

# GENERAL DEVELOPMENT PLAN STRATEGIES

This section outlines a series of implementation recommendations and strategies to achieve the goals and objectives of the comprehensive plan. The recommendations and strategies outlined in this section are supported by the research and factual information compiled during the planning process, including feedback from project GoodSTART. These recommendations and strategies also respond to the public comments received during the comprehensive planning process.

## General Land Use and Development

**Goal A.** Arrange future land uses to assure the preservation of the natural features, scenic qualities and rural character which make the Mayville Community an attractive place to live while protecting private property rights.

### Strategies

1. Develop and adopt a comprehensive zoning ordinance, including provisions for:
  - a) Additional residential, commercial and light industrial development;
  - b) Appropriate lot dimensions and setbacks;
  - c) Cluster development to preserve open space with lot sizes contingent on utility
  - d) ~~landscaping~~ landscaping or other screening of new developments from the road views;
  - e) Agricultural zoning districts and continued agricultural operations; and
  - f) Density bonuses for developers that incorporate the maintenance and use of existing agricultural features such as barns, silos and farmhouse structures.
2. Work together on the development of additional regulations designed to:
  - a) manage the size and placement of signs (e.g., comprehensive sign ordinance);
  - b) control blight and trash; and
  - c) preserve important *view-sheds*.
3. Provide incentives for new residential developments to maintain naturally occurring Vegetation (e.g. trees, wildflowers).
4. Take steps to develop an Open Space/Farmland Preservation Plan.
5. Conduct an educational program to increase public understanding of the land use issues ~~the~~ affecting the Mayville Community.
6. Provide public education on a Transfer of Development Rights (TDR) or Purchase of Development Rights (PDR) Program.
7. Cooperate with state agencies to clean up sites of environmental contamination.
8. Publicize the progress being made by the Joint Planning Committee.

**Goal B.** Establish a more cohesive sense of cooperation in the Mayville Community.

### Strategies

1. Annually review and update the comprehensive plan (required at least every five years).
2. Invite citizens to actively engage in planning and decision-making groups.

## **Downtown/Township & Economic Development**

**Goal A.** The Mayville Community should have a clean and pedestrian friendly downtown with attractive civic amenities (crosswalks and light posts) and architecture that is consistent and maintains the considerable historical character of the community.

### **Strategies**

1. Develop a downtown re-development plan to guide capital improvements and other private investment toward improving connections with nearby neighborhoods, parks, schools, recreation areas and expanding local business patronage.
2. When constructing new civic buildings in the downtown area, consider architectural styles, building sizes, roof angles and building shapes that will maintain a consistent character.
3. Consider the development of design guidelines for the downtown area of the Village.
4. Support the historical recognition program for buildings.
5. Consider a historic ordinance to delineate the historic area, and require site plan review as a way to ensure that future construction and remodeling will enhance rather than detract from the historic character.
6. Inventory historic and cultural buildings.
7. Establish regulations for parking lots that consider placement, the size of impervious surfaces and landscaping.
8. Use “dark sky” lighting or place shields over new decorative light fixtures to direct light downward, enhance community character and preserve dark skies.
9. Design and implement a way-finding system to enhance knowledge of the unique features of the Mayville Community.
10. Continue to work on initiatives outlined in the Project GoodSTART Report that work to improve the overall appearance of the downtown district.

**Goal B.** The Mayville Community should have a thriving downtown and other commercial areas with the proper mix of services, retail businesses and housing options to serve the needs of the area residents and invite visitors into downtown.

### **Strategies**

1. Support brown-field redevelopment initiatives.
2. Take steps to revitalize downtown Mayville to a traditional village shopping and district that offers a mixture of retail, commercial and restaurant businesses.
3. Develop a comprehensive economic inventory and market study of the community, workforce capacity, available commercial and industrial sites, and development opportunities with the recommendations of Project GoodSTART).
4. Pursue absentee building owners whose properties in the community appear to be vacant, abandoned and/or in need of significant repair.
5. Hire a *Community Liaison* to pursue new opportunities to improve the downtown district.
6. Increase communications and nurture cooperation between citizens and groups that are critical to the success and vitality of the downtown area.

**Goal C.** The Mayville Community should encourage and support the development and retention of business and industry that provides good paying jobs in convenient accessible and logical locations.

**Strategies**

1. Conduct a market analysis that provides the best strategy for attracting new businesses and consumers into the downtown (see Goal B, Strategy 3).
2. Work with local business owners, developers, and other interested citizens to create and conduct an economic development program, including such elements as:
  - a) educational workshops for business owners on current consumer trends, marketing and advertising strategies;
  - b) recruitment strategies to actively seek out successful businesses looking to relocate in Mayville;
  - c) a variety of marketing strategies and promotions to entice residents and visitors to shop and patronize their establishments;
  - d) an official spokesperson for prospective businesses that are considering Mayville as a potential location;
  - e) special store hours or open houses during community events;
  - f) a brochure that lists all businesses according to the type of establishment or service provided; and
  - g) community festivals and other promotions that give a prominent position to the retail sector
  - h) a job retraining program.
3. Increase communication, promote information sharing, and nurture cooperation between groups that have a genuine interest in the continued success and vitality of Mayville's downtown district.



## **Housing and Neighborhoods**

**Goal A.** Provide for and support residential development that results in neighborhoods that are safe, healthy and attractive.

### **Strategies**

1. Provide for better enforcement of the current blight and trash ordinance (see Goal A, Strategy 1 and Use & Development).
2. Enforce community ordinances that protect the health and safety of local residents and encourage the development/rehabilitation of housing stock in the Mayville Community.
3. Organize a series of neighborhood summits with neighborhood groups to determine the desired character of each residential neighborhood.
4. Provide incentives for new residential developments to maintain naturally occurring vegetation (e. g. trees, wildflowers) (see Goal A, Strategy 3 under Land Use & Development).

**Goal B.** Provide for residential development that offers an adequate supply of dwelling units in a variety of housing options.

### **Strategies**

1. Develop and hold workshops and seminars on housing needs for local residents.
2. Conduct a thorough housing inventory of the Mayville Community.
3. Develop a new senior citizens complex.

## **Recreation and Tourism**

**Goal A.** Provide a year-round atmosphere where leagues, activities and facilities combine to provide for the best quality of life for residents of all ages.

### **Strategies**

1. Develop and adopt a comprehensive recreation plan that outlines improvements to current recreation facilities, the development of future recreation facilities, capital improvement expenditures, programming options and funding mechanisms. This process will include the following activities:
  - a) Establish a multi-jurisdictional recreation advisory committee to oversee and guide the recreation master planning process;
  - b) Conduct a survey with all citizens in the Mayville Community on the types of activities and programming they want in their community; and
  - c) Submit a Recreation Plan to the Michigan Department of Natural Resources.
2. Establish a land acquisition program to acquire land that will provide for recreation activities and trail development.
3. Develop “family enrichment” activities and programs.
4. Establish a community-wide “friends for recreation” group devoted to the promotion and support of recreation in the Mayville community.
5. Create informational brochures that promote park development, improvement and efforts that are being recommended and for which active fundraising events are occurring.

**Goal B.** Build upon and provide community events that celebrate the current assets of the Mayville community.

### **Strategies**

1. Develop and implement a comprehensive marketing program for community festivals and events and existing groups that focus on recreation and family activities.
2. Identify and promote local youth programs such as 4-H, church youth groups, and ~~SB~~Boys/Girl
4. Employ a Community Liaison position and direct that person to pursue cultural, recreational and tourism opportunities.
5. Seek out existing community organizations to develop new community events.

## Public Facilities and Services

**Goal A.** Provide future infrastructure development and community services in a manner that will effectively serve area residents and maintain the rural character which makes the Mayville Community an attractive place to live.

### Strategies

1. Complete a comprehensive road and transportation study to help obtain and direct future investments.
2. Establish a land-transfer sub-committee to study, discuss and develop a mutually agreeable approach to handling land transfers between Fremont Township and the Village of Mayville (e.g. 425 agreements).
3. Support the needs of community seniors through several activities, including:
  - a) Conduct a survey to establish the priorities of community seniors;
  - b) Update and publish the *Senior Services* brochure annually;
  - c) Develop new programs, services and activities for community seniors;
  - d) Participate in the CATeam workgroup addressing senior issues in Tuscola County;
  - e) Hire a Community Liaison position and direct that person to pursue new opportunities for senior services.

## **Quality of Life**

**Goal A.** The Mayville community should be a place where all citizens choose to live, work, recreate and give back to the community through volunteerism and leadership.

### **Strategies:**

1. Read and consider the recommendations of Michigan's Cool Cities study.
2. Conduct a survey with the youth and young families in the Mayville Community on the types of activities and programming they want in their community.
3. Invite participation from existing groups such as GoodSTART workgroups, Mayville Chamber of Commerce, Mayville Downtown Development Authority, and other groups in discussions concerning land use planning.