



2016 – 2036 Master Plan



Adopted by Planning Commission: December 8, 2016
Adopted by City Commission: December 20, 2016

City of Stanton

Master Plan

2016-2036

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RESOLUTION OF ADOPTION

WHERE AS the Stanton City Commission established a Planning Commission to prepare plans for the development of the city, and

WHERE AS the City of Stanton Planning Commission has prepared a plan for the future development of the city, and

WHERE AS that plan has been reviewed at an open meeting to gather public comments of the residents of the city, now

BE IT RESOLVED that the City of Stanton Planning Commission adopt the City of Stanton 2016 – 2036 Master Plan including maps and charts contained within it and submit the plan for approval by the Stanton City Commission

Moved By: Chuck Miel Yeas 6

Supported By: Don Smucker Nays 0


Planning Commission Chairperson


Planning Commission Secretary

(DATE) December 8, 2014

RESOLUTION OF ADOPTION

WHERE AS the City of Stanton City Commission established a Planning Commission to prepare plans for the development of the city, and

WHERE AS City of Stanton Planning Commission has prepared a plan for the future development of the city, and

WHERE AS that plan has been reviewed at an open meeting to gather public comments of the residents of the city, and

WHERE AS that plan has been adopted by the City of Stanton Planning Commission, and

WHERE AS the Michigan Planning Enabling Act allows City Commission final approval of plans adopted by the Planning Commission, now

BE IT RESOLVED that the City of Stanton's City Commission adopt the City of Stanton 2016 - 2036 Master Plan.

Moved By: Basomi

Yeas 5

Supported By: Johnson

Nays 0

Larry J. Peterson
City Mayor

Christina Davis
City Clerk

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CHAPTER 1 - Introduction

This document is the combined effort of the City of Stanton Planning Commission, City Commission and city staff, with assistance from the Downtown Development Authority (DDA), Parks and Recreation Committee, citizens of the community, and ROWE Professional Services Company. It is not intended to be a static document. The Planning Commission encourages feedback from anyone with an interest in promoting the future of the city and our community.

A. Plan Purpose and Organization

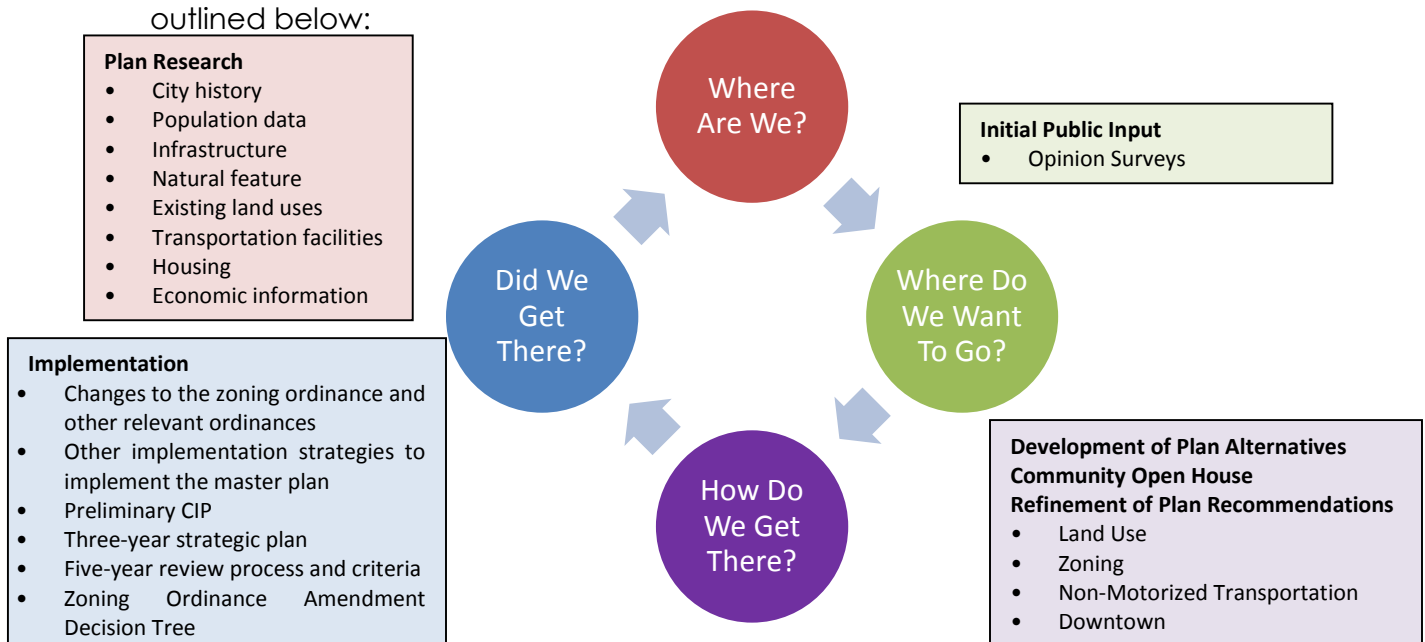
This master plan is prepared under the authority of PA 33 of 2008, the Michigan Planning Enabling Act. It is intended to serve as the policy basis for the city Zoning Ordinance and to guide decisions by the City Commission on land use, infrastructure and economic development issues in conjunction with other planning documents such as the Downtown Development Plan and the Parks and Recreation Plan.

This plan organization follows the planning process conducted in its preparation. As outlined in the "Plan Process" section below. The plan represents information on the community's current condition in the **Community Description**, identifies the **Public Participation Process**, lists the **Goals and Objectives** developed based on analysis of that information, lays out the various **Plans** that detail how those goals and objectives are reflected in future development and finally sets forth the steps for plan **Implementation**.

The plan's appendices includes a preliminary **Zoning Ordinance Technical Analysis**, the reports on the **Open House Data**, the summary of a **Prouds and Sorries** exercise conducted with the Planning Commission, the **Land Use/USA Report** on the downtown and the **Plan Adoption Documentation**.

B. Plan Process

The master planning process follows the basic process for any type of planning as outlined below:



C. Regional Setting and Factors

The City of Stanton is located in the easterly center of Montcalm County, approximately 35 miles northeast of downtown Grand Rapids, 30 miles southwest of the City of Mount Pleasant, 45 miles north-northwest of the City of Lansing, 75 miles northwest from the City of Flint, 120 northwest of the City of Detroit, and 225 miles south-southwest of Sault Ste. Marie. The City is bordered by four Townships, Day Township to the northeast, Douglass Township to the northwest, Evergreen Township to the southeast, and Sidney Township to the southwest. Other nearby communities are the Village of Sheridan located 6 miles to the south, along with the City of Ionia located 22 miles to the south, the City of Ithaca located 24 miles to the east, the City of Greenville located 20 miles to the southwest, and the Village of Lakeview located 18 miles to the northwest.

Surrounding Townships

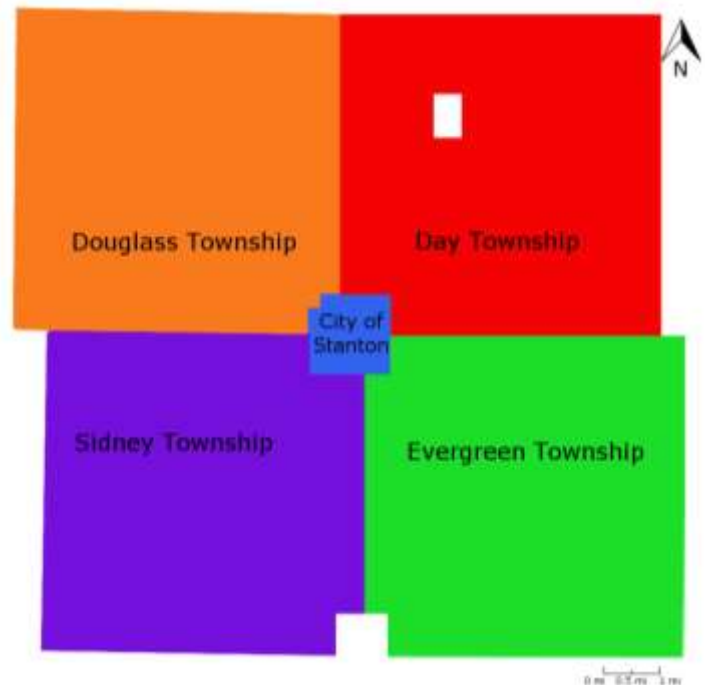
As noted above, the City of Stanton is located in at the intersection of four adjacent townships; Day, Douglass, Evergreen, and Sidney. Most of the area is being used for agriculture, but much of the south and southeast of the adjacent area is heavily forested. Many areas within that strand of forests have been designated the Stanton State Game Area.

The heavier cumulative population around Stanton is to the west and south in Sidney, Evergreen, and Douglass Townships. This depicts the growth moving northeast out of the Grand Rapids and Greenville areas. Douglass Township and Sidney Townships have both adopted zoning ordinance and master plan,

Map 1: City of Stanton Location Map



Map 2: Neighboring Townships Map



while Day Township and Evergreen Townships have not implemented any zoning restrictions.

Sidney Township, while not the largest in population per census data, shows the most potential for growth being between the City of Greenville and the City of Stanton. Sidney Township also has the Montcalm Community College, Montcalm Area Career Center, the Central Montcalm School district campus, and the City of Stanton's wastewater sewage facility within its boundaries.

Future land use and infrastructure decisions made by the city and the townships have the potential to significantly impact the other. Cooperation and coordination between the jurisdictions is critical to promote each community's vision for their future.

Central Montcalm Public Schools

The City of Stanton is located in the Central Montcalm Public School District. Details on the school facilities serving Stanton students can be found in "Community Facilities" section of this plan.

Montcalm County

Montcalm County provides a range of services that impact the residents of the City of Stanton. Most of the services are provided from or within the city limits of Stanton. Montcalm County is mainly composed of agricultural and natural area. The City of Stanton has a strong history of farming, and logging, and is one of the denser population clusters in the county. Stanton is the official county seat since the 1860s.

One of the greatest potential influences on the development of the City of Stanton is the impact of growth from the Grand Rapids Metropolitan Area. Kent County has been one of the fastest growing counties in the state since the 1960s. As growth continues, development pressure on southern southwestern Montcalm County, including the township Sidney whose population will rely on additional county services and the commerce of the City of Stanton, can be expected. The economic downturn in Michigan's economy over the last decade has slowed that growth considerably, but the overall trend of the last 50 years can be expected to continue.

CHAPTER 2 - Community Description

A. History

Montcalm County was established in March of 1831 and started operating independently in March of 1850. During that time a temporary county seat was established in Greenville; however, that location was not central to the county. The area sought for the official county seat was a more central location. The state started to acquire property near an area that was being settled by German descendants. Around 1860 a man by the name Fredrick Hall sold 40 acres at a very low price of \$50.00 to the government to allow for the new county seat to be established. In honor of Fredrick Hall's generosity, the power that be named the new settlement Fred. Fredrick Hall was placed in charge of the new county seat settlement and upon applying to the government for a post office; Mr. Hall placed Stanton as the city name as he was admirer of President Lincoln's secretary of war and Ohio native, Edwin Stanton. The State of Michigan recognized this change in name in February of 1863.

The Village of Stanton and county seat of Montcalm was founded in 1863. The original plat and survey of Stanton was done in 1864. The town was incorporated in October of 1867 and reincorporated in 1869 under a special act of the State of Michigan Legislature. Stanton officially became a city in 1881.

The area was sought after due to its fertile soils, which were good for farming, the population of wild game in the area for hunting, and the large swaths of forests. It was because of forests, mostly the abundant pine groves, that Stanton grew into a lumbering hub for the region. Lumbering became Stanton's main industry and rail line (now the Fredrick Meijer Heartland Trail) was completed in 1873, connecting Stanton with Grand Rapids and other larger areas of commerce such as Lansing, Detroit, and Chicago.

By 1910, the automobiles produced within the larger cities in the state were changing the way Americans lived, where they worked, and where they traveled for entertainment and recreation. Stanton, like countless other small towns within 40 miles of major urban centers, began to lose its residents and shop owners to cities like Grand Rapids. Some even ventured further for the jobs in Lansing and/or Flint to the southeast. While decline was evident, it was never devastating. By the 1940s, a new generation of property owners were still farming and the need for government service offered by the county was on the rise. Wealth generated by the automobile industry began to affect the area's development with the north-south trunk line of M-66 being rerouted to include city's like Stanton and Six Lakes. The City of Stanton was a particularly welcoming stop being the midway point between Charlevoix, the beginning of state trunk line, and the Indiana State Line. Stanton continued to provide the area's residents with the local conveniences of shopping and due to the east-west jog the trunk line makes through the city many buildings remained in use for the common traveler. However, with the construction and upgrading of north-south routes of U.S. highway 131 and 127 travelers could bypass small towns like Stanton and

travel at a much higher rate of speed. These developments of the Michigan State Trunk Line Highway system to the east and west of Stanton would come to have a less positive effect on the city.

As the lumber industry slowed and lumbering operations moved to more northern areas of the state the rail line also became of less importance to the city and the area as a whole. By 1933 the Stanton Junction, the split just south of the city limits that continued to Sheridan, was removed and by 1962 the Stanton Depot was demolished having no needed freight stops or passenger needs. In the 1990's, the Pere Marquette rail line was removed and by the mid-2000's the old rail line had been converted into a walking and biking trail, which is still in use to this day.

Knowing the history of the City of Stanton helps to identify the development patterns. The Existing Land Use map provides a base from which to begin the process of developing a City Master Plan. By correlating existing development and natural features with the expected future population, the commission can begin to develop a plan for the community's long-range development. This particular approach to the planning process ensures a plan for future land use that is sensitive to the natural capabilities of the city's physical resources, as well as the social needs of the existing and future population.

B. Population Analysis

Population information is important to review when trying to understand a community. When considering population for a village, it must be kept in mind that residents in Michigan are also residents of the township in which the village is located. This is reflected in the census data. Therefore, the census numbers for Day, Sidney, and Evergreen Township include village residents as well.

The City of Stanton's census population peaked sometime in the 1980's and remained unchanged for twenty years. However, between 2000 and 2010 the population of the city dropped 6% by the time the 2010 census data (Table 1). All the adjacent townships lost population as reported in the latest census data from 2010. Sidney Township lost the least, not ever registering a full percentage, but the county's population as a whole grew. In census data not provided here, the majority of the county's growth is in the western portion of the county nearer Grand Rapids including Reynolds Township, Howard City, and Pierson Township in the county "panhandle" and the City of Greenville and Eureka Township in the southwest portion of the county. As the county grows the effects on the City of Stanton, being the county seat, should be positive economically and ultimately increase the city's population as this trends continues. The lowest growth the county has seen in the past 40 years correlates directly with population trends of the City of Stanton.

TABLE 1 POPULATION CHANGES														
1970 - 2010	CITY of STANTON		DAY TOWNSHIP		DOUGLASS TOWNSHIP		EVERGREEN TOWNSHIP		SIDNEY TOWNSHIP		MONTCALM COUNTY		STATE of MICHIGAN	
Year	Pop.	Chng.	Pop.	Chng.	Pop.	Chng.	Pop.	Chng.	Pop.	Chng.	Pop.	Chng.	Pop.	Chng.
1970	1,089		1,180		1,118		1,842		1,504		39,660		8,875,083	
1980	1,315	21%	1,234	5%	1,787	60%	2,183	19%	2,053	37%	47,555	20%	9,262,078	4%
1990	1,504	14%	1,196	-3%	1,944	9%	2,531	16%	2,375	16%	53,059	12%	9,295,297	0%
2000	1,504	0%	1,282	7%	2,377	22%	2,922	15%	2,563	8%	61,266	15%	9,938,444	7%
2010	1,417	-6%	1,172	-9%	2,180	-8%	2,858	-2%	2,574	0%	63,342	3%	9,883,640	-1%

Reference: U.S. Census Bureau

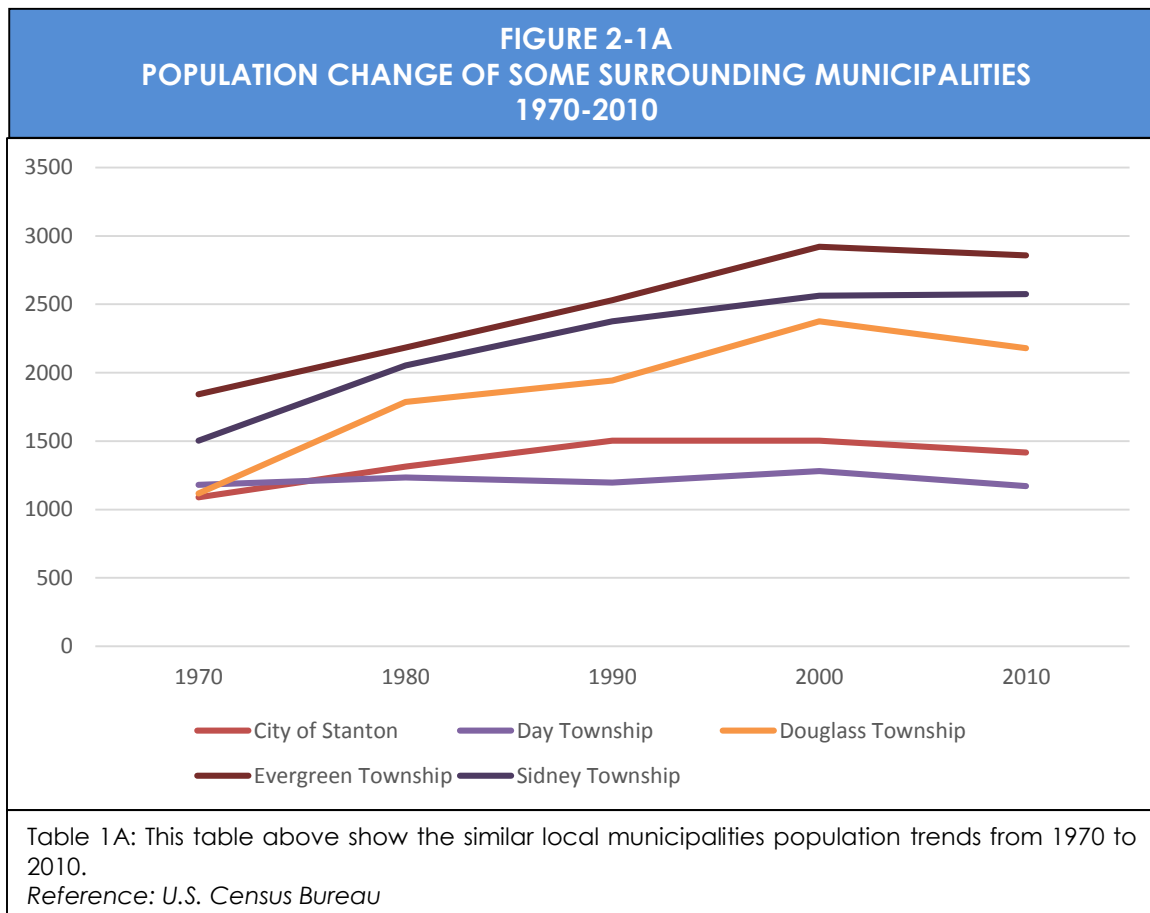


TABLE 2
POPULATION AGE DISTRIBUTION
2010

	CITY of STANTON		MONTCALM COUNTY		STATE of MICHIGAN	
	#	%	#	%	#	%
Total population	1,417	100%	63,342	100%	9,883,640	100%
Under 5 years	96	6.8%	3,834	6.1%	596,286	6.0%
5 to 9 years	92	6.5%	4,120	6.5%	637,784	6.5%
10 to 14 years	93	6.6%	4,480	7.1%	675,216	6.8%
15 to 19 years	100	7.1%	4,550	7.2%	739,599	7.5%
20 to 24 years	120	8.5%	3,562	5.6%	669,072	6.8%
25 to 29 years	114	8.0%	3,824	6.0%	589,583	6.0%
30 to 34 years	110	7.8%	3,857	6.1%	574,566	5.8%
35 to 39 years	103	7.3%	4,067	6.4%	612,493	6.2%
40 to 44 years	91	6.4%	4,468	7.1%	665,481	6.7%
45 to 49 years	74	5.2%	4,952	7.8%	744,581	7.5%
50 to 54 years	97	6.8%	4,875	7.7%	765,452	7.7%
55 to 59 years	68	4.8%	4,284	6.8%	683,186	6.9%
60 to 64 years	64	4.5%	3,527	5.6%	568,811	5.8%
65 to 69 years	50	3.5%	2,830	4.5%	418,625	4.2%
70 to 74 years	48	3.4%	2,269	3.6%	306,084	3.1%
75 to 79 years	36	2.5%	1,593	2.5%	244,085	2.5%
80 to 84 years	27	1.9%	1,192	1.9%	200,855	2.0%
85 years and over	34	2.4%	1,058	1.7%	191,881	1.9%

Reference: U.S. Census Bureau

FIGURE 2-2A
AGE GROUP BREAKDOWN BY PERCENTAGE
2010

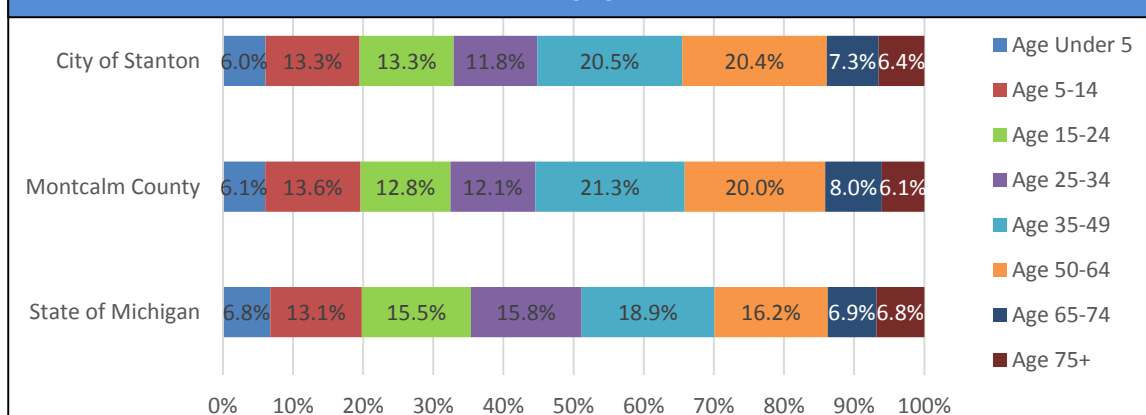
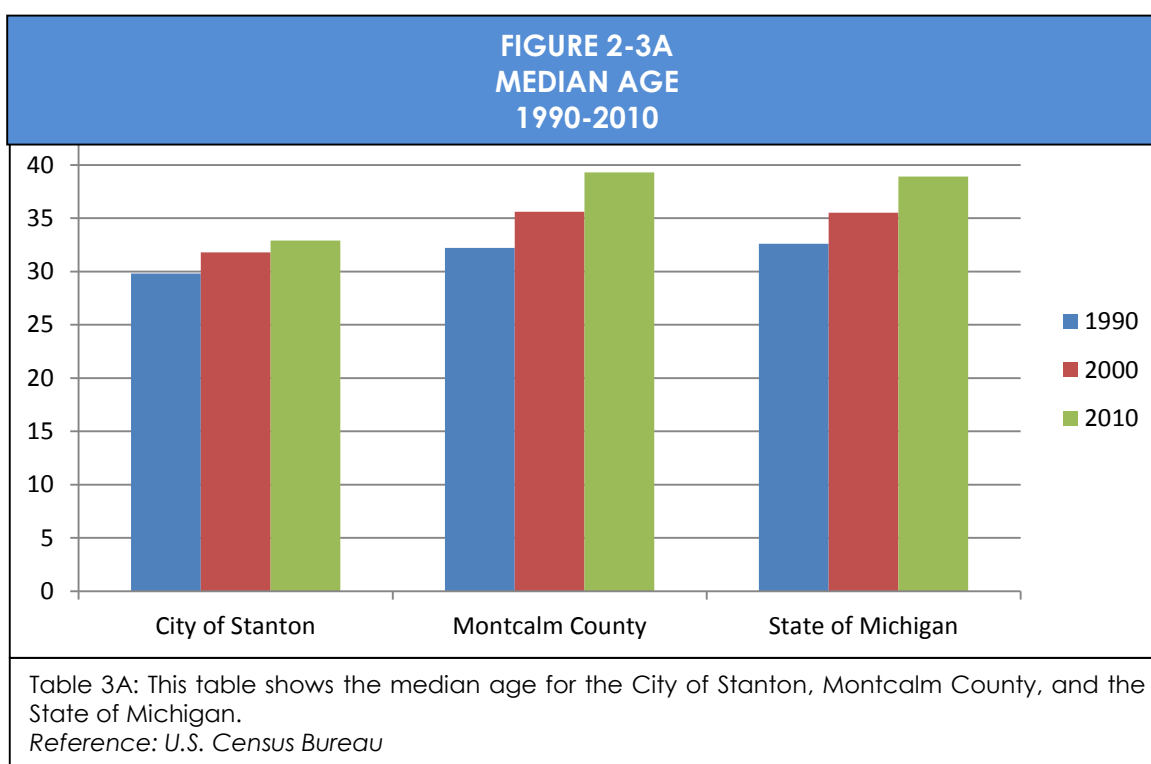


Table 2A: This table displays the population percentage of each age grouping for the City of Stanton, Montcalm County, and the State of Michigan.
Reference: U.S. Census Bureau

TABLE 3 MEDIAN AGE 1990 – 2010			
Year	City of Stanton	Montcalm County	State of Michigan
1990	29.8	32.2	32.6
2000	31.8	35.6	35.5
2010	32.9	39.3	38.9
Reference: U.S. Census Bureau			

The age distribution in the City of Stanton is somewhat different from the county as a whole. The city has a greater percentage of young adults when compared with the total population of the county and state (Table 2). The city's numbers were closer to the State's numbers as a whole in the 1980's but the "brain drain" that took place in the 90's and into the 2000's showed more with the state and county numbers.



The median age in the city, county, and state continue to rise in age (Table 3). The City of Stanton has the lowest age from 1990 to 2010. The City of Stanton also shows the lowest rise in median age out of Montcalm County and Michigan.

TABLE 4 RACE 2010						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
White	1,329	93.8%	62,358	88.3%	7,803,120	78.9%
Black or African American	26	0.7%	1,483	2.1%	1,400,362	14.2%
American Indian and Alaska Native	10	0.3%	298	0.4%	62,007	0.6%
Asian	3	0.1%	224	0.3%	238,199	2.4%
Native Hawaiian and Other Pacific Islander	0	0.0%	19	0.0%	2,604	0.0%
Some other race	25	0.7%	582	0.8%	147,029	1.5%
Two or more races	24	0.7%	984	1.4%	230,319	2.3%
*Includes village and city population.						

Reference: U.S. Census Bureau

TABLE 5 HISPANIC OR LATINO HERITAGE 2010						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Hispanic or Latino (of any race)	83	2.4%	1,932	2.7%	436,358	4.4%
*Includes village and city population.						
Reference: U.S. Census Bureau						

The makeup of a community's population can also be broken down into race and ethnicity. Shown in Table 4 is the racial breakdown where the city, county, and state are majority white. The city is the least amount of diversity where all other races are less than 1% of the population. The county is slightly more diverse with black and two or more races exceeding 1%. The state has the largest amount of diversity with most categories exceeding 1%. There is also a lower percentage of those who are Hispanic or Latino in all three jurisdictions being lower than 5%. The city has a 2.4% Hispanic and Latino population that is just slightly lower than the county's Hispanic or Latino population (2.7%). The city is pretty reflective of the local area the county.

TABLE 6 HOUSEHOLD TYPES 2010						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Total households	508	100.0%	23,432	100.0%	3,872,508	100.0%
Family households (families)	315	62.0%	16,566	70.7%	2,554,073	66.0%
With own children under 18 years	145	28.5%	7003	29.9%	1,106,735	28.6%
Married-couple family	201	39.6%	12,676	54.1%	1,857,127	48.0%
With own children under 18 years	70	13.8%	4,682	20.0%	730,892	18.9%
Female householder, no husband present	91	17.9%	2,662	11.4%	511,583	13.2%
With own children under 18 years	60	11.8%	1,602	6.8%	284,562	7.3%
Male householder, no wife present	23	4.5%	1,228	5.2%	185,363	4.8%
With own children under 18 years	15	3.0%	719	3.1%	91,281	2.4%
Nonfamily households	193	38.0%	6,866	29.3%	1,318,435	34.0%
Householder living alone	169	33.3%	5,585	23.8%	1,079,678	27.9%
Householder 65 years and over	154	30.3%	6,201	26.5%	985,333	25.4%
Reference: U.S. Census Bureau						

Table 6 shows the breakdown of households by types. A household is one or more persons functioning as a household unit. It is different from a family household by the fact that it includes individuals living alone and two or more unrelated people living together. The principal difference between the city and the county, besides married couples, is the percentage of non-family residences, due to a larger percentage of single-person households and those comprised of two or more non-family members living together. This may be due to the greater portion of rental units in the city (see table 9), which may lend themselves to less permanent household arrangements.

The average household size for the city, county, and state is similar as shown in table 7. Comparison with 2000 data shows a drop in household size. This is a national trend due to the aging population. As nuclear families age, single households split into

TABLE 7 AVERAGE HOUSEHOLD SIZE 2000 – 2010			
Year	City of Stanton	Montcalm County	State of Michigan
2000	2.54	2.65	2.56
2010	2.42	2.57	2.49
Reference: U.S. Census Bureau			

several as the children reach adulthood and form new households. Increases in the rate of divorce over the past 50 years have also increased the number of households and caused a reduction in average household. A significant impact of this trend is that a population that does not increase may still require additional housing units. It also impacts the demand for smaller dwelling units.

TABLE 8 EDUCATIONAL ATTAINMENT 2013*						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Population 25 years and over	995	100%	42,853	100%	6,594,586	100%
Less than 9th grade	31	3.1%	1,457	3.4%	224,216	3.4%
9th to 12th grade, no diploma	12	1.2%	3,942	9.2%	507,783	7.7%
High school graduate (includes equivalency)	322	32.4%	17,055	39.8%	2,004,754	30.4%
Some college, no degree	292	29.3%	10,842	25.3%	1,582,701	24.0%
Associate degree	92	9.2%	3,814	8.9%	567,134	8.6%
Bachelor's degree	52	5.2%	3,600	8.4%	1,048,539	15.9%
Graduate or professional degree	87	8.7%	2,143	5.0%	659,459	10.0%
*Estimates based on 2013 information Reference: American Community Survey						

Both the county and city have a somewhat lower percentage of residents over 25 who have a Bachelor's degree or higher. Futurists and economic developers stress the need in the new "knowledge economy" for communities to attract college graduates if they are to ensure future economic growth. With the growth of Montcalm Community College in Sidney Township and the growth pushing northeast into the Montcalm County out of the Grand Rapids area, the city should be able to attract a higher percentage of college educated individuals through its quality of life and location. The Stanton area can help to bolster the area's long term economic growth with the city's easy access to educational services. Michigan State University has setup their Extension program at the old County Administration Building and Montcalm Community College and the Montcalm Area Career Center are both about 5 miles from downtown Stanton.

C. Housing Analysis

This data measures the transient character of a community. It indicates that the city's population tends to be less permanent than compared to the County or State. There was a -8.5% change in the 2010 census data after

TABLE 9 HOUSING TENURE 1990 - 2010						
Total Housing Units*	City of Stanton		Montcalm County		State of Michigan	
	#	% Change	#	% Change	#	% Change
1990	555		18,563		3,419,331	
2000	555	0.0%	22,079	18.9%	3,785,661	10.7%
2010	508	-8.5%	23,432	6.1%	3,872,508	2.3%
*Occupied Housing Units. Reference: U.S. Census Bureau						

there had been no change for the past twenty years. This would explain some of the abandoned or city owned houses and property (some properties had houses that were torn down) within the city limits.

TABLE 10 RESIDENTIAL HOUSING 2010						
Housing Units	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Occupied	508	100.0%	23,432	100.0%	3,872,508	100.0%
Owner-occupied	307	60.4%	18,513	79.0%	2,793,342	72.1%
Renter-occupied	201	39.6%	4,919	21.0%	1,079,166	27.9%
Reference: U.S. Census Bureau						

Table 10 identifies the breakdown of renters vs. homeowners in the city. It is not unusual for an urban area to have a higher percentage of renters than mostly rural areas. However, the City of Stanton has almost 40% of the occupied houses as rentals which is larger than normal given the surrounding rural area and the amenities within the city.

TABLE 11 UNITS IN STRUCTURE* 2013**						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Total housing units	604	100.0%	28,131	100.0%	3,823,280	100.0%
1-unit, detached	371	61.4%	21,802	77.5%	2,783,348	72.8%
1-unit, attached	10	1.7%	366	1.3%	183,517	4.8%
2 units	24	4.0%	647	2.3%	87,935	2.3%
3 or 4 units	81	13.4%	281	1.0%	95,582	2.5%
5 to 9 units	0	0.0%	450	1.6%	160,578	4.2%
10 or more	85	14.1%	703	2.5%	324,979	8.5%
Mobile home	49	8.1%	3,882	13.8%	191,164	5.0%
*Occupied Housing Units. **Estimates based on 2009 - 2013 information.						
Reference: American Community Survey						

Table 11 compares the type of housing in the city, county and state. It is common for urban areas with municipal water and sewer infrastructure to contain the bulk of the multi-family housing. This trend can be expected to continue unless the city develops municipal water and sewer and connects it to surrounding townships within the county. On the other hand, the portions of the city that have water and sewer are dotted with multi-unit structures.

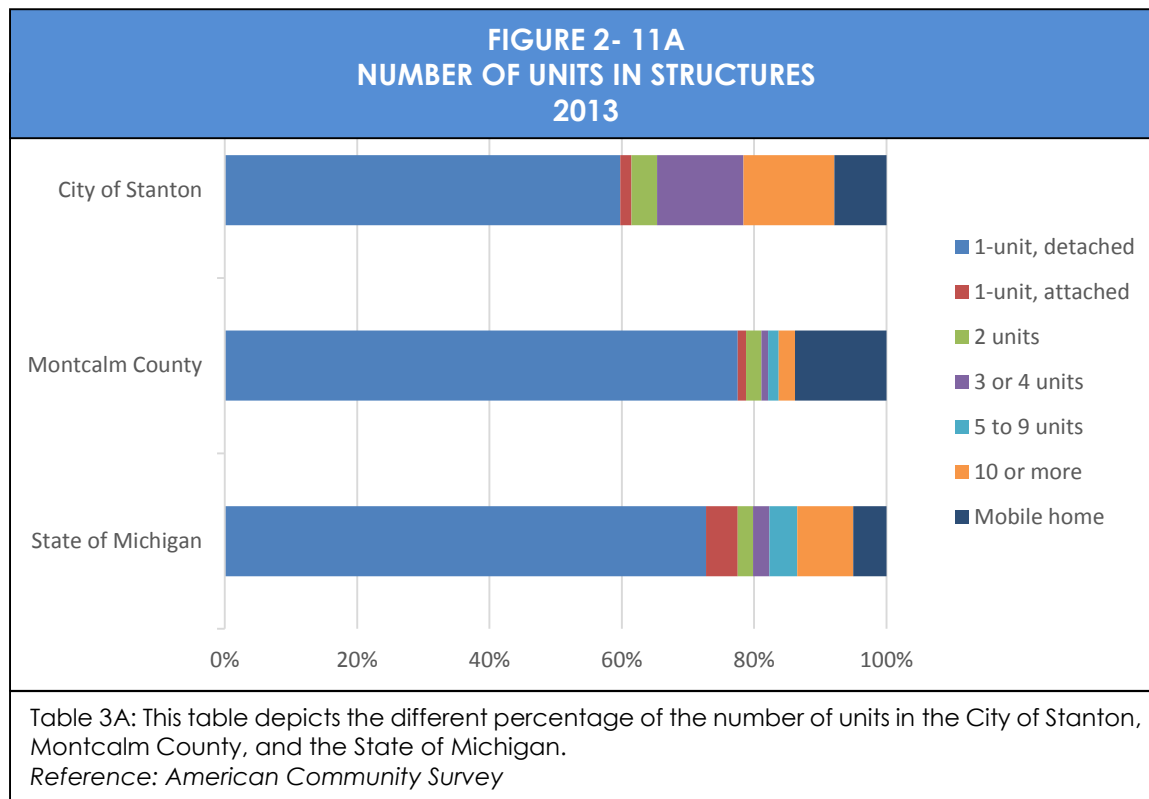


TABLE 12 AVERAGE ASSESSED RESIDENTIAL VALUE 2005, 2010, 2015			
Average Value of Residentially Classified Parcels	2005	2010	2015
	\$30,0126	\$32,218	\$28,324
Reference: City of Stanton Assessment Roll Reports (Michigan Dept. of Treasury form 607)			

Table 12 shows the change in the assessed value of residential parcels in the city in 2005, 2010 and 2015. Assessed value is defined as half the estimated market value of a parcel. The information shows that residential parcels in the city rose over the period from 2005 to 2010 but fell during the five following years to a point lower than the average in 2005. Since most communities began to experience a drop in assessed residential value starting in 2008, the 2010 number may actually reflect a drop from a higher value in 2007/2008. In any case the data confirms that the city's residential tax base suffered the same value deflation of most communities in Michigan.

TABLE 13 A GROSS RENT 2013*						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Specified renter-occupied units	234	100.0%	4,456	100.0%	1,007,071	100.0%
Less than \$200	15	6.4%	165	3.7%	20,236	2.0%
\$200 to \$299	34	14.5%	275	6.2%	40,228	4.0%
\$300 to \$499	68	29.1%	743	16.7%	99,303	9.9%
\$500 to \$749	78	33.3%	1,515	34.0%	320,051	31.8%
\$750 to \$999	30	12.8%	1,196	26.8%	276,302	27.4%
\$1,000 to \$1,499	7	3.0%	493	11.1%	195,155	19.4%
\$1,500 or more	2	0.9%	69	1.5%	55,796	5.5%
No rent paid	7	3.0%	673	15.1%	59,147	5.9%
Median (dollars)	\$500		\$673		\$768	
*Estimates based on 2009 - 2013 information. Reference: American Community Survey						

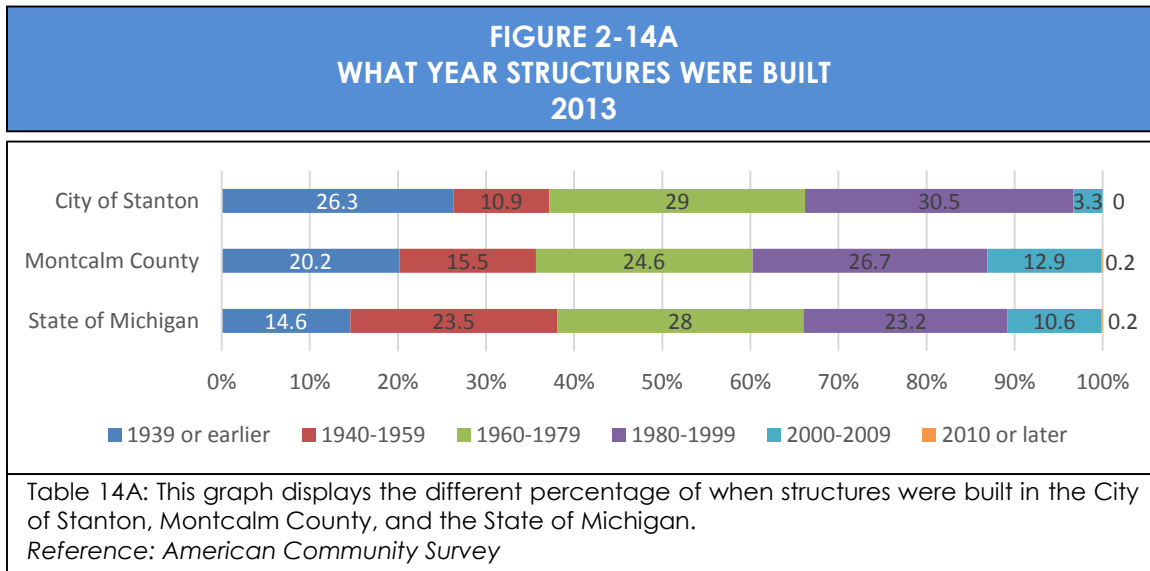
Rental properties are usually found in more urban areas because of the need to be close to amenities, services, and/or work. Table 13A shows that monthly rent prices in the City of Stanton cover a large range. Table 13B shows the median rent values to be \$500 for 2013, which is comparable in range for the county and state.

TABLE 14 YEAR STRUCTURE BUILT* 2013**						
	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Total housing units	604	100.0%	28,131	100.0%	3,823,280	100.0%
2010 or Later	0	0.0%	50	0.2%	7,647	0.2%
2000 to 2009	20	3.3%	3,629	12.9%	405,268	10.6%
1980 to 1999	184	30.5%	7,506	26.7%	887,001	23.2%
1960 to 1979	175	29.0%	6,928	24.6%	1,070,518	28.0%
1940 to 1959	66	10.9%	4,349	15.5%	898,471	23.5%
1939 or earlier	159	26.3%	5,669	20.2%	558,199	14.6%
*Occupied Housing Units. **Estimates based on 2013 information. Reference: American Community Survey						

TABLE 13 B MEDIAN RENT VALUES 1990 - 2013*						
Total Housing Units	City of Stanton		Montcalm County		State of Michigan	
	\$	% Change	\$	% Change	\$	% Change
1990	\$239		\$259		\$341	
2000**	\$261	9.2%	\$482	86.1%	\$546	60.1%
2013*	\$500	91.6%	\$673	39.6%	\$768	40.7%

*Estimates based on 2009 - 2013 information.
 Note: ** Information not available - estimated value
 Reference: American Community Survey

Table 14 shows the last significant increase in housing construction occurred in the City of Stanton from 1980 to 2000; however, only 20 new homes have been built in the 13 years that this table shows, from 2000 to 2013.



Tables 15 and 16 identify the affordability of housing in a community by comparing housing costs with income. For owner-occupied homes, "selected monthly owner costs" include payments for mortgages or similar debts on the property (including payments for second mortgages, home equity loans, and other junior mortgages); real estate taxes; insurance on the property; utilities (electricity, gas, and water and sewer); and fuels. Where appropriate, it also includes the monthly condominium fees or mobile home costs. The "gross rent" calculated for non-homeowners includes the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water, and sewer) and fuels, if these are paid for by the renter.

TABLE 15
SELECTED MONTHLY OWNER COSTS
AS A PERCENTAGE OF HOUSEHOLD INCOME
2013*

	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Housing Units with a mortgage	189	100.0%	11,452	100.0%	1,776,471	100.0%
Less than 20.0 percent	69	36.5%	3,922	34.2%	688,658	38.8%
20.0 to 24.9 percent	45	23.8%	1,847	16.1%	293,190	16.5%
25.0 to 29.9 percent	23	12.2%	1,287	11.2%	208,521	11.7%
30.0 to 34.9 percent	14	7.4%	936	8.2%	141,504	8.0%
35.0 percent or more	38	20.1%	3,460	30.2%	444,598	25.0%

*Estimates based on 2013 information.

Reference: American Community Survey

A general rule of thumb is that a household should not pay more than one-third of income on these housing costs. Table 15 shows that (36.5%) pay less than a one-fifth of its income for housing costs. Table 16 shows that somewhat fewer renters pay only one-fifth of their income on housing costs (31.2%) as compared to most renters in the city that are paying over 35% of their income on housing. This is very comparable to the trends of the county and state.

TABLE 16
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME
2013*

	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Occupied units paying rent	234	100.0%	4,391	100.0%	979,463	100.0%
Less than 15.0 percent	32	13.7%	532	12.1%	110,043	11.2%
15.0 to 19.9 percent	41	17.5%	573	13.0%	110,519	11.3%
20.0 to 24.9 percent	10	4.3%	454	10.3%	113,520	11.6%
25.0 to 29.9 percent	20	8.5%	562	12.8%	108,680	11.1%
30.0 to 34.9 percent	39	16.7%	330	7.5%	86,402	8.8%
35.0 percent or more	92	39.3%	1,940	44.2%	450,299	46.0%

*Estimates based on 2013 information.

Reference: American Community Survey

D. Economic Analysis

Economic analysis is important to take inventory to see economic diversity and other important economic trends to see economic stability. Information that helps to gage these factors include occupation, industry, class of worker, income, income source, poverty status, and vehicles available. The diversity of a local economic helps to overcome when one industry is suffering for some period of time.

The six occupations listed in Table 17 are generalization of 509 specific occupational categories for employed people arranged into 23 major occupational groups by the Bureau of the Census. The table shows that the percentage of each occupation varies between the county, township, and city.

TABLE 17 OCCUPATION 2013*						
OCCUPATION	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Employed civilian population 16 years and over	488	100.0%	23,975	100.0%	4,242,948	100.0%
Management, professional, and related occupations	79	16.2%	5,852	24.4%	1,460,410	34.4%
Service occupations	97	19.9%	4,024	16.8%	788,907	18.6%
Sales and office occupations	114	23.4%	5,807	24.2%	1,039,814	24.5%
Natural resources, construction, and maintenance occupations	40	8.2%	3,108	13.0%	330,930	7.8%
Production, transportation, and material moving occupations	158	32.4%	5,184	21.6%	622,887	14.7%

*Estimates based on 2013 information.
Reference: American Community Survey

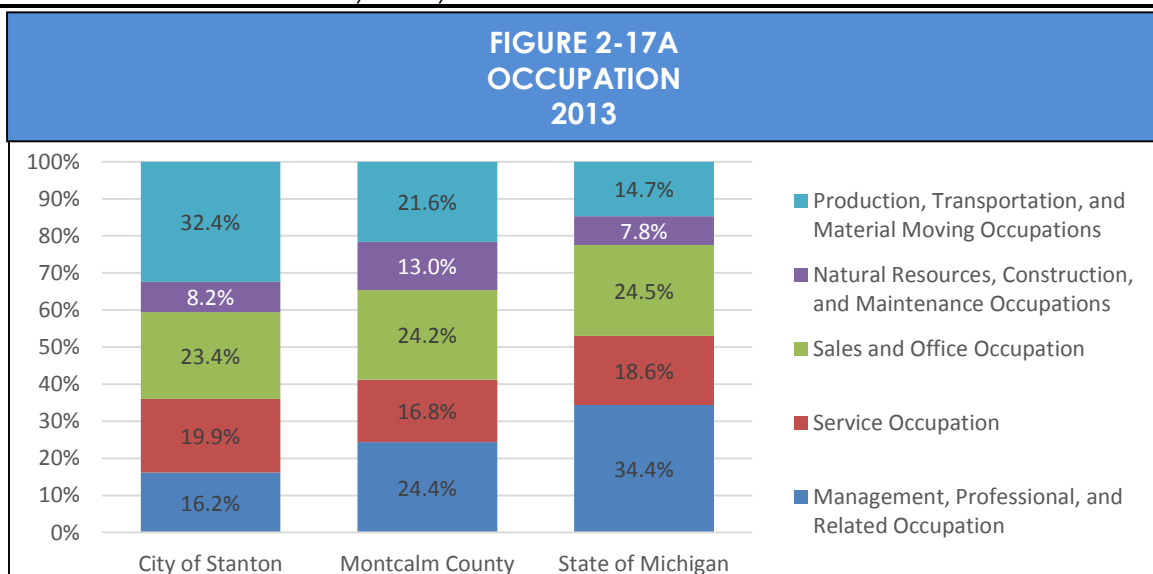


Table 17A: These are the different percentages of the occupation that the population that is employed and over the age of 16 in the City of Stanton, Montcalm County, and the State of Michigan.

Reference: American Community Survey

The industry classification system used during Census 2000 was developed for the census and consists of 265 categories for employed people, classified into 14 major industry groups. Table 18 shows estimated numbers from 2013 based off of census data from 2010. From 1940 through 1990, the industrial classification has been based on the Standard Industrial Classification (SIC) Manual. The Census 2000 classification was developed from the 1997 North American Industry Classification System (NAICS) published by the Office of Management and Budget, Executive Office of the President. NAICS is an industry description system that groups establishments into industries based on the activities in which they are primarily engaged.

TABLE 18 INDUSTRY 2013*						
INDUSTRY	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Employed civilian population 16 years and over	488	100.0%	23,975	100.0%	4,242,948	100.0%
Agriculture, forestry, fishing and hunting, and mining	5	1.0%	804	3.4%	57,301	1.4%
Construction	31	6.4%	1,447	6.0%	202,160	4.8%
Manufacturing	120	24.6%	5,217	21.8%	718,926	16.9%
Wholesale trade	20	4.1%	584	2.4%	105,814	2.5%
Retail trade	46	9.4%	2,935	12.2%	492,062	11.6%
Transportation and warehousing, and utilities	14	2.9%	1,200	5.0%	175,033	4.1%
Information	9	1.8%	434	1.8%	69,484	1.6%
Finance, insurance, real estate, and rental and leasing	24	4.9%	736	3.1%	233,820	5.5%
Professional, scientific, management, administrative, and waste management services	43	8.8%	1,564	6.5%	391,156	9.2%
Educational, health and social services	97	19.9%	5,134	21.4%	1,026,926	24.2%
Arts, entertainment, recreation, accommodation and food services	18	3.7%	1,522	6.3%	400,751	9.4%
Other services (except public administration)	18	3.7%	1,276	5.3%	206,172	4.9%
Public administration	43	8.8%	1,092	4.6%	163,343	3.8%
*Estimates based on 2013 information.						
Reference: American Community Survey						

The primary industries that the residents of the city were engaged in the year 2010 were manufacturing with Education/Social Services farther behind as the next largest. Manufacturing makes up almost a full quarter of all employed persons. With manufacturing and education/health/social services the city's working class is 44.5%

involved in those occupations/industries. These are very similar to the percentage in the county and state as a whole, but manufacturing is slightly higher than the county and state percentages, despite the fact that the City of Stanton has a relatively small number of manufacturing operations in the city's limits.

TABLE 19 CLASS OF WORKER 2013*						
CLASS OF WORKER	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Employed civilian population 16 years and over	488	100.0%	23,400	100.0%	4,242,948	100.0%
Private wage and salary workers	388	79.5%	19,441	83.1%	3,505,295	82.6%
Government workers	87	17.8%	3,038	13.0%	508,848	12.0%
Self-employed workers in own not incorporated business	13	2.7%	1,460	6.2%	222,020	5.2%
Unpaid family workers	0	0.0%	36	0.2%	6,785	0.2%
*Estimates based on 2013 information. Reference: American Community Survey						

The data in Table 19 shows the breakdown of workers based on the ownership of the employing organization. It shows that in 2013, the percentage of persons employed by the government was higher than the county or state as a whole. This can make the employment base somewhat more vulnerable during an economic downturn being that it is the county seat.

TABLE 20 INCOME 2013**						
INCOME IN 2013*	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Households	560	100.0%	23,400	100.0%	3,823,280	100.0%
Less than \$10,000	62	11.1%	1,986	8.5%	312,673	8.2%
\$10,000 to \$14,999	58	10.4%	1,379	5.9%	215,695	5.6%
\$15,000 to \$24,999	91	16.3%	3,572	15.3%	452,251	11.8%
\$25,000 to \$34,999	114	20.4%	3,316	14.2%	426,840	11.2%
\$35,000 to \$49,999	84	15.0%	4,081	17.4%	557,516	14.6%
\$50,000 to \$74,999	67	12.0%	4,815	20.6%	704,343	18.4%
\$75,000 to \$99,999	69	12.3%	2,176	9.3%	455,719	11.9%
\$100,000 to \$149,999	9	1.6%	1,707	7.3%	436,587	11.4%
\$150,000 to \$199,999	3	0.5%	282	1.2%	143,832	3.8%
\$200,000 or more	3	0.5%	186	0.8%	117,824	3.1%
Median household income (dollars)	\$31,250.00		\$40,451.00		\$64,753.00	
Note: * Includes benefits (in 2013 inflation-adjusted dollars) **Estimates based on 2013 information. Reference: American Community Survey						

The overall median household income for the City of Stanton is lower than the county and state shown in Table 21. The highest (20.4%) of the city's population is in the \$25,000 to \$34,999 income bracket which is lower than the county and state. The general income of households in the city is lower than the county and state resulting in the lower median household income.

TABLE 21 INCOME SOURCE 2013*						
INCOME SOURCE IN 1999	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Households	560	100.0%	23,400	100.0%	3,823,280	100.0%
With earnings	392	70.0%	16,549	70.7%	2,823,701	73.9%
Mean earnings (dollars)	\$46,298.00		\$50,892.00		\$66,503.00	
With Social Security income	212	37.9%	8,148	34.8%	1,234,401	32.3%
Mean Social Security income (dollars)	\$17,289.00		\$17,791.00		\$18,164.00	
With Supplemental Security Income	32	5.7%	1,382	5.9%	211,661	5.5%
Mean Supplemental Security Income (dollars)	\$11,816.00		\$9,873.00		\$9,409.00	
With public assistance income	8	1.4%	690	2.9%	147,197	3.9%
Mean public assistance income (dollars)	\$2,813.00		\$2,398.00		\$3,289.00	
With retirement income	137	24.5%	5,373	23.0%	868,529	22.7%
Mean retirement income (dollars)	\$13,959.00		\$15,612.00		\$21,664.00	
*Estimates based on 2013 information. Reference: American Community Survey						

Tables 21 and 22 deal with annual household income estimated in 2013. Table 21 indicates that the households in the city had a slightly lower income than residents of the county as a whole. Looking at the Mean retirement income the same is true. The top source of income for the city, county, and state households are "with earnings". All three have about the same 70% proportion of their household population that have earning as a source of income. The second highest source of income, Social Security, is also the same percentage proportion. The city has a slightly higher percentage of its households that receive some form of retirement income other than Social Security.

TABLE 22 POVERTY STATUS 2013		
POVERTY STATUS IN 2013 (below poverty level)	City of Stanton	
	#	%
Total Families	315	62.0%
Families below poverty level	96	30.4%
Families with related children under 18 years of age below poverty level	37	28.5%
Families with female head of household and no husband present below poverty level	37	40.7%
With related children under 5 years	158	50.0%
Below poverty level	98	62.2%
Total Persons	1,417	17.9%
Persons below poverty level	438	57.8%
Persons under 5 years of age below the poverty level	58	11.8%
Persons 65 and older below poverty level	38	56.6%
With related children under 5 years	76	83.8%
Below poverty level	76	100.0%
Reference: U.S. Census Bureau 2010 and *American Community Survey 2013		

Table 22 identifies the extent of poverty within the city. Of the 315 families in the city, 96 or 30.4% of them are below poverty level. Of all of the households with related children under 18 years of age, 37 or 40.7% of such families are under the poverty line. Of all of the households without a husband present, 53 or 57.8% of such households were below the poverty line.

When viewed in terms of the total population, of the 1,417 persons in the city 438 or 30.9% were estimated to be below of the poverty line. Of that total 58 were children 5 years or younger, which represented 60.9% of children in that age group. At the other end of the age spectrum, 38 persons 65 years old or older were estimated to live under the poverty level, which is 19.5% of persons in that age group.

TABLE 23 VEHICLES AVAILABLE 2013*						
VEHICLES AVAILABLE	City of Stanton		Montcalm County		State of Michigan	
	#	%	#	%	#	%
Households	560		23,400		3,823,280	
None	72	12.9%	1,310	5.6%	298,216	7.8%
1	234	41.8%	7,582	32.4%	1,338,148	35.0%
2	203	36.3%	9,500	40.6%	1,475,786	38.6%
3 or more	51	9.1%	5,920	25.3%	707,307	18.5%
*Estimates based on 2013 information. Reference: American Community Survey						

Table 23 shows that almost 13% of residents in the city do not have access to a vehicle. This is much higher than the state and county. It is not uncommon for households that

are too poor to own a car or too aged to operate one to cluster in urban areas where goods and services are within walking distance, but this does not appear to be the case in the city in 2013.

E. Business Inventory

As part of the analysis of the downtown, LandUse/USA conducted an inventory and an analysis of existing and potential businesses in the city. The inventory is found in the report, The City of Stanton Michigan Retail Market Assessment and Preliminary TMA found in Appendix D

The report identifies that the range of businesses includes several “holes” that could be filled in a manner that strengthens the city's commercial base and could help to fill some exiting commercial structures in the city.

F. Existing Land Use

Land use has a major impact on the character of a community. The pattern of land use is, in turn, affected by community characteristics such as natural features (wetlands, flood plains, steep slopes) and infrastructure (street condition, sewer capacity). Because master plans serve as the basis for local zoning ordinances, future land use is a critical element in local master plans.

It is important to evaluate the existing land use patterns in a community when preparing for future land use for three reasons: 1) Many, if not most, existing uses can be expected to extend into the future as defined in most plans (20± years); 2) Existing land uses impact the suitability of development of adjacent land uses; and 3) Existing land uses impact the redevelopment options for a particular piece of property.

In April 2015, ROWE conducted a windshield survey of land uses in the city (see Map 3). Land uses were mapped and total acres by land use calculated by parcel. Table 24 shows the breakdown of existing land uses. Details on each category are below.

Table 24 Existing Land Use

Land Use	Acres	Percentage
Single-Family	124.6	18.8
Multi-Family	8.5	1.3
Commercial	4.6	.7
Office	1.1	>0.1
Public/Semi-Public	148.4	22.4
Industrial	16.3	2.5
Vacant/ROW/Agriculture	358.9	54.3
Total Area	662.4	100.0

Single-Family Residential

This category includes all lots with single-family detached homes, and encompasses the highest percentage of developed land in the city. It includes both platted parcels (the original plat of the city and subdivisions) as well as homes on "metes and bounds" parcels of various sizes. The homes range in size and age, with smaller homes located primarily in the older platted portions of the city, on smaller lots. Newer, larger homes

are often found on the edges of the city and on the metes and bounds parcels in the southern third of the community.

Multi-Family Residential

This classification includes all residential development other than single-family detached dwellings. There are several apartment buildings in the city along with a few identified duplexes.

Commercial

The city's commercial land uses are grouped around the crossroads of Main St (M-66 & Co. Rd. 522) between North State Road (m-66) and South State Road (M-66). Most of the businesses are laid out in the traditional downtown pattern, with the building set adjacent to the sidewalk and parking on the street, in the rear of the lot, or in separate off-street parking lots. A few sites have been developed with the business set back from the street (i.e. McDonalds). It is rare for a community to have maintained the concentration of its commercial core downtown and it is one characteristic that defines the City of Stanton. This category also includes offices. Most of the offices in the city are associated with the services of Montcalm County. However, there are many areas identified in the existing land use inventory that are located in buildings shared with retail businesses or within the business district. Some of those spaces could just as easily be used for retail businesses.

Public/Semi-Public

This classification includes government buildings (local, state or federal), churches, facilities operated by fraternal organizations and similar uses. In the city's case, they include the city hall, the White Pine Library, water tower site, several churches, D. Hale Brake Memorial, Maddie's Park, the post office, and the Stanton Veteran's Memorial Park currently in development. These types of uses serve several purposes, including knitting the community together through opportunities for social interaction and community service and also as generators of activity that benefit commercial uses in the community. These uses are spread throughout the city and constitute 22.4% of the land in Stanton.

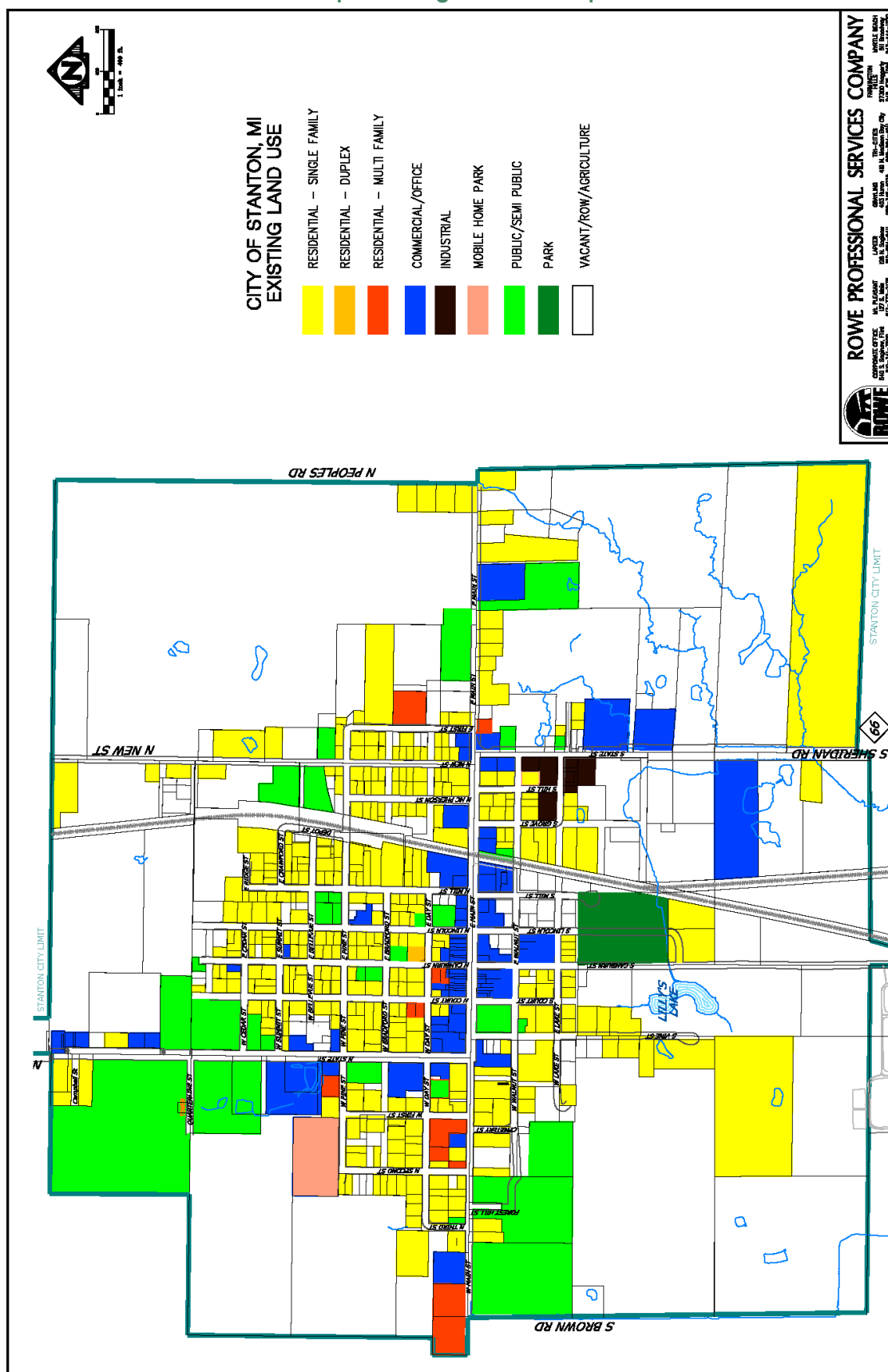
Industrial

Industrial uses can range from manufacturing operations to wholesale and manufacturing service businesses. The city has a limited industrial area located south of Main Street and west of M-66 composed primarily of light industrial uses. This land constitutes 2.5% of the land in the city.

Vacant/ROW/Agricultural

This classification consists of land that does not fall into any of the previous categories. It includes land in existing ROW and vacant land. It also includes the only substantial piece of farmland in the city, located in the north, northwest, and northeast corners of Stanton city limits. Land in this category is 27.3% of the total land in the city and represents future development opportunities.

Map 3 Existing Land Use Map



G. Transportation Facilities

The City of Stanton's transportation system consists of two parts, the part designated to carry vehicles, made up of the city's public streets and parking lots, and the part designed for pedestrians, made up of the city's sidewalk network and trails.

The layout of the City of Stanton as the county seat was influenced by the Northwest Ordinance of 1785, which established a land survey system that divided the land into six mile square townships (containing 36 square miles) twenty of which make up Montcalm County. The City of Stanton is located in the concentrated center of 16 of the 20 townships.

Each square mile in a township is called a section. The City of Stanton occupies approximately less than one full section of each of the four Townships the City limits intersect.

Streets

The city's street system consists of a network of local streets laid out onto the intersection of two primary roads (Main Street and State Street/Sheridan Road within the city). M-66, which is a state designated trunk line is the main thoroughfare which jogs through the city's downtown. Off of this main artery the local street forms a grid-iron pattern, although not all of the platted streets have been constructed, and according to information provided, some segments appear to have been vacated. These streets play strategic roles in the growth and plat of the city as it coincides with that of the surrounding townships.

The establishment of townships and sections has created a logical system for the provision of roadways along the mile-grid section lines. East-west mile roads in the Townships that continue into the city or are adjacent to the boundaries are:

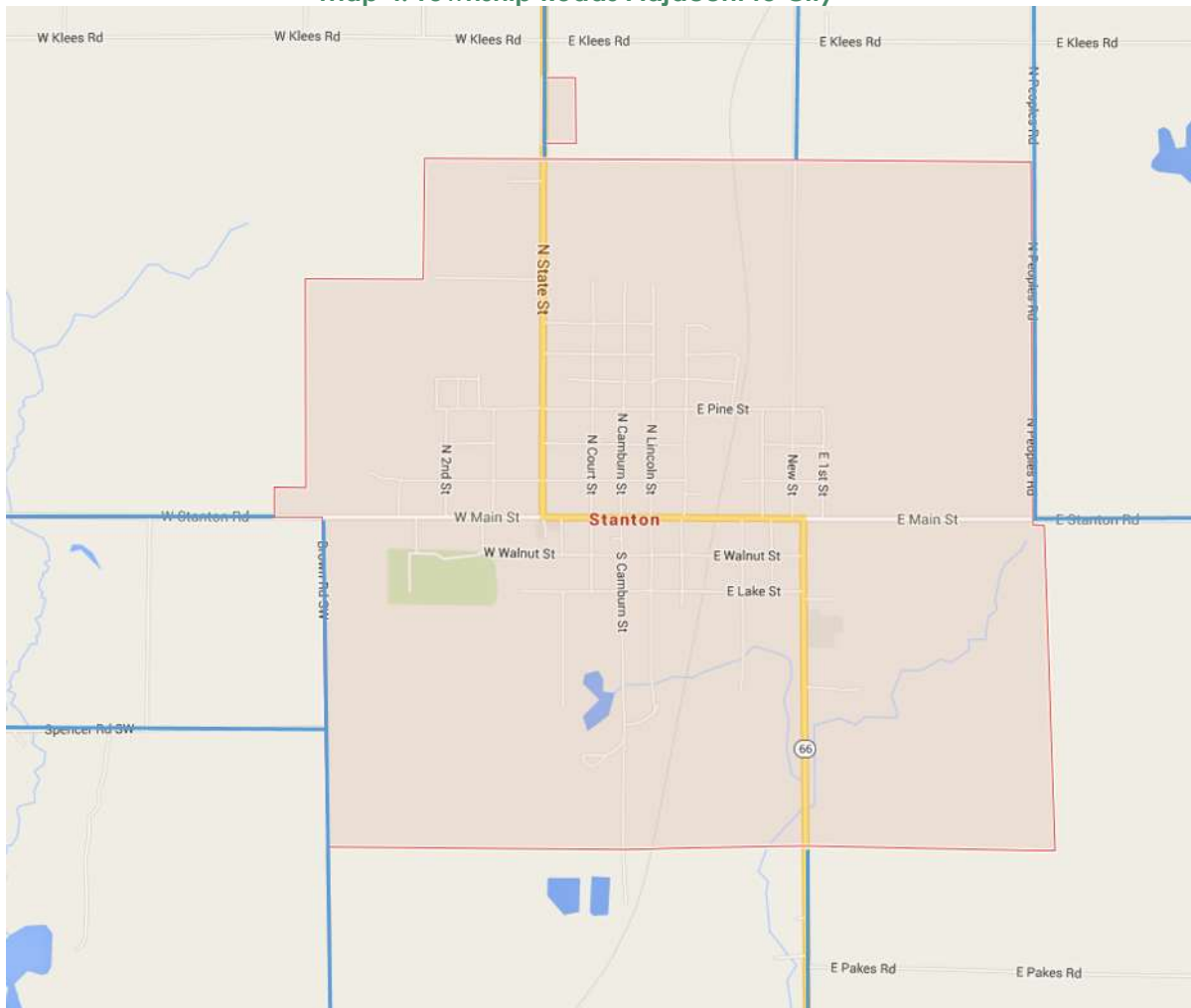
- Main Street - a paved east-west County Primary Road, designated as County Road 522, named Stanton Road outside the City limits. M-66 shares a half mile of Main Street through the downtown business district from North State Road to South State Road.
- Spencer Road SW - a gravel County Secondary Road ending at the City limits along Brown Road SW.

North-south mile roads in the Township include:

- North State Street - a paved north-south Primary State Road, designated as M-66, and named North Sheridan Road outside the City limits. This main artery in to and out of the city continues to M-46, a cross-state road.
- South State Street - a paved north-south Primary State Road, designated as M-66, and named South Sheridan Road outside the City limits. This main artery is a half mile east of North State Street. South of the city the road continues through Sheridan, Ionia, crossing M-57, M-44, M-21 and ending at Interstate 96.

- Brown Road SW – a gravel County Secondary Road that makes up approximately $\frac{3}{4}$ mile of the City's western boundary south of County Road 522.
- Peoples Road NE – a mostly gravel (approximately 800 feet paved) County Secondary Road that makes up approximately $\frac{3}{4}$ mile of the City's eastern boundary north of County Road 522.
- Eppley Road - a paved County Secondary Road. The street changes names to North New Street once south of the northern City limits.

Map 4: Township Roads Adjacent to City



Some roads listed here and throughout the adjacent townships end with a directional designation to identify their quadrant location as compared to the location of the City of Stanton, Montcalm County Seat.

Sidewalks

The city sidewalk system connects most of the residential neighborhoods in the city with the downtown, making pedestrian travel safe for children and others who wish to enjoy the walkable character of the city. As the city becomes hillier with low lying areas that have water features like marsh lands, the sidewalks disappear from the street side right-of-ways due to a lack of buildable property and necessity for accessibility. This is most apparent in the south and south west quadrant of the city. However, connections to the Fred Meijer Heartland Trail have been made and looked to be improved upon with parks and recreation area updates.

Railroad Right-of-Way (ROW)

The former railroad right-of-way that runs through an area just east of downtown Stanton is named the Fred Meijer Heartland Trail and connects small villages and cities in the county with the City of Grand Rapids. The trail system is paved with asphalt and is anywhere from 8 feet to 12 feet wide in some places. The trail system is owned by Rails to Trails Conservancy and maintained by "Friends of the Trail" with endowment money from Meijer. The trail is very accessible and is wider than the typical trail width as it enters the city. "Boulevard" type features greet trail users as they approach M-66 and Walnut Street.

H. Downtown Analysis

The city's downtown is only a portion of its commercial base. In addition, the city has commercial property running along M-66 both north and south of the downtown and extending east and west beyond the downtown. These fringe developments can weaken the economic vitality of traditional downtowns and reduce their role as a community's center.

The downtown is located at the center of the city along Main Street (M-66/Stanton Road). The buildings are generally built at or near the property line and are adjacent to the public right-of-way. Most of the buildings date from the mid to late 1800s and are concentrated in a 3-block stretch, from Court Street to Mill Street. The buildings in this area range from one to two stories and have materials consisting of mostly brick and wood. Most of the buildings within the concentrated downtown are occupied, but some vacancies exist. The range of uses includes retail, offices, and restaurant uses with potential (possibly existing) second level residential units. Parking lots are located behind many of the buildings and near the edge of the 3-block area on-site parking is available fronting Main Street (M-66) in some cases.

This area has larger concrete sidewalks with brick paver details, stationary steel street-side picnic tables with umbrellas, and parallel street parking. Street trees and decorative light fixtures are also used to further enhance the street but these features are carried along the corridor a bit further in both directions, covering a 7-block area from North State Street to Grove Street.

SUMMARY OF LAND USE/USA REPORT	
1. Property is Available	– There are existing buildings available for new commercial uses
2. Leverage Internet Sales	– The businesses on average in Stanton do a moderately good job of leveraging internet sales to support their business, with some doing an excellent job. More work in this area can help to generate additional sales for the businesses.
3. Improve Merchandising Display	– Some businesses need assistance in modifying their merchandise displays to make them more attractive to the customer
4. Add Rental Rehab	– Several of the two-plus story buildings can be developed to provide upper floor residential apartments that provide income to the property owners and additional potential clients to the businesses.
5. Improve Façade	– While the majority of the buildings have adequate to very good facades, a few are in need of major refurbishment. These poor facades can have a blighting effect on the surrounding business area.
6. Store Signage	– The inadequacy of signage for several businesses was noted. The need to identify revisions to the existing sign regulations, if this is the reason, should be addressed.
7. Need Window Challenge	– Several businesses are neglecting the opportunity to show off their businesses through adequate merchandise display. Improvements to this area can also add interest to the character of the business district
8. Relocate	– Some existing business are located in buildings or locations that are not helpful to their future growth
9. Recruit	– There are businesses outside the city that might benefit from locating in Stanton
10. New	– The study identified several businesses that are not currently in Stanton that there appears to be a market for including: Work apparel, furniture upholstery and restoration, hobby and craft supplies, memorabilia, teen spot and arcade, fitness center, vintage car dealer, motorsports, bicycle sales and repair, hearth and patio store, pet store and bulk pet supplies, brokerage and title company

I. Natural Features Study

Natural features are important aspects to consider in development of a master plan, because they influence the character of the community and can impose limitations on the development potential of portions of that community. Natural features considered in this section of the plan are woodlots, wetlands, areas of steep slope, and water bodies.

Woodlots

A significant portion of the city is covered by woodlots. Most of the undeveloped land in the city is in the southwest quadrants, as well as the vacant land in and surrounding the city. Most development that has occurred to date in the city appears to have involved mass clearing of the property. This may be unavoidable for a conventional subdivision built to the density allowed under the city's Zoning Ordinance. Currently, most of that land is being farmed on. The city may wish to encourage the future use of cluster development, which can help to prevent the mass clearing of heavily treed areas for development.

Wetlands

Wetlands are areas of land where water is found on the surface or close to the surface, either permanently or seasonally. They serve many functions, including the preservation of water quality by trapping sediments, absorbing nutrients such as phosphorus and nitrogen, and trapping and/or detoxifying many heavy metals, pesticides, and hydrocarbons. Wetlands often serve as groundwater recharge areas, replenishing groundwater supplies. Wetlands also serve as a storage area for excess surface water, decreasing the severity of floods, and are habitats for fish, fowl, and other wildlife, including several endangered species and wildlife associated with recreational hunting and fishing.¹

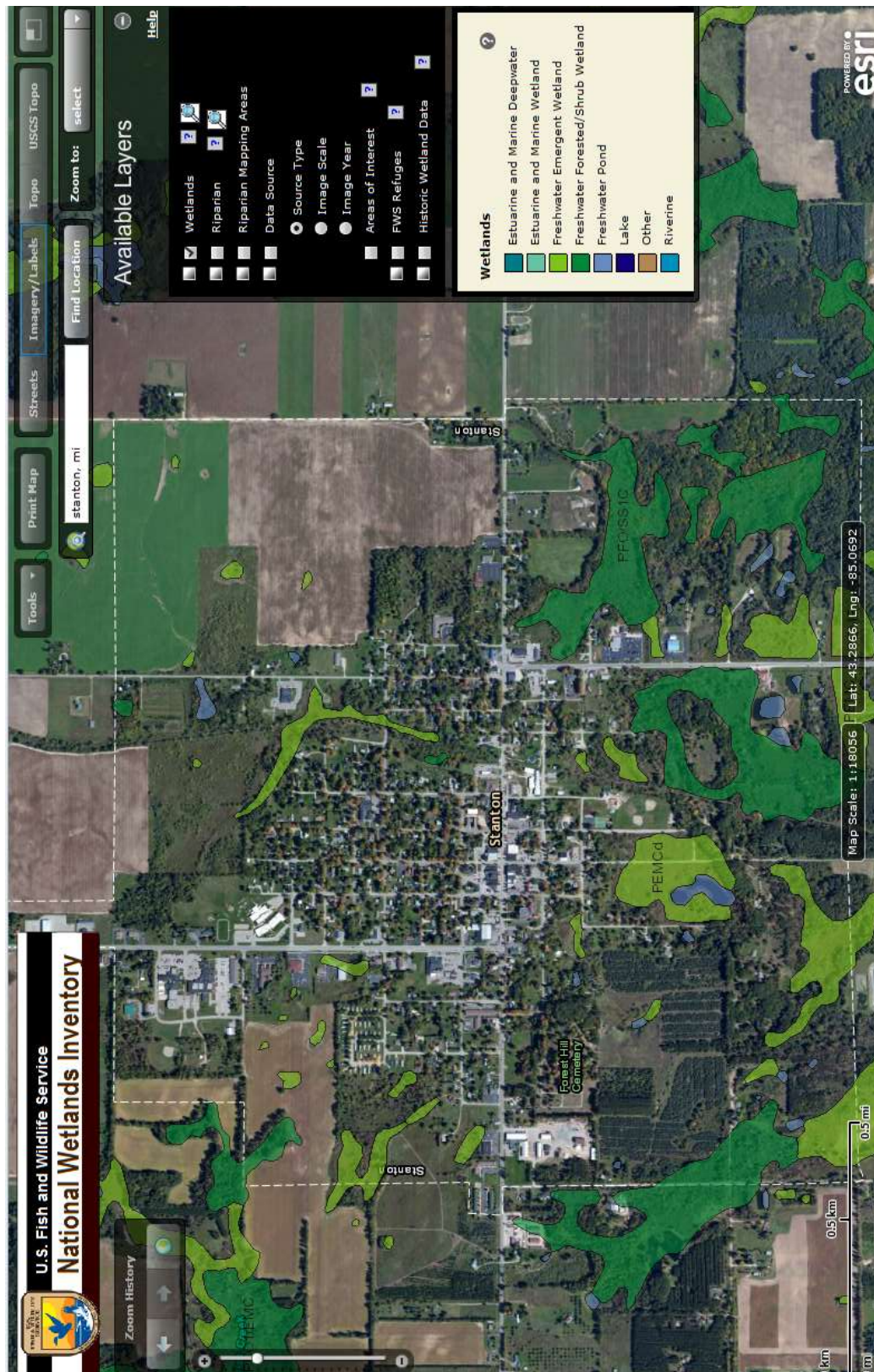
The State of Michigan regulates the filling or use of wetlands that are contiguous to a lake, pond, river, or stream, more than five acres in size, or possessing special characteristics as determined by the state. They also allow for local communities to adopt wetland ordinances, but limit the extent to, which they supersede state regulations. There are no official state wetland maps that will conclusively identify, which areas are wetlands and those that are not. One of two types of maps that are commonly used as references in determining wetlands are the Michigan Department of Natural Resource's Michigan Resource Inventory System's (MIRIS) Land Use/Land Cover Maps, which show wetlands mapped using 1978 infrared aerial photography. The program normally did not map land uses/cover under five acres in size, which means that small wetlands contiguous to a lake stream or pond, which are regulated, don't show up. The other is the US Fish and Wildlife Service (FWS) which produces wetland maps. Although these maps are not based on Michigan's definition of a wetland, they do identify small wetlands that do not show up on the MIRIS maps. The wetlands map was prepared using the FWS data.

The map shows many "wetlands" including the city sewage lagoons and a couple of the ponds in the city. Actual wetlands include a relatively large area that spreads into the township west and south of the city. Others are relatively small areas in the northwest and northeast quadrants of the city.

Considering the relatively small amount of development occurring in the township, the moderate size of wetlands in the city, and the city's basic administrative capabilities, adoption of a city wetlands ordinance may not be necessary or advisable. As an alternative, the city may wish to include state wetland review as part of a permit checklist in their site plan review process.

¹ Michigan Wetlands: Yours to Protect, Tip of the Mitt Watershed Council, Pg. 3

Map 5 Wetlands Map



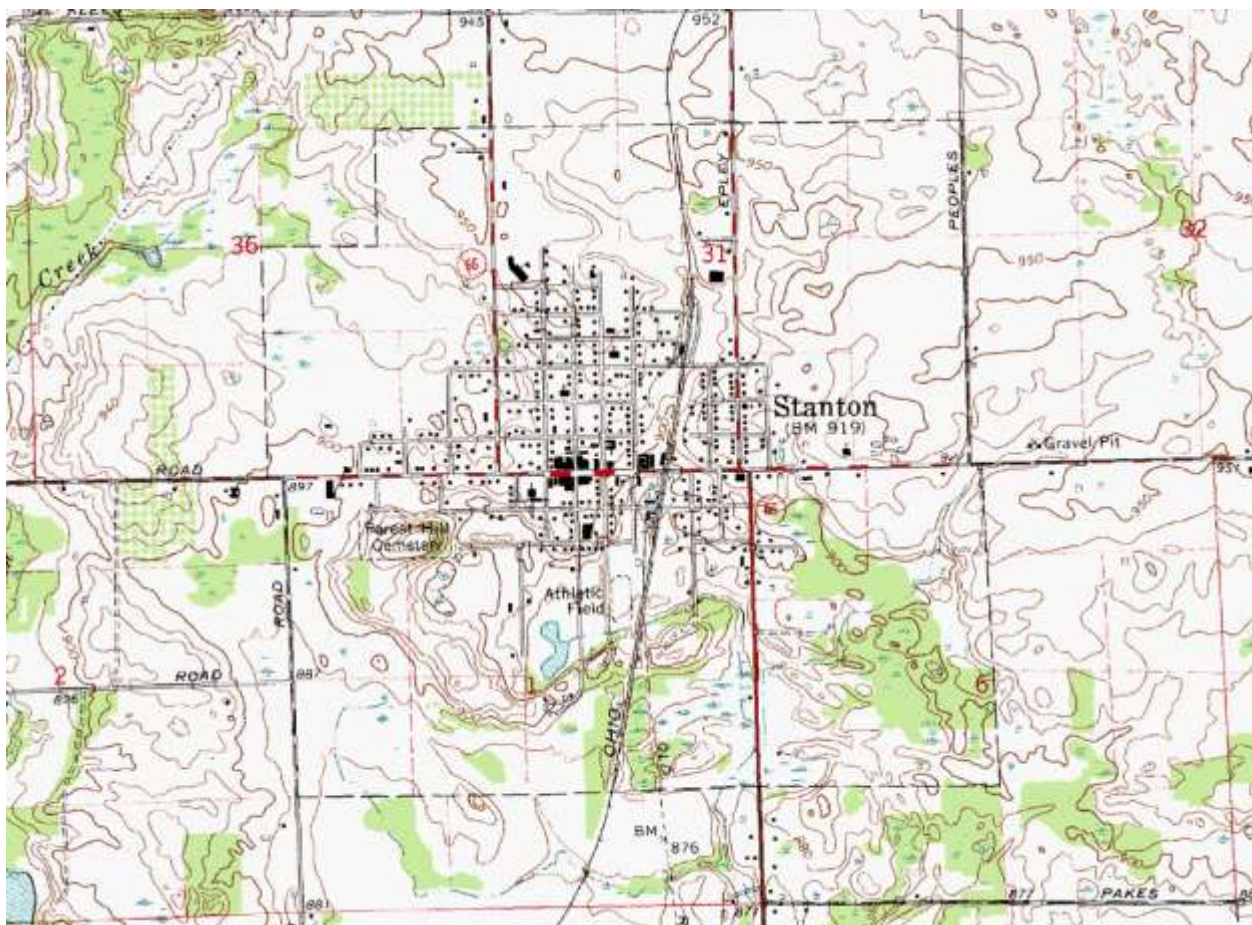
Steep Slopes

Development in areas with steep slopes can significantly increase construction costs as well as the cost of providing municipal services, and can result in increased soil erosion. On the other hand, steep sloped sites can be popular locations for development if they provide quality vistas. In his book Design with Nature, Ian McHarg notes that the U.S. Soil Conservation Service suggests that areas with slopes over 12° (equal to 21% slope) should not be developed. McHarg recommends that areas with slopes over 25% be excluded from development, while forested valley slopes be limited to residential development at a density of one residence per three acres.

Map 6 is a U.S. Geological Survey 10' contour map of the city. The closer the contour lines are to each other, the greater the slope. As can be seen, the area of greatest slope is around the cemetery and an area extending southeast from the cemetery.

The principal benefit to the city in limiting development in the steeply sloped areas that are not yet developed would be to reduce the potential of erosion.

Map 6 Topographic Map



Water

The city has one relatively large pond on the south side of the city listed as Lilly's Lake on the Montcalm County GIS map. The pond is located in the area of steep slopes but could serve as an amenity for future residential development.

Soils

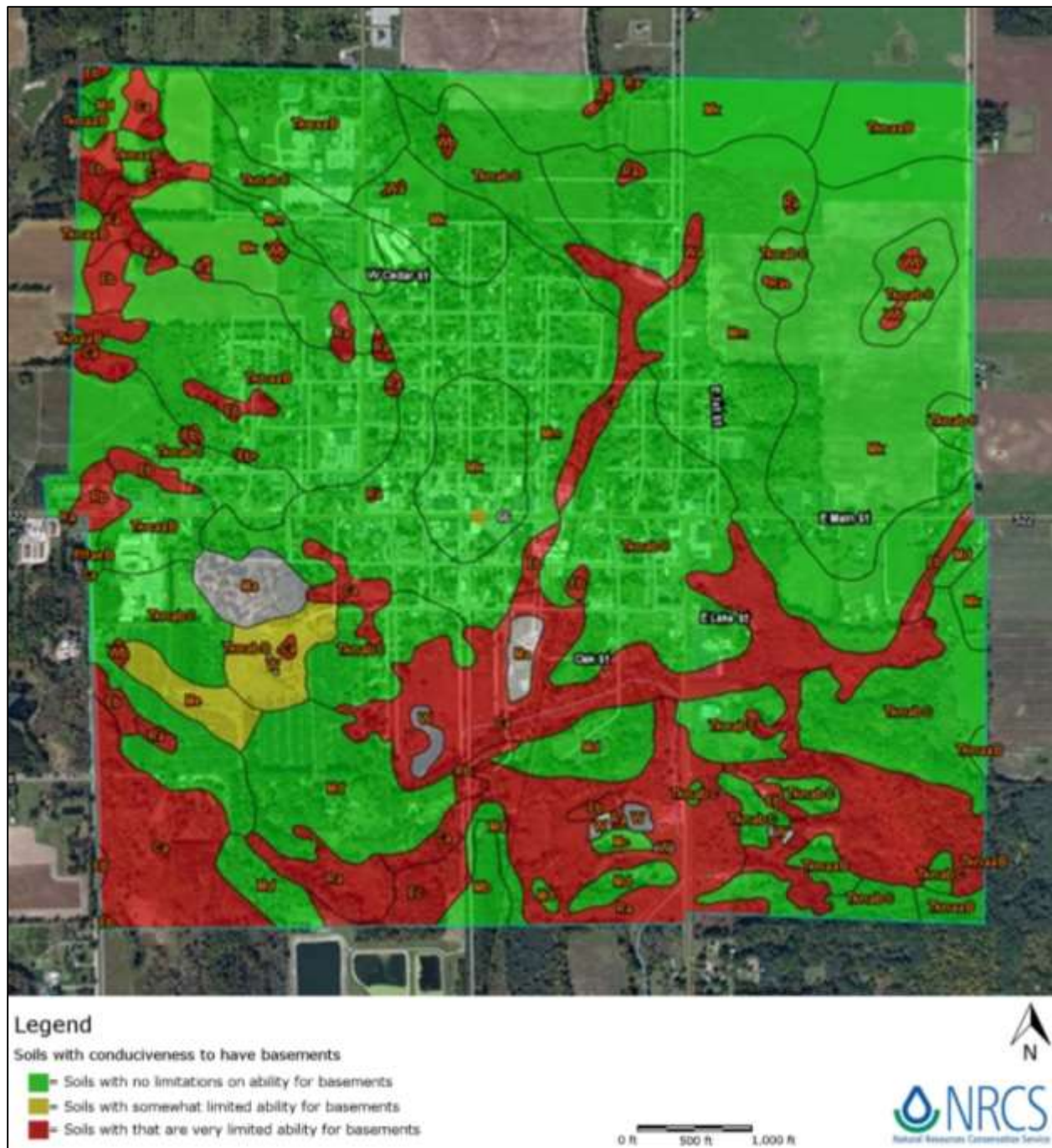
Soil conditions can impose a wide range of development restrictions on the use of a parcel of land. While many of these restrictions can be overcome by careful engineering and site design, the community should be aware of them.

Soil characteristics that can affect land use include:

- The permeability of the soils, which can impact the ability to use individual septic systems;
- The potential for frost action, which can cause frost heave and collapse;
- The percentage of organic matter, which can impact the potential for long-term settling of soils; and
- The depth to groundwater, which can impact septic systems and can cause problems in developing basements.

The NRCS rates soils for their suitability for a number of uses. Among these is suitability for construction of dwellings with basements. Map 7 shows the rating as applied to soils in the City of Stanton. It shows soils with no limitations to construction of residences with basements in green, soils that are somewhat limited in yellow, and soils that are very limited in red. The fact that the impact of soils is not absolute is demonstrated by the fact a substantial number of existing homes are in areas classified as "very limited." The map shows that the areas in the northwest, southwest, and southeast portions of the city are a mix of somewhat and very limited soils. The basis for these ratings was primarily slope (discussed above), depth to groundwater, and the shrink-swell potential of the soils.

Map 7 Soil Suitability Map



J. Community Character

The character of a community, while sometimes hard to define, can be a critical asset to its future success. In this plan's analysis of community character, we look at three characteristics; the entrances/gateways into the community, the downtown, and public places and spaces.

Entrances/Gateways

There are four principal entrances into the city that are accessed by vehicles. These entrances or "gateways" into the city are important because they set the tone for visitors entering the community. Currently, these gateways are marked by a wooden sign stating "Welcome to Stanton". There are two additional gateways into the city that happen along the Fred Meijer Heartland Trail (old railway). The trail allows people to access the city via foot, bicycle, or by means of other non-motorized transportation. Since all gateways into the city are part of a much larger network of roads and trail systems, it is important to emphasize these entry points. The City of Stanton is situated in an area of Montcalm County where the closest freeway is 25 miles away, thus traffic volumes are lighter and the opportunity to be seen by traveling motorists is that much more important.

Downtown Business District

The city's downtown has been described in a separate section above. It's defining characteristics include the historical nature of many of the buildings, a mixture of uses, the location of the buildings along wide sidewalks, which combined with their two story height provides a sense of enclosure, and the pedestrian character of the district.

Public Spaces and Places

Stanton's role as the Montcalm County Seat makes for many government owned buildings within the city's limits. The most prominent government building is the County Administration Building, which is situated at the west-end of the city's downtown business district. The Administration Building was built in 1913 and is the fourth one that has been built, because the past three have burned down. This historical structure is no longer used as Montcalm County's Courthouse but does serve as the County Administration Building, with several governmental offices.

The other government operations and services for the county, are located north of the city on the west side of North State Road (M-66). Most of the city's services are handled on South Camburn Street between East Lake Street and East Walnut. The city offices, Fire Department, and White Pine Library are located on the east side of South Camburn Street and located within a block of public parking areas.

The three most important public green spaces are the D. Hale Brake Memorial Park (Brake Park), Maddie's Park, and the Fred Meijer Heartland Trail System (Heartland Trail). All areas are great assets to the City of Stanton and the surrounding communities. Forest Hill Cemetery is a fourth area that should be recognized. While there is no planned development, other than future burial sites, 21 acres of Forest Hill

Cemetery is still seen as an asset to the city given the beauty and tranquility of the grounds.

Brake Park is the largest park within the city limits. The facility has two baseball fields, a basketball court, two tennis courts, three volleyball courts, an ADA compliant play structure and a covered shelter. The park was recently updated with some of these features between 2010 and 2014. There are future plans to connect the midsection of the park (between the existing ball fields) to the nearby Heartland Trail.

The Heartland Trail is a north-south interconnected light transportation system used for pedestrians and bicyclists. Chapter 4 of this Master Plan covers more information with regards to the trail system. Adjacent to the Heartland Trail is Maddie's Park, which adds to the gateway of the trail system within the City of Stanton. Maddie's Park fronts the trail and has a direct connection to the trail and the city's sidewalk system. A winding path through the gated park gives access to two covered pavilions with picnic tables, swing-sets including a swingset for handicapped children, climbing structures with slides, and wooden house-like structures. All of the play structures are on a rubberized surface.

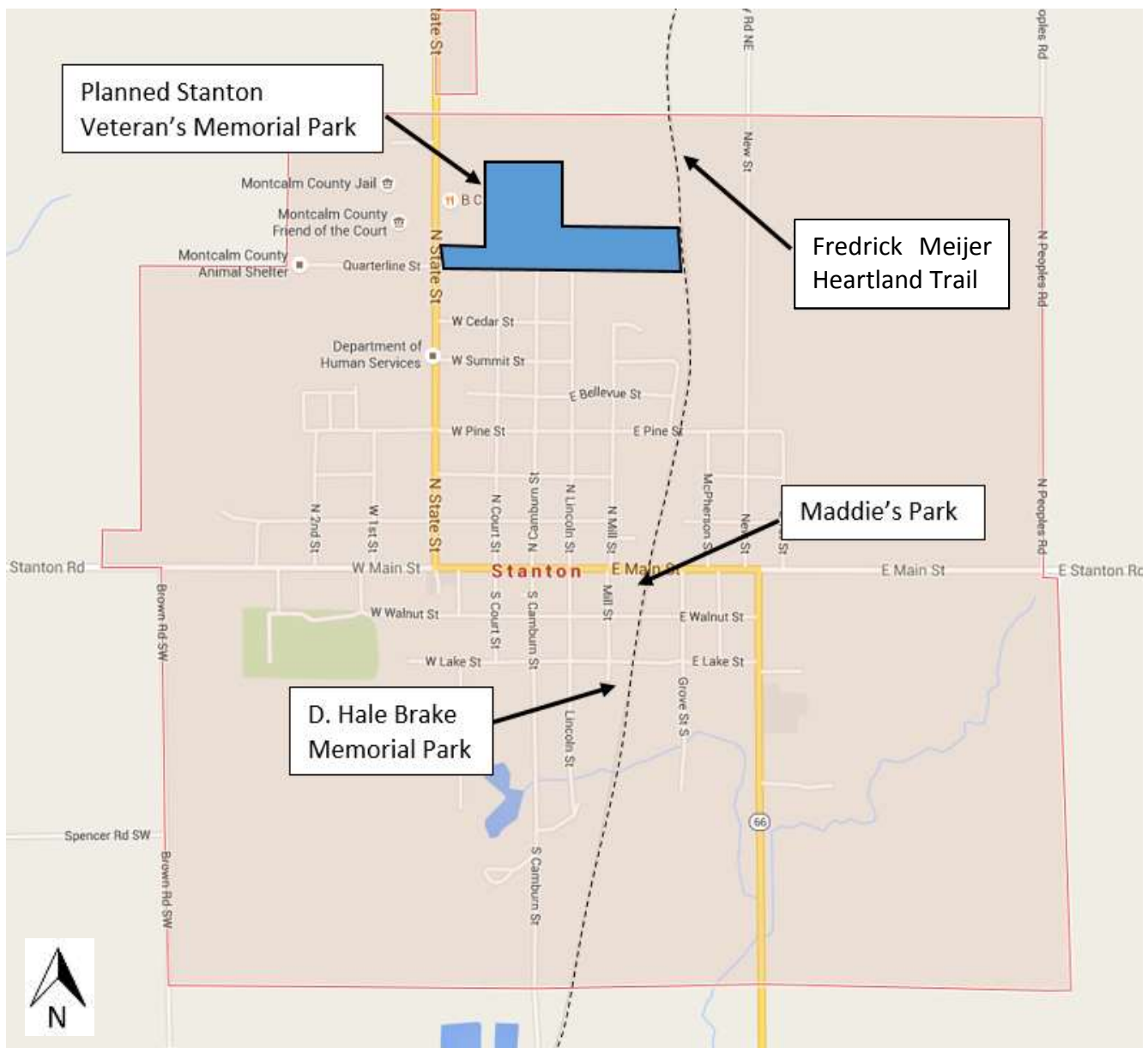
SUMMARY OF COMMUNITY CHARACTER REPORT	
A. Entrances/Gateways	<ul style="list-style-type: none"> • There are four principal entrances into the city that are accessed by vehicles. • Currently these gateways are marked by a wooden sign stating “Welcome to Stanton”. • Two gateways into the city along the Fred Meijer Heartland Trail (old railway). The trail allows people access to the city via foot, bicycle, or by means of other non-motorized transportation.
B. Downtown Business District	<ul style="list-style-type: none"> • The city's downtown is its primary commercial center. • The downtown is located at the center of the city along Main Street (M-66/Stanton Road). • The buildings are generally built at or near the property line and are adjacent to the public right-of-way. • Most of the buildings date from the mid to late 1800s and are concentrated in a 3-block stretch, from Court Street to Mill Street. • The buildings in this area range from one to two stories and have materials consisting of mostly brick and wood. Most of the buildings within the concentrated downtown are occupied, but some vacancies exist. • The range of uses includes retail, offices, and restaurant uses with potential (possibly existing) second level residential units. Parking lots are located behind many of the buildings and near the edge of the 3-block area on-site parking is available fronting Main Street (M-66) in some cases. • This area has larger concrete sidewalks with brick paver details, stationary steel street-side picnic tables with umbrellas, parallel street parking, street trees and decorative light fixtures (covering a 7-block area from North State Street to Grove Street)
C. Public Spaces and Places	<ul style="list-style-type: none"> • Stanton's role as the Montcalm County Seat <ul style="list-style-type: none"> • The courthouse was built in 1913, no longer used as Montcalm County's Courthouse, but does serve as the County Administration Building, with several governmental offices. • Most of the county operations and services for the county, on the west side of North State Road (M-66). • Most of the City's services are handled on South Camburn Street between East Lake Street and East Walnut. • The most important public green spaces are <ul style="list-style-type: none"> • D. Hale Brake Memorial Park (Brake Park) • Maddie's Park • Fred Meijer Heartland Trail System (Heartland Trail). • Forest Hill Cemetery

K. Parks and Recreation

A community's parks and recreation resources are a key element of “placemaking,” the strategy of improving economic development by attracting residents to a community through improved quality of life.

In 2016, the city adopted a 5-Year Parks and Recreation Plan. The plan inventories the existing park facilities and programs, identifies recreational needs and establishes a plan for addressing those needs. A key element of the plan is a proposed regional parks complex. The complex will be designed to address the existing recreation needs for the community.

MAP 8 – Park and Recreational Facilities



Recreational Facilities

Hale Brake Memorial Park – This park is located at the corner of Lake and Lincoln Streets. It covers approximately 5.15 acres. It includes a playground designed for younger children, basketball courts set up for two half courts, two baseball diamonds, two tennis courts, a picnic shelter with picnic tables, and a concession building. It also features a sand volleyball pit and the city-contracted temporary bathroom facilities seasonally. This site is in a low lying area with natural springs found throughout. The city has recently spent significant funds to install proper drainage to this site.

Figure 2-18: Hale Brake Memorial Park



Reference: Google Maps

Maddie's Park – This park is located east of the Fredrick Meijer Heartland Trail and south of Main Street. It is approximately one half acre in size. The park is set up for younger children with swing sets, jungle gym, and slides for the children to play on. It is well lit and has metal tables with seats available for picnics. The play area is lined with ground up tires at required levels for the protection of the children using the play equipment. The park is easily accessible from Main Street, which is on the north side and Lake Street on its south side. The parking lot is available for individuals using the Fredrick Meijer Heartland Trail or the playground. The park also contains a small amount of green space for families to enjoy the outdoors. The park is handicap accessible from the north and south entrances. This park also features a specialized swing that is wheelchair accessible and targets children with disabilities or other mobility issues.

Figure 2-19: Maddie's Park



Reference: Google Maps

Frederik Meijer Heartland Trail – The Fred Meijer Heartland Trail is a 45.8-mile bike/pedestrian trail that spans over several communities. It runs North-South in the City of Stanton for approximately 2 miles, and includes barrier free access from the many trailheads. The trail has the appropriate surfaces, design standards, and grade to be considered “universally accessible” and is completely barrier free in the city at all major access points. The trail is not owned and maintained by the city, but by an independent organization called “Friends of the Fred Meijer Heartland Trail.”

Stanton Veteran's Memorial Park – This facility is proposed to serve not only the residents of the city, but to serve as a regional recreational asset. The concept drawing below was developed in part from feedback provided by regional stakeholders like Central Montcalm Schools, the Montcalm Care Network, The Friends of the Fred Meijer Heartland Trail, the Montcalm County Commission on Aging and Disabled American Veterans, Montcalm County Government, and other local municipalities.

Figure 2-20: Veteran's Memorial Park Proposal



The concept plan includes proposals for 4 tournament grade ballfields, a pavilion with a concession stand and restrooms, 3 picnic pavilions, a sledding hill, a veteran's memorial outlook, a series of pathways throughout the park including both paved paths and boardwalks, a disc golf area, a trailhead connecting the park to the Fred Meijer Heartland Trail, a music amphitheater and a parking lot.

Goals and Objectives

The Parks and Recreation Plan is structured around a set of goals and objectives similar to this Master Plan. Many of the plan's objectives are interrelated to those in this plan, including:

Goal: Expand the programming component in the parks and recreation facilities, and begin to create programs that provide the community with municipal recreation, leisure, and cultural programs that are accessible and affordable to all citizens.

Objective: Provide programming for teens based on input from teen focus groups.

Objective: Continually update program selection with respect to new ideas and interests, especially in regard to hobbies and exercise.

Objective: Create programs that provide inter-generational interaction between seniors and youth/preschoolers.

Objective: Create new programs to enhance physical fitness including roller blading, walking, and jogging.

Objective: Continue leadership efforts in establishing collaborative programming, workshops, training, and networking opportunities for service learning for the youth in our area.

Objective: Develop a working relationship with community organizations in facilitating a continuum of recreation and leisure programs for the community.

This goal and its objectives compliment the Master Plan's efforts to improve the residents' quality of life and to attract people from the region to the city.

Goal: Provide facilities that meet the community-wide recreation needs of Stanton residents.

Objective: Acquire new park land to allow for recreational growth, and provide more recreational opportunities than existing parks provide.

Objective: Connect existing trail system to neighborhoods and parks to better maximize facilities at that site and add additional accommodations to increase use from residents and tourists.

Objective: Develop bike paths through the city to enhance a smooth transition from the trail to neighborhoods.

Objective: Ensure safe movement for all citizens, including safe routes to school, movement from home to school, and passage of residents to parks and events taking place throughout the city.

This goal and its objectives compliment the Master Plan's recommendations regarding expansion of the city's non-motorized transportation system and promoting connections with the Frederik Meijer Heartland Trail.

Goal: Maintain a balanced system of parks and open spaces by having well operated and maintained facilities.

Objective: Redesign the current tennis courts to become a skating rink to accommodate an in-line skating rink in the summer months and an ice rink in the winter months. An additional site will be developed for family skating.

Objective: Develop area by lift station and cemetery to be used for music in park and green space. Possibilities include a community garden, Master gardeners' outdoor classroom, nature trails etc.

Objective: Develop green space to be used as flea market, farmer's market, sand volleyball, community garden, camping site for riders of Fredrick Meijer Heartland Trail and other uses as needed.

Objective: Develop a sledding/snowboarding hill so children and adults have activities to do during winter months. Will also encourage individuals from surrounding areas to come and use our facilities.

Objective: Develop a welcome center that can be utilized from the trail and parks. Would include historical and current information about the city and area businesses as well as showers and restrooms.

Objective: Continue to coordinate and assist in planned events in public spaces and parks.

Objective: Continue to remove existing physical barriers that limit use of parks and facilities by portions of the community. This set of goals and objectives compliment the Master Plan's efforts to promote placemaking within the city, in particular the programing of events at locations as part of a strategy of "Tactical Placemaking".

CHAPTER 3 - Public Participation

A. Stanton Old Fashioned Days Survey

During the Stanton Old Fashioned Days celebration on August 15th, 2015 there was a survey conducted about the master plan. This survey included 54 surveys of individuals that visited, that lived in the county, and city residents (Appendix B). The survey that was conducted consists of two sections. The first section asked about the prouds (positives) and sorries (negatives) of the community. The second part was a strongly agree to strongly disagree scaled survey on a few predetermined statements about the City of Stanton.

The prouds section goes over proud or positive features/attributes of the community, while sorries go over features that are seen as a problem or features that need work in the community. The top three prouds for the community include (in order) nature/ bike trails/ parks (45%), old-town feel/ historical/ Stanton Old Fashioned Days (17%), and tied for third is community (6%), Vet Memorial (6%), and activities for all (6%). The top three sorries include old building/ upkeep (17%), tied for second vacant businesses/ homes (10%) and activities for all (10%), and tied for third is sidewalks (7%), loitering/ unsupervised minors/ unruly (7%), litter/ pollution (7%), and low income housing (7%). Many of the positive features surround the historic and natural character or charm of the area which is something many communities try to create, but the City of Stanton already has. On items to work on many of them involve some type of clean up or increase in maintenance.

Table 25: Prouds and Sorries Survey				
Topic	Good things had	Problem or needs	Positive view %	Negative view %
Parking	0	2	0%	5%
Old-town feel/ Historical/ Old Fashioned days	11	1	17%	2%
School spirit/pride	1	0	2%	0%
Old buildings/ upkeep	0	7	0%	17%
Quiet/peaceful	1	0	2%	0%
Community (1)	4	1	6%	2%
Sidewalks	0	3	0%	7%
Loitering/unsupervised minors/ unruly kids	0	3	0%	7%
Merchant quality/ Businesses	6	0	9%	0%
Yard upkeep	0	1	0%	2%
Vacant businesses/homes	0	4	0%	10%
M-66	0	1	0%	2%
Things for kids	3	1	5%	2%
Nature/ Bike trail/ Park (2)	30	0	45%	0%
Things for teens	0	1	0%	2%
Litter/ Pollution	0	3	0%	7%
Drinking	0	1	0%	2%
Lake	0	1	0%	2%
Handicap access	0	1	0%	2%
Vet Memorial	4	0	6%	0%
ATMs	0	1	0%	2%
Education	1	0	2%	0%
Streets (3)	0	2	0%	5%
Employment	0	1	0%	2%
Safety	1	0	2%	0%
Low-income housing	0	3	0%	7%
Activities for all (4)	4	4	6%	10%
Total	66	42		
(1)- no community center		Importance:	least	mid
(2)- add restroom areas			most	most
(3)- hard to get across Main Street				highest
(4)- add more low cost activities				most

The last part of the survey consisted of a scale of strongly agree to strongly disagree on six different statements about the community (Table 26). The statement "The city is a good place to walk and/or bicycle" most respondents answered agree followed by strongly agree. There is a general consensus that this statement is true, which is a great asset for the community. In the statement "The city needs additional industry for tax base and jobs" the most responses indicated strongly agree and agree. This is a key point for the city to look into trying to attract more businesses for the tax base as well as jobs in the community. The last statement that is very favorable is "The city streets are well maintained." Most individuals agreed with the statement followed by "strongly agreed". The indication that many people find the city's streets well maintained is positive. Statements that were more neutral in responses included "The quality of housing in the city is good" and "There is a need for more housing other than single family detached residences". Both of these statements have more

responses in the strongly agree and agree than disagree and strongly disagree, which indicates it is something that otherwise is agreed upon as an issue in the community. One potential reason these responses are so neutral is because some of the survey takers are not residents, but other locations out of the city and do not know the housing situation, so therefore selected neutral.

Table 26: Agreement Scale Survey						
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Weighted Average (15 total)
The city is a good place to walk and/or bicycle.	19	24	9	2	0	14.80
The quality of housing in the city is good.	4	17	21	11	0	11.53
There is a need for more housing other than single family detached residences (duplex, townhouses, apartments, etc.).	10	13	22	5	2	12.00
The downtown is an attractive, inviting area.	10	23	15	6	1	13.33
The city needs additional industry for tax base and jobs.	25	14	12	2	1	14.80
The city streets are well maintained.	15	24	9	3	2	13.73

The input of those outside the area, in the county, and within the city all come together to see the full scope of the different feels about the community. There are many positive assets in the community including nature/ bike trails/ parks, Old-town feel/ historical/ Stanton Old Fashioned Days, good place to walk and bicycle, and well maintained streets. Major features that need to be worked on are old buildings/ upkeep, vacant businesses/homes, and having activities for all.

B. Public Open House

An open house was conducted as part of the City of Stanton Master Plan project on October 1, 2015, with sessions held in the afternoon and evening. A total of 30 residents participated, with 26 filling out and leaving surveys.

The surveys asked for feedback on the various topics and proposed approaches to addressing each topic. Each topic and approaches associated with them were illustrated on boards and staff from ROWE Professional Services Company was available to answer questions from participants.

The topics rated most important for the future of the city were “Improving the downtown,” “Improving residential housing,” and “Improving recreational opportunities.” The remaining topics, “Improving walkability and connectivity,” “Leveraging county opportunities,” “Retaining the historical character to the community,” “Industrial expansion,” “Directing future land use” and “Protecting the natural features in the community” ranked closely to each other. The survey would indicate that the downtown, residences and recreation should be key elements of the Master Plan.

The items ranked best about living in the City of Stanton include location of neighborhoods and schools; while, the items voted need most improvement include continue streetscape, downtown, and vacant businesses and houses.

Improving Downtown

Strategies under the goal that scored the highest were:

- Target existing businesses outside the community for relocation downtown
- Actively market existing vacant buildings
- Provide financial and/or technical assistance to business wishing to improve their building facades
- Provide marketing assistance to identify businesses that fill a market gap

Residential Housing

Strategies under the goal that scored the highest were:

- Leverage state funds for housing rehabilitation
- Create incentives to encourage new, affordable housing
- Encourage standards to produce and uphold housing quality
- Adopt a property maintenance code

Recreation Opportunities

Strategies under the goal that scored the highest were:

- Connect proposed and existing recreational areas to Fred Meijer Heartland Trail
- Trail markings and wayfinding techniques to get users of the trail system into downtown

Walkability and Connectivity

Strategies under the goal that scored the highest were:

- Identify and address missing sections of sidewalk system in the city
- Enhance the community's non-motorized system
- Address sidewalk requirements in subdivisions and zoning regulations

County Opportunities

Strategies under the goal that scored the highest were:

- Establish career learning opportunities for residents and encourage internships and other learning opportunities
- Leverage opportunity of location as the county seat

- Leverage proximity to community college – provide for student housing opportunities
- Address zoning and land use that encourages office uses that are ancillary to the courts and social services

Historical Character

Strategies under the goal that scored the highest were:

- Address zoning provisions that promote adaptive reuse of buildings and permit improvements to nonconforming buildings
- Identify and promote financial incentives for historic preservation

Industrial Expansion

Strategies under the goal that scored the highest were:

- Emphasize retention and growth of existing businesses through continuing contact and technical assistance
- Coordinate with the county EDC in marketing industrial property in the city
- Allow for mixed uses in non-residential districts and identify sites for adaptive reuse
- Increase the amount of land available for industrial development

Future Land Use

Strategies under the goal that scored the highest were:

- Market potential development areas
- Establish standards for expansion of utilities
- Identify future land use based on potential from expansion of municipal infrastructure

Natural Features

Strategies under the goal that scored the highest were:

- Promote development that respects constraints caused by natural features

CHAPTER 4 - Goals and Objectives

A. Community Character

Preserve the historical character of the City of Stanton

- Identify and promote financial support available to property owners to repair and maintain historic structures
- Identify barriers in the zoning ordinance and other city regulations that are barriers to historic preservation through adaptive reuse and improvements to nonconforming structures

Promote continuation of the community character by incorporating requirements into future development

- Review existing regulations for unintended barriers to development consistent with the city's character.
- Establish subdivision standards that promote building setback, lot size, and street layouts consistent with traditional city design where consideration of natural features allows.
- Establish standards that require visual buffering of open storage, waste containers, and similar uses from adjacent residences and the public roadway.

Improve the walkability and connectivity of the city

- Identify and address missing sections of the sidewalk system in the city
- Enhance the community's non-motorized system
- Address sidewalk requirements in subdivision and zoning regulations

B. Residential

Improve the quality of housing in the community

- Adopt and enforce a property maintenance code
- Identify and promote financial support available from the State of Michigan available for housing rehabilitation and development
- Create incentives in the zoning ordinance that encourage new, affordable housing
- Adopt standards to produce and uphold housing quality

Increase the diversity of types of housing available in the city

- Maintain the areas designated on the future land use plan for multiple-family housing.
- Modify the Zoning Ordinance to allow the development of apartments on the second floor of businesses.
- Evaluate the existing mixed-use district surrounding the downtown

C. Commercial Land Use/Economic Development

Improve the appearance and function of the downtown

- Target existing businesses outside the community to relocate downtown

- Actively market existing downtown businesses
- Provide assistance to businesses wishing to improve their facades
- Provide marketing assistance to identify businesses to fill market gaps
- Limit future rezoning outside downtown
- Support implementation of DDA Development Plan

Strengthen commercial development outside the Downtown

- Work with township to prevent development of fringe commercial areas
- Promote access management to maintain street capacity

Build on opportunities provided as county seat

- Establish career learning opportunities for residents and encourage internships and other learning opportunities
- Leverage opportunity of location as the county seat
- Leverage proximity to community college – provide for student housing opportunities
- Address zoning and land use that encourages office uses that are ancillary to the courts and social services

D. Industrial Land Use/Economic Development

Protect and expand the city's industrial tax base

- Emphasize retention and growth of existing businesses through continuing contact and technical assistance
- Allow for mixed uses in non-residential districts and identify sites for adaptive reuse

E. Recreation

Expand the recreation opportunities in the community

- Connect proposed and existing recreational areas to Fred Meijer Heartland Trail
- Trail markings and wayfinding techniques to get users of the trail system into downtown
- Implement plans for development of community park facilities

F. Natural Features

Promote development that respects constraints caused by natural features

- Promote development that respects constraints caused by natural features
- Establish standards from setbacks from wetlands
- Create low density zoning that allows for development in areas of steep slopes and wetlands

G. Infrastructure

Balance expansion of municipal infrastructure with future development

- Establish standards for expansion of utilities
- Identify future land use based on potential from expansion of municipal infrastructure

CHAPTER 5 - Plans

A. Future Land Use

Future Land Use

The Future Land Use Plan incorporates the goals and objectives of the plan into a framework for future land use decisions. The plan includes a description of each future land use classification and locational criteria to guide future zoning decisions as well as Future Land Use Map. Two key points are important to keep in mind:

- The Future Land Use Map represents one possible future arrangement of land uses based on the locational criteria.
- More than one land use classification may be appropriate for a given parcel based on the locational criteria. Just because the Future Land Use Map does not identify it as proposed for a particular use does not mean it is inconsistent with the plan.

The future land use classifications are:

1. **Single-Family Residential** – This classification corresponds with the proposed R Single-Family Residential zoning district. This would be a combination of the previous R-1 and R-2 zoning districts. The purpose of the district is to allow for the development of single family residential development, while also allowing for open space uses by Special Land Use (SLU). Public and semi-public uses would also be allowed by SLU.

Overall density is approximately 5 units per acre.

Locational criteria include areas with existing single family residential neighborhoods and undeveloped portions of the community with access to municipal water and sewer that are adequately buffered from non-residential uses.

2. **Multi-Family Residential** – This classification corresponds with the R-M Multi-Family Residential zoning district. The purpose of this district is to provide sites for high density single family and for multi-family development in the city. Duplexes, townhouses, apartments, and accessory uses would be allowed by right. Mobile home parks, open space uses and cluster developments would be allowed by SLU.

Overall density is approximately 8 units per acre.

Locational criteria include existing multiple family residential developments, and undeveloped portions of the community that have access to municipal water and sewer, direct access to a major street or state highway, and are adequately buffered from single family residential uses.

3. **Commercial/Residential-Transition** – This classification corresponds with the C/R Commercial/Residential zoning district. The purpose of the district is to establish an area designed to provide for the orderly transition between commercial and residential areas and provide a buffer between those districts. Uses allowed by right would be single-family detached homes and their accessory uses. Public and semi-public uses, as well as commercial and office uses allowed in the C-1 zoning district would be allowed in this district by SLU.

Overall density for residential uses is approximately 5 units per acre.

Locational criteria include locations directly adjacent to commercial development.

4. **Central Business** – This classification corresponds with the C-1 Central Business zoning district. The central business land use classification identifies areas that are part of the existing and projected downtown core of the city. The range of uses include most commercial and office uses and residences on the second and third floor of buildings. Commercial uses that are primarily auto oriented such as drive-thru establishments or open air businesses are not appropriate in the downtown district, because they interfere with the pedestrian orientation of this area.

Locational criteria include the existing downtown and appropriate additions of parcels adjacent to the existing downtown.

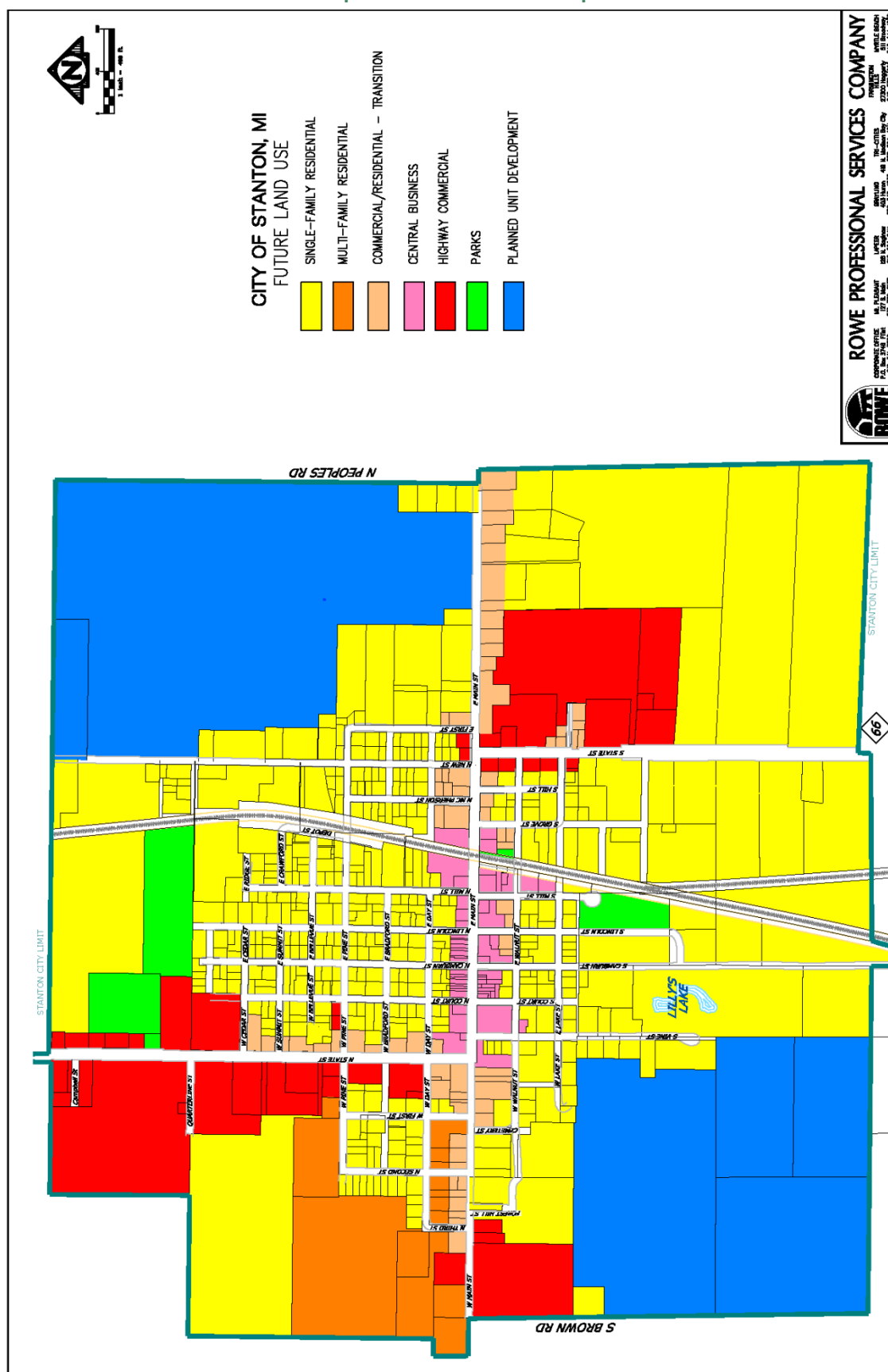
5. **Highway Commercial** – This classification corresponds with the C-2 Highway Commercial zoning district. The purpose is to allow for an area for auto oriented uses as well as uses requiring large buildings and/or open storage and display. It includes those uses as well as governmental uses associated with city, county, state and federal agencies, and nonprofit or private organizations. Because no separate industrial district is proposed, this district also would allow light industrial uses by SLU.

Locational criteria include the existing general commercial and office development outside the downtown along with vacant land with access to municipal water and sewer and adjacent to a state highway.

6. **Parks** – This classification does not correspond with any zoning district. The classification illustrates location of the existing and proposed city.
7. **Planned Unit Development** – This classification corresponds with the PUD-Planned Unit Development zoning district. The purpose of the classification is to allow for the development of large vacant portions of the village as unified projects that may include a mix of units and/or cluster developments to protect natural features. The proposed development will be reviewed as part of a rezoning process, with concepts plan approved as part of the rezoning. A detailed site plan of each phase of a development will be reviewed as the project is constructed.

The planned unit development land use classification identifies areas with environmental or other site characteristics that would benefit from the use of clustering and mixed use in its development. The range of uses appropriate for a particular site is dependent on the surrounding land uses and environmental and infrastructure restraints.

Map 9 Future Land Use Map



B. Zoning Plan

This zoning plan is intended to meet the requirements of Section 33(2)(d) of the Michigan Planning Enabling Act and link the future land use recommendations of the previous section with the Zoning Ordinance recommendations of the Implementation section. Below is a summary of this relationship.

Future Land Use Classification	Zoning District	Uses	District Regulations
Single-Family Residential	R-1 Single-Family Residential, to be re-designated "R"	<ul style="list-style-type: none"> Single-family detached residences Accessory uses Public/semi-public uses including government buildings by SLU Open space uses by SLU Allow clustering by SLU 	Same as current R-1
	R-2 Low Density Residential District	Recommend deletion of district and merger with proposed R District	
Multi-Family Residential	R-M Multi-Family Residential	<ul style="list-style-type: none"> Duplexes Single-family attached residences Multi-family dwellings Accessory uses Mobile Home Parks (SLU) Open Space uses such by SLU Allow clustering 	Same as current R-3
	G-1 Government / Office District	Recommend deletion of district. Allow uses by right in C-1 and C-2 Districts and in the proposed R or existing R-M by SLU	
Commercial/Residential Transition	C/R Commercial / Residential	<ul style="list-style-type: none"> Residential uses by right Office uses by SLU Commercial uses allowed in C-1 by SLU 	<ul style="list-style-type: none"> For residential use, the same as those in the R-1 zoning district For commercial use, the same as those in the C-1 zoning district

Future Land Use Classification	Zoning District	Uses	District Regulations
Central Business	C-1 Central Business	<ul style="list-style-type: none"> • Government • Retail businesses • Personal service establishments • Restaurants and bars • Offices • Similar uses • Accessory uses • Residential apartments on second floor • Prohibit open air businesses and drive-thrus 	<ul style="list-style-type: none"> • Same as • "Build to" lines to encourage development consistent with downtown
Highway Commercial	C-2 Highway Commercial	<ul style="list-style-type: none"> • Uses allowed in C-1 • Auto-oriented uses (car wash, gas stations, drive-ins) regulated to limit impact on downtown • Uses require large sites include auto sales, large retail establishments • Industrial use by SLU 	<ul style="list-style-type: none"> • Same as current C-2
	I-1 Industrial District	Recommend deletion of district and merger with C-2 District	
Parks	Allow in the proposed R, and existing R-3 (renamed R-M) and C/R districts	<ul style="list-style-type: none"> • Parks 	<ul style="list-style-type: none"> • Per district regulations
	S-1 Special Economic Development District	Recommend deletion of district	

Future Land Use Classification	Zoning District	Uses	District Regulations
Planned Unit Development	PUD Planned Unit Development	<ul style="list-style-type: none"> Any uses allowed in other zoning districts as well as industrial uses not otherwise allowed based on concept plan approved during rezoning 	<ul style="list-style-type: none"> Based on concept plan approved during rezoning Permits clustering of residences

One of the major issues addressed in the zoning plan's recommendations is reducing unnecessary districts or combining uses where appropriate. The Planning Commission did not see a need for a separate district for only government and office uses and propose the removal of the G-1 Government / Office District, with the uses be added to uses allowed by right in the C-1 and C-2 district and by SLU in the proposed R and existing R-3 (renamed R-M) districts. This will allow for greater flexibility in the future when some existing government buildings might be considered for repurposing for commercial or office uses.

In addition, the S-1 Special Economic Development District is proposed to be deleted. There is no clear understanding of its purpose and no indication that it is needed.

The I-1 Industrial District is proposed to be deleted and industrial uses be added to the C-2 district. The Master Plan does not see the feasibility of the development of new conventional industrial parks. The city does not have the locational advantages that would draw industries to the city and future economic development is expected to come through new economy businesses that generally do not require the types of industrial setting former heavy industries did. The PUD is proposed to be structured so as to allow industrial uses in case the opportunity for a traditional industrial business presents itself.

C. Non-Motorized Transportation Plan

In a culture dominated by the automobile, non-motorized transportation systems have often received minimal attention. In recent years however, many communities have recognized the increasing importance of these systems, particularly as they relate to creating quality places as they address the needs of a more health conscious and aging population.

In evaluating the city's non-motorized system, this plan focuses on the sidewalk, pathway and bicycle systems and their condition, connections, and coverage.

Existing Systems

The current systems consist of the city sidewalk system and the Fred Meijer Heartland Trail. The city's sidewalk system consists of a residential system located along the streets radiating on all directions from the city's downtown. It covers most of the area

Figure5-1: Sidewalk Along Downtown Stanton



Reference: Google Maps

north of the downtown, extends south two blocks and runs along Stanton Road from New St to Brown Road. Sidewalk also runs along M-66 north of Stanton Road to Cedar

Street. Along M-66/Stanton Road between Mill St. and Court St it widens to extend from building front to street curb and contains street-scape furniture and trees. It widens at the ends in "elephant ears" designed to reduce the distance across the street for pedestrians. The sidewalks are generally in good to excellent condition, with the exception of individual segments of the residential sidewalks which are deteriorated and a couple of sections that appear to be only 3' wide. As noted, the coverage north of downtown and along portions of Stanton Road is good, but other areas such as the residential area north of Stanton Road and west of M-66, the residential area a block south of downtown, the portion of Stanton Road east of M-66 and the commercial area along M-66 south of Stanton Road are devoid of sidewalks. The sidewalks do not currently connect to the proposed Veteran's Memorial Park nor do they connect to the city's Brake Park south of Lake Street.

The 42 mile Fred Meijer Heartland Trail connects Greenville with Alma along the former CSX railroad right-of-way. It runs through an area just east of downtown Stanton and is connected to the downtown by the city's sidewalk system. The trail system is paved with asphalt and is anywhere from 8 feet to 12 feet wide in some places. The surface appears to be in good condition. The trail is very accessible and is wider

Figure 5-2: Fred Meijer Heartland Trail Map



Reference: Michigan Trails

than the typical trail width as it enters the city. "Boulevard" type features greet trail users as they approach M-66 and Walnut Street. The trail provides an economic opportunity for the city businesses including restaurants and the Montcalm Hotel to "capture" trail users. It also provides potential opportunities to connect with other uses outside the city but adjacent or near the trail including the Central Montcalm School campus and the Montcalm Community College south of town.

The city does not have a dedicated bike trail system. The Fred Meijer Heartland Trail permits bicyclists. In other parts of the city, bicyclists are expected to share the streets with automobiles.

System Improvements

As noted previously, the current condition of the majority of the city's non-motorized transportation system is good. The issues are with its coverage and connections.

Sidewalks – The sidewalk system does not cover several parts of the city. In some of those areas the land is sparsely developed and sidewalks can be installed as development occurs. In other areas, there is substantial residential and non-residential development existing and installation of sidewalks will need to occur through the city's initiative. A plan for extension of the existing system can be established and implemented over time, with the cost being covered either through general funds, street funds (particularly where street reconstruction is occurring), or special assessment of the affected property owners.

Any extension of the system should prioritize connection to the downtown and city parks. Brake Park is currently not connected to the sidewalk system. The Veteran's Memorial Park plan includes a proposal to extend the sidewalk along M-66 north to the park.

Fred Meijer Heartland Trail – The principal concern with regard to the Heartland Trail is its connections to the city and the potential it has to connect the city to other sites.

The trail connection to the downtown is strong, but has not led to the "hoped for" increase in trail users making the detour from the trail to downtown. One potential solution is to provide wayfinding signage from the trail to the downtown in order to encourage trail users to visit the downtown. The signage could provide information on the availability of food, lodging and applicable services for the trail user. Bike riders might be encouraged to make the trip if they were aware of the bike racks located in the downtown.

Another potential connection for the city is where the trail runs adjacent to the proposed Veteran's Memorial Park. The park plan includes a proposal for a connection to the trail through a trailhead at the eastern end of the park which would include bike racks and an informational kiosk.

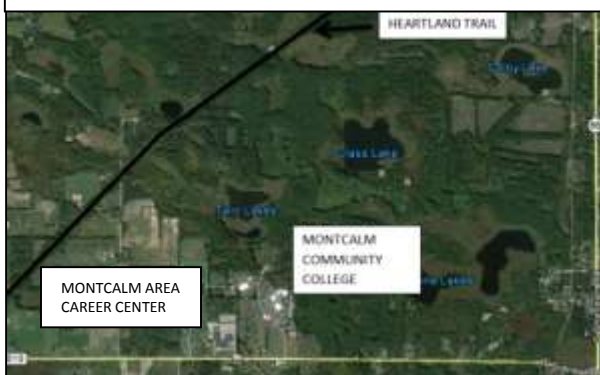
An important connection opportunity outside the city that allows the trail users with non-motorized access to the city is the Central Montcalm School campus

Figure 5-3: Veteran's Memorial Park Proposal



Reference: City of Stanton

Figure 5-4: Central Montcalm School Proposal



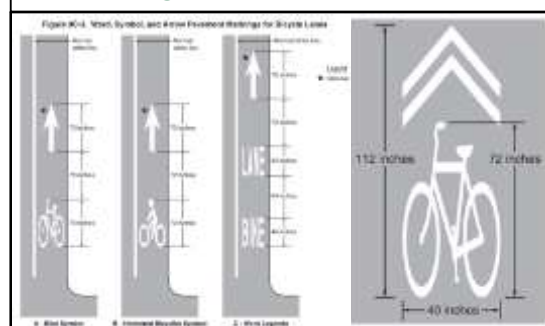
Reference: Google Maps

south of town. The trail runs adjacent to a portion of the western end of the school campus and a connection there allows students to use the trail to walk or bike to school portions of the school year. A potential additional connection would be to the Montcalm Community College and the Montcalm Area Career Center. This connection is more difficult than to the Central Montcalm School campus because the trail is not directly adjacent to the facilities, but a trail through the wetlands south of Twin Lake or along Sidney Road could tie the facilities to the trail.

Bike Trails – As noted, the city does not have a dedicated bike trail system. Bicyclists are expected to share the streets with automobiles. In the residential portions of the city that may be a reasonable option given the relatively low traffic count on those streets. However, M-66 is much busier and less safe for bicyclists. It is also under the jurisdiction of the Michigan Department of Transportation (MDOT), not the City of Stanton. Fortunately, MDOT has adopted resolutions supporting the incorporation of the “complete streets” concept into future road design.

Complete streets is a concept in which the road right-of-way is used to permit safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Bicyclists can be

Figure 5-5: Bike Lanes



Reference: MDOT

accommodated by the creation of separate bike lanes on the street or by establishment of a recognized bicycle/vehicle shared lane with “sharrow” lane markings. While MDOT retains final jurisdiction regarding any modifications to M-66, the city should encourage the implementation of the complete street concepts in any future development of the highway.

Use of Alleys – One method of reducing vehicle/pedestrian/bicyclist conflicts is to use alleys as part of the system. Vehicular traffic along alleys tend to be on lower volumes and lower speeds, reducing the potential danger for pedestrian and bicyclists.

A review of the plats that make up most of the original development of the City of Stanton and of the parcel data available from the Montcalm County GIS program indicates no dedicated alleys. However, it appears that alleys have been formed north of Main Street within the DDA, and these can be used as alternative routes for future expansion of the non-motorized system in an area where traffic along Main Street is heaviest.

Figure 5-6: North of Main Street in Downtown Stanton



Reference: Google Maps

D. Downtown Improvement Plan

The improvement of the look and function of the City of Stanton downtown is a key to the future development and prosperity of the city as a whole.

The Downtown as a Place

A key reason that enhancement of the downtown is so critical to the community as a whole is the concept of placemaking. The concept is defined in Placemaking as an Economic

Development Tool as “the process of

creating quality places where people want to live, work, play, shop, learn and visit.” The report also notes that “quality places are essential to attracting and retaining talented workers, and where they concentrate, jobs are also plentiful. Place matters and quality places matter most of all!”

Figure 5-7: Downtown Stanton



Reference: Google Earth

Characteristics of quality places include:

- Easily Walkable
- Mixed Uses
- Creative/Functional Sidewalk Amenities
- Respects Historic Structures
- Choices in Recreation, Transportation, Housing, Entertainment
- Safe, Comfortable, Sociable, Green Spaces

Because of its existing mixture of uses, and pedestrian scale the city's downtown is the prime location for implementation of placemaking concepts.

Walkability – The ability of a space to both attract and accommodate pedestrians is critical to the vitality of a place. The downtown is relatively walkable, with wide sidewalks and few curb cuts. It is well connected to the surrounding residential areas as well as to the Fred Meijer Heartland Trail.

Mixed Uses – A mixture of uses is important to provide a range of users of a place and promote activity throughout the day. Single use areas such as office parks can be quite busy at certain periods (8-5 Monday thru Friday), but may be “dead” the remainder of the week. The downtown currently includes a mixture of offices, retail, personal service, and entertainment including bars and restaurants, providing potential uses over much of the day and evening. This mixture of uses should be continued and expanded to include more residential uses in and adjacent to the downtown.

The commercial analysis by Land Use/USA identified several “gaps” in services that have potential in the city's market area that could continue to expand this mixture of uses, while others such as motorsports would be more appropriate in the outlying areas where outdoor display and larger building foot prints are more appropriate. In particular, uses such as a teen spot and arcade or fitness center that can attract people downtown in the evenings and the weekends would enhance the viability of the downtown and improve it as a “quality place.”

Another opportunity would be to link the downtown with Montcalm Community College through the creation of a satellite campus downtown.

Creative/Functional Sidewalk Amenities – Sidewalks are one of the primary “public

Figure 5-8: Corner in Downtown Stanton



Reference: Google Earth

arenas” in a downtown and efforts should be made to make it comfortable and inviting.

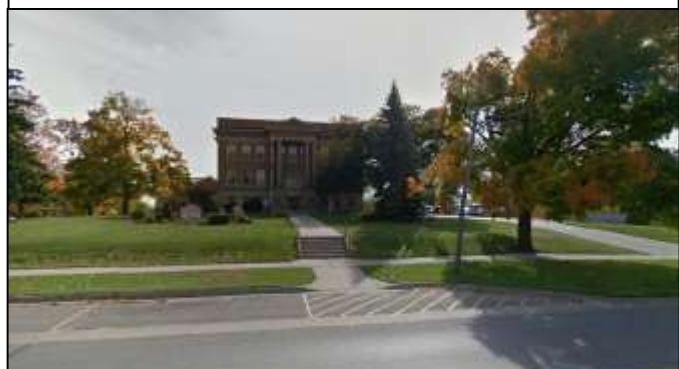
Significant investments in the previous downtown streetscape project provided some nice features including benches, tables, bike racks, waste receptacles, street trees, street lighting, and planters. However, some of these are becoming worn and should be refurbished or replaced.

The city should continue to build on efforts to enhance

the downtown that began with the downtown clock project. These include the establishment of a thematic wayfinding program that uses signage with a consistent visual appearance to direct motorists, bicyclists, and pedestrians to locations within the city and other parts of the community.

Respects Historic Structures – The downtown has several historic structures that give it character. These include the County Court House on the western edge, and the Hotel Montcalm in the heart of the downtown. Other older buildings have been successfully renovated, while maintaining their overall appearance including the Brickyard Bar and Restaurant. Incorporating design standards into the city zoning ordinance and providing incentives through the DDA

Figure 5-9: County Court House



Reference: Google Earth

for façade improvements consistent with the historical character of the buildings are strategies that demonstrate respect for the value of these structures to the community.

Choices in Recreation, Transportation, Housing, Entertainment – Because “one size does not fit all,” places that provide a range of choices are more likely to attract a wider range of people. It is difficult for a community the size of Stanton to provide as many options in this area as larger cities in the region. This is particularly true in the area of transportation. However, the community can establish as a goal the expansion of opportunities in these areas when circumstances allow, and to work incrementally towards that goal. The city is currently working on significant expansion of the recreational opportunities through the development of the Veterans Memorial Park, and while the site is not downtown, it will be made accessible to the downtown through sidewalk improvements. Expansion of housing opportunities can be achieved through strategies previously noted in providing a wider range of housing both downtown and the surrounding areas. Entertainment opportunities can also be expanded by promoting efforts to recruit and support a wide range of entertainment businesses in the downtown.

Safe, Comfortable, Sociable, Green Spaces – In conjunction with the development of comfortable and inviting sidewalks, quality places have green spaces that allow the public a place to meet and mingle. The spaces can be informal spots or formal parks and gardens. The only significant greenspace within the downtown is the County Administration Building on its western edge. Because of the city's substantial commitments to existing parks and the proposed Veteran's Memorial Park, future efforts for the downtown should be in ensuring adequate visibility and pedestrian connections to the downtown.

Tactical Placemaking – In addition to the efforts described above, to enhance the vitality of the city's downtown, there are strategies referred to as “tactical placemaking” that should be considered in these efforts.

As defined in *Placemaking as an Economic Development Tool*, tactical placemaking is “...the process of creating quality places that uses a deliberate, often phased approach to physical change or new activation of space that begins with short-term commitment and realistic expectations that can start quickly (and often at low costs).” It provides a community with the opportunity to try-out ideas on a temporary basis. Examples include “PARKing Day” where individual parking spaces are transformed into a park-let for a day, “Build a Better Block” where vacant store fronts or public spaces are “activated” such as by placing tables and chairs on the sidewalk to create a faux café and “Pop-up Retail” which uses vacant retail spaces, lot or public spaces for start-up businesses, art fairs or other attractions.

Land Use/USA Findings/Recommendations

In April 2015 Land Use/USA conducted a study of the city's commercial base, with emphasis on the downtown. The results are summarized in Table #-1

TABLE 27 SUMMARY OF LAND USE/USA REPORT	
Issues and Opportunities	Potential Strategies
Property is Available – There are spots of vacant spaces that could be utilized.	Efforts should be focused on filling these vacant spaces
Leverage Internet Sales – The businesses on average in Stanton do a moderately good job of leveraging internet sales to support their business, with some doing an excellent job.	Provide training opportunities for local businesses on how to use the internet to support their business
Improve Merchandising Display – Some businesses need assistance in modifying their merchandise displays to make them more attractive to the customer.	Conduct window display competitions Provide technical assistance to downtown stores on visual displays
Opportunities for Residential Rentals – Several of the two-plus story buildings can be developed to provide upper floor residential apartments that provide income to the property owners and additional potential clients to the businesses.	Identify barriers in zoning ordinance to residential rentals including parking requirements Identify potential financing options for property owners interested in development of second floor + residences
Improve Façade – While the majority of the buildings have adequate to very good facades, a few are in need of major refurbishment. These poor facades can have a blighting effect on the surrounding business area.	Provide technical assistance in development of façade treatments that respect the historical character of the downtown Provide financial incentives for façade improvements
Store Signage – Several stores have inadequate signage, although most of these were located outside the downtown.	Evaluate the sign regulations both in the downtown and the outlying commercial areas to verify that they provide adequate signage opportunities for businesses
Property is Available – There are existing buildings available for new commercial uses.	Relocate – Some existing business are located in buildings or locations that are not helpful to their future growth. Assistance should be provided in helping them to find new space inside the community

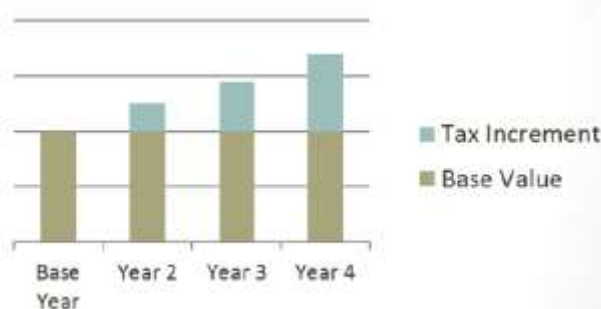
TABLE 27 SUMMARY OF LAND USE/USA REPORT	
Issues and Opportunities	Potential Strategies
	Recruit – There are businesses outside the city that might benefit from locating in Stanton. Efforts should be made to recruit the business into the city.
	New – The study identified several businesses that are not currently in Stanton that there appears to be a market for including: <ul style="list-style-type: none"> • Work apparel • Hobby and craft supplies • Memorabilia • Teen spot and arcade • Vintage car dealer • Motorsports • Bicycle sales and repair • Hearth and patio store • Pet store and bulk pet supplies, • Brokerage and title company

The city's downtown is its sole commercial center. The city has avoided the development of retail uses on the edge of their community. These fringe developments have tended to weaken the economic vitality of traditional downtowns and reduce their role as a community's center. The fact that Stanton has avoided this problem is a major asset for its downtown.

Downtown Development Authority and DDA Development Plan

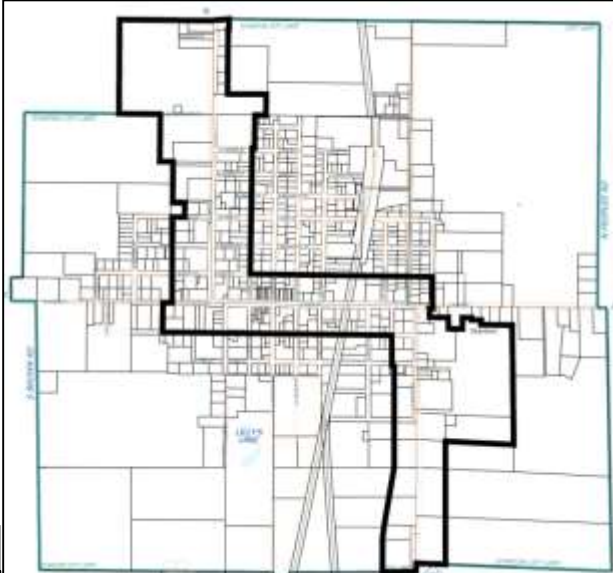
The City of Stanton re-established their Downtown Development Authority (DDA) in 2015. Downtown Development Authorities are authorized by PA 197 of 1975, the Downtown Development Authority Act. The law's purposes include "to correct and prevent deterioration in business districts" and "to encourage historic preservation". While the city's DDA includes commercial areas outside the downtown, it can be a useful tool in the future development of the city's commercial core.

Figure 5-11: DDA Tax Increment



Reference: City of Stanton

Figure 5-10: DDA Authority Area



Reference: ROWE Professional Services Company

Some of the tools that DDA's use to achieve these purposes are the ability to implement tax increment financing and its ability to buy, sell and lease property. Tax increment financing (TIF) is authority for the DDA to capture taxes levied on property within the DDA for the public purposes of the authority. The taxes captured are based on the increase in property values

from the base year (the year the TIF plan is adopted) and the current tax year. There are limitations on the tax capture. State county and local school taxes are exempt as are those of any other taxing jurisdiction that "opts out" at the time of the DDA's establishment. In addition, given the nature of the capture, the funds normally available to a DDA in the first few years of the TIF plan are often quite small. Still many DDA's have been successful in capturing significant funds over a period of 20 to 30 years.

The ability of the DDA to buy, sell, and lease property also allows it to actively address issues regarding blight and vacant or abandoned buildings. It can redevelop or market property if necessary. This can be important in particular if the property is highly visible and has a serious impact on the surrounding businesses.

Another important power of the DDA is to finance public improvements. The current streetscape was a project of the previous city DDA. Several potential placemaking projects for the downtown could be financed by the DDA.

Figure 5-12: DDA Building Revitalization Idea



Reference: Google Earth

Finally, the DDA Board, composed primarily of downtown business owners serves as a group focused on the revitalization of the downtown and can focus on planning and implementation for that purpose, including strategizing potential tactical placemaking projects.

CHAPTER 6 - Implementation Plan

A. Zoning and Other Ordinances

Zoning Ordinance

The Zoning Plan recommends several changes to the structure of the city zoning ordinance. In addition, the preliminary technical analysis in Appendix A identifies recommended changes to address ordinance clarity, compliance with state and federal law and consistency with generally accepted best practices. Finally, the strategies in Chapter 4 include several specific to changes to the zoning ordinance. They are:

- Identify barriers in the zoning ordinance and other city regulations that are barriers to historic preservation through adaptive reuse and improvements to nonconforming structures
- Review existing regulations for unintended barriers to development consistent with the city character
- Establish standards that require visual buffering of open storage, waste containers, and similar uses from adjacent residences and the public roadway
- Address sidewalk requirements in subdivision and zoning regulations
- Create incentives in the zoning ordinance that encourage new, affordable housing
- Maintain the areas designated on the future land use plan for multiple-family housing
- Modify the Zoning Ordinance to allow the development of apartments on the second floor of businesses
- Evaluate the existing mixed-use district surrounding the downtown
- Limit future rezoning outside downtown
- Leverage proximity to community college – provide for student housing opportunities
- Allow for mixed uses in non-residential districts and identify sites for adaptive reuse.
- Promote development that respects constraints caused by natural features.
- Establish standards from setbacks from wetlands
- Create low density zoning that allows for development in areas of steep slopes and wetlands
- Address zoning and land use that encourages office uses that are ancillary to the courts and social services

Subdivision Control Ordinance

The Land Division Act requires communities to adopt a local ordinance if they wish to enforce design requirements on proposed subdivisions. Although subdivision development is not as common since the rise in popularity of “site condominiums” over the past 20 years, there are still subdivision plats submitted in many communities. (It is recommended that site condominiums be regulated under specific provisions of

the zoning ordinance). The following are recommendations for the city's Subdivision Control Ordinance:

- Establish subdivision standards that promote building setback, lot size, and street layouts consistent with traditional city design where consideration of natural features allows.
- Address sidewalk requirements in subdivision and zoning regulations.

Other Ordinances

In addition to the zoning and subdivision control ordinances, the city has the authority to adopt general police power ordinances designed to protect the public health safety and welfare. Recommendations regarding these police powers include:

- Adopt and enforce a property maintenance code.
- Adopt standards to produce and uphold housing quality.

B. Capital Improvement Plan

A Capital Improvement Plan (CIP) is a multi-year program that lists recommended public improvements, their timing, estimated costs, and funding. Improvements can include infrastructure (streets, bikeways, sidewalks, sanitary sewers, water lines, storm sewers, and drainage), community facilities (public buildings, fire, police, and parks), and capital equipment, (fire engine or police car). The Michigan Planning Enabling Act (P.A. 33 of 2008) requires communities that adopt a Master Plan to also adopt a six-year CIP and update it annually. It requires the Planning Commission to prepare the plan, unless the City Commission assumes the responsibility.

The plan recommends that the preparation and maintenance of the CIP be a joint responsibility of the Planning Commission and City Commission, with input from staff and others designated by the council, including representatives from the DDA and the recreation committee. The Planning Commission should have input due to the relationship between infrastructure and future land use; the CIP will have no legitimacy, unless approved by the council, due to the fact that all appropriations must be made by the Council.

Proposed Improvements

The following are potential projects for incorporation into a CIP for the city based on recommendations of this plan:

- Identify and address missing sections of the sidewalk system in the city
- Enhance the community's non-motorized system
- Promote access management to maintain street capacity
- Connect proposed and existing recreational areas to Fred Meijer Heartland Trail

- Establish trail markings and wayfinding techniques to get users of the trail system into downtown
- Implement plans for development of community park facilities
- Establish standards for expansion of utilities
- Identify future land use based on potential from expansion of municipal infrastructure
- Extend sidewalks to connect the downtown and city parks including Veteran's Memorial Park
- Incorporate complete street designs into any street or highway improvements

Additional Studies and Programs

New studies and programs relevant to the city should be reviewed when they become available to determine their impact on the Master Plan. These could include updates to the City Master Plan or Zoning Ordinance, the DDA Development Plan or the Stanton Community Recreation Plan.

Grant programs

Grant programs providing funds or technical assistance should be evaluated for their ability to assist in implementing the Master Plan.

C. Other Implementation Strategies

Several implementation strategies recommended in this plan do not fall under the previous categories listed above, but are important so the city is able to reach the plan's goals and objectives. They include coordination with local, county, and state agencies and other organizations, economic development strategies, and other miscellaneous activities. These are summarized here:

- Identify and promote financial support available to property owners to repair and maintain historic structures
- Identify and promote financial support available from the State of Michigan available for housing rehabilitation and development
- Target existing businesses outside the community to relocate downtown
- Actively market existing downtown businesses
- Provide assistance to businesses wishing to improve their facades
- Provide marketing assistance to identify businesses to fill market gaps
- Support implementation of DDA Development Plan
- Work with township to prevent development of fringe commercial areas
- Establish career learning opportunities for residents and encourage internships and other learning opportunities
- Leverage opportunity of location as the county seat
- Emphasize retention and growth of existing businesses through continuing contact and technical assistance
- Coordinate with the county EDC in marketing industrial property in the city
- Increase the amount of land available for industrial development

D. Implementation Action Plan

This plan includes a large number of proposed implementation strategies. Attempting to try and undertake all or most of these at the same time is likely to result in few or none of them receiving the attention they need. Therefore the Planning Commission has prioritized the action items to be undertaken over the next three years. The chart below identifies those actions, the year(s) they are scheduled to be undertaken and the person or entity responsible for the action. If that person or entity is not the Planning Commission, then they are required to accept the responsibility prior to the adoption of this plan.

In addition to helping to jump start the plan implementation, the items that fall under the responsibility of the Planning Commission can serve as the basis for the Planning Commission's work plan that they are required to provide to the City Commission as part of its annual report.

TABLE 28 IMPLEMENTATION ACTION PLAN		
Implementation Action Item	Responsible Person or Entity	Implementation Time Frame
CIP	City Staff/Planning Commission/City Commission	6 Months
Zoning Ordinance Update	Planning Commission	18 Months
Strategies to Connect Heartland Trail	City Staff/City Commission/ Downtown Development Authority	12 Months
Incentives for New Housing	City Staff/City Commission/ Downtown Development Authority	12 Months

E. Plan Review and Update

A plan is not a static document. It must continuously be maintained and updated if it is to remain valid. This plan calls for the Planning Commission to review it regularly, at least a minimum every five years, as required by the Michigan Planning Enabling Act. Below are recommendations on key indicators that the City of Stanton Planning Commission can use to determine the need for a plan update.

Five Year Review

Under the terms of the recently adopted Michigan Planning Enabling Act, the City Planning Commission must review the plan at least every five years to determine if there is a need to update it. The procedures below can be followed at that time to meet that requirement. The findings and determination should be recorded in the minutes and through a resolution attached to the appendix of the plan.

The review should be a formal process if the city intends it to serve as compliance with the requirements of Section 45 (2) of the Michigan Planning Enabling Act. This means

there should be a record of the factors outlined above (or others the city might use) that were reviewed and the basis upon which the Planning Commission determined an update was or was not necessary. The findings should be set out in a resolution adopted by the Planning Commission.

It is recommended that the Planning Commission conduct a less formal review annually, based on those issues that have risen through use of the plan in making zoning decisions.

Changes in Current and Projected Conditions

This plan is based on certain assumptions concerning the growth of the city. These assumptions are contained primarily in the plan's database and future land use plan. It is important for the city to regularly monitor these assumptions to determine if they are still valid. If they become invalid, the planning commission must determine what the changes in circumstances mean for the plan goals and policies.

- **Housing and Tenure Mix**

The plan makes assumptions on the changes in housing and tenure mix. In fact, one of the goals of the plan is to promote an increase in the mix of housing types. If the change in housing mix is not meeting the goals of the plan, a change in policies may be needed to address the issue, depending on the reason for the difference. If housing type varies significantly from what was assumed, it may require changes in the future land use plan to provide an adequate supply of land to meet the difference in demand. Housing mix can be tracked by review of building permit data.

- **Housing Cost**

Changes in housing cost in comparison with household income impacts housing affordability. Measuring changes in housing costs is tricky, because it is not directly tied to changes in housing values and rents. It is also impacted by turnover rates for owner-occupied dwellings (not every property owner buys a new house every year) and other housing costs, such as energy, utilities, and insurance. The census provides a good consistent measure of the change in housing costs, but because it is only conducted once every ten years, new data may not be available when the five-year review comes around. In those cases, the city can get a rough measure by comparing changes in property values provided by assessing and changes in rents based on a random sample of rental units. An increase in the housing affordability gap may justify consideration in changes to future land use plans or other housing policies to increase the supply of affordable housing, particularly if the gap is increasing at a rate greater than the county or state as a whole.

- **Land Use Mix**

The plan is based on assumptions with regards to demand for various land uses. In particular, the plan does not anticipate significant demand for industrial land uses and only moderate demand for commercial uses. On the other hand, the plan

assumes a significant demand for residential purposes, particularly medium and high density uses. It also assumes demand for institutional uses including governmental and medical uses. Changes in these trends would be significant factor to consider in reviewing the plan.

- **Adjacent Planning and Zoning**
Changes in the Master Plan or zoning map of Stanton or of any master plans or zoning ordinance adopted or amended by the surrounding municipalities should be reviewed to consider their impact on the city's plan. Particular attention should be given to changes that increase the intensity of land uses adjacent to the city. The Michigan Planning Enabling Act requires the townships to notify the city whenever it is proposing to adopt or amend their plans. The Michigan Zoning Enabling Act does not contain similar coordination requirements, but as discussed above, the city could enter into arrangements with the townships to notify it of proposed rezonings within "x" feet of the city boundary in return for the reciprocal notification by the township.
- **Transportation**
Changes in the traffic flow on the major streets in the city and M-66 could have significant impact, due to the limited number of alternatives to get from point "A" to point "B." The city should continue to monitor traffic counts and accident rates at key intersections to identify potential congestion points.
- **Utilities**
The plan anticipates expansion of the city's utilities only as demanded by future development. At the same time, it does anticipate that city infrastructure will be extended if the demand for development arises. Any change in those anticipated improvements could affect the proposed development of those areas. The Planning Commission should be kept abreast of the status of utility improvement plans.
- **Commercial Development**
The plan anticipates all future commercial development to concentrate around the existing downtown and work in cooperation with the surrounding townships to prevent the creation of commercial spot zones at the boundaries of the city. If development occurs in a manner different from that projected by the plan, it would be a concern.

Reviewing the Plan Goals and Policies

A plan is based both on the facts that describe the conditions in a community and the municipality's vision of the future. That vision is outlined in the community's goals. For example, the current breakdown of various housing types is a fact. The plan's goals identify whether the community views that current ratio as a positive fact they want to see continue or as a condition they want to change. Community attitudes can change over time, which means that goals may change in time even though the facts have not.

The plan's objectives describe how a community is proposing to reach its identified goals. In some cases, a master plan's policies may help to reach the proposed goals. That may be due to a lack of application of the policy or the ineffectiveness of the policy in achieving the hoped-for results.

As part of review of a master plan, the Planning Commission should look at their plan's goals and objectives and ask the following:

- 1) Is there a need to modify the goals and/or objectives of the plan based on changes in conditions in the community?
- 2) Have there been changes in community attitude that require the plan goals to be reviewed?
- 3) Have the current plans policies been or not been effective in reaching the stated goals?

Reviewing Implementation of the Plan

There are many reasons a plan may not achieve the expected results, including changes in conditions, strategies that are ineffective, and lack of follow through in implementing of the strategies. The strategies should be reviewed to identify ineffective or unimplemented strategies. If the strategies were ineffective or unimplemented, it should be determined the reason for this. Such a situation may call for at least a minor amendment to the plan to revise or replace the strategies.

F. Using the Master Plan for Zoning Amendment Review

In considering a rezoning request or a proposed text amendment, the primary question to ask is; "Does this zoning amendment conform to our master plan?" Subsidiary questions follow: "Was there an error in the plan that affects the appropriateness of the proposed amendment?" "Have there been relevant changes in conditions since the plan was approved that affect the appropriateness of the proposed amendment?;" and "Have there been changes in the community's attitude that impacts the goals and objectives of the plan and affect the appropriateness of the proposed amendment?" Answering these questions should answer the question whether or not a zoning amendment is appropriate and that should frame the reason within the context of the plan.

This method of analyzing a request rests on the assumption that a request that complies with a valid plan should be approved and that one that does not comply with a valid plan should not be approved (the principal exception to this rule would be text amendments intended to improve administration of the ordinance). Further, it assumes that the three circumstances that would invalidate a plan are: an oversight in the plan; a change in condition that invalidates the assumptions that the plan was built on; or a change in the goals and objectives that the community set for itself.

Consistency with the Master Plan

The issue of consistency with the Master Plan can vary based on the master plan concerned. For the purposes of this plan, consistency with the Master Plan in the case of a rezoning means it is consistent with most of the relevant goals and policies, as well

as the Future Land Use Map. In the case of a proposed text amendment, consistency means it is consistent with most of the relevant goals and policies.

Oversight

An oversight in a plan can be an assumption made based on incorrect data, an area on a future land use map that is incorrectly labeled, or other factors that, if known at the time of the plan adoption, would have been corrected.

Changes in Conditions

A plan is based on the assumption that certain conditions will exist during the planning period. If those conditions change, then goals, objectives, and land use decisions that made sense when the plan was adopted will no longer be valid and a zoning amendment that was not appropriate before may be appropriate now.

Change in Policy

In the end, a plan is based on the planning commission's vision of what is the best future for their municipality. When that vision changes, the plan should change. When a zoning issue results in a change in vision, a decision can be made that is contrary to the current plan as long as that changed vision is explicitly incorporated into the plan.

Two points should be made. First of all, the factors for consideration (oversight, change in condition, or change in goals or policy) can work in reverse, making a proposal that otherwise seems appropriate and/or inappropriate. Secondly, these factors should not be used to create excuses for justifying a decision to violate the master plan, or to change it so often that it loses its meaning.

Appendix A - Preliminary Zoning Ordinance Technical Analysis

This report is intended to be a preliminary review of the current City of Stanton Zoning Ordinance, in effect in April 2016. The purpose of the analysis is to identify some of the general issues with the current ordinance that should be considered in any update to the zoning ordinance. The comments are intended to make the ordinance easier to understand as well as to be more consistent with changes in law and current zoning practice. These are in addition to the issues recommended for change in the Master Plan's "Zoning Plan":

General Issues

- The ordinance still makes reference to the old planning and zoning enabling acts. They should be updated to refer to PA 33 of 2008 The Michigan Planning Enabling Act and PA 110 of 2006 The Michigan Zoning Enabling Act.
- The ordinance uses several unnecessarily "fussy" terms like "therefore" and "hereto" that can be deleted or replaced with simpler words.
- The ordinance should be broken down into more articles, giving major provisions such as nonconformities, parking, signs, site plan review, Special Use Permits and the ZBA their own articles so that their provisions are easier to find.
- Consider increased use of tables to display data. We have put the use requirements of Article III in a table as an example.

Article II

- This article is not named, although it should be titled "Definitions."
- Many use terms such as "Cemetery", "Essential Service", and "Open Air Business" are not defined in this article.
- Some terms are defined in this chapter differently than how they are broken down in the district regulations. A good example is auto related uses, where the definition article breaks them down into major and minor auto repair facilities but the district regulations use terms like "Automobile repair establishments, including body shops" and "Vehicle service stations, including automobile repair and car washes but not including body shops."
- There are several terms such as "building height" and "yard" that could be clarified with an illustration.
- The definition of lot line, front makes it unclear how to treat the front lot line on a corner or through lot. In other portions of the ordinance it appears that both are front lot lines or that one is a street side lot line, or just a side lot line. The definition should clearly state how it is treated, along with an illustration, and other provisions should be consistent with that.
- There are some terms used in the ordinance that are not defined. An example is "setback, required". While "setback, established" is defined the other is not and should be.

Article III Establishment of Districts

This district includes all of the district regulations. Below is a table that summarizes the uses allowed within the various districts and by SUP or as an accessory use.

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Agricultural										
Customary Agricultural Practices, including row crops, pasture, orchard land, nurseries and similar uses, but no including feedlots or confined feeding operation									P	
Residential										
Bed and Breakfast	S	S	S		S	S	P			P
Convalescent home			S							P
Customary Home Occupations as an accessory to residential use	S	S	S							P
Mobile home condominium or mobile home subdivision			S							P
Mobile Home parks			S							P
Multiple Family Dwelling containing four or less dwelling units per building			P							P
Multiple Family Dwellings containing 48 or less dwelling units per building			S							P
Nursing home			S							P
One Family Dwelling			P							P
Residential uses only when located at the second story level					S	S	P			P
Rooming house, boarding house					S	S	P			P
Single family dwellings	P	P			P					P
Two Family Dwelling			P							P
Two-family dwelling or conversion of an existing single family dwelling to a two family dwelling	S									P
										P
Institutional										
Cemetery	S		S							P
Churches	S	S	S							P
Essential Services (See Section 15.441)	S	S	S							P
Hospital			S							P
Municipal buildings and service installations					P	P	P			P
Municipal buildings, public service buildings								P	S	P
Nursery and day care center			S		S	S	P			P
Parks and Playgrounds	S	S	S							P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Post office similar governmental office buildings					P	P	P			P
Public Utility and service building not requiring a storage yard					S	S	P			P
Schools	S	S	S							P
										P
Commercial										
Amusement establishments, including video and pinball arcades					S	S	P			P
Amusement parks					S	S	P			P
Any office or other use associated with an agency of the Federal, State, Regional or Local Government				P						P
Any similar retail business whose principal activity is the sale of merchandise within an enclosed building					P	P	P			P
Assembly buildings, including dance pavilions, theaters, auditoriums, churches and private clubs, not including drive in theaters					S	S	P			P
Automobile Dealerships, including minor or major automobile repair as a accessory					S	S	P			P
Automobile repair establishments, including body shops								S	S	P
Building supply and equipment establishments					S	S	P			P
Commercial enterprises producing merchandise on the premises					S	S	P			P
Commercial recreation facilities such as indoor theaters, bowling alleys, indoor skating rinks, health and fitness salons, tennis and handball courts, or similar uses					S	S	P			P
Commercial schools including mi, music, dance business, professional an trade					P	P	P			P
Contractor yards, building materials storage								S	S	P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Drive-in businesses including banks, drive-in restaurants, dry cleaning pickup stations or similar personal services					S	S	P			P
Farm equipment sales					S	S	P			P
Funeral Homes				P						P
Grain storage and milling, feed store, storage and sales of agricultural products and similar uses								P	S	P
Hotels and motels					S	S	P			P
Lumber yards								P	S	P
Major automobile repair including automobile body shops								P	S	P
Medical or dental clinics					S	S	P			P
Mortuaries and funeral homes					S	S	P			P
Open air businesses					S	S	P			P
Other retail business such as drug, variety, dry goods, clothing, notions, music book hardware, appliance or furniture stores					P	P	P			P
Personal service establishments which perform services on the premises such as barber or beauty shops, repair shops for shoes, radio, television, jewelry, self service laundries and photographic studios					P	P	P			P
Professional office uses in the practice of accounting, medicine, law, dentistry, architecture, engineering, real estate, brokerage, insurance, or other similar professional or quasi-professional office uses				P						P
Professional offices of doctors, lawyers, architects, dentists, engineers, chiropractors, and other similar professions and banks, not including drive-in banks					P	P	P			P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Repair and service establishments including but not limited to lawn mower repair, snowmobile repair, boat repair or air conditioner repair shops that are operated in conjunction with a retail business					S	S	P			P
Restaurants and clubs which permit the consumption or alcoholic beverages on the premises, or permit dancing or live entertainment					S	S	P			P
Restaurants, not including drive-in restaurants and not permitting dancing, live entertainment, or the consumption of alcoholic beverages on the premises					P	P	P			P
Retail food establishments, bakeries, and similar uses including those employing more than 5 person in food production					S	S	P			P
Retail food establishments which supply groceries, fruits, vegetables, meats, dairy products, baked goods, confections, or similar commodities for consumption off the premises. Foodstuffs may be prepared or manufactured on the premises as an accessory activity if the sale of the product is limited to the local retail store and not more than five (5) persons are employed on the premises in such productions					P	P	P			P
Service establishments including printing, publishing, photo reproductions, blueprinting and related trades or mis					P	P	P			P
Trade or industrial schools and veterinary hospitals or clinics								P	S	P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Vehicle service stations, including automobile repair and car washes but not including body shops					S	S	P			P
Veterinary hospitals, clinics and kennels					S	S	P	S	S	P
										P
Industrial										
Central dry cleaning plant								P	S	P
Junk yards, salvage yards								S	S	P
Laboratories including experimental, film and testing								P	S	P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
1. Manufacture, compounding, processing, packaging, treating, assembling from previously prepared materials in the production of: a. Food products including meat, dairy, fruit, vegetable, seafood, grain, bakery confectionery, beverage and kindred foods b. Textile mill products including woven fabric knit goods, dyeing, and finishing, floor covering, yarn and thread and other textile goods c. Apparel and other finished products made from fabrics, leather goods, fur, canvas and similar materials d. Lumber and wood products including millwork, prefabricated structural wood products and containers, not including logging camps e. Furniture and fixtures f. Paperboard containers, building paper, building board, and bookbinding g. Printing and publishing h. Chemical products such as plastics, perfumes, synthetic fibers i. Manufacturing of engineering, measuring, optic medical, lenses, photographic and similar instruments j. Jewelry, silverware, toys athletic, office and tobacco goods, musical instruments, signs and displays, lampshades and similar manufacturing								P	S	P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Manufacturing, compounding, processing, packaging, treating, assembling and bulk storage of a. Chemical products such as drugs, soaps, detergents, paint enamels, wood chemicals agricultural and allied chemicals b. Rubber manufacturing or reclaiming, such as tires, tubes, footwear c. Stone, clay, glass, cement, brick, pottery, abrasive, tile and related products d. Primary metal industries, including blast furnaces, steel works, foundries, smelting or refining of nonferrous metals or alloys rolling and extruding. e. Fabricated metal manufacturing, including ordnance, engines, machinery, electrical equipment, metal stamping, wire products and structural metal products								S	S	P
Mining, processing, and transporting of stone, sand, or gravel aggregate								S	S	P
Motor freight terminal including garaging and maintenance of equipment. Freight forwarding packing and crating services								P	S	P
Petroleum refining, paving materials, roofing materials and other related industries								S	S	P
Pulp and paper manufacturing								S	S	P
Slaughter house, rendering plant								S	S	P
Warehouses, cartage business								P	S	P
Warehouses selling retail on the premises, provided there is no outside storage or stockpiling					S	S	P			P

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Wholesale establishments including automotive equipment, drugs, chemicals, dry goods, apparel, food, farm products, electrical goods, hardware, machinery, equipment, metals, paper products and furnishing and lumber and building produces								P	S	P
Wholesale establishments including automotive equipment, drugs, chemicals, dry goods, apparel, food, farm products, electrical goods, hardware, machinery, equipment, metals, paper products and furnishing and lumber and building produces								P	S	P
Accessory Uses										
Automobile parking area					A	A	A	A	A	A
Automobile parking for occupants, and clients only. Off-street parking shall be provided and screened as required in Section 15.4 3 7				A						A
Childs playhouse, swing sets, and similar apparatus	A	A	A		A					A
Doghouses, pens and similar structures	A	A	A		A					A
For sale or for rent sign per lot (one)	A	A	A		A					A
Fallout shelters	A	A	A		A					A
Identification signs, as regulated in Section 15.520				A						A
Loading areas					A	A	A	A	A	A
Parking of a Commercial Vehicle over (1) ton capacity	S									A
Porches, gazebos, decks and similar structures	A	A	A		A					A
Private Auto garages, carports	A	A	A		A					A
Signs, as regulated herein					A	A	A	A	A	A
Storage buildings or yard buildings, not to exceed 200 sq. ft	A	A	A		A					A

USE	R-1	R-2	R-3	G-1	C/R	C-1	C-2	I-1	S-1	PUD
Key: P= Permitted Uses S= Special Land Use Permit A= Accessory Uses										
Swimming pool and /or bathhouse	A	A	A		A					A
Tennis, basketball or volleyball court and similar uses for private use	A	A	A		A					A
MISC										
Airports and landing fields								S	S	P
Electricity regulating sub-station, and pressure control for gas, water and sewage								P	S	P
Expansion of any of the above uses (uses permitted by SLU) permitted by special use permit	S									P
Heating and electric power generating plants								P	S	P
Private non-commercial recreation								S	S	P
Water supply and treatment facilities								S	S	P
Water supply and treatment facilities								S	S	P
Waste disposal facilities including incinerators and sanitary landfills								S	S	P
Waste treatment facilities								S	S	P

Other uses include:

- There are several uses missing from those specifically mentioned in the ordinance including Adult Foster Care Small Group Homes and Adult Foster Care Family Homes that are required by state law to be permitted in single-family districts, Family Day Care, and Group Day Care Homes, Sexually Oriented or Adult Businesses, and Communication Towers and Antennas.
- There are potentially overlapping uses such as Open Air Business and Auto Dealerships
- It should be made clear that although Schools are listed as a use, public and charter schools are exempt from local zoning.
- The use Drive-in should probably be changed to Drive-thru.
- Mining is allowed in the city?

Article IV Regulations

- Section 15.423 Unclassified Use gives the Planning Commission the power to interpret uses and then to allow unclassified uses by SUP. Elsewhere the ZBA has the power of interpretation (which is more appropriate) and recent Appeal Court decisions prohibit the Planning Commission from granting SUP approval to a use not specifically listed.

- Section 15.433 Temporary Uses lists temporary uses allowed. We recommend they be incorporated into the district regulations.
- Sections 15.431 and 432 deal with zoning permits and occupancy permits, but these are also addressed in the Administration Article, where these sections should be moved.
- Section 15.437 Parking and Loading should be made its own article and should be expanded to include more detailed provisions on parking requirements including parking space size and the range of parking space requirements by use, addressing stacking spaces, and greater detail on landscaping and lighting requirements.
- Section 15.438 deals with livestock and other animals in the city and seem to infer that farm animals may be allowed in certain districts. This may open the city up for potential right to farm issues.
- Section 15.444 deals with lighting and screening. This should be a separate article with greater detail on screening and lighting requirements. The fencing provisions should differentiate between required fences and permitted fences.
- Sections 15.450 through 15.456 deal with nonconformities. This should be separated into a separate article and expanded to provide greater detail. It should clarify what constitutes an expansion of a nonconforming structure, and replace the language dealing with abandonment of a nonconforming use which has been declare unenforceable by the Michigan Court of Appeals. We also recommend providing flexibility in side yard setbacks for nonconforming lots that are narrower then otherwise allowed.
- Section 14.460 deals with site plan review. We think the text confuses site plan review with the review of plot plans for zoning permit approval. It is unclear what types of improvements require full site plan approval. The Planning Commission has authority only over site plans dealing with SUPs, which is very unusual. Other issues we think should be addressed include:
 - Adding to the information requirements for site plan approval including addressing drainage, wetlands, floodplains, lighting, storage and display, signs and authority for the Planning Commission to reduce or increase the information required for a particular site plan.
 - Revising the standards for imposing conditions to include the “rough proportionality” and “rational nexus” standards.
 - Allowing for administrative approval of minor changes to an approved site plan.
 - Establish an expiration date for approval if work is not undertaken.
- Section 15.470 Special Use Permits provides for the procedures for review of SUPs. We would delete the standard that a SUP cannot decrease the market value of any adjacent property since any adjacent property owner opposed to a project will claim that it would do so and unless the city wants to do a market study for each use, how would they disprove it. We also recommend adding a provision authorizing the termination of a SUP by the Planning Commission if a SUP holder does not comply with the requirements of their permit.

Article Supplemental Regulations for Specific Uses

- Sections 15.510-15.512 deal with mobile home parks and mobile home subdivisions. Several of the standards appear to exceed the standards of the

Manufactured Housing Commission and local standards cannot do so without the Commission's permission, which they do not often grant.

- Section 15.521 Signs and Billboards should be a separate article, or the city may wish to develop a separate police powers ordinance. In a couple of places in the section the ordinance stipulates that nonconforming signs needed to be brought into compliance or removed (in one place in three years, in the other in ten years). If the ordinance remains part of the zoning ordinance this "amortization" of signs is not allowed due to the MZEA's requirement to allow nonconformities. In addition, the sign regulations should be reviewed to see if they can be made more "content neutral" in conformance with the recent U.S. Supreme Court decision.
- Section 15.522.G deals with the design standards for single family homes. It requires that all homes have a minimum width of 22' in order to prevent single wide mobile homes from being located outside mobile home parks. We recommend that it be revised to require both width and length is a minimum of 22' to address arguments that the long side of a single wide is a width.
- Section 15.522.L deal with home occupations which all require a SUP. We would like to suggest that some home occupations with very little or no off-site impacts should be allowed by right, and only more intense home occupations require a SUP. The provision should also recognize that home occupations involving the teaching of a fine art such as music lessons are required to be permitted by right per the MZEA.

Article VI Administration

- Sections 15.620-15.629 deal with Special Use Permits. They should be moved to the section dealing with SUPs.
- Sections 15.650-15.670 outline the membership and powers of the ZBA. These should be part of a stand-alone ZBA Article. The article should be revised to address:
 - It should be clear that one (but only one) of the City Commission members may be a member of the ZBA
 - The provision for ZBA alternate members allowed in the MZEA should be added to the ordinance
 - City ZBA's have the power to grant both use variances and non-use variances if the zoning ordinance allows. The ordinance should be clarified as to whether or not the ordinance allows both.
 - The ordinance should clarify that while an approval of an applicant's request requires a yes vote by a majority of the members, a vote to deny only requires a majority of the members present.
 - We recommend that a set of standards for consideration of appeals of administrative decisions be included.
 - The standards for approval of a variance are different then the standards adopted by the Michigan Court of Appeals in the "National Boatland" case.
- Section 16.680 includes a lot of detail on the Municipal Civil Infraction process. Normally, this information is included in a separate police powers ordinance establishing the MCI bureau and then the zoning ordinance simply refers to that ordinance

Article VII Amendments

- The current provisions in Section 15.710 only allows the City Commission to initiate amendments to the zoning ordinance. The Planning Commission and ZBA can recommend amendments. Some communities allow them to initiate the amendments. The notice requirements listed in this section are not consistent with the requirements in the MZEA.
- We recommend provisions for review of conditional rezonings be added to the zoning ordinance.

Appendix B - Prouds and Sorries

During the kick-off meeting for the Master Plan Update process, the City Planning Commission and City Commission members participated in a "Prouds and Sorries" exercise. The purpose of the exercise was to identify community assets that the city should work to maintain, as well as the issues the city needs to address. Once identified, they can be referred back to during the planning process to see how the plan can address them.

The exercise began with participants brainstorming a list of the city's assets (prouds). After the list was complete, each participant got three votes on which of the prouds were most important. The process was then repeated for the issues facing the community (sorries). The results of the exercise are below

Sorries

- Abandoned Homes
- Loss of Elementary School
- Empty Store Fronts
- Need to Rehab Streetscape
- Accessibility/ Walkability
- Need for More Hospitality Based Businesses- Such as Restaurants
- More Senior Housing
- Need Industrial Zone- Lack of Industrial
- Need to get more Teamwork by Residents. Lack of Community Pride
- Poverty
- Lack of Housing Diversity
- Export Medical Services
- Shooting Range in the City Limits
- Lack of Entertainment Facilities- Open-Air Venue
- Open Ditch Drains
- Water and Sewer Improvements

Prouds

- Country Seat- Future County Use
- Stanton Old Fashioned Days- August 12th thru 16th
- Recreational Areas and Parks and Plans for Expansion
- Rails to Trails- Fred Meijer Heartland Trail
- Beautiful Maple Trees
- Cemetery- Maintained/Setting
- Main Thoroughfare (M-66)
- Proximity to Community College- 5 miles south
- Community Organizations: Lions, Women's Club, Rotary, Old Fashioned Days Committee, & Chamber of Commerce
- Main Road Commission Office
- Main Street- Good and with Lots of Potential
- Fiber Optics for High-Speed Internet
- Assortment of Churches
- White Pine Library
- Court System
- Department of Public Works
- Great Mental Health
- Potential for Juvenile Detention Facility
- Water and Sewer Improvements
- Fire Department

Appendix C - Plan Adoption Documentation

Notice of Planning Process Start Up – Stanton Township

Notice of Planning Process Start Up – Montcalm County

Notice of Public Hearing – Mailed

Notice of Public Hearing Published

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**NOTICE OF INTENT TO UPDATE
A MASTER PLAN
THE CITY OF STANTON, MICHIGAN**

January 28, 2015

In accordance with the requirements of Michigan Planning Enabling Act, this is to notify you that the City of Stanton is initiating the process to update its Master Plan.

In the coming months, the City of Stanton Planning Commission will be working on the plan. Once a draft has been prepared, a copy will be sent to you for your community's review and comment. Once the plan is adopted, a copy of the adopted plan will also be sent to you. It is our intention to provide the plan copies in digital format. If you would like a paper copy of the draft and final plan instead, please let us know.

The City of Stanton thanks you for your cooperation and assistance. We would also like to take this opportunity to assure you of our cooperation in a similar fashion in any planning efforts you may choose to undertake in the years to come. Please direct any correspondence or questions to:

Planning Commission
City of Stanton Planning Commission
P.O. Box 449
Stanton, MI 48888

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**NOTICE OF
PUBLIC HEARING COMMENT PERIOD AND PUBLIC HEARING
CITY OF STANTON MASTER PLAN**

September 21, 2016

The City of Stanton recently completed a draft City of Stanton Master Plan. This is notice of the initiation of the 63-day review period for the draft plan in accordance with Section 41 of the Michigan Planning Enabling Act.

Enclosed is a copy of the draft Master Plan.

Comments should be submitted to:

Master Plan Comments
City of Stanton Planning Commission
P.O. Box 449
Stanton, MI 48888

Notice of the public hearing on the Master Plan shall be forwarded once the date has been set, but it will be at least 63 days after the date of this notice.

Please contact Doug Piggott, Planner at ROWE Professional Services Company if you have any questions concerning this notice or the plan. He can be reached at DPiggott@Rowepsc.com or by calling (800) 837-9131.

**NOTICE OF
PUBLIC HEARING
CITY OF STANTON MASTER PLAN**

October 31, 2016

The City of Stanton recently completed a draft City of Stanton Master Plan. They previously sent you a copy of the draft plan. This notice is to inform you that the public hearing on the Master Plan will be held by the City of Stanton Planning Commission on December 1st 2016 at 5:30 pm at the City Hall at 225 S Cambum St.

Comments should be submitted to:
Master Plan Comments
City of Stanton Planning Commission
P.O. Box 449
Stanton, MI 48888

Please contact Doug Piggott, Planner at ROWE Professional Services Company if you have any questions concerning this notice or the plan. He can be reached at DPiggott@Rowepsc.com or by calling (800) 837-9131.

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**NOTICE OF ADOPTION AND TRANSMISSION OF
MASTER PLAN
CITY OF STANTON, MICHIGAN**

January 19, 2017

The City of Stanton adopted their Master Plan on December 20, 2016. Attached is a copy of the adopted plan for your information as required by Section 43 (5) of the Michigan Planning Enabling Act.

The City of Stanton thanks you for your cooperation and assistance in our planning process. We would also like to take this opportunity to assure you of our cooperation in a similar fashion in any planning efforts you may choose to undertake in the years to come. Please direct any correspondence or questions to:

City of Stanton Planning Commission
P.O. Box 449
Stanton, MI 48888

Douglass Township Planning Commission
4500 Grow Rd. NW
Stanton, MI 48888

Day Township Planning Commission
1151 North Deja Rd
Stanton, MI 48888

Sidney Township Planning Commission
PO Box 141
Sidney, MI 48885

Evergreen Township Planning Commission
PO Box 147
Sheridan, MI 48884

Montcalm County Planning Commission
P.O. Box 368
Stanton, MI 48888

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Appendix D - The City of Stanton Michigan, Retail Market Assessment and Preliminary TMA – Abbreviated Report

The City of Stanton Michigan

Retail Market Assessment and Preliminary TMA

May 12, 2015



Interim Report



Prepared for:
The City of Stanton, MI



Prepared by:

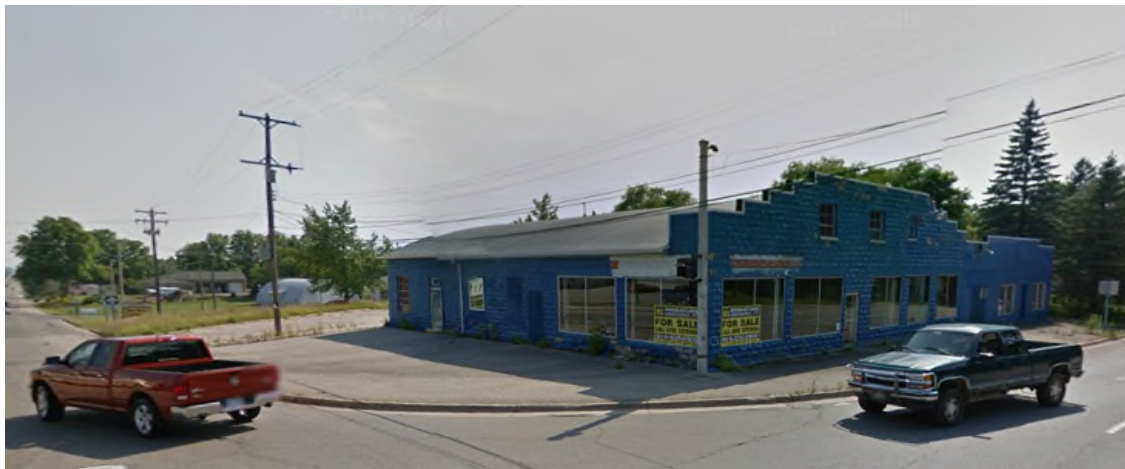


In collaboration with:



Market Assessment - Downtown Scale, Opportunities, and Placemaking
The City of Stanton, Michigan

Exhibit AA.7



Source: Google Earth with images licensed to LandUse|USA through Sites|USA; 2015.

Market Assessment - Downtown Scale, Opportunities, and Placemaking
The City of Stanton, Michigan

Exhibit AA.8



Source: Google Earth with images licensed to LandUse|USA through Sites|USA; 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 1.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	NEW	--	Downtown	Scrubs, Carhart, etc.	Work Apparel
--	--	--	--	improve marketing			--	--	4680 N Sheridan Rd	Double Six Lanes	Apparel - Sportswear
--	yes	--	--	improve marketing			--	1	Stanton	Twin Ponds Archery	Apparel - Sportsgear
--	--	--	--	--	--	--	--	1	505 N State St	Dollar General	GM - Dollar
--	--	--	--	--	--	--	--	2	55 S State St	Family Dollar	GM - Dollar
--		maybe	critical	yes	yes	yes	--	3	110 W Main St	All The Right Stuff	GM - Variety
--	--	--	critical	--	--	--	--	1	205 E Main St	Birdy's Antiques & Gifts	Antiques
--	--	--	--	--	yes	yes	--	2	106 S Camburn St	Hotel Montcalm Antiques	Antiques
yes	--	yes	n/a	yes	yes	yes	--	3	117 W Main St	It's a Buck / Stanton Mall	Thrift Store
--	--	yes	--	--	yes	yes	--	4	--	Treasure Shop Thrift	Thrift Store
--	--	--	--	--	--	--	--	1	697 S State St	RadioShack / Verizon	GM - Electronics
--	--	yes	--	--	yes	yes	Relo.	2	--	Boost Mobile (new)	GM - Electronics
--	--	--	--	--	--	--	Recruit	--	Dickerson Lake	Brokaw Web Epidemic	GM - Consulting
--	--	--	--	--	--	--	Recruit	--	--	Human Plus Digital Literacy	GM - Consulting

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 2.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	NEW	--	downtown	furniture upholstery, restoration	Furniture - Services
--	yes	--	--	--	--	--	--	1	232 W Main St	Millard's Furniture	Furniture
--	yes	yes	--	--	yes	yes	--	2	W Main St	Once Used Furn. & More	Furniture - Used
--	yes	--	--	--	--	--	--	3	232 W Main St	Millard's Appliances	Appliances
--	create pocket park			--	yes	yes	Relo w/in	1	Main St	A Touch of Whimsey	Gifts, Art
--	yes	--	--	--	--	--	Recruit	2	3484 E Sidney Rd	Mikes Woodworks	Gifts, Art - Woodworking
--	yes	--	--	--	--	--	Recruit	--	--	soy scented candles	Gifts, Art - Candles
--	--	--	--	--	--	--	NEW	--	--	craft supplies, fabric	Gifts, Art - crafts
--	--	--	--	--	--	--	NEW	--	--	hobby shop, sports	Gifts, Art - hobby
--	yes	--	--	--	--	--	--	3	--	memorabilia	
--	yes	maybe	--	critical	yes	yes	--	4	106 W Main St	Anderson & Girls Orchards Flowers, Etc.	Gifts, Art Gifts, Art - Florists
--	yes	--	maybe	yes	--	--	--	5	128 W Main St	Wells Photography	Gifts, Art - Photography
--	--	--	--	--	--	--	--	--	420 E Main St	Rustic Floral & Gift	Gifts, Art - Florists
--	--	--	--	--	--	--	--	--	111 E Main St	Stanton Floral	Gifts, Art - Florists
--	--	--	--	--	--	--	--	--	101 E Main St	Full Aperture Photo	Gifts, Art - Photography
--	--	--	--	--	--	--	--	--	900 Musson Rd	Painted Words Photo	Gifts, Art - Photography
--	--	--	--	--	--	--	--	--	106 S Camburn	The Owls Nest	Gifts, Art - Books

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	Recruit	1	5221 E Pakes Rd	Moreland Music Theater	Music
--	yes	--	maybe	yes	--	--	--	2	128 W Main St	Main St Music Studio / Lessons	Music
--	yes	--	--	--	--	--	--	3	111 E Main St	Encore Music	Music
--	--	--	--	--	--	--	--		Main St	Dr. Tom Musical Instruments	Music
--	--	--	--	--	--	--	--		--	TJ's Music, Video Factory	Music
--	--	--	--	--	--	--	--		620 N State St	Showtime Video	Video
--	--	--	--	--	--	--	NEW	--	Downtown	teen spot and arcade	Restaurant - Grill, Subs
--	yes	--	--	improve marketing			--	1	2589 N Wyman Rd	Mid Michigan Motorplex	Motorcross Racing
--	yes	--	--	improve marketing			--	2	5221 E Pakes Rd	Morelands MC	Motorcross Racing
--	yes	--	--	improve marketing			--	3	Stanton	Meijer Trail	Walking Paths
--	yes	--	--	improve marketing			--	4	Stanton	Twin Ponds Archery	Shooting Range
--	--	--	--	improve marketing			--	5	4680 N Sheridan Rd	Double Six Lanes	Bowling, Live Music
--	yes	--	--	improve wayfinding			--	6	2987 N Sheridan Rd	Anderson & Girls Orchards	Petting Zoo, Activity Farm
--	yes	--	--	improve wayfinding			--	7	--	White Pine Library	Library
--	--	--	--	--	--	--	NEW	--	anywhere	Stanton Fitness Center	Family Fitness
--	yes	--	--	--	yes	--	--	1	W Main St	Main St Dance Company	Dance, Zumba
--	--	--	--	--	--	--	--	--	108 N Camburn St	Body Building Fitness Club	Fitness

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 4.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	NEW	--	the blue building	vintage car dealer, museum	dealer - vintage
--	yes	--	--	--	--	--	NEW	--	former Ford dealer	motorsports, marine supplies	dealer - motosport
--	yes	--	--	--	--	--	Recruit	1	Stanton	Mount Upholstery & Marine	Auto Parts Store
									335 South Sheridan		
--	yes	--	--	--	--	--	--	2	Rd	Bookwalter Chev-Buick	dealer - brands
yes	--	yes	--	--	--	yes	--	--	--	Stanton Ford	dealer - brands
--	--	--	--	--	--	--	--	1	335 S Sheridan Rd	Bookwalter Buick Chevrolet	Auto Dealership
								2	1516 N Peoples Rd	Knight Auto Sales	Auto Dealership
								3	106 S Sheridan Rd	Wetherbrook Auto	Auto Dealership
--	--	--	n/a	--	--	yes	--	1	downtown	Hevel Auto, Cooper Tire	Auto Parts Store
--	--	--	--	--	--	--	--	2	811 N State St	Auto Value Auto Parts	Auto Parts Store
--	--	--	--	--	--	--	--	3	139 W Sidney Rd	Classic Car Care	Auto Parts Store
--	--	--	--	--	--	--	--	4	811 N State St	Dave's Auto Value	Auto Parts Store
--	--	--	--	--	--	--	--	5	697 S State St	Manna NAPA Auto Parts	Auto Parts Store

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	NEW	--	near the path	bicycle shop, repair	Sporting Goods
--	yes	--	--	--	--	--	Recruit	1	3600 Grow Rd	Buck Stop Lure Co	Sporting Goods
--	yes	--	--	improve marketing			--	2	650 S Sheridan Rd	Twin Ponds Sports Shop	Sporting Goods
--	yes	--	--	--	--	--	NEW	--	Downtown	hearth and patio store	Home Improvement
--	yes	--	--	--	--	--	Expand	--	Downtown	Twin Ponds Alternate Heat	Home Improvement
--	yes	--	--	--	--	--	Expand	--	Downtown	Northwoods HVAC	Home Improvement
--	yes	--	--	--	--	--	--	1	100 W Main St	Rolston Hardware	Home Improvement
--	yes	--	--	--	--	--	--	2	102 N Mill St	Stanton Hardware, Do-It	Home Improvement
--	yes	yes	--	yes	yes	yes	--	3	W Main St	GPI Pumps	Hardware
--	yes	--	--	--	--	--	--	4	510 N State St	Great Lakes Spas	Home Improvement
--	yes	--	--	--	--	--	--	5	--	U-Haul Rentals	Truck Rental
--	yes	--	--	--	--	--	--	6	--	ProGas Propane	Utilities
--	--	--	--	--	--	--	Recruit	1	2282 Rough Dr	Donna's Pine Hill Nursery	Garden Supplies
--	--	--	--	--	--	--	--	2	214 W Main St	Leppink's Garden Center	Greenhouse - seasonal
--	--	--	--	--	--	--	--	3	215 N State St	Save-A-Lot Garden Center	Greenhouse - seasonal
--	--	--	--	--	--	--	--	--	217 E Walnut St	Stanton Plant Stand	Garden Supplies

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 6.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	--	--	--	--	--	--	--	1	214 W Main St	Leppink's Food Center	Grocery
--	--	yes	--	--	--	--	--	2	215 N State St	Save-A-Lot	Grocery
--	yes	--	--	--	--	--	--	--	Edmore	Rogers Natural Foods	Grocery - Specialty
--	--	--	--	--	--	--	--	1	Stanton	J&H Family Stores Mobil	Convenience
--	--	--	--	--	--	--	--	2	Stanton	AGO Gas Station	Convenience
--	--	--	--	--	--	--	--	3	707 E Main St	Amoco Gas Station	Convenience
--	--	--	--	--	--	--	--	4	6039 E Stanton Rd	Corner Market	Convenience
--	--	--	--	--	--	--	--	5	1249 Greenville Rd	Marathon Gas Station	Convenience
--	--	--	--	--	--	--	--	6	134 W Main St	Zerka's Party / Marathon	Convenience
--	--	--	--	--	--	--	--	--	King's Corner	King's Korner's Grocery	Convenience
--	--	--	--	--	--	--	--	--	Pine	Zerka's General Store	Convenience
--	--	--	--	--	--	--	--	--	4538 W Stanton Rd	Tri-Lakes General Store	GM - Variety
--	--	--	--	--	--	--	--	--	330 S Sheridan Rd	B & J Variety Store	GM - Variety

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	yes	--	--	--	--	--	Recruit	--	122 McPherson St	Lora's Wellness (online)	Vitamins
--	yes	--	--	--	yes	--	--	1	217 W Main St	Countryside Pharmacy	Pharmacy
--	yes	--	--	--	--	--	--	2	215 N State St	First Choice Pharmacy	Pharmacy
--	--	--	--	--	--	--	--		215 N State St	Save-A-Lot Pharmacy (cl)	Pharmacy
--	yes	--	--	--	--	--	--	--	Downtown	Optician, Eyeware Store	health care
--	--	--	--	--	--	--	--			Sheridan Comm. Hosp. /	
--	--	--	--	--	--	--	--	1	620 W Main St	Stanton 1st Care	health care
--	--	--	--	--	--	--	--	2	State St	Sparrow Medical Group	health care
--	--	--	--	--	--	--	--	3	800 N State St	Dockham Dental Care	health care
--	--	--	--	--	--	--	--	4	Stanton	Family Dentistry	health care
--	--	--	--	--	--	--	--	5	806 N State St	Faith Works Health Therapies	health care
--	--	--	--	--	--	--	--	1	W Main St	O'Donald Physical Therapy	Chiro or Massage
--	--	--	--	--	yes	yes	--	2	Main St	Master's Touch Massage	Chiro or Massage
--	--	--	--	--	--	yes	--	3	Main St	Stanton Massage Studio	Chiro or Massage
--	--	--	--	--	--	--	--	4	806 N State St	Clay Stanton Chiropractic	Chiro or Massage
--	yes	--	--	--	--	--	--	--	--	Relax In-Home Therapy	Chiro or Massage

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 8.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	--	--	--	yes	--	yes	--	1	107 E Main St	Beautiful You Hair Care	Personal Care - Hair
--	--	--	--	--	--	yes	--	2	100 E Main St	Tattoos By Wojo	Personal Care - Ink
--	--	--	critical	yes	--	--	--	3	205 E Main St	Birdy's Hair Salon	Personal Care - Hair
--	--	--	--	--	--	yes	--	4	119 N Camburn St	Stanton's Hair Studio	Personal Care - Hair
--	--	--	yes	yes	--	--	--	5	416 W Main St	Ann's Styling Salon	Personal Care - Hair
--	--	--	--	--	--	--	--	6	1152 E Main St	Shear Image	Personal Care - Hair
--	--	--	--	--	--	--	--	7	371 Woodlawn Dr	Clifford Lake Salon	Personal Care - Hair
--	--	--	--	--	--	--	--	--	330 E 1st St	Denises Family Hair Care	Personal Care - Hair
--	--	--	--	--	--	--	--	--	701 N Camburn St	Gails Styling	Personal Care - Hair
--	--	--	--	--	--	--	--	--	5411 E Stanton Rd	Hair Co	Personal Care - Hair
--	--	--	--	--	--	--	--	--	100 E Main St	Main St Hair Salon / Serenity	Personal Care - Hair
--	--	--	--	--	--	--	--	--	701 N Camburn St	Gails Tanning Salon	Personal Care - Tanning
--	yes	--	--	--	--	--	NEW	--	blue building	farm co-op, bulk pet supplies, pets	Pets, Pet Care
--	yes	--	--	--	--	--	Recruit	14	1905 W Main St	Kristin's McBride Pet Grooming	Pets, Pet Care
--	yes	--	--	--	--	--	--	1	155 Quarterline St.	Montcalm Co. Animal Shelter	Pets, Pet Care

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 9.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	--	--	--	--	--	--	--	1	106 S Camburn St	Hotel Montcalm	Bed & Breakfast
--	--	--	--	--	--	--	--	--	2832 S Staines Rd	Half Moon Lake Resort	Travel Accommodations
--	--	--	--	--	--	--	--	--	--	Maxfield's Inn Edmore	Full Service Hotel
--	--	--	--	--	--	--	--	--	--	Edmore Inn	Motel
--	--	--	--	--	--	--	--	--	5221 E Pakes Rd	Moreland Campground	Camping
yes	--	--	critical	--	--	--	rebuild	--	--	Stanton Mobile Home Park	Ownership, 50% vacant
--	--	--	critical	--	--	--	rehab	--	3094 S Sheridan Rd	Half Moon Motel	Weekly, Monthly Rental
--	--	--	critical	--	--	--	rehab	--	Stanton	detached houses	Owner Occupied Units
--	yes	yes	yes	yes	yes	yes	Expand	4	--	Sunflower Bakery	Restaurant - Bakery
--	--	--	--	--	--	--	--	1	420 E Main St	Daisey Mae's Ice Cream	Restaurant - Sweets
--	--	--	--	--	--	--	--	2	2985 N Sheridan Rd	Anderson Sweet Shoppe	Restaurant - Sweets
--	--	--	--	--	--	--	--	3	2985 N Sheridan Rd	Anderson Bakery	Restaurant - Bakery

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
yes	--	--	--	--	--	--	retention	1	133 E Main St	Chee Peng	Restaurant - Asian
--	--	--	--	--	--	--	Relo.	2	620 N State St	BC Pizza	Restaurant - Pizza
--	--	--	--	--	--	--	--	3	112 W Main St	Brickyard Bar and Grill Mamma Mia's Hotel	Restaurant - Grill, Subs
no	--	yes	--	--	yes	yes	--	4	101 E Main St	Montcalm	Restaurant - Italian
--	--	improve marketing	--	--	--	--	--	5	4680 N Sheridan Rd	Double Six Lanes	Restaurant - Bar
--	--	--	--	--	--	--	--	6	3105 S Sheridan Rd	Cross Roads Diner	Restaurant - Café
--	--	--	--	--	--	--	--	7	329 E Main St	McDonalds	Restaurant - Fast Food
--	--	--	--	--	--	--	--	8	4681 N Sheridan Rd	Double Six Lanes	Restaurant - Grill, Subs
--	--	--	--	--	--	--	--	9	420 E Main St	Daisey Mae's Diner	Restaurant - Grill, Subs
--	--	--	--	--	--	--	--	10	319 W Main St	Subway	Restaurant - Grill, Subs
assumed	--	yes	--	--	yes	yes	--	--	111 W Main St	Partner Lounge	Restaurant - Lounge
yes	--	--	--	yes	yes	yes	--	--	131 E Main St	Lyles Bakery & Restaurant	Restaurant - Bakery

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	--	--	--	--	--	--	NEW		anywhere	brokerage and title company	real estate services
--	--	--	--	--	--	--	Recruit	1	625 North Court St.	White Dove LLC	business services
--	create pocket park			--	--	--	--	7	Main St	Montcalm Area Driving School	driving school
--	--	--	--	--	--	--	--	2	617 North State St	Montcalm County District Court	county services
--	--	--	--	--	--	--	--	3	659 North State St.	Montcalm County Sheriff's Dept	county services
--	--	--	--	--	--	--	--	4	--	Tingley Surveys	land surveying
--	--	--	--	--	--	--	--	5	406 N State St	Mid Montcalm Travel	Travel Agency
--	--	--	--	--	--	--	--	6	--	US Post Office	business services
--	--	--	--	--	--	--	--	8	Main St	Appraisals	real estate services

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 12.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--	--	--	--	--	--	--	--	1	--	MI Dept. Human Services Mid Michigan Health	services
--	--	--	--	--	--	--	--	2	615 N State St	Department	services
--	--	--	--	--	--	--	--	3	613 N State St	Montcalm Co. Comm. Aging Montcalm Co. for Behavioral	services
--	--	--	--	--	--	--	--	4	611 N State St	Health Central Montcalm Comm.	services
--	improve marketing			--	--	--	--	5	Sidney	Foundation Montcalm Community	services
--	improve marketing			--	--	--	--	6	Sidney	College	education
--	improve marketing			--	--	--	--	7	Sidney	Montcalm Area Career Center	services
--	--	--	--	--	--	--	--	8	406 N State St	Catholic Charities West MI	services
--	--	--	--	--	--	--	--	9	Main St	ComForCare Home Care	services

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Business Inventory, Cluster Analysis, Strategy
The City of Stanton, Michigan - 2015

Strategy 13.0

Property is Available	Leverage Internet Sales	Improve Merch. Display	Needs Rental Rehab	Needs Façade Grant	Improve Store Signage	Needs Window Challenge	Recruit Relocate or NEW		Street Address	Business Name	General Category
--		--	--	--	--	--	--	1	anywhere	credit union, any name	financial services
									110 East Main St.,		
--		--	--	--	--	--	--	2	Stanton, MI 48888	Chemical Bank	financial services
									302 East Main St.,		
--		--	--	--	--	--	--	3	Stanton, MI 48888	H&R Block	financial services
								4	--	Elite Fund	financial services
								5	--	Isabella Bank	financial services
								6	617 E Lake St	Area Wide Accounting	accountant
--		--	--	--	--	yes	Relo w/in	1	111 East Main St	Ballard Services	legal services
								2	212 W Main St	Finegood Law Offices	legal services
								3	322	Tissue Attorney at Law	legal services
								4	--	Shearer & Cooper P.C.	legal services
yes		--	n/a	--	--	yes			downtown	Miel & Carr PLC	legal services
--		--	--	--	--	--	--	1	406 N State St	Burr & Co	insurance services
no		--	maybe	maybe	--	yes	--	2	downtown	Baker Insurance Agency	insurance services
								3	308 E Main St	State Farm Ins.	insurance services
								4	E Main St	Vickery Farm Bureau	insurance services
yes		--	--	--	--	yes	--	--	Main St	Farm Bureau Insurance	insurance services

Source: Field research, market tours, and internet research conducted by LandUse|USA in collaboration with Rowe; © 2015.

The City of Stanton Michigan

Retail Market Assessment and Preliminary TMA

May 12, 2015



Section A



Prepared for:
The City of Stanton, MI



Prepared by:



In collaboration with:



How Downtowns Compete for Shoppers

How Downtowns Compete for Shoppers

1. Unique Merchandise
2. Convenience
3. High Service Levels
4. Enjoyable Environment



Window Display Challenge

Hair Care, Salons

Exhibit A.2



Effective Window Displays on a Budget



Window Display Challenge

Hardware

Exhibit A.3

Windows along Division are Critical for:

- a) Displays (static examples)**
- b) Preservation of Downtown Character
Placemaking, Sense of Place**



Window Display Challenge

Hardware

Exhibit A.4

Windows along Division are Critical for:

- a) Displays (kinetic examples)
- b) Preservation of Downtown Character
Placemaking, Sense of Place



Window Display Challenge

Rogers Hardware

Exhibit A.5

**Sporting Goods Supplies, Guns, Hunting Gear
Creative Window Displays**



Marketing Challenge – Services Optometrist, Eyewear

Exhibit A.6



Marketing Challenge - Services

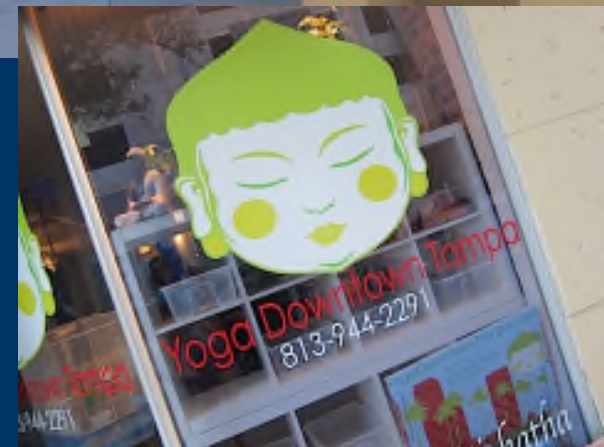
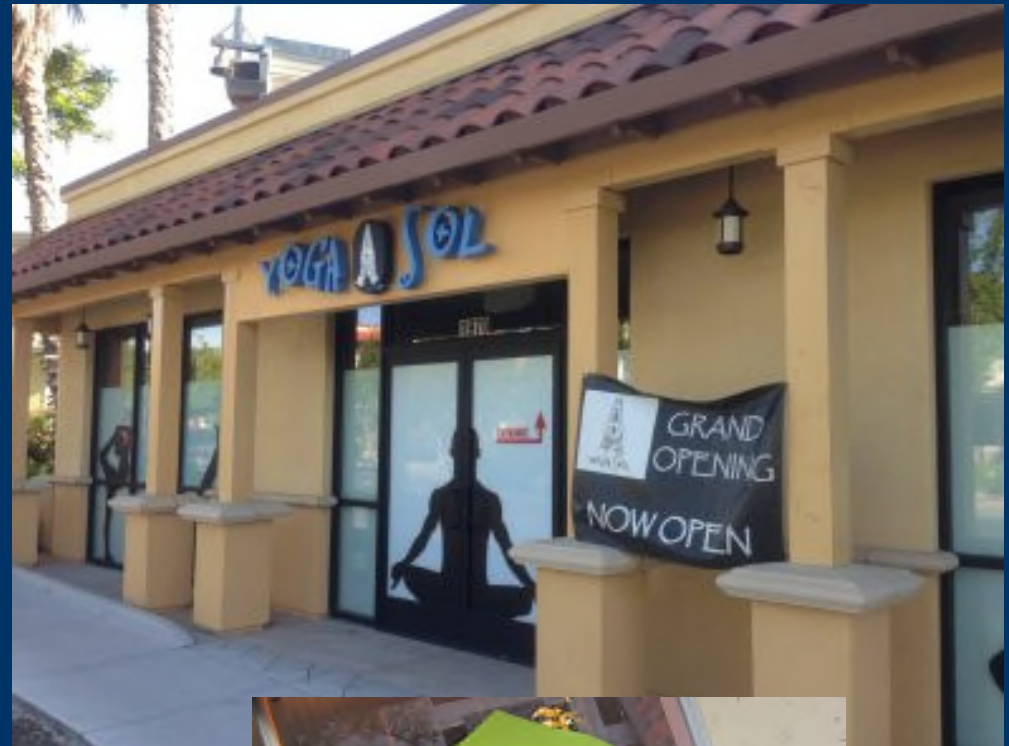
Family Hair Care Center

Exhibit A.7



Marketing Challenge - Services Yoga, Dance, Fitness

Exhibit A.8



Marketing Challenge - Services Cleaners, Laundromat

Exhibit A.9



Improve window displays



Marketing Challenge - Services Chiropractic Center

Exhibit A.10



Examples of creative window displays on a small budget

Marketing Challenge - Services Law Offices

Exhibit A.11



Vitamins, Health Foods



Green Grocery

Health Foods

Exhibit A.13

- Artisanal products
- Locally grown, farmed, made
- Cottage industries
- Green, raw, and organic



Anchor Store Strategy

Motorsports, Marine Sports

Exhibit A.14

Examples of Classic Cars, Club Cars, Motorcycles, Scooters, Electric Bicycles



Anchor Store Strategy Motorsports, Marine Sports

Exhibit A.15



Anchor Store Strategy

Bicycles, Repair

Exhibit A.16



Vintage Car Showroom, Museum

Exhibit A.17



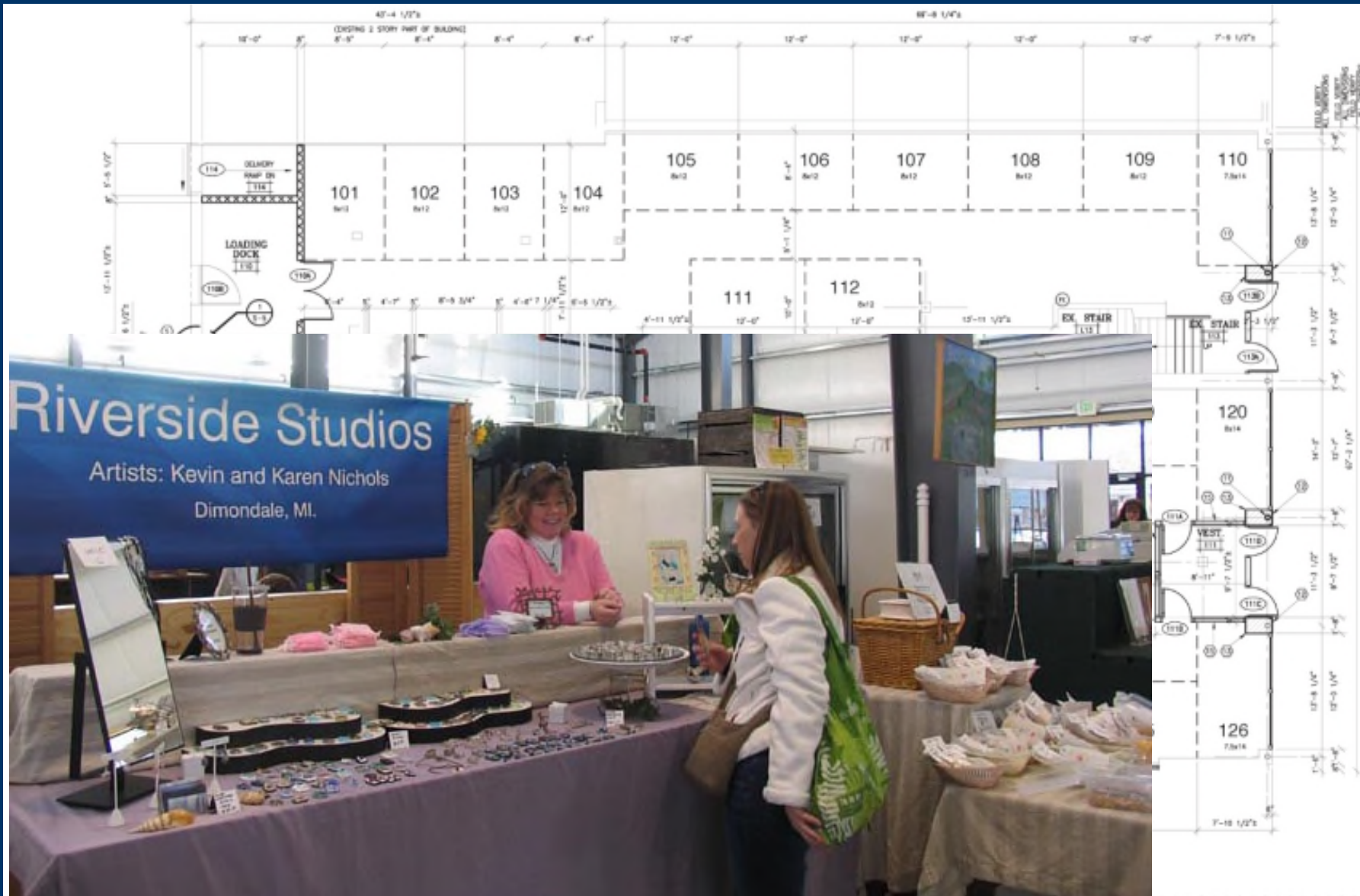
Teen Spot, Adult Arcade

Exhibit A.18



Indoor Artisan Bazaar or Market

Exhibit A.19

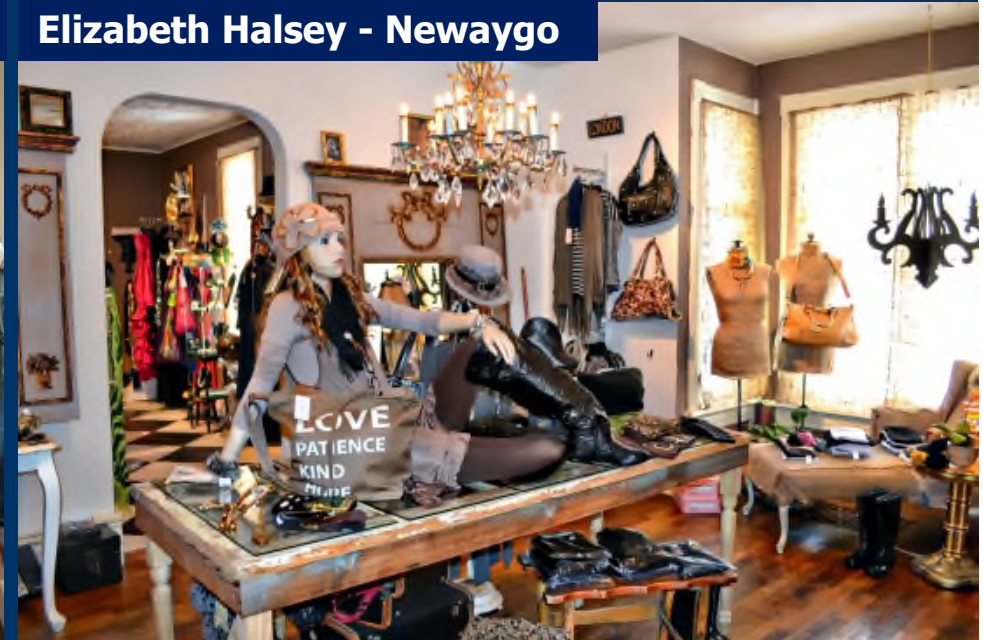


Indoor Artisan Bazaar or Market

Exhibit A.20



Jade Clothing - Rockford



Elizabeth Halsey - Newaygo



Bow Dacious Designs - Rockford

Boutiques can usually adapt to smaller retail spaces. However, they tend to have higher turnover rates and need flexible and affordable rents.