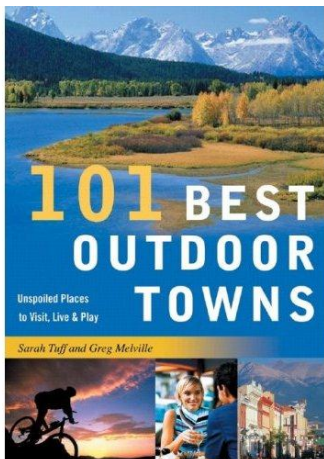




Downtown Cadillac

Jerry Adams

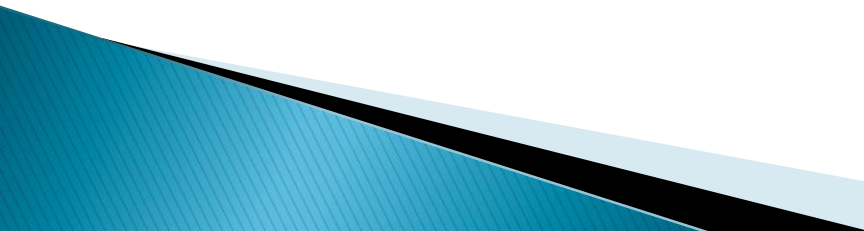
Community Development Director



Downtown Cadillac

*We have a choice...
“Hope it happens or make
it happen!”*

Downtown Cadillac

- ▶ Linear in design – Mitchell Street (US-131BR)
 - ▶ ADT of approximately 19,000 vehicles (nearby US-131 has an ADT of @7,000)
 - ▶ Geographically connected to Lake Cadillac, yet visually disconnected
 - ▶ 150+ business establishments
 - ▶ Low vacancy rates
 - ▶ Primary retail trade area of 23 miles (65,000+ residents)
- 

Downtown Cadillac



Lakes Cadillac & Mitchell



Linear/Strip Design

Downtown Cadillac


- ▶ Understanding the Downtown
 - Public's Perspective
 - Viewpoints of Business Owners/Managers
 - Site Analysis/Physical Assessment/Seasonal Issues
 - Market Conditions



Defining Our Downtown

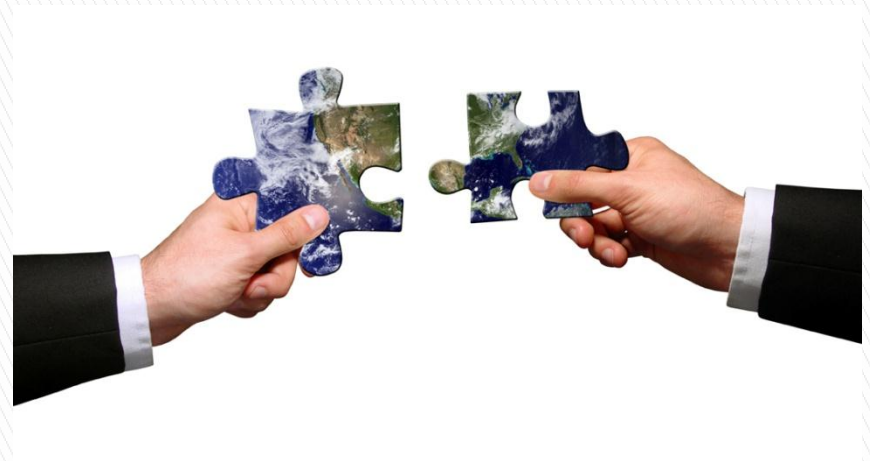
Contributing Factors

Downtown Cadillac

- ▶ Public Input – Hybrid versions of community conversations and focus groups using a range of demographic sectors (20 to 40 participants per group).
 - Women – 30+ years of age with disposable income
 - Men – 30+ years of age with disposable income
 - Downtown Business Owners/Managers
 - Senior High Students
 - Seniors
 - Tourists
- 

Downtown Cadillac

- ▶ Cadillac Area Visitor's Bureau
- ▶ Chamber of Commerce
- ▶ City Planning Commission
- ▶ DDA
- ▶ Downtown Cadillac Assoc.
- ▶ Cadillac Downtown Fund
- ▶ Cadillac Manufacturer's Assoc.
- ▶ Cadillac Industrial Fund
- ▶ Cadillac Resort District Board
- ▶ Wexford Co. Planning Comm.
- ▶ Wexford Co. Board of Comm.
- ▶ Wexford Co. ICC



Our Community

Identifying the Pieces

Downtown Cadillac

- ▶ Site Analysis/Physical Assessment
 - Walking Audits – Day and Evening
 - Circulation – Motorists & Pedestrians
 - Dan Burden – Walkable Communities
 - Downtown Planning Consultant (Outside Opinion)



Physical Planning

Observing Behaviors

Downtown Cadillac

- ▶ Traffic calming
- ▶ Link the downtown with the waterfront
- ▶ Increase downtown events/festivals
- ▶ Encourage pedestrian travel throughout
- ▶ Wayfinding
- ▶ Arts & culture
- ▶ Snowmobile access
- ▶ Create White Pine Bike trail staging area
- ▶ Downtown apartments for Baker College
- ▶ Wi-Fi
- ▶ Retail on side streets
- ▶ Upper story cafes
- ▶ Evening hours
- ▶ Maintain theater

Identified Needs

Identified Needs

Downtown Cadillac



Gateway Treatment
(Under Construction)



Seasonal Landscape

Downtown Cadillac

LAKE FRONT PARK

FEATURES

- PERFORMANCE PAVILLION
- BOAT LAUNCH
- PUBLIC BEACH
- WALKWAY
- PICNIC AREAS
- BOAT DOCK
- FISHING ACCESS
- LANDSCAPED & LIGHTED

LAKE FRONT PARK ATTRACTS THOUSANDS OF VISITORS A YEAR WITH ITS LOCATION, BEAUTIFUL LANDSCAPING, AND STUNNING VIEWS OF LAKE CADILLAC. THE PARK IS POSITIONED NEAR THE DOWNTOWN STRIP AND HAS OVER A MILE LENGTH OF SHORELINE. THIS IS A HAPPENING PLACE ALL DAY EVERYDAY IN CADILLAC, MI.

THUR JAZZ 7PM
FRI ACOUSTIC ROCK CONCERT 6P



Linking the Downtown with the Lakefront

Mini-Marina Development

Downtown Cadillac



Downtown Cadillac



Arts & Culture



Arts & Culture

Downtown Cadillac



Festivals & Events



Synergy Nodes

Downtown Cadillac



Traditional



Traditional

Downtown Cadillac



Use of Upper Story Space



Specialty Shops

Downtown Cadillac



Public Spaces



Public Spaces

Downtown Cadillac



Public Spaces



Public Spaces

Downtown Cadillac



Quiet Features



History Lives!

Downtown Cadillac



Sensitive to Place

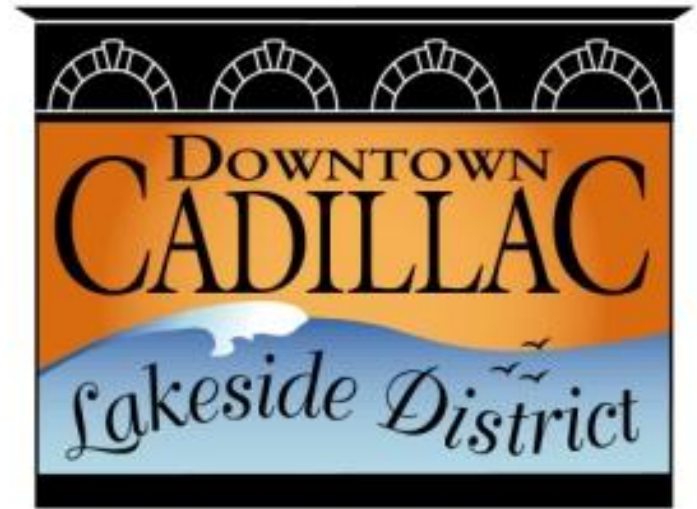


Sensitive to Place

Downtown Cadillac

Challenges

- Identity
- Transition can be difficult
- Financial
- Timing
- Growth/No Growth



Hope it Happens

Make it Happen!

Downtown Cadillac

Financial Assistance

- ▶ Facade Loan Program
- ▶ Elevator Grant Program
- ▶ Brownfield Redevelopment Program
- ▶ EPA Site Assessment Grant Program
- ▶ Parking Lot Assessment Program
- ▶ Downtown Fund Program



Financial Tools

Sense of Place

Downtown Cadillac

“There’s a place for you!”

