

CASCADE TOWNSHIP MASTERPLAN

COMMUNITY ENGAGEMENT TECHNICAL MEMO

INCLUDES: FEEDBACK FROM WORKSHOP + STEERING COMMITTEE MEETING + PUBLIC MEETING

BUSINESS BREAKFAST

During the morning of October 16th, business owners gathered over coffee and pastries to discuss the opportunities and challenges of development in the Cascade Village. The feedback gathered has been summarized into the following themes:

- **Locating the Village**

There was an overall desire to define the Village. Attendees suggested the center should either lie within the existing shopping center, or the intersection of Cascade Road and Thornapple Drive. Zoning and redevelopment strategies would need to be examined for each location.

- **Concern for pedestrians**

Participants expressed the need for safety and convenience for pedestrians. Current challenges include high speed traffic, lack of crosswalks, poor lighting, winterization, and missed connections to neighborhoods. The bridge area and Thornapple River Dr. is a major focus for these issues.

- **Proud of greenways, need program**

The Thornapple River and Tassel Park were recognized as assets to the community. Although owners are satisfied with the amount of park space in the Village area, many see missed chances for programming. Pop-up markets, temporary movie projections, seasonal



installments, public art, and other happenings were suggested to activate existing and future open space and the Cascade Village.

- **Finding the Cascade Village identity**

In addition to activating spaces, much thought was given to the future "look" of the Village. Multiple stakeholders mentioned that the area should not try and be downtown Ada or Grand Rapids. Others mentioned how successful these adjacent cities have been with revitalization and walkability. The overarching opinion was that the character should be incrementally developed, rather than be developed all at once. The biggest fear was Cascade becoming a pass-through town.



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TRANSPORTATION MEETING

The afternoon of the Design Day was focused on transportation within the Village and Old 28th Street. Attendees listened to a presentation covering topics such as access management, multi-modal paths, roundabouts, and public transit. Afterward, an open discussion was held, summarized in the following subjects:

• Motorized vs. Non-motorized

Many expressed concern for pedestrians along Cascade Road. The participants agreed that there are far too many curb cuts to safely walk between businesses. Connections to neighborhoods are lacking, and many feel that there is no reason to be in Cascade as a pedestrian in the current setting.

• No alternative mode of transportation

Public transportation seemed to be underserviced for outside visitors or workers coming into town. How can someone without a car navigate the area?

• Roundabouts

Patrons were at first skeptical of the idea of roundabouts, but determined they are a viable option to slow down traffic on Cascade Road. and make the area safer for pedestrians.

• Multi-modal pathways & bike lanes

Stakeholders spoke about the implementation of trails and paths. They preferred that bike lanes be separate from the road and, ideally, separate from pedestrians. A shortcut from the library to the intersection of Cascade Road and Thornapple Drive, behind private properties, was also suggested.

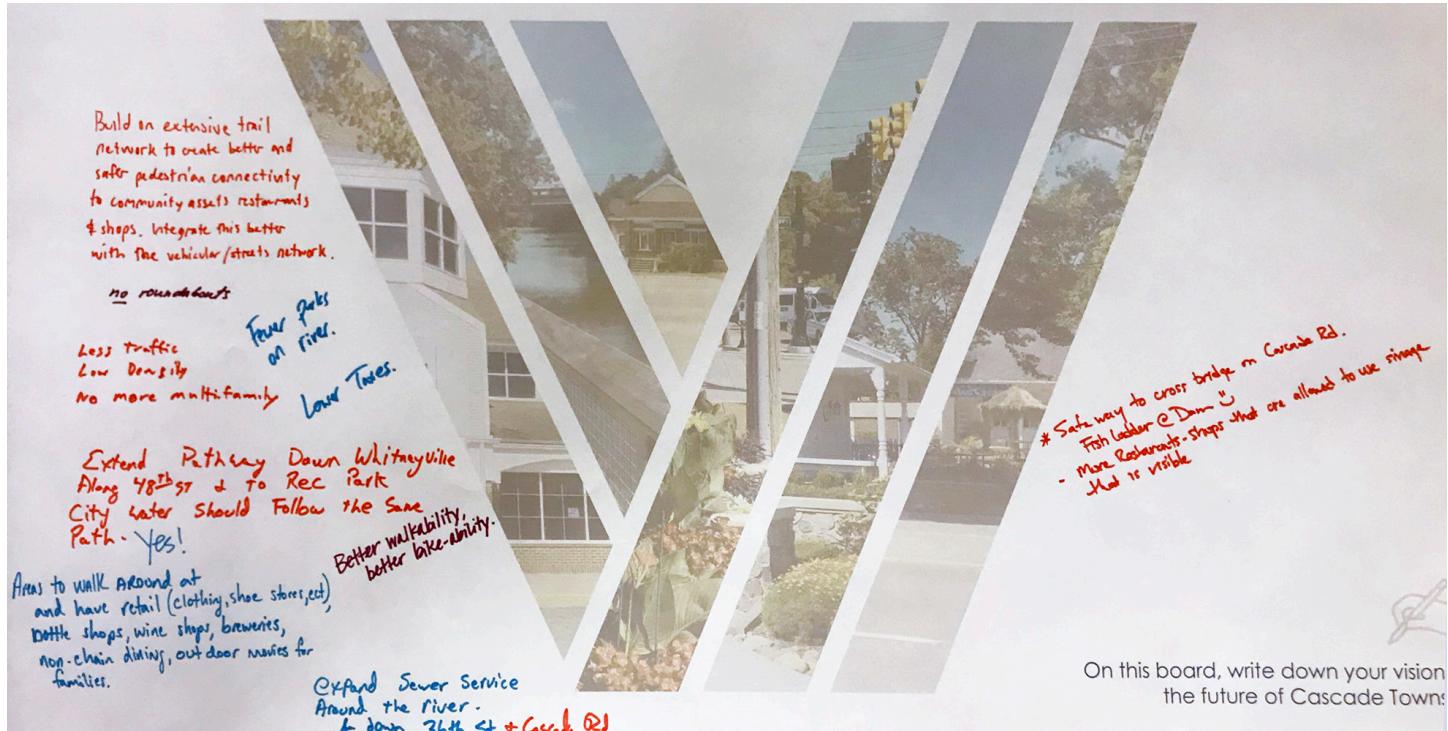


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WHAT IS YOUR VISION FOR CASCADE?



On this board, write down your vision for the future of Cascade Township

INPUT FROM ENGAGEMENT BOARDS

Several posters were on display for public input during Design Day. At any of the meetings (or in between), stakeholders were encouraged to document their ideas and comments. These panel displays ranged from a subjective vision board, to topic-specific boards on transportation implementations, case study imagery, public space, gateways & identity, and river access. The board results are outlined below with images:

• “What is your vision for Cascade?”

- Build an extensive trail network to create better and safer pedestrian connectivity to community assets, restaurants, and shops. Integrate this better with the vehicular/streets network.
- No roundabouts
- Less traffic
- Low density
- No more multifamily
- Fewer parks on river
- Lower taxes
- Extend pathway down Whitneyville along 48th St to Rec Park. City water should follow same path
- Better walkability, bike-ability
- Areas to walk around and have retail (clothing, shoes stores, etc.) bottle shops, wine shops, breweries, non-chain dining, outdoor movies for families
- Expand sewer service around river and down 36th St and Cascade Rd
- Safe way to cross bridge on Cascade Rd
- Fish ladder at dam 12
- More restaurants, shops that are allowed to use signage that is visible

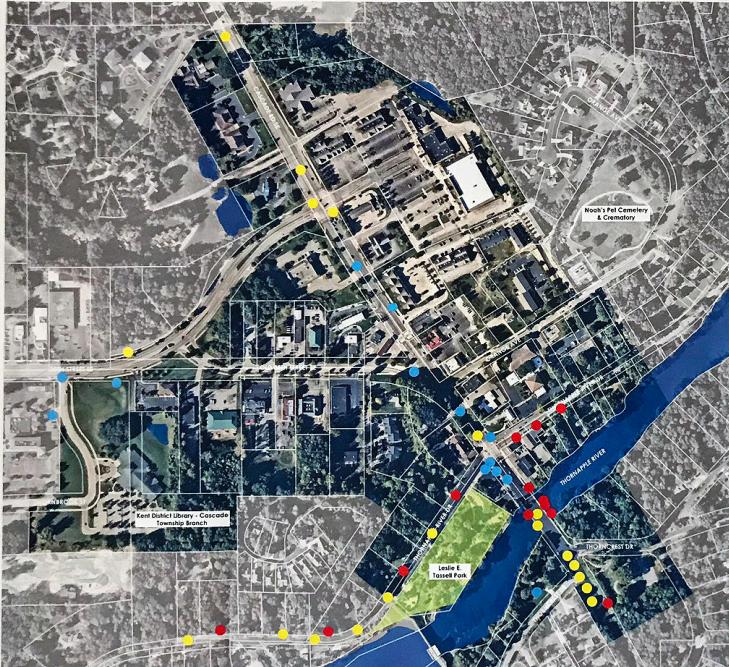
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TRANSPORTATION

Which of the following TRANSPORTATION FACILITIES & TRAFFIC-CALMING MEASURES would you like to see on Cascade Road? **(Show us on the map!)**



Traffic-Calming

Would you like to see traffic-calming measures? Place a **yellow sticker** on the images you like, and show where you would like to see these on the map.



Streetscape Improvements

Would you like to see improvements to the streetscape? Place a **blue sticker** on the images you like, and show where you would like to see these on the map.



Non-Motorized Facilities

Would you like to see more non-motorized facilities? Place a **red sticker** on the images you like, and show where you would like to see these on the map.



• Transportation

Participants were asked to indicate an intervention in the following categories with a sticker, then place the same color sticker on the aerial to indicate where the improvement should occur.

Traffic calming: Votes concentrated on parts of Thornapple west of Cascade Rd, south of bridge crossing, intersection of Cascade and 28th St.

Streetscape improvements: Locations were identified around library area, at Harvest Food Mart, intersection of Old 28th Street and Cascade Rd, many at Cascade and Thornapple intersection

Non-motorized facilities: Locations indicated along Thornapple on both sides of Cascade, on bridge, in neighborhood south of river. Majority of participants stressed need for multi-use paths.

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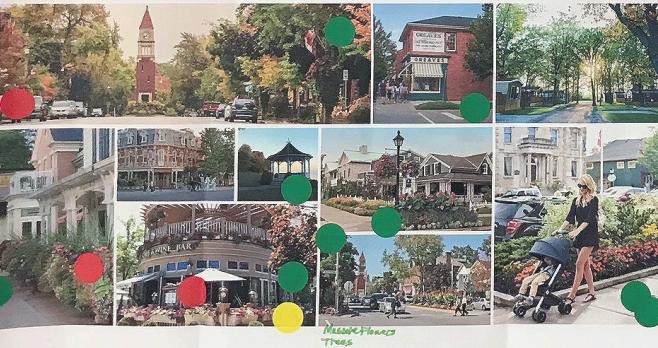
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CASE STUDIES

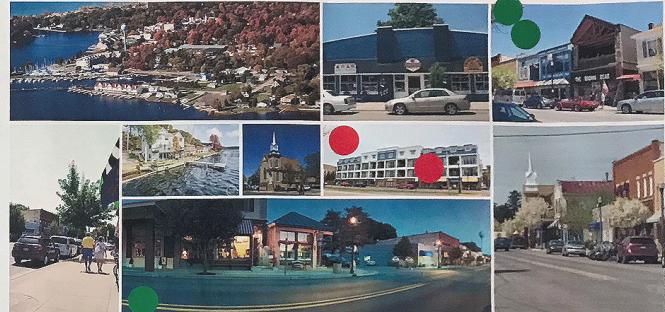
SAUGATUCK, MI



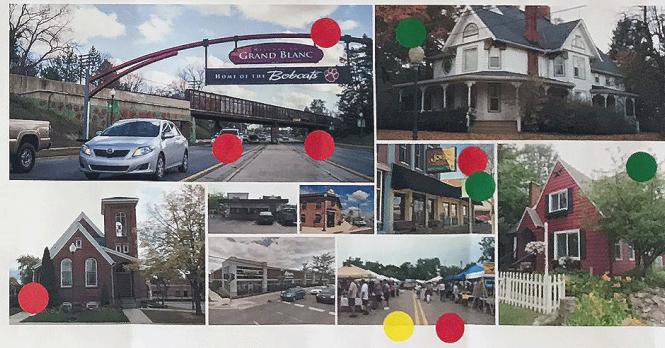
NIAGARA-ON-THE-LAKE, Ontario



PENTWATER, MI



GRAND BLANC, MI



• Case Studies

Several cities were cited as having desirable village character and/or layout at a scale similar to Cascade Village. Stakeholders then could indicate a desirable aesthetic by placing a sticker. The ranking is as follows:

1. Niagra-on-the-Lake, Ontario, Canada:

This city features a Heritage District, with shops, galleries, and wineries. The scale of development and relationship with an agricultural past is not unlike Cascade.

2. Saugatuck, Michigan

Saugatuck is also within a short drive from the Grand Rapids airport. It showcases eclectic shops in a small, walkable downtown.

3. Grand Blanc, Michigan

Grand Blanc is featured because of its recent infill development in local shopping centers and parking lots. Storefronts are brought closer to road and made more human-scale and walkable.

4. Pentwater, Michigan

Although a coastal community, Pentwater is a good example because of its mix of historical, new, and updated developments. The downtown is walkable, appropriately sized, and features some recent mixed use development.

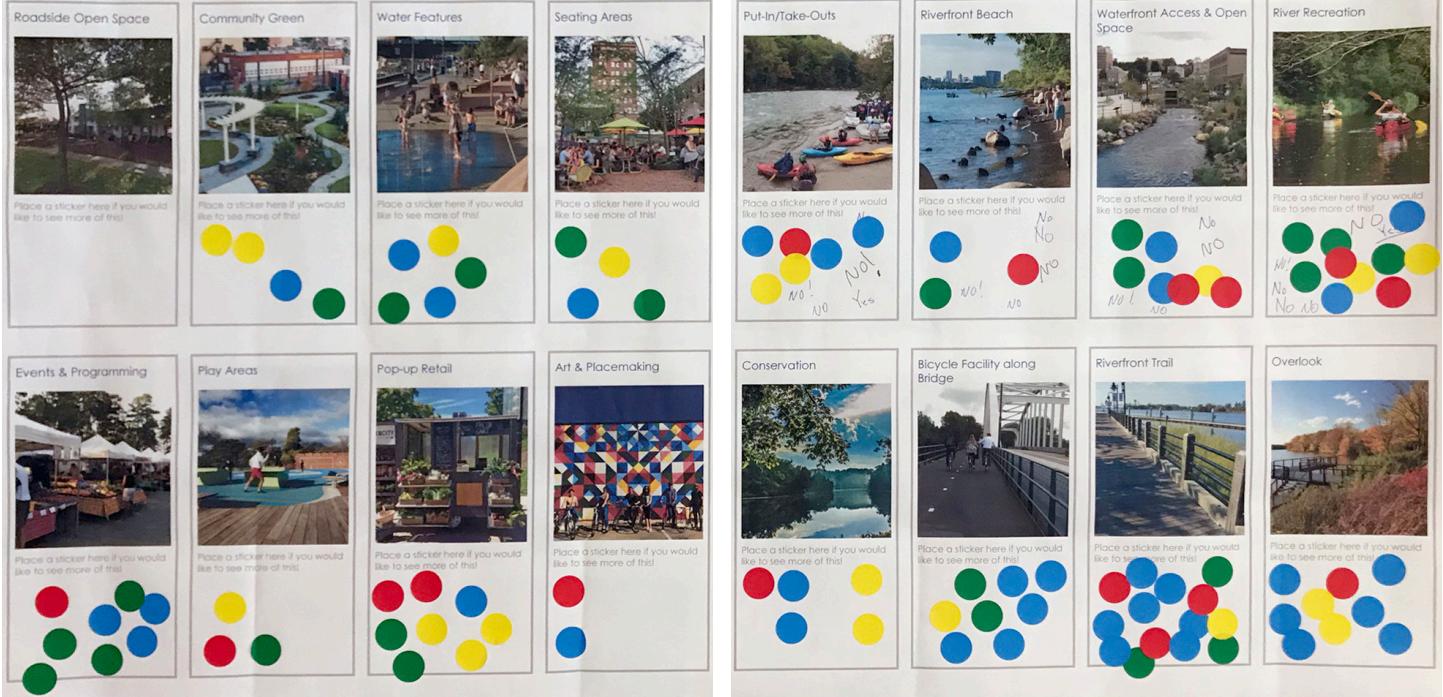
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PUBLIC SPACE

Which types of PUBLIC SPACE improvements would you like to see in Cascade? **(Show us on the images!)**



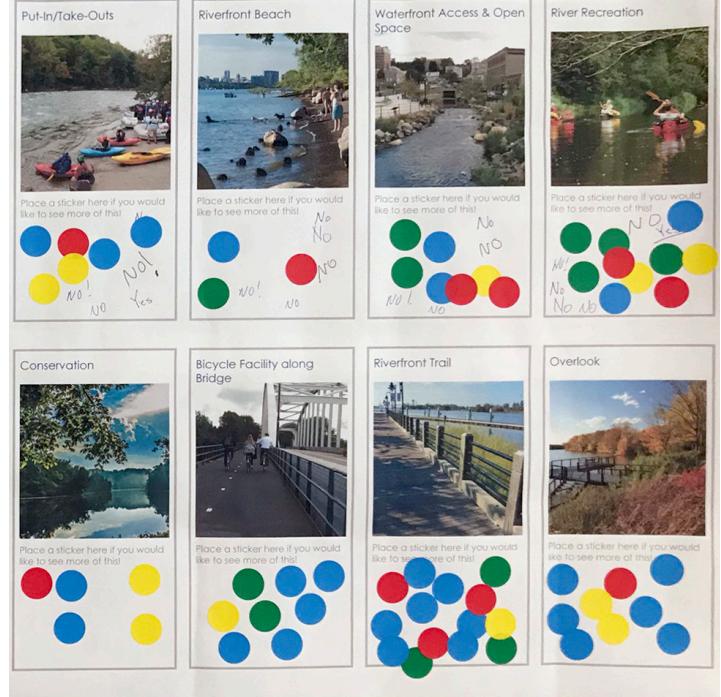
• Public Space

As expressed previously, there is a need for programmed public space. Attendees were directed to place a sticker on their improvement of choice. The determined priorities are as follows:

1. Events & Programming
2. Pop-up retail
3. Water features
4. Community Green
5. Seating areas
6. Art & Placemaking

RIVER ACCESS

Which types of RIVER ACCESS & RECREATION improvements would you like to see in Cascade? **(Show us on the images!)**



• River Access

The Thornapple River is a valuable asset of the community. Votes were cast for several potential improvements and their rankings are shown below:

1. Riverfront Trail
2. River Recreation
3. Overlook
4. Bicycle Facility along Bridge
5. Waterfront Access & Open Space
6. Put-in/Take Outs
7. Conservation
8. Riverfront Beach