



**CITY OF ALLEGAN
DOWNTOWN DEVELOPMENT AUTHORITY
Griswold Auditorium
401 Hubbard Street, Allegan MI 49010
Wednesday, February 13, 2019
8:00am**

- 1. Call to Order**
- 2. Attendance**
- 3. Approval of Previous Meeting Minutes**
- 4. Public Comment**
- 5. Discussion**
 - 5A.1 – Downtown Plan Discussion**
 - 5A.2 – Revue Magazine Discussion**
 - 5A.3 – 101 Brady Street Bid Discussion**
- 6. DDA Member/Staff Comments**
- 7. Adjournment**

The minutes of this meeting will be available at City Hall, 112 Locust Street Allegan, MI 49010 (269)673-5511
The City of Allegan is an equal opportunity provider and employer.



City of Allegan
Downtown Development Authority Meeting
Griswold Auditorium
401 Hubbard Street
Allegan, MI 49010

November 14, 2018

I. Call to Order

Chair Ryan Deery called the meeting to order at 8:00am.

III. Attendance

Present: Ryan Deery, Tracy Clawson, Marcia Wagner, Scott Jacobs, Kelly McLean, Nicole Richmond, Rachel McKenzie

Absent: Mike Villar

Others Present: Jordan Meagher, Community Development Coordinator, Joel Dye, City Manager, Parker Johnson, Promotions Coordinator

III. Approval of Previous Meeting Minutes

Motion to approve the previous minutes from October 10, 2018 by Scott Jacobs, supported by Kelly McLean. Motion carried 7-0.

IV. Public Comment

None.

V. 5A.1 – Downtown Parking Program Discussion

To begin the discussion, Community Development Coordinator Jordan Meagher referred back to the previous DDA meeting in October, where the DDA had directed staff to begin developing an overnight parking plan for Downtown Allegan. Meagher explained that once the riverfront parking lot is finally converted into the new splash pad park, only 11 parking spaces from the original parking lot will remain. Historically, this lot was used as a place for downtown residents living on Hubbard Street to park their cars overnight. When residents were not using the riverfront parking lot, they were usually parking their cars on Hubbard Street or other downtown streets nearby. This has made it difficult for city staff to snow plow downtown streets in the winter time, and it has also prevented downtown shoppers from being able to park near the stores they wish to visit in the mornings. With a projected number of 20 newly constructed downtown apartments to become available

for occupancy within the next year, a need to regulate where this growing population of downtown residents can park overnight is a pressing need.

As directed, staff had put together a pilot parking program for the DDA to discuss. The plan incorporated four downtown parking lots, including the lot adjacent to the Perrigo Outlet Store and Myers Bumper to Bumper, the lot located adjacent to Bubba's Sports Bar to the North, the lot adjacent to the Regent Theatre to the south, and the lot located behind City Hall. All four lots are city owned, and include a total of 246 parking spaces.

As proposed by staff, downtown residents could submit a \$10 deposit to receive a parking pass that would be displayed in each registered vehicle. This would allow police officers to enforce parking regulations on cars that do not display this pass. If a resident were to move or no longer require a parked vehicle, they could return their pass to receive their \$10 back. Overnight parking would be allowed in the lots adjacent to the Perrigo Outlet Store and Bubba's at all times. The lots adjacent to City Hall and the Regent Theatre, however, would have specific spaces that residents would need to park in during the winter time in order to help accommodate snow plowing.

Members of the public had questions concerning the eastern-most row of parking spaces in the Regent Theatre lot and the attention that police officers would give to the enforcement of this program. City Manager Joel Dye explained that the eastern-most row of parking spaces will not be designated for overnight parking in order for shoppers to be able to access the backdoors to those stores. Dye also acknowledged that in order for the program to be successful, the police will need to play a large role in providing consistent enforcement of the program in order to set a standard for the residents to follow. The police were involved in the original formulation of the program and are aware of the importance of their role.

After some discussion by the DDA, the board reached a general consensus that the program was a good start, but they would like to iron out more of the details and have more data collected involving winter parking counts before accepting a final plan. Staff will continue to gather this information and work with the DDA to develop a final proposal.

5A.2 – Downtown Streetscape Plan Discussion

City Manager Joel Dye stated that the Downtown Streetscape Plan proposals will be made available at an upcoming open house on December 4th at 7:00pm at the Griswold Auditorium. This event will be open to the public, and will give residents the opportunity to review the streetscape proposals that were designed by Abonmarche and City Staff. The public is expected to engage with staff to receive feedback on the proposals, where staff will continue to cultivate a streetscape design that will provide the greatest benefit to the Allegan Community.

VI. Staff/Authority Member Comments

The Allegan Area Chamber of Commerce will be holding a ribbon cutting ceremony for the newly constructed Riverfront Park on November 28th at 11:00am. The ceremony will take place at the newly opened park.

VII. Adjournment

The meeting was adjourned at 8:54am.

Respectfully Submitted,

Jordan Meagher
Community Development Coordinator

Downtown Allegan: Putting It All Into Focus

Allegan Master Plan 2019



Acknowledgements

City Council

Mayor Rachel McKenzie
Charles Tripp, Mayor Pro Tem
Delora Andrus
Nancy Ingalsbee
Michael Manning
Patrick Morgan
Traci Perrigo

Downtown Development Authority

Ryan Deery, Chair
Tracy Clawson, Vice-Chair
Roger Bird
Landria Christman
Scott Jacobs
Rachel McKenzie
Kelly McLean
Nicole Richmond
Michael Villar
Marcia Wagner

Firms

Abonmarche
GMB Architecture + Engineering

Staff

Jordan Meagher
Community Development Coordinator
Parker Johnson
Promotions Coordinator
Joel Dye
City Manager

Planning Commission

Brad Burke, Chair
Thomas Morton, Vice-Chair
Julie Emmons
Nancy Ingalsbee
Rachel McKenzie
Cindy Thiele
Charles Tripp

Public Spaces Commission

Judi McCall, Chair
Paula Mintek, Vice-Chair
Delora Andrus
Shelly Baker
Tracy Clawson
Rosie Hunter
Michael Manning
Cyndi Reed
Peter Savage

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Foreword

Over the past twelve months, the City of Allegan's Downtown Development Authority, with the assistance of Abonmarche of Benton Harbor, MI, and city staff, engaged with numerous community members across multiple public meetings to create the following 2019 City of Allegan Downtown Plan: Putting It All Into Focus. The plan is the official policy guide for Downtown Allegan's future development and growth. This plan summarizes the community's vision, goals, and objectives to create a framework and basis for sound downtown development and land use decision-making to ensure that Downtown Allegan will continue to evolve into the thriving civic core that its community aspires for it to one day become.

Key Highlights

Pages 5 and 6 illustrate the **current landscape of Downtown Allegan**, with discussion considering Downtown's current strengths and weaknesses. One page 7, the official vision for Downtown Allegan is laid out.

On pages 8 through 25, a proposed plan for the construction of **improved streetscapes** is discussed. Goals for the design of each public right-of-way, an schedule for their improvement, and a list of cost estimates for the overall project are included.

Pages 29 through 35 establish an overview of **parking in Downtown Allegan**. A snapshot of current rules and conditions are discussed on pages 29 and 30, the results of a parking study to determine demand and capacity for on and off street parking are revealed on pages 31 and 32, and a proposed parking program for overnight parking is illustrated on pages 33 through 35.

Downtown Allegan's **current building inventory** is evaluated on pages 36 through 38, which includes a proposed set of goals for growing and diversifying the current collection.

Finally, page 41 details the overall **strategy for implementing all goals** depicted throughout the plan.

This 2019 City of Allegan Downtown Plan is a general plan intended to provide a foundation to policy makers as they review and approve future development throughout the City of Allegan. Existing plans listed on page 5 still include important implications and are in part still relevant to the future development of Downtown. However, it is this 2019 City of Allegan Downtown Plan that is the primary policy document when it comes to the future development of Downtown Allegan.

Thank you for your interest in the future growth and development of the City of Allegan and happy reading!

Ryan Deery
Chair

City of Allegan Downtown Development Authority

Existing Conditions

Previous Downtown Allegan Studies and Reports

Over the past twenty years, the City of Allegan's public officials, staff, and community members have maintained an ongoing interest in the revitalization and growth of Downtown Allegan. Since 1993, there have been 12 documented plans and reports that have been formulated to articulate a series of visions for Downtown Allegan's future, each with a set of attainable goals for reaching these visions. The list of documents include:

- Allegan Master Plan, 1963, as amended December 1993
- Allegan DDA Development Plan, 1991, as amended 1996
- Allegan DDA Tax Increment Financing Plan, 1991, as amended 1996
- Allegan Downtown Redevelopment Plan, August 1993
- Allegan Zoning Ordinance, November 1993
- Second Story Reuse Strategy, 1994
- City of Allegan: A Community Profile Report, 2002
- Community Visioning Sessions, February 2003
- Downtown Strategic Plan, June 2004
- Downtown Allegan 155 Brady Street Analysis, 2013
- The City of Allegan Housing Target Market Analysis, 2016
- Place Pop, Allegan Pop-up Retail, February 2016

In this 2019 update of Allegan's Downtown Plan, *Downtown Allegan: Putting It All Into Focus* will build upon the visions and goals delineated in these aforementioned documents, bringing each group of ideas together into a single plan with a strategy for implementation that can be followed by future city officials, staff members, and downtown stakeholders over the next ten years.

Current Status of Downtown Allegan

Previous Downtown Allegan Studies and Reports

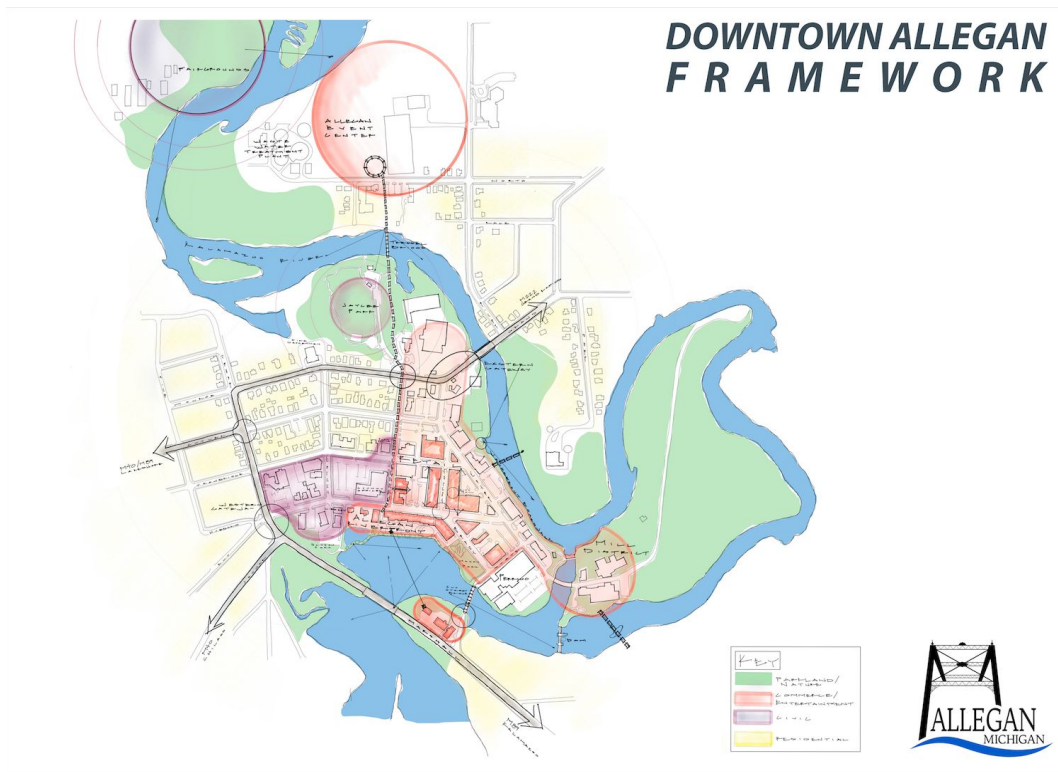
Nestled on the banks of the Kalamazoo River, the charming and historic Downtown Allegan exhibits many of the qualities that are found within a successful and vibrant civic center. Its variety of multi-story buildings, its dense commercial core, and its access to the Kalamazoo Riverfront create a potential destination for eating, shopping, and entertainment alike. With the completion of the Allegan Riverfront Plaza, which includes a boardwalk, amphitheater, kayak launch, zipline, seating areas, the Veterans Memorial, and a newly constructed splash pad and fire place, Downtown Allegan has created a public space that will serve as the focal point for downtown development in the years to come. However, Downtown Allegan still faces many challenges that have prevented it from becoming the radiant place that it one day could become. The district lacks developed downtown living and diverse housing options, wide sidewalks for comfortable walkability and outdoor cafes, a variety of retail, dining, and entertainment options, and inefficient traffic flows that make accessing Downtown Allegan difficult and inconvenient. *Downtown Allegan: Putting It All Into Focus* addresses each of these challenges, with goals and action steps for civic leaders and community members to follow to help Downtown Allegan reach its true potential in the years to come.



Vision For Downtown Allegan

Vision Statement

The vision for Downtown Allegan is to create a place for people to come together while showcasing its unique, well designed, and entertaining civic core.



Streetscape

Improved streetscapes will be paramount for the success of Downtown Allegan as it continues to develop into a successful civic core. A great streetscape can create symbolic social spaces for people to gather, intriguing and more accessible places for commerce to flourish and fuel economic development, and a more connected public realm that encourages diverse forms of transportation to help increase mobility for residents and visitors alike.

Based on the increased level of success and investment occurring in Downtown Allegan as a result of its riverfront redevelopment efforts, the City of Allegan had hired Abonmarche of Benton Harbor, Michigan to conduct a preliminary assessment of Downtown Allegan and develop an approach to begin a comprehensive redevelopment of the City's downtown core that would result in:

- **A conceptual streetscape plan that would assist in creating increased commercial vitality**
- **An improved network of traffic flows in the core community area**
- **An increased set of entryways into Downtown Allegan in order to improve accessibility**
- **A greater focus on connectedness and pedestrian safety within the public realm**
- **A street design that does not create an adverse impact on overall parking availability**
- **An environment that creates increased public space for gatherings by residents and visitors**



Streetscape

Over the course of 2018, and under the guidance of Abonmarche, the public, along with the Downtown Development Authority, the Economic Development Corporation, and the Public Spaces Commission, staff studied the current streetscapes of Downtown Allegan. This process included:

studying
traffic counts
at key
intersections
throughout
Downtown

taking an
inventory of
current on and
off street
parking
spaces

measuring
and assessing
the quality of
public right of
ways

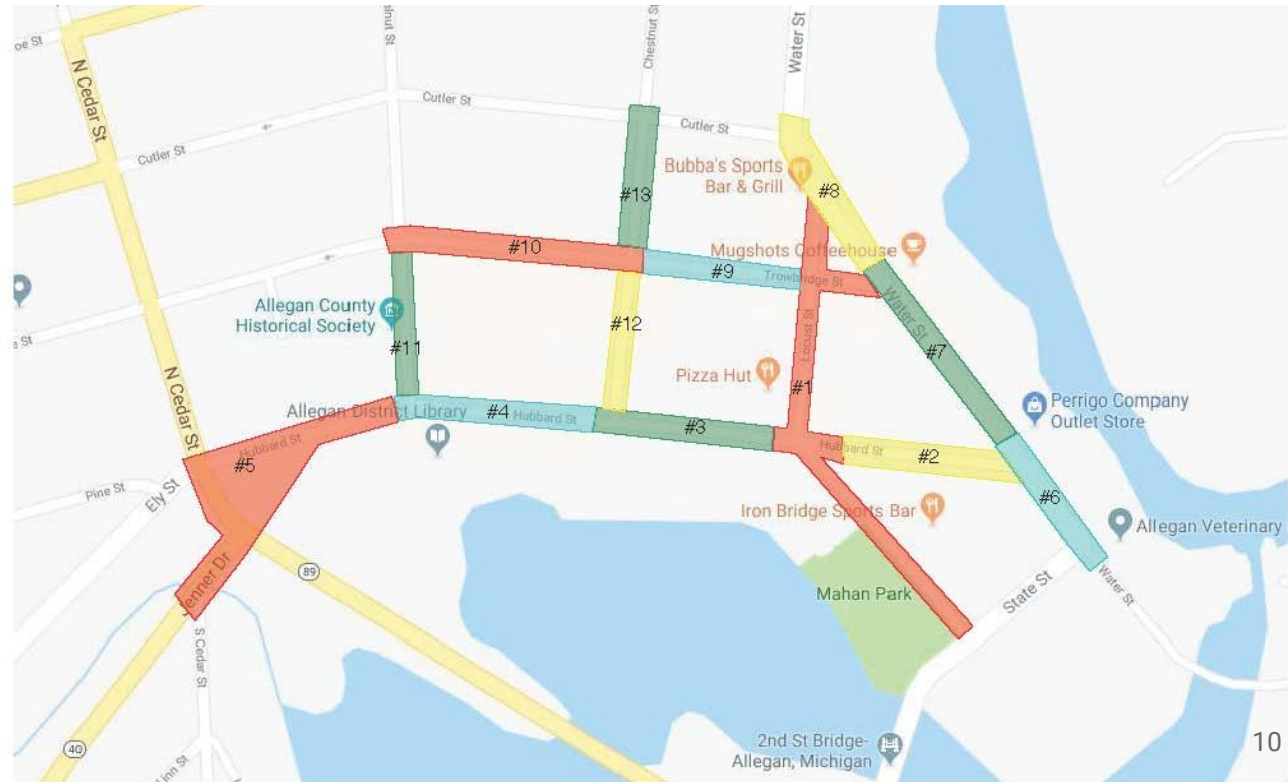
engaging with
the public to
receive input
on desired
street designs

Through the gathering of this data, Abonmarche was able to perform an analysis of Allegan's existing conditions, and produce a recommendation for an improved streetscape design. The proposal put together by city staff and Abonmarche would address all established goals, while transforming Allegan's downtown streetscape into a more activated civic and cultural core.

Streetscape

Priority of Streets

- 1 - Locust and Brady Streets
- 2 - Hubbard Street
(Locust to Water)
- 3 - Hubbard Street
(Locust to Chestnut)
- 4 - Hubbard Street
(Chestnut to Walnut)
- 5 - Hubbard Street
(Walnut to Cedar)
- 6 - Water Street Resurfacing
(State to Hubbard)
- 7 - Water Street
(Hubbard to Trowbridge)
- 8 - Water Street
(Trowbridge to Cutler)
- 9 - Trowbridge Street
(Locust to Chestnut)
- 10 - Trowbridge Street
(Chestnut to Walnut)
- 11 - Walnut Street
(Hubbard to Trowbridge)
- 12 - Chestnut Street
(Hubbard to Trowbridge)
- 13 - Chestnut Street
(Trowbridge to Cutler)



Streetscape



Perspective View
of Locust Street

Streetscape



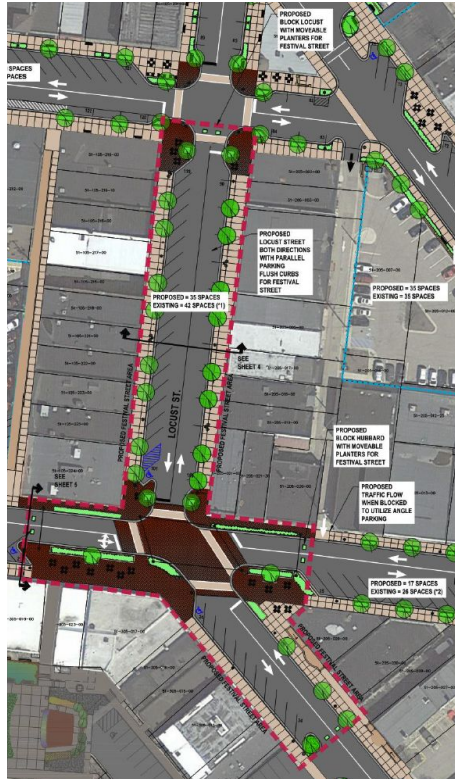
Overall Schematic Study Option B

Streetscape



Schematic Study Downtown Option B

Streetscape



Schematic Study Option B Enlarged Downtown Festival Area

- Creative Festival Streets
- Curb level with streets
- Two-Way Locust Street
- Parallel parking northbound
- Perpendicular parking southbound
- Bump-out seating areas
- Gathering spaces
- Café seating
- Dumpster screening

Streetscape



Schematic Study Option B Brady Street

- Bench seating
- ADA ramps with seat walls
- Landscape beds

Streetscape



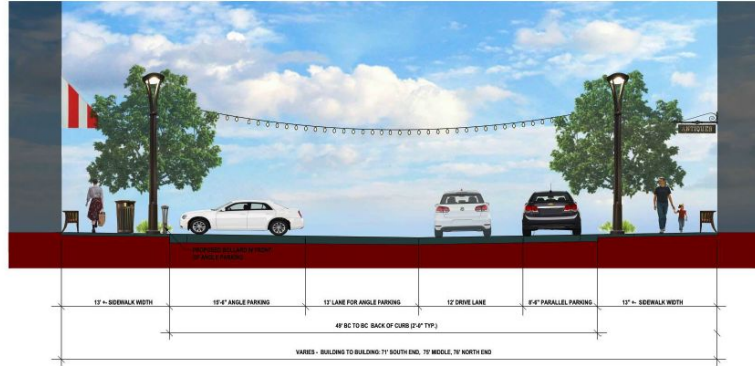
Schematic Study Option B Second Street Bridge

- One-way entrance into Downtown

Streetscape

Locust Street Elevations

- 13' sidewalk width
- 15'6" angle parking
- 13' drive lane
- 12' drive lane
- 8'6" parallel parking
- 13' sidewalk width

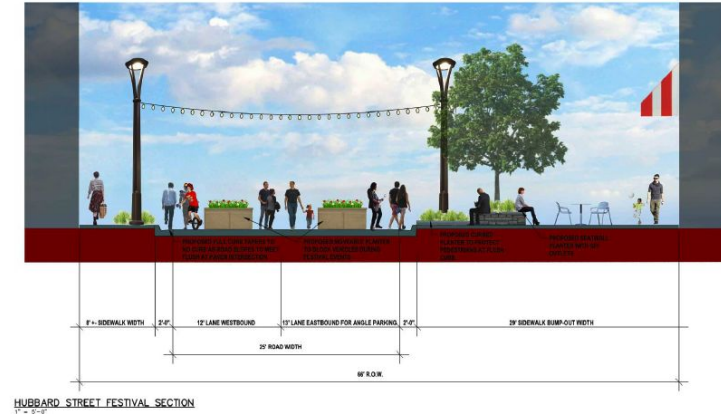


LOCUST STREET ANGEL PARKING SECTION
1" = 5'-0"



LOCUST STREET FESTIVAL SECTION
1" = 5'-0"

Streetscape



Hubbard Street Intersection Elevations

- 8' sidewalk width
- 12' drive lane
- 13' drive lane
- 29' sidewalk width



Streetscape



Perspective View
of Hubbard Street

Streetscape



Recommended
Parking Lot
Screening
(Day View)

Streetscape



Recommended
Parking Lot
Screening
(Night View)

Streetscape

Amenities: Contemporary/Traditional



Streetscape

Amenities: Modern/Industrial



Streetscape



ALLEGAN
AMENITIES: TRADITIONAL

PLAINWELL BENCH WOOD SLATS
OR CAST ALUMINIUM



PLAINWELL
RECEPTACLE



DUCTILE IRON CASTING CBF-138



DUCTILE IRON CASTING
C-10 WOOD SLAT SEATING



IRONSITES STEEL
RECEPTACLE

SCARBOROUGH LITTER
AVAILABLE WITH
SIDE OPENING TRASH
5" CIRCLE FOR RECYCLE BOTTLES
SLOT OPENING FOR RECYCLE



SCARBOROUGH STEEL BENCH AND RECEPTACLE



DUAL TRASH/ RECYCLE
RECEPTACLE



SCROLLED STEEL SLATES
IN GROUND OR SURFACE MOUNT



CAROUSEL WITH BACKLESS SEAT



CAGED ACORN STYLE
LED



EXISTING
LIGHT BOLLARD



TUBULAR STEEL MULTI BIKE RACK



STEEL PIPE SINGLE U RACKS



EXISTING LIGHT LOCATED
ON WATER STREET OR SIMILAR
STYLE TO BE CONTINUED FOR
DOWNTOWN

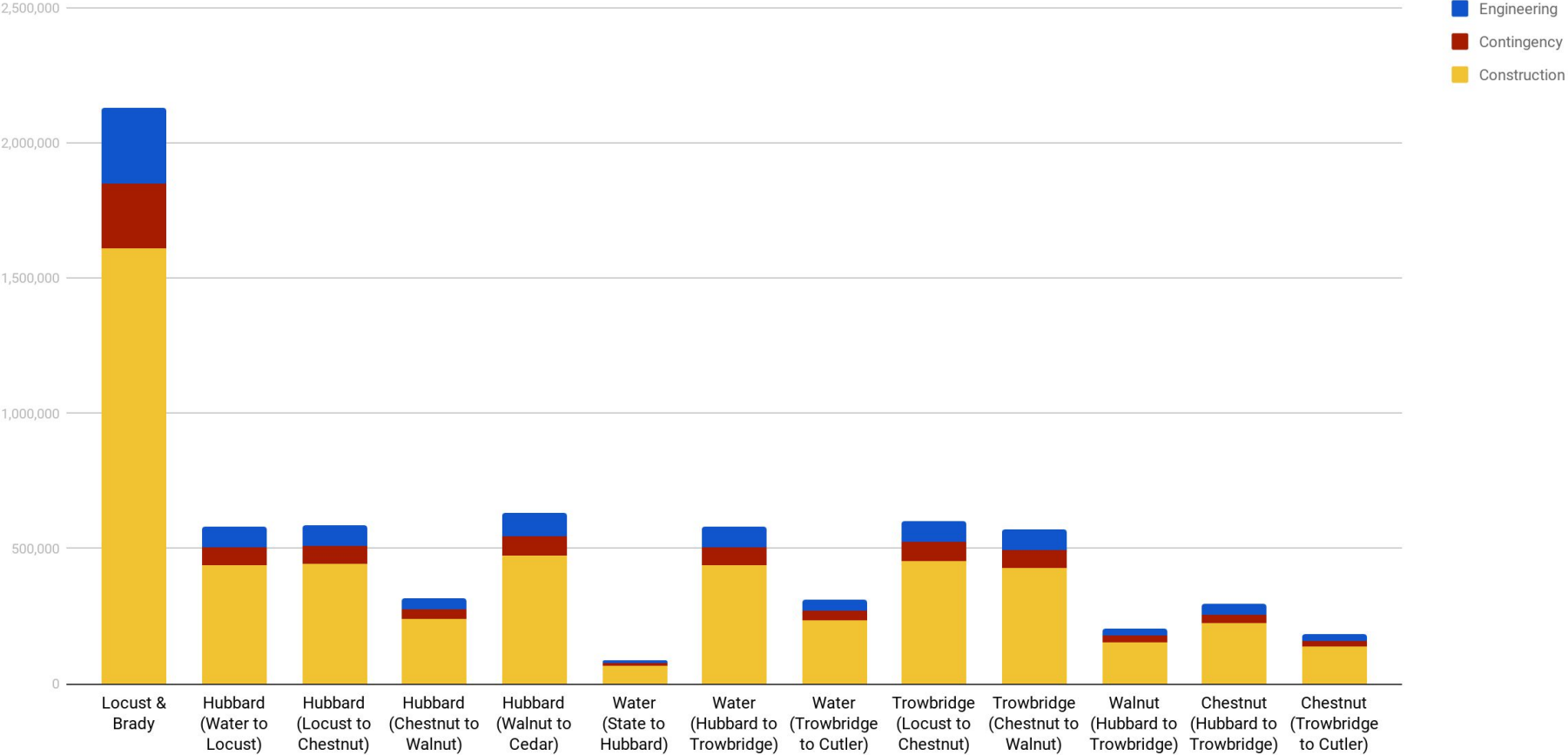
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DRAFT 10/18/2018

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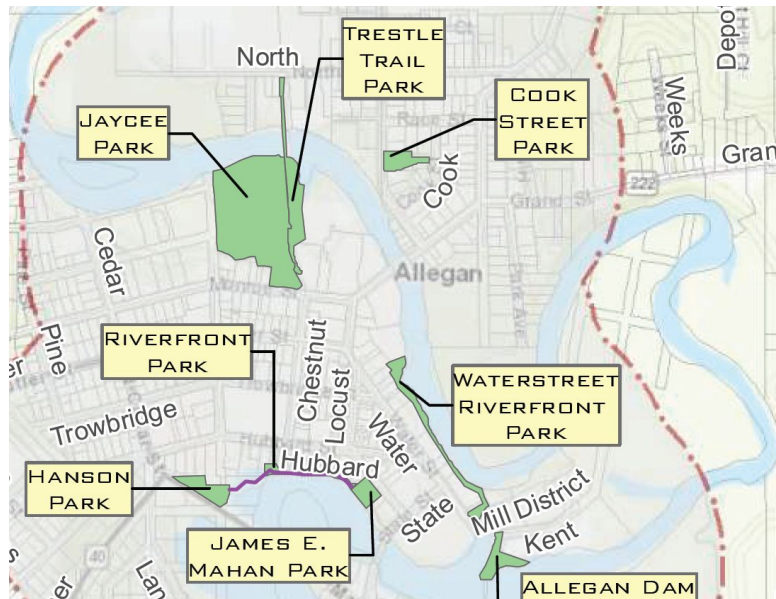
Amenities:
Traditional

Streetscape Cost Estimates



Parks

One of Allegan's greatest assets for bringing people together in Downtown Allegan is its parks. With six parks located in or directly adjacent to Downtown Allegan, these natural assets promote public health, sustainability, recreation, creativity, and serve as the primary venue for many city sponsored events. These public spaces help anchor Allegan's civic core, and because of their unique viewsheds and scenic nourishment, the continued maintenance of these green fields will be vital towards the continued growth of Downtown Allegan moving forward.



While Allegan's parks do provide a much needed strength for its main commercial and entertainment district, the City has invested resources in enhancing this strength through the creation of the Allegan Parks and Recreation Five Year Master Plan, which was approved in 2019.

Through the vision and oversight of the Allegan Public Spaces Commission, the plan will bring into focus a vision for generating greater public awareness for the City's parks, more towards installing public art to create more unique and interesting public spaces, and a greater overall emphasis on creating a better user-friendly experience for park users and recreation enthusiasts alike.

Parks

Many of Allegan's downtown parks offer unequivocal aesthetic and recreational opportunities for residents and visitors of the region. These parks feature the following assets:

WATER STREET PARK

- Pavilion
- Picnic table
- Benches
- Drinking fountain
- Decorative lighting
- Boardwalk
- Paved sidewalks with brick pavers
- Accessible parking

MILL DISTRICT DAM

- Canoe/kayak launch
- Bench
- Paved walkways
- Accessible parking

MAHAN PARK

- Gazebo
- Amphitheater-style Seating
- Picnic tables
- Plaques
- Paved sidewalks with brick pavers
- Lighting

RIVERFRONT PARK

- Splash pad
- Outdoor fireplace
- Fishing dock
- Lighting
- Benches
- Picnic tables
- Stage
- Sculpture
- Veterans Memorial
- Privately owned zipline over the Kalamazoo River

JAYCEE PARK

- Skatepark
- Dog park
- Basketball court
- Shelter & tables
- Restrooms
- Signage
- Paved sidewalks
- Grills
- Benches
- Drinking fountain
- Lighting
- 9-hole disc golf
- 9,700 sqft playground

HANSON PARK

- Gazebo
- Lighting
- Picnic tables
- Benches
- ADA accessible canoe/kayak launch
- Canoe/kayak storage
- Paved walkway
- Adjacent playground
- Accessible parking

Events

Events provide a vital source for commerce and generate activity in any downtown. In partnership with its non-profit subsidiary Positively Allegan, the City of Allegan plays host to a number of events that take place within the downtown throughout the calendar year. These events help to create that place where people to come together to enjoy the downtown and its many offerings, as well as help invite new people who may have yet to discover the charm of Allegan. As of 2019, the City of Allegan hosts the following events:

Girls Night Out

Extended business hours, sales and specials on the last Friday of April.

Good Times at the Gazebo

A free Saturday night concert series held in Mahan Park during July and August.

Ghouls Night Out

A seasonal take on Girls Night Out featuring extended business hours, sales and specials on the last Friday of April.

Bridgefest

An all-day community festival featuring activities for kids and adults, music and entertainment, food and beverages, fireworks, and more on the second Saturday of June.

July 3 Jubilee

A patriotic community festival featuring a parade, food, live music, activities, and fireworks.

Festive Fridays

Extended shopping opportunities and free, family-oriented activities every Friday in December before Christmas.

Rollin' on the River

A free Friday night concert series held on the Riverfront Stage June through August.

Allegan Festival of Beers

Six Allegan County breweries showcasing their signature thirst quenching brews, mouthwatering, food trucks, and rollicking live music on the Allegan Riverfront.

NYE! Allegan's New Year's Eve Celebration

Michigan's largest New Year's Eve ball drop on the Riverfront. This free event features food, beer, music, activities, and fireworks at midnight.

Parking

As Downtown Allegan continues to grow, a more concrete parking system must be designed and implemented in order to accommodate and support the expected growth. In the past, the City had not performed consistent enforcement of both on and off-street parking regulations due to the high availability of parking spaces and low parking demand in Downtown Allegan. Now, with dozens of new apartments projected to become available in Downtown Allegan between 2019 and 2020, along with the removal of a significant parking lot along the Allegan Riverfront that is now home to the Allegan Riverfront Plaza, the call for a structured and enforceable parking program is now imminent.

The goals of the proposed parking program are the following:

- **To designate off-street parking spaces for downtown residents to ensure that public right-of-ways are clear for snow removal and downtown events.**
- **To provide downtown shoppers with ample on and off street parking options in close proximity to Downtown Allegan's commercial core.**
- **To better track and regulate the abandonment of both operable and inoperable vehicles in the City's public realm.**
- **To create a sustainable plan to better accommodate parking for future housing and commercial growth.**



Parking



The area studied, as marked in the image to the left, has 877 standard parking spaces and 55 handicapped parking spaces, with a combined total of 932 parking spaces within the studied area.

Inventory of Current Parking

Based on extensive research and counting individual parking spaces by city staff, a current total of parking spaces within the City was obtained. This total includes two county lots, one near the intersection of Water and Cutler St., and the other by the intersection of Hubbard and Walnut. Other lots included were the lots attached to the Perrigo Outlet Store, the triangle lot near Water and Trowbridge, the lot between Water and Hubbard, the Regent Theater Lot, the remaining spaces on the East end of the Riverfront Plaza, the lots that will exist soon by the library and the West end of the Riverfront Plaza, and the lot between Water and Chestnut near Cutler Street.

Parking

Based on the counts that were gathered in the field, the following information was gathered to illustrate the demand for Downtown Parking.

Parking Area No.	Day+Time	Total Number of Spaces	Average # of Cars	Maximum # Recorded	Occupied Parking Spaces on Average	Occupied Parking Spaces at Maximum	Available Parking Spaces at Maximum	Available Parking Spaces on Average
1	Water (Mill District-State)	15	8	11	51.1%	73.3%	26.7%	48.9%
2	Water (Monroe-State)	41	22	30	52.8%	73.2%	26.8%	47.2%
3	Outlet Lot	68	28	36	41.0%	52.9%	47.1%	59.0%
4	East Gazebo Lot	21	14	21	64.6%	100.0%	0.0%	35.4%
6	Cutler Lot	75	34	55	44.9%	73.3%	26.7%	55.1%
7	Locust (Trowbridge-Water)	8	5	7	66.7%	87.5%	12.5%	33.3%
8	Trowbridge (Water-Chestnut)	33	19	29	58.6%	87.9%	12.1%	41.4%
9	Locust (Hubbard-Trowbridge)	36	20	29	55.6%	80.6%	19.4%	44.4%
10	Triangle Lot	35	25	29	70.1%	82.9%	17.1%	29.9%
11	East Hubbard	20	14	18	70.0%	90.0%	10.0%	30.0%
12	Hubbard (Locust-Water)	29	14	18	48.7%	62.1%	37.9%	51.3%
13	Brady Lot	23	8	13	32.8%	56.5%	43.5%	67.2%
14	State	7	4	6	57.1%	85.7%	14.3%	42.9%
15	Brady St	40	24	32	61.1%	80.0%	20.0%	38.9%
16	Mahan Lot	15	6	10	39.3%	66.7%	33.3%	60.7%
17	Riverfront	28	8	18	29.3%	64.3%	35.7%	70.7%
18	Hubbard (Walnut-Locust)	24	19	22	78.7%	91.7%	8.3%	21.3%
19	Regent	80	59	70	74.2%	87.5%	12.5%	25.8%
20	Chestnut (Trowbridge-Hubbard)	18	12	15	65.4%	83.3%	16.7%	34.6%
21	Chestnut (Monroe-Trowbridge)	11	5	8	47.5%	72.7%	27.3%	52.5%
22	Trowbridge (Chestnut-Walnut)	29	12	17	42.5%	58.6%	41.4%	57.5%
24	Walnut	28	12	16	44.0%	57.1%	42.9%	56.0%
25	Hubbard (Cedar-Walnut)	29	8	14	28.7%	48.3%	51.7%	71.3%
	Total	713	380	447	53.3%	62.7%	37.3%	46.7%
26	Library				Library was excluded due to construction.			

Parking

Conclusion of Parking Study

Based on these findings, it was found that Downtown Allegan provides a much larger supply for public parking than what is demanded by drivers. With this information, the Downtown Development Authority and staff can find ways to include already provided off street parking spaces to work in cooperation with future developments. By doing so, the City will be able to devote undeveloped sites towards the construction of future developments, rather than towards accessory parking spaces. With a much lower demand than supply for parking being observed during average business hours, the need for a structured daytime parking program is not yet necessary. However, due to the dozens of downtown apartments that are expected to become available within the next few years, the need for an well designed overnight parking program is still paramount.



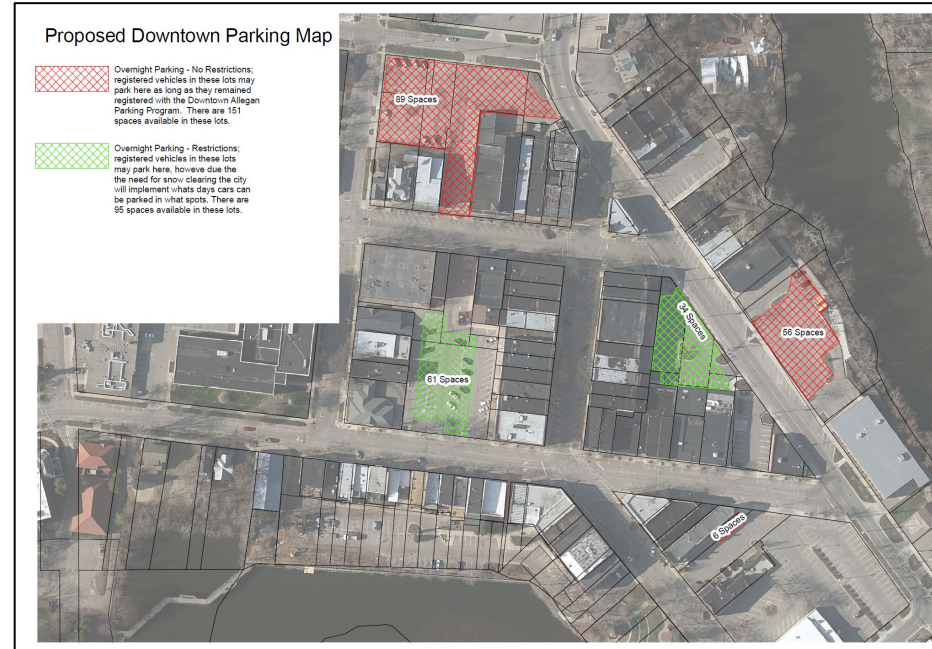
Parking

Overnight Parking

Based on the data that was obtained and analyzed through performing the study, the following parking program has been proposed. With this program, the City has put forth a solution that can be easily followed by residents and easily implemented by staff members.

Proposed Parking Program

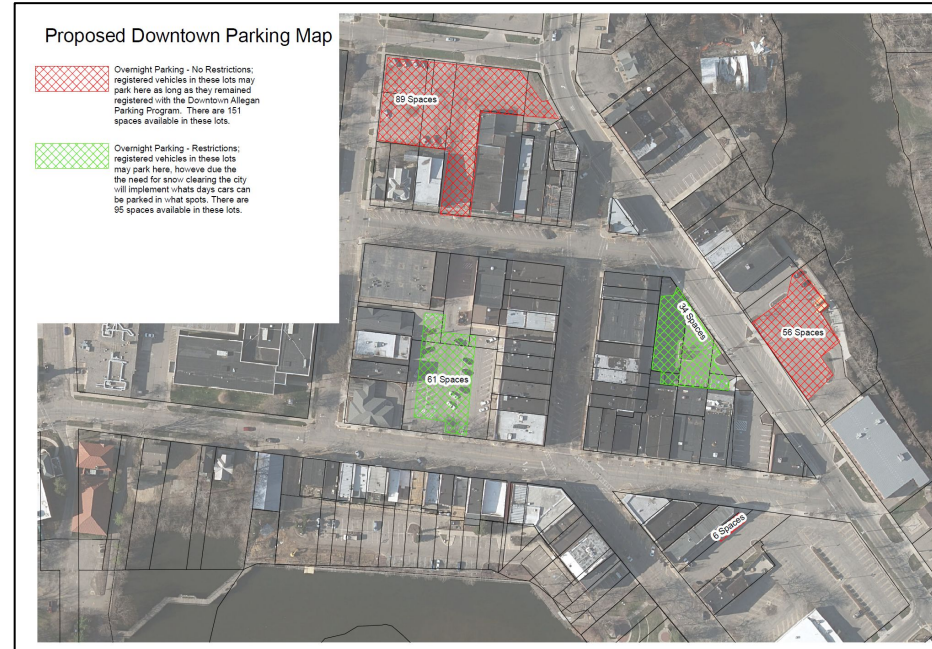
In this program, there will be four designated parking lots that will be available for downtown residents to park in overnight. These lots include the Water Street lot, the Hubbard Street lot, Water A lot, and the Cutler Street Lot. There are also six parking spaces that are available in the City owned lot between 132 Brady Street and 118 Brady Street.



Parking

Proposed Parking Program

The Cutler Street lot and the Water Street lot will be designated as *Unrestricted* lots. Any vehicle that has been registered by the Allegan Public Safety Department is allowed to park overnight in these lots, where there is a total of 151 parking spaces. The other type of parking lots are *Restricted* lots. In these lots, vehicles that have been registered by Allegan's Public Safety Department may park here overnight, but due to the necessity for snow removal in these lots, cars may be required to park in designated spaces during the winter months in order to accommodate snow removal services. These designated spaces will be color coded, and a directions for when residents will be required to park in each color coded space will be announced by city staff accordingly. The two restricted parking lots include the Hubbard Street lot and the Water A lot. There is a combined total of 95 spaces between these two lots. This allows for a grand total of 246 parking spaces available for downtown overnight parking.



Parking

Vehicle Registration and Enforcement

To register a vehicle for a parking permit, an application will need to be submitted to the City of Allegan, along with a \$10.00 deposit. This deposit will be held by the City. Parking permits will only be offered to owners or occupants of residential units and businesses located within the Downtown Development Authority Boundaries. Permits will only be issued to working vehicles, no more than two passes will be issued to a singular residential unit, business permits will be issued on a case by case basis, and all vehicles must fit within a single parking space. If a permit holder would like to return their parking permit, they may return it to receive a \$10.00 refund. Only vehicles with a permit may park overnight in Downtown Allegan. Vehicles that are not permitted will face enforcement from staff. On street parking will no longer be allowed overnight.



Building Inventory

For a small town, Allegan boasts a downtown civic core with a high volume of infrastructure. With a downtown that covers approximately 33 acres, Allegan is home to over 86 storefronts, most of which have second story spaces. While its bones may provide Allegan with a high ceiling to develop into a vibrant center for commerce and entertainment, one of Downtown Allegan's biggest struggles over the years has been the ability to attract and retain a diverse collection of local businesses.

For downtown to be successful, there must be a balanced variety of uses for each available space. There must be office spaces to bring people to town during the workday, dining options to retain these

workers during lunch and dinner times, retail and entertainment spaces to attract

visitors to town in the evenings and on weekends, and living spaces to keep a downtown vibrant year round. In Allegan, however, this balance is currently out



Building Inventory

Of the 86 first floor commercial spaces that are available in Downtown Allegan, 41 of them are strictly for office space. This means that 48% of Allegan's store fronts are closed at 5:00pm, and for the most part, on the weekends as well. This prevents the ability for new dining, retail, and entertainment businesses to move to Allegan, which are required for vibrant downtowns to thrive outside of regular office hours.

Downtown Allegan is also failing to utilize all of its available space. When looking at the 55 buildings with second floor availability, only 40% of the second story spaces are currently being used.

The table below illustrates the number and types of 1st story uses that are currently contributing to Downtown Allegan.

Office/Services	Retail	Dining	Nightlife/Entertainment	Vacancies	Total
41	21	4	5	15	86

The table below illustrates the number of available 2nd story spaces in Downtown Allegan.

Utilized Spaces	Unused Spaces	Total
22	33	55

Building Inventory

Based on this information, it has been the goal of the Allegan Downtown Development Authority to meet its vision of creating a more vibrant city core by bringing more balance and variety to its local businesses, while also finding ways to better utilize available infrastructure. To do this, the following goals have been established:

Placing an emphasis on the recruitment and retainment of dining, entertainment, and nightlife businesses.

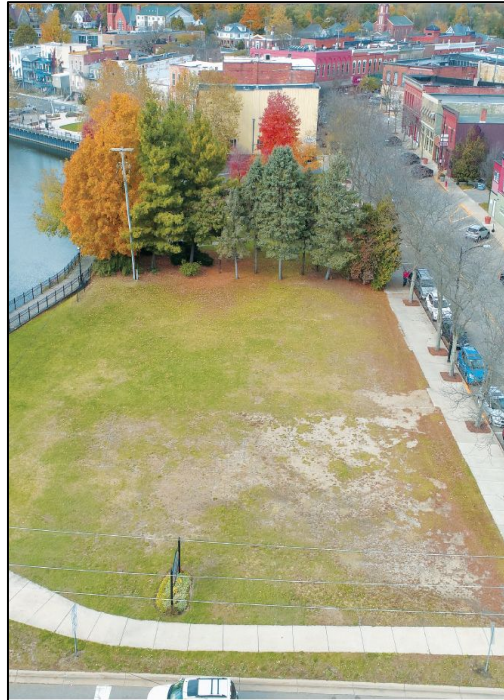
Focusing upon filling the remaining first story vacancies with dining, entertainment, and nightlife businesses.

Finding ways to incentivize the development and use of second story vacancies.

Passing new ordinances or incentives to relocate current or future office spaces within unused second floor spaces.

Key Development Sites

As the City of Allegan continues to seek new avenues for activating its downtown, two key downtown sites have been identified for potential future developments. One site is the Mill District, which is a 50 acre peninsula adjacent to Allegan's Downtown core. The site is surrounded by the Kalamazoo River and exhibits many resources that symbolize the district's historic and industrial past, including the Allegan Dam, a former mill race, and three large industrial buildings. The other site is located at 101 Brady Street, which is a .4 acre city owned lot that is situated along the Allegan Riverfront, adjacent to Mahan Park. The site is a part of the eastern gateway to Allegan's historic downtown shopping and entertainment district, and it offers unobstructed views of the City's iconic 2nd Street Bridge.



Key Development Sites

101 Brady Street

In cooperation with the Michigan Municipal League and the Michigan Economic Development Corporation, the City of Allegan hosted a focus group consisting of staff members, council members, members of the Economic Development Corporation and the Downtown Development Authority, and some members of the public, a workshop took place to discuss possible developments that could be built on the lot to help meet missing community and economic needs. Based on discussions that took place during the workshop, the following ideas were discussed:

Creating new residential and/or lodging options in a multiplex or “Missing Middle” housing format

Providing year-round activation. The ground floor is an ideal location for a high-visibility restaurant and/or retail space

Incorporate a creative design process that respects the historic character of downtown Allegan and its legacy buildings

Provide a connection between Brady Street and the Allegan Riverfront Boardwalk through incorporation of a plaza or similar amenity

Consider the important location of the subject site relative to the 2nd Street Bridge and Kalamazoo River in the building's design. Proposals incorporating signature architectural treatments of the south and west facades are encouraged.



Mixed-use building with lofts and/or hotel above indoor-outdoor waterfront event space.

To provide a concept of the type of development that the City of Allegan would like to see on the site, a sample site concept was prepared. This concept drawing is intended to be an illustrative example of the desired level of creativity in design and range of functional elements included on the site.

Next steps

Revue

WEST MICHIGAN'S ARTS & ENTERTAINMENT GUIDE



2019 MEDIA KIT

REVUE READER PROFILE

In comparison to other local print publications, *Revue*'s audience is young and active. Our average reader is 25–45 years old, college-educated, owns a home, and goes out on the town frequently. People read *Revue* to find out what's going on, where to go, and what new products to try.

HABITS AND INTERESTS:

95.2% Read the advertisements in *Revue* to learn about events, dining specials and other news.

76.1% Say that advertisements in *Revue* influence their decision to buy products or services.

63.8% Dine out once a week or more

66.6% Go to bars frequently

78.4% Drink craft beer and locally-made spirits
(52.3% drink them "often")

69% Go out at least monthly for live entertainment
(15% go out "at least weekly")

88.3% Engaged in the West Michigan arts and music community
"sometimes" or "often"

MOST-READ SECTIONS AND TOPICS:

- Special Sections
(e.g., Arts Issue, Food Issue, Beer Issue, Holiday Gifts)
- Events
- Music
- Dining/Drinking
- Cultural Arts



ENGAGEMENT:

45% Read *Revue* every month

52.4% Keep a print issue of *Revue* for a month or longer

DEMOGRAPHICS:

Age

The majority of our readers are 25–45 years old
(A comparable magazine in our area has an average reader age of 49)

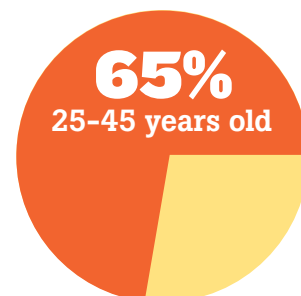
5.7%	18–24
41.4%	25–35
23.6%	36–45
18.7%	46–55
9.7%	56–65

Gender

59.8%	Female
40.2%	Male

Other

84.9%	College or advanced degree
52.9%	Married
62.8%	Own a home



Source: *Revue* 2016 Reader Survey

REACH THE MOST CULTURALLY ACTIVE PEOPLE THROUGHOUT WEST MICHIGAN WITH *REVUE*



Revue is more than West Michigan's most comprehensive arts and entertainment guide. It's also the area's most cost-effective way to reach people in their 20s, 30s and 40s who go out on the town frequently.

Our monthly magazine and website have a hyper-local focus on West Michigan's music, nightlife, dining and drinking, and cultural arts, as well as interesting people, places and products.

15,000 MAGAZINES IN 500+ DISTRIBUTION SITES

We distribute 15,000 magazines each month in Grand Rapids, Kalamazoo, Battle Creek, Saugatuck, Holland, Grand Haven and Muskegon, primarily to popular hangouts like restaurants, breweries, music venues, coffee shops, breweries, libraries and book stores.

REACH 50,000+ READERS each month with our magazine, website, newsletter and social media.

PRINT ADVERTISING RATES AND FREQUENCY DISCOUNTS

(Lower rates than any established monthly magazine in the area)

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
2-PG SPREAD	\$1,700	\$1,615	\$1,530	\$1,360
FULL PAGE	\$1,013	\$962	\$912	\$810
9/16 PAGE	\$760	\$721	\$682	\$608
1/2 PAGE	\$698	\$663	\$619	\$550
3/8 PAGE	\$558	\$530	\$502	\$446
1/4 PAGE	\$419	\$397	\$377	\$335
3/16 PAGE	\$366	\$347	\$329	\$293
1/8 PAGE	\$314	\$298	\$282	\$250
1/16 PAGE	\$156	\$148	\$140	\$125

ALSO AVAILABLE:

- Cover wrap
- Cover post-it note
- Inserts
- Web and newsletter ads
- Sponsored content
- Ad design services

Ask us about discounts for nonprofits, agencies, arts organizations and new businesses.

PRICES ARE PER MONTH. All ads are **full color** (CMYK). Magazines are distributed by the 1st of each month.

DELUXE MARKETING OPTIONS

PREMIUM PROMOTIONS

(Inquire for pricing if not listed)

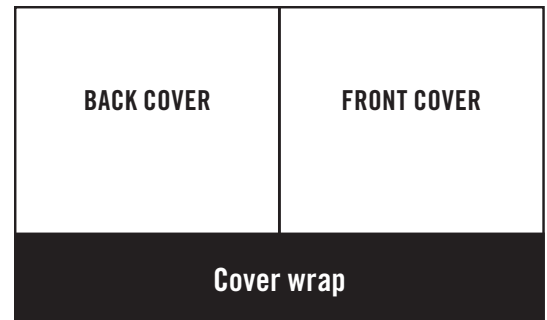
■ Cover wrap*	\$3,500
■ Cover post-it note*	\$2,250
■ Inserts*	\$65 per 1,000 inserts <i>Minimum order: 10,000 inserts</i>
■ Premium web ad positions and interstitials	
■ Enewsletter takeovers	
■ Promotional giveaways	
■ Boosted social media posts	
■ Sponsored content	

*Must be reserved by the **7th of the month** before publication to allow for production time. Pricing includes printing costs.

PREMIUM PRINT AD POSITIONS

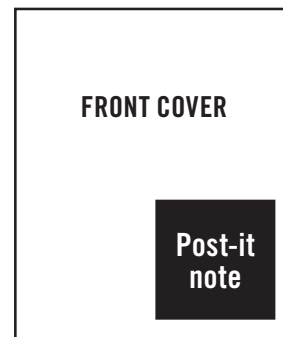
(One-time rates listed below, frequency discounts are available)

Center Spread (2 pages)	\$2,000
Inside Front Cover	\$1,300
Back Cover	\$1,500
Inside Back Cover	\$1,250



COVER WRAP

- Printed on 70# gloss paper stock, 4" high
- Attached to outside of magazine
- Wrap is printed on both sides, giving you 4 pages of messaging



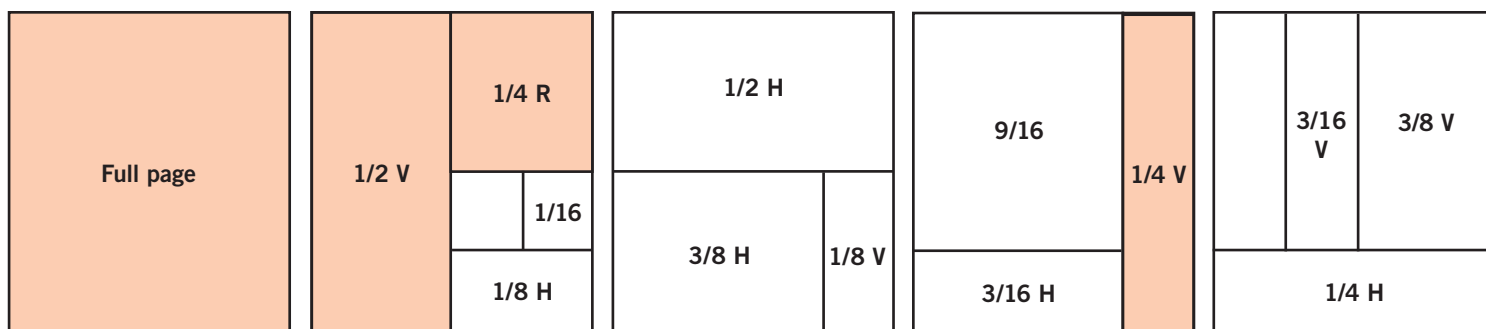
COVER POST-IT NOTE

- 3x3" sticky note posted on cover

GET A DISCOUNT WHEN YOU BUNDLE THESE PREMIUM OPTIONS!

Contact us about a sponsorship package, custom designed for maximum impact to meet your business needs.

/// PRINT ADVERTISING DETAILS



Shaded sizes are the most popular choices

AD SIZE *in inches* *width* *height*

2-PAGE SPREAD (Inquire for detailed specs*)

AD SIZE	width	height
FULL PAGE (non-bleed*)	9.25 w	10 h
9/16	6.6875 w	7.375 h
1/2 H	9 w	4.875 h
1/2 V	4.375 w	10 h
3/8 H	6.6875 w	4.875 h
3/8 V	4.375 w	7.375 h
1/4 H	9 w	2.375 h
1/4 V	2.0625 w	10 h
1/4 R	4.375 w	4.875 h
3/16 H	6.6875 w	2.375 h
3/16 V	2.0625 w	7.375 h
1/8 V	2.0625 w	4.875 h
1/8 H	4.375 w	2.375 h
1/16	2.0625 w	2.375 h

*For full page ads or 2-page spreads with bleeds, please email your sales rep or artist@revuewm.com for detailed specs. No other ad sizes may have bleeds.

SPECIFICATIONS

FILE FORMATS: .PDF STRONGLY PREFERRED. .JPG, .TIF or .EPS are acceptable.

RESOLUTION: 200-300 dpi

COLOR MODE: CMYK (no spot colors)

OTHER: To ensure that your ad reproduces correctly and clearly:

- **Avoid CMYK black (use 100% black ink), especially on text and on backgrounds with reverse (white) text.**
- No crop marks, please.
- Total ink coverage should not exceed 245%.
- Embed all fonts and flatten layers.

AD SUBMISSION: Send to artist@revuewm.com. If it's larger than 5MB, use a file sharing service such as [wetransfer.com](https://www.wetransfer.com).

QUESTIONS? Contact a designer at artist@revuewm.com or call/email your advertising consultant.

DEADLINES

Deadline dates fluctuate each month. See our editorial calendar for monthly dates for space reservation and ad artwork.

REVUE 2019 EDITORIAL CALENDAR

ISSUE MONTH	EDITORIAL FEATURES	ABOUT	Space reservation, ad design materials	Print-ready ads
JAN	50 THINGS TO DO IN 2019 SPECIAL AD SECTION: WEDDING GUIDE: GETTING HITCHED IN WEST MI	<i>Revue's</i> definitive guide to local happenings in the year ahead. We'll explore concerts, restaurants, festivals and so much more.	DEC 14	DEC 17
FEB	CHEAP ISSUE	Here in West Michigan, we love a great deal. This issue helps our readers find highly affordable meals to eat, places to shop and things to do.	JAN 15	JAN 17
MAR	PEOPLE ISSUE	We shine a spotlight on 10 fascinating people who are shaping the past, present and future of West Michigan.	FEB 15	FEB 18
APR	WEST MICHIGAN DINING GUIDE PLUS: Best of the West readers poll begins!	Year by year, West Michigan's food scene continues to grow. In this issue, we explore the top locally owned destinations for five-course meals, cheap eats and everything in between.	MAR 15	MAR 18
MAY	DRINKING ISSUE SPECIAL AD SECTION: FARMERS' MARKET GUIDE	<i>Revue</i> celebrates wine, spirits, cider and cocktails, exploring the best places to drink and what's new on the scene.	APR 15	APR 17
JUN	MUSIC ISSUE / SUMMER FESTIVAL GUIDE SPECIAL AD SECTION: ICE CREAM & COOL SUMMER TREATS	Our annual roundup of the best local music, from the brand new bands to West Michigan mainstays. Also: A guide to festivals in West Michigan and beyond.	MAY 15	MAY 17
JUL	PETS ISSUE	We explore the best shops for products to spoil your pets, locally made pet items, and where you and your furry friends can spend time together.	JUN 14	JUN 17
AUG	BEST OF THE WEST WINNERS	Results from our fourth-annual reader poll to crown the best of West Michigan — music venues, restaurants, bars, shops, people and more.	JUL 15	JUL 17
SEP	ARTS ISSUE	A complete season preview of West Michigan's cultural arts events, as well as artist profiles.	AUG 15	AUG 19
OCT	BEER ISSUE	<i>Revue's</i> annual look at local craft beer is a thorough guide to the scene, with an extensive brewery guide, beer face-offs, trends and more.	SEP 13	SEP 17
NOV	LOCAL HOLIDAY GIFT GUIDE	We encourage readers to shop local and start early, guiding them to personalized gifts around West Michigan.	OCT 15	OCT 17
DEC	REARVIEW MIRROR	We'll examine how the restaurant, drinking and arts scenes have changed in the recent past, highlighting newcomers to the scene.	NOV 12	NOV 15

IN EVERY ISSUE:

Events
Local Music
Art & Culture
Dining & Drinking
New Businesses



AD DESIGN: Let our creative team help design your ad! Materials are due on the same date as space reservation.

QUESTIONS? sales@revuewm.com or 616.608.6170

Dates and topics are subject to change.

Signed contracts required to guarantee space reservation.

Magazines are distributed by the 1st of each month.

Revue Magazine / P.O. Box 1629, Grand Rapids, MI 49501-1629 / P: 616.608.6170 / F: 616.608.6182 / revuewm.com

Revue
WEST MICHIGAN'S ARTS & ENTERTAINMENT GUIDE

Updated 10/15/18

REVUE ARTS

Covering West Michigan's cultural arts organizations and happenings



Revue Arts' monthly coverage includes critical online reviews and feature stories on events, people and arts organizations.

From hard news to inspiring pieces, Revue Arts reports on everything from symphony orchestras and theaters, to museums, visual artists and dance ensembles.

Each month, the Revue Arts section is included in the 15,000 copies of Revue West Michigan that are circulated to more than 500 spots across the region.

Plus, we print **an extra 5,000 copies of Revue Arts** as a **standalone magazine** to distribute at additional locations where cultural arts fans and supporters are most likely to find it.

Contact us today about discounted nonprofit advertising rates!

ANNUAL ARTS ISSUE:

Each September, Revue Arts takes over the cover of the main magazine! The annual Arts Issue — one of our biggest issues of the year — includes extensive arts coverage, including the entire 2018–19 season preview. This popular edition offers a comprehensive look at the arts scene, along with multiple local Q&As with emerging West Michigan artists, performers and executives.

88.3%

Revue readers are engaged in the West Michigan arts and music community

5,000

Extra copies of Revue Arts distributed to cultural arts venues

REVUE ARTS 2019 EDITORIAL CALENDAR

JAN	West Michigan Gallery Guide	Revue rounds up a comprehensive directory of not only local galleries, but also art-supply stores.
FEB	Dance Spotlight	Revue chats with local dancers and dance organizations while offering a look ahead at events.
APR	Art Education & Summer Camps Spotlight	This focus section highlights local arts-related camps for kids, as well as local art-related programs and classes for adults.
JUN	Theatre Spotlight	Revue takes a closer look at local actors, directors and other behind the scenes people at local theatre companies.
JUL	Michigan Museums	A break down of what's being exhibited across the state, what's coming soon, and interviews with curators.
NOV	Symphony Spotlight	This special section comprises interviews with local musicians, conductors and behind the scenes people.

SPONSORED-CONTENT PACKAGES

Tell your story, in your voice

Sponsored content offers you an unmatched opportunity engage upscale, active Millennials and Gen-Xers in West Michigan. We'll work with you to create highly sought-after content that will be distributed to more than 50,000 readers of REVUE via our website, e-newsletters, social media and print editions. Each campaign runs over a four-week period and includes a print advertorial, website story, e-newsletter story, banner ad, social media posts and more.

SPONSORED CONTENT







BURNING FOOT BEER FESTIVAL RETURNS TO MUSKEGON

Muskegon's Pere Marquette Beach Ignites Aug. 25, 2018, as the Lakeshore Brewers Guild proudly presents the 4th Annual Burning Foot Beer Festival.

Serving as Michigan's only beer festival on the beach, festivalgoers can enjoy some of the finest craft beer found in the Great Lakes region, meet to bond at a laid-back, grassy local and national music scene—all while taking in the beautiful shoreline of Lake Michigan.

This year, Burning Foot will feature more than 20 breweries from Michigan, Illinois and Wisconsin. Entertainment will come in a variety of musical styles, including the A-listers of the festival, the 4th annual Burning Foot Beer Festival. The festival will also feature a "Beach Out" and "Beach In" to the high end, with locally and nationally renowned acts including "Victory" from their 2012 album "Speak in Code".

Throughout the festival, Burning Foot will showcase the Lakeshore Brewers Guild's role on the main stage. This year, the festival features local and national craft beer, including Michael "Miguel" Haggard and Marshall Ockerman "The MC" performing with the The Long Beach Club Alliance. Local bands Mustard Plug and Thunderbolt return to the festival this year, having both previously played the Burning Foot stage in 2016. Over on the new waterfront stage, set to be unveiled this year, local bands and local breweries will perform some of the best local music in the area.

As a result of the festival's approach to the local music scene, the festival has earned a reputation as a premier local music venue. In 2016, the festival was named one of the best local music venues in the Midwest by *Rolling Stone*. The festival also features a "Beach Out" and "Beach In" to the high end, with locally and nationally renowned acts including "Victory" from their 2012 album "Speak in Code".

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4th Annual Burning Foot Beer Festival

August 25, 2018

Pere Marquette Beach, Muskegon

[burningfootbeer.com](#)

GOLD: **\$1,750**

- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (4 weeks)
- Promoted with posts on REVUE social channels (4 weeks)
- One full-page advertorial in REVUE print issue
- One full-page four-color ad in REVUE print issue
- Promoted with interstitial ad on REVUEwm.com (1 week)
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

SILVER: **\$975**

- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (2 weeks)
- Promoted with posts on REVUE social channels (2 weeks)
- One full-page advertorial in REVUE print issue
- Promoted with interstitial ad on REVUEwm.com (1 week)
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

BRONZE: **\$650**

- Featured on REVUEwm.com's homepage (4 weeks)
- Featured in REVUE's weekly e-newsletter (1 week)
- Promoted with posts on REVUE social channels (1 week)
- One half-page advertorial in REVUE print issue
- Promoted with 300x250 banner ad on REVUEwm.com (4 weeks)
- PDF of sponsored content to post on your website

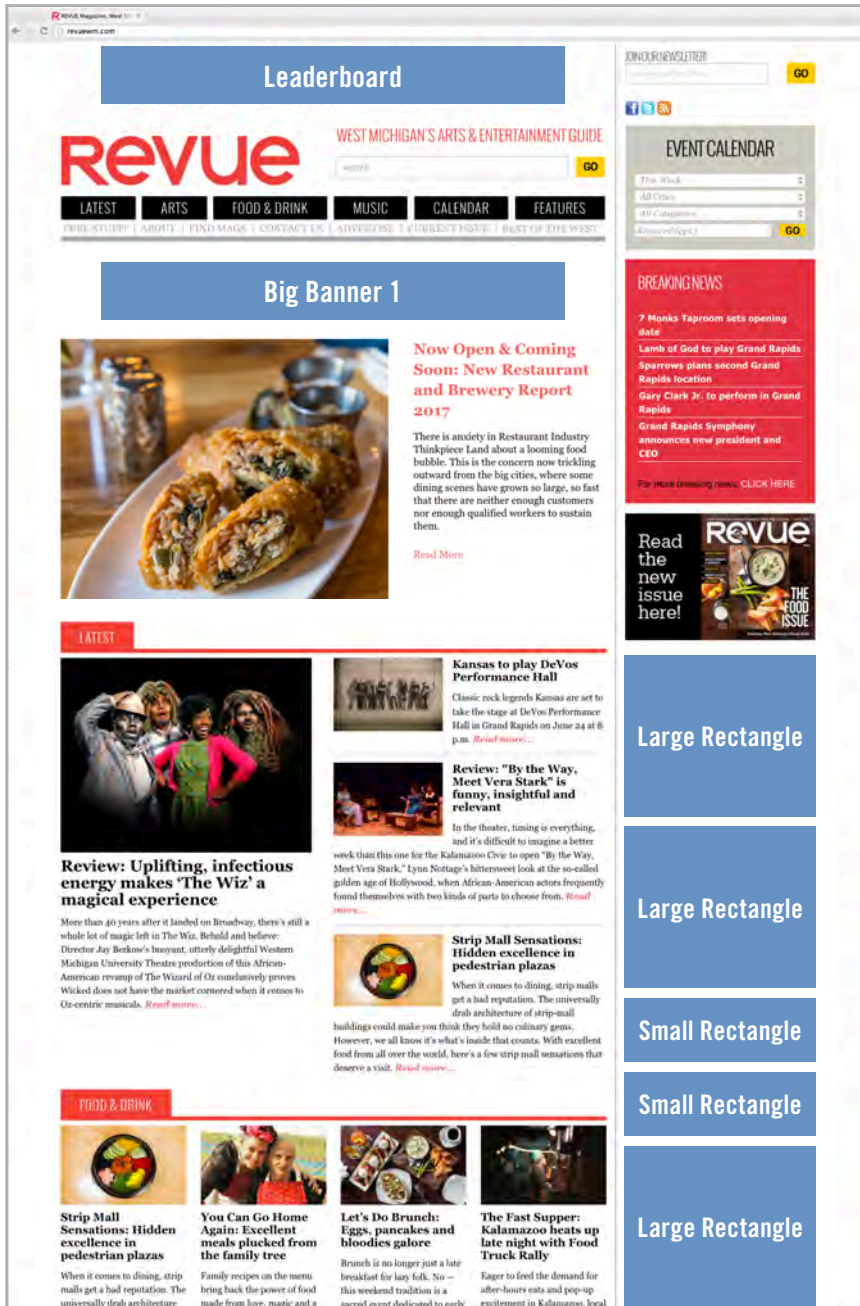
^ Full-page sponsored content advertorial in REVUE's print magazine

NEED HELP WRITING YOUR CONTENT?

Revue can assist on creating effective, sought after content.
Contact us today for more details.

WEB ADVERTISING RATES

RevueWM.com is a comprehensive source for all things entertainment in West Michigan.
Our mobile-friendly website offers all the great features you see in print every month, plus plenty of other goodies.



(Bottom of page)



WEBSITE FEATURES

- Mobile-friendly and responsive
- Web-exclusive content: reviews, breaking news, event calendar, videos, photo galleries
- Promotional giveaways
- Full magazine published online
- Your ad will appear on all pages of the website

AD SIZES/POSITIONS

(dimensions are width x height in pixels)

- **INTERSTITIAL AD (pop-up window)**
Desktop Interstitial (680x520 or custom size)
Mobile Interstitial Ad (300x400)
plus large rectangle ad (300x250) — \$175/week
- **LEADERBOARD** (728x90)
plus large rectangle ad (300x250) — \$125/week
- **BIG BANNER 1** (728x90)
plus large rectangle ad (300x250) — \$100/week
- **BIG BANNER 2** (728x90)
plus large rectangle ad (300x250) — \$100/week
- **LARGE RECTANGLE** (300x250) — \$75/week
- **SMALL RECTANGLE** (300x100) — \$40/week

AD SPECIFICATIONS

- File Formats: .JPG, .PNG, .GIF, .SWF
- Resolution: 72 dpi
- Colors: 256 maximum (RGB)

DEADLINES & AD SUBMISSION

Ad artwork is due **3 business days before scheduled run date.**

E-mail ad artwork to artist@revuewm.com and include click-through URL destination.

Leaderboard

Revue

Thursday, 5 March 2015



WEEKLY

What to eat, drink, watch and listen to in West Michigan

THE ITINERARY

Punk takes over the Pyramid Scheme; World Affairs Council offers foreign policy discussions in GR

If you're concerned about the state of politics (and who isn't, these days), you might want to check out a series of foreign policy discussions at the **Aquinas College Performing Arts Center** on Mondays from 6 p.m. to 7:15 p.m., presented by the **World Affairs Council of Western Michigan**. This nonprofit, non-advocacy organization is educating local residents with the help of national experts on U.S. foreign policy and international issues one discussion at a time. Feb. 6 is all about *Rer Prescription for Latin America*; Feb. 13 is *Choke Points: The World's Water, Food, and Energy Crises*; Feb. 20 discusses *Nuclear Proliferation, Nuclear Insecurity?*, and Feb. 27 brings *South China Sea: Clash of Strategies*. For more information about the events and guest speakers, visit worldaffairs.org.



AJJ and Joyce Manor (pictured) are both powerhouses in the modern punk-rock scene, even if they take the genre in fairly different directions. **AJJ**, with its strong leanings toward folk, released *The Bible 2* in fall of last year. Even at just 30 minutes long, the record is dense with memorable lyrics and lo-fi melodies. A few months later came **Joyce Manor's** even shorter release, *Cody*, rife with catchy choruses and guitars reminiscent of golden-age '90s emo. The two share the stage tonight at **The Pyramid Scheme** in Grand Rapids. **Mannequin Pussy** also joins as a special guest. Tickets are \$20.



Get ready to chuckle

With *LaughFest* upon us, the team at **REVUE** dedicated plenty of ink to all things funny in West Michigan. In our extended comedy section, we grabbed interviews with both national names in the comedy scene and local gems. Check them out:

Nardos Osterhart: Accidental Comedy

When **Nardos Osterhart** wanted to practice public speaking for her day job, she turned to unconventional training to help her master the art of delivery. Instead of working with a speaking coach, the registered nurse and manager at a major health care organization in Grand Rapids took the stage as a stand-up comic to hone her presentation skills. [READ MORE](#)

Article Banner

BEER

TASTING NOTES: Transatlantique Kriek (New Belgium Brewing Co. - 8.0% ABV)

Fruit beers are not for everyone, nor are sour beers. So it stands to reason that **New Belgium** was aiming for a niche market with its new **Transatlantique Kriek**, a lambic ale made with sour cherries.

The collaboration with **Old Beersel** of Belgium was aged for two years in wood barrels before being shipped to the Fort Collins brewery. From a 22-ounce bottle, it pours a bright, clear red with a slight pinkish head that quickly dissipates. With a fair amount of carbonation, the beer could be mistaken for cherry soda at a quick glance.

Score: 82/100

— Reported by Joe Boomgard, *Revue Beer Czar*

Large Rectangle



MOVIES

Movies we're seeing this weekend...

Chappie

It's only a matter of time before robots take over the human race. For a little snapshot into this reality, you can see **Chappie** this weekend. In a time where society is policed by robot forces, one droid was given new programming and, as a result, gains the ability to think for himself and feel.

Small Rectangle



LOCAL TRACK OF THE WEEK: "Glory" by Hey Marco!

Basically this song exemplifies the high life we are all dreaming about in our offices, experiencing cubicle fever. [CLICK HERE](#) to check it out on your lunch hour and envision yourself elsewhere. — Abigail Racine

Anchor

Make sure to visit RevueWM.com for more!

REVUE WEEKLY NEWSLETTER ADVERTISING RATES

Looking for something to do this weekend? So are our readers!

Revue's weekly newsletter comes out every Thursday and is packed with information on upcoming events, local bands, restaurants, beer, and interviews with local and national personalities. **Reach 8,340 of our most engaged readers** directly in their inboxes each week.

AD SIZES/POSITIONS

Dimensions are width x height in pixels. All prices are per week.

- **LEADERBOARD** (728 x 90): \$75/week
- **LARGE RECTANGLE** (300 x 250): \$50/week
- **SMALL RECTANGLE** (300 x 100): \$25/week
- **ARTICLE BANNER** (350 x 60): \$25/week
- **ANCHOR** (728 x 90): \$50/week
- **E-NEWSLETTER TAKEOVER!**

Reserve all ad spaces in the newsletter. Inquire for pricing.

- Leaderboard
- Anchor
- Large Rectangle
- Small Rectangle
- Article Banner

AD SPECIFICATIONS

- File Formats: .JPG, .PNG, .GIF, .SWF
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MEMORANDUM

TO: City of Allegan Downtown Development Authority
FROM: Jordan Meagher
RE: 101 Brady Street Bid Discussion
DATE: February 11, 2019

Summary

It is requested that the Downtown Development Authority review the submitted bid from CL Real Estate Development, LLC concerning the 101 Brady Street Lot.

On December 5th, 2018, the City posted an RFQ soliciting bids for the development of 101 Brady Street. The request sought the qualifications of developers to determine which developers could deliver a project that met the established vision for the lot of the Allegan DDA, EDC, and City Council.

On the February 6th, 2019 proposal deadline, the City received one bid from CL Real Estate Development, LLC of Peru Illinois. The firm was connected with the City through the MEDC, who are currently working with the firm to develop a mixed-use boutique hotel with upscale dining, event, and retail spaces in Hillsdale, Michigan. CL Real Estate has met with city staff numerous times over the past six months to tour potential development sites and better understand the City's vision for these sites.

Along with the project in Hillsdale, CL Real Estate specializes in developing in small historic downtowns, where they have completed projects in Downtown Ottawa, IL, Mendota, IL, and La Salle, IL. These projects have accounted for between \$1 million and \$10 million in funding.

Attached is the submitted bid from CL Real Estate Development, LLC.

Recommendation

It is recommended that the Downtown Development Authority review and discuss the bid submitted by CL Real Estate Development, LLC for the potential development of 101 Brady Street, and provide staff with a recommendation on how to move forward with the project.



**RESPONSE TO CITY OF ALLEGAN, MICHIGAN
QUALIFICATIONS STATEMENT
DEVELOPMENT OF THE ALLEGAN RIVERFRONT
PROPERTY AT 101 BRADY STREET**

February 6, 2019

1. Respondent: CL Real Estate Development, LLC, Developer
2. Address: 315 Fifth Street, Peru, IL 61354
3. Phone: 815.224.6639
4. Tax ID #: 45-2968553 – CL Real Estate, LLC
5. Point of Contact: Nathan Watson, General Mgr., Real Estate Development
CL Real Estate, LLC
315 Fifth Street
Peru, IL 61354
Phone: 815.224.6639
Email: Nathan.Watson@CL-Enterprises.com

Brant Cohen, Michigan Development Assoc., Real Estate Development
CL Real Estate, LLC
42 Union St. Suite 14
Hillsdale, MI 49242
Phone: 815.354.4721
Email: Brant.Cohen@CL-Enterprises.com



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February 6, 2019

City of Allegan
ATTN: Community Development Department
112 Locust Street
Allegan MI 49010

Dear Jordan,

We are pleased to respond to the City of Allegan's request for qualified developers for the 101 Brady Street riverfront parcel. CL Real Estate is located in Peru, Illinois, heart of the Starved Rock Country in Central Illinois. Our mission is to *'find the big in the small'*. Our focus is transformative development opportunities that not only deliver financial returns, but also act as catalysts for the regeneration of small-town communities throughout the Midwest. To that end, our goal is to develop, own, and operate the most forward-thinking, sustainable, and architecturally excellent developments in our target markets. We accomplish this by creating big ideas and executing them with ambition and flair. We combine proven real estate approaches with innovative design ideas, demographic focus, and lifestyle trends. CL Real Estate's expertise lies in the development of commercial real estate, including hospitality, retail, and residential.

CL Real Estate has the experience to develop the 101 Brady Street parcel. Through area research and meetings with the City of Allegan Perrigo and Ropes Course Inc., we see the immediate impact of this development. This parcel sits on a prominent corner with a wonderful view of the Kalamazoo River, but there is a deficiency in downtown lodging, hospitality, and dining options in the area. We envision constructing a mixed-use space incorporating retail shops, a meeting/events space, and dining. Our plan is to develop high-end, long-term residential spaces, short extended stay units, or a boutique hotel on the upper levels. We are still exploring the best option for the upper floors, among those three mentioned, which will be determined after a more thorough market study of Allegan.

The meeting/events space will serve local businesses in Allegan as well as providing an intimate downtown events space. Focus will be drawn to the downtown district and increase foot traffic. The development will feature a casual restaurant perfect for a business lunch or an evening out. Unique or destination retail shops have the added benefit of being in the center of the development activity. We intend to highlight the river views in these spaces and focus on a design esthetic that will complement the architecture of Allegan.

Yours,

Nathan Watson, General Manager, CL Real Estate Development, LLC

cc. Brant Cohen, Michigan Development Associate, CL Real Estate Development, LLC



I. Understanding of Project Scope and Vision

We envision the development of the 101 Brady Street parcel as an innovative, attractive, mixed-use and pedestrian-friendly development. It will be designed to enhance Allegan's historic urban character with the introduction of creative ideas and techniques.

Envisioned Uses: Consistent with the visions of the City for the development of this parcel, we envision the following to be included in the project:

- Ground Floor Retail and Restaurant: The use of unique retail shops and deluxe restaurant will energize the streetscape.
- Meeting/Events space will be an essential component
- Consideration will be given to developing either a boutique hotel or residential living, depending on best use scenario.
- Residential for Sale or Rent or combination. The residential units will take advantage of the views of the river. The units will likely target an upscale market for business stays, lifestyle renters, down-sizing executives, retirees, and young professionals.

Key Challenges and Opportunities:

- The parcel is small, and the scope of the project may be limited by its size. Boutique hotels require a certain number of rooms for financial feasibility.
- Market Study: Pre-development activities will include answering market determination and intended uses such as:
 - Type/quantity of residential units?
 - Is a boutique hotel justified?
 - Can the area support a restaurant and additional retail? Although we anticipate demand exists for these components, we are confident a



market study will allow us to maximize the likelihood of this development's success and sustainability.

- Parking: The parking available for this project is based on the mixed-use of the building and number of spaces may affect the development plans. We will look to using off-site parking.

Potential Size and Scope:

- We envision a four-or-five story building utilizing the entirety of the parcel.
- Depending on market capacity and times as well as parking, we envision three floors of residential units
- Should a boutique hotel component be determined to be the highest and best use, we propose 40 – 60 guestrooms and suites.
- Rooftop use could be considered in the development to take advantage of river views.
- Intermediate milestones:
 - RFQ Submitted with concept: February 6th, 2019
 - Finalist Team notified: March 19th
 - Finalist Presentation to evaluation committee: March-April 2019
 - Finalize terms of a redevelopment and purchase agreement: May 2019
 - Design Development Completed: October 2019
 - Closing on Parcel Acquisition: to be determined with the City of Allegan
 - Commencement of Construction: Contingent upon completion of Design Development and financing.
 - Construction Completion: approximately 12 Months from Construction Commencement.



II. Concept Plans Renderings







III. Personnel/Professional Qualifications

Developer: CL Real Estate Development, LLC, Peru, Illinois

Relevant Experience:

- **Hospitality Projects:** CL Real Estate Development's associated company, Tangled Roots Brewing Company, has completed the adaptive reuse of two 1870's historic Main Street properties in downtown Ottawa, Illinois. The project involved the complete renovation and adaptive reuse of the buildings. The common wall between the buildings was removed and the two buildings joined seamlessly to become one large, dramatic brewpub and fine dining restaurant – the Lone Buffalo. The project construction budget exceeded \$4.0 Million and is the catalyst for a resurgence of downtown economic activity and additional renovations. CL Real Estate is currently redeveloping the 1885 historic Keefer House Hotel in Hillsdale, Michigan. This project includes the creation of a 34 key boutique hotel with an up-scale restaurant along with a unique shopping experience among the three store fronts within the hotel envelope all connected internally to the lobby. This will also include a mixed-use green space for out-door dining and events.
- **Mixed-Use Urban Development:** CL Real Estate Development is also redeveloping several other properties in LaSalle, Ottawa, and Lockport, Illinois. All properties which all involve contextual design in main street areas. These projects include the complete renovation and repositioning of the former Carson Pirie Scott Department Store of Ottawa (@1961; 39,000 SF), the former Woolworth Building of Ottawa (@1961; 12,650 SF), a former downtown retail store in LaSalle (@1870; 14,000 SF), and a former garage building in downtown Lockport (@1920; 6,900 SF). In addition, CL Real Estate Development is also building a new construction infill retail and residential lofts property on a vacant lot in downtown Ottawa, Illinois – 112 W. Madison Street.

a. Relevant Knowledge:

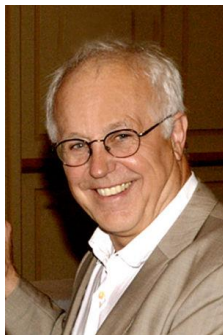
- **Development:** CL Real Estate Development has the track record of renovating historic properties as described above, including finance, design, construction, and operation of mixed-use developments, including high-end hospitality uses, in a small-town marketplace. The development team also includes experienced hospitality operators as consultants and operator. The team leadership has more than 25 years of experience in diverse real estate development business.



- **New Construction:** CL Real Estate Development is currently constructing a new building with high-end apartments and retail space on the first floor in Ottawa, Illinois. We have experience in developing new buildings with unique architectural design and efficient use of space to make the most of the parcel.
- **Restaurant Operations:** CL Enterprises has direct experience designing, constructing, opening, and operating an upscale restaurant with bar. The Lone Buffalo in Ottawa, Illinois was developed and is owned and operated by CL Enterprises' entity, Tangled Roots Brewing Company. It is an upscale brewpub, serving good beer and food in a comfortable environment, using fresh products from local sources. It prominently features the large copper brewing kettles and fermentation area. The restaurant opened in the Spring of 2016. In Hillsdale, Michigan CL Real Estate has contracted with Hotel Investment Services to operate the fine dining restaurant in the Keefer Hotel.

IV. Team Members

The following staff members comprise the core team for the development of the 101 Brady Street riverfront parcel:



Peter Limberger, Owner, CL Real Estate Development, Owner of Kaskaskia Development, LLC, Peru, Illinois

Peter studied engineering in Germany and Georgia Tech, completing two masters' degrees in Structural Engineering, and Metallurgy and Welding Technology.

He worked and lived for three years in South America, two years in Africa, one year in Arabia and ten years in Europe and Russia, completing major engineering projects, including a 10,000MW hydroelectric dam and power plant, a military airbase, as well as nuclear weapon systems for the US and NATO.

After the re-unification of Germany in 1990, Peter became an independent entrepreneur and investor. He acquired or started more than a dozen companies in Europe in the areas of textile machinery, compressor manufacturing, chemical manufacturing, and mechanical engineering.

Today Peter is an international investor in a variety of businesses, including automation and robotics in Europe, consulting in China, in addition to his new ventures in Starved Rock Country in northern Illinois.

Peter is married to Inga Carus and together they have invested and developed several regional businesses, such as a 2,500 acre farming operation, a \$10 million brewery and brewpub in Ottawa, a woodwork company and a successful real estate development business with a focus to develop downtowns of small Midwestern cities with unique, high quality, design driven buildings.



Inga Carus, Owner, CL Enterprises, LLC, parent company of CL Development, Peru, Illinois

Inga has worked in the environmental industry for more than 30 years; she received her BA in Chemistry, and MBA in Finance and Marketing, both from the University of Chicago. She has worked and lived in a variety of countries for more than ten years. Inga started her career with Air Products and Chemicals (APCI) where she served in ex-patriot positions in Europe.

Inga joined Carus in 1992 as European Sales Manager, and managed Carus' International sales from Germany until she returned to the US in 1994. She became President and CEO in 2005. In 2013, she was made Chairman of Carus Group.

Inga is married to Peter Limberger and lives in Ottawa, Illinois with their two teenaged daughters. She is a member of the Executive Committee of the American Chemistry Council, the Society of the Chemical Industry, is Chair of the OmniArts Trust, and serves on the boards of the Hegeler Carus Foundation, Canal Corridor Association, Landmarks Illinois and the Starved Rock Country Community Foundation.



Nathan Watson, General Manager, CL Real Estate Development, LLC, Peru, Illinois

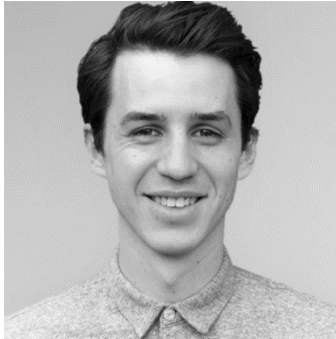
Nathan is the General Manager of CL Real Estate Development and is proposed to manage the development of the Allegan Riverfront Parcels.

For 25 years Nathan has worked in Real Estate Development. He studied Architecture and Real Estate Finance, completing a bachelor's degree in Architecture from Auburn University and an MBA from Columbia University.

Nathan's assignments have included a 4,800 Acre Master Planned Community on the U.S. Gulf Coast and a 72 Acre mixed-use urban riverfront redevelopment project in New Orleans, through which he led or participated in the development of luxury apartments, hotels, retail, office, and infrastructure projects.

Earlier in his career, he started a bank-owned for-profit community development corporation in 1997 and his own development business in 2001. Projects included historic restorations, multi-family housing, and new residential community development.

Nathan has served on Urban Land Institute Advisory Service Panels in over 10 US Cities.



Matthew Robinson, Project Manager: Construction and Design, CL Real Estate Development, LLC, Peru, Illinois:

Matt is a creative thinker and methodical designer who enjoys solving complex problems in an aesthetically compelling way. From concept to final product, his primary role is to bring our projects into reality. Before joining our team, Matt spent five years working in the field of architecture giving him a well-rounded knowledge of architectural design and the construction process. Matt graduated from Mississippi State and earned a bachelor's degree in Architecture.



Jackson Powell, Director of Finance, CL Real Estate Development, LLC, Peru, Illinois:

As director of finance, Jackson manages the financial sources and uses of the firm. His responsibilities include obtaining project finance, project development financial modeling and structure, financial and legal aspects of acquisition closings, corporate risk management, and financial budgeting and reporting. Jackson also serves as Treasurer for the city of Peru, Illinois. Prior to joining CL Real Estate in 2018, Jackson worked in banking as a controller, and in public accounting. Jackson earned a Bachelor of Science in Commerce from the McIntire School of Commerce at the University of Virginia and is a Virginia Certified Public Accountant.



Brant Cohen, Michigan Development Associate: Oversees Michigan Projects, CL Real Estate Development, LLC, Hillsdale, Michigan:

After graduating from Hillsdale College with a B.A. in Politics in May of 2018, Brant started working for CL Real Estate. He serves as the Michigan Development Associate based out of our Hillsdale, MI office. As the Michigan Development Associate, Brant serves as the representative of CL Real Estate in Michigan and runs our branch office in Hillsdale. Brant oversees CL Real Estate's Michigan projects, looks for new development opportunities in the state, and assists in acquisition, planning, and development. As a student he interned in Washington D.C. in the U.S. House of Representatives and interned for an Illinois State Senator. Brant is also an Illinois native, born and raised in the Northwest suburbs of Chicago. He has great a passion for the mission of CL Real Estate and is dedicated to growing the company beyond Illinois with unique projects and opportunities.



Lesia Bara, Executive Assistant, Office Administration, CL Real Estate, LLC, Peru, Illinois

As a highly organized Business Administration professional, Lesia contributes thirty years of administrative and office management experience to the team. She is the primary point of contact for management and clients and communicates well at all levels. Lesia is comfortable in a fast-paced environment and capable of critical thinking, decision making, and understanding the necessity of working independently as well as team collaboration. In addition to management and administration experience, Lesia is knowledgeable with HR, marketing, and accounting.

IV. Development Portfolio

Completed CL Real Estate Development Projects:

Lone Buffalo Brewpub and Fine Dining Restaurant, Ottawa, IL

Owner: Tangled Roots Brewing Company, a CL Enterprises' company

Contractor: Wight & Co., Chicago, IL

Architect: Basalay Cary Alsadt Architects, Ottawa, IL

Interior Design: Studio K, Chicago, IL

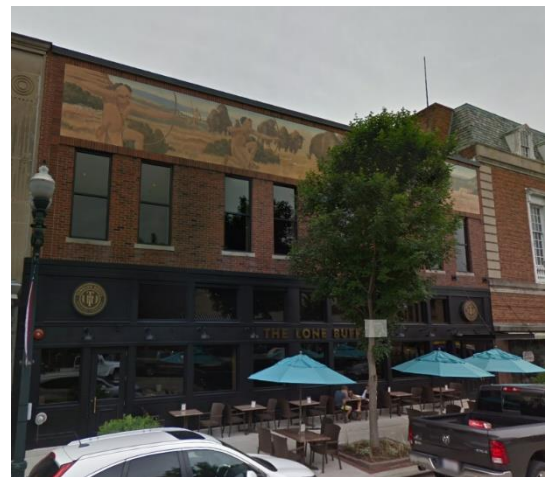
Type of Project: Adaptive Reuse of Historic Buildings/Complete Renovation

Size: Two-Story

Budget: \$3.4 Million

Date of Completion: March 2016

Contact: Reed Wilson, City of Ottawa, Economic Development Director





CL Farms - Main Operations

Owner: CL Farms, LLC, a CL Enterprises' company

Contractor:

Architect: Basalay Cary Alsadt Architects, Ottawa, IL

Type of Project: New Construction Barn and Farm Office/Meeting Space

Contact: Tim Koster, Farm Manager



Starved Rock Wood Products - New Manufacturing Facility, Mendota, IL

Owner: Starved Rock Wood Products, a CL Enterprises' company

Type of Project: Acquisition and Repurposing of Existing Manufacturing Facility

Size: 130,000 SF total: Phase 1: 110,000 SF

Budget: \$4.5 Million

Date of Completion: December 2017

Contact: Keith Miller, General Manager





Current Projects:

Adaptive Reuse of Carson Pirie Scott and Woolworth Department Stores, Ottawa, IL

Owner: CL Real Estate, LLC

Architect: Gary W. Anderson Architects, Rockford, IL

Type of Project: Adaptive Reuse and Renovation of existing 1961 adjacent department stores into new retail gallery, events space, and residential lofts.

Interior Designer: Looney & Associates, Chicago, IL

Structural Engineer: Hutter Trankina Engineers, Wayne, IL

Highlight: Includes City's partnership in creating a public plaza of adjacent street for outdoor markets and events.

Size: 50,000 SF

Budget: \$7.5 Million

Date of Completion: August 2019 (targeted opening)

Contact: Reed Wilson, City of Ottawa, Economic Development Director



② ROOFTOP PATIO



④ NORTHWEST PERSPECTIVE





**112 W. Madison Street, Ottawa, IL
(New Construction)**

Owner: CL Real Estate, LLC

Architect: studio^K Architects, Princeton, Illinois

Type of Project: New construction infill in downtown Ottawa. Retail space and urban loft living.

Size: 7,500 SF

Budget: \$1.4 Million

Date of Completion: May 2020

Contact: Reed Wilson, City of Ottawa, Economic Development





Maytag Lofts & Retail -- 801 -805 First Street, LaSalle, IL

Owner: CL Real Estate, LLC

Architect: studio K Architects, Princeton, IL

Type of Project: Renovation of two-story late 19th century commercial building and addition on vacant corner lot; 1st Floor Retail and 6 Urban Lofts on upper floor

Size: 15,000 SF

Budget: \$1.7 Million

Date of Completion: August 2019 Anticipated

Contact: Katherine Toraason, City of LaSalle Economic Development Director





Hotel Kaskaskia and Conference Center, LaSalle, IL

Owner: Kaskaskia Development, LLC, owned by Peter Limberger

Architect: Gary W. Anderson Architects, Rockford, IL

Interior Design: Looney & Associates, Chicago, IL

Hotel Consultant: IDM Hospitality, Madison, WI

Type of Project: Extensive renovation of historic 1915 – 1917 Marshall & Fox-designed upscale hotel, currently vacant. 100 Room Boutique Hotel, Fine Dining, Upscale Bar, Spa, Retail Spaces; 16,500 SF of unique meeting space with modern amenities.

Size: 109,000 SF

Budget: \$27,250,000

Date of Completion: December 2020 Anticipated

Contact: Katherine Toraason Koyak, City of LaSalle Economic Development Director





V. Financial Information:

- a. CL Real Estate Development has successfully obtained financing commitments for its development projects up to \$10 Million. Financial institutions with which CL Real Estate Development has relationships with are:
 - i. Southern Michigan Bank and Trust, Hillsdale, Michigan
 - ii. Heartland Bank & Trust, Princeton, Illinois
 - iii. Central Bank of Illinois, Peru, Illinois
- b. CL Real Estate has a growing relationship with the Michigan Economic Development Corp. (MEDC). We are also very familiar with New Market Tax Credits, and Opportunity Zones.
- c. The principals of CL Enterprises and related companies, Peter Limberger and Inga Carus have adequate financial strength for the projects contemplated in this RFQ.
- d. Additional financial information will be provided as the project scope becomes more defined and as requested by the City of Allegan.

VI. References:

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