

City of East Jordan Waterfront Subarea Design Guidelines

XX/XX/2018



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Introduction

Placemaking is a term planners and designers often use today. In general, it is an exercise to discover and reinforce the positive qualities that make a place unique. When applied to a city, town, or neighborhood, placemaking can help build a positive message of commercial and community health, and set a community apart as a special place.

The qualities that make a place unique vary widely and are often influenced by time the passage of time. A special setting, cultural aspect, or industry helps as a place to start, but above all, unique, distinctive communities all have the following characteristics:

- They are seen safe to travel to and through.
- They have investment and employment opportunities.
- They have a strong cultural identity.
- They are well designed and sited and maintain a sense of “being one with the land” and maintain a tradition of environmental stewardship.
- They are visually attractive.

These qualities are known as the five buckets- safety, economy, culture, environmental stewardship, and physical design. Together, they provide the base from which healthy, vital communities are formed. In 2017, East Jordan's Downtown Develop-

ment Authority (DDA) and the City of East Jordan elected to pursue a public placemaking effort that would leverage the 5 basic qualities (or buckets) and build a message that frames the town as unique and viable.

The placemaking process, while unique to each place, follows a general process of inventory, analysis, and public input that result in policy recommendations and tools for fostering them. The policy recommendations often are part of a process that take the form of design guidelines and Master Plan alterations while the tools that make them happen occur as changes to zoning ordinances, often in the form of overlay districts, planned urban districts (PUDs), and form code. This writing, the Waterfront Subarea Design Guidelines (WSDG or WSPlan) are the policy recommendations portion of that process, from which Master Plan and zoning ordinance modifications should follow.

These guidelines are the result of a series of 3 significant public workshops, and 3 stakeholder interviews, and proffer realistic solutions and design recommendations built upon generous community and government input. In addition to the residents and elected officials of East Jordan, guidance and sponsorship has been provided by:

The East Jordan Downtown Development Authority.

Michigan Department of Transportation.

Michigan Department of the Environment.

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Design Overview

Today's East Jordan cannot be separated from its history. Born in an era of unbounded resources and industry, East Jordan became one of those early American places where a previously unobtainable combination of land, raw material, and power could be had easily. The City formed as a center of wealth from farming, shipping, logging and, later, heavy industry, surrounded by frontier.

Transportation was a major consideration in those times. Getting resources in and products out was critical in the newly developing country. In the late 1800's and early 1900's, East Jordan's position at the head of Lake Charlevoix allowed both major shipping to international trade via Lake Michigan and rail transportation, a combination rare for a place deep into northern Michigan. Wealth followed.

Founded in the 1870's, East Jordan began its life as a lumber town. The lumber was found in such abundance and diversity that, when it finally ran out, the city found itself fortunate. Through that lumber, the City found it had a transportation system ready to support the manufacturing center it was becoming, particularly in the creation and forming of iron. Unlike many towns and cities, who foundered as lumber was lost and the marginal soils of northern Michigan became evident, East Jordan's diverse balance between farming and manufacturing ensured it could confidently look into the future.

During East Jordan's early years, it followed the ideas of city and architectural design patterns popular in the era. This means Victorian vernacular. "Victorian" ideals, were popular during the late 1800's and early 1900's relate to building and city planning design during the reign of Queen Victoria of England. It was popular in former English colonies, and in America, Victorian architecture manifested itself in a number of styles (Eastlake, Romanesque, Stick, Italianate, etc). Those styles culminated during the early 1900's in the form of Folk Victorian, an adaptation of Victorian style that was popular in the United States for two important reasons- it could be shipped as a kit and it had the ability to be easily modified to demonstrate the success of the owner.

At its' most basic, Victorian design was less a design style and more of an expression of wealth and might. During America's age of unlimited resources and discovery, manufacturing advances allowed cheap creation of building materials and transportation. Suddenly everyone had the supplies and skills available to put a home or business location up that could "beat the Jones". Coupled to the notion that natural resources were unlimited, Americans raced to a future they were sure would happen. They built wide city streets and imposing buildings in the wilderness, all made available by discoveries in ironwork and steel, manufactured parts, transportation, and readily available local resources. East Jordan was no

exception. It planned on becoming, despite its' remote location, a big city with grand avenues and ornate, tall structures. It built for the prosperous community the residents knew was coming.

Of course, all things change, and over time the grand vision of East Jordan as a cosmopolitan place was found to be unreachable. Regardless, the building notions of the age still exist on the land here and should be taken advantage of. But not solely as a resource for historic restoration or Victorian mimicry. To do so would be short-sighted and restrictive. Rather, it is proposed through these guidelines that East Jordan encourage the same ideas that our Victorian predecessors had- a future of prosperity in concept, demonstrated through form, mass and detail in the places that they built. The guidelines are intended to guide the builder, official, and citizen in leveraging East Jordan's Folk Victorian heritage, form, and ideas to create a unified appearance of success in today's measures. Much like the grand plans and design born from the enthusiasm of America's Victorian age.

Of course there are differences between Victorian and contemporary design ideas. Victorian builders were not restricted in the least by the notion of regulation, zoning, and environmental protection. But the place they created now is, and ensuring the distinctiveness of the place they built carries on, and ensuring it has the tools

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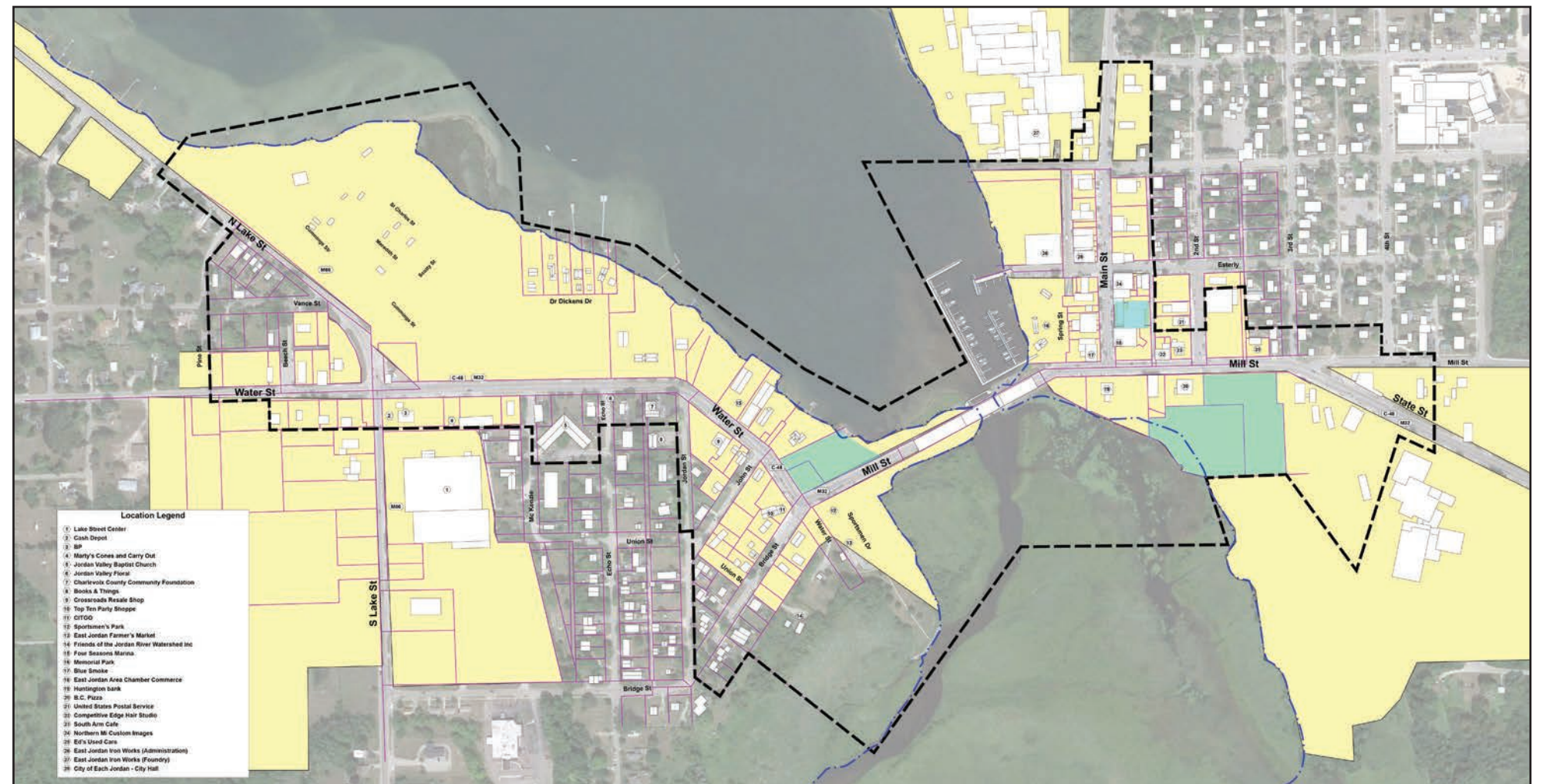
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to carry to ensure it can grow into the future is the mission of the Waterfront Subarea Plan.

These guidelines are linked to East Jordan as a waterfront community and anticipate designation as a Michigan Redevelopment Ready Community (RRC). As an RRC, modern notions of sustainable urban design become important. These elements help leverage funding for development of significant urban resources, and include consideration of zoning, environmental protection, public landscape, and use diversity.

The Waterfront Subarea Plan established by this plan (as part of the East Jordan Master Plan) is also intended as an incentive mechanism itself. Through zoning regulation and long range development policies (the Master Plan), it is intended that these guidelines be used to encourage sustainable economic development and growth. To that end, the next steps in making this community effort valuable is to make the initiatives flexible in the Master Plan, Zoning Ordinances. Equally important, a mechanism be made available for easy inclusion into the subarea plan for adjoiners. Recommendations for how these things can be incorporated within the existing zoning ordinance are included in the Comprehensive Planning section of this document.

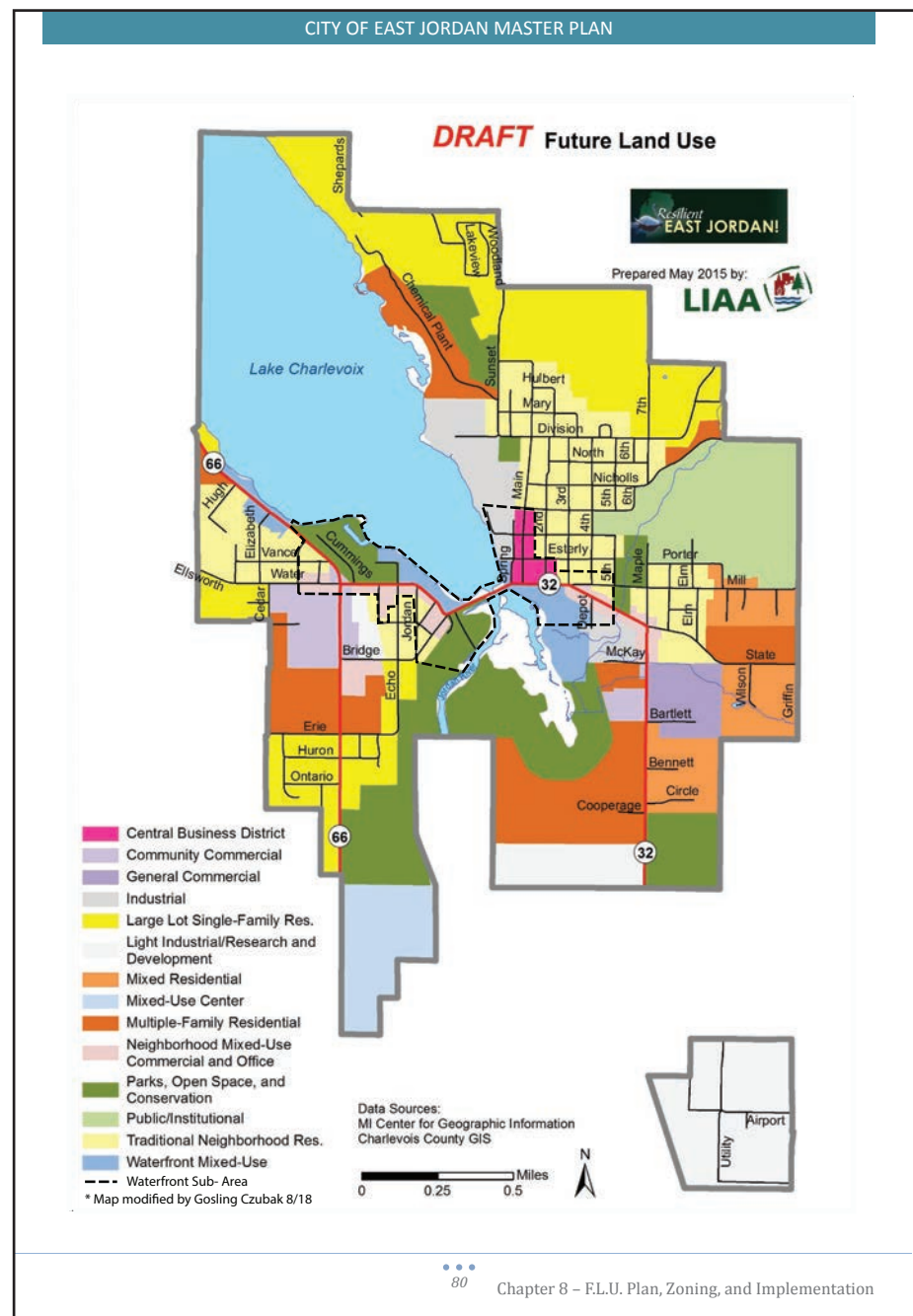


The Waterfront Subarea and existing points of interest as of 2017. (n.t.s.)

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The Waterfront Subarea Design Guideline Boundaries and Goals

The Waterfront Subarea Plan (WSP) for East Jordan is designed to work within the City's Master Plan and. It also is integral with The Downtown Development Authority policies and overlays much of the DDA area, including the entire central business district, several original neighborhoods, the town approaches, and the causeway connecting both sides of the city over the Jordan River.

The WSP intentionally focuses on the M-32 causeway as the critical link between both sides of Lake Charlevoix and the Jordan River. As the primary transportation link to all points east, west, north and south around the long fetch of Lake Charlevoix, it has been and remains, a landmark for daily trade and visitor experiences.

Over time, the nature of the M-32 causeway has changed. What was a critical link for the industrial, commercial, and farming trades has added housing, recreation and tourism to those uses. While connections to community services on the west side of the town remain critical, land uses near the ends of the causeway, including the CBD, are seeing pressure for change to new income generating uses involving tourism, residential, and commercial mixed uses.

The boundary of the Waterfront Subarea Management Plan was established to accommodate

these immediate pressures and work within the East Jordan Master Plan to establish a unified and improved aesthetic character for East Jordan into the future. It addresses, in general, building location, orientation, bulk, entrances, facades, rooflines, window placement, and building materials. It also considers:

- Open spaces and non- motorized links.
- Multi- modal access.
- Special uses and mixes related to the waterfront.
- Public access improvements.
- CBD opportunities to increase access, activity and development along the waterfront.
- Zoning and building recommendations, including bulk restrictions to enable the goals set forward in this plan.
- Low Impact stormwater management design.
- Streetscape and planting design.
- Forest conservation and restoration.

In addition, this plan provides recommendations for potential funding assistance and agency coordination.

Coordination with the Master Plan Goals

These recommendations are designed to work within the City of East Jordan Master Plan and with the East Jordan Economic Development Plan, Zoning Ordinance, and Downtown Development Authority policies

The Future Land Use Map of the City of East Jordan showing the Waterfront Overlay District boundary. (n.t.s.)

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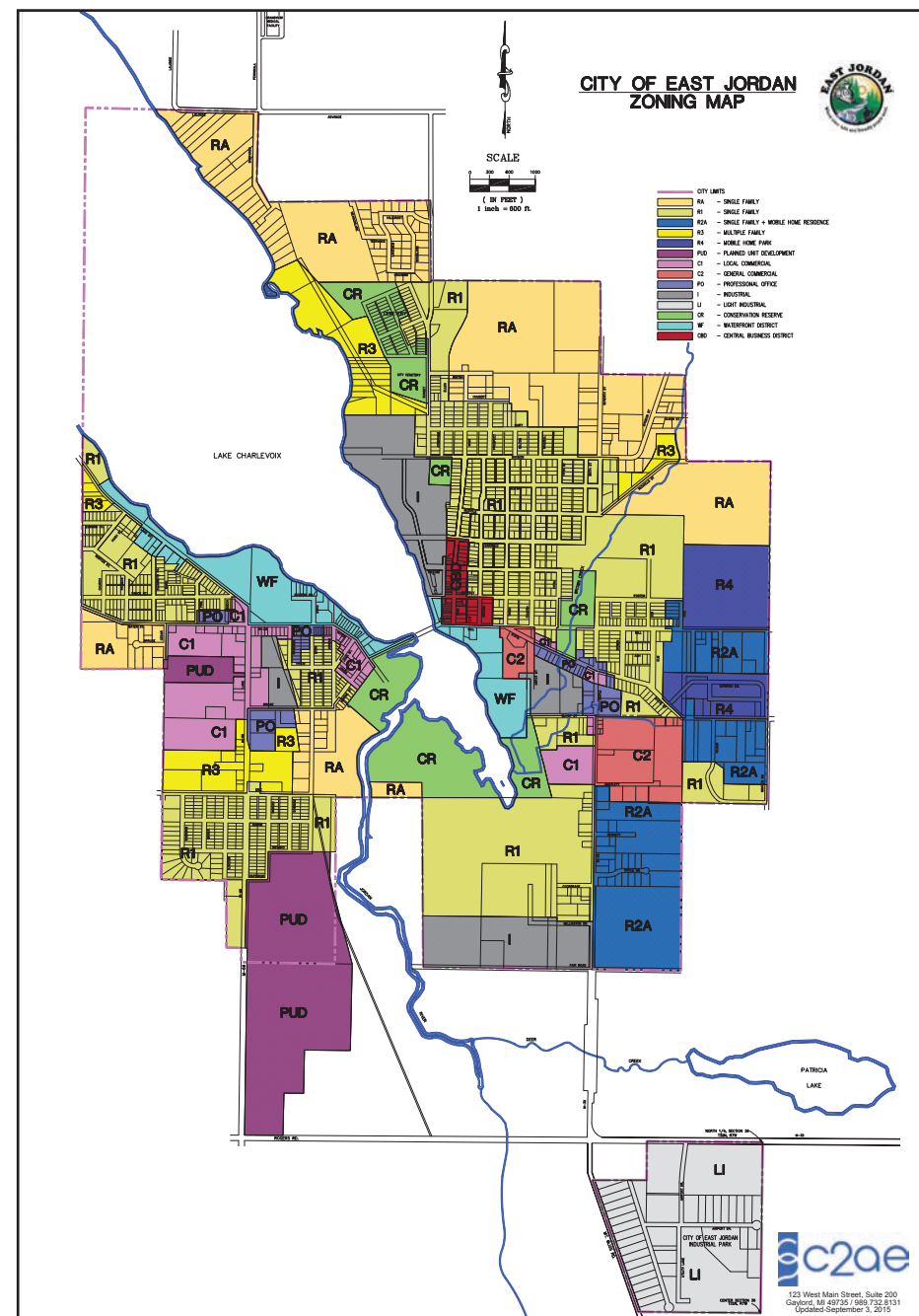
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in pursuit of East Jordans' Master Plan Goals. They are particularly focused upon Chapter 8, "Future Land Use, Zoning Plan, and Implementation" and most specifically support the policies set forth as elements of Placemaking.

The boundaries of the Waterfront Subarea Plan contain a particularly wide variety of forms and uses. It contains at least 8 zoning districts and is subject to the policies of nearly all of the Master Plans' defined use types. The area also includes significant areas with specialty zoning designed to promote and protect sensitive areas including waterfront and conservation districts.

This diversity offers fertile ground for placemaking and the WSPlan provides a bridge between the Master Plans' placemaking goals and zoning ordinance implementation tools. By addressing design issues as policy in the WSPlan, it is intended that a clear, sustainable path to greater entrainment options, entrepreneurial services, transportation links, recreational tourism, and regional nodes of activity can be established. By addressing specific design policies for the appearance of private and public spaces, and their uses, this guideline set specifically promotes these Master Plan Placemaking elements:

- The promotion of historic preservation and adaptive reuse of historic structures.
- Implementation of standards for traditional building.



East Jordans' current zoning. (n.t.s.)

- The provisioning of additional amenities and usability in Memorial Park and Municipal Harbor, particularly as festival spaces.
- Improving multi-modal access and trail connections.
- Enhancing the gateways into East Jordan, including streetscape programs.
- Continuation of the current wayfinding program.
- Improving access to natural resources, specifically the river and the lake.
- Encouraging facilities to celebrate East Jordans' History and culture.

The WSPlan also reinforces all other general redevelopment, tourism, and cultural/ heritage elements encouraged through East Jordans, Master Plan placemaking initiative.

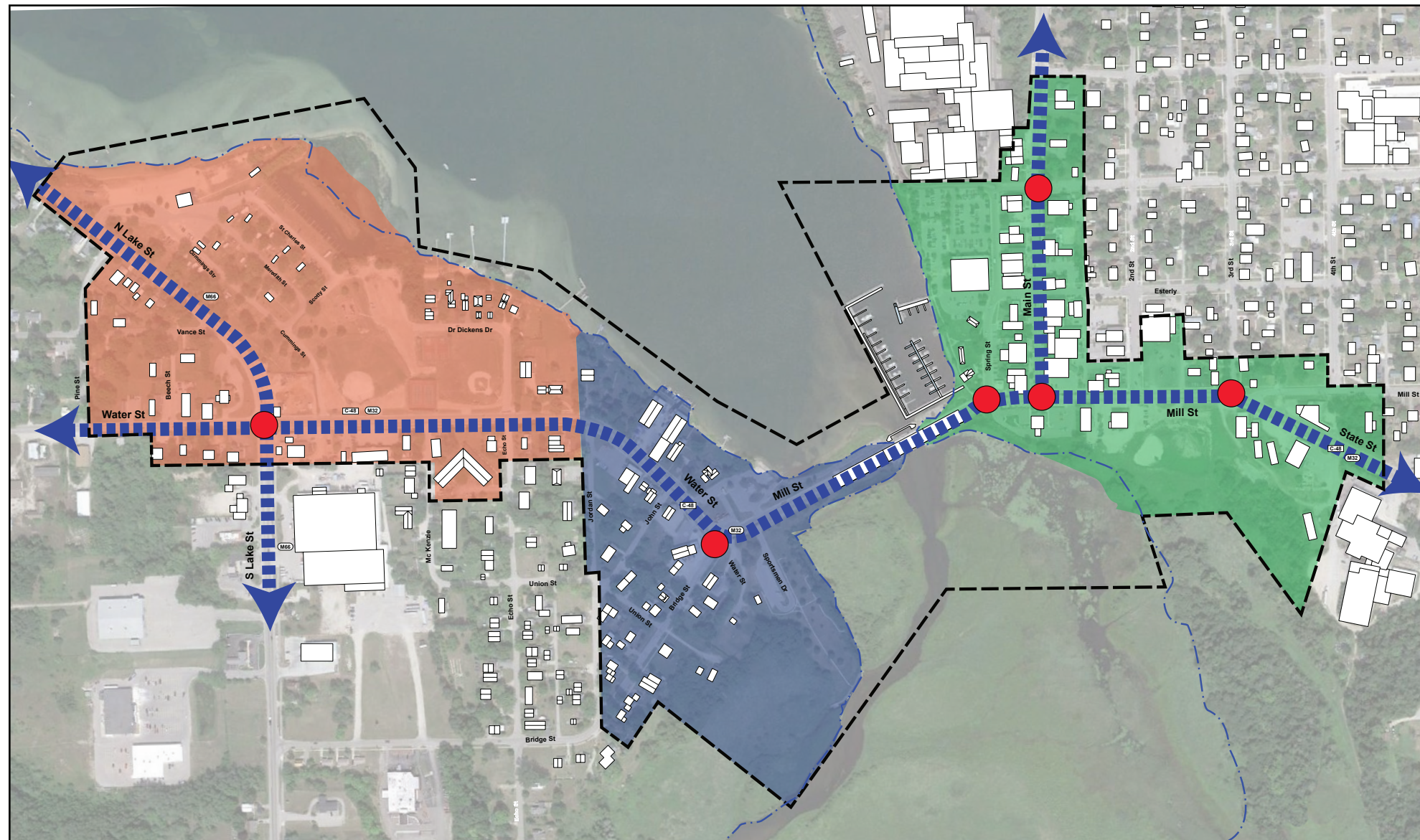
The Waterfront Neighborhoods

At the end of long Lake Charlevoix, East Jordan is naturally fortunate to be at the intersection of several transportation routes that have served the test of time. With railways now gone, the State highways that bisect the city now act as transportation hubs, or nodes where they intersect. These nodes service distinct areas that exhibit attributes based upon the form, service, and use they may have. These forms and uses are based upon

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The main thoroughfares, their nodes, and the neighborhoods surrounding them (n.t.s)

Neighborhood A- Contains the only currently designated historic building complex in East Jordan. Functioning as the gateway to the north and east, it boasts the most dense building mass and uses within the city. It contains a mix of older 1- 3 1/2 story buildings with mixed- uses on a traditionally wide main street.

Neighborhood B- Complements District A on the western side of the causeway connection. A less dense mix of stand-alone residential and commercial uses, it features an eclectic grouping of older homes and commercial uses arranged on the original town grid. There are many empty lots and the general condition is poor.

Neighborhood C- A much more contemporary grouping of structures and uses providing employment and City necessities. It includes a small cluster of residential uses and large recreational facilities. It is also the City's main source for food, fuel, distribution and other highway oriented services.

how people move into and through the city and how they use it. These areas will be discussed as neighborhoods.

Neighborhood A is the City's core and includes buildings and uses along Main Street from Williams to Mill, along Spring Street (including Memorial Park and the marina facilities), Mill Street from the State Street divide to the causeway, and alleys for those streets that have (or could have) them. Neighborhood A contains the highest density of any zone within East Jordan, and many of the buildings are 2+ storeys in height. Commercial, industrial, and institutional in nature, it was originally designed for early horse and auto based commercial uses and milling trades. Currently it provides the city with a base for boutique shopping, marina, and cultural services. In character, the street front has a mix of era- based construction and potential historic structures.

The street wall is punctured by empty lots from the removal of original buildings as they fell into disrepair. The buildings also vary widely in both era built and state of repair. The eastern side of Main features a wonderfully restored historic structure (currently used as mixed- use property) and a DDA

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Priority development site. Another large waterfront DDA Priority Development Property is located directly across Mill Street and there 2 new commercial uses at the foot of Main Street.

Neighborhood B was originally founded as a separate place- The town of South Arm. South Arm contained several industries focused on a rail spur and shipping. Housing and necessities were located close by on a traditional town grid. Today only the housing and an eclectic mix of commercial services remain. Over time, the industrial sites have been converted to second home and recreational uses.

Neighborhood B anchors the west end of the causeway connecting the town. In character, it features large private waterfront lots with extended views, some new, some mid century. The interior structures are on small to mid- size lots with ample side yards, many with alley access. Away from the waterfront the neighborhood is in a general state of decline and contains many vacant lots and smaller homes generally dating from the late 1800's. It also features a secondary route through town- Bridge Street- which allows traffic to bypass Water Street to South Lake Street and it's convenience shopping. The shore is currently encumbered by a mix of housing and commercial uses in various states of age and repair. Private initiatives are renovating a few structures for new commercial uses and a DDA Priority Development site is located at the foot of the causeway.

Neighborhood C is a vehicle- based commercial hub. Built upon former industrial sites, it features a very diverse mix of active and passive recreation uses, lake front homes, older communities, and vehicle oriented services. Built around the intersection of M-32 and M-66 (Lake and Water Streets), it is western gateway to East Jordan. The neighborhood is adjacent to essential consumer services and most of the City's highway oriented services.

Neighborhood C is widely varied in character and contains old workforce housing and 1960's era homes, expansive views across Lake Charlevoix, and a unique urban campground. A grouping of newer waterfront homes is directly adjacent to a lo-



Neighborhood A at Main and Esterly today. A corner structure stands alone creating a landmark.



The Community Center in Neighborhood A on lower Main Street, a potential DDA Priority Redevelopment site.



Neighborhood A in the 1950's

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Neighborhood A showing a potential pedestrian pass- through to the waterfront along side a restoration



Neighborhood A showing where the pass- through leads... directly to the Marina park from Main street.

cal landmark baseball field. Across Water Street from this area, is an area of partial occupied retail, single family uses, and age related uses.

The neighborhood lies directly adjacent to both an aging large industrial space and strip shopping, including a large food store.



Neighborhood B at the end of the causeway



The causeway looking east across the site of the DDA Priority Redevelopment Site.



The Jordan River Art Center on Main Street in neighborhood A.

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Sportmans' Park at the southern foot of the causeway, Neighborhood B.



Lake and Water Streets in Neighborhood C



Typical of the expansive views from the causeway, Neighborhood A



A typical residential block in Neighborhood B



The campground in Neighborhood C.

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Comprehensive Planning and Zoning

These guidelines are designed to work within the framework of East Jordans' Master Plan, Zoning Ordinances, and related development regulations. Further, they are intended to provide not just guidance, but to encourage new development.

To provide a platform to realize the creative goals of these guidelines, it is recommended that the city create a new zone or overlay districts that specifically pertain to the Waterfront Subarea. The new zone should be structured to award creativity in design and the provision of elements above and beyond what is normal for the zone by-right. Incentives should be provided as the developer meets guideline goals. These incentives should be achieved in at least 4 physical categories, as defined in the Master Plan and these Waterfront Subarea Design Guidelines:

- Building Design.
- Landscape Design.
- Environmental Design.
- Arts and Culture.

Three of these categories directly apply to physical development sector and their incentives generally come in the form of density boosts, regulatory relief, financial relief, and application processing. The fourth, Arts and Culture, may take a variety of forms, particularly in the form of density boosts from

density transfers and grant awards. Public sector development may be incentivised through grant relief directly.

To Qualify as a redevelopment community with the Michigan Economic Development Commission (MEDC), design guidelines and a method to administer them are required. The MEDC recommends either a Planned Urban Development zone (PUD) of form code. The WSPlan recommends a PUD or overlay district as the simplest path. The new zone should be applied to the entire WSPlan area and should be considered a zone by right. In other words, a developer should not have to rezone to gain PUD status. This will reduce a developers' planning time and cost and introduce a degree of certainty into financing. It will also require that bulk criteria be incorporated directly into the new zoning category. If overlay districts are considered the best alternative, density bonuses and other incentives should be structured so they are awarded above and beyond underlying zoning.

In addition, to help ensure the design guidelines contained in this plan are met and administered properly, the new PUD or overlay district should include the following general regulations for all new site or subdivision development applications:

- A land development application should be entirely within the WSP area or can be brought in within 30 days.

- There should be no minimum development size for any proposal in the new zoning district. This is intended to encourage small developers to take advantage of redevelopment in a coordinated fashion, together with larger developers.
- To encourage mixed uses, a minimum of 20 % of f.a.r. for any application should be dedicated to commercial office or retail use for any site fronting Main, Mill, or Water Streets. Single family applications on existing individual lots should be exempt.
- To help make new developments available to all, a minimum of 20% of residential units of each development application over 5 acres should be dedicated to multi-family or workforce housing.
- 20% (gross) of any site over 2 acres should be dedicated open space for public or private use.
- Reforestation and urban forestation should be a consideration in each land development application for new construction on sites over 43,560 sq. ft. in gross area.
- The density award structure established by the new zoning regulations, the planning commission, and City Council should not exceed 36 dwelling units/ acre (exclusive of commercial uses) for any single development.
- Height limitations should not exceed 48' anywhere in the new district without special exception. Heights over 36' should be allowed only for developments

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facing Main, Mill, Water, and Lake Streets. The maximum height limitations should not include seasonal roof top uses, equipment, or landmark structures like turrets and spires.

- Unit types and uses should exhibit a significant mix in and between blocks along Main, Mill, Water and Lake Streets. Single family homes, Multi-family homes, and commercial uses should be encouraged within each block.
- PUD sites that contain current Conservation Zones should not be eligible to build within the conservation zone area directly unless the site is designated a DDA development ready site. Rather, if part of a development project, the area in the conservation zone should be eligible for open space credit, then density credit in that order. These types of Open space and density credits should not be transferable to another CR zone.

Should these criteria be met, the Planning Commission should recommend approval and the Council award bonus density and height bonuses as proposed by the PUD application (within zoning ordinance limitations) within their established timelines for approval.

Eligibility for inclusion to the Waterfront Subarea Plan boundaries should be a matter right with simple written request from the land owner to the City Manager, his recommendation of acceptance based on conformance, and approval by the Council at their next meeting, if a property meets

the following qualifications:

- It is within the City Limits,
- It is adjacent at least in part to the current Waterfront Subarea Plan,
- It is entirely within a watershed that drains directly to Lake Charlevoix or the Jordan River.

If a PUD ordinance is the chosen method to encourage development in the WSPlan area, density transfers should be permitted between properties. These transfers could be between properties in or out of the WSPlan area, but both properties must be zoned as a type of PUD. Density sending must be part of a single development application. Receiving parcels should not exceed the maximum density set by the PUD for the WSP area and sending parcels must send density at the maximum allowed by the sending parcel's zone.



Looking south on Main Street from the former firehouse in Neighborhood A.



Looking west on Water Street in neighborhood B.

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Building Design Guidelines

Building design helps define the overall character of the Waterfront Subarea. When maintained and attractive, a strong unified building design theme imparts a strong impression of community health and vitality. Street front appearance in particular plays a critical role in advertising community security, and longevity.

There are two general classifications of building design that apply to East Jordan within the Waterfront Subarea- restoration and new construction. Restoration refers to preservation, restoration, and renovation/ adaptive reuse. New construction refers to construction on vacant sites. Each of these types of building design requires a different approach but both can be brought together to achieve a unified appearance to the street front.

It should be noted that this approach applies all land uses. Residential, industrial, commercial, and institutional uses are all present within East Jordans' Waterfront Subarea and these guidelines encourage mixed uses throughout the area. Uniting them through a theme is the most efficient way to bring consistency to the citys' core area.

The Victorian theme, and particularly the folk victorian theme, is well suited to this purpose. It holds the potential to wed the proportions found within the existing city framework together with modern

planning, materials, and construction techniques.

It is the intent of these guidelines is to encourage the restoration and re-use of designated historic structures, renovation of non- historic structures built before 1940, and design of new construction sympathetic to those forms. This does not mean that recognized styles from other times, unique construction, or unique styles should not be encouraged. Restoration and adaptive reuse of original architecture should be promoted while other forms of infill and new construction be encouraged when they match the mass, proportion, and rhythm that is characteristic of East Jordan today.

The bulk of the building design portion of these guidelines is concerned with a structures' relationship to the street. To promote a sense of pedestrian scale and comfort, mass, roof lines, setbacks, and certain details are promoted as a matter of policy. In pursuing these details, a builder should qualify for specific bonuses in density, arrangement, and permit processing under zoning regulations.

Massing, Proportion, and Rhythm

Massing, proportion, and rhythm refers to building size and it's relationship to neighbors and the street. Changes in scale and size directly effect how people perceive and relate to the street front. Comfortable changes in building heights and widths, frontage scale, window installation, and texture

application, viewshed maintenance, and shadows all define the street spaces where people interact and how at ease they feel. Each site should consider adjacent structures and viewshed in their design.

Folk victorian and pre- WWII spaces dominate 2 of the three Waterfront Subarea neighborhoods. These spaces and proportions, originally designed in a world where motorized transportation was just becoming normal, fit a pedestrian scale just fine. It's based on a standardized grid of lot sizes that are in turn roughly based on 25' lot increments and 33' Right of way increments. The buildings constructed on these lots are typically 1- 3+ storeys with narrow or no side yards. They were often designed with alleys for utilities and maintenance, so that the street front could remain formal and free of livery odors and machine smoke from early vehicles, and people could move about comfortably as possible between destinations along the street. This arrangement works well for East Jordan even today.

1-3 story buildings predominate all the WSPlan Neighborhoods in various traditional arrangements, and the residential and commercial areas are comfortable to move about in as a visitor. But they do not recognize full growth potential or the benefits of uniting both sides of the town by creating similar building masses and uses. To invite visitors (and especially pedestrian traffic) to experi-

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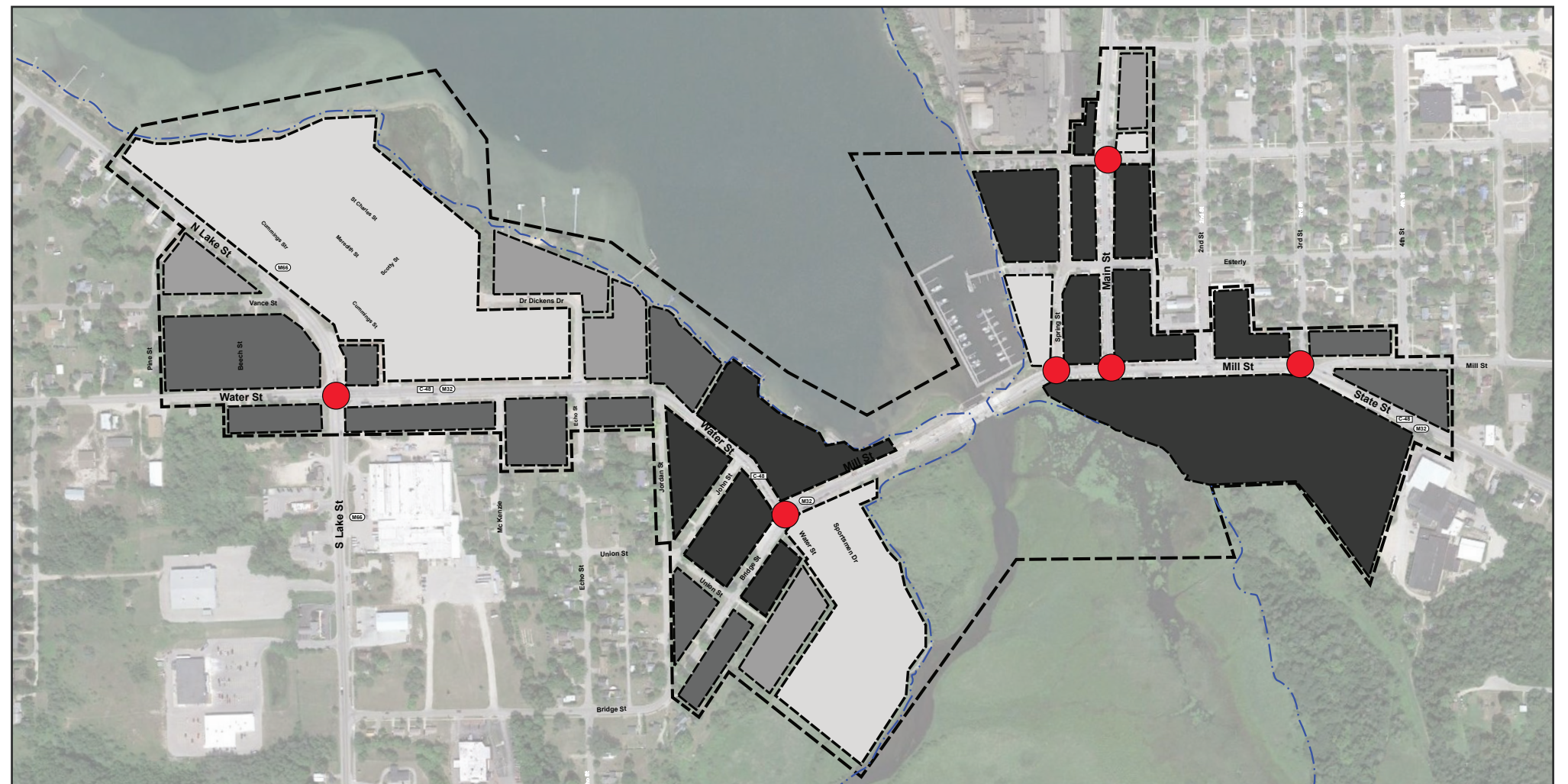
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ence both sides of Jordan River, it is important that building mass and proportions of similar mass and proportion be encouraged on both sides of the river. Further, new construction, infill, and renovation be encouraged to build to their maximum potential yield and height, within certain restrictions.

The restrictions apply to important roles in character that mass, proportion, and rhythm play in each sub-area neighborhoods. East Jordans' WSP neighborhoods are divided based on existing transportation nodes and uses. Neighborhood A is the city core and traditional Central Business District. It's home to the highest concentration of historic and near-historic structures and uses of the early city. It contains the highest structural density, the most imposing buildings in the town, and most of the spaces for civic functions. It also anchors a rising topography that gives it a forested backdrop when viewed from the opposite side of the river, and has significant lake frontage, making the neighborhood the most prominent in the city. Its' function as the northern and eastern gateways suggests that it should continue to function as the "center of town". This plan proposes the center of density and mass should remain at the eastern landing of the causeway and the intersection of Spring/ Main Streets and decrease going north along Main and east along Mill/ State streets past the eastern gateway. To maintain this traditional relationship, it is recommended that Neighborhood A:

- Maintain increasing density and bulk by encour-



Waterfront Subarea Density distribution. These densities are intended to help create a concentration of activity on both ends of the causeway (surrounding the landings) while encouraging continued development opportunities along the approaches. (n.t.s.)



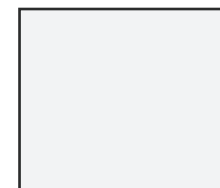
DENSITY ZONE 1- The highest densities. Commercial/ residential mixed uses generally 2-4 storeys to 48' tall with no side or front yards.



DENSITY ZONE 2- Transitional density. Generally 2-3 storeys to 36' tall with no front yard and minimal side yard requirements.



DENSITY ZONE 3- Medium density. Generally mixed residential/ commercial uses 1-3 storeys and up to 36' in height.



DENSITY ZONE 4- Low density. Building development is based upon outdoor recreational opportunities. Buildings, where needed should not exceed 18'.

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- aging buildings of up to 48' or 4 stories, whichever is greater in density zone 1.
- New construction be merged with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
 - Foster construction or renovation of buildings in density zones 2 and 3 to three stories or 36', whichever is greater.
 - Encourage mixed- use structures with commercial or office on the first floor and residential units above in density zones 1 and 2, and institutional uses of two storeys or less in zone 1.
 - Promote construction of recreational support facilities in the parks at no greater than 18'.

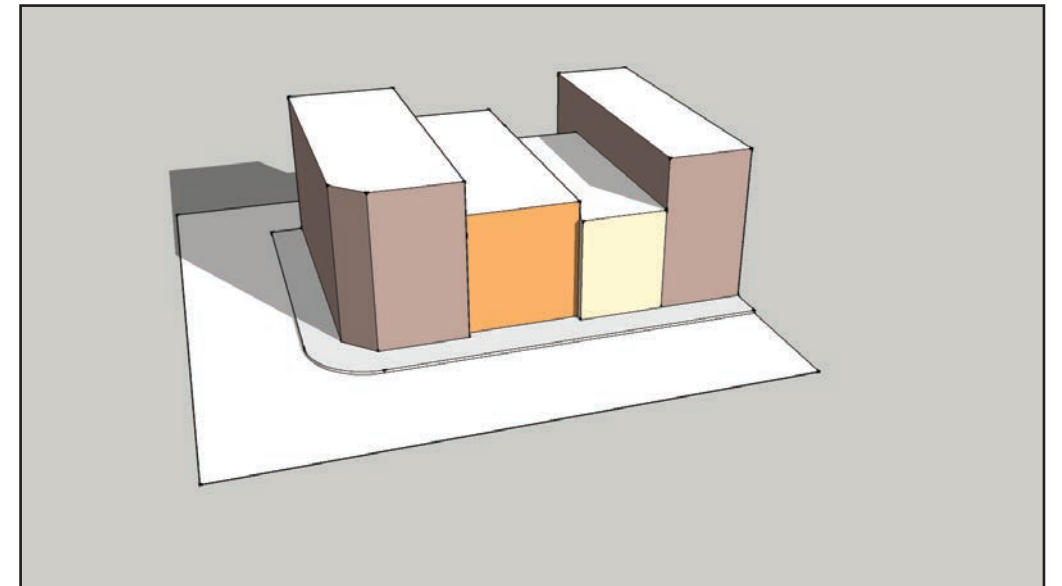
Neighborhood B mirrors District A in age. It was founded first as a town of separate enterprise, then merged with East Jordan as a base of new industry and workers housing. It's focus, like the CBD, was toward the lake front and it anchors the western end of the causeway. It should be allowed to:

- Mirror the densities and commercial potential of Neighborhood A by allowing greater bulk densities in zone 1 up to 48' or 4 storeys, whichever is greater.
- Merge new construction with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
- Foster new construction or renovation of buildings in density zones 2 and 3 to three stories or 36', whichever is greater.
- Encourage mixed- use structures with commercial or office on the first floor and residential units above in density zones 1 and 2, and institutional uses of two storeys or less in zone 1.

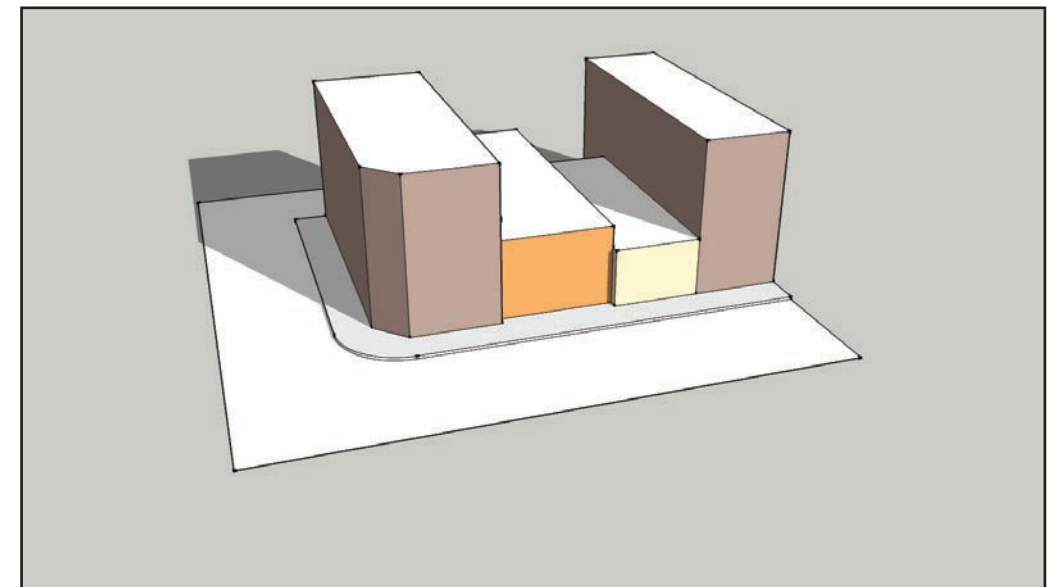
- cial or office on the first floor and residential units above in zones 1 and 2, and residential uses of two storeys or less in zone 3.
- Promote construction of recreational support facilities in the parks at no greater than 18'. Permits for uses over 18' in these areas should be encouraged through the special exception process on a case- by- case basis.

Neighborhood C contains most of the City's high-way oriented destinations, including neighborhood food shopping, and is anchored by a unique feature- a city owned camp ground and RV facility. Neighborhood C is a low to mid- density area generally occupied by single story vehicle- oriented commercial uses and 1 1/2 to 2 story residential uses of widely varying age. It is also the western gateway- the first indication that you are entering an urban center as you travel from the western rural areas. This neighborhood should:

- Merge new construction with old by providing aid for restoration and adaptive re-use for existing structures built before 1955.
- Foster construction or renovation of buildings in density zones 2 to two storeys or 32', whichever is greater.
- Encourage mixed- use structures and blocks.
- Maintain large lot residential waterfront use where it exists.
- Promote large side yards for parcels adjacent to the waterfront.
- Recreational facilities should be minimal and



HEIGHT RELATIONSHIPS- DO THIS.

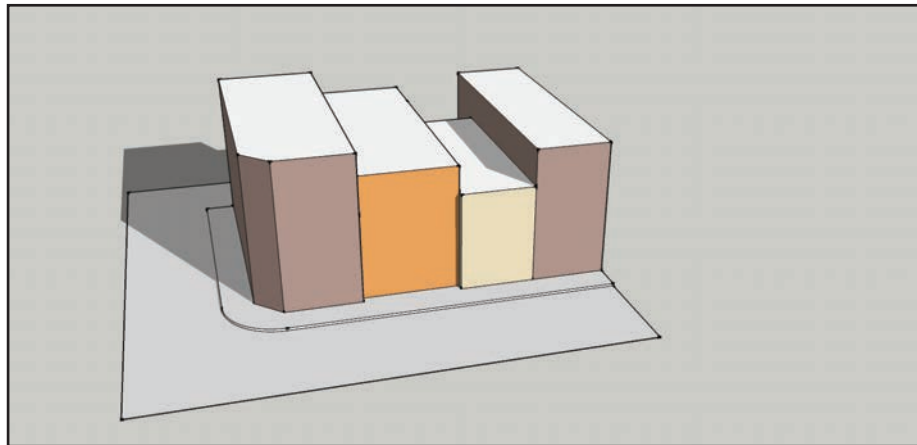


HEIGHT RELATIONSHIPS- NOT THIS.

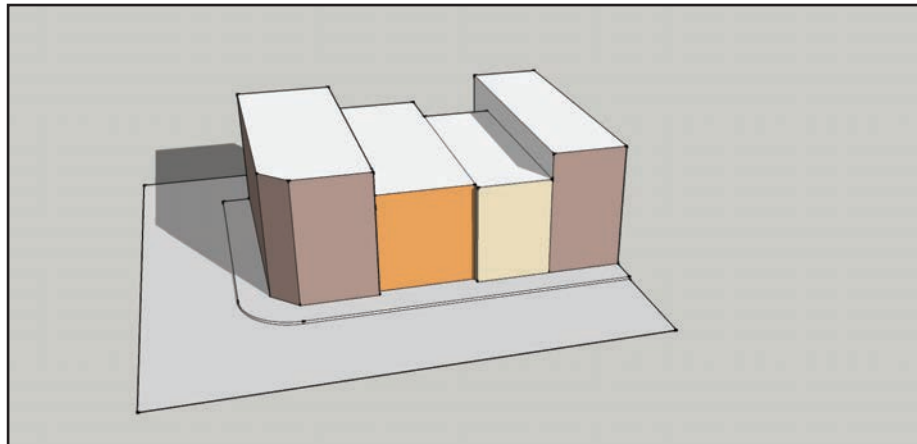
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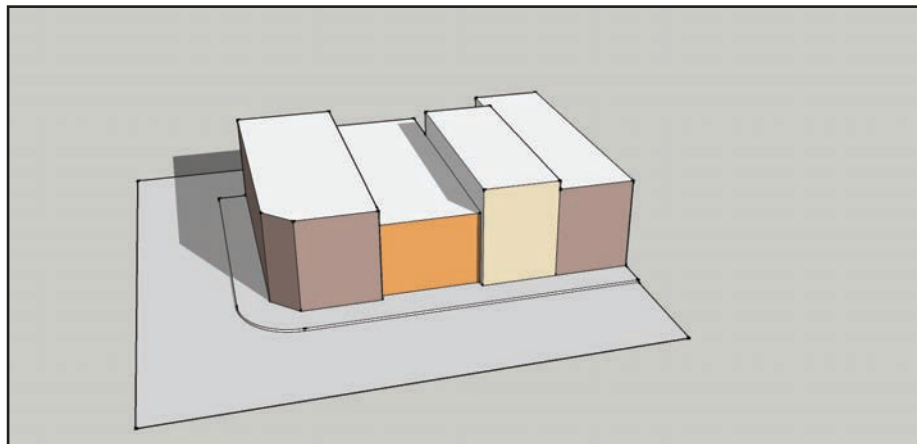
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Density zone 1- to 48' tall.



Density zone 2- to 36' tall.



Density zone 3- to 28' tall.

should not exceed 18'. subject to special exception in zone 4.

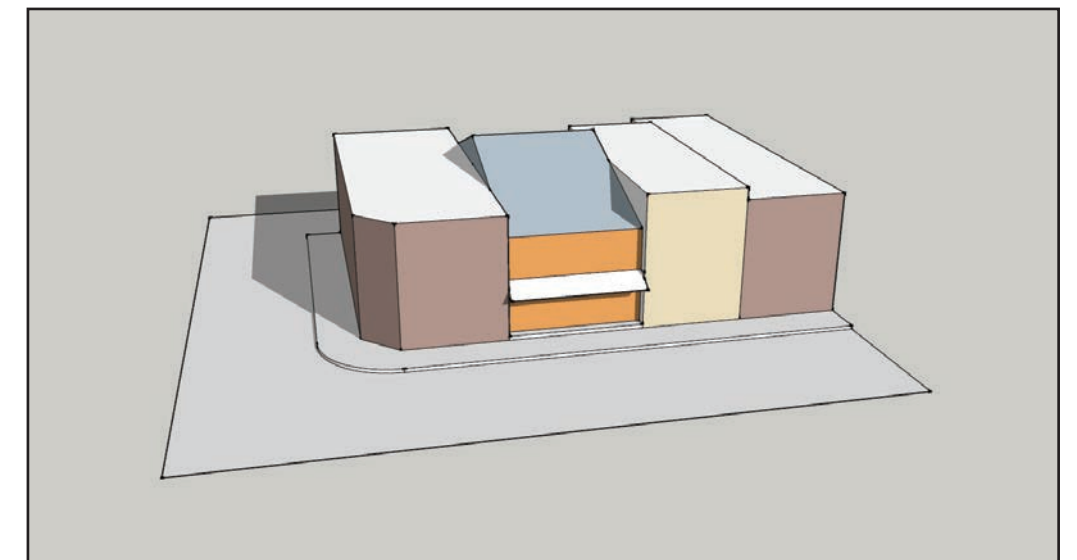
In addition, for all neighborhoods:

- New buildings should be designed to be at or within 1 storey of any building directly adjacent.
- No storey should exceed 18' at ground level or 14' above the first floor for new construction.
- No first storey should be less than 12' for new commercial or mixed use construction.
- Specifically for new civic uses, no structure should exceed two stories or 36', whichever is greater.
- Restoration or renovation of existing structures should seek to maintain the original street front facade.
- Each individual site should be no less than 8' wide at the main street front for each story proposed.
- In density zones 1 and 2, side yards should be discouraged except where deemed necessary for viewshed protection, access to buildings or public access to the waterfront.
- For commercial, commercial mixed- use and SFA residential uses in density zones 1 and 2, allow for a height extension of 10' above the maximum height for three- season uses or green roof installation. This may be combined with utility placement, provided the utilities are buffered from public view.
- Mixed forms and uses within blocks should be encouraged for all zones fronting Main, Mill, Water,

State and Lake Streets.

Access and building setbacks are also an important part of massing, proportional and rhythm. They provide strong cues to how people relate to the street front. For the waterfront District, setbacks are intended to bring uses closer to the street front and closer together than normally allowed by traditional zoning. This helps both to mimic the original style of development in the city and help define a street wall that is interactive between uses, neighbors, and visitors. To encourage pedestrian interaction, this plan recommends:

- A 0' front and side yard and a 20' rear yard be re-

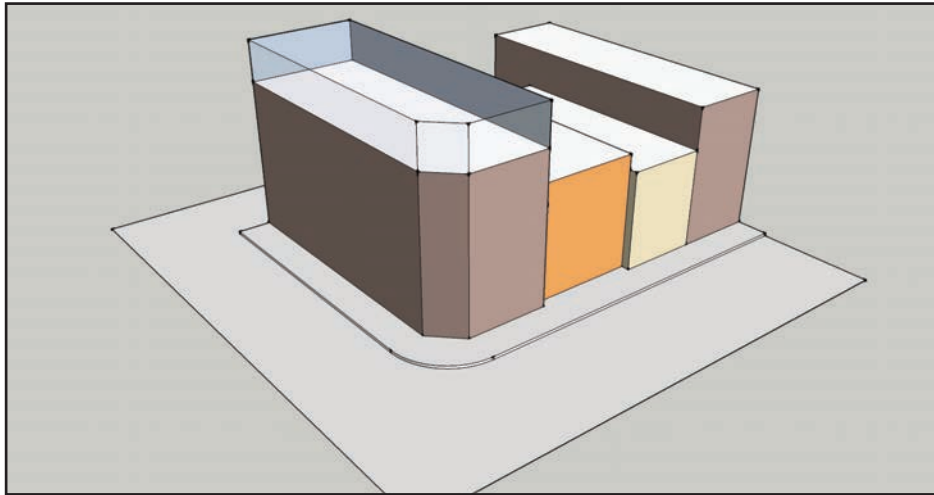


Mixed form and use blocks should be encouraged in density zones 1 and 2.

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Deck roofs and uses should be permitted above height limitations.

quired for all new commercial, Institutional, and mixed use structures along Main, Mill, Lake, State, and Water Streets in density zones 1, 2, and 3. Where a lot is on a corner, a front yard setback should be applied to both frontages.

- Buffers and easements, if required, should be inclusive of any required yard.
- New single family detached residential uses should have a minimum front yard of 5', a minimum side yard of 4' with a combined side yard of 12', and a rear yard of 20' in density zones 2 and 3. Where a SFD structure has an accessory dwelling, that dwelling should be placed behind the main building and have the same side and rear yard setbacks as the principal dwelling.
- Multi- use dwellings and single family attached (SFA) dwellings should have the same setbacks as commercial/ retail use dwellings except that SFA residential uses should have 24' between the residential structures and all adjacent buildings.
- Parking should be encouraged within rear set-

backs if the site is located on a alley.

- New waterfront SFD homes with in zones 2 and 3 of all neighborhoods should be encouraged to have 22' front yard setbacks. Both attached and detached garages should be located no less than 16' behind the front wall of the main residence facing the street.
- Lots with double frontage should not have rear yard parking but should a 0' lot line to all structures on the lots.
- New street front curb cuts and front access to all unit types and uses should be discouraged. Access to all existing uses and unit types should be limited to the rear when an alley is present. Access to new construction should be off an alley unless physical site restrictions prohibit construction of an alley.
- Double frontage lots should consider their main front on the principal State or County route. The rear yard should be opposite the main front yard.
- No building in density zones 1-3 should vary from it's neighbors' average setback more than 2' for commercial, residential and mixed uses with 0' side yard setback requirements. For SFD residential, the setback difference should not exceed 10'.
- 10' should be allowed above height limits for 3 season use and equipment operation.

Building Details

It is not the intent of these guidelines to inhibit ar-

chitectural creativity. Rather, it seeks to foster the unique character that East Jordan has become through mass and character. To this end, these guidelines recommend for each neighborhood:

For all new commercial and mixed- use construction:

- Signboards and sign installation should be eligible to extend above across the entire first floor above the first storey but, below the second, and no higher that 4'. Placards extending away from the sign board area should extend no farther than 6' from the face of the building. Signboards may be lit by external lighting. Neon signs should be prohibited.
- Windows should be multiple pane, designed to resemble the patterns and sizes common to the period between 1880 and 1940. Single light windows should be avoided with the exception of main floor show windows in commercial and office uses.
- At street level, all buildings in zones 1 and 2 should have a water table of at least 2' in height faced in concrete, stone, wood or metal. Brick or other materials should be prohibited.
- Entrance doors should be commercial grade

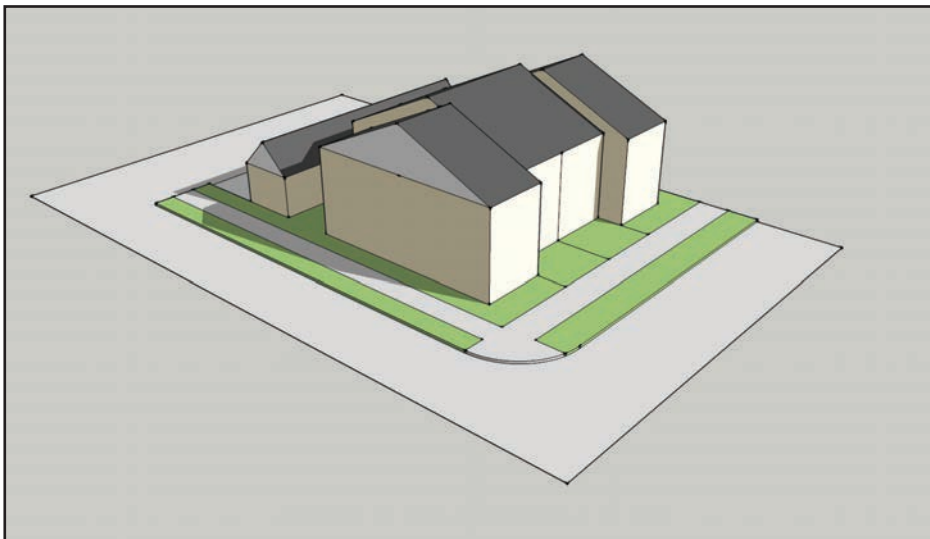
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New Single family detached development should be located close to the street with porches greeting pedestrians and utility areas to the rear. Accessory Dwelling units should be allowed for all new residential construction and renovation built that has alley access.



New single family attached homes should be located close to the street with parking and utility areas to the rear. Covered porches should be installed, either on the front or side according to unit type.



- Encourage green roof and roof top uses for either commercial or residential use.
- Restore original facade material.
- Extend signs from the facade to 4'. Follow other ordinance sign criteria for size, material and color.
- Extend signboards across the street front immediately above first floor windows no higher than 4'.
- Restore original window openings and install multi-lite windows similar to original patterns for the era.
- Extend 3- season awnings across display window frontage.
- Restore original doors with full lite windows. Both doors and windows should use modern materials.
- Restore water table to the original or similar.

Restoration and renovation of existing structures is important to maintaining the character of the city. When a project includes a building erected prior to 1940, or the building has historic or cultural significance, developers should make every effort to restore the building to its' original form. Designation of these buildings, where appropriate should be the responsibility of the City of East Jordan and the State of Michigan.

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- with full glass panels.
- Materials should be of a permanent nature and be of or resemble the materials common to East Jordan during the period 1880- 1940.
- Match colors commonly used in that era. For simulated wood finishes, aluminum and vinyl siding should be avoided.
- Promote the use of three- season fabric awnings over the first floor.
- Ensure all exposed sides of a building are faced in the same materials as the front when facing a public right of way.

For new commercial and commercial mixed- use infill construction consider the above, plus:

- Match the original color and material facade style from any one building existing on the same block dating between 1880 and 1940. For simulated wood, vinyl and aluminum siding should be prohibited.
- Ensure at least at least a 2' setback difference from any one adjacent property.
- Projections above the first floor from all setbacks should be limited to 4'.

For commercial/ mixed- use restoration, renovation, or retrofit:

- Encourage restoration of the original facade material on all exposed surfaces.
- Restore original window and door openings and install windows and doors in a style similar to the



- Encourage green roof and roof top uses for either commercial or residential use.
- Extend signboards across the street front immediately above first floor windows no higher than 4'.
- Extend signs from the first floor no higher than 4'. Follow other ordinance sign criteria for size, material and color.
- Where commercial uses are present, Extend 3- season awnings over display window frontage.
- Install multi- lite window openings.
- Install fully glassed doors.
- Include a water table of at least 2' in height in metal, wood, or concrete- like material.
- Use facade materials similar to those common to the period 1880- 1940.

For new construction of both multi- family and mixed- use residential units, seek to use the materials and mass complementary to historic East Jordan. This can provide continuity at the street level.

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originals. Use of modern materials should be encouraged.

- Restore water tables and cornices to original proportions and style.
- Ensure ADA access.

For new residential construction in all situations:

- Both SFA and SFD construction should have roofed front and/ or side porches and be fronted by a sidewalk with paved walks to the main entrance.
- Parking and garage access should be from an alley. Where an alley is not feasible, garaged parking should be located at least 10' behind the main building facade and carriage houses should be placed wholly behind the rear wall of the main home. For multi- family units, outdoor and garaged parking should be located behind the main building(s)
- New waterfront SFD homes within zones 2 and three of all neighborhoods should be located



- Contemporary designs should not be discouraged if unified in material, form, and color with the original town materials.
- Heights should vary within 1 storey of an adjacent lot. SFD units do not need to follow the minimum first floor height requirement.
- A 6' setback to the front porch should be encouraged for all SFD homes. A 0' front line should be allowed.
- Multi- family and work force housing uses should be fostered within single family blocks.
- Corner lots should be permitted mixed use commercial/ residential or neighborhood retail uses.

A typical single family street front in the Waterfront Subarea. Multi- family and small commercial uses should be encouraged on the same block.



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Landscape Design Guidelines

Landscape design is a recognized and valuable element in placemaking. Approximately 80% of the time visitors spend in warm weather months in a new destination are spent out of doors along the street front identifying and engaging in potential activities. Landscape design should be given substantial weight in all development designs, large and small.

Initial impressions of a place are important and it within the scope of landscape design that most first impressions are formed. This includes the design that takes place for access, streetscape, open spaces and parks, activity spaces, and of particular importance to the City, special recreation areas like the marina, bicycle, and snowmobile access. Landscape design also includes historic recognition, conservation, regeneration, and restoration of the native forest, the treeline, and site reforestation and management of storm water quality.

East Jordans' history with the idea of landscape is mixed. While it is clear that the architecture of East Jordans modest structures endures, the landscape has suffered from continued neglect. The result today is little or no record of what the City could be if fully landscaped. So a new palette of landscape materials and design ideas (rather than an historic palette) is justified. The only restrictions that should be applied to street and landscape design in the

city is that those ideas should be in support of the Master Plan to help realize investment and sustainable opportunity for East Jordan.

In accordance, the Waterfront Subarea Guidelines address:

- Multi- modal access for pedestrians, bicyclists, and snow- machiners.
- Streetcape.
- Public waterfront availability and uses.
- CBD and civic area open spaces.
- Signage and wayfaring.

Multi modal access

Multi- modal access has been identified as a chief concern by the city of East Jordan. For a number of years, the city has been a vehicular link at the head of Lake Charlevoix and a generator for heavy transportation from EJ Industries. The focus of both systems was wholly based upon transportation from and through the city and not to it as a destination. As the goals of East Jordan evolve to become more of a recreation destination hub, the city is actively examining how to retrofit various ways to get to and spend time in town.

Safe bicycle access into the City was established as a primary goal during the workshops sessions. East Jordan has recognized bicycling as a growing recreational industry and trail links are being completed throughout northern Michigan by a number

of groups and agencies.

Regional efforts are years to full realization, but planning and the incentives that accompany it is taking place now. To take advantage of these initiatives, East Jordan should take steps to create a *destination* that accommodates all types of bicyclists, including off and on- road riders. Within the Waterfront Subarea, the City should focus on:

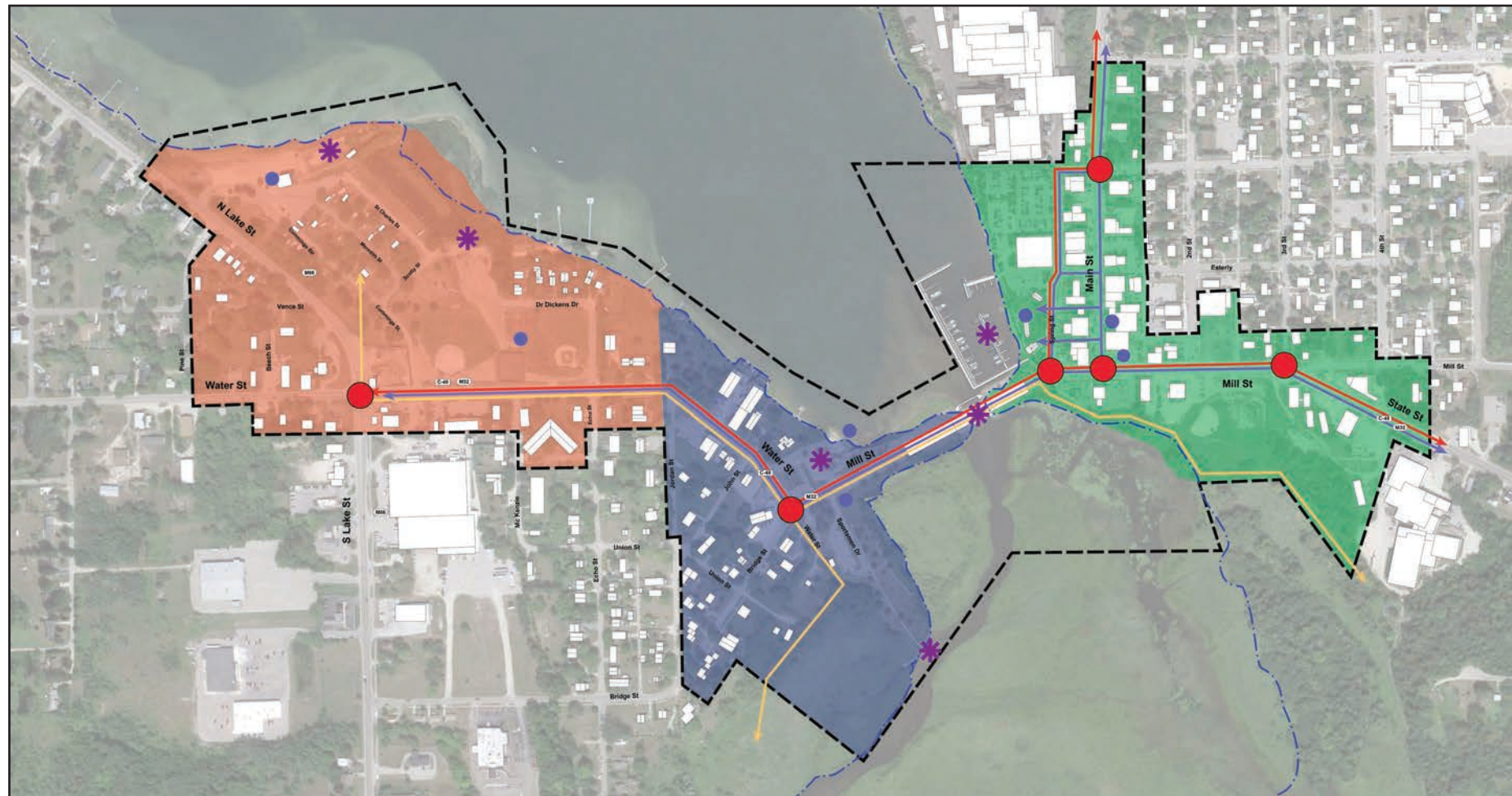
- Safe passage into and through the City with delineated bike routes and lanes in areas of heavy pedestrian and vehicular traffic.
- Creation of bike docking facilities.
- Coordination with MDOT in crossing the M-32 causeway in a separate exclusive lane and enhancing roadway access for bikes on state highways into town.
- Promotion of long distance bicycle connections to regional destinations.
- Creation of multi-use trails and trail heads for all levels of cross- country trail riders, particularly at Sportmans Park, and in other places where they may ultimately be connected to larger trail systems.
- Creation of shared parking for day trippers.

Snowmobiling has also been a growth industry for East Jordan and the public workshops underscore this. It is important for the City to secure a lead in this fourth sea-

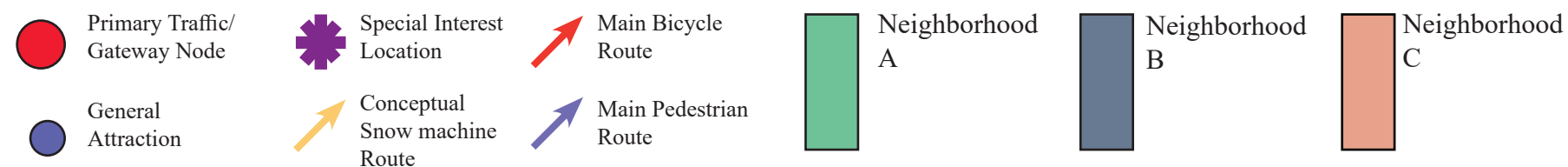
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The Waterfront Subarea showing primary pedestrian, bicycle, and snow machine routes. (n.t.s.)



son industry. This plan recommends that design standards consider:

- MDOT coordination for lane separated accommodations for snowmobiles to and through town, to connect potential regional routes. This particularly applies to the M-32 causeway. It is anticipated that snowmobile lanes, where in the cartway, will be shared as bike lanes in the off season.
- Promotion of off- road regional connections.
- Accommodation for vehicles with trailers for seasonal parking close to snow machine maintenance, refueling facilities, and in- town activities. This parking may be shared but should be screened from residential or park uses.

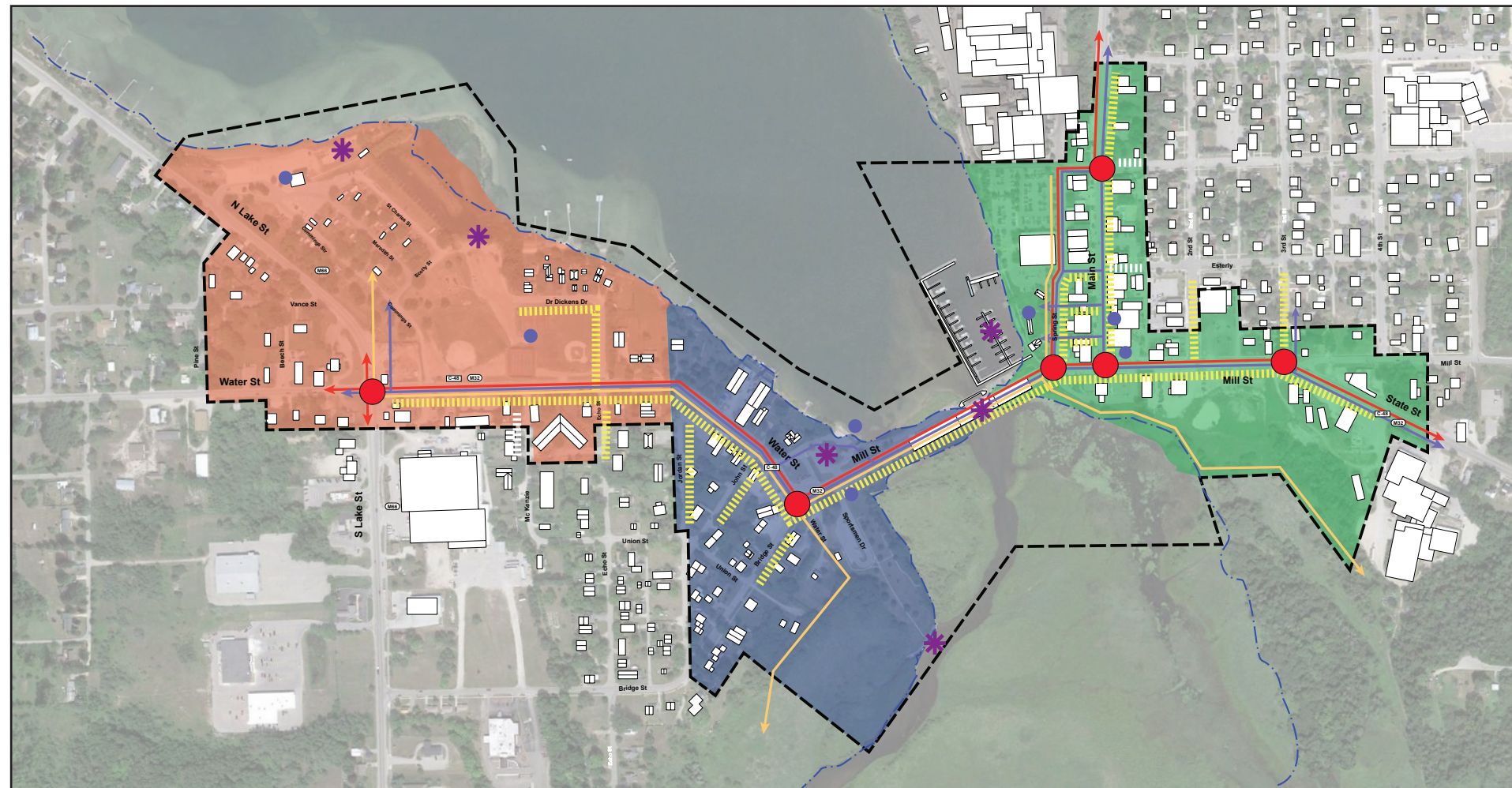
Hiking and pedestrian routes/ trails are also a source of vitality for the city. Careful design attention should be given connections to current and future trail heads within the city. Trail head design should include:

- Defining trail heads with a coordinated signage package that includes maps and directories to City attractions and resources. Work within the existing signage plan design guidelines.
- Parking both long and short- term users, preferably shared.
- Coordination with signage to match the current styles of the Cities' wayfinding program.
- Connections to multi- use recreation facilities like the

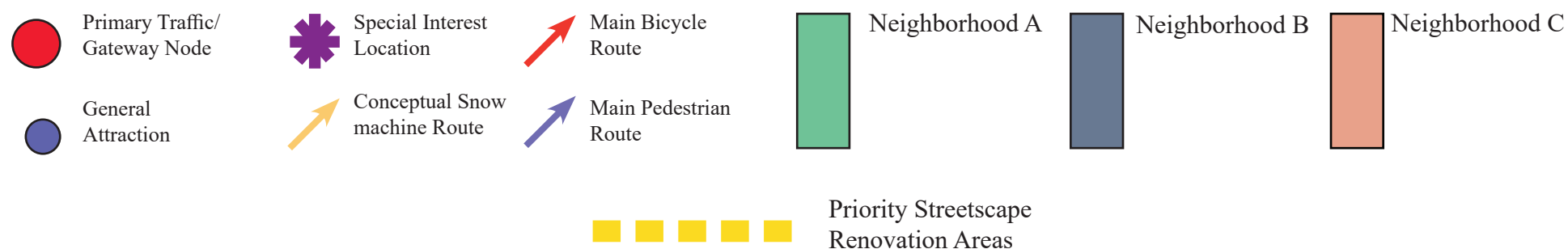
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The Waterfront Subarea, showing how the primary streetscape and multi-modal recommendations work within the existing town grid. (n.t.s.)



future boat landing, kayak ramps, picnic areas, and other City Parks facilities.

Streetscape design

Streetscape design and delineation of City gateways was another factor identified in the WSPlan public workshops. City authorities and the east Jordan DDA consider Streetscape important in creating a unique character for East Jordan, one that communicates safety, prosperity, and fun.

Because the WSPlan design elements are so integral to each other, the primary streetscape recommendations in East Jordans' Waterfront Subarea are based on the 3 neighborhoods, A, B, and C. Neighborhood A is the area east of the causeway and includes the CBD, Main street, Spring Street, State Street and Mill Street (M-32). It includes the gateway to East Jordan from the east and north. Neighborhood B contains the causeway and landings to the east and west. Neighborhood C includes the diverse uses of the western landing along M-32 (Water Street) through to the western gateway intersection with M-66 (Lake Street).

Neighborhood A contains most of the Cities' retail, civic, and service uses, and can be considered the heart of the City. It contains the greatest concentration of uses

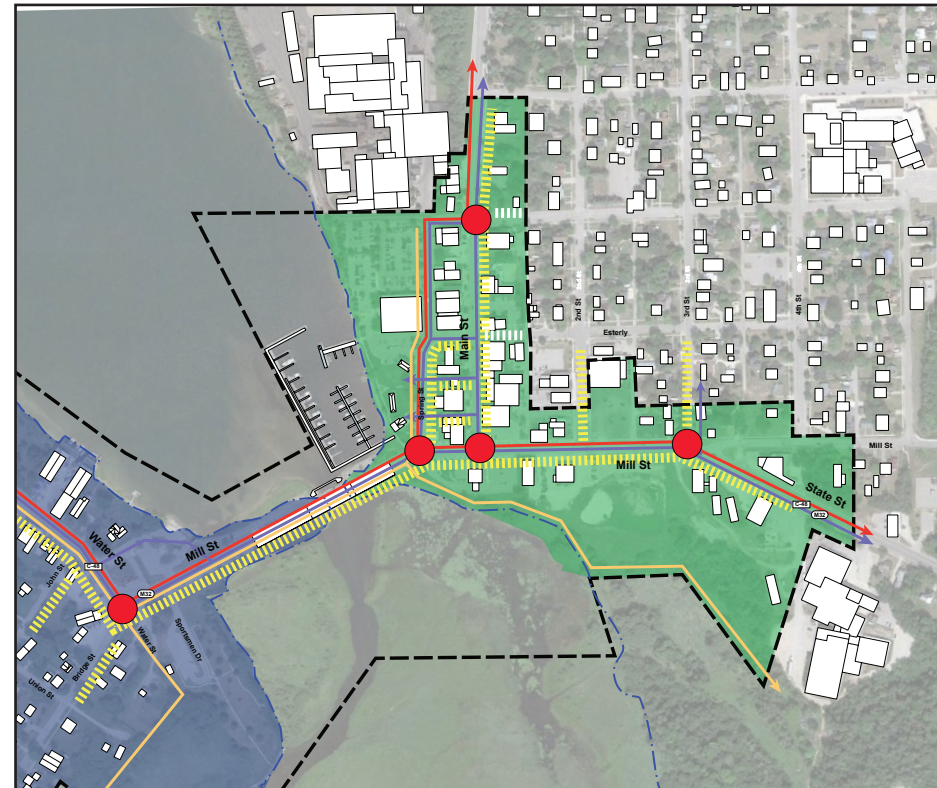
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and structures that relate to visitor uses and users. Design recommendations for the streetscape in this area encourage a strong street level relationship between pedestrians, buildings, and uses. Developing inviting physical and visual connections that peak curiosity and encourage people to explore is the focus. To do so, the streetscape element recommends in neighborhood A:

- Creation of visual and tactile pedestrian crossings located along Main Street at Mill, Esterly, and Williams Streets and mid-block on Main between Esterly and Mill. These crossings should have a strong visual pattern linked to other architectural features along the street. Breaking the existing road surface to install paver surfaced crosswalks should be weighed against the maintenance costs of yearly painting of crosswalks.
- Removal of stone planter boxes to be replaced by, light bases, planter grates and other elements that would create larger pedestrian gathering areas on the sidewalks.
- Adoption of a standardized black palette for all street furniture including fencing, bollards, benches, waste receptacles, bike racks and light standards.
- Replacement or painting of light standards as the lights are upgraded to LED luminaires and to match the black palette.
- Painting of existing street furniture to coordinate color.
- Replacement of sidewalk pavement with new concrete and curb front edging in brick or other pavers.



Neighborhood A showing priority streetscape implementation areas. (n.t.s.)

- Curb upgrades at the corners to create more consistent curb returns.
- Installation of new street trees more suitable to an urban commercial environment.
- Creation of strategically located gathering spaces on commercial blocks to include mid-block sidewalk staging areas for outdoor dining and entertainment. These areas may include three season mid-block crossings, railings, and/ or bollards to visually reinforce the areas as defensible zones. As merchants may be the primary users of these areas, the city may require merchants on Main Street reimburse the City for construction and maintenance of these features.

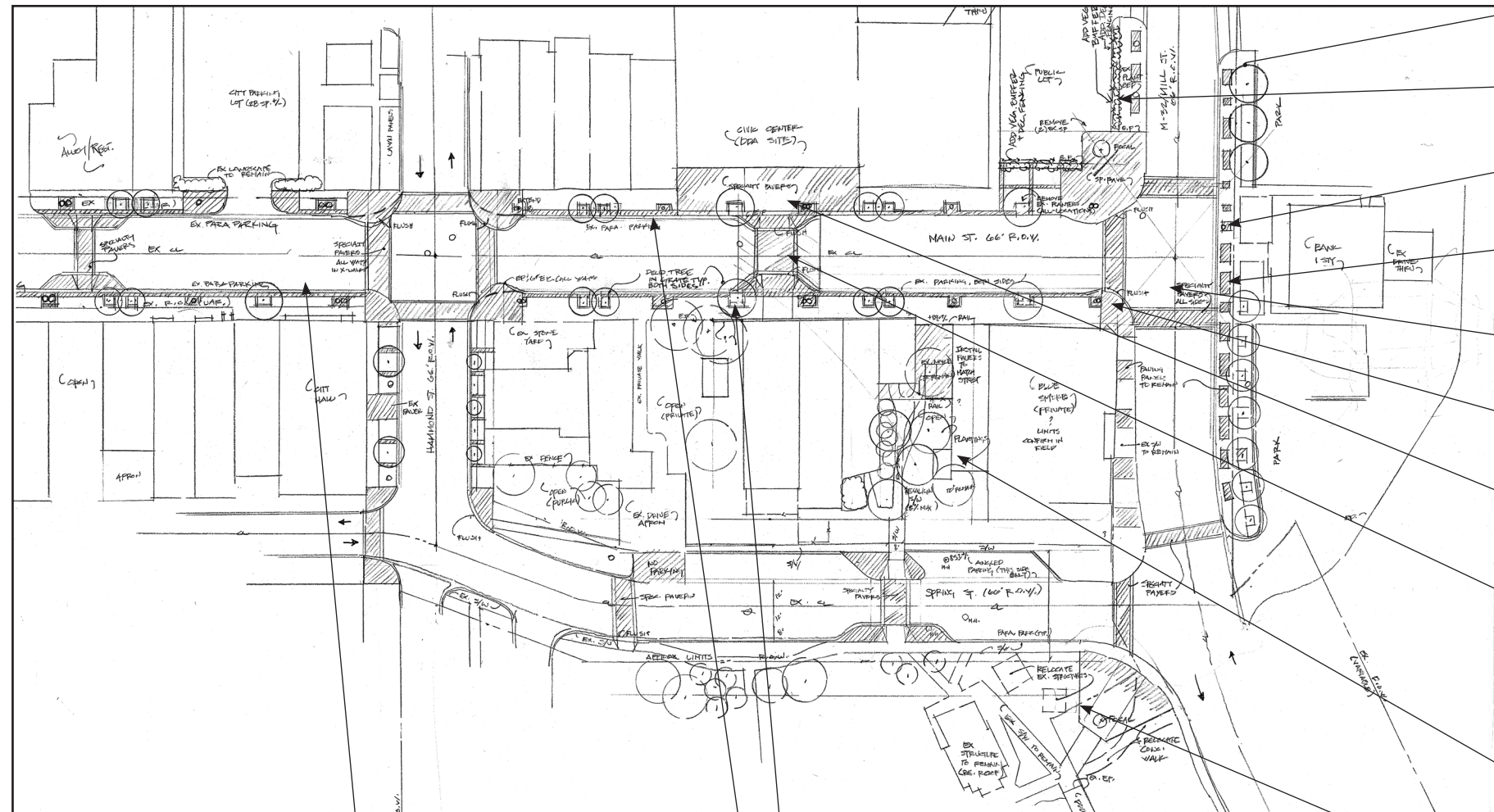
- Spring Street calls for special treatment. It has double frontage with Main Street and fronts both the Marina and Marina Park. Further, it is the EJ manufacturing site's primary access. The streetscape policies look to the future by proposing that 2 existing privately owned open spaces be secured by the City for use as pedestrian connections between Main Street and the marina park. Mid-block and corner crossings, delineated crossing areas, safe areas, street furniture, and planting palette in the same materials and scale as main street should also be installed.
- Ensure that the lighting system and furniture installation create a sense of increasing density from Williams Street to the foot of Main Street by installing double streetlights in the CBD while using single light standards in existing residential areas.
- The Mill/ State Street intersection forms the eastern gateway to town and a future link to uses along the Jordan river. Pedestrian crosswalk access, lighting, and street tree treatment should be provided as on Main Street. Crosswalks should be located in the triangle formed where Mill Street and State Street intersect, and an easement for a landscaped pedestrian safe area should be secured and maintained. Mill Street has significant obstacles for streetscape installation. Underground public utilities and private ownership limit how streetscape can be built or used. It is recommended the City secure 18' +/- easements for planting streetscape and SWM improvements, par-

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Neighborhood A- Main, Mill and Spring Street conceptual streetscape plan.(n.t.s.)



Continue Main Street program north up Main to Williams Street. Transition to single lights from double lights moving north along Main.

Install new sidewalk pavement with paver edging throughout Main Street. Avoid disturbing existing cartway pavement.

Remove stone planters and install either smaller bases for lights or grids for trees. Replace trees with suitable species for commercial use.

Replace existing pavers on the north and south sides of Mill St. to match Main St. Use original layout.

Buffer parking from street with planted material.

Replace or refurbish luminaires and standards at existing locations. Coordinate color with street furniture.

Install new pavers to match at S.E corner and install new focal point to create monumental entry space.

Create unique crossing patterns for crosswalks. Use this pattern throughout the WSP area.

Reinstall corner radii to a smooth radius to reduce plow damage.

Determine and design locations for storefront plazas for dining and gathering. Fence from by-pass pedestrian

Design mid-block crossings on Main St. Incorporate safe pedestrian gathering areas and LIDs.

Anticipate part time use of all of Spring Street, the parking lot at Mill and Main streets, and the privately owned spaces between buildings on the western block of Main as festival spaces, linking the spaces to marina park.

Create secondary focal point and pedestrian landing to Marina Park. Theme utility structures with red roofs and white walls.

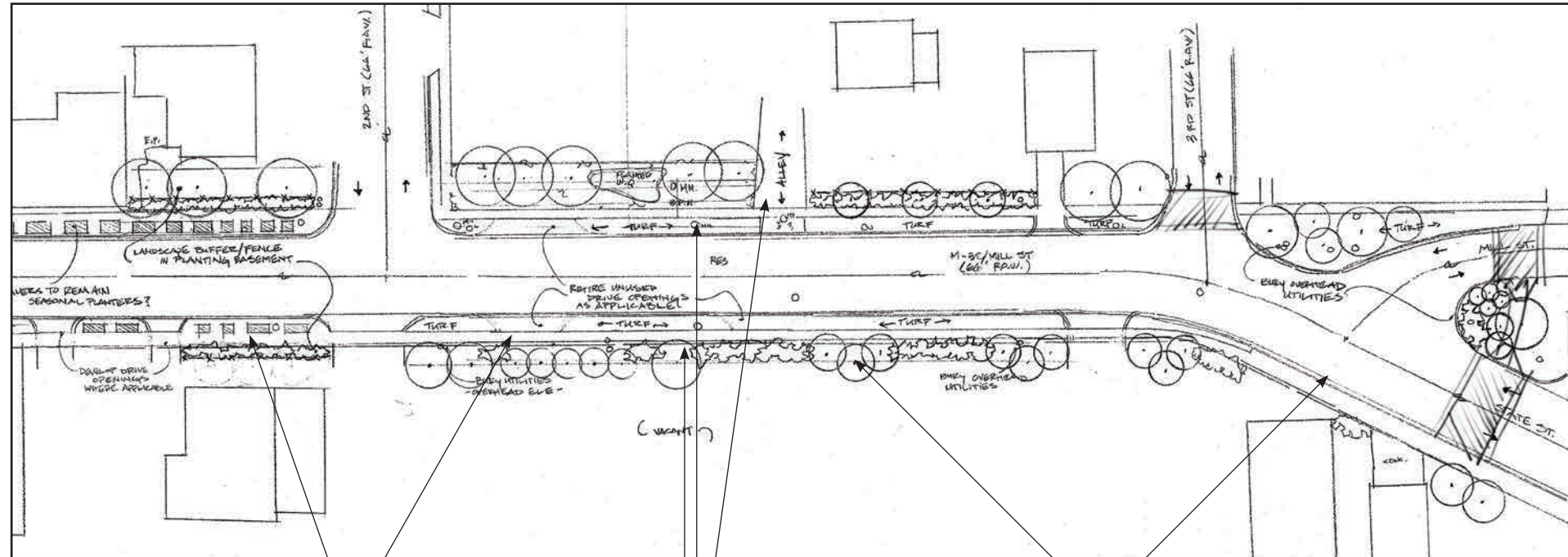


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Neighborhood A Mill Street/ State Street/ M-32 Conceptual streetscape. (n.t.s.)



Install new pavers in existing molds matching Main Street pavers on both North and South Sides of Mill Street.

Bury existing overhead utilities to the intersection of State and Mill where applicable.

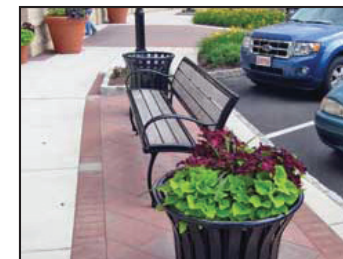
Existing underground utilities may make street tree and parking lot buffers difficult along Mill Street. Seek to secure easements for street tree, parking buffer, and LID installation.

Install painted crosswalks at the intersection of Mill and State and all alleys marking the gateway to the City. Include a paver delineated safe zone and formal planting matching the materials use on Main Street.

Maintain a turf strip along Mill street to differentiate it from the more formal Main street landscape and facilitate snow removal.

Continue lighting program established on Main Street.

Reduce curb cuts and drives as sites come under development. Align new entrances with streets and alleys where able.



particular in areas where a buffer between parking and street ROW is absent.

- Rooftop decks and/ or solar panels should be encouraged.

Neighborhood B includes the causeway and its' western landing. It is a feature unique to East Jordan, is the City's sole connection between the east and west sides across the Jordan River, and is a primary area of focus. The bridge and causeway not only function as a primary source of transportation, but feature expansive views up the Jordan River flats and up Lake Charlevoix. It presents dramatic opportunities to enhance resident and visitor experiences by improving appearance and utility. It is the landmark of East Jordan and as such, should be treated as a form of functional sculpture and branding. The Subarea Plan proposes:

- A grade- separated "promenade" walkway system to replace the existing system over the former weir structure. This system should provide three- season ADA access and areas to gather for multiple uses.
- Replacement and reduction of guardrails in brown/ rust/ black colors across the causeway to more closely match East Jordans' selected color palette.
- Creation of a publicly accessible area at the western landing (at the existing boat landing site).
- Creation of sheltered spaces on the promenade for

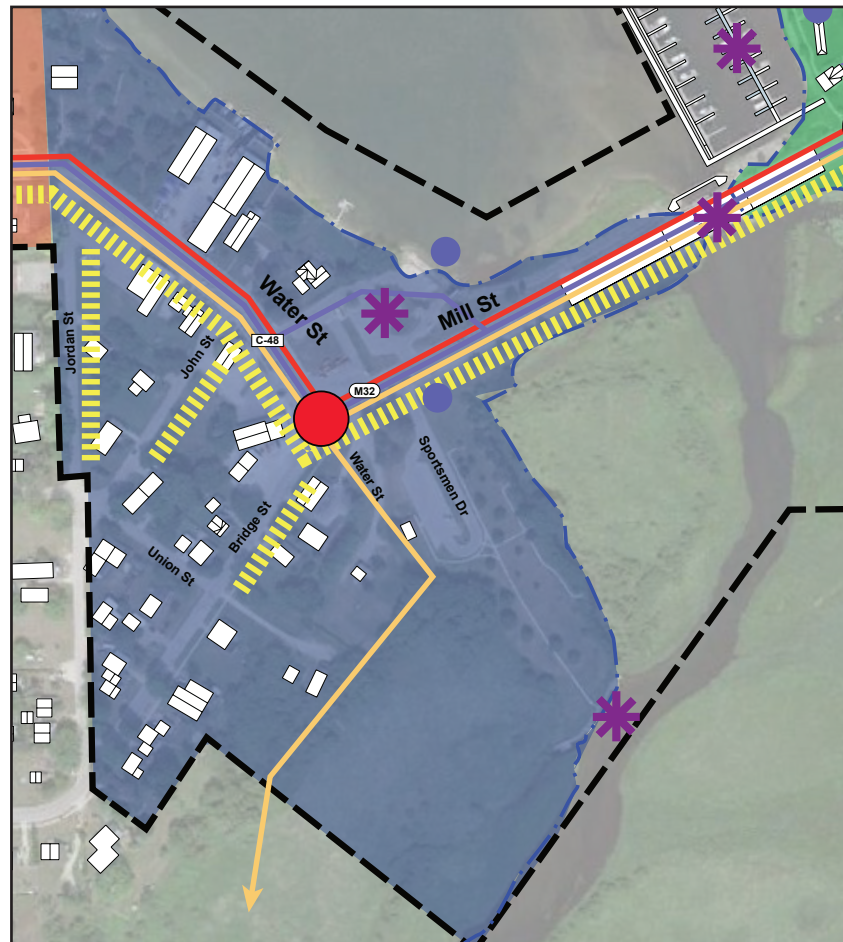
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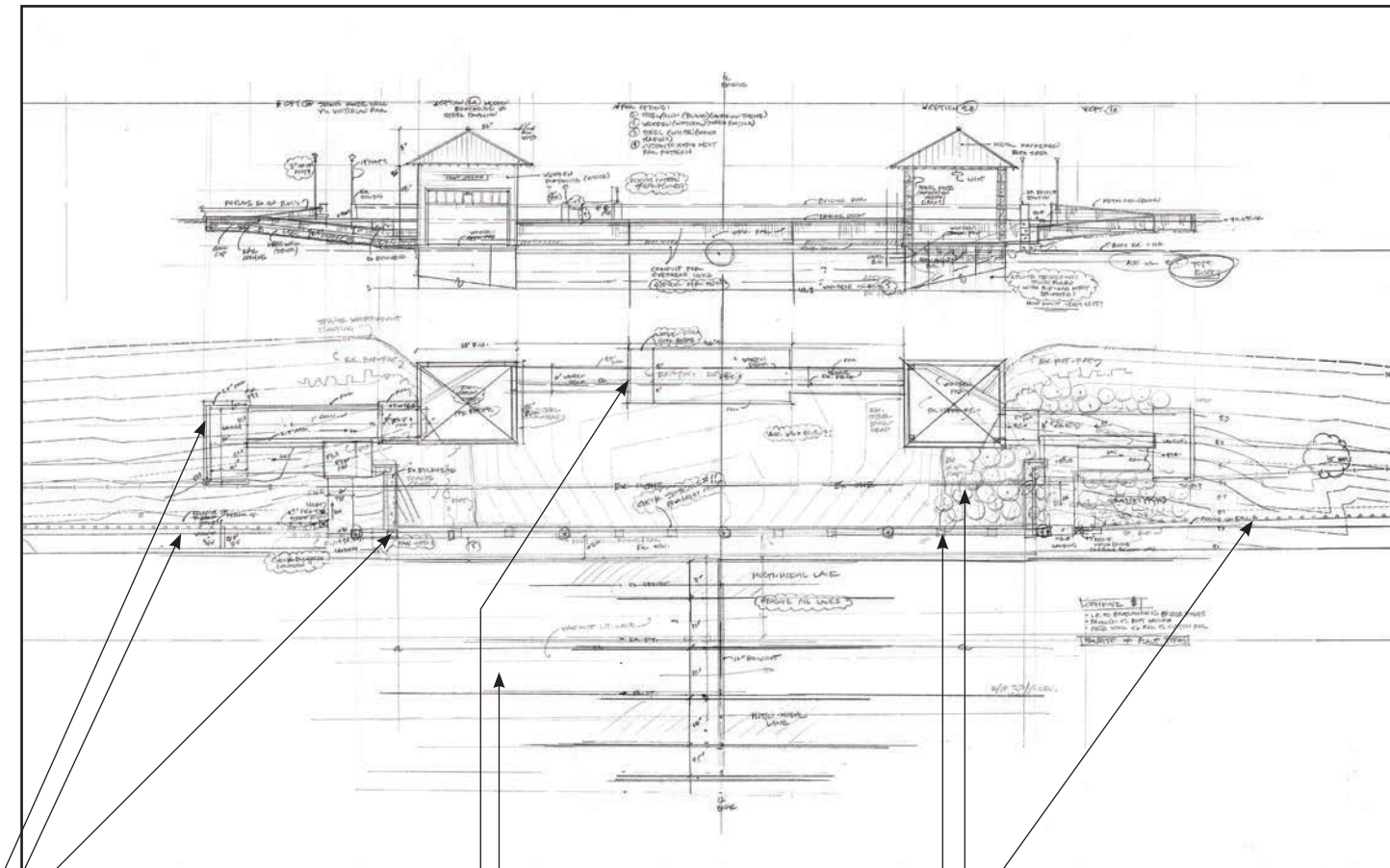
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Neighborhood B showing streetscape priority implementation areas.



Joining East Jordan- the bridge crossing conceptual landscape plan. (n.t.s.)



Install lighting similar to the Main Street program. Feature pier lighting to highlight the bridge.

Widen existing sidewalk to 6' and replace curb from both ends of the bridge structure. Install new walk on east side of the cartway.

Install ADA ramps at both ends of the bridge for pedestrian access. Break guardrail at a strategic locations to return to the sidewalk

Reduce existing turn lane and install painted multi-modal bike and snowmobile lanes both ways. Avoid disturbing the deck surface.

Erect a new min. 6' walkway over the existing weir structure with a larger' center section for gathering. Include open shelters at either end over the existing abutments. Paint white with red roofs. Connect walkway to the existing marina dock.

Upgrade existing guardrail both sides and ends. Paint brown or black to more closely match the guidelines program. Seek to reduce length of rail at both ends.

Landscape exposed surfaces around the access points and abutments.

Paint existing bridge rail to match Guidelines color program.



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- tained, preferably along the waters' edge to connect the landing to the causeway. Should the site come to be used privately, its' materials and colors should be similar to those at the other end to reinforce the causeways sense of cohesiveness. Parking for the sites' potential use should be shared with Sportmans park across the street.

- The planting plan along the causeway should be somewhat different than that on Main or Mill Streets. The wide vistas of the lake and river valley and the sheer size of the causeway call for larger, more stately species. Remove existing materials along the causeway and replace those on both sides with larger street trees. Care should be taken to maintain the long views. Hedges and small trees should be avoid-

[illegible]

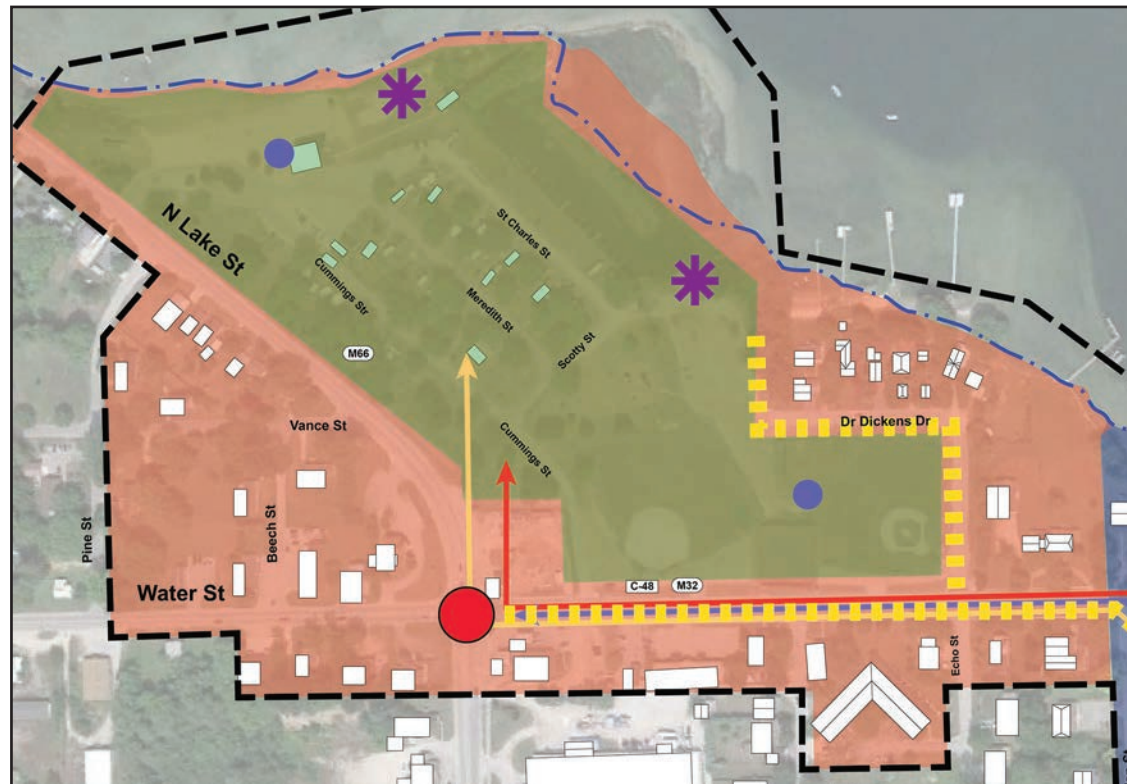
- Maintain buffer to residences.
- Plant to buffer rip-rap embankment from view and provide street trees but maintain long distances views across the lake.
- Provide public access and pedestrian connection across the waterfront and through the site. Connect to sidewalk and bikelanes.
- Consolidate entrances.
- Extend sidewalk connection to bridge street on the western side of Mill Street.
- Extend 6'-8' sidewalk across frontage of site when it develops.
- Bury overhead utilities.
- Install crosswalks similar to those programmed for Main Street. Consider pedestrian safe zones.

Buffer Sportman's Park parking from the street.

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Neighborhood C showing priority streetscape implementation areas. (n.t.s.)



ed along the street edge.

- Sportsman's Park street tree treatment should include Large street and Park trees. Avoid willows and other trees that inhibit long views. Consideration should be given to renovating the existing rest rooms to the red and white theme of the causeway.
- The streetscape planting program for Water Street should expand for one block from the landing up Bridge Street and up all intersecting streets along Water Street to Neighborhood C.

Neighborhood C includes the area directly adjacent to and surrounding Route M-68 (Water Street) to the intersection with M-66 (Lake Street). This is an eclectic area of small retail and residential uses. It also contains significant recreational uses and is very near critical commercial uses at the intersection of Lake and Water Streets. This intersection features not only the Cities' largest active park and recreational facility, but most of the convenience and fuel stores, fast food outlets, and a primary grocery outlet.

The intersection of Lake and Water Streets is also considered the gateway to the city and should be themed accordingly. This plan recommends:

- Improvement of a pedestrian links, including improvement and completion of sidewalks and trails on both sides of Water Street from the western landing to Lake

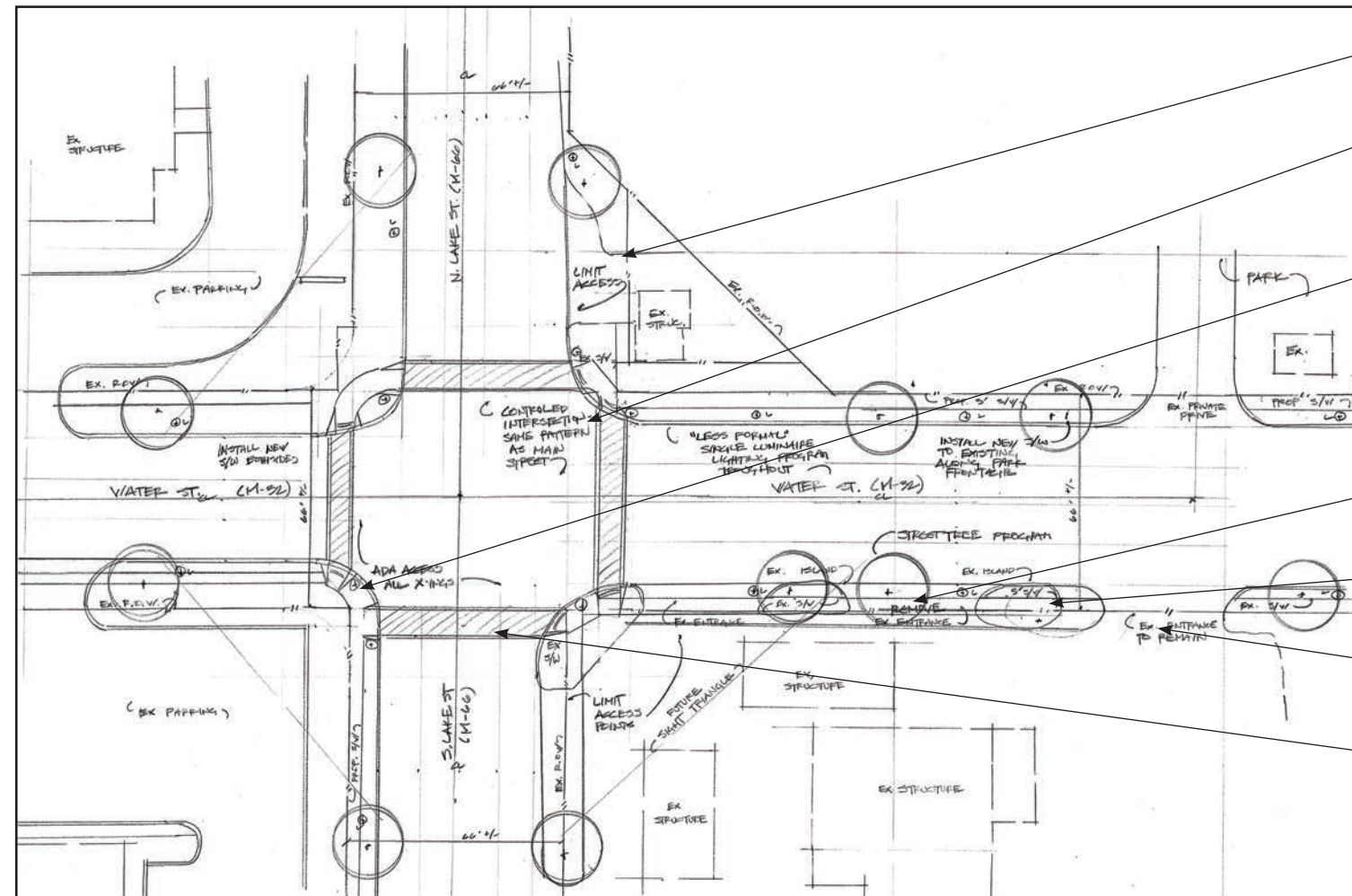
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Street.

- Inclusion of bike lanes within the cartway of Water Street and/ or off- street through existing recreation areas.
- Expansion of the Main Street lighting and furniture system along Water Street, including transit elements at the intersection with Lake Street.
- Safe pedestrian passage and traffic calming measures for the intersection at Lake and Water in the same thematic colors and/ or materials as on Main Street.
- Extension of snow machine lanes, off- street if possible, to the intersection Lake and Water streets.
- Installation of a street tree palette similar to Main Streets' program in form and color.
- Strategic clearing of vegetation masses to allow 4- season views to and across the water.



- Maintain adequate sight distance at intersections.
- Minimize curb cuts and entrances.
- Install pedestrian crossings similar to the Main Street.
- Connect the west side of Lake Street and extend new sidewalks south from the southwest corner of Lake and Water and the Northeast corner of Lake and Water streets east.
- Buffer parking lots from the street but maintain long distances views across the lake.
- Repair existing sidewalks and trails.
- Align entrances where able.
- Terminate Main Street planting and lighting programs at Water and Lake Streets. Wrap street tree plantings one lot around the corners.

Neighborhood C conceptual streetscape plan. (n.t.s.)



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General Environmental Design Guidelines

Environmental protection is part of current land planning and architectural design in every way. For building design, energy use and material use lead to LEAD recognition. In site design, jurisdictions of often weigh the benefits and drawbacks of impervious surface and storm water run off. Planning efforts focus on larger initiatives such as reclamation of compromised areas and watershed protection.

The East Jordan Watershed Subarea Plan is not intended to address detailed architectural environmental considerations or, at the other end of the scale regional planning concerns. But it is uniquely positioned to set City policy for site design and urban planning within the area.

Storm water management

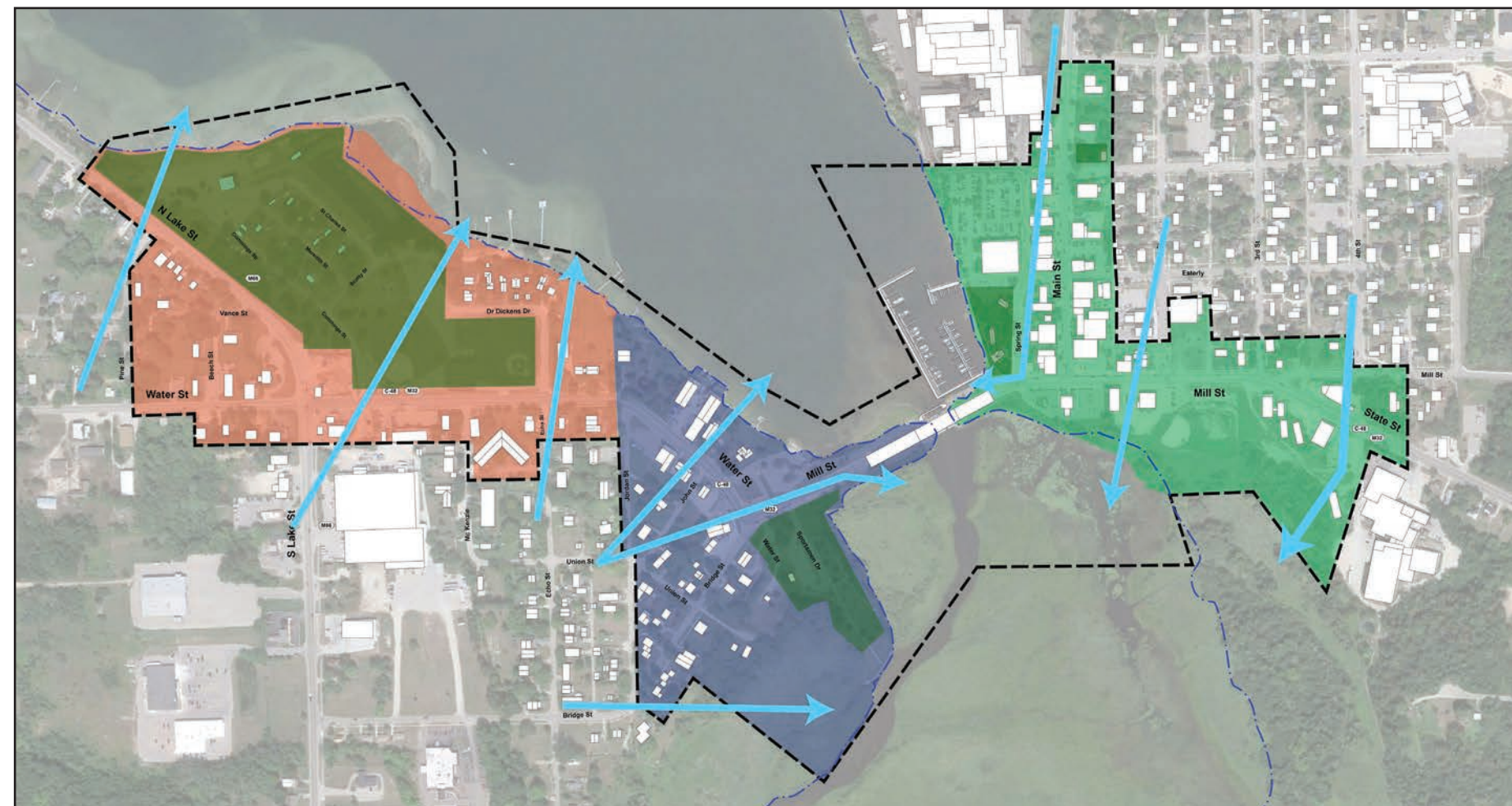
Storm water management is a main element of most site and urban planning. Rain fall and its' run-off is responsible for considerable expense to the jurisdiction. Maintaining aging lines and installing new lines is cost prohibitive. This proves truer as time has proven older towns did not anticipate the environmental impacts of poorly designed or aging storm water systems, resulting in flooding, sewerage overflows, or wash- off of road contaminants. This is particularly important for East Jordan. With its' location at the junction of two of Michigan's great recreation assets- the Jordan River and Lake Charlevoix. To help protect these assets in the long term,

the WSP encourages:

- Surface drainage be addressed entirely on-site for all new construction.
- New construction includes adequate pre- treatment systems for storm water runoff.
- Publicly available areas install surface LIDs as

they apply for improvements requiring site plan review and approval. This includes in public rights of way and recreational areas.

- Privately held areas incorporate LIDs whenever they come before planning commission as new development. Restoration or renovation projects should be

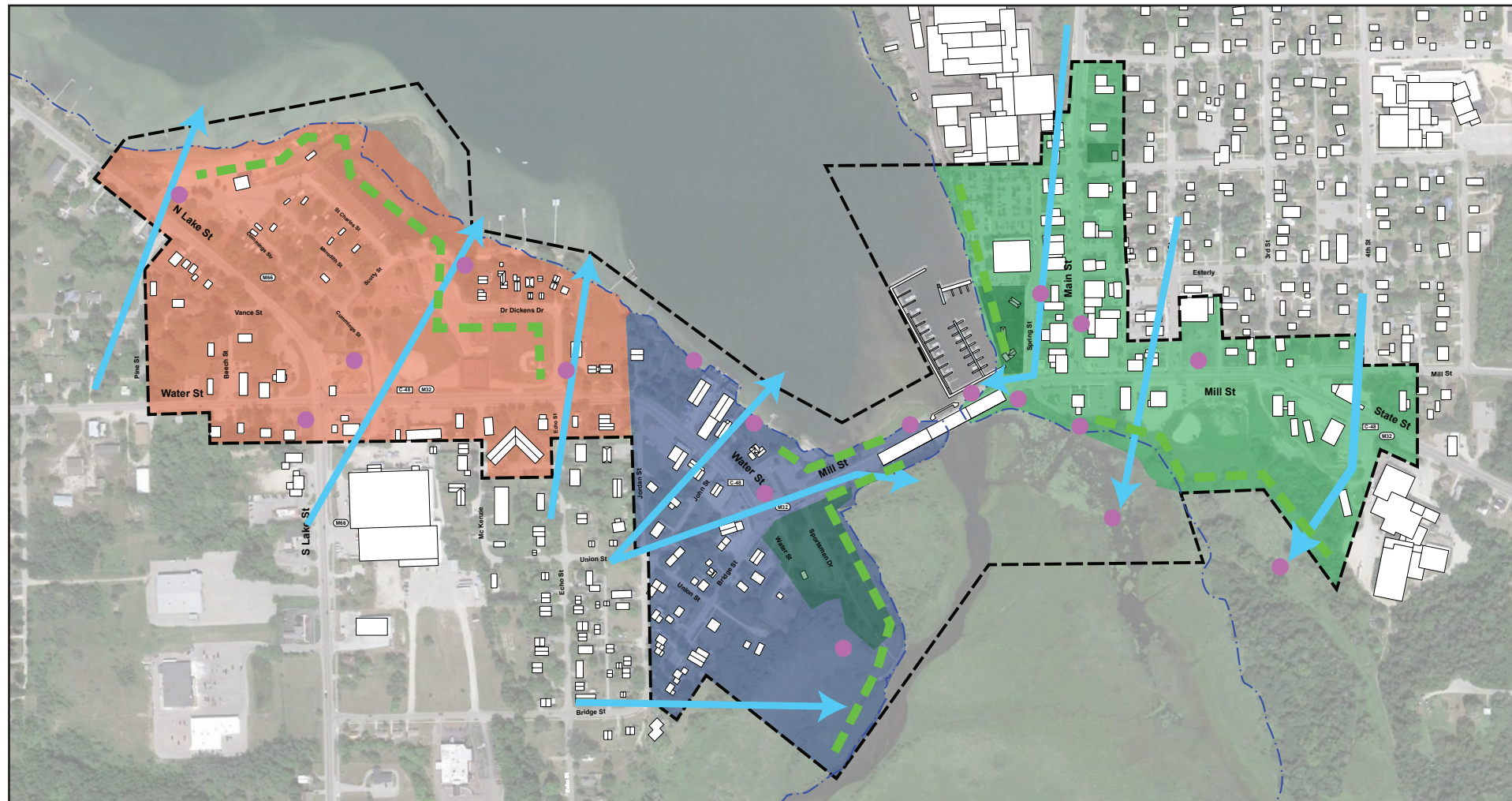


General drainages ways. The waterfront, river, and city stormwater runoff from the City are in constant motion, moving the shoreline. (n.t.s.)

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General drainage pattern and LIDs. (n.t.s.)

Potential Linear LID installation.

General drainage way.

Potential point ID installation.



exempt from this requirement.

- The city should create and incorporate LID regulations within the zoning, site, and subdivision regulations for new development within the Waterfront Subarea.
- LIDs should include bioretention areas of all sizes, (particularly in and adjacent pavement and parking areas), and both passive and active green roofs. Rain barrels and permeable pavers should be specifically prohibited.

Shoreline reclamation and stabilization

Shoreline reclamation and stabilization is also an important element for East Jordan. The shoreline along the Waterfront Subarea is very migratory. Both sediment migration along the shore and at the outlet of the East Jordan River, has changed the character, use, and value of properties along the water. Use of shore stabilization techniques can have a long term benefit in maintaining the water quality and usefulness of East Jordan's waterfront. The Guidelines recommend:

- Removal of 3' of rip-rap closest to the road on the causeway and planting of low naturalized plant materials to soften the industrial appearance of the causeway.
- Installation of natural plantings (live staking) within remaining areas of the rip-rap and at the waters edge

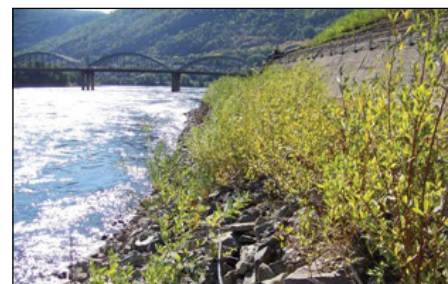
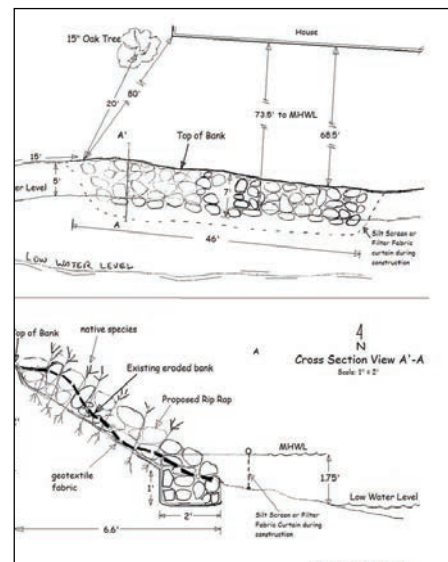
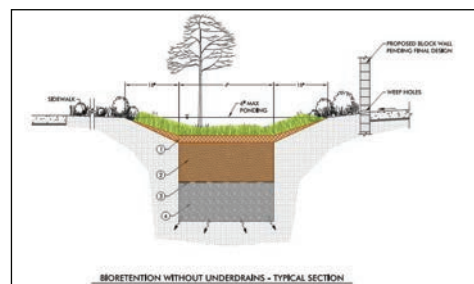
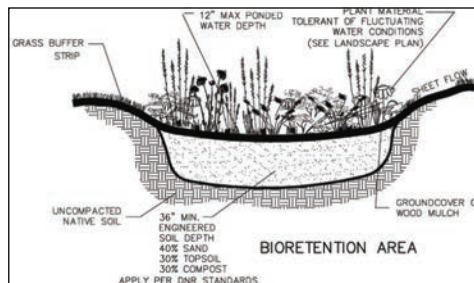
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to stabilize the shoreline along causeway along the Lake Charevoix side. These plantings should be carefully designed as not to block the long views across the causeway over the lake.

- Avoiding installation of walk ways and pavement to within 20' of the mean high water level.
- Strategic planting of woody materials along the shoreline for all new developments along areas of low erosion. Avoid large planting materials like willow.
- Installation of brush matting in areas of moderate erosion.
- Encouraging a combination of natural materials along all areas of the shoreline including logs, season aquatic planting, and natural rock formations to help stabilize soils.
- Installation of permanent docks and structures only where required for public access.

Urban forestry and forest restoration

Urban forestry and forest restoration/ conservation is a third way to address erosion and other environmental concerns for East Jordan. Forest conservation and restoration provides multiple benefits. Not only does this type of initiative provide multiple erosion control benefits, but it helps restore the treed skyline and provides urban recreational opportunities. This plan recommends that:

- Any new construction on a site less than 43560 sq. ft. in size replace native trees removed at a rate of two native trees to every one removed. Removed trees should only qualify for replace-

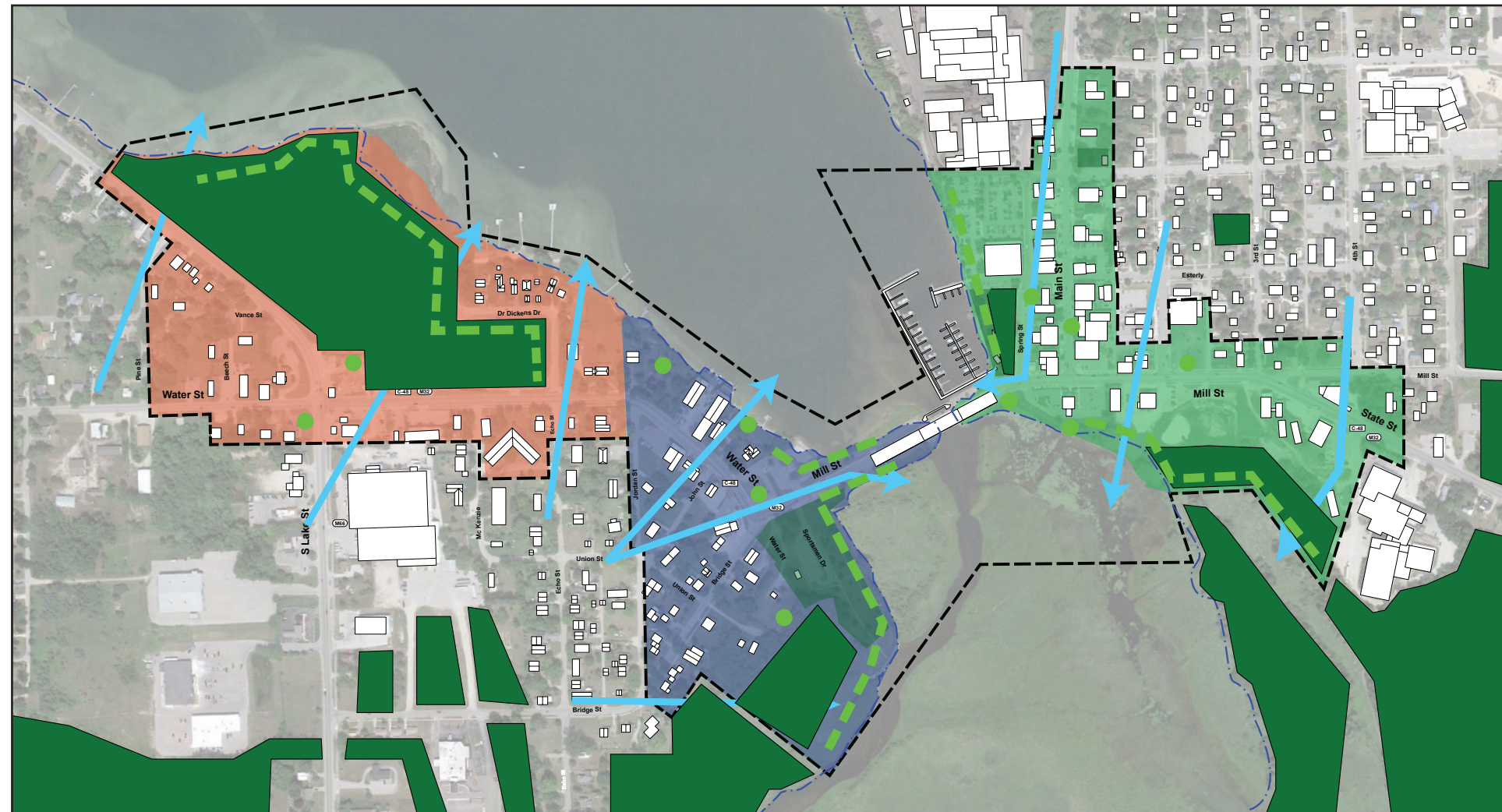
ment if they are at least 18" in circumference at chest height. Replacement trees should be at least 6" in circumference at time of planting.

- For new construction on sites over 43560 sq. ft. conservation and reforestation should be required. A minimum of 20% of very acre should be forested in healthy native forest. Full credit should be granted for qualifying forest preserved. Qualified forest removed by development activity should be replaced at a rate of 2 to 1 for every sq. ft. of forested area removed. A fee in lieu system may be established by the City and reforestation banks created on receiving parcels for development sites that have reasonable cause to not plant directly on- site, for health, safety and welfare (as approved by the city Planning Commission and Council on a case by case basis).
- Renovation and restoration of existing buildings or public works should also be exempt.
- The City create a definition of forest defined as native species at various ages of regeneration and that a professional forester or landscape architect be retained to assess the woodland quality as part of each sites' development.
- Reforestation bank areas be established in blocks within the city limits (or outside if available) with priority based on properties visible from the water level

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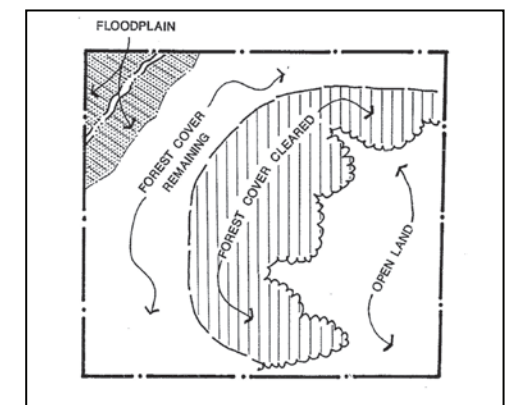
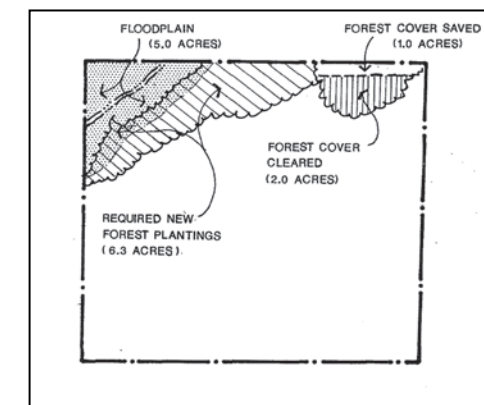
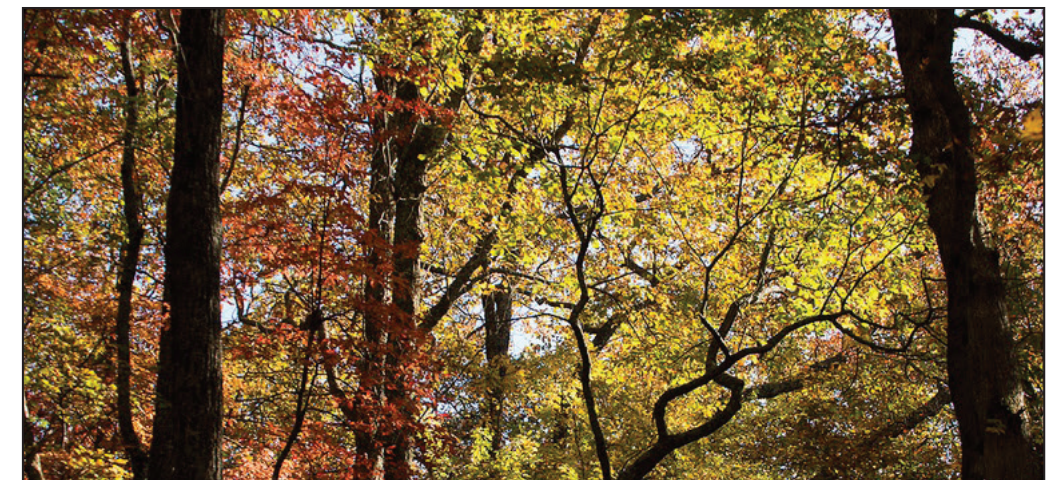
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Typical forest conservation bank sending areas. Receiving areas may be outside of the Subarea limits. (n.t.s.)

along the shoreline, are at the waters edge, or are in sensitive environmental areas like stream banks and wetlands. All receiving areas or newly planted forest should be placed under easement.

- Urban Streetscape installation should be able to qualify for reforestation at a rate of 2 sq. ft. for every 1 installed.



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Remove existing plant material and plant larger material in a formal pattern.

Reduce height of Rip-rap by 2'-4' and plant buffers to screen view of remaining stone from the street.

Install shelters and walkway over the existing weir and abutment structure to create an alternate pedestrian route and public access to the water. Install ADA access ramps on both sides for access.

Install themed roofs and paint scheme of the bridge structures and public buildings at both ends of the causeway. Suggested palette is red on white to be visible from a distance on the water.

Shorten guardrail length to create a more comfortable pedestrian space. Paint guardrail brown or use similar patina.

Wrap street tree program into and past Marina Park. Take care to maintain views from the building facing spring street.

Renovate existing marina and connect to pedestrian walkway system.

Repaint bridge rail black to match street furniture.

Extend EJ Ironworks theme from the Marina Park walk system. Install across or at both ends of the bridge.

Create stripped or solid painted bike lanes both ways in the cartway by reducing center lane. Use the bike lanes in the winter for snow machine access. Consider pedestrian safe zones in areas of lane transition.

Widen existing walk where able without disturbing bridge decking.

The causeway and bridge connecting the two sides of East Jordan across the Jordan River is of critical importance to the economic vitality of the city. In its current state, the crossing is little more than a utility, its components in various states of repair. It offers no standout qualities, save the outstanding views across the river outlet and Lake Charlevoix.

The crossing is a major feature- one that makes East Jordan unique. It should be considered a special place, and celebrated as such. Improvements should consider elements to reinforce these qualities, including visually unique architectural features, enhancements to multi modal traffic (both to and across), view improvements, and shoreline stabilization should be principal considerations in any City or DDA improvement initiative.



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Extend the Main Street lighting program along Water Street.

Strategically locate pedestrian crossings at the curve and along the length of Water Street to Lake Street.

Encourage themed roofs and materials from Main Street and Public Buildings.

Extend bike lanes along Water Street to Lake Street and the beach. Include an extension along Bridge Street and through Sportsman's Park for all types of riders.

Pursue removal of overhead lines along Water Street.

Encourage wrapping of blocks with like uses for two lots up adjoining streets. These uses should be entitled to mixed uses.

Foster private initiatives for renovation and adaptive reuse.

Place parking to the rear of buildings for all uses. Discourage lots or on street parking off of Water Street or for two lots up any intersecting street. Promote extension to the 0 lot line for lots on corners.

Continue Main Street planting program through to Water Street to Lake Street.

Water Street south of the causeway is a gateway. It has several turns and curves where a long view down the road is not available and it creates a sense of curiosity and surprise as you approach the central city, rewarded by a surprisingly beautiful view up the length of Lake Charlevoix. This makes it the perfect complement to the downtown neighborhood, given a safe, attractive crossing area.

Over time, the blocks along Water Street and in the surrounding neighborhood have suffered with the withdraw of industry. They do not exhibit the prosperous character a city gateway deserves. Clustering development initiatives at similar masses and forms Main Street at the southern node will help to link close to the crossing, and maintaining a slightly less dense mix of uses through to the western gateway will promote the town to visitors. A diverse mix of residential and commercial uses should be fostered. This should extend to the neighborhood south of Water Street, especially along Bridge Street and wrapping the blocks of all streets for two blocks to the south. The option for large lot waterfront owners to maintain their lots should remain part of the land use mix at their option.



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Block 1 contains much of the bulk of Main Street and anchors the city on the east side of the street. It contains the City's only current historic structure and much of what is left of the original architecture. It also holds the Community Center, a DDA designated Development Property. Sensitive restoration and renovation of this block is critical to economic redevelopment of East Jordan.

Overall, the focus for this street facade should be restoration of original mass, materials and proportion, design of sympathetic architecture during redevelopment of the DDA site, installation of a suitable street tree and lighting program, and creation of pedestrian byways.



Corner commercial buildings should provide signage on both fronts.

Encourage installation of awning systems to provide sheltered pedestrian spaces.

Remove existing planters, plantings, and lights and replace with a smaller pedestal for lights and grate for trees. Update luminaires and either replace the poles or repaint and reuse on the new pedestals.



Reveal, restore or replace building water tables to a minimum of 2' in metal, stone or concrete. Avoid brick and wood unless it was the original material.

Restore entry ways and install doors with full glass panels. Discourage doors with half, quarter, or no lights and storm doors.

Permit signs to extend from the storefront and encourage a sign panel along the entire width of a commercial building directly above the windows. The flush sign panel shall not exceed 4' in height.

Remove false fronts and restore original facades.

The community building is a DDA Development Ready site. Encourage new building or renovation that maintains the pedestrian gathering space in the front

Replace removed street tree materials with more suitable species. Vary the species type to protect against loss.

Install mid-block and corner crossings with markings, safe zones, and LIDs (where able) in the first two blocks along main Street.

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Maintain alleys for utilities along the rear of structures on the east side of Main St.

Match new construction in mass, material and form to that of existing city structures. Encourage 0 lot line front setbacks.

Corner commercial buildings should provide signage on both fronts.

Provide extensive pedestrian safe zone crossings and indicators at Mill and Main streets. Avoid disturbing the cartway surface.

Continue bike lanes along the first Mill Street (M-32) from the causeway. A spur up Spring Street should be used to by-pass auto traffic on Main Street.

New development should be encouraged to provide shared use elements. For example, parking lots and increased setbacks provide opportunities for weekend festivals.

Coordinate Main Street Streetscape features with Mill St.

The intersection of Main and Mill street is the focus of the town. Public and private efforts should be made to encourage installation of planted buffers and art installations to define this corner, creating a public

Landscape installation along Mill Street may be difficult because of utility easements. Encourage installation of LIDs, buffers, and other plantings along the rear edge of the easements on private sites for both new and existing construction.

The intersection of Main and Water streets is the primary intersection in East Jordan and is the focus of most boating and shopping activity. It features long views across Lake Charevoix and the Jordan River Plain, the City Marina, a world-class historic restoration, examples of suitable infill, and large cartways typical of a town that assumes growth. It also features several small, non-descript buildings and parking areas between building and street.

Because of its' prominence, the focus on this corner should be mass and formality. Larger traditional style development should be fostered, bringing buildings to the street edge with parking to the rear and sides. Large sidewalks and pedestrian gathering areas should be incorporated and the Main Street Streetscape program should be continued to the eastern gateway.



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