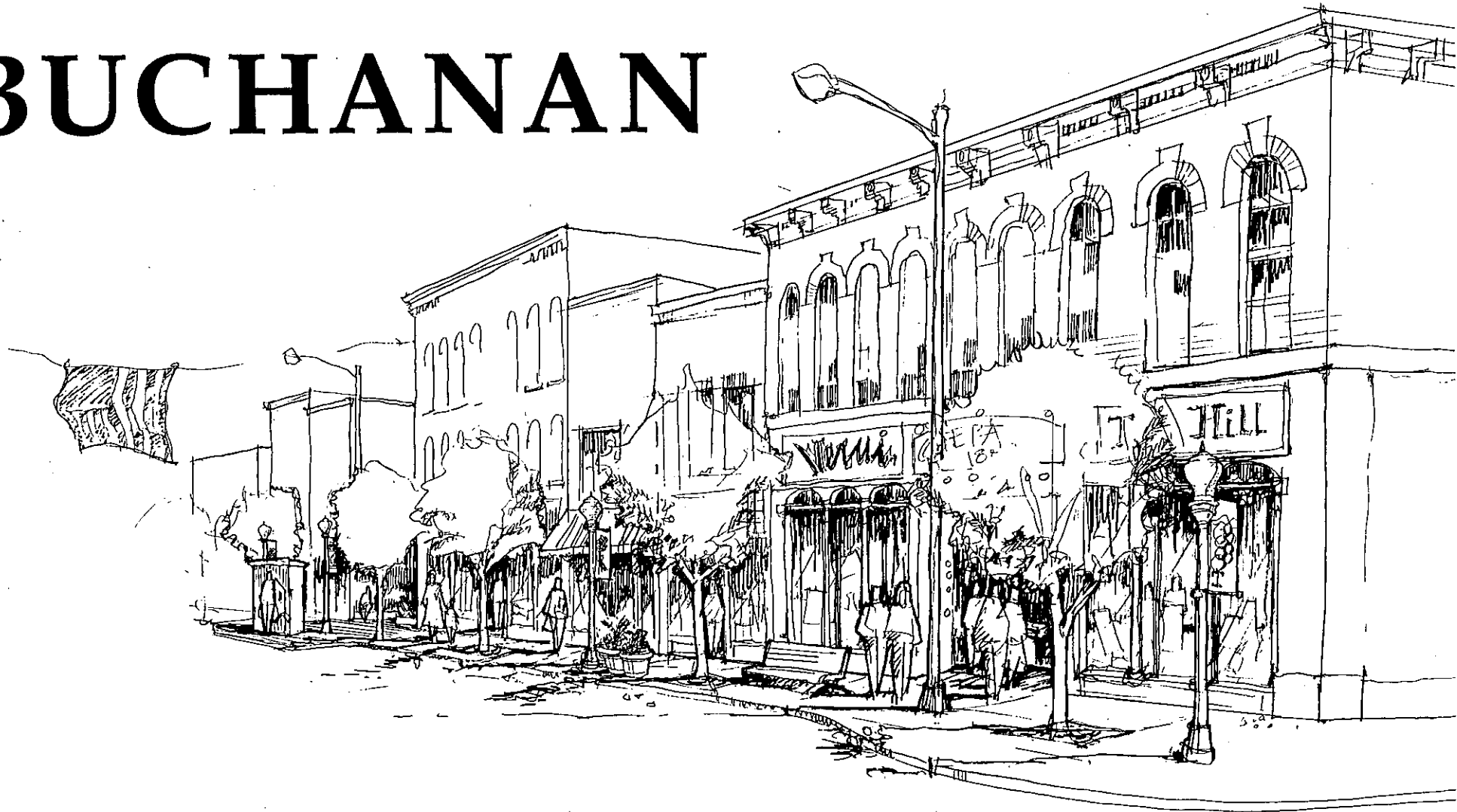


BUCHANAN



DOWNTOWN DEVELOPMENT PLAN

FEBRUARY 1992

Acknowledgments

City Commission

Deborah Seager, Mayor
Thomas Gordon Larry Thompson
Harold Jackson Doyle Vergon

Downtown Development Authority

Laura Gerber George Sullivan
Peter Lysy Steve Greenleaf
Frances Terry Chris DenHerder
Robert Jackson Deborah Seager
Gregory Buckley

Tax Increment Financing Authority

Robert Jackson Paul Grandholm
Frank Allee Kenn Andrews
Judy DenHerder William Farhat
Paul Francis, Sr. Deborah Seager
Michael Harrison

**Buchanan Area Economic
Development Corporation**

Louis Desenberg Joseph Saratore
Mike Doherty Steve Greenleaf
Bill Farhat Judy DenHerder
Richard Swem Tim Sullivan
Lloyd Miller

Kathy Venturelli, Executive Director

City of Buchanan

Gregory Buckley, City Manager

Camiros, Ltd.

Thomas Weigand, Project Manager
Dean Proctor, Project Designer
Beth Brockish, Landscape Architect

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D O W N T O W N D E V E L O P M E N T P L A N

The City of Buchanan is a small historic community with a population of about 5,000. Located in the valley formed by the St. Joseph River and McCoy Creek, the City evolved as a prospering lumber and grain mill town during the 1830's, 40's, and 50's. Many architectural and cultural remnants still exist in the downtown from this early period in the history of Buchanan. Most importantly, McCoy Creek, which fueled early Buchanan, still gracefully flows through the downtown providing a truly unique aesthetic downtown quality.

During the past few decades, Buchanan's downtown has suffered from many of the same commercial trends which plague smaller communities located in larger regional markets. Buchanan retailers are unable to compete with the regional shopping malls and changes in consumer habits. With improved transportation systems and greater regional accessibility, our world became a little smaller, and the consumer market for Buchanan residents became a little larger.

Once again consumer habits are changing. This time in favor of the unique and historic commercial environments commonly found in small historic communities. Downtown Buchanan has all the hidden qualities and potential to become such a community. The Buchanan Downtown Development Plan recognizes this change and outlines a strategy which will enable the City to position itself to take advantage of this unique opportunity.

Although the future may hold many opportunities for downtown Buchanan, remember, there is no quick fix to the problems which face the downtown. The downtown did not decline to its current condition in a year or two, and it will take considerably longer for a full recovery to be realized. Patience will be one of the qualities necessary to successfully implement the Buchanan Downtown Development Plan.

Along with patience, the community must make a commitment to the revitalization program outlined in the plan. Due to the difficult challenge which lies ahead for the downtown, a half effort will accomplish nothing more than no effort at all. A full-fledged commitment, along with patience, will be the necessary ingredients for downtown recovery.

The Buchanan Downtown Development Plan includes six chapters, each focusing on a specific recommendation needed to revitalize the downtown.

The first chapter: **Analysis** includes a brief summary of background information such as land use, parking and traffic, floodplain, and market data which was considered in the development of the downtown plan.

Chapter two: **Community Image** provides recommendations concerning the adoption of a new theme and logo for the community. How the community and downtown presents and markets itself in the region

will be extremely important in the revitalization of the downtown.

To assist in the establishment of a new community image, a suggested new logo has been provided in the chapter. The new logo design should be used as a basis for further discussion and ultimately the refinement of a final logo for adoption by the City.

The third chapter: **Downtown Plan** is the heart of the document and offers long-range goals and a conceptual redevelopment program for the downtown. Although the Downtown Plan suggests many specific changes in the downtown, it also provides sufficient flexibility to accommodate unforeseen changes.

Chapter four: **Streetscape Plan** provides a detailed plan for revitalizing the streetscape along W. Front Street. A historic theme has been recommended for the downtown streetscape to complement the historic architecture in the district. The plan includes specific recommendations for lighting, plantings, signage and streetscape furniture.

Chapter five: **Facade Plan** offers front facade recommendations for nearly 30 buildings in the downtown. Due to financial limitations during the early years of downtown revitalization, the facade plan recommends a first phase restoration for most of the downtown historic buildings. The recommended first phase restoration will

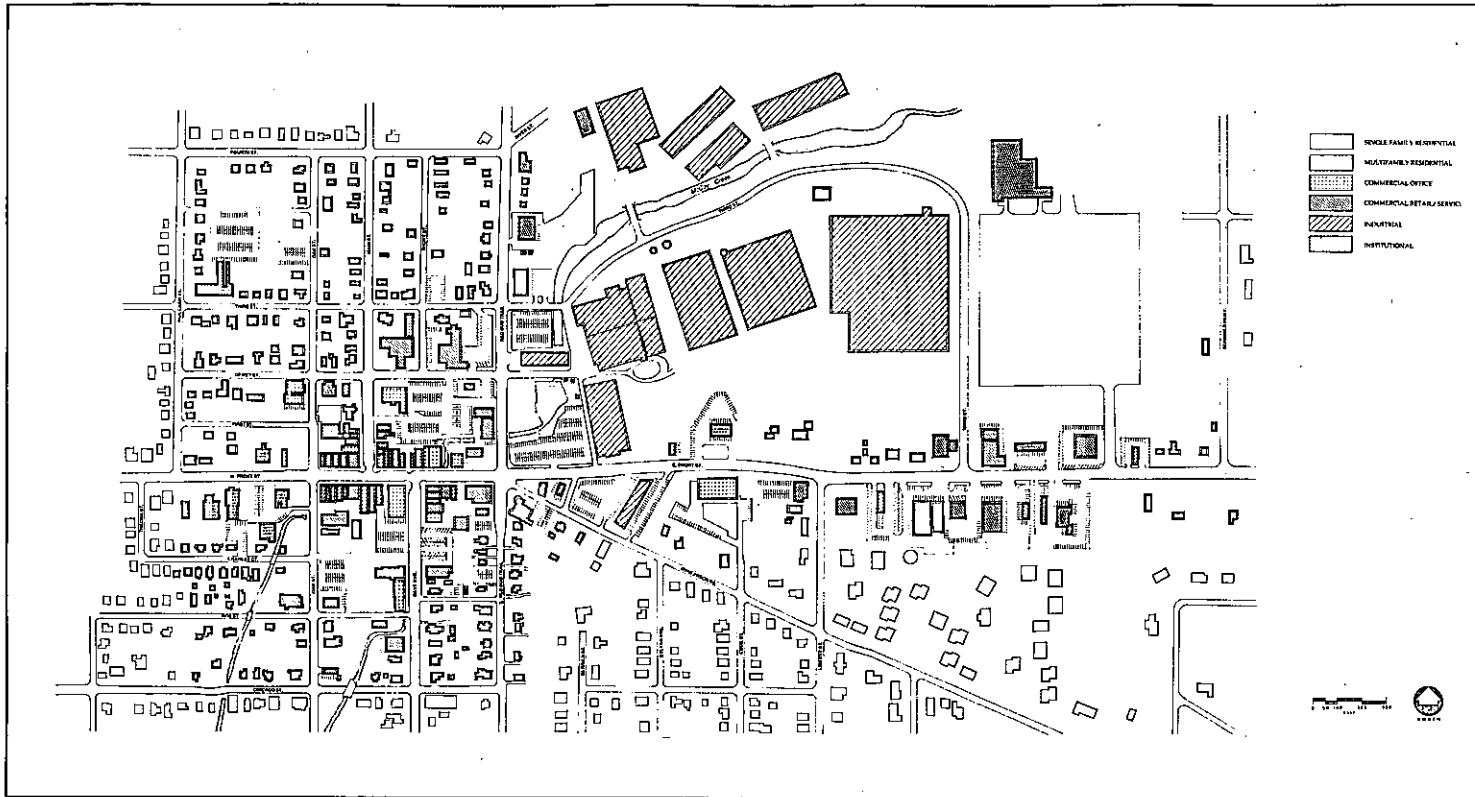
greatly improve the appearance of the building and move the facade closer to its original architectural appearance. This approach will enable the property owner to undertake architecturally appropriate facade improvements at this time without the prohibitive cost of a complete authentic restoration. In later years, the property owner can complete the facade to its original historic appearance.

The final chapter: **Implementation Strategy** outlines steps and procedures the City can utilize to assist in the implementation of recommendations in the downtown plan. Guidelines concerning timing, priorities, and costs of many implementation strategies have been provided.

Collectively, the six chapters provide a direction and framework for downtown revitalization. The report has been prepared in a format which will enable the City to quickly proceed with its implementation. Copies of building facades can be given directly to downtown property owners. The logo design can be submitted to a graphic illustrator for further refinement. Essentially, the downtown plan should function as a workbook for City officials, DDA members, TIFA members, and others involved in the revitalization of the downtown.

I N T R O D U C T I O N

D O W N T O W N D E V E L O P M E N T P L A N



Land Use Analysis

Downtown Buchanan has remained relatively compact considering its age and economic history. Most commercial land uses are concentrated along East Front Street between Red Bud Trail and Oak Street with some additional commercial growth along Days Avenue and Main Street. Unlike many older communities, the downtown has not significantly infiltrated into the surrounding residential neighborhood but has remained focused on the original core blocks of the downtown.

Typically, economic expansions and contractions in a community during its history will lead to a fragmented downtown which has negatively encroached upon the adjoining residential neighborhoods. There is some evidence of this symptom in downtown Buchanan; however, the long-term economic stability of Buchanan resulting from Clark Equipment Company has limited this typical occurrence. Although downtown Buchanan may today be experiencing a period of economic contraction due to the loss of

Clark Equipment Company and a dramatic change in consumer shopping patterns, the amount of commercial land uses in the downtown affected by the contraction is minimized. This will permit the recovery of commercial land uses in the downtown without the need for significant and costly redevelopment efforts.

Land uses in downtown Buchanan consist of a balanced mixture of commercial retail/service,

commercial office, institutional, and industrial. Commercial retail/service land uses are located within the original downtown core, and farther west along East Front Street which has evolved into Buchanan's secondary commercial district. The East Front Street district consists of relatively new commercial businesses oriented toward automobile convenience. Such businesses include a grocery store, a couple fast-food establishments, drive-in restaurants, and several service related businesses.

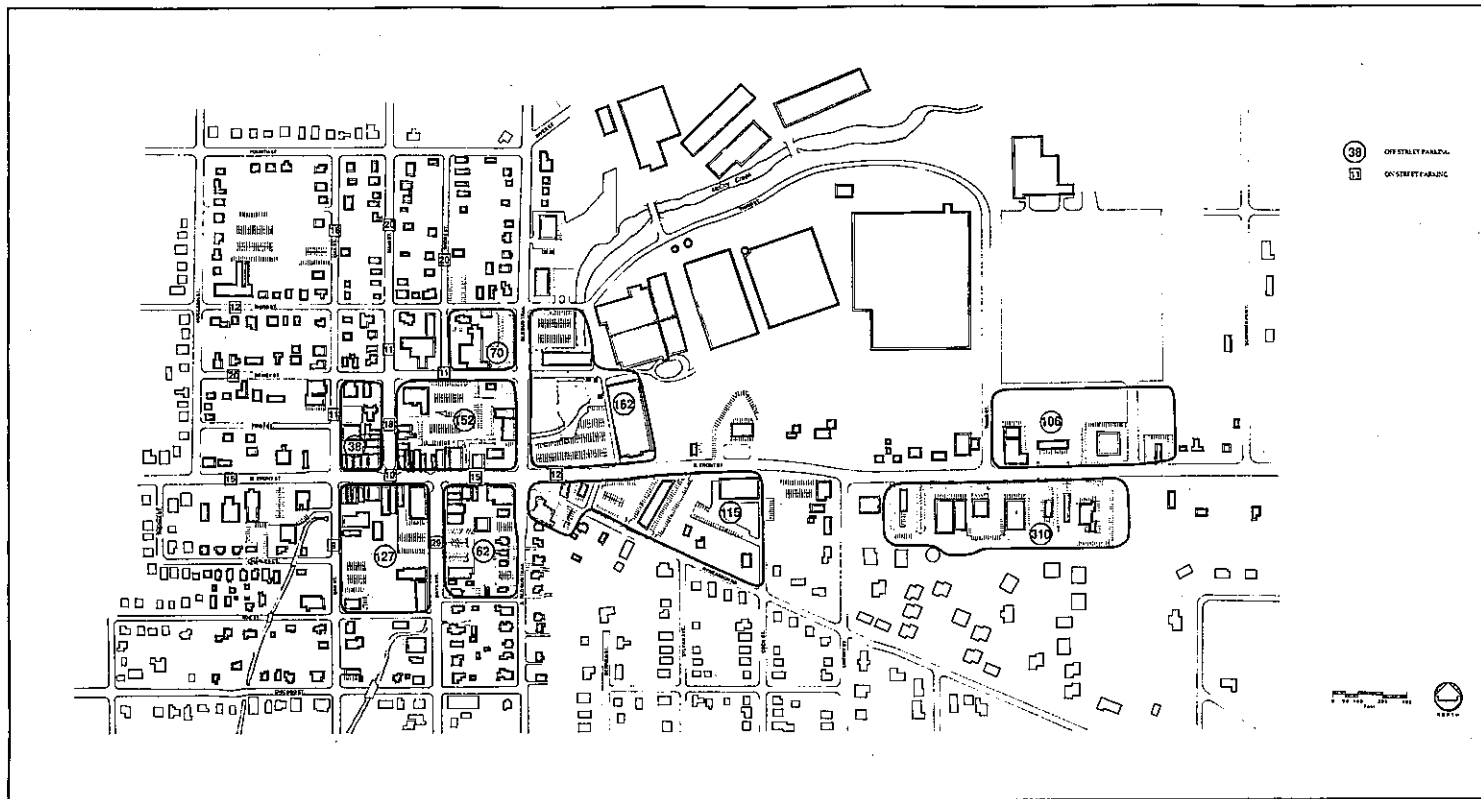
Approximately three-fourth's of the downtown commercial land use is retail/service businesses with the remaining one-fourth office. Net usable space (excluding second and third stories for retail) consists of approximately 90,000 square feet of retail/service and 38,000 square feet of office for a total of 128,000 square feet. Gross square footage in the downtown, which includes second and third story space, amounts to about 190,000 square feet. It is estimated that presently 30 to 40 percent of the net usable commercial space in the downtown is vacant.

Institutional land uses in the downtown core are largely concentrated along the western edge of the downtown along West Front Street and Oak Street. The institutional land uses in this area include the post office, police and fire station, and several churches. City Hall and a couple civic organizations are also located near the downtown core but in more isolated locations. The natural concentration of institutional land uses in the downtown should be encouraged to continue.

Most of the industrial land uses are located in the Buchanan Industrial Park adjoining the downtown core and generally do not conflict with commercial activities. Planned efforts to improve the Clark # 2 building and site will further enhance the relationship between industrial and commercial land uses in the downtown core.

ANALYSIS

DOWNTOWN DEVELOPMENT PLAN



Assuming the 128,000 (90,000 retail, 38,000 office) square feet of usable space in the downtown was fully occupied, we can apply the following parking standards to determine the required number of parking stalls.

4 stalls/1,000 square feet of retail space
3 stalls/1,000 square feet of office space

Based upon this analysis, downtown Buchanan would need a total of 474 parking stalls which is currently just satisfied by the existing supply of 482 stalls. Although a sufficient supply exists, it's important to understand that any new development in the downtown must provide its own parking to maintain an acceptable parking supply/demand ratio.

Parking supply is only half the formula to successful downtown parking. Equally important is the location and accessibility of parking in relation to consumer destinations. If consumers are to change some of their shopping loyalties back to the downtown, they must find the parking situation to be as convenient as the nearby mall. To accomplish this, downtowns must not only focus on parking supply, but also on the location of parking in relation to access, visibility, and the front door of downtown businesses. This poses a difficult challenge, but one that can be met through innovative changes in parking lot design, signage, and multiple business entrances.

Parking/Traffic Analysis

Parking and traffic conditions in downtown Buchanan play an important role in the commercial vitality of the district, particularly following any redevelopment efforts. It's important to understand that today's consumers demand convenient access and parking with their shopping experience. This consumer demand has led to the proliferation of commercial malls and strip developments which offer ample land for parking and easy access on the periphery of communities.

If traditional downtowns are to compete in today's consumer environment, they must recognize the importance of parking and transportation access in their revitalization plans.

Parking

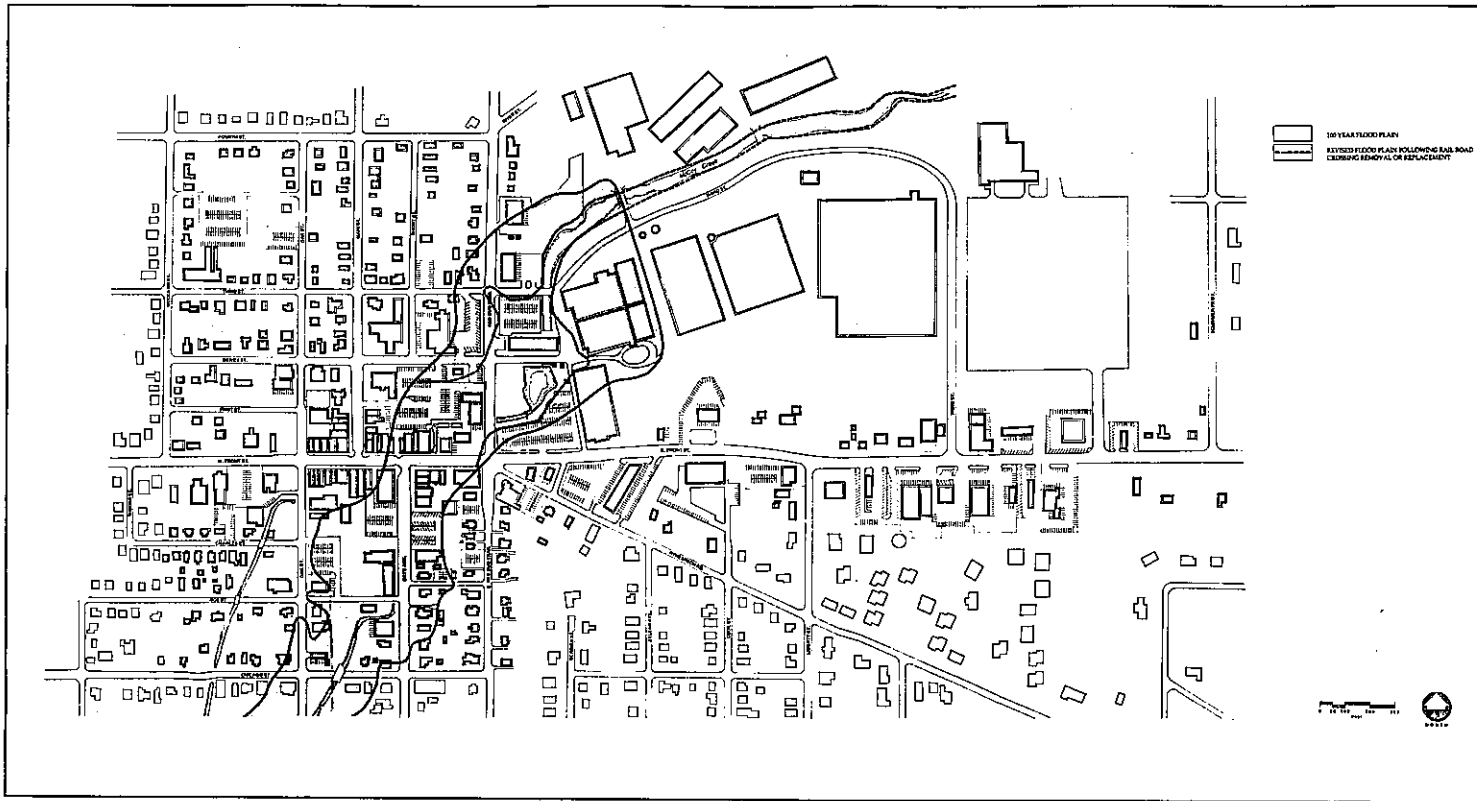
Many people would argue that downtown Buchanan does not presently have a parking problem. With 379 existing off-street parking stalls and

103 existing on-street stalls, downtown Buchanan's 482 parking stalls provide more than adequate parking. This may seem reasonable considering the commercial situation in downtown Buchanan today; however, is it sufficient to handle a revitalized downtown that does not have a 30 percent or more vacancy rate? To answer this, we conducted a parking demand assessment based upon typical parking standards for office and retail space.

Traffic

Traffic does not pose any significant problems in downtown Buchanan, largely due to its isolation from any major highway arterials. Red Bud Trail and Front Street are important local connector roads, but neither is properly designed to handle any significant regional transportation responsibility. In the upcoming years, downtown Buchanan will be dependent upon the community's ability to upgrade these connector roads to provide improved access from Highways 12 and 31.

ANALYSIS



The six structures listed below are located at road or railroad crossings along McCoy Creek.

- Clark Railroad Crossing
- Third Street
- Crossing "A" (Forged Products)
- Red Bud Trail
- Alexander Street
- Crossing "B" (Forged Products)

Removal of the Clark Railroad Crossing alone would reduce the 100-year flood significantly as shown by the dashed line on the 100-year floodplain map to the left. The replacement of the Third Street crossing would also have a significant impact in the reduction of the floodplain. The other structures would have decreasing levels of impact, but nevertheless important reductions.

As the City pursues a variety of development and redevelopment opportunities in the downtown during the upcoming years, the City should engage the services of the SCS and a hydrologic engineering firm to determine what engineering improvements could be employed to remove developable areas from the 100-year floodplain. Some suggested measures may include moderate filling to raise some development sites above the 100-year floodplain elevation, expanding and opening McCoy Creek to improve the conveyance of floodwaters, upstream detention basins, and replacement of existing structures which presently cross McCoy Creek and are restricting the flow of floodwater.

These possible solutions along with others may significantly reduce the 100-year floodplain to a level which permits the substantial development, redevelopment, and rehabilitation of the downtown.

Floodplain Analysis

The McCoy Creek 100-year floodplain currently poses a significant problem to revitalization efforts in downtown Buchanan. A substantial portion of the downtown core lies within the demarcation line of the 100-year floodplain. The location of the McCoy Creek 100-year floodplain in downtown Buchanan is shown on the above map. As a result, any development or substantial redevelopment or rehabilitation efforts located within the 100-year floodplain may be prohibited due to the restric-

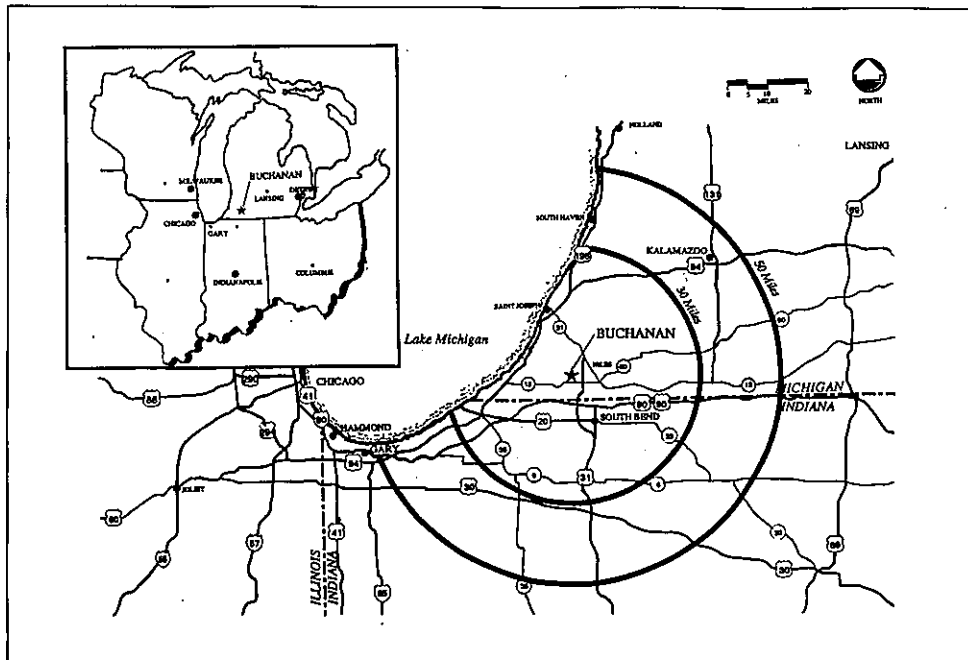
tions of floodplain zoning. The City of Buchanan has adopted floodplain zoning in accordance with Federal flood insurance regulations.

A Flood Plain Management Study for McCoy Creek prepared by the U.S. Department of Agriculture Soil Conservation Service (SCS) in 1986, with cooperation from the Michigan Department of Natural Resources, the City of Buchanan, and the Galien River Soil Conservation District, carefully

evaluated and delineated the 100-year floodplain. In the study, the SCS found that a significant portion of the area included within the 100-year floodplain was largely caused by six different undersized drainage structures which restricted flows, thereby expanding the floodplain. Removal or replacement of these six structures would dramatically reduce the delineation of the 100-year floodplain.

A N A L Y S I S

D O W N T O W N D E V E L O P M E N T P L A N



This change in consumer habits, largely related to the automobile and competitive pricing, has had a devastating impact on small community downtowns. Particularly, downtowns that are located in close proximity to regional shopping destinations such as South Bend/Mishewaka.

Considering the local market conditions, downtown Buchanan will not be able to recapture any significant portion of the local consumer market which has left the community. It must attempt to retain as many local consumer businesses as possible, but should not depend on this market for the revitalization of the downtown.

Regional Consumer Market

The regional consumer market offers the greatest opportunity for downtown Buchanan, particularly in tourism-related businesses. The regional map to the left illustrates the strength of the regional market. Within a 50-mile radius of Buchanan, there is a population base of 1,240,910 which just excludes the 8 million residents in Chicago who are only a 1.5 hour drive away.

This regional market is already having a dramatic impact on tourism development in Berrien County, with nearly three-quarters of a million visitors in 1990. Annual travel dollar expenditures in Berrien County for the same year were 121 million. If downtown Buchanan can capture even a small piece of this growing tourism industry, it will have greatly offset the loss of the local consumer market.

One of Buchanan's other regional market strengths is its proximity to major transportation arterials. As the map below illustrates, Buchanan is within 20 to 30 minutes of nearly 65,000 vehicles per day. Interstates 94 and 80, and Highway 31 provide important regional connections between Chicago, Detroit, Toledo, South Bend, and Indianapolis. Traffic counts on Highway 31 are expected to increase by nearly 300 percent following completion of a four-lane connection to Interstate 94.

Market Analysis

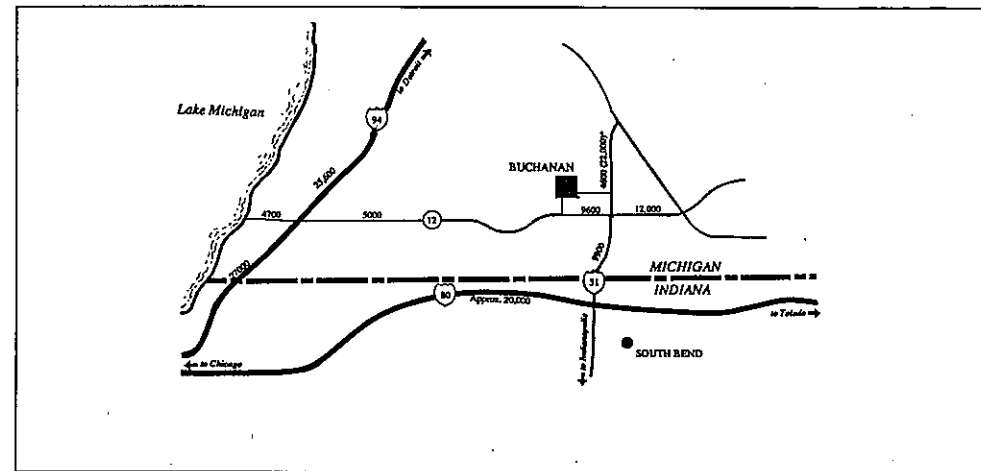
The market analysis for downtown Buchanan must consider both the existing local consumer market, and the potential regional market.

Local Consumer Market

The local consumer market for downtown Buchanan includes the local residents who may shop in the Buchanan area for goods and services. It is in the local consumer market that Buchanan has seen a dramatic change occur during the past two decades. Local residents, who were dependent upon local businesses for nearly all of their goods and services, are today travelling as far as South Bend and St. Joseph for many of those same

goods and services. A recent survey conducted as part of the City's Comprehensive Plan uncovered the following consumer habits:

1. Between 75 to 95 percent of Buchanan residents shop for clothing, small and large appliances, automobiles, building supplies, and gifts and specialty items in businesses located outside of Buchanan.
2. Even 20 to 30 percent of Buchanan residents said they patronize non-Buchanan businesses for such items as hardware, drugs, financial services, and groceries.



ANALYSIS

DOWNTOWN DEVELOPMENT PLAN

Communities have only recently begun to recognize the importance of community image as a basis for tourism development, industry recruitment, and quality residential growth. As communities are forced to compete in increasingly larger markets for limited opportunities in economic development, the manner in which a community promotes itself can determine success or failure.

Nearly every community has a theme or logo which attempts to reflect something unique about that community. Unfortunately, many communities have never thought about how their image or logo functions as a tool for economic development. What does the logo say about the community? Is it meaningful or enticing to individuals and businesses that may be interested in visiting or locating in the community? Although many communities may believe their theme accomplishes this objective, the truth is most do not.

If you examine successful communities in today's competitive commercial market, you will find that most of them have developed a theme which has been a catalyst for their success. This is particularly true in the tourism industry which is dependent upon the promotion of an attribute or many related attributes which people outside the community will want to see and experience.

The present image and logo for the City of Buchanan is the Red Bud City.

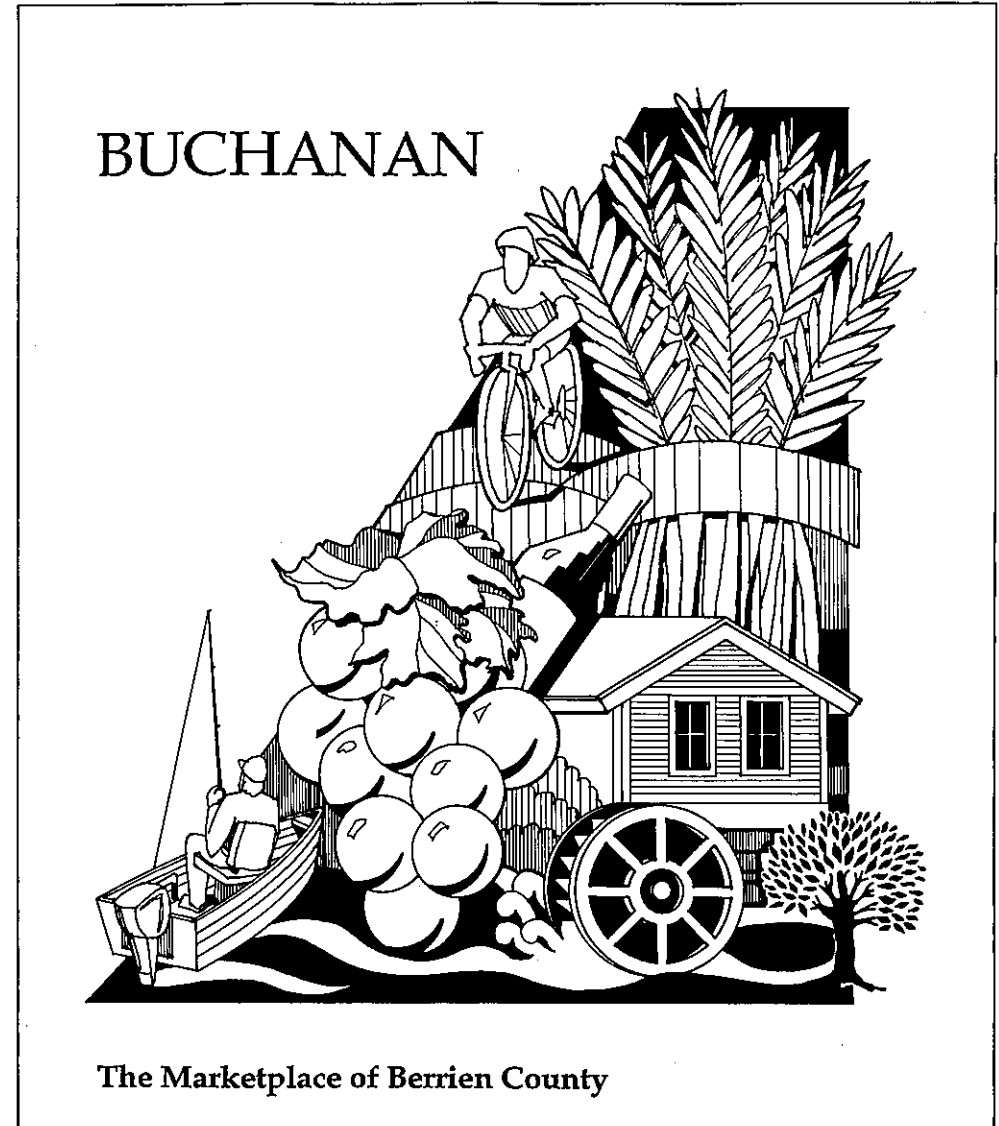
This theme may accurately describe a unique quality of the City; however, it does little to promote commercial development or tourism oppor-

tunities in the community. If the City is to become more competitive, it is time to overhaul the community image.

In developing a new community image, you begin with an assessment of the local qualities which the residents of the City would be proud to acknowledge and offer some attraction to outside visitors. In Buchanan itself, the Pears Mill, McCoy Creek, and downtown historic architecture stand out as desirable qualities, particularly for tourism development. But are these qualities unique enough to attract a sufficient tourism industry? Probably not. Therefore, the City should expand its scope to include qualities in Berrien County which Buchanan can relate to. With this approach, Buchanan can tie into the agricultural products, recreational opportunities, and unique products that surround the City.

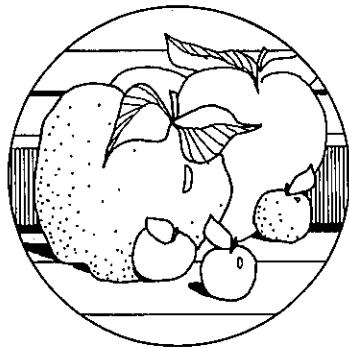
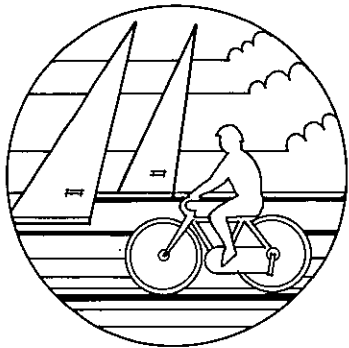
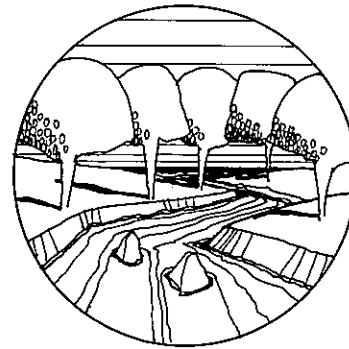
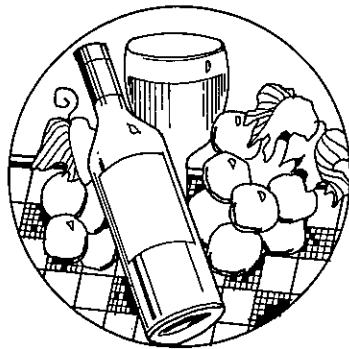
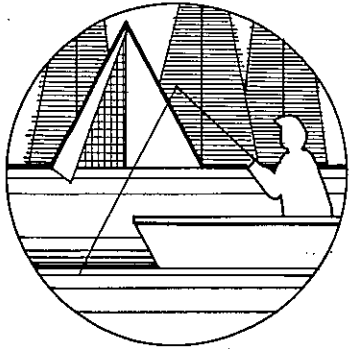
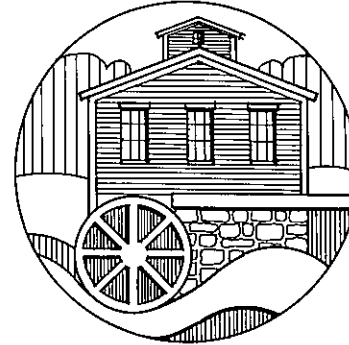
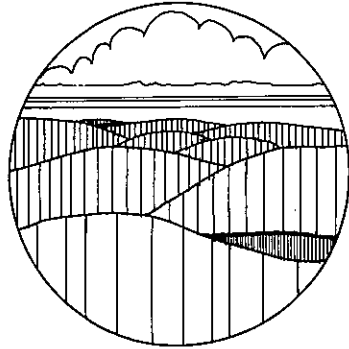
This concept has led to the recommendation of a new theme and logo for the City titled: "**Buchanan: The Marketplace of Berrien County.**" The supporting logo for this theme is a collage of County and City attributes transposed onto the shape of Berrien County. The attributes include the Pears Mill, McCoy Creek, grapes and wine, a fishing boat, biking, and wheat with the wheel of the mill centered on Buchanan. The red bud tree has also been included to provide some continuity between the old and new logo. Essentially, Buchanan is selling itself as the marketplace for the many unique qualities of Berrien County.

Although there are many other attributes which define Buchanan and Berrien County, the attributes selected address the broad range of categories which can be integrated into a single logo. The suggested new logo should be used as a basis for further discussion of a final logo to be adopted by the City. The following pages provide some examples of how the suggested logo, and related icons, can be integrated into signage, letterhead, and other materials which communicate the new community theme.



The Marketplace of Berrien County

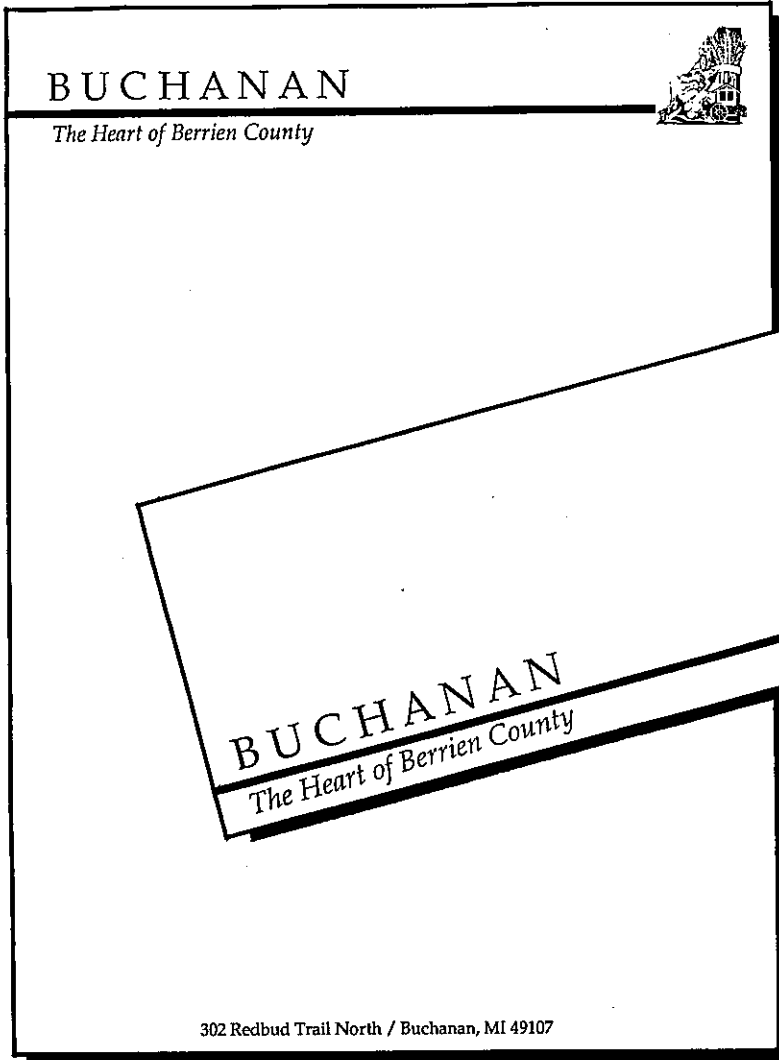
Image Icons



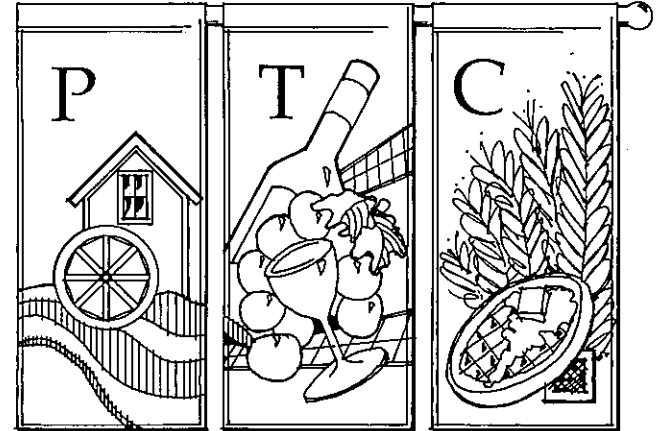
The suggested new Buchanan logo provided on the previous page and the related image icons to the left can be integrated into a variety of materials which will enable the City to communicate a new marketplace theme.

The image icons further expand upon the many attributes of the City and County, and can be used to compliment the suggested logo in brochures and other marketing materials. Either independently or collectively, the suggested logo and icons can be used in directional signage, banners, brochures, advertisements, and even the City, DDA, BAEDC, and Chamber of Commerce letterhead. If the City is to truly become the marketplace of Berrien County, it must completely adopt a new theme and logo, similar to the suggested logo, into every facet of public relations. Anything less than a complete acceptance of a new theme will not be effective. If the City and downtown are going to become the marketplace of Berrien County, it must commit to a new theme.

The following page provides some drawings and graphic examples of how the suggested new logo and icons could be integrated into signage, brochures, and even letterhead. There will be some costs associated with refining and adopting a new logo and theme; however, the long-term benefits derived from a new community image will clearly offset the initial cost. It may be a difficult and sentimental transition, but it's one that will be critical for downtown revitalization.

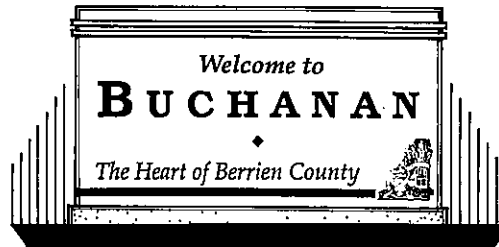


LETTERHEAD

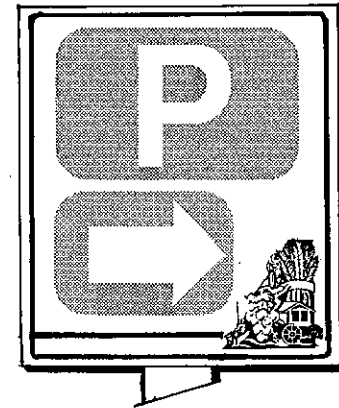


BANNERS

BROCHURES & MAILERS



COMMUNITY SIGNS



DIRECTIONAL SIGNAGE

The Buchanan Downtown Plan is intended to be a 5 to 15 year solution for the revitalization of the downtown business district. The problems which face downtown Buchanan today are problems which took many years to evolve. There is no magic remedy or quick fix that can revitalize the downtown overnight. The steps and solutions outlined in this plan will take time, and the community must be patient in its recovery.

Yet, in rebuilding the downtown the community must begin laying the foundation and framework for recovery and overall economic development. The role of the Downtown Plan is to provide this guiding framework while still maintaining some flexibility for future trends which may be unforeseen today. For this reason, the Downtown Plan has been prepared in a concept fashion with sufficient detail to provide guidance, while still maintaining some flexibility for change.

The center-piece of the Buchanan Downtown Plan is therefore a concept drawing illustrating the recommended physical changes which should occur during the course of the plan's implementation. However, before the conceptual recommendations of the Downtown Plan are discussed, several underlying economic development goals for revitalization of the downtown must be understood.

Downtown Goals

The Downtown Plan has been guided by three broad goals which have defined the direction for downtown economic recovery and the physical changes necessary for revitalization. Each of the three goals are directly dependent upon the other two goals and should not be pursued in isolation. The three goals are presented on this page:

Goal #1: To encourage the development of tourism-related businesses in the downtown.

This important goal essentially recommends the restructuring of the commercial composition in the downtown to provide a greater orientation toward the regional consumer market in addition to the local consumer market. In order for the successful economic recovery of the downtown to occur, new and existing businesses must provide goods and services which offer greater appeal to the regional consumers. This does not imply that Buchanan abandon the local consumer market by discouraging traditional businesses which serve local residents. The goal simply means that Buchanan must supplement the local market (which is limited and decreasing) with new regional opportunities.

The most successful way for Buchanan to attract a greater percentage of the regional market is through the recruitment of tourism-related businesses which would be complementary to the other unique attractions in Buchanan and Berrien County. Some examples of such tourism-related businesses may include:

- Sporting Goods
- Bakery
- Jams & Jellies
- Winery Outlet
- Craft Shops
- Artisan Shops and Galleries
- Clothing Outlets

In most cases these tourism oriented businesses will not only serve the regional consumer, but will also serve local residents as well.

Goal #2: Expand upon the historic qualities of the downtown

One of Buchanan's greatest assets is its history. Fortunately for Buchanan, important remnants of its history still exist in the architecture and building types located in the downtown. With the Pears Mill, Tin shop, Opera House, and many other historic "Italionate" commercial buildings, downtown Buchanan offers a concentration of historic architecture few communities of 5,000 people can claim.

What makes these historic assets even more important is the growing popularity of heritage tourism throughout the country. People are increasingly more interested in visiting places which offer both educational and entertainment opportunities associated with history.

In order for downtown Buchanan to capture the potential of its historic assets, it must begin an intensive process of historic restoration and preservation. Some historic buildings in the downtown will merit greater levels of restoration treatment than others, but an effort should be made to return the historic charm of the downtown as a basis for tourism development. Even new structures in the downtown should include exterior materials which are compatible with the historic architecture.

A Facade Plan has been included in this report to provide some guidance on a first phase exterior restoration for most of the downtown structures.

Goal #3: Improve the physical appearance of the downtown.

The declining physical appearance of downtown Buchanan has contributed to the loss of both businesses and customers, and has made it difficult to recruit new businesses into the downtown. Although implementation of Goal #2 will have a significant impact on the appearance of the downtown, there are still many other physical appearance improvements necessary.

For example, McCoy Creek, one of the truly unique assets in downtown Buchanan remains buried through most of the downtown. In the revitalization of the downtown, McCoy Creek should become exposed as a prominent natural amenity to complement commercial businesses while also setting the stage for interpreting the historic origin of the community.

Other appearance items include the streetscape and general pedestrian convenience. Both residents and visitors must feel comfortable, safe, and enjoy the public spaces in the downtown. This can be accomplished through a streetscape plan which provides shade, lighting, directional signage, and places for rest. A detailed Streetscape Plan, which complements the historic character of the downtown, is provided in this report.

Improvements to the physical appearance of the downtown may also include general landscaping for parking lots, plazas, and other public places in the downtown. The overall goal is to create a desirable shopping environment for both businesses and consumers.

Downtown Districts

In order to translate the 3 goals described previously into a physical framework for the Downtown Concept Plan, Buchanan must recognize and understand the existing districts which comprise the downtown. These districts are typically loosely defined homogenous areas which share a common land use and orientation. Within the downtown study area, there exists eight different districts as shown on the adjoining map. The districts are as follows:

- W. Front Street Historic Residential District
- West Hilltop Residential District
- McCoy Creek Residential District
- Government/Institutional Center
- Downtown Core
- East Hilltop Residential District
- Hilltop Commercial District
- McCoy Creek Industrial Park

The characteristics and general recommendations for each district are as follows:

W. Front Street Historic Residential District

The West Front Street Historic Residential District includes some of Buchanan's oldest and most prominent historic residential structures in the community. The community should continue efforts to preserve the homes in this district as a related attraction to the downtown. A self-guided historic walking tour is a common technique used to showcase historic homes in many communities.

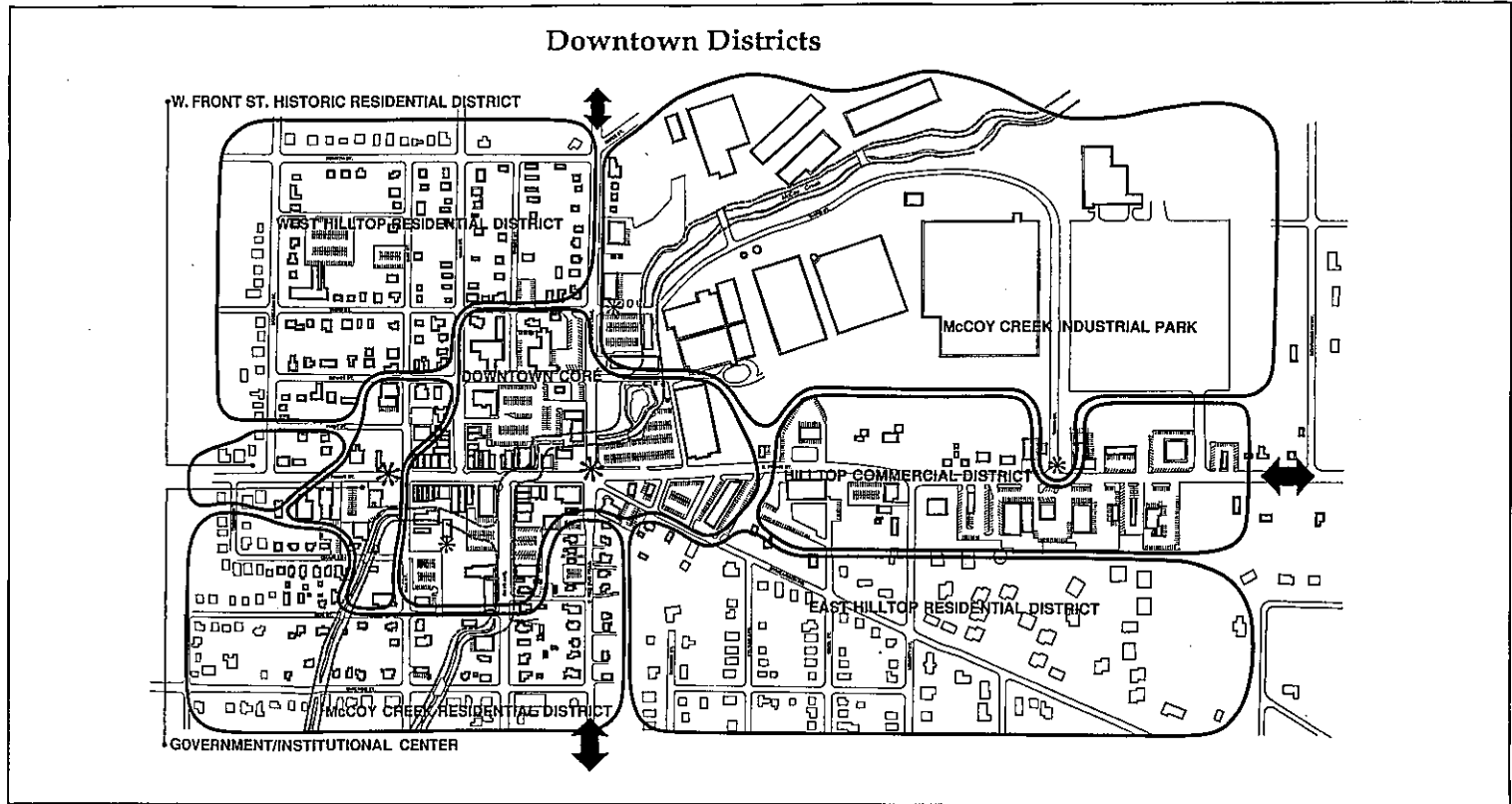
West Hilltop Residential District

The West Hilltop Residential District is located along the northwest side of the downtown. The district includes mostly older single-family homes, many of which are in substandard condition. This is a common situation for older housing located

adjacent to the downtown core of a community. If the condition of the residential district is not improved, it will likely have a long-term negative impact on the revitalization of the downtown.

Efforts should be made to improve the quality of housing in the district through home improvement loans and other related incentives. Such improvements will not only enhance the image of the downtown, but also improve the quality of housing for Buchanan residents.

Downtown Districts



McCoy Creek Residential District

The McCoy Creek Residential District is located on the south side of the downtown core along McCoy Creek. The district is similar to the West Hilltop Residential District in terms of age and housing conditions. Programs to provide incentive funds for home improvements should also be used in this district. A pedestrian trail along McCoy Creek should be encouraged to connect the downtown with Centennial Park recreation area to the southwest.

Government/Institutional Center

It is common for government and institutional facilities to be concentrated in an area in the downtown as is the case in downtown Buchanan. The post office, police and fire station, and several churches are all located in the area defined as the Government/Institutional Center along the west side of the downtown core. It is desirable and more efficient for such concentrations to occur since such facilities must commonly interact. The City should attempt to maintain this concentration

as part of the Downtown Plan, and consider future government and institutional relocations into the district such as City Hall.

Downtown Core

The Downtown Core is the heart of the downtown study area and marks the origin of the community. The district includes a mixture of commercial retail, service, and office facilities and is bisected by McCoy Creek. The district will be the focus for most of the revitalization efforts recommended in the Downtown Plan.

East Hilltop Residential District

The East Hilltop Residential District is located along the south side of the downtown core and commercial businesses along E. Front Street. The district is characterized by a mixture of good quality housing and substandard housing. Most of the substandard housing lies along the bottom of the hill along Red Bud Trail. Considering Red Bud Trail is a prominent entrance into the downtown, efforts to improve the condition of housing along this corridor should be a priority.

Hilltop Commercial District

The Hilltop Commercial District includes most of the new businesses which have developed in Buchanan during the past 30 years. Most of the businesses are oriented toward the automobile, with convenient parking and access.

Overall, the district is in good condition with only a couple of vacant and underutilized sites in need of any rehabilitation or redevelopment. The City should discourage the continued expansion of the district eastward along E. Front Street until commercial revitalization has occurred in the downtown core. Further expansion of the Hilltop Commercial District at this time may detract from redevelopment opportunities in the downtown and encourage continued strip development.

McCoy Creek Industrial Park

The McCoy Creek Industrial Park includes the general area which has been the manufacturing core of the community throughout its history. Recent improvements to the park such as a new internal road system and signage have given the park a positive new image. With improvements occurring at the old Clark #2 building and other clean-up activities planned throughout the industrial park, the area has become a positive and increasingly attractive asset for the community.

Special architectural and landscaping design considerations should be considered for the industrial park for areas fronting along Red Bud Trail and Front Street.

Downtown Concept Plan

The Downtown Concept Plan shown on the following page communicates many of the physical recommendations involving the rehabilitation and redevelopment of sites in the downtown through an illustrative technique. The technique is a concept drawing which conceptually shows how recommended changes in the downtown could appear. The ability to visualize different redevelopment activities helps public officials and residents understand the recommendations of the plan and ultimately encourages proper implementation.

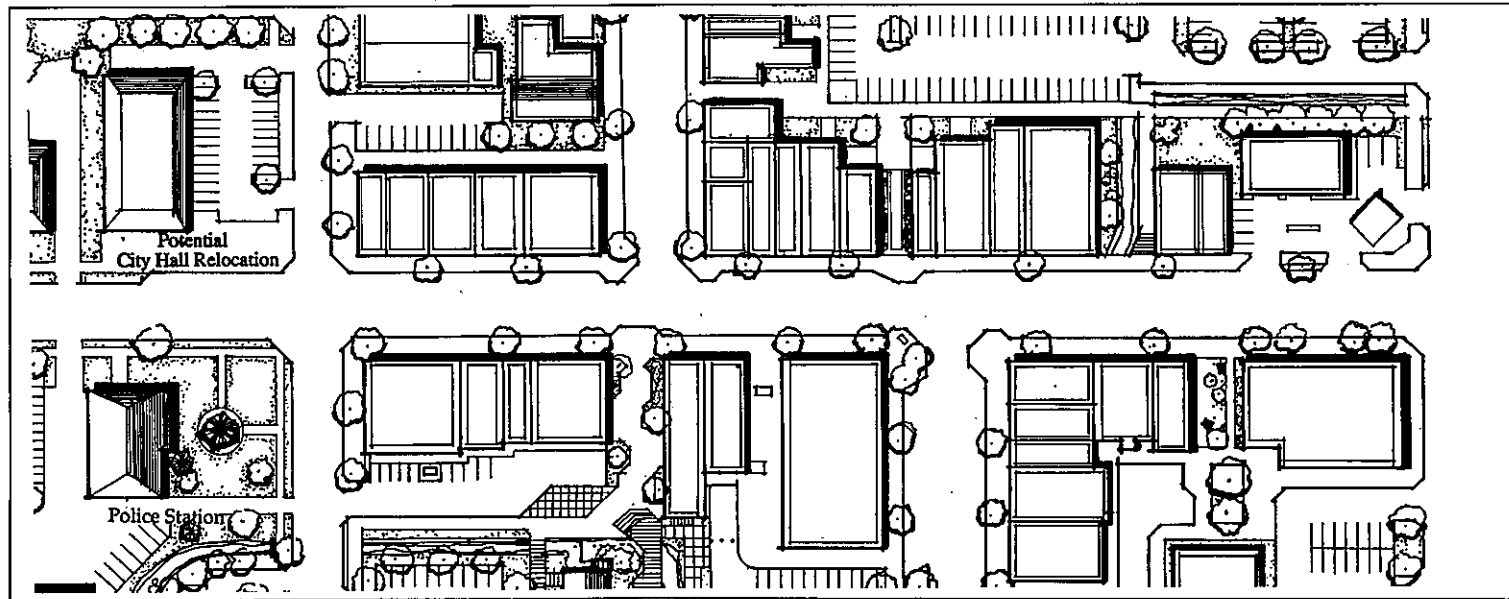
To discuss the illustrated recommendations shown in the concept plan, the plan has been broken into four subareas. The four subareas include the following:

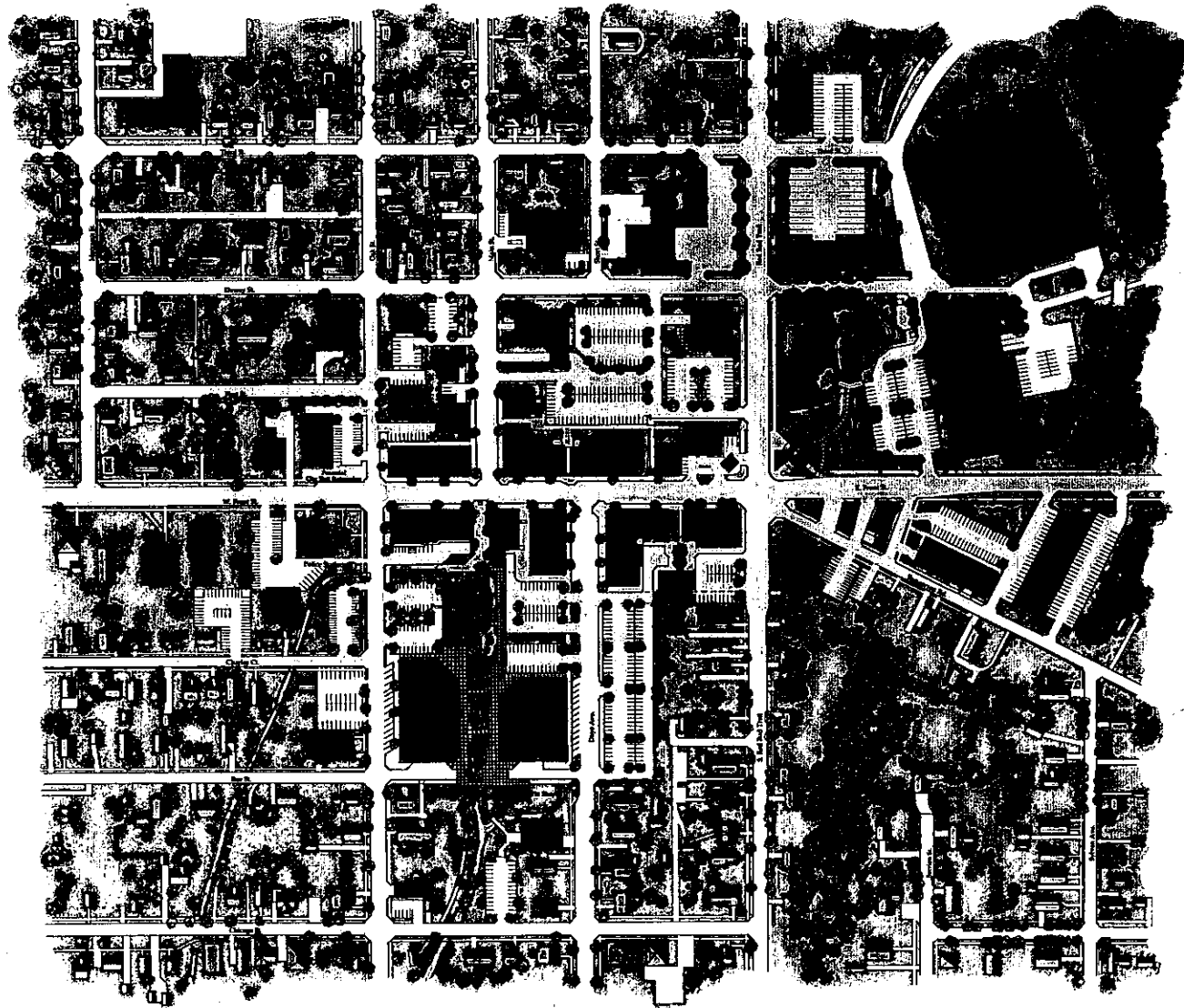
West Front Street Core Blocks
Marketplace Center
FS Carbon Building (Clark Building #2)
Clark Building #28

Within each subarea, specific recommendation for redevelopment and other related improvements will be discussed.

East Front Street Core Blocks

The concept plan for the East Front Street Core Blocks shown below includes most of the older historic commercial buildings in the downtown. One-, two- and three-story buildings line E. Front Street from Red Bud Trail to Oak Street. Specific recommendations for this subarea include the following:





DOWNTOWN PLAN

DOWNTOWN DEVELOPMENT PLAN

- Restore the old opera house as a landmark structure in the downtown. The building and its history likely merits landmark structure registration which would make the restoration of the building eligible for a 20 percent historic tax credit. The building should be occupied by a commercial use which complements the historic character of the building.
- Restore or improve the front building facades as defined in the Facade Plan section of this report.
- Encourage businesses along East Front Street to provide an improved rear facade entrance which is conveniently located near off-street parking. An example of how rear facades can be improved is shown in the Facade Plan section of the report.

Attractive rear facade entrances allow the downtown to function similar to a shopping mall in relation to parking access.

- Provide rear access and improved parking to the commercial buildings located on the north side of E. Front Street between Main Street and Oak Street. Rear access will require future demolition of an underutilized building along Main Street.
- Provide an improved streetscape program along East Front Street as shown in the Streetscape Plan section of this report. An improved streetscape program will enhance the appearance of the downtown and facilitate pedestrian movement.
- Discourage the removal of any additional buildings along East Front Street. The existing access penetrations to rear parking facilities are sufficient, and further building removal would distract from the commercial character of the street.

Any existing buildings which are determined to be infeasible for rehabilitation should be demolished and a new structure developed on the site. The facades of new structures should not distract from the historic character of the street.

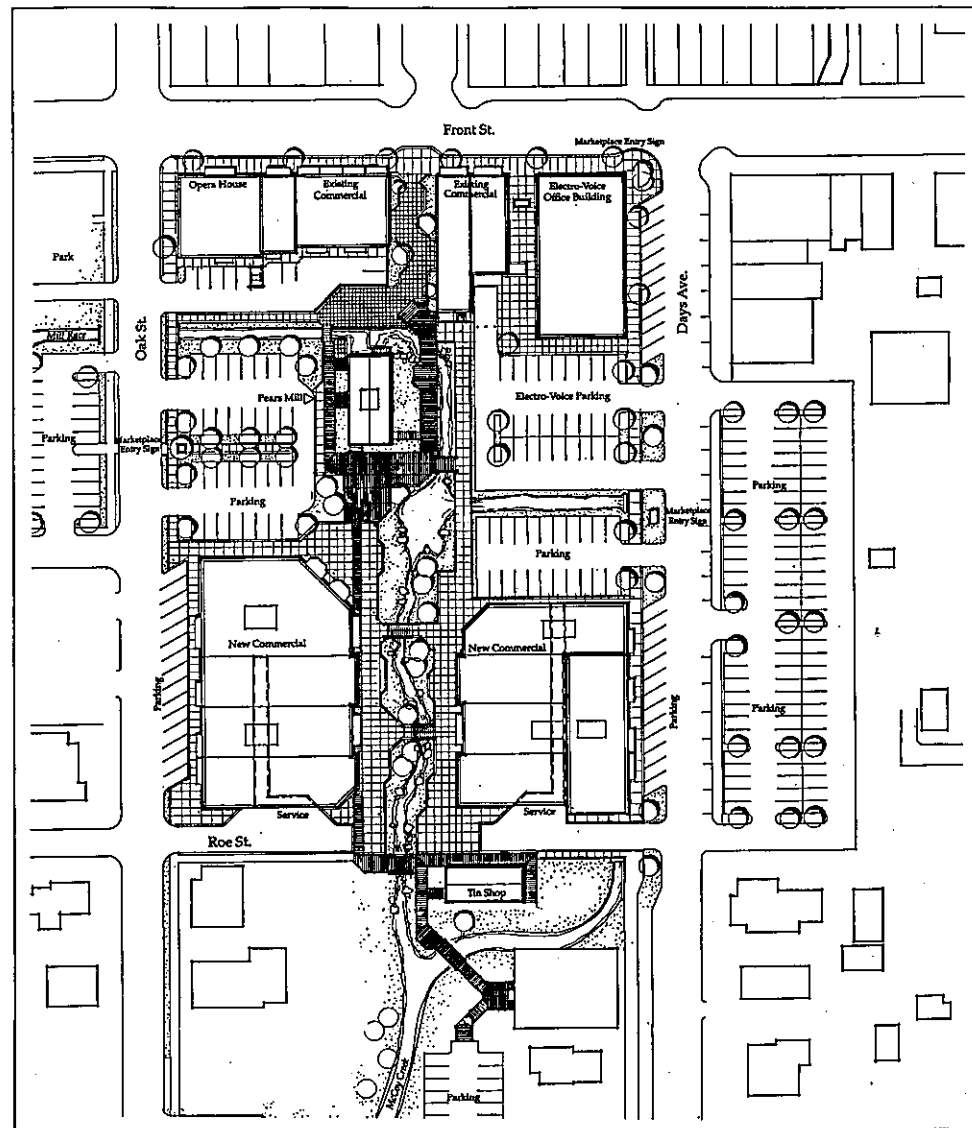
- Consider the future relocation of City Hall to a new facility located on the northwest corner of W. Front Street and Oak Street as shown on the concept plan. Relocating City Hall to this site would accomplish several positive objectives for the downtown.

First, it would remove a currently vacant and underutilized site from the downtown. Secondly, it would show the City is making a long-term commitment in the revitalization of the downtown. Finally, it would place City Hall in close proximity to other governmental facilities providing for improved efficiency of government services.

Marketplace Center

The Marketplace Center shown on the map to the right defines the most significant redevelopment area in the downtown. The area offers the greatest opportunity for redevelopment activities considering most of the site south of the Front Street buildings is undeveloped and in public ownership. If properly planned and developed, the area could become the marketplace center of the downtown offering expanded commercial opportunities and outdoor festivals with the Pears Mill as the centerpiece. Specific recommendations for the marketplace center subarea are as follows:

- Maintain Pears Mill as the historic centerpiece of the site. The site directly surrounding the mill should be appropriately landscaped including wooden walkways to preserve the historic integrity of the mill. The site design for the mill should incorpo-



rate areas for farmer markets and other activities which complement the mill.

- Relocate the main flow channel of McCoy Creek through the center of the block connecting with the mill race in a small pond southeast of the Pears Mill. The relocated creek would define the central pedestrian corridor of the block connecting Front Street with the Tin Shop. The exposed creek would also be a tremendous attraction and amenity for the commercial district.

The old McCoy Creek channel should be maintained along Days Avenue with about 20 percent of the creek volume. Maintaining the old channel provides improved conveyance for flood waters.

- Provide for the future development of two new commercial centers on the south end of the block separated by the creek. Each commercial center should be one story in height and contain approximately 20,000 square feet of leasable space. Each center could include between 6 to 10 retail stores ranging in size from 2,000 square feet to 10,000 square feet.

Architectural design of the commercial centers should be compatible with the historic character of the downtown. A brick facade with an extended parapet wall as shown in the perspective drawing to the right offers a compatible design and scale without becoming cost prohibitive.

Consideration should be given to integrating the existing two-story co-op building located at the southeast corner of the block into the one new commercial center. Loading access to the new commercial centers would be provided by a partially closed Roe Street.

- Sufficient parking to serve the new commercial centers would be provided through a combination of expanded off-street and on-street parking as shown on the concept drawing. It is recommended that some off-street parking be provided directly in the block with overflow parking provided on the adjoining blocks both east and west of the center.

The off-street parking on the block east of the center would require the future acquisition and demolition of a few underutilized structures to accommodate the future parking demand.

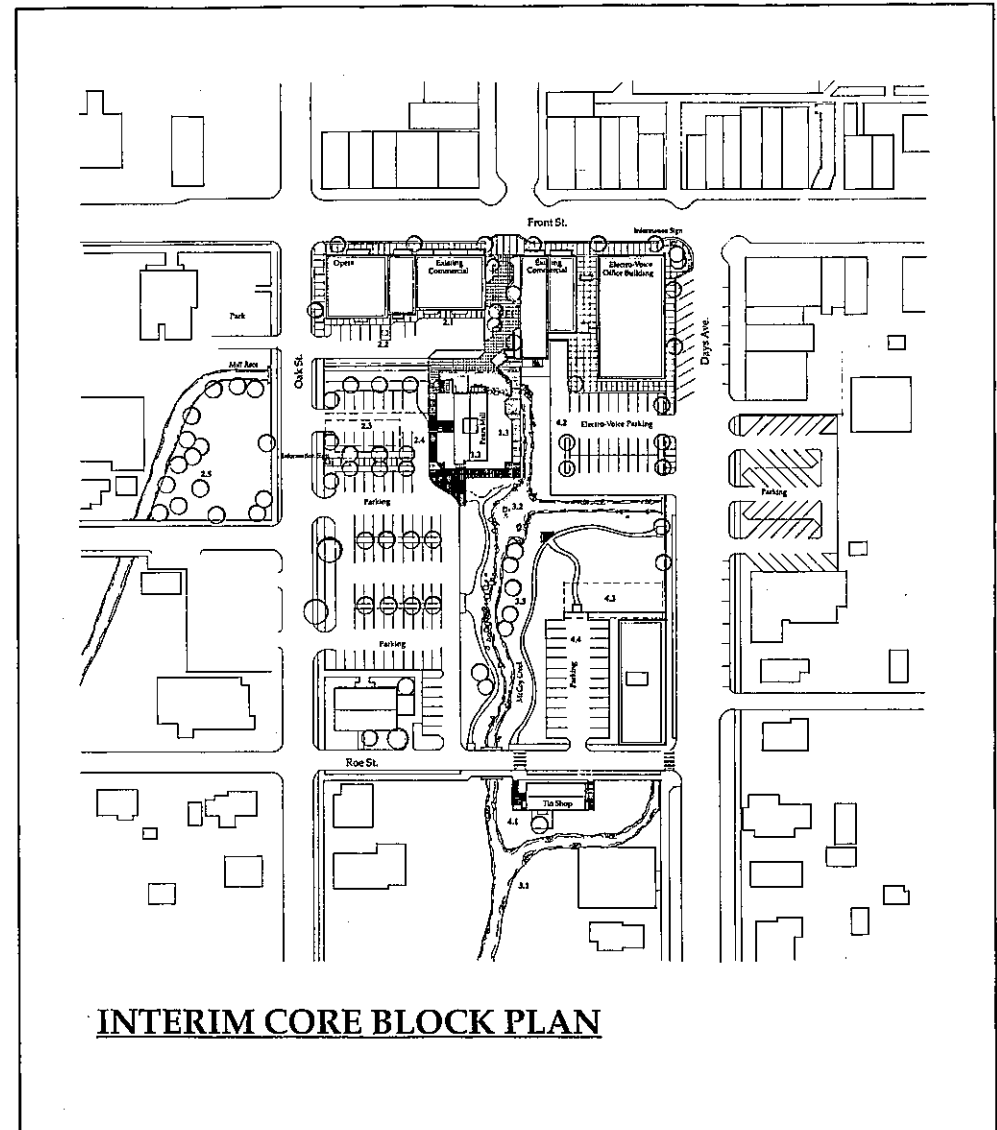
Interim Marketplace Center Plan

The Marketplace Center offers a long-range redevelopment strategy for the core block area which will take many years to accomplish. To accommodate and guide the transitional redevelopment of the block, an Interim Marketplace Center Plan as shown to the right has been developed. The Interim Marketplace Center Plan recommends four phases which could be accomplished during the next five years to provide an attractive and useable space in the downtown.

Once the recommendations in the Interim Marketplace Center Plan have been completed, the community will be in a position to attract developers for the completion of the final Marketplace Center Plan.

The four phases in the Interim Marketplace Center Plan are itemized below and correspond to the numbers on the site plan to the right.

- Phase I:
 - 1.1 Complete connector plaza
 - 1.2 Complete renovation of Pears Mill
 - 1.3 Pears Mill site improvements



- Phase 2:

- 2.1 Improve rear facades 102-122 E. Front St.
- 2.2 Improve rear parking 102-122 E. Front St.
- 2.3 Remove buildings 115 & 121 S. Oak St.
- 2.4 Construct Pears Mill parking area
- 2.5 Remove structure and parking lot at 118-122 S. Oak St. Landscape site

- Phase 3:

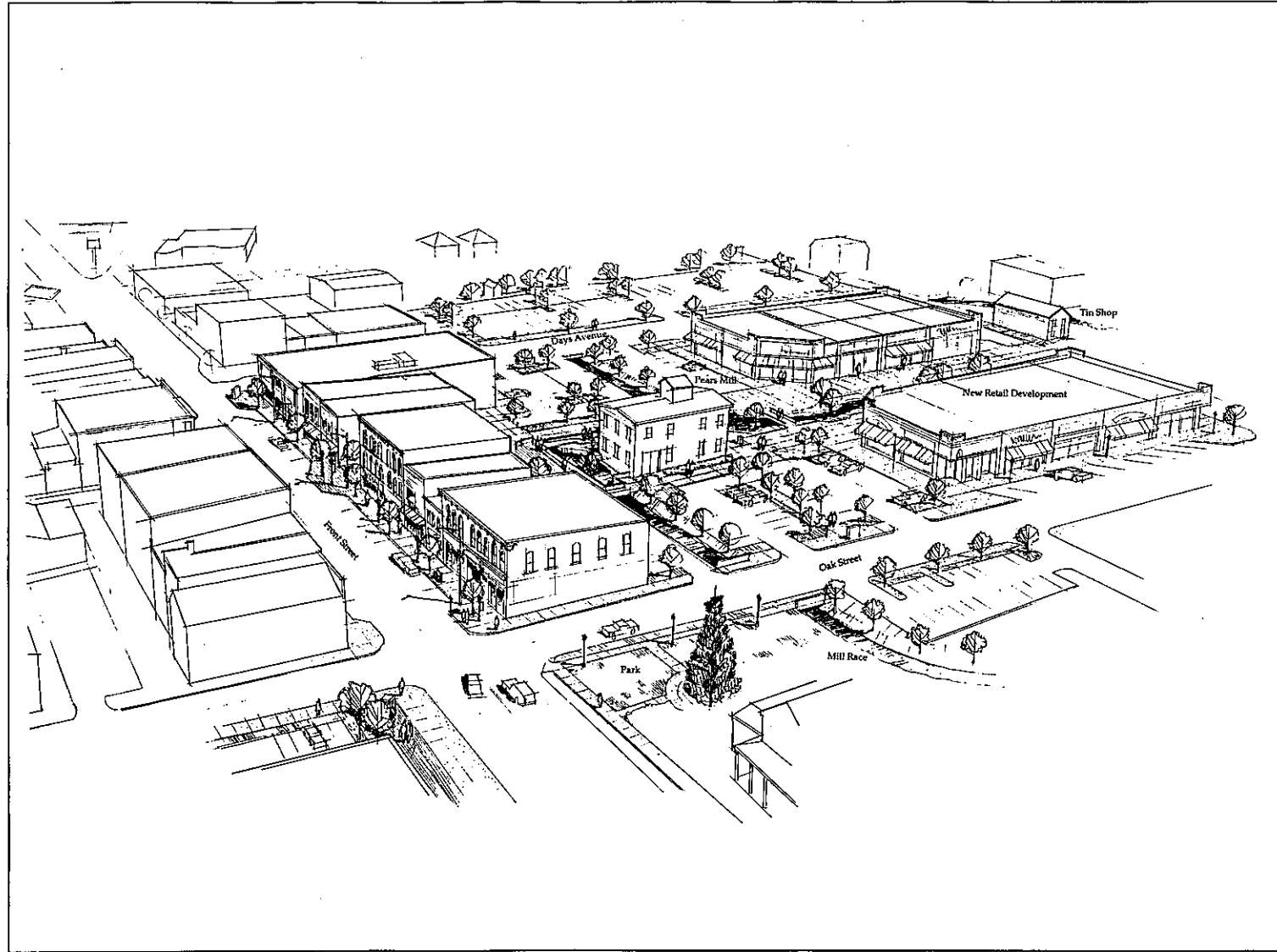
- 3.1 Complete hydrologic study for McCoy Creek
- 3.2 Relocate McCoy Creek and reduce flow restrictions where determined necessary
- 3.3 Construct pedestrian walkways along McCoy Creek

- Phase 4:

- 4.1 Improve Tin Shop site
- 4.2 Improve parking, service drive, and pedestrian walks at rear of 120-126 E. Front St.
- 4.3 Remove building at Days Avenue
- 4.4 Construct parking and open space improvements near Co-op Building

Once completed, the Interim Marketplace Center Plan will provide a park and festival area for the downtown, the City of Buchanan, and the surrounding region.

The aerial rendering of the completed Marketplace Center to the right provides a visual illustration of how the Marketplace Center may someday appear.



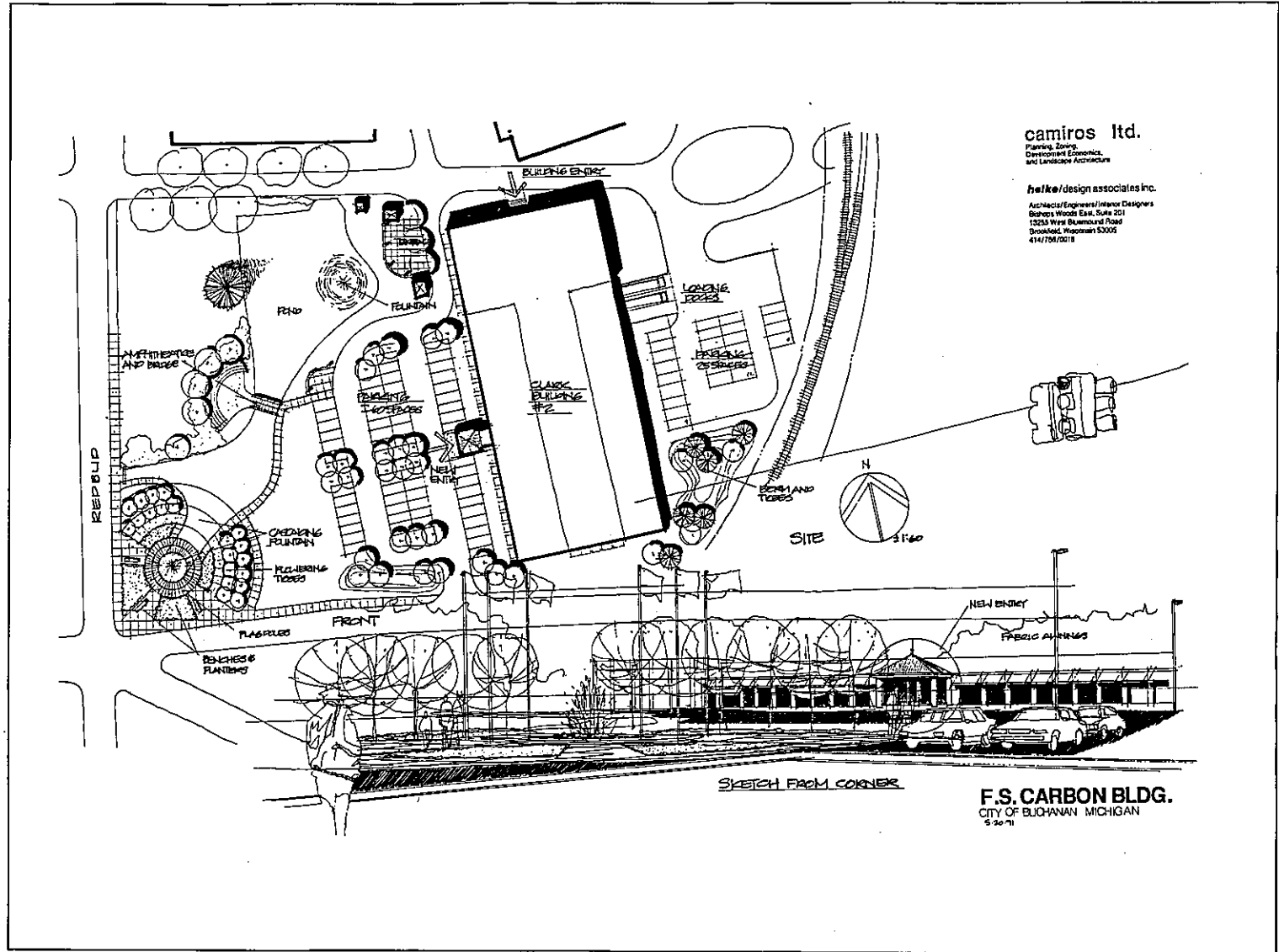
D O W N T O W N P L A N

D O W N T O W N D E V E L O P M E N T P L A N

FS Carbon Building (Former Clark Building #2)

The FS Carbon Building is an important downtown structure due to both its size and high visibility. To assist the new industrial occupant of the building in improving the exterior appearance of both the building and site, an exterior concept plan was prepared. The recommendations for the building and site are as follows:

- Develop a pedestrian plaza on the southwest corner of the site at the intersection of Front Street and Red Bud Trail as shown on the site plan to the right. Such a plaza will provide a landmark feature at the busiest intersection in Buchanan leaving travelers with a positive impression of the downtown.
- Improve the facade of the building as shown on the concept drawing on the following page. Improvements should include cleaning and tuckpointing, painting, awnings, signage, and a new entry.
- Clean and dredge the pond to improve floodwater capacity and appearance.



D O W N T O W N P L A N

D O W N T O W N D E V E L O P M E N T P L A N

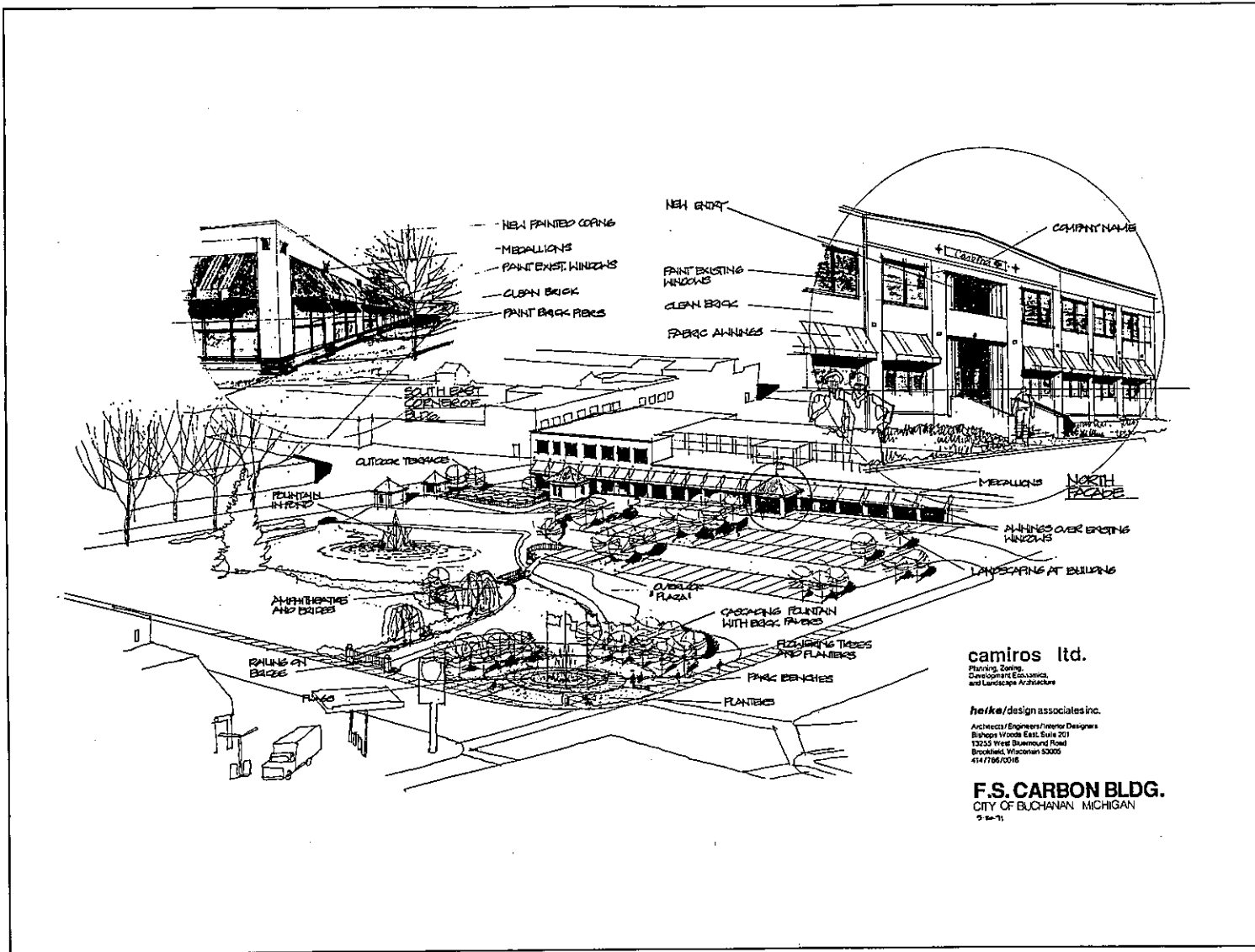
Clark Building #28

Clark Building #28 (on the following page) is a vacant downtown building offering limited uses due to its architectural design. In order to bring the building back into productive use, some drastic, yet low cost, improvements are needed. The recommendations for the building and site are as follows:

- Improve the exterior appearance of the building through minor treatment elements such as painting, landscaping, a new entry canopy, and a sky-light. It may be architecturally possible to cut several new windows into the structure; however, the cost may be prohibitive depending upon the needs of the future building occupant. The drawing on the following page illustrates the recommended improvements.
- Enhance the site, parking, and signage as shown on the concept plan on the following page.
- The irregular shaped lot located west of the building could be developed as a separate commercial site as shown on the downtown concept plan.

If developed, direct vehicular access to E. Front Street should be discouraged. Rather, parking access should be provided jointly with Building #28 and the existing street along the west end of the site.

- The future relocation of City Hall to Clark Building #28 should be considered a secondary choice for City Hall, assuming the site at W. Front Street and Oak Street is not feasible.



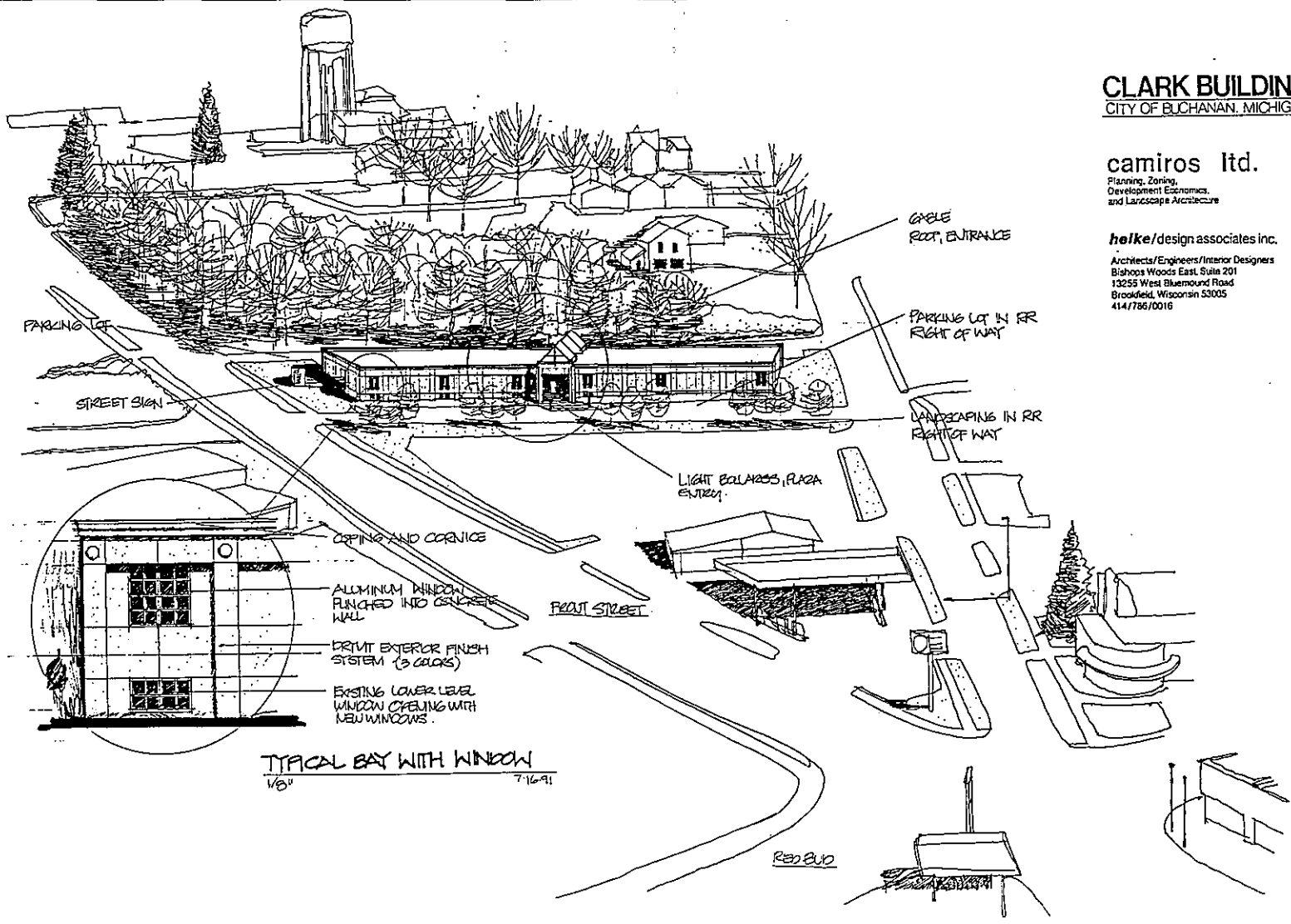
DOWNTOWN PLAN

DOWNTOWN DEVELOPMENT PLAN

CLARK BUILDING 28
CITY OF BUCHANAN, MICHIGAN

camiros ltd.
Planning, Zoning,
Development Economics,
and Landscape Architecture

holke/design associates inc.
Architects/Engineers/Interior Designers
Bishops Woods East, Suite 201
13255 West Bluemound Road
Brookfield, Wisconsin 53005
414.786.0016



To complement downtown revitalization efforts, a detailed Streetscape Plan has been prepared for both sides of East Front Street between Red Bud Trail and Oak Street.

Presently, the streetscape in downtown Buchanan is harsh and non-existent. With the exception of a few street trees, seasonal planters, inappropriate pedestrian lighting, and some isolated brick pavers, the downtown Front Street corridor is absent of any identifiable streetscape theme. To some, streetscape enhancement may seem unimportant and cosmetic; however, remember that the public streetscape is probably the most visual element in the downtown and the place where shoppers will spend a considerable amount of time. If the streetscape does not provide a positive and clean image of the downtown, local businesses will ultimately suffer and new businesses will be difficult to attract.

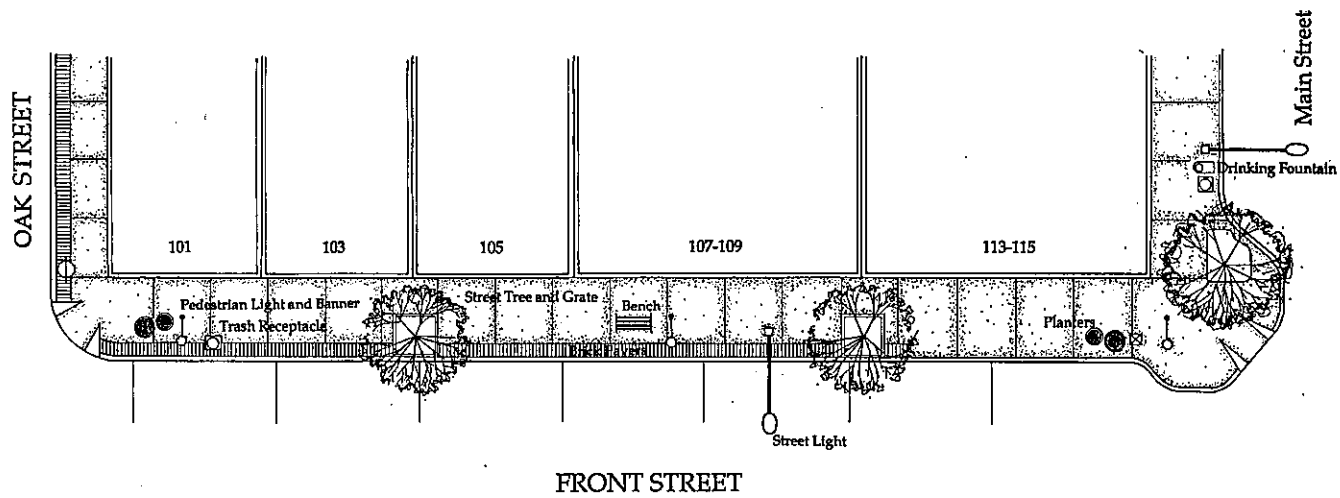
Downtown Buchanan must redevelop the streetscape in a theme which is compatible and complementary to the historic character of the downtown. The following pages provide detailed drawings of each downtown block along East Front Street with the recommended streetscape treatment carefully illustrated. The recommended lights, trees, planters, and other streetscape furniture have been described on a separate components page at the end of the chapter.

The Streetscape Plan should be used as a basis for detailed construction drawings prior to bidding and construction. Total cost for construction of the streetscape program outlined would range between \$150,000 to \$250,000 in 1991 dollars, depending upon the selected level of improvements. The streetscape could be phased over several years to minimize the upfront cost.



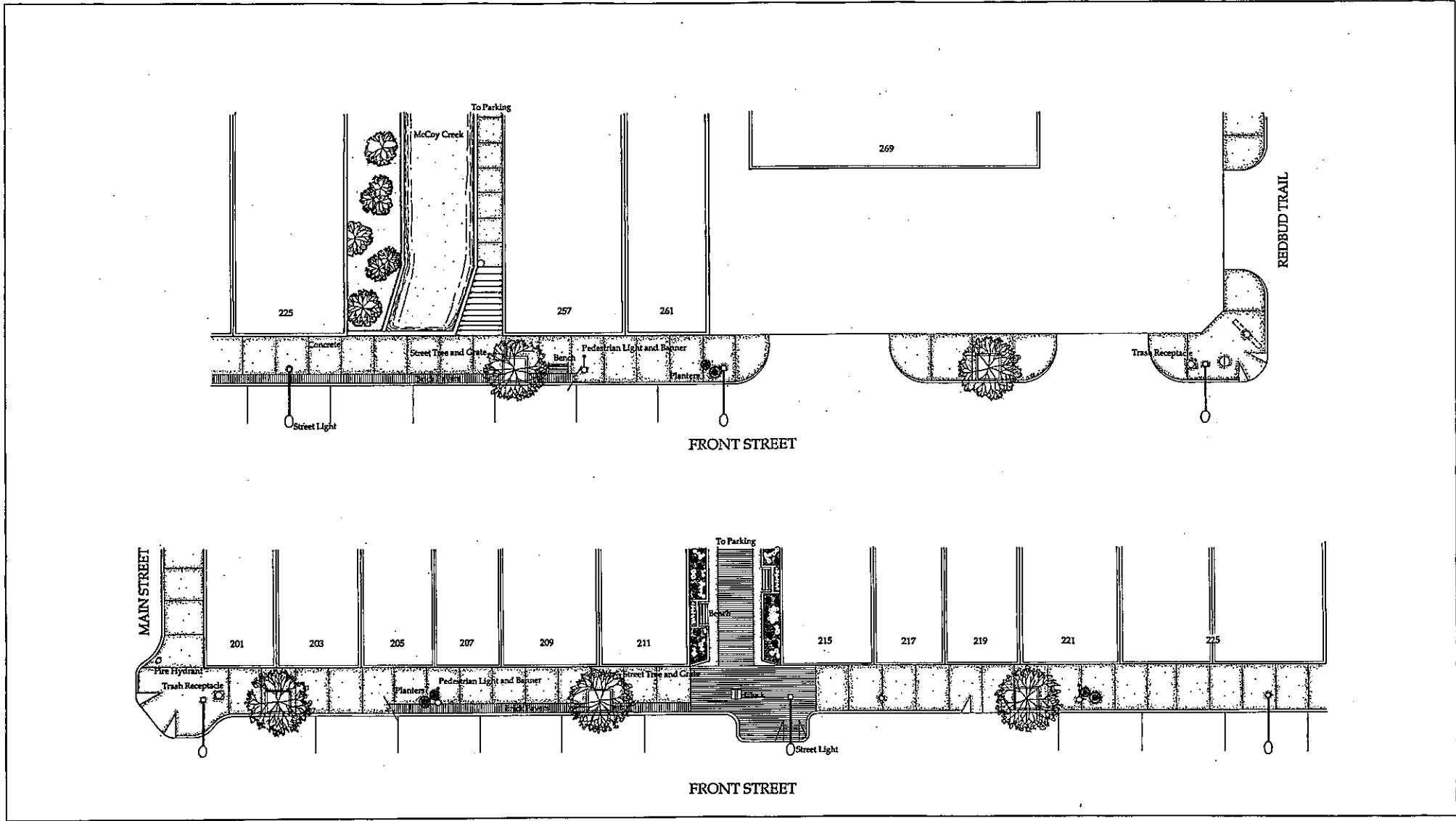
STREETSCAPE PLAN

DOWNTOWN DEVELOPMENT PLAN

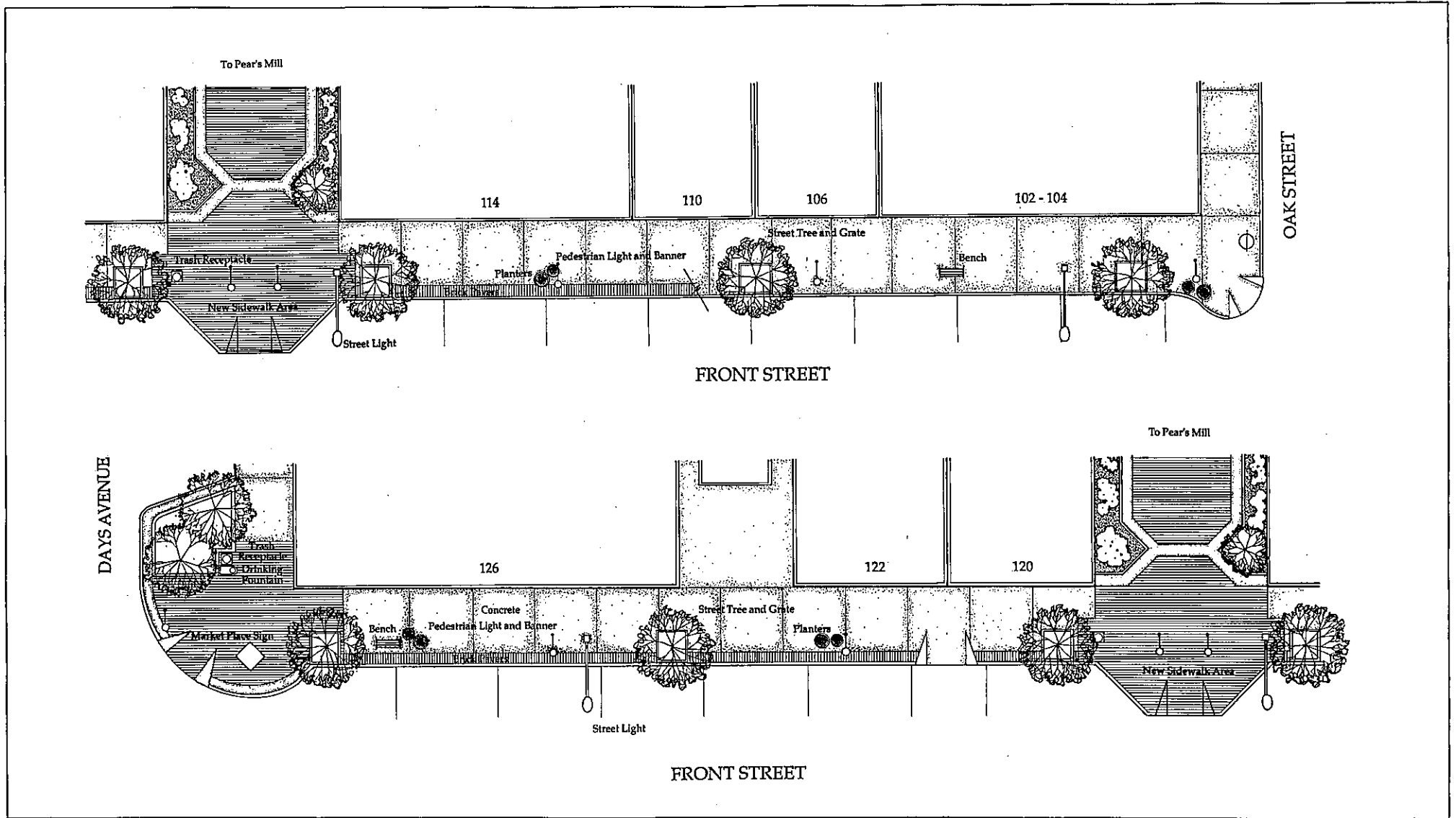


STREETSCAPE PLAN

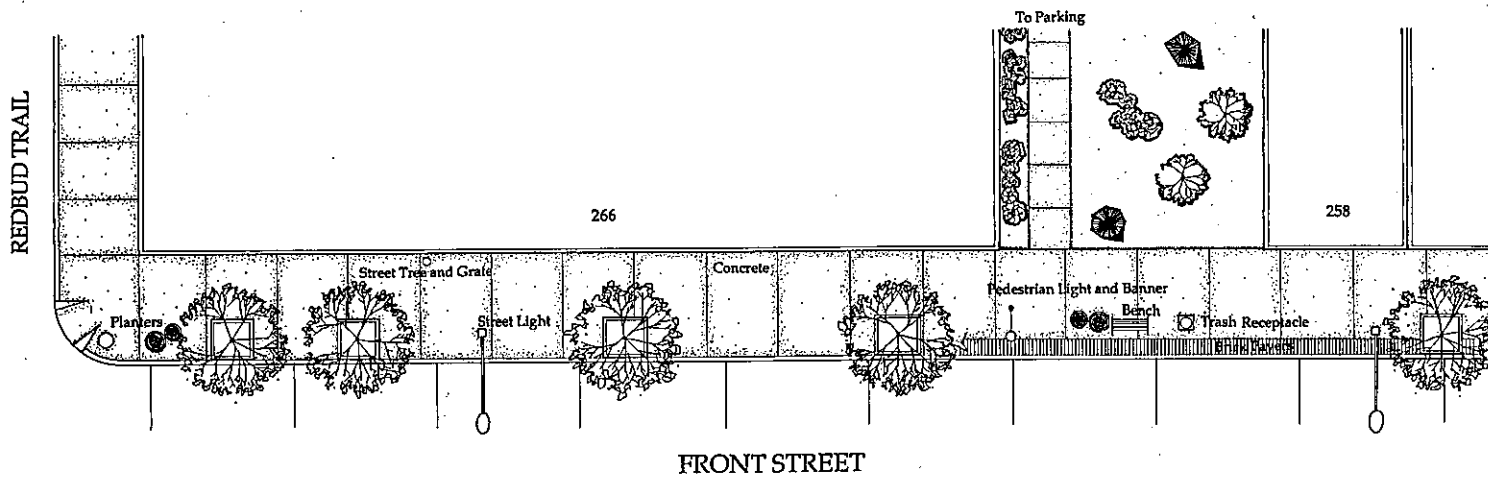
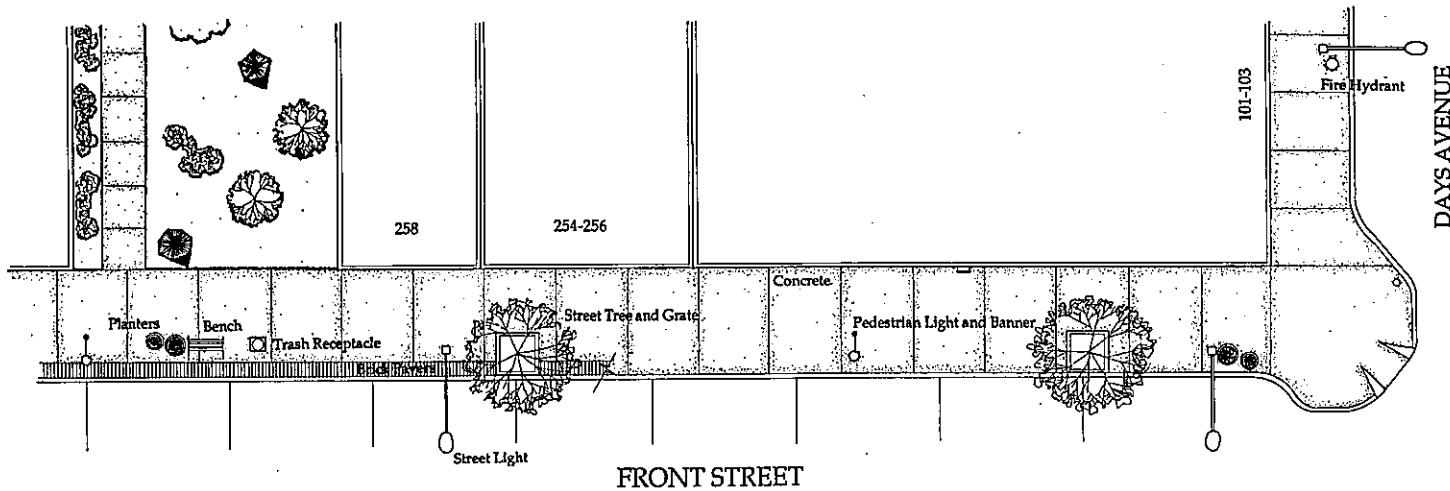
DOWNTOWN DEVELOPMENT PLAN



STREETSCAPE PLAN
DOWNTOWN DEVELOPMENT PLAN



STREETSCAPE PLAN
DOWNTOWN DEVELOPMENT PLAN



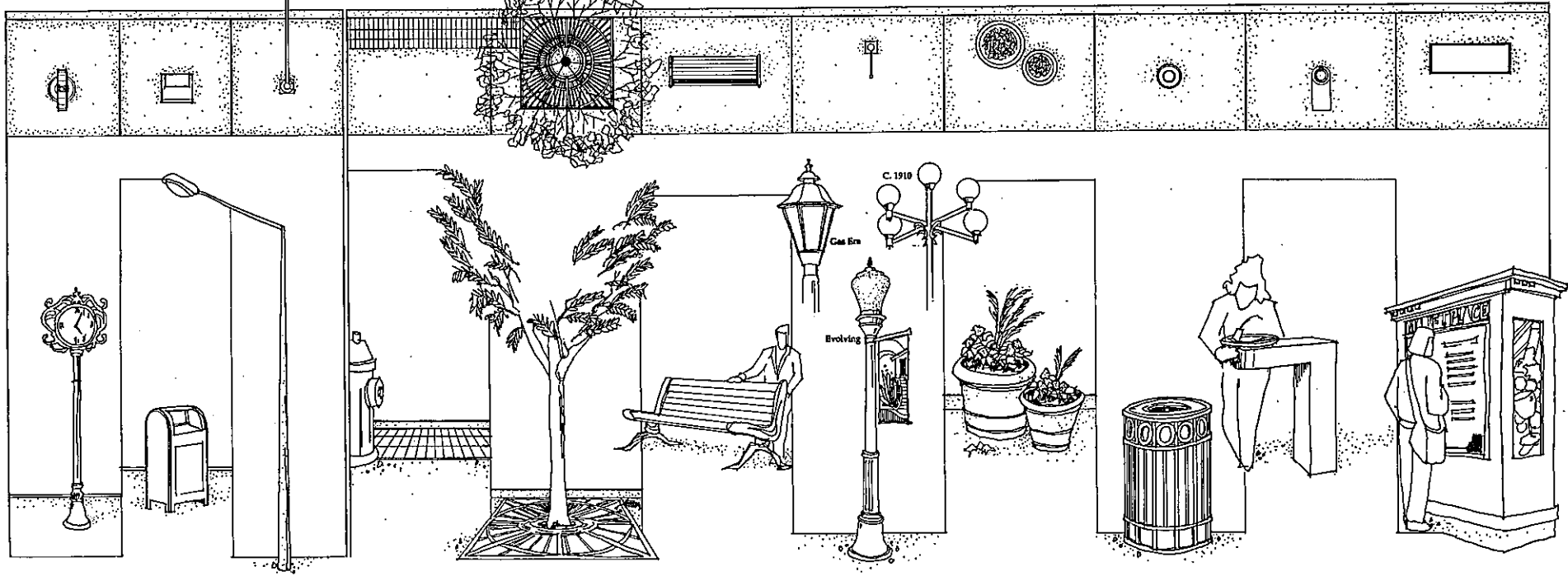
STREETSCAPE PLAN

DOWNTOWN DEVELOPMENT PLAN

EXISTING

PROPOSED * 1991 Prices

CLOCK	MAILBOX	LIGHT	PAVEMENT	TREE & GRATE	BENCH	LIGHT & BANNER	PLANTER	TRASH RECEPTACLE	DRINKING FOUNTAIN	MARKET-PLACE SIGN
* Historic Style	* Standard U.S. Mailbox	* High-set concrete aggregate post	* Local red brick pavers * 2" wide strip at curb * Pattern as shown	* Cast iron grate * 4' 0" x 4' 0" * Canterbury International Sunburst Model MBR * Skyline Honey Locust Gallatin tree/shrub var. 'Inermis' 'Stylus'	* Cast iron supports * Wood slat seating * 6' length with arm rest * Trysilva "Ultra-Bench" TVL-1	* 18" Cast aluminum tapered post (black) * Fixture options: Cas era: Sternberg 6130-C C. 1910: Western Lighting A27408-5 Evolving: Sternberg "Boulevard" D648 * Black finish * High impact globes and lenses * Fabric Banner, 16" x 45", 2-Color * Fiberglass arm supports Cas: \$1200 * C. 1910: \$2600 * Evolving: \$1000 * Banner & Support: \$200 *	* 24" Dia. Fiberglass reinforced concrete, double-ribbed planter * 36" Dia. Fiberglass reinforced concrete, double-ribbed planter	* Cylinder steel frame (black) * Metal liner, cast iron base * Flip-top, low profile top * Trysilva "Urban Series" TU-3A	* Handicap accessible * Vandal-resistant finishes * Haver Co. 3374RP * Dark or black finish	* Custom metal sign * 8' height * Graph-theoretical detailing * Use of Buchanan Logo * Map & Directory of Marketplaces Business
		15	\$23 / Sq. Ft.	\$1200-\$1500 *	\$800-900 *		24" Dia: \$350-450 * 36" Dia: \$400-500 *	\$500-600 *	\$1200-1300 *	\$8000 *
1	1		4170 Sq. Ft.	18 (5 Existing)	5	15 Lights 15 Banners	12 047 12 047	9	2	1



STREETSCAPE PLAN
DOWNTOWN DEVELOPMENT PLAN

The age and physical deterioration of commercial buildings in the downtown has had a significant impact on its economic decline. Many buildings show signs of deferred maintenance which is a common problem in older, declining commercial centers. Although present building conditions are poor, the downtown has a hidden treasure beneath the aluminum panels and siding.

Downtown facade improvements are a first step priority in the revitalization of the area. Due to financial limitations during the early years of downtown revitalization, the facade plan recommends a first phase restoration for most of the downtown historic buildings. The recommended first phase restoration will greatly improve the appearance of the buildings and move the facade closer to its original architectural appearance. This approach will enable the property owner to undertake architecturally appropriate facade improvements at this time without the prohibitive cost of a complete authentic restoration. In later years, the property owner can complete the facade to its original historic appearance.

The Facade Plan provides an existing photograph and detailed drawing of each front facade along West Front Street. Recommended improvements are described for each building along with an estimated cost range for facade rehabilitation. Entire block faces are also provided to illustrate how the downtown would appear following rehabilitation of the entire block.

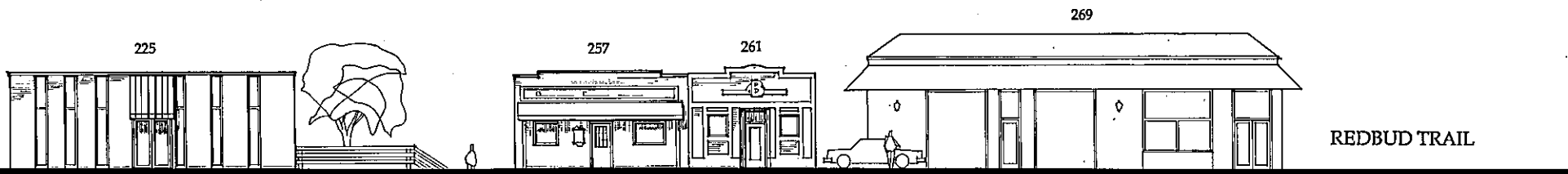


F A C A D E P L A N

D O W N T O W N D E V E L O P M E N T P L A N



FRONT STREET



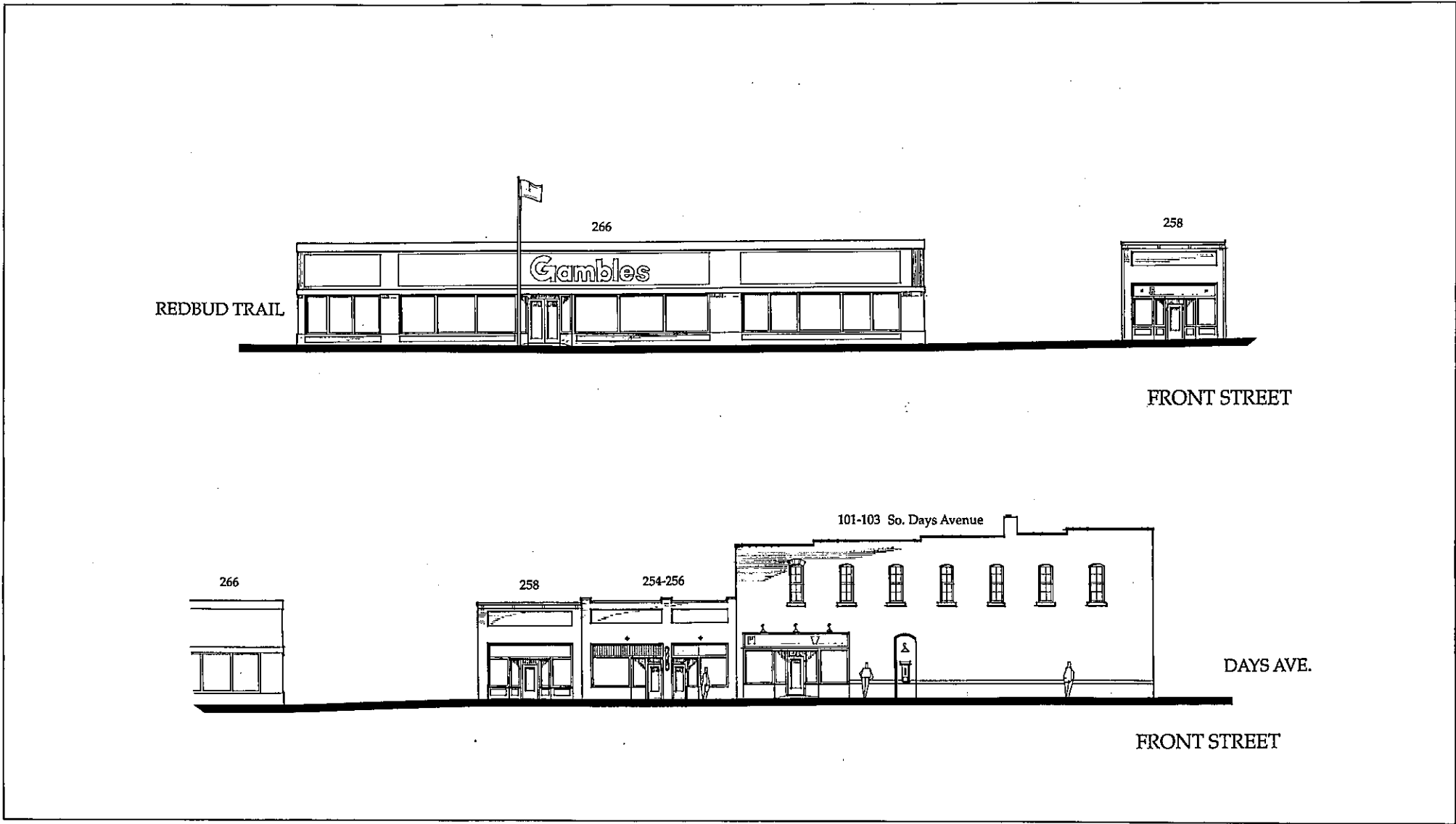
FRONT STREET

FACADE PLAN

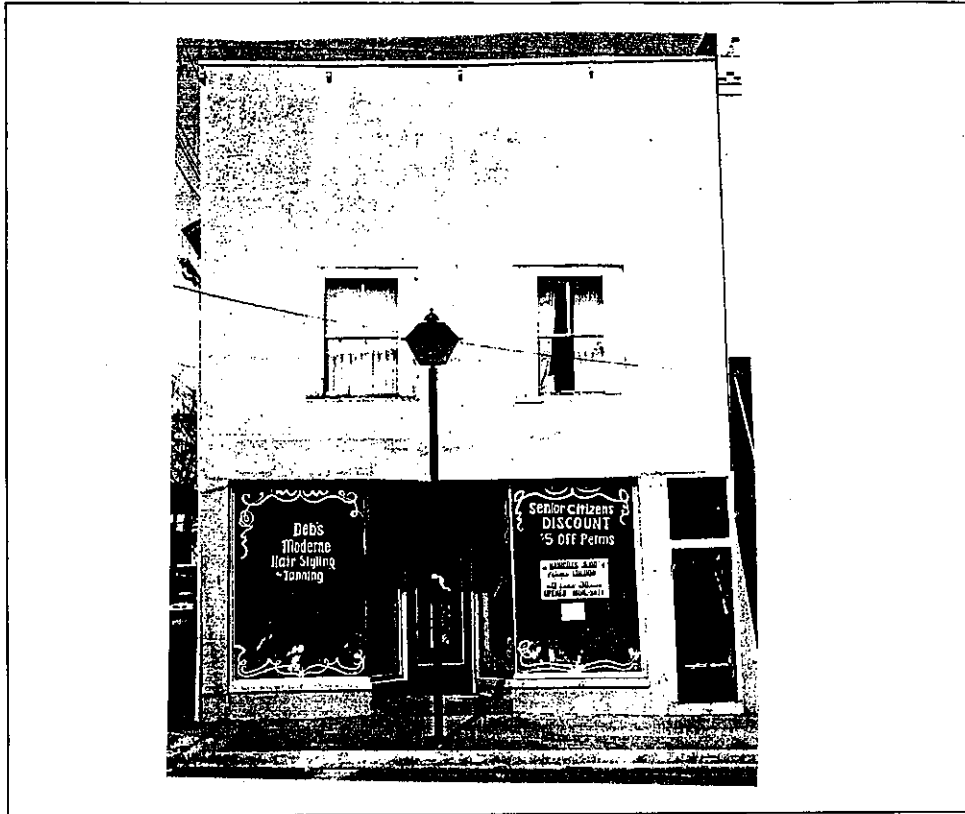
DOWNTOWN DEVELOPMENT PLAN



F A C A D E P L A N
D O W N T O W N D E V E L O P M E N T P L A N



FACADE PLAN
DOWNTOWN DEVELOPMENT PLAN



Existing Condition

- Cornice removed
- Stucco finish
- Upper story windows and trim in poor condition
- Storefront windows and entry in good condition
- Signage in windows



Recommended Improvements

Costs

1. Reconstruct wood cornice
2. Install new upper window trim
3. Restore windows
4. New Signage
5. Install new door to upper floor

\$2,000 - 4,000

F A C A D E P L A N

D O W N T O W N D E V E L O P M E N T P L A N

101 E. Front Street



Existing Condition

- Brick detailing and cantilevered bays
- Parapet cap in fair condition
- Deteriorating brick and mortar
- Upper story windows partially altered
- Metal panels in signage area
- Aluminium storefront in fair condition

Recommended Improvements

1. Repair parapet cap
2. Restore deteriorating masonry, paint
3. Restore upper story windows (those not in bay)
4. Add new fabric awnings
5. Resurface storefront panels

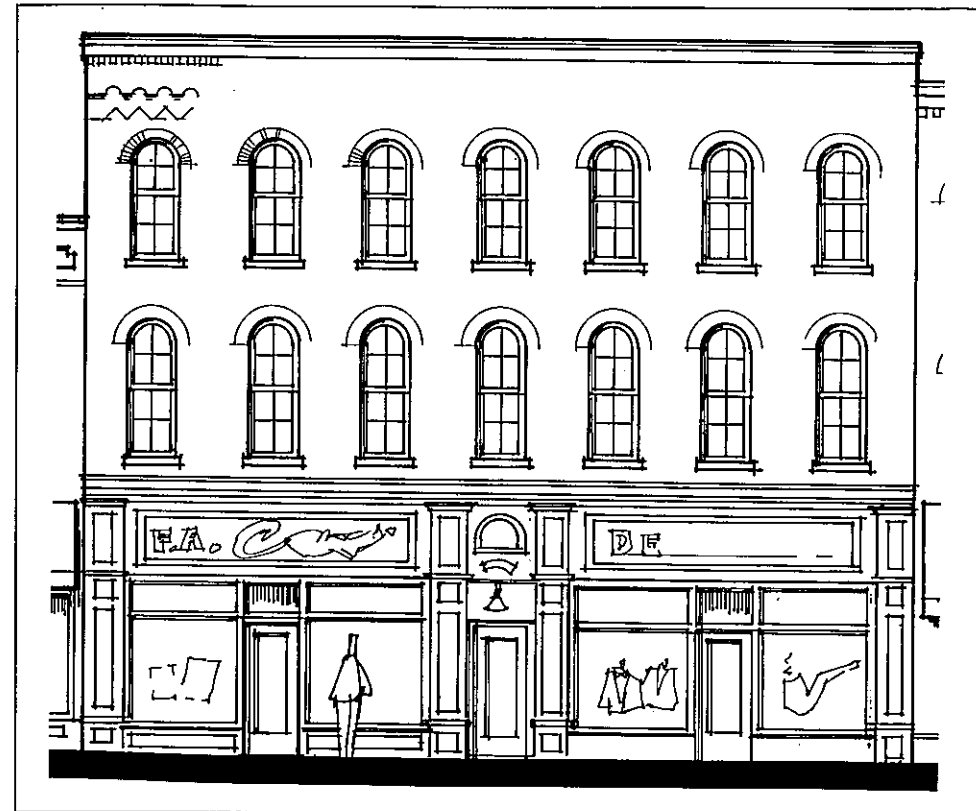
Costs

\$10,000 - 14,000



Existing Condition

- Parapet cap in poor condition
- Deteriorating brick and mortar
- Upper story windows covered
- Arched, detailed upper story windows
- Storefront completely altered

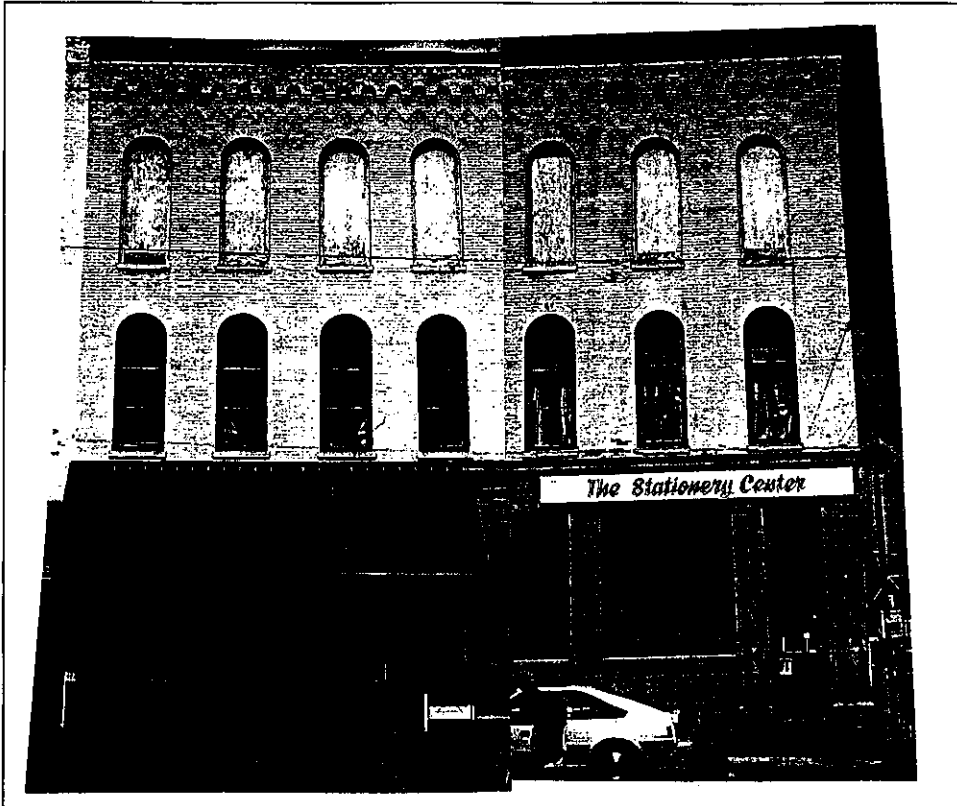


Recommended Improvements

Costs

1. Repair parapet cap
2. Restore deteriorating masonry, paint
3. Restore upper story windows
4. Reconstruct storefronts
5. New signage
6. New door to upper floor
7. New store entry doors

\$25,000 - 30,000



Existing Condition

- Parapet cap in fair condition
- Some deteriorating brick and mortar
- Upper story windows covered
- Detailed, arched upper story windows
- West storefront completely altered
- Stone storefront in good condition



Recommended Improvements

1. Restore deteriorating masonry, paint
2. Restore upper story windows
3. Add new fabric awning to west storefront
4. Reconstruct west storefront
5. New signage
6. Clean existing surfaces
7. New door to upper floor

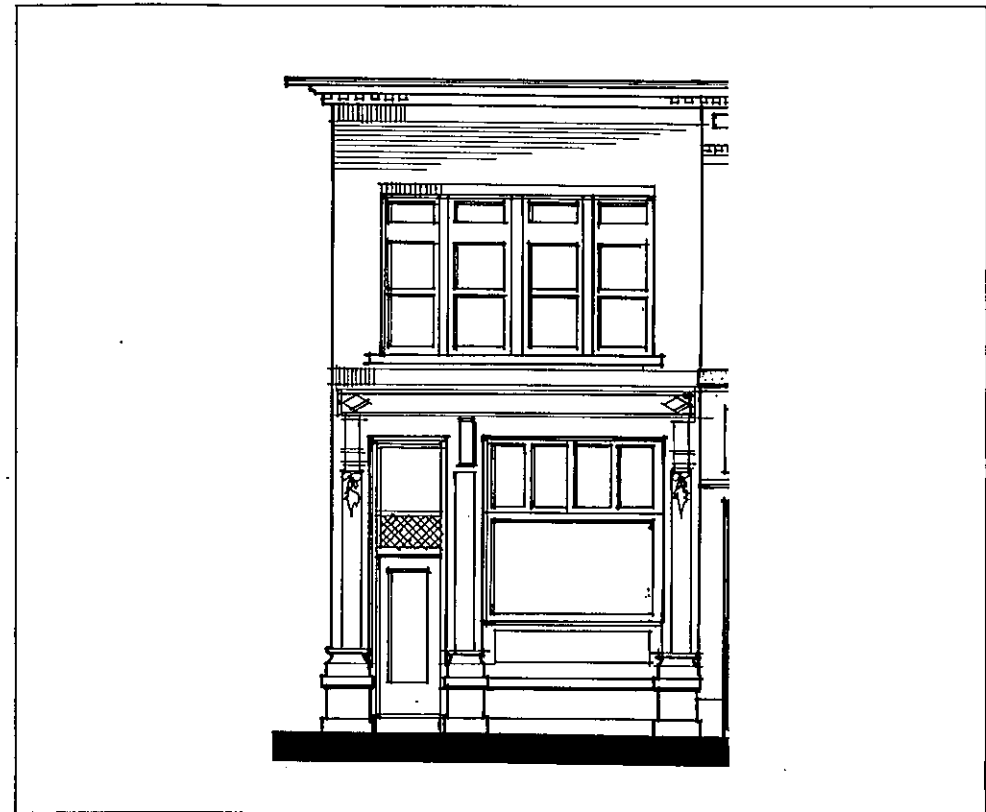
Costs

\$19,000 - 22,000



Existing Condition

- Soffit and cornice in fair condition
- Upper story windows in good condition
- White glazed brick and terra cotta
- Original doors and windows in good condition

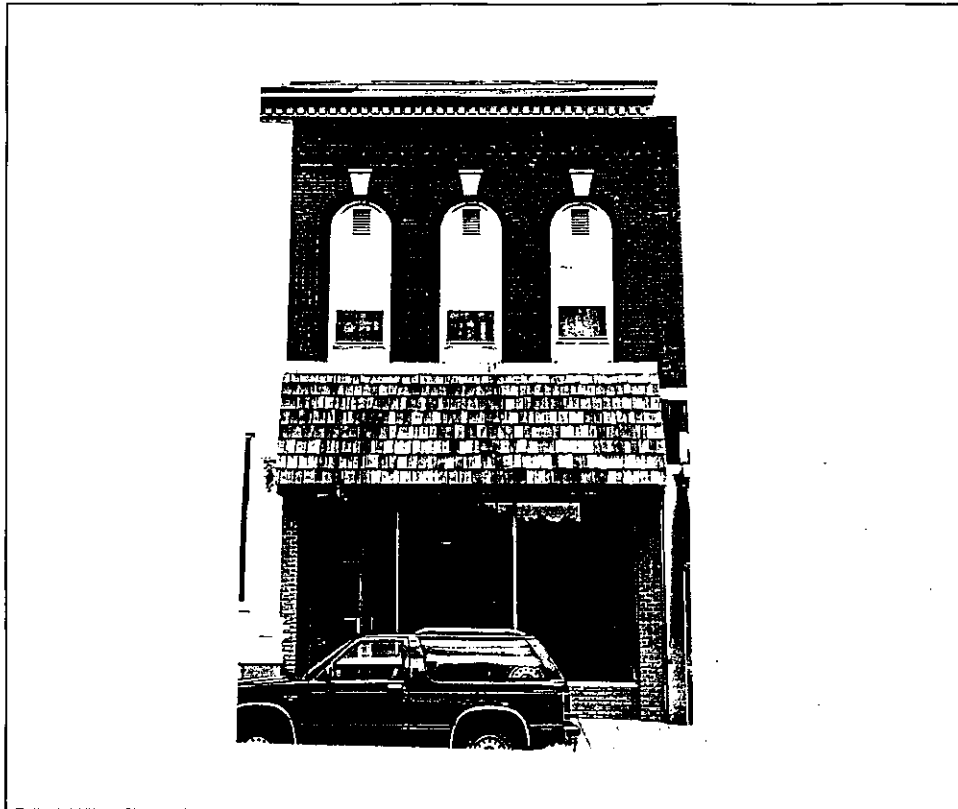


Recommended Improvements

Costs

1. Repair soffit and cornice
2. Repair upper story windows
3. Restore brick/terra cotta at top of storefront
4. Relocate air conditioner
5. Clean existing surfaces
6. Preserve soffit, brick, terra cotta, and window detailing

\$1,000 - 2,000



Existing Condition

- Cornice in poor condition
- Upper story windows altered
- Arched upper story windows
- Storefront completely altered
- Aluminium storefront in good condition

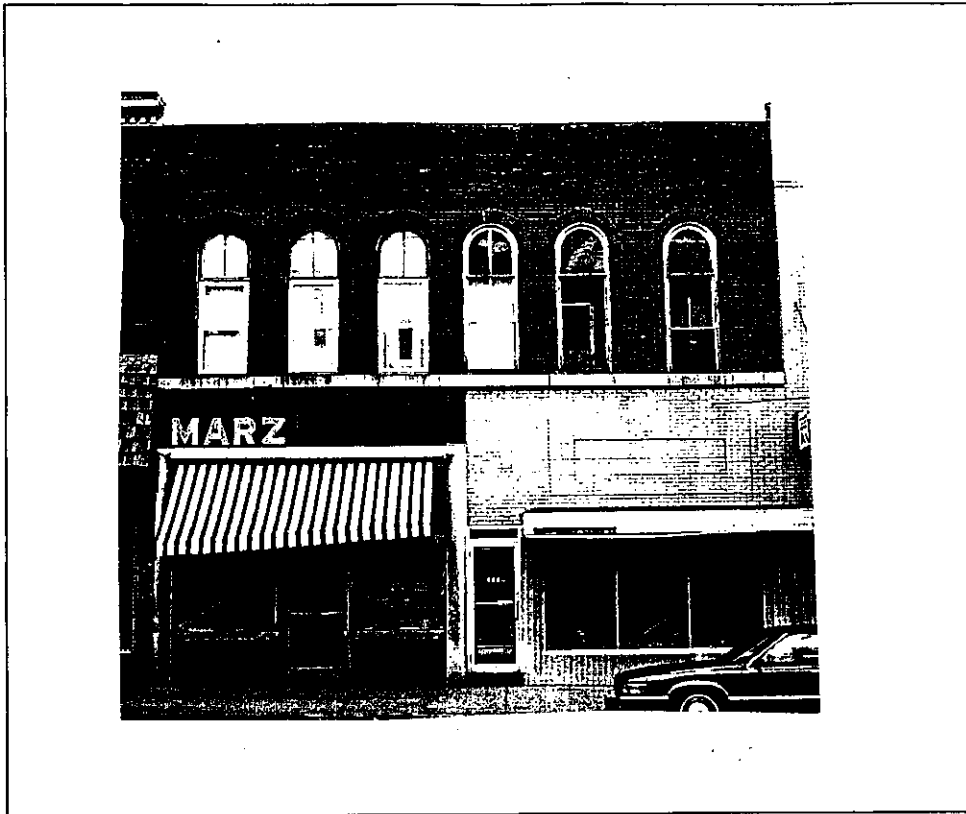


Recommended Improvements

Costs

1. Repair cornice
2. Restore upper story windows
3. Resurface storefront panels
4. Reconstruct upper portion of storefront
5. New signage
6. New store entry door

\$7,000 - 9,000



Existing Condition

- Cornice removed
- Upper story windows partially altered
- Arched upper story windows
- Storefront completely altered



Recommended Improvements

Costs

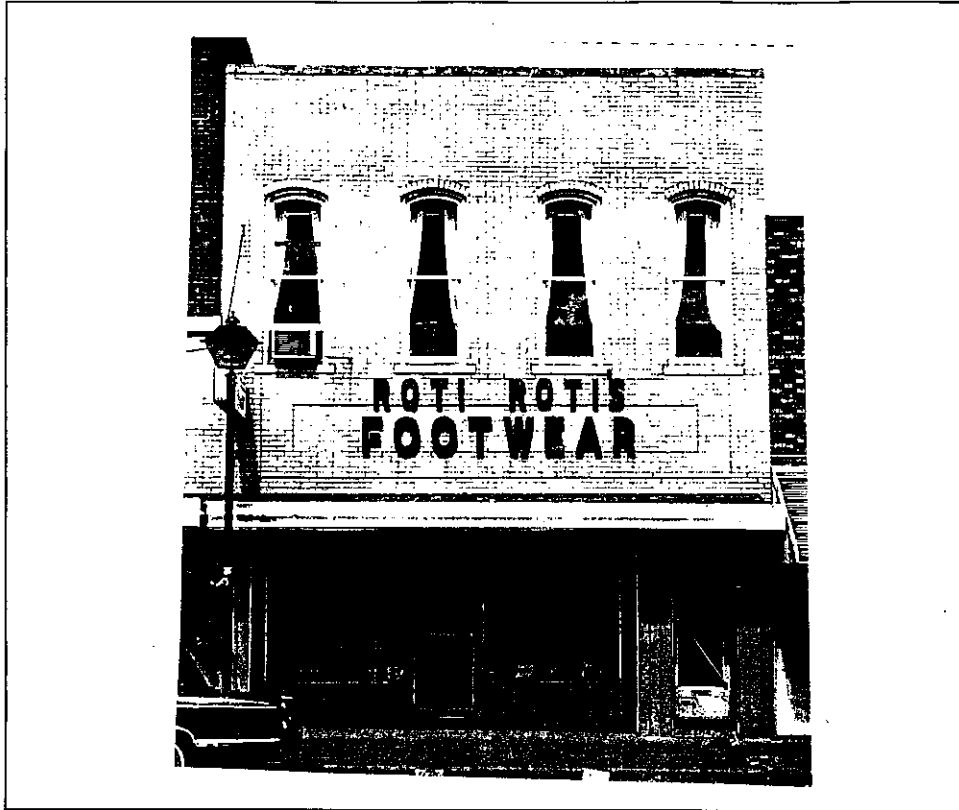
1. Reconstruct cornice
2. Restore upper story windows
3. Add new fabric awning
4. Reconstruct upper storefront @ 205
5. Resurface storefront panels @ 205
6. Reconstruct entire storefront @ 207
7. New store entry door @ 207
8. New door to upper floor @ 207

\$15,000 - 18,000

F A C A D E P L A N

D O W N T O W N D E V E L O P M E N T P L A N

205-207 E. Front Street



Existing Condition

- Parapet in good condition
- Resurfaced brick facade
- Detailed upper story windows
- Storefront completely altered

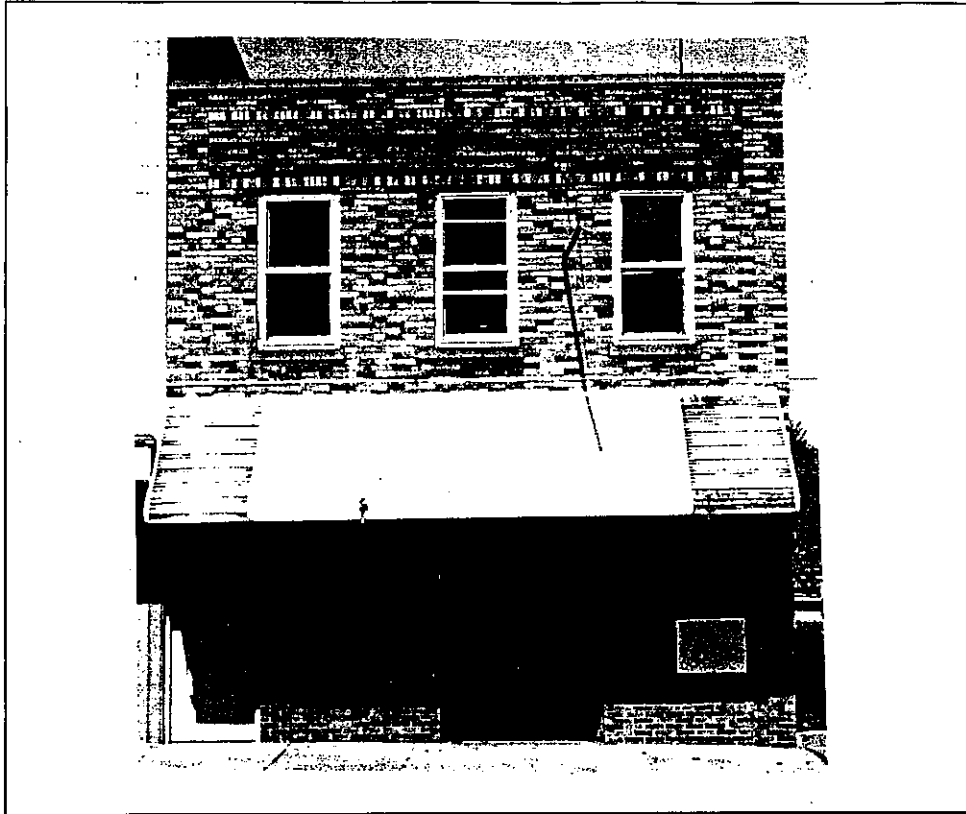


Recommended Improvements

1. Reconstruct storefront
2. New store entry door
3. New signage
4. Clean existing surfaces

Costs

\$9,000 - 12,000



Existing Condition

- Upper story windows partially altered
- Metal awning in signage area
- Storefront completely altered
- Doorway to upper floor completely altered



Recommended Improvements

Costs

- | | |
|--------------------------------------|-----------------|
| 1. Repair upper story windows | \$2,000 - 4,000 |
| 2. Clean masonry | |
| 3. Add new retractable fabric awning | |
| 4. New door to upper floor | |



Existing Condition

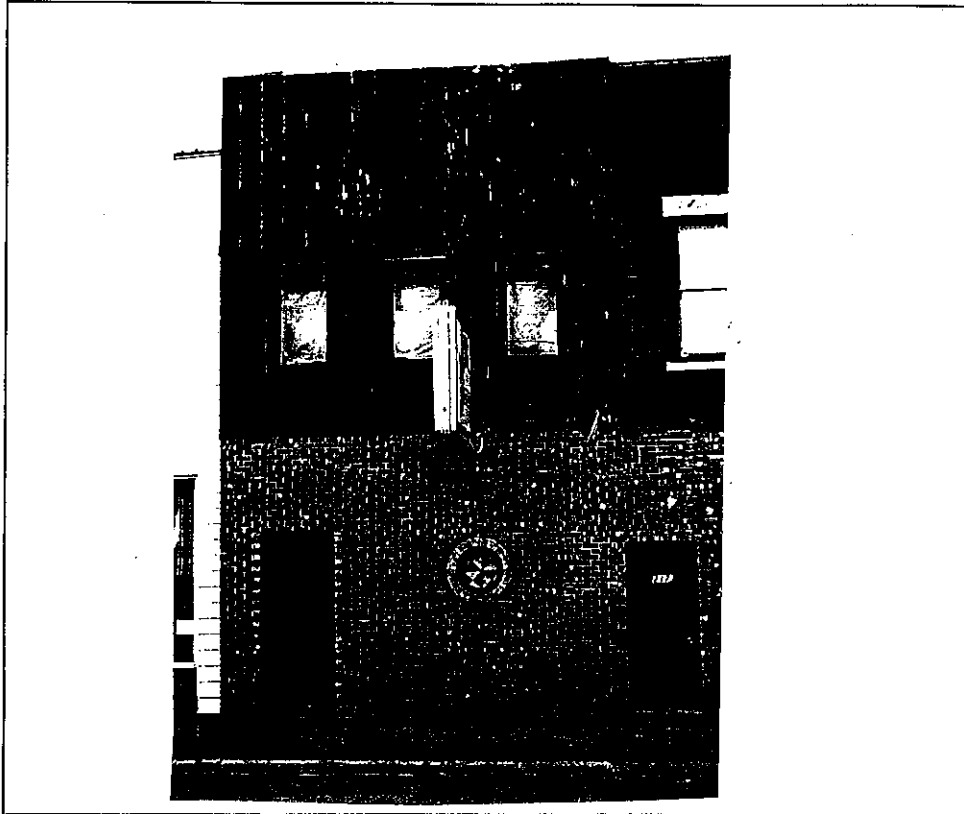
- Cornice removed
- Original wall surface covered or removed
- Side wall and front wall surfaces in poor condition
- Little articulation of upper front wall surface
- Protruding sign
- Storefront partially altered



Recommended Improvements

Costs

- | | |
|---|-------------------|
| 1. Reconstruct cornice | \$15,000 - 18,000 |
| 2. Resurface upper front and side walls with durable siding | |
| 3. Resurface storefront panels | |
| 4. New signage | |
| 5. New door to upper floor | |



Existing Condition

- Original facade completely removed or covered
- Wood siding at upper story, solid masonry in storefront area
- Protruding illuminated signage
- No street level windows
- Storefront completely altered

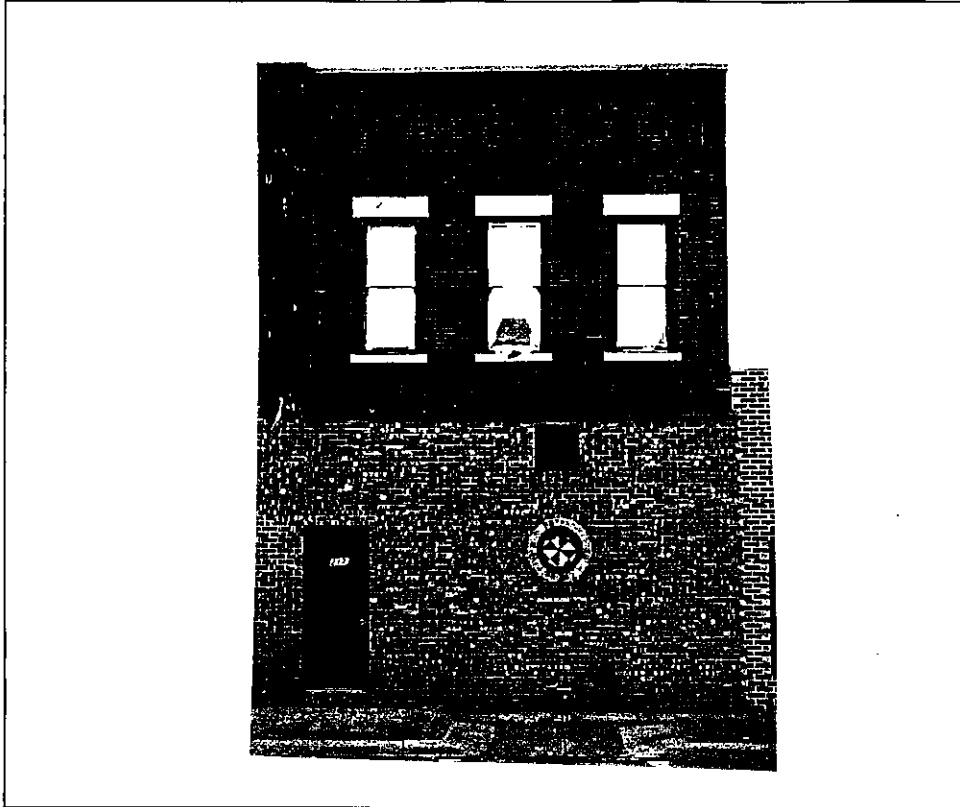


Recommended Improvements

1. Remove wood siding and masonry
2. Restore masonry surfaces and detailing
3. Restore upper story windows
4. Add new fabric awning
5. Reconstruct storefront
6. New signage
7. New store entry door

Costs

\$19,000 - 22,000



Existing Condition

- Some deteriorating brick and mortar
- Some brick detailing in upper facade
- Storefront completely altered
- Storefront area covered in solid masonry



Recommended Improvements

1. Restore deteriorating masonry, paint
2. Restore upper story windows
3. Add new fabric awning
4. Reconstruct storefront
5. New signage
6. New store entry door
7. New door to upper floor

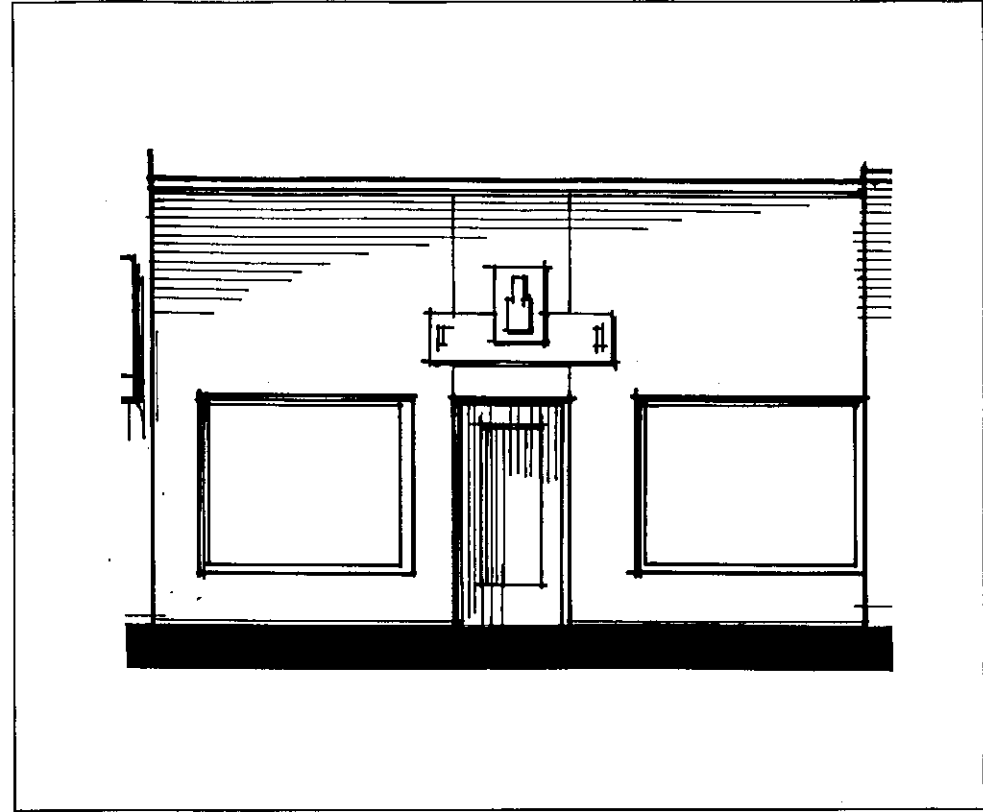
Costs

\$16,000 - 19,000



Existing Condition

- New masonry facade
- New aluminum storefront windows and doors
- Hanging illuminated signage



Recommended Improvements

1. New signage

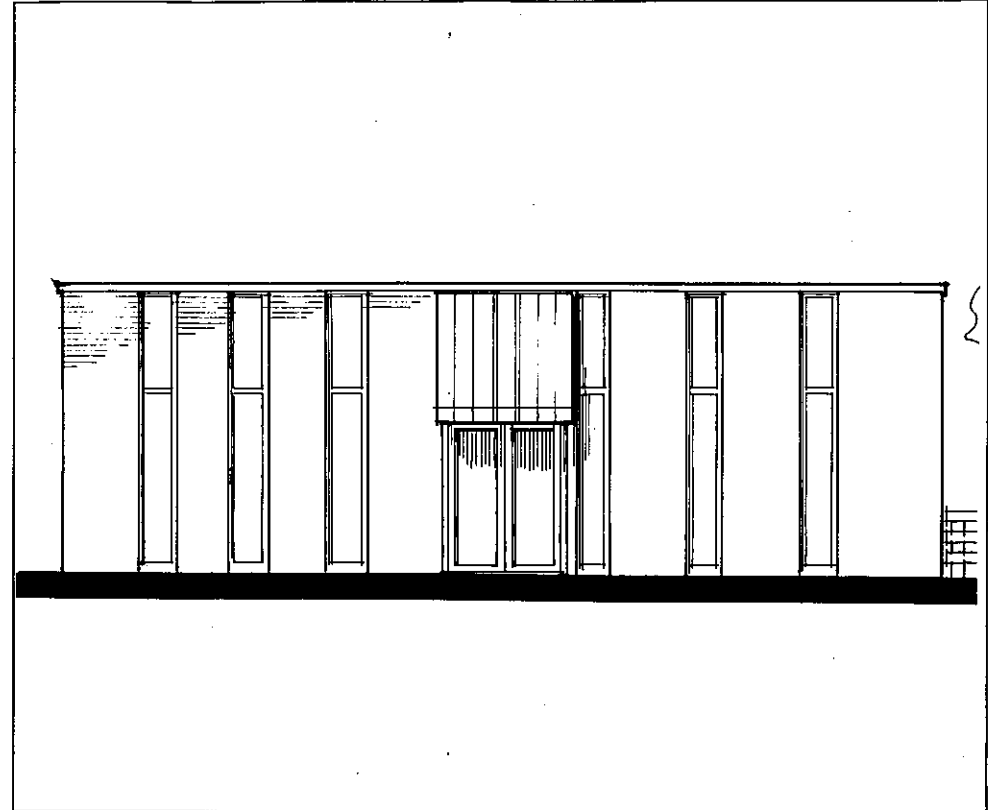
Costs

\$400 - 800



Existing Condition

- New masonry facade
- Wood-sided cantilevered canopy
- Aluminium storefront windows and doors



Recommended Improvements

1. Add new fabric awning

Costs

\$600 - 1,000



Existing Condition

- Original masonry facade
- Vinyl-sided infill facade
- Fabric awning



Recommended Improvements

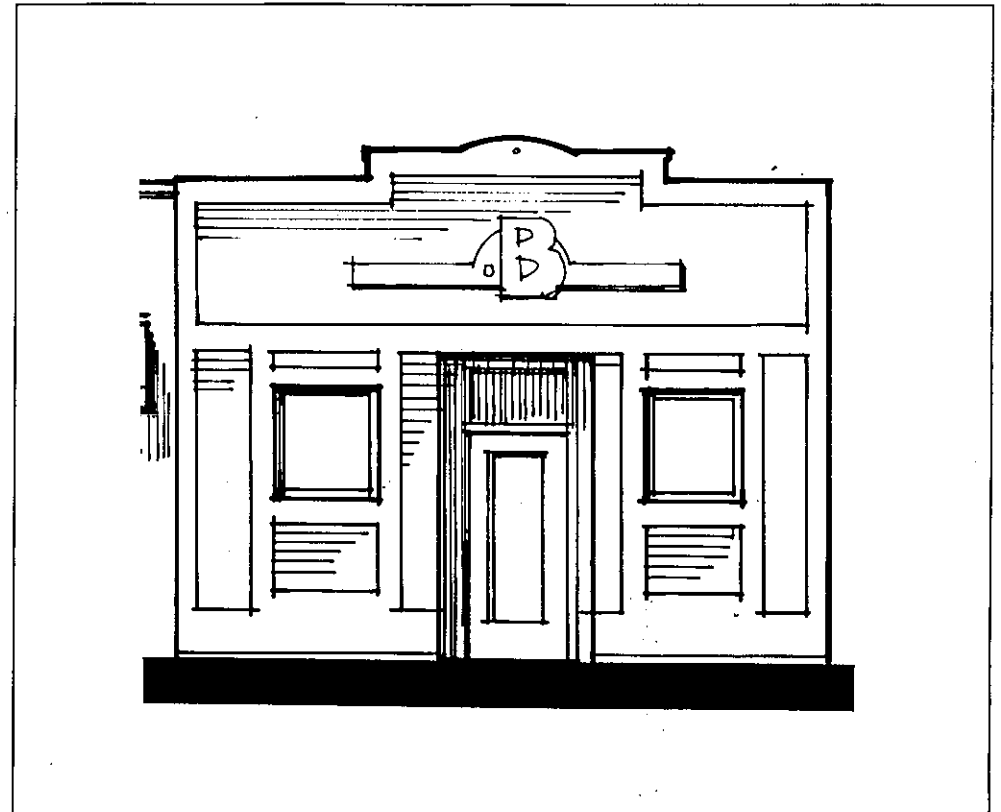
* No changes

Costs



Existing Condition

- 1-story facade
- Board and batten wood siding in fair-to-poor condition
- Protruding, externally-lit sign
- Windows in good condition



Recommended Improvements

Costs

- | | |
|---|------------------------|
| <ol style="list-style-type: none"> 1. New wood trim and wood siding 2. Windows to remain 3. New signage 4. New entry door | <p>\$2,000 - 4,000</p> |
|---|------------------------|

F A C A D E P L A N

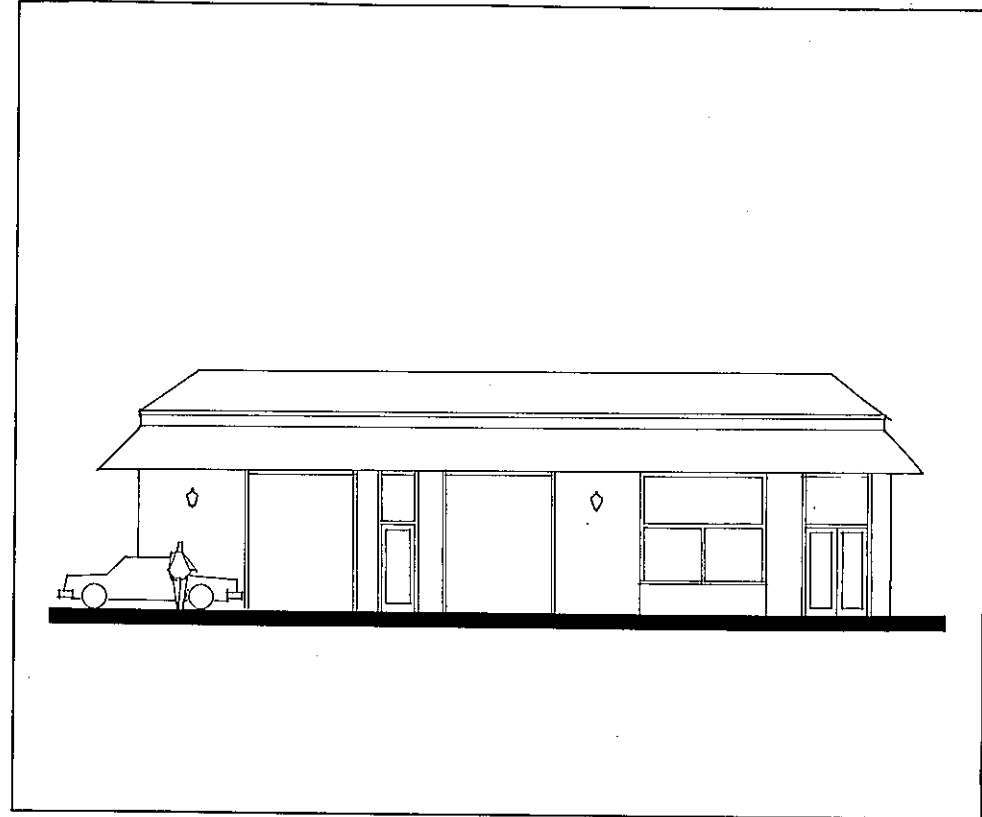
D O W N T O W N D E V E L O P M E N T P L A N

261 E. Front Street



Existing Condition

- Masonry facade in good condition
- Metal roof and wood shingle mansard in good condition

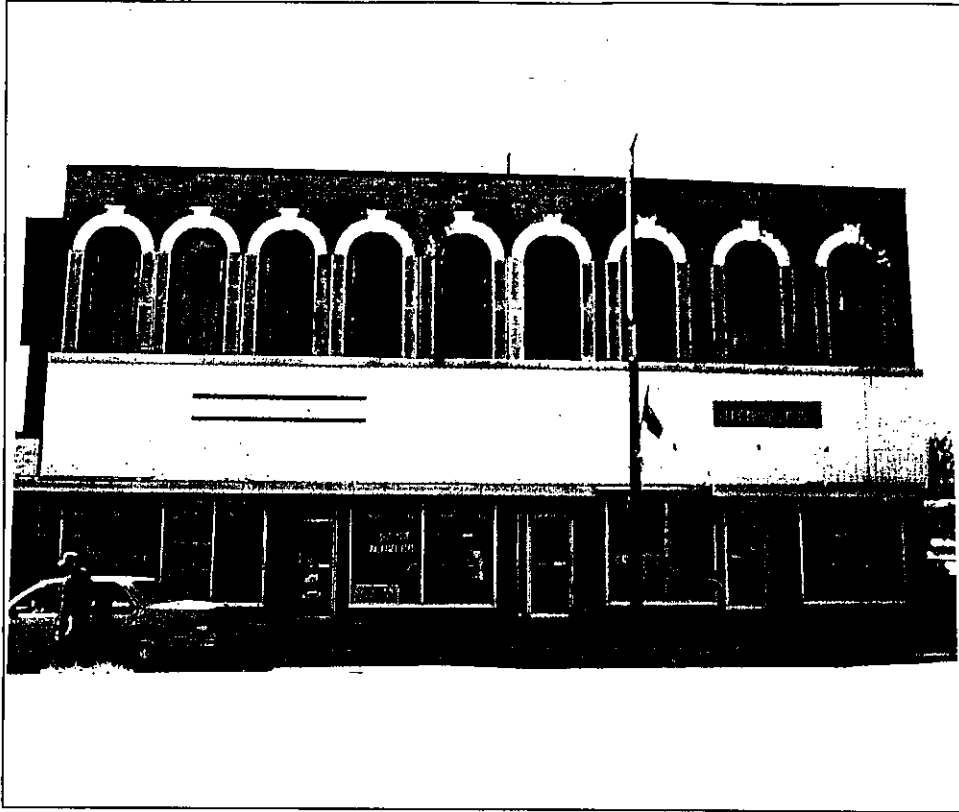


Recommended Improvements

1. Add new wall-mounted lights to match new streetscape light fixtures

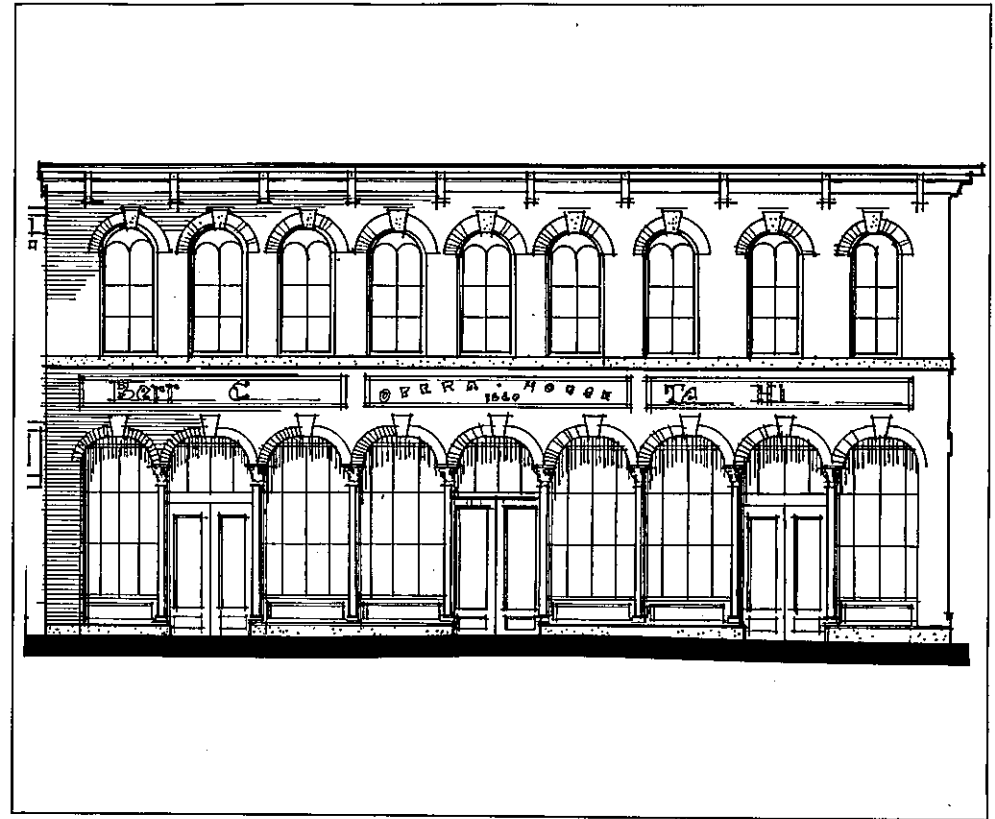
Costs

\$600 - 800



Existing Condition

- Cornice removed
- Deteriorating brick and mortar
- False shutters on upper story windows
- Arched, detailed upper story windows
- Metal panels in signage area
- Aluminium storefront in fair condition

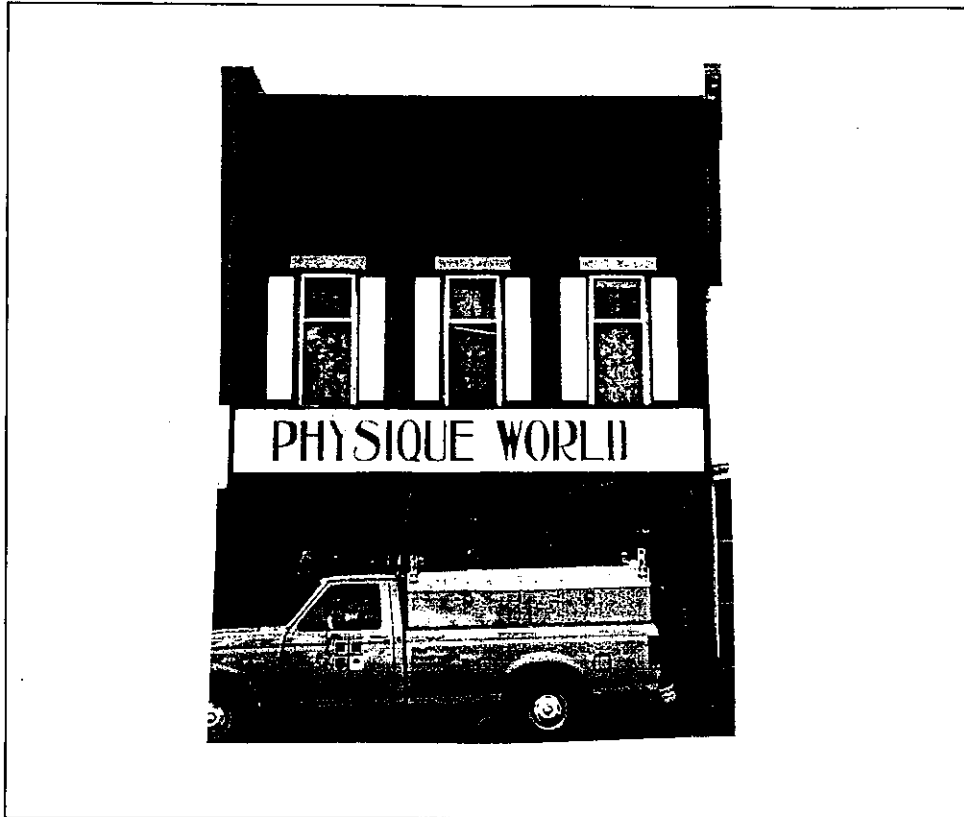


Recommended Improvements

Costs

1. Reconstruct wooden cornice
2. Restore deteriorating masonry, paint
3. Restore upper story windows
4. Reconstruct storefront
5. New signage
6. New entry doors

\$46,000 - 54,000



Existing Condition

- Fire-damaged interior
- Upper story windows damaged
- Signage band
- Storefront partially altered, damaged
- Quality brick detailing

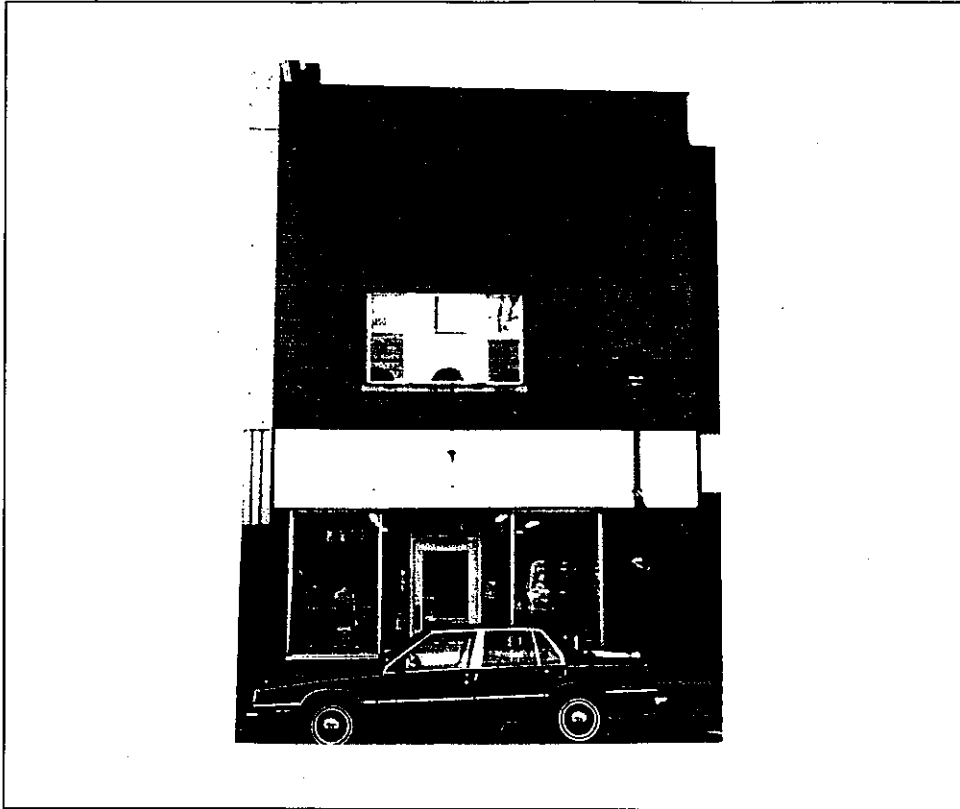


Recommended Improvements

1. New upper story windows
 2. Add new fabric awnings
 3. Clean existing surfaces
- *Assure structural integrity of facade

Costs

\$4,000 - 6,000



Existing Condition

- Modern brick facade
- Modern storefront in good condition
- Metal panels in signage area

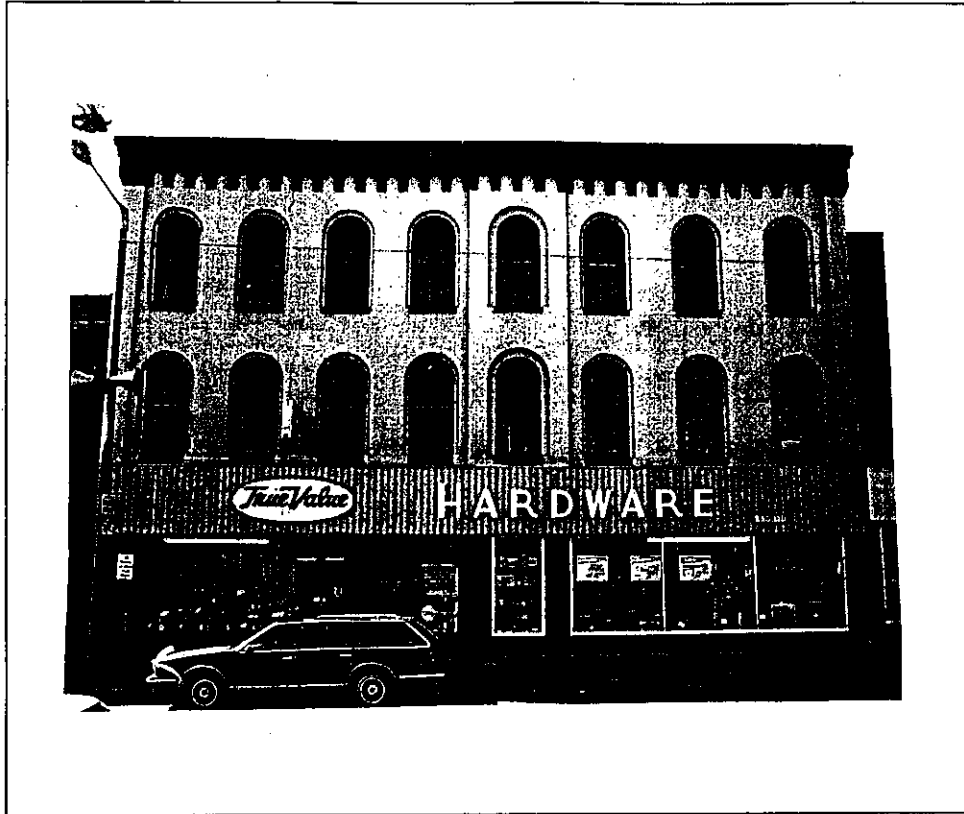


Recommended Improvements

1. Restore upper story windows
2. New signage
3. Clean existing surfaces
4. New door to upper floor

Costs

\$1,000 - 3,000



Existing Condition

- 3-story structure
- Two upper stories (masonry) restored with brick detailing
- Brick and mortar in good condition
- Arched, detailed upper story windows
- Metal panels in signage area
- Storefront completely altered
- Aluminium storefront in good condition



Recommended Improvements

Costs

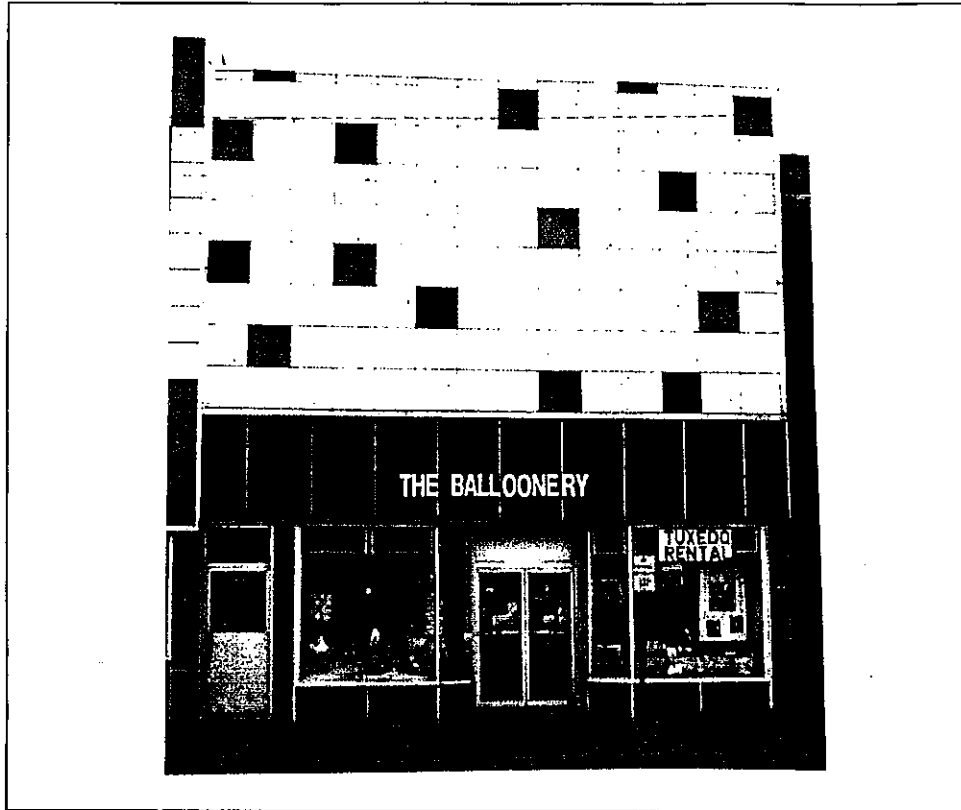
1. Restore upper story windows
2. Add new fabric awnings
3. Resurface storefront panels
4. New signage
5. Maintain wood entry door

\$10,000 - 13,000

F A C A D E P L A N

D O W N T O W N D E V E L O P M E N T P L A N

114 E. Front Street



Existing Condition

- Facade completely covered with metal panels
- Upper story windows covered
- Aluminum storefront with metal panels



Recommended Improvements

Costs

1. Remove metal panels
2. Restore masonry facade
3. New upper story windows
4. Add new fabric awning
5. Resurface storefront panels
6. New signage
7. New doors to upper floor and store entry

\$13,000 - 16,000



Existing Condition

- Facade completely covered with metal panels
- Upper story windows covered
- Aluminum storefront with metal panels

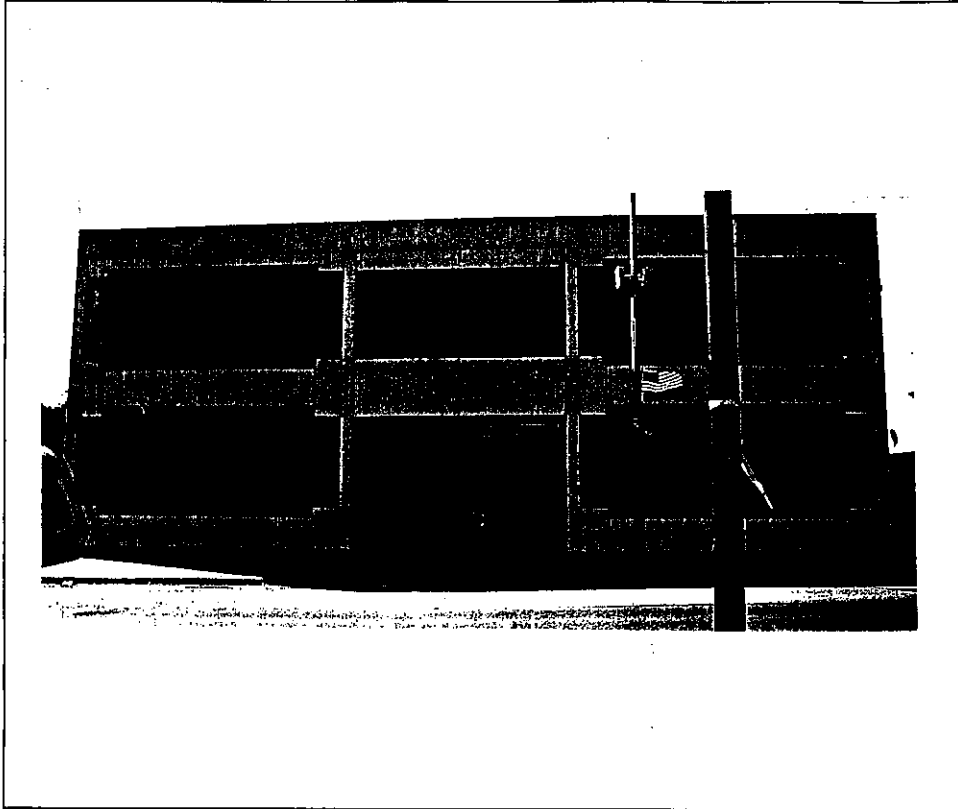


Recommended Improvements

1. Remove metal panels
2. Restore masonry facade
3. New or restored upper story windows
4. Resurface storefront panels
5. New signage
6. New doors to upper floor and store entry

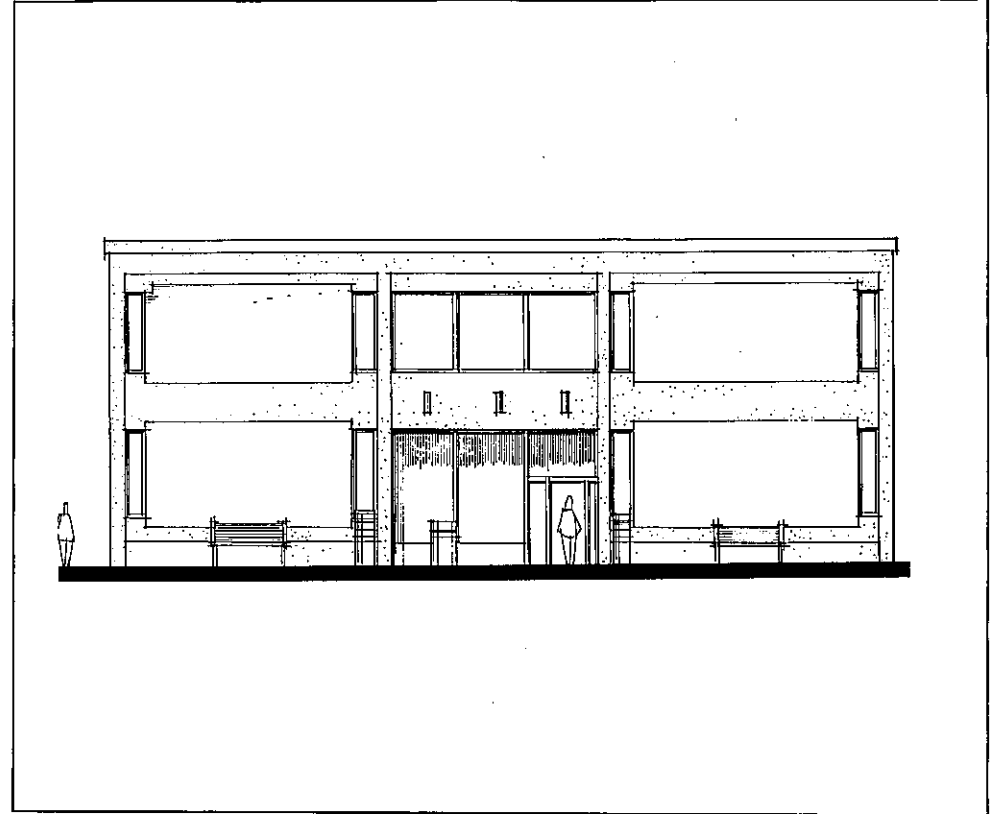
Costs

\$15,000 - 18,000



Existing Condition

- Modern concrete structure with brick panels
- Scale of height and bays resemble neighboring structures
- Aluminum window and door frames with smoked glass

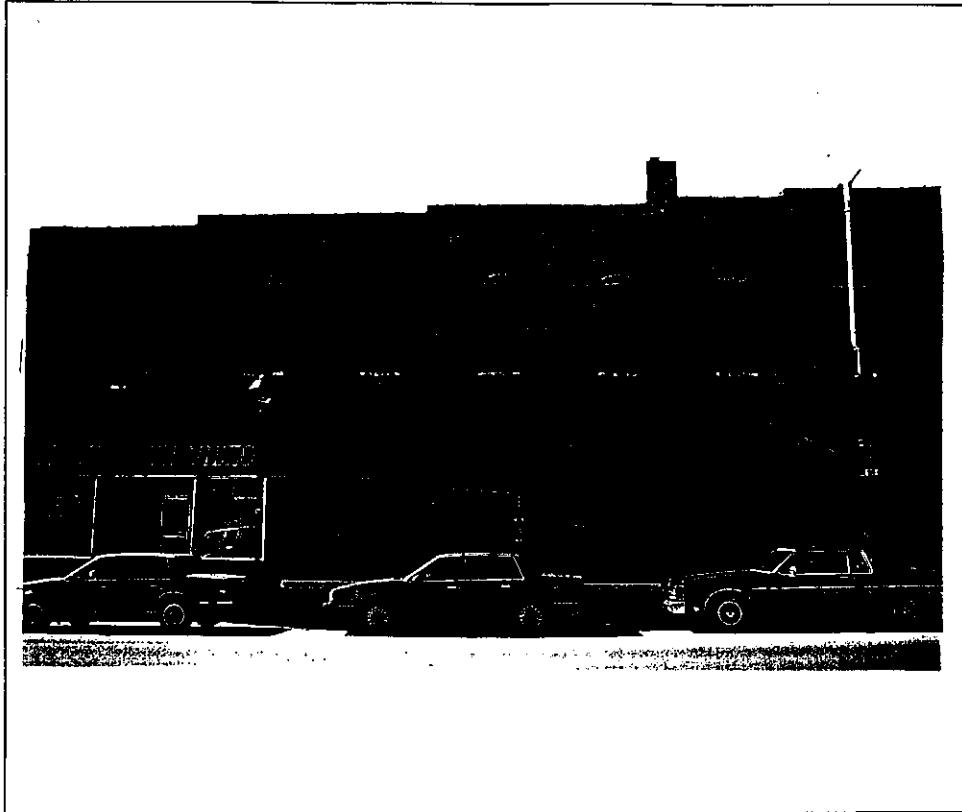


Recommended Improvements

Costs

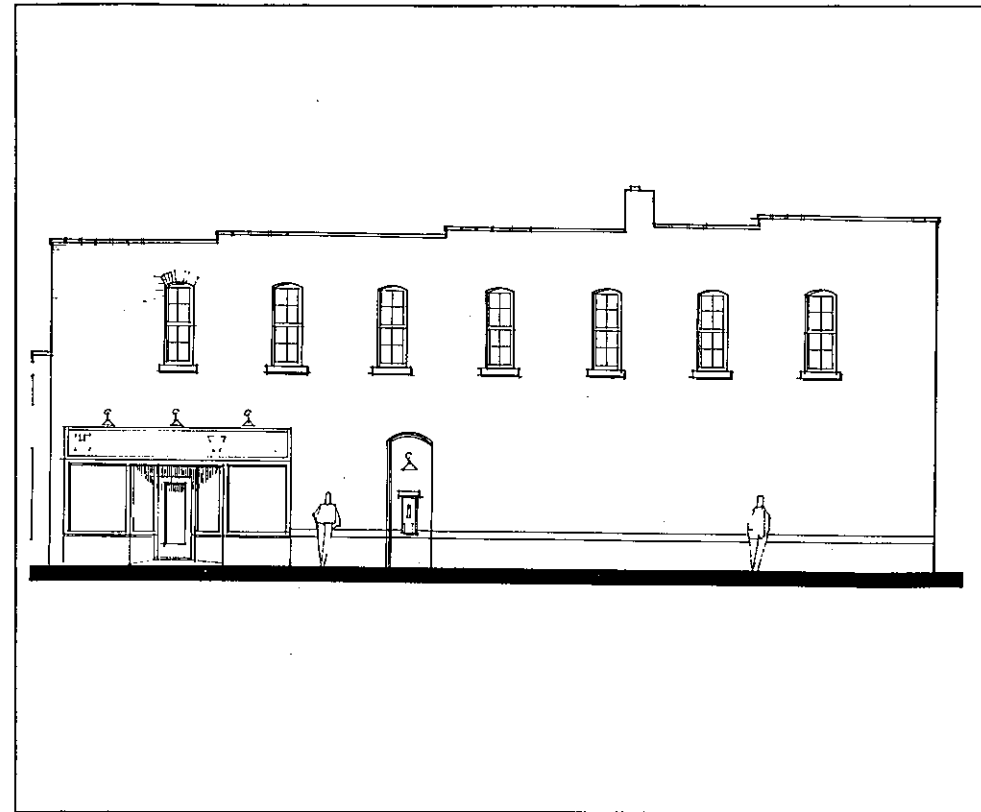
1. Create modern cornice with band of aluminum
2. Add amenities (benches, light bollards, etc.) to give human scale at the building's base

\$2,000 - 5,000



Existing Condition (Front Street Elevation)

- Side brick facade of 101-103 S. Days
- Parapet cap in fair-to-good condition
- Brick and mortar in good condition
- Upper story windows covered with wood shutters
- Aluminium storefront with brick base and transom sign
- Public telephone

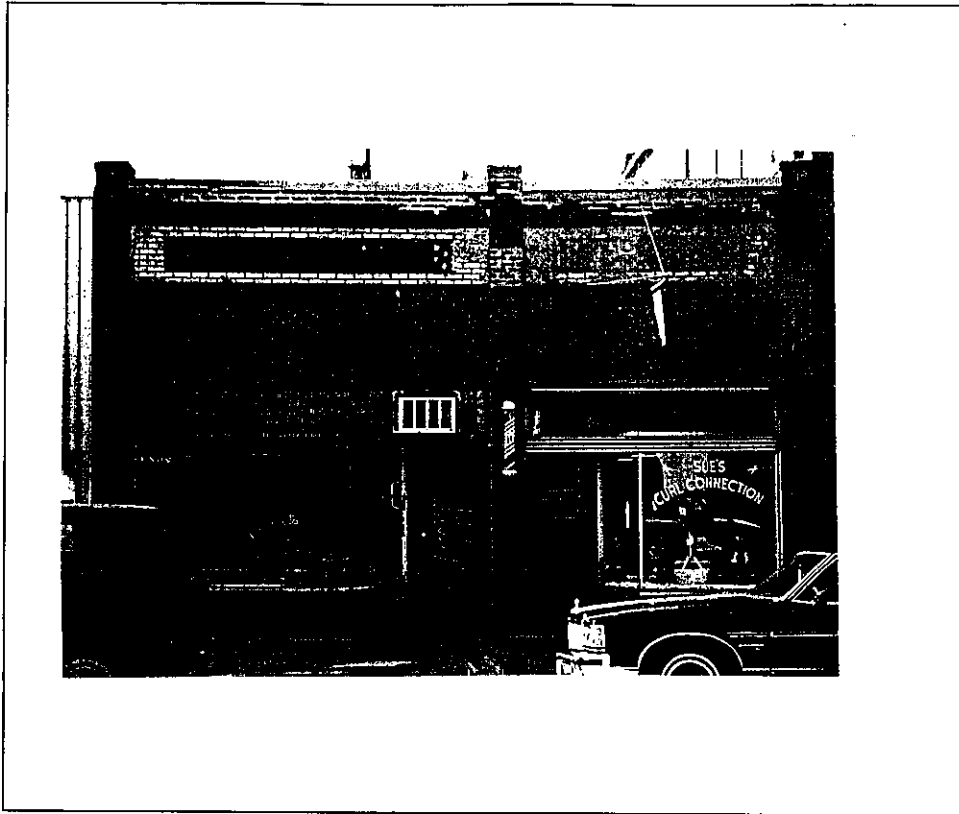


Recommended Improvements (Front Street Elevation)

Costs

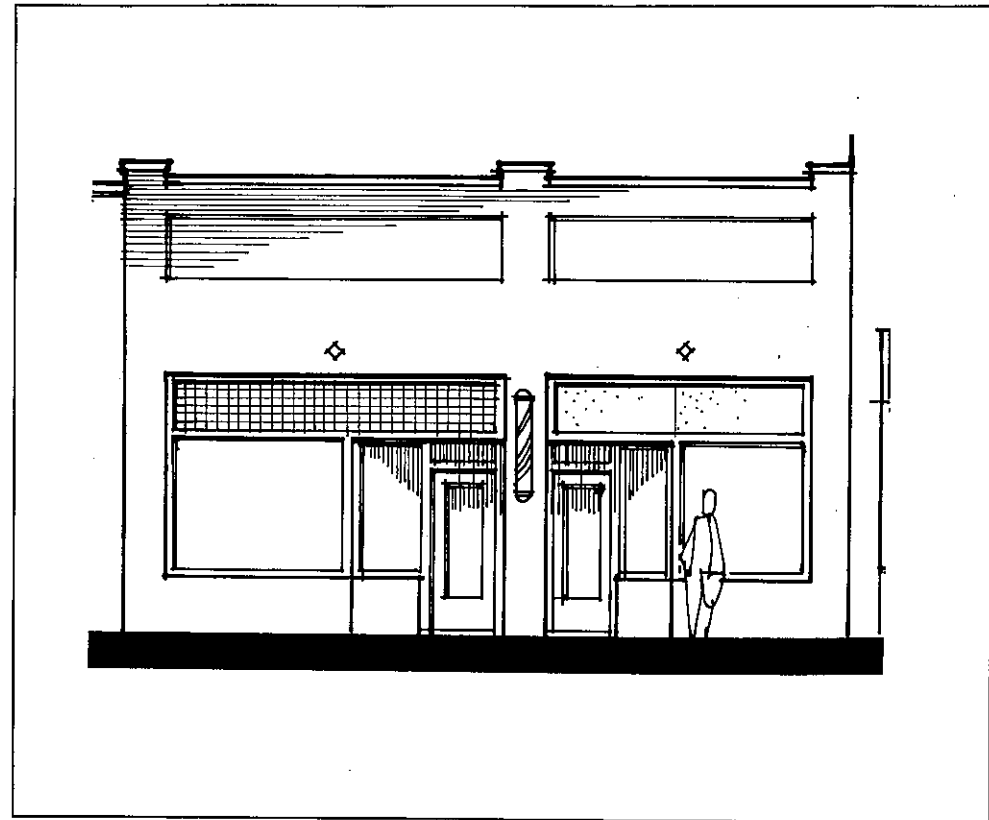
1. Repair parapet cap
2. Restore deteriorating masonry
3. Restore upper story windows
4. New external lighting for sign @ storefront
5. Place telephone in recessed masonry opening, add light above
6. Create horizontal band with masonry or paint

\$3,000 - 5,000



Existing Condition

- Brick facade (repointed)
- Stone parapet cap in fair condition
- Transoms in storefronts in good condition, original small panes at 256
- Storefront slightly altered at 254
- Protruding sign and air conditioner

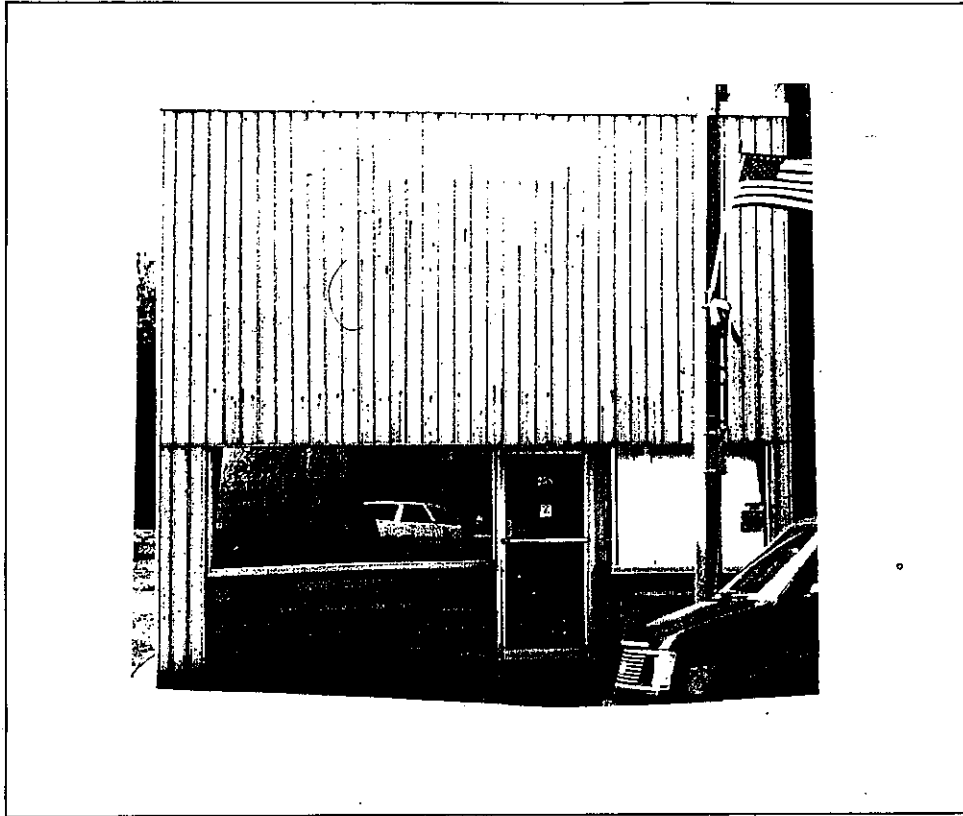


Recommended Improvements

Costs

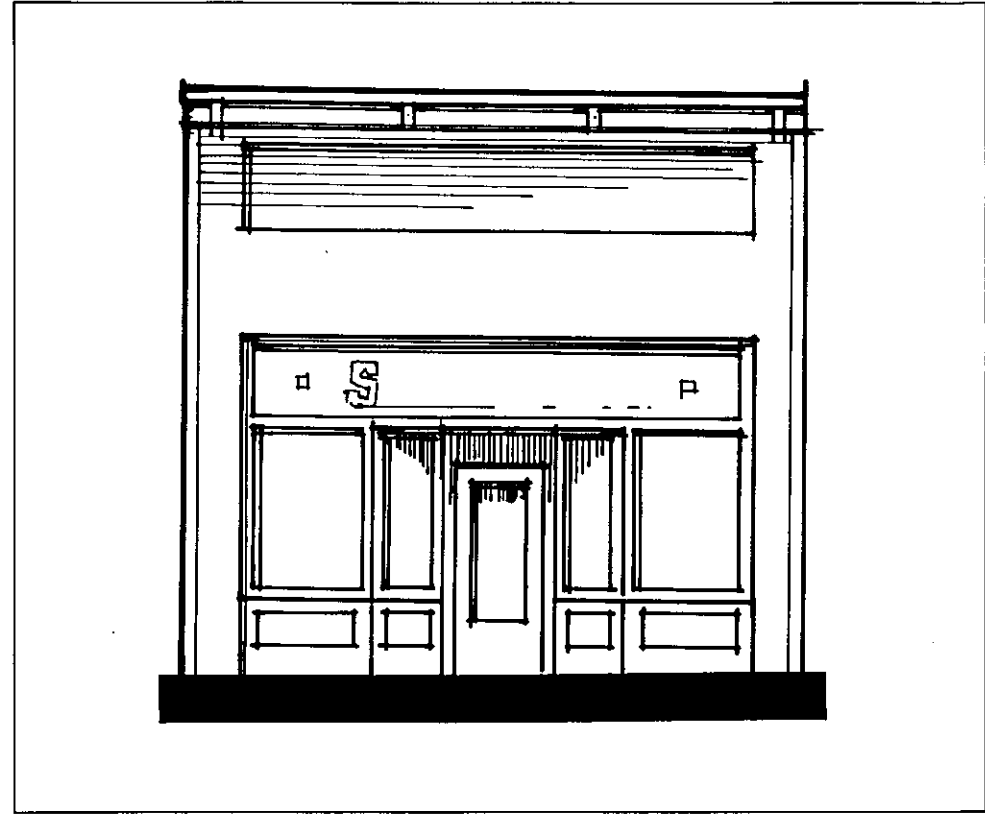
1. Restore deteriorating masonry, paint
2. New signage, retain barber's pole
3. Clean existing surfaces
4. Restore transom @ 256

\$1,000 - 3,000



Existing Condition

- Metal paneled facade
- Stone and aluminum storefront

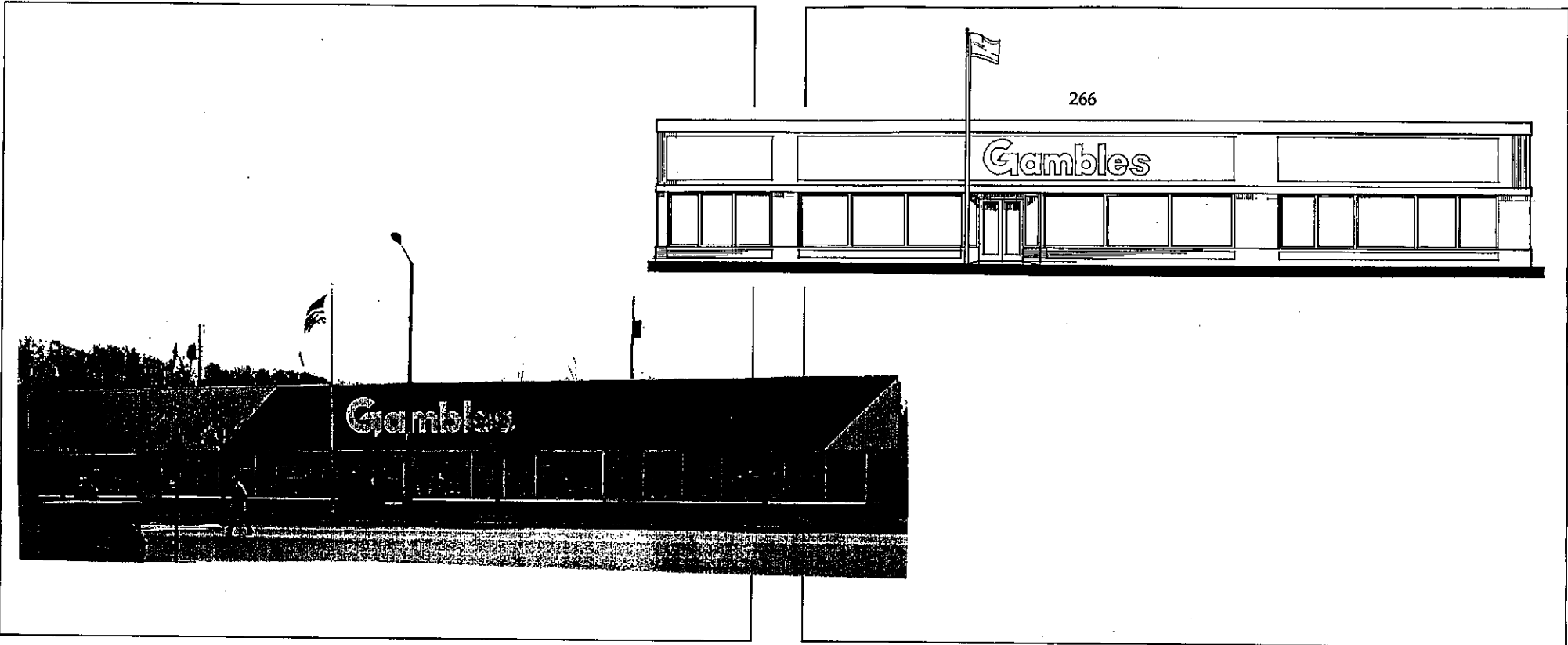


Recommended Improvements

1. Remove metal panels
2. Restore facade with cornice
3. Reconstruct storefront
4. New signage
5. New store entry door

Costs

\$14,000 - 18,000



Existing Condition

- Modern facade of brick, metal panels, and aluminum storefront
- Large signage

Recommended Improvements

1. Coordinate colors between bricks and metal panels
2. Add metal cornice band

Costs

\$1,000 - 3,000

Implementation of the Downtown Buchanan Development Plan will be dependent upon many actions occurring simultaneously. No one item alone will be a sufficient catalyst for revitalization. Rather, the collective organization and delegation of many tasks will be necessary to launch the downtown recovery program.

The Implementation Strategy chapter provides a general framework for guiding and prioritizing actions in the implementation of the plan. The strategy is both specific and vague. It recommends some very specific actions, and places greater priority on some items more than others. Yet, the strategy remains vague and flexible enough so not to limit or confine the community in its implementation.

The Implementation Strategy is presented in three phases generally reflecting levels of priority. The three phases include actions, strategies, and physical improvements which should be pursued within 5 years following plan adoption. Although it is not expected that all the recommended actions will be fully completed within 5 years, failure to at least initiate all of them will be detrimental to the implementation of the downtown plan. The Implementation strategies are provided below with a summary schedule of the strategies on the final page.

Phase 1 Implementation Strategies

Phase 1 Implementation Strategies are actions which should begin immediately following plan adoption. Most of the strategies in Phase 1 are essential first steps in the recovery process and will need to be completed before most of the Phase 2 and Phase 3 strategies can be pursued.

The Phase 1 strategies presented below are not listed in any order of importance or priority.

Strategy 1A: Create a Buchanan Area Tourism Council (BATC)

The Buchanan Area Tourism Council would be responsible for tourism development in the Buchanan area and downtown Buchanan in particular. The BATC would work closely with the City, DDA, TIFA, Chamber of Commerce, and other county and regional tourism organizations to orchestrate and promote tourism development in Buchanan. The primary responsibility of the BATC would be the marketing, promotion, and organization of tourism development activities in Buchanan. The DDA and City would remain responsible for physical improvements in the downtown related to tourism development, but would require a great deal of coordination between the DDA and BATC.

Members of the BATC would be appointed by the City Commission. The City and/or DDA should provide the BATC with an annual budget between \$15,000 and \$30,000. The budget for the BATC should be viewed as an investment in the tourism industry, which is no different than a sewer main for a new manufacturer.

The initial responsibilities of the BATC would be as follows:

- Coordinate the development and adoption of a new community image and theme based upon the unique qualities of Buchanan and Berrien County. Utilize the proposed logo provided in the downtown plan as a basis for logo refinement. The logo should be integrated into all promotional materials, brochures, and signage.
- Coordinate tourism promotion efforts using the new logo and theme. Develop promotional materials. Develop positive press coverage for the Buchanan area.
- Assist in the recruitment of tourism-

related and traditional businesses in downtown Buchanan. The BATC should work closely with the DDA to initially provide cost-effective opportunities for new tourism-related businesses.

- Work with the Buchanan Preservation Society in the promotion of the Pears Mill. The BATC would also assist the Pears Mill in fundraising efforts, expanding visitor hours, exploring retailing opportunities associated with the Mill, and organizing events at or near the Mill.
- Develop, organize, and promote at least 2 annual community events in the downtown. The events should have some relationship with tourism and recreational opportunities in the County.
- Work closely with other local, County, and regional tourism organizations to collectively promote tourism opportunities in Buchanan and the region.

Strategy 1B: Create a Downtown Facade Renovation Loan Program

The DDA, TIFA, BAEDC and City of Buchanan should jointly develop a Downtown Facade Renovation Loan Program to assist downtown property owners with facade improvements. A staff person will need to be designated to coordinate the facade program.

There are many types of facade programs which have been successfully implemented throughout the nation. Each community facade program is usually designed to address the unique physical and financial limitations in their downtown.

Due to the economically depressed condition in downtown Buchanan, a Downtown Facade Reno-

vation Loan Program will likely require considerable incentives to attract property owner participation. The following Downtown Facade Renovation Program is recommended for downtown Buchanan; however, the community may elect to modify the program as needed.

- a. The DDA and City should retain construction quotes from a qualified contractor for facade renovation work during a designated period.
- b. Request local banks to provide private low-interest loans up to \$10,000 for eligible facade renovations.
- c. Provide 50 percent facade renovation grants up to \$5,000 for each downtown building.
- d. Develop promotional material describing the facade program.
- e. Provide an annual application deadline for downtown property owners to participate in the facade program. Eligible property owners would receive a 50 percent grant up to \$5,000 for facade renovation. The balance of the facade renovation cost would be provided by a low-interest loan from a local bank. The DDA and City would be responsible for coordination of the contractor.

The recommended Downtown Facade Renovation Loan Program provides greater financial incentives than commonly provided in such programs; however, the financial status of downtown properties will likely require such incentives.

Strategy 1C: Renovate The Historic Opera House

The City, DDA, and TIFA should encourage the historic renovation of the Opera House as a cata-

lyst for other downtown renovation projects. The Opera House renovation would also provide a unique tourism attraction for the community and provide retailing opportunities for tourism-related businesses.

It is estimated that the historical renovation of the Opera house would range between \$100,000 and \$150,000. The exterior facade renovation alone would range between \$46,000 and \$54,000. If developed through a public/private partnership, the building could be eligible for a 20 percent historic tax credit which could attract some private investment.

The rehabilitation of the Opera House should include the provision of low-cost retail space for new tourism businesses. The DDA should view the Opera house as a "tourism incubator" to attract start-up tourism businesses to the downtown. Once the businesses become established and need room to expand, they would relocate to other vacant downtown locations. The Opera House could provide 3 or more retail spaces for tourism businesses.

Steps for rehabilitation of the Opera House are as follows:

- a. Prepare architectural drawings and costs estimates for historic renovation of the Opera House.
- b. Complete nomination forms to place the Opera House on the National Register of Historic Places. The nomination may include other downtown buildings if appropriate.
- c. Working jointly with the BATC, the DDA should recruit prospective tourism-related businesses such as a winery outlet, crafts shop, local foods, or outlet sales for local products such as malted flour, quick's lollipops, etc. Draft low-cost lease

agreements with tourism businesses if they agree to operate their business for a minimum number of years. Encourage local Buchanan business people to invest in new tourism business opportunities at the Opera House.

- d. Renovate the Opera House. Finance the project as either a public investment or a public/private partnership.

Due to cost limitations, the City, DDA, and TIFA, may be forced to renovate the Opera House in stages. If such staging occurs, each renovation stage should move the building closer to its authentic historic restoration.

Strategy 1D: Expose & Relocate McCoy Creek

The exposure and relocation of McCoy Creek as presented in the Downtown Plan should be viewed as both a flood control project and a downtown enhancement. Before any significant rehabilitation and development can occur in much of the downtown, flood reduction measures must be made. This will require the completion of a hydrologic engineering study to determine what improvements should be made to reduce the 100-year floodplain boundary. In conjunction with the hydrologic study, the relocation and exposure of McCoy Creek to the center of the marketplace block should be included as an enhancement.

The McCoy Creek relocation would provide a physical connection between Front Street, the Pears Mill, and the Tin Shop establishing a corridor area for downtown festivals and events. The Creek would become a tourism attraction in addition to the Pears Mill and Opera House. The relocation would also greatly increase the attractiveness of the block for future commercial development. As a first phase, the McCoy Creek relocation should include pedestrian improvements

along the creek, reconnection to the Mill Race, historic site improvements around the Pears Mill, demolition of the two structures west of the Mill, general grading and landscaping on the block, and visitor parking for Pears Mill.

Strategy 1E: FS Carbon Building Site Improvements

The intersection of Front Street and Redbud Trail is the most highly traveled intersection in Buchanan. Due to the high visibility of this intersection, visitors, travelers passing through the community, and local residents often draw their conclusions of downtown Buchanan from the impression they receive at this intersection.

To enhance the appearance of the intersection, the Downtown Plan recommends a community garden/plaza area be constructed on the northeast corner of Front Street and Redbud Trail in conjunction with other improvements to the FS Carbon Building and site. The improvement would greatly enhance the appearance of the intersection and provide an attractive center piece for the downtown.

Funding the improvements for the plaza/garden area should be tied to business development and job creation associated with FS Carbon. State grants are available for such projects and should be actively pursued.

Phase 2 Implementation Strategies

Phase 2 Implementation Strategies are designed to follow upon many of the strategies in Phase 1 to further advance physical improvements in the downtown. The Phase 2 strategies should be initiated within 2 to 3 years following plan adop-

tion and completed within 5 years. The Phase 2 strategies presented below are not listed in any order of importance or priority.

Strategy 2A: Streetscape Improvements

The recommended downtown streetscape improvements presented in the plan will be important for the physical enhancement of the downtown, improved pedestrian movement, and to complement the ongoing facade renovation program. Streetscape plans are often viewed as cosmetic and unimportant; however, such improvements will probably have the single most positive impact on customer attraction in the downtown.

The cost for constructing the streetscape plan will range between \$150,000 and \$250,000 depending upon the level of improvements selected. To minimize the financial impact of the streetscape project, the improvements could be phased over 2 or 3 years to spread out the costs. In addition, a common program many communities use to minimize streetscape cost is to encourage businesses or individuals in the community to donate the purchase of streetscape fixtures such as lights, benches, trees, planters, and signs. The City would then attach a plaque to the donated fixture acknowledging the donation. This approach also becomes popular for memorial donations and develops pride in the community regarding the streetscape plan.

The general steps in completing the streetscape program are as follows:

- a. Complete a construction survey of the coverage of the downtown streetscape plan to locate all utilities, street and building grades, and existing fixtures. The construction survey will be required in the preparation of construction drawing for the streetscape plan.

- b. Retain a qualified landscape architect to prepare construction documents for the streetscape as presented in the streetscape plan. The construction documents should be prepared to allow phasing of the project if desired.
- c. Organize a donation program for encourage local businesses and individuals to donate streetscape fixtures.
- d. The balance of the streetscape cost could be financed through a variety of sources; however, the most logical source would be a bond issue through the TIFA. Since the streetscape improvements would have a positive impact on downtown property values, the TIFA would likely recover most or all of the cost through tax increments.
- e. Proceed with the streetscape construction.

associated with screening garbage collection areas and designating loading docks.

Phase 3 Implementation Strategies

Phase 3 Implementation Strategies may be implemented earlier if the opportunity arises; however, they will likely take a few years before they can be implemented. The Phase 2 strategies presented below are not listed in any order of importance or priority.

Strategy 3A: Marketplace Center Development

Following relocation of McCoy Creek and other improvements in the downtown, the City, DDA, and BATC should begin recruiting prospective developers to construct approximately 50,000 square feet of new commercial as described in the Marketplace Center section of the Downtown Plan. The new development would be bisected by McCoy Creek and provide for a unique commercial area with the Pears Mill as the center-piece.

Recruitment of prospective developers can occur in many ways; however, before any successful recruitment can occur, several items must be addressed.

- The general organization and appearance of the downtown must first be improved. Prospective developers and new commercial tenants must see that the downtown is making strides toward recovery before they will be willing to risk their investment.
- The City, DDA, and TIFA will need to acquire ownership control of all land related to the Marketplace Center block. Developers will be less interested if the land is not in some form of public control.

- Determine the cost of public infrastructure improvements which would be necessary to support the commercial development of the block. Add this to the cost of all land acquisition and determine what amount of this total cost could be funded from the tax increment of a 50,000 square foot commercial center. Based upon this analysis, the City, DDA, and TIFA will be in a position to provide firm numbers to prospective developers concerning the site.

Once these items are addressed, the City can begin recruiting developers through a variety of techniques. The most common are individual developer solicitation and developer request for proposals.

Strategy 3B: City Hall Relocation

The relocation of City Hall to a new location in the downtown will confirm the City's commitment to downtown redevelopment. The new City Hall would combine all City departments in one facility to improve efficiency of services and reduce government costs.

The Downtown Plan suggests two possible locations for relocating City Hall, the preferred site being close to other public and institutional agencies just east of the Post Office. A second site alternative would be the Clark #28 Building. To determine the best and most efficient site, the City should retain professional architectural services to conduct a facilities plan for the City. The facilities plan would evaluate the existing and future space needs of all City departments and determine how these government needs could be most efficiently addressed. The only stipulation would be that the City Hall must remain in the downtown.

Implementation Schedule Summary

Phase 1 Implementation Strategies (1992 -1993)

- 1A: Create Buchanan Area Tourism Council (BATC)
- 2A: Create a Downtown Facade Renovation Loan Program
- 3A: Renovate the Historic Opera House
- 4A: Expose & Relocate McCoy Creek
- 5A: FS Carbon Building Site Improvements

Phase 2 Implementation Strategies (1993-1995)

- 2A: Streetscape Improvements
- 2B: Rear Facade Improvements

Phase 3 Implementation Strategies (1995-1996)

- 3A: Marketplace Center Development
- 3B: City Hall Relocation

