

CITY OF HART

2017 Master Plan

Adopted December 19, 2017

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ACKNOWLEDGMENTS

The 2017 City of Hart Master Plan update involved significant effort from citizens, staff, consultants, and members of the Planning Commission and City Council. Without this support, completion of this plan would not have been possible.

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Chapter 1

Introduction

COMMUNITY VISION

Hart residents take pride in their community. They describe the City as friendly, safe, convenient, quiet, and family-oriented. The City of Hart has strong neighborhoods, a historic downtown, numerous recreational opportunities, and places of business and employment. Providing its own utility services, it can be considered a self-reliant community where residents can live, work, and play. The residents of Hart value the City's past and its historic buildings and character. At the same time, business and land owners are making significant investments to ensure Hart is a thriving place for its residents and visitors.

The City's vision is to maintain a strong community that retains its small-town appeal. A city with a variety of housing types, places of employment, and recreational opportunities for a diversifying population. Residents wish to preserve the past while innovating to take advantage of future opportunities and changing conditions.

The City of Hart's Master Plan is a statement of the community's future vision and the goals and principles on which it stands. The Master Plan will guide future decisions concerning redevelopment, land use, preservation, and public expenditure. The plan strives to strike a balance between preservation efforts and development and between overall community interests and individual property rights. It is a living document that is the basis for decision-making and an annual work plan for implementation.

Master Planning

The 2017 Master Plan builds upon previous plans and updates, the most recent occurring in 2013. The plan was developed under the authority of the Michigan Planning Enabling Act, PA 33 of 2008. The Master Plan is the basis for the City's Zoning Ordinance, which regulates the use of land and includes processes for review of residential, commercial, and industrial development.

Plan Elements

The Master Plan consists of several components, including:

- Public input, which is an essential part of the master planning process. Public input is the foundation of the City's Master Plan and guides the vision, goals, and strategy within the plan.
- A character area analysis and community inventory.
- Goals, principles, and action steps that guide decision-making and allow the City to achieve its vision.
- A future land use, redevelopment, and infrastructure plan that describes the long-range land use pattern proposed for the City.
- Background research regarding housing, population, the economy, and other current conditions within the City.

Considerations

The Master Plan is based upon numerous discussions by the public, Planning Commission, City Council, and Staff. Considerations include:

- Perspectives and desires of residents and business owners.
- Best community planning practices and those outlined by the Redevelopment Ready Communities® (RRC) program, developed by the Michigan Economic Development Corporation (MEDC).
- Mobility of Hart's residents, visitors, and workers, by foot, bicycle, wheelchair, or motor vehicle.
- Housing choice for considering a variety of preferences, needs, and household incomes.
- The character of the community desired by its residents, landowners, and workers.
- Development constraints and opportunities considering infrastructure and natural features of the City.
- Economic development and opportunities for job growth and increase of the tax base.
- Ability to provide the public with services.



Chapter 2

The People

OUR PERSPECTIVES

During the master planning process, there were several opportunities for public input prior to the official public hearing. The open house and community survey provided valuable information and serve as a base for plan recommendations.

Open House

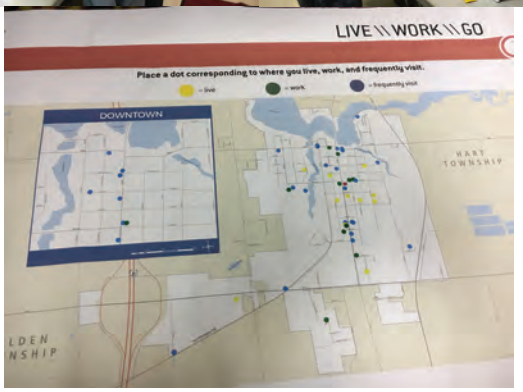
A formal public open house was held on June 22 with several interactive stations. Consultants and staff were available to answer questions and explain the master planning process. To maximize interactive public input, stations were available for the next month for continued opportunity for public involvement. Additionally, the stations were moved to the Hart Main Street office for a week to capture a more diverse group of participants.

Participants were asked to respond to the following:

- Where do you live, work, and go?
- What are the most important goals from the previous Master Plan?
- What are the positive and negative aspects concerning land use and development?
- What are the key opportunities in the City?
- Where do roads, sidewalks, and pathways need to be added or improved?







Input received from the open house included over 100 comments. Some of the top comments were:

- The most frequent general comments included the following priorities: maintenance and upkeep of properties, the need for more affordable housing options, and better paying jobs.
- In order of priorities, the goals of the City were ranked in this order: support of Main Street/downtown, attract new permanent residents, be a recreation hub, attract tourists, develop a cost effective and consolidated infrastructure system, and plan for the development of Polk Road.

Other specific comments for land use and development are included in an associated outcomes report.

Survey

In addition to the open house opportunities to comment, an online community survey gathered 66 responses. The goal of the survey was to seek additional input and to provide those residents unable to attend meetings with an opportunity to share their perspectives. The following is a summary of results. A complete set of the results of this survey can be found in a separate report.



City of Hart Community Survey

The City of Hart is currently updating its Master Plan. The plan serves as a general guide for growth, redevelopment, and preservation in the community. It is very important that we have as much input from the community as possible during this effort. We ask for your cooperation in completing the survey, as your participation will help make the City a better place to live, work, and play.

www.surveymonkey.com/r/hartplan

Online survey will be available on July 8

Hardcopy surveys will also be available at City Hall, located at 407 State Street (Next to the Library).

- *Respondents.* Most respondents lived within the City limits (71%). Others, potentially business owners or nearby residents, constituted approximately a quarter of the respondents.
- *Life in Hart.* Of those living in the City, over one-third (36%) are long-time residents of over 25 years. Over half of the respondents have lived in the City over 10 years. Therefore, there were many residents that have the background to respond to today's conditions based on many years of their lives spent in Hart.
- *Housing.* The clear majority of respondents live in detached single-family homes (90%). This is not surprising as it is the predominate housing product in the City. However, in recent years most new dwellings have been within multi-family developments.
- *Impression of the City.* Most respondents agreed that the best way to describe Hart was a "small town/city" (71%). A few believed Hart is growing (12%). Even fewer respondents classified the City as an employment center, tourist destination, historic city, or a cultural center. However, respondents were only asked for their top choice on this question.
- *Why Live in Hart?* The highest ranked response to why respondents live in Hart is that it is near family and friends (38%). For others, it is a convenient location and close to their place of work (22%).

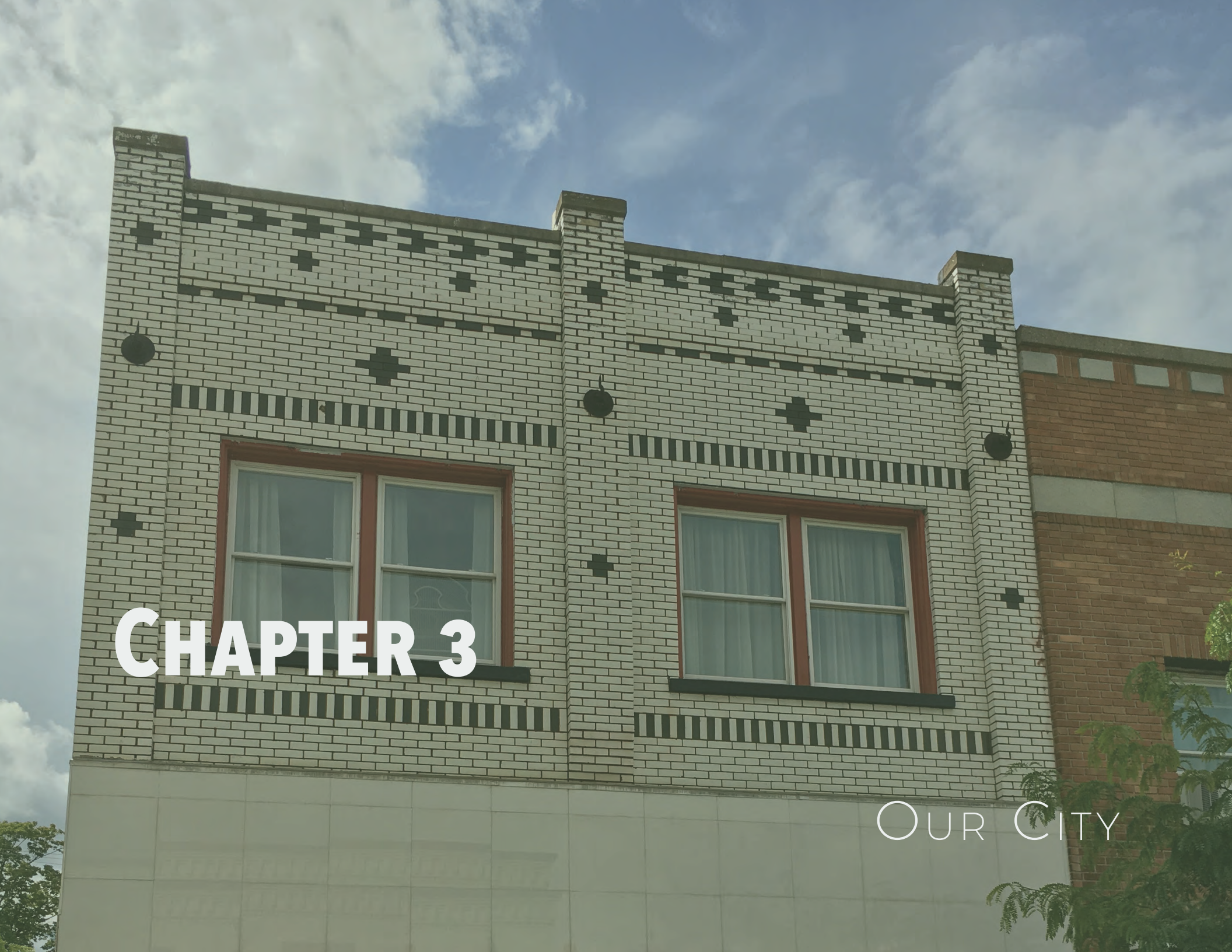


- *Housing Formats.* While most residents live in detached single-family homes, respondents were asked about different housing types. Many respondents saw the need for senior housing (75%), which is understandable as keeping family close was the most important reason why residents live in Hart. Residents wish to age and retire in the same place they spent their lives. Over half of the respondents believed attached single-family housing, such as townhomes and duplexes, were needed (53%), which was then followed closely by the need for apartments (52%). As the City has built-out in a single-family format historically, this shows a potential need for a more diverse housing stock and "missing middle" products (a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living). Further, 66% of respondents specifically supported the need for a greater variety of housing types. Respondents were less sure about the need for manufactured homes and mixed-use buildings.
- *Land Use.* Respondents saw the greatest future need for manufacturing facilities (73%), retail stores (70%), and additional medical offices and services (53%). This supports the need for industrial park expansion and the redevelopment of sites identified in this plan. The vast majority of respondents agree that new businesses and services are essential (86%).
- *Parks.* From a recreational perspective, 81% of respondents supported the protection of scenic vistas while the majority supported the development of additional parks and trails (68%) and public waterfront accessibility (64%).
- *Downtown History.* 76% of respondents support historic preservation and 65% valued the City's historic character. 55% were unsure or did not support more signage in the downtown business area.
- *Other Issues Important to Respondents.* Other important issues for respondents included the following: upkeep and maintenance of homes and yards (94%), traffic safety on Polk and Oceana (93.4%), water quality (92%), bike and pedestrian safety (90%), preservation of parks and natural areas (89%), and the image of Polk Road (82%).



Communication of Results

As important as gathering public input and hosting opportunities for involvement, the City shared the outcome of the public participation process. A formal report was created after the conclusion of the open house and community survey and it was made available for public review at City Hall and online. This summary is a separate background report that supplements the Master Plan.



Chapter 3

Our City

HISTORY AND CONTEXT

Hart is the only city in Oceana County and is the county seat. The community was established around the fruit farming industry and is the home to several large fruit storage and processing facilities. Just east of US-31, Hart is only seven miles from Lake Michigan and close to Silver Lake State Park.

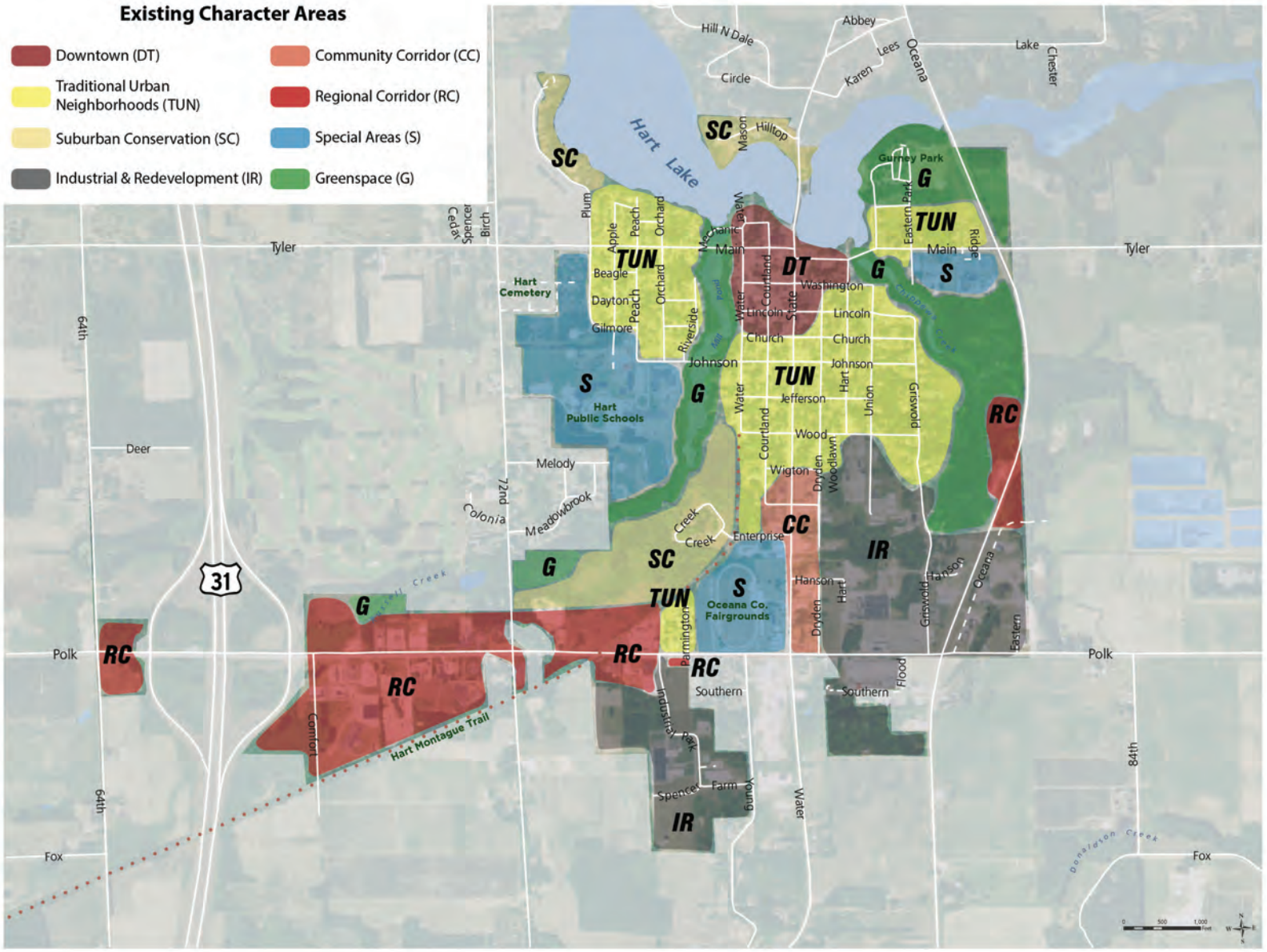
The City is an employment and service center to the greater Hart community and is the home of several service businesses that are vital to everyday living, including grocery, hardware, and financial services. A Michigan State Police Post and County Road Commission facilities are also located in the City along with Oceana County offices. The Oceana Medical care facility is in the northeast portion of the City. Most of the community is walkable, having ready access to parks and the downtown by foot.



EXISTING CHARACTER AREAS

The City was divided into several character areas to help make distinctions between unique neighborhoods, districts, and corridors. Study and analysis of these character areas allowed the City to:

- Classify each area by a review and assessment of common characteristics: land use, existing zoning, density, intensity, utility availability, and general infrastructure.
- Establish a clear and simplified framework for growth and create the foundation of the future land use map.
- Provide justification for future land use planning within each character area and to create general distinctions between areas.


Existing Character Areas
Downtown (DT)
Traditional Urban Neighborhoods (TUN)
Suburban Conservation (SC)
Industrial & Redevelopment (IR)
Community Corridor (CC)
Regional Corridor (RC)
Special Areas (S)
Greenspace (G)
Hart Lake
Hart Cemetery
Hart Public Schools
Oceana Co. Fairgrounds
Gurney Park
Hart Montague Trail
Tyler
Polk
Fox
Deer
Melody
Meadowbrook
Colonia
Main
Washington
Lincoln
Church
Johnson
Jefferson
Wood
Wigton
Enterprise
Hanson
Southern
Farm
Spencer
Parmington
Industrial Park
Comfort
Oceana
Eastern
Griswold
Union
Hart
Dryden
Woodlawn
Courtland
Water
Riverside
Orchard
Peach
Apple
Plum
Beagle
Dayton
Gilmore
Mechanic
Hilltop
Mason
Circle
Hill N Dale
Abbey
Lees
Karen
Lake
Chester
Ridge
Eastern Park
Cedar
Spencer
Birch
64th
72nd
84th
31
SC
TUN
DT
G
S
RC
CC
IR

Downtown

The historic downtown includes a mix of land uses and is compact, vibrant, and walkable. The downtown area is the most intense in terms of energy and public activity in the City. The area is pedestrian-oriented, although individuals may arrive by all modes of transportation, including bicycles and cars. Downtown Hart contains many elements that reflect a strong sense of history. Some brick storefronts in the core downtown date back to the 1800s. Others reflect architecture from the early 1900s.

The compact layout of a traditional downtown like Hart's lends itself well to pedestrian traffic—strolling among storefronts and historic sites and window shopping with limited and controlled vehicular traffic. This strong point is another important advantage for small cities.

- *Downtown Character*
    - Buildings. Drawn to the street.
    - Uses. Retail, services, accommodations, restaurants, arts & entertainment, and attached dwellings and apartments.
    - Scale. Compact, walkable urban scale.
    - Blocks and Streets. Smaller blocks on an urban, compact scale.
    - Streetscape. Sidewalks, crosswalks, planters, streetlights, street trees, and benches.
    - Public Space. Small parks and common areas.
    - Parking. On-street parallel parking and behind buildings.



Traditional Urban Neighborhoods

This area is primarily residential in nature and is in close proximity to downtown. Although the primary form is single-family dwellings, apartments and attached single-family housing is present. These neighborhoods are on a grid street pattern and are arranged in a compact urban form. Traditional urban neighborhoods may include individual corner stores and some institutional uses, such as elementary schools and churches.



- *Traditional Urban Neighborhoods Character*
  - Buildings. Moderate setbacks with front yards.
  - Uses. Primarily single-family dwellings, some attached single-family housing and apartments, churches, corner stores, and public buildings and facilities.
  - Scale. Compact, walkable urban scale.
  - Blocks and Streets. Smaller blocks on an urban, compact scale.
  - Streetscape. Sidewalks, crosswalks, yard trees.
  - Public Space. Small parks and common areas.
  - Parking. On-street parallel parking, driveways, and garages

Suburban-Conservation

Suburban-Conservation neighborhoods are residential areas with newer development than Traditional Urban Neighborhoods. The framework is somewhat irregular and large blocks and streets may be disconnected and curvilinear. Suburban-Conservation neighborhoods are primarily low intensity residential areas with limited development potential due to topography or other natural features. The houses are sometimes concentrated to retain a larger portion of the area in a natural state.



- *Suburban-Conservation Character*
  - Buildings. Deep setbacks with front yards.
  - Uses. Primarily single-family dwellings, some attached housing, and few, if any, non-residential uses.
  - Scale. Larger lots, open spaces, and bikeable.
  - Blocks and Streets. Longer blocks, curvilinear streets, and

less connectivity.

- Streetscape. Trees but no sidewalks.
- Public Space. Not common.
- Parking. Driveways and garages.

Industrial

These areas are devoted to production and industrial operations.



- *Industrial Character*
  - Buildings. Deep setbacks and separated from adjacent incompatible uses.
  - Uses. Manufacturing, processing, assembly, contractor's offices, and warehousing. Some retail uses and services.
  - Scale. Larger lots, auto-oriented.
  - Blocks and Streets. Longer blocks, curvilinear streets, and less connectivity.
  - Streetscape. Not common.
  - Public Space. Not common.
  - Parking. Vast surface lots.

Community Corridor

The Community Corridor area is generally auto-oriented and primarily commercial, but is within a reasonable walking distance of many City residents. This area mainly serves the needs of the community and includes a grocery store, retail sales, pharmacy, services, and general businesses. These businesses are more oriented toward the community rather than a regional consumer base. The Community Corridor businesses are located along State Street, entering the core of the City.



- *Community Corridor Character*
  - Buildings. Moderate setbacks and separated from adjacent incompatible uses.
  - Uses. Retail, offices, and services.
  - Scale. Large lots and mostly auto-oriented. However, businesses can be accessed by cyclists and pedestrians as sidewalks are available and speeds are lower.
  - Blocks and Streets. Linear development pattern along major corridors, very little connectivity.
  - Streetscape. Not common.
  - Public Space. Not common.
  - Parking. Vast surface lots in front of buildings.

Regional Corridors

The Regional Corridors are auto-oriented and of a larger scale than the Community Corridor area. This area serves as a regional destination for goods and services as well as accommodations and hospitality for travelers passing through. They include a mixture of retail, office, and some residential interspersed. The Regional Corridors fall along Polk Road and portions of Oceana Drive.



- *Regional Corridors Character*
  - Buildings. Deep setbacks and separated from adjacent incompatible uses.
  - Uses. Hotels, restaurants, offices, services stations, public offices, retail, and services.
  - Scale. Larger lots, auto-oriented. High speeds and lack of bike lanes and sidewalks do not encourage non-motorized transportation.
  - Blocks and Streets. Linear development pattern along major corridors, very little connectivity.
  - Streetscape. Not common.
  - Public Space. Not common.
  - Parking. Vast surface lots in front of buildings.

Special Areas

There are several unique areas in Hart that are classified as Special Areas on the map.



- *Special Area Character*
  - Buildings. Deep setbacks.
  - Uses. Schools, medical facilities, fairgrounds, cemetery.
  - Scale. Larger, intense scale but less walkable. Easier to access by bike or car for some residents, depending on proximity.
  - Parking. Vast surface lots.

Greenspace

Hart Lake, in addition to being an important community amenity, is a 240-acre impoundment of the Pentwater River which has a hydroelectric dam that generates electricity for many area businesses and residents. Chippewa and Russell Creeks are part of the Hart Lake watershed and provide green spaces and wildlife habitat.

SCHOOLS

Hart Area Public Schools District serves the community with a high school, middle school, and elementary school. Combined enrollment is approximately 1,284 students.

RECREATION AND CULTURE

There are a number of cultural and recreation amenities for Hart's residents and visitors.

1. John Gurney Park.
2. Hart Commons.
3. Disc Golf (outside of City Limits).
4. Historic District.
5. Veteran's Memorial Park.
6. Culver Pocket Park.
7. Pointe Park.

MOBILITY

Road Network

Like most communities, Hart has four types of roadways, which function in a hierarchical fashion. These are major arterials, minor arterials, collectors, and local streets (See Transportation and Public Facilities Map). How a street functions in a community is important with respect to land use decisions, public walking routes, and public road improvements. The function of each roadway type is briefly described below. Depending on location, some systems may serve in more than one purpose:

- Major Arterial - A roadway whose principal function is the movement of high volumes of traffic into and through the city. Polk Road and Oceana Drive are the City's major arterials.
- Minor Arterial - A roadway whose principal function is the movement of traffic received from the City's system of collector streets intended mainly to move traffic to major streets. Minor arterials include Main and State Streets.
- Collectors - Collectors provide access to minor or major arterials by traffic originating from local streets. Collectors include Griswold and Johnson.
- Local Streets - Local streets are the neighborhood (residential) streets on which homes are located. Their only purpose is to provide land access.

Within the City, the major routes include Polk Road (east/west) and State Road (north/south). Oceana Drive connects the community to the Shelby area, and US-31 ties Hart to Ludington and Muskegon.

Complete Streets



Planning the City's transportation system involves more than just moving vehicles efficiently and safely. A transportation system needs to meet the needs of all types of users – motorists, pedestrians, bicyclists, and disabled residents and visitors. This approach is often referred to as planning for "complete streets," harmonizing streets with their surroundings while interlacing transportation networks to meet the mobility needs of all users. The City should implement context-sensitive street design solutions to accommodate all users and ability levels by installing ADA compliant curbs and ramps, pedestrian friendly crosswalks, sidewalks of appropriate width and distance from roadway, and on-street bicycle facilities where feasible and appropriate.

While much of the City contains sidewalks, there can be stronger connections made from the neighborhoods and the downtown to facilities such as the Hart-Montague Trail, the fairgrounds, and the historic district. Generally, existing sidewalks are concentrated in the mature neighborhoods. However, some areas of the City are void of sidewalks or trails. The Master Plan recommends that all residential neighborhoods contain sidewalks or trail links to key facilities, and along Polk Road and Oceana Drive. In addition to a strong sidewalk and trail system, signs and trail marking are important to guide the travel of cyclists and pedestrians.

Concerning parking and traffic calming, there are several curb extensions on State Street in downtown Hart, north of Church Street. Curb extensions narrow the travel width and create visual indicator that naturally slows traffic by design. Further, the extensions shorten the distance pedestrians must travel across a street, lessening the time exposed to traffic. As shown below, curb extensions can also provide additional open space for bike lanes, planters, benches, trees and other downtown amenities. Along with curb extensions north of Church Street, on-street parking has eliminated the two outside lanes of the four-lane cross section. The City owns State Street for another block south of Church Street as well. Similar traffic calming, on-street parking, and pedestrian accommodations could be extended farther south from Church Street, especially as downtown businesses grow.

High visibility crossings are recommended for key intersections in the City. Many crossings in the City have parallel stripes that have faded over time. Other eye-catching types of crosswalks have been shown to improve driver-yielding behavior. Further, accessible curb ramps are required by the Americans with Disabilities Act (ADA) at all crosswalks.





Faded Stripes



Hatched Crosswalk

Trail Town Community

The City of Hart is bisected by the US Bicycle Route 35, a 500-mile route that runs from Indiana through Michigan to Sault Ste. Marie, Canada, generally following the Lake Michigan shoreline and through the eastern Upper Peninsula. Within the City limits, the southern portion is an off-road multi-use trail, known as the Hart-Montague Trail. North of Wood Street, Route 35 continues north with an on-road bicycle route designation.



"Trail Towns" are communities that capitalize on long-distance trail planning opportunities for tourists, distance travelers, athletes, and local recreational users. The City of Hart's efforts to support the Hart-Montague trail and build from the benefits of the facility are consistent with many national and state-wide Trail Town planning efforts. Not only are trails a recreational benefit to residents, but they can serve as an economic driver. Some of the benefits to embracing the Trail Town best practices are:

- The City's status as a tourist destination increases.
- There are additional opportunities for residents.
- Local businesses, services, and accommodations benefit from use, promotion, and marketing.
- New business opportunities are created.
- Alternative forms of transportation are supported.

As a trail-oriented community, the City of Hart should continue to embrace Trail Town recommendations and projects.

1. Increase the use of the informational kiosk with local City mapping and business information.
2. Increase wayfinding through use of signage, logos, common graphics, street paint, sharrows, and bike lanes. A combination of these elements will improve connections from the Wood Street terminus to downtown, community facilities, and John Gurney Park.
3. Cooperatively work with neighboring communities to promote the entire trail corridor as a tourist destination.
4. Continue to improve upon trailhead amenities.



PUBLIC SERVICES AND UTILITIES

City Hall is located downtown as are the post office, library and county complex. These facilities are centrally located and generate activity for the downtown and contribute to downtown vitality. Municipal electric, water, sewer, and storm sewer systems serve the community. City policy requires connection to the system if water main access is available and the public water supply comes from wells. The City also has its own hydro-electric generation plant and a diesel power generation plant. However, the City will assess decommissioning and repurposing of the diesel power facility over the next few years.

CAPITAL PROJECTS

The City's 6-year Capital Improvement Program includes nine main categories: public works, parks, police, hydro-electric, water pumping and distribution, sewer collection, BioPure treatment, City buildings, and the historic district. As a part of the CIP process, projects are developed by the City Manager and department heads on an annual basis to meet the goals of City Council, to improve upon delivery of service, to upgrade aging facilities and infrastructure, and to expand public facilities and parks. Capital projects are based on the needs and goals outlined in the Master Plan.

When projects are developed, they are prioritized into high and moderate classifications. High priority projects are critical to the delivery of public services. Moderate priority projects are important for long-term community sustainability.

1. Public Works. Projects under public works include the design, planning, and construction of streets, sidewalks, and general infrastructure for community facilities.

2. Parks. The City sets aside funds for improvement projects for all five City parks (Veteran's Memorial Park, Culver Pocket Park, Hart Commons, John Gurney, and Pointe Park) including design, planning, and construction of parking areas, walking paths, bridges, and structures. These capital projects are based on the recommendations of the Parks & Recreation Plan.

3. Police. Capital expenditures for the police department primarily include vehicles and equipment. These items are replaced on a rolling schedule (at least one new vehicle every two years).

4. Hydro Electric. Improvements to the City's hydro-electric system are necessary to ensure long-term provision of electrical power to area residents and businesses. Expenditures for the hydro-electric system typically include electric improvements, meter reading technology, new vehicles, and the reuse and refurbishment of decommissioned infrastructure.

5. Water Pumping and Distribution. In order to ensure the long-term provision of water service to existing and future residents and businesses, expenditures such as meter reading technology, repairs and maintenance, rehabilitation and repairs of wells, construction of water transmission mains, and the design, planning, and construction of boost stations are needed. These projects are commonly identified in Water System Reliability Studies conducted by the City.

6. Sewer Collection. Similar to the water pumping and distribution system, the City depends on a well-functioning sewer collection system to ensure the health and safety of its residents and businesses. Common expenditure items under this category include the design, planning, and construction of sewer transmission mains, purchase of new equipment, and the construction or repair to lift stations.

7. BioPure Treatment. The BioPure system treats wastewater

at the City's sewage treatment facility. Aeration of wastewater at and irrigation are key components of the system process and expenditures will commonly be earmarked for the maintenance and repair to these systems.

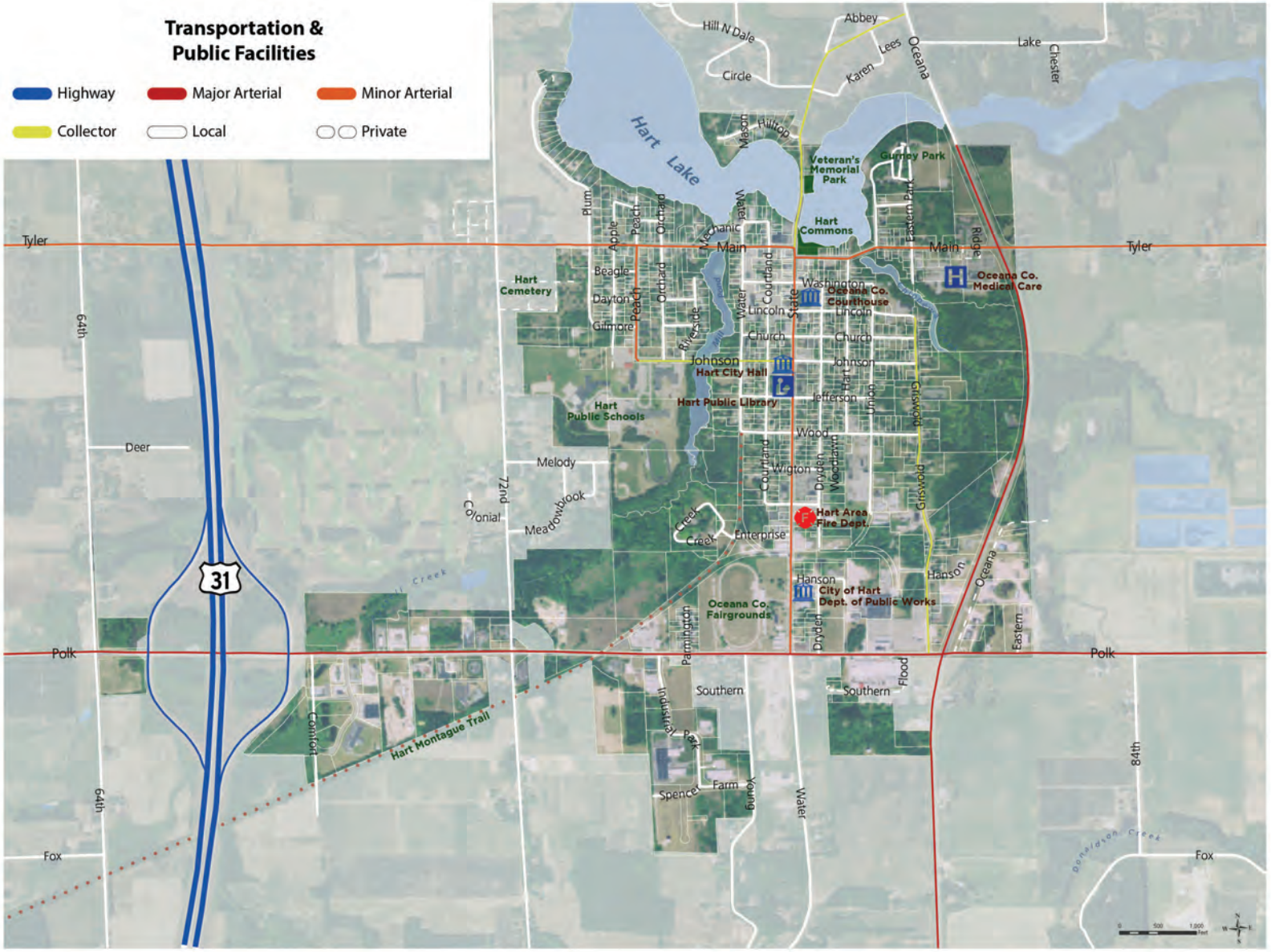
8. City Buildings. Intermittent improvements are required to keep City buildings in well-functioning and safe conditions. Expenditures commonly include efficiency improvements such as energy efficient windows, roof and siding maintenance, and the design, planning, and construction of new City buildings.

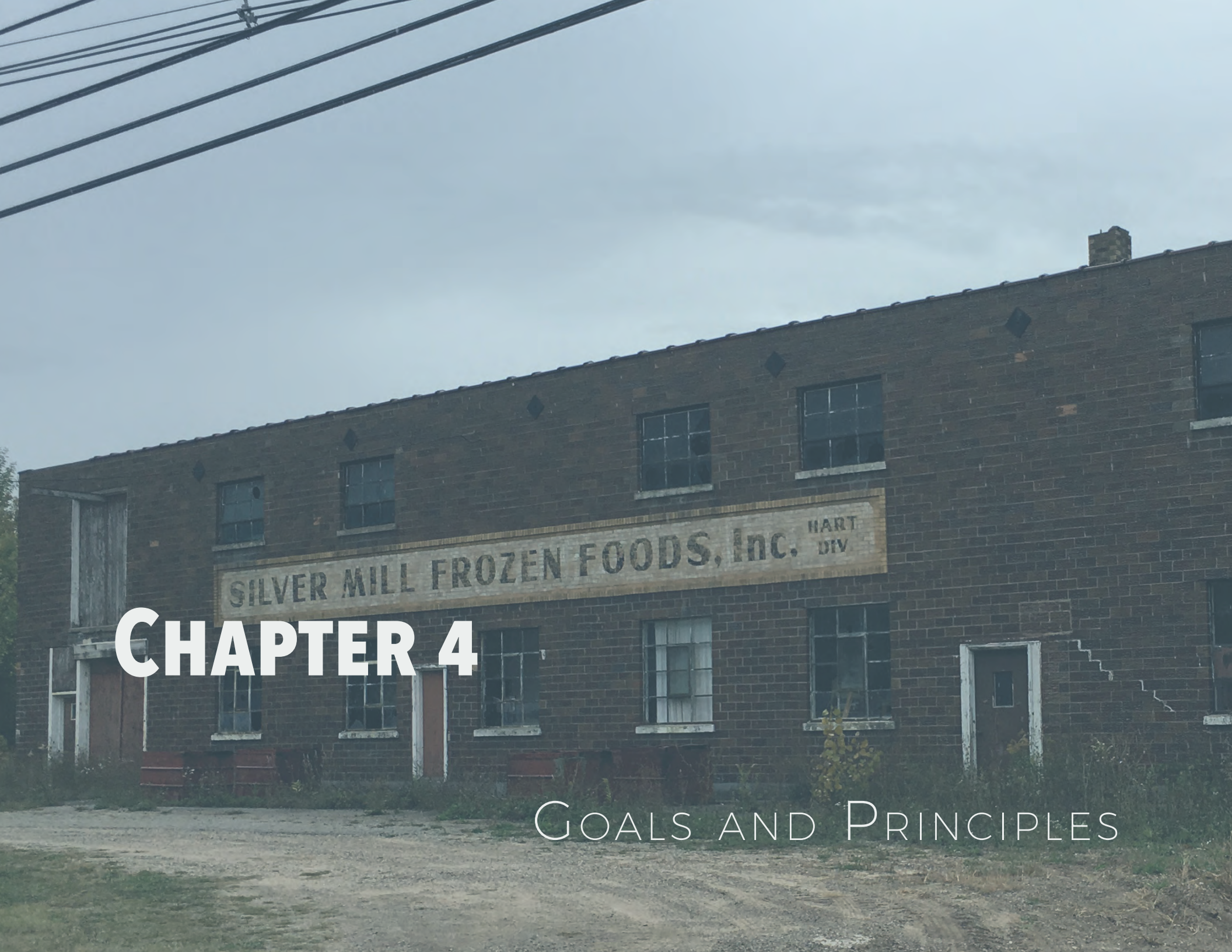


9. Historic District. The Hart Historic District is listed on both the National and State registries and includes structures dating back to as early as the 1880s. The district includes the areas of State Street (from Lincoln to Main), Washington Street (from Water to Dryden), Main Street (from 222 Main St. to Water), and Courtland Street (from Main to Washington). Due to this area's character and age, infrastructure investments such as sidewalks, curbs, and lighting are the greatest need.

The City has developed an annual CIP planning process in an effort to promote transparency and public involvement. The process ensures that the public is consulted to better understand how capital improvements such as roads, emergency service vehicles, and other major items are planned for, procured, and financed by the City. With a more informed public, there can be greater public involvement in the CIP planning process.

The CIP plays a significant role in the implementation of the Master Plan by providing the link between planning and budgeting for capital projects. The CIP process precedes the budget process and is used to develop the capital project portion of the annual budget. The model process includes a kick-off meeting, project development, ranking, Planning Commission advisory review, and City Council approval.


Transportation &
Public Facilities
Highway
Major Arterial
Minor Arterial
Collector
Local
Private
Hart Lake
Hill N Dale
Circle
Abbey
Lees
Karen
Oceana
Lake
Chester
Mason
Hilltop
Veteran's Memorial Park
Gurney Park
Hart Commons
Tyler
Main
Ridge
Plum
Apple
Peach
Orchard
Mechanic
Water
Courtland
Beagle
Dayton
Gilmore
Riverside
Hart Cemetery
Washington
Oceana Co. Courthouse
Lincoln
State
Church
Johnson
Hart City Hall
Hart Public Library
Jefferson
Union
Griswold
Oceana Co. Medical Care
Hart Public Schools
Wood
Woodlawn
Dayton
Wigton
Melody
Meadowbrook
72nd
Colonial
Creek
Enterprise
Hart Area Fire Dept.
Hanson
City of Hart Dept. of Public Works
Oceana Co. Fairgrounds
Eastern
Deer
64th
31
Polk
Parmington
Industrial Park
Southern
Flood
Comfort
Hart Montague Trail
Spencer
Farm
Young
Water
84th
Fox
Donaldson Creek



Chapter 4

Goals and Principles

OVERVIEW

Through public input and deliberation by the Planning Commission and City Council, goals and planning principles were developed to guide decisions concerning growth, preservation, and investment within the City of Hart. Goals and planning principles, along with the conceptual land use vision provided by the Future Land Use Map, will allow Hart to achieve its future vision of the City.

- Goals. The ends toward which the planning effort is directed; the vision of the desired future of the City.
- Principles. Protocol to guide decisions and achieve desired outcomes. Description of the City's intent regarding land use related issues.

GOALS AND PRINCIPLES

Goal 1: Continue to build a strong downtown that serves as a hub of community activity that provides a unique and beautiful backdrop for area events, social interaction, and commerce, while maintaining its historic nature.

Principles:

1. Continue to support the Main Street Program and implement the Michigan Main Street Four-Point Approach and focus on design, economic restructuring, promotion, and organization.
2. Continue to facilitate the rehabilitation of existing downtown structures and protect historic buildings with incentives, and as necessary, enforcement actions.
3. Promote infill development that matches and complements the existing classic main street design.
4. Work with anchor downtown businesses to strengthen their position in the community and cross promote with other businesses.
5. Continue to monitor marketing opportunities as outlined in the 2012 Downtown Marketing study. Recruit uses that complement the rural and recreational nature of the area, such as restaurants and retail.
6. Support the volunteer-based Main Street program efforts (Main Street Four-Point Approach #4).
7. Preserve the historic nature of the downtown business district.
8. Expand on-street parking opportunities and street-scaping.

Goal 2: Attract new permanent residents to the City that are seeking a vibrant small-town atmosphere.

Principles:

1. Identify target demographics for recruitment as permanent residents of the City. Establish an advertisement campaign to reach out to those demographics.
2. Promote the development of a progressive retirement community; including, independent care, partial care and full care.
3. Provide for a variety of housing types for people wishing to be future permanent residents of the City, including dependent care, senior housing, attached single-family housing, and multi-family.

4. Identify several areas in the City that can be beautified and engage in a simple public "spruce-up campaign." Work with civic, business, neighborhood, church and school groups to sponsor activities to upgrade these areas. Efforts may include painting street lights and fire hydrants, street cleaning and planting low maintenance landscaping.
5. Work with local economic development authorities to pursue care facilities and ensure facilities are allowed in target areas.

Goal 3: Maintain, expand, and improve a collection of indoor and outdoor recreational facilities throughout the community for residents and visitors.

Principles:

1. Actively plan for park maintenance and improvements, using the Parks & Recreation Plan as a platform for activity.
2. Work with Main Street to develop more facilities in existing parks to increase activity within them and to the extent possible, tie activities to downtown businesses.
3. Promote bicycle and pedestrian facilities and accommodations to ensure safe non-motorized transportation options and opportunities for physical activity and recreation.
4. Capitalize on the Hart-Montague Trail as a recreational resource and economic driver.

Goal 4: Attract tourists to the City and utilize the synergy of Lake Michigan, Silver Lake, Pentwater and Ludington.

Principles:

1. Advertise the City in state and region-wide publications as a place to visit; emphasize events and recreational facilities.
2. Cross promote activities and events in the City with tourist attractions like the state park, Hart historic district, Hart Lake, John Gurney Park, the Hart-Montague Trail, and others.
3. Support and work with local and ethnic businesses to ensure they are unique and attractive fixtures in the community.

Goal 5: Develop a cost effective, consolidated infrastructure system.

Principles:

1. Expand public water and sewer to un-served City locations.
2. Engage in dialog with surrounding communities regarding shared services to stretch limited community resources.
3. Continue to prepare short and long-term capital improvement programs covering major infrastructure and facility needs. Consider the Master Plan during the annual CIP planning process and capital project development and prioritization.
4. Consider traffic calming measures as opportunities arise, particularly in neighborhoods and downtown.
5. Continue support of the Michigan Energy Optimization Program.
6. Encourage neighborhood and development connectivity for streets and non-motorized transportation to ensure a more efficient and convenient transportation network.

Goal 6: Polk Road shall serve as an inviting and attractive gateway to the City of Hart that accommodates economic development and provides a safe travel way for a variety of users.

Principles:

1. Capitalize on the Polk Road and US-31 interchange and the potential to attract visitors into City limits.
2. Ensure a proper mix of commercial and residential designated areas to provide an adequate amount of commercial opportunities for residents and visitors.
3. Work with MDOT to consolidate driveways and plan for safer and efficient access along Polk Road.
4. Ensure safe travel for pedestrians, cyclists, and drivers.



Goal 7: Receive and maintain status as a Redevelopment Ready Community®.

Principles:

1. Follow best practices for the RRC program.
2. Maintain a list of prioritized redevelopment sites.

Goal 8: Protect wetlands, streams, and Hart Lake from environmental degradation.

Principles:

1. Consider water quality during development review and infrastructure projects.
2. Preserve mature vegetated riparian buffer areas.



Chapter 5

Implementation

FUTURE LAND USE PLAN

The future land use plan for the City serves as a guide to assist local officials with decisions regarding day-to-day planning, zoning, land subdivision, and public improvement issues. This section includes descriptions of land use categories planned for the City, a Future Land Use Map, a redevelopment plan, zoning plan, and work plan.

The future land use plan is general in scope. It is not, in most cases, intended to establish precise boundaries of land use or exact locations of future uses in the same way as the Official City Zoning Map. A future land use designation shown on a map does not mean that a rezoning of land to a compatible district is appropriate at the time of an application. The Master Plan is a long-term vision and certain land use decisions will depend on site-specific conditions at the time an application is received.

The timing and appropriateness of zoning map changes is dependent upon many factors, such as availability of public utilities, provisions for adequate roadways, environmental sensitivity, natural and physical site constraints, traffic conditions and congestion, impacts on public services, and the demand for a particular land use as determined by market forces. Many additional case and site-specific factors must be considered when reviewing a request for rezoning a parcel of land, aside from Future Land Use Map consistency.

The key to this section is that there is an important relationship between land use planning and zoning. Planning is guiding land uses from a policy standpoint, while zoning is the act of regulating the use of these lands by law or ordinance. The laws of the State of Michigan require that a community engage in land use planning activities, including the preparation of a Master Plan, prior to the administration of a zoning ordinance in a community.

The following paragraphs address future land use categories and the zoning plan that make the connection between the categories and the Zoning Ordinance and Map.

Traditional Single-family Residential

Land designated as Traditional Single-Family Residential is located throughout the core of the City. Support uses, such as churches, schools, and parks are also appropriate for development within this land use designation. This land use designation is intended as single-family residential development of varying density in a typical grid street pattern. Development in this land use designation should be serviced by public water and sanitary sewer; however, in the event that such services are not available, a decrease in density should apply. Those neighborhoods serviced by both public/community water and sanitary sewer systems could have a density up to seven units per acre. Those not served by public water and sanitary sewer systems should not exceed three units per acre.

Attached Single-Family Residential

To meet housing demands beyond traditional single-family detached housing, the Attached Single-Family Residential category encourages additional forms of single-family housing. These units will blend in with the existing single-family character at modestly increased densities and provide high-quality housing for young families, seniors, and young professionals. This designation will facilitate a transitional use between the downtown area and traditional single-family residential areas. Attached single-family residential housing products are typically separated by a ground-to roof wall, have separate heating/ cooling systems, are individually metered for public utilities,

and are designed in way that does not preclude fee simple ownership. While single-family detached dwellings are not discouraged, townhomes, row houses, and quad, tri and duplex buildings are desirable for this area.

Multi-Family Residential

The Multi-Family Residential land use designation identifies areas of the City that have the appropriate infrastructure to support increased residential densities. These areas are generally in close proximity to arterial roadways and adjacent to commercial properties. Multi-family uses may be used as a buffer or transition area from residential to non-residential land uses. Multi-family developments must be served by public water and sanitary sewer systems and should not exceed 12 units per acre.

Downtown Commercial/Mixed Use

This land use designation encompasses the older, traditional commercial core of the City. Retail, service, and residential land uses are appropriate in this area. However, some additional land uses may be acceptable if they complement the downtown core and provide an activity that is not readily available. In traditional downtown fashion, non-residential land uses (primarily retail and services) should occupy store fronts, while residential and office land uses should be located on upper floors. Further development of this area based on the principles of the Hart Main Street program is highly encouraged.

Mixed use and commercial buildings should fit within the historic context of the downtown area, with facades extending along most of the lot width and established up to the right-of-way, higher levels of window transparency, brick construction, projecting architectural elements and building articulation, and signs that balance the need for advertising with the historic nature of the downtown area. These design elements can be observed in the City of Hart and many other successful Main Street ® communities.

Medical Facilities

This land use designation is located specifically along the eastern boundary of the City, adjacent to Oceana Drive. Much of the area is already developed and serves as a multi-function medical campus for the City and Oceana County. Further development and expansion of this area and use type is encouraged. As the City and the County experience an influx of the baby boomer cohort and aging demographics, the proximity to high quality health care will be a high priority.

General Commercial

Commercial land uses in the City are oriented to community needs and are fairly localized. However, along Polk Road, some commercial uses may be more geared toward providing regional goods and services. General Commercial development is mainly located along State Street, just south of the downtown core. The commercial development along these corridors is typically designed for the traveling public. Control of driveway frequency, location, and spacing should be managed to preserve the roadway capacity and safety. Shared access points and cross access should be encouraged.

Regional Commercial Corridor

This future land use designation recognizes the importance of the Polk Road corridor to allow for highway commercial use, offices, accommodations, hospitality, services, and limited industrial uses that front or are served by the major arterial road.

Not only is future land use contemplated for this designation, but general corridor improvement planning concepts. These design considerations include:

- Cross access easements between parcels for vehicle and pedestrians.
- Service roads.
- Sidewalks.
- Front yard landscaping.
- Improved building materials and architectural design.
- Screening of outdoor storage and loading areas.
- Traffic calming measures.
- Aligned intersections, driveway consolidation, and management of the overall access to Polk Road.

A concept of east/west service "collector" roads to the north and south of Polk Road is contemplated as the corridor continues to develop. Service roads will help to alleviate traffic issues on Polk Road by providing alternative means of access to parcels fronting the major arterial and other rear properties. With service roads, primary intersections are located just east of US 31 at or near Comfort Drive and further east at 72nd. Service roads will lessen the need for additional curb cuts along Polk Road and will provide safer and efficient access between parcels. Future signalization at these locations would help to consolidate turning movements into two key locations, rather than turning movements from multiple driveways. However, two additional minor access points are also contemplated in a future network.

Although the intersections and layout are preliminary and conceptual in nature, the intent of any future service road layout is to consolidate access, lessen the need for curb cuts, provide alternative access to properties, and to allow for ease of movement between parcels. As a concept, a future service road and access management plan would be fully coordinated with MDOT. However, the City has already contemplated taking future ownership and responsibility of this road corridor.



Industrial

Industrial development shall be concentrated along arterial routes and along the boundaries of the City. These properties should be serviced by public water and sanitary sewer and should have direct access to arterial routes. Significant amounts of buffering and separation should be utilized to decrease any detrimental impacts from this land use to neighboring properties.

Public/Quasi-Public

Public/Quasi-Public uses include schools, trails, public and not-for-profit medical facilities, churches, courthouses, city halls, libraries, and a host of other government services and facilities. These particular land uses are not expected to significantly change in the near future during the life of this plan.

Recreational

This designation includes areas planned for or currently utilized as public parks and other recreational or public lands. These areas are to be utilized for both active and passive recreational purposes and can be located in any area of the City. Large scale active recreational areas should be located in close proximity to the major arterial transportation routes in the City.

Re-Evaluation of Future Land Use Area Boundaries

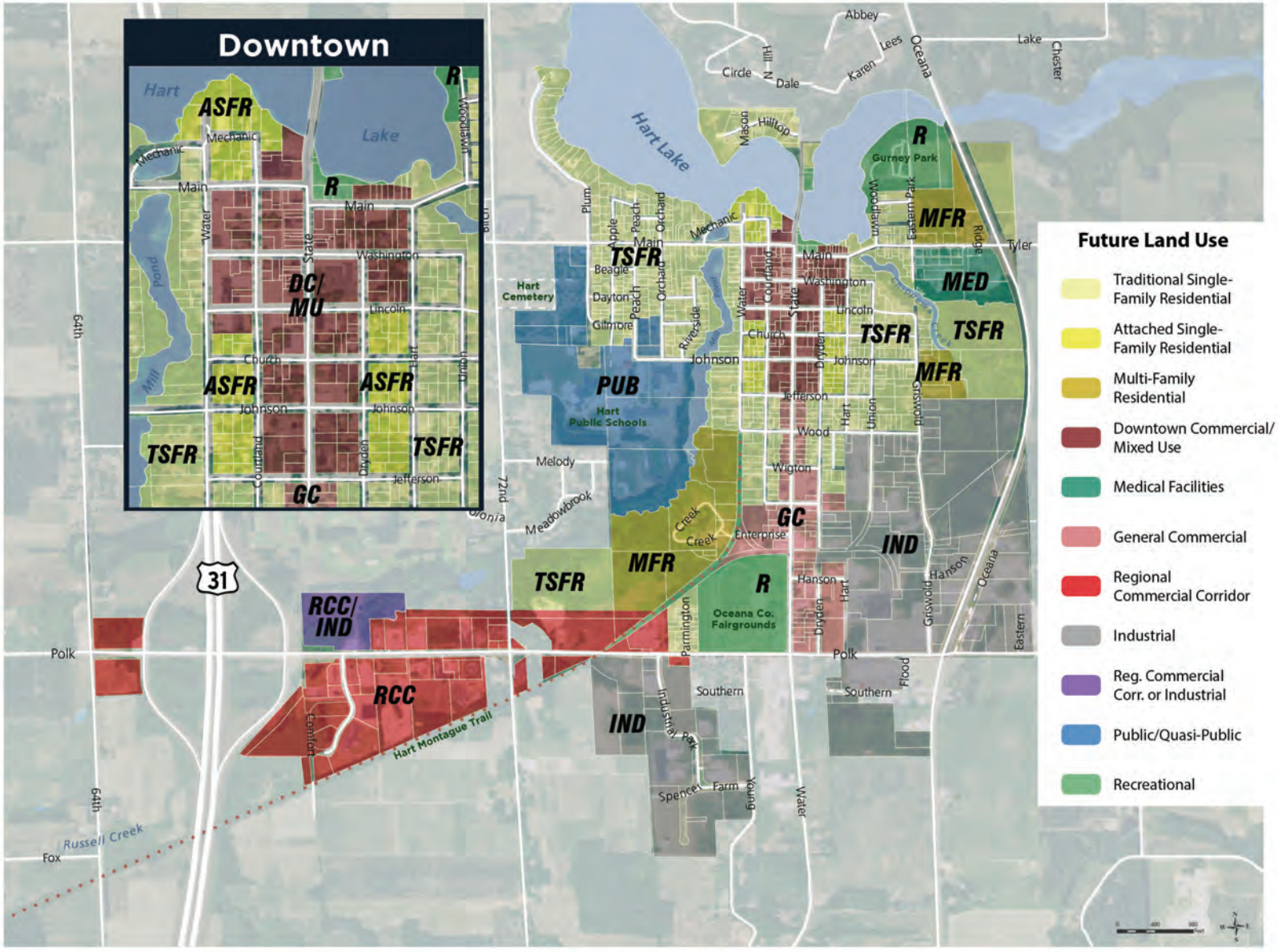
The Michigan Planning Enabling Act requires that the Master Plan be reviewed at least every five years to determine if the plan remains relevant and if changes are necessary. Over time, conditions inevitably change and a reevaluation of goals may be needed.

While the Planning Act does not provide specific guidance for the five-year plan review, the City will use the following criteria for considering amendments to the Future Land Use Map and applicable land use policies:

- Redevelopment opportunities of vacant, abandoned, or underused land.
- Amount and capacity of undeveloped commercial and industrial land.
- Population projections and housing need.
- Present and planned sewer capacity and water availability.
- Road and sidewalk system conditions.
- Public input.
- Environmental constraints and consideration of general impacts.

As conditions change, the City may also consider other strategies to accommodate the need for housing and commercial and industrial growth. These include, but are not limited to:

- Amending zoning regulations to allow denser development, such as lessening building setbacks or increasing height.
- Assessing innovative stormwater management strategies to lessen the acreage necessary for retention while maintaining water quality and increasing development capacity.
- Providing incentives to encourage the redevelopment of abandoned or underutilized development sites.
- Implementing other strategies to maximize use of land to accommodate job growth and to provide goods and services to an increasing permanent and visiting population.


Downtown
Future Land Use
Traditional Single-Family Residential
Attached Single-Family Residential
Multi-Family Residential
Downtown Commercial/ Mixed Use
Medical Facilities
General Commercial
Regional Commercial Corridor
Industrial
Reg. Commercial Corr. or Industrial
Public/Quasi-Public
Recreational
ASFR
R
DC/ MU
TSFR
GC
MFR
MED
PUB
RCC/ IND
RCC
IND
Hart Lake
Hart Cemetery
Hart Public Schools
Gurney Park
Oceana Co. Fairgrounds
Hart Montague Trail
Russell Creek
Polk
Main
Mechanic
Washington
Lincoln
Church
Johnson
Jefferson
Melody
Meadowbrook
Enterprise
Southern
Farm
Spencer
Hanson
Wood
Wigton
Tyler
Oceana
Abbey
Lake
Chester
Circle
Dale
Karen
Lees
Hilltop
Mason
Plum
Apple
Peach
Orchard
Beagle
Dayton
Gilmore
Riverside
Courtland
Dryden
Hart
Union
Griswold
Eastern
Flood
Parmington
Industrial Park
Young
Water
Comfort
Fox
64th
72nd
31

REDEVELOPMENT

The City of Hart has taken proactive steps to prepare for commercial and industrial redevelopment in key identified areas on the Future Land Use Map. The City has prepared for new investment and redevelopment through its improvements and upgrades to its utilities and infrastructure as well as providing clear guidance on development processes and procedures. The City strives to be business-friendly to encourage private investment. However, this goal is balanced with preservation of natural resources, environmentally sensitive areas, neighborhoods, and its historic downtown area. Together, this balance will preserve what makes the City of Hart special while opening the doors for economic opportunities.

Strategy

The City of Hart's overall redevelopment strategy includes the following components: placemaking, mobility, streamlining, marketing, and redevelopment sites.

- *Placemaking.* The City is striving to create quality places where people want to live, work, play and learn. Downtown form-based elements are incorporated within the Zoning Ordinance and both public places and private commercial buildings collectively create special and unique places in the City of Hart.
- *Mobility and Complete Streets.* Continued improvements are planned for non-motorized transportation for residents and visitors of all abilities and needs.
- *Streamlining and Processes.* The City continues to assess and improve its development processes and the manuals and outlines available to guide the public and development community.
- *Marketing.* Through partnerships with Hart Main Street and the Silver Lake Sand Dunes Chamber of Commerce, promoting the prosperity of all businesses within Hart is a top priority. Main Street principles are embraced in this plan the City continues to work with the Chamber of Commerce on strategic marketing planning for the area.

Redevelopment Sites

The City has prioritized potential redevelopment sites by assessing the inventory of undeveloped private land and potential redevelopment sites. The prioritization criteria included the following:

- Safe and adequate access state and primary roads.
- Vacant or underutilized buildings and land.
- Availability of utilities.
- Future land use planning.
- Current zoning.
- Environmental suitability.

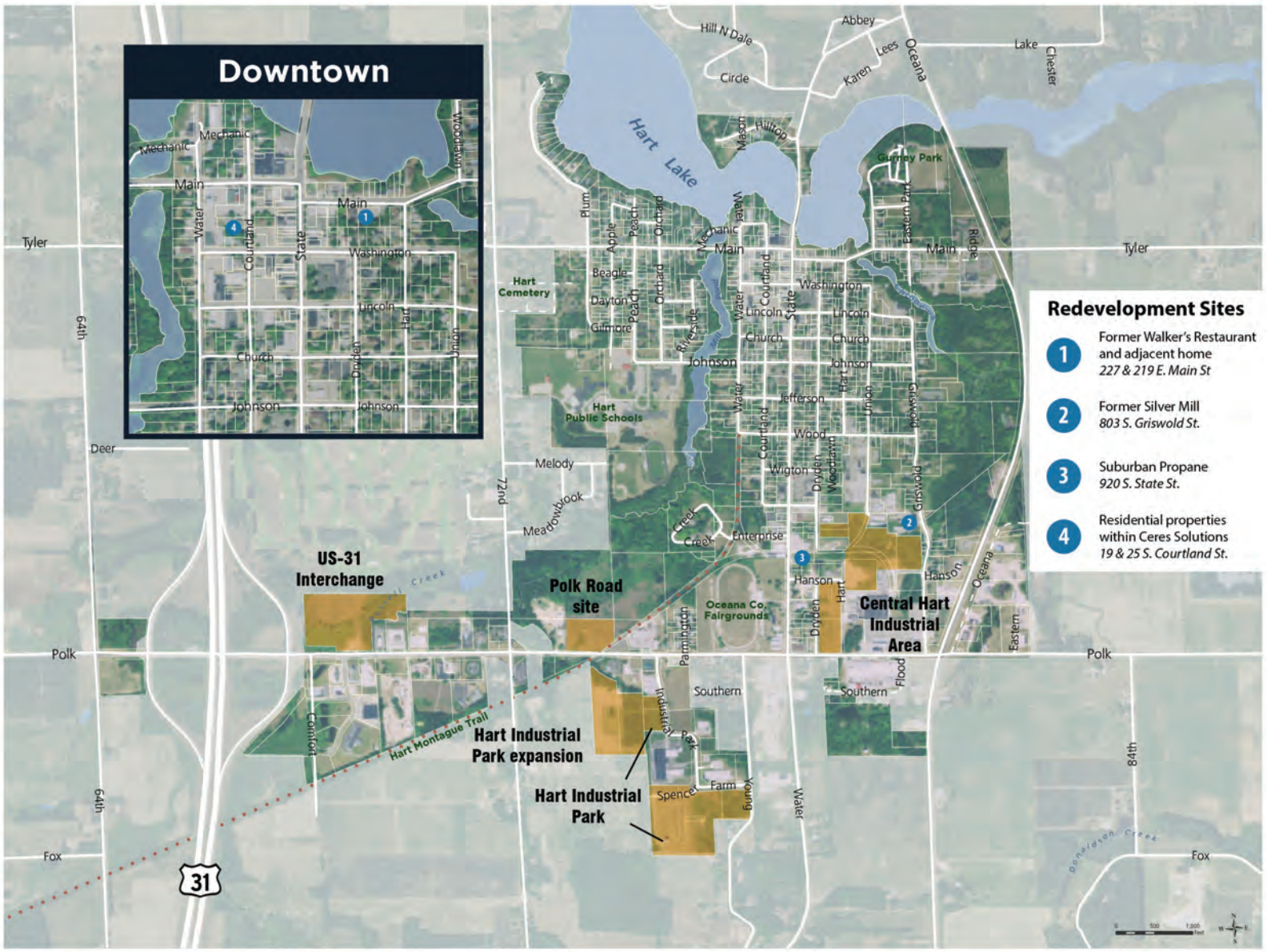
Through this review process potential redevelopment areas were identified. The list of specific sites within these areas will evolve over time and as conditions change. While some of the sites within these areas are currently listed for sale, others are not and the property may not be immediately available.

While the sites may change over time, the general locations include the following:

- US 31 Interchange.
- Polk Road/72nd.
- Hart Industrial Park.
- Central Hart Industrial Area

Further, the following buildings are included:

- Walker's Restaurant and Home Site.
- Silver Mill Building.
- Suburban Propane Building.
- Residential Buildings within Ceres Solutions Facility.


Downtown
Redevelopment Sites
1 Former Walker's Restaurant and adjacent home
227 & 219 E. Main St
2 Former Silver Mill
803 S. Griswold St.
3 Suburban Propane
920 S. State St.
4 Residential properties within Ceres Solutions
19 & 25 S. Courtland St.
US-31 Interchange
Polk Road site
Central Hart Industrial Area
Hart Industrial Park expansion
Hart Industrial Park
Hart Lake
Hart Cemetery
Hart Public Schools
Oceana Co. Fairgrounds
Gurney Park
Hart Montague Trail
Tyler
Polk
Fox
Deer
Main
Mechanic
Washington
Lincoln
Church
Johnson
Melody
Meadowbrook
Enterprise
Hanson
Southern
Farm
Spencer
Hill N Dale
Circle
Abbey
Lake
Oceana
Chester
Ridge
Eastern
Flood
Young
Water
Parmington
Industrial Park
Comfort
Courtland
State
Dryden
Hart
Union
Griswold
Wood
Wigton
Jefferson
Beagle
Dayton
Gilmore
Riverside
Plum
Apple
Peach
Orchard
Mason
Hilltop
Karen
Lees
Eastern Park
Woodlawn
Creek
Donaldson Creek
64th
72nd
84th
31

ZONING PLAN

The Michigan Planning Enabling Act (Public Act 33 of 2008) requires that a master plan include a "zoning plan" with an "explanation of how the land use categories on the further land use map relate to the districts on the zoning map" (MCL 125.3833). In some identified cases, the corresponding zoning district requirements must be amended to better reflect the intent of the future land use designation.

Future Land Use Designation	Corresponding Zoning
Traditional Single-Family Residential	A, Residential. This district provides primarily for single family dwelling units and includes the majority of the existing residential areas in the City. A-1, Residential. This district also allows for single-family dwellings with larger lot sizes. Both districts allow duplexes as special land uses. A-1 is essentially unused in the City and it may be appropriate to combine these districts.
Mixed Single-Family Residential	This is a new designation with no direct corresponding zoning. Although PUD or multi-family could be used for town-houses, row houses, and attached single-family dwellings, a new zoning district may be more appropriate to develop.
Multi-Family Residential	A-2, Apartment. It is the intent of this district to provide for relatively lower density multi-family residential development at a maximum density of 12 units per acre. PUD, Planned Unit Development. Multi-family units have historically been developed as PUDs in the City.
Downtown Commercial Mixed Use	B-1, Central Business. The B-1 district serves as the downtown shopping district for the City. A wide range of commercial, institutional, and residential uses are permitted which include development standards focusing on building location, pe-destrian accessibility, and special parking provisions.
General Commercial	B-2, General Business. This district is intended to provide orderly and concentrated development of businesses outside the downtown core.
Medical	M-I, Medical-Institutional. Medical-Institutional district provides the need for medical facilities as well as supportive com-mercial, service, and residential uses associated with such institutions.
Recreational	Recreational land uses are allowed in all zoning districts with the exception of industrial zones.
Public/Quasi-Public	Public/Quasi-Public land uses are allowed in all residential zoning districts as well as B-1, Central Business.
Regional Commercial Corridor	CCO Commercial Corridor Overlay District and B-2 General Business. The CCO would need to be updated to reflect the design recommendation of Regional Commercial Corridor.
Industrial	D-1, Industrial & D-2, Industrial Park. The D-1, Industrial and D-2, Each of these two industrial districts allow for the pro-cessing, manufacturing, treating, and assembling of materials.

FUNDING

The City of Hart utilizes several sources of revenue: property taxes, fees for service, grants, and various financing tools. Specialized programs like a tax increment financing authority (TIFA) can utilize tax capture to support redevelopment efforts.

WORK PLAN

The following table outlines the City's proposed future work plan to implement the Master Plan.

Action	Responsibility	Timing
1. Determine a strategy to help existing businesses expand and recruit new businesses to respond to today's market (Main Street Four-Point Approach #2). Goal #1 Downtown	**Main Street, Chamber, City Council, City Manager**	**Year 1**
2. Market the downtown's unique characteristics to residents, visitors, investors and business owners (Main Street Four-Point Approach #3). Prepare and marketing, branding and signage plan to promote City businesses and attract visitors to downtown businesses and to attract new residents; include information in regional publications and focus on City events, historic district, and recreational opportunities. Goal #1 Downtown, Goal #2 Residents & Small-Town Atmosphere, Goal #4 Tourism	**Main Street, Chamber, City Council**	**Years 2-3**
3. Identify key structures to protect and renovate and search for State and Federal historic preservation grants for long-term protection. Goal #1 Downtown	**City Council, Planning Commission, Staff**	**Years 2-3**
4. Assess downtown zoning districts and the City's ability to allow and incentivize redevelopment of existing vacant or underused structures. Investigate the possibility of amending the zoning ordinance to accommodate redevelopment and revise regulations as necessary. Goal #1 Downtown	**City Council, Planning Commission, Staff**	**Year 1**
5. Extend on-street parking on State Street south of Church Street. Goal #1 Downtown	**City Council, Staff**	**Years 2-3**
6. Review and revise anti-blight regulations and revise as necessary. Initiate an anti-blight code enforcement program with initial focus on the downtown core. Begin with an educational process and follow with notice of violation or non-compliance after sufficient time is given to landowners and occupants. Allow for the ability to clean up blighted areas and recover the cost from landowners. Goal #1 Downtown, Goal #2 Residents & Small-Town Atmosphere, Goal #4 Tourism	**Staff**	
7. Assess the zoning ordinance regulations concerning housing types common for retirement age residents and ensure there are no regulatory barriers for a variety of housing types for potential permanent residents. Expand residential zoning to consider attached single-family dwellings. Goal #2 Residents & Small- Town Atmosphere	**City Council, Planning Commission, Staff**	**Year 1**

Action	Responsibility	Timing
8. Target areas for beautification, identify needs, and coordinate with community groups willing to assist with clean up and beautification efforts. Goal #2 Residents & Small-Town Atmosphere	**City Council, Staff**	**Year 1**
9. Mark "neighborhood walk and bike tours" in designated areas to promote physical activity and to provide an interpretive history of the City of Hart. If possible, tie these walks into the Hart/Montague Rail Trail. Goal #1 Downtown, Goal #3 Recreation.	**Staff**	**Years 2-3**
10. Design neighborhood walk and bike routes along safe travel areas and provide interpretive signage and brochures. Continue to build upon past efforts. Goal #1 Downtown, Goal #3 Recreation	**City Council, Planning Commission, Staff**	**Years 2-3**
11. Identify key areas and opportunities to improve bicycling and pedestrian accommodations to ensure safe travel. Investigate crosswalk striping, signage, signals, bump-outs, and other methods to calm traffic around bike and pedestrian facilities and create awareness of nonmotorized transportation. Goal #3 Recreation, Goal #4 Infrastructure	**City Council, Planning Commission, Staff**	**Years 2-3**
12. Develop a sidewalk improvement program and ensure connections between developments. Goal #5 Infrastructure	**City Council, Planning Commission, Staff**	**Years 2-3**
13. Expand water and sewer and assess CDBG and other grant opportunities. Goal #5 Infrastructure	**City Council, Staff**	**Ongoing**
14. Identify potential services that can be shared over jurisdictional boundaries and initiate conversations with adjacent communities. Goal #5 Infrastructure	**City Council, Staff**	**Years 2-3**
15. Revise the Commercial Corridor Overlay District to regulate access management, landscaping, design, architecture, signs, and sidewalks along the Regional Commercial Corridor. Goal #5 Infrastructure	**City Council, Planning Commission, Staff**	**Years 2-3**
16. Investigate the feasibility of accepting the Polk Road and Oceana Drive segments within the jurisdiction into the City system to address speed, access management, and signalization. Goal #5 Infrastructure	**City Council, Planning Commission, Staff**	**Years 2-3**
17. Investigate US-31 interchange improvements, such as entry and welcome signage, landscaping and lighting. Goal #4 Tourism, Goal #6 Polk Road	**City Council, Planning Commission, Staff**	**Years 2-3**
18. Assess the possibility of zoning regulations to protect water quality and amend the Zoning Ordinance as applicable. Goal #8, Water Quality	**City Council, Planning Commission, Staff**	**Years 2-3**



Chapter 6

Appendix A

TRAFFIC

Daily traffic counts on US-31 have increased the last several years including the most recent traffic count MDOT performed in 2016. See table below:

Traffic counts, Vehicles per Day (VPD) 24-hour count	1988	1992	1996	2002	2011	2016
U.S. 31, south of Hart	8,600	7,200	8,100	10,000	8,500	10,600

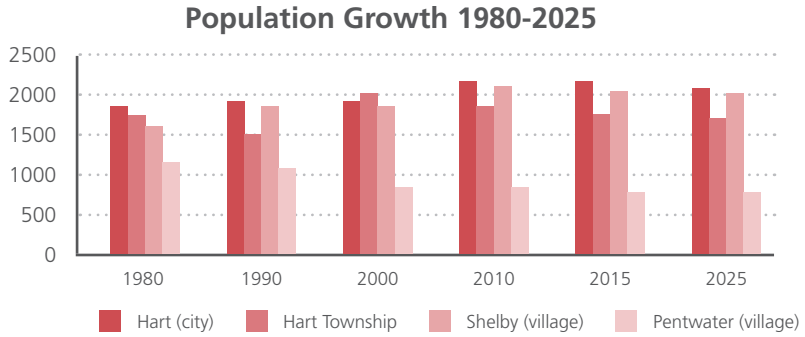
Source: MDOT average vehicle volumes

POPULATION

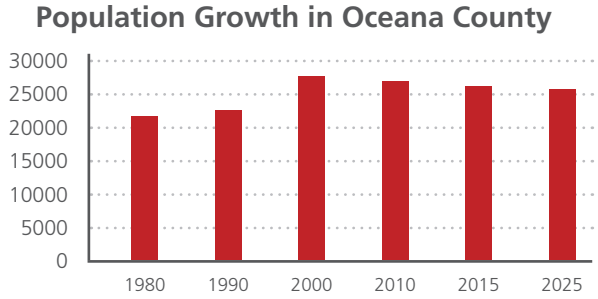
Trends

Hart's population was 2,139 in 1970, it dipped to a low of 1,888 in the 1980s primarily due to reductions in manufacturing jobs in the greater Muskegon area, to which many people commuted for employment. Since that time, the population has increased slightly to 2,126 by 2010. Most cities have experienced a slower growth in their population than surrounding townships due to a decrease in family sizes, out-migration and an increase in single-person households. This is consistent with state and national trends. By comparison, Oceana County's population increased by about 20% in the decade of the 90's. The county's 2016 annual population estimate was 26,027, representing a slight decrease from the 2000 figure of 26,873 unlike the City of Hart which grew slightly in population between 2000 and 2010. However, 2016 estimates the population decreased somewhat since then.

1970	2,139
1980	1,888
1990	1,942
2000	1,950
2010	2,126
2016	2,086



Source: WMSRDC demographic and economic projections 2015-2025



Source: WMSRDC demographic and economic projections 2015-2025

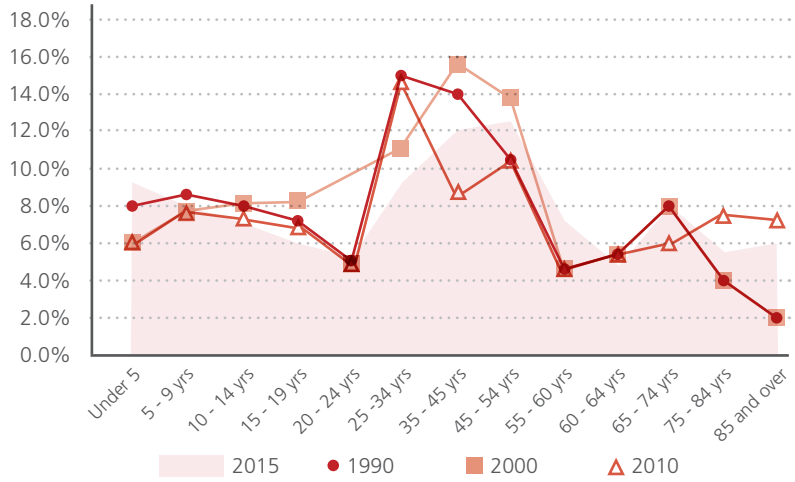
Age

Demographically, the composition of Hart's population has changed over time. While the total population has not experienced any drastic changes, the makeup of the population has. Nationwide trends show that communities across the country are getting older and household sizes are getting smaller. Some of these trends hold true for Hart, while others do not. This is what makes Hart a unique community with qualities and

characteristics only unto itself. In 2016, estimated median age in the City of Hart is 38.2 years of age, slightly under state (38.9) and county (42.3) figures and an increase from the 2010 median age of 37.3.

Understanding age distribution of the population is important for several reasons. This provides an indication as to which cohorts will be in most need of provisions such as housing, education, or recreation. As seen in the figure below, the two most significant changes in the age distribution is the decrease in residents between the ages of 25 to 54 and the increase of residents 65 and older. Prior decades saw greater numbers of school-aged children and their parents with sharp declines in 20 to 24 year olds who leave the city for economic and education opportunities and 55 to 65 year olds who leave once their children become of adult age. In 2010, there is a greater percentage of children 5 years and younger as well as young adult between the ages of 20 and 24 than in decades past. These are promising yet important trends as Hart will need to cater to the needs of an ever-changing demographic.

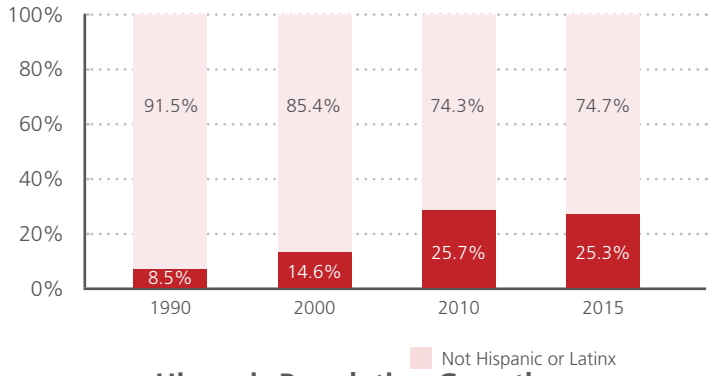
Population Age Shift



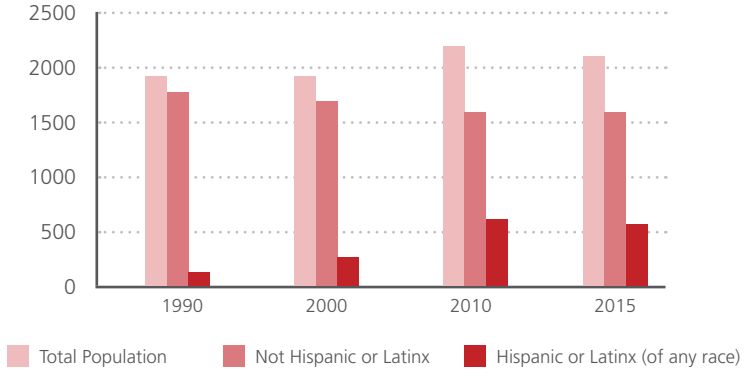
Race

Hart has also experienced a shift in ethnic makeup of the city. Due to the number of agricultural jobs in the community, Hart has seen an increase in residents of Hispanic origin. This in-migration of Hispanic residents is largely the reason for Hart's recent population growth. In 1990, Hispanic residents comprised of just over 8% of the total population. By 2010, over a quarter of the total population of Hart was Hispanic. That proportion has held steady through the second half of the decade.

Hispanic Population Percentage Growth

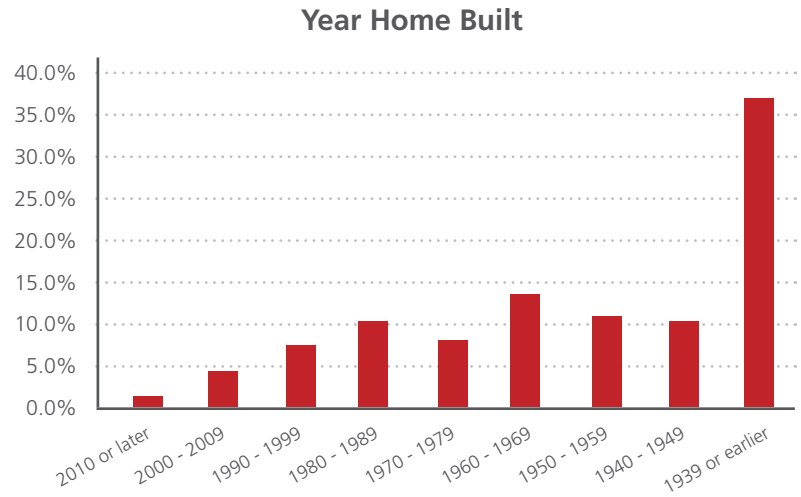


Hispanic Population Growth



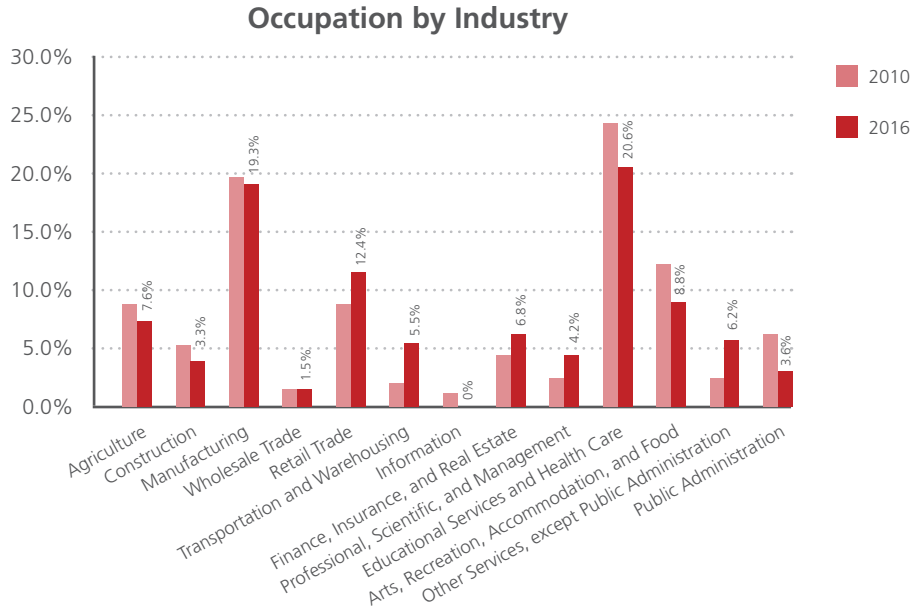
HOUSING

Median housing value for owner-occupied homes was just over $81,100 in Hart as of 2015. Over one-third of all housing units in the city were constructed prior to 1940. Several of these homes are historic treasures which are important in preserving to continue Hart's legacy as a small, main street town.



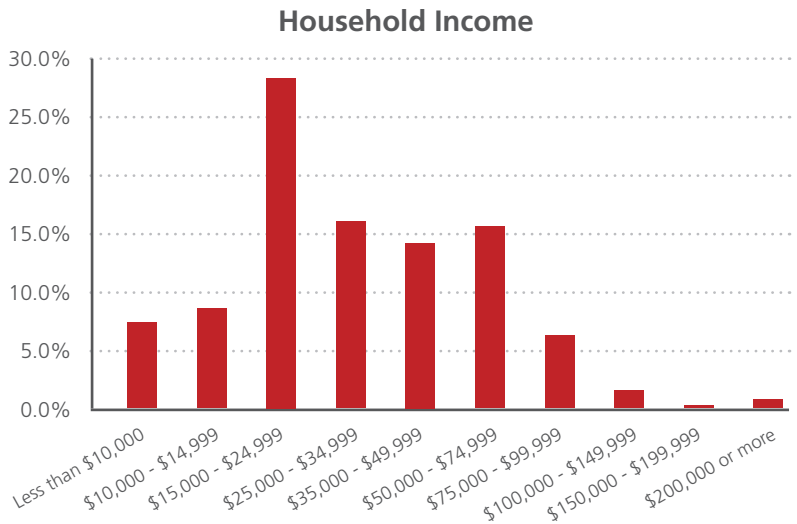
OCCUPATION

Manufacturing, although decreasing, is still a significant employment sector in Hart today. While jobs in this field are diminishing, fruit crops and the agri-business industry is still the backbone of the community. Approximately one-fifth of Hart residents work in some type of manufacturing role. Additionally, retail trade sector comprises an increasingly significant portion of the employment composition of the town with 12% of Hart residents working in this sector. The largest sector, however, is educational services and health care. Institutions such as the Oceana County Health Care facility, Hart Public Schools, and a Michigan State University extension continue to make up a large portion of the employed population in the city. These are higher-paying occupations which greatly add to the Hart employment base.



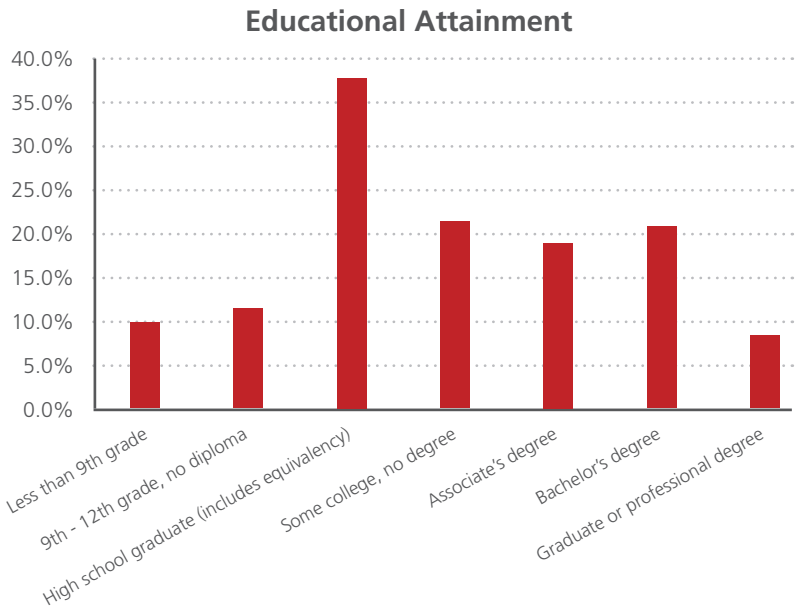
INCOME

In accordance to Hart's high number of agricultural and manufacturing positions, Hart's residents typically live in modest means. Median household income in the City is $26,578 a year. This figure is significantly less than surrounding Hart Township ($41,000 a year) and the rest of Oceana County ($41,600 a year). This represents a slight increase over the 2000 figure of $25,000 a year but less than the 2010 figure which was $28,000 and inflation should be taken into consideration. A breakdown of income for the city is available to the right.



EDUCATION

The local economy is typically reflected by the educational attainment of those in the community. As higher-paying positions in the fields of medical and educational services locate in the city, residents arriving in the area typically have more education than their predecessors. In 1990, nearly one-third of the population had no high school degree. In 2016, that figure fell to nearly one-fifth. Graduation rates have increased slightly since 2010 (36%) to 37%. Over 19% of the population holds a higher education degree, an increase of 4% since 2010.



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PLANNING COMMISSION RESOLUTION

CITY OF HART

OCEANA COUNTY, MICHIGAN

At a regular meeting of the City of Hart Planning Commission, held at Hart City Hall, 407 State Street, Hart, MI on Thursday, December 7, 2017 at 4:00 PM.

PRESENT: J. Cunningham, B. Root, J. Frentiera, D. LaPorte, P. Wittman

ABSENT: J. Spencer, R. Splane

The following preamble and resolution were offered by Cunningham and supported by LaPorte.

RESOLUTION TO APPROVE THE MASTER PLAN UPDATE OF 2017 AND TO RECOMMEND FINAL APPROVAL BY THE CITY COUNCIL

WHEREAS, the City of Hart Planning Commission has prepared the City of Hart 2017 Master Plan, being an update to the Master Plan of 2013;

WHEREAS, on October 5, 2017, the Planning Commission approved the tentative text of the Master Plan and requested that the Hart City Council authorize distribution of the draft Master Plan to the contiguous municipalities and the governmental and other agencies entitled to receive the draft for review and comment;

WHEREAS, on October 10, 2017, the Hart City Council approved distribution of the draft Master Plan and asserted its right to give final approval or rejection of the Plan; and

WHEREAS, the required period of public comment on the draft Master Plan has expired; and

WHEREAS, the Planning Commission held a public hearing on December 7, 2017, with the required notice, on the proposed Master Plan.

IT IS, THEREFORE, RESOLVED AS FOLLOWS:

1. The Planning Commission approves the City of Hart 2017 Master Plan, in the form and content presented at this meeting.

2. The Planning Commission recommends that the City Council give final approval of the Master Plan.

3. The Secretary of the Planning Commission is requested to forward this resolution and the approved draft of the Master Plan to the City Clerk, for submission to the City Council.

AYES: 5

NAYS: 0

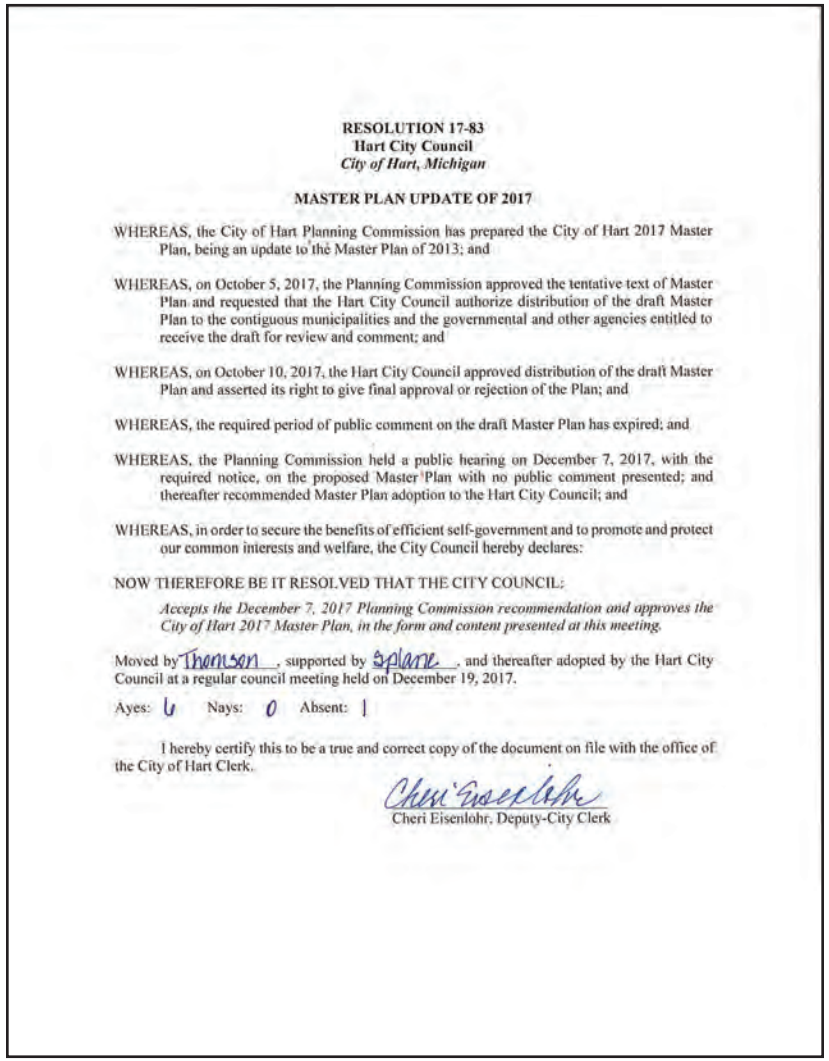
ABSENT: 2

RESOLUTION DECLARED ADOPTED.

Gale Goldberg

Gale Goldberg, Deputy City Clerk

CITY COUNCIL RESOLUTION



RESOLUTION 17-83
Hart City Council
City of Hart, Michigan

MASTER PLAN UPDATE OF 2017

WHEREAS, the City of Hart Planning Commission has prepared the City of Hart 2017 Master Plan, being an update to the Master Plan of 2013; and

WHEREAS, on October 5, 2017, the Planning Commission approved the tentative text of Master Plan and requested that the Hart City Council authorize distribution of the draft Master Plan to the contiguous municipalities and the governmental and other agencies entitled to receive the draft for review and comment; and

WHEREAS, on October 10, 2017, the Hart City Council approved distribution of the draft Master Plan and asserted its right to give final approval or rejection of the Plan; and

WHEREAS, the required period of public comment on the draft Master Plan has expired; and

WHEREAS, the Planning Commission held a public hearing on December 7, 2017, with the required notice, on the proposed Master Plan with no public comment presented; and thereafter recommended Master Plan adoption to the Hart City Council; and

WHEREAS, in order to secure the benefits of efficient self-government and to promote and protect our common interests and welfare, the City Council hereby declares:

NOW THEREFORE BE IT RESOLVED THAT THE CITY COUNCIL:

Accepts the December 7, 2017 Planning Commission recommendation and approves the City of Hart 2017 Master Plan, in the form and content presented at this meeting.

Moved by Thomson, supported by Splane, and thereafter adopted by the Hart City Council at a regular council meeting held on December 19, 2017.

Ayes: 6 Nays: 0 Absent: 1

I hereby certify this to be a true and correct copy of the document on file with the office of the City of Hart Clerk.

Cheri Eisenlohr, Deputy City Clerk