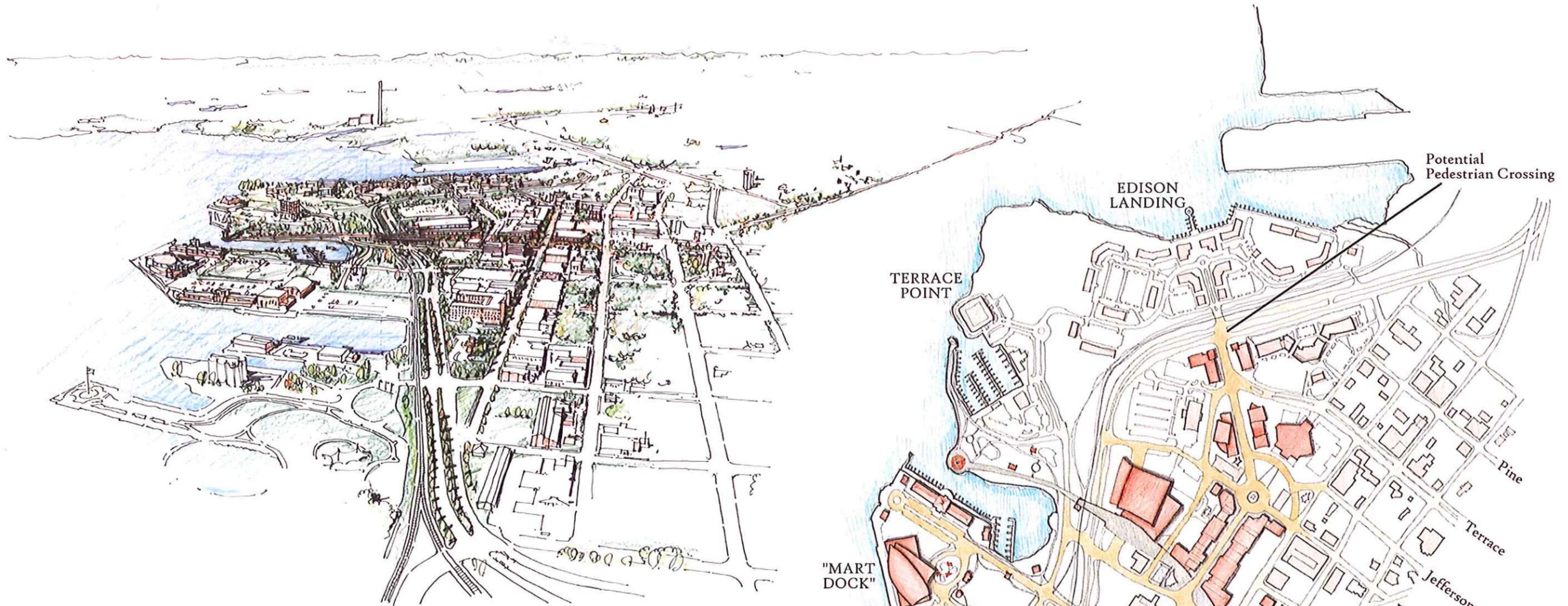
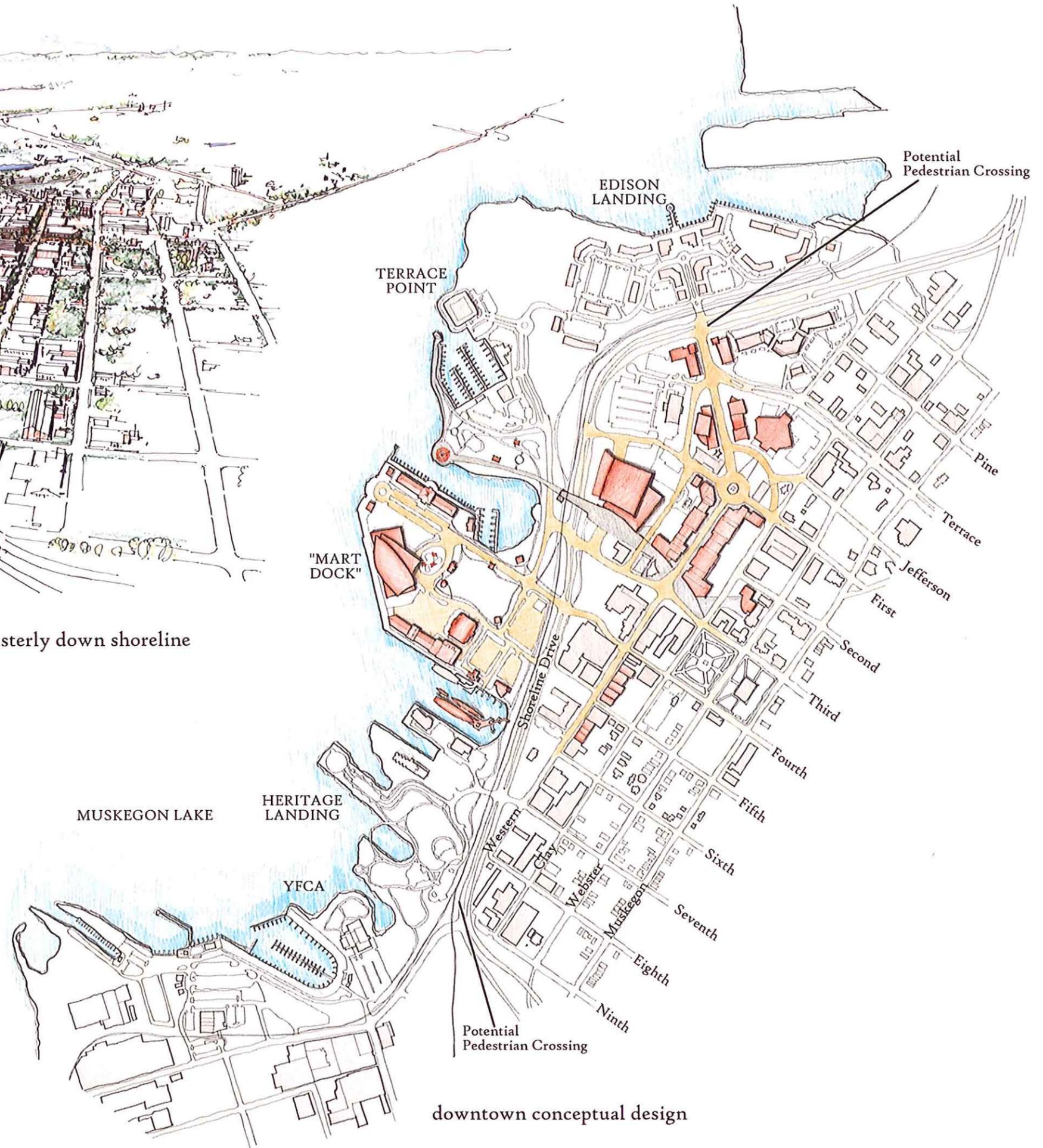


IMAGINE MUSKEGON!

A
Community
Design
Workshop
May 21 - 23, 2003



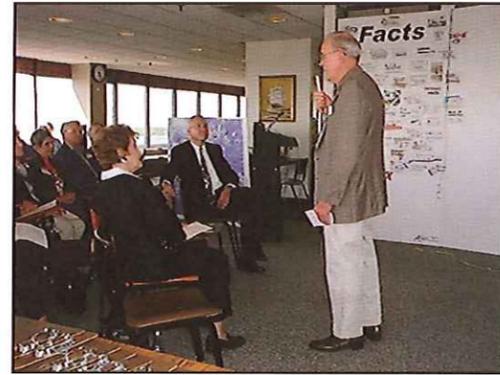
aerial rendering looking northeasterly down shoreline



downtown conceptual design

THE "STORY BOARDS"

DAY #1



IMAGINE MUSKEGON CONTRIBUTORS

5/3 Bank
Anonymous
City of Muskegon
Community Foundation for Muskegon County (CFFMC)
DTE Energy
Fred Wilder
Grand Valley State University
Greg Scott & Jane Clingman-Scott
Grubb & Ellis
Hackley Hospital
Harold Anderson
Hooker | De Jong Architects & Engineers
Huntington Bank
Lague, Newman & Irish
Langworthy Strader LeBlanc & Associates, Inc.
Mary Jo McCann
Mercy General Health Partners
Muskegon Chamber of Commerce

Muskegon Chronicle
Muskegon Conservation District
Muskegon County
Muskegon Heritage Association
National City Bank Fund of the CFFMC
Neighborhood Investment Corporation
Nelson Neighborhood Patron
Nexcom
Nexes Realty, Inc.
Parmenter O'Toole
Phil & Rita Schultz - Woodland Realty
Phillip & Diane Tardani
Positively Muskegon
Sappi Fine Paper
Save Our Shoreline, Inc.
Warner, Norcross & Judd, LLP
West Michigan Dock & Market Corporation
Women's Division - Chamber of Commerce

IMAGINE MUSKEGON COMMITTEE

James Anthony (Business/Urban League)
Paul Baade (Muskegon County)
Arn Boezaart (Community Foundation for Muskegon County)
Marc Brandt (Ex-Officio, DMDC-Charter Group)
Karen Buie, (City of Muskegon)
Jane Clingman-Scott (Neighborhood Investment Corp.)
Kevin Davis (At-large)
Kathy Evans (Conservation/Environment)
Cassandra Foster (Financial-5/3 Bank)
Melissa Freye, (Health, Hackley Hospital)
Ben Garza (At-large)
Dwight and Kaye Hamilton (Downtown Business)
Judy Hayner (Muskegon Public Schools)
Kathy Herman (At-large)
Dollie Hippchen (Resident/Nelson Neighborhood)
Marcia Hovey-Wright (Alt. Nelson Neighborhood Assoc.)
Edrice Jenkins (Downtown Resident)
Simone Jonaitis (Alt. Grand Valley State University)
Chris Kelly (Smart Park/Edison Landing)
Bill Larson (Alt. City of Muskegon)
Terry MacAllister, Co-Chair (Heritage Association/
"Turn-Back" Committee)

Kenneth and Mary Martin (Jackson Hill Neigh. Assoc.)
Mary Jo McCann (Nelson Neighborhood Assoc.)
John McGarry (Cultural)
Chris McGuigan (DMDC-Downtown Muskegon
Development Corporation)
Brenda Moore (At-large)
Cindy Morat-Larsen (Alt. Muskegon Area Chamber of Commerce)
Roger Morgenstern (Utilities/Consumers Energy)
Greg Mund (Alt. Environmental)
Gary Ostrom (Media)
Tim Peraino (Grand Valley State University)
Gary Post (Muskegon Area Chamber of Commerce)
Christine Robere (United Way)
Peter Sartorius, Co-Chair (City Planning Commission)
Joe Schulze (Alt. Muskegon Public Schools)
Morris Shanks (NAACP)
Rev. Timmy Smith (Full Life Deliverance Church)
Dave Sperry (Alt. Neighborhood Investment Corp.)
Phil Stoffan (Alt. Smart Park/Edison Landing)
John VanWyck (Alt. Utilities/Verizon)
Steve Warmington (Alt. City of Muskegon)
Jim Zook (At-large)

PROLOGUE

The road to the *Imagine Muskegon!* project began in the fall of 2001 with a series of community planning forums initiated by the ad hoc "Webster-Muskegon Turn Back Committee" of the Muskegon Heritage Association and the City of Muskegon Planning Commission. The aim of these forums was to update the city's 1997 Master Plan, 1999 Downtown Lakeshore and Waterfront Redevelopment Sub Plans with significant input from the general public. The dual foci of the meetings were downtown Muskegon, and the lakeshore areas west of Cole's Bakery. From January to July 2002, over 150 citizens participated in four "brainstorming sessions" and six intensive work groups. The result was a planning document with strong grass-roots consensus. It contained a set of community vision statements and a series of specific recommendations regarding land use, housing, community and economic development, urban design and amenities, preservation and transportation. In September 2002, the City Commission formally adopted the report as an amendment to the city's Master Plan. A major recommendation was "to assemble a design team to work with neighborhood representatives, city staff, commercial interests and the Michigan Department of Transportation to retool the Muskegon and Webster corridors and revitalize urban neighborhoods."

With some impetus from John Knott's November presentation at the Beardsley Theater on urban revitalization, the *Imagine Muskegon!* Community Steering Committee was formed in December 2002. Its mission and purpose was "to gather and reflect significant community consensus for a Muskegon downtown conceptual plan that sparks the imagination of citizens and the redevelopment of the downtown." This mission statement appeared on every agenda for the many *Imagine Muskegon!* Committee (IMC) meetings that followed. Since the mission was to create a popular consensus, it was imperative that every sector of Muskegon had representation. This was accomplished with the IMC roster of 40 individuals, representing a broad spectrum of constituent interests in our downtown.

It is hoped that by building on all the previous downtown planning work, the *Imagine Muskegon!* report will fill a void by providing a cohesive, widely acknowledged and accepted expression of the Muskegon community's will for downtown revitalization. *Imagine Muskegon!* truly has been an exercise in imagination, grounded in who we perceive ourselves to be as a community and what we desire to become. We intended that *Imagine Muskegon!* be a highly visual roadmap for directing downtown development. We anticipate that it will become a very useful guide for politicians, government officials and private investors as a reflection of city land use policy and popular expectations. We also think that *Imagine Muskegon!* will provide some added measure of encouragement and confidence for public and private investments in our downtown. The IMC has completed the first phase of its work. However, Pablo Picasso once said, "Everything interesting in art happens at the beginning." This is the beginning of a new era for Muskegon's downtown. Implementing *Imagine Muskegon!* is now up to our collective will.

For all those who find this a valuable document in Muskegon's history, you are in debt to the Muskegon Heritage Association, the Muskegon Planning Commission and the Muskegon City Commission who "got the ball rolling." However, the real kudos go to the *Imagine Muskegon!* Community Steering Committee, the 202 citizens who participated in the design workshops, and the broad base of community sponsors who provided their financial support. These folks made *Imagine Muskegon!* a true product of the community. We suspect that they will continue cheerleading for the rebirth of Muskegon's downtown. Their names appear on this page. Special thanks are due to John McGarry, Director of the Muskegon County Museum, and The Reverend Joe L. Ashby of St. Paul's Episcopal Church for their unending hospitality in hosting the IMC meetings. Our very talented design team was assembled by Gerald Adams of Langworthy Strader LeBlanc and David Layman of Hooker | DeJong. Finally, we must recognize City Planning staff Brenda Moore, Brian Lazor, and their clerical support, Hope Griffith and Samantha Ferguson, who facilitated the successful completion of the *Imagine Muskegon!* adventure in community planning.

Forward in faith and progress,

Peter J. Sartorius, Co-Chairman, Imagine Muskegon Committee and
Chairman, Muskegon Planning Commission

Terry MacAllister, Co-Chairman, Imagine Muskegon Committee and
Board Member, Muskegon Heritage Association

For more information: City of Muskegon Planning Dept. 231-724-6702
Muskegon Chamber of Commerce 231-722-3751
Community Foundation for Muskegon Co. 231-722-4538

"IMAGINE MUSKEGON" COMMUNITY STEERING COMMITTEE

c/o City of Muskegon Planning Commission; 933 Terrace St.; Muskegon, MI 49440

AN INVITATION - MAY 2003

The "Imagine Muskegon" Committee (IMC) was formed "to develop a downtown conceptual design that reflects a broad range of community input and that sparks the imagination of the greater Muskegon community." While the community has recently updated its land use policies, we do not have a graphic representation of the downtown we want to create.

A key part of a successful rebirth of the downtown is having the community participate in the design process—after all, downtown is where we want the community to gather. In order to do this, the IMC has selected a team of professional designers to conduct several public workshops. The design team will gather public input from various sectors of the community and develop a series of conceptual drawings for the downtown, based on the workshops.

Please join us at this informal workshop to share your ideas with the design team. The workshops are scheduled in 1 1/2 hour blocks throughout the day on Wednesday, May 21st. They will be held on the 7th floor, at Terrace Plaza, which is located on the corner of Morris and Terrace Streets in downtown Muskegon. This is a highly interactive process and seating for each workshop will be limited to 35 individuals, so you must RSVP no later than May 1st. Please make a reservation with the attached form or call the City Planning Department at 724-6702 (Fax 724-6790).

Please convene on the 6th floor for a short orientation, then we will send you up to the design team for the fun! Staff will be available to assist in finding meeting areas.

Maps, photos, and other reference materials will be available at the workshop for your use. We also welcome copies of any materials you would like to contribute to the design team (photos, maps, sketches, historic information, etc.). If you need copies made of your materials, please let us know ahead of time by calling 724-6702. City staff will copy the materials for you at no cost.

Enclosed is a summary of downtown vision statements and design concepts that were developed by citizens and incorporated in the city's Master Plan. This background information will serve as a "frame of reference" for the design workshops, as we build on previous efforts. In the end, your ideas will be illustrated in drawings, not just words.

If you participate in the workshop, we recommend you tour the study area, take notes, and perhaps even photos. Driving and walking downtown also provide different perspectives. Whatever your approach, we look forward to a lot of inspiring ideas coming out of this effort! If you have any questions about the workshops please call the City Planning Department at 724-6702.

DESIGN TEAM

Harm Perdock, AIA, architect with GMB Architects-Engineers, Holland
David Layman, AIA, architect with Hooker | DeJong Architects & Engineers, Muskegon
Jerry Adams, planner with LSL Planning, Grand Rapids
Alan Majeski, AIA, architect with Hooker | DeJong Architects & Engineers, Muskegon
Tung Th Do, architect with GMB Architects-Engineers, Holland
Tim Gerrits, landscape architect with GMB Architects-Engineers, Holland
Brian Gurd, architect with Hooker | DeJong Architects & Engineers, Muskegon
David Bolt, graduate architect with GMB Architects-Engineers, Holland
Kirsten Runschke, intern architect with GMB Architects-Engineers, Holland
Magda Smolenska, intern architect with GMB Architects-Engineers, Holland
Rob Den Besten, graduate architect with GMB Architects-Engineers, Holland
Kevin Osterhart, intern architect with Hooker | DeJong Architects & Engineers, Muskegon
Lacy Walters, marketing assistant with Hooker | DeJong Architects & Engineers, Muskegon

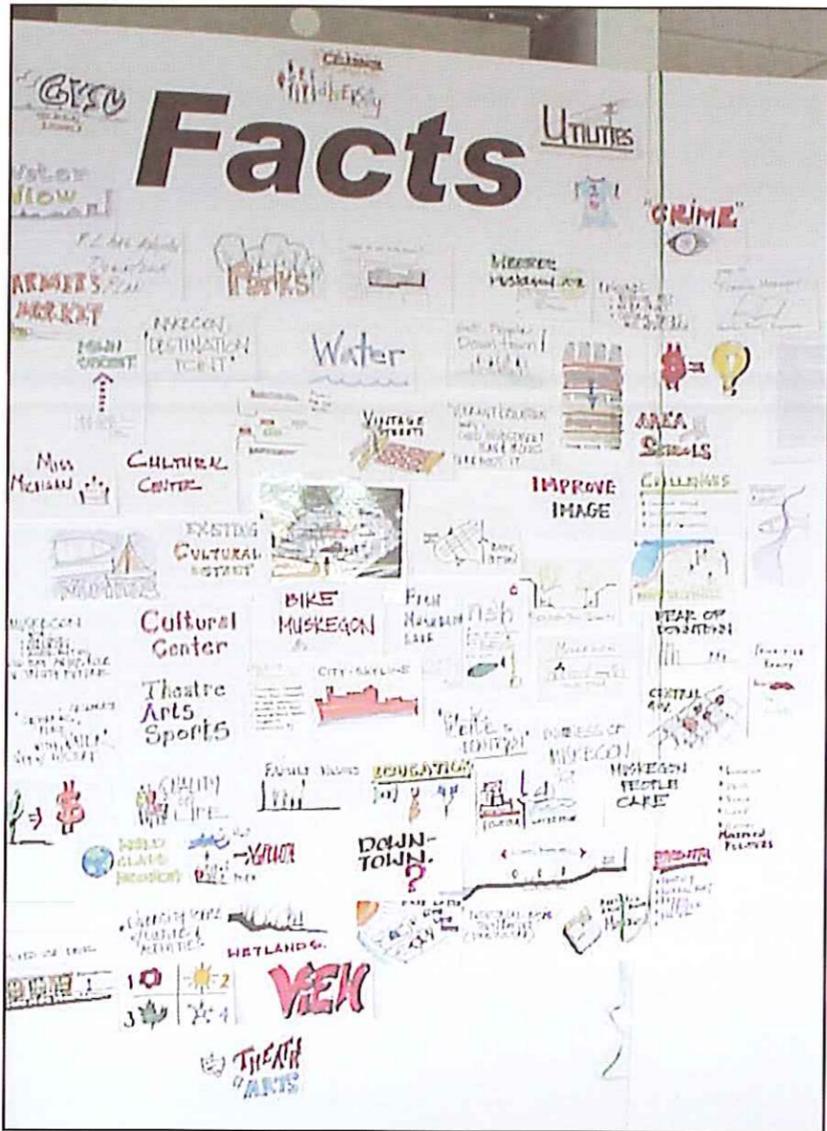
VISION

The foundation of the designs found in this book came from some basic premises expressed by workshop participants, including:

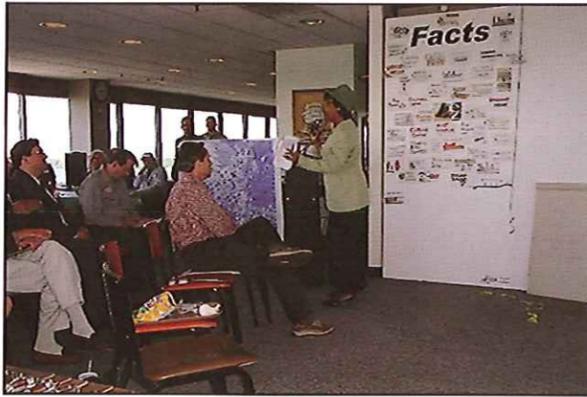
- Muskegon must become a focal point for the region offering events, services, shops and dining not found elsewhere in the county.
- The area should be designed so residents are attracted to a downtown that represents various age groups, socio-economic backgrounds, and cultural and racial heritages.
- The community should promote locally owned and operated shops and dining establishments which offer a wide range of ethnic and specialty products that draw customers from throughout the county.
- The area should be designed so people are attracted to the downtown for its unique blend of entertainment, dining and specialty stores. Use large converted historical structures to house businesses and residents, which will add to the character of the area. Promote mixed-use establishments that contribute to a high level of downtown activity.
- Provide facilities so pedestrians can stroll along the waterfront and through the downtown to admire the beauty and ambiance of lakefront views and the Heritage District. Business and residential areas should be laced with plantings and outdoor amenities like seating, bike racks, fountains, kiosks, interpretive plaques, and sculpture.
- Provide interconnections so bicyclist, joggers, and walkers have attractive paths to enjoy. Provide for alternative transportation like carriages and trolleys so they can safely share the road with cars. While cars are accommodated downtown, they should not dominate the environment.
- Make sure that new development fits in with the historic downtown buildings.
- Provide a good mix of housing opportunities, including high quality, affordable apartments, condominiums, cottage-like homes for smaller households, and stately homes for larger families.

FORMAT & SCHEDULE FOR DESIGN PROCESS:

Wednesday May 21	Design Workshop Sessions
10:00 am to 11:30 am	Businesses & Shoreline Property Owners
12:00 pm to 1:30 pm	Investment & Development Groups
2:00 pm to 3:30 pm	Institution & Government
4:00 pm to 5:30 pm	Cultural, Environmental & Tourism
7:00 pm to 9:00 pm	Public (Population At-Large)
Thursday May 22	Planning Session
8:00 am to 5:00 pm	Planning team convenes to discuss information received and discoveries made during workshop sessions, then break out into planning tasks.
Friday May 23	Planning Sessions & Conclusions
8:00 am to 5:00 pm	Planning team reconvenes to evaluate various ideas formulated during breakout planning tasks and pinpoint planning solutions, conclusions, and recommendations.
End May to Mid June	Create Presentable End Product
	Planning team formulated solutions, conclusions, and recommendations into a presentable format.



"STORY BOARD"



WORKSHOP SESSION



WORKSHOP DISCUSSION



LOOKING NORTHWESTERLY AT EXISTING MART DOCK



WORKSHOP SESSION



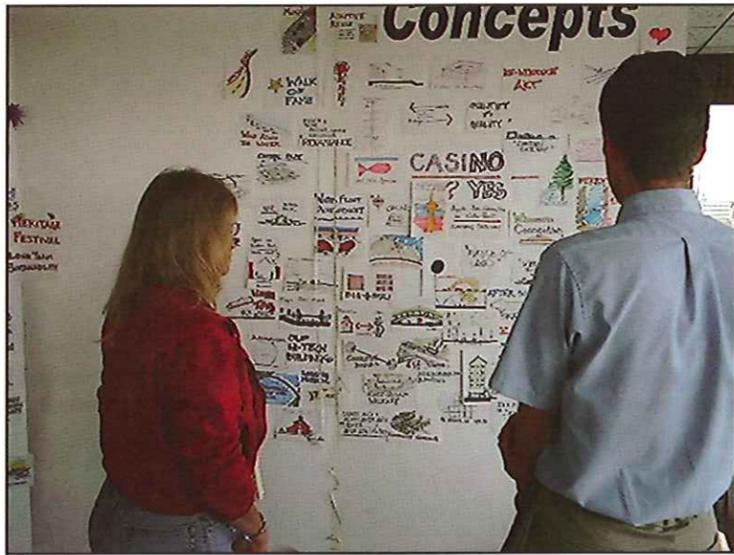
"STORY BOARD"



INTERSECTION THIRD STREET / WESTERN AVENUE
LOOKING NORTHEASTERLY



INTERSECTION CLAY / THIRD STREET
LOOKING TOWARD MUSKEGON LAKE



DISCUSSION - DAY #1



WESTERN AVENUE LOOKING NORTH TOWARDS THE AMAZON BUILDING



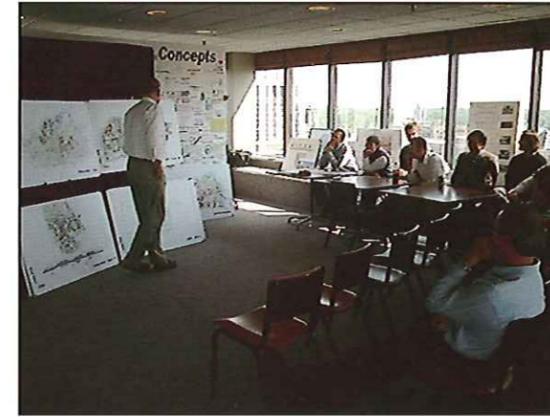
"STORY BOARD"



"STORY BOARD"



DESIGN SCHEME PRESENTATION - DAY #2



PRESENTATION - DAY #3



VIEW OF SHORELINE INN FROM SHORELINE DRIVE

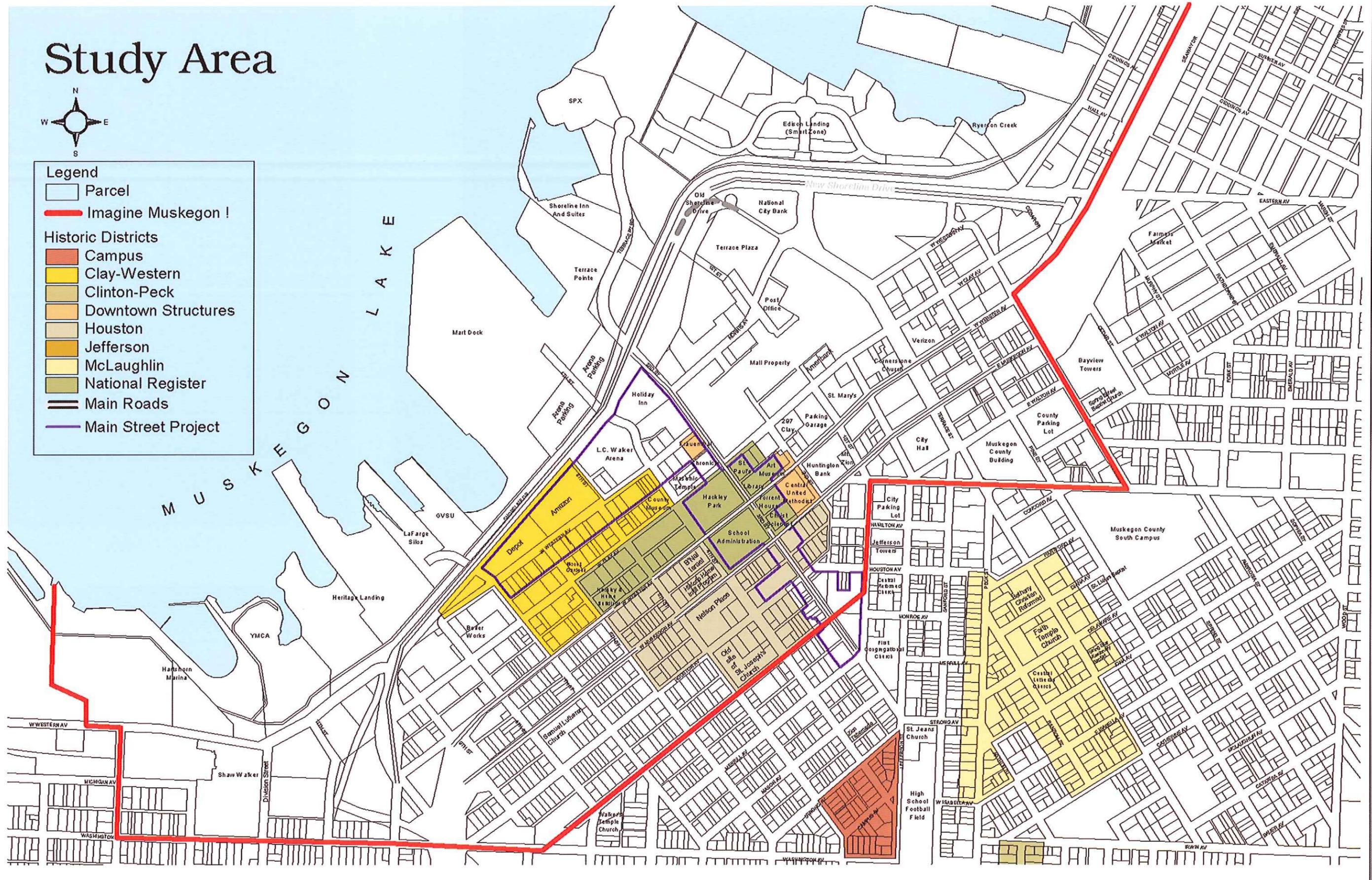


DISCUSSION - DAY #3

Study Area



- Legend**
- Parcel
 - Imagine Muskegon!
- Historic Districts**
- Campus
 - Clay-Western
 - Clinton-Peck
 - Downtown Structures
 - Houston
 - Jefferson
 - McLaughlin
 - National Register
- Main Roads**
- Main Roads
 - Main Street Project



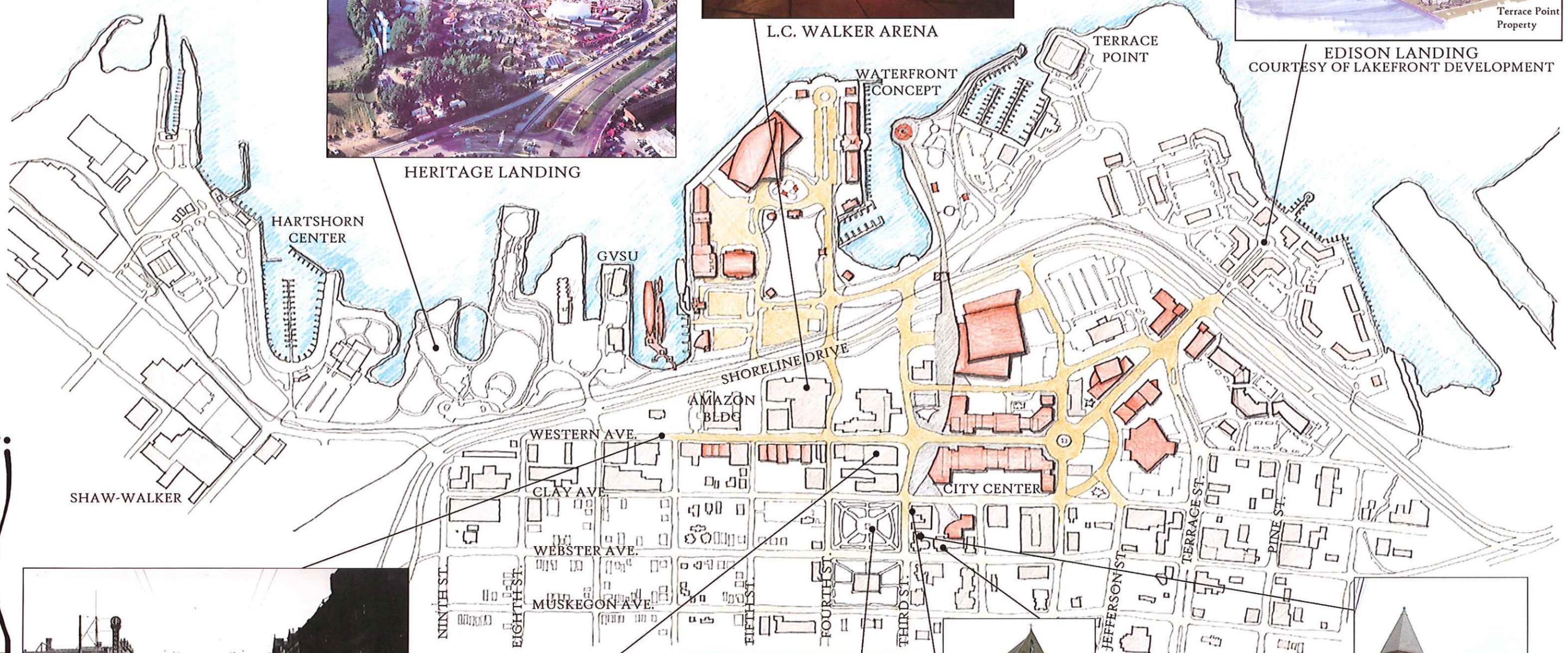
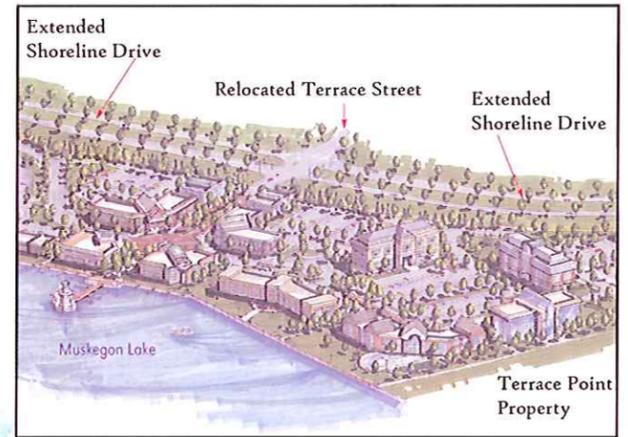
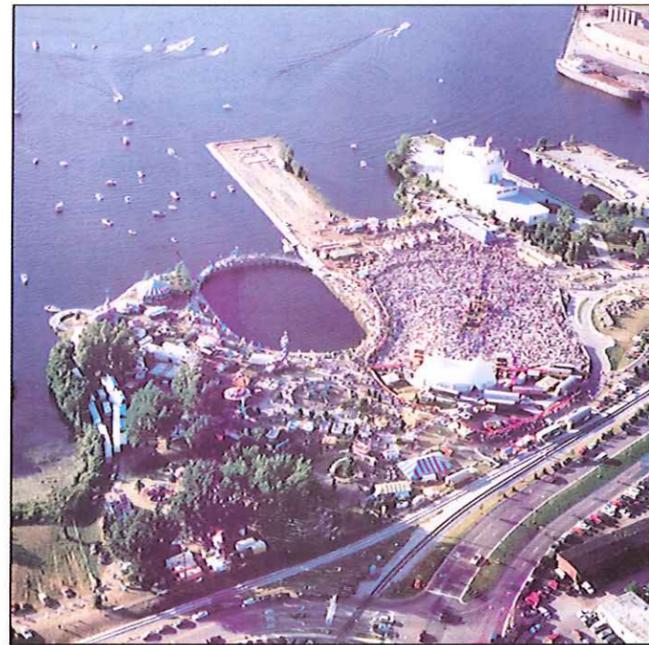


AERIAL VIEW OF MUSKEGON

- COURTESY OF PHOTOGRAPHY PLUS-MARGE BEAVER

IMAGINE MUSKEGON!

OVERALL CONCEPTUAL DESIGN



HISTORIC WESTERN AVENUE



FRAUENTHAL CENTER



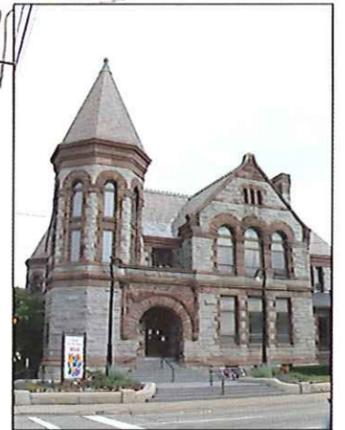
HACKLEY PARK



ST. PAULS CHURCH



MUSKEGON MUSEUM OF ART



HACKLEY PUBLIC LIBRARY

IMAGINE MUSKEGON!

RESPECT HISTORY TRADITION!

SUMMARY OF PUBLIC COMMENTS

WATER TAXI

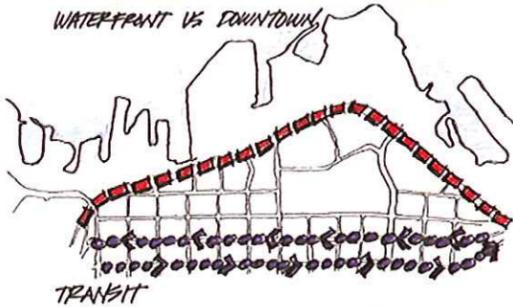
MAJOR THEMES

- Where is the City Center?
- Build on the Historic "Core"
- Develop Western Avenue Corridor
- Waterfront Development
- Pedestrian/Vehicular/Circulation
- Turn back to residential
 - a. Muskegon Avenue
 - b. Webster Avenue
- Housing / Commercial Mix

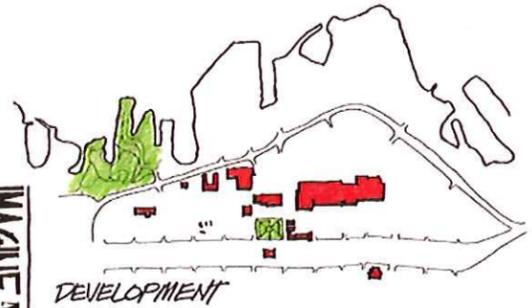
FACTS



WATERFRONT VS DOWNTOWN



TRANSIT



DEVELOPMENT

IMAGINE MUSKEGON

the DESIGN IMAGE



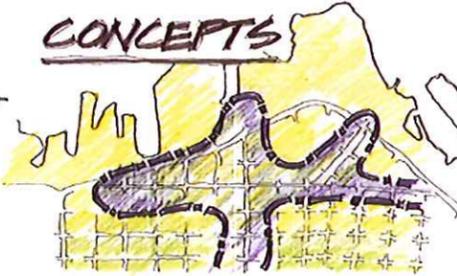
NEEDS

- * ACCESS TO WATERFRONT
- * RESTORE NATURAL RESOURCES
- * MARINA DEVELOPMENT
- * SAFE STREETS
- * VARIETY OF TRANSPORTATION
- * RESPECT PEDESTRIAN MOVEMENT
- * MORE RETAIL
- * MORE ENTERTAINMENT
- * MORE AMENITIES
- * CLEAN UP MALL SITE
- * SENIOR FACILITIES
- * YOUTH FACILITIES
- * FAMILY ORIENTED
- * PRESERVE HISTORICAL
- * PEDESTRIAN FRIENDLY

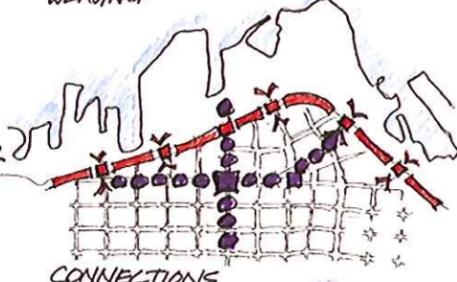
GOALS

- * WEAVE DOWNTOWN/WATERFRONT
- * ENCOURAGE WATERFRONT DEV.
- * RECLAIM WATERFRONT
- * WALKABLE DOWNTOWN
- * TRANSPORTATION ALTERNATIVES
- * ACCOMMODATE AUTO
- * LOGICAL CONNECTION TO WATER
- * IDENTIFIABLE CENTER/EDGES
- * MIXED USE DEVELOPMENT
- * INFILL DEVELOPMENT
- * RESPECT HISTORICAL PATTERNS
- * ENHANCE IMAGE
- * PROMOTE COMMUNITY
- * "BE MUSKEGON"

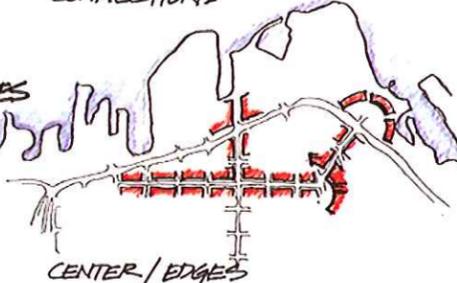
CONCEPTS



WEAVING



CONNECTIONS



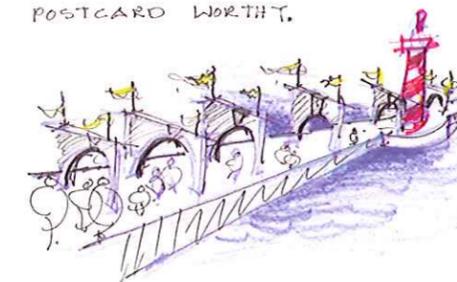
CENTER / EDGES

PROGRAM



IMAGE

POSTCARD WORTHY.



DESIGN PROCESS - DAY #2

TREES

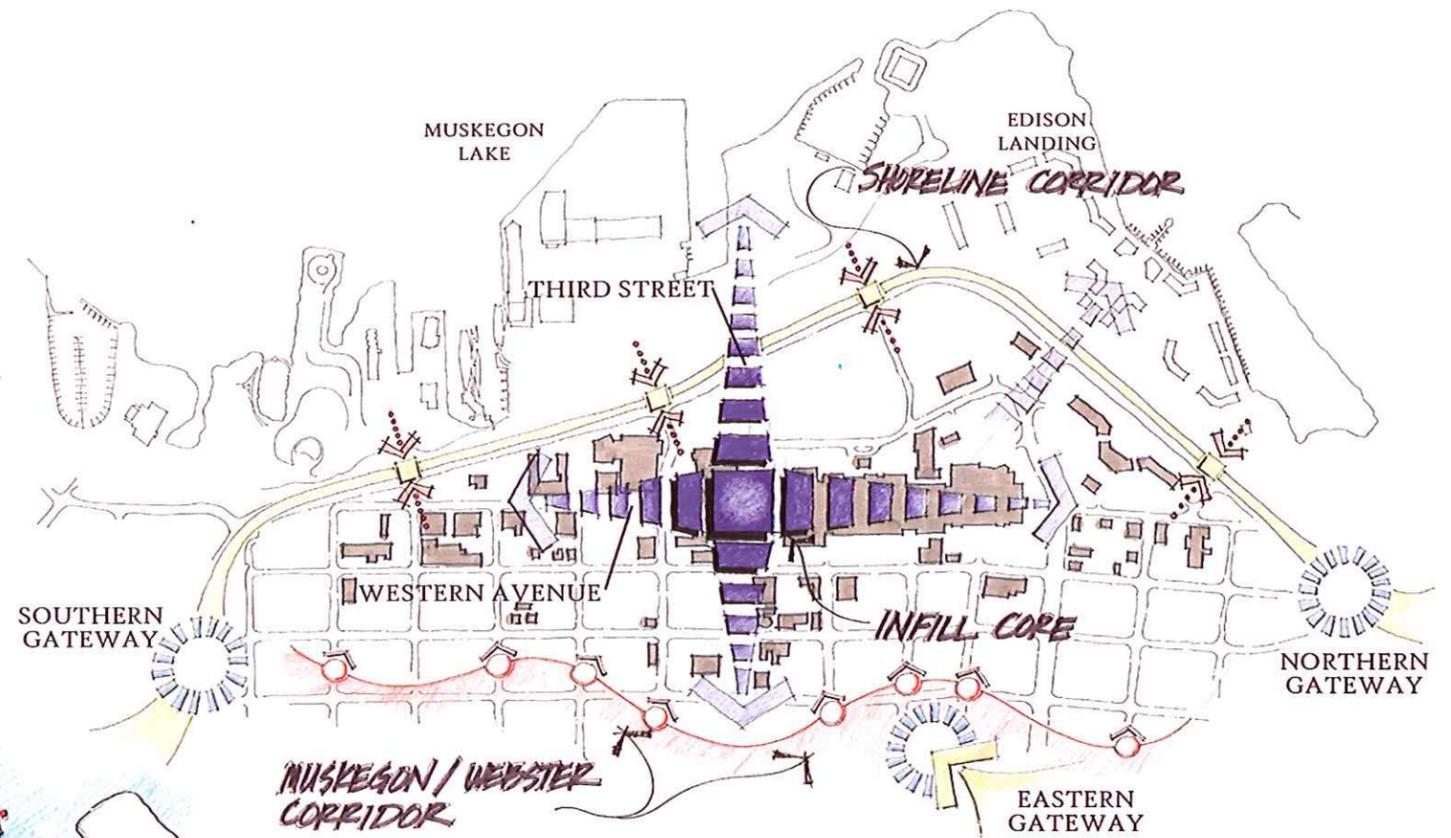


DESIGN ELEMENTS



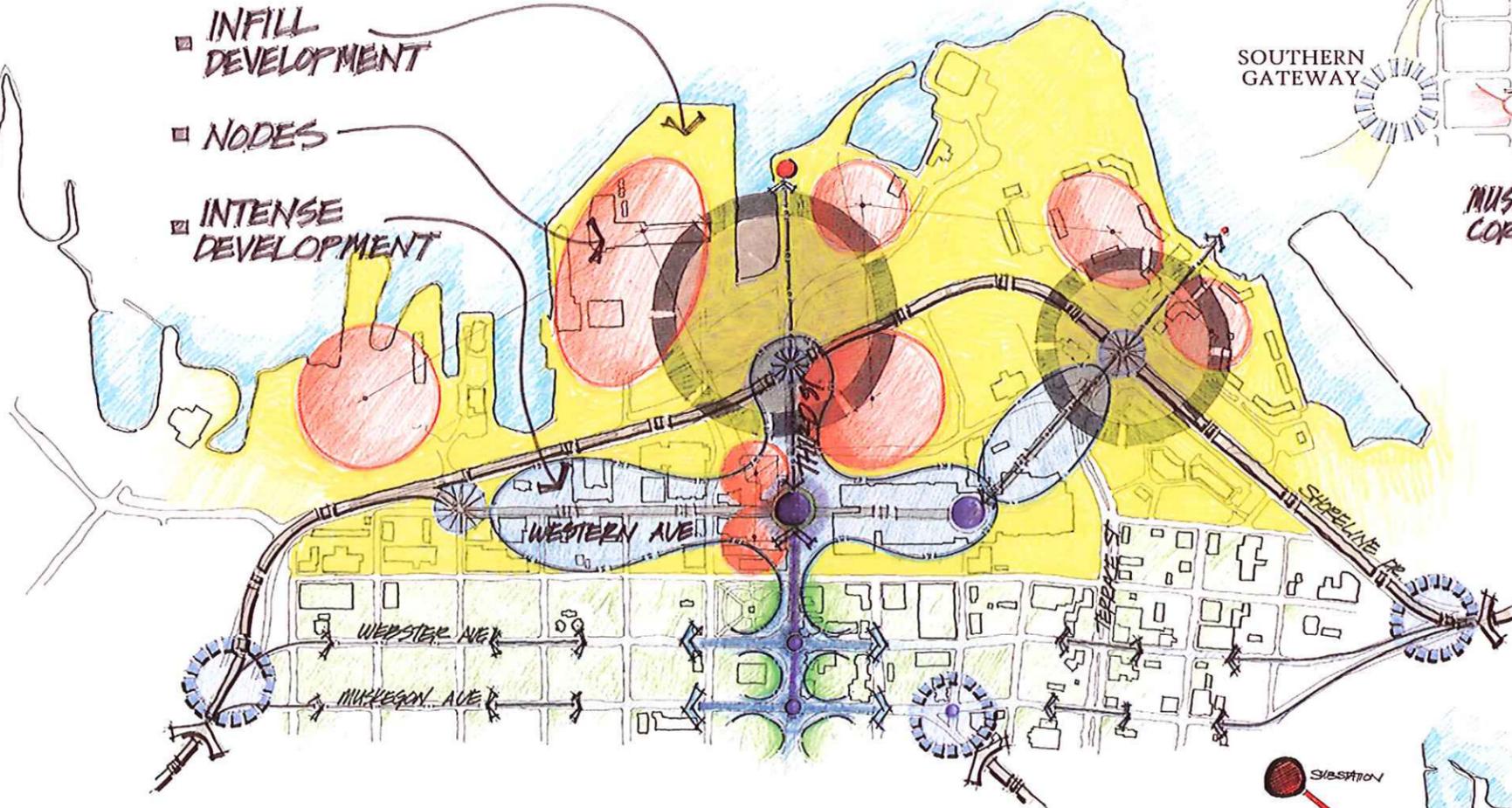


PROFILE OF DOWNTOWN LOOKING SOUTH
 Taller Buildings in Downtown Get Lower
 Towards Waterfront to Protect Views.



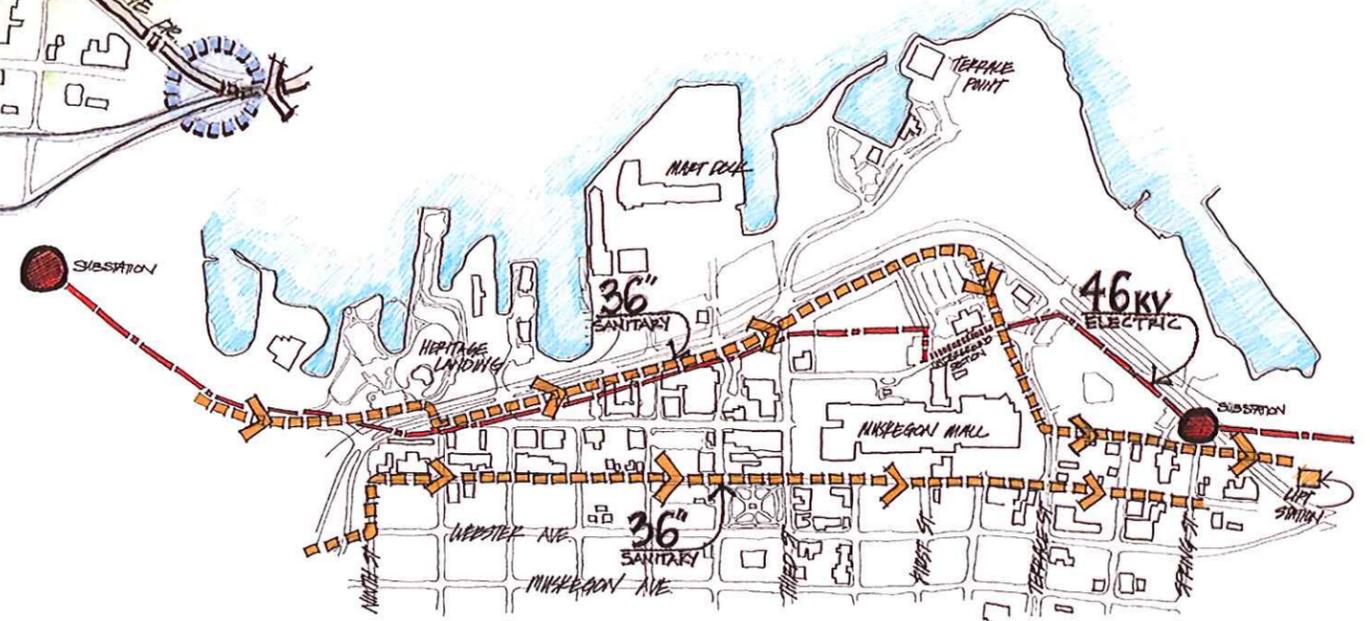
SITE ANALYSIS
 Focus on Core of City

- INFILL DEVELOPMENT
- NODES
- INTENSE DEVELOPMENT



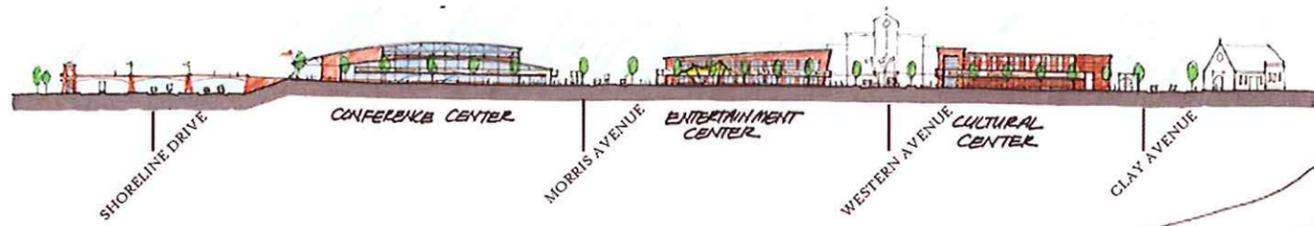
CONCEPT ANALYSIS

- INTENSE DEVELOPMENT (HIGH DENSITY)
- NODES OF ACTIVITY / DESTINATIONS
- INFILL DEVELOPMENT
- ENTRIES AND GATEWAYS
- MAJOR TRANSPORTATION ROUTES



SITE UTILITIES

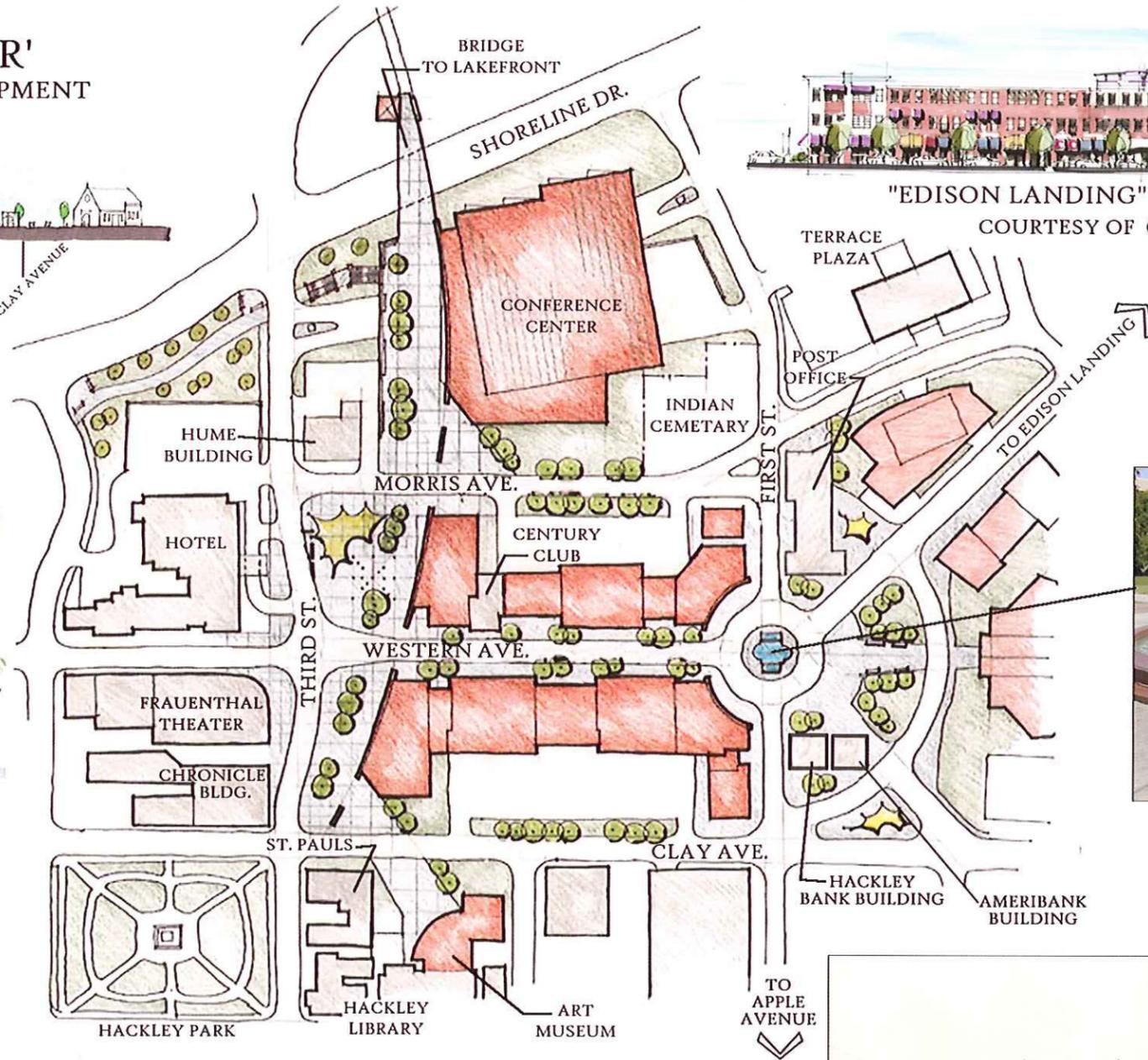
'CITY CENTER'
FOCAL POINT OF DEVELOPMENT



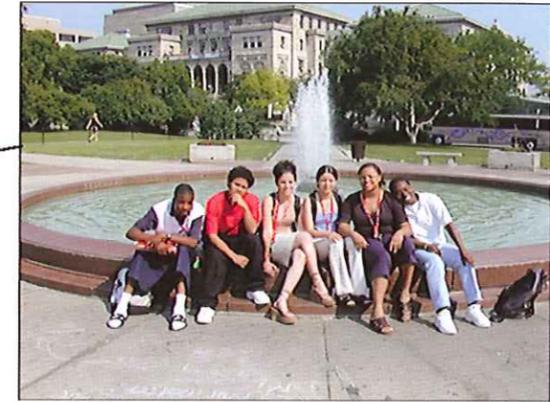
THIRD STREET SECTION LOOKING NORTH



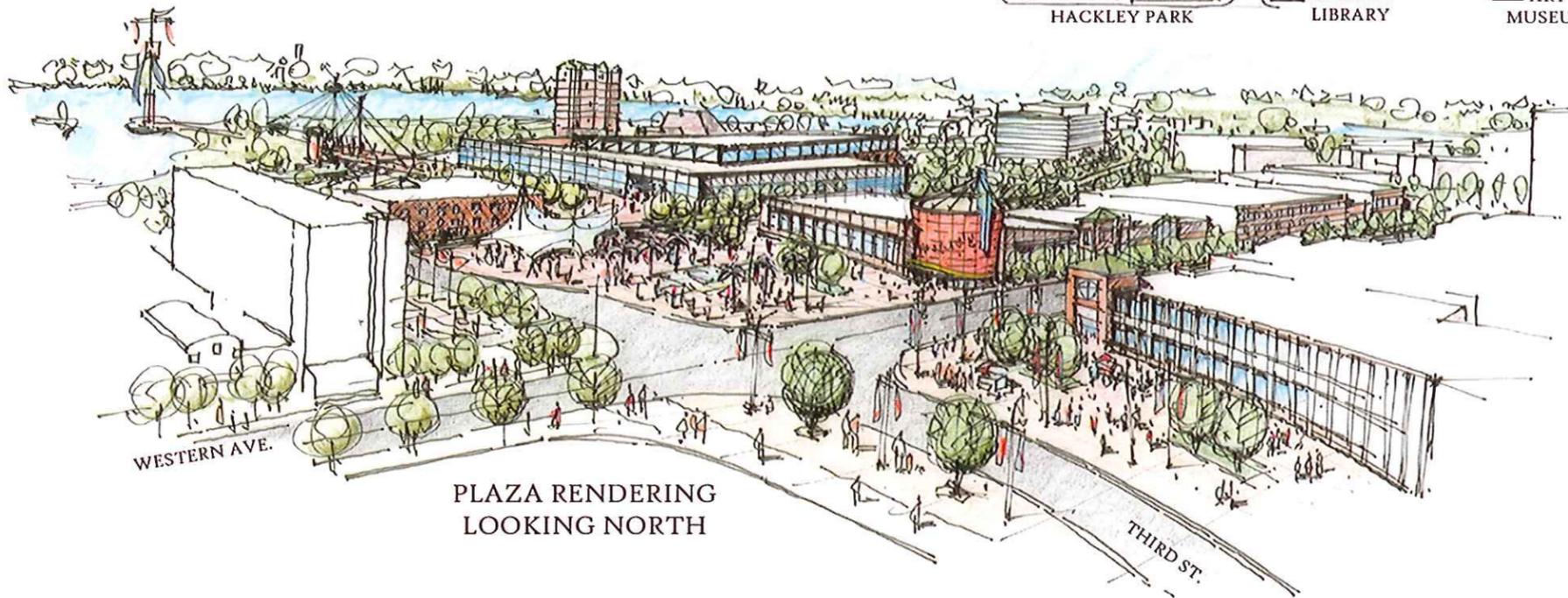
"EDISON LANDING" DEVELOPMENT RENDERING
COURTESY OF GILLESPIE DEVELOPMENT



"EDISON LANDING" DEVELOPMENT ELEVATION
COURTESY OF GILLESPIE DEVELOPMENT



PLAZA FOUNTAIN EXAMPLE

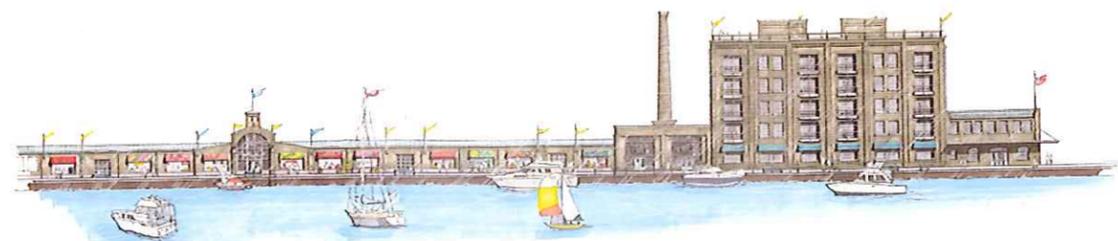


PLAZA RENDERING
LOOKING NORTH

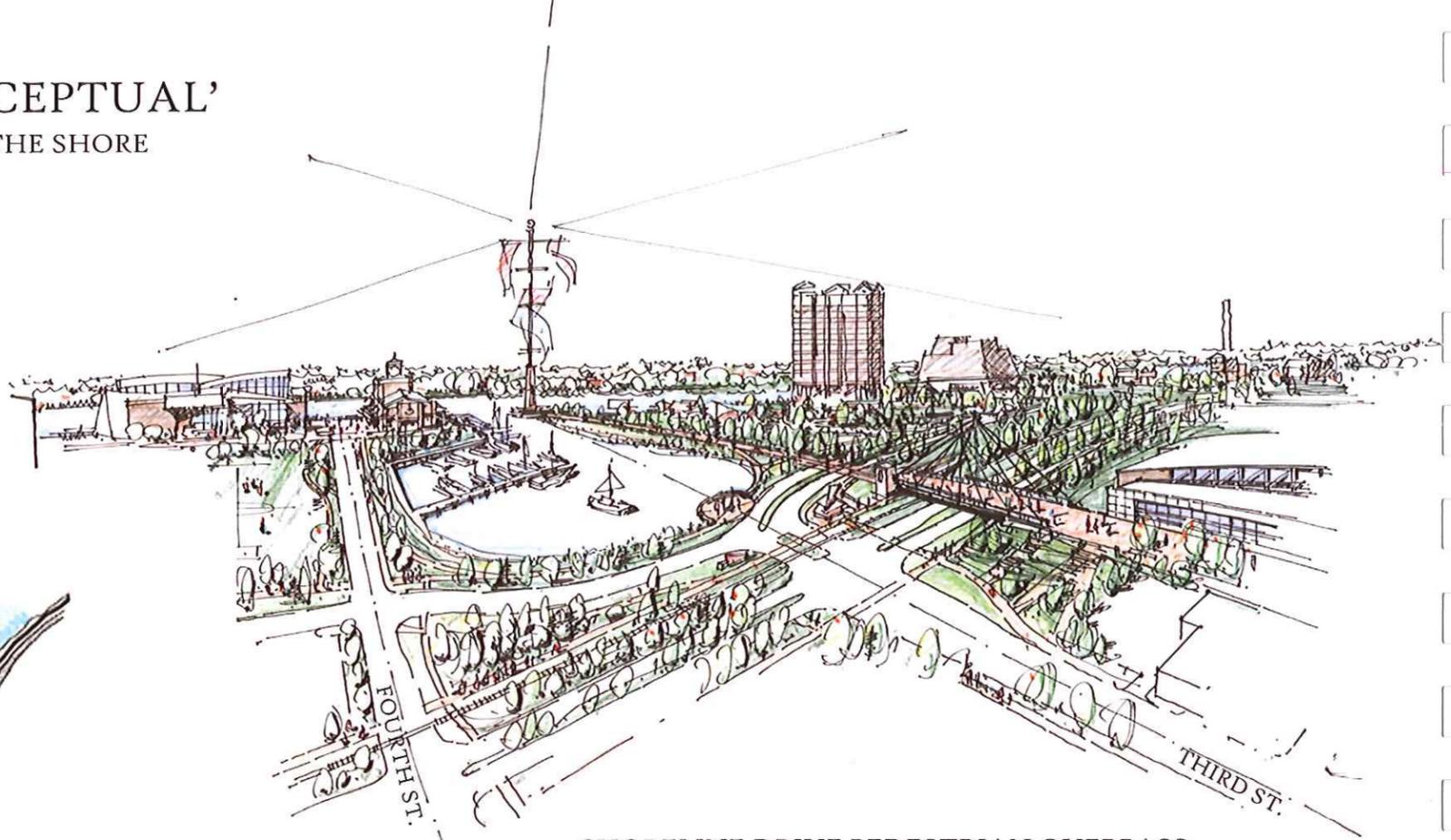


HISTORIC PHOTO OF
WESTERN AVENUE

'WATERFRONT CONCEPTUAL'
CONNECTING THE CITY TO THE SHORE



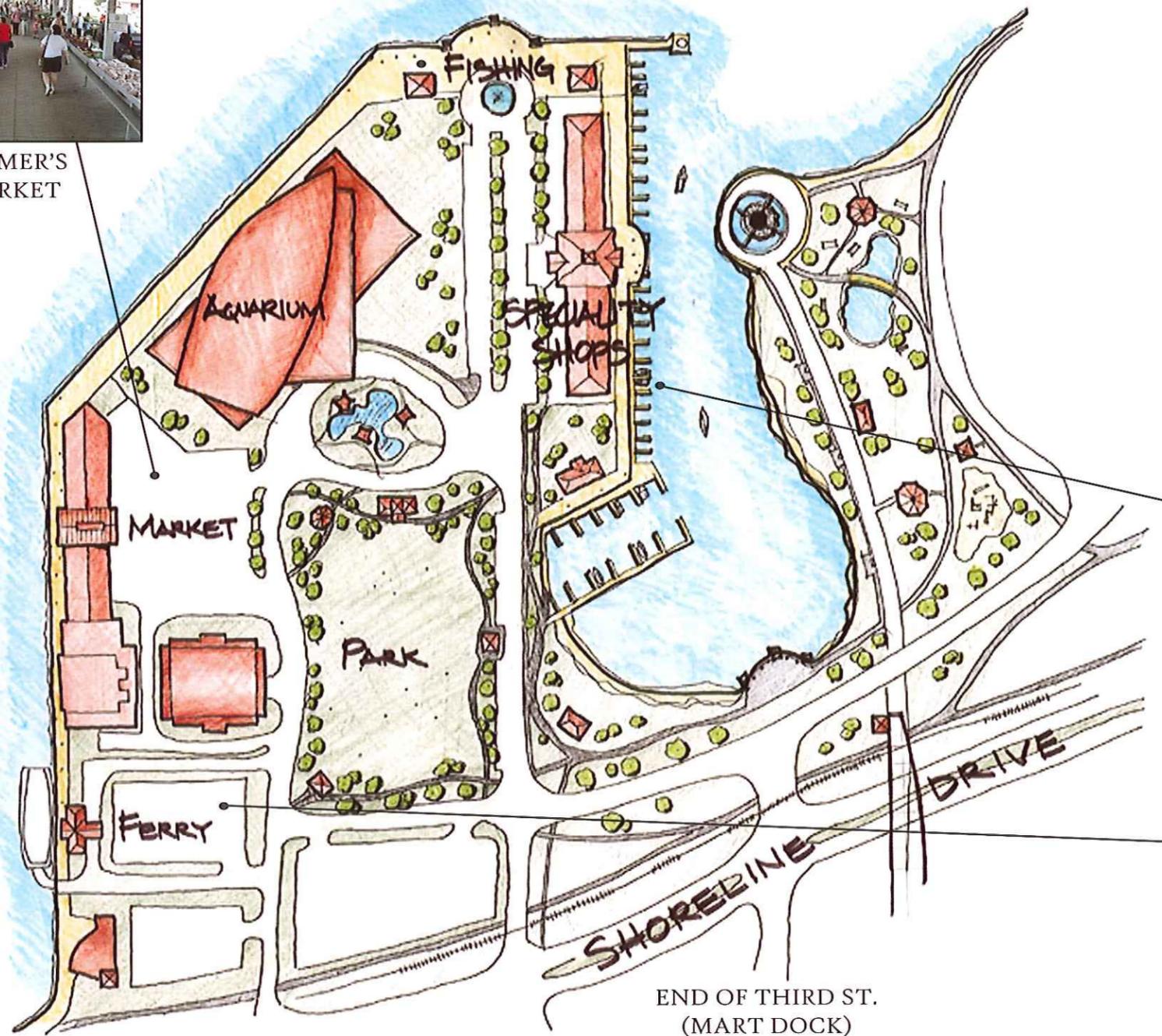
FARMER'S MARKET ELEVATION



SHORELINE DRIVE PEDESTRIAN OVERPASS
AT THIRD STREET



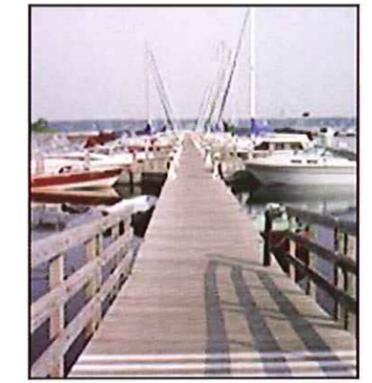
FARMER'S
MARKET



END OF THIRD ST.
(MART DOCK)



MARINA EXAMPLE



DOCKS

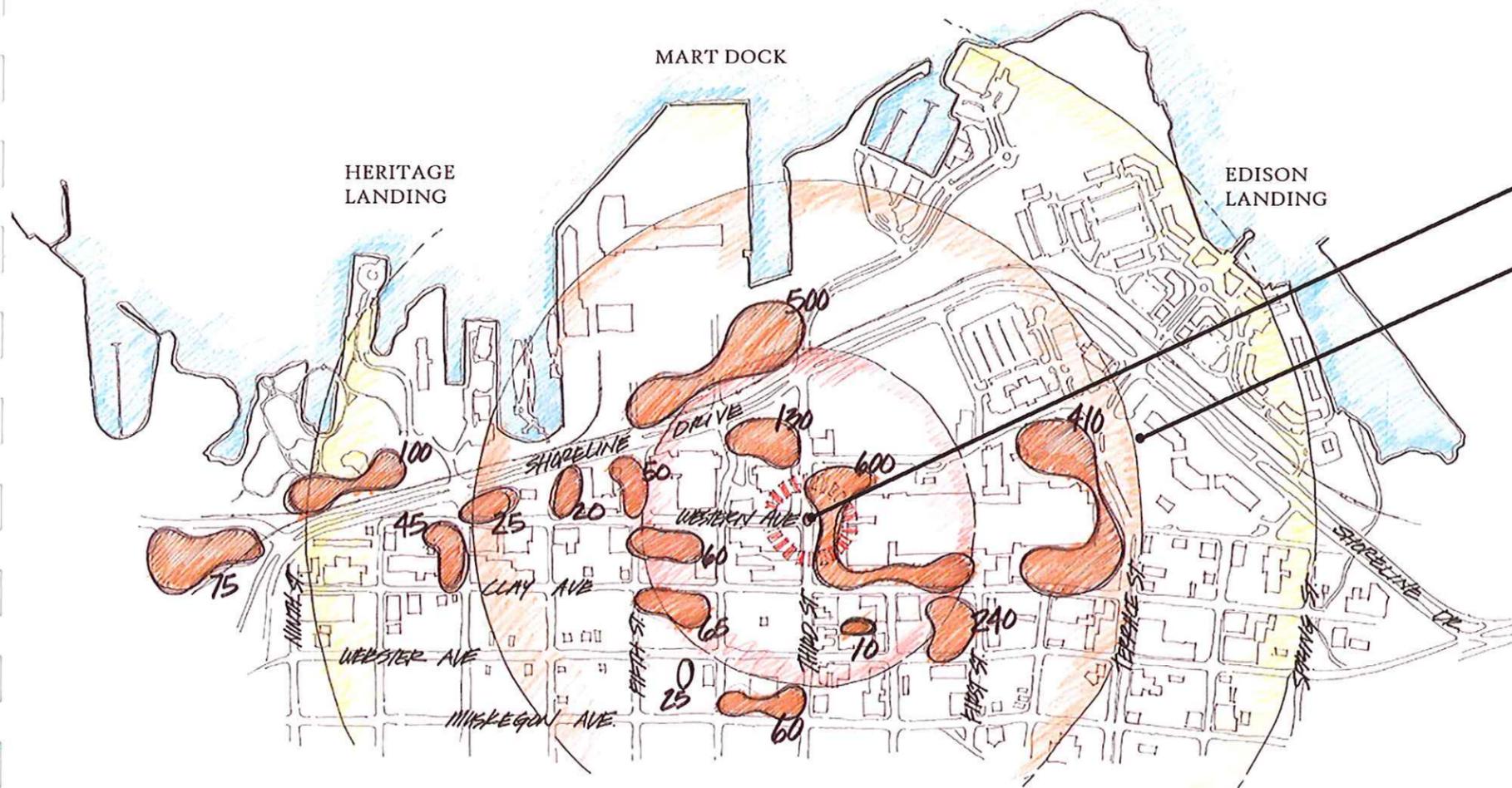


MUSKEGON FERRY EXAMPLE



WATERFRONT ACTIVITIES

II. IMAGINE MUSKEGON!



- 850 PARKING SPACES WITHIN 5 MINUTES OF THE "CITY CENTER" (THIRD & WESTERN).
- 1350 ADDITIONAL PARKING SPACES WITHIN 10 MINUTES WALKING.
- OVER 220 SUPPLEMENTARY PARKING SPACES WITHIN 15 MINUTES.

PARKING AND PEDESTRIAN MOVEMENT

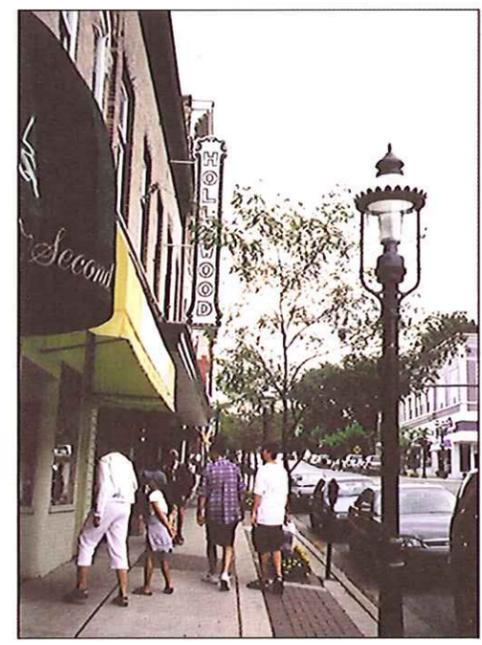
MOST MAJOR ACTIVITIES ARE WALKABLE WITHIN 15 MINUTES FROM THE CENTER OR SLIGHTLY OVER 1/2 HOUR FROM END TO END.



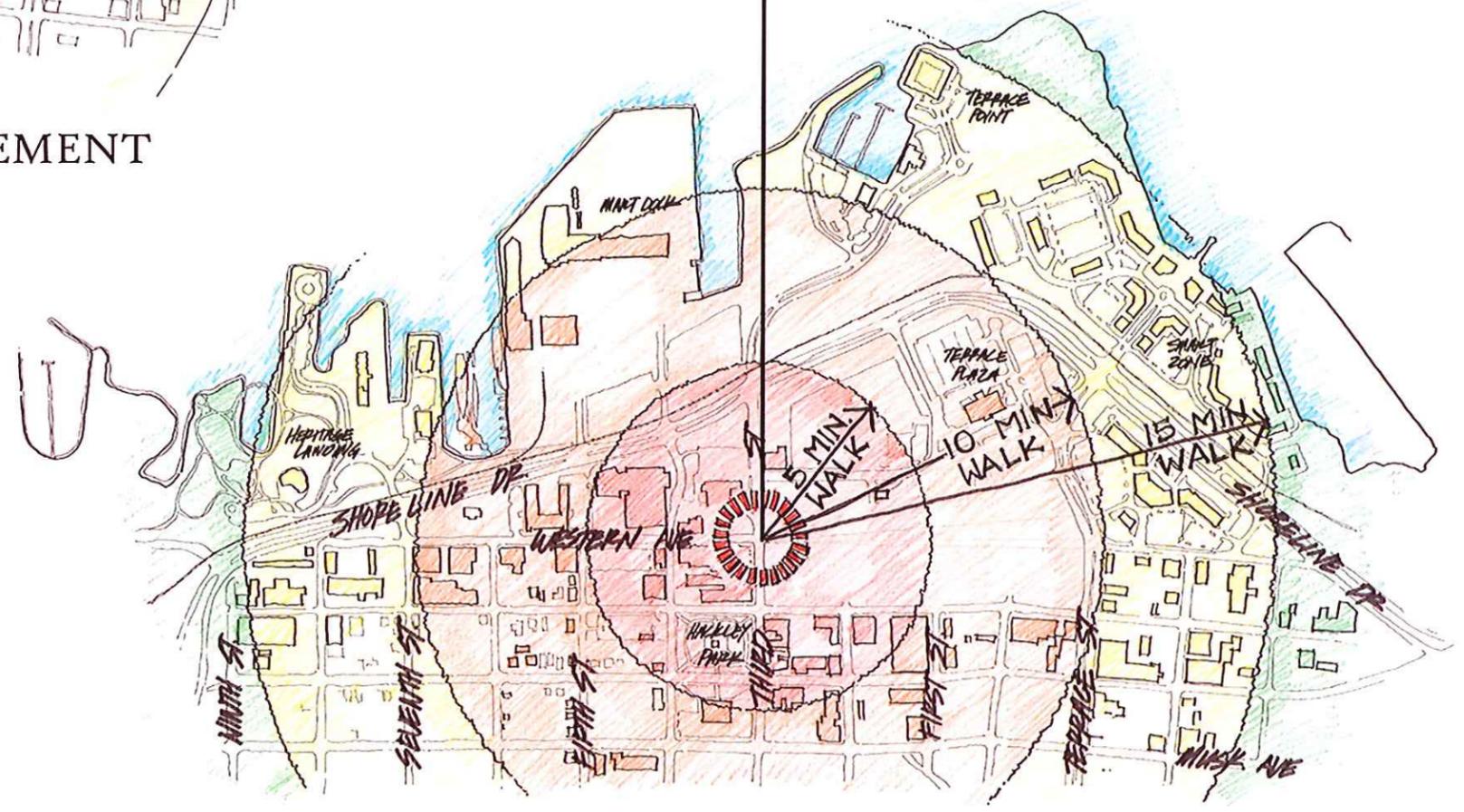
TROLLEY TRANSPORTATION



CARRIAGE SERVICE



PEDESTRIAN CIRCULATION



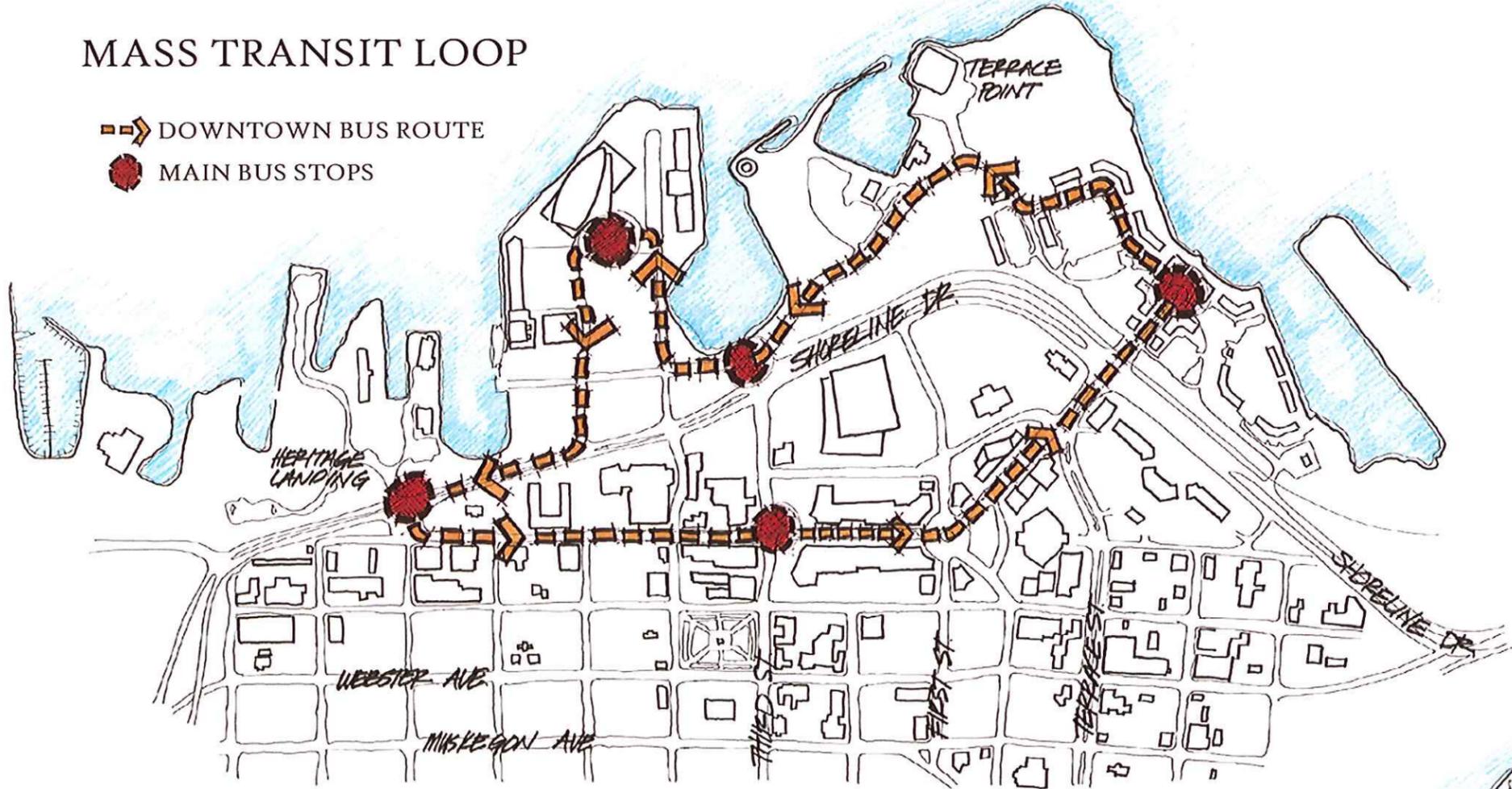
WALKING DISTANCES

2 CITY BLOCKS IS APPROXIMATELY 5 MINUTES

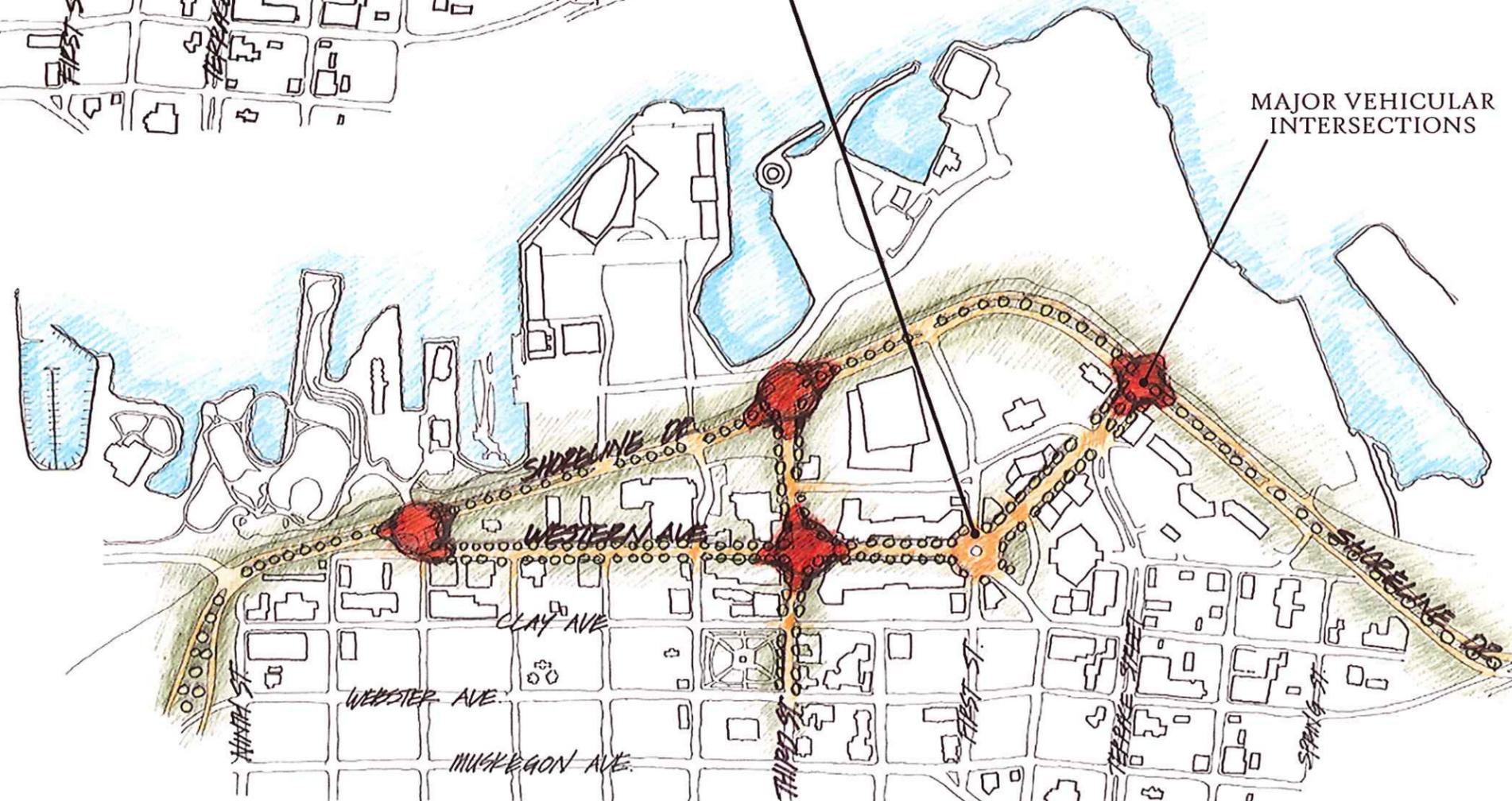
IMAGINE MUSKOGON!

MASS TRANSIT LOOP

-  DOWNTOWN BUS ROUTE
-  MAIN BUS STOPS



ROUND-ABOUT EXAMPLE



MAJOR VEHICULAR INTERSECTIONS

VEHICULAR CONNECTION



MASS TRANSPORTATION SERVICES

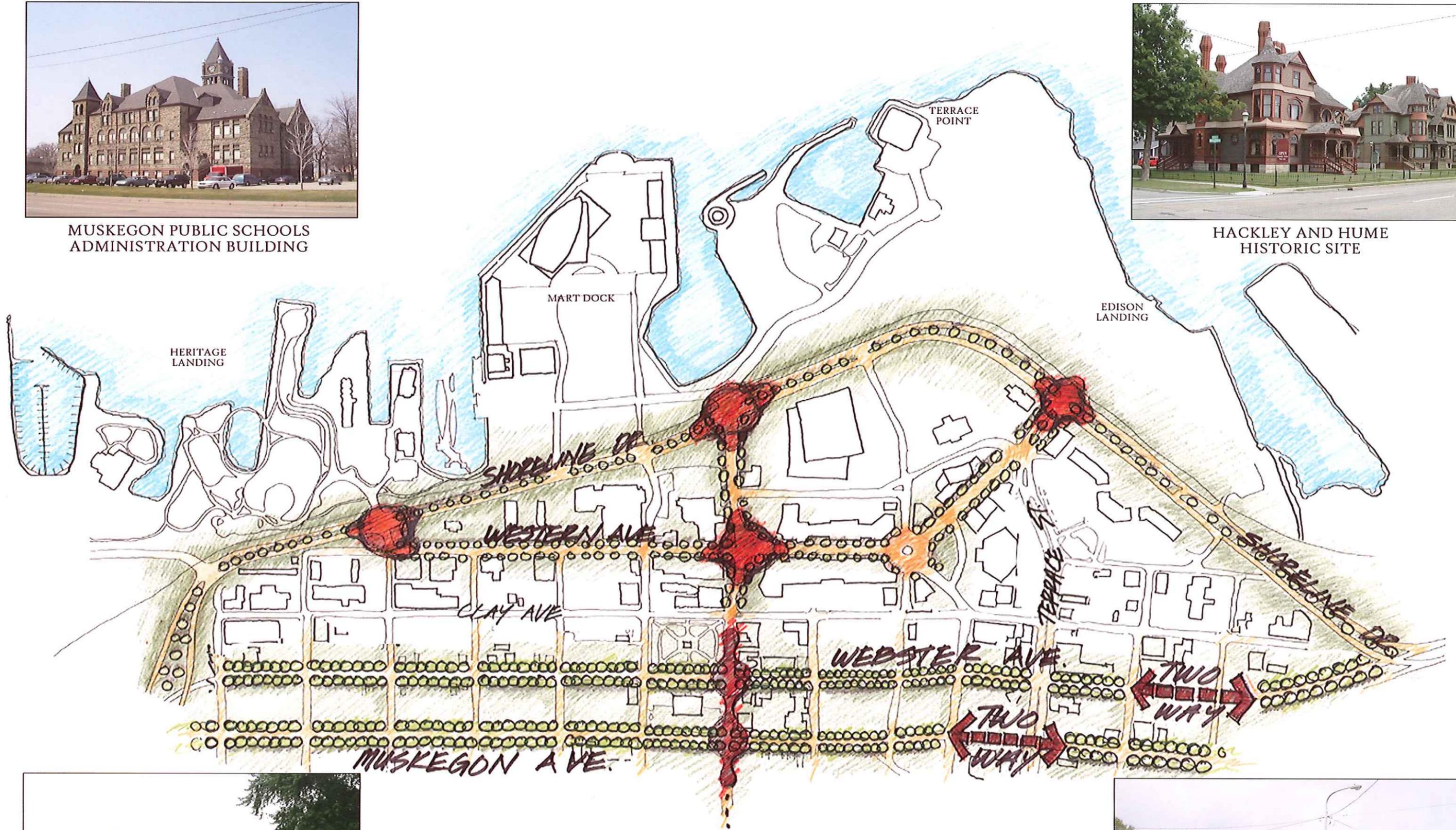
IMAGINE MUSKEGON!



MUSKEGON PUBLIC SCHOOLS
ADMINISTRATION BUILDING



HACKLEY AND HUME
HISTORIC SITE

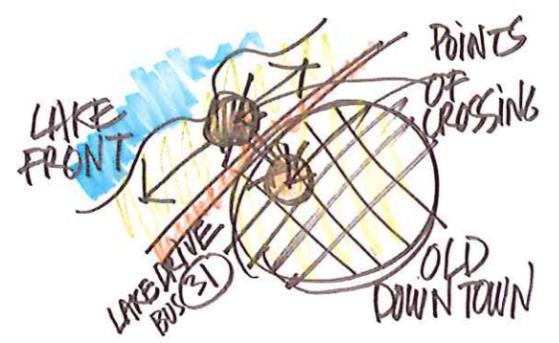
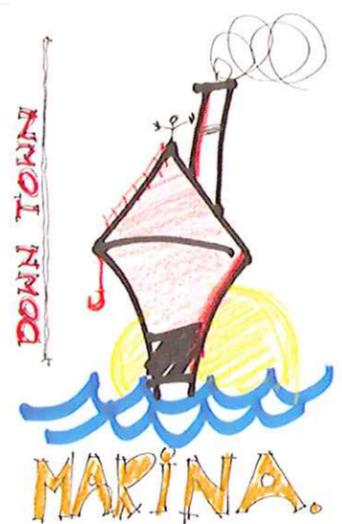
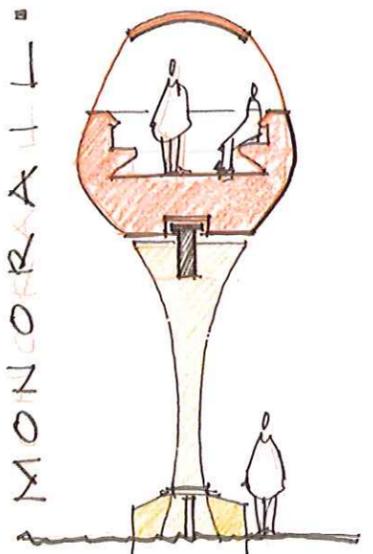
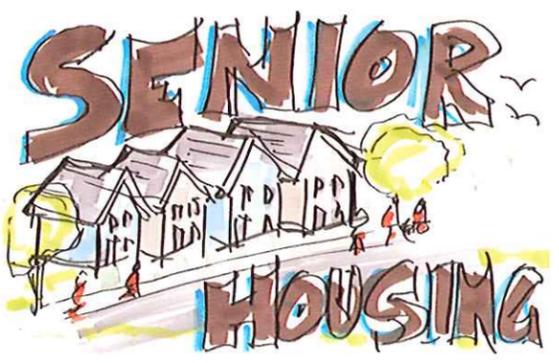
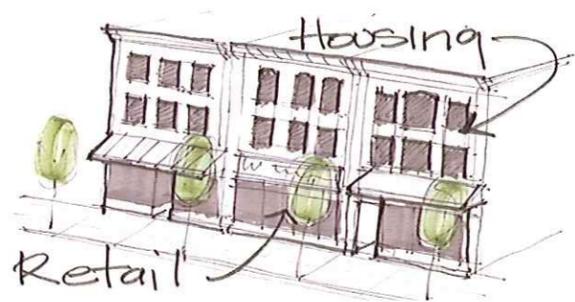


RESIDENCES ON WEBSTER AVENUE

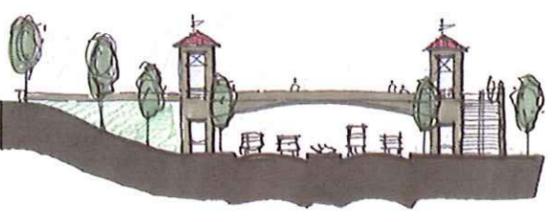
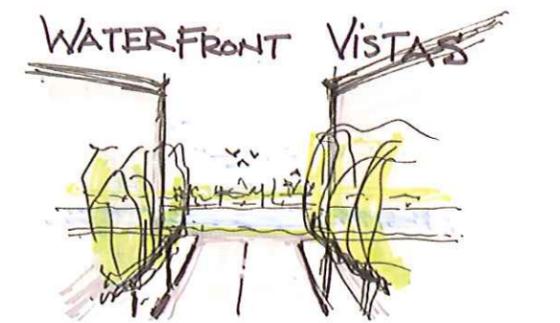
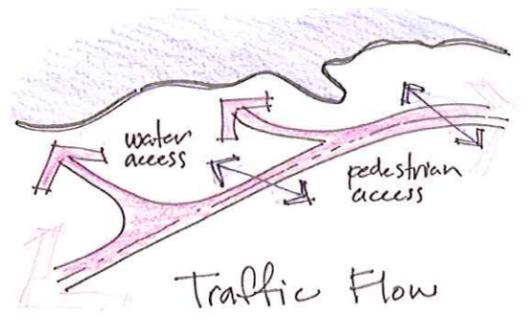
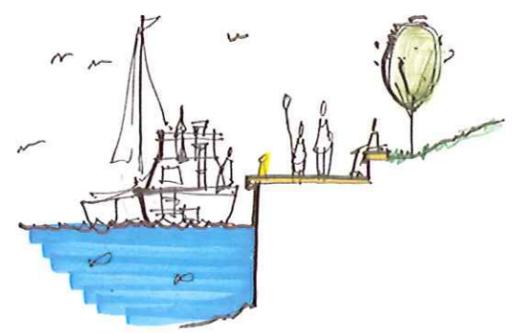
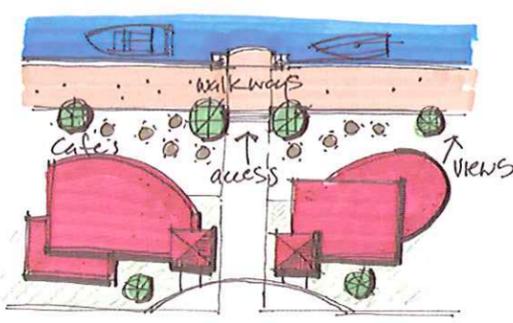
WEBSTER / MUSKEGON RETURNED
TO RESIDENTIAL STREETS



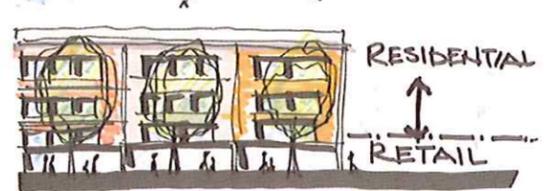
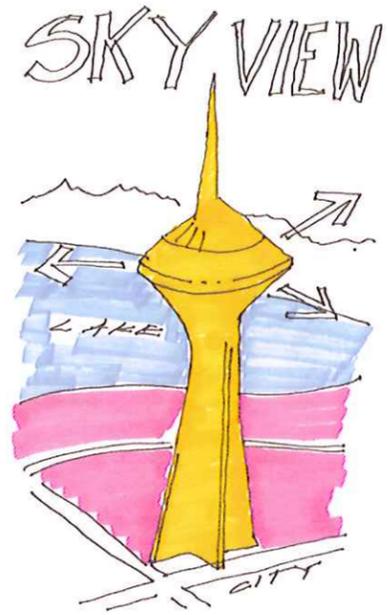
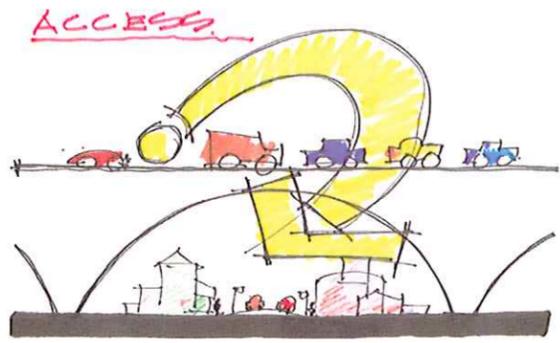
MUSKEGON COUNTY MUSEUM



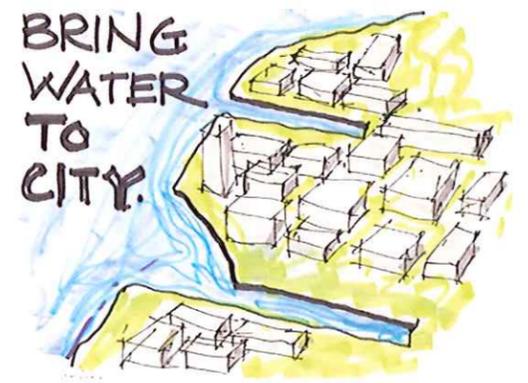
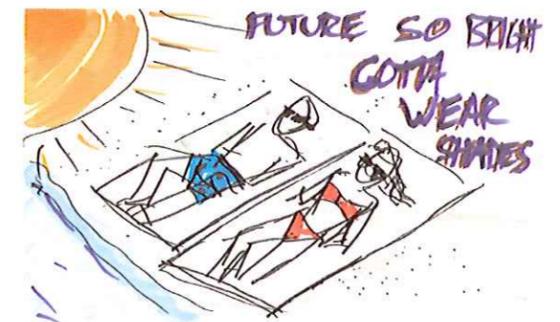
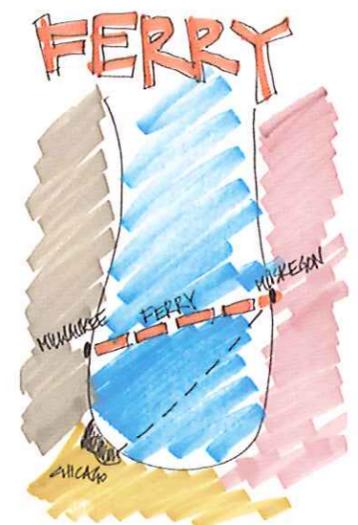
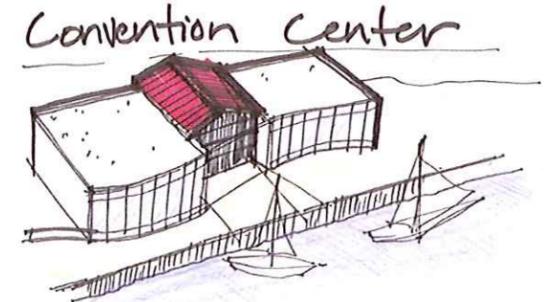
- CLEAN WATER - BEAUTIFUL.
- CITY NEEDS TO BE WALKABLE.
- NEED REASON TO WALK - DESTINATION.
- SAFETY FOR PED.
- YOUNG MOTHERS/ FAMILY.
- RETAIL ACCESS.
- SCALE COMMERCIAL TO PED.
- LAND CONTROL - VARIETY OF SMALLER BUILDINGS.
- DRAW STUDENTS DOWNTOWN. "ENERGY OF PEOPLE"
- HOW YOU ACCESS PEOPLE TO WATERFRONT.



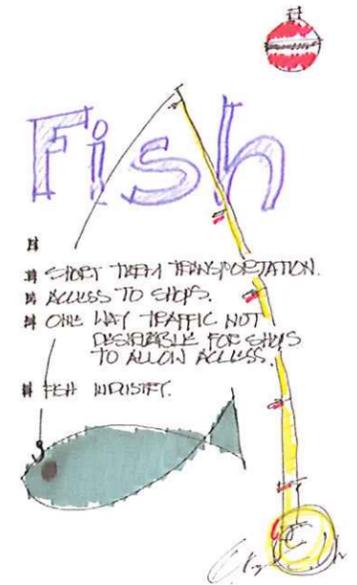
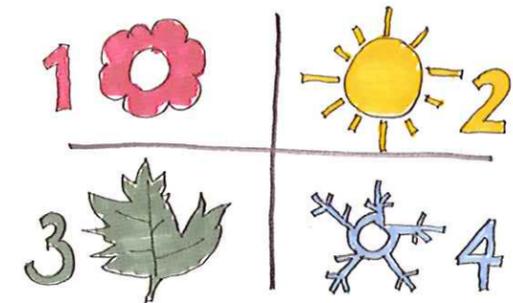
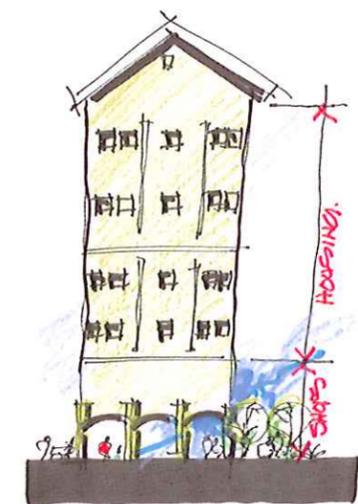
NEEDS & GOALS - "STORYBOARD" CARDS



RE-INTRODUCE ART



BIKE MUSKEGON



CONCEPTS & FACTS - "STORYBOARD" CARDS



- PHOTO COURTESY OF MICHELE ANDERSON

IMAGINE MUSKEGON!