



# CITY COUNCIL/PLANNING COMMISSION MASTER PLAN WORKSHOP AGENDA – November 16, 2021

Mason City Hall, 201 W. Ash Street, Mason, MI  
Sycamore Room, 6:30 p.m.

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1. CALL TO ORDER
2. CONFIRMATION OF MEMBER ATTENDANCE
3. PUBLIC COMMENT
4. PRESENTATIONS
  - A. Deborah Stuart, City Manager will provide an overview of the project and status update
  - B. Discussion on Guiding Principles and Community Participation will be facilitated by Kathleen Duffy, AICP, Smith Group and Kate Snyder, APR, Piper & Gold
5. ADJOURN



**JOINT CITY COUNCIL/PLANNING COMMISSION MASTER PLAN WORKSHOP**  
November 16, 2021 – 6:30-9:30 pm  
Sycamore Room

**WORKSHOP PACKET**

**PURPOSE**

The two main outcomes we wish to achieve at our workshop are:

- 1 Confirm Guiding Principles for the Master Plan: We will review the results of the pre-workshop surveys and information from the 2014 Master Plan update.
- 2 Confirm the Community Participation Plan: We will identify the Who? What? Where? When? How? Why? For engagement that will inform the Master Plan.

You have already provided information to support the first outcome. The following worksheets are intended to prepare you for discussion. You can review and record your ideas in advance or wait and we will complete them together at the workshop. We will have activities to help us share and prioritize your responses that the team will then put into action.

We look forward to seeing you!

## GUIDING PRINCIPLES WORKSHEET

Similar to the methodologies you adopted as part of the recent parks plan (the 5C's – *compliance, condition, capacity, cost and community input*), we will be developing guiding principles for the Master Plan in partnership with you, city staff, and the community. Using what we have heard so far, we have developed the following chart to build the foundation for our guiding principles. We will be building on this information more during the meeting November 16<sup>th</sup>.

**No action is required on this prior to meeting, this is only for reference.**

*Sample Guiding Principles from your survey results:* connected, vibrant, inclusive, celebrate heritage, safe, welcoming, close-knit, small-town charm. An example is shown below.

Guiding Principle	Priorities			Mason's Strengths
	How?	Where?	What?	
Maintain small town charm	Preserve historic storefronts	Downtown Mason	Facade improvement program	Existing historic character

Guiding Principle	Priorities			Mason's Strengths
	How?	Where?	What?	

# COMMUNITY PARTICIPATION PLAN WORKSHEETS

## WHAT IS A COMMUNITY PARTICIPATION PLAN (CPP)?

The CPP will outline the process for *Who? What? Where? When? How? Why?* we engage the community with specific, targeted and personalized strategies that reach as many of our community members as possible.

## WHO ... would you ask? WHEN, WHY, AND HOW?

Review the following pages and complete the chart. **Who** is missing? **When** will it be important to engage with them? **Why** is it important to engage with them? **How** should we best engage them? Don't feel like you need to fill out the entire chart - think about the different demographic groups, those who are missing from this list and when in the process it is most important to engage with them. Feel free to use your own notebook to expand on your ideas.

Who	When	Why	How
Elected and Appointed Officials (CC, PC, ZBA, HDC, DDA, BCBA, LDFA, Tree Commission, etc.)			
City Staff – All departments			
Businesses			
Residents			
Students			
Seniors			
Marginalized groups, who?			
Young families			
Long-time residents and businesses			
New residents and business owners			
Service orgs/clubs			
Faith-based partners			

Who	When	Why	How
Foundation/ philanthropy			
Historical Society			
Arts community			
Major employers			
Ingham County			
Utilities			
School District			
Real Estate Professionals			
Developers – Commercial and Residential			
Townships			
Farmland Preservationists			

## Sample responses for chart:

### **WHEN: Important decision points**

- Build awareness and understanding
- Visioning
- Review and finalize plan recommendations
- Review and finalize ordinance amendments
- Commit to help implement plan strategies

### **WHY: Is there a specific perspective they offer?**

- New to the area and trying to get information about City events, services, and contacts
- Looking for information about the process to expand an existing business – financial resources, ordinances and permits
- Residents that want to know if and when certain improvements will be done

### **HOW: Possible Community Input Methods**

- Website
- Social or print media
- Direct mail or email
- Pop-ups at existing city events
- Virtual surveys
  - a. Example: the written survey you took prior to this meeting, or the photo scavenger hunt you completed
- “Ask Me Anything” office hours with officials and/or staff
  - a. Scheduled and informal sessions for the public to discuss topics of their choice
  - b. Example: “free coffee and conversation about the future of Mason”
- Mobile input kits/scavenger hunt game
- Visiting meetings and organizations (some of which you may be a part):
  - a. Block clubs/neighborhood associations
  - b. Rotary/other service orgs
  - c. Commissions/boards
  - d. Places of worship
  - e. Arts and culture organizations
  - f. Schools
  - g. Mommy & Me/Library Story-time

**WHAT... would you ask?**

Finally, **WHAT** questions would you like to ask the stakeholders? Your questions may be different depending upon the stakeholder. You can add a reference to which stakeholder your question might apply. Remember, this is just a start. We will flush this out further during our activities on November 16.

**PLEASE WRITE/TYPE YOUR IDEAS FOR THE THREE MOST IMPORTANT COMMUNITY QUESTIONS:**

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OTHER:

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## RESOURCES

Below are links and to the previous plans and survey questions for you to use as a reference.

Mason Master Plan update key questions ([City of Mason Master Plan 2014 Update](#)):

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

City of Mason [Parks, Recreation and Non-Motorized Transportation Plan](#) 2020-2024 5Cs:

"[The] five primary drivers utilized in this report for prioritizing investment in parks and nonmotorized facilities are: Compliance, Condition, Capacity, Cost and Community Input (the 5Cs)..."

"Through Our Eyes" survey questions (for reference purposes):

1. What does "small-town character" mean to you? How would you describe it?
2. How do you define a "welcoming" community?
3. Do you view Mason as welcoming? If so, how?
4. What is your favorite Mason neighborhood? Describe what makes it your favorite?
5. Why did you choose to live in the area of Mason where you live? What do you love about your current neighbors?
6. Describe who you'd love to have join the Mason community.
7. What does it mean to you to "maintain a sense of place for present and future generations"?
8. What are the biggest opportunity areas for the City of Mason?
9. What's missing from the Mason community?
10. What do you want to see more of in Mason?
11. What are the most common complaints you hear from constituents you would like to resolve?
12. What do your constituents tell you they love about Mason?