

# MANISTEE CITY PLANNING COMMISSION

70 Maple Street, Manistee, MI 49660

Worksession of Thursday, January 20, 2000

7:00 p.m. - Council Chambers

## AGENDA

- I. Roll Call
- II. Matters Pertaining to the General Citizenry
  - A.
- III. Worksession
  - A. Master Plan
    - 1. Section 3A - Land Use Plan
    - 2. Section 3B - Community Facilities and Parks Plan
    - 3. Section 3C - Transportation Plan
    - 4. Section 3D - Downtown Development Plan (Part 1 of 3)
    - 5.
  - B. Other

cc: Planning Commission Members  
R. Ben Bifoss, City Manager  
Jon Rose, Community Development  
City Council

# MEMORANDUM

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TO: Planning Commission Members

FROM: Jon R. Rose   
Community Development

DATE: January 14, 2000

RE: Planning Commission Worksession, Thursday, January 20, 2000

The next worksession of the Planning Commission will be Thursday, January 20, 2000.

We did not have time at the January Meeting to review Section 3A, 3B, and 3C so we will review them at the worksession. Section 3D is rather large so it has been broken down into thirds. Enclosed is part 1 of 3 that will be reviewed at the worksession.

We will see you Thursday night!

JRR:djm

## DOWNTOWN DEVELOPMENT PLAN

At the turn of the century, the City of Manistee was the commercial hub of the region, and served as the primary shopping location for all domestic and business necessities in the region. As transportation improved, population shifted, and regional shopping enterprises relocated out in the new population centers. As a result, Manistee's prominence as a regional shopping center declined.

It is not likely that the City will regain its former prominence as a regional shopping center. However, the City's central business district can become an important commercial center that provides a reasonable alternative to shopping in Traverse City to the north, and Muskegon and Grand Rapids to the south. Manistee is strategically located between these major metropolitan shopping areas and can provide an attractive alternative to shoppers living anywhere between.

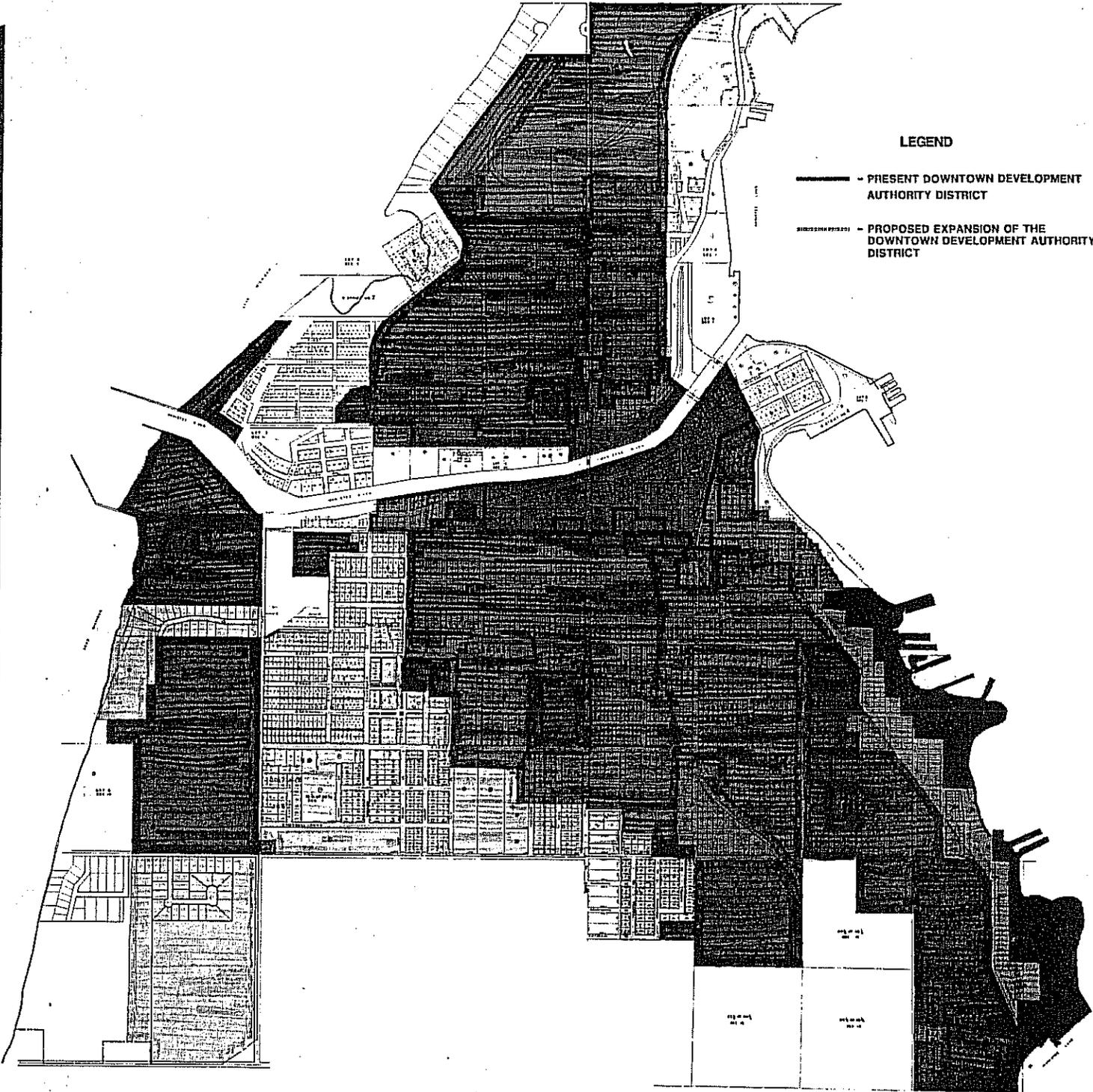
**Opportunities:**

The central business district in Manistee has several distinct assets that make it attractive for redevelopment into a popular commercial center:

**The Manistee River.** The business district parallels the river affording the opportunity of integrating the river scape into a people place that would be attractive to both shoppers and casual use by visitors and local citizens. The river-front should become an important place within the City where people can gather and enjoy the unique river environment. Because of the relationship of the river frontage to the central business district, the development here would be a unique attraction in Western Michigan. Properly promoted, the river-walk could be the attraction around which the central business district is rebuilt.

**Landscape Variation.** The business district is built on a steep river bank which will allow the development of three distinct levels in the commercial area:

1. The river level with the river walk and access to the lower stories of the buildings along the north side of River Street.
2. The River Street level where both sides of the street can be developed.
3. The second story level of the buildings that are located on the south side of River Street which could have grade level access from the south.



**LEGEND**

- PRESENT DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT
- ▨ PROPOSED EXPANSION OF THE DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT

**MAP 3D.1**

1986 DEVELOPMENT PLAN  
CITY OF MANISTEE, MICHIGAN  
MANISTEE PLANNING COMMISSION

LAND USE PLAN MAP  
CENTRAL BUSINESS DISTRICT OVERLAY



PLANNING TEAM:  
J. P. GRAY & ASSOCIATES  
ANDREW BOWMAN - COMMUNITY PLANNER  
RANDERS ARCHITECTS & ENGINEERS  
1222 MORRIS AVE., BURESDON HEIGHTS, MICHIGAN 49822

Historical Significance. The central business district burned to the ground prior to the turn of the century and was rebuilt in the Victorian style. A significant number of these Victorian style structures remain and are in exceptionally good condition. The urban renewal program that destroyed structures of this era in other cities, was not applied in Manistee due to lack of growth. Architecturally, the central business district has not significantly changed since the turn of the century and is on the national register of historical places due to the number of historically significant structures in the area.

Desirable Vacancies. Due to the vacant and underutilized buildings in the central business district, there is abundant floor area readily available for commercial redevelopment. Through cooperative effort on the part of property owners in the central business district, improvements and promotions are expected to create a new shopping environment which will rival or exceed street-side "satellite" type shopping developments. Improvements in transportation circulation and a Land Use Plan aimed at generating new customers in the downtown area should be cause for concern those interested in developing such satellite shopping centers.

#### Problems:

In order for the central business district to develop to its full potential, several deficiencies that are inhibiting growth in this area must be corrected. These deficiencies include the following:

Front Door. The central business district does not have a good approach or front door. There is a lack of a sense of arriving or a sense of place that is significantly different from the surrounding areas of the community.

Parking. The parking facilities in the central business district are inadequate and are not convenient nor well defined. Businesses will not desire to locate in the central business district if adequate parking cannot be provided in reasonable proximity to their front door.

Circulation. Traffic patterns are not conducive to easy access to, and movement through, the central business district. The Transportation Plan, discussed in previous sections of this report, proposes several traffic pattern changes that are will have a positive effect on the traffic patterns within the central business district.

Pedestrian "Friendly". The central business district has been improved over the years to accommodate the movement of vehicles. Naturally, the movement of personal automobiles, trucks and busses are a necessary part of downtown design and this is not entirely bad. Unfortunately, most of the improvements ignored

the pedestrian. Today, the River Street environment is not a very attractive or friendly place for pedestrian. Also, there exist too many path conflicts between vehicles and pedestrians which must be addressed. The street scape in the central business district needs to be improved so that there is a clearer distinction between areas designed primarily for vehicles and areas designed primarily for pedestrians.

**Coordination and Cooperation.** The central business district is on the national registry of historical places and citizens generally recognize that downtown buildings are architecturally significant, yet there is still a lack of clear direction in the restoration and preservation of this obvious asset. There needs to be a clear and concise program developed that recognizes the aspirations of the individual property owners, the citizens of Manistee, and the guidelines and objectives of the U.S. Department of the Interior.

**Housing.** Existing housing in the central business district is primarily single-family homes or larger housing units that have been converted to apartments. There is a need to expand living accommodations within the central business district, but the existing housing in single family units is not the appropriate housing for this district.

**DDA Boundary.** The Downtown Development Authority (DDA) district boundaries were laid out so that single-family housing and objecting property owners were excluded from the district. This "gerrymandering" of the DDA boundaries does not make good long-range planning sense. The DDA boundary map (see Map 3D.1) shows what a DDA boundary which is more closely related to the surrounding uses as well as the Manistee Development Plan.

#### The DDA Plan:

The Manistee Downtown Development Authority has formulated a Downtown Plan for the central business district, the results of which will be reproduced in its entirety and bound in this section in an amending update as provided by the implementation procedures of this document. In this way, the Downtown Plan will be a subsection of Manistee Development Plan and an essential link between the City Planning Commission and the City's Downtown Development Authority will be established.

Central Business District  
Development Plan

A Plan for the Development  
of the City of Manistee's  
Central Business District  
in the County of Manistee  
State of Michigan

For Planning Years  
1988 to 2010

Prepared For:  
The City of Manistee's  
Downtown Development Authority

This Planning Study Supplements the  
Cities Master Development Plan

Prepared By:  
J.P. Gray

April, 1988

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Dated 1986	
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Dated 1981	
By Preservation Urban Design, Inc.	

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Dated 1983  
By Steve Sandstedt

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Dated 1984  
By: G.P.S. Associates, Inc.

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## Introduction:

This Planning Document is intended to provide direction for improving the Manistee Central Business District. It presents an analysis of current conditions and lists the problems and opportunities that exist in each area of the Central Business District. The purpose of this study is to provide ideas for improving both the functional and visual aspects of the Central Business District so that Manistee can improve its image and ability to compete for business activity.

The major items addressed in this document include DDA boundaries, existing land use, public facilities, vehicular circulation, parking, and new development potentials. Previous studies have addressed store front renovation, historical preservation and economic issues and these studies need to be coordinated with this planning document. Excerpts from the previous studies are included in the appendix of this document for reference. The revitalization of Manistee's Central Business District will depend on the careful coordination of elements contained in all of the studies.

At the turn of the century Manistee was a regional commercial center and the potential exists today for Manistee to regain that status among the prosperous communities of western Michigan. The elements of the study help to frame the problems and opportunities in a long range plan for the redevelopment of Manistee's historically significant Central Business District. The revitalized Central Business District must be a blending of the old and new into a cohesive district that will respect the historical significance of the area while satisfying contemporary needs for convenience, safety, aesthetics and a sense of place. The Manistee Central Business District must become a place where history is appreciated and protected and all the convenience of contemporary society are provided. The downtown development authority has a delicate job that, if done well, will make Manistee's Central Business District a truly unique and wonderful place.

## Goals and Objectives

The previous plans and studies for the Manistee central business district have developed goals and objectives, some of which have been realized in recent years. The formation of a DDA, the establishment of a Downtown Historic District, the building of a portion of the River Walk are examples. In the spirit of these previous plans and studies, this new central business district Master Plan carries the ideas generated in the previous studies forward. The goals for the new plan are as follows:

- (1) The correction and prevention of deterioration in the central business district.
- (2) The encouragement of historic preservation.
- (3) The promotion of economic growth in the central business district.

In order to achieve these goals, the central business district Master Plan has established the objectives listed below (no priority intended):

- (1) Make all areas of the central business district easily accessible.
- (2) Develop an attractive and recognizable approach (front door) to the central business district.
- (3) Make parking convenient, safe and adequate in all areas of the DDA.
- (4) Develop people oriented areas within the central business district.
- (5) Work with others to market Manistee's central business district.
- (6) Develop both banks of the river front to encourage business district.
- (7) Develop a convenient and safe way of servicing the businesses in the central business district.
- (8) Design a distinctive streetscape that will unify the entire central business district.
- (9) Provide a location for a future major development.
- (10) Develop the central business district into a regional shopping center.

- (11) Provide the amenities required to encourage redevelopment of residential use in the central business district.
- (12) Promote more intense use of the existing structures in the central business district.

In order to encourage investment in the central business district investors, property owners and businesses in the central business district, have to:

- (1) Know where the DDA is headed (Master Plan).
- (2) Be convinced that the plan is in their best interest.
- (3) Have a reasonable assurance that the goals and objectives as outlined in the plan are obtainable.

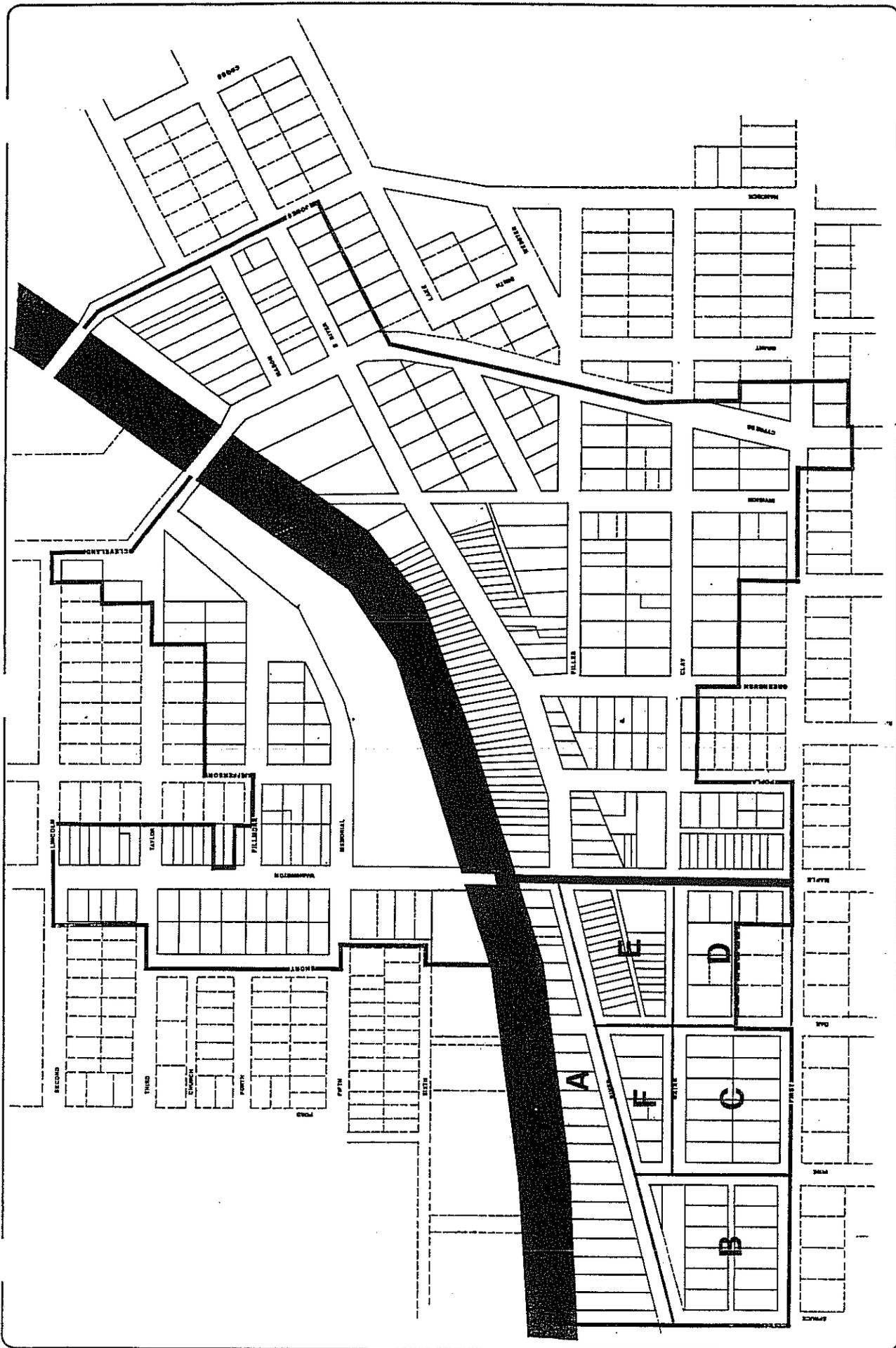
Previous plans and studies of the Manistee central business district include the following:

- (1) Central Business District  
Proposed Future Development  
1959  
For: Manistee Planning Commission  
By: J. Martin Frissel
- (2) Manistee Downtown Preservation and Development Plan  
June 1981  
For: Project Facelift Committee  
By: Preservation/Urban Design/Incorporated
- (3) Manistee Downtown Economic Development Strategy  
July 1983  
For: Manistee Downtown Development Authority  
By: Steve Sandstedt
- (4) Manistee Riverwalk Project  
A Plan for Action  
July 1984  
For: Manistee Downtown Development Authority  
By: GPS Associates, Inc.

### Problems and Opportunities

During the initial stages of the planning process, the central business district was split into four distinct planning areas and each planning area subdivided into small planning units that had similar amenities and deficiencies. The DDA meet in special planning sessions to develop lists of the problems and opportunities in each planning unit. The lists were then to be prioritized so that specific goals and objectives could be written for each planning unit. In the prioritizing process, the lists were also to be subdivided for short, medium, and long range goals. It was during this planning process that the DDA decided that the process of studying small areas of the central business district, the larger problems of the area were not receiving adequate consideration, and the planning process took a new direction. The lists was never prioritized, however they are a valuable assessment of the existing conditions in each small planning unit and are included in this planning study on the following pages. These lists may prove useful during the process of evaluating development proposals that affect the central business district.





PLANNING TEAM:  
 J. P. GRAY & ASSOCIATES



BASE MAP  
 PLANNING DISTRICT C&E

CENTRAL BUSINESS DISTRICT DEVELOPMENT PLAN  
 CITY OF MANISTEE  
 DOWNTOWN DEVELOPMENT AUTHORITY

I. West River Street

A. North side of River Street between Maple and Spruce Street.

1. Problems:

- a. Need for public rest room facilities at City Marina.
- b. The Riverfront is overgrown and inaccessible from the Elks to Millikens.
- c. There is insufficient parking for Millikens and 440 West.
- d. Street lighting needs to be revised.
- e. Storm and sanitary sewers need to be separated.
- f. The pedestrian walk across the Oak Street extension is inconvenient for both pedestrian and automobile traffic.
- g. Existing marina parking is not convenient.
- h. 440 West Restaurant kitchen fronts onto River Street.

2. Opportunities:

- a. The Millikens store has a lower story front the river that can be developed.
- b. The Municipal Marina development of the river frontage can be expanded.
- c. There is an empty lot between the Elks and 440 that could be developed.
- d. The elks could expand outdoor activities when the riverfront development takes place.
- e. The riverfront is a valuable asset in need of development.
- f. There is sufficient space between Millikens and the bridge to develop an access to the river front.
- g. The 440 has lower level space that could be developed.

B. Hotel Block:

1. Problems:

- a. The Greenhouse building is underutilized and does not support a retail outlet at the site.
- b. The building at Water and Spruce is in disrepair and unoccupied.
- c. The Thomas Floor Covering building is a pole building that makes development of adjacent properties difficult.
- d. The Take-out store is so located that it does not contribute to DDA relative to pedestrian traffic.

2. Opportunities:

- a. The site of the old hotel is a prime development site.
- b. The street north of the Hotel could be vacated and developed as a park.
- c. The Take-out store and Thomas Floor Covering are successfully retailing at the extreme end of the DDA.

C. Block bounded by First, Water, Pine, and Oak

1. Problems:

- a. Chimney standing on the vacant site is an eye-sore.
- b. The junk auto and old signs stored on this block are a serious aesthetic problem.
- c. The Auto Repair Shop does not contribute to the future plan for a regional shopping center.
- d. The hills at First Street and Oak Street pose a traffic problem.
- e. There is a sewer problem at Pine Street.
- f. There are single family homes on the block.

2. Opportunities:

- a. The vacant lots are available for development.
- b. The hill provides a natural barrier between development on the corner of First and Oak and development along Pine and Water.
- c. The top of the hill could have a long view over lower Water Street development.
- d. Potential expansion of the professional offices and apartments on this block.

D. Block Bounded by First, Water, Maple, and Oak

1. Problems:

- a. The gaudy facade on the building adjacent to the parking lot on Maple Street.
- b. Office building at the corner of Oak and First should be in the DDA.
- c. The DDA area does not include the houses of First Street.
- d. The single story commercial addition on the Water Street apartments does not complement the architecture of the apartment building.
- e. The Water and Maple Street parking lot is unimproved.
- f. The house addition on the front of the Maple Street apartment building does not complement the masonry structure.
- g. Unsightly retaining wall on the Water Street Property.
- h. Exposed utility pipe mounted on west wall of Water Street apartment.
- i. Grade problems between First and Water Street.
- j. Lack of adequate off street parking for residences.
- k. Car dealership at corner of First and Maple.
- l. Microwave tower.

2. Opportunities:

- a. The old flower shop building is not occupied.
- b. The old gas station at First and Maple is a nice structure that could be recycled for a use that does not require on site parking.
- c. Vacant lot on Water Street.
- d. Building at Water and Oak apartment building on Water and old gas station at First and Maple are significant pieces of architecture worthy of restoration.

E. Block Bounded by Water, River, Maple, and Oak:

1. Problems:

- a. The Salvation Army building facade does not complement the adjacent architecture.
- b. Gockerman office facade has an alpine motif which does not complement turn of the century architecture on this block.
- c. The space on the west side of City Hall needs to be landscaped.
- d. Backs of River Street building along the alley need to be improved.
- e. There is a need for pedestrian access from the alley to the parking lot on River Street.
- f. The parking lot at Water and Oak is unimproved.
- g. The open space at the corner of River and Oak has a below grade space that is not water tight.

2. Opportunities:

- a. Some of the best examples of turn-of-the architecture in the central business district are along River Street in this block.
- b. Could consider closing Oak Street between River and Water for a pedestrian space (people space).
- c. The existing alley could be improved and developed as a pedestrian space for rear store access.

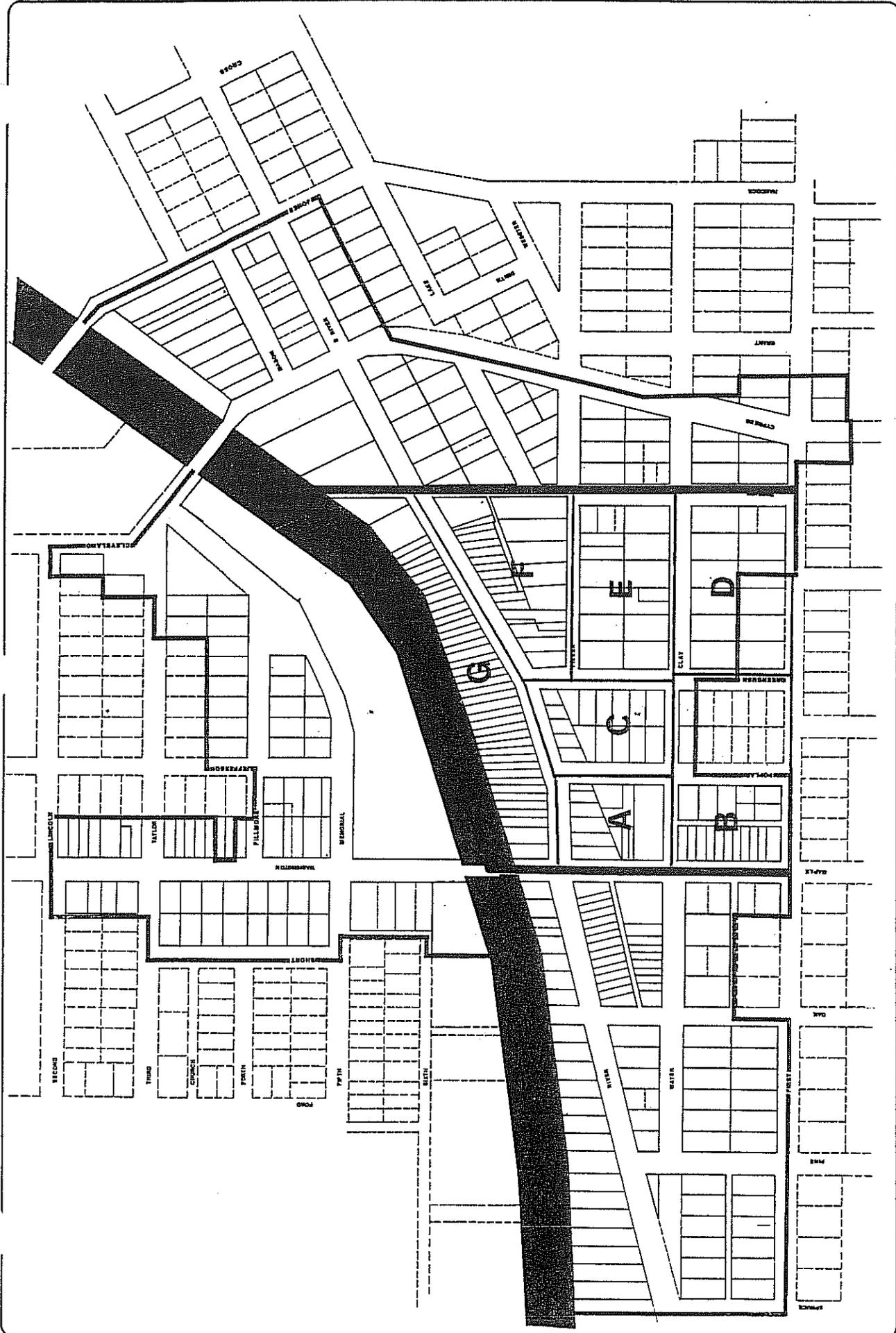
F. Block Bounded by River, Water, Oak, and Pine

1. Problems:

- a. Very cut up block with poor organization.
- b. Aesthetics are poor.
- c. Off street parking is confusing and poorly laid out.
- d. Old Parey building is difficult to recycle.

2. Opportunities:

- a. Has a nice two story structure at corner of River and Oak.
- b. Parking should probably be eliminated within the block to provide space for expansion and reorganization of the block.



PLANNING TEAM:  
 J. P. GRAY & ASSOCIATES



BASE MAP  
 PLANNING DISTRICT TWO

CENTRAL BUSINESS DISTRICT DEVELOPMENT PLAN  
 CITY OF MANISTEE  
 DOWNTOWN DEVELOPMENT AUTHORITY

## II. Middle Section - South of River

### A. Block Bounded by River, Clay, Maple, and Poplar

#### 1. Problems:

- a. Parking lot along clay is poorly laid out.
- b. The parking lot is raised above Clay Street and needs to be screened from the street.
- c. The parking lot does not relate to the rear elevations of the River Street structures.
- d. The south elevation of the structures need to be improved.
- e. The turn-of-the century buildings need to be restored.

#### 2. Opportunities:

- a. The parking on this block should be consolidated to improve both function and aesthetics.
- b. The parking lot properly designed, can facilitate second story access to the River Street structures.
- c. The Ramsdell building and the Vogue Theatre buildings are significant architectural gems.
- d. The space along the south elevation of the structures should be designed as a pedestrian space.

B. Library and Adjacent Block to the East

1. Problems:

- a. Poor interior block parking.
- b. The News Advocate structure extends into the Water Street extension (Water and Clay Street jog).
- c. There are two private residences on this block that make reorganization of the parking difficult.
- d. The New Advocate deliver and loading occurs in the public right of way.

2. Opportunities:

- a. The Masonic Temple and County Library are architecturally significant buildings and need to be preserved.
- b. The Masonic Temple is underutilized and could support a significant adaptive reuse project.
- c. If the News Advocate were relocated and the existing structure raised, the street could be straightened out and the off street parking improved.
- d. If the two houses on this block were raised, the sites could be used to consolidate and improve the off street parking.

C. Manistee Bank Block

1. Problems:

- a. Elevation difference between River Street and Clay Avenue.
- b. The size and maintenance of the parkway around the upper level parking lot.
- c. Two levels of parking.
- d. Inadequate auto stacking at the banks drive up windows.
- e. Three story underutilized building at the corner of River and Greenbush.
- f. Access to upper stories of River Street buildings from the parking lot is not well developed.
- g. Two houses south of Clay.
- h. South elevation of buildings is unorganized and unattractive.
- i. Parking lots do not relate well to River Street.

2. Opportunities:

- a. Grade difference north to south is sufficient to accommodate multi-level parking.
- b. The buildings on River Street represent a substantial value.
- c. The River Street facades in this block are original. None have been destroyed by fire.
- d. Substantial three story structures anchor both ends of the River Street block.

D. Block Bounded by Greenbush, Division, Clay, and First

1. Problems:

- a. Houses on First Street are not in the DDA.
- b. Mixed use block of commercial and residential.
- c. Several commercial structures are in a state of disrepair.

2. Opportunities:

- a. First Security Bank's main office is on this block.
- b. Residences could be purchased to expand commercial service or parking functions.

E. Manistee Tire Block

1. Problems:

- a. Mixed use block with both commercial and single family.
- b. Block is in transition.
- c. Manistee Tire is a service retailer that needs highway accessibility but does not require a central business district location.
- d. Manistee Tire has to use the city street to service large trucks and trailers.
- e. One house is in the middle of the parking lot.
- f. One home is between two commercial uses.

2. Opportunities:

- a. Houses on the block are frequently offered for sale.
- b. Manistee Tire, the largest and most successful business on the block could probably be relocated with an adequate alternate site and sufficient assistance.
- c. This block is one of the largest blocks in the central business district with one of the lowest assessed valuation per square foot of land area. (Redevelopment potential)
- d. Block is strategically located with easy highway access adjacent to River Street and central business district area on four sides.
- e. Block is relatively level and easy to redevelop.

F. Block Bounded by Filer, River, Division, and Greenbush

1. Problems:

- a. Houses - (4) on Filer Street.
- b. Billboard on Chesebro building.
- c. Old Excello warehouse building is vacant.
- d. Top floor of Jackpine building is vacant.
- e. Chesebro building has two vacant floors.
- f. A few buildings on River Street are old and probably can not be recycled.
- g. Second floors of several River Street buildings are underutilized or vacant.

2. Opportunities:

- a. The corner at River and Division is vacant. This is a prominent, highly visible and developable site.
- b. The Excello warehouse is available for redevelopment.
- c. Difference in elevation between Filer and River would accommodate multi-level parking structure.
- d. Open lots on River Street would allow access to a Filer Street parking structure.

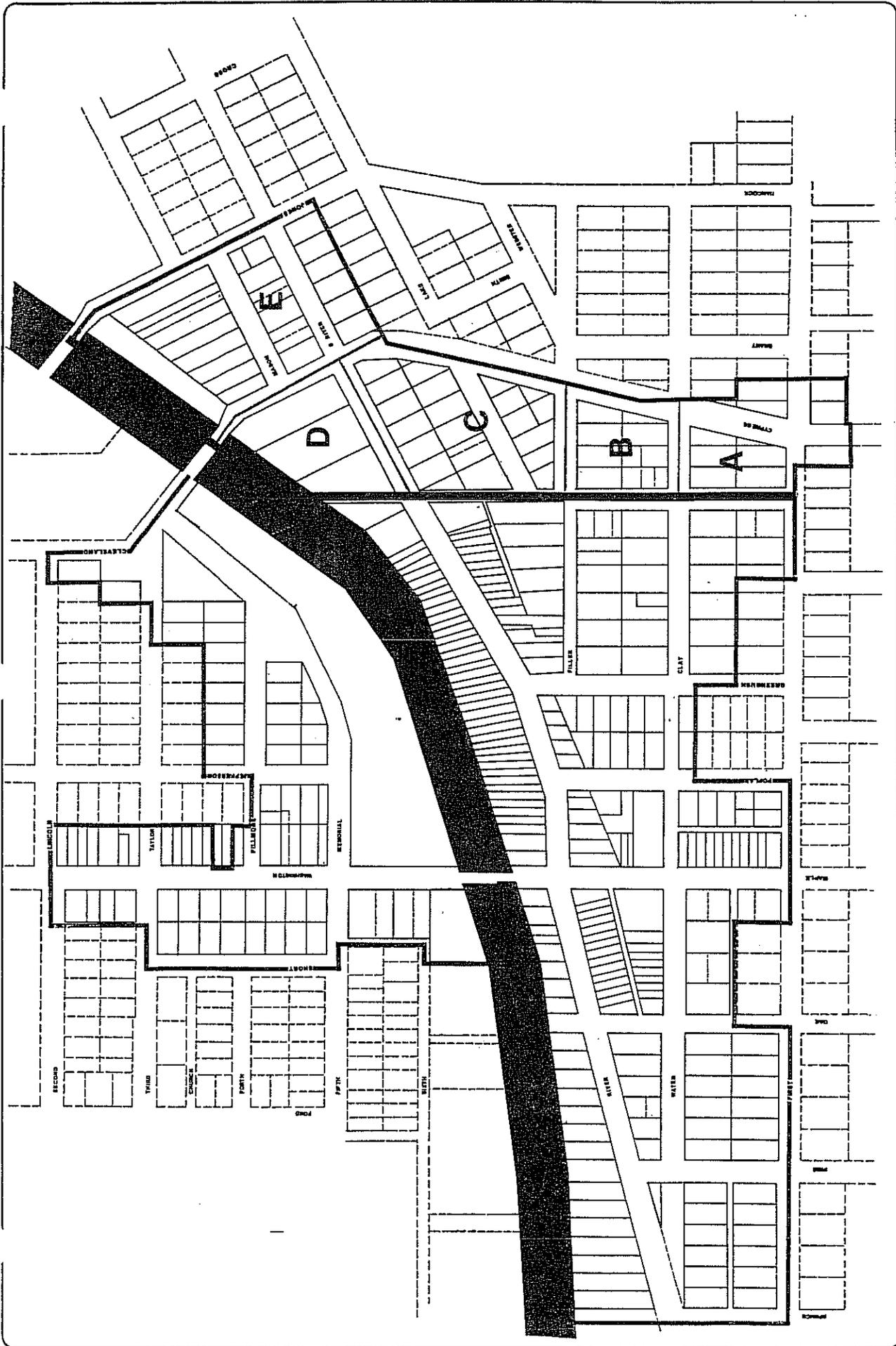
G. North Side of River Street Between Maple and Division

1. Problems:

- a. Vacant street level, lower (River access) and upper stories.
- b. North side of existing structures are unattractive and in some cases in disrepair.
- c. North side River exposure is used for delivery and the River is inaccessible for pedestrians.
- d. Elevation from street to River is substantial. Access is two steep drives.
- e. A few buildings are in need of maintenance and repair.
- f. Contiguous public parking is limited to River Street and one vacant lot east end of street.
- g. Deliver trucks negotiate steep grades between buildings with public sidewalk at top of grade.
- h. Access to north side of buildings is not developed.
- i. Limited parking expansion possibilities within blocks.
- j. Primary off street parking is one block a way up hill of Filer and Clay streets.
- k. This block will probably require the most study and planning.

2. Opportunities:

- a. Open spaces between existing structures present interesting development potential.
- b. River views and access.
- c. Substantial existing building inventory.
- d. Several good examples of Victorian architecture worth of restoring.
- e. Several substantial buildings that should be recycled.
- f. The proposed Riverwalk will have a sufficient influence on the redevelopment of this block.
- g. This block may be the most important block in the revitalization and redevelopment of the Manistee downtown.



PLANNING TEAM:  
 J. P. GRAY & ASSOCIATES



BASE MAP  
 PLANNING DISTRICT THREE

CENTRAL BUSINESS DISTRICT DEVELOPMENT PLAN  
 CITY OF MANISTEE  
 DOWNTOWN DEVELOPMENT AUTHORITY

### III. Highway - Cypress Street

#### A. Cypress and First Street Intersection

##### 1. Problems:

- a. Not an attractive street scape.
- b. Clay Street is blocked by trucks making deliveries to Wahr Hardware.
- c. Not enough off street parking in the area.
- d. One corner is under utilized.

##### 2. Opportunities:

- a. Major intersection in the community. Could be better used to make statement about downtown and community.
- b. The north side of First, west of the highway is in single ownership.
- c. Arco Station could be acquired or redeveloped.

#### B. Post Office Block

##### 1. Problems:

- a. Post office parking lot is not screened.
- b. Single family homes in mixed use.

##### 2. Opportunities:

- a. Houses and vacant land could be purchased for expansion of parking.
- b. The Drive-In Bank and Post Office represent substantial development on this block.

C. Bowling Alley - Eagles Blocks - (2)

1. Problems:

- a. Dead-end street cuts through property at an angle.
- b. Elevation difference between Lake and River Street.
- c. Mixed use block with single family residential, commercial, private club, and recreational.
- d. No access onto U.S. 31.
- e. Vacant building off Filer.
- f. Auto repair at corner of Filer and Division.
- g. Access to laundry/cleaners. Parking too close to corner of 31 and River.
- h. Condition of existing structures may not warrant recycling or adaptive reuse.

2. Opportunities:

- a. U.S. 31 exposure.
- b. Possibly Lake Street could be vacated to allow for better redevelopment of the two blocks.

D. House of Flavors Block

1. Problems:

- a. Large vacated auto dealership is currently occupied by tenants who could be better served with a building more suited to their needs.
- b. The Monument Company does not have to be located on the main street of downtown to assure success.
- c. The River front is not accessible.
- d. This block is not image building for the main entrance into the central business district.
- e. Pedestrian, auto spaces are not well defined along River Street.

2. Opportunities:

- a. Should be the show case, first impression for the central business district (front door).
- b. River and U.S. 31 exposure.
- c. Older structures could be raised and site could support substantial redevelopment project.

E. River and Mason Streets East of Highway

1. Problems:

- a. Large, vacant, Excello plant is adjacent to this area. How this site is redevelopment will impact this area.
- b. This area is currently supporting mixed occupancy including single family, retail, and service.

2. Opportunities:

- a. One older building has been restored and recycled for retail and a second old building is currently being restored.
- b. The Mason Street property has frontage on the River.
- c. The old Excello plant could be converted from industrial to commercial use anchoring the east end of the central business district.
- d. These blocks would benefit from a relocation of the railroad around the south end of Manistee Lake.

IV. North Side of River

A. North Memorial Drive - Washington to U.S. 31

1. Problems:

- a. Underutilized corner site at Washington and Memorial Drive.
- b. Traffic pattern at U.S. 31.
- c. Bulk storage and truck storage on corner at U.S. 31, a prominent front door site.

2. Opportunities:

- a. Dial-A-Ride terminal location and potential for expanding into intercity bus terminal.
- b. Vacant site at Washington Street, a prominent corner site.
- c. Adequate parking lots fully developed.
- d. Olesons and Sears are currently attracting customers to the area.

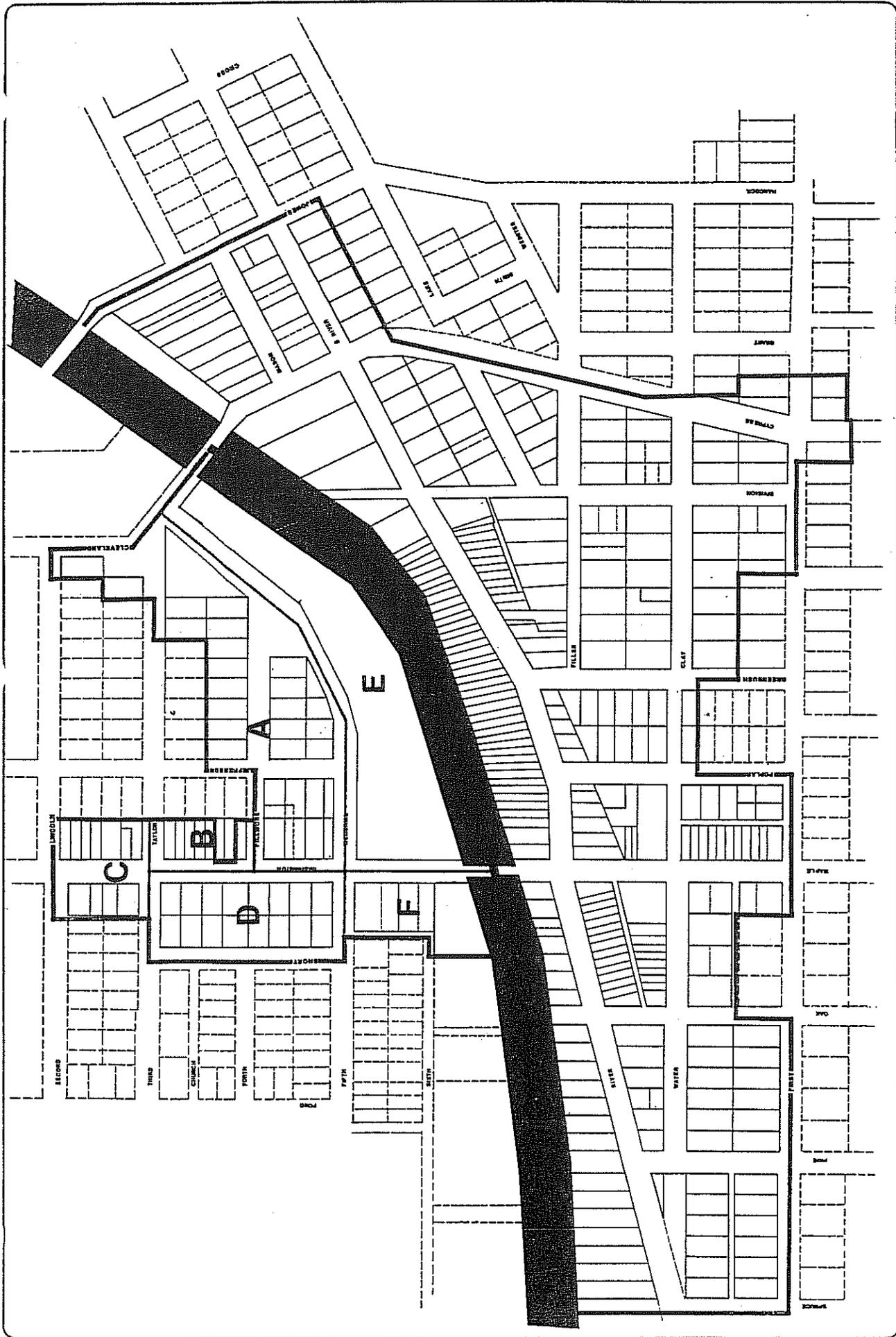
B. East Side of Washington Between Fuller and Taylor

1. Problems:

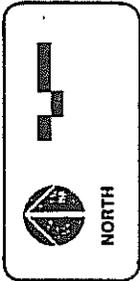
- a. A mixed occupancy single family residential and commercial/service.
- b. Not an economically healthy area - (low demand for space).

2. Opportunities:

- a. Has a recyclable victorian structure.
- b. Vacant space in existing commercial building.



PLANNING TEAM:  
 J. P. GRAY & ASSOCIATES



BASE MAP  
 PLANNING DISTRICT FOUR

CENTRAL BUSINESS DISTRICT DEVELOPMENT PLAN  
 CITY OF MANISTEE  
 DOWNTOWN DEVELOPMENT AUTHORITY

C. Both Sides of Washington Between Taylor and Lincoln

1. Problems:

- a. Mixed occupancy residential, commercial, service, warehouse.
- b. Pole-barn garage structure.
- c. Off street parking problems.
- d. On the fringe of the central business district and not currently participating or contributing to district.

2. Opportunities:

- a. Has recyclable victorian structure on east side of Washington.
- b. Is located in an area into which central business district can expand.

D. West Washington Street Between Fifth Avenue and Third Avenue

1. Problems:

- a. Mixed occupancy - residential, commercial, and service.
- b. There is a site grade difference from west to east side of block.
- c. Short street on west side of block is narrow.
- d. Building at Washington at Fifth Avenue is underutilized and occupies a prominent and valuable corner site.

2. Opportunities:

- a. A large developable vacant site in one ownership.
- b. Washington and Fifth Avenue is a high traffic corner.
- c. Good Washington Street frontage available in close proximity to existing parking and central business district.

E. South of Memorial Drive Between Bridges

1. Problems:

- a. View south of backs of River Street buildings is not pleasant.
- b. Street grade from street level to river bank.
- c. Intersection between 31 and Memorial Drive is inconvenient and dangerous.

2. Opportunities:

- a. Band Shell site is proposed in Face List Study.
- b. Was Memorial is located on this site and could be expanded and improved.
- c. Existing River Walk Park can be extended to U.S. 31 Bridge.
- d. Corner of Memorial Drive and Washington is a developable level site.
- e. There is an underutilized existing paved parking lot.

F. West of Washington Between Fifth Avenue and River

1. Problems:

- a. The north wall of existing structure (slab where adjacent building was removed).
- b. The street west of the site is high and jogs at Sixth Avenue.

2. Opportunities:

- a. A large multi-story recyclable structure.
- b. Vacant developable land (two sites).
- c. River access and view.
- d. Good exposure to foot and vehicular traffic in central business district area.

V. The Entire DDA District (Items common to most areas of district)

1. Problems:

- a. Street Lighting
- b. Parking
  - 1. Adequate
  - 2. Convenient
  - 3. Maintenance
- c. Building Facades
  - 1. Fronts
  - 2. Backs
  - 3. Maintenance
  - 4. Single
- d. Store Delivery (Service)
  - 1. Off Major Streets
  - 2. Prime Parking Spaces
  - 3. Interfere with Traffic Patterns
- e. Vacant/Underutilized Buildings
  - 1. Main (street) Level
  - 2. Upper Stories
  - 3. Grade Level Lower Stories
- f. Merchandise for Sale
  - 1. Quality
  - 2. Quantity
  - 3. Variety
- g. Tourist Oriented
  - 1. Stores
  - 2. Activities
  - 3. Services
- h. Uniform Store Hours (lack of)
- i. Aesthetics
- j. Evening Activities (lack of)
- k. Definition of Front Door or a Sense of Place
- l. Promotion (selling the district)
- m. Media Relationship Street
- n. Traffic Pattern and Signage
- o. Image (lack of pride)
- p. Local Government
  - 1. Interest in
  - 2. Assets Committed

B. Opportunities:

- a. Regional Shopping Center
- b. Media is Receptive
- c. Tourism Potential (West Michigan)
- d. Aesthetics - Victorian and other significant architectural designs
- e. Pride (annual clean-up/fix-up weekend).
- f. Ethnic Rich Community
- g. Historically Significant Community and Commerce Center
- h. River Frontage
- i. Inventory of existing vacant or under utilized structures.
- j. Vacant land strategically located.
- k. Market for local products and produce.