

Oscoda Township Downtown- Implementation Plan

STATUS COLOR LEGEND & TOGGLE

Not Started	In Progress	Delayed	Complete
ON	ON	ON	ON

OBJECTIVE	LOCAL GOAL(S)	REGIONAL GOAL(S)	STATUS	OWNER	ANTICIPATED		ACTUAL		Success Measurement
					START DATE	END DATE	START DATE	END DATE	
1. Create Vacant Building Registry	1, 6	1, 3	In Progress	Superintendent		12/31/2019			Registry adopted and enforced
1.A. Research Vacant Building Registry ordinances (examples)	1, 6	1, 3	Complete	Superintendent					
1.B. Create Oscoda-Specific Registry Ordinance	1, 6	1, 3	Complete	Superintendent					
1.C. Planning Commission Recommends Registry	1, 6	1, 3	Complete	Superintendent					
1.D. Township Board Adopts Registry	1, 6	1, 3	Complete	Superintendent					
1.E. Inventory Vacant Buildings	1,6	1,3	Complete						
1.F. Create & Populate Downtown Property Database	1,6	1,3	In Progress						
2. Create a parking management plan	1, 7	1	Complete	Superintendent + Economic Improvement Director		12/31/2025			Parking Management Plan Created
2.A. Map all available parking in downtown (detailed- number of spaces, condition, ownership, etc)	1, 7	1	Complete	Superintendent + Economic Improvement Director					
2.B. Create map of public spaces and promote	1, 7	1	Complete	Superintendent + Economic Improvement Director					
2.C. Conduct survey or use/vacancy times	1, 7	1	Complete	Superintendent + Economic Improvement Director					
2.D. Work with property owners to evaluate parking needs	1, 7	1	Complete	Superintendent + Economic Improvement Director					

2.E. Determine what options Township could use to better manage parking supply (ownership, lease, trade) based on current and projected needs	1, 7	1	Complete	Superintendent + Economic Improvement Director					
2.F. Determine what spaces may be better utilized as development rather than parking	1, 7	1	Complete	Superintendent + Economic Improvement Director					
3. Create Vibrancy Grants	1, 6	1	In Progress	Economic Improvement Director		6/1/2020			At least three grants awarded
3.A. Meet with local property/business owners about potential parameters (uses, general design, matching funds, timing) to narrow down focus	1, 6	1	Complete	Economic Improvement Director					
3.B. Create program parameters and identify funding	1, 6	1	In Progress	Economic Improvement Director					
3.C. Township Board Approves Parameters	1, 6	1	Not Started	Economic Improvement Director					
3.D. Create intake and scoring process (if needed)	1, 6	1	Not Started	Economic Improvement Director					
3.E. Market program to property/business owners	1, 6	1	Not Started	Economic Improvement Director					
3.F. Determine which properties/business will be funded	1, 6	1	Not Started	Economic Improvement Director					
3.G. Board Approves Funding	1, 6	1	Not Started	Economic Improvement Director					
3.H. Execute grants/purchases	1, 6	1	Not Started	Economic Improvement Director					
3.I. Celebrate completion (ribbon cutting, press release, add to "what's new" communications	1, 6	1	Not Started	Economic Improvement Director					
4. Improve Walkability + Traffic Calming	1, 7	1, 11	Not Started	Superintendent + Economic Improvement Director		12/31/2029			At least five crosswalks newly marked
4.A. Meet with MDOT Region Office to determine how local streets can interface with US-23	1, 7	1, 11	In Progress	Zoning Administrator					
4.B. Identify local street crossings in downtown	1, 7	1, 11	In Progress	Zoning Administrator					

4.C. Identify potential designs for crosswalks	1, 7	1, 11	Not Started	Superintendent + Economic Improvement Director					
4.D. Work with DPW and public to determine what designs/stencils should be used in crosswalks	1, 7	1, 11	Not Started	Superintendent + Economic Improvement Director					
4.E. Implement new crosswalk designs	1, 7	1, 11	Not Started	Superintendent + Economic Improvement Director					
4.F. Work with MDOT to determine what streetscape modifications could be made to calm traffic	1, 7	1, 11	In Progress	Zoning Administrator					
4.G. Work with MDOT to identify funding/budget for improvements	1, 7	1, 11	In Progress	Zoning Administrator					
4.H. Execute improvements	1, 7	1, 11	Not Started	Superintendent + Economic Improvement Director					
5. Create More Public Art + Murals	1, 4	1, 9	In Progress	Economic Improvement Director		3/31/2021			At least three new pieces of public art installed
5.A. Create a "Where Would You Like Art?" social media campaign to have residents, businesses, and property owners post pictures of where they would like to see public art	1, 4	1, 9	Complete	Economic Improvement Director					
5.B. Work with property owners to determine willingness to participate	1, 4	1, 9	In Progress	Economic Improvement Director					
5.C. Get public feedback to determine location(s) or art installments and determine mediums	1, 4	1, 9	Complete	Economic Improvement Director					
5.D. Solicit artists to send proposals	1, 4	1, 9	Not Started	Economic Improvement Director					
5.E. Determine which art will be installed and where	1, 4	1, 9	In Progress	Economic Improvement Director					
5.F. Execute contract with artists	1, 4	1, 9	Not Started	Economic Improvement Director					
6. Create Archway to connect downtown to beachfront	1, 7	1	In Progress	Superintendent		12/31/2022			Gateway Created
6.A. Determine Right-of-Way conditions	1, 7	1	In Progress	Superintendent					

6.B. Design sign to meet ROW conditions and location	1, 7	1	In Progress	Superintendent					
6.C. Have archway created	1, 7	1	In Progress	Superintendent					
6.D. Install archway	1, 7	1	In Progress	Superintendent					
7. Encourage Micro + Pop-Up Retail	1, 4, 6	1, 3	In Progress	Economic Improvement Director		3/31/2021			At least two new retailers downtown
7.A. Meet with vacant property owners to explain and determine openness to either concept	1, 4, 6	1, 3	In Progress	Economic Improvement Director					
7.B. Once willingness is established, work with property owners to determine potential rent rates for pop-up retail	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.C. Once willingness is established, determine which property owners would consider demising walls to create micro-retail spaces	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.D. Consider micro-retail space alternatives (sheds, containers, etc) to existing buildings if owners not interested. Possible sites would be sheds at Furtaw Field or property near beach	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.E. Promote potential pop-up retail sites	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.F. If property owners are interested, determine best locations for micro retail and estimated costs for demising walls	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.G. Create grants for demising wall recipients	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.H. If no property owners interested, determine costs to create new spaces on vacant property	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.I. Using farmers market model, determine rules for micro retail users and rent	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.J. Pre-lease micro-retail space	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.K. Purchase and install sheds/containers for village	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
7.L. Celebrate opening and market retail	1, 4, 6	1, 3	Not Started	Economic Improvement Director					
