

A
MASTER LAND
USE PLAN FOR



THE CITY OF
EVART

2017

CITY OF EVART
EVART, MICHIGAN

RESOLUTION # 19-2017

A Resolution to adopt the 2017 City of Evert Master Land Use Plan

WHEREAS, the City of Evert has the responsibility and is empowered by the Michigan Planning Enabling Act, Public Act 33 of Public Acts of 2008, to make and adopt a Master Land Use Plan; and

WHEREAS, the City of Evert Planning Commission initiated a process to update the City of Evert's Master Land Use Plan by notifying Osceola County and adjacent townships of Evert and Osceola on September 5, 2017; and

WHEREAS, public participation was sought and obtained by the City of Evert Planning Commission to assist in identifying the preferred vision of the City of Evert through the use of a random survey of residents, issue identification workshops, interviews of people identified by the City of Evert Planning Commission and a public hearing; and

WHEREAS, information in the form of text, tables and maps was prepared for inclusion in the 2017 City of Evert Master Land Use Plan; and

WHEREAS, the City of Evert has provided an appropriate review period required by Michigan Public Act 33 of 2008 to its residents, Osceola County and the adjacent townships of Evert and Osceola and held a public hearing regarding the adoption of the Master Land Use Plan on November 14, 2017 at 5:30 pm, at the Evert Fire Hall; and

WHEREAS, the City of Evert Planning Commission make a recommendation to the City of Evert, to formally adopt the 2017 City of Evert Master Land Use Plan, its narrative, maps, tables and other descriptive data as its guide for growth and improvement for the City of Evert.

NOW THEREFORE BE IT RESOLVED that the City of Evert hereby adopts this Master Land Use Plan for the City of Evert, dated November 20, 2017.

A motion to adopt the foregoing resolution was made by Elliett and supported by Carlson.

AYES: Joan Elliett Joyce Carlson

NAYS: 0

ABSENT: Keyser

RESOLUTION DECLARED ADOPTED THIS 20TH DAY OF NOVEMBER, 2017.

Heather Pattee
Heather Pattee, City Clerk

ACKNOWLEDGMENTS

Thank you to City Manager, Zack Szakacs, for supporting and leading this process and to Sue Devries, the MEDC CATeam representative for working to involve the community as much as possible in planning Evert's future.

COUNCIL

Casey Keysor
Mayor

Robert Foster
Mayor Pro Tem

Dan Elliot
Councilmember

Ralph Carlson
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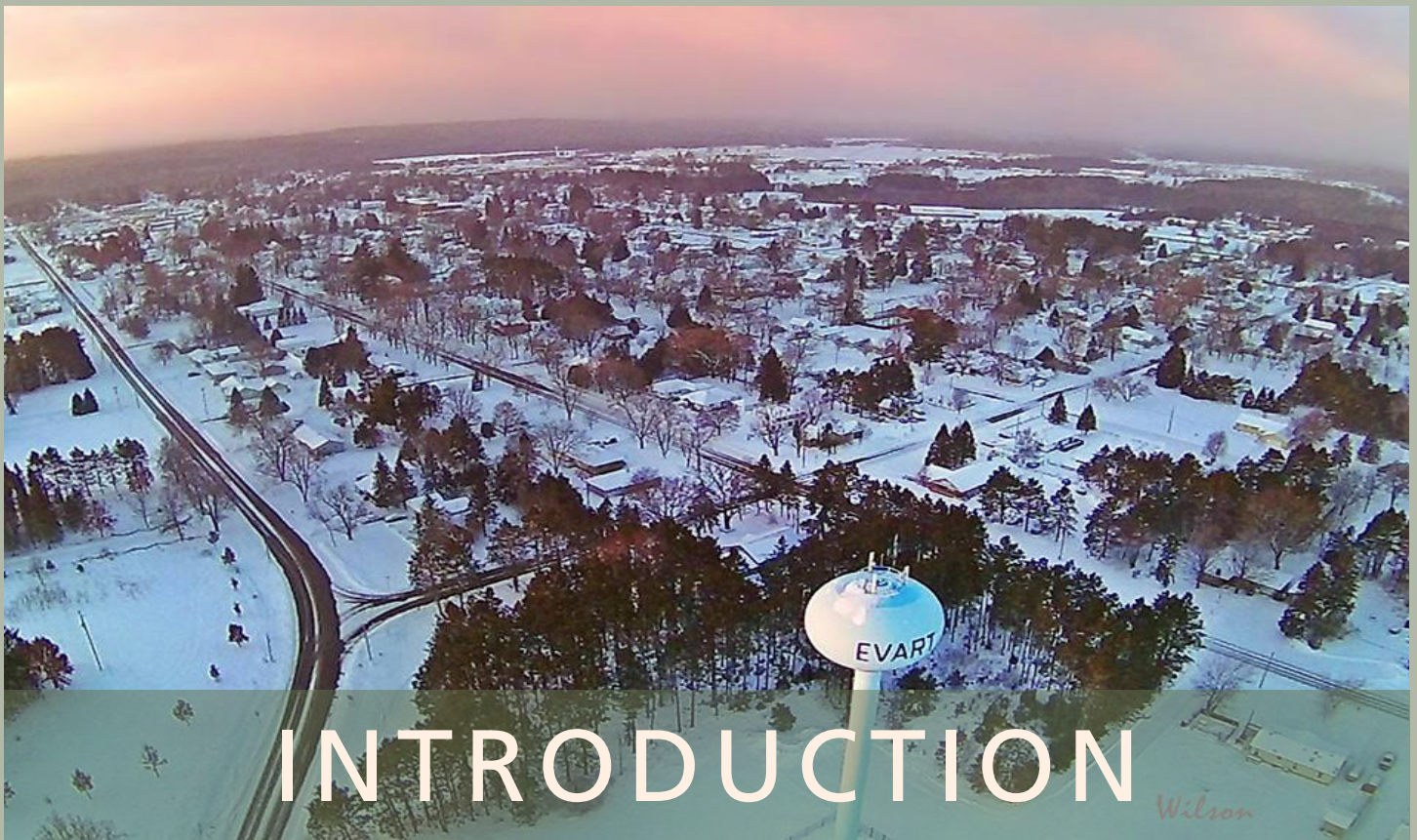
*Landscape Architecture
Planning, Engineering &
Environmental Services*

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Evart Department of Public Works

PROJECT RISING TIDE

The Rising Tide initiative is a statewide program, envisioned by Governor Snyder and implemented by the Department of Talent and Economic Development (TED). TED is comprised of the Michigan Economic Development Corporation (MEDC), Talent Investment Agency, and the Michigan State Housing Development Authority (MSHDA). The mission is to provide at-risk communities with the necessary tools to design and build a successful economic framework.

Evart is one of ten communities selected statewide and represents the West Michigan region. One community from each prosperity region, based on the following

criteria was selected:

- Poverty level
- Unemployment level
- Labor participation rate
- Renter occupied units
- Vacancy rates
- Percentage of households receiving food stamps

A comparison of all the Rising Tide communities and the project's criteria can be seen on the next page. This initiative employs MEDC's Redevelopment Ready Communities (RRC) as a mechanism for preparing each city for a brighter economic future. RRC is a certification program that encourages communities to use innovative redevelopment strategies to signal to developers and

businesses that they are attractive places to invest. The project's scope is to "create a sustainable path toward economic stability and growth in the city of Evart." The Master Plan is an important step to achieve this goal.

PURPOSE OF THE MASTER PLAN

The purpose of a Master Plan is to serve as a living document to guide the city's future development based on community needs and desires over the next 15 years. The plan records the condition of public facilities and community assets, and records community input on how to improve the quality of life for all residents. In addition to community input, the plan reviews various sources on demographics,

housing and economic data, and considers the feasibility of the community's desires. A Master Plan is comprehensive in scope, but also provides more specific actions and site locations for implementing the community's goals.

REGIONAL CONTEXT

Ewart is located in southwest portion of Osceola County. Along with Reed City, Ewart is one of only two cities in the county. These two cities are connected via the Pere Marquette trail, which is a recreational trail converted from former railway lines. Due to this trail, and the Muskegon River, one of Osceola County's strengths is its ample recreation options.

Ewart is serviced by US-10 which runs east to west through the

city, and a small municipal airport. Ewart is just over 80 miles north of Grand Rapids, 75 miles south of Traverse City, and just east of Manistee National Forest.

The last county land use plan was completed in 2002. But because Osceola County falls under the purview of the West Michigan Regional Planning Commission, other plans have been completed on its behalf. The Osceola County Hazard Mitigation Plan in 2004 lists projects that would mitigate future hazards such as flooding. In 2006, the Economic Development Resource Inventory and Analysis was developed to identify strategies that encourage economic growth.

Climate

Michigan's seasonal climate has a large influence on not only citizen's lifestyle, but on agriculture, recreation, housing

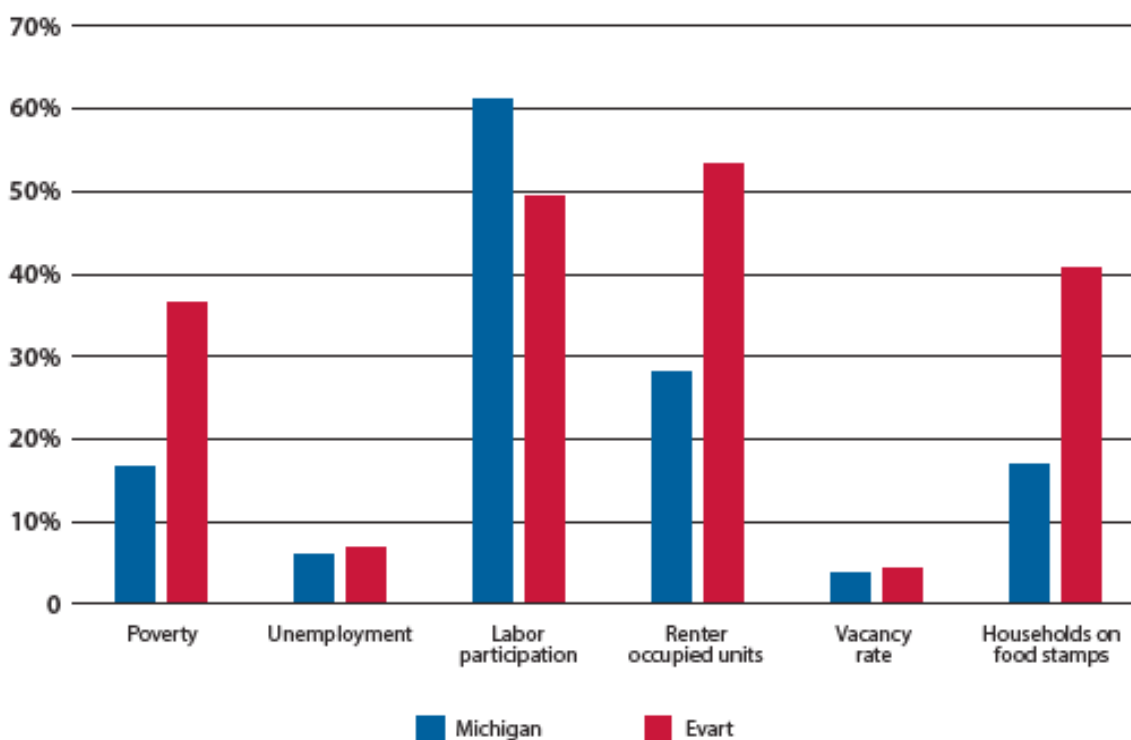
style, and amenities. On average, Ewart receives about 33 inches of rainfall annually with highest rate of precipitation occurring in June. The winters are cold and receive about 67 inches of snow on average. The summers are long, lasting well into September with an average temperature ranging between 70-80 degrees.

EVART'S HISTORY: THE BEGINNING

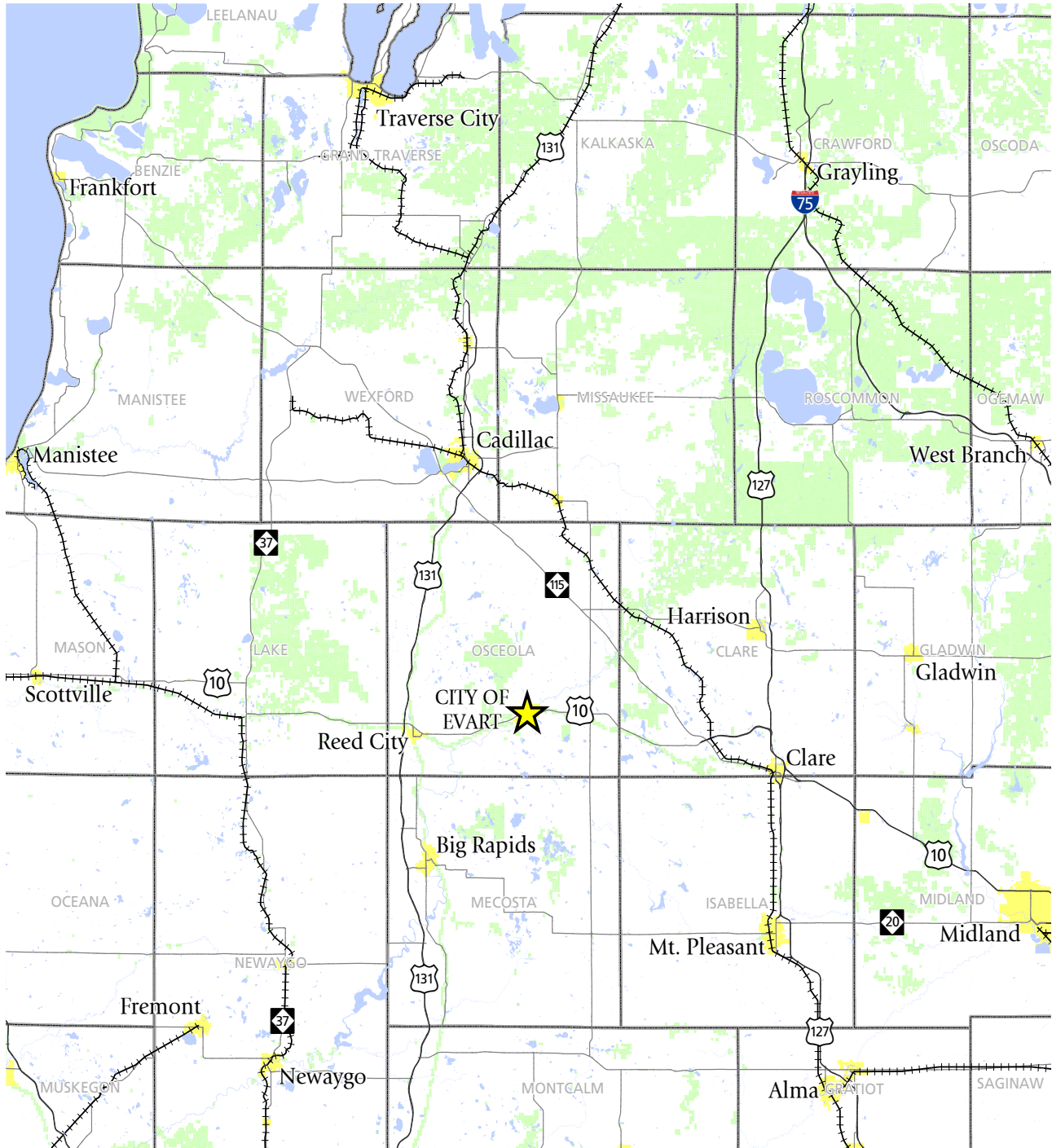
In the 1800s, Osceola County was known as "The Land of Green Gold" because of the beautiful timber. From the middle to end of the 1800s, Osceola County had a lumbering trade, and located right in the heart of all the timber sat a village known as Ewart.

In 1850 Mr. Delos Blodgett and Mr. James Stimson came by canoe up the Muskegon River as far as Doc and Tom Creek (just

1: The Rising Tide Initiative's Criteria, Ewart Compared to the State



2: Regional Location Map



CITY OF EVART MASTER PLAN
Regional Location

Data Sources: State of Michigan Geographic Data Library, Michigan DNR Open Data Portal

- Freeways
- State Trunklines
- ++++ Railroads
- County Boundary
- DNR Lands / Parks
- Cities
- Lakes / Ponds
- Rivers / Streams



below the Muskegon River Bridge on M-66). They were the first two people of European descent in this territory. They looked over the beaver meadows, cut hay for the coming winter, and walked back to Muskegon. Delos Blodgett and James Kennedy selected the village site. Mr. Kennedy built the first sawmill in Evert Township.

Evert was named in honor of the first soldier who settled in the area, Perry Oliver Everts. Perry O. Everts (Evert's name was misspelled and that misspelling was allowed to stand) enlisted in the Union Army July 24, 1861, in LaGrange County, Indiana and fought in the Civil War. After the war, he came back to Michigan, where he had been born in 1843, and purchased 80 acres where the town of Evert now stands. At the town's organizational meeting in 1870, town members wanted to name the township for the earliest settler and a Civil War veteran. John Smith was the choice, but Smith was such a common name that he passed to Frank (Perry) Everts as the next settler in the township.

Lumber Baron Delos A. Blodgett officially platted the town in 1872, the same year it was officially organized as a village. Evert was a strategic point for sorting timber sent down the Muskegon River.

The first child of European descent born in Evert Township was Mary Elizabeth Smith on August 4, 1868. By 1870, there were 29 families in Evert Township. Right after the land was platted in 1871, the four lots on the corner of Seventh

and Main Streets were bought by Trowbridge and Parashall. Here is where Barlow Davis and his brother built the Evert House. It opened for travelers that year.

Recent Economic History

Northland Dairy started construction of a new plant on River Street in April of 1948. In October of 1966, Liberty Dairy, a division of Dean Foods, moved to Evert from Big Rapids. The plant expanded several times and employed as many as 200 people. The dairy company closed in 2013, leaving a site for redevelopment on the Muskegon River and excess wastewater capacity to allow for employers to expand or locate in Evert.

When ground-breaking for Evert Products took place in 1953, Detroit newspapers described it as "American Motors' hush-hush plant, somewhere in Michigan." But Evert was happy that the plant, which at first employed 25 people, eventually became Osceola County's biggest employer with over 1,200 employees.

Nestle, a Switzerland-based water bottling company, is moving some of its operation to Evert. Evert is a groundwater-rich community that relies heavily on revenue from selling water. As per a 10-year extension signed with Nestle in 2015, Evert is selling them water at the municipal rate and two of their groundwater wells only supply Nestle now.

Despite these developments, Evert's recent economic history

has seen hard times. Evert, like many Michigan cities, has a history tied to manufacturing, and as its legacy on the American economy declines, poverty and unemployment rates are high. However, the community remains engaged and active in exploring ways to improve its future.

EVART'S VISION

During the planning process, residents participated by sharing their vision for Evert. Residents want Evert to be known as a destination in Michigan. The vision describes crowded sidewalks downtown with a variety of restaurants, retail, and entertainment options, including a vibrant riverwalk. There is a desire for increased opportunity for socialization for people of all ages on evenings and weekends.

The community also wants to see strong, active collaboration across the many entities that are working to revitalize Evert – the Downtown Development Authority (DDA), Local Development Finance Authority (LDFA), City and Township governments, churches, schools, and other civic organizations. The result of productive collaboration would lead to a one stop shop for city services and for healthcare.

The residents want an Evert with little or no poverty and opportunity for all; a community where people pitch in to help the community and each other. A place where the school system is so good that teachers compete for jobs there and children are excited to learn.



DEMOGRAPHICS

Evart DDA

This section describes the people of Evart and its demographic trends over time. Understanding the current demographic make up and its potential changes are essential to responsibly planning for a community's needs. In addition to reviewing Evart's data, this section compares Evart to its neighboring townships, Evart and Osceola Township, Osceola County and the state of Michigan to see in what areas Evart shares commonalities and how it differs.

The figures in this section have been taken from the following sources in this preferred order:

- 2010 US Census. This is the gold standard for demographic data. It measures 100% of the population and offers

comparable data points at regular intervals throughout most of the United States' developed history. However, available data is limited to population and housing information, and the ten-year interval between data points means it is rarely "fresh."

- 2010-2014 American Community Survey. The ACS program replaced the "long form" Census questions beginning in 2000, asking the same types of detailed questions about social, economic, and housing conditions on a rolling basis instead of once per decade. Statistical validity of the ACS

depends on sampling. In larger communities (those with populations of 65,000 or more), it is possible to gain a valid sample within twelve months, which the ACS calls a "one-year estimate." For mid-size communities (population 20,000-65,000), it takes 36 months of data collection to achieve a valid sample size, and for communities smaller than 20,000, it takes 60 months. This system exposes the statistical tradeoff between the reliability gained by increasing sample size and the accuracy that is sacrificed in the time it takes to do so.

- Esri Business Analyst. This proprietary software presents privately-generated market research data. In addition, it estimates Census and ACS data for geographic configurations other than Census-defined tracts, blocks, and places.

Also, it is important to note that Hispanic is considered an ethnicity and not a race, and therefore may be double-counted, with the total race percentages exceeding 100 percent.

POPULATION TRENDS

Evert's population hit one of its peaks around 1980 with about 1,945 residents with reported population loss in the 1990 and 2000 census counts. The 2010 census showed the first uptick in population growth in over two decades with a modest increase of about 165 people. When compared to neighboring communities, Evert's population trends represent the opposite of the steadily growing townships, Osceola County and the State of Michigan. Evert Township saw the largest growth between 1970-2010, growing by an estimated 155%, and Osceola Township saw almost 73% growth in the same time period. However, since 2010 Evert's population has shrunk again, this time to its smallest size in more than 40 years, 1,515 people across 774 households. In this same period the townships have remained the same size or grown slightly.

ESRI Business Analyst reports

Evert's population at 2,395 people and predicts that in 2021, Evert will experience further population decline, shrinking to about 2,352 people.

Age And Gender Distribution

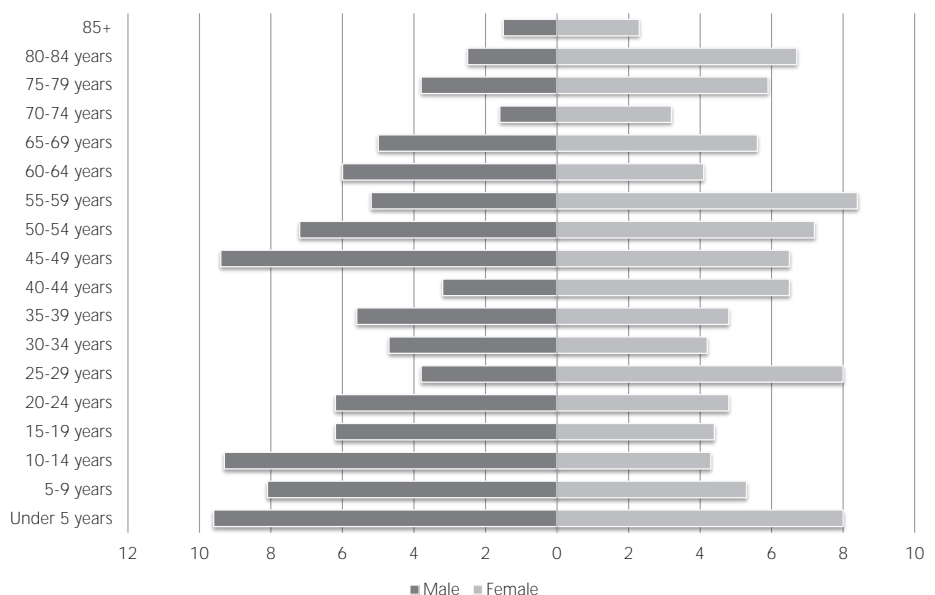
The City of Evert has a relatively young population, especially when compared to the townships. While Evert's median age is only 40.8, this is a huge increase since 2010 when the median age was 33.5. The population could not have aged that quickly in four years so this means that Evert's population loss fell more quickly in younger age brackets. For example, age groups 18-34 fell by over 6%, and age groups 65-84 increased by 5%. An aging population is a common phenomenon nationwide due to delayed child-rearing combined with Baby Boomers reaching retirement age. However, it's worth noting

that a common trend in Michigan is for youth to leave temporarily for college and early professional career building because of the perception that there is more opportunity elsewhere.

INCOME & POVERTY

The City of Evert's median household income (MHI) levels are less than half of the state of Michigan's, \$20,100 to \$49,087, respectively. Over the last four years, as the economy rebounded from the Great Recession, the gap between Evert's and the State's MHI has widened considerably as Evert's MHI dropped by about \$7,000 per year. One-quarter of households (24.6%) earn less than \$10,000 annually. Almost 60% of the population earns less than \$24,999 annually. Evert fares far worse than its surrounding communities as well, earning anywhere from \$18,000-\$30,000 less per year. This is a drastic change from just four years ago when Evert was only

3: Age and Gender Distribution, %



Source: ACS 2014-2010 Estimates

earning about \$8,000-\$11,000 less annually. These figures show that while the national economy is expanding, the benefits are not spread evenly but rather could have weakening effects for some communities. A little over half of Evert's residents between ages 16-64 have seen full-time year round work in the last 12 months.

Corresponding to a low median household income, Evert's poverty rate is over double the State's at 36.5%. Poverty seems to be concentrated in Evert as it is also over 14 percentage points higher than the county's poverty rate of 22.3%. Again, this marks a dramatic increase in poverty rates; just four years ago Evert's poverty rate was at 24.9%. Of the 36.4% people living in poverty in Evert, well over half of them are children (58.9%). Such a high rate of child poverty could be due to the fact that, of the estimated 116 families with a female head of household, the poverty rate is 68.1%. Women are still earning on average \$9,000 less per year than men in Evert.

EDUCATIONAL ATTAINMENT

The link between poverty and educational attainment is real. For those with less than a high school diploma the poverty rate is 35.2%, compared to 0% for those with a bachelor's degree or higher. Please note that a bachelor's degree does not guarantee gainful employment, however the rates of poverty are significantly lower with a post-secondary degree.

In Evert, there is a higher proportion of students without a high school degree (14.4%) than students with a bachelor's degree (6.6%). The rate of students obtaining a bachelor's degree in Evert (6.6%) is less than half of the state's at 16.1%.

Disability Status

The Census divides disability status into six categories. In the table "Disability Status," there is a list of the three disabilities that are heavily influenced by the built environment, and within the purview of planning to improve upon.

In all three categories, across all of the geographies examined, the disabilities are clustered in the age group 65 years and older. It is important to know which segments of the population, and how many, have ambulatory disabilities because buildings must now conform to the American Disabilities Act to alleviate their mobility constraints. In Evert, out of the 38.5% with an ambulatory disability, 27.1% are senior citizens.

Knowing the number of residents struggling to live independently is useful for determining what

4: Income and Poverty

	MEDIAN INCOME	PER CAPITA INCOME	% BELOW THE POVERTY LINE
Evert	\$19,211	\$13,374	44.7
Evert Township	\$43,365	\$20,468	18.6
Osceola Township	\$39,583	\$17,823	18.2
Osceola County	\$38,999	\$19,205	22.0
Michigan	\$49,576	\$26,607	16.7

ACS 5-Year Estimates 2011-2015

5: Disability Status

	AMBULATORY	VISION	INDEPENDENT LIVING
Evert	38.5	12.5	29.5
Evert Township	30.2	11.5	14.1
Osceola Township	48.7	8.1	35.2
Osceola County	33.3	10.7	21.9
Michigan	29.8	9.3	20.2

ACS 5-Year Estimates 2010-2014

6: Educational Attainment for the Population Aged 25 or Over

	TOTAL POPULATION OVER AGE 25	% NO HIGH SCHOOL DIPLOMA	% HIGH SCHOOL DIPLOMA	% SOME COLLEGE	% ASSOCIATE'S DEGREE	% BACHELOR'S DEGREE	% GRAD./PROF. DEGREE
Evert	990	14.4	49.6	20.5	5.6	6.6	3.2
Evert Township	1,048	8.7	48.0	25.5	8.7	6.3	3.0
Osceola Township	804	15.1	45.3	18.7	3.2	9.6	8.1
Osceola County	15,920	12.0	44.7	21.8	8.4	8.7	4.5
Michigan	6,619,834	10.4	29.9	23.8	8.9	16.5	10.5

ACS 5-Year Estimates 2011-2015

types of housing and services are necessary to accommodate them. In Evert, almost one-third of residents (29.5%) have difficulty living alone. Among this disability, 20.9% are aged 65 or older.

The visually impaired also require additional services and assistance navigating throughout the city. Amongst the other geographies, Evert has the highest percentage of residents with vision difficulty at 12.5%.

Race

Evert is almost entirely white at about 97% of the population. The largest minority group is Hispanic/Latino with 4% representation; it is the only minority group that has noticeably grown since 2010 when they comprised just 2.3% of residents. American Indians comprise 0.7% of residents with the largest representation from the Chippewa tribe. African-Americans make up 0.5% of

the population. There are no residents reported as Asians in 2014. By and large, the racial makeup of the city remains stagnant, which is a contrast to national trends.

Foreign-born

Evert, the surrounding townships, and Osceola County have a high percentage of native born citizens. The native born population is approaching 100% in Evert, and even in Michigan it is almost 95%. Of the 15 people in Evert that were born elsewhere, most of them have been living in the U.S. since 1980. The vast majority of foreign-born are from Europe or other parts of North America, and over half are naturalized citizens. The other half could still be in the process of securing citizenship.

Commuting

Michigan is a car-dependent state. Evert is no different.

Eighty-five percent of workers commute alone to work by car. This figure aligns with data found later in the economic section that only 3.8% (58 people) both live and work in Evert. The second most common way to commute is to carpool (6.5%), usually with 2 people in the car. Next, a combined 4% of workers either walk or bike. According to the data, no one uses public transportation regularly, and that is also reflected amongst the Evert and Osceola townships.

Carpooling in the city of Evert is substantially lower than in the townships. In Evert township, 15.8% of workers carpool, and 14.4% in Osceola township. Moreover, almost 50% of Evert's workers commute 15 minutes or less which could make a carpooling program easier to facilitate amongst workers. Furthermore, there are about 118 people in Evert without a vehicle who could benefit from a carpool program. While transportation

7: Osceola County Health Rankings

OSCEOLA COUNTY HEALTH RANKINGS	
HEALTH VARIABLE	RANKING
Health Outcomes	53
Length of Life	48
Quality of Life	56
Health Factors	70
Health Behaviors	73
Clinical Care	60
Social and Economic Factors	51
Physical Environmental	56

Source: 2016 County Health Rankings

infrastructure is costly, facilitating ride-share or carpooling efforts doesn't have to be.

Health Statistics

Although Evart and Osceola County residents live close to several recreational activities, Osceola County ranks among the median of healthiness in the State of Michigan. Based on the Robert Wood Johnson County Health rankings compiled in 2016, Osceola County is ranked 53rd of 82 in Michigan for health outcomes (1 county did not have sufficient data), which is based on length and quality of life of residents. Osceola County is ranked 70 out of 82 counties for health factors, which is a score for health behaviors, clinical care, social and economic factors, and the physical environment (see Table for more detail). The County Health Rankings

& Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Health outcomes represent how healthy a county is, and are measured by how long people live and how healthy people feel while alive. Health factors represent what influences the health of a county, and are measured by health behaviors, clinical care, social and economic, and physical environment factors.

Moreover, 14% of the county is uninsured. The percentage of uninsured peaked in 2010, and fell in the subsequent years. However, starting in 2013, the trend is worsening, and those without health insurance is rising again. Using a different data that looks at insurance rates at a smaller geography, the ACS 2015-2011 5 year Estimates

show that in Evart, about 8.3% of residents do not have health insurance. When broken down by different demographics, the uninsured rate is highest between ages 35-54, the unemployed, and those earning \$25,000 or less annually. Surprisingly, those who worked full-time in the past 12 months had a higher uninsured rate (14.6%) than those who did not work at all (6.2%). This may provide some evidence that unemployed persons are better protected through state insurance such as Medicaid than through an employer. While those "who did not work at all" could be retired or disabled, these figures could also describe a situation in which employers may not be providing jobs with healthcare benefits to Evart residents. This puts employees in a difficult situation where they may have to choose between a steady paycheck and healthcare.

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EXISTING LAND USE

NATURAL FEATURES

Rivers & Creeks

Evart is opportunely located along the Muskegon River. Part of the river runs through the city and provides a stunning backdrop to the several surrounding parks. The Muskegon River is an asset to the community for its beauty and the recreational opportunities it provides- canoeing, kayaking, and fishing. As with most rivers, it produces a 100-year floodplain that overlaps with land uses classified as public and industrial. This is important to note because as storms intensify, these properties are at a higher risk of damage from flooding.

Twin Creek runs north and south through Evart and acts as

a tributary for the Muskegon River. Twin Creek is surrounded by a 100-year floodplain that intersects public land, general commercial, and single-family residential zones. It is critical to know which type of properties could be affected in the event of a flood.

Wetlands & Soils

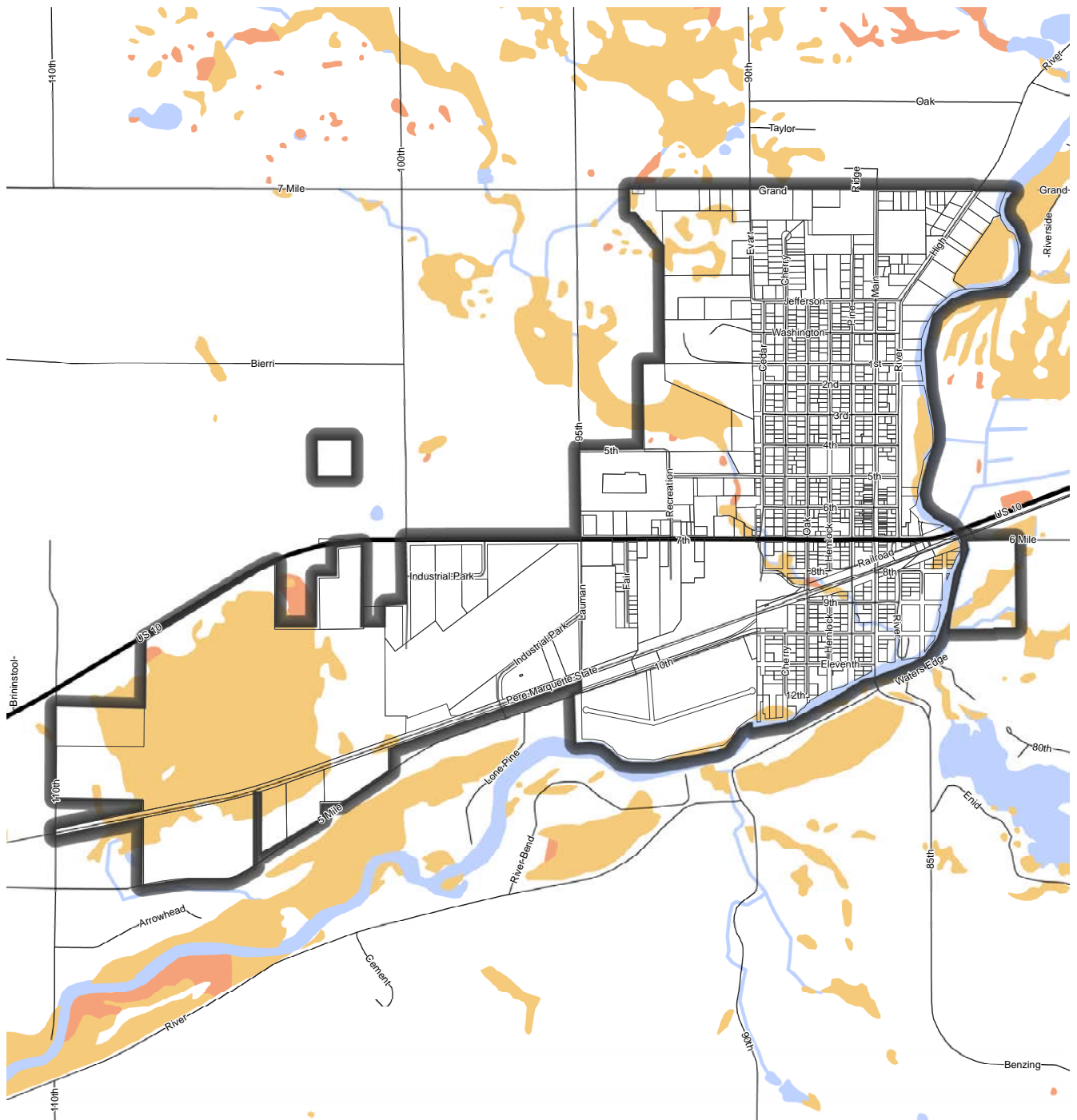
Due to its proximity to the Muskegon River, Evart contains and lies adjacent primarily to freshwater shrub wetlands. Evart has about 3 acres of freshwater emergent wetlands, and about 264 acres of forested freshwater wetlands. This type of wetland is forested and floods for only a portion of the year, typically during the growing season. They host a variety of animals such as frogs, salamanders, owls,

raccoons, and shrews amongst others. In fact, wetlands hold more wildlife than any other type of habitat in Michigan. Wetlands are important because they form where dry land and water meet, and therefore play a huge role in water management for cities. Wetlands help reduce flooding, purify contamination in surface runoff, recharge groundwater supplies, produce oxygen, and add recreational opportunities to a community.

Because of their importance to both human and animal life, the state and federal legislation, chiefly the Natural Resources and Environmental Protection Act of 1994, require the preservation of or responsible management of wetlands.

The "Soil Rating for Building Limitations" is a good reference

8: Natural Features Map



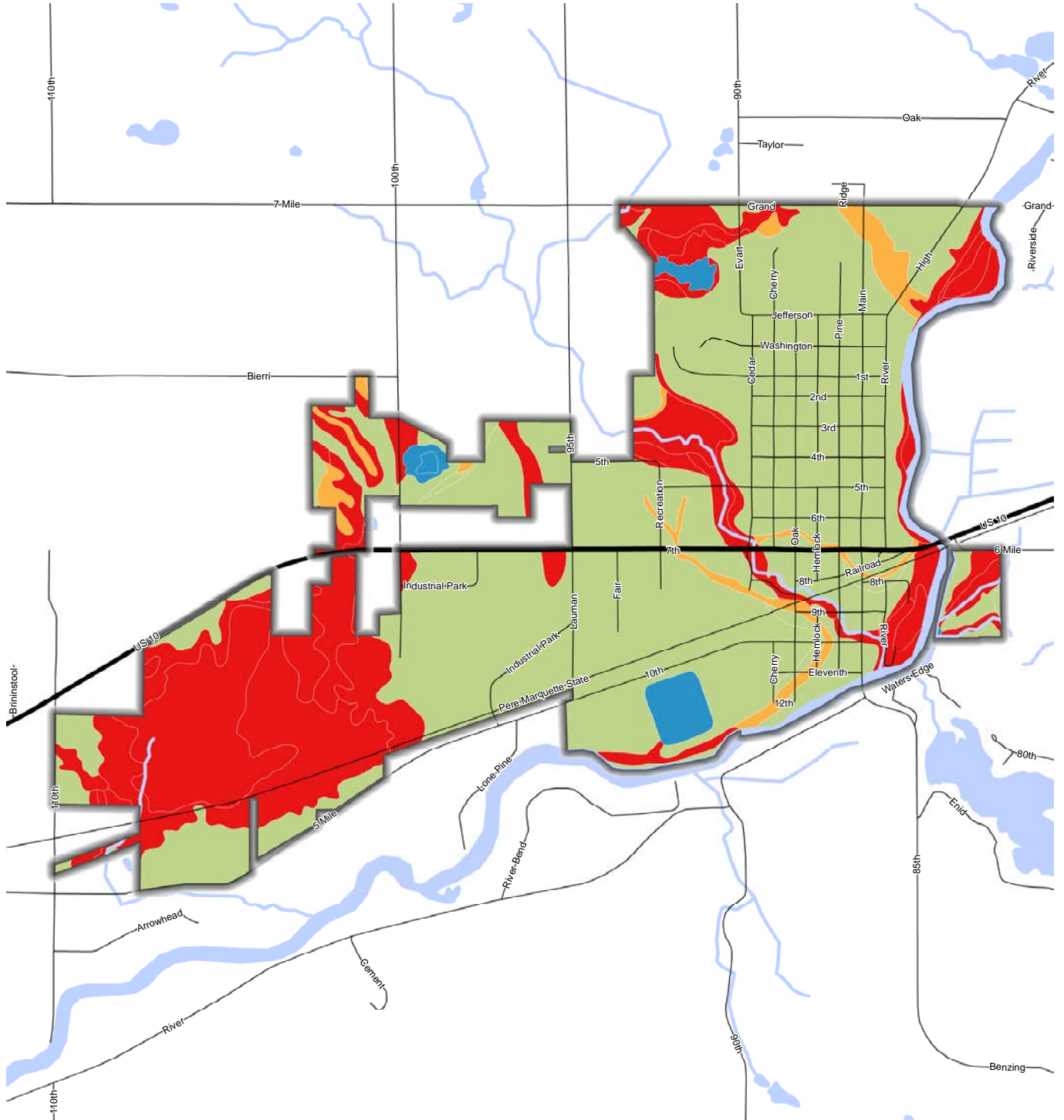
CITY OF EVART MASTER PLAN
Natural Features

Data Sources: State of Michigan Geographic Data Library, EUP, ESRI Basemap

-  City Boundary
-  State Roads
-  All Roads
-  Railroads
-  Rivers / Streams
-  Lakes / Ponds
-  Parcels
-  Freshwater Emergent Wetlands
-  Freshwater Forested/Shrub Wetlands



9: Soil Rating for Building Limitations Map



CITY OF EVART MASTER PLAN

Soil Rating for Building Limitations

Data Sources: State of Michigan Geographic Data Library, USDA Natural Resources Conservation Service

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

Dominant Soil Limitation for Buildings:

- Not Rated
- Somewhat Limited
- Not Limited
- Very Limited



when considering where to develop. The majority of soil in Evert is called spodosols which is a relatively unique type of soil. Only 4% of the glacier-free world contain this soil but it's commonly found in northern Michigan. Spodosols are not conducive to agriculture uses without additives, but have been combined with lime in Michigan to produce crops. Due to its low fertility, low clay content, negligible run-off rates, and limited ability to store water, this soil does not limit development.

The areas with soil ratings that limit development are largely classified as entisols and histosols—soils that are typically found in active floodplains or areas of extreme wetness as seen in Evert along the Muskegon River and Spencer Creek. For this reason these soils present drainage problems and are not stable for new construction. Luckily, because these soils are prone to hold water, they have low run-off rates. Low run-off rates help prevent the dispersal of contaminants to bodies of water, a positive and natural stormwater management system. In Evert, there are no soil types with very high run-off rates.

EXISTING LAND USE

This section examines the existing land uses to better understand general development patterns throughout the City. Most of the data discussed comes from "Existing Land Use Distribution" table based on field work and digital mapping

10: Existing Land Use Distribution

LAND USE CATEGORY	ACREAGE	PERCENTAGE
Residential	402.5	26.9
Single-family	386.3	24.6
Multi-family	28.1	1.9
Mobile Homes	6.1	0.1
Public	765.8	51.1
Business	204.9	13.7
Central Business District	23.0	1.5
Commercial	48.4	3.2
Industrial	133.5	8.9
Vacant	125.3	8.4
TOTAL	1,498.5	100.0

West Michigan Regional Planning Commission

software conducted by the West Michigan Regional Planning Commission. The table has the commonly used and understood land use categories whereas the "Existing Land Use" map features tax assessor data that uses pre-determined property classifications mandated by state law.

Public

There are two designated categories of public uses: public and quasi public. The largest land use in the city of Evert is dedicated to public uses. This category includes the following

land uses:

- Airport/surrounding vacant land
- Parks
- Schools
- Churches
- Government buildings
- Wastewater treatment and storage facilities

Together, they account for over 50% of land coverage (51.1%). These land uses are clustered along the river, west of 95th Avenue, and scattered on the northern part of the city.

Residential

There are three residential categories. The next largest land use is residential covering almost 27% of total land. More specifically, single-family residential is the largest residential land use covering 368.3 acres, or almost 25% of total land. This category includes:

- Detached single-unit homes
- Duplexes
- Mobile homes (outside of a mobile home park)

In the land use analysis, single-family housing is not differentiated by density because most of the homes are on similarly sized lots. There is a huge drop in land coverage between single-family and multi-family units. Defined as three units or more per structure, multi-family units take up less land, but also account for less than 2% of the housing stock.

Business

The business land use category has three designations: Central Business District (CBD), Commercial, and Industry. The CBD stretches along Main Street between 5th and 7th Street. Following the traditional land use patterns of CBDs, Evart's contains mixed-used developments such as commercial or retail on the ground floor, and residential above. Unlike other commercial centers, the CBD is distinguished by historic storefronts, and attractive public spaces. The General Commercial category, in contrast, has buildings with a larger footprint that also cater to a regional audience. For



Putting a "pocket park" in downtown provides public space where a building once stood is an excellent way to reuse space.



Attractive public spaces complement a CBDs goals

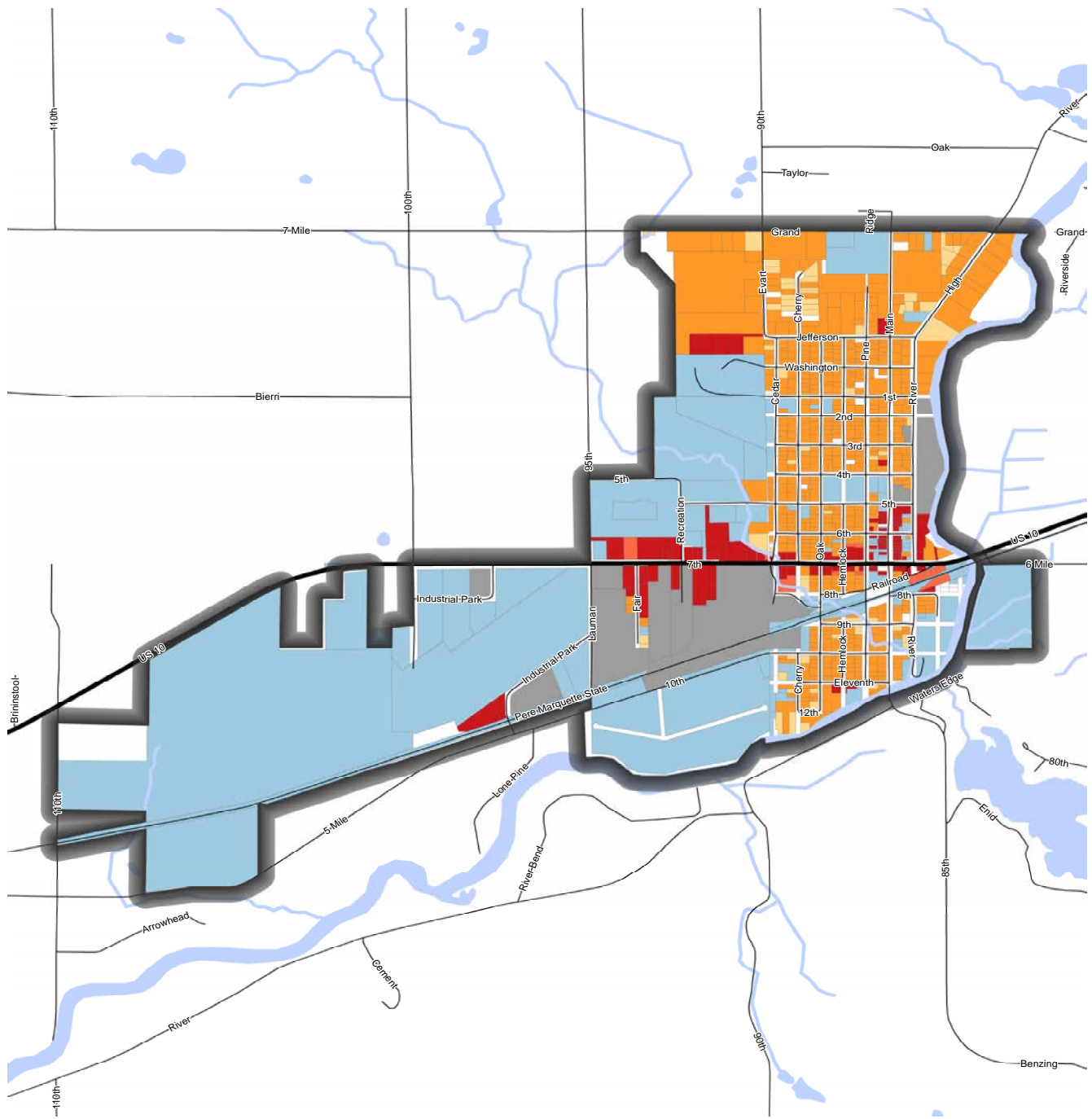
this reason, they are generally located along US-10 and provide "convenience shopping."

Industrial uses account for almost 9% of the city's land and are clustered largely around major corridors such as the Muskegon River and US-10.

Vacant

Over 8% of the land in Evart is vacant. Most of the 125.3 acres of vacant land are found in the northern part of the city in residential areas. Commercial vacancy also exists in scattered buildings bordering the CBD, and along the US-10 corridor, west of Oak Street.

11: Existing Land Use Map



CITY OF EVART MASTER PLAN
Existing Land Use

Data Sources: State of Michigan Geographic Data Library, City of Evart

- | | | |
|------------------|------------------------|----------------------------------|
| City Boundary | Commercial - Improved | Local / State / Federal Property |
| State Roads | Commercial - Vacant | Industrial |
| All Roads | Residential - Improved | Unknown |
| Railroads | Residential - Vacant | |
| Rivers / Streams | | |
| Lakes / Ponds | | |





HOUSING ASSESSMENT

An assessment of Evart’s housing stock found the majority of the housing exterior to be in good condition. A housing unit can be a detached, single family home, an attached home, or an apartment or condo in a multi-family building. That is to say, a unit is different than a structure, because one structure could contain several housing units. This is an important distinction because only data on housing structures was collected, which precludes an assessment on individual units if located inside a structure. No interior assessment was conducted.

The rest of the data presented in this section is from the 2014-

2010 ACS 5-Year Community Survey and is used to supplement observations made from fieldwork.

Assessing the housing conditions was based on the amount and severity of damage visible on the exterior of the home on major household features. The scoring system is based primarily on assessing the quality of the structure; therefore structural damage such as missing windows or a building that leans lowers the score more so than chipped paint, for example. The types of repairs are categorized as “major,” “minor,” or “no problem” and the final score depends on the combination of major and minor repairs recorded. Using the checklist, the team ranked homes on a scale of 0-3.

Using the ArcGIS collector application allows for immediate

SCORE	DESCRIPTION
0 (Demolition)	House is not structurally sound
1 (Poor)	Needs two or more major repairs
2 (Fair)	Needs three or more minor repairs, but no more than one major repair
3 (Good)	Needs 2 or fewer minor repairs

12: Housing Checklist Example

HOUSING FEATURE		TYPE OF REPAIR NEEDED		
	Major	Minor		Notes
Building frame/structure	The building is not straight; leans or tilts	Building is not leaning; but foundation is in need of minor repairs or is missing material		
Roof/chimney/gutters	A lot of deterioration, missing material, holes in roof, or sagging roof	Minor deterioration, improper roof repair, some mortar missing from chimney, gutters in need of repair	X	Some roof shingles are loose
Windows/doors	Windows missing, doors missing or rotted	Window frames need replacing or paint is peeling		
Siding/paint	Building missing many bricks, wood siding is rotted	Some peeling or cracking paint	X	Paint is chipping
Porch	Significant deterioration; steps missing, porch sagging, supports holding up porch are rotted	Separation of the porch from the building, paint needed		
SCORE: 3		GOOD		

data collection and compilation. As an online mapping platform, it allows for the collection of a variety of features, and saves the information directly to "the cloud" for easy accessibility and updating. For example, during fieldwork the user can place a point and label it as a "point of interest" for a community center, and then take a photo and attach it to that location. These maps can also be shared, and the data manipulated or expressed as desired with a wide range of options. This method allows for more precise data collection, and a better reference for decision-making.

In Evert, features collected included housing quality and

inventory, points of interest, and photos that were spatially linked to their location. With this type of comprehensive housing data, it becomes clear if there is any clustering of poorly maintained homes, and where to target any programs or assistance.

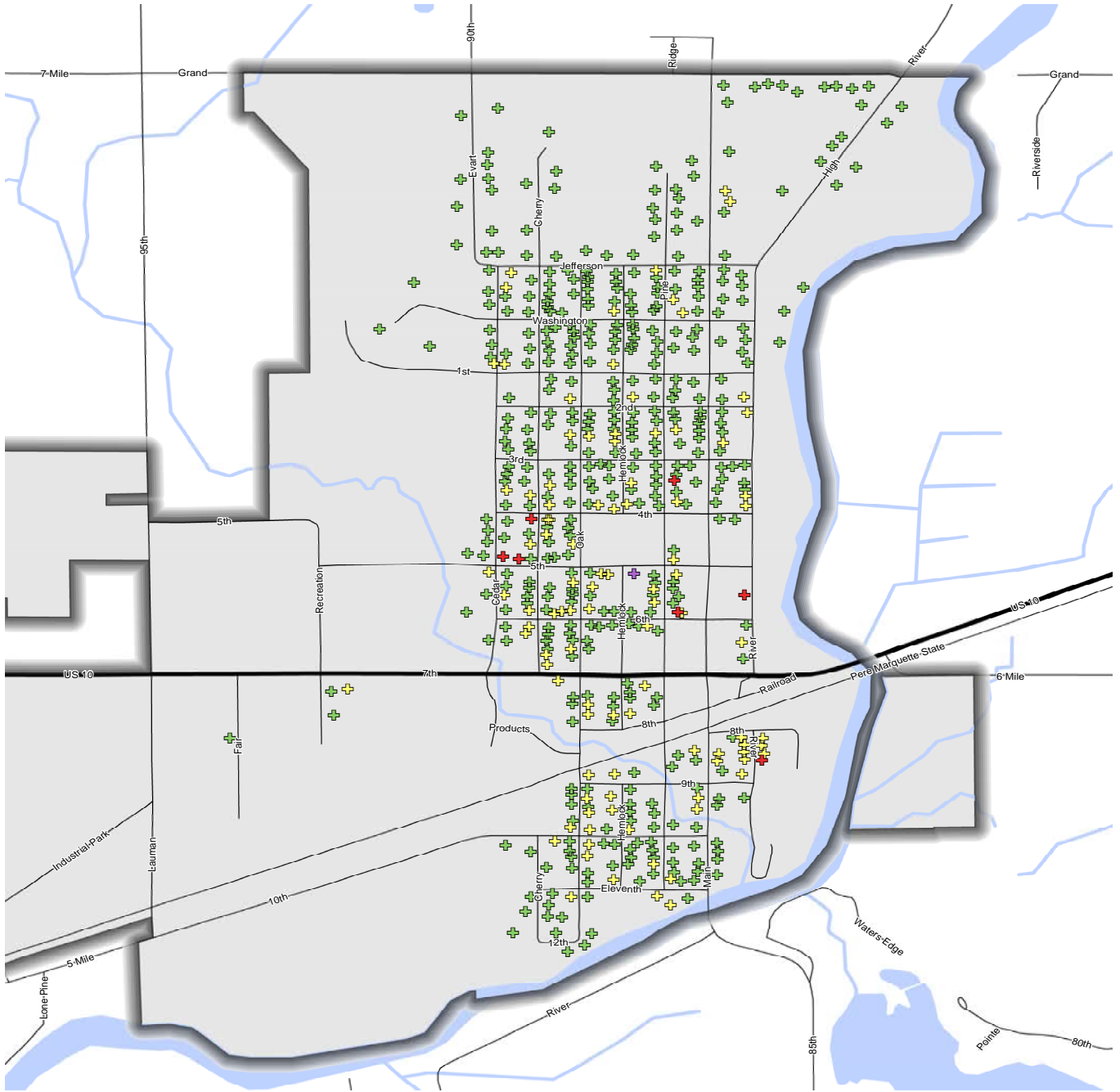
Findings

In general, Evert has a varied and strong housing stock. The homes were overwhelmingly ranked "good." In fact, only 7 structures were ranked poor out of 530 structures with little consequential patterns emerging. 419 homes ranked "good" and 99 ranked "fair." That is to say, there is no heavily blighted housing areas, perhaps with the

one exception being the block enclosed by W. 4th and W. 5th, between N. Cedar Street and N. Cherry Street where there are three homes in poor condition -almost half of the poor quality housing.

While there is some variety in the housing typology, Evert overwhelmingly consists of single-family detached homes. About 98%, or 519 of the housing structures recorded were detached. Because single-family homes dominate the housing typology, there is little noticeable difference across the neighborhoods in that respect. A spatial analysis visually highlights this housing pattern. From this map, it is also evident that

13: Housing Conditions Map



CITY OF EVART MASTER PLAN
Housing Conditions

Data Sources: State of Michigan Geographic Data Library

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

- General Conditions:**
- 1 Poor Quality
 - 2 Average Quality
 - 3 Great Quality
 - Vacant

multi family units follow the zoning map designations and are confined to the northern periphery of the city. Mobile homes are also designated to one zone, however this zone refers to a mobile home park. Where mobile homes are not clustered, they are considered single-family residential and are therefore permitted throughout most of Evert's residential areas.

Multi family Typology

Multi family housing in Evert ranges from duplexes to apartment buildings with over 20 units. Since 2010, the total number of all housing units has shrunk by about 100 units. Single-family detached homes and structures with 4 units or less lost more than the other housing categories, and as a result, multi-family units have now become a larger proportion of the housing stock, making considerable gains in the last four years. For example, structures with 5-9 units increased by 15, structures with 10-19 units by 14, and structures with 20 or more units more than doubled from 36 to 81.

Multi-family units are concentrating in Evert as demonstrated by the little to non-existent multi-family units in the neighboring township. The ACS data reports no new housing construction since 2010 in Evert (only 29 structures in the Osceola County), which suggests that structures with more units are likely conversions from single family homes, or repurposed commercial or industrial structures.

Housing Age

Over 44% of the homes in Evert were built prior to 1959. Another approximately 39% of homes were built between 1960-1979, which makes sense considering that was during the population boom. Zero units have been built since 2010, likely as a result of the Great Recession. It is possible with older housing stock that there are interior features in poor condition that could not be assessed but are negatively affecting resident's quality of life. According to the 2015 ACS Census, there are no homes in Evert that lack complete plumbing or kitchen facilities, but since the margin of error is 3.4%, it is possible some homes in Evert do not have a complete kitchen.

Home Values

Evert and the surrounding area have struggled to rebound post-recession. In fact, housing values continue to drop in the area; homeowners in Evert have lost on average about \$3,000 of home value over the last five years, and remain the lowest median home value when compared to nearby communities, despite Evert township losing up to \$16,000 on average in value. As of 2015, 72.4% of homes were valued below \$99,000. As noted before, the conditions of these homes are still generally good. The depressed housing market is likely due to a myriad of factors other than the appearance of the homes, but rather limited job opportunities, low wages, and population loss that reduce demand for housing. Demand for housing is greater than the

demand for a particular home, but rather demand to buy into the community as well.

Tenure

Housing tenure has not changed considerably since 2010. Structures remain occupied at 81.9% with under half owner-occupied (45.5%) and over half renter-occupied (54.5%). Given the low median household income, the prevalence of renter-occupied units is unsurprising. Evert and Osceola townships have much higher rates of homeownership, 87.3% and 93.4% respectively, but they also have about double the MHI as Evert's residents. In addition, Evert's median gross rent is significantly cheaper than the townships at \$422 per month when compared to \$679 monthly in Osceola Township, and \$621 in Evert Township.

Another barrier to homeownership is the extent of cost-burden renters experience. Cost burden is defined by the percentage of household income spent on gross rent. The federal agency, Housing and Urban Development, (HUD) defines a housing cost burden if the percentage of household income spent on rent and/or a mortgage exceeds 30%. In Evert, 59% of renters spend 30% or more on rent. About 49% of homeowners spend more than 30% on their mortgage. This means that even homeowners are in a vulnerable financial situation, possibly one unexpected incident from a defaulted mortgage payment.

14: Units in Structure

TYPE OF UNIT	CITY OF EVART		EVART TOWNSHIP		OSCEOLA TOWNSHIP		OSCEOLA COUNTY		MICHIGAN
	#	%	#	%	#	%	#	%	%
1 unit (detached)	481	62.1	787	77.5	431	77.5	10,050	73.9	7.2
2 units	25	2.3	0	0	0	0	148	1.1	2.6
3-4 Units	68	8.8	0	0	0	0	140	1.0	2.6
5-9 units	75	9.7	0	0	0	0	210	1.5	4.2
10-19 Units	17	2.2	0	0	0	0	30	0.2	3.6
20+ Units	81	10.5	0	0	0	0	194	1.4	5.0
Mobile home, trailer, other	23	3.0	224	22.1	122	21.9	2,708	19.9	5.4
TOTAL UNITS	774	100	1,015	100	556	100	13,596	100	100

ACS 5-Year Estimates 2010-2014

Vacancy

In Evert, amongst all housing units, about 18% are vacant, or about 142 structures. The overall vacancy rate in Evert is much lower than the townships and the county as a whole. For instance, Evert's vacancy rate is half of the county's. While 18% is not a low vacancy rate (none of vacancies are considered seasonal), it is a positive sign for Evert's housing market that it remains more occupied than the neighboring communities. A higher occupancy rate is also reflected by the generally good exterior condition of the home.

Household Type

The household composition is changing. The fastest growing household type is the "non family" category which refers to friends, strangers or unmarried couples co-habiting. Over one-third of Evert's residents fall into this category, and is the fastest growing category nationwide. On average, the household size is 2.36 persons per household compared to 2.62 for the county. The smaller household size may be due to Evert's smaller proportion of households married with children, and the larger portion of non family households.

Target Market Analysis (TMA)

A residential TMA seeks to answer two primary questions: Who is moving to Evert, and what type of housing format do they want? In the spring of 2017, the Michigan State Housing Development Authority (MSHDA), conducted a mini TMA



Example of good housing stock



Example of fair housing stock



Example of poor housing stock

15: Value of Owner-Occupied Housing

VALUE	CITY OF EVART (%)	EVART TOWNSHIP (%)	OSCEOLA TOWNSHIP (%)	OSCEOLA COUNTY (%)	MICHIGAN (%)
Less than \$50,000	29.5	16.5	20.2	19.4	15.8
\$50,000-\$99,000	42.9	35.6	38.2	37.8	24.9
\$100,000-\$149,999	20.0	21.5	19.7	19.4	20.1
\$150,000-\$199,999	6.7	15.4	15.0	10.8	16.0
\$200,000-\$299,000	1.0	8.3	3.5	7.8	13.6
\$300,000 or more	0.0	2.6	3.5	4.7	9.6
Median value	\$73,300	\$95,700	\$92,900	\$89,000	\$120,200

ACS 5-Year Estimates 2011-2015

that focused primarily on the first question. First, the study creates an extended market area using the Census Bureau's On the Map program. This program geolocates employers and people's homes to show where residents commute to work. This is known as a commute shed. Within Ewart's commute shed there are approximately 8,800 households.

The basis for this analysis assumes that employment is one of the largest considerations for moving into a community. It's unlikely that everyone who finds a job in Ewart will want to move

there, but this model assumes that Ewart could draw 50-80% of households in the market area.

MSHDA also used a geographically based demographic clustering system that identifies 60 groups of people with similar characteristics. These clusters are defined by level of education, income, occupation, among others. There are two major groups within the market area that account for 8,400 or 95% of the households. The first group is generally older, has a high school education and works blue collar jobs (earning \$15,000-\$60,000

per year) in rural settings. They are typically homeowners looking for smaller homes with 0-2 bedrooms. In terms of housing preferences, this group tends towards mobile homes and/or single-family development built after 1970. Their rental range is below \$800 per month, or a monthly mortgage that is below \$1,000.

The smaller group which accounts for only 600 of the 8,400, are generally about 40 years old, have a bachelor's degree, and are either in the skilled trades or in management (earning \$50,000-\$199,000 per year). They are



MissingMiddleHousing.com is powered by Opticos Design.
 Illustration © 2015 Opticos Design, Inc. **OPTICOS**

also largely homeowners looking for medium-sized homes with 3-4 bedrooms. This group is generally looking for single-family dwellings built after 1970 with a rental range between \$1,000-\$2,000. With a mortgage, they can afford a range of \$1,000-\$3,000 per month.

Missing Middle Housing

This information is valuable insight for the City of Evert when considering what type of housing to seek out for development. While the mini TMA did not address the question of which type of housing is needed to accommodate people moving into Evert, a lack of housing formats on the spectrum between single-family detached and high-rise apartments is commonly

found statewide. The homes listed below are a part of “missing middle” housing, a reference to the range of housing stock that falls between the two extremes of single-family detached homes, and large apartment blocks. These housing types can be smaller-scale multi-unit structures. Some of the different housing formats include:

- Duplexes
- Triplexes
- Fourplexes
- Subdivided homes
- Accessory dwelling units
- Studios
- Cottage courtyards
- Lofts/condos

The importance of not only

the amount, but the type, size, tenure options, and location of housing units has been brought to the forefront in the aftermath of the housing crisis. Only recently has housing construction picked up, but Evert’s housing market has not experienced that change. Instead, Evert continues to suffer the negative impacts of the housing crisis: no new construction and falling home values.

Having a variety of housing types can have several benefits. In particular, in a city with a low median household income, missing middle housing provides a better range of affordable options. Secondly, small housing format options support different phases of life, for example, seniors who want to downsize or individuals who live alone.

Land Use USA, examples of "missing middle" formats

This enables residents to age in place. Another benefit is that it may help attract millennials or young families who cannot yet afford homeownership, but need somewhere to live while they save. Lastly, varying housing types provides architectural interest to a neighborhood. All of these benefits reflect the vision of Evert's stakeholders.

SURVEY RESULTS

The city of Evert conducted an online survey to collect the public's input on housing conditions and possible solutions to alleviate the community's concerns. Between November 16th- December 15th, 104 people participated in the survey; at about 7% of Evert's population, it was a relatively strong turnout.

The majority of respondents were homeowners within the city limits (54.5%), which corresponds fairly well to the 48% of homeowners within Evert. The remaining 45.5% are either renters in Evert or homeowners from a nearby community.

Rental Market and Blight Control

When asked if respondents feel that the housing options are attractive to prospective renters, almost three-fourths said no (74.1%). Respondents were given the opportunity to provide comments, of which many reiterated the sentiment that "the housing is not maintained well by the landlords," that they have fallen into "disrepair" and that what is available is "poor



Duplex: Side-by-Side



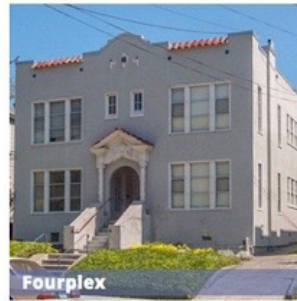
Duplex: Stacked



Bungalow Court



Carriage House



Fourplex



Multiplex: Small



Townhouse



Live/Work



Courtyard Apartments

quality with a high price." Landlords are referred to as slumlords. There was not a single positive comment expressed about the attractiveness of the rental market.

The next question asked if residents are willing to volunteer their time to help those in need of a blight correction. Almost 63% responded "no". Moreover, the majority (54.2%) of respondents also reported that the Evert police do not enforce blight ordinances accordingly. The Evert police department focuses code enforcement mainly during the summer months.

Communication

Half of the survey participants stated that social media is the most effective way to communicate with the community. The second most common response was to post information on the City Billing Statements with almost one-third preferring a physical notice (32.1%). The City of Evert does maintain a Facebook page with about 853 followers.

Type of Maintenance

Survey-takers have mixed view of what type of maintenance homeowners should be

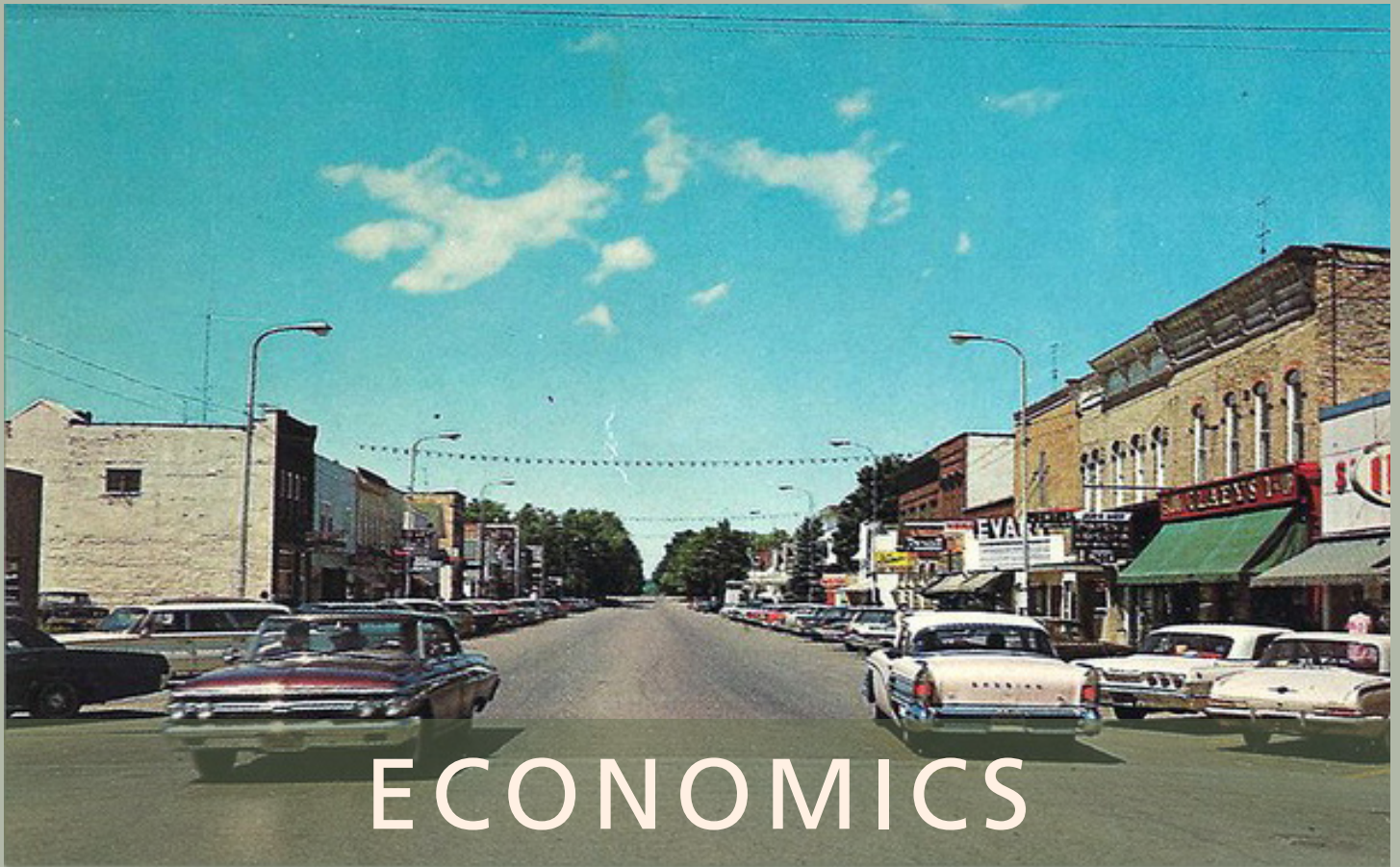
prioritizing. Over one-third (34.7%) believe housing repairs should be tended to first, and secondly siding repair and painting (27.8%). Next in importance was yard clean up, then yard mowing. Some comments mentioned that vacant and abandoned properties were an issue, and implied that they should be tended to first.

The survey then asked if the residents feel that tougher blight ordinances should be introduced to the Evert City Council. The majority of respondents replied "yes" (56.9%). However, there was some push back in the comments as one person stated that the majority of residents do not have jobs, and should therefore not be penalized. The same person wrote that the city should be bringing jobs in instead. Another person believed that this requirement would add additional burden to the already overburdened police department. Another participant believed that garbage is being brought from out of town and handing out tickets would deter this practice.

One comment recommended any building that is collapsing or unsightly for longer than a month should be cited. Another comment remarked on how blight could be a result of no longer having waste receptacles in front of stores and restaurants. Unwanted trash blows into neighbor's yards as a result. It is clear through reviewing the comments that junk in resident's yard is a major concern and must be dealt with.

Grant Programs for Home Repair

The overwhelming majority of respondents favor grant programs for those in need of home repair (84.2%). The comments section provided more insight into the community's concerns. Some of their concerns revolved around the high visibility of blighted properties on Main Street or near the city's gateways. However, there was still a lot of discussion about removing trash from people's yards as a way to help mitigate blight instead of specific examples of how to repair the homes.



Ewart Department of Public Works

This section looks at a series of metrics that explain the health of Ewart's local economy. The economy, like the rest of the nation's, has changed dramatically over the last few decades. A shift from producing goods to producing knowledge through a college-educated workforce has several implications for economic development strategies. Because growing industries are less land-intensive, providing cheap land in the form of tax abatements is no longer the carrot it once was to attract business. Jobs are following talent now, and strategies to draw in industry is based on creating a place that fosters and retains talent, so that business will follow. The following section discusses what businesses are already in Ewart and how they fare.

DOMINANT INDUSTRY

Dominant industries can be calculated in two ways: size of the industry defined as the number of employees, and size of the industry based on its surplus.

Esri Business Analysis is a proprietary software program that compiles privately-generated market research data and Census data for geographies other than census-defined tracts, blocks, and places. It is a useful tool to determine retail potential within 5, 10, 15 minute drive times of a commercial district. ESRI uses retail sales and retail potential to determine which industries have a surplus. Within a 5 mile radius, industries that are performing well in terms of sales are:

- Furniture and Home Furnishings
- Building Materials, Garden Equipment & Supplies
- Food and Beverage
- Health & Personal Care
- Gasoline Stations

This makes sense given that these types of businesses cater mainly to day-to-day or regularly occurring purchases. One particularly surprising finding is that florists have the strongest surplus of all industries, perhaps an indication that smaller specialized services can thrive in Ewart.

Another way to determine dominant industries is by the number of jobs attached to them. The densest concentration of jobs is located at the center of the city with between 79 and 122 jobs. The job concentration dissipates

as it moves outward to the city's edges. However, as of 2014, more people were employed outside of this area. A total of 574 workers live in Evert and are employed outside of the city, while 391 live outside and commute in for employment opportunities. Only 84 people both live and work within the community accounting for only 17.7% of the population.

According to 2015 ACS data, there are 475 jobs within Evert. It is likely over the past 3 years that this number has increased as the two major employers, Ventra

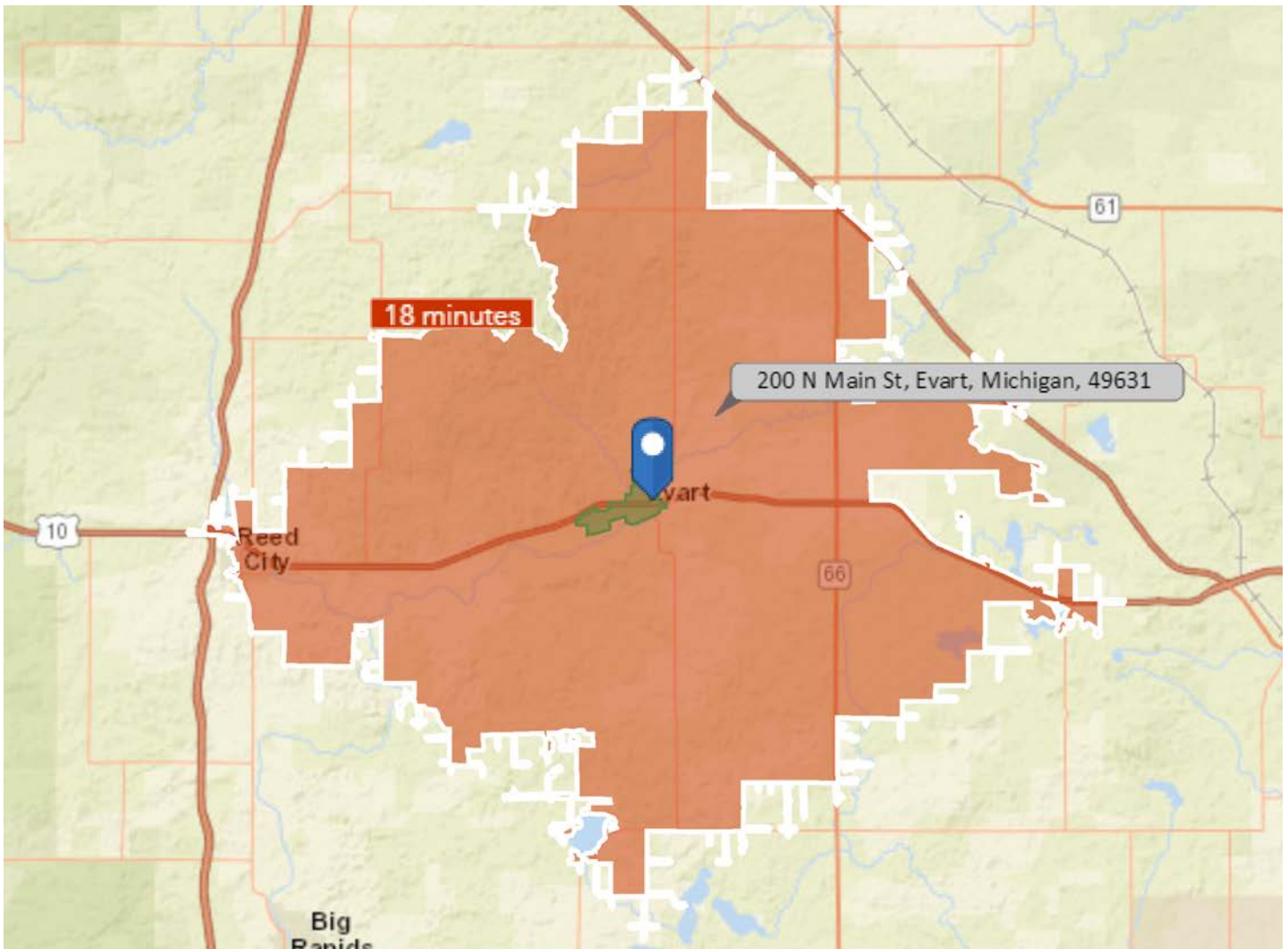
Automotive and Pittsburgh Glass Works, have expanded. The largest sector, employing 149 people, is retail trade. This sector employs almost one-third of workers (31.4%). While these jobs are abundant, they often pay minimum wage and do not usually offer full-time hours or benefits. This trend appears to be accurate given that the median household income in Evert corresponds to a minimum wage per hour.

The second largest sector is educational services which employs 92 people or 19.4%

of workers. Amongst these two industries alone half of workers are employed (50.8%). The other half of jobs are scattered in much smaller proportions and do not make up a substantial part of the economy, with the exception of Healthcare and Social Assistance (13.5%). There is a small concentration in "mining, quarrying, and oil and gas extraction" (6.5%).

The average commute is 18.4 minutes long, which means on average, Evert residents are leaving the city for employment. The map below may indicate

16: 18 Minute Drive Time from Evert



where residents are going for employment opportunities. Within an 18-minute drive from Eart is Reed City (west), Hartwick Township (north), Garfield Township (east), and Chippewa Township (south). Using 2015 data from the census' inflow-outflow data, Reed City is a major employment center that draws in on average 2,204 workers daily. The other locations within an 18-minute drive draw in a negligible amount of workers. This commute may also indicate that transportation is another crucial factor for connecting workers to jobs. Without a reliable transit system, those jobs may also be out of reach for Eart residents.

Retail Leakage

Within a 5 minute drive from Eart, a retail leakage is apparent. However, when zooming out farther, it is clear that there are no major shopping centers even

within a 15 minute drive. The data indicates that 100% of purchases from the following retailers occur outside of Eart city limits and are happening from further than a 15 minute drive away:

- Non-store retailers (sales made outside of a retailer, such as a vending machine or via ecommerce),
- Clothing and accessory stores, and electronics, and
- Appliance stores.

Amongst the top three losing industries, Eart is foregoing approximately \$4.8 million annually. Other “leaky” industries include:

- Motor vehicle and parts dealers,
- Sporting goods, hobby, book and music stores, and
- General merchandise stores.

When all of these leakages are added together, they represent potentially \$21.5 million lost per year.

Expanding the radius to a 15 minute drive does not improve the retail situation. In fact, the leakages continue to grow while surpluses shrink. This provides some evidence that Eart could become the retail and commercial hub for the area. When the radii around Eart expand and do not encompass a thriving retail center, then Eart is positioned to tap into unrealized revenue. Within a 15 minute drive from Eart live about 8,578 people with a projected median household income of \$40,428 by 2021.

Initially, it is easy to assume that these retail options do not exist because there is a lack of demand. ESRI Business Analyst compiles consumer data that indicates otherwise. The data indicates that 46.7% of adults bought men’s clothing within the last 12 months, in addition to 43.9% purchasing women’s apparel. Over one-quarter of adults purchased a paperback, and almost one in five (17.1%) bought a hardback book. Many of these purchases were made in industries that are currently absent in Eart.

Equally important to the spending habits is the resident's values and attitudes about spending. More than half (53.4%) claim that buying American products is important to them and 35.6% of residents are likely to buy a brand that supports a charity. In Eart, price is not the only factor to consider, and this type of data

17: Commercial Vacancy in Downtown Eart

LOCATION	# COMMERCIAL BUILDINGS	# VACANT BUILDINGS	VACANCY RATE
5th Street	15	6	40%
6th Street	22	5	22.7%
US-10	29	3	10.3%
River Street	2	1	50%

Source: DDA, June 2017

is helpful to share with businesses considering moving to Evert.

Commercial Vacancy

According to the Downtown District Authority (DDA), there are 68 commercial buildings within its boundaries, of which 15 are vacant, a vacancy rate of almost 22%. The currently vacant buildings once hosted various types of retail and services ranging from a jewelry store, to a barber shop and chiropractic office. Looking at the 68 stores within the DDA boundaries confirms that the community's retail needs are not being met. There is little to no clothing, general merchandise, or appliance stores.

Barriers

Statewide, a common and seemingly contradictory issue has been identified regarding the economic plight of PRT communities. From the worker's perspective there are no jobs, and from employers expanding their operations, there are not enough qualified workers to fill the positions. This problem of not being able to match workers to job opportunities within a given geography is called labor mismatch, and the consequences are steep. When workers and employers cannot connect, unemployment and underemployment rise, labor force participation shrinks, and poverty becomes more prevalent. The factors that contribute to this mismatch are complicated and intertwined but there is a role for both the public and private sector in alleviating the heartache many families in Michigan face.

PUBLIC FACILITIES & SERVICES

Public facilities range from the visible public amenities such as parks and schools, to the equally important "hidden" facilities such as wastewater treatment facilities. The importance of facilities and services should not be underestimated. The quality of the education system, services, and infrastructure provided influences household and business' decision-making in choosing where to settle. This section briefly describes the City's existing public facilities.

Evert Public Schools

The Evert Public School system consists of three separate facilities, all located in the City of Evert. It is the third largest district, by enrollment, in Osceola County - behind Reed City and Pine River. In 2016, the District had 886 students and 51 teachers, a drop of 34 students over a three-year period. The largest drop came from elementary aged children.

Evert High School (grades 9-12), located at 6221 95th Avenue, had a student body of 281 students. Evert Middle School (grades 5-8), located at 321 N. Hemlock, had a student body of 266. Evert Elementary (grades k-4), located at 515 N. Cedar, had 339 students. In addition to the Elementary School, the Middle School, and the High School, there is the Administration Office, located within the Middle School; and the bus garage located at 378

N. Pine. There is also an on-line school program.

Evert Public Schools are also offer an adult education program held in the middle school. The program consists of two 16-week semesters where student take a "Test of Basic Education (TABE)" skills test at the beginning and end of the course that focuses on reading, grammar, and math.

The curriculum is aligned with both the Development Agency and the Office of Adult Education State Standards. The courses are offered after regular school hours to provide more flexibility for adult students. The TABE is an assessment that scores a student's performance to understand better where to place students afterwards, for example, a GED class or into a technical school. For those who wish to obtain the GED, the Adult Learning Center in Evert helps with that the type of instruction as well as career training, networking, and continuing education credits.

City Hall

Evert's City Hall is located at 200 South Main Street. It houses the administrative offices of the City and is the primary space for public meetings. Staff within City Hall includes City Manager, Clerk, Treasurer, Assessor and the Director of the Department of Public Works.

Fire Services

The Evert Area Fire Department is located on the northwest corner of 6th Street and River Street. The Department serves the City of

18: Barriers to Economic Growth

BARRIERS TO ECONOMIC GROWTH IN MICHIGAN

TALENT PIPELINE

According to the 2013 Governor's Economic Summit, **85%** of projected jobs will likely require a bachelor's degree between 2012-2021. Yet, Michigan has the highest rate of educated youth leaving the state; at about **4%** per year that's more than double other Midwestern states. Michigan ranks in the bottom five states for the percentage of 25-34 year olds. Osceola County suffers from the second highest proportion of millennials leaving. As of 2015, 1-2% of millennials ages 15-35 left the county. The City of Evart sees the largest gap among age groups 1-14, 15-29, 20-24.

JOB GROWTH

With a historically accurate track record, the University of Michigan Research Seminar in Quantitative Economics estimates there will be almost 42,000 jobs created in 2017 and another 50,000 jobs in 2018. However, this job growth rate projection falls short of reaching residents who often remain chronically unemployed. In 2016, according to the Current Population Survey, there were 237,600 unemployed workers in Michigan—a figure that does not include discouraged workers, or those who have stopped actively looking for work because they believe there are no jobs available. In 2016, the Bureau of Labor of Statistics estimated the discouraged workers to be around 18,300 in Michigan. This leaves a gap of over 163,000 jobless Michiganders. That is to say, that job growth in itself is not a comprehensive indicator to describe a person's economic opportunity. Regardless of the type of occupation, there is some truth to the statement that "there are no jobs." ***In fact, the poverty status of families in Evart has increased between 2010 to 2015, from 14.1% to 39.1%, respectively, despite 5 years of job growth.*** Job growth has either not reached vulnerable populations yet, or worse, even as workers become employed they continue to live in poverty. In either case, job growth alone has not improved the quality of life of a considerable amount of families in Evart.

Transportation

Transportation plays a major role in job accessibility. In 2015, the Michigan Works! for Region 9 interviewed 400 former job-seekers. Almost half (48%) of the interviewees reported that transportation is a problem for finding and keeping a job; those with reliable access to a vehicle are more likely to be employed. Transportation by automobile is most household's second largest expense (up to \$15,000 per year), leaving those in poverty without a reliable way to connect to employment. Furthermore, in Region 9, 56% of workers with cars cannot necessarily afford repairs. The need for improved transportation networks is affirmed by the high demand for transportation services requested through other MiWorks! Agencies, 76-92% of all requests are for transportation assistance. If this happens where there is arguably some of the best transportation networks in Michigan, imagine the impact on rural areas! ***Evart does not have a reliable transportation system. The dial-a-ride service is unaffordable at \$8 for a round-trip and does not run frequently enough to accommodate workers with unconventional shift times.***

Housing

Many communities are dealing with the complicated relationship surrounding housing values, vacancy rates, changing tenure status, and how this affects a city's prospects for attracting and retaining talent. Some MiWorks! representatives working on the ground with employers also report that when companies find qualified candidates, a lack of available housing options prevent him/her from living within the community. This is due in large part not only to a housing shortage post-recession, but also to a lack of housing options. Housing formats that lie along the spectrum between single-family detached homes and large apartment complexes, are missing.

In Evart, the median housing value dropped by over \$10,000 between 2010-2015, the overall vacancy rate increased by 4%, and in 2015 renter-occupied units became the dominant tenure type at 54.5%. One likely scenario is that as homeowners saw the value in their homes drop, they turned to the rental market. With fewer residents willing or able to buy homes, there is increased demand for rental units.

Education and Training

The largest labor mismatch comes from middle-skilled jobs. Over the past few decades, manufacturing's decline has had devastating effects to Michigan's economy. With a rebounding economy, manufacturing and construction have seen an uptick in activity, but are hindered by an untrained workforce. Middle-skilled jobs refer to jobs that require more than a high school degree but not necessarily a bachelor's degree, typically an associates degree or some technical training. In 2015, 54% of jobs were middle-skilled, but only 48% of workers were trained for these jobs. A 6% difference equates thousands of workers out of work. Below, are some shortcomings in both the public and private sector that have contributed to this gap. ***According to the Planning Commission, about 8 years ago Evart High School ended its building curriculum due to changes in state educational policy.***

Public

- Federal cuts to career, technical and adults education in 2012 that are only recently filled
- Michigan state funding tied to ratio of college-bound students
- Little effort to teach soft skills

Private

- Drop in the amount of apprenticeship programs through employers eroding a pathway to middle-skilled jobs
- Less money spent on employee training and education
- Stagnating wages, temporary work status, and few benefits

STIGMA

Well-intentioned parents are often at the forefront of steering children away from working in factories with claims that the work is dangerous, unstable, and low-paying. Some of their trepidation stems from images of polluting factories, jobs being shipped offshore, and stagnating wages. According to a survey conducted by the non profit organization, SME, **20%** of parents surveyed think manufacturing is outdated and nearly **25%** think it is not well-paying. Half of all respondents do not think it is exciting or challenging. There's reason to believe that after Dean's Dairy closed, younger generations are hesitant to pursue footloose jobs. Still, others believe "footloose" is a misconstrued perception of manufacturing.

Ewart and the townships of Ewart, Orient, Osceola, and Sylvan. The all volunteer Department is operated by the Fire Board, which is comprised of five members (one from each community).

Police Services

The City of Ewart Police Department provides services within the City of Ewart. There are four officers. The Department currently does not provide 24-hour service and relies on the County Sheriffs Department and the Michigan State Police for assistance. The Department is housed at 137 River Street, just south of 6th Street.

Ambulance Services

Osceola County Emergency Management Service provides service within the City of Ewart, as well as the rest of Osceola County. Four ambulances operate within the County; including one in Ewart. The Ewart Area Fire Department offers support as part of the Medical First Response program.

Wastewater Treatment

The Wastewater Treatment facility is located south of 10th Street and west of Cedar Street. The wastewater treatment plant has the capacity to treat 500,000 gallons of water per day; however, at present the facility treats only a fraction of its capacity due to the loss of the Liberty Dairy in 2013. The system provides service to most developed areas of the City with the exception of several buildings located on West 5th Street,

North Pine Street, North Main Street, and High Street (which are served by individual septic systems). There are also several manufactured homes on Fair Street that use a communal septic system. The need for additional capacity depends primarily on the status of several of the businesses in Ewart that are the largest users of the system. The City needs to communicate with these larger users on a regular basis to determine future needs since funding and implementing improvements is a lengthy process.

Water

Public water service within the City follows a similar geographic pattern as the public sanitary system and is available to almost the entire developed area of the City. The City obtains its water from two well fields located on 5th Street near Waterworks Park and on the west side of the City near US-10. The wells are currently pumping at 40% of capacity. The only residences not served in this capacity are located

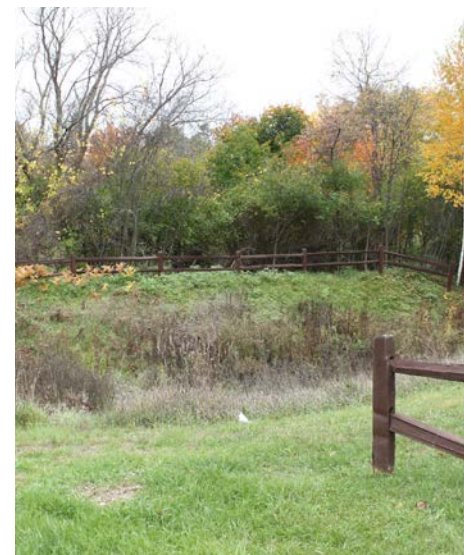
on 7 Mile Road and High Street.

Although the City is not actively planning for additional expansion, the preference for looping water mains may create a long-range water plan that involves the expansion of water mains south along 95th Avenue to connect the water mains adjacent to 7 Mile Road and US-10. It is also possible that the water main situated along 5th Street will be extended to 95th Avenue at the same time.

Additionally, large-scale future development (industry) occurring within the western portion of the City will create a need to extend the City's water mains along 5 Mile Road, 110th Avenue, and US-10 to create a service loop. The City has two water towers with a combined capacity of 800,000 gallons.

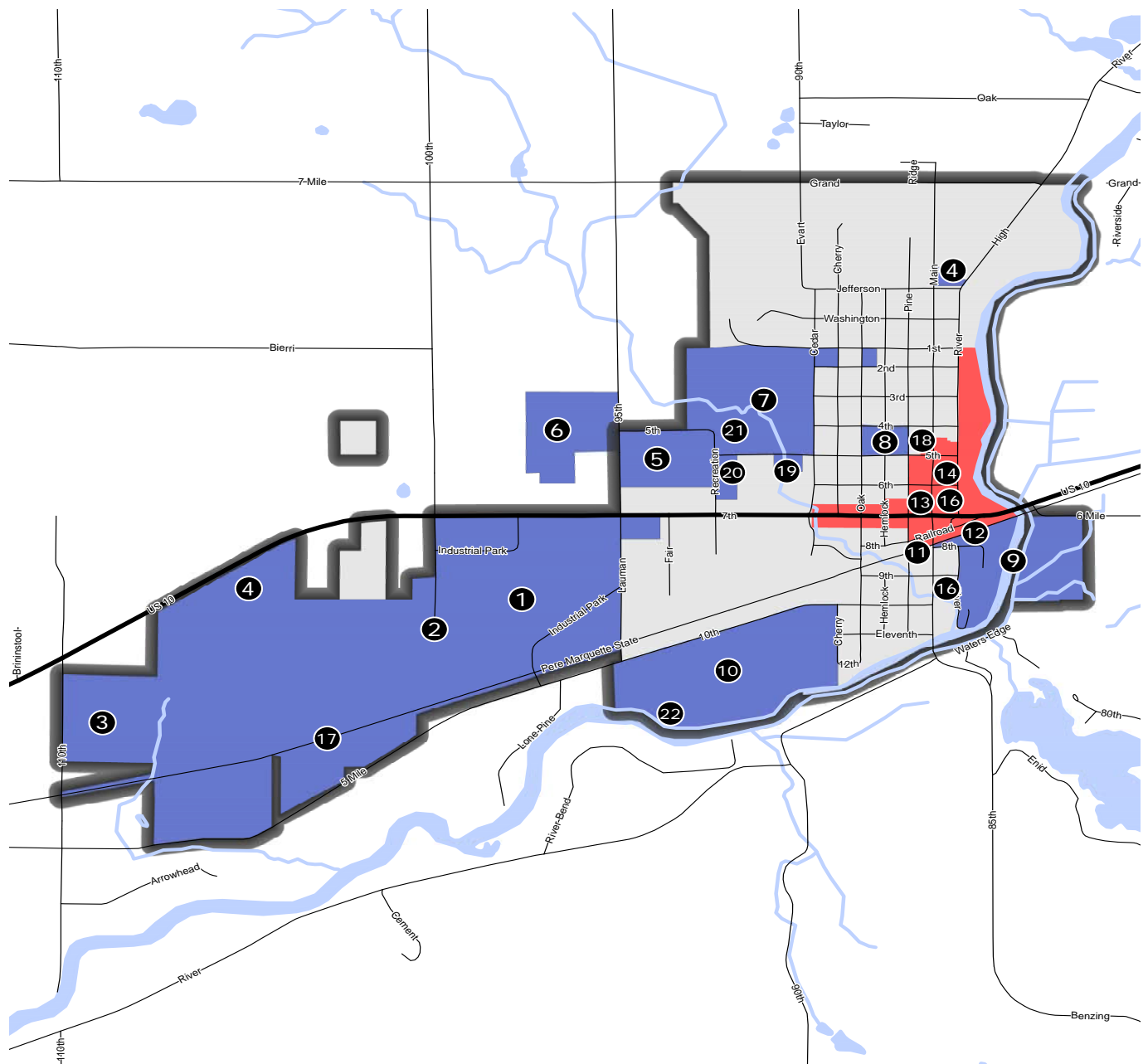
Stormwater Management

The City of Ewart received a Stormwater, Asset Management, and Wastewater (SAW) grant from the Department of Environmental Quality. Due



A rain garden helps to clean polluted stormwater run off

19: Public Facilities Map



CITY OF EVART MASTER PLAN
Public Facilities

Data Sources: State of Michigan Geographic Data Library, City of Evart

- City Boundary
- State Roads
- All Roads
- Railroads
- DDA District
- Public Facilities

Public Facilities List

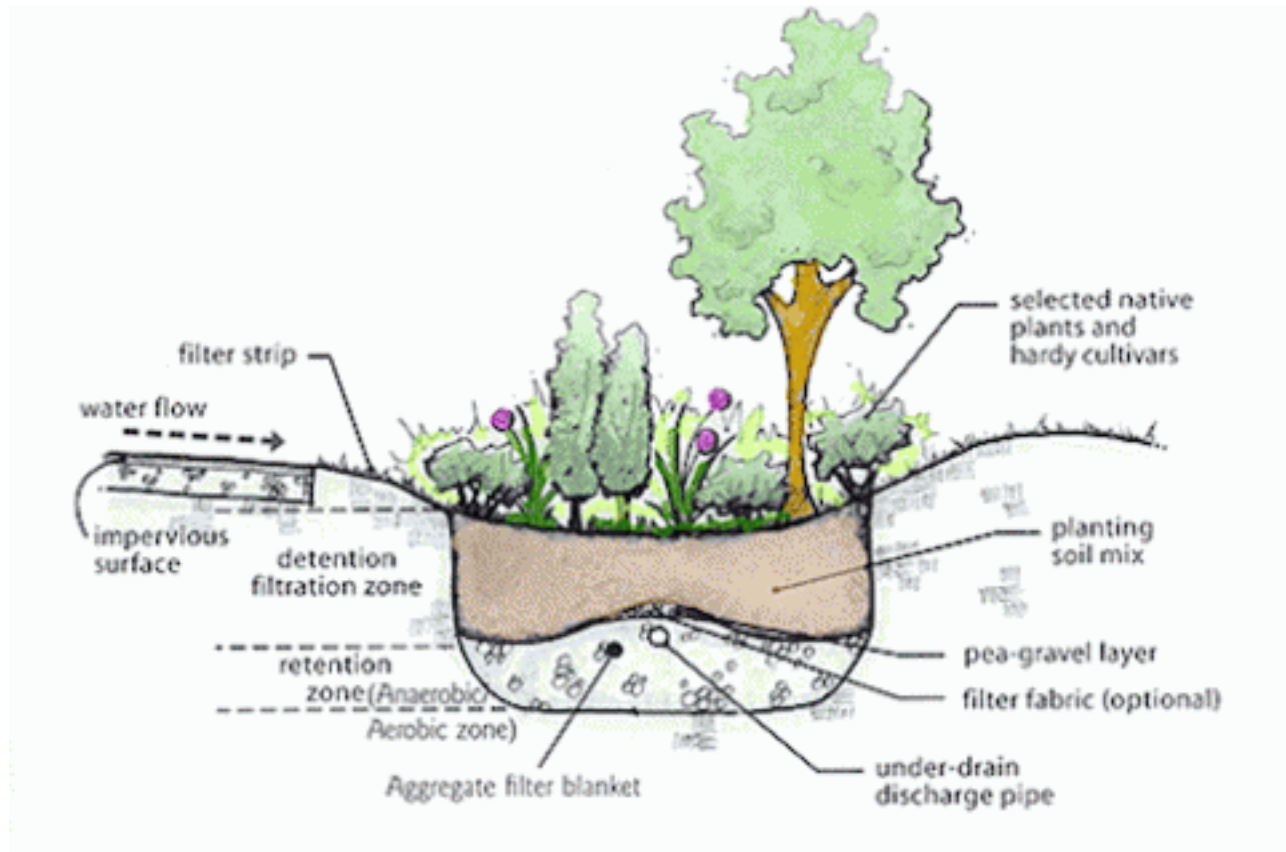
1. Evart Municipal Airport
2. Airport Terminal & Local Development Finance Authority Offices
3. City of Evart Department of Public Works Garage
4. Water Tower (two locations)
5. Osceola County Fairgrounds
6. Evart High School

7. Evart Elementary School
8. Evart Middle School
9. Riverside Park
10. Wastewater Treatment Plant
11. Evart City Offices
12. Skate Park
13. Evart Public Library & Museum
14. Evart Area Fire Department
15. Downtown Development Authority
16. Evart Township Hall

17. Pere Marquette Trail
18. Joseph Guyton Park
19. Water Works Park
20. South City Park
21. North City Park
22. Pere Marquette Trail Loop



20: Stormwater Movement Through a Garden



<http://www.terralandscape.com/rain-gardens-filter-pollutants-recharge-groundwater>

to frequent flooding, the Stormwater Management Plan is tasked with identifying necessary repairs to reduce flooding events and to improve the quality of stormwater run-off. The plan will be completed by 2019.

Green Infrastructure

Green infrastructure is one way to manage stormwater run-off that relies on mimicking natural filtration processes as opposed to using grey or man made infrastructure to protect water quality. Rain gardens are an example of how to filter water that is contaminated after running along hard surfaces

before it reaches a body of water. This rain garden located between City Hall and the Muskegon River showcases native wildflowers with deep roots that can channel, clean and absorb water before it enters the river. In addition, there are eight mini rain gardens planted in the pedestrian bulb outs downtown.

Air Service

The Evert Municipal Airport is located on the City's west side and provides services to private users. The single runway provides up to 4,100 feet of landing space and includes modern lighting equipment. A new terminal

building is located at the airport, which also houses the Local Development Finance Authority.

In 2014 and 2015, Evert built a snow removal equipment building to house a snow plow.

Public Works

The Department of Public Works is housed just west of the City. The Department is staffed by six people and provides a variety of services including maintaining the City's streets, water system, waste water system, parks, and other public facilities.

Transit

The Mecosta/Osceola Area Transit Authority (MOTA) is an on-demand “dial-a-ride” public transportation system based in Big Rapids, but operating in both Mecosta and Osceola counties. There is no passenger or freight rail service in Evert.

Parks & Recreation

The city of Evert maintains almost 133 acres of public park space among the following parks:

- Riverside Park - This park is located in the southeastern corner of the City, along the Muskegon River. This park offers many facilities including beach volleyball courts, shuffleboard courts, a basketball court, baseball fields, pavilions, and campsites. The land on the other side of the Muskegon River designated for park expansion has become Riverside East Park.
- Guyton Memorial Park - This park, located in the City's downtown, and is dedicated to the memory of Joseph W. Guyton.
- Waterworks Park - This park is located along 5th Street on the west side of the City. The park is largely open space, but does contain a shelter and picnic table.
- City Square - This park is north of the Downtown and includes basketball courts, a volleyball court, and playground equipment.

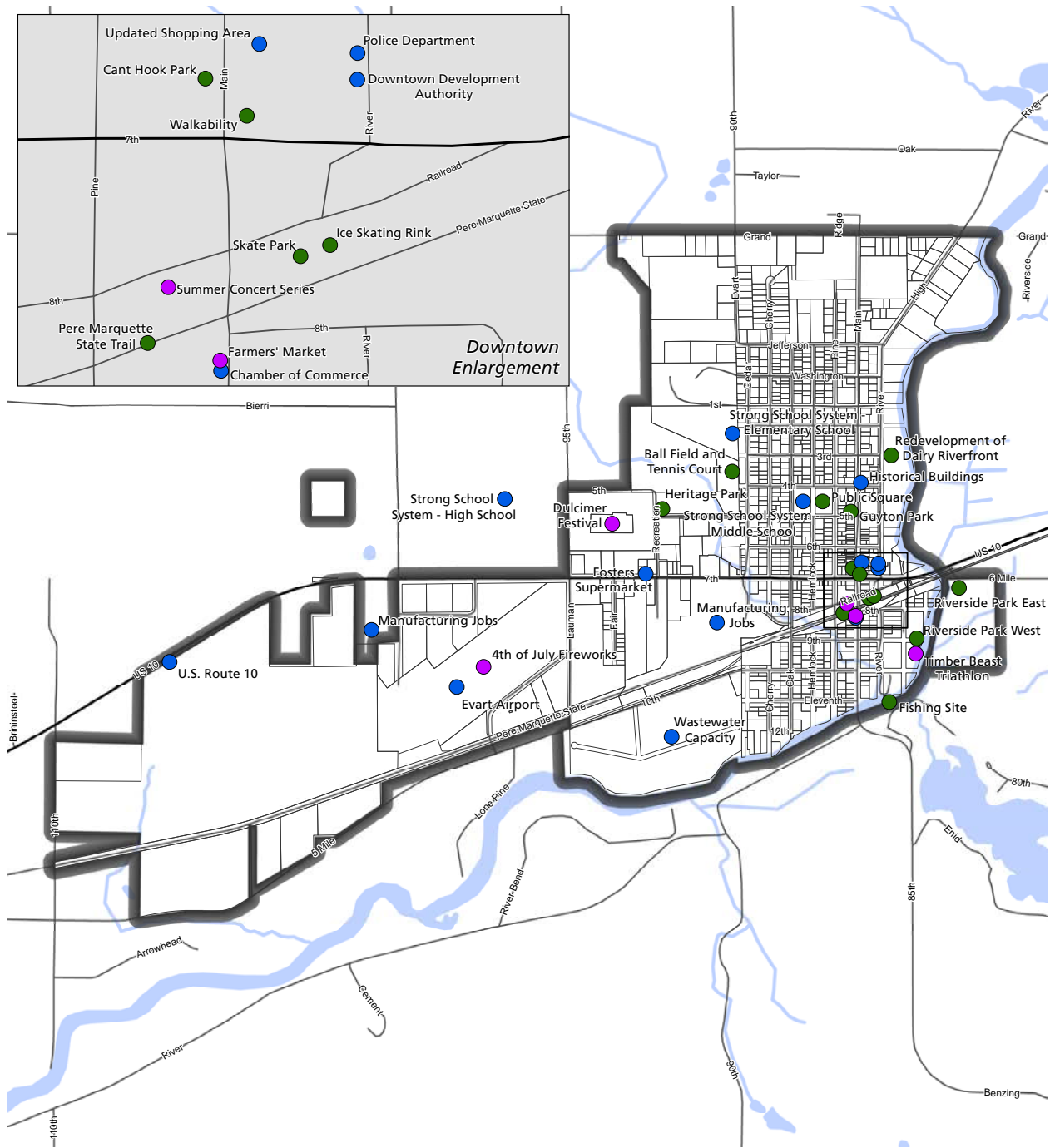


Playground at Riverside West Park



Pavilion at Riverside Park

21: Community Assets Map



CITY OF EVART MASTER PLAN Community Assets*

Data Sources: State of Michigan Geographic Data Library, City of Evart

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds
- Parcels
- Natural Resource Assets
- Major Event Assets
- Community Assets

* Assets as identified by Community Engagement Participants



- Skate Park - This park is located between Downtown and Riverside Park and includes ramps and other equipment for skateboarding enthusiasts. In the winter it is transformed into an ice rink.

CAPITAL IMPROVEMENT PLAN (CIP)

The City of Evert completed a Capital Improvement Plan in 2017. A CIP systematically documents the quality and potential longevity of the city's infrastructure. Looking out 5-6 years in the future, the CIP takes the recently conducted inventory and budgets the cost of updating infrastructure on an annual basis. The CIP includes the list of capital projects and equipment, the department responsible for maintaining the capital improvement, its useful life span, its priority ranking, and the total projected cost over the predetermined time period.

Within the next 5 years, the City of Evert has a total projected budget of almost \$16.8 million. The largest portion of the total amount comes from the Department of Public Works (DPW) totaling \$13.3 million. The DPW projected needs and associated costs cover several improvements for street reconstruction and overlays, storm drain replacements, water pipes, etc.

Other major improvements are spread across the Police Department, Administration, Cemetery, Equipment, and Parks and Recreation. Despite the high overall cost, many of these improvements are necessary, not frivolous. For example, the city must maintain its own structures which include City Hall renovations (\$110,000), and new roof for the Police Department (\$15,000). Anything that is a lower priority is pushed back to be financed in subsequent years.

COMMUNITY ASSETS

As a part of the community engagement session, residents identified Evert's assets. An asset can be defined as any place, event, organization, partnership, person, or thing that residents find of value. Identifying assets is a way to develop pride in all that a community has to offer; it also allows for residents to see where there are gaps. The map "Community Assets" divides the assets into three categories: natural features, community features, and events. This is an important distinction because these assets can be tied to a physical location. An exhaustive list of community assets can be found in the Community Engagement chapter.

There is some overlap among public facilities and what are considered community assets—a strong indication of the community's support and respect for public institutions. Moreover, it also implies that the public sector is adequately maintaining these assets:

- Police department
- Parks
- DDA
- Wastewater capacity
- Airport
- Schools



City of Ewart

Networks and connectivity are the cornerstones of a modern society. Our economy, and increasingly our social lives, depends on how well cities are both physically and virtually linked to other markets. Either via physical or through online networks, corridors are a building block to connectivity. Still, road corridors are the most common type of connector in an auto-dominated state.

ROADS

Ewart is part of a major transportation system. US-10, for the most part, is a two lane roadway except where passing lanes exist or in communities such as Ewart. It passes directly through the City in an east-west direction and links Ewart to US-131, a limited access expressway,

which is located about ten miles west of the city. US-131 is West Michigan's primary north-south highway and links Grand Rapids, Kalamazoo, and other southern points Cadillac and other locations to the north. M-66 is located about six miles east of Ewart and is primarily a two lane roadway linking communities such as Ionia to the south to communities such as Kalkaska to the north. There are two river crossings (bridges) in the City of Ewart: US-10 and South Main Street.

Responsibility for maintenance of these roads falls on the City of Ewart, Osceola County Road Commission, and the Michigan Department of Transportation (MDOT). According to the Michigan Transportation Asset Management Council, in 2014-

2015, Ewart owned 15.68 miles of lane. 46.9% of roads managed by the City are in poor condition, 20.2% are fair, and 32.9% are in good condition. Based on historical data, it is forecasted that by 2021, 48% of roads will be in poor condition statewide. In 2014, the majority of Ewart's transportation expenditures went to maintenance. Almost two-thirds of the budget goes to winter maintenance, and trunkline maintenance. None of the funds go to routine maintenance.

Average Annual Daily Traffic (AADT)

Examining the National Functional Classification (NFC) ratings for roadways provides insight into local road variations

and funding eligibility. This rating system was developed by the Federal Highway Administration in the 1960s and is used to classify streets by traffic counts and use. Local and unclassified roads are not eligible for federal funding, which can be found primarily in the Evert residential areas. The "Road Classifications" map shows that road repairs on approximately 87.5% of roads within Evert would require other funding sources. The remaining 12.5% could be eligible for federal funding.

Aside from US-10, there are only two other types of roads. The principal arterial is US-10 and depending on the segment of the highway, it sees varying daily average traffic counts, ranging from 4,800-6,600; the highest count is found in the prime commercial corridor in Evert, the shopping hub. Major collector roads connect local roads to arterials, and run primarily north to south in Evert. On the north side of the city they run along Main St and 95th Avenue and on the southern part of the city they run along South River Road and 85th Avenue.

Nonmotorized Features

Nonmotorized features broadly refer to any piece of infrastructure that facilitate transit by foot, bicycle, or wheelchair. These features are a part of larger movement known as Complete Streets. Simply put, Complete Streets are designed for everyone, not just vehicles. Historically, the US has funneled transportation spending



Crosswalks improve pedestrian safety



Lighting promotes walking because it makes pedestrians feel safer



A landscaped bulb-out shortens the distance a pedestrian has to cross the street, making the trip safer and more enjoyable



A landscaped bulb-out is seen in the background, the textured sloped curb cut is designed for blind pedestrians and wheel chairs

to highway construction and expansion for a more "efficient throughput" of vehicles. More recently, there has been push back by organizations such as Smart Growth America that streets should be designed for pedestrians, bicyclists, motorists, and public transit users of all ages and abilities. Instead of only measuring a successful road by vehicular mobility, Complete Streets look at design elements, safety, and convenience for all users. In 2010, Complete Streets legislation passed in Michigan

that requires MDOT to consider multi-modal features with new road construction.

Elements of Complete Street differ by community, but common characteristics are sidewalks, bike lanes and racks, frequent and safe crossings, median islands, curb extensions, or elements that enhance the experience of using a street so as to encourage multi-modal transit. The idea is to reduce reliance on automobiles and to shift the bias from mobility to accessibility.

Evart's Complete Street Elements

Sidewalks & Streetscape Design

A complete sidewalk network has several benefits. When pedestrians have a separated path to walk, they are safer and therefore are more likely to travel by foot. If design could encourage residents to walk instead of driving, then the entire community would benefit from cleaner air, improved human health, and longer lasting road infrastructure.

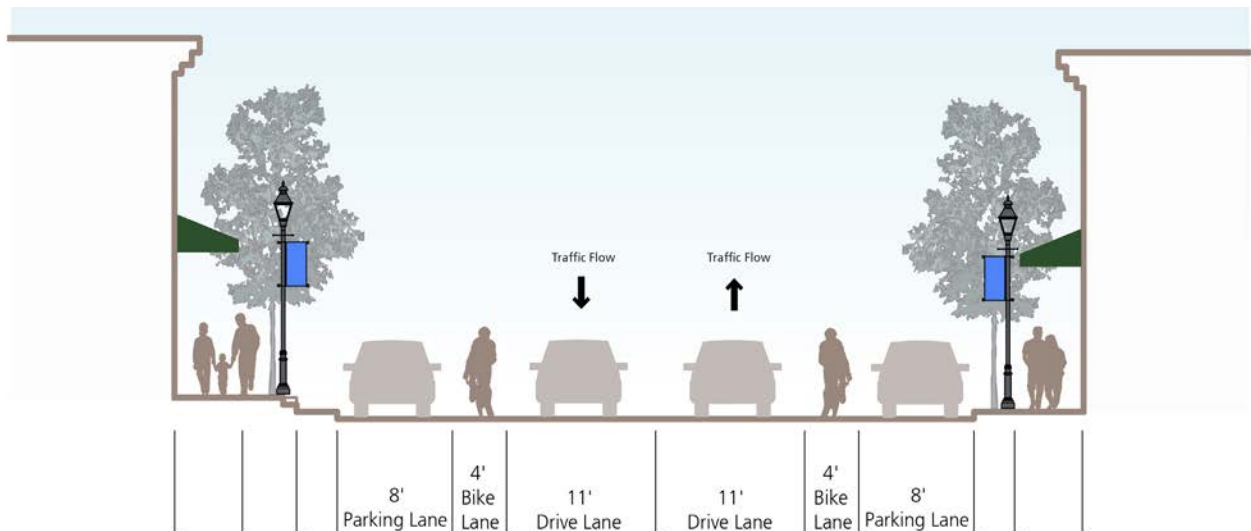
In addition to a complete sidewalk network, there are other features that can enhance the pedestrian experience to encourage people to walk:

- Landscaping
- Lighting
- Amenities

These features are found amply in the downtown. Historic lampposts light the street, crosswalks guide pedestrians safely across roads, and landscaped bulb outs reduce

Mobility
Moving people and goods efficiently between places.

Accessibility
The ease with which something can be reached or obtained.



A cross section of an example of a Complete Street

the distance a pedestrian must walk to cross the street. Minor aesthetic upgrades such as bulb outs are two-fold. First, by narrowing the street width, cars naturally reduce their speed making it safer for pedestrians. Additionally, landscaped bulb-outs add beauty and make the trip on foot more pleasant. However, as one travels outside of the downtown area, there are noticeable amenities missing:

- Gaps in the sidewalk
- Benches
- Street lights
- Cross walks

The map "Sidewalk Gap Analysis" shows that only 6th Street and 7th Street (between Cedar & Oak) have sidewalks on both sides. Moving away from those streets in any direction, and the sidewalk network begins to break down.

North of 7th Street, the streets that run north and south are generally more complete than those running east to west. Starting from 5th Street and moving north, the sidewalk network begins to break down in both directions. Between Jefferson and 5th Street, there are 36 blocks; 22 of those streets have sidewalks on both sides, 28 streets have sidewalks on only one side, and two streets (2nd Street and Oak Avenue), the sidewalk stops halfway through the block.

Moving north of 1st Street, Washington and Jefferson Avenues do not have any sidewalks. This would make it difficult for residents to walk downtown.



With lack of crosswalks, pedestrians dangerously run through busy traffic to reach their destinations



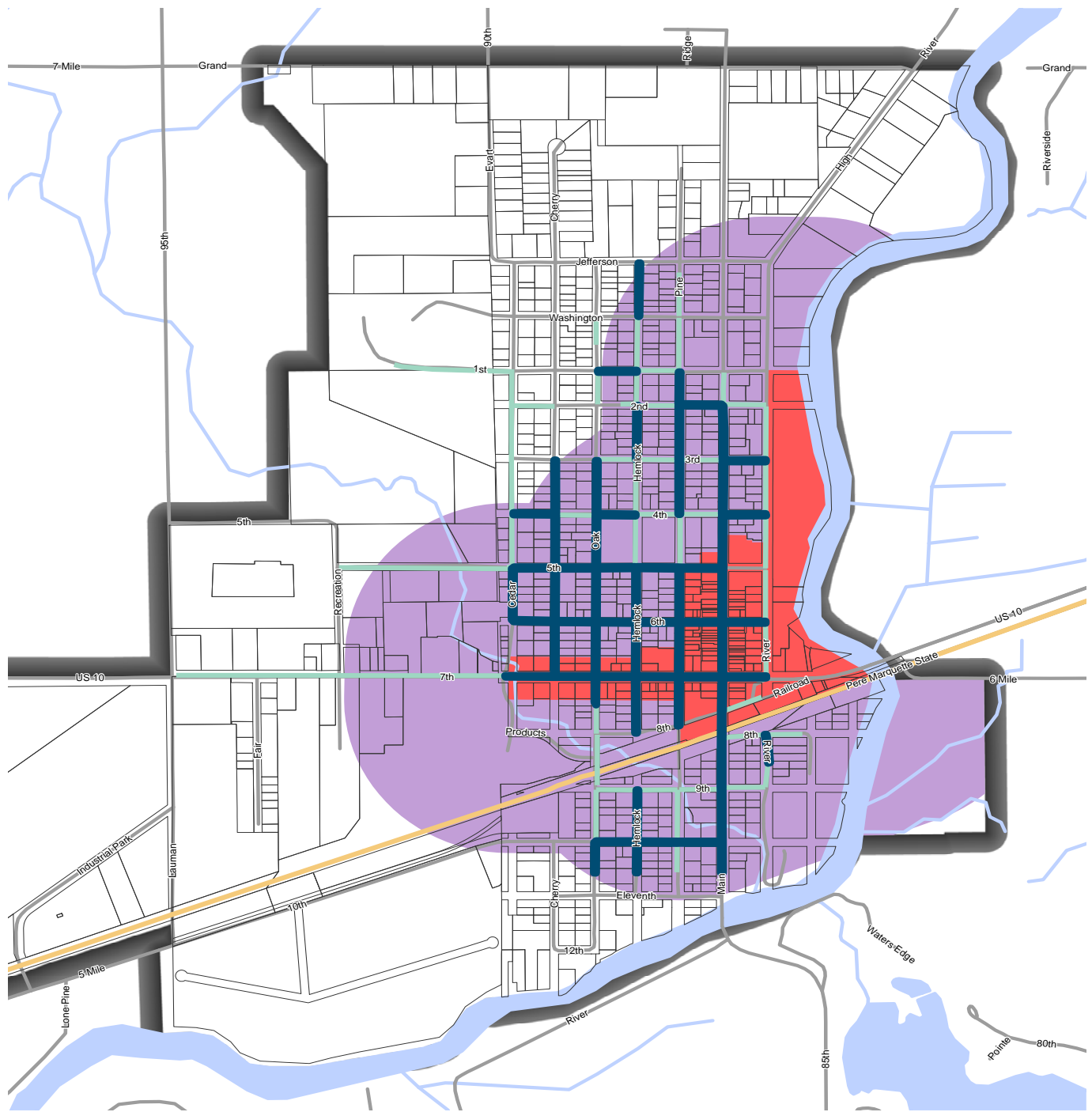
The Federal Highway Administration endorses crossings with beacons on major arterials to keep pedestrians safe

The sidewalk network also breaks down south of 10th Street, leaving West 11th Street and South Cherry Street with no sidewalks at all. Midway through the block on Hemlock, Pine, Oak, and Main Street the sidewalk ends forcing the pedestrian to walk in the street along cars or on private property. Both of these options are dangerous and non trivial. This is particularly dangerous on the stretch of US-10, West of Oak Street, that has no sidewalks but fast-moving traffic and many destinations pedestrians may want to reach.

Bicycle Amenities

Currently in Evert there are no bike lanes, except for the Pere Marquette Trail (discussed later). Bicyclists must share a lane with cars, putting them in a precarious situation. Evert's newer developments have shown support for bicyclists by adding bike racks in downtown locations such as Cant Hook Park on Main Street. To successfully encourage this mode of transportation, there must be a network built similar to sidewalks and roads.

22: Sidewalk Gap Analysis



CITY OF EVART MASTER PLAN Sidewalk Gap Analysis

Data Sources: State of Michigan Geographic Data Library, City of Evart

- | | |
|------------------|------------------------------------|
| City Boundary | DDA District |
| State Roads | 1/4 Mile Walking Distance |
| All Roads | No Sidewalks |
| Railroads | Sidewalks on One Side of Roadway |
| Rivers / Streams | Sidewalks on Both Sides of Roadway |
| Lakes / Ponds | Pere Marquette Trail |



Electric Charging Station

There is one electric charging station in Evert, located on South Main Street. The station was funded by a Community Development Block Grant that was also used to rehab sidewalks and add bulb outs downtown.

Muskegon River

The Muskegon River is also an important corridor to Evert because of its natural and recreational value. The river provides fishing, canoeing, kayaking opportunities, and a tranquil setting for walking. As a community asset and a public good, it is important to know where and how residents and visitors access the river. There are two public easements to the river: Riverside Park West and Riverside Park East. There's a cement boat launch at Riverside Park West and the city has recently completed the installation of a handicap ramp to the launch so the disabled have easier access to the river.

Rails to Trails

The Pere Marquette Rail-Trail is a former train line converted to a paved nonmotorized trail. It's 30 miles in length, and runs east to west from Midland to Baldwin, Michigan. The trail runs through Evert, just south of the downtown near the City Hall. The segment between Clare and Midland is one of the most popular trail in Michigan.



Charging station located near City Hall

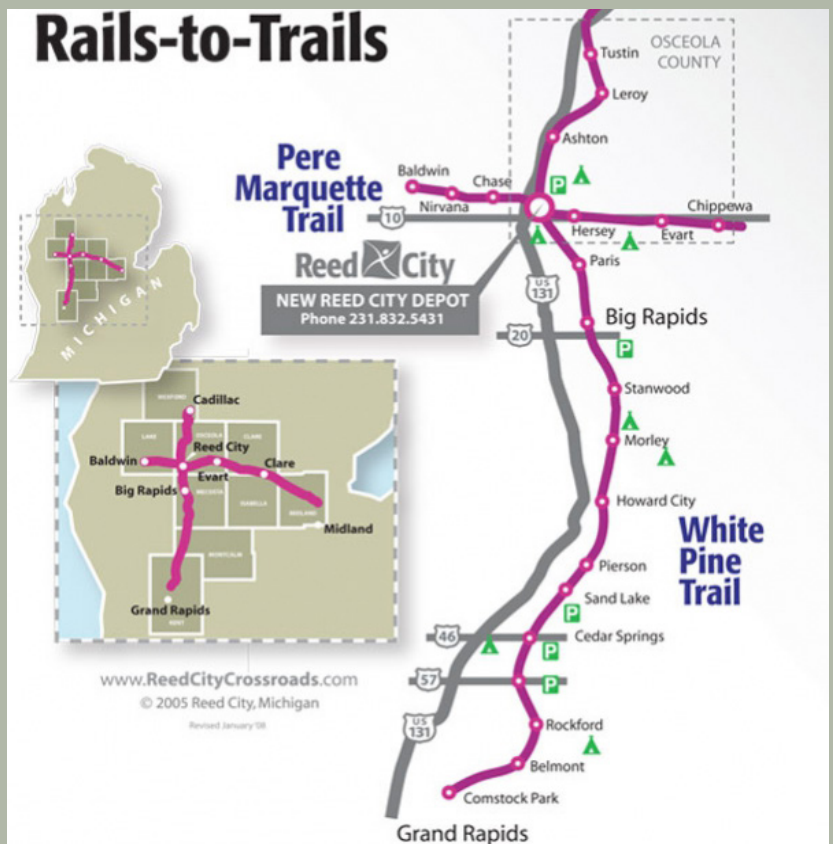




Photo Credit: Ewart Department of Public Works

DISTRICTS

Downtown

Downtowns are the governmental and cultural center of a city. On top of that, it is typically a large employment hub for private and public sector jobs and a place that attracts visitors to events and entertainment options. This is also usually where multi-modal forms of transit converge, and where pedestrians are given higher priority than in other neighborhoods. Here, pedestrians also serve as potential consumers.

The downtown's boundaries are shown on the map as the Downtown Development Authority's (DDA) boundaries. DDAs were created through the Downtown Development Authority Act, State of Michigan Public Act 197 of 1975 which was designed primarily to

help spur economic growth and to encourage commercial revitalization and historic preservation. They work in collaboration with the city but are in charge of programming and boosting the downtown's image. While Ewart does not currently provide multi-modal transportation to draw people downtown, the "Walkability to Downtown" map shows that most neighborhoods are within walking distance (1/4 mile) to Main Street. To have this many residents living so close is a boon for downtown.

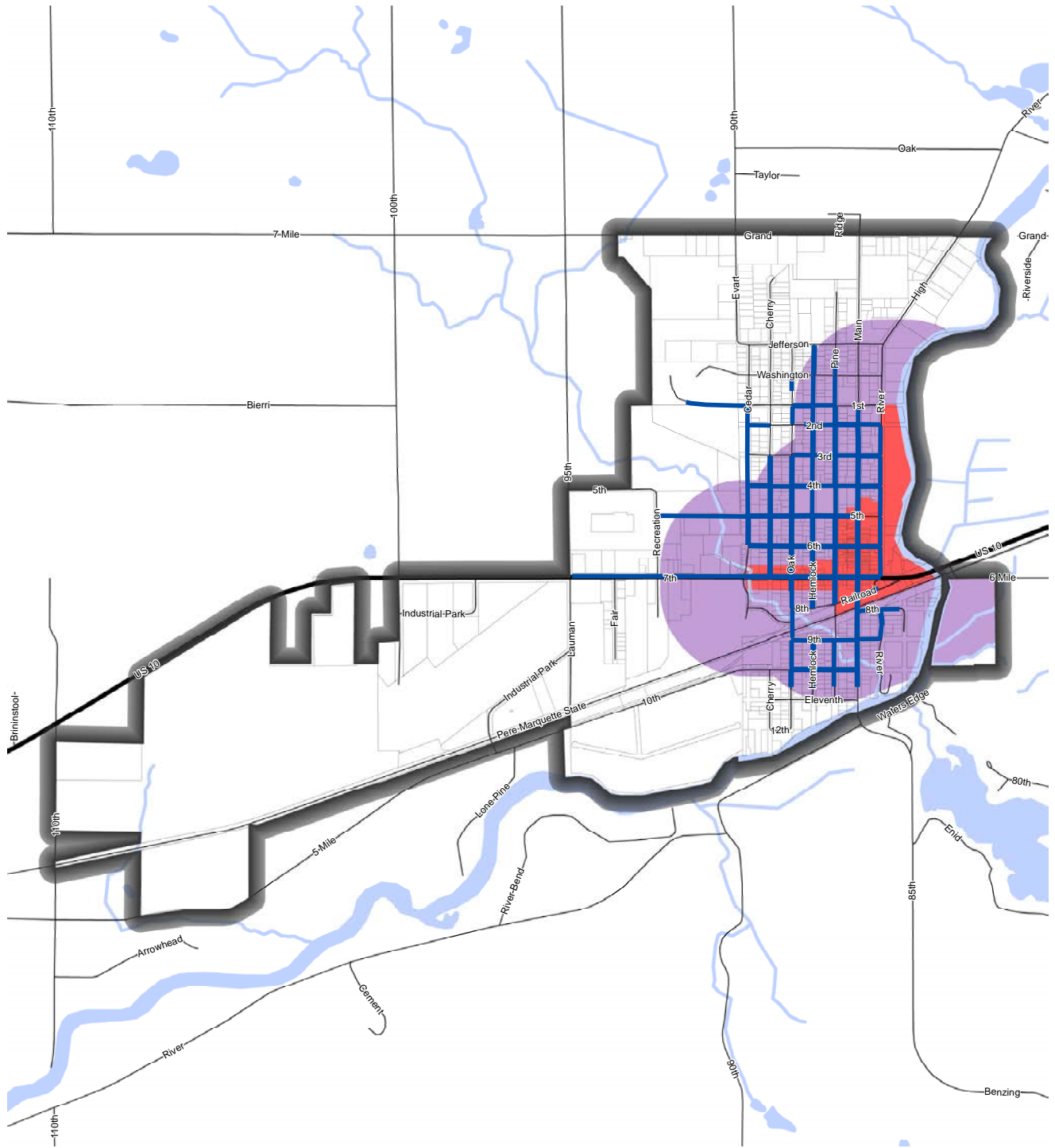
Shopping Hub

A shopping hub differs from a downtown in a couple of ways. While the downtown is meant to provide a multi-faceted experience of dining, shopping, and entertainment,

a shopping hub is typically designed for convenience. Ewart's shopping hub is primarily located on 7th Street, a car-oriented commercial corridor. Shopping hubs accommodate commuters, those looking to make big purchase items, or who want to compare prices. The layout is usually characterized by larger building footprints surrounded by parking lots, and are not within close proximity to residential neighborhoods.

Seventh Street serves this purpose to Ewart residents and those passing through. For example, 7th Street hosts auto repair shops, a bank, a real estate agent office, a party store, a car wash and a few local eateries.

23: Walkability to Downtown Map



CITY OF EVART MASTER PLAN
Walkability to Downtown

Data Sources: State of Michigan Geographic Data Library, City of Evart

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds
- Parcels
- DDA District
- 1/4 Mile Walking Distance
- Existing Sidewalks

PLACEMAKING

Placemaking is an approach to creating desirable places where people *want* to live, not just tolerate living. There are many tangible features that help to create a sense of place (discussed below), and when they are fully employed, communities can emerge as thriving places with amenities, opportunity, and a mix of different lifestyles.

A part of placemaking is taking pride in civic spaces, and understanding that how these spaces are designed influences how the public can access and interact within these spaces. The public realm is what distinguishes cities from one another and gives its built environment a recognizable identity. The spaces residents experience often—roads, sidewalks, parks, plazas—must not only be highly regarded and well implemented, they should also be well coordinated with private development for a high quality experience for all users.

Placemaking Elements

Placemaking elements, or the lack of, can be supported in the zoning ordinance. The zoning ordinance is a set of local land use laws that govern the use and form of development. Below are some examples of regulations that build place.

Build-to lines

Build-to lines are a tool for creating a uniform building facade line on the street, sometimes known as a "street wall." Build-to lines are a specific

distance that a building must be from the front property line. If buildings frame a street, then the build-to line explains how a building interfaces with the public realm. The emphasis is how the building relates to the streetscape in a way that is agreeable to pedestrians. Evert's downtown adheres to a "build-to line" model as evidenced in the photo to the right.

Open Store Fronts

Open store fronts are another design feature that make an environment more inviting. A successful open store front has transparency, or an adequate amount of windows for residents to window shop, and feel safe on the street. Other elements are listed in the drawing below from New York City's storefront design guidelines. It is striking how similar their ideal storefront matches a historic building in downtown Evert. While not all of these design features are necessary, when combined they provide a more interesting and pleasing atmosphere to passersby. This building from 1874 exhibits architectural detail with cornices



Photo: Downtown Evert's uniform build-to line

near the roof line and arched, decorative window frames. The sign sports a simple design that is well placed and legible.

The building could be more transparent with clearer windows on the first floor so that passersby could see into the building to view a display. The building facade could also be enhanced with an awning to protect or shade customers from the elements. Awnings also add embellishment to a building and contribute to the street's ambiance. Building lighting is also missing but this could be reconciled if the city provides lampposts on the right-of-way in front of the building.

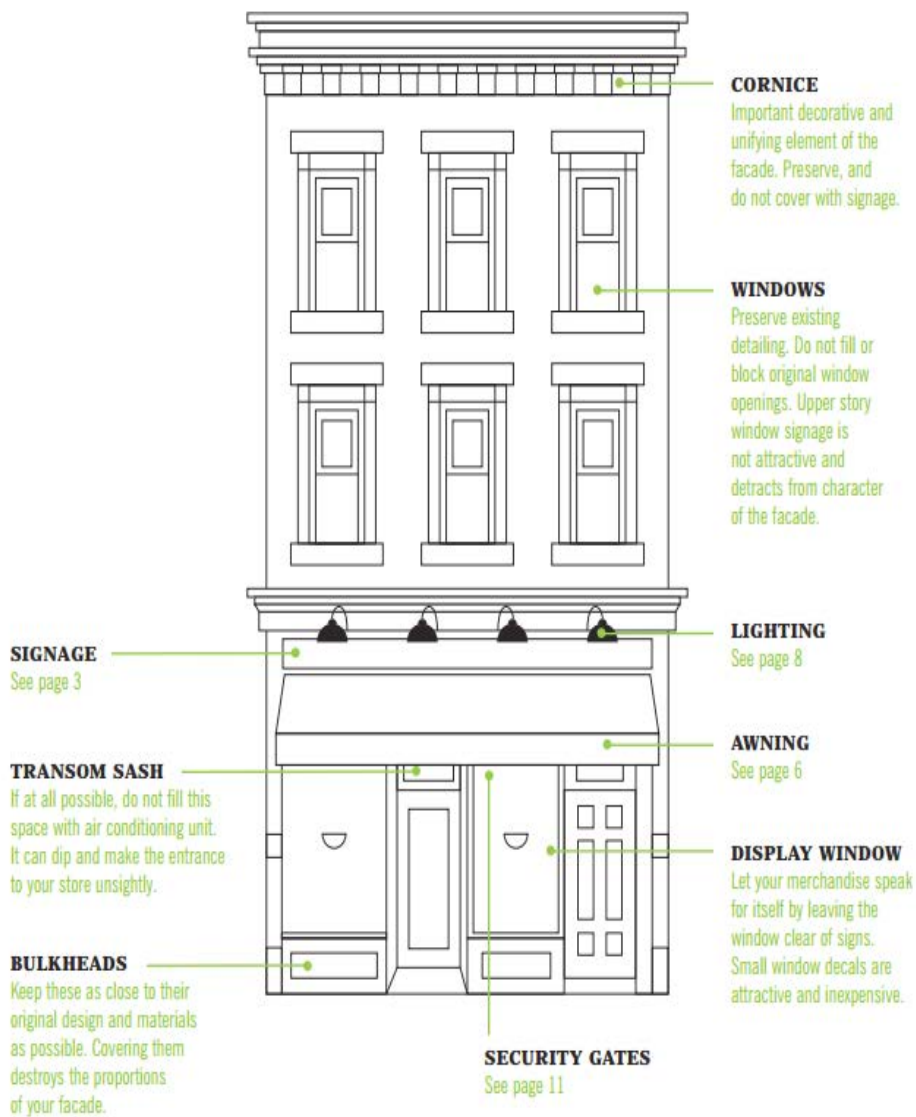
Evert's storefront facades do not



Photo: two older buildings with architectural detail next to a newer, less ornate building detracts from the overall design and feel of downtown



Photos: These are two examples of how multiple buildings in Evert meet key elements for creating a safe and inviting place.



consistently maintain architectural detail. Some facades have little dimension or noteworthy features while others feature ornate and historic attributes. While variety in building facade can have aesthetic appeal, wildly different facades suffer from a total lack of cohesion. Uniform lighting and cohesive facades contribute to an attractive streetscape.

Ground Floor Signage Standards

Signage has an impactful influence on shoppers. Guidelines are necessary for a cohesive "look" for downtown while still permitting variety. Signs are meant to advertise for a company, but also be compatible with the architectural style and scale of the building. Standards may address legibility, placement, colors, materials, and illumination.

Ground floor signage is permitted in downtown Evart but signs are located at various heights, some of which are in windows, above the windows, on an awning, or above the awning. This results in visual discontinuity and could minimize the overall effect of keeping people there.

NEIGHBORHOOD TYPOLOGIES

A typology is an attempt to categorize the various attributes of a complicated subject into coherent groups. Neighborhood typologies are the building block for cities because they

are people-centered and evaluate density, housing types, road types, proximity to other neighborhoods, and the function they serve for the community, all of which when combined, impact a resident's quality of life. The following typologies also consider centers, edges, and corridors that bound neighborhoods and reside within them. As demographics and development change the landscape of a city, the typologies should be updated to reflected that change. Evart's

neighborhoods are largely transected by Main Street and US-10, creating the largest nexus in the city.

Traditional Urban

The majority of Evart's neighborhoods fall into this category. Traditional urban residential refers to higher density (than suburban residential), single-family, usually detached homes. The street network is usually a grid, forming



Example of a historic home on Main Street in Traditional Residential



Suburban Residential

rectangular blocks with sidewalks on both sides. The setbacks vary by community but generally allow for a modest front yard, ranging between 6 and 18 feet.

These areas can be a transition between downtown living and spacious residential areas. More specifically in Evert, larger historic homes reside on North Main Street. Traditional urban residential mainly serves families or independent seniors, and as such has a variety of amenities that cater to them like neighborhood schools, places of worship, parks, and/or community centers. While parts of these neighborhoods are close enough to walk downtown or to shopping hubs, most of these residents will choose to drive.

Some neighborhoods in Evert that meet this description are bounded by:

- Jefferson Avenue (north), North Cedar Street (west), North River Street (east), and 5th Street (south)
- Pere Marquette Trail (north), Cherry Street (west), Muskegon River (south), River Street (east).

Suburban Residential

Suburban residential neighborhoods are low-density residential areas. Some ways of achieving spaciousness are with ample setbacks and side lots that can be up to 24 feet. Due to the amount of land required, these areas are usually located on the periphery of a jurisdiction's boundary, and are therefore car-dependent. The street patterns in

these neighborhoods may have a grid, but curvilinear roads and cul-de-sacs are also common. There is less commonly a complete sidewalk network; this is the case in Evert's suburban neighborhood.

The neighborhood in Evert that meets this typology is loosely bounded by the Muskegon River on the east, 7 Mile Road on the north, Evert Street on the west, and Jefferson Street on the south.

Mobile Home Park

While the mobile home park only comprises 0.4% of the total land area in Evert, or 6.1 acres, it is a well-defined neighborhood. While the other typologies do not specify a particular housing type, a mobile home park does. All of the homes are pre-fabricated and can be either permanently attached to a site or mobile. Density varies but due to their narrow shape tend to be denser than suburban or traditional residential. Historically, mobile home parks are zoned to smaller, peripheral areas of a city. This is the case in Evert where the mobile home zone is located on Fair Street, on the western part of the city, and does not abut any other residential zones.

Village Hub

The Village Hub typology does not currently exist in Evert. This neighborhood is an "all-in-one hub" that offers a variety of housing types, and nearby retail and entertainment. This type of neighborhood still maintains a small-town feel but has the convenience of more urban

living. It consists of higher density residential located next to downtown or a commercial or mixed-use development, making it the most walkable of the neighborhoods.

While not available yet, Evert's current development patterns do not preclude the city from moving towards a village hub typology. Both Millennials and Baby Boomers are demanding denser development located near a mix of land uses in order to be less reliant on cars for daily errands and socializing.

Centers & Edges

A neighborhood center is based on sense of place rather than geography. It can be an anchor institution, a landmark, or a frequently visited and adored location that serves its members in some way—a place to congregate socially or to conduct community matters, or both!

Where possible, the "Neighborhood Typologies" map identifies a center for each neighborhood.

1. Downtown: Gazebo
2. Traditional Residential North: Evert Middle School
3. Traditional Residential South: City Hall

As seen from the map, the suburban residential and shopping hub typologies do not have centers. Secondly, the Evert City Hall occupies the edge of downtown and the southern traditional residential neighborhood.

TRANSPORTATION TYPOLOGIES

Transportation typologies are categories with loose definitions for describing the various options a person has as driver, cyclist, or pedestrian. Understanding the criteria for each transportation typology assists cities in pairing them with the corresponding neighborhood and/or district to maximize all users' experience. Transportation typologies are based on the following criteria:

- its physical conditions
- how it accommodates its users
- the surrounding land uses
- the development intensity

These typologies differ from the National Functional Classifications because they assess how a road is viewed by users besides drivers. These typologies are not exact, but provide a description of different options for how roads can suit users' needs over time.

Main Street

North Main Street is the principal street that runs through the downtown. Main Street should serve as many users as possible and offer an attractive ambiance. Speed limits are slower to make pedestrians more comfortable during their downtown experience.

Urban Center Streets

Urban center streets are also a part of the downtown and are designed to support intense development. They also usually accommodate multi-modal



Village hub, downtown Paw Paw

1: Downtown Gazebo



2: Ewart Middle School



3: City Hall



transit, provide access to mixed-use development, and serve most of the parking and trucking needs of downtown.

Examples:

- 6th Street
- River Street

Commercial Arterials

Commercial arterials prioritize vehicular mobility between residential neighborhoods. Vehicular mobility is usually measured by flow of traffic and speed limits, and are therefore less pedestrian-oriented. This type of corridor contains retail stores with a large footprint or retail closer to the right-of-way.

Example:

- 7th Street

Industrial

Mobility is highly valued on industrial streets. Speed limits are often higher than on similarly-sized streets, and there is no on-street parking. Development differs on industrial streets because buildings have larger setbacks and larger footprints than commercial or residential streets. There is also ample parking to accommodate employees and larger vehicles such as trucks and semis.

Examples:

- 95th Avenue
- 100th Avenue
- North Industrial Park Dr
- North River Street

Districts and Neighborhoods Paired With Possible Street Typology



Downtown and Main Street, Evert

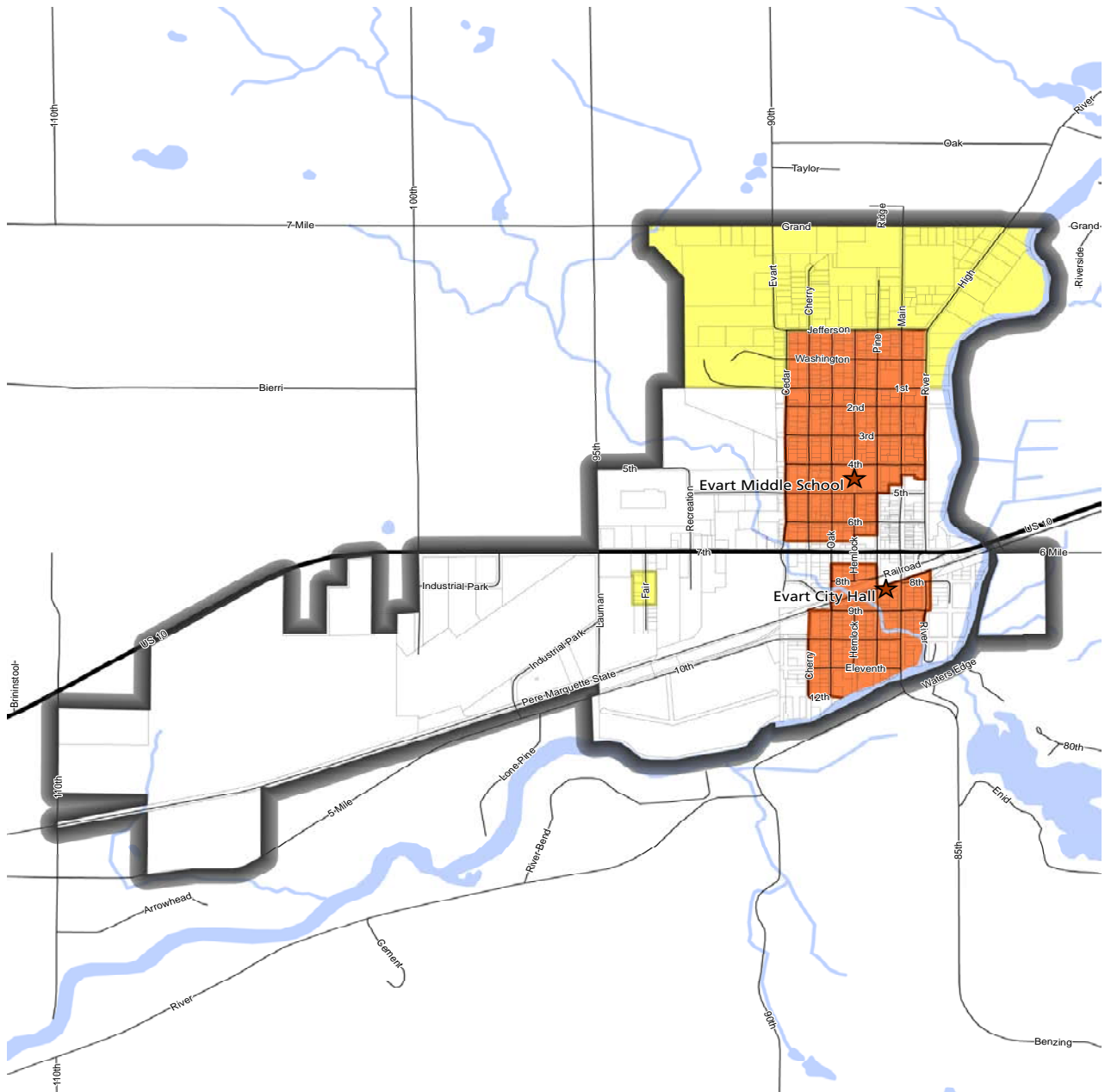


Shopping Hub and Commercial Arterial, along 7th Street (US-10)



Traditional Urban and Residential Street

24: Neighborhood Typologies Map



CITY OF EVART MASTER PLAN Neighborhood Typologies

Data Sources: State of Michigan Geographic Data Library, EUP, ESRI Basemap

- | | |
|----------------------|---------------------------|
| City Boundary | Parcels |
| State Roads | Traditional Urban |
| All Roads | Suburban Residential |
| Railroads | Traditional Urban Edge |
| Neighborhood Centers | Suburban Residential Edge |



Neighborhood Connectors

Neighborhood connectors provide access to neighborhood commercial properties and multi-family housing. They may also serve as residential collectors, but mobility is still second to access.

Examples:

- Oak Street
- Hemlock Street

Residential

A residential street provides access to individual residential properties for motorized vehicles, bicycles, and pedestrians. They carry traffic that has a destination or an origin in a residential neighborhood. They may also offer on-street parking.

Examples:

- Cedar Street
- Cherry Street

Nonmotorized

Nonmotorized paths are separate from the vehicular right-of-way. While separate, they are usually located adjacent to high-volume traffic roads.

Examples:

- Rails to Trails
- Sidewalks



COMMUNITY ENGAGEMENT

Ewart Department of Public Works

COMMUNITY ASSESSMENT

The community engagement portion of the master planning process was conducted by Michigan Rural Council. The overall idea of the community assessment is to identify assets, projects, goals, and areas for development. The community assessment is intended to empower communities by giving them the tools to plan for the future in the manner of their choosing. The process is locally organized and consists of multiple listening sessions in which everyone in the community has a chance to voice his/her opinion.

STRUCTURE

The Town Hall meeting was held on January 24th, 2017 with about 13 attendees representing a broad cross section of Ewart residents. This meeting was open for anyone to join. At the evening meeting, residents expressed their vision for Ewart's future, and identified short term projects and volunteers to execute them. Detailed responses are listed below.

Independently of the Town Hall meeting, Michigan Rural Council (MRC) met with two other groups of stakeholders to conduct a modified SWOT analysis which stands for Strengths, Weaknesses, Opportunities, and Threats. With these groups, MRC asked them to identify Ewart's challenges and strengths, groups that are already working to improve Ewart, and

what more can be done.

Community feedback sessions were held with three different groups:

- Elected/appointed officials and city employees
- Business owners, community economic developers, DDA, LDFA, and churches
- Ewart residents

Group 1

City officials and employees found the top problem areas fell into two broad categories: quality of housing and loss of jobs. Of mention, however, was the complaint heard from several members that even when there are jobs available, people from town don't have a strong

work ethic and can't necessarily be counted on for sustained employment. They mentioned that after a short training period, some employees don't come back after receiving their first pay check.

Members bemoaned the fact that the city doesn't have the "tools" to require landlords to bring their properties up to code. And there isn't a financial incentive for landlords to do it themselves. Due to the poverty in the community, landlords can only charge minimum rents. Landlords are not upgrading their properties willingly if they can't increase their rents as a result. They mentioned that several landlords own large numbers of the low quality rental units and these landlords are not in favor of investing the money to bring these units up to code; which makes it a more difficult to sell a rental registration ordinance to council.

As they listed all the groups that are working to improve the community, they proudly mentioned the Federation of Women's group that brings more than 1,000 people to town to celebrate law enforcement and other emergency personnel for National Night Out. It is a very festive, free event that brings families to Evert each year to enjoy food, games and prizes.

Group 2

The second group was made up of business owners, community economic developers, and churches. Their top concerns/issue areas echoed those expressed in the first group: low

quality housing and lack of jobs. The following quote sums up much of the discussion: "The average income of the families is \$19,000, so most families can't afford to buy (and fix up) a house. Because there's such a demand for housing and no housing code, there are many homes in very poor conditions. High demand and low quality supply."

The members of the group feel that losing Liberty Dairy and other manufacturing jobs dealt a crushing blow to Evert. Although they aren't taking it lying down; there are new business owners in the downtown who are eager to update their properties and are passionate about bringing the downtown back. They just need some additional tools. The Friends of Evert are fast tracking an Evert Promise program to support Evert school kids with scholarships for college. Although the fire of optimism might have been dampened by the loss of manufacturing, it was not completely doused!

Town Hall Meeting

The vision for Evert included crowded sidewalks downtown with many restaurants and stores. They want an Evert with little or no poverty and opportunity for all; a community where people pitch in to help their community and each other as well as a strong, active collaboration across the many entities that are working to revitalize Evert – the DDA, LDFA, City and Township governments, churches, schools, and other civic organizations.

SWOT Analysis

As a part of the Rising Tide planning process, Evert received a specialized Economic Development Strategy that provides a series of steps to improve Evert's downtown prospects. During this analysis, a SWOT was conducted with the community to determine the city's Strengths, Weaknesses, Opportunities, and Threats.

Conducted on June 12th, 2017, the session began with the participants representing the DDA, LDFA, and City Council. Participants first started by brainstorming and documenting all of their SWOT examples before prioritizing them. Each participant was given twelve stickers of which they placed 3 for each SWOT category. The stickers were weighted so that each participant could rank his/her top 3 priorities for each category.

Top Strengths

By far, the most significant strength identified with 19 votes was existing industry. This is logical given the strengths were discussed among the business community. At 12 votes, the second highest vote was good leadership, specifically that the leadership is growth-minded. There was a three-way tie with 8 votes each between the County Fairground and its related events, the river, and improving school quality including the Evert Promise and Champions of Evert.

25: Group One Feedback

PROBLEMS/CHALLENGES	STRENGTHS/ASSETS	WHO IS DOING WHAT IN EVART?	IF YOU WERE GOING TO DO ONE THING, WHAT WOULD IT BE?
<ul style="list-style-type: none"> • Aging infrastructure and housing • Blight, have a blight ordinance and use local police department to enforce blight tickets in summer months. • Don't have a landlord tenant ordinance in place ; close to 50% rentals in the community and desperately need enforcement • Would like to see consistent, effective code enforcement for homeowner and rental property • Lost Dean Dairy processing plant and site has been vacant for 3 years • Property taxes are too high at 14.58 mils • Work ethic of some townfolk is not solid • Struggle to keep the kids vested • City's water and sewer system is controlled by the City Council. Until the state steps up, we cannot do anything to attract people • Sue Devries has to move between MEDC staff 	<ul style="list-style-type: none"> • Muskegon River • Many lakes-beauty, recreation, many snowbirds • Service town to the adjoining townships • One of the most industrialized areas in Michigan. Industry draws in people from as far as Port Huron • Rails to Trails. Nicest stretch of trail • Recreation in general, in the winter the Rail Trail is used for snowmobiles; in the summer it's used by cyclists • Parks/campgrounds • Industrial park and airport • Unique events (Musical Hour, Dulcimer Funfest) • Bell Tire's owner has a large grow facility, can be converted to marijuana if laws change • Friends of Evert are considering redeveloping Dean's facility 	<ul style="list-style-type: none"> • Friends of Evert started from the LDFA. May be announcing an Evert promise for scholarships. • Have many churches – council of ministers used to meet on a regular basis, housing rehab could be a great thing to work on. • Have Lion's Club • Have Federation of Women's group that works on National Night Out that brings more than 1,000 people to bring out law enforcement, fire, etc. for two hours. All free, food, backpacks, etc. • Fair board • Chamber of Commerce • School board and superintendent • Mid Michigan CAA gave \$82,000 for homeowner repair but only 2 people applied • Osceola County Habitat is building a home • Police enforce code compliance 	<ul style="list-style-type: none"> • Improve the Evert public schools –quality of schools • Add jobs • Increase the graduation rate – it is currently at about 60% -- would like to see it closer to 80% • Build a new city hall and senior center • Start a façade grant program • Create a long-term capital plan and figure out how to fund things • Expand our industrial park • Improve our downtown • Improve our schools • Improve infrastructure

26: Group Two Feedback

PROBLEMS/CHALLENGES	STRENGTHS/ASSETS	WHO IS DOING WHAT IN EVART?	IF YOU WERE GOING TO DO ONE THING, WHAT WOULD IT BE?
<ul style="list-style-type: none"> • Poor pathways and access into the downtown. Need a trail off the Rails to Trail that lead to the downtown. • Need more restaurants • Need a more developed community garden where everyone participates and benefits • Need better infrastructure –have water that puddles downtown and freezes and leaks into the buildings. • Need a better and more up-to-date library with better staffing • Lost the Dairy • Once had more jobs than people. With loss of Evart Products and Dairy, schools, etc., lost sustainable jobs • Rental vs homeowner rate is skewed. Council members are slum lords, need a rental ordinance • People brought in for low-income housing have brought everyone down • Brought in students with emotional impairment or learning issues to help with tax dollars, but the schools didn't have the resources and capacity to help with them. • See a need to teach other people about strength • The average income of the families (\$19,000) with 1515 people, so most families can't afford to buy a house. • Many of the houses that are available are substandard. Because there's such a demand for housing and no housing code, there are many homes in very poor conditions. High demand and low quality supply. • Landlords don't fix up their rental properties because they know they won't be able to increase the rent to pay for improvements; and they know there is a market for inexpensive rentals despite what shape they are in. 	<ul style="list-style-type: none"> • Community – everyone in the community supports events and each other. Hard to get volunteers but there's always support • People – quality of people and their interpersonal skills and hearts are great. • Are the renters as much of a part of the community as the homeowners? Minister responded most of the people with whom they interact are not renters, but are engaged. • Renters stay in the community although not necessarily in the same property. The church attracts people from the region as a whole. • River and the bike trail • Many homes turned into rentals because the jobs left. • Can buy real estate at an incredible price – especially on a lake (Note that this is the region) • Many summer activities –fishing, mushroom hunting, bicycling, music events (dulcimer festival), county fair, DDA has a great music program in the summer; people know that Evart exists. • Need help with the structures downtown; working with AI (DDA) on grant programs including façade programs and CDBG and rental rehab pending. • Property owners are vested and want to rehab their properties. • 14 new businesses have started in the last few years • Community is supporting the downtown • High walkability • Increase in community involvement • High number of industrial jobs, and a great opportunity with tourism and small business. Can quickly start other endeavors while waiting for manufacturing to come in. • Spring Hill Camp 	<ul style="list-style-type: none"> • School has a leadership/mentor program – will get the pastors involved. • DDA is working on a Main Street program application –already an Associate level • Chamber does Easter egg drop from a helicopter and throws live turkeys, also does a number of different events, but has a hard time getting people to sign up to volunteer, but people love the events. Don't have a paid chamber director and people don't want to sign up to be the new president. • Churches are collectively trying to invest in people's lives –have feeding America trucks and plan for 200 and get 70, food pantry, do mentors in the schools, clothing program (but closing) • Have a Council on Aging meals program but have to call before 1pm the day before to set up a pick-up • LDFA board started pulling people together and developed an entrepreneurship class and created in-district programs. The group is called Friends of Evart. They invite different groups to speak. Working to keep people up-to-date on different topics including industry. Working on an airshow for 2018 • Thought it would be beneficial to become a promise city (similar to the Kalamazoo Promise program) destination and are working on creating a board and starting to fundraise and create a local and private program. • Middle school started a Business Professionals of America program and placed in Nationals 	<ul style="list-style-type: none"> • Development for small businesses in front of the industrial park • Improve communication from City Hall to local constituents • Better customer service from small business owners • Create a vibrant/housing/senior living/mixed use development where the dairy was • Fund the promise grant • Get the properties downtown out of the two owners' hands who essentially hold them hostage and keeps them vacant • Change attitude so people celebrate success • Need better housing/better schools/high tech jobs – three-legged stool • "Paint the town green" repaint things and fix things up and restore them back to their original beauty • Need to get people to grasp that there's something better out there for them and their psychology and spiritual ability to change for the better. The moral emphasis in the school is a great example. It would be great if that were perpetuated in city meeting and other areas. Need to see "glass half full. Show business and personal success and celebrate it. • Show people what we're already doing and bring even more. Share what we're doing and have a communications platform. Have the newspapers, but need to do more and funnel more energy into writing and sharing what the kids are doing. Share more of the positive energy with the community.

27: Community Input

VISION	ASSETS	PROJECTS	VOLUNTEERS
<ul style="list-style-type: none"> • Younger people taking care of older people • More of a “community” with all organizations and people working together toward a shared vision • Crowded sidewalks downtown • Skilled and motivated workforce with good paying jobs • Teachers competing for jobs here-a school system that attracts great teachers • Buildings and storefront filled • One stop shop for city services: DDA/Fire/City staff • Own one stop shop for healthcare/substance abuse services • Poverty eliminated or drastically reduced, better quality of life for all • Become a destination in Michigan • Evening and weekend activities, more opportunity for socialization for people of all ages community center, restaurants, bowling alley, extended hours for main street businesses • Expanded library hours • More bars and restaurants • Vibrant riverfront • Riverwalk like San Antonio • More collaboration with stakeholders and administrators and townships and city; regionalism • Kids more excited about school • Remove dams and create great fishing 	<ul style="list-style-type: none"> • Riverside park • Lakes/Plenty of water • Year round camping/natural recreation area • Summer events • Rails to trails • Timber beast triathlon • Fishing/hunting • Easy access to/from cities • Dulcimer festival • Abundance of historic sites • Long history and historic buildings • Not a large city • Potential Evert Historical Museum • Families with generational roots • Summer concert series • Farmer's market • Many cultural opportunities • Osceola leadership summit • Industrial base • New shops downtown • Transportation infrastructure/ US 10/Osceola transit • Prime location • Dairy riverfront • Quaintness/ safe community • Walkability • Wastewater capacity • Easy access to/from cities • Low cost of living • River and parks • Four seasons • Grocery store • 2 manufacturing plants • US 10/Central location • Airport • Potential locations downtown • Low cost of living; could attract entrepreneurs • Fair grounds • Police • Fireworks • Schools • Ice rink • Civic groups/active chamber and DDA • Dance studio • Play center downtown • Scott – a promoter • Park space • Civic groups 	<ol style="list-style-type: none"> 1. Riverside park camping promotion and development (possibly add cabins and other amenities) 2. Identification and designation of historic sites 3. City Hall/ community center 4. Dairy property redevelopment 5. Business incubator and/or co-working space 6. Volunteer Recognition Event 7. Multi-use indoor amphitheater/auditorium 8. Dog park 	<p>Dan Elliott Nolan Van Order</p> <p>BJ Foster Dan Elliot</p> <p>Amanda Joyce Dan Joyce John Joyce Steve Petosky Scott McDonald Dan Elliot Nolan Van Order</p> <p>Dan Joyce</p> <p>John Joyce BJ Foster Deb Booker Amanda Joyce</p> <p>Scott McDonald</p> <p>Scott McDonald Nolan Van Order</p>

Top Weaknesses

The most voted upon weakness was a lack of communication and coordination with 25 votes. Luckily, in this day and age, there are several low-cost, high impact forms of communication. This is the first step to addressing the type and frequency of communication methods desired by the involved parties.

Next, issues of high poverty and low-incomes were mentioned and received 20 votes. Lastly, a lack of night life including entertainment options within the city held significant weight as 18 people voted it as a top weakness. There is likely a correlation between low incomes and lack of night life considering entertainment purchases require ample discretionary income.

Top Opportunities

Going hand in hand with the weaknesses identified, the participants believe that the biggest opportunity for improving the downtown is better communication. Receiving 26 votes, it is clear that current methods are ineffective. The next most popular opportunity is becoming certified as a Redevelopment Ready Community by MEDC. With this certification comes state funding that can help address the lagging development within Evert. More specifically, the Liberty Dairy site is seen as an opportunity to return a vacant site to a community asset. In fact, this is an example of how a streamlined development process and the certification can assist in bringing the building back to life.

Top Threats

There is a tie for first place between poor housing quality (stated as "city housing doesn't show well") and the nearby larger cities: Big Rapids, Claire, and Cadillac. Both threats received 21 votes, and are common threats to small towns with high poverty rates. The perception is that there is more opportunity in larger cities, and these could be possible cities where millennials are headed. The quality of the housing stock is likely in poor condition because people living in poverty do not have the means to fix up their homes, and landlords do not see any financial advantages to fixing up their properties if it does not attract higher paying households. The third highest votes went to declining tax revenue due to tax cuts from assessed properties losing value. This becomes a hard cycle to break and is at the heart of many other issues mentioned.

Without the resources, a city cannot enforce blight standards, proactively seek out development, create programs to retain students, or attract new business.

Housing and Workforce Strategies

On June 14th, 2017 a group of stakeholders convened to discuss Evert's two largest topics: housing and workforce development. During this meeting, stakeholders divided into groups to answer three questions:

- What is your vision of a successful housing market and a successful workforce?
- What resources or services already exist to help achieve this vision?
- What resources or services are missing to keep Evert from achieving its vision?

After compiling this information,



the stakeholders met again a month later on July 13th to discuss what actions can be taken to achieve their vision. Action steps were created as a group, and then each stakeholder was given three different colored stickers to vote for their top three actions for both housing and workforce strategies. In the Implementation Tables, there is a number in parenthesis that represents the number of votes that action received. The number of votes corresponds to the priority level: the more votes received, the higher the priority.



LOW INCOME PERSPECTIVE

At the July 13th, 2017 meeting, two low-income residents attended the meeting with a representative list of advantages and challenges to living in Evert. They mentioned that many low-income residents do not feel comfortable attending public meetings and instead they convened independently to compile their thoughts on how to address common problems to improve their quality of life as Evert residents. Possible solutions that were not already in the Action Plan were added to reflect their concerns and work towards problem-solving.

Advantages

Walkability

Most Evert businesses and resources are within walking distance for able-bodied residents, lack of sidewalks in some areas (southside of US 10)

is a challenge for families.

Computer/Internet access

The library, a wonderful resource for people without other access, though hours and confidentiality can be problematic.

Healthcare providers/ pharmacists

Specifically, those that accept low-income insurance plans or offer a sliding payment scale help people receive the care they need.

Farmer's Market

Evert's farmer's market participates in Double Up Dollars to provide individuals and families access to fresh produce that might otherwise be too expensive.

Sense of community

Within the low-income population, people are starting to take care of each other, and

share limited resources such as transportation.

GED Program Availability

It is a big plus to have both an online and traditional classroom format provided locally for the GED program.

Challenges

Transportation

Jobs, access to benefits, most healthcare providers, ability to bargain shop for groceries, etc all depend on reliable, affordable transportation. Evert residents dealing with the challenges of low-income are often without personal transportation.

Job Stability

Many residents receiving benefits want to work, but are afraid to take part-time positions. If those positions either end or don't turn into full-time jobs, the household loses their benefits without the

ability to make up the difference in income. This can take months to sort out and most low-income families don't have that kind of safety net.

Housing

There is limited housing for individuals or couples without children and the qualifications (income, credit) for that housing can be an obstacle. Some of the available rental units in Evert are unsuitable, but their low-income occupants lack the resources to move. Some landlords may be unaware of, or unwilling, to address the issues.

Us vs. Them Thinking

Low-income residents continue to feel 'outside' the larger Evert community. One expression of this divide is the hesitation to attend meetings that are designed to garner input from the entire community.

Effective Communication

Many residents are unaware of the resources available for them to access in Osceola County.

Solutions

- Small town Uber transportation type system.
- Increase MOTA routes to lessen inconvenience and reduce the chances of being stranded away from home.
- Bring the resources to the residents, instead of the other way around. A brick and mortar (or mobile) facility that could house agencies like Michigan Works!, Salvation Army, DHHS etc. so these important resources are locally available, at least part of the time.
- Communicate to residents which resources are available and where. Provide a brief summary of the resources offered by each agency. Internet and local paper
- Use the local newspaper, The Voice, in combination with other media to more effectively reach all residents.
- Continue to support and increase programs and events that foster community relationship building. The summer concert series, Christmas in a Small Town, and the Higher Ground Family Learning Center are just a few examples of local initiatives that welcome all Evert residents. Nothing demolishes "us vs. them" thinking faster than knowing 'them' as human beings.
- Establish a Rental Inspection Program that protects both landlords and renters.
- Diverse paths to home ownership- incentivize those willing to work to improve sub-par homes available for purchase.



ACTION PLAN

The following Action Plan is based on the community's vision for Ewart and stakeholder meetings, in addition to research conducted on Ewart's housing quality and economic opportunities. Knowing how the community envisions its future lets the City determine and prioritize actions accordingly.

This section gives a brief description of each topic and some of the actions outlined.

ACTION ITEM HIGHLIGHTS

Housing

The actions listed to address housing quality are based primarily on the survey conducted in the City of Ewart where many residents criticized the quality

28: Action Plan Structure

Topic	Goals	Action	Priority
Major category	Broad desired outcome	Necessary task to accomplish goals	Actions ranked by community

Required Resources	Responsible Party	Time line	Evaluation Measures
What types of resources are needed for each action item	The entity is charge of overseeing the action	Desired time frame for implementation	Measures for evaluating the level of success after implementation of an action

of rental housing. Because few properties were found to be in poor condition during the housing assessment, residents are likely referring to the interior conditions or, as frequently stated in their responses, the level of trash in front yards.

Code Enforcement

The police enforce blight year-round, although it is harder to see certain infractions in the winter months. However, over 60% of survey respondents stated they are willing to volunteer their time to help those

in need of blight correction. With this amount of support, and with general consensus in the community that this is a priority, the police department can organize volunteers to help repair and/or remove trash from residents' homes.

Rental Inspection Program

A rental Inspection survey was also conducted as a way to gauge the usefulness and feasibility of implementing a rental inspection program in Evert. Due to concerns by renters that the housing quality is substandard, a survey was sent out to city and village managers throughout the state. With 23 total respondents, over half of the cities reported having a rental inspection program (52.2%). For those cities which responded that they do not have a program, the most common reason for deciding against it was landlord resistance (37.5%). However, other barriers reported in the comment section were that they were unsure of the cost and benefits to the program, the level of intrusiveness, and the expense of enforcement. However, when asked later how landlords responded to a rental inspection program, the most common response was "other." In the comments section, City Managers noted that landlords had a mixed response to inspections but that their views softened over time. Almost one-third of landlords had little response at all.

The results also showed that there is precedent for rental inspection programs with 70% of them in place for

over eleven years, and that in general employees of the local government administer and perform the inspections. The increments for conducting inspections vary between annually (20%), every other year (20%), 3-5 years (40%), and others wrote that it depends on the landlord's performance. Rental inspections also vary by cost ranging between \$10-\$150 dollars with an average cost of \$68.50. These fees offset the cost to run the program for 60% of the communities. There was mention of creative pricing that for example, offered bulk pricing to landlords with several properties and costs tied to performance.

When asked what percentage of rental inspections result in a citation to the landlord per year, half of the respondents said that less 10% of inspections result in a citation. This is reassuring news that indicates if the landlord is held financially accountable for the quality of the housing, then it results in fewer instances of breaking building code.

An overwhelming 90% stated

that rental inspections were a viable tool for neighborhood revitalization and that the program has grown in success over time. Although 50% claim there has been no noticeable change to property values of inspection properties, 20% have seen a moderate increase to property values. Moreover, participants say that in addition to being a neighborhood revitalization tool, it has been used as a tool to gauge standard of living, and health and safety improvements.

The survey reveals that if done with landlord buy-in and a creative cost structure, rental inspections benefit renters as well as the entire neighborhood.

USDA Grants and Loans

Single Family Assistance

USDA sponsors two programs for rural development that can be of help to Evert homeowners.

The Single Family Housing Direct Home Loans is a subsidy for low



Single-family homes are increasingly turning into rental units

and very low-income residents to ensure that they live in safe and decent housing. These funds can be used to build, repair, renovate or relocate a home in a rural area. In Osceola County, a household of 4 or fewer earning less than \$43,350 is eligible for payment assistance. The amount of money loaned to a homeowner depends on income, debts, and assets.

The Single Family Housing Guaranteed Loan Program provides a 90% loan note guarantee to approved lenders as a way of reducing their risk. The program therefore assists lenders in providing low and moderate income household loans so they can build or rehabilitate a home. The income eligibility is the same as the Single Family Housing Direct Home Loans program.

Multifamily Assistance

Similarly to the Single Family Assistance provided by the USDA, Multi-family funds are available.

The Multi-family Housing Loan Guarantee provides qualified private-sector lenders funds to lend to borrowers who wish to increase the supply of low- and moderate-income individuals and families. The funds can be used for new construction, improvement, or purchase of multi-family rental units. The rent for the units is capped at 30% of 115% of the area median income. Complexes must have at least five units, but can also include detached, semi-detached, or rowhouses.

The Multi-family Housing Direct Loans provides financing for qualified applicants who

cannot find loans through a traditional bank. This programs provides competitive rates so that the applicants can build or restore affordable units and still may make a return on their investment. The funds can be used for construction, improvement, and purchase of housing. This program is primarily geared towards housing low-income families, the elderly, and the disabled.

MSHDA

MSHDA has a program called Property Improvement Program where homeowners with equity in their home, an annual household income of up to \$105,700, and

a credit score of at least 620 can access low-interest loans to improve their homes. The home must be the borrower's primary residence, either single-family or manufactured home, located in Michigan.

Community Development Block Grants (CDBG)

The CDBG program is administered by HUD and provides communities with wide-ranging resources to address specific community needs. At a state level, CDBG funds funnel through the Michigan Economic Development Corporation and are distributed to help improve

PlacePOP: The City of Berkley, MI

The city of Berkley embarked on a short-term tactical placemaking project during an already scheduled event, the Berkley Art Bash. Community stakeholders including residents, business owners, the DDA, and the planning commission led the effort. The aim of the project was to demonstrate how to reuse space on the corner of Twelve Mile and Robina. The group of stakeholders envisioned the space by adding the following elements:

- Giant checkerboard painted on the street
- An hour dedicated to yoga
- Outdoor seating with movable patio furniture and umbrellas

In one afternoon, they collected 150 responses, with over 30 possible uses for the space. 71% of respondents wanted to close Robina permanently to create a more downtown feel, and 96% wanted to see the area closed more often for events. For this pilot project, the visual impact was powerful. After seeing the community's positive response, the City Council has accelerated the project's next steps for downtown upgrades.

the economic and community circumstances of places under 50,000 people.

One program is called Low Moderate Income (LMI) Housing Rental Rehabilitation. An LMI household is one where the household income is equal to or less than the Section 8 low-income limits according to HUD. In Osceola County, the median household income is \$48,200, and the section 8 income limits are derived from this number, and cannot exceed it. For a 4-person household, \$43,500 is considered low income, \$27,100 is very low, and \$24,250 is considered extremely low income.

The funds for this program are directed towards rental units that need moderate or substantial rehabilitation. Upon completion, 51% of occupants must be low or moderate income.

Redevelopment Opportunity

PlacePOP

PlacePOP is a service run by the Michigan Municipal League (MML) that supports low-cost, high-impact events that showcase how powerful creating "place" can be. As a way to make downtowns more vibrant, MML develops short-term upgrades to public space to engage its residents in a new way. Moreover, a physical display provides a more visual, and interactive form of community engagement that engenders more participation than a public hearing.

The idea is to reinvent space to help catalyze development,

"A Trail Town is an active, attractive, and interesting place with accessible spaces, hosting a variety of activities and promoting social interaction and a strong sense of place."

-Allegany Trail Alliance

beautify underutilized areas, and create connections amongst community members. While most public improvement projects are costly, time-intensive, and may have unintended consequences, this type of project removes many of the initial risks.

Some of the placemaking projects that have been implemented are how to:

- Use art, lighting, wayfinding, and landscaping to improve walkability
- Activate underutilized space with people-centered improvements
- Create pop-up retail in vacant storefronts to gauge demand
- Build a temporary pocket park with outdoor furniture and family-friendly activities

PlacePOP first meets with stakeholders to determine the project's goals and potential partnerships. The MML will then writes a preliminary project plan that lists what types of materials are needed, the programming, communication strategy, and responsible parties. After the event, MML will hold a meeting to debrief what was learned from the event. The cost of the event depends on the amount of community involvement and what materials are already available. A Do-it-Yourself project is estimated to be less than \$1,000.

Trail Town

A Trail Town is a destination along a long distance trail. Trail Towns are linked and serve both its residents and trail users. They feature amenities that suit a variety of different users. More developed areas have business amenities that support day-

trippers such as a bike shop or a restaurant.

Evart is positioned in an opportune location to become a Trail Town. The old Flint & Pere Marquette Railway have been converted into a recreational trail. Evart sits along a large network of trails. The White Pine Trail runs for 92 miles as far North as Cadillac down to Grand Rapids. Evart lies along the eastern portion of Pere Marquette trail that runs east to west from Chippewa to Baldwin at 55 miles in length, and is one of the most widely used trails in Michigan. These two trails intersect in Reed City.

These trails are tourist attractions that offer an array of recreational opportunities such as walking, bicycling, views of local flora and fauna, and proximity to rivers and lakes for fishing, canoeing, kayaking, and swimming.

However, the trail is not well linked to Evart's downtown, nor is there any business along the trail to meet the trail users needs. Evart could be missing out on a huge tourist market. The Allegany Trail Alliance has outlined the basic elements of a Trail Town Strategy:

- Entice trail users to get off the trail and into your town
- Welcome trail users to your town with readily available information about the community
- Make a strong and a safe connection between the town and the trail
- Educate local businesses on the economic benefits of meeting trail tourist's needs

- Recruit new businesses or expand existing ones to fill gaps in the goods and services needed by trail users
- Promote the "trail-friendly" character of the town
- Work with neighboring communities to promote the entire trail

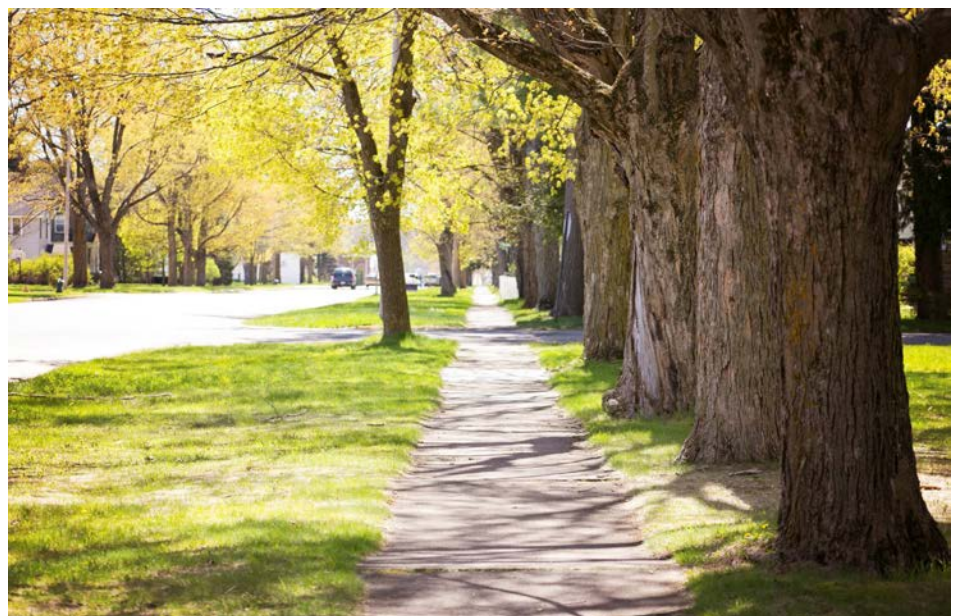
Making investments that link the trail to town have shown to be economically worthwhile. These benefits are two-fold. First, it provides an opportunity to build up new industry. In Michigan, outdoor recreation generates \$187 billion in consumer spending. Nationally, it is the third largest sector in annual consumer spending. It's also responsible for 194,000 direct jobs and \$5.5 billion in wages and salaries in Michigan. 63% of Michiganders participate in outdoor recreation each year.

Secondly, 52% of college graduates in a 2011 survey conducted by Michigan College

Foundation, stated that they value public parks, trails, recreation areas, and farmer's markets as the third most desirable community asset. Placemaking is a strategy to retain millennials.

Workforce

Workforce goals strive to accomplish two major tasks: workforce training and recruiting higher quality jobs. To teach the next generation how to work in a variety of professions, the action strategies focus on requiring students to volunteer to learn new skills, how to behave in a professional context, and to network. MichiganWorks! has a youth program in place that Evart has used to place young adults, ages 16-24 in jobs. This program finds students who want to work and connects them with local employers. Moreover, the city has started free courses that teach students how to use the Microsoft Suite.



This is an example of a desirable connection that could be used to link the Rails to Trail to the downtown.

It is recommended to expand this program so that more Evert residents are exposed to basic computer skills.

Recruiting higher quality jobs is an ambitious goal that many rural communities share. Stakeholders identified health care and child care as vital for retaining local employees. While there is no authority that can require employers to offer these benefits, it is worthwhile to begin this conversation with them, and to find resources for employees in the mean time. One recommendation is to open discussions with employers about offering child care on site. Perhaps the company cannot afford to give everyone a raise, but can support a few qualified child care providers.

Moreover, concerns were expressed about workers quitting their jobs to keep their public benefits and healthcare. Stakeholders from the health care industry explained that there are options for workers who are worried about how their insurance coverage may change with employment. It is recommended that sessions are held by healthcare providers to explain the programs available to low-income residents.

Circulation

The circulation goals are dedicated towards making Evert a safer place for pedestrians and increasing the options for modes of transportation for low-income and disabled residents. The City should start with filling in the gaps in the sidewalk network and installing crosswalks and curb

cuts so that pedestrians are not forced to walk in the street and cross without any protection.

As recommended by the low-income residents, an effort should be made to work with MOTA to expand its service. MOTA does not currently provide enough routes to be a reliable service for those who do not have cars. Another possible consideration is to create a local version of a ride-share program that can take residents to and from important appointments and to run errands.

Communication

As demographics and technology change, it is essential that a city re-evaluates its outreach methods. There are two goals under this theme that address how Evert can improve communication to non-residents, such as potential business owners, and to its residents. Improving communication to outsiders is a matter of changing marketing tactics to spread the new branding, using varied media sources, and expanding tours to a wider audience.

To improve communication with its residents, the City should consider attending more events and group meetings that take place in the community. Being present in already established events outside of City Hall shows the community the City's dedication and provides additional outlets for information exchange. One valuable lesson learned from the stakeholder meetings is that the local newspapers serves an important role in communicating to

community members who do not have a smart device or consistent access to the Internet.

The circulation, communication, and redevelopment goals were not voted on by community members or stakeholders, but rather review by the Planning Commission.

29: Action Plan Example

REDEVELOPMENT GOALS	ACTION	PRIORITY	REQUIRED RESOURCES	RESPONSIBLE PARTY	TIME LINE	EVALUATION MEASURES
Take a proactive, city-led approach to redevelopment	Inventory potential redevelopment sites according to the Redevelopment Ready criteria.	High	Time, staff	Building Department	1-3 years	Valuable data gained on these properties
	Prioritize sites that serve the immediate needs of residents, i.e. housing, a community center.	High	Time, resident support	City, DDA, LDFA	1 year	Interest in the property
	Create an online directory with the redevelopment site's basic information to market to developers.	High	Time, staff	City, DDA, LDFA	1-3 years	# of hits on the website, # calls about the properties
	Apply to Osceola County and/or the State of Michigan for funding to clean up brownfield sites.	Medium	Time, expertise	City, Osceola County, DEQ	1 year	Reduction in number of brownfields
	Continue to follow the RRC best practices.	High	Time	City, DDA	Ongoing	Development process is shorter; desired development is coming to Evert
	Leverage Evert's position on Rails to Trail to attract seasonal and tourist-based industry.	Low	Time	City, Chamber of Commerce	Ongoing	Increase in visitors, business sales, business openings

30: Housing Goals

HOUSING GOALS	ACTION	PRIORITY	REQUIRED RESOURCES	RESPONSIBLE PARTY	TIME LINE	EVALUATION MEASURES
Improve the housing quality so that both occupants and neighbors feel they are living in a safe, healthy, and attractive neighborhood	Conduct a full Target Market Analysis to see which type of housing formats are desired (8).	Low	Time, money	City, MSHDA	1 year	Valuable information gain from the process
	Consider a rental inspection program that offers advantages to high performance such as reduced fees or free online advertisement (11).	Medium	Time, money, expertise	City	1-3 years	Fewer complaints, higher housing quality
	Expand code enforcement to a year-round service (27).	High	Money, staff	City of Evert, Police Department	1-3 years	Reduction in number of blighted properties
	Compile a list of home repair services and send out to residents with the water bill (12) PIP DHHS State emergency fund USDA home repair loans MEDC	Medium	Time, expertise	City, MSHDA, Habitat for Humanity, DHHS, USDA	1 year	Improved housing quality
	Expand educational programs to basic home repair and maintenance, and diverse loan options (19).	High	Staff, time, space	Higher ground, Chemical Bank	1 year	Attendance in class
	Create a local housing authority that is a one-stop shop for housing services and information (9).	Low	Staff, time	City	1-3 years	User satisfaction with the authority
	Update the blight ordinance to include a provision for how to stack metal materials neatly on a residential yard (13).	High	Time	City, Police Department	1-3 years	Reduction in number of yards with visible stacks of metal materials
	Collaborate to apply for grants to expand refuse take-away services; promote services in the local newspaper (11).	Medium	Time, staff	Townships, Habitat for Humanity	1-2 years	Decrease in the presence of refuse in yards
	Plan a meeting between the city and landlords to discuss how to market rental properties (8).	Low	Time	City, landlords	1 year	# Landlords that participate at the meeting
Expand the variety of housing options to ensure that all ages, income levels, and types of disability can find adequate housing	Apply for funding for second floor rental rehabilitation (19).	High	Time, staff	City, MEDC	1-3 years	Second floor occupancy
	Update zoning ordinance to permit mixed-used and missing middle housing development in more areas throughout the city (5).	Low	Time	City	<1 year	# Parcels dedicated to mixed-use and missing middle housing
	Contact small-scale developers using MSHDA's approved list and invite them to tour sites identified for housing and mixed-use development (13).	Medium	Time	City, MSHDA, MEDC	1 year	# Tours given to developers
	Increase housing accessibility for disabled residents (11).	Medium	Time, expertise, money	USDA, MSHDA, MEDC, local churches	2-3 years	# Disabled persons with accessibility features

31: Workforce Goals

WORKFORCE GOALS	ACTION	PRIORITY	REQUIRED RESOURCES	RESPONSIBLE PARTY	TIME LINE	EVALUATION MEASURES
Train this generation's workforce for jobs at every skill-level	Find volunteers to expand the frequency of the city's courses on Microsoft suite. Consider expanding to other software programs (5).	Low	Time, space	City, School District, DDA	1 year	# Classes offered and attended
	Require High School students to volunteer for 40 hours per year (10).	Medium	Time	School District	1 year	# Projects completed by students
	Promote youth work programs through MichiganWorks! (21)	High	Time	DDA, Michigan Works!, Chamber of Commerce	1 year	# Youth enrolled in the program
	Lobby for (Salvation Army, MiWorks) services to visit Ewart regularly (26).	High	Time, staff	City, Osceola County	Ongoing	Increase in services locating in Ewart
	Provide regularly scheduled networking opportunities outside of job fairs for the workforce to meet employers (13).	Medium	Time, space	Higher Ground	Ongoing	# Attendees
	Plan an Ideas Summit where community members can convene to pitch business ideas and gauge interest in their good or service (14).	Medium	Time, space, staff	DDA, Chamber of Commerce	1-3 years	# Attendees
	Provide co-worker communal space for rent (4).	Low	Money, expertise	Developers, LDFA	3-5 years	# Users
Recruit and expand high-paying jobs with benefits	Consider a community benefits agreement that negotiates with employers ways that companies can contribute to Ewart (6).	Low	Expertise, time, staff	City, LDFA	1 year	Quality of benefits received from employers
	Educate residents on healthcare options that do not receive benefits through their employer (18).	High	Time, space, staff	DHHS, Higher Ground	<1 year	# Attendees, drop in the uninsured rate
	Consider permitting medical marijuana facilities (5).	Low	Time, expertise, staff	City Attorney	3-5 years	Support from the community
	Speak with employers to find the biggest barriers to offering child-care onsite (17).	Medium	Time	City, Employers, Michiganworks!	1 year	Increased awareness of barriers to work
	Partner with local companies to develop Employee Resource Networks (22).	High	Time, staff	DDA, LDFA	1-3 years	# Employers in the program

32: Circulation Goals

CIRCULATION GOALS	ACTION	PRIORITY	RESPONSIBLE PARTY	TIME LINE	EVALUATION MEASURES
Create a nonmotorized network that is safe for all users.	Fill in the sidewalk gaps, prioritizing areas where vulnerable populations frequent, such as children and the elderly.	High	City, MDOT	3-5 years	User satisfaction, reduction in number of pedestrian-vehicular incidents
	Install crosswalks at every intersection.	Medium	MDOT	1-3 years	Reduction in number of pedestrian-vehicular incidents
	Update sidewalk zoning to include universal design language.	Low	City	1 year	Improvement to sidewalk accessibility
	Create a bicycle network with the appropriate infrastructure and amenities.	Medium	MDOT	5+ years	# Users
Expand accessibility of motorized options to low-income residents	Increase the number of MOTA routes.	Medium	MOTA, Osecola County	1-3 years	# Users who can ride as a result of more routes
	Consider a small-town ride share service like Uber or Lyft.	High	DDA, residents	1-3 years	# Users and drivers that participate

33: Communication Goals

COMMUNICATION	ACTION	PRIORITY	RESPONSIBLE PARTY	TIME LINE	EVALUATION MEASURES
Increase awareness of Evert as a place of economic opportunity	Expand the media outlets used to radio, travel magazines, regional newspapers, and social media.	Medium	DDA, City	1 year	Increase in number of outlets used
Improve two-way communication with residents about their vision for the city.	Set up kiosks at city events to disseminate current information and listen to resident's feedback.	High	City	<1 year	# Visitors over time
	Plan an annual meeting with High School students for community engagement.	Medium	City, School District	1-2 years	Level of student engagement
	Use social media consistently to share information with the residents.	Medium	City, DDA	1 year	# Followers, likes
	Consistently post any city news or updates in the local newspaper.	High	City, DDA	<1 year	Increased awareness of city events among readers



This section details future land use and a plan for zoning changes that the City of Ewart can use to move toward implementing its vision.

FUTURE LAND USE

The Michigan Planning Enabling Act of 2008 requires the inclusion of a future land use map and zoning plan in the master plan. The future land use map and districts identify a generalized, preferred organization of future land uses for the City of Ewart. It is a general framework intended to guide land use and policy decisions within the City over the next 15-20 years. It guides the development of a Zoning Plan, and ultimately the Zoning Ordinance. A table summarizing

the future land use districts can be found on the following page.

Future Land Use Map

The following summarizes key changes to the new Future Land Use Map. Generally, the residential zones on the periphery of the city remain untouched. The commercial corridor on 7th Street remains the same, and the central business district is slightly expanded to include parcels along the river.

The Future Land Use Map creates a mixed-use district around the perimeter of the downtown. Mixed-used development typically features retail and/or services on the ground floor and residential space above, although many variations are possible. A mix of uses serve many purposes:

a gradual transition from downtown to surrounding neighborhoods, more density near commercial enterprises to help boost local business, provide another type of housing for the elderly, single-households, and young professionals, and contribute to walkable downtown. This zone is also expanded to the non-motorized trail to help draw more trail users into Ewart.

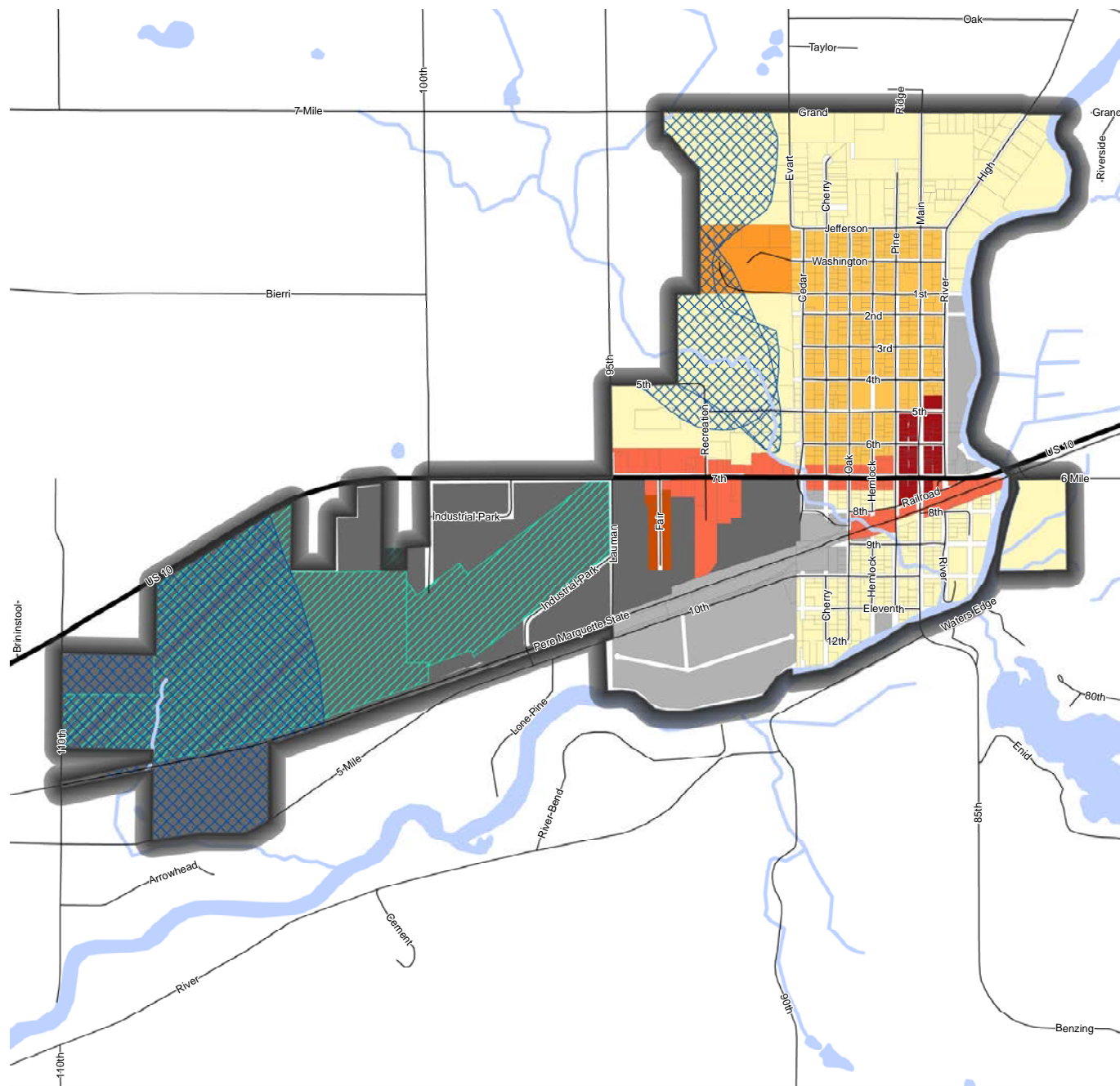
Current Zoning Uses

Before discussing how the current zoning ordinance can be improved, it is helpful to begin by summarizing the existing zoning districts. Studying what is permitted in each zone informs where and how potential changes could be applied. Because zoning

34: Current Zoning Districts

DISTRICT	USES (GENERAL)	MINIMUM SETBACKS	MAXIMUM HEIGHT	LOT SIZE (MINIMUM)
R-1 Low-Density Residential	Single-family dwellings	Front-25 feet Rear-20 feet Side-10 feet	25 feet	10,200 sq ft
R-2 Medium-Density Residential	Single-family and two-family dwelling	Front-20 feet Rear-10 feet Side-5-10 feet	25 feet	8,500 sq ft One-family dwelling 10,200 sq ft Two-family dwelling
R-3 High-Density Residential	Single-family, two-family dwelling, and multiple-family	Front-20-30 feet Rear-10-20 feet Side-5-20 feet	25 feet, 30 feet for multifamily dwelling	6,200 sq ft One-family dwelling 10,200 sq ft Two-family and multiple family dwelling
R-4 Mobile Home Park	Mobile and manufactured homes	As set forth by the State Mobile Home Commission, Act 419		20 acres for a new park, or 10 acres for an expansion
C-1 Central Business District	Office, Services, Retail	Front- 0 feet Rear- 10 feet Side-0.5 feet	42 feet	N/A
C-2 General Business District	Services, Restaurants	Front- N/A Rear- 10 feet Side-25 feet	42 feet	N/A
I-1 Light Industrial	Manufacturing, Warehousing	Front- 25 feet Rear- 20 feet Side-20 feet	42 feet	N/A
1-2 General Industrial	Airport, Manufacturing, Services	Front- 30 feet Rear- 30 feet Side-30 feet	42 feet	N/A

35: Zoning Map



CITY OF EVART ZONING ORDINANCE

Zoning Map

Data Sources: State of Michigan Geographic Data Library, City of Evart

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

Disclaimer: This map is for illustrative purposes. It is the responsibility of the map viewer to confirm zoning districts with the City of Evart.

- R-1: Low Density Residential
- R-2: Medium Density Residential
- R-3: High Density Residential
- R-4: Mobile Home Park
- Wellhead Protection Overlay
- Airport Overlay
- I-1: Light Industrial
- I-2: General Industrial
- C-1: Central Business
- C-2: General Business

is local law, it is a tool with powerful effects on land use planning.

Residential Districts

Residential 1- The Low-Density Residential District is established to provide areas of low density residential development. Desired development includes single-family dwellings.

Residential 2 - The R-2 District is established to provide areas of medium density Regulations include uses permitted in the R-1 District plus residential dwellings with two- family housing units.

Residential 3 - The R-3 District is established to provide areas of higher residential density. This District provides for more concentrated single family development, and the inclusion of multiple-family housing.

Residential 4- The R-4 District is exclusively designed for mobile home parks. This District recognizes that mobile homes are one option for creating affordable residential options.

Commercial Districts

Commercial 1- The C-1 District is meant to provide retail and service establishments that meet the daily needs of residents. This District is the major commercial hub for the city. Desirable developments have minimal impact on the surrounding neighborhoods.

Commercial 2- The C-2 District differs from the C-1 District in two ways. This District is designed to appeal to vehicular passers-by. The commercial uses here are also higher-intensity and diverse land uses.

Industrial Districts

Industrial 1- The L-1 District provides space for light industry which does not permit excessive noise, odor, smoke, emissions, etc. Because the uses here are considered "light," they can become buffers between more intense industrial and residential zones.

Industrial 2- The L-2 District is intended for heavier industrial processes, but also allows for businesses and services such as the airport. Still, excessive noise, odor, smoke, emissions, etc. is not permitted.

Overlay Districts

An overlay district is a special zoning district that is superimposed over base zone(s). The overlay district may share boundaries with the zones it "covers" or add a layer of incentives or specific regulations to development or protection of resources.

Wellhead Protection Overlay

The intent of the wellhead protection area (WHPA) is to protect the public water supply wells from contaminating land uses with the delineated recharge areas. The WHPA is defined as the surface and subsurface areas surrounding a well or waterfield that supplies the public water system, through which contaminants are reasonably likely to reach the water water or field within 10-year time of travel. The WHPA boundaries are shown on the "Zoning" map. In this overlay district, the City of Evert will consider mitigating land uses which can significantly

contaminate the water supply including, but not limited to, manufacturing and industrial facilities, agricultural operations, septic systems, registered storage tanks, and hazardous waste.

Airport Overlay

The Airport Overlay District provides an additional layer of development review for the area in and surrounding the Evert Municipal Airport. This overlay district is consistent with the Evert Municipal Airport Layout Plan, as approved by the Michigan Department of Transportation in April 2017. All new development proposals should be compatible with airport uses and in compliance with the Evert Municipal Airport Layout, as approved.

ZONING PLAN

According to Section 2(d) of the Michigan Planning Enabling Act (PA 33 of 2008), the Master Plan shall include a Zoning Plan depicting the various zoning districts and their use, as well as standards for height, bulk, location, and use of buildings and premises. The Zoning Plan serves as the basis for the Zoning Ordinance.

Relationship to the Master Plan

As a key component of the Master Plan, the Zoning Plan is based on the recommendations of the Master Plan and is intended to identify areas where existing zoning is inconsistent with the objectives and strategies of the Master Plan, and to guide

36: Future Land Use Districts

DISTRICT	INTENT	USES
Suburban Residential	The intent of the Suburban Residential District is to provide for single-family homes in residential neighborhoods.	The primary use is single family residential. Other complementary uses are very limited to parks and churches.
Traditional urban Residential	The intent of the Traditional Urban Residential District is to provide for primarily single-family homes in residential neighborhoods that sit on smaller lots in closer proximity to neighborhood amenities.	The primary use is single family residential. Other complementary uses such as cemeteries, churches, schools, and parks would be permitted.
Mobile Home Park	The intent of the Mobile Home District is to provide an exclusive, affordable place for mobile and manufactured housing in proximity to public infrastructure, goods and services.	Appropriate uses include mobile and manufactured housing.
Mixed-Use	This new district would be to provide an opportunity for neighborhood services located within walking and biking distance to residences, while retaining the primary land use as residential.	Developments may include a mix of housing types, including multiple-family units, and limited neighborhood services.
Downtown	The intent of the Downtown District is to provide an exclusive district that serves as a central convening place for business and leisure, in a pedestrian-oriented and historic setting.	This district should include an appropriate mixture of commercial, office, residential, entertainment, institutional, and public uses.
Airport	The intent of the Airport District to provide an exclusive district for airport-related uses.	The uses for this district would include operation, maintenance, and logistics, and transportation relating to the airport.
Local Commercial	The intent of the Commercial District is to provide for general retail and commercial uses with pedestrian-oriented nodes compatible with surrounding residential areas that also serve passers-by on the highway.	This district can accommodate a mix of businesses, such as restaurants, larger grocery stores, and more convenient-style shopping destinations such as chain stores.
Public/Institutional	The Intent of the Public/Institutional District is to provide services to residents through publicly owned properties.	The uses for this district are publicly owned by the city, county, state, or federal land and/or structure which include schools, parks, government buildings, Rails to Trails, the fairgrounds, etc.
Recreation/Conservation	The intent of the Recreation/Conservation District is to identify and protect parkland, open space, conservation areas, and environmentally sensitive areas. This includes land not currently owned by the City identified for land acquisition or future recreation easements.	Appropriate uses include City, County, and State parkland, privately-owned forested areas, passive recreational areas, and open space.
Light Industrial	The intent of the Light Industrial District is to provide an exclusive area for light industrial uses dependent on transportation to and from the site.	Appropriate uses include small and medium plants that involve manufacturing, stamping, and machine operations that do not produce noxious emissions, noises, or vibrations.
Wellhead Overlay	The intent of the Wellhead Protection Overlay District is to protect the groundwater drinking supply for City residents and to ensure that site plans located within the protection area are given added scrutiny when considering development approvals.	Appropriate uses include developments that protect the water supply. Sources of contamination include septic tanks, improperly capped abandoned wells, and underground storage tanks.

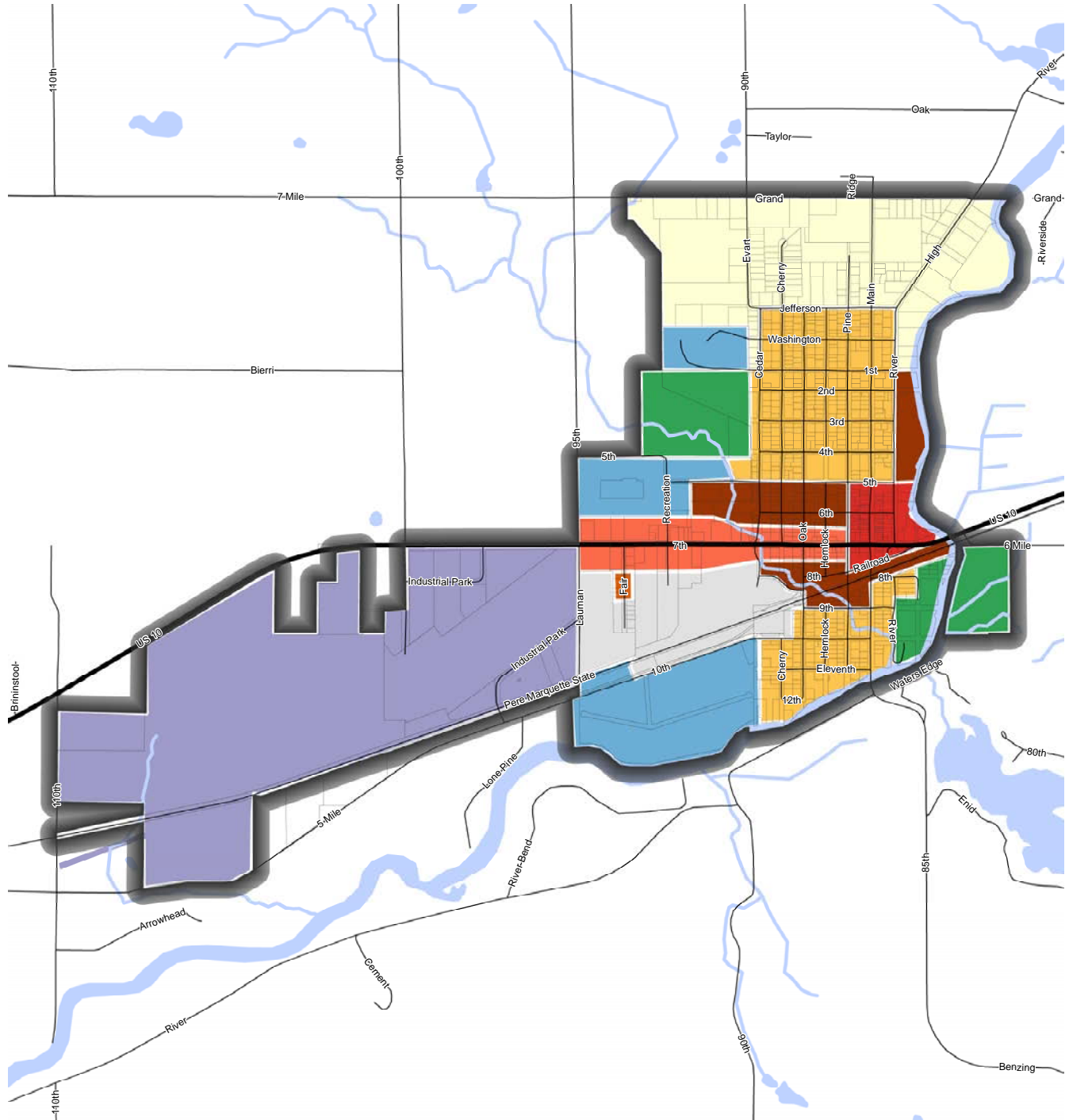
the development of the Zoning Ordinance. The City of Evert operates by a traditional single use-based zoning ordinance. The Zoning Ordinance is the primary implementation tool for the future development in Evert. The Zoning Ordinance was written concurrently with the Master Plan and included major updates that align with planning best practices.

Summary of Zoning Plan's Suggested Changes

Residential

Several changes are recommended to the residential zones. The R-1 Zone, Low Density Residential, covers all of the housing within the core of city. However, the existing housing pattern follows more closely with Medium Density Residential, R-2. To reflect its current density the City of Evert may want to convert the majority of the housing from R-1 to R-2. Moreover, the City may consider rezoning portions of the residential areas in the core of the city to multi-family to facilitate higher density developments surrounding the downtown district. Both of these modifications are to help increase the supply of housing in Evert.

37: Future Land Use Map



CITY OF EVART MASTER PLAN Future Land Use

Data Sources: State of Michigan Geographic Data Library, City of Evart

- City Boundary
- State Roads
- All Roads
- Railroads
- Rivers / Streams
- Lakes / Ponds

- Residential - Suburban
- Residential - Traditional
- Mobile Home
- Mixed Use
- Airport

- Local Commercial
- Downtown
- Public / Institutional
- Recreation / Conservation
- Light Industrial



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REDEVELOPMENT

From a land-use planning perspective as well as an economic development perspective, it is important to take stock of the areas in the community that are ripe for redevelopment. This section provides an overview of the redevelopment opportunities in Ewart as well as some of the strategies the City is using and plans to use to attract redevelopment. Ewart fosters a supportive redevelopment culture and offers ample space for such ventures.

DEVELOPMENT OPPORTUNITY

The Michigan Economic Development Corporation (MEDC) encourages communities to take a proactive approach to identifying

and preparing properties to be redeveloped. A key element of the MEDC's Redevelopment Ready Communities Program is to identify redevelopment ready sites and strategies associated with each site. Ewart has several sites that could be redeveloped. These sites include vacant buildings for sale, vacant land, site with space available for rent, or publicly owned land.

The "Redevelopment Ready Sites" map shows vacant residential, commercial, and industrial sites. For any potential redevelopment opportunities, it is important to collect basic data on the sites such as square footage, lot size, years vacant, available infrastructure, nearby amenities, and building characteristics. With this data, the city can approach developers and work to guide

development that aligns with the city's vision.

City-owned Properties

Residential

There are 3 properties in the "Low Density Residential" zone located south of US-10. The property located on the corner of 8th Street and Main St is a vacant lot, just across the street from City Hall, and 2 blocks from the CBD. The property located near the corner of 9th and River Street is also a vacant lot, with a backyard opening up to the Muskegon River.

Just north of downtown, on the corner of 4th and River Street, an L-shaped parcel sits across Liberty

Dean's. This parcel is also vacant, and sits in the "Medium Density Residential" district.

Central Business

There is one publicly owned building located in the "Central Business" district near on corner of 6th and River Street. The property sits adjacent to the Police Department and is a modest vacant home and has flexibility to become a variety of different commercial enterprises given that it falls in the CBD.

Industrial

There are 10 properties in the "General Industrial" zone in Evert Air Industrial Park. All 47 acres of these parcels are owned by the City, surround the Evert Municipal Airport, and can be redeveloped. It is a Michigan Certified Industrial Park meaning that it meets requirements on grading, utilities, access to a highway, and site plan review by the local government. The parcels are level and clear, have wireless broadband, and are hooked up to municipal sanitary sewer, water and storm water.

Eight of these parcels are adjoining and sit along US-10. The other two parcels, located on the opposite of the airport's tarmac, abut the Pere Marquette Trail. The LDFA markets the properties for \$1 per acre if this businesses meet their specific criteria.

Vacant since 2013, Liberty Dairy, located on N. River Street along the Muskegon River is another industrial property ripe for redevelopment. Once the second

largest employer in Evert with a workforce of 200 employees, the plant was forced to close when it lost a major contract with Meijers. Given its history the site is well equipped for production and is hooked up to water and sewer.

Priority Sites

First, it is up to community to determine what type of development it would like to see, and from there determine its development priorities. Those priorities should be the guiding framework for pursuing and/or approving new development. However, it is best to start with what is under the city's control. Property that is already owned by the city can reduce the time line for converting land into a productive use, and help to spur private investment where development is lagging. Despite the community's financial

situation, a publicly held building provides greater impetus than an absentee property owner.

Working with Property Owners

Next, a city should develop relationships with private property owners who are interested in disposing their property and willing to work in alignment with the city's redevelopment goals.

Second, upon reaching out to property owners, there are several questions to consider in addition to the community's priorities. Below is a list of some data points a city should explore if it wants to remain proactive in the development process:

- Does the owner want to sell?
- Does the property have financial restrictions (back taxes, liens) that prevent the site's redevelopment?



View of Liberty Dairy from North River Street, up for sale.

- Are there governmental incentives available to assist the property owner, or to bring a new owner to the table?
- Is there data on the environmental conditions of the site?
- Have market studies been conducted that inform how this property could successfully be developed?

Vacant Sites

In the mean time, while vacant parcels remain without structures and awaiting redevelopment, there are several temporary ways to use the site to enrich the neighborhood. Depending on the amount of space, zoning, and input from residents this space could be converted into the following uses:

- Dog park
- Community garden
- An outdoor art gallery
- Outdoor movie theatre
- Small obstacle course
- Food truck circle
- Pop-up events

All of these uses require minimal set up and take-down and are good ways to occupy a space so that it becomes an asset as opposed to an eyesore.



Evert Air Industrial Park, parcels along US-10



Evert Air Industrial Park, parcels on the southern side of the tarmac



Evert Air Industrial Park, parcels along US-10

APPENDIX

39: Herald Review Article

STATE, LOCAL OFFICIALS FOCUS ON EVART'S HOUSING ECONOMIC DEVELOPMENT STRATEGIES

Posted by Brandon Fountain, June 20th, 2017 at The Herald Review



Brandon Fountain, The Herald Review

EVART — Having affordable housing and local employment available for a workforce are vital for the sustainability of the City of Evart.

With a focus on those two factors, stakeholders met Wednesday morning for a housing and workforce development strategy session to look at a collection of data about those factors, brainstorm what those areas include and determine how to improve those areas with the resources already in Evart.

Those attending the session

— employers, school officials, government employees and human services employees — all have a vested interest to address these concerns, said Sue DeVries, of the Michigan Economic Development Corporation.

“We’re looking at housing and workplace development because when we first started interviews and research to start Project Rising Tide, those items kept coming up over and over,” she said. “Now, we’re trying to address those items so we can keep moving forward.”

Project Rising Tide, sponsored

by the Michigan Department of Talent and Economic Development, is a program developed by Gov. Rick Snyder to provide communities with tools they need to design and build a solid planning, zoning and economic development foundation to attract new businesses and help existing employers grow.

Among the nine components that comprise Project Rising Tide, City Manager Zack Szakacs said officials selected housing and economic development with the hope it will change the face of Evart.

“If you drive through the city of Evart as I have for the last 10 to 12 years, you will see there are houses not painted or siding is falling off and it creates a perception,” he said. “Addressing these issues, we can figure out how we can create a housing strategy to assist these people that struggle or have problems with maintaining their homes.”

Michelle Bennett, a planner with Beckett and Raeder, highlighted a wide range of data collected from a survey and interviews done in October and the U.S. Census Bureau as indicators for the importance of creating a strategy.

Beckett and Raeder is a landscape architecture, planning, engineering and environmental services firm creating a new master plan for the city as part of Project Rising Tide.

“I want to show some context to these numbers we have,” she said.

Among some highlighted factors, Bennett’s presentation indicated:

renters comprise more than 50 percent of the city’s population; a higher cost burden for housing for residents; a high rate of retail leakage, where locals are shopping for items outside the city; and a median income less than half than the surrounding townships and the state of Michigan.

Bennett said her field work in October included an inspection of the condition of 530 homes within the city, and graded them from good to poor. Results indicated 419 were good condition, 99 were fair and seven were in poor condition, based on appearance of needed major or minor repairs.

“The number that concerns me, is 99 were in the fair category,” she said. “That was six months ago and they could have gone from fair to poor since October.”

DeVries added the visual inspections included only the outside of the house, and there are probably major and minor repairs needed that were not visible from the exterior.

Bennett received a lot of comments about substandard housing during interviews with residents and a survey.

Bennett and DeVries suggested the city may look to a rental housing inspection program as a tool to help set a standard for all rental units.

“If everyone knows what’s expected of them, it will improve not only the appearance but also those homes, drawing more people to come to the city,” Bennett said.

Midway through the meeting, stakeholders participated in a brainstorming session to

determine factors to improve housing and workforce development.

Results showed a need for affordable and safe housing, and stable, well-paying employment which provides benefits and health care as keys to improve the workforce.

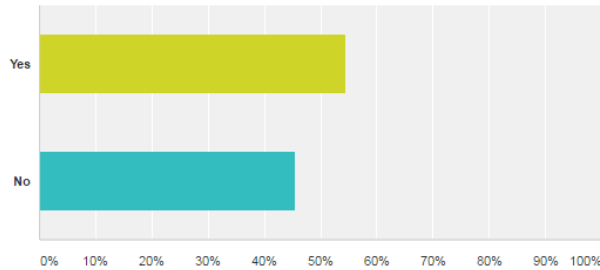
Bennett will now work on producing a vision statement and action plan. Stakeholders will meet again in the coming months to look for ways to put the plan in action.

2016 City of Evert Housing Strategy Survey Results

Q1 Customize Export

Are you a homeowner residing within the Evert City limits?

Answered: 101 Skipped: 3

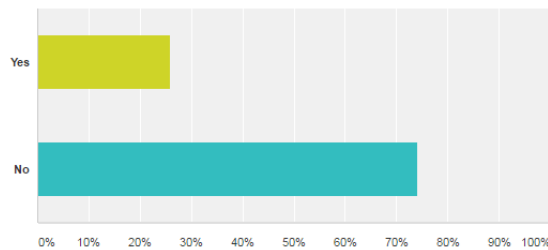


Answer Choices	Responses	Count
Yes	54.46%	55
No	45.54%	46
Total		101

Q2 Customize Export

Do you feel Evert rental housing options are attractive to perspective renters?

Answered: 81 Skipped: 23



Answer Choices	Responses	Count
Yes	25.93%	21
No	74.07%	60
Total		81

Comments (34)

Don't know.

12/14/2016 4:29 PM

They downgrade certain people

12/3/2016 11:26 PM

Some are, but most are not.

11/21/2016 12:19 PM

Severe restrictions & privacy issues

11/19/2016 8:19 PM

Many rentals are typically in disrepair and run down. Thid creates a negative image to potential people coming to Evert and stereotypes the people renting the property.

11/19/2016 9:06 AM

Many are in pretty bad condition.

11/17/2016 7:04 PM

So many of the rentals are not up to code and look trashy from the outside.

2016 City of Evert Housing Strategy Survey Results

11/17/2016 5:40 PM

Too many run down housing with exorbiant rental rates

11/17/2016 5:07 PM

Some are really run down

11/17/2016 7:42 AM

A couple of the people that have Rental Houses let the Houses get run down and don't do any repair.

11/17/2016 7:11 AM

Th housing is not maintained well by the landlords

11/17/2016 5:08 AM

Unless you are on assistance the rent is out ragous for a town with little industry.

11/17/2016 12:06 AM

Most of the houses are not the nicest or well kept.

11/16/2016 9:26 PM

Must seem run down

11/16/2016 8:24 PM

Run down and need a lot of work.

11/16/2016 8:16 PM

There are only low income housing options.

11/16/2016 7:02 PM

They are slightly run down

11/16/2016 6:39 PM

Our rental options seem to be the slums of the county...bringing in only a particular type of renter.

11/16/2016 5:53 PM

Too high and most are junk

11/16/2016 4:17 PM

When renters move, most leave the unit in a shambles.

11/16/2016 3:35 PM

A lot of the houses for rent are in dis-repair.

11/16/2016 3:34 PM

Curb side appeal is not there. Many places need a face lift

11/16/2016 1:04 PM

Slum lords

11/16/2016 12:10 PM

Too many houses have been allowed to become overly run down

11/16/2016 12:06 PM

Landlords often do not advertise there properties and their prices are inflated for the area. They take advantage of Section 8, which seems to be their preferred source of tenants.

11/16/2016 12:05 PM

Seems like anything available is not very well maintained.

11/16/2016 10:45 AM

Alot of run down properties, management has created a hostile environment and the renters in the rental housing seem to abuse the properties.

11/16/2016 10:19 AM

Most of them are dumps

11/16/2016 10:16 AM

It is really hard to find a place and when you do its poor quality with a high price.

11/16/2016 10:08 AM

There are few rentals available, and several that are not maintained by the owner/landlord

11/16/2016 9:44 AM

too expensive

11/16/2016 9:39 AM

Most rentals are owned by slumlords that do not upkeep them.

11/16/2016 9:29 AM

The majority that are known as rental housing need some TLC

11/16/2016 9:15 AM

They look very rundown, and do not have a welcoming feel

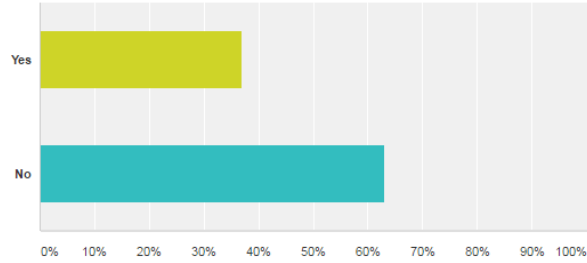
11/16/2016 9:11 AM

2016 City of Evert Housing Strategy Survey Results

Q4 Customize Export

Would you be willing to volunteer your time to help those in need of blight correction?

Answered: 81 Skipped: 23

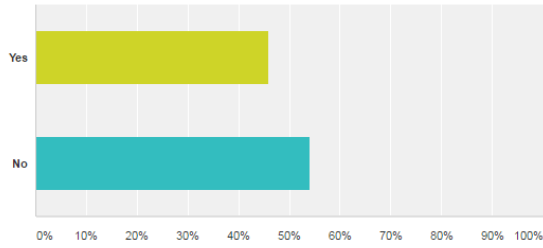


Answer Choices	Responses	Count
Yes	37.04%	30
No	62.96%	51
Total		81

Q5 Customize Export

Do you feel Evert Police enforce blight ordinances accordingly?

Answered: 72 Skipped: 32



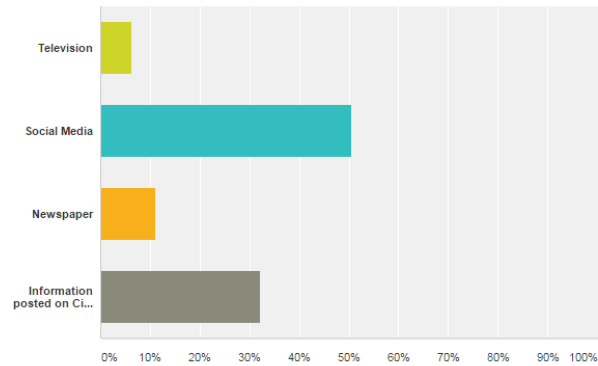
Answer Choices	Responses	Count
Yes	45.83%	33
No	54.17%	39
Total		72

2016 City of Evert Housing Strategy Survey Results

Q6 Customize Export

What form of media do you feel will most effectively communicate with our community?

Answered: 81 Skipped: 23

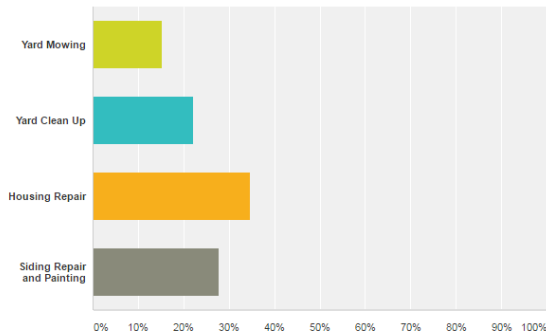


Answer Choices	Responses	Count
Television	6.17%	5
Social Media	50.62%	41
Newspaper	11.11%	9
Information posted on City Billing Statements	32.10%	26
Total		81

Q7 Customize Export

In your opinion, what do City of Evert homeowners need to tend to the most?

Answered: 72 Skipped: 32



Answer Choices	Responses	Count
Yard Mowing	15.28%	11
Yard Clean Up	22.22%	16
Housing Repair	34.72%	25
Siding Repair and Painting	27.78%	20
Total		72

Comments (16)

Not Sure

12/14/2016 4:07 PM

Sidewalks need edging, some are really bad. (2nd street between main and pine)

12/14/2016 3:49 PM

All of the above - see hemlock street.

12/14/2016 3:21 PM

All of the above.

12/14/2016 2:52 PM

2016 City of Evert Housing Strategy Survey Results

Yard mowing and Yard Clean Up

12/14/2016 2:47 PM

All of the above! They need to take pride in how their homes look for the community!

12/14/2016 2:40 PM

Are you suggesting forced expenses on people who already can't afford to do the stuff?

11/17/2016 12:12 AM

A lot of houses are vacant/condemned and should be torn down.

11/16/2016 9:30 PM

Exterior renovations and yard cleanup go hand in hand

11/16/2016 8:20 PM

Broken windows,junk(trash) in the yards.

11/16/2016 3:36 PM

All of the above

11/16/2016 1:05 PM

All of the above

11/16/2016 12:08 PM

I live on the North side of town and my son jokes that we have to drive through the ghetto to get to our end. The city has been doing wonderful work with the Main Street project and US 10, but some of the properties along there and the beginning of the North end of town need upkeep.

11/16/2016 10:23 AM

Vacant lots and vacant houses are biggest issue.

11/16/2016 9:34 AM

And also housing repairs alot of the houses could bennefit form new siding or paint

11/16/2016 9:12 AM

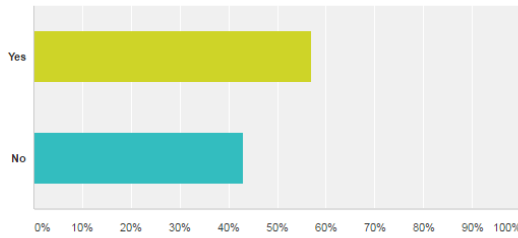
Yard clean up is another, I hate driving by homes where there are 20 vehicles in a yard with toys and garbage all over

11/16/2016 9:12 AM

Q8 Customize Export

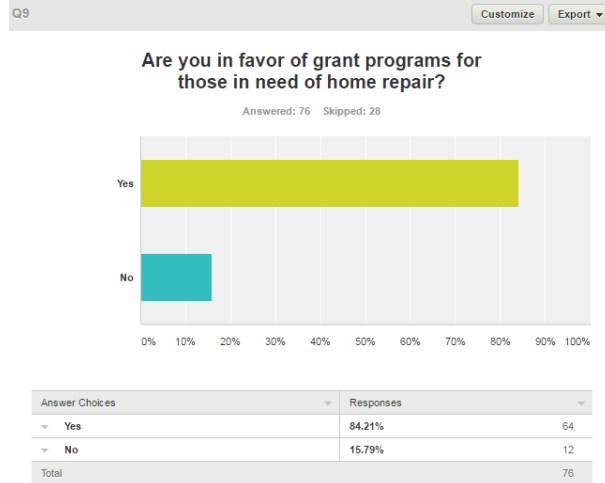
Do you feel tougher blight ordinances and penalties should be introduced to the Evert City Council?

Answered: 79 Skipped: 25



Answer Choices	Responses	Count
Yes	56.96%	45
No	43.04%	34
Total		79

2016 City of Evert Housing Strategy Survey Results



Just Look!

12/14/2016 4:30 PM

Ralph Carlson Properties Jim Holihan's House Darwin Booher's Office

12/14/2016 4:29 PM

Thank you for asking! :)

12/14/2016 4:07 PM

All the buildings that Dr. Caberlee owns.

12/14/2016 4:06 PM

The house on pine street between 2nd and 3rd.

12/14/2016 3:49 PM

All of the City sidewalks. Also in winter side walks cleaned for the school kids and adults too. Should have to walk in the street.

12/14/2016 3:46 PM

-Corner of 4th & River - 5th Street Tan & Brown House -Holihan, Jim on Main St.

12/14/2016 3:24 PM

The buildings on Main St. that are empty or being used for junk storage. Junk houses, house on US10 and Oak St. that has a permanent garage sales!

12/14/2016 3:20 PM

City Hall -tear down or sell. Build new structure for all city operations.

12/14/2016 3:00 PM

The corner of 5th and pine. The corner of south main and railroad.

12/14/2016 2:57 PM

Jim Robinson and Larry Tryon

12/14/2016 2:55 PM

None that would be apparent. I don't want Evert to become like Reed City they are terrible with their blight ordinances. It is also an extra load for the police and they have plenty to do as it is.

12/14/2016 2:54 PM

People from out of town bringing their garbage into town. I can't see where blight ordinances are being enforced (Robinson's junk yard on the corner of Jefferson and Pine) Perhaps handing out a few tickets would help.

12/14/2016 2:52 PM

Nope, none of my business, shouldn't be yours either.

12/14/2016 2:50 PM

When you come into town from the east end 1st building you see is the shabby building just before the canoe business! Only a small handful of businesses downtown area even look inviting! Obviously most of them do not take enough pride in their business to make them look inviting. Back in the day business owners took some pride at to what their businesses looked like! You promote to shop small but yet these businesses do not attempt to look inviting at all. You send us these questionnaires to fill out and we do but feel that our opinions fall on deaf ears cause you have owners of these buildings are on the city council so they won't do anything about it. And why is it you are asking the tax payers to do the chief of police's job telling you where the blight issues are? That's what they are getting paid to do! Residents should not be allowed to put up tall fences made with used wood that is just covering up blight in back yards, they are adding to the look of shabbiness! Plus alot places stack up the blight all around their places on all sides just lean the junk against the house! Looks awful! When you have a business downtown in which one of your council members own "AKA RALPH CARLSON" that looks horrible and obviously does not take pride in what it looks like, not inviting at all to our town! What do you expect? Plus a newly elected member's fathers house on the corner

2016 City of Evert Housing Strategy Survey Results

of Pine St. and 5th St. "AKA JOHN JOYCE" is allowed to use old wood pallets for a fence that looks horrible! What do you expect? Plus you have a running salvage yard allowed at the residence on the corner of Jefferson and Pine St. "AKA ROBINSON JUNK YARD!" And across the street on Pine from Robinson is the "Habitat House" where you have couches and chairs in the backyard, tires, wood scraps and it is littered with junk! Her is a list of houses that need to be addresses: S. 10th St. House #343 House #315 House #203 N. Hemlock St. House #219 House #511 Pine St. House #243 House #846 5th St. House #516 Cedar St. House #345 (Junk Cars)

12/14/2016 2:40 PM

We used to have waste receptacles around town. Now that we don't I receive lots of trash from the different restaurants blowing into my yard all the time. Would it hurt to have waste receptacles in front of stores and restaurants, instead of sticking it in my mailbox or throwing it in my front lawn, or in the street.

12/14/2016 1:18 PM

Homes near public parks

11/21/2016 12:21 PM

The block just south of the middle school. between Oak and Hemlock/5th and 6th. The area around Riverside West. The trailer park. Top three! Thank you for allowing residents to participate!

11/19/2016 9:12 AM

Oak and 6th St

11/17/2016 5:43 PM

N Hemlock from 6th to 5th: corner of 6th and N Oak

11/17/2016 3:29 PM

For the most part I think it is handled accordingly, sometimes in the summer, there were a few yards that the grass got ridiculously high and looked horrible.

11/17/2016 7:45 AM

Take a drive up North Hemlock and on Jefferson.

11/17/2016 7:23 AM

I can't think of any right this minute.

11/17/2016 12:12 AM

Vacant homes. Slum lords that owns a lot of homes and rent them out without fixing anything up. These houses just get run into the ground.

11/16/2016 9:30 PM

Junk/trash in yards around houses, especially surrounding porches in the downtown area; makeshift porches that have never been finished

11/16/2016 9:20 PM

You can drive down any street in Evert and see examples of buildings that need immediate attention.

11/16/2016 8:20 PM

Any home that is a collapsing structure or has unsightly objects in the visible yard for longer than a month should be cited. There are a number of examples that fit these descriptions.

11/16/2016 5:55 PM

People in this community should not be penalized. Most do not have jobs. The city should be bringing in jobs, and dealing with foreclosed, houses; instead of out of work residents.

11/16/2016 3:46 PM

Lots of home around the school and fairgrounds to around public housing apt.

11/16/2016 1:21 PM

The corner of Jefferson and Pine.

11/16/2016 1:05 PM

Housing survey not feeler for blight ordinance

11/16/2016 12:12 PM

The house on the northeast corner of Cedar and 5th has had a tree growing up through its porch for years.

11/16/2016 12:08 PM

Test

11/16/2016 11:36 AM

Oak street between 5th and 6th. These used to be some nice houses back in the day. They don't look like they have been taken care of in years.

11/16/2016 10:52 AM

Houses that look patched together, back yards with chain link fences that have lots of blight piled in the yards. Mostly rental houses that are there for rental income and landlords do no upkeep. There are also a few houses around me that are unsightly and the tenants do no upkeep.

11/16/2016 10:23 AM

Run down houses in desperate need of repair

11/16/2016 9:41 AM

I think if someone's yard gets a touch high it isn't an issue. I think the biggest issue we face is all the vacant houses and the houses owned by slumlords, mainly owned by Bill Bradley. They are all in disrepair.

11/16/2016 9:34 AM

too many to be specific...small piles of junk in back yards...houses need painting

11/16/2016 9:18 AM

PATHWAY TO BECOMING A REDEVELOPMENT READY COMMUNITY

Six Best Practice Steps

SIX COMMUNITY PROSPERITY

ECONOMIC DEVELOPMENT STRATEGY

An approved economic development strategy

- May be part of the master plan or annual budget
- Connects to the master plan & capital improvements plan
- Identify opportunities & challenges within the community
- Incorporate recommendations for implementation
- Coordinate with a regional economic development strategy
- Available online

Annually review the economic development strategy

- Report progress on economic development strategies annually

MARKETING & PROMOTION

Develop a marketing strategy

- Identify opportunities & steps to attract businesses, consumers & real estate development
- Creates or strengthens the community image
- Identify approach to market priority development sites
- Coordinate marketing efforts with local, regional, & state partners

COMMUNITY PROSPERITY

An updated, user-friendly municipal website

- Link to master plan, downtown plan, corridor plan, capital improvements plan, zoning ordinance, development guide, online payment, partner organizations, board & commission applications, property information packages, & economic development strategy
- Easy to navigate

FIVE REDEVELOPMENT READY SITES

Identify & prioritizes redevelopment sites

- Maintain updated list of sites

Gather basic information for prioritized redevelopment sites

- Require photo/rendering, desired outcomes, owner contact, community contact, zoning, lot & building sizes, SEV, & utilities

Create a vision for priority redevelopment sites

- Include desired development outcomes
- Identify community champions
- Require public engagement with high controversy sites

Identify potential resources & incentives for prioritized redevelopment sites

- Identify negotiable development tools, financial incentives and/or in-kind support linked to desired outcomes

Assemble property information packages for prioritized sites

- Include financial incentives, deed restrictions, tax assessment, survey, past uses, existing conditions, known environmental and/or contamination conditions, soils, demographics, amenities, planned infrastructure improvements, GIS, natural features, traffic studies, target market analysis, feasibility studies

Prioritize redevelopment sites and actively market

- Available online

Annually review successes & challenges with the development review process

- Obtain customer feedback & integrate changes
- Capture lessons learned from joint site plan review team

GUIDE TO DEVELOPMENT

Annually review the fee schedule

- Cover the community's true cost
- Accept credit card payment

Maintains guide to development, explaining policies, procedures & steps to obtain approvals

- Provide: contact information, meeting schedules & procedures, flowcharts of development processes, relevant ordinances, site plan review requirements & application, administrative approval requirements, process & applications for rezoning, variances, & special uses, fee schedule, financial assistance tools, design guidelines & processes, building permit requirements & applications
- Available online

FOUR RECRUITMENT & EDUCATION

RECRUITMENT & ORIENTATION

Set expectations for board & commission positions

- Outline expectations & desired skill sets defined
- Available online

Provide orientation packets to all appointed & elected members of development related boards & commissions

- Include all relevant planning, zoning & development information

EDUCATION & TRAINING

A dedicated source of funding for training

- Allocate budget for elected & appointed officials & staff

Identify training needs & track attendance for elected & appointed officials & staff

- Manage tracking mechanisms: training needs & attendance
- Identify trainings which relate to stated goals & objectives

Joint site plan review team

- Define the joint site plan team, include multiple disciplines

A clearly documented internal staff review policy

- Define clear roles, responsibilities, & timelines
- Define development review standards

DEVELOPMENT REVIEW PROCESS

Promptly act on development requests

- Allow permitted uses to be administratively reviewed
- Adhere to procedures & timelines
- Provide development process flowchart with timeline
- Coordinate among community development, permitting, & inspections

Create method to track development projects

- Develop a tracking mechanism for projects during development, permitting, and inspection process

Include flexible parking standards and improves nonmotorized transportation

- Includes bicycle parking, pedestrian-scale lighting, traffic calming, public realm standards where appropriate
- Includes pedestrian connectivity ordinance
- Requires two or more: parking off street requirements, parking lot connectivity, shared parking, parking max, parking waivers, electric vehicle charging, bicycle parking, payment in lieu of parking, complementary use accommodation

Include standards for green infrastructure

- Requires one or more: low impact development techniques, green roofs, pervious pavement, native species, existing tree protection
- Requires street trees & parking lot landscaping

Creating a user-friendly ordinance

- Portrays clear definitions & requirements
- Provide electronic format
- Convenient hard copies
- Accessible online

THREE DEVELOPMENT REVIEW PROCESS

DEVELOPMENT REVIEW PROCEDURES

Zoning articulates a thorough site plan review process

- Provide clear roles & responsibilities for all bodies

Define & offer conceptual site plan review meetings for applicants

- Defined expectations online

Qualified intake professional

- Identify a point person for receiving applications, documenting contact, explaining procedures, facilitating meetings, processing approvals, & excellent customer service

Encourage developers to seek input from neighboring residents & businesses at the onset of the application process

- Assist the developer in soliciting input from the public

Proactive practices: Individual mailings, charrettes, focus groups, workshops, canvassing, crowd-sourcing, social networking, interviews

Share outcomes of the public participation processes

- Track outreach methods
- Communicate outcomes

TWO ZONING REGULATIONS

Alignment with the goals of the master plan

- Evaluate master plan recommendations

Provide for areas of concentrated development in appropriate locations & encourages the type & form of development desired

- Allow mixed-use by right in development
- Consider form-based code
- Requires one or more: build-to lines, open store fronts, outdoor dining, ground floor transparency, streetscaping, preservation of historic & environmentally sensitive features

ZONING REGULATION

Include flexible tools to encourage development & redevelopment

- Define special land use & conditional rezoning requirements
- Allow for compatible uses that serve new economy businesses in commercial and industrial districts

Allow for a variety of housing options

- Requires two or more: accessory dwelling units, attached single family units, stacked flats, live/work, co-housing, corporate temp housing, cluster, micro units

ONE COMMUNITY PLANS & PUBLIC OUTREACH

THE PLANS

Adopted a master plan in the past five years, and must achieve:

- Reflects a desired future direction
- Identify priority redevelopment area

COMMUNITY PLANS & PUBLIC OUTREACH

- Identify land use, infrastructure, & complete streets elements
- Includes zoning plan
- Implementation recommendations
- Progress annually reported
- Available online

Adopted a downtown plan & corridor plan

- Identify projects, costs, & timeline
- Identify development boundaries
- Includes mixed-uses & pedestrian oriented development
- Includes transit oriented development
- Coordinates with master plan & capital improvements plan
- Available online

Adopted a capital improvements plan

- Details a minimum of a six year projection with annual review
- Coordinates with other projects to minimize construction costs
- Coordinates with master plan & budget
- Available online

PUBLIC PARTICIPATION

Public participation strategy for engaging a diverse set of community stakeholders

- Identify key stakeholders
- Identify public participation methods & venues
- Any third party adheres to strategy

Public participation efforts go beyond the basic methods

- Basic practices: Open Meetings Act, newspaper, website, community hall door, postcards, water bills inserts, local cable access, announcements