



Cascade Village **Area Plan**

Kent County, Michigan

Public Meeting – Project Update

October 2024

October 17th, 2024 DRAFT

Today's Agenda

1. how did we get here?

- ▶ stakeholder engagement & establishing the framework

2. what's next?

- ▶ tuffy site & tassell park
- ▶ village concepts (form and function)

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What can this plan do?

- **Prioritizes key community initiatives** – *what does the community want to do?*
- **Advises future policy decisions** – *how can local policymakers create the opportunity?*
- **Sets expectations for future improvements** – *how does the township set the standard the community wants to uphold?*
- **Guides future public sector investment** – *how can the township set the stage for future opportunities? (local, state, + federal funding)*
- **Informs future private sector investment** – *how can the township attract and protect investment?*

How did we get here?

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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



Fall



Winter



**We are
HERE!**

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Key **COMPLETED** project steps



**STAKEHOLDER
ENGAGEMENT**



**ESTABLISHING THE
FRAMEWORK**



**CONCEPT
DEVELOPMENT**

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Stakeholder Engagement

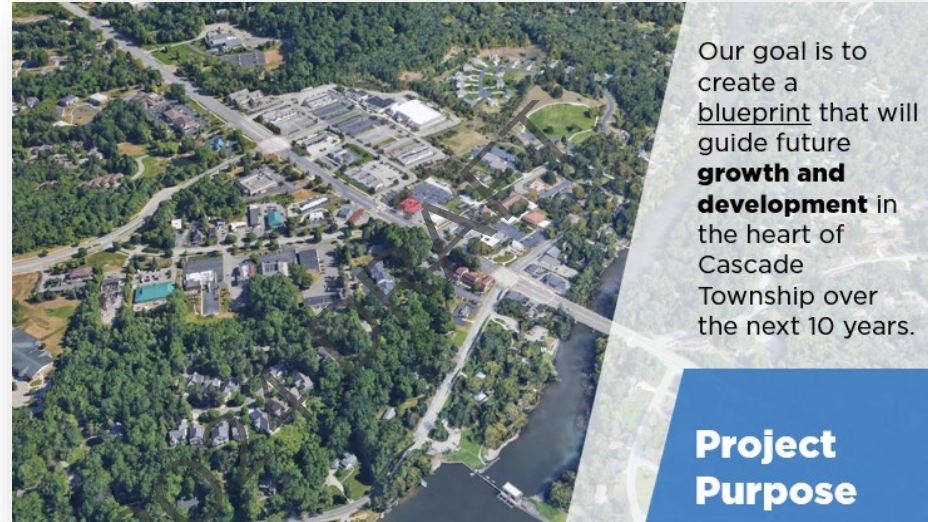
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We outlined...

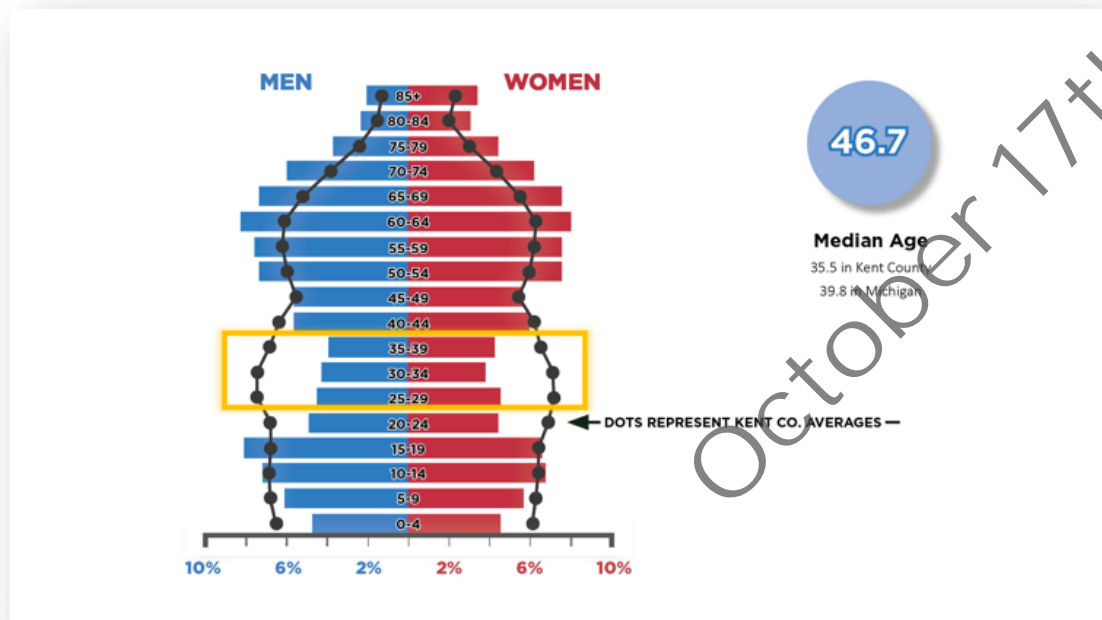
- Project **purpose and scope**
- How the client team plays a **role in this process**
- Detailed **project phases**
- **Deliverable Examples**

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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: \$151,817



\$394,474
Median Home Value

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

Owner Occupied
Housing Percentage

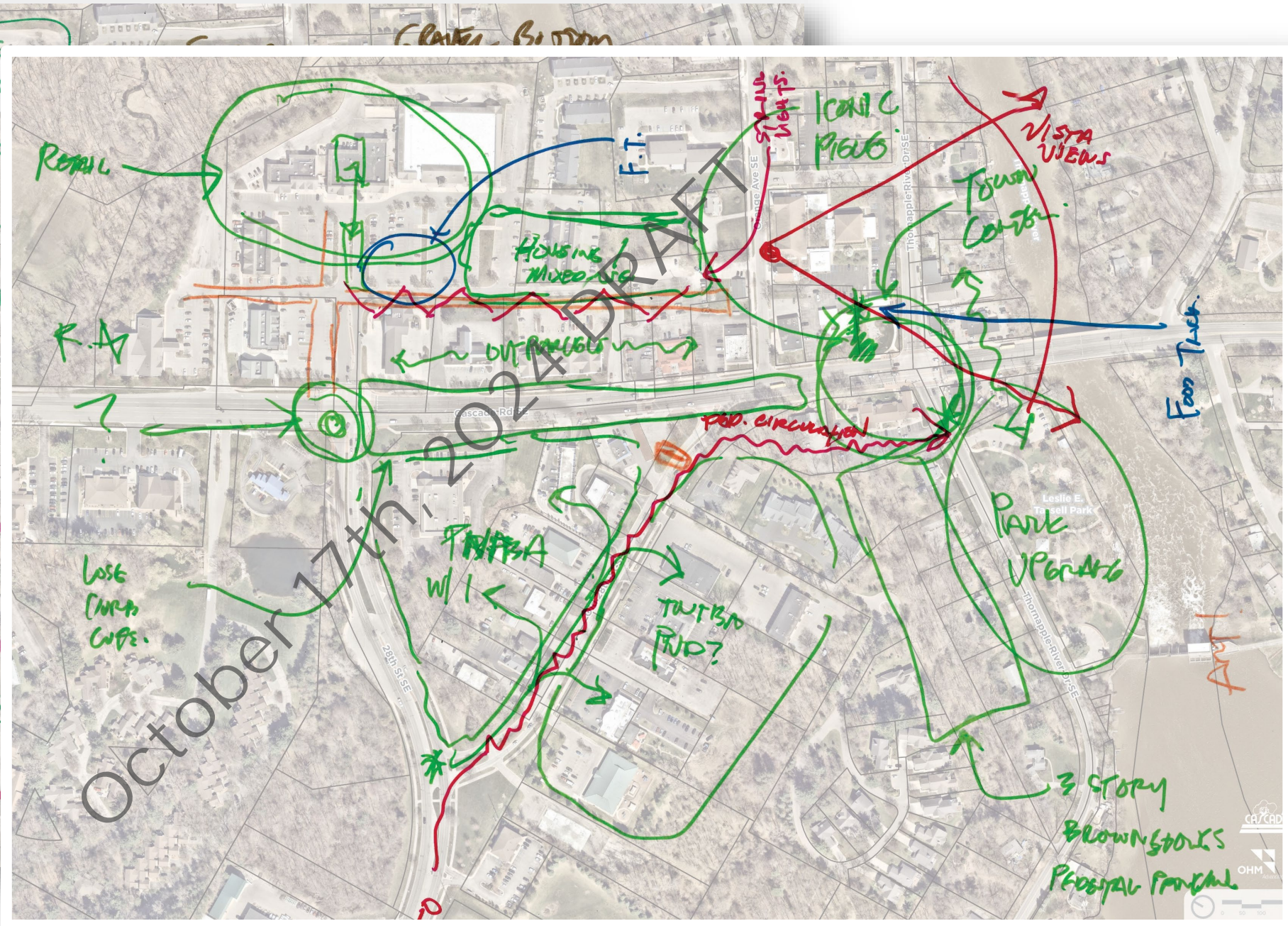
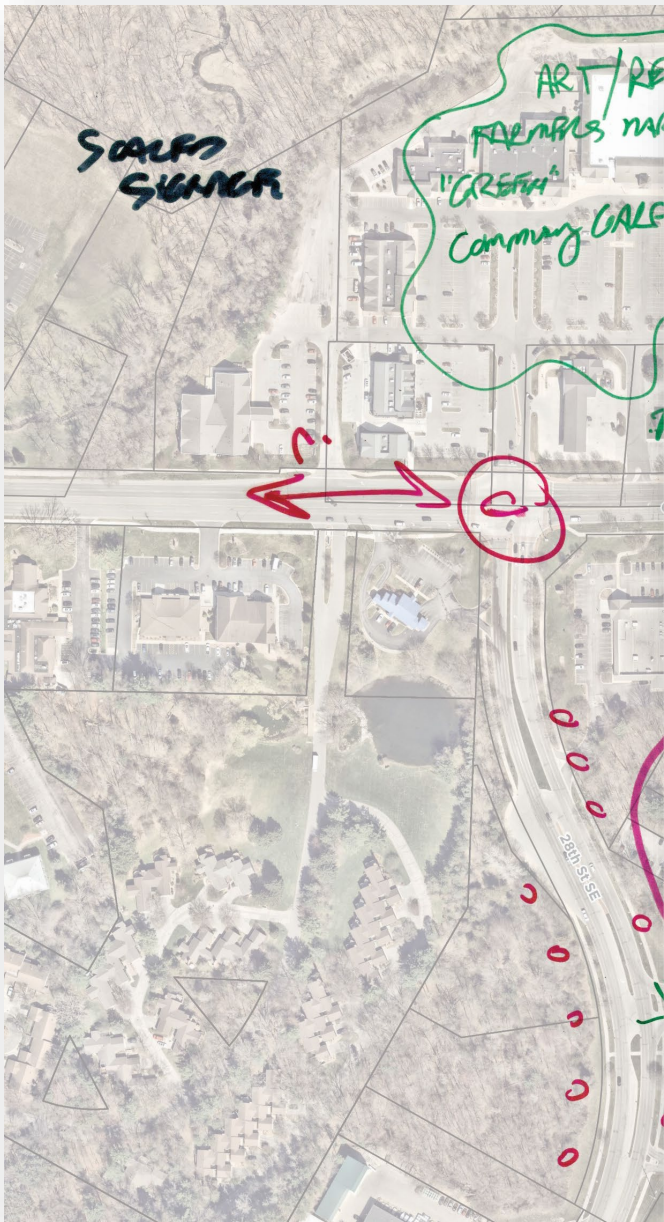
85.5%
Michigan: 72.5%

We reviewed...

- ~~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.)









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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Project Goals



**Iconic
Riverfront Park**



**Connected & Safe
Streetscape**



**Vibrant Mixed-use
Village Center**



**Authentic Image
& Brand**



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 village** – greenways, signage, wayfinding, greenspace nodes, gateways, etc.

Goal: **————**

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



- **Link the village “anchors”** (Thornapple Center and Tassell Park) **through updated non-motorized facilities.**
- **Explore pedestrian-oriented streetscape solutions along Cascade Road** – traffic calming, improved lighting, wider sidewalks and paths, multi-modal options, intersection solutions, etc.
- **Reimagine Old 28th Street in tandem with reinvestment 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.



- **Intentional growth in the Riverfront District** – maintain small-town feel and respect to nature.
- **Old 28th St. District can be a candidate for catalytic infill** – a reimagined district.
- **Strategic and contextual reinvestment at Thornapple Plaza** – explore the balance of public and private amenities to supplement this signature community district.
- **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 and retain.

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 reinvestment in the area.
- Continue to build on beautification efforts – plantings, landscaping, art, etc.
- Explore incremental placemaking initiatives such as pocket parks, small plazas, tactical urbanism, etc.
- Take advantage of the additional gateway locations and promote natural features – sense of arrival from I-96 to the west and complement Friendship Park.

From Goals to Framework

We worked with **Township Staff and Leadership to vet key project goals and framework elements** to help us set the direction of the future of the study area

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Our Framework is made up off...

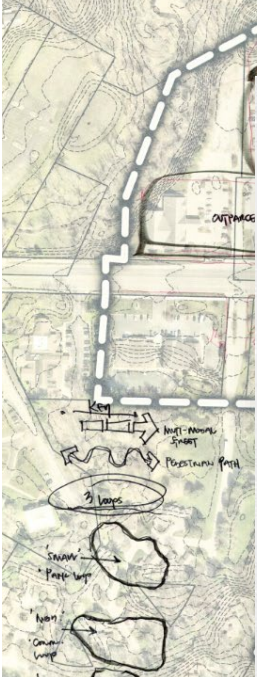
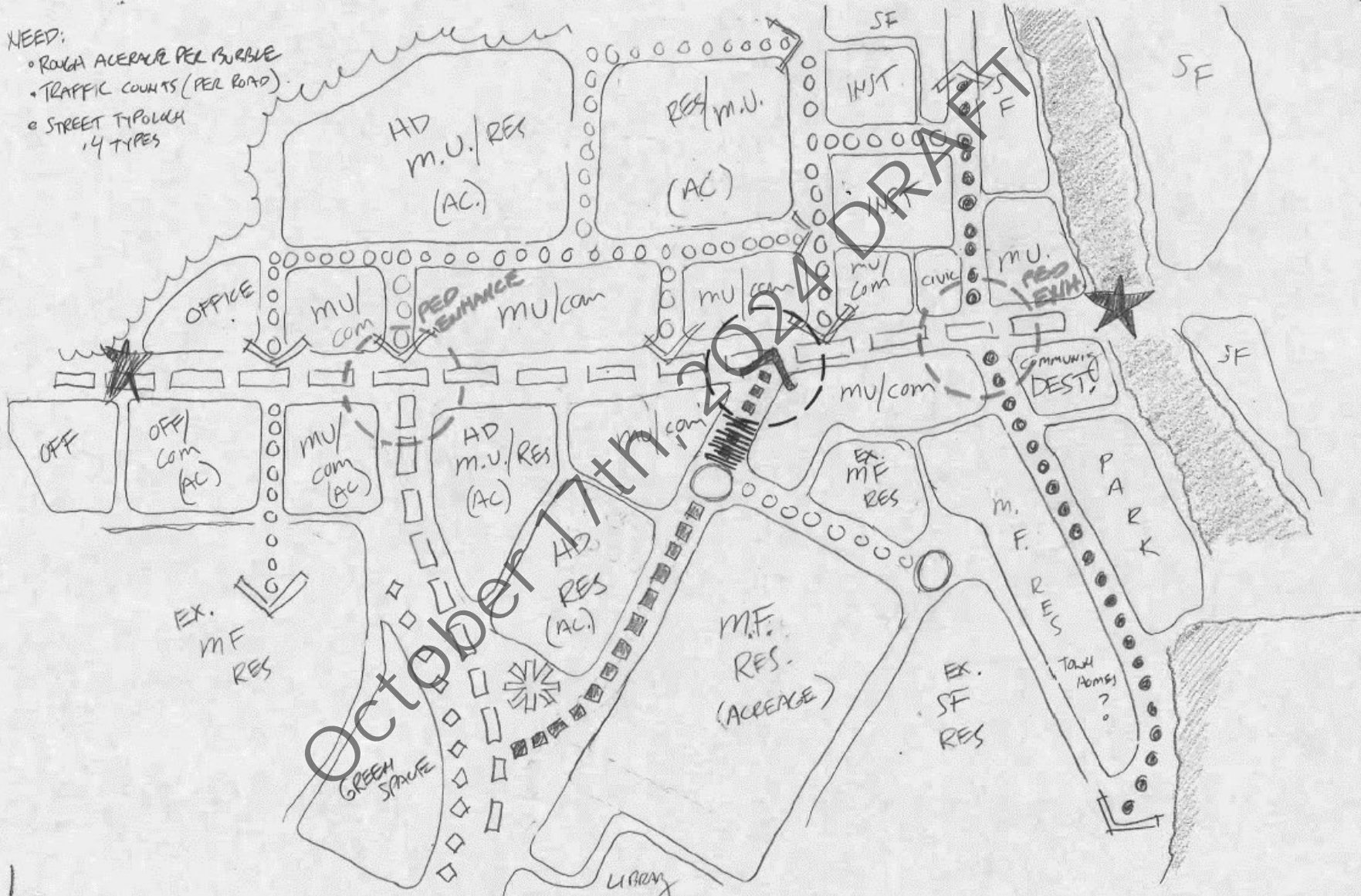
**Placemaking
Elements**

**Future Place &
Development
Types**

**Roadway
Typologies**

NEED:

- ROUNG AVERAGE PER BURBLE
- TRAFFIC COUNTS (PER ROAD)
- STREET TYPOLGY 4 TYPES



Framework

Draft v1



KEY

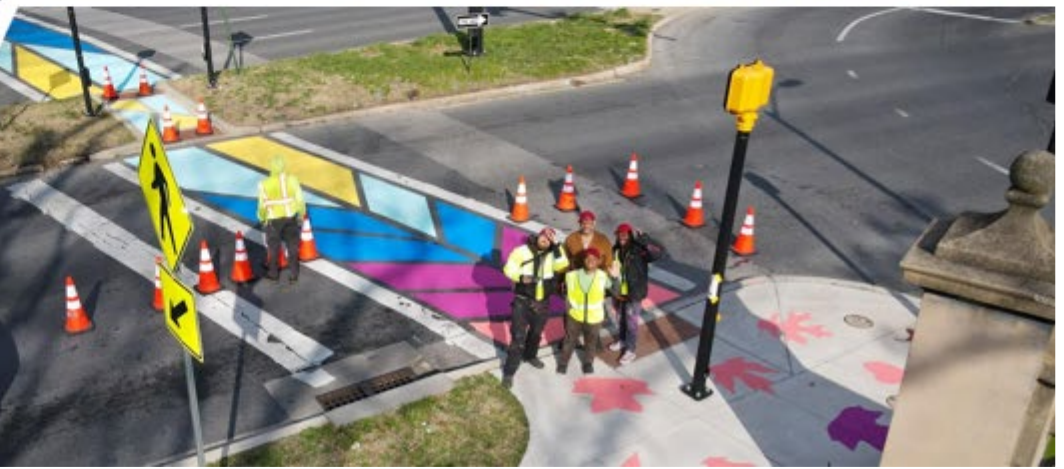
- Medium Density Residential
- High Density Residential
- Mixed Use
- Public/Semi-Public
- Community Anchor
- Primary Greenspaces
- Secondary Greenspaces

- Primary Roadways
- Secondary Roadways
- Neighborhood Roadways
- Internal Roadways

Placemaking Elements

- Primary Gateways
- Secondary Gateways
- Intersection Improvements
- Greenspace Nodes

Placemaking





Cascade Rd

2894 Thornapple River Dr

Former Tuffy Site

The Gathering Place

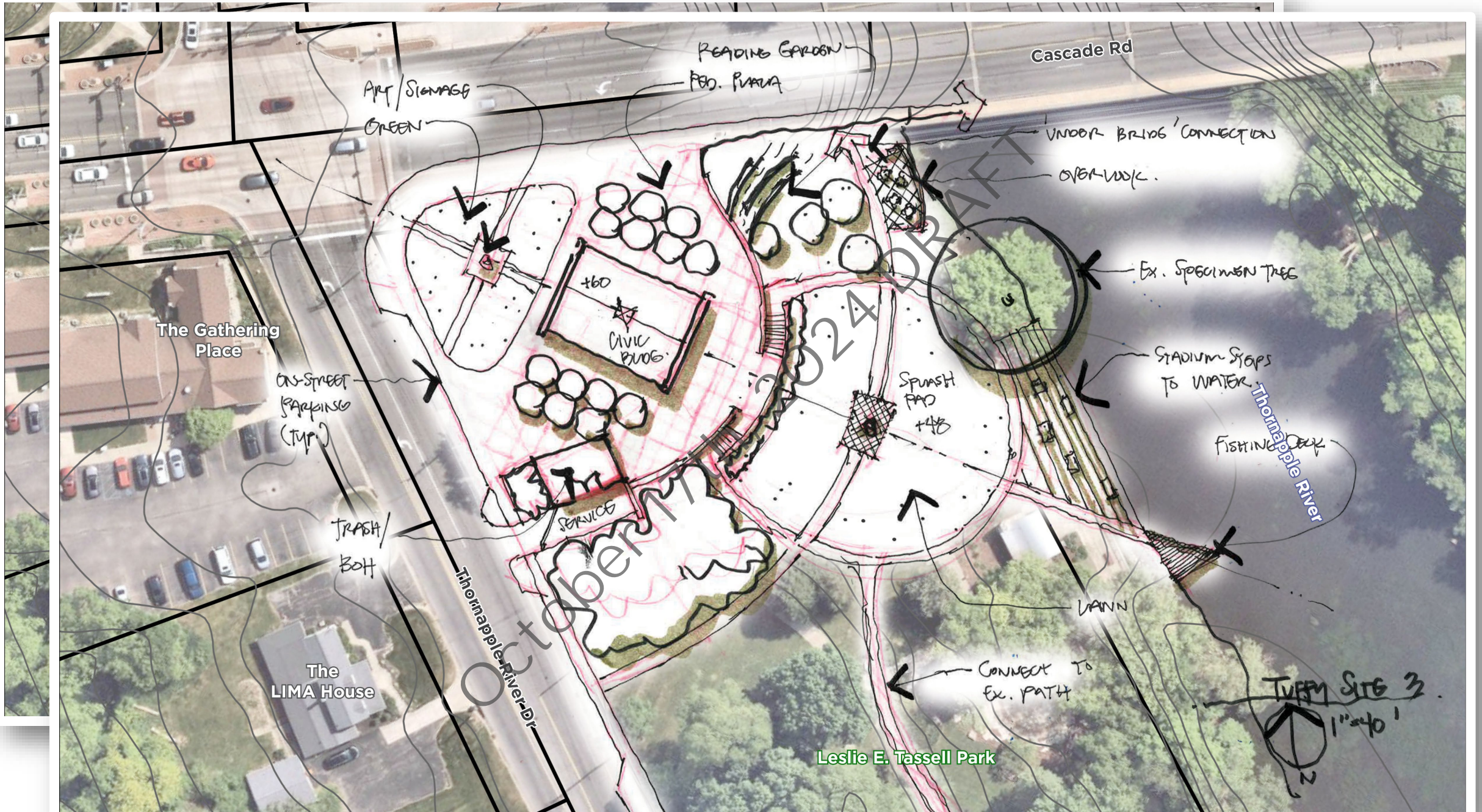
Thornapple River Dr

The LIMA House

Leslie E. Tassell Park

Thornapple River

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Placemaking Feedback

- **Need for a unified vision** – cohesive and comprehensive
- **Continue to promote the riverfront** – boast the local/regional amenity
- **Complement Friendship Park** – sensitive to programming
- **Create that sense of arrival** – key gateway to anchor the entrance of the village

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Framework

Draft v1



Future Place Types

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

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 a variety of occupancy options with on-site, shared amenities.

Estimated Acreage:
24.5 Acres



Franklin, TN



New Albany, OH



Nashville, TN



Prospect, KY



Ladue, MO



Birmingham, MI

Minimal Change

Incremental Change

Transformational Change



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Kent District Library -
Cascade Township Branch



Mixed Use



Minimal Change

Incremental Change

Transformational Change

Large Mixed-Use

Mid-Rise Mixed-Use

Density Mixed-Use



OHM Advisors

Future Place Types Feedback

- **Promote a high standard of design** – materials, architecture, etc.
- **Contextual, resident first, infill** – sensitive to intensity
- **The vision is BETTER, not bigger** – maintain our authenticity

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Framework

Draft v1



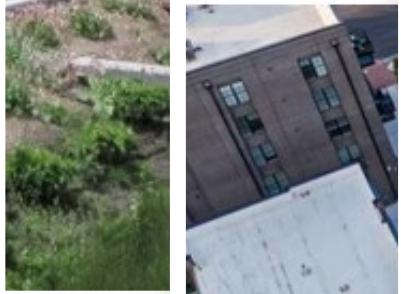
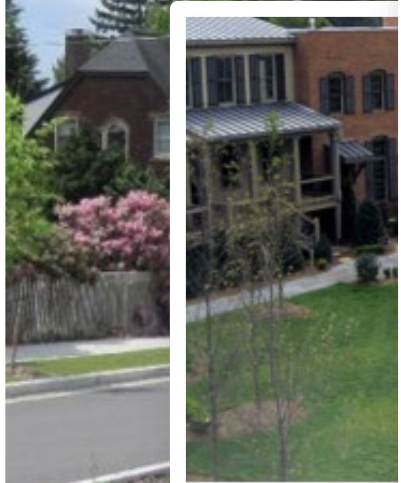
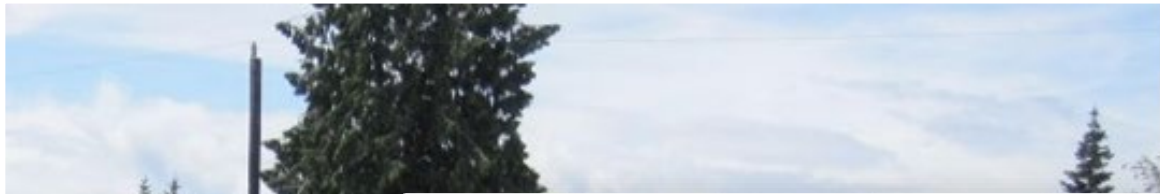
KEY

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

Roadway Types

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

Roadways



Internal Roadways

Advisors*

adways

and Roadways

Connectivity Feedback

- **Focus on traffic calming** – safety of non-motorists and motorists alike
- **Elevate experience between anchors** – intentional and seamless multi-modal mobility
- **Promote sustainable solutions** – complement nature through infrastructure, design, and beautification
- **Placemaking at the heart of it all** – show off what makes you special (culture, values, arts, etc.)

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A photograph of a dam with water flowing over it, overlaid with a blue tint. The dam has several spillways. The water is white with foam as it falls. The background shows trees and a clear sky. A watermark is visible across the image.

What's next?

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Key Focus Areas

- **Tuffy Site + Tassell Park Concept**

(one concept)

- 2D Site Plan
- Character Images
- 3D Renderings

- Overall Village Concepts

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Today's Items for Review

~~• Tuffy Site + Tassell Park Concept~~

• **Overall Village Concepts** (three concepts)

- 2D site plans
- Building type character images
- Roadway cross-sections
- Public space character images



as a reminder...

the plan is grounded in themes such as...

Safety

Authenticity

Beautification

**Contextual
Growth**

Sustainability

**High
Standard of
Design**

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Tuffy site & Tassell Park

October 11th 2024 DRAFT

**An
important
reminder...**

*It is important to note that this
Tuffy/Tassell concept...*

... **is a first, exploratory step**,
into making improvements a reality

... **is a planning-level capacity
study** to gauge interest and
excitement

... **is exactly that, a concept!**

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Tuffy site & Tassell Park

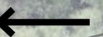
CASCADE RD.

THORNAPPLE DRIVE

DAM

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NORTH





CASCADE RD.

STADIUM STEPS (TYP.)

LOOKOUTS

FISHING PIER

FIRE PIT
BOARDWALK
NATURALIZED
LOOKOUT POINT
NATURALIZED

EX. BUILDING

FORMAL
LAWN

PAVILION

CABINETTE

DAM

READING
GARDEN

STONE
WALLS

SLOPED LAWN

PLAZA

TURN AROUND

ADA

PAVERS

THORNAPPLE RIVER DRIVE

4-SEASON SHELTER

3-SEASON/
RESTROOM

TERRACED
WALLS

SCULPTURE
(TYP.)

HAMMOCK
GARDEN

WATER PLAY

EXISTING PARKING: 29 P.S.
PROPOSED PARKING: 32 P.S.

NORTH
←

**Scan
the QR
code!**

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TASSELL PARK

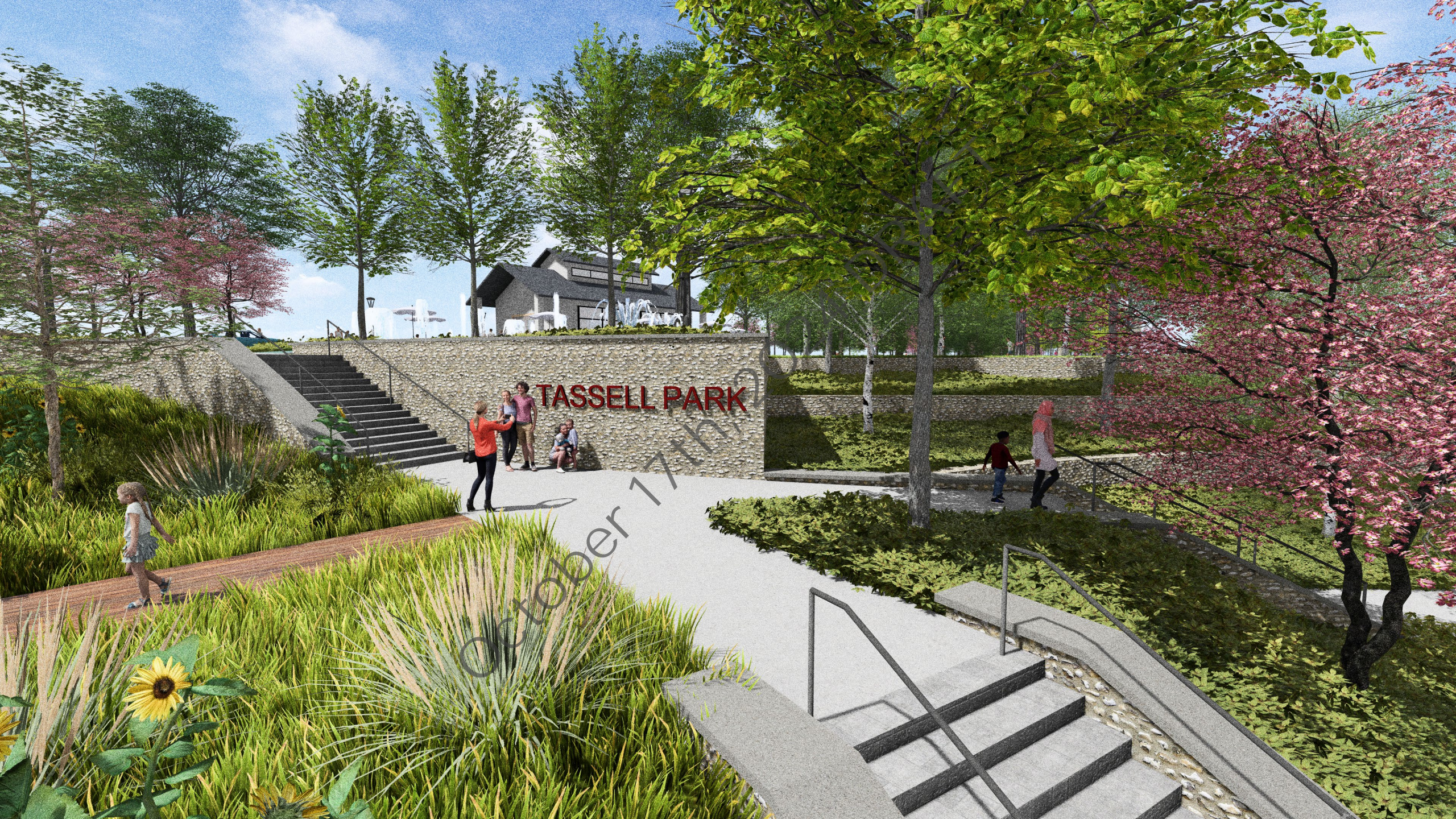












TASSELL PARK

October 17th 2020



CASSELL PARK







Village Concepts

October 17th 2024 DRAFT

**An
important
reminder...**

It is important to note that these concepts...

... **are meant to explore** capacity and transformation options

... **are all different** in intensity and intervention

... **can build on each other** to reach desired vision and character

... **are conceptualized in a way where you can move at your own pace**, have some quick wins, and maintain an overall vision into future!

STUDY AREA BOUNDARY

Cascade Rd

Orange Ave

Thornapple River

Thorncrest Dr

Leslie E. Tassell Park

Cascade Dam

28th St

Old 28th St

OCTOBER 2024

Friendship Park

Kent District Library - Cascade Township Branch

Thornapple River Dr



CONCEPT ONE

STUDY AREA BOUNDARY

Orange Ave

Thornapple River

Thorncrest Dr

Cascade Rd

Leslie E. Tassell Park

28th St

Old 28th St

Cascade Dam

OCTOBER DR

Thornapple River Dr

Friendship Park

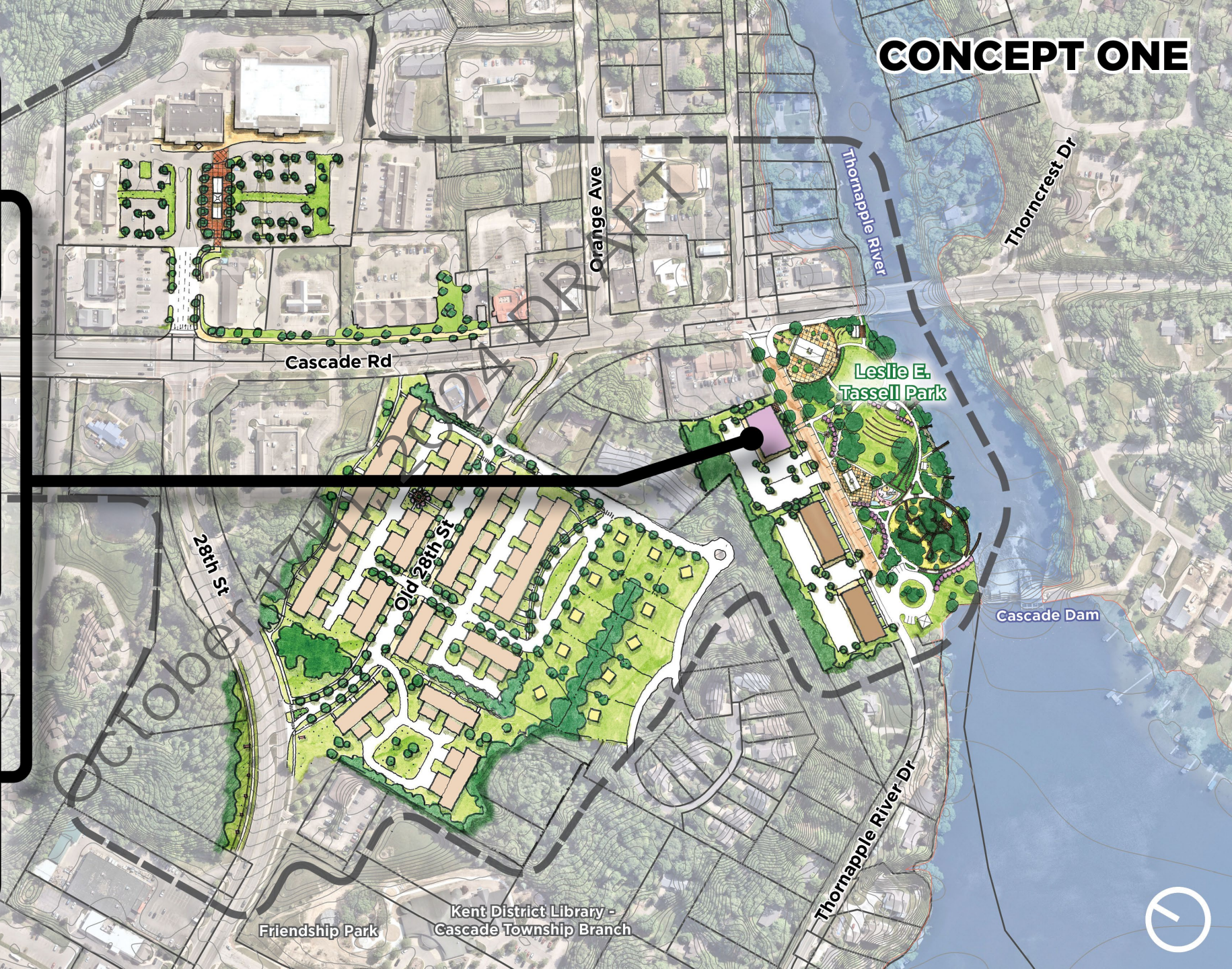
Kent District Library - Cascade Township Branch



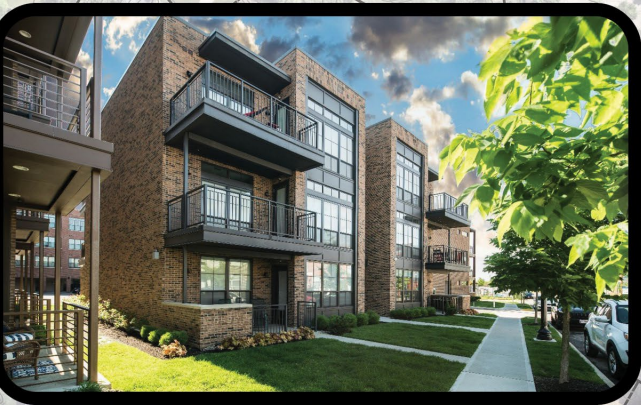
2 OR 3 STORY MIXED USE



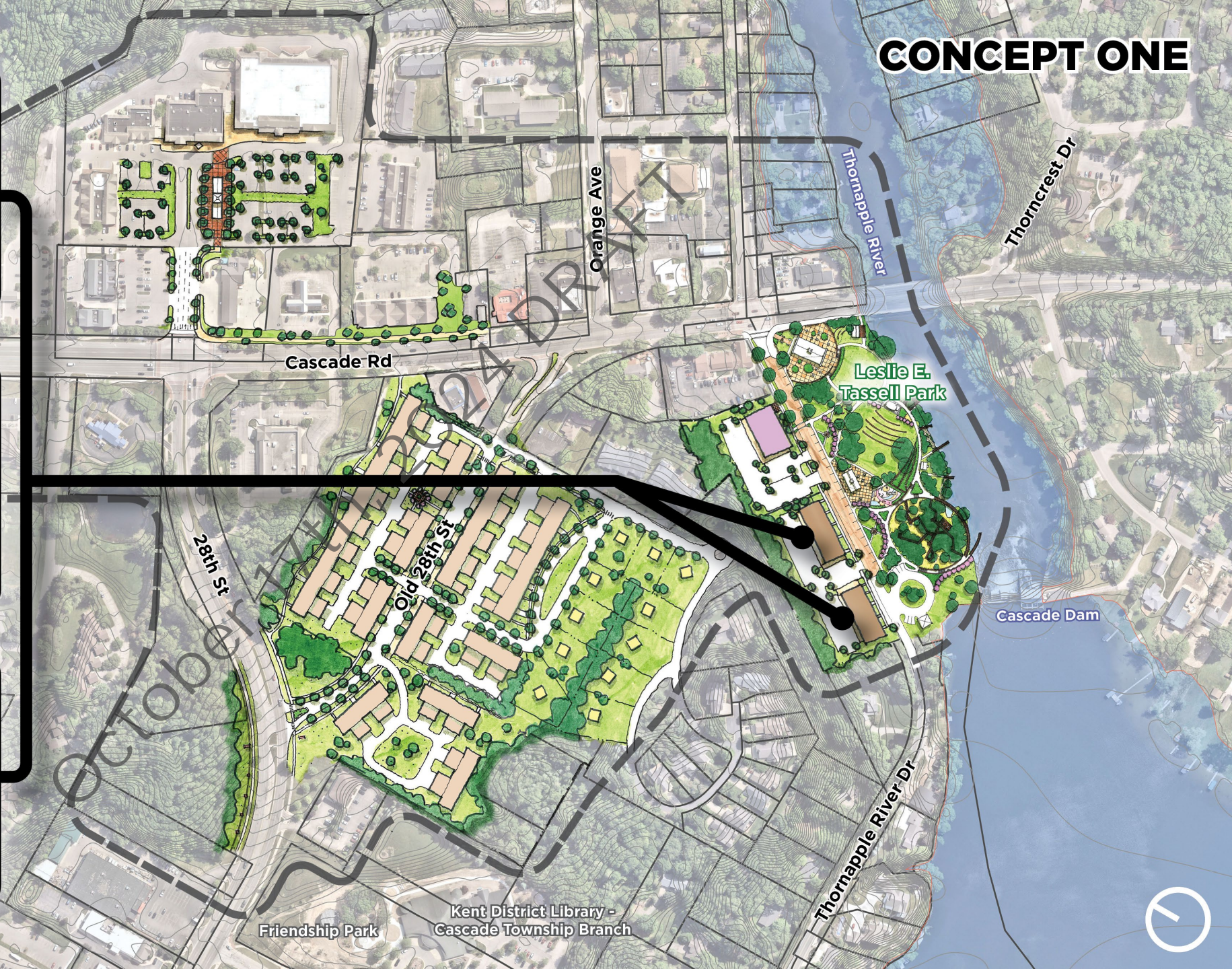
CONCEPT ONE



2 OR 3 STORY WALK UP RESIDENTIAL



CONCEPT ONE



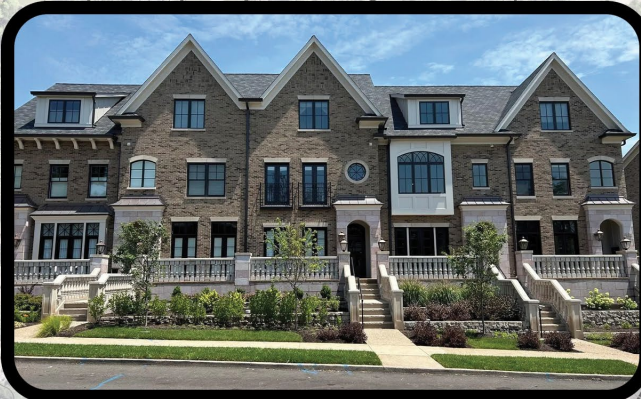
**SINGLE-FAMILY
RESIDENTIAL**



CONCEPT ONE



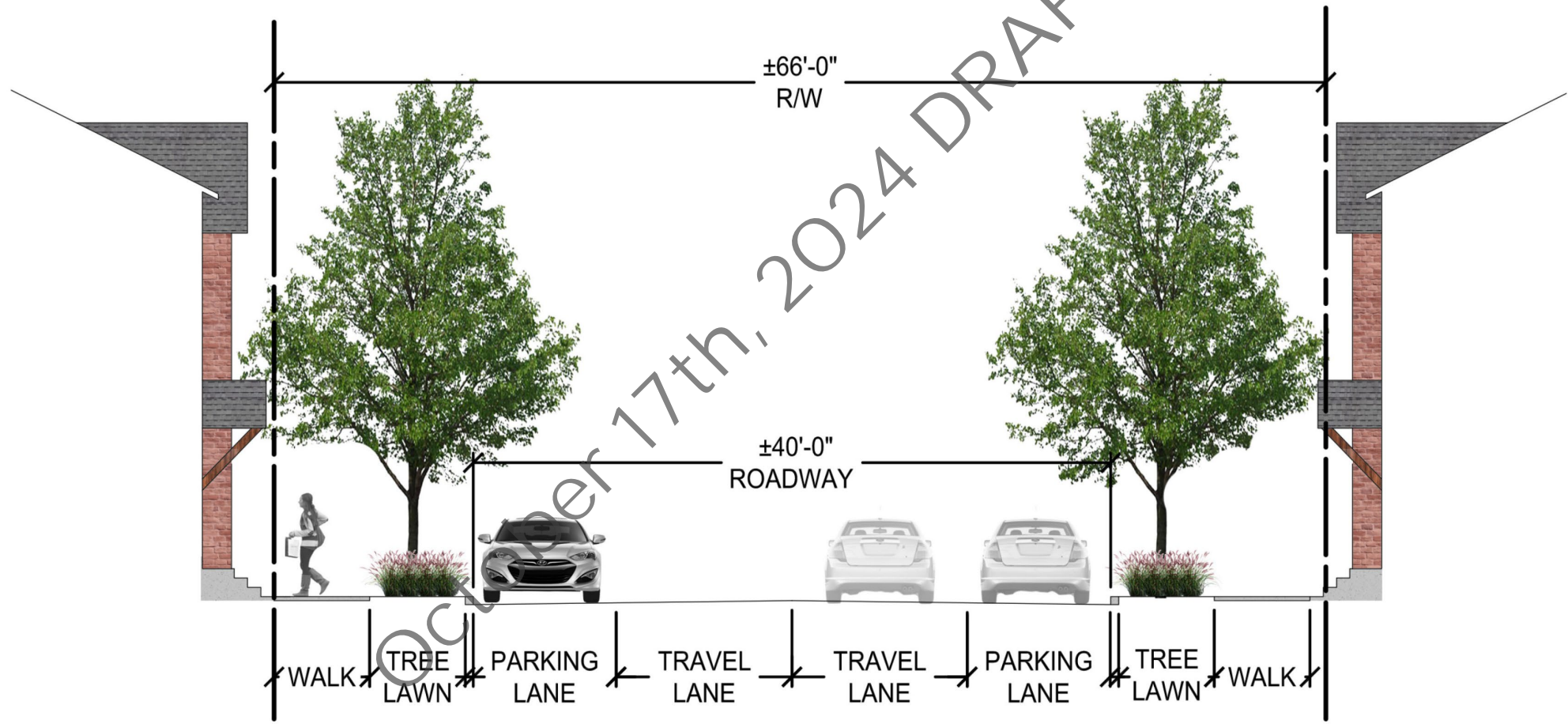
2 OR 3 STORY TOWNHOMES



CONCEPT ONE

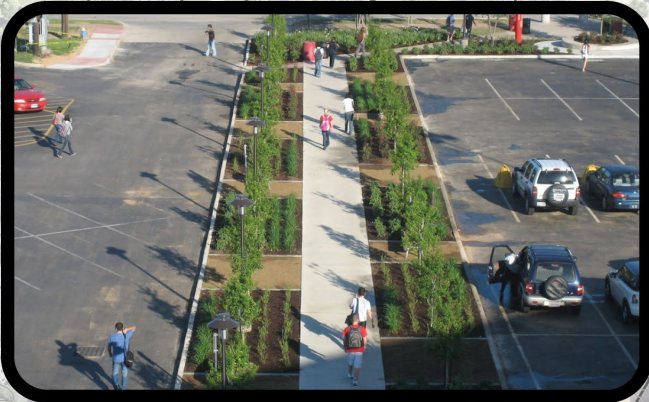
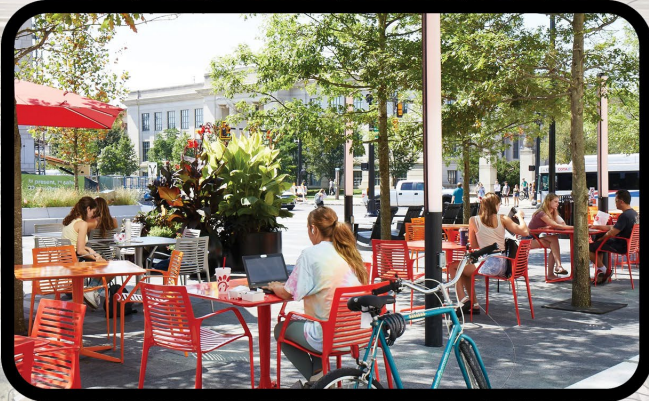


Old 28th St: Updated Streetscape



CONCEPT ONE

PUBLIC PLAZA AND MARKET PAVILLION



CONCEPT ONE

STUDY AREA BOUNDARY

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Cascade Rd

Orange Ave

Leslie E. Tassell Park

Cascade Dam

28th St

Old 28th St

Friendship Park

Kent District Library - Cascade Township Branch

Thornapple River Dr

Thorncrest Dr

Thornapple River



CONCEPT TWO

STUDY AREA BOUNDARY

Orange Ave

Thornapple River

Thorncrest Dr

Cascade Rd

Leslie E. Tassell Park

28th St

Old 28th St

Cascade Dam

OCTOBER

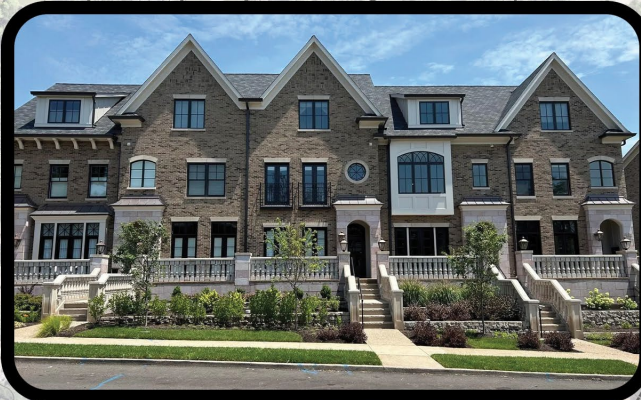
Thornapple River Dr

Friendship Park

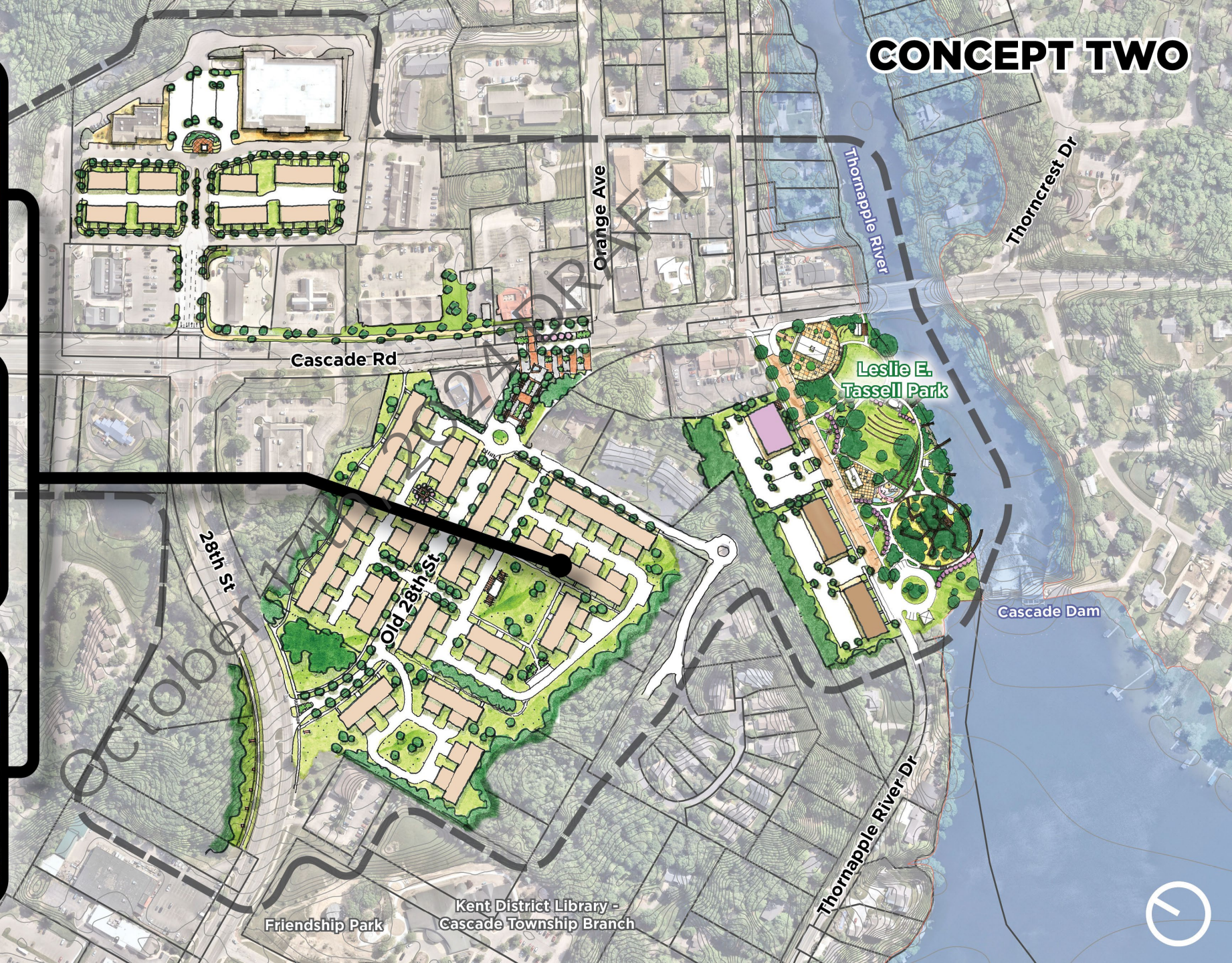
Kent District Library - Cascade Township Branch



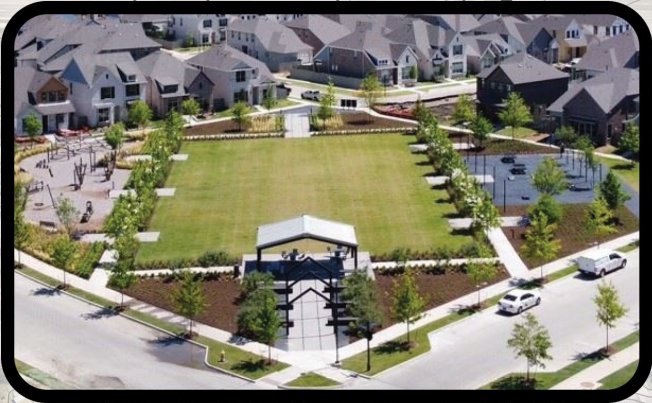
2 OR 3 STORY TOWNHOMES (EXPANDED)



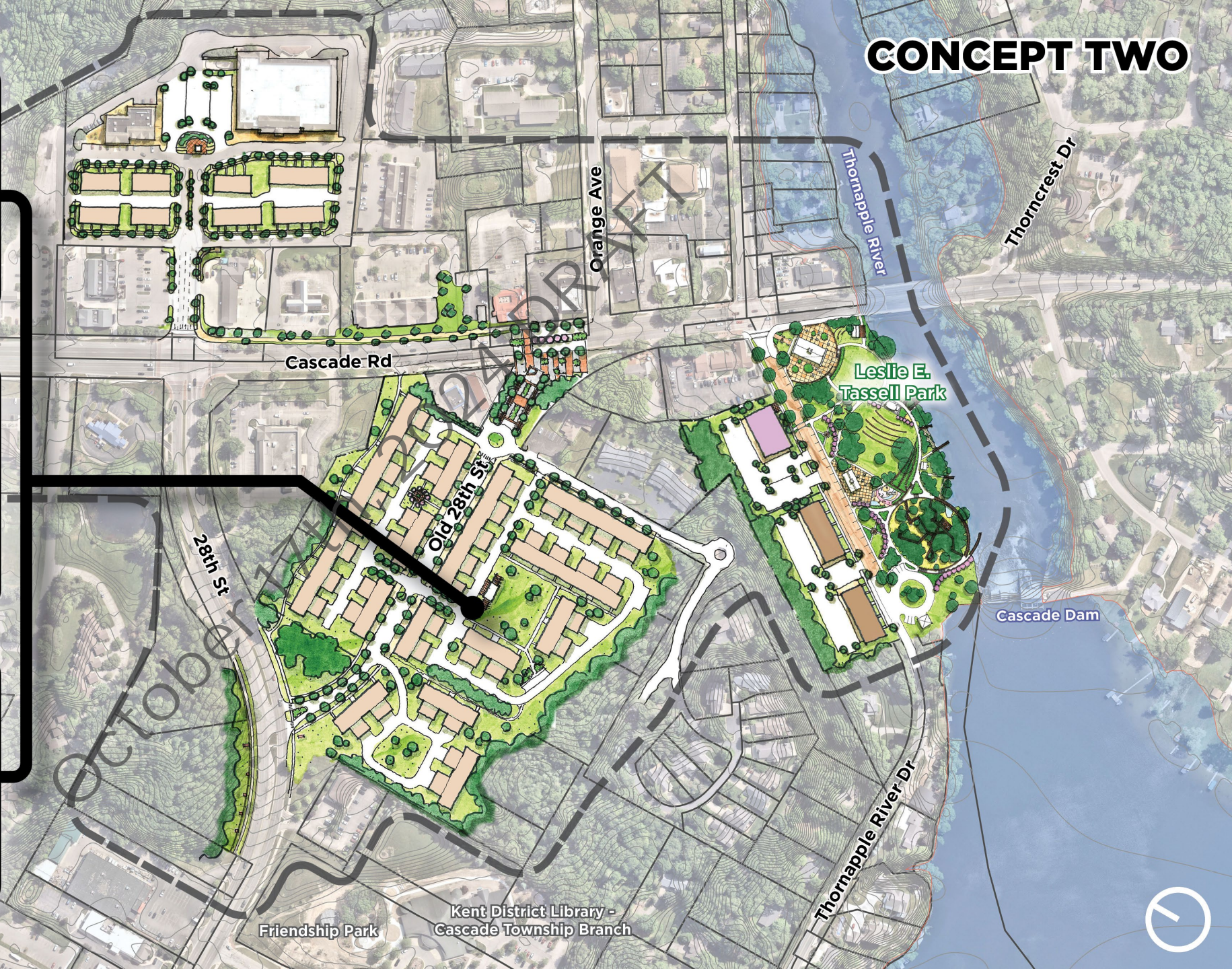
CONCEPT TWO



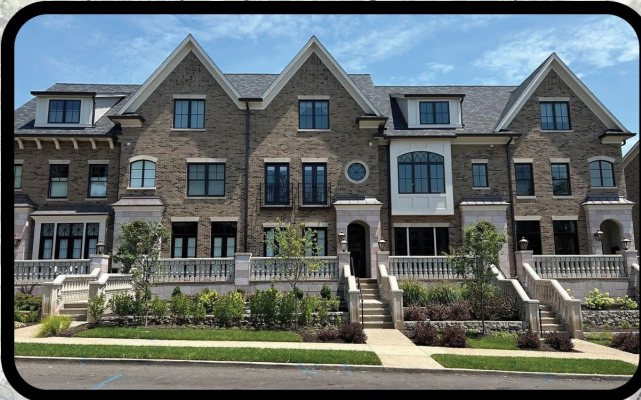
NEIGHBORHOOD GREEN SPACE



CONCEPT TWO



2 OR 3 STORY TOWNHOMES



CONCEPT TWO



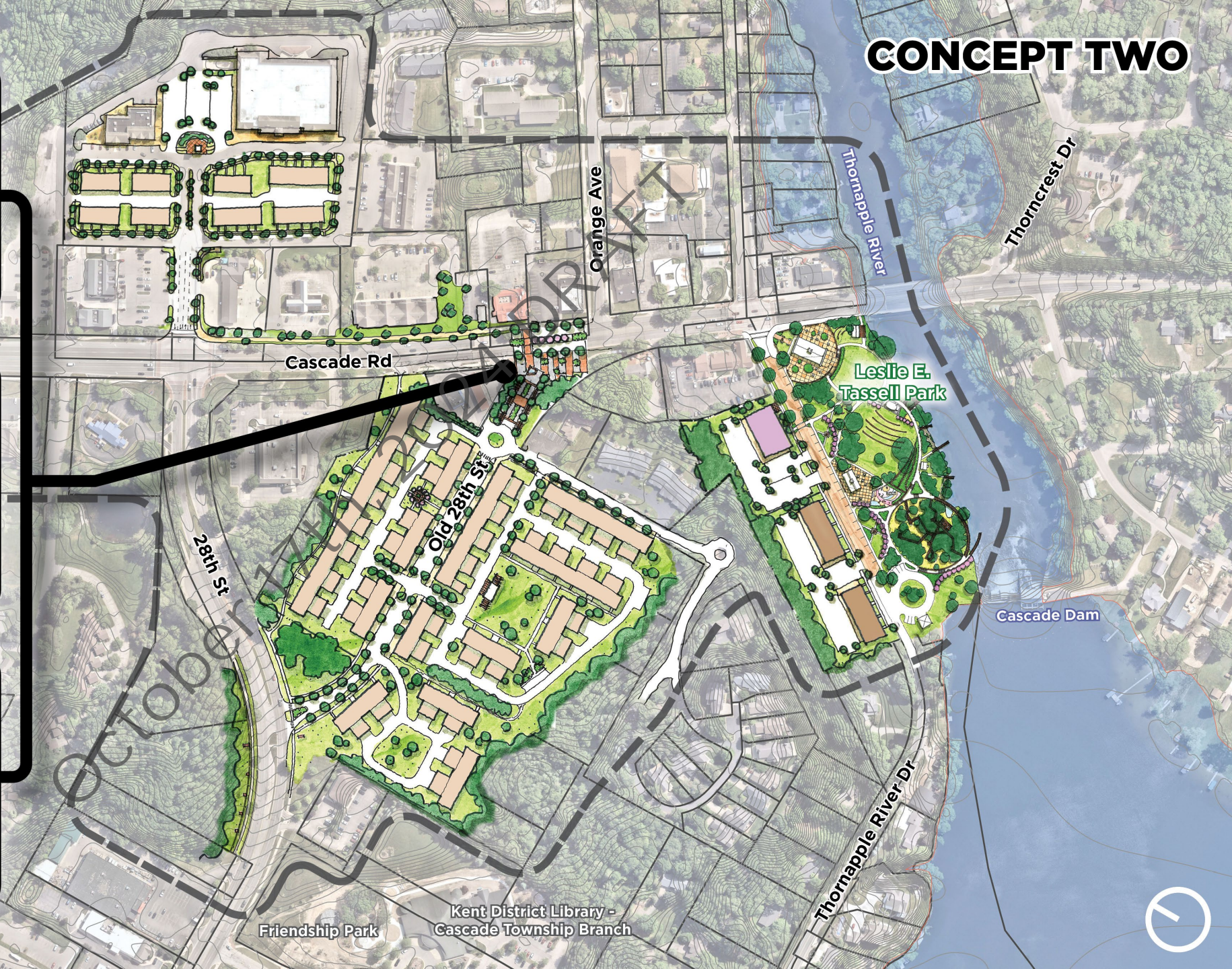
OCTOBER

Kent District Library - Cascade Township Branch

CROSSING AND LINEAR PLAZA



CONCEPT TWO



Cascade Rd

Orange Ave

Leslie E. Tassell Park

Cascade Dam

28th St

Old 28th St

Friendship Park

Kent District Library - Cascade Township Branch

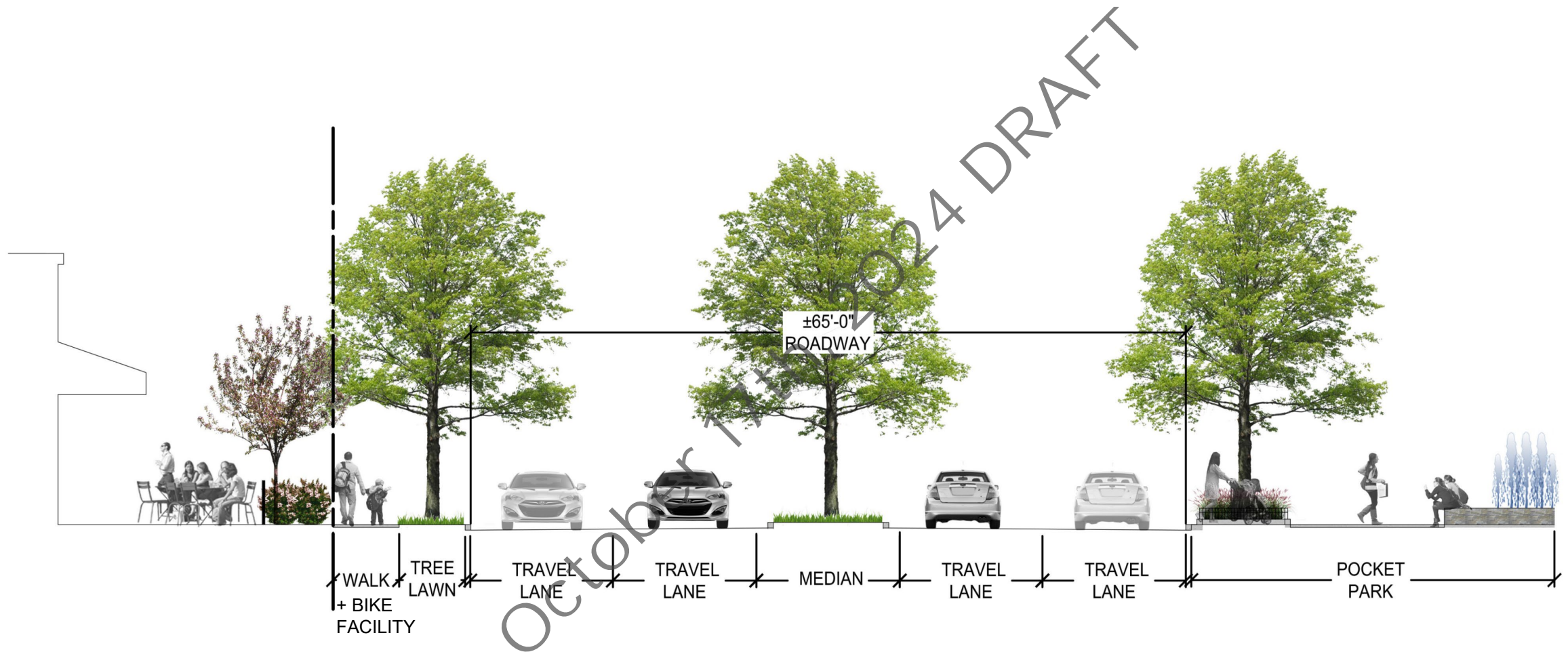
Thornapple River Dr

Thorncrest Dr

Thornapple River



Cascade Rd: Mid-block Crossing



CONCEPT TWO

STUDY AREA BOUNDARY

OCTOBER 17th 2024

Cascade Rd

Orange Ave

Leslie E. Tassell Park

Cascade Dam

28th St

Old 28th St

Friendship Park

Kent District Library - Cascade Township Branch

Thornapple River Dr

Thorncrest Dr

Thornapple River



CONCEPT THREE

STUDY AREA BOUNDARY

Orange Ave

Thornapple River

Thorncrest Dr

Cascade Rd

Leslie E. Tassell Park

28th St

Old 28th St

Cascade Dam

OCTOBER

Thornapple River Dr

Friendship Park

Kent District Library - Cascade Township Branch



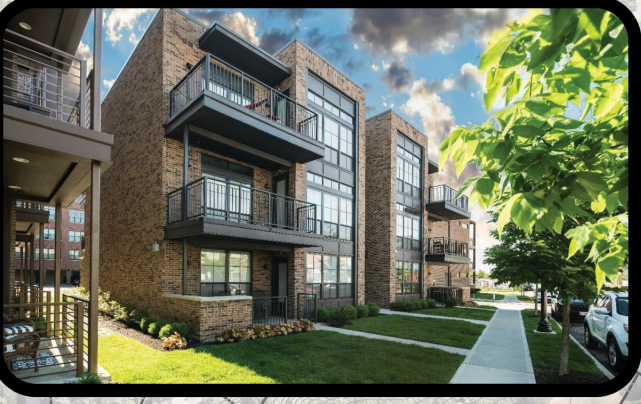
2 OR 3 STORY MIXED USE



CONCEPT THREE



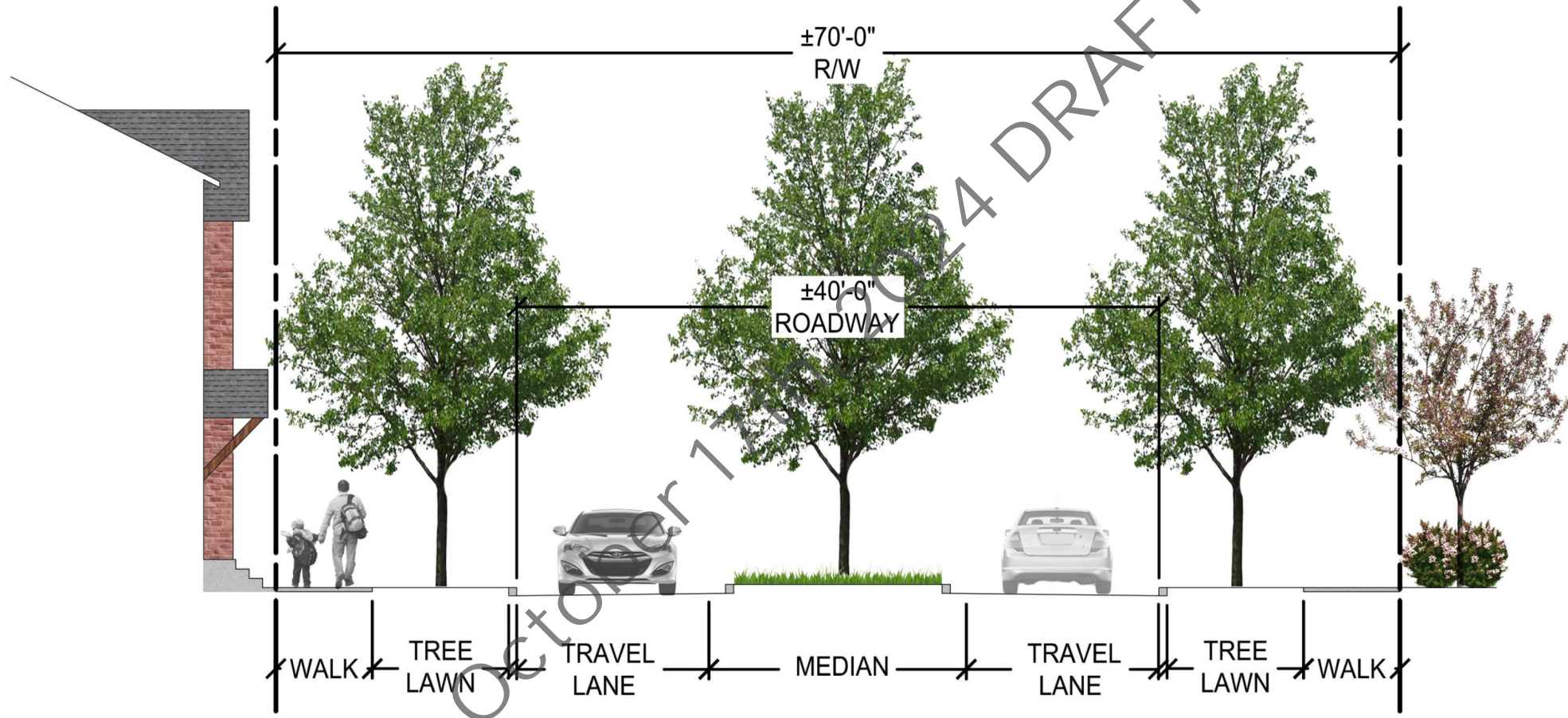
**2 OR 3 STORY
WALK UP RESIDENTIAL**



CONCEPT THREE



Thornapple Center: Typical section



CONCEPT THREE

STUDY AREA BOUNDARY

OCTOBER DR
17th 2024 DR

Cascade Rd

Orange Ave

Leslie E. Tassell Park

Cascade Dam

28th St

Old 28th St

Friendship Park

Kent District Library - Cascade Township Branch

Thornapple River Dr

Thorncrest Dr

Thornapple River





Change in action!

Parcel Case Study

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**Cascade
Roadhouse**

**International
Beverage**

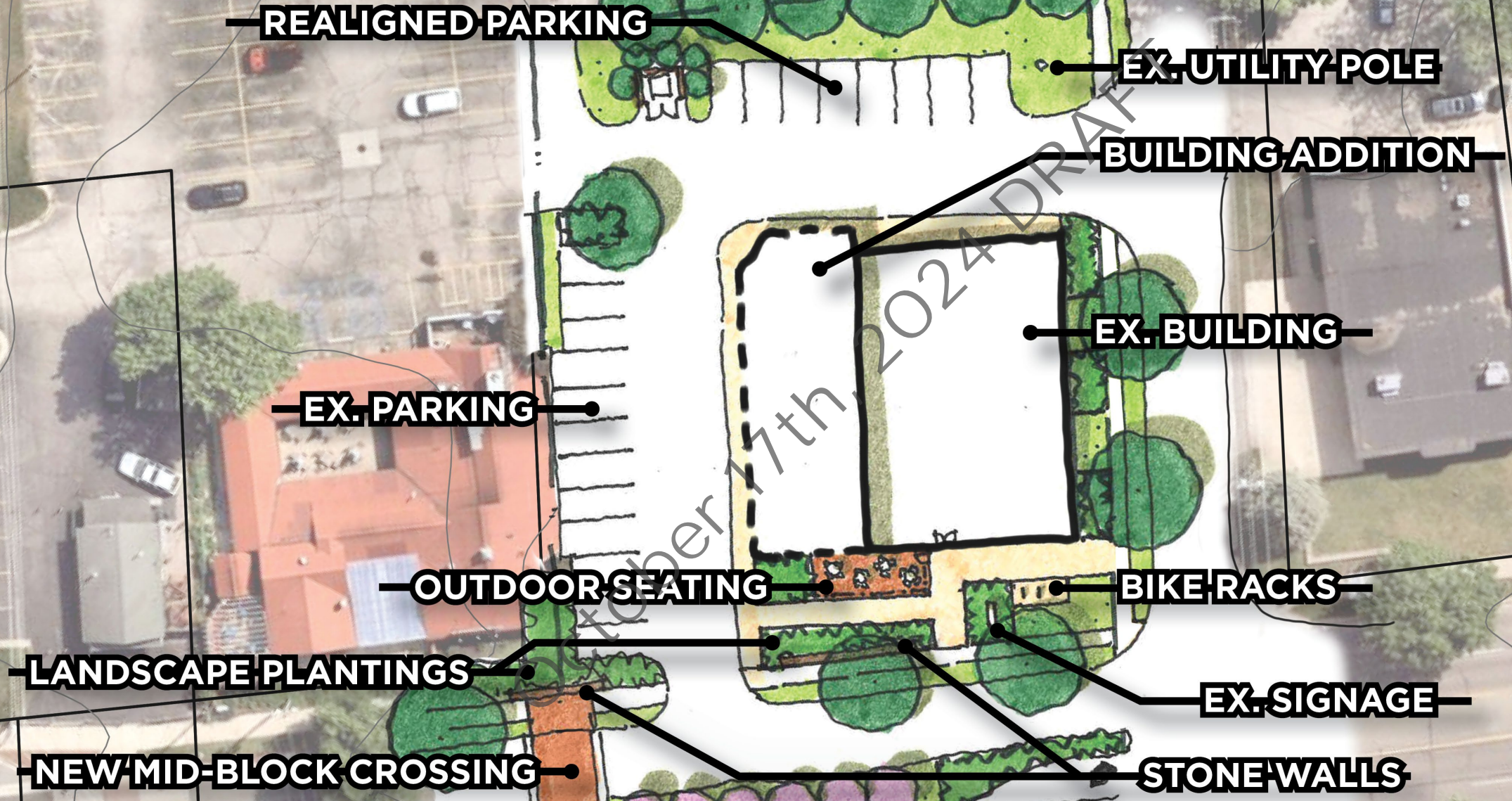
**Cascade
Barbershop**

Orange Ave

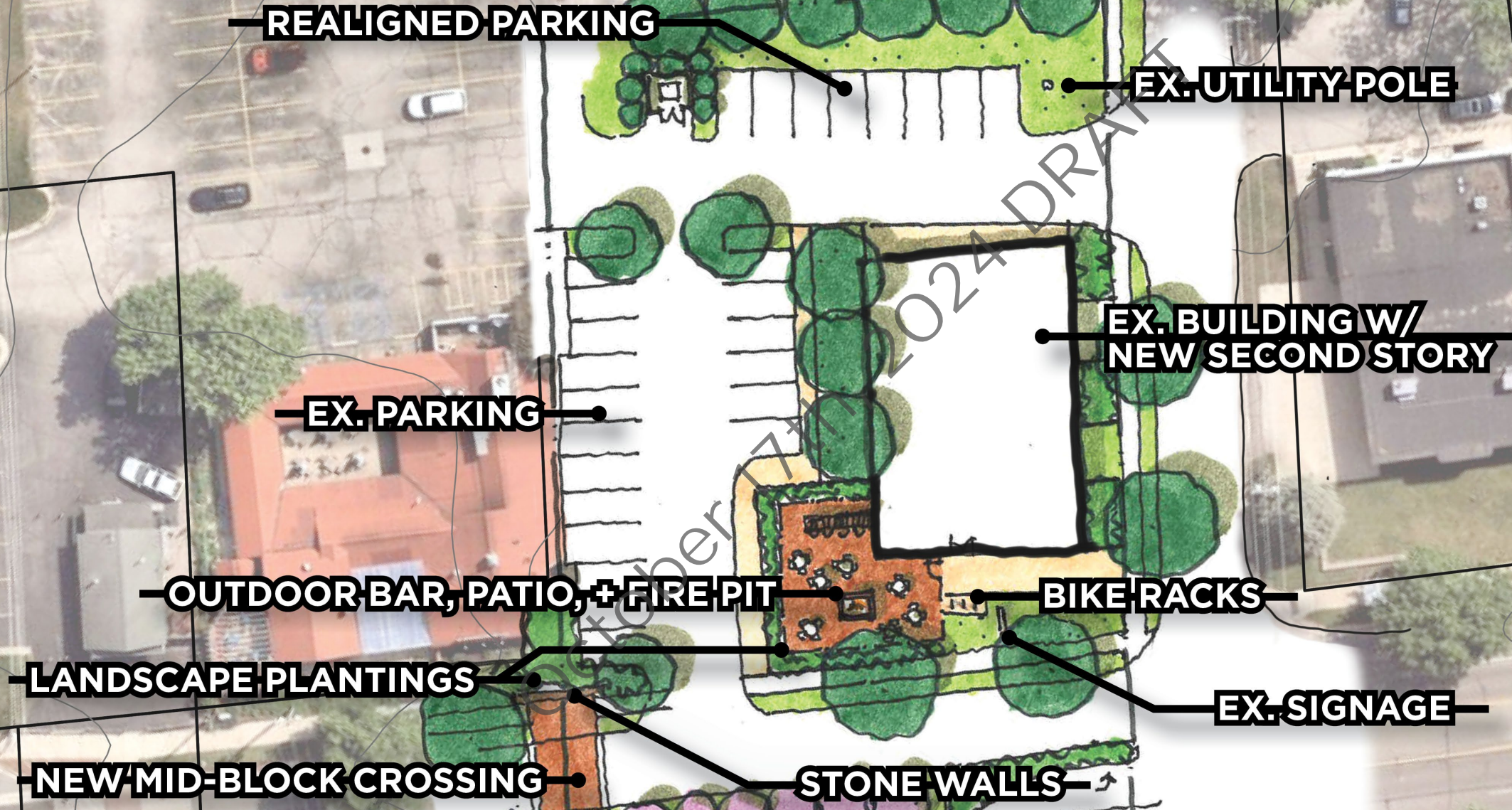
Cascade Rd

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Study Concept 1



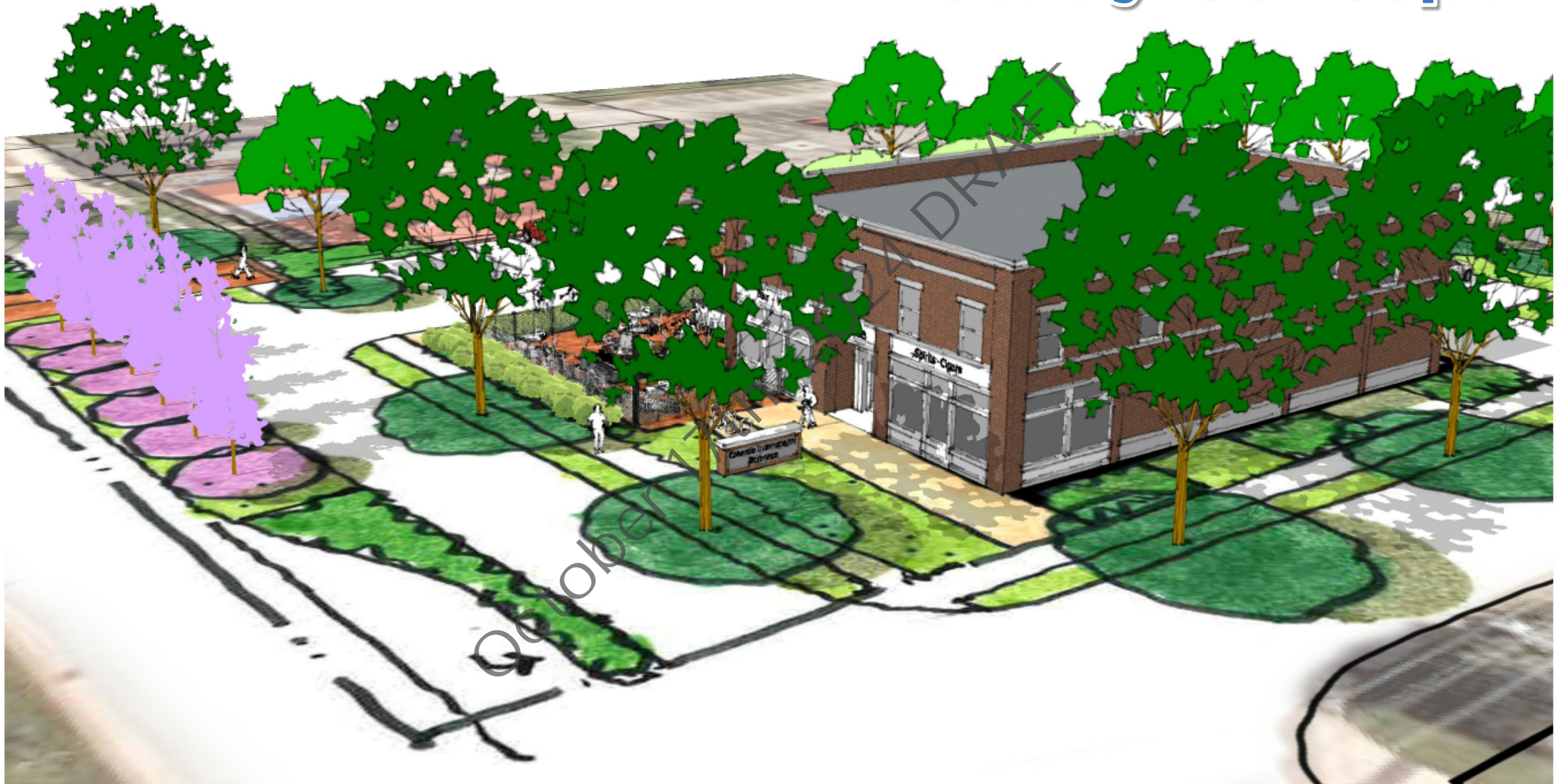
Study Concept 2



Study Concept 2



Study Concept 2



Study Concept 2



Study Concept 2



Study Concept 3

REALIGNED PARKING

RELOCATED UTILITY POLE

OPEN LAWN

EX. BUILDING

NEW BUILDING

OUTDOOR PATIO

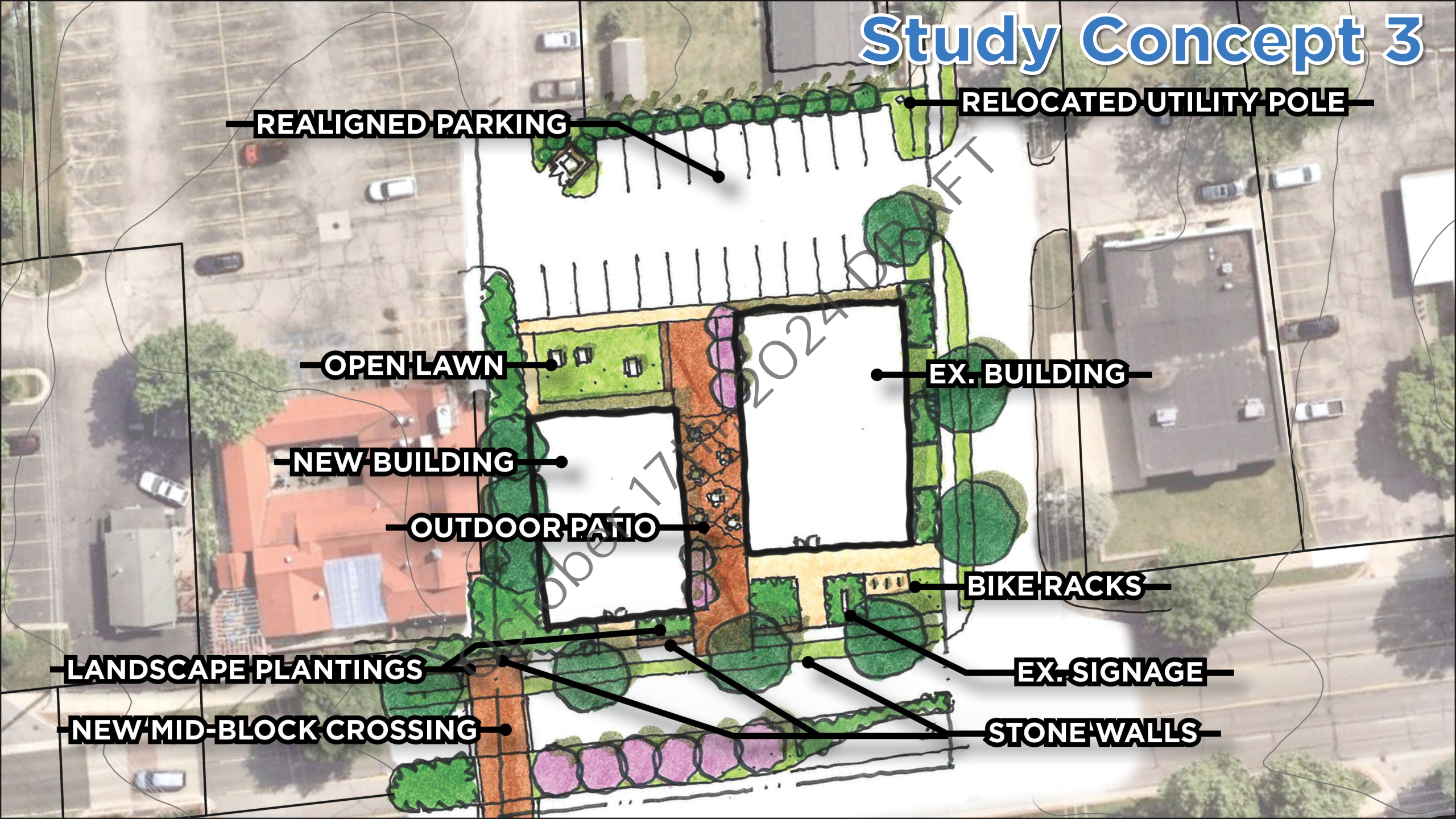
BIKE RACKS

LANDSCAPE PLANTINGS

EX. SIGNAGE

NEW MID-BLOCK CROSSING

STONE WALLS



Next Steps

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Let's Talk!

October 14th - 2024 DRAFT

**Scan the
QR code!**

October 17th, 2024 DRAFT





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Advancing Communities®

OHM-Advisors.com

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

The consultant team invites you to review the concepts and provide feedback!

- For Tassell Park, Concept 1, Concept 2, and Concept 3...

Please use the colored note cards to provide feedback!

- **Green Note Card** = Likes
- **Orange Note Card** = Dislikes
- **Yellow Note Card** = Concerns
- **Pink Note Card** = Questions



Please place your anonymous feedback cards in the associated boxes!