

Michigan State University
Practicum: Spring 2011

Moving Towards a Master Plan: Owosso, Mi

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Introduction

- Who are we?
 - Michigan State University Practicum Students
- Who is our client?
 - Adam Zettel- Assistant City Manager and Director of Community Development, City of Owosso, Michigan
- What is our project?
 - Beginning stage of data gathering as well as future considerations for elements of Owosso's Master Plan
 - Public Participation Plan and Community Survey

Agenda

- What is a Master Plan?
- Elements of Owosso's Master Plan
- Community Highlights
- Public Participation Plan
- Data Analysis
 - Demographics
 - Socio-economics
 - Housing
- Future Considerations



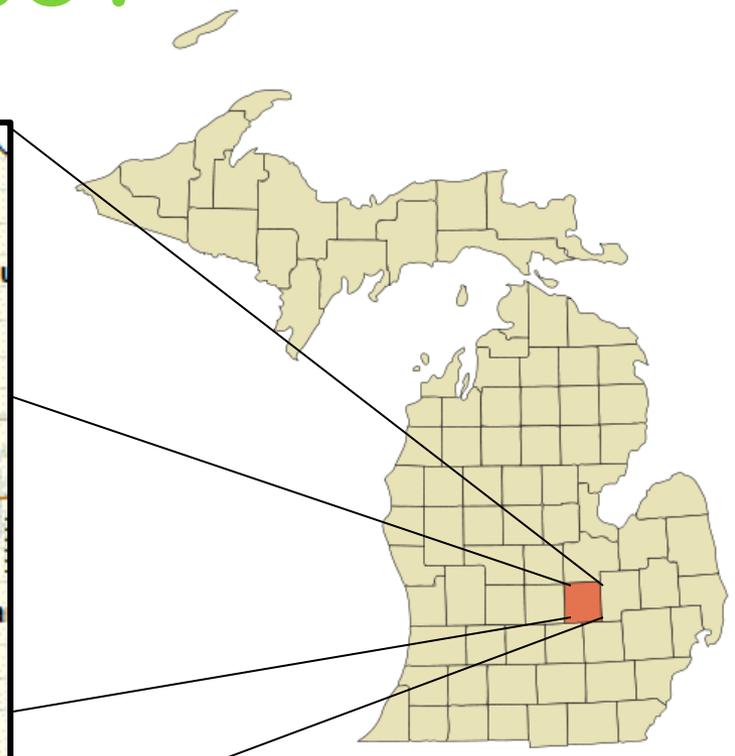
What is a Master Plan?

- Road map for a city's future
- Long range plan for growth and development
- Guides public/private decisions regarding land use and public facilities
- Policy-based
- Provides guidance to authorities and land users

Elements Owosso's Master Plan

- 1: Purpose and Intent
- 2: Goals and Objectives
- **3: Social and Economic Characteristics**
- 4: Transportation
- 5: Utilities and Public Facilities
- 6: Parks, Recreation and Natural Features
- 7: Existing Land Use
- 8: Critical Areas and Issues
- 9: Future Land Use
- 10: Actions and Implementation

Where is Owosso?



Community Highlights

- Incorporated in 1859
- Originally an agricultural community, evolved into a manufacturing center
- Shiawassee River
- Baker College
- Steam Railroading Institute
- Memorial Hospital
- Community Airport
- Curwood Festival



Public Participation Plan

- Goals/Objectives
- Methods
- Recommendations



Public Participation Plan: Recommendations

Communication

Easy access to up-to-date information



Collection of Public Opinion Data

Ways in which the public can convey their opinions



Educational Outreach

Educate the public on how the master plan process works



Future Vision for Owosso

Bringing residents together to create a vision for Owosso's future



Clear Connection Between Public Input and the Decision Making Process

There must be a connection between the final plan and public input gathered throughout the process

Public Participation Plan: Timeline

February
2011

- SWOT Analysis with local focus group

July 2011

- Conduct public visioning workshop to identify community vision statement

July 2012

- Formal public hearing to review the draft of the master plan

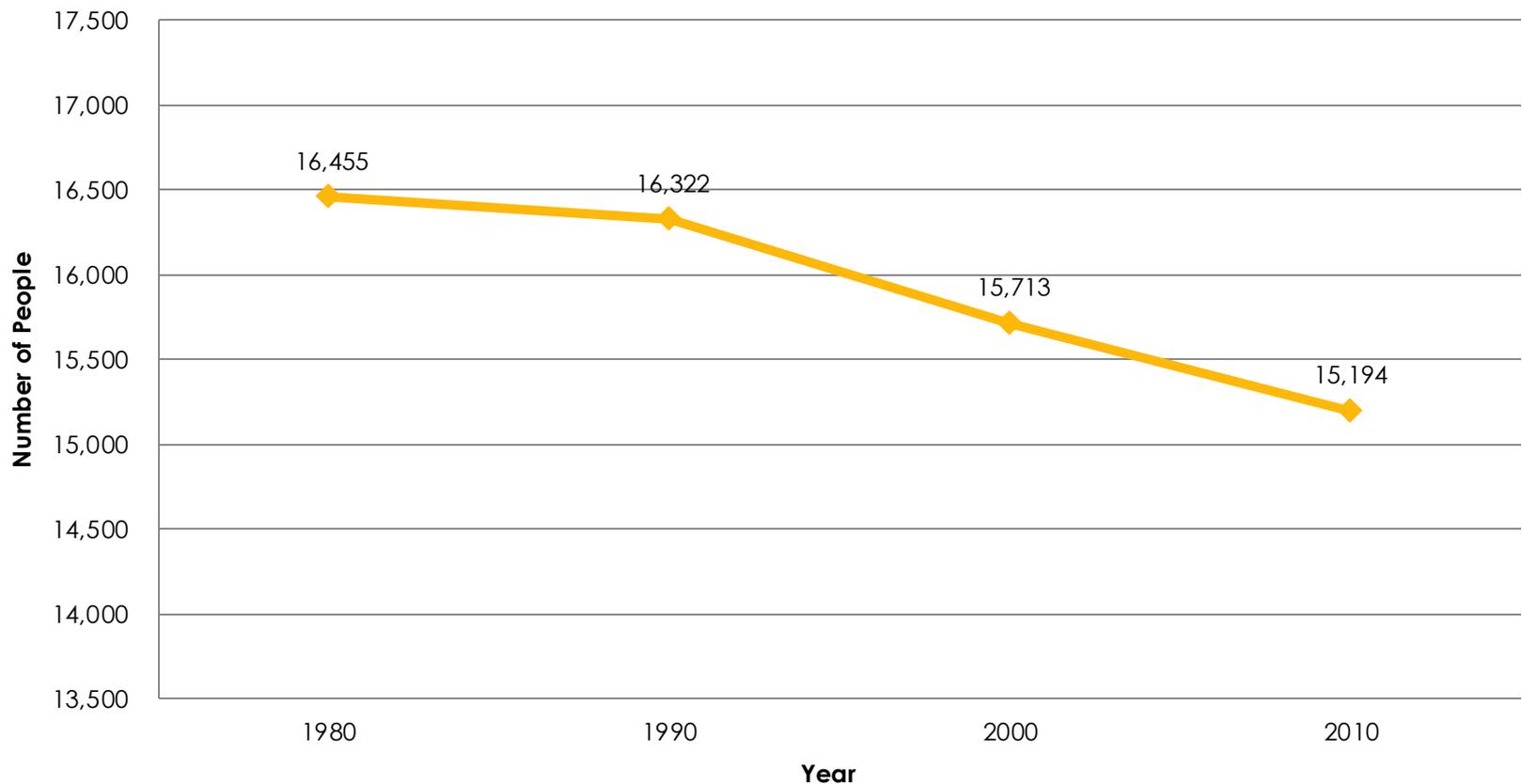
August
2012

- The Owosso City Council shall vote on the master plan

Demographics

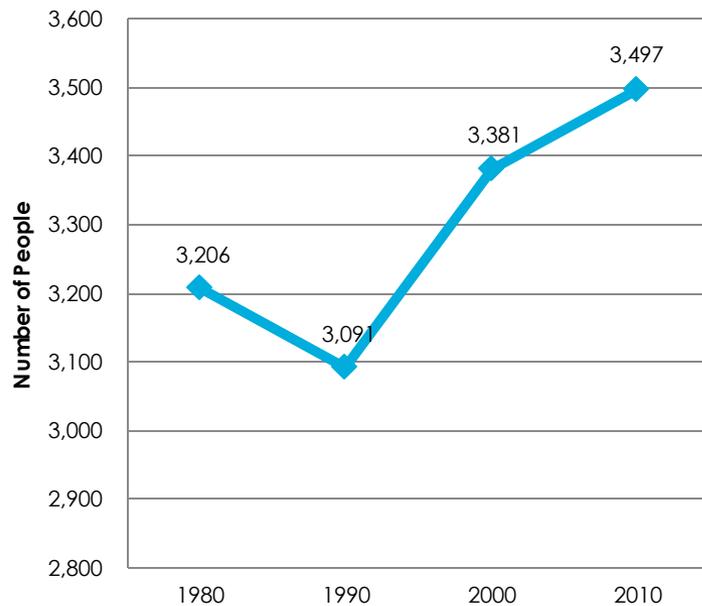
- Population decline
- Aging population
- Educational attainment rates
- Increasing crime rates

Population Decline of Owosso

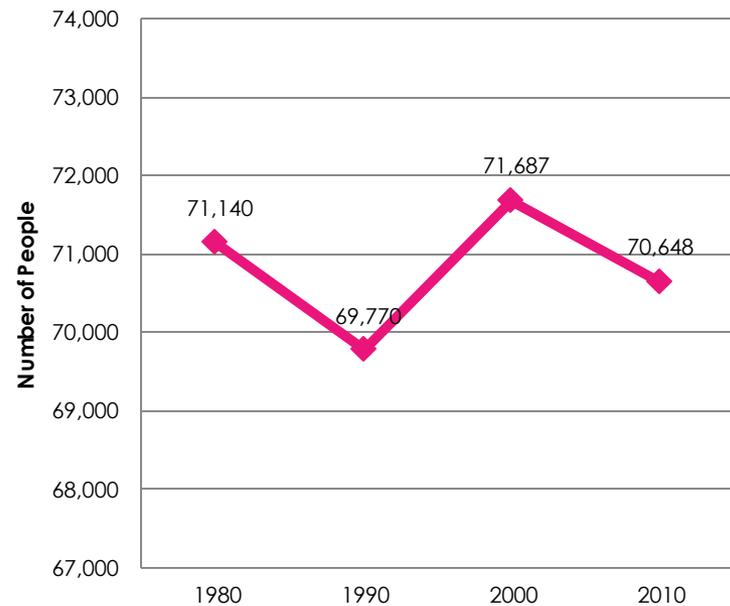


Population Trends for Corunna and Shiawassee County

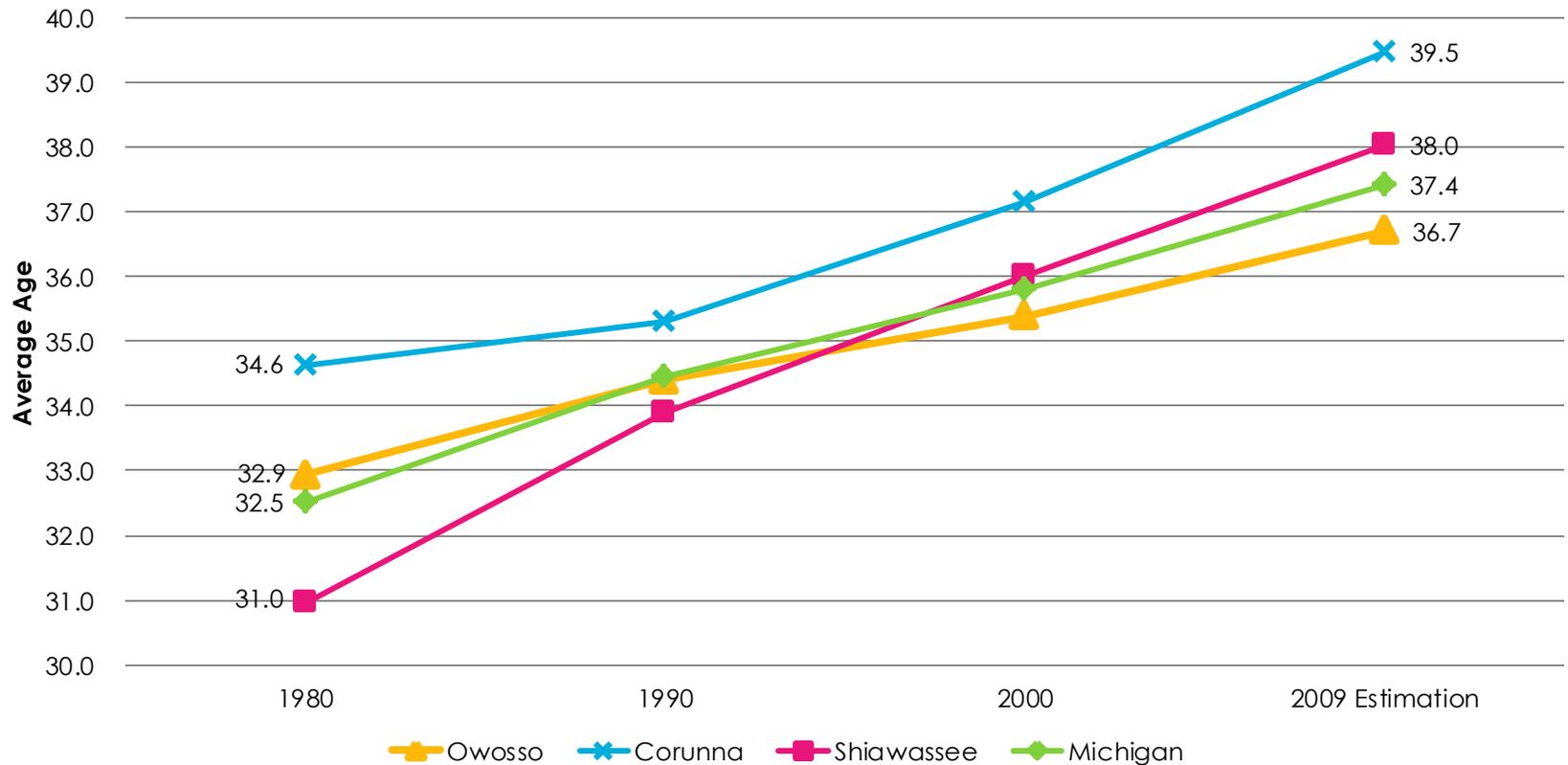
Corunna



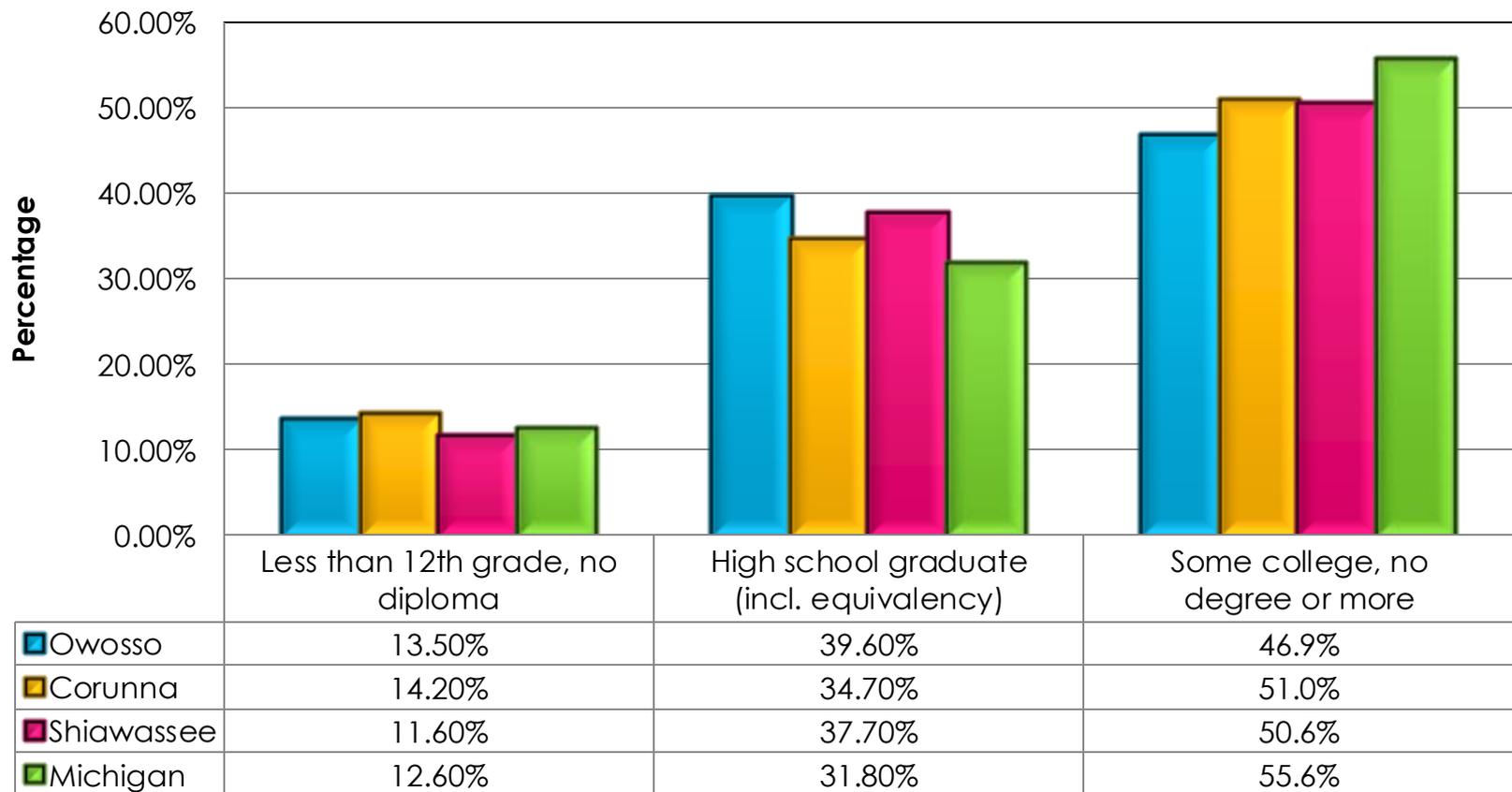
Shiawassee County



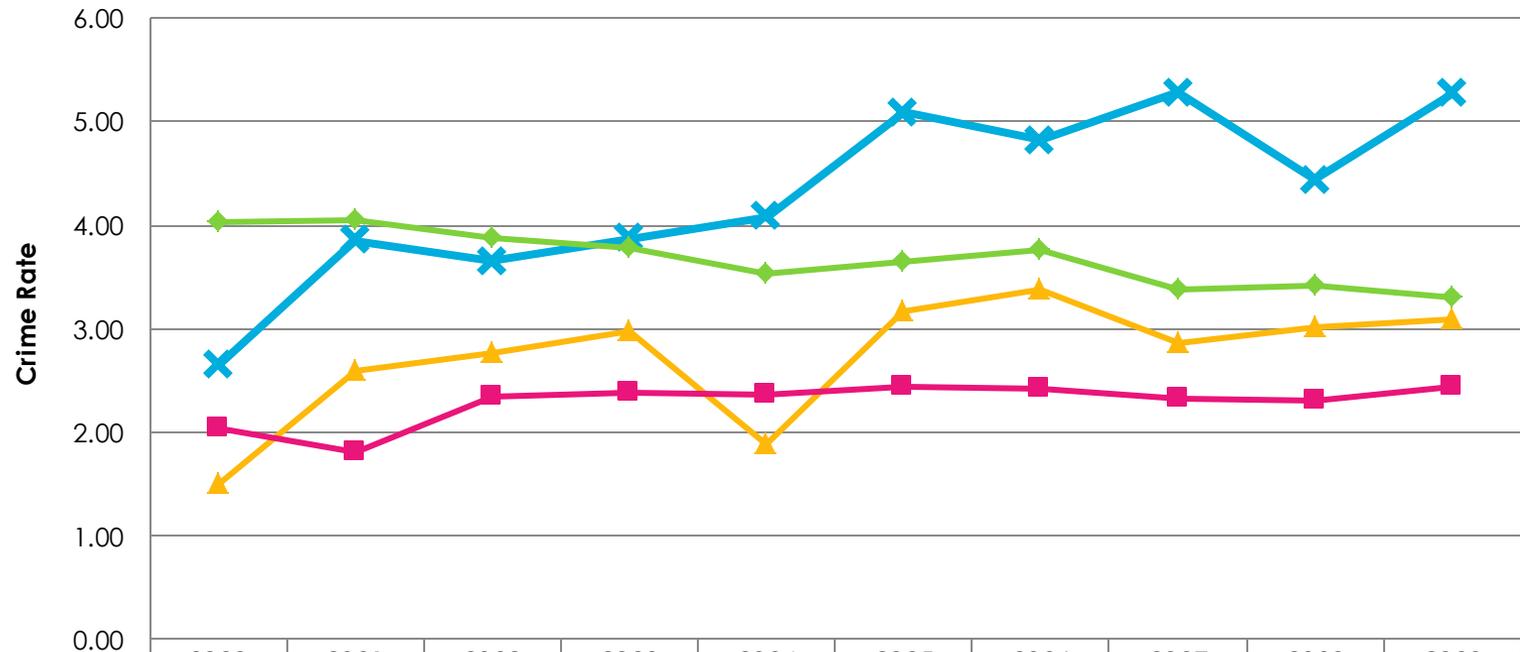
Average Age



Educational Attainment: 25 years and over (2005-2009 Estimation)



Crime Rates: Index Crimes



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
—x— Owosso	2.65	3.85	3.65	3.88	4.08	5.09	4.82	5.28	4.44	5.28
—▲— Corunna	1.51	2.60	2.77	2.98	1.89	3.17	3.38	2.87	3.02	3.10
—■— Shiawassee	2.05	1.81	2.34	2.38	2.37	2.44	2.41	2.32	2.31	2.45
—◆— Michigan	4.04	4.05	3.87	3.78	3.54	3.64	3.77	3.39	3.42	3.31

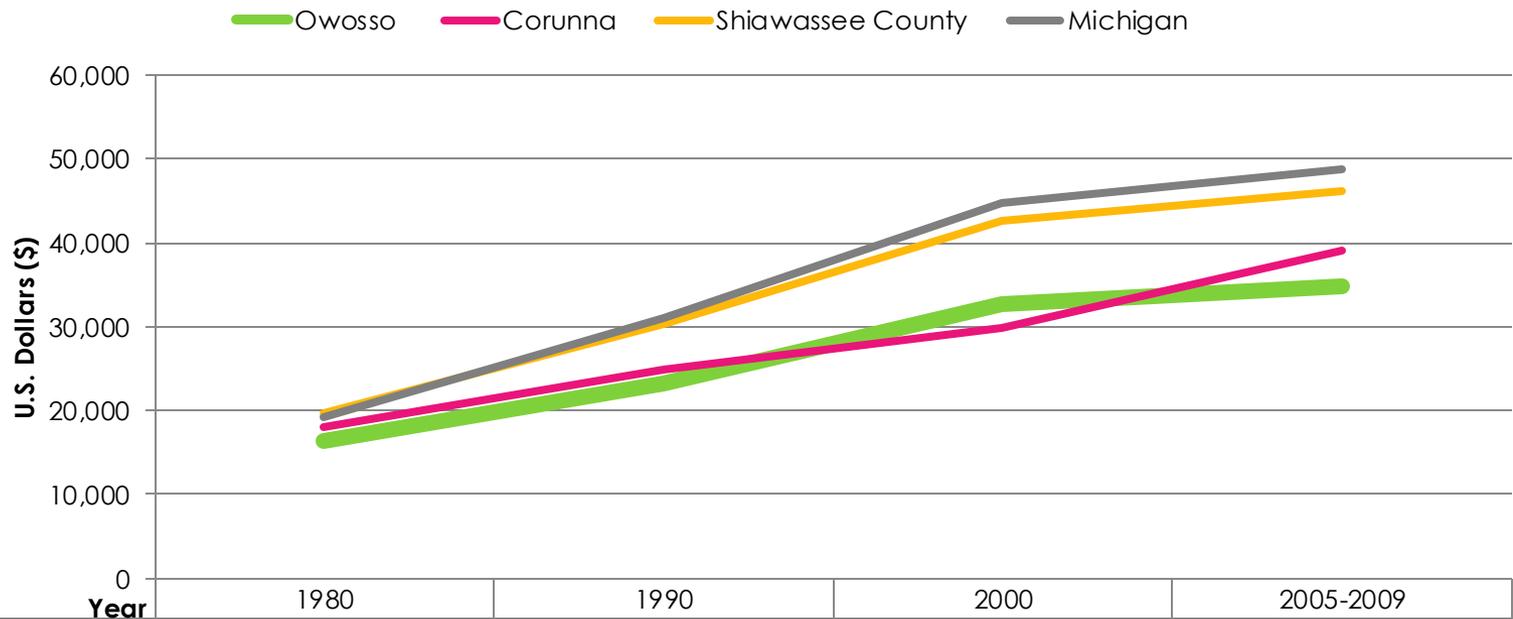
Demographics Summary

- The population of Owosso has been decreasing
- Average age is increasing
- The number of high school graduates is higher than other areas
- Index crime rate is increasing

Socio-economics

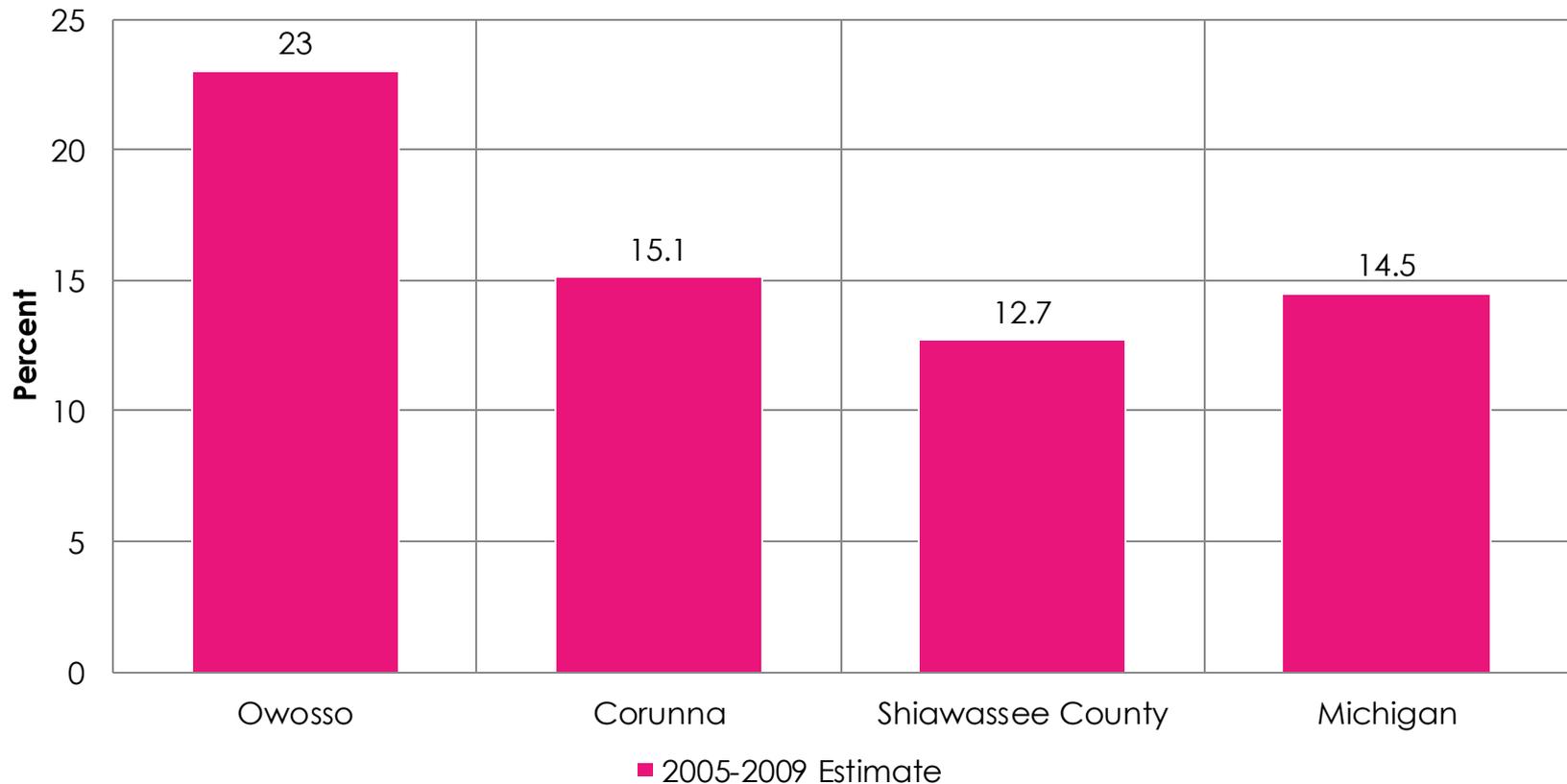
- Increasing median income
- Comparatively high poverty rate
- Change in source of employment
- Comparatively high unemployment

Median Income

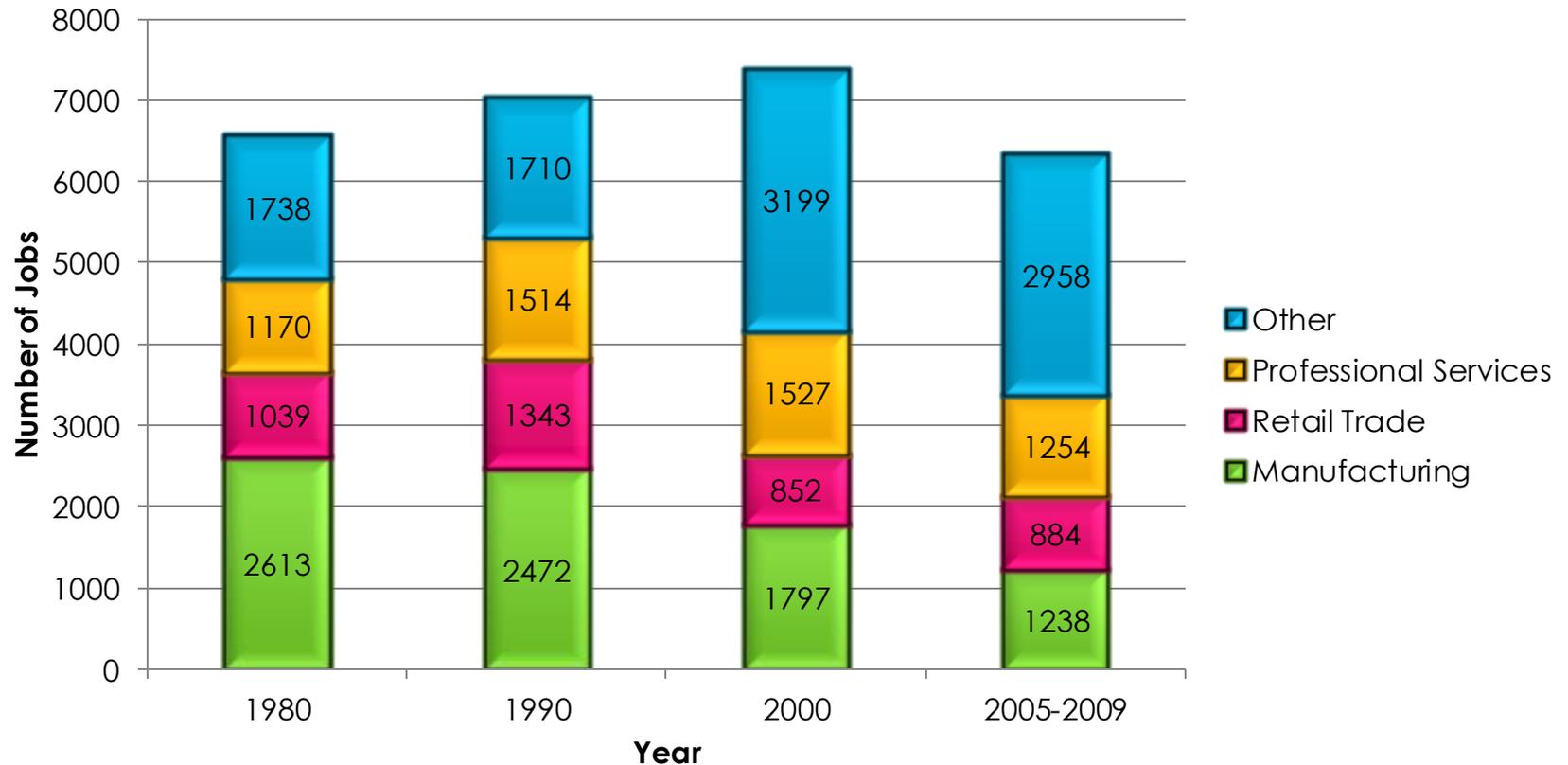


Year	1980	1990	2000	2005-2009
Owosso	16,452	23,220	32,576	34,743
Corunna	17,923	24,784	29,831	38,961
Shiawassee County	19,722	30,283	42,553	46,260
Michigan	19,223	31,020	44,667	48,700

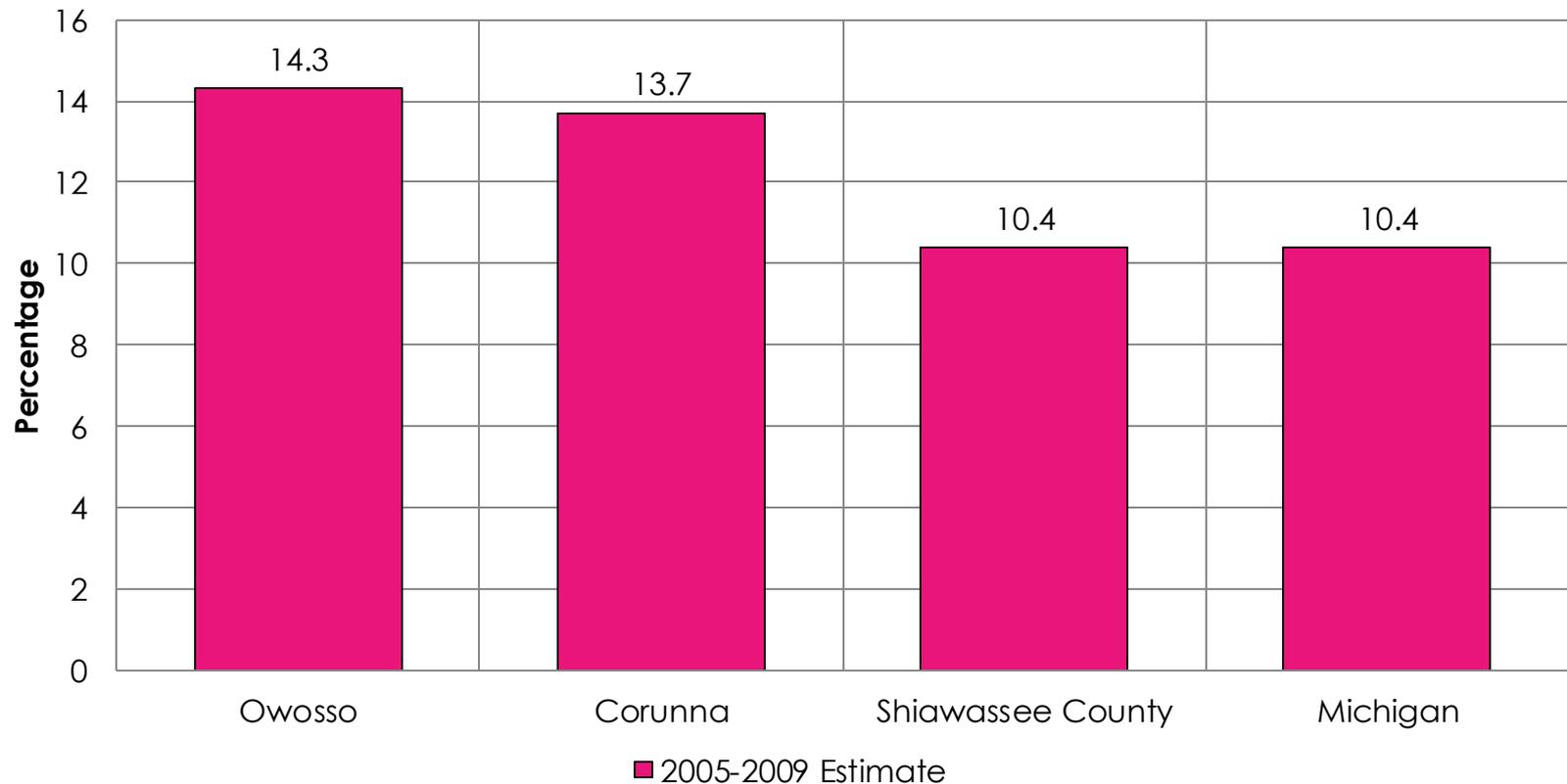
Poverty Rate: Percentage of All People (Individuals) Below Poverty Level



Main Employment Sectors of Persons in Owosso



Unemployment Rate



Socio-Economics Summary

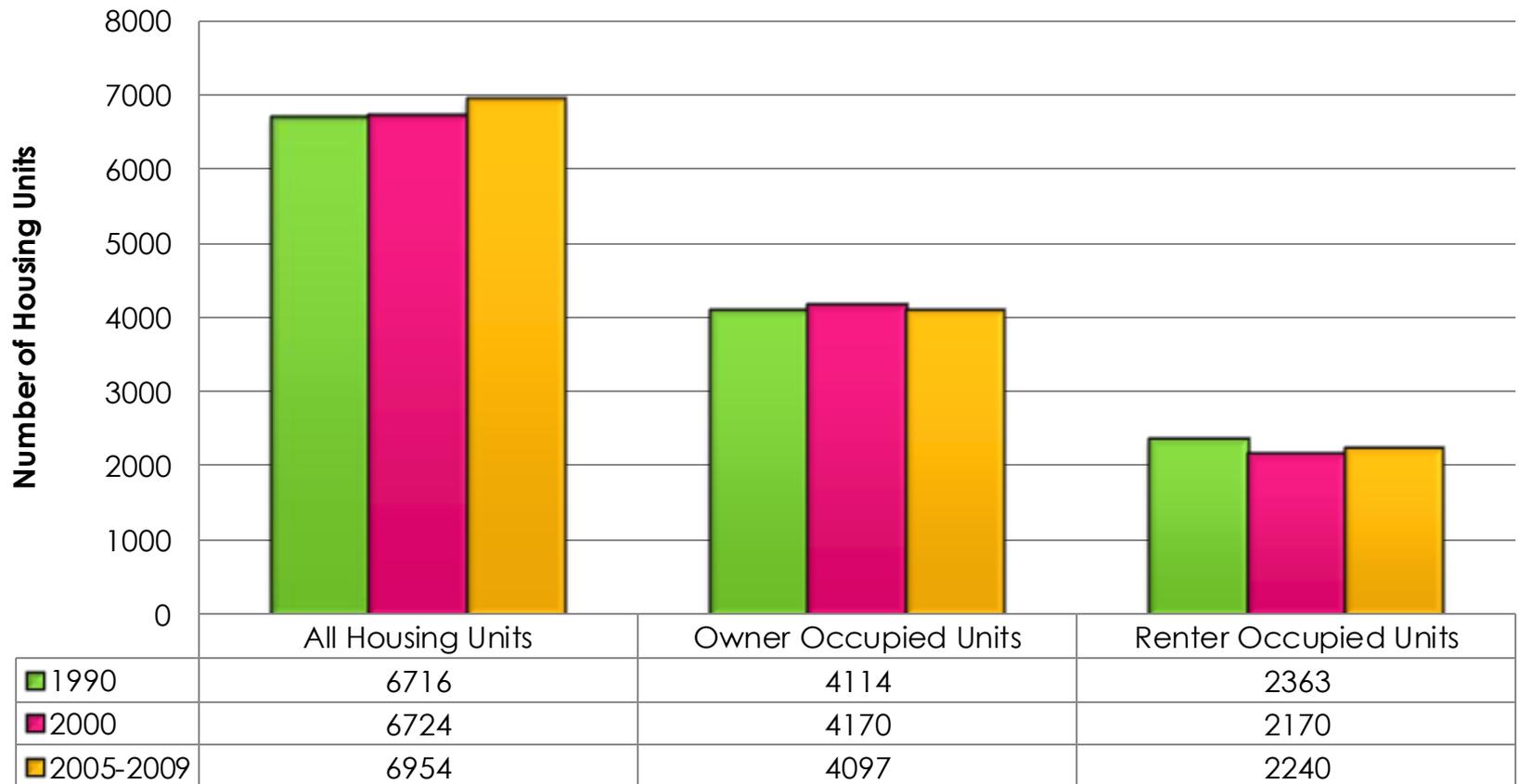
- Median income is increasing
- The poverty rate has increased
- Manufacturing employment decreased and jobs shifted to other sectors
- Unemployment rate is increasing

Housing

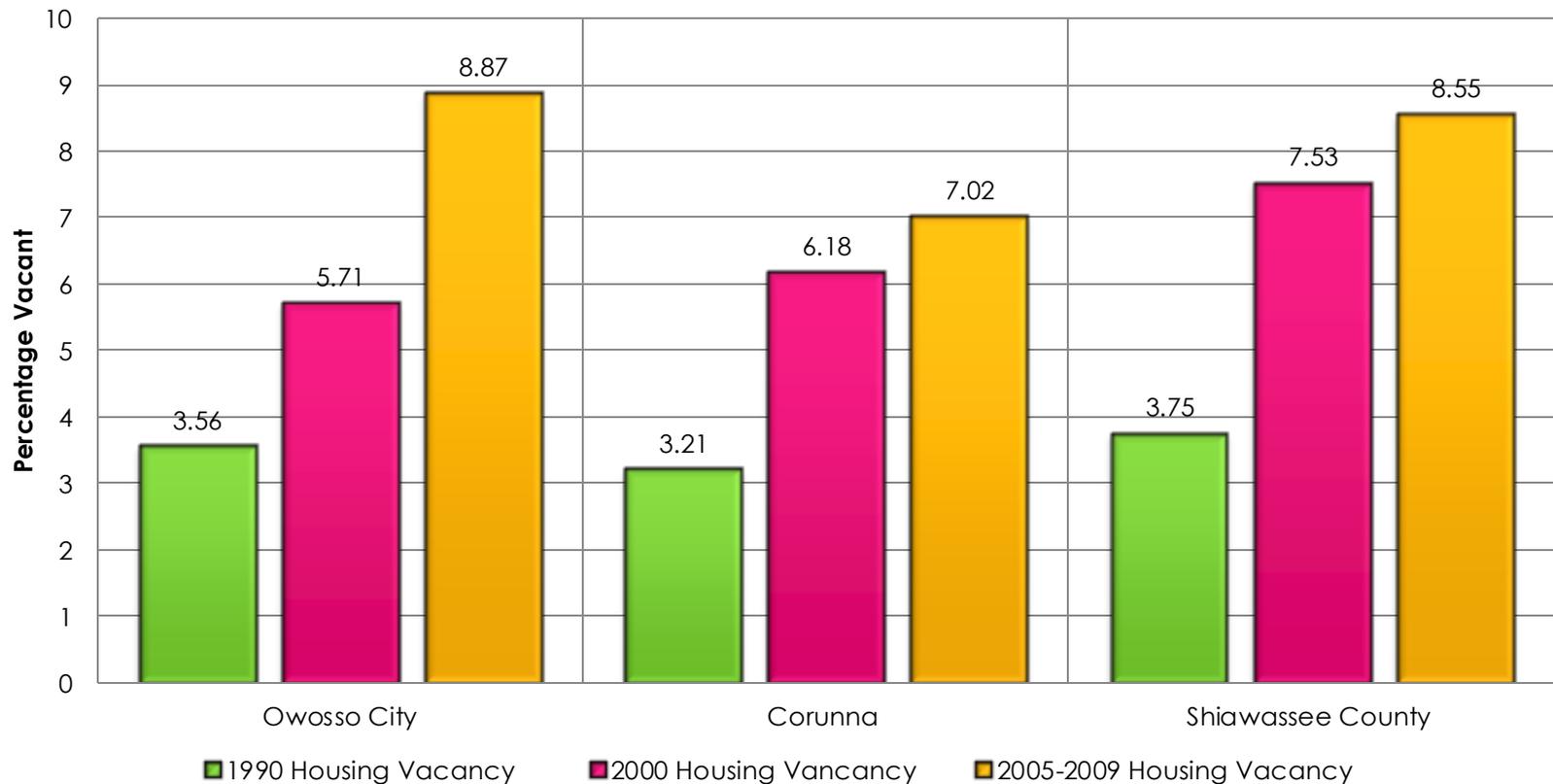
- Owner and Renter Units
- Increasing vacancy rates
- Aging housing stock
- Average Selling Price



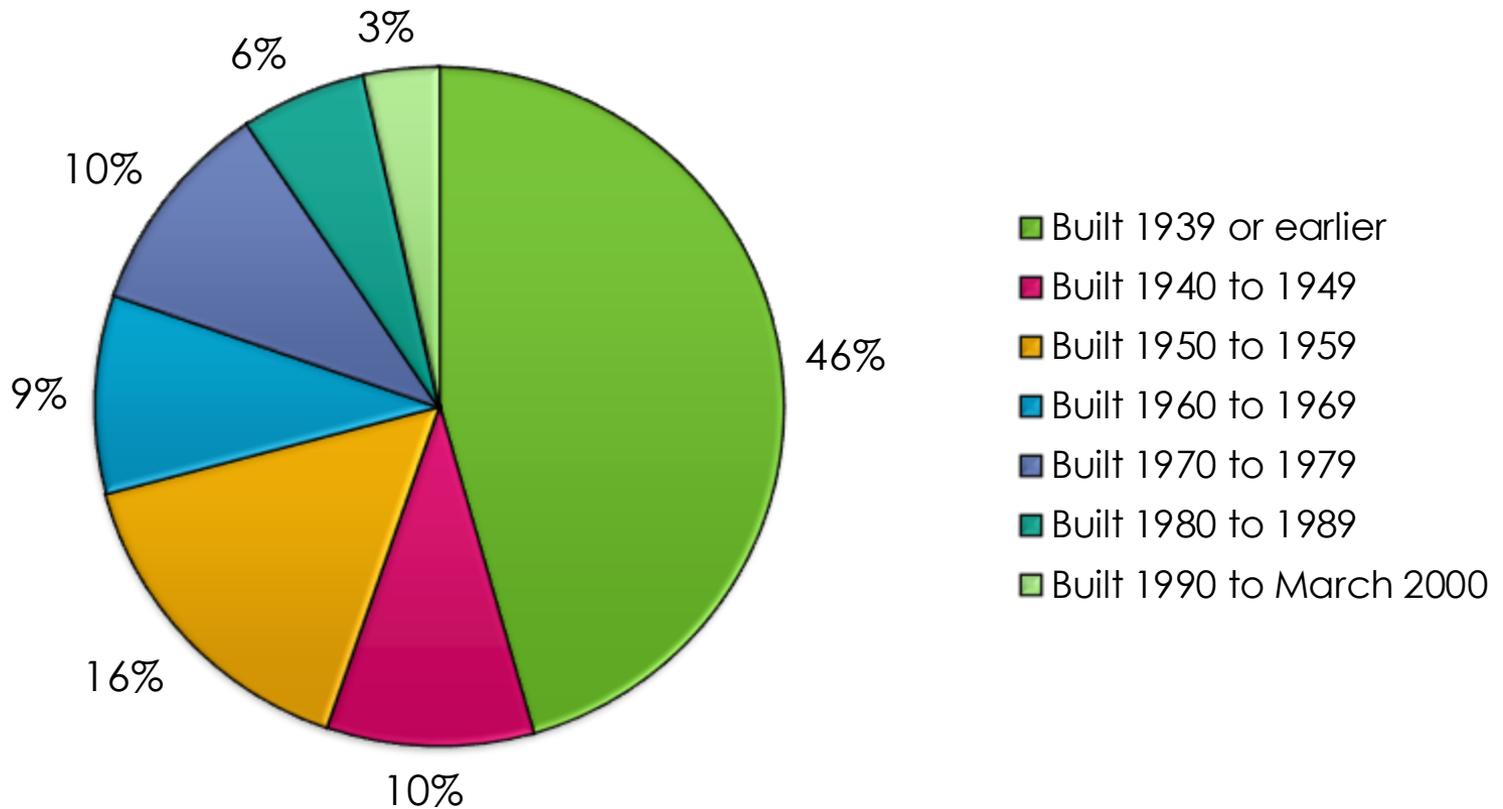
Owner and Renter Occupied Units



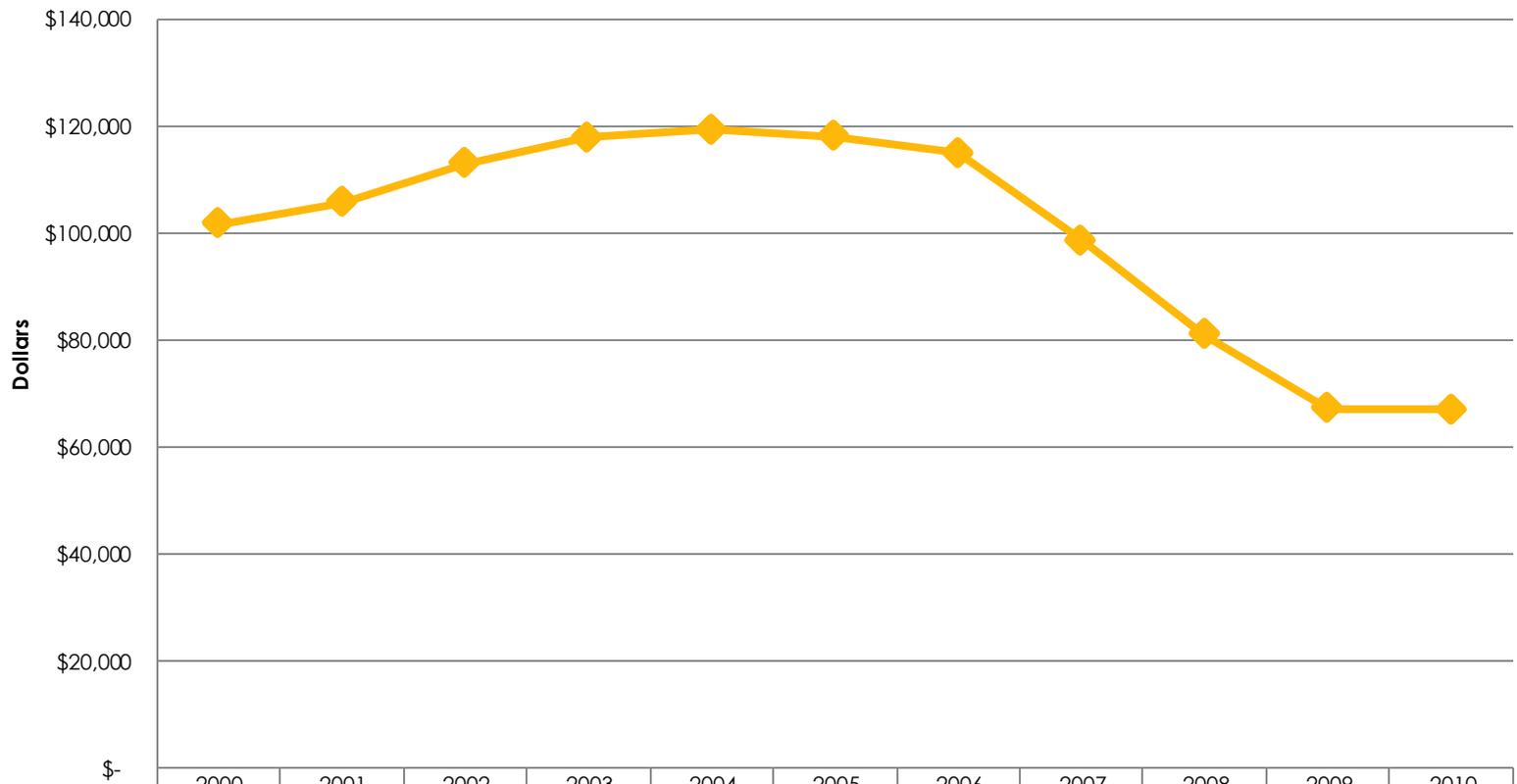
Housing Vacancy



Age of Housing Structures



Average Sales Price: 2000-2010



Housing Summary

- The number of renter occupied homes is increasing
- Housing vacancy rate has increased
- 46% of housing structures were built before 1940
- The average selling price of homes is decreasing

Strengths. Weaknesses. Opportunities. Threats. (SWOT) Analysis

- Methods
- Participant information
- Results
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Conclusions



Strengths. Weaknesses. Opportunities. Threats.

- Arts and Entertainment
- Local Institutions
- Recreation
- Family Appeal

- Lack of Community Identity
- Lack of Communication
- Unemployment



- Creating an Identity
- Integrating Baker College

- Economy
- Loss of Population
- Resistance to Change
- Servicing an Aging Population

Future Considerations

Aging Population

- Difficult and expensive
- Different needs than average citizen

Community Identity

- Explore creation and implementation of marketing campaign
- Allow residents to determine aspects

Community of Education

- Evaluate relationship with Baker College
- Mutual relationship could benefit both parties

Housing Situation

- Communicate presence and availability of resources
- Concern of vacancy rates and number of rental units

Public Participation

- Keep multiple constituencies involved throughout the master plan development process

Moving Forward

- 1: Purpose and Intent
- 2: Goals and Objectives
- ~~3: Social and Economic Characteristics~~
- 4: Transportation
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Questions and comments...

THANK YOU