

# Village of Mayville Master Plan

## Chapter 5: Local Economy and Market Strategies

### Economic Development

Every community seeks to provide a strong economic base so that its residents can prosper and that community services are available. The residents of the Village of Mayville recognize the importance of providing for commercial and industrial economic growth while creating and preserving significant natural features for the community. Through careful thought and planning, the Village of Mayville can develop a unique and individualized approach to growth and development of resources while meeting the needs of residents and attracting businesses. Information supplied in the Plan is updated as available or otherwise utilized from the *2007 Mayville Community Comprehensive Plan*.

### Existing Conditions

The number of people in the Village of Mayville's civilian labor population aged 15 and over totaled 748 in 2010.

### Employment Sector Profile

The Economy and Business in Mayville, Michigan report by TOWNUSA.org explains there were 67 local establishments with 502 employees that generated an \$8.4 million payroll in 2004. A breakdown of local companies in the Mayville area follows.

Table 9. Employment by Industry, 2004						
Industry	Total Establishments	Local Companies: Number of Employees				
		1 - 4	5 - 9	10 - 19	20 - 49	50 - 99
Construction	16	15	1	0	0	0
Manufacturing	3	1	2	0	0	0
Wholesale Trade	1	1	0	0	0	0
Retail Trade	7	1	3	1	1	1
Transportation/Warehousing	1	0	0	0	0	0
Information	1	1	0	0	0	0
Finance/Insurance	7	6	0	1	1	0
Real Estate/Rental/Leasing	2	1	0	1	0	0
Professional, Scientific and Technical Services	5	5	0	0	0	0
Administrative and Support/Waste Mgmt./Remediation	1	0	0	0	1	0
Health Care/Social Asst.	6	2	3	0	0	1
Arts/Entertainment/Recreation	2	1	0	1	0	0
Accommodation/Food Service		0	2	1	1	0
All Others (except Public Administration)	11	10	1	0	0	0

Source: Project Good START Final Report



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## **Other Trends and Opportunities**

Economic Development Zone: Mayville has identified the need to offer subsidies and incentives to attract businesses to the downtown area by adopting economic policies that will support business development. This provides an unprecedented opportunity for the community to develop new development tools to build on and encourage new growth in creation of an economic development zone.

Downtown Development. Mayville's area is poised for growth. Mayville's Downtown Development Authority has begun actively seeking funds for beautification projects, including streetscape improvements and building façade programs. Additionally, the DDA is active in sponsoring events such as the Mayville Sunflower Festival and growth and development of business opportunities, which encourages residents to visit our downtown.

New Commercial Development. Mayville has identified 3 commercial development sites within the village that offer particular opportunities including diversified family restaurant selections and retail opportunities on the M-24 corridor. Proactive marketing of the Village and its market opportunities to leaders within these sectors can help to get the attention of those seeking new market and expansion locations. The Village can be proactive in recruiting new businesses by providing necessary utility infrastructure, a well-maintained transportation corridor and a streamlined planning review process.

New Municipal Development. The Village of Mayville has begun to explore revenue generating projects, including park expansion and property development, that will lay a foundation for future business growth in the Village. Through investment in infrastructure, parks, and tourism initiatives the Village can offer an enticement to new business ventures instituting placemaking initiatives.



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## Economic Development Tools

### Economic Gardening – Local Business Assistance

Traditionally, and especially in Michigan, economic developers focus on expanding local companies and attracting new ones by making the business climate more favorable for those companies, usually by helping them secure incentives and assisting with their local and state permitting. The Village of Mayville and the Tuscola County Economic Development Corporation (EDC) will pursue this approach as a vital component of the assistance they can provide local businesses. However, this traditional model does not address the potential to assist companies in developing their growth entrepreneurially. To address these unique opportunities, the Village of Mayville will seek to emulate an “economic gardening” program, based on the successful program model implemented by the City of Midland, in an effort to assist local businesses, possibly through the development of a Mayville Business Incubator. Working directly with these companies, the Village of Mayville, DDA, and the EDC will help them develop and commercialize any combination of new products, new customers and new markets, and address the key changes that they may need to make in order to grow, using a combination of in-house knowledge of business development and technology commercialization, as well as the knowledge of partner agencies throughout the region. This assistance can take many forms, including establishing connections with local marketing intelligence providers and other resources, vetting new ideas for commercialization, providing networking opportunities, and reviewing business plans to identify resources to drive growth.

### Business Attraction

Most business site selectors will base initial decisions on factors, which include access to major transportation corridors, facilities, work force, environmental considerations and community support. To create a competitive advantage, Mayville must work diligently in improving and maintaining the following areas:

Utility Infrastructure. Proper utilities, such as water and sewer, gas and electric lines, waste removal, wireless telecommunication coverage, and high speed Internet are all necessary for companies. Companies providing these services include Consumer’s Energy, DTE, Charter Spectrum, and SpeedConnect, LLC.

Cluster Development. Industry clusters are groups of interconnected companies in a particular field that are present in a region. The companies involved in a cluster may include suppliers, service providers and supporting educational facilities. Clusters are typically export oriented and have a regional concentration that is higher than the national average, as well as the emerging alternative energy sector. The theory behind clusters is that companies of all sizes can achieve more by assisting one another.



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## Transportation Improvements

As a rural community, the Village of Mayville is heavily reliant upon a sound transportation system to encourage growth and development. The safety, effectiveness and efficiency of local transportation systems are key factors in the development, economic vitality, and public safety of communities throughout Michigan. However, public roadways and other transportation infrastructure are extremely expensive facilities to build and properly maintain. As a result, transportation planners prefer to plan these investments carefully and well in advance of the need. On the other hand, unexpected commercial and residential development can place unplanned and uneven demands on road networks. Therefore, community planners consider the existing condition and capacity of local transportation systems and potential future needs when developing a community's comprehensive plan.

Access to major highways is imperative to the success of any business. Mayville is conveniently situated adjacent to M-24, which runs north to M-46 with easy access to I-75 North, and south connecting with the larger cities of Auburn Hills and Detroit. This highway connects with I-69 25 miles south of the village, with easy access to I-75 South, as well as cities such as Lansing and Port Huron. M-15 is 12 miles west of the village, providing convenient access to Bay City and Davison, respectively. The Village is conveniently located within 45 minutes of Saginaw, Flint, Bay City, and Auburn Hills.

State and Federal funded roads are allocated through two different classification systems. State funding is provided through Michigan Public Act 51 of 1951 (Act 51). Under Act 51, roads are classified into the categories listed and described below. *Map 4* illustrate the designation of roads under Public Act 51.

### State Trunklines

Roads, streets and highways assigned to the Michigan Department of Transportation (MDOT). MDOT is responsible for the maintenance, construction and improvements to these corridors. Their primary purpose is to facilitate through-traffic movements in conjunction with the State-wide highway system.

The Village of Mayville is served by two state highways. The primary east/west highway is M-46. M-46 traverses the state from Port Sanilac to Muskegon and forms the northern boundary of the Village of Mayville. The primary north/south highway in the area is M-24. M-24 flanks the eastern side of the community, passes through the Village of Mayville, and south through Lapeer into Oakland County.

### County Primary

These routes serve longer distance trips between major destination points within the County. Primary roads are planned to facilitate through-traffic movement, while allowing access to homes and businesses.

### County Local

Roads that provide access to homes and businesses and are designed for short to medium length trips. These roads connect to the Primary and State Trunkline roads.



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## **Village Major**

Major routes within a Village's jurisdiction that provide for longer distance trips and higher capacity traffic.

## **Village Local**

Like County Local roads, these roads provide access to homes and businesses and are designed for short to medium length trips.

The *Federal Highway Administration* uses a different classification system called the National Functional Classification (NFC). This system is designed to reflect the function of a roadway, which corresponds with the road's eligibility for certain federal funding opportunities. Under the NFC, roads are classified into the categories listed and described below. *Map 5* illustrate the designation of roads under the Federal System.

## **Arterial**

Relatively high capacity roads which provide unity throughout a contiguous urban area; medium speed/capacity roads for the rest of the county-wide arterial highway system should have minor access control and channelized intersections.

## **Collector**

Relatively low speed/low volume street, typically two lanes for circulation within and between neighborhoods. The roads serve generally short trips and are meant to collect trips from local streets and distribute them to the arterial network.

## **Local Streets**

Low speed/low volume roads which provide direct access to abutting land uses; non-conductive to through-traffic.



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## Traffic Volume

The volume of traffic that uses a roadway within a 24 hour period is a common measurement of the load or overall use of the roadway. This average daily traffic (ADT) can be used to estimate the desirable *design capacity* of a given roadway to provide safe and effective vehicle travel. *Map 6* illustrates the traffic volume and *Map 7* illustrates the commercial traffic volume of the Village of Mayville. *Table 17* provides the 2004 annual average 24-hour traffic volume and annual average 24-hour commercial traffic volume for three locations within the Village of Mayville. The table indicates that both traffic volume and commercial traffic volume has decreased from 2004 to 2015.

<b>Table 17. Traffic Volume Figures, 2004 - 2015</b>				
Sites	2004		2015	
	Traffic Volume	Commercial Traffic Volume	Traffic* Volume	Commercial** Traffic Volume
Mayville	4,100	520	3700	1-300
M-24 (just south of M-24, M-46 intersection.)	4,400	520	4000	1-300
M-46 (just west of M-46, M-24 intersection.)	6,700	550	4900	360

**Source: Michigan Department of Transportation; \* reflects data from Sites near 2015 Sites; \*\* data from specific Sites not provided**

Traffic volumes and other figures are posted annually on the MDOT website and can be found at: <http://mdot.maps.arcgis.com/apps/Viewer/index.html?appid=18a4b2f2ba3b4e079e935f8835862c73>. *Map 8* illustrates the transportation network of the Village of Mayville.

## Road Condition



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Federal Aid eligible roads are rated for surface conditions under *Michigan's Asset Management Program*. The process of rating roads involves a windshield survey performed by a team of trained representatives from MDOT, Road Commissions, Municipalities, and a Regional Council. The rating (PASER) a road receives suggests where improvement measures are desirable or might be required. Typically, roadways with a PASER rating of 8, 9 or 10 require only routine maintenance such as crack-sealing or street sweeping. Roadways with a PASER rating of 5, 6, or 7 require capital preventative maintenance such as thin overlays, seal coating or joint resealing. Roadways with a PASER rating of 1,2,3 or 4 require structural improvements such as rehabilitation or reconstruction work. As shown below, some of the Federally eligible roads within the Village of Mayville appears to need reconstruction while others appear to need preventative and routine maintenance.

PASER Rating: Red: 1-4                      Yellow: 5-7                      Green: 8-9



## Public Transportation

Public transportation in the Village of Mayville is provided by Thumbody Express, a reservation based curb-side bus service. Service is provided Monday through Friday from 7:00AM to 6:00PM and Saturday from 9:00AM to 1:00PM. The Thumbody Express charges a fee, with special rates for senior and handicap citizens.

## Carpooling

As part of the Michigan Carpool Parking Lot Program (commonly referred to as *park and ride*), MDOT maintains a carpool lot within the Village of Mayville. Located about 1.5 miles east of the Village, on Treasurer Road, the paved lot has a 22 car capacity.

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## **Rail Service**

The southern portion of the Village of Mayville is crossed by the *Huron & Eastern Railway*. The railway is operated by the North America Rail Group – Wyoming and Genesee and runs west to Saginaw and east through Marlette.

## **Airports**

There is no serviceable airport within the Village of Mayville. However, according MDOT Aeronautics Web site, airports are relatively close by.

Nearest airports include

Serving medium to small planes only.

- Tuscola Area Airport in Caro (10 miles)
- Marlette Airport (20 miles)
- DuPont-Lapeer Airport (20 miles)
- Harry Browne Airport, Saginaw Twp (28 miles)

Those in need of larger planes or international flights will require a trip

- Bishop International in Flint, (38 miles)
- Oakland County International in Pontiac (48 miles)
- MBS International in Saginaw (52 miles)
- Detroit Metro (100 Miles)

