

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
January 16, 2018
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance

- ARTICLE 2.** Approval of the Agenda

- ARTICLE 3.** Approval of the Minutes of November 21, 2017 Meeting

- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*

- ARTICLE 5.** Discuss the Review the 2018 Budget

- ARTICLE 6.** Discuss Purchase of Holiday Decorations

- ARTICLE 7.** Discuss Potential 2018 Projects

- ARTICLE 8.** Update on Marketing Plan Tactics

- ARTICLE 9.** Election of Officers

- ARTICLE 10.** Any Other Business
 - a. Contact List for Board Members
 - b. Update on Planning Activities

- ARTICLE 11.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, November 21, 2017
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Huhn called the meeting to order at 5:30 P.M.
Members Present: Beahan, Huhn, Puplava, Ridings, Rowland, Stephan
Members Absent: Kingsland, Siegle, and Smith
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Beahan to approve the Agenda. Supported by Member Puplava. Motion carried 6 to 0.

ARTICLE 3. Approve the Minutes of the October 17, 2017 Meeting.

Motion was made by Member Puplava to approve the Minutes as presented. Supported by Member Rowland. Motion carried 6 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

No one came forward.

ARTICLE 5. Discussion of Marketing Plan & Tactics

Director Korhorn stated that at the October meeting, Nancy Shore of Q+M presented the draft marketing plan to the DDA Board. At that meeting, the DDA picked Logo Concept 3 to move forward with. As part of the contract with Q+M, the DDA has approximately \$5,000 in the budget for 2017 to spend on tactics.

After the October meeting, the “madeincascade.org” web domain was secured. A decision will need to be made how to use and populate that site. However, Director Korhorn believes that the most important item moving forward at this time would be the business directory/guide.

Visitors of the library concert series repeatedly ask for some type of guide so they can visit the Cascade businesses and restaurants. This guide could be located in hotel rooms and placed at different businesses and sports facilities around the Township.

Discussion commenced concerning what would be the best way to spend the \$5,000, which tactic(s) to proceed with at this time, as there were so many options to choose from. In the end, it was thought that with the amount of money there was to spend, that it made sense to move forward with Director Korhorn’s suggestion. Use the business guide as an initial push to get the Township’s marketing plan underway. There

was also a suggestion that in that initial push that the business guide be used along with the microsite and newsletters.

Motion was made by Member Puplava and supported by Member Rowland to approve the following tactics:

- 1. Business Guide;**
- 2. Microsite;**
- 3. Print newsletter template; and**
- 4. Email newsletter template.**

Motion carried 6 to 0.

ARTICLE 6. Discuss Additional Holiday Decorations

Director Korhorn stated that similar to last year, Bronner's will be holding their sale on holiday decorations through February 28, 2018. The sale will include all of the items purchased for this year's display.

Last year the Board ordered 49 – 3' snowflakes (four different designs) in cool white for the village. The breakdown was:

<u>Snowflake</u>	<u>Quantity</u>	<u>Price</u>
Diamond	14	\$276.00
Silhouette	15	\$299.00
Winterfest	10	\$319.00
Spiral	10	\$339.00

Also purchased was a 16' Paramount tree in multi-colored lights to place at the bottom of Old 28th and Cascade Road. The old snowflakes are currently placed along 28th Street, however, we chose not to light them.

Director Korhorn recommends that the DDA move forward and order additional snowflakes and/or decorations that can be displayed throughout the district. Funds were placed in the 2018 budget to accommodate this action.

After some general discussion, it was decided that the Board members wanted to get a look at the 2017 purchases that were currently put in place and think about what might be needed in 2018. Therefore, a decision on this matter was tabled until the January 2018 meeting.

ARTICLE 7. Discuss Future Projects

Director Korhorn stated that over the past few meetings there was discussion of future projects in the DDA District. Discussion included the sidewalk loop on Orchard Vista in Centennial Park, along with some road improvements in Centennial Park. However, neither of those would take place until 2019. In order to plan and budget and work in

conjunction with the Kent County Road Commission, the DDA board will need to make a decision by February, 2018.

Director Korhorn gave a list of other potential projects for consideration:

1. Sidewalk extension on Cascade Road from Independent Bank to Cascade Hospital for Animals;
2. 28th Street Mid-Block Crossing;
3. Gateway Signage;
4. Village Gateway Improvements;
5. Path from Tassell Park to Library; and
6. Purchase of Riverfront Properties.

Director Korhorn then presented a list of projects which she placed into the 2018 budget:

1. Seal the Stamped Concrete in the Village (which should be done every couple of years);
2. Bus Service;
3. Cascade Metro Cruise Warmup;
4. Cascade Library Concert Series & Summer Events;
5. Streetlight Painting;
6. Purchase of additional Holiday Decorations; and
7. Marketing Materials.

Director Korhorn asked that the Board keep all of these projects in the forefront as a decision will need to be made by the February meeting.

General discussion commenced specifically concerning the DDA budget, the potential cost of each project and who, if anyone, might help the DDA fund some of these projects.

No formal decision was made at this meeting.

ARTICLE 8. Consider 2018 Meeting Schedule

Director Korhorn presented a tentative DDA meeting schedule for 2018. Meetings are held on the 3rd Tuesday of the month. The 2018 meeting schedule would be as follows:

- January 16
- February 20
- March 20
- April 17
- May 15
- June 19
- July 17
- August 21
- September 18
- October 16
- November 20
- December 18

Motion was made by Member Pupilava to approve the 2018 DDA Meeting Schedule as presented. Supported by Member Ridings. Motion carried 6 to 0.

ARTICLE 9. Any Other Business

- a. Update on Planning Activities

ARTICLE 10. Adjournment.

**Motion was made by Member Beahan to adjourn. Supported by Member Puplava.
Motion carried 6 to 0. The meeting was adjourned at 6:30 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary

DRAFT

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Review of 2018 Budget

Meeting Date: January 16, 2018

I placed a copy of the DDA budget in this packet. A few areas worth mentioning are:

- a. Maintenance and Repair – This fund is generally used for streetlight maintenance, bulbs, flowers, soil, weed and feed applications, irrigation repair, mulch, sidewalk maintenance, etc. The maintenance budget for FY2017 is \$72,800. This amount is quite a bit higher this year than last because we added \$25,000 for sealing of the stamped concrete and \$10,000 for trash cans at the bus stops.
- b. Special Projects – \$60,000. Funds have been set aside for additional holiday decorations, events, marketing/promotional materials, a sculpture at the Museum Gardens and PR services.
- c. Bus Service - \$104,000.00 is the maximum amount the DDA agreed to pay for the cost of the 28th St. bus line for 2018.

Updates on where we are with the budget will be provided to you throughout the year.

01/10/2018

BUDGET REPORT FOR CASCADE CHARTER TOWNSHIP

CASCADE CHARTER TOWNSHIP

2018 RECOMMENDED BUDGET REPORT

GL NUMBER	DESCRIPTION	2015 ACTIVITY	2016 ACTIVITY	2017 AMENDED BUDGET	2018 RECOMMENDED BUDGET	2018 RECOMMENDED AMT CHANGE	2018 RECOMMENDED % CHANGE
ESTIMATED REVENUES							
Dept 000							
248-000-401-401	TAXES - CASCADE TOWNSHIP	148,136	165,188	186,715	210,630	23,915	12.81
248-000-401-402	TAXES - G.R.C.C.	84,928	93,448	106,138	110,000	3,862	3.64
248-000-401-403	TAXES-KENT COUNTY	259,773	286,666	349,495	375,000	25,505	7.30
248-000-401-406	KDL TAXES-DDA	53,800	59,993	67,815	76,500	8,685	12.81
248-000-665-000	INTEREST REVENUE	11,842	6,321	6,300	4,000	(2,300)	(36.51)
248-000-671-683	REIMBURSEMENTS/REFUNDS		8,518				
248-000-675-000	DDA CONTRIBUTIONS - MISC			6,500		(6,500)	(100.00)
248-000-675-300	DDACONTRIB & DONATION- METRO CRUISE	4,035	19,512	15,000	6,000	(9,000)	(60.00)
248-000-675-310	DDA CONTRIBUTION & DONATION-SCULPTURE		10,000				
248-000-676-000	INSURANCE REIMBURSEMENT	6,013	406				
Totals for dept 000 -		568,527	650,052	737,963	782,130	44,167	5.98
TOTAL ESTIMATED REVENUES		568,527	650,052	737,963	782,130	44,167	5.98
APPROPRIATIONS							
Dept 170 - DDA OPERATIONS/CONSTRUCTION							
248-170-723-000	DDA - MEMBERSHIP AND DUES		270	1,600	900	(700)	(43.75)
248-170-724-000	DDA - EDUCATION		825	2,000	2,000		
248-170-787-000	OTHER EXPENSES	8,276	4,295	10,000	5,000	(5,000)	(50.00)
248-170-821-000	ENGINEERING	3,350	301	10,000	15,000	5,000	50.00
248-170-826-265	LEGAL	560	160	2,500	2,500		
248-170-860-000	DDA - MILEAGE		66	400	400		
248-170-861-100	BUS SERVICE 28TH ST		79,446	97,187	104,000	6,813	7.01
248-170-921-000	ELECTRICITY	24,989	22,889	27,000	25,000	(2,000)	(7.41)
248-170-922-000	STREETLIGHTS	13,024		8,000	5,000	(3,000)	(37.50)
248-170-924-100	CELL PHONES	80	659	900	900		
248-170-927-000	WATER-SEWER	2,601	4,312	6,500	5,500	(1,000)	(15.38)
248-170-931-000	MAINT & REPAIR/IMPROVEMENTS	22,024	32,861	37,800	72,800	35,000	92.59
248-170-931-300	DDA REPAIR & MAINT- METRO CRUISE WU	8,817	23,895	20,000	10,000	(10,000)	(50.00)
248-170-950-000	DDA PROPERTY TAX REFUNDS	11,666	5,664	10,066	10,000	(66)	(0.66)
248-170-967-000	SPECIAL PROJECTS	1,000	18,397	75,000	60,000	(15,000)	(20.00)
248-170-980-266	SIDEWALK CONST - W 28TH ST		433				
248-170-981-000	SMALL EQUIP AND FURNITURE	72		500	500		

Totals for dept 170 - DDA OPERATIONS/CONSTRUCTION		96,459	194,473	309,453	319,500	10,047	3.25
Dept 901 - CAPITAL OUTLAY							
248-901-821-051	ENGINEERING- MUSEUM GARDENS	41,280	1,243				
248-901-821-052	ENGINEERING-OLD 28TH STREE REALIGNME	5,604					
248-901-821-053	ENGINEER-MILLAGE AREA MID-BLOCK CROS:	677	682				
248-901-821-054	ENGINEERING- ENHANCED INTERSECTIONS	144,648	5,816				
248-901-974-000	CAPITAL OUTLAY - LANDIMP		27,386				
248-901-974-051	MUSEUM GARDENS PROJECT	275,999	67,215				
248-901-974-052	OLD 28TH ST REALIGNMENT	77,020	14,980				
248-901-974-053	CAP OUT-VILLAGE AREA MID-BLOCK CROSSII	160,000	52,168				
248-901-974-054	CAPITAL OUTLAY- ENHANCED INTERSECTION	1,164,551	13,000				
Totals for dept 901 - CAPITAL OUTLAY		1,869,779	182,490				
Dept 965 - TRANSFERS OUT							
248-965-999-101	TRANSFER TO GENERAL FUND	94,340	94,340	94,340	98,077	3,737	3.96
Totals for dept 965 - TRANSFERS OUT		94,340	94,340	94,340	98,077	3,737	3.96
Dept 990 - DEBT SERVICE							
248-990-992-003	MUN BOND 2010 /PRINCIPAL	89,000	91,000	95,000	97,000	2,000	2.11
248-990-996-003	MUN BOND 2010 / INT & FEES	17,958	15,777	15,518	10,362	(5,156)	(33.23)
Totals for dept 990 - DEBT SERVICE		106,958	106,777	110,518	107,362	(3,156)	(2.86)
TOTAL APPROPRIATIONS		2,167,536	578,080	514,311	524,939	10,628	2.07
NET OF REVENUES/APPROPRIATIONS - FUND 248		(1,599,009)	71,972	223,652	257,191	33,539	15.00
BEGINNING FUND BALANCE							
BEGINNING FUND BALANCE		1,928,824	329,814	401,788	625,440		
ENDING FUND BALANCE		329,815	401,786	625,440	882,631		

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director SKK

Subject: Discuss and Consider Holiday Decorations for The District

Meeting Date: January 16, 2018

We discussed this briefly at our November meeting, but Bronner's will be holding their sale on holiday decorations through February 28, 2018. The sale will include all of the items we purchased for this year's display.

Last year we ordered 49 - 3' snowflakes in cool white for the village as well as a 16' Paramount tree in multi-colored lights to place at the bottom of Old 28th/Cascade Rd. We placed the old snowflakes along 28th St., however, we chose not to light them.

We should consider if we want additional snowflakes along 28th St., or do something different. A nice option might be to wrap the streetlights along 28th St. with LED rope lights.

We received a lot of great comments about the tree at the bottom of Old 28th/Cascade Rd. People would like to see an additional tree at the Museum Gardens park. I also received comments about the lights at Tassell Park. While people liked them, they stated more were needed. Perhaps some tube lights hanging from the trees would look nice in the park. I have enclosed pictures of this from a park in FL I saw on vacation.

I recommend we move forward with additional decorations for the district. Funds were placed in the 2018 budget for this project.

*POLE MOUNTED DISPLAYS // SILHOUETTE
POLE DECORATIONS*



WINTERFEST SNWFLK 6' | 1089255
\$485.00 | LED \$670.00

WINTERFEST 5' | 1099270
\$435.00 | LED \$595.00

WINTERFEST 4' | 1108631
\$395.00 | LED \$530.00

WINTERFEST 3' | 1108568
\$355.00 | LED \$450.00



SPIRAL SNWFLK 6' | 1159403
\$520.00 | LED \$770.00

SPIRAL 5' | 1125673
\$455.00 | LED \$650.00

SPIRAL 4' | 1108632
\$415.00 | LED \$590.00

SPIRAL 3' | 1118151
\$370.00 | LED \$475.00



DIAMOND SNWFLK 6' | 1089254
\$410.00 | LED \$555.00

DIAMOND 5' | 1118911
\$395.00 | \$510.00

DIAMOND 4' | 1108630
\$380.00 | LED \$475.00

DIAMOND 3' | 1109106
\$335.00 | LED \$385.00



SNOWFLAKE SILHO 6' | 1041170
\$395.00 | LED \$550.00

SNOWFLAKE 4' | 1074252
\$365.00 | LED \$490.00

SNOWFLAKE 3' | 1098780
\$320.00 | LED \$415.00



PRESIDENTIAL SNW FLK 6' | 1099285
\$500.00 | LED \$695.00

PRESIDENTIAL 5' | 1109107
\$460.00 | LED \$645.00

PRESIDENTIAL 4' | 1118150
\$410.00 | LED \$575.00



SNOWFLAKE CASCADE 8' | 1047865
\$720.00 | LED \$975.00



LEAPING BUCK 5X8' | 1140783
\$485.00 | LED \$570.00



STANDING DEER 8' | 1041429
\$520.00 | LED \$675.00



ORNAMENT TREE | 1088680
\$530.00 | LED \$745.00

20 | Bronner's Commercial Display '17 - '18







DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss 2018 and Future DDA Projects

Meeting Date: January 16, 2018

At the past few meetings we have been discussing future projects in the DDA district. The main project we were focusing on has been the sidewalk loop on Orchard Vista, in Centennial Park. We have also discussed making some road improvements in Centennial Park in addition to the sidewalks.

While I believe we should continue that discussion, any sidewalk and/or road improvements would not take place until 2019. However, in order to plan and budget and work in conjunction with the Kent County Road Commission, the DDA board will need to make a decision by February, 2018.

Other potential projects include:

1. Sidewalk extension on Cascade Rd. from Independent Bank to Cascade Hospital for Animals (should be a joint project with the Township Board)
2. 28th St. Mid-Block Crossing
3. Gateway Signage
4. Village Gateway Improvements
5. Path from Tassell Park to Library
6. Purchase of Riverfront Properties (should be a joint project with the Township Board)

I have attached the plans from the Centennial Park master plan for your review.

C A S C A D E T O W N S H I P



C E N T E N N I A L P A R K

Final Draft

MARCH 2008

MASTER PLAN

The Master Plan addresses the public and private improvements recommended for Centennial Park. These improvements are targeted to enhance the use, function and image of the property. The recommendations discussed below are keyed to the plan on page 14.

Vehicular and Pedestrian Circulation

Centennial Park was conceived as a suburban business park with fairly low density and curvilinear street layout. Road widths are wide, pedestrian facilities are non-existent, and way finding is difficult. Recommendations to enhance the vehicular and pedestrian circulation and image of the property are as follows:

- ① **Boulevard Streets with Landscape Treatment**
Boulevard Streets are recommended at all four entrances from 28th Street and Kraft Street. Boulevards will require cooperation for encroachments onto adjacent properties and approval from the Road Commission. Boulevards provide the following benefits:
 - Narrowed lanes to slow traffic
 - Landscape displays of seasonal plantings
 - More visibility from 28th Street and Kraft Street
 - Clear identification of exit routes when circulating within the park
- ② **Roundabouts (See Alternate Plan in Appendix)**
Four roundabouts are recommended at key decision points. The roundabouts will require cooperation for encroachments onto adjacent properties and approval from the Road Commission. Roundabouts provide the following benefits:
 - Landmark features for way finding
 - Landscape displays of seasonal plantings
 - Facilitate turning at intersections
- ③ **Narrowed Streets**
Narrowing the streets without boulevards is recommended. This will also require approval from the Road Commission. Narrowed streets provide the following benefits:
 - Narrowed streets slow traffic
 - Narrowed streets provide additional ROW allowing for pedestrian amenities
 - Narrowed streets allow for street trees
- ④ **Multi-use Paths**
Ten-foot wide multi-use paths are recommended on one side of the street (indicated in red on the plan). This will also require approval from the Road Commission. Multi-use paths provide the following benefits:
 - A place for bike riding
 - A place for joggers and walkers
 - A place for rollerblading
 - Pedestrian connections between businesses
- ⑤ **Sidewalks**
Seven-foot wide sidewalks are recommended on the alternate side of the street (indicated in blue on the plan). This will also require approval from the Road Commission. Sidewalks provide the following benefits:
 - A place for walkers
 - Pedestrian connections between businesses
- ⑥ **Informal Path System**
An informal path system is also indicated to provide connections from businesses to open spaces within the park as well as to retail establishments along 28th Street that are more direct than the walks and multi-use paths that follow the street network.

Informal paths provide the following benefits:

- A more relaxing experience connecting open space
- A more direct pedestrian connection to businesses on 28th Street

Open Space

The tendency of Centennial Park to develop as individual parcels has discouraged a sense of community within the park. While the improvements to the circulation systems outlined above will certainly help, development of a focal community open space would further enhance the sense of community within Centennial Park. Recommendations are as follows:

⑦ Enhancements of Existing Storm Water Detention Areas

Landscape treatment of the pond edges and development of deck overlook/sitting areas are recommended to encourage passive use of these features. This would require the cooperation of the private property owners of these features.

⑧ Community Park and New Development

A community park is recommending on the only large parcel of undeveloped land remaining. This space could be developed around a live, regional detention pond (one that has permanent water). Sharing excess parking with the facility to the north of the space would allow additional square footage of development to provide a framework for this park. The adjacent senior facility could enjoy the views and the activity this space could provide. Recommended community facilities within this space include:

- Picnic Pavilion
- Pond Overlook
- Walking Paths
- Landscape Gardens
- Open Passive Lawns
- Performance/Events Space

Infill and Redevelopment

Many of the parcels throughout the park have excess parking when compared to the current Township Ordinance (see Analysis in Appendix). This is common as standards from the era of this development were higher. To avoid the appearance of vacancy, these parcels could either remove the excess parking and convert it to open space, or expand their businesses to the full capacity of the site. The master plan shows some of both. Property owners should be encouraged to combine their parcels to create these opportunities and benefit the park as a whole. While mixed-use development is encouraged throughout the park, retail business will be most successful if located along the 28th Street frontage.

⑨ Additions

Expansion can occur as an addition to an existing building. This can be an opportunity to enhance a façade.

⑩ Stand-alone Building

Expansion can occur as a stand-alone building placed on the edge of the underutilized parking.

⑪ Parking Removal

Excess parking can also be removed to reduce impervious surface and heat gain, and provide for open space or pedestrian connections.

Signage and Identity

Way finding and identity was discussed as an issue needing attention during our public meetings. As previously mentioned, it is recommended that the boulevards and roundabouts, if used, would improve way finding and image. Additionally, a unified signage system would benefit the Business Park. In order to provide proper identification of the Centennial Park Community as a whole, individual businesses or facilities should be discouraged from installing signage on 28th or Kraft Street. However, buildings located on 28th Street may construct a sign along their frontage to identify businesses located in the building (see Private Site Guidelines for further detail). The following signage improvements are recommended and further discussed later in this report.

⑫ Corner Landmark Sign and Landscape Treatment

A corner landmark sign and landscape treatment is recommended at the intersection of 28th and Kraft Streets, to identify Centennial Park.

⑬ Entry Signage and Landscape Treatment

Entry signage and landscape treatment is recommended at each boulevard entrance on 28th and Kraft Streets, to identify Centennial Park.

⑭ Way Finding Signage

Way finding signage is recommended in the boulevard prior to entering each intersection that direct users to the street they wish to proceed on. Each street will be assigned a different color, which can be reflected on both the signs and the banners discussed below under lighting. These signs are not shown on the overall plan.

⑮ Street Signage

Street signage is recommended near the pedestrian crossings at each intersection or roundabout. These signs are not shown on the overall plan.

Lighting

Lighting is another element that can be used to create an image as well as aiding way finding and safety at night.

⑯ Double-arm Streetlights

Double arm streetlights with double banners are proposed in the boulevards. The banners should include the park logo and should use a different color for each street to assist in the way finding system. The lights are not shown on the overall plan.

⑰ Single-arm Streetlights

Streets without boulevards are recommended to have single arm streetlights with single banners and should provide a staggered spacing. The banners should include the park logo and should use a different color for each street to assist in the way finding system. The lights are not shown on the overall plan.

Street Trees and Parking Lot Screening

The landscape treatment of the right-of-way should be enhanced to improve the park image.

⑱ Street Trees

Street trees are recommended along all of the internal streets as well as along the 28th street frontage. Regularly spaced street tree plantings within the right-of-way can significantly improve the identity of the park. Where informal irregularly spaced trees provide greenery and shade they provide less definition than a formal planting of regularly spaced street trees planted a consistent dimension from the curb.

⑲ Parking Lot Screening

Parking lots within 15' of the right-of-way should be screened from the road with plantings of ornamental trees or shrubs.



Vehicular and Pedestrian Circulation

- ① Boulevard Streets with Landscape Treatment
- ② Roundabouts (see alternate plan in Appendix)
- ③ Narrowed Streets
- ④ Multi-use Paths
- ⑤ Sidewalks
- ⑥ Informal Path System

Open Space

- ⑦ Enhancements of Existing Storm Water Detention Areas
- ⑧ Community Park and New Development

Infill and Redevelopment

- ⑨ Additions
- ⑩ Stand Alone Building
- ⑪ Parking Removal

Signage and Identity

- ⑫ Corner Landmark Sign and Landscape Treatment
- ⑬ Entry Signage and Landscape Treatment
- ⑭ Way Finding Signage (not shown)
- ⑮ Street Signage (not shown)

Lighting

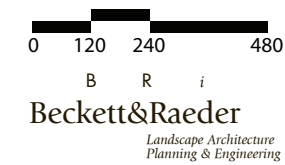
- ⑯ Double Arm Streetlights(not shown)
- ⑰ Single Arm Streetlights (not shown)

Street Trees and Parking Lot Screening

- ⑱ Street Trees
- ⑲ Parking Lot Screening

NOTES:

1. Additional curb cuts on interior streets may be added or existing curb cuts may be modified to accommodate changes to individual properties. All curb cuts must be in conformance with Cascade Township and Kent County Road Commission Standards.
2. All corner landmark signage, entry signage, wayfinding signage, street signage and landscape shall be designed and located to not interfere with clear vision corners per the Kent County Road Commission Standards.
3. Street tree spacing and lighting spacing shall be compatible with the street type. Spacing on 28th Street may be greater than that used on internal business park streets.



Street Cross Sections

Centennial Park Site Enhancement

The Master Plan uses the public right-of-way and spaces to establish a unified image for the business park. Although the private buildings reflect a variety of architectural styles, the introduction of unified public streetscape, lighting, signage and landscaping tie the facilities together establishing a contemporary image for the business park increasing its appeal within the office market.

This section contains recommendations for modifications to street cross sections, park and street signage and identity, vehicular entries, landmark corner, lighting and site furnishings, and landscape.

The street cross sections that follow provide a clearer understanding of the design intent for the different street configurations proposed. Street cross sections include:

- 86' ROW Boulevard
- 76' ROW Boulevard
- 86' ROW Narrowed Street

The cross sections show the lane widths, median island width, width of the lawn terrace and the width of the pedestrian circulation within each right-of-way. Elements portrayed on the cross sections include:

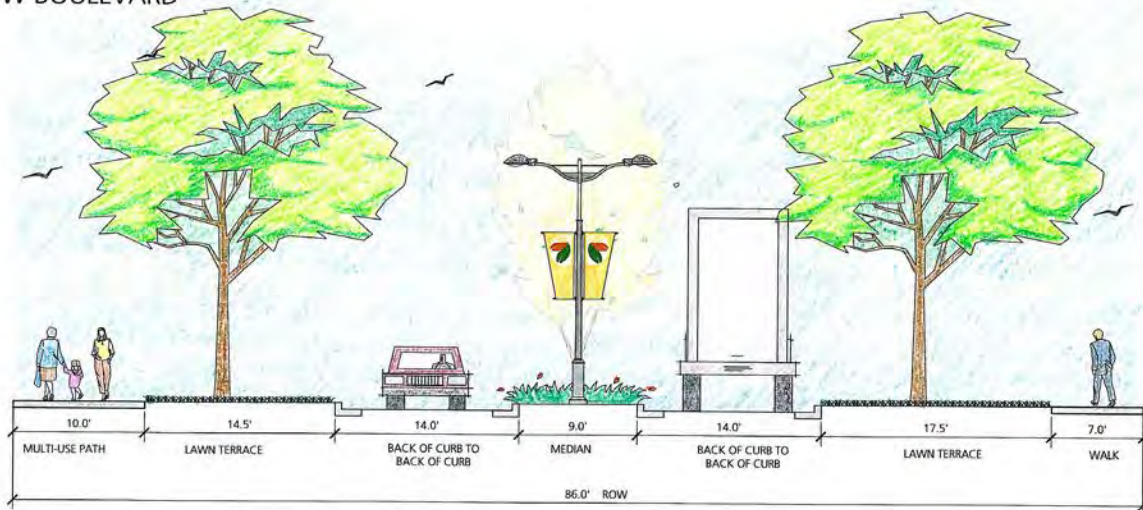
- Street Trees - enhance image, visually define roadway, improve pedestrian safety and environment
- Median Plantings - provide identity and color
- Lawn Terraces - provide area for plantings and separation of vehicles and pedestrians
- Street Lighting - provides identity, improves safety
- Banner System - provides identity, facilitates wayfinding
- Multi-use Path - increases non-motorized movement and pedestrian connections
- Sidewalks - provides pedestrian connections

Providing both a multi-use path and sidewalk facilitates movement on both sides of the street and greatly reduces the need for people to make mid-block crossings.

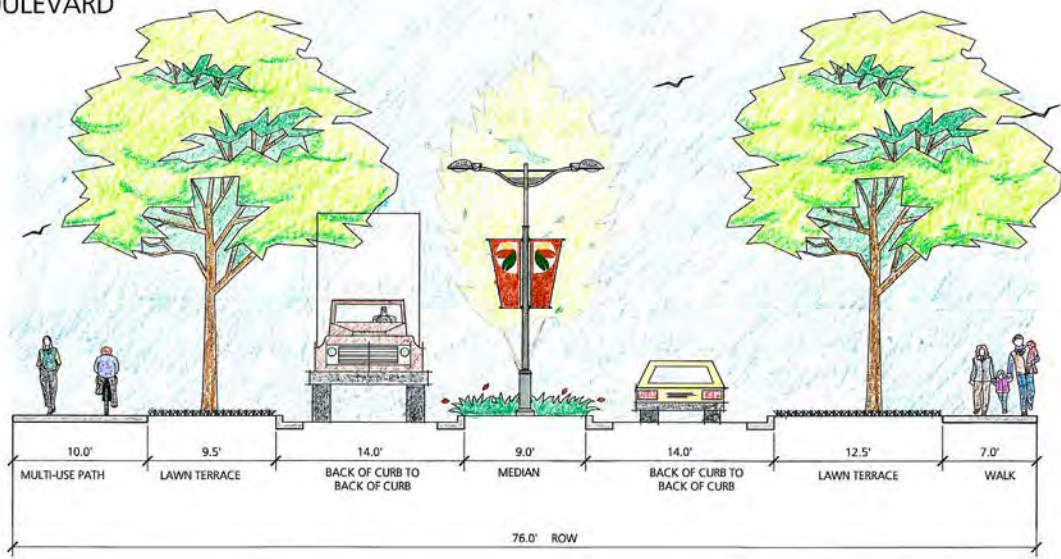
The sidewalk should be considered the higher priority of the two systems. The multi-use path is not a required element of the plan.

The plan was reviewed with the Kent County Road Commission. Please see Appendix 'Kent County Road Commission' for their comments and a response to the comments.

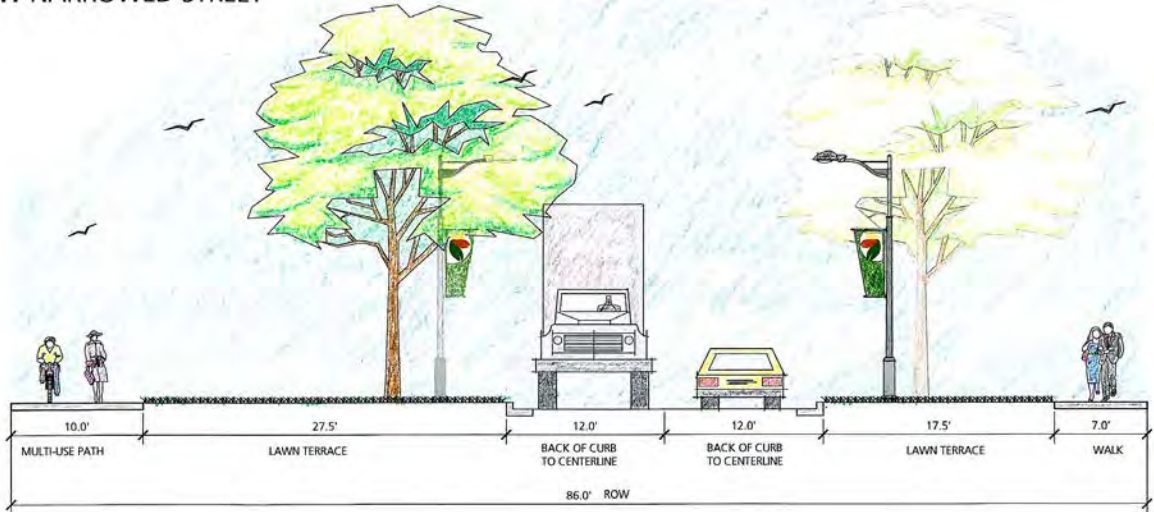
86' ROW BOULEVARD



76' ROW BOULEVARD



86' ROW NARROWED STREET



Signage and Identity

The signage and landscape treatment elevations that follow provide a clearer understanding of the design intent for the various signage treatments proposed for Centennial Park. While the name of the park currently has name recognition, it is not easy to develop other elements that can play off of the name Centennial. It is recommended that a branding company weigh in on the decision to keep or change the Park name. Elevations include:

- Landmark Corner at 28th Street and Kraft Street
- Boulevard Entry Elevation
- Detailed elevations of the north and east elevation of the boulevard sign
- Detailed elevations of the north and east elevation of the side wall and street sign
- Street Sign
- Building Identification Sign
- Tenant Sign

The elevations show the general character scale and materials for the signs and landscape. The design consistency between the landmark corner and each of the boulevard entrances is important and intentional to help establish an image for the Park.

Additionally, as it is currently difficult to locate the main street entrances amongst the many signs and curb cuts on 28th Street, the use of internally illuminated piers will act as a beacon and assist in way finding.

The following is a description of materials that would be appropriate for the business park identity. While these are only examples of possible materials, the final design should provide equal design, scale, durability, consistency and appropriate character and image for a Class A office park.

Piers

The materials for the piers consist of a brick base, cut limestone on the upper portion of the pier with a translucent illuminated top, capped with a russet colored metal decorative top.

Wing Walls

The materials for the wing walls consist of a brick base with a limestone coping. The street name is routed into the limestone cap.

Sign

The sign itself is a russet colored metal sign box with internal illumination.

Street Sign

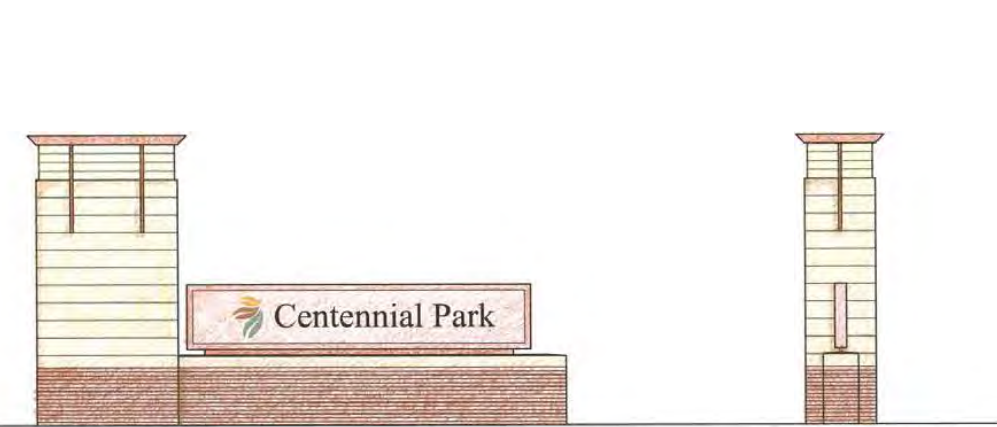
The street is a square post with metal panels attached to give the appearance that the panels go through the sign if they in fact don't. The lower and smaller panel should bear the park logo and be the same russet color of the entry signs. The post and street name panel should be a second neutral color with white text. The second color could be a charcoal gray.

Building Identification Sign

The building identification signs are intended to be consistent with the overall park signage. The supporting wall has a brick base with a limestone coping. The pier has a brick base with a limestone upper capped with a russet colored metal cap. The sign is a russet colored metal box with internal illumination. The text should include the name and address of the business. Consideration could be given to major tenants occupying at least 33% of the building. However, sign scale and proportions should not be compromised. It would be preferable that tenants not be listed on the building sign. Buildings with frontage on 28th Street may add an identification sign on 28th Street that lists major tenants if it is of similar character.



BOULEVARD ENTRY ELEVATION



EAST ELEVATION

NORTH ELEVATION

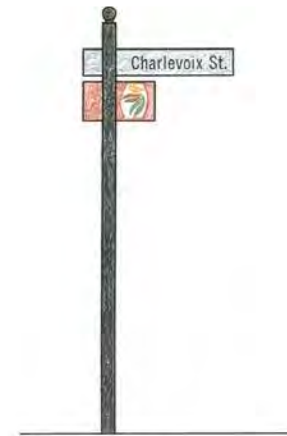
BOULEVARD ENTRY SIGN



BUILDING IDENTIFICATION SIGN



TENANT SIGN



STREET SIGN



NORTH ELEVATION

EAST ELEVATION

SIDE WALL AND STREET SIGN



LANDMARK CORNER AT 28TH STREET AND KRAFT AVENUE

Tenant Sign

The tenant sign intentionally departs from the brick and limestone of the other park signs. This is done to provide hierarchy within the sign system. The tenant signs are designed with a simple concrete base, with changeable slats containing the business names. The slats are sandwiched between two vertical slats that would be the same russet colored metal. The changeable slats would be the second neutral color (charcoal gray) with white text.

Enlarged Plan of Entries and Landmark Corner

The enlarged plans of the entries on 28th Street and the landmark corner that follow provide a clearer understanding of the design intent for the edges of the Park. Enlarged plans include:

- 28th and Kraft Frontage, Landmark Corner and Entries
- 28th and Charlevoix Entry

The plans show the general character scale and materials for the walls, signs and landscape. Again the design consistency between the landmark corner and each of the boulevard entrances is important and intentional to help establish an image for the Park.

Signage

The park signs at the entries are located in the median island with the street name signs on the wing walls. The sign at the landscape corner is on the angled portion of the wall.

Landscape

The landscape at both the entrances and the landmark corner consists of an arborvitae evergreen hedge as a backdrop with deciduous shrubs directly behind the wall. In front of the wall are low bedding plants of perennials and grasses. Annuals could be used if the Business Association wishes to maintain an annual program. Ornamental trees extend the entry/corner treatment beyond the walls.

Plantings in the median islands consist of low perennial, groundcovers and very low shrubs. Once beyond the entry sign ornamental trees are grouped between the double arm light fixtures.

Street trees are recommended along 28th and Kraft Streets between the public walk and the curb. Additionally, street trees are recommended along both edges of all streets within the park.

Parking lots that abut public streets are shown with landscape treatment to soften and screen their edges. Depending on the amount of space, groupings of ornamental low-branched trees with groundcover beneath could be used. Where space is tighter, deciduous and evergreen shrubs could be used.

Lighting

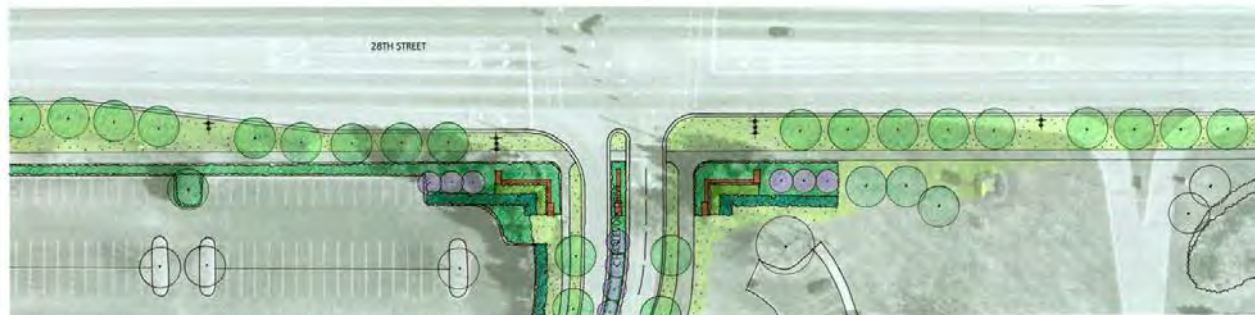
Additionally, streetlights as proposed by the DDA are extended along 28th and Kraft Streets. Double arm fixtures are proposed flanking each entrance and single arm fixtures are shown between the entrances. Double arm fixtures are shown at the intersection of Kraft and 28th Street.

Exit and Entrance Lanes

A minimum of two exiting lanes should be provided at the park exits: one for left turns and one for right turns. An additional left turn lane at Charlevoix should be considered. The entrance lane has been shown wider at the entrances than on the remainder of the street length to accommodate decelerating turn speeds and larger vehicle turning requirements.



28TH AND KRAFT FRONTAGE, LANDMARK CORNER AND ENTRIES



28TH AND CHARLEVOIX ENTRY

Lighting and Site Furnishings

Street Lighting

The elevations of the light fixtures portray the single arm fixture and the double arm fixture with single and double banner arms respectively. The light fixture is manufactured by Halophane and is referred to as the Pechina model. The overall height of the fixture is approximately 18 feet 6 inches. A metal halide light source is recommended for a good white light that renders building colors and landscape colors well.

Lighting Levels

An average minimum of 1.0 foot-candle shall be provided on public sidewalks. ROW lighting within the park shall include double arm fixtures placed in the boulevards (an average minimum of 1.0 foot-candle), and staggered incidental lighting placed in the lawn terraces on the remaining streets (an average minimum of 0.3 foot-candles).

Light Bollards

Light bollards offer an alternative to post mounted lighting near entrances to buildings. The bollards pictured here are clean and simple and shield the light source. Unshielded bollards should be avoided.

Benches

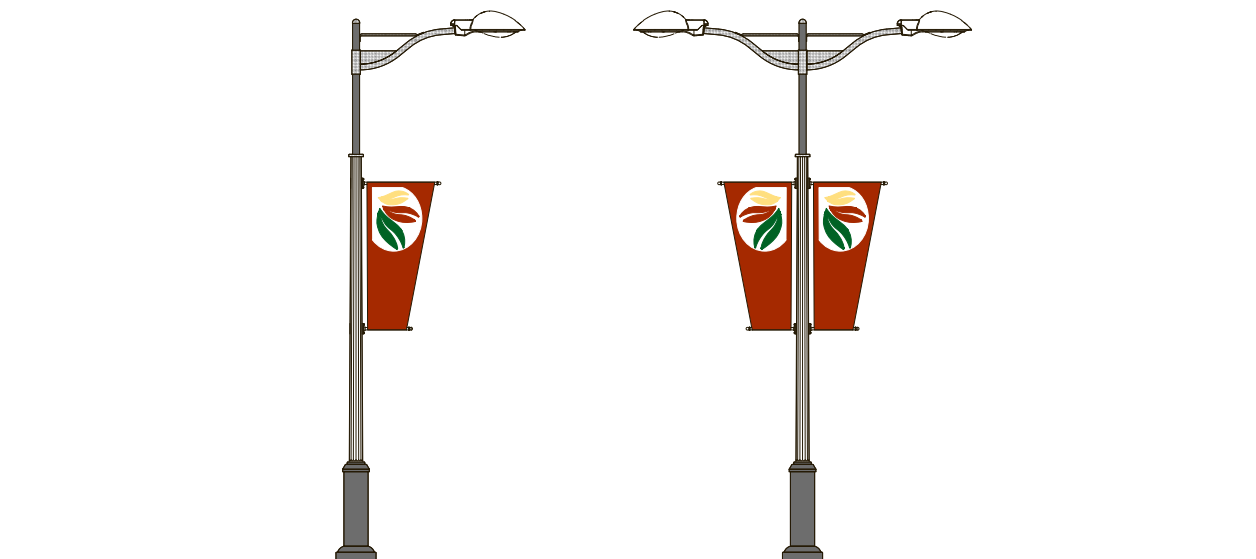
The benches proposed for the park are manufactured by Landscape Forms and are referred to as the parc vue model. These benches are available with and without backs.

Trash Receptacles

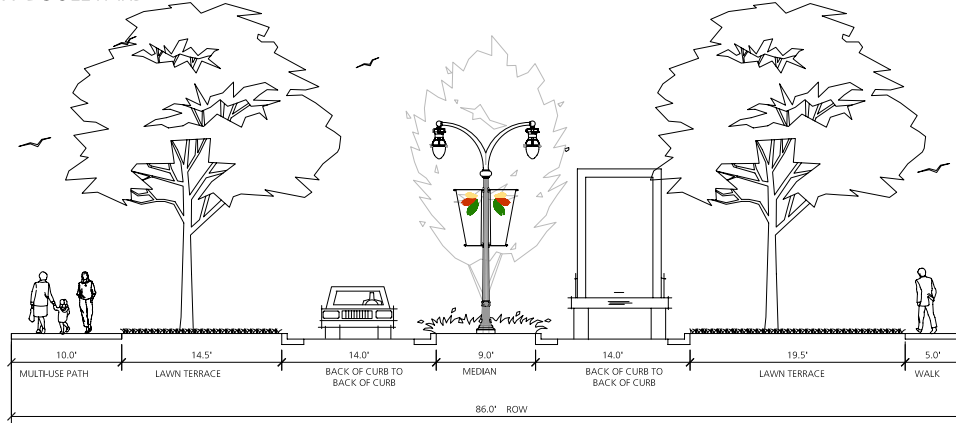
The trash receptacles proposed for the park are also manufactured by Landscape Forms and are referred to as the Petoskey model.

Tables, Chairs and Umbrellas

In outdoor use areas where outdoor dining may occur or casual work breaks, tables and chairs provide for a more social setting. Similar tables and chairs with umbrellas are available from Landscape Forms.



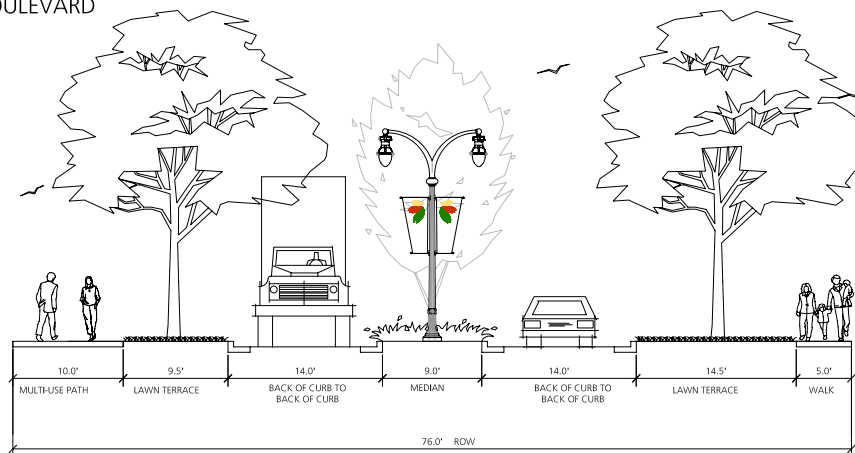
86' ROW BOULEVARD



86' ROW NARROWED STREET



76' ROW BOULEVARD





Vehicular and Pedestrian Circulation

- ① Boulevard Streets with Landscape Treatment
- ② Roundabouts
- ③ Narrowed Streets
- ④ Multi-use Paths
- ⑤ Sidewalks
- ⑥ Informal Path System

Open Space

- ⑦ Enhancements of Existing Storm Water Detention Areas
- ⑧ Community Park and New Development

Infill and Redevelopment

- ⑨ Additions
- ⑩ Stand Alone Building
- ⑪ Parking Removal

Signage and Identity

- ⑫ Corner Landmark Sign and Landscape Treatment
- ⑬ Entry Signage and Landscape Treatment
- ⑭ Way Finding Signage (not shown)
- ⑮ Street Signage (not shown)

Lighting

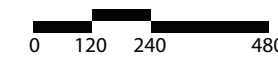
- ⑯ Double Arm Streetlights(not shown)
- ⑰ Single Arm Streetlights (not shown)

Street Trees and Parking Lot Screening

- ⑱ Street Trees
- ⑲ Parking Lot Screening

NOTES:

1. Additional curb cuts on interior streets may be added or existing curb cuts may be modified to accommodate changes to individual properties. All curb cuts must be in conformance with Cascade Township and Kent County Road Commission Standards.
2. All corner landmark signage, entry signage, wayfinding signage, street signage and landscape shall be designed and located to not interfere with clear vision corners per the Kent County Road Commission Standards.
3. Street tree spacing and lighting spacing shall be compatible with the street type. Spacing on 28th Street may be greater than that used on internal business park streets.



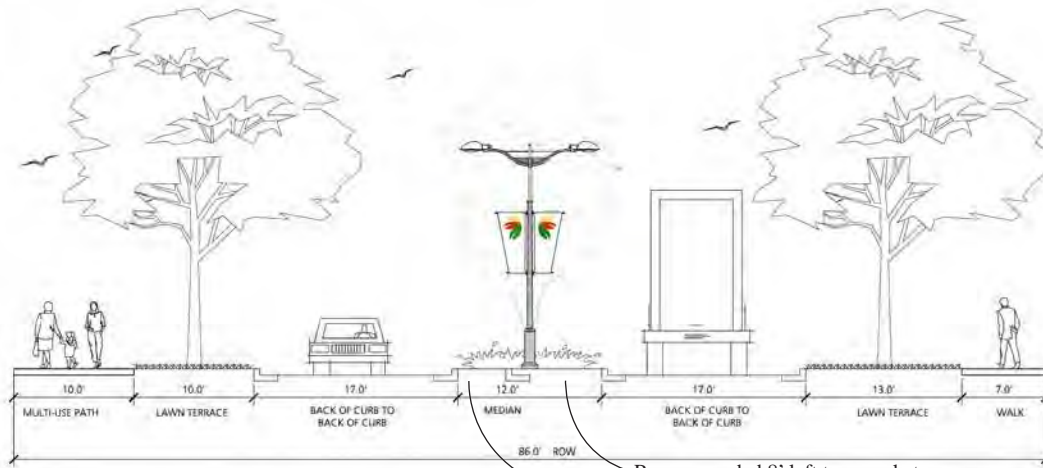
B R I
Beckett&Raeder
Landscape Architecture
Planning & Engineering

CONCEPT
Cascade Township, Michigan
November 2007

KCRC Median - Cross Sections

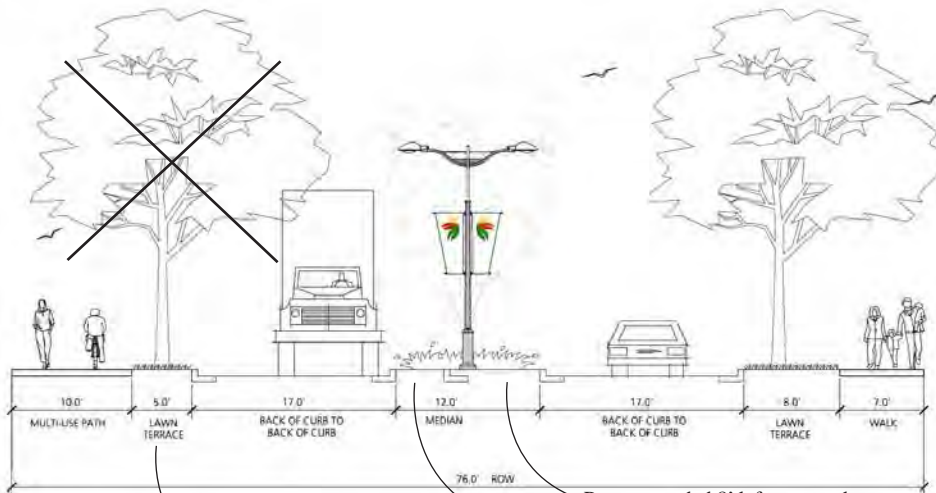
The KCRC letter requests wider travel lanes, a wider median and left turn pockets. The revised road cross sections follow with comments regarding the implications of the KCRC comments:

86' ROW BOULEVARD



Recommended 8' left turn pocket
 Remaining 4' concrete island (see plan).
 Trees and lights will not be possible within this narrow median.

76' ROW BOULEVARD



Tree not possible in 5' lawn terrace, additional ROW would need to be acquired to include street tree

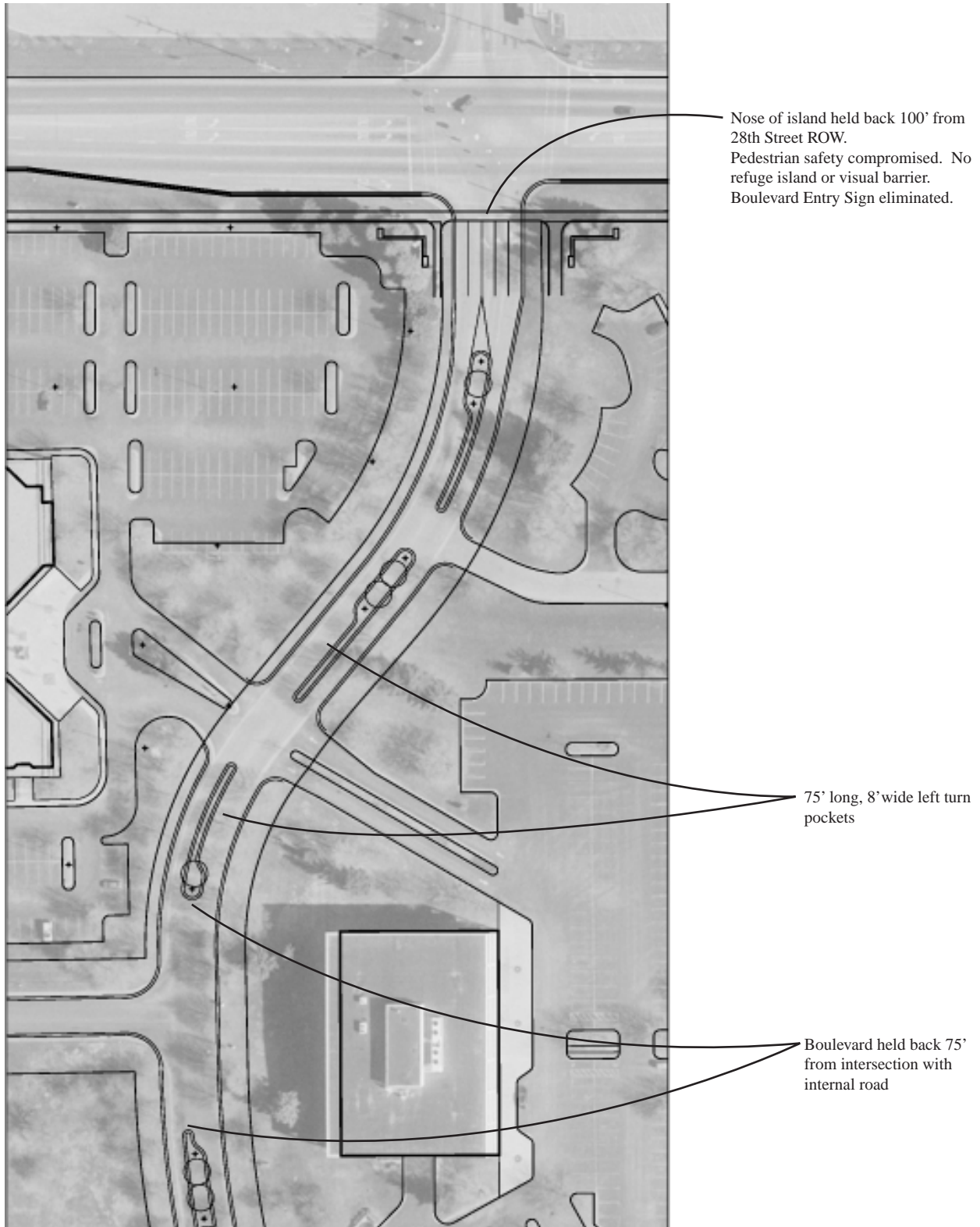
Recommended 8' left turn pocket
 Remaining 4' concrete island (see plan).
 Trees and lights will not be possible within this narrow median.

The KCRC revisions would result in all new curbs, additional bituminous pavement (3' of additional width per lane) and the elimination of lights and street trees near intersections and driveways (where a left turn pocket is requested), see plans on following pages.

KCRC Median - Plan

In conversation with the KCRC, they would like to see the boulevards pulled back from the intersection a minimum of 100'. The following plan demonstrates the impact of this.

BOULEVARD HELD BACK 100' FROM 28TH STREET ROW



Extending the boulevard to the sidewalk enhances the image of the park, improves pedestrian safety and facilitates wayfinding.

BOULEVARD EXTENDS TO 28TH STREET ROW



Nose of island extends to the crosswalk and is flush with the road surface within the crosswalk. This enhances pedestrian safety by providing a safe haven in the island and enhancing motorists of their surroundings. Provides a location for the Boulevard Entry Sign.

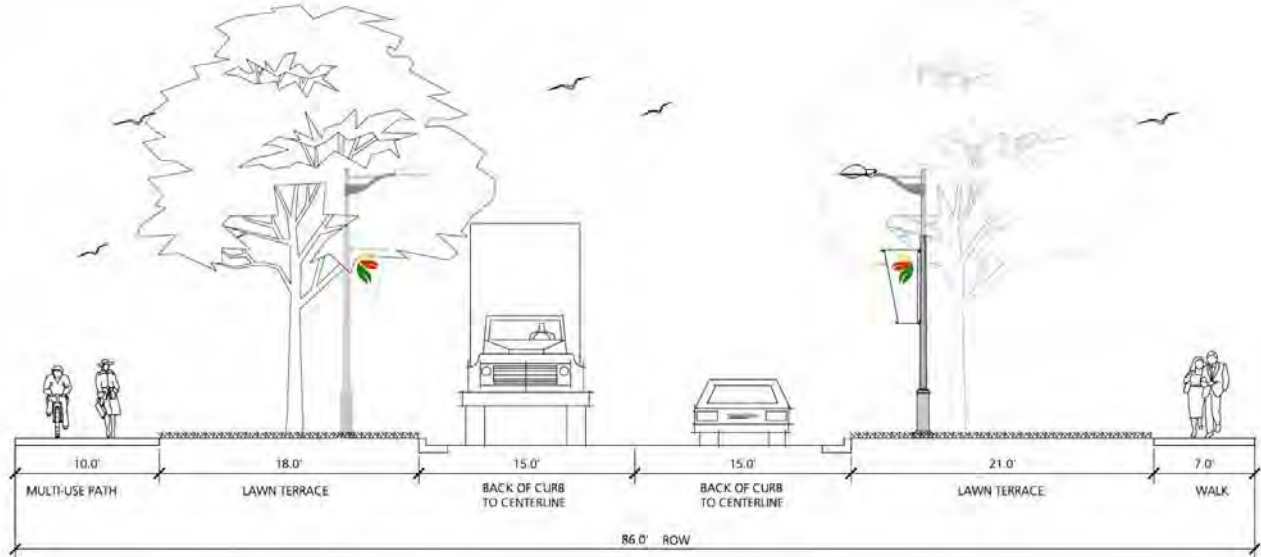
Lanes intended to align with those across 28th Street.

75' long, 8' wide left turn pockets

KCRC Roadway Narrowing - Cross Section

KCRC recommends a thirty foot wide roadway and relocating both curbs to narrow the street symmetrically. This would add to the project costs, both in terms of additional curb replacement and additional bituminous. A cross section of the suggested road width is below.

86' ROW NARROWED ROAD



KCRC ROUNDABOUTS

Roundabouts are an important element in enhancing wayfinding throughout Centennial Park.

KCRC PLANTINGS

When planting plans have been completed, they should be sent to KCRC for review.

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Update on Marketing Plan Tactics

Meeting Date: January 16, 2018

Below is a quick update on where are with the marketing plan tactics:

1. **Print Newsletter Template** – Once the Township decides on the format for the newsletter then Q+M will create some graphics that can be used to create a Cascade District Section of the print newsletter. We hope to have this decision in a couple weeks.
2. **Email Newsletter Template** – Q+M is aiming to have a template for the Cascade District email newsletter in our Constant Contact account by mid-week.
3. **Microsite** - I am working with both Q+M and MuniWeb to decide how to divide the roles for this project between the companies.
4. **Business Guide** –
 - a. **Copy** - We will submit text for the Business Guide to Q+M by Friday, January 19th. They will need text for the Welcome Message, the businesses to include for each section (with the details outlined in the brief) and the events to include. Katelyn and I are working on this and it should be ready by January 19.
 - b. **Photos** – Stephanie is taking photos of businesses that we can include in the guide.

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director
Subject: Election of Officers
Meeting Date: January 16, 2018

SKK

It is time to elect officers for the DDA for 2018. The past officers were as follows:

Chairman - David Huhn

Vice Chair - Jennifer Pupilava

Secretary - Diana Kingsland

David's term expired in December and after serving for 12 years, he did not want to be reappointed. Obviously, we will need a new chairman, a vice chair and secretary.