

KALKASKA CONNECTS!

A downtown renaissance

Local Trends

- -9% between 2000-2010
- Fewer school-aged childrenand those age 65+
- 84% have high school diploma,8% have college degree
- County & Village income below state and region
- Economic Indicators
 - Education, health/social services biggest industry, manufacturing second



County & Regional Economic Trends

- Economic Transition knowledge and skill-based employment is growing
- Decline in manufacturing, accommodation and food services
- Recreation revenues/employment below state average

Identifying Issues & Opportunities



- Economy is biggest concern
- Transportation
 - Pedestrian safety 131 & 72
 - Trails and Pathways
- Need for business/government coordination
- Housing quality improvements
- Industrial development
- Commercial corridors
- Community image/sense of place

Identifying Local Assets

- Location
- Infrastructure
- Quality of life assets
 - Natural resources,
 recreation, festivals, housing,
 transportation, hospital,
 trails, Boardman River, small
 town atmosphere
- Downtown



Identifying Local Assets - Downtown

- Historic character
- Pedestrian orientation
- Building design
- Streetscapes
- Parking lot
- □ Traffic issues
- Wireless Access
- Need viable and diverse businesses



Identify Goals & Strategies

- Create environment that supports business and job creation
- Build quality of life –
 recreation, sense of place, economic vitality, natural resources

- Trail/pathwaydevelopment alongBoardman River
- Zoning revisions formbased, use flexibility
- Safe walking/biking
- Placemaking



Why Placemaking?

- Downtown Priorities
 - Encourage viable and diverse businesses
 - Address traffic issues
 - Enhance historic character
 - Build community engagement and pride
 - Bring activity to downtown



Placemaking Goals: Redevelopment

- Keep and improve public/quasi-public uses in the downtown
- Develop and implement a targeted redevelopment strategy for publicly owned space and vacant/underutilized properties in downtown

Placemaking Goals: Parking Lot

- Consider streetscape treatments, building improvements, wayfinding elements, and other placemaking strategies for the parking lot and alley
- Address aesthetics, traffic flow, and access issues in municipal parking lot



Placemaking Goals: Wayfinding

- Encourage and support downtown revitalization and beautification efforts, including streetscape enhancements, wayfinding, and façade improvements
- Develop consistent recreation- or natural resourcesoriented signage, streetscape amenities, or public art installments that serve as a brand for the village

Placemaking Goals: Events & Festivals

- Support and promote community events and arts opportunities
- Make downtown a focal point of events and festivals

Implementing the Plan

- Village leadership
- Downtown Development Authority
- Citizens for Kalkaska
- Grants
 - Rotary
 - Community Growth Grants (Grand Vision)

DDA and Downtown Business

- Market study completed
- M-72 landscaping and streetscape activities
- Logo contest
- Signage, banners, entry monuments



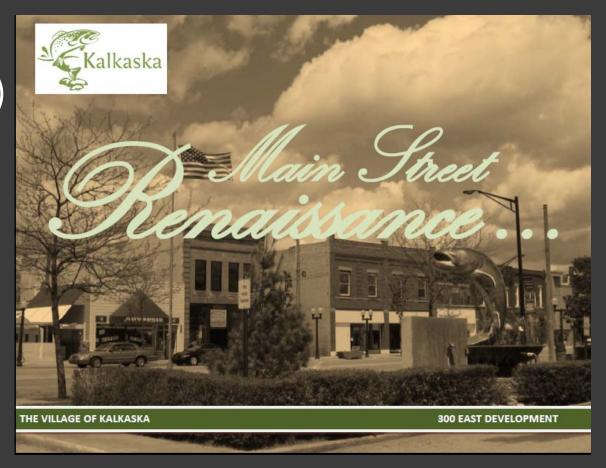
Events & Festivals

- Kalkaska Harvest Market
- Outdoor movies begin June 9
- August 11 Street Fair
 - Showcase local businesses, crafters, entertainment
- October 13 Antique Snowmobile Show and Swap
- Community garden



Kalkaska Connects

Redevelopmentstrategy for (east)300 block ofdowntown







- Existing historic Depot
- Trout fountain

- Multi-family residential
- Movie theater
- □ Brewpub
- □ Retail





