



REROUTE:

A PLAN FOR SCHOOLCRAFT'S FUTURE

LETTER FROM THE VILLAGE OF SCHOOLCRAFT

We are pleased to present our Citizen and Village driven plan for Schoolcraft's Future. This plan was facilitated by Wightman & Associates with a tremendous amount of input from Village residents, business owners, as well as people who do not live in the Village but have an interest in its development.

Several workshops were held during a 12 month period. The intent of the workshops was to solicit input from the general public regarding what things could make Schoolcraft a better place to live, shop, work, recreate, and educate. Our first kick-off event was to have a presence at the school's homecoming event in September of 2016. Representatives from Wightman & Associates were there to listen and to inform people about the upcoming process, and to begin gathering information about what changes citizens and visitors would like to see happen in the Village. This event was extremely successful, and set the stage for a number of public workshops that took place over the next few months.

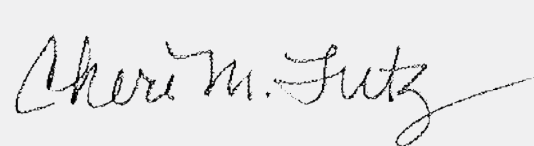
In addition to public comments, Wightman & Associates worked with a group of Stakeholders and Steering Committee members consisting of business owners, residents, municipal employees, boards and commissions. Members were asked to help identify areas of concern and future possibilities. Some of the questions asked were: "What is it that makes Schoolcraft a desirable place to live? Is Schoolcraft a good place to locate a business? Do we provide adequate recreational opportunities? Do we have enough housing, and is it affordable? What kind of challenges are we facing? How well do we cooperate and collaborate with our neighboring communities, our school system, our citizens and business owners, and finally, what can we do to make ourselves better?"

Through this process we developed a Community Vision Statement, a Core Value Statement, and the Plan for Schoolcraft's Future. We identified a number of projects that are easily accomplished, and many that will take a considerable amount of time. An Action Plan was developed for thirteen different projects ranging from short to long term as well as potential partnerships, grant opportunities, and a strategy for making the projects come to fruition.

The Citizen and Village driven plan for Schoolcraft's Future will set the stage for the Comprehensive Land Use Plan, and subsequent zoning ordinance changes that will assist us in development of these projects.

The Citizen and Village driven plan for Schoolcraft's Future is proactive and ambitious. It is a living guideline that will be referred to often and revised as conditions change and new opportunities arise. We appreciate the efforts of all who have contributed to the plan and we look forward to your input as we move forward with our Comprehensive Land Use Plan and Zoning Ordinance Updates.

Sincerely,



Cheri Lutz
Schoolcraft Village Manager



Keith Gunnett
Schoolcraft Village President
Schoolcraft Planning Commission

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ACKNOWLEDGMENTS

Vision Plan Steering Committee

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Vision Plan Stakeholders Group

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Village of Schoolcraft

2017 Village Staff: Cheri Lutz, Theresa O'Leary, Faith Akert

2017 Village Council: Keith Gunnett, Russell Barnes, Todd Carlin, Kathy Mastenbrook, Michael Rochholtz, John Stodola, Sy Spears.

2017 Planning Commission: Tim Brown, Mae Pfost, Keith Gunnett, Jennifer Doorn, Josh Rozeboom, Wesley Schmitt, Sue Hendriksma.

Design Team

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A special thank you to the South County News and Sue Moore for photo-documenting each Public Workshop and publishing the various stories to keep the community informed throughout this process.



INTRODUCTION

Schoolcraft is a community with great connections to surrounding natural and urban resources. US 131's traffic volume in Schoolcraft offers opportunities for marketing the village but also presents real challenges to the safety of pedestrians. The village aims to find a solution through new development anchored by diverse amenities with strategies to slow and manage the vehicular traffic in a way that improves multi-modal traffic and safety. Due to Schoolcraft's well defined Village boundary, quiet neighborhoods are able to take advantage of adjacent agricultural landscapes with ample views and open space. Along with a great public school system, Schoolcraft hopes to preserve these assets while still targeting growth and improvement throughout their community.

The Village Board engaged Wightman in the Fall of 2016 to guide them through a three tiered public engagement process: Steering Committee, Stakeholder's Group, and Public Workshops. Below is a timeline of our process along with a description of the purpose for each meeting or event. In the upcoming pages we outline the entire process from inception to conclusion; we began with learning about who and what Schoolcraft is, was, and wants to become. By understanding the communities history and aspirations we are able to propose a vision of growth that is not only compatible with those goals, but should enhance and emphasize them.



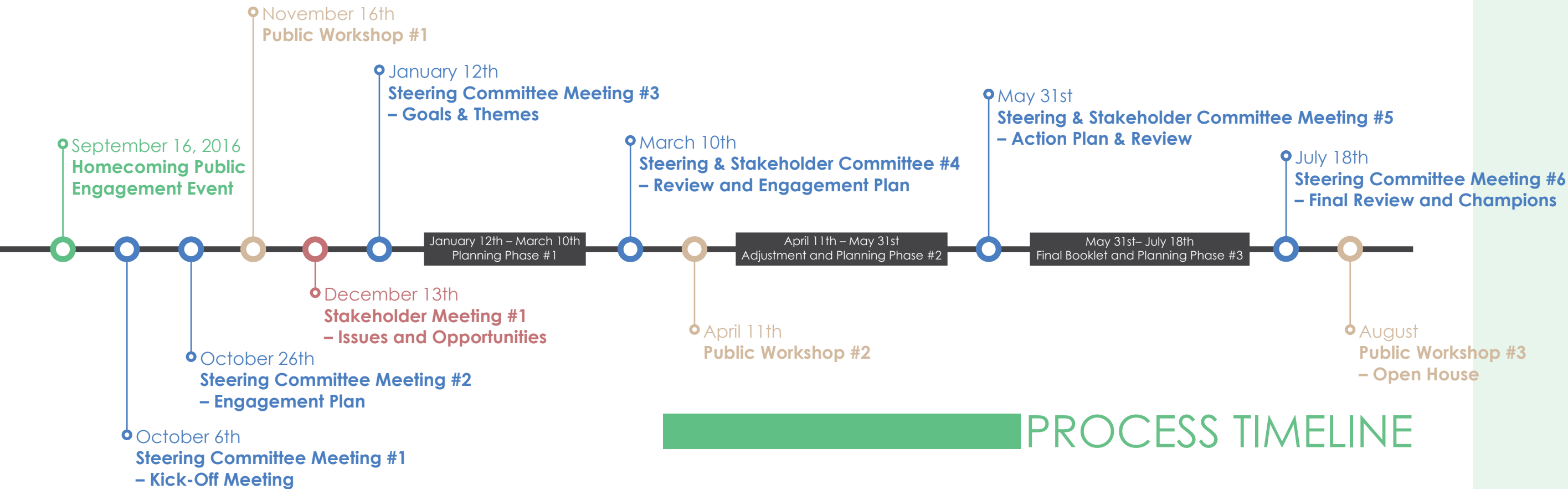
The **EARLY** Take-Aways

Homecoming & Steering Committee Feedback

Walkable Retail & Entertainment Options

Access to High Quality Recreational Opportunities

Improve 131 Safety & Identity



PROCESS TIMELINE



SCHOOLCRAFT CASE STUDY MAP

EXISTING CONDITIONS



1. Burch Park, called "The Park" by some, is a hidden gem tucked away west of 131. Surrounded by neighborhoods and adjacent to the public library, Burch Park has an opportunity to serve more people. Wayfinding could be added on 131 and improved pedestrian access from the east could be considered.



2. US 131 is an advantage and opportunity for the Village. Moving 27,000 cars per day on average, 131 provides high visibility for businesses located on the Village's frontage. But this major traffic route also creates a barrier to safe and accessible pedestrian traffic.



3. The Eliza and 131 intersection improvements have yielded more accessible crosswalks with lighted signals and marked crossings. With improved design speed, potential bumpouts at crosswalks, and better sidewalks this intersection could be further improved.



4. Pedestrian friendly sidewalks provide some sheltering from the busy highway traffic with landscaping. Wide walkways provide space for local businesses to spill their wares out onto the sidewalks. However, crossing the highway becomes quite dangerous if you do not care to walk all the way down to the signaled crosswalk. Facade improvements and a slower design speed for 131 could aid higher quality pedestrian access.



5. Schoolcraft has a dense development pattern within Village limits, which has preserved quality agricultural land directly adjacent to neighborhood development. This quality is positive and provides views, sunlight, and prevailing winds to the perimeter of the Village.



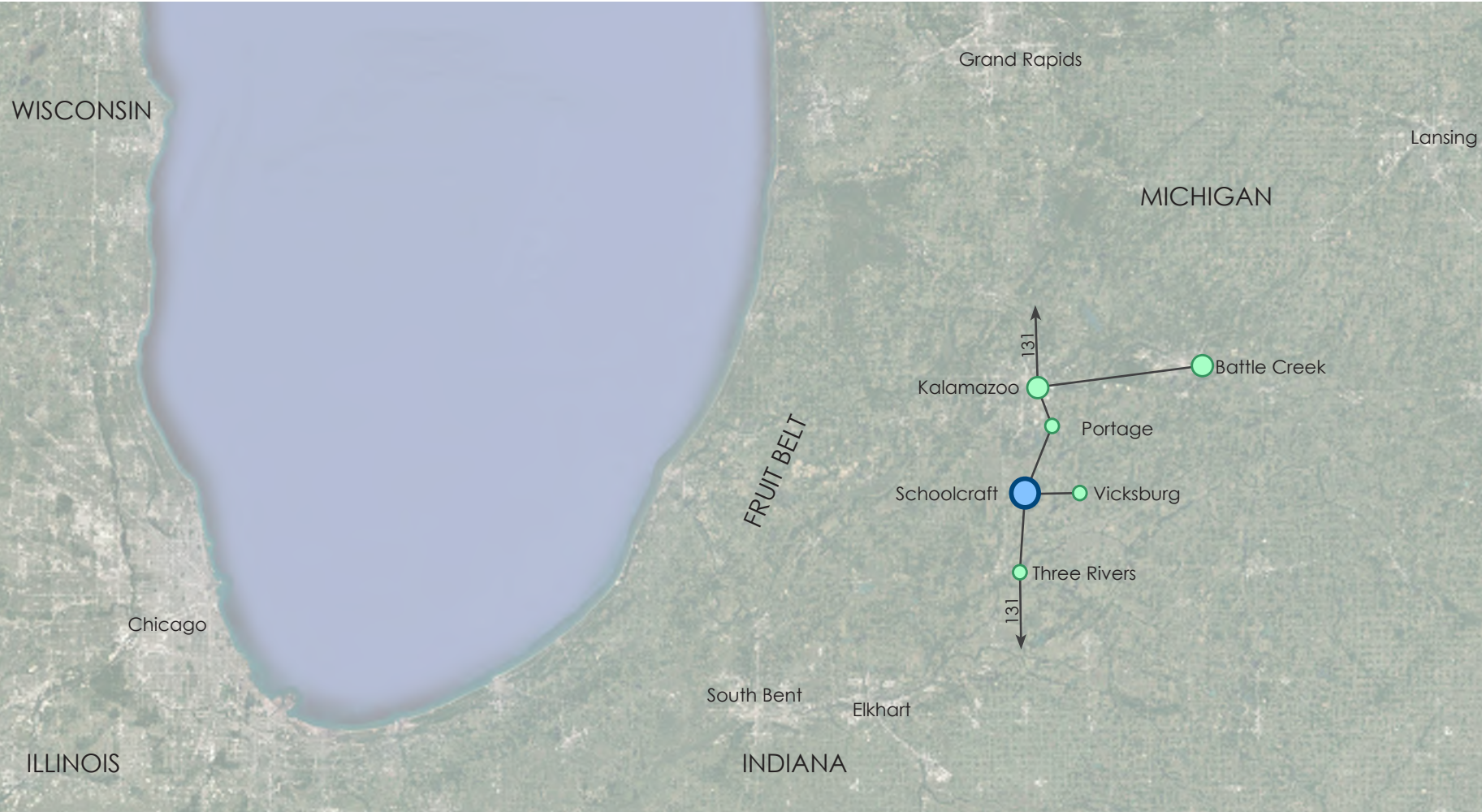
6. Ongoing debate about the future of Schoolcraft's former elementary has divided members of the community. Whether renovated or redeveloped, this site provides an opportunity for reinvestment in the Village.



7. The Village has an excellent school system and sports program that not only unifies the Village, but also the surrounding township and regional students. The combined education and sports complex should have better connectivity to the neighborhoods and west side of 131.



LOCATION MAP



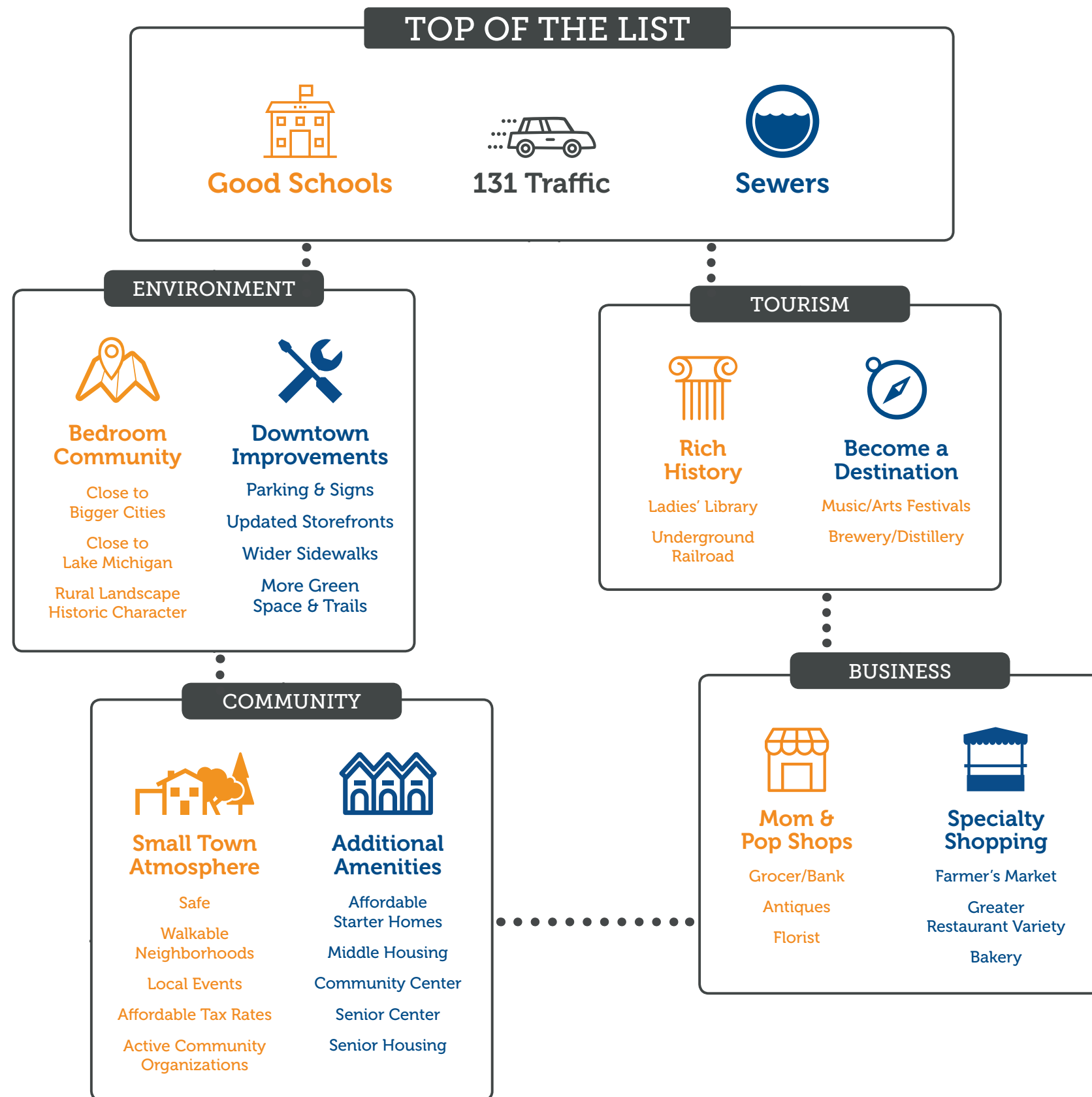
DOWNTOWN ELEVATION - WEST



DOWNTOWN ELEVATION - EAST



ADVANTAGES & OPPORTUNITIES EXERCISE



PUBLIC ENGAGEMENT ADVANTAGES & OPPORTUNITIES

Throughout the outreach events, three public workshops and many stakeholder and steering committee meetings, our team had the opportunity to hear a lot from the community. The most constructive feedback needed to be rendered into a summary form that captured the main points.

By utilizing themes, we were able to translate hundreds of comments into a framework that not only ranks comments by order of importance, but also identifies which are advantages and which are opportunities. Advantages are things that are great and should be preserved and/or enhanced in the future, shown here in **yellow**. Opportunities are things that are either detractors or missing in the community and should be added or improved, shown here in **blue**.

While most items to the left are easily understood, US 131 is depicted as **gray**. This is due to its standing as both an opportunity and a challenge. 20,000* cars on average cruise through downtown Schoolcraft per day, which creates difficulty in crossing the street and detracts from the ability of downtown businesses to maintain a quaint and walkable atmosphere. But that same volume of traffic represents 20,000* potential patrons of local business and resources; the question is how to capture their attention and get them to stop in Schoolcraft.

*Per MDOT 2017 ADT count between Eliza St. & Lyon St.



STATEMENTS & GOALS

COMMUNITY VISION STATEMENT:

The Village of Schoolcraft commits to building on its strong heritage while moving forward to a vibrant future as a community where all citizens are safe and secure, local businesses thrive, and residents and visitors alike are drawn to the variety of recreational and cultural activities available.

CORE VALUE STATEMENT:

The Village of Schoolcraft seeks to enhance the community through development that contributes to its welcoming hometown atmosphere, complements its landscape and local business environment, and reinforces its rich history and quality schools.

GOALS:

QUALITY:

Amenities (things to do), Public Space (places to do things), Infrastructure, Housing

EXPERIENCE:

Tourism, Agriculture, Boutique, Community Oriented

SAFETY:

Infrastructure, Neighborhoods, Family

GROWTH:

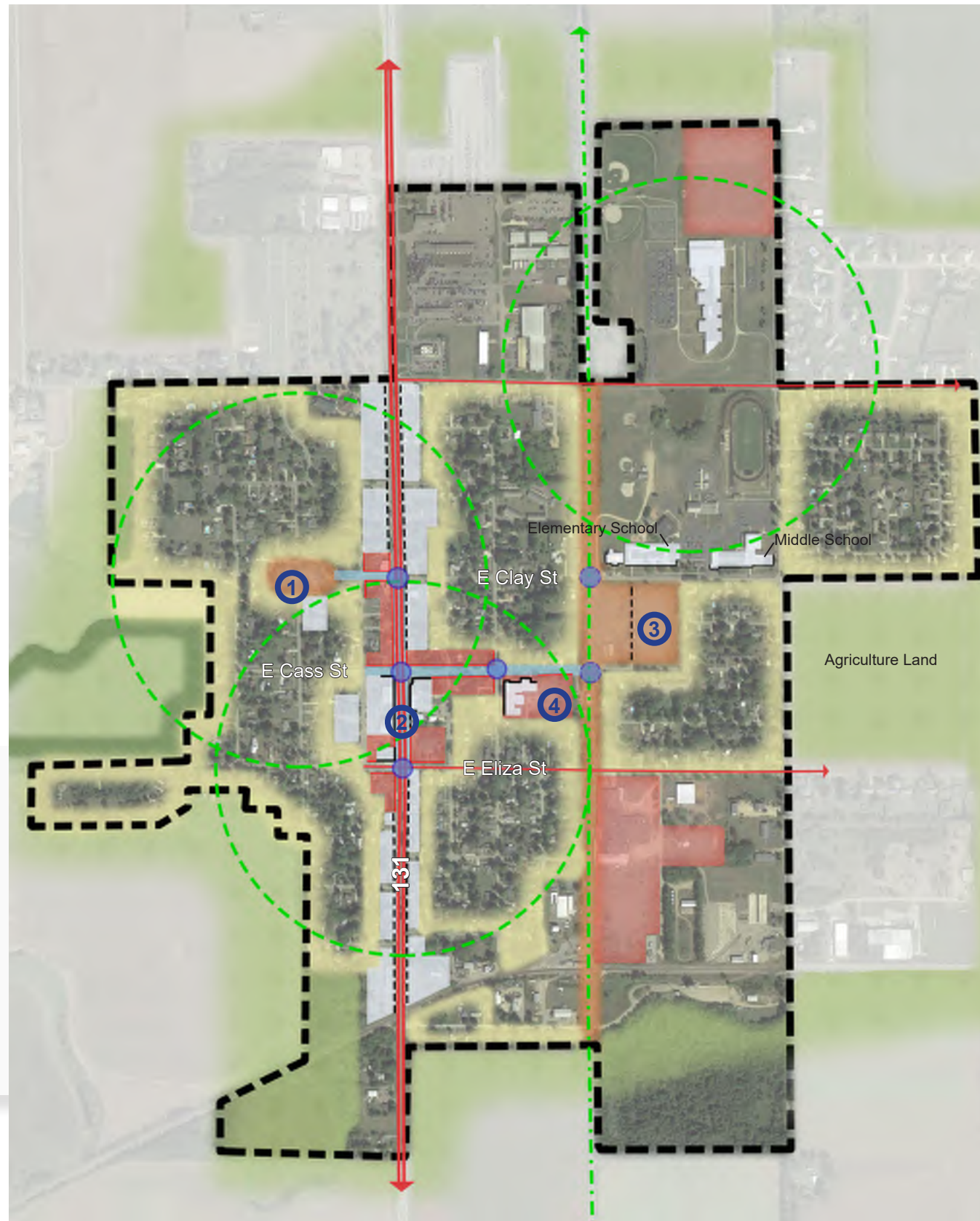
Residential (Quality & Diverse), Commercial (Food & Boutique), Infrastructure



ADVANTAGES & OPPORTUNITIES MAP

LOCATION KEY

- ① BURCH PARK
- ② DOWNTOWN STREETScape
- ③ FORMER SPORTS FIELDS
- ④ FORMER ELEMENTARY

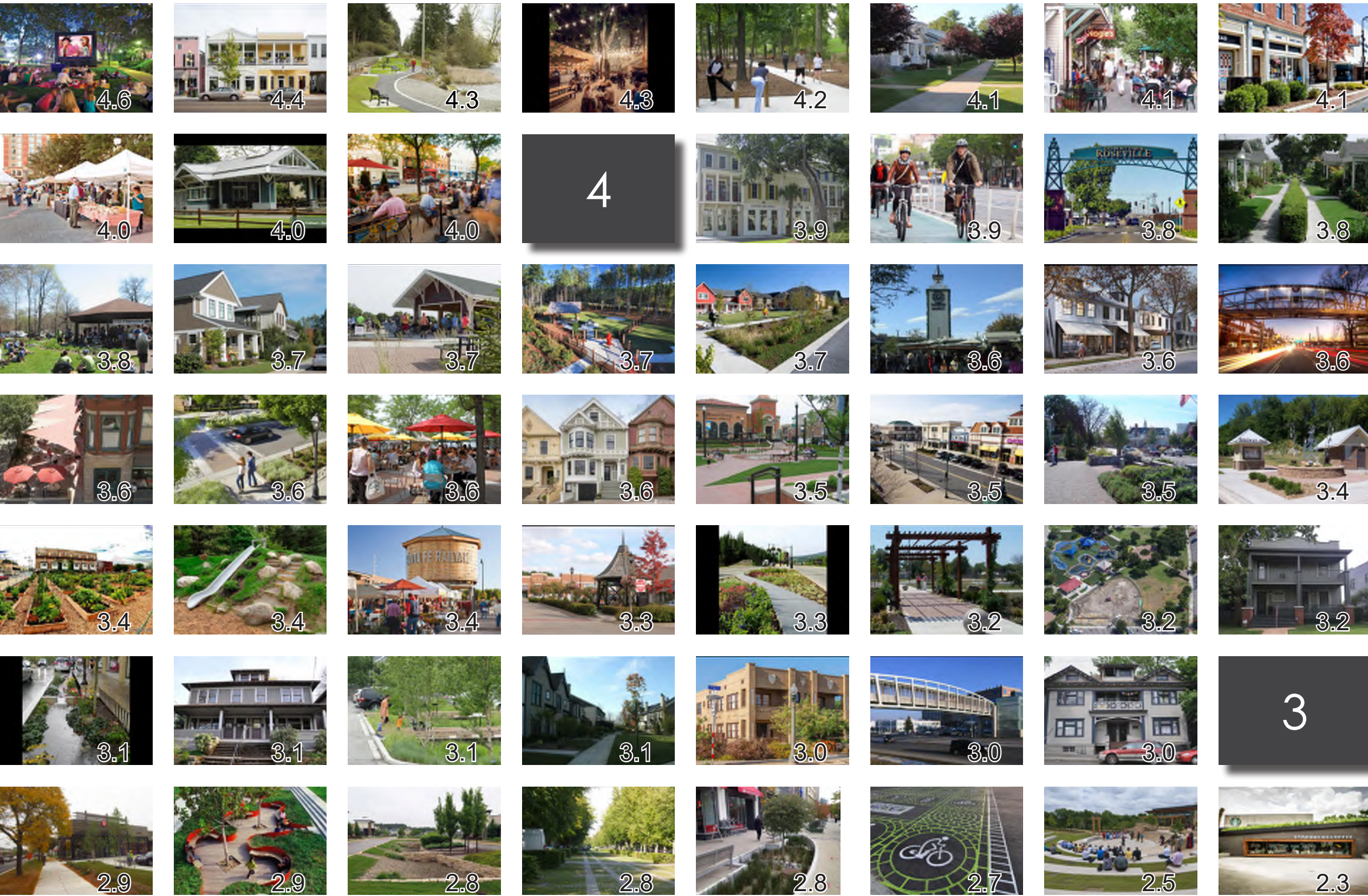


LEGEND

- EXISTING BUILDING WITH FRONTAGE
- GOOD BUILDING W/ MINOR RENOVATIONS
- COMMERCIAL REDEVELOPMENT OPPORTUNITY W/ FRONTAGE
- MAJOR RENOVATION OR NEW BUILDING
- PARKS AND RECREATION OPPORTUNITY
- PARK RENOVATION/REDEVELOPMENT OR NEW RECREATION
- RESIDENTIAL
- PRESERVE & ENHANCE EXISTING SINGLE FAMILY
- FUTURE RESIDENTIAL
- NONE PROPOSED YET
- AGRICULTURE/ NATURAL RESOURCE
- PRESERVE & ENHANCE EXISTING ASSETS
- STREETScape IMPROVEMENTS
- TARGETED TO SUPPORT PROPOSED REDEVELOPMENT
- PRIMARY VEHICULAR /MULTI-MODAL CORRIDOR
- US 131: IMPROVE ACCESS AND IDENTITY
- SECONDARY VEHICULAR CORRIDOR
- IMPROVE INTERSECTIONS AT US 131, IMPROVE ACCESS
- POTENTIAL ROAD
- CURRENTLY NONE PROPOSED
- POTENTIAL OFF-ROAD TRAIL
- REGIONAL CONNECTOR, BIKE AND PEDESTRIAN
- 5 MINUTE WALKING RADIUS
- 1/4 MILE RADIUS, REASONABLE EXPECTATION
- OFF-ROAD / ACTIVITY NODE
- TRAILHEAD FACILITIES, PLAYGROUND, DOG PARK
- POTENTIAL NODE
- PEDESTRIAN CROSSING, IDENTITY, PUBLIC SPACE



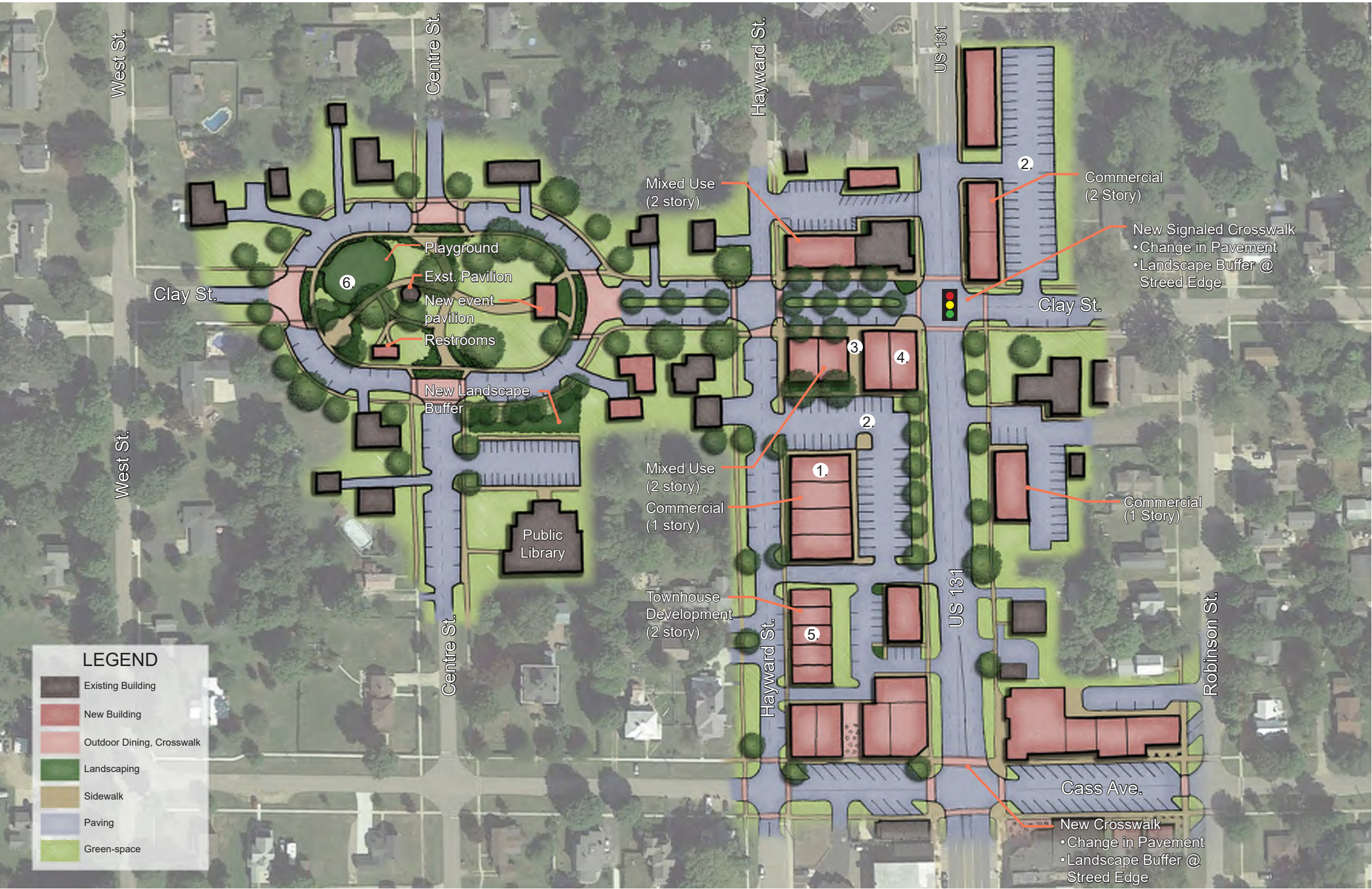
GRAPHIC PREFERENCE SURVEY RESULTS



Graphic Preference Survey was presented to members of the community to gather feedback on the types of characteristics and amenities they would like to see in their community. Images were scored 1-5, with 5 being the highest.



BURCH PARK & 131 DEVELOPMENT



0' 75' 150' 225'



VISIONING IMAGES



VISIONING

1 Buildings on 131 can maintain convenient parking opportunities while providing traditional building frontages. Alternatively, Hayward St. frontages can incorporate pedestrian oriented 'zero setback' frontages that accommodate outdoor dining.

2 These images represent forms of 'green infrastructure' by utilizing alternative approaches to storm water management for reduction in surface runoff during rain events. The top image shows pervious pavers that mitigate oils and other pollutants from entering the storm sewer system. The lower image depicts native species 'bioswales' to allow natural infiltration and water retention.

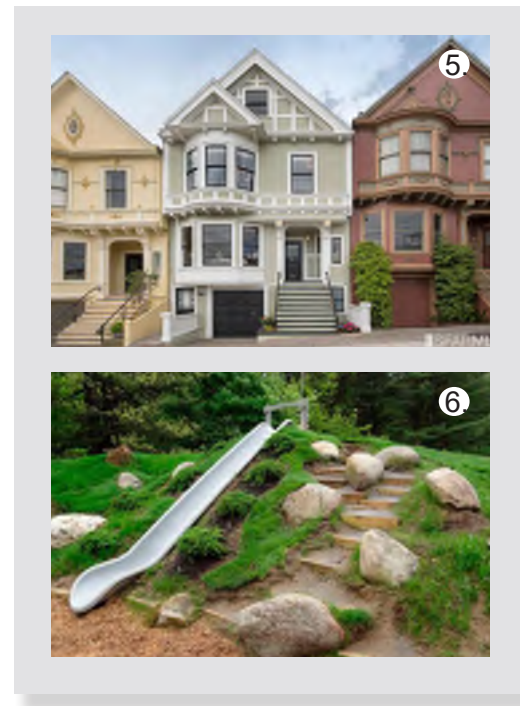


3 Outdoor dining is integral to healthy pedestrian retail districts. While 131 is not ideal for this environment, opportunities exist to utilize the side of a building to accommodate outdoor dining. This will help attract visitors and provide opportunities for placemaking.

4 Small mixed use buildings are an answer for future growth in Schoolcraft. These building types can easily fit within infill situations and provide leasable square footage areas that the local market can bear.

5 'Missing Middle Housing' are residential types that are currently under-developed and in high demand. Ranging from townhouses to live/work units and duplexes, the key to successful Missing Middle housing is quality construction and adjacency to walkable amenities.

6 Schoolcraft residents currently have only one public park serving them, and Burch Park is currently under-utilized. New identity and playground structures will help raise awareness for the park while serving the community in a more meaningful way.



Renderings help tell the story of what type of development we want to see take place and how that development will look and feel. For Clay Street, we wanted to emphasize the connection to US 131 and the opportunity for new commercial opportunities up to the intersection at Clay and Hayward. Hayward offers a unique opportunity to maintain convenient parking and access off of 131 while also having a pedestrian-oriented traditional commercial frontage on Hayward.

Clay Street has an opportunity to provide a gateway to Burch Park while also accommodating destination commercial assets. With wide sidewalks, lush landscaping, and a center median continued from the west, Clay Street will present the first new face of Schoolcraft for southbound travelers. Burch Park is difficult for residents to the east of 131 to access due to high traffic, but with a signaled intersection, better crossing design, and lower design speeds on 131, pedestrians will feel safer at the intersection with Clay. Design speeds can be reduced through paving material changes, tighter lane dimensions, landscaping, and peripheral activity along the street frontage through non-motorized traffic and recreational opportunities.



CASS AVENUE COMMERCIAL DISTRICT

PLANNING



VISIONING IMAGES



VISIONING

1 This Missing Middle housing type is a stacked duplex, meaning that each floor serves as one apartment with entrances off a shared porch. This housing type will match well with existing and new single family housing developments.

2 Alternatively, Live/Work units serve a more urban, or downtown, context. The intent behind this type is providing an opportunity for small business owners to live above the commercial space they lease, saving them money and time.

3 Larger mixed use buildings can serve as anchors to a commercial district or intersection. This building type is flexible and can serve retail or hospitality on the main floor while providing office or residential opportunities on the upper floor(s).

4 Attached housing can be sold as a condo arrangement or rented as a row/town house. With entrances directly on the street, these building types provide consistent activity, enhancing identity and safety.

5 This Missing Middle housing type is a four-plex, or a mansion flat. A four plex is similar to a stacked duplex, but with two more units. A mansion flat is built to fit into a neighborhood as a large residential home, but can accommodate several apartments.



6 Schoolcraft has a rich history of historic buildings, and the community desires that new construction respects those buildings. New commercial construction should incorporate traditional materials and forms.

7 Similar to the above image, this mixed use building is larger, but still maintains a quaint, 'small-town' aesthetic. This 'cottage commercial' can also house cottage businesses and, small mom & pop outfits that sell artisanal goods and services.



Cass Street offers a unique opportunity for Schoolcraft to establish a new commercial district. As Cass is the north intersection and terminus of Schoolcraft's historic business district, successful new commercial properties adjacent to the struggling businesses will help revive downtown. With 20,000 cars per day passing by Cass Street, it will be integral that the new district incorporates visual identity at the intersection to draw people in.

The former Early Education School at the intersection of Cass and Cedar provides an opportunity for new, high-quality residential units to be developed and anchor the new district. The success of Missing Middle housing east of Cedar will depend upon quality commercial entities being established along Cass; the market needs smaller, dense housing types that are adjacent to amenities. An amenity that has gained traction throughout our workshops is the goal of a non-motorized trail along the north/south rail line east of cedar. If a trailhead park is developed between Cass and Clay at the railroad, it could become a catalyst to Cass Avenue Commercial District's success and implementation.



TRAIL-HEAD PARK & SINGLE-FAMILY DEVELOPMENT

PLANNING



VISIONING IMAGES



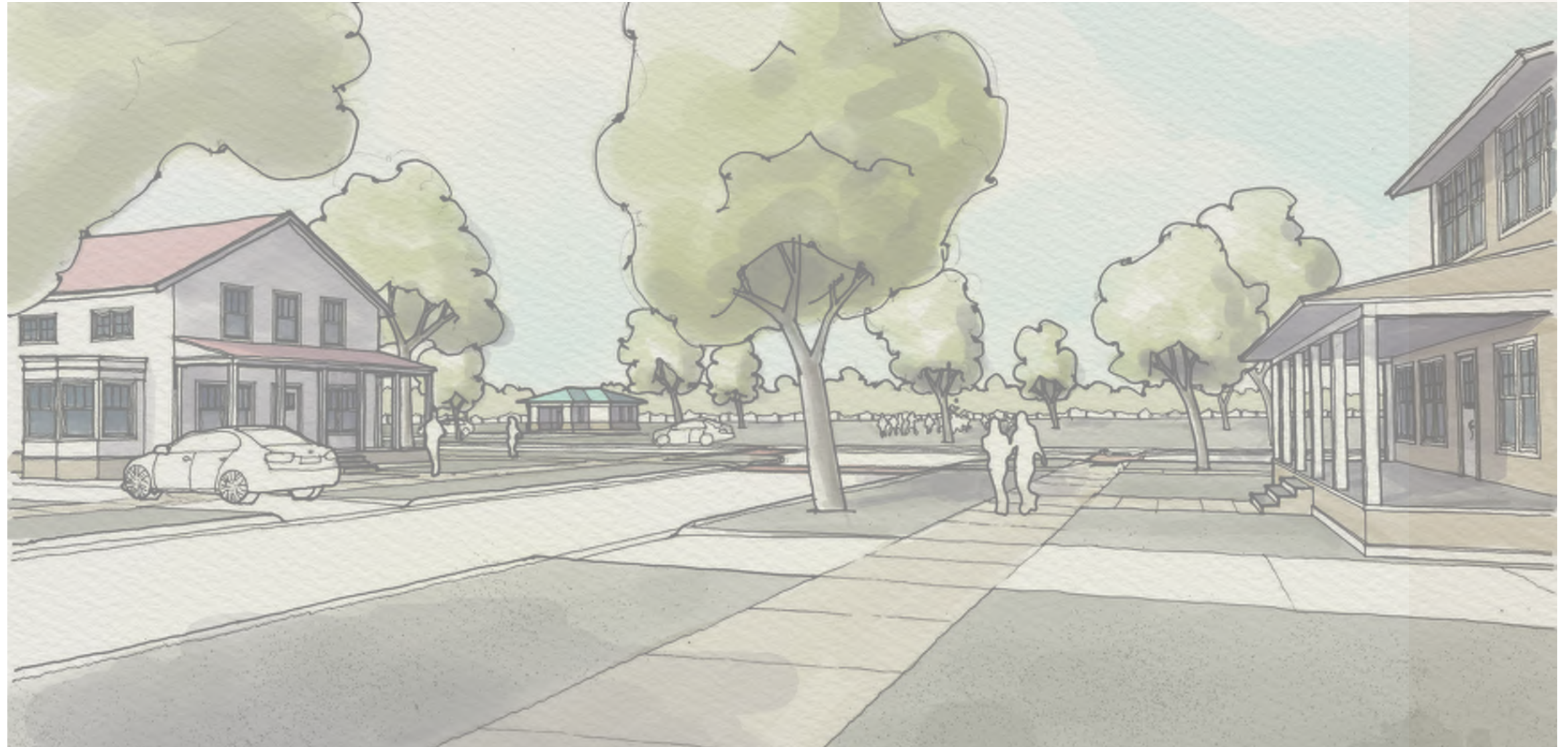
VISIONING

1 A trailhead needs buildings that will serve the community. This building provides a seasonal cafe, flexible covered pavilion space, bathrooms, and a bike rental shop. The trailhead park should include a structure that provides some of these services as well.

2 A multi-use trail provides more opportunities beyond just non-motorized transportation. This can be areas for observation and views, play structures, and even outdoor exercise equipment geared for multiple generations. These amenities could help Schoolcraft's portion of the potential trail to be a destination.

3 Single-Family developments do not have to have large lots. Compact development allows the developer to provide more units, the municipality to have more tax base, and buyers to purchase homes at lower prices. Compact development also encourages better land use and allocation of resources, i.e.: storm water, sewer.

4 While sewers would encourage compact development, they aren't completely necessary. This picture is from Empire, MI where a community called the New Neighborhood utilizes shared septic fields in a central location. This central location is their community 'green'; and serves as open space for residents.

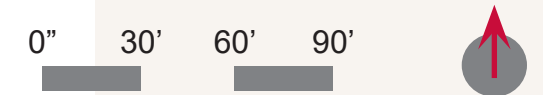


Schoolcraft's Village boundary has been mostly built out, so in order to grow the community we or they will need to target compact residential development in strategic locations to increase population. The old athletic fields located to the east of the railroad provide an opportunity for multiple residential types. Shown on the previous page is the primary goal of new, compact single family homes with an alternate for bungalow court housing. This single family concept has about double the density of the adjacent neighborhood and can achieve this with or without sewers. Without sewers, the development will need to utilize a shared septic field that could be located beneath the proposed sports fields.

A bungalow court is a Missing Middle housing type that incorporates shared green space and parking/garage areas. The concept shown doubles the density of the single family concept, or triples the density of the adjacent neighborhood. The court has shared garages off of a proposed alley along the east property line, residents would use shared pathways to their back porches that would face the shared green space. Each bungalow would have their own garden space and front yard and the ownership arrangement could be a site condo, conventional subdivision, or single ownership lease agreements. Both the single family and bungalow court concepts provide an outlet for young single families or retiring empty nesters to have a single family home at a much lower cost than the conventional construction type.



STREET SECTION STUDY



1



GRAND STREET TODAY

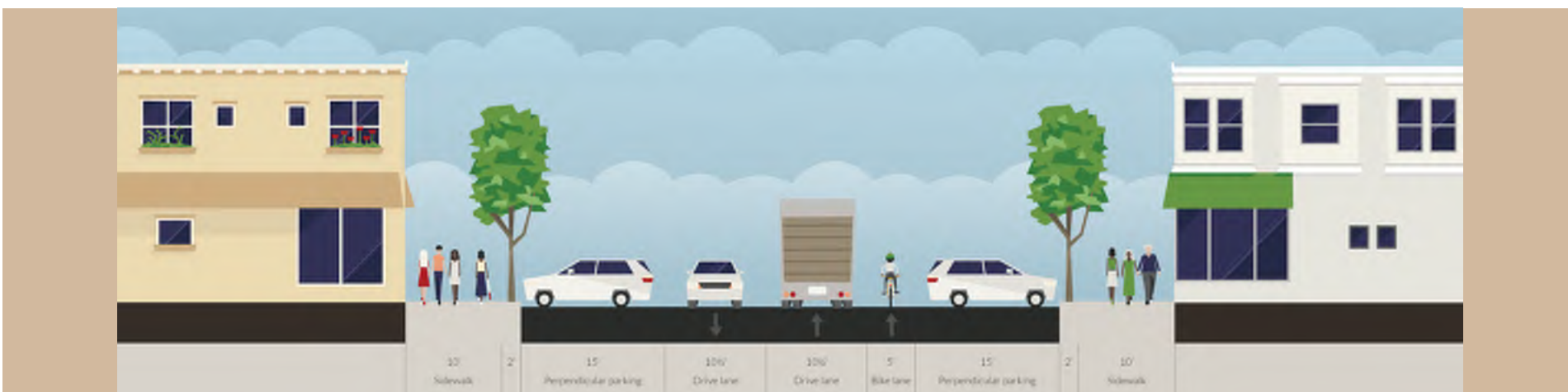
Grand Street today is a concrete expanse of fast moving traffic that provides little safety for pedestrians and bicyclists. The sidewalks are about 14 feet with parallel parking spaces providing access and a buffer from 131. Small shrub-like street trees and potted plantings are the only landscape elements in between the large beds at each intersection. While the existing lighting enhances the historic district, Grand Street should welcome visitors to stop, get out of their car, and hang out in downtown Schoolcraft.



GRAND STREET TOMORROW

This conceptual street section was developed to show one way of slowing motorists and encouraging visitors to stop in Schoolcraft. More substantial street trees and landscaping will help pedestrians feel safe while walking on the sidewalk. Since there is only one turning opportunity between Eliza and Cass, it is proposed that the center turn lane be redeveloped as a planted median. This would tighten the view of oncoming motorists, slowing them down and making them more aware of their surroundings. Trees would shade spectators during the annual 4th of July festivities.

2



CASS STREET IMPROVEMENTS

Cass Street is currently a sleepy residential street with large tree lawns and setbacks to homes. If, as the Vision Plan proposes, Cass Street is redeveloped as a commercial district, then the street would need to accommodate that use. Angled, on-street parking, wide sidewalks, street trees and benches, zero-setback buildings, and narrow drive lanes will encourage pedestrians, accommodate on-street dining, and provide access for bicyclists. This is integral as Cass Street will connect the existing downtown to the new potential trailhead park and residential development opportunities.



ACTION PLAN

IMPLEMENTATION

ACTION ITEM

LEAD

PARTNER

QUARTERLY OUTCOME

1 US 131 Boulevard

Eliminate center turn lane between Eliza St. & Cass St. Replace with a planted median and robust street trees.

- Reduce Design Speed
- Increase Identity

2 Sewers Project

Provide sewers for Village residents and business owners.

- Increase Development
- Higher Density Growth
- Clean & Sanitary
- Higher Property Values

3 Single-Family Development

Develop existing sports fields east of railroad between Cass & Clay into single family housing.

- Target Young Families
- Higher Density Housing
- Growth Opportunity

4 Three Rivers to Portage Trail

Develop a trail along the North/South rail line thru Schoolcraft to Three Rivers & Portage.

- Non-Motorized Transit
- Alternative to US 131
- Recreation Opportunity

5 US 131 Improvements

Identify & install crossing opportunities and eliminate turning movements thru access management.

- Increased Safety
- Connect East to West

6 Townhouse & Early Ed. Development

Attract residential development for the existing building and adjacent open space.

- Growth Opportunity
- Missing Middle Housing

7 Hayward St. Overlay Zone

Re-Zone Hayward St. to accommodate commercial development & Missing Middle Housing.

MDOT: Jason Latham,
Local TSC
Schoolcraft DDA
MEDC Grants/Loans

USDA-RD Grants/Loans
EDA Funding
MEDC Grants/Loans
Sewer Authority

Single-Family Developer
Schoolcraft Public Schools
MEDC Grants/Loans

Three Rivers Coalition
Portage Parks & Rec:
Kathleen Hoyle
Watco Railroad
MDOT (TAPS Grant):
Denise Cook

MDOT: Jason Latham,
Local TSC
US 131 Businesses
MEDC Grants/Loans

Schoolcraft Public Schools
Multi-Family/Condo Developer
MEDC Grants/Loans

Business & Land Owners
Schoolcraft Planning Commission

First Quarter

- Develop a conceptual plan for 131 from Eliza to Cass & cost estimates.
- Meet with MDOT's Jason Latham & local TSC Representatives
- Meet with DDA and downtown businesses to review plans, address concerns.

Second Quarter

- Develop a funding strategy & identify local, state, or federal partners.
- If possible, begin funding applications.

First Quarter

- Garner consensus among leadership that sewers are a need and there is desire to install sewers.
- Understand what parameters need to be met that will govern whether to proceed with the project.

Second Quarter

- Be a vocal Authority member supporting the effort with solution oriented discussions to find a mutually agreeable project approach.
- Begin the petition and/or funding applications process.

First Quarter

- Meet with the public schools and private property owner(s) to strategize land acquisition.
- Develop a funding strategy to acquire land.

Second Quarter

- Village acquires properties.
- Develop a marketing package or an RFQ/RFP for residential developers.

First Quarter

- Develop a Parks & Rec Plan, include the trail.
- Meet with Portage Parks & Rec Board.
- Meet with the Three Rivers Coalition.
- Meet with Railroad and test feasibility.

Second Quarter

- Develop a funding strategy & begin applying for local & state grants.
- Develop detailed conceptual plan & cost estimates.

First Quarter

- Meet with MDOT's Jason Latham & local TSC Representatives.
Goal: Have an overall strategy on how and where to eliminate turning movements.
- Meet with business & land owners.
Goal: Discuss strategy & challenges.

Second Quarter

- Develop a conceptual plan for the entire corridor through the Village.
- Identify local, state, and federal funds & develop a funding strategy.

First Quarter

- Meet with school administration. Develop a combined strategy on ownership and/or acquisition related to the marketing or RFP/RFQ opportunities.

Second Quarter

- Develop a marketing package or RFP/RFQ to attract multi-family/condo developers.

First Quarter

- Meet with planning com. and review Vision Plan. Review zoning map and identify changes & challenges.
- Meet with property owners to raise awareness and understand concerns.

Second Quarter

- Revise zoning map, amend ordinances as necessary to accommodate.



QUARTERLY OUTCOME	PARTNER	LEAD	ACTION ITEM																	
			8 Trailhead Park & Sports Fields Develop a park to support the proposed north/south trail and sports fields to support the public school. <ul style="list-style-type: none">• Recreation Opportunity• Visitor Destination• Alternative Transit			9 US 131 Commercial Development Rezone 131 corridor to encourage sustainable & safe future development while encouraging growth. <ul style="list-style-type: none">• Increase Development• Increase Safety• Higher Property Values			10 Clay St. Boulevard & Overlay District Rezone Clay Street west of 131 to accommodate commercial growth and increase access to Burch Park. <ul style="list-style-type: none">• Increase Identity• Growth Opportunity			11 Burch Park Improvements Develop a new playground, pathways, event space, and landscaping to make Burch Park a destination. <ul style="list-style-type: none">• Attract young Families• Recreation Opportunity			12 Robinson St. Parking Lots Increase & improve parking opportunities for businesses on the east side of 131. <ul style="list-style-type: none">• Increased Safety• Accommodate Visitors• Outdoor Dining			13 Cass Ave. District & Streetscape Rezone Cass St. for dense commercial for a new district & improve streetscape for dining and non-motorized transit. <ul style="list-style-type: none">• Growth Opportunity• Identity & Destination		
	MDNR (MNRTF Grants) Schoolcraft Public Schools Private Property Owner	Business & Land Owners Schoolcraft Planning Com. Commercial Developers	Schoolcraft Planning Com. Business & Land Owners Mixed Use & Commercial Developers	MDNR (MNRTF Grants) Schoolcraft Public Library Residential Neighbors	Business & Land Owners MEDC Grants/Loans	Schoolcraft Planning Com. Business & Land Owners Mixed Use & Commercial Developers Multi-Family/Condo Developers MEDC Grants/Loans														
First Quarter <ul style="list-style-type: none">• Develop a Parks & Rec plan, include trailhead park.• Meet with school admin. to understand needs for sports facilities.• Identify potential grants at the local & state level. Develop a funding strategy. Second Quarter <ul style="list-style-type: none">• Apply for grants (MNRTF, MDOT TAPs).• Develop detailed conceptual plan and cost estimates.	First Quarter <ul style="list-style-type: none">• Meet with business & land owners to review vision plan. Craft a strategy for zoning & ordinance changes.• Meet with planning commission to review feedback & strategy.• Review zoning map, identify changes & challenges. Second Quarter <ul style="list-style-type: none">• Revise zoning map, amend ordinances as necessary to accommodate.	First Quarter <ul style="list-style-type: none">• Meet with business & land owners to review vision plan. Craft a strategy for zoning & ordinance changes.• Meet with planning commission to review feedback & strategy.• Review zoning map, identify changes & challenges. Second Quarter <ul style="list-style-type: none">• Revise zoning map, amend ordinances as necessary to accommodate.	First Quarter <ul style="list-style-type: none">• Develop a Parks & Rec plan, include Burch Park Improvements.• Identify potential grants at the local & state level. Develop a funding strategy. Second Quarter <ul style="list-style-type: none">• Apply for grants (MNRTF).• Develop detailed conceptual plan and cost estimates.	First Quarter <ul style="list-style-type: none">• Meet with DDA to review vision plan.• Meet with business & land owners about a private/public partnership. Second Quarter <ul style="list-style-type: none">• Develop a conceptual plan for Robinson from Eliza to Cass with cost estimates.• Develop a funding strategy & identify local, state, or federal partners.• Establish a private/public partnership to fund an execute the project.	First Quarter <ul style="list-style-type: none">• Meet with business & land owners to review vision plan. Craft a strategy for zoning & ordinance changes.• Meet with planning commission to review feedback & strategy. Review zoning map, identify changes & challenges.• Target properties ripe for acquisition and redevelopment. Second Quarter <ul style="list-style-type: none">• Revise zoning map, amend ordinances as necessary to accommodate.• Develop RFP/RFQ or marketing package for applicable properties to be acquired• Develop a conceptual streetscape plan and cost estimates. Identify funding sources and strategy.															



ACTION PLAN

IMPLEMENTATION

ACTION ITEM

LEAD

PARTNER

QUARTERLY OUTCOME

14

15

16

17

18

19

20



PROJECT FINANCING

Grant funding is an excellent opportunity to leverage local resources and offset overall project costs. This will require a local funding strategy, possibly in the form of an economic development plan. Wightman & Associates has significant experience submitting and securing grant funding on behalf of our project partners. Listed below are some potential funding strategies.

Grant Opportunities:

Recreation Related Funding:

- **MNRTF - Michigan Natural Resource Trust Fund:** \$15,000 - 300,000 available for Development projects. Required local match varies. April application deadline, grants issued Spring of following year. Grants are available for both acquisition and development projects.
- **LWCF - Land and Water Conservation Funds:** \$30,000 - 100,000 available. 50% local match required. April application deadline, award recommendations submitted to the DNR in November.
- **MDNR - Michigan Department of Natural Resources Recreation Passport Grant:** \$30,000 - 100,000 available for Development projects only. 25% local match required. April application deadline, grants issued at the beginning of the year. (This type of grant is a reimbursement for project expenses.)

Transportation Related Funding:

- **MDOT - Michigan Department of Transportation - Transportation Alternatives Program:** 40% local match recommended, 20% required. Funds projects such as multi-use paths, streetscapes, historic preservation, and other safe alternative transportation options. Applications accepted year-round.
- **MDOT - Transportation Economic Development Fund:** 20% local match required. Funds available to state, county, and city road agencies for highway needs relating to a variety of economic development issues. Applications accepted year-round.
- **MDOT - Rural Funds:** 20% match required. Must get on the Statewide Transportation Improvement Program (STIP).

Loan Opportunities:

Infrastructure Financing:

- **USDA - United States Department of Agriculture - Rural Development**
- **SRF/ DWRP/ USDA: (State Revolving Fund/ Drinking Water Revolving Fund/ United States Department of Agriculture)** Funding available for water and sewer projects. (State Revolving Fund, Drinking Water Revolving Fund, and US Department of Agriculture respectively)

MEDC Opportunities:

Programs

- **Redevelopment Ready Communities (RRC):** The RRC certification is a formal recognition that a community has a vision for the future and the fundamental practices in place to get there.
- **Michigan Main Streets Program:** Revitalizing and preserving traditional downtowns.
- **Brownfield Program + Tax Credits/TIF:** Credits received for developing blighted, contaminated, obsolete, or historic properties.
- **Michigan Community Revitalization Program (MCRP):** Grants and loans for projects located on contaminated, blighted, obsolete, or historic properties.
- **Public Spaces Community Places Crowd-funding Initiative:** Established to stimulate funding and activity around special places in communities throughout the state, this program engages community donation crowd-funding with the incentive of a match fund from the MEDC.
- **MEDC Blight Elimination/Job Creation Grants:** Assistance for projects located in downtowns.
- **MEDC/MSHDA Rental Rehab:** Assistance for projects located in downtowns.
- **Community Development Block Grant (CDBG):**
 - **Downtown Infrastructure Grant:** 10% minimum match, \$750k maximum award.
 - **Downtown Facade Improvement:** Must have (2) participating properties (Population under 15,000). Minimum amount is \$30,000.
 - **Community Development - Farm to Food:** Funding for 3-4 season farmer's markets. Municipality must provide 25% of total cost, maximum award of \$750k.





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