We have a choice…
“Hope it happens or make it happen!”
Downtown Cadillac

- Linear in design – Mitchell Street (US–131BR)
- ADT of approximately 19,000 vehicles (nearby US–131 has an ADT of @7,000)
- Geographically connected to Lake Cadillac, yet visually disconnected
- 150+ business establishments
- Low vacancy rates
- Primary retail trade area of 23 miles (65,000+ residents)
Downtown Cadillac

Lakes Cadillac & Mitchell

Linear/Strip Design
Downtown Cadillac

- Understanding the Downtown
  - Public’s Perspective
  - Viewpoints of Business Owners/Managers
  - Site Analysis/Physical Assessment/Seasonal Issues
  - Market Conditions
Public Input – Hybrid versions of community conversations and focus groups using a range of demographic sectors (20 to 40 participants per group).

- Women – 30+ years of age with disposable income
- Men – 30+ years of age with disposable income
- Downtown Business Owners/Managers
- Senior High Students
- Seniors
- Tourists
Downtown Cadillac

- Cadillac Area Visitor’s Bureau
- Chamber of Commerce
- City Planning Commission
- DDA
- Downtown Cadillac Assoc.
- Cadillac Downtown Fund
- Cadillac Manufacturer’s Assoc.
- Cadillac Industrial Fund
- Cadillac Resort District Board
- Wexford Co. Planning Comm.
- Wexford Co. Board of Comm.
- Wexford Co. ICC
Downtown Cadillac

- Site Analysis/Physical Assessment
  - Walking Audits – Day and Evening
  - Circulation – Motorists & Pedestrians
  - Dan Burden – Walkable Communities
  - Downtown Planning Consultant (Outside Opinion)
Downtown Cadillac

- Traffic calming
- Link the downtown with the waterfront
- Increase downtown events/festivals
- Encourage pedestrian travel throughout
- Wayfinding
- Arts & culture

- Snowmobile access
- Create White Pine Bike trail staging area
- Downtown apartments for Baker College
- Wi-Fi
- Retail on side streets
- Upper story cafes
- Evening hours
- Maintain theater
Downtown Cadillac

Gateway Treatment (Under Construction)

Seasonal Landscape
Downtown Cadillac

Linking the Downtown with the Lakefront

Mini-Marina Development
Downtown Cadillac
Downtown Cadillac

Arts & Culture

Arts & Culture
Downtown Cadillac

Festivals & Events

Synergy Nodes
Downtown Cadillac

Traditional

Traditional
Downtown Cadillac

Use of Upper Story Space

Specialty Shops
Downtown Cadillac

Public Spaces

Public Spaces
Downtown Cadillac

Public Spaces

Public Spaces
Downtown Cadillac

Quiet Features

History Lives!
Downtown Cadillac

Sensitive to Place

Sensitive to Place
Downtown Cadillac

Challenges
- Identity
- Transition can be difficult
- Financial
- Timing
- Growth/No Growth

Hope it Happens
Make it Happen!
Financial Assistance
- Facade Loan Program
- Elevator Grant Program
- Brownfield Redevelopment Program
- EPA Site Assessment Grant Program
- Parking Lot Assessment Program
- Downtown Fund Program
Downtown Cadillac

“There’s a place for you!”