



City Manager's Report: April 29, 2022

OPERATIONS

- **Councilmembers:**

- **Council Workshop Being Scheduled Week of May 9th** regarding Wastewater Treatment Plant: Staff will be reaching out to coordinate a meeting time to update the Council on the current estimates on the Wastewater Treatment Plant and the Project Plan that will be subject of a public hearing at the May 16th meeting.
- **Monday, June 13, 2022, at 5:30 p.m.,** is the date for the next Joint Recognition Ceremony with Mason Public Schools. Councilmembers should plan to attend.

- **Staff Response to Councilmember questions:**

- The Quarterly Investment Report is a requirement to provide to the Council. Currently, with the market conditions, staff is not spending limited time on investments and primarily monitoring current conditions and making sure current allocations are spread out appropriately based on our Investment Policy. Staff still believes investing currently with little return is still valuable as there is little cost to the city to continue.
- Staff is evaluating streetlights and working with Consumers to get more information regarding a streetlight audit, how they are billed, and the process of receiving credits. Consumers has confirmed that they will provide a credit for light poles that are out once they are repaired, but not while they are out of service.

- **Master Plan Focus Groups:** Schedule attached. Staff will start promoting dates and encourages City Council to personally invite stakeholders in each group to participate, so we get robust feedback.
- Elizabeth Hude, Community Development Director, worked hard to prepare the attached article for consideration to be published in the American Planning Association, Michigan Chapter's, Michigan Planner. Her article was featured and highlights the good things happening in Mason to a statewide audience.
- New Voter ID Cards will be mailed to all City of Mason registered voters by the 2nd week in May. Every voter in the State of Michigan will be receiving new ID cards by mail due to the redistricting that occurred following the 2020 census. Sending out Voter ID cards is an essential process in ensuring that voter rolls are accurate and updated. Anyone who receives a Voter ID for a person who does not reside at their residence should write "return to sender" and return it through the U.S. postal service or email the City Clerk's office.
- **Officer Recognition:**

On Tuesday April 26th, Officer Adam Croley received an award along with other responders who assisted in a multiple vehicle collision on August 26, 2021 resulting in saving a young man's life. This award was given by the Hundred Club of Greater Lansing at their 34th Annual Meeting and Awards Presentation at Royal Scot. In addition to this award, Officer Croley received a Unit Citation from Sheriff Scott Wriggelsworth for his teamwork, quick thinking, and courage.

This crash occurred when a wrong way driver struck two vehicles head on. The injuries sustained by one of the innocent drivers were extremely critical. The use of tourniquets and other instant lifesaving measures were needed. That innocent driver did survive and eventually held a thank you for responders at Bestsellers. If not for the quick actions of Officer Croley and other responders, it is likely he may not have survived.

Staffing Updates:

- **Current Open Positions (9):**

- NEW HIRES/TRANSFERS:
 - Kendra Coates started on April 20, 2022, as a new Part-Time Administrative Assistant in Community Development Department.
 - Brittney Fancher started on April 25, 2022, as a New Part-Time Administrative Assistant in the Fire Department.

- CLOSED, EVALUATING APPLICANTS:
 - Temporary Part-Time Seasonal Laborer (6)– Offers have been made and pre-employment checks are being conducted.
 - Full-Time Laborer (1) – Position is closed, and applications are being reviewed with first round interviews to take place the week of May 16, 2022.
- OPEN, EXTERNALLY:
 - Seasonal Part-time Crossing Guard (1)- Open until filled.
- PREPARING/ EVALUATION POSTING:
 - Full-Time DPW Mechanic (1)- Evaluating position replacement.

Traffic Updates:

- Corbin Street- A resident on Corbin Street complained of speeding vehicles, specifically Ash St. to Columbia. Officers have been assigned to the area for targeted enforcement. **Status is open.**
- Columbia Road- A resident on Columbia Road complained of speeding vehicles, specifically East city limits. Officers have been assigned to the area for target enforcement. **Status is open.**

LARGE CITY PROJECTS

FY 2021-2022				
Project	Project Name/Description		Status	Completed
STREETS, SIDEWALKS, SIGNALS(S)				
2017-S23	Rayner St – Randolph St to Columbia St		Completed	July
2017-S24	Eugenia Dr – Northbrook St to End		Completed	November
2017-S25	Hall Blvd – Ash St to South St		Completed	November
2017-S26	Columbia St – Park St to Jefferson St		Completed	July
2019-S9b	Signal at E. Maple & S. Jefferson		Council awarded contract; May- direct notices to property owners in area and FB posts/ traffic control order authorized by Council; June- flashing lights and stop signs; and July- full implementation.	
UTILITIES: SANITARY SEWER, STORM WATER, AND WATER DISTRIBUTION (U)				
2017-U15	Replace Hydrants and Mason Plaza		Completed	November
2017-U34	Well No. 5 Rebuild		Completed	December
2019-U3a	Wastewater Treatment Plant – Design		In Process, anticipated completion 2023	
2021-U1	WTP- High-Pressure Pump VFD		In Process	
2021-U2	WTP- Replacement of Valves		Placing project on hold to do another CIP project that has recently become a priority.	
PARKS/ CEMETERY/ FORESTRY/ NONMOTORIZED (P)				
2017-P8	Laylin Park - Phase II		Pathway and sidewalk completed, bids for pavilion and design for signs, in progress.	
2020-P3	Hayhoe Riverwalk Trail – Eval. & Repair		Grant submitted, preparing bid documents	
2020-P6, 2020-P8, 2020-P12, 2020-P13, 2020-P14	Rayner Park- Plan/ Design Lee Austin Park- Plan/Design Bond Park - Plan/Design Griffin Park - Plan/Design Hayes Park - Plan/Design		In progress, anticipated drafts to Council in May/ June.	
2020-P11	Rayner Park- Phase 1 Construction		Awaiting DNR grant funding agreement.	
MOTOR VEHICLE POOL (MVP)				
2017-MVP22	Vehicle No. 83	Police	Moved to Next FY, in updated CIP	MOVED
2017-MVP23	Vehicle No. 21	Cemetery/ Parks	Vehicle ordered; anticipated arrival in June.	
2017-MVP27	Vehicle No. 86	Police	Completed	March
2017-MVP24	Vehicle No. 59	Cemetery/ Parks	Completed	February

BUILDING, PROPERTY, EQUIPMENT (B)			
2018-B14	Fire Rehab 815 Replacement	Anticipate 4 th quarter of FY 21-22	
2019-B2a	City Hall – Phase I Design and Security	Security complete- work space eval consultant selected and work to begin in the next few months.	
2020-B4a	DPW- Design	Staff finalizing concepts	
2017-B5b	Building: Library Phase 1, Part 1	Staff has identified a contractor willing to provide estimates for the project.	
2017-B7	Building: Parking Lot Repairs	Completed	December
2017-B10	Fire: Furnace/AC, Office & Training Area	Anticipated 4 th quarter of FY 21-22	
2017-B11	Fire: Washing Machine	Completed	March
2018-B15	Fire: Sprinkler System in Truck Bay	Anticipated 4 th quarter of FY 21-22	
2018-B16	Fire: Station 1- Rear Approach	Completed	December
2018-B21	Police: Interview Rm Recording System	Ordered, expected installation in June	
2018-B23	Planning: Master Plan/Zoning Update	Beginning Focus Group meetings	
2018-B24	Building: Rental Furniture Replacement	Completed	April
2019-B2b	Building: City Hall Renovations	Moved to Next FY, in updated CIP	MOVED
2019-B3	Clerk: Laserfiche Avante Upgrade	Training is in process.	
2020-B4b	Public Works Facility Construction	Moved to Next FY, in updated CIP	MOVED

FY 2022-2023			
STREETS, SIDEWALKS, SIGNALS(S)			
2017-S15	S. Barnes Street – Ash to Kipp	Expected start is the week of May 2.	
2019-S1	Walnut Ct. – Columbia to Ash	Moved to Next FY by Council Action	MOVED
UTILITIES: SANITARY SEWER, STORM WATER, AND WATER DISTRIBUTION (U)			
2017-U28	S. Barnes Street Utilities – Ash to Kipp	Expected start is the week of May 2.	

ACTIVE PROJECTS STATUS UPDATES (PROJECTS NOT COORDINATED BY THE CITY)

Project Name	Status
PERMITS – COMMERCIAL PROJECTS (listed only once when active)	
6300 Trillium – Mark Dutkiewicz, B & M Ashman, Inc. Pending	B&M Ashman, Inc., has submitted a request for concurrent approval of a Preliminary and Final Site Plan to place a temporary 10 x 40 office trailer behind the existing building and to construct a gravel lot to store communication cables and conduit on property located at 6300 Trillium Drive. Planning Commission will review at the May 10 meeting.
201 W Ash – T-Mobile Issued	Building permit active for T-mobile (formerly Sprint): switching out equipment on the ground and antennas in the leased space at the top of the city radio tower to 5G, along with removing old equipment from the tower.



MI Mason. Our Plan, Our Future.

The City of Mason is updating its 20-Year Master Plan which serves as a guidebook to help elected officials and staff decide how to direct funding for infrastructure and services, and how to manage future growth based upon the community's unified vision. The Mason City Council and Planning Commission want to ensure a meaningful process and hear from as many different community perspectives as possible. As an important community stakeholder, we want to speak with you directly about Mason's future.

Please join us for a Focus Group! You may choose to participate in more than one.

Arts/Culture/Historic

We want your perspective on how we can honor Mason's past, embrace our culture and facilitate the arts.

- May 2, 3:30-4:30 pm at City Hall – 2nd Flr Maple Room
- May 10, 12-1 pm by Zoom

Business Owners/Chamber (Corridor, Downtown, Manufacturing)

We want your perspective on how we keep Mason business friendly and support our business associations.

- May 5, 4-5 pm by Zoom
- May 9, 10:30-11:30 am (after DDA) at City Hall – 1st Flr Sycamore Room

Contractors/ Developers/ Landscapers/ Realtors

We want your perspective on how we keep Mason developer friendly from zoning requirements to quality of life.

- May 5, 10-11 am at City Hall – 2nd Flr Maple Room
- May 9, 4-5 pm by Zoom

Faith-Based Organizations/ Service Groups

We want your perspective on how we keep your essential groups part of our growing future.

- May 11, 9-10 am by Zoom
- May 18, 3-4 pm at City Hall – 1st Flr Sycamore Room

General Public

We want to make sure we didn't miss anyone!

- May 7, 9 am – 4:30 pm stop by our booth at Spring Fling!
- May 18, 6:30-7:30 pm by Zoom

Neighborhood Groups/ Residents (Homeowners, Renters, Property Managers and Associations)

We want your perspective on how we keep Mason resident friendly and support our neighborhood associations.

- May 2, 12-1 pm by Zoom
- May 10, 6-7 pm at City Hall – 1st Flr Sycamore Room

Regional (Ingham County, Townships, Service Providers)

We want your perspective on how Mason's growth impacts the region and our partners.

- May 16, 2:30-5 pm at City Hall – 1st Flr Sycamore Room

Seniors

We want your perspective on how make sure seniors can age in place in Mason and how we can best keep you connected to the community.

- May 5, 12:30-1 pm at City Hall – 1st Flr Sycamore Room
- May 12, 2:30-3:30 pm by Zoom

Take the survey! Go to www.mason.mi.us/MasterPlan.

For more information, call Customer Service at 517-676-9155 or email info@mason.mi.us.



MI Mason. Our Plan, Our Future.

FOCUS GROUP WORKSHEET

The Mason City Council and Planning Commission want to ensure a meaningful process and hear from as many different community perspectives as possible. As an important community stakeholder, we want to speak with you directly about Mason's future. Please review these questions in advance of the focus group meeting.

A few key questions we have for you include:

- *What are the most effective ways YOU BELIEVE Mason can continue to evolve while preserving our neighborhoods and small-town charm?*
- *What infrastructure projects, policy decisions and community engagement efforts will foster a more innovative, welcoming, and forward-thinking environment in Mason FOR YOU?*
- *Where and how do YOU THINK we should guide future development in Mason for the best utilization of space at the lowest cost to taxpayers?*
- *How do YOU THINK we create a development review process that is consistent, efficient, cost-effective, and honors the community's vision?*
- *What are YOUR NEEDS for the future and what changes can Mason make to support you regarding zoning, infrastructure and services, and development requirements?*
- *What decisions about the future are YOU most concerned about?*

YOUR FEEDBACK:

Take the survey! Go to www.mason.mi.us/MasterPlan.

For more information, call Customer Service at 517-676-9155 or email info@mason.mi.us.

201 W. Ash St. - Mason - MI 48854

MICHIGAN PLANNER



Michigan Chapter
American Planning Association

ART, PLACES, PLANS, AND PEOPLE

Reprinted with permission from Michigan Association of Planning (MAP). The Michigan Planner magazine is published 6 times per year and is a benefit to members of the MAP. MAP is an educational, 501(c)3 members hip-based organization that exists so that Michigan will consist of healthy, safe, attractive, and successful communities built first and foremost on quality community planning. MAP is the Michigan Chapter of the American Planning Association. To join or for more information, go to www.planningmi.org <<http://www.planningmi.org>>.

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A Busy Winter and Early Spring!

How can it be April already? The last two years of Covid seem like a blur to most of us, and while December and January tend to be a bit slower for MAP, providing staff and the board with a bit of a breather after the fall annual Planning Michigan Conference, this winter felt a little different.

We developed and launched a new webinar series (Home Occupations on December 8, a Signage workshop on January 12, and Natural Features Preservation on February 28; all recorded and available for purchase). Impressed with our Zoning Reform project, a guidebook to provide municipal planners with the tools and regulatory structure to modify local codes to increase housing supply, the American Planning Association asked the Michigan Chapter to host a multi-state APA chapter event in Lansing on December 7 and 8, highlighting state's legislative reform initiatives, and lifting up our work here in Michigan. Nearly 30 professional planners and APA policy staff convened to strategize and learn together. We were so honored to be asked to host!

With the Student MAP (SMAP) Conference on February 4, followed two weeks later by our 14th Annual Transportation Bonanza on February 16 (we had 305 registered attendees participate, a record high attendance), that month was gone in a blink. And March, devoted to our annual Regional Planning and Zoning Workshops for officials, consumed us, hosting a total of 7 workshops throughout the month, a combination of virtual and in person trainings, and attracting more participants than ever.

Whew, right? Profound appreciation and respect for the entire MAP staff, who truly work tirelessly (although they might be tired after that start to the year!) to deliver the highest caliber member services to you..

Membership Renewals

You'll receive you annual membership renewal notices from MAP in April. You'll have the opportunity to update your list of planning and zoning officials on your community's roster when you renew. Look for communications from Rachel Goldstein, MAP's new Operations Director. She'll help you with any questions you have with renewal rgoldstein@planning-mi.org.

Spring Institute May 18, 2022 In Person at the East Lansing Marriott

Registration is open for the annual MAP Spring Institute | Housing Summit, where we will be showcasing not only our work on the MSHDA funded Zoning Reform Toolkit, but the voices of national leaders advocating for national policy change, state agency and partner organization activity in the space of housing, and a panel of Michigan communities sharing planning and regulatory stories about challenges, success and strategy. We've built in plenty of time for networking and learning, as we are all so eager to see each other again, in person!

Call for Nominations for MAP Board of Directors

The nomination window is open for candidates seeking to be on the ballot for the Summer 2022 MAP Board election. There will be 3 open seats, with no incumbents running for reelection. Nominations packages are due on May 13, 2022 via email by 5:00 p.m. Contact Andrea Brown at abrown@planningmi.org for the required submission standards, and to learn more about board responsibilities. Nominations must be presented in the required format or they will not be accepted.

Board Members

Carmine Avantini, AICP (President) (2022)

CIB Planning Group
avantini@cibplanning.com

Brad Kaye, AICP, CFM (Vice President) (2023)

City of Midland, City Manager
bkaye@midland-mi.org

Mohamed Ayoub (Secretary/Treasurer) (2024)

City of Westland
mayoub@cityofwestland.com

Sarah Lucas, AICP (Immediate Past President) (2022)
Forethought Community, Principal
slucas@marquette.org

Christina Anderson (Professional Development Officer) (2023)
City of Kalamazoo
andersonc@kalamazoo-city.org

Jill Bahm, AICP (2022)
Giffels Webster
jbahm@giffelswebster.com

Kelly Freeman (2023)
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kfreeman@saultcity.com

Jerrell Harris (2022)
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JerrellHarris@yahoo.com

Shari Williams (2023)
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Ex-Officio Members

Kami Pothukuchi (Faculty)
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Public art in Lafayette Gardens
by Sam Nabi

Art, Places, Plans, and People

As planners, making the case for art amidst the need for core services like water, roads, police, and fire can seem like an uphill battle. But art matters far more than we realize. By rethinking our policies and ordinances, and through public-private partnerships, art can be had with little to no additional tax burden on residents and businesses. As Charles Landry wrote in *The Creative City* (2000), “The task of urban planners is to recognize, manage and exploit these resources responsibly. Culture, therefore, should shape the technicalities of urban planning rather than be seen as a marginal add-on to be considered once the important planning questions like housing, transport, and land-use have been dealt with.”

Creativity matters more than ever to our communities looking for new ideas to offer safe and inspiring places that support businesses and social connection.

“When local officials, developers, or any other siloed group prescribe improvements to a place without working with the community, no matter how noble those groups’ intentions may be, it often alienates locals, provokes fears of gentrification, and increases the feeling and experience of exclusion. This kind of project-led or design-led development ignores the primary function of Placemaking—human connection.” – Project for Public Spaces



Bad Brewing winter night
by Sarah Knupfer

Art + Space = Creative Place

Small town project with big business impact

The City of Mason is a mid-Michigan county seat with strong civic involvement. From the flower beds and planters downtown, to the annual parades and festivals, all are the result of time and funding from devoted community members, businesses, and service groups. Creating a place that was activated and interesting continued with the master plan's development.

After the City of Mason adopted a master plan with a goal to encourage and provide public art, Mason adopted its current Public Art Program Policy in the spring 2017. That fall, the Arts Council of Greater Lansing (ACGL) launched its Create Place program and worked with Mason residents and businesses to activate spaces through

the arts in order to drive community and economic development. The effort inspired several project proposals to add murals and art installations in the Downtown Historic District.

City staff worked with the interested parties (see side bar below) and requested a \$10,000 grant from the Lansing Economic Area Partnership (LEAP) to create Mason's Art Alleys. Each of the groups provided matching funds. Mason formed a committee to review the project proposals and the grant was divided among the applicants. Because the area is under the jurisdiction of both the Downtown Development Authority (DDA) and an Historic District Commission was solicited before

the art installations were approved.

The Art Alleys are now a source of great community pride. The murals have drawn visitors from throughout the region, served as backdrops for graduation and wedding photos, and led to an increase in foot traffic between businesses. Each leveraged art in a way that created three unique, vibrant places in Mason's Historic Downtown.

Until March 2020 the alleys were used primarily for deliveries and closed once or twice a year for special events. The COVID pandemic and seating limitations led the BAD Brewery owner to seek outdoor seating. Like many municipalities during this time, Mason granted a license for temporary use of the alley to accom-

moderate outdoor seating--suddenly the empty, dumpster-centric city alley became a prominent gathering and performance space, further strengthening the downtown's economic core.

The temporary license gave the business owner and the city a chance to test the space and evaluate the impacts of its closure on surrounding businesses and traffic. After soliciting feedback from the community and holding a public hearing, the alley was vacated so the property between the two buildings was split between the two properties owners to become a permanent part of each parcel. Utility easements were preserved allowing the business to move forward with plans

to improve the outdoor space. To support deliveries previously received in the alley, a traffic control order was issued for the use of public parking spaces on the street a few hours during business hours.

The City of Mason is currently working with SmithGroup and CIB Planning to update its master plan and ordinances. They are identifying ways to simplify, or reduce regulations and policies that incorporate lessons learned from COVID-19 and the Alley projects.

"At the end of the day, we are here to implement the Community's vision which includes making it easier for more projects like the art alleys that help our local residents and businesses thrive. We

want Mason to be a place that is creative, innovative, vibrant, and welcoming," says Deborah Stuart, Mason city manager.

Elizabeth A. Hude, AICP is currently the community development director for the City of Mason, her hometown. She serves on the LEAP Placemaking Committee, and on the ACGL's Creative Placemaking Summit Steering Committee. After retiring from a professional career in dance, Elizabeth earned her degree in planning while working in arts administration developing and managing programs to support multi-cultural communities, education, and economic development in both South Florida and Massachusetts.

MASON'S PARTNERS IN PUBLIC ART

Greater Lansing is a region that understands that creativity is cool, that arts and culture matter and are necessary to thrive. Michigan's capital city and the surrounding communities are collectively investing in art and culture, and leveraging that investment to grow as a place that supports the creative potential in everyone.

The Lansing Economic Area Partnership (LEAP), a regional economic development organization serving Clinton, Eaton, and Ingham counties, has supported 37 art installations since 2012 through its Public Art for Communities placemaking grant program. Funded by LEAP and the PNC Foundation, public art projects that enhance talent attraction and business investment, as well as local artist entrepreneurship, are competitively selected for a \$10,000 grant to advance wholistic economic prosperity.

Another organization that stands out as a resource for planners is the Arts Council of Greater Lansing (ACGL), which hosted the first statewide Creative Placemaking Summit in 2015. For the last seven years, they have brought residents, arts and cultural professionals, planners, public officials, educators, and businesses together with national practice-leaders to share ideas, best practices, and resources that support public policy and investment in the arts to support communities.

Combined with the expertise and resources from LEAP and ACGL, Mason's public art program has made great strides.

ONE MORE THING ABOUT CREATIVE PLACES: BROADBAND

Michigan is making strides to improve broadband infrastructure across the state. While many communities already have internet, that doesn't mean it's sufficient to meet the needs for supporting our creative industries on a larger scale.

Broadband is the highway to creative industries like roadways are to our manufacturers – the means to deliver high quality digital products and services anywhere in the world. Without the capacity to support digital imports and exports, the economy of a place can slow to a crawl while the competition in another city whizzes by. Review your capital improvement program and consider how your community can be broadband-ready, whether it's a stand-alone project or simply laying extra conduit during a planned road improvement. Add it to the list to talk about during site plan review with new developments, and be at the table with broadband service providers in the area to coordinate with master plans, future land use, and corridor planning projects.

Mason Jar Murals – Past, Present, and Future

Maple Street Mall is a retail shop that specializes in antiques and re-purposed treasures. **The business owners worked with three local artists to create a mural of three Mason Jars.** Selfies are encouraged; the mural serves as a warm welcome to those entering downtown and captures the spirit of Mason's historic past.



Photo by Loren Shattucks

Community Art Project

The local group, **Arts Initiative Mason (AIM)** proposed an installation that included rocks painted by community members, a mosaic sculpture with tiles created by local students, and partnering with the adjacent business owner to install a mural on the façade of the building facing the alley. **The installation served double duty converting an area primarily for utility boxes, to an enhanced, safe pedestrian draw for downtown visitors onto the alley sidewalk.** To ensure the ongoing maintenance of the installation, the City entered into a license agreement with AIM allowing them the right to use the public space as long as they maintain the art.



Photos by Loren Shattucks



Photo by Sarah Knupfer

Kean's Mural and BAD Brewing Co. Patio

Kean's Store Company and BAD Brewing Company share an alley. While enjoying a drink at BAD Brewing's patio, Kean's business owners imagined a graffiti-type mural on their store's wall abutting the alley and commissioned an artist to paint the floral theme. About the same time, the owner of BAD Brewing, commissioned a mural on a portion of his building facing the patio. **To the left is a before photo. For an after photo, see the front cover of this month's Michigan Planner.**

Three of Michigan's Planning Leaders Receive FAICP

Induction to the AICP College of Fellows is the highest honor the American Institute of Certified Planners bestows upon a member.

Fellows of AICP are nominated and selected by their peers to recognize and honor their outstanding contributions as a professional planner. The outcomes of their individual efforts left demonstrably significant and transformational improvements to the field of planning and the communities they served. All Fellows are long-time members of AICP and have achieved excellence in professional practice, teaching and mentoring, research, and community service and leadership.

MAP is thrilled that three of our planning leaders have received this prestigious recognition from the American Planning Association.



Doug Piggott's career exemplifies his commitment to serve his profession, his colleagues, and the rural communities of mid-Michigan.

He has worked for 40 years to provide citizens and professionals the tools to develop a unifying vision for their communities and the path to achieve it. He has demonstrated that planning can serve as a tool to bring residents together in a culture of mutual respect.



Suzanne Schulz harnessed a major Michigan community's vision and moved it forward with stunning results.

Suzanne's innovative work in Grand Rapids, includes eliminating single-family zone districts to increase housing types and price points, creating unique citizen participation strategies, and writing integrative policies and ordinances across disciplines to operationalize plan goals.



Russ Soyryng transformed Traverse City, a post-industrial town, into one of Michigan's most thriving, walkable, and equitable communities.

He achieved this through leadership, educating elected officials, and engaging residents. He never wavered on his passion for making cities enticing and inclusive places to live. His results have resulted in Traverse City being designated "The Strongest Town in America."

Doug, Suzanne, and Russ join the ranks of Michigan's 15 other FAICPs. MAP has a webpage with all of our FAICPs. The next *Michigan Planner E-dition* will provide a link to that page.

From Placemaking to Placekeeping

Placemaking has become a buzzword and a widely adopted set of strategies for downtown and neighborhood revitalization in cities and towns large and small throughout Michigan. According to Mark Wyckoff, placemaking means “creating quality places that people want to live, work, play and learn in”. Many times those places share some common elements: they are often human scaled and walkable, incorporate a mix of uses, and are pleasantly busy at many different times of the day. Placemaking interventions to help facilitate these kinds of places can include streetscape and public space investments, programming, branding, and arts and culture, among other strategies. Creative placemaking is a more specific term that refers to community partners strategically shaping a neighborhood or downtown around arts and cultural activities. Creative placemaking, at its best, animates public and private spaces, improves local business viability and public safety, and brings diverse people together.

Placemaking can be as simple and inexpensive as putting out some moveable chairs and tables in a public square, or as involved as acquiring and renovating buildings. Ultimately, the goal of placemaking is to use public investment to spur private investment through small businesses development and the attraction and retention of new workers and residents. This goal has led some observers to wonder if placemaking can sometimes “make a new place” at the expense of who and what was already there.

Placemaking often shows up as a recommended strategy or set of strategies in municipal arts and cultural master plans. In our work evaluating these plans, my colleagues and I wondered how they talked about placemaking, and whether or not they considered the pros and cons of these strategies. We also wondered if plans made



a distinction between placemaking and creative placemaking. Over the past two years, we conducted a detailed content analysis of 64 municipal arts and cultural master plans. The cities whose plans we looked at included places from New York City to Laguna Beach, California, to small towns in North Carolina. Some of the plans were enormous and very sophisticated and others were quite basic. Some plans showed a great deal of awareness and sensitivity to their context and some were clearly just marketing documents for the city.

Just over half of the plans mentioned placemaking or creative placemaking. Some plans used both terms, but the ones that did often seemed to use them interchangeably, suggesting that the distinction between the two terms is less important to practitioners than it is to academics. The table below shows how prevalent different strategies for placemaking and creative placemaking were in the plans.

The two most commonly mentioned

strategies were neighborhood investments and public art. Neighborhood investments often focused on downtowns. But most plans that mentioned placemaking did not get very specific about detailed strategies that could lead directly to implementation.

Plans described many benefits of placemaking. Plans most often said that placemaking supports diversity, equity, and inclusion, beautifies the community, redevelops neighborhoods, and revitalizes areas of the city. Very few plans mentioned potential downsides of placemaking. The most common one was gentrification, but only 13% of plans mentioned this as a concern.

How to interpret this data? First, it's possible that placemaking efforts do a great job of including existing residents, honoring diverse cultures, and making sure public investments are equitable. It's also possible that the authors of the plans weren't aware of or hadn't thought about the potential downsides of placemaking.

Organizations from Project for Public

Spaces to Michigan Municipal League emphasize that placemaking projects should be driven by extensive public participation processes. When these are done well, we can end up with a “placekeeping” rather than a placemaking approach. Placekeeping is a way of activating spaces and places that integrates and incorporates the place’s entire history, cultures, and peoples (Bedoya 2013). Placekeeping serves existing residents’ needs at the same time as it attracts new visitors and residents. It’s an organic recognition of what makes a place special that ensures that no one feels as though they no longer belong or that their stories don’t matter.

The results of our research lead us to a couple of key recommendations. First, plans should be more specific about strategies and implementation steps. This aids in implementation, of course, but also in transparency. Second, we need to be thoughtful about the impacts of placemaking on our communities. Are there any potential downsides? What would it mean to think about placekeeping instead of or in addition to placemaking? How might our conversations, strategies, and processes change? Plans and other placemaking documents should demonstrate that they have thought about these complex issues rather than just assuming all placemaking is completely beneficial to all members of the community.

This article is an excerpt from “Placemaking in Practice: Municipal Arts and Cultural Plans’ Approaches to Placemaking and Creative Placemaking” by Carolyn G. Loh, Amanda Ashley, Leslie Durham, Rose Kim, and Karen Bubb. The complete paper will be published soon in the Journal of Planning Education and Research.

Carolyn G. Loh is an associate professor in the Department of Urban Studies and Planning at Wayne State University. A former planning consultant, her research interests include local land use decision making, the planning process, implementation, intergovernmental cooperation, and regional planning.

Strategies for placemaking and creative placemaking

Strategy	Placemaking	Creative placemaking	Total
Neighborhood investments	13%	16%	28%
Public art, murals	11%	16%	27%
Other*	6%	14%	20%
Art and cultural districts	9%	9%	19%
Artist workforce development	6%	3%	9%
Historic preservation	3%	6%	9%
Cultural building investments	5%	3%	8%
Design standards	3%	3%	6%
Signage requirements	0%	5%	5%
Percent for art programs	2%	3%	5%
Design materials	0%	3%	3%
Sustainability projects	0%	0%	0%
Memorials	0%	0%	0%

*“other” included such strategies as parks and recreation investments, governance changes and partnerships, and grant proposals

Spring Institute: Housing Summit

May 18, 2022 | 8:30 am - 4:45 pm | Marriott in East Lansing

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An adequate supply of housing, at a range of densities, typologies, and price points, is a required element of a well functioning and vital community. But the development and redevelopment of housing is proving to be more challenging than ever for planners, housing professionals, and elected and appointed municipal leaders. From density resistant neighbors and soaring construction costs to policy choices that stymie new housing development, the challenge of planning for and executing viable alternatives to the current system can seem overwhelming.

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You may participate in 3 ways:

In-person: Wednesday, May 18th | 8:30 AM - 4:30 PM | Member Rate \$160

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Both: Included with your in-person registration, just select virtual add on

Details at planningmi.org/spring-institute



Southfield: Public Art Step-by-Step

Art is transforming the City of Southfield. A first-ring Detroit suburb originally designed around the automobile, Southfield has become a pedestrian friendly community enlivened by a large and engaging collection of public art. Southfield's makeover is a story of shared vision and opportunities not wasted.

After the Great Recession of 2008, Southfield began to search for ways to recruit and retain young professionals. Southfield's daytime population reached 175,000 (pre-Covid) and declined to 77,660 when employees went home. Businesses wanted workers to stay and patronize restaurants, bars and area services. Yet, even for a short distance, driving was required. At this same time, Southfield's residents were demanding safe, outdoor recreation. This prompted a strategy to make Southfield a more walkable, more welcoming place.

Walk this Way

While some short (isolated) segments of walking paths were constructed as far back as the 1980's, they had not been connected to each other. Southfield followed the contours of its freeways to connect these sections. Furthermore, Southfield's planning department studied the foot paths that residents and Lawrence Technological University (LTU) students had worn through fields and used them as a guide for building permanent pathways. For the first time, LTU's 3,400 students can safely partake of the business district's offerings without getting into a car.

The 7.75-mile Southfield City Centre Trail was born of this humble beginning.

You Can Always Go Downtown

Southfield City Centre, established as a Principal Shopping District located in the heart of the city, is bordered by I-696, M-10



and Evergreen Road. In 2016 Evergreen Road was converted from a 6-7 lane road with poor drainage to a 4-lane boulevard with two roundabouts and 10-foot-wide shared use pathway.

You Gotta Have Art

In 2014, the City Council established a 9-member Southfield Public Arts Commission (the commission has since expanded to 11 members). This commission's purpose is "to serve the public interest, convenience, and enjoyment through the promotion of the arts." The ordinance defined "works of art" as:

- Sculpture – in any material or combination of materials
- Painting – all media, including portable and permanently affixed works such as murals and frescoes
- Photography
- Mosaics
- Mixed media – any combination of forms or media including collage
- Water features and fountains
- Streetscape and landscape features and elements, including signage, lighting, benches, clocks, kiosks and planters.

Southfield is home to Northland Center, arguably the nation's first mall. The mall

was also a showplace of public art with 14 works, by nationally and internationally recognized artists, on display. By 2015, the mall was in receivership. Without intervention, Northland's 14 works of art would be sold off piece-by-piece to recoup losses. The Southfield Public Arts Commission requested a loan from the City of Southfield. Southfield's Mayor Elect Kenson Siver made the case to City Council that Southfield had to keep the Northland collection, that it was a cherished aspect of the City's identity, and the council agreed. The Southfield Public Arts Commission received the loan from the city and was able to purchase the Northland Center art.

One of the most famous sculptures is "Boy and Bear" by Marshall Fredericks. A far-reaching fundraising campaign to "Free the Bear" from its boxing crate was launched. Within the year, the campaign had raised \$600,000 to repay the loan and fund installation. Remarkably, around \$100,000 came in small donations of \$5, \$10, \$50 and \$100--many with letters explaining why "Boy and Bear" held such personal significance to the individual donor.

In 2016, City Council established a public art requirement for all new real estate projects. Under this ordinance, develop-

ers are required to pay “0.5% of the total project cost (minimum \$5,000) up to \$12,500 for projects between \$1 million and \$2.5 million and 1% of the total project cost up to \$25,000 for projects in excess of \$2.5 million, to be committed to the procurement and display of public art on the site.” Five exceptions were written into the ordinance:

- projects with a total cost less than \$1 million
- renovations of less than \$1 million
- residential projects containing fewer than four units
- instances when a developer donates a work of art that is approved by the Public Arts Commission
- instances when the requirement would be “contrary to law” as determined by the Director of Planning

When Art Makes a Place

Meanwhile, the city had developed and adopted its Non-Motorized Pathway + Pedestrian Amenities Plan in May 2015. In this plan, a series of “outdoor room” concepts, including Red Pole Park were illustrated. Red Pole Park would be located at a site along Northwestern Highway service drive – where approximately 110,000 cars speed by each day. City staff had been considering development of Red Pole Park with metal poles, but in 2017 three things happened that made the gateway a reality:

- DTE donated a collection of discarded utility poles (perhaps these could provide an artist with raw material)
- 3,665 donors raised \$58,000 through a crowd-sourced campaign to fund the gateway
- A grant from Michigan Economic Development Corp’s Public Spaces, Community Places Initiative provided a \$50,000 match

HED, a landscape architecture firm, created a visually and environmentally distinctive entrance utilizing those discarded utility poles. The Iowa chapter of the American Association of Landscape

In 2017, Southfield’s Evercentre Plan received a Project Excellence Award in Urban Design from the Michigan Association of Planning. In 2018, the Northland Mall Redevelopment Strategy received a Project Excellence Award for Economic Development Planning from the Michigan Association of Planning.

TOP 10 LESSONS LEARNED

1. Involve interested parties/partners.
2. Take time to educate elected officials to garner majority support.
3. Define “work of art” broadly.
4. Make developer requirements flexible.
5. Involve people who are comfortable asking for money.
6. Don’t be afraid to “lean on people” if necessary.
7. If you don’t get what you want and something else is offered, remember.
8. Keep records so you can collect the “something else” when it’s needed.
9. Get solid financial commitments/donations before approaching businesses; they need guarantees the effort will succeed.
10. Make promotional efforts authentic to the community, such as the “Free the Bear” campaign.
11. Never stop fundraising and educating for public art.

Architects awarded Red Pole Park the General Design Merit Award for Michigan. The jury wrote, “The creative solution and innovative approach to using existing utility infrastructure not only pushed the design further but worked within a limited budget.”

A total of 24 works of public art are on display in Southfield. New pieces have been acquired with funds from the public art requirement for developers, ongoing fundraising, and private donations. Seven pieces from the Northland collection have been restored and installed along Southfield City Centre Trail.

Northland Mall’s 114 acres are being redeveloped into a mixed used rede-

velopment. Three pieces of art originally exhibited in Northland Mall will be returned and reinstalled as part of the new development. Whatever happened to the endearing “Boy and Bear” by Marshall Fredericks? It was installed in Southfield’s Public Library and delights patrons daily.

Cynthia Shaw, founder and president of Blue-Shaw Communications, a Michigan-based company, specializes in strategic communications and narrative creation for government entities, nonprofit organizations, and the financial services industry. She works with Terry Croad, AICP, ASLA, Southfield’s Director of Planning.

Renewable Energy Academy

In partnership with
EGLE, MSU Extension, MAP, and U-M Graham Sustainability Institute

June 7, 2022

Details at www.planningmi.org/renewable-energy-academy



Tapestry of Community

"Tapestry of Community" is an installation commissioned by the Southfield Public Arts Commission, to tell the history of the City of Southfield. It is the creation of Dr. Hubert Massey, Michigan native and internationally renowned muralist living in Detroit, who held virtual town hall sessions with residents to gain inspiration. The first two (pictured here) of nine panels, "Tapestry of Community" is a vibrant mosaic. When completed in 2022, nine massive panels will adorn the trail, as it runs along southbound Northwestern Highway service drive in Southfield City Centre adjacent to Lawrence Technological University.



Red Pole Park

The gateway to Southfield City Centre Trail, **Red Pole Park** welcomes visitors and residents alike, including participants in Southeast Michigan-based fundraisers such as Crohn's and Colitis Foundation's "Take Steps" walk and the Anti-Defamation League's "Walk Against Hate."



Southfield Municipal Campus

"SFLD", situated on the front lawn of the Municipal Campus and visible from Evergreen Road, has become an iconic symbol of the City's transformation and a favorite spot for picture-taking along the 3.5-mile walking tour of public art.



Boy and Bear

One of the most prolific sculptors of the twentieth century, Marshall M. Fredericks is known in America and abroad for his monumental figurative sculpture, public memorials and fountains, portraits, and animal figures. He is known for creating the Spirit of Detroit statue outside the Coleman A. Young Municipal Center. The limestone and bronze **"Boy and Bear"** was created as a commission for Northland Center shopping mall. An entirely bronze version is on display at Frederik Meijer Gardens in Grand Rapids.

Map Amendments

Changing the zoning designation on any property can have far reaching consequences, physically, environmentally, financially, and legally. Therefore, a careful evaluation of any proposed rezoning is essential. The Michigan Zoning Enabling Act stipulates that the planning commission holds a public hearing and then makes a recommendation to the legislative body.

Although the Michigan Zoning Enabling Act does not stipulate standards for rezoning decisions, a number of court decisions and professional and legal writings have resulted in some common evaluation tools, which are provided below:

Under current zoning can the property be used/developed?

It is the right of every property owner to receive a reasonable return on the investment placed on property. This does not mean that zoning is a slave to the “highest and best use,” which is not a zoning, but a real estate term. It does mean that there should be a reasonable use available within the zoning district. If the property is capable of being used as zoned, there should be a compelling reason presented to change the zoning designation.

Consistency with the goals, policies, and future land use plan of the master plan.

If conditions upon which the master plan was developed have changed significantly since the master plan was adopted, such as economic factors, demographic shifts, new utility lines, changing traffic conditions, or other reasons, the planning commission and elected body should consider these events as part of their deliberation to ensure that the master plan is current.

Capability of site size and environmental conditions to accommodate uses.

All of the uses allowed in the proposed district should be compatible with the environmental conditions present on the site and in the immediate vicinity of the site.

Compatibility with surrounding land uses.

All of the uses allowed in the district should be compatible with neighboring properties, especially in terms of density, character, traffic, aesthetics, and property values. The purposes of zoning, as noted earlier, are designed to ensure this compatibility.

Availability and capacity of public streets, utilities, and services.

All of the uses permitted in the district should be able to be served with appropriate public or private facilities and services. This includes not only water and sewer, but also fire and police protection and other necessary services.

Demand for the use and appropriateness of location.

There should be some relationship between the amount of land zoned to accommodate certain uses and the logical demand for those uses. An excessive amount of land zoned for individual categories of use can lead to blighted areas and haphazard development.

Other factors may be considered, as required by the specific conditions found on the site.

The complete range of potential uses, rather than any single proposed use, must be compatible. Site plans should never be considered as part of a land use change or rezoning request (with the exception of a PUD or a conditional rezoning). The planning commission and legislative body must not be swayed by a specific proposal from the petitioner. As with any zoning decision, the use of standards is essential to reach fair and consistent decisions.

Adapted from MAP's newest book, *Zoning Ordinance: A to Z*. All of MAP's publications are available for sale at <https://www.planningmi.org/books-and-publications>

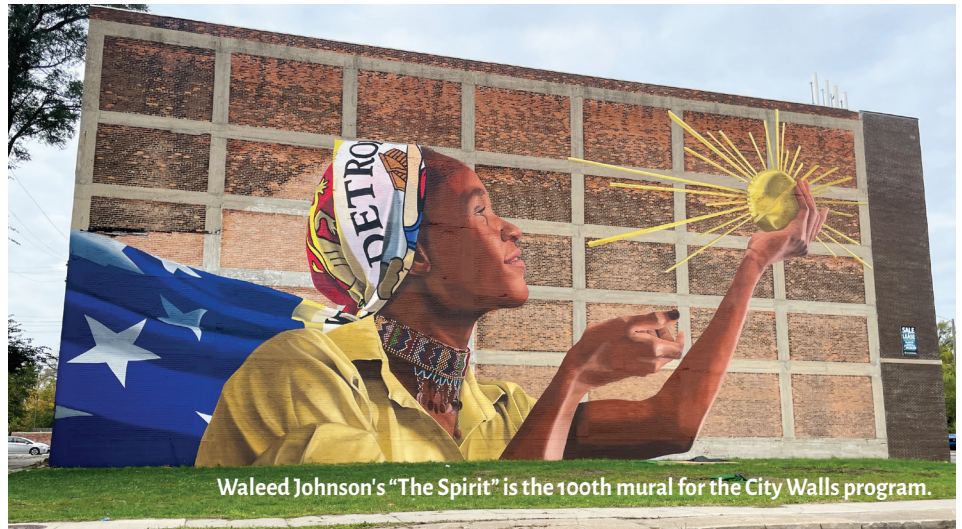
This Must Be the Place

Are we the keepers or the makers?

As a planner in Detroit, the issue is not whether or not new folks have made legacy residents feel left out, because this happens all of the time. No single place can be all things to all people. Sensibilities along with demographics are always evolving. However, something that remains constant is that long time residents and new comers deserve to feel that they are represented in and with the place that they call home and in the plans that facilitate the change. The real conundrum for planners is how to create the same level of interest, care, and resources across all of our endeavors so that the plans are equitable and citizens feel inclusion.

Plans and policy should improve quality of life and increase the likelihood that citizens will enjoy their life. City Walls is and has always been grounded in three principals: empower Detroiters; highlight the values and identity of the community that the artwork is created with; and provide a positive cost benefit to the citizens of the city in relation to the cost of removing graffiti.

To that end, the City Walls program (see sidebar for more background) is not interested in curating content, only in cultivating connections between the artist and the community. A project is successful if the artist and the community are happy with the outcome.



This is where being a keeper and maker intersects: using fresh new energy and perspective to invigorate long-standing community essence and ideals. When addressing blight, there isn't an option to keep what is there. It must be removed for the health and wellbeing of the community. Naturally, when the blight is remediated, areas become more desirable, which attracts new interest. A project is successful if the community is happy with the outcome. If they are happy, the city is happy. We don't consider a project successful until we reach that benchmark.

Authentically involving the community in your planning process and strategy might be a more difficult route, but the

outcome is infinitely longer lasting and more rewarding. When you open the door to hearing from a community, and let them really drive the plan, being truly prepared to listen and then to synthesize the many different voices and opinions, all the while providing the directions on the roadmap towards communal compromise on desired outcomes--you will be on a path to a winning solution. The methodology of the group art project will provide longer lasting benefits in the form of more local stakeholders and champions, and more ownership in the community (which leads to less municipal maintenance).

This approach is harder than the alternative; it leads to more work for everyone. In the case of City Walls, it means the artist must attend several meetings with the community and hear his/her artwork and ideas critiqued, then try to realize a vision that isn't solely their own. It can be a challenge to make everyone feel seen and heard when the final work isn't exactly what some people had in mind. After all, not everyone can see the local kids playing on the swings at the local park when an artist produces an abstract representation

continued on page 15

CITY WALLS

In 2017, the City of Detroit's Blight Remediation Division of the General Services Department was planning a beautification project and through that Zak Meers was able to secure funding for the inaugural season. Having previously been in the arts community, he was able to leverage his cultural equity into participation from some talented local artists who like many citizens don't necessarily trust government. The program uses experience and subject matter expertise to guide the exercise toward excellent outcomes. Links to the City Walls website will be in the upcoming *Michigan Planner E-dition*.

of that experience.

Planners must help communities preserve, progress, and prosper. Keep and Make. Planners don't have to choose. The key is to find the sweet spot between practical and inspiring. In the end, the plans and projects that we as planners, the experts in the field, produce, are only as good as how they are received by all of the people who live in and with them.

Zak Meers is the Division Head of the Blight Remediation Division in the General Services Department at the City of Detroit. He has worked for the City of Detroit since 2015, the same year he graduated with a Masters of Urban Planning specializing in Economic Development from Wayne State University. He holds a BA in Visual Communication and a BS in Product Design from San Francisco State University. He has been working in and with underserved communities in a variety of roles since 2008 and continues to strive for equitable excellence.

CALLING CARDS

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INGHAM COUNTY SHERIFF'S OFFICE

April 13, 2022

Chief Wriggelsworth
Mason Police Department
201 West Ash Street
Mason, MI 48854

Dear Chief Wriggelsworth,

Once again, it has become necessary for us to cancel our in-person award ceremony due to Covid-19. Many schools are not opening their venues for non-school events quite yet. However, 2021 produced some of the most exceptional law enforcement I have seen in my 29 years.

We would like to personally thank and honor the enclosed certificate recipients from your agency for their outstanding service to our community. Please know that the community we serve and I appreciate the partnership we have with your agency.

Thank you,

Scott Wriggelsworth
Ingham County Sheriff

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Officer Adam Croley

*For your teamwork, quick thinking and courage
that saved a young man's life who had been
pinned in a vehicle of a multiple vehicle
collision on August 26, 2021*




Scott Wriggelsworth
Sheriff