



CITY OF BURTON
PLANNING COMMISSION
MINUTES
MAY 17, 2017

Community Room

Workshop

10:00 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chairman Deb Walton at 10:00 AM.

A. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Vaughn Smith	Councilman	Present	
John Benthall	Commissioner	Excused	
Kris Johns	Commissioner	Excused	
Deb Walton	Chairman	Present	
Tom Gorang	Commissioner	Present	
Kevin Burge	Vice Chairman	Present	
Mary Ann White	Commissioner	Present	
Robert Johnson	Commissioner	Excused	

B. STAFF PRESENT

Amber Abbey, Deputy Planning/Zoning
Doug Piggott, Rowe Engineering

Racheal Boggs, Deputy Clerk

C. AUDIENCE PARTICIPATION

Steve Coates, DDA Board Member discussed objectives and strategies for business development as it relates to the DDA District and the City of Burton master plan.

D. BOARD DISCUSSION

1. Master Plan Workshop

Discussion on the following items under the category of Community: placement, size, brightness and aesthetic appearance of signs and the City Ordinance, dilapidated subdivision signs on main roadways, DDA lawn maintenance and community clean-up days.

Mrs. Abbey stated there is currently a proposed sign ordinance revision in front of the Legislative Committee.

Mr. Piggot suggests changing strategy to follow the implementation of the current draft of the sign ordinance and evaluate any potential issues. For example: Following one year of the implementation of the amended Chapter 153 ordinance, review and make necessary changes to address location, aesthetic requirements and repair.

Mrs. Abbey will email the Planning Commission a copy of the drafted sign ordinance.

Discussion on the following items under the category of Business: improving upon the city website, linking the main city webpage to other organizations in the city,

marketing materials to promote the city, developing a new city slogan to be more in line with master plan vision and the possible utilization of a marketing firm for this purpose, blight and nuisances, land use and buffers.

Discussion on the following items under the category of Housing: providing a variety of housing types, missing middle housing, current trends in population and demographics, multiple school districts within the city, the need to attract young people, marketing, rezoning, over-zoning and the DDA's vision as it relates to housing.

The Board decided to make the following changes to master plan strategies:

- Goal: The city is a neat and attractive community - remove the word "hold" from strategy (b) so it will state promote an annual community pride days devoted to the beautification of public spaces.
- Goal: The city is an attractive location for establishment of local small businesses - replace strategy (a) with the following two specific strategies: 1.) develop a one-stop webpage for local business coordination with the city. 2.) Develop marketing materials to promote location of new businesses within the city.
- Goal: The community is unified and has a unique feel and identity - move strategy (a) develop and advertise a city slogan to one of the main strategies of the master plan. Mr. Piggot will recommend where to place this strategy.
- Objective: Protect commercial areas from blight and nuisances, to enhance the image of Burton as an attractive place to invest in a business - add a strategy to amend the zoning ordinance to implement a central business district/establish a DDA overlay zone.
- Objective: Develop a set of standards for commercial and industrial developments that will promote good will between business and industrial owners - add the word better so the strategy reads "Amend the zoning ordinance to provide better buffers between the land uses".
- Objective: Encourage the development of a range of housing including missing middle housing - combine strategies (d) and (e) into one concept.
- Objective: Provide for a range of housing locations both urban and rural - eliminate strategy (a) and combine this objective with objective 3. Encourage affordable housing options within the city.

Discussion on whether or not the Planning Commission will be paid for master plan workshops. Ms. Boggs will check with the administration and report back to the commission.

Discussion on Courtland Center Mall and old CVS building: the loss of tax money due to vacancies and the need to establish a public private partnership with them.

Mr. Piggot will create a summary report of the workshop and present it to the Planning Commission.

The next master plan workshop will be on the topic of Land Use and will be held at the City Hall Community Room on Tuesday, June 6, 2017 at 10:00 AM.



SCHEDULED

AGENDA ITEM (ID # 3027)

DOC ID: 3027

Master Plan Workshop

COMMENTS - Current Meeting:

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ATTACHMENTS:

- Planning Workshop Priority Goals (PDF)
- Planning Workshop Goals and Objectives (PDF)

Goal: Provide safe conditions for all modes of transportation including: pedestrians, bikes, and buses throughout the City of Burton.		
Objectives:	Strategies:	Why:
1. Expand the range of transportation modes able to effectively use existing rights-of-way.	a. Evaluate and develop a complete street plan for the City of Burton.	Community Remarks: Clarify the Burton Downtown area by establishing one speed limit, design guidelines, lighting sidewalks, etc Visioning Session: Walkable Community/ Bike-able Community
2.Develop a network of non-motorized transportation. (Based on several public engagement)	a. Create a non-motorized transportation plan.	Community Remarks: More multi-modal options Community Survey: It is important for the city to develop a non-motorized transportation plan.—3.77 out of 5—Majority Strongly Agree with high neutral There needs to be improvement of the location and number of bike lanes in the city.—4 out of 5—Majority Strongly Agree Stakeholder & Focus Group stated: The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals) Visioning Session: Walkable Community/ Bike-able Community
3. Extend and coordinate neighboring communities existing or proposed non-motorized transportation pathways. (Based on stakeholder and focus group and Planning Commission comments)	a. Coordinate with other organizations of municipalities nearby.	DDA Visioning Plan- Maintain communications with adjoining communities related to future nonmotorized pathway implementation, particularly the Grand Traverse Greenway. Stakeholder & Focus Group stated: Iron Bell Trail and Davison Trail Community Remarks: Connect to Grand Traverse Greenway Visioning Session: Connection of trails
	a. Incorporate sidewalks or sidewalk improvements into street improvement projects.	Community Remarks: More multi-modal options

Attachment: Planning Workshop Priority Goals (3027 : Master Plan Workshop)

4. Promote the installation of sidewalks, and require adequate maintenance in all seasons. (Based on several public engagement)		Community Survey: There needs to be improvements on the location and number of sidewalks in the city-- 4.07 out of 5—Most Strongly Agree and Agree There are several locations identified where students were unable to safely walk around school area.
	b. Establish sidewalk assessment process to fund sidewalk maintenance.	Best Practice as a method to finance sidewalk repair.
	c. Address sidewalk maintenance by more enforcement of the zoning ordinance	Stakeholder & Focus Group stated: Enforce clearing and maintenance of sidewalks
5. Collaborate with schools to participate in the Safe Routes to School (SR2S) program. (Based on Parks and Recreation Plan)	a. Establish a SR2S committee.	Parks and Recreation Master Plan- Collaborate with schools to participate in the safe routes to school (SR2S) program
	b. Evaluate sidewalk improvements regarding the needs of schools.	Parks and Recreation Master Plan- Collaborate with schools to participate in the safe routes to school (SR2S) program There are several locations identified where students were unable to safely walk around school area.

Goal: The city is a neat and attractive community.		
Objectives:	Strategies:	Why:
1. Maintain the appearance of buildings and sites. (Written to incorporate previous objectives)	a. Continue to promote semi–annual community clean–up days, individual’s property is the emphasis.	(From Previous Land Use Plan- with modifications of language)
	b. Continue strict enforcement of the building and property maintenance codes.	(From Previous Land Use Plan- with modifications of language)
	c. Adopt new ordinances as necessary by community conditions.	Best Practice as a general strategy to serve as basis for any necessary ordinance to address issue.
	d. Establish a program to help with façade improvements of businesses and/or residential homes.	Best Practice as a standard strategy to address blight.
	e. Create a policy for yearly inspections of rental units.	Stakeholder & Focus Group stated: Have rental unit expectations to ensure quality of living for residents.
	f. Create a paint program through non-profit organizations.	Best Practice as a general strategy discussed with Planning Commission.
2. Promote quality and aesthetic compatibility in new development and redevelopment of buildings and site. (Written to incorporate previous objectives)	a. Establish regulations to reduce the visual clutter and traffic hazards caused by poorly designed and located signs.	(From Previous Land Use Plan- with modifications of language)
	b. Evaluate the zoning ordinance.	Best Practice as a general strategy to serve as basis for future text amendment.
3. Promote quality in public improvements that enhance the look of the community. (Written to incorporate previous objectives)	a. Provide more resources to the DPW for enforcement, and inspectors.	Consistent with discussion with Planning Commission.
	b. Hold and promote an annual community pride day devoted to the beautification of public spaces.	(From Previous Land Use Plan- with modifications of language)

Business

Goal: The city is an attractive location for establishment of local small businesses.

Objectives:	Strategies:	Why:
1. Create a welcoming environment for new businesses. (Based on stakeholder and focus group comments)	a. Coordinate with business organizations to coordinate welcoming and getting new businesses to the city.	Create welcoming gateways whether entirely within the road right of way or with development of properties adjoining gateways and key intersections-- DDA Visioning Plan DDA Visioning Plan- Develop conceptual streetscape plan of phase I that will establish a design scheme for all elements within the street right of way (ie: lighting, landscaping, pavement and sidewalk treatments) Visioning Session: Establish Gateways/Placemaking Improve Local Economy Stakeholder & Focus Group stated: Stronger welcome and network for new businesses to engage with Promote local run businesses
	b. Create a business incubator space for young entrepreneurs	Stakeholder & Focus Group stated: Retaining more young professions to stay in the area Visioning Session: Retaining more young professions to stay in the area
	c. Work with schools and colleges to aid new and expanding businesses.	Visioning Session: Work with colleges and schools
2. Protect commercial areas from blight and nuisances, to enhance the image of Burton as an attractive place to invest in a business. (From Previous Land Use Plan- with modifications of language)	a. Amend the development plan to allow the DDA to obtain blighted properties	Community Survey: Junk/dilapidated problems highly associated with commercial—3.73 out of 5—Majority Agree with Neutral Junk/dilapidated problems highly associated with industrial—3.71 out of 5—Majority Agree with Neutral Stakeholder & Focus Group stated: To have a façade improvement program
	b. Address traffic and other infrastructure concerns that effect the accessibility and attractiveness of businesses districts.	Stakeholder & Focus Group stated: The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals)

Attachment: Planning Workshop Priority Goals (3027 : Master Plan Workshop)

3. Promote the establishment of neighborhood commercial establishments. (From Previous Land Use Plan-with modifications of language)	a. Amend the zoning ordinance to allow for a range of neighborhood commercial uses.	The Target Market Analysis by Land Use USA, indicated this is what many demographics are looking for of those who are moving. Community Survey: Commercial development should be located in existing business areas in city to support their continued growth.—4.29 out of 5—Majority Agree Strip commercial developments should be required to provide common driveways, acceleration/deceleration lanes, and parallel drives to increase traffic study.—4.1 out of 5—Majority Agree It should be a goal of the plan to encourage more commercial businesses in the community.—4.2 out of 5—Majority agree
4. Develop a set of standards for commercial and industrial developments, that will promote good will between business and industrial owners. (From Previous Land Use Plan-with modifications of language)	a. Amend the zoning ordinance to provide for buffers between the land uses.	Stakeholder & Focus Group stated: More of a buffer zone along creeks in city

Housing		
Goal: The city has a mix of housing types in a range of prices that provide housing opportunities for all socio-economic groups in the area.		
Objectives:	Strategies:	Why:
1. Encourage the development of a range of housing including missing middle housing. (Based on a variety of public engagement activities)	a. Assure that zoning districts within the city provide a variety of density and housing types including the missing middle, such as housing opportunities that are fourplex and six-plex, to optimize choices in dwellings.	(From Previous Land Use Plan- with modifications of language) Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral There should be more mixed use, duplexes, and triplexes built within the city.—3.03 out of 5— Mainly Neutral with more disagree. Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	b. Provide for housing options for seniors and the disabled.	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	c. Leverage state and federal grants to provide financing for affordable and senior housing	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	d. Address housing for students in the zoning ordinance.	The Planning Commission discussed the possibility of utilizing the closeness to colleges to fill vacant housing.
	e. Coordinate the demand for student housing with the areas nearby colleges.	The Planning Commission discussed the possibility of utilizing the closeness to colleges to fill vacant housing.
2. Provide for a range of housing locations, both urban and rural. (Based on Land Use/USA report and community survey)	a. Review zoning for the future land use map.	Best Practice for the basis for potential rezonings.
	b. Evaluate proposals to ensure an appropriate balance in the types of housing in the city.	Community Survey: The city should encourage the development of all types of housing to ensure that affordable housing is available to all income groups.—3.47 out of 5— Majority Neutral with more agrees than disagrees
	c. Evaluate existing zones of commercial parcels in residential areas for down zoning back to residential.	Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral
3. Encourage affordable housing options within the city. (Based on Land Use/USA report and community survey)	a. Explore “missing housing” options	Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral There should be more mixed use, duplexes, and triplexes built within the city.—3.03 out of 5— Mainly Neutral with more disagree.
	b. Review the zoning ordinance for flexibility.	Stakeholder & Focus Group stated: Have fees for building permits easier and less costly, because many people do not apply or then do not do improvements Community Survey: Home businesses should be strictly regulated and limited.—3.63 out of 5—Majority Neutral with more agrees than disagrees
	c. Coordinate incentives to encourage affordable housing.	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing

Category: General		
Goal: The master plan provides a framework through which Burton grows and prospers, promoting the general public welfare above specific interests.		
Objectives:	Strategies:	Why:
1.Encourage public knowledge and support for the plan. (From Previous Land Use Plan)	a. Provide copies of the master plan online for easy public access.	Meet Redevelopment Ready Community (RRC) guidelines/requirements. Provides modern day easy access.
	b. Provide copies of the master plan to city libraries and school libraries.	Provides additional access to the plan.
	c. Require public engagement prior to the final decision making involving the 5-year review and/or major amendments to the master plan.	Many stakeholders and focus groups stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Better collaboration and connection between all businesses in Burton and neighboring communities.
2. Ensure use of the plan as the principle public policy document outlining future growth of the community. (From Previous Land Use Plan)	a. Revise zoning and subdivision standards to consider the plan for future infrastructure and zoning decisions.	Planning Commissions and DWP statements about half built residential areas, where more of a tax base is needed to infill there before expansion is done elsewhere. Visioning Session: Fill in vacant subdivision
	b. Prepare and update 6-year capital improvements program to include the recommendations of the master plan.	Required under the Michigan Planning Enabling Act (MPEA).
Goal: Continuing development and redevelopment result in a vital community with a balanced land use pattern.		
Objectives:	Strategies:	Why:
1. Monitor land use development to ensure that land is provided to address local needs. (From Previous Land Use Plan)	a. Update zoning map and existing land use map to identify potential shortages of necessary local needs of land.	Best Practice.
	b. Cooperate with local realtors to indicate needs of commercial, industrial, residential land uses/buildings.	Many stakeholders and focus groups stated: Better collaboration and connection between all businesses in Burton and neighboring communities.
2. Develop relationships/partnerships with private, public, and nonprofit organizations to help in the development and redevelopment of the community. (Proposed based on public engagement)	a. Host annual meeting with key organizations.	Many stakeholders and focus groups stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Better collaboration and connection between all businesses in Burton and neighboring communities. Make the city more of a resource for information
	b. Continue ongoing stakeholder meetings with key organizations within the City of Burton.	Many stakeholders and focus groups stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Better collaboration and connection between all businesses in Burton and neighboring communities.
	c. Networking with other organizations to promote activities/programs by the City of Burton and the City of Burton promoting the organizations activities, programs, and services via social media, website, announcement section for public meetings.	Many stakeholders and focus groups stated: Want proactive, not reactive communication, and general communication with different parts of the community. Visioning Session: More public/private and nonprofit partnerships
	d. Create a policy guidebook on public-private relationships. Outline items such as tax breaks, etc.	Best Practice. Stakeholder & Focus Group stated: Take out red tap in local government processes. Make the city more of a resource for information.

Category: Open Space/Environment		
Goal: Open spaces have been preserved or acquired in the City of Burton, providing benefits to the residents and the environment.		
Objectives:	Strategies:	Why:
1. Evaluate existing open spaces within the community, and identify characteristics that support their preservation. (From Previous Land Use Plan)	a. Maintain the existing land use map of the city.	Best Practice.
	b. Use information available through regional state, state, and federal sources during the site plan review process, to identify sensitive areas that may need protection.	Community Survey: It is crucial to protect the existing wetlands we have in the City of Burton.—4.31 out of 5—Majority Strongly Agree/Agree If there is the capability, we should encourage the restoration of wetlands.—4.22 out of 5-- Majority Strongly Agree/Agree
2. Consider options for promoting the preservation of various open spaces, including open space zoning techniques, the purchase of development rights, and acquisition in fee simple. Adopt those techniques appropriate for the community. (From Previous Land Use Plan)	a. Undertake a review of appropriate open space techniques and adopt selected techniques into the zoning ordinance.	Stakeholder & Focus Group stated: Create from vacant/old buildings something else like more green space
	b. Review un-adopted watershed council recommendations into the zoning ordinance.	Stakeholder & Focus Group stated: Better maintenance of drainage ditches in rural setting. Clean up the e. coli in Kelly Lake (due to goose droppings) (Community Remark had several comments)
3. Promote densities that are consistent with the urban services available. (From Previous Land Use Plan- with modifications of language)	c. Evaluate maximum densities allowed in zoning ordinance to determine impact on existing infrastructure.	(From Previous Land Use Plan- with modifications of language)
4. Protect the existing farmland practices and character, while allowing for the conversion of farmland practices to other development, but maintaining rural character in areas. (Based on discussion with Planning Commission.)	a. Promote participation in PA 116 (Open Space Preservation Act), for suitable farmland areas within the city.	Best Practice. Community Survey: Prime farmland, as identified by the Soil Conservation Service, is land whose soils will permit high yields for crops. Prime farmland should be protected from non-agricultural development, such as non-farm residences, commercial and industrial land uses.—4.16 out of 5- Community Very Much Supports
	b. Evaluate the range of agricultural activities allowed in agricultural areas and its impact on the Right to Farm Act.	Best Practice. Based on comments from the Planning Commission, there is more of an interest in preserving the appearance of open space than the activities of agricultural activities. Community Survey: The rural character is important to maintain for our community.—4.05 out of 5- Community Very Much Supports
	c. Adopt incentives for open space preservation in existing agricultural areas.	(From Previous Land Use Plan- with modifications of language)
Goal: Support the Parks and Recreation system to provide a high quality of life for residents and wildlife within the City of Burton.		
Objectives:	Strategies:	Why:
1. Develop relationships/ partnerships with private, public, and nonprofit organizations, such as the Flint River Watershed Coalition to help in development of new or improvements in parks. (Based on input from visioning session)	a. Establishing a set of protocols on interactions with the private, public, and nonprofit organizations, such as Adopt a Park.	At Visioning Session: More public/private and nonprofit partnerships.
	b. Work jointly with other organization to go after and acquire grants.	At Visioning Session: More public/private and nonprofit partnerships. Stakeholder & Focus Group stated: To add unique improvements in parks
2. Provide improvements to the existing parks and recreation system, as outlined in the	a. Support efforts by the Parks and Recreation Commission to fund improvements identified in the Parks and Recreation Master Plan.	Stakeholder & Focus Group stated: Support the park system to increase amenities and quantity to draw in more people to the area. The addition of more parks in the south side of the city for all ages and full disable person accessible.

adopted Parks and Recreation Master Plan. (From Previous Land Use Plan- with modifications of language)		Clean up the e. coli in Kelly Lake (due to goose droppings). Create from vacant/old buildings something else like more green space. Large gathering space for community. Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons To add unique improvements in parks Community Survey: There should be an increase in park space in the city.—4 out of 5—Majority Strongly-Agree There should be an increase in a natural trail network in the city.—4.3 out of 5—Majority Strongly Agree Rank parks and recreation system—2.74 out of 5—Mostly Adequate, Good, Inadequate
	b. Create transportation design standards in zoning ordinance.	Stakeholder & Focus Group stated: More conversions of Rails to Trails To change Thread Creek’s status as a non-navigable water body, to allow canoeing/kayaking. The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals) Mentioned Iron Bell Trail and Davison Trail Improvement of the roads in the community Add safe street program, with street diets or street calming methods Have sidewalk intersections with two distinct pathways to help blind persons to navigate easier Community Survey: There should be an increase in a natural trail network in the city.—4.3 out of 5—Majority Strongly Agree Rank transportation system—1.93 out of 5—mostly inadequate and adequate Rank traffic congestion—3.1 out of 5—Mostly adequate Visioning Session: Connection of trails Community Remarks: More multi-modal options
	c. Create land acquisition along of Right of Way for sidewalks.	Stakeholder & Focus Group stated: The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals) Community Survey: There needs to be improvements on the location and number of sidewalks in the city-- 4.07 out of 5—Most Strongly Agree and Agree Visioning Session: Walkable Community/ Bike-able Community
	d. Incorporate Parks and Recreation Master Plan recommendations into Capital Improvement Plan (CIP).	Best Practice/ CIP requirement from MPEA
3. Identify and develop pocket parks within the City of Burton’s neighborhoods. (Based on Parks and Recreation Plan recommendation)	a. Amend Parks and Recreation Master Plan to provide for sites and/or locational criteria for neighborhood parks.	Stated in Parks and Recreation Master Plan.
	b. Incentive program to encourage residents or private developments to develop parks and recreation.	Stakeholder & Focus Group stated: If possible, combine vacant properties with schools’ or city’s properties to encourage ownership/maintenance of property Create from vacant/old buildings something else like more green space
4. Provide the Parks and Recreation Department with more resources to achieve recreational needs of the community. (Based on stakeholder and focus group statements)	a. Hire a full-time Parks and Recreation Director.	Stakeholder & Focus Group stated: Increase funding for Parks and Recreation, including a full-time Director
	b. Propose a parks and recreation millage to fund park improvements, park expansions, and non-motorized pathways.	The Parks and Recreation Commission indicated if additional park areas, services, maintenance, and amenities are wanted than additional funding is needed. Stakeholder & Focus Group stated: Increase funding for Parks and Recreation, including a full-time Director
	c. Partnerships with other organizations to develop park improvements, park expansions, and non-motorized pathways, such as Burton Rotary Club, VFW Post 2777, Flint River Watershed Coalition.	Different focus groups and stakeholders indicated their existing connection to park improvements. This practice appears to be work currently for the city.

5. Continue to promote public awareness of the city's plans for existing and future public parks through public information and public involvement in park activities. (Based on youth charrette comments)	a. Continue youth and young adult involvement in the community through a volunteer program and activities.	Youth Charrette: They desired a community volunteer center and creation recreation center. Stakeholder & Focus Group stated: Kids need a location to gather/activities/programs to be involved in
	b. Promote knowledge of Burton Park's System through website and brochures, as well as located within school districts and colleges.	Stakeholder & Focus Group stated: Make the city more of a resource for information. Want proactive, not reactive communication, and general communication with different parts of the community. Youth Charrette: Two overall themes: Being Healthy in terms of activities, food options, and healthcare accessibility. Students appear to lack location to do the activities or closeness of these desired amenities. Being Active where students want locations to go for physical activities and get involved in the community to make a difference, but lack the resources to figure out how or venue to do the activity. Students also want easy accessibility to being active through the creation and connection of sidewalks, parks, and trails throughout the community.
6. Promote and continue activities for all ages throughout the community. (Based on youth charrette and stakeholder and focus group comments)	a. Engage with the youth to evaluate what their needs are.	Planning Commission expressed desires to continue involvement because the children are the future. Stakeholder & Focus Group stated: Many groups are in need of recruiting new younger members into their organizations.
	b. Develop more youth gathering places.	Stakeholder & Focus Group stated: Kids need to be centered on something in neighborhoods (add small parks, buildings, structures) Kids need a location to gather/activities/ programs to be involved in Having a historic/children museum in the City of Burton Youth Charrette: Want more fun/educational fieldtrip locations such as hand-on museums or science museum in community
	c. Work/engage/partner with schools.	Planning Commission expressed desires to continue involvement because the children are the future. Stakeholder & Focus Group stated: To have the school systems combine, to unify city
	d. Support activities for senior citizens.	Stakeholder & Focus Group stated: Expand Senior Activity Center Facility The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals) There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons
Goal: Wetlands, water courses, and other water resources within the City of Burton are protected, preserved, and improved.		
Objectives:	Strategies:	Why:
1. Protect groundwater, particularly in areas that area served by private wells within the City of Burton. (Based on Stakeholder & Focus Group comments)	a. Establish an aquifer protection program.	Stakeholder & Focus Group stated: The development of a wellhead protection program Water quality monitoring/regulation of drainage or septic system systems into the environment Clean up the e. coli in Kelly Lake (due to goose droppings) Community Survey: Development in highly likely groundwater recharge areas (areas that permit water to rapidly flow through the ground into the groundwater) should be restricted or prohibited—3.94 out of 5—Majority are Strongly-Agree, with the other large portion neutral.
2. Protect surface water from pollution from non-point sources. (Recommended by ROWE and Flint River Watershed Coalition)	a. Amend the zoning ordinance to address on-site storm treatment of parking lots standards.	Stakeholder & Focus Group stated: Water Drainage Issues Suggested by Flint River Watershed Coalition Gilky Creek Plan
	b. Adopt best practices for storm water management requiring on-site storm water treatment in parking lots and reevaluate its minimum parking requirements.	Suggested by Flint River Watershed Coalition Gilky Creek Plan
3. Protect the capacity of existing storm water systems. (Recommended by ROWE and Flint River Watershed Coalition)	a. Adopt best practices of storm water management addressing retention and detention requirements.	Stakeholder & Focus Group stated: Water Drainage Issues
	b. Amend the zoning ordinance to mandate maintenance and functionality of on-site detention basin.	Stakeholder & Focus Group stated: Water Drainage Issues

		Suggested by Flint River Watershed Coalition Gilky Creek Plan
	c. Work to ensure quality open ditch storm water collection is functional and maintained.	Stakeholder & Focus Group stated: Water Drainage Issues Better maintenance of drainage ditches in rural setting
	d. Work with Genesee County’s Drain Commission on the Storm Water Pollution Prevention Initiative (SWPPI) program for the Middle Flint River Watershed to update and implement.	Stakeholder & Focus Group stated: Water Drainage Issues Suggested by Flint River Watershed Coalition Gilky Creek Plan
4. Protect natural feature areas including wetlands and woodlots and work with property owners to protect or have city own property to protect. (Recommended by ROWE and Flint River Watershed Coalition)	a. Identify natural features in the city.	(From Previous Land Use Plan- with modifications of language)
	b. Create Incentive program to protect natural features through zoning and other options.	Suggested by Flint River Watershed Coalition Gilky Creek Plan Stakeholder & Focus Group stated: Have more policies and programs that promote protection of creek and natural area system
	c. Amend zoning ordinance to incorporate wetlands review into zoning permit, site plan review process.	Community Survey: It is crucial to protect the existing wetlands we have in the City of Burton.—4.31 out of 5—Majority Strongly Agree/Agree If there is the capability, we should encourage the restoration of wetlands.—4.22 out of 5-- Majority Strongly Agree/Agree Stakeholder & Focus Group stated: Have more policies and programs that promote protection of creek and natural area system
	d. Partner with knowledgeable partners to inform and implement.	Visioning Session: More public/private and nonprofit partnerships
5. Improve water quality of Kelly Lake Park. (Based on stakeholder and focus groups and Flint River Watershed Coalition)	a. Promote/ implement more natural landscaping to buffer Kelly Lake.	Suggested by Flint River Watershed Coalition Gilky Creek Plan Stakeholder & Focus Group stated: Have more policies and programs that promote protection of creek and natural area system
	b. Develop more natural planted areas.	Suggested by Flint River Watershed Coalition Gilky Creek Plan
	c. Implement better storm water management programs- bio swales along parking lot.	Stakeholder & Focus Group stated: Clean up the e. coli in Kelly Lake (due to goose droppings) Also in Community Remarks Suggested by Flint River Watershed Coalition Gilky Creek Plan
6. Coordinate with watershed organization such as the Flint River Watershed Coalition to identify, preserve, and develop protect of wetlands. (Based on stakeholder and focus groups comments)	a. Include Flint River Watershed Coalition in notice for comment on site plans near/involving water features.	Best Practice to promote coordination Stakeholder & Focus Group stated: Want proactive, not reactive communication, and general communication with different parts of the community.
	b. Incorporate new wetland information provided by MDEQ or other organizations.	Best Practice to provide the most accurate data in decision making. Stakeholder & Focus Group stated: Want proactive, not reactive communication, and general communication with different parts of the community.
Goal: There are areas within the community where wildlife habitats continue to exist, that should be protected and preserved.		
Objectives:	Strategies:	Why:
1. Encourage development to be sensitive to known wildlife habitats. (From Previous Land Use Plan- with modifications of language)	a. Adopt best practices of buffer strategies of sensitive wildlife	Suggested by Flint River Watershed Coalition Gilky Creek Plan Stakeholder & Focus Group stated: Have more policies and programs that promote protection of creek and natural area system
	b. Create an inventory of known habitat.	Best Practice to provide potential limitations to development in the open areas.
2. Consider preservation of wildlife in evaluating open space for protection. (From Previous Land Use Plan- with modifications of language)	a. Incorporate wildlife habitat into zoning ordinance.	Suggested by Flint River Watershed Coalition Gilky Creek Plan Stakeholder & Focus Group stated: Have more ordinances/policies that protect water quality such as clear cutting, impervious surfaces, sediment control and soil erosion, incentives to reduce impervious surfaces, runoff controls, landscape standards, and natural feature setbacks.
3. Promote public education of wildlife and how to help promote a wildlife community.	a. Develop information on website, distribution to school, and For-Mar County Parks	Stakeholder & Focus Group stated: Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint.

(From Previous Land Use Plan- with modifications of language)		Make the city more of a resource for information Support the park system to increase amenities and quantity to draw in more people to the area The Planning Commission would like to see a Marketing Campaign for the City of Burton.
Category: Transportation		
Goal: Increased availability of public transportation reduces transportation limitations to all citizens of the City of Burton.		
Objectives:	Strategies:	Why:
1. Promote increased Mass Transportation Authority (MTA) routes throughout the city. (From Previous Land Use Plan- with modifications of language)	a. Participate in the MTA’s strategic plan for bus transit and other services.	Community Remarks: More multi-modal options Stakeholder & Focus Group stated: Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons Visioning Session: Improve Public Transportation
	b. Evaluate land use classifications of property located to MTA routes/shelters/stops.	Stakeholder & Focus Group stated: Coordinate future site planning with MTA regarding barrier free parking and bus stops Improve communication with the City of Burton and other government agencies There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons
2. Improve access to MTA services. (Based on stakeholder and focus groups comments)	a. Coordinate with MTA in the site plan process to promote accessibility.	Stakeholder & Focus Group stated: Add to the zoning ordinance in the Site Plan Review process if site plan meets particular criteria the site plan will be sent to MTA for MTA Planner Comments. Improve communication with the City of Burton and other government agencies Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons Ensure that new development in rural areas are able to be accessible by multiple modes of transportation (pedestrians and buses)
3. Expand opportunities for alternative means of public transportation. (From Previous Land Use Plan- with modifications of language)	a. Continue to evaluate potential alternative forms of public transportation as they appear.	(From Previous Land Use Plan- with modifications of language) Visioning Session: Improve Public Transportation
Goal: Road and streets are in safe condition, with adequate capacity to meet the needs of the community.		
Objectives:	Strategies:	Why:
1. Promote a cooperative working relationship with the government institutions responsible for the roads in Burton. (From Previous Land Use Plan- with modifications of language)	a. Create regulations that follow Michigan Department of Transportation (MDOT) standards/county.	Stakeholder & Focus Group stated: Improvement of the roads in the community Improve communication with the City of Burton and other government agencies Community Remarks: Improvement of the roads in the community Visioning Session: Improvement of the roads in the community
2. Protect streets from premature deterioration. (Based on data regarding current condition of street in the city) (Based on several public engagement)	a. Continue to enforce heavy truck loads on local roads.	Stakeholder & Focus Group stated: Convert all gravel roads to paved roads within the city
	b. Continue to use PASER ratings to identify streets suitable for preventive maintenance.	Stakeholder & Focus Group stated: Improvement of the roads in the community Improve communication with the City of Burton and other government agencies Community Remarks: Improvement of the roads in the community Visioning Session: Improvement of the roads in the community
3. Maintain high standards for design and construction on all	a. Create regulations that follow MDOT standards/county.	Stakeholder & Focus Group stated: Improvement of the roads in the community

streets and roads. (From Previous Land Use Plan- with modifications of language)		Improve communication with the City of Burton and other government agencies Community Remarks: Improvement of the roads in the community Visioning Session: Improvement of the roads in the community
4. Maintain an aggressive street maintenance program to constantly assess and repair streets as necessary. (From Previous Land Use Plan- with modifications of language)	a. Provide Dept. of Public Works (DPW) and other maintenance with sufficient resources.	Stakeholder & Focus Group stated: Improvement of the roads in the community Improve communication with the City of Burton and other government agencies Community Remarks: Improvement of the roads in the community Visioning Session: Improvement of the roads in the community Community Survey: Rank city services—3.11 out of 5—Mostly Adequate and Good
	b. Partner with organizations to do maintenance of road ways in terms of beautification efforts.	Stakeholder & Focus Group stated: Have a more walkable, vibrant, beautified, more restaurants, and public gathering space in DDA Improve communication with the City of Burton and other government agencies Create a “sense of place” in community Visioning Session: Create a “sense of place” in community Add more art around city Clean and Maintained Community DDA Visioning Plan- Develop conceptual streetscape plan of phase I that will establish a design scheme for all elements within the street right of way (ie: lighting, landscaping, pavement and sidewalk treatments)
Goal: Provide safe conditions for all modes of transportation including: pedestrians, bikes, and buses throughout the City of Burton.		
Objectives:	Strategies:	Why:
1. Expand the range of transportation modes able to effectively use existing rights-of-way.	a. Evaluate and develop a complete street plan for the City of Burton.	Community Remarks: Clarify the Burton Downtown area by establishing one speed limit, design guidelines, lighting sidewalks, etc Visioning Session: Walkable Community/ Bike-able Community
2.Develop a network of non-motorized transportation. (Based on several public engagement)	a. Create a non-motorized transportation plan.	Community Remarks: More multi-modal options Community Survey: It is important for the city to develop a non-motorized transportation plan.—3.77 out of 5—Majority Strongly Agree with high neutral There needs to be improvement of the location and number of bike lanes in the city.—4 out of 5—Majority Strongly Agree Stakeholder & Focus Group stated: The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals) Visioning Session: Walkable Community/ Bike-able Community
3. Extend and coordinate neighboring communities existing or proposed non-motorized transportation pathways. (Based on stakeholder and focus group and Planning Commission comments)	a. Coordinate with other organizations of municipalities nearby.	DDA Visioning Plan- Maintain communications with adjoining communities related to future nonmotorized pathway implementation, particularly the Grand Traverse Greenway. Stakeholder & Focus Group stated: Iron Bell Trail and Davison Trail Community Remarks: Connect to Grand Traverse Greenway Visioning Session: Connection of trails
	a. Incorporate sidewalks or sidewalk improvements into street improvement projects.	Community Remarks: More multi-modal options

4. Promote the installation of sidewalks, and require adequate maintenance in all seasons. (Based on several public engagement)		Community Survey: There needs to be improvements on the location and number of sidewalks in the city-- 4.07 out of 5—Most Strongly Agree and Agree There are several locations identified where students were unable to safely walk around school area.
	b. Establish sidewalk assessment process to fund sidewalk maintenance.	Best Practice as a method to finance sidewalk repair.
	c. Address sidewalk maintenance by more enforcement of the zoning ordinance	Stakeholder & Focus Group stated: Enforce clearing and maintenance of sidewalks
5. Collaborate with schools to participate in the Safe Routes to School (SR2S) program. (Based on Parks and Recreation Plan)	a. Establish a SR2S committee.	Parks and Recreation Master Plan- Collaborate with schools to participate in the safe routes to school (SR2S) program
	b. Evaluate sidewalk improvements regarding the needs of schools.	Parks and Recreation Master Plan- Collaborate with schools to participate in the safe routes to school (SR2S) program There are several locations identified where students were unable to safely walk around school area.

Government

Goal: There is effective communication between the city government staff and leaders and the community residents, consistent with the needs of the community.

Objectives:	Strategies:	Why:
1. Strengthen a positive community image by promoting the city’s efforts to maintain and enhance the residents’ quality of life. (Based on stakeholder and focus group comments)	a. Utilize the score card method of identifying the city’s successes in undertaking proposed implementation of the master plan and making information available to residents.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	b. Continue using the master plan Facebook page to announce master plan related successes/evaluation process and use Facebook polls.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
2. Promote public involvement and access to local government, to gather public input to basic policy issues. (Based on stakeholder and focus group comments)	a. Utilize the master plan Facebook page, survey monkey, or community remarks to survey the public on policy issues as situations arise.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	b. Hold annual public forms/meetings to discuss and gather public input on current planning issues.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Have more unity within the City of Burton, Absent unified identity Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
	c. Hold an annual homeowner association information meeting.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Have more unity within the City of Burton, Absent unified identity Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
	d. Develop a central governmental communication system to link the citizens to the government, such as email.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community.

Attachment: Planning Workshop Goals and Objectives (3027 : Master Plan Workshop)

		Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	e. Use community advisory committees to gather neighborhood level input into planning issues.	(From Previous Land Use Plan- with modifications of language) Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Have more unity within the City of Burton, Absent unified identity Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
	f. Incorporate/coordinate with organizations working within the community to advertise each other’s existence and events.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
3. Promote citizen involvement by providing volunteer opportunities within the city. (From Previous Land Use Plan- with modifications of language)	a. Actively utilize existing communication with residents (website, Facebook, schools) to recruit volunteers for the city and organizations within the city for volunteer programs.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
4. Ensure public information on governmental procedures is readily available to citizens. (From Previous Land Use Plan- with modifications of language)	a. Keep the website up to date with information.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	b. Send the Dept. of Public Works (DPW) newsletter consistently.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	c. Utilize the Burton View to inform the public.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities.
	d. Utilize social media.	Stakeholder & Focus Group stated: More transparency from City of Burton. Have more unity within the City of Burton, Absent unified identity Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
5. Promote awareness by residents of local development issues. (From Previous Land Use Plan- with modifications of language)	a. Annual meeting (homeowner association meetings, public forms/meetings/workshops).	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Have more unity within the City of Burton, Absent unified identity Better collaboration and connection between all businesses in Burton and neighboring communities.

		Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
	b. Utilize social media	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Have more unity within the City of Burton, Absent unified identity Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
6. Provide mechanisms for citizen input. (From Previous Land Use Plan- with modifications of language)	a. Utilize the master plan Facebook page, survey monkey, or community remarks to survey public on policy issues as situations arise.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Better collaboration and connection between all businesses in Burton and neighboring communities. Have more unity within the City of Burton, Absent unified identity Community Survey: Rank unity within city—2.29 out of 5—Mostly Poor and inadequate
Goal: The public infrastructure is adequate to meet the needs of the community today and provides future opportunities for development and redevelopment and decisions on investments in public infrastructure are made through a process that maximizes the return on public funds and takes into account current and future land use.		
<i>Objectives:</i>	<i>Strategies:</i>	<i>Why:</i>
1. Promote development in areas currently served by adequate public infrastructure. (From Previous Land Use Plan- with modifications of language)	a. Evaluate the Future Land Use (FLU) density in relationship to utilities.	Best Practice as a strategy for zoning to the ability of the infrastructure to support the uses allowed in those districts.
2. Guide land use decisions so that unnecessary public utilities and services do not displace or duplicate more efficient systems. Only expand as needed. (From Previous Land Use Plan- with modifications of language)	a. Incorporate adequacy of utilities as a basis for rezoning, site plan and special land use decisions.	Planning Commissions and DWP statements about half built residential areas, where more of a tax base is needed to infill there before expansion is done elsewhere. Visioning Session: Fill in vacant subdivision
3. Develop a plan for future infrastructure improvements. (Based on ROWE recommendations and MPEA requirements)	a. Complete an annual inventory of existing infrastructure and use this as a basis for developing a capital improvement plan.	(From Previous Land Use Plan- with modifications of language)
	b. Prepare, coordinate and annually adopt as a part of the budget cycle, a schedule of proposed capital improvements for the next six years and a capital budget for the next year.	(From Previous Land Use Plan- with modifications of language)
	c. Prepare, adopt, and periodically update an official map of future public facility improvements in the city.	(From Previous Land Use Plan- with modifications of language) Best Practice.
	d. Add improvements to the Burton Senior Activity Center to meet increasing demands of the facility.	Stakeholder & Focus Group stated: Expand Senior Activity Center Facility Visioning Session: Expand Senior Activity Center Facility
	e. Add improvements to the Burton Memorial Library facility to meet increasing demands of services.	Stakeholder & Focus Group stated: Improvements to the Memorial Library—more parking spaces, larger library facility, onsite storage, recreation of Library Memorial Park, sidewalks along library, help getting volunteers for annual clean up and planting. Community Remarks: Expand the Burton Memorial Library Facility as well as book drop off for closed hours

Public Safety		
Goal: Fire and Police protection services provide a level of service required by the community.		
Objectives:	Strategies:	Why:
1. Maximize resources available for fire and police protection. (Written to incorporate previous objectives)	a. Evaluate the spending and expansion of millages.	Best Practice to identify potential revenue.
	b. Conduct a feasibility study on establishment of full time fire department.	(From Previous Land Use Plan- with modifications of language) Rank city services—3.11 out of 5—Mostly Adequate and Good
	c. Conduct a feasibility study of combining fire and police services.	(From Previous Land Use Plan- with modifications of language)
2. Target needs for additional services. (Written to incorporate previous objectives)	a. Target areas that could use illegal activity relief.	(From Previous Land Use Plan- with modifications of language) Community Remarks: Crime is affecting businesses, where many developments such as Courtland Center, Home Depot/K-mart/Kroger plaza, and movie theater/Target plaza
3. Enhance capabilities for fire and police protection. (Based on stakeholder and focus group comments)	a. Promote neighborhood watch programs.	(From Previous Land Use Plan- with modifications of language)
	b. Identify areas of concern, through police reports.	(From Previous Land Use Plan- with modifications of language)
	c. Utilize crime prevention through environmental design.	(From Previous Land Use Plan- with modifications of language)
	d. Hold an annual homeowner meeting.	Stakeholder & Focus Group stated: More transparency from City of Burton. Want proactive, not reactive communication, and general communication with different parts of the community. Improve the image/perception of the City of Burton away from Flint. Make the city more of a resource for information
Goal: Residents feel safe and secure in their homes and in the community.		
Objectives:	Strategies:	Why:
1. Provide for safer neighborhoods. (Written to incorporate previous objectives)	a. Implement a program of increased street lighting of sidewalks and roadways.	Stakeholder & Focus Group stated: There are often dark areas on streets and commercial shopping center properties
	b. Increase the visibility of police in neighborhoods.	(From Previous Land Use Plan- with modifications of language)
2. Provide for increased safety in commercial and industrial areas. (Written to incorporate previous objectives)	a. Create a policy to address panhandlers.	Stakeholder & Focus Group stated: Create an ordinance to control panhandlers that requires those receiving money on the street to have vender license, while keeping in mind to not outlaw charity organizations, who collect donations on the street. Visioning Session: Identified as a weakness the amount of panhandlers.
	b. Increase the visibility of police	(From Previous Land Use Plan- with modifications of language)
Community		
Goal: The community is unified and has a unique feel and identity.		
Objectives:	Strategies:	Why:
1. Establish Gateways into the community as well as downtown area. (Based on DDA Visioning Plan)	a. Implement the Downtown Development Authority (DDA) Visioning Plan.	Many of the features in the DDA Visioning Plan are indicated as wanted attributes in the community such as gateways. Community Survey: Rank quality of business area of Saginaw Street from Hemphill to Maple Rd—2.3 out of 5—Mostly inadequate to adequate
	b. Evaluate the Gateways for the City of Burton using MDOT.	Create welcoming gateways whether entirely within the road right of way or with development of properties adjoining gateways and key intersections-- DDA Visioning Plan Visioning Session: Establish Gateways/Placemaking
2. The beautification of the city including streetscapes, parks, and other public spaces. (Based on Community Survey)	a. Partner with organizations to search for grants.	Best Practice to discuss need for grant capability with Planning Commission.
	b. Provide adequate funding to maintain the park system.	Stakeholder & Focus Group stated: Support the park system to increase amenities and quantity to draw in more people to the area. Increase funding for Parks and Recreation, including a full-time Director
	c. Implement the Downtown Development Authority (DDA) Visioning Plan.	Many of the features in the DDA Visioning Plan are indicated as wanted attributes in the community such as public art, more sidewalks, and streetscaping to name a few. Community Survey: Rank quality of business area of Saginaw Street from Hemphill to Maple Rd—2.3 out of 5—Mostly inadequate to adequate

	d. Implement the Parks and Recreation Master Plan.	Stakeholder & Focus Group stated: Support the park system to increase amenities and quantity to draw in more people to the area. Community Survey: There should be an increase in park space in the city.—4 out of 5—Majority Strongly-Agree There should be an increase in a natural trail network in the city.—4.3 out of 5—Majority Strongly Agree Rank parks and recreation system—2.74 out of 5—Mostly Adequate, Good, Inadequate
3. Create activities that attract people from within and outside the community to the City of Burton. (Based on stakeholder and focus group comments)	a. Continue to promote and advertise the Burton Race Series.	Stakeholder & Focus Group stated: Support the park system to increase amenities and quantity to draw in more people to the area. Many people enjoy the Burton Race Series and come from other areas and includes residents. This event is showcasing the city. Rank pride within city—2.53 out of 5—Mostly Poor-adequate/good Visioning Session: Identified as a strength.
4. The unification of the community through consolidation of school districts. (Based on stakeholder and focus group comments)	a. Work with the school systems.	Stakeholder & Focus Group stated: There have been many comments related to the encouragement of the unification of the schools. Visioning Session: Identified as a strength.
5. Create a unique identity for the City of Burton. (Based on DDA Visioning Plan and Planning Commission comments)	a. Develop and advertise a city slogan.	(From Previous Land Use Plan- with modifications of language) Create an identity for the City of Burton Downtown area: -- DDA Visioning Plan
Goal: The city is a neat and attractive community.		
Objectives:	Strategies:	Why:
1. Maintain the appearance of buildings and sites. (Written to incorporate previous objectives)	a. Continue to promote semi-annual community clean-up days, individual’s property is the emphasis.	(From Previous Land Use Plan- with modifications of language)
	b. Continue strict enforcement of the building and property maintenance codes.	(From Previous Land Use Plan- with modifications of language)
	c. Adopt new ordinances as necessary by community conditions.	Best Practice as a general strategy to serve as basis for any necessary ordinance to address issue.
	d. Establish a program to help with façade improvements of businesses and/or residential homes.	Best Practice as a standard strategy to address blight.
	e. Create a policy for yearly inspections of rental units.	Stakeholder & Focus Group stated: Have rental unit expectations to ensure quality of living for residents.
	f. Create a paint program through non-profit organizations.	Best Practice as a general strategy discussed with Planning Commission.
2. Promote quality and aesthetic compatibility in new development and redevelopment of buildings and site. (Written to incorporate previous objectives)	a. Establish regulations to reduce the visual clutter and traffic hazards caused by poorly designed and located signs.	(From Previous Land Use Plan- with modifications of language)
	b. Evaluate the zoning ordinance.	Best Practice as a general strategy to serve as basis for future text amendment.
3. Promote quality in public improvements that enhance the look of the community. (Written to incorporate previous objectives)	a. Provide more resources to the DPW for enforcement, and inspectors.	Consistent with discussion with Planning Commission.
	b. Hold and promote an annual community pride day devoted to the beautification of public spaces.	(From Previous Land Use Plan- with modifications of language)

Goal: Senior citizens and disabled persons have a high quality of life and a high level of accessibility to the community.		
Objectives:	Strategies:	Why:
1. Improve accessibility for persons with mobility disabilities. (Based on stakeholder and focus group comments)	a. Incorporate barrier free access to the non-motorized transportation plan.	Stakeholder & Focus Group stated: Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons The addition of more parks in the south side of the city for all ages and full disable person accessible
	b. Amend the zoning ordinance to include standards for barrier free access.	Stakeholder & Focus Group stated: Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons The addition of more parks in the south side of the city for all ages and full disable person accessible
	c. Require new development or major improvements to allow easy mobility for all.	Stakeholder & Focus Group stated: Coordinate future site planning with MTA regarding barrier free parking and bus stops There could be more connectivity between MTA bus stops, sidewalk, and park lots areas, to allow easy mobility for all disable persons The addition of more parks in the south side of the city for all ages and full disable person accessible
2. Improve access by senior citizens to community resources. (Based on a variety of public engagement activities)	a. Develop a relationship with community organizations to make improvements and increase quality of life of residents within the city.	Community Survey: Rank Quality of Life in City- 3.13 out of 5--- Mostly Adequate and Good
	b. Add improvements to the Burton Senior Activity Center to meet increasing demands of the facility.	(From Previous Land Use Plan- with modifications of language) Stakeholder & Focus Group stated: Expand Senior Activity Center Facility Visioning Session: Expand Senior Activity Center Facility
Business		
Goal: The city is an attractive location for establishment of local small businesses.		
Objectives:	Strategies:	Why:
1. Create a welcoming environment for new businesses. (Based on stakeholder and focus group comments)	a. Coordinate with business organizations to coordinate welcoming and getting new businesses to the city.	Create welcoming gateways whether entirely within the road right of way or with development of properties adjoining gateways and key intersections-- DDA Visioning Plan DDA Visioning Plan- Develop conceptual streetscape plan of phase I that will establish a design scheme for all elements within the street right of way (ie: lighting, landscaping, pavement and sidewalk treatments) Visioning Session: Establish Gateways/Placemaking Improve Local Economy Stakeholder & Focus Group stated: Stronger welcome and network for new businesses to engage with Promote local run businesses
	b. Create a business incubator space for young entrepreneurs	Stakeholder & Focus Group stated: Retaining more young professions to stay in the area Visioning Session: Retaining more young professions to stay in the area
	c. Work with schools and colleges to aid new and expanding businesses.	Visioning Session: Work with colleges and schools
2. Protect commercial areas from blight and nuisances, to enhance the image of Burton as an attractive place to invest in a business. (From Previous Land Use Plan- with modifications of language)	a. Amend the development plan to allow the DDA to obtain blighted properties	Community Survey: Junk/dilapidated problems highly associated with commercial—3.73 out of 5—Majority Agree with Neutral Junk/dilapidated problems highly associated with industrial—3.71 out of 5—Majority Agree with Neutral Stakeholder & Focus Group stated: To have a façade improvement program
	b. Address traffic and other infrastructure concerns that effect the accessibility and attractiveness of businesses districts.	Stakeholder & Focus Group stated: The addition and connection of more sidewalks and crosswalks throughout community for all users (bike, pedestrians, and disable-person individuals)

3. Promote the establishment of neighborhood commercial establishments. (From Previous Land Use Plan-with modifications of language)	a. Amend the zoning ordinance to allow for a range of neighborhood commercial uses.	The Target Market Analysis by Land Use USA, indicated this is what many demographics are looking for of those who are moving. Community Survey: Commercial development should be located in existing business areas in city to support their continued growth.—4.29 out of 5—Majority Agree Strip commercial developments should be required to provide common driveways, acceleration/deceleration lanes, and parallel drives to increase traffic study.—4.1 out of 5—Majority Agree It should be a goal of the plan to encourage more commercial businesses in the community.—4.2 out of 5—Majority agree
4. Develop a set of standards for commercial and industrial developments, that will promote good will between business and industrial owners. (From Previous Land Use Plan-with modifications of language)	a. Amend the zoning ordinance to provide for buffers between the land uses.	Stakeholder & Focus Group stated: More of a buffer zone along creeks in city
Goal: The city has an identifiable commercial center that helps to define Burton’s unique character.		
Objectives:	Strategies:	Why:
1. Create a commercial area development plan for the DDA. (Based on DDA Visioning Plan)	a. Coordinate with the City of Flint.	Best Practice for consistency with general policy of coordination in MPEA.
	b. Implement the DDA Visioning Plan and provide resources.	Community Survey: Rank quality of business area of Saginaw Street from Hemphill to Maple Rd—2.3 out of 5—Mostly inadequate to adequate
	c. Promote development of the area to create the appearance of a town center.	Community Survey: Rank quality of business area of Saginaw Street from Hemphill to Maple Rd—2.3 out of 5—Mostly inadequate to adequate
	d. Promote the DDA and increase its visibility in the community.	Stakeholder & Focus Group stated: By promoting the area you may draw in more people to the area.
2. Develop and promote a “sense of place” within the city’s principal retail districts. (Based on DDA Visioning Plan and Michigan Economic Development Corporation)	a. Establish a grant program through DDA for projects that will develop a sense of place.	Stakeholder & Focus Group stated: Create a “sense of place” in community Visioning Session: Create a “sense of place” in community
	b. Target areas for implementation of a public art program.	Community Remarks: Placing more art around the community Visioning Session: Add more art around city
	c. Implement the DDA Visioning Plan elements that create a sense of place.	Stakeholder & Focus Group stated: Create a “sense of place” in community Visioning Session: Create a “sense of place” in community
3. Revitalize Courtland Mall area to be a vibrant shopping destination. (Based on a variety of public engagement activities)	a. Develop a concept plan for redevelopment of the area.	Stakeholder & Focus Group stated: Revitalize the Courtland Mall Community Remarks: Revitalize the Courtland Mall Visioning Session: Revitalize the Courtland Mall
	b. Work with existing owners and renters of the mall.	Stakeholder & Focus Group stated: Revitalize the Courtland Mall Community Remarks: Revitalize the Courtland Mall Visioning Session: Revitalize the Courtland Mall

Housing		
Goal: The city has a mix of housing types in a range of prices that provide housing opportunities for all socio-economic groups in the area.		
Objectives:	Strategies:	Why:
1. Encourage the development of a range of housing including missing middle housing. (Based on a variety of public engagement activities)	a. Assure that zoning districts within the city provide a variety of density and housing types including the missing middle, such as housing opportunities that are fourplex and six-plex, to optimize choices in dwellings.	(From Previous Land Use Plan- with modifications of language) Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral There should be more mixed use, duplexes, and triplexes built within the city.—3.03 out of 5— Mainly Neutral with more disagree. Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	b. Provide for housing options for seniors and the disabled.	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	c. Leverage state and federal grants to provide financing for affordable and senior housing	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing Community Survey: Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
	d. Address housing for students in the zoning ordinance.	The Planning Commission discussed the possibility of utilizing the closeness to colleges to fill vacant housing.
	e. Coordinate the demand for student housing with the areas nearby colleges.	The Planning Commission discussed the possibility of utilizing the closeness to colleges to fill vacant housing.
2. Provide for a range of housing locations, both urban and rural. (Based on Land Use/USA report and community survey)	a. Review zoning for the future land use map.	Best Practice for the basis for potential rezonings.
	b. Evaluate proposals to ensure an appropriate balance in the types of housing in the city.	Community Survey: The city should encourage the development of all types of housing to ensure that affordable housing is available to all income groups.—3.47 out of 5— Majority Neutral with more agrees than disagrees
	c. Evaluate existing zones of commercial parcels in residential areas for down zoning back to residential.	Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral
3. Encourage affordable housing options within the city. (Based on Land Use/USA report and community survey)	a. Explore “missing housing” options	Community Survey: Mixed uses or live work environments should be allowed within our commercial districts. (This is where multiple uses, commercial on first floor and residential on top, are put within one building)—3.86 out of 5—Majority Agree and are neutral There should be more mixed use, duplexes, and triplexes built within the city.—3.03 out of 5— Mainly Neutral with more disagree.
	b. Review the zoning ordinance for flexibility.	Stakeholder & Focus Group stated: Have fees for building permits easier and less costly, because many people do not apply or then do not do improvements Community Survey: Home businesses should be strictly regulated and limited.—3.63 out of 5—Majority Neutral with more agrees than disagrees
	c. Coordinate incentives to encourage affordable housing.	Stakeholder & Focus Group stated: More affordable and accessibility housing Visioning Session: More affordable and accessibility housing

		Community Survey: The city should encourage the development of all types of housing to ensure that affordable housing is available to all income groups.—3.47 out of 5— Majority Neutral with more agrees than disagrees Rank affordable housing—3.47 out of 5—Mostly Good and Adequate Rank accessible housing—2.87 out of 5—Mostly even for Adequate /Good
Employment		
Goal: There is a diverse range and adequate number of employment opportunities in the city.		
Objectives:	Strategies:	Why:
1. Create a diversification in the economy to reduce reliance upon the automobile industry. (Based on a variety of public engagement activities)	a. Partner with organizations to get new business using the Michigan Economic Development Corporation (MEDC).	Stakeholder & Focus Group stated: More business recruitment from people outside of the city
	b. Work with local surrounding colleges.	Youth Charrette: More internship opportunities Stakeholder & Focus Group stated: Entrepreneur training/networking opportunities
	c. Target members of the “knowledge community” participating in the new economy, by developing a desirable community to live in through “placemaking”.	Youth Charrette: More science, technology, engineering, math (STEM) jobs Stakeholder & Focus Group stated: Entrepreneur training/networking opportunities Incubator space for startup businesses Incentive/encourage companies to have internship programs Visioning Session: Get high tech jobs
2. Create new jobs through the retention and expansion of existing employers. (From Previous Land Use Plan- with modifications of language)	a. Work with the Chamber of Commerce and other organizations to meet with local businesses and identify their needs.	Best Practice to be consistent with general policy with the cooperation of the business community.
3. Create new jobs through the attraction of new companies. (From Previous Land Use Plan- with modifications of language)	a. Target the manufacturing, finance, insurance, service, and distribution sectors of the economy as the primary focus of new job creation (including research, design, engineering, administration, and production).	(From Previous Land Use Plan- with modifications of language) Stakeholder & Focus Group stated: More business recruitment from people outside of the city
4. Capitalize on assets like I–475, I–69, the railroad, the Courtland Mall, and the existing industrial areas. (From Previous Land Use Plan- with modifications of language)	a. Create an inventory of commercial assets and develop them into marketing materials for the city.	Stakeholder & Focus Group stated: More business recruitment from people outside of the city
5. Recruit businesses with high tech and skilled labor jobs. (Based on discussion with the Planning Commission and following review of Land Use/USA report)	a. Create partnerships with colleges and technical skill training facilities.	Stakeholder & Focus Group stated: More business recruitment from people outside of the city Entrepreneur training/networking opportunities Incentive/encourage companies to have internship programs To encourage businesses to hire disabled persons as workers Visioning Session: Get skilled labor jobs