



MANISTEE DOWNTOWN PRESERVATION AND DEVELOPMENT PLAN

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Ann Arbor, Michigan 48104
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PRESERVATION URBAN DESIGN INCORPORATED

MANISTEE, MICHIGAN

**MANISTEE DOWNTOWN PRESERVATION
AND DEVELOPMENT PLAN**

ACKNOWLEDGEMENTS

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INTRODUCTION

Manistee is a city rich in cultural, industrial, architectural and natural resources. The city was founded to take advantage of lush forests and abundant water transportation opportunities. The lumber boom of the mid-to-late 19th century created opportunity for a variety of industrial and commercial enterprises. It was these businesses that served as the nucleus of Manistee; and the buildings created by these entrepreneurs of the Victorian era remain as the most visible reminder of Manistee's history.

Downtown Manistee represents the heart of the city. Its physical location between Lakes Michigan and Manistee, and parallel to the Manistee River, represents a setting of great visual interest and potential for emphasis. The building stock represents an outdoor museum of turn-of-the-century commercial architecture, as well as a tremendous investment in energy and materials.

This report is a handbook for design and development of the downtown area. It examines the downtown, points out its potential, and outlines a strategy for development of this potential. The report considers buildings and the spaces between buildings (streets, parking lots, parks,

the river, etc.). The overall image of downtown Manistee is determined by the interaction of these buildings and spaces.

Downtown Manistee has two great physical assets: its natural setting and its buildings. Each compliments the other. The construction of the downtown along the river banks at the base of a bluff was the result of a combination of economic necessity, utility and physical constraints. Railroad and water transportation routes dictated riverside locations for any businesses utilizing these shipping means. Service organizations needed to be close to industry and commerce. Thus the downtown clings to the river bank, and today's merchants have inherited a magnificent setting which can be and needs to be developed, emphasized and protected.

The city's greatest man-made asset is its downtown historic architecture. The early businessmen of Manistee demonstrated their pride and success by constructing handsome commercial buildings. Although these buildings were constructed over a relatively wide time period - roughly from 1860 to 1930 - and varied considerably in detail and style, they all worked together to create a cohesive image. Today, this image partially is camouflaged by a wide

variety of alterations which counteract the traditional character. Fortunately, the alterations are, for the most part, superficial. The traditional character can be reestablished. The intent is not to return to the past, but to use the resources of the past to create a better present. The downtown's historic buildings have a rich character which cannot be economically reproduced today. They are unique and should be recognized as a valuable resource.

The Manistee Downtown Preservation and Development Plan is divided into five major parts. The first part, History, describes the origins and development of downtown Manistee. The second part, Urban Design, analyzes natural features and open spaces (with special emphasis on riverfront development, street and sidewalk design, parking, landscaping, downtown entrances, and downtown image) and provides written and graphic recommendations for enhancing the area.

The third part of the report, Architecture, is concerned with several aspects of the buildings of downtown Manistee. A survey and evaluation of the buildings in the area is described, and recommendations are presented for emphasizing and capitalizing on downtown architectural resources. A series of illustrated design guidelines which describe the nature of traditional commercial architecture and design and provide a framework for commercial building facade improvements are presented. The guidelines are followed by illustrations of each block in the primary downtown area, with preservation recommendations provided for each building. Six buildings are presented in more detail to provide a closer look at common facade problems,

appropriate solutions, and basic cost estimates for the recommended work. The final section of Architecture is a set of guidelines dealing with common technical problems such as energy conservation and masonry maintenance.

The fourth part of the report is entitled Downtown Economics. Based on detailed surveys of shopper attitudes, merchant attitudes and local merchandizing needs and techniques, this section summarizes the existing downtown economic climate and presents recommendations for the improvement and development of the downtown economic base.

The final chapter, Implementation, presents an overall strategy for addressing urban design, architectural and economic problems and opportunities in downtown Manistee. Suggestions for improvements are divided into public and private sector roles and are aimed at providing a phased, prioritized action plan to take advantage of downtown Manistee's existing and potential resources.

The Manistee Downtown Preservation and Development Plan is a handbook for downtown design and development. It is presented to guide the revitalization of downtown Manistee in order to adapt the downtown's valuable historic resources to meet contemporary needs. It provides detailed recommendations, yet is flexible so improvements can be designed to meet the needs of individual businesses. It recognizes that change is an incremental process - the cumulative result of individual decisions. By guiding these decisions this report should contribute to the establishment of an attractive, revitalized downtown Manistee.



I. HISTORY

The historic photographs used in this report are from the collections of the Manistee County Historical Society and are used with its permission.

HISTORY

The city of Manistee is a desirable place to live and to visit today for the same reasons that the city's founders first settled in the area: the lakes, the river, and the forests.

Located on the eastern shore of Lake Michigan, Manistee was founded in 1841. The city's name, roughly translated, means "Spirit of the Woods." The dense woodlands of the northwestern lower peninsula of Michigan had been inhabited by Chippewa, Tawas and Ottawa Indians for several centuries. The city site was an important one for Indiana trade and transportation, as the Manistee and Little Manistee Rivers drained an area of approximately 2700 square miles and provided access deep into the rich forest hunting and fishing grounds.

A review of the physical setting of the city was published in the Manistee Times in June of 1873:

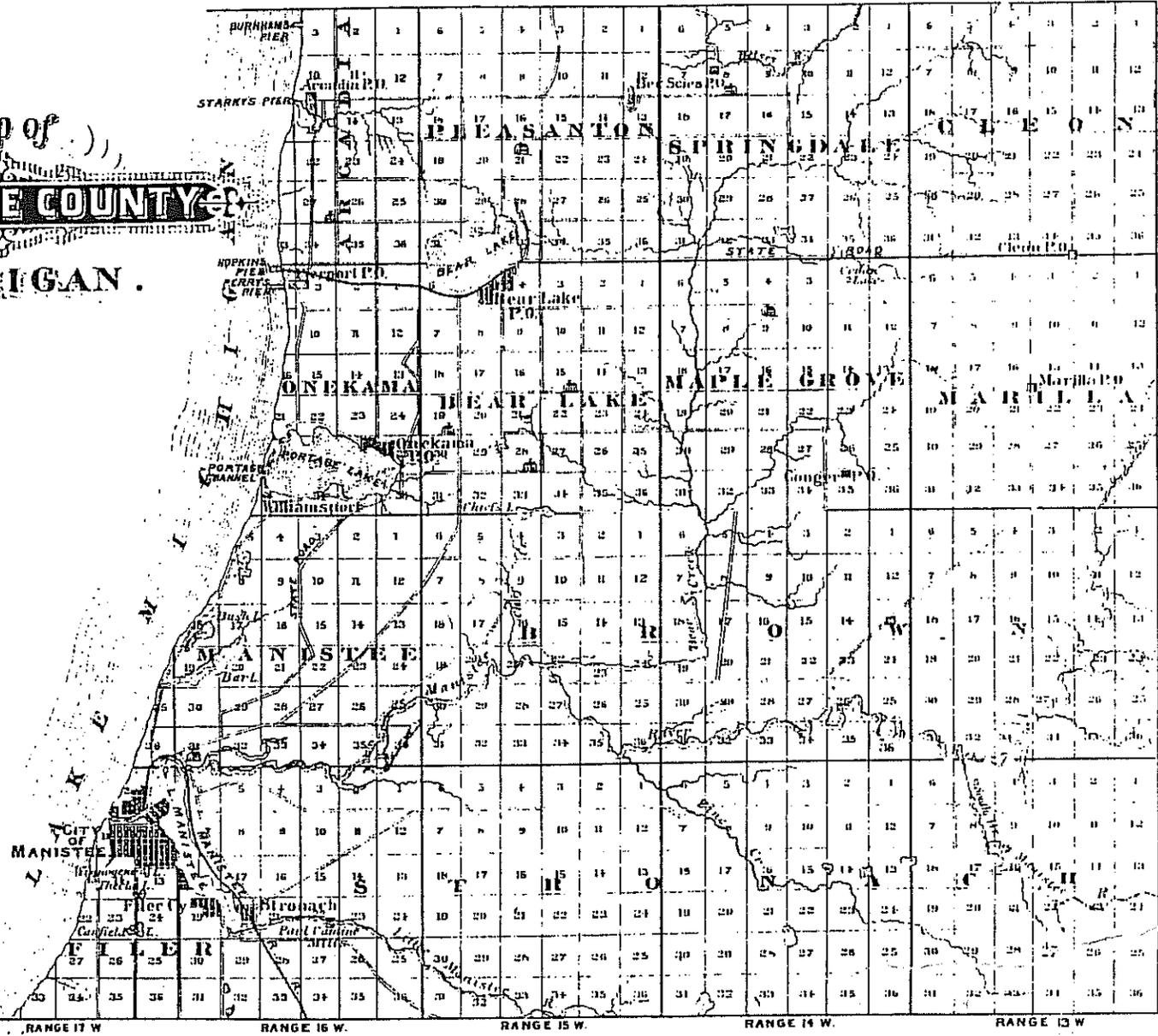
"The city is located on both sides of Manistee River, and between Manistee Lake and Lake Michigan. The river between the two lakes flows to the west, and is one mile and a half long, and navigable for vessels and steamers drawing from eight to twelve feet of water. It has a current of three miles an hour, and is never closed by ice, floating or otherwise.

"Manistee Lake lies east of the city, extending south and westward nearly five miles; it is about half a mile of wide, pure water, and has high banks of sand and clay, beautifully situated for building purposes. The water is of great depth, and affords almost unlimited harbor and commercial facilities. The country around the city is generally good for farming purposes. Wheat is never winter-killed, and fruit of all kinds does well, especially pears, plums, peaches and apples, as the mercury seldom touches zero, and never goes far below that point. The timber of the county consists largely of beech, maple, ash, pine, hemlock, and cedar, growing very large and thrifty.

Father Marquette visited the site around 1700, but no organized exploration of the area by white men took place until the early 1830's. In 1841 John and Joseph Stronach established a sawmill within the present city limits of Manistee; and from that date until the turn of the century, Manistee was a lumber boom town. The necessary support businesses and housing formed the heart of the new city, with the sawmills clustering along the banks of the river and the inland lake. Logs were cut inland, rafted down the Manistee or Little Manistee River, milled into a myriad of wood products, and shipped out of the harbor to Chicago, Detroit and other Great

Map of
MANISTEE COUNTY

MICHIGAN.



Lakes ports. The Manistee River was navigable for rafting for about 200 of its 300 miles through one of the finest pine timber belts in Michigan. The Little Manistee allowed logs to be rafted for a distance of 80 miles, and provided water power at several points near its mouth. The rivers could be used year round, regardless of cold or drought, because of strong, steady currents and a water supply of hundreds of underground springs along their routes.

In 1849 the surrounding lands were officially taken from the Indian tribes. From that point, the city's growth was steady. In 1852, the population of Manistee was 200. In 1855, Manistee County was organized with the city as the county seat. By 1861, 1,000 people lived within the city limits. The emergence of Manistee as a thriving Great Lakes port did not take place until the late 1850's. Until 1854, ships had to anchor in Lake Michigan off the river mouth because of the shallow depth of the river. Cargo had to be transferred to rafts which then could reach the docks. In 1854, however, the river channel was deepened to allow large craft to dock along the banks or enter Lake Manistee. There was another problem, though, that being the steady current of the river toward the lake. This problem was solved when a towpath was constructed along the docks on the north bank to allow oxen or horses to pull vessels up the river.

Three hundred buildings were constructed in 1869 alone. Because wood was so plentiful, few brick buildings were erected until 1871. On October 8, 1871, a catastrophic fire destroyed most of the

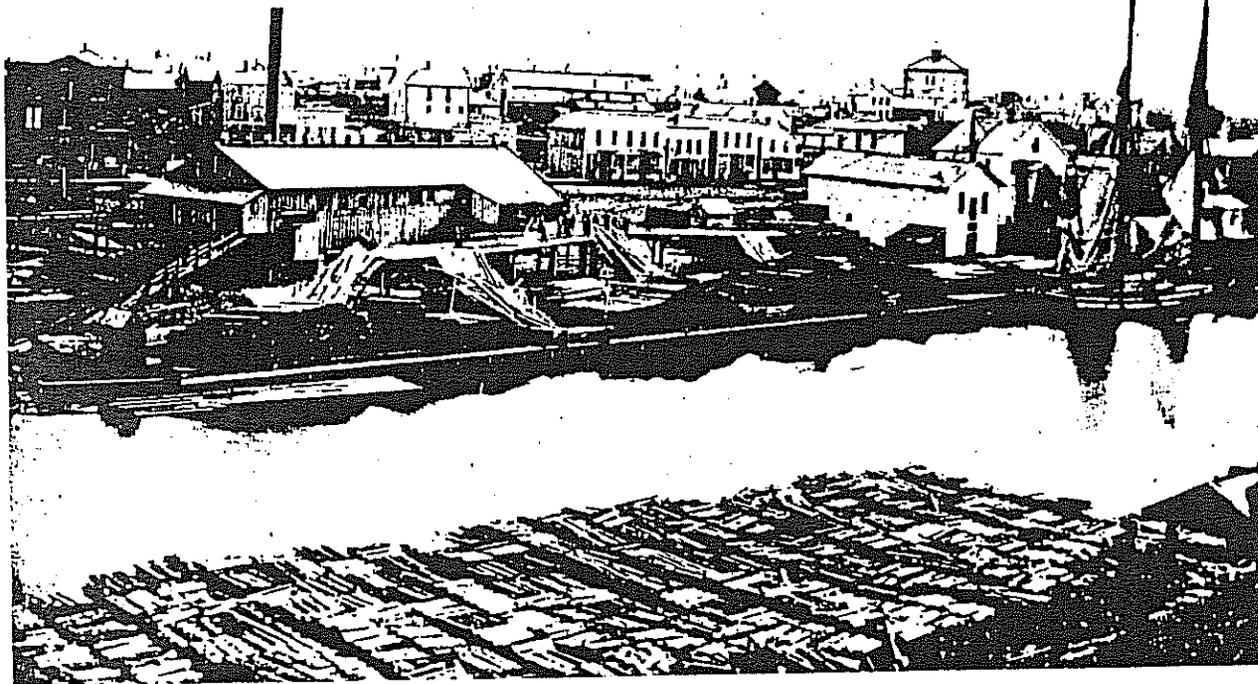
downtown and industrial areas. That date saw many tragic fires from Chicago to Mackinac Island due to widespread drought and gale-force winds. The fire resulted in the construction of a new downtown consisting of high quality brick commercial buildings predominately Victorian Italianate in style, many of which remain today.

Lumbering remained the city's major industry. The following account of the lumber industry in Manistee, dated 1873, at the height of the lumber boom, testifies to the industry's importance in Manistee's development (and also to the constant threat of fire to the community):

"There are in the city and vicinity some twenty first-class sawmills, with a capacity of about 100,000 feet of lumber each, and there is actually cut and shipped from Manistee about 159,000,000 feet each year....

First at the entrance of the harbor is found the mill of John Canfield. It is on the site of the oldest mill in the place, and is sheeted with iron from smoke-stack to foundation, and has a capacity of about 100,000 feet each eleven hours. Three mills have been burnt down on this site, which is just at the delta of the river; hence the efforts to make this as near fire-proof as possible.

Tyson & Sweet's new mill is located ... on the little lake, and ... has a capacity of 150,000 feet. Then comes the other mill of Tyson & Sweet, which is a first-class mill, and has a capacity of 100,000. Across the river ... is the



mill of messrs. Cushman, Calkins & Co., built on the ashes of the one burned in the great fire. Capacity, 100,000 feet.

Green & Milmo's new mill, at the north end of Manistee Lake, was built in the stead of their mill burned down in the city. It has a capacity of 100,000 feet each eleven hours.

Magill & Canfield's, on the east side of the little lake, has a capacity of 90,000. This is a new mill, built on the site of the one destroyed by the great fire.

Shrigley & Canfield's mill has a capacity of 50,000 feet.

Louis Sand's new mill has a capacity of 100,000 feet It is estimated that nearly 200,000,000 feet of lumber will be shipped from this port during the season."

In 1878, the one-industry character of Manistee was altered by the discovery of rock salt in large quantities. Manistee continued to grow and by the turn of the century was a prosperous, thriving city of 22,700 people. Over 1,000 commercial vessels entered the harbor every year, and left again carrying wood products and salt produced by 15 sawmills and 24 salt wells. The ships also carried iron and leather goods, fruit, fish, and other local products. During its heyday, Manistee was

the largest shipping port on Lake Michigan except for Chicago and Milwaukee. The Flint and Pere Marquette Railroad reached Manistee in 1881, providing competition for the shipping lines.

As the forests were destroyed by the clear-cut timbering methods of the day, the lumber industry died out (in spite of early local reforestation efforts) and the city's population declined to its present day level of close to 8,000. The sawmills have disappeared from the banks of the Manistee River, but the salt and mineral industries continue to thrive. The throng of commercial vessels has been replaced by pleasure boats and an occasional Great Lakes freighter docking at one of several factories on Lake Manistee.

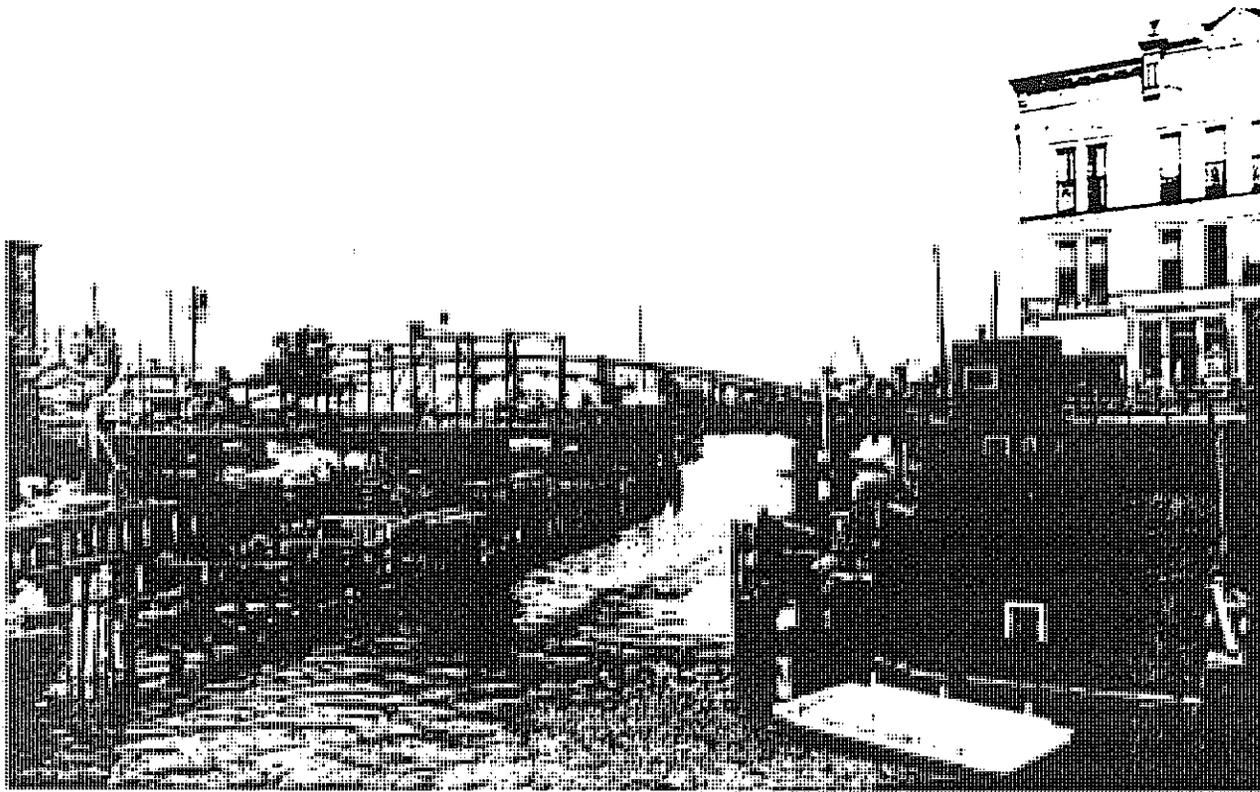
The central business district of Manistee consists primarily of the buildings which surround two major cross streets. River Street, running east to west, is the historical "main street," lined for five and one-half blocks with continuous walls of primarily brick Victorian commercial buildings dating from 1870 to 1910. Its winding course determined by the bends of the river which it parallels, River Street creates a unique urban character, a continuously changing stage set for viewing a "canyon" of finely-detailed brick buildings. Maple Street is the ceremonial entrance to the downtown, running north from a hilltop three blocks down to cross River Street and the river. North of the river it becomes Washington Street, and proceeds for four blocks through a secondary business area of one and two-story buildings.

River Street began as a rude trail following the south river bank, connecting the settlement at the mouth of the river to the sawmills along the banks and on Lake Manistee. As commercial enterprises developed to serve the mills and their employees and families, these businesses located eastward along the river's south bank and River Street became the commercial street.

Sawmills and docks, with commercial buildings interspersed, lined the river bank, fronting on the river and on the street. The south side of the street was less industrial, being more solidly retail shops and office buildings because of the lack of direct river access. The railroad depot was built at the west end of the business district on River Street, while the Manistee Iron Works, a major industry, anchored the east end of the street.

Maple Street became the main north-south street by virtue of being the only route across the river via bridge. To the north of the river (along what is now Washington Street), Maple was a commercial/industrial street for several blocks from the river. To the south, up a steep hill, Maple Street was the address for several civic structures for the first three blocks, then became the major artery for the finest residential area of Manistee.

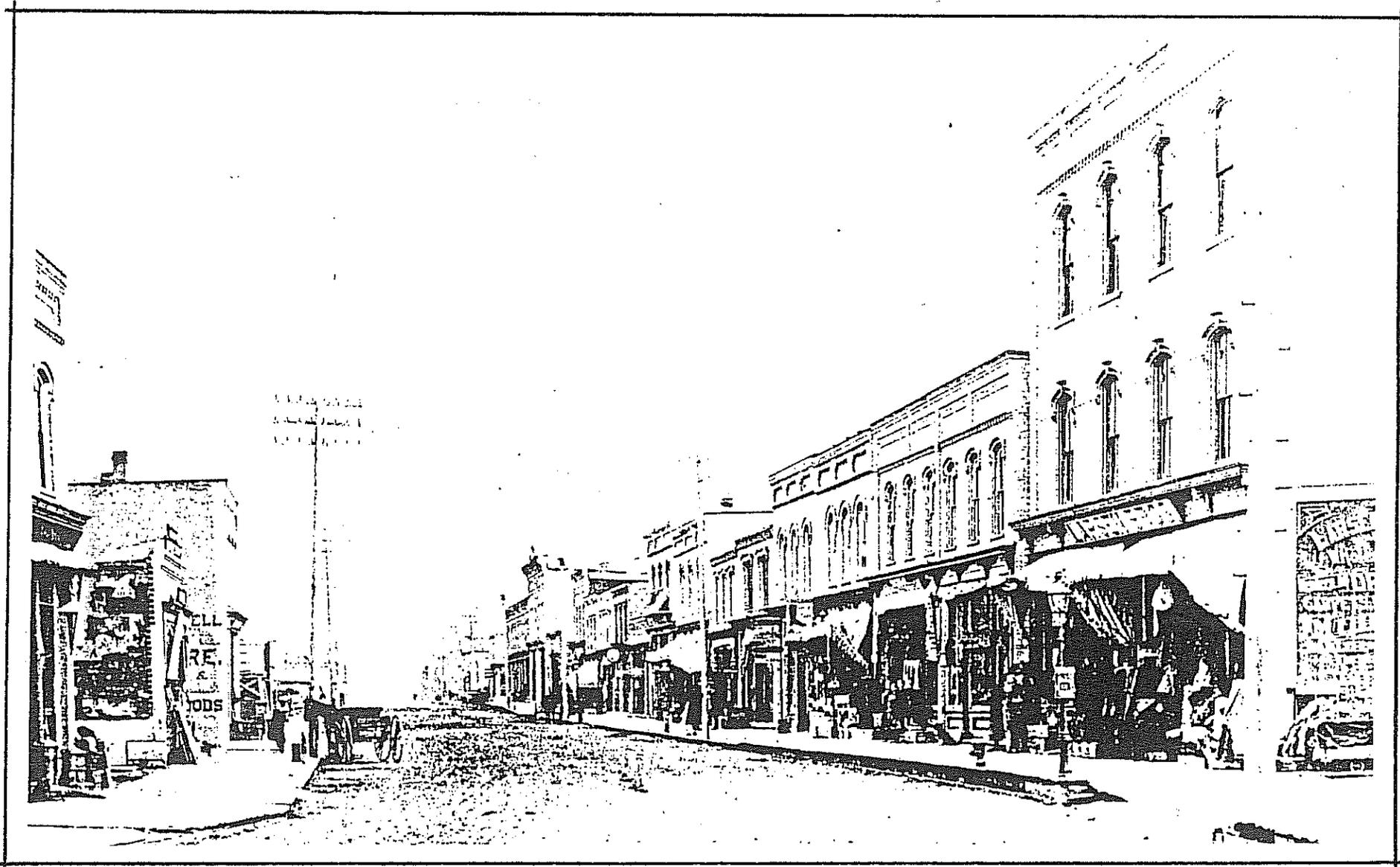
Washington Street today represents the results of the city's decline in population with its vacant areas and deteriorating buildings, but also reminds of the boom days with two large significant commercial buildings and a well-preserved hotel. Maple and Washington Streets are



joined by a drawbridge over the Manistee River.

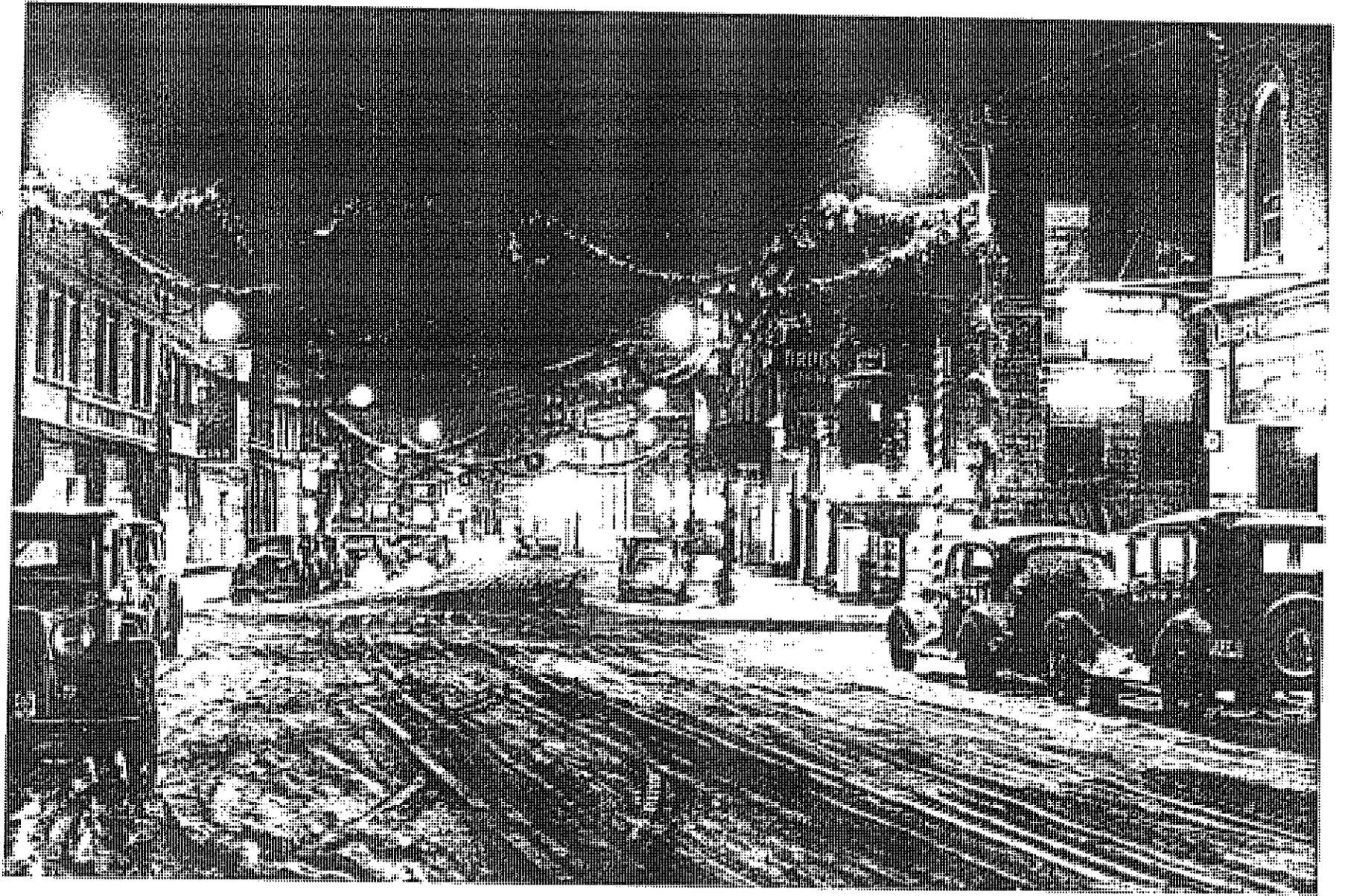
Views of the river, its commerce, and the grand residences on the hill rising to the south, provide a rich setting for experiencing the downtown district. The central blocks of River Street, in particular, present a vivid picture of a late nineteenth-century Victorian streetscape, made even more interesting by the constantly-changing vistas created by the bends in the street.

The downtown area's boundaries are delineated by surrounding neighborhoods. The section of the downtown south of the river is bounded by residential neighborhoods. To the west of Maple is the finest older residential neighborhood, with tree-lined streets and large Victorian homes of many styles. To the east of Maple is a neighborhood of more modest working class homes, interspersed with newer commercial and governmental buildings.



The eastern end of River Street is bordered by a working class residential neighborhood that is diluted with newer commercial strip development along the eastern end of River Street and U.S. Highway 31. The section of the District along Washington Street across the river is surrounded by a residential neighbor-

hood of small, turn-of-the-century houses to the west, north, and east except at the southeast corner where an area of 1950's and 1960's commercial development dominated by parking lots and a municipal parking lot/green space forms the eastern boundary. The Maple Street Drawbridge joins the two parts of the District.



II. URBAN DESIGN

URBAN DESIGN

The concept of urban design is difficult for many people to understand. Its proposals are typically outlined in grand and all-encompassing plans which offer recommendations for an overall improvement of an area. They are based on the premise that problems exist and offer physical design solutions at a variety of levels. Too often these plans are misunderstood. They overwhelm the reader by suggesting change that in reality can not be implemented.

Urban design plans serve as goals to many communities; offering ideas and dreams that in some way must go beyond the design in order to become reality.

These plans place a great emphasis on new construction. They have searched out the opportunities regarding private property and have attempted to link these projects together with public area improvements. The urban design plan for Manistee is not much different. It is, however, based on an entirely different set of criteria that recognizes the City of Manistee as a downtown of significant and important architectural character.

This plan for Manistee is a reflection of the problems and opportunities interpreted into a series of solutions that recognize the preservation attitudes of the community.

This section is a recognition that Manistee's resources form the foundation upon which change must take place. A unique aspect of this plan is that while it offers the all encompassing recommendations of the typical urban design plan, it has been carried to a level of project detail which offers incremental, but positive change over a realistic period of time.

The recommendation portion of this section is based on a thorough analysis of the downtown area in an attempt to identify its resources and its conditions. These have been re-identified for the purpose of the report as problems or opportunities of the downtown. The solutions that emerge then recognize not only existing conditions, but also potentials for change and the mechanisms necessary to assure positive improvement of the downtown area over a period of years.

The changes that are suggested deal in part with the functional use of the downtown area, i.e., the implications of land use, zoning and circulation. From this comes recommendations for new private oriented development, streetscape improvement, river front development and public open space changes.

As these recommendations are identified, they are interpreted into projects of

manageable scope and reality. Further these projects are given a sense of priority and are related to an overall phasing of downtown improvements.

An important consideration for the urban design plan is the manner in which it complements the character of the downtown. Too often a temptation exists in implementing the "common fabric" of an area to reinforce its character with designs from the past. Without a doubt, a logical approach for Manistee is to improve its common fabric in a way that emphasizes rather than duplicates its most significant architectural character.

Project Area

The boundaries of the urban design study include the major commercial portions of the downtown. Due to the preservation emphasis of this planning effort, it is obvious that the older commercial streets become the focus of the project area. It is also important that the project area include the major public approaches to the downtown, so that recommendations which emerge can include the visitor to Manistee as a participant rather than merely a passer-by.

Therefore, the urban design study area includes all of River Street, south of the Manistee River from Spruce Street on the west and Jones Street on the east. Its most southern boundary includes the intersection of First and Maple.

North of the Manistee River, the study area includes Washington Street from the intersection of Second Avenue and Lincoln. It further includes Memorial Drive and all the land to the south, to the river.

As an urban design area, this includes the zones which will have the greatest impact on an incrementally revised urban image of Manistee's downtown.

Urban Design Analysis

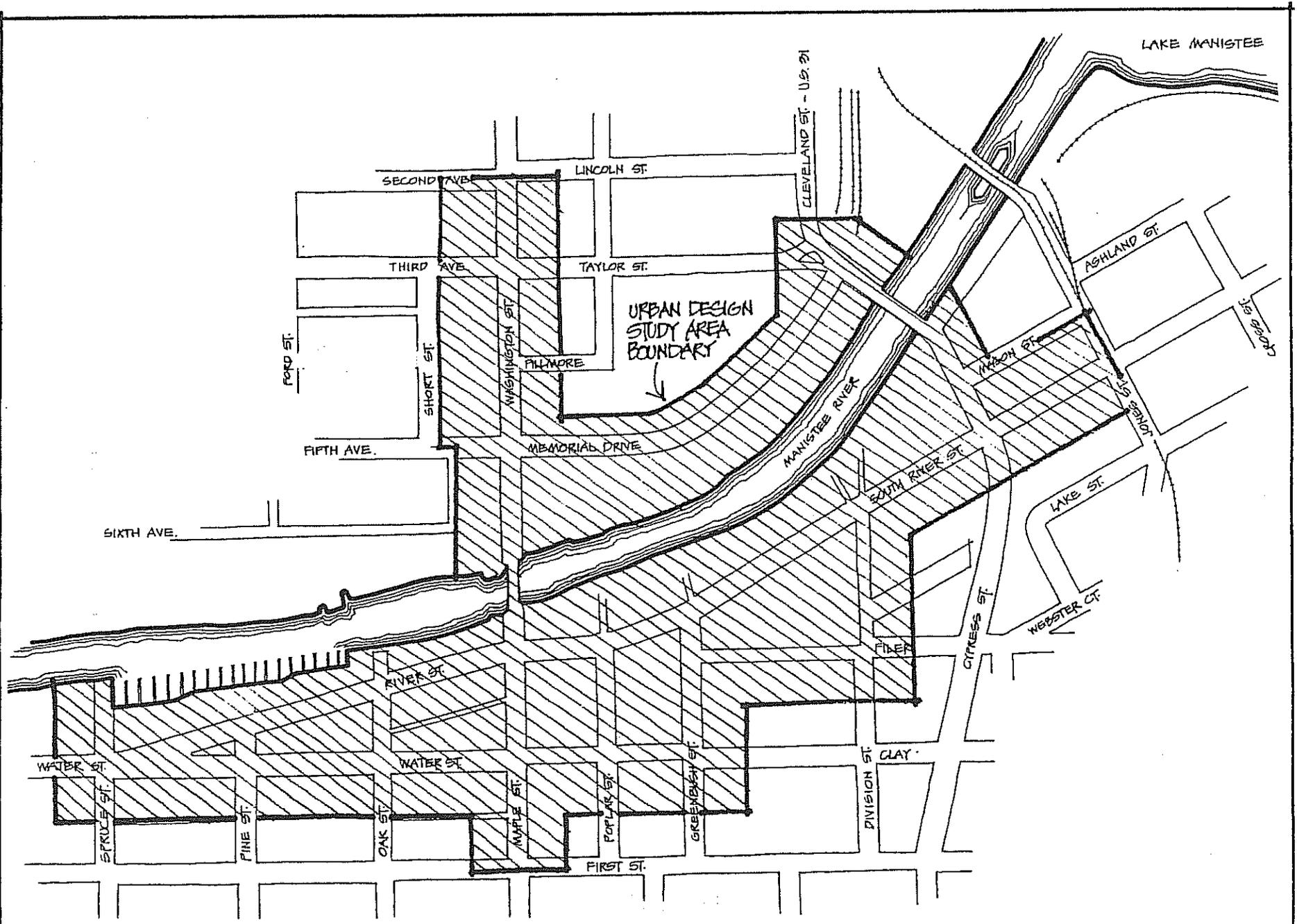
The following series of drawings deal with individual categories of assessment within the project area. They are intended to provide the "benchmark" for appropriate adjustment in the downtown. In addition, they serve to describe the conditions that will influence the ability to make changes.

For example, we have included a documentation of Traffic Patterns within the downtown. A level of information which conceivably could change. On the other hand, the assessment of the Generalized Slope Conditions offers background for creative utilization of differential grades in making recommendations for downtown.

Two diagrams, Existing Public Open Space and Existing Vegetation offer sufficient background for supplementing the extent of new vegetation for the downtown area.

A preliminary assessment most important to the development of the urban design recommendations stems from the diagram on Downtown Edge Relationships. This drawing illustrates the entity of the downtown in terms of land use and how all the contributing factors of form, slope and structure create an unmistakable identity for the downtown as well as suggests some opportunities for enhancement of that zone.

The diagram on Entrance Improvements

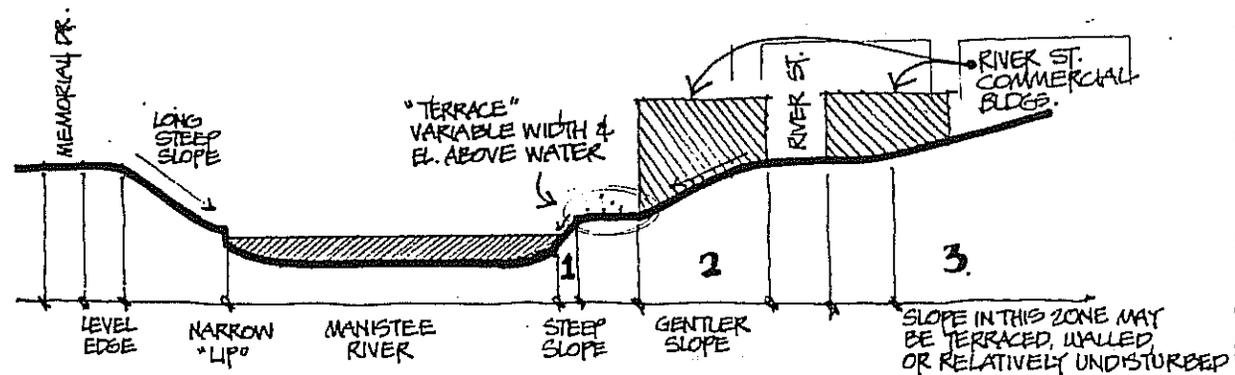


THE URBAN DESIGN STUDY AREA

fortifies the assessment of the entity by suggesting the points of entry and departure for those visiting the downtown. These become key intersections in the improvement schemes for the area. It is within these micro-zones that the perception of the whole takes place, and is important in prioritizing improvements that the entries to the downtown receive highly visible project implementation in an attempt to upgrade the overall impression of the downtown area.

A concept which is important to describe in the urban design approach is that of public/private property ownership. Too often these categories come into conflict with each other. Because the decisions that influence change in either area depend upon an action of their counterpart. In other words, "why should I improve my building or my property if the city is unwilling to provide parking, plant trees, improve the lighting, etc., etc., ..." At the other extreme, "why should the city respond to the demands of the private property owner if that person does not take the necessary steps to keep his/her property in good repair."

It is the purpose of this urban design section to break down barriers of urban design responsibility in the implementation solutions that benefit both the property owner and the city as a whole.



The Manistee River is a major influence in the continuing evolution of the downtown. It is responsible for the vertical and horizontal irregularities that lend character to the area.

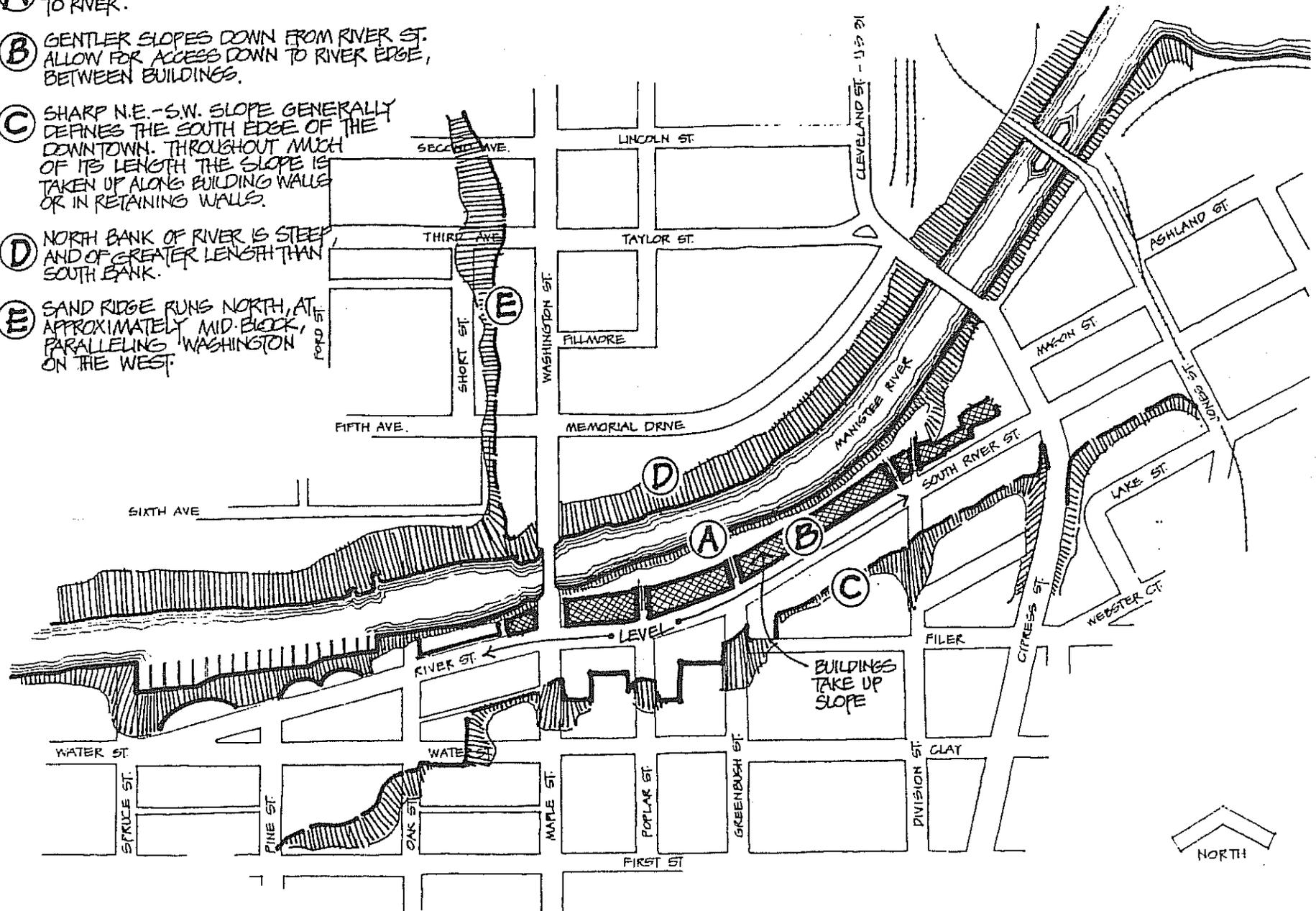
(A) STEEP, RELATIVELY SHORT DROPS (TYP. 5'-10') TO RIVER.

(B) GENTLER SLOPES DOWN FROM RIVER ST. ALLOW FOR ACCESS DOWN TO RIVER EDGE, BETWEEN BUILDINGS.

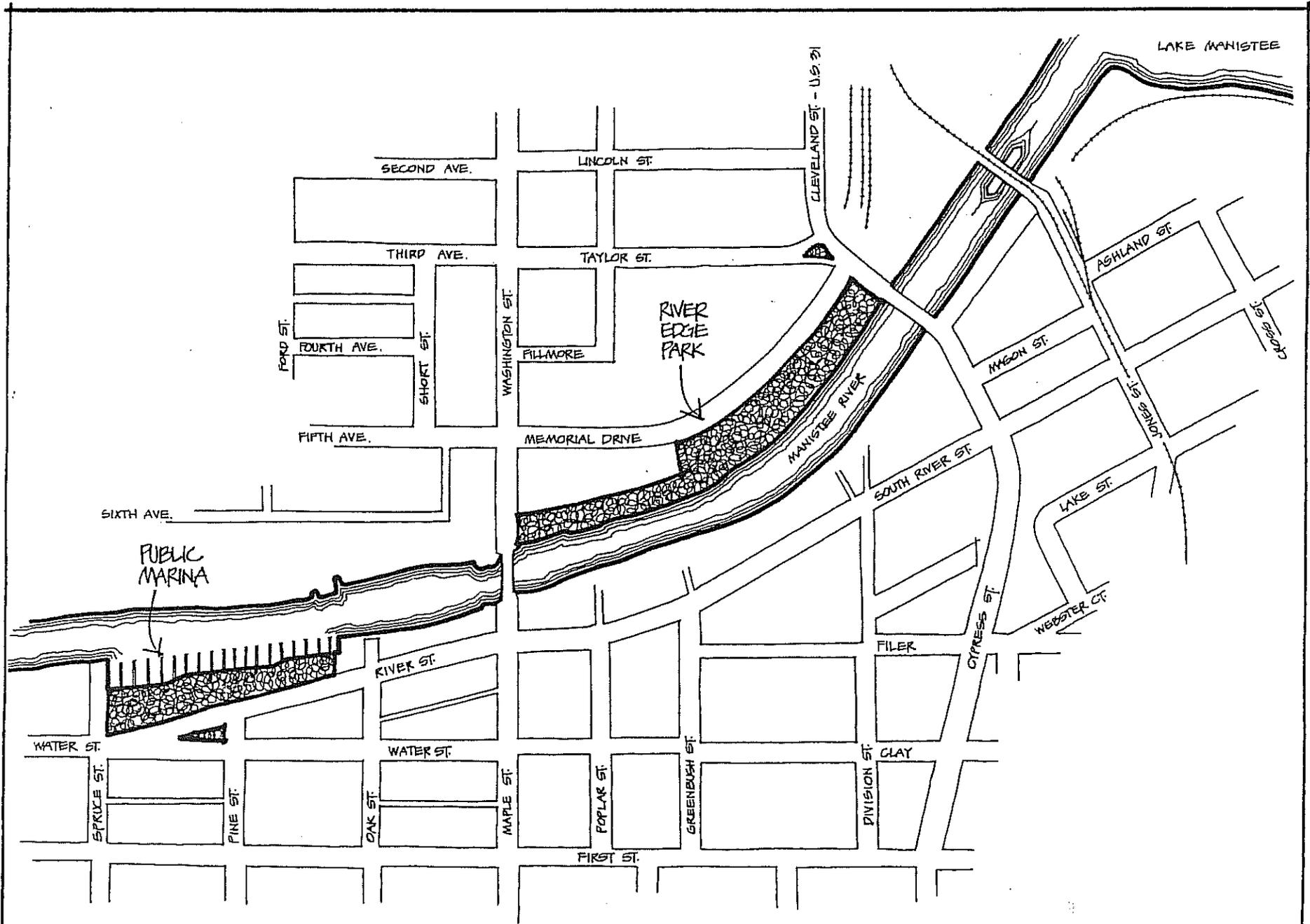
(C) SHARP N.E.-S.W. SLOPE GENERALLY DEFINES THE SOUTH EDGE OF THE DOWNTOWN. THROUGHOUT MUCH OF ITS LENGTH THE SLOPE IS TAKEN UP ALONG BUILDING WALLS OR IN RETAINING WALLS.

(D) NORTH BANK OF RIVER IS STEEP AND OF GREATER LENGTH THAN SOUTH BANK.

(E) SAND RIDGE RUNS NORTH, AT APPROXIMATELY MID-BLOCK, PARALLELING WASHINGTON ON THE WEST.

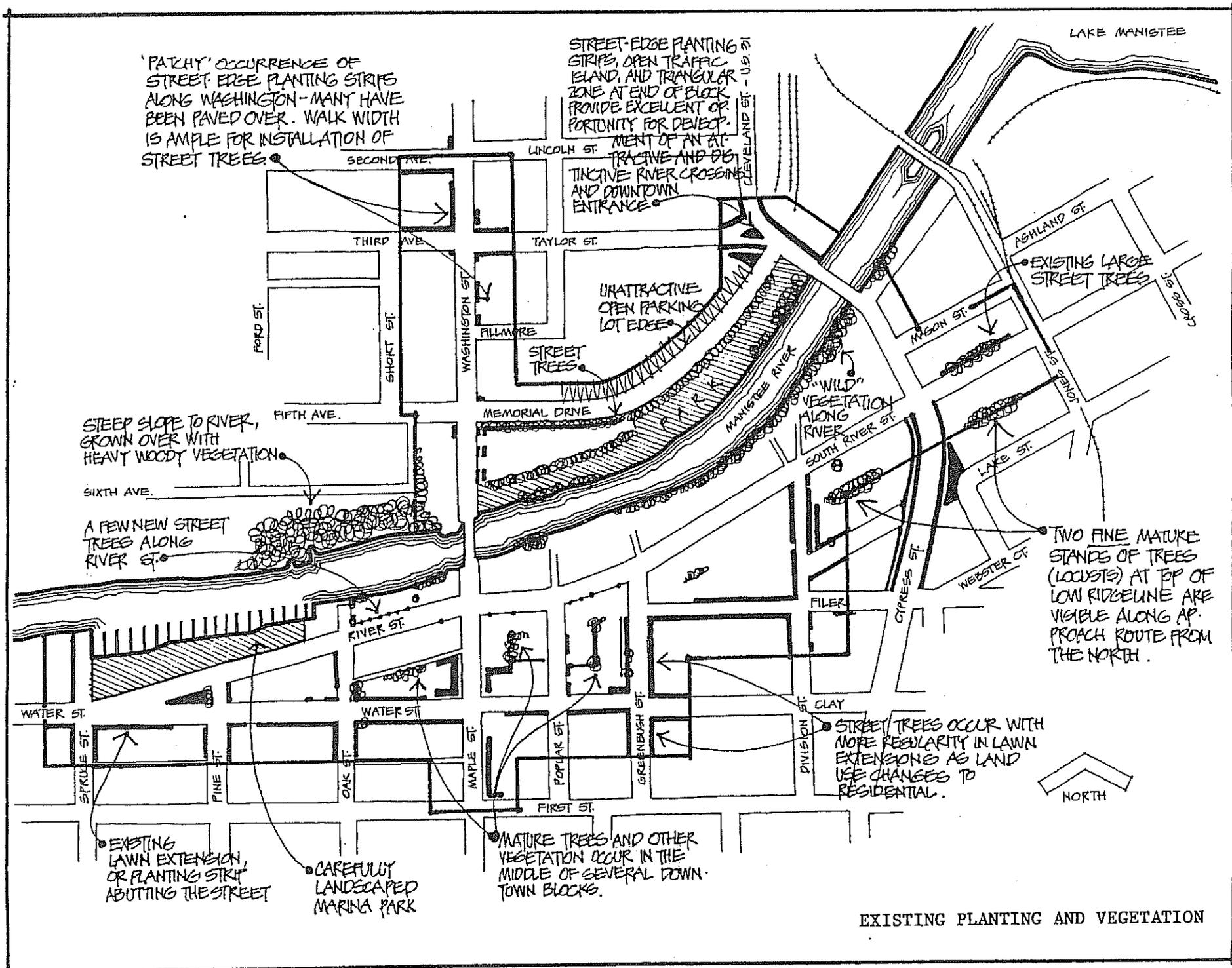


GENERALIZED SLOPE CONDITIONS



The two major areas of downtown open space relate directly to the Manistee River.

EXISTING PUBLIC OPEN SPACE



'PATCHY' OCCURRENCE OF STREET-EDGE PLANTING STRIPS ALONG WASHINGTON - MANY HAVE BEEN PAVED OVER. WALK WIDTH IS AMPLE FOR INSTALLATION OF STREET TREES.

STREET-EDGE PLANTING STRIPS, OPEN TRAFFIC ISLAND, AND TRIANGULAR ZONE AT END OF BLOCK PROVIDE EXCELLENT OPPORTUNITY FOR DEVELOPMENT OF AN ATTRACTIVE AND DISTINCTIVE RIVER CROSSING AND DOWNTOWN ENTRANCE.

UNATTRACTIVE OPEN PARKING LOT EDGES

STREET TREES

STEEP SLOPE TO RIVER, GROWN OVER WITH HEAVY WOODY VEGETATION.

A FEW NEW STREET TREES ALONG RIVER ST.

"WILD" VEGETATION ALONG RIVER

TWO FINE MATURE STANDS OF TREES (LOCUSTS) AT TOP OF LOW RIDGE LINE ARE VISIBLE ALONG APPROACH ROUTE FROM THE NORTH.

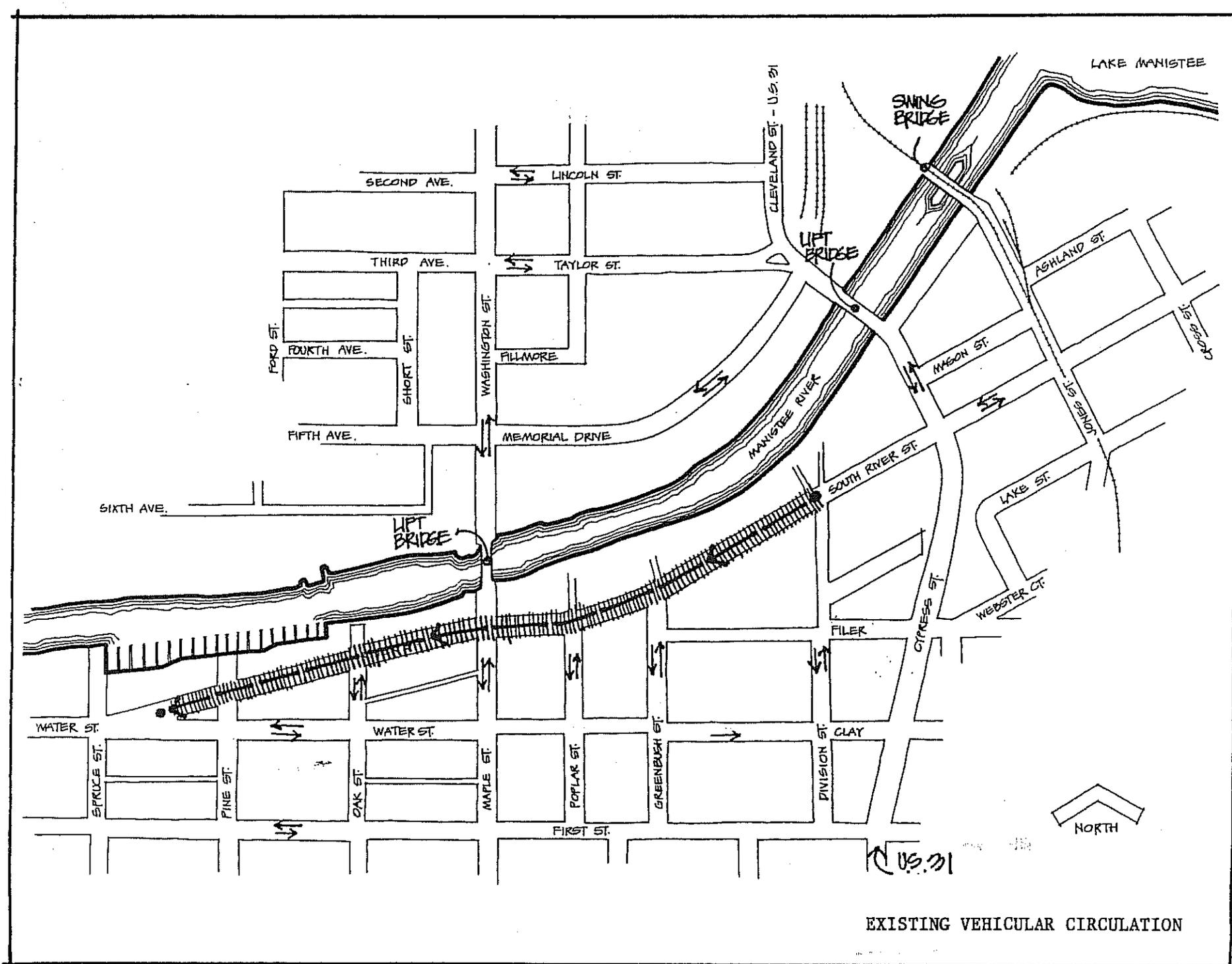
STREET TREES OCCUR WITH MORE REGULARITY IN LAWN EXTENSIONS AS LAND USE CHANGES TO RESIDENTIAL.

EXISTING LAWN EXTENSION, OR PLANTING STRIP, ABUTTING THE STREET

CAREFULLY LANDSCAPED MARINA PARK

MATURE TREES AND OTHER VEGETATION OCCUR IN THE MIDDLE OF SEVERAL DOWNTOWN BLOCKS.

EXISTING PLANTING AND VEGETATION



EXISTING VEHICULAR CIRCULATION

• RESIDENTIAL

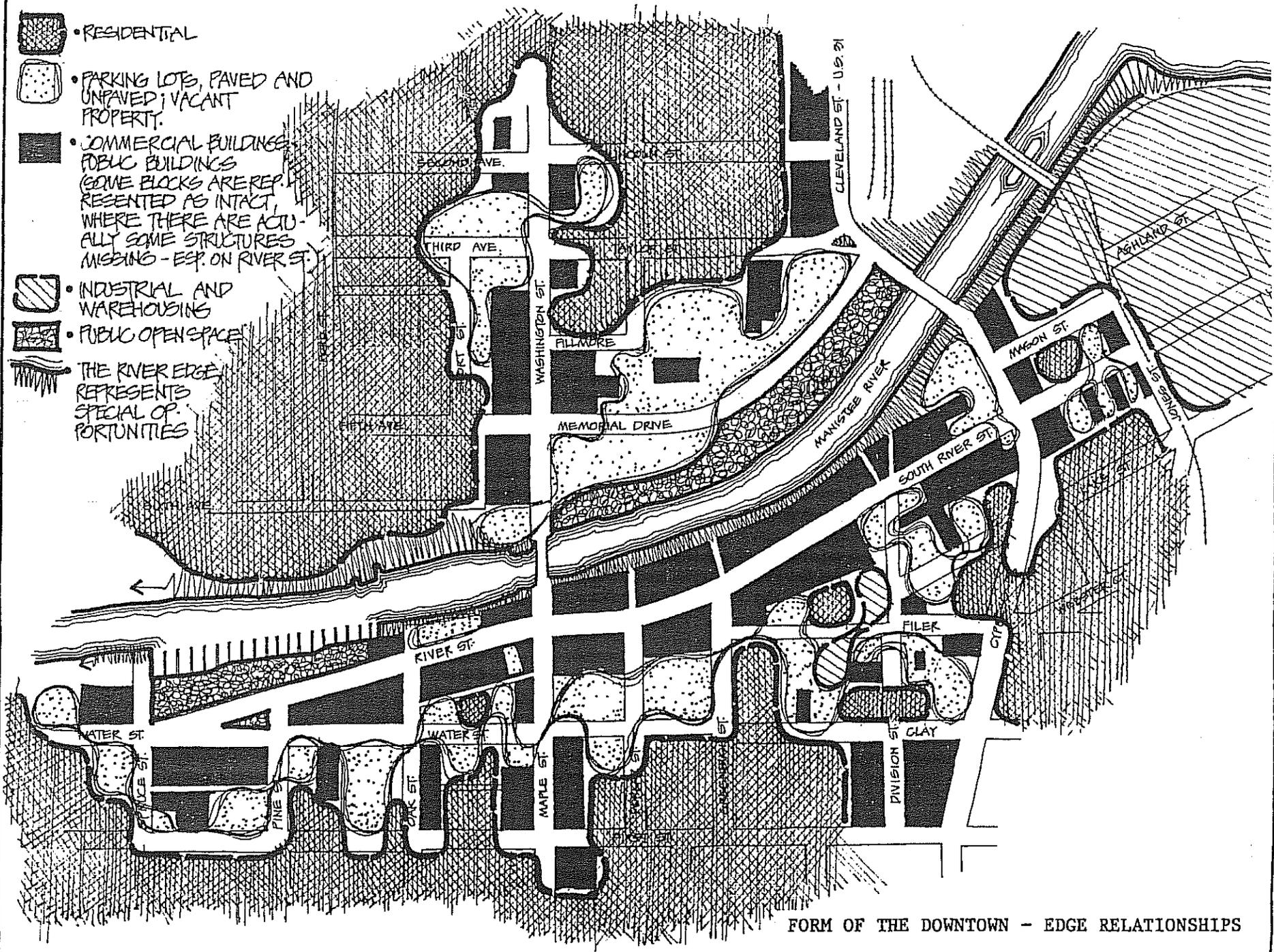
• PARKING LOTS, PAVED AND UNPAVED, VACANT PROPERTY.

• COMMERCIAL BUILDINGS, PUBLIC BUILDINGS (SOME BLOCKS ARE REPRESENTED AS INTACT, WHERE THERE ARE ACTUALLY SOME STRUCTURES MISSING - ESP. ON RIVER ST.)

• INDUSTRIAL AND WAREHOUSING

• PUBLIC OPEN SPACE

THE RIVER EDGE REPRESENTS SPECIAL OPPORTUNITIES



FORM OF THE DOWNTOWN - EDGE RELATIONSHIPS

Urban Design Problems/Opportunities

Downtown Manistee suffers from an obscurity common to many communities. The main highway bypasses the principal arrival point to the downtown without sufficient recognition of what exists along the city's "main street."

Although one of the major contributors to the character of the downtown is the Manistee River, it is also the cause of various problems. First of all, the river has given the city of Manistee its unique character. Not only in terms of its "dog-leg" streets, but also in the topography that allows one to view the downtown as a series of steps rather than the flat surface more common in the midwest. Additionally, the river offers a significant recreational focus for downtown Manistee. Not only for the "on-looker," but for the participant in the boating activities related to the river.

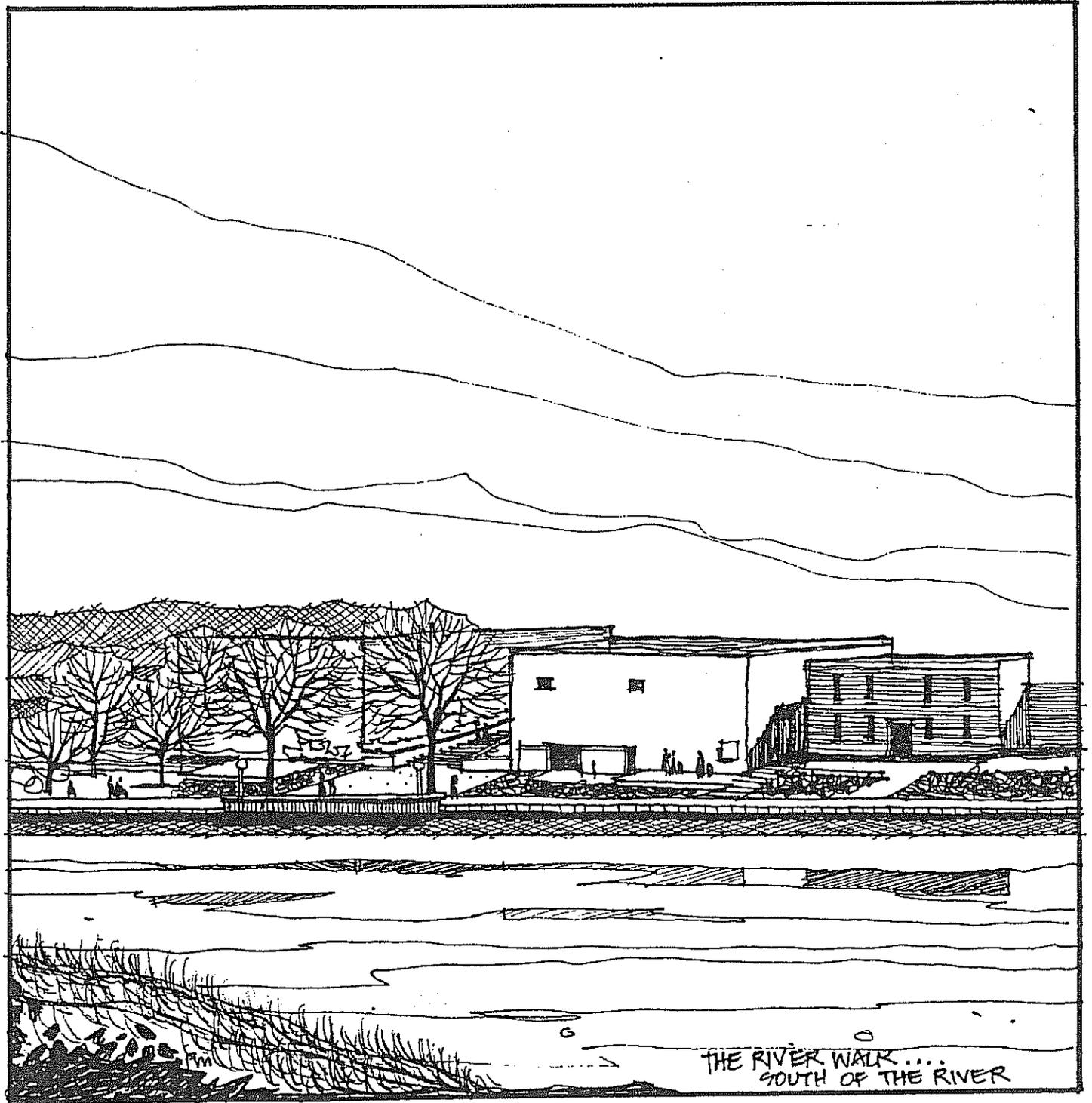
On the negative side, the Manistee River divides the downtown and creates a significant separation between Maple Street to the south and Washington Street to the north. Obviously the degree of separation is emphasized by an occasional opening of the bridges, but in reality is a perceptual division of the downtown. Another condition which exists as a problem, but offers tremendous opportunity is the relationship of commercial buildings to the river. The strip of space behind the buildings on the south side of the river offers service access to some of the buildings, but potentially could offer a major pedestrian linkage resource to the downtown.

Throughout the downtown, there are areas

which should be pointed out as definite opportunities for private investment. These are in the form of vacant land, or in some cases, as existing buildings worthy of rehabilitation. The downtown demonstrates considerable capacity for private area improvement. Some of this vacant land offers an opportunity as publicly improved property. In this case, its potential is to supplement the parking capacity of the downtown and to offer close-in opportunities for parking improvement. The increased capacity for parking in the downtown may be dependent upon the purchase of land, the acquisition of existing structures for demolition or the reorganization of existing parking into more efficient space. No doubt these options must be considered in developing final decisions for parking expansion.

The urban design intention for urban open space and planting is an important consideration in this study. This is so due to the impact that vegetation can have in emphasizing either the total downtown or zones within the entity. Planting can be used to selectively screen visual problems or to channel views to certain areas. Plantings can also be used to enhance the more pedestrian oriented spaces of the downtown.

It did not take a significant amount of analysis to reveal that downtown Manistee is a tight, compact "almost European" downtown. This configuration should not be overlooked in making long range project oriented changes to the downtown as a whole. Additionally, it should be recognized that the tight compact configuration makes those areas of open space which remain, valuable spaces within the district. The most significant of these



is the land south of Memorial Drive up to the river's edge. This linear strip of open space effectively used can be a significant open space in the downtown area.

In addressing the category of problems versus opportunities in the downtown, two concepts should be understood. The first of these is the retention of mixed uses within the downtown. That is, the overlap of commercial and residential along the district edges along with the desire to maintain the approximate size of the district. If the downtown commercial is allowed to expand too far into the residential area, it could severely affect the character which now exists. However, it would be advisable, to allow residential use to move more forcefully into the downtown where economics suggest that upstairs residential could exist. In other words, the concept of mixed use should be allowed to develop without sacrificing the perceptual edge of the downtown.

A second concept that is important to understand is the relationship of the commercial downtown to the "metropolitan" Manistee area. The downtown has the opportunity to function as a service and convenience oriented area that can also play up its unique character in providing special retail to the overall area. In implementing this concept, it would be necessary to promote the availability of the downtown to the driver headed north along U.S. 31. A responsibility of the urban design plan is to offer design solutions for attracting an expanded visitor market to the downtown by emphasizing it as a unique commercial and architectural area.

Urban Design Recommendations

The following series of drawings describe an overall plan for urban design. As previously discussed, this plan should be considered a goal and any attempt to implement it in total would be a misunderstanding of its potential. The plan represents an ideal based on the existing conditions and resources of the downtown. Through necessity, an urban design plan attempts to suggest a variety of related changes for the downtown. It does so with an understanding of numerous factors which appear in the analysis. In order to relate an element of reality to the urban design plan, it has been reduced to a series of projects which are then prioritized with regard to their impact on the downtown. The series of projects which follow the urban design plan each need to be dealt with on an individual basis. Their significance in this report is to give guidance to an overall strategy of change for the downtown. The projects themselves can be implemented in a variety of ways. Their specific method of implementation is dealt with later in this report.

It is important to understand that a systematic implementation of the recommended projects will eventually allow the downtown to evolve gracefully. This is an important approach in preservation planning. Because as the urban entity matures, it happens in combination with the private investment that is so critical to the success of the downtown. The projects that are described in this section admittedly serve as catalysts to much more activity.

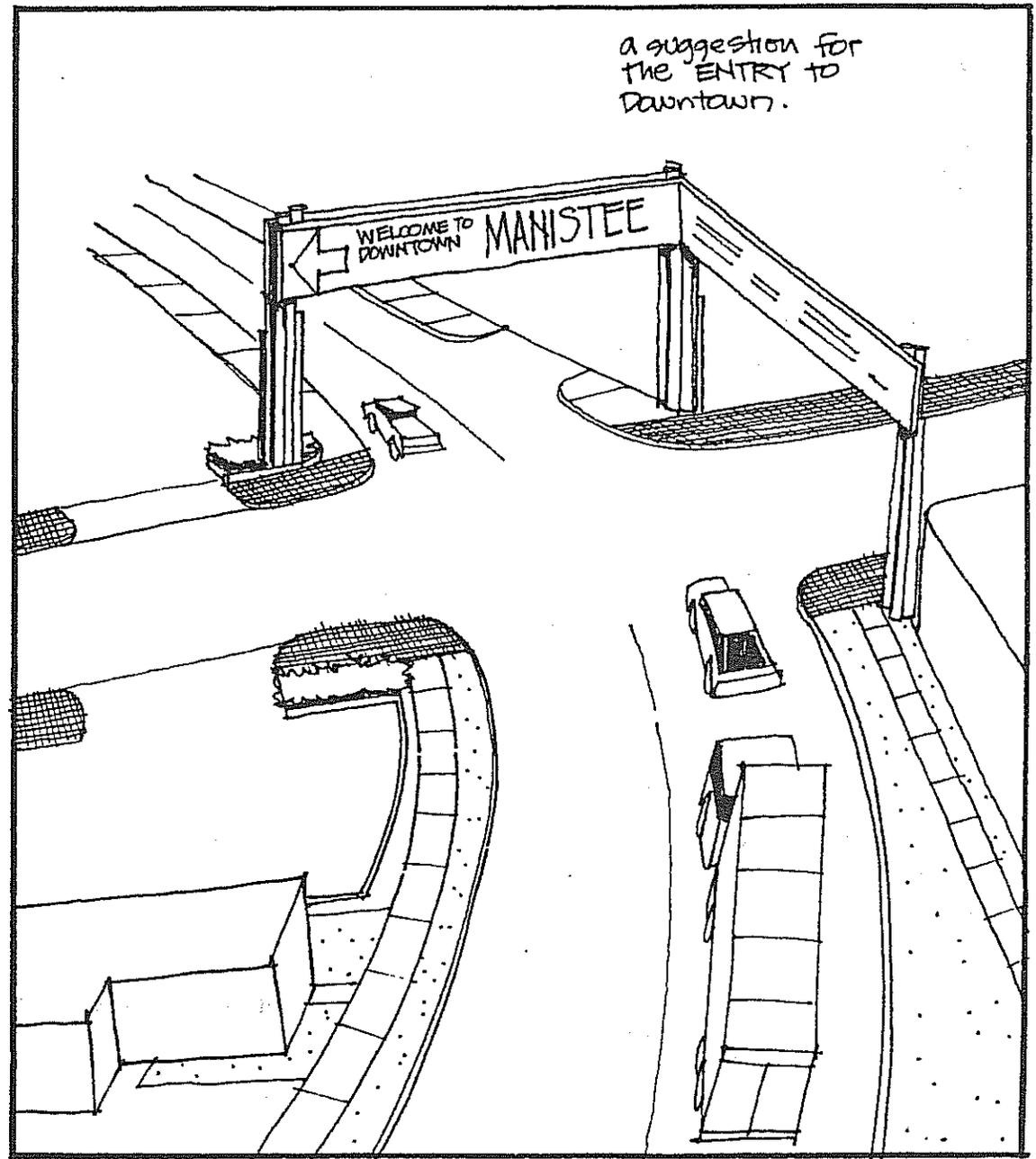
The details of implementation under this

urban design plan have reasonable assurance of design compatibility. Not only do they represent a unified approach to urban design change, but they do so with a recognition of how design should relate to the architectural expression of downtown Manistee. As implementation occurs, the historic character of the architecture, the spaces and related details will not be sacrificed to an inappropriate design solution for the urban design area.

Priorities/Phasing

The sequence of improvements shown here is to some extent arbitrary. It is obviously dependent upon the enthusiasms and energies of those responsible. It is similarly dependent on funding sources and the carrying out of design development. What is shown here is a logical sequence of improvements that offers a systematic catalyst for future projects as well as private investment. It is important that the initial wave of projects achieve a goal of "advertising the downtown" so that the market for retail development can be assured. As the market becomes more realistic, subsequent improvements are made in an attempt to expand the options of the visitor in an evolving multi-use downtown.

The strategy for future success of Manistee's downtown is not only the incremental upgrading of the area, but a demonstration to its user that a variety of options exist over the twelve month year.



A. APPROACH FROM NORTH IS THROUGH STRIP COMMERCIAL, TERMINATING IN VAST UNSCREENED PARKING LOT AT BRIDGE. PARK HAS LITTLE IMPACT, SINCE IT IS ON THE DOWN-SLOPE TO RIVER. VISUAL CONTAINMENT NEEDED. AREA SOUTH OF BRIDGE IS A DISORGANIZED CLUTTER OF COMMERCIAL USES, SIGNS & PARKING. THE ROUTE SOUTH, ON UP THE RISE OF CYPRESS, IS MUCH MORE ATTRACTIVE THAN THE TURN ONTO RIVER ST. SCREENING, ENCLOSURE & ORGANIZATION NEEDED HERE.

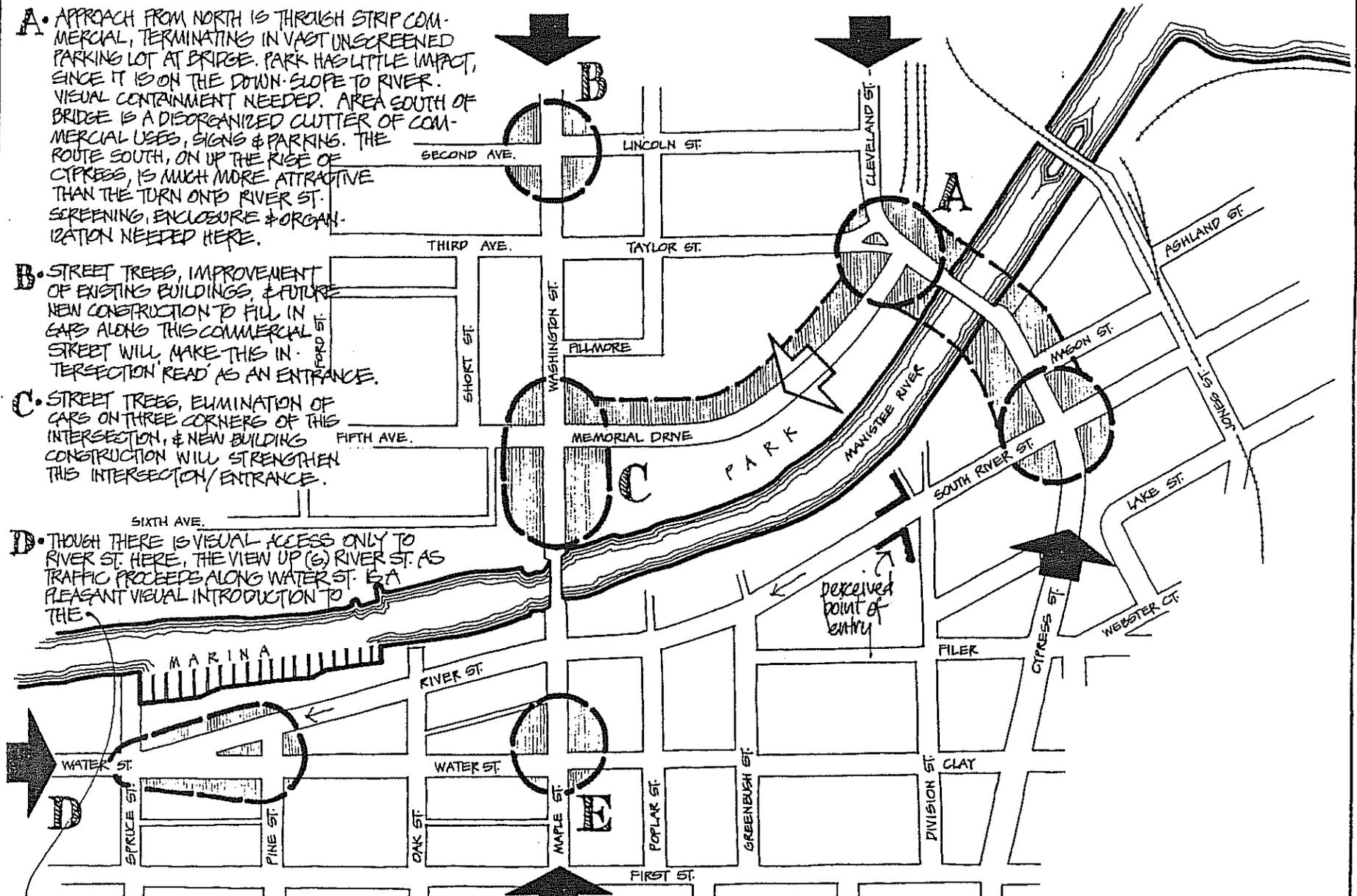
B. STREET TREES, IMPROVEMENT OF EXISTING BUILDINGS, & FUTURE NEW CONSTRUCTION TO FILL IN GAPS ALONG THIS COMMERCIAL STREET WILL MAKE THIS INTERSECTION READ AS AN ENTRANCE.

C. STREET TREES, ELIMINATION OF CARS ON THREE CORNERS OF THIS INTERSECTION, & NEW BUILDING CONSTRUCTION WILL STRENGTHEN THIS INTERSECTION/ENTRANCE.

D. THOUGH THERE IS VISUAL ACCESS ONLY TO RIVER ST. HERE, THE VIEW UP (6) RIVER ST. AS TRAFFIC PROCEEDS ALONG WATER ST. IS A PLEASANT VISUAL INTRODUCTION TO THE

DOWNTOWN. STREET TREE PLANTINGS ALONG STREET EDGES, AND ESP. ON THE TRIANGULAR AREA AND AT THE MARINA EDGE WILL STRENGTHEN THE 'PORTAL' FEELING AND REDUCE THE LATERAL SPILLAGE OF THE STREET SPACE TOWARD THE MARINA.

E. PARKING LOT SCREENING & STREET TREES WILL DEFINE THIS ENTRANCE & REDUCE VISUAL IMPACT OF PARKED CARS.



ENTRANCE IMPROVEMENTS

INSTALL ADDITIONAL PLANTINGS (EX. FLOWERING CRABS, AMUR MAPLE, OR SIMILAR) TO BETTER SCREEN THIS PARKING LOT, WHICH IS IN FULL VIEW FROM DOWNTOWN, & OCCUPIES A CRITICAL ENTRANCE IMAGE CORNER.

CREATE PARK WALK AT THE RIVER EDGE

INSTALL PLANTINGS (LARGE TREES + SPECIAL INTEREST MATERIALS) TO CREATE AN ATTRACTIVE ENTRANCE AT BRIDGE

INSTALL STREET TREES ALONG BOTH SIDES OF WASHINGTON TO STRENGTHEN & UNIFY THIS ENTRANCE CORRIDOR. INSTALL STREET TREES ALONG N. SIDE OF MEMORIAL DR. TO REDUCE VISUAL IMPACT OF VAST OPEN PARKING LOT. INSTALL PEDESTRIAN SCALE LIGHTING.

SPECIAL DEVELOPMENT ZONE... POTENTIAL PEDESTRIAN EDGE ALONG RIVER, BEHIND COMMERCIAL BLDGS.

INSTALL STREET TREES TO COMPLETE TREE PLANTINGS ON BOTH SIDES OF STREET. DOWNTOWN PEDESTRIAN LIGHTING TO CONTINUE TO JONES ST.

THE AREA MOST NEEDING URBAN DESIGN IMPROVEMENT... ORGANIZE & SCREEN PARKING LOTS; INSTALL STREET TREES; ORGANIZE & SIMPLIFY SIGNAGE, BLDG. COLORS. INSTALL PEDESTRIAN SCALE LIGHTING.

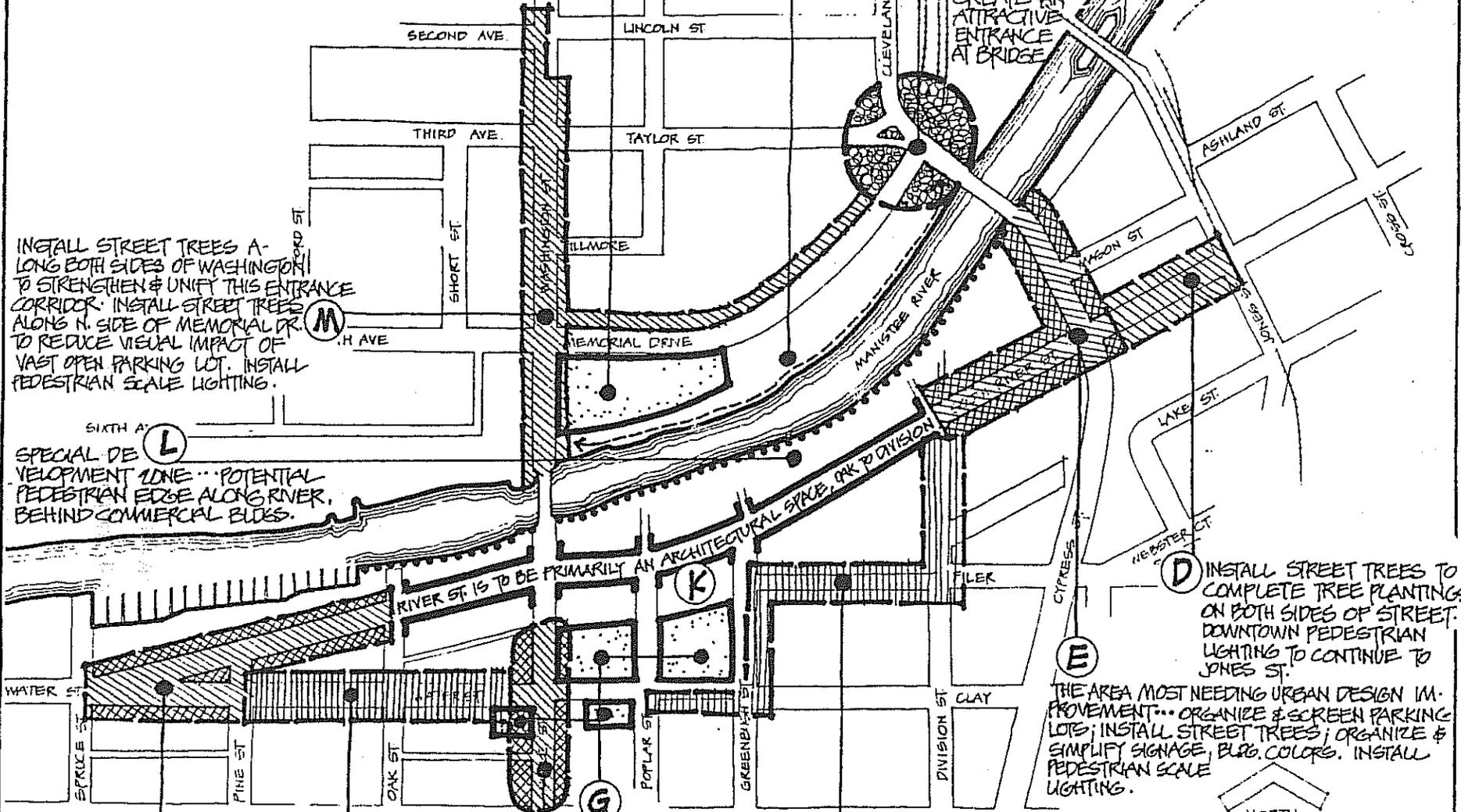
INSTALL STREET TREES ALONG BOTH SIDES OF STREET & ON 'ISLAND'. BEGIN RIVER ST. PEDESTRIAN LIGHTING HERE.

INSTALL STREET TREES ALONG BOTH SIDES OF THIS S. BOUNDARY STREET OF URBAN DESIGN STUDY AREA - THE RESIDENTIAL EDGE.

SCREEN THESE FOUR PARKING LOTS (WHICH DETRACT FROM MAPLE ST. ENTRANCE & THE CITY HALL SETTING) AS PER RECOMMENDATION A.

INSTALL STREET TREES ALONG BOTH SIDES OF THIS S. BOUNDARY STREET OF THE URBAN DESIGN STUDY AREA, WHERE LAND USE BECOMES MORE RESIDENTIAL.

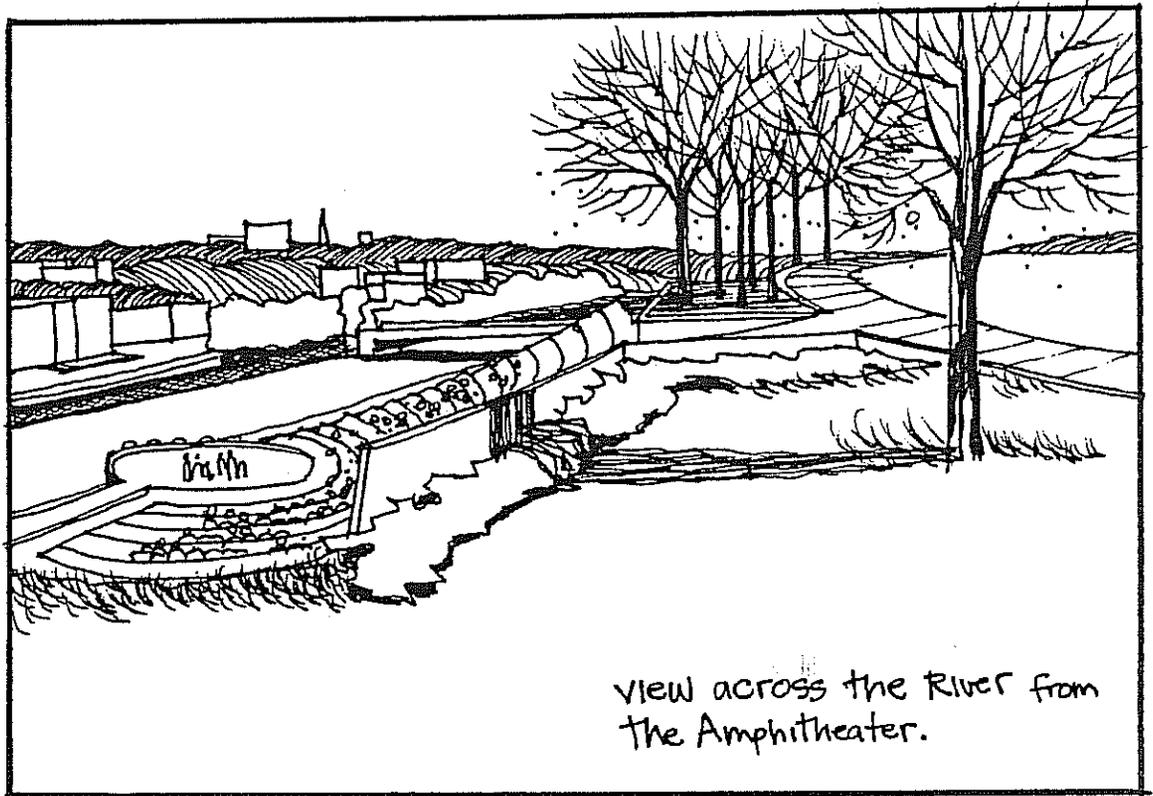
INSTALL STREET TREES, BOTH SIDES OF MAPLE ST.



URBAN DESIGN IMPROVEMENTS SUMMARY RECOMMENDATIONS

The Urban Design Plan

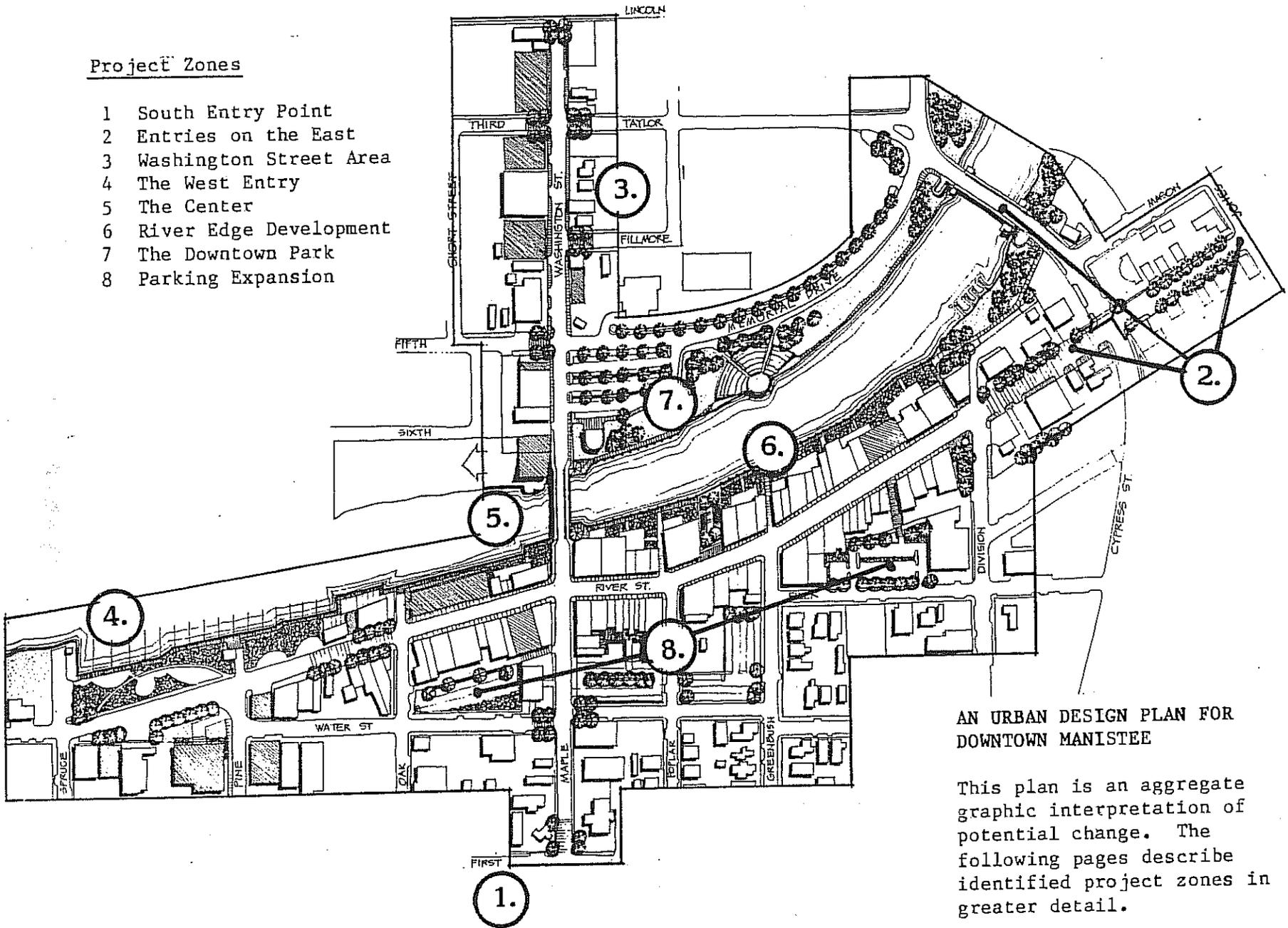
The preceding material is intended to be general. Its purpose is analytical so that the problems and opportunities of the downtown can be seen in context with each other. The Entrance Improvements and Summary Recommendations drawings suggest conceptual changes that can correct or enhance a particular situation. The material which follows is a further development of the concepts. As much as possible, within the context of this study. The urban design suggestions indicate the items that would be part of an "improvement." The page opposite acts as a key for the project sheets that follow. Each of the project sheets shows potential improvements in relationship to a specific item whether it is planting, parking, paving or some other change. The project sheets offer a level of detail in anticipation of some segment of urban design work being accomplished.



view across the River from
The Amphitheater.

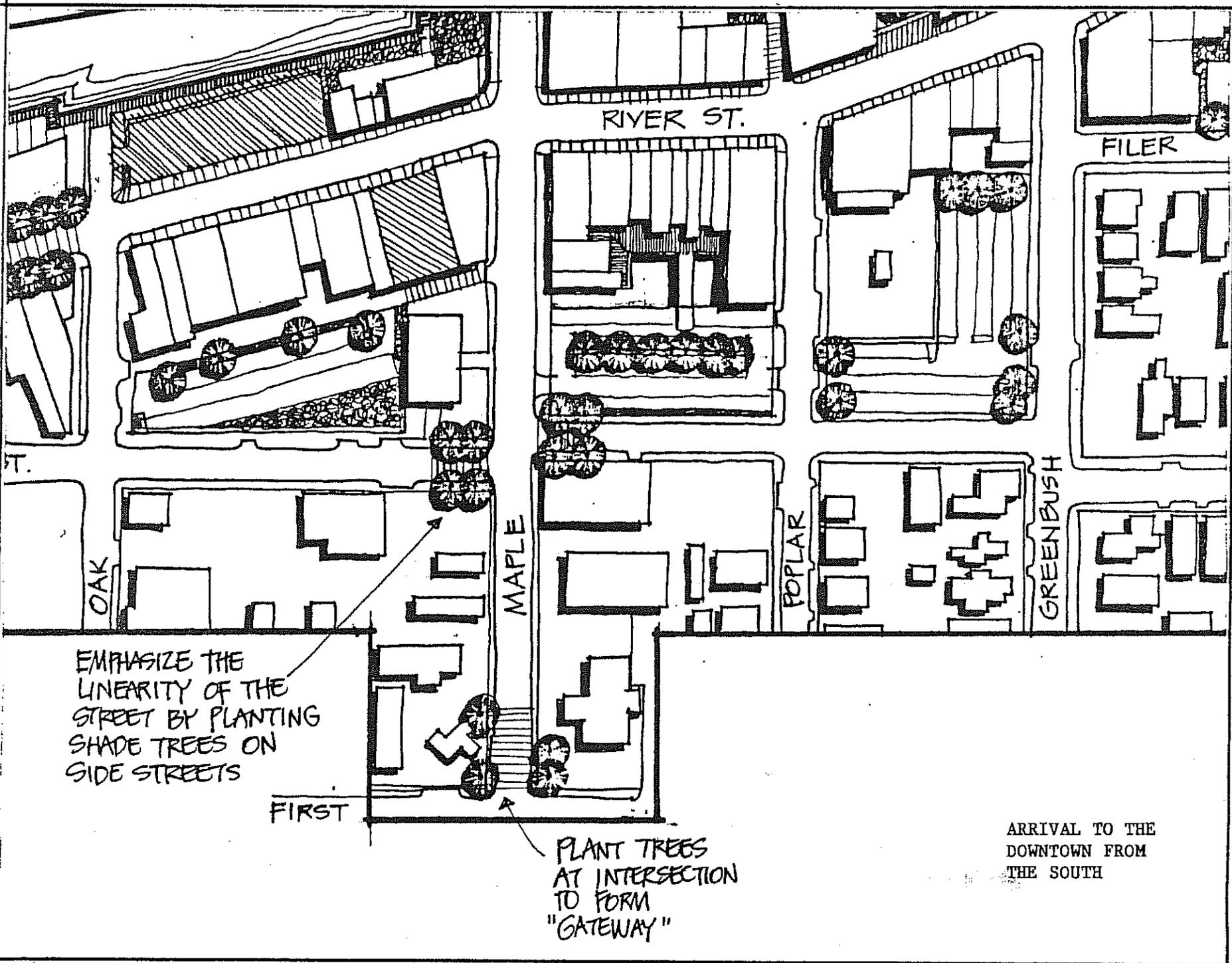
Project Zones

- 1 South Entry Point
- 2 Entries on the East
- 3 Washington Street Area
- 4 The West Entry
- 5 The Center
- 6 River Edge Development
- 7 The Downtown Park
- 8 Parking Expansion



AN URBAN DESIGN PLAN FOR
DOWNTOWN MANISTEE

This plan is an aggregate graphic interpretation of potential change. The following pages describe identified project zones in greater detail.



RIVER ST.

FILER

ST.

OAK

MAPLE

POPLAR

GREENBUSH

EMPHASIZE THE
LINEARITY OF THE
STREET BY PLANTING
SHADE TREES ON
SIDE STREETS

FIRST

PLANT TREES
AT INTERSECTION
TO FORM
"GATEWAY"

ARRIVAL TO THE
DOWNTOWN FROM
THE SOUTH

NEW PLANTINGS AT BRIDGE APPROACHES

PLANT TREES ON BOTH SIDES, CONTINUE PAVING AND LIGHTING TREATMENT FROM DOWNTOWN AS FAR AS JONES STREET

MASON

INSTALL OVERHEAD "SYMBOL" TO HELP DIRECT MOTORISTS INTO THE DOWNTOWN

UNIFY PAVING TREATMENT IN THIS BLOCK

ARTZIVAL GRAPHICS

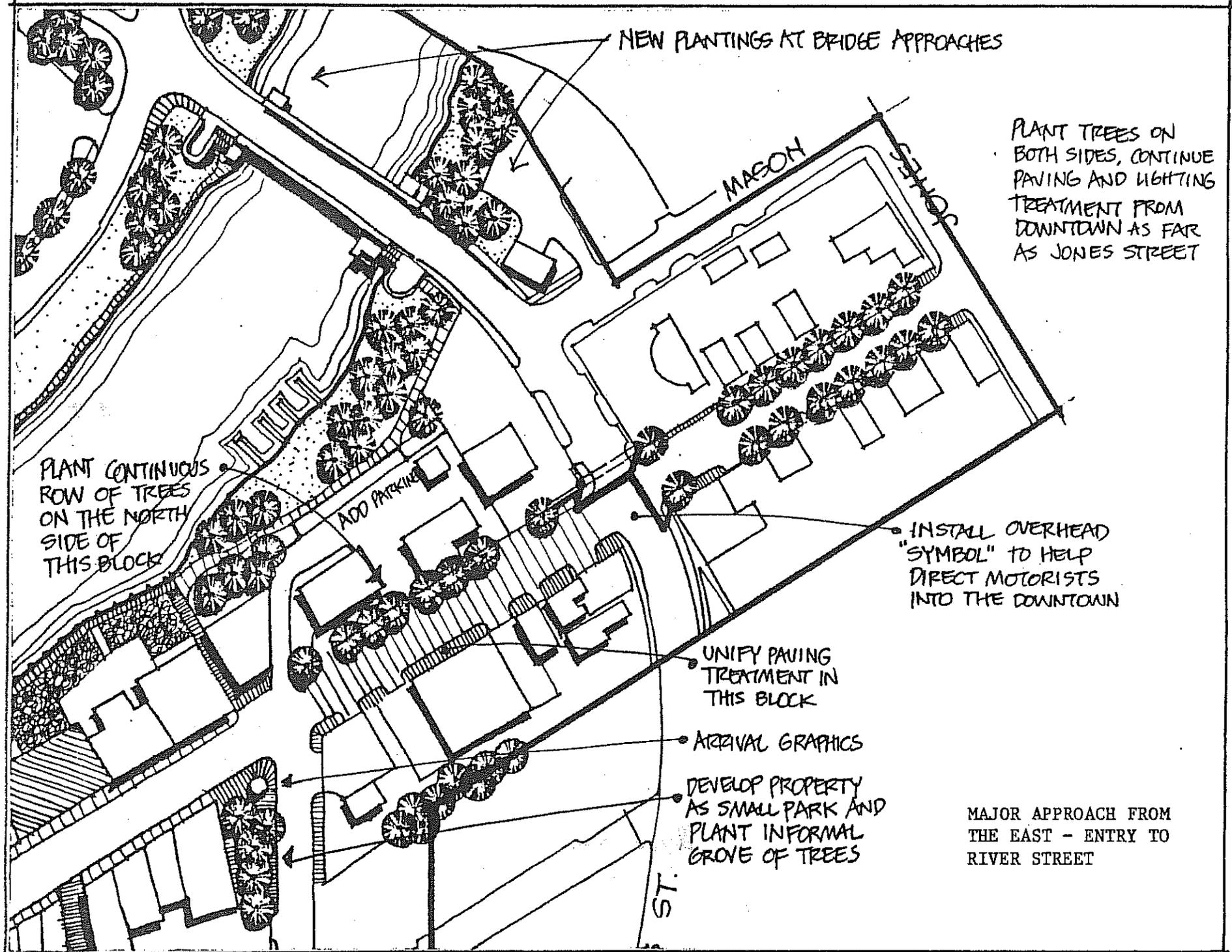
DEVELOP PROPERTY AS SMALL PARK AND PLANT INFORMAL GROVE OF TREES

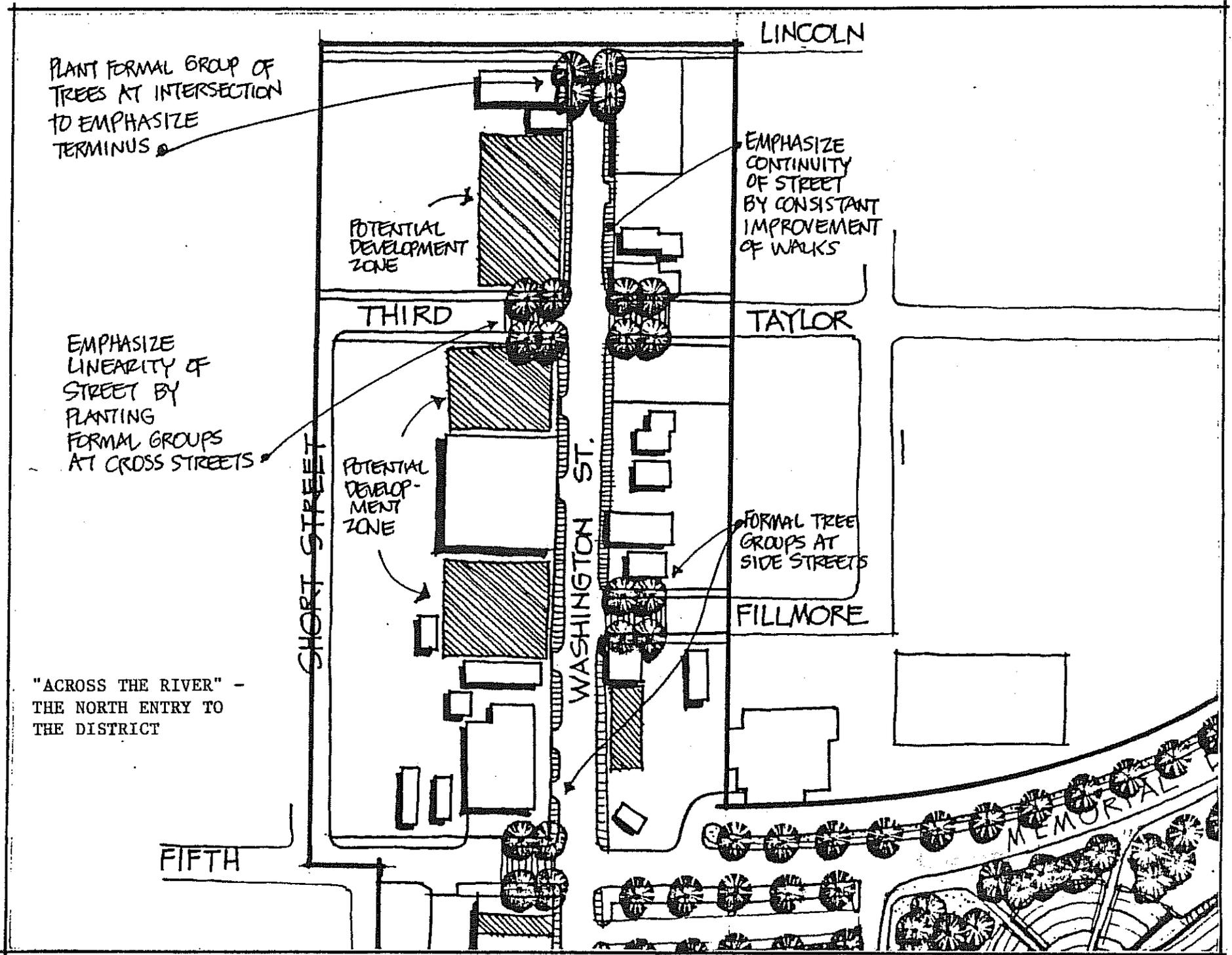
MAJOR APPROACH FROM THE EAST - ENTRY TO RIVER STREET

PLANT CONTINUOUS ROW OF TREES ON THE NORTH SIDE OF THIS BLOCK

ADD PARKING

ST.





PLANT FORMAL GROUP OF TREES AT INTERSECTION TO EMPHASIZE TERMINUS

POTENTIAL DEVELOPMENT ZONE

EMPHASIZE CONTINUITY OF STREET BY CONSISTANT IMPROVEMENT OF WALKS

EMPHASIZE LINEARITY OF STREET BY PLANTING FORMAL GROUPS AT CROSS STREETS

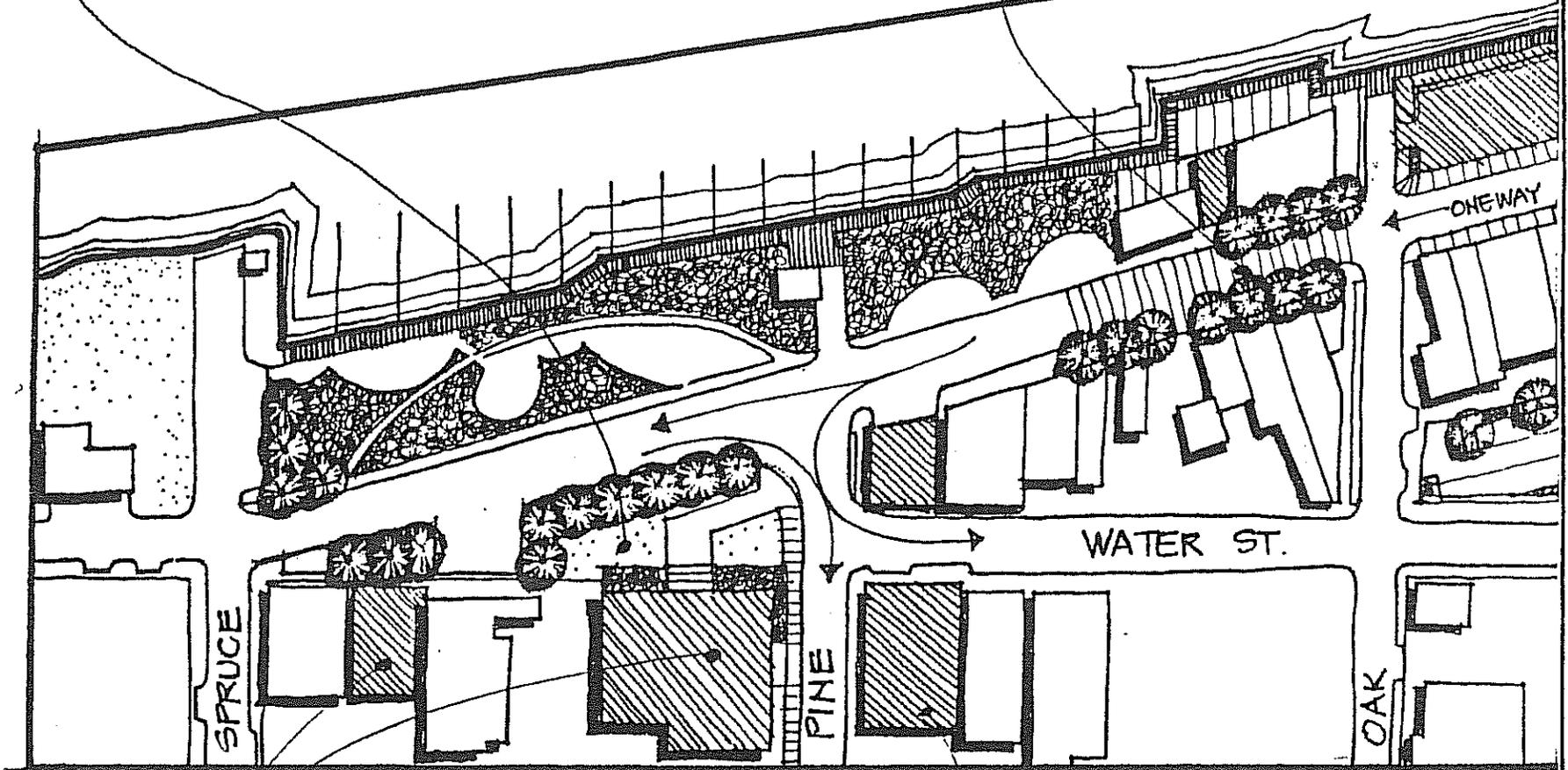
POTENTIAL DEVELOPMENT ZONE

FORMAL TREE GROUPS AT SIDE STREETS

"ACROSS THE RIVER" - THE NORTH ENTRY TO THE DISTRICT

CLOSE SHORT SECTION OF WATER STREET TO CREATE INCREASED FOREGROUND FOR HOTEL, PLANTINGS WOULD HELP TO DEFINE THE SPACE AND TO ANCHOR THE WEST END OF BOTH RIVER AND WATER STREETS.

TREE PLANTINGS WILL HELP REINFORCE THE CHARACTER OF RIVER ST.



PRIVATE PROPERTY IMPROVEMENT/DEVELOPMENT POTENTIALS WILL HELP TO STABILIZE THE WEST END OF THE DOWNTOWN.

THE WEST EDGE OF THE DISTRICT

THE CENTER

This zone should be given particular attention regarding improvements and potential development. It should act as the focus of the downtown.

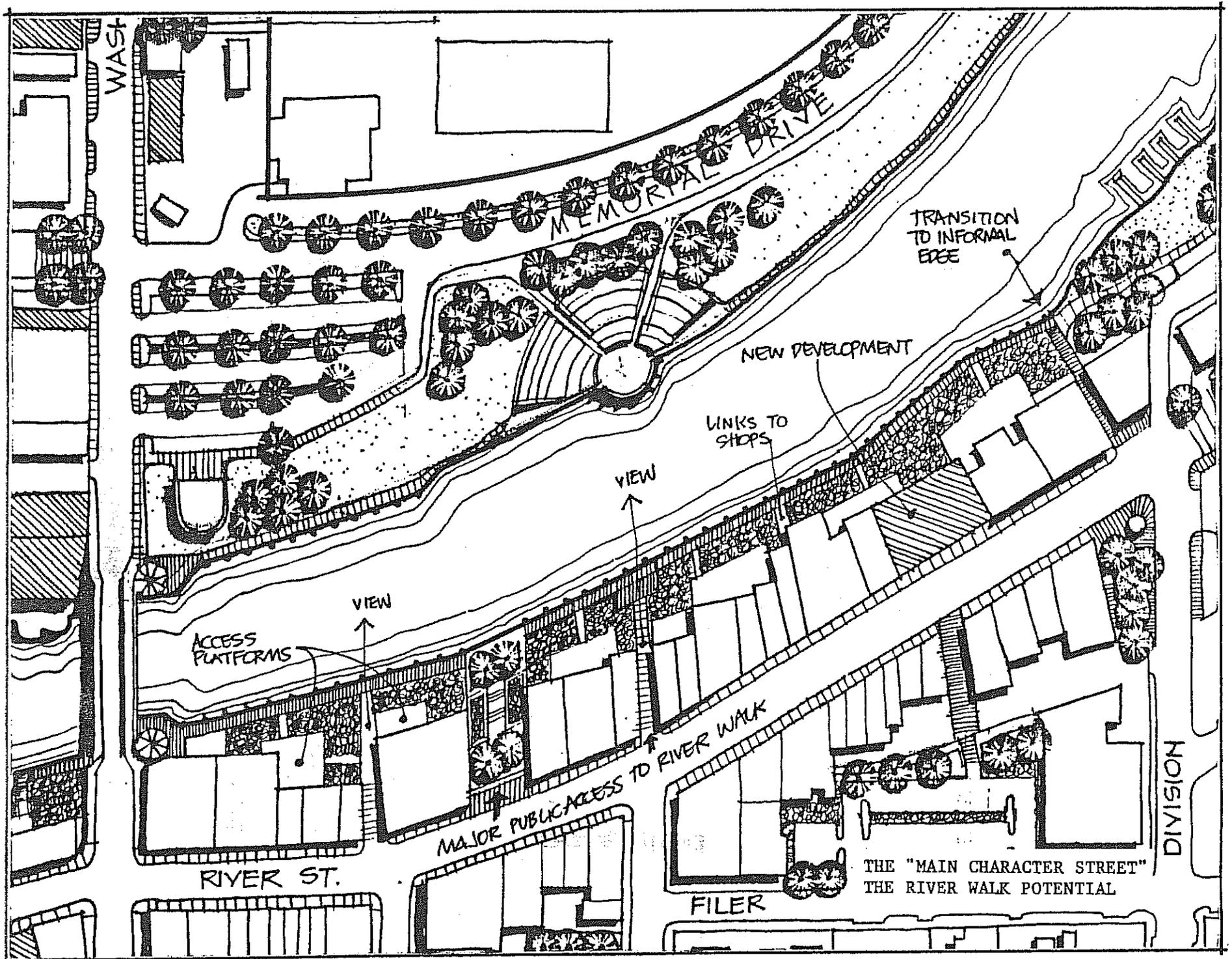
FIFTH

SIXTH

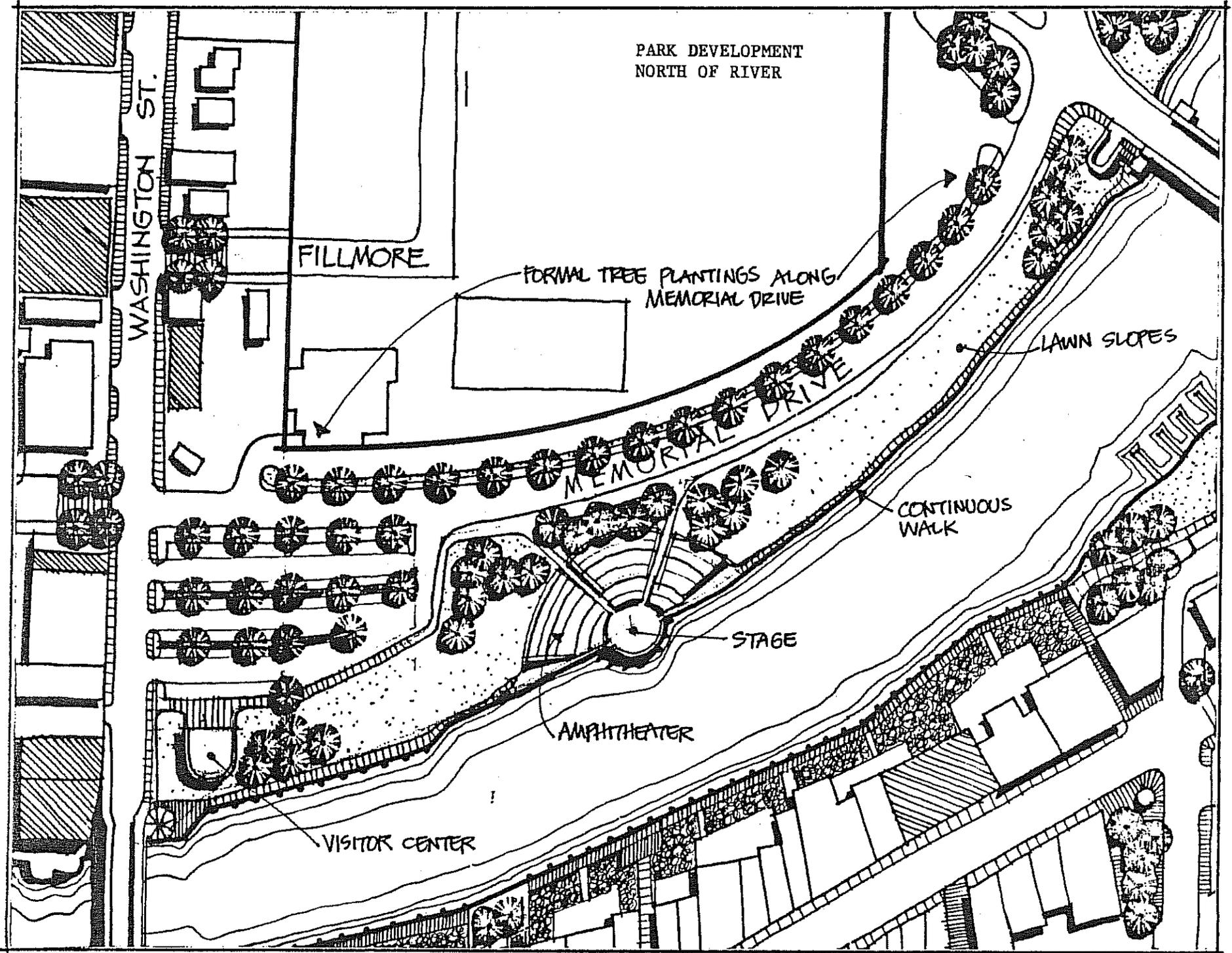
POTENTIAL DEVELOPMENT
SITE - COULD BE TIED
INTO WASHINGTON ST.

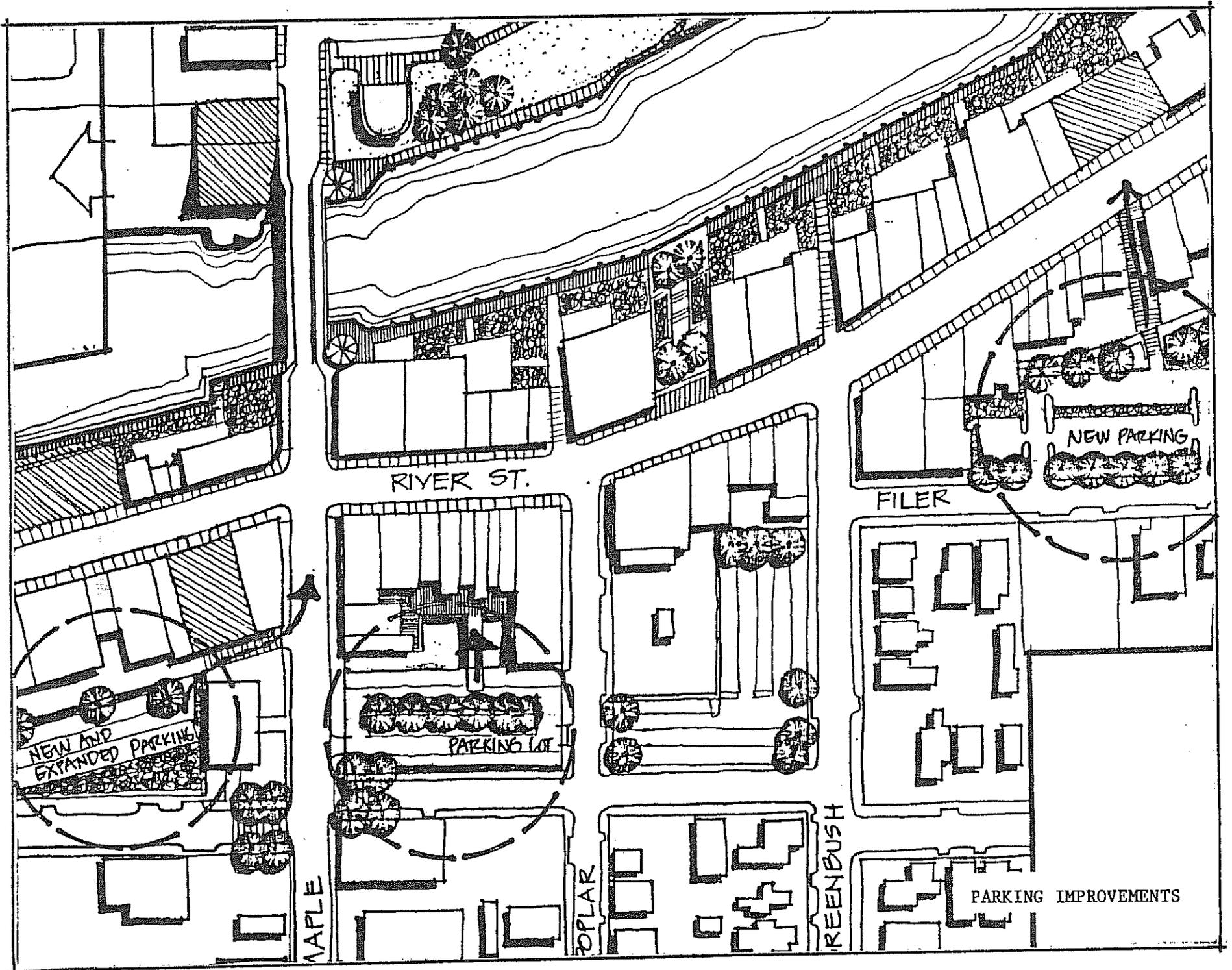
ACCESS TO
FUTURE
RIVER WALK

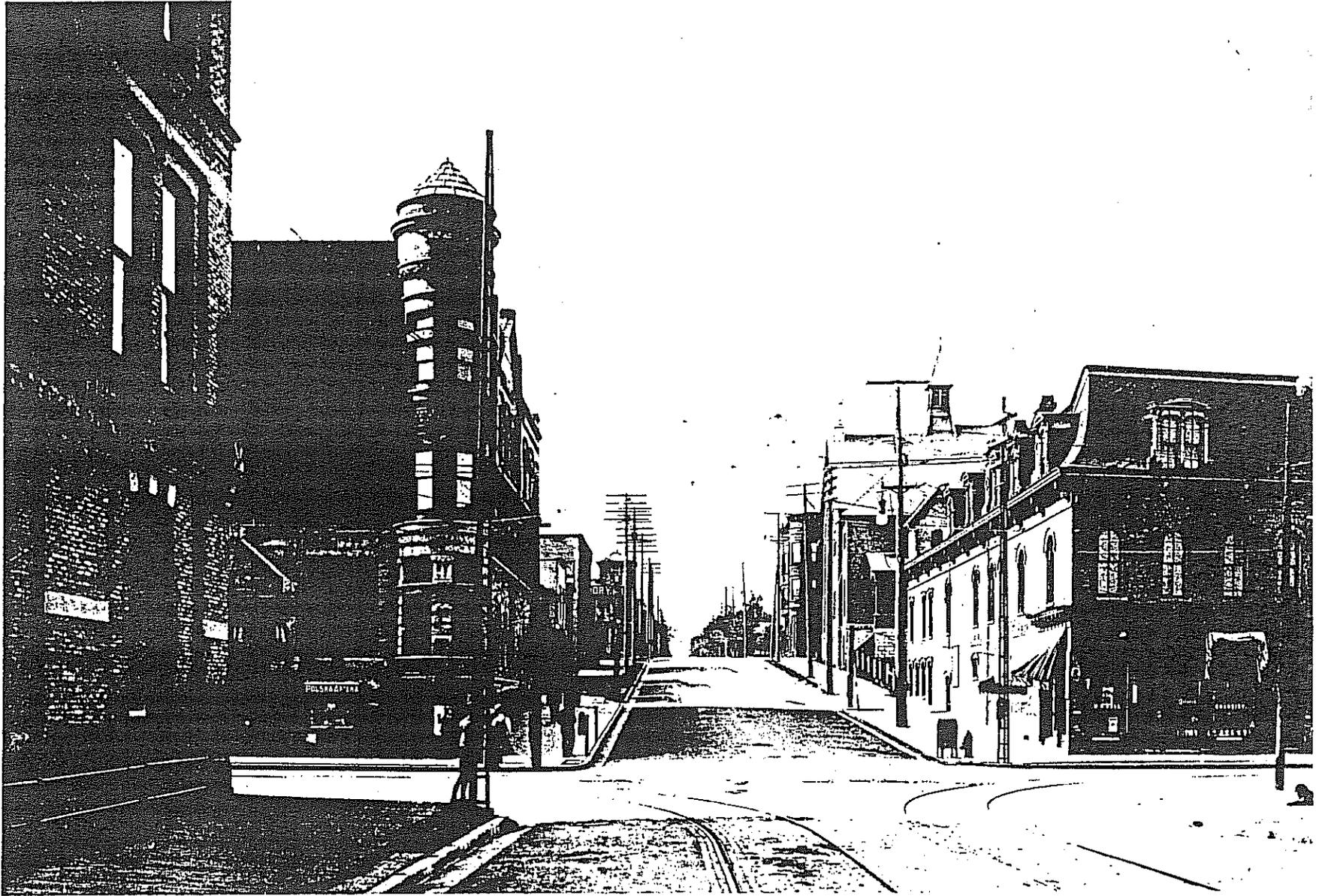
RIVER ST.



PARK DEVELOPMENT
NORTH OF RIVER







III. ARCHITECTURE

ARCHITECTURE

This section describes the architectural make-up of Manistee's central business district, in terms of style and importance. It also contains information that will identify positive and negative features of Manistee's downtown buildings, and suggestions for accentuating positive factors and correcting negative factors. This section is divided into five parts: Architectural Resources, Facade Evaluations and Recommendations, Design Guidelines, Case Studies, and Technical Guidelines.

The purpose of the Architecture section is to aid property owners, business persons and concerned citizens in revitalizing downtown Manistee. The section begins with an evaluation of Manistee's existing buildings. The guidelines and recommendations that follow present a strategy which encourages the continued use of existing traditional buildings. They do not attempt to discourage building change, as long as alterations are carried out within the parameters of the existing historic character. In this way the character of downtown Manistee can be strengthened as individual facades and buildings are improved.

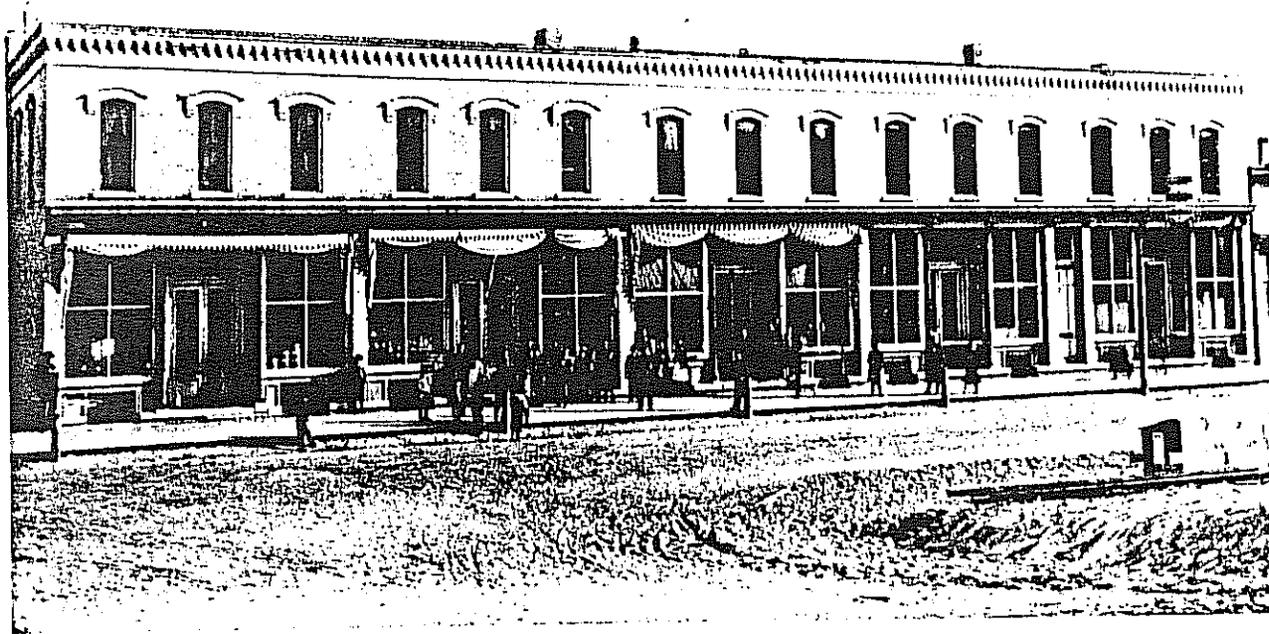
A fundamental principle behind the guidelines is that architectural change should reflect not only the existing character of the building, but also the personality and taste of the person making the change. The guidelines encourage variety by defining a range of appropriate design concepts. These concepts can be applied to specific facade problems in a variety of ways.

The discussion of Architectural Resources begins with a description and summarization of the visual survey of Manistee's downtown buildings undertaken as part of this project. A brief paragraph on each of the major architectural styles represented in Manistee follows. Next is an evaluation of the survey results, which forms the basis for recommendations in regard to designating part of the downtown area as a National Register Historic District.

The Design Guidelines begin with a general discussion of the historic visual character of the commercial street and of the typical visual problems encountered today. They include a discussion of the storefront and recommendations for other facade and building elements. They provide an introduction to the design concepts and problems most commonly encountered in historic downtowns.

The Facade Evaluations and Recommendations include an analysis of each storefront within the facade study area based on the Design Guidelines. Architectural quality and condition are evaluated, and recommendations are provided for dealing with general and specific design and maintenance problems for each building.

Case Studies are provided to show in more detail how storefront design problems can be corrected. Six buildings, chosen because they represent typical styles, sizes and problems, are shown (at a larger scale than in the blockscape drawings). Recom-



mendations are made in more detail; and cost estimates, which can be easily applied to other buildings, are provided for the proposed work.

The final part, Technical Guidelines, provides detailed information about several important architectural issues, such as energy conservation, building materials, interior features, and adaptive use. This information is meant to provide the owner or lessee with a greater understanding of

what makes up an historic building, how that building and its parts were built, and how it can be preserved.

The information contained in this section cannot answer all the questions which will need to be asked, nor can it take the place of expert advice on specific visual and/or technical problems. It can, nevertheless, provide valuable assistance in planning facade improvements.

ARCHITECTURAL RESOURCES

SURVEY

The first step in planning for the revitalization of a neighborhood or commercial area is to take an inventory of the existing building and open space stock.

Based on an analysis of the history of Manistee, a visual inspection of the downtown area, and consultation with the Project Facelift Committee and the Michigan History Division, a survey area was established. The boundaries of this area are shown on the map entitled Survey Area/Architectural Quality. The area defined represents the concentration of commercial buildings in the central business district that possesses a consistent historic and architectural quality.

FIELD WORK

A survey team consisting of a photographer and a data recorder surveyed the study area in three days in October, 1980. The team followed guidelines prepared by the Michigan History Division, Michigan Department of State (MHD) as outlined in a publication entitled Surveying Michigan's Historic and Architectural Resources: A How-To-Do Guide. The area was surveyed block by block, and a photograph of each building, structure and open space was taken. Such data as street number, building name, building condition and extent of alteration were recorded on standardized MHD field data forms. This data has been transferred to MHD survey cards for inclusion in the historic sites files kept in Lansing. The survey cards

provide information for nominating sites to the National Register of Historic Places, and for protecting sites through the environmental review process surrounding federal and major state undertakings. The data can also be used extensively at the local governmental level to provide direction for planning and development strategies.

All properties and land parcels in the study area, including parking lots and structures, vacant lots, and new buildings, were surveyed. These properties or buildings were recorded (but not necessarily evaluated) so that every component of the study area was identified. In this way, a complete picture of the study area has been recorded.

LOCAL STYLES

The commercial buildings in Manistee are remarkably consistent in style and quality. Downtown Manistee encompasses approximately 23 acres, and contains over 100 buildings. The majority of the buildings date from 1871 or later. 1871 was the year of a disastrous fire that leveled the downtown. Local businessmen rebuilt with commercial buildings of brick, designed in the High Victorian Italianate commercial style of the day, displaying rounded arch and flat arch window openings, decorative window heads, elaborate upper and lower cornices and brackets, and various decorative brick forms and patterns. Some examples of more elaborate decoration, such as bay windows, turrets, arcading and rusticated pilasters, are

present. Many buildings feature cast iron columns, fabricated locally, framing the shop windows and store entries. Several examples of other metal storefront components exist, as do beveled and stained glass windows and transoms. Several late 19th century and early 20th century commercial buildings show some Italianate detailing but with much more restraint in decoration and with larger glass areas. The Richardsonian Romanesque, Modernistic, Commercial, and Neo-Classical styles are also represented. The public and fraternal buildings of the area are designed in the Neo-Classical Revival style with the exception of a theater/meeting hall which exemplifies the Italianate style.

As background for the evaluation process discussed below, the following is a brief description of the architectural styles which are still represented in the study area.

VICTORIAN COMMERCIAL

After the 1850's, architectural design was greatly influenced by an increase in funds available for construction and significant technological advances. The majority of buildings which still exist in downtown are a result of these influences. Basically Italianate in their decorative treatment, these buildings are usually constructed of brick, although there are several remaining Victorian Commercial buildings of wood frame construction with wood-sided facades. Most are two or three stories in height with a commercial storefront at the ground floor level. They have varying degrees of ornamentation including wood or metal cornices, brick corbelling, stone or metal hoodmolds, lower cornices and cast metal storefront

columns. The Haley Block and the Pacific House (Hotel Northern) are two excellent examples of this style.

RICHARDSONIAN ROMANESQUE

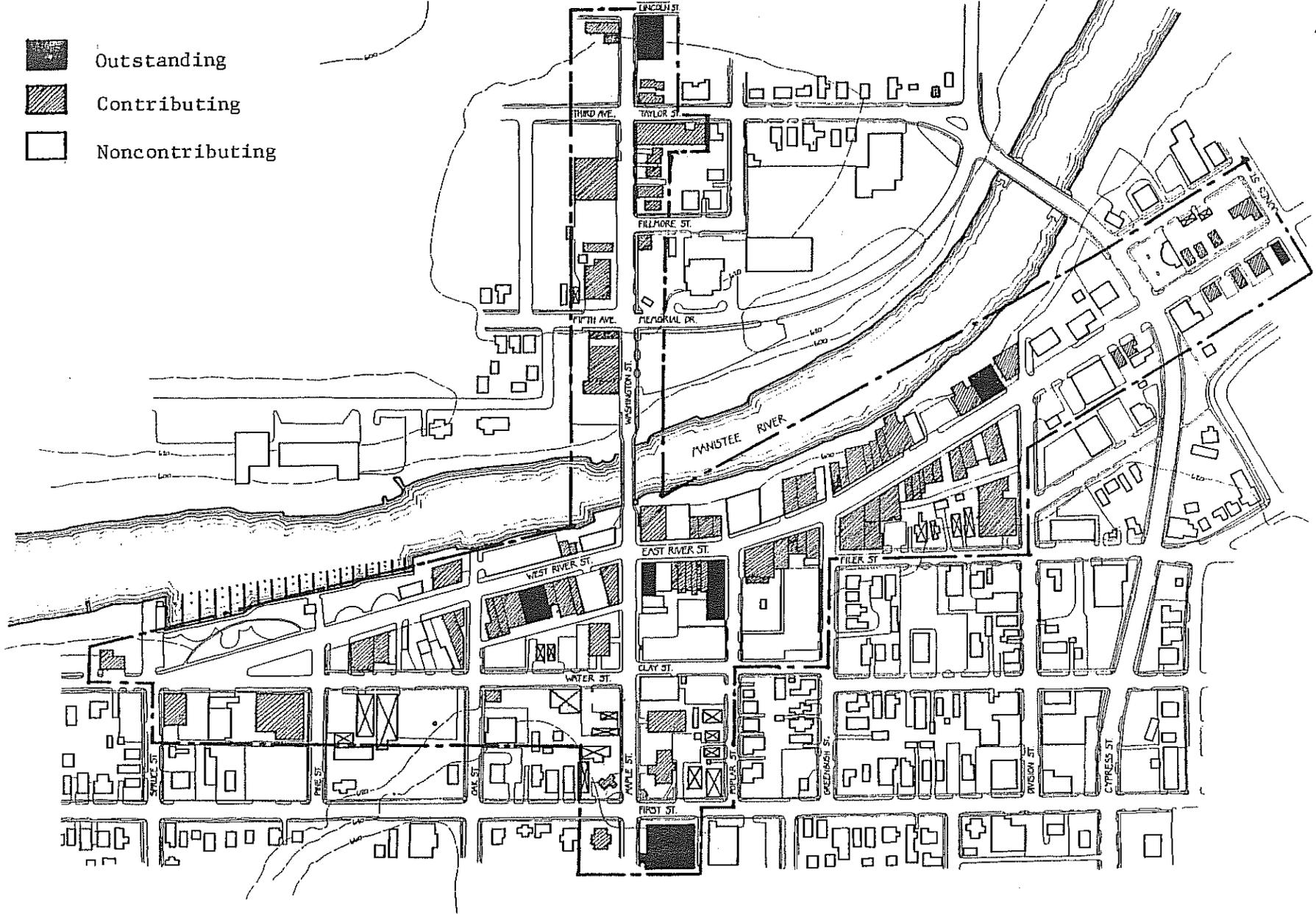
The next commercial style which came into favor was directly attributable to architect Henry Hobson Richardson. The two buildings in the study area which were built in the Richardsonian Romanesque style in the 1880's and early 1890's are of masonry construction, and are characterized by rock-faced masonry on the lower floors with brick above. Also important to this style are round-arched windows which are a dominant visual element of the facade. The Ramsdell Block and the Gamble's store are examples of this style.

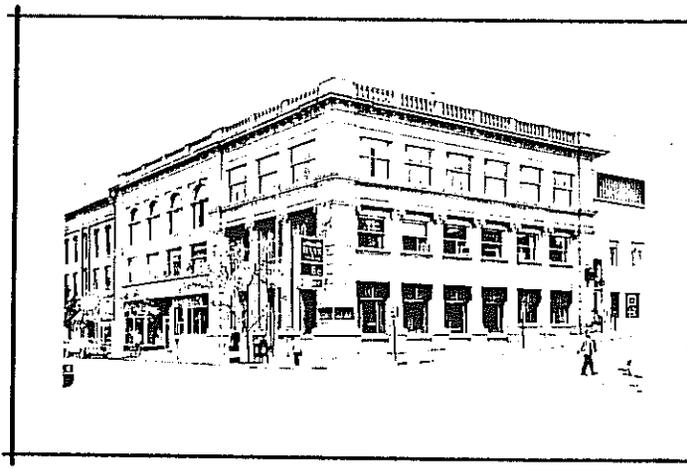
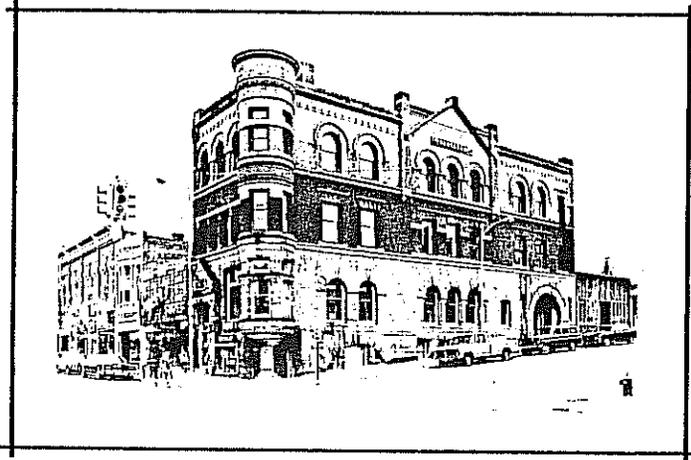
COMMERCIAL

At the turn of the century an emphasis on practicality in commercial construction resulted in a design which was devoid of most previous revival stylistic character. Developments in commercial architecture, centered in Chicago, resulted in a style known simply as the Commercial Style. These buildings were usually devoid of ornament, depending solely on window placement, size and rhythm for visual interest. Windows are generally rectangular in shape. An even balance of horizontal and vertical lines is maintained. Window area is generally much larger than found in older commercial styles. The buildings may be topped with a simple cornice of modest projection. The J.C. Penney store, the Bear Furniture Manufacturing Co., and the Manistee Manufacturing Furniture Store are good examples of this style.

SURVEY AREA/ARCHITECTURAL QUALITY

- Outstanding
- ▨ Contributing
- Noncontributing





CLASSICAL REVIVAL

Paralleling the last 2 styles discussed and actually extending beyond the latter was the Classic Revival style. Inspired by America's Centennial in 1876, this style returned to classic forms of Greek, Roman, Beaux-Arts and Renaissance architecture for its inspiration, to gain a sense of order out of what was, at that time, considered to be the "chaos" of the Victorian era. Designing in this style was an attempt to create an American architecture which rivaled that of Europe. Although the style had its greatest impact from 1895 to 1915, it continued to be employed up to the beginning of World War II. The Manistee County Savings Bank and the Manistee City Hall are excellent examples of this style.

MODERNISTIC

By the late 1920's, new stylistic influences from Europe had an impact on American architecture. Modernistic, which is also known as Art Deco, was the first widely popular style in the United States

to break the Classic Revival tradition. Modernistic represents a style of ornament which is predominantly rectilinear, with geometrical curves playing a secondary role. Not only was it used as an architectural design, but the style was applied to jewelry, clothing, furniture and handicrafts of the time. In Manistee, this style was used primarily for storefront remodeling. There is only one building designed completely in this idiom, the Vogue Theater.

ARCHITECTURAL EVALUATION/SURVEY RESULTS

Each built element has qualities which vary from little value to great value as an integral part of the study area. While the contribution of each element can be judged primarily on architectural importance, other factors can have an effect. Such variables include how rare or common the example is in the study area; the degree to which the original architectural design has been altered; structural conditions; adaptability for new uses; level of maintenance; and the effect of the environment on the building.

Because an objective of the study effort was to determine how the entire downtown area can be effectively and economically revitalized as the traditional core of the city, the support or lack of support each building, structure or object contributes to this objective must be determined. Therefore a simple evaluation system was devised to determine each building's contribution. Evaluations were made in the following three degrees:

- Outstanding - The very best elements in the study were specifically identified. These were buildings, structures and objects which possess exceptional historic and/or architectural significance.
- Contributing - All existing buildings which had not been altered beyond recognition and which contributed to the traditional consistency and quality of the study area were designated in this category.
- Non-contributing - All remaining survey elements were given this grade. It should be recognized that certain buildings were designated in this category because superficial coverings had completely covered original architectural detail. It is a distinct possibility that the simple removal of such covering could result in unveiling significant architectural features which still remain on the building facades. If such were to be done, these buildings could easily be raised to one of the higher categories.

The survey elements in the top two categories of evaluation are the substance of the historical quality of the study area. This does not mean that individual buildings or structures so evaluated need no improvement. Without question, most do. Through the facade evaluations and study of the architectural guidelines presented later on in the Architecture section, individual building owners can judge for themselves the responsibilities and opportunities they have for facade improvement.

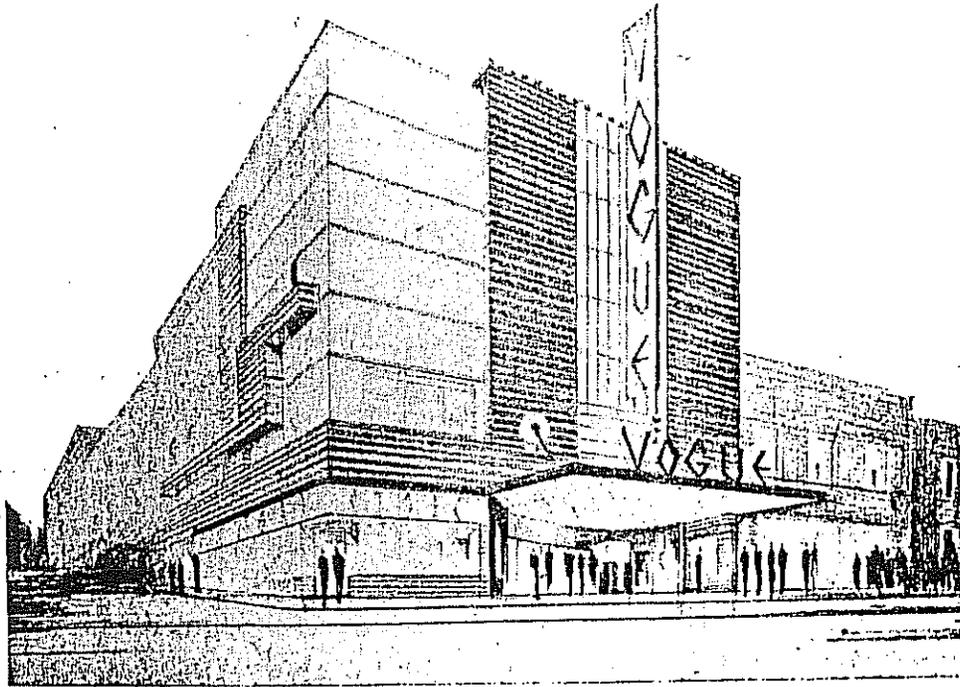
The last category of evaluation, non-contributing, is not necessarily an indication that these buildings or structures are recommended for eventual removal. They simply are not contributive to the positive architectural qualities which are so dominant in the study area today. However, in time, some of these buildings may increase in acceptance to the point where they, too, may be considered "historic buildings." Others could become better neighbors in the traditional setting of the downtown area by upgrading through contemporary design techniques. A review of the pages on infill guidelines and adaptive use in this section could be helpful.

The evaluation results are shown by category on the map entitled Survey Area/Architectural Quality.

OUTSTANDING BUILDINGS

A number of buildings surveyed were determined to be outstanding. These buildings are especially important because of their

Manistee's Modern, New Vogue Theatre



Above is a pre-construction drawing of the new Vogue Theatre, for which the grand opening will be held Wednesday, Jan. 12. Spacious, colorful and constructed on up-to-the minute lines of modern theatre design, it is one of the finest in the state.

high architectural quality. The maintenance and improvement of these buildings will significantly enhance the appearance of the downtown as a whole. These buildings are shown in black on the adjacent map, and are listed below:

Winkler Block
310-314 River Street

Vogue Theater
383 River Street

Ramsdell Building
399 River Street

Haley Sisters Block
419-423 River Street

Pacific House (Hotel Northern)
Washington at Second

Ramsdell Theater
101 Maple Street

Many other Manistee buildings, which are shown as contributing buildings are fine examples of traditional commercial architecture. Manistee's overall collection of these buildings is outstanding; thus only these select few individual structures can be considered landmarks. The contributing buildings are no less important to the downtown, however, and the careful rehabilitation and preservation of buildings are of primary importance to the revitalization of downtown Manistee.

NATIONAL REGISTER DESIGNATION

Manistee's historical town center and close-in residential neighborhoods are still remarkably intact and represent a unique resource that can and should be exploited. The architectural quality and consistency, and the rich history, so closely tied with the development of Michigan and of Manistee, if preserved and enhanced, can serve as the basis for downtown revitalization. Through preservation, the history of Manistee will continue as a guiding force in future growth and development.

One way to encourage and capitalize upon these assets is to designate a cohesive collection of architectural and/or historic resources as a district listed in the National Register of Historic Places. In order to accomplish this, a National Register nomination form must be prepared and submitted to the Michigan History Division in Lansing. There the Historic Preservation Review Board acts on the nomination. This group of educators, historians, preservationists, and architects determines that the nomination meets National Register criteria. Then the nomination is sent to the National Register

in Washington. If all applicable criteria are met, the nomination is approved and the district is officially listed in the National Register of Historic Places.

The Project Facelift Committee and the Chamber of Commerce, with the approval of downtown merchants, requested that the consultant prepare a National Register nomination for the downtown area as part of this project. These groups have two important reasons for encouraging the creation of a National Register district. The first reason is the prestige and publicity that can result from designation. This is important in fostering pride among local business persons and the people who use downtown Manistee, and in attracting out-of-town visitors. The second reason is the availability of important tax benefits to owners or lessees of commercial properties which are contributing buildings within a National Register district. These benefits are discussed more fully in the Downtown Economics and Implementation sections of this report.

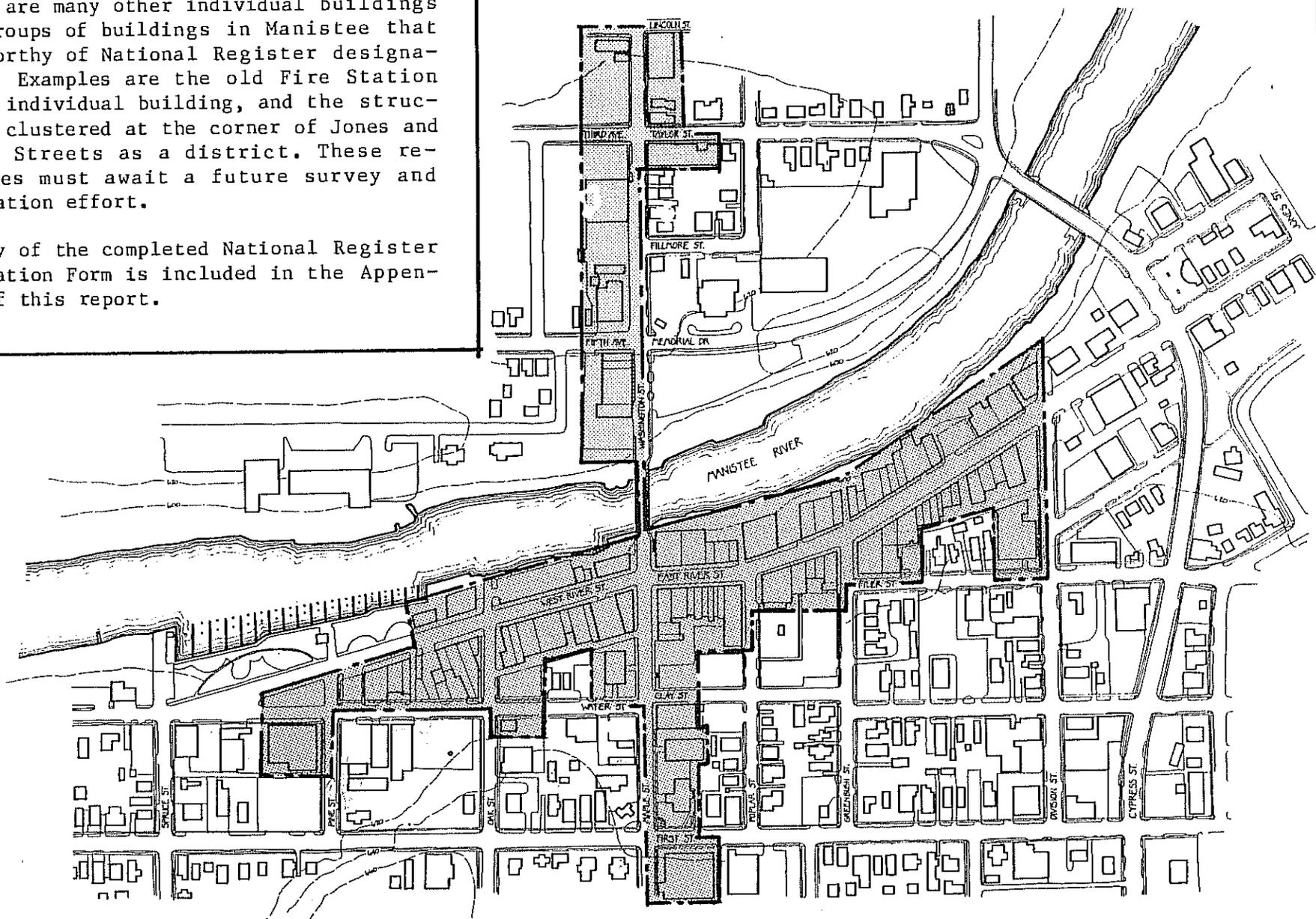
The boundaries of the proposed National Register district (shown on the adjacent map) were determined by the survey results. The district represents a cohesive unit of buildings, bound together by common historical and commercial themes and time periods and by a high level of architectural quality. Outside of the boundaries, this cohesiveness and quality decline rapidly. Thus the boundaries represent the historic commercial core of Manistee. The boundaries were finalized through the cooperation of the Project Facelift Committee, the Chamber of Commerce, the Michigan History Division, and the consultant. The district recom-

mendations were presented to the public at an interim public meeting held in January, 1981.

There are many other individual buildings and groups of buildings in Manistee that are worthy of National Register designation. Examples are the old Fire Station as an individual building, and the structures clustered at the corner of Jones and River Streets as a district. These resources must await a future survey and nomination effort.

A copy of the completed National Register Nomination Form is included in the Appendix of this report.

NATIONAL REGISTER DISTRICT: PROPOSED BOUNDARIES



DESIGN GUIDELINES

This section describes the principles which guided the original design of Manistee's traditional commercial buildings. These principles are a set of simple ideas which encourage variety in the design of individual buildings while assuring that the buildings work together to create a single image for the downtown. These principles were, and are, a flexible, practical and effective means to create an attractive downtown environment.

Because these principles have often been disregarded when the traditional facades were remodeled, the downtown no longer has a cohesive image - the facades no longer look like they belong together. Nevertheless, although many of the traditional facades have been inappropriately modified, most retain many of their original features. If future facade improvements are made in accordance with the design guidelines described in this section, their traditional character will be re-established and a rich, inviting downtown environment will emerge.

The guidelines adapt the original design principles to meet contemporary needs. Their purpose is not to promote the restoration of every facade to its original condition, but instead to assure that all improvements enhance the best of the original character. The Case Studies in the next section illustrate in detail how the guidelines apply to several downtown buildings, while the Facade Recommendations in the following section apply the guidelines to all the commercial buildings in the downtown.

GLOSSARY

THE UPPER FACADE

UPPER CORNICE
(WOOD OR METAL - APPLIED
TO THE WALL)

CORBELED BRICK DECORATION

ORIGINAL WALL SURFACE
(USUALLY MASONRY, SOME-
TIMES WOOD CLAPBOARD)

DECORATIVE WINDOW HOOD
(BRICK, STONE, WOOD OR METAL)

UPPER FACADE WINDOW OPENING

UPPER FACADE WINDOW UNIT
(USUALLY WOOD).

WINDOW SILL (OFTEN STONE)

THE STOREFRONT

LOWER CORNICE
(WOOD OR METAL - APPLIED
TO THE WALL)

SIGN LOCATION - TYPICAL

TRANSOM WINDOWS

MASONRY PIERS
(SOMETIMES DECORATED)

UPPER FLOOR ENTRY DOOR

DISPLAY WINDOWS

BULKHEAD
(LOWER STOREFRONT PANELS)

STOREFRONT ENTRY
(DOOR WITH ENTRY RECESS)



1. THE TRADITIONAL CHARACTER OF DOWNTOWN

The illustration below shows the buildings on the south side of the first block of River Street to the east of Maple Street as they appeared in the early 1900s. Each building has its own character. Nevertheless, they all seem to belong together. They combine to create a single visual image, because they are all designed according to a set of simple design ideas. The notes on the illustration point out several of these ideas which are most important in determining the character of individual buildings and of the downtown as a whole.

BUILDING FACADES LINE THE EDGE OF THE STREET, CREATING AN OUTDOOR ROOM. THEY ARE THE "WALLS" OF THE DOWNTOWN.

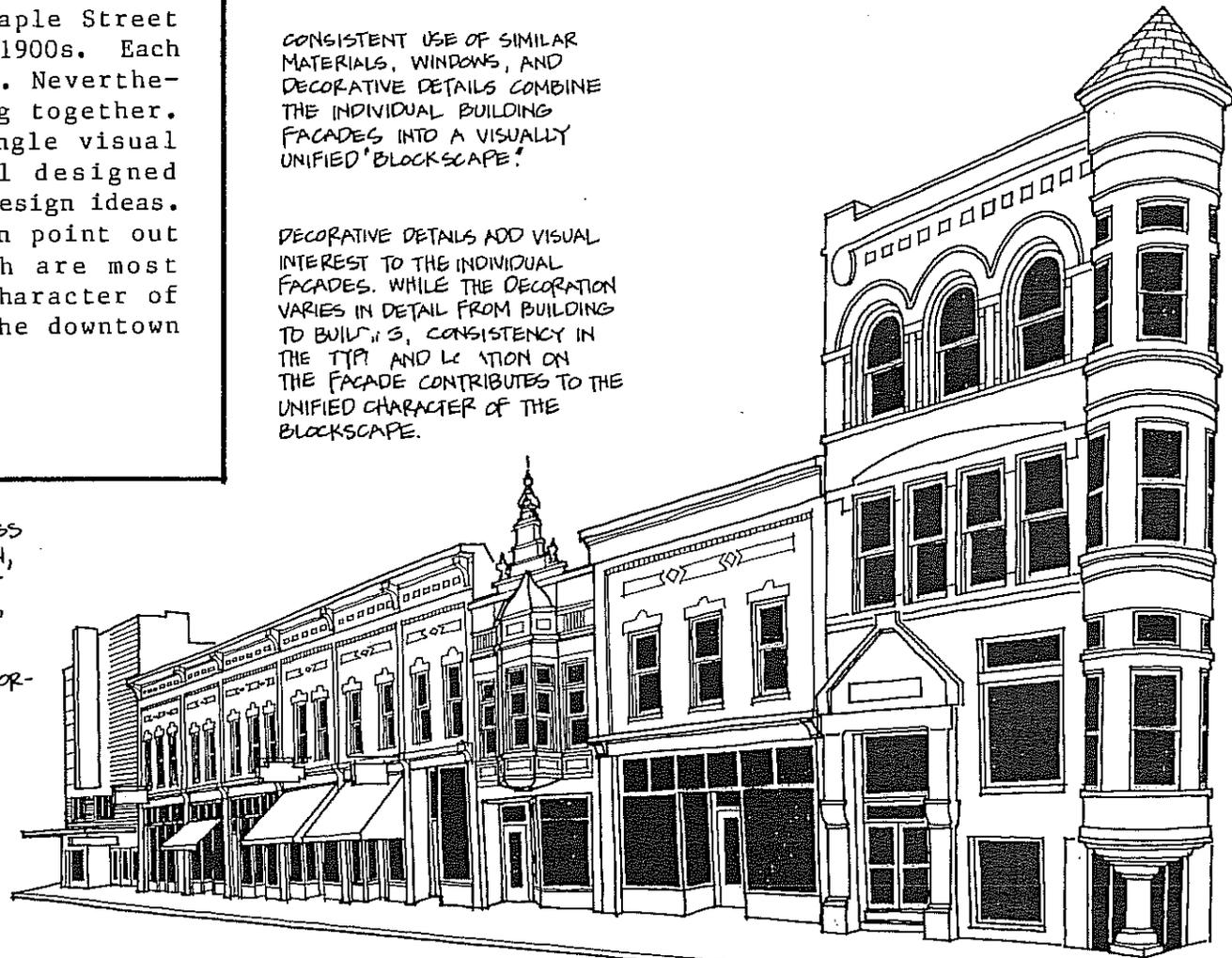
LARGE OR HEAVILY DECORATED FACADES ACT AS FOCAL POINTS WITHIN THE BLOCKSCAPE. ALTHOUGH THEY ARE EMPHASIZED BY THEIR SIZE OR ORNATE DETAILING, THEY ARE STILL COMPATIBLE WITH THE REST OF THE BLOCKSCAPE BECAUSE OF THEIR BASIC DESIGN CONSISTENCY.

CONSISTENT USE OF SIMILAR MATERIALS, WINDOWS, AND DECORATIVE DETAILS COMBINE THE INDIVIDUAL BUILDING FACADES INTO A VISUALLY UNIFIED "BLOCKSCAPE."

DECORATIVE DETAILS ADD VISUAL INTEREST TO THE INDIVIDUAL FACADES. WHILE THE DECORATION VARIES IN DETAIL FROM BUILDING TO BUILDING, CONSISTENCY IN THE TYPE AND LOCATION ON THE FACADE CONTRIBUTES TO THE UNIFIED CHARACTER OF THE BLOCKSCAPE.

RETRACTABLE CANVAS AWNINGS PROVIDE WEATHER PROTECTION, SIGNAGE AND COLOR FOR THE FACADE. AT THE STOREFRONT, THE CONSISTENT USE OF CANVAS AWNINGS REINFORCES THE VISUAL TIES BETWEEN NEIGHBORING STOREFRONTS.

STOREFRONTS ARE MADE UP OF LARGE WINDOWS AND INVITING ENTRIES. THEY ARE ESSENTIALLY DISPLAY CASES FOR THE STORES INSIDE. CREATIVE WINDOW DISPLAYS ADD INTERESTING DETAIL TO THE BLOCKSCAPE WHILE INFORMING THE SHOPPER ABOUT THE STORE.



THE VISUAL CHARACTER TODAY

The illustration below shows the same buildings as the previous page, as they appear today. A comparison of the two drawings shows the continuing influence of traditional design ideas. Today, however, the consistency of the traditional block-scape has been significantly eroded. Many facades no longer look like they belong next to each other, because they have been remodeled according to design ideas which do not support the traditional character of the downtown. The result is visual disorder. The notes on the illustration point out a number of typical visual problems in the downtown today.

POOR FACADE MAINTENANCE RESULTS IN AN UNATTRACTIVE APPEARANCE AND THE LOSS OF VALUABLE ARCHITECTURAL DETAILS.

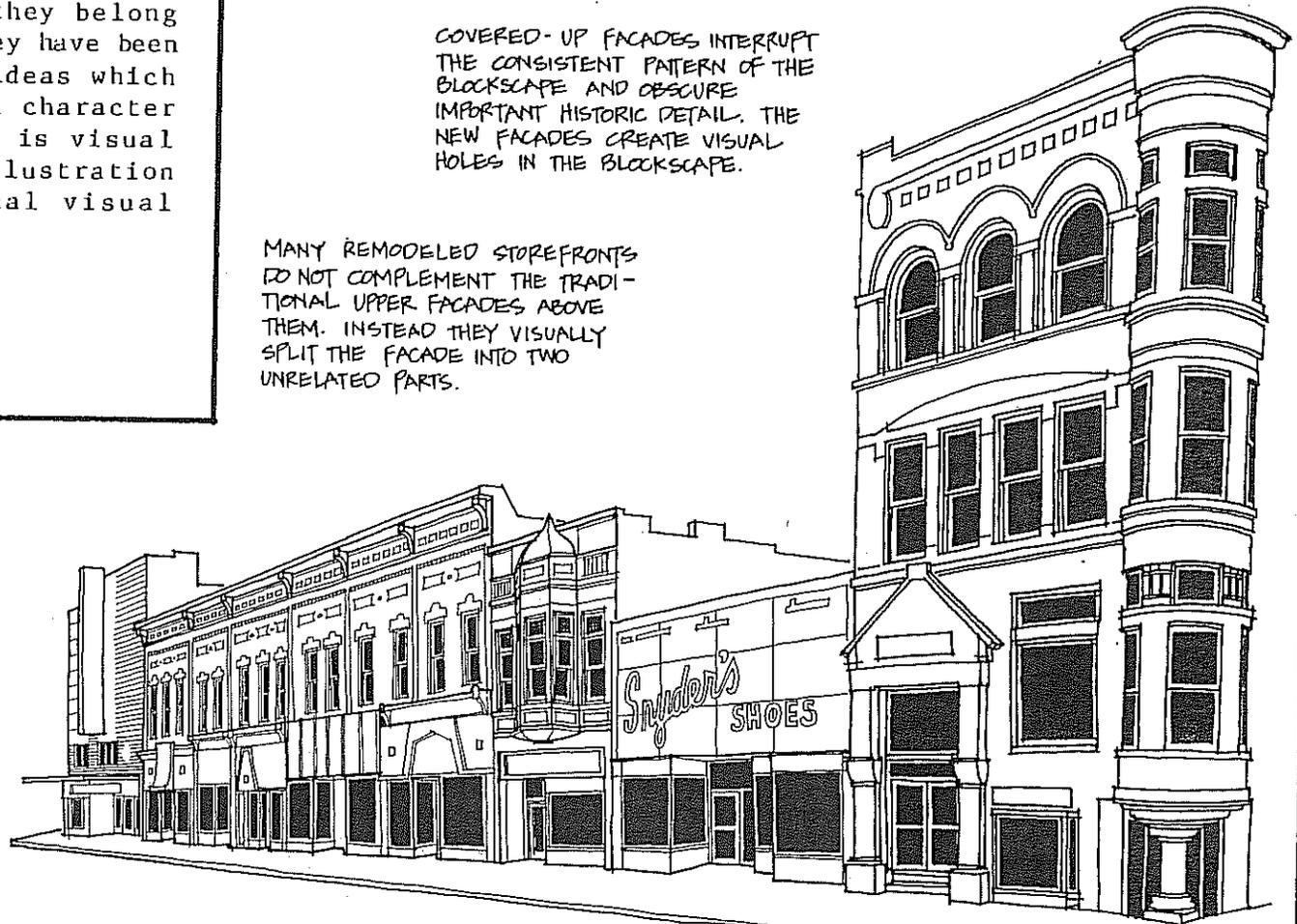
THE LOSS OF ORIGINAL ARCHITECTURAL DETAIL REDUCES THE VISUAL CHARACTER OF BOTH THE INDIVIDUAL FACADE AND THE BLOCKSCAPE AS A WHOLE.

COVERED-UP FACADES INTERRUPT THE CONSISTENT PATTERN OF THE BLOCKSCAPE AND OBSCURE IMPORTANT HISTORIC DETAIL. THE NEW FACADES CREATE VISUAL HOLES IN THE BLOCKSCAPE.

MANY REMODELED STOREFRONTS DO NOT COMPLEMENT THE TRADITIONAL UPPER FACADES ABOVE THEM. INSTEAD THEY VISUALLY SPLIT THE FACADE INTO TWO UNRELATED PARTS.

MANY REMODELED STOREFRONTS REDUCE THE HEIGHT OF THE STOREFRONT ZONE, CREATING AN AWKWARD BLANK SPACE ABOVE THE DISPLAY WINDOWS.

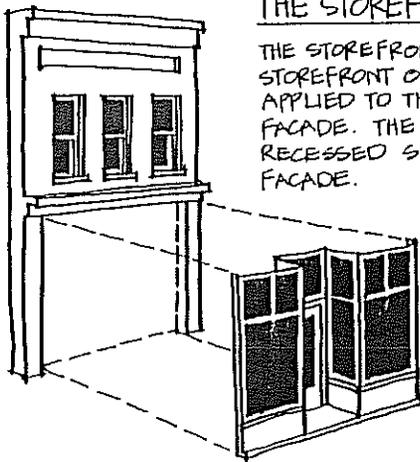
DIFFERENT FACADES ARE OFTEN JOINED TOGETHER AT THE GROUND LEVEL BY A CONSISTENT STOREFRONT TREATMENT. THIS CREATES A LACK OF VISUAL IDENTITY FOR THE INDIVIDUAL FACADE.



2. STOREFRONT DESIGN

In planning a change in storefront design, a good place to start is the historic design of the original facade. A little research can often turn up original photos of a given building (previous owners, historical society, etc.).

It is not necessary to duplicate the exact historic design of a storefront in order to create a handsome and functional storefront; but the historic appearance should at least influence the new design. Any remaining original elements or details should be incorporated in the new design. On this page are design principles to be considered in planning storefront changes. They are based on the typical historic storefront, but they are not historical in nature. They are functional, aimed at making the storefront more attractive and accessible to shoppers.



THE STOREFRONT OPENING

THE STOREFRONT FIT INTO THE STOREFRONT OPENING. IT WAS NOT APPLIED TO THE FRONT OF THE FACADE. THE STOREFRONT WAS RECESSED SLIGHTLY INTO THE FACADE.

THE SIGN PANEL

LOWERED CEILINGS IN STORE INTERIORS OFTEN CREATE AN AWKWARD UNUSED ZONE AT THE TOP OF THE STOREFRONT. THIS ZONE CAN BE USED AS A SIGN PANEL IF THE SIGNAGE IS OF AN APPROPRIATE SIZE AND SCALE.

THE WINDOWS

STOREFRONTS HAD LARGE WINDOW AREAS. THIS MADE MAXIMUM USE OF AVAILABLE NATURAL LIGHT AND ALLOWED POTENTIAL CUSTOMERS A FULL VIEW OF THE STORE. THE DISPLAY WINDOWS PROVIDED EXCELLENT ADVERTISING OPPORTUNITIES.

THE RECESSED ENTRY

THE RECESSED ENTRY OFFERED THE CUSTOMER PROTECTION FROM THE ELEMENTS AND A MORE INTIMATE SENSE OF ENTRY OFF THE SIDEWALK AT THE FRONT DOOR.

THE CANVAS AWNING

THE RETRACTABLE CANVAS AWNING WAS AN IMPORTANT DESIGN ELEMENT FOR MANY STOREFRONTS. IT OFFERED PROTECTION, CONTRIBUTED COLOR TO THE DESIGN, AND ACTED AS A VISUAL TRANSITION BETWEEN STOREFRONT AND UPPER FACADE.

USE OF MATERIALS

AS A GENERAL RULE, STOREFRONT MATERIALS SHOULD BE VISUALLY NEUTRAL AND SHOULD COMPLEMENT THOSE OF THE UPPER FACADE AND STOREFRONT.

THE STOREFRONT CORNICE

HISTORIC STOREFRONTS USUALLY INCLUDED A CORNICE AT THE TOP AS A VISUAL CAP FOR THE COMPOSITION. THIS CONSISTED OF A STRONG HORIZONTAL FORM SPANNING THE STOREFRONT OPENING. IT USUALLY PROJECTED OUT SLIGHTLY FROM THE FACADE.



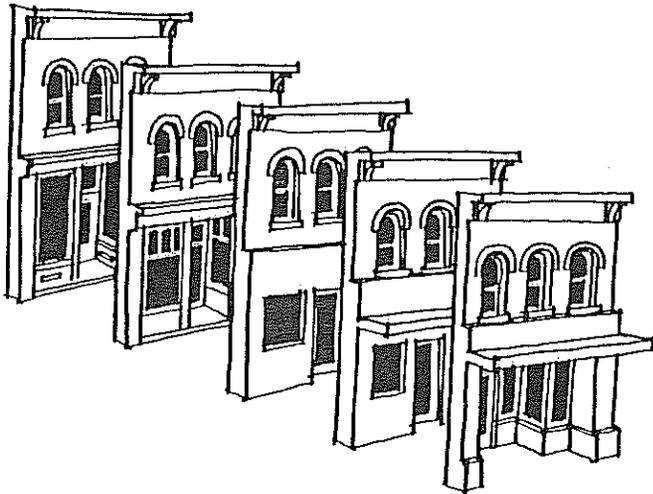
DESIGN SIMPLICITY

STOREFRONTS WERE RELATIVELY SIMPLE IN DESIGN TO VISUALLY EMPHASIZE THE DOOR AND DISPLAY WINDOWS.

COMMON PROBLEMS IN STOREFRONT DESIGN

Because of its commercial use and open proximity to the sidewalks, the storefront is by far the most active part of the building front. It is the portion of the downtown building that the shopper notices the most. Changes in tenants, cultural patterns, commercial fashions and technology have caused a concentration of architectural change on the storefront. Generation after generation, the storefront is remodelled while the upper parts of the building front stay much the same or are allowed to deteriorate.

Due to this frequency of change, the storefront presents an important and recurring design problem. If a storefront remodeling is being planned, there are a number of design problems resulting from past renovations which should be recognized and avoided.



NOTE HOW THE DESIGN OF A STOREFRONT CAN CHANGE FREQUENTLY WHILE THE UPPER FACADE STAYS THE SAME.

REMODELING HAS REDUCED THE STOREFRONT HEIGHT AND DISPLAY WINDOW AREA. THE SIDEWALK SPACE IS CRAMPED AND VISUALLY CUT-OFF FROM THE STORE.

THE STOREFRONT HAS EXPANDED IN AREA AND ENCRASED ON THE REST OF THE FACADE.

STOREFRONT SIGNAGE IS TOO LARGE. IT OVERWHELMS THE REST OF THE FACADE.

THE REMODELED STOREFRONT LOOKS APPLIED RATHER THAN LOOKING AN INTEGRAL PART OF THE FACADE. THE FACADE APPEARS CUT INTO UNRELATED HALVES.

STOREFRONT MATERIALS DO NOT RELATE WELL TO THE HISTORIC FACADE IN TERMS OF TYPE, COLOR AND TEXTURE.

THE STOREFRONT LOOKS TOO DECORATE! THIS DE-EMPHASIZES THE IMPACT OF THE DISPLAY WINDOWS.

THE UPPER PART OF THE FACADE APPEARS FORTGOTTEN. IT IS AN AWKWARD VISUAL LEFTOVER. GOOD HISTORIC ARCHITECTURE IS LEFT TO DETERIORATE.



3. SIGNAGE

The signs in the downtown should work with the architecture to create a positive image for individual businesses and for the downtown as a whole. Four general concepts should guide the design of all signs.

First, each sign should be carefully planned to fit its facade. It should not be so large that it overwhelms the facade. Instead, it should be designed so that it looks like a part of the total facade rather than looking tacked on. It should not cover important details, but should complement them.

Second, each sign should be coordinated with any other signs on the facade. The signs should look like they belong together. Each facade should have no more than two or three signs.

Third, the signs on neighboring buildings should be coordinated. They do not need to be similar, but they should not clash in color, size or design. There should be a harmony between them.

Last, and most important, each sign should have a high level of quality of design, materials and workmanship. A simple, well-made sign is far more appropriate than an extravagant sign which is sloppy in appearance. Quality sign makers should be able to do attractive signs using appropriate materials and colors. The use of a talented local sign maker should assure quality signs which enhance the character of the individual buildings and of the street as a whole.

SIGNAGE TYPES

THE DRAWING BELOW REPRESENTS A CATALOGUE OF THE TYPICAL SIGNAGE TYPES WHICH ARE APPROPRIATE FOR HISTORIC FACADES. SIGNAGE PROPOSALS SHOULD BE LIMITED TO TWO, OR AT MOST, THREE, SIGNAGE TYPES.

PAINTED SIGNS ON UPPER FLOOR WINDOWS.

SMALL, FLAT SIGNS HANGING PERPENDICULAR TO THE FACADE WALL.

LONG, HORIZONTAL FLAT SIGNS UNDER THE STOREFRONT CORNICE.

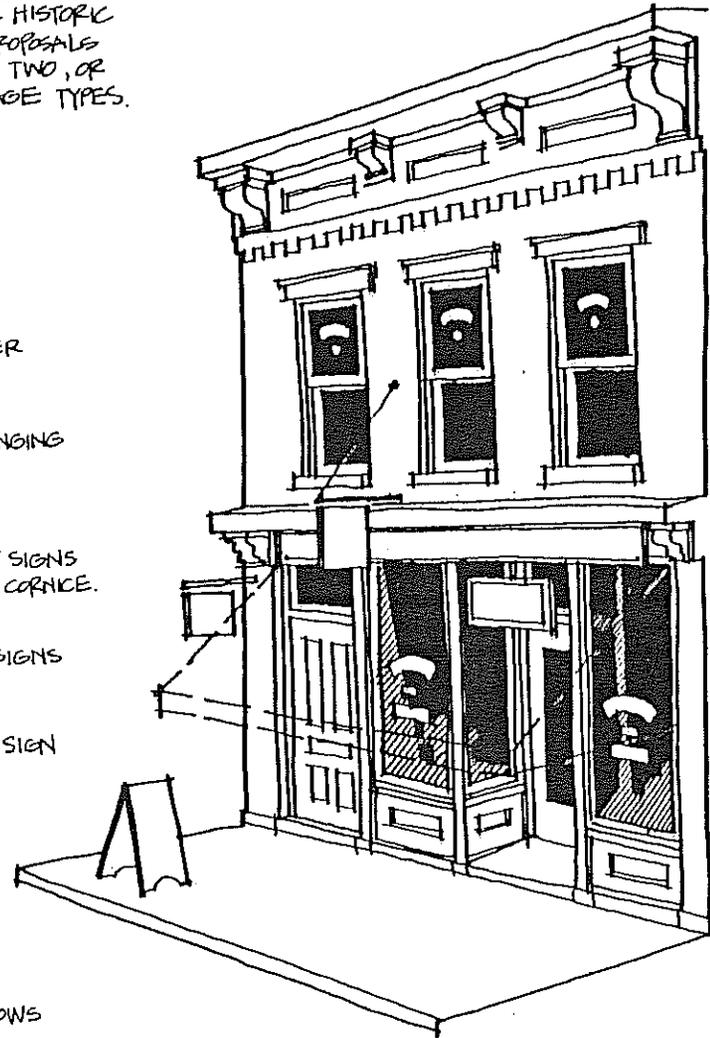
SMALL, FLAT HANGING SIGNS IN THE ENTRY RECESS.

CANVAS AWNING WITH SIGN ON ITS FRONT FLAP.

WINDOW DISPLAY

PAINTED SIGN ON WINDOWS AND/OR DOOR.

MOVABLE SIGNBOARDS OR PLACARDS FOR SPECIAL ANNOUNCEMENTS.



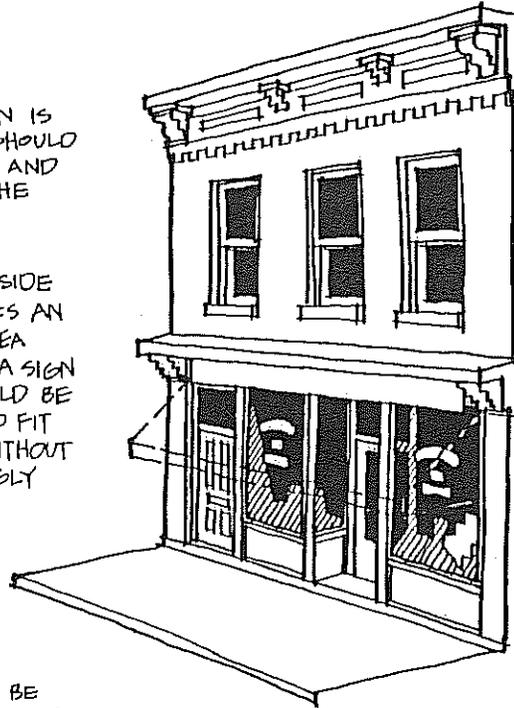
SIGNAGE SUGGESTIONS

SIGNS SHOULD BE PLANNED TO FIT INTO THE FACADE RATHER THAN BE APPLIED TO IT. THEY SHOULD LOOK LIKE A BALANCED PART OF THE FACADE.

IF MORE THAN ONE SIGN IS DESIRED, EACH SIGN SHOULD BE RELATIVELY SMALL AND VISUALLY RELATED TO THE OTHERS.

A LOWERED CEILING INSIDE A STORE OFTEN CREATES AN ENLARGED TRANSOM AREA WHICH CAN BE USED AS A SIGN PANEL. THE SIGN SHOULD BE CAREFULLY DESIGNED TO FIT THE AVAILABLE AREA WITHOUT BECOMING OVERWHELMINGLY LARGE.

WINDOW DISPLAY SHOULD BE USED AS A TYPICAL PART OF STOREFRONT SIGNAGE.



SIGNAGE PROBLEMS

SIGNS WHICH ARE TOO LARGE OVERWHELM A FACADE. THEY DESTROY THE BALANCE BETWEEN THE VARIOUS PARTS OF THE TRADITIONAL FACADE.

AS A GENERAL RULE, FLASHY OR ELECTRICAL SIGNS ARE NOT APPROPRIATE ON THE TRADITIONAL FACADE.

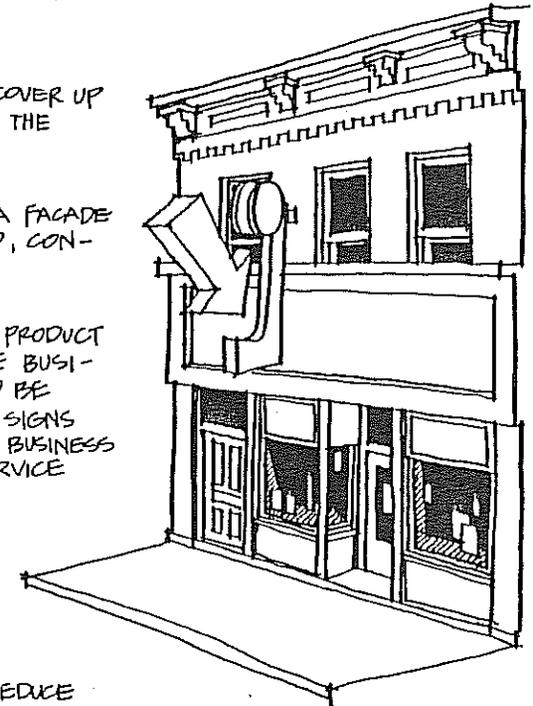
SIGNS SHOULD NOT COVER UP IMPORTANT PARTS OF THE FACADE.

TOO MANY SIGNS ON A FACADE CREATE A CLUTTERED, CONFUSING APPEARANCE.

SIGNS ADVERTISING PRODUCT BRANDS FIRST AND THE BUSINESS SECOND SHOULD BE AVOIDED IN FAVOR OF SIGNS ADVERTISING ONLY THE BUSINESS NAME AND/OR THE SERVICE RENDERED.

SIGNS SHOULD NOT REDUCE THE WINDOW DISPLAY AREA.

HAPHAZARDLY-PLACED SIGNS MAKE THE STOREFRONT LOOK CLUTTERED AND SLOPPY. EVEN TEMPORARY SIGNS SHOULD BE CAREFULLY PLACED.



4. WINDOW DISPLAY

The storefront display window has always played an important merchandising role in the traditional downtown. It should continue to do so today. Good window display is the best advertising; it both attracts and informs the potential customer. In addition, it contributes to "visual liveliness" of the street, making it a more exciting and appealing place to be. In planning a window display, there are three basic concerns: the audience, the merchandise and the message.

While a display with general appeal is always desirable, it is often effective to tailor a given display to a specific target group of customers. The nature of this audience suggests themes or approaches for the display.

The merchandise being advertised has the most direct bearing on the window display. Each item should be considered as an object. Is it large or small? Is it eye-appealing? Does it lend itself well to a particular display technique?

Each window display should have a "message." Sometimes it is a general "atmospheric" one responding to a holiday or season. Other times, a display will have a specific informational message, announcing a sale etc. Each message will have implications for the display. In any case, the message should be a simple organized one. If words or prices are required, they should be kept to a minimum.



THE ART OF WINDOW DISPLAY HAS TRADITIONALLY PLAYED A LARGE ROLE IN DOWNTOWN MERCHANDISING. LARGE DISPLAY WINDOWS WERE EMPHASIZED IN ALL TRADITIONAL STOREFRONT DESIGN.

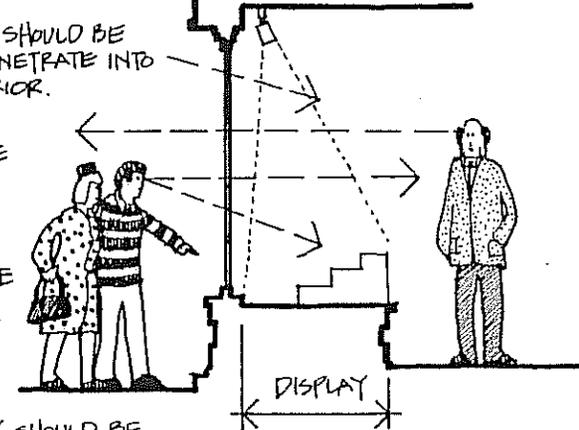
LIGHT FIXTURES SHOULD BE HIDDEN FROM VIEW.

WINDOW DISPLAY SHOULD ALLOW PEOPLE IN STORE TO SEE OUT.

NATURAL LIGHT SHOULD BE ALLOWED TO PENETRATE INTO THE STORE INTERIOR.

DISPLAY SHOULD ALLOW THE CUSTOMER A FULL VIEW OF STORE INTERIOR.

FULL VIEW OF MERCHANDISE MUST BE EMPHASIZED.



WINDOW DISPLAY SHOULD BE ATTRACTIVE WHEN VIEWED FROM BOTH THE SIDEWALK AND THE STORE INTERIOR.

FULL HEIGHT BACKDROPS CAN BE USED FOR SPECIAL DISPLAYS BUT SHOULD NOT BE USED AS A GENERAL APPROACH.



THE SEASONS OF THE YEAR AND THE MAJOR HOLIDAYS HAVE TRADITIONALLY INSPIRED SUCCESSFUL WINDOW DISPLAY. SUCH IMAGERY AND TEMPORARY DECORATION SHOULD BE UTILIZED TO THE EXTENT POSSIBLE.

DESIGNING THE DISPLAY

For the actual display design, the window should be seen as a large picture or shadow-box framed by the storefront. The display is seen as part of the building front so the two should go well together. The simpler the storefront is, the more flexibility one has in window design.

Within the frame, a display should be created as if one were painting a picture. The same principles come into play. The overall composition is most important. Within this visual organization, materials, color and surface texture all play a crucial role. The "picture" should be balanced and pleasant to look at. A poorly designed display can be bland or boring at one extreme and confusing and cluttered at the other.

The simple direct approach to display usually works the best. Let the product speak for itself. Large objects can often stand alone; smaller objects should be grouped together. Since trial and error is the best teacher, try different arrangements before making a final decision.

The lighting of the display is another important consideration. It can help create a "dramatic" setting for the objects on display and enhance their visual characteristics.

The idea of a reusable display is worth considering. The cost of a more elaborate Christmas display, for example, can be spread over a number of years of usable life.



LIGHTING FIXTURES ARE HIDDEN FROM VIEW AND LIGHT THE DISPLAY FROM ABOVE.

SMALL OBJECTS ARE USED COLLECTIVELY TO CREATE A STRONGER IMAGE. CLOTHES AND MANIKINS ARE GROUPED INTO A SCENE IN THIS EX-AMPLE TO CREATE AN INTER-ESTING SETTING FOR THE INDIVIDUAL PIECES ON DISPLAY.

SIGNS AND WORDS PLAY AN APPROPRIATELY MINOR ROLE IN THE DISPLAY DESIGN.

THE COMPOSITION CREATED IS A DYNAMIC ONE WHICH ATTRACTS A CUSTOMER'S ATTENTION. THE OBJECTS FORM AN ENGAGING COMPOSITION WITHIN THE FRAME. IMPLIED MOVEMENT AND/OR ACTION ANIMATES THE DISPLAY.

LOW SCREEN WALL AS PARTIAL BACKDROP PROVIDES AN EFFECTIVE VISUAL AND PHYSICAL CONTROL WITHOUT CREATING A STRONG VISUAL BARRIER.

THE DISPLAY LACKS A STRONG VISUAL ORGANIZATION. THE OBJECTS ON DISPLAY ARE RANDOMLY PLACED WITH LITTLE RELATION TO THE OTHERS OR THE "PICTURE" FRAME.

VISUAL BACKGROUND FOR DISPLAY CAN BE A DISTRACTION IF IT IS DIS-ORGANIZED.

TOO MANY TEXTURES, SHAPES, COLORS, AND MATERIALS CREATE AN OVERALL SENSE OF VISUAL CLUTTER.

OVERUSE OF TEMPORARY SIGNS REDUCES WINDOW AREA, CREATES CLUTTER, AND DE-EMPHASIZES THE OBJECTS ON DISPLAY.

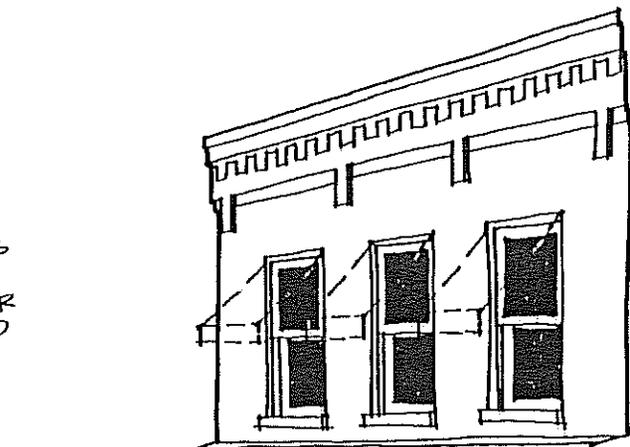


5. AWNINGS

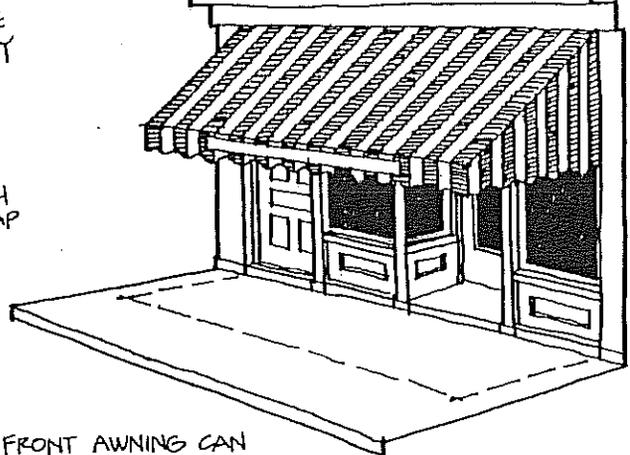
Retractable canvas awnings were often used on traditional commercial facades. In the summer, the awning could be lowered to shade the storefront and keep it cool. In the winter, in a raised position, it allowed the welcome sun to warm the store. Year around it could be used to protect the sidewalk pedestrian from extremes of sun and weather. It also contributed bright color and pattern to the streetscape, and was often used for signage.

The awning can, and does, play these same roles in the contemporary commercial environment. Today awnings are available in a wide variety of types, shapes, and materials. They can be retractable or fixed in one position. They can be made in almost any shape or profile. The most appropriate awnings are made from canvas or vinyl on a light metal frame. They are available in many traditional colors and striped patterns.

The awning can play a special role in bringing visual harmony back to today's historic commercial street. Visually unrelated upper facade and storefronts represent a common visual problem. The careful addition of an appropriate awning can create a pleasant transition between the two, thus minimizing undesirable visual contrast. In such cases, the color and pattern of the awning should be carefully chosen to tie the two basic facade parts together.

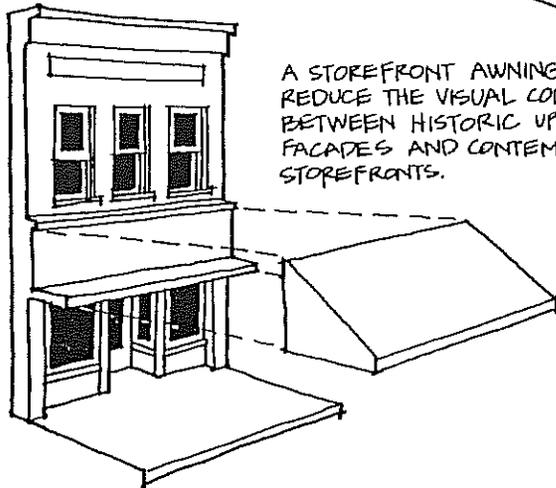


SMALL RETRACTABLE CANVAS AWNINGS CAN BE USED FOR UPPER FLOOR WINDOWS. THEIR COLOR AND PATTERN SHOULD BE COORDINATED WITH THE STOREFRONT AWNING.



THE CONNECTION DETAILS BETWEEN THE AWNING AND THE WALL SHOULD BE CAREFULLY DESIGNED. EACH AWNING SHOULD FIT INTO ITS FACADE OPENING.

A STOREFRONT AWNING WITH LETTERING ON THE FRONT FLAP IS EXCELLENT SIGNAGE.



A STOREFRONT AWNING CAN REDUCE THE VISUAL CONTRAST BETWEEN HISTORIC UPPER FACADES AND CONTEMPORARY STOREFRONTS.

THE STOREFRONT AWNING CREATES A "SPECIAL PLACE" ON THE SIDEWALK. PROTECTED FROM RAIN, SNOW AND HARSH SUN, THE AWNING FORMS AN INTIMATE ENCLOSED SPACE NEAR THE STOREFRONT. THIS SPACE EMPHASIZES THE RECESSED ENTRY, STOREFRONT WINDOWS, AND WINDOW DISPLAYS.

6. DOORS

Traditionally the storefront door was more than just a door. Tall and stately in proportion, its design reflected its commercial importance. Its wood and glass construction made it substantial and inviting to the customer. Other storefront doors (usually leading to the upper floors) were similar in appearance but less impressive than the main entry door.

The storefront entry should play a similar role today. The customer should be invited into the store by a pleasant entry. Four general concepts should guide the design of doors.

First, reuse the historic door if possible. If not, consider replacing it with a new door of exactly the same design.

Second, if the original design is not known, use a simple wood and glass door of traditional design. If an aluminum and glass door is used, it should be very simple in design with a dark anodized finish.

Third, make the door special with simple details such as a handsome brass door pull, brass kickplate or an attractive painted sign.

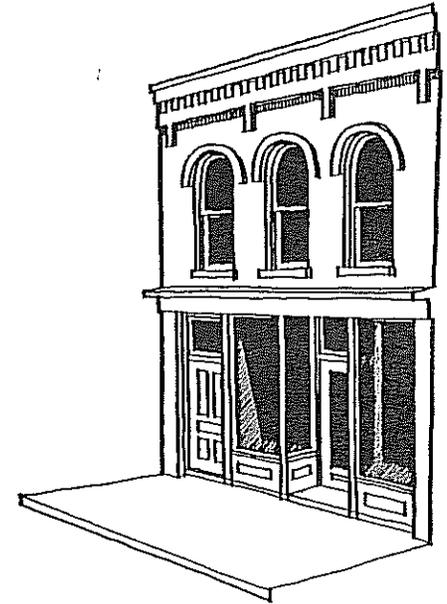
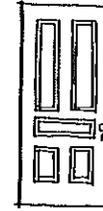
Fourth, avoid inappropriately decorated doors. Fake historic or highly decorated contemporary doors look out of place in the traditional storefront.

STOREFRONT ENTRY DOOR

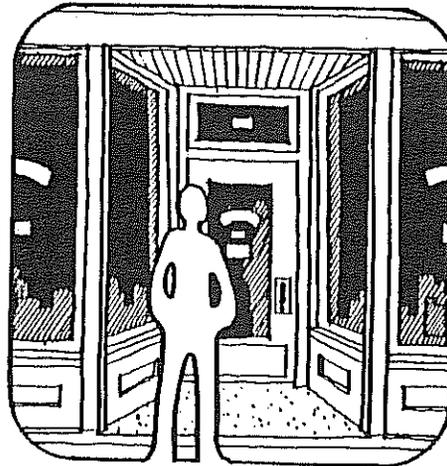
THE TYPICAL STOREFRONT DOOR WAS A WOOD PANEL DOOR WITH A LARGE GLASS WINDOW. THE DOOR WAS SET INTO THE ENTRY RECESS.

UPPER FLOOR ENTRY DOOR

THE TYPICAL UPPER FLOOR ENTRY WAS A SIMPLE WOOD PANEL DOOR WITH OR WITHOUT WINDOW.

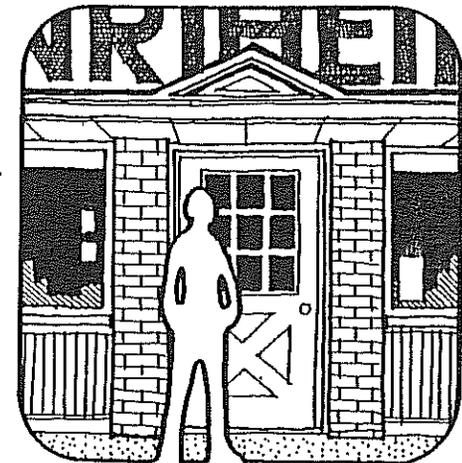


THE ENTRY RECESS, THE STOREFRONT DISPLAY WINDOWS, AND THE ENTRY DOOR SHOULD COMBINE TO CREATE A SIMPLE AND PLEASANT ENTRY SPACE.



THE ENTRY EXPERIENCE

THE EXPERIENCE OF ENTRY IS AN IMPORTANT PART OF STOREFRONT DESIGN. COMPARE THE EXAMPLES SHOWN ABOVE. THE TRADITIONAL ENTRY IS SIMPLE IN DESIGN AND EMPHASIZES THE DOOR ITSELF AND THE DISPLAY WINDOWS. IN THE REMODELED DESIGN TO THE RIGHT, THE DESIGN MAKES THE DOOR RELATIVELY INSIGNIFICANT.



7. WINDOWS

The traditional commercial facade has two types of windows: large display windows at the storefront and double hung windows at the upper floors. The storefront windows have been discussed elsewhere so this sheet focuses on the upper facade windows. These units were constructed primarily of wood, so if they were not properly made and maintained, they often deteriorated. This regular maintenance and necessary repair is important. A local specialist should be consulted for products and procedures required to meet specific needs. If a window has deteriorated beyond repair, it should be replaced with a window matching the original as closely as possible.

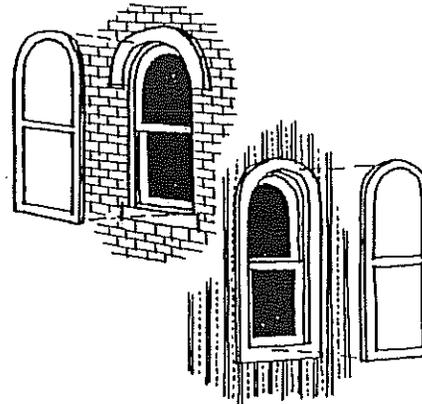
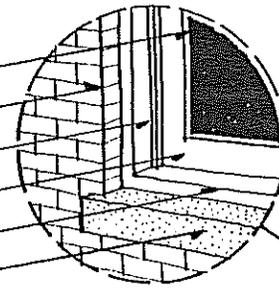
Always consider having new wood parts made to repair historic wood windows before resorting to window replacement. A local mill shop can probably create new pieces to match the originals, and the cost is usually not as high as one would expect.

In all cases any new windows should fit the original window opening. The window opening should never be altered. If a material other than wood is used for the frame, its color and detail should match the original as closely as possible. If aluminum units are planned, a dark anodized finish should be used.

In any window repair or replacement, use a double glazing, especially in storefront windows. Storm windows should be considered for upper floors to conserve energy.

TYPICAL WINDOW PARTS

- GLASS PANE
- MASONRY OPENING
- FRAME(S)
- SASH
- SILL
- MASONRY SILL

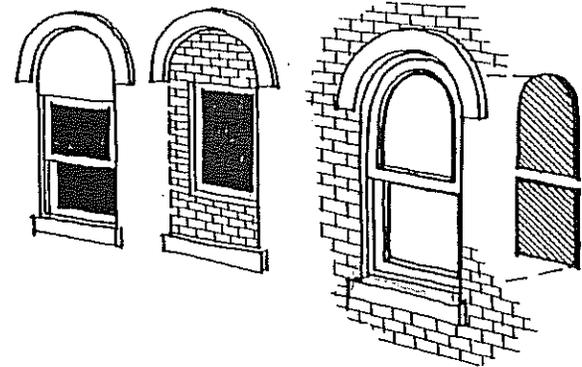


WINDOW ALTERATION

ALTERATION OF ORIGINAL WINDOW UNITS OR WALL OPENINGS SHOULD BE AVOIDED. WHEN A WINDOW MUST BE BOARDED UP, LEAVE THE ORIGINAL WINDOW UNIT INTACT, AND APPLY THE BOARDS FROM THE INSIDE. PAINT THE EXTERIOR OF THE BOARDS A DARK COLOR.

STORM WINDOWS

STORM WINDOWS CAN BE APPLIED TO FACADE WINDOW UNITS IN TWO BASIC WAYS. EXTERIOR INSTALLATIONS SHOULD MATCH EXISTING WINDOW CONFIGURATION. USE OF WOOD OR DARK ANODIZED ALUMINUM FRAMES IS RECOMMENDED. INTERIOR INSTALLATION PRESERVES ORIGINAL EXTERIOR APPEARANCE.



8. TRADITIONAL DECORATION

Decoration was often used on traditional commercial facades. It was sometimes simple, sometimes complex. It always emphasized the basic character of the facade. Its style followed the fashions and technology of the period when it was built. As such, the collection of historic decoration found in a town can be seen as a record of its history and its builders.

Any existing historic decoration should be preserved. It reinforces the traditional character of the downtown and adds a richness of detail which is often irreplaceable at today's costs. At the same time, the details of the decoration lend a unique character to individual buildings and to the downtown as a whole.

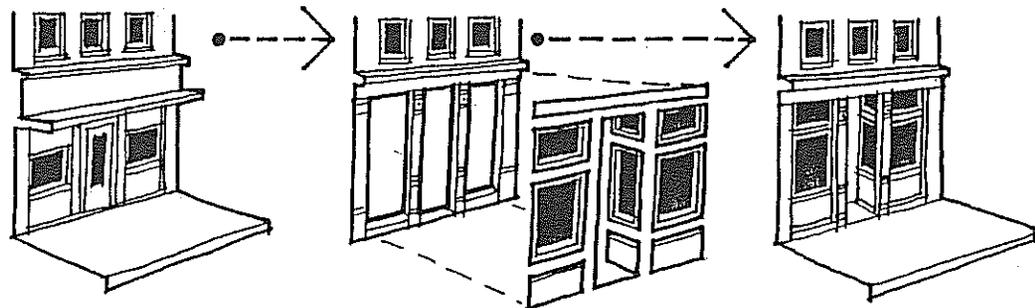
Many times in the remodeling of storefronts, original decorative details are intact as visual "leftovers" or simply covered up with new construction. In future improvements, these forgotten details should not be wasted. If enough of them remain, they can be restored as part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should grow out of the remaining details and create a harmonious background which emphasizes them.

TYPES OF HISTORIC DECORATION

- CORNICE PINNACLE
- UPPER CORNICE WITH BRACKETS, DENTILS AND RECESSED PANELS.
- CORBELED BRICKWORK
- UPPER FACADE PILASTER
- WINDOW HOOD
- WINDOW SASH
- WINDOW SILL
- LOWER CORNICE
- LEADED GLASS TRANSOM
- STOREFRONT PIERS
- STOREFRONT COLUMNS
- PANELED BULKHEAD
- PANELED WOOD DOORS



THE SEQUENCE BELOW ILLUSTRATES HOW INTACT ORIGINAL HISTORIC DECORATION IN A REMODELED STOREFRONT CAN BE SALVAGED AND BECOME THE BASIS OF A NEW DESIGN. CARE MUST BE TAKEN TO PROTECT HISTORIC DECORATION DURING DEMOLITION.



9. REAR ENTRANCES

Because large parking areas are often located behind commercial building blocks, rear facades are seen more often than in the past. Today an attractive rear entry can be a second front door.

In developing a rear entrance, a number of things must be considered. In general, the rear entrance must respond to the same needs as the storefront only at a reduced scale. These include identification signage, display, and a pleasant entry. In addition, it must also meet the service needs of the business as it has in the past. Since these two functions are often in conflict, the design of the rear entrance must be carefully planned. A particular concern is the storage and disposal of refuse. Trash cans, dumpsters, and other containers should be hidden from view whenever possible. Regular maintenance is of paramount importance.

The design of a rear entrance should be appropriate to its surroundings. The visual character of the rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to the more formal street facades. In this type of context, a refined or grand design can look out of place. Rather the design should be pleasantly inviting, but simple in detail.

GUTTERS, DOWNSPOUTS, AND WINDOWS MAY REQUIRE REPAIR AND/OR COSMETIC TREATMENT. REAR FACADE MASONRY MAY REQUIRE REPAIR AND/OR RE-PAINING.

SIGNS SHOULD BE MODESTLY SCALED TO FIT THE CASUAL VISUAL CHARACTER OF THE ALLEY.

A CANVAS AWNING CAN SOFTEN REAR FACADES AND PROVIDE A PLEASANT PROTECTED SPACE.

THE REAR ENTRY DOOR SHOULD BE WOOD AND GLASS SIMILAR TO THE FRONT DOOR.

SPECIAL LIGHTING SHOULD BE MODEST AND SHOULD FOCUS ON THE ENTRY DOOR.

SELECTIVE USE OF TREE-PLANTING AND OTHER LANDSCAPING CAN SUBTLY IMPROVE A REAR FACADE.

REFUSE CONTAINERS AND SERVICE FACILITIES SHOULD BE SCREENED FROM VIEW.

SURFACE PAVING OF THE ALLEY SHOULD BE REPAIRED, IF NECESSARY.

AN EXISTING WINDOW CAN BE EASILY CONVERTED INTO A SMALL DISPLAY WINDOW.



10. HISTORIC MATERIALS

Four types of materials were traditionally used to construct commercial facades. They were masonry, metal (cast iron and sheet metal), wood and glass. Each of these contributes a special character to the facade. If they are properly maintained, they can provide years of satisfactory performance. Before original materials are replaced, their condition should be carefully evaluated by a specialist to determine if they can be repaired.

Masonry -- brick or stone -- causes relatively few maintenance problems. Deterioration of masonry units usually results from excessive water penetration. A common problem in masonry walls is deterioration of the mortar joints. Wood and metal are more subject to damage from natural forces and neglect. Deterioration of anchoring and support systems, as well as the surface material often causes maintenance problems. Good maintenance today will prevent additional deterioration and the eventual loss of valuable detail.

Traditional facade material can be divided into two groups:

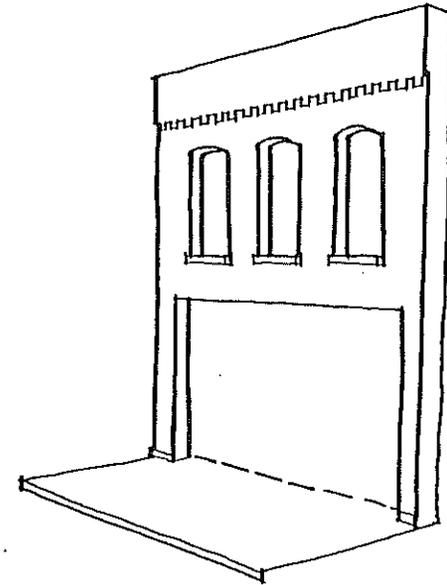
- the masonry which composes the facade wall,
- the wood, glass and metal which frame and enclose openings and decorate the facade

MASONRY (THE WALL)

THE FACADE WALL IS USUALLY BRICK WITH STONE OR TERRA COTTA ACCENTS. PATTERNED OR CORBELED BRICKWORK IS OFTEN USED AS DECORATION.

MASONRY SURFACES SHOULD BE LEFT WITH A NATURAL FINISH. PAINT REMOVAL OR CLEANING BY CHEMICAL PROCESS IS APPROPRIATE IF MASONRY IS IN GOOD CONDITION. SANDBLASTING OF EXTERIOR SURFACES IS NOT RECOMMENDED.

POTENTIAL DETERIORATION INCLUDES MORTAR JOINTS AND MASONRY UNITS.

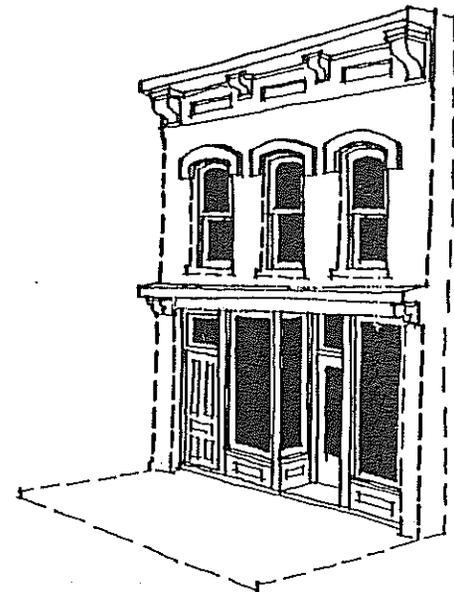


WOOD, METAL AND GLASS

THESE MATERIALS ARE USED IN A VARIETY OF WAYS TO COMPLETE AND DECORATE A FACADE WALL. STOREFRONTS, WINDOWS, DOORS AND DECORATIVE ELEMENTS (TRIM, BRACKETS AND CORNICES) ARE COMMON IN MANY MATERIALS AND CONFIGURATIONS.

REGULAR MAINTENANCE AND REPAIR IS IMPORTANT TO INSURE THE LONG EFFECTIVE LIFE OF ALL THESE MATERIALS.

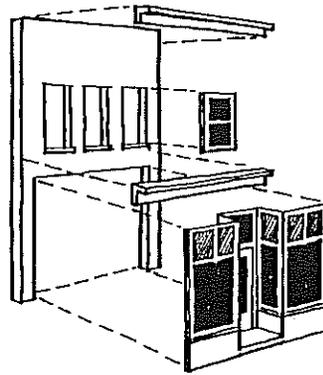
POTENTIAL DETERIORATION AFFECTS NOT ONLY THE MATERIALS THEMSELVES BUT OFTEN THEIR SUBSURFACE ANCHORING AND SUPPORT AS WELL.



11. MODERN MATERIALS

Contemporary materials which have characteristics similar to traditional materials can be appropriately used in facade rehabilitation. In general, they should have a smooth texture with a satin or flat finish and a color which enhances the traditional character of the facade. Their profile should be similar to the profile of the traditional material they replace. High gloss materials such as opaque glass and porcelain enamel should be used only within the storefront opening.

Some contemporary materials are often used to apply "shopping mall" style facades over the rich character of downtown buildings. Materials such as cedar shakes, textured plywood, stone veneer, log paneling, stucco and plastic are not appropriate for use on traditional facades for three reasons. First, these materials often attempt to create a theme which conflicts with the traditional character of the downtown. Instead only materials which reinforce the traditional character should be used. Second, these materials are not of a quality - in terms of durability, finish and appearance - that is necessary to establish an image of quality and stability. Third, these materials often detract from the character, the storefront and the facade. They create a confused and cluttered appearance instead of reinforcing the traditional character of the facade.



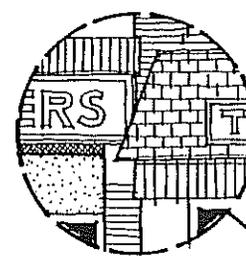
STOREFRONTS CAN BE REHABILITATED WITH ALUMINUM FRAMES FOR DISPLAY WINDOWS. CONSIDER USING A DARK ANODIZED FINISH OR PAINTING THE ALUMINUM AN APPROPRIATE COLOR.

ALUMINUM WINDOWS CAN BE USED TO REPLACE SEVERELY DETERIORATED UPPER STORY WINDOWS, AS LONG AS THEY ARE THE SAME SIZE AS THE ORIGINALS AND HAVE A DARK ANODIZED FINISH OR A FINISH MEANT TO BE PAINTED AN APPROPRIATE COLOR.

SHEET ALUMINUM, OR OTHER SHEET METALS, WHEN COMBINED WITH SOME SIMPLE WOOD OR METAL MOLDINGS, CAN BE USED TO FORM CONTEMPORARY CORNICES.

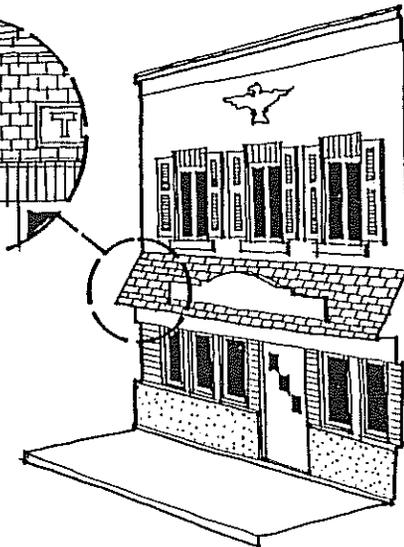
SIGN PANELS CAN BE FORMED FROM SHEET METAL, SERVING AS A NEUTRAL BACKGROUND FOR WOOD OR METAL RAISED LETTERS OR FOR LETTERING PAINTED DIRECTLY ON THE SHEET.

PARTICULAR ATTENTION SHOULD BE PAID TO THE POINT AT WHICH DIFFERENT MATERIALS JOIN TOGETHER. THESE "EDGES" SHOULD BE CLEAN AND ORGANIZED. KEEPING ALL NEW CONSTRUCTION WITHIN ORIGINAL FACADE OPENINGS MINIMIZES THESE VISUAL PROBLEMS.



UNNECESSARY, FAKE HISTORIC DETAIL DETRACTS FROM THE QUALITY AND VISUAL DOMINANCE OF EXISTING AUTHENTIC DETAIL.

PLASTIC AND POORLY CONSTRUCTED COMPONENTS CREATE A TEMPORARY, LOW-QUALITY IMAGE.



USING SEVERAL DIFFERENT MATERIALS AT THE STOREFRONT CREATES A CLUTTERED APPEARANCE.

12. PAINTING

Painting can be one of the simplest and most dramatic improvements one can make to a facade. It gives the facade a well-maintained appearance and is essential to the long life of many traditional materials. The steps below should be followed to insure a quality job.

1. Catalogue all the facade materials to be painted. Since they have different properties, these materials may require different paints or procedures. Consult a local expert for advice. Plan to use only quality materials.
2. Make any necessary repairs to surfaces before starting: replace rotten wood, repoint masonry mortar joints, remove rust from metal, etc.
3. Carefully prepare each surface per manufacturer's instructions for the paint being used. This will include scraping, sanding, and thorough cleaning. This surface preparation is an extremely important step toward a good finish job.
4. Apply the paint per instructions. Paint only in satisfactory weather and plan to use a primer as a first coat for better surface adhesion. Follow with two coats of the final color.
5. Do not paint a brick or stone building that was never painted unless these materials require a protective coating to prevent deterioration.

METAL FLASHING

MOST SHEET METAL FLASHING, GUTTERS, AND DOWNSPOUTS REQUIRE PAINT TO PREVENT RUST AND CORROSION.

WOOD DECORATION

DECORATIVE ELEMENTS CAN EASILY DETERIORATE IF PAINT IS NOT PROPERLY MAINTAINED. PRIME ALL SIDES OF NEW WOOD USED IN REPAIR AND/OR REPLACEMENT TO INSURE LONG LIFE.

WOOD WINDOWS

WOOD WINDOW PARTS EASILY DETERIORATE IF THEY ARE NOT PAINTED REGULARLY.

MASONRY

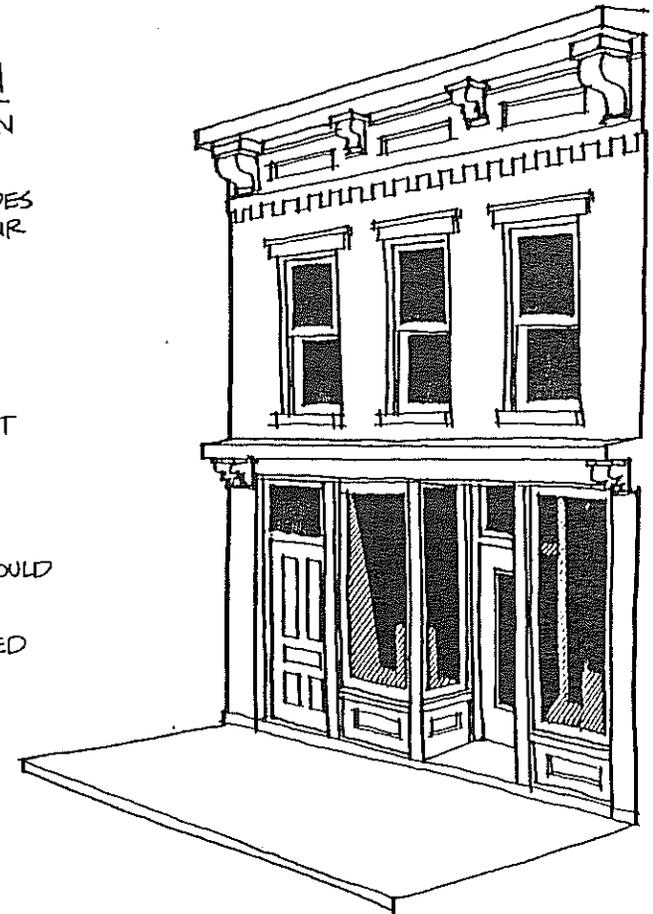
NATURAL BRICK OR STONE SHOULD NOT BE PAINTED. EXISTING PAINT ON THESE MATERIALS CAN BE CHEMICALLY REMOVED (NO SANDBLASTING!) OR REPAINTED.

METAL STOREFRONT

METAL STOREFRONT PARTS (CAST IRON, SHEET METAL, WINDOW FRAMES, ETC.) SHOULD BE PAINTED TO PREVENT RUST AND CORROSION.

METAL DECORATION

MOST METAL DECORATIVE ELEMENTS REQUIRE REGULAR PAINT AND MAINTENANCE TO AVOID DETERIORATION.



WOOD STOREFRONT

WOOD STOREFRONT PARTS (WINDOWS, DOORS, PANELS, DECORATION, ETC.) SHOULD BE REPAINTED REGULARLY.

13. COLOR

Colors should visually relate building elements to each other, and also individual facades to each other. The colors chosen for any facade should relate to the neighboring facade, and to the blockscape as a whole.

Because the amount of sun can change the appearance of a paint color, paint chips should be checked on both sunny and cloudy days. Painting a small section of the building in the chosen colors is the best way to check the effect of the colors on the building.

In the end, color choice is a personal decision. It is an expression of the building owner, and the businesses located in the building. If some basic color and paint guidelines are kept in mind, color can add to the richness and variety of Manistee's historic commercial buildings. A color palette is provided in the Appendix. The breakdown of colors within a scheme is based on a hierarchy of base, major trim, and minor trim colors.

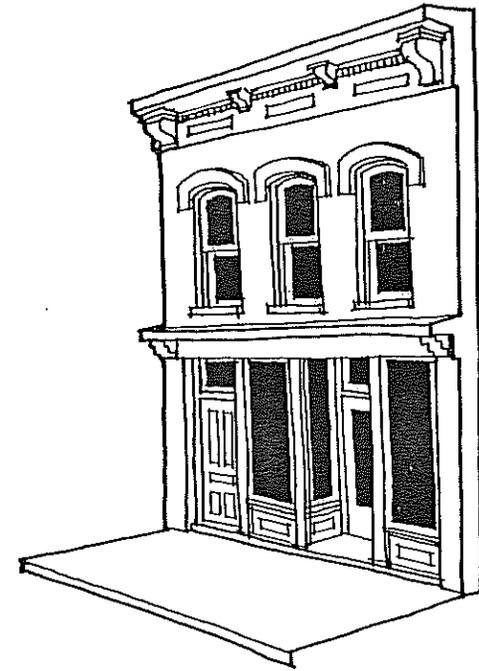
The color of the upper wall surface and the storefront piers is the base color. In most cases, if these elements are not currently painted, they should not be painted. Paint can sometimes be removed from painted elements to reestablish their natural brick color and texture.

If these elements are to remain painted, the choice of base color is of primary importance. Generally, light base colors will visually project and emphasize detailed brickwork. Darker colors will visually emphasize the trim.

CHOICE OF COLORS

NO MORE THAN THREE COLORS SHOULD BE USED ON ANY GIVEN FACADE. THIS INCLUDES ANY "NATURAL" COLORS SUCH AS UNPAINTED BRICK OR STONE.

1. BASE COLOR
2. MAJOR TRIM COLOR
3. MINOR TRIM COLOR



BASE COLOR

IN GENERAL, THE BASE COLOR IS THE COLOR OF THE BASIC FACADE WALL. OFTEN THIS COLOR IS THE NATURAL APPEARANCE OF THE MASONRY. WHEN PAINTED, THE BASE COLOR SHOULD RELATE HARMONIOUSLY WITH THAT OF OTHER FACADES ON THE STREET.

The wall could also be painted a lighter and darker shade of one color to enhance the general patterns and detail of the brick. Generally the use of bright colors including white should be avoided.

The major trim elements are those which define the facade. These elements include the upper cornice, the lower cornice, decorative window caps and sills, and storefront columns.

When the base color is natural brick, the major trim color should relate to the brick color. When the wall surface is painted, the trim color should compliment the base color(s). Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together. Again, avoid the use of bright colors and white.

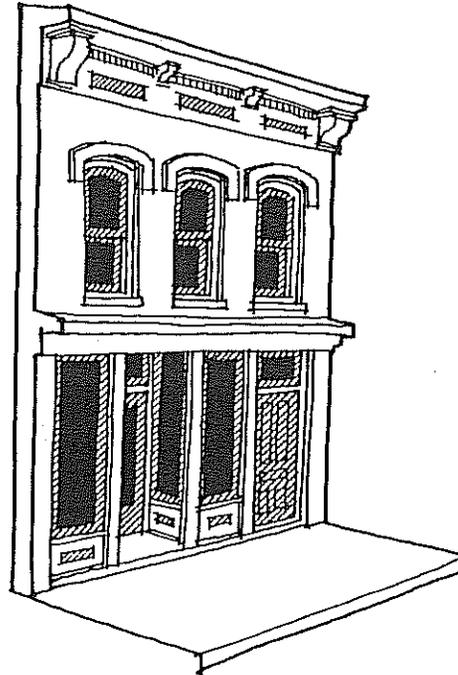
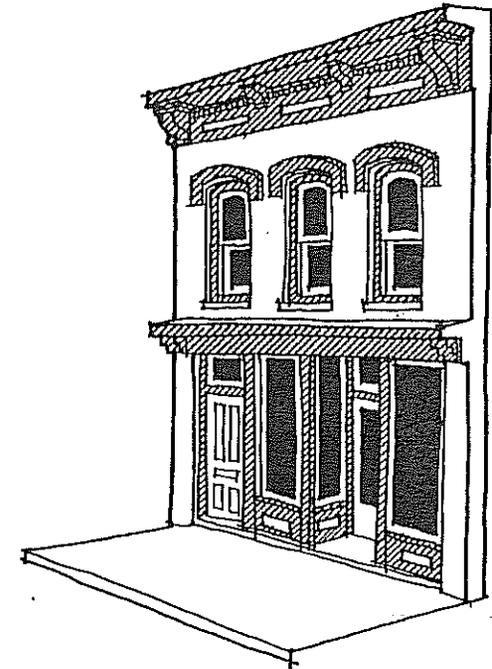
The minor trim elements are window frames and sash, doors and other trim elements within the facade openings as defined by the base and major trim.

Often the minor trim elements should be the same color as the major trim. The use of only one trim color places a greater importance on the base color. If there are only a few minor trim elements, all the trim should be painted one color in order to strengthen its overall visual impact.

If the minor trim is painted a third color, it should strengthen the color scheme already established by the base and major trim colors. In most cases, when two colors are used on trim, the minor trim color should be a darker shade of the major trim color. In some cases, a subtle third color can effectively enhance the character of the entire facade. Extreme care should always be taken when choosing a third color.

MAJOR TRIM COLOR

THE MAJOR TRIM COLOR IS USED ON THE CONSTRUCTIONS AND DECORATIVE ELEMENTS WHICH DEFINE THE FACADE. THIS COLOR SHOULD BE USED ON BOTH THE UPPER FACADE AND STOREFRONT TO TIE THE FACADE TOGETHER AS A WHOLE.



MINOR TRIM COLOR

THE MINOR TRIM COLOR IS USED PRIMARILY AS AN ACCENT TO HIGHLIGHT THE ARCHITECTURAL DETAILS OF THE FACADE. ELEMENTS SUCH AS WINDOW SASH AND DOORS CAN BE EMPHASIZED. CARE SHOULD BE TAKEN IN CHOOSING THIRD COLORS IN A SCHEME.

14. INFILL CONSTRUCTION

The construction of new buildings along the traditional commercial street is a valid tool for downtown revitalization. It is extremely important, however, that these new buildings relate harmoniously with the older buildings which surround them. Since these buildings are often constructed on vacant lots, thus filling a "hole" in the street, they are called infill construction.

Visually, the design of an infill building, particularly its front facade, should be influenced by the other facades on the street. It should "grow" out of them.

The new design should not, however, duplicate the design of neighboring facades. Rather, it should be a contemporary design influenced by its surroundings ... a blend of new and old. The infill facade should not pretend to be historic by using fake "historic" detail. Pseudo-Colonial or Victorian elements are often used to blend a new building with older surroundings. This approach generally ends up only compromising what is authentically historic in the environment.

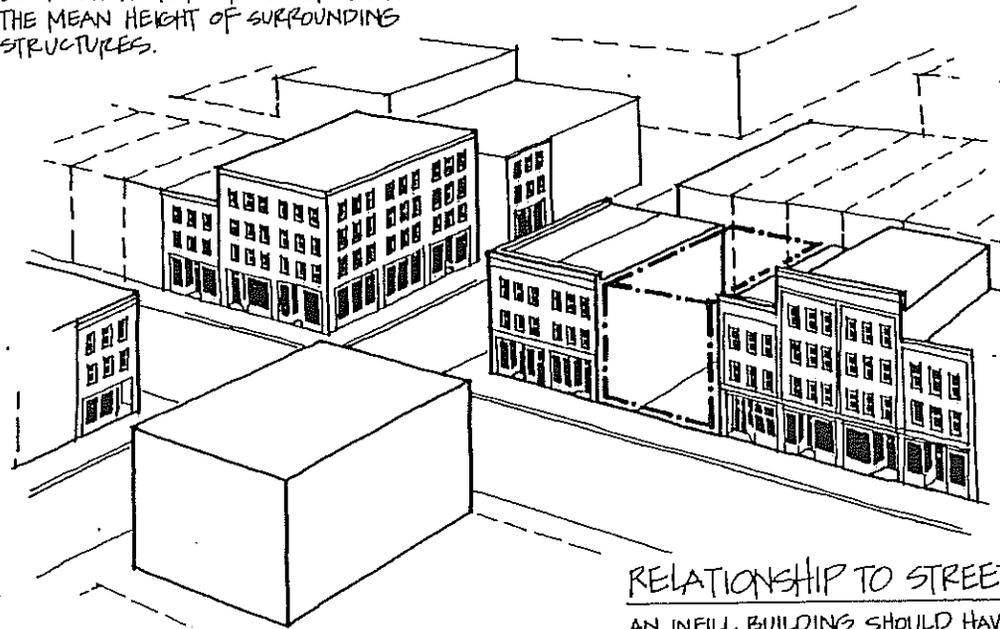
Since good infill design responds directly to its surroundings, it is not possible to develop specific guidelines which apply to all cases. There are, however, several general ideas which should govern the visual ties between an infill building and its neighbors.

FACADE SHAPE

THE CONCEPTS AND CHARACTERISTICS PRESENTED ON THIS PAGE ARE THOSE OF THE EXISTING ARCHITECTURE WHICH SHOULD DETERMINE THE "ROUGH" SHAPE, SIZE AND LOCATION OF THE INFILL FACADE.

HEIGHT

HISTORIC COMMERCIAL BUILDINGS ARE GENERALLY SIMILAR IN HEIGHT. AN INFILL BUILDING SHOULD NOT BE MUCH HIGHER OR LOWER THAN THE MEAN HEIGHT OF SURROUNDING STRUCTURES.



WIDTH

AN INFILL BUILDING SHOULD REFLECT THE CHARACTERISTIC WIDTH OF FACADES ON THE STREET. WIDER FACADES SHOULD BE BROKEN DOWN INTO A SERIES OF SMALLER "STRUCTURAL" BAYS.

ROOF FORMS

THE ROOF TYPE OF AN INFILL BUILDING SHOULD CORRESPOND TO THOSE OF ADJACENT BUILDINGS. ON COMMERCIAL STREETS, THIS USUALLY MEANS A FLAT ROOF NOT VISIBLE ON THE FRONT FACADE.

RELATIONSHIP TO STREET

AN INFILL BUILDING SHOULD HAVE A RELATIONSHIP TO THE STREET (PRIMARILY AN ISSUE OF SETBACK) WHICH IS CONSISTENT WITH NEIGHBORING FACADES.

FACADE PROPORTION

THE CHARACTERISTIC PROPORTION (RELATIONSHIP OF HEIGHT TO WIDTH) OF EXISTING FACADES SHOULD BE RESPECTED.

FACADE DESIGN

THE CONCEPTS AND CHARACTERISTICS PRESENTED ON THIS PAGE ARE THOSE OF THE EXISTING ARCHITECTURE WHICH SHOULD DETERMINE THE "DETAIL" DESIGN OF THE INFILL FACADE.

VISUAL COMPOSITION

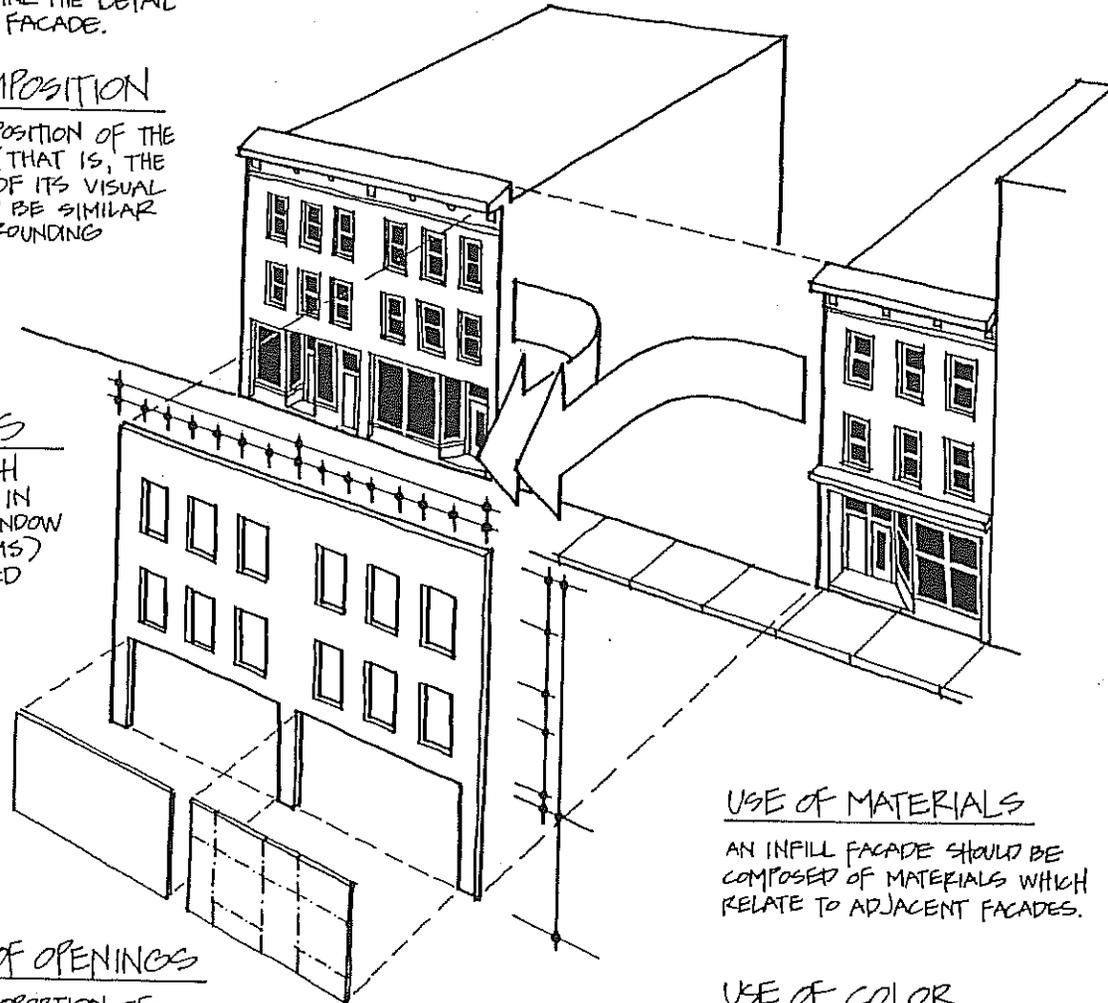
THE VISUAL COMPOSITION OF THE INFILL FACADE (THAT IS, THE ORGANIZATION OF ITS VISUAL PARTS) SHOULD BE SIMILAR TO THAT OF SURROUNDING FACADES.

FACADE RHYTHMS

VISUAL RHYTHMS WHICH UNIFY THE BLOCKSCAPE IN THEIR CONSISTENCY (WINDOW AND STOREFRONT RHYTHMS) SHOULD BE INCORPORATED INTO INFILL FACADES.

PROPORTION OF OPENINGS

THE SIZE AND PROPORTION OF WINDOW AND DOOR OPENINGS SHOULD BE SIMILAR TO THOSE ON SURROUNDING FACADES. THE SAME APPLIES TO THE RATIO OF WINDOW AREA TO SOLID WALL FOR THE FACADE AS A WHOLE.



USE OF MATERIALS

AN INFILL FACADE SHOULD BE COMPOSED OF MATERIALS WHICH RELATE TO ADJACENT FACADES.

USE OF COLOR

THE COLORS CHOSEN FOR AN INFILL FACADE SHOULD TIE IT TO ITS NEIGHBORS.

15. ENERGY CONSERVATION

The original construction of traditional commercial buildings gives them some basic energy advantages. They are usually built side by side reducing heat loss through sidewalls. They are multi-story allowing heat rising from lower floors to be reused. Above the storefront, windows tend to be small and widely spaced thus minimizing heat loss.

These buildings also have many energy problems. Old windows and doors can lose large amounts of heat as do flat uninsulated roofs. Large storefront windows lose heat in the winter and gain heat in the summer. Old furnaces and heating systems are usually inefficient by today's standards.

Improvements which increase the energy efficiency of the building should be incorporated into any rehabilitation project. Several suggestions are included on this page. More detailed suggestions are included in the Technical Guidelines.

INSULATION OF THE UPPER FLOOR CEILING REDUCES HEAT LOSS TO THE ATTIC. THE ATTIC MUST BE VENTILATED IF ITS FLOOR IS INSULATED.

AN OPERABLE SKYLIGHT ALLOWS NATURAL VENTILATION OF THE BUILDING REDUCING THE NEED FOR AIR CONDITIONING.

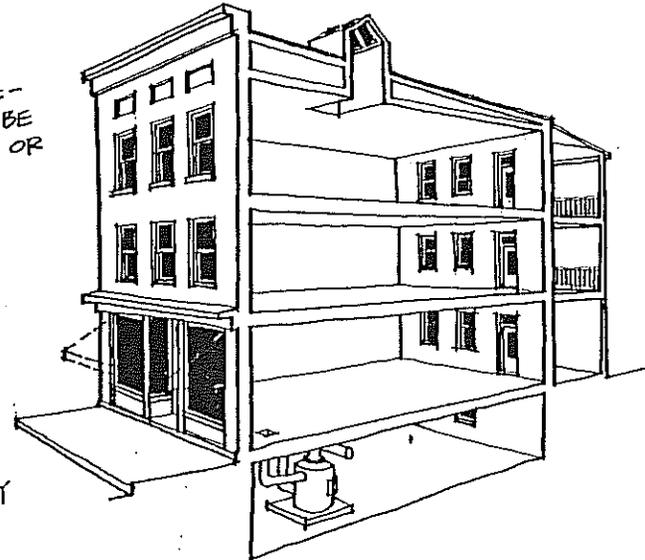
STORM WINDOWS ON UPPER FACADE WINDOW OPENINGS REDUCE HEAT LOSS. THEY CAN BE INSTALLED ON THE EXTERIOR OR INTERIOR OF THE EXISTING WINDOWS.

A RETRACTABLE AWNING CAN CONTROL THE SUMMER HEAT GAIN FROM DIRECT SUNLIGHT WHILE ALLOWING WELCOME WARMTH TO ENTER IN THE WINTER.

DOUBLE GLAZING OF DISPLAY WINDOWS REDUCES WINTER HEAT LOSS THROUGH THE STOREFRONT.

INSULATION OF THE FIRST FLOOR REDUCES HEAT LOSS TO THE BASEMENT.

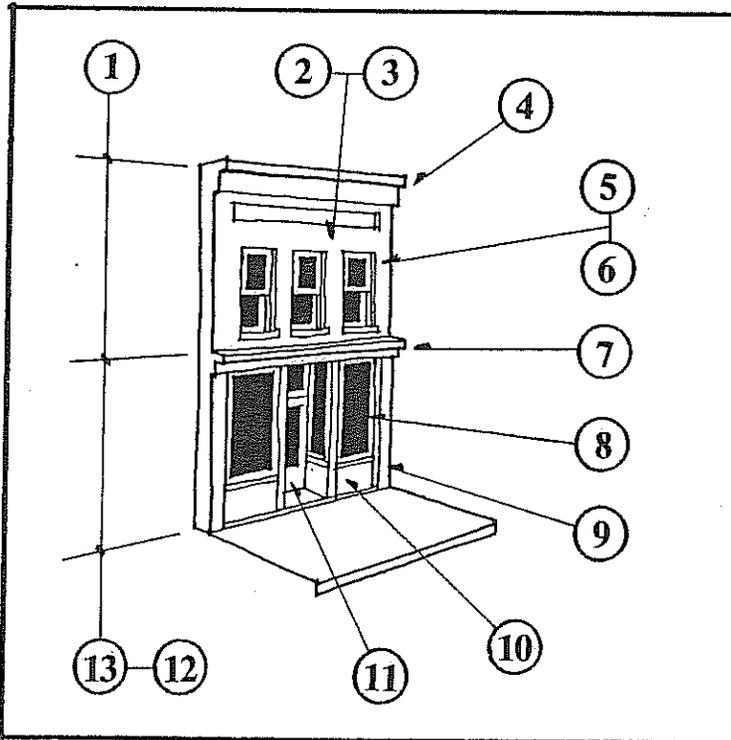
REPLACEMENT OF OLD OR INEFFICIENT FURNACES CAN OFTEN SIGNIFICANTLY REDUCE ENERGY USAGE. FLUE DAMPERS, RECIRCULATING FANS, AND NIGHT SETBACKS CAN CONSERVE ADDITIONAL ENERGY.



FACADE EVALUATION

To evaluate a facade, answer the adjacent questions. Use a clear photo of the facade, preferably one taken from across the street from the building so you are working from an accurate, detailed image of existing conditions.

The key below will help you locate the features in each question. If you answer "yes" to a question, you have identified a traditional characteristic which should be maintained. If you answer "no" to a question, you have identified an area of concern. Look up the Design Guidelines or Case Study indicated to determine an appropriate course of action.



QUESTIONS	IF NO, REFER TO:
① Do the storefront and upper facade create a single image, instead of looking like two distinct parts?	Pages 54, 62, 128, 130
② Is the upper facade completely visible?	Pages 54, 132
③ Is the original masonry wall in good condition?	Pages 67, 144
④ Does the upper facade have a visual top (i.e., cornice or decorative brickwork)?	Pages 65, 67, 132
⑤ Are the upper facade windows in good condition?	Pages 54, 64, 134, 142
⑥ Have the upper facade windows been maintained in their original shape?	Pages 54, 64, 132, 134
⑦ Does the signage compliment the storefront without obscuring building details?	Pages 58, 130
⑧ Does the storefront fill the original storefront opening without covering the edges?	Pages 56, 128
⑨ Are the masonry piers at the sides of the storefront visible and do they match the upper facade?	Pages 56, 63, 132
⑩ Are the storefront windows and doors in their original size and configuration?	Pages 56, 63, 136
⑪ Is the storefront entry slightly recessed (less than 5 feet)?	Pages 56, 63
⑫ Do the storefront materials compliment the upper facade in texture, pattern and color?	Pages 56, 67, 68, 130
⑬ Do the colors on the storefront and upper facade look like they belong together?	Pages 69, 70

FACADE EVALUATIONS AND RECOMMENDATIONS

On the following pages is a series of drawings representing the facades of most of the buildings in downtown Manistee. Through graphic means each building front is divided into three parts: storefront; sign panel; and upper facade. Each of these parts is graphically evaluated using four categories: original; appropriate; inappropriate; and non-contributing.

The owner or tenant can note the facade evaluation from the appropriate block-scape, and then formulate a rehabilitation strategy based on the general treatments described below and on the Design and Technical Guidelines contained in this report.

GENERAL TREATMENTS BASED ON FACADE EVALUATION

The assignment of four facade evaluation categories to the parts of a building can assist the property owner or lessee in determining an appropriate rehabilitation treatment. The appropriate treatments are as follows:

Original - existing material is valuable and should be retained. The present appearance should be maintained. Existing elements should be restored, if necessary, and maintained. If new elements are necessary, they should match the remaining

original elements as closely as possible.

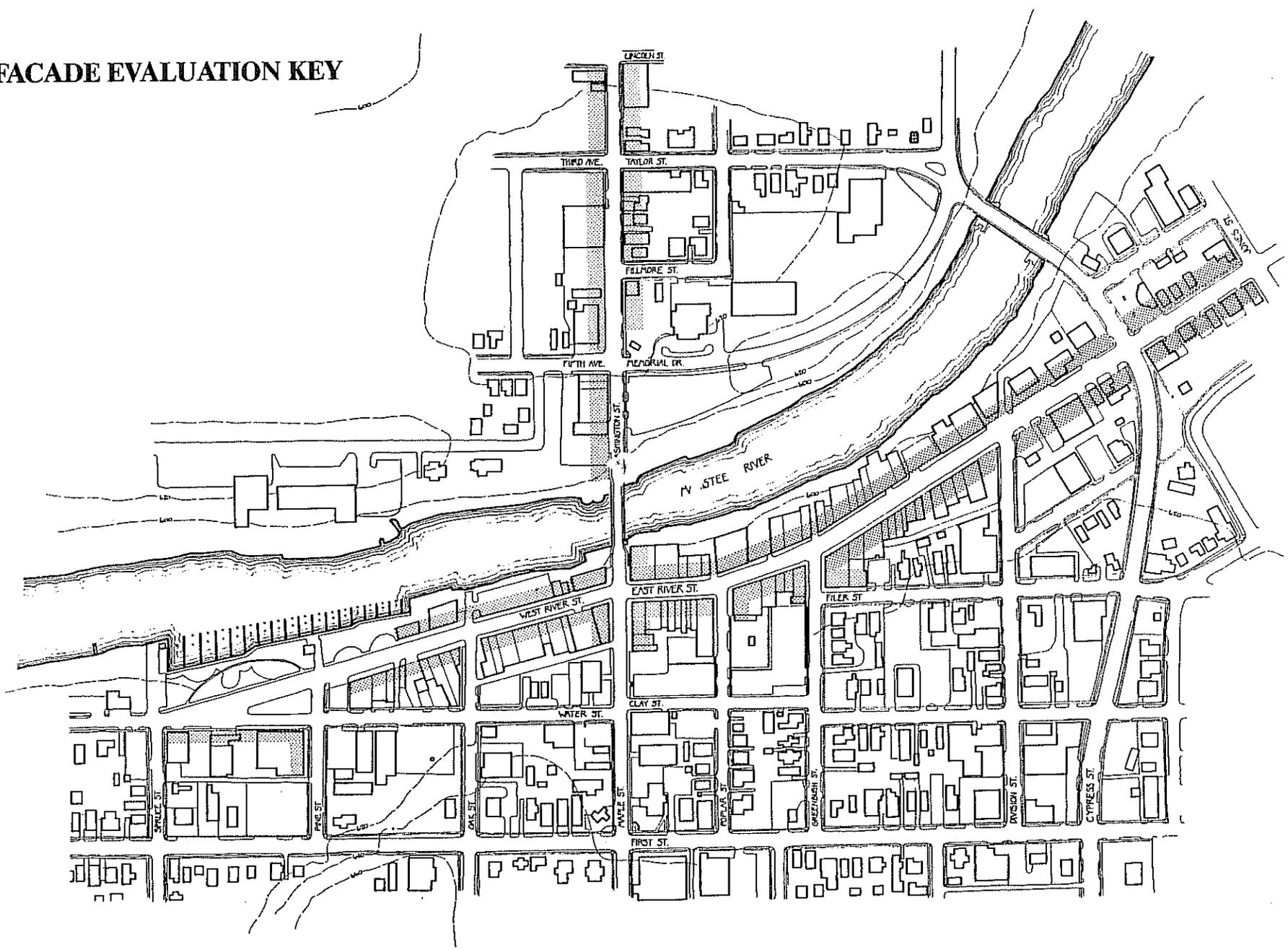
Appropriate - existing materials is valuable and should be retained. Present elements should be maintained. New elements required due to deterioration of existing material should be compatible with remaining existing material.

Inappropriate - the present appearance should be modified to relate to the visual and historical context of Manistee. The inappropriate building can be upgraded by following the Design Guidelines.

Non-Contributing - building is new, or has been so drastically altered that a return to an original or appropriate appearance is unlikely. The present appearance is at odds with traditional commercial design consistency of downtown Manistee.

Facades can often be appropriately improved at minimal cost. A new sign, a canvas awning, or removal of a newer covering and restoration of windows underneath can dramatically improve a historic or appropriate facade for a minimal investment. A building can be upgraded from non-contributing or inappropriate to appropriate or original by taking such minimal action. A design professional should be retained to provide expert guidance and to minimize costs.

FACADE EVALUATION KEY



SPECIFIC TREATMENT OF BUILDING ELEMENTS

Each building front is composed of several basic parts (see Design Guidelines). On the blockscape drawings, the applicable elements such as piers, lower cornice, or upper wall surface are assigned one of four symbols in a column immediately below each building. These four symbols, as shown on the key on each right-hand page, represent a specific treatment that should be applied to that element. These treatments are defined as follows:

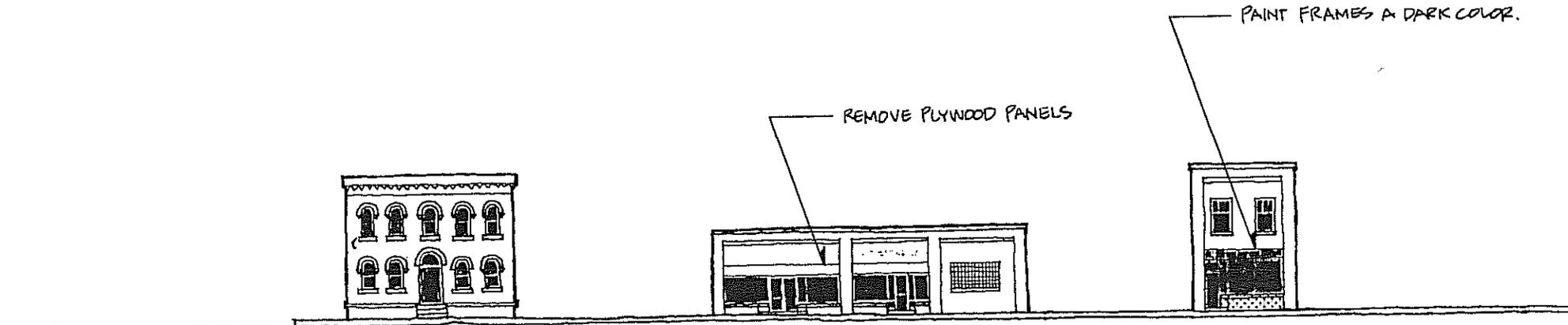
- Remove - the indicated element is not original or appropriate, and should be removed. (In the case of signs, a new sign should be provided based on the Design Guidelines.)
- Rehabilitate - the indicated element should be replaced by new construction which is compatible with the remaining

original building elements, or, if no original building elements exist, with the traditional commercial architecture of neighboring buildings.

- Maintain - the indicated element is original or appropriate to the building, and should be preserved through regular maintenance.
- Restore - the indicated element should be accurately restored to its original appearance, either by means of the removal of later work or by the replacement of missing earlier or original work.

The use of these blockscales and the indicated treatments should be in conjunction with the Design Guidelines and Building Treatment Standards (the latter can be found in the Appendix), as well as with professional design assistance.

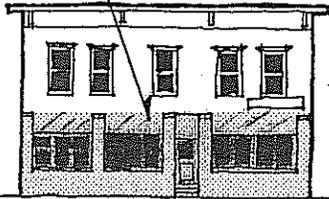
RIVER STREET: SOUTH SIDE



JONES ST.	261		263		267	
	○		○		○	
	○		○		○	
	○		○		○	
	○		○		○	
	○		○		○	
			△			
	○		○		○	
	○				○	
	○		○		○	
			○			

REPLACE SHINGLE INFILL IN STOREFRONT WITH SOLID PLYWOOD PANELS PAINTED TO MATCH TRIM. INSTALL APPROPRIATE SIGNS.

REMOVE METAL FASCIA; INSTALL NEW SIGN ON BRICK.



KEY

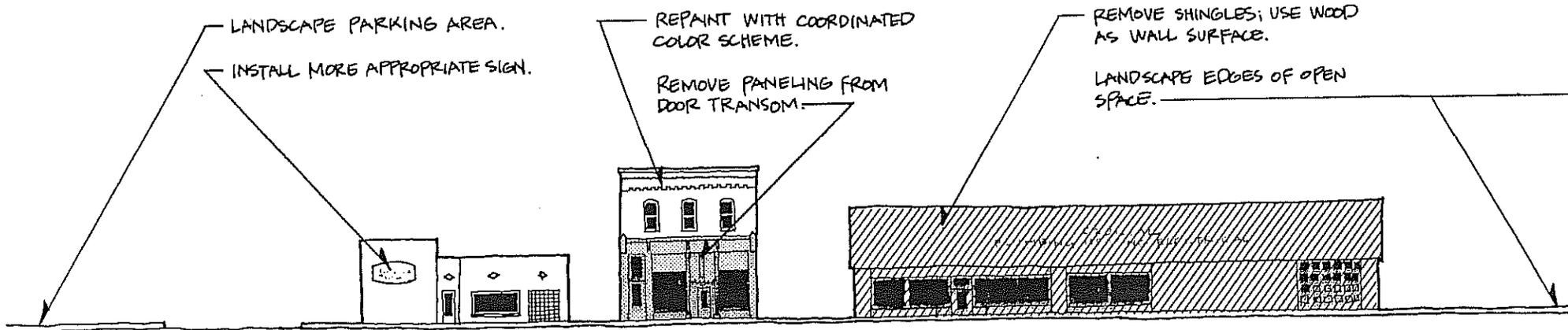
NONCONTRIBUTING		TREATMENT EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		
REHABILITATE		
MAINTAIN		
RESTORE		

STREET NUMBER

273	281	
▲	○	BULKHEADS
▲	○	PIERS
▲	○	DOORS
▲	○	DISPLAY WINDOWS
▲	○	TRANSOM WINDOWS
▲		LOWER CORNICE
△	△	SIGN/TRANSOM PANEL
○	○	WALL SURFACE
○		WINDOWS
○		UPPER CORNICE
		SIGNS

UP. FACADE SIGN STOREFRONT

RIVER STREET: SOUTH SIDE



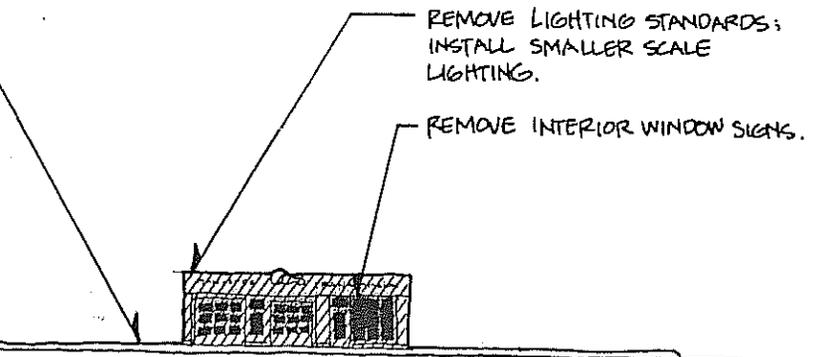
	285		289		295	
	○		○		○	
	○		○		○	
	○		●		○	
	○		○		○	
			●			
			○			
	△		△		▲	
	○		○			
			○			
			○			

KEY

- NONCONTRIBUTING 
- INAPPROPRIATE 
- APPROPRIATE 
- ORIGINAL 
- REMOVE 
- REHABILITATE 
- MAINTAIN 
- RESTORE 

TREATMENT EVALUATION

STREET NUMBER

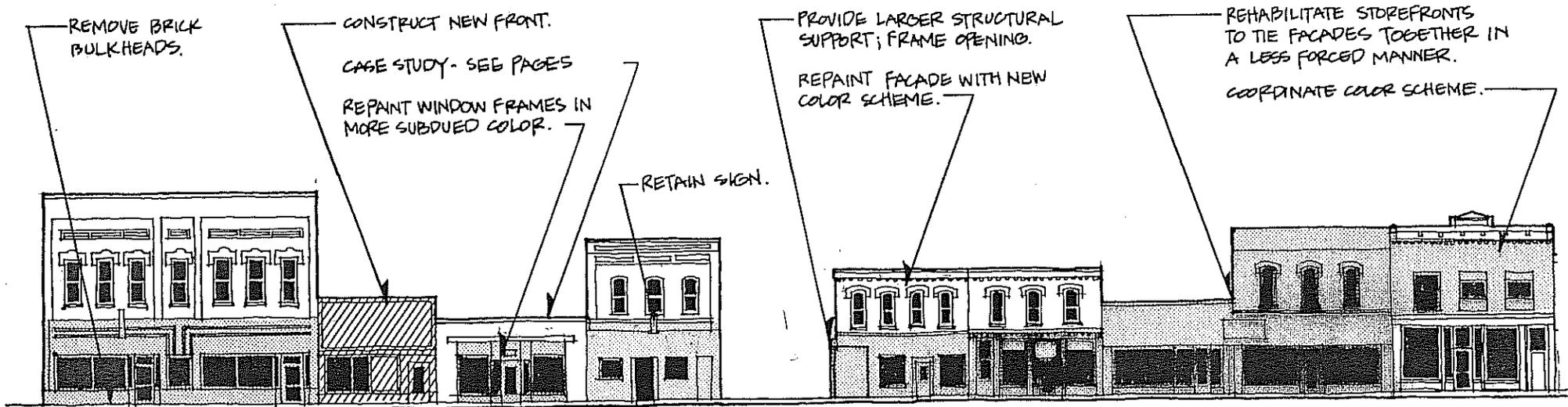


	305	DIVISION ST.
	○	
	○	
	○	
	○	
	○	
	○	
	△	

- BULKHEADS
- PIERS
- DOORS
- DISPLAY WINDOWS
- TRANSOM WINDOWS
- LOWER CORNICE
- SIGN/TRANSOM PANEL
- WALL SURFACE
- WINDOWS
- UPPER CORNICE
- SIGNS

UP. FACADE SIGN STOREFRONT

RIVER STREET: SOUTH SIDE



319	321	323	325	327	VACANT	331	333	337	339
▲	▲	▲	○	▲		▲	○	▲	○
▲	▲	▲	○	▲		▲	○	○	○
○	○	○	○	▲		▲	▲	▲	●
○	○	▲	○	▲		▲	○	▲	○
▲	▲	▲	▲	▲		▲	●	▲	▲
▲	▲	○	○	○		▲	○		▲
△	△	△	△	△		△	△	△	△
○	○		○	○		○	○		○
○	○			○		○	○		○
○	○			○		○	○		○
				○					△

KEY

NONCONTRIBUTING		TREATMENT EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		
REHABILITATE		
MAINTAIN		UP. FACADE SIGN STOREFRONT
RESTORE		



343	347	349	355	GREENEUSH ST.	STREET NUMBER
○	▲	○	○		BULKHEADS
○	▲	○	○		PIERS
○	▲	○	▲		DOORS
○	▲	○	○		DISPLAY WINDOWS
●	▲	▲	▲		TRANSOM WINDOWS
○	○	○	○		LOWER CORNICE
△	△	△	△		SIGN/TRANSOM PANEL
○	○	○	○		WALL SURFACE
○	○	○	○		WINDOWS
○	○	○	○		UPPER CORNICE
					SIGNS

RIVER STREET: SOUTH SIDE

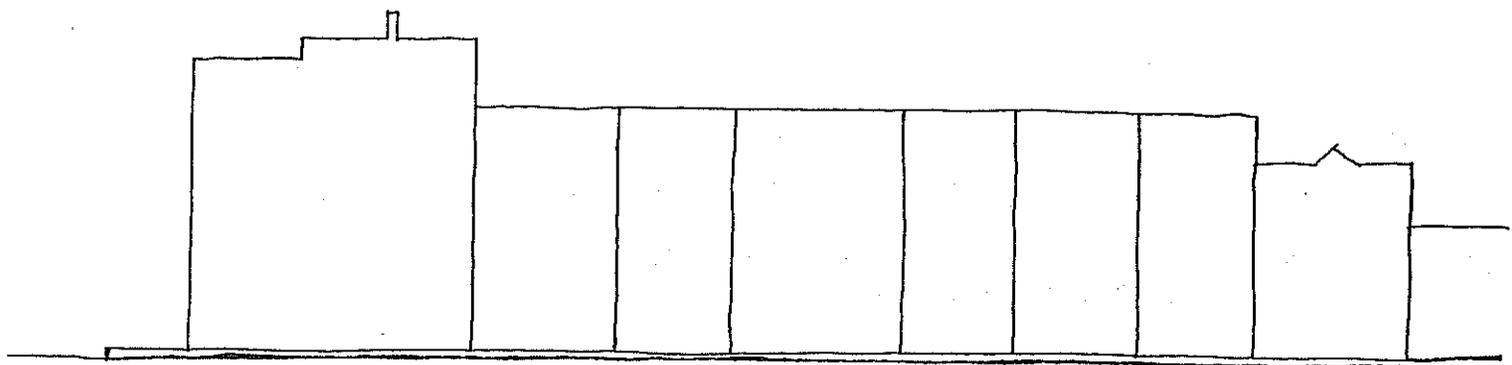


		363 21.21	365 24	369 45	375 70	POPLAR S
	○	▲	▲	○	●	
	○	▲	▲	▲	○	
	○	▲	▲	○	●	
	○	○	▲	▲	●	
	▲	▲	▲	▲	●	
	○	▲	○	▲	○	
	△	△	△	△	○	
	○	○	○	○	○	
	○	○	○	○	○	
	○	○	○	○	○	
					△	

KEY

NONCONTRIBUTING		TREATMENT EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		
REHABILITATE		
MAINTAIN		
RESTORE		

STREET NUMBER



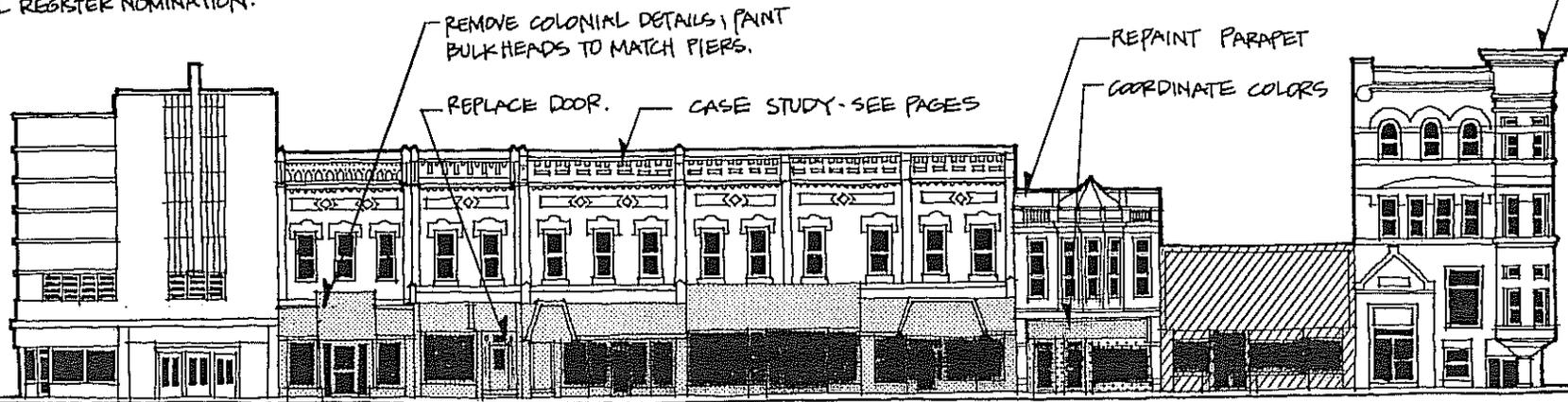
	BULKHEADS	UP. FACADE SIGN STOREFRONT
	PIERS	
	DOORS	
	DISPLAY WINDOWS	
	TRANSOM WINDOWS	
	LOWER CORNICE	
	SIGN/TRANSOM PANEL	
	WALL SURFACE	
	WINDOWS	
	UPPER CORNICE	
	SIGNS	

RIVER STREET: SOUTH SIDE

* BUILDING HAS BEEN IDENTIFIED AS A PIVOTAL BUILDING ON THE NATIONAL REGISTER NOMINATION.

* BUILDING HAS BEEN IDENTIFIED AS A PIVOTAL BUILDING ON THE NATIONAL REGISTER NOMINATION.

RECONSTRUCT TURRET ROOF.

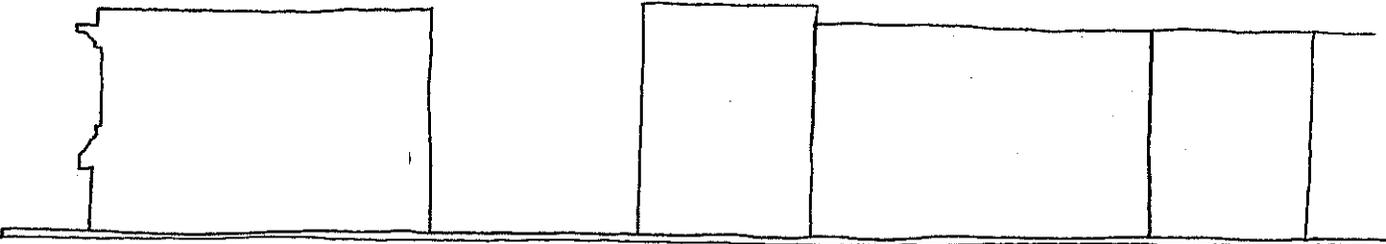


POPLAR ST.	383	385	387	389	391	393	395	397	399	MAPLE ST.
	○	▲	○	▲	▲	▲	○	▲	○	
	○	○	○	▲	▲	▲	○	▲	○	
	○	▲	▲	○	▲	▲	▲	▲	●	
	○	▲	○	▲	○	○	○	▲	○	
		▲	▲	▲	▲	▲	●		○	
		○	○	○	●	○	○		○	
	△	△	△	△	△	△	△	△	○	
	○	○	○	○	○	○	○	▲	○	
	○	○	○	○	○	○	○		○	
	○	○	○	○	○	○	○		○	
	○	△						△		

KEY

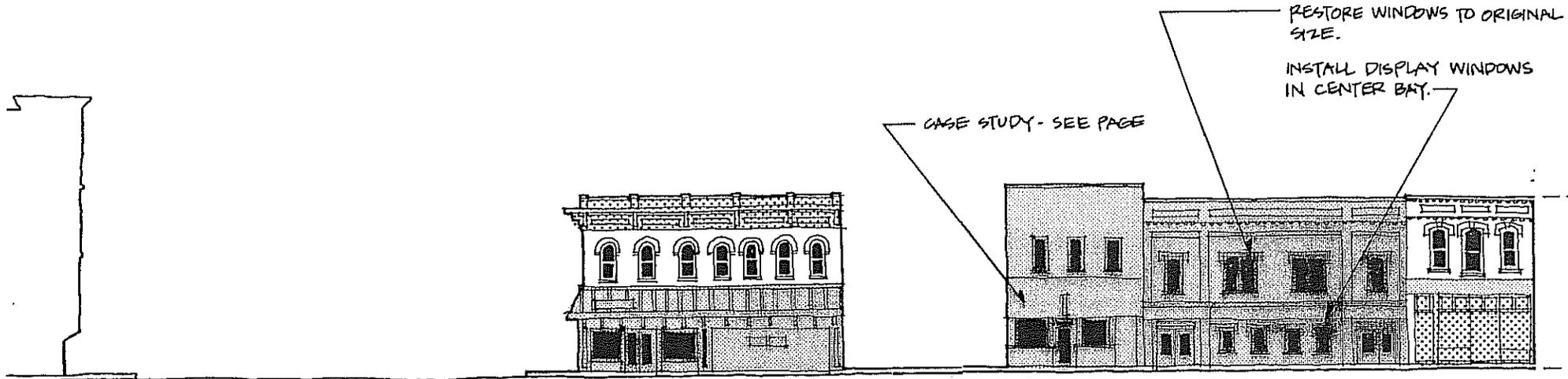
NONCONTRIBUTING		EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		TREATMENT
REHABILITATE		
MAINTAIN		
RESTORE		

STREET NUMBER



BULKHEADS	STOREFRONT	
PIERS		
DOORS		
DISPLAY WINDOWS		
TRANSOM WINDOWS		
LOWER CORNICE		SIGN
SIGN/TRANSOM PANEL		
WALL SURFACE		
WINDOWS		
UPPER CORNICE		
SIGNS	UP. FACADE	

RIVER STREET: SOUTH SIDE



MAPLE ST.	401	VACANT	411	415	417
	▲		▲	▲	○
	▲		▲	▲	○
	▲		▲	▲	○
	▲		▲	▲	○
	▲		▲	▲	○
	▲		▲	△	●
	△		△	△	△
	○		▲	○	○
	○		▲	●	○
	○		▲	○	○

REMOVE LIGHTS ON PIERS.

DUPLICATE AWNINGS ON MIDDLE BAY.

* BUILDING HAS BEEN IDENTIFIED AS A PIVOTAL BUILDING ON THE NATIONAL REGISTER NOMINATION.

REPLACE MISSING CORNICE CRESTING.

REMOVE FREE-STANDING SIGN; REPLACE WITH PROJECTING SIGN ATTACHED TO THE BUILDING.



KEY	
NONCONTRIBUTING	
INAPPROPRIATE	
APPROPRIATE	
ORIGINAL	
REMOVE	
REHABILITATE	
MAINTAIN	
RESTORE	

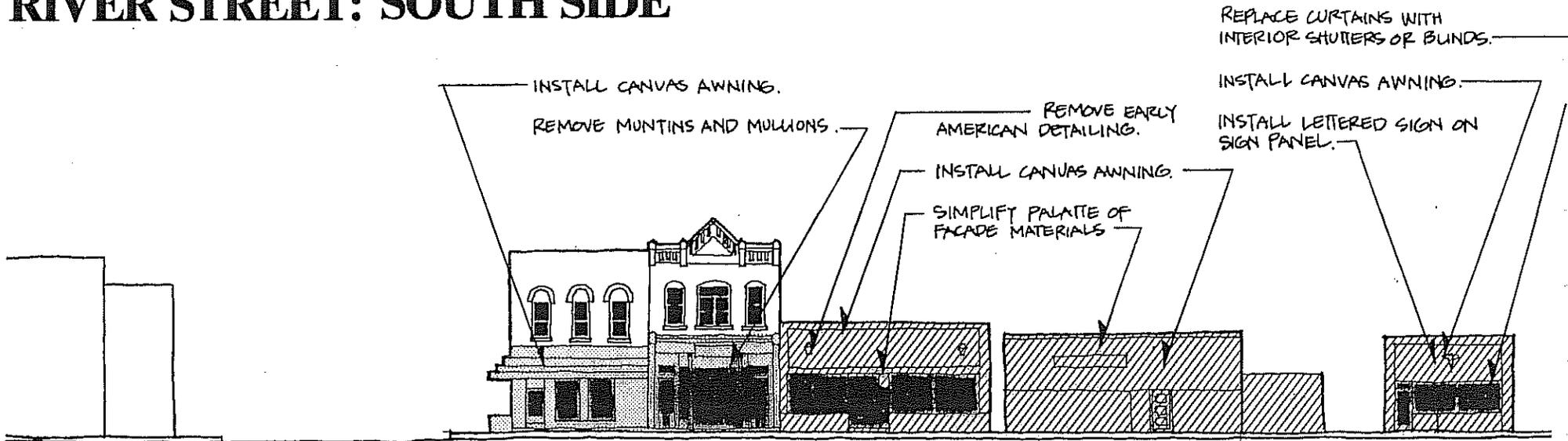
TREATMENT EVALUATION

STREET NUMBER

421 423 425 427 429 431 OAK ST.

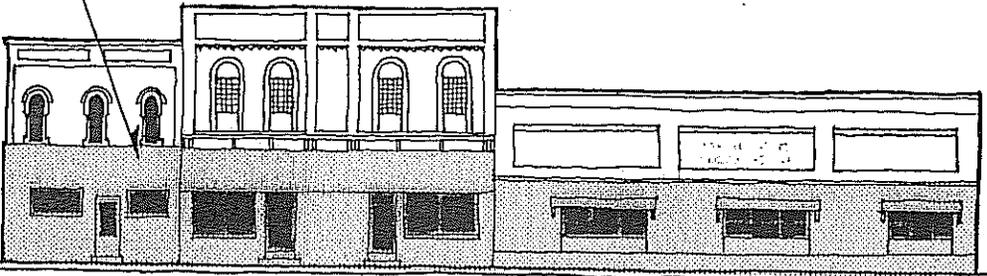
STREET NUMBER							STOREFRONT SIGN UP. FACADE	
	○	∪	○	○	○			BULKHEADS
	○	○	○	○	○			PIERS
	∪	●	○	○	○			DOORS
	○	○	○	○	○			DISPLAY WINDOWS
	●	○	○	●	○			TRANSOM WINDOWS
	○	○	○	●	○			LOWER CORNICE
	△	○	○	△				SIGN/TRANSOM PANEL
	○	○	○	○	○			WALL SURFACE
	○	○	○	○	○			WINDOWS
	○	○	○	○	○		UPPER CORNICE	
							SIGNS	

RIVER STREET: SOUTH SIDE



OAK STREET	2(OAK)	435	437		447	449	
	▲	○	○			○	
	▲	○	○			○	
	▲	○	○		▲	○	
	▲	●	▲			▲	
	▲	●					
	▲	●					
	△	△	▲		▲	▲	
	○	○	▲		▲		
	○	○					
	○	○					

REMOVE METAL PANELS.



KEY

NONCONTRIBUTING	
INAPPROPRIATE	
APPROPRIATE	
ORIGINAL	
REMOVE	
REHABILITATE	
MAINTAIN	
RESTORE	

TREATMENT EVALUATION

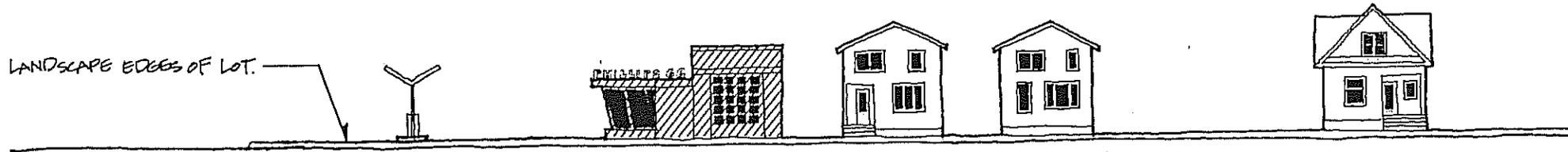
451	453	457	PINE STREET
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STREET NUMBER

				UP. FACADE SIGN STOREFRONT

BULKHEADS
PIERS
DOORS
DISPLAY WINDOWS
TRANSOM WINDOWS
LOWER CORNICE
SIGN/TRANSOM PANEL
WALL SURFACE
WINDOWS
UPPER CORNICE
SIGNS

RIVER STREET: NORTH SIDE



CYPRESS ST.			274		270		268	
	○							
	○							
	○							
	○							
	○							
	○							
	○							

KEY

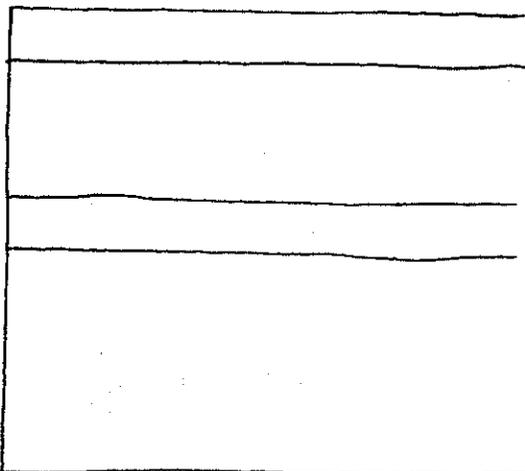
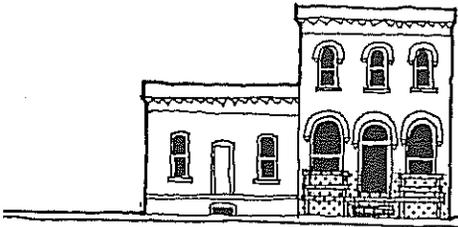
- NONCONTRIBUTING 
- INAPPROPRIATE 
- APPROPRIATE 
- ORIGINAL 
- REMOVE 
- REHABILITATE 
- MAINTAIN 
- RESTORE 

TREATMENT/EVALUATION

STREET NUMBER

- BULKHEADS
- PIERS
- DOORS
- DISPLAY WINDOWS
- TRANSOM WINDOWS
- LOWER CORNICE
- SIGN/TRANSOM PANEL
- WALL SURFACE
- WINDOWS
- UPPER CORNICE
- SIGNS

UP. FACADE SIGN STOREFRONT



	258	JONES ST.
	○	
	○	
	○	
	○	
	○	
	○	
	○	
	○	
	○	
	○	

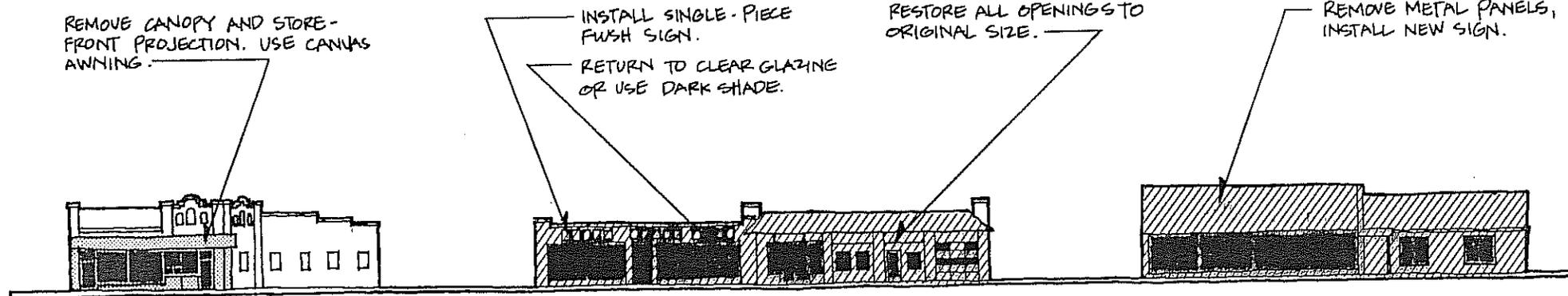
RIVER STREET: NORTH SIDE

REMOVE CANOPY AND STORE-FRONT PROJECTION. USE CANVAS AWNING.

INSTALL SINGLE-PIECE FLUSH SIGN.
RETURN TO CLEAR GLAZING OR USE DARK SHADE.

RESTORE ALL OPENINGS TO ORIGINAL SIZE.

REMOVE METAL PANELS, INSTALL NEW SIGN.

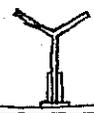
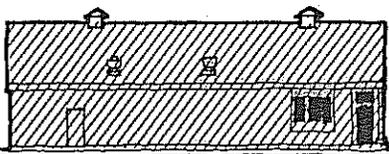


	302		304		302-298		294
	▲		○		▲		○
	▲		○		○		
	○		○		▲		○
	▲		○		▲		○
	▲		○		▲		
	●						
	△		△		△		△
	○		○				▲
	○		○				

KEY

NONCONTRIBUTING	
INAPPROPRIATE	
APPROPRIATE	
ORIGINAL	
REMOVE	
REHABILITATE	
MAINTAIN	
RESTORE	

TREATMENT EVALUATION



284

CYPRESS ST.

STREET NUMBER

BULKHEADS
PIERS
DOORS
DISPLAY WINDOWS
TRANSOM WINDOWS
LOWER CORNICE
SIGN/TRANSOM PANEL
WALL SURFACE
WINDOWS
UPPER CORNICE
SIGNS

UP. FACADE SIGN STOREFRONT

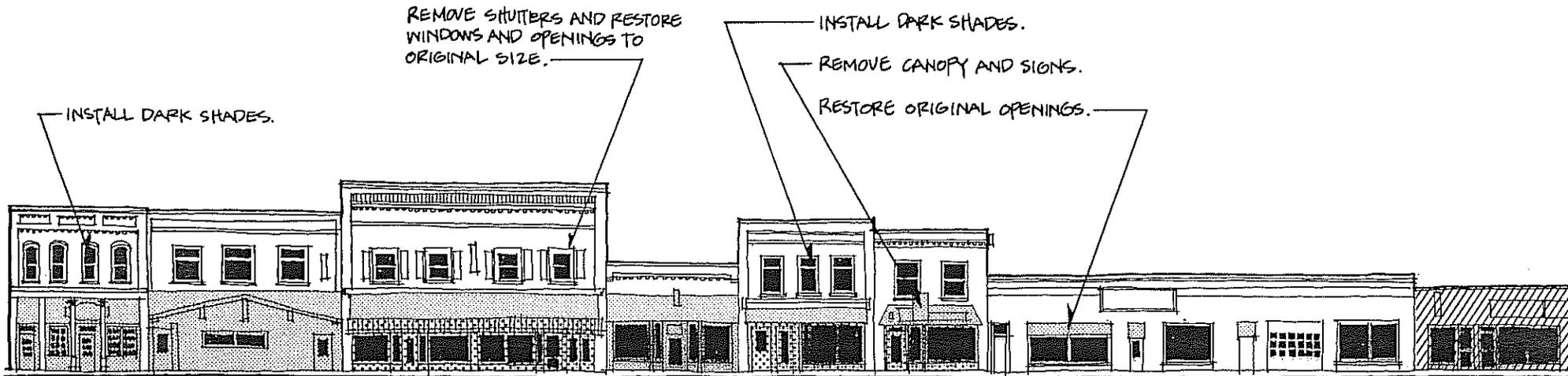
○

○

○

○

RIVER STREET: NORTH SIDE



354	352-350	348	346	344	342	340	336	332-330
▲	▲	▲	▲	▲	○	○	○	N.A.
▲	▲	○	○	▲	○	○	○	N.A.
▲	▲	○	○	▲	○	○	▲	N.A.
▲	▲	○	○	○	○	○	●	N.A.
▲	▲	▲	▲	▲	▲	▲	N.A.	N.A.
○	▲	○	○	N.A.	○	▲	N.A.	N.A.
▲	▲	△	△	△	△	△	N.A.	N.A.
○	○	○	○	○	○	○	○	N.A.
○	○	▲	▲	N.A.	○	○	N.A.	N.A.
○	○	○	○	○	○	○	○	N.A.
○	△	△	△	△	N.A.	△	△	△

STOREFRONTS REQUIRE MINIMAL WORK FOR RESTORATION.

PROVIDE NEW COORDINATED COLOR SCHEME.

CASE STUDY-SEE PAGES

* BUILDING HAS BEEN IDENTIFIED AS A PIVOTAL BUILDING ON THE NATIONAL REGISTER NOMINATION.

COORDINATE DOORS.



KEY

NONCONTRIBUTING		TREATMENT EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		
REHABILITATE		
MAINTAIN		
RESTORE		

STREET NUMBER

	320	318	316	314	312	310		UP. FACADE SIGN STOREFRONT
BULKHEADS	○	○	○	●	●	●		
PIERS	▲	▲	▲	●	●	●		
DOORS	▲	▲	▲	●	●	●		
DISPLAY WINDOWS	▲	▲	▲	●	●	●		
TRANSOM WINDOWS	▲	▲	▲	●	●	●		
LOWER CORNICE	▲	▲	▲	●	●	●		
SIGN/TRANSOM PANEL	▲	▲	▲	△	△	△		
WALL SURFACE	○	○	○	○	○	○		
WINDOWS	○	○	○	○	○	○		
UPPER CORNICE	○	○	○	○	○	○		
SIGNS	NA.	NA.	NA.	NA.	NA.	NA.		

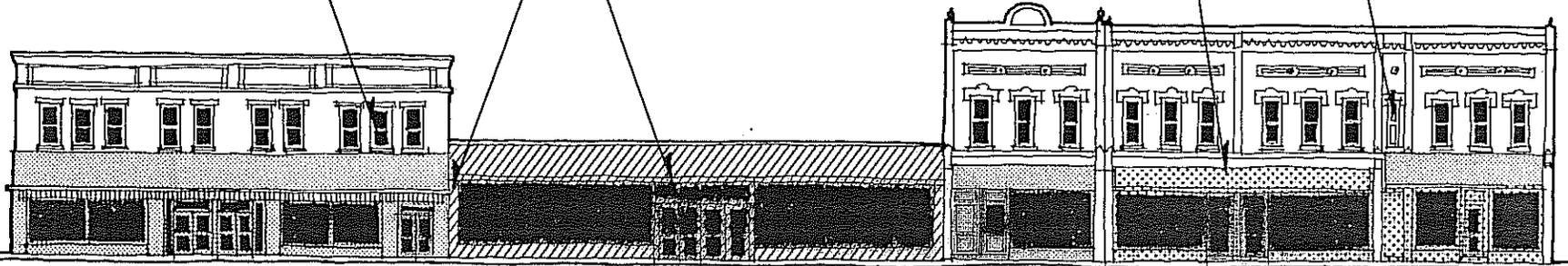
RIVER STREET: NORTH SIDE

COORDINATE INTERIOR SHADES
OR SHUTTERS.

REPLACE MISSING PANELS.

REPLACE OR COVER PROJECTING
CANOPY WITH CANVAS AWNING.

INSTALL APPROPRIATE SIGN.
REMOVE BLOCKING FROM
WINDOW.

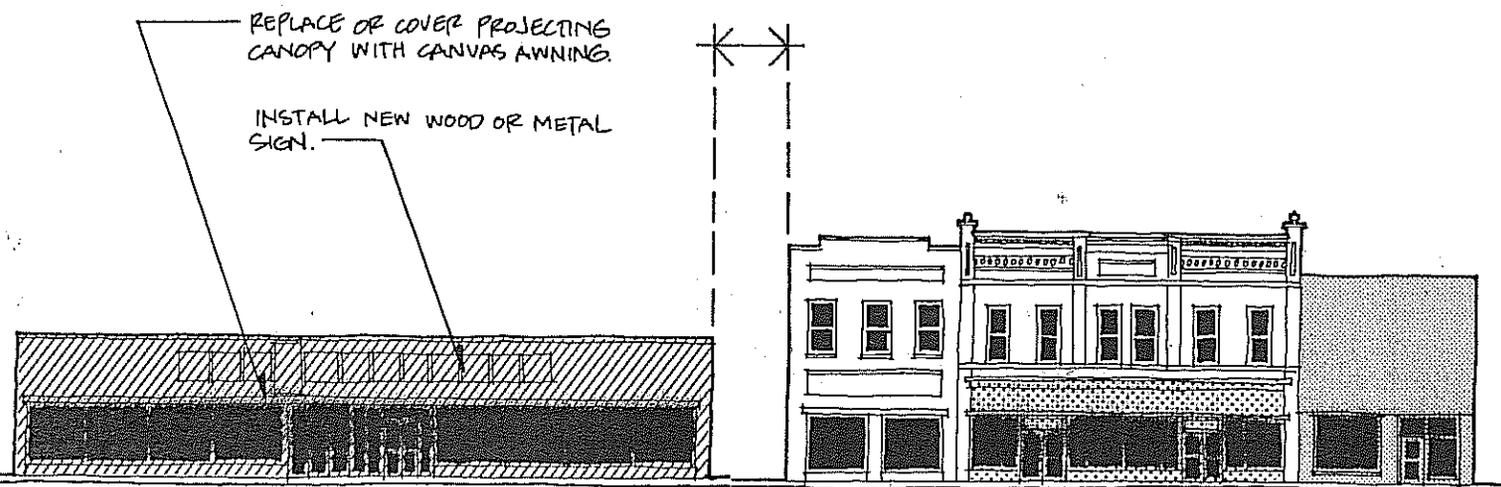


MAPLE ST.	394	390	386	382 - 384	380
	○	○	▲		○
	●	○	●	●	●
	○	○	○	●	○
	○	○	○	○	○
	▲		●	○	▲
	▲		○	○	●
	△	△	△		△
	○	○	○	○	○
	○		○	○	○
	○		○	○	○

KEY

NONCONTRIBUTING		EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		TREATMENT
REHABILITATE		
MAINTAIN		
RESTORE		

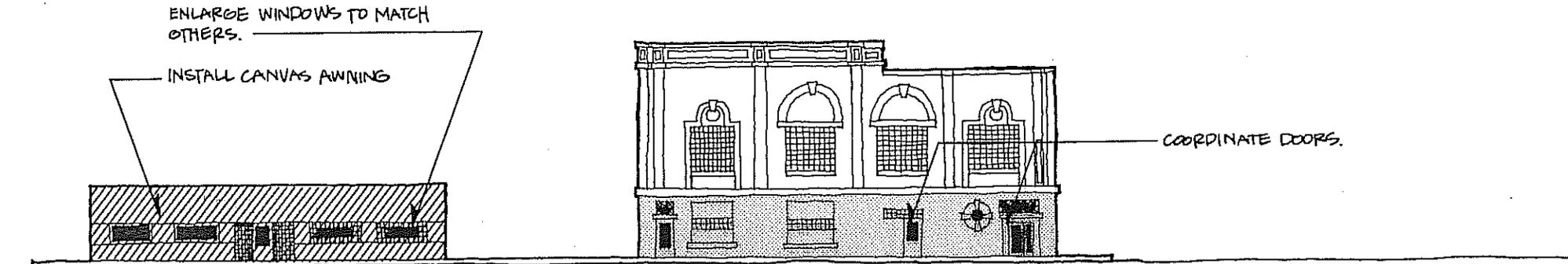
STREET NUMBER



374	362	358	350	
				BULKHEADS
○	○	○	▲	PIERS
○	○	○	▲	DOORS
○	○	▲	▲	DISPLAY WINDOWS
○	○	○	▲	TRANSOM WINDOWS
			▲	LOWER CORNICE
	○	○	△	SIGN/TRANSOM PANEL
○	○	○	△	WALL SURFACE
	○	○	▲	WINDOWS
	○	○	▲	UPPER CORNICE
				SIGNS

STOREFRONT
UP. FACADE SIGN

RIVER STREET: NORTH SIDE



	440		432	
	▲			
	▲		○	
	▲		▲	
	▲		●	
			●	
			○	
	△			
	▲		○	
			○	
			○	
	△		△	

KEY

NONCONTRIBUTING 

INAPPROPRIATE 

APPROPRIATE 

ORIGINAL 

REMOVE 

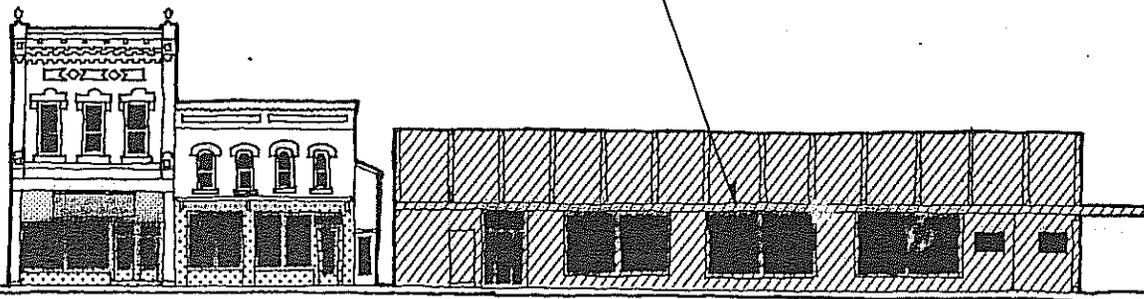
REHABILITATE 

MAINTAIN 

RESTORE 

TREATMENT/EVALUATION

REPLACE OR COVER PROJECTING CANOPY WITH CANVAS AWNING.



STREET NUMBER

BULKHEADS

PIERS

DOORS

DISPLAY WINDOWS

TRANSOM WINDOWS

LOWER CORNICE

SIGN/TRANSOM PANEL

WALL SURFACE

WINDOWS

UPPER CORNICE

SIGNS

STOREFRONT
SIGN
UP. FACADE

	410	408	400	MAPLE ST.	
	○	○	○		BULKHEADS
	○	○	○		PIERS
	○	○	○		DOORS
	○	○	○		DISPLAY WINDOWS
	▲	○			TRANSOM WINDOWS
	○	○	△		LOWER CORNICE
	△		△		SIGN/TRANSOM PANEL
	○	○			WALL SURFACE
	○	○			WINDOWS
	○	○			UPPER CORNICE
					SIGNS

WASHINGTON STREET: EAST SIDE

* BUILDING HAS BEEN IDENTIFIED AS A PIVOTAL BUILDING ON THE NATIONAL REGISTER NOMINATION.

REMOVE CANOPY AND SIGN BOARDS

RESTORE TRANSOM WINDOWS.
RESTORE DISPLAY WINDOWS TO ORIGINAL SIZE.

REMOVE CANOPY.

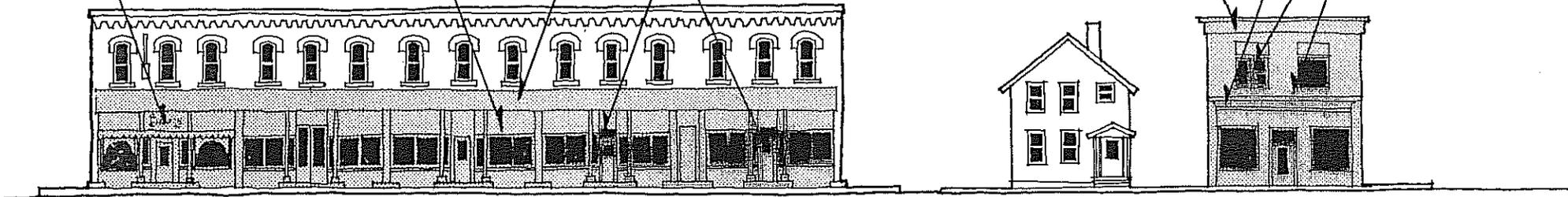
COORDINATE DOORS.

RESTORE WINDOWS TO ORIGINAL SIZE AND CONFIGURATION.

INSTALL CANVAS AWNING.

APPLY NEW COORDINATED COLOR SCHEME.

PROVIDE APPROPRIATE PROJECTING SIGN.



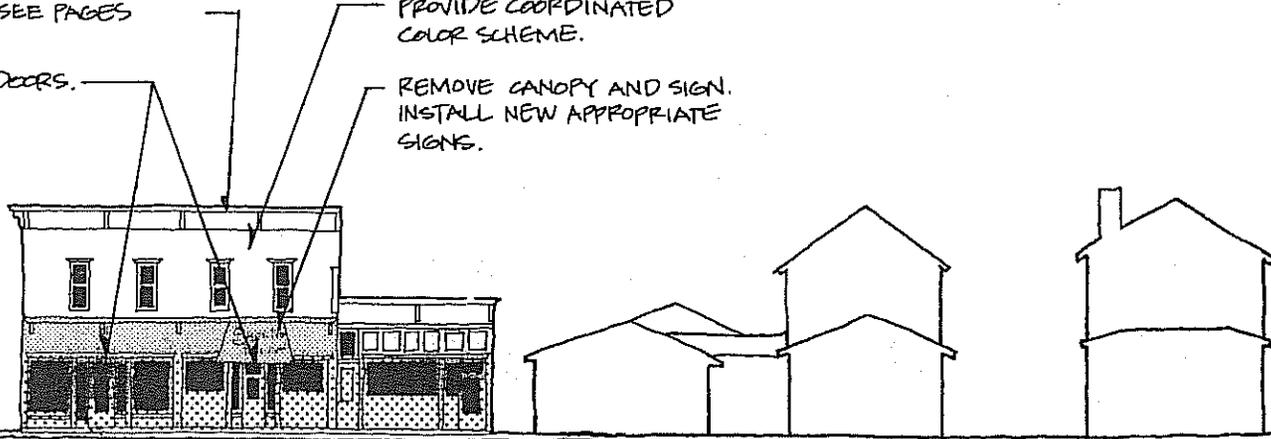
	143		137		135	TAYLOR
	▲				▲	
	○				○	
	▲				○	
	▲				▲	
	▲				▲	
	▲				○	
	△				△	
	○				▲	
	○				▲	
	○				●	
	△				△	

CASE STUDY - SEE PAGES

COORDINATE DOORS.

PROVIDE COORDINATED
COLOR SCHEME.

REMOVE CANOPY AND SIGN.
INSTALL NEW APPROPRIATE
SIGNS.



KEY

NONCONTRIBUTING		EVALUATION	
INAPPROPRIATE			
APPROPRIATE			
ORIGINAL			
REMOVE			TREATMENT
REHABILITATE			
MAINTAIN			
RESTORE			

STREET NUMBER

ST.	131-133	129
	○	
	○	
	▲	
	○	
	▲	
	○	
	△	
	○	
	○	
	○	

BULKHEADS	STOREFRONT
PIERS	
DOORS	
DISPLAY WINDOWS	
TRANSOM WINDOWS	
LOWER CORNICE	
SIGN/TRANSOM PANEL	SIGN
WALL SURFACE	
WINDOWS	
UPPER CORNICE	
SIGNS	

WASHINGTON STREET: EAST SIDE

PROVIDE NEW SIGN. REPLACE CANOPY WITH NEW CANVAS AWNINGS.

REPLACE METAL AWNINGS WITH CANVAS AWNINGS. —

PROVIDE NEW COLOR SCHEME.

REMOVE STONE VENEER; REPAIR STOREFRONT PIERS.



127

125 1/2

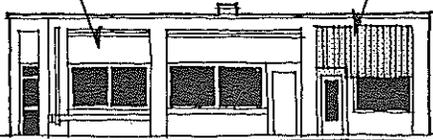
121

FILLMORE

				▲		
				▲		
				○		
				○		
				▲		
				▲		
				△		
				▲		
				▲		
				●		

INSTALL CANVAS AWNINGS
AND MORE APPROPRIATE SIGN.

REMOVE GRILL. COORDINATE
DOORS AND COLORS.



KEY

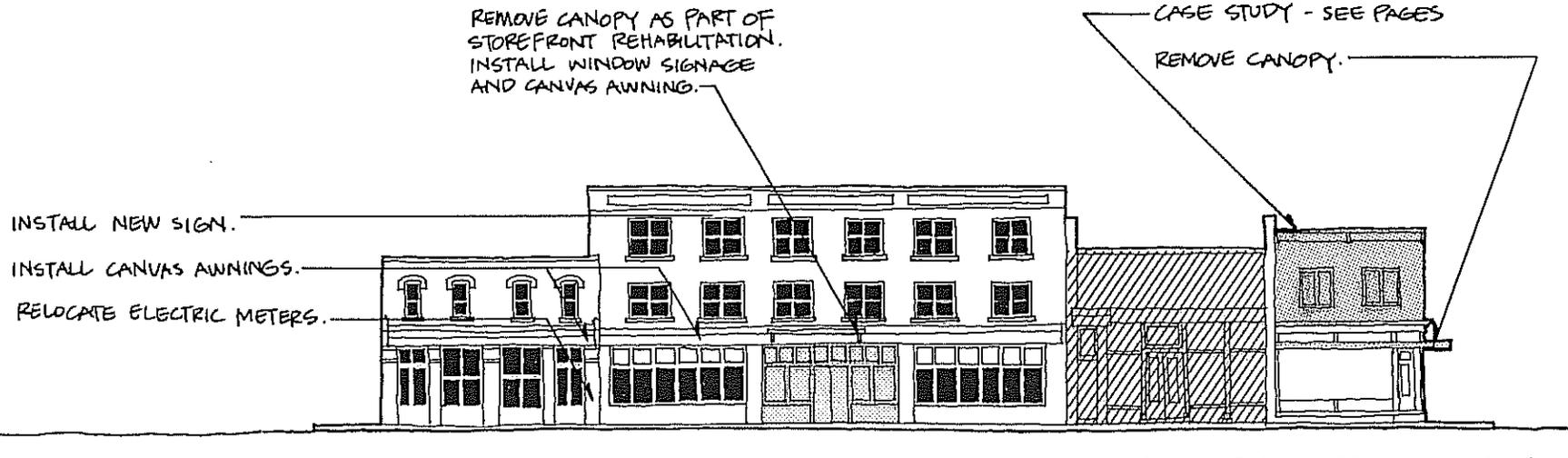
NONCONTRIBUTING		EVALUATION
INAPPROPRIATE		
APPROPRIATE		
ORIGINAL		
REMOVE		TREATMENT
REHABILITATE		
MAINTAIN		
RESTORE		

STREET NUMBER

115			
	●		BULKHEADS
	○		PIERS
	▲		DOORS
	○		DISPLAY WINDOWS
			TRANSOM WINDOWS
			LOWER CORNICE
	△		SIGN/TRANSOM PANEL
	●		WALL SURFACE
			WINDOWS
			UPPER CORNICE
			SIGNS

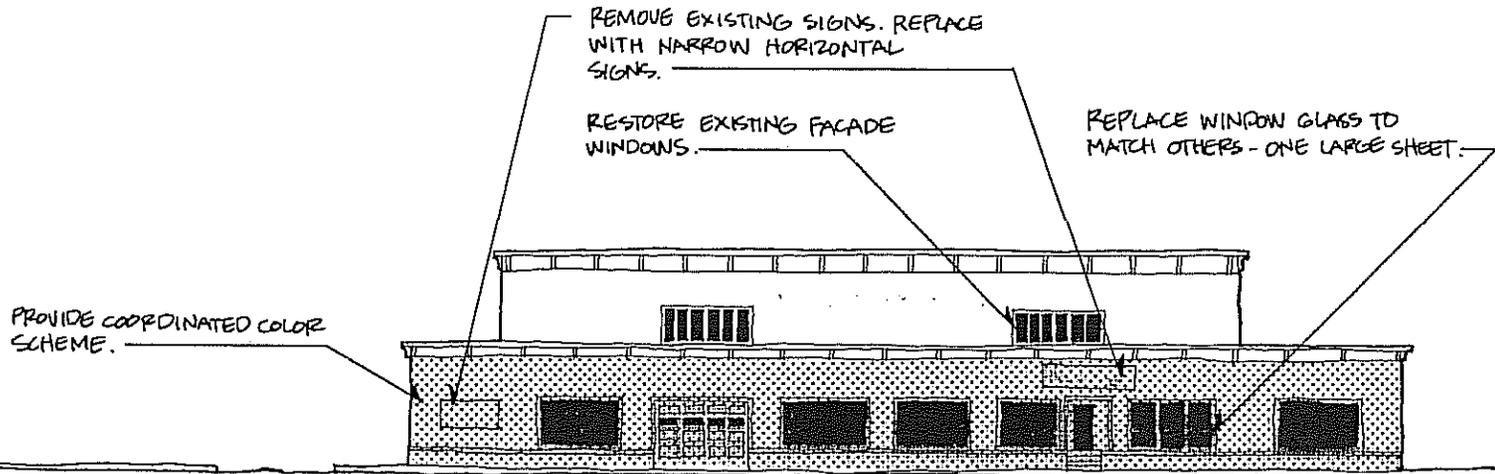
STOREFRONT
UP. FACADE

WASHINGTON STREET: WEST SIDE



		86	CONDEMNED	98	FIFTH
	○	○		○	
	○	○		○	
	○	▲		○	
	○	○		▲	
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	●	○		○	

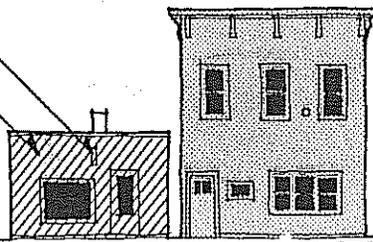
WASHINGTON STREET: WEST SIDE



		126	
		○	
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		△	
		●	
		●	
		○	
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INSTALL APPROPRIATE SIGNAGE.

REPAIR PARAPET AND SIDING.
PAINT FACADE.



KEY	
NONCONTRIBUTING	
INAPPROPRIATE	
APPROPRIATE	
ORIGINAL	
REMOVE	
REHABILITATE	
MAINTAIN	
RESTORE	

TREATMENT EVALUATION

STREET NUMBER

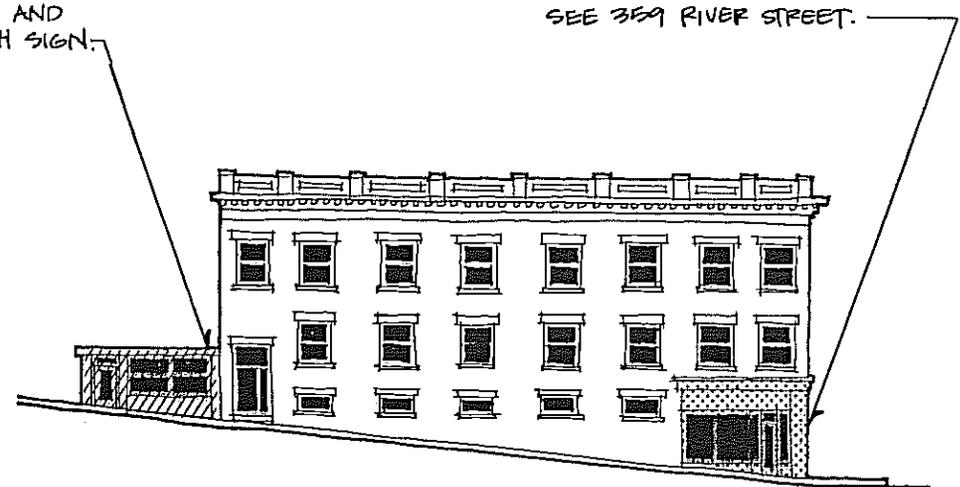
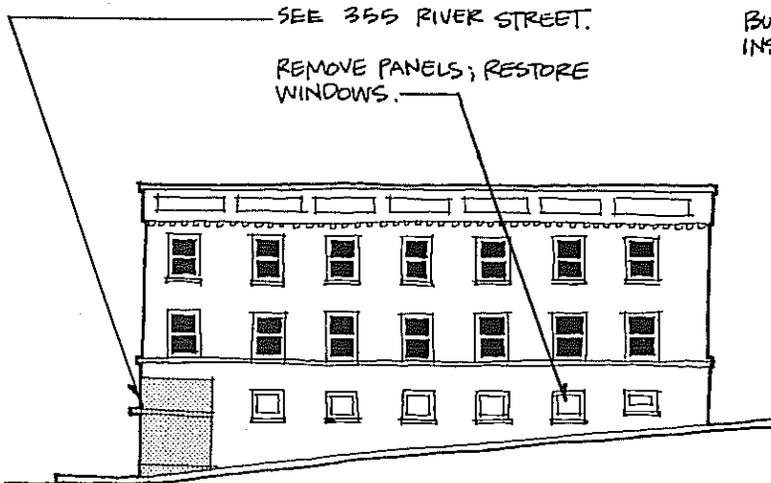
THIRD AVE. | 146 | 148 | LINCOLN ST.

			STREET NUMBER	
	○	▲		BULKHEADS
	○	▲		PIERS
	○	▲		DOORS
	○	▲		DISPLAY WINDOWS
		▲		TRANSOM WINDOWS
		▲		LOWER CORNICE
	△			SIGN/TRANSOM PANEL
	▲	▲		WALL SURFACE
		○		WINDOWS
		▲		UPPER CORNICE
				SIGNS

STOREFRONT
UP. FACADE SIGN

GREENBUSH STREET: EAST SIDE

WEST SIDE



RIVER ST.			52		RIVER ST.
	▲		○	○	
	○		○	○	
			○	○	
			○		
	▲			○	
	○				
			▲		
	○			○	
	▲			○	
	○			○	



IV. DOWNTOWN ECONOMICS

DOWNTOWN ECONOMICS

Today's city, irrespective of its size, is undergoing dynamic change. Too often this change is one of decline - a result of suburbanization which tends to dilute the once-important role of a community's downtown.

In communities like Manistee, where the population is less than 10,000 people, new developments in the form of strip commercial and shopping centers have weakened Main Street's exclusive claim as the city's "business district." The key issue in these communities is how can this trend be reversed; that is, how can downtown Manistee once again become a vibrant growth area which is the center of activity for the surrounding communities?

The key to revitalizing any town's central business district, including Manistee's, is prosperity in that district. Prosperity means money to maintain and improve storefronts and the main commercial street(s) (in Manistee's case, River and Washington Streets) so it is an attractive place. The money comes from shoppers. Without shoppers spending time and money downtown, there is no one to pay for keeping up Main Street and there are few to keep it attractive for.

This study is therefore specifically aimed at addressing the question of how Downtown Manistee's prosperity can be returned;

that is, what will make shoppers return frequently to spend money. Addressing this problem is a two-step process. The first step in any such undertaking is to understand what exists today; that is the current economic and market conditions in downtown Manistee and why they are as they are.

The second step which logically follows is to identify how the existing situation can be changed to increase shopper numbers and expenditures downtown given the constraints and realities that exist within Manistee (e.g., financial, political, attitudinal). The purpose of this section of the Manistee Downtown Preservation and Development Plan is to: (1) define what exists today; and (2) based on that, to provide implementing recommendations that will improve the situation.

STUDY APPROACH

In order to understand and define the current situation in Manistee, several data collection techniques were used. A mail questionnaire was used to survey current shopper (consumer) attitudes and perceptions of downtown Manistee; and a written questionnaire was used to determine the perceptions and attitudes of the merchants themselves. Both of these sources of information were supplemented by in-depth interviews with key indivi-

duals within the community. In addition to these sources of information concerning downtown, the usual demographic data (e.g., population, income) was collected and used in the subsequent analysis. A final source of information used in the study was an independent assessment by a retail consultant of the existing merchandise mix and presentation in downtown Manistee.

The information collected was then utilized during the analysis phase to establish the existing baseline; develop the key findings of the study; and to identify the recommended courses of action. The results of the economic study follow.

A. MANISTEE CONSUMER SURVEY

A key requirement of any effort which proposes to provide solutions to existing problems and create an environment suitable for revitalization is to identify and understand the key actors. In Manistee the key actor is the consumer (shopper); for without satisfying the consumer no positive change is possible. Thus, the first concern of the study was to profile the consumer and to identify his/her perceptions of the downtown. This was accomplished by use of a mail survey questionnaire; by selected personal interviews; and by verification phone calls. The mail consumer survey as developed was four pages in length and consisted of twenty-one questions (see Table IV-1).

The questionnaire was structured to provide information in several key areas:

TABLE IV-1
MANISTEE CONSUMER SURVEY

Preservation Urban Design Inc., a preservation and planning firm through its economic consultant firm, Chase-Mogdis Inc., is currently conducting a survey for Project Facelift to learn how you, the consumer, feel about downtown Manistee.

WE NEED YOUR HELP TO MAKE MANISTEE A BETTER PLACE TO LIVE AND SHOP.

Please provide us that assistance by taking a few minutes to fill out this survey and then returning it in the enclosed, self-addressed, stamped envelope. Thank you for your valuable assistance.

1. Do you shop or visit downtown Manistee?

Yes _____ (If yes, go to 2)
No _____ (If no, go to 6)

2. If "yes", A. What do you do there? and B how often do you go there?

A. Activity	B. Frequency
	----- Everyday 2 per wk 1 per wk less(specify)
Work _____	
Shop _____	
Eat _____	
Entertainment _____	
Library, Post Office, Bank _____	
Doctor, Lawyer, Dentist _____	
Other (specify) _____	

- Identify whether or not the respondent shopped in downtown Manistee and, if so, the frequency and purpose;
- Identify the respondents likes and dislikes related to downtown Manistee;
- Determine where else the respondent shopped; how frequently; and why;
- Develop specific information on the respondents' Christmas shopping patterns including amount spent, where spent and what purchased;
- Identify what changes could be made in downtown Manistee that would encourage the respondent to shop there; and, finally,
- Develop demographic data on the respondent including age, sex, income level and residence.

It was hoped that a response rate of at least five (5%) percent would be obtained from the mail survey. This rate of return would represent an "average" response to this type of questionnaire. A concern in meeting even this level of response, however, was the nature of the survey itself. The simpler the survey the higher the response rate. Thus surveys which consist primarily of "yes/no" answers or "check the box" questions have a higher return rate than surveys which require a written or essay answer on the part of the respondent. Although this was a concern, it was felt that in order to obtain the information needed, no alternative existed but to have several open-ended essay

3. If shop what do you buy there?

Convenience (drugs, groceries & other necessities) _____
 Comparison (clothes, shoes or gifts) _____
 General (restaurants, automotive or hardware) _____

4. If "yes" what do you like about downtown Manistee?

5. If "yes" what do you dislike about downtown Manistee?

6. If "no" to question 1, is there a particular reason or reasons why you don't go there?

7. Are there particular goods or services that you can't get in downtown Manistee? If yes, please specify.

8. If "yes" or "no" to question 1, where else do you shop?

How frequently _____

Why do you shop at this (these) place(s)?

9. Did you do any of your Christmas shopping this past year in downtown Manistee?

10. If "yes" what goods did you purchase?

11. If "yes", what percentage of your Christmas shopping was done in downtown Manistee?

12. If "no" or only partly in Manistee, where else did you Christmas shop and what percentage at each location?

13. Would you please estimate the total amount you spent for Christmas?

- A. less than \$100 _____
- B. \$100-\$499 _____
- C. \$500-\$999 _____
- D. more than \$1000 _____

14. What changes in downtown Manistee would encourage you to shop there?

15. What overall changes would you like to see in downtown Manistee?

16. Male _____ Female _____

17. Please indicate which of the following age categories is correct for you?

- A. 18 - 30 years _____
- B. 31 - 45 years _____
- C. 46 - 65 years _____
- D. 66 - - years _____

questions in the survey which would require a written answer on the part of the respondent. Indeed, over one-half of the questions in the survey were of this type.

Because of the concerns over an insufficient response rate, it was decided prior to the mailing of the survey that if the return rate from the survey was not adequate for any reason, a phone survey would be used to supplement the sample. It was determined that a minimum sample of one-hundred (100) respondents was necessary to provide a valid data base from which patterns of perception and behavior could be identified that would be sufficient to be useable in the study's analysis phase.

The survey itself was mailed to a random sample of five hundred and two (502) consumers in Manistee and Mason Counties. The source of the names used was the Michigan Bell Manistee Area 1980-81 Telephone Directory and every tenth name was selected. The survey package including a self-addressed, stamped envelope was mailed in late January/early February 1981 with the last response received in early March. The timing of the survey mailing was the Christmas period.

The sample mailed was distributed as presented in Table IV-2. As the Table shows, the majority of the surveys were mailed to the Greater Manistee area. As this area is the primary market for the Downtown (i.e., ten mile radius) it received greater emphasis than did the rest of the survey area.

18. Please indicate which of the following household income levels most approximates yours:

- A. under \$10,000/year _____
- B. under \$20,000/year _____
- C. under \$30,000/year _____
- D. under \$40,000/year _____
- E. above \$40,000/year _____

19. What city, village or township are you a residence of?

20. What is the approximate driving distance from your home to downtown Manistee?

21. One final question. Do you have any other comments concerning downtown Manistee that you believe would make it a more desirable place to shop and visit?

THANK YOU AGAIN FOR YOUR ASSISTANCE AND HELP IN THE SURVEY!

PLEASE MAIL THE SURVEY IN THE ENCLOSED, STAMPED ENVELOPE.

TABLE IV-2

CONSUMER SURVEY SAMPLE

<u>AREA</u>	<u>POPULATION</u>	<u>SURVEYS MAILED</u>	<u>% OF TOTAL POP.</u>
Greater Manistee*	13,906	264	2%
Out-County	8,094	78	1%
Mason County	25,100	160	1%

*For purposes of this study, Greater Manistee is defined as Manistee City, Manistee Township, East Lake and Filer Township.

Consumer Survey Results

Although the initial result to be discussed from the survey - the survey response rate - is in many ways the simplest, because of the nature of the response it may be the most important. As noted earlier, a response rate of five (5%) percent would have been acceptable; anything above that would have been considered good. However, as shown in Table IV-3, the response rate was overwhelming. Overall almost one in three (31.5%) returned their completed questionnaire. This rate of return is unheard of and represents the highest return rate ever recorded for this type of mail survey by the author.

"What does this response rate indicate?" First of all it indicates an exceptionally high level of concern in and interest about Manistee and its downtown. Ambivalence among consumers certainly does not

exist as it relates to the downtown shopping district. Secondly, because of the magnitude of the response and the trends they show, the validity (probable accuracy) of the information is greatly increased. It would be difficult to believe that any of the trends identified are not valid. It should be noted here that a similar survey was undertaken by the (then) Manistee Board of Commerce in 1962. This survey will be referred to several times during the discussion of the rest of the current survey because it shows that although 19 years have past, some things seem not to have changed. The 1962 survey was a "check the box" survey, but, it too, had a high rate of return (17%) which as stated at the time indicated "that our shoppers are willing to help in keeping our dollars in Manistee." That willingness and concern has not changed; in fact, it has intensified.

TABLE IV-3

CONSUMER SURVEY RESPONSE

	<u>TOTAL SURVEYS MAILED</u>	<u>SURVEYS RETURNED</u>	<u>AGE GROUP</u>				<u>SEX</u>	
			<u>18-30</u>	<u>31-45</u>	<u>46-65</u>	<u>66+</u>	<u>M</u>	<u>F</u>
Manistee, East Lake Filer Township	264	86/32.5%	8	26	28	20	24	60
Bear Lake	10	6/60%	2	-	-	4	2	4
Kaleva	10	-	-	-	-	-	-	-
Onekama	40	18/45%	6	-	6	6	6	12
Scottville	40	6/15%	2	-	2	2	-	6
Ludington	40	8/20%	2	1	3	1	2	6
Arcadia	12	8/67%	-	-	4	4	2	6
Freesoil	30	14/47%	-	2	10	2	8	6
Wellston	4	-	-	-	-	-	-	-
Stronach	2	2/100%	-	-	2	-	2	-
Fountain	48	8/17%	-	-	2	6	2	6
Branch	2	2/100%	-	-	-	2	2	-
Total	502	158/31.5%	20/13%	29/19%	57/37%	47/31%	50/ 32%	106/ 68%
Total Manistee County	342	122/36%						
Total Mason County	160	36/22.5%						

TABLE IV-4

AGE DISTRIBUTION COMPARISON

<u>AGE GROUP</u>	<u>POPULATION BY AGE GROUP*</u>	<u>SURVEY AGE DISTRIBUTION</u>	<u>VARIANCE</u>
18-30	21%	13%	- 8%
31-45	17%	19%	+ 2%
46-65	20%	37%	+17%
66+	14%	31%	+17%

*From Population Characteristics of Northwest Michigan, Data Research Center Inc., June 1980, p. 96.

Basic Demographics: questions relating to age and sex were included in the questionnaire to allow a determination as to the representativeness of the response group. As Table IV-4 indicates, the age groups 31 years and above are slightly overrepresented. However, the skewing of the response group is not sufficient to cause concern regarding the sample.

The response group by sex shows that sixty-eight (68%) percent of the respondents were female. This is within the acceptable range and reflects a fairly accurate statement of the actual shopper distribution with woman normally representing seventy to seventy-five percent of the total shopper population in communities demographically similar to Manistee.

Shop in Manistee: As Table IV-5 summarizes nine out of every ten respondents (89%) from the Greater Manistee area and from Manistee County as a whole shop, at some point in time, in downtown Manistee. These figures are normal for a community and represent no unusual pattern when compared to similar communities across the state. Almost one in every two (48%) respondents from Mason County shop in downtown Manistee. This represents a higher percentage than anticipated but, of course, as expected, the frequency of trips is low. The one area that is not atypical is the high percentage from greater Manistee who shop downtown Manistee less than once a week. Over thirty percent (31%) do not shop downtown Manistee weekly. Normally, this figure

CONSUMER SURVEY RESPONSE

TABLE IV-5

	<u>Shop In Manistee</u>		<u>Frequency</u>				<u>Income Levels</u>				
	Y	N	Every- Day	2 Per Week	1 Per Week	Less Less	Than 10,000	Less Than 20,000	Less Than 30,000	Less Than 40,000	More Than 40,000
Manistee, East Lake, Filer Township	66 89%	8 11%	14 21%	16 24%	16 24%	20 31%	20 27%	18 24%	22 30%	10 14%	4 5%
Bear Lake	4	-	-	-	-	4	2	-	2	-	-
Kaleva	-	-	-	-	-	-	-	-	-	-	-
Onekama	16	2	4	4	6	2	2	6	8	-	2
Ludington	3	5	-	-	1	2	1	3	2	1	-
Arcadia	6	-	-	-	-	6	2	-	4	-	-
Freesoil	10	-	-	2	2	6	-	4	2	-	-
Wellston	-	-	-	-	-	-	-	-	-	-	-
Stronach	2	-	-	2	-	-	-	-	-	-	-
Fountain	2	6	-	-	-	2	4	4	-	-	-
Branch	2	-	-	-	-	2	2	-	-	-	-
Scotville	4	2	-	-	2	2	2	2	2	-	-
Total	115 83%	23 17%	18 16%	24 21%	27 23%	46 40%	35 27%	37 28%	42 32%	11 8%	6 5%
Total Manistee County	94 90%	10 10%	18 19%	22 23%	22 23%	32 34%	26 25%	24 24%	36 35%	10 10%	6 6%
Total Mason County	21 48%	13 42%	0	2	5	14	9	13	6	1	0

TABLE IV-6

HOUSEHOLD INCOME LEVELS

<u>INCOME GROUP</u>	<u>MANISTEE COUNTY INCOME LEVELS*</u>	<u>SURVEY RESPONSE- INCOME DISTRIBUTION</u>	<u>VARIANCE</u>
Less than \$10,000	38%	25%	-13%
\$10,000 to \$20,000	41%	24%	-17%
\$20,000 to \$30,000	14%	35%	+21%
\$30,000 to \$40,000	5%	10%	+ 5%
Greater than \$40,000	2%	6%	+ 4%

* Population Characteristics of Northwest Michigan, Data Research Center, Inc. June 1980, p. 99.

would range from fifteen to twenty-five (15-25%) percent.

Income Levels: information was requested from the respondents regarding total household income levels. Again, this was to allow a determination of the representativeness of the response group. As shown in Table IV-6 the response group is skewed to those representative of higher household incomes. Two factors, however, must be considered when considering this information. The first is that the Data Research data is 1978 estimates while the survey data is early 1981 actuals. At an annual rate of increase of ten (10%) percent for 1979 and 1980, the estimated median family income of \$14,100 for Manistee County would have increased to

\$17,100 by early 1981. This change will significantly alter the estimated income level distributions, bringing them much closer to those represented by the survey respondents. Secondly, it is normal to have a slight skewing towards the high income levels as these represent individuals with greater discretionary income as well as individuals whose profile (experience, age, education) make them more likely to respond to a mail questionnaire. Given these two factors, again, the response group is well within the acceptable range.

Where Else Do You Shop: those respondents who indicated they shopped elsewhere were numerous. As Table IV-7 summarizes, the key alternative shopping areas were

TABLE IV-7

SURVEY RESPONSE

CONSUMER SHOPPING PATTERNS

	Southgate	Grand Rapids	Traverse City	Lansing	Musk- egon	Luding- ton	Scott- ville	Benzonia	Other
Manistee, East Lake Filer Township	30	18	30	4	10	14	2	2	4
Bear Lake									
Kaleva									
Onkama	4	2	6					4	2
Ludington		2	1		1	5	2		
Arcadia			4						2
Freesoil					1	6	6		
Wellston									
Stronach			1			1			
Fountain						4	4		
Branch	1								
Scottville						6	6		
Total	35	22	42	4	12	36	20	8	6

TABLE IV-8

CHRISTMAS SHOPPING IN DOWNTOWN MANISTEE - 1980

<u>% OF TOTAL SPENT</u>	<u>GREATER MANISTEE</u>	<u>OUT- COUNTY</u>	<u>MASON COUNTY</u>
Any Shopping	59%	32%	33%
0%	24%	43%	33%
Less than 25%	20%	14%	17%
26-50%	17%	7%	11%
51-75%	10%	4%	5%
76-100%	12%	7%	0%
No Reason	17%	25%	33%

Southgate (a local strip shopping center south of town) and Traverse City, with Grand Rapids, Ludington and Muskegon not far behind. The strength of Ludington, particularly among residents of Manistee, was surprising. The frequency of usage also was surprising, with most respondents from Manistee indicating use of an alternative shopping source at least once a month and more than fifty (50%) percent indicating usage at least once a week. Given the driving distances involved, this is a very high percentage usage and is counter to trends found elsewhere in the State.

Christmas Shopping Patterns - 1980: As noted earlier, the survey was timed so as to allow an assessment of shopping pat-

terns during the 1980 Christmas period. Table IV-8 summarizes what percentage of their total Christmas shopping was done in downtown Manistee. As the figures showed downtown Manistee received significantly less than is to be expected or than is normal. Twenty-four percent (24%) of those living in the Greater Manistee area did not spend a single dollar downtown during the Christmas season while sixty-one percent (61%) of Manistians spent less than fifty percent (50%) of their shopping dollars downtown. These figures are unusually low and represent a significant loss of customers and potential sales dollars to the downtown particularly during a time that is critical to the yearly success or failure of retail merchants. As is to be expected, the

figures for out-county and Mason County are even lower. Moreover, again, these figures are significantly below those normally to be expected and indicate that downtown Manistee is not perceived by shoppers as a strong and viable retail center and thus does not draw its expected share of the market.

Alternate Shopping Locations-Christmas:

As was the case with normal shopping patterns, the question was asked as to where else the respondent purchased Christmas gifts. The response pattern as shown in Table IV-9 was almost identical to the normal shopping response pattern with Traverse City, Ludington (again a surprise), Southgate and Grand Rapids being the leading alternatives. The only major change was the frequent use of mail order/catalogue purchases through Sears, Montgomery Wards or Penneys. Nearly twenty-five (25%) percent of all respondents bought some of their gifts through these sources.

Total Christmas Expenditures-Dollars: One of the key issues addressed by the survey was to develop a data base which would allow the estimation of the total dollars spent at Christmas time by the respondents as well as an estimation of the share of these dollars received by merchants in downtown Manistee. As Table IV-10 shows the majority of the respondents spent be-

tween \$100 and \$500 on Christmas gifts. It is calculated that on the average, the greater Manistee household spent \$400; and the average Mason County household spent \$395.

As Table IV-10 showed, however, the merchants in downtown Manistee received an unusually small share of the total Christmas market.

Just what was the share translated into dollars? It is estimated that less than thirty-five percent (35%) of the dollars spent by Manistians at Christmas were spent in downtown Manistee; this amount drops to only fifteen percent (15%) for out-county consumers and less than ten percent (10%) for Mason County residents. Overall that means of the estimated \$2,000,000 spent in 1980 on Christmas by Manistee residents, the downtown was able to attract only \$700,000 of it; while of the \$1,250,000 spend by out-county residents they attracted only an estimated \$200,000. In summary, then, downtown Manistee only attracted an estimated \$900,000 of the total county expenditure for Christmas of \$3,250,000; that is only twenty-seven and one-half percent (27.5%) of the dollars spent for Christmas in the County. As has been noted before this is unusually low and of course is not an acceptable figure.

TABLE IV-9

CONSUMER SURVEY RESPONSE

Christmas Shopping

	Southgate	Scottville	Chicago	Grand Rapids	Lansing	Muskegon	Traverse City	Ludington	Mail Order	Other
Manistee, East Lake, Filen Township	12	4	4	12	4	6	24	16	20	4
Bear Lake				2			4			
Kaleva										
Onekama				4			4			
Ludington				5		1	3	5	1	
Arcadia			1				2			
Freesoil	1			2		2	2			
Wellston										
Stronach	-	-	-	-	-	-	-	-	-	-
Fountain			2				2			
Branch										
Scottville		2				2	2			
Total	13	6	7	25	4	11	39	25	21	4

TABLE IV-10

CONSUMER SURVEY RESPONSE

	Less Than \$100	Christmas Expenditures			Christmas Dollars Spent in Downtown Manistee				
		\$100-499	\$500-999	\$1000+	0%	1-25	26-50	51-75	76-100
Manistee, East Lake, Filer Township	8	50	2	10	20	16	16	8	12
Bear Lake	2			2	4				
Kaleva									
Onckama	4	10	2		6	4	2		2
Ludington	1	3	1		5	3	1	-	-
Arcadia		2	2	2	4	2			
Freesoil		6	2		6	2	2		
Wellston									
Stronach	-	-	-	-	-	-	-	-	-
Fountain	2	4			6	2			
Branch	2					2			
Scottville	2	2	2	2	2		2	2	
Total	21	77	11	14	53	31	23	11	14

TABLE IV-11

WHY DON'T YOU SHOP DOWNTOWN?

<u>REASON</u>	<u>PERCENT OF RESPONDENTS IDENTIFY REASONS</u>
Poor Merchandise Selection/Inventories	48%
High Prices	35%
Inadequate Mix/Variety of Stores	25%
Promotion and Service	18%
Parking Meters/Parking Availability/ Traffic Flow	17%
Hours	10%

Why Aren't Shoppers Coming Downtown: If, as is apparent, the customer is not coming downtown to shop, the question is why? The survey supplies some interesting insights into this question. Table IV-11 summarizes the results from the responses. The responses show that unexpectedly the reasons are not those normally stated by consumers (e.g., parking, unattractive buildings/environment, safety.) The basic reason for the consumer not coming to downtown Manistee to shop is he or she perceives that they will be unable to find what they want at a competitive price. The strength of these responses is unusually high when it is considered that the survey respondent had to initiate the response; he or she could not just check a box or fill in a blank.

Almost one in two respondents indicated a lack of merchandise selection or inadequate inventories of merchandise as the reason they went elsewhere while one in three indicated it was prices being too high. Less than one in five indicated it was because of the inconveniences of parking while less than one in ten indicated that they had any problems with the physical environment of downtown. To the consumer the problem is merchandising; it is not the physical attributes or lack thereof in the downtown. It is interesting to note that similar concerns were raised in the 1962 survey, but whereas in 1962 few shopping alternatives existed for the consumer, today, they do and they are obviously being used.

What Would Improve the Downtown: A final concern of the survey was to identify what the consumer perceived as specific needs of the downtown and what changes, if made, would bring he or she back to shop. Obviously, the major response to what needs to be improved and would bring the consumer back is to deal with the issues raised in Table IV-11. However, in addition to these general comments, specific comments were made concerning several needs. The most common and most important to the revitalization of the downtown is the need for a general department store. Numerous shoppers identified this need as a first priority. Other comments dealt with specific need to improve the variety of stores. The most commonly noted needs were:

- Food store on the northside of the river
- Better restaurants
- Fabric store
- Full-line sporting goods store
- Bakery
- Children's store
- Garden supply/landscape store

In the area of improved inventory/selection the most commonly noted needs were:

- size and price range
- Large women's sizes in clothes
- Soft goods (sheets, towels, etc.)
- Large men's sizes in clothes
- Children and large shoe sizes

A final area of comment by the respondents dealt with physical or service improvements in the Downtown. The areas most frequently mentioned were:

- The lack of public/private rest-

LOOKS DOWNTOWN

- The need for benches/plantings on River Street
- The need for a Downtown park-frequent comments were made by the survey respondents that they did not consider the Marina a downtown park nor a park of the community. Many perceived it as a park for the boaters, not locals
- Clean-up and development of the riverfront along with the fix-up of the rear of buildings on River Street, particularly those on the north side of the street.

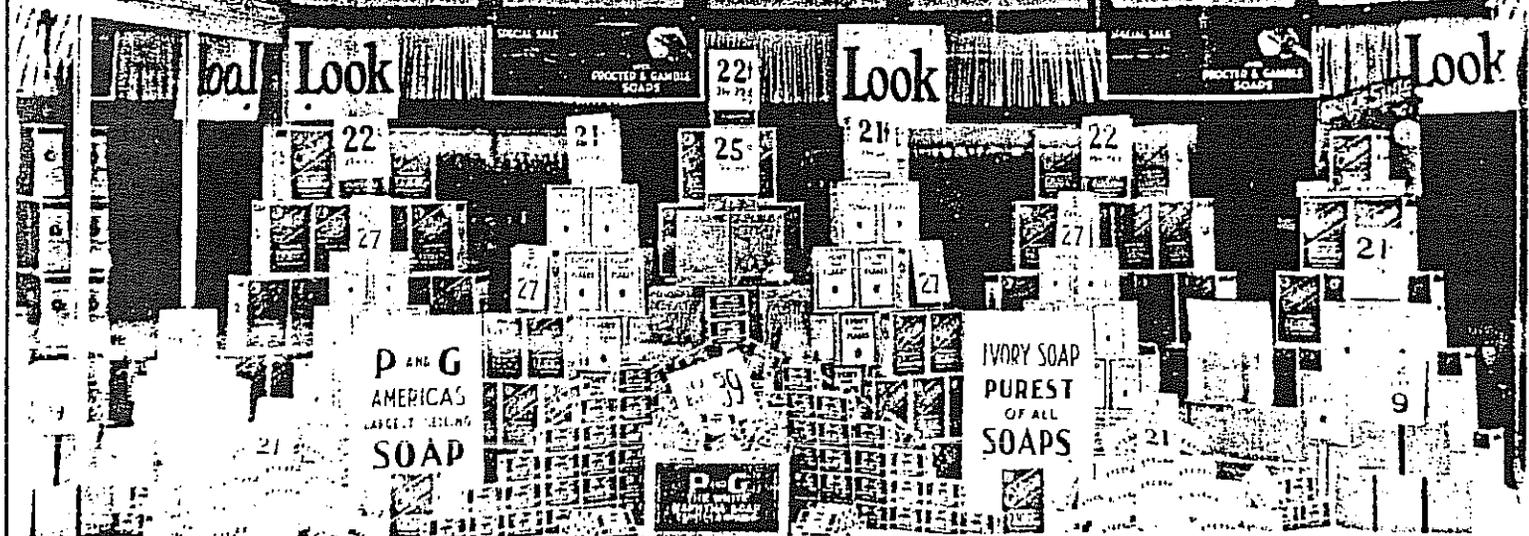
B. PHONE SURVEY

Even though the number of respondents to the mail survey was sufficient in number, because the response pattern to many questions was so different from those seen in other communities surveyed, it was decided to undertake a limited phone survey. The purpose of the phone survey was to determine if some unknown bias had occurred either in the mail survey sample and/or mail survey questionnaire.

A total of seventy-eight (78) randomly selected phone calls were made in the greater Manistee area and the phone respondent was asked a similar set of questions to those included in the mail survey. The response patterns to the phone survey were, within statistical error, identical to the mail response patterns. No significant differences were identifiable. It is our belief that the response patterns shown in both the mail and phone survey are so strong in the trends that they identify, that there is little question of their validity.

URE THE ECONOMY STORE FOODS

CHIPS



WE SPLIT THE NICKELS

C. MERCHANT ATTITUDE SURVEY

In addition to the consumer survey, a merchant attitude survey (See Table IV-12) was mailed to forty seven (47) merchants in downtown Manistee. The purpose of the survey was twofold: 1) to identify the

general trend in the downtown as it related to merchant sales and profitability over the past few years and the reasons effecting same; and 2) to determine from the downtown merchants point of view what could be done to improve the business climate and to attract more customers downtown.

The merchant response to the survey was in and of itself illuminating. Whereas the response rate to the consumer mail survey was extremely high, the merchant response was average at best. Only twenty-seven (27) or fifty-seven (57%) percent of the merchants receiving surveys responded. It is difficult to determine whether this response rate reflected disinterest, apathy, or just a feeling that the survey and study were of little value so why bother to respond.

Those that did respond, however, provided some interesting if not disquieting insights. The vast majority of those who replied indicated that they plan on staying in business for the next 5 years. However, the majority of these businesses indicated that sales and profits at best over the past few years have increased gradually. This pattern is consistent with actual retail sales data as well as the implicit trend indicated by consumer survey, thus it comes as no great surprise.

The response that was surprising was the identification of the problem areas related to the downtown from the merchant's point of view and in particular those that were the cause of consumer dissatisfaction. The key problem areas in order of importance as identified by the merchants follows:

1. Parking and parking related issues.
2. Lack of leadership or need for stronger leadership downtown. Having stated this as a problem, there was no consensus as to a solution. The respondents were evenly split between the need for the city, the Chamber of

TABLE IV-12
MERCHANT ATTITUDE SURVEY

Preservation/Urban Design/Inc., a preservation and planning firm through its economic consultant Chase-Mogdis Inc., is currently conducting a survey for Project Facelift to learn how merchants feel about the business climate in downtown Manistee.

Your participation is essential if quality recommendations are to be made regarding the steps to be taken to revitalize the economic climate of downtown Manistee. We appreciate the time and effort required in answering these questions. Thank you.

1. How many years have you been in business in Manistee? _____
2. What has been the pattern of profitability?
 - Generally remained stable _____
 - Gradually decreased _____
 - Rapidly decrease in past 5 years _____
 - Gradually increased _____
 - Rapidly increased in the 5 years _____
 - Other (please describe) _____
3. Do you plan to stay in business for the next 5 years?
 - Yes _____
 - No _____
4. If your profits are down, what do you feel caused it (you may check more than one)?
 - Recession _____
 - Inflation _____
 - New Shopping Center _____
 - Lack of parking _____
 - Decreasing variety of stores _____
 - Quality of merchandising _____
 - Lack of leadership by City _____
 - Lack of community leadership _____
 - Out of vogue products _____
 - Decreased Sales _____
 - Increased operating expenses _____
 - Increased property taxes _____
 - Other (please describe) _____

Commerce and the downtown merchants themselves to provide this stronger leadership.

3. Common hours.
4. Architectural revitalization of the downtown.
5. Attraction of more tourists.
6. Identification of funding/financing sources to support physical improvements downtown.
7. Attraction of new stores.
8. Coordinated downtown business promotion campaigns.
9. Better retail mix.
10. Retail merchandising seminar.
11. Better inventories/selection.
12. More promotion.

The above responses are surprising, in that they have almost no relationship to what the consumer perceives as the problems with downtown. The merchants strongly believe that the problems facing downtown Manistee are the traditional issues of parking, physical appearance, hours, etc. On the other hand, however, the consumer overwhelmingly is saying it is what is offered in the store and how it is offered to the customer that is the problem. Indeed, the consumer, consistently, to the question of what, if anything, do you like about downtown Manistee responded: "Its appearance."

This obvious gap between the perceptions of the consumer and the merchant is an issue which must be resolved if significant improvement is to be made in attracting additional retail dollars downtown.

5. If your profits increased, what do you feel caused it? (You may check more than one)

People spending money more freely _____
Your business in right for downtown area _____
Good management/ability to hold costs down _____
Good location _____
Low taxes _____
Other (please describe) _____

6. What do you think would improve the business climate in Manistee (Please check one or more. If checking more than one, please order by priority with one being most important, two next most important, etc.)

Attraction of new stores _____
Attraction of major "anchor" store _____
Better retail mix _____
Better quality of merchandise _____
More parking _____
Better transportation _____
More promotions _____
Common hours _____
Architectural revitalization (capitalizing on "historic" downtown theme) _____
More restaurants & entertainment _____
Firm leadership by city _____
Firm leadership by Chamber of Commerce _____
Coalition of business people _____
Better traffic control _____
Downtown business area advertising campaign _____
Increased attraction of tourists _____
Business management seminars for business people _____
Retailing/merchandising seminars for business people _____
Loan program for improvements on buildings _____
Tax incentives for building improvements _____
Loan program for improving business (e.g., new merchandise line, additional employees) _____
Other (please write in any additional ideas you may have) _____

D. RETAIL OBSERVATIONS: MERCHANDISING MIX AND PRESENTATION

An independent evaluation by a retail/merchandise consultant was made of the merchandise, its presentation to the shopper in downtown Manistee as well as its pricing. This evaluation consisted of two walk-through assessments of the store. The first of these was conducted during the Christmas season and the second was done in early February, 1981.

A summary of the results of this survey follows:

1. Stores lack inventory
 - a. most stores have very basic inventory at best
 - b. most stores show no fashion
 - c. very little junior merchandise
 - d. poor clothing selection
 - e. related merchandise selection poor
2. No large apparel store offering missy, mens, children's (boys/girls) selection in depth.
3. Women's/Missy Apparel
 - a. poor coat selection
 - b. poor dress selection
 - c. quality of merchandise questionable
 - d. very little coordinate sportswear present
 - e. no store had any depth in any classification
 - f. inadequate junior presentation
 - g. inadequate children's presentation
 - h. significant duplication of inventory
 - i. many price levels missing

7. Would you be willing to financially support any of these activities?

Yes _____

No _____

If you would, please double check the answers in Question 6 which you would support (for example: More parking _____)

8. Type of business _____

9. Name and address _____

Owner _____ Manager _____

We do not require that question 9 be answered. However, this information would be extremely useful to our analysis and would enable us to contact you for future help.

ANY ADDITIONAL COMMENTS REGARDING DOWNTOWN MANISTEE YOU BELIEVE MIGHT BE USEFUL TO OUR STUDY:

4. Men's Furnishings and Clothing
 - a. clothing selection extremely light in all stores
 - b. price ranges limited and duplication in suits
 - c. no conviction in inventory (many lines presented, but no depth)
5. Shoe Stores
 - a. inadequate children's selection
 - b. limited men's dress shoes
6. Merchandise Presentation
 - a. window display
 1. poor in general
 2. no creative display design
 3. tickets hanging
 4. floor dirty
 5. merchandise not pressed
 6. color coordination poor
 7. background non-existent
 8. windows dirty
 9. window lights turned off
 - b. interior store presentation
 1. no coordination of classification of merchandise
 2. outdated fixtures
 3. poor identifying signage
 4. in most stores, basic layout for customer flow poor
 5. poor lighting
 6. dirty floors
 7. door entrances dirty
 8. inventory levels 20 to 25% low
 9. lack of aggressive merchandising and no fashion belief
7. Missing Merchandise Mix and Stores
 - a. lack of selection in coats, dresses, sportswear, lingerie, and accessories
 - b. most stores offer same price range - moderate

- c. need for moderate to better dress/sportswear shop carrying branded merchandise with good selection and depth
- d. need for complete range of junior apparel
- e. need for a budget shop (woman's clothes) downtown
- f. need for expanded inventory to cover women's half-sizes

In conclusion the need for strengthening the store mix downtown is apparent. There is a need for a better missy apparel dress shop, for better men's furnishings and clothing, for a complete childrens operation and for a larger apparel for mens, womens, boys and girls operation. There is also a need for an aggressive merchandising chain operation to anchor the Central Business District. The one basic issue that must be addressed is the development of local leadership. One of the first steps is to convince the downtown retailers to sharpen and improve their General Basic Merchandising Practices:

- Housekeeping
- Presentation
- Display
- Merchandise Mix
- Creative Promotion
- Eliminate Complacency
- Improve Cooperation

The overall view of the retail consultant was that an attitude of complacency and/or apathy pervades the downtown. His final comment was, "Manistee has the potential to be a strong, vital, attractive shopping area if the merchants are willing to face the problems and seek improvement and change. Manistee is a natural and surely

it is worth much hard work and sacrifice to reestablish its role for the local community."

E. PRICE COMPARISONS

An issue that was raised by the consumer survey was that the prices for goods in downtown Manistee were significantly higher than the price for the same goods elsewhere. In order to assess the validity of this perception, pricing comparisons for identical items sold in Manistee, Traverse City, Ludington and Grand Rapids were made.

The results of the comparison show a random difference. There is no definitive pattern that shows either higher or lower prices for identical goods. It is probable that the shoppers perception of higher prices is a misperception caused by a lack of price selection. The shopper is required to buy the item in inventory irrespective of price as no alternative items at various price ranges are presented to them. Thus he or she perceives a pricing structure which is not reflective of actual prices for identical items.

F. THE DEMOGRAPHIC SITUATION

Table IV-13 presents key demographic data for Manistee and Manistee County which reflect the current trends in population, retail sales, income levels, etc. Several trends are worthy of comment:

1. Population growth - the population of the City of Manistee has increased slightly in the last ten years as has that of the County.

2. The median age has decreased in the last ten years creating a significant change in the profile of the potential shopper. In 1970, only 17% of the potential shoppers were between 18 and 34 years of age. Today, one out of every four is in that age group.

3. Both the number of households and the median family income have increased between 1970 and 1980. However, the rate of increase of family income is not much above the inflation rate.

4. The rate of retail growth for the County when adjusted for inflation was only 3.2% between 1972 and 1977. Between 1977 and 1980 it was a -.3%. This figure percentage-wise represents the lowest real growth of any of the Northwest Michigan counties.

5. The real retail sales growth of the City of Manistee for the same period was a -.1% (1972 to 1977). In 1972, the City had 61.4% of the total county sales. By 1977, this had dropped to 58.9% and it is estimated to be less than 55% in 1980. These figures reflect the same trends apparent in the consumers survey and in the merchant survey. While the declining importance of downtown Manistee as a center of retail trade is not a phenomenon unique to it, the rate is. Major population shifts toward less densely-populated areas and the movement of retail establishments to those areas are occurring in nearly all areas of the nation including cities like Traverse City and Cadillac in the Northwest Michigan. To complete and reverse the trend, downtown Manistee must become a more consumer oriented market place that provides an attractive shopping experience.

TABLE IV-13

COMPARATIVE DEMOGRAPHIC DATA

	City of Manistee				County of Manistee			
	1980	1977	1972	1970	1980	1977	1972	1970
Population	8025			7723	22100			20094
Median Age					28.6			29.8
18-24					10.2			6.5
25-34					14.6			10.7
35-49					15			15.7
50+					29.9			30.3
Households	5400				8600			6471
Median Family Income					17000			9131
Total Retail Sales		37.1M	25.9M		75.1M	63.1M		
Food		7.4M	8.3M		17.2M	15.6M		
Eating & Drinking		2.2M	1.5M		5.0M	4.4M		
General Merchandise		5.0M	3.2M		7.2M	6.1M		
Furniture		1.5M	1.1M		1.7M	1.6M		
Automotive		8.3M	3.5M		17.9M	14.5M		
Drug		2.1M	1.0M		3.0M	2.3M		
Apparel & Accessory Stores		2.8M	1.4M		-	2.8M		
Miscellaneous Retail		3.5M	2.6M		-	4.9M		

G. SUMMARY OF THE EXISTING SITUATION

The existing situation in downtown Manistee can be stated in two ways. The first is the negative which is:

- Manistee has a poor self-image; this includes both the downtown merchants and the community as a whole. Neither recognize the tremendous assets they have to work with.
- the downtown has a current growth rate which is barely holding its own against inflation
- there exists a tremendous outflow of retail market dollars elsewhere
- there is a perceived (if not real) lack of strong leadership in the downtown
- there exists a complete lack of correlation (agreement) between the consumers' and the merchants' perceptions of what is wrong with the downtown and what is needed to change it in a positive direction
- there exists an apparent complacency or disinterest by a large number of businesses downtown.

If all of this sounds terribly discouraging or impossible to deal with, it shouldn't because there are numerous factors on the positive side which when taken together outweigh the negatives. They include:

- a tremendous interest in the downtown, its future and its success on the part of the consumer
- all of the major problems identified are solvable with the resources at hand. This certainly is not true for most communities
- there exists a willingness on the part of the City and local financial institutions to assist the downtown
- Manistee and its downtown have outstanding basic physical/environmental assets to work with
- the overall market demographics which are becoming more positive (i.e. age distribution)
- notwithstanding the current slow rate of overall retail growth, the ability to make major strides in recapturing currently existing markets and raising market shares to an acceptable level
- a major, untapped market related to seasonal visitors; and finally, and most important is
- the turn around and future positive growth of downtown Manistee can be accomplished with the financial, people and process resources available to the Community. The future of Manistee's downtown is not dependent on major funding or support from outside of the community.

RECOMMENDATIONS

Based on the insights gained from the market survey and from the overall evaluation of the current business climate in downtown Manistee, several key actions are deemed critical to the future of the downtown. These recommendations are all aimed, directly or indirectly, at meeting the identified real and perceived needs of the consumer, for it is the consumer who will determine the future success or failure of the downtown.

1. Create a Downtown Development Authority (DDA) with:

- full-time executive director - critical to its success.
- committed budget for 3 years - critical to its success.
- jointly supported by City, businesses and banks

The DDA will be responsible for developing, overseeing and catalyzing the entire downtown revitalization effort and insuring that the required activities and actions as presented in this report occur. The DDA is the advocate for the downtown. This is the critical first step, for without this front-end commitment by the public and private sector for at least a 3 year period, the success of all other actions is questionable.

This authority should have close working ties with the Chamber of Commerce.

2. Initiate a planned program to develop pride in the past, image and resources of Manistee. It is important that the negative self-image of the populace in general

and the business community in particular be turned around if the downtown itself is to be turned around. In many ways this attitude generates a self-fulfilling outcome of decline and deterioration of the over-all business climate in the CBD. The downtown business community, the City government, the radio and the newspaper should all be conscious participants in a long-term planned program to communicate the positive resources of Manistee - which are considerable - rather than dwelling on the negative. The development of a positive self-image and perception are critical to the future of the CBD.

3. Establish a downtown historic district. This will provide a basis around which to build a positive self-image as well as helping to guarantee the future, well being of the many physical resources existing in downtown Manistee. This district will also provide the vehicle for taking advantage of tax benefits available for the rehabilitation of historic properties.

4. Attract new businesses to the CBD. The executive director of the DDA in conjunction with the Chamber of Commerce should develop and immediately implement a plan to seek and establish new retail businesses in downtown Manistee. This program, should, if necessary, provide appropriate economic assistance using the revolving fund (see # 5) to insure success in attracting those businesses needed in downtown Manistee. Retail businesses and merchandise categories that need to be added to the CBD retail mix in order to

attract greater numbers of shoppers downtown include (in no particular priority order):

- junior department store; this is critical and should be first priority. The desired store should be similar in quality and size as Klines in Big Rapids.
- sporting goods store
- another drug store
- hardware store
- maternity clothes inventory
- toy store
- hobby/games inventory
- fabric store
- pet supplies
- bath/boutique inventory
- cookware/houseware inventory
- children's clothes
- linens inventory
- garden supplies

It is also possible that a food store possibly with a deli quality meat market is needed on the north side of the River.

5. Establish a revolving fund: The banks in cooperation with the City should be encouraged to establish a \$500,000 revolving fund to provide readily available financing to CBD businesses that want to improve facades, expand business inventories, etc. A small review committee should be set-up through the DDA to review requests. Those deemed acceptable should be forwarded to a joint bank review committee for final action. The revolving fund dollars should be flexible in terms of loan criteria, interest rates, etc. Revolving fund dollars should also be available to hold property, cover loss periods of revenue during transition periods of use, etc.

6. Establish a business self-assessment program. An immediate program, strongly supported by the DDA, Chamber of Commerce and the banks, should be developed to provide the necessary guidance so that all businesses in the CBD can undertake a comprehensive self-audit and assessment of their total business operation. These self-audits should be made a priority program and where necessary, the banks should be in a position to offer professional business and marketing assistance in carrying out these assessments. These programs should include as a minimum, an analysis of inventory and market needs, merchandising policies, advertising/promotional programs, customer treatment, business practices and management, personnel assessment and business self-image.

7. Develop business practice seminars. The DDA and Chamber of Commerce should develop a regular program of business management and retailing seminars aimed at providing day-to-day assistance and tips to the owners and operators of business in the CBD.

8. Develop retail design assistance program. Specific programs on merchandising, store layout and displays developed to meet customer needs should be provided to merchants along with expertise, if needed, to implement them.

9. Develop inventory evaluation program. The DDA will obtain the expertise needed to develop and implement a coordinated inventory evaluation and expansion program. Specific recommendations will be made available to store owners as to overlapping inventory and areas needing expansion.

Financing of inventory expansion could be supported by the revolving fund. When they occur, these efforts should be effectively communicated to the customer thus indicating that a major effort to deal with their concerns - a lack of inventories and choice - is and has been made.

10. Develop a strong identity for the CBD. The DDA in conjunction with the Chamber of Commerce and the businesses in the CBD should develop a coordinated promotional and image building campaign which is aimed at developing a strong image of downtown Manistee as a one-stop shopping area with a wide-range of quality goods and superior service at a competitive price. The downtown needs to be promoted as a single entity not as numerous bits and pieces.

Certain basic actions must be taken to implement this recommendation:

- Encourage county wide advertising through various media thereby informing outlying market area residents of the shopping opportunities in the CBD.
- Concentrate on improving the image of the downtown through traditionally advertised events and attractions.
- Capitalize on tourist capture along U.S. 31 and from the surrounding recreational areas. Utilize creative graphics to encourage market expansion.
- Promote positive merchant attitudes to the county wide consumer audience.
- On an individual basis, examine current

inventories for the purpose of increasing quality and offering additional choices for comparison shopping.

- As a follow up to the physical changes in the downtown that offer increased conveniences for the shopper, promote the downtown as a focus within the county for a variety of consumer needs.

11. Establish common hours for CBD businesses. Minimum hours of operation should be established for businesses in the CBD and they need to be promoted and adhered to by the businesses. Specifically the businesses need to stay open until 9:00 or 9:30 on Friday as well as 9:00 on a second night. It should be understood that such hours must be publicized and promoted and that they are not going to become successful in 2 weeks. The program must be committed to by all for at least 6 months.

12. Develop a media program through the local newspaper and radio station. A key to assisting in the development of a new, positive image for the downtown is The Manistee News Advocate and WMTE. The local newspaper and radio station can and need to play two key roles. The first is to promote a better self-image of Manistee and the CBD by helping the community better understand its many assets and positive features. The second role is to act as the public's watch dog to make sure things are happening; that is, the needed changes and improvements downtown are occurring and if not, why not. The two roles will require a positive change, however, on the part of the news media. Neither the paper or radio station up until this time, has played a major role in forming

local opinion regarding the downtown. Indeed, they have avoided their role as a major force working for the betterment of Manistee.

13. Establish an atmosphere of cooperation and positive attitudes. The business and professional community of CBD must develop an improved overall attitude which is based on the development of common goals. Critical to this process is the development of greater understanding for the position of others and the realization that no one is right one-hundred percent of the time.

14. Develop a program to encourage local ownership and development of downtown buildings and businesses. Where necessary this should include economic incentives using the revolving fund as a source of revenue. This program is necessary to help in insuring that a trend toward absentee landlords is not developed. It should be developed by the DDA.

15. Develop a time-phased program of at least twelve (12) months duration of changes that are to take place downtown. The DDA should coordinate this program. It is critical that the public sees change taking place; that it is on-going (one project after another); and that change which is occurring is effectively communicated to the public, thus reinforcing its positive impact.

16. Establish a Tax Increment Financing district so that benefits of Public Act 197 can be utilized on an as-needed basis.

17. Establish special tax assessment districts to finance public improvements downtown on an as needed basis.

18. Develop a program to attract private investment in the CBD. The DDA should develop a program to actively pursue private investors for the purpose of persuading them to invest in specifically identified and developed new projects/businesses which are needed to support the redevelopment of the CBD.

19. Develop a program through the DDA and in conjunction with the Chamber of Commerce which strongly ties in and promotes the downtown in terms of energy conservation - e.g., total one-stop shopping which is significantly closer and cheaper than driving frequently to Traverse City or Grand Rapids.

20. Evaluate potential for night-time activities in the CBD. The DDA should undertake an economic analysis to determine the potential for increasing the night-time activity in the CBD area. This analysis should keep in mind the impact on consumer movement over the next 5-10 years of increased energy costs and decreased energy availability.

21. Evaluate the need for housing in the CBD. The DDA in conjunction with the City should undertake an evaluation of the rental market potential in the CBD area over the next 5-10 years. In particular, the utilization of second and third floors of existing buildings for residential use should be evaluated.

22. Create a promotional brochure for downtown Manistee. The DDA in conjunction with the Chamber of Commerce as should prepare a brochure emphasizing Manistee's history, its strong positive qualities, its commitment to improvement and change and where that change is leading to in the

future. This brochure should be part of an overall campaign to both improve self-image and promote the strengths and quality of Manistee to consumer, tourist and investor alike. Manistee is and can be a community which represents and exemplifies the best of mainstream, small town America and the role similar towns will play in the 1980s and the 1990s.

23. Create an overall CBD promotional program. The DDA in conjunction with the Chamber of Commerce needs to evaluate current promotional campaigns to attract consumers. Based on this evaluation, a three (3) year promotional campaign should be prepared. This campaign should be well-publicized and promoted; participated in by the majority of businesses in the CBD area; and tied to special events. It should emphasize and highlight the positive changes which are occurring in the downtown area.

24. Develop a long-term program including advertising and graphics to improve tourist capture both from traffic along U.S. 31 and also from point-of-destination one-day trips. The pattern of tourism due to the energy crisis will change significantly in the next 5 to 10 years. Indeed, that change is already occurring.

25. Investigate the establishment of a farmer's market in the CBD. The DDA should evaluate the potential for the development of a Farmers and Crafts Market along the river initially to be open on Saturdays only. This market could be promoted and tied into the strong, agricultural history and background of Manistee and Manistee County and its role as the center of such activity in the area.

26. Improve the entrances to Manistee. A high priority recommendation is to improve the entryways to Manistee in general and to the CBD in particular. Of particular importance are:

- the north and south approaches to River Street on U.S. 31 and
- the Washington Street and Maple Street entrances to the CBD.

27. Improve parking facilities in the CBD. This can be accomplished through the following actions:

- Landscape existing lots.
- Increase available spaces in lots by improved layout.
- Create employee parking lots as needed in areas removed from River Street.
- Eliminate meters on River Street with a 60 minute maximum, strongly enforced, needed to insure rapid turnover.
- Structure for parking fines should be revised so as to be useable as a disincentive to over-limit parking.

28. Investigate possible traffic restrictions in the CBD. All through truck traffic should be restricted from River Street during the periods of 10:00 a.m. to 5:00 p.m. Monday through Saturday.

29. Improve downtown sidewalks. Replacement of all substandard sidewalks should be planned within a 3-5 year period. Replacement should be programmed so that the most deteriorated walks are replaced first. Replacement should be coordinated by an overall plan so that upon completion a unified and compatible system is in place. Financing should be shared by the public and private sectors with the pri-

vate sector share paid through a special assessment district.

30. Prepare a comprehensive plan for lighting of the CBD area. It should include main streets and parking areas. It should be programmed to allow implementation over a 3 year period. All lighting should be oriented towards pedestrian needs and the creation of an aesthetically pleasing yet safe environment for the pedestrian. Financing of lighting improvements could be a public sector activity or through the local lighting utility.

31. Prepare and implement a sign ordinance: The City Attorney in conjunction with the executive director of the DDA and Chamber of Commerce should prepare a sign ordinance for enactment into law by the City Council. This sign ordinance should provide for enforcement and implementation of signage guidelines for all stores and businesses located along River Street. It should include penalties for violations. Financing of new signage should be accomplished through the revolving fund to be established by the banks (where and when such assistance is needed).

32. Prepare and implement design ordinance: The City Attorney, the executive director of the DDA and Chamber of Commerce with appropriate consultant support should prepare a design ordinance for enactment into law by City Council. At the same time and as part of the ordinance a design review board should be established. The design ordinance should have sufficient powers to insure sensitive and compatible redevelopment of existing buildings and construction of new structures in the downtown area.

33. Develop landscaping program for the CBD. A major tree and landscaping program should be undertaken as presented in the urban design section of this report.

34. Develop and implement a riverfront improvement plan. The DDA should coordinate preparation of a total riverfront development plan, based on the Urban Design section of this report, including the expansion of River Edge Park and a river walk. It should then pursue funding from local, state and federal resources.

35. Prepare and market a CBD public improvement bond issue. The DDA in conjunction with the Chamber of Commerce and the City should prepare a parks and landscape bond issue for vote by the Manistee voters in the spring of 1982.

36. Prepare and implement a CBD Streetscape improvement plan. Benches, special pavements, other street furniture and pocket parks should be installed on River Street.

37. Improve rear building elevations. A major effort, coordinated by the DDA, should be undertaken to clean, renovate, and attractively paint the rear exteriors of the River Street buildings. The need is particularly critical for those buildings on the north side of River Street. Rear additions and landscaping taking advantage of riverfront improvements should be encouraged.

38. Develop a program for productive and beneficial use of oil and gas revenues. The City of Manistee should be encouraged to consider using part of the revenues generated from the oil and gas leases to

support the revitalization of downtown Manistee. Specific dollar amounts should be identified and these funds should be earmarked for projects supporting the general goals of the CBD.

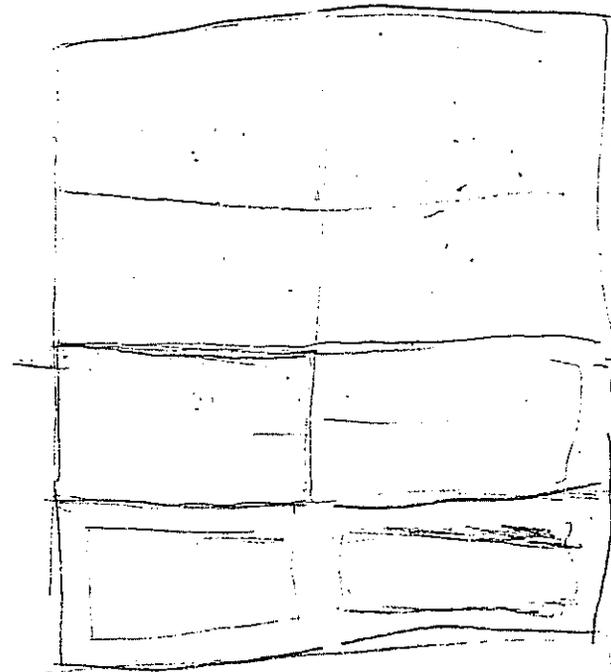
39. Establish Visitors and Conference Bureau as a division of the Chamber of Commerce. Concurrent with the establishment of the Bureau, seek approval from the Manistee County Board for the establishment of a 2% room tax on transient rooms to be used to fund the new Bureau and to promote tourist and conference business for Manistee County.

40. Provide restrooms in the CBD. Provisions for public/private restrooms should be made in the downtown. These could be provided at the River Street entrance to the river walk (see the Urban Design section).

41. Implement other urban design improvements as outlined in the Urban Design section of this report. These specific improvements include:

- entrance treatment at Cypress and River Streets.
- right-of-way improvement from Cypress to Division.
- farmer's market design.
- urban park at southwest corner of Division and River Streets.
- right-of-way improvements; River Street between Spruce and Pine Streets.
- right-of-way improvements; River Street between Oak and Maple.
- riverwalk - north side of river.
- riverwalk - south side of river.
- riverwalk approach to park.
- visitor center.

- parking lot improvements at Memorial Drive.
- amphitheater.
- Washington Street right-of-way improvements.
- parking lot improvements; Water Street between Oak and Maple.
- parking lot improvements; Water Street between Maple and Poplar.
- parking lot improvements; Water Street between Poplar and Greenbush.
- parking lot improvements; Filer between Greenbush and Division
- sidewalk improvements - River Street.
- urban design improvements - River Street.



IMPLEMENTATION

This final section of the Manistee Downtown Development and Preservation Plan is the most important part of the study for it defines a program for implementing the rest of the Report. This section is divided into two major elements: 1) identification of potential funding sources, and 2) detailing of specific recommendations that need implementing in order to accomplish the revitalization of Downtown Manistee.

Potential Funding/Financing Sources

The following material was prepared to assist downtown Manistee's revitalization. It covers potential and existing funding sources, financing techniques and public/private involvement. The programs listed address types of funding needs for both the public and private sectors, and are broken down into subcategories. For private commercial revitalization, we have identified programs for: a) rehabilitation of existing buildings; b) equipment purchases; c) land and new development; and d) working capital. In the public sector, programs are discussed for: a) feasibility studies; b) design; and c) construction. The source of funding for businesses are federal, state and private.

There are two general needs for funding in downtown Manistee. The first is for public improvements including streetscape improvement projects, parking lot modification, riverfront beautification and other such projects that visually

improve the downtown or make it easier for shoppers to come and go or both. The second general need is financial support for retail establishments which can be in the form of grants, loans or tax incentives. The forms of funding available can range from tax abatement to loans and grants with an infinite number of combinations possible. Tax incentives are a distinct possibility because they can be pursued independently or combined with other financing techniques. Michigan Public Act 255 permits a municipality to abate tax collection on a commercial building and other real property. Tax increment financing and special tax assessments are tied to the institution of a Downtown Development Authority (DDA), which in turn can float bonds for additional funds.

Tax abatement, however, means a loss of revenue for the city and can adversely impact other city programs and programs designed to improve the city as a whole.

Tax abatement programs specifically designed to attract outside investors, also, may increase the problem of absentee ownership. The threat of leaving near the end of the term of the tax abatement would quite likely cause the abatement to be maintained, thus control can be lost by a municipality through its taxing capability, particularly if it uses the tax abatement incentive too much. Thus tax abatement when applied must be carefully planned and should have a ceiling or upset

limit.

Loans and grants are dissimilar in that a loan must be paid back. Grants are best used by the municipality in the improvement of city facilities, such as urban design changes.

In one situation a grant is highly preferred: if a grant can be used to set up a revolving capital fund by the city through the DDA for loans to businesses and the grant is used as a pay-back loan mechanism tied to a municipal development program. This injects new public and private lending money into the local economic system when used with a revolving capital fund. Revolving capital loans can come from SBA, HUD, preservation sources and Farmer's Home. The City can provide revolving fund loans from the HUD grant as well as from other sources (e.g., gas and oil lease funds). Creation and pay-back of revolving loans from an EDC or IDC also appear to be acceptable. Local financial institutions also can cooperate with establishing such funds. The DDA has the specific advantage of providing loans for commercial business in the CBD, including loans for operating capital. Individual tax benefits for preservation-related projects await nomination and declaration of the CBD as a historic district.

The following is a summary of programs that may be of use in efforts to improve and revitalize downtown Manistee. Many of these programs are currently in the process of significant change or revision with new rules and procedures not yet developed or established by the Reagan Administration. Where current information allows, anticipated changes are noted.

Three points are certain, however: 1) funds will continue to be available; 2) the new rules and procedures will increase and force greater private sector participation; and 3) the public sector funds will increasingly be controlled at the state and local level.

Federal Level Programs

"Rural Rental Housing Loan Program" (Farmers Home Administration)

PROGRAM: Rural Renting Housing Loans are available to construct, purchase, improve, or convert or rehabilitate existing structures into multiple-unit rental or cooperatively-owned housing for low or moderate income families, senior citizens and the handicapped. Loans also may be used to purchase land, provide project landscaping and supply recreation, laundry and other service facilities. Interest rates are set at 10% with a maximum term of 50 years.

ELIGIBILITY: Eligible program applicants include individuals and organizations with projects located in open country and in communities of up to 20,000 people.

"Business and Industrial Loan Program" (Farmers Home Administration)

PROGRAM: Through its Business and Industrial Loan Program, the Farmers Home Administration provides assistance in the form of a loan guarantee whereby FmHA contracts to reimburse a lender for a maximum of 90% of principal and interest if a borrower defaults. Applicants apply for loans through private lenders; lenders are responsible for making and servicing quality loans which are at fixed or variable rates consistent with the market rate and require repayment within 15 to 30 years. In special cases where a guaranteed

loan is not available, FmHA may directly make and service a low-interest loan payable up to 40 years. The basic purposes for which loan funds may be used include the development or finance of business or industry through acquisition, construction, conversion, enlargement, repair, or modernization; the improvement of employment opportunities; and the control or abatement of pollution. Preservation activities meeting these basic purposes are acceptable under the program.

ELIGIBILITY: Eligible program applicants include public bodies, individuals, corporations, and organizations operating on a profit or non-profit basis with proposed projects in areas both outside the boundaries of cities with populations of 50,000 or more and outside their immediately adjacent urbanized areas with population densities of more than 100 persons per square mile. Priority will be given to applications for projects in open country, rural communities and towns of 25,000 or fewer residents.

"Community Facility Loan Program"
(Farmers Home Administration)

PROGRAM: The Community Facility Program makes funds available to finance community facilities for public use in rural areas and towns having populations of up to 10,000 people. Terms are 5% for up to 40 years. Loans may be used to construct or rehabilitate such facilities as libraries, fire stations, hospitals, and community buildings. Borrowers must be unable to obtain needed funds from other sources at reasonable rates and terms.

ELIGIBILITY: Eligible program applicants include local governments, special purpose districts such as park districts or water and sewer districts, and non-profit organizations.

For information on all FmHA programs,
CONTACT: Director
Farmers Home Administration
U.S. Department of Agriculture
Washington, D.C. 20250

Note: Funding caps are being established for all FmHA programs. This will have the effect of greatly reducing the dollars available for the various loan programs.

America the Beautiful Fund

"Seed Grant Program"

PROGRAM: The Seed Grant Program of the America the Beautiful Fund provides grants of up to \$1,000 for innovative and practical plans to revitalize community interest in local history and the environment. New and interesting programs with local sponsorship, local contributions, and strong local participation stand the best chance of receiving Seed Grant Program support.

ELIGIBILITY: Eligible program applicants include individuals and groups with a local history or environmental project orientation.

CONTACT: American the Beautiful Fund
219 Shoreham Building
Washington, D.C. 20005

U.S. Department of Commerce

"Technical Assistance Program"

(Economic Development Administration)

PROGRAM: The Economic Development Administration uses its Technical Assistance Program to provide project grants and contracts in economically depressed areas of the country which will assist in dealing with impediments to economic progress. Financial assistance of up to 75% of project costs is provided directly

to applicants responsible for employing personnel, hiring consultants, and planning and administering the programs. Applicants need not be located in specially designated areas to receive assistance as in many other EDA programs. ELIGIBILITY: Eligible program applicants include states, municipalities, counties, and private non-profit groups.

"Grants and Loans for Public Works and Development Facilities Program"

(Economic Development Administration)

PROGRAM: Authorized by the Public Works and Economic Development Act of 1965, the Grants and Loans for Public Works and Development Facilities Program makes funds available in designated redevelopment areas that will improve opportunities, or meet pressing needs of the areas and provide immediate employment opportunities for long-term unemployed persons. EDA funds generally are administered by a Community Development Corporation that is defined as 1) any public organization without power of taxation, created under state or local law to further the development of an area, or 2) any private non-profit organization whose purpose is to further an area's development. The Assistant Secretary of Commerce for Economic Development may waive or reduce the non-federal matching share of a grant made to a Community Development Corporation that has exhausted its effective borrowing capacity: similarly, the non-federal matching share of a grant to a state or local government may be reduced if the governmental unit has exhausted its taxing and borrowing authority. Generally, however, grants up to 50% of project cost and direct loans of low interest repayable up to 40 years are available under the program. To qualify,

reasonable evidence of the ability to repay the loan or to raise the local share of the project cost must be shown along with evidence that funds cannot be obtained from private lenders or other federal agencies.

ELIGIBILITY: Eligible program applicants include state and local governments, Indian tribes and public and private non-profit organizations with projects in designated redevelopment areas. Contact the City government to learn if a redevelopment area exists in your community and, if so, where it is located.

"Business Development Loan Program"

(Economic Development Administration)

PROGRAM: The Business Development Loan Program makes available direct loans at moderate interest rates repayable up to 25 years to help establish new businesses or expand old ones that will improve employment opportunities in areas of high unemployment or low family income. Under the program, the Economic Development Administration can make direct loans or loan guarantees for either working capital or fixed asset development; loans for working capital may be made independently. Loans are not made if private lending sources are available or if the project falls within the scope of the programs of the Small Business Administration or the Farmers Home Administration (See sections on programs administered by these two federal agencies).

ELIGIBILITY: Eligible program applicants include individuals, state or local governmental units, industrial and commercial enterprises, and local development groups.

"Public Works Impact Program"

(Economic Development Administration)

PROGRAM: Under its Public Works Impact Program, EDA makes project grants available at a basic rate of 80% of project costs to provide immediate useful work to unemployed persons. Public facilities that will help create jobs in the course of their creation fall under this program. Grants of up to 100% of project costs may be awarded to applicants that can demonstrate that their effective taxing and borrowing capacities have been exhausted.

ELIGIBILITY: Eligible program applicants include states and their local subdivisions, and private or public non-profit organizations.

"Redevelopment Area Programs"
(Economic Development Administration)

PROGRAM: Several Economic Development Administration Programs are specifically aimed at promoting economic health through business development and revitalization. Most programs operate only in "designated areas" that qualify for special assistance because of economic conditions; designated areas generally are counties. Many programs promote tourism, support increased industrial activity, or encourage construction. Such aids as planning grants and business loans, however, may be used to help a local business community restore commercial properties or make needed public improvements.

ELIGIBILITY: Eligible program applicants and designated areas vary from program to program. Thus, eligibility requirements must be checked through the regional or Washington, D.C. offices of the Economic Development Administration or through your local unit of government.

For information on any of the above EDA programs, CONTACT:

Local Unit of Government

OR

Director

Regional Office - Economic
Development Administration

U.S. Department of Commerce

175 West Jackson Boulevard -

Suite A-1630

Chicago, Illinois 60604

OR

Director

Economic Development
Administration

U.S. Department of Commerce

Washington, D.C. 20230

NOTE: All EDA Programs are in a state of flux and their long-term future is highly questionable given the administration's current position on funding this program. Some limited funding will probably survive, but at what level is unknown.

"Coastal Zone Management Program"

PROGRAM: The Coastal Zone Management Act of 1976 authorizes grants for the development and implementation of land management programs affecting the land and water coastal resources of each state. Each coastal state receives funds for the development of a Coastal Zone Management Plan which includes a planning process for the protection of and access to public coastal areas of environmental, recreational, historical, aesthetic, ecological, or cultural value. Under the program, funds are allocated to states for development and implementation of plans on the basis of a formula, with part of the money available on a discretionary basis for specific needs. Preservationists should note that the Office of Coastal Zone Management is encouraging states to work with coastal cities to develop urban

waterfront preservation and redevelopment planning projects which may be funded as specific needs.

ELIGIBILITY: Eligible program applicants include all coastal states in the United States.

CONTACT: Director, Office of Coastal Zone Management
National Oceanic and Atmospheric Administration
U.S. Department of Commerce
Rockville, Maryland 20852

U.S. Department of Energy

"Appropriate Technology Small Grants Program"

PROGRAM: The Appropriate Technology Small Grants Program provides for the development, demonstration, and dissemination of information on energy-related systems and supporting technologies. Projects involving historic properties may be funded under several of the grant categories. For example, projects that demonstrate ways to meet the energy needs of local communities, that use renewable resources, that use existing technologies in novel situations, that are small-scale and low-cost, or that demonstrate simplicity of installation, operation, and maintenance are eligible. Applications are solicited through program announcements summarized in the "Commerce Business Daily." Grants are made up to the amount of \$50,000.

ELIGIBILITY: Eligible program applicants include individuals, non-profit organizations and institutions, small businesses, state and local agencies and Indian tribes.

CONTACT: Director
Office of Conservation and Solar Applications

U.S. Department of Energy
20 Massachusetts Avenue, NW
Washington, D.C. 20545

Federal Home Loan Bank

"National Neighborhood Reinvestment Corporation: Neighborhood Preservation Projects Program"
(Federal Home Loan Bank and the U.S. Department of Housing and Urban Development)

PROGRAM: The Neighborhood Preservation Projects Program provides technical assistance and grants to assist on-going projects that are helping to prevent or reverse neighborhood decline and that can serve as models for other neighborhood efforts. Projects may focus on rehabilitating multi-family housing units, revitalizing neighborhood business districts, preventing default and foreclosure, aiding purchase of neighborhood property, and stimulating other approaches to neighborhood stabilization and improvement. Additionally, the program awards grants to establish revolving funds in "high risk" neighborhoods: the funds are intended to stimulate private lending.

ELIGIBILITY: Eligible program applicants include local governmental units and public and private non-profit organizations.

CONTACT: Assistant Director for
Neighborhood Preservation Programs
National Neighborhood Reinvestment Corporation
1700 G Street, NW
Washington, D.C. 20552

U.S. Department of Housing and Urban Development

"Section 202 Seed Money Loan Program (106B)"

PROGRAM: The Section 202 Seed Money Loan Program provides no-interest loans to cover as much as 80%, or up to \$50,000 of the planning costs of Section 202 projects. Activities covered by the Seed Money Program may include preliminary site engineering, organization expenses and fees for design work, loan commitments, legal assistance, consultations and other planning costs.

ELIGIBILITY: Eligible program applicants include incorporated private, non-profit organizations.

"Neighborhood Self-Help Development Program"

PROGRAM: The Neighborhood Self-Help Development Program provides grants and other forms of assistance to neighborhood organizations to increase their capacity to effectively plan, finance, package and manage housing and community and economic development projects which primarily benefit low and moderate income residents. Projects must include a self-help component involving neighborhood residents, leverage private resources, and must coordinate with public resources. Preservationists should note that the program can be utilized to plan for housing rehabilitation, the creative reuse of existing buildings, neighborhood economic development, and energy conservation.

ELIGIBILITY: Eligible program applicants include voluntary non-profit neighborhood organizations representing either rural or urban interests.

"Community Development Block Grants (CDBG) - Entitlement and Discretionary Programs"

PROGRAM: Community Development Block

Grants supply federal funds directly to communities for locally selected projects that will improve living conditions through housing and environmental changes. According to regulations published on August 27, 1979 in the "Federal Register", a community's CDBG application, as a whole, must benefit low or moderate income persons. Individual projects must benefit low or moderate income persons, aid in the prevention or elimination of slums and blight, and/or meet urgent community development needs. The community can use block grants to fund such preservation-related activities as the survey of historic resources; the development of an historic preservation plan; the development of codes, ordinances, and regulations necessary for the implementation of the plan; the establishment of financial programs, including low interest loans and grants for rehabilitation of historically and architecturally significant structures; the establishment of a revolving fund for the acquisition, rehabilitation, and disposition of historic properties; and the creation of an historic easement program. While considered "local" money for purposes of matching federal grant monies, including the Historic Preservation Grant Program, block grant funding carries with it the responsibility to comply with federal laws and regulations protecting historic properties. Additionally, all proposals must go through a council of governments or other regional agency designated as an A-95 clearinghouse to allow review of proposed projects by other state and federal agencies.

ELIGIBILITY: Eligible program applicants fall into two categories: entitlement and discretionary communities. Entitlement communities are cities over 50,000 and counties over 200,000 excluding any

entitlement communities located within their boundaries. These communities are entitled to CDBG funds allotted each year under an apportionment formula and may draw down their funds through submission of an acceptable application. Discretionary communities, or, those participating in the "Small Cities" component of the CDBG Program, are all other cities, counties, as well as townships wishing to compete for the remaining program funds. Each Small Cities applicant applies for the discretionary funds through submission of either a comprehensive application for long-term community development activities lasting three years or a single purpose application for a special project of short term duration.

"Community Development Block Grant Innovative Projects Program"

PROGRAM: The Innovative Projects Program provides money for innovative community development projects which yield a product, a process, an organizational arrangement, or a technique. An application must reflect overall technical merit, the unique capabilities and commitment of the applicant to achieve the objectives of the proposal, the extent to which the identified problem is common to a substantial number of communities and the approach can be replicated in a number of other communities, and the availability of funding in light of competing needs. Each year, HUD selects a theme that projects must address. Proposals can also be submitted at any time of year on any topic and be considered for funding on their own merits; projects which receive funding are especially innovative ones which will solve longstanding or widespread urban problems outlined in the Housing and Urban Development Act.

ELIGIBILITY: Eligible program applicants include states and units of local government.

NOTE: It is apparent that significant changes will occur in the CDBG programs in the next two years. However, it is also clear that this program will remain a viable source of funding for Manistee's downtown revitalization during this period. The Reagan Administration's revised legislation on community development block grants submitted to Congress on 21 April 1981 will, when passed, channel small cities grants through the states. Each state will be eligible to receive an annual allocation from a 30% set-aside for states on the basis of existing dual formula modified to include the demography of all non-entitlement areas in the state. Each state (i.e., Michigan) will be free to design fund distribution systems tailored to its needs and preferences and would be responsible for the overall administration of these funds. This revised system is expected to be fully operational by fiscal year 1982. A key to the new CDBG rules is the provision which calls for assistance to private, for-profit entities, when the assistance is necessary or appropriate to carry out an economic development project. Such assistance can include, but will not be limited to, grants, loans, loan guarantees, interest supplements, and technical assistance for the acquisition of or improvements to land, structures, and fixtures or for working capital or operating funds.

"Section 202 Loans for Housing the Elderly or Handicapped Program"

PROGRAM: The 202 Program provides long term, low interest direct loans to

provide rental or cooperative housing for elderly or handicapped persons through new construction or substantial rehabilitation of older properties. At least 20% of the units in a project must be subsidized under the Section 8 Program (See program described below in this section). Preservationists involved in providing housing opportunities for the elderly or handicapped should note that the Section 202 Program can be used to convert old hotel facilities, warehouses or other large buildings to provide appropriate housing. Regulations published in the "Federal Register" on March 1, 1978, expand the definition of "elderly or handicapped families" and require that applications be submitted to HUD Area Offices rather than to the Washington, D.C. office. Additionally, application procedures have been streamlined so that application requirements for Section 202 funds are equivalent to the requirements for the Section 8 Program.

ELIGIBILITY: Eligible program applicants include private non-profit sponsors of projects designed to provide housing for elderly handicapped and persons.

"Historic Preservation Loan Program"

PROGRAM: The Historic Preservation Loan Program is one which expands the Title I Home Improvement Loan Program by providing FHA insurance for loans to finance the preservation, restoration, or rehabilitation of residential properties listed or determined eligible for listing in the National Register of Historic Places. An incidental commercial use, not to exceed 20% of the structure, is allowable to maintain a building's residential status under the program. Available from private lending institutions at market rates not to exceed 14%, these loans are for up to

\$15,000 per single dwelling unit or up to \$45,000 for multi-unit structures, for 15 years. The State Historic Preservation Office must review proposed improvements. For the preservationist involved in neighborhood revitalization, the program is valuable because loans are available to all residential properties listed within a National Register historic district whether they are historic or not, and, because HUD Community Development Block Grant funds may be used to subsidize the market interest on the Historic Preservation Loans. The "Federal Register" for July 1, 1977 provides final program regulations.

ELIGIBILITY: Eligible program applicants include owners of single family and multi-family dwellings listed or eligible for listing in the National Register of Historic Places who have residential properties in need of upgrading and who can exhibit the ability to repay the FHA insured loan.

"Section 8 Lower Income Housing Assistance Program"

PROGRAM: Through its Section 8 Program, the U.S. Department of Housing and Urban Development makes rental assistance payments on behalf of low income and elderly tenants to cover the difference between what low income families can pay and the reasonable rent on privately owned new, substantially rehabilitated, or existing homes and apartments. The private owners must find their own sources of funding for construction or rehabilitation and buildings must meet appropriate standards; in the case of existing units, public housing agencies may contract with the private property owners for rehabilitation work. The Housing Authorization Act of 1976 directs HUD to allocate Section 8

funds in accordance with Block Grant Communities Housing Assistance Plans (HAPs). Therefore, the priority assigned to housing assistance activities is established by the individual community. Preservationists should note that the Section 8 Program can be used to keep current residents from being displaced in areas which are being substantially rehabilitated with subsequent boosts in rent. Local community development departments can provide additional support for neighborhood conservation by rehabilitating housing units through urban renewal programs and then renting them with Section 8 assistance.

ELIGIBILITY: Eligible program applicants include all those communities that are recognized HUD Community Development Block Grant Communities (See program described above in this section) and that have approved Housing Assistance Plans.

For information al all HUD programs,
CONTACT: Director

Detroit Area Office
U.S. Department of Housing and
Urban Development
477 Michigan Avenue
Detroit, Michigan 48226

OR

Secretary
U.S. Department of Housing and
Urban Development
Washington, D.C. 20410

NOTE: All HUD programs are undergoing major review and restructuring. Criteria of eligibility, funds available and the process of allocating these funds are changing on a daily basis. A major requirement during the implementation phase of the action program will be to stay on top of these changes so as to

insure that Manistee receives its fair share of the resulting programs.

U.S. Department of Interior

"Historic Preservation Grants Program"

PROGRAM: The Michigan History Division each year administers a federal matching grant-in-aid program funded through the Heritage Conservation and Recreation Service of the U.S. Department of Interior. Funds are competitively awarded on a 50-50 matching basis to owners or representatives of buildings, structures, sites, objects, or districts that are listed in or are eligible for listing in the National Register of Historic Places. The grants may be used for 1) the acquisition of properties by fee simple or less than fee simple methods, 2) the development of historic properties through rehabilitation, restoration, and reconstruction acitivites or through protection, stabilization or preservation programs, 3) the survey of historic properties, or 4) the preparation of historic preservation plans resulting in the production of National Register nominations, working drawings, neighborhood preservation studies, and other planning tools. Funds are made available on a reimbursement basis. A private grant recipient is required to guarantee that the public will benefit from the project, either through access to or visibility of the property. All grant recipients must guarantee that they will continue to maintain their properties without substantial alteration over a specified length of time; the maintenance agreement takes the form of an easement or covenant that becomes part of the title. Lastly, all grant recipients involved in acquisition and development projects must follow

the U.S. Secretary of Interior's "Standards for Rehabilitation."

ELIGIBILITY: Eligible program applicants include individuals, public and private organizations, and non-federal governmental units. To be awarded acquisition and development funds, a property must be listed in the National Register of Historic Places. Survey and planning funds may be awarded to either listed or eligible National Register properties.

CONTACT: Head, Grants Administration
Unit
Michigan History Division
Michigan Department of State
Lansing, Michigan 48918

NOTE: Unless a major reversal occurs, this program for all practical purposes will be phased out by July 1982.

"Land and Water Conservation Fund Program"
PROGRAM: Money from the Land and Water Conservation Fund is used to finance the planning, acquisition, and/or development of state and local facilities for outdoor recreation. Funds are allocated to each state and administered by the State Outdoor Recreation Liaison Officer, who, in turn, allocates funds to state and local recreation projects meeting the objectives of the state's long term outdoor recreation plan. Federal funds may cover up to 50% of eligible costs and may be used to acquire historic sites and to improve the surroundings of historic structures.

ELIGIBILITY: Eligible program applicants are states and localities with project proposals meeting the objectives of the state's long term outdoor recreation plan.

CONTACT: State Liaison Officer

Deputy Director - Recreation
and Land Use
Michigan Department of Natural
Resources
Stevens T. Mason Building
Box 30028
Lansing, Michigan 48909

"Outdoor Recreation Program"

PROGRAM: The Outdoor Recreation Program provides project grants of up to 50% of total costs for a wide range of outdoor recreation projects. Planning funds are available to develop statewide comprehensive plans and program grants are available to carry out elements of the plans. Funds, however, may not be used for the operation or maintenance of recreational facilities.

ELIGIBILITY: Eligible program applicants include state and, through them, state political subdivisions.

CONTACT: Director, Bureau of Outdoor
Recreation
Heritage Conservation and
Recreation Service
U.S. Department of Interior
Washington, D.C. 20243

**National Endowment for the Arts and
National Endowment for the Humanities**

"Design Arts Program"

(National Endowment for the Arts)

PROGRAM: The Design Arts Program is a major new NEA program of support for, and advocacy of, design excellence. It provides matching grants under the three categories of Design Demonstration, Design Exploration/Research, and Design Communications. Design Demonstration incorporates and expands the Cultural Facilities and Livable Cities categories which were

of particular interest to preservationists in past years. Besides the design of cultural facilities, the new Design Demonstration category includes neighborhood planning and urban design, central business district design, and the design of parks and open space as eligible activities.

ELIGIBILITY: Eligible program applicants include institutions and non-profit organizations.

CONTACT: Director
Design Arts Program
National Endowment for the Arts
2401 E Street, NW
Washington, D.C. 20506

National Trust for Historic Preservation

"Consultant Service Grants Program"

PROGRAM: The National Trust for Historic Preservation, a quasi-governmental body funded through the U.S. Department of Interior, foundations, and private individuals, provides Consultant Service Grants on a 50-50 matching basis to pay for professional assistance on preservation problems. Grants average \$1,000 to \$2,000 and support such projects as historic district, downtown revitalization, and property feasibility studies. Projects cannot be funded retroactively.

ELIGIBILITY: Eligible program applicants include non-profit and public organizations that are members of the National Trust for Historic Preservation.

"National Preservation Revolving Fund Program"

PROGRAM: The National Trust for Historic Preservation provides low interest loans through the National Preservation Revolving Fund Program to establish revolving

funds for the improvement of historically or architecturally significant properties. The National Trust does not assist single site projects under the program. Currently, loans average between \$25,000 and \$50,000. Organizations intending to apply for these loans are encouraged to send letters to the Trust explaining how loans will be used before full applications are submitted.

ELIGIBILITY: Eligible program applicants include non-profit and public organizations that are members of the National Trust for Historic Preservation.

"Maritime Preservation Grants Program"

PROGRAM: The National Trust for Historic Preservation recently established the Maritime Preservation Grants Program to provide 50% matching grants to assist maritime preservation projects. Grants are made for restoration and preservation of existing historic properties, training, maritime museum support, underwater archaeology, reproductions, and maritime experience education programs. Large vessels, small craft, and shoreside facilities are eligible; properties do not have to be listed in the National Register of Historic Places. Projects may be associated with canals, rivers, lakes, and inland waterways as well as with coastal areas.

ELIGIBILITY: Eligible program applicants include non-profit organizations and public agencies that are members of the National Trust for Historic Preservation.

"Endangered Properties Fund Program"

PROGRAM: The Endangered Properties Fund, administered by the National Trust for Historic Preservation, is a \$2 million pool of emergency monies used to preserve districts, buildings, sites, structures

Small Business Administration

and objects that are either National Historic Landmarks or equivalent properties of national significance and that are faced with serious preservation threats. Program funds are used to make purchases and loans, to buy options, and where warranted, to make limited grants for preservation. The forms and conditions of assistance may vary depending on the resources of the applicant and the nature of the project. To maximize the usefulness of the fund, however, the Trust emphasizes solutions which ultimately return capital to the program for reuse on behalf of other endangered properties.

ELIGIBILITY: Eligible program applicants include anyone in need of emergency preservation assistance. Membership in the National Trust for Historic Preservation is not required.

For information on all National Trust for Historic Preservation programs, **CONTACT:**

Director, Midwest Office
National Trust for Historic
Preservation
407 South Dearborn - Suite 710
Chicago, Illinois 60605
OR

President
National Trust for Historic
Preservation
1785 Massachusetts Avenue, NW
Washington, D.C. 20036

NOTE: With the complete restructuring of the federal government's historic preservation program, it is probable that the National Trust for Historic Preservation will play an increasingly important role both in establishing procedures for re-use of historic buildings and in financing their renovation.

"Section 7A - Bank Guarantee Program"

PROGRAM: The Section 7A Program, or "Small Business Loan Program," enables the Small Business Administration to make guaranteed/insured or direct loans to small businesses to expand or convert facilities, to purchase building equipment or materials, and to provide working capital. Private financing must be unavailable and, if SBA participation is necessary, maximum private lender participation is emphasized. The Small Business Administration provides a 90% guarantee on a loan while the lender provides terms of 5 to 7 years at the bank's commercial interest rate.

ELIGIBILITY: Eligible program applicants include small businesses unable to obtain conventional financing for program activities.

NOTE: New administrative rules issued by SBA in April and May, 1981 have significantly altered the program. These rules greatly restrict how the loan proceeds can be used (e.g., they cannot be used to pay past-due taxes, reduce the bank "visibility"). The new rules also change the guarantee from the current 90% to 75%.

"Section 502 Local Development Company Loan Program"

PROGRAM: The Small Business Investment Act of 1958 includes Section 502 which authorizes the Small Business Administration to make loans to state and local development companies for use in assisting specific small businesses. Traditionally, the program has been focused in smaller towns and communities interested in tapping long term, low interest loans for development activities; however, an urban

orientation for the program has grown in past years as well. The maximum loan is \$500,000 for each identifiable small business to be assisted. As a prerequisite to obtaining SBA financing, however, a development company must provide 10% to 20% of the cost of a program in funds raised by sale of stock, debentures, memberships, or cash equivalent; Community Development Block Grant funds provided through the U.S. Department of Housing and Urban Development can be used (See section on programs administered by the U.S. Department of Housing and Urban Development). Section 502 funds can be used by the development company to buy land, build a new factory, acquire machinery and equipment, expand or convert an existing business, or construct shopping center space, provided the project will assist a specific small business or, in the case of a shopping center, several small businesses. Preservationists should note that under this program, loans are also available for the purchase, renovation, interior modernization, and facade preservation of older commercial properties.

ELIGIBILITY: Eligible program applicants are state or local development companies formed by citizens interested in the planned economic growth of their communities. A community is broadly defined and may be an area as large as a city. The company, or corporation, must be authorized to promote and assist the growth and development of small businesses in its area of operations and have a minimum of 25 stockholders or members. The membership must represent at least 75% of the ownership and control held by persons living in or doing business in the community as delineated for purposes of the Section 502 Program.

"Small Business Administration Loan Program"

PROGRAM: Under new Small Business Administration regulations, small general contractors who construct and rehabilitate residential and commercial properties for immediate resale are eligible for guaranteed loans. Rehabilitation must be "significant" to the extent that improvement costs are equal to more than one-third of the purchase price. Not eligible for the program are contractors who acquire or construct buildings for operational holding investment or for purely speculative purposes. Loans are repayable within 18 months and are secured by first liens on the land and improvements; loans cannot exceed \$500,000.

ELIGIBILITY: Eligible program applicants include small general contractors who are unable to obtain conventional financing for construction and rehabilitation activities.

For information on all SBA Programs,

CONTACT: Director
Regional Office - Small
Business Administration
1249 Washington Boulevard
Detroit, Michigan 48226

OR

Director
Small Business Administration
1441 L Street, NW
Washington, D.C. 20416

NOTE: Funding caps are being established for all SBA programs. This will have the effect of greatly reducing the dollars available for the various loan programs.

U.S. Department of Treasury

"Revenue Sharing Program"

PROGRAM: Through the Revenue Sharing Program, federal tax revenues are "shared" with units of state and local government by allocations to states under a three-factor apportionment formula that considers state population, general state tax effort, and per capita income of state residents. A state may use up to one-third of the allocation for its own purposes. The remaining two-thirds of the "shared" funds are distributed to city, township, and county governmental units according to a second apportionment formula that relies on local population, tax effort, and per capita income. Local governments may spend their funds for any purpose that is legal under state and local law. While the Revenue Sharing Program funds do not have to be matched, they may be used to match grants received under other federal programs including the Historic Preservation Grants administered through the U.S. Department of Interior (See section on programs administered by the U.S. Department of Interior). Although the governmental units do not apply for the funds, they must publish plans for spending them and provide opportunities for public participation in spending decisions. Thus, preservationists must demonstrate to their local governmental units the importance of their projects to obtain Revenue Sharing Program dollars. Final regulations implementing the program were published in the "Federal Register" on September 22, 1977.

ELIGIBILITY: Eligible program applicants include all units of city, township, county, and state government. Contact your local unit of government to determine if Revenue Sharing Program funds presently are available.

CONTACT: Local Unit of Government

OR

Director
Office of Revenue Sharing
U.S. Department of Treasury
Washington, D.C. 20226

STATE LEVEL PROGRAMS

Michigan Department of Commerce

"Commercial Redevelopment Districts Act - Public Act 255 of 1978" (Tax Abatement)

PROGRAM: This law is designed to assist communities in commercial redevelopment efforts by granting tax benefits to companies which rehabilitate obsolete commercial facilities or build new commercial facilities in previously developed areas or areas characterized by obsolete property.

Granting tax benefits under the act is an option subject to the discretion of the legislative body of the local city, village or township in which the facility is to be rehabilitated or built. The process is begun by the local government adoption of a resolution establishing a commercial redevelopment district.

One or more parcels or tracts of land may be considered for the establishment of commercial redevelopment districts but the local governmental unit must make a finding that the property proposed for exemption is eligible. Eligibility guidelines are in the act and the district must meet one of three criteria in obsolete areas that have been: 1) zoned commercial or industrial three years prior to June 21, 1978, 2) cleared due to a blighted condition or fire; or 3) redeveloped in accordance with plans formulated by a Downtown Development Authority (P.A. 197 of 1975), an Urban

Redevelopment Corporation (P.A. 250 of 1941) or under the Shopping Area Redevelopment Act (P.A. 120 of 1961).

When a district has been established, a company or business proposing a project may apply for and be granted a Commercial Facilities Exemption Certificate, which entitled the company to exemption from ad valorem property taxes for a period not to exceed twelve years. In lieu of the property tax and placement on the normal tax roll, the business is placed on the Commercial Facilities Tax Roll and will pay a special tax known as the Commercial Facilities Tax.

For an obsolete facility which is being restored, the Commercial Facilities Tax is determined in the same manner as the ad valorem property tax. However, an important difference is that the state equalized valuation of the facility remains at the assessment level of the obsolete facility prior to the improvements. This, in effect, is 100 percent exemption from ad valorem property taxes on the value of the improvements.

For a new or replacement facility, the Commercial Facilities Tax is also determined the same as the ad valorem property tax but only half the millage rate is applied, which is equivalent to 50 percent exemption from ad valorem property tax on the value of the new or replacement construction.

Applications for Commercial Facilities Exemption Certificates are filed with, reviewed and approved by the local unit of government in the manner and on forms prescribed by the State Tax Commission. These forms are available on request from the Tax Commission and information

provided on the forms will be used by the Michigan Department of Commerce in reporting to the legislature on the use of the act.

Commercial facilities eligible for tax benefits under Act 255 are those primarily used for the operation of a commercial business enterprise and other facilities related to them such as offices, engineering, research and development, warehousing, parts distribution, and retail sales. The exemption applies to buildings, building improvements and fixed building equipment assessed as real property. Real property may be owned or leased. Land, property of a public utility and housing are specifically excluded and remain fully taxable.

It is expected that most communities granting tax exemptions will do so after determining the appropriate areas where commercial redevelopment should be encouraged. It may be necessary for local governmental units to establish policies and issue guidelines concerning the implementation of the act so that inequities do not occur as tax exemptions are granted.

For more information on these three programs, CONTACT: Office of Economic Development,
Michigan Department of Commerce
P.O. Box 30225
Lansing, Michigan 48909
Phone: 800-292-9544
Out of State: (517) 373-2375
Detroit Regional Office:

"Michigan Council for the Arts"

PROGRAM: Direct Matching Grants: The Council for the Arts is a state-funded agency that also receives funding from the National Endowment for the Arts and gifts from private individuals. It is managed by a board that works to stimulate interest and participation in the arts by direct matching grants. Historic preservation activities have received support.

CONTACT: Michigan Council for the Arts
Executive Plaza
1200 Sixth Avenue
Detroit, Michigan 48226

"Michigan Council for the Humanities"

PROGRAM: The Council for the Humanities is a state-funded agency that also receives funding from the National Endowment for the Humanities and gifts from private individuals. It is managed by a board that works to stimulate interest and participation in the humanities by direct matching grants. Historic preservation activities have received support.

CONTACT: Michigan Council for the Humanities
Nisbet Building - Suite 30
1407 South Harrison Road
East Lansing, Michigan 48824

"Michigan History Division"

PROGRAM: Every state and territory in the nation maintains a State Historic Preservation Office (SHPO); in Michigan, the SHPO is the Michigan History Division of the Michigan Department of State. Using both federal and state funds, SHPO maintains a professional staff that manages library, archival, manuscript, and photograph collections; museums both in Lansing and around the state; programs in

historic preservation, historic markers, archaeology, and centennial farms; state and federal grant-in-aid programs for historic preservation; and the publication of books, fact sheets, newsletters, and a bi-monthly magazine, "Michigan History."

The History Division administers a State Historic Preservation Grant Program which supports preservation activities, carried out by non-profit organizations. These grants are generally small, and are full grants (i.e., they do not require matching funds).

NOTE: The State Historic Grant Program budget for 1981 has been reduced as part of the State's budget cutbacks. Prospective applicants should check with History Division staff members on the future status of this program.

The History Division also administers the National Register of Historic Places Grant-in-Aid Program in Michigan. Details of this program are provided under the section on federal programs.

The History Division offers a variety of technical and advisory services in the field of Historic Preservation.

CONTACT: Michigan History Division
Michigan Department of State
Lansing, Michigan 48918

Regional Organizations

The regional public planning agencies administer and promote the orderly growth of regions within the State of Michigan. They conduct research, prepare comprehensive planning documents, and advise units and agencies of government on matters of

regional growth, development and conservation. Each assesses the impact of proposed plans on known historic sites and structures and provides information to assist agencies and individuals in historic preservation projects. Most of the regional planning agencies work in concert with the Michigan History Division of the Michigan Department of State in carrying out regional surveys and inventories of sites significant to the historical, architectural, cultural and archaeological heritage of the state. The regional planning agencies also serve as clearinghouses for various state and federal programs. There are fourteen regional public planning agencies in Michigan.

The regional planning agency serving Manistee County (as well as Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Missaukee and Wexford counties) is:

Region 10: Northwest Michigan Regional
Planning and Development
Commission
2334 Aero Park Court
Traverse City, Michigan 49684

"Economic Development Corporations Act -
Public Act 338 of 1974"

PROGRAM: This act allows municipalities (counties, cities, villages, or townships) to create public economic development corporations.

Economic development corporations may acquire, develop, and maintain lands, buildings, machinery, furnishings, and equipment necessary to complete a project plan. EDC's may also participate in industrial park projects, port improve-

ments or projects involving residential units rented at fair market value to persons 50 years or older. Property may be obtained by gift or the EDC may finance projects through the issuance of revenue bonds or notes, with the interest thereon exempt from all federal, state, and local income taxes within the limits of the Internal Revenue Code. Projects may be mortgaged in favor of any lender to the EDC and the EDC may enter into leases, lease purchase agreements, or installment sales contracts with any person, firm or corporation for the use or sale of any project. However, the EDC may not operate a project or any enterprise other than as a lessor. EDC projects must be reviewed and approved by the governing body of the municipality in which the project is to be implemented and specific procedures for approving projects are described in the Act.

Industrial Revenue Bonds constitute the primary mechanism for financing projects by Economic Development Corporations. These bonds are issued at an interest rate lower than would generally be available to the borrower due to their tax exempt status under the IRS code. The savings realized by the recipient of the bond sales can be a significant positive factor in industrial plant location decisions of the development of commercial property.

Because of the federal law, the dollar amount of a project that can be financed by industrial revenue bonds is limited to:

- a) one million dollars free of any restrictions on capital expenditures, or
- b) ten million dollars, subject to the limitation that the company's expenditures

within an incorporated municipality or within the unincorporated portion of a county over a period of three years before and three years after the date of issuance may not exceed ten million dollars. Capital expenditures exceeding this limit will cause the bonds to lose their tax exempt status. However, after September 30, 1979 the ten million dollar limitation can be increased to up to twenty million dollars if the project is participating in the Urban Development Action Grant (UDAG) program administered by the federal Department of Housing and Urban Development. Certain public projects such as sport facilities, convention facilities, or similar projects are not subject to the IRS limitations.

The industrial Revenue Bonds issued by an EDC are payable only from the individual project financed. Bonds are sold only on the financial strength and credit worthiness of the potential user and the bonds are not backed by the full faith and credit of either the EDC or the municipality, nor is the municipality responsible for debts of the EDC.

Each municipality may establish one economic development corporation. If EDC's are organized for both a county and a city or township within the county, the corporations will maintain their separate areas of jurisdiction but may, of course, cooperate in developing projects. The steps to be followed in creating an EDC are:

Step 1: A group of three or more persons submits a written application, including proposed articles of incorporation, to the governing body of the municipality.

Step 2: The governing body gives public notice of the application, inviting

competing applications.

Step 3: The governing body holds a public hearing on the application and any competing applications it received. Notice of the time and place of the hearing is published in a local newspaper of general circulation.

Step 4: The governing body approves one or none of the applications for permission to incorporate.

Step 5: After the governing body approves an application by resolution and the resolution is in effect, the applicants must incorporate the EDC as a public corporation.

Step 6: The chief executive officer of the municipality, or the chairperson of the county board of commissioners, with the advice and consent of the governing body, appoints the board of directors.

"Downtown Development Authority - Public Act 197 of 1975"

PROGRAM: This act gives the authority broad powers with regard to planning the economic development of the downtown district. The act further authorizes the planning and acquisition of buildings and multiple family dwellings for public or private use which will contribute to the economic development of the district. The authority also has powers of planning and acquisition of a broad variety of public facilities including streets, plazas, pedestrian malls, recreational facilities, parking facilities, utility lines, and related items.

The authority may develop long-range plans to halt deterioration of property values in the downtown district, prepare an analysis of economic changes in the district, and implement any plan of development necessary to achieve the

purpose of the act.

FINANCIAL PROVISIONS: The activities of the authority can be financed from various sources. The act allows the DDA to levy an ad valorem tax on the real and tangible personal property in the downtown district. This tax levy must be approved by the municipal governing body, it may not exceed two mills, and the proceeds may be used only for financing the operations of the authority.

The authority may borrow money and issue negotiable revenue bonds. Proceeds of a tax increment financing plan may be used as another project financing mechanism. The tax increment plan allows a DDA to acquire funds from the "captured assessed value" of the project area. Captured assessed value means the increase in assessed valuation of the project area in any given year over the valuation of that area at the time the development plan was adopted. The municipality may sell general obligation bonds to finance the development program of this tax increment plan and shall pledge its full faith and credit for the payment of the bonds.

Other sources of revenue for the DDA include donations to the authority, monies obtained from any source approved by the municipal governing body, (e.g., gas and oil lease revenue) and revenues from any building or property owned or operated by the authority.

ESTABLISHMENT OF AN AUTHORITY: Any city, village or township may establish an authority under the DDA Act by following these procedures:

1. The governing body of the municipality

must adopt a resolution declaring its intent to create an authority (Section 3(1), P.A. 197).

2. The governing body must conduct a public hearing on the creation of the authority. Notice of the hearing must be made public by newspaper advertisement, by mail to property taxpayers of record in the proposed district, and must also be posted in 20 conspicuous places in the proposed district not less than 20 days before the hearing (Section 3(2), P.A. 197).

3. Following the hearing, if the governing body of the municipality wishes to proceed with the establishment of the authority, it must adopt an ordinance establishing the authority and formally designating its boundaries. The ordinance must be filed with the Secretary of State and published at least once in the newspaper of record serving the municipality.

Each of the authorities is managed by a board consisting of the chief executive officer of the municipality and eight members appointed by him or her with approval of Council. At least five of the members must be persons having an interest in property located in the downtown district. At least one of the members of the board must be a resident of the downtown district if the district has 100 or more persons residing in it. Members of the board serve staggered four year terms (Section 4(1)).

LOCAL PROGRAMS

"Oil, Gas and Related Hydrocarbons Investment Ordinance"

If the City of Manistee so desires it can

designate part of the proceeds - either the incoming revenues or interest generated therefrom - for investment and/or use to revitalize downtown Manistee.

"Bond Issue"

The City of Manistee can structure a bond issue for public vote to finance development or re-development of public sector projects. These projects could include, but not necessarily be limited to, streets, parking, entrance-ways, lighting, sidewalks, parks, riverfront development to name but a few.

"Special Assessment Districts"

The City of Manistee can establish special assessment districts to fund specific public improvement projects - e.g., new sidewalks, lighting, etc.

"Other Sources"

If it desires, the City of Manistee can transfer or designate funds from general revenue sources to support public sector projects in the downtown area. It, also, can designate weight and gas tax dollars for road improvement projects in the downtown area.

PRIVATE SECTOR PROGRAMS

"Revolving Loan Funds"

Special revolving loan fund(s) established by local Manistee Banks and/or Savings and Loans to encourage specific development purposes (e.g., building facade restoration and renovation with emphasis on quality of work, preservation of historical and traditional building values, and

the relationships of the facade renovation design to the architectural qualities of neighboring buildings; inventory expansion and improvement of existing retail establishments in downtown Manistee). Creation of a loan fund has the advantages of a fixed low interest rate, established terms, clearly available funding which continually recycles itself and the avoidance of the necessity of "shopping around" for such loans. On the other hand, revolving loan funds are not intended to supersede any regular lending and borrowing relations between individual financial institutions and their customers.

"Investment Tax Credit (1978 Revenue Act)"

The most recent tax incentive regarding older buildings is the ten (10%) percent investment tax credit on the costs of rehabilitating certain older buildings (if the Administration's tax package passes this credit may be increased to twenty to twenty-five percent). This incentive was made available through the 1978 Revenue Act.

The investment tax credit applies if the following criteria are met:

1. Qualifying Building:
 - a. Must be 20 years or older
 - b. Must be subject to depreciation
 - c. Must retain 75% or more of external walls
 - d. Does not apply to property used for lodging or personal use
 - e. Only one credit in 20 year period
2. Qualifying Expenditures:
 - a. Must have been incurred after

October 31, 1978

- b. Must have a useful life of 5 years or more
- c. Does not apply to the cost of acquiring the building
- d. Does not apply to the cost of enlarging the existing building

The building to be rehabilitated must have been used for commercial purposes and subject to depreciation before the beginning of rehabilitation. Rehabilitation is liberally defined and includes the renovation, restoration and reconstructing of an existing building.

After rehabilitation, the building cannot be used for residential lodging such as an apartment house or owner-occupied home, condominium or cooperative (the administration's bill if passed will change some of these restrictions). These uses would disqualify the building for the investment tax credit. After the rehabilitation the building can be used for any other commercial activity such as a hotel, warehouse, office building, retail store, restaurant, etc.

Each capital cost must have a useful life of five (5) years or more. Costs of normal repair and maintenance that are expensed in the year incurred do not qualify for the credit.

Example of Investment Tax Credit:

Assume that we buy a building for \$200,000 and that the building is over 20 years old. Also, the building has not been registered as a historic structure. Also, assume the rehabilitation costs for the building are \$300,000. The \$200,000 building is purchased for \$50,000 cash

down and financed with a balance of \$150,000. Finally assume the financing of 100% of the improvement costs. The total building cost, therefore, is \$500,000.

The building we are renovating has a remaining useful life of 25 years for depreciation purposes and a 50% tax rate applies.

With these assumptions the tax consequences of the acquisition and rehabilitation of the building would be:

Building Cost	\$200,000
Improvements	300,000
Total	<u>\$500,000</u>

Depreciation
\$500,000 divided by 25 years = \$20,000

Building Purchase:
Cash Down \$ 50,000

Finance:
Balance of Purchase Price \$150,000
Improvements 300,000
Total \$500,000

Cash Generated:
Investment Tax Credit of
10% of \$300,000 \$ 30,000
Tax Effect of Depreciation
50% of \$20,000 10,000
Total \$ 40,000

From the above example, it can be seen that at the end of the first year, based upon the tax benefits from the investment tax credit and the depreciation on the building, there has been \$40,000 in cash generated from cash savings. These incentives equal 80% of the cash that was originally paid down on the purchase price

of the property in the above example.

Tax Reform Act of 1976

The special provisions of Section 2124 of the Tax Reform Act (TRA) cover "certified historic structures" which are depreciable under Section 167 of the U.S. Tax Code.

To qualify as depreciable the structure must produce income or be used in a trade or business and not held primarily as inventory for sale to customers. According to the TRA, a "certified historic structure" is one which is listed in the National Register of Historic Places, or is located within a National Register Historic District and is certified by the Secretary of the Interior as being of historic significance to the district, or is within a historic district designated by a State or local government statute which is approved by the Secretary of the Interior.

The first two TRA provisions to be discussed offer tax benefits for rehabilitating historic structures, while the last two impose tax penalties for destroying historic buildings. To qualify for the first two provisions, the rehabilitation project must be certified by the Secretary of the Interior as being consistent with the historic character of the property or the district.

The first important provision of the TRA allows the owner of a "substantially" rehabilitated historic building to depreciate the entire cost basis of the building as though it were new. This cost basis includes any remaining undepreciated costs of the existing structure plus the cost of the rehabilitation itself. The

significance of this provision is that the depreciation rules for newly constructed buildings allow a greater degree of acceleration, and therefore larger, immediate tax deductions, than do those for used buildings. For example, 150 percent declining balance depreciation may be applied to new nonresidential buildings, while the straight-line depreciation method must be applied in the case of used non-residential buildings. Similarly, for newly constructed residential buildings the 200 percent declining balance method may be used, whereas for used residential buildings a method no more accelerated than 125 percent declining balance depreciation must be employed, and then only if the useful life of the building is 20 years or more. The straight-line method must be used if the life is less than 20 years.

To qualify for this provision there is an additional requirement besides the already mentioned historic certifications of the structure and of the rehabilitation project. The rehabilitation expenditures occurring within a 24-month period must exceed the greater of the adjusted cost basis of the property or \$5,000. The adjusted basis is determined as of the beginning of the 24-month period and is calculated as the owner's original cost plus improvements minus depreciation deductions taken to date.

The second tax benefit provision allows the costs of a certified rehabilitation of a certified historic building to be written off (or amortized) over a period of 60 months. By contrast, in the absence of this provision, rehabilitation expenditures would have to be written off over the entire remaining life of the struc-

ture. The advantage of this rapid amortization, as with the accelerated depreciation provision, is to shift decisions closer to the present. In this case, however, the period over which the expenditures are written off is actually shortened.

As a consequence of taking deductions earlier, certain tax liabilities are postponed so that a return can be earned on those funds in the intervening period. The other advantage normally associated with real estate depreciation, namely that of converting ordinary income to capital gains income, which is taxed at a lower rate, is not available under this provision as enacted in the TRA. This is because a portion of the gain realized from the future sale of the property equal to every dollar amortized under this provision is taxed as ordinary income (cf. I.R.C. Section 1245). In other words, there is full recapture as ordinary income, of the amortization depreciation of most other real property (cf. I.R.C. Section 1250). Under the latter, only that portion of the gain upon sale equal to the accelerated depreciation taken in excess of the amount allowed by the straight-line method is taxable at ordinary income rates, while the remainder of the gain is taxed at the more favorable capital gains rates. Thus while offering the benefit of postponing tax liabilities, this rapid amortization provision of the TRA imposes the penalty of making a larger than normal portion of the gain subject to ordinary tax rates when the property is sold.

It should be noted that the stipulation of full recapture of the amortization deductions was not intended by the Congress.

Thus, H.R. 6715, a technical corrections bill, amends the TRA so that only those amortization deductions taken in excess of what would be allowable under the straight-line method must be recaptured as ordinary income.

Not only does the TRA have provisions which benefit historic preservation, but it also has two provisions which penalize the demolition of certified historic structures. The first of these involves the way in which the costs of demolition can be used to reduce taxable income. Before the TRA, one could deduct both the demolition costs and the remaining undepreciated basis of the building as current expenses, as long as the property had not been acquired for the purpose of demolition. If demolition was the purpose, then those costs and the remaining basis would have to be added to the value of the replacement structure and depreciated over its useful life. Now, as a result of the TRA, these demolition-related costs must be added to the value of the land and will consequently offer no tax benefit until sale of the property, when they should help reduce capital gains taxes. This same rule applies to all structures located within a registered historic district unless certification is obtained from the Secretary of the Interior prior to demolition that the structure is not of historic significance to the district. The general effects of this change are both to postpone tax benefits as well as to convert some ordinary income deductions to capital gain deductions. Thus the after-tax cost of demolition to the owner of a historic structure has been increased as a result of the TRA.

Another penalty imposed by the TRA for demolition of certified historic structures concerns the depreciation of the replacement structure. Only the straight-line method can be used to depreciate new buildings erected on sites which were previously occupied by certified historic structures that have been demolished or substantially altered by other than a certified rehabilitation. The impact of this penalty depends on the type of new building involved. As explained above, new residential buildings are generally eligible for the 200 percent declining balance method. Thus the restriction to straight-line depreciation imposes a greater penalty for residential than for commercial buildings. It should be noted that this provision will not affect as many structures as the one concerning demolition costs, because the denial of accelerated depreciation applies only to the sites of structures which have actually been certified as historic prior to demolition, whereas the demolition provision operates under the presumption of certification for all structures within a historic district.

The tax benefits of the original act apply to rehabilitation costs made after June 14, 1976, and before June 15, 1981. Federal legislation, passed and signed into law in December 1980, has extended this date to December 31, 1981.

The taxpayer who rehabilitates a historic structure can elect one of two methods for the fast write-off of certain costs of these historic structures.

The first method that can be elected is to write off costs of the improvements to the historic structure over a period of five

years. The second elective alternative is to write off the total cost of the building, including the rehabilitation expenditures, using an accelerated rate of depreciation as if the building were newly constructed.

Let's again use an example to see what types of write-offs we can get from rehabilitating a historical structure. Assume that a building originally cost \$200,000, that we had taken no depreciation on it previously and that it has a useful life of 25 years for depreciation purposes. We have just recently acquired it. We rehabilitate it and incur \$300,000 in improvement costs so that we have a building with a total cost of \$500,000.

If we elect to write off the improvements over the five year period, our annual deduction for the first five years would be as follows:

Original Cost	
\$200,000 divided by 25 years	\$ 8,000
Improvements	
\$300,000 divided by 5 years	<u>60,000</u>
Total	\$68,000

If we had not been able to make the special election to write off the improvements over the five year period, our annual deduction would be only \$20,000, which is computed by dividing the total \$500,000 cost by the 25-year useful life.

An example of the second alternative of electing accelerated depreciation would be as follows:

Original Cost	\$12,000
\$200,000 divided by 25 years	

x 150%	
Improvements	<u>18,000</u>
\$300,000 divided by 25 years	
x 150%	
Total	\$30,000

The 150% is the accelerated method that is allowed on new buildings. Again, if we were not able to make this election on a historic building, the annual depreciation would be only \$20,000.

If we elect to use the accelerated depreciation method (that is, the 150% method) for the historic structure and not the five-year amortization method, we also can claim the 10% investment tax credit on the rehabilitation costs as long as the building and the improvements meet the criteria that were previously discussed.

The cash generated would be as follows:

Investment Tax Credit	\$30,000
10% of \$300,000	
Tax Effect of Depreciation	<u>15,000</u>
50% of \$30,000	
Total	\$45,000

In this situation the tax benefits and incentives have provided \$45,000 in cash. This is equal to 90% of the \$50,000 cash that was originally paid down on the purchase of the property in the first example.

Savings Could Go Up

The investment tax credit for older buildings and the rapid write-off for historical structures are tax incentives provided by the federal government. The

goal set forth for the investment tax credit on rehabilitated buildings was "To extend the initial policy objective of the investment tax credit to enable business to rehabilitate and modernize existing structures. This change in the investment tax credit should promote greater stability in the economic vitality of areas that have been developing into decaying areas."

If, as proposed, the investment tax credit increases to 25%, the tax incentive for retaining and rehabilitating an older building will be dramatically increased.



V. IMPLEMENTATION

IMPLEMENTATION

This final section of the Manistee Downtown Development and Preservation Plan is the most important part of the study for it defines a program for implementing the rest of the Report. This section is divided into two major elements: 1) identification of potential funding sources, and 2) detailing of specific recommendations that need implementing in order to accomplish the revitalization of Downtown Manistee.

Potential Funding/Financing Sources

The following material was prepared to assist downtown Manistee's revitalization. It covers potential and existing funding sources, financing techniques and public/private involvement. The programs listed address types of funding needs for both the public and private sectors, and are broken down into subcategories. For private commercial revitalization, we have identified programs for: a) rehabilitation of existing buildings; b) equipment purchases; c) land and new development; and d) working capital. In the public sector, programs are discussed for: a) feasibility studies; b) design; and c) construction. The source of funding for businesses are federal, state and private.

There are two general needs for funding in downtown Manistee. The first is for public improvements including streetscape improvement projects, parking lot modification, riverfront beautification and other such projects that visually

improve the downtown or make it easier for shoppers to come and go or both. The second general need is financial support for retail establishments which can be in the form of grants, loans or tax incentives. The forms of funding available can range from tax abatement to loans and grants with an infinite number of combinations possible. Tax incentives are a distinct possibility because they can be pursued independently or combined with other financing techniques. Michigan Public Act 255 permits a municipality to abate tax collection on a commercial building and other real property. Tax increment financing and special tax assessments are tied to the institution of a Downtown Development Authority (DDA), which in turn can float bonds for additional funds.

Tax abatement, however, means a loss of revenue for the city and can adversely impact other city programs and programs designed to improve the city as a whole.

Tax abatement programs specifically designed to attract outside investors, also, may increase the problem of absentee ownership. The threat of leaving near the end of the term of the tax abatement would quite likely cause the abatement to be maintained, thus control can be lost by a municipality through its taxing capability, particularly if it uses the tax abatement incentive too much. Thus tax abatement when applied must be carefully planned and should have a ceiling or upset

limit.

Loans and grants are dissimilar in that a loan must be paid back. Grants are best used by the municipality in the improvement of city facilities, such as urban design changes.

In one situation a grant is highly preferred: if a grant can be used to set up a revolving capital fund by the city through the DDA for loans to businesses and the grant is used as a pay-back loan mechanism tied to a municipal development program. This injects new public and private lending money into the local economic system when used with a revolving capital fund. Revolving capital loans can come from SBA, HUD, preservation sources and Farmer's Home. The City can provide revolving fund loans from the HUD grant as well as from other sources (e.g., gas and oil lease funds). Creation and pay-back of revolving loans from an EDC or IDC also appear to be acceptable. Local financial institutions also can cooperate with establishing such funds. The DDA has the specific advantage of providing loans for commercial business in the CBD, including loans for operating capital. Individual tax benefits for preservation-related projects await nomination and declaration of the CBD as a historic district.

The following is a summary of programs that may be of use in efforts to improve and revitalize downtown Manistee. Many of these programs are currently in the process of significant change or revision with new rules and procedures not yet developed or established by the Reagan Administration. Where current information allows, anticipated changes are noted.

Three points are certain, however: 1) funds will continue to be available; 2) the new rules and procedures will increase and force greater private sector participation; and 3) the public sector funds will increasingly be controlled at the state and local level.

Federal Level Programs

"Rural Rental Housing Loan Program" (Farmers Home Administration)

PROGRAM: Rural Renting Housing Loans are available to construct, purchase, improve, or convert or rehabilitate existing structures into multiple-unit rental or cooperatively-owned housing for low or moderate income families, senior citizens and the handicapped. Loans also may be used to purchase land, provide project landscaping and supply recreation, laundry and other service facilities. Interest rates are set at 10% with a maximum term of 50 years.

ELIGIBILITY: Eligible program applicants include individuals and organizations with projects located in open country and in communities of up to 20,000 people.

"Business and Industrial Loan Program" (Farmers Home Administration)

PROGRAM: Through its Business and Industrial Loan Program, the Farmers Home Administration provides assistance in the form of a loan guarantee whereby FmHA contracts to reimburse a lender for a maximum of 90% of principal and interest if a borrower defaults. Applicants apply for loans through private lenders; lenders are responsible for making and servicing quality loans which are at fixed or variable rates consistent with the market rate and require repayment within 15 to 30 years. In special cases where a guaranteed

loan is not available, FmHA may directly make and service a low-interest loan payable up to 40 years. The basic purposes for which loan funds may be used include the development or finance of business or industry through acquisition, construction, conversion, enlargement, repair, or modernization; the improvement of employment opportunities; and the control or abatement of pollution. Preservation activities meeting these basic purposes are acceptable under the program.

ELIGIBILITY: Eligible program applicants include public bodies, individuals, corporations, and organizations operating on a profit or non-profit basis with proposed projects in areas both outside the boundaries of cities with populations of 50,000 or more and outside their immediately adjacent urbanized areas with population densities of more than 100 persons per square mile. Priority will be given to applications for projects in open country, rural communities and towns of 25,000 or fewer residents.

"Community Facility Loan Program"
(Farmers Home Administration)

PROGRAM: The Community Facility Program makes funds available to finance community facilities for public use in rural areas and towns having populations of up to 10,000 people. Terms are 5% for up to 40 years. Loans may be used to construct or rehabilitate such facilities as libraries, fire stations, hospitals, and community buildings. Borrowers must be unable to obtain needed funds from other sources at reasonable rates and terms.

ELIGIBILITY: Eligible program applicants include local governments, special purpose districts such as park districts or water and sewer districts, and non-profit organizations.

For information on all FmHA programs,
CONTACT: Director
Farmers Home Administration
U.S. Department of Agriculture
Washington, D.C. 20250

Note: Funding caps are being established for all FmHA programs. This will have the effect of greatly reducing the dollars available for the various loan programs.

America the Beautiful Fund

"Seed Grant Program"

PROGRAM: The Seed Grant Program of the America the Beautiful Fund provides grants of up to \$1,000 for innovative and practical plans to revitalize community interest in local history and the environment. New and interesting programs with local sponsorship, local contributions, and strong local participation stand the best chance of receiving Seed Grant Program support.

ELIGIBILITY: Eligible program applicants include individuals and groups with a local history or environmental project orientation.

CONTACT: American the Beautiful Fund
219 Shoreham Building
Washington, D.C. 20005

U.S. Department of Commerce

"Technical Assistance Program"

(Economic Development Administration)

PROGRAM: The Economic Development Administration uses its Technical Assistance Program to provide project grants and contracts in economically depressed areas of the country which will assist in dealing with impediments to economic progress. Financial assistance of up to 75% of project costs is provided directly

to applicants responsible for employing personnel, hiring consultants, and planning and administering the programs. Applicants need not be located in specially designated areas to receive assistance as in many other EDA programs. ELIGIBILITY: Eligible program applicants include states, municipalities, counties, and private non-profit groups.

"Grants and Loans for Public Works and Development Facilities Program"

(Economic Development Administration)

PROGRAM: Authorized by the Public Works and Economic Development Act of 1965, the Grants and Loans for Public Works and Development Facilities Program makes funds available in designated redevelopment areas that will improve opportunities, or meet pressing needs of the areas and provide immediate employment opportunities for long-term unemployed persons. EDA funds generally are administered by a Community Development Corporation that is defined as 1) any public organization without power of taxation, created under state or local law to further the development of an area, or 2) any private non-profit organization whose purpose is to further an area's development. The Assistant Secretary of Commerce for Economic Development may waive or reduce the non-federal matching share of a grant made to a Community Development Corporation that has exhausted its effective borrowing capacity: similarly, the non-federal matching share of a grant to a state or local government may be reduced if the governmental unit has exhausted its taxing and borrowing authority. Generally, however, grants up to 50% of project cost and direct loans of low interest repayable up to 40 years are available under the program. To qualify,

reasonable evidence of the ability to repay the loan or to raise the local share of the project cost must be shown along with evidence that funds cannot be obtained from private lenders or other federal agencies.

ELIGIBILITY: Eligible program applicants include state and local governments, Indian tribes and public and private non-profit organizations with projects in designated redevelopment areas. Contact the City government to learn if a redevelopment area exists in your community and, if so, where it is located.

"Business Development Loan Program"

(Economic Development Administration)

PROGRAM: The Business Development Loan Program makes available direct loans at moderate interest rates repayable up to 25 years to help establish new businesses or expand old ones that will improve employment opportunities in areas of high unemployment or low family income. Under the program, the Economic Development Administration can make direct loans or loan guarantees for either working capital or fixed asset development; loans for working capital may be made independently. Loans are not made if private lending sources are available or if the project falls within the scope of the programs of the Small Business Administration or the Farmers Home Administration (See sections on programs administered by these two federal agencies).

ELIGIBILITY: Eligible program applicants include individuals, state or local governmental units, industrial and commercial enterprises, and local development groups.

"Public Works Impact Program"

(Economic Development Administration)

PROGRAM: Under its Public Works Impact Program, EDA makes project grants available at a basic rate of 80% of project costs to provide immediate useful work to unemployed persons. Public facilities that will help create jobs in the course of their creation fall under this program. Grants of up to 100% of project costs may be awarded to applicants that can demonstrate that their effective taxing and borrowing capacities have been exhausted.

ELIGIBILITY: Eligible program applicants include states and their local subdivisions, and private or public non-profit organizations.

"Redevelopment Area Programs"
(Economic Development Administration)

PROGRAM: Several Economic Development Administration Programs are specifically aimed at promoting economic health through business development and revitalization. Most programs operate only in "designated areas" that qualify for special assistance because of economic conditions; designated areas generally are counties. Many programs promote tourism, support increased industrial activity, or encourage construction. Such aids as planning grants and business loans, however, may be used to help a local business community restore commercial properties or make needed public improvements.

ELIGIBILITY: Eligible program applicants and designated areas vary from program to program. Thus, eligibility requirements must be checked through the regional or Washington, D.C. offices of the Economic Development Administration or through your local unit of government.

For information on any of the above EDA programs, CONTACT:

Local Unit of Government

OR

Director

Regional Office - Economic
Development Administration

U.S. Department of Commerce

175 West Jackson Boulevard -

Suite A-1630

Chicago, Illinois 60604

OR

Director

Economic Development
Administration

U.S. Department of Commerce

Washington, D.C. 20230

NOTE: All EDA Programs are in a state of flux and their long-term future is highly questionable given the administration's current position on funding this program. Some limited funding will probably survive, but at what level is unknown.

"Coastal Zone Management Program"

PROGRAM: The Coastal Zone Management Act of 1976 authorizes grants for the development and implementation of land management programs affecting the land and water coastal resources of each state. Each coastal state receives funds for the development of a Coastal Zone Management Plan which includes a planning process for the protection of and access to public coastal areas of environmental, recreational, historical, aesthetic, ecological, or cultural value. Under the program, funds are allocated to states for development and implementation of plans on the basis of a formula, with part of the money available on a discretionary basis for specific needs. Preservationists should note that the Office of Coastal Zone Management is encouraging states to work with coastal cities to develop urban

waterfront preservation and redevelopment planning projects which may be funded as specific needs.

ELIGIBILITY: Eligible program applicants include all coastal states in the United States.

CONTACT: Director, Office of Coastal Zone Management
National Oceanic and Atmospheric Administration
U.S. Department of Commerce
Rockville, Maryland 20852

U.S. Department of Energy

"Appropriate Technology Small Grants Program"

PROGRAM: The Appropriate Technology Small Grants Program provides for the development, demonstration, and dissemination of information on energy-related systems and supporting technologies. Projects involving historic properties may be funded under several of the grant categories. For example, projects that demonstrate ways to meet the energy needs of local communities, that use renewable resources, that use existing technologies in novel situations, that are small-scale and low-cost, or that demonstrate simplicity of installation, operation, and maintenance are eligible. Applications are solicited through program announcements summarized in the "Commerce Business Daily." Grants are made up to the amount of \$50,000.

ELIGIBILITY: Eligible program applicants include individuals, non-profit organizations and institutions, small businesses, state and local agencies and Indian tribes.

CONTACT: Director
Office of Conservation and Solar Applications

U.S. Department of Energy
20 Massachusetts Avenue, NW
Washington, D.C. 20545

Federal Home Loan Bank

"National Neighborhood Reinvestment Corporation: Neighborhood Preservation Projects Program"
(Federal Home Loan Bank and the U.S. Department of Housing and Urban Development)

PROGRAM: The Neighborhood Preservation Projects Program provides technical assistance and grants to assist on-going projects that are helping to prevent or reverse neighborhood decline and that can serve as models for other neighborhood efforts. Projects may focus on rehabilitating multi-family housing units, revitalizing neighborhood business districts, preventing default and foreclosure, aiding purchase of neighborhood property, and stimulating other approaches to neighborhood stabilization and improvement. Additionally, the program awards grants to establish revolving funds in "high risk" neighborhoods: the funds are intended to stimulate private lending.

ELIGIBILITY: Eligible program applicants include local governmental units and public and private non-profit organizations.

CONTACT: Assistant Director for
Neighborhood Preservation Programs
National Neighborhood Reinvestment Corporation
1700 G Street, NW
Washington, D.C. 20552

U.S. Department of Housing and Urban Development

"Section 202 Seed Money Loan Program (106B)"

PROGRAM: The Section 202 Seed Money Loan Program provides no-interest loans to cover as much as 80%, or up to \$50,000 of the planning costs of Section 202 projects. Activities covered by the Seed Money Program may include preliminary site engineering, organization expenses and fees for design work, loan commitments, legal assistance, consultations and other planning costs.

ELIGIBILITY: Eligible program applicants include incorporated private, non-profit organizations.

"Neighborhood Self-Help Development Program"

PROGRAM: The Neighborhood Self-Help Development Program provides grants and other forms of assistance to neighborhood organizations to increase their capacity to effectively plan, finance, package and manage housing and community and economic development projects which primarily benefit low and moderate income residents. Projects must include a self-help component involving neighborhood residents, leverage private resources, and must coordinate with public resources. Preservationists should note that the program can be utilized to plan for housing rehabilitation, the creative reuse of existing buildings, neighborhood economic development, and energy conservation.

ELIGIBILITY: Eligible program applicants include voluntary non-profit neighborhood organizations representing either rural or urban interests.

"Community Development Block Grants (CDBG) - Entitlement and Discretionary Programs"

PROGRAM: Community Development Block

Grants supply federal funds directly to communities for locally selected projects that will improve living conditions through housing and environmental changes. According to regulations published on August 27, 1979 in the "Federal Register", a community's CDBG application, as a whole, must benefit low or moderate income persons. Individual projects must benefit low or moderate income persons, aid in the prevention or elimination of slums and blight, and/or meet urgent community development needs. The community can use block grants to fund such preservation-related activities as the survey of historic resources; the development of an historic preservation plan; the development of codes, ordinances, and regulations necessary for the implementation of the plan; the establishment of financial programs, including low interest loans and grants for rehabilitation of historically and architecturally significant structures; the establishment of a revolving fund for the acquisition, rehabilitation, and disposition of historic properties; and the creation of an historic easement program. While considered "local" money for purposes of matching federal grant monies, including the Historic Preservation Grant Program, block grant funding carries with it the responsibility to comply with federal laws and regulations protecting historic properties. Additionally, all proposals must go through a council of governments or other regional agency designated as an A-95 clearinghouse to allow review of proposed projects by other state and federal agencies.

ELIGIBILITY: Eligible program applicants fall into two categories: entitlement and discretionary communities. Entitlement communities are cities over 50,000 and counties over 200,000 excluding any

entitlement communities located within their boundaries. These communities are entitled to CDBG funds allotted each year under an apportionment formula and may draw down their funds through submission of an acceptable application. Discretionary communities, or, those participating in the "Small Cities" component of the CDBG Program, are all other cities, counties, as well as townships wishing to compete for the remaining program funds. Each Small Cities applicant applies for the discretionary funds through submission of either a comprehensive application for long-term community development activities lasting three years or a single purpose application for a special project of short term duration.

"Community Development Block Grant Innovative Projects Program"

PROGRAM: The Innovative Projects Program provides money for innovative community development projects which yield a product, a process, an organizational arrangement, or a technique. An application must reflect overall technical merit, the unique capabilities and commitment of the applicant to achieve the objectives of the proposal, the extent to which the identified problem is common to a substantial number of communities and the approach can be replicated in a number of other communities, and the availability of funding in light of competing needs. Each year, HUD selects a theme that projects must address. Proposals can also be submitted at any time of year on any topic and be considered for funding on their own merits; projects which receive funding are especially innovative ones which will solve longstanding or widespread urban problems outlined in the Housing and Urban Development Act.

ELIGIBILITY: Eligible program applicants include states and units of local government.

NOTE: It is apparent that significant changes will occur in the CDBG programs in the next two years. However, it is also clear that this program will remain a viable source of funding for Manistee's downtown revitalization during this period. The Reagan Administration's revised legislation on community development block grants submitted to Congress on 21 April 1981 will, when passed, channel small cities grants through the states. Each state will be eligible to receive an annual allocation from a 30% set-aside for states on the basis of existing dual formula modified to include the demography of all non-entitlement areas in the state. Each state (i.e., Michigan) will be free to design fund distribution systems tailored to its needs and preferences and would be responsible for the overall administration of these funds. This revised system is expected to be fully operational by fiscal year 1982. A key to the new CDBG rules is the provision which calls for assistance to private, for-profit entities, when the assistance is necessary or appropriate to carry out an economic development project. Such assistance can include, but will not be limited to, grants, loans, loan guarantees, interest supplements, and technical assistance for the acquisition of or improvements to land, structures, and fixtures or for working capital or operating funds.

"Section 202 Loans for Housing the Elderly or Handicapped Program"

PROGRAM: The 202 Program provides long term, low interest direct loans to

provide rental or cooperative housing for elderly or handicapped persons through new construction or substantial rehabilitation of older properties. At least 20% of the units in a project must be subsidized under the Section 8 Program (See program described below in this section). Preservationists involved in providing housing opportunities for the elderly or handicapped should note that the Section 202 Program can be used to convert old hotel facilities, warehouses or other large buildings to provide appropriate housing. Regulations published in the "Federal Register" on March 1, 1978, expand the definition of "elderly or handicapped families" and require that applications be submitted to HUD Area Offices rather than to the Washington, D.C. office. Additionally, application procedures have been streamlined so that application requirements for Section 202 funds are equivalent to the requirements for the Section 8 Program.

ELIGIBILITY: Eligible program applicants include private non-profit sponsors of projects designed to provide housing for elderly handicapped and persons.

"Historic Preservation Loan Program"

PROGRAM: The Historic Preservation Loan Program is one which expands the Title I Home Improvement Loan Program by providing FHA insurance for loans to finance the preservation, restoration, or rehabilitation of residential properties listed or determined eligible for listing in the National Register of Historic Places. An incidental commercial use, not to exceed 20% of the structure, is allowable to maintain a building's residential status under the program. Available from private lending institutions at market rates not to exceed 14%, these loans are for up to

\$15,000 per single dwelling unit or up to \$45,000 for multi-unit structures, for 15 years. The State Historic Preservation Office must review proposed improvements. For the preservationist involved in neighborhood revitalization, the program is valuable because loans are available to all residential properties listed within a National Register historic district whether they are historic or not, and, because HUD Community Development Block Grant funds may be used to subsidize the market interest on the Historic Preservation Loans. The "Federal Register" for July 1, 1977 provides final program regulations.

ELIGIBILITY: Eligible program applicants include owners of single family and multi-family dwellings listed or eligible for listing in the National Register of Historic Places who have residential properties in need of upgrading and who can exhibit the ability to repay the FHA insured loan.

"Section 8 Lower Income Housing Assistance Program"

PROGRAM: Through its Section 8 Program, the U.S. Department of Housing and Urban Development makes rental assistance payments on behalf of low income and elderly tenants to cover the difference between what low income families can pay and the reasonable rent on privately owned new, substantially rehabilitated, or existing homes and apartments. The private owners must find their own sources of funding for construction or rehabilitation and buildings must meet appropriate standards; in the case of existing units, public housing agencies may contract with the private property owners for rehabilitation work. The Housing Authorization Act of 1976 directs HUD to allocate Section 8

funds in accordance with Block Grant Communities Housing Assistance Plans (HAPs). Therefore, the priority assigned to housing assistance activities is established by the individual community. Preservationists should note that the Section 8 Program can be used to keep current residents from being displaced in areas which are being substantially rehabilitated with subsequent boosts in rent. Local community development departments can provide additional support for neighborhood conservation by rehabilitating housing units through urban renewal programs and then renting them with Section 8 assistance.

ELIGIBILITY: Eligible program applicants include all those communities that are recognized HUD Community Development Block Grant Communities (See program described above in this section) and that have approved Housing Assistance Plans.

For information al all HUD programs,
CONTACT: Director

Detroit Area Office
U.S. Department of Housing and
Urban Development
477 Michigan Avenue
Detroit, Michigan 48226

OR

Secretary
U.S. Department of Housing and
Urban Development
Washington, D.C. 20410

NOTE: All HUD programs are undergoing major review and restructuring. Criteria of eligibility, funds available and the process of allocating these funds are changing on a daily basis. A major requirement during the implementation phase of the action program will be to stay on top of these changes so as to

insure that Manistee receives its fair share of the resulting programs.

U.S. Department of Interior

"Historic Preservation Grants Program"

PROGRAM: The Michigan History Division each year administers a federal matching grant-in-aid program funded through the Heritage Conservation and Recreation Service of the U.S. Department of Interior. Funds are competitively awarded on a 50-50 matching basis to owners or representatives of buildings, structures, sites, objects, or districts that are listed in or are eligible for listing in the National Register of Historic Places. The grants may be used for 1) the acquisition of properties by fee simple or less than fee simple methods, 2) the development of historic properties through rehabilitation, restoration, and reconstruction acitivites or through protection, stabilization or preservation programs, 3) the survey of historic properties, or 4) the preparation of historic preservation plans resulting in the production of National Register nominations, working drawings, neighborhood preservation studies, and other planning tools. Funds are made available on a reimbursement basis. A private grant recipient is required to guarantee that the public will benefit from the project, either through access to or visibility of the property. All grant recipients must guarantee that they will continue to maintain their properties without substantial alteration over a specified length of time; the maintenance agreement takes the form of an easement or covenant that becomes part of the title. Lastly, all grant recipients involved in acquisition and development projects must follow

the U.S. Secretary of Interior's "Standards for Rehabilitation."

ELIGIBILITY: Eligible program applicants include individuals, public and private organizations, and non-federal governmental units. To be awarded acquisition and development funds, a property must be listed in the National Register of Historic Places. Survey and planning funds may be awarded to either listed or eligible National Register properties.

CONTACT: Head, Grants Administration
Unit
Michigan History Division
Michigan Department of State
Lansing, Michigan 48918

NOTE: Unless a major reversal occurs, this program for all practical purposes will be phased out by July 1982.

"Land and Water Conservation Fund Program"

PROGRAM: Money from the Land and Water Conservation Fund is used to finance the planning, acquisition, and/or development of state and local facilities for outdoor recreation. Funds are allocated to each state and administered by the State Outdoor Recreation Liaison Officer, who, in turn, allocates funds to state and local recreation projects meeting the objectives of the state's long term outdoor recreation plan. Federal funds may cover up to 50% of eligible costs and may be used to acquire historic sites and to improve the surroundings of historic structures.

ELIGIBILITY: Eligible program applicants are states and localities with project proposals meeting the objectives of the state's long term outdoor recreation plan.

CONTACT: State Liaison Officer

Deputy Director - Recreation
and Land Use
Michigan Department of Natural
Resources
Stevens T. Mason Building
Box 30028
Lansing, Michigan 48909

"Outdoor Recreation Program"

PROGRAM: The Outdoor Recreation Program provides project grants of up to 50% of total costs for a wide range of outdoor recreation projects. Planning funds are available to develop statewide comprehensive plans and program grants are available to carry out elements of the plans. Funds, however, may not be used for the operation or maintenance of recreational facilities.

ELIGIBILITY: Eligible program applicants include state and, through them, state political subdivisions.

CONTACT: Director, Bureau of Outdoor
Recreation
Heritage Conservation and
Recreation Service
U.S. Department of Interior
Washington, D.C. 20243

**National Endowment for the Arts and
National Endowment for the Humanities**

"Design Arts Program"

(National Endowment for the Arts)

PROGRAM: The Design Arts Program is a major new NEA program of support for, and advocacy of, design excellence. It provides matching grants under the three categories of Design Demonstration, Design Exploration/Research, and Design Communications. Design Demonstration incorporates and expands the Cultural Facilities and Livable Cities categories which were

of particular interest to preservationists in past years. Besides the design of cultural facilities, the new Design Demonstration category includes neighborhood planning and urban design, central business district design, and the design of parks and open space as eligible activities.

ELIGIBILITY: Eligible program applicants include institutions and non-profit organizations.

CONTACT: Director
Design Arts Program
National Endowment for the Arts
2401 E Street, NW
Washington, D.C. 20506

National Trust for Historic Preservation

"Consultant Service Grants Program"

PROGRAM: The National Trust for Historic Preservation, a quasi-governmental body funded through the U.S. Department of Interior, foundations, and private individuals, provides Consultant Service Grants on a 50-50 matching basis to pay for professional assistance on preservation problems. Grants average \$1,000 to \$2,000 and support such projects as historic district, downtown revitalization, and property feasibility studies. Projects cannot be funded retroactively.

ELIGIBILITY: Eligible program applicants include non-profit and public organizations that are members of the National Trust for Historic Preservation.

"National Preservation Revolving Fund Program"

PROGRAM: The National Trust for Historic Preservation provides low interest loans through the National Preservation Revolving Fund Program to establish revolving

funds for the improvement of historically or architecturally significant properties. The National Trust does not assist single site projects under the program. Currently, loans average between \$25,000 and \$50,000. Organizations intending to apply for these loans are encouraged to send letters to the Trust explaining how loans will be used before full applications are submitted.

ELIGIBILITY: Eligible program applicants include non-profit and public organizations that are members of the National Trust for Historic Preservation.

"Maritime Preservation Grants Program"

PROGRAM: The National Trust for Historic Preservation recently established the Maritime Preservation Grants Program to provide 50% matching grants to assist maritime preservation projects. Grants are made for restoration and preservation of existing historic properties, training, maritime museum support, underwater archaeology, reproductions, and maritime experience education programs. Large vessels, small craft, and shoreside facilities are eligible; properties do not have to be listed in the National Register of Historic Places. Projects may be associated with canals, rivers, lakes, and inland waterways as well as with coastal areas.

ELIGIBILITY: Eligible program applicants include non-profit organizations and public agencies that are members of the National Trust for Historic Preservation.

"Endangered Properties Fund Program"

PROGRAM: The Endangered Properties Fund, administered by the National Trust for Historic Preservation, is a \$2 million pool of emergency monies used to preserve districts, buildings, sites, structures

Small Business Administration

and objects that are either National Historic Landmarks or equivalent properties of national significance and that are faced with serious preservation threats. Program funds are used to make purchases and loans, to buy options, and where warranted, to make limited grants for preservation. The forms and conditions of assistance may vary depending on the resources of the applicant and the nature of the project. To maximize the usefulness of the fund, however, the Trust emphasizes solutions which ultimately return capital to the program for reuse on behalf of other endangered properties.

ELIGIBILITY: Eligible program applicants include anyone in need of emergency preservation assistance. Membership in the National Trust for Historic Preservation is not required.

For information on all National Trust for Historic Preservation programs, **CONTACT:**

Director, Midwest Office
National Trust for Historic
Preservation
407 South Dearborn - Suite 710
Chicago, Illinois 60605
OR

President
National Trust for Historic
Preservation
1785 Massachusetts Avenue, NW
Washington, D.C. 20036

NOTE: With the complete restructuring of the federal government's historic preservation program, it is probable that the National Trust for Historic Preservation will play an increasingly important role both in establishing procedures for re-use of historic buildings and in financing their renovation.

"Section 7A - Bank Guarantee Program"

PROGRAM: The Section 7A Program, or "Small Business Loan Program," enables the Small Business Administration to make guaranteed/insured or direct loans to small businesses to expand or convert facilities, to purchase building equipment or materials, and to provide working capital. Private financing must be unavailable and, if SBA participation is necessary, maximum private lender participation is emphasized. The Small Business Administration provides a 90% guarantee on a loan while the lender provides terms of 5 to 7 years at the bank's commercial interest rate.

ELIGIBILITY: Eligible program applicants include small businesses unable to obtain conventional financing for program activities.

NOTE: New administrative rules issued by SBA in April and May, 1981 have significantly altered the program. These rules greatly restrict how the loan proceeds can be used (e.g., they cannot be used to pay past-due taxes, reduce the bank "visibility"). The new rules also change the guarantee from the current 90% to 75%.

"Section 502 Local Development Company Loan Program"

PROGRAM: The Small Business Investment Act of 1958 includes Section 502 which authorizes the Small Business Administration to make loans to state and local development companies for use in assisting specific small businesses. Traditionally, the program has been focused in smaller towns and communities interested in tapping long term, low interest loans for development activities; however, an urban

orientation for the program has grown in past years as well. The maximum loan is \$500,000 for each identifiable small business to be assisted. As a prerequisite to obtaining SBA financing, however, a development company must provide 10% to 20% of the cost of a program in funds raised by sale of stock, debentures, memberships, or cash equivalent; Community Development Block Grant funds provided through the U.S. Department of Housing and Urban Development can be used (See section on programs administered by the U.S. Department of Housing and Urban Development). Section 502 funds can be used by the development company to buy land, build a new factory, acquire machinery and equipment, expand or convert an existing business, or construct shopping center space, provided the project will assist a specific small business or, in the case of a shopping center, several small businesses. Preservationists should note that under this program, loans are also available for the purchase, renovation, interior modernization, and facade preservation of older commercial properties.

ELIGIBILITY: Eligible program applicants are state or local development companies formed by citizens interested in the planned economic growth of their communities. A community is broadly defined and may be an area as large as a city. The company, or corporation, must be authorized to promote and assist the growth and development of small businesses in its area of operations and have a minimum of 25 stockholders or members. The membership must represent at least 75% of the ownership and control held by persons living in or doing business in the community as delineated for purposes of the Section 502 Program.

"Small Business Administration Loan Program"

PROGRAM: Under new Small Business Administration regulations, small general contractors who construct and rehabilitate residential and commercial properties for immediate resale are eligible for guaranteed loans. Rehabilitation must be "significant" to the extent that improvement costs are equal to more than one-third of the purchase price. Not eligible for the program are contractors who acquire or construct buildings for operational holding investment or for purely speculative purposes. Loans are repayable within 18 months and are secured by first liens on the land and improvements; loans cannot exceed \$500,000.

ELIGIBILITY: Eligible program applicants include small general contractors who are unable to obtain conventional financing for construction and rehabilitation activities.

For information on all SBA Programs,

CONTACT: Director
Regional Office - Small
Business Administration
1249 Washington Boulevard
Detroit, Michigan 48226

OR

Director
Small Business Administration
1441 L Street, NW
Washington, D.C. 20416

NOTE: Funding caps are being established for all SBA programs. This will have the effect of greatly reducing the dollars available for the various loan programs.

U.S. Department of Treasury

"Revenue Sharing Program"

PROGRAM: Through the Revenue Sharing Program, federal tax revenues are "shared" with units of state and local government by allocations to states under a three-factor apportionment formula that considers state population, general state tax effort, and per capita income of state residents. A state may use up to one-third of the allocation for its own purposes. The remaining two-thirds of the "shared" funds are distributed to city, township, and county governmental units according to a second apportionment formula that relies on local population, tax effort, and per capita income. Local governments may spend their funds for any purpose that is legal under state and local law. While the Revenue Sharing Program funds do not have to be matched, they may be used to match grants received under other federal programs including the Historic Preservation Grants administered through the U.S. Department of Interior (See section on programs administered by the U.S. Department of Interior). Although the governmental units do not apply for the funds, they must publish plans for spending them and provide opportunities for public participation in spending decisions. Thus, preservationists must demonstrate to their local governmental units the importance of their projects to obtain Revenue Sharing Program dollars. Final regulations implementing the program were published in the "Federal Register" on September 22, 1977.

ELIGIBILITY: Eligible program applicants include all units of city, township, county, and state government. Contact your local unit of government to determine if Revenue Sharing Program funds presently are available.

CONTACT: Local Unit of Government

OR

Director
Office of Revenue Sharing
U.S. Department of Treasury
Washington, D.C. 20226

STATE LEVEL PROGRAMS

Michigan Department of Commerce

"Commercial Redevelopment Districts Act - Public Act 255 of 1978" (Tax Abatement)

PROGRAM: This law is designed to assist communities in commercial redevelopment efforts by granting tax benefits to companies which rehabilitate obsolete commercial facilities or build new commercial facilities in previously developed areas or areas characterized by obsolete property.

Granting tax benefits under the act is an option subject to the discretion of the legislative body of the local city, village or township in which the facility is to be rehabilitated or built. The process is begun by the local government adoption of a resolution establishing a commercial redevelopment district.

One or more parcels or tracts of land may be considered for the establishment of commercial redevelopment districts but the local governmental unit must make a finding that the property proposed for exemption is eligible. Eligibility guidelines are in the act and the district must meet one of three criteria in obsolete areas that have been: 1) zoned commercial or industrial three years prior to June 21, 1978, 2) cleared due to a blighted condition or fire; or 3) redeveloped in accordance with plans formulated by a Downtown Development Authority (P.A. 197 of 1975), an Urban

Redevelopment Corporation (P.A. 250 of 1941) or under the Shopping Area Redevelopment Act (P.A. 120 of 1961).

When a district has been established, a company or business proposing a project may apply for and be granted a Commercial Facilities Exemption Certificate, which entitled the company to exemption from ad valorem property taxes for a period not to exceed twelve years. In lieu of the property tax and placement on the normal tax roll, the business is placed on the Commercial Facilities Tax Roll and will pay a special tax known as the Commercial Facilities Tax.

For an obsolete facility which is being restored, the Commercial Facilities Tax is determined in the same manner as the ad valorem property tax. However, an important difference is that the state equalized valuation of the facility remains at the assessment level of the obsolete facility prior to the improvements. This, in effect, is 100 percent exemption from ad valorem property taxes on the value of the improvements.

For a new or replacement facility, the Commercial Facilities Tax is also determined the same as the ad valorem property tax but only half the millage rate is applied, which is equivalent to 50 percent exemption from ad valorem property tax on the value of the new or replacement construction.

Applications for Commercial Facilities Exemption Certificates are filed with, reviewed and approved by the local unit of government in the manner and on forms prescribed by the State Tax Commission. These forms are available on request from the Tax Commission and information

provided on the forms will be used by the Michigan Department of Commerce in reporting to the legislature on the use of the act.

Commercial facilities eligible for tax benefits under Act 255 are those primarily used for the operation of a commercial business enterprise and other facilities related to them such as offices, engineering, research and development, warehousing, parts distribution, and retail sales. The exemption applies to buildings, building improvements and fixed building equipment assessed as real property. Real property may be owned or leased. Land, property of a public utility and housing are specifically excluded and remain fully taxable.

It is expected that most communities granting tax exemptions will do so after determining the appropriate areas where commercial redevelopment should be encouraged. It may be necessary for local governmental units to establish policies and issue guidelines concerning the implementation of the act so that inequities do not occur as tax exemptions are granted.

For more information on these three programs, CONTACT: Office of Economic Development,
Michigan Department of Commerce
P.O. Box 30225
Lansing, Michigan 48909
Phone: 800-292-9544
Out of State: (517) 373-2375
Detroit Regional Office:

"Michigan Council for the Arts"

PROGRAM: Direct Matching Grants: The Council for the Arts is a state-funded agency that also receives funding from the National Endowment for the Arts and gifts from private individuals. It is managed by a board that works to stimulate interest and participation in the arts by direct matching grants. Historic preservation activities have received support.

CONTACT: Michigan Council for the Arts
Executive Plaza
1200 Sixth Avenue
Detroit, Michigan 48226

"Michigan Council for the Humanities"

PROGRAM: The Council for the Humanities is a state-funded agency that also receives funding from the National Endowment for the Humanities and gifts from private individuals. It is managed by a board that works to stimulate interest and participation in the humanities by direct matching grants. Historic preservation activities have received support.

CONTACT: Michigan Council for the Humanities
Nisbet Building - Suite 30
1407 South Harrison Road
East Lansing, Michigan 48824

"Michigan History Division"

PROGRAM: Every state and territory in the nation maintains a State Historic Preservation Office (SHPO); in Michigan, the SHPO is the Michigan History Division of the Michigan Department of State. Using both federal and state funds, SHPO maintains a professional staff that manages library, archival, manuscript, and photograph collections; museums both in Lansing and around the state; programs in

historic preservation, historic markers, archaeology, and centennial farms; state and federal grant-in-aid programs for historic preservation; and the publication of books, fact sheets, newsletters, and a bi-monthly magazine, "Michigan History."

The History Division administers a State Historic Preservation Grant Program which supports preservation activities, carried out by non-profit organizations. These grants are generally small, and are full grants (i.e., they do not require matching funds).

NOTE: The State Historic Grant Program budget for 1981 has been reduced as part of the State's budget cutbacks. Prospective applicants should check with History Division staff members on the future status of this program.

The History Division also administers the National Register of Historic Places Grant-in-Aid Program in Michigan. Details of this program are provided under the section on federal programs.

The History Division offers a variety of technical and advisory services in the field of Historic Preservation.

CONTACT: Michigan History Division
Michigan Department of State
Lansing, Michigan 48918

Regional Organizations

The regional public planning agencies administer and promote the orderly growth of regions within the State of Michigan. They conduct research, prepare comprehensive planning documents, and advise units and agencies of government on matters of

regional growth, development and conservation. Each assesses the impact of proposed plans on known historic sites and structures and provides information to assist agencies and individuals in historic preservation projects. Most of the regional planning agencies work in concert with the Michigan History Division of the Michigan Department of State in carrying out regional surveys and inventories of sites significant to the historical, architectural, cultural and archaeological heritage of the state. The regional planning agencies also serve as clearinghouses for various state and federal programs. There are fourteen regional public planning agencies in Michigan.

The regional planning agency serving Manistee County (as well as Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Missaukee and Wexford counties) is:

Region 10: Northwest Michigan Regional
Planning and Development
Commission
2334 Aero Park Court
Traverse City, Michigan 49684

"Economic Development Corporations Act -
Public Act 338 of 1974"

PROGRAM: This act allows municipalities (counties, cities, villages, or townships) to create public economic development corporations.

Economic development corporations may acquire, develop, and maintain lands, buildings, machinery, furnishings, and equipment necessary to complete a project plan. EDC's may also participate in industrial park projects, port improve-

ments or projects involving residential units rented at fair market value to persons 50 years or older. Property may be obtained by gift or the EDC may finance projects through the issuance of revenue bonds or notes, with the interest thereon exempt from all federal, state, and local income taxes within the limits of the Internal Revenue Code. Projects may be mortgaged in favor of any lender to the EDC and the EDC may enter into leases, lease purchase agreements, or installment sales contracts with any person, firm or corporation for the use or sale of any project. However, the EDC may not operate a project or any enterprise other than as a lessor. EDC projects must be reviewed and approved by the governing body of the municipality in which the project is to be implemented and specific procedures for approving projects are described in the Act.

Industrial Revenue Bonds constitute the primary mechanism for financing projects by Economic Development Corporations. These bonds are issued at an interest rate lower than would generally be available to the borrower due to their tax exempt status under the IRS code. The savings realized by the recipient of the bond sales can be a significant positive factor in industrial plant location decisions of the development of commercial property.

Because of the federal law, the dollar amount of a project that can be financed by industrial revenue bonds is limited to:

- a) one million dollars free of any restrictions on capital expenditures, or
- b) ten million dollars, subject to the limitation that the company's expenditures

within an incorporated municipality or within the unincorporated portion of a county over a period of three years before and three years after the date of issuance may not exceed ten million dollars. Capital expenditures exceeding this limit will cause the bonds to lose their tax exempt status. However, after September 30, 1979 the ten million dollar limitation can be increased to up to twenty million dollars if the project is participating in the Urban Development Action Grant (UDAG) program administered by the federal Department of Housing and Urban Development. Certain public projects such as sport facilities, convention facilities, or similar projects are not subject to the IRS limitations.

The industrial Revenue Bonds issued by an EDC are payable only from the individual project financed. Bonds are sold only on the financial strength and credit worthiness of the potential user and the bonds are not backed by the full faith and credit of either the EDC or the municipality, nor is the municipality responsible for debts of the EDC.

Each municipality may establish one economic development corporation. If EDC's are organized for both a county and a city or township within the county, the corporations will maintain their separate areas of jurisdiction but may, of course, cooperate in developing projects. The steps to be followed in creating an EDC are:

Step 1: A group of three or more persons submits a written application, including proposed articles of incorporation, to the governing body of the municipality.

Step 2: The governing body gives public notice of the application, inviting

competing applications.

Step 3: The governing body holds a public hearing on the application and any competing applications it received. Notice of the time and place of the hearing is published in a local newspaper of general circulation.

Step 4: The governing body approves one or none of the applications for permission to incorporate.

Step 5: After the governing body approves an application by resolution and the resolution is in effect, the applicants must incorporate the EDC as a public corporation.

Step 6: The chief executive officer of the municipality, or the chairperson of the county board of commissioners, with the advice and consent of the governing body, appoints the board of directors.

"Downtown Development Authority - Public Act 197 of 1975"

PROGRAM: This act gives the authority broad powers with regard to planning the economic development of the downtown district. The act further authorizes the planning and acquisition of buildings and multiple family dwellings for public or private use which will contribute to the economic development of the district. The authority also has powers of planning and acquisition of a broad variety of public facilities including streets, plazas, pedestrian malls, recreational facilities, parking facilities, utility lines, and related items.

The authority may develop long-range plans to halt deterioration of property values in the downtown district, prepare an analysis of economic changes in the district, and implement any plan of development necessary to achieve the

purpose of the act.

FINANCIAL PROVISIONS: The activities of the authority can be financed from various sources. The act allows the DDA to levy an ad valorem tax on the real and tangible personal property in the downtown district. This tax levy must be approved by the municipal governing body, it may not exceed two mills, and the proceeds may be used only for financing the operations of the authority.

The authority may borrow money and issue negotiable revenue bonds. Proceeds of a tax increment financing plan may be used as another project financing mechanism. The tax increment plan allows a DDA to acquire funds from the "captured assessed value" of the project area. Captured assessed value means the increase in assessed valuation of the project area in any given year over the valuation of that area at the time the development plan was adopted. The municipality may sell general obligation bonds to finance the development program of this tax increment plan and shall pledge its full faith and credit for the payment of the bonds.

Other sources of revenue for the DDA include donations to the authority, monies obtained from any source approved by the municipal governing body, (e.g., gas and oil lease revenue) and revenues from any building or property owned or operated by the authority.

ESTABLISHMENT OF AN AUTHORITY: Any city, village or township may establish an authority under the DDA Act by following these procedures:

1. The governing body of the municipality

must adopt a resolution declaring its intent to create an authority (Section 3(1), P.A. 197).

2. The governing body must conduct a public hearing on the creation of the authority. Notice of the hearing must be made public by newspaper advertisement, by mail to property taxpayers of record in the proposed district, and must also be posted in 20 conspicuous places in the proposed district not less than 20 days before the hearing (Section 3(2), P.A. 197).

3. Following the hearing, if the governing body of the municipality wishes to proceed with the establishment of the authority, it must adopt an ordinance establishing the authority and formally designating its boundaries. The ordinance must be filed with the Secretary of State and published at least once in the newspaper of record serving the municipality.

Each of the authorities is managed by a board consisting of the chief executive officer of the municipality and eight members appointed by him or her with approval of Council. At least five of the members must be persons having an interest in property located in the downtown district. At least one of the members of the board must be a resident of the downtown district if the district has 100 or more persons residing in it. Members of the board serve staggered four year terms (Section 4(1)).

LOCAL PROGRAMS

"Oil, Gas and Related Hydrocarbons Investment Ordinance"

If the City of Manistee so desires it can

designate part of the proceeds - either the incoming revenues or interest generated therefrom - for investment and/or use to revitalize downtown Manistee.

"Bond Issue"

The City of Manistee can structure a bond issue for public vote to finance development or re-development of public sector projects. These projects could include, but not necessarily be limited to, streets, parking, entrance-ways, lighting, sidewalks, parks, riverfront development to name but a few.

"Special Assessment Districts"

The City of Manistee can establish special assessment districts to fund specific public improvement projects - e.g., new sidewalks, lighting, etc.

"Other Sources"

If it desires, the City of Manistee can transfer or designate funds from general revenue sources to support public sector projects in the downtown area. It, also, can designate weight and gas tax dollars for road improvement projects in the downtown area.

PRIVATE SECTOR PROGRAMS

"Revolving Loan Funds"

Special revolving loan fund(s) established by local Manistee Banks and/or Savings and Loans to encourage specific development purposes (e.g., building facade restoration and renovation with emphasis on quality of work, preservation of historical and traditional building values, and

the relationships of the facade renovation design to the architectural qualities of neighboring buildings; inventory expansion and improvement of existing retail establishments in downtown Manistee). Creation of a loan fund has the advantages of a fixed low interest rate, established terms, clearly available funding which continually recycles itself and the avoidance of the necessity of "shopping around" for such loans. On the other hand, revolving loan funds are not intended to supersede any regular lending and borrowing relations between individual financial institutions and their customers.

"Investment Tax Credit (1978 Revenue Act)"

The most recent tax incentive regarding older buildings is the ten (10%) percent investment tax credit on the costs of rehabilitating certain older buildings (if the Administration's tax package passes this credit may be increased to twenty to twenty-five percent). This incentive was made available through the 1978 Revenue Act.

The investment tax credit applies if the following criteria are met:

1. Qualifying Building:
 - a. Must be 20 years or older
 - b. Must be subject to depreciation
 - c. Must retain 75% or more of external walls
 - d. Does not apply to property used for lodging or personal use
 - e. Only one credit in 20 year period
2. Qualifying Expenditures:
 - a. Must have been incurred after

October 31, 1978

- b. Must have a useful life of 5 years or more
- c. Does not apply to the cost of acquiring the building
- d. Does not apply to the cost of enlarging the existing building

The building to be rehabilitated must have been used for commercial purposes and subject to depreciation before the beginning of rehabilitation. Rehabilitation is liberally defined and includes the renovation, restoration and reconstructing of an existing building.

After rehabilitation, the building cannot be used for residential lodging such as an apartment house or owner-occupied home, condominium or cooperative (the administration's bill if passed will change some of these restrictions). These uses would disqualify the building for the investment tax credit. After the rehabilitation the building can be used for any other commercial activity such as a hotel, warehouse, office building, retail store, restaurant, etc.

Each capital cost must have a useful life of five (5) years or more. Costs of normal repair and maintenance that are expensed in the year incurred do not qualify for the credit.

Example of Investment Tax Credit:

Assume that we buy a building for \$200,000 and that the building is over 20 years old. Also, the building has not been registered as a historic structure. Also, assume the rehabilitation costs for the building are \$300,000. The \$200,000 building is purchased for \$50,000 cash

down and financed with a balance of \$150,000. Finally assume the financing of 100% of the improvement costs. The total building cost, therefore, is \$500,000.

The building we are renovating has a remaining useful life of 25 years for depreciation purposes and a 50% tax rate applies.

With these assumptions the tax consequences of the acquisition and rehabilitation of the building would be:

Building Cost	\$200,000
Improvements	300,000
Total	<u>\$500,000</u>

Depreciation
\$500,000 divided by 25 years = \$20,000

Building Purchase:	
Cash Down	\$ 50,000
Finance:	
Balance of Purchase Price	\$150,000
Improvements	300,000
Total	<u>\$500,000</u>

Cash Generated:	
Investment Tax Credit of 10% of \$300,000	\$ 30,000
Tax Effect of Depreciation 50% of \$20,000	<u>10,000</u>
Total	<u>\$ 40,000</u>

From the above example, it can be seen that at the end of the first year, based upon the tax benefits from the investment tax credit and the depreciation on the building, there has been \$40,000 in cash generated from cash savings. These incentives equal 80% of the cash that was originally paid down on the purchase price

of the property in the above example.

Tax Reform Act of 1976

The special provisions of Section 2124 of the Tax Reform Act (TRA) cover "certified historic structures" which are depreciable under Section 167 of the U.S. Tax Code.

To qualify as depreciable the structure must produce income or be used in a trade or business and not held primarily as inventory for sale to customers. According to the TRA, a "certified historic structure" is one which is listed in the National Register of Historic Places, or is located within a National Register Historic District and is certified by the Secretary of the Interior as being of historic significance to the district, or is within a historic district designated by a State or local government statute which is approved by the Secretary of the Interior.

The first two TRA provisions to be discussed offer tax benefits for rehabilitating historic structures, while the last two impose tax penalties for destroying historic buildings. To qualify for the first two provisions, the rehabilitation project must be certified by the Secretary of the Interior as being consistent with the historic character of the property or the district.

The first important provision of the TRA allows the owner of a "substantially" rehabilitated historic building to depreciate the entire cost basis of the building as though it were new. This cost basis includes any remaining undepreciated costs of the existing structure plus the cost of the rehabilitation itself. The

significance of this provision is that the depreciation rules for newly constructed buildings allow a greater degree of acceleration, and therefore larger, immediate tax deductions, than do those for used buildings. For example, 150 percent declining balance depreciation may be applied to new nonresidential buildings, while the straight-line depreciation method must be applied in the case of used non-residential buildings. Similarly, for newly constructed residential buildings the 200 percent declining balance method may be used, whereas for used residential buildings a method no more accelerated than 125 percent declining balance depreciation must be employed, and then only if the useful life of the building is 20 years or more. The straight-line method must be used if the life is less than 20 years.

To qualify for this provision there is an additional requirement besides the already mentioned historic certifications of the structure and of the rehabilitation project. The rehabilitation expenditures occurring within a 24-month period must exceed the greater of the adjusted cost basis of the property or \$5,000. The adjusted basis is determined as of the beginning of the 24-month period and is calculated as the owner's original cost plus improvements minus depreciation deductions taken to date.

The second tax benefit provision allows the costs of a certified rehabilitation of a certified historic building to be written off (or amortized) over a period of 60 months. By contrast, in the absence of this provision, rehabilitation expenditures would have to be written off over the entire remaining life of the struc-

ture. The advantage of this rapid amortization, as with the accelerated depreciation provision, is to shift decisions closer to the present. In this case, however, the period over which the expenditures are written off is actually shortened.

As a consequence of taking deductions earlier, certain tax liabilities are postponed so that a return can be earned on those funds in the intervening period. The other advantage normally associated with real estate depreciation, namely that of converting ordinary income to capital gains income, which is taxed at a lower rate, is not available under this provision as enacted in the TRA. This is because a portion of the gain realized from the future sale of the property equal to every dollar amortized under this provision is taxed as ordinary income (cf. I.R.C. Section 1245). In other words, there is full recapture as ordinary income, of the amortization depreciation of most other real property (cf. I.R.C. Section 1250). Under the latter, only that portion of the gain upon sale equal to the accelerated depreciation taken in excess of the amount allowed by the straight-line method is taxable at ordinary income rates, while the remainder of the gain is taxed at the more favorable capital gains rates. Thus while offering the benefit of postponing tax liabilities, this rapid amortization provision of the TRA imposes the penalty of making a larger than normal portion of the gain subject to ordinary tax rates when the property is sold.

It should be noted that the stipulation of full recapture of the amortization deductions was not intended by the Congress.

Thus, H.R. 6715, a technical corrections bill, amends the TRA so that only those amortization deductions taken in excess of what would be allowable under the straight-line method must be recaptured as ordinary income.

Not only does the TRA have provisions which benefit historic preservation, but it also has two provisions which penalize the demolition of certified historic structures. The first of these involves the way in which the costs of demolition can be used to reduce taxable income. Before the TRA, one could deduct both the demolition costs and the remaining undepreciated basis of the building as current expenses, as long as the property had not been acquired for the purpose of demolition. If demolition was the purpose, then those costs and the remaining basis would have to be added to the value of the replacement structure and depreciated over its useful life. Now, as a result of the TRA, these demolition-related costs must be added to the value of the land and will consequently offer no tax benefit until sale of the property, when they should help reduce capital gains taxes. This same rule applies to all structures located within a registered historic district unless certification is obtained from the Secretary of the Interior prior to demolition that the structure is not of historic significance to the district. The general effects of this change are both to postpone tax benefits as well as to convert some ordinary income deductions to capital gain deductions. Thus the after-tax cost of demolition to the owner of a historic structure has been increased as a result of the TRA.

Another penalty imposed by the TRA for demolition of certified historic structures concerns the depreciation of the replacement structure. Only the straight-line method can be used to depreciate new buildings erected on sites which were previously occupied by certified historic structures that have been demolished or substantially altered by other than a certified rehabilitation. The impact of this penalty depends on the type of new building involved. As explained above, new residential buildings are generally eligible for the 200 percent declining balance method. Thus the restriction to straight-line depreciation imposes a greater penalty for residential than for commercial buildings. It should be noted that this provision will not affect as many structures as the one concerning demolition costs, because the denial of accelerated depreciation applies only to the sites of structures which have actually been certified as historic prior to demolition, whereas the demolition provision operates under the presumption of certification for all structures within a historic district.

The tax benefits of the original act apply to rehabilitation costs made after June 14, 1976, and before June 15, 1981. Federal legislation, passed and signed into law in December 1980, has extended this date to December 31, 1981.

The taxpayer who rehabilitates a historic structure can elect one of two methods for the fast write-off of certain costs of these historic structures.

The first method that can be elected is to write off costs of the improvements to the historic structure over a period of five

years. The second elective alternative is to write off the total cost of the building, including the rehabilitation expenditures, using an accelerated rate of depreciation as if the building were newly constructed.

Let's again use an example to see what types of write-offs we can get from rehabilitating a historical structure. Assume that a building originally cost \$200,000, that we had taken no depreciation on it previously and that it has a useful life of 25 years for depreciation purposes. We have just recently acquired it. We rehabilitate it and incur \$300,000 in improvement costs so that we have a building with a total cost of \$500,000.

If we elect to write off the improvements over the five year period, our annual deduction for the first five years would be as follows:

Original Cost	
\$200,000 divided by 25 years	\$ 8,000
Improvements	
\$300,000 divided by 5 years	<u>60,000</u>
Total	\$68,000

If we had not been able to make the special election to write off the improvements over the five year period, our annual deduction would be only \$20,000, which is computed by dividing the total \$500,000 cost by the 25-year useful life.

An example of the second alternative of electing accelerated depreciation would be as follows:

Original Cost	\$12,000
\$200,000 divided by 25 years	

x 150%	
Improvements	<u>18,000</u>
\$300,000 divided by 25 years	
x 150%	
Total	\$30,000

The 150% is the accelerated method that is allowed on new buildings. Again, if we were not able to make this election on a historic building, the annual depreciation would be only \$20,000.

If we elect to use the accelerated depreciation method (that is, the 150% method) for the historic structure and not the five-year amortization method, we also can claim the 10% investment tax credit on the rehabilitation costs as long as the building and the improvements meet the criteria that were previously discussed.

The cash generated would be as follows:

Investment Tax Credit	\$30,000
10% of \$300,000	
Tax Effect of Depreciation	<u>15,000</u>
50% of \$30,000	
Total	\$45,000

In this situation the tax benefits and incentives have provided \$45,000 in cash. This is equal to 90% of the \$50,000 cash that was originally paid down on the purchase of the property in the first example.

Savings Could Go Up

The investment tax credit for older buildings and the rapid write-off for historical structures are tax incentives provided by the federal government. The

goal set forth for the investment tax credit on rehabilitated buildings was "To extend the initial policy objective of the investment tax credit to enable business to rehabilitate and modernize existing structures. This change in the investment tax credit should promote greater stability in the economic vitality of areas that have been developing into decaying areas."

If, as proposed, the investment tax credit increases to 25%, the tax incentive for retaining and rehabilitating an older building will be dramatically increased.



RECOMMENDATIONS

RECOMMENDATION:

Create a Downtown Development Authority pursuant to Act 197 of the Public Acts of 1975 of the State of Michigan. (1)

IMPLEMENTATION STEPS:

1. Resolution of intent by Council to create DDA.
 - establish date of public hearing
 - definition of boundaries
 - public notice
 - newspaper (20-40 days prior)
 - property taxpayers in proposal district
 - posted in at least 20 locations in proposed district
2. Council votes yes or no.
3. If yes, City files ordinances with Secretary of State and publishes it at least once in local newspaper, (any future amendment must go through steps 1-3).
4. Establish Board of DDA.
 - Chief Executive Officer (CEO) of Manistee (i.e., Mayor or City Manager) plus,

- eight (8) members appointed by CEO with approval of Council.
 - at least five (5) having an interest in property in the district.
- 5. Chairman of Board elected by Board.
- 6. Board may (should) employ and fix compensation of executive director subject to approval of Council.
- 7. The board may
 - prepare studies and analyses,
 - plan, propose and undertake construction,
 - implement any plan of development or activity in the downtown district necessary to achieve the purposes of the DDA (downtown revitalization),
 - make and enter into contracts,
 - acquire or purchase property,
 - fix, charge and collect fees, rents,
 - accept grants and donations,
 - acquire and construct public facilities.
- 8. Financing sources for DDA may include
 - donations,
 - ad valorem tax of not more than 2 mills on real and tangible property in District (only with Council approval),

RECOMMENDATION: (con't)

Create a Downtown Development Authority pursuant to Act 197 of the Public Acts of 1975 of the State of Michigan (1)

IMPLEMENTATION STEPS: (con't)

8. ● borrow money and issue negotiable revenue bonds or City may by majority Council vote pledge its full faith and credit to support the Authority's revenue bond,
 - revenue from rents,
 - tax increment financing (only with Council approval),
 - other sources approved by Council (e.g., oil and gas leases),

9. Budget must be prepared annually by Executive Director and approved by Council before it is adopted by Board.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

City Council

RECOMMENDATION:

Program to Develop Pride in the Past, Image and Resources of Manistee. (2)

IMPLEMENTATION STEPS:

1. Develop program to identify and then in a regular, planned manner, communicate to the community and tourists alike the positive aspects of life in Manistee.
2. Insure that the program includes the news media, Chamber of Commerce, City and County governments as well as other interested parties.
3. Highlight on a regular basis positive changes that are occurring in the downtown.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Attract New Businesses to the CBD. (4)

IMPLEMENTATION STEPS:

1. Identify and prioritize specific needs of CBD in terms of new businesses.
2. Identify and prioritize specific merchandise categories in need of expansion.
3. Develop presentation package for use in discussing new business or expanded merchandise requirements with existing merchants and with potential investors.
4. Identify specific economic/market/financing aids available to investor.
5. Identify and target specific investors both locally and outside the community for contact.
6. Actively solicit needed businesses/expanded merchandise categories.

ESTIMATED COST:

\$5,000 for outside consultant

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Establish a Downtown Historic District.
(3)

IMPLEMENTATION STEPS:

1. Submit National Register district nomination (prepared by P/UD/I as a part of this project) to the Michigan History Division.
2. Create a local historic district and a local historic district commission through the passage of a local historic district and the commission and allow the commission to review all proposed development activities, alterations or demolitions within the district. The passage of the ordinance is enabled by Michigan Public Act 169, "Historic District Ordinances and Commissions."

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

City of Manistee, through the establishment of a Historic District Study Committee.

RECOMMENDATION:

Establish a \$500,000 Downtown Development Revolving Loan Pool. (5)

IMPLEMENTATION STEPS:

1. The banks in conjunction with the DDA would establish a Manistee Downtown Development Loan Pool.
2. The loan pool would provide re-development incentives to businesses, tenants, property owners and individuals in the downtown. These incentives would be in the form of loans at favorable terms to qualified recipients for property renovation, working capital and real estate acquisitions.
3. Eligible participants would apply directly to any participating banks. They would complete a standard loan application form and include all relevant information (refinancing of existing loans would not be eligible).
4. The bank would conduct a normal credit check and then present its recommendations to a special Loan Review Committee.
5. The Loan Review Committee would consist of representatives of participating banks and the DDA. It would review applications to include considerations of the compatibility of the proposed project with downtown uses, its financial feasibility and the credit worthiness of the applicant as determined by the processing institution.
6. Three types of loans would be available:
 - Rehabilitation Loans - cover both exterior and interior renovation.
 - Working Capital Loans - funds for expansion of retail inventory and merchandise, acquisition of fixtures and equipment, carrying of accounts receivables, etc.
 - Real Estate Acquisition and Development Loans.
7. Loan terms would be as follows:
 - Rehabilitation Loans - fixed interest rate from the banks of one-half of one percent per annum over the prime rate at time of closure. The DDA through an interest to reduce the rate to the borrower to four percent under their bank rate. Repayment period would be determined by banks with a maximum term of seven years. The loan amount and security would be left to the discretion of the banks.

RECOMMENDATION: (con't)

Establish a \$500,000 Downtown Development
Revolving Loan Pool. (5)

IMPLEMENTATION STEPS: (con't)

7. o Working Capital Loans - same interest rate as above but with no interest subsidy. Inventory and merchandise expansion loans would be for a maximum of three years while fixtures could be up to seven years. Loan amount and security, as above would be determined by bank.
- o Real Estate Acquisition and Development Loans - loan rates would be one percent below the market rate. Loan period, loan amount and security would be determined by the banks.

ESTIMATED COST:

\$500,000.00

PROPOSED FUNDING SOURCE:

Manistee Bank and Trust
Security National Bank of
Manistee

IMPLEMENTING AGENCY:

DDA and local banks

RECOMMENDATION:

Establish a Business Self-Assessment Program. (6)

IMPLEMENTATION STEPS:

1. Develop a self-audit and assessment package for use by each merchant.
2. Presentation of self-audit and how to utilize to merchants.
3. Coordination of bank and DDA personnel to assist in assessments and interpretation if asked.
4. Based on findings, develop and coordinate existing and new programs to assist merchants in improving and resolving problems identified by audits.

ESTIMATED COST:

Maximum cost of \$5,000 for development and implementation of self-audit package by outside consultant.

PROPOSED FUNDING SOURCE:

Sharing of costs by all merchants (i.e., approximately \$150 each)

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop Business Practice Seminar. (7)

IMPLEMENTATION STEPS:

1. In conjunction with and responsive to the business self-audit program, establish a regular series of business management and retailing seminars.
2. Seminars should be specific in content and deal with day-to-day problems of operating a retail merchandising activity.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Retail Design Assistance Program. (8)

IMPLEMENTATION STEPS:

1. Prepare specific programs, aids to assist merchants in merchandising, store layout and displays.
2. Develop in-house and/or identify outside expertise to assist merchants/DDA in carrying-out program.
3. Communicate program to merchants and implement.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

DDA, merchants

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop Inventory Evaluation Program. (9)

IMPLEMENTATION STEPS:

1. Undertake an in-depth assessment of existing inventories in CBD.
2. Work with merchants to eliminate duplication of inventory, expand inventories where needed (both in mix and price range), and improve presentation of inventories to customers.
3. Assist merchants where necessary in inventory improvement via use of funds from the revolving loan pool.

ESTIMATED COST:

Under \$5,000

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop a Strong Identity for CBD.(10)

IMPLEMENTATION STEPS:

1. Develop a promotional and image building campaign promoting CBD as one-stop shopping center with a wide range of quality goods and superior service at competitive prices.
2. Encourage merchants to advertise county-wide with a common theme.
3. Coordinate and promote traditionally held events and attractions.
4. Target-market the tourists traveling U.S. 31 and M-55 as well as the summer visitors from the surrounding recreational areas.

ESTIMATED COST:

Additional costs to those now being incurred would be negligible.

PROPOSED FUNDING SOURCE:

DDA, Chamber of Commerce, merchants

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Establish Common Hours for CBD. (11)

IMPLEMENTATION STEPS:

1. In conjunction with merchants, determine and establish minimum hours of operation for businesses in CBD.
2. Encourage all merchants to, at least, adhere to minimum hours.
3. Determine which nights CBD merchants should stay open (preferably two).

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop a Media Program through Local Newspaper and Radio Station. (12)

IMPLEMENTATION STEPS:

1. Work with the newspaper and radio station to define the role they can and should play in the revitalization of Manistee.
2. Develop a program with the media to insure their positive participation.
3. Implement the program.
4. Insure the media is informed and communicated with regarding developments downtown.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop and Establish an Atmosphere of Cooperation in the Business and Professional Community of the CBD. (13)

IMPLEMENTATION STEPS:

1. Self-explanatory

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

N/A

RECOMMENDATION:

Develop a Program to Encourage Local Ownership and Development of Downtown Business and Buildings. (14)

IMPLEMENTATION STEPS:

1. Develop material out-lining the positive aspects of local investment in Manistee including economic incentives.
2. Actively solicit local involvement/investment in needed/desired projects.
3. Act as broker and try to obtain local investment when opportunities present themselves.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop a Time-Phased Program of Development. (15)

IMPLEMENTATION STEPS:

1. Annually, identify key projects/ programs to be carried out in the next 12 months.
2. Coordinate, when possible, their timing to insure on-going, positive improvements are continuously occurring.
3. Regularly, communicate changes to the general public so as to develop a public perception of continuous, positive change taking place.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Establish Special Tax Assessment Districts. (17)

IMPLEMENTATION STEPS:

1. Determine specific projects which could be financed by tax assessments (e.g., sidewalks, lighting).
2. Define boundaries of each special tax assessment district which would be used.
3. Calculated assessments levels and revenues to be generated by each district.
4. Undertake those projects which are both financially feasible and which the majority of downtown merchants and property owners support.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

Special tax assessments

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Establish a Tax Increment Financing District. (16)

5. If yes, City Council then shall approve or reject plan, or approve plan with modification.
6. If plan is approved, begin implementation of development plan.

IMPLEMENTATION STEPS:

1. Prepare and submit a tax increment financing plan to City Council.
2. Plan must include:
 - o a development plan,
 - o detailed explanation of tax increment procedures,
 - o amount of bonded indebtedness to be incurred,
 - o duration of program,
 - o statement of the estimated impact of tax increment financing on the assessed values of all taxing jurisdictions in which the development area is located.
3. Hold public hearing on both development plan and tax increment financing plan.
4. Determination by City Council if plans constitute a public purpose.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

Tax increment financing

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop a Program to Attract Private Investment to the CBD. (18)

IMPLEMENTATION STEPS:

See Recommendation 4.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Develop Energy Conservation Program. (19)

IMPLEMENTATION STEPS:

1. In conjunction with recommendation 10, identify and promote cost savings to be realized by consumer if they shop in downtown Manistee.
2. Provide special incentives to get shoppers to try downtown.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Evaluate Potential for Night-time Activities in the CBD. (20)

IMPLEMENTATION STEPS:

1. Define the objectives of a study to assess the desirability and probability of increasing night-time activity in downtown Manistee.
2. Undertake study making sure that the results are specific in nature.
3. Implement findings of study.

ESTIMATED COST:

Less than \$5,000

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Evaluate the Need for Housing in the CBD. (21)

IMPLEMENTATION STEPS:

1. Evaluate the demand for housing in downtown Manistee by type and by rental levels.
2. Specifically, evaluate the costs of re-using second and third floors of existing buildings for housing.
3. If the market potential exists for housing downtown and/or reuse of upper floors is feasible, develop an implementation plan to pursue the necessary financing/investors to make such conversions a reality.

ESTIMATED COST:

Less than \$5,000

PROPOSED FUNDING SOURCE:

DDA

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Create a Promotional Brochure. (22)

IMPLEMENTATION STEPS:

Prepare and publish a promotional brochure for downtown Manistee. Brochure should be part of overall campaign to improve self-image and promote the strengths and quality of Manistee to consumer, tourists and investor alike.

ESTIMATED COST:

Unknown

PROPOSED FUNDING SOURCE:

Two percent tax on motel/hotel rooms

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Create a CBD Promotional Program. (23)

IMPLEMENTATION STEPS:

1. Evaluate existing promotional activities (e.g., sales, special days, events) in terms of their success/value in attracting customers downtown.
2. Review and evaluate promotional approaches utilized by other communities.
3. Develop and implement a planned three(3) year promotional program.
4. Work with all merchants to insure their participation.
5. Agressively publicize and promote both the overall program and the specific events which go to make it up.

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

DDA, merchants

IMPLEMENTING AGENCY:

DDA in conjunction with the Chamber of Commerce

RECOMMENDATION:

Develop Advertising and Graphics Program to Attract Tourists. (24)

IMPLEMENTATION STEPS:

1. Identify target markets.
2. Determine best media for communicating to each market.
3. Prepare required promotional material (e.g., audio, visual, graphic, written).
4. Implement program in coordination with Chamber of Commerce and Visitors and Conference Bureau (See 39).

ESTIMATED COST:

\$25,000 to \$50,000 per year

PROPOSED FUNDING SOURCE:

Two percent room tax on motel/hotel rooms

IMPLEMENTING AGENCY:

DDA in conjunction with the Chamber of Commerce

RECOMMENDATION:

Investigate the Establishment of a Farmers/Craft market in the CBD. (25)

IMPLEMENTATION STEPS:

1. Identify and evaluate existing farmer's market operations.
2. Determine local supplier interest (e.g., farmers, craft people).
3. Identify potential locations for market in the CBD area.
4. Determine start-up costs and organizational structure for market.
5. If one through four are positive, then implement and open farmer's market by the summer of 1983.

ESTIMATED COST:

\$3,000 to \$5,000

PROPOSED FUNDING SOURCE:

DDA

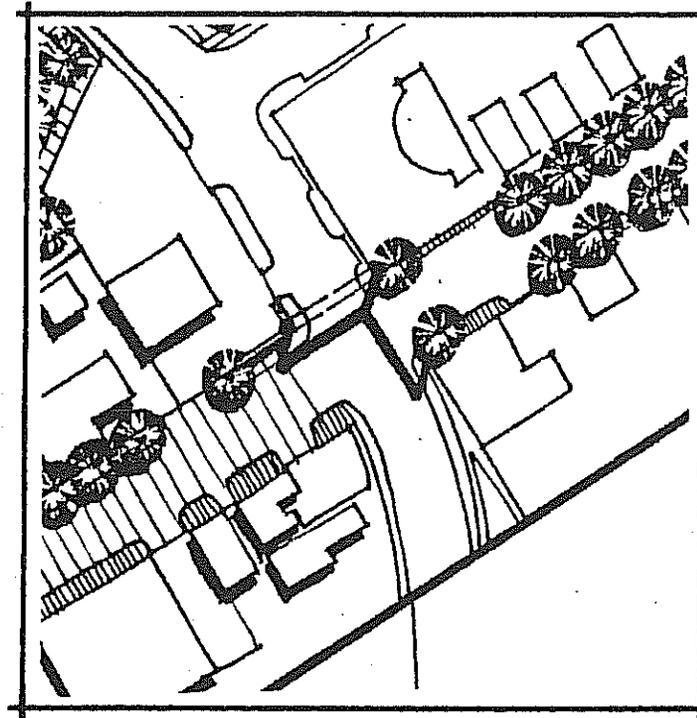
IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Improve the entrances to Manistee. A high priority recommendation is to improve the entryways to Manistee in general and to the CBD in particular. Of particular importance are:

- the north and south approaches to River Street on U.S. 31 and
- the Washington Street and Maple Street entrances to the CBD. (26)



ESTIMATED COST:

\$150,000

PROPOSED FUNDING SOURCE:

City of Manistee

IMPLEMENTING AGENCY:

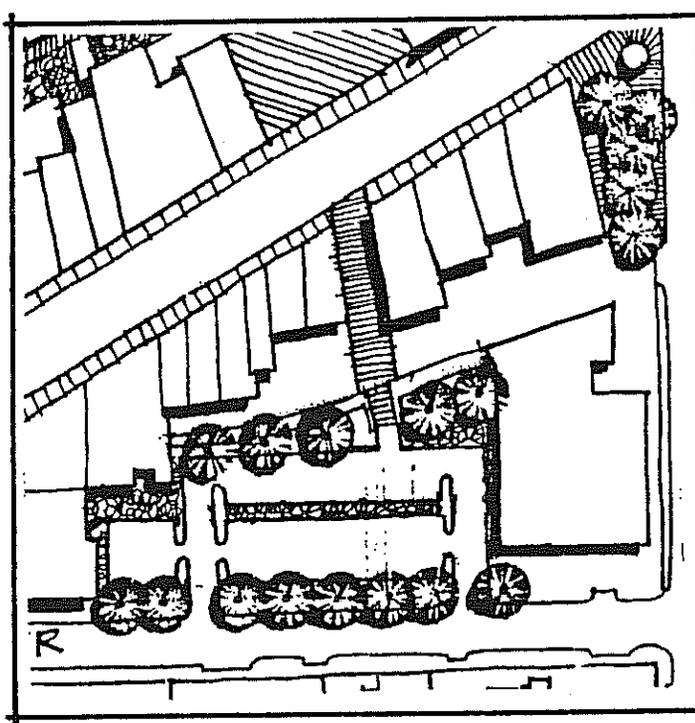
City of Manistee

RECOMMENDATION:

Improve parking facilities in the CBD.
This can be accomplished through the
following actions: (27)

IMPLEMENTATION STEPS:

- Landscape existing lots.
- Increase available spaces in lots by improved layout.
- Create employee parking lots as needed in areas removed from River Street.
- Eliminate meters on River Street with a 60 minute maximum, strongly enforced, needed to insure rapid turnover. -
- Structure for parking fines should be revised so as to be useable as a disincentive to over-limit parking.



ESTIMATED COST:

Varies by task or project

PROPOSED FUNDING SOURCE:

Varies

IMPLEMENTING AGENCY:

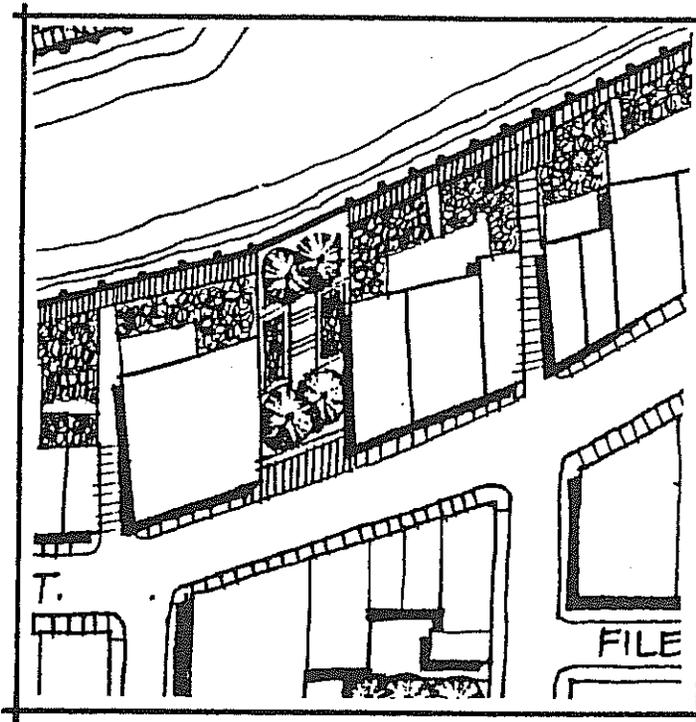
Parking authority

RECOMMENDATION:

Investigate possible traffic restrictions in the CBD. All through truck traffic should be restricted from River Street during the periods of 10:00 a.m. to 5:00 p.m. Monday through Saturday.
(28)

IMPLEMENTATION STEPS:

- Review traffic counts in CBD.
- Determine delivery peaks.
- Examine optional delivery points.



ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

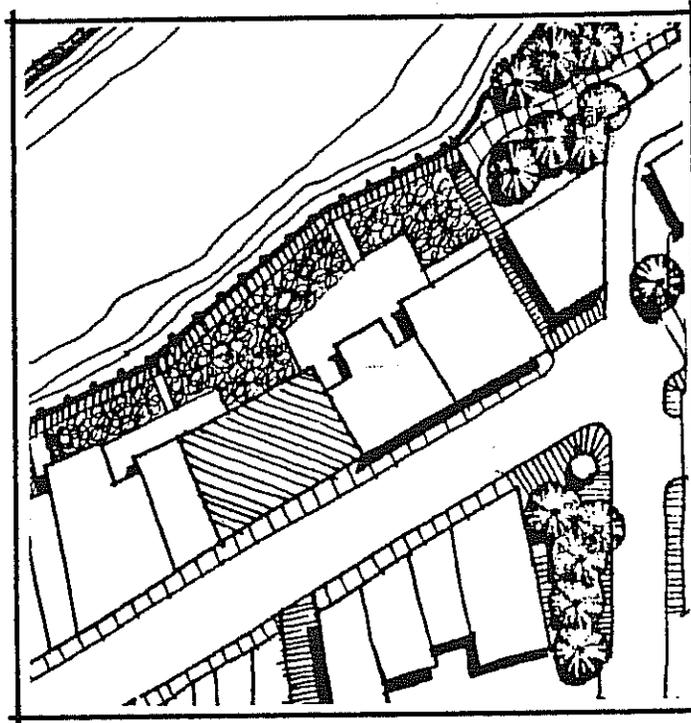
City of Manistee

RECOMMENDATION:

Improve downtown sidewalks. Replacement of all substandard sidewalks should be planned within a 3-5 year period. (29)

IMPLEMENTATION STEPS:

- Replacement should be programmed so that the most deteriorated walks are replaced first.
- Replacement should be coordinated by an overall plan so that upon completion a unified and compatible system is in place.

**ESTIMATED COST:**

Based upon square feet of concrete installed:

4" thick - \$1.50 sq.ft.

6" thick - \$2.10 sq.ft.

PROPOSED FUNDING SOURCE:

Financing should be shared by the public and private sectors with the private sector share paid through a special assessment district.

IMPLEMENTING AGENCY:

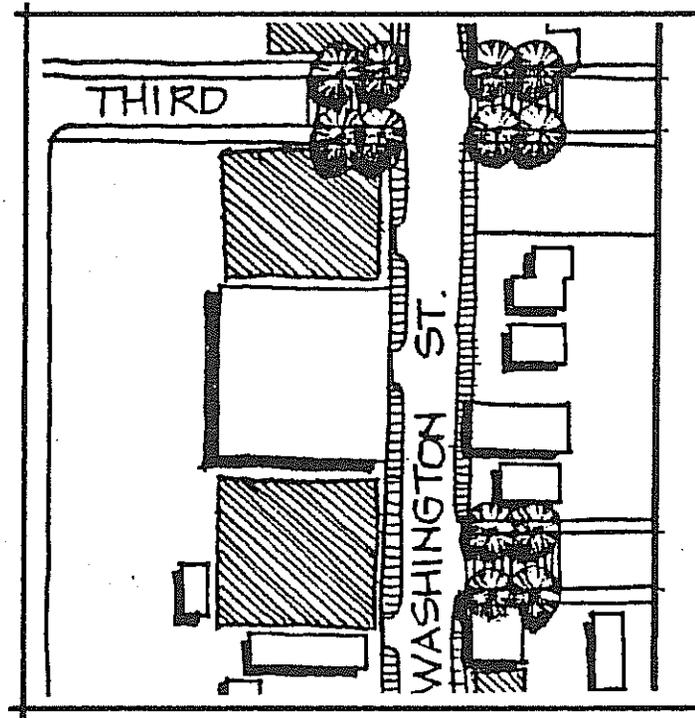
City of Manistee

RECOMMENDATION:

Prepare a comprehensive plan for lighting of the CBD area. (30)

IMPLEMENTATION STEPS:

- should include main streets and parking areas.
- should be programmed to allow implementation over a 3 year period.
- all lighting should be oriented towards pedestrian needs and the creation of an aesthetically pleasing yet safe environment for the pedestrian.



ESTIMATED COST:

Depends upon implementing agency. If by the City, it would require approximately 2,500 per installed unit. Otherwise, it would be installed by the local lighting utility for energy costs only.

PROPOSED FUNDING SOURCE:

Financing of lighting improvements could be a public sector activity or through the local lighting utility.

IMPLEMENTING AGENCY:

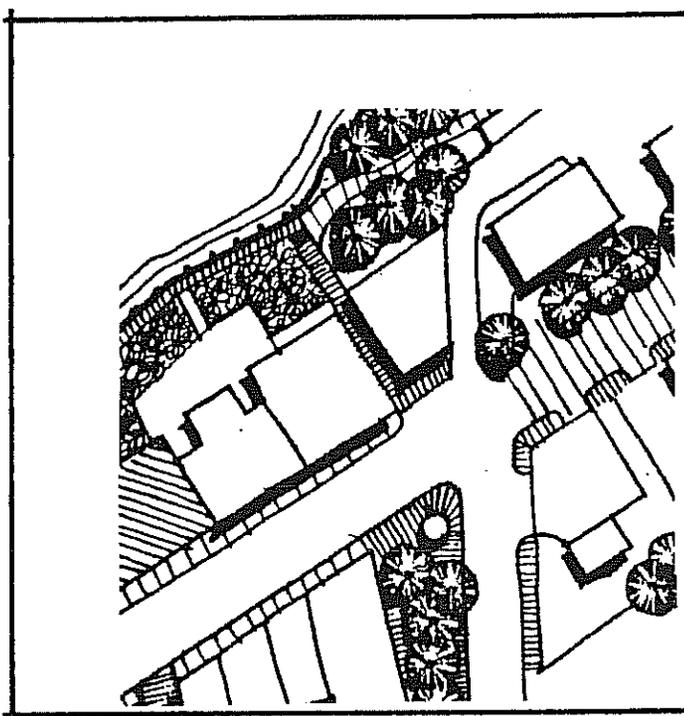
Public sector or local lighting utility.

RECOMMENDATION:

Prepare and implement a sign ordinance.
(31)

IMPLEMENTATION STEPS:

- The City Attorney in conjunction with the executive director of the DDA and Chamber of Commerce should prepare a sign ordinance for enactment into law by the City Council.
- This sign ordinance should provide for enforcement and implementation of signage guidelines for all stores and businesses located along River Street. It should include penalties for violations.



ESTIMATED COST:

Varies

PROPOSED FUNDING SOURCE:

Financing of new signage should be accomplished through the revolving fund to be established by the banks (where and when such assistance is needed).

IMPLEMENTING AGENCY:

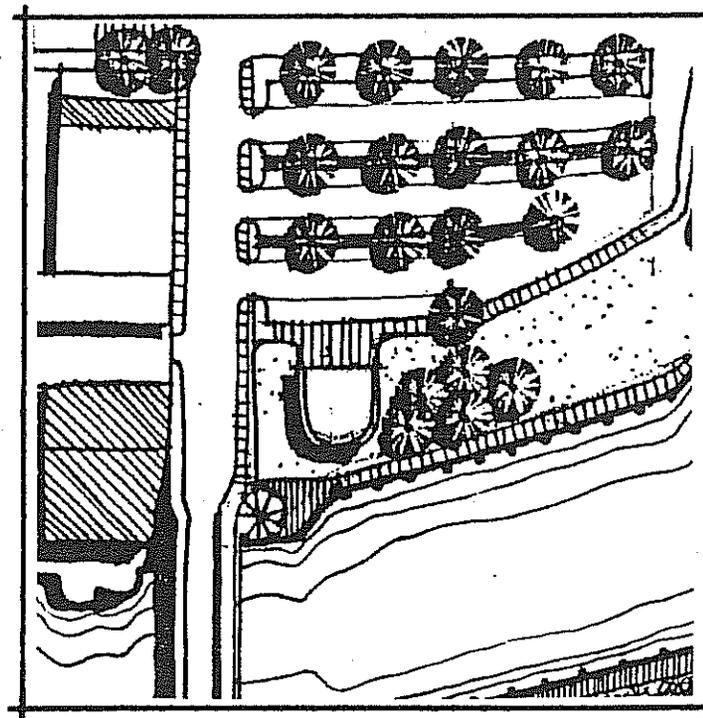
Private sector

RECOMMENDATION:

Prepare and implement design ordinance:
(32)

IMPLEMENTATION STEPS:

- The City Attorney, the executive director of the DDA and Chamber of Commerce with appropriate consultant support should prepare a design ordinance for enactment into law by City Council.
- At the same time and as part of the ordinance a design review board should be established.
- The design ordinance should have sufficient powers to insure sensitive and compatible redevelopment of existing buildings and construction of new structures in the downtown areas.



ESTIMATED COST:

\$15,000 to \$20,000

PROPOSED FUNDING SOURCE:

City of Manistee through the DDA

IMPLEMENTING AGENCY:

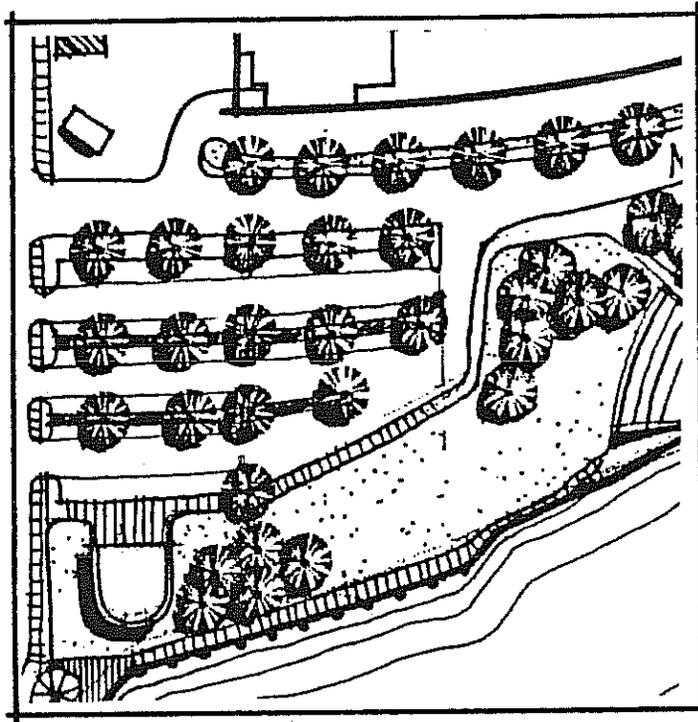
City of Manistee

RECOMMENDATION:

Develop landscaping program for the CBD.
A major tree and landscaping program should
be undertaken as presented in the urban
design section of this report. (33)

IMPLEMENTATION STEPS:

See Urban Design Section.



ESTIMATED COST:

Will depend upon established needs

PROPOSED FUNDING SOURCE:

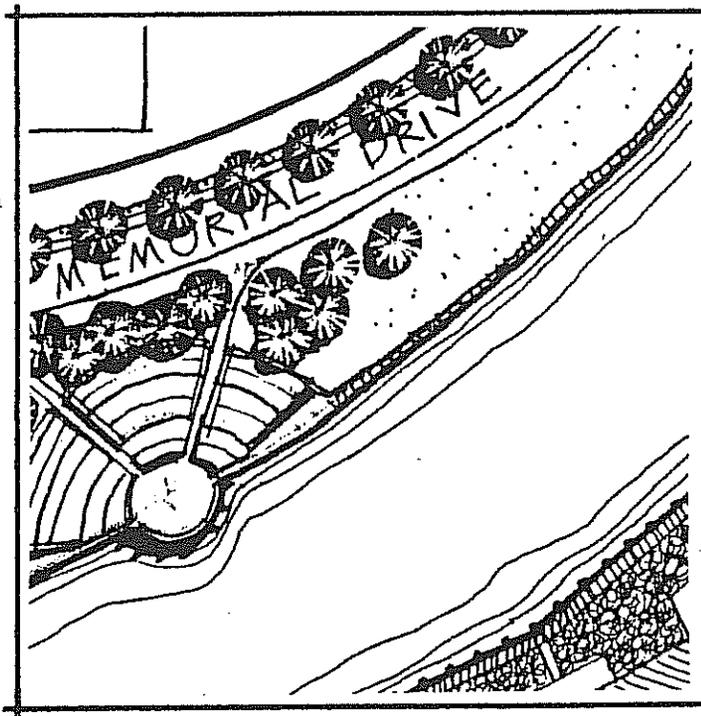
IMPLEMENTING AGENCY:

City of Manistee

RECOMMENDATION:

Develop and implement a riverfront improvement plan. The DDA should coordinate preparation of a total riverfront development plan, based on the Urban Design section of this report, including the expansion of River Edge Park and a river walk. (34)

IMPLEMENTATION STEPS:



ESTIMATED COST:

Design: \$30,000

PROPOSED FUNDING SOURCE:

Local, state and federal resources

IMPLEMENTING AGENCY:

DDA

RECOMMENDATION:

Prepare and Promote a CBD Public Improvement Bond Issue. (35)

IMPLEMENTATION STEPS:

1. Working with the City, identify the projects and their costs to be included in a bond issue.
2. Approve placing said bond issue on the ballot for public vote.
3. Organize and actively promote passage of the bond issue.

ESTIMATED COST:

N/A

PROPOSED FUNDING SOURCE:

N/A

IMPLEMENTING AGENCY:

City of Manistee in conjunction with DDA and Chamber of Commerce.

RECOMMENDATION:

IMPLEMENTATION STEPS:

ESTIMATED COST:

PROPOSED FUNDING SOURCE:

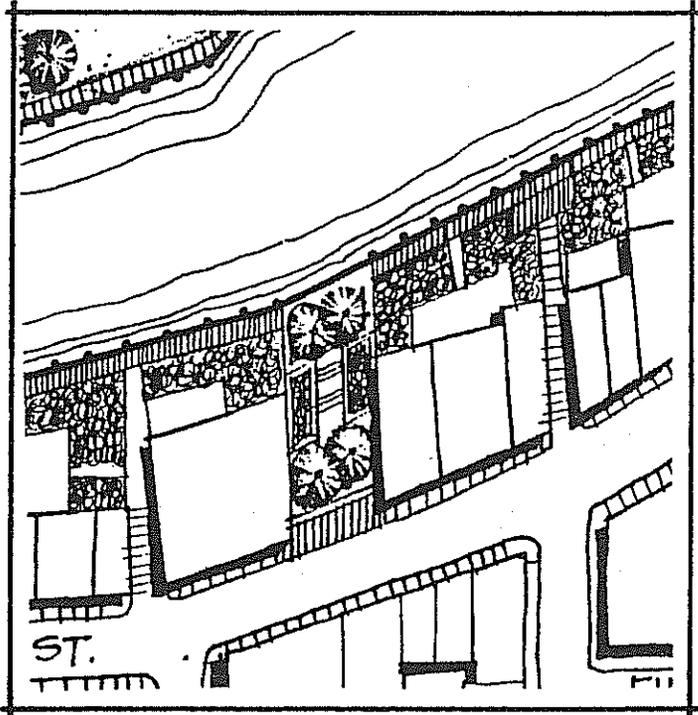
IMPLEMENTING AGENCY:

RECOMMENDATION:

Prepare and implement a CBD Streetscape improvement plan. Benches, special pavements, other street furniture and pocket parks should be installed on River Street.
(36)

IMPLEMENTATION STEPS:

- create a committee to assess the attitudes for streetscape improvement,
- prepare a preliminary design,
- hold a public presentation to gain feedback,
- finalize design,
- establish funding,
- request bids from contractors,
- build.



ESTIMATED COST:

Design: \$40,000
Construction: \$500,000

PROPOSED FUNDING SOURCE:

Special assessment district

IMPLEMENTING AGENCY:

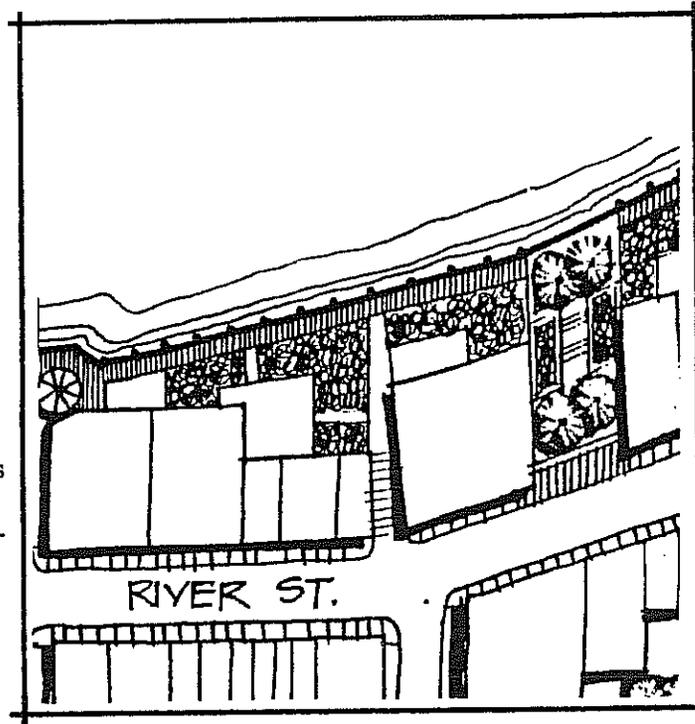
City of Manistee

RECOMMENDATION:

Improve rear building elevations. (37)

IMPLEMENTATION STEPS:

- A major effort, coordinated by the DDA, should be undertaken to clean, renovate, and attractively paint the rear exteriors of the River Street buildings. The need is particularly critical for those buildings on the north side of River Street. Rear additions and landscaping taking advantage of riverfront improvements should be encouraged.



ESTIMATED COST:

Varies

PROPOSED FUNDING SOURCE:

Private sector

IMPLEMENTING AGENCY:

City with private property owners

RECOMMENDATION:

Develop Program for Use of Oil and
Gas Lease Revenues. (38)

RECOMMENDATION:

IMPLEMENTATION STEPS:

Work with the City to identify specific
procedures, projects and dollar amounts
for which revenue generated by the oil
and gas leases can be utilized.

IMPLEMENTATION STEPS:

ESTIMATED COST:

N/A

ESTIMATED COST:

PROPOSED FUNDING SOURCE:

N/A

PROPOSED FUNDING SOURCE:

IMPLEMENTING AGENCY:

City of Manistee in conjunction with DDA

IMPLEMENTING AGENCY:

RECOMMENDATION:

Establish a Visitors and Conference Bureau. (39)

- 4. o define and publicize points of interest from a tourism standpoint,
 - o assist in planning and development of new points of interest and activities.
- 5. Prepare an annual program/budget to be approved by the Chamber, Board and the County Board of Commissioners.

IMPLEMENTATION STEPS:

- 1. Establish a visitors and conference bureau as a division of the Chamber of Commerce.
- 2. Request the County Board of Commissioners to enact an accommodation to levy, assess and collect an excise tax on all transient rooms of two (2%) percent. This action may require action by the State legislature.
- 3. Request the County Board to enter into a Management Agreement with the Manistee Chamber of Commerce to manage and operate a convention and tourism facilities bureau.
- 4. Services to be rendered by the bureau include:
 - o mail and advertising campaign stressing Manistee County's advantages through all available media,
 - o prepare and distribute printed materials regarding convention and tourism opportunities in Manistee County,
 - o secure conventions
 - o operate a room-availability clearing-house;

ESTIMATED COST:

Negligible

PROPOSED FUNDING SOURCE:

Two percent room tax on motel/hotel rooms

IMPLEMENTING AGENCY:

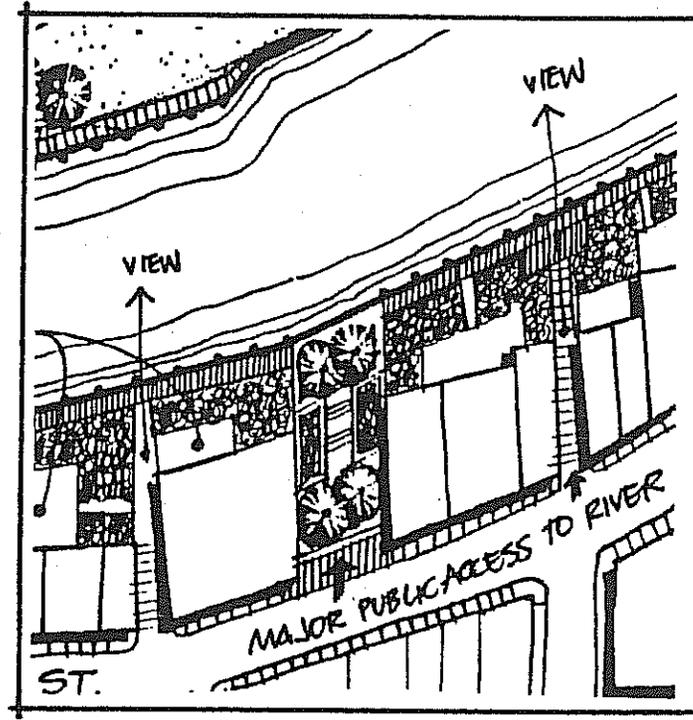
Chamber of Commerce

RECOMMENDATION:

Provide restrooms in the CBD. (40)

IMPLEMENTATION STEPS:

- Provisions for public/private restrooms should be made in the downtown. These could be provided at the River Street entrance to the river walk (see the Urban Design section).



ESTIMATED COST:

\$35,000

PROPOSED FUNDING SOURCE:

City of Manistee

IMPLEMENTING AGENCY:

City of Manistee

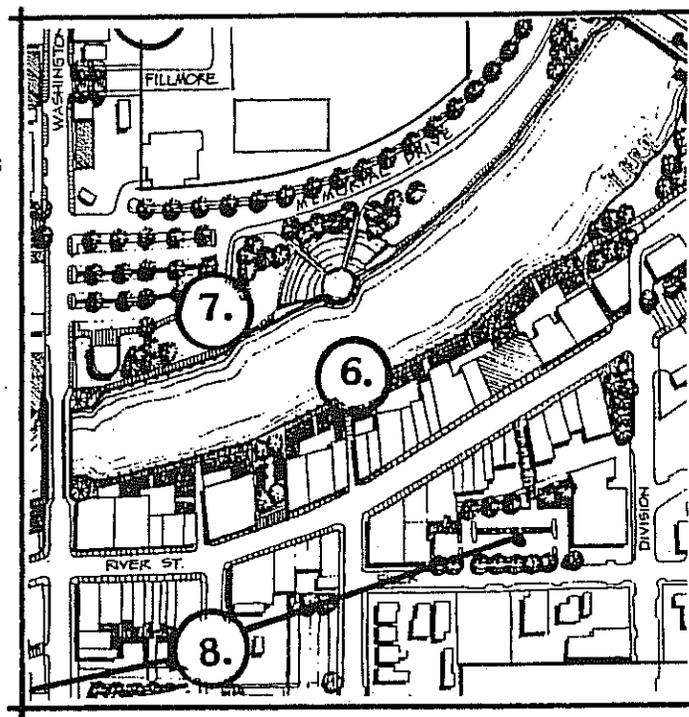
RECOMMENDATION:

Implement urban design improvements as outlined in the in the Urban Design section of this report. These specific improvements include: (41)

- entrance treatment at Cypress and River Streets.
- right-of-way improvement from Cypress to Division.
- farmer's market design.
- urban park at southwest corner of Division and River Streets.
- right-of-way improvements; River Street between Spruce and Pine Streets.
- right-of-way improvements; River Street between Oak and Maple.
- riverwalk - north side of river.
- riverwalk - south side of river.
- riverwalk approach to park.
- visitor center.
- parking lot improvements at Memorial Drive.
- amphitheater.
- Washington Street right-of-way improvements.
- parking lot improvements; Water Street between Oak and Maple.
- parking lot improvements; Water Street between Maple and Poplar.
- parking lot improvements; Water Street between Poplar and Greenbush.
- parking lot improvements; Filer between Greenbush and Division.

PROPOSED FUNDING SOURCE:

Varies



ESTIMATED COST:

Varies

IMPLEMENTING AGENCY:

Varies

RECOMMENDATIONS: (con't)

- sidewalk improvements - River Street.
- urban design improvements - River Street.

IMPLEMENTATION STEPS:

Varies



VI. APPENDIXES

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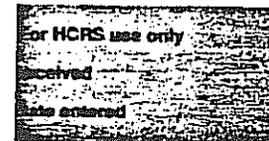
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NATIONAL REGISTER NOMINATION

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places Inventory—Nomination Form

See Instructions in How to Complete National Register Forms
Type all entries—complete applicable sections



1. Name

historic Manistee Central Business District

and/or common Manistee Historic Commercial District

2. Location

street & number The District is divided into two parts by the
Manistee River. The north section (continued) not for publication

city, town Manistee vicinity of _____ congressional district _____

state Michigan code _____ county Manistee code _____

3. Classification

Category	Ownership	Status	Present Use	
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input checked="" type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input checked="" type="checkbox"/> park
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> both	<input type="checkbox"/> work in progress	<input checked="" type="checkbox"/> educational	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input checked="" type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government	<input checked="" type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input checked="" type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Multiple Ownership

street & number _____

city, town Manistee vicinity of _____ state Michigan

5. Location of Legal Description

courthouse, registry of deeds, etc. Registry of Deeds

street & number Manistee County Courthouse

city, town Manistee state Michigan

6. Representation in Existing Surveys

title Manistee Historic Resources Survey has this property been determined eligible? yes no

date August-September 1980 federal state county local

depository for survey records Michigan History Division, Michigan Department of State

city, town Lansing state Michigan 48918

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input checked="" type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		date _____

Describe the present and original (if known) physical appearance

NR Nomination - Description of Physical Appearance

The Manistee Commercial Historic District in Manistee, Michigan consists of the buildings which surround the city's two major cross streets. River Street, running east to west, is the historical "main street" and is lined for five-and-one-half blocks with continuous walls of primarily brick Victorian commercial buildings dating from 1870 to 1910. The street, its winding course determined by the bends of the Manistee River which it parallels, creates a unique urban character, a continuously changing stage set for viewing a "canyon" of finely-detailed two- and three-story brick buildings. Maple Street is the ceremonial entrance to the downtown. First, it runs north from a hilltop down three blocks to the river and is lined with several large public buildings. The street then crosses the river to become Washington Street and proceeds for four blocks through a secondary business area of one- and two-story buildings north of the river.

River Street began as a rude trail following the south river bank, connecting the settlement at the mouth of the Manistee River with the sawmills along the river banks and on Lake Manistee. As commercial enterprises developed to serve the mills and their employees and families, these businesses located along the river's south bank and River Street formed the City's main commercial street. Sawmills and docks lined the river bank and commercial buildings, fronting on the docks and on the street, soon were scattered throughout the area. The south side of the street was completely developed with retail and office buildings because of the lack of direct river access. The railroad depot was built at the west end of the business district on River Street while the Manistee Iron Works, a major industry, anchored the east end of the street.

Maple Street became the main north-south street by virtue of being the only route across the river via a bridge. To the north of the river, along what is now Washington Street, Maple was a commercial and industrial street for several blocks. To the south, up a steep hill, Maple Street was the address for several civic structures for the first three blocks, then became the major artery for the finest residential area of Manistee. Washington Street today represents the results of the city's decline in population with its vacant areas and deteriorating buildings, but also reflects the boom days with two large significant commercial buildings and a well-preserved hotel. Maple and Washington Streets are joined by a drawbridge over the Manistee River.

Views of the river, its commerce, and the grand residences on the hill rising above the downtown to the south are offered by Manistee's two major commercial thoroughfares and provide a rich setting for experiencing the Manistee Commercial Historic District.

The District encompasses approximately twenty-three acres and contains a total of ninety-one structures. The majority of these buildings date from 1871 or later; 1871 was the year of a disastrous fire that leveled the downtown. Subsequent commercial buildings were brick and designed in the High Victorian Italianate commercial style of the day, displaying rounded arch and trabeated window openings, decorative window heads, elaborate secondary and upper cornices and brackets, and a wide variety of decorative brick forms and

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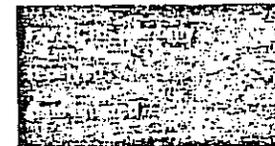
Continuation sheet

Item number 2—Location

Page 2

roughly consists of those properties fronting on Washington Street, on the west side from the Manistee River to Lincoln Street and on the east side from south of Taylor Street to Lincoln Street. The south section roughly consists of the properties fronting on River Street from Division Street on the east to one-half block west of Pine Street on the west, and the properties fronting on the east side of Maple Street from one-half block south of First Street to Clay Street, and on both sides of Maple Street from Clay Street to River Street.

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Continuation sheet

Item number 7 - Description

Page 1

patterns. Some examples of more elaborate decoration, such as bay windows, turrets, arcading, and rusticated pilasters, are present. Many buildings feature cast iron columns, fabricated locally, which frame the show windows and store entries. Several examples of other metal storefront components exist, as do beveled and stained glass windows and transoms. Several late nineteenth century and early twentieth century commercial buildings display Italianate detailing but with much more restraint and larger glass areas.

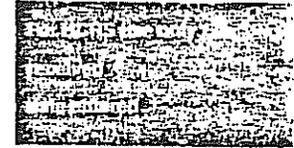
While Italianate styles predominate in the downtown area, several other styles are represented. For example, one landmark building is a highly exuberant if somewhat awkward rendition of the Richardsonian Romanesque architectural style with a massive rock-faced stone base, arched entryways, a corner turret resting on a single free-standing column, and an elaborately detailed top floor and cornice. Twentieth century commercial styles are represented by buildings of Modernistic and Neo-Classical Revival design. The public and fraternal buildings of the district are designed in the Neo-Classical Revival style with the exception of a theater/meeting hall which exemplifies the District's more popular Italianate style.

The District's buildings are divided into two groups by the Manistee River. The River Street section is very cohesive with visually strong streetscapes infrequently interrupted by vacant lots or parking areas. The Washington Street section to the north of the river offers a sparser concentration of structures with several large open spaces separating the contributing buildings. Eighty-five buildings in the District are commercial; twelve stand to the north of the river, seventy-three stand to the south, and all but seven of the total are occupied at the first floor level. The remaining buildings include three residences, four public buildings, and two fraternal lodges. The district includes twenty non-contributing buildings representing 21 percent of the total. Fortunately, most of these non-contributing buildings are simple, modern one-story commercial structures which have no serious effect on the overall appearance of the District. Almost all of the contributing buildings have been altered to some extent, particularly at the street level; only one, however, is considered irreparably altered. In all, the central blocks of the Manistee Commercial Historic District portray a vivid picture of a late nineteenth century streetscape made even more interesting by the ever-changing vistas created by the bends in the Manistee River.

Manistee's citizens and business people have long been aware of the character and value of their downtown. A few years ago, in an effort to revive the vitality of the downtown, the local Chamber of Commerce established the Project Facelift Committee. The Committee was responsible for generating interest in the historic fabric of the downtown area and emphasizing the fact that so much of it was extant and in good condition. In recent months, the Project Facelift Committee has raised funds with the business community to

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Continuation sheet

Item number 7 - Description Page 2

match a National Register Survey and Planning Grant administered by the Michigan Department of State. The Committee has used the grant funds to prepare a preservation and development plan for the downtown area. The project has included inventory of the area, establishment of historic district boundaries in cooperation with the Michigan History Division, and preparation of this nomination to the National Register of Historic Places. The Manistee Historical Society, a vital organization with offices and a museum located in a River Street commercial storefront within the District, has effectively aided and encouraged the work of the Project Facelift Committee.

The District boundaries, as defined, enclose the core of Manistee's central business district and visually separate the commercial area from its surrounding neighborhoods. The section of the District south of the river is bounded by residential neighborhoods. To the west of Maple Street is the finest older residential neighborhood in the City complete with tree-lined streets and large Victorian homes of many styles. To the east of Maple Street is a neighborhood of more modest working class homes, interspersed with newer commercial and governmental buildings. The eastern end of River Street is bordered by a working class residential neighborhood that is diluted with newer commercial strip development around the intersection of River Street and U.S. Highway 31. The section of the District along Washington Street across the river is surrounded to the west, north and east by a residential neighborhood of small, turn-of-the-century houses; at the southeast corner of the District, a 1950s and 1960s commercial development dominated by parking lots and a municipal parking lot/green space forms the eastern boundary. The Maple Street Drawbridge joins the two sections of the District.

The Manistee Commercial Historic District represents the historic heart of Manistee to resident and visitor alike. Area residents, and particularly downtown business and property owners, are directly concerned with the revitalization of the existing downtown through historic preservation and contemporary development of the District's abundant natural features. The Manistee City Administration and Council firmly are behind the efforts of Project Facelift, as are the vast majority of area businesses which contributed to the preservation planning grant campaign. The Committee, the Chamber of Commerce, the City, and the Historical Society see the listing of the Manistee Commercial Historic District in the National Register of Historic Places as the next important step in assuring the continued preservation and revitalization of historic downtown Manistee.

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Continuation sheet

Item number B - Significance Page 1

The City of Manistee, located on the eastern shore of Lake Michigan, was founded in 1841. The City's name, roughly translated, means "Spirit of the Woods." The dense woodlands of the northwestern lower peninsula of Michigan had been inhabited by Chippewa, Tawas, and Ottawa Indians for several centuries. The city site was an important one for Indian trade and transportation, as the Manistee and Little Manistee Rivers drained an area of approximately 2700 square miles and provided access deep into the rich forest's hunting and fishing grounds.

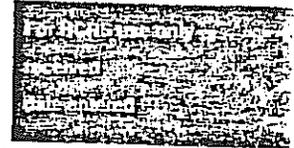
A review of the physical setting of the city was published in the Manistee Times in June of 1873:

"The city is located on both sides of Manistee River, and between Manistee Lake and Lake Michigan. The river between the two lakes flows to the west, and is one mile and a half long, and navigable for vessels and steamers drawing from eight to twelve feet of water. It has a current of three miles an hour, and is never closed by ice, floating or otherwise.

"Manistee Lake lies east of the city, extending south and westward nearly five miles; it is about half a mile wide, of pure water, and has high banks of sand and clay, beautifully situated for building purposes. The water is of great depth, and affords almost unlimited harbor and commercial facilities. The country around the city is generally good for farming purposes. Wheat is never winter-killed, and fruit of all kinds does well, especially pears, plums, peaches, and apples, as the mercury seldom touches zero, and never goes far below that point. The timber of the county consists largely of beech, maple, ash, pine, hemlock and cedar, growing very large and thrifty."

Father Marquette visited the site around 1700, but no organized exploration of the area by white men took place until the early 1830s. In 1841, John and Joseph Stronach established a sawmill within the present city limits of Manistee; from that date until the turn of the century, Manistee was a lumber boom town. The necessary support businesses and housing formed the heart of the new City with the sawmills clustering along the banks of the river and the inland lake. Logs were cut inland, rafted down the Manistee or Little Manistee River, milled into a myriad of wood products, and shipped out of the harbor to Chicago, Detroit and other Great Lakes ports. The Manistee River was navigable for rafting for about 200 of its 300 miles through one of the finest pine timber belts in Michigan. The Little Manistee allowed logs to be rafted for a distance of 80 miles and provided water power at several points near its mouth. The rivers could be used year round, regardless of cold or drought, because of strong, steady currents and a water supply from hundreds of underground springs.

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Continuation sheet

Item number 8 - Significance Page 2

In 1849, the surrounding lands officially were acquired from the Indian tribes. From that point, the City's growth was steady. In 1852, the population of Manistee included 200 people. In 1855, Manistee County was organized with the City as the county seat. By 1861, 1,000 people lived within the city limits. The emergence of Manistee as a thriving Great Lakes port, however, did not take place until the late 1850s. Until 1854, ships had to anchor in Lake Michigan off the river mouth because of the shallow depth of the river. Cargo had to be transferred to rafts and then poled over to the docks. Finally, in 1854, the river channel was deepened to allow large craft to dock along the banks or enter Lake Manistee. The final problem of a strong current flowing from the river channel toward the lake was solved when a towpath was constructed along the docks of the north bank to allow oxen or horses to pull vessels up the river.

With the opening of its shipping and lumbering channels, Manistee entered a boom period of growth. Indeed, 300 buildings were constructed in 1869 alone. Because wood was so plentiful, however, few brick buildings were erected and on October 8, 1871, a catastrophic fire destroyed most of the downtown and industrial areas. That season saw many tragic fires in locations ranging from Chicago to Mackinac Island due to widespread drought and gale-force winds. In Manistee, as elsewhere, the fire resulted in the construction of a new downtown consisting of high-quality brick commercial buildings predominately Italianate in style. Many remain today in testimony of Manistee's early tragedy.

The following account of the lumber industry in Manistee (Manistee Times, June 1, 1873), at the height of the lumber boom, documents the industry's importance in Manistee's development and also its constant fire threat:

"There are in the city and vicinity some twenty first-class sawmills, with a capacity of about 100,000 feet of lumber each, and there is actually cut and shipped from Manistee about 159,000,000 feet each year....

First at the entrance of the harbor is found the mill of John Canfield. It is on the site of the oldest mill in the place, and is sheeted with iron from smoke-stack to foundation, and has a capacity of about 100,000 feet each eleven hours. Three mills have been burnt down on this site, which is just at the delta of the river; hence the efforts to make this as near fire-proof as possible.

Tyson & Sweet's new mill is located...on the little lake, and ... has a capacity of 150,000 feet. Then comes the other mill of Tyson & Sweet, which is a first-class mill, and has a capacity of 100,000. Across the river ... is the mill of messrs. Cushman, Calkins & Co., built on the ashes of the one burned in the great fire. Capacity, 100,000 feet.

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Continuation sheet

Item number 8 - Significance Page 3

Green & Milmo's new mill, at the north end of Manistee Lake, was built in the stead of their mill burned down in the city. It has a capacity of 100,000 feet each eleven hours.

Magill & Canfield's, on the east side of the little lake, has a capacity of 90,000. This is a new mill, built on the site of the one destroyed by the great fire.

Shrigley & Canfield's mill has a capacity of 50,000 feet.

Louis Sand's new mill has a capacity of 100,000 feet It is estimated that nearly 200,000,000 feet of lumber will be shipped from this port during the season."

In 1878, the one-industry character of Manistee was altered by the discovery of rock salt in large quantities. With this new impetus for growth, the City continued to expand and, by the turn of the century, was a prosperous, thriving city of 22,700 people. Over 1,000 commercial vessels entered the harbor every year and left again carrying wood products and salt produced by fifteen sawmills and twenty-four salt wells. The ships also carried iron and leather goods, fruit, fish, and other local products. During its heyday, Manistee was the largest shipping port on Lake Michigan except for Chicago and Milwaukee. When the Flint and Pere Marquette Railroad reached Manistee in 1881, it provided the first real competition for the otherwise unchallenged shipping lines.

As the forests were destroyed by the clear-cut timbering methods of the day, the lumber industry died out (in spite of early local reforestation efforts) and the City's population declined to its present day level of close to 8,000 people. The sawmills have disappeared from the banks of the Manistee River, but the salt and mineral industries continue to thrive. The throng of commercial vessels has been replaced by pleasure boats and an occasional Great Lakes freighter docking at one of several factories on Lake Manistee.

Although the market base has dropped by 60 percent, the downtown building stock still represents the City at its peak population and production. While no major enclosed shopping malls are nearby, satellite retail centers have developed and offer continuing threats to the central business district's delicate market base. Limited major new construction has been undertaken since the Manistee County Savings Bank was built in 1907; modest projects include the construction of several small, simple undistinguished one-story commercial buildings. The few interruptions in the streetscape represent buildings burned or poorly maintained and demolished. Several vacant storefronts testify to the excess of downtown commercial space in today's market; current activities easily can be accommodated within Manistee's existing building stock.

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Continuation sheet

Item number 8 - Significance Page 4

The forests, the river, and the two lakes created the city, its architecture, and its history. The removal of the forest wealth ended the boom but the architectural and natural features of the Manistee Historic Commercial District remain to remind the resident and visitor of the exciting history of Manistee. The lack of boom prosperity over the last sixty years has been a benefit because few buildings have been demolished and alterations above the storefront levels have been minimal. The following architectural and historical summaries of several pivotal buildings within the District illustrate the variety, quality, and importance of the District's architectural resources.

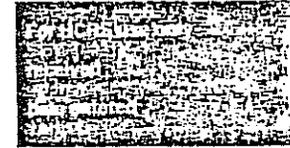
The Dunham House - Water Street at Pine Street - Photo #3
Built: 1878

The Dunham House, located on the south side of River Street at the west end of the business district, stood as Manistee's finest hotel from the date of its construction until 1907. Built in 1878, the original Dunham House was three stories in height, contained forty rooms, and catered primarily to travelling business people although every type of traveller enjoyed its excellent accommodations. All the rooms were identical in size and furnishings so that every room could be advertised as first class. The first floor contained the office, lobby, reading room, dining room, storeroom, kitchen and a billiard room. The guest rooms on the floors above were lit by gas manufactured at the hotel; running water was provided by a windmill.

In 1883, the hotel doubled in size and added two stores to the main floor to meet rising popular demand. The Dunham House continued to prosper until 1907 when it lost its first class status to a newer hotel, the Briny House. The Dunham House closed its doors in 1912 and remained dormant until the destruction of the Briny House by fire in 1917 spurred its revitalization. Local business people raised \$100,000 to refurbish the facility and renamed it the Chippewa Hotel. The hotel later changed hands and was known as the Coral Gables until it recently closed.

The three story Italianate-inspired building is approximately 160 feet by 120 feet in size. It is built of brick which presently is painted. The Water Street facade consists of five large bays, each marked by two windows at each floor level, and two small bays, each with one window. A non-original brick and wood canopy covers a brick and concrete porch located on this facade. The original first floor wall surfaces have been covered with contemporary brick veneer. The Pine Street facade is divided into two bays, one marked by two windows and the other marked by eight. As on the Water Street facade, the bays are framed with pilasters and a non-original first floor canopy and entry have been added. The building is capped with an elegant corbelled brick cornice. Windows are double-hung with two-over-two sash, decorative stone hoodmolds featuring keystones, and stone lug sills. The other two facades are similar to those described but are not broken with bays and have pilasters only at the corners. Alterations have been confined to the first floor level with the major changes limited to the rear facade; fortunately, none of the alterations are beyond repair. The hotel currently is vacant. Manistee's residents, however, are aware that its key location and colorful history make

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Continuation sheet

Item number 8 - Significance Page 5

it a prime target for restorative development.

The Ramsdell Theater and Hall - 101 Maple Street - Photo #4
Built: 1903

Thomas J. Ramsdell was Manistee's first attorney and a prominent developer and civic leader. Having amassed a considerable fortune in the City, he determined to improve the welfare and culture of its citizens by erecting a theater for the presentation of legitimate stage productions and concerts and to provide space for public meetings and lectures.

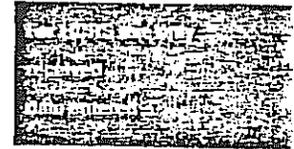
A Chicago architect, whose name is unknown, was hired to prepare plans for the theater and hall. Construction at the prominent corner of Maple and First Streets located on a hill overlooking downtown Manistee and on the edge of the City's finest residential neighborhood, began in 1902 and was completed the following year. The theater and hall were built of a deep red brick in an interesting vernacular mixture of Classical and Italianate design elements. The simple stage house was built of Chicago common brick. Ramsdell intended the building to be a work of art and an example of the latest and best in theater design. The formal front entrance features a Doric portico while the facade behind it is topped by a boxed pedimented cornice. The remaining detailing, including a three-story tower visually joining the theater and hall, is Italianate in style.

The interior featured a spacious lobby and lounge decorated with painted pastoral Grecian scenes. The auditorium was elaborately decorated with gilt and lights; a large, light-encircled dome in which Ramsdell's son, Frederick, painted a water-color mural of Venus, was the auditorium's key decorative feature. The theater was technically advanced for its time and could accommodate any touring show. It opened in 1903 and was used for stage shows until 1920 when it became a silent movie house. The City purchased the buildings in 1943, using the hall as a youth center but not immediately employing the theater. Since 1951, the theater has been used once again for stage productions by the Manistee Civic Theater and other groups. The interior and exterior are gradually being restored through joint public and private efforts.

The Vogue Theater - 383 River St.- Photo #5
Built: 1938

Although there were several small independent theaters in Manistee by the 1930s, the Butterfield Michigan Theater Company determined that there was a void to be filled in the City's entertainment market. The company purchased a prime corner lot on River Street at Greenbush on which to erect a quality feature film theater. Architects Pereira and Pereira of Chicago filled the entire 45 feet by 176 feet lot with a northern Michigan variation on the Art Deco theme. The Manistee News Advocate of January 10, 1938, proudly described the new building as "Ultra modern in every respect, it is the last word in architectural design, luxuriously fitted with every modern convenience, and equipped with the finest projection and sound systems available."

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Continuation sheet

Item number 8 - Significance Page 6

The exterior of the building presented a dramatic contrast to its Victorian neighbors with its strong horizontal and vertical lines and its general simplicity. Walls of reinforced concrete were faced with cement plaster and a two-color brick veneer. The River Street facade featured a large canopy with a free-standing sign and another large sign running vertically up the right side of the facade. There was no marquee. The deeply recessed entry led to a modernistic lobby with resilient rubber flooring, indirect lighting, a mirrored ceiling, and walls of figured wood depicting scenes in honor of Manistee's heritage. To the left of the theater entrance, at the street corner, stood a twenty-two feet by forty-five feet retail shop with a single corner door and a large show window in each of the two street facades. Two industrial-type metal windows above the canopy allowed light into the theater offices and served as the only fenestration above the first floor level.

The previously cited newspaper account stated that the theater auditorium possessed "no unnecessary or distracting ornaments or embellishments in keeping with the modern trend." On the sloping theater floor, 935 seats of blue and coral leather and velour were provided. The walls and ceilings used the same colors, accented with blonde maple, chrome, and aluminum trim. Multi-colored indirect lighting was used throughout. The theater was equipped with an automatic stoker-fed steam heating system and an air conditioning system which utilized 50 degree water supplied by a well under the theater to chill circulated air.

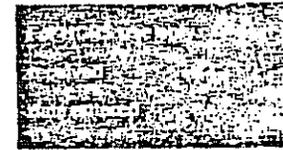
The Vogue Theater retains its original exterior appearance today. The interior has been altered but retains much of its original character.

The Manistee County Savings Bank - 375 River Street - Photo #6
Built: 1906-1907

The Manistee County Savings Bank was built to serve as the headquarters for a prospering financial institution. The bank had outgrown its original quarters in the Ramsdell Building and acquired a prominent lot at the corner of River and Poplar Streets on which to construct a suitable banking house. In 1906, architects were invited to submit designs for the new bank. Of five schemes, that submitted by Albert E. Colcord of Chicago was chosen for the bank's new structure. Construction commenced on October 30, 1906; the grand opening took place on November 22, 1907.

The three story building was constructed of Bedford limestone. Its frontage on River Street was divided roughly in half at the first floor, the east half containing two stores, and the west half containing the main banking room and support facilities; a stairway separated the two sides. The second floor housed twenty-two offices, each with gas and electric lighting as well as water and telephone connections. The third floor originally served as the lodge room, billiard room, and dining room of the Knights of Pythias. With all interior walls constructed of masonry and all floors and ceilings built of concrete, the building was as fireproof as possible for the time. The upper floors were finished with oak woodwork and trim.

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The original main banking room was grandly furnished and decorated. A vestibule of white ceramic tile and marble opened through wrought iron and glass grille doors onto a large central banking room. Mahogany, marble, and burlap in shades of brown and orange covered the walls. Banking counters had marble bases and marble counters accented with bronze grilles. Ionic columns of marble supported a coffered, ornamental plaster ceiling painted an ivory color. Elaborate lighting fixtures of copper completed the decor. To the sides of the vestibule were a director's room complete with a long mahogany table and a large Tiffany lamp, a men's waiting room, a women's banking room, and offices. At the rear of the main room were more offices and the vaults. The main vault for cash and safety deposit boxes weighed 52,000 pounds and had walls created by various layers of steel and concrete totaling over two feet in thickness. The Manistee Daily News of November 22, 1907, noted at the opening that "A description of the vault should be in detail, as it is a wonderful contrivance bringing to the aid of the banker the latest wizardry of the scientist and mechanic to enable him to safeguard the property of which he is the custodian."

The exterior of the Savings Bank was designed in the style of the Second Renaissance Revival. The bank side of the building features engaged rusticated stone columns at its ends, at the corner and between the bays, and engaged columns of the Ionic order standing two stories in height in between. The main bank floor is lit with large, fixed square windows originally topped with clear glass lunettes, flanked by the columns, and anchored with plain stone bulkheads. The second floor windows are double-hung square units, again separated by the columns. A simple stone cornice sits atop the columns, serving as the base for the third story. Third floor windows are the same as the second floor but present plain stonework between them and no decorative sills or heads. Only the square corner columns of the lower two floors are echoed at this level. A stone parapet with ballustrade rests atop a dentilated cornice and a plain frieze.

The storefront half of the building is very simple in treatment compared to the bank portion. A rectangular pilaster of rusticated stone extends the full height of the building to frame the east end. The first floor opening was originally filled with large glass and metal storefronts. The second floor windows are similar to those of the bank portion and are separated from the street level by a plain stone fascia. The third floor windows are rectangular units capped by lunettes, the two parts separated by a stone mullion. The lunettes are framed by fluted stone spandrels and keystones above and by stone pilasters at the sides. The ballustraded corniceline of the bank section continues across the top of this simple portion of the building.

The interior of the building shows little evidence of its original appearance today; the exterior however, has changed little. The lunettes and spandrels of the Poplar Street elevation have been covered with simple contemporary stone and porcelain panels. The storefronts of both halves have been modernized with opalescent glass panels and aluminum and glass display window systems. The original bronze lamps at the main doors were removed at some

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point in the past, and a large, contemporary time and temperature sign was attached to the corner column. Otherwise, the building is in nearly original condition and has been well maintained.

The Ramsdell Building - 399 River Street - Photo #7
Built: 1891

Prominent Manistee attorney T.J. Ramsdell began construction of a new business block in late 1890 or early 1891. The lot at the prominent corner of Maple and River Streets had been the location of several businesses prior to that date. The stylish masonry structure was Manistee's tallest building at that time. The Manistee County Savings Bank leased the second, or main, floor immediately upon completion. This surprised the community because Mr. Ramsdell was president of the City's other major bank, the First National Bank, located across the street. The new bank's offices were described as being up-to-date in every respect, secure from burglars, and nearly fireproof. Mr. Ramsdell and two other attorneys occupied the upper floors and, like all the other tenants, took occupancy on January 1, 1892. The ground floor was the location of the City Drug Store that remained there until 1975 when it relocated across the street. The bank remained in the Ramsdell Building until 1912 when it relocated to the present Manistee County Savings Bank Building at 375 River Street. The building currently houses a restaurant at the ground floor level, several office tenants, and a radio station.

The Ramsdell Building represents a small city's rendition of the Richardsonian Romanesque style. All of the elements of that style are present in an awkward but exuberant composition. The building is four stories high at the River Street entry and three stories high at the Maple Street entry. The lower stories are built of randomly coursed rock face granite with rounded-arch window and door openings along Maple Street and trabeated openings along River Street. A large circular arch shelters a recessed doorway at the main Maple Street entry. The main River Street door to the second floor is framed by a massive stone pediment two stories high. The third story is of a dark red brick accented by lighter brick and stone trim. The River Street elevation features a group of four double-hung one-over-one windows capped by a spandrel of floral relief terra cotta over a continuous red sandstone bandcourse. Similar sash on the Maple Street facade are capped with trabeated arches of brick; red sandstone drip rails rest above the windows and lug sills stand below. The fourth floor is built of a lighter red brick. Double-hung, rounded arch windows with arched red sandstone drip rails are grouped in twos and threes. The Maple Street facade features a false gable flanked by a parapet; the gable end displays three rounded arch windows separated by colonettes. Bandcourses, trims of red sandstone, and a brick parapet above a simple cornice further ornament the building.

The most unique architectural feature of the Ramsdell Building is its corner turret. Rising from the second or main floor up to the fourth floor, the turret rests on a single massive column which bisects the stairway leading to the ground floor interior. Each level of the turret continues the materials and decoration of the adjoining floor level described above. The turret

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originally was crowned with a conical roof; this was removed, however, some time in the past.

Except for the missing turret roof, the Ramsdell Building is in its original condition. Its recent owners have maintained it sympathetically and it stands as the single most impressive architectural reminder of downtown Manistee's most prosperous era.

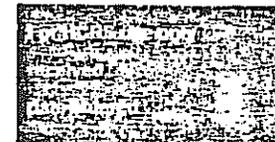
Haley Block - 419-423 River Street - Photo #8
Built: 1883

Ellen, Eliza, and Kate Haley moved from Grand Haven to Manistee prior to 1871 and constructed a small frame building to house the Haley Sister's Millinery Shop. The shop was destroyed in the great fire of 1871. They rebuilt soon after but, within the next twelve years, were burned out four additional times. In early 1883, the shop at 419 River Street was destroyed by fire for the last time. Fortunately, the building retained its facade through the blaze and the sisters were able to rebuild the store as it originally had been, an elaborate wood frame and brick veneer structure. They also began construction of a similarly designed double business block directly to the west of their main store. Wisely, the new portion of the store at 421-423 River Street was constructed with walls of brick to lessen the impact of future fires. The sisters contracted with a Milwaukee firm to provide one ornate galvanized iron cornice for all three Italianate storefronts. The corniceline was, and today remains, Manistee's most elaborate.

The building was owned by the Haley family until the 1930s. The Haley's business was housed at 419 River Street. The initial tenant of 421 River Street was William Nungesser, an undertaker and furniture dealer. The 423 River Street segment initially was a grocery store operated by A.S. Haines. Numerous tenants subsequently occupied the three shops including a grocery store, a drug store, a florist, the Railway Express Company, the Salvation Army headquarters, a restaurant, and a State Liquor Store. Today a men's clothing store occupies two of the shops while an antique store occupies the third.

The Haley Block is a fine example of High Victorian Italianate styling applied to a small town commercial building. The two story brick building, measuring about sixty feet in width, is divided into three storefront bays, each with three double-hung, one-over-one sash balanced at the second floor level. The elaborate metal cornice over fine decorative brick corbelling presents a small name pediment at its center. Below the cornice of each bay is a narrow, raised wood decorative spandrel. The second story windows feature decorative carved stone hoodmolds. Beneath the windows rests a secondary cornice with decorative end blocks coinciding with the first floor's support piers. The storefronts are defined by these masonry piers and with Manistee-fabricated cast iron columns which frame each storefront door. A door leading to the upper story separates the west and center storefronts. The building is in excellent condition. The elimination of an entrance door at 419, the replacement of doors, and the installation of new sign panels and attached lighting

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are the only alterations. It would be a simple task to return the building to its original state.

The Pacific House - 143 Washington Street - Photo #9
Built: 1880-1887

In late 1881, the Flint and Pere Marquette Railroad announced plans to build a passenger station on Washington Street near the Manistee River. Joseph Baur, a resident of the City since 1852 and a prosperous business person and real estate investor, saw the need for a hotel located on the north side of the river to serve traveling sales people and visitors coming into the City by rail. In 1880, he had built two stores on the southeast corner of Washington and Lincoln Streets. As the railroad business grew, he added three more stores and finally a second story level that spanned the entire block and contained hotel rooms. Named the Pacific House, the hotel opened in late 1884.

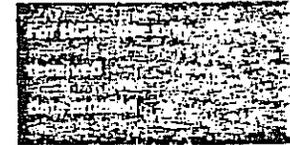
Business was so good that Baur constructed a large addition in 1887 containing forty additional rooms. The building then stood 120 feet in size and offered a center light and service court. All partitions were brick and the protection of guests in the event of fire was given great consideration. The building, renamed the Cleveland House, contained a bar, billiard room, office, dining room, kitchen, ladies' parlor, and ladies' reception room in addition to its guest rooms. Several large apartments were provided for families. The ground floor shops were occupied by various commercial tenants over the years. The building currently is known as the Hotel Northern.

The 120 foot long Washington Street facade of the two-story brick Italianate building is divided into five storefront bays, each with three windows at the second story level. A simple but elegant corbelled brick cornice tops the building. Second floor windows are double-hung, one-over-one units with rounded arch stone hoodmolds and stone lug sills. The first floor storefronts are defined by brick piers at their edges and by Manistee-fabricated cast iron columns to either side of their centered entry doors. A door between the southern most storefront and its neighbor to the north leads to the upper floor. The building has been altered by the application of a wood-shingled mansard canopy above the storefronts, the replacement of storefront door and window openings with panels of various types, and the painting of the exterior brick. The first two alterations easily can be rectified because all of the original material remains or easily can be replaced. The paint colors currently applied are not historically appropriate and shall pose removal problems should the decision ever be made to return to the natural brick; the present yellow color, however, is not unappealing.

The Winkler Block - 310-314 River Street - Photo #10
Built: 1894-95

This distinctive commercial building stands today at the main entrance to downtown Manistee, its large turret highly visible from the intersection of River Street and U.S. Route 31. The structure was built by Robert Winkler for speculative purposes. As a marine engineer working during the late nine-

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teenth and early twentieth centuries, Winkler was second in command on steam ships servicing the Great Lakes and undoubtedly had money to invest in such enterprises. Because there was no family business, however, the entire building was rented. The original tenants were a cigar factory and two retail establishments on the ground floor and the Elk's Lodge at the second floor level.

The masonry building has approximately seventy-five feet of frontage on River Street and consists of three bays defined by masonry piers. A simple cornice above decorated brick corbelling tops the building. Stone lintels and sills frame each of the rounded arch double-hung windows placed in sets of three in the left and right bays. In the center bay, a group of windows composed of two small double-hung sash flanking a large fixed center window and transom is framed by a single rounded arch lintel. The most distinctive decorative element of the building is the turret at the southeast corner. Made of sheet metal, the turret has five faces, each with a double-hung window. A bell-shaped hip roof complete with finial sits atop a simple cornice. The roof currently is covered with wood shingles, although the original roof probably was metal. An unusual molding with a rolling wave motif adorns the area directly above the windows and, perhaps, serves as Robert Winkler's signature for his commercial building.

The street level facade has been altered greatly. It originally consisted of three storefronts, each with one large plate glass display window and a door placed to the side. At the time of the building's construction, the local newspaper noted that these glass windows were the largest in the City. Today, only the two end piers remain fully exposed. Two more original piers are partially visible at the upstairs entrance door. All original building parts above the display windows have been covered by stuccoed panels. Original wood or metal storefronts have been replaced by contemporary aluminum, glass, and plywood elements.

Fortunately, the structure appears to be in good condition and the brick has been painted in colors that complement the building. Apparently, the original transoms and lower cornice remain in place behind the stucco. The building currently is occupied by a variety of retail and office tenants and stands as a good candidate for downtown preservation efforts.

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the Marina to the centerline of River Street, west along the centerline of River Street to 1/2 block west of Pine Street, south along the west property line of the Coral Gables Hotel to the first east-west alley, east along the alley to the centerline of Pine Street, north along the centerline of Pine Street to the centerline of Water Street; east along Water Street to the centerline of Oak Street; south on Oak Street to the south property line of 427 Water Street; along the south and east property lines of 427 Water Street, across Water Street to the alley 1/2 block south of River Street; east along the alley to the west property line of Manistee City Hall, south along the property line to the centerline of Water Street, east along Water Street to the centerline of Maple Street, south along Maple Street to the south property line of the Ramsdell Theater, east along that property line to mid-block; north along the mid-block line halfway between Maple and Poplar Streets, to the rear property lines of River Street buildings, east along the rear property lines of River Street buildings to Greenbush Street; north along the Greenbush Street centerline to Filer Street, east along the centerline of Filer Street, excluding four residences on the north side of Filer Street, to the centerline of Division Street, north along the centerline of Division Street to the south river bank. The northern section boundary follows the west side of Washington Street, from the north bank of the Manistee River to Second Avenue to a depth of 1/2 block west of the street centerline, and the east side of Washington Street from the south property line of the properties at 129-133 Washington north to Lincoln Street, east to the rear property lines of the buildings fronting on Washington Street. The north and south sections of the District are joined by the Maple Street Drawbridge over the Manistee River.

8. Significance

Period	Areas of Significance—Check and justify below					
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion		
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science		
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture		
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/humanitarian		
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input checked="" type="checkbox"/> engineering	<input type="checkbox"/> music	<input checked="" type="checkbox"/> theater		
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input checked="" type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input checked="" type="checkbox"/> transportation		
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input checked="" type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)		
		<input type="checkbox"/> invention				

Specific dates District Development 1850's to 1930's Builder/Architect Please see nomination text below

Statement of Significance (in one paragraph) (Note: An expansion of the Statement of Significance can be found on Continuation Sheets #8-1 through #8-11.)

The Manistee Commercial Historic District in Manistee, Michigan, basically consists of two major cross streets, each six blocks in length. River Street, running east to west, is the historical "main street" of Manistee and is lined with continuous walls of brick Victorian commercial buildings dating from 1870 to 1910. Maple Street is the ceremonial entrance to the downtown, highlighted by public buildings to the south of the Manistee River. At the river, Maple Street ends and Washington Street begins. Washington Street is the primary thoroughfare of a secondary business area north of the river. Founded in 1841, Manistee stood on the Manistee River emptied into Lake Michigan. Because the river drained over 100 miles of rich pine forests, Manistee became a booming lumbering center and shipping port. Other industrial and commercial ventures such as leather goods production, metal fabrication, and salt mining added to Manistee's prosperity. The City's only setback occurred in 1871 when most of its buildings were destroyed by fire. Fortunately, this tragedy resulted in the careful rebuilding of the downtown with substantial, high-quality brick commercial structures, many of which remain to form the basis of the Manistee Commercial Historic District. The District, as defined, represents the downtown as it peaked with the City's maximum population of almost 23,000 people. The end of the lumber boom resulted in a decline of Manistee's population to 8,000 citizens and left the historic commercial area somewhat deteriorated but still intact. While Italianate commercial styles dominate, fine examples of Modernistic, Neo-Classical Revival, Richardsonian Romanesque, and vernacular commercial styles contribute to the character of the District. The value of the architectural resources is enhanced by the unique physical setting of Manistee's central business area created by the bending Manistee River and a topography dotted by hills.

9. Major Bibliographical References

History of Manistee County, Michigan. Chicago: H.R. Page and Co., 1882.
Barold, Steve. Looking Back, Manistee: J.B. Publications, 1980.
Newspapers: Manistee News; Manistee Times; Manistee News-Advocate.
The Salt City of the Inland Seas. Manistee: J.B. Publications, 1973.

10. Geographical Data

Acreeage of nominated property 23 acres (approx.)

Quadrangle name _____

Quadrangle scale 

UMT References

A	<input type="text"/>	<input type="text"/>	<input type="text"/>	B	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<input type="text"/>	<input type="text"/>	<input type="text"/>	D	<input type="text"/>	<input type="text"/>	<input type="text"/>
E	<input type="text"/>	<input type="text"/>	<input type="text"/>	F	<input type="text"/>	<input type="text"/>	<input type="text"/>
G	<input type="text"/>	<input type="text"/>	<input type="text"/>	H	<input type="text"/>	<input type="text"/>	<input type="text"/>

Verbal boundary description and justification

The District is in two sections separated by the Manistee River. The southern section boundary follows the south bank of the Manistee River from Division Street on the east to the Municipal Marina on the west, south along the eastern boundary of (continued)

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title Malcolm L. Collins, Project Manager

organization Preservation/Urban Design/Incorporated date March 21, 2981

street & number 120 1/2 West Washington Street telephone (313) 994-0313

city or town Ann Arbor state Michigan 48104

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

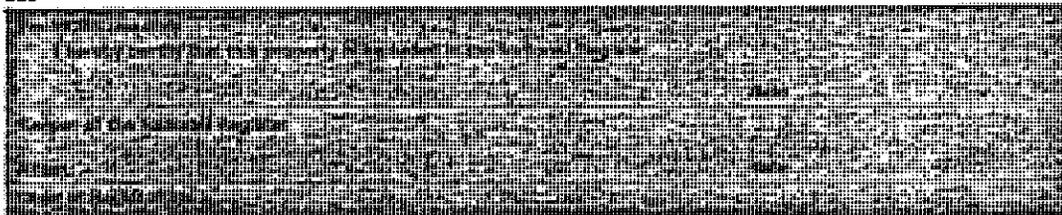
national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature _____

title _____

date _____



CONTRIBUTING BUILDINGS

River Street - North Side

- 308 River St.: MTA Travel/Hokanson Camera and Office Equipment
(Hilltire Co., 1925); 1-1/2 stories, brick, tile roof
Hokanson, Edwin I.
308 River Street
Manistee, MI 49660
- 310-314 River St.: Sound Studio
(Winkler Block, 1894); Victorian Commercial,
2 stories, brick w/pressed metal turret
Miklas, Vincent A. Economy Real Estate, Inc.
714 Harbor Drive Bellaire, Michigan
Manistee, MI
- 318-320 River St.: Creations-n-Hair/Ross Refrigeration and Appliances
(Bořowitz Block, 1894); Victorian Commercial,
2 stories, brick with stone piers, bay windows
Ross, Theodore et al
259 Fifth Avenue
Manistee, MI
- 330-332 River St.: Credit Thrift of America/Thompson Insurance
(Michigan Bell Office, c. 1940); 1 story, brick
Gardner, Werner C. Thompson, Thomas F.
63 E. Kott Road 240 E. Piney Rd.
Manistee, MI Manistee, MI
- 336 River St.: Montgomery Ward
(Maxted & Newcombe Planing Mill, c. 1885);
Commercial, 1 story, brick
Badalamente, Dave
343 River Street
Manistee, MI
- 340 River St.: Manistee Drywall and Paint
(City Steam Laundry, c. 1900); Victorian Commercial,
2 story, brick
Brunette, Robert A.
R. 1, Box 208
Gaylord, MI
- 342 River St.: Jerry Lewis, Photographer
(Oehlke Building, 1913); 2 story, brick
Lewis, Jerry
342 River Street
Manistee, MI

- 344 River St.: Harbor Inn
(Haley Block, c. 1880), Commercial, 1-1/2 story,
brick
Jeruzal, Joseph A.
407 Hancock
Manistee, MI
- 346-348 River St.: Read-Mor of Manistee
(J.M. Ramsdell Block, c. 1910), Commercial,
2 story, brick
Huntington National Bank Trustee
P.O. Box 1558
Columbus, OH 43216
- 350-352 River St.: Smuggler's Cove
(Billing's Hardware, c. 1890), Commercial,
2 story, brick
Laskey, Ray
324 First Avenue
Manistee, MI
- 354 River St.: The Pillars Restaurant
(Kirster Cigar Factory, 1890), Victorian Commercial,
2 story, brick
Rhodes, Erwin & Wilma D.F.
19 Fowler
Manistee, MI
- 358 River St.: Smith Building
(Smith Block, 1899), Victorian Commercial, 2 story
brick with outstanding decorative brick detail
Gibbs, Bryce
7622 Lincoln Road
Beulah, MI 49617
- 360 River St.: (_____, c. 1935), Commercial,
2 story, brick
Gibbs, Bryce
7622 Lincoln Road
Beulah, MI 49617
- 380-384 River St.: Winterhaus Sporting Goods/The Jean House
(Maryland Block, c. 1887), Victorian Commercial,
2 story, brick with outstanding brick and stone
decorative detailing
Srinivasan, K.
4931 Dixboro Road
Ann Arbor, MI 48105

*1892 see half block of the Island
see*

- 386 River St.: Kennedy's
(Manistee National Bank, c. 1885), Victorian Commercial,
2 story, brick with outstanding cornice
Kennedy, William
386 River Street
Manistee, MI
- 394 River St.: J.C. Penney Company
(Kitzinger Building, 1910), Commercial, 2 story, brick
Ziehm, Dan
958 N. Scottville Road
Scottville, MI 49454
- 406-408 River St.:
(c. 1880), Victorian Commercial, 2 story, brick
Milliken's Realty Company
204 East Front Street
Traverse City, MI 49684
- 410 River St.:
(Advocate Building, c. 1886), Victorian Commercial,
2 story, brick
Milliken's Realty Company
204 East Front Street
Traverse City, MI 49684
*destroyed by
millions -
5 Nov 1986*
- 432-434 River St.: Elks Lodge
(Elks Lodge, 1905), Neo-Classical Revival,
2-1/2 story, brick and stone
B.P.O. Elks No. 250
432 River Street
Manistee, MI
- River Street - South Side
- 319-321 River St.: Jackpine Printing/Chesebro Office Supply
(Baur Block, c. 1890), Victorian Commercial,
2 story, brick
Chesebro, James
319 River Street
Manistee, MI
- 325 River St.: The Market Place
(Yankee News Stand, c. 1915), Commercial,
1 story, brick
Green, James E.
510 Kosciusko Street
Manistee, MI
- 327 River St.: Old Fashion Bar
(Venne Saloon, c. 1905), Victorian Commercial,
2 story, brick
Riggs, Bernneice L.
327 River Street
Manistee, MI
- 331 River St.: Manistee Cable Television Company
(_____ c. 1890), Victorian Commercial,
2 story, brick
Manistee TV Cable Co.
331 River Street
Manistee, MI
- 333 River St.: Rich's Flower Shop
(Magnus Jewelry, c. 1876), Victorian Commercial,
2 story, brick
Schrader, Jean J.
1205 23rd Street
Manistee, MI
- 337 River St.: Manistee Hardware
(Thornton Photography, c. 1880), Victorian Commercial,
2 story, brick w/non-contributing 1 story addition
Cowan, Wm. M.
600 Bryant Avenue
Manistee, MI
- 339 River St.: Hobby-Toy
(Nelson Saloon, c. 1880), Victorian Commercial,
2 story, brick
Monday, Joseph F.
339 River Street
Manistee, MI
- 343 River St.: Gambles
(Wolters-Bately Hardware, 1905), Victorian Commercial,
2 story, brick w/three large full-arched 2nd story windows
Badalamente, David
343 River Street
Manistee, MI
- 347 River St.: Rozmarek Jewelry and Gifts
(Rumbell Block, c. 1880), Victorian Commercial,
2 story, brick
Rozmarek, Edw & Alice
110 Oak Street
Manistee, MI

- 355 River St.: Bear Furniture Manufacturing Company
(Larson Building, 1914), Commercial,
3 story, brick
Stoker, Charles L.
9673 ML Avenue
Galesburg, MI
- 359-361 River St.: Saylor Rexall Pharmacy/Portraits by Ron
(Aaron's Building, 1908), Neo Classical Revival,
3 story, brick
Saylor, Jr. George V.
514 Oak Street
Manistee
- 363 River St.: Loker's Shoes
(Hallock & Chisel Shoe Store, 1912), Commercial,
2 story, brick
Lokers, Vernon D.
140 E. Maine Street
Zeeland, MI
- 365 River St.: Kimberly's Bridal Boutique
(Kehoe Saloon, c. 1880), Victorian Commercial,
2 story, brick
Spencer, Elmer C.
3644 S. Channel Drive
Harsens Island, MI
- 367+
369 River St.: Margaret's
(Cameron Block, 1885), Victorian Commercial,
3 story, brick
Margarets, Inc.
367 River Street
Manistee, MI
- 375 River St.: Manistee Bank and Trust Company
(Manistee County Savings Bank, 1906-07), Neo Classical
Revival, 3 story, stone
Manistee Bank and Trust
375 River Street
Manistee, MI
- 383 River St.: The Vogue Theater
(Vogue Theater, 1938), Modernistic,
3 story, brick
Butterfield Michigan Theatres
381 River Street
Manistee, MI
- 385 River St.: The Toggery
(C.A. Johnson Store, c. 1890), Victorian Commercial,
2 story, brick
Shillinger, Jack
6951 W. Illinois Street
Ludington, MI
- 387 River St.: Records and Stuff
(Herman Block, c. 1890), Victorian Commercial,
2 story, brick
Closson, Faith
3512 Crescent Beach Road
Manistee, MI
*HERMAN BLOCK IS
3874 389*
- 389-393 River St.: Victorian Village Gifts/Thompson's Mens Store/Nick 'n Me
(Seymour Block, c. 1881), Victorian Commercial,
2 story, brick and stone with fine cornice, decorative
moldings and hood molds
Saylor, George V.
514 Oak Street
Manistee, MI
*SEYMOUR BLOCK IS
391 + 393*
- 395 River St.: Closson's Jewelry and Gifts
(Higgin's Saloon, c. 1880), Victorian Commercial,
2 story, brick and stone, outstanding detail with
pressed metal bay window and leaded glass
Maue, Chas. L. & Cecelia
1771 E. Freesoil Road
Freessoil, MI
- 399 River St.: Ramsdell Building
(Ramsdell Block, c. 1888), Richardsonian Romanesque,
4 story, brick and rusticated stone with corner turret,
fine small-city interpretation of style
Gibbs, Bryce
7622 Lincoln Road
Beulah, MI 49617
- 401 River St.: City Drug
(Lucas & Nungesser Block, 1872), Commercial Victorian,
2 story, brick
Piotrowski, P.J.
3524 Lakeshore Road
Manistee, MI
- 411 River St.: Larsen Insurance Agency
(Thompson Real Estate, c. 1880), Commercial Victorian,
2 story, masonry
Larson, Ken & Gloria
817 Cherry Road
Manistee, MI

- 415 River St.: Salvation Army
(Lyric Theater, c. 1913), Commercial,
2 story, brick
The Salvation Army
415 River Street
Manistee, MI
- 417 River St.: The Barber Shoppe
(Vincent Block, c. 1880), Commercial Victorian,
2 story, brick
Howe, Leonard & Lorna
704 Fairview
Manistee, MI
- 419-423 River St.: Bill Moore's/The Blue Whale
(Haley Sisters Block, 1883), Commercial Victorian,
2 story, brick, outstanding 3-unit, 9-bay storefront,
with metal columns, stone piers and elaborate cornice
Hedstrom, Charles
722 Harbor Drive
Manistee, MI
- 425-427 River St.: Manistee County Historical Society
(A.H. Lyman Drug Store, c. 1883-1885), Commercial
Victorian, 2 story, brick and pressed metal
Manistee County Historical
425 River Street
Manistee, MI
- 429 River St.: The Bath Shop
(Thompson Block, 1883), Commercial Victorian,
2 story, brick
Hogan Plumbing & Heating
429 River Street
Manistee, MI
- 431 River St.:
(Gardner Jewelry Store, 1878), Commercial Victorian,
2 story, brick
Mattice, Robert I. & Irmalene
596 Harvard Lane
Manistee, MI
- 433 River St:
2 Oak St. Dr. Lynn Gardner, Optometrist
(City Bank Building, c. 1870), Commercial Victorian,
2 story, brick
Gardner, Lynn C. & Mary E.
466 Fourth Street
Manistee, MI
- 435 River St.: The Cue Club
(Russell Grocery, 1893), Commercial Victorian,
2 story, brick
Smith, John L.
315 Condon Road
Manistee, MI
- 451 River St.: Harbor Real Estate
(Williard and Hall Drug Store, c. 1868), Commercial
Victorian, last remaining wood-facade commercial
building on River St.
Jones, Donald W. & Dorothy A.
513 Oak Street
Manistee, MI
- 453 River St.: Harbor Real Estate
(Schneider Block, c. 1873), Commercial Victorian,
2 story, brick
Jones, Donald W. & Dorothy A.
513 Oak Street
Manistee, MI
- Washington Street - East Side
- 129-133 Washington St.: Shorty's/Five-Cap, Inc.
(_____, c. 1890), Commercial Victorian,
2 story, wood frame with 1 story addition, wood
frame
Schuessler, David A.
700 Spruce Street
Manistee, MI
- 135 Washington St.: Alterations Shop
(Waal Butcher Shop, c. 1891), Commercial Victorian,
2 story, brick
Vickers, Victor L.
135 Washington Street
Manistee, MI
- S.E. Corner,
Washington at 2nd: Hotel Northern
(Pacific House, 1880-1887), Commercial Victorian,
2 story, brick, outstanding 5-section, 15 bay
commercial block
Lemmer, Elmer J.
143 Washington Street
Manistee, MI

Washington Street - West Side

Washington St.
at Manistee River: 84 Manistee Manufacturing
(Manistee Manufacturing Co., c. 1910), Commercial
Victorian, 2 story, brick
Manistee Furniture, Incorporated
86 Washington Street
Manistee, MI

86 Washington St.: Manistee Manufacturing
(McAnley Grocery, 1890), Commercial,
3 story, brick and glass
Manistee Furniture, Incorporated
86 Washington Street
Manistee, MI

S.W. corner of
Washington and 5th Ave.: Roussin Building, 1883, Commercial Victorian,
2 story, brick and wood
Groves, Sylvia
704 Spruce Street
Manistee, MI

100 Washington St.: Minelli Cadillac
(Bassarab Motors, c. 1950), Commercial,
1 story, brick and glass
Minelli, John L. & Mary L.
483 Oxford Court
Manistee, MI

110 Washington St.: Minelli Auto Parts
(c. 1890), Commercial,
2 story, woodframe w/asphalt shingles
Minelli, John L. & Mary L.
483 Oxford Court
Manistee, MI

126 Washington St.: Lake Michigan Glass/Manistee Storage
(Noud Lumber Co., 1908), Commercial,
2 story, woodframe w/metal and shingle siding
Noud Lumber Co. Minelli, John & Mary
420 3rd Street 483 Oxford Court
Manistee, MI Manistee, MI

148 Washington St.: Nungesser Building, c. 1890, Commercial Victorian,
woodframe w/asphalt shingles
Sorenson, Rodney
219 Second Avenue
Manistee, MI

Maple Street - East Side

81 Maple St.: Masonic Temple
(Masonic Temple, 1911), Neo-Classical Revival,
3 story, brick w/terra cotta decoration
Masonic Temple Lodge
75 Maple Street
Manistee, MI

95 Maple St.: Manistee County Library
(City Library, 1905), Neo-Classical Revival,
2 story, stone
County of Manistee
Manistee, MI

101 Maple St.: Ramsdell Theater
(Ramsdell, 1903), Victorian Italianate,
2 story, plus tower and fly tower, brick
City of Manistee
Manistee, MI

Maple Street - West Side

70 Maple St.: Manistee City Hall
(Post Office, 1910), Neo-Classical Revival,
2 story, stone
City of Manistee
Manistee, MI

Filer Street - North Side

N.E. corner of Filer
and Greenbush: 76 Rear facade, Bear Furniture Manufacturing Co.
(Larson Building, 1914), Commercial Victorian,
2 story, brick
Stoker, Charles L.
1235 S. Washington Street
Constantine, MI 49042

Filer, adj. to Bear
Furniture: 77 Larson Building, 1912, Commercial Victorian,
2 story, brick
Stoker, Charles L.
1235 S. Washington Street
Constantine, MI 49042

N.W. corner of Filer
and Division:

(Briny Inn, 1904), Commercial,
3 story, brick and glass
Excello Corporation
254 River Street
Manistee, MI

Water Street - South Side

427 Water St.: Cambell and Hart, Attorneys
(Michigan Bell Telephone, c. 1910), Commercial,
2 story, brick
Campbell Hart Bldg Corp.
427 Water Street
Manistee, MI

S.W. corner of Water
and Pine St.:

Coral Gables
(Dunham House, 1878-1883), Commercial Victorian,
3 story, brick
Trustee: Manistee Bank and Trust Company
375 River Street
Manistee, MI

Oak Street - East Side

71 Oak St.: Mental Health Services
(Ramsdell Building, c. 1890), Commercial Victorian,
2 story, brick
Mattice, Robert
596 Harvard Lane
Manistee, MI

75-77 Oak St.:

(Ramsdell Building, 1879), Commercial Victorian,
2 story, brick
Mattice, Robert
596 Harvard Lane
Manistee, MI

Oak Street - West Side

Oak St. between #2
and Water St.:

The Cue Club
(Russell Grocery, 1893), Commercial Victorian,
2 story, brick
Smith, John
315 Condon Road
Manistee, MI

2 Oak St.:

Dr. Lynn Gardner, Optometrist
(City Bank Building, c. 1870), Commercial Victorian,
2 story, brick
Gardner, Dr. Lynn
2 Oak Street
Manistee, MI

NON-CONTRIBUTING BUILDINGS

River Street - North Side

356 River St.: Wilson's Whims
(Marsh Block, c. 1880), 2 story, brick aluminum,
concrete and glass
Jones, Don Incorporated
513 Oak Street
Manistee, MI
Wilson, Paul
2122 King Road
Saginaw, MI 48601

374 River St.: Ben Franklin
(Ben Franklin, c. 1960), 1 story, brick, aluminum
and glass
Kolk, Harry
4028 College
Manistee, MI

390 River St.: F.W. Woolworth Company
(F.W. Woolworth Co., c. 1960), 1 story, brick,
aluminum and glass
Fox Realty Company
83 Monroe, N.W.
Grand Rapids, MI

400 River St.: Milliken's
(Milliken's, c. 1960), 1 story, brick, metal and
glass
Andrie, Stanley J.
325 E. Circle Drive
N. Muskegon, MI 49445
Milliken Realty Co.
204 E. Front Street
Traverse City, MI

440 River St.: Marina Restaurant
(The Spot, c. 1950), 1 story, brick, metal and
glass
Naffie, Dominic Et al
Ramsdell Building, Maple Street
Manistee, MI

River Street - South Side

- 323 River St.: Credit Bureau of Manistee
(_____, c. 1960), 1 story, brick,
glass and stone
Hornstein, H.H.
2151 Maple Street
Manistee, MI
- 397 River St.: Snyder's Shoes
(Snyder's Shoes, c. 1966), 1-1/2 story, plastic,
stone and glass
Snyder, James C.
397 River Street
Manistee, MI
- 437 River St.: Colonial Carpets
(Bauman Meat Market, c. 1875), 1 story, brick,
wood and glass
Smith, John
315 Condon Road
Manistee, MI
- River St.: Silver Fox Club
(Silver Fox Club, c. 1970), 1 story, wood
Bergren, Edward R.
500 Fifth Avenue
Ludington, MI
- 447 River St.: Papa's Pizza
(Greyhound Bus Depot, c. 1960), 1 story, wood and
plastic
Pawlak, Tom & Dorene Carden, C.C.
447 River Street 562 Bryant Avenue
Manistee, MI Manistee, MI
- 449 River St.: Dr. Ford Stone, Dentist
(Dr. Stone, c. 1955), 1 story, masonry, glass and
metal
Stone, Ford E.
449 River Street
Manistee, MI
- 457 River St.: Manistee County Senior Center
(Manistee Buick, c. 1922), 1-1/2 story, brick and
stone
Manistee Council on Aging Inc.
Century Terrace
Manistee, MI

Washington Street - East Side

- 137 Washington St.: Private Residence
(c. 1885), Vernacular, 2 story frame
Waal, Crystal
137 Washington Street
Manistee, MI

Washington Street - West Side

- Adj. to 85
Washington St.: Commercial, 2 story, wood and brick, fire damaged
and condemned
Groves, Sylvia
704 Spruce Street
Manistee, MI
- Adj. to 148
Washington St.: Betty's Beauty Shop
(Betty's Beauty Shop, c. 1940), 1 story, concrete
block
Sorenson, Rodney
219 2nd Avenue
Manistee, MI

Maple Street - East Side

- 63 Maple St.: Manistee Abstract and Tile
(_____, c. 1890), 1 story, wood veneer,
concrete block and glass
Clohset, Fred P. & Ruth
500 3rd Street
Manistee, MI
- 65 Maple St.: Schnelle and Wilson, Attorneys
(_____, c. 1960), 1 story, stone veneer,
and glass
Schnelle, Timothy
443 3rd Street
Manistee, MI
- 75 Maple St.: JB Publications
(Kroger Store, c. 1950), 1 story, brick, plastic,
wood and glass (renovation)
Manistee News Advocate
75 Maple Street
Manistee, MI

Poplar Street - East Side

- Poplar, south of
Manistee County
Savings Bank Bldg.: Manistee Bank and Trust Annex
(Conat Photographer, c. 1890), Commercial,
2 story, brick and metal
Manistee Bank and Trust Company
375 River Street
Manistee, MI