

## Blue Star Highway Workshop Agenda

- Welcome
  - Why are we here and what we hope to achieve
  - Mentimeter
- Basics of the Zoning Ordinance and Master Plan
  - Relationship between the Zoning Ordinance and Master Plan
- Workshop
  - Round table discussions – share your vision for the Blue Star Highway
  - Complete:
    - Visual Preference Survey
    - Comment sheet
    - Mentimeter (real-time interactive prioritization)
      - Or ranking on your Comment Sheet for those without a device
  - Take Home
    - Comment postcard
    - Other materials not completed
  - Next Steps
- Adjourn

# Blue Star Highway Workshop Instructions

1. **Visual Preference Survey** – Please complete the Blue Star Highway Visual Preference Survey following the instructions on the survey form. Feel free to write any additional comments on the back and we will share them with the Planning Commission.
2. **Additional Comments** – Using a Comment Sheet, please tell us about any other ideas you have or items that you believe are important to the Blue Star Highway.
3. **Mentimeter** – Please stick around after the round table discussions for a real-time interactive prioritization of the findings from the SWOT exercise.
4. **Take Home Items** – Please take home a Comment Card. After you've left the workshop you will likely think of additional comments or ideas you have and wish to share with us and you can also provide your contact information so we can discuss those ideas more with you. We provide pre-paid postage for your convenience.

# Blue Star Highway Comment Sheet

Thank you for helping Laketown Township plan the future of Blue Star Highway. Your contributions will have a direct impact on how Laketown Township shapes its community for generations to come. After you have completed the Visual Preference Survey, please provide any additional comments or suggestions you may have regarding Blue Star Highway. Your contributions are very important to us. Thank you.

[illegible]

# Laketown Township Visual Preference Survey

## Blue Star Highway

How do you feel about each of these Commercial Designs?

1

Really  
don't  
like

2

Don't  
like

3

Neither  
like or  
dislike

4

Like

5

Really  
like



Outdoor seating and decor

1 2 3 4 5



Large windows and awnings

1 2 3 4 5



Large buildings with minimal windows

1 2 3 4 5



Simple Storefront

1 2 3 4 5

How would you like the business district appear from the street?



A preserved natural area

1 2 3 4 5



Street Landscaping

1 2 3 4 5



Small Commercial close to road

1 2 3 4 5



Strip Development

1 2 3 4 5

In your opinion, how visually appealing are these signs?



Large billboard signs

1 2 3 4 5



Pole signs

1 2 3 4 5



Ground Signs

1 2 3 4 5



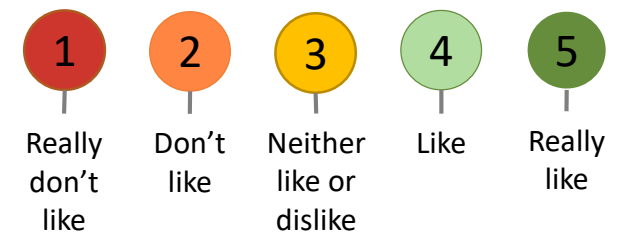
Marquee Signs

1 2 3 4 5



# Laketown Township Visual Preference Survey

## Blue Star Highway



How do you feel about the appearance of these building facades?



Historic architecture  
1 2 3 4 5



All metal facade  
1 2 3 4 5



Mixture of metal and brick  
1 2 3 4 5



All brick or architectural stone  
1 2 3 4 5

How do you think these architectural elements would fit into the business district?



Cornice  
1 2 3 4 5



Primarily glass  
1 2 3 4 5



Pillars  
1 2 3 4 5



Horizontal expression lines  
1 2 3 4 5

In your opinion, how valuable is bike connectivity?



Bike Paths  
1 2 3 4 5

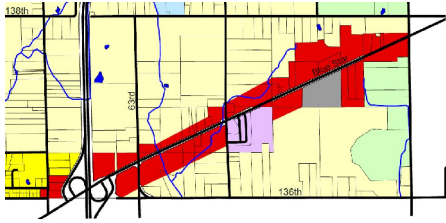


Bike Infrastructure  
1 2 3 4 5



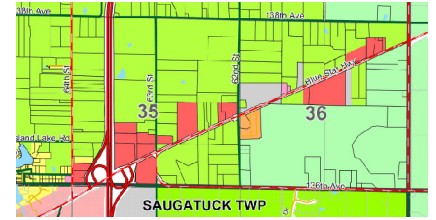
Business access  
1 2 3 4 5

Comments:

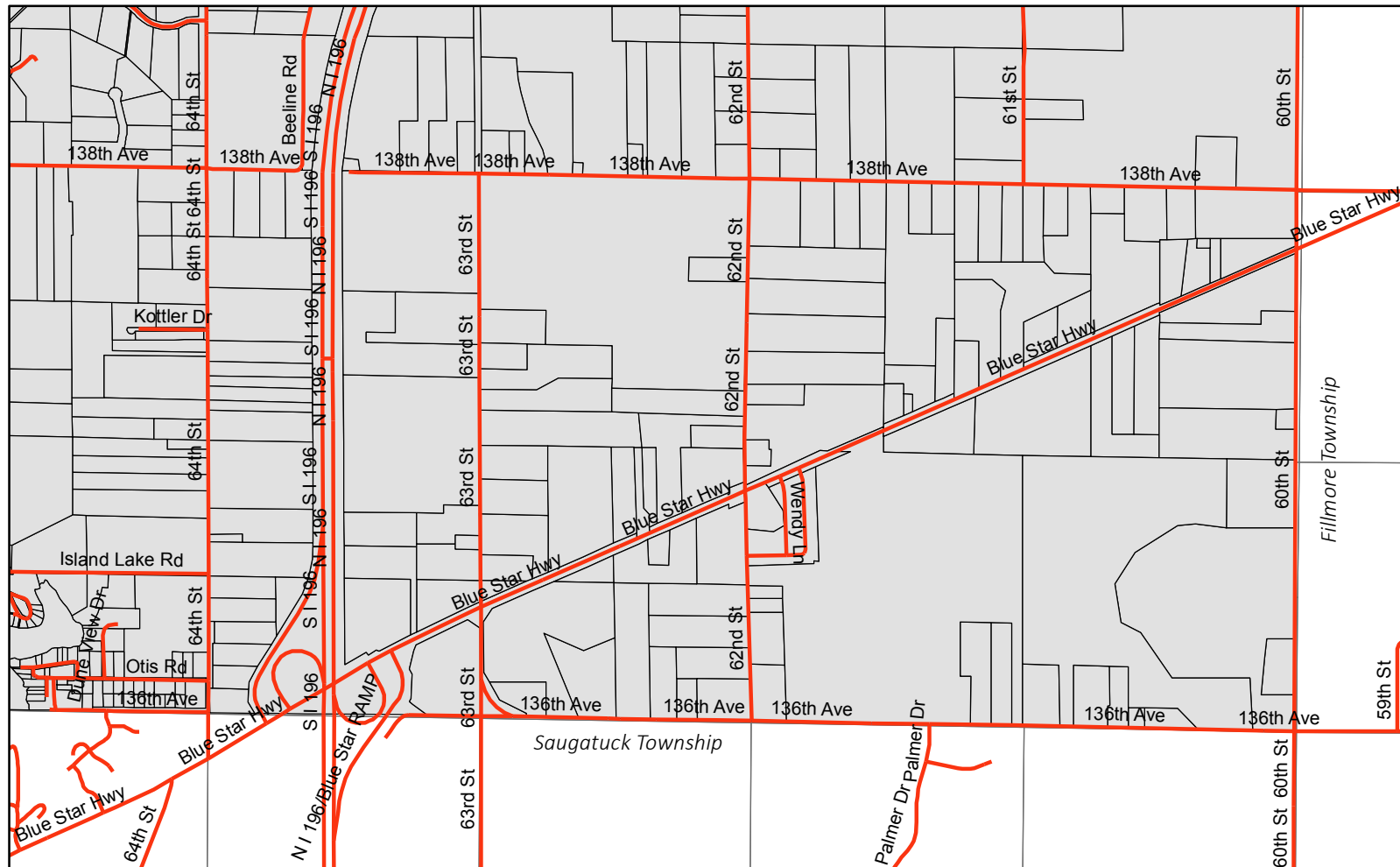


Current Master Plan

# Blue Star Highway



Current Zoning



Author: Fresh Coast Planning  
 Source: Allegan County GIS Department  
 Projection: NAD 1983 Michigan State Plane South



0 0.125 0.25 0.5 0.75 1 Miles