



Section 9: Goals + Objectives

Community Context – Goal

An attractive and distinct community with thriving residential neighborhoods and business districts that serve the needs of Village residents.

Objectives

- Clarify the Village’s outside image with regards to its approach toward growth and development.
- Be recognized in the region as desirable place to live, shop, and conduct business.
- Improve area physical conditions and overall quality of life.
- Promote developments that are compatible with surrounding uses.
- Capitalize on the Village’s attractive “wine country” and “small-town” character.

Strategies

- Market the Comprehensive Plan to let developers, builders, and potential residents know that the Village has a clear vision for the community’s future development.
- Amend zoning districts to match land-use changes defined in the Comprehensive Plan.
- Amend zoning, subdivision, and signage codes to continue to encourage the quality of development the Village is seeking.
- Work with state, regional, county, and township planning agencies to implement transportation improvements, open space improvements, and trail connections.
- Update the Village’s capital improvement program for the infrastructure needed to accommodate future development.
- Provide buffers between conflicting land uses, such as industrial and residential uses.

Residential Land Use – Goal

Attractive, safe residential neighborhoods that provide a range of housing types and enhance the overall character of the Village.

Objectives

- Encourage high-quality, well-designed developments featuring a wide variety of housing products.
- Attract more quality developers to Mattawan.
- Acknowledge and preserve thriving older residential neighborhoods.
- Provide well-maintained neighborhoods.
- Increase residential density in or near Downtown, the new Town Center, and areas with high accessibility to Interstate 94.

Strategies

- Maintain existing neighborhoods with sidewalk, street, curb, street lighting, and landscape improvements where needed and by encouraging home repairs by owners.
- Encourage high-quality site planning that creates interconnected, pedestrian-oriented neighborhoods centered on open space, parks, and schools.
- Market the Comprehensive Plan to developers and business and property owners.
- Encourage denser housing products, such as rowhouses and condominiums, in strategic locations.
- Help owners of deteriorating properties maintain their buildings by providing technical and/or financial programs.
- Redevelop, reconfigure, or consolidate manufactured home parks, encouraging affordable housing options while providing more efficient, desirable manufactured home communities.

Commercial Land Use – Goal

Viable commercial districts that serve the needs of local and regional residents and enhance the Village’s tax base.

Objectives

- Focus commercial development in key locations, including Downtown, the Town Center and along Main Street.
- Promote development/redevelopment of vacant and underutilized commercial properties.
- Establish a well-maintained, attractive, pedestrian-friendly Town Center at the southwest corner of I-94 and Main Street to capitalize on the shopping and service needs of the following market segments:
 - Existing area residents.
 - Future residents to the new neighborhoods projected in the Plan.
 - Existing and future employees and visitors of Mattawan businesses.
 - Parents and teachers traveling to/from Mattawan’s school complex from outside the community.
 - Expressway traffic traveling through the region.
- Enhance and preserve the historic Downtown where feasible and introduce new housing opportunities.
- Improve physical conditions Downtown and along Main Street where necessary.
- Improve pedestrian and vehicular access and circulation in commercial districts.

Strategies

- Update ordinances where necessary to create and enhance commercial districts.
- Develop a coordinated streetscape and identity plan for each commercial district.

- Improve physical conditions in Downtown and along Main Street by expanding streetscape improvements, upgrading street furniture, adding landscaping, and screening trash, loading, parking, and storage areas.
- Cluster larger commercial uses near I-94.
- Work to attract quality hotels to the interchange area. Hotels should have amenities, such as conference/banquet facilities, that support nearby industrial/office uses.
- Work with property owners to upgrade facades and parking lot landscaping.
- Emphasize walkability and pedestrian circulation in new developments and add connections where feasible between Downtown and the new Town Center.

Office/Industrial Land Use – Goal

Viable office/research/industrial districts that accommodate a range of businesses and provide economic benefits to the Village.

Objectives

- Capitalize on the Village’s interstate highway visibility and access.
- Promote the retention of existing, active businesses.
- Promote the continued development of the Mattawan Business Park as a well-defined, modern business environment that can accommodate a range of uses.
- Create a major new business park - Mattawan Business Park North - to meet future market demand.
- Minimize the effects of industrial businesses on adjacent uses.
- Coordinate and enhance signage and landscaping.

Strategies

- Promote improvement or redevelopment of deteriorated industrial properties.

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- Work with state, regional, and county planning agencies to promote the economic development components of the Comprehensive Plan.
- Work with property owners to encourage retention of current businesses, attraction of new businesses, and redevelopment of underutilized sites.
- Develop a coordinated landscape and signage plan that provides buffers along expressways and major arterials, improves landscaping along other roads, and creates community and district gateway and identity signage.
- Encourage modern, efficient industrial and office buildings when development or redevelopment occurs.
- Work to attract a hotel or hotels to the area to serve Interstate travelers, MPI visitors, and area banquet and restaurant needs.
- Screen/buffer other uses from industrial areas.

Open Space and Trails – Goal

An open space system that provides a range of recreational opportunities and enhances the overall image and appearance of Mattawan.

Objectives

- Preserve and enhance existing open space resources.
- Create and maintain a variety of parks that offer a range of facilities in sufficient quantity for the Village’s population.
- Increase and improve civic open space to enhance community identity.
- Create or enhance open spaces in Downtown and the Town Center that can serve as community gathering places.

Strategies

- Work with township, county and regional agencies to pursue grants and donations to enhance and provide open space and trails.

- Work with adjacent jurisdictions to preserve vineyards and orchards that provide visual appeal to the area.
- Encourage walking and biking throughout the community by creating paths and linked streets/sidewalks.
- Enhance and maintain creeks and woodlands where feasible.
- Acquire vacant or underutilized land to create new parks, playlots, or trails, particularly in underserved areas north of I-94.
- Develop new plazas, walkways, gardens, and other open spaces near civic uses.
- Encourage developers to include parks and trail segments in new developments using open spaces and civic uses as focal points.

Community Facilities – Goal

Efficient community facilities that provide residents, businesses, and property owners with a full range of services.

Objectives

- Efficiently distribute community facilities throughout the Village based on current and projected needs.
- Maintain quality of life with Village facilities and services that are responsive to residents and businesses.
- Maintain school facilities as an attractive asset in the community.

Strategies

- Repair and maintain sidewalks, streets, and street lighting throughout the Village.
- Add sidewalks where appropriate to make key pedestrian connections, enhance the walkability of the community, and provide safe routes to school for Village students.

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- Improve Village support for volunteer programs and services that enhance quality of life.
- Increase linkages between Mattawan businesses and area schools and colleges.
- Enhance access to Mattawan schools by providing additional road connections to the school.

Transportation – Goal

An efficient transportation network that provides for the movement of vehicles, pedestrians, and bicyclists throughout the Village.

Objectives

- Maintain safe and attractive roadways that facilitate access and circulation.
- Continue to repair and maintain infrastructure to facilitate access and promote roadway safety.
- Widen and expand roadways where necessary.
- Improve pedestrian circulation through additional or improved sidewalks, crosswalks, and trails.
- Improve signal operations to better accommodate peak school traffic.
- Facilitate access to Downtown, the new Town Center, and employment centers.
- Utilize access management strategies, such as consolidated curb cuts and shared access, to improve traffic flow along commercial corridors.
- Increase roadway connectivity by linking fragmented roadway segments.

Strategies

- Maintain the existing roadway system in good condition.

- Widen the I-94/Main Street bridge for additional through-lane capacity to accommodate new developments, especially the expansion of MPI.
- Continue to work closely with MDOT to facilitate transportation improvements at the I-94/Main Street interchange, including bridge widening and improvements to the intersection of Cole Avenue and the ramps on the north side of the I-94 interchange.
- Replace/upgrade the signal equipment at the Main Street/McGillen Avenue intersection.
- Develop a capital improvement program for area infrastructure.
- Identify and pursue appropriate funding sources for transportation improvements.
- Develop a working relationship with property owners to plan ahead and coordinate local development plans with access and circulation improvements.
- Incorporate access management techniques and guidelines into roadway plans and local development plans.
- Preserve and acquire right-of-way along arterial roadways, especially Main Street, as properties are redeveloped to accommodate future road widening, intersection turn lanes, pedestrian/bicycle facilities, and streetscape.
- Provide lane and crosswalk markings where absent, faded, or confusing at several intersections.
- Attract funding to implement a wayfinding/signage program to help visitors locate Downtown, business parks, and other shopping areas.
- Consider a Western Avenue bridge over I-94 to provide another north-south route through the Village and to the school campus.

Community Character – Goal

An attractive community with a distinct visual identity that promotes Mattawan’s natural and physical qualities.

Objectives

- Create and promote an identity for Mattawan that capitalizes on its positive attributes.
- Encourage high-quality site planning, landscape design, signage design, and architecture for all land uses that respects and preserves the area’s character and natural environment.
- Encourage high-quality building design for new housing to create architectural interest and variety in each block and neighborhood.
- Instill “Pride of Place” with business and property owners regarding property improvements and maintenance.

Strategies

- Enhance the Village’s wayfinding and signage system, including directional signage and identity features.
- Create design guidelines for new developments to encourage quality design including buffers, fencing, architectural variety, parking lot and street landscaping, gateways, and commercial facades and signage.
- Establish a buffer along I-94 to visually screen development and maintain an attractive outside image for the Village.
- Promote the area’s “wine country” and agricultural heritage, possibly by encouraging a winery in the area and/or joining regional efforts to promote vineyards and orchards.

