

BACKGROUND

Staff presented the results of the first phase of the Midland City Modern Master Plan process to the Planning Commission in October 2021. These results were then shared with the City Council in November 2021. This first phase, 'Imagine It,' asked Midlanders to provide feedback on general priorities that would shape the goals, objectives, and strategies of the plan. Significant public engagement during Phase 1 included 23 stakeholder meetings, six public input surveys, five Midland Moves events, and the launching of a project website and newsletter.

The following focus areas were identified during Phase 1:

Neighborhoods + Livability

- District/corridor development
- Equitable development
- Economic development, business & talent attraction, and small business development
- Park improvements
- Activities/social opportunities
- Quality of life
- Added mixture of uses in neighborhoods
- Preserving neighborhood character

Transportation + Mobility

- Infrastructure maintenance and long term sustainability challenges
- Lop-sided or unequal development across the city
- Improved connectivity/access
- Equitable or complete streets
- Improved multi-modal access
- Electric and autonomous vehicles

Sustainability + Resiliency

- Long term sustainability of infrastructure
- Flood mitigation and resiliency
- Sewer improvements
- Improved environmental/green efforts
- Maintaining parks and open spaces

With the conclusion of Phase 1, staff has developed an action plan to facilitate the completion of the planning process, culminating with final adoption of the City Modern plan.

WORK PLAN

The proposed work plan is premised on four key objectives:

- ***Ensuring ongoing, authentic collaboration with the community and key stakeholders through a visible, accessible, and engaging process.*** The plan utilizes a mix of traditional and non-traditional methods to reach a broad cross-section of the community with an emphasis on typically under-represented populations. These methods include:
 - Pop-Up Planning Studios (12)
Staff will take the planning process "on the road" to conduct informal outreach at various locations around the City each month until plan adoption. Locations will be selected to reach Midlanders of all ages, races, incomes, and abilities.
 - E-City Hall surveys (4)
This collaborative, online tool will be utilized to solicit input on draft goals, objectives, and strategies; zoning; the future land use and transportation maps; and the draft plan. Surveys will be designed to provide input opportunities for both casual and active participants.
 - Open Houses (3)
A traditional engagement format which will provide Midlanders the ability to drop in, learn about the plan, and provide input.
 - City Communications

A variety of methods will be utilized to keep Midlanders informed about the process, encourage their participation, report out results, and make information accessible to all.

- Traditional Media
Television, Radio, and Print
- Social Media
Facebook, Twitter, and Instagram
- Audio and Video
MCTV productions, podcasts, City Modern website, and City of Midland website
- **Building on current and past planning initiatives and public engagement**, including:
 - City Master Plan (2006, last updated 2018)
 - Midland County Housing Analysis (2018)
 - Center City Redevelopment Plan (2019)
 - Congress for the New Urbanism Project for Code Reform Report (2019)
 - Downtown Development Authority Strategic Plan (2019-2022)
 - Parks and Recreation Master Plan (2021-2025)
 - Urban3 land productivity analysis (2022)
 - Riverfront Master Plan (underway)
 - Ashman & Rodd Corridor Study (underway)
 - Fire Department Study (underway)
- **Leveraging outside resources to provide greater depth and breadth to the plan**, including:
 - EV Smart Communities Program
The City was recently selected to engage in this program, supported by the Michigan Municipal League, which is designed to create local readiness for electric vehicles.
 - Redevelopment Ready Communities Program
The City of Midland remains engaged in this program with the goal of obtaining certification as a Redevelopment Ready Community. The City was recently selected to participate in a Resilient Communities Pilot Program, sponsored by RRC, designed to assist communities to better prepare for and recover from future disasters.
- **Creating momentum for plan implementation.** The action plan is intended to not only facilitate participation in the planning process but to create advocates for plan implementation. The action plan also integrates more intensive analysis such as a Zoning Audit and Stress Test designed to accelerate the ability of City policy makers to make tangible progress on implementation immediately following plan adoption.

A complete copy of the draft work plan is attached. The work plan assumes plan adoption in September 2023.

PLANNING COMMISSION MEETING SCHEDULE

At the September 13 meeting, the Planning Commission indicated a desire to handle discussions related to City Modern on the same evening as your regularly scheduled meetings, but to begin those meetings at 6 p.m. Staff has confirmed the availability of MCTV for these meetings.

To simplify noticing and agenda production, staff recommends that these meetings be considered “special meetings.” The Planning Commission can come to order at 6 p.m. for the purpose of City Modern discussions, adjourn prior to 7 p.m., and reconvene at 7 p.m. to begin the regular agenda. Discussions on City Modern items can continue under New Business on the regular agenda as needed.

Below is a tentative list of meetings that would begin at 6 p.m. for the purpose of discussions

October 25, 2022
November 16, 2022
December 13, 2022
January 24, 2023
February 14, 2023
February 28, 2023
March 21, 2023
April 25, 2023
June 13, 2023
June 25, 2023

NEXT STEPS

If the Planning Commission concurs with the work plan proposed, the next step will be to prepare draft goals, objectives, and strategies so that specific public input on those elements can be obtained. This work will begin at a special meeting on October 25, 2022 at 6 p.m. in Council Chambers.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Jacob Kain". The signature is fluid and cursive, with the first name "Jacob" being more prominent than the last name "Kain".

Jacob Kain, AICP
Director of Planning & Community Development

CITY MODERN
DRAFT WORK PLAN
PRESENTED TO THE PLANNING COMMISSION SEPTEMBER 27, 2022

OCTOBER 2022	PLANNING COMMISSION – DISCUSS GOALS, OBJECTIVES & STRATEGIES – <i>SUSTAINABILITY AND RESILIENCY</i> (OCTOBER 25) POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
NOVEMBER 2022	PLANNING COMMISSION – DISCUSS GOALS, OBJECTIVES & STRATEGIES – <i>TRANSPORTATION AND MOBILITY</i> (NOVEMBER 16) POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
DECEMBER 2022	PLANNING COMMISSION – DISCUSS GOALS, OBJECTIVES & STRATEGIES – <i>NEIGHBORHOODS AND LIVABILITY</i> (DECEMBER 13) POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
JANUARY 2023	PLANNING COMMISSION – DISCUSS FUTURE LAND USE MAP & FUTURE TRANSPORTATION MAP (JANUARY 24) E-CITY HALL – GOALS, OBJECTIVES, AND STRATEGIES CITY MODERN OPEN HOUSE / WORKSHOP POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
FEBRUARY 2023	PLANNING COMMISSION – REFINE GOALS, OBJECTIVES, AND STRATEGIES BASED UPON E-CITY HALL FEEDBACK (FEBRUARY 14) PLANNING COMMISSION – FUTURE LAND USE MAP & FUTURE TRANSPORTATION MAP (FEBRUARY 28) E-CITY HALL – ZONING AUDIT POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
MARCH 2023	PLANNING COMMISSION – ZONING AUDIT (MARCH 21) E-CITY HALL – FUTURE LAND USE MAP AND FUTURE TRANSPORTATION MAP CITY MODERN OPEN HOUSE / WORKSHOP POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
APRIL 2023	PLANNING COMMISSION – ZONING AUDIT (APRIL 25) POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
MAY 2023	POP-UP PLANNING STUDIO (DATE & LOCATION TBD)
JUNE 2023	PLANNING COMMISSION – REVIEW DRAFT DOCUMENT (JUNE 13 & 25) PLANNING COMMISSION – REFER DRAFT PLAN TO CITY COUNCIL FOR REVIEW AND RELEASE FOR PUBLIC COMMENT (JUNE 25) POP-UP PLANNING STUDIO (DATE & LOCATION TBD)

JULY 2023

CITY COUNCIL – RELEASE DRAFT DOCUMENT FOR PUBLIC COMMENT –
BEGIN 63 DAY REVIEW PERIOD (JULY 10)

POP-UP PLANNING STUDIO (DATE & LOCATION TBD)

E-CITY HALL – DRAFT PLAN

CITY MODERN OPEN HOUSE

AUGUST 2023

POP-UP PLANNING STUDIO (DATE & LOCATION TBD)

SEPTEMBER 2023

POP-UP PLANNING STUDIO (DATE & LOCATION TBD)

63 DAY REVIEW PERIOD ENDS (SEPTEMBER 11)

PLANNING COMMISSION – PUBLIC HEARING – CONSIDER ADOPTION OF
PLAN (SEPTEMBER 26)