

# NORTH VILLAGE MASTER PLAN

NORTHFIELD TOWNSHIP  
WASHTENAW COUNTY, MI

*prepared by* McKenna Associates  
March 23, 2017



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# INTRODUCTION

In the summer of 2015, the Northfield Township Board of Trustees identified the need to create a comprehensive strategy for the revitalization of Downtown Whitmore Lake. To lead the effort, the Board authorized the creation of the Downtown Planning Group on October 13, 2015 by unanimous vote. Barb Griffith was named chair person for the Downtown Planning Group. The Downtown Planning Group (DPG) members are all community volunteers. The DPG hopes to bring together ideas and help give Whitmore Lake's downtown a much needed boost.

In September of 2016, Northfield Township realized a dream of the community for many years; a public park and access to Whitmore Lake. The Northfield Township Board of Trustees purchased 23 acres formerly referred to as the "Van Curler Property" - the vacant land next to the Whitmore Lake Post Office. The Board of Trustees authorized the DPG to create a Master Plan for the North Village area. This Plan will be used as an informational tool to seek potential developers for the site. The DPG will work with the Township Board to incorporate this vision into a Strategic Plan for Downtown Whitmore Lake.



Figure 1: Site Location

# PURPOSE STATEMENT

*The North Village development shall complement the surrounding neighborhoods, historic architecture, and traditional character of Downtown Whitmore Lake. Development shall be phased to address public amenities, lake views and natural features, desirable connections to Downtown, parking, site access, and community vitality.*

*Uses shall be complementary to Downtown Whitmore Lake and mixed use buildings with restaurants, retail, and second floor residential along Main Street are desirable. The site shall be developed to minimize the fiscal impact on taxpayers and new private development, include housing and mixed use buildings, shall be considered if the development will subsidize public amenities.*

# DESIGN OBJECTIVES

## Required Design Objectives:

- A small public space / town green (10,000 s. f. or less) fronting the lake and Main Street and framed by retail or mixed use buildings.
- A two to three story mixed use building (foot print of 10,000 to 15, 000 s. f.) fronting on Main Street with site access to a public parking area on the southeast access point north of the Barker Road intersection.
- A public stage / amphitheater on the north end of the site facing US 23 and sited to complement views of the lake.
- A central passive recreation area / field, corresponding to the existing glen with a pavilion structure and restroom.
- The circulation system should be restricted to the perimeters of the central open space and provide site access to Barker Road on the south, Main Street in two locations on the east and Main Street on the north through the existing US 23 exit ramp.
- The four established woodland clusters shall be substantially preserved in the locating of site features and amenities.
- A multimodal path on the western edge of the site tying into a circulation system that accesses the town green and central passive recreation area.
- The multimodal path should connect to the planned path on the south side of Barker, the athletic fields, and potentially follow the rail right-of-way under US 23.
- The passive recreation area should be usable for special event parking.

## Encouraged Design Objectives:

- Housing, of up to four stories, is encouraged to fill gaps between woodlands on the west edge of the site adjacent to US 23 to help create a sound barrier.
- If additional housing is incorporated it should be of a character compatible with nearby single family homes with front porches, pitched roofs, and limited to 2.5 stories in height.
- A new sand beach stabilized by design with dock, fishing, and swimming area to accommodate public access to the waterfront.
- A community garden and farmers market event spaces should be integrated into the site design.

# DESIGN WORKSHOP



Northfield Township held a public visioning workshop on Tuesday January 17, 2017 to gather ideas for the Community Park site. The workshop was attended by approximately 50 people including residents as well as elected and appointed officials. The Downtown Planning Group provided an overview and background information about the project, and described each of the three activities taking place at the workshop. One activity asked people to describe how they wanted to connect the site to the rest of the Township and what opportunities there are to tie the site into the entire community. Another activity asked for ideas on what uses people wanted to see on the site including recreation, housing, and retail. People were also asked to choose among three different intensities of development on the site, with the high intensity options having several different uses and the low intensity uses having fewer total uses. The final activity asked people for site design ideas, with each group providing ideas for a different level of development intensity. Many people went into the activities thinking that they wanted only recreational elements; however, opinions tended to evolve as people discussed issues, opportunities and site configuration. Opportunities for non-recreational features were especially popular located at site edges.

At the workshop, residents discussed the relationship of the North Village site to the surrounding neighborhoods, businesses, and Downtown.



Figure 2: Connectivity Diagrams

# 1

## ACTIVITY #1: CONNECTIVITY WITH OTHER COMMUNITY SITES

This activity focused on how the North Village site relates to other areas in the Township and what people see as opportunities for connecting this site to the entire community. The site is next to the downtown area of Whitmore Lake, and many participants want the park to help bring in more people and more activity downtown. The site also includes some portions with waterfront on Whitmore Lake and the attendees thought this was a great opportunity to provide public access to the lake. Having several different types of activities near each other was seen as a great way to make the area a destination and draw more people to the downtown area.

The site may potentially be a focal point of activity with several major destinations nearby. To the west is Whitmore Lake Elementary School and to the south is the school district's Jennings Athletic Complex and Early Childhood Center. If the North Village site includes passive recreation and trail uses, school properties would be very desirable to connect to a trail network. There is a large site next to the freeway interchange on the opposite side of US 23 that is prime for redevelopment, as is another site to the north on 8 Mile Road in Green Oak Township. Both of these sites could be connected to the North Village site in some capacity. People also described the importance of connecting to the existing commercial and residential development along Main Street to the south and East Shore Drive and 7 Mile Road to the east of the North Village site.



## ACTIVITY #2: TRADE-OFF DISCUSSION

# 2

This activity asked people to choose from the different potential uses for the site including recreational uses, housing, and retail. The activity presented three scenarios for the intensity of development on the site: park only, park with housing, and park with retail and housing. The participants were then asked to choose one use they wanted to see in the park only scenario, two uses they wanted to see in the park with housing scenario, and three uses they wanted to see in the park with retail and housing scenario. The exercise was intended to show the trade-off between leaving parts of the site as undeveloped park space and the revenue generating potential of developing parts of the site. Each use was also shown with its potential to generate long-term revenues or costs. Participants were asked to reach a consensus within their group on a preferred design scenario and priority uses. Based on the short amount of time available for the exercise, the conversations tended to focus more on priority uses for the site and the trade-off discussions did not result in consensus recommendations. People recognized that there were many potential ways to arrange uses on the site.

The discussion among participants within the first group seemingly led to a preferred scenario of a park with retail only and a band shell as the most important use. The second group voted on their preferences which included: a picnic pavilion with restrooms, passive recreation, and restrooms in the park only scenario; beach access, canoe launch, and playground in the park with housing scenario; and restaurants, a town green, band shell, farmers market, and fishing pier in the park with retail and housing scenario. The third group also voted on preferences which included: a picnic pavilion in the park only scenario; beach access with swimming area, canoe launch, mixed use condos and townhouses, and a public dock or marina in the park with housing scenario; and a band shell, fishing pier, town green, and farmers market in the park with retail and housing scenario.



# 3

## ACTIVITY #3: SITE DESIGN AND CHARACTER

This activity asked people to envision potential design options for the site, with each group producing a sketch of the site. One group sketched the park only option, one group sketched the park with housing option, and one group sketched the park with retail and housing option. The activity was structured in this way to allow for a complete sketch of one scenario in the time limits. The scenario depicted in the site sketch did not necessarily correlate with the group's preferred scenario.

The sketch of the park only scenario included several different recreational elements. The frontage on Main Street would have a dock and waterfront access on the lake side, and a community ice rink on the west side. Most of the site would be a large open space behind the buildings on Barker and Main, with only a few structures around its perimeter. A skate park would be included at the south end of the site, and a community garden at the north end. The site would also preserve most of the existing groups of trees. A common parking lot for downtown businesses is included in the southeast corner of the site.

In the sketch of the park with housing scenario, the waterfront access includes a public beach. On the west side of Main Street there is a large open space with a stage near the back facing towards the lake. Their idea is to keep the site open towards the lake and use the stage as part of a buffer from highway noise. Behind the stage is a road going through the entire site from Barker to 8 Mile, using part of the freeway ramp that may be removed with the reconfiguration of this interchange. Other internal roads provide two connections to Main Street. Housing units are located along the roads, including between the highway and the site to act as a further buffer from highway noise.

The park with retail and housing drawing showed the most amount of development on the site. There are more than 20 structures with housing units, mostly located on the southern half of the site. These structures face a network of internal roads with parking located behind the buildings. There are three main recreational components: a public waterfront access with dock, a "town green" with public picnic area, and a large open space at the center of the site with band shell facing the lake. This scenario includes four loft buildings along the freeway side, to act as both a buffer from freeway noise and as landmarks for people traveling on the highway. The scenario also preserves trees along the edge of the site to provide a landscape buffer, but the trees on the southern part of the site would be removed. On the northeast corner of the site along Main Street, a restaurant would be included as the primary retail use, which would take advantage of the picnic area in the park right next to it.

# OUTREACH

## TRUNK OR TREAT EVENT AND SURVEY

The Downtown Planning Group promoted the plan for North Village at the Trunk or Treat event on Sunday October 23, 2016 from 2-5 PM. This was a community Halloween celebration for the kids with activities and other entertainment including the Whitmore Lake High School band. Anybody interested in learning more was encouraged to come to our table for an overview of the project and the planning process. People were also invited to give feedback either by taking the Downtown Planning Group survey or by submitting an idea through the “Big Idea” brainstorming activity.

### Survey

There were a total of 92 responses to the survey from attendees to the event. About 61% of the people surveyed said this property should be used for a community park or recreational purposes only, 28% said it should be used for a combination of recreation, retail and/or housing, and 11% of respondents wrote another response along these lines. Nobody preferred retail purposes only or housing only for the use of this property.

For the recreational features that people would like to see (people could choose their top 3), the top choices were sandy beach/swim area (58%), children’s play area with playground equipment (55%), pavilion/picnic area (54%), and pathways and trails (44%). A band shell (34%), fishing pier (30%), and canoe/kayak launch (24%) also received several votes. For potential business uses on this site, a bakery/deli (42%), restaurant/bar (35%), food market (31%), and a brewery (30%) were the most preferred. Several people in the comments to this question reiterated that they did not want any business uses on this site.

### Big Idea Board

The big idea board gave people an opportunity to brainstorm and write down any idea they had to use the site. Some people also wrote smiley faces to support ideas already on the board. The ideas are listed on the following page.

- Splash pad (3 support)
- Just some tables
- Good, gentle lighting
- 24-hour video surveillance
- Community events (3 support)
- Connect community with paths (1 support)
- Music
- Gym
- Park
- Swim at your own risk (child/toddler proof gate to beach)
- Playground by Great Lakes Recreation Company
- Band shell, open mic nights (1 support)
- Picnic pavilion for rent (1 support)
- Food trucks
- Stand up paddle boards
- Public beach
- Farmer’s market area
- Walking trails with restroom and drinking fountain



## BUSINESS INTERVIEWS

The Downtown Planning Group conducted interviews with six business owners in the downtown area and two from other communities in the surrounding metro area. The interviews were conducted to get local entrepreneur input on the assets, opportunities, and deficiencies for the future development of downtown Whitmore Lake.

Business owners from Whitmore Lake generally said that it is a great community with great people, but the downtown has a lot of potential that has yet to be realized. More commercial or service activity is needed, and there needs to be a draw to get people downtown. Suggestions for potential businesses downtown include a credit union, hardware store, restaurant on the lake, and other small retail shops. Business owners from outside the Whitmore Lake area said restaurants, coffeehouses, a community theatre or similar use, and an active/outdoor sports retail store would do well there. The Township should work to incubate new businesses in the downtown area.

Whitmore Lake business owners said there is generally not an overabundance of one business type besides pizza places. Most were not interested in opening a branch of their business in another community, but all would like to increase business at their current location by drawing more people downtown and expanding their offerings. The business owners from other communities were not interested in opening a new branch in Whitmore Lake, but this was mostly based on their own business models.

People in Whitmore Lake have several different ideas on what would make it more attractive. Some people mentioned the need to improve the business climate, saying that property taxes are too high and there are too many hurdles in the regulatory process. For people who thought housing would be a good addition, the most common suggestions were medium-to-high income subdivisions and homes throughout the Township, as well as condos with a view of the lake for downtown housing. One of the outside business owners stated that a positive business ecosystem, where businesses and public officials support each other, was crucial to the success of their business.

Park and recreational amenities that people want to see include a family picnic area, amphitheater or band shell, fishing pier, place to swim, outdoor grills, and many other ideas. A common parking lot for the entire downtown area was also cited as a need. People from outside the community described the importance of having unique events to bring people and families to the community, and said the lake is a major asset that the community can better leverage with the park.

For advertising, one person stated how social media has been beneficial for them. Another suggested that advertising near the freeway exits would be helpful.

Overall, there are a lot of strengths for Whitmore Lake to build upon. The lake being next to downtown is a tremendous asset that is currently underused. Residents support the existing events that occur downtown. Marketing ideas included doing a Groupon-style deal for downtown businesses and similar campaigns, and focus the marketing efforts on trying to attract more businesses to the area as a first step before marketing to attract more customers.

## TOWNSHIP TAX MAILING SURVEY

A total of 390 responses were obtained from the survey mailed out with property taxes and from surveys returned to the Township offices. About 64% of people surveyed said this property should be used for a community park or recreational purposes only, 26% said it should be used for a combination of recreation, retail, and/or housing, 5% preferred retail purposes only, and 6% respondents gave their own response. Nobody preferred housing only for the use of this property.

For recreational features people want to see (people could choose their top 3), the top choices were a sandy beach/swim area (63%), pathways and trails (46%), a pavilion/picnic area (46%), and a children's play area with playground equipment (38%). A canoe/kayak launch (34%), fishing pier (30%), and band shell/amphitheater (19%) also received several votes. For potential businesses on the site, a restaurant or bar (44%), bakery/deli (41%), food truck (25%), and food market (23%) were the most popular of the given options. Several people in the comments reiterated that they did not want any business uses on the site.

# CONCEPT PLANS

The Downtown Planning Group worked with residents and business owners at the design workshop held on January 17, 2017 to develop schematic design for site development. Three scenarios, representing a low, medium, and high development intensity, were explored in the process of developing a synthesis plan. The synthesis plan attempts to achieve the best of all three scenarios and limit perceived impacts to park development.

## DESIGN SCENARIO 1: PARK ONLY

The first design scenario explored was a low-intensity development scenario that focused on maintaining natural features, providing some desirable public amenities, and limiting housing, commercial, or mixed use development. This design scenario was perceived as potentially resulting in a maintenance burden and a high public development cost for the desired amenities. Many Township residents prefer a park only option.



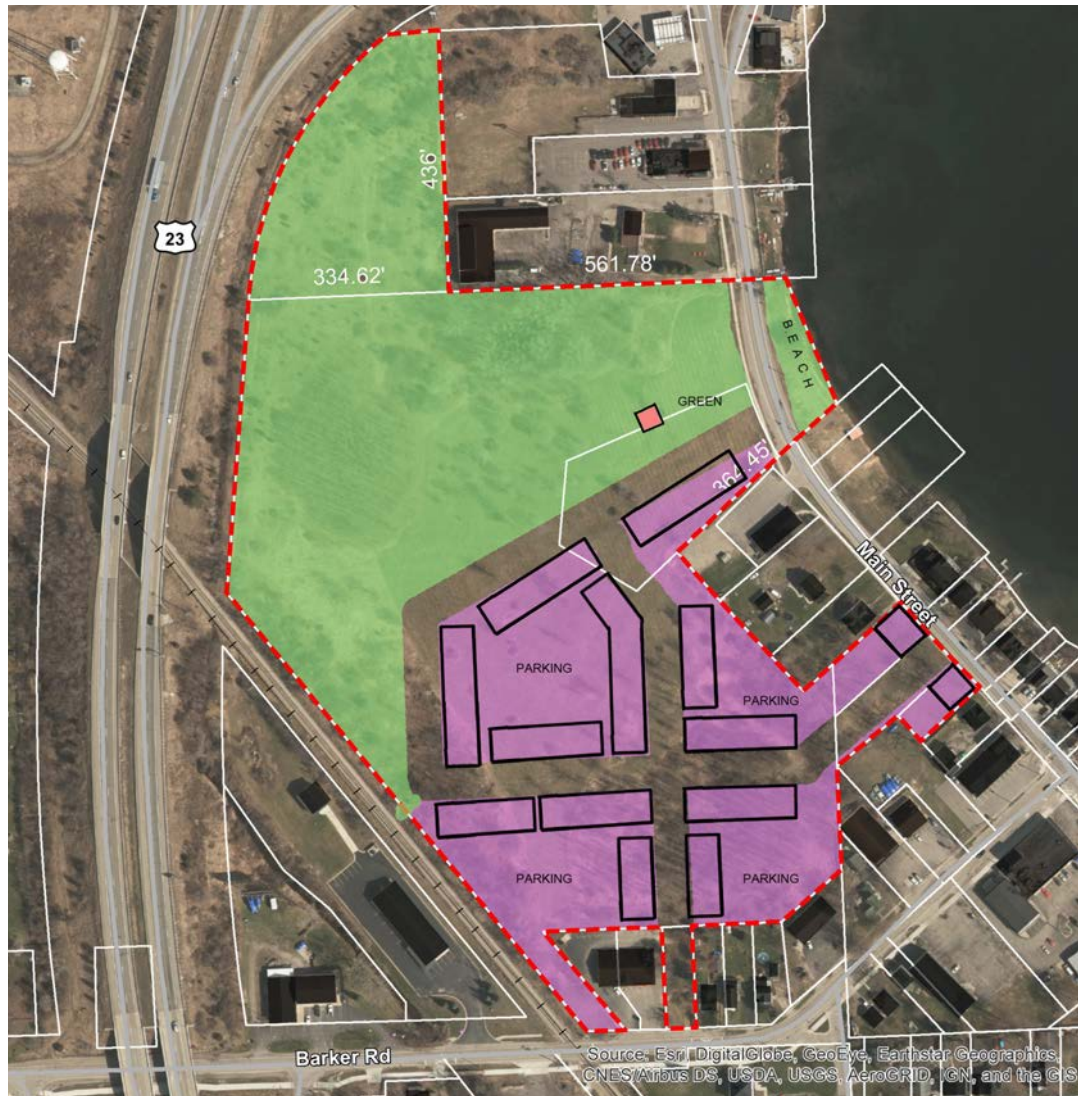
**Figure 3: Design Scenario 1a:**  
Park Only – Low Development Intensity - Pre-Charrette Schematic



**Figure 4: Design Scenario 1b:**  
Park Only – Low Development Intensity Design Workshop Sketch

## DESIGN SCENARIO 2

The second design scenario explored was a middle-intensity development scenario that focused on maintaining most of the site's natural features and a minimum of 50% of land for public uses. Design workshop participants were not attracted to the traditional grid pattern presented in the pre-development charrette schematic. Instead, a curvilinear pattern that accentuated the park as the prominent site feature was suggested, which led to the structures being moved to the site edges. This design provides many desirable public amenities, while including some private development to potentially offset public construction costs and contribute to Township tax revenues. Design workshop participants expressed some concerns with providing housing, but most were supportive of some mixed use along the front of the site. Based on the outreach conducted, a middle-intensity scenario may fit with the preferences of Township residents if impacts are minimal and development helps to finance public amenities on the site.



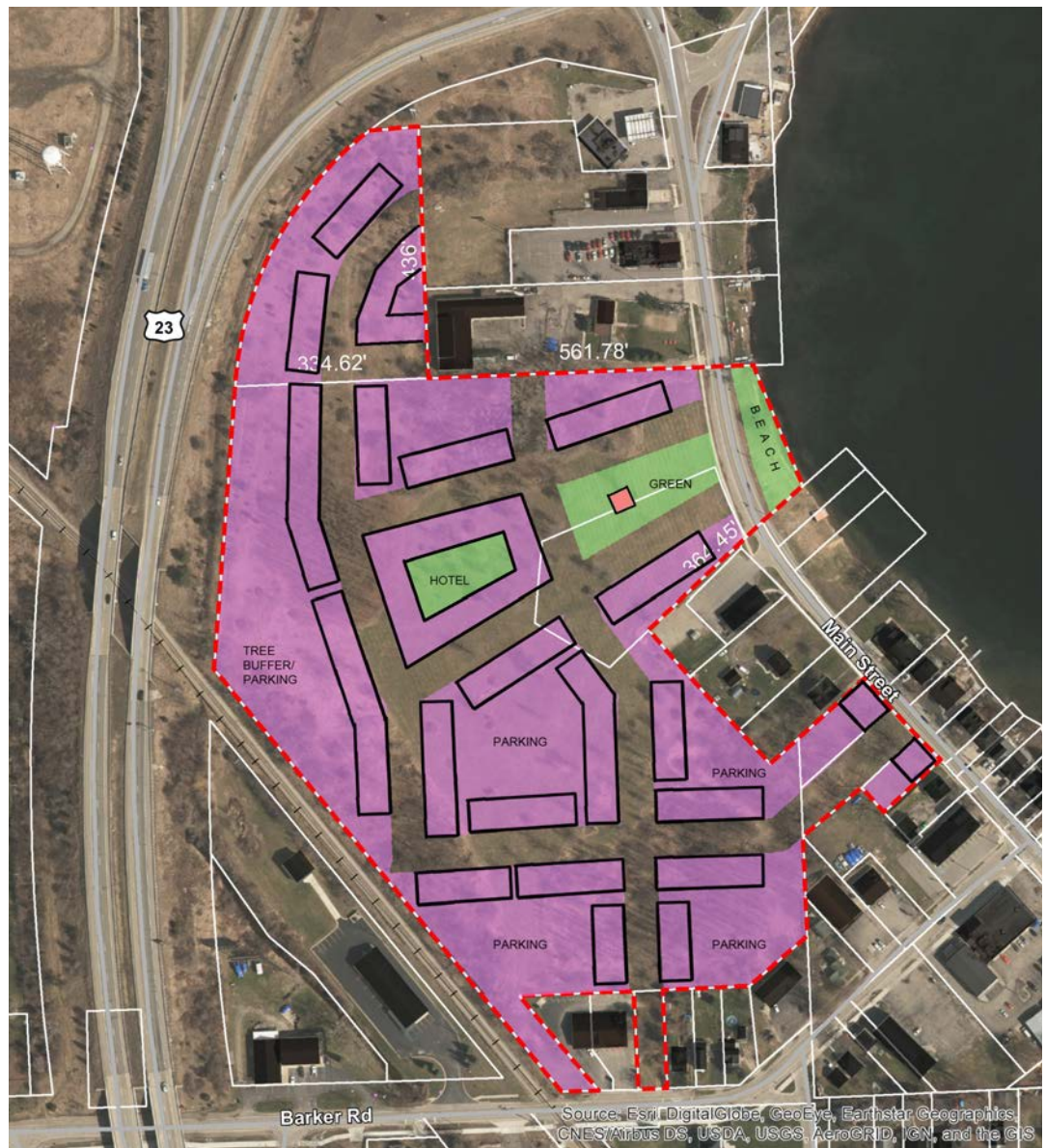
**Figure 5: Design Scenario 2a:**  
Park with Housing – Medium Development Intensity - Pre-Charrette Schematic



**Figure 6: Design Scenario 2b:**  
Park with Housing – Medium Development Intensity - Charrette Sketch

## DESIGN SCENARIO 3

The third design scenario explored was a high-intensity development scenario that gave priority to using the site for private development and provided more limited public amenities like lake access, public parking, and a town green. Design workshop participants again were not attracted to the traditional grid pattern presented in the pre-development charrette schematic and were critical of the development density shown. Instead, the sketch design again features a curvilinear pattern. The sketch shows that the important public amenities can be provided and private development can be considered at a high building density, if desired. However, based on the outreach conducted, the high-intensity scenario would not fit with the preferences of many Township residents.



**Figure 7: Design Scenario 3a:**  
Park With Mixed Use – High Development Intensity - Pre-Charrette Schematic



**Figure 8: Design Scenario 3b:**  
Park With Mixed Use – High Development Intensity -Charrette Sketch



## SYNTHESIS PLAN

The synthesis plan is based on the ideas from the Downtown Planning Group, Township officials, business owners, and community members. The synthesis plan meets the design objectives for the site while minimizing the perceived negative impacts of private development. The plan enhances some of the neighborhood and downtown connections that were articulated during the outreach process. The plan includes:

- Walking and biking enhancements that make neighborhood connections, improve Main Street access, and link school facilities and regional bike routes via a potential rail trail
- New parking areas for downtown and special events
- Waterfront access and site design for visual and acoustic considerations
- Preservation of natural features and existing tree stands
- Vehicle access to and through the site to Downtown and special event parking provide additional travel routes in the Downtown area

The synthesis plan is first and foremost a park. The plan includes mixed use and moderate development intensity around the site edges and with complementary form to the adjacent land uses. The plan includes the most commonly desired features and recreational amenities. New residential lofts, row houses, and mixed used buildings can be incorporated into the design to help supplement the cost of public features and provide tax revenues to assist with future maintenance.

There are several recreational opportunities included in the synthesis plan. Public access to the lake was a major priority of residents. The plan incorporates a fishing pier, beach, and marina. The town green, located across Main Street from the public lake access, is the most visible park feature on the site. A central lawn is located behind the town green providing people with opportunities for passive recreation, viewing entertainment at the band shell, or



special events. A community garden area is provided on the south end of the lawn by the pavilion and restroom structure. The band shell is sited so that people can simultaneously enjoy the lake and the performances, with the sound directed toward the highway so that it does not carry across the water. A new trail system is proposed with links to major off-site destinations. The existing stands of trees on the site are proposed to be preserved in site design. There is a possibility to integrate Downtown parking into the tree stands on the south end of the site. A tree survey will be required to evaluate these features and create a parking area that limits impacts.

Mixed-use buildings with retail are proposed at key points on Main Street, which would be designed to create a more walkable area. Smaller liner buildings are proposed to frame the edges around the town green space, with parking lots located behind these buildings. There are two sets of row houses on the site: one facing the central lawn on the east side with parking behind the buildings, and another on the northern part of the site. Finally, residential lofts are proposed along the western portion of the site to provide a buffer between the site and the highway. Parking for the lofts is located on the highway side.

Vehicular circulation is designed to access the site at four locations. The northernmost entry point would connect to the intersection of North Main at Main (8 Mile), creating a new four-way intersection. This new road would continue along the west side of the central lawn, and curve around, eventually heading south to link to Barker Road. A driveway access would also be provided to parking areas north of the Main Street and Barker Road intersection. A pair of one way streets border the town green and connect to Main and a drive that follows the east side of the central lawn. In front of the band shell, the drive access could be limited access and primarily used for a farmers market, or similar events.



**Figure 9: Synthesis Plan: Park with Mixed Use – Moderate Development Intensity**



Figure 10: Central Lawn Rendering with Pavilion.



Figure 11: Town Green Rendering with Lake View



# VALUE AND PHASING

The value of the proposed improvements for North Village can be estimated at roughly equivalent to the cost of construction. This construction cost estimate provides rough values to build the Synthesis Plan for the North Village. It is presented in three phases, where construction costs are projected at \$9,032,671 for Phase I, \$10,802,200 for Phase II, and \$27,354,560 for Phase III, with Phase III delivering the vast majority of leasable floor area (see Table 1). The total increased value for the site is estimated at \$47,189,431.

The vast majority of the value will be taxable, estimated at \$44,180,000 for buildings. Based on the 2016 Township Millage rate of 40.93, the construction value yields an annual taxable value of \$1,808,287. The average unit cost will be \$279,620 for the 158 proposed units. The construction cost measure of \$250 per sq. ft. for mixed use and loft buildings and \$175 per sq. ft. for row houses is high to accommodate durable and attractive materials and fixtures, as well as unforeseen construction costs, which may include sewer line and lift station improvements.

Included in Phase I are all the public features to create North Village, including the roadways and associated utilities for all three phases. Phase I also includes all work associated with the entirety of the marina, dock, beach, town green, central lawn, band shell, and connecting trail system. The residential units, and their associated parking facilities, are split into Phases I, II, and III:

- Phase I includes the lakefront access and amenities, mixed use and liner buildings, three parking lots, the town green, the amphitheater, the central lawn and community garden, and the trail system. There are 23 combined commercial and residential units, at average unit size of 1,200 square feet each, for a total of 27,600 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase I also has 27,460 square feet of paved and landscaped parking area, accommodating roughly 78 cars.
- Phase II includes the three southernmost row houses and the southernmost residential lofts. There are 20 rowhouses and 20 residential loft units, each at average size of 1,200 square feet, for a total of 48,000 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase II also has 46,600 square feet of paved and landscaped parking area, accommodating roughly 133 cars.
- Phase III includes the two remaining row houses and the three remaining residential lofts. There are 15 rowhouses and 80 loft units, at average unit size of 1,200 square feet each, for a total of 113,600 square feet of leasable floor area. Rowhouse units include indoor parking for vehicles. Phase III also has 38,400 square feet of exterior paved and landscaped parking area, accommodating roughly 110 cars.
- North Access Road: Public roadway access from the north end of the site is required. This will require working with MDOT and/or adjacent property owners to negotiate right-of-way access.

Unit estimates and building square footage totals are shown in Table 2.

**Table 1: Public and Private Construction Estimate**

Phase 1				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Sewer / Utilities	3,600	l. ft.	\$ 136.00	\$ 489,600
Roads / Circulation / Street Parking	3,600	l. ft.	\$ 50.00	\$ 180,000
Parking Areas with Landscaping	27,460	sq. ft.	\$ 7.15	\$ 196,339
Central Lawn – Grading / Seeding / Planting	118,800	sq. ft.	\$ 0.94	\$ 111,672
Central Lawn – Pathways	480	l. ft.	\$ 12.00	\$ 5,760
Central Lawn – Market Roadway	6,450	sq. ft.	\$ 18.00	\$ 116,100
Central Lawn – Market Roadway Bollards	6	per	\$ 600.00	\$ 3,600
Central Lawn – Band Shell	1	per	\$ 375,000.00	\$ 375,000
Central Lawn – Pavilion / Restrooms	1	per	\$ 155,000.00	\$ 155,000
Green – Grading / Seeding / Planting	14,000	sq. ft.	\$ 0.94	\$ 13,160
Green – Sidewalks	8,800	l. ft.	\$ 9.00	\$ 79,200
Green – Flagpole / Sculpture	1	per	\$ 7,000.00	\$ 7,000
Marina – Docks	385	l. ft.	\$ 400.00	\$ 154,000
Marina – Beach / Sand System	1	per	\$ 228,000.00	\$ 228,000
Mixed Use Buildings – Main Street	20,400	sq. ft.	\$ 250.00	\$ 5,100,000
Mixed Use Buildings – On Green	7200	sq. ft.	\$ 250.00	\$ 1,800,000
Connecting Trail System	1520	l. ft.	\$ 12.00	\$ 18,240
<b>Phase 1 Total</b>				<b>\$ 9,032,671</b>
Phase 2				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Rowhouses	24,000	sq. ft.	\$ 175.00	\$ 4,200,000
Loft Buildings	24,000	sq. ft.	\$ 250.00	\$ 6,000,000
Parking Areas with Landscaping	10,000	sq. ft.	\$ 7.15	\$ 71,500
Parking Areas with Preserved Trees	36,600	sq. ft.	\$ 14.50	\$ 530,700
<b>Phase 2 Total</b>				<b>\$ 10,802,200</b>
Phase 3				
Feature	Analysis Units	Measure	Cost Per Unit	Cost Estimate
Rowhouses	17,600	sq. ft.	\$ 175.00	\$ 3,080,000
Loft Buildings	96,000	sq. ft.	\$ 250.00	\$ 24,000,000
Parking Areas with Landscaping	38,400	sq. ft.	\$ 7.15	\$ 274,560
<b>Phase 3 Total</b>				<b>\$ 27,354,560</b>
<b>Phase 1, 2, 3, Total</b>				<b>\$ 47,189,431</b>

**Table 2: Building and Unit Calculations**

Building Type	Average Footprint (sf)	Stories (#)	Buildings (#)	Total Square Feet	Average Unit Size	Housing / Retail Units (#)
Mixed Use Buildings - Main Street	3,400	2	3	20,400	1,200	17
Mixed Use Buildings - On Green	1,200	2	3	7,200	1,200	6
Rowhouses - Phase 2	4,000	2	3	24,000	1,200	20
Rowhouses - Phase 3	4,400	2	2	17,600	1,200	15
Loft Buildings - Phase 2	6,000	4	1	24,000	1,200	20
Loft Buildings - Phase 3	8,000	4	3	96,000	1,200	80
<b>Building Totals</b>			<b>15</b>	<b>189,200</b>		<b>158</b>



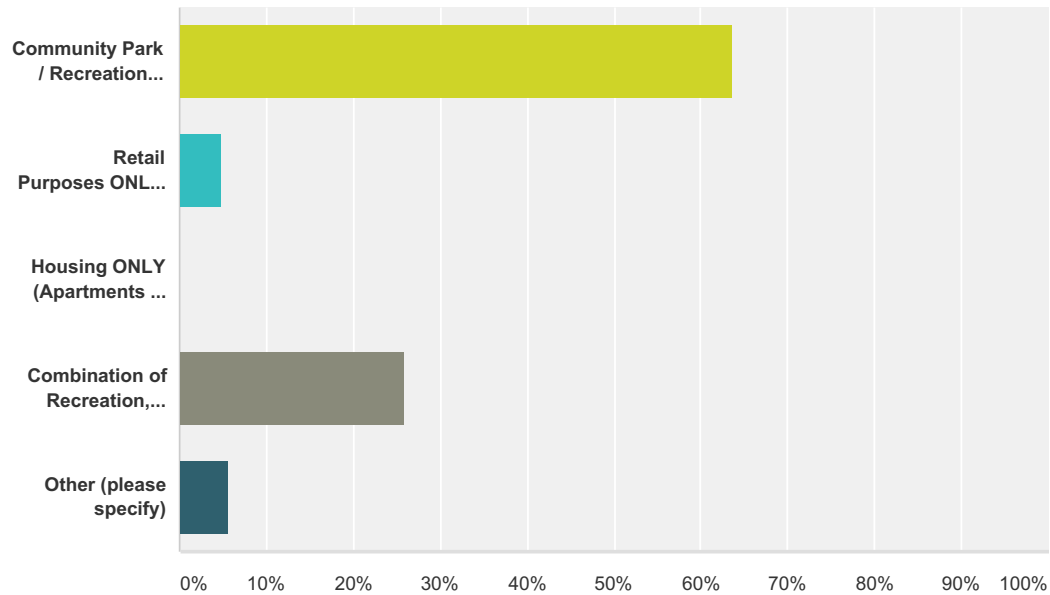
**Figure 12: Phasing Plan: Park With Mixed Use – Moderate Development Intensity**

# **APPENDIX:** PUBLIC SURVEY RESULTS



**Q1 What do you think this property should be used for? (All of the options would include ample parking!)**

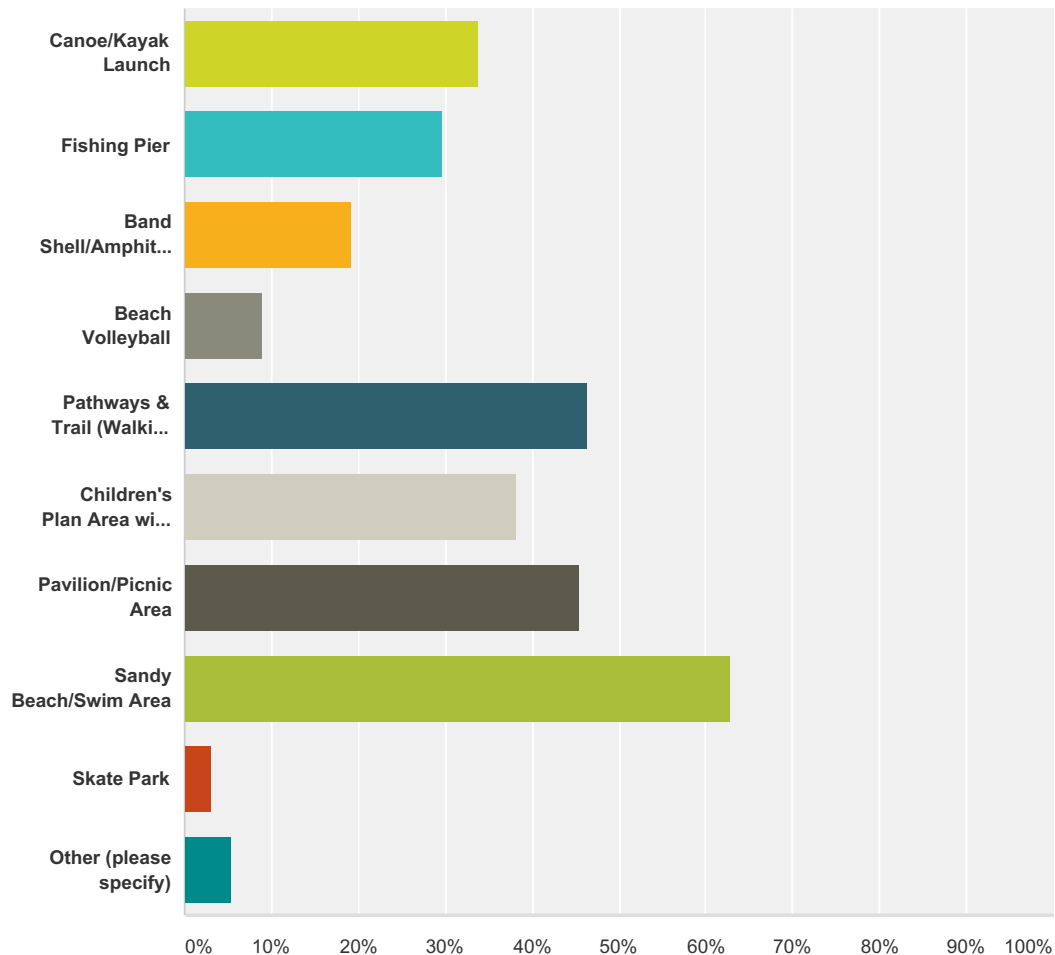
Answered: 390 Skipped: 4



Answer Choices	Responses	
Community Park / Recreational Purposes ONLY	63.59%	248
Retail Purposes ONLY (small businesses, restaurants, etc.)	4.87%	19
Housing ONLY (Apartments or condos)	0.00%	0
Combination of Recreation, Retail, and/or Housing	25.90%	101
Other (please specify)	5.64%	22
<b>Total</b>		<b>390</b>

**Q2 If this area (or part of this area) were to be used as a recreation area, which recreational features you would most like to see? (Please select your top (THREE (3) ONLY**

Answered: 387 Skipped: 7



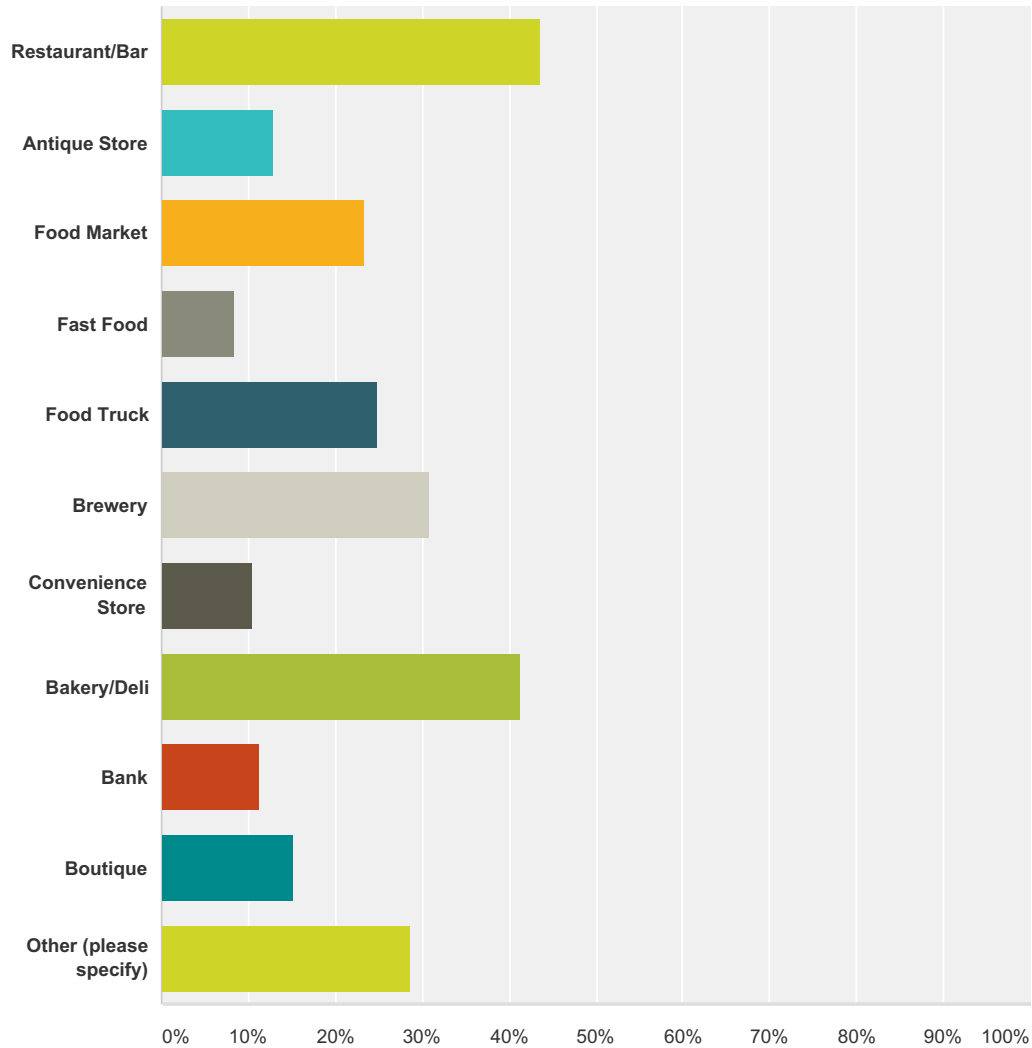
Answer Choices	Responses	
Canoe/Kayak Launch	33.85%	131
Fishing Pier	29.72%	115
Band Shell/Amphitheatre	19.12%	74
Beach Volleyball	9.04%	35
Pathways & Trail (Walking Paths, Bike Trails, Fitness Trails, etc.)	46.25%	179
Children's Plan Area with Playground Equipment	38.24%	148
Pavilion/Picnic Area	45.48%	176
Sandy Beach/Swim Area	62.79%	243

## Copy of Northfield Community Park Survey

Skate Park	3.10%	12
Other (please specify)	5.43%	21
Total Respondents: 387		

**Q3 If this area (or part of this area) were to be utilized for business use, what types of businesses would you like to see? Please select all that apply**

Answered: 326 Skipped: 68



Answer Choices	Responses	
Restaurant/Bar	43.56%	142
Antique Store	12.88%	42
Food Market	23.31%	76
Fast Food	8.28%	27
Food Truck	24.85%	81
Brewery	30.98%	101
Convenience Store	10.43%	34

## Copy of Northfield Community Park Survey

Bakery/Deli	41.41%	135
Bank	11.35%	37
Boutique	15.34%	50
Other (please specify)	28.53%	93
<b>Total Respondents: 326</b>		

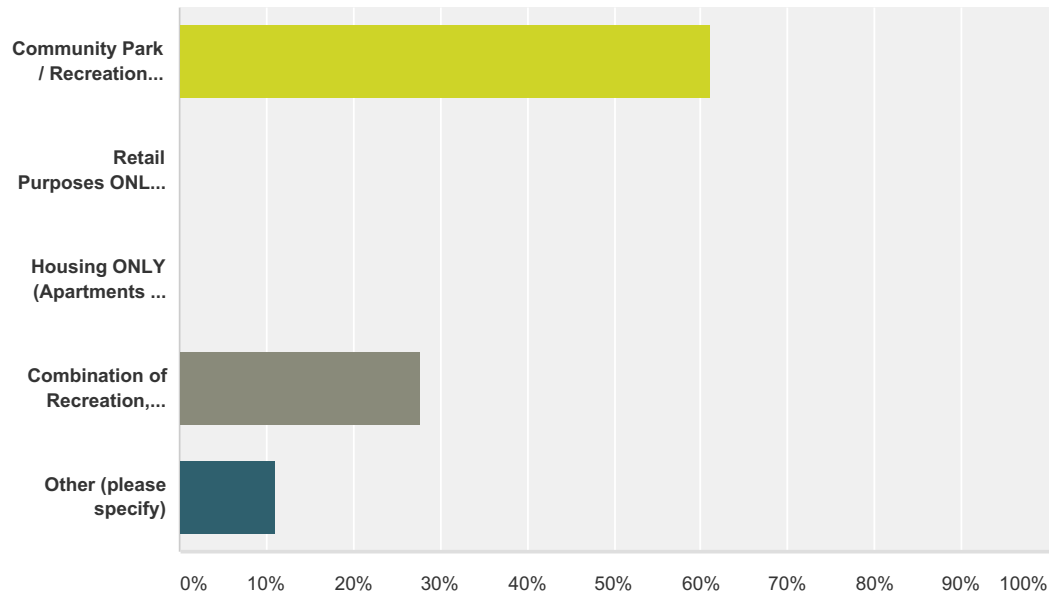
**Q4 Please list your age and the ages of your children, if applicable. (for demographic purposes ONLY)**

Answered: 370 Skipped: 24

Answer Choices	Responses	
Your Age	99.46%	368
Child(ren)'s Age (please list all)	46.76%	173

**Q1 What do you think this property should be used for? (All of the options would include ample parking!)**

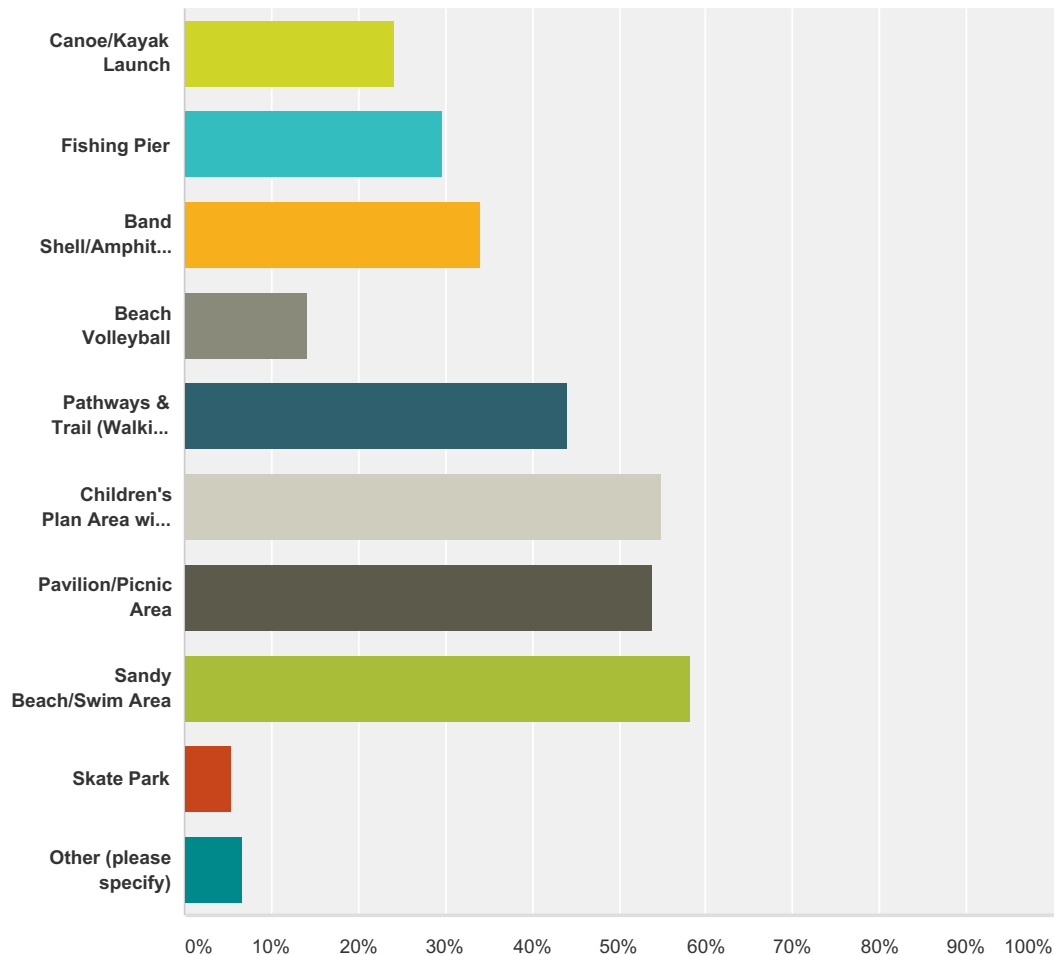
Answered: 90 Skipped: 2



Answer Choices	Responses	
Community Park / Recreational Purposes ONLY	61.11%	55
Retail Purposes ONLY (small businesses, restaurants, etc.)	0.00%	0
Housing ONLY (Apartments or condos)	0.00%	0
Combination of Recreation, Retail, and/or Housing	27.78%	25
Other (please specify)	11.11%	10
<b>Total</b>		<b>90</b>

**Q2 If this area (or part of this area) were to be used as a recreation area, which recreational features you would most like to see? (Please select your top (THREE (3) ONLY**

Answered: 91 Skipped: 1



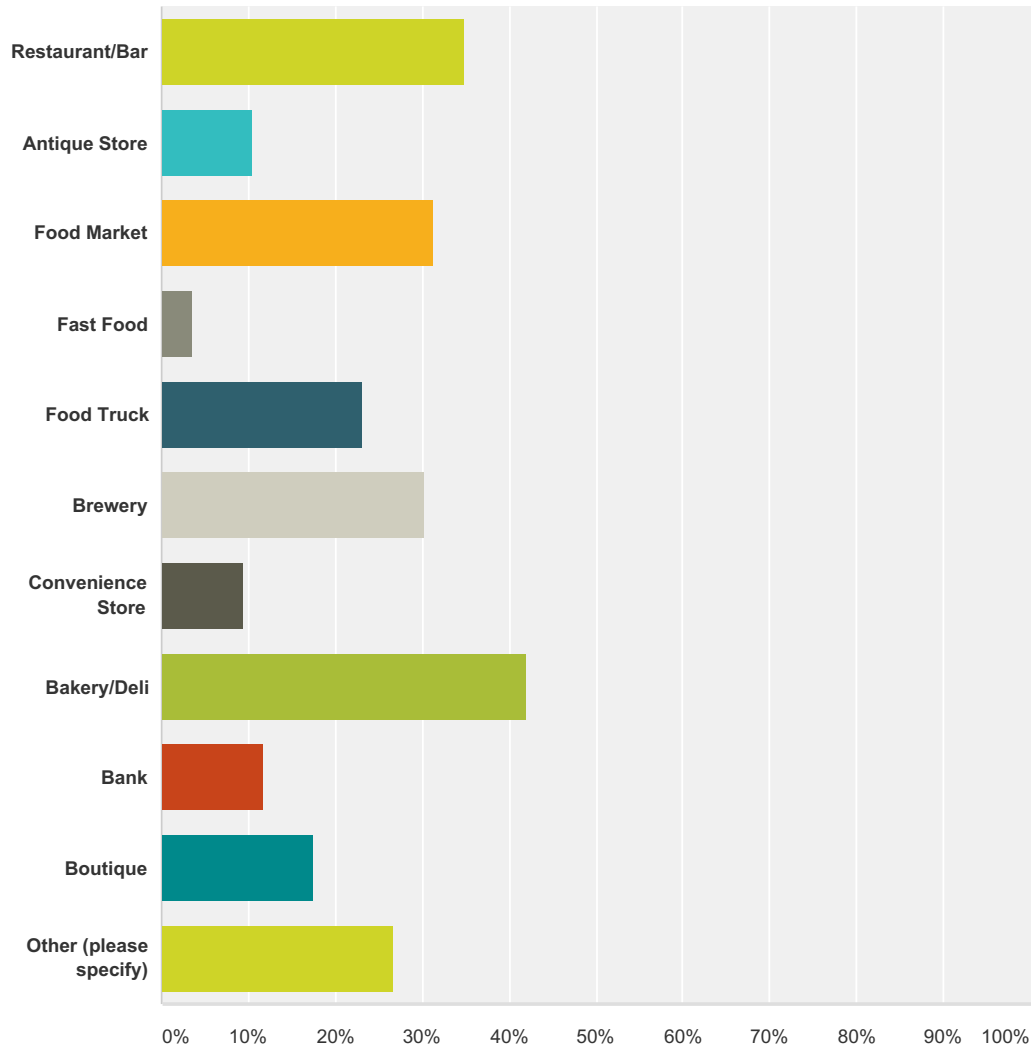
Answer Choices	Responses	
Canoe/Kayak Launch	24.18%	22
Fishing Pier	29.67%	27
Band Shell/Amphitheatre	34.07%	31
Beach Volleyball	14.29%	13
Pathways & Trail (Walking Paths, Bike Trails, Fitness Trails, etc.)	43.96%	40
Children's Plan Area with Playground Equipment	54.95%	50
Pavilion/Picnic Area	53.85%	49
Sandy Beach/Swim Area	58.24%	53

Northfield Community Park Survey

Skate Park	5.49%	5
Other (please specify)	6.59%	6
Total Respondents: 91		

**Q3 If this area (or part of this area) were to be utilized for business use, what types of businesses would you like to see? Please select all that apply**

Answered: 86 Skipped: 6



Answer Choices	Responses	
Restaurant/Bar	34.88%	30
Antique Store	10.47%	9
Food Market	31.40%	27
Fast Food	3.49%	3
Food Truck	23.26%	20
Brewery	30.23%	26
Convenience Store	9.30%	8

Northfield Community Park Survey

Bakery/Deli	41.86%	36
Bank	11.63%	10
Boutique	17.44%	15
Other (please specify)	26.74%	23
Total Respondents: 86		

**Q4 Please list your age and the ages of your children, if applicable. (for demographic purposes ONLY)**

Answered: 88   Skipped: 4

Answer Choices	Responses	
Your Age	97.73%	86
Child(ren)'s Age (please list all)	62.50%	55

# A NORTH VILLAGE SYNTHESIS PLAN



Central Lawn Rendering with Pavilion.



Town Green Rendering with Lake View



Synthesis Plan: Park with Mixed Use – Moderate Development Intensity.

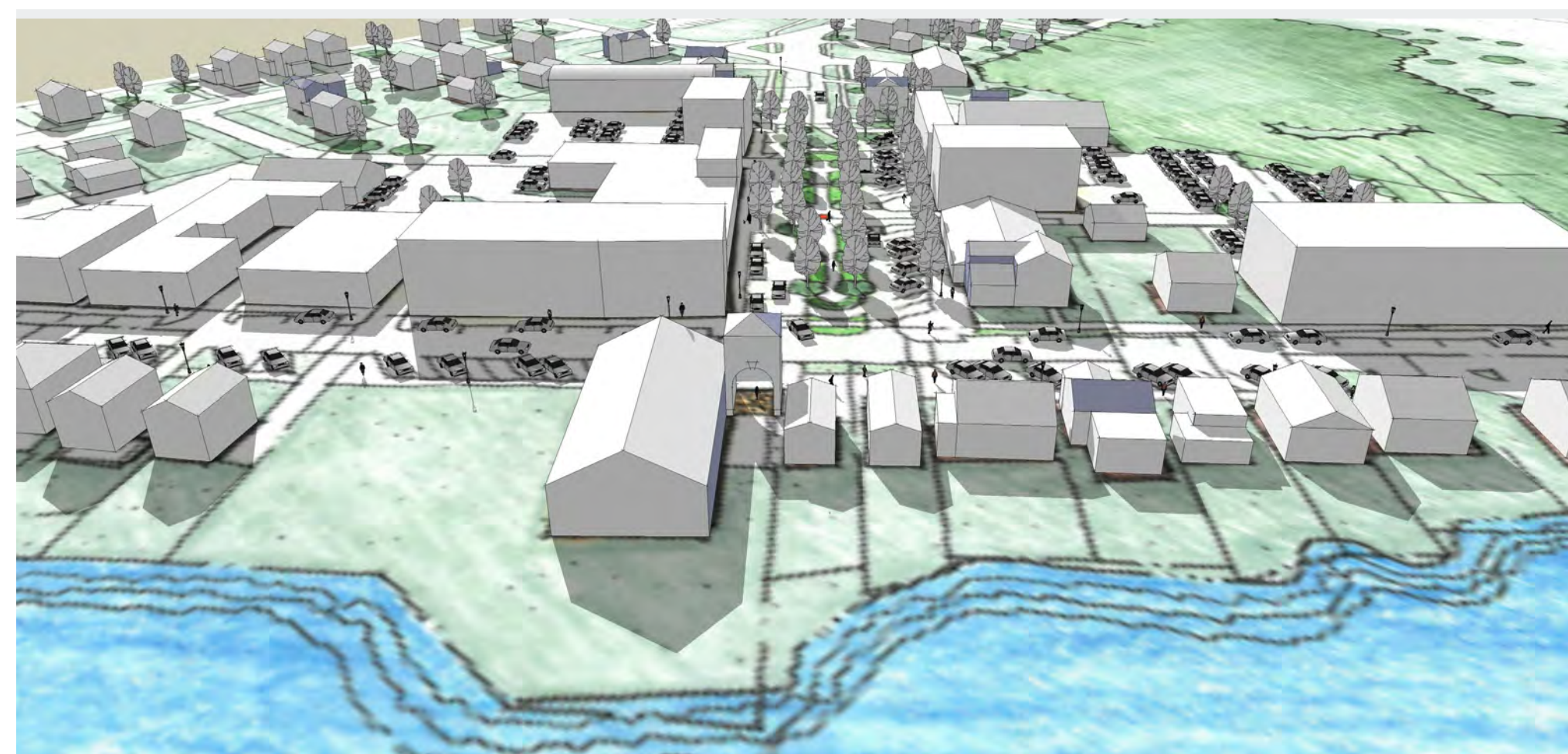


Phasing Plan: Park With Mixed Use – Moderate Development Intensity.

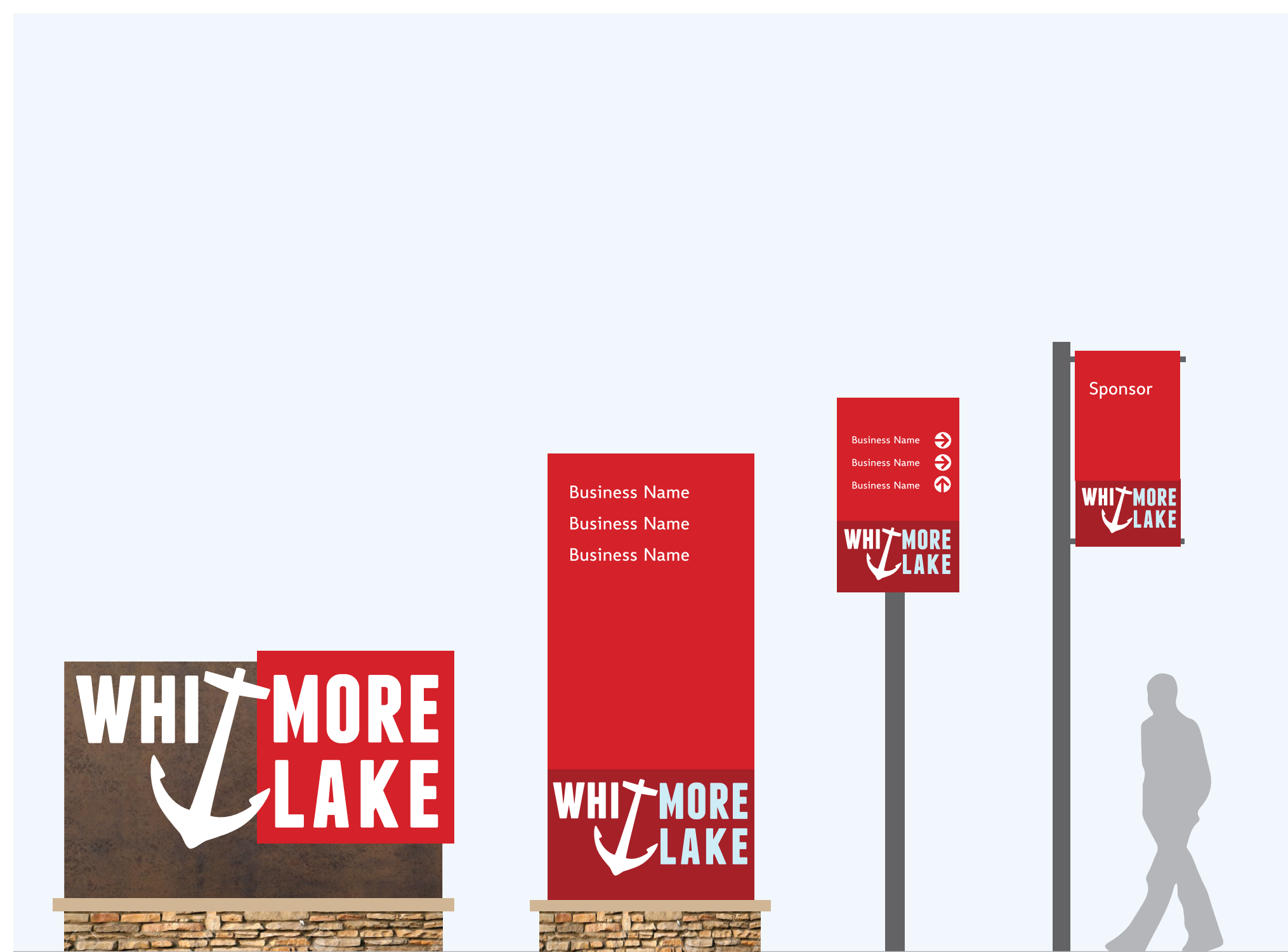
# B DOWNTOWN SYTHENSIS PLAN



Birdseye view of downtown facing northeast from 75 Barkerv



Birdseye view of downtown facing west from the Lake.



Gateway

Monument / Kiosk

Directional

Banner

Downtown Identity Features.



## DOWNTOWN WHITMORE LAKE SYNTHESIS PLAN KEY

- |                              |                               |   |
|------------------------------|-------------------------------|---|
| 1 Barker Road                | 6 Existing Trees              | 11 Trail Connection                             |
| 2 Main Street                | 7 Connection to North Village | 12 Proposed On-Street Parking (w/ new sidewalk) |
| 3 Margaret Street            | 8 Whitmore Lake               | 13 New Boulevard Median with Public Art         |
| 4 Infill Building, typical   | 9 Parking Lot                 | 14 New Restaurant                               |
| 5 Existing Building, typical | 10 Existing Ped. / Bike Trail | 15 Existing Marina                              |
|                              |                               | 16 Proposed Alley Easement                      |