

PLANNING AND DEVELOPMENT ISSUES

As described in chapter two, this plan and the identification of planning and development issues, are the result of a two-phased comprehensive planning process. The first phase, was initiated by the Planning Commission under Project GoodSTART in January 2006. Project GoodSTART utilized a series of surveys and interviews with community members to assess the needs and vision for the Mayville Community. After a careful review and analysis of the results from their efforts, the steering committee and the HDC presented a final report. The final report identified a series of priority issues. Many of these issues were then addressed by the work groups. This work was the first step in identifying the planning and development issues for the Mayville Community.

What follows is the summary of results provided by Project GoodSTART. The inset sections includes a topic description, vision, goals and priority issues as stated in the Project GoodSTART final report.

Downtown Revitalization and Development

Many of the community forum attendees and survey respondents identified Mayville's downtown district as an area of significant concern. Qualities or characteristics of the downtown area recognized as needing improvement included: overall appearance, retail selection and prices, and advertising and local promotions. Empty storefronts on Fulton Street and the general appearance of the downtown retail establishments were repeatedly cited in response to the question: "What are the biggest challenges facing Mayville in the next ten years?" Both students and residents provided write-in comments on how to improve the downtown district.

All attendees and respondents were pleased with the friendliness/responsiveness of store clerks, the hours of service and the safety of the downtown district. A safe, friendly atmosphere is a positive characteristic of the Village of Mayville, and this characteristic was cited by many survey respondents as one of the top reasons why they stayed in the area or choose to do business in Mayville.

Vision

The Village of Mayville will have a vibrant, thriving downtown district with an appropriate mix of retail and service businesses to meet the needs of local residents and attract visitors to the area.

Goal

Address issues affecting the downtown area, as identified by community forum attendees and survey respondents, to improve the overall appearance and viability of the village's downtown district.

Priority Issue(s)

- Appearance of buildings, in particular rear entrances and second-story apartments



- More businesses such as medical, retail, and service
- Parking, including handicap parking
- Downtown beautification
- Downtown clean-up and ordinance enforcement
- Signage on M-24
- More active Chamber of Commerce

Senior and Governmental Services

Importance

Many of the community forum attendees expressed concerns surrounding senior issues, including the nutritional, recreational and socialization needs of older adults and the frail elderly. In addition, services that addressed the home care, lawn care, and personal care needs of seniors with limited financial resources were either unknown or perceived to be nonexistent in the Mayville area. This may, in part, be attributed to the Mayville area being served by two Area Agencies on Aging, one for Tuscola County and one for Lapeer County. The ability to live independently, age-in-place, and remain connected to the community is of vital importance to an ever-increasing aging population.

Vision

The Village of Mayville will have an array of services and trusted providers that respond to the complex needs of its aging population, thereby providing the in-home and health care amenities desired by senior citizens and making the village more attractive to older adults seeking the quaintness of a small town as a place to retire.

Goal

Address issues affecting the aging population as identified by the community forum attendees and work to develop new and/or improve existing services for seniors.

Priority Issue(s)

- Increased information on service availability
- More services such as interior/exterior home maintenance, health/medical care, and transportation
- More handicap parking
- Senior safety (reassurance calls/visits)
- Status of Mayville Golden Years Club

Recreation and Tourism

Importance

Many of the community forum attendees and survey respondents identified the lack of cultural, recreational, and tourism opportunities in the Mayville area as a concern. The clean-up and improvement of local parks was a repeated recommendation along with new activities and a fall festival. Mayville's proximity to lakes, streams, and hunting/fishing



areas presents opportunities for future development. Both groups were pleased with the Mayville Sunflower Festival and want to identify strategies to increase attendance.

Vision

The Village of Mayville will have year-round cultural, recreational, and tourism opportunities that attract and improve the quality of life for residents and visitors of all ages. These opportunities will promote economic development, utilize existing parks and recreational areas, and encourage young families to move/remain in the area.

Goal

Investigate cultural, recreational and tourism recommendations originating from community forum attendees and survey respondents; then, begin working to incorporate these recommendations by developing plans, securing financing, and implementing projects.

Priority Issue(s)

- Improve parks and park facilities
- Develop skate park
- Develop a walking program, hiking trails, and other outdoor activities
- Increase festival promotion and consider other festival/community events

Housing and Neighborhoods

Importance

Many of the community forum attendees and survey respondents identified the overall appearance and condition of Mayville's older housing stock as a concern, with some of the residential units considered unsafe. Blighted properties, lack of code enforcement, and the condition of second-story rental units in the downtown district were also identified as areas of concern by community forum attendees. All attendees and respondents supported efforts to recognize the historical significance of Mayville's housing stock and celebrate its history by investigating and preserving the architectural heritage.

Vision

The Village of Mayville will have safe, desirable housing in thriving neighborhoods that appeal to individuals of all ages. In addition, the quality of Mayville's housing stock and the appearance of its neighborhoods will be an asset to the community's efforts to attract new residents and businesses.

Goal

Investigate issues identified by the community forum attendees surrounding the Village of Mayville's housing stock; then work to improve neighborhood aesthetics, introduce housing education programs, and research opportunities for housing rehabilitation. Promote Mayville's small town charm as a great place to live, raise a family, and enjoy a high quality of life.



Priority Issues(s)

- Address need for code enforcement, especially for blighted properties
- Recognize significance of Mayville's historical buildings
- Availability of grants and low-interest loans for homeowner/rental repairs
- Promote Mayville as a safe, walkable community in which to raise a family or retire

Steering Committee

Importance

As discussed in an earlier section, several groups were already working toward the growth, development, and general improvement of the Village of Mayville, including the Mayville Village Council, Mayville Chamber of Commerce, Mayville Downtown Development Authority, and Mayville Sunflower Festival Committee. Workgroups formed through the GoodSTART process will strengthen and support the efforts of these existing groups, thereby creating a unified message of shared goals for the community.

The ability of these two groups, existing and newly formed, to work cohesively and productively is essential to the long-term sustainability of the village. The GoodSTART Steering Committee plays a critical role as members serve and/or participate in both groups. Information sharing, common goals, and celebration of successes will help foster a sense of true community that is desired by leaders, residents, and businesses.

Vision

The Village of Mayville will be a community that encourages the effective flow of information among GoodSTART workgroups, service/civic groups, and governmental units, including the Village Council and administration. Exchanging information, sharing goals, and celebrating successes will support an atmosphere of team work and true community.

Goal

Oversee and support activities of the four GoodSTART workgroups as they work toward the betterment of the Village of Mayville and its residents. Assist with volunteer recruitment and recognition and promote projects initiated through the GoodSTART process.

Priority Issue(s)

Investigate new means of communicating with the general public
Assist with the recruitment of new volunteers as needed for the betterment initiatives
Assist with the recognition of the success of the Good START volunteers
Engage youth in planning and community services opportunities
Continue the current momentum in the Village of Mayville and surrounding areas



Other Priority Areas

Planning For Quality of Life and Economic Development

Planning to maintain the quality of life for residents and for economic development ranked high with both village and township survey respondents. Business owners echoed the need for planning; however, they encouraged caution to attract suitable, sustainable business and industry that would maintain Mayville's small town charm. Students did not express a need for planning nor did they indicate an interest in planning or volunteering to help with community betterment activities. Students did, however, voice an appreciation for maintaining a small town, neighborly atmosphere as well as the importance of feeling safe at school and in the community. Adult survey respondents were more likely to recognize the need for planning and indicate a willingness to volunteer to help the planning process.

Quality of life issues included: small town charm, rural location, informal setting, slower pace, less hurriedness, safety (able to walk and ride bicycles in the downtown district and surrounding neighborhoods) and friendly people. An overwhelming number of survey respondents indicated maintaining a rural quality of life was of highest importance.

Economic development issues identified as needing improvement included: attraction and retention of service industries, commercial job development, and keeping rural farm practices. This reinforces the desire of most respondents to maintain a rural quality of life while creating a viable labor market that allows residents to work close to home at jobs that pay a livable wage.

In addition, the importance of planning for the future was viewed as a high priority issue by both village and township survey respondents. This may have been influenced, in part, by joint master planning discussions that were occurring at the time of the surveys between the Village of Mayville and the surrounding Townships of Dayton, Fremont, Rich and Watertown. The concept of a joint planning area or region is particularly innovative, especially in rural communities. The Village of Mayville and Fremont Township are to be commended for their committed efforts to work collaboratively on a joint master plan.

Vision

The Village of Mayville will develop a plan that balances economic growth and development with the characteristics of small town charm and rural quaintness that residents hold in highest regard.



Goal

Create a series of steps to ensure the quality of life valued by residents is maintained while the Village of Mayville moves toward positive economic growth and development.

Attraction and Retention of Businesses to Mayville

Importance

Having *attraction and retention of businesses* as a top five priority issue, is not a surprise as all survey groups agreed that retaining and creating jobs with a livable wage is the biggest challenge facing Mayville in the next ten years. People want to live close to where they work, although recent trends show employees are willing to drive greater distances to keep their jobs or secure a higher wage. The rising cost of fuel is causing people to reexamine the distance they are willing to commute. Considering the average wage earned in the “thumb” area is below other areas of the state, most people cannot afford to commute long distances. This trend combined with high unemployment, lay-offs, and plant closings contribute to an increasingly familiar phenomenon: an exodus of youth and families with children from small, rural communities like the Village of Mayville.

Vision

The Village of Mayville will have a competitive, business-friendly environment that attracts new businesses to the area, and existing businesses will continue to promote Mayville as a “good place to do business”.

Goal

Develop a series of steps that will create a competitive business environment to attract and retain businesses that provide good paying jobs for residents.

Attract/Keep Youth and Young Families in Mayville

Importance

This priority area was important to all survey respondents and is of utmost importance to others throughout the state as evidenced by the allocation of tax dollars and time invested to research and recommend strategies that help communities address the exodus of youth and young families.

In June 2003, Governor Jennifer Granholm kicked off her *Cool Cities* initiative “in part as an urban strategy to revitalize communities, build community spirit, and most importantly, retain our ‘knowledge workers’ who are leaving Michigan in alarming numbers.” Results from a *Cool Cities* study were published in April 2004 after surveying more than 13,500 university students and recent college graduates on their preferences for a place to live and work. The items listed below are excerpts from the *Cool Cities: Summary of Key Findings* study and may have direct applicability to the Village of Mayville and its future.



1. “While opportunities are important when choosing a place to live, quality of life is significantly more important than many have previously thought. It might be more important to some than jobs.”
2. “Warm weather year-round is not a critical issue in choosing a place to live. This allows Michigan, once and for all, to dispel the notion that it cannot compete with other warm weather places.”
3. “Being close to family plays an important role in decisions related to choosing a place to live. That importance seems to increase as they age and their lifestyle (i.e., married-w/kids) changes. Campaigns using a return-to-home message could be effective.”
4. “The survey found that gambling places/casinos, professional sports, large malls and shopping centers do not play a significant role in choosing a place to live.”
5. “Neighborhood preferences tend to favor being in or near a downtown though other types of areas receive high ratings as well. Because of this, medium and small cities and even rural areas can effectively compete with large cities for the creative class.”

Vision

The Village of Mayville will be a place where youth and young families choose to live, work, recreate, and give back to the community through volunteerism and leadership.”

Goal

Develop a series of steps that will keep/attract youth and young families in the Village of Mayville

Community Comprehensive Planning - Phase Two

The second phase of the community planning process was initiated by the Planning Commission under the *Partnerships for Change Program*. And facilitated by LIAA. Interested citizens and public officials attended a series of public meetings in which potential planning and development issues were identified and discussed. The following results were collected at the October 24, 2006 public meeting. At that meeting, participants were led through several brainstorming exercises that helped to identify some of the important community resources and establish a future vision for the Mayville Community.

First, participants were asked to identify the important features or assets of the Mayville Community. The following is a list of responses.

Identified Community Resources

- Nostalgia
- Sense of history (founded in 1865)



- Parks (sports facilities, community parks)
- Sunflower Festival (last 16 years)
- Car Show
- Museum/Railway station (located in Dayton Township, but still a community asset)
- Local Schools (high school sports, concerts)
- Friendly People
- Town of good neighbors
- Cohesive Community
- Quiet
- Larger Lots
- Clear sky's - Can see the stars
- Abundant open space
- Downtown has a large congregation of two-story masonry buildings
- Hunting
- Surrounding area's of state land
- Rural Charm
- Peaceful
- Small Community
- Agriculture
- Close proximity to large cities (Flint, Saginaw, Lapeer)
- "Bedroom Community"

Identifying the important features and resources of the Mayville Community helped planning commissioners establishing the basis for a vision of the future. The second exercise involved establishing a vision for the future of Mayville. Participants were asked to develop descriptive statements or ideas of what the Mayville Community should be and look like in the year 2030. Participants were asked to submit additional comments on separate note cards. The following is a listing of statements and ideas presented by the participants.

A Vision for Mayville

Breakout Group (One)

- Preserve Rural Character
 - a. Zoning Control
 - b. Preserving Historical Context
 - c. Discourage dense growth in rural areas
 - d. Identify specific locations for denser development
- Business Corridors
 - a. M-24
 - b. Saginaw Road & M-46
- Small Business and Industry Development
 - a. Create an environment to promote such growth
 - b. Proper use of different use of soils that we have (farming crops that are appropriate to local soil types)
- Support the development of a vibrant downtown
- Support the development of hunting, fishing, camping and recreation opportunities



- Support of current infrastructure that will allow local businesses to grow
- Industry to take advantage of our local workforce
- Support for housing and service for seniors
- Public Transportation
- Support for medical facilities
- Support and promote education
- Support for more housing choices
- Support for more activities/adolescent activities
- Support for residential development in downtown areas

Breakout Group (Two)

- Additional Business & Industrial Parks (M-24, M-38, M-46)
- Modernize Parks
- Medical Center
- College
- Increased Population
- Theater & Concert Center
- Good Restaurants
- Better Business Signage
- Tear down elevator (grain)
- Condos & Townhouses
- Senior Complex
- Try to be more like Frankenmuth
- Recreation Center
- Winter Carnival
- Municipal Building

Notecards

- Preserve rural character (Hunting, rolling hills, wetlands, historical, parks, camp)
- Sustain sunflower festival
- Maintain and preserve parks
- Safe and security
- Expansion of services & industrial development
- Senior housing and services
- Medical care
- Affordable housing & more choices
- To grow to a community that still has small town charm but grows enough to support our financial needs and help keep families here
- Vibrant Downtown - Shops & Housing
- Some new subdivisions
- Development of M-24, Saginaw Road
- Streetscape, curb & gutter
- Bedroom community
- Medical community
- More businesses along M-24
- An Industrial park



- Business on Saginaw Road
- Entertainment for teens
- Condo's & Town houses

These ideas were collected and assembled into a single comprehensive community vision statement. The vision is the foundation upon which the goals and objectives were established. The results from the October 24 public meeting, including the revised vision statement are similar to the attitudes and visions expressed in the Project GoodSTART survey results. That is, a more vibrant downtown, provide recreation opportunities, provide for more retail opportunities, preserve the rural character of the community and promote more civic and community activities. The issues identified in the comprehensive planning process led to the establishment of a series of Goals and Objectives for the community. The Goals and Objectives are addressed in chapter nine of this Plan.

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