





Michigan Department of Treasury

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Redevelopment Ready Communities®

This Downtown Plan is aligned with the Michigan Economic Development Corporation's (MEDC) Redevelopment Ready Communities® (RRC) program. The RRC program was created to assist municipalities to create transparent, predictable, and efficient processes into their development efforts by utilizing the program's six best practices (right.) This involves planning for new investment and reinvestment, identifying assets and opportunities, and focusing limited resources. RRC empowers communities to shape their future by assisting in the creation of a solid planning, zoning and development foundation to retain and attract businesses, investment and talent.

The Village of Mayville sees RRC as being key to the village's efforts and has committed to becoming a Certified RRC Community by creating this transparent, predictable, and efficient environment within the village's regulatory authority.



Redevelopment Ready Communities® Best Practices

Best Practice One: Plans and Engagement

Best Practice Two: Zoning Regulations

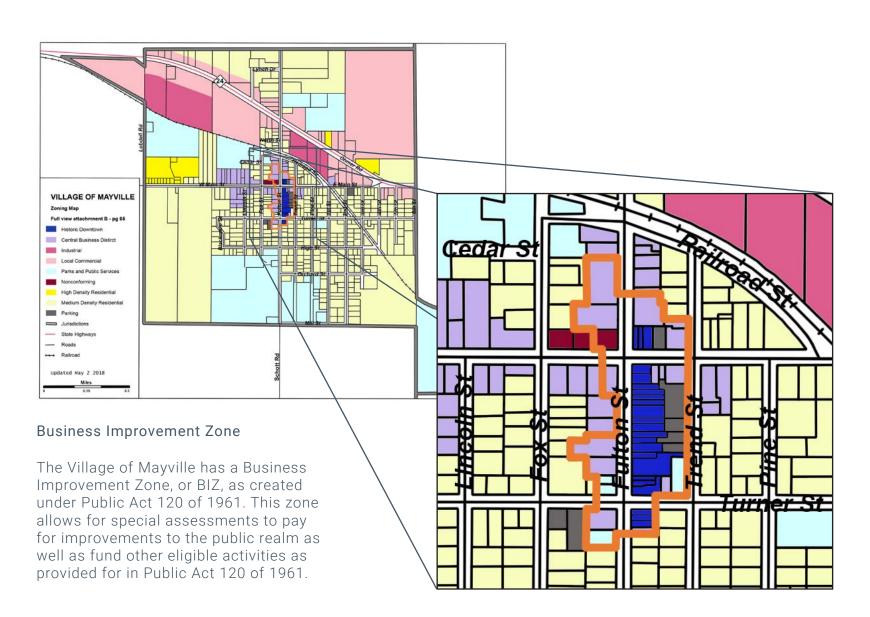
Best Practice Three: Development Review Process

Best Practice Four: Recruitment and Education

Best Practice Five: Community Prosperity

Best Practice Six: Redevelopment Ready Sites®

Downtown Mayville



Market Data

The data presented here is separated into two sections:

- Village of Mayville comparisons to Tuscola County, the State of Michigan, and the United States
- 5-, 10-, and 20-Minute Drive Time Radii from the center point of downtown Mayville

The Key Stats section (right) provides a basic overview of the municipality versus the averages of the increasing levels of government to provide context of the area.

The 5-, 10-, and 20-Minute Drive Time Radii provide a more practical approach to evaluating key data points that may be of interest to existing and potential businesses and developers.

Both sets offer slightly different insights into the community that can help guide investment and development.

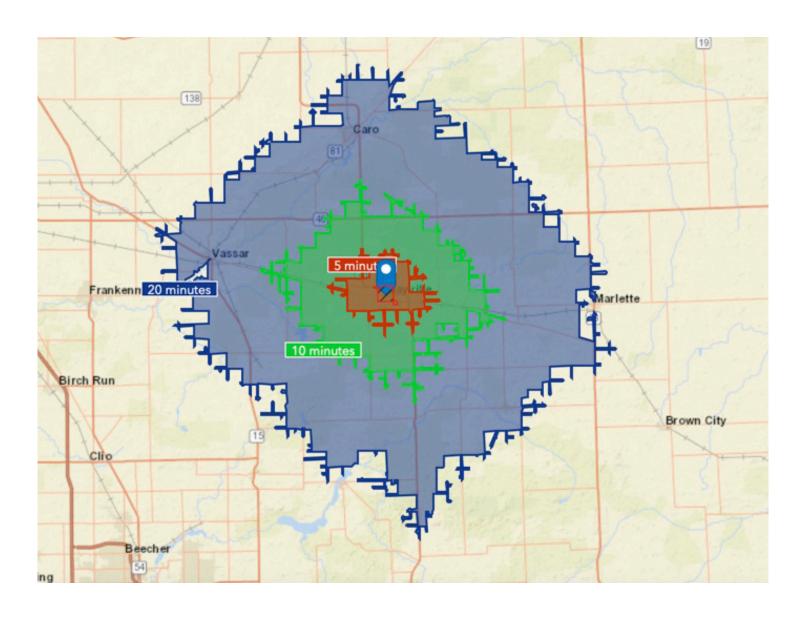
Key Stats

	2020 Population	2020-25 Growth
Village of Mayville	887	-3.7%
Tuscola County	53,488	-2.8%
Michigan	10,114,954	+1.2%
USA	333,793,107	+3.7%

	2020 Median Age
Village of Mayville	44.2
Tuscola County	43.7
Michigan	40.6
USA	38.5

	2020 Avg. Household Income	2020 Avg. Home Value
Village of Mayville	\$54,778	\$102,347
Tuscola County	\$60,173	\$140,087
Michigan	\$79,823	\$213,642
USA	\$90,054	\$328,824

Drive Time Radii



Household Income

Below are the breakdowns of disposable income by age group for the 5-,10-, and 20-Minute Drive Time Radii

5-Minute Radius

2020 Disposable Income by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	17	81	80	98	135	98	90
Median Disposable Income	\$29,834	\$35,369	\$44,086	\$41,282	\$38,075	\$36,443	\$27,244
Average Disposable Income	\$39,511	\$41,755	\$51,137	\$47,406	\$47,827	\$45,642	\$31,691

10-Minute Radius

2020 Disposable Income by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	39	266	332	390	543	410	292
Median Disposable Income	\$29,445	\$40,272	\$50,522	\$43,809	\$39,749	\$35,108	\$27,115
Average Disposable Income	\$37,484	\$46,668	\$57,601	\$53,164	\$49,290	\$44,797	\$32,455

20-Minute Radius

2020 Disposable Income by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	375	2,263	2,511	2,939	3,857	3,128	3,971
Median Disposable Income	\$27,325	\$41,560	\$52,248	\$50,526	\$43,231	\$35,399	\$24,789
Average Disposable Income	\$35,495	\$49,851	\$59,102	\$59,510	\$52,465	\$46,846	\$33,898



Retail Gap Analysis

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring: 1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional from customers from outside the defined area and/or 2) there is an over-supply of a business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created. This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

The following are charts show the existing and projected market demand and highest leakage areas for the 5-, 10-, and 20-Minute Drive Time Radii.

The presence of a gap is not a guarantee of success for prospective businesses.

Retail Gap

Below are the identified retail gaps for the 5-,10-, and 20-Minute Drive Time Radii.

5-Min	2021 2021		2021	2026	Projected
	Demand	Supply	Retail Gap	Demand	Retail Gap
Total Retail Trade and Food + Drink	\$15,557,940	\$21,013,019	-\$5,455,079	\$16,622,911	-\$4,390,108
Total Retail Trade	\$13,959,596	\$18,817,293	-\$4,857,698	\$14,878,402	-\$3,938,891
Total Food + Drink	\$1,598,345	\$2,195,726	-\$597,381	\$1,744,509	-\$451,217

10-Min	2021 2021		2021	2026	Projected
	Demand	Supply	Retail Gap	Demand	Retail Gap
Total Retail Trade and Food + Drink	\$44,941,869	\$28,757,295	\$16,184,574	\$49,425,504	\$20,668,209
Total Retail Trade	\$40,267,493	\$26,499,358	\$13,768,136	\$44,217,867	\$17,718,509
Total Food + Drink	\$4,674,375	\$2,257,937	\$2,416,438	\$5,207,637	\$2,949,700

20-Min	2021 2021		2021	2026	Projected
	Demand	Supply	Retail Gap	Demand	Retail Gap
Total Retail Trade and Food + Drink	\$300,376,317	\$177,809,219	\$122,567,098	\$333,664,024	\$155,854,805
Total Retail Trade	\$268,956,210	\$169,652,636	\$99,303,574	\$298,276,250	\$128,623,614
Total Food + Drink	\$31,420,106	\$8,156,583	\$23,263,523	\$35,387,774	\$27,231,191

Retail Gap: Challenges + Maximum Supportable Square Footage

Challenges

Mayville's major challenge as it relates to retail is its trend of a shrinking population. "Retail follows rooftops," is a common saying in commercial real estate. In 2000, the 5-minute drive time radius showed a population of 1,299. Projections through 2026 show continued decrease in population in the same radius to 1,019, a total decrease of almost 22%. While demand for goods and services for this same area is expected to increase by more than a million dollars, there is still significantly more supply than demand. As part of larger efforts for the village, increasing the number of people living in the village, and in this 5-minute radius, should be a major priority.

Overall supply and demand doesn't always tell the whole story. Within these aggregate numbers are dozens of sub-categories. These categories range from automobile dealerships to clothing stores to pet supplies to restaurants. These sub-categories can often show opportunity even within negative looking numbers. In Mayville's case, there is still opportunity, but not in sufficient enough quantity that can justify the establishment of a new business or businesses.

Once the drive time radius is expanded to 10- and 20-minutes, significantly more opportunity is available. However, competition from surrounding communities also grows as well.

Maximum Supportable Square Footage

The term, "Maximum Supportable Square Footage" is used to describe the amount of space that could be potentially used by businesses. This number is calculated by dividing the amount of leakage by the national average sales per square foot based on the respective industry. This number represents 100% capture of the leakage, which likely will not be able to be achieved through the addition of a single business. Like retail gap overall, the maximum supportable square footage does not guarantee success of a business, but gives an indicator of the types of businesses that could be successful based on the current spending habits of the people who live in the drive time radius.

Retail Gap: 10-Minute Drive Radius

Category	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)	2026 Demand	Projected Gap	Sales per Sq Ft	Maximum Supportable Sq Ft
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$5,221,431	\$193,596	\$5,027,835	\$5,334,164	\$5,140,568	500	10,281
Pharmacies and drug stores (NAICS 44611)	\$2,414,517	\$1,829,594	\$584,923	\$2,676,601	\$847,007	621	1,364
Family clothing stores (NAICS 44814)	\$596,790	\$0	\$596,790	\$571,390	\$571,390	230	2,484
Sporting goods stores (NAICS 45111)	\$306,650	\$0	\$306,650	\$362,156	\$362,156	191	1,896
Full-service restaurants (NAICS 722511)	\$2,045,895	\$130,229	\$1,915,666	\$2,272,263	\$2,142,034	350	6,120

Retail Gap: 20-Minute Drive Radius

Category	2021 Demand (\$)	2021 Supply (\$)	Opportunity Gap/Surplus (\$)	2026 Demand	Projected Gap	Sales per Sq Ft	Maximum Supportable Sq Ft
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$34,839,163	\$21,718,654	\$13,120,509	\$35,984,077	\$14,265,423	\$500	\$28,531
Home furnishings stores (NAICS 4422)	\$2,839,078	\$116,621	\$2,722,457	\$2,842,996	\$2,726,375	\$211	\$12,921
Pharmacies and drug stores (NAICS 44611)	\$16,053,045	\$7,107,482	\$8,945,563	\$18,035,663	\$10,928,181	\$621	\$17,598
Women's clothing stores (NAICS 44812)	\$1,322,933	\$0	\$1,322,933	\$1,271,377	\$1,271,377	\$230	\$5,528
Family clothing stores (NAICS 44814)	\$4,023,014	\$185,147	\$3,837,867	\$3,916,068	\$3,730,921	\$230	\$16,221
Sporting goods stores (NAICS 45111)	\$2,091,325	\$146,000	\$1,945,325	\$2,504,671	\$2,358,671	\$191	\$12,349
Full-service restaurants (NAICS 722511)	\$13,753,031	\$1,710,883	\$12,042,148	\$15,439,562	\$13,728,679	\$300	\$45,762
Limited-service restaurants (NAICS 722513)	\$12,224,971	\$6,321,508	\$5,903,463	\$13,861,335	\$7,539,827	\$382	\$19,738

Market Segmentation

As important as knowing what an area's retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for Mayville, the 5-, 10-, and 20-Minute radii are divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on pages 16-18 outline the various Tapestry segmentations. Their full profiles are included in Appendix B.



Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300

WHO ARE WE?

Salt of the Eurh' residents are entenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homermade meals. Residents enhance the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping tipe. The majority has at least a high school diploma or some college education; many have expanded their still set during their years of employment in the manufacturing and related industries. They may be experts with DIV projects, but the latest technology is not their forter. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family their top priority.
 Cost-conscious consumers, loyal to brands
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.



Note: The Index represents the ratio of the segment rate to the VS rate multiplied by 100.



Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: \$42,400

WHO ARE WE?

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country, they embrace the slower pace of life here but actively participate in outdoor extivities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar, more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The indiscrepenses the ratio of the segment rate to the UE rate multiplied by SBI.
Company personnes are estimated from para by SBI MRI.



Below are the breakdowns of Tapestry Segmentation for the 5-,10-, and 20-Minute Drive Time Radii

5-Minute Radius

Tapestry Segment	% of Households
Heartland Communities (6F)	69.4%
Salt of the Earth (6B)	16.7%
Rooted Rural (10B)	13.9%

20-Minute Radius

Tapestry Segment	% of Households
Salt of the Earth (6B)	41.7%
Heartland Communities (6F)	21.7%
Rooted Rural (10B)	15.4%
Southern Satellites (10A)	8.7%
Small Town Simplicity (12C)	7.0%
Traditional Living (12B)	5.5%

10-Minute Radius

Tapestry Segment	% of Households
Salt of the Earth (6B)	57.4%
Rooted Rural (10B)	24.2%
Heartland Communities (6F)	18.3%
Old and Newcomers (8F)	8.9%

Key Segments

Based on the segments present in the 5-, 10-, and 20-Minute Radii the key segments that define the market are Salt of the Earth, Heartland Communities, and Rooted Rural. These segments have different average incomes, but share common traits like affinity for country living. These three segments should be the focus of efforts to attract new businesses and residents to downtown. A more detailed breakdown of these segments follow.

Below are the descriptions of the main Tapestry Segmentation for the 5-,10-, and 20-Minute Drive Time Radii

Segmentation	Socioeconomic Traits	Market Profile
Segmentation Salt of the Earth (6B) Average Household Size: 2.59 Median Age: 44.1 Median Household Income: \$56,300	 Steady employment in construction, manufacturing, and related service industries. Completed education: 40% with a high school diploma only. Household income just over the national median, while net worth is nearly double the national median. Spending time with family their top priority. Cost-conscious consumers, loyal to brands they like, with a focus on buying American. Last to buy the latest and greatest products. Try to eat healthy, tracking the nutrition and 	 Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL. These conservative consumers prefer to conduct their
	ingredients in the food they purchase.	business in person rather than online. They use an agent to purchase insurance.

Below are the descriptions of the main Tapestry Segmentation for the 5-,10-, and 20-Minute Drive Time Radii

Segmentation	Socioeconomic Traits	Market Profile
Heartland Communities (6F)	• Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.	• Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
Average Household Size: 2.39 Median Age: 42.3 Median Household Income: \$42,400	 More workers are white collar than blue collar; more skilled than unskilled. The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries. These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important. Daily life is busy, but routine. Working on the weekends is not uncommon. Residents trust TV and newspapers more than any other media. 	 Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless. Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common. To support their local community, residents participate in public activities. Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards. They enjoy country music and watch CMT.
	 Skeptical about their financial future, they stick to community banks and low-risk investments. 	 Motorcycling, hunting, and fishing are popular; walking is the main form of exercise. To get around these semirural communities, residents prefer domestic trucks or SUVs.

Below are the descriptions of the main Tapestry Segmentation for the 5-,10-, and 20-Minute Drive Time Radii

Segmentation	Socioeconomic Traits	Market Profile
Rooted Rural (10B) Average Household Size: 2.48 Median Age: 45.2 Median Household Income: \$42,300	 Shoppers that use coupons frequently and buy generic goods. Do-it-yourself mentality; grow their own produce and work on their cars and ATVs. Pay bills in person and avoid using the Internet for financial transactions. Often find computers and cell phones too complicated and confusing. Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out. 	 They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens. More than half of the households have a high-speed Internet connection. They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network). Pets are popular—dogs, cats, and birds. Leisure activities include hunting and fishing. They listen to faith-based radio, country, and gospel music. Many are on Medicare and frequent the Walgreens pharmacy.

Public Engagement

On May 4, 2021 a community-wide Downtown Revitalization Summit was held to gain insight from the community on what residents, business owners, and other stakeholders feel are the downtown's biggest strengths, weaknesses, opportunities, and threats (SWOT.) Attendees provided more than seventy points of conversation and were asked to rank their top three choices in each of the four categories. A weighted scoring system was used in the ranking process. These highest ranking responses for the downtown SWOT are below.

Strengths, Weaknesses, Opportunities + Threats (SWOT)

Strengths

Historic Buildings (14) Compact/Walkable District (8) High Speed Internet (5) Upgraded Infrastructure (5) Library (4) New Investment (4)

Parking (17)

Lack of Communication/Involvement (9)

Lack of Money (6)

Perception of Costs of Buildings (6)

Vacant Buildings (6)

Attitude/Lack of Buy-In (5)

Opportunities

Restaurants (15) RRC Program (12) Supportive Council (9) More Control of Local Roads (7) Resources Available (7)

Fear/Resistance to Change (31 Unfriendly Government Neighbors (14 Big Box/Online (12) **Threats**

Weaknesses

The Current State of Downtown

Downtown Mayville is amid a small renaissance. Several buildings have recently changed hands and are going through varying stages of redevelopment. In addition to the private development, a significant public sector project, a major upgrade to parking in the downtown is underway. Capitalizing on this momentum, the Village recently created a Business Improvement Zone (BIZ.) The Mayville BIZ, a private sector-driven organization with the ability to collect assessments, is charged with helping to further revitalize downtown.

However, even with these efforts, downtown Mayville still faces significant challenges and hurdles. Years of disinvestment in buildings have left buildings literally crumbling and residents apathetic and resistant to change. Over the past several decades, downtown has gone from the central resource for retail and commerce for the immediate area to a place residents drive through on their way to big box retail in Lapeer.

Downtown still has a significant number of assets that can be built from, but several buildings are at a critical point where there needs to be further investment. Now with the assistance and leadership of the Village and BIZ, is the time for proactive action. This section will outline the existing conditions of the downtown which will lay the groundwork for recommended projects later in this plan.

State of Downtown Areas of Emphasis

I) Façades + Building Conditions

- (a) Dangerous Conditions
- (b) Façade Treatments
- (c) Inappropriate Design
- (d) Incomplete Projects

II) Infrastructure

- (a) Pedestrian Experience
- (b) Parking + Parking Supply
- (c) Bicycles + Alternative Transportation
- (d) Connection to Schools

III) Traffic Flow

- (a) Annual Average Daily Traffic
- (b) Commute Patterns + Impact on Downtown

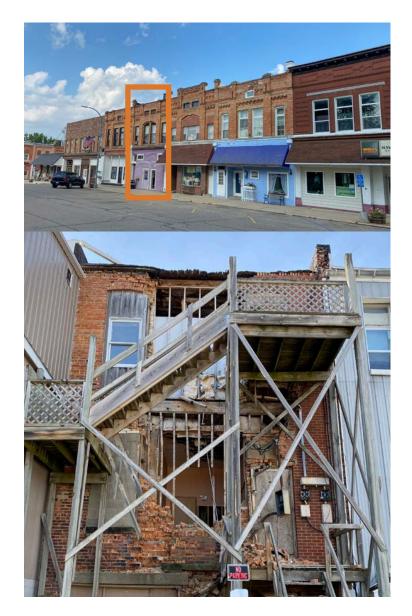
Dangerous Conditions

One of the biggest threats to downtown Mayville is the dangerously neglected building at 6021 S. Fulton. The building's rear façade has crumbled on both the first and second floors to the point where the interior is fully exposed to the elements. If continued to be unaddressed, this building could collapse and would have a monumentally negative effect on the adjacent properties (including collateral damage) and the downtown as a whole. As seen in the photo (right), 6021 is located in the middle of a larger façade structure, the largest one in the downtown. Should the building collapse, this façade would be irreparably harmed. The building façades are an integral part of Mayville's history.

"Business Friendly" vs. "Risk Mitigation"

Most often communities try to take a lenient stance with property owners under the auspice of being "business friendly." This is a noble intention, by trying to assist a property owner by giving them more time and less fines to correct issues. However, this could also be abused by both locals and absentee owners. The result creates situations where other property owners see the disinvestment that is allowed to take place and creates a negative effect. If the community is not willing to help protect the property values of the surrounding properties, why should anyone invest further? Allowing dangerous conditions creates significant risk to investment elsewhere in the district. By having strict code enforcement, the community helps mitigate risk for current property owners and future investors.

Holding property owners to higher standards also creates a greater sense of pride in the community, which fosters more investment not only downtown, but in adjacent neighborhoods as well.



Façade Treatments

While downtown has a significant number of historic buildings, many are in states of disrepair and have diminished the value of these, and surrounding buildings. Inappropriate design and materials used on renovations can cover up underlying structural issues, putting the buildings in greater jeopardy and have limited their reuse potential beyond current tenants. Two main areas of focus on these façades are inappropriate design and materials.

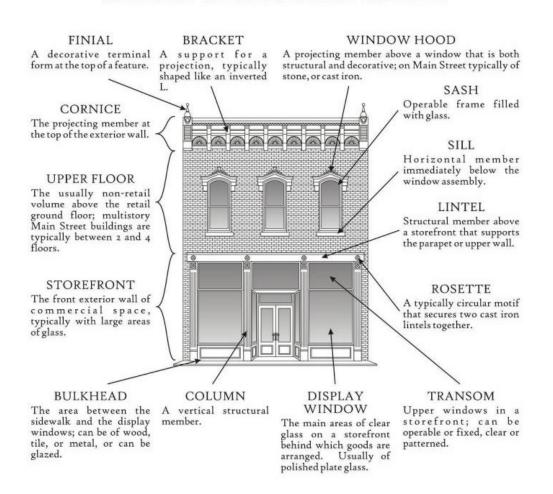
Anatomy of a Main Street Building

To understand Mayville's specific façade issues, it is important to understand what is appropriate historic design and terminology. This graphic (right) gives a cursory explanation of the design components of a historic building. Following appropriate design increases the building's:

- Flexibility in reuse
- Ability to use upper floors for housing/ office
- Ability to utilize Federal Historic Tax Credits
- Aesthetics
- Value

Understanding the appropriate ways to fix facades, and the potential funding sources for them, will be critical to downtown's success.

ANATOMY OF A MAIN STREET BUILDING



Source: Illinois Main Street

Inappropriate Design

Façade renovation design that limits reuse, such as permanently blocking off windows, should not be allowed in the downtown district. By removing these features future use of the building is incredibly limited. Blocking off upper floors, which blocks off a method of egress, makes future apartments or office space impossible. Thereby making the building less profitable from a cash flow perspective and less valuable real estate. Eliminating windows at the street level eliminates interaction with pedestrians, creating "dead space" in the street wall, it devalues the district for retail, and restricts any immediate reuse as office.

Upper Floor Windows Replaced

Retail Level Windows Eliminated



Geneva Bank & Trust Geneva, IL



Mayville, MI

These two buildings, show the difference between appropriate (left) and inappropriate design (top.)

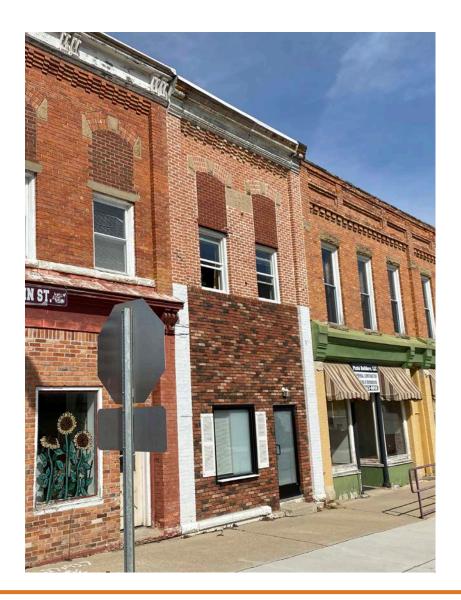
Retail Level Windows Replaced + Awnings Added

Inappropriate Materials

In addition to inappropriate design, the use of inappropriate materials also poses a threat to the integrity of the historic district and the structural integrity of the buildings as well.

Most commonly, inappropriate materials are used as a way to save money as often the cost to restore historically accurate windows or archways can be costly. However, the long-term effect of using inappropriate materials results in a lower appreciation of value of the property. Programs such as historic districts and federal historic tax credits as well as grants from the Michigan Economic Development Corporation (MEDC) for activities such as building rehabilitation and façade improvements are also very useful in helping to defer the cost of historic preservation-related costs.

This building (right) is a mix of inappropriate design and inappropriate materials. The original storefront has been closed off with much smaller windows and the entryway, which was likely originally recessed is covered over and replaced with residential door. The upper windows have been blocked in from their original height. In addition, the bricks on both the upper and lower façades do not match the original brick.



Incomplete Projects

Owning a building in a downtown is often a dream for many people. In numerous downtowns, including in Mayville, prices for these buildings are within reach for a beginning developer. These well intentioned, but often inexperienced, individuals go into a project without the necessary capital and/or time required to complete a project in an acceptable timeframe.

Many times, and especially with historic buildings that have had inappropriate materials in place, developers may find new or unanticipated problems once the outer layer is removed. The end results are frequently a steady mix of beautifully renovated

projects, projects that end up being pieced together, or projects that aren't completed at all. These last two types of end products are the biggest danger to downtowns.

Mayville has a few buildings who are currently in the middle of a renovation or have become stalled due to a lack of either capital or time of the owner. Communities should make every effort to assist building owners to the best of their ability. However, in the event an owner does not complete their project, the village's building codes must be followed and enforced in order to protect the investment of nearby property owners.



The buildings above are two examples of projects currently underway, but taking longer than the community anticipated. The Village must keep a close eye on these projects and offer assistance if needed, but remain vigilant on its code enforcement.

Infrastructure is one of the most visible and impactful parts of the downtown environment. This area is entirely within the public control but often requires annual maintenance and can be a substantial financial investment. This section will focus on the Pedestrian Experience, Parking, and Bicycles + Alternative Transportation.

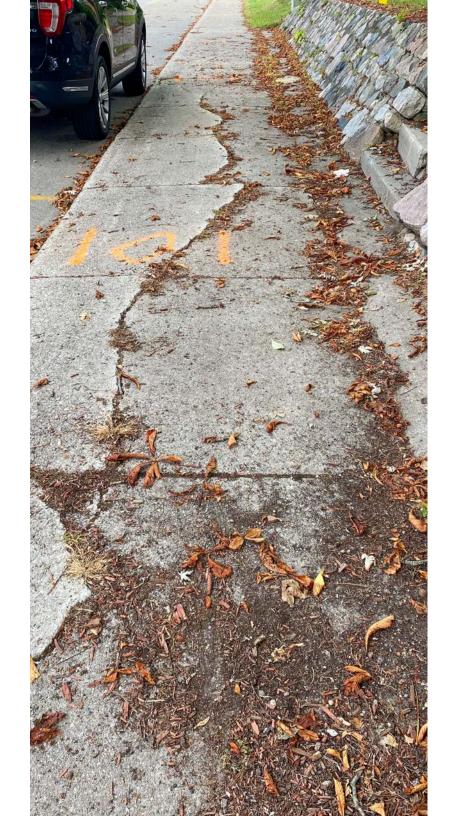
Pedestrian Experience

The success of businesses in downtown districts has a strong tie to the pedestrian experience, or how easily and comfortably people can travel. While many visitors to downtown get to the downtown by driving, once here, there experience is almost entirely on foot. The more engaged and safe a pedestrian feels, the more they will walk. The more people walking downtown presents more customers for downtown businesses.

Numerous factors go into the pedestrian experience downtown. The condition and connectivity of the sidewalk, speed and immediate proximity of traffic, and the ability to easily cross streets all contribute to the overall experience. Downtown Mayville has some definite assets in these areas, but areas they will need to address as well.

Sidewalks

The vast majority of sidewalks in downtown Mayville are in fair to good condition. However, there are a few sections along the west side of Fulton Street that are cracked and heaving in front of several homes. The east side of Fulton Street is in decent repair with one notable section where work was done recently. The best section of the downtown for sidewalks is at the intersection of Fulton and Main where sidewalks along Main Street are in very good condition and appear to have been done in the last few years. The sidewalks on Fulton, north of Main Street, are in poor condition, but that may be remedied by the current road construction project. Sidewalks are not present at all along Trend Street.



Crosswalks + Streets

The ability for pedestrians to quickly and safely cross streets is a major factor in making visitors and residents feel safe. While the daily average traffic counts for Main and Fulton Streets are considerable, the four way stop at Main and Fulton give pedestrians appropriate time to cross the street. Crosswalks farther south on Fulton do not benefit from a four way stop, traffic along this stretch is slow and respectful to people crossing. The major issues with crosswalks are that they are poorly marked and minor maintenance appears to be an issue. These crosswalks should be clearly marked and cracks in the pavement should be filled and sealed on an annual basis in order to extend the life of the pavement.

Trees + Debris

The trees in the downtown add value to the district. In the summer, they add shade. In the fall, they add color. But they need to be maintained, especially the tree in front of the library which has low hanging branches that make it difficult for pedestrians to use the sidewalk. Additionally, leaves and garbage can easily collect in numerous places. The district should be walked weekly to look for areas where dead leaves or garbage have collected.

Proximity to Traffic

Humans have a natural aversion to situations where moving vehicles are within close distance. The closer the traffic, the less safe a pedestrian feels. The speed of traffic also plays a large role in how safe a pedestrian feels. Downtown Mayville has mostly wide sidewalks with on-street angled or parallel parking. This helps create a buffer between the traffic and the pedestrian. Again, traffic in the majority of downtown is fairly slow moving and respectful of pedestrians.



Parking

Since the 1950s, there has been an ever-growing belief that the existence of plentiful and free parking is the secret to a successful commercial district. The result has been a sprawling development pattern that shifted focus away from downtowns. Downtowns countered by trying to make sure parking was plentiful and free as well, sometimes to the detriment of existing structures (through demolition.) Unfortunately, this belief is not entirely true. Parking is important to a downtown, but there is a tendency to vastly oversupply the amount needed. This has caused a number of communities to bear costs of maintaining parking while giving the illusion parking is free to the public. For Mayville, downtown has a substantial amount of parking options and supply. Downtown is primarily served by three main sources of parking: on street, as well as both public and private lots behind the main buildings on Fulton and Main Streets. This section will focus on those three areas.

On Street

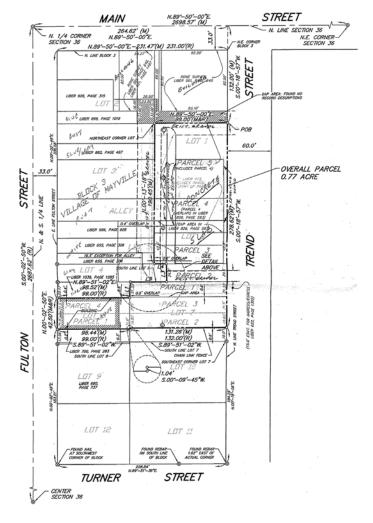
The vast majority of streets in the downtown allow for on street parking. All along Main and Hall Streets on both sides through downtown allows for parallel parking, as does the cross streets of Knight and Hamlin between Main and Hall. There are several angle parking spots on Hamlin between Main Street and the river to the East. This on street parking allows for easy access to the storefronts, giving a much shorter route to walk than a suburban model strip center would allow. Even as the district attracts new retail to downtown, this on street parking should be sufficient.

Private Lots

There are several private parking lots of varying sizes throughout the district. The largest concentration of these lots are on the north side of the district. They are in decent condition but also require continued maintenance over time.

Public Lots

There are currently two public parking lots in the downtown. The formalization and paving of one of the parking lots is currently underway (schematic below.) This lot will serve the back side of the properties on the east side of Fulton and south side of Main, east of Fulton.



Parking Supply

There is a perception that parking supply is an issue for downtown. The map (right) shows where all available parking is located in downtown Mayville. The orange lines represent on street parking, yellow blocks represent privately and publicly-owned parking lots. There are approximately 120 public on street parking spots in the downtown area. In addition, there are roughly eleven privately-owned parking lots. Given the current tenant mix of the downtown, parking supply doesn't appear to be an issue as much as managing parking demand.

Bicycles + Alternative Transportation

One of the ways to both mitigate the limited parking congestion and attract an expanded visitor base is provide infrastructure for bicycles and other forms of transportation. Simple, low cost additions like adding bike racks will open up the ability for visitors to access downtown without the need for a parking space for a vehicle.

Connection to Schools

While not in the downtown district, the Mayville Public Schools campus to the immediate south of the downtown is a major asset. The campus' location requires both car and foot traffic through the downtown. This daily traffic can be useful both for businesses but also to be able to show the physical positive change in the downtown to passersby.

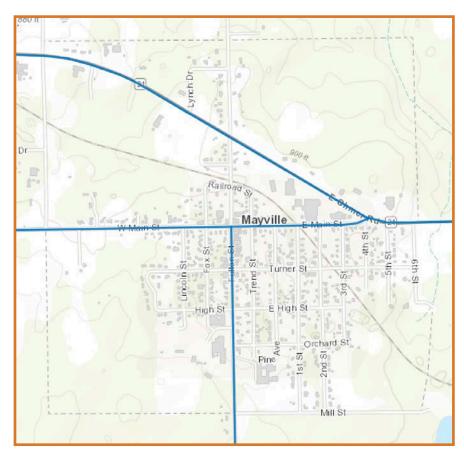


Traffic Flow

Annual Average Daily Traffic

Downtown Mayville has two primary roads for entry and exit into the district: East Main Street, flowing east and west; and Fulton Street, flowing north and south. The village itself is also served by a state trunkline, M-24, which also runs north and south and is the primary connector to one of the largest cities in the thumb region, Lapeer located in Lapeer County. Conventional wisdom would dictate the state trunkline that connects the village to the larger city would be the most trafficked. However, that is not the case here, as according to MDOT Annual Average Daily Traffic counts as recent as 2018, East Main Street has more than 1,000 more cars per day. This is surprising, and suggests there is a stronger connection either in Mayville itself or to the Vassar area than to the Lapeer area, at least on a daily basis.

Street	Annual Average Daily Traffic
M-24	6,083
East Main Street	7,152
Fulton Street	1,334



Source: Michigan Department of Transportation, 2018

Traffic Flow

Commute Patterns

According to the U.S. Census' American Community Survey, roughly 23% of residents work within ten minutes of downtown, meaning almost 77% leave the area each day, with a vast majority (71.8%) driving 15 minutes or more and almost 30% of residents travel 45 minutes or more daily for work. This commute pattern is consistent with the type of community that could be considered a "bedroom community," where people live, but work somewhere else. With a mean travel time of 33.2 minutes, this also verifies Mayville's status as a bedroom community.

Peak Travel Times

Based on this data, the distribution of the times people leave for work are fairly dispersed. In many communities, the block of time where most residents leave for work is from 6am-9am. In Mayville, that number is 46.4%, with 25.2% leaving between midnight and 6am and 27.9% leaving from 9am-noon. This means there is more parity in times residents leave for work from midnight to noon than most communities.

Impact on Downtown

These commuting patterns have a significant impact on downtown. With nearly 77% of residents leaving the community during the work day, there is a significantly smaller market for restaurants and retailers between the weekday hours of 8am-5pm. It also means, with a mean commute time of 33.2, as much as 60.5% of residents would not be back in town until at least 4:30pm, with a significant number (27.9%) not arriving home until 6:30-9:30pm.

Worth noting, 22.8% of residents travel less than 10 minutes to work, which further solidifies the assertion made in the Traffic Count section there is decent local presence or fairly strong connection to Vassar

Time Leaving Home to Work	% of Population	Time Leaving Work*
12:00 a.m. to 4:59 a.m.	13.8%	9:00 a.m. to 1:59 p.m.
5:00 a.m. to 5:29 a.m.	7.4%	2:00 p.m. to 2:29 p.m.
5:30 a.m. to 5:59 a.m.	4.0%	2:30 p.m. to 2:59 p.m.
6:00 a.m. to 6:29 a.m.	10.1%	3:00 p.m. to 3:29 p.m.
6:30 a.m. to 6:59 a.m.	4.4%	3:30 p.m. to 3:59 p.m.
7:00 a.m. to 7:29 a.m.	6.7%	4:00 p.m. to 4:29 p.m.
7:30 a.m. to 7:59 a.m.	15.8%	4:30 p.m. to 4:59 p.m.
8:00 a.m. to 8:29 a.m.	9.4%	5:00 p.m. to 5:29 p.m.
8:30 a.m. to 8:59 a.m.	0.7%	5:30 p.m. to 5:59 p.m.
9:00 a.m. to 11:59 p.m.	27.9%	6:00 p.m. to 8:59 p.m.

Travel Time to Work	% of Population
< Less than 10 mins	22.8%
10 to 14 mins	5.4%
15 to 19 mins	8.7%
20 to 24 mins	5.4%
25 to 29 mins	11.1%
30 to 34 mins	8.7%
35 to 44 mins	8.4%
45 to 59 mins	15.1%
60 or more mins	14.4%
Mean travel time	33.2

^{*} Assuming 9-Hour Work Shift

Downtown Mayville has a number of projects in the short-, mid-, and long-term that could be worked on in order to put the district in a much stronger position for the future. Below is a list of these projects.

Short-Term

- A. Downtown Clean Up
- B. Repaint Crosswalks + Parking Lines
- C. Clean Up Front + Backs of Buildings
- D. Market Data Distribution
- E. Condemn and Stabilize 6021 Fulton
- F. Public Parking Lot
- G. Develop Budget for Business Improvement Zone (BIZ)

Mid-Term

- A. Market Vacant Properties/Vacant Property Ordinance
- B. Additional Festivals and Events
- C. Business Recruitment + Small Business Development
- D. Improve Sidewalks
- E. Bike Racks
- F. Public Art

Long-Term

- A. Branding
- B. Façade Education + Improvements
- C. Add Formal Outdoor Public Space

Short-Term

A. Downtown Clean Up- Before the community can successfully attract new businesses and visitors, it must put effort into the "curb appeal" of the downtown itself. Showing potential residents, businesses, and visitors that the community takes pride in its appearance is the foundational first step in attracting new investment and interest. These clean ups can take place once a quarter or once a month. The first clean up event though, should be made to be an important event in order to help bring pride to the community. Activities like weeding, picking up garbage, and street cleaning can be added to the existing replanting of the planters in the downtown.



Repainting crosswalks and parking lines is a simple, effective, and noticeable "quick win." Using artistic crosswalks, where appropriate, also adds some fun and interest to the downtown without needing a huge budget.



"Buff Up Boyne" is an annual beginning of summer event hosted by the City of Boyne City, MI and the Boyne City Main Street program that invites residents, business and property owners to help clean up the downtown prior to the start of tourism season. Using city fire trucks to wash the streets clean and an army of volunteers make short work of cleaning up the downtown.

B. Repaint Crosswalks + Parking Lines- Prioritizing the "lowest hanging fruit" for creating a more walkable and easy to access downtown helps create "early wins" and positive momentum. Repainting crosswalks and parking lines can be done by Village staff or supervised volunteers. If the Village wants to be ambitious, they can experiment with more artistic crosswalk markings.

C. Clean Up Front + Backs of Buildings- While the vast majority of buildings downtown are vacant or closed, their dirty and dusty appearance give little hope to the community and gives potential investors the impression the downtown has been dead for quite a while. In the front, windows should be cleaned and cracked glass replaced, fronts of buildings either power washed or hosed off, and cobwebs cleared off. Some of the backs of the buildings between Fulton and



Cleaning up the fronts and backs of the downtown buildings, especially cleaning windows, helps to show pride in ownership.

Trend, facing what will be the new parking lot, are overgrown and significantly discourage people from using access points in those areas. The natural growth should be removed and regularly treated and maintained.

- **D. Market Data Distribution-** One of the best ways to fill storefronts in downtown is by helping the property owners that are already there to recruit. This Downtown Plan and its Appendix contains market data retailers may find valuable as it details areas where there is significant retail leakage. This information should be given to businesses property owners downtown prior to recruiting businesses from outside the community.
- E. Condemn + Stabilize 6021 Fulton As stated earlier, this property is the single biggest immediate threat in the downtown. The Village should condemn this property and stabilize it, using assessment liens. The Village should also work with the Michigan Economic Development Corporation (MEDC) to potentially obtain grant funds for its purchase and stabilization.

F. Public Parking Lot- The public parking lot behind the buildings along Fulton Street and fronting Trend is currently in the process of being constructed. Paving this lot and making it more usable for year round use will be helpful for the businesses downtown.

H. Develop Budget for Business Improvement Zone (BIZ)- The Village and BIZ Board of Directors should collaboratively develop a budget to address the needs that the BIZ can address as identified in this Downtown Plan. Recommendations on what each entity can and should do, and estimates on overall costs, are contained later in this document under the Implementation Plan and Budget sections.



The lots behind Fulton and fronting Trend have been graded and will be paved by Fall 2021.

Mid-Term

A. Market Vacant Properties + Vacant Building Registry-

A majority of the buildings downtown are vacant or not currently being used in a commercial or office capacity. Those properties that can be leased should be marketed with proper contact information in the windows and information available online. The Village and BIZ can assist in marketing the properties on the Village's website (under the "Opportunities" section.) Currently, if anyone was interested in buying or leasing space, there isn't a single vacant building with any sort of contact information visible anywhere, with the lone exception of the public auction notice of 6021 Fulton. As a longer-term goal, the Village should consider creating a vacant building registry which would require owners of vacant storefront to actively try to recruit new tenants (or sell the property) or risk compounding fines. This recommendation will require significant buy-in from existing property owners and is only advised when the BIZ is able to build sufficient support.

B. Additional Festivals + Events- One of the biggest keys to revitalizing downtown is bringing people downtown, even with as few businesses as are currently here now.



Getting new businesses downtown is virtually impossible without actively marketing a vacant property.

The Village has the ability to close Fulton Street and can use the entirety of the core of the downtown for festivals events. Making the downtown area the living room of the community is important in reestablishing its role in the village. The Village or BIZ can spearhead these events, or can simply play host to them. For example, some communities do "Music in the Streets." In Mayville's case, Fulton Street could be blocked off and have people bring lawn chairs and

host concerts in the middle of the street. Additionally, using the downtown as an event space could open up opportunities for food trucks to come and set up shop. Getting on the radar for food entrepreneurs like food truck operators opens up the potential for a brick and mortar restaurant location.

C. Business Recruitment + Small Business

Development- Using the market data in this plan, identifying potential businesses who are already successful in the region may be a candidate for opening an additional location in Mayville. The Village and BIZ should also consider working with the Small Business Development Center located at Kettering University to put on small business trainings for existing businesses or for residents interested in starting a business.

D. Improve Sidewalks- The Village should seek to improve the sidewalks as the opportunity arises. The sidewalk in the east side of Fulton Street from Main Street to Turner Street should be a priority for being replaced.

E. Bike Racks- Adding bike racks will allow for residents and visitors to access the downtown without taking up parking spots. This will allow the downtown to add visitors and customers without the need for additional parking.

F. Public Art- Introducing public art, either additional murals or other art pieces, can be a great way to gain additional interest in downtown. Using the crosswalks as a starting point, the community can experiment with the types of art that best fit the community. Public art can range from statues to murals, which can be anything from small to large scale and be whimsical or patriotic.





Long-Term

A. Branding- As the community builds momentum and creates a more attractive and functioning downtown, helping solidify a brand both for downtown Mayville and the Village overall, will be a necessity. Creating a strong brand gives both a focused message and a consistent and professional look to the downtown and village. This branding should use a process that engages the community and downtown stakeholders and be implemented in a consistent manor and across all mediums.

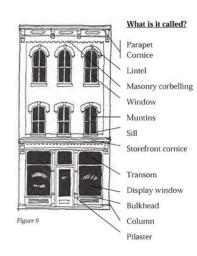
B. Façade Education + Improvements- Numerous façades downtown have been remodeled over the years from changes inconsistent with the historic design of the façade to original windows being replaced with inappropriate styles. These renovations have decreased what the maximum value of the buildings could be and have detracted from the aesthetic and real property value of neighboring buildings in the district. The first step in correcting these issues is education on appropriate design. Through the Michigan Historic Preservation Office (SHPO) Mayville has access to free education sessions for local property and business owners

in these areas. Once these trainings have been completed, the BIZ's resources can be focused (and pooled with MEDC grants) to help address these issues through:

- 1) Create design standards for downtown
- 2) Historic Tax Credit education and training
- 3) Façade grants

In addition to being inappropriate, many of the materials used on a number of buildings is simply covering up larger structural issues that need to be addressed in order to save the buildings long-term.

2. The Anatomy of a Commercial Building



What is it made from? Galvanized sheet metal.

brick, wood
Stone, brick
Brick
Wood double-hung sash
Wood
Stone, brick
Galvanized sheet metal,
wood
Glass/wood
Glass
Wood millwork
Brick, cast iron/ millwork

Brick, cast iron/ millwork

Creating design standards for facade rehabilitations will help ensure appropriate materials and designs are used when owners rehabilitate a building, thus protecting the value of the district and surrounding properties.

C. Add Formal Outdoor Public Space- Quality downtowns always have a public space for the community to gather, whether for a tree lighting ceremony, farmers' market, or other public celebration. There are several potential locations in downtown Mayville where this could be accomplished with the two vacant lots across from the current village offices being prime candidates as well as the vacant building at the corner of Main and Fulton Streets that has severe redevelopment challenges due to proximity to the road and MDOT standards governing structures near the road.





Creating a public space in downtown Mayville can help bring people downtown and provide a quality community gathering space. These spaces do not need to be large, but can use a single lot to create a pocket park like these in Philadelphia, PA (above) or in nearby Lapeer (left.)

Implementation Timeline

Below is the recommended timeline (and responsible group) for implementation of the projects outlined.

Short-Term

Project	Responsible Party	Timeline
A. Downtown Clean Up	Village Council/BIZ	October 2021
B. Repaint Crosswalks + Parking Lines	Village DPW/BIZ	May 2022
C. Clean Up Front + Backs of Buildings	BIZ	October 2021
D. Market Data Distribution	BIZ	November 2021
E. Condemn and Stabilize 6021 Fulton	Village Council	December 2021
F. Public Parking Lot	Village Council	December 2021
G. Develop Budget for Business Improvement Zone (BIZ)	Village Council/DPW	December 2021

Implementation Timeline

Below is the recommended timeline (and responsible group) for implementation of the projects outlined.

Mid-Term

Project	Responsible Party	Timeline
A. Market Vacant Properties/Vacant Property Ordinance	Village Council/BIZ/Property Owners	June 2022
B. Additional Festivals and Events	BIZ	December 2022
C. Business Recruitment + Small Business Development	BIZ	February 2023
D. Improve Sidewalks	Village Council/DPW	October 2023
E. Bike Racks	Village DPW/BIZ	June 2022
F. Public Art	Village Council/BIZ	September 2022

Implementation Timeline

Below is the recommended timeline (and responsible group) for implementation of the projects outlined.

Long-Term

Project	Responsible Party	Timeline
A. Branding	Village Council/BIZ	December 2023
B. Façade Education + Improvements	Village Council/BIZ	December 2024
C. Add Formal Outdoor Public Space	Village Council/DPW/BIZ	December 2025

Project Budget

Below is the projected budget and potential sources for projects outlined.

Organization

Project	Budget	Sources
A. Downtown Clean Up	\$1,000	BIZ, General Fund, Donations
B. Repaint Crosswalks + Parking Lines	\$7,500	BIZ, General Fund, Donations
C. Clean Up Front + Backs of Buildings	N/A	N/A
D. Market Data Distribution	N/A	N/A
E. Condemn and Stabilize 6021 Fulton	N/A	N/A
F. Public Parking Lot	\$389,000	CDBG Grant
G. Develop Budget for Business Improvement Zone (BIZ)	N/A	N/A

Project Budget

Below is the projected budget and potential sources for projects outlined.

Mid-Term

Project	Budget	Sources
A. Market Vacant Properties/Vacant Property Ordinance	\$2,500	BIZ, Property Owners
B. Additional Festivals and Events	\$10,000	BIZ, Sponsorships, Donations
C. Business Recruitment + Small Business Development	\$2,500	BIZ
D. Improve Sidewalks	\$200,000	General Fund
E. Bike Racks	\$5,000	BIZ, General Fund
F. Public Art	\$10,000	BIZ, General Fund

Project Budget

Below is the projected budget and potential sources for projects outlined.

Long-Term

Project	Budget	Sources
A. Branding	\$25,000-40,000	BIZ, General Fund
B. Façade Education + Improvements	\$50,000-100,000	BIZ, Property Owners, Grants
C. Add Formal Outdoor Public Space	\$100,000-150,000	General Fund, Grants

