

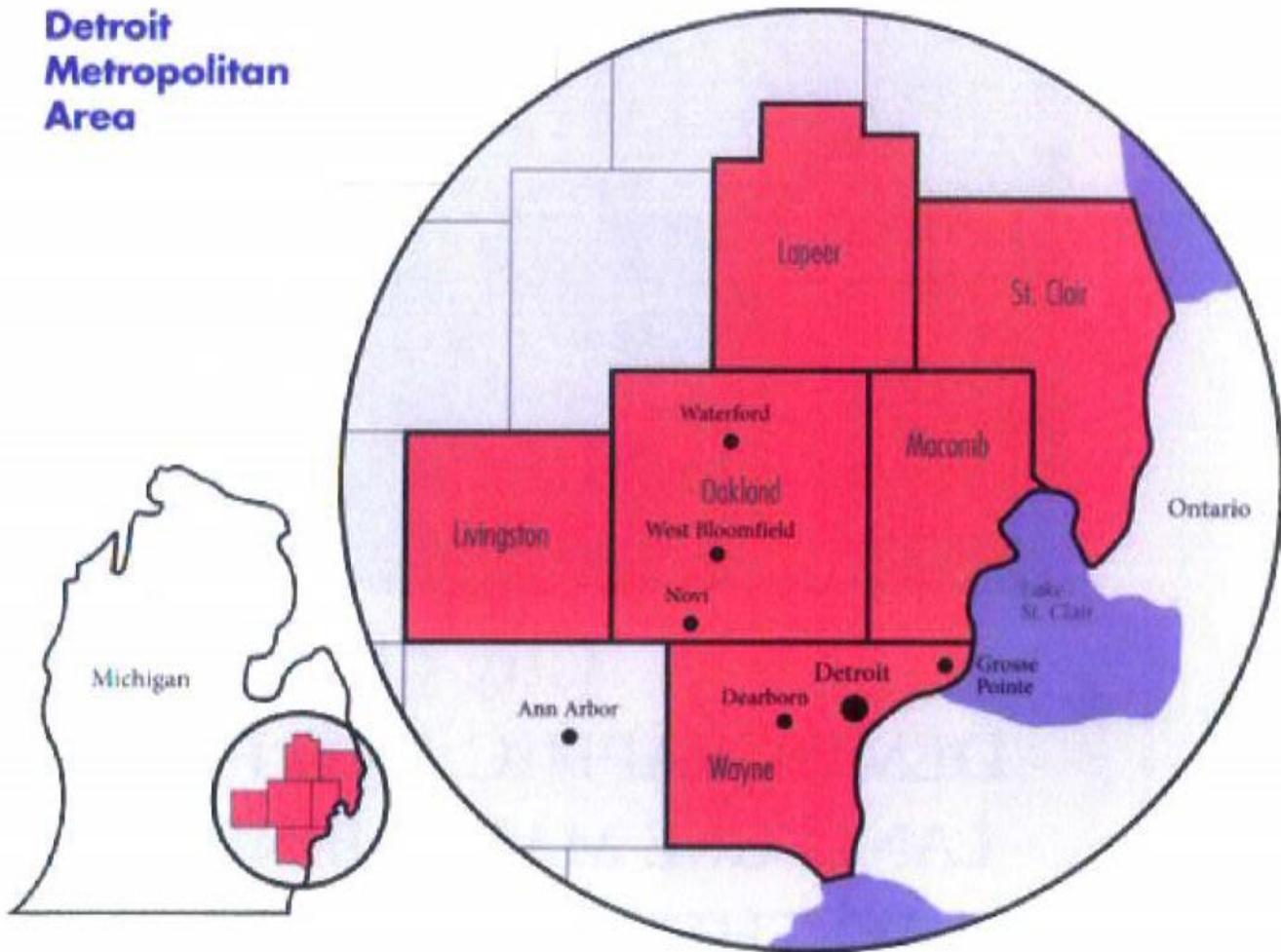


City of Marysville
**DEMOGRAPHIC AND FUTURE
LAND USE MAP AMENDMENT
TO THE 2007 MASTER PLAN**

March 2014

Map 1.

**Detroit
Metropolitan
Area**





City of Marysville Amendment of the Master Plan

Adopted by the Planning Commission on March 25, 2014 as an amendment to the 2007 Master Plan.

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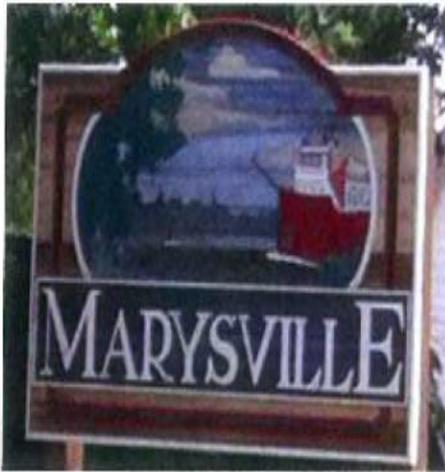
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INTRODUCTION

PURPOSE OF THE MASTER PLAN AMENDMENT

Planning is a process that involves the conscious selection of policy choices relating to land use, change, and physical development of the community. The purpose of the City of Marysville's Master Plan update is to ascertain changes in the background studies to assist with the identification of the objectives and strategies regarding land use and development that the city will pursue to attain its goals.



HISTORIC CONTEXT

This document represents a partial amendment to the City of Marysville Master Plan adopted by the city in September 2007. Because communities are constantly changing, the information contained in a plan becomes outdated in time. As the conditions change, so do opportunities and expectations for the future. It is therefore essential to periodically update the information contained in the Master Plan as well as a re-evaluation of the basic vision and implementation of the programs in the plan. Current State of Michigan legislation requires a review of a community's Master Plan every five (5) years. This update represents the City of Marysville's adherence to this requirement.

THE PLANNING PROCESS

The process to partially update the plan consisted on two parts: a rewrite of the demographic section; and a new future land use map.

REGIONAL SETTING

Marysville is part of the Port Huron Urbanized Area as noted on Map 5. The city has a strong presence among other communities in St. Clair County and in the wider region. Gratiot, the main street into the city from Interstate 94 is home to many businesses and remains one of the central points of the community. Marysville residents also work and shop in other municipalities within the region. This interaction between communities within the region gives each the opportunity to grow and prosper.

Map 3

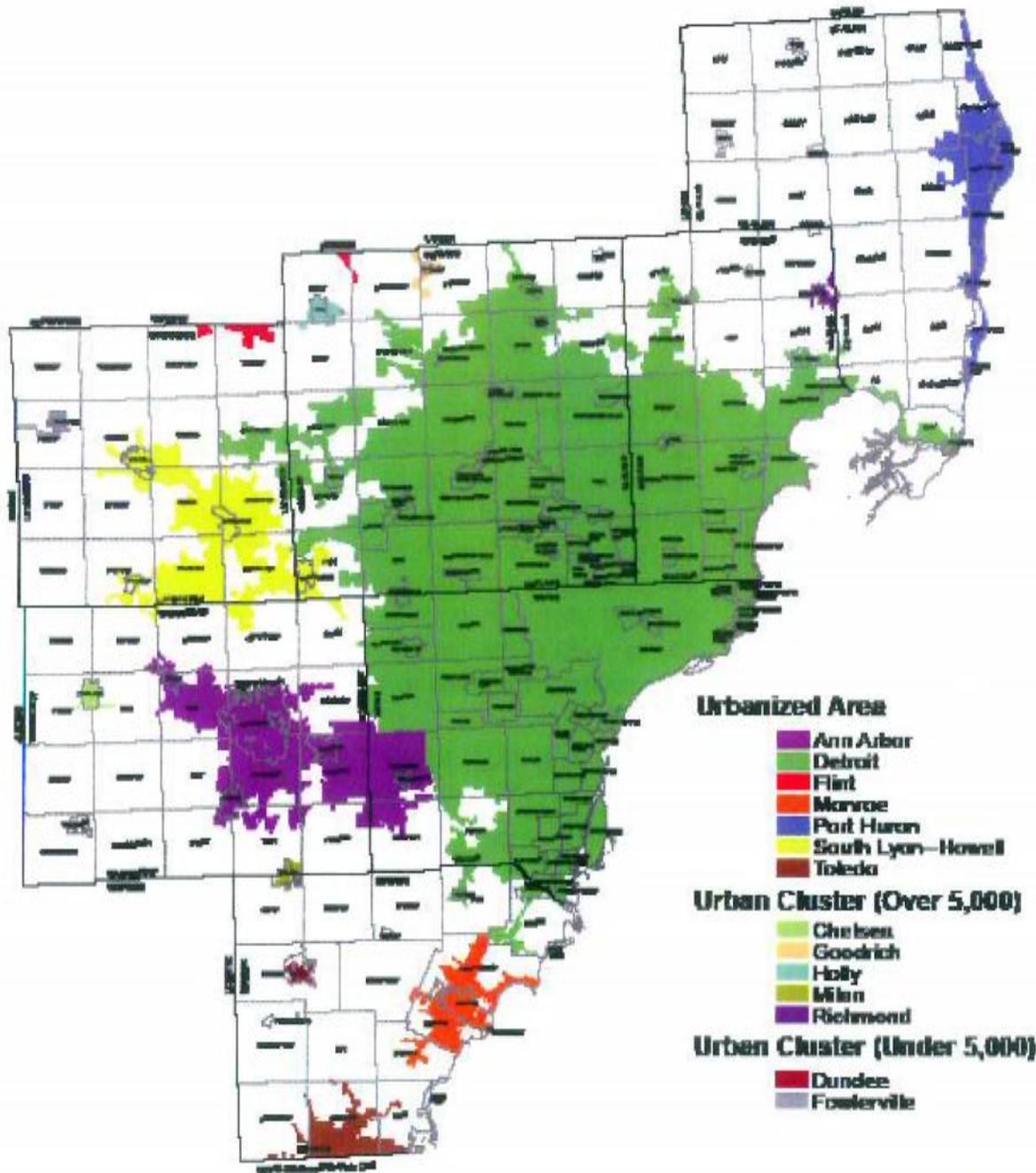


Map 4



Map 5

Census Urban Areas, 2010 Southeast Michigan



- Urbanized Area**
- Ann Arbor
 - Detroit
 - Flint
 - Monroe
 - Port Huron
 - South Lyon-Howell
 - Toledo
- Urban Cluster (Over 5,000)**
- Chelsea
 - Goodrich
 - Holly
 - Milan
 - Richmond
- Urban Cluster (Under 5,000)**
- Dundee
 - Fowlerville

SEMCOG

Southeast Michigan Council of Governments
 1245 Griswold Street, Suite 3000, Detroit, Michigan 48226-3800
 Phone: (313) 561-4333, Fax: (313) 561-4332
 www.semco.org Copyright © SEMCOG, 2012

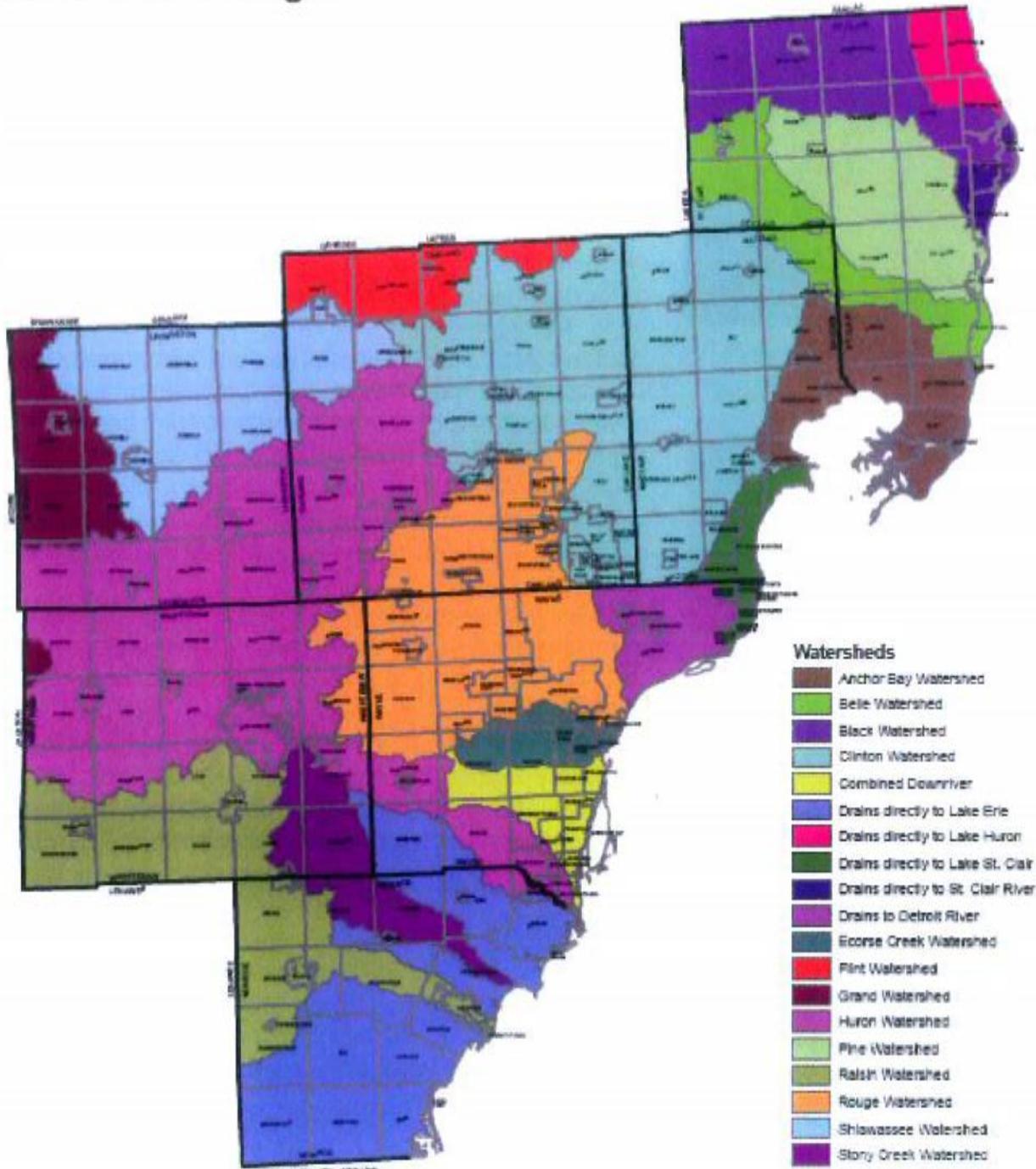
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 Date Plotted: 10/08/11
 July 2012



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Map 7

Watersheds Southeast Michigan



SEMCOG

Southeast Michigan Council of Governments
535 Griswold Street, Suite 300, Detroit, Michigan 48226-3602
Phone: (313) 961-4266, Fax: (313) 961-4555
www.semco.org Copyright SEMCOG, 2012

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Data from NAD83 MAPRS
November 2012
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ADJACENT COMMUNITIES

The City of Marysville adjoins both Port Huron and Port Huron Township to the north, St. Clair Township to the south, and St. Clair and Kimball Townships to the west.

It is critical for a community to be aware of its neighbors' long-range goals and their potential impacts. In determination of an appropriate future for Marysville, adjacent communities must be considered in order to ensure that plans are compatible.

ST. CLAIR COUNTY

Marysville is located in St. Clair County, which is part of the Detroit Metropolitan Area and part of the Southeast Michigan Council of Governments (SEMCOG). As of the 2010 census, the county population was 163,040. This was a decrease from the 2000 census. The population had increased every decade from 1910 to 2000. Geographically, it lies in the area known as the "Thumb" of Michigan.

KIMBALL TOWNSHIP

Kimball Township is a township in St. Clair County. As of the 2000 census, the township population was 8,628. It increased to 9,358 in the 2010 census. SEMCOG predicted it decreased to 9,259 in December 2012. It is 37.5 sq. miles.

CITY OF PORT HURON

Port Huron is the county seat and stretches for seven miles along the shore of the St. Clair River and the base of Lake Huron. The city is an international border crossing with the Blue Water Bridge connecting the city to Sarnia, Ontario. Its population was 30,184 in 2010. It decreased to 29,129 in December 2012.

PORT HURON TOWNSHIP

Port Huron Charter Township is in St. Clair County. The population was 8,615 at the 2000 census and 10,652 at the 2010 census, a 23.7% increase. It is 13.1 sq. miles.

ST. CLAIR TOWNSHIP

St. Clair Township is a township in St. Clair County. The population was 6,423 at the 2000 census, 6,842 in 2006, and 6,817 in 2010. The city of St. Clair is located near the southeast corner of the township. It is 39.6 sq. miles.



Graph 1

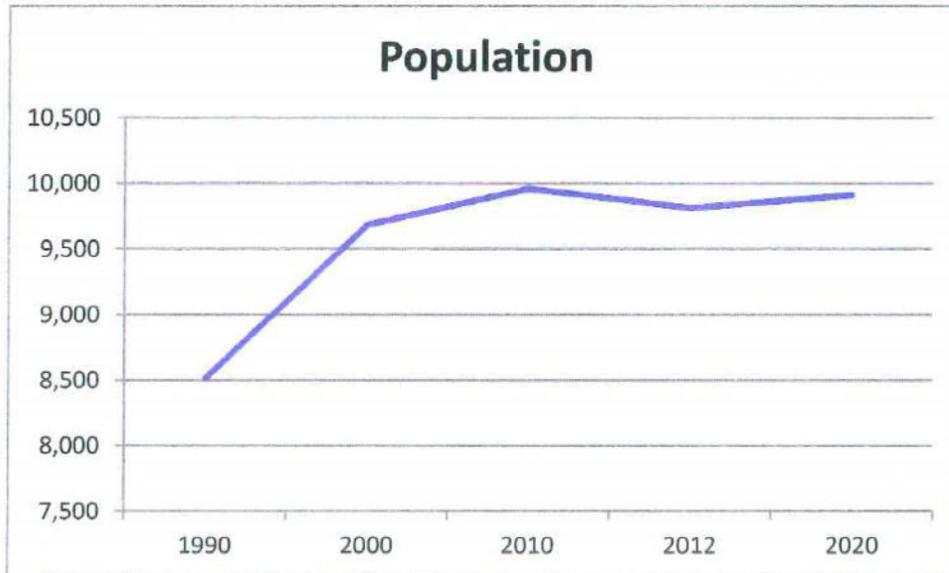


Table 1 Population of Marysville and Surrounding communities 1990-2010 (Census)

Municipality	1990	2000	2010	Total Change 2000-2010
Marysville	8,515	9,684	9,959	2.8%
Kimball	7,247	8,628	9,359	8.5%
Port Huron Twp	7,621	8,615	10,652	23.7%
Port Huron	33,694	32,338	30,184	-6.7%
St.Clair Twp	4,614	6,423	6,817	6.1%
St.Clair County	145,607	164,235	163,040	-0.7%

BACKGROUND STUDIES

POPULATION

Year	Population
1990	8,515
2000	9,684
2010	9,959
2012	9,813
2017	9,434
2020	9,912
2030	10,214
2040	10,636

As noted in Table 1 and Graph 1, the 2010 population of the City of Marysville was 9,959. This was a increase of 2.8 percent in population from 2000. Marysville has gained population every decade since its incorporation in 1924. This is a noted difference from many cities in southeast Michigan which have recently lost population. It is not uncommon for suburban communities close to major cities to shrink in population. As people moved out of the city proper, their first stop was inner-ring suburbs. The migration from inner ring to outer ring to exurb continued, as noted by Map 8 of the SEMCOG region, where it is easy to note that the growth in our region has come predominantly but not exclusively from the newer, outlying communities.

The Southeast Michigan Council of Governments notes the 2012 population of Marysville at 9,813, which is a loss of 146 people. However SEMCOG predicts the population will increase in 2020 and 2030. In 2040, the population is predicted to increase to 10,636 from 10,214 in 2030.

Population decreases affect many communities in Michigan, including many in St. Clair County. Between 2000-2010, communities with population decreases in St. Clair County included the nearby communities of Algonac, Casco Township, Clay Township, Columbus Township, Cottrellville Township, Marine City and Yale. In addition Ira Township experienced a large decrease of greater than 15%. This trend is bore out further region wide, with large population decreases in most of the closer in communities to Detroit with growth in the outlying areas of the counties.

The seven county southeast Michigan region also lost population as did the State of Michigan between 2000-2010. Michigan was the only state in the nation to lose population between 2000-2010.



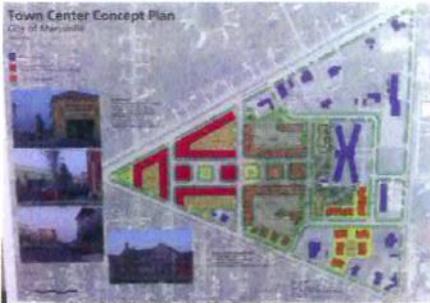
A great park system makes Marysville attractive to residents.

Photo: Benjamin Tallero

CENSUS 2010
According to the City of Marysville's Census 2010 results, the population of the city was 9,959 people.

Population Growth
2000 Population 9,684
2010 Population 9,959
Population Growth 2.8%

POPULATION BY AGE



A vibrant urban center can help attract young residents.



Waterfront living adds to the attractiveness of the city.
Photo: Google Maps



Marysville residents enjoy easy access to the waterfront access.
Photo: Benjamin Tallerico

The Age Group by Years Chart 2 shows the population per age group decreased for all age categories in the City of Marysville under the age of 14. There was an increase in the 15 to 24 year old categories along with all categories from 45 year old to 85 plus except for the 70-79 categories.

There was a very large decrease in the 35-39 year old category and a large increase in the 60-64 year old.

As for the number of residents in each category, the largest numbers of people were in the 45-49 year old group, with the second largest in the 40-44 year old category and the third largest 50-54 year old. This was consistent with the 2000 census which showed the three largest categories being 40-44, second being 35-39 year old, and the third being 45-49 year old.

The adjacent communities appear to be somewhat similar to Marysville. Kimball Township's three highest age categories were 40-44, 45-49, 50-54. The township's lowest age categories were the age brackets 70-74, 75-79, 80-84, and 85+. Overall Kimball Township is very similar to Marysville in age group distribution.

Port Huron was also

Graph/Chart 2

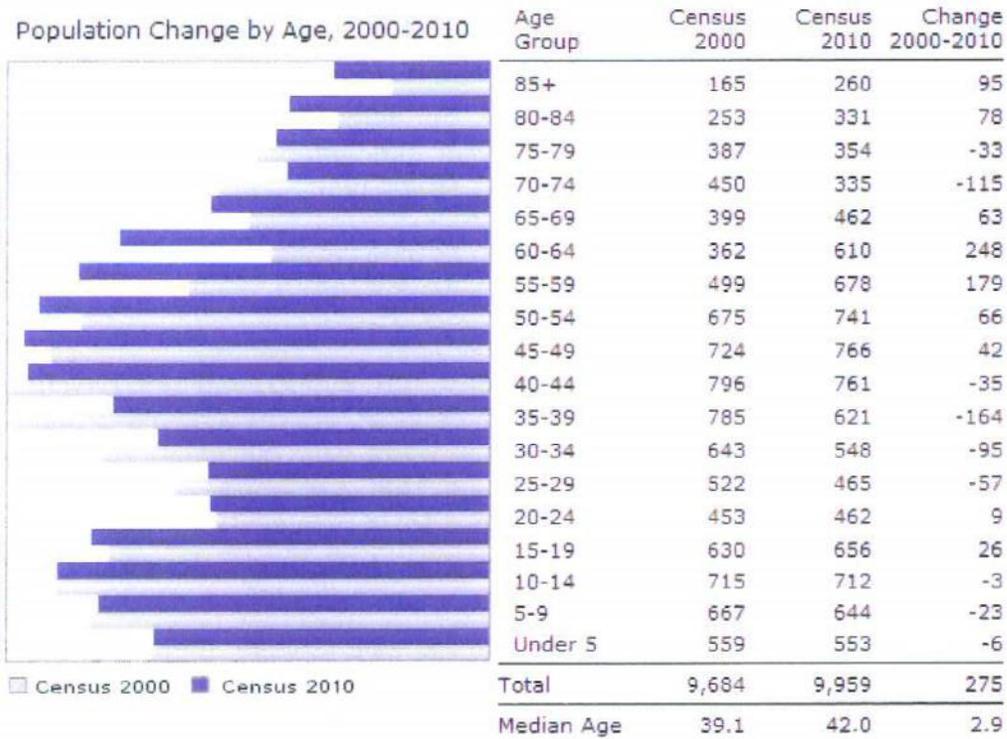


Table 3 ESRI POPULATION PROJECTION OF MARYSVILLE

2010	2012	2017	2012-2017 Annual Rate
9,959	9,784	9,434	- 0.73%



Excellent services and institutions add to the quality of life in Marysville and help prevent population loss.

Photos: Benjamin Tallero

Males comprised 49.2% of the US population, while female comprised 50.8%.
2010 Census



The beach is a gathering spot for people of all ages.
Photo: Benjamin Tallerico



Creating a more walkable community will help attract millennials.
Photo: Benjamin Tallerico

somewhat consistent with Marysville in age categories. Port Huron's largest category was those under 5 years old. Overall it is similar to Marysville from the 40-44 age categories on up, but not too similar from 35-39 category or younger.

Conversely, St. Clair Township had a the largest fluctuation in the amount of people in the categories. The three categories with the most residents were 45-49, 50-54, and 55-59, with the smallest being 75-79, 80-84, and 85+. However the shape of the age curve was again similar to Marysville.

Port Huron Township's largest age group was the 50-54, followed closely by the 45-49 group and the 40-44 year old age group. The smallest age group was 85+, followed by those 80-84, 75-79, and then 70-74.

As a whole, the county also had a similar shaped age curve, with 45-49, 50-54, and 55-59 having the most residents, and 85+, 80-84, and 75-79 being the smallest.

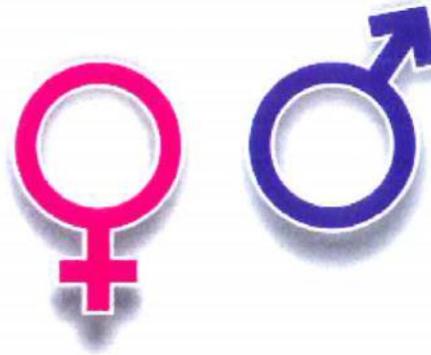


Table 4 Housing: Sperling's Best Places 2012

	Marysville	Kimball Township	Port Huron	Port Huron Township	St. Clair Township
Population 2012	9,959	9,358	30,184	10,654	6,812
Median Housing Cost	\$81,600	\$84,200	\$70,200	\$54,200	\$133,100
Home Appreciation last year	3.03%	3.31%	3.68%	3.39%	3.33%
Population Growth since 2000	0.33%	8.60%	-10.09%	23.78%	8.09%

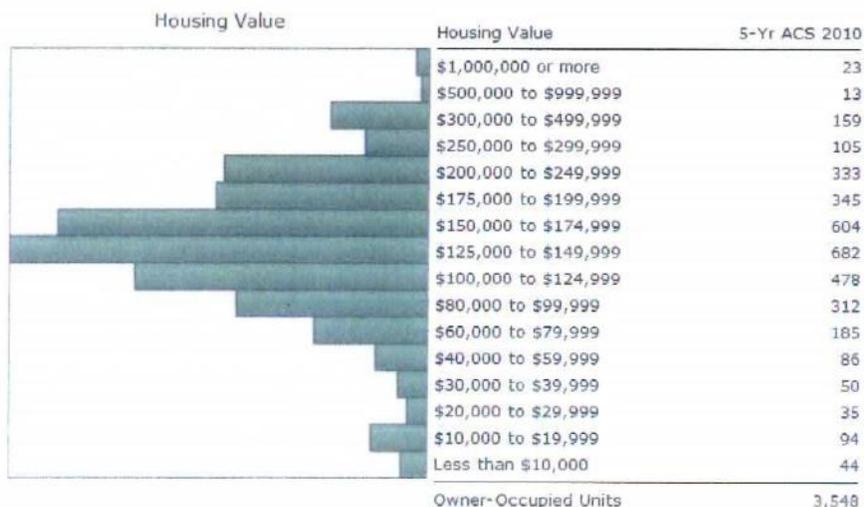
Table 5 Households by Income		
ESRI Forecasts	2012	2017
Median Household Income	\$49,407	\$55,140
Average Household Income	\$56,372	\$61,535
Per Capita Income	\$23,394	\$25,876

Table 6 Housing (SEMOG)			
	Census 2000	Census 2010	Percent Change 2000-2010
With Seniors 65+	1,205	1,293	7.3%
Without seniors	2,820	2,867	1.7%
2 or more persons without children	1,587	1,660	4.6%
Live alone, 65+	574	611	6.4%
Live alone under 65	574	650	13.2%
With Children	1,290	1,239	-4.0%
Total Households	4,025	4,160	3.4%

Table 7 Households (ESRI)		
	Total Households	Average Household Size
2010	4,160	2.39
2012	4,060	2.41
2017	3,967	2.38

Table 8 Housing Type (SEMOG)				
	Census 2000	5 yr ACS 2010	Change 2000-2010	New Units Permitted 2010-2013
Single Family Detached	2,582	3,156	574	7
Duplex	111	39	-72	0
Townhouse/Attached Condo	339	411	72	0
Multi-Unit Apartment	733	797	64	0
Mobile Home/Manufactured Housing	370	357	-13	0
Total	4,135	4,760	625	7

Graph/Chart 3

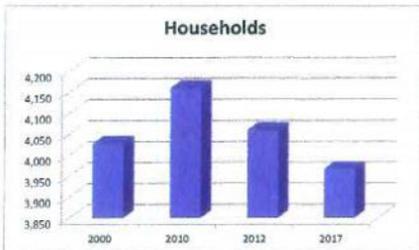


HOUSING

HOUSEHOLDS

The number of households have decreased and are predicted to decrease further.

Graph/Chart 4 (ESRI)



Even though the number of households has decreased, this is not necessarily a negative. De-densification can be a benefit, as families can find housing more attractive if they have larger lots and more space for backyard patios, pools, and play areas.

HOUSEHOLDS BY INCOME

ESRI notes the 2012 Median Household Income at \$49,407, and predicts it will rise to \$55,140 in 2017, a 2.22% annual rate. The Average Household Income in 2012 was \$56,372 according to ESRI, and is predicted to rise to \$61,535 in 2012, an annual rate of 1.77%.

The Current Median Household Income is \$50,157 for all U.S. households. Median Household Income is projected to be \$56,895 for all U.S. households.

Average household income is projected to be \$77,137 for all U.S. households.



Marysville has beautiful tree-lined streets and attractive homes.

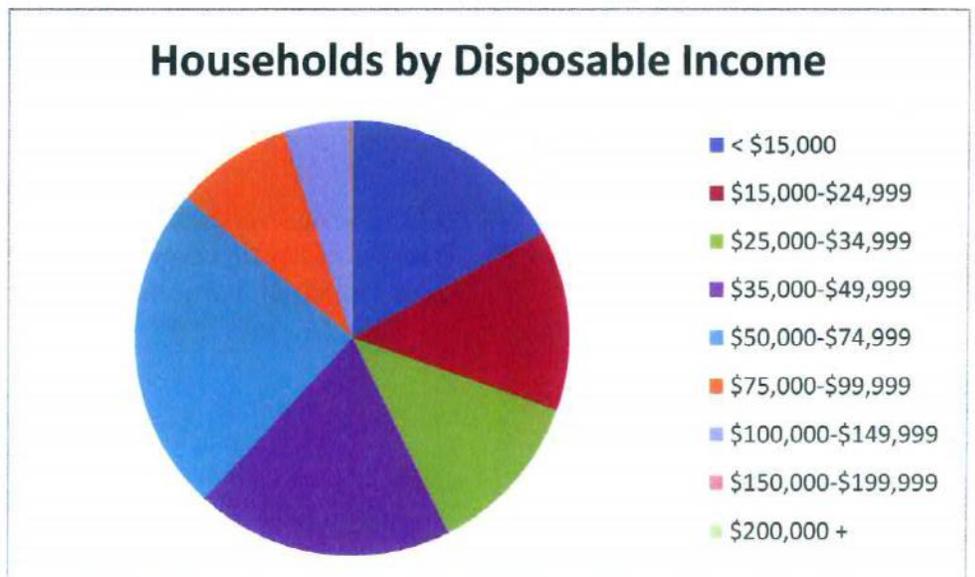
Photo: Google Maps

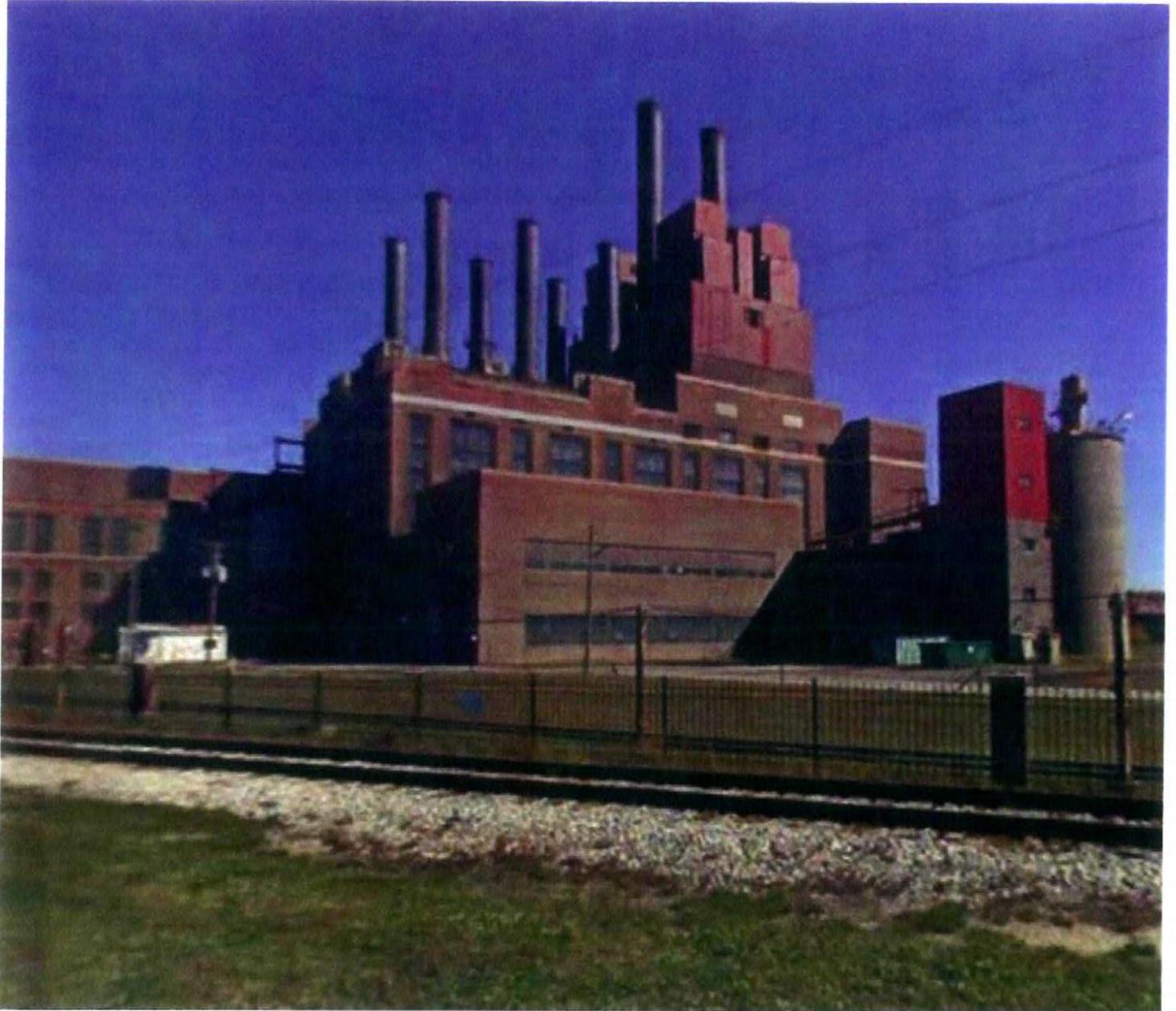


Marysville Government offices.

Photo: Benjamin Tallerico

Graph/Chart 5

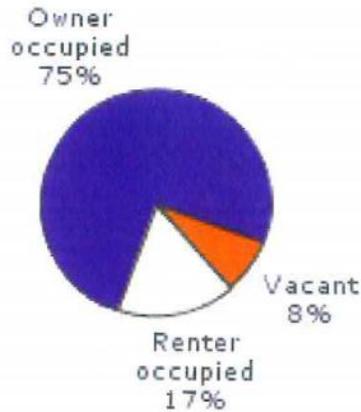




The inactive DTE Energy facility offers various development opportunities, including industrial, commercial, and residential.

Photo: Google Maps

**Graph/Chart 6
Housing Tenure in 2010**



OWNER OCCUPIED HOUSING

The city remains a predominately owner occupied community, with 3/4 of all houses being owned, slightly more than 1/6 renter occupied, and the remaining vacant. The 2010 census showed an increase in the number of rental and a larger increase in the number of vacant housing. Considering the housing "bubble" burst between the 2000-2010 censuses, these increases are not unexpected. Other communities have seen much larger increases in both rental and vacant properties due to the housing downturn.

HOUSING TYPES

Single family detached is the largest type of housing in the city, making up over one half (1/2) of the housing stock. Multi-family housing is the second largest type, though significantly less than single family detached.

	Census 2000	Census 2010	Change 2000-2010
Owner Occupied	3,334	3,397	63
Renter Occupied	691	763	72
Vacant	155	355	200
Seasonal/Migrant	28	75	47
Other Vacant Units	127	280	153
Total Housing Units	4,180	4,515	335

	5-Yr ACS 2010	Change 2000-2010	Percent Change 2000-2010
Median housing value	\$143,000	\$-14,673	-9.3%
Median gross rent	\$679	\$-23	-3.3%



Various housing options.
Photo: Benjamin Tallero

	Non-Hispanic		White		Black		Asian		Multi-Racial		Other		Hispanic	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Marysville	9,572	98.8%	9,435	97.4%	15	0.2%	42	0.4%	49	0.5%	31	0.3%	112	1.2%
Kimball Township	8,492	98.4%	8,269	95.8%	75	0.9%	13	0.2%	102	1.2%	33	0.4%	136	1.6%
Port Huron	30,955	95.8%	27,326	84.5%	2,451	7.6%	170	0.5%	724	2.2%	284	0.9%	1,383	4.3%
Port Huron Twp.	8,403	97.5%	7,933	92.1%	295	3.4%	30	0.3%	89	1.0%	56	0.7%	212	2.5%
St. Clair Township	6,356	99.0%	6,259	97.4%	17	0.3%	19	0.3%	45	0.7%	16	0.2%	67	1.0%
St. Clair County	160,642	97.8%	153,893	93.7%	3,381	2.1%	637	0.4%	1,882	1.1%	849	0.5%	3,593	2.2%

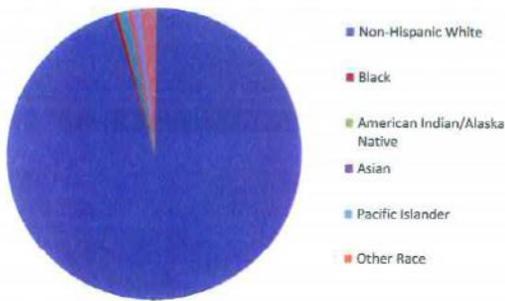
	Non-Hispanic		White		Black		Asian		Multi-Racial		Other		Hispanic	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Marysville	9,782	98.2%	9,595	96.3%	34	0.3%	62	0.6%	68	0.7%	23	0.2%	177	1.8%
Kimball Township	9,156	97.8%	8,842	94.5%	112	1.2%	21	0.2%	140	1.5%	41	0.4%	202	2.2%
Port Huron	28,550	94.6%	24,465	81.1%	2,654	8.8%	166	0.5%	1,071	3.5%	194	0.6%	1,634	5.4%
Port Huron Twp.	10,251	96.2%	9,412	88.3%	468	4.4%	39	0.4%	255	2.4%	77	0.7%	403	3.8%
St. Clair Township	6,730	98.7%	6,589	96.7%	13	0.2%	51	0.7%	49	0.7%	28	0.4%	87	1.3%
St. Clair County	158,332	97.1%	150,213	92.1%	3,860	2.4%	763	0.5%	2,723	1.7%	773	0.5%	4,708	2.9%

	Non-Hispanic	White	Black	Asian	Multi-Racial	Other	Hispanic
Marysville	-0.6%	-1.1%	0.2%	0.2%	0.2%	-0.1%	0.6%
Kimball Township	-0.6%	-1.4%	0.3%	0.1%	0.3%	0.1%	0.6%
Port Huron	-1.1%	-3.4%	1.2%	0.0%	1.3%	-0.2%	1.1%
Port Huron Twp.	-1.3%	-3.7%	1.0%	0.0%	1.4%	0.1%	1.3%
St. Clair Township	-0.2%	-0.8%	-0.1%	0.5%	0.0%	0.2%	0.2%
St. Clair County	-0.7%	-1.6%	0.3%	0.1%	0.5%	-0.0%	0.7%

Table 14 - Marysville
2012 ESRI Race Data

Non-Hispanic White	97.4%
Black	0.4%
American Indian/ Alaska Native	0.2%
Asian	0.7%
Pacific Islander	0.0%
Other Race	0.4%
Two or more	0.9%
Hispanic (any race)	1.8%

Graph/Chart 7 ESRI Data



In 2000, only three cities remained as top ten gateways for immigrants that were on the list in 1900:
New York
Chicago
Los Angeles.



RACIAL COMPOSITION

RACE DATA

Census data for Marysville shows the city remaining predominantly White. Over 97% of the population was White with Black making up 0.4%, American Indian/Alaska Native 0.2%, Asian 0.7% and Hispanic 1.8%.

This was consistent with earlier census data as Whites continued to be the overwhelmingly dominant race in the City of Marysville. As Table 13 shows, in addition to Marysville, all of the adjacent communities are predominantly White. Kimball, St. Clair Township, and the county as a whole are over 90% White, with Port Huron and Port Huron Township over 80% White.

Even though every community that borders Marysville saw an increase in the Black population between 2000 and 2010 except for St. Clair Township, no community has a Black population over 9%. Port Huron at 8.8% has the highest Black population, but its increase was only 1.2% between 2000-2010 census.

Neither Marysville, the communities that border it, or the county have sizable Hispanic populations. The community with the largest Hispanic population is again Port Huron, with 5.5% followed by Port Huron Township at 3.8. No other community has an Hispanic population over 3%.

Finally, no community has a large or sizable Asian population, with none even reaching 1.0%. They range for a low of 0.2% to a high of 0.7%.





St. Clair County Community College has a beautiful campus located on the banks of the Black River.
Photo: *Google Maps*

Table 15 Education Attainment (SEMCOG)										
Community	Marysville		Kimball Twp.		Port Huron		Port Huron Twp.		St. Clair Twp.	
	5 Year ACS 2010	Percentage Point Change 2000-2010	5 Year ACS 2010	Percentage Point Change 2000-2010	5 Year ACS 2010	Percentage Point Change 2000-2010	5 Year ACS 2010	Percentage Point Change 2000-2010	5 Year ACS 2010	Percentage Point Change 2000-2010
Graduate/Professional	9.6%	2.1%	2.9%	-0.3%	4.6%	0.3%	5.0%	1.3%	7.1%	1.4%
Bachelor's	14.3%	2.4%	5.6%	1.6%	9.2%	2.2%	7.5%	0.6%	15.9%	3.7%
Associate	10.8%	1.8%	8.1%	0.9%	8.1%	0.8%	9.2%	1.0%	15.0%	4.7%
Some College, no degree	24.1%	-1.8%	27.8%	2.6%	23.0%	0.5%	26.8%	3.0%	23.8%	-2.9%
High School Graduate	33.0%	-2.1%	38.8%	-0.0%	38.9%	3.2%	38.1%	.3%	30.4%	-4.5%
Some High School, no degree	8.2%	-2.4%	16.8%	-4.9%	16.2%	-7.0%	13.4%	-6.1%	7.9%	-2.4%



Marysville public schools spend \$4,791 per student. The average school expenditure in the U.S. is \$5,691. There are about 20.4 students per teacher in Marysville.
Sperlings Best Places.
 Photo: Benjamin Tallero

EDUCATIONAL ATTAINMENT

The education figures for the City of Marysville rank well compared to their neighboring communities. Marysville has the highest rate of Graduate/Professional degrees of all the nearby communities, and is higher in Bachelor and Associate degree holders compared to the surrounding communities except for St. Clair Township. (The township is slightly higher in Bachelor degrees and somewhat higher in Associate degrees.) Compared to national averages, Marysville is slightly behind. The national average for Doctorate degrees is slightly less than 1%, while almost 11% held a graduate degree.

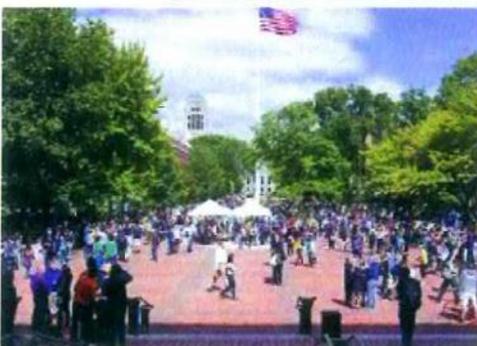
Marysville also increased all its degree holders between the 2000-2010 censuses. Graduate/Professional degree holders increased by 2.1%, Bachelor degree holder by 2.4%, and Associate degree holders by 1.8%. This is another positive indicator for Marysville.



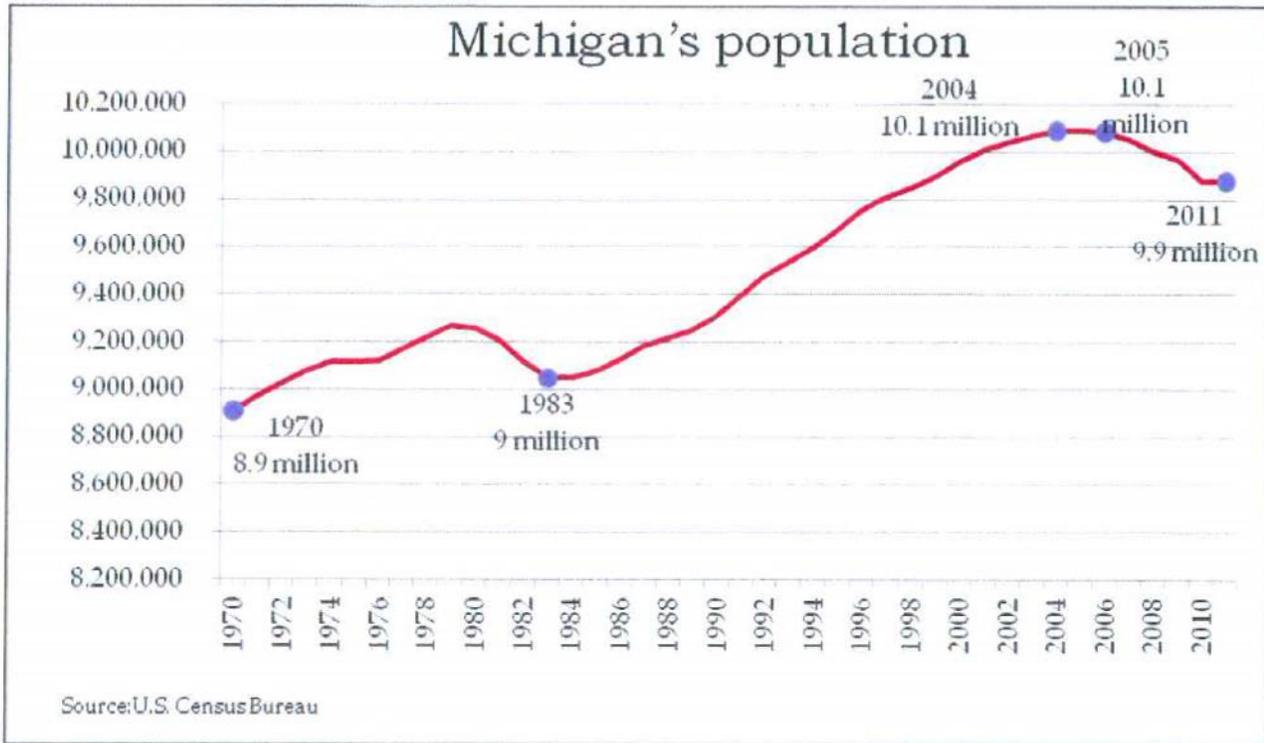
Marysville is served by St. Clair County Community College. Part of the Michigan Community College Association of 28 colleges, it is located in neighboring Port Huron.

Table 16 Education Attainment: City compared to County (SEMCOG)				
Highest Level of Education	Marysville		St. Clair County	
	5 Year ACS 2010	Percent-age Point Change 2000-2010	5 Year ACS 2010	Percent-age Point Change 2000-2010
Graduate/Professional	9.6%	2.1%	5.7%	1.1%
Bachelor's	14.3%	2.4%	9.4%	1.4%
Associate	10.8%	1.8%	9.6%	1.9%
Some College, no degree	24.1%	-1.8%	25.9%	0.6%
High School Graduate	33.0%	-2.1%	37.3%	0.1%
Some High School, no degree	8.2%	-2.4%	12.2%	-5.0%

The states three Tier 1 Research Institutions are all within two hours of Marysville: the University of Michigan, Michigan State University, and Wayne State University, providing outstanding education opportunities to the city's residents.



Graph/Chart 8

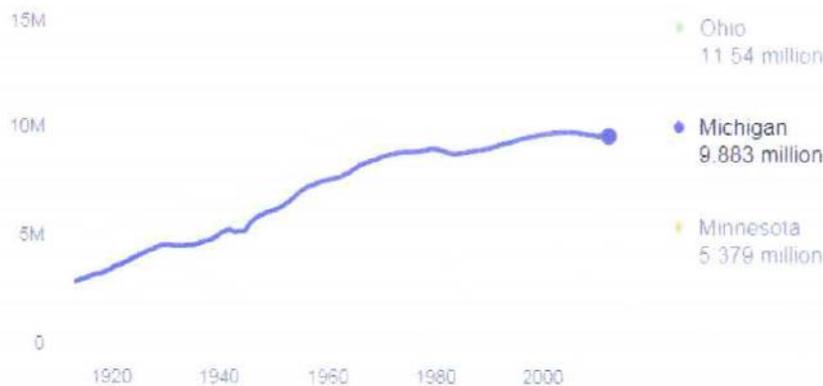


Michigan not only lost population compared to the other Great Lakes states between the 2000 and 2010 Census, it also was the only state in the union to lose population during that period.

Graph/Chart 9

9.883 million (2012)

Michigan, Population



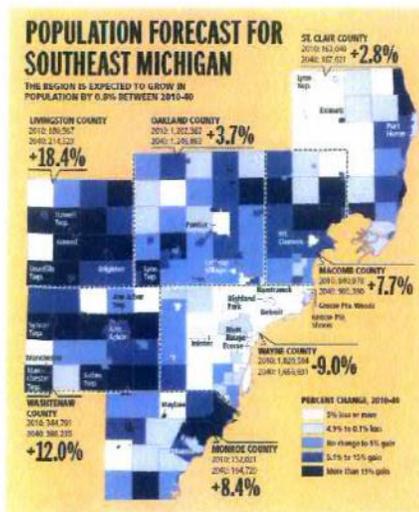
Need to attract talented workers: Knowledge workers, Creative Class, Entrepreneurs.

ANALYSIS

POPULATION

What is most challenging for Marysville is the population decrease for the entire State of Michigan. The state lost over 50,000 residents. This is even more disturbing when the State of Michigan was the only state in the nation to lose population between 2000-2010.

The population decrease many communities in Michigan saw was due to the movement of people further out from the urban core or to larger, more prosperous metropolitan regions. The movement of people to larger areas has been a trend that was noted in the 2010 Census, which showed an increase in people moving in and around larger downtowns and metropolitan areas. Young people are trading in the simple life of small towns for the hustle and bustle of the big city. It's a trend that's leading to a population decline in rural areas as well as many smaller cities and towns.



This fact may prove especially challenging for the City of Marysville. Many urban scholars (Logan and Molotch 1987, Florida 2008, Glaeser 2012) have noted this movement and suggest that the world is getting "spikey". Larger urban centers such as New York and London will continue to grow, as will cities such as San Francisco and Chicago. Cities and their satellite suburbs that have declined for the last fifty years such as Detroit and Buffalo will continue to lose population, and smaller urban areas such as Flint and Dayton will revert even further to smaller places and/or no longer have significant populations.



What has happened is not unusual. Local economies have changed. Many small towns that had depended upon a local industry or a natural resource as their biggest economic component and employer saw the economies of such sectors shrink or the industry relocate elsewhere where labor or capital were cheaper. This has caused towns with declining population to lack a tax base needed to keep services running at the level required. If Marysville has population growth in the future, it would offset the effects of an aging population. Hence population decline amplifies the effects of an aging population. To date, Marysville has done exceptionally well in retaining its population. The city continues to provide a high level of service to its residents. Attracting even more residents, especially younger ones will help the city maintain its high level of service.

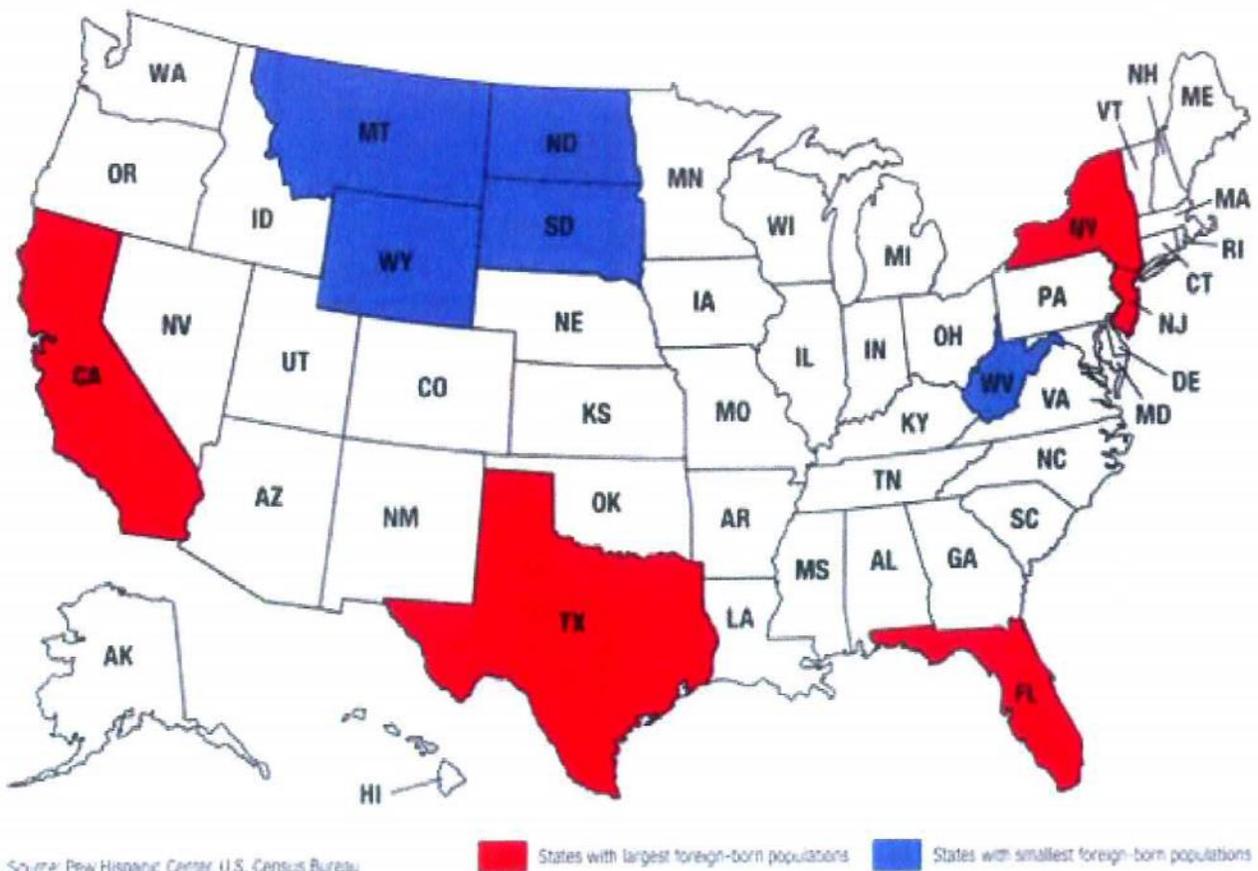
Map 11

The United States is the **world's leader** as a destination for immigrants.



2011 American Community Survey (1% IPUMS) for U.S. and 2010 World Bank estimates for all others

Map 12



Source: Pew Hispanic Center, U.S. Census Bureau



Gratiot Boulevard, (Business Loop 94) provides convenient access to the Interstate.

Photo: Benjamin Tallerico



Marysville's well designed waterfront.

Photo: Benjamin Tallerico



An example of a bike share program.

Photo: Wired

Marysville should look at options for all forms of transportation. When everyone drives, the system fails.

And nationally there is some good news for smaller cities. In little pockets of small town America, manufacturing has returned or expanded, along with the repurposing of older buildings. Still other communities have undertaken planning that starts with determining what their community's vision is, and then focused on figuring out what the challenges and opportunities are to realizing their vision.

Another positive is that the United States will increase in population by another 100 million Americans between 2000 and 2045. This is an increase of 33% from 2000. Cities and towns such as Marysville must continue to increase their economic competitiveness, to attract industry and new businesses to town, and in some cases, to recreate themselves. The city needs to address what it should do to attract this population increase along with what it can do to protect itself against population loss and disinvestment as lifestyles or businesses change.

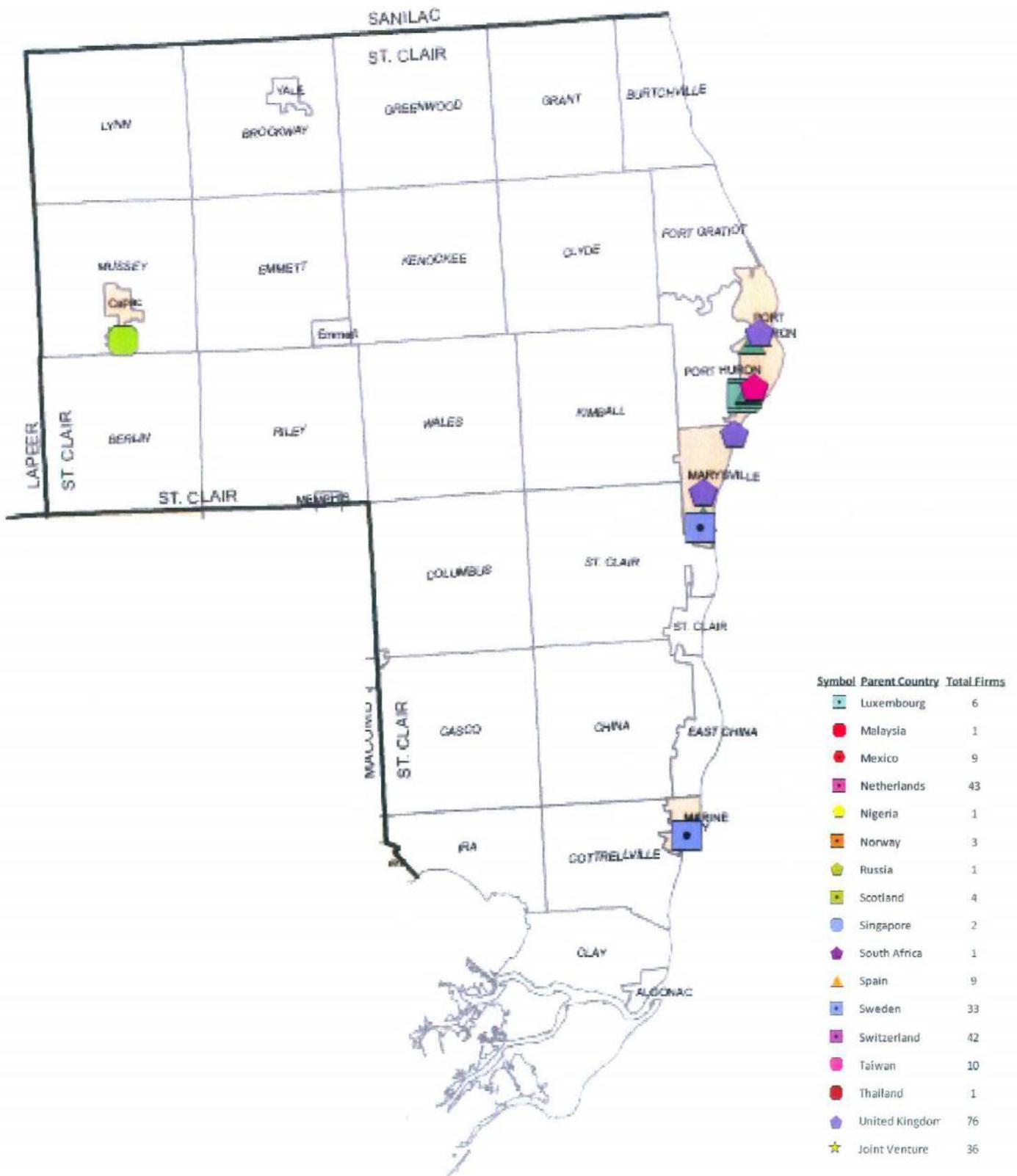
Marysville does have assets that many communities don't have. Although Marysville does not have direct access to an interstate, it does have easy access to Interstate 94 by Gratiot Boulevard. This makes access to Lansing, Mt. Clemens, and Detroit very accessible. It also has a well designed, planned and accessible waterfront. And though there has been some local business disinvestment, there are great possibilities to use the Central Town Center District to create a downtown as a way to increase the younger age population and bring more millennials into the city. The city also has an excellent park system, with future needs and funding options spelled out in the Recreation Master Plan.

Other community assets Marysville can focus on in attracting investment attention is its access to the St. Clair River along with other natural resources nearby that can be enjoyed. Marysville and the surrounding municipalities must make sure there is connectivity for transit, biking, and walking and work together to ensure these strong connections.

Zoning must be in place to allow for mixed use (Planned Unit Development) in all appropriate areas and to increase flexibility for business and housing downtown, and to allow for all modes of transportation.

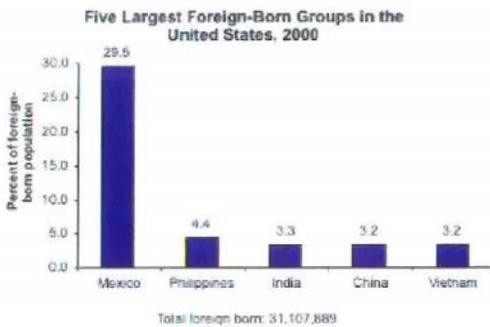
Map 12

Foreign Investment



Immigrant entrepreneurs founded 25.3 percent of the U.S. engineering and technology companies established in the past decade.
Duke University 2007

Graph/Chart 10



Duke researchers found that over half (52.4 percent) of Silicon Valley startups had one or more immigrants as a key founder.
Duke University 2007

Finally, the main thoroughfare and side streets should be made pedestrian-friendly and walkable. Traffic calming and “greening” are two ways to improve the sense of community. Bike lanes should be added, and zoning should suggest if not require bicycle racks in appropriate places.

These steps alone will help Marysville strengthen its sense of place but they will not ensure that Marysville will keep and attract its younger people, younger adults and immigrants.

What Marysville should also do to increase its population is attract immigrants. As noted earlier, the US population will grow by 33% in the 45 years between 2000 and 2045. The vast majority of the new population will come from immigrants, the largest group of immigrants being Hispanics. The future of cities, large and small, will increasingly require politicians, planners, urbanists, and other leaders to know, understand, and appreciate a community whose residents may not only be of a different race or ethnicity from them, but also be from a part of the world much different from previous immigrants.

Map 12 shows that the city has already attracted foreign investment. Leaders now need to be the leading voice touting the benefits these new residents and businesses bring, and work collectively in shaping policies and development patterns that will lead to appropriately designed and welcoming communities for immigrants.

Even though Michigan and Detroit are no longer the predominate gateways for immigrants as they once were, all municipalities need to understand the different settlement patterns occurring today, and what are the proper action items needed in the planning process to address immigrant arrival.

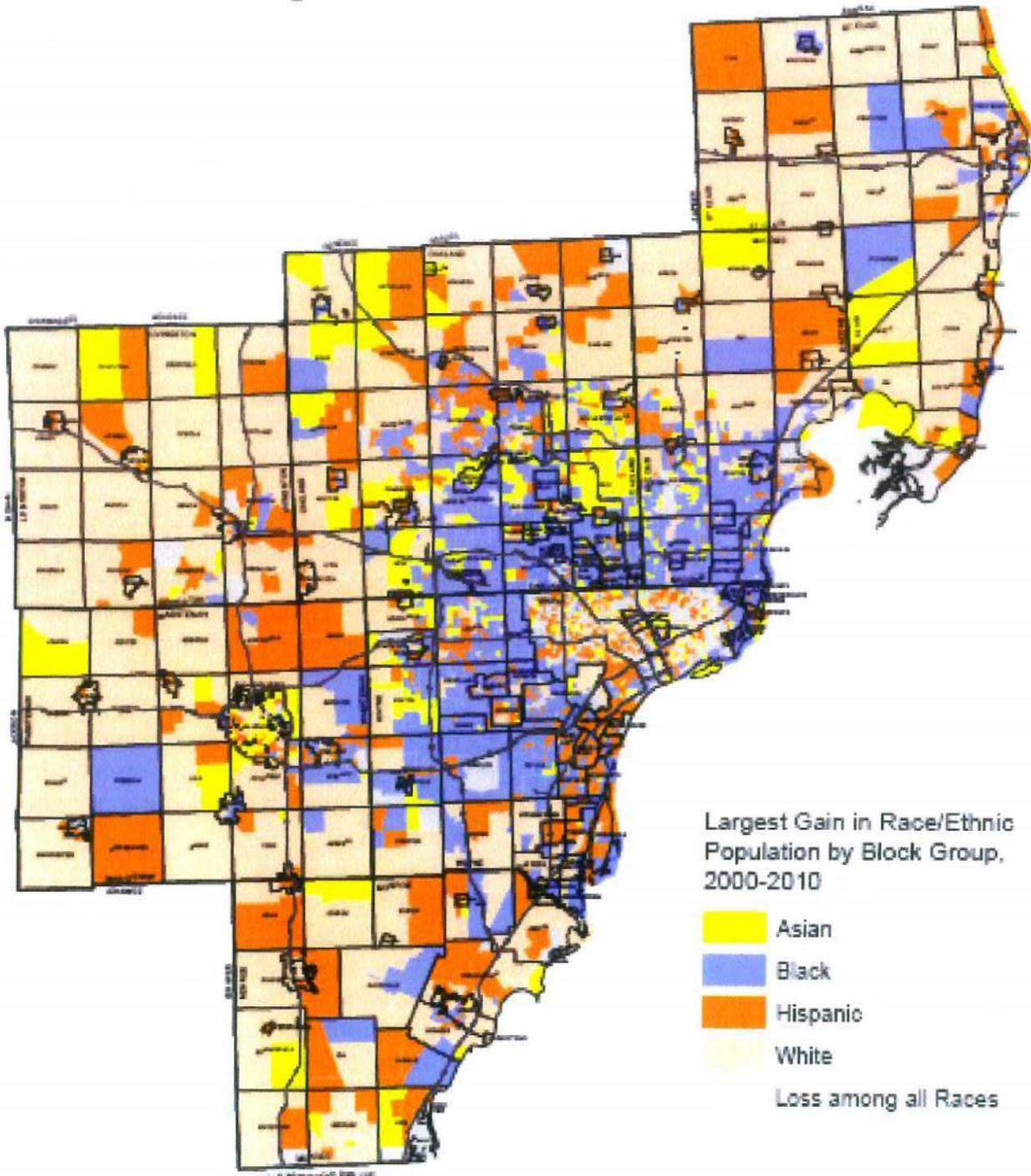
Though many have long held the belief that immigrants are good for our communities, others have argued that it is better to greatly reduce the number being allowed to call America home. This closing of the nation’s borders, whether through fences or reduced quotas, will have a profound effect on our older central city neighborhoods, inner ring suburbs, small towns, and villages.

In the 1950s, only about a quarter of a million – 250,000 immigrants – entered the US annually. In the 1990s almost a million legal immigrants entered the US, with an additional 300,000 staying illegally.

These immigrants of today are different than their counterparts of yesteryear. In the past, immigrants were more homogeneous. Today, there is greater diversity in their race, ethnicity, English lan-

Racial Diversity, 2000-2010

Southeast Michigan



SEMCOG

Southeast Michigan Council of Governments
535 Griswold Street, Suite 300, Detroit, Michigan 48226-3602
Phone: (313) 961-4266, Fax: (313) 961-4869
www.semcoq.org Copyright: SEMCOG, 2011

1:820,000
0 5 10 Miles
0 10 20 Kilometers
State Plane NAD83
April 2011



Y:\Project\Census\Census 2010\data\Data_for_Map\tracecog.mxd

Households without children:

1960: 45%

1990: 55%

2025: 72%

*Governor Rich Snyder's
MIPlacemaking.*

"88% of millennials want to live in traditional neighborhoods, downtowns and urban core places".

*Governor Rich Snyder's
MIPlacemaking.*

guage attainment, educational levels and economic resources. Because of this we have different settlement or clustering patterns.

Earlier, immigrants tended to settle in our core urban areas. This was due to many factors including housing availability, lending institutions historical redlining, past discrimination in mortgage lending, and the desire to follow their kin and families. These economic resources largely determined where new arrivals settled. These areas where they settled were termed "zones-in-transition", and once their status improved, they migrated further out or assimilated within the region as a whole.

Looking back to 1980, the foreign born in cities and suburbs were about equal. By 2005, suburbs were attracting approximately 50% more foreign born than central cities.

Demographers are predicting by 2050, a mere 36 years away, 25% of our population will be Hispanic. How dramatic is this? In 1970, non-Hispanic whites made up 80% of California's population. In 2011 they made up 43%. That is near a 50% reduction in a quarter century. This estimate is based on past trends, and most likely will affect either where you work or a place nearby. This is because if patterns hold true, in the fifty (50) largest US cities, non-Hispanic whites are now, or will soon be, in the minority. That is for ALL 50 of the LARGEST CITIES in the United States. Addressing the aforementioned opportunities should guarantee a stable, or increasing population for Marysville.



Type of housing young are looking for, and which is appropriate for Marysville Town Center.

Photo: *Google Images*

HOUSING

As the data indicates the City of Marysville has done well in regard to housing. However future trends point out the need to move from large lot detached housing, which is the dominate form of housing in Marysville, to both attached and small lot (7,000 sf or less) units. It is not only Marysville that is overbuilt in single-family detached housing. The entire state is considerably overbuilt with suburban and rural housing products, and severely underbuilt for housing types desired by talented workers and a growing number of retirees who desire a compact urban living environment (apartments, attached condos, small single family on small lots). This trend is revealed by the 2010 census and has been a major focus of the state's *MIPlacemaking* Program. If the trend does continue as data indicates, cities that have addressed the market shift for large lot units to both attached and small lot units will see more tax base per acre, and lower public service cost per acre. They will attract millennials and seniors entering the market for housing because they are the population segment who will be looking for smaller urban housing units. If these units are not available, millennials and senior will leave for somewhere else.

The city needs to have an adequate supply of lofts and townhouses available to meet the needs of future generations noted in the MiPpacemaking Initiative.



The type of housing that is becoming more popular with buyers today.
Photo: *Google Images*

City of Marysville Master Plan Update

Pages 29 – 30

See Future Land Use Map

RACIAL COMPOSITION

The United States demographics are changing to a country that will be *majority minority* in the future. In order to grow, all communities, large and small will have to attract and be welcoming to all groups. Continuing to have good services, schools, parks, and infrastructure will greatly ensure that the city continues to prosper.

EDUCATIONAL ATTAINMENT

When looking at Marysville it has a strong, educated workforce within the region. Today data indicates that people no longer follow jobs, and the old adage "if you build it they will come" is no longer true. It is now believed that jobs follow educated people. If this holds true, Marysville is in a good position for attracting jobs in the new economy.

Today, attracting educated people is key. Being rich in talent and ideas is key. Talented, well educated people choose location first, then look for or create a job. Quality places with a high quality of life matter more. A clean, green environment and proximity to open space and quality recreational opportunities are critical. Marysville has an educated workforce, what its needs to do now is create the type of place where young, smart people want to live.

"Start with this proposition: The most valuable natural resource in the 21st century is brains. Smart people tend to be mobile. Watch where they go! Because where they go, robust economic activity will follow".

Rich Karlgaard



The North Cass Street Art Fair - "Dally in the Alley" in Detroit's Cass Corridor is an annual festival bringing Wayne State University and area residents together.

Photo: Google Images

THE PREFERRED FUTURE



Example of a Gateway.
Photo: www.carmelartsanddesign.com



Decorative bus shelter on Gratiot would enhance the sense of place.
Photo: Benjamin Tallerico



Under-used commercial space in the city.
Photo: Benjamin Tallerico

1) Creating a Sense of Place

The city lacks a definitive sense of place, and its major entrance points are void of gateways or any identifiable entrance ways which can help to define its place, at least visually. When you enter the city on Gratiot from I-94, the view is one of a traditional automobile transit corridor. It lacks current streetscape standards and an identifiable gateway. This would help people visualize a sense of place. The Gratiot Corridor can be used to help define this sense of place.

Creating a sense of place will give the city its own identity, strengthening the community along with instilling pride in its residents. How people behave in this particular place along with their patterns of activity will be influenced not just by the people, but also by the relationships between what is there; the landscape, open space, buildings, and other built forms. The goal by creating a sense of place is to enhance people's experiences in the city, therefore creating a positive memory. Ways to do this include having a closer link between all types of transit and land uses in the area along with creating higher housing densities along Gratiot.

In general, the city is well equipped to be designed with a more compact pattern of land uses and mixed-use developments which will lead to a stronger pedestrian orientation. In addition to giving residents a sense of place, this should help to capture "pass thru" traffic that can provide additional business activity for the commercial district.

2) Image

Overall, image of the area is rather typical suburban. In addition, some of the commercial properties are in need of an overhaul. One of the many challenges is the current lack of demand for new commercial properties as evidenced in recent research. However, trends for commercial properties are improving, and there is great potential. Ways to improve the image include:

- Creation of a strong and active Business Association
- Establish gateways into the Gratiot Corridor
- Adopt, implement and enforce stronger code enforcement ordinances
- Adopt and implement an Access Management Plan for Gratiot
- Adopt overlay districts to allow an expanded use of property along Gratiot
- Create a Brownfield Redevelopment Authority to take advantage of available funding and revitalization of properties

- Create and implement either a Downtown Development or Corridor Improvement Authority

3) Thoroughfare Enhancements on Gratiot

The enhancement and redevelopment of the Gratiot Corridor will be a long and complex process. It will require commitments and participation by both the public and private sectors. A commitment on the part of the city to work toward implementation of public improvements and to provide overall coordination of a Downtown Development or Corridor Improvement Authority is essential to redevelopment of the corridor and the proposed Town Center area.

Commitments on the parts of the property owners and business people to improve their facilities in accordance with standards of consistency established by the Downtown Development or Corridor Improvement Authority are also crucial to the success of the action plans.

Consolidate Curb Cuts

As a basic goal and an integral part of implementing an Access Management Plan, the frequency of curb cuts should be reduced. This will eliminate congestion, reduce accident potential, and in general, improve the overall flow of traffic. Reducing current curb cuts will increase the amount of available open space within the right-of-ways providing for additional landscaping opportunities, increasing the roadway capacity and reducing rear-end collisions.

Develop Collective Parking/Reduce Parking Requirements

Consolidating several smaller parking areas into a single lot serving all businesses in an area will result in improved parking efficiency. In addition to providing increased parking spaces, consolidation usually allows for the removal of several curb cuts and provides increased opportunities for interior landscaping, boundary planting, and almost always results in improved vehicular flow within the area, not to mention enhancement of the aesthetics of the area. The city should also look to reduce its current parking standards as analysis has shown most businesses need less parking.

Pedestrian Improvements

Continuous and safe pedestrian pathways, crossings and gathering areas should be provided throughout the city. Connections between commercial uses and adjacent neighborhoods are important to the vitality of the business area. A uniform pedestrian pathway system throughout the city is desirable.

Improve Signs and Graphics

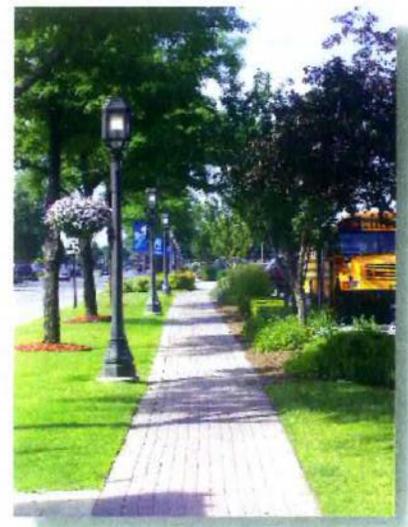
Public signage includes many different forms of identification for an

National research and data continue to show an increase in downtown and city neighborhood living by three of the four generations: Millennials, Boomers, Greatest Generation.



Good access management in the city: Reduced entrance points on Gratiot.

Photo: Benjamin Tallerico



Example of decorative brick pavers.

Photo: Benjamin Tallerico



Banners add to the attractiveness of the city.

Photo: Benjamin Tallerico

The Master Plan Map adds additional areas appropriate for Planned Unit Development. (PUD)

The built environment is either supportive or intolerant to walkability. Sidewalks and trails need to be at the pedestrian scale.

area, among them directional and regulatory, both of whose information should be standardized on sign panels that share common design elements. Signage, much like lighting, is an element that can provide design continuity throughout the city and help with the sense of place and uniqueness of Marysville. In addition, graphics can serve a useful purpose in dissemination of information such as special events, seasonal promotions, commercial district identification, and address information, among others.

4) Creating a more Urban Atmosphere

Creating an urban atmosphere is conducive to promoting a desirable community. The city should continue to strengthen residential areas and promote New Urbanism and Smart Growth policies, establish a Neighborhood Overlay Zoning District, require the submittal of guidelines and development standards, incorporate Density Transfer Provision in their PUD Ordinance, and require higher density residential. In addition, the Future Land Use Map adds new areas for Planned Unit Development/Mixed Use.

5) Walkable

The state is strongly pushing walkable communities. Current state sponsored training sessions have indicated future funding could be tied to communities following state design guidelines pertaining to mixed use, walkable communities. Though Marysville already possesses these elements, ways to increase greater walkability and ensure compliance with state standards include an increased bicycle network and a Safe Routes to School program, administered through the Michigan Department of Transportation (MDOT). The program provides participating communities with training, logistical, administrative and technical support from the Governor's Council on Physical Fitness, Health and Sports.

Appendix

FUNDING OPTIONS

Some of the above items can be implemented by staff, council, and the planning commission for minimal cost. However there are some suggestions that require an intermediate amount of funding. Below are a few of the available funding opportunities for various projects.

USDA

Community Programs provide loans and grants and loan guarantees for water and environmental projects, as well as community facilities projects. Water and environmental projects include water systems, waste systems, solid waste, and storm drainage facilities. Community facilities projects develop essential community facilities for public use in rural areas and may include hospitals, fire protection, safety, as well as many other community-based initiatives. http://www.rurdev.usda.gov/Community_Development.html

Dow

Grant title - Community Grants

Provides funding for projects that contribute to the success of local communities with the objective of making them better places to live and work. Grants are given to one-time projects that have the potential to provide visible, long-term, sustainable benefits for community members. Must be 501c3
DEADLINE: October 31, 2013 and March 31, 2014

MEDC

Various grants for community development and assistance grants
www.michiganadvantage.org

Michigan Community Revitalization Program

Designed to promote community revitalization that will accelerate private investment in areas of historical declining values, etc. The program is designed to provide grants, loans, or other economic assistance for eligible investment projects in Michigan.

MDEQ

Targeted Watershed Grants Program
Waterfront Redevelopment Grants

MDNR

Recreation Trails Program Grant

Maintenance and development of recreational trails. DNR must be applicant.

No limit on individual projects

Due June 15, 2013

www.michigan.gov/dnr

Passport to Recreation Grant

Local unit of government development projects focused on renovating and improving existing parks. Development of new parks is eligible. School districts may also be eligible.

Min \$7,500. Max \$45,000

Michigan Natural Resources Trust Fund Grant

Inland Fisheries Grant
Improvement of aquatic habitat

Recreation Improvement Fund Grant
Operation, maintenance, development of recreation trails. Restore ORV damage. Inland lake cleanup. DNR must be applicant.
No limit on individual projects

MDNR / NPS
Land and Water Conservation Fund Grant
Outdoor recreation development /requires 5 year rec plan.
Min \$30,000, max \$100,000
50% match

MDNR / USFWS
Boating Infrastructure Grant
Dockage for transient boats larger than 26' for access to recreation or harbor

MDOT / FHWA
Rural Task Force Program Grant
Construction on roads designated major collector or higher in counties with populations less than 400,000
20% match

Safe Routes To School Program
Improvements to enable or encourage children to walk and bike to school. Project within 2 miles of school. Up to \$750,000

Michigan Economic Development Corporation
Downtown Infrastructure Grants (Community development block grant)
\$750,000
michiganadvantage.org

Community Development Block Grants
Federal Grant Program