ROA

Robert Orr & Associates LLC
Architecture, Landscape, and Town Planning

July 8, 2020

Ms. Edie Twining, Chair
Old Lyme Halls Road Improvements Committee
11 Riverbank lane
Old Lyme, CT 06371

Dear Ms. Twining

Outlined below, please find our draft proposal in response to your April 22, 2020 HRIC SCOPE OF WORK. Please review and let me know if you have any questions or comments. Following comments, we will submit a final contract for services.

Please note, services are preliminary in nature, establishing the feasibility and methodology for realizing your plans for overlaying a Village District, as approved by the Connecticut Legislature in 1998 authorizing local zoning commissions to create Village Districts and regulations, allowing them to protect the distinctive character, landscape, and historic structures within those districts.

Our DRAFT proposal:

I put together a team of four consultants to furnish services. They include:

Robert Orr & Assoc. LLC
Lead
Milone & MacBroom Engineers
Traffic Engineering
Civil Engineering
Gibbs Planning Group
Retail and Demographics
PlaceMakers
Village District Zoning and Grants

We propose furnishing the services for a lump sum fee of forty-thousand dollars ($40,000).

Detail for each consultant:

839 Chapel Street
New Haven, Connecticut 06510
(203) 980-8202
robert.orr@robertorr.com

MILONE & MACBROOM - $20.5K

RE: Halls Road (U.S. Route 1) Improvement Committee (HRIC)
Preliminary Master Plan Services
Old Lyme, Connecticut
MMI #6226-03-0

SCOPE OF SERVICES –

1.0 Preliminary Traffic, Transportation & Parking Services

1.1 **Existing Traffic Conditions Profile**

1.1.1 Undertake field reconnaissance of the site environs and observe existing traffic, transportation, and parking conditions in the Halls Road area.

1.1.2 Collect data/information as available from the Town and State on roadway traffic volumes, signal plans, roadway projects recent or upcoming, and any reports for recently approved or pending area/nearby developments.

1.1.3 Assemble traffic volume data at and in the vicinity of the following list of preliminary study intersections:

- Halls Road (U.S. Route 1) at Old Lyme Shopping Center driveway / Old Lyme Marketplace driveway
- Halls Route at Huntley Road
- Halls Road at Neck Road (Route 156) and Old Bridge Road
- Neck Road at I-95 southbound on-ramp and Parking & Ride Lot driveway

Note that with a traditional traffic study, we would typically collect all new traffic counts at the study intersections during typical peak periods. However, due to the ongoing COVID-19 pandemic and the effect it is having on 'normal' travel patterns, this may not be possible. CTDOT will scrutinize any relatively large traffic study involving possible changes to Halls Road because it is U.S. Route 1 in this area. We will therefore correspond closely with CTDOT to assemble an existing conditions traffic volume profile for the area that they find acceptable; one that is reflective of conditions pre-COVID-19. This will likely include a combination of traffic volume data from separate sources, as available, including intersection counts and/or traffic monitoring data of the Connecticut Department of Transportation (CTDOT), any volumes from the Town of Old Lyme, traffic data from any past traffic studies for other developments/projects in the area from the recent past, and by possibly collecting supplemental new traffic counts. Note that we have budgeted $2,500 for such data collection, which includes collecting supplemental new intersection traffic counts if necessary.

1.1.4 Develop a baseline/existing conditions roadway traffic volume profile for the Halls Road area based on the above.

1.2 **Traffic Analysis:**

1.2.1 Estimate the amount of net new traffic that would be generated by the Master Plan build-out based on industry statistical trip generation data. Develop a blended routing estimate for the total net new traffic that will be geographically distributed through the study intersections, Halls road, and the new bypass Road.

1.2.2 Develop a future build roadway traffic profile for the Halls Road area that will include the addition of new traffic from the Village Master Plan and that will also take into account estimated rerouting of area through-traffic that would occur with a new southerly bypass road between the Big Y and I-95.

1.2.3 Conduct traffic operations capacity analyses of study intersections suitable for review by the Connecticut Department of Transportation (CTDOT) based on the above future estimated roadway traffic volumes.

1.3 **Multimodal Village Roadway Layout Plan**:

1.3.1 Work with the project team to develop a concept-level roadway layout plan for the Village that will be focused on non-motorist safety, walkability, and bicycle mobility, that will tie into the Village Master Plan, and that will invoke a sense of a traditional 'main street.' This road layout will be based on the overarching goal to create a more pedestrian-friendly 'Complete-Street' of Halls Road and other future village streets and will be informed by the above traffic analysis. It will include Complete-Streets and traffic-calming elements including a pedestrian sidewalk network, bicycle infrastructure, ADA crosswalks, curb extension bump-outs, narrowed vehicle lanes, on-street parking, pedestrian refuge island medians, etc.

1.3.2 Develop elements of the roadway layout plan focused on traffic mitigation and the shifting of some area through-traffic to a new southerly bypass road.

1.3.3 Develop high-level cost-estimates for the above roadway layout plan that will allow the HRIC, Town, and CTDOT to assess cost implications and feasibility.

1.3.4 Review and comment on perspective rendering(s) developed by the team that may illustrate the Halls Road new layout plan from ground-level and/or from birds-eye view.

1.3.5 Additionally, develop a list of potential traffic mitigation measures that could be put in place to help manage travel demands to/from the Halls Road Village (Transportation Demand Management (TDM)).

1.4 **Preliminary Parking Analysis**:

1.4.1 Assist the project team to forming the Village Master Plan as a park-once district where motorists will be able to park once anywhere in the village and then have the ability to walk to multiple destinations if desired, like in a traditional downtown, as opposed to driving between separate destinations within the village. We will develop shared-parking estimates for the Village Master Plan build-out as a whole based on industry statistical data and this park-once guiding principle.

1.4.2 Determine an approximate total parking supply (number of total parking spaces) that should reasonably be provided within the Halls Road Village in some combination of shared parking lot(s) and on-street parking.

1.4.3 Develop a general list of potential parking management strategies for the Halls Road Village.

1.5 **Report Assistance (Traffic, Transportation and Parking) and Meetings**:

1.5.1 Contribute written sections on traffic, transportation, and parking to a Master Plan Report.

1.5.2 Participate in one meeting with the Town.

1.5.3 Vet the roadway layout plan with CTDOT. One meeting with CTDOT is assumed to discuss proposed changes to Halls Road, Right-of-Way implications, mitigation, etc.

2.0 Preliminary Civil Engineering Services

2.1 **Base Mapping**

2.1.1 Conduct a site visit to evaluate conditions as they relate to the proposed master plan.

2.1.2 Collect and review available soils, topographic, flood and wetlands mapping for the study area. We will prepare a compiled base map.

2.2 **Utility Assessment**

2.2.1 Contact Utility companies to request mapping of their facilities in the study area and make a preliminary assessment of the existing facilities to serve the development. We will request the utility companies identify any potential utility upgrades that may be required to support the master plan.

2.3 **Preliminary Storm Drainage Plan**

2.3.1 Review the existing drainage system in the area and assess its ability to accommodate the master plan. . We will develop an approach for how storm water could be managed holistically for the study area.

2.4 **Report Assistance (civil engineering) and Meetings**

2.4.1 Contribute written sections on the preliminary civil engineering findings to a Master Plan Report

2.4.2 Participate in up to two conference calls while assisting the design team in civil engineering aspects of the master plan, as well as one meeting with the town.

PROFESSIONAL FEES

We will perform the services noted above for the following lump sum fees, plus direct expenses:

1.0 Preliminary Traffic, Transportation & Parking Services $12,500
2.0 Preliminary Civil Engineering Services $8,000

GIBBS PLANNING GROUP - $1.2k (Typically $7.5K. Example of retail and demographics services – same for Old Lyme)

Dowagiac, Michigan
RETAIL MARKET STUDY
Gibbs Planning Group, Inc.
9 December 2014

Draft 1.0

Figure 1: Aerial view of downtown Dowagiac.

Executive Summary

This study finds that Dowagiac, Michigan has an existing demand for 39,900 square feet (sf) of additional retail development producing up to $10.8 million in sales. By 2019, this demand will likely generate up to $11.8 million in gross sales. This new retail would be absorbed by existing businesses or with the opening of new retailers and restaurants including: 2 - 4 general merchandise stores, a drug store/pharmacy, a hardware store, apparel and shoe stores and 3 - 5 restaurants. Please find below a summary of the statistically supportable retail in 2014 & 2019:

Retail Category	Est. Supportable SF	Number of Stores
Retail		
Apparel & Shoe Stores	4,000 sf	2 - 4
Electronics & Appliance Stores	1,400 sf	1
Furniture & Home Furnishings Stores	2,900 sf	1 - 3
General Merchandise Stores	4,900 sf	2 - 4
Hardware & Lawn Care Stores	3,800 sf	1 - 2
Miscellaneous Store Retailers	4,600 sf	4 - 5
Office, Gift & Jewelry Stores	1,800 sf	1 - 2
Pharmacy	6,300 sf	1 - 2
Sporting Goods & Hobby Stores	1,400 sf	1
Retail Totals	31,100 sf	14 - 24
Restaurants		
Bars, Breweries & Pubs	1,300 sf	1
Full-Service Restaurants	2,100 sf	1
Limited & Special Food Service Restaurants	5,400 sf	2 - 3
Restaurant Totals	8,800 sf	3 - 5
Retail & Restaurant Totals	39,900 sf	17 - 29

Trade Area Boundaries

This study estimates that Dowagiac has an approximate 8-10 mile primary trade area, extending east to Penn Road, north to Territorial Road, south into Cassapolis and west to MI-140 and the Sister Lakes area. The primary trade area is the consumer market where the study area has a significant competitive advantage because of access, design, lack of quality competition and traffic and commute patterns. This competitive advantage equates to a potential domination of the capture of consumer expenditure by the retailers in the study area. Residents within the primary trade area will account for as much as 60 to 70 percent of retailer and restaurant sales.

Due to its geographical location, Dowagiac and the primary trade area can be accessed via two state routes which intersect in the center of town: MI-51 connects the study area to Interstate-94 to the north and Niles to the south; MI-62 is the main route joining Dowagiac with Cassapolis to the southeast and Berrien Springs to the west. The geography of the primary trade area requires a minimum ten-mile trip to regionally significant shopping in St. Joseph, Niles or Paw Paw, creating a captive group of local residents.

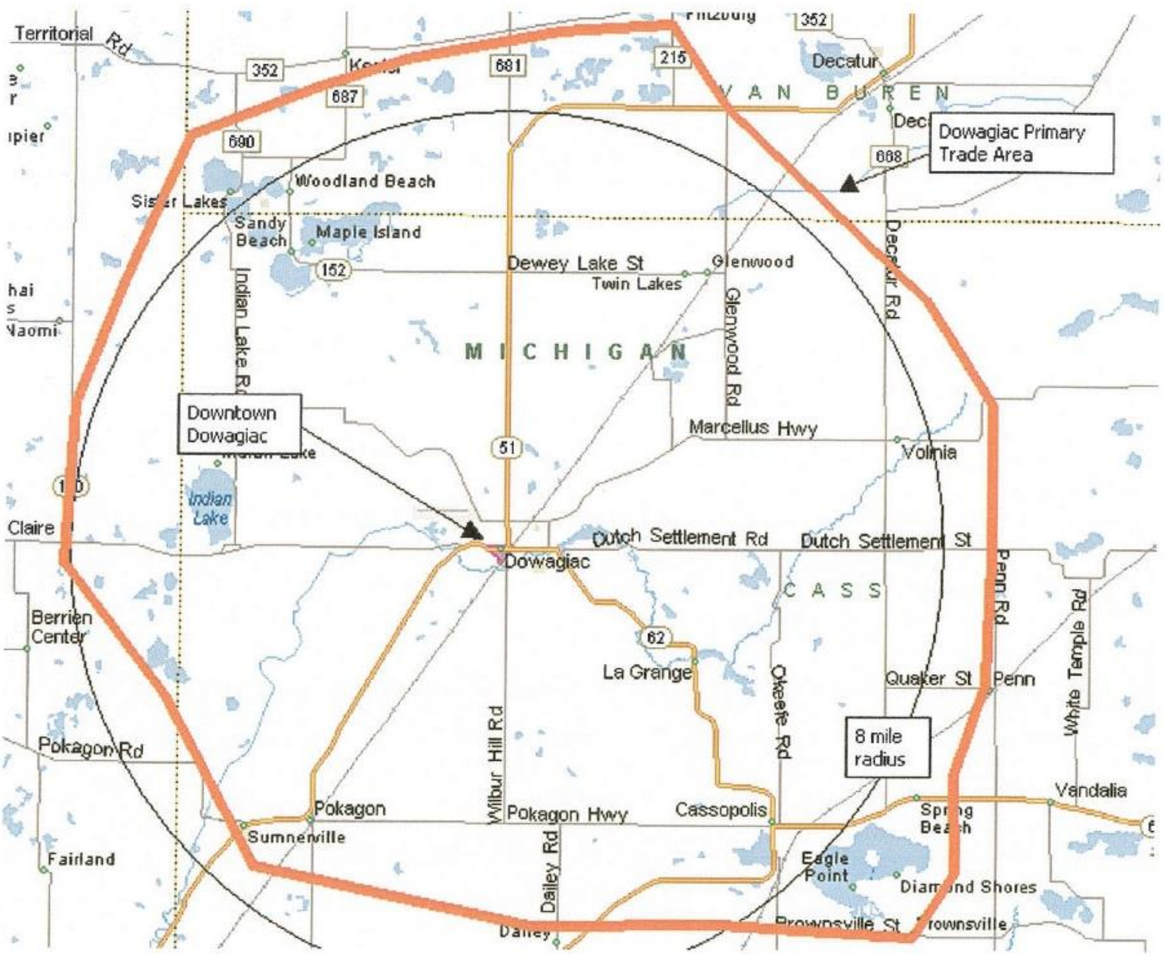


Figure 2: The Dowagiac primary trade area is shown in orange.

This captive effect is heightened when the proportion of temporary residents and students visiting the primary trade area is considered. Housing data from the 2010 Census indicate that 15-20 percent of the trade area's housing stock is occupied by temporary residents not counted in the population. Furthermore, nearby Southwestern Michigan College is growing and continues to attract students from throughout the region, with an approximate enrollment of 2,890 students who likely pass near the study site daily.

Trade Area Demographics

The Dowagiac primary trade area includes 21,200 people and is expected to decrease to 21,050 by 2019, at an annual rate of -0.17 percent. Current 2014 households include 8,400 decreasing to 8,350 by 2019, at an annual rate of -0.14 percent. The primary trade area's 2014 average household income is $51,400 and is estimated to increase to $80,000 by 2016. Median household income in the trade area in 2011 is $54,500 and estimated to increase to $58,400 by 2019. Moreover, 19.2 percent of the households earn above $75,000 per year. The average household size of 2.46 persons in 2014 is expected to remain the same by 2019; the 2014 median age is 41.5 years old.

Table 2: Demographic Characteristics

Demographic Characteristic	Primary Trade Area	Cass County
2014 Population	21,200	52,100
2014 Households	8,400	20,700
2019 Population	21,050	52,000
2019 Households	8,350	20,700
2014-2019 Annual Population Growth Rate	-0.17%	-0.05%
2014-2019 Annual Household Growth Rate	-0.14%	0.00%
2014 Average Household Income	$51,400	$57,900
2014 Median Household Income	$39,000	$44,600
2019 Average Household Income	$58,400	$65,600
2019 Median Household Income	$45,500	$52,400
% Households w. incomes $75,000 or higher	19.2%	23.9%
% Bachelor's Degree	8.8%	11.4%
% Graduate or Professional Degree	5.6%	5.5%
Average Household Size	2.46	2.49
Median Age	41.5	43.5

***Table 1**: Key demographic characteristics of the Primary Trade Area and Cass County.*

In comparison, Cass County includes 52,100 people, and 20,700 households. The former is projected to decrease marginally at an annual rate of -0.05 percent, and the latter projected to remain stable to 2019, when the county's projected population will be 52,000 with 20,700 households. Average household income in 2014 for this area is $57,900, estimated to grow to $65,600 by 2019; median household income in 2014 is $44,600, estimated to grow to $52,400. Nearly 24 percent of the county's population earned more than $75,000 annually in 2014. Average household size is 2.50 persons, projected to decrease slightly to 2.49 by 2019; the 2014 median age is 43.5 years old.

Retail Demand Generated by Trade Area Consumers

Figure 2: *The majority of retail demand generated in the trade area comes from year-round residents.*

Assumptions

The projections of this study are based on the following assumptions:

- No other major retail centers are planned or proposed at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within the trade area of the subject site.
- The region's economy will stabilize at normal or above normal ranges of employment, inflation, retail demand and growth.
- The new retail development will be planned, designed, built, leased and managed as a walkable town center, to the best shopping industry center practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
- Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development.
- Visibility of the shopping center or retail is assumed to meet industry standards, with signage as required to assure good visibility of the retailers.

Table 2: 2014 & 2019 Estimated Supportable Retail & Sales

Retail Category	2014 Estimated Supportable SF	2014 Sales/SF	2014 Estimated Sales	2019 Estimated Supportable SF	2014 Sales/SF	2019 Estimated Sales	No. of Stores
Retailers							
Apparel Stores	2,299	$265	$609,319	2,299	$290	$666,802	1 - 2
Auto Parts Stores	431	$245	$105,495	431	$268	$115,399	< 1
Beer, Wine & Liquor Stores	986	$315	$310,666	986	$344	$339,267	1
Book & Music Stores	497	$240	$119,335	497	$262	$130,274	< 1
Electronics & Appliance Stores	1,431	$340	$486,612	1,431	$372	$532,411	1
Florists	690	$225	$155,142	690	$246	$169,622	1
Furniture Stores	285	$265	$75,558	285	$288	$82,116	< 1
General Merchandise Stores	4,905	$255	$1,250,822	4,905	$278	$1,363,641	2 - 4
Hardware	3,491	$230	$803,026	3,491	$250	$872,854	1
Home Furnishings Stores	2,607	$274	$714,308	2,607	$300	$782,090	1 - 2
Jewelry Stores	800	$345	$275,882	800	$375	$299,872	1
Lawn & Garden Supply Stores	326	$245	$79,907	326	$268	$87,408	< 1
Miscellaneous Store Retailers	1,560	$265	$413,320	1,560	$285	$444,514	1
Office Supplies & Gift Stores	1,030	$268	$275,983	1,030	$295	$303,788	1
Pharmacy	6,308	$305	$1,923,959	6,308	$333	$2,100,585	1 - 2
Shoe Stores	1,681	$235	$395,084	1,681	$258	$433,752	1 - 2
Specialty Food Stores	306	$265	$81,056	306	$285	$87,174	< 1
Sporting Goods & Hobby Stores	1,455	$240	$349,112	1,455	$262	$381,114	1
Retailer Totals	**31,088**	**$268**	**$8,424,587**	**31,088**	**$292**	**$9,192,681**	**14 - 24**
Restaurants							
Bars, Breweries & Pubs	1,347	$305	$410,805	1,347	$333	$448,518	1
Full-Service Restaurants	2,063	$310	$639,408	2,063	$340	$701,287	< 1
Limited-Service Eating Places	2,927	$240	$702,435	2,927	$265	$775,605	1
Special Food Services	2,451	$275	$674,010	2,451	$300	$735,283	1 - 2
Restaurant Totals	**8,787**	**$283**	**$2,426,658**	**8,787**	**$310**	**$2,660,694**	**3 - 5**
Retailer & Restaurant Totals	**39,875**	**$271**	**$10,851,245**	**39,875**	**$295**	**$11,853,375**	**17 - 29**

Table 2: The Dowagiac Primary Trade Area has demand for nearly 39,900 sf of new retail and restaurants.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable in the Dowagiac, Michigan trade area by 2019. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. It should be noted that the findings of this study are based upon generally accepted market research and business standards. It is possible that the Dowagiac study site's surrounding area could support lower or higher quantities of retailers and restaurants yielding lower or higher sales revenues than indicated by this study, depending on numerous factors including respective business practices and the management and design of the study area.

This study is based on estimates, assumptions, and other information developed by GPG as an independent third party research effort with general knowledge of the retail industry, and consultations with the client and its representatives. This report is based on information that was current as of December 9, 2014, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time. Such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our market analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study ***should not*** be the sole basis for designing, financing, planning, and programming any business, real estate development, or public planning policy. This study is intended only for the use of the client and is void for other site locations, developers, or organizations.

- *End of Study* –

Demographic and Income Profile

Dowagiac Primary Trade Area
Area: 224.38 square miles

Latitude: 41.99425450
Longitude: -86.0939065

Summary	Census 2010	2014	2019
Population	21,530	21,228	21,044
Households	8,486	8,427	8,370
Families	5,764	5,665	5,585
Average Household Size	2.48	2.46	2.46
Owner Occupied Housing Units	6,244	6,120	6,074
Renter Occupied Housing Units	2,242	2,308	2,296
Median Age	40.8	41.5	42.1

Trends: 2014 - 2019 Annual Rate	Area	State	National
Population	-0.17%	0.10%	0.73%
Households	-0.14%	0.17%	0.75%
Families	-0.28%	0.02%	0.66%
Owner HHs	-0.15%	0.16%	0.69%
Median Household Income	3.14%	2.95%	2.74%

	2014		2019	
Households by Income	Number	Percent	Number	Percent
<$15,000	1,513	18.0%	1,400	16.7%
$15,000 - $24,999	1,097	13.0%	803	9.6%
$25,000 - $34,999	1,101	13.1%	916	10.9%
$35,000 - $49,999	1,460	17.3%	1,391	16.6%
$50,000 - $74,999	1,633	19.4%	1,718	20.5%
$75,000 - $99,999	928	11.0%	1,167	13.9%
$100,000 - $149,999	454	5.4%	642	7.7%
$150,000 - $199,999	104	1.2%	138	1.6%
$200,000+	136	1.6%	194	2.3%
Median Household Income	$39,006		$45,522	
Average Household Income	$51,417		$58,405	
Per Capita Income	$20,588		$23,304	

	Census 2010		2014		2019	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,388	6.4%	1,318	6.2%	1,318	6.3%
5 - 9	1,360	6.3%	1,309	6.2%	1,265	6.0%
10 - 14	1,499	7.0%	1,335	6.3%	1,260	6.0%
15 - 19	1,522	7.1%	1,409	6.6%	1,295	6.2%
20 - 24	1,213	5.6%	1,306	6.2%	1,172	5.6%
25 - 34	2,367	11.0%	2,430	11.4%	2,543	12.1%
35 - 44	2,547	11.8%	2,363	11.1%	2,326	11.1%
45 - 54	3,097	14.4%	2,853	13.4%	2,570	12.2%
55 - 64	2,999	13.9%	3,077	14.5%	3,024	14.4%
65 - 74	2,041	9.5%	2,336	11.0%	2,580	12.3%
75 - 84	1,055	4.9%	1,057	5.0%	1,274	6.1%
85+	442	2.1%	434	2.0%	419	2.0%

	Census 2010		2014		2019	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	17,750	82.4%	17,277	81.4%	16,866	80.1%
Black Alone	1,747	8.1%	1,687	7.9%	1,605	7.6%
American Indian Alone	429	2.0%	469	2.2%	514	2.4%
Asian Alone	153	0.7%	202	1.0%	272	1.3%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	618	2.9%	664	3.1%	718	3.4%
Two or More Races	830	3.9%	927	4.4%	1,067	5.1%
Hispanic Origin (Any Race)	1,346	6.3%	1,438	6.8%	1,567	7.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

Housing Profile

Dowagiac Primary Trade Area
Area: 224.38 square miles

Latitude: 41.99425490
Longitude: -86.0939065

Population		Households	
2010 Total Population	21,530	2014 Median Household Income	$39,006
2014 Total Population	21,228	2019 Median Household Income	$45,522
2019 Total Population	21,044	2014-2019 Annual Rate	3.14%
2014-2019 Annual Rate	-0.17%		

	Census 2010		2014		2019	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	12,050	100.0%	12,063	100.0%	12,080	100.0%
Occupied	8,486	70.4%	8,428	69.9%	8,370	69.3%
Owner	6,244	51.8%	6,120	50.7%	6,074	50.3%
Renter	2,242	18.6%	2,308	19.1%	2,296	19.0%
Vacant	3,564	29.6%	3,636	30.1%	3,710	30.7%

	2014		2019	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	6,119	100.0%	6,072	100.0%
<$50,000	563	9.2%	238	3.9%
$50,000-$99,999	1,929	31.5%	1,110	18.3%
$100,000-$149,999	1,314	21.5%	1,211	19.9%
$150,000-$199,999	847	13.8%	1,132	18.6%
$200,000-$249,999	585	9.6%	970	16.0%
$250,000-$299,999	356	5.8%	609	10.0%
$300,000-$399,999	200	3.3%	349	5.7%
$400,000-$499,999	103	1.7%	166	2.7%
$500,000-$749,999	179	2.9%	221	3.6%
$750,000-$999,999	5	0.1%	28	0.5%
$1,000,000+	38	0.6%	38	0.6%
Median Value	$121,594		$171,069	
Average Value	$160,296		$202,796	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Housing Profile

Dowagiac Primary Trade Area
Area: 224.38 square miles

Latitude: 41.99425496
Longitude: -86.0939065

Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	6,245	100.0%
Owned with a Mortgage/Loan	3,888	62.3%
Owned Free and Clear	2,357	37.7%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	3,564	100.0%
For Rent	258	7.2%
Rented- Not Occupied	8	0.2%
For Sale Only	250	7.0%
Sold - Not Occupied	56	1.6%
Seasonal/Recreational/Occasional Use	2,370	66.5%
For Migrant Workers	99	2.8%
Other Vacant	443	12.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	8,488	6,245	73.6%
15-24	333	78	23.4%
25-34	1,020	515	50.5%
35-44	1,294	861	66.5%
45-54	1,686	1,289	76.5%
55-64	1,751	1,468	83.8%
65-74	1,327	1,142	86.1%
75-84	756	638	84.4%
85+	321	254	79.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	8,487	6,245	73.6%
White Alone	7,314	5,667	77.5%
Black/African American	674	342	50.7%
American Indian/Alaska	149	60	40.3%
Asian Alone	38	26	68.4%
Pacific Islander Alone	2	1	50.0%
Other Race Alone	137	63	46.0%
Two or More Races	173	86	49.7%
Hispanic Origin	281	135	48.0%

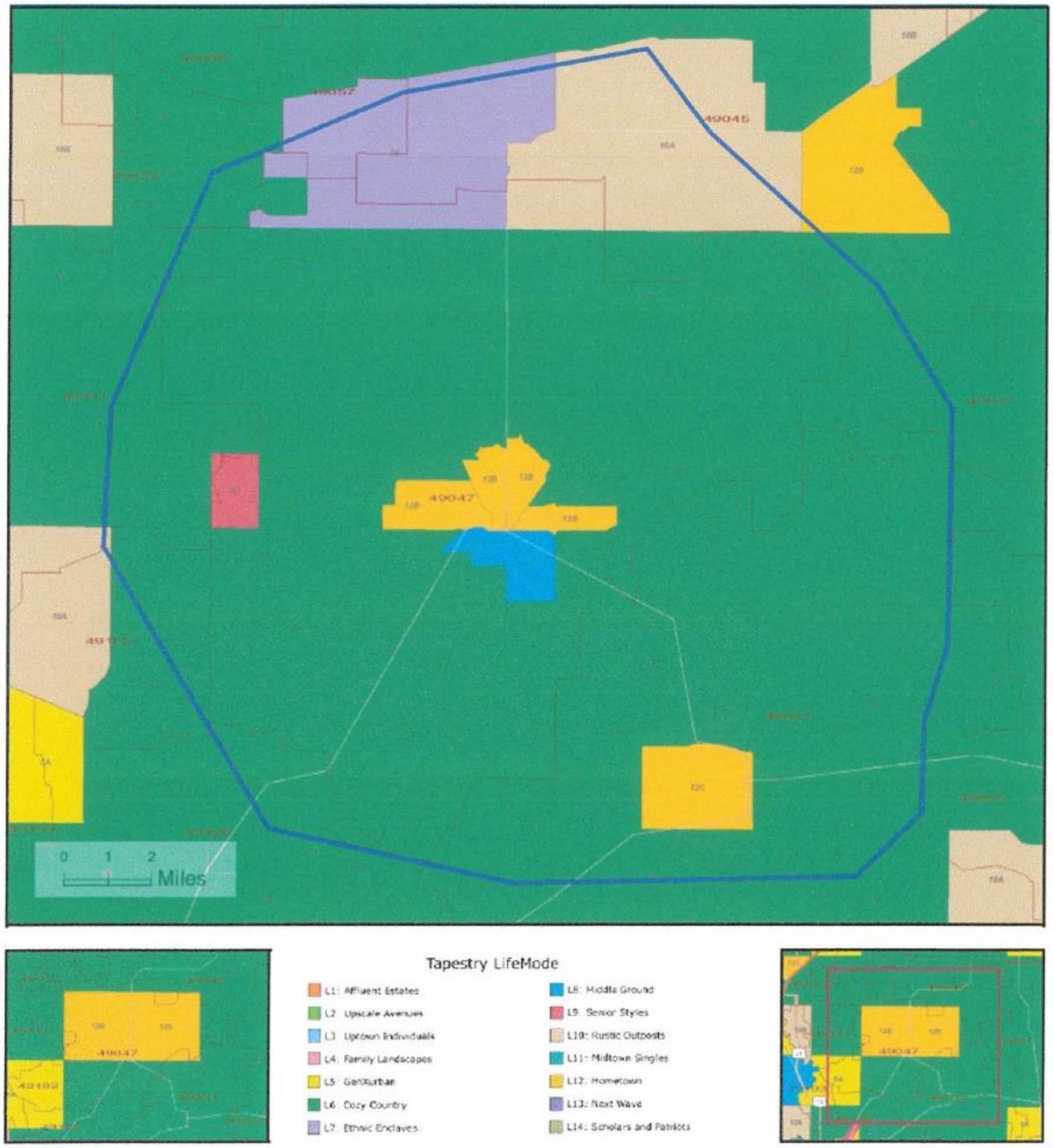
Census 2010 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	8,485	6,244	73.6%
1-Person	2,266	1,463	64.6%
2-Person	3,158	2,626	83.2%
3-Person	1,233	877	71.1%
4-Person	953	700	73.5%
5-Person	512	335	65.4%
6-Person	211	149	70.6%
7+ Person	152	94	61.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Dominant Tapestry Map

Dowagiac Primary Trade Area
Area: 224.38 square miles



Source: Esri

Tapestry Segmentation Area Profile (2014)

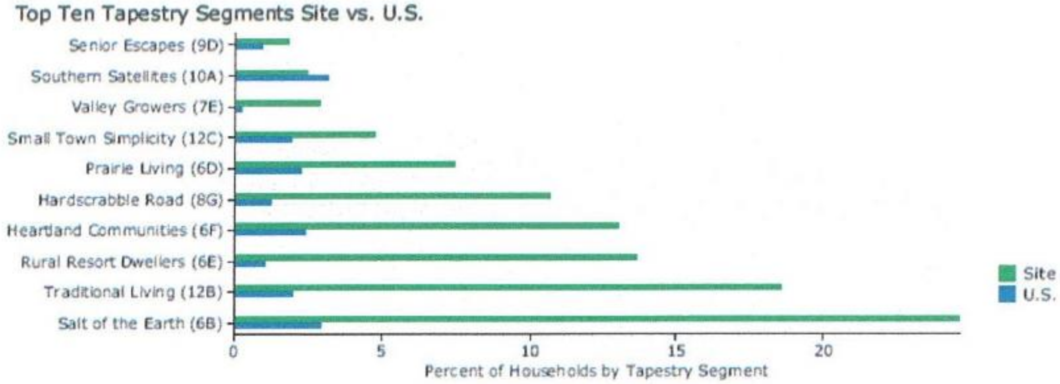
Dowagiac Primary Trade Area
Area: 224.38 square miles

Latitude: [illegible]
Longitude: [illegible]

Top Twenty Tapestry Segments

		2014 Households		2014 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Salt of the Earth (6B)	24.6%	24.6%	2.9%	2.9%	836
2	Traditional Living (12B)	18.5%	43.1%	2.0%	4.9%	937
3	Rural Resort Dwellers (6E)	13.6%	56.7%	1.0%	5.9%	1,330
4	Heartland Communities (6F)	13.0%	69.7%	2.4%	8.3%	544
5	Hardscrabble Road (8G)	10.7%	80.4%	1.2%	9.5%	861
	Subtotal	**80.4%**		**9.5%**		
6	Prairie Living (6D)	7.5%	87.9%	2.2%	11.7%	335
7	Small Town Simplicity (12C)	4.7%	92.6%	1.9%	13.6%	247
8	Valley Growers (7E)	2.9%	95.5%	0.2%	13.8%	1,178
9	Southern Satellites (10A)	2.5%	98.0%	3.2%	17.0%	78
10	Senior Escapes (9D)	1.9%	99.9%	0.9%	17.9%	203
	Subtotal	**19.5%**		**8.4%**		
	Total	**100.0%**		**18.1%**		**553**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

PlaceMakers - $5k

Grant research

Hazel Borys will research grant opportunities applicable to building walkable neighborhoods, environmental improvements, and economic development that can be achieved through zoning reform. She will give you summaries of all of the potential opportunities and links to the foundations, departments, or other entities as applicable. $5,000 for the report. $150 / hour, should the client require a second level of research regarding grant drafting and other financial supports that may be available to assist with predevelopment costs.

Code reform

Code solutions may achieve the goals of the plans in a number of ways – from the most delicate text amendment, through a full form-based code adoption and design guidelines. A local government should carefully consider the capacity of their administrative staff when they choose the most appropriate tool for their context. Attached is a sample text amendment for the State of Michigan that illustrates how changes can be made to an existing Main Street or Downtown zone without a complete rewrite. This is best suited for a very small staff with limited resources. It can achieve the most critical forms necessary to create vibrant, walkable, mixed-use areas, without the need of a design review board or town architect. PlaceMakers can provide a locally applicable text amendment for Old Lyme for $5,000.

EXAMPLE (Old Lyme will be similar):

MAIN STREET DISTRICT [M]

A. Scope

1. District boundaries are assigned according to the District Boundary Map.
2. The Primary Retail Corridor is assigned according to the District Boundary Map.

B. Conflicting Ordinances

1. Where there appears to be a conflict between these standards and any other sections of the Zoning Ordinance, Subdivision Standards, or Public Works Standards, the requirements specifically set forth in this district prevail. This district does not prevail over Life Safety Codes.

C. Intent

1. These regulations are designed for the following purposes:
   a. To promote the health, safety, and welfare of the general populous;
   b. To implement the Master Plan;
   c. To provide for walkable streetscapes where active facades address sidewalks and parking and loading are located behind buildings;
   d. To promote small, incremental development, alongside larger developments;
   e. To promote infill redevelopment that results in a walkable, vibrant, and diverse mixed-use corridor, allowing for shopfronts, sidewalk cafes, and other commercial uses at the street level with offices and residences overlooking the main street; and
   f. To promote a park once environment in a compact, walkable form.
2. Additionally these regulations seek to reduce barriers that may disadvantage individuals unfamiliar with the complexities of development, land use regulations, and the myriad requirements, agencies, and goals involved in maintaining a stable city, region, and state.

D. Permitted Uses

1. Multiple uses within a single site or building is permitted.
2. Uses are designated with (P), (R), or (N), indicating the following:
   a. (P) The use is permitted.
   b. (R) The use is permitted, provided it complies with the use restrictions specified.
   c. (N) The use is not permitted.
3. Temporary Uses (R)
   a. Temporary uses require a Special Use Permit.
   b. Special Use Permits for temporary uses have a period of 2 years after which point they may be renewed.

Scope

Successful main streets tend to be around 1/4 mile in length, but may be as short as a single block.

Depending on the community, a Downtown may include more than one primary retail corridor, the Main Street District may encompass the entire Downtown, or in larger cities, the District could be a neighborhood main street.

The Main Street District should be mapped along both sides of the street including one or more lots in depth but generally not more than one block to either side of the main street.

If there is more than one retail corridor in a Downtown, the Main Street District may be mapped on multiple streets. This must be locally analyzed and mapped.

Restricted Uses

Conditional uses can be unpredictable in implementation. Restricted uses are a preferred method where the restrictions are clearly defined and can be implemented by right if complied with.

Corktown, image credit: Susan Henderson

MAIN STREET CORRIDOR USE TABLE

Use	Permission	Restriction
Residential		
Single-family detached	N	
Single-family attached	R	Along the Primary Retail Corridor residential uses must be above or behind non-residential.
Duplex, Triplex	R	
Multi-family	R	
Accessory dwelling units	P	
Commercial		
Automobile sales	R	On-site vehicle storage is prohibited.
Adult entertainment	N	
Gas stations	N	
Storage facilities	N	
Off-street parking facilities	R	Facilities must have ground floor commercial uses along the Primary Retail Corridor.
General Office	P	
Personal and Professional Services	P	
All other commercial uses	P	The following restrictions apply to all commercial uses: 1. Building footprint must not exceed 35,000 sq. ft. Larger buildings may be permitted by Special Use Permit. 2. Drive-thrus and access lanes are not permitted between buildings and sidewalks. 3. Storage of non-retail materials and the making, assembling, remodeling, repairing, altering, finishing, or refinishing or its products or merchandise is permitted provided: a. These activities are completely enclosed within the premises occupied by the establishment. b. These activities are clearly accessory to sales and display activities.

MAIN STREET DISTRICT [M]

MAIN STREET CORRIDOR USE TABLE

Use	Permission	Restriction
Lodging		
Hotel	P	
Bed and Breakfast, Short Term Rentals	R	1. The owner's primary residence must be on site. 2. No more than 5 guest rooms are permitted. 3. The maximum length of stay is 14 days.
Industrial		
Heavy Industrial	N	
Artisanal Manufacturing	R	Storage of non-retail materials and the making, assembling, remodeling, repairing, altering, finishing, or refinishing or its products or merchandise is permitted provided: 1. These activities are completely enclosed within the premises occupied by the establishment. 2. These activities are clearly accessory to sales and display activities. 3. Levels of traffic, noise, smoke, vibrations, odor, fumes, and glare must not exceed those levels which are customary for retail uses within the district.
Institutional	P	
Civic Open Space		
Plaza	P	
Square	P	
Green	P	
Playground	R	Playgrounds are permitted within a square or green, or accessory to institutional or child care uses.

Artisanal Manufacturing

The primary sales and display activity should be in the shopfront space, adjacent to the street. Accessory activities may occupy a larger sq. ft. area, but should not be located in the retail shopfront.

E. Lots and Yards

1. Lot Area:
   a. No minimum lot area is required.
2. Front Yard:
   a. No front yard is required except where sidewalks are less than 8 feet in width in which case a front yard is required to provide the remaining sidewalk width to achieve a minimum of 8 feet.
   b. Buildings must be located within 15 feet of the lot line along the Primary Retail Corridor for a minimum of 70% of the lot width. Exceptions may be permitted by the Planning Director for:
      i. Conflicts with existing utilities.
      ii. Forecourts, not to exceed 30% of the lot width.
   c. Front yards must be paved except where they exceed 8 feet in depth in which case they must be a minimum of 50% paved.
   d. Fencing is not permitted in front yards.
3. Side Yard:
   a. No side yard is required.
4. Rear Yard:
   a. Lots abutting adjacent districts must have a minimum 20 ft. rear yard except where alleys are present.

F. Site Development

1. Existing streets and alleys must be maintained.
2. Street trees must be planted along adjacent sidewalks within 4 feet of the curb at a maximum spacing of 40 ft on center.
3. Street furniture, where provided, must be located within 6 feet of the curb.

G. Off-street Parking and Loading

1. On-site parking is not required. (Note: parking should be managed and coordinated by the DDA or other district authority)
2. Any parking requirements may be achieved on street along lot lines and within 600 feet of the parcel.
3. Off-street parking lots must be located to the rear of buildings.
4. Off-street parking and loading access is limited as follows:
   a. Parking and loading access must be from an alley where available.
   b. Parking and loading access may be from a side street if an alley is not available.
   c. Where parking and loading access is only available from the front lot line, it is limited to a maximum 20 feet in width.
      i. Parking access from the front lot line must provide access to parking lots on adjacent parcels.
      ii. Access points from the front lot line must be at least 100 feet apart.
5. Cross-access between off-street parking lots must be provided.
   a. Alleys are considered to provide cross-access between adjacent off-street parking lots.

Forecourts

Forecourts are good building frontages for lodging, office, and general mixed use. The court area may be used as a vehicular drop-off or an entry plaza. The forecourt may not be used for parking.

Parking Management

Parking should be managed and coordinated by the Downtown Development Authority or other district authority.

MAIN STREET DISTRICT [M]

H. Building Height

1. Building height is limited by stories above sidewalk grade.
   a. Ground floor stories exceeding 20 feet are considered two stories.
   b. Mezzanines exceeding 30% of the ground floor area are counted as a story.
   c. Upper stories exceeding 16 feet are counted as two stories, and an additional story for every multiple of 16 feet.
2. Building height is limited to XX feet **DETERMINE LOCALLY**.
3. Building height is limited to the maximum permitted height of adjacent residential districts within 50 feet of those districts.
4. Building facades must be a minimum of 24 feet in height along the Primary Retail Corridor.
5. Rooftop equipment and access does not count towards building height.

I. Signs

1. Projecting signs may encroach into the right-of-way.
   a. Vertical clearance must be a minimum of 8 feet in height.
2. Sidewalk signs are permitted during open hours of the tenant.
3. The following signs are prohibited:
   a. Off-premise business signs.
   b. Free standing signs.

J. Building Standards

1. Buildings within 20 feet of sidewalks must have at least one functional entry along a sidewalk.
2. Buildings within 20 feet of sidewalks must have one functional entry for every 60 feet of facade along the front lot line and 100 feet of facade along side lot lines, or fraction thereof, along sidewalks.
3. Building facades within 20 feet of sidewalks must have a minimum of 15% glazing for all upper floor facades.
4. The ground floor building facade along the Primary Retail Corridor must be configured as follows:
   a. 50% clear glass is required along the facade.
   b. Building entries may be recessed from the facade up to 8 feet in depth.
   c. Awnings may project into the right-of-way to within two feet of the curb.
   d. Display windows may project into yards.
   e. The first 30 feet of ground floor building depth along the Primary Retail Corridor must be used for retail display, dining, or office.
5. Facade elements above the ground floor may project into yards.
6. Commercial activities, including food service and seating, may occupy yards.

Building Height

Maximum heights must be determined locally.

In addition to existing context, local market conditions should also be considered when setting this limit.

There are two more significant zoning options available as well, that would be subject to budget considerations based upon the extent of the scope. The first is the most simple version of a form-based code that applies to a suburban retrofit condition. It will focus on redevelopment of the parking lot edges along Halls Road, providing solutions for block development, frontage standards, and mixed use to reflect the master plan. If this work is done completely off site, we can do the work for $150/per hour and a not to exceed of 100 hours or $15,000. If the work involved visits to Old Lyme and assistance through adoption, the hourly rate is $225 and a not to exceed of $35,000.

The final option involves the regulation of architecture. In most states, zoning only has the authority to protect health, safety and the welfare of the community. Normally architectural standard do not live within zoning, but either in historic district guidelines, or design guidelines. Many of the design issues local governments are concerned with, that are not expressly style-related, may be included within the zoning are are a part of the prior paragraph quote. The items that most expressly reflect character are the building facade or private frontage. A case can be made for these being covered by zoning as they have environmental benefits through daylighting and cross ventilation, economic benefits through sales increased by required glazing, and health benefits through metrics that are proven to increase active transportation. However, if it is determined that style is important, PlaceMakers can provide design guidelines to augment a FBC for an additional $35,000. This will involve a trip to Old Lyme for a photo shoot and research.

In summary, the prices are as follows:

Grant research	$5,000	that may be augmented at $150 per hour
Code text amendment for Halls Road	$5,000	
Full form-based code	$15,000	
FBC through adoption with trips	$ 35,000	
Design guidelines	$ 35,000	

ROA - $13.3k (Lead) (Additional Services - $250/hour)
Lead Project/Coordinate Consultants
Work with Client to adjust Master Plan as Needed/Requested to Fit PlaceMakers Code
Work with Client to Create Ground Level Color Rendering
Write Report Collecting and Summarizing All Consultants' Work
Presentation to Committee and/or Selectmen

Total Fee - $40k (Due to Pandemic, does not include trips to Old Lyme. Meetings, presentations on Zoom)

Please let me know if you have any questions or comments.

Respectfully submitted,

Robert Orr, FAIA, FCNU, FSY
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(203) 980-8202