



Chapter 9: Performance Measures

Introduction

The preceding Master Plan text completes the cycle of identifying conditions, establishing a vision and goals, and making specific recommendations. This Chapter builds on the specific recommendations of Chapter 8: Implementation by enumerating a focused set of recommendations and implementation measures, establishing a time table (where practical), and incorporating key responsibilities (where possible).

This Chapter is a guide and point of reference as the City proceeds with implementation of the recommendations outlined in this Plan. Over time, the City may discover new implementation approaches. This Chapter focuses on the most significant and involved recommendations and implementation measures, to provide both a streamlined summary and a progress chart for the City. As the authors and most frequent users of this document, the Planning Commission holds a key responsibility for vigilance in reviewing the recommendations and progress of the Plan, and providing direction to City staff and officials to keep implementation on track. This Chapter highlights the key implementation measures and allows a quick, comprehensive review of the Plan's implementation strategies for frequent reminder and consideration. In addition, as this Plan is intended to be flexible and respond to new information, trends, and opportunities, the Planning Commission is responsible for recognizing an impetus for Plan review prior to the legally mandated 5 year review standard.

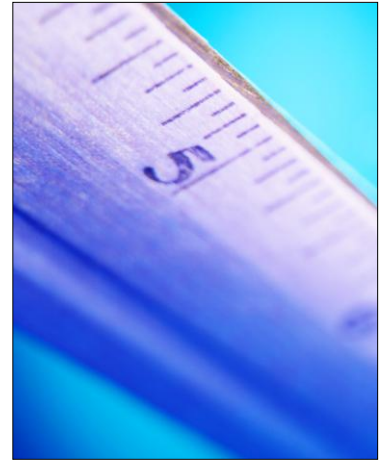


Table 9.1: Performance Measures Matrix provides a mechanism by which the Planning Commission can gauge the progress of the Master Plan implementation. The "Timeframe/Frequency" column outlines an ambitious but prioritized timeline for tackling each set of tasks. The "Status" column is intended to help the plan holders, including the public, officials, and staff, keep track of the progress of each row. Frequent use of the Plan will encourage regular review of this chapter and identification of future actions.

Reference the following codes for the Key Responsibilities column in Table 9.1: Performance Measures Matrix:

- PC – Planning Commission
- CC – City Council
- ZBA – Zoning Board of Appeals
- PLAN – Planning & Development Department
- PW – Public Works Department
- ENG – Engineering Department
- PARK – Parks and Recreation Groups
- CG – Community Groups
- DDA – Downtown Development Authority
- PSD – Principal Shopping Districts Administrators



Table 9.1: Performance Measures Matrix

Recommendation/Measures	Key Responsibilities	Timeframe/ Frequency	Status
1. Review, Amend, and Update Master Plan and Maps	PC, PLAN, ZBA	Review annually, finish update every 5 years (begin review before end of year 3)	
a. Review Master Plan and amend, if necessary, when conditions significantly change	PC	Review if significant change in conditions	
b. Identify, review any conflicts between Master Plan and Zoning Ordinance observed in rezoning/variance reviews	PC, ZBA, PLAN	Review if disconnect between rezoning/variances is identified	
2. Review and Update Zoning Ordinance	PC, CC, PLAN, ZBA	Review/amend at end of 1 st Qtr and 3 rd Qtr	
a. Upgrade Site Plan Review Standards to incorporate pronounced natural features considerations	PC, PLAN	Within 6-12 months of Master Plan adoption	
b. Implement Future Land Use Plan through Zoning Ordinance updates	PC, PLAN	Immediately following Master Plan adoption, and continuing through each bi-annual Zoning Ordinance review	
c. Accommodate new mixtures and design of uses within current or new districts, including Downtown Residential, Mixed-Use Centers, and cluster industry	PC, PLAN	Within 6-12 months of Master Plan adoption	
d. Strengthen and expand alternate development options, including PUD and other mixed-use agreements	PC, PLAN	Within 2-5 Years	
e. Develop standards and amend the Zoning Ordinance to include Access Management regulations and Plan guidelines	PC, PLAN, ENG, PW	Within 6-12 months of Master Plan adoption <i>(Table continues on next page)</i>	
3. Establish new alternate tax financing districts for select areas and expand existing districts	PC, PLAN, ENG, PW, DDA, PSD, CG, CC	1 year for PSD and DDA Plans, review new and unused programs annually	



Table 9.1: Performance Measures Matrix

Recommendation/Measures	Key Responsibilities	Timeframe/ Frequency	Status
a. Formalize a Saginaw Avenue PSD and use it to encourage development of Saginaw and the Circle area	PC, PLAN, PSD	Within 6-12 months of Master Plan adoption <i>(table continues on next page)</i>	
b. Update Plan and evaluate expansion of DDA boundaries, including provisions encouraging Downtown residential	PC, PLAN, DDA	Within 1-2 years of Master Plan adoption	
4. Implement recommended improvements from Transportation Plan	PC, ENG, PLAN, PW	Evaluate feasibility of new programs within 6 months of Plan adoption, review need for transportation improvements annually and cross-check with budget and capital improvements plan	
a. Incorporate Transportation Plan recommendations in transportation capital improvements plan	PLAN, ENG	Include warranted projects from Plan during annual capital improvements planning	
b. Develop Access Management Program (in conjunction with Zoning Ordinance regulations)	PLAN, PC, ENG	Within 6-12 months of Master Plan adoption	
c. Develop Pilot Traffic Calming Program	PLAN, ENG	Within 6-12 months of Master Plan adoption	
d. Enhance and Expand Pathway System, including updating/creating Parks & Recreation and Pathways Plans	PLAN, PW, ENG	Review and update relevant plans within 1 year of Master Plan adoption	

Conclusion

This Master Plan represents over a year of effort by the Planning Commission, City staff, residents, community organizations and representatives of the business community. Development of the plan involved collection and analysis of data on population, land use, environmental, transportation, infrastructure and socioeconomic conditions. The Plan is based upon this information and input from the public. It sets forth several recommendations, and as such, this Plan will only be as successful as the implementation measures taken to realize the vision set forth in previous Chapters. Implementation of the Plan will require a long-term, substantial commitment from the City and from each community and agency involved in oversight of the City and MUGA. This commitment will be tested over time, and with determined progress the strategies of the Plan can be implemented and the progress assessed using measurable evaluation tools. Deliberate determination and coordinated support will be needed to achieve adoption of regulatory recommendations. Budgets and improvement programs will need to be prepared to incorporate the recommendations of this Plan into Midland’s future.

