

Goal 2: Downtown Gladstone

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Enhance the quality of life and develop a positive image of Downtown Gladstone to attract businesses, residents, and visitors.	Pursue revenue sources outside of the Tax Increment Financing Plan, such as mill levies, seeking private contributions, utilizing special assessments, considering event revenue sales, purchase, redevelopment of existing properties, and sales of property within the DDA district, grants, sponsorships, and municipal contributions.	Ongoing	City Administration & DDA
	Build upon the Gladstone Farmers Market to encourage foot traffic downtown.	Ongoing	DDA
	Coordinate with city departments on strategized street improvements and utility upgrades within the downtown district.	Ongoing	Multiple
	Encourage alternative and creative dining methods to promote future social districts.	Ongoing	City Administration & DDA
	Implement a program to serve and promote downtown businesses by utilizing our website to provide community resources and marketing our community both locally and regionally.	Mid Term	City Administration & DDA
	Create gateway corridors for visitors from M-35 and our waterfront districts to the downtown district.	Long Term	Multiple
	Work with MDOT to encourage safe and slow access into the City of Gladstone along US 2/41 and encourage beautification efforts on entrances to welcome visitors.	Long Term	Public Works
	Increase property valuation by eliminating the causes of deterioration and promote economic growth.	Partner with property owners in the downtown district to promote residential and office space opportunities above downtown businesses.	Ongoing
Pursue development opportunities for key properties within the downtown district.		Ongoing	City Administration & DDA
Update the Code of Ordinances to allow for the creation of a registration and inspection process for under-utilized buildings within the downtown district, ensuring property values are maintained, discourage long term vacancy, and identify hazardous conditions which may pose a safety risk to the community.		Mid Term	Community Development /Public Safety
Secure funding to implement the façade improvement program.		Ongoing	DDA
Support the development of the North Shore waterfront through infrastructure allowing mixed use commercial and residential zoning.		Near Term	Multiple

Goal 3: Economic Base

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Expand job opportunities through the attraction, retention, and expansion of our local business industry.	Consider acquisition of vacant industrial sites to promote economic growth.	On-Going	City Administration
	Actively market industrial properties via MEDC and to trade groups.	On-Going	City Administration
	Develop a local tourism industry through the emphases of recreational opportunities and natural assets.	On-Going	City/Parks & Recreation
	Develop relationships with industrial tenants to maintain retention.	On-Going	City Administration
	Encourage and support the creation of a Gladstone Business Association to promote businesses through activities and events while serving as a resource to one another.	On-Going	DDA/EDC
	Develop screening and lighting standards for non-residential sites.	Mid Term	Community Development
	Encourage and support high speed internet infrastructure throughout the City of Gladstone to attract new businesses and remote workers to our community.	Long Term	City Administration
Maintain and rehabilitate existing commercial and industrial properties.	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
Create harmonious mixed-use districts within the city.	Continue to streamline and improve processes for upgrades and expansions to existing facilities.	On-Going	Community Development
	Improve off-street parking regulations.	Mid Term	Community Development
	Revisit the zoning map in all districts to encourage the best and highest use of property and support economic development.	Mid Term	Community Development



Goal 4: Residential Development

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Shore up future population levels.	Market the city as a family-friendly place with excellent schools.	On-Going	City Manager
Expand the range of housing options.	Amend the Zoning Ordinance to allow for a variety of single and multi-family residential uses, as well as mixed-use structures in appropriate areas.	On-Going	Planning & Zoning
Accommodate the city's fastest growing population.	Enable residential retrofits for accessibility and plan for a diversity of housing styles by factoring standards for adult foster care.	Near Term	Planning & Zoning
Maintain and rehabilitate existing housing stock.	Continuously update our Property Maintenance Code to meet current standards.	On-Going	Community Development
	Improve code enforcement for properties through the implementation of a registration process for condemned, foreclosed and vacant properties.	Mid Term	Community Development /Public Safety
	Develop a set of neighborhood beautification awards.	Mid Term	Community Development
	Establish and support the city's homeowner and rental rehabilitation programs.	Long Term	Community Development
Plan for open space in future subdivisions.	Adopt fuller standards for open space subdivisions.	Long Term	Planning & Zoning
Enhance our rental inspection program to maintain property values while ensuring the health and safety standards are met.	Update our Property Maintenance Code to require all rentals post standard information relevant to the City of Gladstone and the community, which also requires a local contact be included in the event of an emergency.	Near Term	Community Development



Goal 8: Marketing

OBJECTIVE	STRATEGY	PRIORITY	OWNER
Build recognition for the City of Gladstone as a reputable and respected housing community throughout northern Michigan and Wisconsin.	Delegate ownership to fund and oversee marketing initiatives of the City of Gladstone.	Near-Term	City Manager
	Explore revisions to a new city logo and improve our branding toolkit to be used on future marketing materials and signage, making the community easily identifiable across all mediums and platforms.	Near-Term	City Manager
	Improve the City's communication efforts with its residents to increase awareness, involvement, and buy-in of current initiatives.	On-Going	City Manager
	Partner with Gladstone Area Schools to promote the benefits and strengths of the school system to attract new residents.	On-Going	City Manager
	Position the City of Gladstone as a recreational hub, promoting the outdoor recreational facilities located within our city, as well as the many amenities just a short drive away.	On-Going	City Manager
	Market the expansion of new waterfront housing on the North Shore with public outdoor recreational amenities available within walking distance.	Mid-Term	City Manager
	Build a tourism industry to attract visitors to Gladstone.	Build relationships and partner with local visitor bureaus and the Chamber of Commerce to inform them of tourism opportunities within the city and encourage referrals to our community.	On-Going
	Promote the city as a weekend get-away by ensuring the quality of short-term rentals are maintained for our visitors through the rental inspection program.	On-Going	City Manager
	Utilize resources from the State of Michigan, such as Pure Michigan and the Department of Natural Resources, to promote the City of Gladstone's waterfront amenities and recreational inventory.	On-Going	City Manager/ Parks & Recreation
	Partner with Midwest marketing publications to write promotional pieces about our community.	Near-Term	City Manager
	Consider billboard advertisements along highway routes leading to Gladstone to encourage visitors to stop at one of our many public assets.	Mid-Term	City Manager
	Attract new business to our community to grow our economic base.	Streamline our practices to build a strong foundation of planning, zoning, and economic development by implementing Redevelopment Ready Community (RRC) best practices.	On-Going