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DESIGN DEVELOPMENT SUMMARY

This chapter provides written and graphic conceptual design for the proposed FBD Streetscape, Waterfront and Wayfinding Signage system proposals. The following development objectives expand the project goals below and provide the basis for site design and concept development plans and visualizations completed for this project.

PROJECT GOALS (Repeated from Preface)

- 1 Foster the notion of developing a sense of place, a distinguished Village all its own that shares diversity in its history and culture, people, architecture, and public spaces.
- 2 Build upon existing infrastructure.
- 3 Improve walk-ability and universal access throughout the Village Center and waterfront.
- 4 Improve way-finding and signage.
- 5 Develop and improve existing pathways and make connections to village center and waterfront.
- 6 Improve the overall waterfront with a focus on connectivity between the three sub-areas (G. Marsten Dame Marina Park, South Beach Park, and Haserot Beach Park), and design for universal access, and improvement of environmental conditions.
- 7 Provide solid alternatives for implementation phasing and funding.

Integrate and connect the Village Center streetscapes with the public waterfront and surrounding Community

- Emphasize physical connections and functional linkages that reinforce the Village Center and waterfront as a destination and gem in Leelanau.
- Ensure that the waterfront parcels remain the Village's signature public spaces and the focus of the urban open space and lakefront access systems.
- Create stronger pedestrian and bicycle connections to pathways planned to link to Bramen Hill and other recreational spaces
- Improve Village streets, in particular Nagonaba and Waukazoo Streets, as a component of the waterfront with complementary uses and activities, including redevelopment of vacant or aging buildings and parcels along the principle streets.

Accentuate the community's waterfront and "lands-end" location in the County

- Strengthen opportunities for diverse activities, for visual and physical access to the water, and highlight the historical aspects and ties to past and future.
- Increase opportunities for the general public to view and interact with the lake including controlled and deliberate access points along Mill Creek and the water's edge and at-grade crosswalk enhancements at all-side streets.
- Create destinations within the Village center and waterfront that attract visitors and incorporate environmental and historical interpretation and education into the experience. Include features that support waterfront and downtown activity, including subspaces like the Library—outdoor internet hub, historic ships, shade pavilions and people sub-spaces and connective pathways.

Create an environment for diverse activity and expanded recreational opportunities

The waterfront and village center accommodates a broad range of activities throughout the year—from major civic gatherings to small and large group recreation and individual leisure time and reflection.

- Create multiple "centers of activity" (such as Nagonaba Street—Block 1) at key locations to foster sociability and interaction, encourage evening activity, and improve a sense of comfort and security in the Village Center.
- Create, enhance or add intermediate destinations within the waterfront and village core that attract visitors and support diverse activities throughout each season.
- Design the subspaces as venues for distinctive civic celebrations, with features and infrastructure that support programmed events and can accommodate temporary art installations and performance presentations during the day and evening.
- Create and enhance an environment throughout the waterfront and Village center that invites small group and individual use.
- Provide smaller areas with seating in addition to the large, open, and public spaces.
- Provide a variety of well-designed support facilities for visitors, such as secure restrooms, drinking fountains, benches, lighting, and other basic amenities to ensure that the waterfront and Village center are sought out and used throughout the year.

DESIGN DEVELOPMENT SUMMARY (Continued)

Develop and maintain a system of circulation routes in the waterfront and which are linked to other Village locations and planned trail systems.

A non-motorized circulation system in the waterfront should be comprised of the following major elements:

- A main promenade: a 12-15' wide improved waterfront walkway beginning at the "South " beach, continuing along the G. Marsten Dame marina and boat launch and break water, and circulating through Haserot Beach park back to Bay Street.
- Walkways and Sidewalks : improved or new sidewalks along Waukazoo and Nagonaba, will be 12-15' wide.
- Walkways and Sidewalks : improved or new sidewalks along Second and Third streets will be 5-6' wide
- The park and downtown walkways will be designated as pedestrian only zones with possible on-street bicycle lane designations to serve that need.
- The park and Village Center streetscapes will be suitable for cyclists willing and able to ride slowly on a shared, multi-use path.
- Bicycle racks and other support amenities encourage appropriate use zones.

Develop and improve a system of public parking facilities in the waterfront and Village Center which are linked with non-motorized pathways, walkways and planned trail systems.

A public parking enhancement system in the waterfront and village core should be comprised of the following major elements:

- Road end or terminus parking areas with drop-off zones or loops, universal and barrier free parking spaces and amenities.
- On-street parking where possible and appropriate.
- Quasi-public parking lot development where feasible and strategic to support village business blocks and/or the waterfront.

A comprehensive program of interpretive elements is recommended for the waterfront and Village Center area. Although the waterfront includes several sites of historical and cultural interest, very little is provided to identify and describe them for the public. A system of new and updated interpretive elements should be prepared and installed to instill an appreciation for the Mill Pond and creek, the park parcels, and other features, and their history.

Provide a variety of ways for visitors to learn about the village and waterfront, and specific site's history.

- Develop educational and interpretive elements regarding the environmental importance of the Mill Creek, Lake Michigan and coastal habitats, and the development and use of the adjacent lands, as well as preservation of vegetative buffers, and fish and wildlife habitat within urbanized areas.
- Develop and enhance the Visitor's Center concept as a key focal point for directions and information on features of the waterfront, Village Center, amenities, services, local events, as well as adjacent points of interest.
- Develop interpretive elements at or near the Historic Museum and Visitor's Center for education on storm water systems from home to water body and their relation to the environmental quality of the region.
- Incorporate interpretive elements wherever possible, into the designs for built and existing elements of the waterfront and village streetscapes (walls, walkways, light and banner, shade and picnic shelters and restroom structures) to achieve a harmonious design environment.
- Develop a system of informational and directional (Wayfinding) signs to guide visitors within the village and to other adjacent attractions.
- Coordinate the signs and graphics with the designs for waterfront and downtown fixtures and furnishings to ensure effectiveness with a minimum of clutter.

STREETSCAPING - DESIGN PROGRAM

The following summarize the type of improvements proposed for various Village Center corridors; principally Waukazoo and Nagonaba Streets.

Possible Michigan Department of Transportation (MDOT) Turn-back of M-201 to the Village was incorporated into streetscape design program options. If the Village does not pursue this a M-201 turn-back alternative with MDOT—some design elements may not be possible or have significant limitations based on the design geometry MDOT will likely approve. The program elements having limitations in a non-turn-back scenario are have additional notes in parentheses.

In any case concept the Village or future Village DDA will need to conduct additional design development evaluation with the Traverse City MDOT—Transportation Service Center (TSC) Staff to discuss options on the possible streetscapes.

WAUKAZOO PROPOSED STREET CHARACTER

- Maintain open, clean lines, contemporary to accentuate “Avant-garde” character
- Provide contained planter areas and planter pots for greenery — No “street trees” due to narrow cross section
- Provide sculptural vertical elements for added visual interest
 - Wayfinding “trailblazer” signs
 - Banner poles
 - Public art
- Widen sidewalk widths from 5 to 6+ feet
- Install decorative concrete paver / brick gutter and carry over from Gateway District (possible with a M-201 Turn-back only)
- Introduce decorative paver / brick detail behind curb
- Encourage more development of quasi-public hardscape / “softs”-cape people spaces outside of road right-of-way (work with private land owners)
- Provide decorative street lighting
 - Moderate light levels (70 watt)
 - Mid-level mounting heights / suspended system – 12-14 feet or pole mounted light poles (Suspended system has advantages in the narrow cross section and R.O.W. limitations)
- Utilize, encourage business lighting on street-facing façade
- Implement traffic calming measures
 - Curb projections / Bump-outs / Mid-block pedestrian crossing (limited without M-201 turn-back)
 - Strong vertical elements
 - Narrowed driving lanes (possible with an M-201 turn-back only)



Examples of pedestrian-scale, dark-sky decorative lighting options for Waukazoo streetscape



**Insert Waukazoo
Streetscape Cross Sections**

**Insert Waukazoo
Streetscape Cross Sections**

**Insert Waukazoo
Streetscape Overall Plan**

**Insert Waukazoo
Streetscape—South Half**

**Insert Waukazoo
Streetscape—North Half**

**Insert Waukazoo
Street Scene Visualization 1**

**Insert Waukazoo
Street Scene Visualization 2**

STREETSCAPING - DESIGN PROGRAM (Continued)

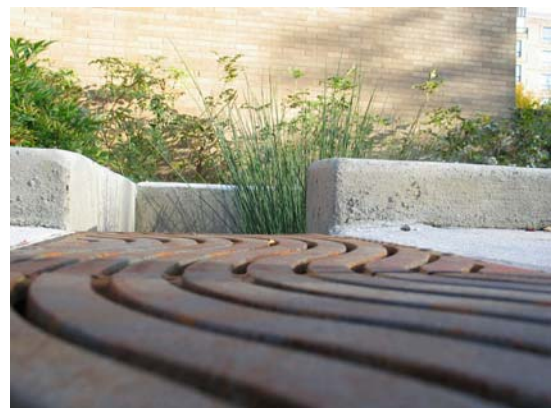
NAGAONABA PROPOSED STREET CHARACTER

- Accentuate directed views to waterfront particularly from Block 1 (post office block)
- Establish overhead tree canopy
 - Replace street trees
 - Possible species Honey Locust
- Provide sculptural vertical elements add visual interest
 - Wayfinding “trailblazer” signs
 - Light poles
 - Banner poles
 - Public art
- Widen sidewalk widths from 5-10 feet to 10-15 feet
- Install decorative concrete paver / brick gutter carries from Avant-Garde District
- Introduce enhanced decorative paver / brick detail behind curb (M-201 Turn-back scenario only)
- Decorative paving more intense at corners and seating areas
- Storm water planters / Celebrate and interpret stormwater—and are part of good Low Impact Development (LID) best practices
- Provide decorative street lighting
 - Moderate to High light levels
 - Mixed lighting sources/ LED / “dark-sky”
 - Higher - level mounting heights – 18 feet
- Re-introduce Bollard Lights from Gateway District
 - Selected areas - Connection to waterfront
- Implement traffic calming measures (Curb projections / Crossings, possible traffic control at Mill St.—Turnback only)

- Mid-block crossing to encourage cross shopping and walk-ability (Maybe possible without Turnback)



Storm-water planters integrated into redeveloped streetscapes in Portland, Oregon—are possible for parts of Nagonaba Street



**Insert Nagonaba
Streetscape Cross Sections**

**Insert Nagonaba
Streetscape Cross Sections**

**Insert Nagonaba
Streetscape Overall Plan**

**Insert Nagonaba
Streetscape—Block 1**

**Insert Nagonaba
Streetscape—Block 2**

**Insert Nagonaba
Streetscape—Block 3**

**Insert Nagonaba
Street Scene Visualization 1**

**Insert Nagonaba
Street Scene Visualization 2**

WATERFRONT - DESIGN PROGRAM

The following summarize *verbally* the type of improvements proposed *visually* for various village waterfront; principally Haserot Beach Park, G. Marsten Dame Marina Park, and “South” Beach Park.

HASEROT BEACH PARK—IMPROVEMENTS



Add a Picnic-Shade pavilion near north end of the public beach

- Consider permanent fabric tensile type open-air shade structure
- Create a strong maritime waterfront theme
- Tie to the historic sailing port area located off the north end and provide interpretation
- Add harmonious but sculptural component to an otherwise basic open space park
- Provide medium-size waterside venue, picnic and gathering space needed at this popular beach
- Implement annual beach grooming program

Add a Universal Access fishing pier near mouth of harbor

- Create a pile supported 10' x 50' to 60' (500 to 600 Sft.) wood and steel fishing pier
- Design to current MDNR, ADAG and Michigan Barrier-free standards
- Provide seating, standing and observation opportunities
- Tie to a universal access walk-way and public parking
- Pursue funding support through Great Lakes Fisheries Trust Fund (GLTF)

Third St. public parking or cul-de-sac to accommodate 20-30 cars

- Extend Third Street public right-of-way across the old rail road corridor and into park
- Develop a one-way looping cul-de-sac with radial parking along north park property line
- Incorporate or remove existing former coast guard halyard tower
- Implement “Haserot Park” signage at entrance to parking
- Provide and maintain driveway access to private properties along Third Street
- Develop parking cul-de-sac to support car show event and other “in the park” programmed events

Develop limited universal access walkway connections

- Create connecting walkways from Bay street along Third Street around cul-de-sac and connecting to beach area
- Develop walkways with concrete and incorporate pavers, scoring patterns, integral walks along parking areas, and crosswalk striping and tactile warning strips where appropriate
- Provide litter containers, “doggy” bag stations and fixed seating along walks

Consider cultural, and historic maritime, and railroad interpretation to support History Museum

- Develop interpretive signage/map(s)
- Consider environs of former Pier Group building, door factory and Art Galleries in park development
- Wayfinding for the historic museum, public restrooms and Visitor’s Center
- Create rail motif paving / plaza space in the vicinity of the former Railroad Depot (History Museum)

Create a boardwalk and native plantings to enhance Mill Creek corridor

- Improve/widen Mill Creek footbridge connecting to marina park
- Link a meandering creek side boardwalk from the marina outfall to Bay Street (make linkages up Second Street to Mill Street to Park Street Linkage to Mill Pond—See Nagonaba Streetscape)
- Develop a native plantings enhancement for the Creek corridor itself—including invasive species control, selective plantings to widen and naturalize this section of the creek

HASEROT BEACH PARK—IMPROVEMENTS (Continued)

- Provide access points for viewing and sitting

Site lighting to tie into other waterfront parcels

- Select fixtures with dark sky, and high efficiency ratings (consider newer Light Emitting Diode (LED) technology)
- Specify decorative maritime design lighting units to carry over or complement village core streetscape lighting
- Consider 14-16' mounting height for main access walk—promenade light poles.
- Complement light poles with similar style or family of pathway and area bollard lighting in designated areas

Marina Promenade Improvements

- Develop relighting program for promenade fixtures (see above)
- Reconstruct 10-12' width concrete promenade with boardwalk and retaining wall accents as an extension of G. Marsten Dame Marina promenade
- Implement more public seating opportunities along promenade
- Develop supportive "boater" grilling locations for additional proposed dockage along sheet pile wall
- Rework or relocate historic "Anchor" display into more prominent position visible from the water approach at the harbor mouth
- Consider transient (seasonal) tall ship, floating pier along rip-rap outside of navigable fairway



Examples of fabric tensile shade structures which could provide a timeless nautical feel and needed shade / pavilion



G. MARSTEN DAME MARINA PARK—IMPROVEMENTS



As part of the stakeholder input the FBD marina committee conducted a marina “boater” survey (conducted in October and November 2008) to solicit input on improvements, concerns, and needs and desires related to the Marina.

The following design recommendations incorporate the trends reflected by the survey as well as on-site evaluation of the physical resources available at the marina by the FBD Design team. The recommendations which follow are in no particular priority.

Existing Pavilion Enhancements

- Maintain current position and use of the pavilion
- Complete universal access to the pavilion by extending or modifying the existing on-grade boardwalk (maintain a gradient of no more than 1:20 (5%))
- Consider refurbishment of the wood ceiling, beams, floor, steps, and historic piling/posts.
- Refurbish two brass plaques on the entrance piling
- Refurbish and upgrade pavilion electrical as needed
- Improve lawn restoration in the vicinity of the pavilion and restroom building (sewer project restoration)
- Improve support landscaping

Expand Marina Shower/RR building and four season use

- Conduct an architectural evaluation to determine the opportunities and limitations to renovate and expand the existing shower / RR building
- Expand footprint to 2500-3500 Sft. to include a boaters day-use lounge, separate exterior accessed

public restrooms, laundry, a kitchenette

- Design the new Harbor Building to establish an appropriate “Northport” architectural waterfront style which can be unified with future new public buildings and renovations on the waterfront
- Create outdoor patio and deck spaces which can be use in extended seasons

Redevelop wider promenade along marina head wall

- Widen the existing concrete promenade by reconstructing it to a 10-12’ width minimum (currently 5-6’ wide)
- Create head pier boater support areas along promenade with new pier identifiers, litter and recycle containers and service cart storage areas
- Create head pier boater recreation areas along promenade with new consolidated grills, prep tables and picnic tables.
- Implement new waterfront light standards 14-16’ mounting height to tie to rest of park spaces.

Relocate large dumpster enclosures

- Reconstruct enclosures further off the main promenade (north and south parking lots)
- Improve enclosure aesthetics and screening and tie materials into other wall materials along promenade
- Allow user access, and staff refuse management

Create Public Plaza Space at public boat launch

- Work with MDNR Waterways to relocate of majority of boat launch car-trailer parking to new parking area along Bay Street
- Create Public/Plaza space integrated at boat launch parking capable of staging public events
- Consider programming public events like a maritime festival, farmers/craft market, holiday sidewalk days, and a “Friday” night live type event connected to Nagonaba Street
- Modify drive entrance to allow for new walkway connections and crosswalks to Village Center
- Tie new site lighting for marina launch site with downtown
- Provide Universal Access improvements and appropriate parking to marina piers, promenade and buildings

G. MARSTEN DAME MARINA PARK (Continued)

- Relocate Memorial Boulder as a major entrance feature
- Relocate G. Marsten Dame—Waterways Sign Plaque from existing island and create more visible facility signage at entrances
- Continue to evaluate available parcels for off-site car-trailer parking to support peak period and weekend demand if warranted
- Pursue MDNR Waterways—land-based infrastructure grant funds by leveraging Marina Funds at the appropriate time for a redevelopment project

Marina Pier and Dock upgrades

- Pursue waterways boating access grant funds to construct additional finger piers along north sheet wall
- Consider fuel dock services (Highly rated from '08 Boater Survey)
- Improve navigational aids and harbor mouth (highly rated from '08 Boater Survey)

South end parking lot renovations

- Extend new promenade past south parking and link with "South" Beach promenade
- Create a major cul-de-sac drop off zone for A and B piers
- Pull parking away from waterfront to allow better connectivity and extension of the waterfront walkways from "South" Beach.
- Relocate dumpster further to the west and build a new enclosure
- Develop permeable, decorative paver area or a green space island for the cul-de-sac and consider placement of a historic-interest piece such as public art or a nautical artifact
- Eliminate or relocate tool shed near the south pier (from Boater's Survey)



Street scenes during Friday night live in downtown Traverse City—the first block of Nagonaba and the plaza space in the marina could provide similar opportunities in Northport.



SOUTH BEACH PARK—IMPROVEMENTS



Beach vicinity improvements

- Re-grade beach above ordinary high water, possibly use removed sand as berm backfill for proposed landforms
- Create coastal (secondary dune) and secure MDEQ joint permit for construction and annual maintenance for beach grooming
- Provide and encourage small boat use opportunities in the “South” Beach by for a new sailing program and potential future sailboat, canoe and kayak rentals
- Create staging areas (tables, seat walls) near Restrooms for Sailing program to meet and conduct land-based instruction

Construct a new restroom building

- Remove and replace old restroom on south property line with new universal access restroom with beach changing rooms
- Develop support elements including drinking fountain, bike racks, seating, and waste receptacles

Construct a new shade shelter

- Tie in a shade structure that matches the waterfront architectural character of the other spaces possibly a fabric tensile structure as proposed for Haserot Beach

Parking improvements

- Install a 20-30 car parking lot on the south end of the property in conjunction with a new restroom and walkways
- Consider pervious paving for this lot (Village utilizes this area for major snow storage—it can be utilized for a snow melt area)
- Consider parallel parking along Bay Street—currently occurs informally on the edge of the grass

General Park Improvements

- Construct an additional sand volleyball court
- Park tree planting and native landscaping
- Rework bus stop / play pieces for better position given proposed walks and amenities
- Provide universal access to play structure (currently does not have any BF surface) and additional walkways to connect to beach and marina
- Provide interpretive panels (possible focus on natural resources and water quality), improved site signage and park identification sign at new parking entrance
- Site lighting to tie into other waterfront parcels and follow main promenade walk

Develop a Waterside pavilion structure / or overlook deck location

- Create a waterside amenity with shade, seating, beach access and amenities in the south east end of the park
- Consider a fabric tensile structure similar to design character of pavilion recommended for Haserot Beach

**Insert Waterfront
Overall Conceptual Plan**

**Insert Waterfront
Visualization 1**

**Insert Waterfront
Visualization 2**

**Insert Waterfront
Visualization 3**

**Insert Waterfront
Visualization 4**

SIGNAGE DESIGN PROGRAM

Based on initiatives begun by the FBD Signage committee, additional research, communication with the Michigan Department of Transportation and design development the following signage program is offered for the community environs of Northport.

As identified in the project Development and Validation phase (See Chapter 1) the Community of Northport has five uniquely distinct sub-areas or districts - within the Village Core (project area) as follows:

GatewayDISTRICT

Avant-GardeDISTRICT

MarketDISTRICT

ArtDISTRICT

WaterfrontDISTRICT

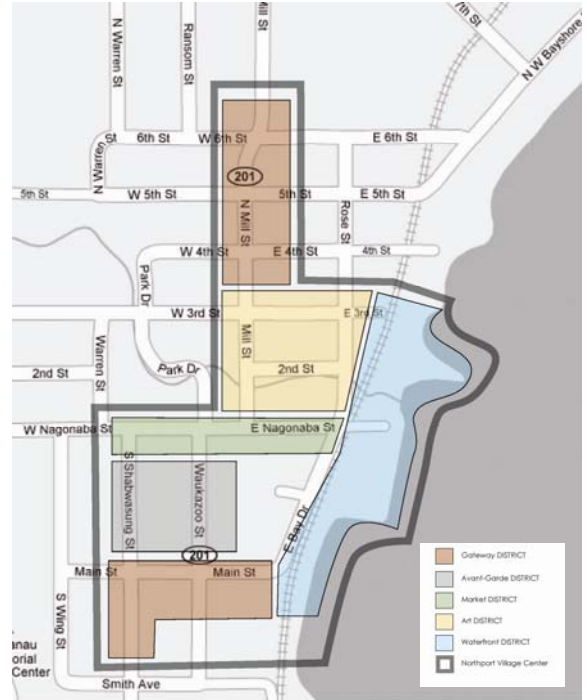
Working with these sub-districts can help to create desired and distinguishable qualities within the Village core including; *Overall Ambience, Architecture, Street Character, People Space, and Activities & Events.*

A signage system implemented for the community should marry with the essence of the districts and create detailed design solutions which support and complement the character of the district.

A *proto-type logo* was developed tying into maritime history of Northport. Utilization of standard logo will accomplish the following:

- Help establish a common element for the signage system as well as helping to tie signage together thematically
- Help strengthen the "Brand" of Northport with a simple and easily identifiable icon

The proposed signage accomplishes a harmonious "look" that ties the signage together, yet help support the District identification using a *color and nomenclature hierarchy*. This use of color and nomenclature hierarchy occurs on both the primary vehicular and secondary "orienting" (pedestrian oriented signage).



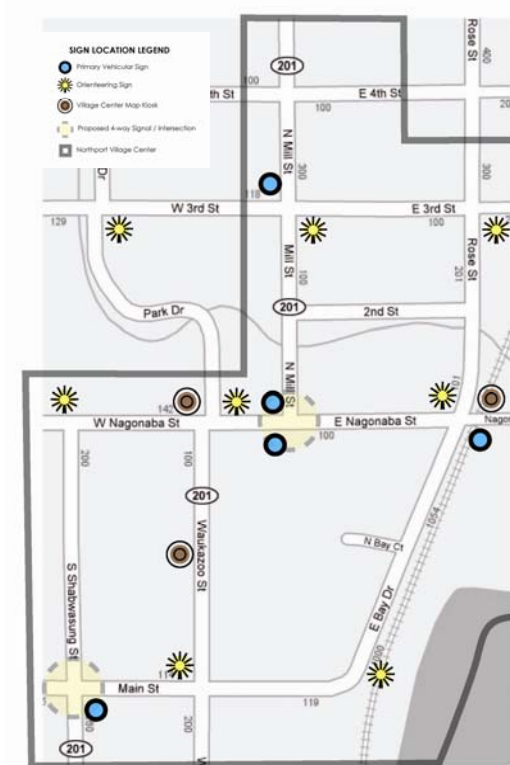
SIGNAGE PROGRAM (Continued)

GUIDELINES

Signage and wayfinding systems play an important role in creating a comfortable urban environment by establishing a visual guide and orientation tool for both pedestrians and drivers. Recognizing this fact, the Village of Northport and the Leelanau Township Community Foundation have embarked down the path of implementing a system of signs and environmental elements (i.e. banner poles, street furniture) that will enhance and unify the Village Center as well as the specific districts this planning efforts identified as playing an integral role in “placemaking” for the greater community.

The following Wayfinding Signage guidelines have been developed to provide a basis for design and implementation and include:

- Reinforce the overall visual image and character of the Village Center including the five distinct districts (Gateway District, Avant-Garde, Market District, Art District, Waterfront District) through way-finding signage. Information pertinent to the individual districts should vary to strengthen identity, but still relate an overall signage system.
- Create signage that is informative, yet visually interesting. Directional and informational signage can be fun and informational as well.
- Develop a consistent signage program that has a clear hierarchy for communicating to people “how” they can move about, and “what” to expect as they move about the environs of Northport. Circulation signage includes (i.e. Primary Vehicular Signs, Orienteering Signs, Interpretive Signs, Identification Signs, and Regulatory Signs).
- Create seamless components of an overall signage system that is holistic using all types of signage including directional maps, public transportation schedules, place name indicators, etc.



SIGNAGE PROGRAM (Continued)

Working from concepts that were developed for the streetscapes and waterfront and the District Map for wayfinding and circulation, individual maps were created for Gateway Signs, Circulation Signs, and Interpretive Signs.

GATEWAY SIGNS

The Gateway Sign Map evaluated existing sign locations, both state and local, evaluating primary arrival and access corridors, proposed further evaluation and study be conducted for signaling at intersections M-201 and Main Street and M-201 and Nagonaba Street.

It has been recommended that further evaluation of existing MDOT signs along M201 be evaluated against the latest sign concepts. At the corner of M-201 and M-22 sign consolidation is possible when the Village moves forward with an approved signage plan.

Existing MDOT directional signs including “Business District” and “Northport Point” could be removed at this time. This corner or southern gateway will be critical for the introduction of the wayfinding sign system. The northern gateway of M-201 and Eighth Street has also been identified for introduction of the wayfinding sign system.

CONCEPT SIGNS

Working under the constraint of M-201 State regulation and permit requirements sign concepts were developed that could be used for both M-201 and other Village streets, including the Waterfront District. The Primary and Orienteering sign array begin to develop a sign array that can be used for preliminary discussions with the Michigan Department of Transportation (MDOT) and local Transportation Safety Center (TSC).

The sign concepts (design style) need to be flexible enough that materials can be modified for other Village streets and parks to soften the appearance and provide more detail.

For example, M-201 signs will most likely be constructed of approved materials permitted under the state highway right-of-way; however, in areas outside of the right-of-way, sign panels could be

constructed of wood, wire mesh, high pressure laminate, and acrylic. Minimum and maximum sizes could also be adjusted outside of the right-of-way to better fit the location and site context.

CIRCULATION SIGNS

The Circulation Sign Map evaluated possible sign locations within the Village Center (See map—previous page). The circulation signs consisted of Primary Vehicular, Orienteering Signs (Secondary Signs), and Village Center Map Kiosk locations.

The Primary Vehicular Signs will work together as a holistic system and need to be implemented together in order to function properly. Since an M-201 turn-back is not anticipated, these signs will have to work in concert with M-201 Markers already in place or optimally be reinstalled in consolidated sign clusters.

Three levels of hierarchy exist within the array of Primary Vehicular Signs and include Primary Vehicular Signs that would be used at the gateways, Primary Vehicular Signs that would be used on M201 in the Village Center, and Primary Vehicular Signs for other Village Streets outside of the jurisdiction of M-201. The Primary Vehicular Signs for other Village Streets would be designed more as Village Friendly Signs, scaled to the street context and district character that exists.



SIGNAGE PROGRAM (Continued)

Secondary Signs or “Orienteering Signs” and are directed at pedestrians. These signs would most likely be outside the right-of-way of M201; however, they would be unified in design together with the Primary Vehicular Signs.

INTERPRETIVE SIGNS

The Interpretive Sign Map provides a concept plan identifying possible, general locations to implement signs. The interpretive sign program was broken into two possible interpretation scenarios that included one for historical and cultural interpretation and a second for natural resource interpretation. The Interpretive Sign Map identifies not only locations, but begins to identify interpretive and educational themes that might best-fit the location under the new streetscape and waterfront conceptual plans.

Interpretive signs definitely add to the overall wayfinding signage system; however, they are not essential to the success of providing the necessary signs for circulation.

ACTION PROGRAM

It is recommended the Village move forward with identifying circulation signs that will provide a basis to build from. This selection should be limited to 1 to 3 locations that are deemed priorities. Although, as stated in the guidelines, it is important to create a seamless system that is holistic in parts to provide the most successful wayfinding system.

The following are the next critical steps to advance initial implementation:

- Utilize a local sign manufacturer review prototype signage, logo options and develop preliminary cost projections
- Select 1 to 3 optimal placements for installation and review with Village Council
- Utilize a consultant to mediate and work together with MDOT and the local TSC to review permit requirements based on the developed sign concepts and maps

The following steps will create a comprehensive approach for a full signage system and help guide future efforts:

- Develop and validate a more in-depth inventory of existing signs along M-201 and the Village
- Develop site plans to scale that show property boundaries, site layout of proposed sign locations, roadway width, right-of-way, ditch, curb, utilities, etc
- Develop additional sign fabrication CAD details and placements suitable to solicit fabrication and installation quotations
- Identify and bring on board a local sign manufacturer to develop sign proofs and models to scale that can be used to develop cost projections
- Build political and public support by involving stakeholders, business owners, and the public
- Develop and augment a phasing and funding scenario
- Incorporate signage as part of other streetscape and waterfront parcel final design and implementation

Insert MAP
Wayfinding Map 1

Insert MAP
Wayfinding Map 2

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Wayfinding Map 3

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Wayfinding Map 4

Insert Graphic
Wayfinding Sign Concepts

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Wayfinding Sign Logo Development