

JOINT CITY COUNCIL/ PLANNING COMMISSION WORKSHOP AGENDA – November 15, 2022

Mason City Hall, 201 W. Ash Street, Mason, MI Sycamore Room 1st Floor, 7:30 p.m.

- 1. CALL TO ORDER BY MAYOR
- 2. STAFF CONFIRMATION OF MEMBER ATTENDANCE
- 3. PUBLIC COMMENT
- 4. INTRODUCTION OF THE DRAFT MASTER PLAN
- 5. ADJOURNMENT

In accordance with the **Americans with Disabilities Act (ADA)**, any citizen requesting accommodation to attend this meeting, and/or to obtain this notice in alternate formats, please contact our Customer Service Desk at 517.676.9155 at least 72 hours in advance of meeting if requesting additional accommodation or Michigan Relay at <u>https://hamiltonrelay.com/michigan/index.html</u>.



AGENDA ITEM

Introduction of the Draft Master Plan

RECOMMENDED ACTION

Introduction of the Draft Master Plan

HISTORY

Spring 2021: Request for Proposal Development

The City Council and Planning Commission had a joint meeting to discuss the outcomes they would like for the Master Plan. From that meeting, it was determined the scope should include answering four key questions when drafting the Request for Proposals:

- What are the most effective ways Mason can continue to evolve while preserving neighborhoods and its small-town charm?
- What infrastructure projects, policy decisions, and community engagement efforts will foster a more innovative, welcoming, and forward-thinking environment?
- Where and how do we guide future development in Mason for the best utilization of space at the lowest cost to taxpayers?
- How do we create a development review process that is consistent, efficient, cost-effective, and honors the community's vision?

Summer 2021: Interviews / Consultant Selection

The City Council authorizes contract for professional planning services related to the Master Plan and Ordinance Updates with Smith Group

Fall/ Winter 2021: Public Engagement Development

The City Council and Planning Commission had a joint meeting to narrow the focus of the survey and identify public engagement expectations. Reviewed public engagement plans and identified all stakeholders. Engagement Goal: 10% of City of Mason residents aged 10 and older.

Spring/ Summer 2022: Public Engagement

- Survey: Spring 2022
- Focus Groups: Spring/ Summer 2022
- Engagement Vetting: Summer 2022

Results:

- 1442 survey responses (9.57% of goal)
- 32 small group discussions
- 22 Facebook posts viewed by 4,300 users
- 5,746 direct mail postcards sent
- 5,870 emails sent related to plan to community members

CURRENT STATUS

Plan Vetting

The consultants and staff have developed a draft plan based on the community engagement and feedback received.

AT THIS MEETING: Staff is interested in introducing the plan and the approach. We would like Council and Planning Commission feedback on layout, structure, and overall approach.

This packet contains the Executive Summary section of the draft Master Plan only. The full draft of the Master Plan will be presented at the workshop on November 15. We will also review the timeline and next steps for the public comment period on the draft document as well as adoption of the final master plan.

PLEASE NOTE: The plan is still in draft form and final staff review has NOT occurred. When you receive the document there are graphics we are finalizing, final staff/consultant reviews have not occurred.

NEXT STEPS

Due By 12.9.22:

- Consultants: Complete any pending graphics, review for errors, cross check engagement to ensure theme are accurately captured, confirmation that RRC and MPEA requirements are addressed
- Staff: Complete final review to cross check other plans and staff engagement is accurately captured.
- Planning Commission and City Council: Provide staff with any errors they may find. No feedback on content at this point.

12.13.22: Planning Commission received tracked changes and considers resolution recommending public release of document to City Council.

TBD: City Council considers approving Planning Commission recommendation to release document to the public.

Comment Period (2-3 months)

- Promote public review of document
- Review by agencies and legal

NOTE: Zoning Ordinance updates will be the focus of staff and the Zoning Committee at this time.

TBD:

- Planning Commission receives feedback and tracked changes recommended by staff.
- Prioritizes Top Three Actions in each category

TBD: Joint meeting held by Planning Commission with City Council to present their changes and hear Council feedback.

TBD: Planning Commission considers resolution recommending adoption of document to City Council. **TBD:** City Council considers adoption of Master Plan.

ADDITIONAL MATERIAL

Master Plan Executive Summary DRAFT

MIMASON OUR PLAN, OUR FUTURE.



2022 Master Plan

Executive Summary

Executive Summary

The City of Mason is a small-town, steeped in history and located at the heart of Michigan, south of Lansing. Mason has served as the Ingham County seat since 1840. According to the State of Michigan, Ingham County's population is projected to grow 8.9% by 2030, which could put more strain on city services such as roads, parks, homes, businesses, and utilities. Mason is proud to be a healthy and growing city, and preparing for this potential influx of residents by creating a Master Plan will ensure Mason grows in a way that is authentic to its rural, small-town roots.

This Master Plan is a guidebook for Mason's decision-makers based on the community's unified vision of the future. Over the course of several months, more than 1,200 people participated in community conversations, surveys, and focus groups to discuss the community's vision for the future. The Master Plan provides actionable steps and helps officials decide how to direct City funding, what initiatives to take on, and tangible goals and milestones to achieve the community's vision for the future.

The four key questions Planning Commission and City Council had at the onset of the Master Plan process were the following:

- What are the most effective ways Mason can continue to evolve while preserving neighborhoods and its small-town charm? *Turn to Chapter 2 Welcoming and Chapter 3 Charming*
- What infrastructure projects, policy decisions, and community engagement efforts will foster a more innovative, welcoming, and forward-thinking environment? *Turn to Chapter 4 Safe*
- Where and how do we guide future development in Mason for the best utilization of space at the lowest cost to taxpayers? *Turn to Chapter 5 Land Use*
- How do we create a development review process that is consistent, efficient, cost-effective, and honors the community's vision? *Turn to Chapter 6 Implementation*

Community members, city staff, and key stakeholders discussed a variety of responses that resulted in three guiding principles, each supported by strategies, actions, and key questions for decision making intended to steer the Mason community toward its desired future:



WELCOMING

Promote Mason as a welcoming and vibrant place.



CHARMING

Preserve Mason's neighborhoods and small-town charm.

SAFE

Provide safe infrastructure through the forward-thinking delivery of City services.

WELCOMING

Promote Mason as a welcoming and vibrant place through...

Strategy	Target
Community Engagement: Foster community ownership through partnerships and communication.	W1 Partnerships
	W2 Communication
Downtown + Gateways: Support place keeping and vibrant business districts.	W3 Place Keeping
	W4 Support Vibrant Business Districts
Access + Proximity: Prioritize local and regional connections.	W5 Local Connections
	W6 Regional Connections

KEY QUESTIONS FOR DECISION MAKING

Will a proposed project, action, or plan:

- W1: Provide partnership for programming or create unique places with limited impact to taxpayer. (p. X)
- □ W2: Engage stakeholders and seek input from diverse perspectives beyond the minimum requirements including valuing the input of legacy residents and newcomers. (p. X)
- □ W3: Maintain character of our traditional community center and/or establishes a new placemaking effort that provides a new place for people to gather and connect. (p. X, p. X)
- W4: Support local business development or entrepreneurship by enhancing our vibrant, thriving business district through increases residents and/or visitors. (p. X)
- W5: Engage regional and local partners to ensure we are not duplicating or missing an opportunity to serve our residents better through partnership. (p. X)
- W6: Support local connections and equitable access to community assets and services through wayfinding and design. (p. X)

TOP THREE PRIORITY ACTIONS

- 1. TBD by PC/CC
- 2. TBD by PC/CC
- 3. TBD by PC/CC

Additional actions are identified in Chapter 6.





CHARMING

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Preserve Mason's neighborhoods and small-town charm through...

Strategy	Target
Historic Preservation: Leverage existing assets and programs.	C1: Leverage Historic Assets
	C2: Leverage Programs and Partners to Protect Assets
Quality Housing: Facilitate opportunities for all ages, incomes, and abilities.	C3: Improve Housing Opportunities
Building and Site Design: Build upon existing character of neighborhoods and streets.	C4: Walkable Site Design
	C5: Prioritize Street Character

KEY QUESTIONS FOR DECISION MAKING

Will a proposed project, action, or plan:

- □ C1: Reflect Mason's distinct identity through the preservation, restoration, or adaptation of local architecture and/or features. (p. X)
- C2: Provide resources to preserve existing assets in the community. (p. X)
- □ C3: Provide attainable, quality housing for residents of diverse incomes and family types that builds upon existing patterns in neighborhoods and the Downtown core. (p. X)
- □ C4: Promote walkability and multi-modal transportation by providing safe, attractive, and convenient access to pedestrian, bicycle, and transit systems. (p. X)
- C5: Enhance livability of local neighborhoods by enhancing or contributing to street character. (p. X)

TOP THREE PRIORITY ACTIONS

- 1. TBD by PC/CC
- 2. TBD by PC/CC
- 3. TBD by PC/CC

Additional actions are identified in Chapter 6.



SAFE Provide forward-thinking delivery of City services through...

Strategy	Target
Facilities: Maintain and improve City facilities to be safe and efficient.	S1: Asset Management for Public Services
Infrastructure: Maximize existing capacity and prepare for growth.	S2: Purposeful, Strategic Growth
Investments: Consider long-term efficiency, resiliency and the next generation's needs instead of the short-term gains.	S3: Sustainable City Budget
	S4: Design with Community and Users
	S5: Build with the Future in Mind

KEY QUESTIONS FOR DECISION MAKING

Will a proposed project, action, or plan:

- □ S1: Improve delivery of services and amenities while considering long-term maintenance costs and limiting the impact to taxpayers. (p. X)
- □ S2: Encourage growth in areas with existing capacity first. (p. X)
- □ S3: Diversify the local tax base to ensure economic resiliency while considering the ongoing costs for development compared to the benefits. (p. X)
- □ S4: Provide an opportunity for feedback from residents and/or city staff directly impacted by a decision. (p. X)
- □ S5: Include environmentally responsible and resource efficient materials and processes throughout the project's life cycle. (p. X)

TOP THREE PRIORITY ACTIONS

- 4. TBD by PC/CC
- 5. TBD by PC/CC
- 6. TBD by PC/CC

Additional actions are identified in Chapter 6.



Future Land Use + Opportunities

One of the most effective ways for the City to manage change is through future land use and zoning. A Future Land Use Plan is a long-range vision of how land uses should evolve over time. It provides the framework for the Zoning Ordinance, which is the legal document that regulates property use and development. The land use plan below is discussed further in Chapter 5 and considers the four key questions above and our guiding principles to ensure Mason remains a *Welcoming, Charming,* and *Safe* community into the future.

