# City of Cadillac



# West Side Corridor
# Design Guidlines





CITY OF CADILLAC MICHIGAN

*This document intends to outline the unification of landscape and architecture for the West-side of Cadillac. The West-side corridor is a beloved and unique aspect to the city of Cadillac, nestled between Lake Cadillac and Lake Mitchell the West-side offers beautiful views, adventure, outdoor activities and community. This natural landscape merges with local and national commerce as the corridor joins northern and southern Michigan. Managing this commerce while offering natural design and landscaping aesthetics will benefit commerce and the environment for tourists, residents, and wildlife.*

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# History

The city of Cadillac resides on previously occupied Potaw Native American land.

The city was founded in 1871 and named after Antoine Laumet de La Mothe, sieur de Cadillac, a French explorer who founded Detroit in 1701.

The first settlers in the area were lumberjacks who came to harvest the vast forests of northern Michigan. The arrival of the railroad in 1872 helped to spur the growth of the town, and by the late 1800s, Cadillac had become a center for logging and manufacturing.

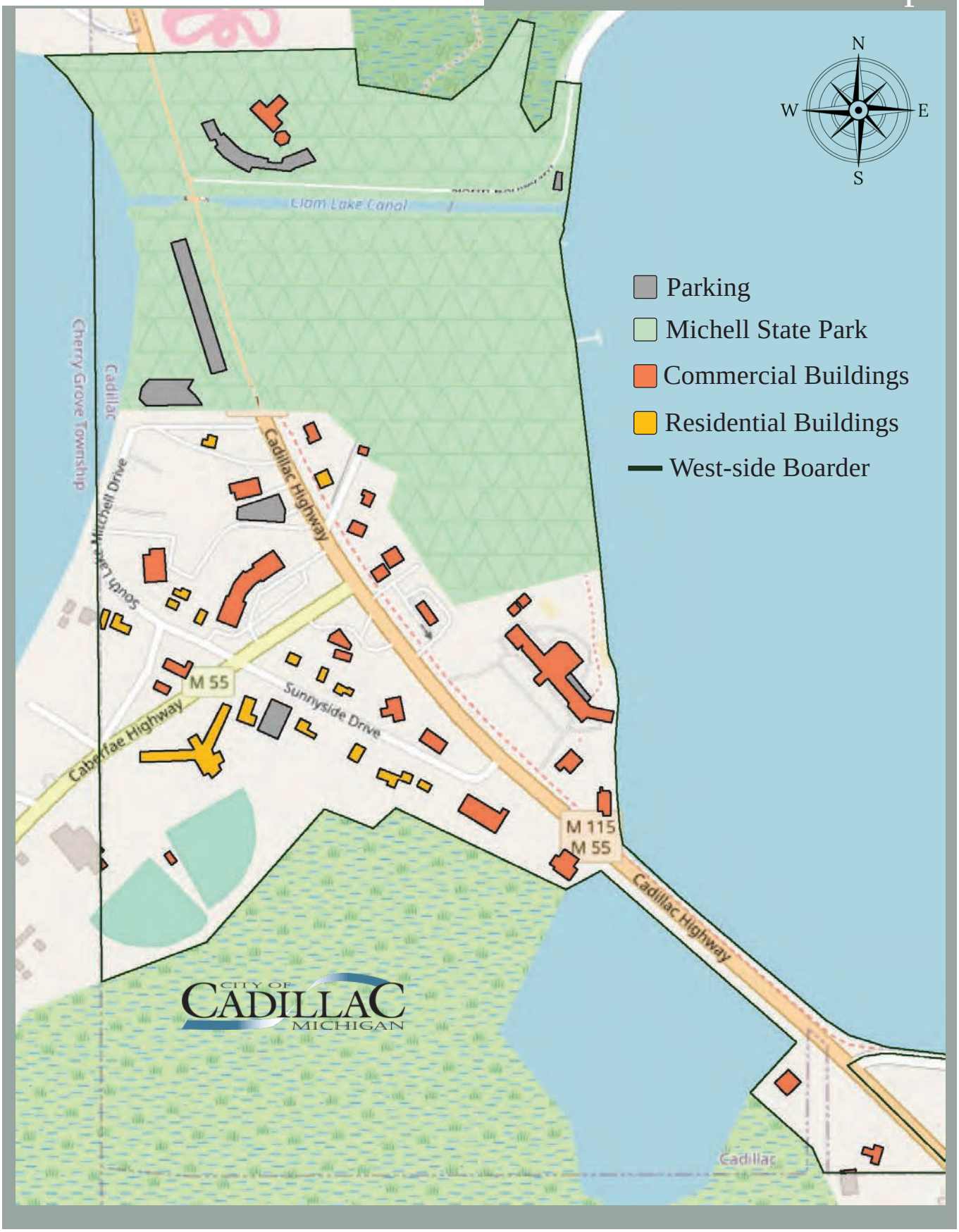
Throughout the 20th century, Cadillac continued to grow and develop, becoming a popular destination for tourists who came to enjoy the area's natural beauty, including its many lakes and forests.

Today, Cadillac remains a vibrant and thriving city with a rich history and a strong sense of community. Its economy is diverse and includes industries such as manufacturing, healthcare, and tourism, it is known for its high quality of life, friendly residents, and beautiful natural surroundings.



# Introduction
## Map

West Side Corridor Map



# Introduction
## Variation in Architecture

The West-side corridor is home to community members, local and national businesses, traffic, two lakes, and a state park. This diversity provides the West-side a very unique challenge of trying to accommodate the area for everybody. The Variety in utility of the west side has led to a disconnection of architectural styles. Throughout the corridor there has been an attempt at German style architecture with some of the buildings showcasing latticework, multiple color schemes and triangular facades; unfortunately this attempt, with commercial lots like Mcdonalds has created a lack of continuity.

















# Introduction
## Variation in Landscaping

The Landscaping of the West-side corridor also has its challenges. Due To neglect much of the landscaping near Dock-Side-Inn, next to roads, and commercial buildings has been reduced to grass and weeds, taking over many of the sidewalks utilized by pedestrians. Conversely, the landscaping along the canal presents a more northern Michigan feel as it embraces a myriad of natural features, including trees, bushes, sand, and other elements. This is because the canal is protected by the State Park, but the southern part of the West-side is not. Expanding this protection to all of the West-side will benefit Cadillacs residences, businesses, and wildlife.











# Introduction

## Understanding the Design Aesthetic





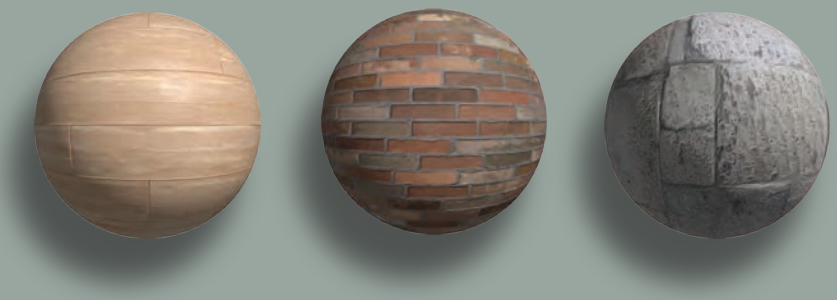




*The West-side of Cadillac is renowned for its distinct allure, centered around three activities: camping, fishing, and swimming. This charming locale serves as a sought-after destination for both visitors and locals, seeking to immerse themselves in the breathtaking beauty of northern Michigan. This northern Michigan beauty should be reflected throughout all aspects of the West-side of Cadillac.*

# Architectural Design Guidlines

## West-Side Corridor



## Objectives:

- Unify the architecture on the West-side of Cadillac by clearly organizing and outlining the building materials and style options. Aswell as adhering to general restrictions.



- Utilize local materials to ensure envrironmetal care and unification of materials throughout the west side.

- Adhere to Building codes and Regulations already established for the city of Cadillac.



- Be intentional with specific design choices, adhere to roofing, signage, and siding materials guidance.

- Convert previous attempts at German architecture into more modern timber centric design styles by reducing and simplifying the architectural intricacies of building on the West-side.

# Wood

- The use of natural wood on the exterior of buildings is strongly encouraged. Many buildings - shown below - showcase log cabin aesthetics with natural wood logs, this is a style to keep in mind while designing or remodeling a building, however, there are many alternative styling options in which wood can be used to offer unique architectural elements that will elevate the West-side.



Red pine



- Jack pine and Red pine are two local and natural woods that serve as great construction materials for commercial and residential buildings on the West-side.

Jack pine



- Wood siding exudes timeless elegance. Through careful timber selection, the West-side will positively impact the environment as well as benefit the aesthetics of the landscape.



# Stones



- Stone is an optional building material that has the opportunity to elevate the value of a building if applied correctly. Stone should be a complement to other architectural components. Stone should not be the focal point of any building on the West-side.
- Stones should not have extreme color variations, keep stones neutral in color, stones serve as compliments to other design components.

*Not This*



Color Profile



*This*

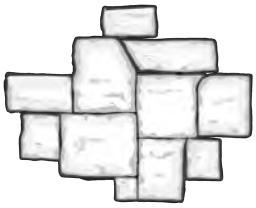


Color Profile



- Stones should be appropriate in size, large round stones typically fit the log cabin aesthetic, however, if overused they become the focal point of the building. consider using more condensed stone facades to update the West-side.

*Not This*

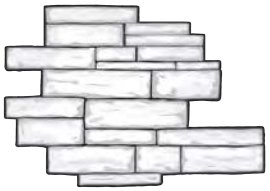


Natural Cut

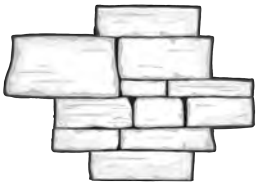


Fieldstone

*This*



Dry Stack



Terra Cut



Ridge Cut



River Rock





# Bricks



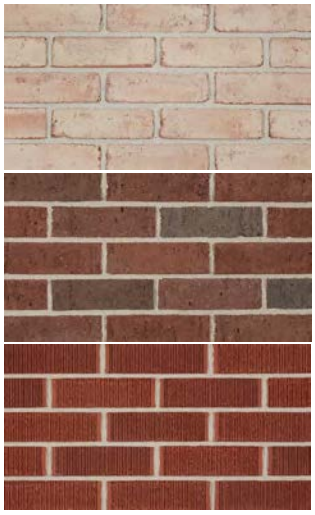
- Brick tiling has endless possibilities, to ensure continuity between buildings it is best to establish a few brick patterns and colors that will become standard.

- Brick should be used selectively, to maintain cohesiveness between all buildings limit brick selection to dark or light reds and traditional brick laying styles. Avoid colored bricks and washes of yellow or tan.

- Avoid using cinder blocks as part of the finished design, a general rule is no visible cinder block facades.



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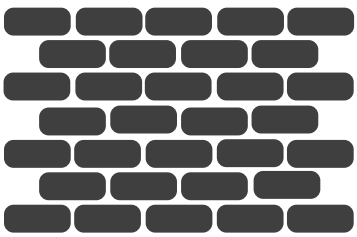


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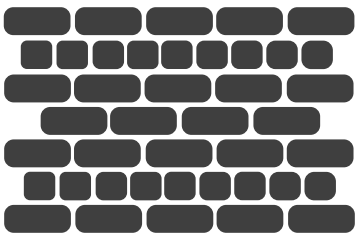


- The laying pattern of bricks should also follow traditional brick laying style, most of the brick laid on the West-side utilize a “running pattern”, patterns such as “common” may also be used. What should be avoided is extensively patterned brick laying or stack bond laying, these bricklaying styles are not found on the West-side and do not fit the natural aesthetic.

*This*

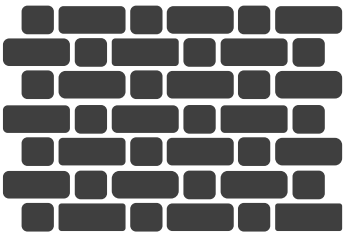


Running

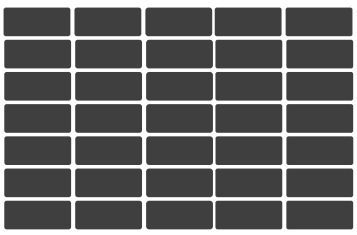


Common

*Not This*



Flemish

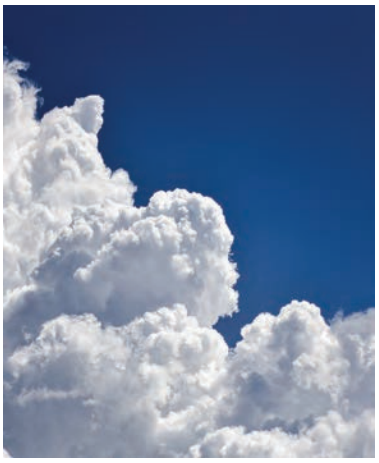


Stack Bond

# Color



- Northern Michigan contains an array of beautiful colors, from barren white landscapes to blood-red skies and dark green leaves it is difficult to characterize the region with a few colors. Because the area is so diverse in color it is critical that we limit the emphasis on structures, as nature is already providing all of the beauty.



- To assure that this beauty is framed appropriately colors should maintain dark and natural hues. Dark greens, browns, blacks, and reds should be used to accent the forests, plants, and land. Tasteful uses of dark natural blues and hints of whites should be used near the lakes to compliment their innate beauty.



- Bright commercial colors should be avoided entirely, bright blue, yellow, or red are very distracting and take away from the West-side's natural beauty.





**Undesired** Color Swatch

**Desired** Color Swatch

# Roofing

## This



Asphalt Shingles



Standing Seam Metal Roofing

## Not This



Clay/Concrete tile



Metal Roofing Shingles

- Fortunately, roofing styles on the West-side are relatively standard, the roofs are primarily asphalt shingles and seamed metal roofing. These two materials are durable and can manage Michigan's harsh seasons. Avoid alternative roofing materials.

- Roofing shape has also largely become a standard throughout the West-side with tall triangular Gable roofs. originating in ancient Greece but was later adopted by the Germans the Gable roof is an architectural component that is very practical for harsher wetter climates. By preserving this architectural style, the West-side will not only retain elements of its German influence but also embrace contemporary design concepts. This harmonious blend allows for a seamless transition from the past to the present, showcasing the West-side's architectural evolution.

**Greek Gable**



**German Gable**



**Current Gable**

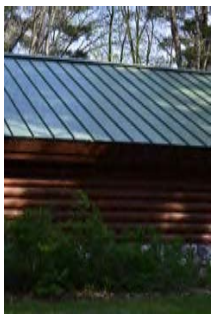


**Modern Gable**

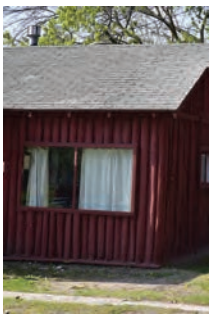


- To compliment architectural components and the environment, roofs on the West-side should only pertain to one of three colors.

Natural Greens | Browns | Grays / Blacks







**Avoid any alternatives**



# Siding Overveiw

- Siding on the West-side of Cadillac is very diverse. As mentioned on page 6 many of the older buildings embody German architectural themes - lattice work and large variation in colors. Unfortunately, this style was not adhered to. Now there remain large variations in design between commercial buildings on the West-side.

- Siding should follow the materials guidelines on pages 10, 11, and 12 as well as color selection guidelines on page 13 To assure an established continuity for the West-side.

- When it comes to siding, there are a lot of different options for a lot of different utilities.

- **To see options for wood siding see page 16**

- **To see options for plastic/vinyl siding see page 17**

- Keep in mind that all siding materials should be paired with other materials such as brick or stone discussed on pages 11 and 12. A general rule is a minimum of two materials on the front facades of buildings. Using multiple materials will ensure an elegant appearance for the West-side

*This*



Simplified

*Not This*



Complex Lattice



*Pg. 10*



*Pg. 11*



*Pg. 12*









# Siding Wood Facades

Buildings on the West-side that choose to utilize natural wood to complete their facades will contribute to the overall natural aesthetic desired for the corridor. There are alot of options for wood siding, assure that the option you choose fits the natural landscape and adheres to materials and color guidelines mentioned above.

- Materials available for wood siding on the West-side:

1. Wood fiber cement siding
2. Engineered wood siding
3. Local white cedar siding
4. Local Jack pine or Red pine siding
5. Local spruce siding

Avoid the following when siding with wood:
1. Not locally sourced timber
2. shaking siding
3. shingle siding
4. painting natural wood vivid/unnatural colors, as discussed on page 13

- Styles available for wood siding on the West-side:

**Shiplap siding:**
Shiplap creates a classic, timeless, and charming look for any house.



**Split Log Siding:**
Split log siding makes the home look like a real log cabin.



**Board and Batten:**
Board and batten can be found in both rural and modern/contemporary style homes.



**Tongue and Groove:**
With no requirement for nails, tongue and groove siding offers a very high-quality finish while saving on cost.



# Siding Vinyl Facades

Because the West-side is a commercial hub for the city of Cadillac it is impractical to ask everyone to make their building facades out of wood. The alternative to wood siding is a combination of vinyl siding with at least two other materials mentioned above.
(Pgs. 10,11,12)

- One of the biggest issues vinyl siding provides a city landscape is the variety of colors and quality of the materials. Vinyl siding comes in thousands of different colors, color guidelines must be adhered to when selecting vinyl siding.

*This*



*Not This*



- Another challenge with vinyl siding is a disparity in quality, assure that the material you choose is competitive with other brands. Durability, texture, and building material will impact the overall appearance of your building.

Top Brands:

JamesHardie

LP BuildSmart Preferred Contractor

Ply Gem MASTIC Siding & Accessories

- Plastic vinyl siding should always be used alongside other materials, this ensures a high-quality look to any building. The use of stone and bricks can elevate the look of a building and will help your building contribute to the overall architecture of the West-side.

*This*



*Not This*



- Most plastic vinyl siding styles are valid for use. The primary rule is to not use imitations of natural wood siding.

| | *This* | *Not This* | |
|---|---|---|---|
| Clapboard siding |  |  | Vinyl Log |
| Horizontal Style |  |  | Shingles & Shakes |
| Vertical Style |  |  | Scallops |

# Windows

When choosing windows to install for the West-side many components must be included to ensure high building quality and efficiency.

**Install Double or Triple Pane Windows:** These windows consist of two or three layers of glass with insulating gas (such as argon or krypton) filled in between. They provide enhanced thermal insulation and help reduce heat loss during the winter.

**Low-E Coating:** Low-emissivity (Low-E) coatings are thin, virtually invisible layers applied to the glass surface. They help reflect heat back into the room, keeping it warmer in winter and cooler in summer. Low-E coatings are commonly used in conjunction with double or triple-pane windows.

**Vinyl or Fiberglass Frames:** These frame materials are known for their excellent insulation properties and resistance to the harsh weather conditions of northern Michigan. They are durable, low-maintenance, and provide good thermal performance.

**Insulated Frames:** Look for windows with insulated frames that have thermal breaks. These frames help minimize heat transfer and condensation on the interior side of the window.

**Weatherstripping and Proper Sealing:** Well-sealed windows with quality weatherstripping can prevent drafts and air leakage, ensuring better energy efficiency and comfort.

**Window Orientation:** Depending on the building's orientation and the amount of sunlight it receives, you may want to consider windows with different solar heat gain coefficients (SHGC) on different sides of the building. This can help optimize energy efficiency and natural lighting.

- Windows play a vital role in both storefronts and residential buildings, serving multiple purposes. They are indispensable for ensuring safety and providing comfort, as they allow people inside to maintain a visual connection with the outside world. Moreover, windows contribute to creating a cheerful atmosphere within the premises. In the case of storefronts, windows serve an additional function by doubling as effective advertising platforms.





Typically, a range of 20% to 50% of storefronts are dedicated to windows, a good goal for new storefronts should be a minimum of 35% to assist in modernizing the West-side.

# Signage

- Signage is a necessary aspect of the West-side as it remains a high-traffic/commercial vessel for the city of Cadillac. Unfortunately, signage also subtracts from the natural environment. Limiting the color and size of signs on the west side will benefit businesses by encouraging tourism all while enhancing the natural beauty of the corridor.

*This*




*Not This*




- Signage used in window fronts should not entirely cover the window, a general rule is no sign should cover more than 40% of the window.

*This*




*Not This*




- Choose natural wooden materials that blend harmoniously with the surrounding northern Michigan woods. Opt for wood types such as cedar, redwood, or reclaimed barn wood for an authentic and rustic appearance.

- Avoid materials that are visually distracting or clash with the natural aesthetic, such as bright plastics or flashy metals.

- Keep the design simple, elegant, and in harmony with the natural surroundings take the Mitchell State Park sign for example.







- If lighting is necessary, use soft and warm lighting that enhances the sign's visibility without causing glare or excessive brightness. Consider using low-intensity LED lights with warm color temperatures.

- Use weather-resistant wood and finishes to withstand the Northern Michigan climate and preserve the sign's appearance over time.




*Before*




*After*



# West-side Architecture Re-Imagined

By strategically altering fundamental components and materials of buildings on the West-side, we have the remarkable potential to transform the entire corridor's environment. Such a transformation would not only benefit businesses and residents but also elevate the west side to a pivotal position within the vibrant city of Cadillac and the entire state of Michigan. No longer merely a thoroughfare to other cities and destinations, the West-side would emerge as an essential focal point, fostering economic prosperity and enhancing the overall appeal of the region.

*Before*

*Next page >*



# West-side Architecture Re-Imagined

- Introduced natural wood into the design
- Unified siding materials and color
- Extended the walking space for pedestrians
- Introduced seating areas for pedestrians
- Introduced plants and greenery
- Reduced signage - clean up window fronts
- Simplified roofing material and color
- Introduced exterior lighting to improve nightlife.

**Sketch-up**



*After*



# West-side Architecture Re-Imagined

Implementing these design guidelines can yield significant advantages for individual businesses as well. Let's consider this car wash as an example. Presently, the building's vibrant blue and red colors may draw attention away from the surrounding natural environment. Furthermore, the use of cinder blocks as siding material may not harmonize with the aesthetic of the west side. The encouraging news is that by making subtle color adjustments and reevaluating the choice of materials, we have the potential to seamlessly integrate the existing structure into the natural landscape, thereby transforming it into a visually cohesive and appealing entity.

*Before*

*Next page >*



# West-side Architecture Re-Imagined

- Introduced natural wood into the design
- Introduced additional siding materials
- Introduced plants and greenery to blend the building into the environment
- simplified roofing color
- Added a low-scale car wash sign that adds to the building's quality

## *After*



# Landscaping Design Guidlines

## West-Side Corridor



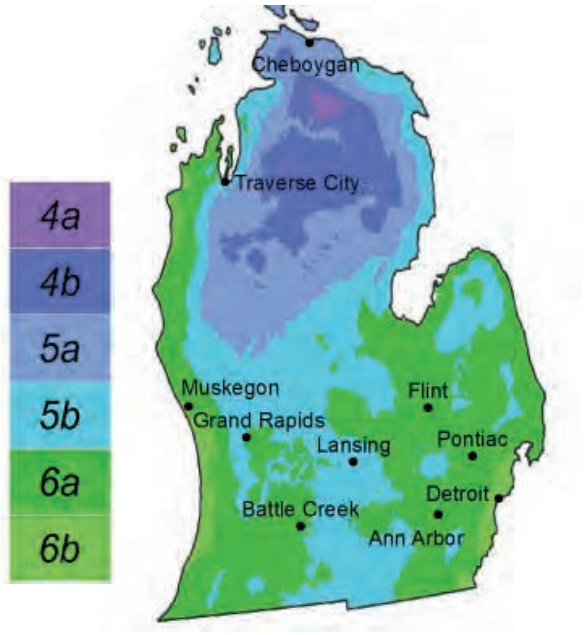
## Objectives:

- Diversify the landscaping on the West-side to help preserve the natural environment and create a welcoming environment for tourists and residents.
- Introduce landscaping projects that both businesses and the city of Cadillac will benefit from.
- Apply low-maintenance wild vegetation and landscaping to steer the West-side away from suburban landscaping.
- Intentionally select landscaping vegetation and materials to insure longevity and beauty for the West-side, the landscaping selected must withstand the freezing winters and hot summers.





# Trees



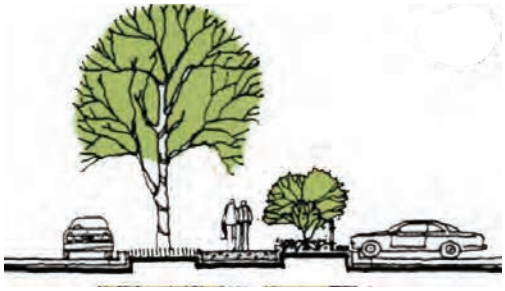

- The West-side is located in between both 4b and 5a planting zones, trees like the Red Maple, Eastern White Pine, and Paper Birch grow plentiful on the West-side. Using trees like these when organizing your landscaping is necessary as they are built for harsh environments and four seasons climates.

- Consider planting trees of varying sizes and species when organizing landscaping. Planting a variety of tree species not only contributes to biodiversity but also enhances the desired natural aesthetic.

- Trees can act as effective barriers, mitigating the noise from cars and ensuring the safety of pedestrians. When choosing the location for planting trees on your property, it is important to recognize this advantageous aspect of trees. Therefore, it is recommended to strategically plant trees near walkways, parking spaces, and roads to protect pedestrians and enhance the well-being of your business or home.



Dappled Willow | Green Arborvitae | Eastern White Pine | Sugar Maple





- Planting trees with the intention of longevity involves several important considerations. It is essential to carefully select tree species that are well-suited to the specific soil composition and sunlight conditions of the area. Furthermore, developing a comprehensive landscaping plan for the designated area is crucial. This plan should encompass the strategic placement of trees to maximize their benefits and ensure visual harmony. Opting for tree species that demand minimal maintenance is also key, as it minimizes the efforts required to uphold their health and vitality.

# Bushes

Bushes and flowers serve many purposes for buildings and pedestrians around Cadillac, it is important to consider the following when planting brush or flowers.

- **Placement Considerations:** Place bushes strategically to enhance the overall design and functionality of the commercial space. Use them to define borders, create privacy screens, or direct foot traffic. Consider the desired height, width, and growth patterns of the bushes when determining their placement.



Emerald Green Arborvitae

great for creating divisons and privacy - fast growing

- **Seasonal Adaptability:** Opt for a mix of bushes and flowers that offer year-round interest and adaptability to different seasons. Incorporate evergreen species for continuous foliage color and structure, and select seasonal flowering plants to add vibrant splashes of color during specific times of the year.

Dappled Willow Shrub



Winter



Spring



Summer



Fall

- **Potted Bushes:** Utilize potted bushes to add versatility and mobility to the landscape design. Select appropriate-sized pots that complement the scale of the commercial space and allow for easy maintenance and watering. Consider using pots with integrated irrigation systems to ensure optimal care for the bushes.





Modern Planters - elevate landscpaing

- **Maintenance and Upkeep:** Select bushes and flowers that require minimal maintenance to ensure they remain vibrant and healthy with limited resources. Consider drought-tolerant species or those that have proven to thrive in the local climate conditions.

Juniperus



Barberry



# Grasses

Grass lawns have dominated the West-sides landscaping despite its unique location between two lakes and a state park. The issue with typical Bluegrass lawns is their high maintenance demand for businesses, homeowners, and city municipalities. If grass lawns are not frequently mowed, watered, and fertilized they quickly are replaced with weeds and die off. This is why it is important to consider alternatives to traditional lawn styles on the West-side.

When deciding which types of grasses should be used to fill in an area consider:

- **Bluegrass Alternatives:** Consider using low-maintenance grass alternatives such as mosses or clovers. Mosses are excellent for shaded areas and require minimal watering and mowing. Clover varieties, such as white clover or micro clover, offer nitrogen fixation, improve soil health, and require less fertilizer.

- **Native and Drought-Tolerant Species:** Prioritize native grasses, mosses, and clovers that are well-adapted to the local climate. These species are typically more resilient, require less water, and provide habitat for local wildlife

- **Edging and Borders:** Use grasses, mosses, or clovers along borders and edges to create defined spaces and enhance the overall aesthetic appeal of the landscape.

Moss



Clover



White Clover



Tall Fescue





# Alternative Landscaping Materials

Because the West-side corridor is situated between two beautiful lakes many opportunities for alternative landscaping materials are presented. When designing the landscaping around the West-side, these materials should be considered and used to create a unique landscape for the city of Cadillac.

**River Rocks** serve as great alternatives to traditional mulch landscaping because the West-side is located between two lakes, river rock aesthetically makes sense and should be considered. River rock is low maintenance and long-lasting, once it's in place it will remain the same appearance for years to come. Additionally, River rock provides protection against weeds around landscaping eliminating the need for herbicide and weeding. River Rock provides texture and timelessness to landscaping, for the West-side of Cadillac, it is a near-perfect material.

River rocks



**Sand or gravel** landscaping offers many unique aesthetic characteristics and can help improve the surrounding landscaping materials. Sand and gravel offer drainage and water permeability, important for wet soils during the summer, and can help mitigate flooding in the springtime. Sand and gravel are safe to walk on and enjoyable for kids to play on, all while being unique to the West-sides location.

Sand Path



**Landscape lighting** is a vital component in crafting a functional and visually appealing landscape. By thoughtfully integrating lighting fixtures, the potential for illuminating pathways, ensuring safety during nighttime walks, and fostering an enchanting nocturnal atmosphere throughout the West-side becomes achievable.

Landscape lighting



# Pedestrian Spaces

Incorporating pedestrian utilities within landscaping is a great way to entice and retain business, and will overall make the West-side more walkable and enjoyable for all.

Attempt to incorporate the following within landscape design:

## Seating and Eating Areas





## Signage/Wayfinding







## Universal Accessibility





## Open Green Spaces





## Bicycle Parking Racks





## Waste Bins



# Working with the City of Cadillac

The symbiotic partnership between businesses and the city of Cadillac holds immense significance in the creation and maintenance of a captivating landscape that caters to the needs and desires of both citizens and tourists. By collaborating closely, they can forge a new urban fabric that prioritizes walkability and seamlessly integrates with the picturesque surroundings of northern Michigan. This harmonious collaboration not only enhances the aesthetic appeal but also fosters an environment where individuals can relish and embrace the natural beauty of the region. Moreover, by actively engaging in the development and upkeep of such a landscape, businesses and the city demonstrate their commitment to the well-being and enjoyment of the community, thereby attracting visitors, spurring economic growth, and forging a lasting impression that amplifies Cadillac's allure.



# West-side Landscaping Re-Imagined




By expanding the sidewalk and incorporating foliage the West-side is quickly coveted into a very walkable and enjoyable space for pedestrians. Trees and bushes protect pedestrians from the busy road that cuts through the West-side, ultimately making stores more attractive and people more willing to stop and walk around the corridor.



# West-side Landscaping Re-Imagined



Due to poor pedestrian infrastructure the West-side has been isolated from the rest of Cadillac. There's a very nice bike path that makes its way around three-fourths of the lake, unfortunately, it is discontinued on the west side. To help connect the corridor with the rest of Cadillac, the infrastructure needs to be improved.



# West-side Landscaping Re-Imagined



The vast majority of property on the West-side is currently dominated by inadequately maintained grass fields, primarily due to the high costs associated with their upkeep. instead, envision a remarkable transformation where these expansive grass areas are replaced with a harmonious blend of flourishing trees, well-defined pathways, and captivating grass alternatives such as moss or clover. This visionary redevelopment breathes new life into the West-side, creating inviting spaces that beckon individuals to pause, relish, and immerse themselves in the landscape.



# West-side Landscaping Re-Imagined



By strategically redesigning the physical landscape of the west side to enhance its appeal for both businesses and citizens, Cadillac's overall growth is poised to soar. However, it is crucial to also prioritize the element of uniqueness. By consciously introducing novel features to an already extraordinary landscape the West-side can captivate the attention of passersby and leave an indelible mark on their memory, compelling them to visit and explore the area.



# West-side Landscaping Re-Imagined




Imagine the impression left on visitors when they cross a road that splits a lake into two parts and one of the halves has a huge water fountain in the middle of it. This is purely speculative design, but it shows how individuality can transform a small town to being something truly extraordinary and unique.



# Resources & Acknowledgments

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