ACKNOWLEDGMENTS

The participation and cooperation of community leaders, residents, and members of civic organizations in the preparation of the Vicksburg Downtown Redevelopment and Design Plan is greatly appreciated. In particular, we acknowledge the efforts of the Vicksburg Foundation and the following individuals:

**VILLAGE COUNCIL**
Bill Adams, Village President
Colin Bailey
Jeff Becker
James Earl
Julie Merrill
Chris Newman
Ron Smith

**DOWNTOWN DEVELOPMENT AUTHORITY (DDA) / TIFA BOARD**
Tanya DeLong, Chairperson
Steve McCowen, Vice-Chairperson
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John DeBault
Bob Dornbos
Todd Glenn
Laura Howard
Mary Marshall
Mike Oswalt
Didik Soekarmoen
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INTRODUCTION

The Vicksburg Downtown Development Authority (DDA) was created by the Village Council on February 3, 1986 with a 12 member board appointed to represent Vicksburg and develop its downtown core. At this time, the Village Council also designated the boundaries within which the DDA operates, also referred to as the Downtown District. The two main goals of the Vicksburg Downtown Development Authority are to facilitate the development of plans and strategies to enhance the experience of both locating a business and living, visiting, and shopping Vicksburg’s Downtown District.

INTENT OF THIS PLAN

The Vicksburg Downtown Redevelopment + Design Plan is the plan to achieve the above stated goals with an emphasis on placemaking, cutting-edge sustainability practices, green initiatives, and the authentic character of the Village. This Plan aims to define and express what the urban form and pedestrian areas in the Downtown District look like, where redevelopment opportunities are, and how those elements can be united with beautiful urban design and solid infrastructure.

This Plan provides guidelines and site development standards for the Downtown District for the DDA to pursue and specific projects for implementation. These include streetscape design, redevelopment opportunities, non-motorized pathways, and facade improvements. It also contains recommendations for prioritizing future reinvestment within the Downtown District. In order to see the greatest impact, the Village should concentrate on the redevelopment sites discussed in this report first, as funding becomes available. By applying the design guidelines to these sites, the DDA will be positioned to create meaningful change in the Village.
DOWNTOWN DISTRICT: EXISTING CONDITIONS

The downtown core of Vicksburg serves a significant role in the community as it provides a historic gathering point centered among the natural beauty of Sunset Lake. The intersection of Main and Prairie Streets is the heart of the Village and is home to a wide variety of historic buildings and Oswalt Park, a quaint pocket park. Architecture is predominately Italianate which was a very popular design style in the late 1800s and represented in many of the downtown buildings.

Land uses are primarily retail, office, public open space, and surface parking lots. The traditional commercial street is S. Main Street, from Prairie Street to Washington Street. A significant amount of land along N. Main Street is available for development and redevelopment, as detailed in Chapter 6.

The downtown is generally pedestrian friendly with the widest sidewalks (10 feet) in the Village, although wider sidewalks would permit a greater variety of outdoor activities such as cafe seating, window shopping, etc. Lower vehicular volumes and speeds make for a pleasant and safe walking experience. However, crosswalks should be improved to ensure pedestrian safety and additional amenities, such as bike lanes, can be added to provide greater non-motorized options.

In addition to the physical features of downtown, Sunset Lake adds a recreational and natural amenity to the Downtown District. The lake played a critical role in the settlement of the area, and in the development of the Lee Paper Mill, located just southwest of the downtown core. Other community assets of the District include the small town atmosphere, lake and watercourse views, festivals and events, strong housing stock, and pedestrian friendly connections.

There are also areas for improvement and development within the DDA District. The range of retail, office, and residential uses in the Downtown District could be expanded to attract a wider variety of individuals, including young professionals, families, and empty nesters. Although pedestrian culture in Vicksburg is already well-established, many existing pathways, roadways, and parking areas could be enhanced to provide greater pedestrian and cyclist access and accommodate a wider range of users. Historic structures also need improvement and should be developed according to the design guidelines (see Chapter 5).
BOUNDARIES OF THE DOWNTOWN DEVELOPMENT AUTHORITY

In August of 2014, the Vicksburg DDA expanded the boundaries of Downtown District (as outlined in orange on the following map). Previously, the DDA District was limited to the area bounded by Michigan Avenue on the west, North Street on the north, N. Richardson Street on the east, and Washington Street on the south.

As illustrated, the expanded boundaries cover a much larger area, including both north and south sides of W. Prairie Street, N. Richardson from the Historic Village to Washington Street, the Henry A. Leja Business Park located on the west edge of the Village, and the Historic Old Mill business park, southwest of the historic downtown core. The DDA boundary expansion allows for uniform streetscape design on both sides of the rights-of-way, the development of non-motorized pathways and bike lanes to provide greater connections in the Village, and more redevelopment opportunities.
PARKING SUPPLY & DEMAND

The adequacy and location of parking can significantly influence the degree of success of a downtown. In Vicksburg, there are a variety of parking options for residents and visitors within the Downtown District. As discussed at public engagement sessions and from field observations, parking, especially convenient parallel parking, is cramped and difficult to find.

A parking study of the Downtown District confirms that sufficient on- and off-street parking is available. A wealth of on- and off-street parking currently existing, including the following locations:

OFF-STREET PARKING AREAS

- Surface parking lot (Lot 1) behind the commercial core on S. Main Street (between Prairie and Washington Street).
- Surface parking lot (Clark Park) at the intersection of W. Prairie Street and S. Michigan Avenue.
- Surface parking lot directly north of Oswalt Park.
- Surface parking lot at the Village Hall.
- Surface parking lot at the Post Office.
- Surface parking lot behind the Main Street commercial center, southeast of the intersection of E. Prairie Street and S. Kalamazoo Avenue.

ON-STREET PARKING AREAS

- Angled and parallel parking available along S. Main Street and E. Prairie Street.
- Parallel parking located along W. Prairie Street, S. Main Street, and S. Kalamazoo Avenue.
Based on the number of spaces available – approximately 593, there is sufficient parking for all hours of the day. Limited periods, around 6:00 PM during the week, when the parking supply is expected to experience its highest use, is at approximately 523 spaces.

### DOWNTOWN PARKING SUMMARY | 2014

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<td>Subtotal</td>
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</tr>
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</table>

**TOTAL PARKING = 593**

### PARKING CHALLENGES & STRATEGIES

Based on feedback from stakeholders and field observations, the following parking challenges were identified:

- The public parking lot (lot #1) west of Main Street is underutilized.
- There is a lack of parking for the block east of Main Street.
- No wayfinding or directional parking lot signage exists.
- Parallel spaces are too small in length.
- There is a lack of parking at the Post Office.

To alleviate some of these challenges, the following mechanisms can be used:

- Increased signage or wayfinding to direct vehicles to off-street parking lots.
- Improvements to the lot west of Main Street to improve circulation, efficiency, and make the lot more appealing.
- The creation of additional off-street parking in the block east of S. Main Street by removing some of the buildings in poor condition.
- Improvements to Liberty Lane to allow pedestrians more direct and comfortable access from the parking lots to Main Street.
- Improvements to the rear facades of businesses on Main Street with rear entrances for customers.
- Shared parking.

### SHARED PARKING

Parking is critical to the success of businesses but it is also very expensive to build and maintain. The best way to maximize the benefit of each parking space is by utilizing shared parking strategies where feasible. The chart below clearly illustrates that different uses have different peak hours of use. This means that uses can share the same parking spaces instead of building and maintain their own. The Village should modify the Zoning Ordinance to incorporate reduced parking requirements for businesses that make their parking available for other uses. The Village should also look at ways of providing common parking lots where businesses share the cost of building and maintaining the lots at a fraction of the cost of building and maintaining their own parking lots.
PARKING MANAGEMENT

Where parking is at a premium, it is essential to manage the parking efficiently. The following strategies can be employed to manage parking in downtown Vicksburg:

- Consolidation of individual public and private parking.
- Where feasible, allow on-street parking within the downtown street network.
- Relocate and centralize waste and storage facilities to remote and less central areas of parking lots.
- Encourage employees to park in remote parking areas / designated areas.
- During peak seasons and special events use remote parking lots supplemented with shuttle service for customers.
- If time restrictions are imposed on on-street parking to increase turnover, use enforcement revenue to finance parking system improvements such as wayfinding.

EXISTING CONDITIONS OF PARKING LOT #1

Rowboat taking up valuable parking spaces!

SHARED PARKING PERCENTAGES

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</table>
MARKET ANALYSIS CONCEPT & PROCESS

The vision for the redevelopment of Downtown Vicksburg is unlike other development that has occurred directly in the Village and in surrounding areas. It strives to create a district with multiple components: commercial, residential, public, civic, and recreational uses, all interconnected with walkable streets to accommodate visitors arriving by a variety of transportation means. If the vision is fully realized, Downtown Vicksburg will be a walkable and bikeable destination, full of shopping, dining, recreational, and cultural opportunities.

But commercial establishments don’t appear from thin air. They need a market for their products and services in order to survive and look for that market before they choose where to locate. For that reason, most development plans include a market study. Using existing demographic and economic data, as well as the presence of existing supply in the market, they determine how many of a certain kind of business type are demanded.

Once the trade areas for Vicksburg were established (in this case, approximately estimated as the 15 minute drive around the Village boundaries, with sub-areas at 1, 5 and 10 mile radius for more detailed analysis), a gap market analysis was performed. This analysis consists of comparing the demand for a particular good to the supply of that good in the trade area and then computing the difference, or “gap” between demand and supply.

A positive gap indicates that there is more demand than supply and that a new store may be necessary to fill a particular need. A negative gap indicates that there is more supply than demand, meaning either that existing stores may be in danger of closing or that additional demand is coming from outside the identified trade area.
For the purposes of this analysis, the gap will be expressed as a percentage of demand – i.e. the percentage of demand that is not being met by the existing supply. A negative percentage indicates a negative gap, i.e., a surplus of retail space in that category and no demand for additional stores of that type. Displaying the gap as a percentage allows a quick-glance analysis and easy comparison between categories.

The calculated gap is used to project the demand for new stores in various retail categories. The gap is divided by the average sales per square foot for each type of retail, and the resulting figure is compared to the approximate size in square feet of an establishment that could open in downtown Vicksburg. The analysis produces an estimate of the types of new businesses that are most likely to be supported over the next ten years in the District.

VICKSBURG MARKET ANALYSIS RESULTS

Overall, the market analysis results show there is pent-up demand for additional retail in Vicksburg, but in order to harness the demand, the Village and DDA will need to make a conscious effort to attract customers from beyond the Village limits.

Within a one mile radius of Downtown Vicksburg, the data shows pent up demand for clothing stores, shoe stores, jewelry stores, book stores, and florists – businesses that are common in vibrant downtowns. However, the amount of pent up demand is not enough to support a full-size store in those categories. It is possible that the above retail demands could be combined into a single store, (i.e. a store which sells clothing, shoes, and jewelry) but the data does not indicate there is enough pent-up demand for a full-size, single use establishment. Additionally, this demand indicates that existing businesses could expand into one of the above mentioned areas to supply the missing gap.

Therefore, Downtown Vicksburg will have to attract customers from a larger area. Within a five mile radius of Downtown Vicksburg there is considerable pent-up demand, including a need for a small electronics store (such as Radio Shack), 4 clothing stores, a new jewelry store, a sit-down restaurant, and a quick-service restaurant. The data also shows demand for over 200,000 square feet of general merchandise retail (which could be up to 8 small stores).

The impediment to Vicksburg taking advantage of that demand to attract new retail is the nearby presence of the Kalamazoo/Portage area, which attracts customers from a wide area to its shopping areas, malls, and big box stores. Within a ten mile radius, there is some pent-up demand – but mostly it is absorbed by stores in Portage and Kalamazoo.

CREATING ADDITIONAL DEMAND

In order for Vicksburg to attract and capture this market, the Village will have to create a quality experience for customers. Vicksburg needs to position itself to attract customers from the five-mile radius area that are currently shopping in Kalamazoo/Portage. These customers would likely shop closer to home (and in an attractive downtown) if given the option, but the Village and DDA need to be proactive in attracting those shoppers to Vicksburg’s businesses.

Additional demand can be created through aggressive marketing, community events, and recreational improvements that will draw more customers to Vicksburg. The region’s transportation linkages and lakefront recreational opportunities and non-motorized pathways bring potential customers into the area every day – and these visitors are not included in the gap analysis. By capitalizing on these advantages, Vicksburg can bring more customers to its businesses.

Customers can also be brought to an area through “placemaking.” By creating a stronger sense of place, a destination, the Village can provide a more memorable and exciting place for customers. If designed and developed correctly,
downtown Vicksburg could become an attraction in and of itself, bringing in not only customers from the local area and travelers on I-94, but also people coming to experience the vibrancy and excitement of a brand new historic place.

The redevelopment of specific sites, the Historic Old Mill Business Park, and the expansion of the Leja Business Park (see Chapter 06) will also provide customers for new commercial establishments along Prairie and Main Street. With not only workers, but also truck deliveries and pick-ups, the redevelopment sites will attract people to the Downtown District every workday and existing businesses along major commercial thoroughfares will benefit from the additional traffic.

Another investment that will bring additional customers to the downtown core is the planned non-motorized bike path from the Vicksburg Recreation Trail. Connecting to the regional Portage Non-Motorized Trail system, people can use the path both for recreation and transportation. As the trail traverses around the downtown core and connects to other recreational and historic amenities in the Village, there is an opportunity for businesses to take advantage of the increase in cyclist and pedestrian traffic. For instance, existing businesses can take orient themselves to be more welcoming to such individuals with added amenities such as bike parking facilities and front doors along or near the bike path), then they will be attract additional customers.

The concept of “economic gardening” focuses on fostering long-term sustainable growth in the community and creating a nurturing environment for entrepreneurs, including relationship-building between local businesses. The public’s growing preference to buy and produce “local” can be an important driver for the Village’s economy. This includes the burgeoning local foods movement, as well as efforts to better facilitate neighborhood and local shopping. The emphasis on local foods is creating opportunities for agri-tourism and small-scale production, distribution, and retail ventures. In Vicksburg, this includes the community garden but also local arts and crafts, such as the quilt trail. Innovative programs designed to increase the level of engagement between local shop owners and customers, such as adopting the Main Street Four Point Approach, are among the many ways to encourage buying local.
COMMUNITY OUTREACH & ENGAGEMENT PROCESS

Working together with the Vicksburg DDA, McKenna Associates conducted various outreach events throughout the planning process to ensure community input. Participants at such events included residents, business owners, members of the Planning Commission, Village Council, and DDA. In total, three community sessions took place: a stakeholder kick-off meeting and downtown walking tour, a public downtown visioning session, and a public downtown design presentation.
ENGAGEMENT SESSION DESCRIPTIONS / KEY TAKEAWAYS

STAKEHOLDER KICK-OFF MEETING & DOWNTOWN WALKING TOUR
DDA Board members and representatives of community organizations participated in discussions, followed by a walking tour of the downtown core. The tour focused on areas for targeted redevelopment and streetscape and parking lot design.

PUBLIC DOWNTOWN VISIONING SESSION
On July 22, 2014 a public workshop on the visual design of the Vicksburg Downtown District was held at the Community Center. At the workshop, participants discussed placemaking, their vision for the Village, and completed a visual preference survey.

PUBLIC DOWNTOWN DESIGN PRESENTATION
On September 11, 2014, approximately 100 stakeholders showed up to enjoy the food at the Rise and Dine and hear how the Downtown Plan was evolving. The presentation focused on results from the initial stakeholder workshop, market study results, parking concepts, and preliminary design concepts. As a result, we learned the following:

- Maintaining the architectural character of Vicksburg was essential for new development.
- New development should respect existing development patterns.
- Businesses want and need design and financing assistance for façade improvements.
- While there is pent up demand for additional retail, restaurant, and office uses there is not much space available.
- Improvements in the downtown including parking, wayfinding, public spaces, pedestrian amenities, recreation, and non-motorized trails will help capture additional commercial demand.
- While existing parking is perceived to be insufficient, existing parking lots are underutilized and unattractive.
- The businesses on the east side of Main Street do not have sufficient parking.
- There is excitement and interest in future development on N. Main Street including additional commercial space, mixed-use buildings, and townhomes for new residents.
COMMUNITY DISCUSSION FEEDBACK: VISIONING SESSION

The following comments were voiced at the Community Visioning Session on July 22, 2014.

What do you like best about downtown Vicksburg?

“Places where people gather, community events.

The older homes, the Victorian flavor of the buildings, the clock and gazebo.

History, small town charm, quaintness, and friendliness.

Architecture of buildings and homes.

Sense of community, friendly, and clean.

Historic storefronts.”

Where is it the most difficult to find parking?

“Parks and the downtown business area (S. Main and Prairie).

Need signage to direct individuals to existing parking areas.

Need to clean up the rear parking lot with lighting and repave it.

Parallel parking spaces are too tight.

Need bicycle racks.

The Post Office”

What would you like to see 10 years from now in Vicksburg?

“More walking/biking trails that connect all areas from the downtown to create a more pedestrian-friendly environment.

And: A thriving, unique community with quality, diverse shops that do not take away from existing businesses.

Lodging, loft living, walkability, and directional signage.

Renovations to blighted properties.

More green spaces with walking paths beautified.

Create more public spaces for people to meet.

Mixed use housing/commercial buildings.”
VISUAL PREFERENCE SURVEY


Participants ranked each image according to its appropriateness for downtown Vicksburg on a scale of 1 to 5. A score of 1 indicated the image was least appropriate for the Village while a score of 5 indicated the character / design was most appropriate / desired for the community. Results from the survey are displayed to the right and are ranked by their average score, the number immediately to the right of the image. The first image depicts the highest ranked image (with an average score of 4.71) and continues through the averages to the least appropriate image (with an average score of 2.39).

The averages for each image are grouped into the following categories:

- 4.00 or greater = Highly Desirable
- 3.60 - 3.99 = Desirable
- 3.00 - 3.59 = Acceptable
- 2.99 or lower = Not Desirable

UNIFYING DESIGN ELEMENTS

The visual preference results, along with discussion and community feedback, led to the identification of the following elements which shaped the development of the Downtown District Master Plan:

HARDSCAPE

- Stamped Concrete
- Scored Concrete
- Pedestrian Crosswalks
- Curb Bump Outs
- Bike Lanes / Non-Motorized Paths

SOFTSCAPE

- Street Trees
- Tree Grates (4’x4’)
- Decorative Planters
- Natural Vegetation
- Evergreen Screening

PEDESTRIAN AMENITIES

- Metal Archways
- Pedestrian Benches
- Murals
- Cafe Table + Chairs
- Bicycle Racks
- Pedestrian Light Posts
INTRODUCTION & DESIGN OBJECTIVES

The intent of this section is to provide architecture and design guidelines to be used in the development and redevelopment of properties within the Downtown District. To reach the vision of the community, to guide applicants developing or redeveloping sites and buildings, to assist the Village and the public in reviewing development proposals, and to improve the Village’s public realm (its streets, sidewalks, etc.), these guidelines aim to:

- Encourage best and consistent quality design in a traditional manner;
- Develop harmonious character between building facades;
- Encourage individual expression of businesses within the scope of compatibility;
- Represent the history and ancestry of Vicksburg; and
- Develop visual and aesthetic focal, gathering centers in the Village.

It is inevitable that changes to structures in the downtown area will occur over time. However, it is absolutely essential that these changes do not damage the historic building fabric and character of the Downtown District. Restoration or preservation of storefronts will improve the overall character of the downtown, strengthen its position as a regional destination, and strengthen its value to the community. Any building renovation or alteration, no matter the planned use, must retain the overall design integrity of the historic building by protecting or restoring the original features, design elements, and materials.

The physical, visual, and spatial characteristics are established and reinforced through the consistent use of traditional urban design and architectural design elements. The Village is dedicated to maintaining the existing character and ambiance of the community. Standards to achieve this vision are outlined on the following pages and seek to preserve the high quality “traditional urban village” environment while accommodating future development.
BUILDING FACADE DESIGN GUIDELINES

BUILDING WIDTH
In order to reduce the scale of longer facades and eliminate long horizontal expressions of buildings, divisions or breaks in materials should be provided. The following types of divisions or breaks are encouraged:

- Special treatment at entrances;
- Window bays;
- Variations in roof lines and parapet detailing;
- Alcoves.

STREET / REAR FACADE
Blank walls shall not face a public street or parking area. Walls facing a public street or parking area shall included windows and architectural features customarily found on the front facade of a building, such as awnings, cornice work, edge detailing, or decorative finish materials.

Rear facades, facades not facing a public right-of-way, are as important as street facades because they are located adjacent to parking and, therefore, serve as the primary entrance to the building. Often times they must also accommodate service and delivery functions. Therefore, such rear facades shall exhibit the same components as street facades.

BUILDING ENTRANCES
Building entrances should be maintained or restored in their traditional location and configuration. If the original entry is gone, the new entry should be well-designed and placed considering traditional design themes and its relationship to the overall building facade and symmetry. Landscaping of entries with window boxes or planters shall be used.

Recessed entrances prevent doors from swinging open onto the sidewalk and are encouraged. Unfinished anodized metal, bright aluminum, stainless steel and residential grade doors are not acceptable. Recommended materials for doors include metal with black anodized or painted finish, or painted or varnished wood.

FAÇADE TRANSPARENCY
The traditional storefront is composed almost entirely of windows - the large glass area serves to display the goods the business has to sell, and allows natural light deep into the store to minimize artificial light sources. If a glass storefront is not appropriate for a business or use, the use of window treatments is a solution.

Each storefront must have a minimum of 70 percent of the facade, between one and eight feet from the ground, of transparent areas. A wood or metal glass framing system shall be painted, bronze, or powder coated. Rear storefronts that are visible from sidewalks, parking areas, and other public gathering areas should be designed with similar materials as the front facade, including a minimum of 50 percent transparency for that part of the facade.

WINDOWS & SIGN BANDS
The use of a clear glass transom or clerestory windows over doors, and a sign band that is distinguished by alternate building materials or design features are traditional decorative elements and should be retained or restored. These elements serve to “cap” the storefront and provide a transition between the storefront and upper stories. If possible, transom and sign bands should be aligned on adjacent buildings to maintain a clear line across the block face. If interior ceilings have been dropped due to past renovations, the ceiling should be raised back to its original height to clear the transom window and maintain historical dimensions.
VERTICAL WINDOWS ON UPPER STORIES

Upper story windows should retain their original openings, and should have a vertical orientation. If upper story windows have been bricked over or otherwise altered from their original status, they should be restored to their original design.

Repair of existing windows is preferred, but if repair is not feasible replacement windows must match the existing windows as closely as possible.

BUILDING MATERIALS

Detail, scale, craftsmanship, and material are the key elements that create the Village’s physical form. Original materials should serve as the primary guide for what is acceptable to use in renovations or restorations and must not be concealed, and if they have been concealed by past renovations they should be restored.

Generally, brick and masonry are the primary (more than 50 percent) materials used in downtown Vicksburg, and should be so in the future. Facades should be standard modular brick-textures varied from smooth or glazed to rough or distressed in a range of dark color tones that are consistent with the predominate brick colors throughout the Village. Light pink, white, or yellow brick colors are discouraged. In general, the painting of brick is discouraged.

Supplemental materials should, to the greatest extent possible, be natural materials such as wood, brick, stone, or cultured stone constructed principally in a single plane. Due to the expanding and improving list of exterior building materials, alternative materials may be permitted provided they are designed and applied in a manner that is consistent with the historic architectural character of the Downtown District.

Avoid the use of materials that are not visually compatible with the original facade such as shiny metals, plastic panels, vinyl windows, or vinyl doors. E.I.F.S. shall not be permitted. All glass must be non-reflective.

AWNINGS & CANOPIES

Awnings and canopies are acceptable additions to buildings, provided that they fit the storefront opening and the building’s proportion and do not obscure or damage important architectural details.

The top edge of the awning should align with the top of the transom or with the framing that separates the transom from the main display window. All awnings should be designed so that they are not an enclosed structure, but rather are open underneath.

Canvas or other fabric awnings are preferred, although metal awnings may be appropriate if they are designed as an integral part of the building and do not appear as tacked-on additions. Dark solid colors are encouraged (i.e. dark brown, navy blue, black, maroon, dark green, red). Additionally, striped awnings should be of a minimum contrast. No canopy may be integrally-lighted.
SIGNS
Signs shall be architecturally compatible with the style, composition, materials, colors and details of the building, and with other signs on nearby buildings. Signs shall be an integral part of the building and site design. A sign program shall be developed for buildings which house more than one business (signs not need match, but shall be compatible with one another). Franchise or national chains must comply with these standards to create signs sensitive to its context. When internally illuminated signs are proposed, only the text and/or logo portion of the message may be illuminated. Illuminated signs must be sensitive to the location.

Wall signs on a storefront-type buildings shall generally be placed within the “sign band” immediately above the storefront. Wall or roof signs on other buildings shall be placed where they do not obscure architectural features.

Sign materials shall be consistent or compatible with the original construction materials and architectural style of the building facade on which they are to be displayed. Natural materials such as wood and metal are very appropriate.

ROOF DESIGN & EQUIPMENT
Roofline varieties should compliment the traditional style that is prevalent throughout the Village: parapets or flat roofs should be well defined and include appropriate cornice details. Gabled or hipped roofs should be consistent in scale, proportion, material, pitch, and detail with their traditional references. Visible roof materials should be durable, low maintenance, and accurately resemble traditional roofing materials including slate, cedar, and metal.

In addition, all rooftop equipment shall be screened from view from adjacent properties and the pedestrian view from adjacent sidewalks. Equipment screens shall be well-designed and detailed, blending into the building.

LIGHTING
Building, accent, and display lighting should be used to highlight architectural features on buildings. Lighting should be directed at the building and the lighting source should not be visible to the eye. Interior display lighting should be used during non-business hours to illuminate display windows and provide for additional lighting for pedestrian and contribute to the overall vitality of the downtown district.

Exterior lighting should be traditional in style, in keeping with the historic character of the Village. Shaded gooseneck lamps or similar style lighting are encouraged for signs throughout the Village. All electrical wiring required for the lighting should be hidden or located in as unobtrusive a location as possible.

BUILDING SITE GUIDELINES
For all new buildings, the first / ground floor should be at least 15 feet in height, to maximize potential retail use. High ceilings create inviting spaces which rent for more, are more visible from the street, and allow commercial uses to easily flourish.

All multi-story buildings within the Village are encouraged to have a third story with residential or offices uses.

All buildings shall be built to the predominant building line established along the block face between the two closest intersecting streets in an effort to maintain a continuity of storefront. Exceptions may be permitted to provide visual interest along the building frontage, for instance, a building recesses to incorporate public space.
GENERAL GUIDELINES FOR FACADE DEVELOPMENT

APPROPRIATE TREATMENTS / ELEMENTS

Good maintenance of original building features

Upper story windows with vertical aspect and historically accurate maintenance

Sign band with appropriate materials

Transom windows

Recessed entry with historically consistent doors

Transparent storefront with at least 70 percent glass surfaces

FACADE TREATMENTS TO DISCOURAGE

Poor maintenance of original building features

Inaccurately proportioned building entrance and door with improper materials

Non-transparent glass block windows; less than 70 percent of the front facade transparent

Brick addition hides original storefront
BUILDING FACADE OPPORTUNITIES

Many of Vicksburg’s buildings in the Downtown District already possess a traditional architectural style and various details that make the building unique. However, over time, some of the original materials have been covered or diminished. In order to preserve the architectural integrity of the built environment, a variety of changes can be made to the buildings, minor and major, which can add to and improve the aesthetic quality of the Village.

The following architectural designs have been drafted for several buildings within the Downtown District. The facade opportunities highlight the existing and potential facade redevelopment. The Village and DDA recognize that facade improvements can be a costly endeavor and offer a facade grant program in order to offset costs and help property owners realize these opportunities.

BUILDING FACADE: 109 S. MAIN STREET

![Existing](image1)

![Potential Opportunity](image2)

BUILDING FACADE: 109 E. PRAIRIE STREET

![Existing](image3)

![Potential Opportunity](image4)
Adaptive reuse is a way to recycle existing buildings and give them new life. So what do you do with an old auto repair facility? Why not turn it into a Micro Brewery? That was one concept developed for the Krums Building. Taking advantage of one of the fastest growing “artisan manufacturing” trends in the country the concept includes exterior renovation with extensive outdoor seating opportunities.
INTRODUCTION & FRAMEWORK

Downtown Vicksburg has a number of buildings lining Prairie Street and S. Main Street that give the community its overall sense of place. In order to build on that sense of place, the Conceptual Master Plan identifies a number of opportunities for increasing the level of activity within downtown in a manner that is consistent with the traditional character of Downtown Vicksburg. Identifying infill sites for new residential townhomes intermingled with existing Italianate homes, extending streetscape features to N. Main Street and activating the streets of Downtown Vicksburg with new multi-stor mixed use buildings are a few of the key elements of the Conceptual Master Plan.
CONCEPTUAL MASTER PLAN FOR DOWNTOWN VICKSBURG

1 NEW MIXED USE BUILDINGS
2 TOWNHOMES & SENIOR HOUSING
3 NEW VILLAGE HALL OFFICES & COMMUNITY CENTER
4 NEW POLICE / FIRE STATION
5 WATER TOWER PLACE / VILLAGE GREEN
6 WATER TOWER
7 PARKING
8 EXISTING CHARACTER BUILDINGS
9 CLARK PARK PROMENADE
10 SUNSET LAKE BRIDGE
S MAIN STREET: STREETSCAPE DESIGN

S. MAIN STREET: EXISTING STREETSCAPE

EXISTING STREETSCAPE
S. MAIN STREET: POTENTIAL STREETSCAPE TREATMENT

PROJECT OVERVIEW
This project anticipates the installation of significant streetscape elements along the traditional downtown core of Vicksburg, S. Main Street. The streetscape extends along S. Main Street from Prairie Street to the alley located south of Washington Street.

Currently, S. Main Street is a two-way street with on-street parking: angled parking on the west and parallel parking on the east. A ten foot sidewalk currently runs along each side of the street. In order to widen the sidewalk and create the desired pedestrian realm Vicksburg is striving for, modifications to the roadway may be necessary. In an effort to maintain existing on-street parking, one potential streetscape design is to reduce S. Main (existing two-lane road) to a one-way southbound lane. The removal of a vehicle lane would provide an additional four feet of sidewalk on both the east and west sidewalks. On-street, parallel parking can also be added on both sides of S. Main Street, south of Washington Street.

As shown above in the street section, the expanded sidewalk (potential 14 feet on each side) allows for comfortable outdoor seating and cafes and greater movement for pedestrians / shoppers. The wider sidewalk and extended public realm will further encourage safer pedestrian activity and walkability.

Planned streetscape elements include stamped concrete, scored concrete, street trees with grates, landscaped planters, bike racks, additional lighting, benches, and stamped concrete crosswalks. Mature trees with appropriate canopies will be preserved where possible.
LIBERTY LANE: STREETSCAPE EXTENSION

EXISTING ALLEY & PROPOSED TREATMENT

PROJECT OVERVIEW
This project provides improvements to the Liberty Lane alley located directly east of S. Main Street to create a ‘European Street’ pedestrian pathway.

The alley will feature decorative elements such as stamped concrete, landscaping, seating, and lighting and provide a courtyard space for gathering.

PROPOSED STREETSCAPE TREATMENTS

Hardscape [H]
H.1 Stamped Concrete
H.2 Scored Concrete

Softscape [S]
S.1 Street Tree
S.2 Tree Grate (4’ x 4’)
S.3 Decorative Planter

Pedestrian Amenities [PA]
PA.1 Metal Archway
PA.2 Pedestrian Bench
PA.3 Cafe Tables & Chairs
PA.4 Bicycle Rack
PA.5 Mural (40’ x 8’)
PA.6 Pedestrian Light Post
N. MAIN STREET: STREETSCAPE DESIGN

PROJECT OVERVIEW
This project anticipates a similar extension of the S. Main streetscape with added pedestrian amenities such as trees with tree grates, seating, lighting, and decorative pavement in the form of scored concrete at intersections and crosswalks.

The existing sidewalks are to be widened and parallel parking is constructed on both sides of the street. Existing historic homes will be preserved with redevelopment to be clustered together and architecturally complement existing structures on the block.

EXISTING STREETSCAPE
SUNSET LAKE BRIDGE & NON-MOTORIZED TRAIL SYSTEM

PROJECT OVERVIEW
Connecting to the existing Vicksburg Recreation Area non-motorized trail system is a key priority for the DDA. The non-motorized path would extend from the intersection of Rose Street and Spruce Street to the Historic Village to Clark Park and finally, Clark Park to the Historic Old Mill Business Park.

The non-motorized trail system will consist of an 8 foot pedestrian pathway. Both segments will connect to the planned non-motorized promenade (see the following page for greater details) in Clark Park to provide a seamless connection through the Village and for events. Route signage and pathway amenities, such as benches, bicycle racks, and trash/recycling receptacles are also included in the project.
Non-Motorized Concept Plan

Village of Vicksburg
Kalamazoo County, Michigan

LEGEND

- Proposed Bicycle Lane
- Existing Non-Motorized Path
- Proposed Non-Motorized Path
- Potential Bridge Connection
- Village Boundary

Base map source: Kalamazoo County, 2013
CLARK PARK PROMENADE

PROJECT OVERVIEW

Half the fun is getting there! The Clark Promenade, a 15 foot pedestrian and bicycle pathway, will provide a strong connection between the Historic Mill site and Prairie Street. But the promenade is more than just a pathway. The Clark promenade will be generously wide allowing pedestrians and bikers to pass comfortably and also to allow the occasional respite while overlooking Clark Park.

Along the promenade, space will be available for food kiosks and other vendors for special events or specialty foods / coffees. The render to the above highlights the proposed promenade from the corner of Prairie Street, looking south onto the park.

A pavilion, gazebo, and public restrooms are also planned to provide additional gathering space for downtown community events. Other improvements include a trailhead kiosk, dog waste station, benches, bicycle racks, native vegetation, and screening to the existing parking lot.
INTERSECTION OF N. RICHARDSON & W. PRAIRIE STREETS

POTENTIAL FUTURE DEVELOPMENT: CONCEPTUAL RENDER

PROJECT OVERVIEW

How can we accommodate the demand for additional retail, professional, financial and entertainment uses in the Village when we have such low vacancy rates? One answer is to take advantage of underutilized sites like the vacant corner of Prairie and Richardson. This site – if assembled, could accommodate 12,000 square feet of first floor retail or service uses including banks. Going up, the site could accommodate and additional 12,000 square feet of office uses or 6-8 loft residential units right in the heart of Downtown Vicksburg.
WATER TOWER PLACE DEVELOPMENT

PROJECT OVERVIEW
Located between the blocks of Richardson Street and N. Kalamazoo Avenue is the existing Village Hall and water tower structure that has the potential to be developed into a village green. This site would be transformed into a centralized civic space with a new two-story Village Hall and joint community facility space. A new police and fire station would be located directly across from the green to the east (across Richardson Street).

Potential amenities for the site include a covered pavilion with a multipurpose internal structure, decorative pavement, public art, a sculpture of John Vickers, a newsstand, a bicycle rental facility, a tourist information booth, a water feature, and landscaping.

The existing water tower would remain and act as a landmark feature to distinguish the green.
PROJECT OVERVIEW

The redesign of parking lot #1, located directly west of S. Main Street, will greatly improve the negative perception associated with parking downtown. Currently, the parking lot is underutilized and lacks landscaping and screening from the public rights-of-way. Parking Lot 1 fosters a strong first impression of the Village’s downtown and provides back entrance access to shops and the pedestrian alley to S. Main Street.

The above conceptual parking lot layout details the removal of the existing pavement, resurfacing, and stripping of angled parking spaces to ensure the most efficient layout and circulation for both vehicles and pedestrians. Interior lot landscaping is also included, as well as perimeter screening. Two shared dumpster enclosures are planned as part of this project.

Additionally, little public directional and parking identification signage exists. Such wayfinding signage will aid both residents and visitors to available parking areas quickly.