Lake Center Business Area

- Informational meeting held April 23 - 30 people attended
- Received comments about future vision, revitalization ideas, concepts for improving the corridor
- Most businesses are locally owned
- Some businesses have been in existence for 50 years or more
- Upcoming roadway improvements in 2014
Opportunities and Challenges

- Narrow lots on west side of Portage Road
- Brownfield redevelopment sites
- Nonconforming uses
- Strengthening the corridor’s “brand”
- Promotion: festivals, sales, unified decorations/landscaping, banners
- Facade improvements
- Parking and driveway improvements
- Narrow Portage Road right-of-way
Potential Corridor Improvements

Traffic Calming
- Evaluate light timing/signal locations
- Pedestrian refuge islands at crosswalks
- Explore carpool lot at south end of corridor

Non-motorized Improvements
- Bike lanes or separated bikeways
- Improve connectivity to other nearby bike lanes
- Extend multi-use trail to East Centre Ave. and Portage Rd.
- Improve sidewalks and amenities

These are ideas suggested in April. What other ideas do you have?

Curb bumpouts in Huntington Woods make the crossing distance shorter and alert drivers to slow down.

Mid-block crossings with refuge islands and landscaping can make crossing easier, safer, and beautify the corridor.

Consistent wayfinding signage can contribute to the corridor’s identity.

Ornamental lighting and banners.
Potential Corridor Improvements

These are ideas suggested in April. What other ideas do you have?

Business Recruitment
- Evaluate zoning, nonconformities, redevelop residential uses
- Mixed-use development, residential-looking commercial buildings
- Explore business association options
- Foster small business

Corridor Appearance
- Streetscape improvements
- Encourage pride of ownership - maintenance of property, improved beautification
- Unified brand - art, special events, banners
- Ornamental lighting (lower scale)
- Bury or relocate overhead power lines (very expensive)

Brick pavers, wall, and landscaping
Consistent landscaping, signage, and street furniture can help unify the corridor
Parking can be screened to make the sidewalk/streetscape more pleasant
Nautical themes, welcoming street furniture, as shown here in South Haven, could be a consistent treatment along the corridor

An example of cottage-style offices in East Lansing where new offices can blend into an established residential area or with existing cottage-style offices.