

# **AGENDA**

*OWOSSO MAIN STREET/DDA*

## **REGULAR BOARD MEETING**

Wednesday, February 7, 2024; 7:30 a.m.

Owosso City Hall; Council Chambers; 301 W. Main St., Owosso, MI



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

### **Call to order and roll call:**

**Review and Approval of Agenda:** February 7, 2024

**Review and Approval of Minutes:** January 3, 2024

### **Public Comments:**

### **Reports**

- Check Disbursement Report
- Revenue and Expenditure Report
- Delinquent Loan Report
- ChargePoint Report
- 2024 Impact Report

**Informational Meeting:** Pursuant to Public Act 57 of 2018

### **Items of Business:**

- 1) Downtown Streetlight Project  
**Master Plan Implementation Goals: 1.9, 2.9, 3.4, 3.10, 3.17, 4.5, 5.12, 5.26**
- 2) Main Street Accreditation Summary  
**Master Plan Implementation Goals: 2.2, 2.4, 3.11**

### **Committee Updates:**

- Organization (Moore & Gilbert)
- Economic Vitality (Omer, Howard & Teich)
- Design (Ardelean & Olson)
- Promotion (Reyna & McGuire)

### **Director Updates:**

### **Board Comments:**

### **Adjournment:**

[The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon 72 hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids on services should contact the City of Owosso by writing or calling Amy Kirkland, City Clerk, 301 W. Main St, Owosso, MI 48867 (989) 725-0500 or on the Internet. The City of Owosso Website address is [www.ci.owosso.mi.us](http://www.ci.owosso.mi.us).]

**REGULAR MEETING MINUTES OF THE  
DOWNTOWN DEVELOPMENT AUTHORITY/OWOSSO MAIN STREET  
CITY OF OWOSSO**

**January 3, 2024, AT 7:30 A.M.**

**CALL TO ORDER:** The meeting was called to order by Chair Jon Moore at 7:35 A.M.

**ROLL CALL:** Taken by Chair Jon Moore

**PRESENT:** Chair Jon Moore, Vice-Chair Lance Omer, Commissioners Daylen Howard, Allié McGuire, Robert J. Teich, Jr., Nicole Reyna and Bill Gilbert. Commissioner Josh Ardelean arrived at 7:54 A.M.

**ABSENT:** Commissioner Emily Olson

**STAFF PRESENT:** Lizzie Fredrick, DDA/OMS Director

**AGENDA:**

**MOVED BY GILBERT, SUPPORTED BY MCGUIRE TO APPROVE THE JANUARY 3, 2024 DDA/OMS AGENDA AS PRESENTED.**

**AYES: ALL  
MOTION CARRIED**

**MINUTES:**

**MOVED BY HOWARD, SUPPORTED BY REYNA TO APPROVE THE DECEMBER 6, 2023 DDA/OMS SPECIAL MEETING MINUTES.**

**AYE: ALL  
MOTION CARRIED**

**PUBLIC COMMENTS:** None.

**FINANCIAL REPORTS:** Fredrick presented the financial reports and answered questions.

**ITEMS OF BUSINESS:**

1. **BOARD MEMBER AGREEMENT & JOB DESCRIPTION:** Moore presented the Board Member Agreement and Job Description and asked the Board to sign the agreement.  
  
Gilbert discussed the agreement and job description helping with Board Member onboarding.
2. **FY23-24 BUDGET AMENDMENTS:** Fredrick reviewed the proposed budget amendments highlighting the payoff of the DDA Revolving Loan Debt and that changes in programing, estimated revenue and estimated expenses will decrease the anticipated expenditures from the Fund Balance by approximately \$5,000.

**MOVED BY HOWARD, SUPPORTED BY GILBERT TO APPROVE THE FISCALYEAR 2023-2024 BUDGET AMENDMENTS AS PRESENTED.**

**AYES: ALL  
MOTION CARRIED**

3. **DOWNTOWN PARKING:** Fredrick presented the proposed street parking updates and highlighted an error in the memorandum.

Fredrick confirmed that the parallel parking spot to be removed is on W. Comstock Street instead of W. Exchange Street.

**MOVED BY HOWARD, SUPPORTED BY OMER TO APPROVE THE REMOVAL OF THE PARALELL PARKING SPOT ON W. COMSTOCK STREET NEXT TO THE EAST BOUND STOP SIGN AND UPDATING THE 15-MINUTE PARALLEL PARKING SPOTS ON PARK STREET AND E. COMSTOCK STREET TO A 2-HOUR PARKING LIMIT.**

**AYES: ALL  
MOTION CARRIED**

**COMMITTEE UPDATES:**

1. **Organization:** Moore reviewed the December Organization Committee minutes including updates on the Board Member Agreement, the creation of a Volunteer Appreciation Program and Community Newsletter.
2. **Economic Vitality:** Howard announced the Match on Main grant opportunity and shared that the Economic Vitality Committee needs a member from a traditional lending institution.
3. **Promotion:** Fredrick provided a recap of the New Year's Eve event and updated the Board on the Chocolate Walk and Hype Team.
4. **Design:** Fredrick reviewed the December Design Committee minutes including updates on the Fountain Park Summer Expansion and Bridge Basket Program.

**DIRECTOR UPDATES:** Fredrick notified the Board that the Lapeer DDA and Main Street Board will be visiting Downtown Owosso on January 20<sup>th</sup> for their Board retreat and reminded the Board she'll be gone at the beginning of May for the Main Street National Conference.

**BOARD COMMENTS:** None.

**ADJOURNMENT:**

**MOVED BY GILBERT, SUPPORTED BY TEICH TO ADJOURN AT 8:49 A.M.  
AYES: ALL  
MOTION CARRIED**

**NEXT MEETING FEBRUARY 7, 2024.**

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
01/05/2024	1	10061 (A)	AMAZON CAPITAL SERVICES	DDA ORDER	818.000	705	349.98
01/05/2024	1	10082 (A)	LUDINGTON ELECTRIC, INC.	FIX AND REPAIR DOWN TOWN LIGHTING	930.000	200	1,940.20
01/05/2024	1	10096 (A)	TAPHOUSE SPECIALTY MEAT MARKET LLC	CONTRACTUAL SERVICES	818.000	707	25,000.00
01/05/2024	1	136818	AGNEW SIGNS - MARK D AGNEW	4X10 ARCHWAY BANNER SPONSOR DECAL	818.790	705	95.00
				2X10 DJ BANNER SPONSOR DECAL	818.790	705	79.00
				60 HALF PAGE NYE FLYERS	818.790	705	85.00
				CHECK 1 136818 TOTAL FOR FUND 248:			<u>259.00</u>
01/05/2024	1	136821	CITY OF OWOSSO	PRINCIPAL PAID	991.100	905	403.53
				INTEREST PAID	993.000	905	49.12
				CHECK 1 136821 TOTAL FOR FUND 248:			<u>452.65</u>
01/05/2024	1	136824	DEBORAH DRENOVSKY	WINTER FLORAL ARRANGEMENTS	818.000	706	960.00
01/05/2024	1	136828	KELLY'S REFUSE	MONTHLY REFUSE PICKUP - EVERY TUE & FRI	818.000	200	832.50
01/05/2024	1	136840	SHATTUCK SPECIALTY ADVERTISING	YOUTH GLOW RUN MEDALS	818.750	705	21.00
				GLOW RUN SILVER MEDALS	818.750	705	182.00
				GLOW RUN TROPHIES	818.750	705	64.00
				CHECK 1 136840 TOTAL FOR FUND 248:			<u>267.00</u>
01/19/2024	1	10104 (A)	BRUCKMAN'S MOVING & STORAGE	15X40 MONTHLY STORAGE UNIT	818.000	200	200.00
01/19/2024	1	10107 (A)	CONSUMERS ENERGY	ELECTRICITY-EV STATION	920.100	200	202.46
01/19/2024	1	10134 (A)	VERIZON WIRELESS	DDA	920.300	200	43.30
01/19/2024	1	10137 (E)	HUNTINGTON NATONAL BANK -	CONTRACTUAL SERVICES	818.000	200	99.00
01/19/2024	1	136851	BERTHIAUME & COMPANY	YEAR 1 2023-2024 - GENERAL AUDIT	818.500	200	234.00
01/19/2024	1	136852	CASEY LAMBERT	NYE BLOCK PARTY DJ	818.790	705	1,000.00
01/19/2024	1	136870	DAYSTARR COMMUNICATIONS	GLOW	818.750	705	49.31
01/19/2024	1	136889	OWOSSO-WATER FUND	UTILITIES	920.000	200	669.86

01/31/2024 09:28 AM  
User: ELFredrick  
DB: Owosso

CHECK DISBURSEMENT REPORT FOR CITY OF OWOSSO  
CHECK DATE FROM 12/28/2023 - 01/31/2024

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
01/19/2024	1	136890	RICOH USA	DDA	728.000	200	1.96
01/19/2024	1	136900	WIN'S ELECTRICAL SUPPLY OF OWOSSO	DEC.	930.000	200	1,143.68
01/19/2024	1	136901	WOLVERINE FIREWORKS DISPLAY INC	5 MINUTE NYE FIREWORKS DISPLAY	818.790	705	3,000.00
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							36,704.90

PERIOD ENDING 01/31/2024

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24		YTD BALANCE	ACTIVITY FOR		AVAILABLE		% BDGT USED
		AMENDED BUDGET	NORMAL	01/31/2024 (ABNORMAL)	MONTH 01/31/2024	INCREASE (DECREASE)	NORMAL	ABNORMAL	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Revenues									
Dept 000 - REVENUE									
248-000-402.000	GENERAL PROPERTY TAX	35,926.00		31,706.09		0.00		4,219.91	88.25
248-000-402.100	TIF	220,053.00		0.00		0.00		220,053.00	0.00
248-000-540.000	STATE SOURCES	0.00		6,759.85		0.00		(6,759.85)	100.00
248-000-540.000-MATCHMAIN2	STATE SOURCES	0.00		25,000.00		0.00		(25,000.00)	100.00
248-000-573.000	LOCAL COMMUNITY STABILIZATION SHARE	5,436.00		24,228.43		0.00		(18,792.43)	445.70
248-000-605.200	CHARGE FOR SERVICES RENDERED	0.00		0.00		0.00		0.00	0.00
248-000-665.000	INTEREST INCOME	500.00		3,265.20		0.00		(2,765.20)	653.04
248-000-670.000	LOAN PRINCIPAL	4,312.00		0.00		0.00		4,312.00	0.00
248-000-670.100	LOAN INTEREST	1,844.00		1,076.31		148.36		767.69	58.37
248-000-674.200	DONATIONS	0.00		0.00		0.00		0.00	0.00
248-000-674.300	INCOME-ECNMC RESTRUCTING	0.00		0.00		0.00		0.00	0.00
248-000-674.400	INCOME-PROMOTION	25,000.00		13,451.00		500.00		11,549.00	53.80
248-000-674.500	INCOME-ORGANIZATION	0.00		0.00		0.00		0.00	0.00
248-000-674.600	INCOME-DESIGN	0.00		0.00		0.00		0.00	0.00
248-000-674.700	EV STATION REVENUE	1,620.00		703.08		318.43		916.92	43.40
248-000-675.000	MISCELLANEOUS	0.00		46.84		0.00		(46.84)	100.00
248-000-699.101	TRANFERS FROM GENERAL FUND	33,921.00		15,700.37		0.00		18,220.63	46.29
248-000-699.287	ARPA TRANSFER IN	0.00		0.00		0.00		0.00	0.00
Total Dept 000 - REVENUE		328,612.00		121,937.17		966.79		206,674.83	37.11
TOTAL REVENUES		328,612.00		121,937.17		966.79		206,674.83	37.11
Expenditures									
Dept 200 - GEN SERVICES									
248-200-728.000	OPERATING SUPPLIES	3,450.00		99.84		1.96		3,350.16	2.89
248-200-801.000	PROFESSIONAL SERVICES: ADMINISTRATIVE	10,000.00		0.00		0.00		10,000.00	0.00
248-200-810.000	INSURANCE & BONDS	3,000.00		2,906.50		0.00		93.50	96.88
248-200-818.000	CONTRACTUAL SERVICES	40,500.00		7,711.50		1,131.50		32,788.50	19.04
248-200-818.500	AUDIT	0.00		1,221.00		234.00		(1,221.00)	100.00
248-200-920.000	UTILITIES	3,000.00		2,992.20		669.86		7.80	99.74
248-200-920.100	ELECTRICITY-EV STATION	2,000.00		550.10		202.46		1,449.90	27.51
248-200-920.300	TELEPHONE	520.00		269.93		43.30		250.07	51.91
248-200-930.000	BUILDING MAINTENANCE - DPW	49,200.00		21,175.71		3,083.88		28,024.29	43.04
248-200-940.000	EQUIPMENT RENTAL - DPW	0.00		4,658.84		0.00		(4,658.84)	100.00
248-200-955.000	MEMBERSHIPS & DUES	1,000.00		200.00		0.00		800.00	20.00
248-200-956.000	EDUCATION & TRAINING	3,000.00		385.32		0.00		2,614.68	12.84
248-200-969.000	DEVELOPER REIMBURSEMENT	32,959.00		0.00		0.00		32,959.00	0.00
248-200-995.101	TRANSFER TO GENERAL FUND	11,003.00		5,501.32		0.00		5,501.68	50.00
Total Dept 200 - GEN SERVICES		159,632.00		47,672.26		5,366.96		111,959.74	29.86
Dept 261 - GENERAL ADMIN									
248-261-702.100	SALARIES	64,480.00		35,912.26		4,960.00		28,567.74	55.70
248-261-702.200	WAGES	0.00		31.67		0.00		(31.67)	100.00
248-261-702.300	OVERTIME	0.00		512.83		0.00		(512.83)	100.00
248-261-702.800	ACCRUED SICK LEAVE	0.00		0.00		0.00		0.00	0.00
248-261-703.000	OTHER COMPENSATION	0.00		0.00		0.00		0.00	0.00
248-261-715.000	SOCIAL SECURITY (FICA)	4,933.00		2,790.87		379.83		2,142.13	56.58
248-261-716.100	HEALTH INSURANCE	7,400.00		4,348.39		621.10		3,051.61	58.76

PERIOD ENDING 01/31/2024

\*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	01/31/2024	MONTH 01/31/2024	BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
248-261-716.200	DENTAL INSURANCE	252.00	162.25	23.73	89.75	64.38
248-261-716.300	OPTICAL INSURANCE	36.00	18.06	2.58	17.94	50.17
248-261-716.400	LIFE INSURANCE	504.00	294.69	42.57	209.31	58.47
248-261-716.500	DISABILITY INSURANCE	968.00	372.01	67.79	595.99	38.43
248-261-717.000	UNEMPLOYMENT INSURANCE	6.00	4.27	0.00	1.73	71.17
248-261-718.200	DEFINED CONTRIBUTION	5,803.00	3,253.21	446.40	2,549.79	56.06
248-261-719.000	WORKERS' COMPENSATION	420.00	253.80	33.62	166.20	60.43
Total Dept 261 - GENERAL ADMIN		84,802.00	47,954.31	6,577.62	36,847.69	56.55
Dept 704 - ORGANIZATION						
248-704-728.000	SUPPLIES	1,000.00	132.65	0.00	867.35	13.27
248-704-818.000	WORK PLAN EXPENDITURE	2,000.00	17.95	0.00	1,982.05	0.90
Total Dept 704 - ORGANIZATION		3,000.00	150.60	0.00	2,849.40	5.02
Dept 705 - PROMOTION						
248-705-802.000	ADVERTISEMENT	2,000.00	0.00	0.00	2,000.00	0.00
248-705-818.000	WORK PLAN EXPENDITURES	5,000.00	1,812.28	349.98	3,187.72	36.25
248-705-818.730	ART WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.750	GLOW	6,531.00	2,626.46	316.31	3,904.54	40.22
248-705-818.760	RETAIL EVENTS	135.00	0.00	0.00	135.00	0.00
248-705-818.770	MOTORCYCLE DAYS	100.00	2,560.26	0.00	(2,460.26)	2,560.26
248-705-818.780	CHOCOLATE WALK	500.00	0.00	0.00	500.00	0.00
248-705-818.790	NYE BLOCK PARTY	4,000.00	4,439.00	4,259.00	(439.00)	110.98
Total Dept 705 - PROMOTION		18,766.00	11,438.00	4,925.29	7,328.00	60.95
Dept 706 - DESIGN						
248-706-818.000	WORK PLAN EXPENDITURES	7,000.00	1,580.24	960.00	5,419.76	22.57
248-706-818.700	CONTRACTUAL SERVICES-FLOWERS	0.00	0.00	0.00	0.00	0.00
Total Dept 706 - DESIGN		7,000.00	1,580.24	960.00	5,419.76	22.57
Dept 707 - ECONOMIC VITALITY						
248-707-818.000	WORK PLAN EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-MATCHMAIN2	CONTRACTUAL SERVICES	0.00	25,000.00	25,000.00	(25,000.00)	100.00
248-707-818.000-MTCHONMAIN	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-707-818.000-VIBRANCY22	CONTRACTUAL SERVICES	0.00	4,982.74	0.00	(4,982.74)	100.00
Total Dept 707 - ECONOMIC VITALITY		0.00	29,982.74	25,000.00	(29,982.74)	100.00
Dept 901 - CAPITAL OUTLAY						
248-901-965.585	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
248-901-965.585-DDASTRLITE	CAPITAL CONTRIBUTION-DDA	0.00	0.00	0.00	0.00	0.00
Total Dept 901 - CAPITAL OUTLAY		0.00	0.00	0.00	0.00	0.00

PERIOD ENDING 01/31/2024

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		AMENDED BUDGET	NORMAL	01/31/2024 (ABNORMAL)	MONTH 01/31/2024 (DECREASE)	NORMAL	(ABNORMAL) BALANCE	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY								
Expenditures								
Dept 905 - DEBT SERVICE								
248-905-991.100	PRINCIPAL	54,840.00		2,803.66	403.53		52,036.34	5.11
248-905-992.000	PAYING AGENT FEES	0.00		0.00	0.00		0.00	0.00
248-905-993.000	INTEREST	15,396.00		7,764.89	49.12		7,631.11	50.43
Total Dept 905 - DEBT SERVICE		70,236.00		10,568.55	452.65		59,667.45	15.05
Dept 966 - TRANSFERS OUT								
248-966-995.304	TRANSFER TO DEBT 2009 LTGO FUND	0.00		0.00	0.00		0.00	0.00
Total Dept 966 - TRANSFERS OUT		0.00		0.00	0.00		0.00	0.00
TOTAL EXPENDITURES		343,436.00		149,346.70	43,282.52		194,089.30	43.49
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:								
TOTAL REVENUES		328,612.00		121,937.17	966.79		206,674.83	37.11
TOTAL EXPENDITURES		343,436.00		149,346.70	43,282.52		194,089.30	43.49
NET OF REVENUES & EXPENDITURES		(14,824.00)		(27,409.53)	(42,315.73)		12,585.53	184.90

# Delinquent Loan Report

Customer Code	Customer Name		Loan #	Loan Type
Invoice #	Post Date	Due Date	Amount Due	
00318	OWOSSO COOKIE COMPANY		00023	BUSINESS DEVELOPMENT LOAN
0000007098	12/01/2023	01/01/2024	279.04	
		Total Due:	279.04	



# Assure Station Metrics Monthly Reporting

Owosso Main Street - Monthly Report - December 2023

Company Id  
141801

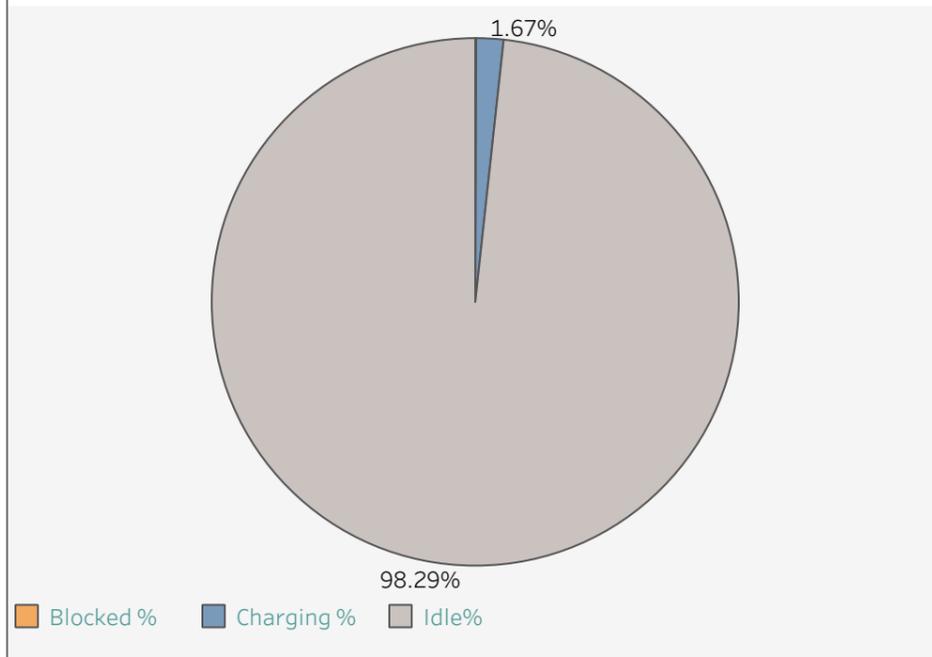
Port Level  
All

Organization Name  
All

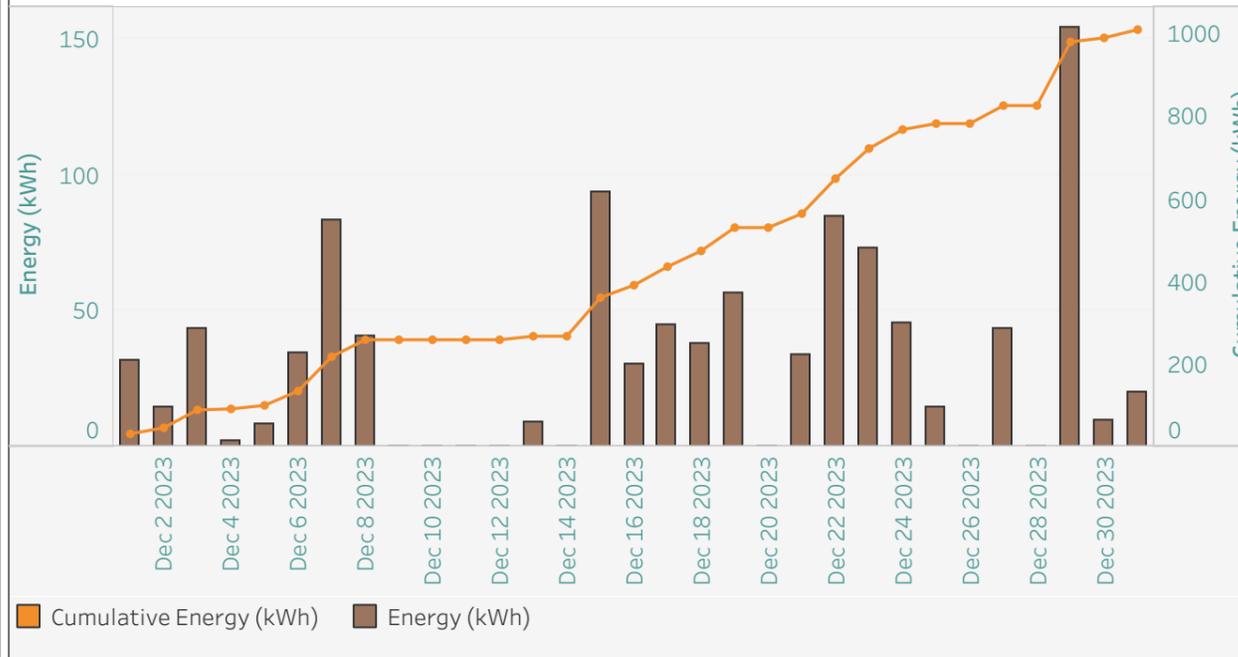
Month End Date  
12/31/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	318	1,011	425	127	13	47

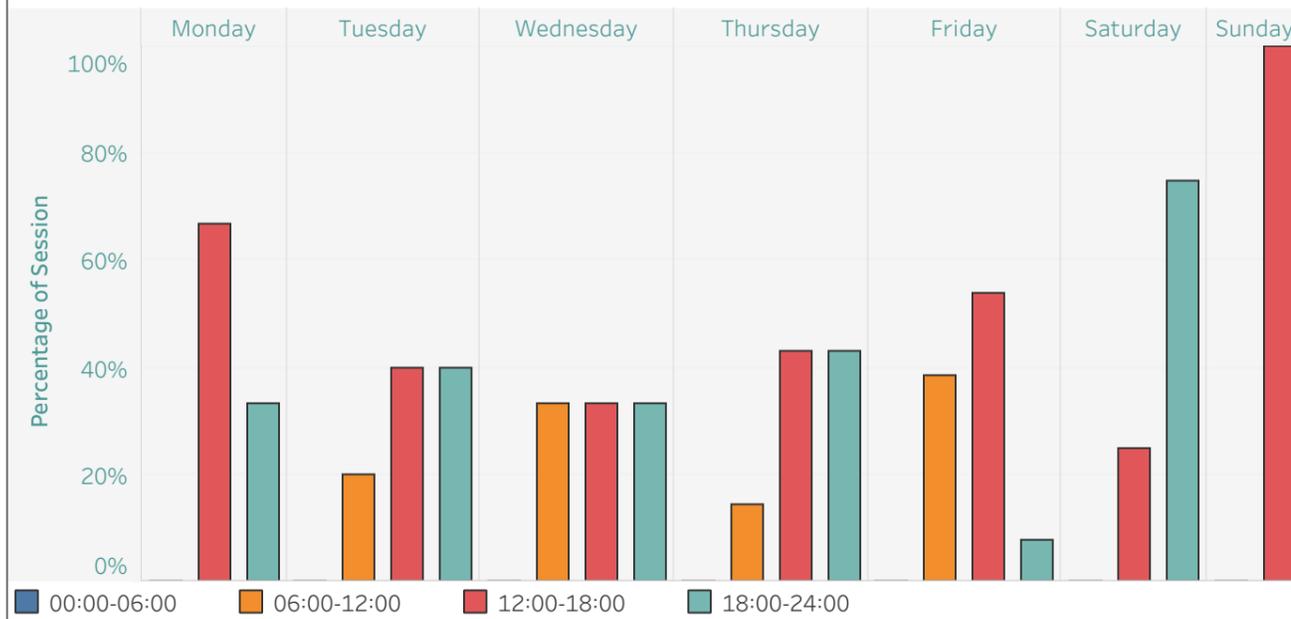
Port Utilization: 24 Hours



Energy Dispersed (kWh) by Day



Session Starts by Time of Day Month



Average Session Duration (Hours)	0.54
Average Session Charge Time (Hours)	0.53
Average Session Energy (kWh)	21.51
Average Session Revenue (\$)	6.77
Occupied Hours	25.45
Charging Hours	24.89



# Assure Station Metrics Quarterly Reporting

Owosso Main Street - Quarterly Report - 2023 Q4

Company Id  
141801

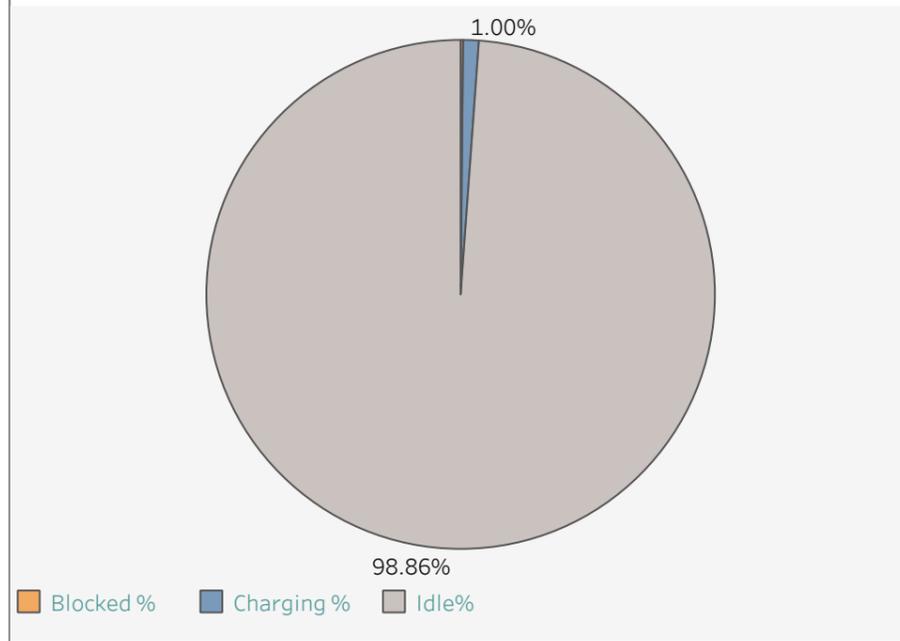
Port Level  
All

Organization Name  
All

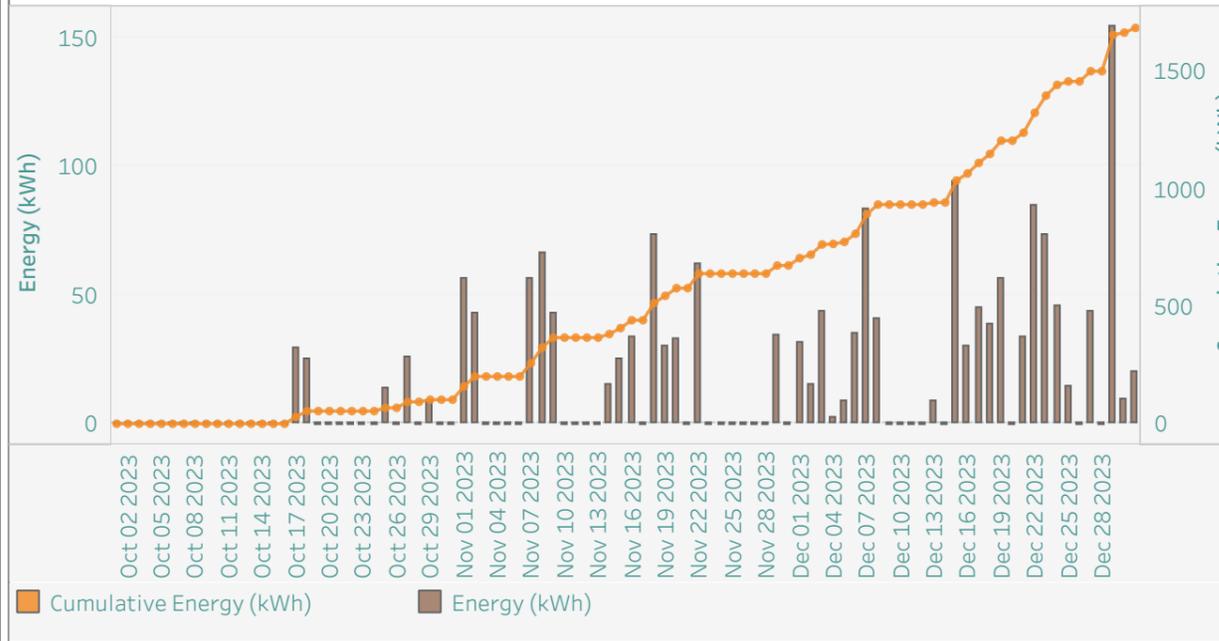
Quarter Year  
12/31/2023

Port Count	Station Count	Total Revenue (\$)	Energy (kWh)	GHG Savings (kg)	Gasoline Saved (Gal)	Unique Driver	Session Count
2	2	554	1,684	707	211	18	92

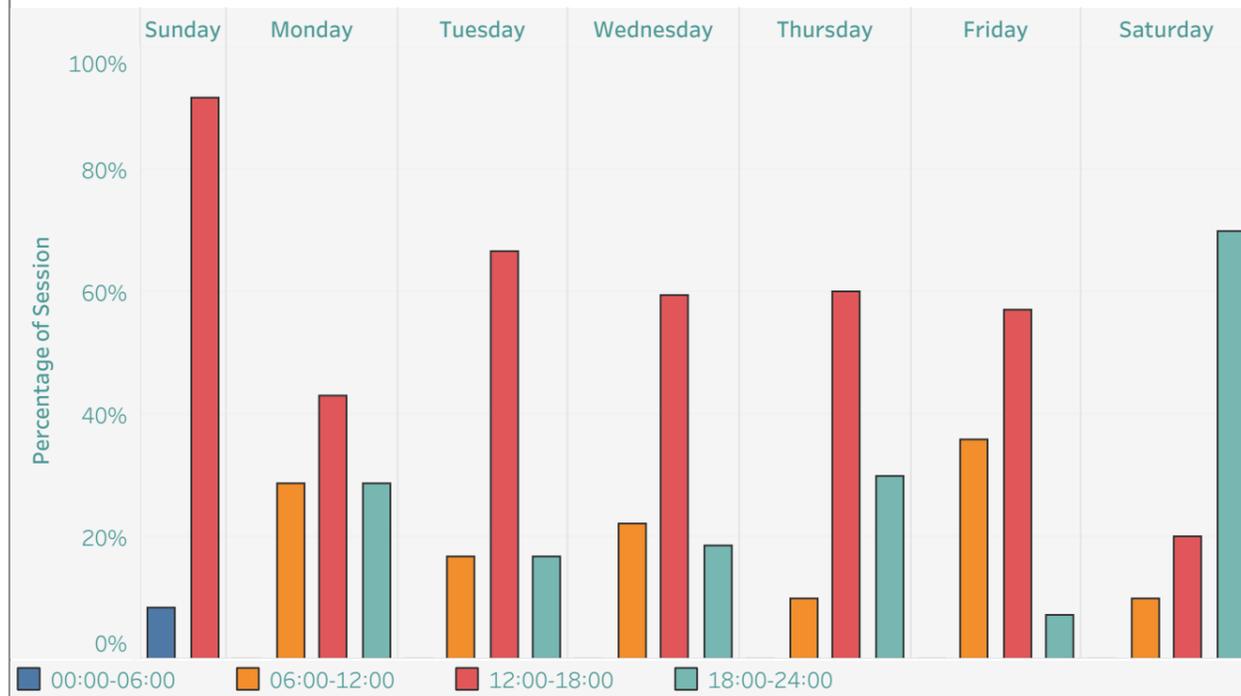
Port Utilization: 24 Hours



Energy Dispersed (kWh) by Day



Session Starts by Time of Day Quarter



Average Session Duration (Hours)	0.55
Average Session Charge Time (Hours)	0.48
Average Session Energy (kWh)	18.31
Average Session Revenue (\$)	6.03
Occupied Hours	50.44
Charging Hours	44.19

Service Entitlement Status Breakdown of Assure Stations

	Expired	0-30 Days	1-6 Months	6-12 Months	1+ Year
Assure	0	0	0	0	2
SW	0	0	0	0	2

- You dispensed more energy than 14.35 % of other Assure customers.
- You collected more fees than 58.24 % of other Assure customers.
- You fueled more unique drivers than 26.80 % of other Assure customers.
- Your 24 hour charging utilization was higher than 3.43 % of other Assure customers.

Station Name	Total Energy (kWh)	Total Sessions	Total Fees (\$)	Gasoline Saved (Gal)	GHG Savings (kg)	Charging Hours	Occupied Hours	Uptime (%)
MAIN ST PLAZA MAIN ST PLAZA 1	551	37	\$ 173.61	69	231	18	18	100.00%
MAIN ST PLAZA MAIN ST PLAZA 2	1,133	55	\$ 380.73	142	476	27	32	100.00%

# DOWN TTOWN OWOSSO

## Discover the Charm of Downtown Owosso

Explore the heart of our town, where history thrives, local businesses bloom and community bonds grow stronger with every step.

2024 EDITION

OWOSSO MAIN STREET

989.725.0571

downtownowosso.org



### State of DOWNTOWN

**18** Blocks

**108** Acres

**249** Parcels

**1,731** Public parking spaces

**117** First-floor storefronts

**100** Residential units

**10** Restaurants

**32** Retail stores

**9.6%** Increase in property values (2021–2022)

## Owosso Main Street is making a real difference.

Downtown Owosso is hitting its stride with building back after the pandemic. With a host of youthful and tenacious partners contributing to this transition, Owosso Main Street has transformed its tagline to, “Learn our Story, Create Your Own.” This new tagline captures the historic preservation efforts of our city, while also creating space to welcome new storytellers and visionaries who will help co-create our thriving downtown that is the heart of our community.

### Downtown’s Goals

- Day-trip destination
- Increase upper-floor residential development/density
- Cultivate an environment that demonstrates a commitment to the development of businesses, housing and community organizations in downtown Owosso.
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of downtown Owosso
- Expand and sustain a model of “coopetition” among downtown Owosso businesses, organizations and attractions

**OWOSSO**  
MAIN STREET

# TRANSFORMING OWOSSO'S DOWNTOWN



Downtown Owosso welcomed all with vibrant flowers and seasonal decor—a testament to our commitment to urban beauty and community pride.



Placemaking initiatives, like the installation of the iconic red phone booth, enhanced downtown Owosso's charm, fostering community engagement and preserving a piece of history.



Over 70 helmets and 40 bikes were gifted to community members at Open Streets Owosso thanks to Owosso Main Street and the Shiawassee Family YMCA.

## REINVESTMENT STATS 2022-2023

PRIVATE INVESTMENT  
**\$398,163**

Program to date: \$23,141,791



**23** Façade & Building Improvements  
Program to date: 405



**8** New Businesses  
Program to date: 92

## Community Profile

City of Owosso | 2023



Population  
**14,503**



Households  
**6,207**



Median HH Income  
**\$47,704**



Median Age  
**38.1 years**



Housing Units  
**6,750**



**92%** Housing is occupied  
**54%** Owner-occupied  
**38%** Renter-occupied

## Main Street is Helping Businesses Thrive

- Vibrancy Grant
- Match on Main
- Optimize Main Street
- Retail promotion event
- Revolving Loan Fund: Loan
- Small business owner meetings
- Revolving Loan Fund: Grant
- Storytelling Series

“Moving into our downtown Owosso space has brought more community involvement which we love. Majority of our training clients are now locals which means we’re helping to make a direct impact on our community in a positive way. Downtown Owosso is continually changing for the better and we’re honored to be a part of it.”

—Kaylee VanAtta, Owner, Canine Unifursity

## Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	14,963	26,127	54,994
Households	6,288	11,198	22,843
Median HH Income	\$47,795	\$51,035	\$57,523

## In-demand Businesses

### Food & Drink

- Brewery/brewpub
- Farm-to-table
- Steakhouse
- Breakfast/brunch restaurant
- Mediterranean

### Shopping & Retail

- Specialty foods
- Grocery store
- Arts/crafts/hobbies
- Vintage/repurposed
- Boutique ladies'/men's clothing

# Bridging Connections through Storytelling

The Owosso Main Street Storytelling Series illuminated the unique narratives and perspectives behind our vibrant community, bringing to the forefront tales shared by the dedicated downtown Owosso business owners, board members and community partners. These compelling stories not only celebrated local heroes, but also highlighted the enduring influence of the Main Street program—reaffirming our commitment to a thriving downtown and the people who help create it.



## 2023 Pulse of Downtown



- 49%** Visit downtown Owosso most often for dining
- 28%** Described recent trends in downtown Owosso as improving or making progress.
- 20%** Said the frequency of their visits to downtown Owosso increased during the past year.

## Social Connection

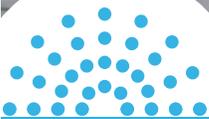


- 11,235+** Facebook Followers
- 1,810+** Instagram Followers

## Volunteer Connection



- 1,750** Volunteer hours in 2022–2023
- 35,947** Volunteer hours (Program to date)
- \$52,763** Volunteer value in 2022–2023
- \$1,083,802** Volunteer value (Program to date)



## VOLUNTEER SPOTLIGHT

“Downtown Owosso is the vibrant heart of our city, which means that every time I volunteer with Owosso Main Street, I know that I am making a contribution that supports my entire community!”

—**Nick Bruckman,**  
Former AmeriCorps Service Member



## In the Numbers



# DOWNTOWN ALIVE

Owosso Main Street Events 2022-23

# 3,881

Est. event attendance

- Glow Owosso
- NYE Block Party
- Owosso Vintage Motorcycle Days
- Open Streets Owosso
- Chocolate Walk
- Ghoul's Night Out
- Artwalk Owosso
- Community Cleanup
- Summer Sidewalk Sales



Owosso Vintage Motorcycle Days



Ghoul's Night Out



Chocolate Walk



Summer Sidewalk Sales

**“Main Street offers communities a system to make steady improvements to our long-term strategies which allows us to highlight our best attributes while providing valuable resources for area development yielding long-term success in municipal growth.”**

—Emily Olson, OMS/DDA Board Member

## Owosso's Board of Directors

Chair: Jon Moore	Commissioner: Bill Gilbert	Commissioner: Daylen Howard
Vice-chair: Lance Omer	Commissioner: Nicole Reyna	Executive Director: Lizzie Fredrick
Mayor: Robert J. Teich, Jr.	Commissioner: Josh Ardelean	
Commissioner: Emily Olson		

# MICHIGAN MAIN STREET

A Network of Leaders in Grassroots Economic Development

**Real Impact.** | The numbers prove it!



**\$17,485,873**

2022-23 Total Private Investment

**\$424,613,279**

Program to date



**\$9,639,829**

2022-23 Total Public Investment

**\$146,697,645**

Program to date



**40,812**

2022-23 Volunteer Hours

**892,702**

Program to date



**144**

2022-23 New Businesses

**1,897**

Program to date



**144**

2022-23 Façade & Building Improvements

**2,817**

Program to date

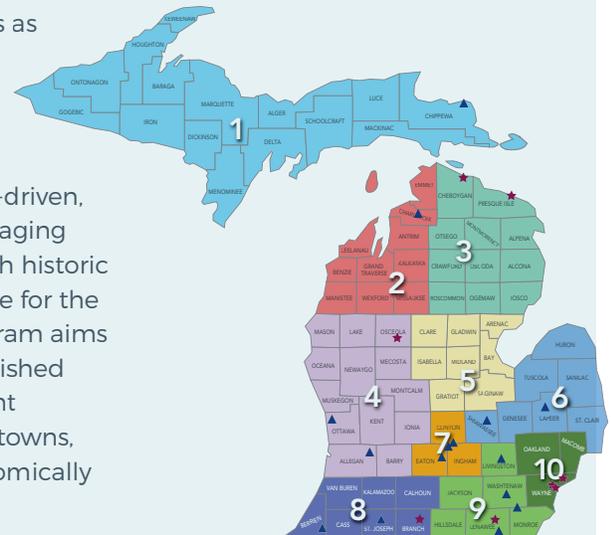


## Michigan Main Street

provides technical assistance to local communities as they implement the Main Street Four-

Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation in ways appropriate for the modern marketplace. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby making the state economically stronger and culturally diverse.

## Our MMS Communities



★ Select Level

▲ Master Level



**MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

[www.miplace.org](http://www.miplace.org)



City of Owosso  
Downtown Development Authority  
Informational Meeting  
February 7, 2024



# PA 57 of 2018

## Informational Meetings Sec. 910 (4)

The State requires Downtown Development Authorities to hold two informational meetings annually. Informational meetings are meetings held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year.

They are not for the purpose of voting on policy, budgets or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality.

[legislature.mi.gov/](http://legislature.mi.gov/)



**OWSSO**  
MAIN STREET

# Board of Directors

Jon Moore, Chair  
Lance Omer, Vice Chair  
Mayor Robert J. Teich, Jr.  
Bill Gilbert  
Daylen Howard  
Nicole Reyna  
Allié McGuire  
Josh Ardelean  
Emily Olson



OWSSO  
MAIN STREET

# TIF and Development Plan

- The goals and direction of the Owosso DDA are defined by the TIF and Development Plan first created in 1984 and amended in 2003.
- The full document is available on our website, as required by law. Find it here: <https://www.ci.owosso.mi.us/Government/Downtown-Development-Authority>



**OWOSSO**  
MAIN STREET

# Goals and Direction

City of Owosso Master Plan:

<https://www.ci.owosso.mi.us/Portals/0/Files/Minutes-Agendas/Planning-Commission/2021%20Owosso%20Master%20Plan%20low%20res.pdf>

City of Owosso Capital Improvement Plan:

<https://www.ci.owosso.mi.us/Portals/0/Files/Documents/CIP%2023-29.pdf>



**OWOSSO**  
MAIN STREET

# 2023 Recap

Impact Report for Fiscal Year 2022-23:

<https://www.ci.owosso.mi.us/Portals/0/Files/Forms/2024-DDA-Impact-Report-FINAL.pdf>



**OWSSO**  
MAIN STREET

# Design Projects

- Main Street Plaza Masonry Repair
- Red Phone Booth Refurbishment
- Summer Flower Program
- Fall Beautification
- Holiday Light Display
- Bridge Basket Program



**OWOSSO**  
MAIN STREET

# Events Hosted by OMS/DDA

- Downtown Owosso Chocolate Walk
- Summer Community Cleanup
- Summer Sidewalk Sales
- Michigan OatFest
- Owosso Vintage Motorcycle Days
- Yoga on the Lawn
- Mini Golf Madness
- Fall Community Cleanup
- Glow Owosso
- NYE Block Party



**OWOSSO**  
MAIN STREET

# Educational Trainings

## Grow with Google

10 in-person workshops with a Google Marketing Coach, one-on-one coaching, virtual trainings and more.

- Get Your Local Business on Google Search and Maps
- Make Your Website Work for You
- Make Better Business Decisions with Analytics
- Sell Online with E-Commerce Tools
- Increase Your Sales with Google Tools
- Reach Customers Online with Google
- Launch Your Business with Customer-Focused Marketing
- Use YouTube to Grow Your Business
- Coach Your Team to Success
- Cybersecurity and Your Small Business



**OWSSO**  
MAIN STREET

# Grants

## Revitalization and Placemaking 2.0 – \$300,000

- Downtown Streetlight Project

## Match on Main – \$25,000

- Taphouse Specialty Meat Market

## Vibrancy Grant – \$20,000

- Rotating Retail Program
  - SAC & J's Tux and Bridal Boutique
- Day Trip Destination GLAM Campaign
- #ExploreOwosso Passport Program
- Downtown Owosso Hype Team

## Optimize Main Street – \$2,500 each

- Oliver Paper Co. & Penguin Resale

## Revolving Loan and Grant Program – \$20,745

- Barrister Brewing Co



**OWOSSO**  
**MAIN STREET**

# Future Projects

- Transformation Strategy Update and Strategic Planning Workshop
- Monthly Community Newsletter
- Business of the Month Program
- Downtown Streetlight Project
- Fountain Park Fountain Refurbishment
- Main Street Plaza Masonry Repair 2.0
- Revolving Loan and Grant Program Relaunch



OWSSO  
MAIN STREET

# Questions?

Contact:

Lizzie Fredrick

Executive Director

Owosso Main Street

Downtown Development Authority

City of Owosso

[lizzie.fredrick@ci.owosso.mi.us](mailto:lizzie.fredrick@ci.owosso.mi.us)

For more information, visit:

[www.downtownowosso.org](http://www.downtownowosso.org)

[www.ci.owosso.mi.us/Government/Downtown-Development-Authority](http://www.ci.owosso.mi.us/Government/Downtown-Development-Authority)



**OWOSSO**  
MAIN STREET



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# MEMORANDUM

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DATE: February 7, 2024

TO: Owosso Main Street/Downtown Development Authority

FROM: Lizzie Fredrick, OMS/DDA Executive Director

SUBJECT: Downtown Streetlight Project

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City Council allocated \$275,000 from the American Rescue Plan Act and the Michigan Economic Development Corporation awarded \$300,000 from the Revitalization and Placemaking Program 2.0 for Phase I of the Downtown Streetlight Project.

Staff reviewed estimated project costs with the manufacturer and engineer to determine potential cost savings if the Lexington Single Cross Arm was removed from the streetlight purchase. The current estimated cost is \$5,000 per streetlight. Removing the arm would save approximately \$800 for each streetlight.

The Design Committee approved removing the arm on January 11, 2024.

The MEDC has not confirmed whether an adjustment to the streetlight purchase will impact the Revitalization and Placemaking grant award.

**Fiscal Impact:**

Potential cost savings of approximately \$800 per streetlight allowing an expansion of approximately \$25,000 to Phase I of the Downtown Streetlight Project.

**Motion to Consider:**

Approve the Regency Lamp Post with the Yorktown LED Luminaire for the Downtown Streetlight Project contingent upon approval from the Michigan Economic Development Corporation for their Revitalization and Placemaking grant award.

**Master Plan Implementation Goals:**

- 1.9 – Encourage sustainable design and aesthetic upgrades that will enhance and exchange value of property.
- 2.9 – Pursue LED conversions of public lights.
- 3.4 – Maintain high-quality infrastructure.
- 3.10 – Coordinate an infrastructure improvement plan for streets and underground utilities.
- 3.17 – Improve the aesthetic appearance of downtown parking lots.
- 4.5 – Continue to support biking, walking, and river activities in downtown.

**Master Plan Implementation Goals Continued:**

5.12 – Continue to support weekend and evening activities in the downtown.

5.26 – Improve the sense of arrival for the South Washington Street entrance to the downtown and provide safe pedestrian crossings.

**Attachments:**

Streetlight with Arm

Lamp Post without Arm

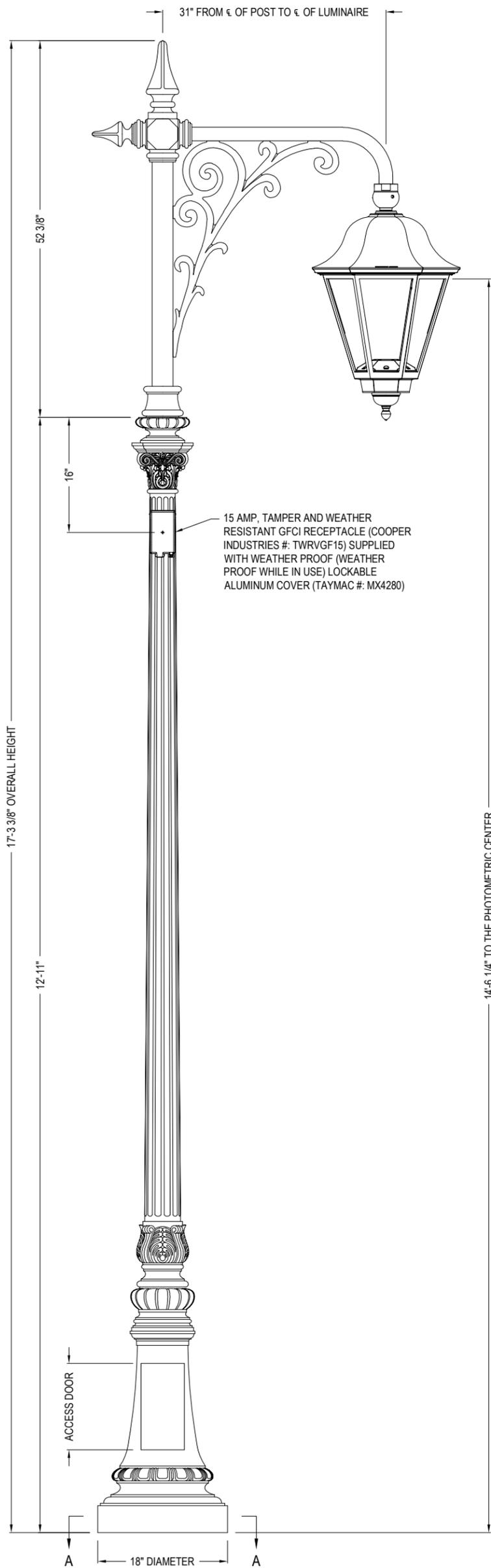
Luminaire without Arm

Phase I Estimate with Arm

Phase I Estimate without Arm

This drawing is property of Spring City Elect. Mfg. and is issued to the recipient with the understanding that it shall not be copied, duplicated, passed on to unauthorized parties, nor used for any purpose other than that for which it is specifically furnished except with Spring City's written permission.

EPA INFORMATION						
SECTION	PROJECTED AREA (Sq. Ft.)	X CENTROID (Ft.)	Y CENTROID (Ft.)	Cd	EPA (Sq. Ft.)	WEIGHT (lbs.)
POST	6.20	0.00 Ft.	5.15 Ft.	1.20	7.44	585
CROSS ARM	2.40	0.48 Ft.	15.38 Ft.	1.20	2.88	40
LUMINAIRE	1.49	2.58 Ft.	14.43 Ft.	1.20	1.79	35
Drag Coefficient According To Standard Specifications for Structural Supports (Table 3.8.6-1)				OVERALL WEIGHT	660	



#### LUMINAIRE SPECIFICATIONS

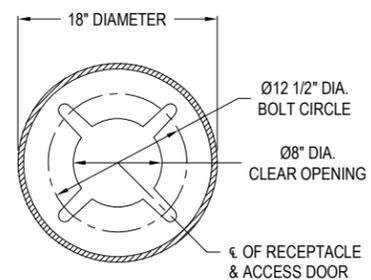
STYLE:	YORKTOWN FULL CUT OFF STYLE PENDANT MOUNT LED LUMINAIRE WITH OPEN CAGE
HEIGHT:	25 1/4"
WIDTH:	20 1/2" HEXAGONAL (POINT TO POINT)
MATERIAL:	CAST ALUMINUM ALLOY A.N.S.I. 356, PER A.S.T.M. B26-95
PANEL:	FROSTED ACRYLIC
FINISH:	POWDER COAT - RIVER TEXTURE GLOSS BLACK
LAMPING:	100 WATT LED SYSTEM
VOLTAGE:	ELECTRONICALLY WIRED AT 120-277 VOLTS
COLOR TEMP.:	3000K (WARM WHITE)
DISTRIBUTION:	TYPE IV (ASYMMETRIC DISTRIBUTION)
SURGE:	10KV SURGE PROTECTION
MODIFIER:	<ul style="list-style-type: none"> <li>BISHOPS CROOK VERTICAL ALIGNMENT COUPLING</li> <li>CLAREMONT PINES FINIAL</li> </ul>
CATALOG NO.:	ALMYRK-M4-LE100-EVX-2F2-30-CR4-YPLF-LAVBC-FCM-CU

#### CROSS ARM SPECIFICATIONS

STYLE:	LEXINGTON "SINGLE" CROSS ARM
HEIGHT:	52 3/8"
WIDTH:	31" FROM $\epsilon$ OF POST TO $\epsilon$ OF LUMINAIRE
MATERIAL:	CAST ALUMINUM ALLOY ANSI 356 PER A.S.T.M. B26-95
FINISH:	POWDER COAT - RIVER TEXTURE GLOSS BLACK
TENON:	2" NPT PIPE NIPPLE (TO ACCEPT LUMINAIRE)
CATALOG NO.:	AARLXN-1S-31-TN2.00-NPT-CU

#### LAMP POST SPECIFICATIONS

STYLE:	REGENCY
HEIGHT:	12'-11"
PHOTOMETRIC CENTER:	14'-6 1/4"
BASE:	18" DIAMETER
MATERIAL:	ONE PIECE, CAST DUCTILE IRON PER A536-84 GRADE 65-45-12
FINISH:	POWDER COAT - RIVER TEXTURE GLOSS BLACK
ACCESS DOOR:	LOCATED IN BASE SECURED WITH TAMPER PROOF HEX SOCKET SECURITY MACHINE SCREWS DRILL AND TAP INSIDE WALL OF BASE OPPOSITE ACCESS DOOR TO ACCOMMODATE A 1/4"-20 GROUND STUD (STUD SUPPLIED BY OTHERS)
GROUND PROVISIONS:	(4) 3/4" DIA. X 24" LONG + 3" HOOK (FULLY GALVANIZED WITH 1 GALVANIZED NUT AND 1 GALVANIZED WASHER PER BOLT)
ANCHOR BOLTS:	3" REQUIRED
BOLT PROJECTION:	3" REQUIRED
TENON:	2 3/8" DIA. X 6" HIGH (TO ACCEPT CROSS ARM)
MODIFIER:	<ul style="list-style-type: none"> <li>15 AMP GFCI RECEPTACLE WITH IN-USE COVER (SEE SECTION A-A FOR ORIENTATION)</li> </ul>
CATALOG NO.:	DPSRGN-18-12.92-TN2.38-6.00-GFWI-CU
POST:	323/1NW
ANCHOR BOLT:	



SECTION A-A  
BASE PLATE DETAIL

		REVISED BY: B.K.R.	DATE: 03-16-2022
<b>Spring City Electrical Mfg. Co.</b> HALL AND MAIN STREETS - P.O. BOX 19 - SPRING CITY, PA. 19475 PHONE (610) 948-4000 - FAX (610) 948-5577 - WWW.SPRINGCITY.COM			
DESCRIPTION	THE 12'-11" REGENCY LAMP POST WITH THE LEXINGTON SINGLE CROSS ARM AND THE YORKTOWN LED LUMINAIRE		
OPPORTUNITY	CITY OF OWOSSO, MI		
SCALE	DRAWN BY:	DATE	DRAWING NO.
N.T.S.	B.K.R.	02-02-2022	SPEC-33536



WORLD EQUESTRIAN  
EXPO CENTER











**Downtown Street Light Project  
Construction Estimate  
Street Light with Arm**

**Washington from Shiawassee River to Comstock  
(includes south side of Comstock from Washington to Park)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	22	Ea	\$750.00	\$16,500.00
Conc. Base Rem	22	Ea	\$500.00	\$11,000.00
Light, Purchase	13	Ea	\$5,000.00	\$65,000.00
Light, Install	13	Ea	\$1,000.00	\$13,000.00
Conc. Base Install	13	Ea	\$2,000.00	\$26,000.00
Junction Box	9	Ea	\$2,000.00	\$18,000.00
Conduit, Bore	1285	Ft	\$50.00	\$64,250.00
Electric Wire	2570	Ft	\$5.00	\$12,850.00
Sidewalk, Remove and Replace	2200	Sft	\$10.00	\$22,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$253,600.00</b>

**Washington from Comstock to Main  
(includes south side of Main from Washington to Park)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	20	Ea	\$750.00	\$15,000.00
Conc. Base Rem	20	Ea	\$500.00	\$10,000.00
Light, Purchase	12	Ea	\$5,000.00	\$60,000.00
Light, Install	12	Ea	\$1,000.00	\$12,000.00
Conc. Base Install	12	Ea	\$2,000.00	\$24,000.00
Junction Box	8	Ea	\$2,000.00	\$16,000.00
Conduit, Bore	970	Ft	\$50.00	\$48,500.00
Electric Wire	1940	Ft	\$5.00	\$9,700.00
Sidewalk, Remove and Replace	2000	Sft	\$10.00	\$20,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$220,200.00</b>

**Comstock from Water to Washington (all of north side + 2 new lights on south side)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	6	Ea	\$750.00	\$4,500.00
Conc. Base Rem	6	Ea	\$500.00	\$3,000.00
Light, Purchase	6	Ea	\$5,000.00	\$30,000.00
Light, Install	6	Ea	\$1,000.00	\$6,000.00
Conc. Base Install	6	Ea	\$2,000.00	\$12,000.00
Junction Box	2	Ea	\$2,000.00	\$4,000.00
Conduit, Bore	430	Ft	\$50.00	\$21,500.00
Electric Wire	860	Ft	\$5.00	\$4,300.00
Sidewalk, Remove and Replace	800	Sft	\$10.00	\$8,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$98,300.00</b>

**Grand Total: \$572,100.00**

6/19/2023

**Downtown Street Light Project**  
**Construction Estimate**  
**Street Light without Arm**

**Washington from Shiawassee River to Comstock**  
**(includes south side of Comstock from Washington to Park)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	22	Ea	\$750.00	\$16,500.00
Conc. Base Rem	22	Ea	\$500.00	\$11,000.00
Light, Purchase	13	Ea	\$4,200.00	\$54,600.00
Light, Install	13	Ea	\$1,000.00	\$13,000.00
Conc. Base Install	13	Ea	\$2,000.00	\$26,000.00
Junction Box	9	Ea	\$2,000.00	\$18,000.00
Conduit, Bore	1285	Ft	\$50.00	\$64,250.00
Electric Wire	2570	Ft	\$5.00	\$12,850.00
Sidewalk, Remove and Replace	2200	Sft	\$10.00	\$22,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$243,200.00</b>

**Washington from Comstock to Main**  
**(includes south side of Main from Washington to Park)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	20	Ea	\$750.00	\$15,000.00
Conc. Base Rem	20	Ea	\$500.00	\$10,000.00
Light, Purchase	12	Ea	\$4,200.00	\$50,400.00
Light, Install	12	Ea	\$1,000.00	\$12,000.00
Conc. Base Install	12	Ea	\$2,000.00	\$24,000.00
Junction Box	8	Ea	\$2,000.00	\$16,000.00
Conduit, Bore	970	Ft	\$50.00	\$48,500.00
Electric Wire	1940	Ft	\$5.00	\$9,700.00
Sidewalk, Remove and Replace	2000	Sft	\$10.00	\$20,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$210,600.00</b>

**Comstock from Water to Washington (all of north side + 2 new lights on south side)**

Pay Item	Quantity	Unit	Unit Price	Total Price
Light, Rem and Salvage	6	Ea	\$750.00	\$4,500.00
Conc. Base Rem	6	Ea	\$500.00	\$3,000.00
Light, Purchase	6	Ea	\$4,200.00	\$25,200.00
Light, Install	6	Ea	\$1,000.00	\$6,000.00
Conc. Base Install	6	Ea	\$2,000.00	\$12,000.00
Junction Box	2	Ea	\$2,000.00	\$4,000.00
Conduit, Bore	430	Ft	\$50.00	\$21,500.00
Electric Wire	860	Ft	\$5.00	\$4,300.00
Sidewalk, Remove and Replace	800	Sft	\$10.00	\$8,000.00
Traffic Control	1	LSUM	\$5,000.00	\$5,000.00
				<b>\$93,500.00</b>

**Grand Total: \$547,300.00**



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# MEMORANDUM

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DATE: February 7, 2024  
TO: Owosso Main Street/Downtown Development Authority  
FROM: Lizzie Fredrick, OMS/DDA Executive Director  
SUBJECT: Owosso Main Street Assessment Summary

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To maintain accreditation with Michigan Main Street (MMS) and Main Street America (MSA), the Board completed a self-assessment and on-site assessment visit. MMS and MSA have provided a summary of their findings and recommendations for the OMS program.

#### **Timeline for the accreditation process:**

- OMS Self-Assessment – Due August 25, 2023 (*COMPLETED*)
- MMS Review Self-Evaluations/Feedback – August 28 - September 29, 2023 (*COMPLETED*)
- MMS & MSA In-person Site Visit – October 31, 2023 (*COMPLETED*)
- Application Based Service – Due December 15, 2024
  - Strategic Transformation Update & Strategic Planning Service
  - Workshop date TBD
  - Minimum of 80% Board attendance required
- Check in Calls on Accreditation and Services – January 8 - 31, 2025
  - Director and Board Chair

#### **Master Plan Implementation Goals:**

2.2 – Continue the Main Street program in downtown.

2.4 – With the city, define Main Street's role in the Redevelopment Ready Communities initiative; plan and deploy activities accordingly.

3.11 – Main Street to participate in the City's six-year capital improvements plan on an annual basis.

#### **Attachments:**

OMS Assessment Visit Summary

2021 City of Owosso Downtown Plan and Master Plan Goals

2023 OMS/DDA Capital Improvement Plan

2024 OMS/DDA Capital Improvement Plan - Draft



# 2023 MAIN STREET PROGRAM ASSESSMENT VISIT

## Summary of Findings & Recommendations

Visit conducted by:

Lisa Mullins Thompson  
Senior Program Officer  
**Main Street America**

Laura Krizov  
Manager  
**Michigan Main Street**



### MAIN STREET: A COLLABORATIVE MODEL FOR SUCCESSFUL REVITALIZATION

The Main Street Approach™ has guided communities in building, growing, and sustaining local revitalization programs for over 40 years. This proven methodology is implemented through a collaborative model led by the local Main Street program and supported by their respective Coordinating Program and Main Street America. Decades of experience implementing the Main Street Approach in communities across the country has demonstrated that successful revitalization is not a project, but a journey that requires long-term commitment, strategic action, and a community with a strong sense of ownership in its downtown or neighborhood commercial district.

Main Street America and the Leadership Council of MSA Coordinators worked together for the past few years, gathering feedback across the network to update and develop a new set of national Community Accreditation Standards-that better measures the

complex nature of our work. This work has resulted in a more holistic MSA Community Accreditation framework that empowers communities to review their progress, recognize achievements, acknowledge challenges, and identify opportunities to continually move their efforts forward. Furthermore, the new MSA Community Accreditation framework confirms the significant role that Main Street America and coordinating programs serve as supporting partners in their revitalization journey.

The key elements of the new accreditation framework include [six new Standards](#) (see side image) and [a refreshed process](#) consisting of 1) an *Annual Community Self-Assessment*; 2) *Standardized Reporting Practices*; and 3) an *Onsite Community Assessment Visit* (at least once every two years). These integrated components provide important tools to celebrate wins and promote the value and impact of Main Street and to help us understand local programs needs and the necessary resources for successful revitalization.

## PURPOSE OF THE PROGRAM ASSESSMENT (check-in) VISITS

The Community Assessment Visit is an important service provided at least every other year (biennially) for master level communities by your coordinating partner, Michigan Main Street in collaboration with Main Street America. The purpose of the Visit is to offer local Main Street program leaders with direct opportunities to recognize and celebrate the progress and accomplishments of the past year and identify areas for growth and development in the year (s) ahead. The agenda includes meetings with Main Street staff, board, committees, partners, and stakeholders to build consensus on the program's strengths and needs as well as a visual assessment of the district's conditions and opportunities. The 2023 Program Assessment Visits in particular, are also looking to evaluate readiness for Accreditation using the six new holistic standards. We also invite you to be in close communication with Michigan Main Street and with Main Street America for questions

and continued assistance to grow in alignment with the new Standards and ensure that the program maintains National Accreditation by the next Program Assessment Visit.

## SUMMARY OF FINDINGS & RECOMMENDATIONS

Owosso Main Street is a building a strong foundation to implement successful revitalization efforts incrementally. We appreciated the opportunity to meet with the program local leaders and representatives from the city and other partner organizations to learn more about the program's efforts and accomplishments. Using the six new standards, the visit also helped recognize following areas of strengths as well as opportunities and steps that can be taken to continue to move the program forward and to maintain National Main Street Accreditation once these new Standards are implemented by the beginning of 2024.



**Standard 1: “Broad-based Community Commitment to Revitalization”** confirms that at its core, Main Street is community-driven, and that successful and sustainable revitalization is only possible with active commitment from all sectors of a community. The following observations and recommendations are offered considering this standard’s key areas of focus:

- Owosso Main Street’s Facebook page is building a strong presence and increased followers by 2% to 11,000 followers, about 75% the population of Owosso. Incorporate new tools and public relations activities to connect with the community highlighting events, businesses, and special features on a regular basis. Be sure to also advocate for the program and gather stakeholders to share information about programming.
- Continue to build a more inclusive outreach plan to your youth (23% of your population).
- Consider developing a more proactive volunteer leadership development program with the partnerships you have developed.
- Review communications plan to develop methods that will reach target audiences to promote Main Street as a community-driven organization and inform and educate the private and public sectors about the district and Main Street program goals and objectives. Refresh website to promote downtown and improve organization’s brand image.
- Presentations to City, County and community groups are particularly important effort to inform, educate, and promote strong partnerships.

**Standard 2: “Inclusive Leadership and Organizational Capacity”** places a strong value on PEOPLE as Main Street’s greatest resource and places an important priority on ensuring that Main Street organizational structure offers an inclusive environment for community engagement and effective leadership development. Considering this standard’s key areas of focus:

- This standard promotes a review of your community’s demographics to confirm how the program represents the community it serves within its leadership base and programming.
  - With 23% of population under 18 years old (nearly 1 out of 4 people), LMS has an important opportunity to review how the program is connecting Owosso’ youth and to determine opportunities to expand its reach to the program. Consider current or potential collaborations with local schools (at all levels)

**STANDARD 1:**

**Broad-based  
Community  
Commitment to  
Revitalization**

**Key Areas of Focus:**

- I. Partnerships and collaborations**
- II. District & community outreach**
- III. Communication & public relations**

**STANDARD 2:**

**Inclusive  
Leadership and  
Organizational  
Capacity**

**Key Areas of Focus:**

- I. Inclusive District and Community Engagement**
- II. Diverse Board Leadership and Supporting Volunteer Base**
- III. Professional Staff management**
- IV. Organizational Cultural Values & Best Practices**

and specific initiatives, such as adding a student to your Board who is passionate about downtown to empower youth's engagement and leadership development through OMS.

- Understanding that 15% of your population is also older than sixty-five offers key opportunities for more specific collaborations with senior groups as well.
- Build a pipeline of program leaders and volunteers at all levels to actively support the program and implement annual work plan projects and programming.
- Continue to build an active volunteer program that demonstrates the capacity to implement annual work plans, providing orientation, training, and leadership development throughout the year. Continue to highlight volunteer opportunities on the website and explain their focus. Consider expanding your "marketing" approach to community engagement leveraging your social media reach to attract volunteers.
- OMS has professional staff and a passionate board. Consider bringing the stories of your volunteers and staff to life, highlighting their involvement, sense of ownership and impact for downtown more proactively.

### **Standard 3: "Diversified Funding and Sustainable Program Operations"**

*highlights that successful revitalization program must have the financial resources necessary to conduct its work and prepare for the future and that long-term sustainability of the program's operations depends on diversity of funding sources.*

- Think about establishing a "Friends of Main Street" to foster sense of ownership and pride in community members downtown and support for OMS. Consider expanding its potential outreach for volunteer engagement as well.
- Demonstrate a commitment to strategic revenue development and oversight. Create fund-development plans and goals, and review progress at least quarterly ensuring revenue development is aligned with the Transformation Strategy projects and programming.
- To be effective, local programs need work plans to guide the work of the committees and volunteers. Use Transformation Strategies to guide committees in developing detailed work plans around your economic development strategies, ensuring they are aligned with the annual budget.

### **STANDARD 3:**

#### **Diversified Funding and Sustainable Program Operations**

##### **Key Areas of Focus:**

- I. Public and Private Sector Funding Sources**
- II. Fund-development and Fund-raising**
- III. Budget and Work Plan Alignment**
- IV. Financial Management Practices**

**Standard 4: “Strategy-Driven Programming”** *promotes the value of Main Street as a comprehensive framework for addressing all aspects of revitalization through a strategy-driven balanced level of activities.*

- Confirm strategic direction for Owosso Main Street’s work. Define and align OMS around a Transformation Strategy that guides revitalization work. Review the [Michigan Main Street Transformation Strategy Guidebook](#). Confirm the Residential Development Strategy is still relevant and possibly add a replacement for Day Tripper since the loss of several anchor retailers through:
  - Community input on their vision for downtown.
  - Up-to-date market understanding of existing conditions and opportunities.
  - Alignment of current programming and activities, balanced across four points and aligns with the annual budget.
  - Appropriate goals and measures of success.
- If the Transformation Strategy (s) is *still relevant*, through an annual strategy-driven work planning process with volunteer committees, outline priorities or goals that identify initiatives, projects, and activities that are aligned with the Transformation Strategy.
- If the Transformation Strategy(s) are *no longer relevant* or you’ve reached success and overarching goals, confirm the next phase of the identification a new strategy (s).

**STANDARD 4:**



**Key Areas of Focus:**

- I. Community-informed Vision for the District***
- II. Market understanding of the existing conditions and economic opportunities***
- III. Transformation Strategy Identification***
- IV. Strategy-based work planning & implementation across all four-points***

**Standard 5: “Preservation-based Economic Development”** *places value on local historic and cultural assets to reflect the richness and strength of identity and distinctive economic market advantage.*

- Main Street programs demonstrate the community’s commitment to its historic and cultural assets. Increase awareness, expand promotion and education to stakeholders, ensuring properties owners use best practices to rehabilitate, improve and maintain historic buildings.
- Engage with the City’s CLG efforts, Michigan Main Street, and the State Historic Preservation Office to plan and provide training and educational opportunities to property owners and investors of historic buildings, including rehabilitation tax credit training.
- Preservation of downtown’s historic built environment will continue to be important for Main Street’s efforts. Standard 5 also recognizes the role Main Street programs serve as stewards of local heritage and intangible cultural assets. Actively promote the districts historic and cultural assets through activities and programming that interpret, celebrate, and recognize the local heritage and cultural resources.
- Advocate for incentives to fund grants to increase upper floor housing, i.e. fire suppression grant or new residential unit incentive.

**Standard 6: “Demonstrated Impact and Results”** *highlights the importance of tracking, packaging, and demonstrating the qualitative and quantitative impact of the program’s efforts and the district’s incremental revitalization.*

- With a focus on the Transformation Strategy, identify district statistics and measures of success that demonstrate the impact of strategic programming and projects.
- Identify opportunities to elaborate on the people and places behind key statistics, sharing the stories with district stakeholders, local government, anchor organizations, funders, and the community at large on all digital platforms.
- Continue to share the annual impact report with the public, private sector, partners and community at large to promote reinvestment statistics and build awareness about the tangible economic, physical, and promotional impact OMS has made for downtown and to increase human and financial investment in the program.
- Work to strengthen your tracking system for volunteer time, package and promote it to demonstrate it is a valuable in-kind investment of people for the organization.

## **STANDARD 5:**

### **Preservation-Based Economic Development**

#### **Key Areas of Focus:**

**I. Preservation Ethics**

**II. Education on historic and cultural assets**

**III. Practices and Standards for People-focused Design**

**IV. Promotion of local historic, heritage, and cultural assets**

## **STANDARD 6:**

### **Demonstrated Impact and Results**

#### **Key Areas of Focus:**

**I. Building the case for Main Street**

**II. Quantifying and Qualifying Outcomes**

**III. Packaging the impact of our programming and the value of Main Street**

**IV. Promoting progress and demonstrating results**

## BASELINE REQUIREMENTS

Some indicators are required as important baseline (starting point) for a local program to qualify for National Accreditation.

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.

NEEDS ATTENTION

Detailed work plans aligned with the selected Transformation Strategy that outlines programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.

IN PROGRESS

- A dedicated budget for the district's revitalization programming and the Main Street program's operations.
- Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind donations, and philosophical support.
- Reinvestment statistics are reported as required by Coordinating Program (monthly, quarterly, or annually).

NEEDS ATTENTION

Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the Coordinating Program logo.

COMPLETED

## HOW GRADING WORKS

Within each Standard, each indicator is scored on a scale of 1-5. Within each Standard, each indicator is scored on a scale of 1-5. Each number represents the following. Communities need to average at least three (3) points per Standard to achieve Accreditation.

1	2	3	4	5
Not being addressed at this time	Minimal work but needs more attention	Meets the Standard	Has achieved success above and beyond the Standard	Achieved exceptional results

Broad-Based Community Commitment to Revitalization

Yes

Inclusive Leadership and Organizational Capacity

Yes

Diversified Funding and Sustainable Program Operations

Yes

Strategy-Driven Programming

No

Preservation-Based Economic Development

Yes

Demonstrated Impact and Results

Yes

1. Communities must meet the Baseline Requirements.

**Not all baseline requirements being met.**

2. Average at least three (3) points per Standard to achieve Accreditation.

**Standard 4 and Strategy Based Work Planning needs attention.**

As we move forward towards full integration of these new standards by 2024, we recommend that you discuss these observations and recommendations in your board and committees' meetings and your planning process. We confirm our partnership and invite you to reach out for continued support.

**Lisa Mullins Thompson**, Senior Program Officer  
Main Street America

**Laura Krizov**, Manager  
Michigan Main Street

**CHAPTER 4**

**DOWNTOWN PLAN**



# WHAT DO WE ENVISION FOR DOWNTOWN OWOSSO?

*Downtown Owosso functions as the social, cultural and economic hub of the community and the region. Riverfronts also play a critical role in this country historically as a place of commerce and more recently as a source of recreation and a driver for investment. As the city's "front porch" and "living room", the downtown and riverfront district play an integral role in defining the identity and character of a community.*

Throughout its history, Downtown Owosso and the Shiawassee River have been the focal point of activity in the city. Today, the downtown continues to serve as the cultural and economic center of the city. Many of the historic buildings have been restored and re-adapted into new uses - supporting locally owned stores and restaurants.

Despite some heavy losses through the decades, Owosso's downtown contains an impressive collection of nineteenth and early twentieth century commercial architecture. With the support and leadership of Owosso Main Street, dozens of façade improvements and millions of private dollars have been invested in downtown Owosso in the last decade.

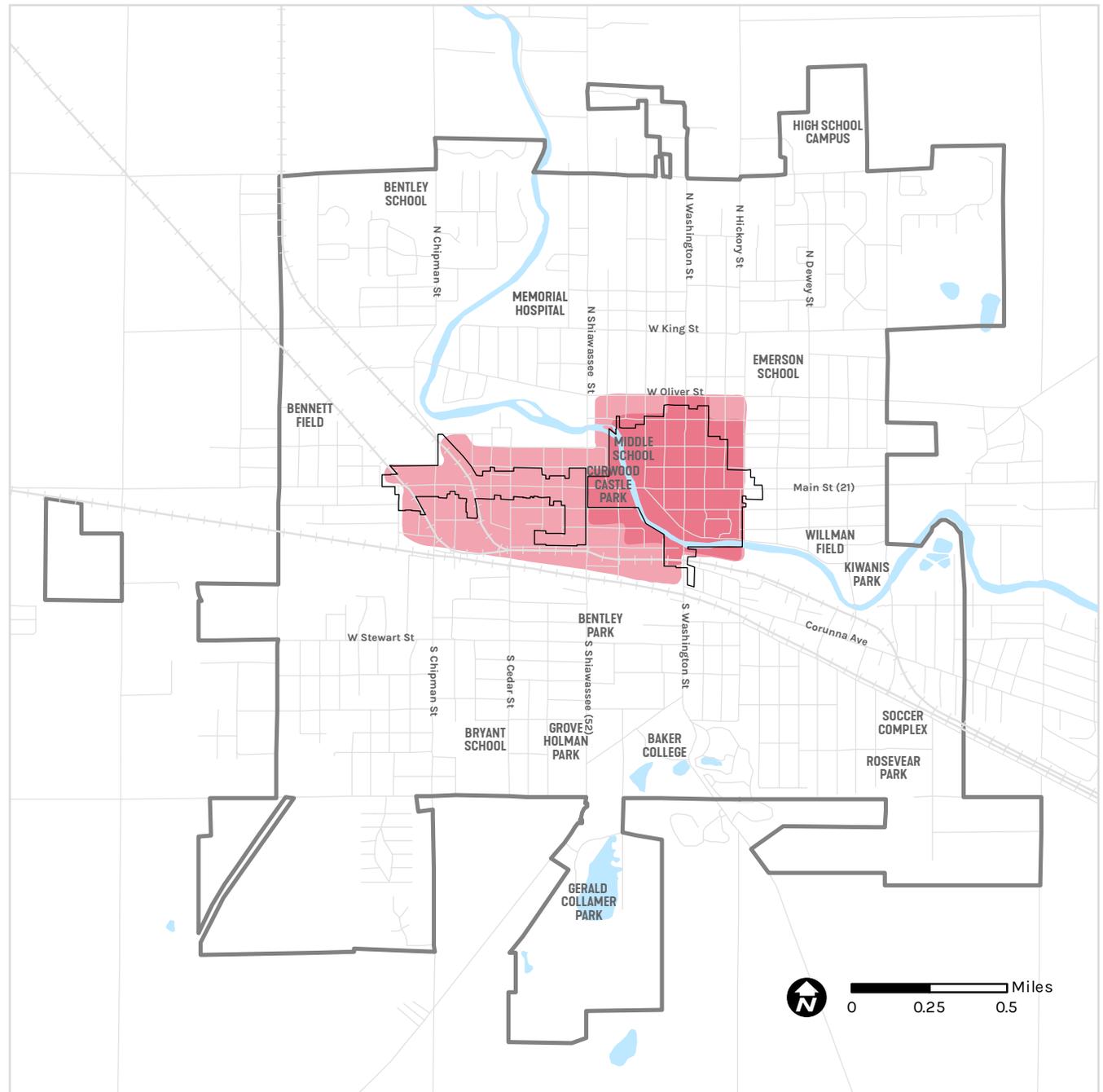


# FRAMEWORK

Downtown is the center of the community. It is where people gather. The Downtown is one of the city's two centers. The other being Westtown. Centers are characterized by their active ground floor uses and a mix of residential and office on upper stories. The centers benefit from access to open space and connections to neighborhoods, and corridors. While not always physically connected, centers and districts have a synergistic relationship.

## LEGEND

 Centers



# ASSETS AND CHALLENGES

## WHAT MAKES DOWNTOWN GREAT?

Downtown Owosso offers:

- Architecturally significant buildings
- Unique local businesses
- Destination for arts & culture
- Access to open space, trails, and the Shiawassee River
- Downtown management and dedicated volunteers
- Downtown programming and events
- Great local businesses and restaurants

## BUILDING ON OUR SUCCESS

The City of Owosso has had several successful redevelopment and building rehabilitation projects in recent years including:

- The Amory (2018)
- Capitol Bowl (2006)
- Lebowsky Center for Performing Arts (2014)
- Woodard Station Loft, Westown (2007)
- The Wesener Building (2018)

## WHAT CAN WE IMPROVE?

Downtown challenges include:

- Establishing better gateways
- M-21/Main Street is a barrier
- Maintenance issues with existing streetscape along Washington and Exchange
- Improving connections between destinations, increase walkability
- More connections to the Shiawassee River, nodes - family friendly and arts & culture
- Increasing retail



# MAIN STREET APPROACH

## FOUR-POINT APPROACH

- **ECONOMIC VITALITY** - Strengthens existing economic assets, while also identifying opportunities for new development and growth.
- **DESIGN** - Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.
- **ORGANIZATION** - Cultivates partnerships and coordinates resources around a shared community vision for downtown.
- **PROMOTION** - Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

## TRANSFORMATION STRATEGY

- Day Tripper Tourism and Residential Development Transformation Strategy Development Plan
- Desired Future State: Downtown Owosso is widely known for its enthusiastic, welcoming culture that invites and embraces businesses, residents and visitors alike, showcasing a green and thriving environment of beautiful, walkable boulevards and authentic, unique attractions, residential, shopping, and dining experiences; the small town-downtown with appeal!

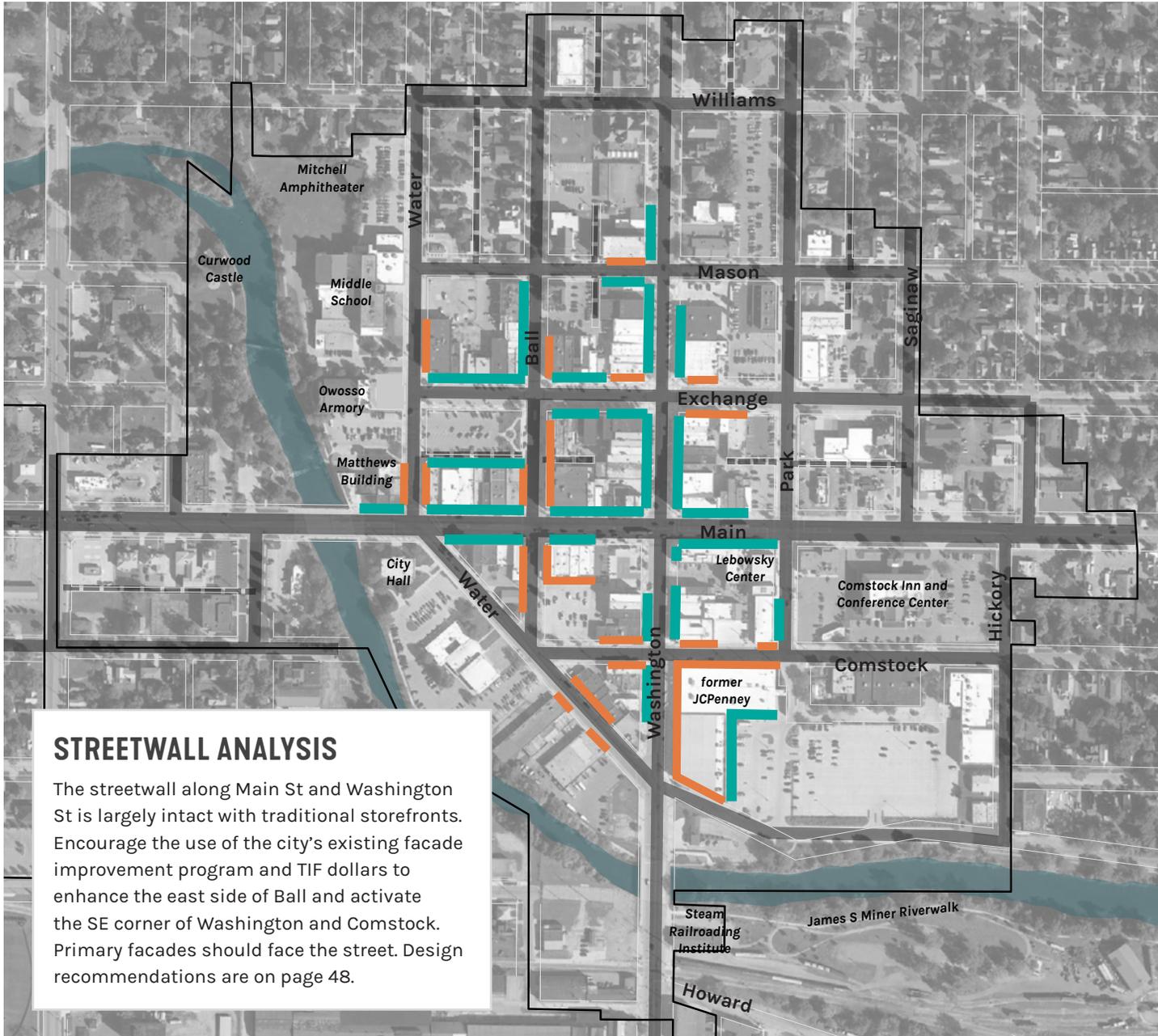


## KEY STRATEGIES FOR DOWNTOWN

- Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.
- Promote our success and the Downtown Owosso brand through better storytelling
- Improve connections to the river and increase the amount of dedicate open space
- Support historic rehabilitation and compatible redevelopment
- Establish a Downtown zoning district to regulate new development
- Support upper story residential
- Promote Downtown as a hub for arts and culture

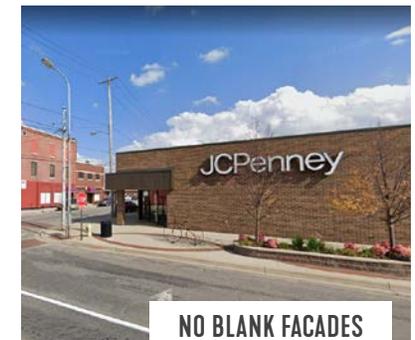


Source: Main Street America



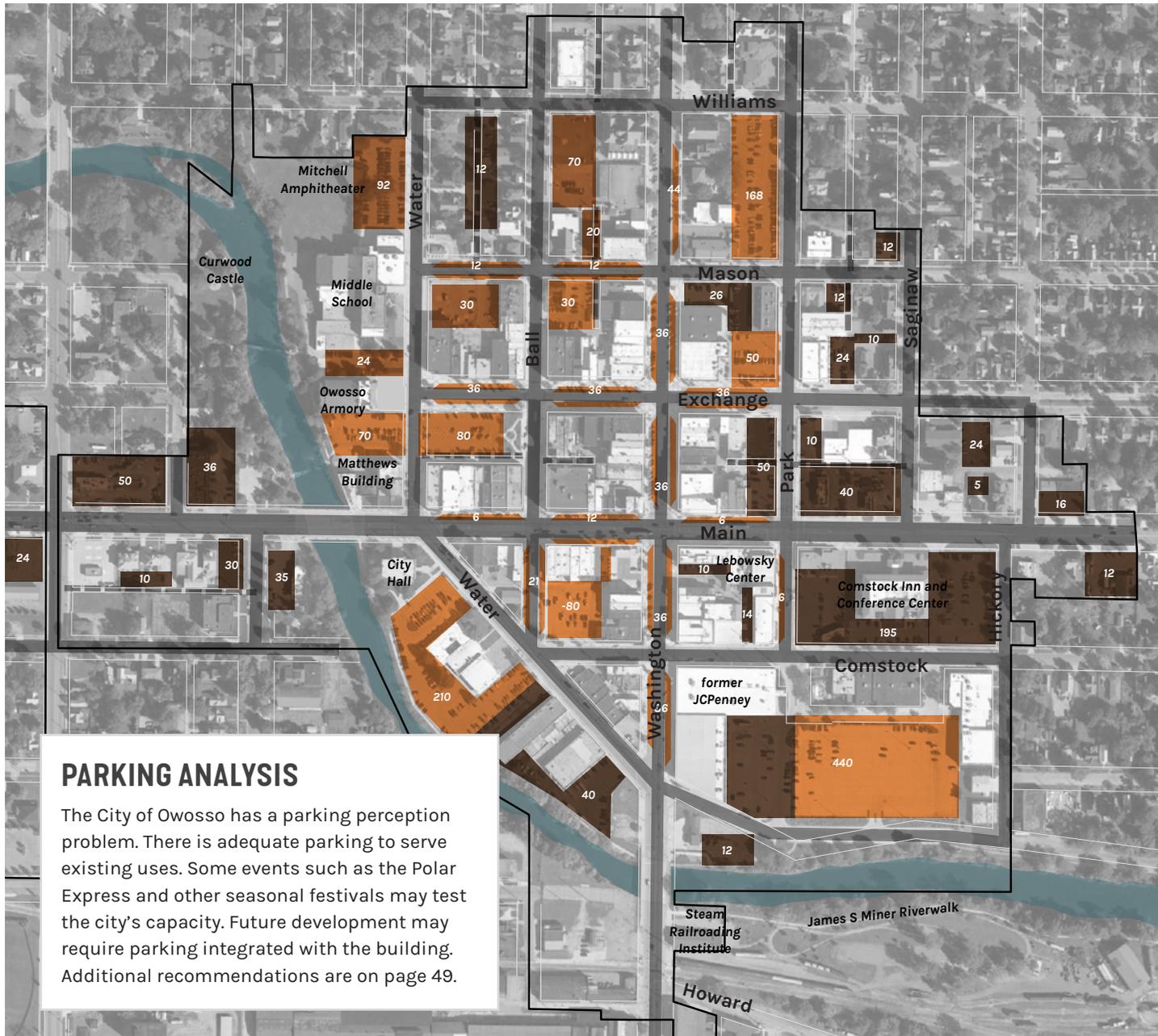
## STREETWALL ANALYSIS

The streetwall along Main St and Washington St is largely intact with traditional storefronts. Encourage the use of the city's existing facade improvement program and TIF dollars to enhance the east side of Ball and activate the SE corner of Washington and Comstock. Primary facades should face the street. Design recommendations are on page 48.



### LEGEND

- Primary Facades
- Secondary Facades



**LEGEND**

- Public parking
- Semi-public parking
- Private parking
- Street
- Alley

# GOALS, POLICIES, AND ACTIONS

The following goals, policies, and actions help translate the city's assets and challenges into tools to strengthen downtown and related land uses.

## GOAL 1: PROTECT HEALTH, SAFETY, AND GENERAL WELLBEING OF THE COMMUNITY

### CREATE A WELCOMING DOWNTOWN COMMUNITY

- Cultivate an environment that demonstrates a commitment to the development of businesses, housing, and community organizations in Downtown Owosso.
- Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.

### STRENGTHEN CODE ENFORCEMENT

- Support a strict code enforcement program of commercial, residential and tenant properties.
- Educate business owners and employees on the importance of reserving on-street parking for customers/patrons.

## STRIKE BALANCE BETWEEN DEVELOPMENT AND THE PRESERVATION OF OPEN SPACE

- Support privately owned river-friendly development on the Shiawassee River
- Consider zoning changes that encourage or require riparian preservation

## GOAL 2: PROVIDE EXCELLENT CUSTOMER SERVICE TO RESIDENTS AND INVESTORS

### ENSURE PLANNING AND DEVELOPMENT IS INCLUSIVE

- Continue the Main Street program in downtown.
- With the city, define Main Street's role in the RRC initiative; plan and deploy activities accordingly.

### IMPROVE THE DEVELOPMENT REVIEW PROCESS

- Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organizations in Downtown Owosso.

## IMPROVE THE DEVELOPMENT REVIEW PROCESS

- Expand outreach and education of façade grant opportunities
- Conduct customer service surveys of property owners, businesses and organizations

## GOAL 3: MAINTAIN FISCAL RESPONSIBILITY AND SUSTAINABILITY

### DIVERSIFY FUNDING SOURCES

- Determine if establishing a principal shopping district (Act 120 of 1961) would provide a benefit to the City
- Participate in the City's six-year capital improvements plan an annual basis
- Amend the DDA Plan to allow for more creative project financing

### INVEST IN LOCAL INFRASTRUCTURE AND PUBLIC SERVICES

- Include Main Street in the City's annual update process for the six-year capital improvements plan (CIP)
- Improve the aesthetic appearance of downtown parking lots

- Improve the pedestrian experience along the Washington Street bridge
- Coordinate roadway and bridge improvements with MDOT's long-range plans

## **GOAL 4: IDENTIFY, PRESERVE, AND ENHANCE THE COMMUNITY'S CHARACTER**

### **STRENGTHEN CONNECTIONS TO THE RIVER**

- Improve utilization of and access the riverfront through public-private partnerships
- Continue to support biking, walking, and river activities in downtown.
- Provide for adequate open space and recreation in Curwood Castle Park.

### **PROMOTE HISTORIC PRESERVATION**

- Continue the historic preservation program for downtown's historic structures with program elements to include facade restoration, upper story tenant development, design services, and qualification measures to access state and federal tax credits
- Utilize the Downtown Historic District

Commission to ensure preservation of downtown properties, while encouraging economically viable uses in existing buildings.

### **PROMOTE THE DOWNTOWN OWOSSO BRAND**

- Working on telling our story - locally, regionally, state-wide, and nationally. Promote successes and initiatives
- Continue to support festivals and events
- Incorporate downtown brand into downtown gateways and wayfinding
- Develop a mobile app featuring Downtown Owosso attractions/ businesses (possible fundraiser through ad sales)
- Create and deploy a public relations media content calendar
- Install historic markers describing noteworthy buildings, events and people. Coordinate the design with an overall City signage plan.

## **GOAL 5: INCREASE QUALITY OF LIFE AND QUALITY OF PLACE FOR ALL**

### **ENSURE A HIGH QUALITY PUBLIC REALM**

- Improve the sense of arrival for the South Washington Street entrance to the downtown

and provide safe pedestrian crossings

- Enhance all downtown gateways with beautification and wayfinding
- Improve the aesthetic appearance of downtown parking lots
- Activate the alleys in downtown as gathering spaces, art exhibits, events, etc.
- Revise zoning standards to require 10' parking setback with screened buffer zones

### **SUPPORT THE CITY'S SENSE OF COMMUNITY**

- Create and deploy a "Welcome" packet and/or goodie basket for new arrivals
- Create and demonstrate a welcoming culture of hospitality for the visitors, businesses, and residents of Downtown Owosso
- Increase lifestyle, entertainment options including festivals and cultural events

### **PRESERVE AND ENHANCE THE MAIN STREET CHARACTER**

- Engage in a zoning revision that includes design guidelines and/or elements of a form based code for downtown and Westown.

- Consider the potential of “build-to” lines, mixed vertical uses, and minimum heights in the downtown and in Westtown.

#### **SUPPORT A MIX OF USES**

- Expand housing options
- Improve rental rehab program
- Establish smaller-scale retail and office infill development
- Work with former JC Penney property owners on redesign vision and outlot potential for the public parking lot

#### **PROVIDE FOR ADEQUATE OPEN SPACE AND RECREATION**

- Enhance the riverfront through public-private partnership
- Activate the alleys in downtown as gathering spaces, art exhibits, events, etc.
- Transition existing parking lots into dedicated pedestrian space (plaza, farmers market, etc.)
- Improve connections to the river. Establishing varying activity nodes along the riverwalk

#### **IMPROVE SAFETY OF STREETS FOR ALL USERS**

- Reconnect street grid or at minimum create pedestrian connection between Water St and Comstock St.
- Incorporate distinctive and clearly marked crosswalks at road crossings that align with existing sidewalks and pathways.

### **GOAL 6: BOOST THE LOCAL ECONOMY**

#### **ADVANCE TRANSFORMATIONAL STRATEGIES**

- Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions
- Create or support creation of day-tripper attraction packages
- Engage business owners in defining “coopetition” and how to measure

#### **SUPPORT AND ENGAGE LOCAL BUSINESSES**

- Survey business owners about needs/gaps
- OMS/DDA to act as resource for businesses in development/strengthening of networks/network opportunities

### **GOAL 7: STRENGTHEN PUBLIC AND PRIVATE PARTNERSHIPS**

- Continue to pursue and work with the State of Michigan on grants
- Cooperation between all downtown groups: Chamber, Main Street, Theatre, Farmers Market, Art Center, Amphitheater, Steam Railroad Institute, Owosso Historic Commission, Historic District Commission
- Support and promote arts & culture, in partnership with Shiawassee Arts Council, Lebowsky Center for the Performing Arts, Owosso Public School District, and others.

# ZONING RECOMMENDATIONS

## DOWNTOWN ZONING DISTRICT

- Commercial entryways locations
- Build-to line and maximum setback of 10 feet
- New buildings downtown must be built to complement nearby historic buildings and allowable building materials
- Ground floor transparency required
- Minimum building height of two stories for the center city district, the original 9-block core area
- Horizontal breaks in material to distinguish floors

## BENEFITS OF A FORM BASED CODE

- Emphasizes the form and context of a district and promotes a more flexible mixture of uses
- Supports the recent trends in vibrant, walkable communities or “placemaking” – greater focus on buildings’ relation to the public realm
- Proactive approach to zoning to embed the community’s vision for character and place types

## DOWNTOWN PARKING REGULATIONS

- Driveway access shall be restricted to certain blocks, parking lot locations shall be restricted to certain locations on parcels (not adjacent to Main Street)
- Interior landscaping is required for parking lots with over 40 parking spaces
- Private parking will be permitted under special use permit
- A maximum limit shall be placed on private parking; otherwise, no parking spaces are required for uses other than residential and institutional
- Parking lots must be located behind or to the side of buildings to reduce the visual impact of parked cars

## DOWNTOWN USES

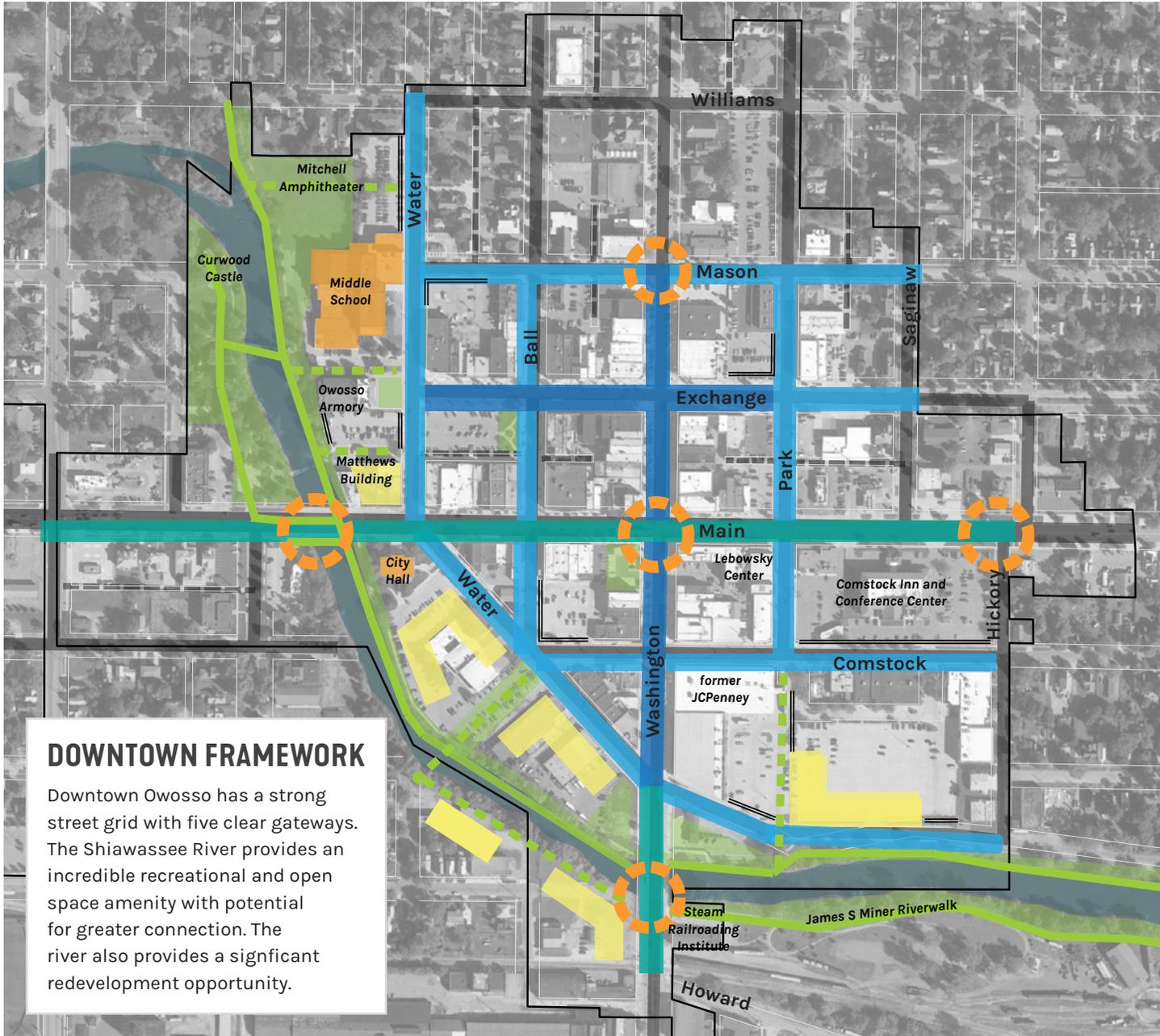
- Ordinances that regulate sidewalk cafes and food trucks
- Continue to review the residential parking requirements for downtown to determine if there are changes needed as additional residential units are developed



## DESIGN STRATEGIES FOR DOWNTOWN

Important design strategies include the following:

- Continuous street edge with multistory buildings and well-articulated facades
- New development complementary to existing building forms and materials
- Retain and maintain older structures, especially historic facades
- Welcoming storefronts with active window displays and outdoor seating
- Pedestrian-scale design elements like awnings, projecting blade signs, landscaping, and lighting
- Well-screened service areas: waste receptacles, delivery areas, mechanical equipment, and utilities
- Landscaped parking areas with well-defined pedestrian-ways and screening from sidewalks



**DOWNTOWN FRAMEWORK**

Downtown Owosso has a strong street grid with five clear gateways. The Shiawassee River provides an incredible recreational and open space amenity with potential for greater connection. The river also provides a significant redevelopment opportunity.

- LEGEND**
- Proposed Rehab/Adaptive Use
  - Proposed Redevelopment/Infill
  - Existing/Proposed Open Space
  - Proposed Gateways
  - Existing Riverfront Trail
  - Proposed Trail Connections
  - Parking Lot Improvements
  - Main St Improvements
  - Washington/Exchange St Improvements
  - Side Street Improvements

## MAIN STREET POTENTIAL FUTURE VISION

- Consider long-term potential to reduce road to three lanes in downtown core to allow for safer bike traffic
- Manage vehicular speeds to levels appropriate for downtowns
- Widen walks for outdoor dining, and commercial use
- Provide additional landscape, lighting, and healthy trees to enhance pedestrian safety and sense of place
- Maintain on street parking



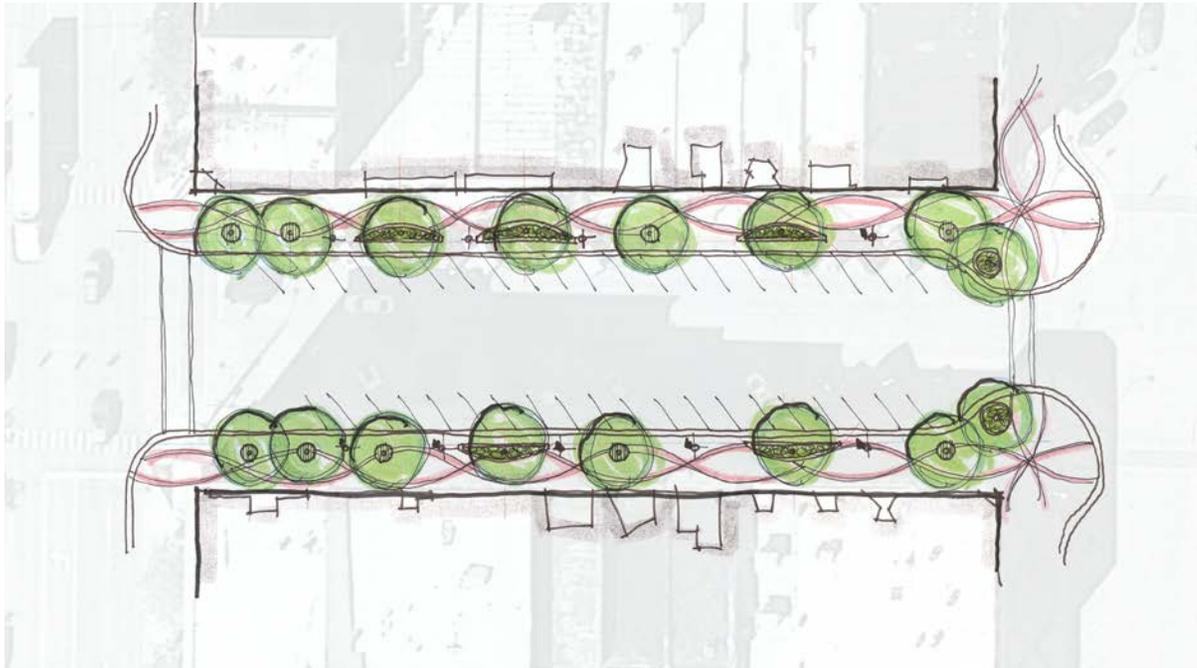
Main St looking west

## DOWNTOWN PROJECTS

- Continue the historic preservation program for downtown's historic structures
- Gateways at M-21 Bridge, Main St/Washington St, Main St/Hickory St, Washington St/Mason St, and Washington St Bridge
- Enhance and expand existing riverwalk and increase connections between Downtown and the river and Curwood Castle Park
- Reconnect street grid or at minimum create pedestrian connection between Water St and Comstock St.
- Main St is a primary shopping street. Improvements should focus on pedestrian scale and character.
- Washington St and Exchange St are primary shopping streets. Improved in 2010. Update per detail on p 62.
- Improvements for secondary streets include limit lane widths, plant trees, install lights, and additional on-street parking.
- Refocus existing plaza at Main St and Washington St
- Install landscape buffer and decorative fence detail along parking lots.
- Activate the alleys in downtown as gathering spaces, art exhibits, events, etc.

# DOWNTOWN PROJECTS

## TYPICAL WASHINGTON STREET BLOCK



## WASHINGTON AND EXCHANGE STREET

### EXISTING CONDITIONS

- Wide sidewalks, ample parking, and paving and lights provide opportunity for successful use and commercial value.
- Tree species used has limited size and lifespan. Small crown does not create a shaded environment and are undersized for scale of street.
- Gaps between trees appear stark, and are not conducive to commercial sidewalk use.
- Planters constructed of pre-cast wall units are prone to damage over long term

### PROPOSED IMPROVEMENTS

- Remove pre-cast wall unit planters.
- Install additional trees in large grates or low curbed planters, with adequate soil treatment.
- Install larger open planters with low curbs, allowing for use of flowers and/or ornamental grasses (with more limited maintenance needs)
- Consider new parking bump-outs at block ends to reduce pedestrian crossing distance.
- Plant larger scaled urban tolerant trees to provide shade and pedestrian character.
- If bricks continue to cause maintenance issues, consider replacing with integrally colored, poured concrete band.



## GATEWAYS

**GATEWAYS AT M-21 BRIDGE, MAIN ST/ WASHINGTON ST, MAIN ST/HICKORY ST, WASHINGTON ST/MASON ST, AND WASHINGTON ST BRIDGE.**

Successful downtowns create a distinctive character and environment from other parts of the community. One way to celebrate the downtown and denote it as special place is to provide visual markers at the gateways into downtown, which could be a key intersection, a bridge over a river, or a place along the street where the architecture changes from suburban to downtown.

Gateway treatments can vary, but often include banner poles and lights, enhanced signage and landscaping, pedestrian bump-outs, and even overhead structures.

Per gateway intersection, project costs can range from \$55,000 for a modest treatment of two corners without a bump-out, up to \$425,000 for a more ambitious treatment with corner bump-outs.



## RIVERWALK

**ENHANCE AND EXPAND EXISTING RIVERWALK AND INCREASE CONNECTIONS BETWEEN DOWNTOWN AND THE SHIAWASSEE RIVER**

The Downtown Plan identifies a number of key pedestrian and non-motorized connections that would improve access to, and within, downtown, as well as connect to the existing riverfront, pathways, and Curwood Castle Park. This work may include paved pedestrian paths, landscaping, lighting, boardwalks, pedestrian bridges, and removal of existing improvements.

Typical costs for a pedestrian path are between \$650 and \$1,100 per linear foot of path. Repaving an existing path would cost about \$125 per linear foot. Boardwalks along the river with railing and lighting will range in cost between \$1,450 and \$2,400 per linear foot, depending on the width and complexity of the structure.

Pedestrian bridges can vary in cost depending on whether the bridge is custom designed, or a factory fabricated catalogue item. On the average, pedestrian bridges range from \$250,000 to \$350,000.



## PEDESTRIAN CONNECTIONS

**RECONNECT STREET GRID OR AT MINIMUM CREATE PEDESTRIAN CONNECTION BETWEEN WATER ST AND COMSTOCK ST. VIA THE PARK ST RIGHT OF WAY.**

Disrupting the vehicular and pedestrian connectivity of a downtown street grid is, in some circumstances, detrimental to the commercial vitality of downtown, and frustrating to visitors that appreciate legible connections from parking to shops, or from downtown to a natural amenity such as a river.

In this light the Downtown Plan recommends improving the connection from Water St. to Comstock St. along the former Park St. alignment.

For estimation purposes, and to be consistent with the illustrated downtown plan, we are assuming this would be a pedestrian path, and implemented in conjunction with the redevelopment of the large public parking lot.

Costs would be similar to those described for pedestrian paths, and be in the range of \$292,500 to \$495,000 assuming a length of 450 feet.



## MAIN STREET

### REINFORCING MAIN ST AS A PRIMARY SHOPPING STREET.

Main Street is a MDOT right of way and is five lanes of traffic. Sidewalks are wide enough for limited pedestrian traffic, but not enough to support outdoor dining. The walks are functional, but the streetscape and walk are beginning to appear worn and unkempt. The existing traffic lanes are at minimally accepted widths, so reducing lane widths in order to gain pedestrian space is not feasible. According to traffic data available, the corridor may be a candidate for a traffic diet, subject to further study and analysis. The Downtown Plan recommends improvements that focus on increasing pedestrian scale and character.

Based on the perspective sketch provided with this plan, improvements would include reducing the width of the street, increasing sidewalks, and installing lights, landscape planters, stormwater modifications, street trees, street furnishings, and related improvements. If a street diet is not feasible, the bump-outs should be lengthened to increase pedestrian safety, provide space for outdoor dining, and humanize the scale of the street.



Costs for a significant road reconfiguration typically range from \$3,200 to \$5,400 per linear foot of roadway, not including sanitary sewer, water system, and telecommunication network upgrades. For a project of this scope, coordination and partnering with the Michigan Department of Transportation is essential for further planning, design, engineering, funding, and implementation.

## WASHINGTON AND EXCHANGE STREET

### WASHINGTON ST AND EXCHANGE ST ARE PRIMARY SHOPPING STREETS.

These streetscapes were improved in 2010 and have been an attractive addition to the downtown environment. As the project has matured there is an opportunity to fine tune the design to meet the needs of downtown visitors and businesses based on best practices. As illustrated in this plan, such improvements could include reconfiguration of the planters and landscape, installation of additional trees, and addition of key pedestrian bump-outs.

The costs for improving a typical block in this area will range from \$150,000 to \$250,000, including both sides of the street on a typical 290 foot long block.



## SECONDARY STREETS

### IMPROVEMENTS FOR SECONDARY STREETS INCLUDE LIMITING LANE WIDTHS, PLANTING TREES, INSTALLING LIGHTS, AND, WHERE FEASIBLE, ADDING ON-STREET PARKING.

Existing secondary streets in the downtown typically have wider vehicular lanes that are required for safe travel and access. Over time, as these streets are reconstructed due to their condition, we recommend that that the vehicular lane widths are reduced and sidewalks widened to improve pedestrian comfort and access, create space for commercial use of the walks and the installation of amenities such as street trees and lighting. In many communities the cost of such maintenance and reconstruction is shared between the city and the downtown development authority, and these funding sources are supported by grants through MDOT, and other state agencies.



## DOWNTOWN PLAZAS

### REFOCUS EXISTING PLAZA AT MAIN ST AND WASHINGTON ST

While the combination of parking and plaza uses can be beneficial to local businesses and support community events, the use of the primary corner in downtown for parking is not the highest and best use of public property, particularly when there is a number of on-street and off-street public parking facilities in the area. The Downtown Plan recommends repurposing the site for full time use as an open space, allowing for additional landscape enhancements, encouraging more programed and informal use of the space, and incentivizing adjacent development.

Typical urban pocket parks include lighting, overhead trellis/stage/roofed structures, trees and landscaping, site furnishings, and related amenities. Costs for such spaces typically ranges from \$55 to \$95 per square foot, which in the case of the Owosso site would translate to a cost of about \$550,000 and \$950,000.



## PARKING LOT TREATMENTS

### INSTALL LANDSCAPE BUFFER AND DECORATIVE FENCE DETAIL ALONG PARKING LOTS.

Parking lots that are directly adjacent to pedestrian sidewalks detract from the visual quality of a downtown, limit space for snow storage in the winter, and appear inhospitable to pedestrians. The Downtown Plan recommends that as parking lots are improved and reconstructed a landscape buffer is installed that may include removal of pavement, storm water modifications and best practices, landscaping, fences or walls, pedestrian access ways, and parking lot signage.

Such improvements can range from \$375 to \$625 per linear foot of street frontage, not including repaving of the lots. For a typical lot on downtown Owosso, this cost would range from \$92,750 to \$156,250, based on an average lot frontage of 250 linear feet.



## FARMERS MARKET

### INSTALL PERMANENT FARMERS MARKET

The Downtown Owosso Farmers Market strives to promote a strong local economy, support our downtown businesses, celebrate our talented and diverse community and foster a social gathering place where relationships are built and our community grows together!

The market runs on Saturdays from May through October and takes place on Exchange Street. The is an importantly to transform one of the Downtown parking lots into a permanent Farmers Market location.

Permanent farmers' market structures serve as sources of community and economic development. The markets create reliable sources of vendor income. In addition, the economic benefits extend to the surrounding business community creating a shared customer base for local shops.

The cost of construction for a pavilion-style farmers market structure in Downtown Owosso could range from \$250,000 to \$500,000.

# WASHINGTON STREET BRIDGE

## WATER STREET TO THE RAILROAD



### EXISTING CONDITIONS

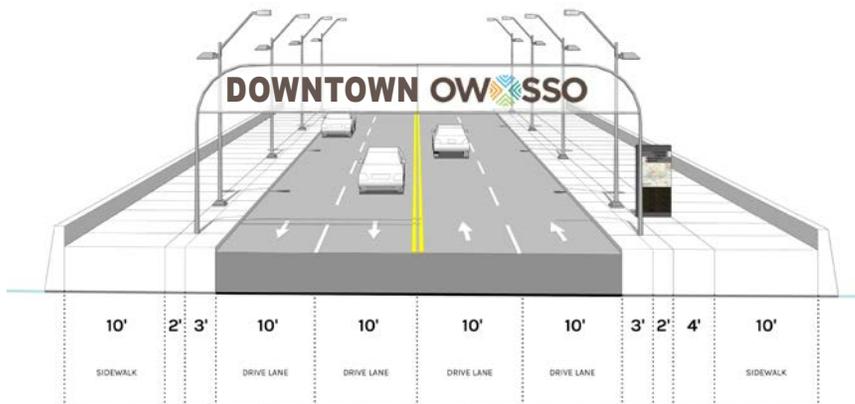
- 99-foot ROW
- Annual Average Daily Trips (2019): 6,726
- 4-lane with on-street parking

### CHALLENGE

- The S Washington Street bridge is the southern gateway in Downtown Owosso but it does not provide a sense of arrival. It functions as a connector between existing riverwalk sections however the sidewalk is too narrow to function adequately as a non-motorized path. The bridge offers a unique gateway opportunity.

### RECOMMENDATIONS

- Reduce the width of travel lanes to 10'
- Improve pedestrian zone, particularly on the east side of the bridge to provide riverwalk connection
- Replace light fixtures
- Replace railing
- Gateway element such as an arch or banners



Note: Federal Highway Administration advises that roadways with Average Daily Traffic (ADT) of approximately 20,000 vehicles per day or less may be good candidates for a road diet.

# ACTION PLAN

The implementation tools outlined above are available and should be used to achieve the goals and objectives of the Master Plan. Comprehensive implementation actions have been developed to organize and apply these tools. Under each topic, specific actions, tools, and a timeframe for implementation are identified. The details of the strategies to implement the Master Plan are specified in the table below.

## TIMEFRAME

- Ongoing: annually
- Immediate: 1-3 years
- Short: 4-5 years
- Long: 5-15 years

## RESPONSIBLE PARTY

- Manager: City Manager
- CC: City Council
- PC: Planning Commission
- OMS: Owosso Main Street / Downtown Development Authority
- CD: Community Development
- P&R: Parks & Rec Steering Committee
- PW: Public Works
- County: Shiawassee County

## TOOL

- Reg: Regulatory
- Policy: Policy/Program
- CIP: Capital Improvement
- Partner: Partnership

## EASE OF IMPLEMENTATION

Grade scale of A to F (A being easiest to implement based on anticipated level of effort and cost)

## TOPIC

- Administrative
- Development Review Process
- Historic Revitalization + Preservation
- Infrastructure Improvements
- Land Use/Zoning
- Mixed-Use and Infill Development
- Neighborhood Programming
- Neighborhood Connectivity
- Organizations + Recreation
- Redevelopment Process
- Regional Outreach
- Zoning, Placemaking + Design Guidelines

# PRIORITY ACTIONS

## ZONING AMENDMENTS

- Initiate zoning map amendments to provide for the development of missing middle housing. (Redevelopment Ready sites).
- Establish new setback and site design standards that respect the existing nature of the community and promote developments that are high quality and complementary to the city character.
- Engage in a zoning revision that includes design guidelines and/or elements of a form based code for downtown and Westown.
- Modify zoning to permit a flexible mixture of uses along corridors but with strengthened emphasis on design and character.
- Require landscaping that enhances the development site along the street and within the parking lot.
- Consider zoning changes that encourage or require riparian preservation.

## PROCEDURAL CHANGES

- Reorganize fee schedules to factor in administrative costs and update the fee schedule on an annual basis.
- Improve the residential rental inspection program for more regular inspections (2-3 year cycle). Continue to support and staff a code enforcement/ building official and housing manager to oversee rehabilitation programs and code compliance.
- Develop permit checklists for homeowners.
- Develop a documented policy to guide the internal review process including tasks, times, responsible parties, etc.

## PROJECTS AND CAPITAL IMPROVEMENTS

- Study the cost and feasibility of potential kayak launch sites along the Shiawassee River.
- Main Street to participate in the City's six-year capital improvements plan on an annual basis.
- Activate the alleys in downtown as gathering spaces, art exhibits, events, etc.

## MARKETING & PROMOTIONS

- Create marketing materials to attract developers to Owosso and promote redevelopment sites.
- Encourage home-based businesses, livework space, mixed uses, and flexible commercial spaces to accommodate the new economy worker and business.
- Develop a process to share successes, events, promotions, and development opportunities across partner communication channels.
- Expand and sustain a model of “coopetition” among Downtown Owosso businesses, organizations and attractions.
- Create and deploy a public relations media content calendar.
- Work on telling the story of Owosso - locally, regionally, state-wide, and nationally. Promote successful projects and initiatives.

<b>ADMINISTRATIVE ACTIONS</b>					
#	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
A.1	Amend the zoning ordinance to address new issues and recommendations detailed in this or an amended master plan.	Ongoing	PC, CC	Reg	B
A.2	Hold an annual joint meeting with city council, planning commission and OMS.	Ongoing	CC, PC, OMS	Partner	A
A.3	Publish an annual report of planning commission activity.	Ongoing	PC	Policy	A
A.4	Review the master plan progress annually and prepare a report for the city council on its implementation. (RRC Best Practice).	Ongoing	PC, CC	Policy	A
A.5	Revise capital improvements program plan annually. Continue to improve the CIP process.	Ongoing	City Staff, PC, CC	Policy	A
A.6	Initiate zoning map amendments to provide for the development of missing middle housing. (Redevelopment Ready sites)	Immediate (1-2 years)	PC, CC	Reg	B
A.7	Reorganize fee schedules to factor in administrative costs and update the fee schedule on an annual basis.	Immediate (1-2 years)	City Staff, PC	Policy	A
A.8	Add definitions for key words to make the zoning ordinance more user-friendly.	Short-term (3-4 years)	PC	Reg	A
A.9	Create an orientation packet for development-related boards and commissions.	Short-term (3-4 years)	City Staff	Policy	B

## GOAL 1. PROTECT HEALTH, SAFETY, AND GENERAL WELLBEING OF THE COMMUNITY

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
1.1	2 Nbhd	Strongly pursue code enforcement on hazardous, unsafe, and ill-kept housing.	Ongoing	CD	Reg	B
1.2	2 Nbhd	Encourage single-family attached housing on vacant and redevelopment sites, particularly as a transition between residential neighborhoods and commercial areas.	Ongoing	CD; Manager; PC	Policy	B
1.3	2 Nbhd	Encourage the adaptive reuse of underutilized buildings such as schools, churches, or former warehouse buildings for multi-family residential.	Ongoing	Manager; PC; CD; OMS	Policy	C
1.4	2 Nbhd	Encourage Brownfield redevelopment, including the utilization of Brownfield TIF for residential development.	Ongoing	Manager; CD; CC	Policy	B
1.5	2 Nbhd	Protect the city's six wellheads and other drainage features.	Ongoing	Manager; PW	CIP	B
1.6	2 Nbhd	Continue to support the Friends of the Shiawassee River in their attempts to protect and enhance the water quality.	Ongoing	CC, Manager, P&R, WWTP Board	Partner	A
1.7	3 EcDev	Continue to hold events to facilitate business support, training, and networking (Social media marketing, small business resources).	Ongoing	Manager; CD; County	Policy	B
1.8	3 EcDev	Encourage nonconforming sites to gradually upgrade and be brought more into conformance with the intent of the zoning ordinance.	Ongoing	PC; CD	Reg	B
1.9	3 EcDev	Encourage sustainable design and aesthetic upgrades that will enhance the use and exchange value of property.	Ongoing	PC; CD	Policy	B
1.10	3 EcDev	Prioritize code enforcement and blight control efforts on Westown, East M-21, South M-52, and M-71.	Ongoing	CD	Reg	B
1.11	3 EcDev	Utilize the Zoning Ordinance to ensure that development will minimize disruption to valuable natural feature areas.	Ongoing	CD; PC	Reg	A
1.12	4 Dwtm	Support a strict code enforcement program of downtown commercial, residential, and tenant properties.	Ongoing	CD; OMS	Reg	B

## GOAL 1. PROTECT HEALTH, SAFETY, AND GENERAL WELLBEING OF THE COMMUNITY

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
1.13	2 Nbhd	Develop an educational code enforcement program to help connect residents to the resources and tools they need to maintain their homes. Prioritize education and awareness over fines.	Immediate (1-2 years)	CD; Manager	Policy	B
1.14	2 Nbhd	Improve the residential rental inspection program for more regular inspections (2-3 year cycle). Continue to support and staff a code enforcement/ building official and housing manager to oversee rehabilitation programs and code compliance.	Short-term (3-4 years)	CD; Manager	Policy	C
1.15	2 Nbhd	Develop a detailed plan for the Jerome Street corridor that would expand recreational options and eliminate flood risk to homes, potentially by closing the street and actively acquiring such homes.	Immediate (1-2 years)	Manager; PW; PC; CC	Policy	C
1.16	3 EcDev	Consider zoning changes that encourage rain gardens, permeable paving materials, LEED certification, and other sustainable development goals.	Immediate (1-2 years)	PC, CD	Reg	A
1.17	3 EcDev	Support existing businesses.	Immediate (1-2 years)	Manager; OMS; County	Policy	B
1.18	4 Dwtm	Consider zoning changes that encourage or require natural waterfront preservation.	Immediate (1-2 years)	PC	Reg	A
1.19	4 Dwtm	Cultivate an environment that demonstrates a commitment to the development of businesses, housing, and community organizations in Downtown Owosso.	Immediate (1-2 years)	OMS; Manager; CD	Policy	A
1.20	4 Dwtm	Educate business owners and employees on the importance of reserving on-street parking for customers/patrons.	Immediate (1-2 years)	OMS; Manager	Policy	B
1.21	4 Dwtm	Expand and sustain a model of "coopetition" among Downtown Owosso businesses, organizations and attractions.	Immediate (1-2 years)	OMS; Manager	Policy	B
1.22	2 Nbhd	Amend zoning standards to reduce the conversion of single-family homes to multi-unit apartments and minimize impacts.	Short-term (3-4 years)	CD; PC	Reg	B

## GOAL 1. PROTECT HEALTH, SAFETY, AND GENERAL WELLBEING OF THE COMMUNITY

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
1.23	2 Nbhd	Pursue implementation of city-wide, public recycling and waste management.	Long-term (5-15 years)	PW; Manager	Policy	B
1.24	2 Nbhd	Plan for attached single-family and multi-family along corridors and as transitional uses between neighborhoods and commercial or employment areas.	Short-term (3-4 years)	PC; Manager	Policy	B
1.25	2 Nbhd	Require higher on-site stormwater detention/retention.	Short-term (3-4 years)	PC; Manager; PW	Reg	B
1.26	4 Dwtm	Improve connectivity over time to reinstate the grid street pattern.	Long-term (5-15 years)	OMS; CC; PW; CD	CIP	D

## GOAL 2. PROVIDE EXCELLENT CUSTOMER SERVICE TO RESIDENTS AND INVESTORS

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
2.1	4 Dwtm	Conduct customer service surveys of property owners, businesses, and organization.	Ongoing	OMS; Manager	Policy	A
2.2	4 Dwtm	Continue the Main Street program in downtown.	Ongoing	OMS; CC	Policy	A
2.3	4 Dwtm	Support a regulatory environment that demonstrates a commitment to the development of businesses, housing and community organization in Downtown Owosso.	Ongoing	OMS; CC; PC; Manager	Reg	A

## GOAL 2. PROVIDE EXCELLENT CUSTOMER SERVICE TO RESIDENTS AND INVESTORS

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
2.4	4 Dwtm	With the city, define Main Street's role in the RRC initiative; plan and deploy activities accordingly.	Ongoing	Manager; OMS	Partner	A
2.5	2 Nbhd	Develop permit checklists for homeowners.	Immediate (1-2 years)	CD	Policy	A
2.6	2 Nbhd	Prioritize education and voluntary compliance before fines when dealing with code enforcement issues.	Immediate (1-2 years)	CD	Policy	A
2.7	3 EcDev	Create a guide to development.	Immediate (1-2 years)	CD; Manager	Policy	B
2.8	3 EcDev	Develop a documented policy to guide the internal review process including tasks, times, responsible parties, etc.	Immediate (1-2 years)	CD; Manager	Policy	A
2.9	4 Dwtm	Develop an ordinance that permits solar energy and pursue LED conversions of public lights.	Immediate (1-2 years)	PC; PW	Reg	A
2.10	2 Nbhd	Explore educational opportunities available for education of home owner associations, neighborhood associations/groups, landlord associations, and builder associations.	Short-term (3-4 years)	CD; Manager	Policy	B
2.11	3 EcDev	Develop an outreach strategy for potentially controversial development projects.	Short-term (3-4 years)	CD; Manager	Policy	B
2.12	3 EcDev	Develop potential incentive packages.	Short-term (3-4 years)	Manager: County; CC	Policy	B
2.13	3 EcDev	Encourage home-based businesses, live-work space, mixed uses, and flexible commercial spaces to accommodate the new economy worker and business.	Short-term (3-4 years)	OMS; Manager; CD	Policy	A
2.14	3 EcDev	Promote and support a regional approach to economic development that is business friendly and easily accessible by businesses.	Short-term (3-4 years)	County	Policy	B
2.15	4 Dwtm	Consider decorative lighting on S. Elm Street.	Long-term (5-15 years)	PW; OMS	CIP	B

### GOAL 3. MAINTAIN FISCAL RESPONSIBILITY AND SUSTAINABILITY

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
3.1	2 Nbhd	Coordinate with county departments regarding regional issues such as safety, public health, hazard mitigation, economic development, education, and transportation.	Ongoing	County; Manager	Partner	A
3.2	2 Nbhd	Proactively plan for essential resources and upgrades for police, fire, and code enforcement.	Ongoing	CC; Manager	CIP	B
3.3	2 Nbhd	Ensure proactive communication to residents about any potential changes in service. Includes temporary and long-term changes.	Ongoing	Manager; CC	Policy	A
3.4	2 Nbhd	Maintain high-quality public water, sewer, and infrastructure. May require regional collaboration.	Ongoing	PW; CC; County	CIP	B
3.5	2 Nbhd	Allocate resources for regular training for city staff as well as elected and appointed leadership and committee volunteers.	Ongoing	CC; Manager	Policy	A
3.6	2 Nbhd	Continue to improve annual the capital improvement program (CIP) planning process.	Ongoing	PC; CC; Manager	CIP	A
3.7	2 Nbhd	Seek grant funding opportunities for infrastructure projects, particularly water, stormwater, and non-motorized systems.	Ongoing	PW; Manager	CIP	B
3.8	3 EcDev	Proactively address capital needs and time projects in parallel with redevelopment.	Ongoing	PC; CD; PW	CIP	B
3.9	3 EcDev	Support training for local elected officials.	Ongoing	CC; Manager	Policy	A
3.10	3 EcDev	Coordinate an infrastructure improvement plan for streets and underground utilities, with design standards.	Immediate (1-2 years)	CC; PW; Manager	CIP	B
3.11	4 DwtN	Main Street to participate in the City's six-year capital improvements plan on an annual basis.	Immediate (1-2 years)	OMS; CC; PC; Manager	CIP	A
3.12	4 DwtN	Determine if establishing a principal shopping district (Act 120 of 1961) would provide benefit to the City.	Short-term (3-4 years)	OMS; Manager	Policy	A
3.13	2 Nbhd	Plan for capital projects to provide for better stormwater management, particularly within the neighborhoods.	Short-term (3-4 years)	PW; CC; PC; Manager	CIP	B

### GOAL 3. MAINTAIN FISCAL RESPONSIBILITY AND SUSTAINABILITY

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
3.14	2 Nbhd	Coordinate with Owosso Public School District to develop a citizen academy for residents of all ages.	Short-term (3-4 years)	Manager; OPSD	Partner	B
3.15	3 EcDev	Develop a tax increment financing plan for the Westtown Corridor Improvement Authority at a time when taxable values are observed to be stable or increase.	Long-term (5-15 years)	CC; OMS; Manager	Policy	C
3.16	4 Dwtm	Amend the DDA Plan to allow for more creative project financing.	Short-term (3-4 years)	OMS	Policy	B
3.17	4 Dwtm	Improve the aesthetic appearance of downtown parking lots.	Short-term (3-4 years)	OMS	CIP	B
3.18	4 Dwtm	Improve the pedestrian experience along the Washington Street bridge.	Short-term (3-4 years)	OMS; PW; CC; Manager	CIP	C
3.19	2 Nbhd	Develop neighborhood identities and service groups that can perform activities and events related to home improvements and networking.	Long-term (5-15 years)	CC	Partner	C
3.20	3 EcDev	Consider redevelopment opportunities for current municipal properties, specifically City Hall and the public safety building.	Long-term (5-15 years)	CC; Manager	Policy	D
3.21	3 EcDev	Educate building owners regarding potential financial benefits of upper floor rehabilitation, including state and federal tax credits for historic rehabilitation.	Long-term (5-15 years)	OMS; Manager	Policy	B
3.22	4 Dwtm	Coordinate roadway and bridge improvements with MDOT's long-range plans.	Long-term (5-15 years)	PC; PW	CIP	C

## GOAL 4. IDENTIFY, PRESERVE, AND ENHANCE THE COMMUNITY'S CHARACTER

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
4.1	2 Nbhd	Continue to support neighborhood events that highlight local history, historic homes, and beautiful gardens.	Ongoing	CC; CD	Policy	A
4.2	3 EcDev	Facilitate regular and frequent events in the downtown and Westown business districts in conjunction with the evolution and improvement of existing events such as the North Pole Express.	Ongoing	OMS	Policy	B
4.3	4 Dwtm	Continue the historic preservation program for downtown's historic structures with program elements to include façade restoration, upper story tenant development, design services, and qualification measures to access state and federal tax credits.	Ongoing	CD; OMS	Policy	B
4.4	4 Dwtm	Continue to develop and maintain a uniform or complementary wayfinding and identification sign program.	Ongoing	OMS	CIP	B
4.5	4 Dwtm	Continue to support biking, walking, and river activities in downtown.	Ongoing	OMS	Policy	A
4.6	4 Dwtm	Continue to support festivals and events.	Ongoing	OMS	Policy	A
4.7	4 Dwtm	Utilize the Downtown Historic District Commission to ensure preservation of downtown properties, while encouraging economically viable uses in existing buildings.	Ongoing	OMS	Policy	B
4.8	5 FLU	Promote infill housing in older neighborhoods and on established corridors to help rejuvenate such areas.	Ongoing	PC; CD	Policy	B
4.9	3 EcDev	Move the sign ordinance into the zoning code and update it so that it adequately serves businesses but promotes more subtle materials, lighting, color, size, positioning, and landscaping that complements the building and neighborhood.	3-5 years	CD; PC	Reg	B
4.10	3 EcDev	Recognize and assess Redevelopment Ready Sites in order to prepare for packaging and marketing.	3-5 years	Manager; OMS; County; MEDC	Policy	B

## GOAL 4. IDENTIFY, PRESERVE, AND ENHANCE THE COMMUNITY'S CHARACTER

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
4.11	2 Nbhd	Establish new setback and site design standards that respect the existing nature of the community and promote developments that are high quality and complementary to the city character.	Immediate (1-2 years)	PC; CD	Reg	B
4.12	3 EcDev	Create marketing materials to attract developers to Owosso.	Immediate (1-2 years)	CD; Manager; OMS; County	Policy	B
4.13	3 EcDev	Create zoning provisions that require building materials to be high quality and durable.	Immediate (1-2 years)	PC; CD	Reg	A
4.14	3 EcDev	Develop design standards for non- residential structures that complement the historic character of the area while respecting the needs of modern businesses.	Immediate (1-2 years)	PC; CD	Reg	B
4.15	3 EcDev	Modify zoning to permit a flexible mixture of uses along corridors but with strengthened emphasis on design and character.	Immediate (1-2 years)	PC; CD	Reg	B
4.16	3 EcDev	Promote tourism. Advance and expand Downtown's Day-Tripper Transformation Strategy.	Immediate (1-2 years)	OMS; County	Policy	B
4.17	3 EcDev	Require landscaping that enhances the development site along the street and within the parking lot.	Immediate (1-2 years)	PC; CD	Reg	A
4.18	4 Dwtn	Create and deploy a public relations media content calendar.	Immediate (1-2 years)	Manager; OMS	Policy	B
4.19	4 Dwtn	Develop a mobile app featuring Downtown Owosso attractions/ businesses (possible fundraiser through as sales).	Immediate (1-2 years)	OMS	Policy	C
4.20	4 Dwtn	Improve utilization of and access to the riverfront through public-private partnerships.	Immediate (1-2 years)	OMS; PW; Manager	Policy	C
4.21	4 Dwtn	Incorporate downtown brand into downtown gateways and wayfinding.	Immediate (1-2 years)	OMS; PW	CIP	B
4.22	4 Dwtn	Work on telling the story of Owosso - locally, regionally, state-wide, and nationally. Promote successful projects & initiatives.	Immediate (1-2 years)	OWS; County; Manager	Policy	C

## GOAL 4. IDENTIFY, PRESERVE, AND ENHANCE THE COMMUNITY'S CHARACTER

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
4.23	2 Nbhd	Host home repair workshops facilitated by local trades persons and historic preservation experts to address common issues such as window repair, damp basements, electrical issues, and abatement of hazardous materials such as lead and asbestos.	Short-term (3-4 years)	CD	Policy	C
4.24	2 Nbhd	Utilize public-private partnerships to enhance and expand the greenway along the Shiawassee River.	Short-term (3-4 years)	PW; P&R; Manager	CIP	C
4.25	3 EcDev	Develop standards for new and infill development in order to ensure high quality, durable materials that are in compatibility with the city's historic character	Short-term (3-4 years)	PC; CD	Reg	B
4.26	4 DwtN	Provide for adequate open space and recreation in Curwood Castle Park.	Short-term (3-4 years)	P&R	CIP	A
4.27	4 DwtN	Install historic markers describing noteworthy buildings, events and people. Coordinate the design with an overall City signage plan.	Long-term (5-15 years)	PW; Manager; OMS	CIP	B
4.28	City wide	Rebranding campaign.	Short-term (3-4 years)	CC; OMS; PC; City Staff	Policy	B

## GOAL 5. INCREASE QUALITY OF LIFE AND QUALITY OF PLACE FOR ALL

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
5.1	2 Nbhd	Support and promote arts & culture, in partnership with Shiawassee Arts Council, Owosso Community Players, Owosso Public School District, and others.	Ongoing	CC; OMS	Partner	A
5.2	2 Nbhd	Improve connections between neighborhoods and key destinations, activity centers throughout the city, including the riverfront, schools, and parks.	Ongoing	PW; CD	CIP	C
5.3	2 Nbhd	Seek grant funding opportunities to increase parks and recreation facilities.	Ongoing	P&R; Manager	CIP	B
5.4	3 EcDev	Attempt to utilize upper floor rental rehabilitation program in Westown.	Ongoing	OMS; Manager	Policy	C
5.5	3 EcDev	Consider implementation of the “complete streets” and street design concepts for all major streets and state highways.	Ongoing	PW; Manager	CIP	C
5.6	3 EcDev	Require all new commercial construction to provide pedestrian pathways along the roadway and require linkages from the building to parking areas and the pathway.	Ongoing	CD; PC	Reg	A
5.7	3 EcDev	Provide safe pedestrian circulation when designing access and circulation for vehicles.	Ongoing	CD; PC	Reg	A
5.8	3 EcDev	Prioritize neighborhood-serving mixed-use nodes to provide walkable access to daily retail and service needs.	Ongoing	CD; PC	Policy	A
5.9	4 DwtN	Increase lifestyle, entertainment options including festivals and cultural events.	Ongoing	OMS	Policy	B
5.10	4 DwtN	Support privately owned river-friendly development on the Shiawassee River.	Ongoing	OMS; CD; PC	Policy	C
5.11	4 DwtN	Expand housing options.	Ongoing	OMS; CD; PC	Policy	B
5.12	4 DwtN	Continue to support weekend and evening activities in the downtown.	Ongoing	OMS	Policy	A
5.13	4 DwtN	Encourage and support upper floor residential uses.	Ongoing	OMS; CD; PC	Policy	B

## GOAL 5. INCREASE QUALITY OF LIFE AND QUALITY OF PLACE FOR ALL

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
5.14	2 Nbhd	Study the cost and feasibility of potential kayak launch sites along the Shiawassee River.	Immediate (1-2 years)	P&R; PW; Manager	CIP	B
5.15	3 EcDev	Encourage home-based businesses, live-work space, mixed uses, and flexible commercial spaces to accommodate the new economy worker and business.	Immediate (1-2 years)	PC; CD	Policy	B
5.16	4 DwtN	Activate the alleys in downtown as gathering spaces, art exhibits, events, etc.	Immediate (1-2 years)	OMS; PW	CIP	B
5.17	4 DwtN	Create and demonstrate a welcoming culture of hospitality for the vision, businesses, and residents of Downtown Owosso.	Immediate (1-2 years)	OMS	Policy	A
5.18	4 DwtN	Create and deploy a "Welcome" packet and/or goodie basket for new arrivals.	Immediate (1-2 years)	OMS	Policy	A
5.19	4 DwtN	Engage in a zoning revision that includes design guidelines and/or elements of a form based code for downtown and Westown.	Immediate (1-2 years)	PC; CD	Reg	B
5.20	4 DwtN	Enhance all downtown gateways with beautification and wayfinding.	Immediate (1-2 years)	OMS; PW	CIP	B
5.21	2 Nbhd	Pursue "safe routes to schools" improvements in partnership with the Owosso Public Schools.	Short-term (3-4 years)	Manager; PW	Partner	A
5.22	2 Nbhd	Develop an adopt a park program.	Short-term (3-4 years)	P&R	Partner	B
5.23	3 EcDev	Finalize a non-motorized plan map and implementation strategy that links to other regional trail efforts.	Long-term (5-15 years)	CD; Manager; PW	Policy	B
5.24	4 DwtN	Consider the potential of "build-to" lines, mixed vertical uses, and minimum heights in the downtown and in Westown.	Short-term (3-4 years)	PC; CD	Reg	B
5.25	4 DwtN	Engage in a plan that will identify a potential retail and/or entertainment district in downtown, tying in the SRI, SAC, theater, etc.	Short-term (3-4 years)	OMS	Policy	B

## GOAL 5. INCREASE QUALITY OF LIFE AND QUALITY OF PLACE FOR ALL

#	Chapt.	Actions	Timing	Prime Responsibility	Tool	Ease of Implement.
5.26	4 Dwtm	Improve the sense of arrival for the South Washington Street entrance to the downtown and provide safe pedestrian crossings	Short-term (3-4 years)	PW; OMS	CIP	B
5.27	4 Dwtm	Incorporate distinctive and clearly marked crosswalks at road crossings that align with existing sidewalks and pathways.	Short-term (3-4 years)	PW; OMS	CIP	B
5.28	4 Dwtm	Reconnect street grid or at minimum create pedestrian connection between Water St and Comstock St	Short-term (3-4 years)	PW; OMS; CC	CIP	C
5.29	4 Dwtm	Revise zoning standards to require 10' parking setback with screened buffer zones	Short-term (3-4 years)	CD; PC	Reg	A
5.30	4 Dwtm	Work with former JC Penney property owners on redesign vision and outlot potential for the public parking lot	Short-term (3-4 years)	CD; Manager	Policy	B
5.31	4 Dwtm	Establish smaller-scale retail and office infill development	Short-term (3-4 years)	OMS; PC; CD	Policy	B
5.32	3 EcDev	Connect Westown to the proposed trail system and consider additional wayfinding and street furniture, including waste receptacles.	Long-term (5-15 years)	OMS; PW; CD	CIP	B
5.33	4 Dwtm	Enhance riverfront through public-private partnership	Long-term (5-15 years)	OMS; Manager; CC; P&R	Policy	C
5.34	4 Dwtm	Improve connections to the river. Establish varying activity nodes along the riverwalk	Long-term (5-15 years)	PW; OMS; P&R	CIP	C
5.35	4 Dwtm	Improve rental rehab program	Short-term (3-4 years)	CD	Policy	B
5.36	4 Dwtm	Transition existing parking lots into dedicated pedestrian space (plaza, farmers' market, etc)	Long-term (5-15 years)	OMS; PW	CIP	B



# CAPITAL IMPROVEMENT PLAN

**CITY OF OWOSSO**  
**2023-2029**

## CAPITAL IMPROVEMENT PLAN (CIP) OVERVIEW

### WHAT IS A CIP?

The Capital Improvement Plan (CIP) serves as the city's multi-year planning instrument used to identify needs and financing sources for public infrastructure improvements. Preparation of the CIP is performed under the authority of the Michigan Planning Enabling Act:

*"The capital improvements program shall show those public structures and improvements, in the general order of their priority that in the commission's judgment will be needed or desirable and can be undertaken within the ensuing 6-year period. The capital improvements program shall be based upon the requirements of the local unit of government for all types of public structures and improvements. Consequently, each agency or department of the local unit of government with authority for public structures or improvements shall upon request furnish the planning commission with lists, plans, and estimates of time and cost of those public structures and improvements."*

A comprehensive CIP is an essential tool for the planning and development of the social, physical, and economic wellbeing of the community. This process is a necessary step in an organized effort to strengthen the quality of public facilities and services; provide a framework for the realization of community goals and objectives; and provide a sound basis on which to build a healthy and vibrant community.

Some of the many benefits that the CIP provides the residents and stakeholders include:

- Use as a tool to optimize the use of revenue
- Focus attention on community goals, needs, and capabilities
- Guide future growth and development
- Encourage efficient government
- Improve intergovernmental and regional cooperation
- Help maintain a sound and stable financial program
- Enhance opportunities for the participation in federal and/or state grant programs

A CIP project is defined as a major expenditure that includes one or more of the following:

1. Any construction of a new facility (i.e. public building, water/sewer mains, storm sewers, roads, and recreation facilities), an addition to, or an extension of such a facility, provided that the cost is \$10,000 or more and will have a useful life of one year or more.
2. Any rehabilitation of all or a part of a building, its grounds, a facility, or equipment, provided that the cost is \$10,000 or more and will have a useful life of one year or more.
3. Any purchase or replacement of major equipment to support community programs provided that the cost is \$10,000 or more, will have a useful life of one year or more and will be considered a capital asset
4. Any planning, feasibility, engineering, or design study provided that the cost is \$10,000 or more.
5. Any acquisition of land for a public purpose.

## **CIP AND BUDGET PROCESS**

The CIP process precedes the budget process and is used by City Council when developing the annual budget. Recommending approval of the CIP by the Planning Commission does not mean that they grant final approval of all projects contained within the plan. Rather by recommending approval of the CIP, the Planning Commission acknowledges that these projects represent a reasonable interpretation of the upcoming needs for the community and that projects contained in the first year of the plan are suitable for inclusion in the upcoming budget, if funding is available.

Priority rankings do not necessarily correspond to funding sequence. For example, a road project which is ranked lower than a park project may be funded before the park project because the road project has access to a road millage revenue source, whereas a park project may have to compete for funding from other revenue sources, like grants or general fund dollars.

It is important to keep in mind that the CIP is a planning tool, a guide that deals with physical condition and improvements throughout the City over a six year period of time. It is subject to changing priorities based on needs, wants reflected in our community and its citizenry.

## **CIP DEVELOPMENT PROCESS**

In the fall, the CIP Plan Group members submitted proposed projects for the CIP. A draft list of projects was then created by the CIP Project Lead. The list of projects was then reviewed by the CIP Plan Group and the Year 1 projects were ranked based on the following:

1. Is the proposed project already in process due to its inclusion in the current budget year? Is the project under construction, under contract, and is there a continuing debt obligation payable?
2. Is the project mandated by law or court action?
3. Is there a relationship between the proposed project and the City's goals and objectives and/or the goals and objectives of the appropriate board or commission?
4. Is alternative funding available? Is funding available through other sources or is funding available through land contract or bonding to minimize annual cost requirement?
5. Does the proposed project generate revenue for the general fund and/or other funds? This item should be determined based upon an annual forecast and the schedule of revenues should be designated by the appropriate fund.
6. Does the proposed project result in the use of supplementary funds for "leverage" using matching funds with other funding sources.

Once the Committee members ranked the Year 1 projects, the list was then forwarded to the Administrative Team for final scoring of the projects requested prior to the draft CIP being created. Once the draft CIP document is compiled, it is forwarded on to Planning Commission for adoption after review during an open meeting. City Council adopts the CIP after the Planning Commission and prior to the budget adoption. CIP should be used as a tool by City Council during the budget process.

## FUNDING

Each year during the Budget process City Council will review the CIP Year 1 projects and evaluate the available revenue to determine the feasibility of funding projects. While recommended funding sources are listed in the CIP, those may change during the budget process. Some Year 1 projects may also remain unfunded during the Budget process.

Below you will find a brief description of the possible funding sources for the six year CIP:

**Major and Local Street Fund** – The major and local street funds are considered special revenue funds which utilize state and weight tax revenues for the maintenance and improvements to city streets.

**Bond** - When the City sells bonds, purchasers are, in effect, lending the community money. The money is repaid, with interest, from taxes or fees over the years. The logic behind issuing bonds (or “floating a bond issue”) for capital projects is that the citizens who benefit from the capital improvements over a period of time should help the community pay for them.

**Grants** - The federal and state governments make funds available to communities through numerous grants and aid programs. The City has no direct control over the amount of grant money awarded to the City or if a grant is awarded. MMRMA, our liability/property insurer, also offers grants. These are risk avoidance grants, as well as, some training grants.

**Special Assessment District** - Capital improvements that benefit particular properties, rather than the community as a whole, may be financed more equitably by a special assessment, i.e., by those who directly benefit. Local improvements often financed by this method include street improvements (including pavement, curb and gutter, sidewalks, etc.).

**General Fund** – The general fund is the City’s primary operating fund. The general fund is a government fund that generates revenues to cover general operational expenses and is accounted for on the modified accrual basis. Modified accrual basis of accounting is a blend of both cash and full accrual. Revenue is recognized when it is considered available and measurable, while expenses are recognized when the liability has occurred.

**Motor Pool** - This fund operates like a business by purchasing and maintaining much of the city vehicles and equipment. When other funds require the use of this equipment or vehicles, they are charged rental income.

**Sewer Fund** – The sewer fund collects user fees to operate and maintain the city’s sewer system.

**Water Fund** – The water fund collects user fees to operate and maintain the city’s water system.

**Wastewater Treatment Fund** – This fund accounts for the treatment of waste water utilizing user fees from the city’s water fund and user fees from the Mid-County service area participants.

**Downtown Development Authority (DDA) Fund** – The DDA collects revenues from taxes generated by a 2-mil levy and a tax increment financing district. Proceeds from these revenues are used as operating monies and as debt service for physical improvements and other activities in the DDA boundary.

**Parks and Historic Millage** – This millage was approved by the voters in November of 2018. This millage will levy a new additional millage of one mill (\$1.00 per \$1,000.00) on the taxable value of property located in the City of Owosso. The millage shall be levied for two years beginning with the 2019 tax levy year and running through the 2020 tax year (inclusive). As approved, the millage will provide funding to the City of Owosso Parks and Recreation Commission and the City of Owosso Historical Commission. Revenue will be used to maintain, improve, and upgrade parks and preserve historical sites within the City of Owosso.

**Donations & Private Sponsorship** – This funding source is based on dollars or in-kind donations received from individuals or businesses for specific projects or to specific organizations.

**American Rescue Plan Act (ARPA)** – This funding source comes from the United States government in response to the COVID-19 pandemic's effects on local services. There are rules for the appropriation of these funds that limit spending to government services listed in the US Department of Treasury Final ARPA Rule.



MAIN STREET AND DDA PROJECTS

1. Downtown Security Cameras

Project Year:	2024-25	Estimated Cost:	\$15,000
Primary Funding Source:	DDA	Add Funding Source:	Grant
Ranking:	High		

Description: Install (6) security cameras in the downtown district to reduce vandalism. Focus on dark alleys that have access to buildings and limited sight from the street.

2. Mural Project

Project Year:	2025-26	Estimated Cost:	\$37,500
Primary Funding Source:	Grant	Add Funding Source:	Donation
Ranking:	Low		

Description: Highlight Owosso’s vertical trajectory with multi-media placemaking.

3. Light up the City

Project Year:	2023-28	Estimated Cost:	\$875,000
Primary Funding Source:	Donation	Add Funding Source:	DDA, General Fund
Ranking:	Med		

Description: Repair existing Chairman Lights as a short-term solution and replace with energy efficient, directional lighting that fits within the historical narrative.

4. Repair Mainstreet Plaza

Project Year:	2023-24	Estimated Cost:	\$35,000
Primary Funding Source:	DDA	Add Funding Source:	Donation
Ranking:	High		

Description: Repair heaving brick, iron fence, planters, and benches.

MAIN STREET AND DDA PROJECTS

1. Downtown Streetlight Project

Project Year:	2024-29	Estimated Cost:	\$2,500,000
Primary Funding Source:	Grant	Add Funding Source:	DDA, General Fund
Ranking:	High		

Description: Replace the Charmain streetlights with energy efficient lighting that fits the historical aesthetic.

2. Parking Lot #9 Reconstruction

Project Year:	2025-2026	Estimated Cost:	\$500,000
Primary Funding Source:	General Fund/Parking	Add Funding Source:	DDA
Ranking:	Medium		

Description: Replace the uneven concrete.

3. Main Street Plaza Masonry Repair 2.0

Project Year:	2024-2025	Estimated Cost:	\$25,000
Primary Funding Source:	DDA	Add Funding Source:	Donation
Ranking:	High		

Description: Repair heaving bricks and install drainage and a foundation in the planter.

4. Mural Project

Project Year:	2025-26	Estimated Cost:	\$37,500
Primary Funding Source:	Grant	Add Funding Source:	Donation
Ranking:	Low		

Description: Highlight Owosso's vertical trajectory with multi-media placemaking.

# **MINUTES**

*OMS ORGANIZATION COMMITTEE*

## **REGULAR MEETING**

Tuesday, January 9, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 2:00 p.m.**

**Present:** B. Gilbert, J. Moore

**Absent:** None

**Staff:** L. Fredrick

### **Michigan Main Street Accreditation**

Michigan Main Street staff told the Committee that work plans need to be implemented for all projects to meet Main Street Accreditation standards.

Michigan Main Street staff confirmed their approval of the Transformation Strategy Update and Strategic Planning Service and will follow up this summer to schedule a 4-hour workshop for the fall where 80% or more of the Board will need to be in attendance.

### **Community Newsletter: Volunteer Highlight**

Committee selected John Hankerd, the Glow Owosso Chairperson, as their volunteer spotlight for the upcoming community newsletter.

### **Downtown Business Owner Facebook Group**

Committee discussed that the Facebook group is a channel for business owners to communicate ideas and that questions and concerns directed at the Board and staff need to be addressed directly through phone or email.

### **Director Updates:**

Fredrick provided updates on the Chocolate Walk and the need for volunteers to lead the event.

### **Committee Comments:**

Gilbert shared that programs and projects need a volunteer to lead them and the work plan or the event or project cannot be approved.

### **Next Meeting:**

Tuesday, February 13th at 2:00 p.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OMS PROMOTION COMMITTEE*

## **REGULAR MEETING**

Thursday, January 11, 2024, 8:00 a.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 8:00 a.m.**

**Present:** N. Reyna, A. McGuire, J. Birchmeier, P. Vreibel

**Absent:** None

**Staff:** L. Fredrick

### **Event Calendar**

Committee discussed the downtown event calendar and a description of each event.

McGuire recommended using a downtown map to identify each event location and help highlight areas of opportunity.

Committee discussed leaving downtown trick or treating as a one-hour activity instead of turning it into an event based on the fall and winter event lineup.

McGuire recommended the Committee define hosting, supporting and collaborative events to help with budgeting and setting event planning expectations.

### **Chocolate Walk**

Committee selected April 20<sup>th</sup> for the Chocolate Walk after evaluating 2024 volunteer involvement and the 2023 weather and event costs.

Committee decided the Chocolate Walk ticket sales will support the Fountain Park Fountain refurbishment.

### **Director Updates:**

None.

### **Committee Comments:**

None.

### **Next Meeting:**

Thursday, February 8th at 8:00 a.m. at City Hall; 301 W. Main Street

# **MINUTES**

*OMS DESIGN COMMITTEE*

## **REGULAR MEETING**

Thursday, January 11, 2024, 1:30 p.m.  
City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 1:32 p.m.**

**Present:** J Ardelean, J. Ross, E. Olson

**Absent:** L. Weckwert, D. Peterson

**Staff:** L. Fredrick

### **Bridge Basket Program**

Ross recommended partnering with the Shiawassee Arts Center's Shiawassee Mobile ARTS for Seniors program or the SAC summer camp for bridge basket décor.

### **Fountain Park Summer Expansion**

Committee discussed the Fountain Park Summer Expansion moving to 2025.

### **Downtown Streetlight Project**

Fredrick presented the approved streetlight design for the Downtown Streetlight Project and the estimated cost savings if the arm extension were removed from the design and installation process.

Olson recommended changing the streetlight design to match the lights along the James S. Miner River Trail and in Fountain Park.

Fredrick confirmed she will get pricing for the trail and park streetlight to compare the cost to the approved streetlight without the arm extension.

Committee approved recommending the Board remove the arm extension of the approved streetlight or change the streetlight design to match the lights along the James S. Miner River Trail if the cost is less.

### **Summer Flower Order**

Fredrick confirmed she will seek out two additional quotes for downtown watering services along with a quote for the summer flower order of 30 petunia hanging baskets for Main Street and 32 petunia bridge basket liners.

Committee discussed creating two sponsorship opportunities where a monetary sponsorship would cover the watering and weeding for a flower planter and an in-kind sponsorship where the sponsor would maintain the watering and weeding for a flower planter.

**Director Updates:**

Fredrick notified the Committee that the Lebowsky Center for Performing Arts would like to partner on a public art project.

**Committee Comments:**

None.

**Next Meeting:**

Thursday, February 8th at 1:30 p.m. at City Hall; 301 W Main Street

# **MINUTES**

*OMS ECONOMIC VITALITY COMMITTEE*

## **REGULAR MEETING**

Tuesday, January 16, 2024, 2:00 p.m.

City Hall; 301 W. Main Street



Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

**Called to order at 2:04 p.m.**

**Present:** L. Omer, R. Teich, D. Howard

**Absent:** None

**Staff:** L. Fredrick

### **Business of the Month Work Plan**

Committee discussed potential qualifications for the Business of the Month Program such as being in good standing with City of Owosso loan and invoice payments.

Committee suggested the program feature an award presentation at the business, a highlight on social media and in the community newsletter along with potential expenses including a Downtown Owosso sponsored social media ad marketing the business, a window decal for the business to keep and an a-frame sign for the business to display for the month.

Fredrick confirmed she will get quotes for program branding, an a-frame sign design and a window decal design.

The Committee decided that the Economic Vitality February newsletter content will be to announce the program.

### **Revolving Loan and Grant Program Process Manual Updates**

Howard reminded the Committee of the July 2024 goal for getting the Revolving Loan and Grant Program back in operation.

Howard recommended Brett Myer as a potential Committee Member from a traditional lending institution.

Committee discussed revisions for the manual.

Omer recommended limiting how many loans one individual or company can be awarded.

Howard asked what changes need to be made to secure future loans.

Howard recommended requiring the grant or loan disbursement be made to a business account.

Committee discussed the benefit of requiring a credit check as part of the application process.

**Director Updates:**

Fredrick provided updates on the Rooted Merchant Grand Opening, free Retail Merchandising Webinar Series, Downtown Streetlight Project streetlight design, Chocolate Walk and the Main Street Accreditation summary.

**Committee Comments:**

None.

**Next Meeting:**

Tuesday, February 20th at 2:00 p.m. at City Hall; 301 W. Main Street