

# Village of Cassopolis Broadway Corridor Vision Cassopolis, MI



Sustainable Built Environment Initiative  
Final Report - October 2018

**MICHIGAN STATE**  
UNIVERSITY

School of Planning, Design  
and Construction



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\*All photos, unless otherwise noted, are courtesy of the MSU SPDC

# Acknowledgements

## Local Partners

The Village of Cassopolis, the Cass County Economic Development Corporation, Cass County Administrator Karen Folks, Village Manager Emilie Sarratore and Southwestern Michigan Economic Growth Alliance Executive Director Barkley Garrett all played vital roles in making this project possible. These local leaders' dedication and coordination made the input sessions successful at a level that would not have been achievable otherwise.

## The Michigan State University Team

Michigan State University (MSU) and the School of Planning Design and Construction (SPDC) is led by co-principal investigators Wayne Beyea and Warren Rauhe, MSU Extension Educator Wendy Walker-Dyes, Lead Designers Jack McDonough and Brandon Chaney and Research Assistants Zach Vega, Elena Cangelosi and Douglas Powers.

## Special Thanks

The MSU Project Team would like to express their gratitude to the various stakeholders who attended the Community Visioning Meeting, Preliminary Design Meeting, and/or provided feedback during this process to make this project possible.

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*"A Friendly Lakeside Community"*



The Cass County Board of Commissioners, the Cass County Economic Development Corporation and the Village of Cassopolis would like to thank the following sponsors. The Imagine Cass! – Embrace the Vision effort would not be possible without their generous contributions and support.

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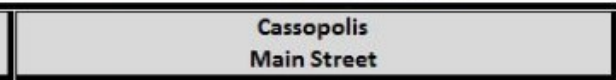
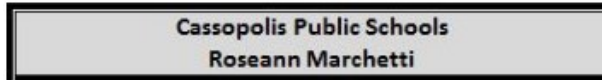
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# Introduction

# Introduction

MSU Extension (MSUE) and the School of Planning, Design and Construction (SPDC) have jointly developed the Sustainable Built Environment Initiative (SBEI) to address sustainability challenges and improve the quality of life in Michigan's communities. The partnership allows for an integrated approach to solving complex community problems through the diverse expertise found within the School of Planning, Design and Construction along with MSUE's institutes and Extension educators. The Sustainable Built Environment Initiative focuses on projects that integrate planning and design elements within a sustainability framework.



## OBJECTIVES OF THE SBEI

- Work with communities to develop sustainable planning and design ideas for local issues and opportunities
- Build consensus and generate ideas to address challenging sustainability concerns
- Act as a bridge between communities and consulting, planning and design professionals

# Project Overview

The purpose of the project is to develop a future vision for the Broadway Street corridor within downtown Cassopolis.

This project aims to reimagine what a thriving, vibrant Broadway Street Corridor could look like and to better understand the steps it will take to get there. The goal is to use this visioning process as a launching pad for the community.

The specific areas addressed are: a Cohesive Vision for the Broadway Corridor, Broadway Street Corridor Shopping District and Connection to Stone Lake.

This SBEI project is the first step in a much broader countywide visioning process. In addition to this visioning process, the Village of Cassopolis is undertaking a Master Plan update. This SBEI project will provide additional input for that process.

Ultimately, the community feedback focuses on four themes with which to move forward: Streetscape Aesthetics, Connectivity, Culture & Scenery and Adaptive Reuse. With a thorough and collaborative process, the MSU team worked with the Cassopolis community to address these objectives and formulate an action plan of realistic solutions to achieve a more sustainable built environment.

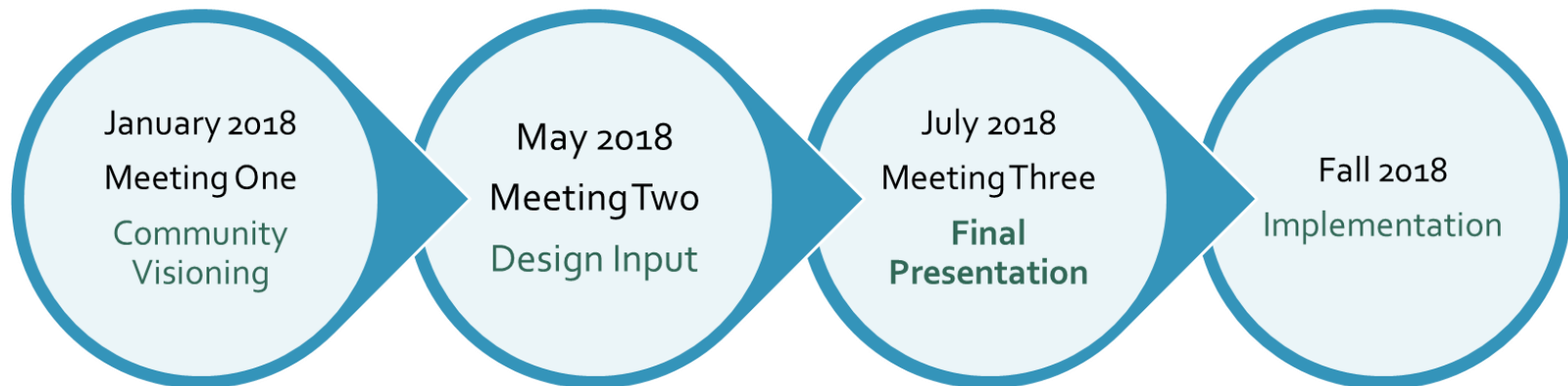




# Process

## Visioning Sessions, Preliminary Recommendations, Final Plan Presentation, Implementation

To achieve a plan for the downtown accurately representing the interests of the community, a three-meeting input process was adopted. On January 31, 2018 the first meeting was held as a preliminary opportunity for the residents of Cassopolis to discuss what the future of the Broadway Corridor area should become. With the help of local representatives, the meeting acted as a forum for community leaders and citizens to make suggestions concerning safety, function and aesthetics. The second meeting with the community members was held May 9, 2018. Its primary purpose was to present preliminary recommendations and designs for the area, and to begin receiving feedback from citizens. At the third and final meeting on July 11, 2018, the final design images and planning recommendations were presented to the public.



# Inventory & Analysis

## Existing Site Conditions



The Village of Cassopolis applied to work with the MSU SBEI team to further develop their downtown area. This initiative took place at the same time the Village was updating its Master Plan. The project area was examined within its surrounding context and in relation to nearby community assets. Specifically, the project focused on the corridor between York Street and Jefferson Street, with linkages along Broadway from Stone Lake to the downtown. The main objective of this project was to reimagine what a vibrant Broadway Street Corridor could look like. The corridor has a number of community assets including the Historic Carnegie Library and the Historic County Courthouse on the north; a number of storefronts and second floor living spaces in the heart of the village; and Stone Lake and the Pioneer Log Cabin to the south. These assets are in place for this to be an attractive destination for residents and visitors alike.

# Existing Conditions Images



S Broadway St and E Water St, looking north



S Broadway St and E State St, looking east



S Broadway between State St and Jefferson St, looking west



S Broadway St and S Disbrow St, looking south



# Community Input

# Community Input

## Meeting One: Community Visioning

The citizens of Cassopolis first met with the MSU team at a community visioning session on January 31, 2018 at the Cass County Council on Aging. The MSU faculty presented an overview of the SBEI process, the existing conditions of the corridor and provided a map of the project site. Worksheets were distributed with three different question prompts:

- What are you proud of about the project site and the immediate area?
- What are you sorry about for the project site and the immediate area?
- What would you like to see as you float over the site in a hot air balloon 15 years from now?

Over **200** community members made comments and recommendations for the Broadway Corridor during Meeting One.

Village of Cassopolis citizens had concerns mainly regarding **underutilized spaces** and buildings, **poor access to Stone Lake** and the downtown's **lack of aesthetic**.



*"There comes a time when individual goals align, and all that is needed to carry us toward our shared objective is a singular force."*

**Now is the time...And you are that force!**

On January 31, 2018, the movement begins! Under the direction of Michigan State University's Sustainable Built Environment Initiative, the Cass County Board of Commissioners, the Cass County Economic Development Corporation, and the Village of Cassopolis, will begin to create a vision for the future of our community -- a vision that honors our rich past, embraces opportunities for a vibrant future, and begins with a focus on the Broadway Street corridor in downtown Cassopolis.

**YOU are a critical and valued part of the visioning process! Please mark your calendar and plan to attend this unprecedented and important event!**

**IMAGINE CASS - Embrace the Vision!**  
Wednesday, January 31, 2018  
6:00 - 8:00 P.M.  
Cass County Council on Aging  
60525 Denator Road - Cassopolis

**Please RSVP at - <https://imaginecass.eventbrite.com/>**

Details to follow. Questions? Contact County Administrator Karen Folke at 269-445-4420.

\*The Michigan State University Sustainable Built Environment Initiative is a project of the MSU School of Planning.

See **Appendix A: Community Engagement** for more details.

# Visioning Input Summary

What are you proud of about the project site and immediate area?



What are you sorry about for the project site and immediate area?



What would you like to see as you float over the site in a hot air balloon 15 years from now?



See Appendix B: Meeting One Visioning Input for more details.

# Community Input

## Meeting Two: Design Input & Summary

The citizens of the Village of Cassopolis contributed valuable input on the preliminary designs and recommendations for the Broadway Corridor Vision. On May 9, 2018, MSU hosted a second meeting, this time at Sam Adams Elementary School. The SBEL team presented design options and imaging surrounding those designs. Using sticky notes and feedback sheets, attendees responded to prompts distributed by the MSU team:

- What do you like about the designs presented today?
- What do you dislike about the designs presented today?
- What improvements/additions would you like to see regarding the designs presented today?

Village of Cassopolis citizens responded to the designs with feedback mostly concerning underutilized spaces and new opportunities for revitalization.



Over **200** community members provided design feedback and recommendations for the Broadway Corridor during Meeting Two.

# Design Feedback Summary



## ***What do you like about the designs presented?***

- \* Archway/entrance/sense of arrival
- \* Murals
- \* Stone Lake boardwalk/Stone Lake as a focal point
- \* Beautification/greenery
- \* Sidewalk improvements
- \* Local history incorporated
- \* Aesthetically pleasing (clean, colorful, welcoming, etc.)
- \* Public spaces, indoor/outdoor seating
- \* Streetscape amenities (benches, trash cans, flower pots, etc.)
- \* Statues/interactive tourism
- \* Infill designs, especially artists' studio
- \* Alley improvements
- \* Improved walkability
- \* Improves community
- \* Removing power lines
- \* Sinclair Station improvements
- \* Signage on storefronts



# Design Feedback Summary

## ***What do you dislike about the designs presented?***

- \* Who maintains it?
- \* Who pays for it?
- \* Parking not considered enough
- \* Some designs too contemporary/do not match the Cass identity
- \* Murals, be careful not to have too many or make them too busy
- \* Timeline, is it realistic?
- \* Need a clear theme
- \* Statues, be careful not to have too many
- \* Stone Lake not involved enough

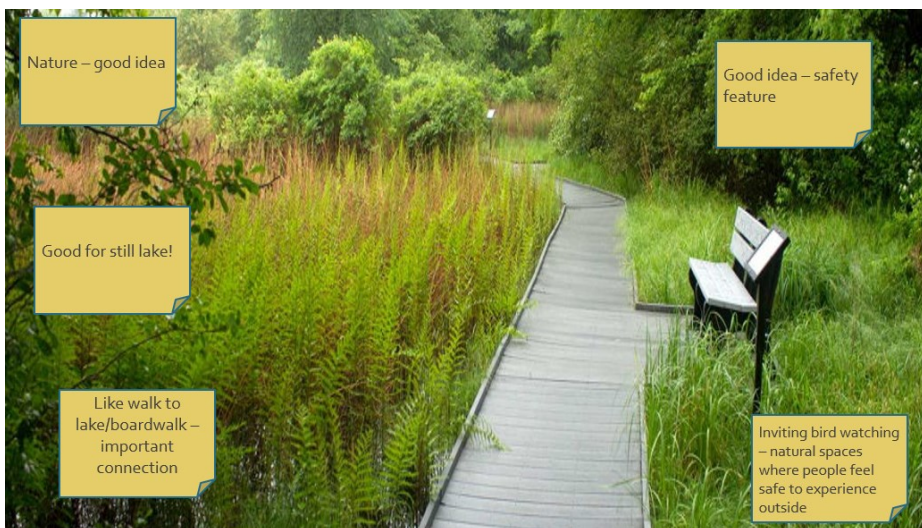


## ***What improvements or additions would you like to see regarding the designs presented?***

- \* More emphasis on Stone Lake
- \* More outdoor event space and outdoor seating
- \* More attention to downtown parking
- \* Ideas for rerouting truck traffic
- \* More emphasis on the Courthouse
- \* Attention to vacant buildings downtown
- \* Bike racks and bike paths

# Community Visioning Feedback Examples

Community members responded to character images of other cities' designs by adding their feedback directly onto the images with sticky notes. These images and the collected public sentiments helped the SBEI team hone in on the preferences of Cassopolis residents' vision for their community.

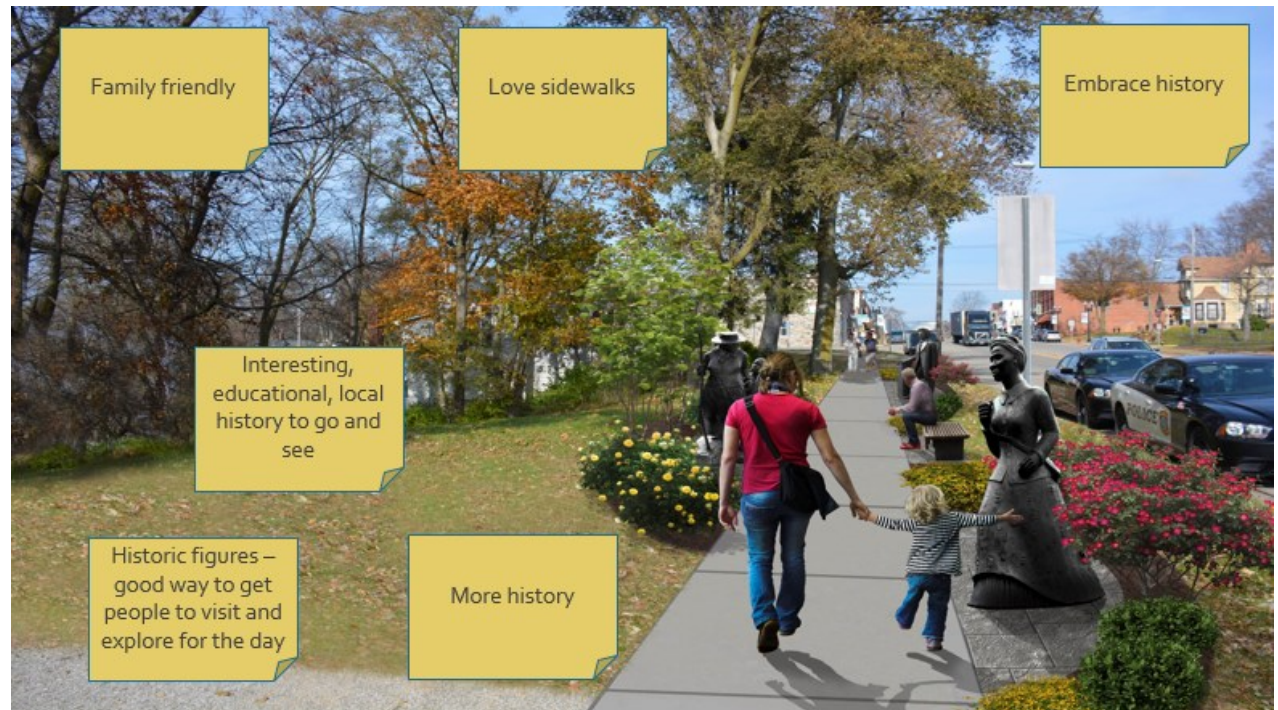




# Design Input

## Feedback Examples

Community members used the same method to engage with the initial design renderings for the project site itself.



See **Appendix C: Meeting Two Feedback Summary** for more details.

# Community Input

## Meeting Three: Design Preferences

The SBEI team met with residents and community stakeholders from the Village of Cassopolis for the final visioning meeting on July 11, 2018 at the Cass County Council on Aging. The SBEI team reviewed Meetings One and Two, after which they presented the refined design images. Attendees were asked to answer one question on a notecard provided at their table:

- Which one recommendation presented today would you most like to see implemented?



# Design Preferences

Which one recommendation presented today would you most like to see implemented?

Sidewalk improvements  
Sinclair Station improvements  
Alley improvements    Twirl improvements  
Stone Lake access/improvements  
Archway/sense of arrival to downtown  
Coffee shop/infill design next to Village Floral  
Courthouse landscaping/improvements  
back of building improvements  
Traffic calming/crosswalks

See **Appendix D: Meeting Three Implementation Preferences** for more details.



# Design Considerations

# Initial Design Considerations

The SBEI team used the design considerations shown below to inform the original visioning images. Based on community input from Meeting One and design feedback from Meeting Two, the SBEI team revised many of the images for the final design recommendations. The Meeting Two community feedback also helped the SBEI team to form the final design considerations, planning recommendations and action steps. Thanks to the input provided by the 200+ meeting attendees, the SBEI team was able to take these original design considerations and turn them into detailed redevelopment strategies with images showing potential goals for the community to reach.

- ADA accessibility
- Improve connections to parking areas
- Traffic calming
- Overall beautification
- Mix of small and large projects
- Behind stores parking lots with well-done connections to Broadway
- Benches and trash receptacles are part of a designed area not simply sitting there alone
- Create mini-event/pop up spaces (perhaps for a single musician)
- Improve crosswalks and streetscape, more pedestrian friendly
- Need landscaping and street furniture and streetlights that create a sense of place
- Public art and not just a few sculptures, interactive
- Bury electric lines
- Alley improvements
- Bicycle opportunities, parking and support
- Year round and multiple age group opportunities
- People places
- Signal a sense of arrival
- Building façade and rear improvements
- Create a "vibe"
- Celebrate the continuing historical heritage
- Connect to Stone Lake
- Wayfinding
- Celebrate the 4 corners in a unified manner
- color/color/color/color



# Planning & Design Recommendations



# Design, Policy and Implementation Recommendations

In order to move forward and execute the planning and design considerations, there are a number of recommendations that can be implemented. These recommendations are framed within four key themes that are intended contribute to the vitality and draw of Cassopolis' downtown. The four themes are Streetscape Aesthetics, Connectivity, Culture & Scenery and Adaptive Reuse. Design, Policy and Implementation Recommendations have been developed for each.

## Planning & Design Themes:

Streetscape Aesthetics

Connectivity

Culture & Scenery

Adaptive Reuse



# Streetscape Aesthetics



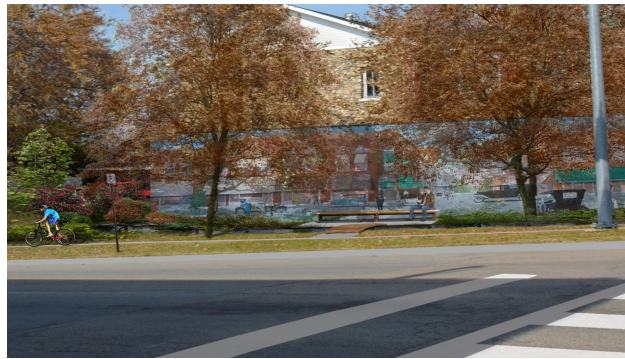
Before



After



Before



After



After

# Streetscape Aesthetics

Before



After



After



Before



After



# Streetscape Aesthetics

Before



After



After



After



After



# Streetscape Aesthetics

Before



After



# Streetscape Aesthetics

Design Considerations	Recommendations	Action Step
Add public art such as temporary pieces and murals	Lead a public art campaign with local associations and artists	Apply for the Michigan Economic Development Corporation's Michigan Council for Art and Affairs Grant to help fund the promotion of arts and culture in Cassopolis
	Focus on depicting the history of the area	Engage artists to identify potential locations for public art
Improve sidewalks in the downtown area	Cleanup and repair broken sidewalks	Implement an annual Capital Improvement Program for sidewalk replacement
		Initiate a Safe Routes to School program to establish sidewalk/bike path funding
Enhance building appearances to make the downtown more attractive	Update awnings and facades on downtown businesses that reflect the proper historical period	Establish a local façade improvement program through mini grants and Community Development Block Grants
	Make improvements to the rear of buildings on Broadway St	
Add landscaping and greenery to streetscape	Plant flowers, trees and other small shrubs that enhance the outer appearance of downtown businesses	Update the zoning ordinance to include greenery as a requirement for development
		Work with non-profits in the area to establish a beautification initiative

## Planning & Design Recommendations



Incorporating repurposed and recycled materials into local art and streetscape enhancements can reduce local landfill waste; encourage local recycling, repurposing, and artistic economies; and build community cohesion by connecting the history of Cassopolis with today's community. All of these help to meet the triple bottom line values of sustainability (environmental, economic and social).

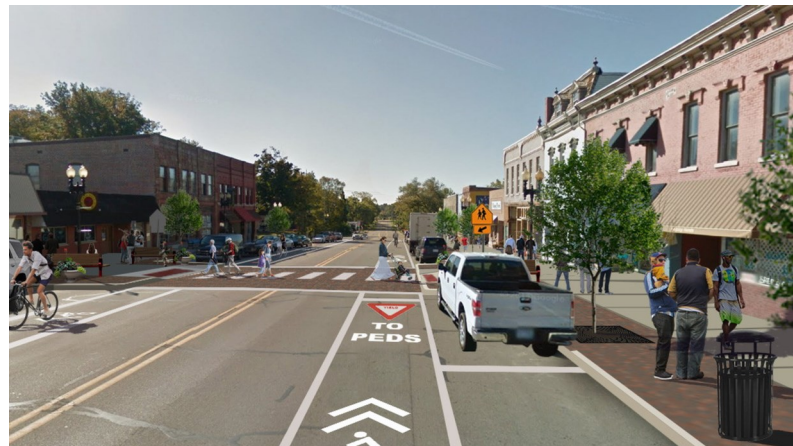
## Sustainability Tip

# Connectivity

Before



After





# Connectivity

Before



After



# Connectivity

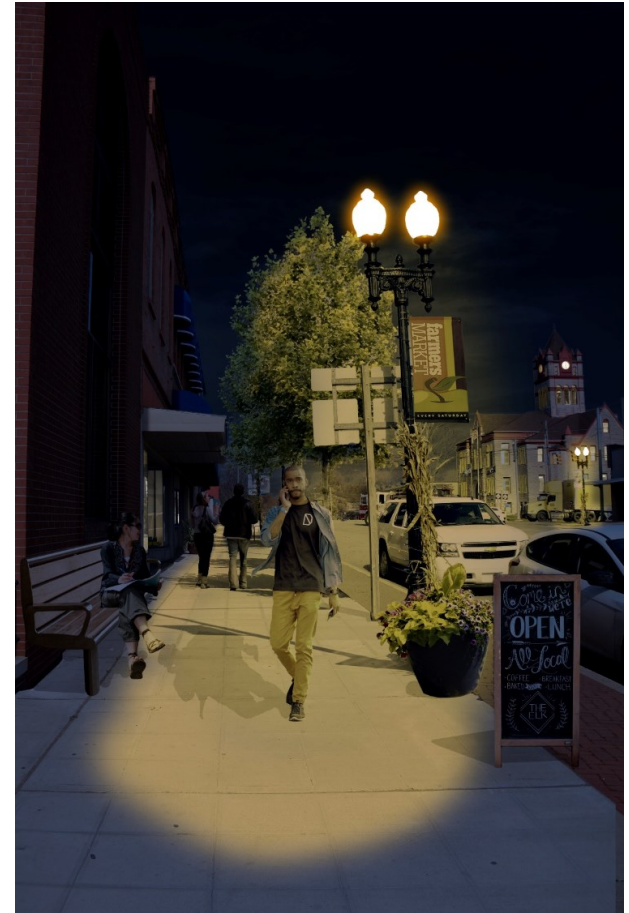
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# Connectivity

Before



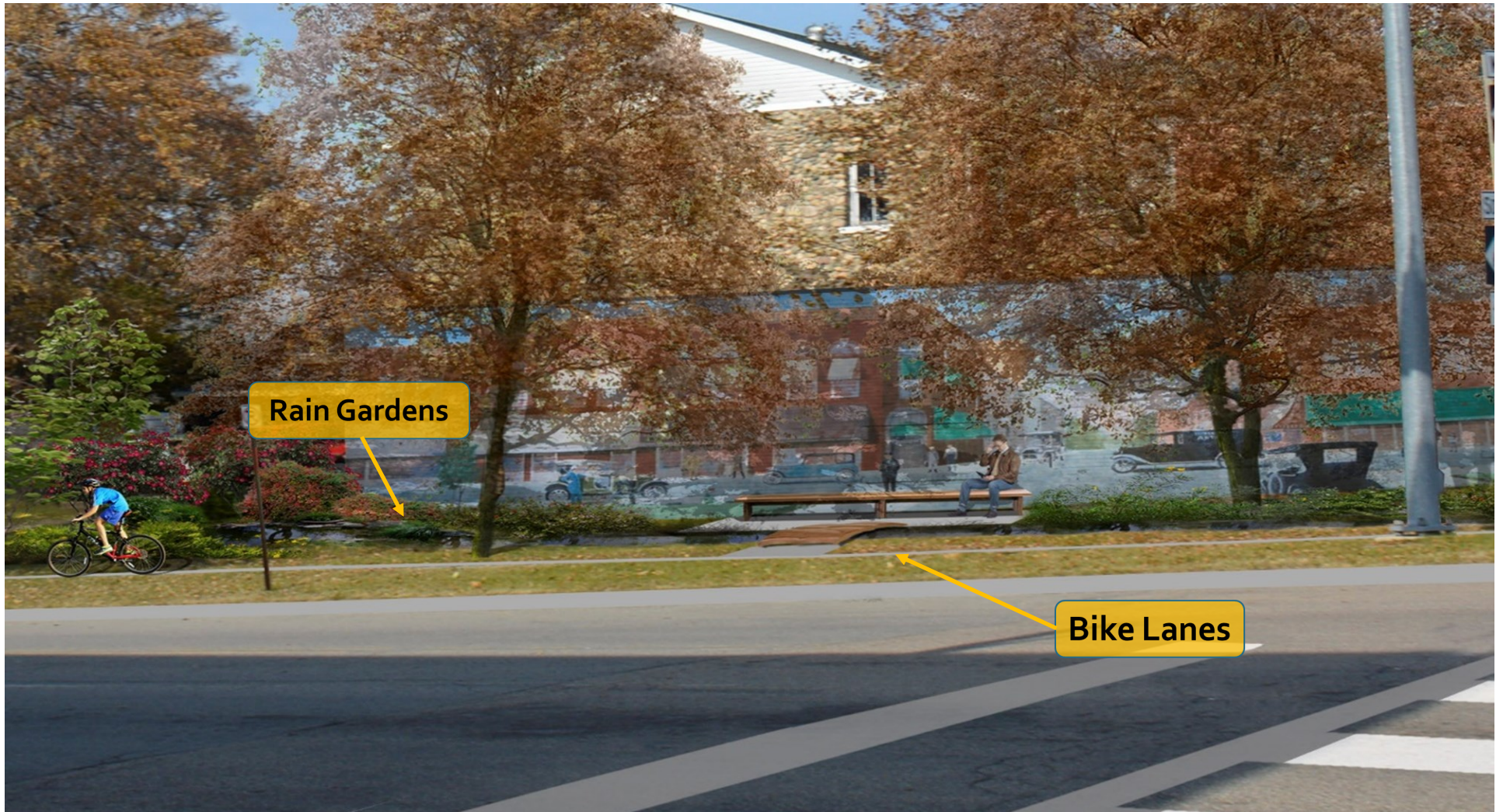
After



# Connectivity

Design Considerations	Recommendations	Action Step
Create sense of arrival to the downtown	Add signage and landscaping that distinguishes the downtown area (e.g. archway over Broadway St.)	Develop a consistent theme that reflects the local character
Encourage design strategies that enhance the downtown pedestrian experience	Provide non-motorized transportation options from the downtown area to Stone Lake as well as an engaging downtown streetscape	Implement a Complete Streets Ordinance to prioritize non-motorized transportation planning and design
		Apply for grants from the Transportation Alternatives Program
Make Stone Lake a focal point of the Village	Provide seating along Broadway St facing Stone Lake	Apply for funding through the Michigan Natural Resources Trust Fund
	Add wayfinding that leads pedestrians to Stone Lake	
	Make Stone Lake accessible to pedestrians (e.g. boardwalk)	
Enhance the pedestrian experience throughout the downtown area	Design a streetscape with pedestrian amenities	Include pedestrian amenities as a feature of the site plan review process
		Consider adding public furniture such as movable chairs and chess tables to promote social interactions

## Planning & Design Recommendations



Providing non-motorized transport options such as bike lanes and sidewalks can help reduce harmful automobile emissions. These transportation alternatives also foster community building and local business promotion by slowing traffic and increasing organic social interactions through the creation of a pedestrian-oriented environment. Wayfinding and seating options further encourage local business exploration and social cohesion. Low-impact development such as rain gardens can help reduce and filter storm water runoff, promote biodiversity, strengthen the ecosystem and absorb harmful particulates from the air.

## Sustainability Tip

# Culture & Scenery

Before



After



# Culture & Scenery

Before



After



# Culture & Scenery

Before



After



After



After





# Culture & Scenery

Design Considerations	Recommendations	Action Step
Provide self-guided tourism opportunities that teach Cassopolis' unique history	Place Quick Response (QR) codes near local attractions to provide historic information to tourists	Add information about historic buildings, landmarks and events to Cassopolis web site that can link with QR codes
		Register key points of interest as features on Google Maps
	Include art and monuments that tell a story about Cassopolis' past	Start a crowdfunding initiative and seek matching funds from Michigan Economic Development Corporation's Public Spaces Community Places program
		Apply for grants provided by the Michigan Council for Arts and Cultural Affairs
Preserve historical architectural character of the downtown area	Create policy and ordinances to direct the architectural features of new developments	Develop a form-based code for the downtown area that promotes traditional architectural features
	Create policy to preserve the historical character of buildings during redevelopment projects	Work with the State Historic Preservation Office of Michigan to protect historically significant buildings
Expand unique businesses that are already located downtown	Engage local business owners to identify opportunities for growth	Encourage local business owners to work with the Michigan Small Business Development Center
		Take steps to become a participating community in the Michigan Main Street Program
		Work with the Cass County Economic Development Corporation to strategize small business development

## Planning & Design Recommendations

# Culture & Scenery

Design Considerations	Recommendations	Action Step
Enhance Stone Lake's water quality through effective environmental practices	Utilize rain gardens, bioswales and other water treatment techniques to collect runoff from going into Stone Lake	Work with property owners adjacent to Stone Lake to establish a lake association
		Update the master plan to prioritize water quality preservation
		Work with the Michigan Department of Environmental Quality to identify problems and solutions in preserving Stone Lake
	Consider pervious pavement to reduce runoff in Stone Lake	Update the municipal ordinance to include pervious pavement requirements for new development and redevelopment
		Work with the Department of Environmental Quality and local stakeholders to create a lake water quality plan
	Create incentives/regulations that encourage the use of green roofs and rain barrels for property owners in the project site area	Update the zoning ordinance to require or incentivize LEED-ND standards for new development and redevelopment
Work with the Department of Environmental Quality to create a water quality educational program		

## Planning & Design Recommendations



Redevelopment projects offer opportunities to implement sustainable features that can act not only to improve the environment, but also to highlight and enhance the community’s cultural and scenic assets. Roof gardens absorb harmful particulates from the air; reduce storm water runoff, which helps prevent flooding, erosion and water pollution; and reduce energy costs by insulating in the winter and cooling in the summer. At the same time, roof gardens in the downtown area can make buildings more visually appealing while also protecting Stone Lake from hard-surface pollutants.

## Sustainability Tip

# Adaptive Reuse

Before



After



# Adaptive Reuse

Before



After



# Adaptive Reuse

Before



After



After



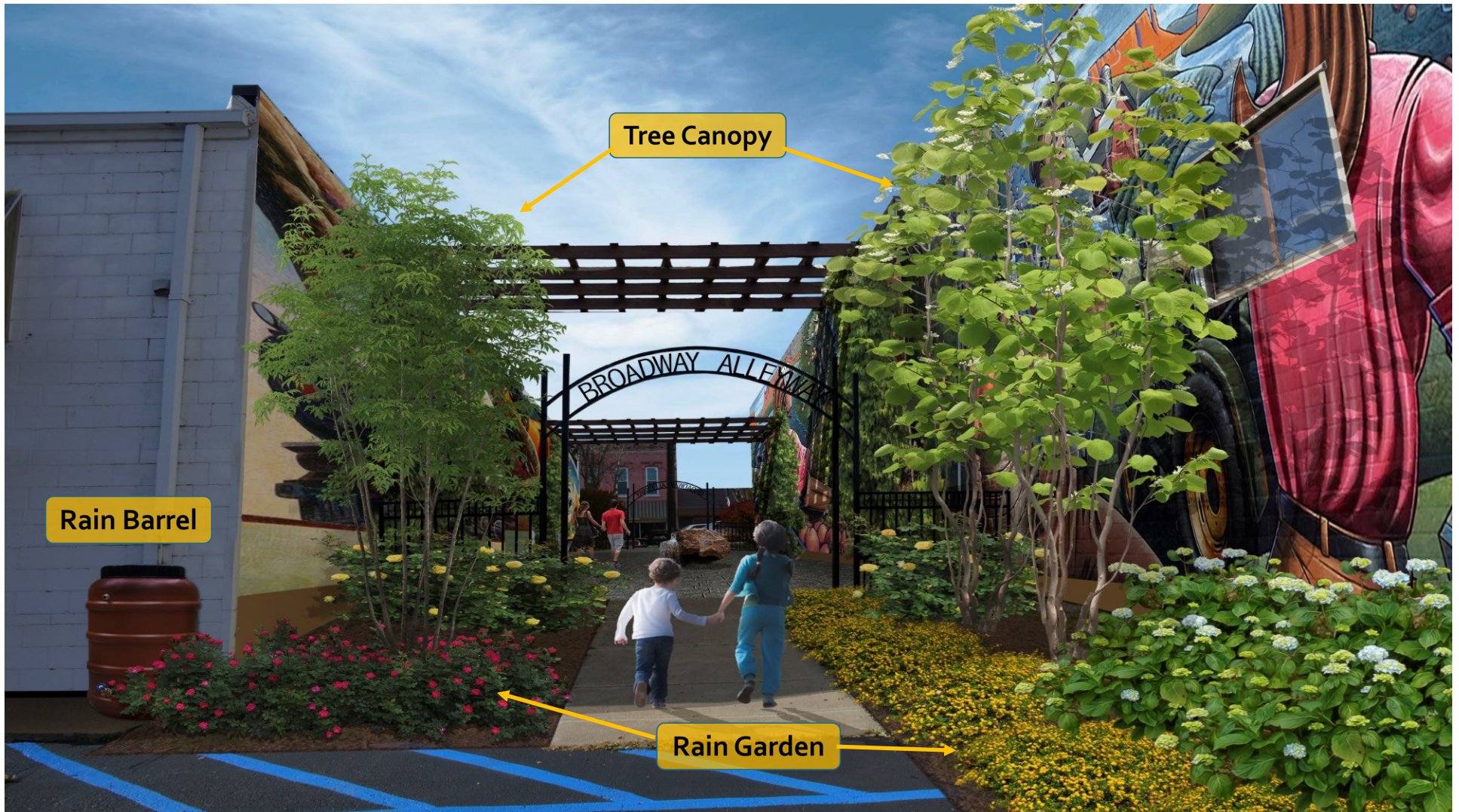
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# Adaptive Reuse

Design Considerations	Recommendations	Action Step
Repurpose empty spaces and buildings	Identify demand for housing downtown	Work with the Michigan State Housing Development Authority to conduct a housing/mixed use housing study
	Repurpose connecting alleys to Broadway St as more engaging pedestrian spaces	Start a crowdfunding initiative and seek matching funds from Michigan Economic Development Corporation's Public Spaces Community Places program
Provide a variety of public meeting spaces	Encourage outdoor seating and dining, as well as open store fronts	Provide incentives in the zoning ordinance to promote more outdoor seating in the C-3 Central Business District
Provide mini-event spaces	Consider launching a summer outdoor music series that highlights local artists	Work with the Cassopolis-Vandalia Chamber of Commerce to orchestrate a designated "events" group
Grow the small business community downtown	Attract small businesses with a diverse range of services and products	Collaborate with the Cass County Economic Development Corporation to conduct a retail market analysis

## Planning & Design Recommendations



Readapting underutilized buildings and lost spaces can have economic, environmental and social benefits, especially when this involves low-impact development such as trees, rain barrels and rain gardens. These features can help protect natural features from pollution by reducing storm water runoff; prevent flooding and erosion; capture rainwater for reuse on landscaping; prevent sewer overflows; improve aesthetics and provide shade. Readapting underutilized spaces also offers the opportunity to create public places for a variety of age groups and interests.

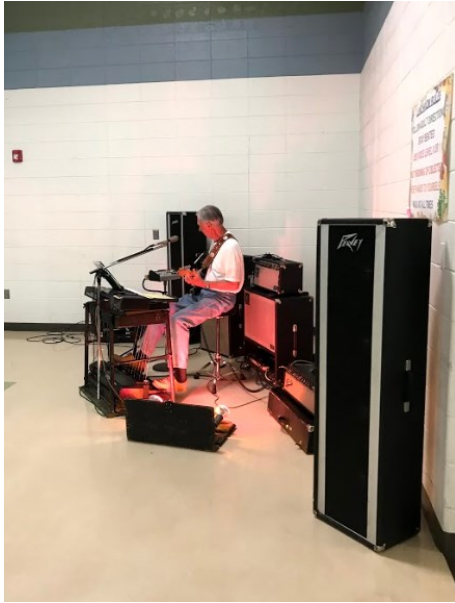
## Sustainability Tip





# Appendix

# Appendix A: Community Engagement



This SBEI project was guided by the hundreds of community voices present at the three public meetings. Approximately 200 citizens attended each meeting, a level of participation that is often difficult to achieve for any municipality. Strong leadership at the local level prompted this high turnout and ultimately led to an inclusive visioning process. Three overarching aspects of the project meetings helped to attract widespread participation: Making the meetings “events”, coupling the SBEI project with a larger community initiative and attracting private sector and non-profit involvement.

## Creating an Event

Each of the three public meetings was framed as a community event. Local leadership sent out invites early, allowed community members to RSVP online and followed up with attendees to maximize participation at the following session. At the meeting, attendees were served buffet-style meals from local establishments and live music rang out before and after the SBEI presentation. The SBEI presentation was highly participatory. Using sticky notes and feedback forms, participants were engaged throughout the meeting and were given a platform to have their ideas heard. The SBEI team used a very visual approach to the presentation, especially with their before and after images depicting how the built environment could look based on feedback from the previous meeting. Ultimately, these public meetings became events because of the entertainment value and the high level of engagement throughout.



# Appendix A: Community Engagement



## One Step in a Larger Process

The SBEI project was part of the larger “Imagine Cass—Embrace the Vision!” initiative and a Master Plan update for the Village of Cassopolis. This larger project required coordination between varying local entities and stakeholder outreach before SBEI was involved. Local leadership used an appealing logo and a captivating catch phrase to augment their overall marketing efforts. By including the SBEI visioning process into the larger county-wide initiative, the project was able to attract more community members to the table. Additionally, the “Imagine Cass-Embrace the Vision!” initiative, because of its extensive engagement with the public, attracted people of all different races, ages and socio-economic backgrounds. The SBEI team was then able to create visioning ideas and planning recommendations based on a large amount of public input.

## Private Sector & Non-Profit Involvement

Participants at each of the SBEI meetings included various private sector and non-profit stakeholders. By engaging business owners, individuals and non-profit organizations to help sponsor these events, local leadership was able to prompt buy-in for the project and effectively attracted a variety of stakeholders to the visioning sessions. This helped to ensure that a variety of sentiments informed the design considerations and that the community’s future contained a business perspective. Attracting private sector and non-profit leaders to the visioning sessions as both community members and sponsors also helped to ease the cost burden of putting on such engaging events. Public-Private Partnerships can be very effective at creating community meetings with high attendance and enthusiasm.

# Appendix B: Meeting One Visioning Input

## Introduction

The Michigan State University (MSU) Sustainable Built Environment Initiative (SBEI) met with residents of Cassopolis, MI to conduct a visioning session for the Broadway corridor project site. Residents were asked three questions in which they provided written responses. The top answers in each category are listed first in bold text with each response receiving at least five mentions. Outlier responses are provided thereafter.

## **What are you proud of about the project site and immediate area?**

**Historical Buildings in General, Architecture | Heritage, History | Stone Lake - Proximity to Downtown | Strong Sense of Community, friendly people/businesses, strong roots | Historical Courthouse | Stone Lake- Recreational Opportunities | Strong/Resilient Small Businesses, Network in Downtown | Good Momentum for Change/Improvement/Initiative/Potential | Hub/Central Location within County | Log Cabin Museum | Stone Lake – View**

Good "Bones", Existing Structures, Infrastructure; Diverse Local People, Healthy Diversity, Inclusive Community; Area Busy-ness/Main Thoroughfare; Space to Expand, Wide Open Space; Stone Lake – Cleanliness; Accessibility to Main Routes, Highways; Carnegie Library; Community Clinic; Development Efforts in the Past; Diamond Lake; Easy/Availability of Parking, On-street; Feeling of Town Pride; Small Town Feeling/Character; Supportive Local Governance; Variety of Assets & Resources; Walkability; Downtown Potential; Energized Local Community; Natural Beauty of Area, Landscape; Parks; Project Scope Includes York to South St; Safety, Peaceful, Law-abiding; Storefronts; Strong Participation (Meeting Attendance), Community Buy-In; Talented/Knowledgeable Community; Tourism Draw/Seasonal Appeal; Affordable Properties; Café; Clock Tower & Chimes; Downtown Housing; Dynamic School Superintendent; Economically Viable Community; Family-friendly; Gazebo; Hardware Store; Harley's; Holiday Décor; Improvements to Downtown Buildings; Incentives to Rent or Own; Local Fire Department; Medical Facilities; Murals; Nearness of Downtown to Residents; New Art Exhibits; New Businesses Bring New Ideas; Nice Storefronts; No Traffic; One Stop Light; Parades, Public Events; Potential 2nd Story Housing, Mixed Use; Programs for Youth; Quality of Place; Restaurants/Gather Places; Shepherd House Counseling (Excellent Foster Care Community); Sinclair Station & Bedtime Bus; This Project; Turtle Lodge; Wall Art/Murals; Wide Streets

## Appendix B: Meeting One Visioning Input

### **What are you sorry about for the project site and immediate area?**

**Empty Storefronts, Vacant Buildings | Lack of Destinations, Draw Downtown | Abandoned, depressed, rundown appearance | Damaged, unclean, neglected condition of infrastructure | Stone Lake - Surrounding Area Underutilized, Under-maintained | Courthouse - Vacant | Lack of Leadership/Cooperation for Project follow-through | Lack of Restaurants | Limited, Lacking Businesses | No "Look", Theme of Downtown, Unity of Appearance or Identity | No Evening Life in Downtown, Night Entertainment, Energy**

Lack of Parking; Lost potential, unused space; Stone Lake - Poor Public Access; Trailer/Truck Traffic; Diamond Lake Exclusion, not Connected Enough; Intergovernmental Cooperation is Lacking/Hindering Progress; Lack of Shopping Options/Retail; Lack of Signage, Parking Signage; Major Traffic, Deters Bikers and Pedestrians; No Cool/Attractive Buildings, lacks curb appeal; Not Walkable; Stone Lake - Poor Connectivity to Downtown Area; Development is "overdue", sorely needed; Downside of Lifecycle; Handicapped Parking Inadequate; Lack of Atmosphere; Lack of Crosswalks; Lack of Incentives for Local Business; Lack of Investment; Lack of Jobs; Lack of Mom & Pop Shops (not chain stores); Lack of Pride; Lack of Transportation Options; Lacking Policy/Ordinances; Mismatched Architecture after fires in 70s and 80s; No Downtown Residents/Patrons; Poor Road Conditions; Stone Lake - Poor Water Quality, Not Clean; Lack of Events, Activities; Development, Destinations Outside Project Area; No Parks; Businesses Have Left or Shutdown; No Landscaping; Addition of Annex; Courthouse - Mismatched Architecture; Lack of Art Facilities; Lack of Historical Markers, Monuments; Lack of Public Art, Murals; Lack of Public Involvement; Lake vs Local Disconnect; Loss of Angled Parking; Loss of Tax Revenue; Main Highway, can't be diverted; No Gateways into Downtown; No Green Space; No Kids Downtown; No Recreation Space for Young People; No Tourism; Silver Building Downtown; Time/Lack of Resources for Project; Water Sewers Need Upgrades; Wide Streets (Not Pedestrian Friendly); Boardwalk Gone; Silver Bar; Parallel Parking; Lost Sense of Hub, County Seat; Feel Guilty Shopping Elsewhere; No Youth Center Walkable to Downtown; No Opportunities for Young People; No Bike Paths; No Definite Direction; Run-down Housing; Lack of Sidewalks; Streets Too Wide; Unwillingness to Embrace Growth; Many Impoverished, Want Equitable Growth; No Benches; Feeling of Defeat; Growing Opioid Epidemic; Lack of Housing for Young People

## Appendix B: Meeting One Visioning Input

### **What would you like to see as you float over the site in a hot air balloon 15 years from now?**

**Pedestrians, Shoppers | Green Spaces, Parks | Walkable Downtown (Tours, Trails) | Courthouse Renovated, Thriving | Retail | Restaurants | Stone Lake - Beach Development | Amphitheater, Outdoor Concerts | Hiking and Walking Paths to and around Lake | Trees, Tree Canopy**

Buildings Filled; Gathering Places; Stone Lake - Activity, Swim Lessons, Kayaks, Fishermen; Activity; Families, Safe; Microbreweries, Winery; Seasonal, Year-round Festivals and Events; Bike Paths; Coffee shops; Destination Restaurant with Outdoor Seating; Farmers Market (Larger, More Accessible); Landscaping; Residential and Mixed Use Apartments; Bed & Breakfasts, Motels; Businesses that Capture Lake, People/Activities; Colorful Buildings/Landscape; Community Gardens, Rain Gardens; Connectivity, Events; Farm-to-Table; Frankenmuth-like Streetscape; Gazebo; Live/Work Art Facility; Mix of Old and Young; Movie Theater; Outdoor Theater/Summer Drive-in; Roof decks; Splash Park; Town Feeling; Truck Traffic Rerouted; Vibrant Art Presence, Public Art; Water Fountains/Central Sculpture; Angled Parking; Athletic Events i.e. Marathons, Bike Rally, Triathlon; Bike Taxi Service/Trolley; Boardwalk; Boat Rentals; Bowling Alley; Bridge Over Stone Lake; Community-wide Free Wi-Fi; Concerts on the Lake; County-wide Partnered Events; Dinner Boat; Ferris Wheel; Hot Air Balloon Rides; Hotel on Stone Lake; Infilled Lots that Complement Older Buildings; Lakeview Dining; Live Music; No Heavy Traffic; Parallel Parking; People Biking; Physical Renovations between Courthouse and surrounding; Private Investors Downtown; Rental Bikes; Restored Historic Buildings; Segway Tours; Solar Panels; Stone Lake: Landscaping; Theater in Courthouse; Visitors Center; Wilderness Area; Wind Turbines (Renewable Energy); Youth Center; Spaces for Children; Streetlights

# Appendix C: Meeting Two Feedback Summary

## Introduction

Over 200 community members and stakeholders attended the second meeting of the MSU Sustainable Built Environment Initiative project on May 9, 2018. The purpose of the second community meeting was to present design visioning using before-and-after imaging of the Broadway Street Corridor through downtown Cassopolis and to gather resident feedback. The SBEI team used three hands-on activities to collect community input. First, attendees completed a handout by recording their feedback during the SBEI presentation. This handout contained three open-ended questions that asked what people liked about the designs presented, what people disliked about the designs presented and what improvements/additions they would like to see. The second activity took place after the presentation. Attendees were asked to look at the design images on a wall and place sticky notes with their feedback on individual images. Finally, attendees filled out two notecards, one at the beginning of the meeting and one at the end. The first asked people to imagine a special place they had visited and describe what made that place unique. The second part of this activity had attendees describe something they saw at the meeting that created a sense of place in Cassopolis. This document synthesizes the findings from these activities.

## Unique Places

Before Meeting 2 began, attendees answered the following question on a notecard: **“Imagine a special place you have visited. Please describe in one word or phrase: What made that place unique?”** The top responses, meaning those that received at least five mentions, were as follows:

**friendly people | history | good/unique food and drinks | quiet/peaceful | welcoming/inviting | beautiful landscaping | nature/scenery | ambiance/atmosphere | beautiful | niche/diverse businesses | walkable | diverse local restaurants | local music**

## Sense of Place in Cassopolis

At the conclusion of Meeting 2, the SBEI team asked attendees to respond to another prompt on a notecard. The prompt asked community members to **“Please describe in one word or phrase something that you saw today that creates a sense of place in Cassopolis.”** The following responses garnered at least four mentions:

**welcoming entrance/gateway to town | inviting | historical murals | garden, raingarden, plants | art/murals | brewery, winery, food | historical preservation/theme | history, historical walk.**

# Appendix C: Meeting Two Feedback Summary

## What People Liked

The first question on the design feedback document asked Cassopolis residents, **“What do you like about the designs presented today?”** This question received the most responses. Therefore, the top 19 liked design features are listed below, each receiving at least 10 remarks:

**archway/entrance/sense of arrival | murals | Stone Lake boardwalk/Stone Lake as focal point | beautification/greenery | sidewalk improvements | local history incorporated | aesthetically pleasing (clean, colorful, welcoming, etc.) | public spaces, indoor/outdoor seating | accessories (benches, trash cans, flower pots, etc.) | statues/interactive tourism | infill designs, especially the artists’ studio | alley improvements | improved walkability | improves community | removing power lines | Sinclair Station improvements | signage on storefronts | improvements to the Twirl**

## What People Disliked

Question 2 on the design feedback document asked attendees, **“What do you dislike about the designs presented today?”** These nine responses received at least four mentions from the community:

**Who maintains it? | Who pays for it? | Parking not considered enough | Some designs were too contemporary/doesn’t match Cass identity | Murals, be careful not to have too many or make them too busy | Timeline/realistic? | No clear theme | Statues, be careful not to have too many | Stone Lake not involved enough**

## Additions/Improvements

The final question of the design feedback form asked, **“What improvements/additions would you like to see regarding the designs presented today?”** Eight comments received at least five mentions for the final question, each listed below:

**more emphasis on Stone Lake/connection/pier/longer boardwalk | more outdoor seating/entertainment space/event space | more attention to downtown parking | reroute truck traffic | details on funding/implementation | more emphasis on Court-house/different uses | attention to vacant buildings downtown | bike racks/paths**



# Appendix D: Meeting Three Implementation Preferences

## Final Meeting Summary

The SBEI team met with residents and community stakeholders from the Village of Cassopolis for the final visioning meeting on July 11, 2018. The SBEI team reviewed meetings one and two, after which they presented the refined design images. Attendees were asked to answer one question on a notecard provided at their table: **Which one recommendation presented today would you most like to see implemented?** The top 10 responses are listed below, each receiving at least 11 mentions. The visioning for the Stone Lake boardwalk was overwhelmingly more popular than all of the other designs, receiving over 40 mentions. Responses that received fewer mentions are listed after the bolded top 10 answers.

**Stone Lake access/improvements | Archway/sense of arrival to downtown | Alley improvements | Coffee shop/infill design next to Village Floral | Sinclair Station improvements | Courthouse landscaping/improvements | Façade/back of building improvements | Traffic calming/crosswalks | Sidewalk improvements | Twirl improvements**

Sidewalk connection to Stone Lake; Greenery/beautification; New businesses downtown; Murals; New restaurants; Streetscape improvements; Bike lane; Street amenities (benches, bike racks, trash cans, etc.); Statues; New lighting; Remove power lines; Ice skating; Garden maze; Brewery on Stone Lake; Outdoor events/music; Angled parking downtown; Historic preservation; Bike and boat rental; Shuttle to downtown; Carriage/buggy service; Snowmobile stop; Place for artists to display work; Canopy over street; Sand beach