

Village of Mayville Master Plan

Chapter 9:

Potential Intensity Change Areas

As an extension of the future land use categories, specific redevelopment areas have been identified for the Village. Many of the Village's options are defined and fixed by regional forces over which the Village has limited control. However, during the last few years the Village has made forward movement creating options, taking advantage of opportunities for rebuilding infrastructure and maintaining stability in its budget. The purpose of this section is to identify those areas where the Village should continue efforts to affect change. It must also be acknowledged that for the Village to effectively address the underlying fundamental issues that are associated with redevelopment, options must extend beyond traditional, status quo approaches. The redevelopment or reuse of underutilized areas, which often have a detrimental effect on surrounding areas, has the potential to increase local economic benefits.

There are several areas identified for focus and are considered "Potential Intensity Change Areas" and are defined below. The areas listed should not be considered as complete or all inclusive, keeping in mind that opportunities, markets, legislation, and other dynamics will change.

DEFINING A POTENTIAL INTENSITY CHANGE AREA

A Potential Intensity Change Area (PICA) is any spatial area that is a candidate for a "change in intensity" within the planning period of five, ten, or twenty years. PICAs can be large, spanning an entire corridor or neighborhood, or smaller, such as a collection of a few parcels; or even a single parcel. The change in intensity of an area can be based on one or several of the following:

- Future competitiveness;
- Physical or economic patterns;
- Conditions or the arrangement of land, buildings, lots, or blocks;
- Land use of adjacent parcels; and/or
- Existing inappropriate intensity of use. PICAs are critical to identify during the master planning process because they suggest places for more or less intensity of use, which impacts factors such as density, the environment, traffic, infrastructure, and so on.

Placemaking and Way Finding:

Similar developments in an area are Placemaking strategies. For example, if the vacant land adjacent to Ohmer Park was developed into a campground, the similarity to Ohmer Park would formulate an area for recreation and support a green space for residents and travelers. Another example might be the completion of proposed developments taking place in the historic downtown area as a place known for food and entertainment as well as small business professional and retail space. Focus on this historic area takes place at each Planning Commission meeting, and a dedicated plan for development in the area may be appropriate in the future as interest in investment and grants or other opportunities allow. Another means of placemaking is the placement of permanent monuments or historical markers. In these times, care and consideration should be given to type of monument, but permanence in Place Making should be of paramount importance.



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While there have been efforts in the past to customize directional signs with some success, some efforts have been met with barriers. Way Finding measures should continue with customized signage within MDOT code for streets and roads. Mayville has some street names that although are not misleading could be confusing, (i.e. Ohmer Road, Lapeer Road, M-24 and Mertz Road all being the same inside of a three-mile distance).

IDEAS FOR PICAS IN MAYVILLE:

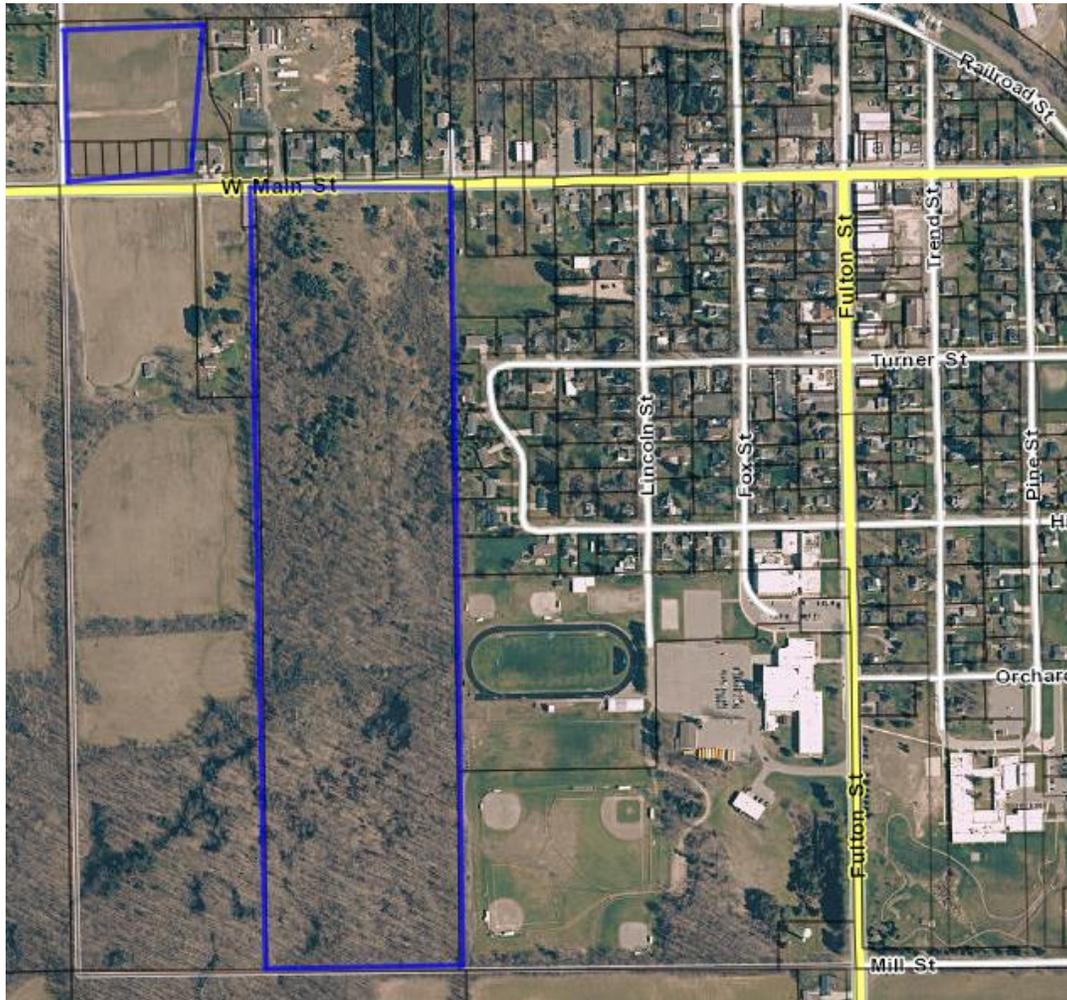
The following is a list of PICAs in The Village of Mayville where changes in intensity are recommended or expected to occur within the next 20 years. Each PICA is characterized by its existing conditions, challenges, opportunities and future land conditions or use.

1. Main Street properties near the western village limit.
2. Mill Street Area on the south side of the Village.
3. M-24 corridor through the village and properties adjacent to businesses and homes.
4. Intensity change focused on optimizing and increasing infrastructure development to encourage industrial investment and commitment to the community. Improvements including streets, water, sewer, internet, electrical power and home heating.



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Main Street Properties Near the Western Village Limit.



Existing Conditions:

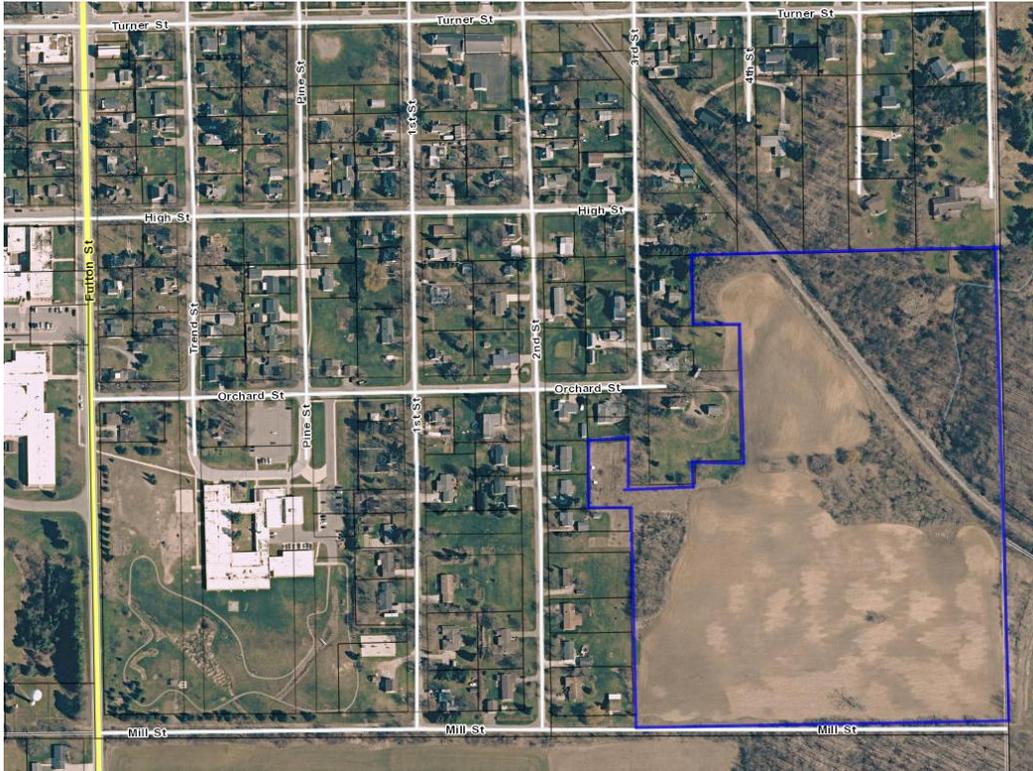
This area is the main thoroughfare for travel between villages in the west, including Vassar, Millington and Frankenmuth; and leads to connecting routes to Mid – Michigan urban areas including Bay City, Flint and Saginaw. The relative history in Mayville indicates long term ownership of properties until in recent years when many properties are changing hands, also resulting in proposals for development in the areas of housing and green energy.

Potential Development Opportunities:

Proposed green energy business on the property of the McNitch Farm, and the proposed development of Roller Way indicate a value to the area enterprises both local and from out of area. Current and future investment require a focus of support, guidance and assistance wherever the Village is able.

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Mill Street Area on the South Side of the Village.



Existing Conditions:

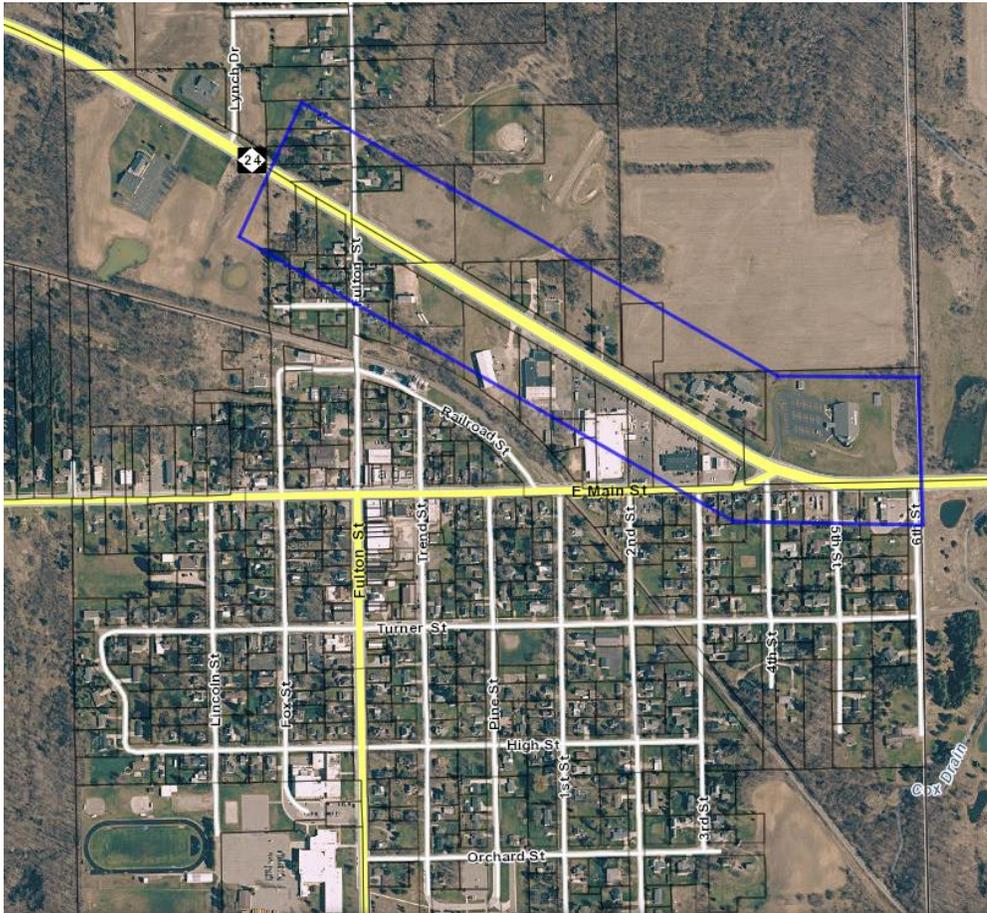
Currently, there is a larger parcel of vacant land, privately held. This is in area the shape of a trapezoid on the fringe of single-family unit housing neighborhoods. There is infrastructure present to support some residential development.

Potential Development Opportunities:

The infrastructure present can support development for residential use. With some upgrades to infrastructure, the area can accommodate high density residential or industrial development.

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M-24 Corridor Through the Village and Properties Adjacent to Businesses and Homes on the Corridor.



Existing Conditions:

M-24 is a main thoroughfare to points north and south, connecting with main arteries toward urban areas including Bay City to the north and Oakland County to the south. Over the last several decades, development has been taking place to include retail stores, single family and high-density housing, and industrial development. The growth along M-24 has been although sporadic, steady through the last 30 years. There is a mix of uses of properties on either side of the state road.

Potential Development Opportunities:

There are some vacant properties and closed businesses on either side of M-24. There is little development in properties directly behind businesses on the north side of the road (i.e. behind the church and Dollar General store and adjacent to Ohmer Park). Proposals for green energy industry and similar development proposals have been discussed.

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Intensity change focused on optimizing and increasing infrastructure development to encourage industrial investment and commitment to the community. Improvements including streets, water, sewer, internet, electrical power and home heating.

Existing Conditions:

While some utilities have proved flexible to growth needs for the village such as internet and heating fuel, some infrastructure development in the Village has encountered barriers. The growth of industrial investment has proven difficult due to the lack of capability in the electrical grid. Water and sewer updating and maintenance was neglected for many years until recently, and the Village continues to pursue grants and funding for upgrading, maintaining and expanding needed infrastructure.

Potential Development Opportunities:

The village will need to continue to make efforts to partner with corporations to optimize utilities in a manner that supports sustainable growth. While there has been mention of green energy investment from outside interested parties, Village government will need to partner with residents to create an environment welcoming of energy alternative to fossil fuels as a support, but not a replacement for, existing energy sources.

