

D O W N T O W N W H I T M O R E L A K E

Strategic 20/20 Vision Plan



March 1, 2011

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Introduction

The Whitmore Lake community is considered the center of Northfield Township. This is the area within the Township where the majority of the residents live, recreate and shop. To ensure a sustainable future for Downtown Whitmore Lake, the Township has created this Strategic 20/20 Vision Plan. This Plan will provide direction in the form of specific goals, objectives and tasks to improve the Downtown area.

The content of this Plan was produced from public comments received at two Whitmore Lake Streetscape visioning sessions held on March 16, 2010 and May 19, 2010. These visioning sessions were a critical step in obtaining public input in planning for the future of Downtown Whitmore Lake.

The first visioning session focused on asking participants to discuss their visions for the Downtown area. Participants were asked to consider the following questions:

1. What is the desired state or future for Downtown?
2. What elements make for a positive “downtown” experience?
3. How can the desired state be brought about?

After discussion, the larger group of participants was divided into five smaller groups to further discuss and prioritize their findings based upon their vision for the future of Downtown Whitmore Lake.

The second visioning session was geared toward prioritizing the ideas and comments received from participants in the first session. Participants were asked to rank specific tasks on a scale of one to five (one being *least* important; five being *most* important) in each of the four categories, including: downtown beautification, lakefront development, infrastructure improvements, and economic development opportunities.

The results of these two sessions can be found as appendices to this document.

Downtown Beautification

A change in physical conditions can make the greatest impact on the public perception of an area. Many of the comments received from participants focused on improving the aesthetics of the Downtown area.

Objective: To create an attractive, clean and inviting Downtown area.

Tasks:

1. Cleaning streets, sidewalks and storefronts.
 - Encourage business / property owners to clean storefronts and sidewalks.
 - Consider implementing an “award” program for most attractive (best kept) storefront – the “award” could be a write up in the paper / Township Newsletter (free advertising).
 - Implement a façade improvement program offering incentives for business / property owners to update buildings – painting, cleaning, masonry, etc.
 - Organize Community Cleaning Days (Fall/Spring) offer / advertise community service hours for teens / young adults.



2. Install appropriate pedestrian amenities.
- Develop a streetscape design plan to plan for and coordinate appropriate locations and types of furnishings for various landscaping and public spaces throughout the Downtown area, including:
 - ~ Street lighting
 - ~ Bike racks
 - ~ Benches
 - ~ Street trees
 - ~ Banners
 - ~ Wayfinding signage
 - ~ Flower boxes / planters
 - ~ Entryways
 - ~ Pocket parks
 - ~ Public art
 - Implement the streetscape design plan as funding becomes available.



3. Improve the appearance of Downtown entryways.
 - Increase mowing frequency at Downtown entry locations.
 - Develop (as part of the streetscape plan) a consistent design for Downtown entry points – including appropriate signage and landscaping.
 - Install signs, landscaping and signage as funding becomes available.

4. Incorporate standards for informational / directional signage throughout Downtown.
 - Develop (as part of the streetscape plan) a wayfinding signage system, including design, sign locations, etc.
 - Install signs, landscaping and signage as funding becomes available.

Lakefront Development

The lake is a tremendous asset to the Downtown area, and should be utilized to its greatest potential. Property adjacent to the lake is an optimal location for a community gathering place. Allowing not only public water recreation activities, but developing a common area where events such as festivals and the farmer's market could be located, and other passive recreation activities is considered a benefit for the entire community.

Objective: To use the community asset of Whitmore Lake to the fullest extent possible.

Tasks:

1. Develop a lakefront amenities plan.
 - Include potential areas to develop walking / biking trails throughout the Downtown area including areas adjacent to the lake.
 - Investigate potential sites for a common public area where events such as the farmer's market and festivals could be held.
 - Investigate the need for a band shell.
 - Investigate potential public access points on the lake for boating, fishing, and swimming.
2. Implement the lakefront amenities plan as funding becomes available.



Infrastructure Improvements

Downtown infrastructure improvements, in many cases, go hand in hand with streetscape improvements. These types of projects are a critical element of the aesthetics and circulation throughout the Downtown area.

Objective: To provide adequate and attractive Downtown infrastructure.

Tasks:

1. Consider improvements to pedestrian connections.
 - Investigate and plan for future pedestrian / non-motorized connections beyond the Downtown area.
 - Investigate the use of brick pavers or alternative pavement for pedestrian crossing areas.
2. Investigate potential areas for surface parking lot development.
3. Investigate the cost / options related to burying utilities.



Economic Development Opportunities

The phrase economic development was used in this process to describe expanding services and products available within the Downtown area. There are a number of creative ways that economic development tools can guide and incentivize development and redevelopment opportunities.

Objective: To provide a desirable mix of businesses in the Downtown area.

Tasks:

1. Provide consistent ordinance enforcement.
 - Evaluate ordinances that relate to blight and enforcement to ensure that the Township has the proper regulations in place.
 - Consider enforcement alternatives – blight officer, utilize police to enforce blight regulations, etc.

2. Develop incentives for new businesses locating in the Downtown area.
 - Consider securing a property to be utilized as a “business incubator” to help with initial start-up of a specific recruited business.
 - Develop a marketing plan for the Downtown area directed toward new business development outlining available properties, demographics, etc.
 - Research the State of Michigan’s Economic Development Tool Kit for funding / grant / abatement opportunities for new business investment.

3. Modify the Zoning Ordinance to allow the appropriate mix of uses.
 - Evaluate the Village Center Zoning District regulations for opportunities to improve the business mix, and allow for residential opportunities in and around the Downtown area.

Appendix 1: Streetscape Visioning Results

D O W N T O W N W H I T M O R E L A K E



Meeting 1

Vision 2020

Summary of Streetscape Visioning Session

April 19, 2010

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Introduction

The content of this document was produced from the public comments received at the Whitmore Lake Streetscape Visioning Session held on March 16, 2010. The visioning session was an important step in getting the public involved in planning for the future of Downtown Whitmore Lake.

Participants of the visioning session were directed to discuss their visions for the Downtown area. The following questions were asked of each participant:

1. What is the desired (state) future for Downtown?
2. What elements make for a positive “downtown” experience?
3. How can the desired state be brought about?

The larger group of participants was divided into five (5) smaller groups to discuss their answers and prioritize the findings based upon their desired future for Downtown Whitmore Lake.

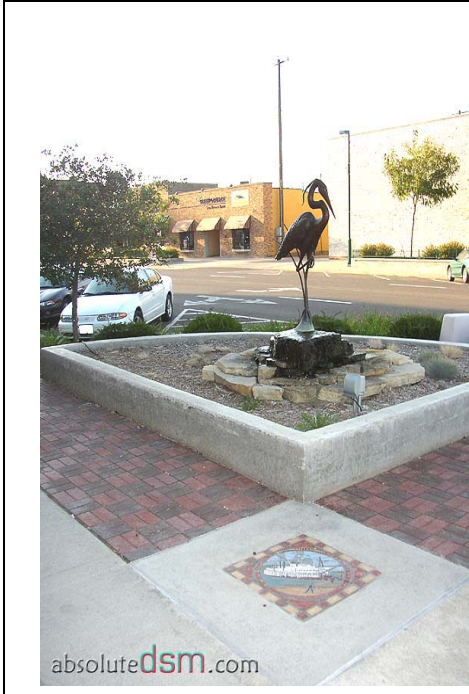
The content of this strategic plan is based upon the comments of the public visioning session. The collective comments of all of the participants of the vision session are provided as an appendix to this document. Further, the elements detailed herein are presented in no particular order, and include:

- Beautification Opportunities
- Lakefront Park
- Infrastructure / Transit
- Economic Development

Beautification Opportunities

A majority of comments taken from the participants of the visioning session related to the aesthetics of the Downtown area.

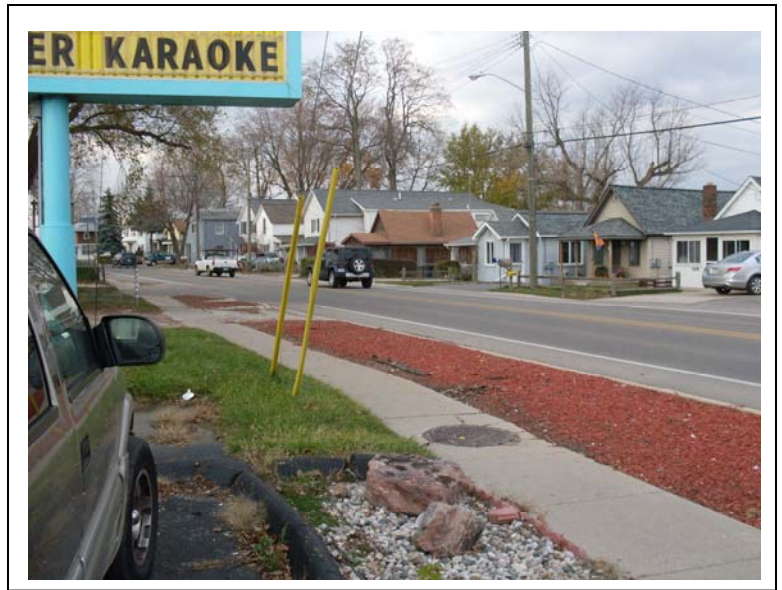
A change in physical conditions can make the greatest impact on the public perception of an area. Some of the statements are low or no cost ways to enhance the beauty of the Downtown area, others including street trees, parks, lighting, etc. would require significant investment.



- Cleaning streets / sidewalks / storefronts
 - Plan Spring and Fall Community Cleaning Days. Get schools, seniors and residents to take pride in Downtown.
 - Encourage business owners to clean storefronts and sidewalks often.
 - Encourage business owners / building owners to maintain buildings regularly, i.e. painting, cleaning, masonry, etc.
 - Request / fund street cleaning on a regular basis.
- Landscaping
 - Install appropriate seasonal landscaping, this includes:
 - Hanging baskets
 - Flower boxes / planters
 - Street trees
 - Public spaces
 - Install public art as a Downtown focal point
 - Provide seating opportunities, this includes:
 - Pocket parks
 - Strategically placed benches
 - Outdoor cafes
 - Street lighting
 - Bike racks



- Gateways
 - Improve appearance of Downtown entryways.
 - Increase mowing frequency
 - Install “welcome” signage
 - Install low maintenance landscaping
- Wayfinding / Signage
 - Incorporate standards for informational / directional signage through downtown.
 - Allow for the placement of banners on street lights / mounted poles in the downtown area.



Lakefront Park

All of the participant groups listed the desire for more accessibility to the lake for passive and active recreation opportunities as a priority. Property adjacent to the lake is an optimal location for a community gathering place. Allowing not only water recreation, but developing a common area where festivals, special events and a farmer's market could be located. The lake is a tremendous asset to the Downtown area, and should be utilized to its greatest potential.

- Recreation Opportunities
 - Access for boating, fishing, swimming
 - Trails for walking / biking
 - Boardwalk
 - Beach
- Other amenities to consider
 - Picnic areas
 - Event area / band shell
 - Skate park
 - Farmer's market

Infrastructure / Transit

Each participant group felt that parking was a key issue in the Downtown area. Many suggestions focused around additional parking. Also suggested was the improvement of pedestrian connections and transit opportunities.

- Parking improvements
 - Investigate need for parking structure
 - Develop alleyways behind business for additional parking
 - Investigate central areas it be considered for surface lot development
- Sidewalks / Pedestrian connections
 - Consider future pedestrian / non-motorized connections beyond the Downtown area
 - Consider the use of brick pavers or alternative pavement for pedestrian crossing areas.
- Public Transit
 - To / from Ann Arbor and Brighton



Economic Development

The phrase economic development is used here to describe expanding the services and products available within the Downtown area. There are a number of creative ways that economic development tools can guide and incentivize development and redevelopment opportunities.

- Encourage a mix of uses within the Downtown area (both residential and commercial)
 - Modify the zoning ordinance to allow an appropriate mix of uses.
- Develop incentives for new business locating in the Downtown area.
- Provide consistent enforcement of ordinances.
- Develop design guidelines for new construction within the Downtown area in order to provide a consistent pattern of development.

Next Steps

The information in this summary report will be used in the second phase of the Vision 2020 planning process. The second phase will be to take these summary comments and “drill down” the results to a more concise list of goals. Results of these two meetings will be used to develop the “Downtown Whitmore Lake Vision 2020 Strategic Plan.” This plan would provide a series of goals, priorities, and strategies for going forward with the improvements to Downtown. The results of the Charrette will also be included as drawings. The document could then be used as a blueprint for future improvements Downtown and to assist the Township in grant applications, etc.

Appendix 1

The following public comments were provided as part of Meeting 1 where community members were asked to provide their “future vision” for Downtown. The numbers shown next to various comments represents the votes received for that idea. Each of the five groups’ comments are represented.

Public Comments

Group #1

Beautify sidewalks, planter boxes (raised pots) +2
Sidewalks on business side only +2
Create a destination place for all residents of our Township +2
Activity centers, festivals, quaint stores +1
Park on the lake +1
Trees, grass, shrubs, “green life” +3
Outside tables, small courts, pocket parks +2
Uniformity of store fronts (theme) +1
Lighting with electrical outlets +2
 Arm for planters to be hung
Expanding farmers’ market
Cleaning of Main Street +1
Closing off Main Street (Barker/Margaret) for festival
Maintaining entrance areas to our town (i.e. grass cutting) +1
Hamlet residents and businesses offered incentives to improve property +2
Old Fire Station turned into Youth Center +1
Bike trail w/bike racks
Skate Park for children +1
Boardwalk/pier – for fishing, etc.
Parks & Rec grant
Public beach access & swimming +1
Better on-street parking
Street signage / directional parking
Provide other parking areas – safer than street +1
Informational signs (i.e. park, library, Township offices) +1
Community Involvement – advertise projects +1
Zoning to encourage new development/redevelopment +2

Group #2

Improvements made should be "green friendly" +4
Public access with beach and park +2
Public art
Civic events
Cleanliness
Greater code enforcement with downtown businesses +2
Walkway along lakefront (boardwalk) +4
Change ordinance on height of buildings on non-business side – 2nd floor
Central parking lot in downtown
Where existing old town hall is, have park or parking lot
Alley behind businesses for parking +4
Get Flying Dutchman on board for real estate development that would enhance downtown – boating/restaurants/shops +8

Group #3

Clean streets/complete/wide +4

Unify element +2

Lake access

No vacancy

Town theme +6

Landscaping +2

Street art +2

Courtyard +1

Street signs +4

Parking +4

Street lighting with sign +5

Connecting Main

Express view +1

Coffee shop +1

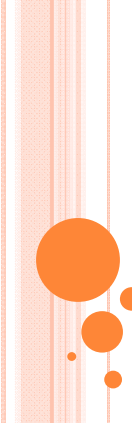
Group #4

Brick sidewalk – historical, Greenfield Village theme +3
No blight – with strong ordinance with teeth +3
Unity w/theme +1
Historical
Safety +1
Improved parking +2
Protection of privacy for residence +3
Park near lake +1
Attractive storefronts with theme – ordinance +2
Trees +1
No light pollution +1
Streetlights with banners, hanging baskets +2
Minimize fumes from cars
Shops with interesting items for sale – i.e. hardware, competitive pricing, art gallery, clothing store, promote art signs +3
Theme – northern, water sports, German, culture (expand on welcome signs to all areas) +2
Historical – monuments where things were
Youth activities – sports indoor arena, skate park, sailing club , archery expansion, music concerts, equestrian areas, ski shows +1
Peaceful atmosphere +3
Gazebo by lake +1
Fountain musical, water
Walking path, bike
Make things happen
Business incentives for new shops
Solicit donations of property on or near water, or reasonable prices +2
Development plan for downtown areas, reopen property presented to leases of potential property
Viable business

Group #5

Public transportation – Brighton, Ann Arbor, etc. +4
More parking – structure? +10
Uniform/discernible (lit, consistent, public art) +8
Housing expanded
Clean/pretty/charm storefronts +4
Lakefront park +5
Boardwalk
Events area, indoor/outdoor
Farmers market
Expand library +2
Special events – band shell +4
Public art +4
Bike paths
Lighting/cons(?)
Beach
Walkable, safe +4
Welcome signs +1
Open land
Route business travel +6
X-way
Teen center
Landmarks
Historic walking tour

Appendix 2



**DOWNTOWN STREETScape
VISION**

Northfield Township
Charrette Exercise
March 16, 2010



**DOUG LEWAN, AICP, PCP
COMMUNITY PLANNER
CARLISLE/WORTMAN ASSOCIATES**

23 YEARS EXPERIENCE


VISION AND PLANNING

Definitions of Planning:

To Plan:

- To realize the achievement of...
- To arrange the parts of...
- To intend...


From the Oxford English Dictionary



TO PLAN


Planners typically ask three questions:

- What is likely to happen without specific intervention?
- What should happen?
- How can the desired state be brought about?



**ELEMENTS OF STREETScape
DESIGN**

- Sidewalks and Pedestrian Access
- Street Trees (in grates) and Landscaping
- On-Street Parking
- Access Management
- Signs
- Lighting
- Street Furniture
- Wayfinding
- Other Elements (Use Your Experience)




STREETScape ELEMENTS

Help to Create a sense of **Place**

Create a **Welcoming** and **Inviting** Atmosphere

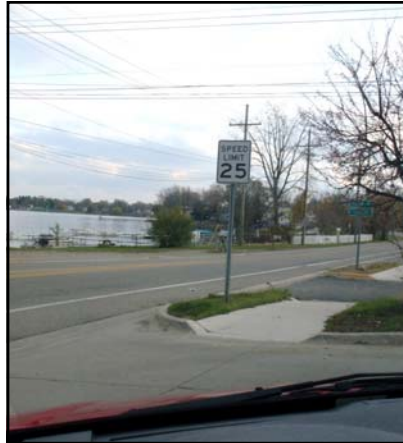
They help to make **“Our Place”** Special



WHITMORE LAKE PHOTO SURVEY



FIRST IMPRESSIONS



VIEW OF WHITMORE LAKE



ACCESS MANAGEMENT, PEDESTRIAN WALK
STREET TREE PLANTING



DOWNTOWN



STREETSCAPE ELEMENTS





ON STREET PARKING



PEDESTRIAN WALKWAY



CONFLICTING SIGNS



PEDESTRIAN ACCESS



ACCESS MANAGEMENT



INVITING PLACE TO SIT





PEDESTRIAN CROSSING



PEDESTRIAN FRIENDLY?



DOWNTOWN FROM THE EAST



OUTSIDE DOWNTOWN



COORDINATED STREETSCAPE



STREET ART

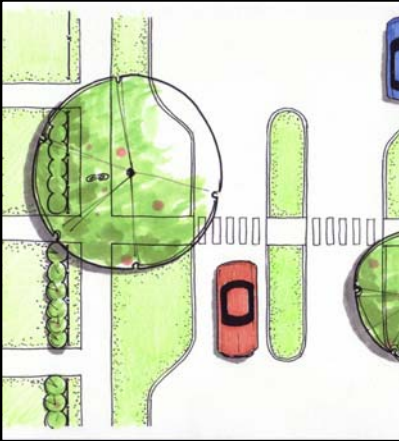




SIDEWALK CAFE



PEDESTRIAN SHELTER - POCKET PARK



PEDESTRIAN FRIENDLY ROAD CROSSING



SIDEWALK DINING



A PLEASANT PLACE TO SIT AND HAVE A COFFEE



SIMPLE OUTSIDE SEATING



IN 20 YEARS?

- What will happen with no action on our part?
- What should happen?
- How can the desired state be brought about?

WHO WILL MAINTAIN THE NEW PROJECTS?

Solutions: Pro and Con

CAUSE AND EFFECTS

Pros

Source

- Township General Fund
- DDA
- S.A.D.
- Public Supported
- Combo of above items

- No new tax
- No new tax
- Recipients fund
- Public decides
- Greater equality

Cons

- Something goes unfunded, reduction of services
- Something goes unfunded
- Additional tax or user fee
- Additional tax
- Some additional tax may be required

WHO WILL ENFORCE DESIGN STANDARDS?

Solutions:
Through enacting ordinances and code enforcement officer. Note something like this applies to new construction not existing businesses

WHAT ABOUT LIABILITY, ?

Solutions:

- Already covered under township insurance
- Additional insurance will be very minimal, confirmed through our agent, example a park could potentially cost an additional \$500 - \$1,000 per year in additional premiums in the worst case scenario

WHAT IS THE BEST COURSE OF ACTION?

Appendix 3

Downtown Whitmore Lake Strategic 20/20 Vision Session

Downtown Elements Include

1. *Sidewalks / Pedestrian Access and Safety*
2. *Street Trees*
3. *Parking*
4. *Signs*
5. *Lighting*
6. *Street Furniture / Trash Cans, etc.*
7. *Wayfinding (pedestrian signs)*
8. *Architectural Standards*
9. *Parks and Public Space*
10. *Outdoor patio seating*
11. *Activity Downtown (Farmers Market)*

Appendix 2: Streetscape Prioritizing Results

D O W N T O W N W H I T M O R E L A K E
S T R A T E G I C 2 0 / 2 0 V I S I O N P L A N



Meeting 2

Summary of Streetscape Prioritizing Session

May 19, 2010

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Meeting 2 Results

The content of this document was produced from the public comments received at the second Whitmore Lake Streetscape Visioning Session held on May 19, 2010. The purpose of this second session was to “drill down” results of the first meeting. Particularly to prioritize the ideas and comments that were developed during the first visioning session.

Participants were asked to rank specific tasks on a scale of one (1) to five (5) – one (1) being the least important and five (5) being the most important in each of the four (4) downtown element categories:

- Beautification Opportunities
- Lakefront Opportunities
- Infrastructure / Transit
- Economic Development

Beautification Opportunities

A majority of comments taken from the participants of the first visioning session related to the aesthetics of the Downtown area. A change in physical conditions can make the greatest impact on the public perception of an area. Some of the statements provided are low or no cost ways to enhance the beauty of the Downtown area, other including street trees, parks, lighting, etc. would require significant investment.

The table below demonstrates the tabulation of each of the provided statements and the number of participants that ranked them according to the one (1) to five (5) ranking. It is important to note that not all of the participants ranked every statement. Also, a number of participants noted additional strategies they felt were important to the revitalization of Downtown. They are listed following the table.

Beautification Opportunities						
	<i>Ranking of Priorities</i>					
	#1	#2	#3	#4	#5	
Cleaning streets/sidewalks/storefronts	0	1	1	2	13	
Community cleaning days	1	1	5	5	5	
Encourage business owners to clean sidewalks/storefronts	0	2	2	2	12	
Encourage building maintenance measures, i.e. painting, cleaning, masonry, etc.	0	0	3	2	12	
Request/fund street cleaning	1	2	5	7	2	
Install appropriate landscaping, i.e. hanging baskets, flower boxes/planters, street trees, etc.	1	1	1	6	8	
Install public art	3	0	4	3	8	
Provide seating opportunities, i.e. pocket parks, benches, outdoor cafes, etc.	3	0	3	4	8	
Install pedestrian amenities, i.e. street lighting, bike racks, etc.	1	0	1	6	8	
Increasing mowing frequency at Downtown entryways	2	0	2	8	5	
Install “welcome” signage at Downtown entryways	1	1	1	8	7	
Install low maintenance landscaping at Downtown entryways	1	1	2	6	8	
Incorporate standards for informational/directional signage throughout downtown	1	1	4	5	6	
Allow for banners on street lights/mounted on poles	1	1	2	6	7	

Other comments provided by participants regarding beautification opportunities included:

- Develop pedestrian gathering nodes (sidewalk coffee, dining, reading) - 5
- Parking the promotes walking on Main Street - 5
- Follow through on current ordinances ENFORCEMENT – junk, cars, etc. in driveways and on Main Street property - 5
- Ordinance enforcement – 5
- Do not allow junk signage - 5
- Junk signage - 5
- Slow down the traffic - 6
- Create a town square - 5

Lakefront Opportunities

During the first visioning session, all of the participant groups listed the desire for more accessibility to the lake for passive and active recreation opportunities as a priority. Property adjacent to the lake is an optimal location for a community gathering place. Allowing not only water recreation, but developing a common area where festivals, special events and a farmer’s market could be located. The lake is a tremendous asset to the Downtown area, and should be utilized to its greatest potential.

The table below demonstrates the tabulation of each of the provided statements and the number of participants that ranked them according to the one (1) to five (5) ranking. It is important to note that not all of the participants ranked every statement. Also, a number of participants noted additional strategies they felt were important to opportunities related to the lakefront. They are listed following the table.

Lakefront Opportunities					
<i>Ranking of Priorities</i>	#1	#2	#3	#4	#5
Access for boating, fishing, swimming	3	1	2	5	3
Trails for walking/biking	2	1	0	2	11
Boardwalk	4	2	2	3	3
Beach	3	0	5	2	4
Picnic areas	4	0	5	2	4
Event area/band shell	1	0	3	3	7
Skate park	3	4	5	2	2
Farmer’s market	1	1	1	3	10

- Club – sailing, boating, etc. for school events
- Safety
- Volleyball area - 3
- Community center – 5

Infrastructure Opportunities

During the first visioning session, each participant group felt that parking was a key issue in the Downtown area. Many suggestions focused around providing additional parking. Improvement of pedestrian connections and transit opportunities were also important to participants.

The table below demonstrates the tabulation of each of the provided statements and the number of participants that ranked them according to the one (1) to five (5) ranking. It is important to note that not all of the participants ranked every statement. Also, a number of participants noted additional strategies they felt were important to opportunities related to downtown infrastructure. They are listed following the table.

Infrastructure Opportunities					
<i>Ranking of Priorities</i>	#1	#2	#3	#4	#5
Investigate need for parking structure	10	3	1	0	3
Develop alleyways behind businesses for additional parking	4	4	3	0	6
Investigate central areas for surface lot development	3	1	6	2	5
Consider future pedestrian/non-motorized connections beyond the Downtown area	4	0	5	3	5
Consider the use of brick pavers or alternative pavement for pedestrian crossing areas	5	0	3	1	8
Public transit to/from Ann Arbor and Brighton	8	2	3	3	0

- Burying utilities – 5, 3, 4, 2, 5, 4, 4, 5, 5
- On-street bike lanes – 3, 2, 1, 1, 4, 1
- Road cross section at intersections – 4, 2
- Sell or revise of use of 75 Barker – 5, 5, 5, 5
- Need walkways/trails – 5
- Activity shop such as remote car track – 5
- Wireless Washtenaw – 5
- We need more parking, but not an abrasive structure – 5

Economic Development Opportunities

The phrase economic development was used in this process to describe expanding services and products available within the Downtown area. There are a number of creative ways that economic development tools can guide and incentivize development and redevelopment opportunities.

The table below demonstrates the tabulation of each of the provided statements and the number of participants that ranked them according to the one (1) to five (5) ranking. It is important to note that not all of the participants ranked every statement. Also, a number of participants noted additional strategies they felt were important to opportunities related to downtown economic development. They are listed following the table.

Economic Development Opportunities					
<i>Ranking of priorities</i>	#1	#2	#3	#4	#5
Encourage a mix of uses within the Downtown area	0	2	2	1	10
Modify the zoning ordinance to allow appropriate mix of uses	1	1	2	0	10
Develop incentives for new business locating in the Downtown area	0	1	3	4	8
Provide consistent ordinance enforcement	1	1	1	3	11
Develop design guidelines for new construction	1	2	6	3	5

- Encourage outlying pedestrian businesses to move to “downtown” area and create cohesion of the community - 5
- Centralize pedestrian activities (coffee/restaurants/shops) put service business at perimeter - 5
- Tax incentives for building/façade improvement - 5
- Façade improvement grants – 5
- Nautical theme – 5, 5
- Bed & Breakfasts on lake – 4
- Plan a theme for the town – 5, 6
- Attract a major office to buy and build on Flying Dutchman property. These people will then eat at our restaurants, shop at our stores, pay taxes, etc. What can’t we attract a Google or tech office? This will spur further development.
- Need recreational facility, indoor ice arena, etc. for young people.
- Need hardware store
- Centralize businesses
- Seasonal business

Participants Highest Ranking Priorities

The purpose of this second visioning session focused on prioritizing the collective comments received from the first visioning “brainstorming” session. As demonstrated, participants ranked the provided ideas in an effort to “drill down” the results into a more concise list of goals.

The following issues ranked as the highest priority within their categories by the participants:

Beautification Opportunities:

- Cleaning streets/sidewalks/storefronts
- Install “welcome” signage at downtown entryways
- Encourage business owners to clean sidewalks and storefronts
- Encourage building maintenance measures, i.e. painting, cleaning, masonry, etc.

Lakefront Opportunities:

- Trails for walking/biking
- Farmer’s market
- Event area/band shell

Infrastructure/Transit:

- Consider use of brick pavers or alternative pavement for pedestrian crossing areas
- Consider future pedestrian/non-motorized connections beyond the downtown area
- Investigate central areas for surface lot development.

Economic Development:

- Provide consistent ordinance enforcement
- Develop incentives for new businesses locating in the downtown area
- Encourage a mix of uses within the Downtown area

The results of these two meetings will be used to develop the “Downtown Whitmore Lake Vision 2020 Strategic Plan”. This plan would provide a series of goals, priorities, and strategies for going forward with the improvements to Downtown. The results of the Charrette will also be included as drawings. The document could then be used as a blueprint for future improvements Downtown and to assist the Township in grant applications, etc.