# ACTIVATE SCOTTVILLE

In collaboration with Michigan State University School of Planning, Design and Construction

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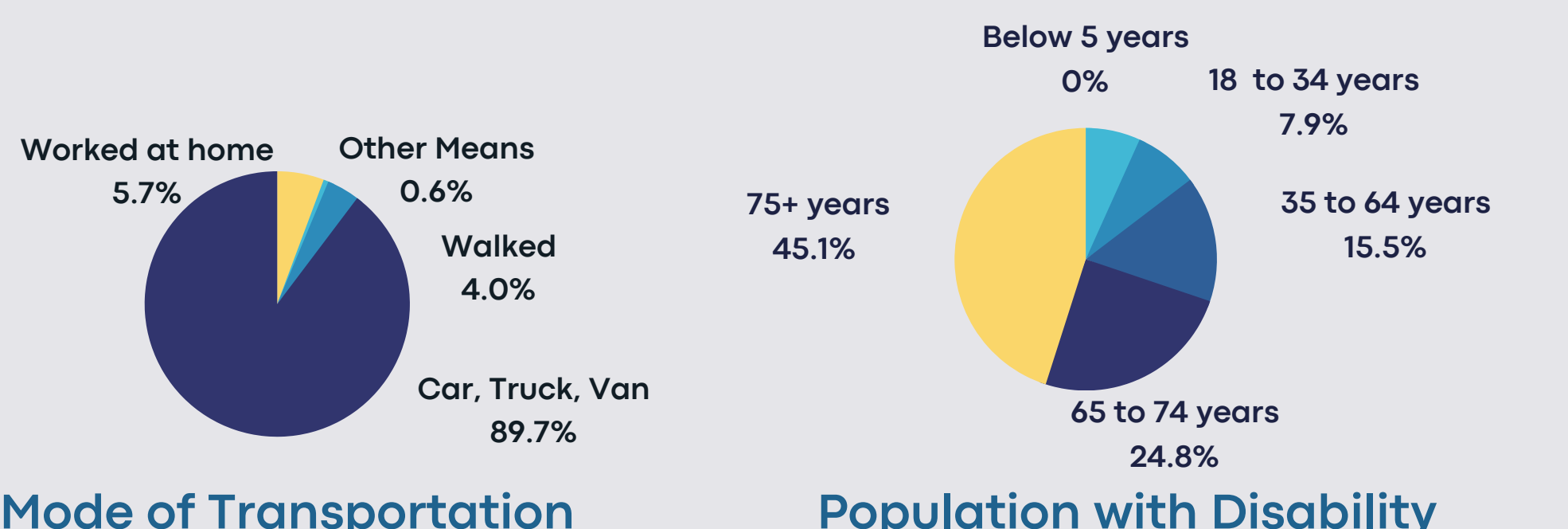
Introduction

Scottville, Michigan has about 1,300 residents and is located about 15 minutes east of Lake Michigan. The city faces a number of challenges, including unsafe walking infrastructure for school children and an unlively downtown. City Manager Jimmy Newkirk has approached MSU Practicum Team for assistance. The result is Activate Scottville, a plan that provides analysis, recommendations, and an action path towards solutions.
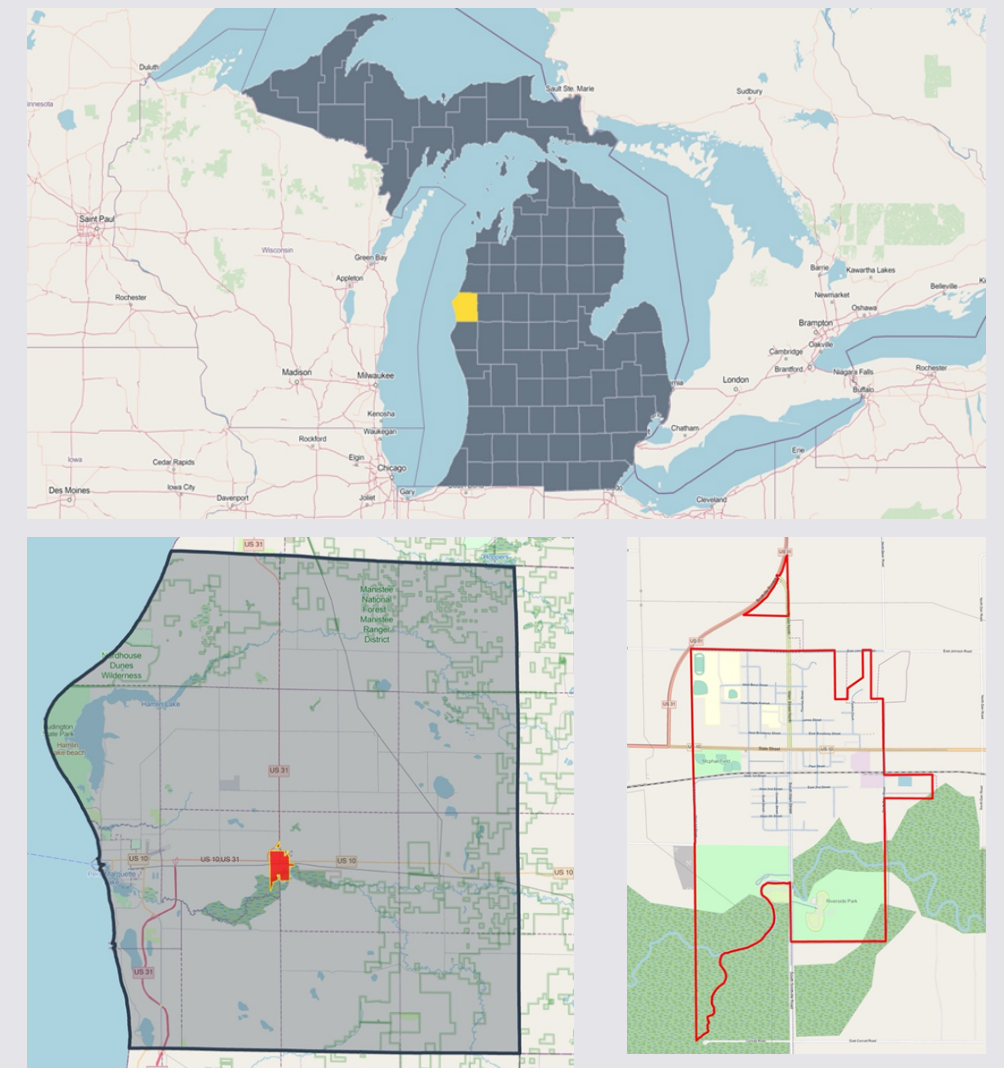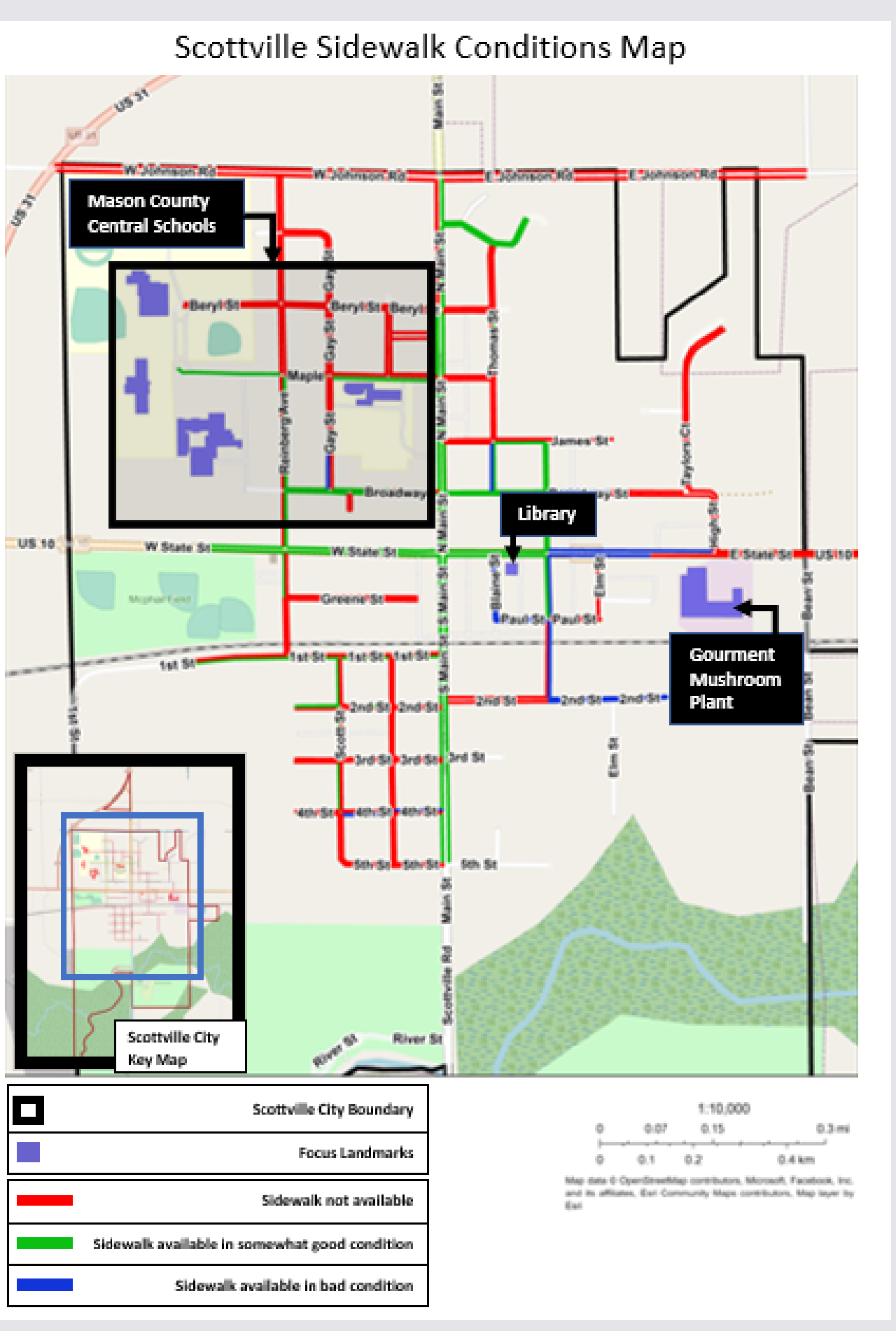
Demographics

Scottville has a dense core with a significant youth population, accounting for 22% of the total population, Additionally, 17.2% of the population is disabled, with a significant proportion (8.6%) between the ages of 5-17 years. Notably, the rate of walking to work in Scottville is only 4.0% compared to vehicular use at 90%. While low, this is still significantly higher than the state average.

Area 1.49 SQ.M

Population 1,343

Population density 903.3

Median Age 34.5 Years

Female 54%

Male 46%

Mode of Transportation
- Worked at home 5.7%
- Other Means 0.6%
- Walked 4.0%
- Car, Truck, Van 89.7%

Population with Disability
- Below 5 years 0%
- 18 to 34 years 7.9%
- 35 to 64 years 15.5%
- 65 to 74 years 24.8%
- 75+ years 45.1%

Findings

Scottville Sidewalk Conditions Map

- Mason County Central Schools
- Library
- Gourment Mushroom Plant
- Scottville City Key Map

Legend:
- Scottville City Boundary
- Focus Landmarks
- Sidewalk not available
- Sidewalk available in somewhat good condition
- Sidewalk available in bad condition

Understanding Walkability in Scottville: Our Process
- Conducted walking audits and parent surveys in Scottville.
- Mapped sidewalk availability and condition.
- Determined biggest concerns of parents regarding school walking.
- Used data to recommend priority areas for new sidewalk construction, considering factors like access to library and Gourmet Mushrooms Inc.

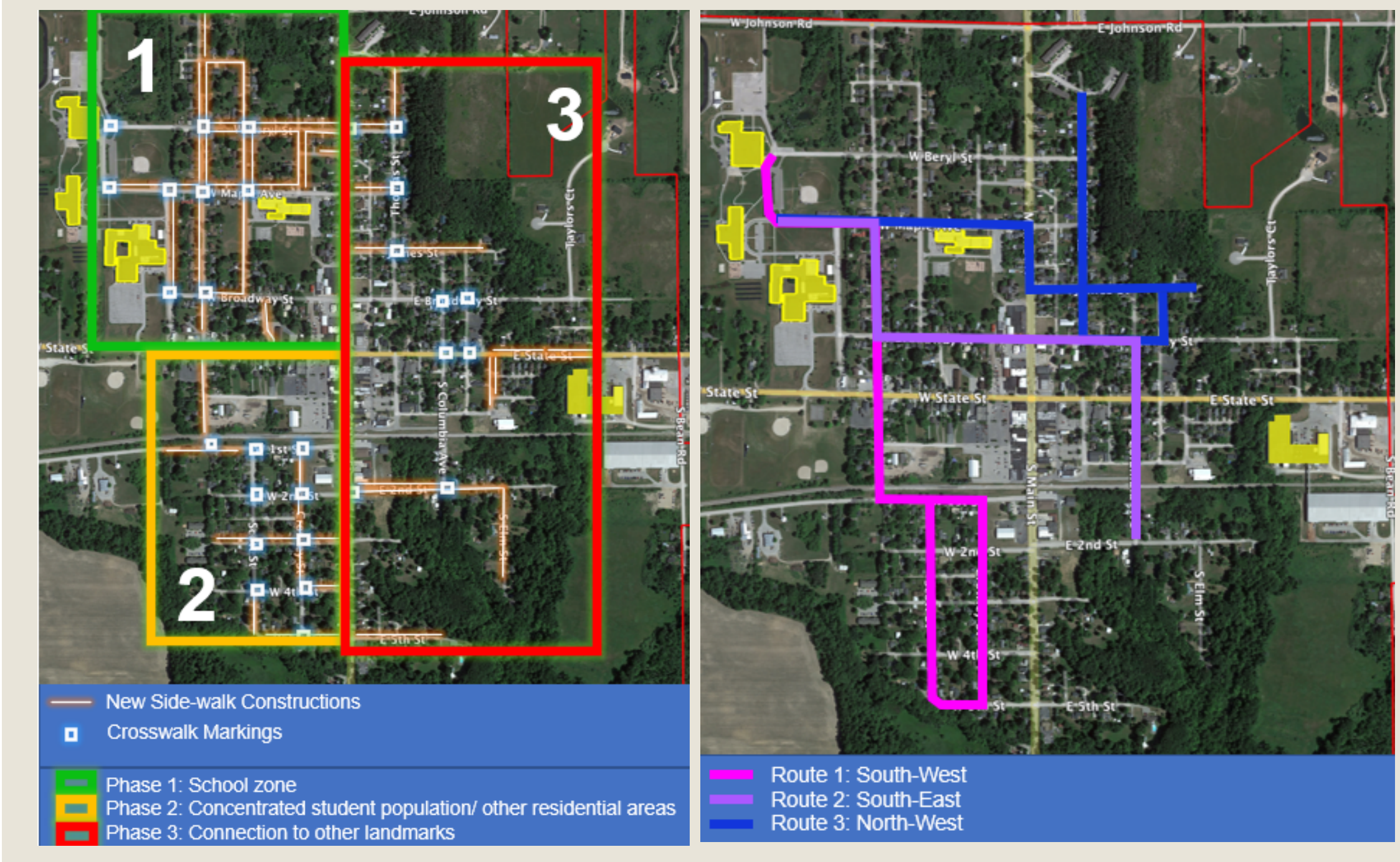**Understanding Activity in Downtown Scottville: Our Process**
- Observed Downtown Scottville, discussed concerns and ideas with a food truck vendor.
- Analyzed Strengths, Weaknesses, Opportunities, and Threats of Downtown Scottville.
- Identified potential development on the western side of downtown Scottville due to food truck area, clown bandshell, park/alley, Main Street, and Highway 10 access.

Recommendations

Proposal 1

MISSING INFRASTRUCTURE
Install new sidewalks, repair broken sidewalks, and add additional crosswalk markings and new school safety signs.

Legend:
- New Side-walk Constructions
- Crosswalk Markings
- Phase 1: School zone
- Phase 2: Concentrated student population/ other residential areas
- Phase 3: Connection to other landmarks
- Route 1: South-West
- Route 2: South-East
- Route 3: North-West

MAINTENANCE
Create a sidewalk snow plowing program that regularly clears sidewalks of snow and ice.
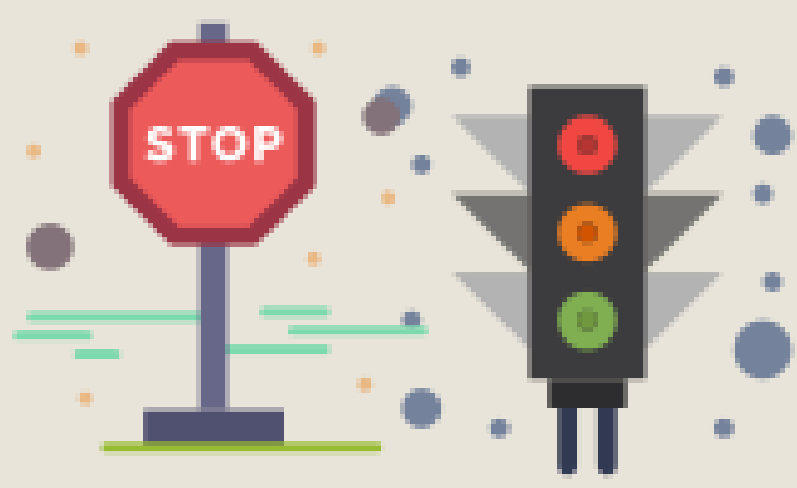
SPEEDING TRAFFIC
Add traffic calming features like stop signs and speed bumps and consider other safety measures such as surveillance cameras and portable radar signs.

OTHER WALKING INITIATIVES/ PROGRAMS:
Develop walking programs like Walk to School Days and offer rewards for regular walkers. Promote safety measures, like student trackers & signs for suggested routes, & collaborate with locals to establish neighborhood watchers and emergency spaces.

CROSSING-GUARD SYSTEM
Assign crossing guards/corner captains and encourage students to walk along designated paths.

Source : City of Hastings, Michigan.

PEDESTRIAN-FRIENDLY STREETSCAPES
Widen sidewalks, plant street trees, add street furniture, and consider other aesthetic improvements.

Proposal 2

"A public space that residents will embrace, and visitors will flock to featuring food and entertainment options. It incorporates existing amenities to form a cohesive, marketable area that embraces what Scottville always has been while providing a vision for what it can be."
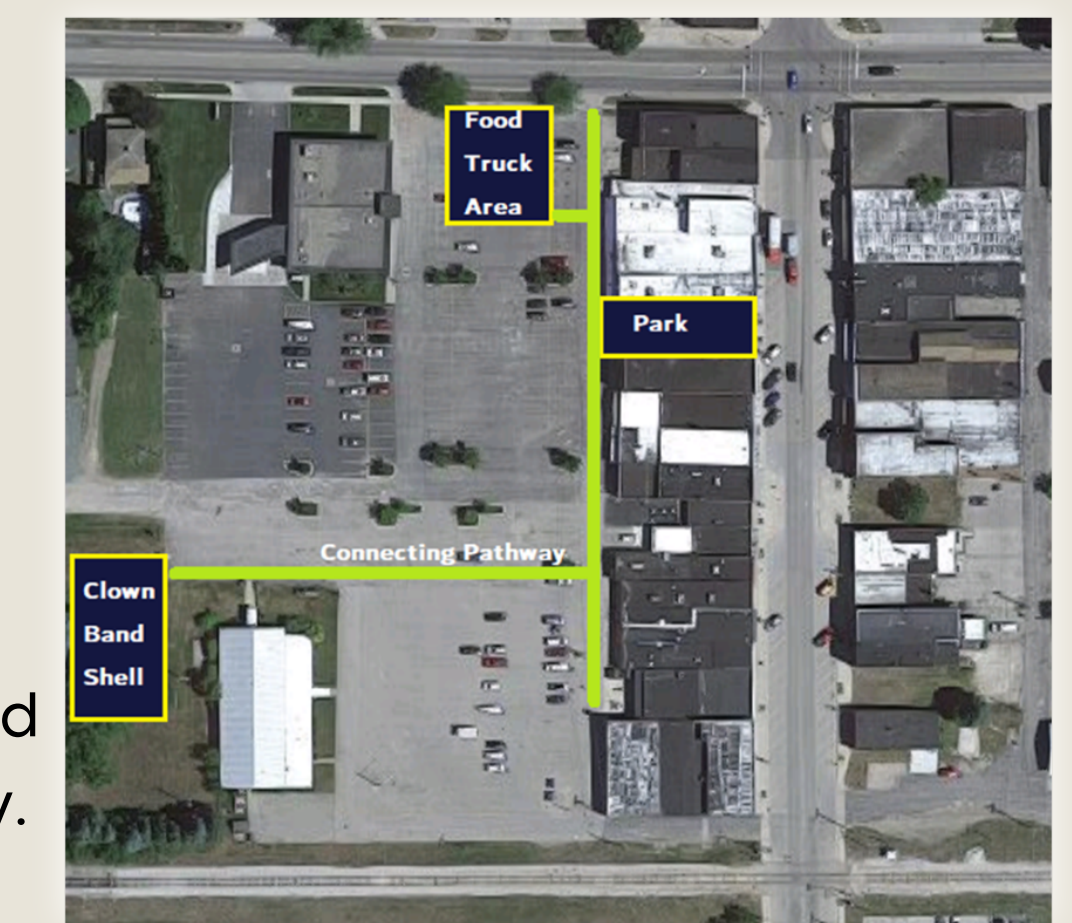
Food truck area improvements
- Semi-permanent seating, sun coverings, and trash bins.

Park area improvements
- Murals on building walls and Interactive elements like games painted on sidewalks.

General improvements
- Build raised pathway to connect Main Street, food truck area, Clown Band Shell, & park. Add string lighting, public Wi-Fi, and power supply.
- Create a logo and website for marketing the updated area.

(map labels: Food Truck Area, Park, Clown Band Shell, Connecting Pathway)

Proposal 3

A variety of recommendations have been made regarding changes to the zoning code and ordinances to make Scottville a more walkable and attractive city. These include:

Building setbacks: Remove minimum building setback requirements and establish maximum setbacks.

Parking location: Require parking be placed behind, or to the side of, new non-residential buildings.

Parking amount: Reduce minimum parking requirements and consider maximums.