

# Ontonagon County Place-based Targeting Strategy

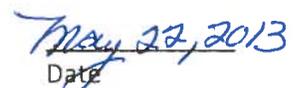
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Ontonagon County -- Grant # MSC-2011-0718-HOA

The Place-based Targeting Strategy represents MSHDA's Community Development Division approved process and the County's determinations to address the following Special Condition:

*To receive the second year funding (the remaining 50% of the grant award) the grantee must engage in community planning for a Targeted Strategy that will forward the goal of Place Making, resulting in a plan approved by MSHDA, Community Development Division.*

  
Authorized Signatory for Grantee

   
Printed Name Date

Data collection and final report prepared by MSHDA approved Technical Assistance provider, Kuntzsch Business Services, Inc., and updated by Western Upper Peninsula Planning and Development Region.



## Introduction

On September 2, 2011 the Michigan State Housing Development Authority (MSHDA) sent a memo to its County Allocation Housing Resource Fund Grantees to notify them of changes to the County Allocation Program. Due to recent cuts in the Community Development Block Grant (CDBG) program, which funds MSHDA's County Allocation Program, and the difficult housing market, MSHDA determined it was necessary to redefine its investment priorities. The memo states,

“...we must provide solutions by redefining our investment priorities within our [Housing Resource Fund]. We will do this by targeting our resources collectively between state and local governments by creating ‘Sense of Place’ investment priorities.”

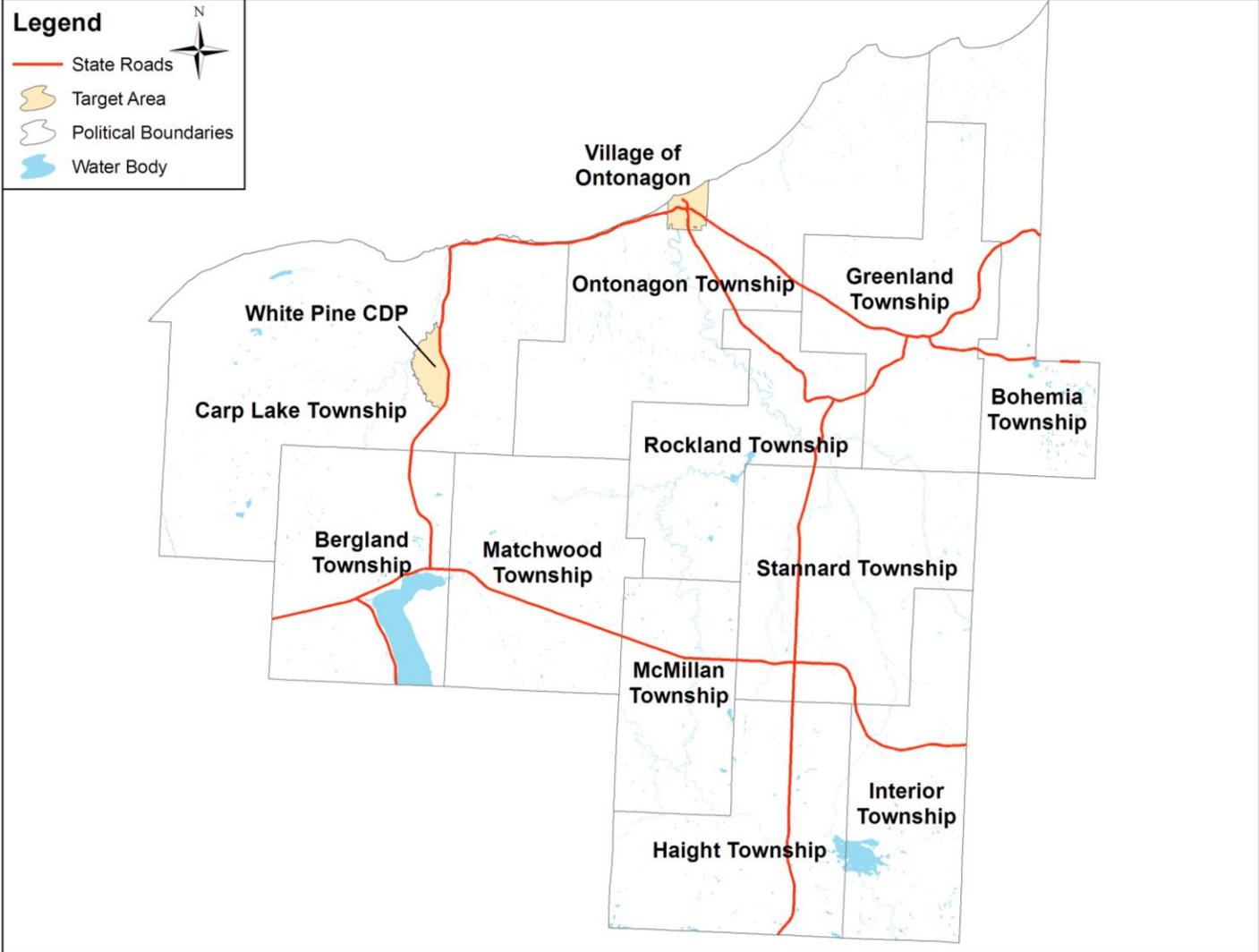
In order to access 50% of their County Allocation funding, the memo requires counties to, “...engage in community planning for a ‘Targeted Strategy’ that will forward the goal of Place Making, resulting in a plan approved by [MSHDA’s Community Development Division].”

The purpose of this Place-based Targeting Strategy is two-fold; it addresses the requirement for a “Targeted Strategy” set forth by MSHDA in the *Program for Creating a Place-based Targeting Strategy* (see Appendix 1) while also identifying needs for improving the quality of place in targeted areas, which extend beyond the current scope of the County Allocation Program.

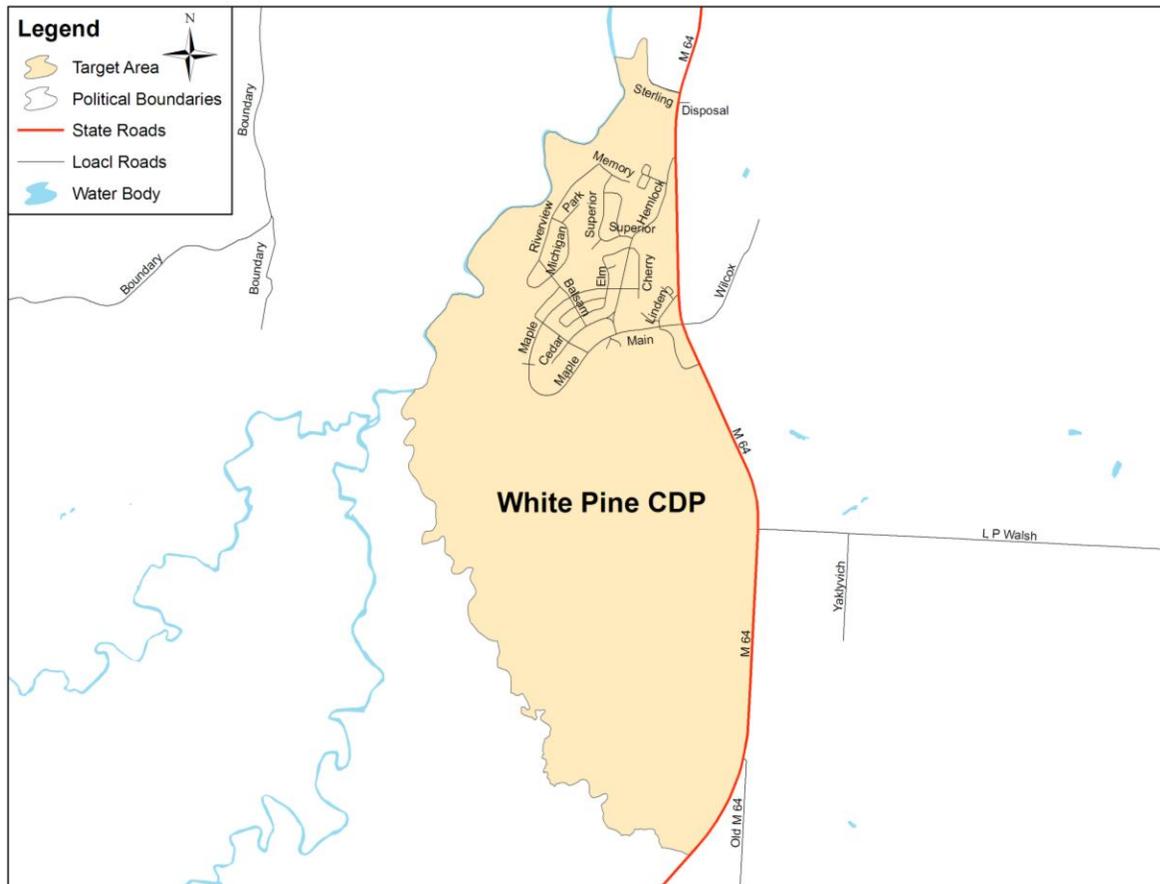
### Identification of Target Areas

Ontonagon County has selected the White Pine Census-Designated Place (CDP) and the Village of Ontonagon as its target areas for the 2012/2013 County Allocation Grant. Map 1 illustrates the CDP's and Village's location relative to the County as a whole, and Maps 2 and 3 provide detailed views of the CDP's and Village's boundaries, respectively.

Map 1



Map 2



### Rationale for Target Areas

Ontonagon County has selected White Pine CDP and the Village of Ontonagon as the target areas for the County Allocation Program based on the following considerations:

- A combined 29 percent of the County population lives in the CDP and Village (see Appendix 2).
- The developed part of the CDP is a compact community and former mining town with substantial opportunity for redevelopment.
- The Village is located on Lake Superior; it has significant community assets, vibrant natural environment, and history to build upon.
- The Village and CDP have necessary services to support economic development (water, sewer, transportation infrastructure, communications).
- The CDP and Village meet all of MSHDA's requirements for a County Allocation Program Target area (see Appendix 2).



## Target Area Requirements

This section responds to the requirements for target areas identified by MSHDA in the *Program for Creating a Place-based Targeting Strategy*, as outlined in Appendix 1.

### Housing Density

Ontonagon County: .007 Housing units/acre

White Pine CDP: .108 Housing units/acre

Village of Ontonagon: .384 Housing units/acre

### Zoning

The Village of Ontonagon adopted a new hybrid zoning code in 2012 that provides for several form-based districts in the Village. This code is highly conducive to place-making activities. Carp Lake Township, the jurisdiction covering White Pine CDP, is also zoned.

### Affordability

Table 1

Area	Median Rent	% of County Median Income*
Ontonagon County	\$335	11%
White Pine CDP	**	**
Village of Ontonagon	\$351	12%

\* County Median Income: \$35,269

\*\* Not Available

Table 2

Area	Median Home Value	% of County Median Home Value
Ontonagon County	\$75,300	100%
White Pine CDP	\$38,900	52%
Village of Ontonagon	\$62,600	83%

### Assessed Value

Table 3

Area	2011 State Equalized Value
Ontonagon County	\$367,507,524
White Pine CDP	**
Village of Ontonagon	\$29,146,154

\*\* Not Available

## Target Area Recommendations

This section responds to recommendations for placemaking from MSHDA in the *Program for Creating a Place-based Targeting Strategy* (see Appendix 1) and also identifies needs for enhancing the quality of place within target areas beyond the scope of the County Allocation Program. These additional needs have been identified with the understanding that the State of Michigan may be targeting other state resources to create and enhance high-quality places in the future.

### Access to Transportation

Ontonagon County Public Transit (On-Tran) provides demand-response service to all residents of the County as well as a monthly fixed route to Houghton for access to broader services.

The primary state highway through White Pine CDP, M-64, provides connectivity with routes M-28, M-38, and U.S. 45 for access throughout the state and region. M-64 connects to M-38 within the Village of Ontonagon. Several years ago, the bridge joining the two routes was moved to bypass the downtown, significantly altering the amount of traffic that passes local businesses on a daily basis. Ontonagon has direct access south to Wisconsin via highway US-45.

### Pedestrian Infrastructure

White Pine CDP, though it is not a municipal government, includes a central developed area served by an interconnecting array of local streets. With low levels of traffic, these are appropriate for pedestrian use.

The Village of Ontonagon recently invested in downtown lighting and sidewalks by adding brick pavers and bump-outs to enhance the downtown's pedestrian-friendliness. This shift in form and function was extended to many side streets, expanding the walkability of the entire Village.

Development of trails and access to hiking, biking and cross country skiing is a vital amenity for the Village as it continues to enhance the quality of life of residents as well as improve its attractiveness for tourism.

### Proximity to Necessities and Community Assets

#### *Major Employers*

The Village of Ontonagon and the County as a whole has been significantly impacted by the loss of major employers in the natural resources industry in recent years. Current major employers in the region include

- Ontonagon Memorial Hospital
- Ontonagon School District
- Ontonagon County Government

These employers are located within the Village limits of Ontonagon. However, access to the Hospital and the School could be improved, as both are in the southern portion of the Village, separated from the main residential areas.

In White Pine CDP, Global Wood Sticks is in the process of preparing a chopstick factory that can be expected to become one of the County's major employers.

### *Parks*

White Pine CDP has a small playground as well as sports and recreation facilities available at a former school complex in the developed part of the community. The Village of Ontonagon has eight recreational facilities within or just outside of the Village limits.

The primary development of parks and recreational facilities needed in the Village is to capitalize on the Village's waterfront. Examples include:

- The Village's current Marina should be expanded and relocated to provide users with walking access to the downtown, rather than needing to cross the river.
- The Village currently lacks a town square or central gathering place. Development of public open space specifically related to the River or Lake Superior would be an excellent solution to this need.
- The Village of Ontonagon and the Township of Ontonagon have identified development of a recreational trail system through both jurisdictions as a priority.

### *Healthcare Facilities*

Residents of the Village and surrounding areas have access to Aspirus Ontonagon Hospital for healthcare services. Some clinic hours are held at the closed hospital in White Pine CDP.

### *Grocery Stores*

Ontonagon has a supermarket on the Village perimeter and a small downtown grocery store that serve residents and visitors alike.

### *Community Centers*

White Pine CDP residents have close access to Carp Lake Township Library in the main residential area. The Ontonagon Township Library is located near the heart of Downtown Ontonagon and provides a gathering place as well as resources for residents. A recreation facility—normally used as a hockey arena—is also available in the Village for public events, as are community parks. Both the CDP and Village have active community/fraternal organizations.

### **Other**

White Pine CDP is still recovering from closure of a major copper mine in the mid-1990s which reduced the population occupying the developed residential area. A small-scale niche industry continues to utilize part of the mine. As previously mentioned, a major employer that will impact the entire County is currently developing in the community's industrial park.

The primary physical challenge currently facing the Village is redevelopment of the former Lakeshore industrial site, located across the river from the downtown, which historically provided vital employment for Village and County residents. Now vacant, the structure blocks a substantial portion of waterfront access. The Village developed a re-use plan as part of its Master Plan. Implementation of this plan is absolutely critical to the Village.

## **Appendix 1**

### **Program for Creating a Place-Based Targeting Strategy**

The following process has been developed to target the County Allocation Program for placemaking in each county participating in the current grant cycle.

#### **Identification of Target Areas**

1. Target area(s) must be identified based on one or more of the following:
  - 1.1. County and/or regional planning documents
  - 1.2. Analysis of existing conditions
2. Consistency with existing plans
  - 2.1. Target area(s) should be identified on relevant plans (regional, county and/or local) as an area suitable for investment in housing, infrastructure enhancements, and economic development.

#### **Target Area Requirements**

*All target areas must meet the following criteria.*

1. Housing Density
  - 1.1. The target area must have 50% more housing units per acre than the county as a whole.
2. Zoning
  - 2.1. Zoning in the target area must be flexible enough to permit the creation of high-quality places.
    - 2.1.1. Ideally, the target area should be primarily zoned with a mixed-use classification. But at a minimum, residential, commercial and office uses must be permitted within the target area.
3. Affordability
  - 3.1. Median rent in the target area must be 30% or less of county median household income.
  - 3.2. Median home value in the target area must be equal to or less than 110% of median home value for the county as a whole.
4. Assessed value of targeted area and county.
  - 4.1. Submit assessed value of target area and the county as a whole for the current year.

#### **Target Area Recommendations**

*The following items indicate recommended characteristics of target areas. Grantees must respond to the following questions for each target area. If the answer to any question is "No," the grantee must identify how the county will pursue improvements that move the target area toward meeting that recommendation in the future.*

1. Access to transportation
  - 1.1. Does the target area have access to public transportation?

2/8/2012

- 1.2. Does pedestrian infrastructure exist in the target area that effectively connects key destinations?
  - 1.2.1. Sidewalks, bike lanes and/or multi-use pathways should provide access to destinations within and outside of the target area.
2. Proximity to necessities and community assets
  - 2.1. Is the target area within walking distance (1/2 mile) of major employment centers?
  - 2.2. Is the target area within walking distance (1/2 mile) of parks and green infrastructure assets?
  - 2.3. Distance to essential services
    - 2.3.1. Is the target area within walking distance (1/2 mile) of healthcare facilities?
    - 2.3.2. Is the target area within walking distance (1/2 mile) of schools?
    - 2.3.3. Is the target area within walking distance (1/2 mile) of grocery stores?
  - 2.4. Is the target area within walking distance (1/2 mile) of community facilities e.g. community centers, local government offices, etc.?

## Appendix 2

Table 4: County Target Area Requirements Evaluation (source: 2010 Census and 2010 ACS 5-year estimates)

Geography	Population	Housing Units	HU/Acre	HU/Acre % of County	Contract Rent	CR % of County M.I. **	Home Value	HV % of County
Ontonagon County	6,780	5,672	0.007	100%	\$335	11%	\$75,300	100%
<b>Ontonagon village*</b>	<b>1,494</b>	<b>910</b>	<b>0.384</b>	<b>5675%</b>	<b>\$351</b>	<b>12%</b>	<b>\$62,600</b>	<b>83%</b>
<b>White Pine CDP*</b>	<b>474</b>	<b>346</b>	<b>0.108</b>	<b>1599%</b>	-	-	<b>\$38,900</b>	<b>52%</b>
Bergland township	467	591	0.009	139%	\$382	13%	\$125,800	167%
Bohemia township	82	212	0.004	53%	-	-	\$118,800	158%
Carp Lake township	722	606	0.004	62%	\$811	28%	\$56,800	75%
Greenland township	792	557	0.008	114%	\$529	18%	\$57,000	76%
Haight township	212	294	0.004	64%	\$364	12%	\$155,100	206%
Interior township	336	334	0.006	89%	\$338	12%	\$71,100	94%
McMillan township	478	380	0.008	125%	\$119	4%	\$67,400	90%
Matchwood township	94	167	0.002	35%	-	-	\$97,100	129%
<b>Ontonagon township*</b>	<b>2,579</b>	<b>1,774</b>	<b>0.014</b>	<b>213%</b>	<b>\$323</b>	<b>11%</b>	<b>\$75,500</b>	<b>100%</b>
Rockland township	228	210	0.004	52%	\$314	11%	\$59,000	78%
Stannard township	790	547	0.007	101%	\$353	12%	\$82,100	109%

\***Bold Text**= Eligible area

\*\*Ontonagon County Median Income: \$35,269

## Appendix 3

Map 3: Previous County Allocation grant home rehabs, December 2011

