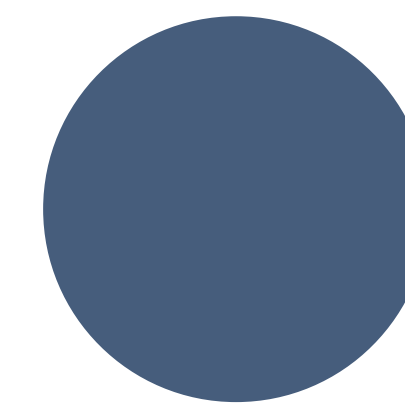
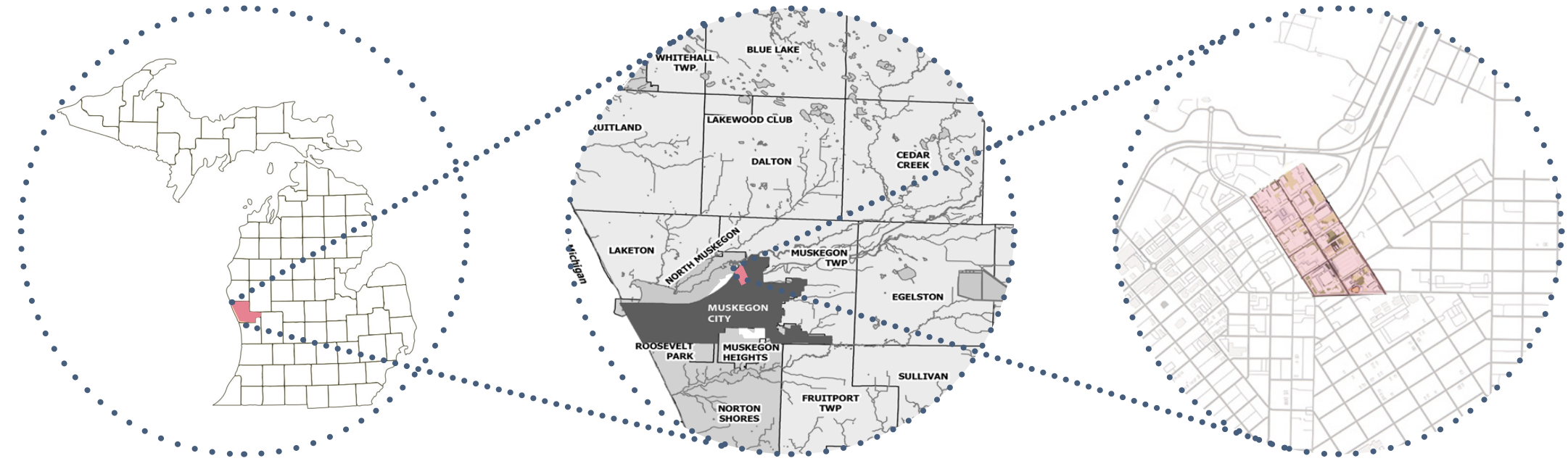


MUSKEGON PINE STREET BUSINESS DISTRICT

Ahmad BEHZAD | Alex JOHNSON | Faith VIGNOLA | Rashane THAPA | Shuangshuang FU



Business districts and urban corridors play a crucial role in the local economy, serving as hubs for economic activity, community engagement, and social interaction. The Pine Street Business District, situated in the vibrant city of Muskegon, is a renowned business district known for its unique charm and bustling corridor lined with antique shops, making it a popular destination for visitors and locals alike. However, the district faces several challenges that hinder its full potential.

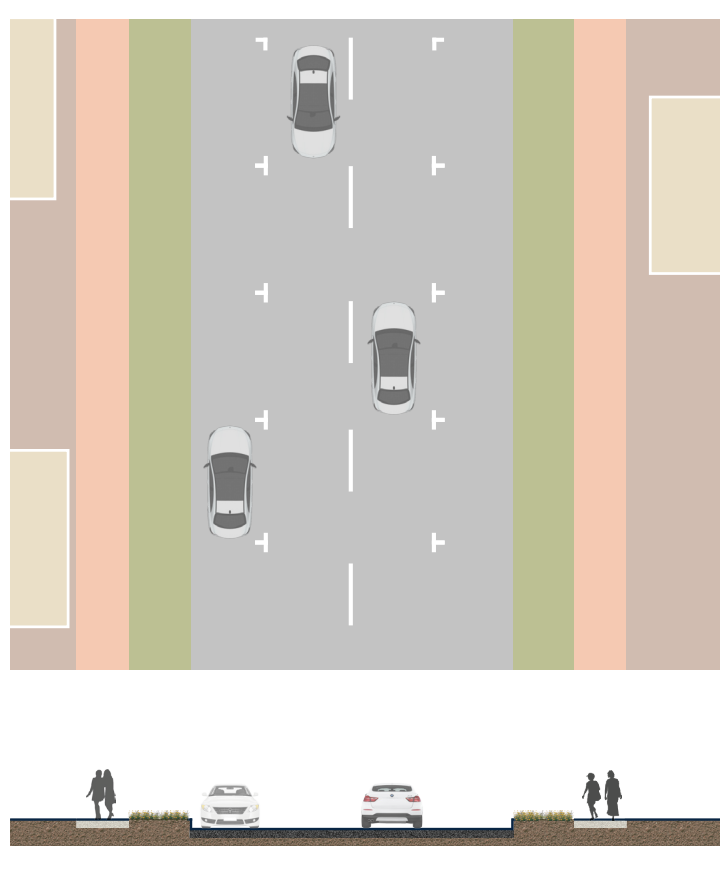


CHALLENGES NEED TO BE ADDRESSED

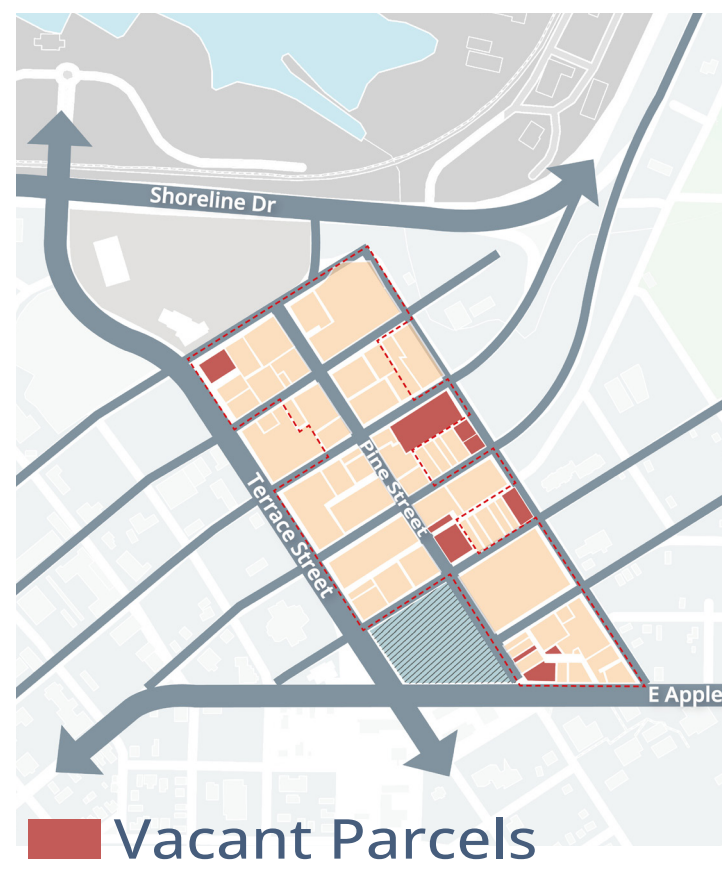
FACADE



STREETScape



VACANT LAND



STRENGTHS

- Progressive **Community Values**
- Existing businesses such as **local vintage and antique shops**
- Participation** culture and strong **social ties**
- Proximity** to **Downtown** and Lake Muskegon
- Parcels with **historical significance** for the **African-American Community**

WEAKNESSES

- Degraded facade** along the corridor
- Lack of **walkable** and **safe** sidewalks
- Lack of **public parking** & presence of large **private parking lots**
- Lack of **streetscape elements** such as lighting, seating, etc.
- Overhead **utility poles**
- Underutilized** parcels & Lack of **Social Spaces**

OPPORTUNITIES

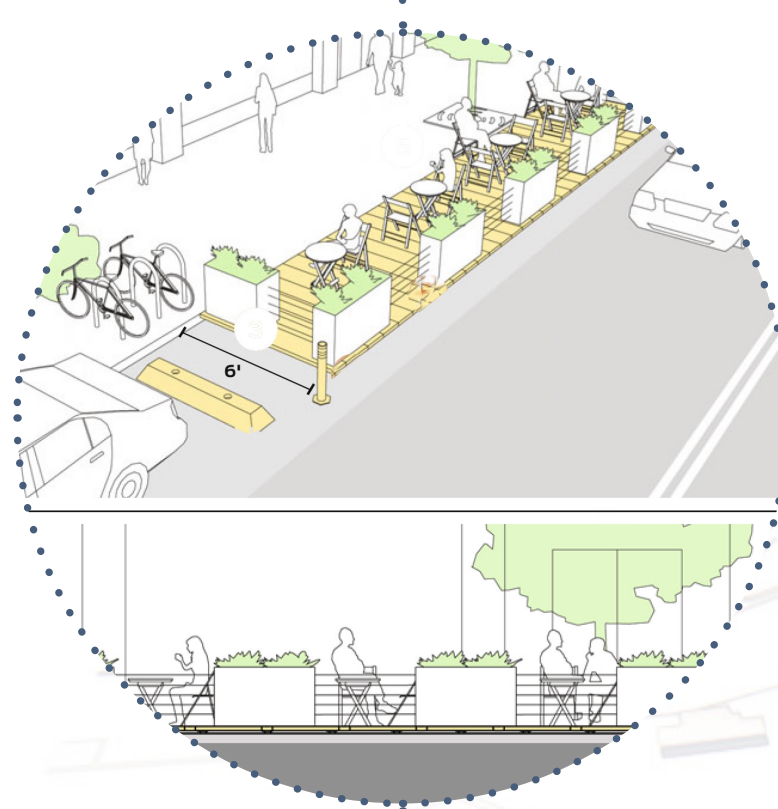
- Vacant parcels** for development
- Opportunity for **Public-Private Partnership**
- Collaboration with **DDA** and the **Chamber of Commerce**
- The presence of **form-based code**

THREATS

- Decreasing** population
- Recontamination of Lake Muskegon
- Low** higher education **attainment** among the population aged 25 and over
- Limited** funding opportunities and tight competition

RECOMMENDATIONS

ADDING STREETScape ELEMENT

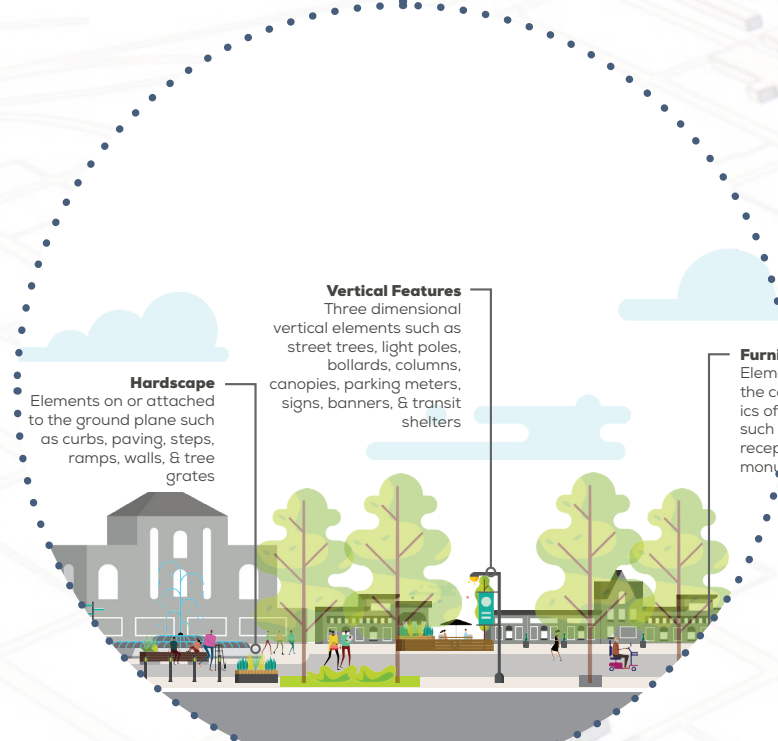


The proposal for parklets aims to offer communal areas for social interaction.

FACADE IMPROVEMENT



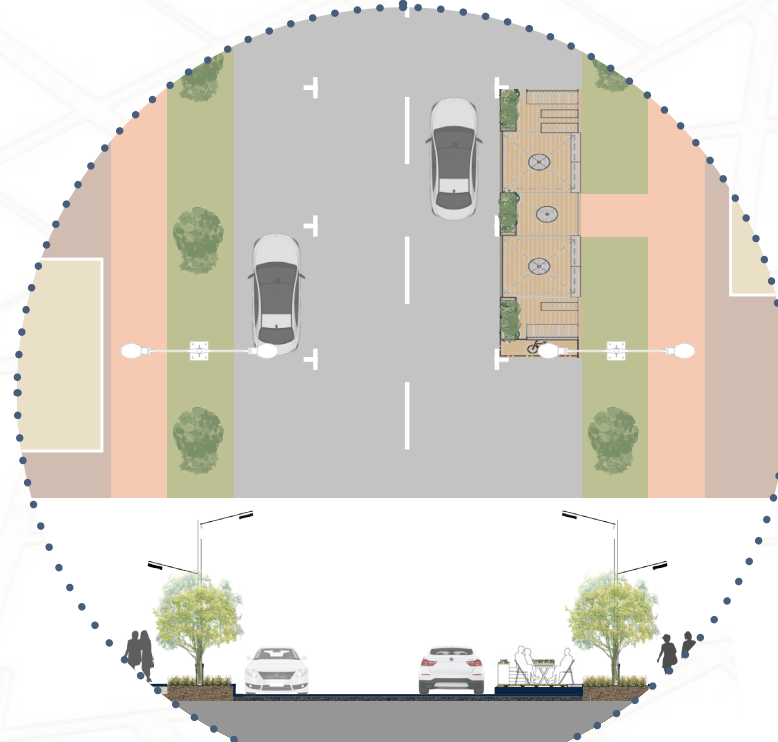
Proposed facade improvement plan aims to enhance aesthetics via cohesive brick and stone design.



Implementing "Complete Streets" concept aims to create safer and livelier streetscapes.



Uniform signage for shops is proposed as part of the facade improvement plan.



The proposal for redeveloping the street will integrate both concepts.

INFILL DEVELOPMENT

OPPORTUNITY SITE B
Commercial Development
District's Landmark

OPPORTUNITY SITE A
Mixed-Use Development
District's Southern Focal Point

OPPORTUNITY SITE C
Mixed-Use Development
Culturally significant to African American Community



Social Spaces (Parklets)
"Complete Street Design"

Outdoor/Indoor Cafe

Lighting
Signage