KALKASKA CONNECTS!
A downtown renaissance
Local Trends

-9% between 2000-2010

Fewer school-aged children and 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/pathway development along Boardman River
- Zoning revisions - form-based, 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 resources-oriented 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

- Redevelopment strategy for (east) 300 block of downtown
- Existing historic Depot
- Trout fountain
- Multi-family residential
- Movie theater
- Brewpub
- Retail