



Cascade Township Area Plan

Kent County, Michigan

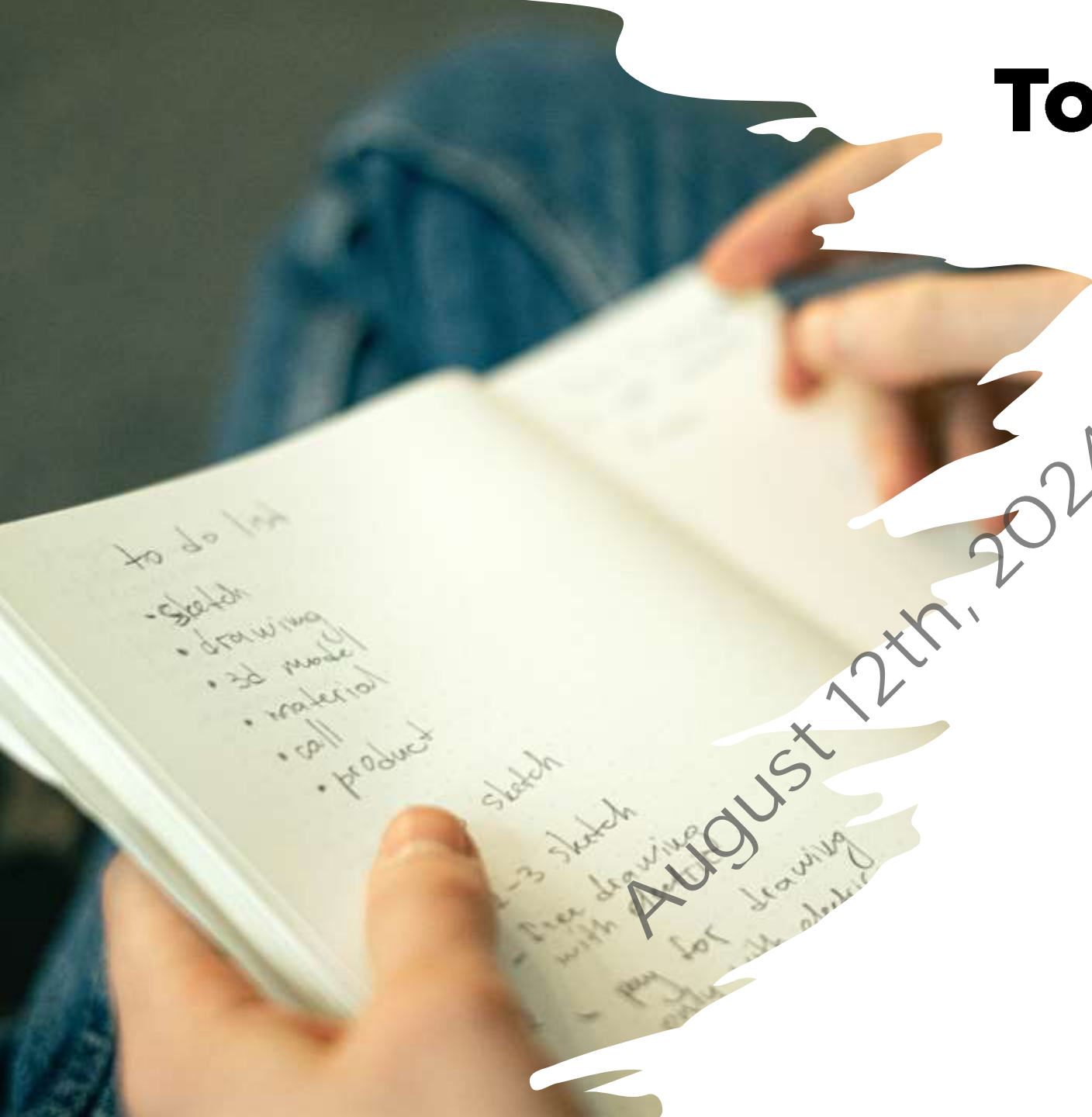
Steering Committee Meeting
July 2024

August 12th, 2024 - DRAFT

Today's Agenda

1. Project Update
2. Stakeholder Summit Recap
3. Establishing the Framework
 - Development, Roadway, and Placemaking Character
4. Next Steps

August 12th, 2024 - DRAFT



A photograph of a dam with water flowing over it, overlaid with a blue tint. The dam has several spillways. The text 'Project Update' is centered in white. A diagonal watermark 'August 12th, 2024 - DRAFT' is visible across the image.

Project Update

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Project Tasks



Phase 1: Explore

Complete an existing conditions inventory, conduct a stakeholder session, and develop an **area plan program.**



Phase 2: Plan

Create up to 3 area plan concepts and go through review process to establish the preferred vision.



Phase 3: Finalize

Create a 3D model and finalize the plan to begin concept implementation!

Spring



Summer



Fall



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We are
HERE!





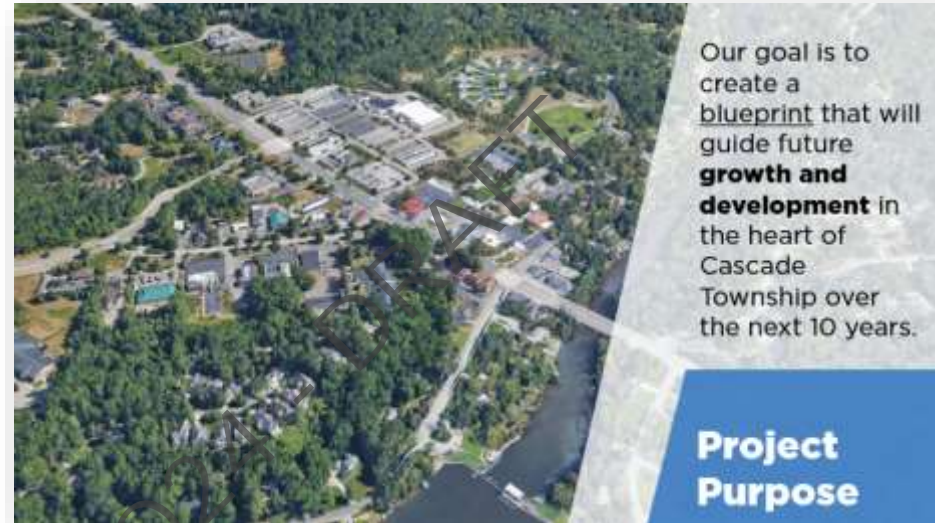
Stakeholder Summit Recap

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We outlined...

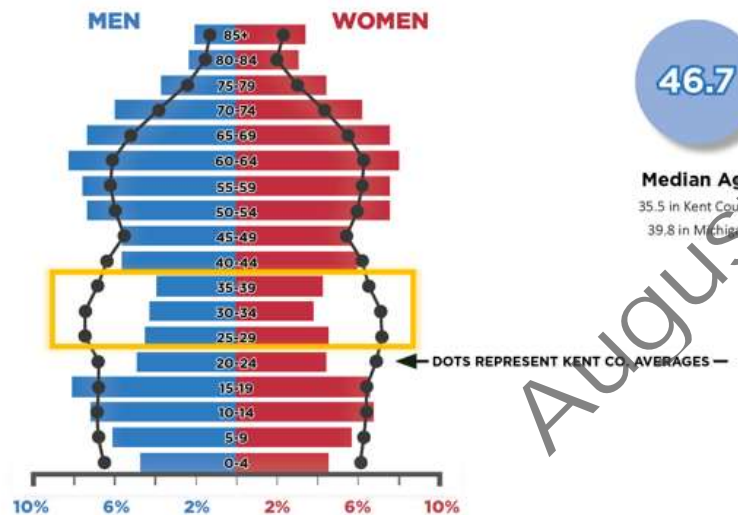
- Project purpose and scope
- What a Comprehensive Plan **IS and ISN'T**
- How you play a role in this process
- Detailed project phases
- Deliverable Examples



August 12th, 2024

We reviewed...

- Key Community Demographics (population, market conditions, affordability, workforce, economy, etc.)
- Existing Conditions Maps (Zoning, Land Use, Natural Features, Ownership, Traffic, Non-motorized Network, Utilities, etc.)



Market Conditions



\$131,194
Median Household Income

\$76,247 in Kent County
\$68,990 in Michigan

Estimated Growth Rate for
MHI from 2023 to 2028

+2.96%
2028: 5151,817



\$394,474
Median Home Value

\$299,450 in Kent County
\$238,153 in Michigan

Owner Occupied
Housing Percentage

85.5%
Michigan: 72.5%

We reviewed...

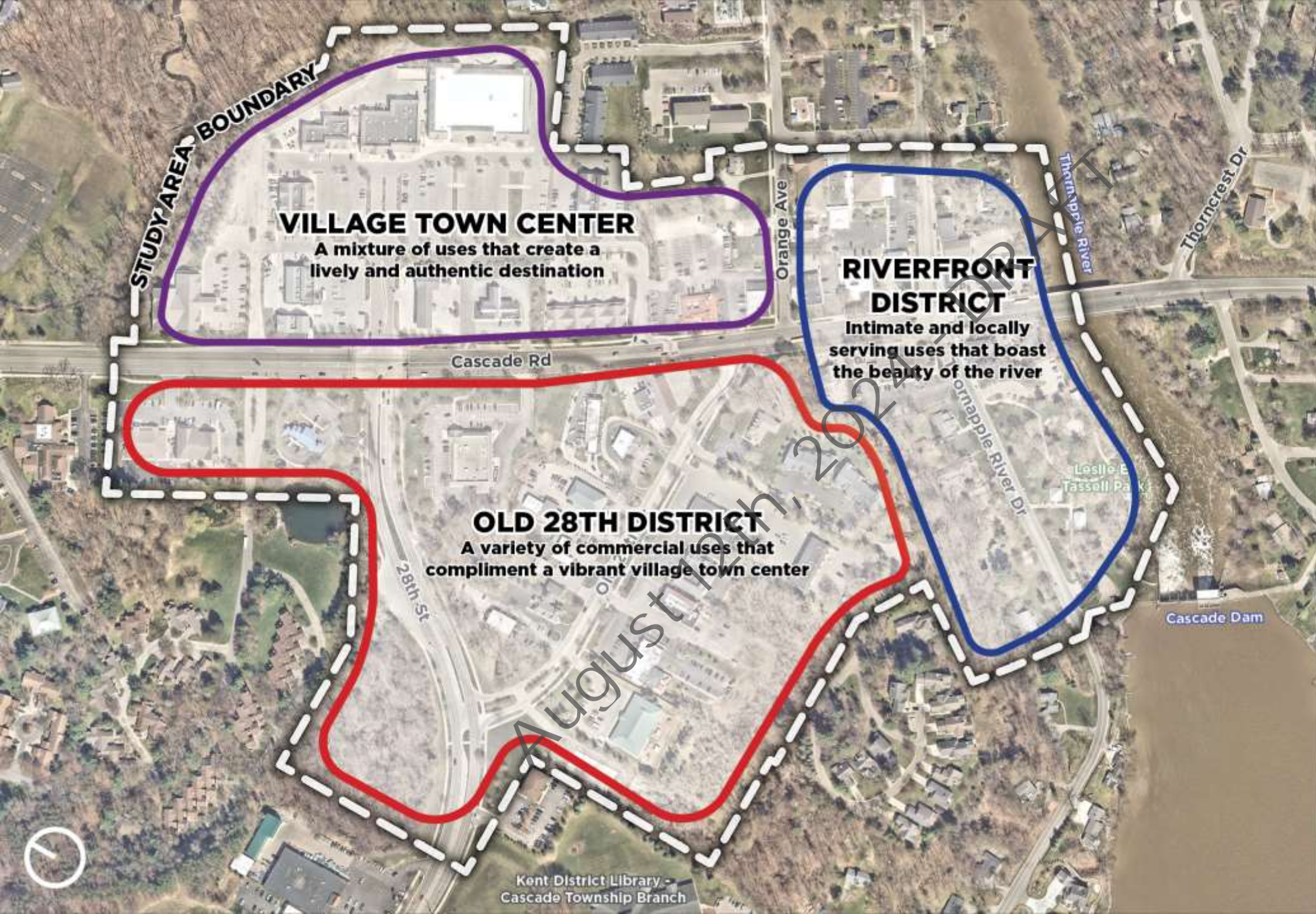
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- Existing Conditions Maps (Zoning, Land Use, Natural Features, Ownership, Traffic, Non-motorized Network, Utilities, etc.)



Existing Conditions: Key Takeaways

- Steady population growth – *charm... maintained!*
- Competitive housing market – *continued (one dimensional) growth!*
- Healthy and diverse economic sectors – *smart neighbors!*
- Appropriate land use and character – *build on, not redefine!*
- New development = PUD? – *Policy updates incoming!*
- Proximity to natural features – *continue to leverage!*
- Available quality of life amenities and infrastructure – *upgrade and supplement into future!*





STUDY AREA BOUNDARY

VILLAGE TOWN CENTER

A mixture of uses that create a lively and authentic destination

RIVERFRONT DISTRICT

Intimate and locally serving uses that boast the beauty of the river

OLD 28TH DISTRICT

A variety of commercial uses that compliment a vibrant village town center

Sub-Districts
Draft v1

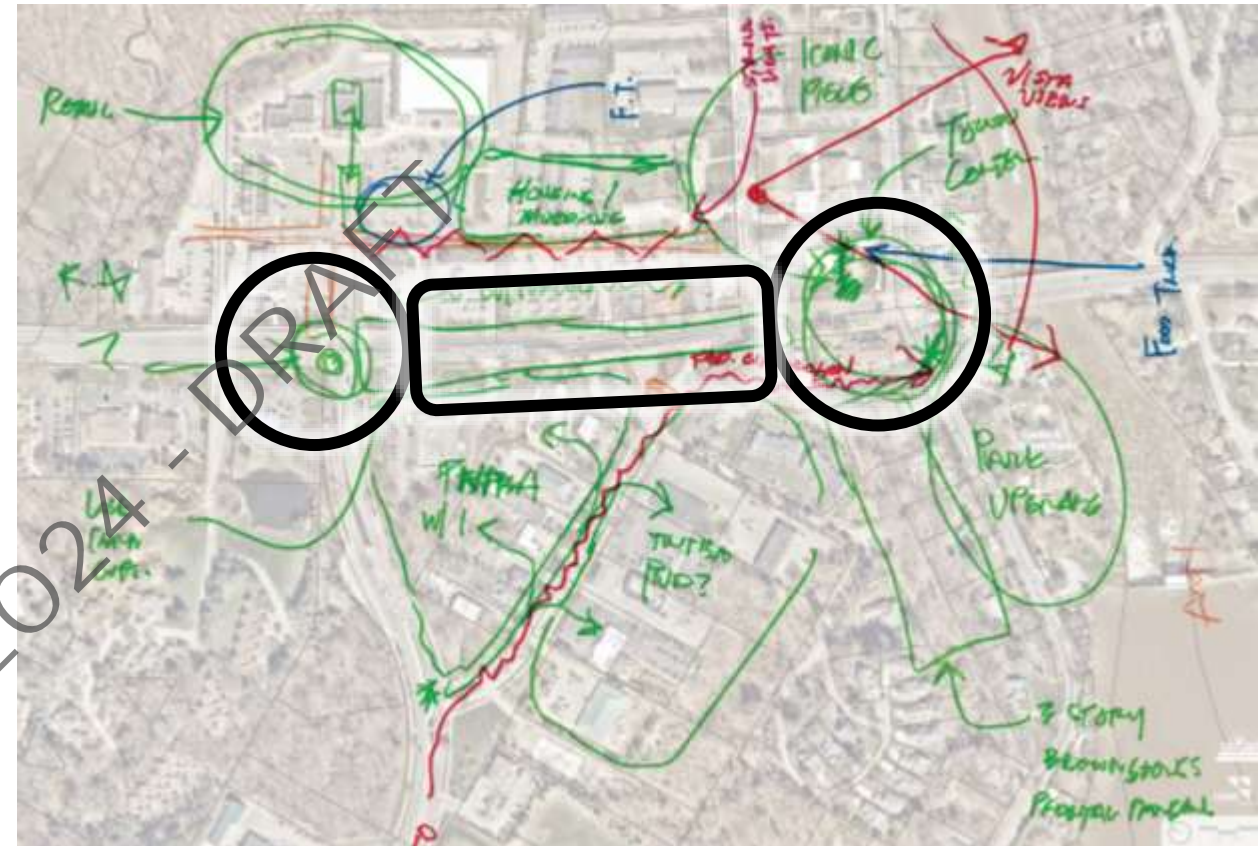
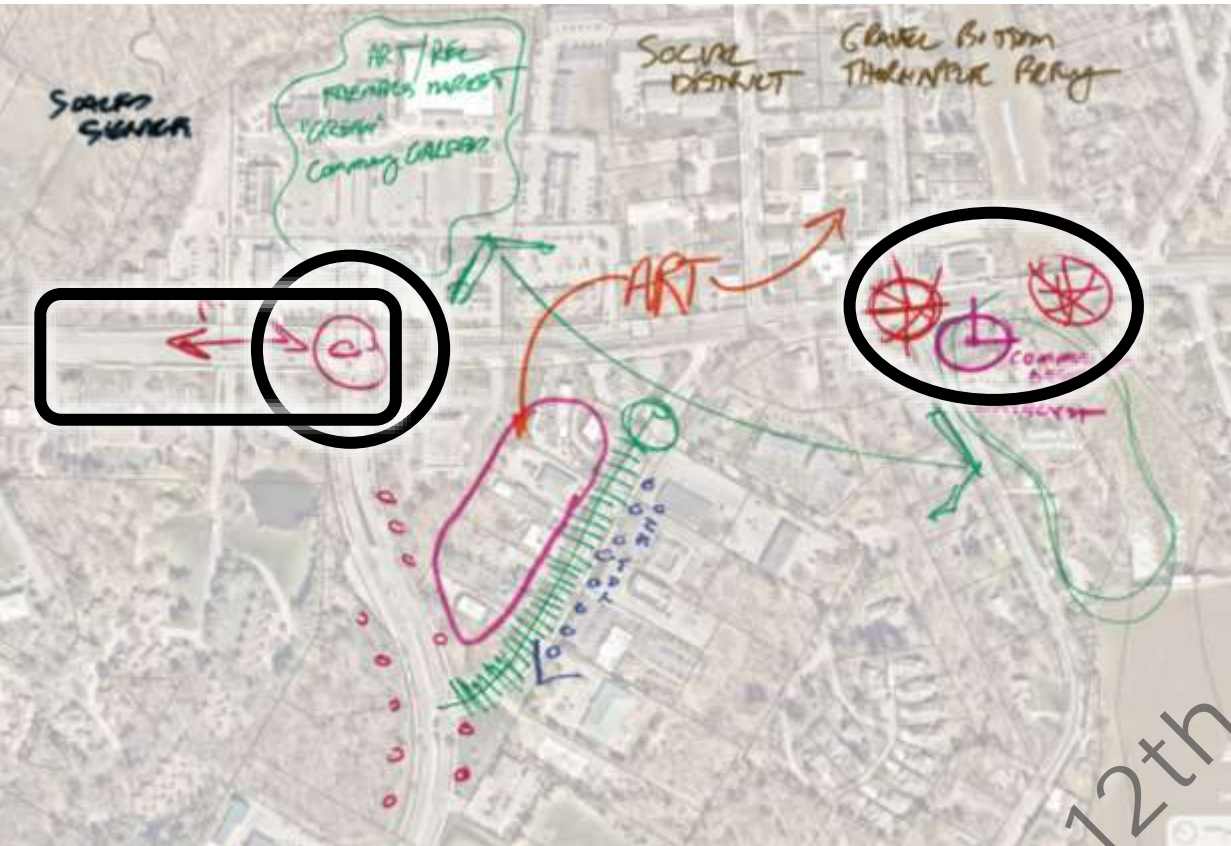


Kent District Library - Cascade Township Branch

Stakeholder Feedback: Key Takeaways

- General Feedback

- Desire to address traffic along Cascade Road - what does that look like? Road diet, roundabout, access management? Open to exploring solutions.
- Opportunity for placemaking and gateway initiatives - create an iconic sense of arrival.
- Bedroom community with a high quality of life - safety, greenspace, recreation, family values, schools, etc.
- Need to be conscious of the next generation moving into the community - how they spend their money, and diversity in housing types, amenities, etc. across all age groups, not just families with school-aged children.



- Desire to address traffic along Cascade Road
- Opportunity for placemaking and gateway initiatives
- Bedroom community with a high quality of life
- Need to be conscious of the next generation moving into the community

Stakeholder Feedback: Key Takeaways

- Riverfront District

- Connect the energy and beauty of the riverfront to downtown and the heart of the community - trails, streetscape, etc.
- Desire for intentional development along riverfront - boast and supplement natural beauty; don't overdevelop.
- Quaint and curated feel - small businesses and access to green space with a boutique feel.

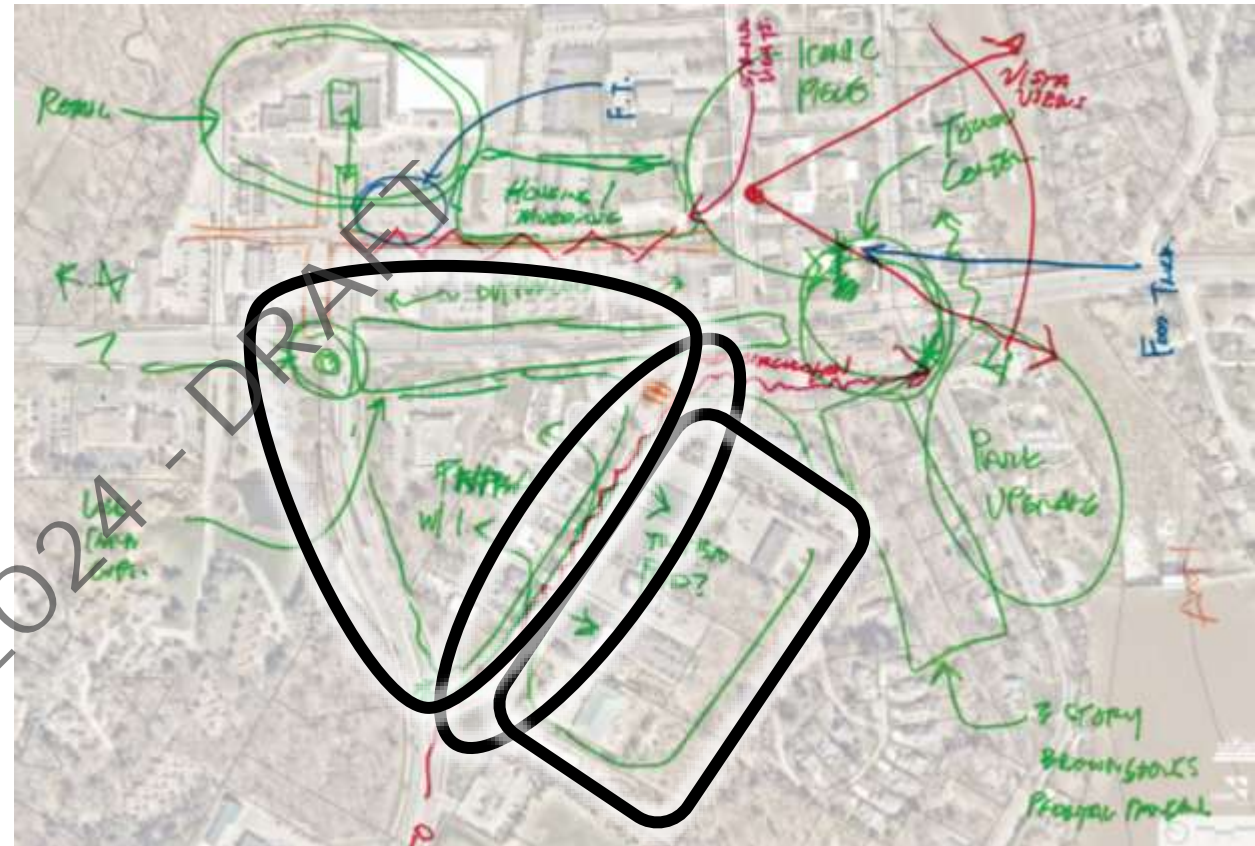
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Stakeholder Feedback: Key Takeaways

- Old 28th Street Area

- Pedestrian friendly and a mixture of uses - opportunity to redefine area through public and private sector solutions.
- A design solution for Old 28th St. is desired and has been discussed - open to exploring a variety of solutions (one way, closed, cul-de-sac, etc.)
- Dated uses make this area a potential area for redevelopment - higher and better uses may be more appropriate due to proximity to Thornapple Center and the riverfront.

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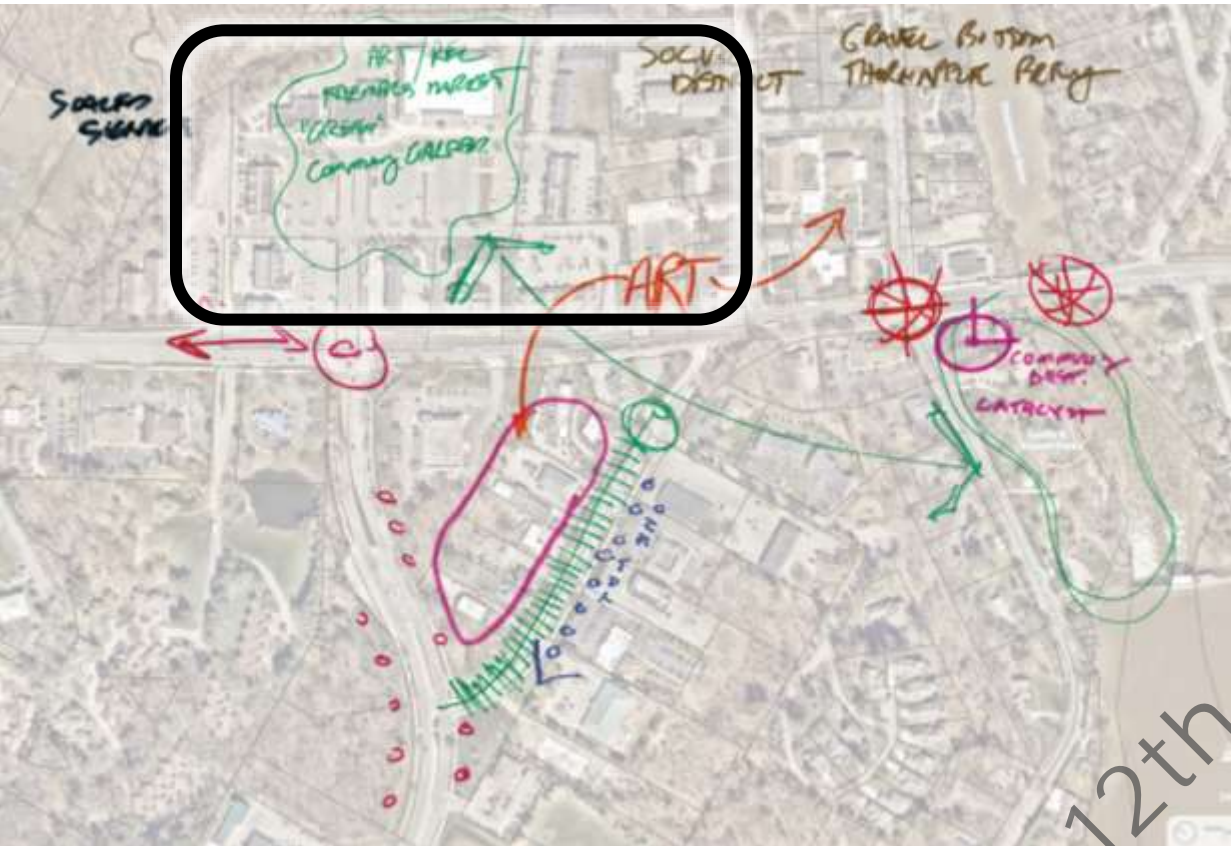


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- A design solution for Old 28th St. is desired and has been discussed
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Stakeholder Feedback: Key Takeaways

- Thornapple Center Area

- An established internal street grid that could allow for incremental-to-catalytic infill - underutilized parking space leaves room for placemaking and development solutions.
- Very low vacancy in commercial and retail spaces - businesses want to be here. If and when redevelopment occurs, staying sensitive to a curated mix of highest and best uses should be a high priority.
- Opportunity for intentional residential and mixed-use infill - stay authentic with curated density, unit types, and desired price points for owner and rental market.



- An established internal street grid that could allow for incremental-to- catalytic infill
- Very low vacancy in commercial and retail spaces
- Opportunity for intentional residential and mixed-use infill

Let's Pause...

Is there **anything we missed** as a part of our analysis OR from what we summarized from the stakeholder session?

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Establishing the Framework

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How did we get here?

Using the key takeaways from the data and engagement methods to the right, we were able to identify key plan goals...

Technical Analysis

Stakeholder Engagement

Best Practices

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Framework Goals



**Iconic
Riverfront Park**



**Connected & Safe
Streetscape**



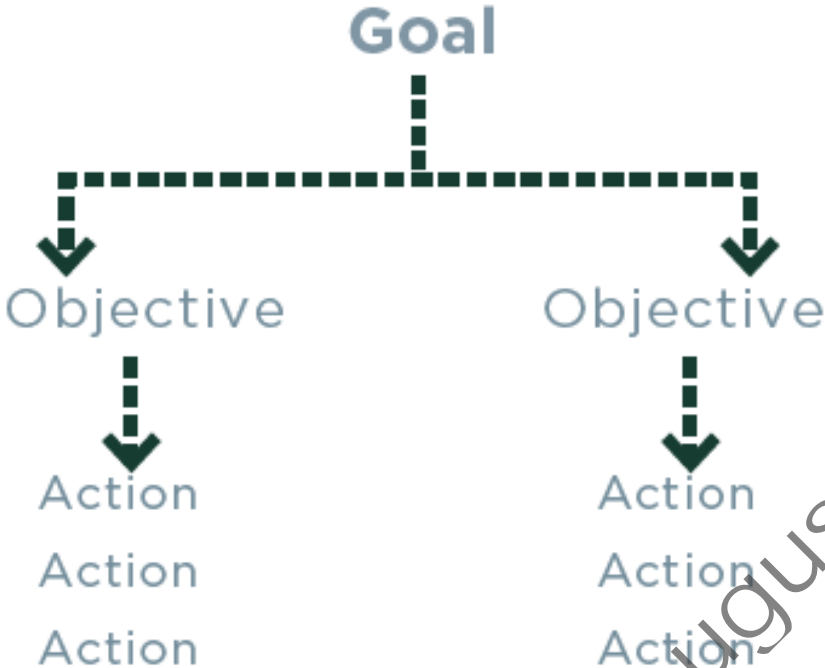
**Vibrant Mixed-use
Village Center**



**Authentic Image
& Brand**

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Framework Goals



Goal: **Desired outcome** *expressed in simple terms.*

Objective: **Statements** *that serve as the framework for future decision making.*

Action: **Project, policy, or program** *intended to achieve the objective.*

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Goal: —

A destination green space along the river that offers a variety of programming.

- Supplement existing programming and integrate new programming to improve Tassell Park - central green, water access, cohesion, etc.
- Important to better connect to the remainder of the downtown - greenways, signage, wayfinding, greenspace nodes, gateways, etc.

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Goal: 

A safe and connected vehicular and pedestrian environment with improved streetscapes and optimized connections.



- **Link the downtown “anchors”** (Thornapple Center and Tassell Park) through updated non-motorized facilities.
- Explore road diet along Cascade Road - reduced number of lanes, improved lighting, wider sidewalks and paths, intersection solutions, etc.
- Address Old 28th Street in tandem with redevelopment solutions - new alignment, cul-de-sac, one way, etc.

Goal: —

A vibrant and authentic village center that supports a variety of commercial and residential uses.



- Explore incremental placemaking initiatives such as pocket parks, small plazas, tactical urbanism with public art in Thornapple Plaza.
- Intentional growth in the Riverfront District - maintain small-town feel and respect to nature.
- Old 28th St. District is a candidate for catalytic infill - a reimagined regional destination with a variety of uses.
- Overall, remain sensitive to number units and square footage of future uses - desire to remain authentic and not overdevelop, but explore a variety of options as it relates to intensity, housing types, and the future residents the community aims to attract.



Goal: —

Inviting and significant gateways that promote the community image and brand.

- The township-owned Tuffy site is the first impression as residents and visitors arrive in the community - ownership and desire to create a sense of arrival and key gateway makes this site a priority project and potential first step for redevelopment.
- Take advantage of the topography coming down 28th St to explore additional gateway features - sense of arrival from I-96 to the west at library



How do we achieve those goals and objectives?

Let's start with a plan framework!

Study Area



Our Framework is made up off...

Placemaking
Elements

Future Place &
Development
Types

Roadway
Typologies

Framework

Draft v1

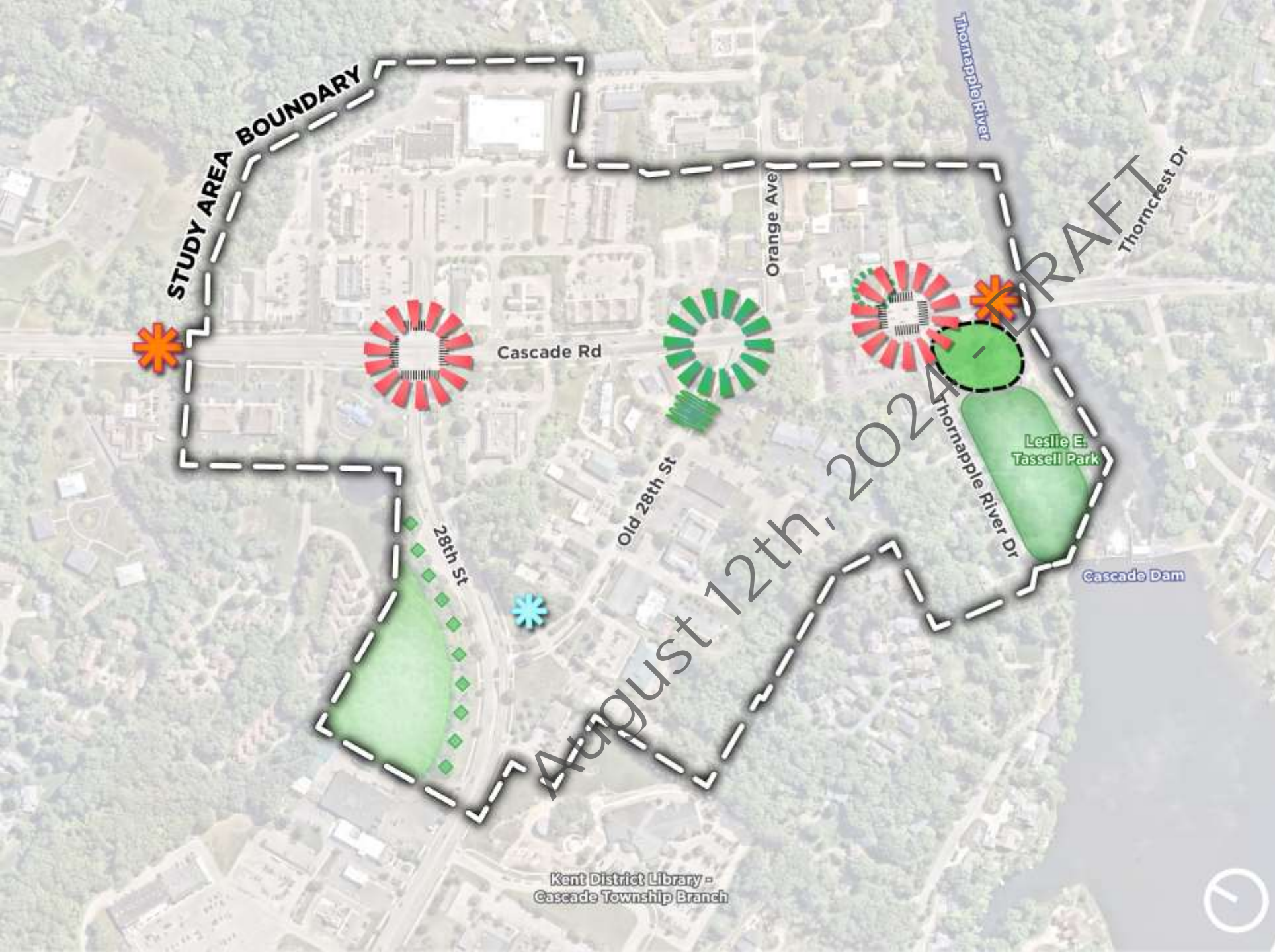


KEY

- Medium Density Residential
- High Density Residential
- Mixed Use
- Public/Semi-Public
- Community Anchor
- Primary Greenspaces
- Secondary Greenspaces

- Primary Roadways
- Secondary Roadways
- Neighborhood Roadways
- Internal Roadways
- Primary Gateways
- Secondary Gateways
- Intersection Improvements
- Greenspace Nodes

Placemaking

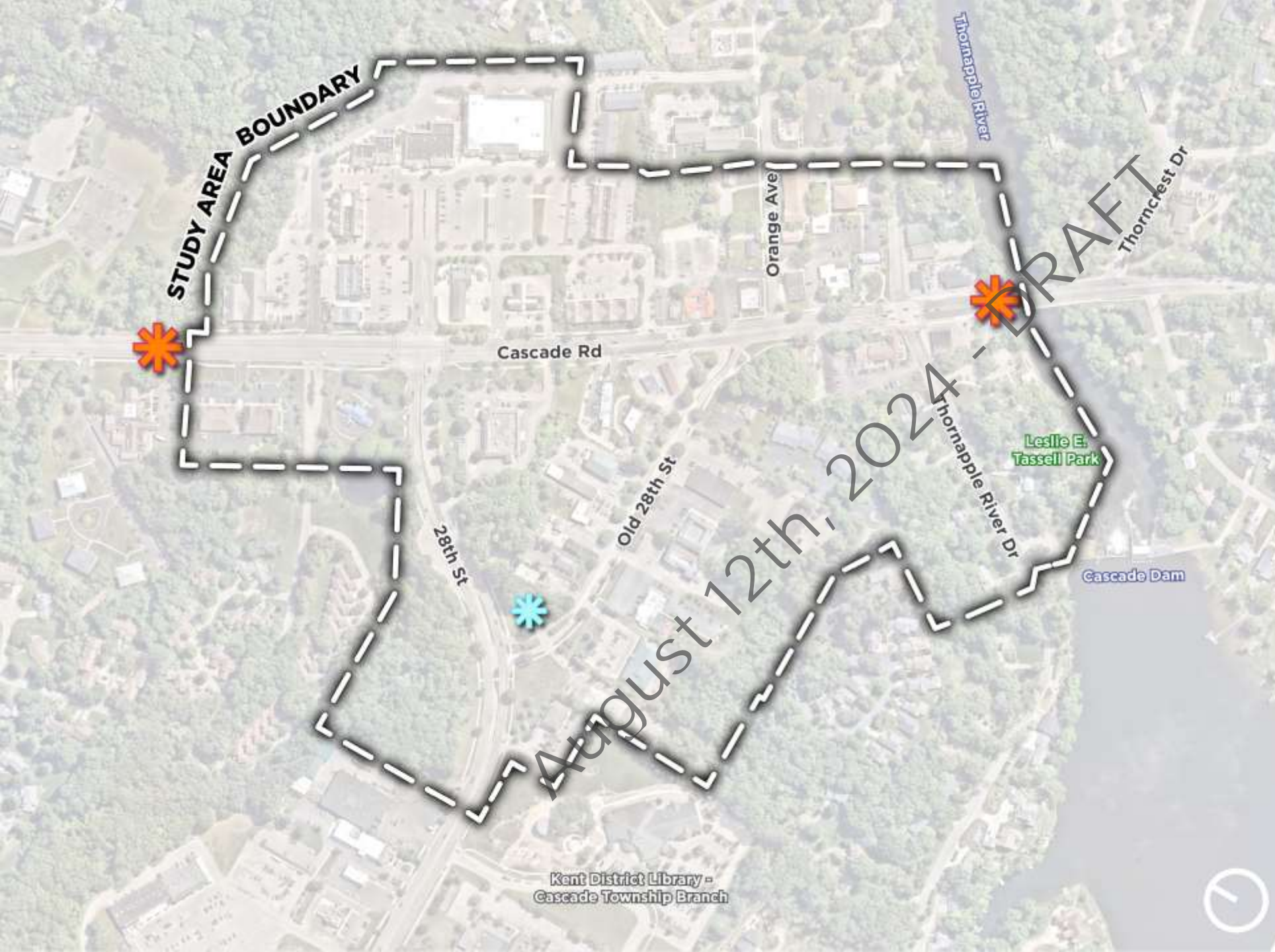


KEY

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- Intersection Improvements
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Gateways

Gateways create a sense of arrival and exist to promote civic identity. It is important to explore a brand and gateway hierarchy at various entry points to the community. Primary gateway elements can be permanent structures or installations, while secondary gateway elements can include tactical urbanism, art, and other low-cost and temporary solutions.







Community Destination

Community Destination is characterized by a local and regional community anchor, which acts as a gateway and catalytic initiative that has the potential to spur economic development in the study area.

Estimated Acreage:
1 Acre







Cascade Rd

2894 Thornapple River Dr

Former Tuffy Site

The Gathering Place

Thornapple River Dr

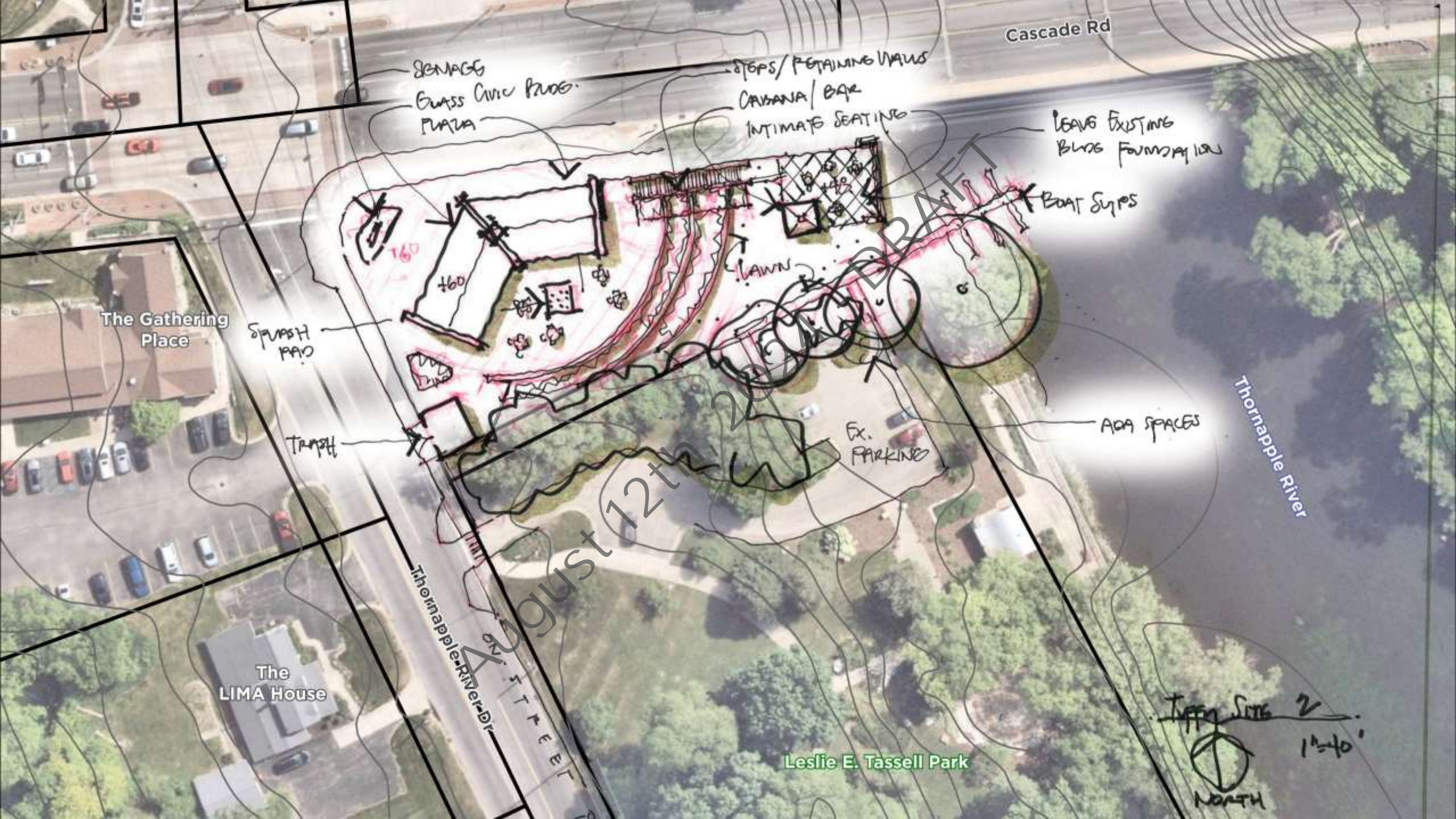
The LIMA House

Leslie E. Tassell Park

Thornapple River

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Cascade Rd

SEWAGE
EARTH CIVIC PROG.
PLAZA

STEPS/RETAINING WALLS
CAVANA/BAR
INTIMATE SEATING

LEAVES EXISTING
BLDG FOUNDATION

BOAT STOPS

LAWN

The Gathering
Place

SPRASH
PAD

TRASH

EX.
PARKING

ADA SPACES

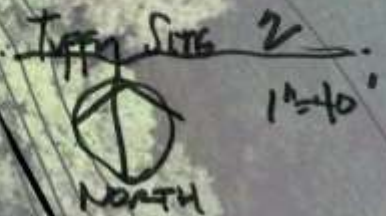
Thornapple River

The
LIMA House

Thornapple River Dr

ON
5
T
R
E
E
T

Leslie E. Tassell Park





READING GARDEN
FED. PLAZA

Cascade Rd

ART/STORAGE
GREEN

WOOD BRIDGE CONNECTION
OVERLOOK

The Gathering Place

EX. SPECIMEN TREES

ON-STREET
PARKING
(TYP.)

STADIUM STOPS
TO WATER

TRASH/
BOH

SPASH PAD
+48

FISHING DECK
The Maple River

SERVICE

+60
CIVIC BUILDING

LAWN

The Maple River Dr

CONNECT TO
EX. PATH

The LIMA House

Leslie E. Tassell Park

TUFFY SITE 3
1"=40'
2



ART/SIGNAGE

GREEN

EX. STRUCTURE + PAVILION

**MULTI-PURPOSE
STRUCTURE**

SPLASH PAD

PEDESTRIAN PLAZA

**FORMAL
GREEN**

STADIUM STEPS

DOCK/OVERLOOK

The Gathering Place

The LIMA House

Leslie E. Tassell Park

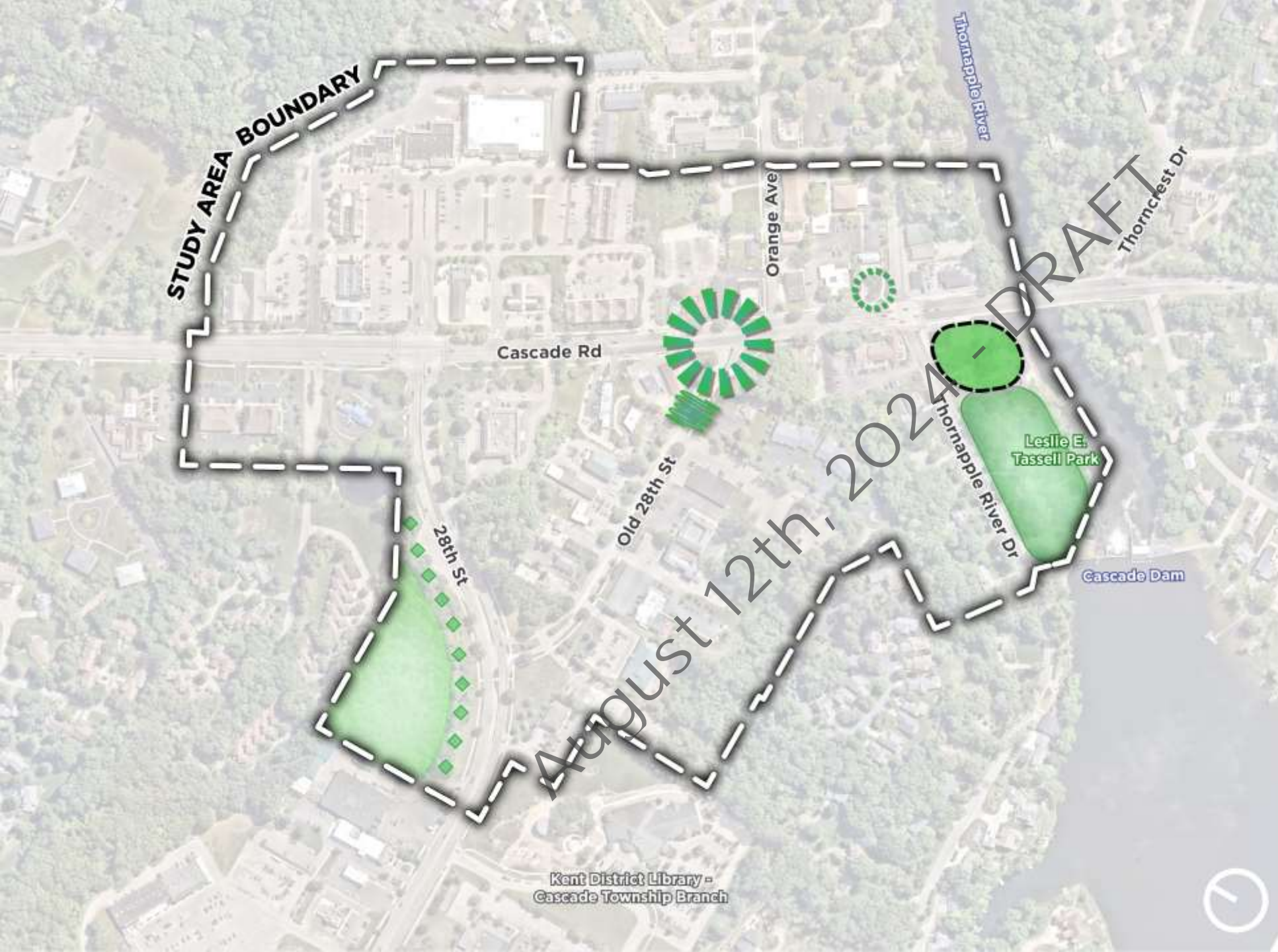
Gaseade Rd

Thornapple River Dr

Thornapple River

Greenspace Nodes

A healthy variety of parks and greenspaces add tremendous social and economic value to a community. Identifying key improvements to Tassell Park, creating green nodes along key intersections, and utilizing undeveloped greenspace as a potential gateway, are all strategies to improve the natural condition of the area.





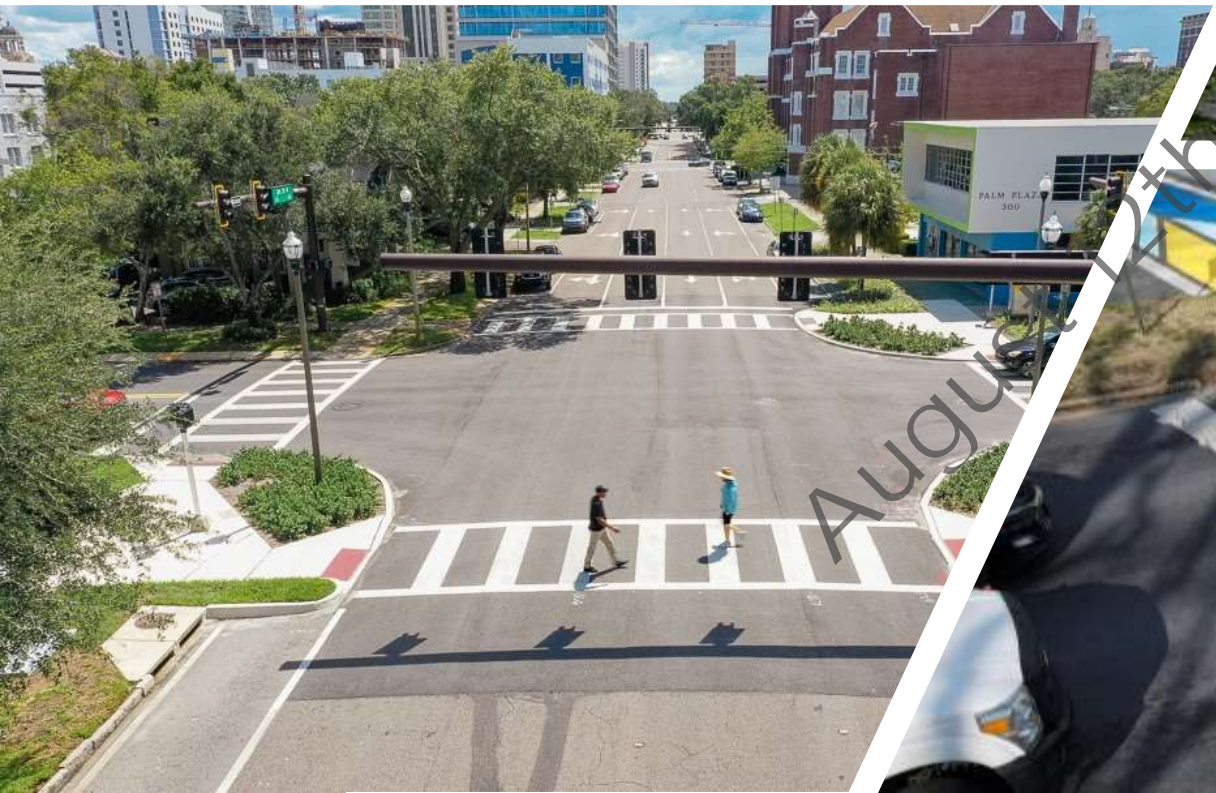


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Intersection Improvements

Intersection improvements help create a safer environment, not only for pedestrians, but motorists as well. Wider crosswalks, optimized signal times, refuge islands, turning angles, etc. can all be solutions to help improve the condition of an intersection.





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Framework

Draft v1



KEY

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- High Density Residential
- Mixed Use
- Public/Semi-Public
- Community Anchor
- Primary Greenspaces
- Secondary Greenspaces

- Primary Roadways
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Medium Density Residential

Medium Density Residential is characterized by a range of small-lot detached, attached single-family, and/or multi-family housing types, which may include for rent or for sale options with on-site, shared amenities.

Estimated Acreage:
24.5 Acres



Franklin, TN



Prospect, KY

Minimal Change



New Albany, OH



Ladue, MO

Incremental Change



Nashville, TN



Birmingham, MI

Transformational Change



High Density Residential

High Density Residential is characterized by a range of multi-family housing types, which may include for rent or for sale options with on-site, shared amenities.

Estimated Acreage:
3 Acres



Rochester Hills, MI



Beachwood, OH



Upper Arlington, OH



Carmel, IN



Columbia-Tusculum, OH

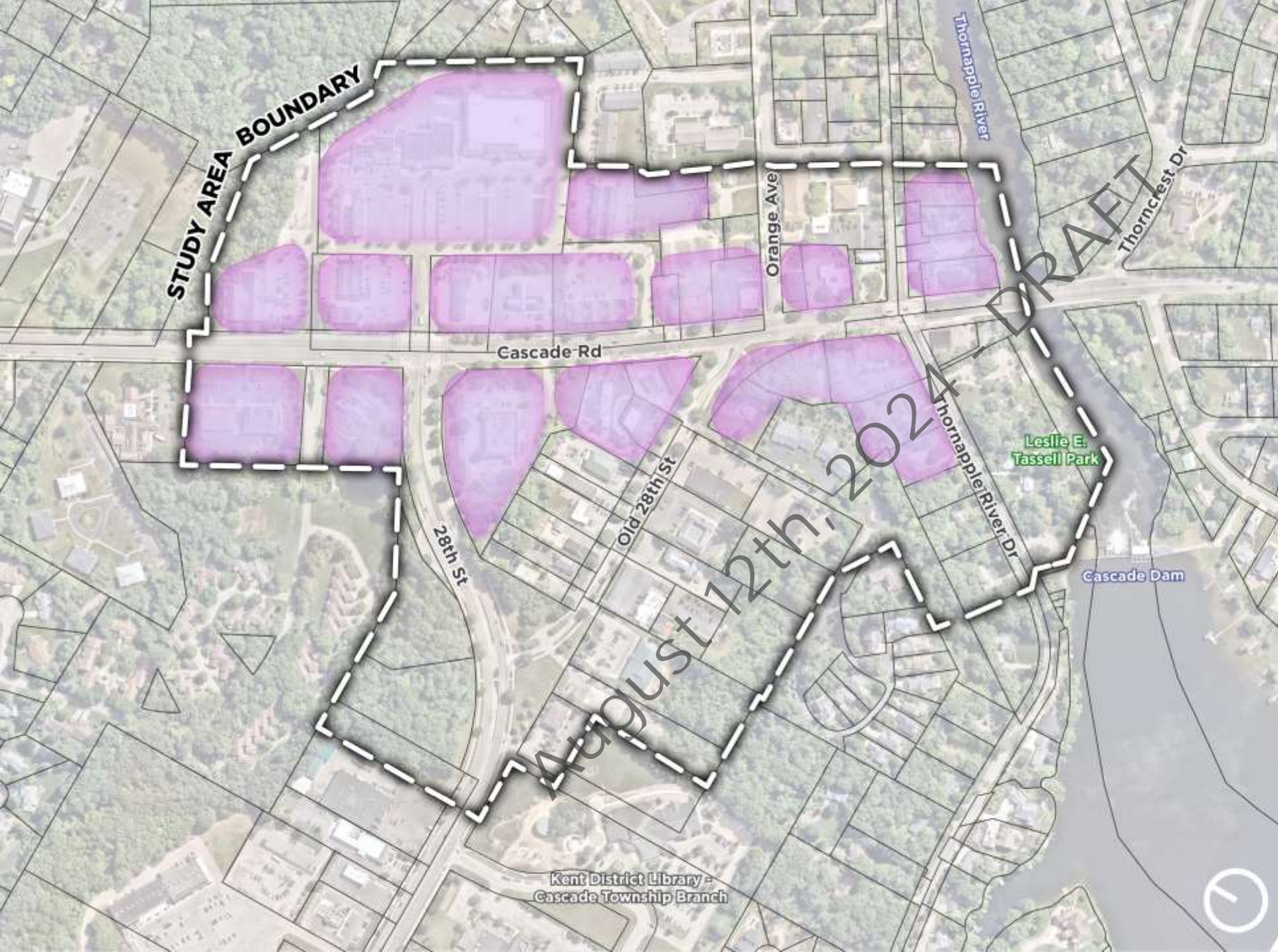


Gaithersburg, MD

Minimal Change

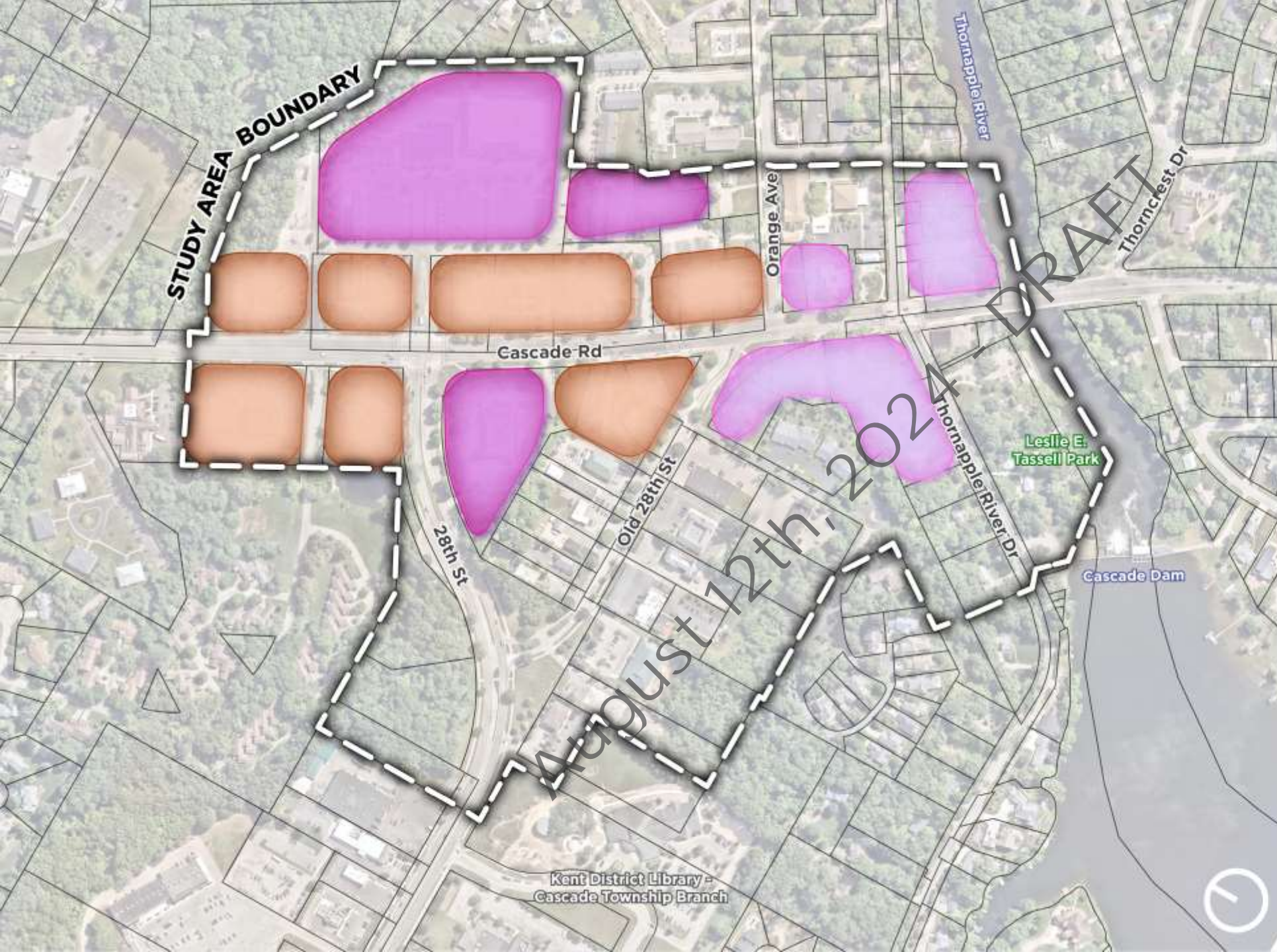
Incremental Change

Transformational Change



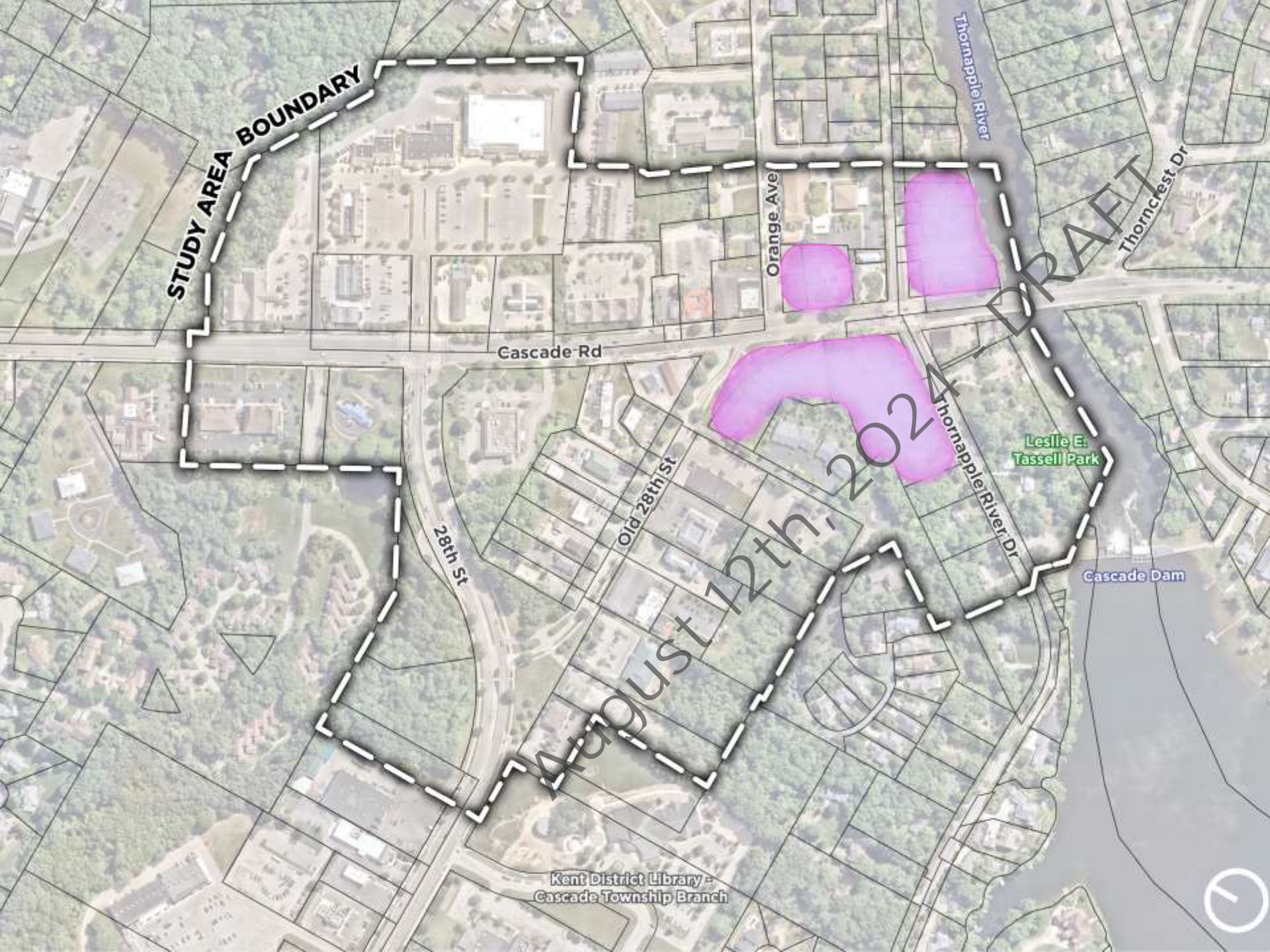
Mixed Use

Mixed Use Detail



KEY

- Village Mixed-Use
- Corridor Mixed-Use
- High Density Mixed-Use



Village Mixed-Use

Village Mixed-Use is characterized by a range of uses such as office, retail, and commercial, which compliment the intimate and boutique nature of the historic riverfront district remaining sensitive to authenticity and community image.

Estimated Acreage:
7 Acres



Loveland, OH



Petoskey, MI

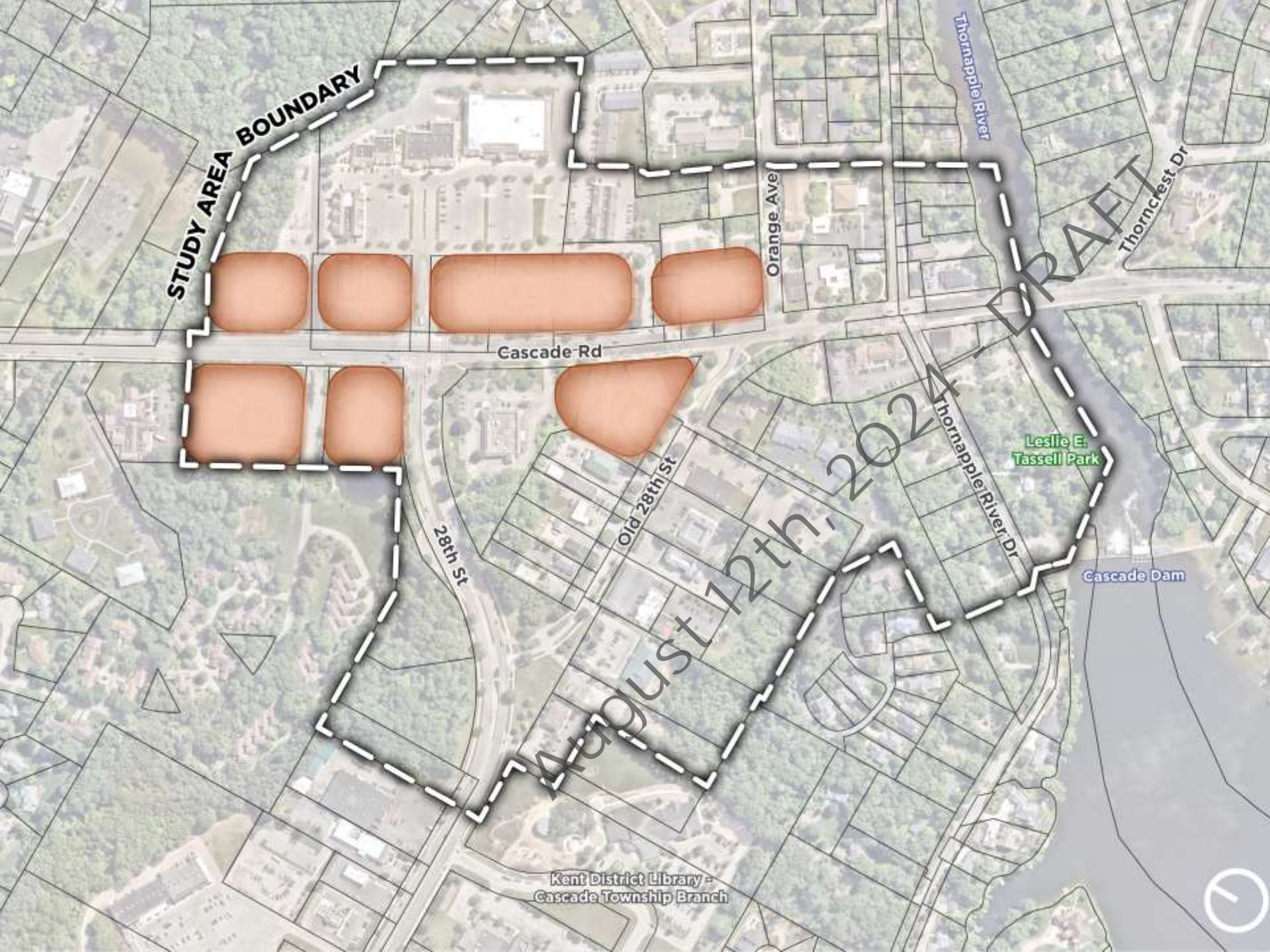


Chatham, MA



Saugatuck, MI

August 12th, 2024



Corridor Mixed-Use

Corridor Mixed-Use is characterized by a range of uses such as office, retail, and commercial, which complement the commercial nature of the corridor remaining sensitive to scale and intensity.

Estimated Acreage:
14.75 Acres



Cascade, MI



Brentwood, TN



Gahanna, OH



New Albany, OH



Ft. Worth, TX

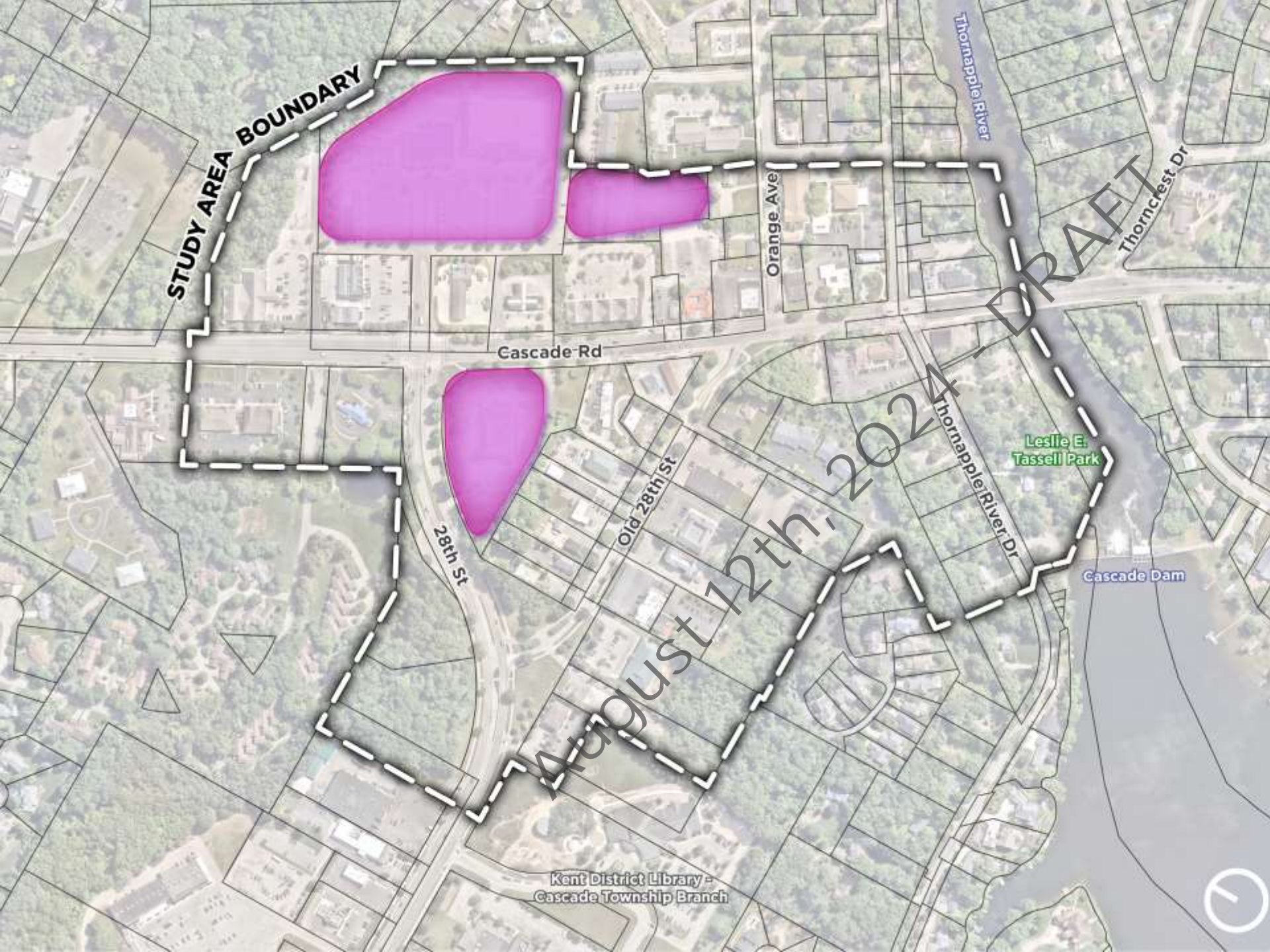


Minneapolis, MN

Minimal Change

Incremental Change

Transformational Change



High Density Mixed-Use

High Density Mixed-Use is characterized by a range of uses such as office, retail, commercial and high-density residential unit types, which anchors key areas in the mixed-use district as vibrant entertainment and high-density residential neighborhood.

Estimated Acreage:
15 Acres



Minimal Change

Incremental Change

Transformational Change







Public/ Semi-Public

Public/Semi-Public is characterized by a variety of public and institutional uses, such as government, education, faith-based, and other quasi-public uses that are essential to the fabric of the community.

Roadways



- KEY**
- Primary Roadways
 - Secondary Roadways
 - Neighborhood Roadways
 - Internal Roadways



Type 1: Primary

Primary roadways are intended to maintain their general nature as it relates to moving vehicular traffic. While a road diet may not be realistic at this present time, adding additional safety and connectivity elements to the streetscape will help improve the pedestrian environment.

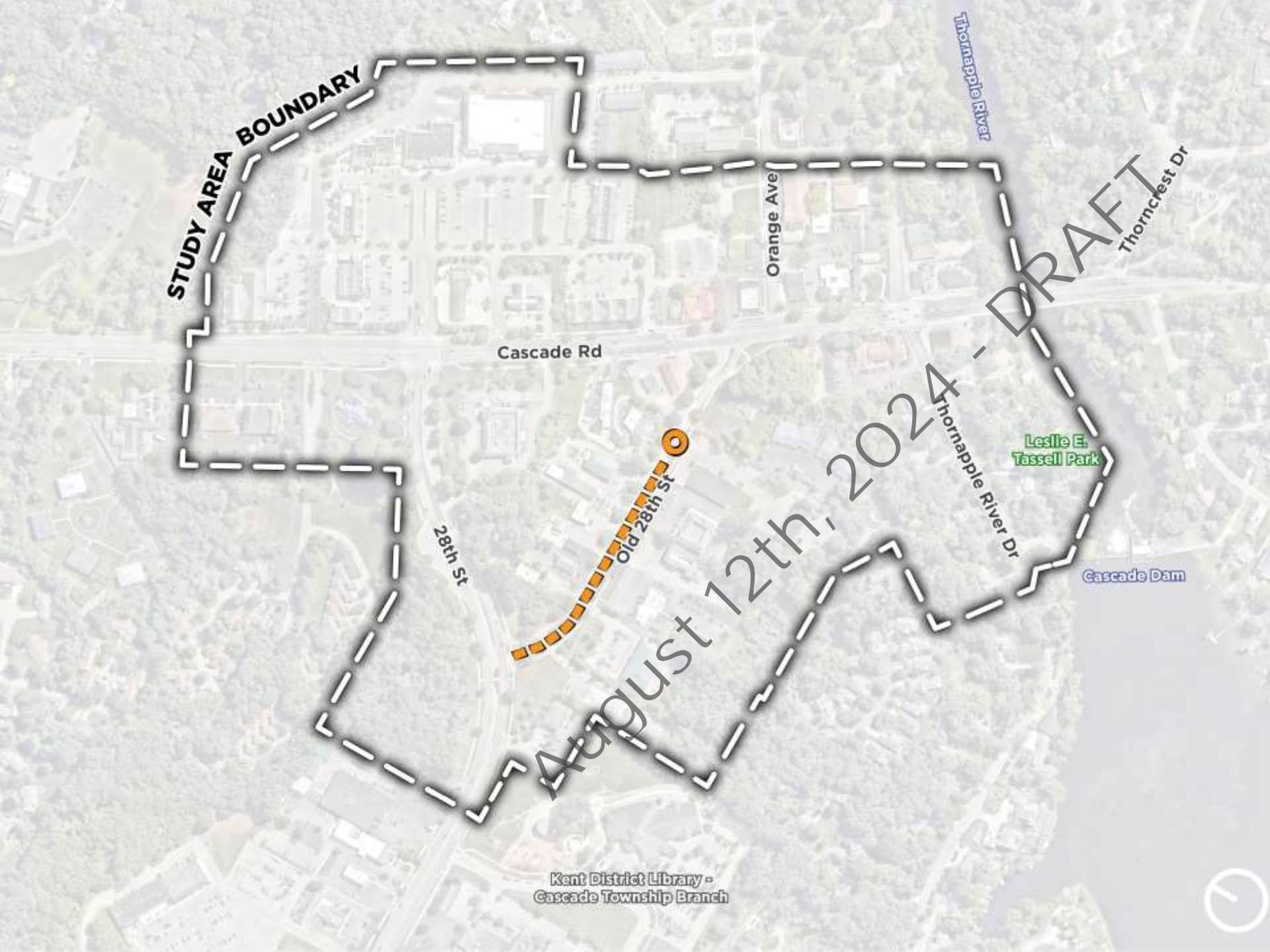




Type 2: Secondary

Secondary roadways divert more minor traffic to other areas of the community. Exploring reconfiguration to support multi-use paths, expanded sidewalks, and mid-block crossings will help improve the pedestrian environment.





Type 3: Neighborhood

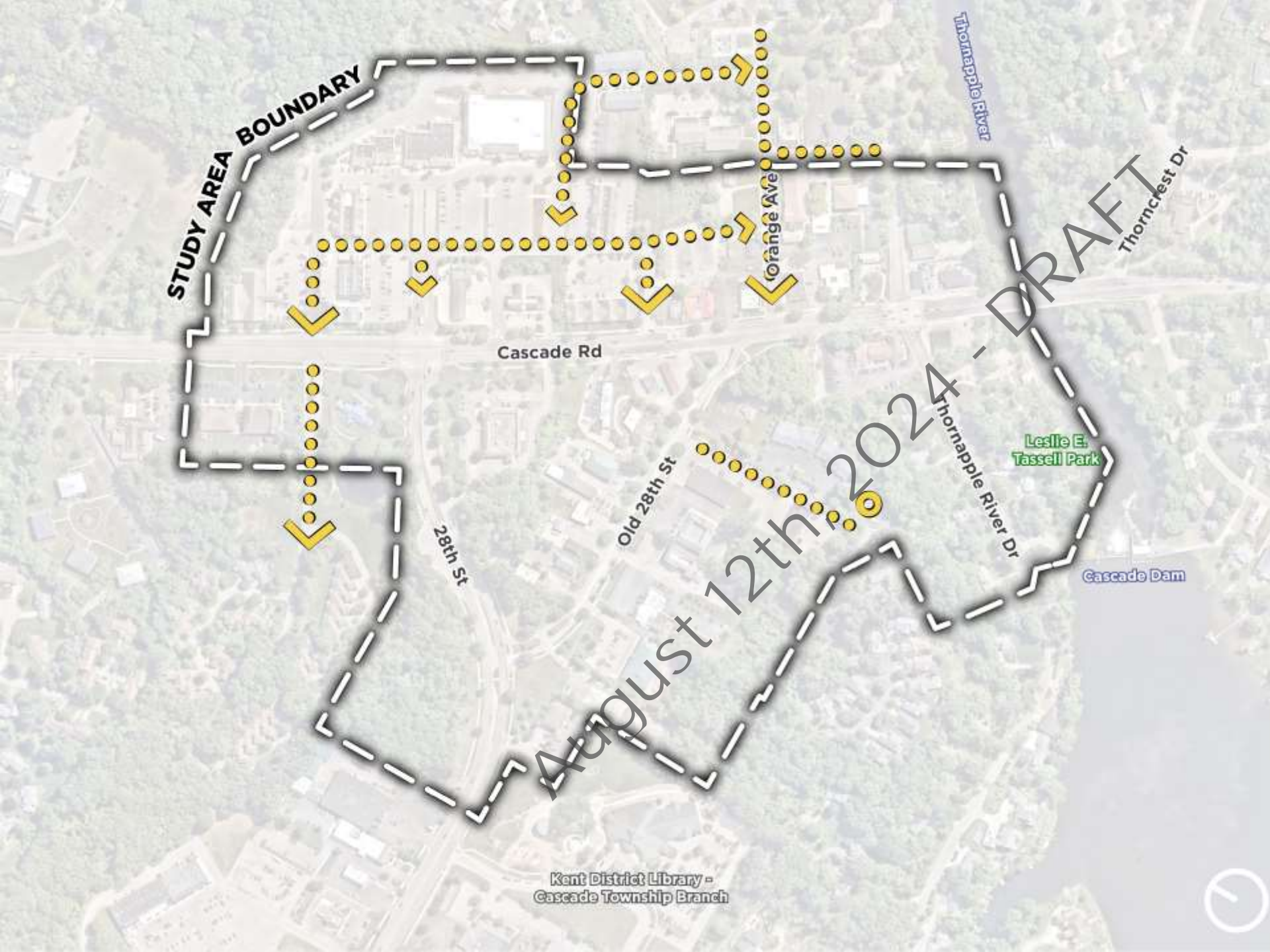
Neighborhood roadways are intended to offer an intimate pedestrian setting for an imagined residential neighborhood with wide sidewalks, street trees, lighting, seating, on-street parking, and other pedestrian-scale amenities to improve safety and connectivity.



August 2024

Type 4: Internal

Internal roadways connect destinations and amenities interior to individual sites. While they are likely to be different in scale and configuration, a focus on traffic calming and safety features help contribute to a healthy internal network.





Let's Discuss!

1. What are your **general reactions** to the framework?
2. Do you feel comfortable with the direction, and **would like us to proceed** to design three (3) concepts?





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Phase 2: Plan

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Create a 3D model and finalize the plan to begin concept implementation!

Spring



Summer



Fall



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OHM

Advancing Communities®

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Share your vision with us, and together, we'll
create great places for people.