across Main Street are a challenge due to the length of crossing, no defined crosswalks, and high speeds due to minimal traffic calming measures. In addition, many of the existing curb ramps do not comply with today's barrier-free standard.

A lack of trees and ornamental lighting (vertical elements), as well as the absence of buildings at the street, reinforces the openness of the corridor, resulting in higher vehicular speeds and a general trunkline aesthetic.

ANALYSIS AND PLANS

Downtown East Placemaking Plan

Downtown East will continue to balance residential and commercial land uses with on street parking, new crosswalks, curb extensions (bump-outs), street lights, and unified landscaping. These simple modifications should work to reduce speeds on Main Street, and wayfinding signage will help to establish Downtown East as a formal entry to downtown Lowell.



ANALYSIS AND PLANS

► Downtown East Placemaking Plan



EXISTING

The rendering shows before (above) and after (at-right) sketches of Downtown East with bump-outs and enhanced street crossings. Signage and lighting are placed within the bump-out to attract attention, slowing traffic at the gateway to downtown.



PROPOSED



SOURCE: CITY OF DECATUR, GEORGIA

Wayfinding Signage throughout the corridor, and especially at prominent city entrances help to establish a sense of place for visitors and residents alike.



SOURCE: CITY OF CHAGRIN FALLS, OHIO

Bump-outs with attractive flower beds provide a buffer between vehicular and pedestrian traffic, and can be maintained seasonally by area garden groups.

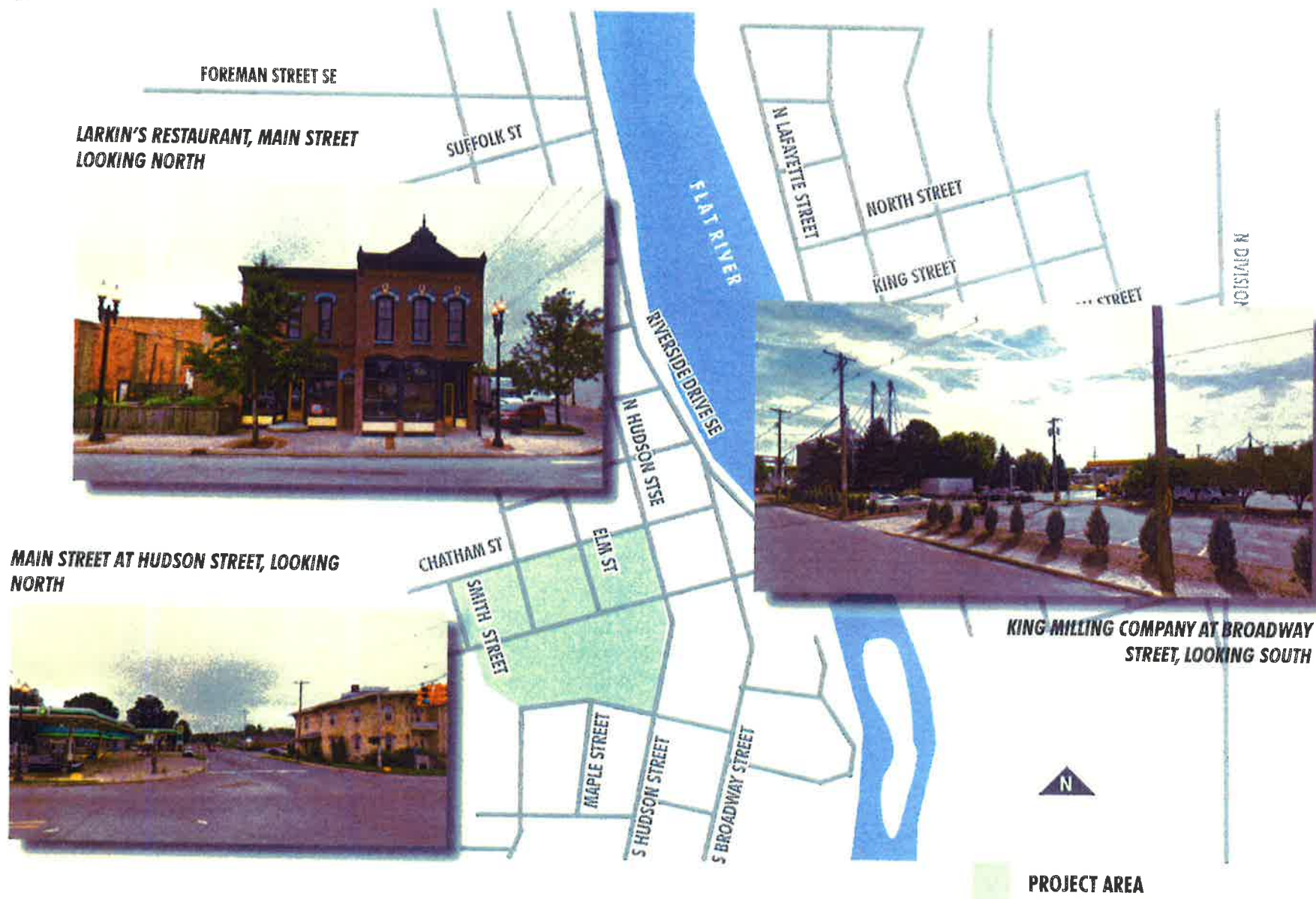
ANALYSIS AND PLANS

DOWNTOWN WEST

The Downtown West includes Main Street as the primary thoroughfare from Smith Street east to Hudson Street. This section is considered the west entrance to Downtown Lowell, is 973 linear feet, and features some of the city's older, more industrial developments including King Milling Company.



► Downtown West



ANALYSIS AND PLANS

► Downtown West Analysis

Main Street from Smith to Hudson

The Downtown West represents the western gateway to Downtown Lowell. The street is bordered primarily by single-family homes and is intersected on the western-most border by a single rail line. Landmarks include Fry Daddy Restaurant, King Milling Flour Company, and the historic yet vacant Blue Ribbon Feed Company. There is a retail strip center called Lowell Plaza which faces west on Main Street. The subject area is intersected north to south by Smith, Amity, and Lincoln Lake, serving primarily single-family residences.

Alden Nash is a main thoroughfare that crosses the Grand River south of Lowell and traverses rural, residential, and agricultural lands while serving as the main artery to Lowell from I-96. A key observation of the West is that it lacks a distinguishable gateway to Downtown Lowell. This segment of Main Street is transitional space that physically morphs from the more suburban style development of Fulton Street to a dense, urban development pattern found along Main Street in the core.

In addition, this portion of Main Street is primarily auto-oriented with high speed limits, two full service gas-stations, and sidewalks interrupted up by large parking lots. This sub area holds 196 parking spaces, or 17% of the total available parking downtown.



KING MILLING COMPANY

► **BIGGEST CHALLENGE //**
Lack of urban form and formal "gateway" to Downtown Lowell.

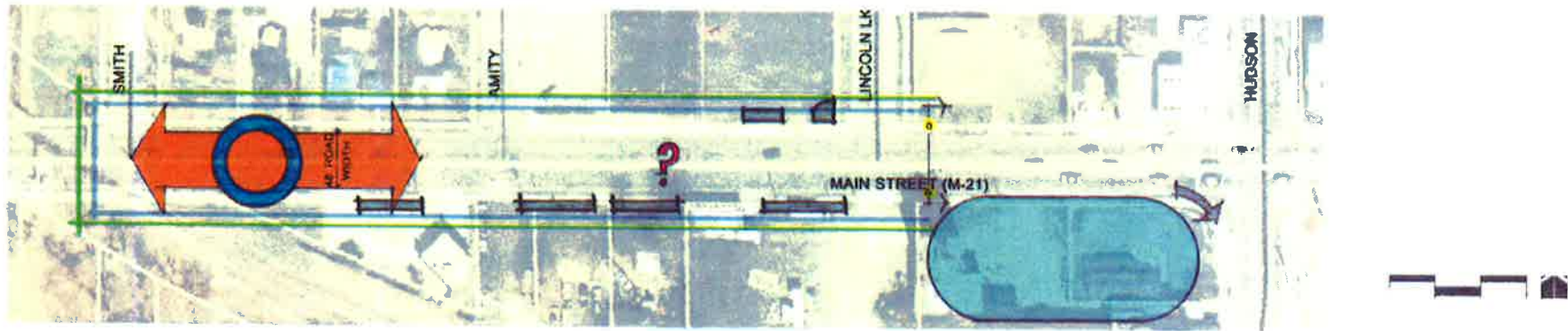
► **BEST OPPORTUNITY //**
Continue the urban form from the Downtown Core sub area west to Smith Street.

► Downtown West Analysis

Street section is Main Street from Smith to Hudson

Community Defined Priority Key

- ✓ AESTHETICS
- ✓ RECREATION
- ✓ PARKING / ACCESS
- ✓ OTHER (LIKE FACILITIES, HISTORY, SAFETY, BUSINESS ACCESS)



LEGEND

	KEY DOWNTOWN NODE / REDEVELOPMENT POTENTIAL	✓	✓	✓
	PARKING LOT BEAUTIFICATION OPPORTUNITY	✓		✓
	DOWNTOWN GATEWAY OPPORTUNITY AREA	✓		✓
	LIMITED OR NO WAYFINDING SIGNAGE AVAILABLE	✓	✓	✓
	WIDE ROAD WITH MINIMAL TRAFFIC CALMING MEASURES CREATES A PLACE WITH A LACK OF HUMAN SCALE, PEDESTRIAN UNFRIENDLY, AND CHARACTER INCONSISTENT WITH THE DOWNTOWN.	✓	✓	✓
	AREA WITH LIMITED OR NO STREET TREES	✓		✓
	AREA WITH LIMITED OR NO PEDESTRIAN SCALE LIGHT FIXTURES	✓		✓
	LARGE/FREQUENT TURNING MOVEMENTS FROM LOCAL TRAFFIC. CONSIDER DEDICATED RIGHT TURN		✓	✓

GENERAL NOTES

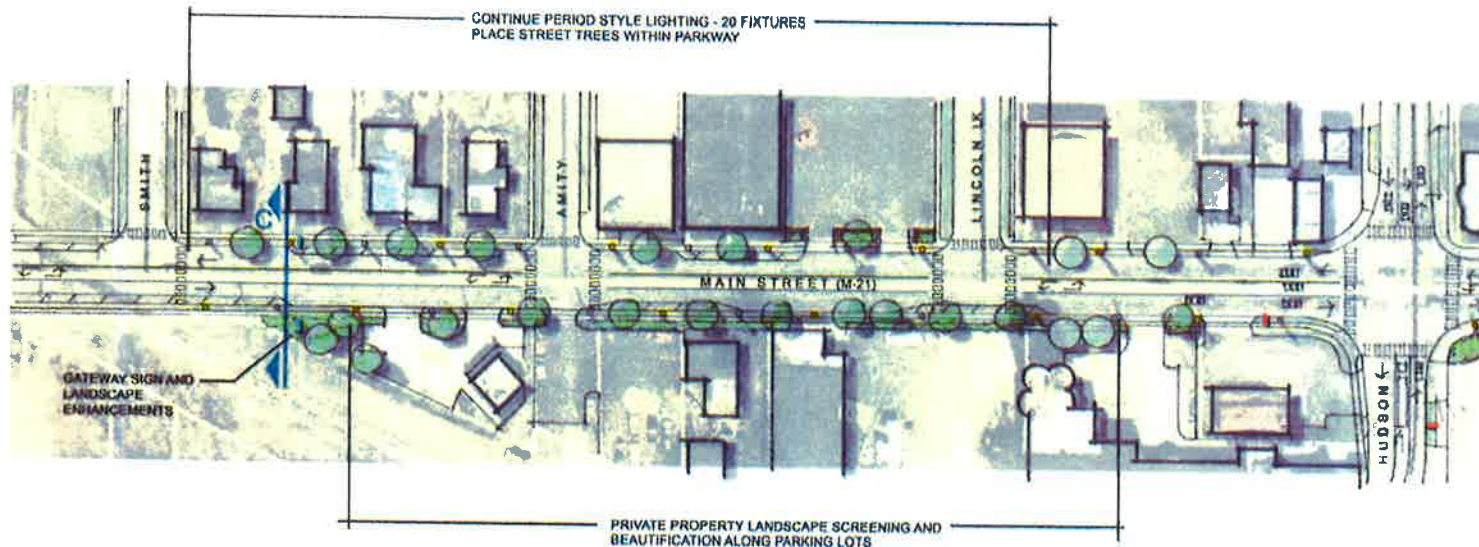
The lane configuration west of Downtown transitions from 3 to 4 lanes and back to 3 lanes. There is ample existing road width to propose multiple lane configuration options including: lane width reductions and pavement marking or bringing curbs in, reducing overall road width.

A lack of trees and ornamental lighting (vertical elements) reinforces the openness of the corridor, resulting in higher vehicular speeds and a general trunkline aesthetic. The blue circle shown on the map above notes the Blue Ribbon Feed property which is identified as having redevelopment potential.








ANALYSIS AND PLANS

► Downtown West Placemaking Plan

Downtown West will be reinstated as a main gateway into Downtown Lowell and will feature a prominent focal point sign and landscaping where the rail line crosses Main Street. The continuity of landscaping, crosswalks, and street/sidewalk enhancements will blend the residential and commercial uses of Downtown West.



LEGEND

-  PROPOSED CURB EXTENSION (BUMP-OUT). SEE ENLARGEMENT PLAN FOR OPTIONAL TREATMENTS
-  EXISTING STREET TREE
-  PROPOSED STREET TREE. SEE STREETScape AMENITIES PLAN FOR OPTIONAL TREATMENTS
-  PROPOSED CROSSWALK
-  PROPOSED PERIOD STYLE STREET LIGHT
-  PROPOSED WAYFINDING SIGN. SEE SIGNAGE PLAN FOR WAYFINDING AND GATEWAY SIGNAGE OPTIONS
-  PROPOSED GATEWAY SIGN. SEE SIGNAGE PLAN FOR WAYFINDING AND GATEWAY SIGNAGE OPTIONS

Community Defined Priority







Notes

PROPOSED TREES WITHIN THIS SECTION WOULD BE PLANTED IN LAWN PARKWAYS

PROPOSED REMOVAL OF EVERY OTHER FIXTURE AND NEW FIXTURES @ 120' O.C

Community Defined Priority Key

-  AESTHETICS
-  RECREATION
-  PARKING / ACCESS
-  OTHER (BIKE FACILITIES, HISTORY, SAFETY, BUSINESS ACCESS)



ANALYSIS AND PLANS

► Downtown West Placemaking Plan



EXISTING



PROPOSED

The above rendering shows before and after sketches of the Downtown West sub area with narrowed travel lanes, enhanced parkways, street lighting, and on-street parking.

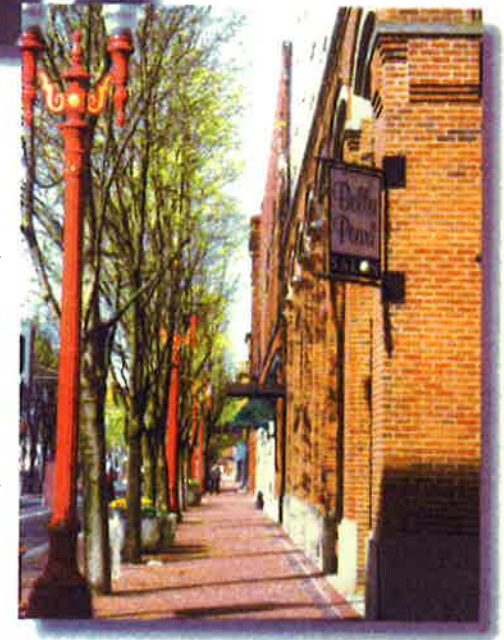


SOURCE: CITY OF DENVER, COLORADO

A marked shoulder on Main Street will encourage bicyclists to use the road safely and allow for sidewalk accessibility for pedestrians.

Human-scale street lamps interspersed with street trees help to define a sidewalk or shopping promenade.

SOURCE: CITY OF PORTLAND, OREGON



PLACEMAKING STREET ELEMENTS



► The Streetscape, Traffic Calming and Why it Matters

Pages 38 and 39 of this report contain renderings of proposed street-section designs and modifications. The primary purpose of these renderings is to visually demonstrate how built environment streetscape features can help achieve placemaking initiatives. Streetscape modifications, like the ones proposed on the following pages work in two ways; first, they have the potential to slow traffic speeds primarily on Main Street in Downtown Lowell by narrowing the perceived width of the roadway; and second by allowing for alternative users such as pedestrians and bicyclists to safely use the street.

Below is a description of some of the streetscape modifications that are included in this plan.

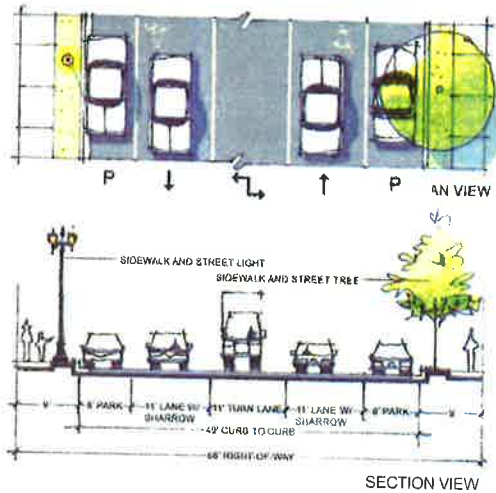
Bump-Outs

Bump-outs are primarily used to extend the sidewalk, reducing the crossing distance and allowing pedestrians to cross. Approaching motorists can make eye contact with the pedestrian since they are no longer hidden behind vehicles parked on the street.

Bike Sharrows (Shared-lane Marking)

A shared-lane marking or sharrow is a street marking installed on existing roadways. This marking is placed in the center of a travel lane to indicate that a cyclist may use the full lane. Shared-lane markings are used to: alert motorists of the location bicyclists are likely to occupy within the traveled way; encourage safe passing of bicyclists by motorists; and reduce the incidence of wrong-way bicycling. *Source: US Manual on Uniform Traffic Control Devices*

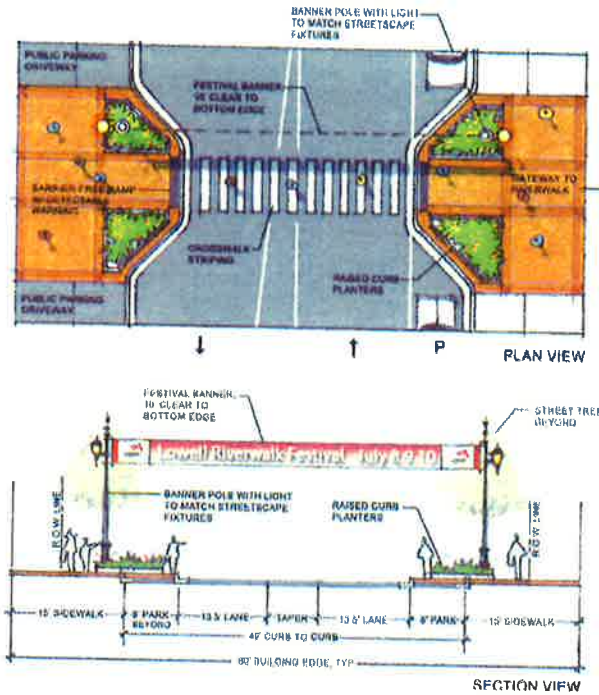
Streetscape



An example of bike sharrows and on-street parking.



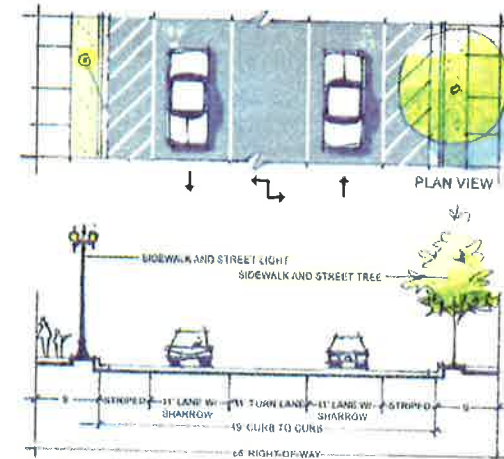
Downtown East Street Section A
(See page 23 for reference)



Brick paver bump-outs in a downtown extend the pedestrian right-of-way.



Downtown Core Street Section B
(See page 13 for reference)



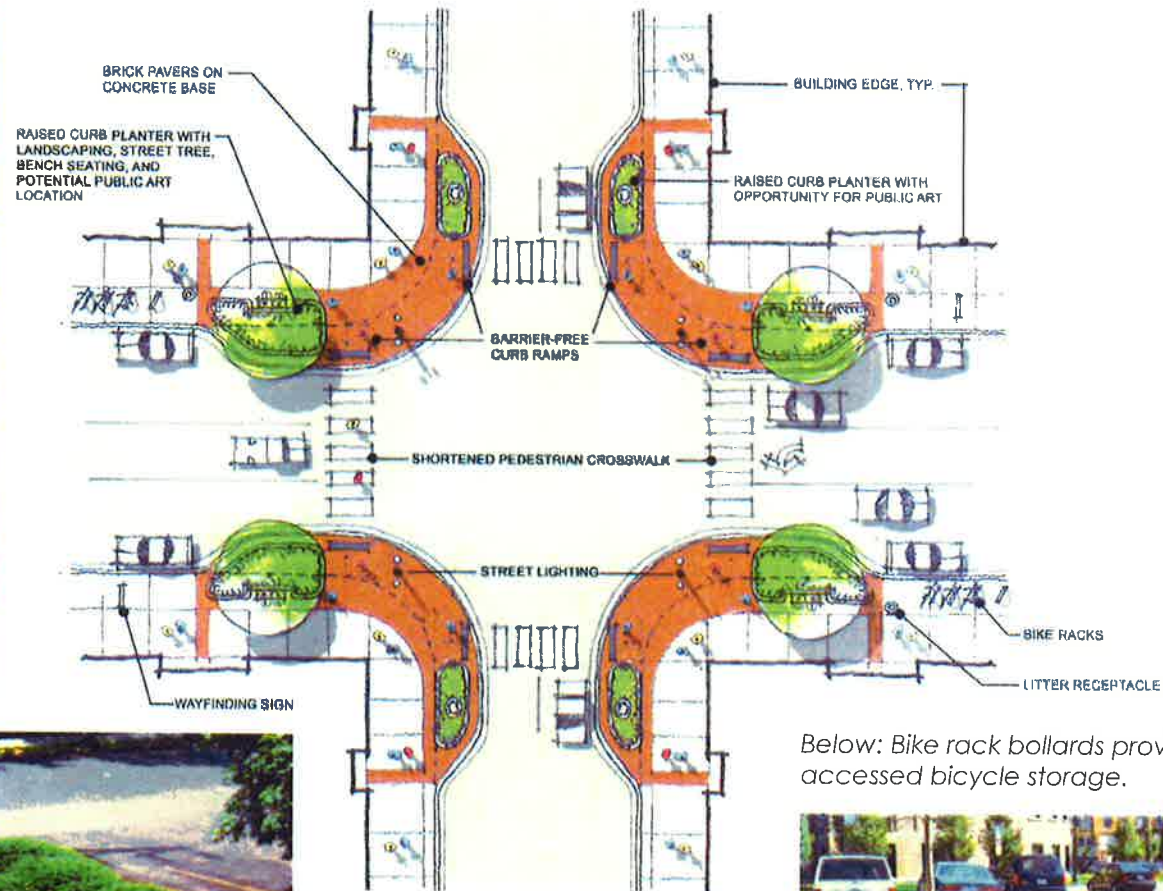
Striped pavement markings allow for traffic calming without extensive infrastructure changes.



Downtown West Street Section C
(See page 29 for reference)

ANALYSIS AND PLANS

Streetscape Placemaking



Below: Bike rack bollards provide easily accessed bicycle storage.



Top: Brick pavers and raised pavement at curb crossings signals the roadway. Left: Landscaped edges provide a buffer for the sidewalk.

ANALYSIS AND PLANS

► The Principles of Wayfinding

Wayfinding has the function to inform people of the surroundings in the built and natural environment. It is important to show information at strategic points to guide people into the right directions. An effective wayfinding system is based on human behavior and consists of the following characteristics:

- Do not overcomplicate
- Create a comprehensive, clear and consistent visual communication system with concise messaging
- Show only what is needed
- Show information that is relevant to the space, location, and/or or navigation path
- Remove excessive information
- Remove unnecessary elements to create a clear visual environment ahead

Wayfinding is especially important in the creation of vibrant, walkable downtown areas. When creating a wayfinding scheme the following characteristics influence the way pedestrians interpret the built environment. These characteristics informed the criteria used to select wayfinding signage locations shown on the following pages.

Landmarks

To create a memorable environment it is necessary to mark specific spaces and / or locations. This reinforces the recognition of places and plays a part in placemaking. With the use of landmarks and marking elements an area will become more visible and will be understood better in the human memory. Landmarks can be art-objects, buildings, street art, natural elements, or striking elements in a landscape. These elements combined will shape the identity of an (unknown) area as seen from pedestrians perspectives.

Orientation

In order to navigate, pedestrians need to know where they are and where other destinations are located. Preferably, it is good to know the distance in time from one place to another. If people are able to orientate themselves within the built environment, it will be easier to understand destinations and to navigate by landmarks. In wayfinding, maps are commonly used to indicate location. The usage of maps is a very powerful way of expressing and cataloging the built environment. Maps displayed in the heads-up position in the direction pedestrians are facing allows them to easily orient themselves and may encourage visitors to stay longer and check out unseen sites.

Navigation

Navigating the physical reference to a particular area, setting or destination encourages walkability and siteseeing. With the usage of directional (static) signs people will be guided along their path towards destination(s).

Source: *designworkplan*, designworkplan.com/about

► Wayfinding Signage

Wayfinding signs and public art are some of the many elements that make up the streetscape – its visual quality and its amenity for people on foot. The design and location of wayfinding signs and public art must be carefully coordinated with other streetscape elements including paving treatments, landscaping and street furniture (e.g., street lights, benches). The following pages detail locations for wayfinding signage that will bring continuity and consistency to the Downtown Placemaking Plan.

SIGNAGE LEGEND

● PROPOSED TRAILBLAZER/WAYFINDING SIGN

POTENTIAL MESSAGE:

- | | |
|--|--|
| 1. ↑ DOWNTOWN
↑ RIVERFRONT
↑ FAIRGROUNDS | 5. ↑ CITY HALL / POLICE
↑ RIVERFRONT ACCESS
↑ PUBLIC PARKING |
| 2. ↑ DOWNTOWN
↑ RIVERFRONT
↑ LOWELL HIGH SCHOOL | 6. ↑ PUBLIC PARKING
↑ CITY HALL
↑ SHOWBOAT / RIVERFRONT |
| 3. ↑ PUBLIC PARKING
↑ DOWNTOWN
↑ RIVERFRONT | 7. ↑ PUBLIC PARKING
↑ CITY HALL / POLICE
↑ SHOWBOAT / RIVERFRONT |
| 4. ↑ PUBLIC PARKING
↑ LOWELL HIGH SCHOOL
↑ FAIRGROUNDS | 8. ↑ DOWNTOWN
↑ SHOWBOAT RIVERFRONT
↑ PUBLIC PARKING |

● PROPOSED GATEWAY SIGN/BANNERS

● EXISTING OVER-STREET STREAM BANNER

● TRAILBLAZER WAYFINDING SIGNS

Trailblazer and Wayfinding signs are shown at key sites in the Downtown corridor. Beginning at Hudson Street in the Downtown West subarea (1) and (2), act as guides toward the Downtown, the riverfront, and Lowell Fairgrounds. Other trailblazers (3) and (4) in the Downtown Core alert visitors to Public Parking areas. Others (6), (7), and (8) guide Main Street users towards City services including City Hall, the Library, and municipal services on Monroe.

● GATEWAY SIGNS AND BANNERS

Gateway signs and banners are important at entrances to the Downtown corridor. The banners placed in Downtown West and just east of Division mark the west and east entries to Downtown. They signal a sense of arrival and help calm traffic by alerting drivers.

EXAMPLES



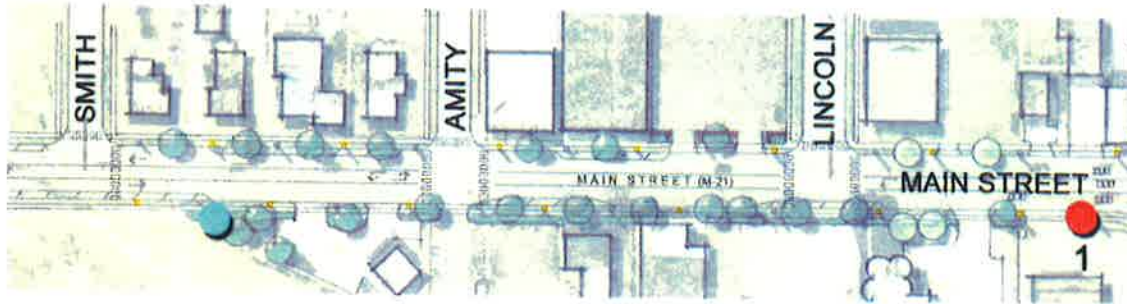
TRAILBLAZER / WAYFINDING



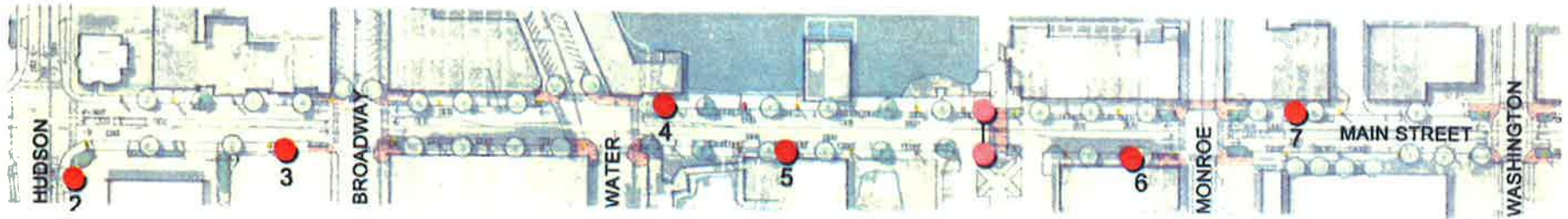
GATEWAY SIGN

Wayfinding Signage

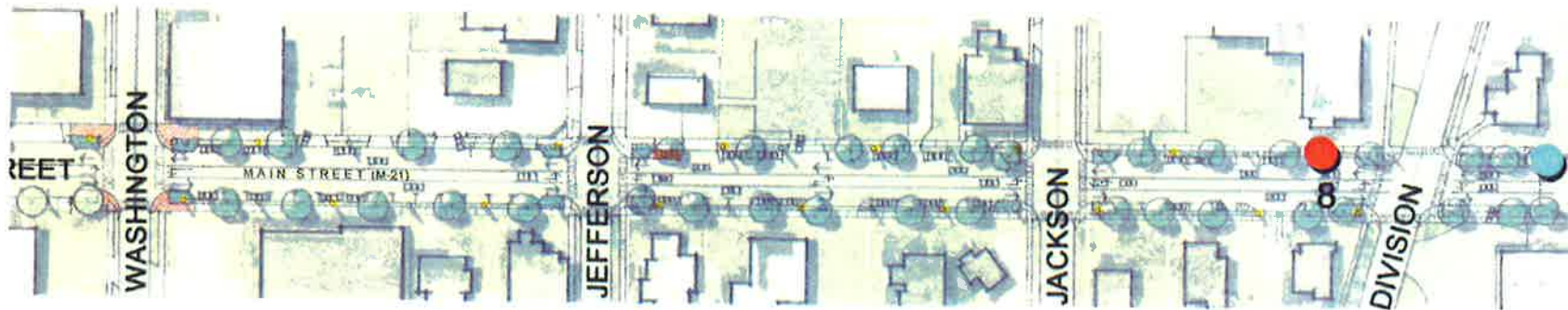
DOWNTOWN WEST



DOWNTOWN CORE



DOWNTOWN EAST



ANALYSIS AND PLANS

► Public Art

Public art is one of the many elements that make up the streetscape – its visual quality and its amenity for people on foot. The design and location public art must be carefully coordinated with other streetscape elements including paving treatments, landscaping and street furniture (e.g., street lights, benches). The following pages detail proposed locations for public art that will bring continuity and consistency to the Downtown Placemaking Plan.

PUBLIC ART LEGEND

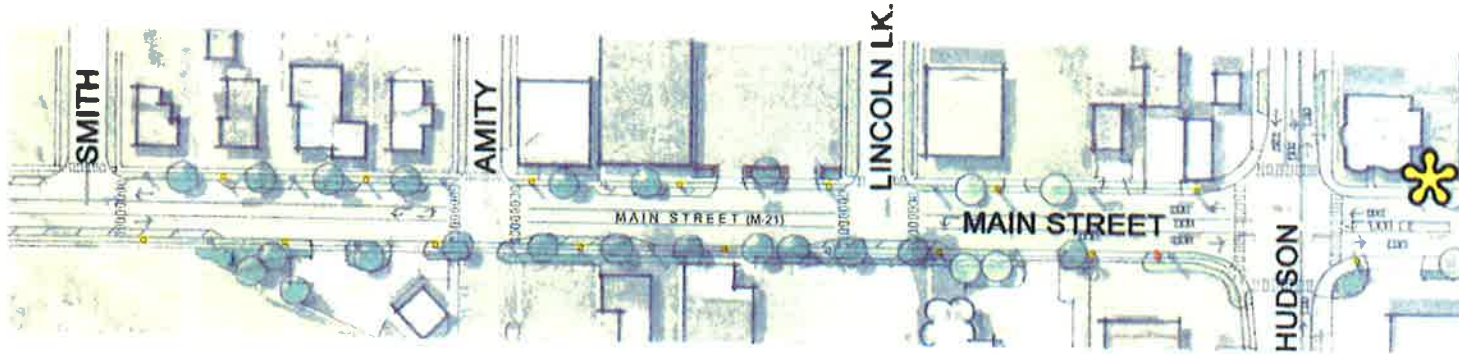
* POTENTIAL PUBLIC ART INSTALLATION LOCATIONS

EXAMPLES

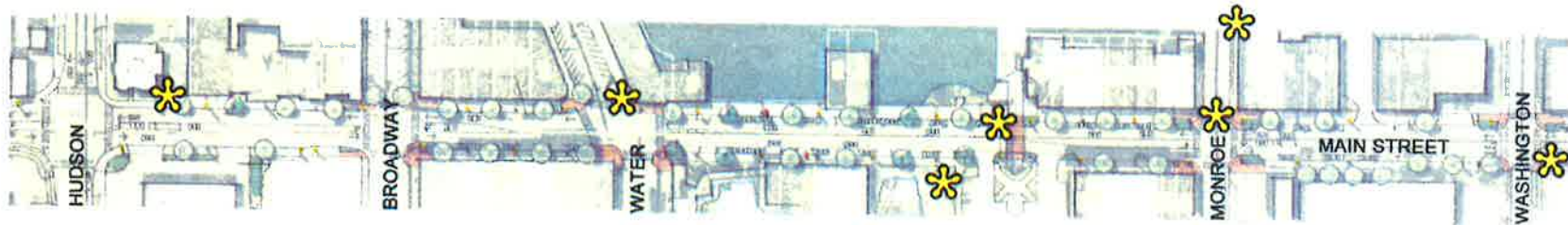


Public Art

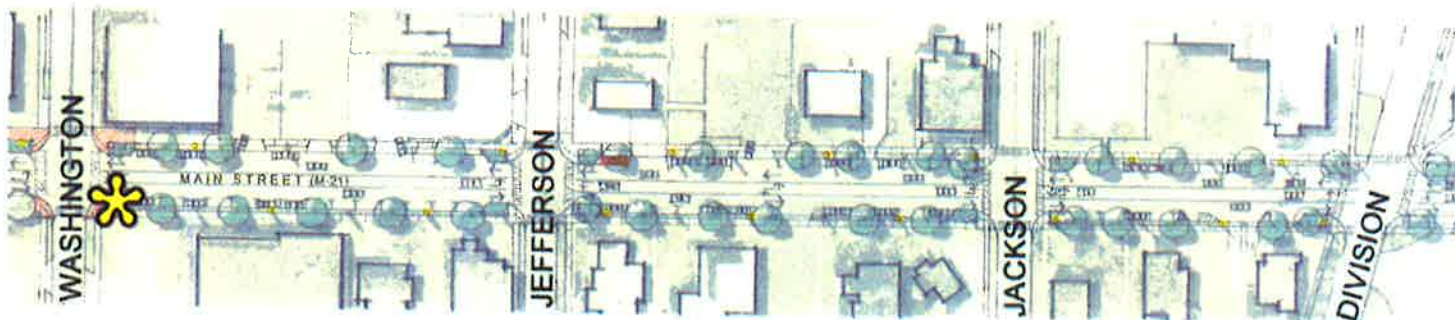
DOWNTOWN WEST



DOWNTOWN CORE



DOWNTOWN EAST



ANALYSIS AND PLANS

Conclusion

The City of Lowell Downtown Placemaking Plan represents a community-driven and publically-supported implementation plan for enhancing the physical appearance and overall functioning of Lowell's public realm. The public realm, being the publically-owned spaces between buildings and property lines, are not only the areas of the City under local control, they are also the "outdoor rooms" of the city. These outdoor rooms are the spaces and places for community gathering, outdoor dining, and celebrating with neighbors and visitors alike. A city's streets and sidewalks, and parks and parking areas, are often the places most forgotten, yet possess the most potential for positively impacting quality of life and visitor experience.

The concepts included in the plan are accompanied by cost estimates, which are on file with the City of Lowell. The cost estimates will be used for municipal capital improvement planning, and will include the Downtown Development Authority resources, when available.

Great places are ever changing. It will take incremental investments and proper decision-making that prioritizes people and human experience. It is the people who make great places, and when we design for people (of all ages and abilities) we are ensuring that our communities are more inclusive, resilient, and sustainable over time.



LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: June 27, 2018

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager *MB*

RE: Planters

At our last meeting we were approached about the DDA funding planters for businesses in the Downtown. There appeared to be interest in this matter and we asked for a proposal to consider.

Attached is a proposal to consider. It is a \$22,866 cost for the purchase and annual maintenance of the planters. This currently is not budgeted. I cannot recommend the DDA taking this on in full; however, maybe the DDA could provide some subsidy to this or look at other options.

Discussion is needed on this matter.

Downtown Seasonal Containers

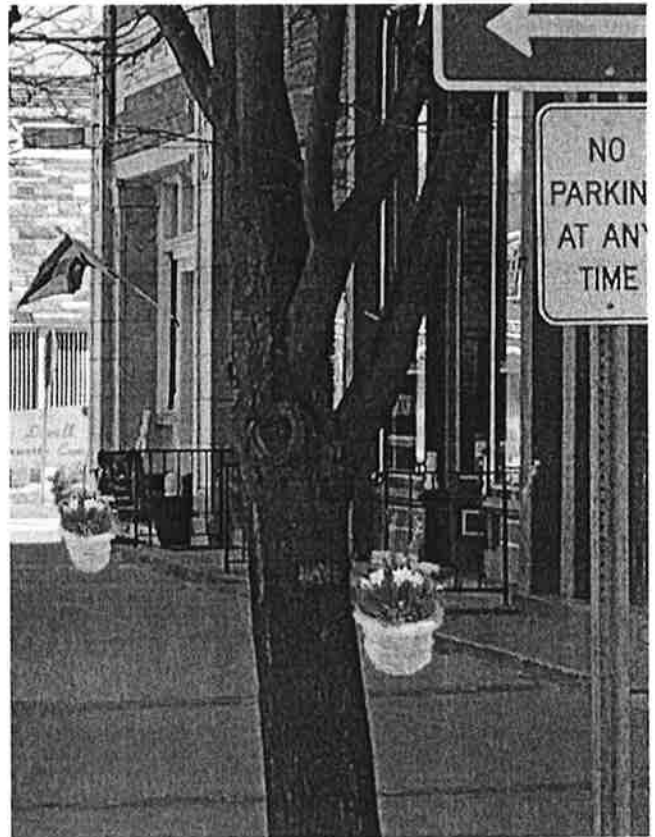
Lowell

Our Seasonal Containers, are designed with an abundance of color and textural fullness.

Installed with care, and respect for your space, they are maintained by trained professionals who will care for your containers with just the right amount of water and pruning.

Spring Design Closer to

Storefront



Winter Design Closer to Street



An example of our Summer Container Design



An example of our Autumn Container Design


Integrated
plantscapes
DESIGN • INSTALL • MAINTAIN **llc.**



731 Clyde Court, SE, Byron Center, MI 49315
ph. 616-878-3200 fax 616-878-3888

PROPOSAL

Project Name:		Proposal By:	Kathy DeBruin
Downtown Lowell Seasonal Outdoor Containers		Proposal Date:	4/2/2018
Deliver To:		Contact:	Martha Davis
218 E Main Street		Phone:	616-204-5117
Lowell, Michigan 49331			
Area	PLANT SCHEDULE Description Pot Size/Height	NOTE:	QTY:
Downtown Storefronts	Spring		24
	Summer		24
	Summer		24
	Winter		24

AREA	CONTAINER SCHEDULE Description Pot Size/Height	NOTE:	QTY:
Downtown Storefronts	Rolled Top Traditional Planters, 30.75" X 17"	12 per side	24
	Soil		48

SUMMARY

Option 1 : TOTAL PLANT PURCHASE:
TOTAL CONTAINER MATERIAL:
FREIGHT:
SUB-TOTAL:
SALES TAX 6%
LABOR/INSTALLATION:

\$	7,588.80
\$	6,588.00
\$	50.00
\$	14,226.80
\$	-
\$	1,320.00

TOTAL CONTRACT:

\$ 15,546.80

PLANT MAINTENANCE:
watering, deadheading, pruning

\$ 610.00 /MONTH

Option 2 : PLANT & CONTAINER RENTAL OPTION:
-three year commitment
-includes maintenance

\$ 878.00 /MONTH



LOWELL DOWNTOWN DEVELOPMENT AUTHORITY
MEMORANDUM



DATE: June 27, 2018

TO: Downtown Development Authority Board of Directors

FROM: Michael T. Burns, City Manager *MTB*

RE: Holiday Decorations

For a number of years the Downtown Development Authority has entered into an agreement with Hometown Decoration and Display LLC of Hudsonville to install lighting for the holiday season. Our contract comes for renewal.

Attached is a three year contract for 68 decorations and 6 poles with bow rap. Cost is \$4,884 for these decorations and it is intended this price remains for the next two years of the contract.

Funds are budgeted for this and are something we have done for some time.

I recommend the Downtown Development Authority enter into an agreement with Hometown Decoration and Display LLC of Hudsonville at a cost not to exceed \$4,884.

AGREEMENT

This agreement made and entered into this 17th day of January 2018, by and between Hometown Decoration and Display, LLC, of Hudsonville, Michigan hereinafter for brevity sometimes called "lessor" and the City of Lowell hereinafter for brevity sometimes called "lessee"

WITNESSETH:

Whereas, lessor has offered to provide and furnish Holiday Decorations, display equipment and material to lessee pursuant to the terms, conditions and provisions hereinafter set forth, and, whereas, lessee is desirous of accepting and does accept the offer of lessor to provide and furnish said Holiday Decorations, display equipment and materials in accordance with said terms, conditions and provisions.

Now therefore, the parties hereto in consideration of the promises, and the promises of each to the other mutually made and accepted, covenant and agree as follows:

1. Lessor agrees to furnish and provide Holiday Decorations, display equipment and materials of the type hereinafter specified to lessee during the winter holiday seasons of 2018, 2019 and 2020, and to install the same in a workman like manner.
2. The decoration, display equipment and materials which shall be furnished by lessor for the use and benefit of lessee for the 2018 holiday season shall consist of components as follows:

68 Decorations	@	\$69.00	each	=	\$4,692.00
6 Bows with Pole Wrap	@	\$32.00	each	=	\$192.00
			Total	=	\$4,884.00
3. Lessor shall complete the work to be performed by it so that the decorations leased by it shall be ready for lighting in accordance with the following schedule:
 - (A) Decorations to be installed in designated areas ready for lighting on or before November 30th in each year during existence of the contract.
 - (B) Lessor shall remove decorations as soon as practicable after December 25, 2018 And December 25th of each subsequent year during the existence of the contract.
4. Lessor shall complete the plugging in of all decorations which require lighting and shall furnish connecting facilities required in order that said decorations may be plugged in for lighting.
5. Lessee agrees and undertakes to make all arrangements to procure and secure such authorization as might be required in from any governmental unit; agency of public authority to carry out its scheme for Holiday Decorations.
6. All damage to said decorations, equipment and materials or any part thereof, shall be the responsibility of the lessor provided, however, that the lessee shall use reasonable care to prevent such damage.
7. Special Provisions: Lessee will reassess this agreement in 2019 and 2020 and is not bound to the terms should changes take place in these years. Lessee will notify lessor of any changes by June of these years.
8. Lessor shall maintain such insurance as will protect lessee against any claims under workers' compensation act and from claims for damage and because of bodily injury, including death, in the amount of not less than \$500,000. for each person and \$500,000. for each accident and for claims or property damage in an amount not less than \$500,000. for any person and \$500,000. for each accident.

9. The lessee agrees to pay lessor for its services and the use of the materials designated at paragraph 2 hereof, the sum of **\$4,884.00 which shall be paid to lessor at 2645 24th Ave., Hudsonville, Michigan 49426 on or before the 10th day of December** of the year to which such payment is attributable. Said sum shall include the installation by lessor of such decoration, necessary service calls and removal of said decorations. If lessee is on a rotation basis, decorations for the Holiday seasons of the year 2019 and 2020 will be of different type of kind that those leased to lessee for the Holiday season of the year 2018. But the decorations, materials and supplies furnished shall, with the exception of the wrapping of poles, be such as are within a retail cost of \$250.00 to \$500.00 per unit. If you are on a rotation schedule and/or you have a three year contract, the price for said decorations and services for the Holiday seasons 2019 and 2020, shall be the same as that for the year 2018, provided, however, that if an additional or more expensive type of decoration is required, said price shall be increased in an amount to be negotiated by the parties hereto. In the event that a use of sales tax should be imposed by the state of Michigan upon lessor by reason if its undertaking as set forth herein, the lessee to reimburse lessor in payments otherwise required by the terms hereof, within thirty (30) days after demand by lessor.
10. This agreement shall be executed in two (2) counterparts, each of which is deemed to be for all purposes an original copy hereof.
11. This agreement shall be binding upon and inure to the benefit of the successors, assigns and Legal representatives of the parties hereto.

In witness whereof, the parties hereto have caused the execution hereof by their duly authorized officers this 17th day of January 2018.

Lessor

Hometown Decoration and Display, LLC

By _____

Wendy Braun, President

Lessee

City of Lowell

By _____

President/Mayor/Director

Attest:

Secretary/Clerk

New TIF Structure & Reporting – SB 393/PA 57 of 2018

- January 1, 2019 – effective date
- Before March 1, 2019 – Treasury must create reporting form
- By March 1, 2019 – form must be finalized and published
- By April 1, 2019 – send copy of, or link to, currently adopted development/TIF plan

New TIF Structure & Reporting – SB 393/PA 57 of 2018

- Two informational meetings annually
- Website requirements
 - Annual updated synopsis of activities
- Reporting requirements
 - Noncompliance penalties
 - Annual combined report for the legislature

New TIF Structure & Reporting

- Senate Bill 393 → Public Act 57 of 2018
- Streamline administration of TIF authorities
- Create more transparency
- Penalties for noncompliance
- Timing



New TIF Structure & Reporting – SB 393/PA 57 of 2018

- Repeals DDA, TIFA, LDFA, Nonprofit Street Railways, CIA, WRIA and NIA Acts and recodifies them under PA 57
- Repeal of Historical Neighborhood TIFA Act (PA 530 of 2004) and Private Investment Infrastructure Funding Act (PA 250 of 2010)
- Reporting requirements for all authorities
 - General
 - Financial

New TIF Structure & Reporting – SB 393/PA 57 of 2018

- 180 days after end of authority's current fiscal year (as of 1/1/19) – must meet general reporting requirements
- Annually, after January 1, 2019 – must file financial report at the same time as your audit required under the Uniform Budgeting & Accounting Act
- Enforcement & Penalties

