

# Escanaba, MI



PURE MICHIGAN®  
Michigan Economic Development Corporation



Peter  
Allen  
& Associates

SYNECDOCHE  
design studio



CITY OF  
Escanaba

# 12 Critical Elements for Neighborhood & Downtown Vitality

## 1. SAFETY

clean and well-lit sidewalks  
“Eyes on the Street”  
community safety programs

## 2. MULTI-MODAL TRANSIT

bus, rail, bike lanes  
safe sidewalks for pedestrians

## 3. CHARACTER ARCHITECTURE

historic, distinct and memorable  
well-preserved facades  
human scale

## 4. ACTIVE STREETSCAPES

engaging storefronts  
way-finding signs  
lighting  
street trees, plants, urban agriculture  
manage blight and vacant storefronts



downtownbellevue.com



citylab.com



stjoempo.org



chelseamich.com; Burill Strong Photography

# Enliven Vacant Storefronts



## WINDOW WRAPS

- quick and easy to install
- simple way to provide visual interest
- screen store interior
- attracts new business
- include leasing details

## ART EXHIBITS

- fosters partnerships between city, DDA, chambers of commerce, property owners, students, local artists
- low cost venue for emerging and local artists and designers
- adds vitality to the sidewalk

## POP UP RETAIL

- low cost and low-risk way for entrepreneurs to test products
- showcase local businesses and culture
- constantly changing storefronts draw public interest

## 5. PUBLIC, MULTI-USE DESTINATIONS

community gathering spaces (squares/fountains, community gardens)

life-long learning (libraries/community colleges)

public recreation (YMCA/soccer fields/basketball courts, parks and trails)

## 6. YEAR-ROUND EVENTS & PROGRAMMING

winter festivals, farmer's markets, restaurant week, movies in the park

weekly, monthly and annual festivals and celebrations

engage local merchants, artists, entrepreneurs



quartierdesspectacles.com



detroit.cbslocal.com



alpenadowntown.com



www.radlabds.com



ozaukeemag.com ed-states/michigan/alpena/guide



lafoundation.org



downtownreading.com



artlightnow.wordpress.com/2013/12/14/winter-festival-2013-ithaca/

# EXCITE THE WATERFRONT<sup>1</sup>



## CREATE A COMMUNITY FRONT YARD

- unique character and sense of place
- engaging, lively and memorable experiences
- programming / public art / landscaping / lighting



## ENGAGE THE WATERFRONT

- publicly accessible focal points / nodes of activity
- spaces for daily and occasional use
- special events and regular gathering places



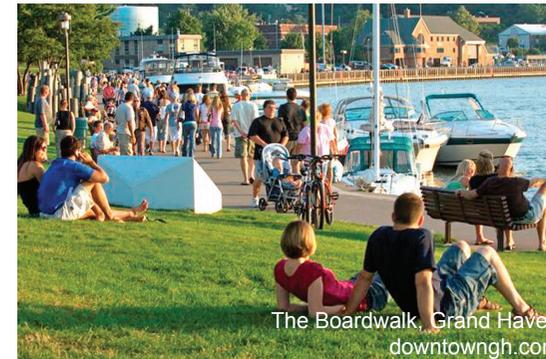
## PROMOTE CONNECTIONS

- physical access TO the water and ALONG the water
- tailored to the pedestrian experience
- wayfinding / seating / bike parking / landscaping
- sidewalks / pathways / riverfront promenades / bike lanes
- maximize views of the water from streets and buildings



## MAINTAIN NATURAL SYSTEMS

- riparian buffer zone
- pervious and locally sourced materials
- green infrastructure / native plants



<sup>1</sup> "A Guide to Riverfront Development", 2013 Riverlife Pittsburgh, riverlifepgh.org  
Icons from The Noun Project (Ilсур Aptukov, Thales Muller, Shane Holly)

## 7. ARTS, SPORTS & ENTERTAINMENT

draw critical mass  
catalysts for redevelopment

## 8. UNIQUE SHOPPING, DINING & SERVICES

grocery, drug stores  
financial, medical/health & legal services  
bakeries, bookstores, cafes  
bars, restaurants & nightlife - 18 hour downtown  
community-oriented businesses



[michigansweetspot.com](http://michigansweetspot.com)



[quartierdesspectacles.com](http://quartierdesspectacles.com)



[www.traversecity.com/](http://www.traversecity.com/)



[daybreakgallery.com](http://daybreakgallery.com)



[theglenwoodmarket.com/market/index.htm](http://theglenwoodmarket.com/market/index.htm)



<https://travelwithcastle.wordpress.com>



[cite.org](http://cite.org)

## 9. DIVERSITY OF PEOPLE AND LIFESTYLES

inclusive and welcoming  
existing residents and community stakeholders  
family and kid-friendly  
accessible for individuals with limited mobility

## 10. HOUSING OPTIONS

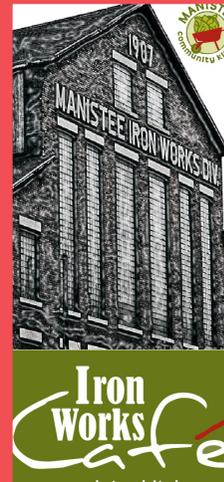
modern amenities in historic buildings  
increased tax base  
readily-available consumer base  
mixed market rate and affordable units

## 11. COMMUNITY AND SOCIAL ORGANIZATIONS

partnerships between civic/political/economic stakeholders  
community leagues, neighborhood block groups  
DDA/BIDs/merchants associations/CDCs  
social services

## 12. CULTURAL, HISTORICAL & RELIGIOUS LANDMARKS

historic and landmark preservation  
unique to downtown  
convey heritage of the community



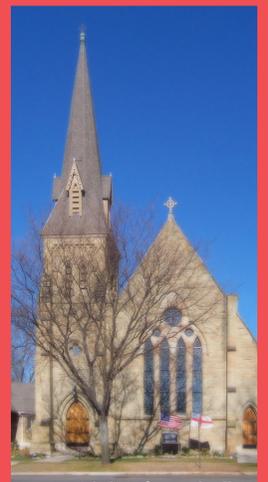
[manisteeironworks.org](http://manisteeironworks.org)



[kgi.org/jesses-garden](http://kgi.org/jesses-garden)



[time.com](http://time.com)



[trinityofmarshall.org](http://trinityofmarshall.org)



[michigan.org/city/battle-creek/](http://michigan.org/city/battle-creek/)



[upperpeninsula.biz/](http://upperpeninsula.biz/)

10 Min Walk

5 Min Walk



- 1. Hereford and Hops
- 2. Mugshots Bar
- 3. Infinity Coffee House
- 4. Sweedish Pantry
- 5. Ludington Grill
- 6. Baron's Bar
- 7. Escanaba Farmers Market
- 8. House of Ludington



- 1. Little Bay de Noc
- 2. Salvaged Ships as Visual Interest



- 1. William Bonifas Fine Arts Center
- 2. Escanaba Public Library
- 3. Historical Society



- 1. Ludington Park
- 2. Little Bay de Noc



72



700 ft

# ***Average Employment Growth & Corresponding Potential Income for Rent in Escanaba, Ages 22-34***

<b>Leading Industries</b>	<b>Average New Jobs</b>	<b>Average New Hires</b>	<b>Potential Income Towards Rent Per Month</b>
<b>Retail Trade (16.9%)</b>	<b>38</b>	<b>83</b>	<b>\$837</b>
<b>Other Services (except Public Admin.) (11.9%)</b>	<b>22</b>	<b>54</b>	<b>\$823</b>
<b>Construction (10.5%)</b>	<b>39</b>	<b>63</b>	<b>\$1,255</b>
<b>Health Care &amp; Social Assistance (9.5%)</b>	<b>24</b>	<b>62</b>	<b>\$890</b>
<b>Accomodation &amp; Food Services (9.1%)</b>	<b>45</b>	<b>90</b>	<b>\$461</b>
<b><i>Total</i></b>	<b><i>167</i></b>	<b><i>351</i></b>	<b><i>\$853</i></b>

1 Year Estimates between 2013 Q2 to 2014 Q1

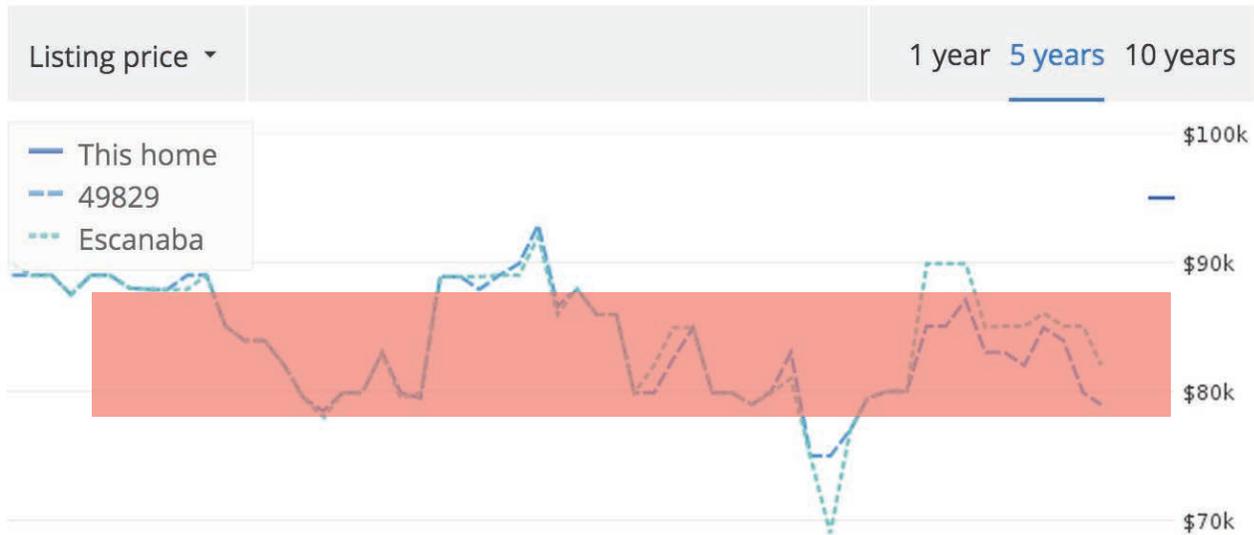
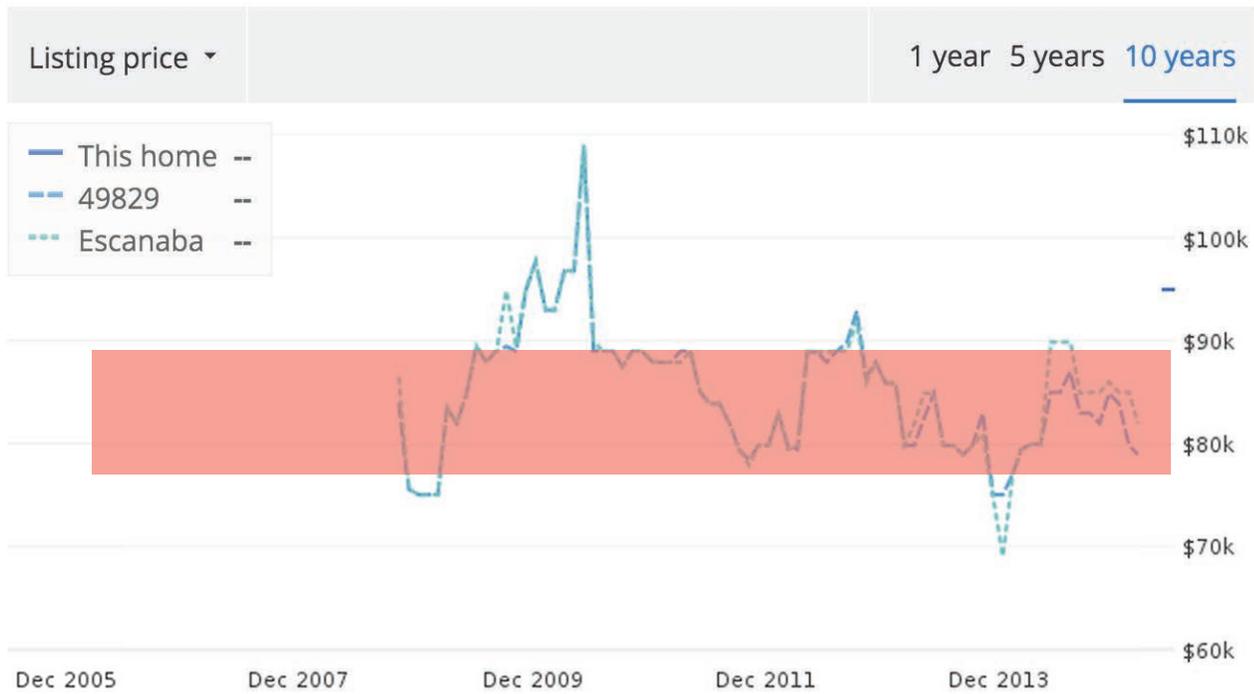
\* Based on county data from US Census Bureau County Business Patterns (CBP) program and the 2010 Census. CBP data for 2012 were released in May, 2014

# ***Escanaba Salary Value: Compared to National Cities Based on Cost of Living***

<b>Escanaba</b>	<b>Detroit</b>	<b>Grand Rapids</b>	<b>Chicago</b>	<b>Dallas</b>	<b>New York</b>	<b>San Francisco</b>
<b><i>Current</i></b>	<b><i>22.5%</i></b>	<b><i>16.2%</i></b>	<b><i>33.7%</i></b>	<b><i>26.2%</i></b>	<b><i>50.6%</i></b>	<b><i>49.6%</i></b>
<b>\$30,000</b>	<b>\$36,750</b>	<b>\$34,860</b>	<b>\$40,110</b>	<b>\$37,860</b>	<b>\$45,180</b>	<b>\$44,880</b>
<b>\$40,000</b>	<b>\$49,000</b>	<b>\$46,480</b>	<b>\$53,480</b>	<b>\$50,480</b>	<b>\$60,240</b>	<b>\$59,840</b>
<b>\$50,000</b>	<b>\$61,250</b>	<b>\$58,100</b>	<b>\$66,850</b>	<b>\$63,100</b>	<b>\$75,300</b>	<b>\$74,800</b>
<b>\$60,000</b>	<b>\$73,500</b>	<b>\$69,720</b>	<b>\$80,220</b>	<b>\$75,720</b>	<b>\$90,360</b>	<b>\$89,760</b>
<b>\$70,000</b>	<b>\$85,750</b>	<b>\$81,340</b>	<b>\$93,590</b>	<b>\$88,340</b>	<b>\$105,420</b>	<b>\$104,720</b>
<b>\$80,000</b>	<b>\$98,000</b>	<b>\$92,960</b>	<b>\$106,960</b>	<b>\$100,960</b>	<b>\$120,480</b>	<b>\$119,680</b>

**source: marketwatch.com**

# Escanaba Housing Market: No Appreciation Since 2007



# CoWORK

## Central Michigan University Research Corporation

### Mount Pleasant, MI

*Business accelerator and incubator for entrepreneurs, startups, freelancers, and students; in the Mt. Pleasant Smart Zone*



## ***User Fees and Member Plans***

(source: CMURC, CoWork)

**Lite (\$80/month) - Access to CoWork Monday- Friday from 8-5pm**

**Basic (\$100/month) - 24/7 access to CoWork, use of Collaboration Room (up to 2 hrs/month)**

**First Class (\$175/month) – 24/7 access to CoWork, designated mailbox and lockable file cabinet, use of Executive Board Room and Collaboration Room (up to 8 hrs/month), printing and copying**

**Resident (\$250/month) – 24/7 access, dedicated desk and seat, access to Executive Board Room and Collaboration Room, mailbox and lockable file cabinet, printing and copying**

**Day Pass (\$15/day) - one day access on Monday- Friday from 8-5pm**

## ***Facilities Include***

**Open and private work stations**

**Collaboration room**

**Executive board room**

**Kitchen facilities**

**Mailbox room and file cabinet/storage**

## **7Hills Makerspace Rome, Georgia**



**Makervillage is a member-based organization housed in five historic properties (over 9,200 SF). It supports the development of locally-based creative and tech industry in Rome, GA. Anchor tenants include SAI Digital, Brand Red Studios and Civitium. (Northwest Georgia News)**

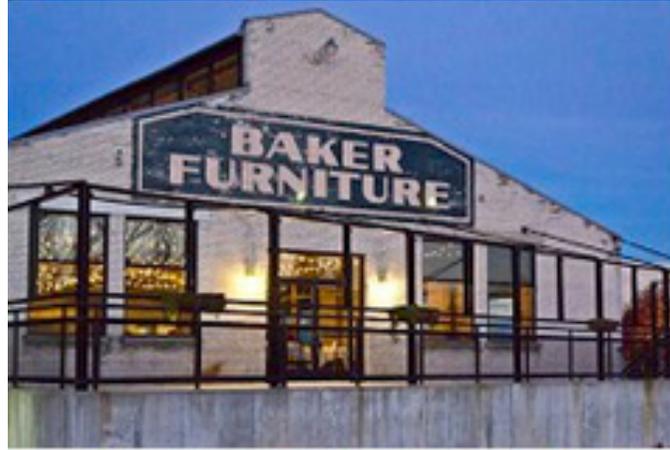
### ***Member Plans***

(source: 7Hills Makerspace)

**Keyed Member (\$80/month)**

**Non-keyed Member (\$40/month)**

## **Baker Lofts Holland, MI**



**Mixed-use, historic building with 23 lofts (studio, 1-3 bdrm), 8,000 SF coworking space (Baker Commons), event space, deli, restaurant, salon and storage facilities.**

### ***Member Plans***

(source: Baker Commons)

**Single Day (\$10), Basic (\$125/month) Pro (\$500/month)**

## **Warehaus Holland, MI**

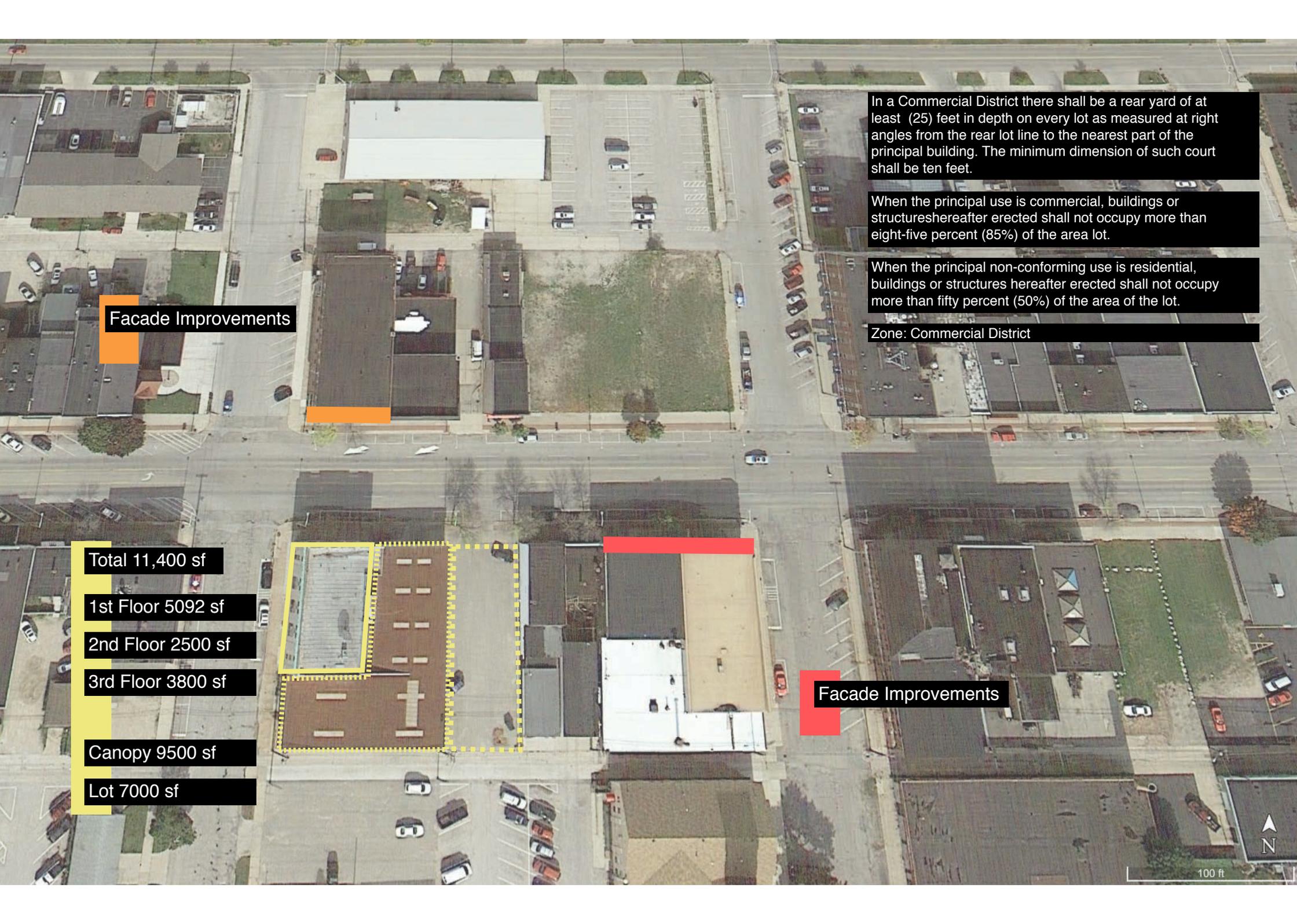


**4,000 SF co-working space that provides a collaborative, social and innovative working environment for small businesses and freelancers.**

### ***Member Plans***

(source: GRBJ)

**Basic membership (\$125/month)  
Office (\$400 - \$750/month)**



Facade Improvements

Total 11,400 sf

1st Floor 5092 sf

2nd Floor 2500 sf

3rd Floor 3800 sf

Canopy 9500 sf

Lot 7000 sf

In a Commercial District there shall be a rear yard of at least (25) feet in depth on every lot as measured at right angles from the rear lot line to the nearest part of the principal building. The minimum dimension of such court shall be ten feet.

When the principal use is commercial, buildings or structures hereafter erected shall not occupy more than eight-five percent (85%) of the area lot.

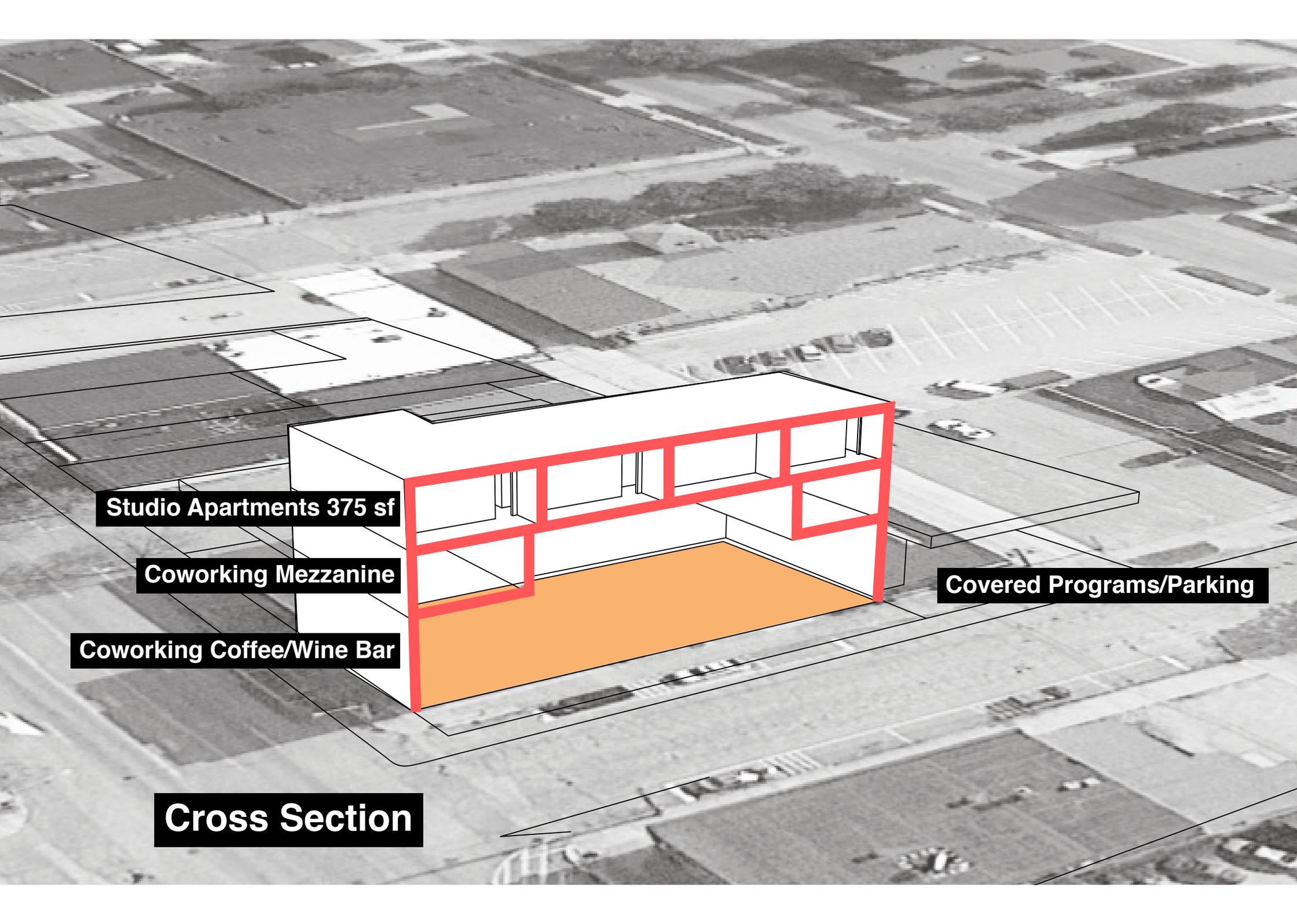
When the principal non-conforming use is residential, buildings or structures hereafter erected shall not occupy more than fifty percent (50%) of the area of the lot.

Zone: Commercial District

Facade Improvements



100 ft



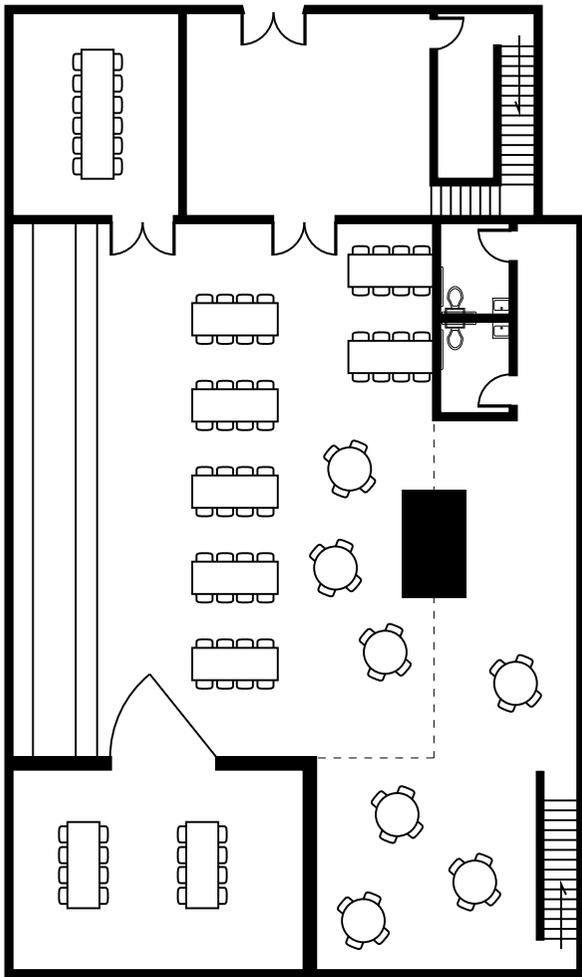
**Studio Apartments 375 sf**

**Coworking Mezzanine**

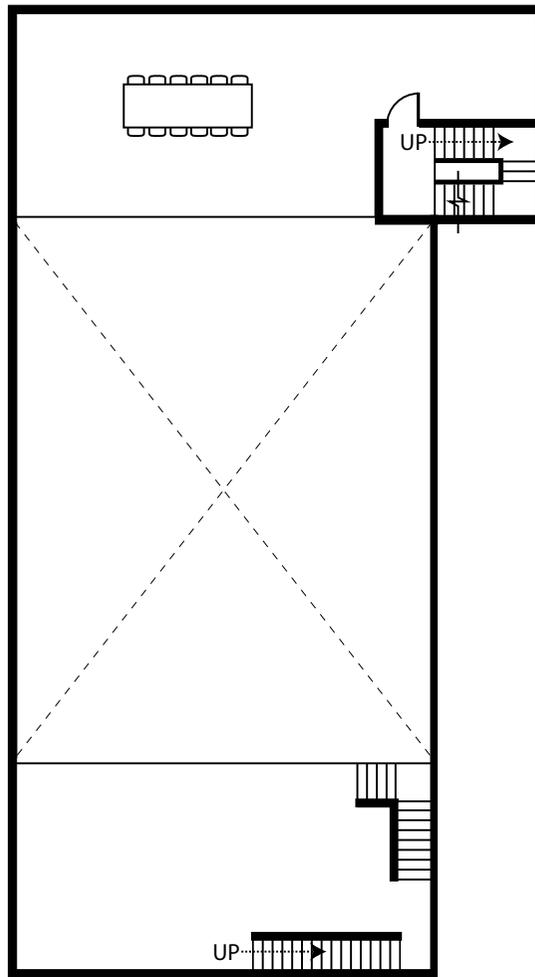
**Coworking Coffee/Wine Bar**

**Covered Programs/Parking**

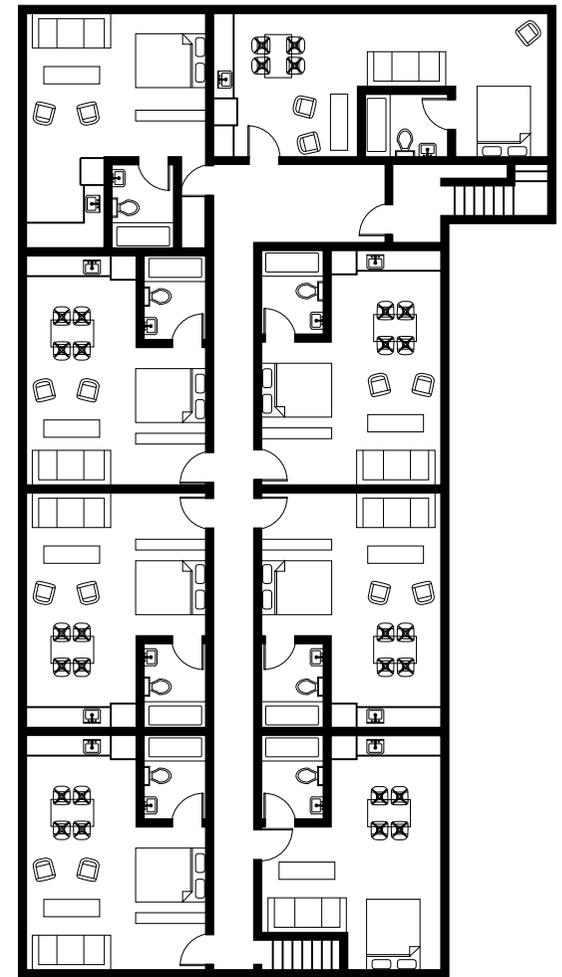
**Cross Section**



**1st Floor Incubator**



**2nd Floor Incubator**



**3rd Floor Residential**

**Co-Work BAR**

ESCANABA NATIONAL BANK



# Simple Downtown Facade Improvements



## Efficiency Units



## Co-working Space



## Lifestyle



# ***Escanaba is Lacking Third Place Work & Entertainment Space***



# ***PROPERTY TRANSITION STRATEGY***

- > Current property owner donates to local non-profit**
- > Current property owner takes charitable deduction for fair-market value of property**
- > Assessed value reduced, based on vacancy**
- > Local non-profit conveys title to local entrepreneur for \$1**
- > Local entrepreneur earns development fee upon build-out and stabilization**

# ***THE BANK: PROFORMA***

<b>Building Cost to Eco. Devel. Agency</b>		<b>\$1.00</b>		
<b>Construction Costs</b>		<b>\$789,104</b>		
<b>Sources of Fi</b>	<b>MEDC LOAN (50%)</b>	<b>\$394,552</b>		
	<b>Local Banks (50%)</b>	<b>\$394,552</b>		
<b>Annual Revenue</b>		<b>YEAR ONE</b>	<b>YEAR TWO</b>	<b>YEAR THREE</b>
	<b>Apartments (8 Studios) (\$600 Month)</b>	<b>\$57,600</b>	<b>\$59,328</b>	<b>\$61,108</b>
	<b>Web/Bar/Cafe</b>	<b>\$51,029</b>	<b>\$52,560</b>	<b>\$54,137</b>
	<b>Co-working Member Fee</b>	<b>\$18,000</b>	<b>\$36,000</b>	<b>\$54,000</b>
	<b>Total</b>	<b>\$126,629</b>	<b>\$130,428</b>	<b>\$134,341</b>
	<b>Annual Oper. Expenses</b>	<b>\$49,514</b>	<b>\$50,999</b>	<b>\$52,529</b>
	<b>Net Operating Income</b>	<b>\$71,579</b>	<b>\$73,726</b>	<b>\$75,938</b>
	<b>Debt. Service (BANK)</b>	<b>\$16,736</b>	<b>\$17,238</b>	<b>\$17,755</b>
	<b>Debt. Service (MEDC)</b>	<b>\$33,472</b>	<b>\$34,476</b>	<b>\$35,510</b>
	<b>Cash Flow After Debt Service</b>	<b>\$21,371</b>	<b>\$22,012</b>	<b>\$22,673</b>

# The Real Estate Development Feasibility Chart

The steps below represent the risks for the development of new or rehabilitated real estate. The order outlines the steps required to properly conduct the feasibility process.

