

COMMUNITY GOALS AND OBJECTIVES

This section describes a collective vision for the future of the Mayville Community. This *Vision Statement* and the associated goals and objectives were developed through a broad-based, community planning process, involving both citizens and public officials. The *Vision Statement* incorporates phrases coined by the participants of a public planning exercise with information derived from *Project GoodSTART*, a related community planning and development project completed late in 2006.

Vision Statement

In 2030, the Mayville Community is a healthy mix of active farms, beautiful natural areas and rural residences surrounding a vibrant village with small town charm and modern amenities. The people of the Mayville area are friendly, cooperative, and work together to support community events, preserve historic features, develop new businesses, and manage the area's natural resources. From the wide open spaces of the surrounding landscape to the lively streets of downtown, the Mayville Community offers residents and visitors of all ages, access to modern schools, a broad spectrum of services, safe and walkable neighborhoods, park and recreation facilities, a variety of affordable housing options, engaging community events, and employment opportunities.

Goals and Objectives

The goals and objectives outlined in this section address the issues highlighted by *Project GoodSTART* and the community-wide planning process. In some instances, the goals and objectives were derived from issues identified in the 1993 *Fremont Township Master Plan*.

General Land Use and Development

The primary focus of this topic is the geographic distribution and arrangement of land uses across the Mayville Community. Through planning and land use regulation, the community can limit land use conflicts, encourage harmonious development, and preserve a high quality of life. Census data reveals that the Mayville Community will continue to experience population growth. The Mayville Community has also experienced an increase in the development of new homes, primarily in rural settings. Based on all available survey data and the public comments received, current residents want to maintain the Mayville Community's rural character and small town appeal. Therefore, the Comprehensive Plan promotes a pattern of land uses – current and future – that help to retain these characteristics.

Proposed 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.

Proposed Objectives:

1. Accommodate future residential, commercial, and industrial development in appropriate locations.
2. Manage growth through good planning and appropriate development controls.
3. Preserve high-value agricultural lands natural features and open space.
4. Discourage land uses that are incompatible with adjacent land uses.
5. Encourage Planned Unit Development (PUD) approaches to future residential, commercial and industrial development.
6. Protect the rural historical assets of the community.
7. Preserve the scenic quality along rural roadways.
8. Clean up or contain sites of environmental contamination.
9. Increase community awareness of land use issues facing the Mayville community.
10. Increase community awareness of new tools and techniques that focus on land use.

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

Proposed Objectives

1. Establish future land use development policies and land use patterns that demonstrate cooperative planning across jurisdictional boundaries.
2. Maintain an accurate and up to date comprehensive plan.

Downtown/Township & Economic Development

This topic concerns the primary center of commercial and business activity in the Mayville Community and the area of greatest housing density. Through land use planning and regulation, capital improvements and infrastructure investments, and cooperative civic action, the community can encourage downtown and economic development while guiding the quality and character of that development. Based on survey data and public comments received, the residents want additional retail and commercial development in the Village, additional business or light industrial development, and a modest increase in residential housing.

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

Proposed Objectives:

1. Assure that appropriate landscaping is provided with all new developments.
2. Assure that sidewalks and pedestrian access is provided with all new developments.
3. Preserve and protect the historical assets of the Mayville Community.
4. Encourage the placement of new civic buildings in downtown Mayville.

Proposed 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.

Proposed Objectives:

1. Support existing and new businesses in downtown Mayville.
2. Increase the number of residents and visitors who shop downtown.
3. Provide for new infill development.
4. Increase the number and variety of businesses operating in the downtown area of Mayville.
5. Provide for an increased number of diverse health care services in the village.

Proposed 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.

Proposed Objectives:

1. Provide for the development of new commercial centers (as opposed to “strip” developments).
2. Provide for the development of *some* additional local light industry.
3. Eliminate or restrict “spot” commercial and industrial development.
4. Provide for the development of home businesses.

Housing and Neighborhoods

Based on the survey data and public comments received, the Mayville Community is ready for a modest increase in population and expanded housing opportunities, particularly single family houses. Cooperative land use planning and regulation, as well as staged capital improvements, can help to encourage this type of development in the Mayville Community.

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

Proposed Objectives:

1. Assure that new housing units meet appropriate health, safety and property maintenance standards.
2. Assure that future housing units are compatible with existing housing stock.
3. Assure that existing and future neighborhoods include pedestrian, bicycle and automobile access to parks, schools, recreation areas and the downtown.

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

Proposed Objectives:

1. Reserve sufficient land for both dispersed and more intensive residential development in convenient, economical, and environmentally sound locations.
2. Encourage innovative planned development techniques (such as PUD) which will permit development at higher densities.
3. Assure that new housing is provided for all economic levels.
4. Assure the development of additional housing for the community's seniors.

Recreation and Tourism

Based on survey data and public comments received, recreation and tourism are very important concerns for the people of the Mayville Community. Through planning, capital improvements and community organizing efforts, the community can develop recreation programming and new recreation facilities that enhance the overall quality of life for area residents and encourages families to stay in the area of all ages. In addition, community events such as the *Sunflower Festival* can be expanded and promoted, along with the area's unique natural resources, to increase the visibility of the Mayville Community.

Proposed Goal A: Provide facilities for recreation, including individual and organized sports, as well as leagues and family activities that contribute to a high quality of life for residents of all ages.

Proposed Objectives:

1. Provide recreation in an effective, efficient and logical manner.
2. Encourage community support for recreation opportunities in the Mayville Community.
3. Provide for recreation facilities that support activities geared toward children and families.

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

Proposed Objectives:

1. Continue to hold interesting and exciting community festivals and events.
2. Hold new festivals and events that celebrate the Mayville Community.

Public Facilities and Services

The primary focus of this topic is the location and placement of infrastructure and services across the Mayville Community. In addition, this topic focuses on future cooperative efforts between the Village of Mayville and Fremont Township. Through planning and land use regulations, the community can focus the placement of infrastructure and community services in appropriate areas that serve area residents and maintain the rural character and small town appeal of the Mayville Community.

Proposed Goal A: Provide infrastructure and community development services to effectively serve area residents and maintain the rural character which makes the Mayville Community an attractive place to live.

Proposed Objectives:

1. Direct future development into designated areas where public facilities and services can be efficiently and economically provided in the future.
2. Assure the needs of senior citizens in the Mayville Community are addressed.
3. Assure the maintenance of all roadways is adequately funded.

Quality of Life

The primary focus of this topic is the provision and support of a wide-spectrum of activities and services that lead to an over-all better quality of life. These items may address one or a combination of the issues including: housing, land use, recreation, activities, and business opportunities.

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.

Proposed Objectives:

1. Work to understand the needs of all residents within the Mayville Community.
2. Consider *Smart Growth* tools and other techniques that work to enhance the overall quality of life in the Mayville Community.
3. Recognize that the success of this or any other planning process is contingent on the commitment and enthusiasm of the community and its volunteers.