

FUTURE LAND USE AND IMPLEMENTATION

This section describes the future land use of the Mayville Community established during the community planning process. The future land use classifications were compiled after a review of the current future land use classifications and zoning district definitions used by the Village and Township. The two sets of future land use classifications from 1993 were used as a basis for the future land use classifications in this Comprehensive Plan, resulting in eight proposed land use classifications. Together *Maps 19(a)* and *19(b)* represent the future land use district designations for the Mayville Community.

Future Land Use Descriptions

Agriculture - Rural Residential

This classification is intended to provide for a mixture of rural land uses interspersed among open, undeveloped lands. Appropriate uses will include farming operations, single-family homes on large lots, outdoor recreation facilities and natural protected areas. Residents within this area will need to co-exist with farming operations and will be subject to regulations to protect the natural environment.

Medium Density Residential

This classification is intended to provide for areas that promote the continuation of the Village style neighborhood land use pattern in areas in and around the Village or in specific locations within the Township. The district will accommodate single-family housing, multi-family housing and duplexes and mobile home parks.

High-Density Residential

This classification is intended to provide areas for some single-family homes, duplexes, apartments, townhouses and other multi-family residential uses. This land use area is also intended to provide for planned units developments.

Local Commercial

This classification is intended to provide for businesses that will compliment the businesses in the Central Business District. Development should be attractive and in a convenient commercial cluster. Uses might include retail, food service, hardware, drug stores, convenience stores and health care facilities. The client traffic is primarily auto-based, so parking facilities will be necessary. However, this district should also provide for pedestrian traffic; including connections to nearby neighborhoods.

General Commercial

This classification is intended to provide suitable sites for land uses providing services to highway travelers such as motels and gas stations as well as locations for commercial uses requiring large parcels of land to operate efficiently such as retail lumber and automobile sales.

Central Business District

This classification includes the commercial core of the Village. It is intended to provide for commercial establishments and offices as well as residential units on the second or third floors of suitable buildings. This district should also be pedestrian oriented.

Industrial

This classification is intended to provide for light industrial operations such as warehousing, assembly, processing and packaging of products from previously prepared materials. The classification does not include heavy commercial or manufacturing uses.

Parks and Public Services

This classification includes lands intended for parkland development, non-motorized trails, natural areas, and public buildings such as a post office, schools and government buildings.

Implementation

The strategies outlined in this plan reflect potential actions steps for the Mayville Area Planning Commission. It is important to note that the strategies outlined in this plan are subject to change and update. Each strategy should be reviewed annually for accuracy, consistency and timeliness - given changing conditions. In acting on these strategies, the Planning Commission should determine the timetable for plan implementation. The following tables present the priority status of each strategy. The short term strategies should be implemented in one to two years. The mid term strategies should be implemented in three to five years.

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	Short Term	Mid Term
Develop and adopt a comprehensive zoning ordinance, including provisions for	x	
a) Additional residential, commercial and light industrial development	x	
b) Appropriate lot dimensions and setbacks	x	
c) Cluster development to preserve open space with lot sizes contingent on utility needs		x
d) Landscaping or other screening of new developments from the road	x	
e) Agricultural zoning districts and continued operations	x	
f) Density bonuses for developers that incorporate the maintenance and use of existing agricultural features such as barns, silos and farmhouse structures		x
Work together on the development of additional regulations designed to:	x	
a) Manage the size and placement of signs	x	
b) Control blight and trash	x	
c) Preserve important view-sheds	x	
Provide incentives for new residential developments to maintain naturally occurring vegetation (e.g. trees and wildflowers)		x
Take steps to develop an Open Space/Farmland Preservation Plan		x
Conduct an educational program to increase public understanding of the land use issues facing the Mayville Community	x	
Provide public education on a TDR or PDR Program		x
Cooperate with state agencies to clean up sites of environmental contamination		x
Publicize the progress being made by the Joint Planning Commission	x	

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

Strategies	Short Term	Mid Term
Annually review and update the comprehensive plan	x	x
Invite citizens to actively engage in planning and decision-making groups	x	x

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	Short Term	Mid Term
Develop a downtown re-development plan to guide capital improvements and other public and private investment toward improving connections with nearby neighborhoods, parks, schools and recreation areas and expanding local business patronage	x	
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		x
Consider the development of design guidelines for the downtown area of the Village		x
Support the historical recognition program for buildings	x	
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		x
Inventory historic and cultural buildings	x	
Establish regulations for parking lots that consider placement, the size of impervious surfaces and landscaping		x
Use "dark sky" lighting or place shields over new decorative light fixtures that direct light downwards, enhance community character and preserve dark skies		x
Design and implement a way-finding system to enhance knowledge of the unique features and places of the Mayville Community	x	
Continue to work on initiatives outlined in the Project GoodSTART report that work to improve the overall appearance of the downtown district	x	

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	Short Term	Mid Term
Support brown-field redevelopment initiatives	x	
Take steps to revitalize downtown Mayville to a traditional village shopping and entertainment district that offers a mixture of retail, commercial and restaurant businesses		x
Develop a comprehensive economic inventory and market study of the community, including workforce capacity, available commercial and industrial sites, and development opportunities		x
Pursue absentee building owners whose properties in the community appear to be vacant, abandoned and/or in need of significant repair	x	
Hire a community liaison to pursue new opportunities to improve the downtown district		x
Increase communications and nurture cooperation between citizens and groups interested in the continued success and vitality of the downtown area	x	

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	Short Term	Mid Term
Conduct a market analysis that provides the best strategy for attracting new businesses and consumers into the downtown	x	
Work with local business owners, developers and other interested citizens to create and conduct an economic development program, including such elements as	x	
a) Educational workshops for business owners on current consumer trends, marketing and advertising strategies	x	
b) Recruitment strategies to actively seek out successful businesses looking to relocate in Mayville		x
c) A variety of marketing strategies and promotions to entice residents and visitors to shop and patronize their establishments	x	
An official spokesperson for prospective businesses that are considering Mayville as a potential location		x
Special store hours or open houses during community events	x	
A brochure that lists all businesses according to the type of establishment or service provided	x	
Community festivals and other promotions that give a prominent position to the retail sector	x	
A job retraining program		x
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	x	

Housing and Neighborhoods

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

Strategies	Short Term	Mid Term
Provide for better enforcement of the current blight and trash ordinance	x	
Enforce community ordinances that protect the health and safety of local residents and encourage the development/rehabilitation of stock in the Mayville Community	x	
Organize a series of neighborhood summits with neighborhood groups to determine the desired character of each residential neighborhood		x
Provide incentives for new residential developments to maintain naturally occurring vegetation		x

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

Strategies	Short Term	Mid Term
Develop and hold workshops and seminars on housing needs for local residents	x	
Conduct a thorough housing inventory of the Mayville Community	x	
Develop a new senior citizens complex		x

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

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

Strategies	Short Term	Mid Term
Develop and implement a comprehensive marketing program for community festivals and events and existing groups that focus on recreation and family activities		x
Identify and promote local youth programs such as 4-H, church youth groups, and Boy/Girl Scouts	x	
Hire a Community Liaison position in Mayville and use that person to pursue cultural, recreational and tourism opportunities		x
Seek out existing community organizations to develop new community events	x	

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	Short Term	Mid Term
Conduct a comprehensive road and transportation study		x
Establish a land-transfer sub-committee to study, discuss and develop a formal 425 agreement for Freemont Township and the Village of Mayville	x	
Support the needs of community seniors through several activities, including:	x	
a) Conduct a survey to establish the priorities of community seniors	x	
b) Update and publish the Senior Services brochure annually	x	
c) Develop new programs, services and activities for community seniors		x
d) Participate in the CATeam workgroup addressing senior issues in Tuscola County	x	
e) Hire a Community Liaison position in the Mayville community and use that person to pursue new opportunities for increasing senior services		x

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	Short Term	Mid Term
Read and consider the recommendations of Michigan's Cool City Study	x	
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	x	
Invite participation from existing groups such as GoodSTART workgroups, Mayville Chamber of Commerce, Mayville Downtown Development Authority and other service/civic groups in discussions concerning land use planning	x	