



# Village of CASS CITY

*"each step in the right direction"*

# Master Plan

ADOPTED BY VILLAGE COUNCIL · APRIL 29, 2019



# Master Plan

VILLAGE OF CASS CITY, TUSCOLA COUNTY, MICHIGAN

ADOPTED BY VILLAGE COUNCIL  
**APRIL 29, 2019**

*Prepared with the assistance of*



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**Village of Cass City**  
**Resolution to Approve Village of Cass City Master Plan**

WHEREAS, as part of our Strategic Planning Goals, Requests for Proposals for a Master Plan for the Village of Cass City were distributed in February 2018; and

WHEREAS, The Planning Commission met on March 21, 2018 and recommended McKenna be contracted to do the Master Plan; and

WHEREAS, at a Cass City Village Council meeting held on March 26, 2018, the Village Council approved the proposal from McKenna to do the Village of Cass City Master Plan; and

WHEREAS, civic engagements and staff meetings with McKenna were held, input was sought and incorporated from surrounding communities as well as Tuscola County Planning Commission and MEDC, and the Planning Commission reviewed and made recommendations; and

WHEREAS, at a Planning Commission meeting on April 17, 2019 it was recommended that the Village Council adopt the Village of Cass City Master Plan.

NOW THEREFORE BE IT RESOLVED, that the Village Council adopt the Master Plan for the Village of Cass City.

AYES: Delamarter, Ball, Herron, Kirn, Leeson, Piaskowski, Zawilinski

NAYS: None

Resolution declared adopted.

**April 29, 2019**

Date

**Nanette Walsh**

Clerk, Village of Cass City



Certification

I hereby certify that the foregoing constitutes a true and complete copy of a resolution adopted by the Cass City Village Council, County of Tuscola, Michigan, at a meeting held on Monday, April 29, 2019.

July 2, 2019  
Date

Nanette Walsh  
Clerk, Village of Cass City



# ACKNOWLEDGEMENTS

The following individuals played an important role in the development of this document. Thank-yous are also extended to the citizens who participated in the community workshop and public hearings.

## **Planning Commission**

Russ Biefer, Chairman  
Jennifer Gray  
Nancy Hrabcak  
Richard Wallace  
Ed Knight  
Joe Leeson  
Joe Sweet

## **Village Council**

Car Palmateer, President  
Jenny Zawilinski, President Pro-Tem  
Michael Kirn  
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Tom Herron  
Robert Piaskowski  
Nancy Barrios

## **City Administration**

Debbie Powell, Village Manager  
Nan Walsh, Village Clerk/ Treasurer





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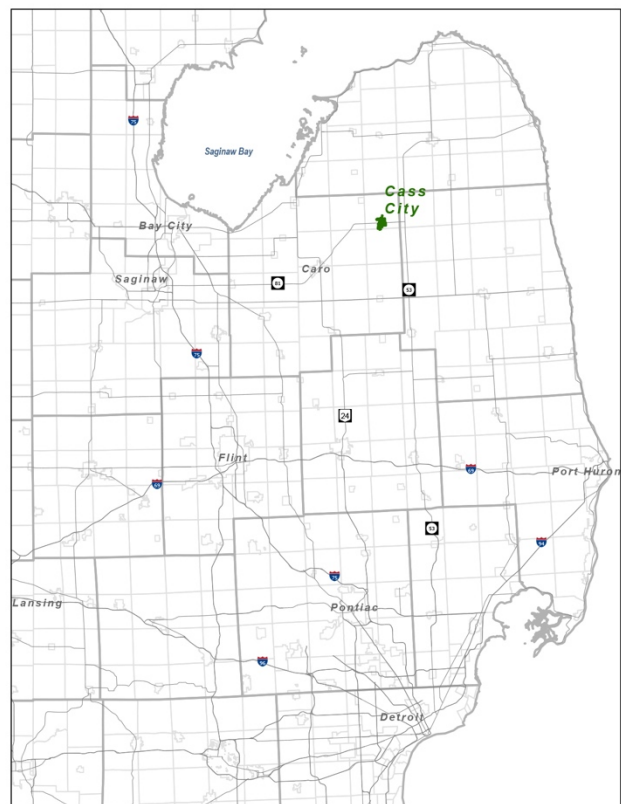
# WELCOME

In April, 2018 Cass City initiated an update of their Master Plan to guide decisions affecting future development and redevelopment in the community. The new Master Plan, contained in this document, is the result of data collection, field surveys, many meetings and discussions with community residents and leaders. This document's primary objective is to set forth the goals that are conceived by the community. In addition, this plan responds in a comprehensive manner to current and future development concerns of the Village and to additional issues which have arisen over the past years.

Cass City is located on M-81 in the northeast quadrant of Tuscola County. The Village is within a short driving distance of the metropolitan areas of Saginaw, Bay City, Port Huron, and Flint. Village and area residents experience American small town living while enjoying high quality recreational facilities, schools, residential neighborhoods, and health services, making it an attractive area for residences and businesses alike. Because of these benefits, Cass City is one of Tuscola County's largest communities by population.

Environmental, social, political and economic conditions which affect the natural and built environments are continuously changing. Therefore, the planning process, which seeks to anticipate the impacts of those changes, must remain a useful guide for community change and effectively respond to important issues. The projections, guidelines and recommendations included in the Master Plan extend to the year 2024. A comprehensive review and revision should be conducted periodically.

Figure 1: Regional Location – Village of Cass City, MI



# Basis for the Master Plan and Purpose

The Michigan Planning Enabling Act (P.A. 33 of 2008, as amended) allows Villages to plan and zone. The Act allows the Planning Commission to develop and adopt a master plan that, at a minimum, addresses certain specific issues. This document, then, is the Master Plan that has been developed and adopted by the Village of Cass City's Planning Commission pursuant to the Michigan Planning Enabling Act. In addition to the Michigan Planning Enabling Act, this plan has been developed in accordance with the Tuscola County Hazardous Mitigation Plan and the Michigan Economic Development Corporation's Redevelopment Ready Community (RRC) principals. The RRC principals are based on the following:

- The Plan reflects the community's desired direction for the future.
- The Plan identifies strategies for priority redevelopment areas.
- The Plan addresses land use and infrastructure, including complete streets elements.
- The Plan includes a zoning plan.
- The Plan incorporates recommendations for implementation, including goals, actions, timelines, and responsible parties.

The 2019 Village of Cass City Master Plan (the Plan) presents the Village's vision for the future. It serves as a policy guide for the community, and informs the decisions of Village officials and administrators, governmental agencies, organizations, and private individuals. It is designed to provide a flexible roadmap for future development and to ensure that new growth is consistent with the Villages' goals and objectives.

This 2019 Master Plan is long range in that it examines past trends and makes projections for the next five to 20 years. This allows the Village to plan and anticipate future needs. It should be noted, however, that projections are most accurate in the short term, and many factors that will shape the future cannot be anticipated. For this reason, every three to five years, a joint meeting between the Village Council and Planning Commission should be held to review the Plan and any amendments that may become necessary.

One of the most important functions of the Plan is to provide a solid foundation for future land use decisions. The recommendations presented in the text and shown graphically will provide a legal basis for zoning and other land use controls utilized by the Village.



# CASS CITY YESTERDAY

The following sections correspond to historic natural, topographical and environmental conditions of the Village and should be used to gain an understanding of foundations on which the Village grew. The Village must ensure careful preservation in order to assure a sustainable future for the current and future residents.

## Soils

Soils play an important role in the quality of the Village's natural environment. Some soils are particularly sensitive, either because of their association with an important landform, or because they possess a particularly sensitive characteristic, such as the concern for erosion that soils on steep slopes create.

Based upon United States Department of Agriculture Tuscola County Soil Survey, the majority of the Village is comprised of the Boyer-Fox-Wasepi Soil Association, which is generally well drained with moderate to rapid permeability. The northern portion of the Village contains soils in the Guelph-Londo-Parkhill Association, which tend to experience some drainage problems.

## Woodlands and Forests

While many of the woodland areas in and around the Village were cleared over the years for agricultural purposes, some significant areas of woodlands remain. These are generally found scattered in the Village with large concentrations located in the northeastern and northwestern corners. Woodland areas in the Village consist of Central Hardwood, Lowland Hardwood, and Pine Forests.

Woodlands are critical to the environmental quality of Cass City and serve a variety of important functions that benefit the community such as influencing the micro-climate by moderating ground-level temperatures, reducing air pollution and soil erosion, providing effective noise and wind screens, and providing important wildlife, flora, and fauna habitats.

## Water

The Cass River makes up the only natural water source in the community. The river, which is a tributary to the Saginaw River, ultimately flows into the Saginaw Bay and Lake Huron.

## Agricultural Land

The suitability of land for farming is dependent upon the physical characteristics of the land, namely soil conditions. Soil conditions are perhaps the most significant factor influencing whether a parcel of land is capable of supporting agriculture. Very little farming is conducted within the Village due to the rather poor soil conditions as well as continuing development pressures. There are many different types of agricultural land surrounding the Village in neighboring communities.



# CASS CITY TODAY

The following sections correspond to existing conditions, trends, and factors that make Cass City what it is today. These sections will seek to establish an understanding of the relationship between Cass City and the surrounding region, existing land use patterns, the local economy, availability of public utilities, transportation, demographics, and housing. Understanding the existing conditions facing the community today will form a starting point for determining where the community wants to be in the future.

## Regional Context

Cass City is a regional activity center and community in a rural setting in the northeast portion of Tuscola County. According to the 2010 U.S. Census, the Village had a total population of 2,428 in an area of 1.79 square miles. Cass City is in Elkland Township, which had a 2010 population of 3,528. The Village and Elkland Township are in Tuscola County, which had a 2010 population of 55,729.

Cass City is also easily accessible from all communities throughout Tuscola County and across the "Thumb" area. The principal access to the Village is provided by M-81 which travels from east to west as Main Street through the Village. M-81 also intersects with M-53 about three miles west of the Village. M-53 runs from Port Austin in the north to Detroit in the south, and serves as a link to M-46, I-69, and the Detroit Metropolitan Area. Cass City lies approximately 30 miles from the Lake Huron shoreline, 80 miles from Port Huron, 80 miles from Canada, 65 miles from Flint, 45 miles from Saginaw, and 100 miles from Detroit.

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### TUSCOLA COUNTY

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Cass City is in Tuscola County in the Thumb region of Michigan. The county seat of Tuscola County is Caro. Tuscola County provides a variety of services to its municipalities and residents. The County has a Planning Commission and prepares a county-wide master plan, which was recently updated in 2017. The County also prepares a Hazard Mitigation Plan, which was updated in 2015.

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### EAST MICHIGAN COUNCIL OF GOVERNMENTS

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Tuscola County is within the East Michigan Council of Governments (EMCOG) service area. EMCOG is one of the 14 regional planning and development agencies in Michigan. These regional commissions were established by executive order in 1968 by the Governor of Michigan. EMCOG is recognized as Region 7 and it is responsible for communities in Arenac, Bay, Clare, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Ogemaw, Roscommon, Saginaw, Sanilac, and Tuscola Counties, and the Saginaw Chippewa Indian Tribe. The main function of EMCOG is to assist public and private entities within its geographic area by offering technical assistance for federal, state, and local programs and projects.

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### REGIONAL PROSPERITY INITIATIVE

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Tuscola County is also located within Prosperity Region 6 as part of the Michigan Regional Prosperity Initiative (RPI), created by Governor Rick Snyder in 2013. The purpose of the RPI program is to offer communities within a region the opportunity to collaborate on economic development projects and to determine how each community has a role within a prosperous region. The Region 6 partnership is also known as the I-69 Thumb Region, and includes Genesee, Huron, Lapeer, Sanilac, Shiawassee, St. Clair and Tuscola counties.



# Existing Land Uses

A fundamental procedure prior to the formulation of a community Master Plan is an analysis of existing land uses. This analysis will not only identify what and where particular uses are, but it will also highlight where future development might occur and where land use conflicts may exist or develop.

The land uses analysis performed delineates nine land use categories including: Single-Family Residential, Single-Family Attached Residential, Multiple-Family Residential, Manufactured Home Community, Commercial/Office, Public/Semi Public, Industrial, and Vacant. Existing land uses are shown below with categories explained on subsequent pages. Land uses are summarized in Table 1 below.

**Table 1: Existing Land Uses**

Land Use	Acres	Percent
Single-Family Residential	326	33.30%
Single-Family Attached Residential	27	2.70%
Multiple-Family Residential	18	1.80%
Manufactured Home Community	36	3.70%
Commercial/Office	47	4.70%
Public/Semi-Public	207	21.10%
Industrial	77	7.90%
Vacant	248	25.30%
<b>Total</b>	<b>986</b>	<b>100%</b>

Source: Michigan Geographic Framework and Village of Cass City



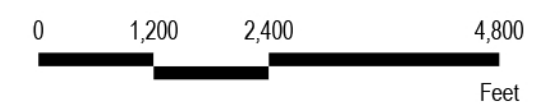
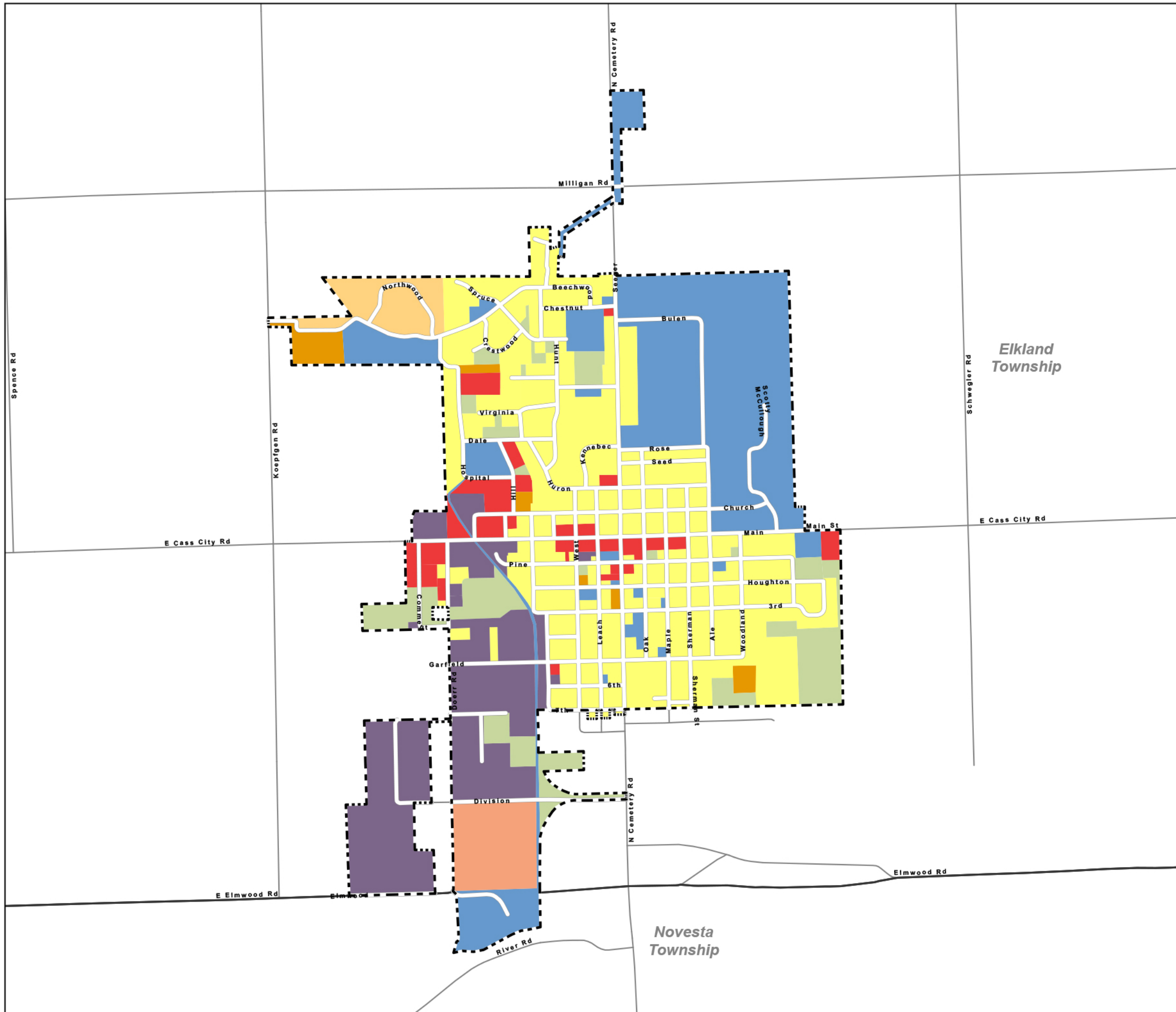


# Existing Land Use

Village of Cass City,  
Tuscola County, Michigan

November 1, 2018  
DRAFT

- Single-Family Residential
- Single-Family Attached Residential
- Multiple-Family Residential
- Manufactured Home Community
- Commercial / Office
- Public / Semi-Public
- Industrial
- Vacant



Basemap Source: Michigan Geographic Framework, 2018.  
Data Source: Village of Cass City, McKenna, 2018.



## Land Use Categories

**Single-Family Residential.** Single-family residential is the most prevalent land use within the Village. Single-family units are found throughout the Village and account for a third of the community. These single-family neighborhoods were predominantly built on a city-grid street pattern comprised of rectangular blocs, some with rear yard alleys. Further, away from the downtown, a more curvilinear street pattern emerges, giving the neighborhoods a suburban feel.

**Single-Family Attached Residential.** Cass City has recently seen a new type of residential housing developed in the form of single-family attached housing, which are single-family residential units that are attached by one common wall. A neighborhood of condominiums has been constructed in the northwest corner of the Village that offers attached owner-occupied housing for those who prefer less yard maintenance than those with detached housing. This type of housing tends to be more affordable than detached dwellings and is ideal for seniors and first-time homebuyers.

**Multiple-Family Residential.** Multiple-family residential includes buildings that house more than one family, and includes apartment complexes, a couple of duplexes, and two senior facilities within the Village. These housing types account for only a small portion, 1.8%, of the land in Cass City.

**Manufactured Home Community.** The Village has a concentration of manufactured housing near its southwestern edge. The area abuts existing industrial and public uses. These two manufactured housing communities make up 3.7% of the total land use in the Village.

**Commercial/Office.** Most of the Village's commercial and office development is located along Main Street and makes up 4.7% of the Village's total land use. The commercial and office uses within the downtown tend to be small, locally owned shops in traditional downtown buildings with two stories and zero lot lines. Uses outside of the downtown tend to be larger, sometimes franchised, operations that are more suburban in character. In addition, a cluster of medical offices surrounds the Hills and Dales General Hospital and provides support services to the facility.

**Public/Semi-Public.** All public and semi-public buildings or sites that are used by the general public or a defined group of persons in the community are considered public/semi-public uses. Examples of public/semi-public uses include both public and private schools, libraries, post offices, churches, hospitals, and private clubs. These uses are scattered throughout the Village, occupying approximately 210 acres, of which the schools and Cass City Municipal Park occupy just over half. The Hills and Dales General Hospital is the largest public building in the Village and serves as a regional medical facility.

**Industrial.** There are several local, regional, national, and international industries in the Village, which collectively account for 7.9% of the Village. These businesses range from Light Industrial, which typically includes warehousing, and small workshops which often look and feel like office complexes, to more intensive industrial factories and grain elevators. They serve the community as employment generators and producer of various products and services that benefit the region. The industrial sites are clustered in the southwestern portion of the Village.

**Vacant.** Over 25% of the Village is classified as vacant land. Vacant land is currently not used and remains as undeveloped land. Another large tract exists in the northeast corner of the Village, between the schools and Cass City Municipal Park.

# Demographic Analysis

The U.S. Census Bureau, within the U.S. Department of Commerce, is the source of the demographic data cited in this section. Every ten years, the U.S. Census Bureau conducts a census of population for the United States, and the thousands of political subdivisions within it. The demographic data in this section is gathered from the 2010 Census and the 2013-2017 American Community Survey 5-Year Estimates (a statistically accurate survey of the U.S. Census Bureau) and ESRI, a private data provider that summarizes census data.

## Population

Between 2010 and 2017 the population of Cass City was stable. Elkland Township experienced a small decrease in their population. Tuscola County also saw slight decreases in population, reflecting the lack of population growth in the state. Michigan only saw a 0.4% increase in population over the same time frame.

Table 2: Total Population, 2010-2017

Community	2010 Population (Census)	2017 Population (Estimate)	Percent Change 2010-2015
Cass City	2,428	2,429	+0.04%
Elkland Township	3,528	3,393	-3.8%
Tuscola County	55,729	53,569	-3.9%
State of Michigan	9,883,640	9,925,568	+0.4%

Source: 2010 Census and the 2013-2017 American Community Survey 5-Year Estimates

Cass City is not the only community experiencing no new growth in population. Many communities around the state have seen a decrease in population as an effect of the Great Recession. However, the community can also use this to promote new opportunities, attract new residents, and encourage entrepreneurship and reinvestment.

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## RACE AND ETHNICITY

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The population of Cass City is relatively homogenous in terms of race and ethnicity. In 2010, 98.3% of the total population reported being white, 0.2% black, 0.5% American Indian, and 1.7% identified as two or more races. Of the 2,428 persons living in Cass City, 2.5% reported being Hispanic. Persons identifying as Hispanic may be of any race. These percentages have changed very little in the last seven years.

Table 3: Population by Race and Ethnicity, 2010

Population by Race and Ethnicity	Number	Percent
<b>Total</b>	<b>2,428</b>	<b>100.0%</b>
Population Reporting One Race	2,386	98.3%
Population Reporting Two or More Races	42	1.7%
White	2,353	96.9%
Black	6	0.2%
American Indian	11	0.5%
Asian	11	0.5%
Pacific Islander	0	0.0%
Some Other Race	5	0.2%
Total Hispanic Population	60	2.5%

Source: 2010 Census

## AGE STRUCTURE

As of the 2010 Census, the median age of Cass City residents was 43.7 years, slightly higher than the Tuscola County median age of 41.7 years. This high median age could be a factor of an aging population.

In 2010, 24% of the population in the Village was under the age of 19, whereas in Tuscola County this percentage was 26%. Cass City had 53% of its population between the ages of 20 and 64. The percentage of children indicates that Cass City had a proportion of children within their population comparable to the surrounding area. The percentage of young families may indicate that a future spike in the school age population could occur. With demographics that skew towards younger age groups, the Village may want to consider planning for services that cater to younger demographics. Such services include safe routes to school, public parks, youth recreation and employment, and daycare.

In 2010, 23% of people in Cass City was 65 years and older. Nationally, this proportion of the population is expected to increase based on the large size of the Baby Boomer generation, the relatively high average life expectancy, and lower birth rates among younger generations.

Estimates for 2017 show that the 2010 age categories for the Village remain relatively stable, while Tuscola County's younger population decreased slightly and the older population increased slightly.

**Table 4: Age Structure, 2010**

Age Group	Cass City		Tuscola County	
	Population	Percentage	Population	Percentage
Under 5 Years (Infants)	146	6.0%	3,128	5.6%
5 to 19 Years (School Age)	442	18.2%	11,432	20.5%
20 to 44 Years (College, Career & Family Forming)	657	27.1%	15,736	28.2%
45 to 64 Years (Empty Nesters)	627	25.8%	16,602	29.7%
65 years and older (Seniors & Retirees)	556	22.9%	8,831	15.9%
Total Population	2,428	100.0%	55,729	100.0%
Median Age (Years)	43.7	—	41.7	—

Source: 2010 Census



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## EDUCATIONAL ATTAINMENT

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The educational attainment for people 25 years and older in Cass City is shown in the table below. Within the Village, 91.3% have attained a high school diploma or higher. Cass City has had 19.5% of all residents earn a bachelor's degree, professional degree or a graduate degree. Cass City also has 40.3% of its population with some College or Associate's Degree.

The nearest post-secondary educational institution to the City is St. Clair County Community College (SC4), based in Port Huron. Other nearby post-secondary educational institutions include Saginaw Valley State University and Delta College in Saginaw.

**Table 5: Educational Attainment for Residents 25 Years and Older, 2013-2017**

<b>Educational Level</b>	<b>Cass City Percentage</b>
Less than High School	8.7%
High School Graduate	31.5%
Some College or Associate's Degree	40.3%
Bachelor's Degree	10.9%
Graduate or Professional Degree	8.6%

*Source: 2013-2017 American Community Survey 5-Year Estimates*



# Housing Analysis

The quality, affordability, and availability of a community’s housing stock has a significant impact on overall community vitality. The following analysis of trends relating to the number of housing units, new construction, the amount of owner-occupied, rental, and vacant units, housing values, monthly rent, and the age of housing helps evaluate the health of the Village’s housing stock.

As of 2017, Cass City had approximately 1,110 total dwelling units. Dwelling units indicate all types of residential property including houses, apartments, condominiums, and other types.

## HOUSING TENURE

Housing tenure describes how each dwelling unit is occupied whether by owner, renter, or whether it is vacant. **Error! Reference source not found.**6 shows that the dwelling units within the Village lean towards owner-occupied over renter-occupied housing units, however the Village has a slightly higher rate of renter-occupied units than Elkland Township or Tuscola County. Cass City has a comparable rate of vacant units with the State of Michigan.

Table 6: Housing Tenure – Village of Cass City and Comparison Communities, 2017

Municipality	Total Occupied Dwellings	Owner-Occupied		Renter-Occupied		Total Vacant		Total Units
		Units	Percent	Units	Percent	Units	Percent	
Cass City	963	729	75.7%	234	24.3%	147	13.24%	1,110
Elkland Township	1,329	1,064	80.06%	265	19.94%	272	16.99%	1,601
Tuscola County	21,624	17,727	72.57%	3,897	15.94%	2,832	11.49%	24,456
Michigan	3,888,646	2,760,156	60.11%	1,128,490	24.83%	679,554	15.06%	4,568,200

Source: 2013-2017 American Community Survey 5-Year Estimates



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## MEDIAN HOME VALUE

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The value of homes in Cass City is one measure of community quality of life and the overall health of the economy. As of 2017, the median home value in Cass City was \$75,600. **Error! Reference source not found.**7 includes the median housing value for owner-occupied units and the median gross rent for rental units.

shows that Cass City has a lower median housing value than Elkland Township and Tuscola County. This may be attributable to the types of housing units available. Cass City has small lots and traditional neighborhoods emblematic of small towns, whereas the surrounding township and County have large lots and farms as typically found in rural settings.

Table 7: Median Value – Village of Cass City and Comparison Communities, 2017

Municipality	Owner-Occupied	Median Gross Rent
Cass City	\$75,600	\$606
Elkland Township	\$87,200	\$607
Tuscola County	\$98,800	\$670
Michigan	\$136,400	\$824

Source: 2013-2017 American Community Survey 5-Year Estimates

The monthly rent for all areas is based on the rents seen in rental homes, apartments in homes, and apartment complexes. As of 2017, Cass City has a lower median gross rent than Elkland Township and Tuscola County. This is likely attributable to the types of rental units available in each of these places. Cass City has apartment complexes and other small rental units available, whereas the townships and Tuscola County would more likely have large rental properties than apartments.

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## AGE OF HOUSING

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The age of the housing stock can provide important insights for a community, as the condition of the housing stock may be related to its age. Older housing stock can also provide a sense of character to the community. Traditionally, major repairs or rehabilitation is needed when housing reaches an age of 30 years. Communities where a substantial proportion of the housing stock is more than 30 years old typically initiate programs to encourage reinvestment. Further, since the 1960s, the demand for more energy efficient houses and additional amenities has increased. Older homes also tend to lack features that support barrier free access and may be unsuitable for aging in place without significant retrofits or other reinvestment.

As shown in **Error! Reference source not found.8**, 67% of Cass City’s housing stock was constructed prior to 1980 and is considered older than 30 years. The Village should encourage reinvestment in the older housing stock to preserve the historical character of the community. Notably, the data indicate that only five (5) new homes have been built in Cass City since 2010. The American Community Survey 5-Year Estimates contain five years of data going back to 2013. This time period encompasses ongoing recovery from the Great Recession, so it is anticipated that as the economy continues to recover more new homes will be constructed.

**Table 8: Age of Housing – Village of Cass City 2013-2017**

<b>Year Structure Built</b>	<b>Number</b>	<b>Percent</b>
2014 or later	5	0.5%
Built 2010 to 2013	0	0.0%
Built 2000 to 2009	48	4.3%
Built 1990 to 1999	152	13.7%
Built 1980 to 1989	159	14.3%
Built 1970 to 1979	172	15.5%
Built 1960 to 1969	78	7.0%
Built 1950 to 1959	166	15.0%
Built 1940 to 1949	46	4.1%
Built 1939 or earlier	284	25.6%
Total Housing Units	1,110	100.0%

*Source: 2013-2017 American Community Survey 5-Year Estimates*

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## TAPESTRY SEGMENTATION

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In addition to census data, ESRI has developed another demographic analysis tool; Tapestry Segmentation. Tapestry segmentation provides 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.

Cass City has one Tapestry Segment in the Village- Heartland Communities. 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 activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Further Tapestry Segment information can be found in the Appendix.

## Economic Analysis

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### RETAIL MARKET GAP ANALYSIS

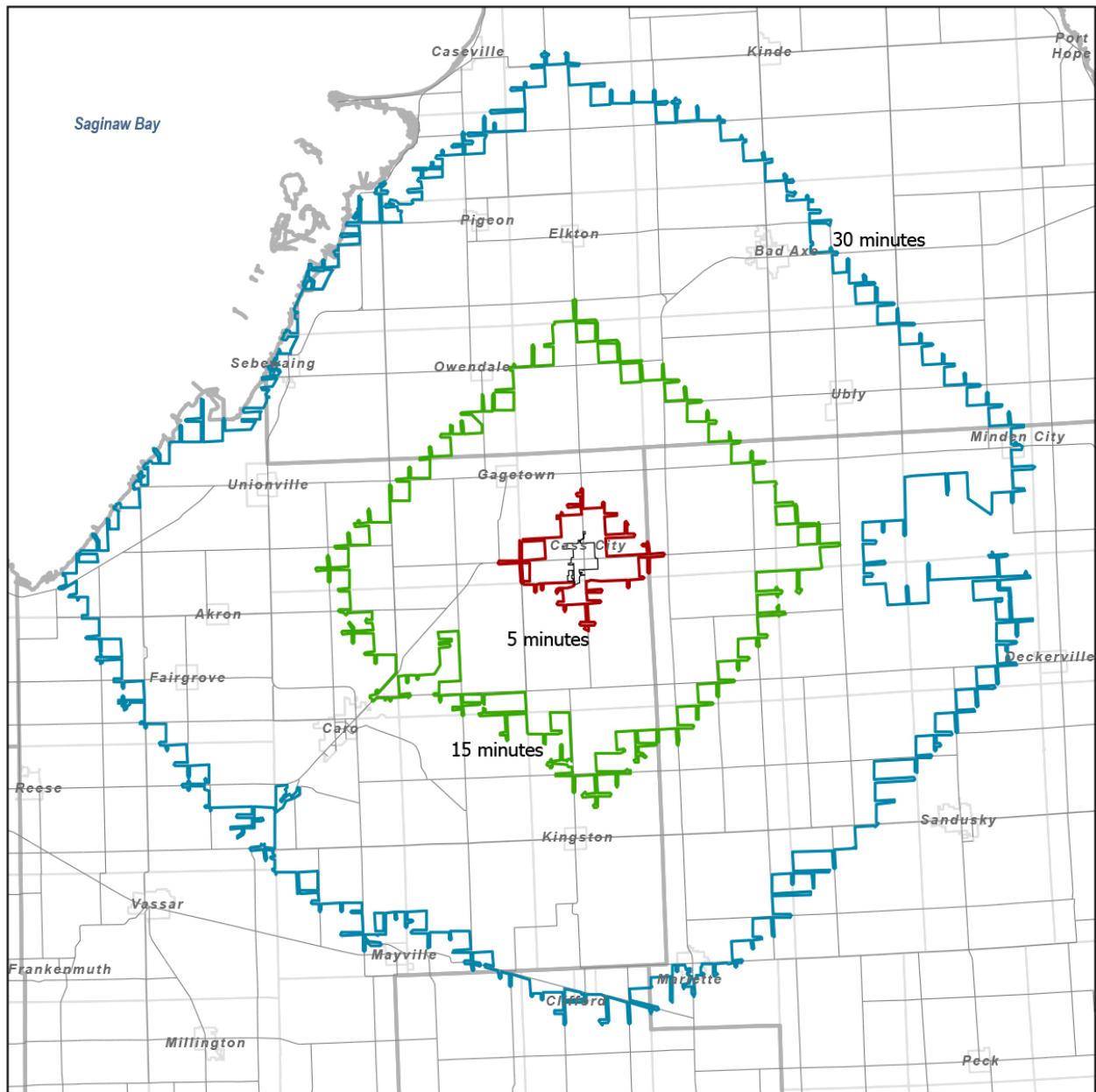
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This section analyzes the market potential of different retail uses for their viability in Cass City, by conducting a gap analysis. A gap analysis is performed by defining a “trade area” for a community, and identifying the supply and demand for different types of retail uses. The supply consists of the total amount of a good or service of a particular type sold by businesses within that trade area. The demand consists of the total amount of a particular type good or service purchased by residents of the trade area. If the supply exceeds demand, then people are entering the trade area to purchase that particular good or service, but it could also indicate an oversupply. If demand exceeds supply, then people are leaving the trade area or shopping online for that good or service, but it could also indicate the potential for a new retail location within the trade area.

Demand is subtracted from supply to calculate a market gap for each retail type. Using an estimate of average sales per square foot, and an estimate of average square feet per store, a market gap is converted to an estimated number of new stores demanded within the designated trade area.

The following section describes the retail market gap analysis for Cass City. The designated trade area for this analysis is shown in Map 3, on the following page.

Figure 2: Retail Market Gap Analysis Trade Area – Village of Cass City, MI



Source: MDOT 2010

The trade area is defined by drive time from Downtown Cass City, at regular intervals of 5, 15, and 30 minutes. The 5-minute drive time represents people living generally within the Village and anybody who lives close enough that Cass City is a regular shopping destination. The 15-minute drive time represents people who live in surrounding townships and communities that may conduct shopping in Cass City but who also may go primarily to other places. The 30-minute drive time represents a large area of people who could choose to come to Cass City, but who also may choose the other regional retail centers for this area such as Imlay City and Lapeer.

The data for the 5-minute drive time indicates that while most of the categories have unmet demand within the 5-mile radius, there generally is not enough unmet demand to generate many new stores, though the data do show that a small food and beverage store and a general merchandise store are a possibility. The Village should keep in mind, however, that the ESRI economic data is based on general retail averages. Although useful, it does not consider local history, culture and creative entrepreneurship. Creative business owners and entrepreneurs may attempt to house multiple types of retail under one roof or operate a smaller store, in order to capture the unmet demand within the 5-minute drive time area. Examples of creative business niches and small service/retail combinations can be found in many communities in Michigan. The idea of niche businesses for the Village was also formerly mentioned in the “Cass City Downtown Action Agenda” from the HyettPalma 2000 report. This report also emphasized the Village of Cass City’s history and recommended actions for preserving and emphasizing the attractiveness of the downtown.

The data for the 15-minute drive time area reveal some retail categories that may be able to support the opening of a new store. These categories include possibly an automobile and an auto parts dealer, electronics and appliances, a grocery store, beer wine and liquor, clothing and accessory stores, a small department store, general merchandise, hobby, office supplies and gifts, a sporting goods store, and perhaps a restaurant. Although the data show that there is a possibility that the area can support these businesses, it is important to understand how these businesses might compete. The 15-minute area includes customers that are located closer to other communities and may choose to shop there. Businesses in Cass City would need to be unique to distinguish themselves from similar businesses in nearby communities.

The data for the 30-minute drive time area also shows categories that may be able to support a new store or several new stores. The most potential for new stores are shown in the categories of beer wine and liquor, clothing, jewelry and accessories, and perhaps a restaurant. The 30-minute drive area captures more demand, but also includes more places where this demand can be met. Department stores tend to locate in malls or major shopping centers, such as in Lapeer, or this type of shopping is done online. Any new businesses in Cass City would need to be unique to distinguish from similar businesses in nearby communities.

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## CREATING ADDITIONAL DEMAND

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Additional demand may be created using aggressive marketing, community events, attracting new residents, and development strategies such as preservation and beautification. Strategies can build on the strengths of the community and may come from the existing events and resources in the Village. The community park has been identified as an underused resource, and if more events were held there it could potentially attract new customers to the Village. Another potential strategy to encourage is “economic gardening,” which focuses on fostering the long-term and sustainable growth of small businesses and entrepreneurs.

In addition, the Village of Cass City main street boasts a couple of stable anchor uses and businesses such as the Library, new Hills and Dales administrative offices at the former Baker College site on the east side of the downtown and the Cass City Municipal Building at the center of town. The downtown also has the Cass City Theatre, which could anchor a future entertainment district. Efforts can be made to attract regional employers in the Thumb area to the downtown who might be looking for a sub-regional location in an affordable, friendly and convenient small town.

A recent 2019 report, the “FIT” or “First Impressions Tourism for Cass City” from Michigan State Extension, noted several strategies for promotion and redevelopment, starting with providing information and wayfinding for existing businesses, local recreation and attractions.

# Public Facilities and Utilities

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## ELECTRICAL SERVICE AREA

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Electrical service is provided to residents and businesses of the Village by Detroit Edison, also known as DTE Energy. Such service meets the current residential needs of the Village. The Village works closely with DTE to provide good service. Future improvements to the existing infrastructure capacities are necessary to ensure Cass City remains a competitive location for commercial and industrial businesses.

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## PUBLIC WATER SERVICE

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Availability of utilities has a significant impact on the development pattern of the Village. The whole Village of Cass City is adequately served by the municipal water system, which consists of a water tower and three wells. The Village's three wells have the capacity to provide one million (1,000,000) gallons per day (gpd). In 2018, a daily average of nearly 350,000 gallons (gpd) was used. The Village's water system can support additional development both within and around Cass City.

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## PUBLIC SANITARY SEWER SERVICE

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Similar to public water, the entire Village is provided with public sanitary sewers. The current Waste Water Treatment Plant, located at the south edge of the Village, has the capacity to treat one million (1,000,000) gallons (mgd) per day. The Village treats an average of 250,000 to 300,000 gallons per day (gpd). With over 20 miles of sewer mains, some of which have been in use since 1932, the Village needs to increasingly plan for additional staff time and money for maintenance and upgrading.

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## POLICE SERVICES

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Cass City has its own Police Department that provides coverage to the Village 24-hours a day, 7 days a week. The department has 4 full-time officers and 5 part-time officers who each have been certified by the Michigan Commission on Law Enforcement Standards and regularly attend in-service training.

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## FIRE SERVICES

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Cass City is provided with fire protection services through a volunteer organization. The Elkland Township Fire Department, which covers Cass City as well as Elkland Township, consists of a volunteer force of 26 volunteers who are on-call 24 hours a day, 7 days a week.

The department, which is run by the township, has a mutual aid agreement with neighboring counties in the region. This agreement helps the communities work together by automatically dispatching equipment to the site of an emergency in a neighboring community. The department is run out of the fire station, which is also Elkland Township Hall, located on Church Street within the Village.

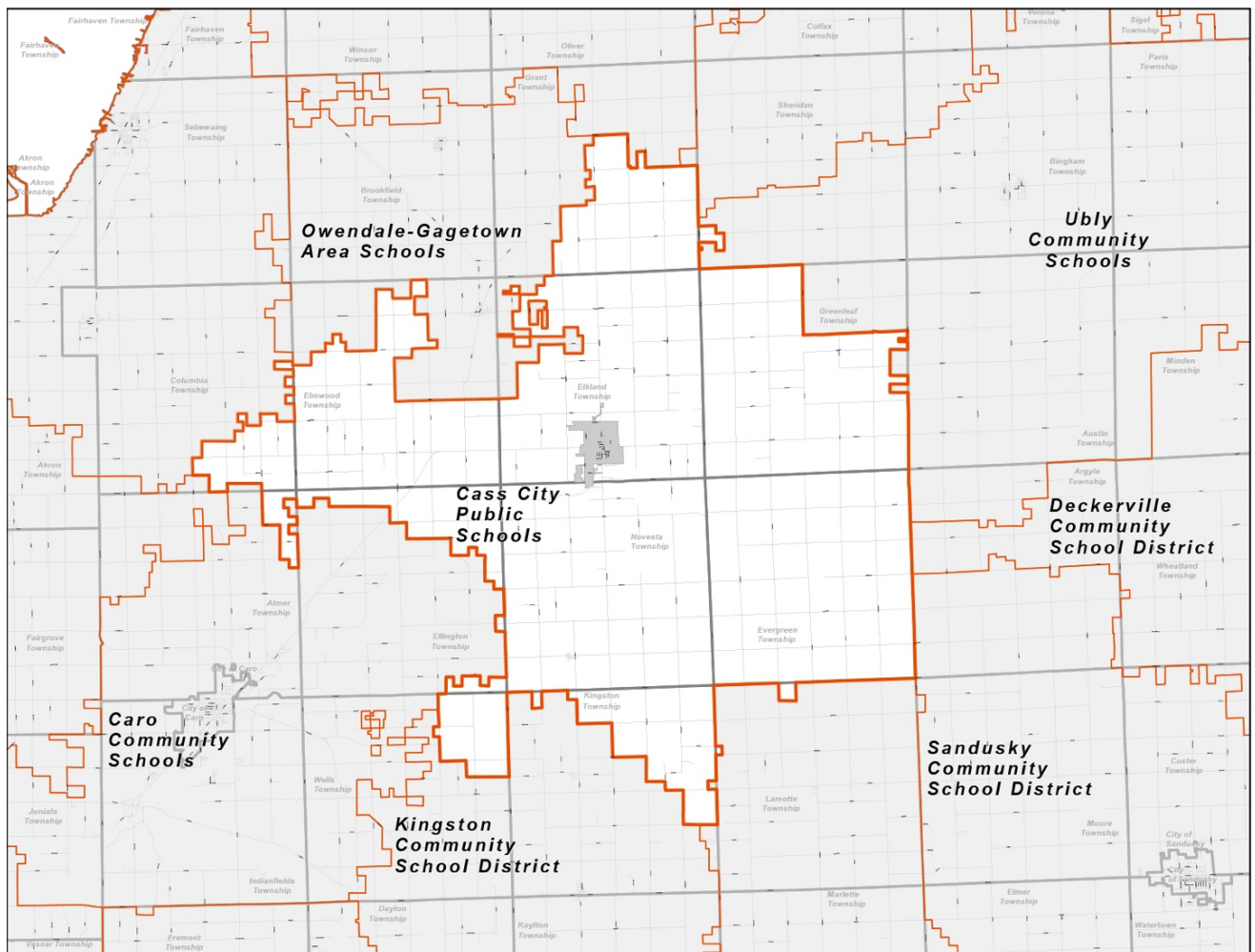


## SCHOOL FACILITIES

Cass City residents and those in surrounding areas including parts of Elkland, Novesta, Kingston, Wells, Ellington, and Elmwood Townships are served by the Cass City School District. Small portions of Huron and Sanilac Counties are also included within the district. One of the largest geographic school districts in the state, the schools roughly have an enrollment of 1,600 students and has enough capacity for future population growth.

The Village's school facilities are clustered in the northeastern part of the Village. The Cass City Elementary and Middle Schools are located within one building along Ale Street. The Cass City High School is located to the Northwest of the Elementary and Middle School, along North Seeger Street.

Figure 3: Cass City School District – Village of Cass City, MI



Source: Michigan Center for Geographic Information



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## GOVERNMENT ADMINISTRATION

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The Cass City administration offices are in the Village Municipal Building at the southeast corner of Main Street and Seeger Street. The offices of the Village Manager, Treasurer, Clerk, support staff, and Police Department are in this building. Collectively between the administration, police, wastewater treatment plant, and public works, the Village employs sixteen full-time, two part-time, and multiple seasonal employees.

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## RECREATION

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The Village has invested in extensive recreation facilities that serve the recreation needs of the region. Most of the community's recreation facilities are found in Cass City Municipal Park. A swimming pool, baseball and softball diamonds, soccer fields, basketball courts, tennis courts, disc golf, picnic facilities, and a sledding hill are found in the park. The running track and athletic fields used by the middle and high schools are located adjacent to the park. The Village is continuing to invest in the Municipal Park with pool and other park renovations planned in the next few years.

Playground facilities and open parkland are offered on Cass City School property. Community volunteers contributed to the construction of an elaborate play structure at the school.

Several smaller public parks are found in the Village, with the larger of these being Northwood Park on Beechwood Drive. The public pathway that extends from the south boundary of the Village to Hospital Street offers additional recreation opportunities.



# Transportation and Circulation

## OVERVIEW

The essential daily functions of the Village of Cass City depend on its transportation network. This network consists of streets and roads, sidewalks, and soon a regional trail way.

Roads and road rights-of-way provide locations for public utilities that serve the Village, including water, sewer, gas, electric, and telephone lines. Roads provide access to parcels, affecting the usability, value, and character of land. In addition, public and emergency services are provided to residents by public roadways.

The many functions of the transportation system have impacts on the economy, environmental quality, energy consumption, land development, and the general character of the Village. It is important to understand these functions, the transportation opportunities and deficiencies, and the implications with respect to the plan for the Village.

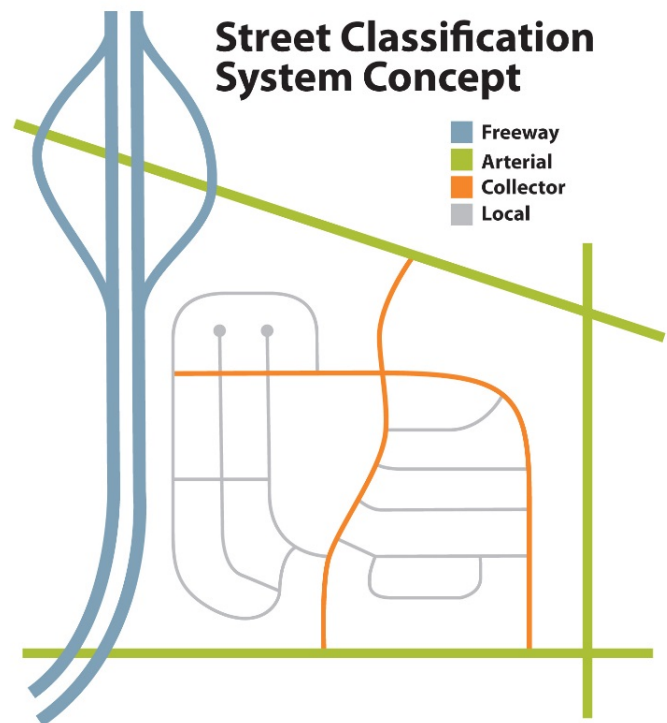
## EXISTING CIRCULATION NETWORK

The transportation system of Cass City is both local and regional. The major entry roads of the Village, Seeger St., and Main St. (M-81) are regional routes for Tuscola County. Seeger St. extends north-south from Chandler Township to Kingston Township (Seeger St. changes names twice, first Cemetery Rd. upon exiting Cass City to the north and south, then Elkton Rd. upon entering Huron County further north), connecting other nearby villages in Tuscola County and Huron County up to Rush Lake. Main St. (M-81) travels east-west connecting the City of Saginaw to the west and Greenleaf Township to the east up to M-53.

Grand Trunk Western (GTW) Railroad removed its railway in 1991. There is no longer any type of rail activity in Cass City. The following map displays where the railroad operated prior to removal. Sections of the rail bed are still visible from aerial photos; however, farmers have purchased some parts of it to incorporate into usable farmland.

There are no commercial air carriers operating in Cass City. Tuscola Area Airport Authority operates a public airport outside of Caro. The closest commercial airports are MBS International Airport in the Tri-city region and Bishop Airport in Flint.

The roads within the Village are under the jurisdiction of the Village of Cass City and the



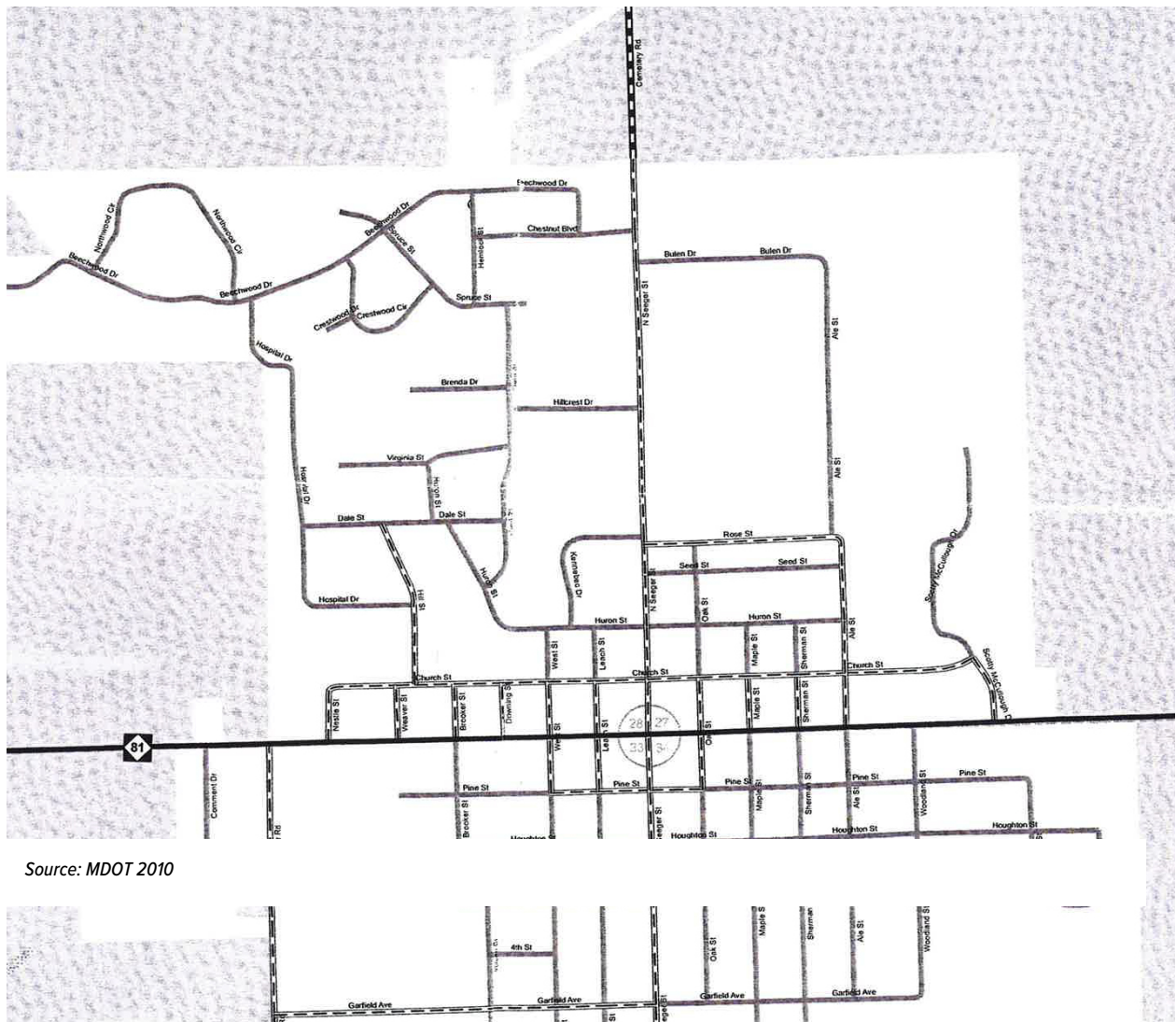
Tuscola County Road Commission. The following classification of City roads and streets is based on the National Functional Classification (NFC) developed by the Federal Highway Administration (FHWA):

**Arterials.** Arterial roads serve through-traffic by providing routes of long distance. They provide service between communities, expressways, and other large traffic-generating destinations. Two arterials are found in Cass City, Seeger St., and Main St. (M-81).

**Major Collectors.** Major collector roads are important intra-county travel corridors, providing service to county seats, large towns, and other traffic generators. Examples of collector roads are Church Street, Doerr Road, Pine Street, and Ale Street.

**Local Roads.** Local roads provide direct access to abutting land and to minor collector roads. Through-traffic is discouraged on local roads. Examples of local roads in the Village include Third Street, Garfield Avenue, Oak Street, and Huron Street.

Figure 4: Existing Circulation – Village of Cass City, MI



Source: MDOT 2010

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## KEY COMMUNITY ENTRYWAYS

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The perception of a community is determined in large part by first impressions and the appearance of the Village's entryways. Currently, there is a general lack of recognition when one is entering Cass City. Gateway features such as signage, landscaping, and lighting can be used to announce entrances into the community. Creating gateways at important entries into the Village defines the entrances and creates a better sense of community.

The impact of the enhancements at key gateways can be complemented and reinforced with unifying enhancements along other road corridors. For example, this can be accomplished by encouraging high quality landscape treatment such as the retention of native vegetation, significant tree planting, and wide buffers or the consistency of road signage designs along key corridors. The landscaping at the entryways should be comprised of a mixture of high-quality plantings such as dogwood, vibernums, lilacs, black-eyed susans, and other low maintenance vegetation. First-rate signage comprised of premium wood materials, stone, or other masonry materials announcing entry into the Village should welcome visitors from each of the following locations.

- **W. Main Street (M-81):** This is the most visible entryway into the Village for visitors traveling from Caro along M-81 and it greatly influences people's notion of Cass City. Possible improvements include new welcome signage and landscaping along the drive. Tree plantings should be encouraged to help provide an enhanced view.
- **E. Main Street (M-81):** A considerable amount of traffic also travels into the Village along Main Street from the east. The Village can establish entryway design standards and work with the various land uses to improve the appearance of sites along this entrance.
- **S. Seeger Street:** When entering the Village on Seeger Street one of the first things one sees is the residential neighborhoods of Cass City. A key feature of this area is the historic/residential character of the neighborhoods. This creates a pleasant entryway into the downtown area and establishes a strong image for the Village. It is important to maintain the residential land uses and focus on upgrading sites to complement the neighborhoods.
- **N. Seeger Street:** Visitors are welcomed into the Village from the north with several homes, many of which are among the newest in the Village, and a series of school buildings. The rolling terrain adds to the aesthetic quality of this area. Signage and landscaping should be added to help transition the uses within the Village from surrounding agricultural uses in the abutting township.

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## ROAD SYSTEM CONSIDERATIONS

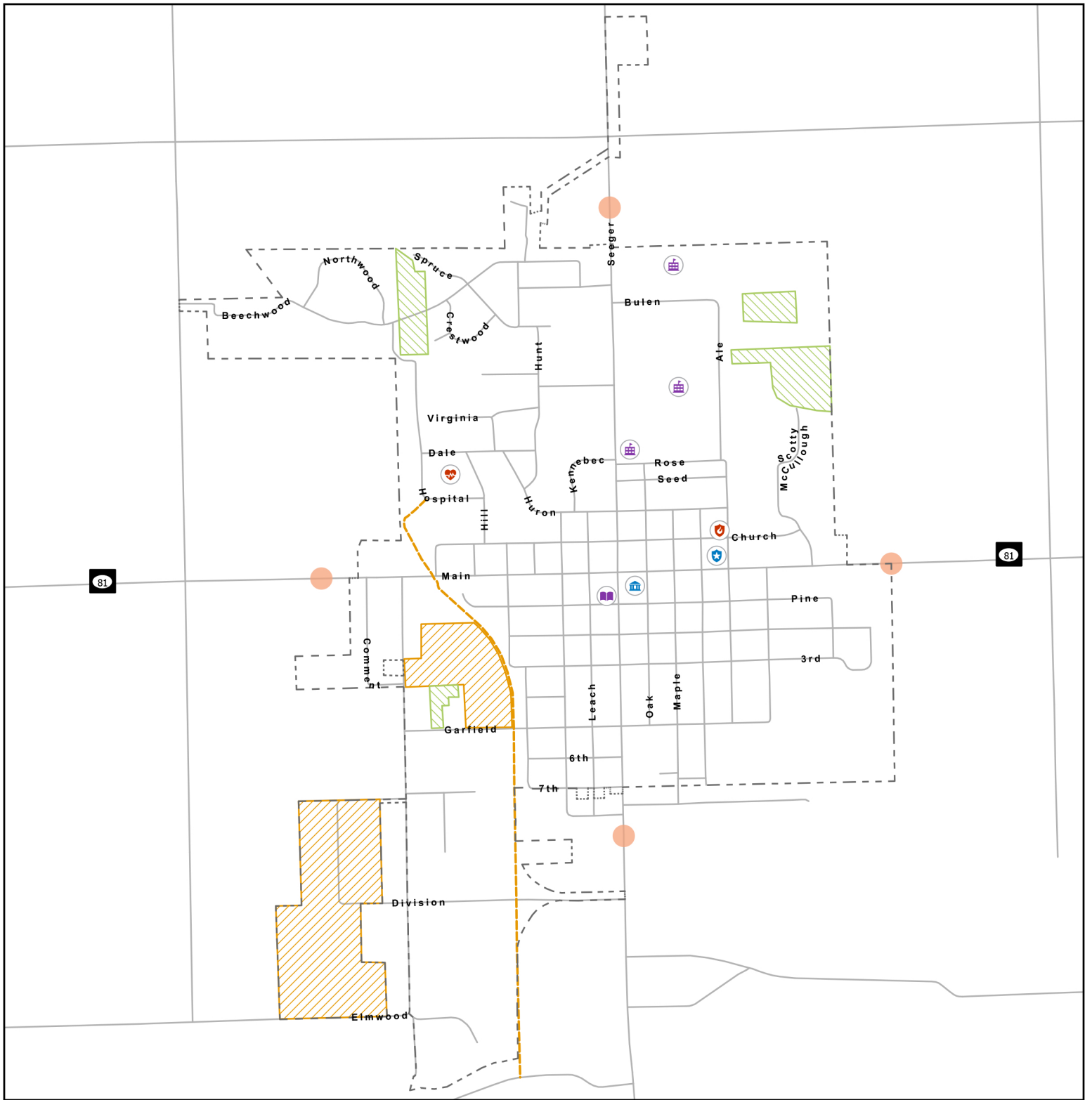
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The road system of the Village consists of approximately twelve main routes of arterial or major collector status. As mentioned previously, these roads serve both local and regional purposes. This is a primary factor influencing pedestrian access in Cass City; two of these roads, specifically Seeger Street and Main Street (M-81), serve arterial and major collector functions for the larger region. Each has a dual role as a through-traffic provider and as an access provider to local streets and roads, and to residential and commercial properties. This dual role generates accessibility and safety conflicts for non-motorists, resulting in potential conflicts for pedestrians.

The quality of life and economic livelihood of Cass City is significantly impacted by the Village's existing road infrastructure. Cass City's two main roads, Seeger St. and Main St. (M-81) are perpendicular, meeting at a four-way intersection forming the heart of the Village, encompassing the Village's central business district. At this intersection, both Main St. (M-81) and Seeger St. measure approximately 70 ft. wide and contain five lanes accommodating vehicles in both directions.

Wide streets are a dominant feature in Cass City. These roads are an integral part of the Village's history and were originally designed to be large enough so that a coach and a team of horses could make a U-turn in the street without difficulty. Today, these wide thoroughfares primarily accommodate automobiles, enabling traffic to flow freely. Pedestrians generally have difficulty crossing wide roads without medians or islands that have multiple lanes in both directions. There are crossing opportunities for pedestrians at signalized intersections; a few more pedestrian crossing opportunities with a median or island should be encouraged in order to provide more access to downtown shops and services. In some cases (like some sections of 3rd St.) there are no sidewalks. Some roads (like Ale St.) with lower traffic volumes are a good candidate for bicycle travel. Dedicated bike lanes on these roads would encourage more bicycle travel.

According to traffic counts obtained from the Cass City Police Department, Seeger St. – one of the Village's main arterial roads - accommodates approximately 800-900 vehicles daily headed in both directions, which is not a large volume of traffic for this road, thus potentially allowing pedestrian and/or bicycle improvements. Transportation systems are also mainly the concern of the Michigan Department of Transportation and/or the Tuscola County Road Commission. The Village is however concerned with major byways, for the transport of nearly all goods in and out of Cass City.

















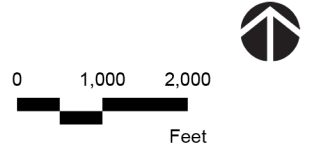
# Road System

Village of Cass City, Tuscola County, MI

April 29, 2019

## Legend

-  Village Boundary
-  Minor Arterial
-  Major Collector
-  Local Roads
-  Cass City Walking Trail
-  CommEntry
-  Renaissance Zone
-  Woodland
-  City Hall
-  Fire Hall
-  Hospital
-  Library
-  Police
-  School



Source: Michigan Center for Geographic Information, Version 17a.; McKenna 2019.



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## LOCAL ACCESSIBILITY

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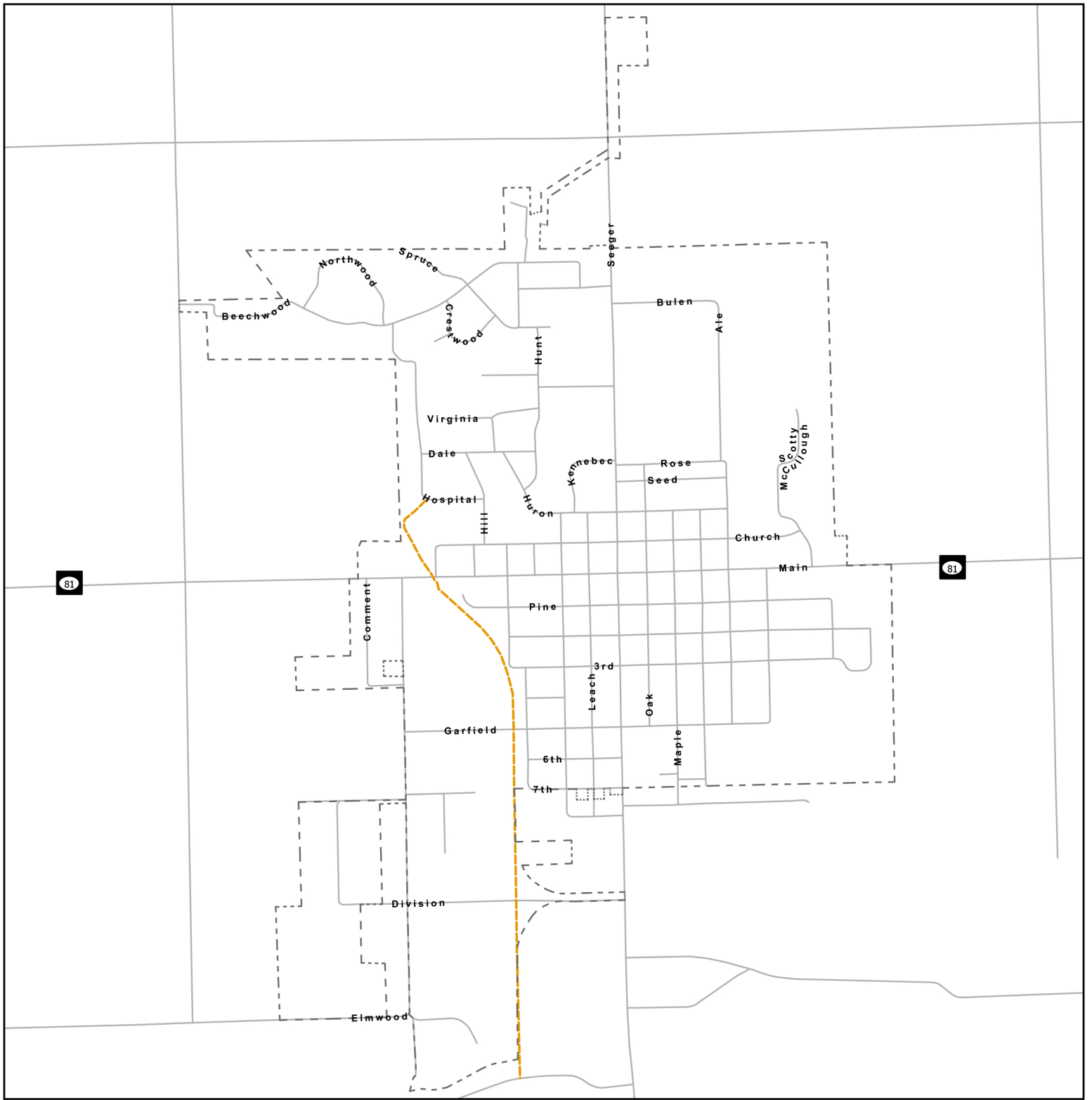
**Surface Transportation.** The map supplied within this chapter shows the different types of surface transportation in the Village, as defined by the national functional classification (NFC) code. Minor arterials are marked by red lines with their numerical designation. Major collector roads are marked with black lines. Local roads are shown with gray lines.

**Recreational Byways.** A two-mile section of the GTW railroad became the Cass City Walking Trail. It is a short trail through the Village of Cass City beginning at the Hills and Dales Hospital and cuts through Elkland Township to the Cass River, where the trail ends. The gravel and grass trail is suitable for walking and bicycling. The trail offers a covered seating area and a view of the river. If the trail is connected to other places, the trail could be used for transportation and more recreation. No other trails exist for recreation. The need for trails has been brought to the forefront during the Village's sponsored master plan survey and resource needs mapping. Residents would like to see more expanded options for walking trails throughout the Village including:

- South of Division street where the Cass City Walking Trail runs;
- On the western edge of the Village – directly west of Hospital Drive and north of M-81;
- On the eastern edge of the Village – directly north of M-81 and east of Ale St; and
- Directly outside of Cass city connecting to Elkland Township.

**Transit.** There is limited transit service in the township. The program is administered by the City of Caro and is a dial-a-ride type service. The service is infrequently used and there are no plans to create further transit options at this time.





# Local Surface Transportation Accessibility

Village of Cass City, Tuscola County, MI

April 29, 2019

## Legend

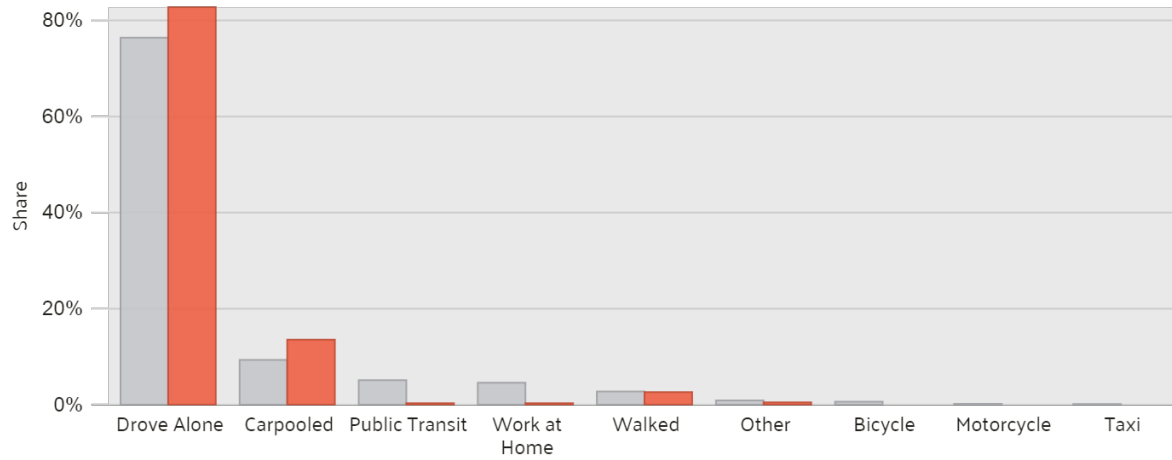
-  Minor Arterial
-  Major Collector
-  Local Roads
-  Cass City Walking Trail



Source: Michigan Center for Geographic Information, Version 17a.; McKenna 2019.



Figure 5: Commuter Transportation in Cass City



Please note that the buckets used in the visualization were not evenly distributed by ACS when publishing this data.

Dataset: ACS 5-year Estimate

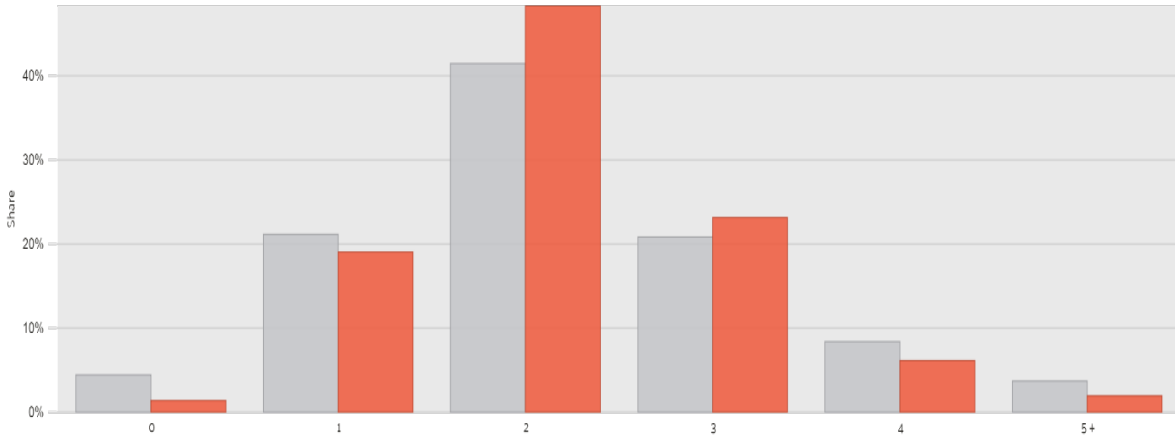
Source: Census Bureau

### Most Common Method of Travel

- Drove Alone 82.8%
- Carpooled 13.5%
- Walked 2.63%

**Commuter Transportation.** In 2016, the most common method of travel for workers in Cass City, MI was driving alone, followed by those who carpooled and those who walked. No residents reported bicycling, motorcycling or any other form of transportation.

Figure 6: Car Ownership in Cass City

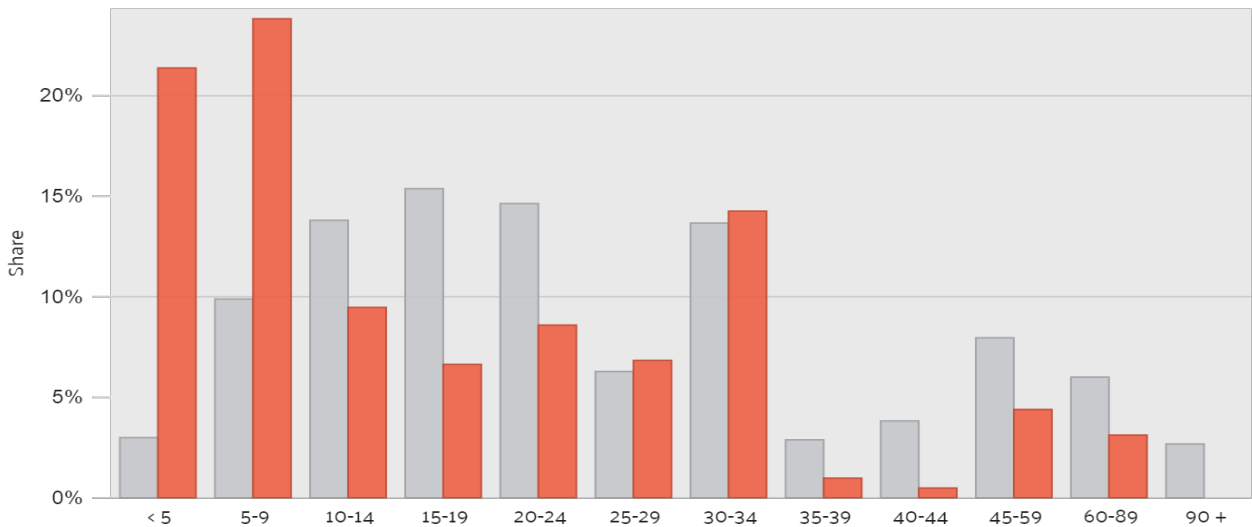


Please note that the buckets used in the visualization were not evenly distributed by ACS when publishing this data.

Dataset: ACS 5-year Estimate  
Source: Census Bureau

**Car Ownership.** The above chart displays the households in Cass City, MI distributed between a series of car ownership buckets compared to the national averages for each bucket. The largest share of households in Cass City, MI have two cars, followed by three cars.

Figure 7: Commute Time in Cass City



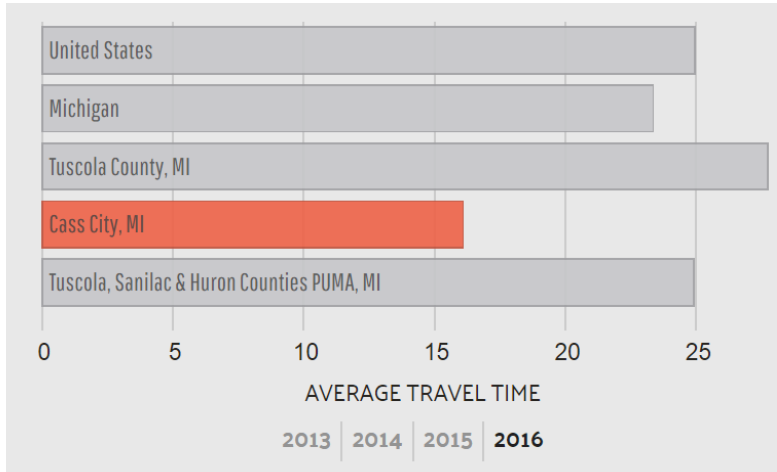
Please note that the buckets used in the visualization were not evenly distributed by ACS when publishing this data.

Dataset: ACS 5-year Estimate  
Source: Census Bureau

**Commute Time.** Using averages, employees in Cass City, MI have a shorter commute time (16.1 minutes) than the normal US worker (25 minutes). Additionally, none of the workforce in Cass City, MI have "super commutes" in excess of 90 minutes.

This chart shows the average travel time in Cass City, MI compared to its parent geographies.

Figure 8: Average Commute Time in Cass City, 2016



Dataset: ACS 5-year Estimate  
Source: Census Bureau

## PEDESTRIAN AND BICYCLE TRAVEL

Cass City's neighborhoods would benefit from construction of sidewalks and bike paths to facilitate non-motorized transportation. These improvements are needed for public safety, to provide linkages between neighborhoods, and to improve the general appeal of the neighborhoods.

It is vital that pedestrian circulation be provided in any new developments that occur within the Village, as is being planned for the Village's central business district. These connections will encourage residents to enjoy the proximity of the downtown, the shops, services and more areas of Cass City with less vehicle use.

The design of commercial thoroughfares like Main St. (M-81) and Seeger St., with five lanes and higher speeds than allowed in typical downtown areas, discourages pedestrian use. The types of businesses typically located along these roads, with large parking areas in front and drive-thru accessibility, cater to and encourage motorized travel. Sidewalks are provided along these roads, but it is difficult for users to cross the roads quickly and safely. Methods to improve the pedestrian environment such as more cross walks and signalization, fewer driveways that cross sidewalks, sidewalk ramps for additional access options, pedestrian-friendly site layout, etc., can be planned throughout the Village.

A greenway system, including biking and walking trails, needs to be planned throughout Cass City connecting to natural areas in the surrounding Elkland Township. Creating a trail system within the Village and linking it to the Township-wide system would improve residents' quality of life by providing safe access to parks and other amenities in the Village and surrounding areas, while providing appealing exercise opportunities.

The Village has expressed an interest in greater pedestrian opportunities, and will be investigating sources of funding, continued planning and community input. It will be important to work with the Tuscola County Planning Commission and others in the interest of developing a trail/path network.



*Opportunity for pedestrian facility  
in this area*



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## CONNECTED AND AUTOMATED VEHICLE (CAV) TECHNOLOGY

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Connected and Automated Vehicle (CAV) technologies have the potential to change transportation on a global scale. These technologies could improve safety, significantly alter transportation costs, and change traffic patterns and congestion. This emerging industry could drive local job creation, talent retention, and economic development, and improve quality of life throughout the region.

Connected Vehicles can communicate with each other, with roadside infrastructure, such as traffic control signals, or with other devices, such as mobile phones carried by road users. Automated or Autonomous Vehicles are vehicles where some aspects of a safety-critical control function such as steering, throttle control or braking occurs without direct driver input. They use onboard sensors, cameras, GPS and telecommunications to obtain and analyze information using complex computer algorithms, and respond appropriately by effectuating control in safety-critical situations. CAV's offer a unique opportunity to improve the safety and efficiency of the transportation system and enhance the mobility of aging and disadvantaged populations simultaneously.

The implementation of CAV's poses significant questions for government entities about how to maximize the technology's benefits to social welfare, and at the same time, mitigate negative externalities. Government entities must carefully consider how the potentially substantial changes posed by CAV technology may dramatically change transportation, infrastructure, and land use. It will be imperative that the benefits of CAV technology are widely shared, and not just for those that can afford it. According to the Center for Automotive Research, equity issues and the digital divide could be exacerbated as affluent populations might increasingly use automated cars and disadvantaged groups might primarily use public transportation.

The Village of Cass City recognizes the need to provide alternatives for its citizens. As Cass City's aging population continues to grow, addressing aging individuals' unique travel needs is one of the largest transportation challenges facing the Village moving forward. Since many age-related physical and health issues can make it increasingly difficult to walk, bike, or use public transit, some aging adults are left with few transportation options. The Caro-based Thumbbody Express dial-a-ride service is an option; but has limited service to Cass City. Other current options that should be explored are: taxis, Lyft, Uber and senior travel programs offered by service groups and agencies.

For transportation networks to remain relevant in the emergence of connected and automated vehicle (CAV) technology, the Village of Cass City has outlined a vision for the future, including the role that driverless technology will play.

Cass City's plans include the incorporation of CAV technology with Caro's dial-a-ride service as a shared-ride option. This will enable individuals who otherwise could not afford an automated car to travel independently and confidently. Through CAV, individuals will be able to make cross-county connections

much more easily with this technology. CAV's can make Cass City a barrier-free zone as a first-and-last-mile solution for riders traveling beyond city and county borders. Through collaboration with Elkland Township and Tuscola County, CAV's can also be used as a feeder service to out-county transit routes – further improving cross-county connections. While the Village does not anticipate replacing entire transit trips with CAV's, the Village is looking forward to providing another mobility option for passengers with mobility barriers.

Some of the benefits of connected and automated vehicles include:

- **Crash Elimination:** Crash-free driving and improved vehicle safety, a vehicle can monitor the environment continuously, making up for lapses in driver attention.
- **Reduced Need for New Infrastructure:** By managing traffic flow, self-driving can reduce the need for building new infrastructure and reduce maintenance costs.
- **Travel Time Dependability:** Vehicle-to-Vehicle and Vehicle-to-Infrastructure communication can substantially reduce uncertainty in travel times via real-time, predictive assessment of travel times on all routes.
- **Productivity Improvements:** A reduction in driving tasks will allow travelers to use travel time more productively.
- **Improved Energy Efficiency:** Reduced energy consumption in at least three ways: more efficient driving; lighter, more fuel-efficient vehicles; and efficient infrastructure.
- **New Models for Vehicle Ownership:** Self-driving vehicles could lead to a major redefinition of vehicle ownership and expand opportunities for vehicle sharing.
- **New Business Models and Scenarios:** Convergence of technologies may realign industries such that companies need to compete and collaborate at the same time.

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## OPPORTUNITIES FOR IMPROVEMENT

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### **Main St. (M-81) and Seeger St.**

Regional roads in the Village will continue to carry heavier traffic volumes than local roads. Controlling traffic along arterials, with lower speed limits and traffic calming tools should be considered in the interest of traffic safety and efficiency. Pedestrian signalization, pedestrian enhanced design and site design standards which limit access points should be encouraged. These measures would contribute to safer and more accessible roads and increase the downtown feel that Cass City wishes to create.

### **Local and Collector Roads**

Proposed and existing local roads should be well connected to maintain access throughout the Village and to public amenities, to encourage proper circulation between neighborhoods, and to alleviate congestion on the arterials in the Village.

### **Non-Motorized Travel Opportunities**

Non-motorized transportation facilities in Cass City include a system of sidewalks and the bike and pedestrian pathway along the former rail corridor. There are opportunities to develop additional non-motorized paths within the Village and to link Cass City with regional communities, trail systems and waterways.

Stronger efforts are needed to accommodate non-motorized travel, by constructing and linking sidewalks, bike paths, and greenways throughout the Village. All new developments should include sidewalks that connect to existing sidewalks. These opportunities could allow some alternatives to automobile use and continue to provide the quality of life for local residents for which the Village of Cass City continually strives.



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## COMPLETE STREETS

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The Federal Highway Administration (FHWA) Guidance (2000) stated that walking and bicycling facilities may be incorporated into some transportation projects. The creation and maintenance of facilities that effectively accommodate non-motorized travel can reduce the risk of injury by up to 30%.

Complete Streets is an inclusive context sensitive design framework and infrastructure that enables safe and convenient access for transportation users of all ages and disabilities, including pedestrians, bicyclists, transit riders, and motor vehicle drivers. Complete Streets are achieved when transportation agencies routinely plan, design, construct, re-construct, operate, and maintain the transportation network to improve travel conditions for bicyclists, pedestrians, transit, and freight in a manner consistent with, and supportive of, the surrounding community. Development of pedestrian, bicycle, and transit infrastructure offers long term cost savings and opportunities to create safe and convenient non-motorized travel.



Streets that support and invite multiple uses, including safe, active, and ample space for pedestrians, bicycles, and transit are more conducive to the public life and efficient movement of people than streets designed primarily to move automobiles. Increasing active transportation (e.g., walking, bicycling and using public transportation) offers the potential for improved public health, improved recreational and social activities, economic development, a cleaner environment, reduced transportation costs, enhanced community connections, social equity, and more livable communities.

The Michigan Legislature has passed Complete Streets legislation through Public Acts 134 & 135 that requires the Michigan Department of Transportation (MDOT) to consider all users in transportation-related projects and work with residents, townships, cities, and villages to include planning for Complete Streets in their transportation programming. The Village of Cass City encourages the Road Commission of Tuscola County, other local road agencies, and other contracted agents in the county responsible for the construction or reconstruction of transportation facilities to do so in accordance with Complete Streets and Safe Routes to School principles. The Village of Cass City supports the adoption of Complete Streets policies and practices that consider all users in transportation related projects and recognizes the importance of street infrastructure and landscaping and modifications such as sidewalks, crosswalks, shared use paths, bicycle lanes, signage, synchronized signals and accessible curb ramps that enable safe, convenient and comfortable travel for all users.





# CASS CITY TOMORROW

The following sections correspond to where the Village is going, its goals and objectives, opportunities for redevelopment and the future land use plan. McKenna worked closely with elected and appointed officials, village staff and residents and community members. While some of the statements listed in the Public Participation section may represent existing conditions, they are included here because they are assets, facts and observations the community would like to fix, keep and aspire to create “tomorrow.”



# Public Participation

## SURVEY

As part of the multi-part public engagement process for the Master Plan Update, a survey was conducted from June 4, 2018 to August 27, 2018 that generated 463 responses. The results are summarized below and the unedited results will be provided in this package.

## KEY SURVEY RESULTS

### Characteristics of Respondents

Most survey respondents, 73.01%, were between the ages of 25-64 years old. Individuals over the age of 65 made up approximately 15% of respondents and those under the age of 24 comprised roughly 12% of respondents. There were more than twice as many female respondents than there were male respondents. Over 45% of respondents reported having household incomes of \$50,000 - \$99,999, and about 20% reported household incomes over \$100,000. Less than one-third of respondents (27%) work in Cass City, and almost 50% of respondents reported owning a home in Cass City.

### Housing

Most respondents (313 out of 463) are either Village of Cass City residents (51.62%) or Elkland Township residents (15.98%). Most of the respondents are long-time residents of Cass City, with about 30% having lived there for more than 30 years and over 40% having lived there for 11-30 years. Of all those answering the survey, 46% own a home in Cass City. More than 90% of respondents live in a single-family dwelling, and more than 76% do not intend on moving in the next 5-10 years.

The households of the respondents are mostly made up of two people at 33%. Approximately 41% of the households have three to four people. About 55% of respondents reported that their households have one or two people between the ages of 45 and 54. Other household age majorities fall with kids between the ages of 6 and 12 (23%) and kids between the ages of 13 and 18 (38%).

## Existing Conditions

When respondents were asked about the evolution of Cass City within the past 5-10 years, roughly 54% feel that it has become less of a place where they want to live. Approximately 29% of respondents feel that it has remained the same, and roughly 9% feel that it is more of a place they want to live.

Cass City residents and stakeholders overwhelmingly responded (73.88%) that the small-town feel is one of the most positive aspects of living in the community. Other top choices include sense of community (44.47%), parents/family lived here (40.94%), quality of public safety (34.59%), and affordability (34.12%).

When asked about what people would like to see / see more of in Cass City, the most common answers included the following:

- |  |        |
|--|--------|
| • A grocery store                              | 96.24% |
| • Shopping/dining options                      | 78.82% |
| • Downtown vibrancy                            | 59.29% |
| • Recreational activities within the community | 37.41% |
| • Youth activities                             | 35.76% |
| • Cultural events/entertainment options        | 32.71% |

Additional notable aspects included: more lodging options, lower taxes, shorter distance to employment opportunities, leadership in local government, a community center, and lower utility expenses.

## Retail/Downtown

Taking a closer look at the most common negative aspect within the responses - the need for a grocery store - 37%-48% of respondents shared that the important factors (in the important/agree category) impacting their spending habits included:

- The appearance of the Downtown district,
- The appearance of the commercial business strip,
- Variety and number of shops for shopping for gifts and special purchases,
- Number of store choices,
- Convenience, choice, and price.

In the “extremely important” category, popular responses included the willingness to drive to a neighboring community due to increased number of store choices, convenience, choice, and price.

Most respondents regularly shop, eat and go to the doctor outside of Cass City. The most common places to shop for Cass City residents include Caro (87.71%), Saginaw (70.60%), Bad Axe (65.30), and Bay City (62.17%).

## Development Priorities/Future

When asked about future housing development needs, respondents leaned more towards low density options with minor exceptions. When asked to choose between none, less, the same, or more of various types of residential development, the majority of respondents answered the following:

The same or more of:

- Single-family ranch and large lot (38.08%)
- Senior housing; independent living, assisted living, full-service community (34.72%)
- Senior Housing – full-service community (34.12%)

Less or none of:

- Micro-housing (29.95%)
- Accessory Dwellings (21.76%)
- Townhouses / rowhouses (19.48%)

The respondents were also asked to choose the importance level of general development priorities in the community. The extremely important priorities of those who responded included expanding commercial and industrial development (49%), providing incentives to attract commercial/industrial development (48%), and expanding Cass City’s recreational programming and facilities such as a seasonal campground, new swimming pool, a Cass River water access point, and pursuing National Water Trail designation for Upper Cass River.

Those who responded indicated that items with no importance at all included incorporating art (sculpture, statues, murals) into public spaces and onto public infrastructure (30%), and constructing uniform welcome markers at each of the Village’s main entrances (24%).

In addition to the priorities provided in the survey, the respondents were asked to identify additional development priorities of importance to them. These responses were recorded as comments, and have been summarized in the following table.

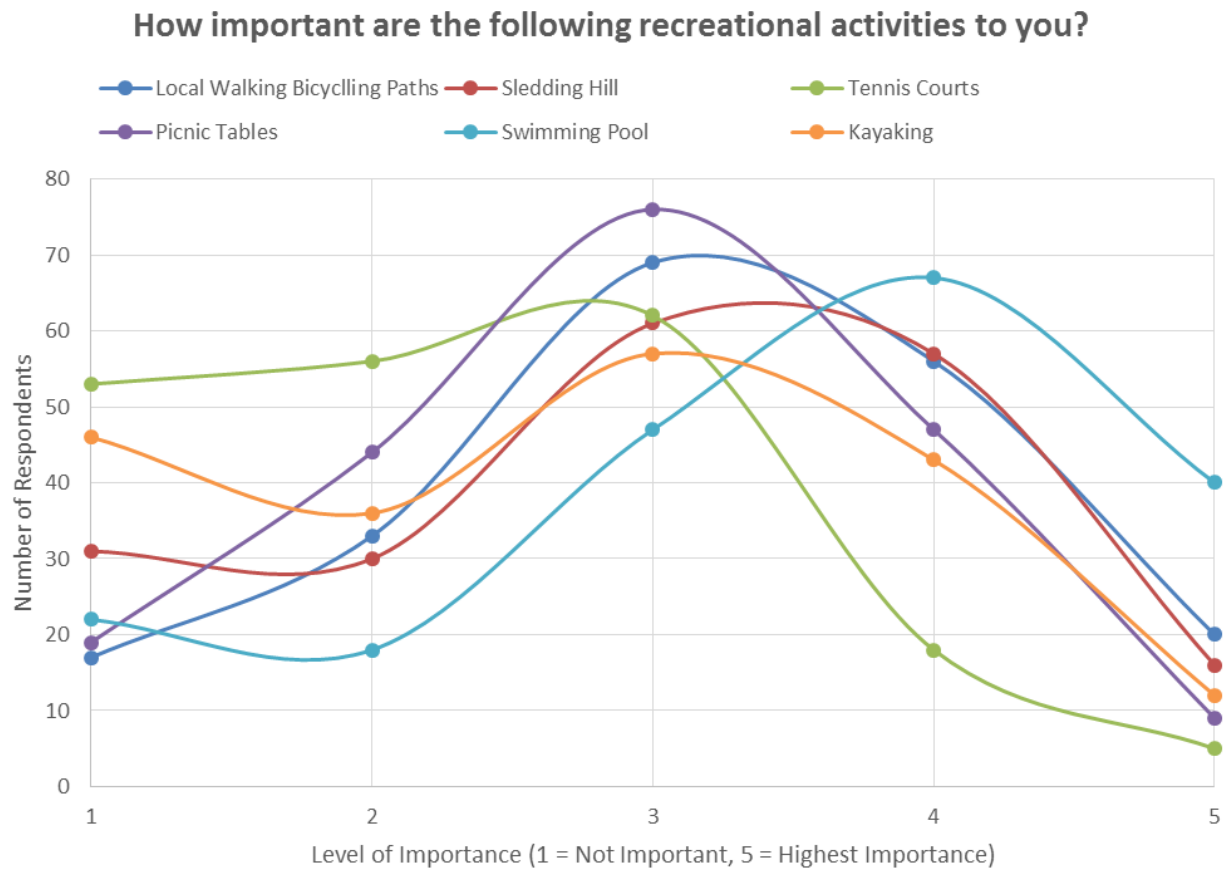
**Table 9: Summary of Question 20 Responses**

Q20: Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions. Examples include marijuana facilities, State Game Area, upscale dining, or canoe/kayak launch sites.

<b>Development Priorities</b>	<b># of Respondents in Support*</b>	<b>% of Respondents in Support</b>
Recreation & Entertainment	104	52.0%
Marijuana	56	28.0%
Grocery Store	45	22.5%
Dining Options	33	16.5%
Economic Development	32	16.0%
Transportation Improvements	6	3.0%
Farmers Market/Community Garden	3	1.5%
Expanded Housing Options	2	1.0%

### Recreational Opportunities

Respondents were asked to select the level of importance for seven recreational activities, with five importance level options (numbered for chart clarification purposes) including not important (1), somewhat important (2), important (3), very important (4) and highest importance (5). The results are shown in the following chart, with the activity of highest importance being local walking/bicycling paths, and the activity of lowest importance being a spray park/splash pad.



### Cass River Access

In regards to the Cass City and access to Cass River, most respondents (77%) are in favor of the village pursuing a canoe/kayak launch site and increased access to promote the waterway.

## Engagement

Survey results reflect a fairly engaged community, with only 12% of respondents not having attended a community event in Cass City in the past three years. More than 30% have attended seven or more events, and more than 40% have attended 1-4 events. The respondents were asked which events they have attended, and we again summarized the comment responses into the following table.

Table 10: Summary of Question 24 Responses

Q24: Which events have you attended? How important are these events to you?

Activity or Event	# of Respondents Attending*	% of Respondents Attending
July 4 <sup>th</sup> Activities	148	64.1%
Sports and School Events	45	19.5%
Music in the Park	44	19.0%
Parades	39	16.9%
Christmas Events	35	15.2%
Memorial Day/Summer	28	12.1%
October Events	24	10.4%
Car Shows	14	6.1%
Church Events	14	6.1%
Farmers Market	14	6.1%
Chili Cook-Off	10	4.3%
Civic Events	9	3.9%

More than 80% of respondents reported that they would support and use a community center for youth, adult and senior programming.

## Medical Marijuana

Survey results reflect that the Village of Cass City is almost evenly split on whether the Village should support a medical marijuana grow facility in Cass City Industrial Park. 53.61% of residents reported that they would support medical marijuana while 46.39% reported that they would not support medical marijuana.



# Public Open House

On July 7<sup>th</sup>, 2018, a Public Open House was held in conjunction with the Village's Fourth of July Parade, at the Village Hall. Two exercises were conducted, "What's Your Big Idea" and a Resource Mapping exercise.

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## WHAT'S YOUR BIG IDEA?

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Residents were asked to share the "Cass City Big Idea" on post-it notes. The post-it notes were then placed on a large display board so they could read and dialogue with already placed ideas. The ideas presented were as follows:

- I love idea for a community garden
- More port-a-johns on the parade weekend – downtown
- Bakery would be nice
- Offer incentives to get a grocery store
- A new restaurant would be nice
- Cass City would benefit from live theatre/entertainment. What about the old golf course or K of C club house?
- After work hours at pool so working parents can take kids
- Ice Arena, Splash Pad Water Park, and ramp entrance at pool
- Maintain pool, change free swim protocol
- I would love to see a HUGE community-wide veggie garden!! Lots of space/land in condos!
- National water trail designation and launch site so we can get tourists here. Also – campgrounds as business not Village
- Do more things to get people downtown to explore the business and shops here.
- Need to expand and grow the farmers market. Maybe have it before the concert series
- Bakery/Coffee Shop
- A new grocery store would be great
- Work with county or township to develop longer bike path
- We have a huge park. Can we have more wide range of activities?
- We need a grocery store or an area for fresh veggie fruit and meat
- Hotel M-81 with indoor pool and restaurant



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## RESOURCE MAPPING EXERCISE

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Attendees were asked to identify what resources or improvements were needed at specific places in the Village. This exercise let people place stickers indicating specific resources on the overall maps of both the Village and Downtown. The key takeaways were as follows:

### **Commercial**

Uses noted for downtown Cass City included placemaking such as an amphitheater, downtown housing, and local shops. A grocery store was highly requested on Church Street.

### **Industrial**

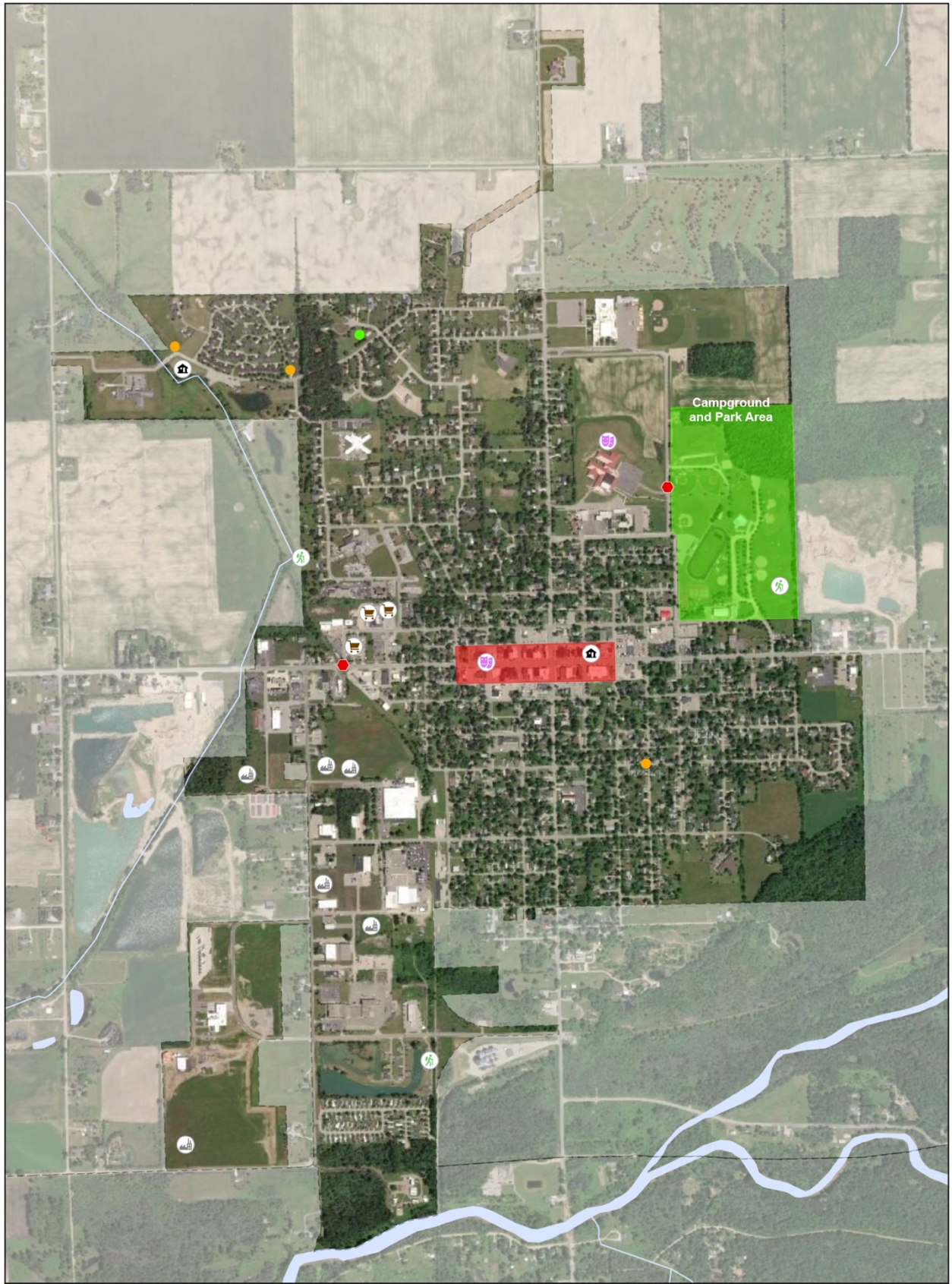
Additional industrial uses were identified for the southwest of the Village. Discussion held with attendees noted that reliable energy was a must for future growth in the Village.

### **Recreation**

Attendees identified the desire for new access and water activity in the south part of the Village along the Cass River. Campgrounds were noted as a use people would like to see in the Cass City Municipal Park. Additionally, pathways were recommended from the Cass City Municipal Park, across Main Street and south to the Cass River.

### **Traffic Calming**

Residents along Beachwood Drive stated that there is a need for traffic calming due to the amount of speeding that occurs in the area.



# Resource Opportunity Mapping Activity Results

Village of Cass City, Tuscola County, MI



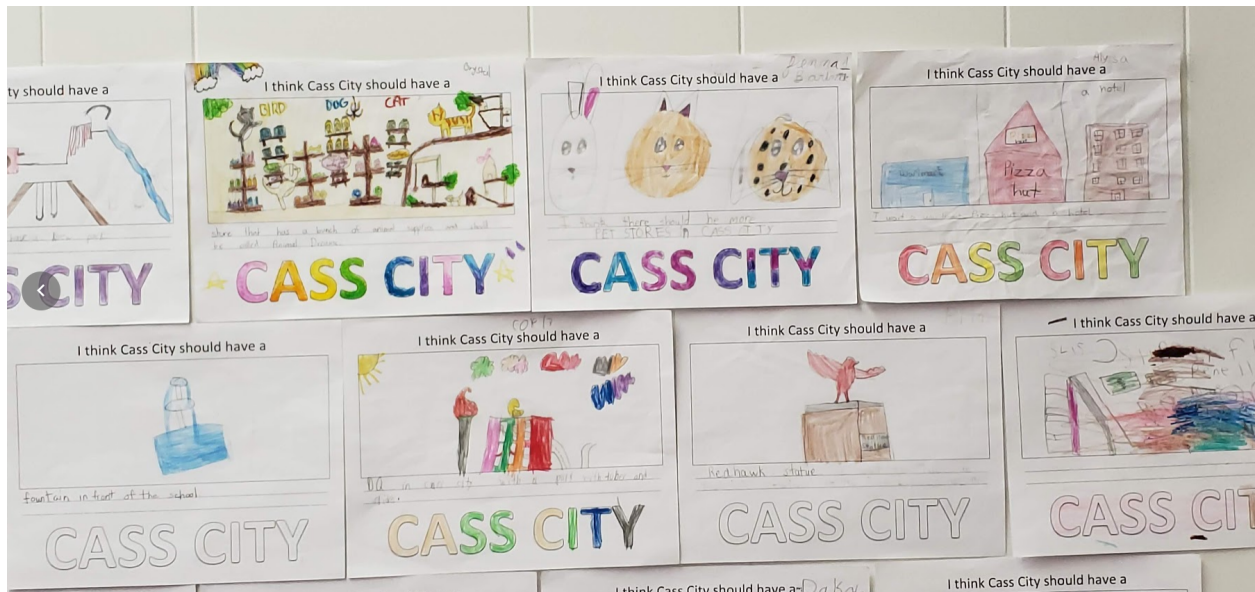
- |                       |                        |                          |
|-----------------------|------------------------|--------------------------|
| <b>Transportation</b> | <b>Development</b>     | Apartment Development    |
| Walking Path          | Industrial Development | Community Garden         |
| Traffic Calming       | Grocery Store          | <b>Development Zones</b> |
| Congestion Relief     | Amphitheater           | Commercial*              |
|                       |                        | Green**                  |

\*The Commercial Development Zone includes coffee shops, restaurants, and bakeries.  
 \*\*Green Development Zones include campgrounds, parks, community gardens, nature or hiking trails, dog parks, and water activities where applicable, such as canoeing or kayaking and fishing access.

March 8, 2019

Basemap Source: MCGI 2017. Aerial Source: Esri 2018. Data Source: McKenna 2018.





## Cass City Elementary School

A third-grade class at Cass City Elementary School was asked what they think Cass City should have and were asked to draw a picture depicting their thoughts. The students provided a variety of answers including:

- New retail options such as a pet store, kitten café, ice cream store, or Taco Bell
- A place to watch concerts
- A slide at the pool
- Public Artwork
- Public water fountain



## Public Visioning Session

On Wednesday, October 17, 2018 at 7:00 pm, Cass City held a public visioning session for the Master Plan during their regularly scheduled Planning Commission meeting. About 9 people attended the session.





The visioning session included two activities. First, people were asked to write ideas for what they wanted to “Fix” about Cass City, what they wanted to “Keep,” and what they “Aspire” to see in their community in the future. This exercise is like a “Big Idea” or brainstorming session. The second exercise was a visual preference survey. This exercise asked people to choose their preferred design elements from several categories including low-impact development, wayfinding signs, public art and placemaking, and downtown character.

The most participation was during the “Fix” “Keep” “Aspire” exercise. The responses generated in this exercise are as follows:

FIX	KEEP	ASPIRE
<ul style="list-style-type: none"> <li>Buildings at park by basketball courts needs repair</li> <li>Walking trails and paths</li> <li>Historical preservation</li> <li>Cultural center</li> <li>Downtown business facades need improvement</li> <li>Appearance of properties at Village limits</li> </ul>	<ul style="list-style-type: none"> <li>Old time city</li> <li>Nostalgic feeling of Downtown</li> <li>Cass City Theater</li> </ul>	<ul style="list-style-type: none"> <li>Community center</li> <li>Brewery, distillery, winery</li> <li>Gallery</li> <li>Farm to table restaurant with craft beer</li> <li>Outdoor seating for eating</li> <li>Community garden</li> <li>Camp sites in park area</li> <li>Splash pad</li> <li>Walking trail through park woods</li> <li>Coffee shop with food</li> <li>Showcase local art work from students, colleges in downtown</li> <li>Community garden</li> </ul>

Things to fix in the Village include aging infrastructure. People want to keep the things that define Cass City’s character. People shared several aspirations for the Village including more options for eating, new and expanded recreational opportunities, and a community center.

The visual preference survey also generated a large response, which is described in the tables below:

Preferred Images	Category / Results
	<p><b>Bike Path</b></p> <p>The preferred image shows a pathway separate from the sidewalk and not located directly in the street. Attendees liked that the pathway was defined and separate from other uses, protecting the rider.</p>
	<p><b>Placemaking</b></p> <p>Attendees chose placemaking images that were consistent with the character of Cass City. Public art and attractions such as fountains and outdoor fireplaces tie-in to the small town feel and can promote significant cultural ideas about Cass City.</p>
	
	

**Preferred Images**

**Category / Results**



**Downtown Character**

While the attendees were generally happy with the current character of the downtown, they were favorable to promoting individuality amongst the businesses as shown in the top image. Additional height and traditional downtown housing such as townhomes were also favorable.



**Low-Impact Development**

The preferred low-impact development technique was the rain gardens at the end of streets and pervious pavement. This treatment is also highly visible and would bring a great aesthetic value to the downtown.





**Gateway Signage**

The preferred wayfinding signage was classic and elevated. Of the examples for this exercise, this sign had a relatively simple design and had more information than any of the others.

Additional gateway signage, including archways, were preferred to help define spaces and let people know that they are in Cass City.





## Goals and Objectives

The goals and objectives of the Master Plan will provide a framework that will guide future land use decisions.

The community outreach, analysis, and research identified several issues which will impact the future development of Cass City. The following goals, each with their respective list of objectives, provide guidance on how Cass City should direct future development, broken down by planning theme.

Goal statements are general in nature and represent land use related ideals toward which the Village wishes to strive. They represent the ultimate purpose of an effort stated in a way that is broad and immeasurable. Goals express a consensus of community direction to public and private agencies, groups, and individuals.

Following each general goal is a set of objectives. Objectives are more specific and are intended to provide a means to attain the stated goal. Objectives are measurable and identify the way in which the goal can be attained. In some instances, they are specific statements which can be readily translated into detailed design proposals or actions.

Strategies and priorities for implementing the goals and objectives are included in the Action Plan presented in Cass City Tomorrow: Implementation.

# Land Use Development

## GOAL 1

The Village will contain an appropriate mixture of residential, commercial, and industrial uses while maintaining the small-town character that makes Cass City unique and a great place to live.

## OBJECTIVES

- 1a Review site plans, land use, and zoning changes of proposed development projects to ensure that adjacent land uses of the Village are not adversely affected.
- 1b Utilize buffer areas to separate incompatible land uses, such as commercial and residential uses, to limit potential land use conflicts.
- 1c Control development densities and locations through updated zoning districts and regulations based on the future land use plan.
- 1d Establish site and building design guidelines to ensure that new development is of a high quality, both in appearance and function.
- 1e Direct intensive development to areas where similar uses exist to ensure that the character of residential neighborhoods and quality of environmental features will not be compromised.
- 1f Provide an appropriate mix of businesses, including industrial, commercial, and office uses that provide employment opportunities and a sound tax base for the Village.  
Promote the development of local businesses that reflect the small-town character of Cass City, meet the daily needs of Village residents, and are of a size that is in scale with other uses in the vicinity.
- 1g
- 1h Maintain the balance between commercial, industrial, and residential land uses to create distinct and attractive districts, which will serve the needs of each use.

# Transportation

## GOAL 2

Cass City will offer a safe, well-managed transportation network that accommodates current and future needs of the community while preserving the character of the Village.

### OBJECTIVES

- 2a Require road connections between residential areas to ensure new development supports an integrated road system, avoiding detached clusters of housing along collector routes.
- 2b Maintain and enhance the existing public pathway that extends from the south boundary of the Village to the medical area. Link the path to the downtown and residential areas and clearly delineate and mark the connections.
- 2c Encourage alternative modes of transportation (including pedestrian, bicycle, ride sharing), where practical, and design that promotes, rather than prevents, their use.
- 2d Establish design standards for key entryways into the Village, including attractive signage and landscaping, on Seeger Street and on M-81, to inform and welcome visitors.
- 2e Continue to plan and implement non-motorized transportation facilities, including sidewalks and an expanded pathway system, that promote Cass City as a walkable community. These facilities should link residents to existing pathways and sidewalks, community facilities, schools, and businesses.
- 2f Investigate options for public transit for Village residents.
- 2g Require traffic impact studies, where deemed necessary, as part of the development review process for compliance with accepted standards and to determine improvements needed to offset the direct impact of a development.

# Residential

## GOAL 3

Cass City will have a proud community that promotes responsible residential growth and maintains and enhances the small-town character of the Village.

## OBJECTIVES

- 3a Where viable, preserve natural features and open space within residential developments through innovative planning and zoning techniques.
- 3b Encourage a mixture of housing types to provide opportunities for all segments of Cass City's present and future population at density levels consistent with the plan recommendations.
- 3c Promote improvement and maintenance of existing housing units through Village tax incentives and reward programs.
- 3d Prevent the encroachment of incompatible uses into stable residential neighborhoods.
- 3e Maintain an environment that encourages pride in ownership and contributes to the affordable housing stock that makes Cass City an attractive place to live.
- 3f Develop and enforce property maintenance codes that will ensure lots will be well maintained.

# Commerical / Business Areas

## GOAL 4

Cass City will have a stable downtown business area that is complemented by a small highway commercial node to serve the needs and desires of Village residents in a safe, pleasant, and harmonious environment.

### OBJECTIVES

- 4a Create a lively downtown environment that has a good variety of businesses and maintains the historical character and aesthetics of the Village.
- 4b Promote the Cass City downtown business area as a vital center for the Village offering necessary goods and services and providing a public gathering place.
- 4c Encourage the attraction of new businesses to Cass City to provide the proper variety and mix that will attract customers.
- 4d Work cooperatively with the business community and the Downtown Development Authority to establish a business recruitment program and actively solicit new retailers.
- 4e Prepare a market-void analysis to determine which businesses are needed in the community.
- 4f Continue to provide assistance to businesses to improve and restore the facades and signage of buildings in the downtown area.
- 4g Prevent the sprawl of commercial development along M-81 to protect the existing commercial areas and to avoid dilution of the market for new commercial investment.
- 4h Institute a sign program that reflects the historic character of downtown.
- 4i Provide guidance to developers and property owners with regard to site landscaping design and incorporate appropriate landscaping standards in the Zoning Ordinance for site plan review.
- 4j Support the efforts of the Cass City DDA to implement streetscape improvements that contribute toward a pedestrian-friendly downtown business area.
- 4k Screen parking, display, and loading/unloading area with attractive landscaping and decorative features such as fencing and walls.
- 4l Encourage the redevelopment of vacant and underutilized properties within the Village.
- 4m Accommodate the needs of the area's Amish community to easily access businesses in the Village and provide facilities that assist in this regard (e.g. signage for buggy parking spaces, hitching posts, etc.)
- 4n Provide retail and service facilities that are of a limited size and range of uses to ensure compatibility with the character of the Village.

# Industrial and Research & Development

## GOAL 5

Develop an industrial base of quality businesses that contributes to Cass City's overall well-being.

### OBJECTIVES

- 5a Ensure that there are enough commercial areas to prevent commercial uses from locating on industrially zoned land.
- 5b Cluster industries to minimize impacts on less intensive uses, minimize need for utility expansions, and provide for more efficient use of land.
- 5c Utilize the renaissance zones as a key incentive to attract industrial business to the Village.
- 5d Encourage the type and amount of industrial operations proved by market analysis, historical performance, consumer desires, and those deemed as overall assets to the community.
- 5e Rehabilitate or replace obsolete industrial buildings and sites with viable business establishments or other appropriate uses.
- 5f Link parking to provide shared access points to reduce the potential for crashes, promote more efficient traffic flows, improve the aesthetics of the streetscape, and promote safe travel between different uses.
- 5g Partner with DTE to provide reliable energy service to encourage expansion and development of industrial properties.

# Public Services and Facilities

## GOAL 6

To continue to provide the quality of life that residents have come to expect by offering public services and facilities to meet current and future demands.

### OBJECTIVES

- 6a Provide public and encourage private community facilities in size, character, function, and location suitable to their users.
- 6b Assist and guide community organizations and citizen groups in their efforts to provide needed community facilities and services that benefit the community.
- 6c Provide public park and library facilities that correspond to the needs of residents.
- 6d Maintain quality fire and police protection and acceptable response times.
- 6e Recognize the importance of the Hills and Dales General Hospital as a regional medical facility and accommodate the future expansion of the hospital and other medical care activities in the vicinity.
- 6f Require on-site stormwater detention and retention systems amongst developments to reduce environmental impacts and maintenance issues.
- 6g Promote low impact development designs for stormwater management.

# Recreation

## GOAL 7

Cass City recognizes the important role that recreation plays in the quality of life offered to its residents and will continue to provide first-rate quality recreation facilities and services.

### OBJECTIVES

- 7a Work with other communities, Tuscola County, and the state to help reduce the Village's financial responsibility for funding parks and recreation facilities and services that benefit the region.
- 7b Provide public park facilities that correspond to the needs of residents.
- 7c Ensure adequate provisions for the on-going maintenance of existing and future pathways.
- 7d Continue to explore opportunities to provide for the passive and active recreational needs of residents.
- 7e Promote the development of recreation facilities by private sources, non-profit organizations, clubs, and schools.
- 7f Utilize zoning, subdivision, and site plan review to protect the character of lands less suitable for development and to encourage residential developers to provide usable open space for property owners or tenants.
- 7g Keep Recreation plan updated.
- 7h Provide public access to the Cass River.





# Natural Features

## GOAL 8

Natural features such as water bodies, wetlands, mature trees, and natural ecosystems in Cass City will be promoted as an important asset to the quality of life in the community and preserved to the extent possible.

## OBJECTIVES

- 8a Adopt site plan review and other zoning procedures that encourage the integration of natural features such as woodlands and wetlands into site development as aesthetic and functional features while protecting the quality of the feature through the site plan review process.
- 8b Consider the protection of groundwater resources, including the municipal wells, and other environmental features when reviewing development proposals and preparing codes and ordinances.
- 8c Where feasible, prevent the removal of existing trees and natural features during site development.
- 8d Require setbacks from natural features to limit encroachment and impact of site development.
- 8e Control the impact of development on woodlands and wetlands through ordinance regulations.
- 8f Development within the Village should be directed to areas that could best sustain the physical changes to the landscape without negatively impacting the community's natural features.



# Future Planning

## GOAL 9

Cass City will maintain the integrity of its Master Plan and other planning documents to ensure it is a usable and effective document in preserving the character of the community and protecting the aspirations of its residents.

### OBJECTIVES

- 9a Review the Master Plan on a 5-year basis and revise it as necessary to keep up with changing conditions.
- 9b Prepare and adopt an up-to-date Zoning Ordinance and zoning map consistent with the Master Plan.
- 9c Establish administrative processes for applications and enforcement that are straightforward and consistently followed.
- 9d Support strict administration and enforcement of zoning and code regulations.
- 9e Inform and involve the public in the planning process.
- 9f Allocate funding for on-going training of Planning Commission, Zoning Board of Appeals, and Village board members to keep them linked with current planning and zoning issues.
- 9g Cooperate with adjacent communities through exchange of information on development and redevelopment issues.
- 9h Communicate information of interest to Village residents through the establishment of a Village web page and newsletters.
- 9i Prepare plans for specific issues or areas of concern such as an M-81 corridor plan and/or a pathways and open space plan.
- 9j Work with Tuscola County to identify projects from the Hazard Mitigation Plan that can be initiated to mitigate damages from local hazards that negatively impact the Village.
- 9k Work with Tuscola County to seek funds to complete any projects identified from the Hazard Mitigation Plan that could impact the Village.

# 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, the purpose of this Plan is to identify those areas where the Village can realistically affect change. In considering the various redevelopment options presented, the Village needs to consider the relative difficulty of an option and the ability of an option to be supported by the market alone, or whether financial and administrative assistance will be required. 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.

Today, Cass City is at an important “life” stage. It is vital that redevelopment occurs in a planned fashion that addresses these factors to meet the needs of both existing residents and to attract additional populations. The redevelopment or reuse of underutilized areas, which often have a detrimental effect on surrounding areas, has the potential to increase local economic benefits. The main areas targeted for such redevelopment are considered “Potential Intensity Change Areas” and are defined below.

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## DEFINING A POTENTIAL INTENSITY CHANGE AREA

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A Potential Intensity Change Area is any spatial area that is a candidate for a “change in intensity” within the planning period of five, 10, or 20 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.

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## IDEAS FOR PICAS IN CASS CITY

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The following is a list of PICAs in Cass City 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.

1. Main Street;
2. Cass City Industrial; and
3. The golf course property along Hospital Road. The entire property is in Elkland Township; but about half of the property also lies within the Village boundaries.



### Existing Conditions

Main Street/M-81, is the focus of commercial activity in Cass City. Currently, most traffic passes through town. There are a number of vacant tenant spaces that could be redeveloped for neighborhood commercial uses, including the former Fairway Discount store building in the middle of town and the Curtis Auto building and site at the east end of town on Main Street.

### Potential Redevelopment Opportunities

The Village of Cass City has several potential redevelopment opportunities with good locations. Some examples that are ripe for redevelopment are:

- **The former Fairway Discount store next to the Cass City Municipal Building.** The location of this building is ideal for a retail or service establishment; being located right next to the Municipal building and associated pedestrian traffic, as well as at the center of town.
- **The Curtis Auto building and site at the east end of town.** This location benefits from fronting on the main street at the edge of the downtown, with plenty of property and easy accessibility to the neighborhood behind it.
- **The Village also has other opportunities for redevelopment with existing buildings, as well as potentially new ones.** Because of the wide streets and sidewalks, additional three-story buildings would be possible without destroying the sense of openness in the downtown.

Some means of encouraging downtown redevelopment are:

- **Placemaking.** One way to help increase the occupancy of the downtown buildings is through placemaking. Placemaking is creating public spaces that draw people to an area. There are many ways to accomplish this, but three ways are through public spaces, public art and green spaces.

- **Public spaces can be any place that is open and accessible to the public.** The Village of Cass City’s downtown has an abundance of public space with the Village’s wide streets and sidewalks. These public spaces lend an air of openness to the downtown and are particularly suitable for celebrations, temporary markets/arts fairs, gardens and other public uses; especially if the Village decides to install medians or otherwise indicate through design that the streets can be shared with pedestrians and shoppers.
- **Art installations in downtown Cass City can also encourage a sense of place.** Sculptures and murals, can greatly accentuate the transportation network and improve the value of a place. Art can be effective for traffic calming and can be used for wayfinding and as gateway attractions. Public green spaces can provide an attraction and gathering spot for people in the downtown. As more people visit downtown Cass City, they will be able to enjoy and support the local businesses.
- **Wayfinding.** Signs are an effective way to welcome, alert, inform and direct users, especially at transition points. Sign branding for downtown Cass City should be used to enhance the character of the downtown and its regional recognition. Distinctive directional signs, monument signs and banners will provide user information and convey a sense of local identity.
- **Low Impact Development.** Low Impact Development (LID) is incorporating green infrastructure into project to manage storm water in an environmentally sensitive way. Utilizing LID strategies during the development design phase can improve water quality and aesthetics, and reduce costs. LID strategies include using permeable pavement, rain gardens, and bio-swales.





### **Existing Conditions**

The area south of M-81 and west of Doerr Road within the Village limits and zoned for general industrial, has both vacant property and existing development that is an outstanding location for new industry.

### **The Village of Cass City Industrial District Objectives**

The Village of Cass City, to proactively enhance the well-being of Village residents, has developed a set of general goals. These goals provide a framework for planning, and implementation is a continuous process tailored to current needs. Village goals supported by the Industrial District include:

- Cluster industries to minimize impacts on less intensive uses, minimize need for utility expansions, and provide for more efficient use of land.
- Encourage the type and amount of industrial operations proved by market analysis, historical performance, consumer desires, and those deemed as overall assets to the community.

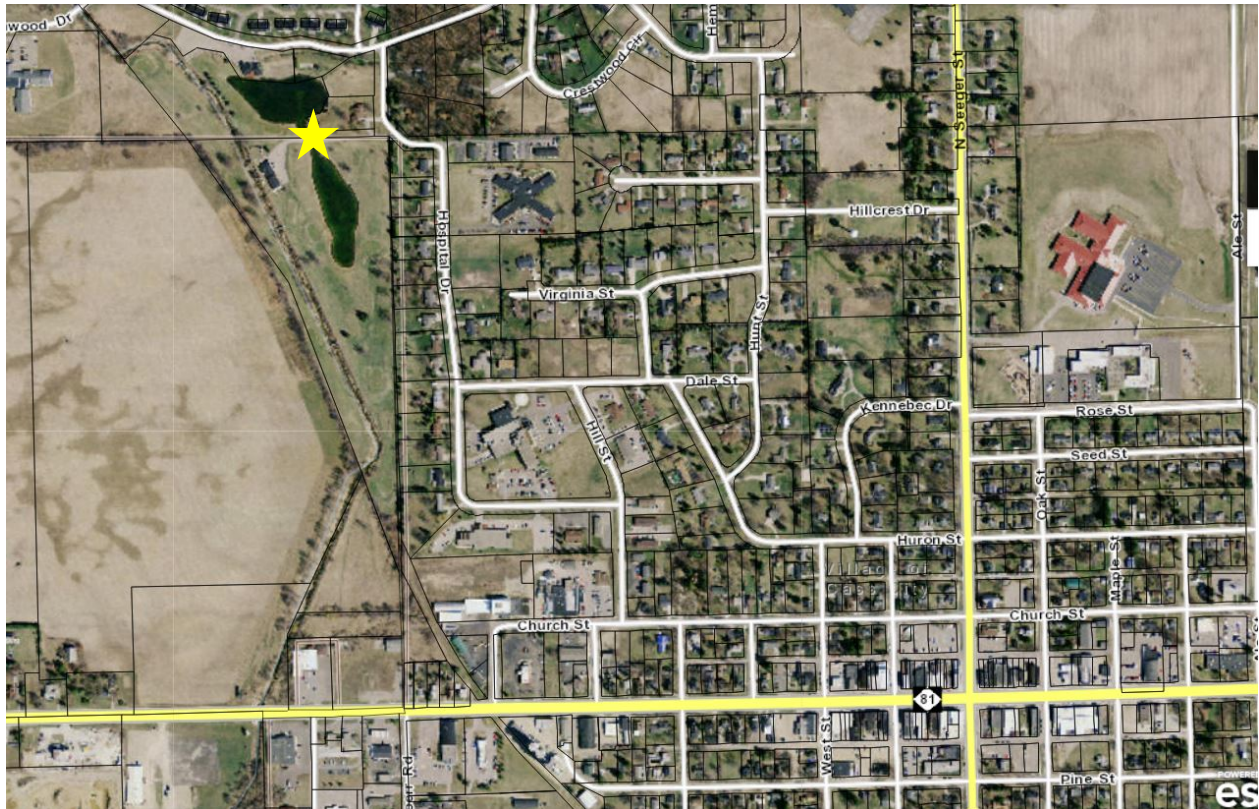
### **Facilitate Infrastructure**

The successful development of the industrial areas of Cass City is dependent on having reliable energy services. Disruption in service can lead to manufacturing shutdowns and delays, preventing businesses from locating in the Village. Cass City is working with DTE to continue to provide sustainable power for the industrial district.

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## GOLF COURSE PROPERTY – HOSPITAL ROAD

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### Existing Conditions

A small golf course / country club lies along Hospital Drive, down the road from Hills and Dales General Hospital and not far from the Village. This property is located within Elkland Township and roughly half lies within the Village. The property has water features, is close to a couple of residential developments, overlooks farm fields and could link with the downtown. The Village could work with the property owner to attract additional potential opportunities.

### Potential Development Opportunities

This site could allow for the expansion of event business opportunities in and around the Village, and could possibly even encourage some agri-tourism. Additional uses along with current golfing could include:

- Events
- Farm to Table dining
- Gazebo/ pavilion rental
- Trails and pathways linking to downtown, the community park and residential areas.

# Future Land Use Plan

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## GROWTH STRATEGY AND SUSTAINABLE DEVELOPMENT

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The Cass City Master Plan is intended to guide the future growth and development for the Village of Cass City. The basis for the development of this new master plan is the Village's desire to allow the community to continue to evolve while maintaining its small-town character. The key to achieving this balance is to encourage sustainable development. Many conventional planning and zoning philosophies have resulted in an undesirable pattern of development consisting of isolated residential developments and strip shopping areas along major thoroughfares. The separation and isolation of these uses has perpetuated our reliance on the automobile for even the most basic daily activities and diminished any sense of community identity.

Sustainable development encourages the integration of uses into compact areas or neighborhoods. The Village of Cass City already has the framework for sustainable development. The commercial and residential areas of Cass City, particularly those close to the central business district, have attributes which can best be defined as small town character. Single family homes with small setbacks from the road, a fully-grown tree canopy in the residential neighborhoods and a downtown with various neighborhood services are some of the characteristics that define the town character of Cass City. Through the orderly expansion of infrastructure, traffic and circulation design, and efficient land use arrangement, the Village can accommodate development well into the twenty-first century and continue to enjoy the small-town character of Cass City.

It is essential to note that while the Village does want to grow, attract new development, and provide a variety of housing options for its residents, it should, in the interest of sustainable, compact development, access to and maintenance of utilities, and good planning principles, concentrate first on the infill of these potential development and redevelopment sites within the existing Village limits.



# Zoning Plan

Per the requirements of Michigan Planning Enabling Act, Public Act 33 of 2008, as amended, below is the Cass City Zoning Plan, which describes the relationship between the Village’s Future Land Use categories and their corresponding zoning districts.

Table 11: Zoning Plan












Future Land Use Category	Corresponding Zoning District
Single Family Residential	Estate Residential, Neighborhood Residential
Single Family Attached Residential	RA-1, One Family Residential RA-1B, One Family Residential RA-2- One Family Residential
Multiple Family Residential	RB, Two Family Residential RC, Multiple Family Residential
Manufactured Home Community	Mobile Home
Downtown Business	B-1 Community Business
General Business	B-2 General Business
Medical District	OS-1 Office Service
Public/Semi-Public	All Districts
Recreation	All Districts
Light Industrial	I-1, Light Industrial
General Industrial	I-2, General Industrial

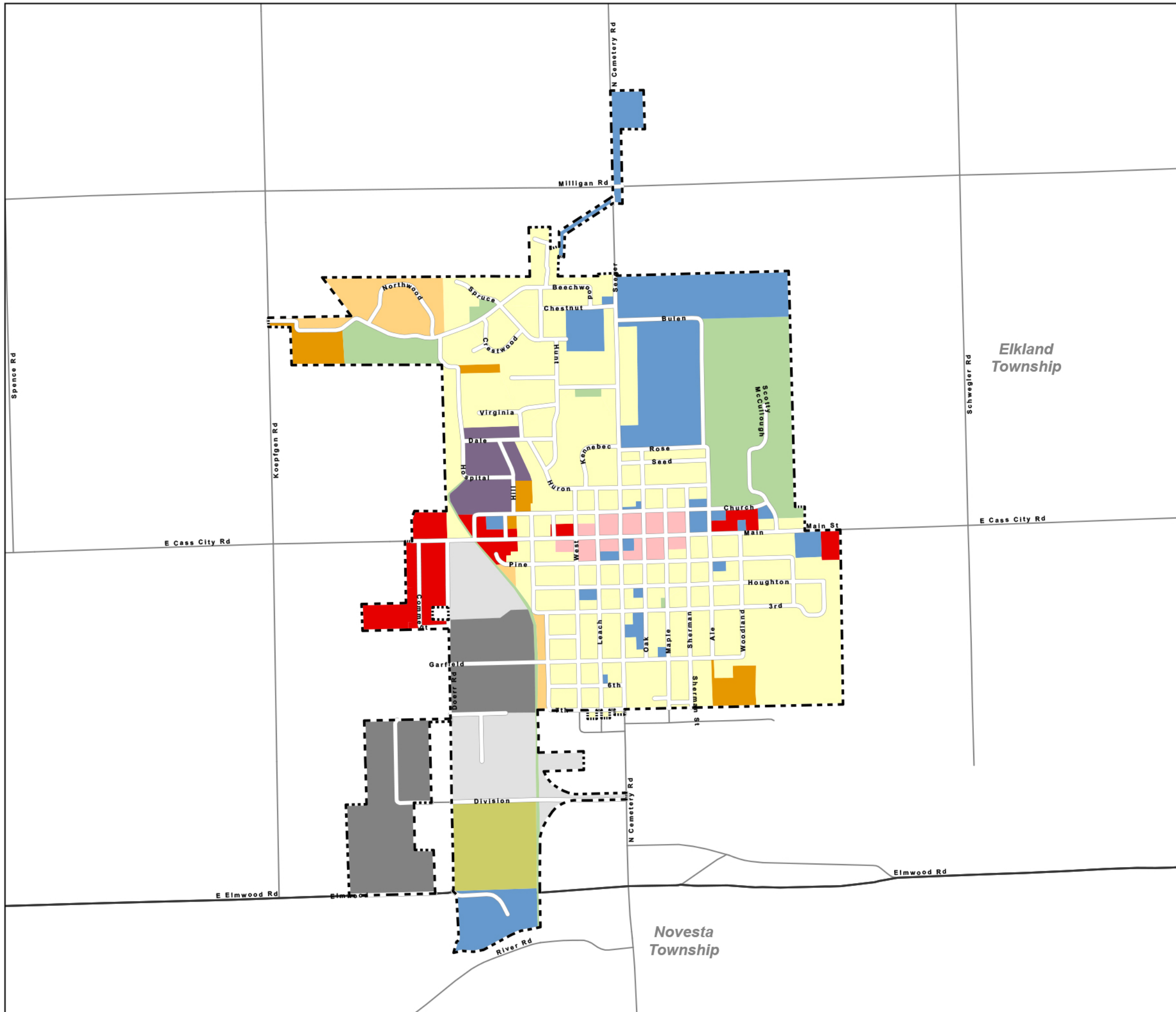


# Future Land Use

Village of Cass City,  
Tuscola County, Michigan

November 1, 2018  
DRAFT

-  Downtown Business
-  General Business
-  General Industrial
-  Light Industrial
-  Manufactured Home Community
-  Medical District
-  Multi-Family Residential
-  Public / Semi-Public
-  Recreation
-  Single-Family Attached Residential
-  Single-Family Residential



Basemap Source: Michigan Geographic Framework, 2018.  
Data Source: Village of Cass City, McKenna, 2018.



## Future Land Use Designation Descriptions

Eleven land use designations are included in this Future Land Use Plan. The description of the planned uses sometimes includes design characteristics and site amenities that have been identified as desirable for future new development and redevelopment – walkability, high quality architectural design and materials, and a greater emphasis on urban form in the public rights-of-way being the main objectives. The design characteristics and site amenities called out for nine of the categories in this Future Land Use Plan invite the creation of Zoning Ordinance regulations or planned unit development agreements to assure the resulting sites will be consistent with the descriptions envisioned in this Master Plan.

**DESIGN  
GUIDELINES**

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**LOT DIMENSIONS**

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**Minimum Lot Area:**  
8,500-12,000 sq. ft.

**Minimum Lot Width:**  
60-80 feet

**Maximum Lot Coverage:**  
35%

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**BUILDING SETBACKS**

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**Front:**  
25-35 feet

**Side:**  
6-10 feet (both sides)

**Rear:**  
35 feet

---

**BUILDING HEIGHT**

---

**Maximum:**  
2 stories  
25 feet

---

**STREET FRONTAGES**

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Front porch / stoop  
Lawn / green space

# Single-Family Residential

**General Characteristics.** The intent is to provide for an environment of predominantly low-density, one-family detached dwellings along with other residentially related facilities which serve the residents of the district. The Single-Family Residential classification is intended to recognize and maintain the older and established residential areas of the Village which were developed with a consistent lot size and development pattern. Grid system subdivision design, architecturally significant homes, and smaller urban lots are typical for this district.

**Land Use Designation.** This district is intended to recognize and maintain the older established residential areas of the Village, which were developed with a consistent lot size and development pattern. The grid system subdivision design, architecturally significant homes, and smaller urban lots are typical for this district. New development should reflect the characteristics of the existing surrounding neighborhoods in terms of lot size, building size, building height, setbacks, etc. New land designated Single-Family Residential is found scattered throughout existing neighborhoods within the Village, but is primarily located in southeast portion of Cass City.

**Building Uses.** Single family detached, farms, municipal buildings, cemeteries, care facility, and accessory buildings.

**Site Design.** Open setbacks, 35 to 50 feet on average from the road, preserve existing vegetation, include street trees in new construction, curb and gutter, sidewalks and front porches should be included.



**DESIGN  
GUIDELINES**

---

**LOT DIMENSIONS**

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**Minimum Lot Area:**  
1,200-6,000 sq. ft.  
dependent on unit type

**Minimum Lot Width:**  
n/a

**Maximum Lot Coverage:**  
30%

---

**BUILDING SETBACKS**

---

**Front:**  
25 feet

**Side:**  
25 feet (both sides)

**Rear:**  
35 feet

---

**BUILDING HEIGHT**

---

**Maximum:**  
2 stories  
25 feet

---

**STREET FRONTAGES**

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Front porch / stoop  
Quality landscaping  
Decorative fences

# Single-Family Attached Residential

**General Characteristics.** Residential housing developed in the form of single-family attached housing, which are single-family residential units that are attached by one common wall. This type of housing tends to be more affordable than detached dwellings and is ideal for seniors and first-time homebuyers.

**Land Use Designation.** The future land use plan recognizes the existing Single-Family Attached Residential development near the northwest corner of the Village. The plan also applies this designation to lands abutting the east side of the non-motorized path, between Pine Street and Seventh Street. Single-family attached dwellings on these lands would benefit from the amenity of the path, while providing a transition between industrial uses and the traditional single-family neighborhoods to the east.

**Building Uses.** Multiple-family dwellings, care facility, and accessory buildings.

**Site Design.** Entrances facing the street, street trees and landscape buffer, curb and gutter, short decorative street fences, on-street parking encouraged.



**DESIGN  
GUIDELINES**

---

**LOT DIMENSIONS**

---

**Minimum Lot Area:**  
1,200-6,000 sq. ft.  
dependent on unit type

**Minimum Lot Width:**  
n/a

**Maximum Lot Coverage:**  
30%

---

**BUILDING SETBACKS**

---

**Front:**  
25 feet

**Side:**  
25 feet (both sides)

**Rear:**  
25 feet

---

**BUILDING HEIGHT**

---

**Maximum:**  
2 stories  
25 feet

---

**STREET FRONTAGES**

---

Front porch / stoop  
Quality landscaping  
Decorative fences

# Multi-Family Residential

**General Characteristics.** The Multi-Family Residential classification is designed to provide sites for multiple-family dwelling structures and related uses which will generally serve as zones of transition between the nonresidential districts and lower density single-family districts. The Multi-Family classification is further provided to serve the limited needs for the apartment type of unit in an otherwise medium density, single-family community.

**Land Use Designation.** Areas designated as Multi-Family were selected based primarily on existing high-density development, close proximity to major thoroughfares, and low impact to streets. Some of the Multi-Family Residential areas on the future land use map are larger complexes while others are larger, single-family residential structures into multiple-family units. Conversely, new areas designated for multiple-family development should only be for undeveloped land areas, not conversion of existing buildings.

**Building Uses.** All uses permitted in the RB district, multi-family dwellings, care facility, and accessory buildings.

**Site Design.** Entrances facing the street, street trees and landscape buffer, curb and gutter, short decorative street fences, on-street parking encouraged.





**DESIGN  
GUIDELINES**

**LOT DIMENSIONS**

**Minimum Lot Area:**  
5,000 sq. ft.

**Minimum Lot Width:**  
n/a

**BUILDING SETBACKS**

**Minimum:**  
10 feet

**Maximum:**  
n/a

**Side:**  
n/a

**Rear:**  
n/a

**BUILDING HEIGHT**

**Maximum:**  
14 feet

**STREET FRONTAGES**

Yards / green space  
Preserved trees and  
landscaping

# Manufactured Home Community

**General Characteristics.** The Manufactured Home Community District Future Land Use Category is intended to accommodate residential development of manufactured (mobile) homes. The MH mobile home zoning district currently in the Village’s zoning ordinance is designed to provide for the appropriate location of and requirements for manufactured (mobile) home parks. Manufactured home parks possess characteristics of site development, use and density which are unique. Such characteristics are more intensive than those of one-family residential districts and, therefore, manufactured home parks are treated as a distinct zoning district.

**Land Use Designation.** This designation recognizes the existing manufactured home communities in the south part of Cass City. This type of residential development generally contains eight dwelling units per acre. These areas are intended to serve as transitions between industrial development and other areas of the Village. The existing manufactured home sites, which occupy less than 4% of the Village, are the only locations identified as appropriate for manufactured home parks. These parks currently have a number of vacancies that will continue to provide manufactured home units as a housing option.

**Building Uses.** Manufactured (Mobile) homes, manufactured (Mobile) home management building, utility building, community building for accessory uses, recreation facilities, accessory structures.

**Site Design.** Streets in mobile home parks should resemble streets in other neighborhoods as closely as possible. Streets should have a safe, high-quality design and should have sidewalks. Connections to parks and recreation amenities and bicycling and walking paths are encouraged.



**DESIGN  
GUIDELINES**

**LOT DIMENSIONS**

**Minimum Lot Area:**  
n/a

**Minimum Lot Width:**  
n/a

**BUILDING SETBACKS**

**Front:**  
20 feet

**Side:**  
15 feet (both sides)

**Rear:**  
20 feet

**BUILDING HEIGHT**

**Maximum:**  
30 feet

**STREET FRONTAGES**

- Welcoming office entrances
- Front porch / archway
- Lawn / green space
- Landscaped buffering

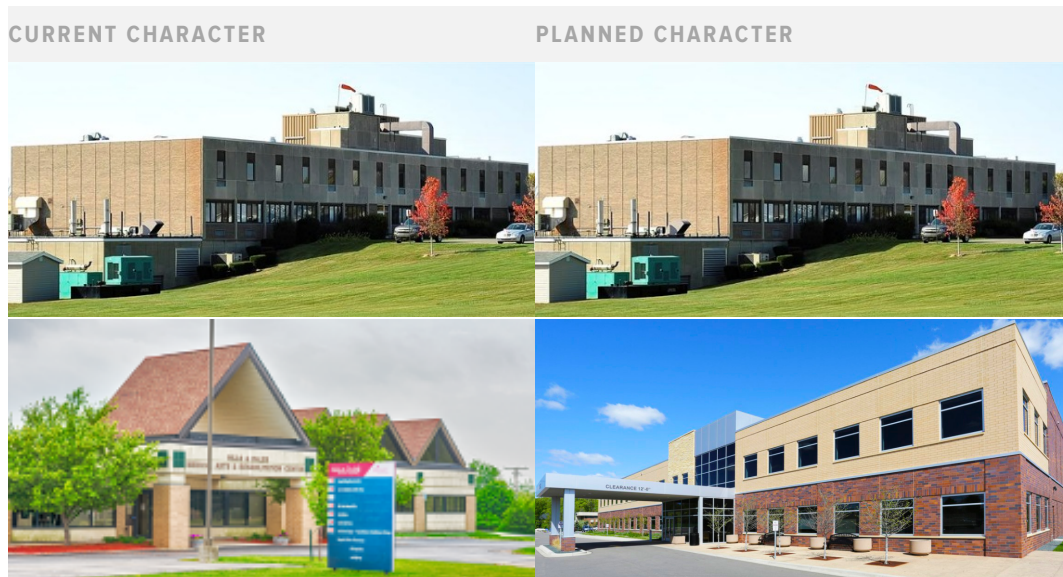
# Medical District

**General Characteristics.** This designation affects several parcels fronting on Church Street that are currently occupied by commercial and warehouse uses. While the uses are expected to continue in the foreseeable future, their redevelopment for health care uses would represent a logical expansion of the medical area.

**Land Use Designation.** This designation recognizes the prominence of the Hills and Dales General Hospital and the medical-related uses that have developed in proximity to this facility.

**Building Uses.** Uses encouraged in this area will include the hospital, nursing homes, extended care facilities, health clinics, therapy and other treatment uses, medical offices, childcare facilities, optical facilities, and other health care related services.

**Site Design.** Sidewalks, pedestrian scale lighting, benches, curb and gutter, trash receptacles, street trees, on street parallel parking encouraged. Off street parking should be located at side or rear of buildings. New development in these areas must provide adequate screening and buffering from surrounding uses. A minimal number of curb cuts or access points to these facilities should be encouraged.



**DESIGN  
GUIDELINES**

**LOT DIMENSIONS**

**Minimum Lot Area:**  
n/a

**Minimum Lot Width:**  
n/a

**BUILDING SETBACKS**

**Front:**  
n/a

**Side:**  
n/a

**Rear:**  
20 feet

**BUILDING HEIGHT**

**Minimum:**  
30 feet

**STREET FRONTAGES**

- Retail storefronts
- Windows and displays
- Awnings and canopies
- Outdoor patio / seating areas

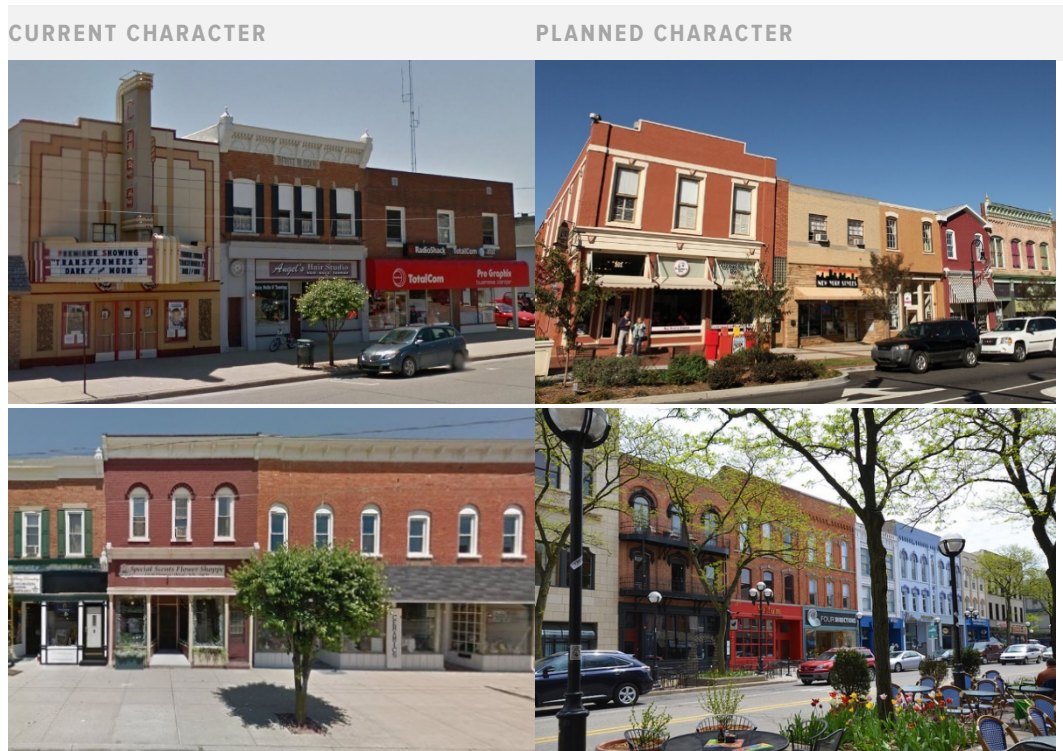
# Downtown Business

**General Characteristics.** The Downtown Business District is designed to meet the day-to-day convenience for shopping and service needs of persons residing in adjacent residential areas. The Downtown Business District is comprised of a blend of retail, office, and service establishments. This district is focused on entertainment, specialty retailing, small offices and government buildings. Residential uses are appropriate on the second and third stories of buildings as they will help create activity after the businesses close. Higher site design standards should be implemented in the Downtown Business District as it is the focal point of the Village.

**Land Use Designation.** The Downtown classification is intended for a blend of retail, office, and service establishments. The focus of this district should be entertainment, specialty retailing, small offices, and government buildings. Residential uses also fit into this mixture of uses, on second and third stories, to help create activity after the businesses have closed. Higher site design standards should be implemented for this district because it is a strong focal point for the Village.

**Building Uses.** Retail businesses, personal service establishments, laundry/ dry cleaning establishments, business establishments, professional services, business schools, private clubs, restaurants, hotels, theaters, mortuaries, governmental office buildings, off-street parking lots, rehabilitation centers. High percentage of front facade dominated by windows, upper floors are permitted for residential uses.

**Site Design.** Buildings along front property line, sidewalks, pedestrian scale lighting, benches, curb and gutter, trash receptacles, street trees, on street parallel parking is encouraged and should be consistent in appearance throughout the district. Canopy, projecting, or window signs should be encouraged. Large, freestanding signs should be discouraged.



**DESIGN  
GUIDELINES**

**LOT DIMENSIONS**

**Minimum Lot Area:**  
n/a

**Minimum Lot Width:**  
n/a

**BUILDING SETBACKS**

**Front:**  
30 feet

**Side:**  
n/a

**Rear:**  
20 feet

**BUILDING HEIGHT**

**Maximum:**  
40 feet

**STREET FRONTAGES**

- Retail storefronts
- Windows and displays
- Awnings and canopies
- Outdoor patio / seating areas
- Landscape buffering

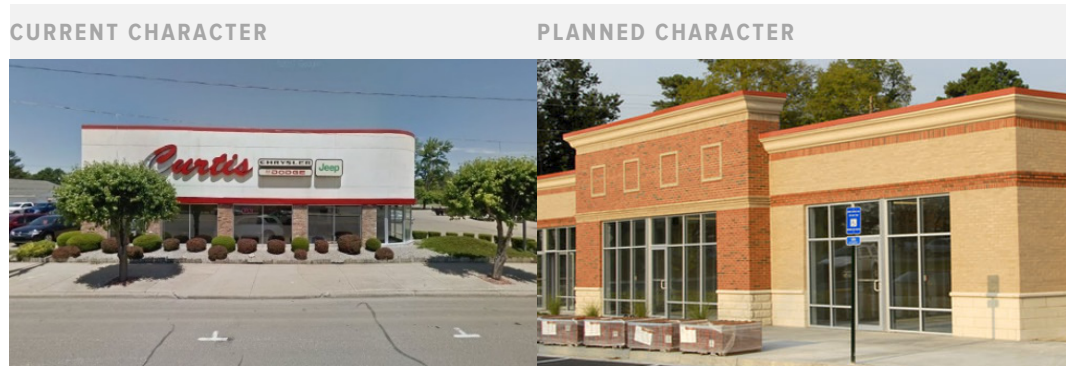
# General Business

**General Characteristics.** The General Business District is designed to provide sites for more diversified business types which would often be incompatible with the pedestrian movement in the downtown business district. The General Business District is comprised of businesses that serve Cass City and the community at large. Because of the large scale and variety of permitted commercial uses, these areas generate significant volumes of vehicular traffic.

**Land Use Designation.** This district is intended to serve the commercial needs of the motoring public. Due to the large scale and variety of permitted commercial uses, these areas generate significant volumes of vehicular traffic. Therefore, the key design issue with these sites is safe and efficient access management and circulation. There may be some outdoor sales or display areas. These districts are intended to be clustered, rather than allowed to create an undesirable commercial strip pattern of development and should be buffered from nearby residential areas.

**Building Uses.** Any building uses permitted in B-1, farm equipment sales, dancehall, auto wash, tire sales, bus passenger stations, gardening supplies sales, laundry/ dry cleaning establishments, lawn mower sales, new and used car sales, carryout restaurant, publicly owned buildings, accessory structures. General Business also includes heavier and more space extensive commercial uses such as larger commercial establishments. This could include auto dealerships, home improvement centers, storage facilities, and truck rental establishments.

**Site Design.** Entrances facing the street, street trees and landscape buffer (lawn area), curb and gutter, on-street parking encouraged. New development in these areas must provide adequate screening and buffering from surrounding uses.



**DESIGN  
GUIDELINES**

**LOT DIMENSIONS**

**Minimum Lot Area:**  
n/a

**Minimum Lot Width:**  
n/a

**BUILDING SETBACKS**

**Front:**  
50 feet

**Side:**  
20 feet

**Rear:**  
40 feet

**BUILDING HEIGHT**

**Maximum:**  
30 feet

**STREET FRONTAGES**

- Lawn / green space
- Trees
- Landscape buffering

# Light Industrial

**General Characteristics.** The Light Industrial District is designed to accommodate wholesale activities, warehouses and industrial operations of which the external, physical effects are restricted to the area of the district and in no manner affect any of the surrounding districts. The district is structured to permit the manufacturing, compounding, processing, packaging, assembly or treatment of finished or semi-finished products from previously prepared material. It is further intended that the processing of raw material for shipment in bulk form, to be used in an industrial operation at another location, not be permitted. The general goals of this I-1 use district include, among others, the following specific purposes:

- (1) To provide sufficient space, in appropriate locations, to meet the needs of the village's expected future economy for all types of manufacturing and related uses.
- (2) To protect abutting residential districts by separating them from manufacturing activities, and by prohibiting the use of such industrial areas for new residential development
- (3) To promote manufacturing development which is free from danger of fire, explosions, toxic and noxious matter, radiation, and other hazards, and from offensive noise, vibration, smoke, odor and other objectionable influences.
- (4) To protect the character and established pattern of adjacent development, and in each area to conserve the value of land and buildings and other structures, and to protect the village's tax revenue.

**Land Use Designation.** The Light Industrial District predicts that current industrial areas will remain industrial and will expand along Doerr and Division Roads. Development and redevelopment of these areas should minimize impacts and create attractive businesses.

**Building Uses.** Warehousing, manufacturing facilities, laboratories, dry cleaning plants, public utility buildings.

**Site Design.** Deep setbacks provide distance between industrial uses from adjacent uses and public right of ways. Additionally, thorough landscaping shall be provided to screen uses from public view.



## DESIGN GUIDELINES

### LOT DIMENSIONS

**Minimum Lot Area:**  
n/a

**Minimum Lot Width:**  
n/a

### BUILDING SETBACKS

**Front:**  
100 feet

**Side:**  
30 feet

**Rear:**  
50 feet

### BUILDING HEIGHT

**Maximum:**  
40 feet

### STREET FRONTAGES

Lawn / green space  
Trees  
Landscape buffering

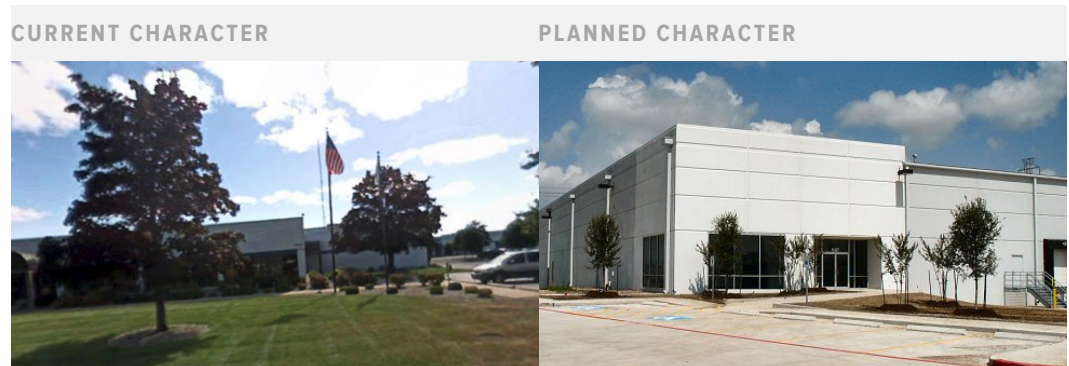
# General Industrial

**General Characteristics.** The General Industrial District is designed primarily for manufacturing, assembling and fabrication activities including large scale or specialized industrial operations of which the external physical effects will be felt to some degree by surrounding districts. The district is structured to permit the manufacturing, processing and compounding of semi-finished or finished products from raw materials as well as from previously prepared material. The General Industrial District will promote the continued development of industrial uses including research, wholesale, warehouse activities, and operations which manufacture, compound, process, package and assemble products from previously prepared material.

**Land Use Designation.** The General Industrial District is in the southwestern quadrant of Cass City. It's located along Doerr road between Garfield Ave and Schell Street. There is also a general industrial district located to the west of Doerr and south of Schell Street.

**Building Uses.** Any uses permitted in the I-1 district, power generating plants, garbage incinerators, steel furnace mill, metal manufacturing, petroleum storage, lumber mills, and accessory buildings.

**Site Design.** Deep setbacks provide distance between industrial uses from adjacent uses and public right of ways. The expansion of existing businesses and new developments should be designed to mitigate the impacts of intense uses through both architectural and landscaping enhancements, including screening of outdoor activities.



## Future Land Use Totals by Category

In this section, the future land use designations are presented by sub-area, with the sum and percentage total acres planned for each being shown. The largest planned land use categories by sub-area are:

Table 12: Future Land Use – Village of Cass City, MI

Future Land Use Category	Sum Acres	% Acres
Single-Family Residential	463.97	41.54%
Single-Family Attached Residential	39.82	3.57%
Multiple-Family Residential	24.71	2.21%
Manufactured Home Community	38.63	3.46%
Downtown Business	26.19	2.35%
General Business	47.33	4.24%
Medical District	26.96	2.41%
Public/Semi-Public	153.44	13.74%
Recreation	116.76	10.45%
Light Industrial	71.43	6.40%
General Industrial	107.58	9.63%
<b>Total</b>		<b>100.00%</b>

# Transportation

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## NON-MOTORIZED TRAVEL OPPORTUNITIES

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Stronger efforts are needed to accommodate non-motorized travel, by constructing and linking sidewalks, bike paths, and greenways throughout the Village. All new developments should include sidewalks that connect to existing sidewalks. These opportunities could lessen automobile use and raise the quality of life for residents. A non-motorized pathway should connect the Cass City Municipal Park to Main Street and the Cass River.

## COMPLETE STREETS

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The Federal Highway Administration (FHWA) Guidance (2000) stated that walking and bicycling facilities may be incorporated into some transportation projects. The creation and maintenance of facilities that effectively accommodate non-motorized travel can reduce the risk of injury by up to 30%.

Complete Streets is an inclusive context sensitive design framework and infrastructure that enables safe and convenient access for transportation users of all ages and disabilities, including pedestrians, bicyclists, transit riders, and motor vehicle drivers. Complete Streets are achieved when transportation agencies routinely plan, design, construct, re-construct, operate, and maintain the transportation network to improve travel conditions for bicyclists, pedestrians, transit, and freight in a manner consistent with, and supportive of, the surrounding community. Development of pedestrian, bicycle, and transit infrastructure offers long term cost savings and opportunities to create safe and convenient non-motorized travel.

Streets that support and invite multiple uses, including safe, active, and ample space for pedestrians, bicycles, and transit are more conducive to the public life and efficient movement of people than streets designed primarily to move automobiles. Increasing active transportation (e.g., walking, bicycling and using public transportation) offers the potential for improved public health, improved recreational and social activities, economic development, a cleaner environment, reduced transportation costs, enhanced community connections, social equity, and more livable communities.

The Michigan Legislature has passed Complete Streets legislation through Public Acts 134 & 135 that requires the Michigan Department of Transportation (MDOT) to consider all users in transportation-related projects and work with residents, townships, cities, and villages to include planning for Complete Streets in their transportation programming. Cass City should encourage the Tuscola County Road Commission, other local road agencies, and other contracted agents in the county responsible for the construction or reconstruction of transportation facilities to do so in accordance with Complete Streets and Safe Routes to School principles. Cass City supports the adoption of Complete Streets policies and practices that consider all users in transportation related projects and recognizes the importance of street infrastructure and landscaping and modifications such as sidewalks, crosswalks, shared use paths, bicycle lanes, signage, synchronized signals and accessible curb ramps that enable safe, convenient and comfortable travel for all users.



# Implementation

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## GETTING STARTED

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This chapter of the Plan presents tools and techniques that citizens, community leaders, and Village staff can use to implement the land use plan. These implementation measures are workable if there are people in the community with vision and tenacity who are willing to invest the time and effort required to make them work. Community improvement requires a compelling vision; persistence; the flexibility needed to respond to changing needs, opportunities, and circumstances; and an ability to achieve consensus.

The tools and techniques identified in this chapter are capable of being implemented under current enabling legislation. Legislation has been proposed in recent years that would give communities additional tools to implement land use recommendations, such as, regional impact coordination, impact fees, and tax incentives. Inasmuch as adoption of any such new legislation is uncertain, this chapter focuses on the tools that are available under current law.

## POLICY AND PROGRAMMING

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### **Public Information and Education**

The success of the Master Plan depends to a great extent on efforts to inform and educate citizens about the Plan and the need for regulatory measures to implement the Plan. Successful implementation requires the support and active participation of residents, property owners, and business owners. A thoughtfully prepared public education program is needed that creates a sense of ownership by Village residents.

For example, a series of hearings entirely dedicated to the Master Plan before the Planning Commission will enable the public to review and comment on the plan. A joint workshop should be conducted by the Village Council and Planning Commission to discuss the implementation of this plan. Public input at this point should be focused on implementation, not revising the content. The hearing at which the adoption is scheduled should be well publicized to promote as much attendance as possible. Upon adoption of this plan, a second joint workshop should be conducted to update the residents as to the direction the Village will take towards its future. Substantial advertisement is essential to draw residents to the meetings. The Village must continuously keep its residents updated on progress of the plan. Citizens, business groups, and public agencies must all be involved in the implementation of this plan to make it successful.

### **Condensed Brochure**

The Village can produce a more reader-friendly form of the Plan. Most individuals will not take the time to read a one-hundred-plus page document. However, a small brochure with reduced versions of the Future Land Use Map combined with condensed versions of the Goals and Objectives and Implementation Plan sections would make an attractive alternative. These brochures could be distributed to individuals at Village Hall, on the website, or even mailed to residents and businesses in Cass City.

## Maintaining the Plan

Another way for the general public to stay informed about the Master Plan is to keep the Planning Commission and Village Council actively involved in maintaining it. The Plan should be an active document and continually reviewed and updated. An annual, joint meeting between the Commission and Board is very helpful for reviewing the Plan and any amendments that may have become necessary. This will help ensure that the Plan is not forgotten, and that its strategies and recommendations are implemented. Then, every five years or earlier if the Commission feels appropriate; another full-scale Master Planning effort should be undertaken. These steps will not only help keep the public aware of the Plan, but they will also make certain the plan remains a useful document for ensuring the quality of life in the community.

# Administrative Actions

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## COOPERATION BETWEEN UNITS OF GOVERNMENT

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Implementation will require cooperation between governmental units. Maximum impact will be achieved with the Village cooperating with other units of government and agencies. For example, road improvements will affect quality of life, but decisions regarding some Village roads are made by the Tuscola County Road Commission and Michigan Department of Transportation. It is advantageous if other agencies are aware of the Village's land use planning objectives.

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## LEAN ZONING

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Lean Zoning is a concept of encouraging desirable development by streamlining processes, enhancing understanding and focusing on fewer and simpler rules for walkable neighborhoods and downtowns. The Village can promote Lean Zoning practices by reviewing the development process and identifying requirements that may delay or increase the cost of doing business in the Village. For instance, the Village could develop a set of criteria for development in the Town Center that when met, could reduce the number of meetings required for approval. Another option is that the required information for the reuse of an existing building may be simplified, clarified and/or reduced.

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## PRE-APPLICATION CONFERENCES

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A pre-application conference consists of a meeting between a prospective developer or redeveloper of property and Village representatives. During the meeting, the developer asks Village staff their opinion on the approach being pursued, the style of architecture, building materials, general site layout, etc. Village staff provides preliminary comments, and would have the opportunity to inform a prospective developer how such a proposal would be received by Village officials and the general community. Pre-application conferences can often help move projects through the development process much more smoothly, and permit a prospective developer to know when a proposal should be pursued, modified, or removed from consideration. In the long run, pre-application conferences can save everyone time and money.

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## PUBLIC ENGAGEMENT

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Public engagement is a way to gather meaningful, informed, actionable data from the community. It provides an opportunity for the government to build trust with the public. As technology changes, new methods of

communication provide decision makers with low-cost, far-reaching ways of soliciting input. Social Media such as Facebook and Twitter can be utilized to seek meaningful input during the development phase of projects to identify potential issues and adjust plans accordingly.

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## VILLAGE BEAUTIFICATION

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### **Public Art**

Public art can have a great impact on a community. It can create attachment and pride in one's community. Public art can act as an economic driver by providing employment for local artist and acting as a center for culture and tourism.

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## ESTABLISHING PRIORITIES

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The Master Plan contains a multitude of recommendations. There may be insufficient staff or volunteer support to implement all the recommendations in a carefully planned, deliberate manner. Consequently, a process for establishing priorities must be established as soon as the Master Plan is adopted. Participants involved in setting priorities should include Village department heads and appropriate staff, the Planning Commission, and other Village officials who should be involved in implementation of the Plan.

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## VACANT NONRESIDENTIAL BUILDINGS POLICY

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Over the past several years, communities across Michigan have dealt with large retail and industrial buildings that sit vacant without much activity. These vacant buildings can impact the economic viability of the community as they appeal to the Michigan Tax Tribunal to have their tax assessments cut by 50 percent. The Village should develop a strategy to address these properties before they become a problem. During the development phase, reuse opportunities should be taken into consideration as part of the design of the building. Code enforcement strategies should be developed to prevent existing buildings from becoming an eyesore and attractive nuisance.

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## REDEVELOPMENT READY COMMUNITIES PROGRAM

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According to the Michigan Economic Development Corporation, the Redevelopment Ready Communities (RRC) program measures and certifies communities that integrate transparency, predictability and efficiency into their development practices with the goal of realizing a community-supported redevelopment vision that is inviting to investors. The RRC has developed a set of Best Practices for communities to follow to build a clear and transparent development process. The six RRC Best Practices include:

- Community Plans and Public Outreach
- Zoning Regulations
- Development Review Process
- Recruitment and Education
- Redevelopment Ready Sites
- Community Prosperity

The RRC program may make the Village more attractive for investors and help stimulate development.

# Land Use Controls

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## ZONING REGULATIONS

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Zoning is the primary regulatory tool used by the Village to implement the Master Plan. Zoning regulations and procedures should be amended to reflect the recommendations identified in this plan.

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## CONVENTIONAL ZONING PROCEDURES

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### **Rezoning to Implement the Master Plan**

The land use classifications on the Future Land Use Map provide the basis for evaluating future rezoning requests. Zoning actions that are consistent with the Future Land Use Map usually receive deferential and favorable judicial review if challenged. The Master Plan should be the principal source of information in the investigation of all rezoning requests. The Village may initiate rezonings necessary to place land in conformance with the Future Land Use Map, or they may wait for property owners to come forward.

### **Planned Development**

Planned development involves the use of special zoning requirements and review procedures that provide design and regulatory flexibility, to encourage innovation in land use planning and design. Planned developments should achieve a higher quality of development than might otherwise be possible. Continued use of planned development is recommended to achieve development in accordance with the goals and objectives of this Plan.

Planned development can be used as the regulatory tool to permit open space zoning or cluster development and to facilitate mixed use development in the Downtown area.

### **Performance Standards**

Rather than simply regulate development based on dimensional standards, many communities are establishing performance standards to regulate development based on the permissible effects or impacts of a proposed use. Performance standards should be used to supplement conventional zoning standards. Performance standards can be developed to regulate noise, dust, vibration, odor, glare and heat, safety hazards, and environmental impacts such as air and water pollution. The complexity of the performance standards should be based in part on the capacity of Village staff to administer the standards.

Performance standards can be particularly useful in achieving environmental and resource protection goals. If based on a strong body of research, standards can be developed that relate to critical environmental areas (such as floodplains, wetlands, lakes, woodlands, groundwater recharge areas, and unique wildlife habitats), and natural resource areas (such as forest lands).

### **Incentive Zoning**

Incentive zoning allows a developer to exceed the dimensional limitations in the Zoning Ordinance if the developer agrees to fulfill conditions specified in the Ordinance. Incentive zoning should be considered to promote innovative land planning techniques identified in the Plan. For example, a possible increase in density can be used as an incentive for developments that implement open space zoning standards.

### **Nonconforming Uses**

The Michigan Zoning Enabling Act of 2006, allows the creation of different classes of nonconforming uses. This allows a community to create a preferred class of nonconforming uses that meet a defined set of criteria. The Village should consider amending the zoning ordinance to allow a preferred class of nonconforming uses. These uses would then be treated as an allowed use, granting them the ability to update and maintain their property in a manner beneficial to the Village.

### **Transitional Use Zoning**

When a zoning district with less intensive use is adjacent to a similar, but more intensive use zoning district, it may be appropriate to allow more intensive uses under certain circumstances. The Village should review the allowed uses in their zoning districts, determine if transitional use zoning is appropriate, and develop criteria for their approval.

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## **INNOVATIVE ZONING TECHNIQUES**

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### **Overlay Zoning**

Overlay zoning allows the Village to impose a new set of regulations on a special area within an existing zoning district. In an area where an overlay zone is established, the property is placed simultaneously in the two zones, and the property may be developed only under the applicable conditions and requirements of both zones. Thus, the overlay district regulations supplement the regulations of the underlying zoning district. Overlay zoning has been used in other communities to address special conditions and features, such as historic areas, wetlands, and other environmentally sensitive areas, without disrupting the underlying zoning plan.

### **Development Agreement**

Although there is no explicit legislative authority for such agreements, many Michigan communities have used development agreements to achieve a mutual understanding between the developer and Village concerning the conditions under which development can occur. Development agreements are often negotiated as part of a planned development approval, allowing the community and developer to address complex issues that cannot be adequately addressed on a typical site plan. Development agreements might prove useful to achieve desired developments, especially if or when a mixed-use development is proposed.

### **Complete Streets**

A Complete Streets Plan addresses all facets of the transportation system in the Village including roads, bicycle ways, pedestrian ways, public transportation, railroads, and freight facilities and routes. It describes the extent and character of the transportation system and its interconnections considering all legal users of the right of way. It can also address specific “fixes” for greater walkability and bikeability.

### **Low Impact Development**

Low Impact Development (LID) is incorporating green infrastructure into project to manage storm water in an environmentally sensitive way. Utilizing LID strategies during the development design phase can improve water quality and aesthetics, and reduce costs. LID strategies include using permeable pavement, rain gardens, and bio-swales. The Village may wish to amend the zoning ordinance to encourage Low Impact Development strategies.

# Funding / Tools

Successful implementation of the Master Plan will depend on the ability of the Village to secure necessary financing. Besides the general fund, the following sources of revenue are available to the Village:

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## CAPITAL IMPROVEMENT PROGRAM

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The CIP lists recommended improvements, timing, estimated costs, and funding for infrastructure (streets, bikeways, sidewalks, sanitary sewers, waterlines, storm sewers, and drainage) and community facilities (public buildings, fire, police, and parks). Capital projects should be identified, prioritized, and constructed to help support and promote desired development, and to meet the needs of residents and businesses already in the Village.

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## DEDICATED MILLAGE

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Special millages can be used to generate revenues for a specific purpose. For example, one Michigan community has a special land acquisition fund that is supported by a one-quarter mill property tax. A land acquisition fund would be a useful tool to promote open space preservation in the Village or assemble property for redevelopment. Millages can also be used to generate funds for capital improvements. Finally, a sidewalk millage could be used to address sidewalk gaps and streetscape improvements within the Village.

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## SPECIAL ASSESSMENTS

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Special assessments are compulsory contributions collected from the owners of property benefitted by specific public improvements (paving, drainage improvements, etc.) to defray the costs of such improvements. Special assessments are apportioned according to the assumed benefits to the property affected. Special assessment funding might prove useful to implement some of the recommendations for Downtown and adjacent commercial corridors. Special assessments are also useful in upgrading street lighting in residential areas, and street trees and streetscaping in highly visible areas. The most important point regarding special assessments to keep in mind is that they must be supported by those in the area of the assessment, or they are doomed to failure. Therefore, before a special assessment is presented to the public, it must be well thought out, and the benefits versus costs well demonstrated.

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## BOND PROGRAMS

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Bonds are one of the principal sources of financing used by communities to pay for capital improvements. General obligation bonds are issued for specific community project and are paid off by the general public through property tax revenues. Revenue bonds are issued for construction of projects that generate revenues. The bonds are then retired using income generated by the project (for example, water and sewer service charges). While bonding is a very common method of funding projects, it is important to remember that this is long-term debt, and that it is dependent on the growth in the tax base. Therefore, it is essential that property values are protected, and that the reputation of the community is well maintained to keep its bonds an attractive investment. It is also important to know how much debt a community can realistically afford. If a community is too heavily committed to paying off debt, its credit rating can be damaged. Bonds are useful; however, their use should be balanced with the other methods of funding available to a community.

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## TAX INCREMENT FINANCING

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Tax increment financing is authorized by the Downtown Development Authority Act, Neighborhood Authority Act, Corridor Improvement Act, and the Local Development Finance Authority Act. When a tax increment finance district is established, the state equalized value of all properties in the district is recorded. Every year thereafter, the property tax revenue generated by any increase in the total state equalized value is "captured" by the authority to finance the improvements set forth in a development plan. Often, revenue bonds are issued to finance the improvements, and the tax increment revenues are used to repay the bonds.

## MDNR Recreation Grant Programs

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### LAND AND WATER CONSERVATION FUND

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The Land and Water Conservation Fund Program is a Bureau of Outdoor Recreation Program administered by the Michigan Department of Natural Resources (MDNR). The LWCF Program provides matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities. The program is intended to create and maintain a nationwide legacy of high-quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the United States. Funds to local governments are provided on a 50/50 basis.

### MICHIGAN NATURAL RESOURCES TRUST FUND

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This grant program was established by the Kammer Recreational Land Trust Fund Act (PA 204 of 1976) and uses revenues from oil and gas wells for acquisition and development of recreational lands on a 75/25 match basis. The MNRTF provides for natural resource protection and outdoor recreation. By law, no more than 25 percent of the Trust Fund revenues available for appropriation each year can be used for development, therefore the majority of funding is allocated for acquisition projects.

### MICHIGAN RECREATION GRANT PASSPORT PROGRAM

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This grant program was established by PA 32 of 2010 to be used for the development of public recreation facilities for local units of government. Money for this fund is derived from the sale of the Recreation Passport which replaces the resident Motor Vehicle Permit (MVP) — or window sticker — for state park entrance. The minimum grant amount is \$7,500 and the maximum grant amount is \$150,000.

### COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG)

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CDBG's can be used for numerous community improvement projects in addition to housing rehabilitation. Criteria, however, require that they be used primarily to improve housing opportunities, and recreational and social opportunities for distressed portions of the community. CDBG funds can also be used for community economic development. Therefore, those areas of Cass City where the lower income households live should be identified and targeted for projects needed to improve conditions in those areas. Small area neighborhood plans would aid in identifying what types of projects would benefit areas in decline to stabilize

those areas, and permit them to reverse the conditions which are negatively impacting them. By using CDBG funds in distressed portions of the community, funds that would have been spent in completing those improvements are freed up to be used elsewhere. Therefore, while the residents of a distressed portion of the community benefit directly from the CDBG program, the Village in general benefits by having funds that would have been spent available for other improvements.

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## DONATIONS/ FOUNDATIONS

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Businesses, corporations, private clubs and community organizations will often contribute to recreation and other improvement programs to benefit communities. Private sector contributions may be in the form of monetary contributions, the donation of land, the provision of volunteer services, or the contribution of equipment or facilities.

A foundation is a special non-profit legal entity that is established as a mechanism through which land, cash, and securities can be donated for the benefit of parks and recreation services.

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## LEASE OR CONTRACTUAL AGREEMENTS.

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Contracts with private entrepreneurs to provide services at Village owned park facilities, such as recreation programming, food service, or facility maintenance should be considered. Typically, the privatization of services can increase recreation opportunities available to residents, while minimizing the Village's administrative costs.



# Action Plan

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## INTRODUCTION

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This section presents tools and techniques that residents, community leaders, and Village staff can use to implement this Master Plan. These implementation measures are workable if there are people in the community with vision and commitment who are willing to invest time and effort required to make them work. The tools and techniques identified herein are available for use by Michigan communities under current enabling legislation. This section also provides specific recommendations for implementing certain strategies set forth previously.

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## ACTION PLAN

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The Cass City Master Plan and its goals and objectives recommend a future vision for the community. This vision is to build upon Cass City's existing assets and make the most of opportunities that can attract new development and residents to the community while protecting the Village's natural beauty and resources. To put it simply, the plan for Cass City is to create an economically, socially, and environmentally sustainable community where people want to live, work, visit and play.

The goals and objectives of this plan should be reviewed often and be considered in decision making by the Village. Successful implementation of this plan will be the result of actions taken by elected and appointed officials, Village staff, the Downtown Development Authority, the Planning Commission, public agencies, and private residents and organizations.

This section identifies and describes actions and tools available to implement the vision created in this Plan. The tables on the following pages present a detailed summary of all the recommended implementation activities, including partners for completing the activity, and available funding resources for each activity.

# Implementation Matrices

The charts on the following page summarize the recommended actions and strategies for Cass City. The charts present a detailed summary of all the recommended implementation activities, the responsible parties for completing the action and available funding resources for each activity.

## KEY

Priority		Timeframe	
Most Important	A	1 – 5 Years	A
Very Important	B	6 – 10 Years	B
Important	C	Ongoing	C
		As Available	D

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## COLLABORATION

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Collaboration with others is a key priority for the Village, especially in regards to the redevelopment of its corridors and transportation projects as such developments impact the larger region. Regional planning efforts at the State and County level are particularly important to consider in conjunction with Village efforts. For this reason, an additional column is added to each implementation matrix which, when marked with an “X”, indicates that the project should be a joint planning effort and accomplished with other entities.

## Land Use

The Village will contain an appropriate mixture of residential, commercial, and industrial uses while maintaining the small-town character that makes Cass City unique and a great place to live.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Review site plans, land use, and zoning changes of proposed development projects to ensure that adjacent land uses of the Village are not adversely affected.	A	A			
Utilize buffer areas to separate incompatible land uses, such as commercial and residential uses, to limit potential land use conflicts.	A	A			
Control development densities and locations through updated zoning districts and regulations based on the future land use plan.	A	A			
Establish site and building design guidelines to ensure that new development is of a high quality, both in appearance and function.	A	A			
Provide an appropriate mix of businesses, including industrial, commercial, and office uses that provide employment opportunities and a sound tax base for the Village.	A	C			
Direct intensive development to areas where similar uses exist to ensure that the character of residential neighborhoods and quality of environmental features will not be compromised.	A	C			
Promote the development of local businesses that reflect the small-town character of Cass City, meet the daily needs of Village residents, and are of a size that is in scale with other uses in the vicinity.	A	C			●
Maintain the balance between commercial, industrial, and residential land uses in an effort to create distinct and attractive districts, which will serve the needs of each use.	A	C			

# Transportation

Cass City will offer a safe, well-managed transportation network that accommodates current and future needs of the community while preserving the character of the Village.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Require road connections between residential areas to ensure new development supports an integrated road system, avoiding detached clusters of housing along collector routes.	B	D	●	●	●
Maintain and enhance the existing public pathway that extends from the south boundary of the Village to the medical area. Link the path to the downtown and residential areas and clearly delineate and mark the connections.	A	C	●	●	●
Encourage alternative modes of transportation (including pedestrian, bicycle, ride sharing), where practical, and design that promotes, rather than prevents, their use.	B	D	●	●	●
Establish design standards for key entryways into the Village, including attractive signage and landscaping, on Seeger Street and on M-81, to inform and welcome visitors.	A	A	●	●	●
Continue to plan and implement non-motorized transportation facilities, including sidewalks and an expanded pathway system, that promote Cass City as a walkable community. These facilities should link residents to existing pathways and sidewalks, community facilities, schools, and businesses.	A	C			
Investigate options for public transit for Village residents.	C	B	●	●	●
Require traffic impact studies, where deemed necessary, as part of the development review process for compliance with accepted standards and to determine improvements needed to offset the direct impact of a development.	C	D			

# Residential

Cass City will have a proud community that promotes responsible residential growth and maintains and enhances the small-town character of the Village.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Where viable, preserve natural features and open space within residential developments through innovative planning and zoning techniques.	A	D			
Encourage a mixture of housing types to provide opportunities for all segments of Cass City’s present and future population at density levels consistent with the plan recommendations	A	C			
Promote improvement and maintenance of existing housing units through Village tax incentives and reward programs.	A	C			
Prevent the encroachment of incompatible uses into stable residential neighborhoods.	B	A			
Maintain an environment that encourages pride in ownership and contributes to the affordable housing stock that makes Cass City an attractive place to live.	A	C			
Develop and enforce property maintenance codes that will ensure lots will be well maintained.	A	A			

## Commerical/ Business Areas

Cass City will have a stable downtown business area that is complemented by a small highway commercial node to serve the needs and desires of Village residents in a safe, pleasant, and harmonious environment.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Create a lively downtown environment that has a good variety of businesses and maintains the historical character and aesthetics of the Village.	A	A	•	•	•
Promote the Cass City downtown business area as a vital center for the Village offering necessary goods and services and providing a public gathering place.	A	C			•
Encourage the attraction of new businesses to Cass City to provide the proper variety and mix that will attract customers.	A	C			•
Work cooperatively with the business community and the Downtown Development Authority to establish a business recruitment program and actively solicit new retailers.	A	A	•	•	•
Prepare a market-void analysis to determine which businesses are needed in the community.					
Continue to provide assistance to businesses to improve and restore the facades and signage of buildings in the downtown area.	A	C	•	•	•
Prevent the sprawl of commercial development along M-81 to protect the existing commercial areas and to avoid dilution of the market for new commercial investment.	B	C			
Provide proper access management for commercial sites at all locations.	B	C			
Institute a sign program that reflects the historic character of downtown.	A	A			
Provide guidance to developers and property owners with regard to site landscaping design and incorporate appropriate landscaping standards in the Zoning Ordinance for site plan review.	B	A			
Support the efforts of the Cass City DDA to implement streetscape improvements that contribute toward a pedestrian-friendly downtown business area.	A	C			
Screen parking, display, and loading/unloading area with attractive landscaping and decorative features such as fencing and walls.	A	A			
Encourage the redevelopment of vacant and underutilized properties within the Village.	A	A			•
Accommodate the needs of the area's Amish community to easily access businesses in the Village and provide facilities that assist in this regard (e.g. signage for buggy parking spaces, hitching posts, etc.).	B	D			
Provide retail and service facilities that are of a limited size and range of uses to ensure compatibility with the character of the Village.	A	A			

## Industrial

Cass City will provide for a suitable amount of industrial development that will offer increased employment opportunities and a sustainable tax base to support the desired facilities and services.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Ensure that there are enough commercial areas to prevent commercial uses from locating on industrially zoned land.	B	C			
Cluster industries to minimize impacts on less intensive uses, minimize need for utility expansions, and provide for more efficient use of land.	B	D			
Utilize the renaissance zones as a key incentive to attract industrial business to the Village.	A	A			
Encourage the type and amount of industrial operations proved by market analysis, historical performance, consumer desires, and those deemed as overall assets to the community.	A	A			
Rehabilitate or replace obsolete industrial buildings and sites with viable business establishments or other appropriate uses.	A	A			
Link parking to provide shared access points to reduce the potential for crashes, promote more efficient traffic flows, improve the aesthetics of the streetscape, and promote safe travel between different uses.	B	D			
Partner with DTE to provide reliable energy service	A	A			●

## Public Services and Facilities

To continue to provide the quality of life that residents have come to expect by offering public services and facilities to meet current and future demands.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Provide public and encourage private community facilities in size, character, function, and location suitable to their users.	B	C			
Assist and guide community organizations and citizen groups in their efforts to provide needed community facilities and services that benefit the community.	A	C			●
Provide public park and library facilities that correspond to the needs of residents.	A	A			
Maintain quality fire and police protection and acceptable response times.	A	C			
Recognize the importance of the Hills and Dales General Hospital as a regional medical facility and accommodate the future expansion of the hospital and other medical care activities in the vicinity.	B	C			
Require on-site stormwater detention and retention systems amongst developments to reduce environmental impacts and maintenance issues.	A	A			

# Recreation

Cass City recognizes the important role that recreation plays in the quality of life offered to its residents and will continue to provide first-rate quality recreation facilities and services.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Work with other communities, Tuscola County, and the state to help reduce the Village's financial responsibility for funding parks and recreation facilities and services that benefit the region.	A	A	●	●	●
Provide public park facilities that correspond to the needs of residents.	A	B	●	●	●
Ensure adequate provisions for the on-going maintenance of existing and future pathways.	A	C			
Continue to explore opportunities to provide for the passive and active recreational needs of residents.	A	C			
Promote the development of recreation facilities by private sources, non-profit organizations, clubs, and schools.	A	C	●	●	●
Utilize zoning, subdivision, and site plan review to protect the character of lands less suitable for development and to encourage residential developers to provide usable open space for property owners or tenants.	B	D			
Keep Recreation Plan updated.	B	B			



# Natural Features

Natural features such as water bodies, wetlands, mature trees, and natural ecosystems in Cass City will be promoted as an important asset to the quality of life in the community and preserved to the extent possible.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Adopt site plan review and other zoning procedures that encourage the integration of natural features such as woodlands and wetlands into site development as aesthetic and functional features while protecting the quality of the feature through the site plan review process.	A	A			
Consider the protection of groundwater resources, including the municipal wells, and other environmental features when reviewing development proposals and preparing codes and ordinances.	A	A			
Where feasible, prevent the removal of existing trees and natural features during site development.	A	D			
Require setbacks from natural features to limit encroachment and impact of site development.	A	A			
Control the impact of development on woodlands and wetlands through ordinance regulations.	A	A			
Development within the Village should be directed to areas that could best sustain the physical changes to the landscape without negatively impacting the community's natural features	A	D			

## Future Planning

Cass City will maintain the integrity of its Master Plan and other planning documents to ensure it is a usable and effective document in preserving the character of the community and protecting the aspirations of its residents.

Project	Priority	Timeframe	Funding		Collaboration Opportunity
			Public	Private	
Review the Master Plan on a 5-year basis and revise it as necessary to keep up with changing conditions.	B				
Prepare and adopt an up-to-date Zoning Ordinance and zoning map consistent with the Master Plan.	A				
Establish administrative processes for applications and enforcement that are straightforward and consistently followed.	A				
Support strict administration and enforcement of zoning and code regulations.	A				
Inform and involve the public in the planning process.	B				
Allocate funding for on-going training of Planning Commission, Zoning Board of Appeals, and Village board members to keep them linked with current planning and zoning issues.	A				●
Cooperate with adjacent communities through exchange of information on development and redevelopment issues.	A				●
Communicate information of interest to Village residents through the establishment of a Village web page and newsletters.	A				
Prepare plans for specific issues or areas of concern such as an M-81 corridor plan and/or a pathways and open space plan.	B				

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## STAFF ACKNOWLEDGMENTS

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Senior Planner  
Associate Planner  
Assistant Planner  
Art Director



# APPENDIX



# Heartland Communities

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 activities 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.



LifeMode Group: Cozy Country Living

# Heartland Communities

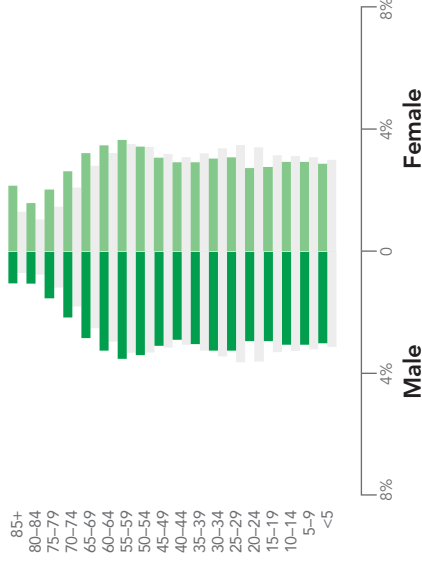


**TAPESTRY**  
SEGMENTATION  
esri.com/tapestry

## AGE BY SEX (Esri data)

**Median Age: 42.3** US: 38.2

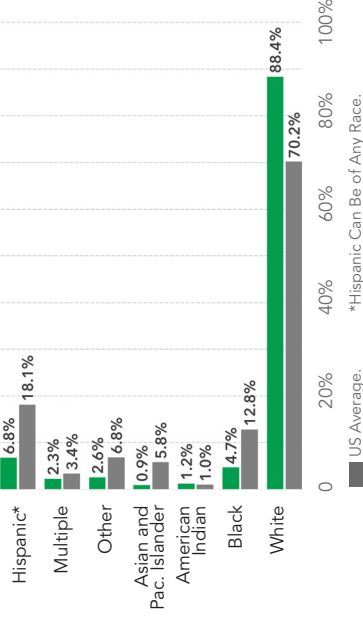
■ Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 31.5** US: 64.0

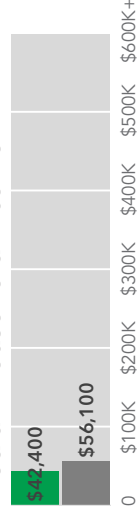


\*Hispanic Can Be of Any Race.

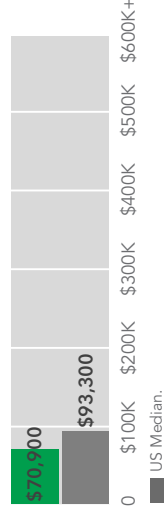
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

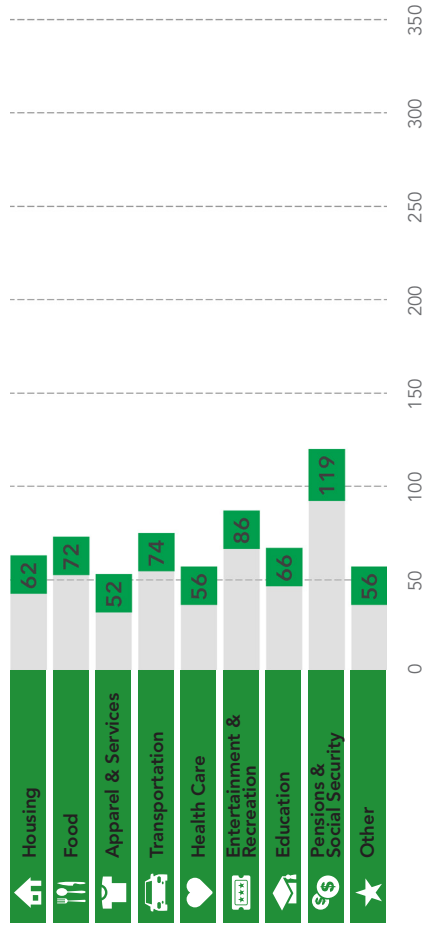


### Median Net Worth



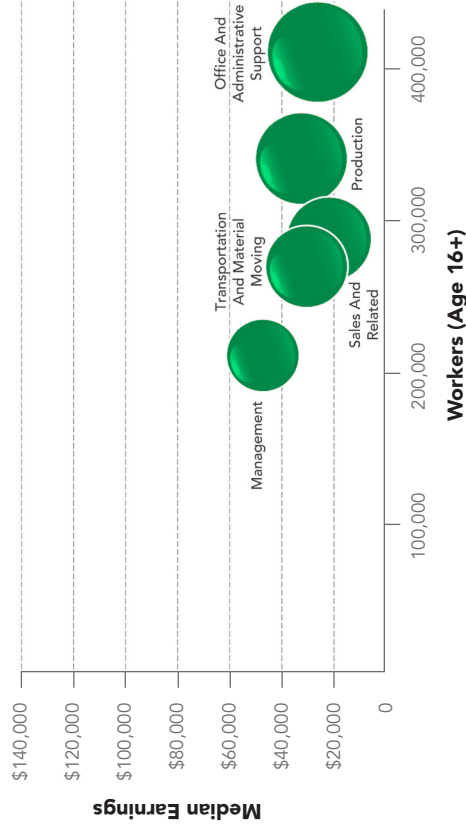
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- 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.
- 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.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



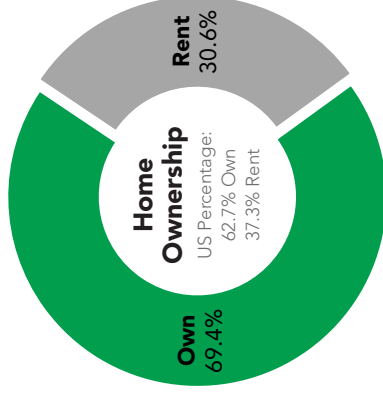
**Typical Housing:**

Single Family

**Median Value:**

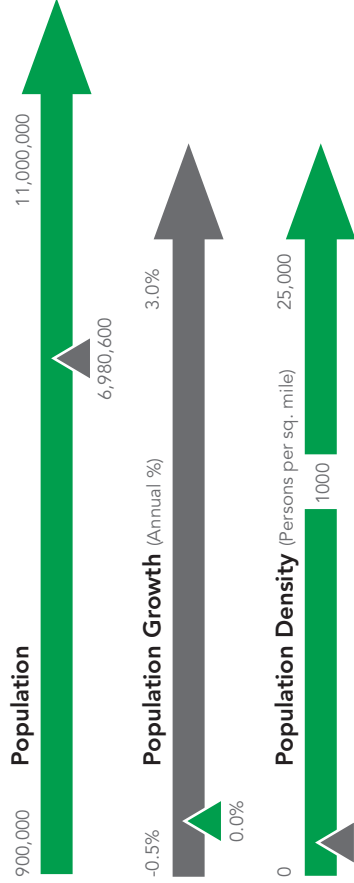
\$95,700

US Median: \$207,300



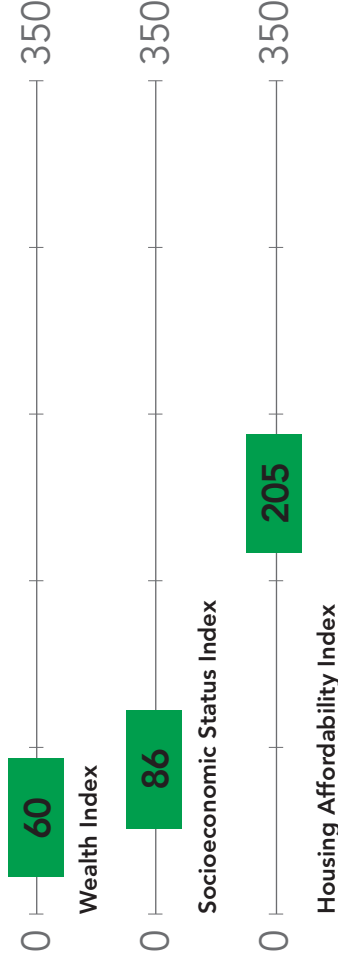
**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





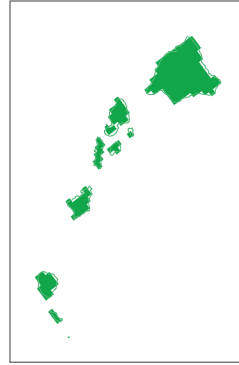
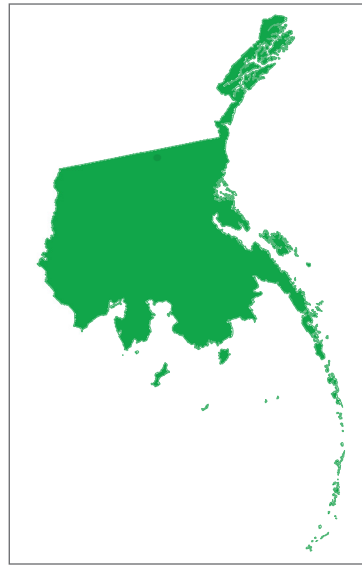
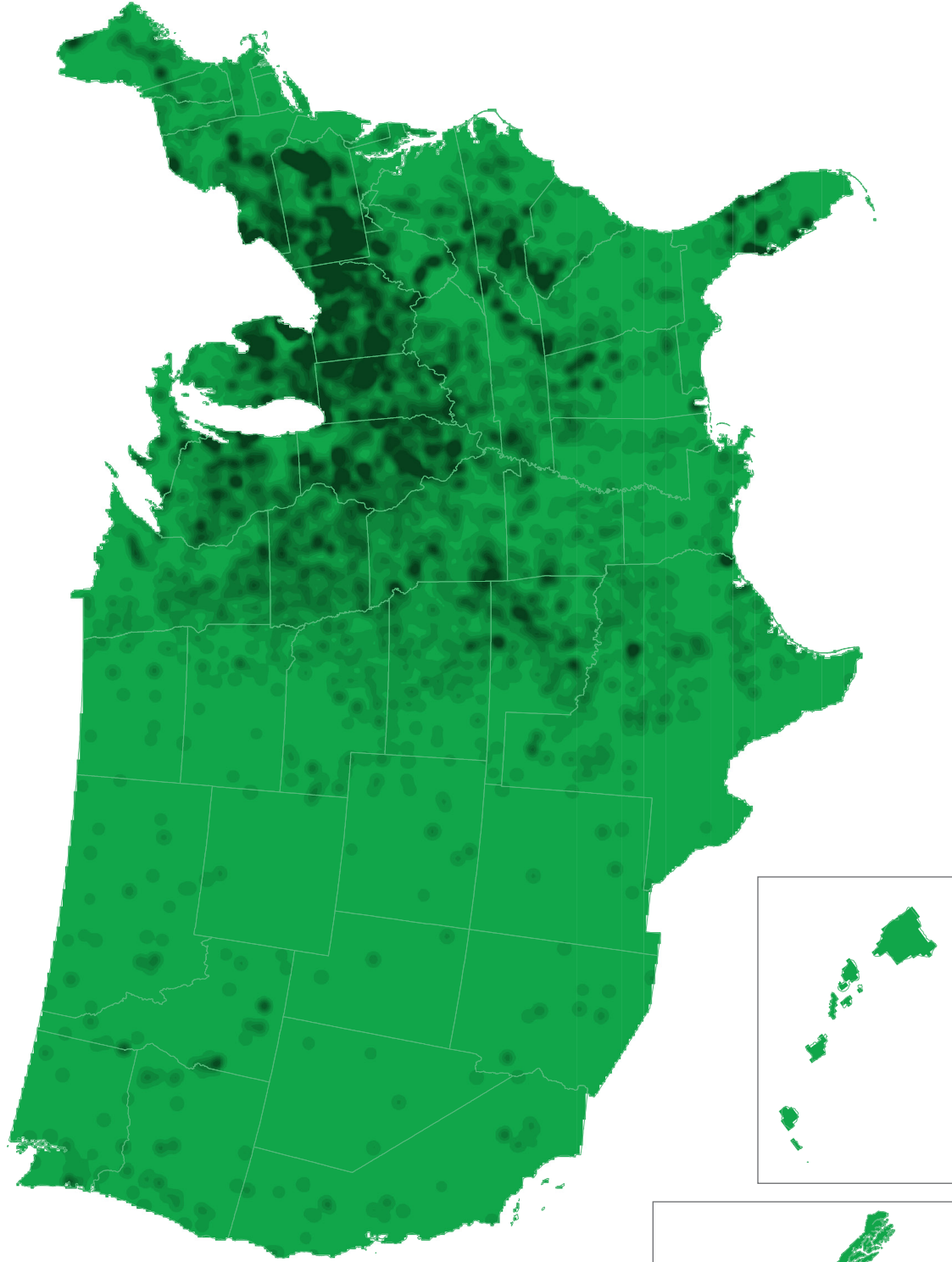
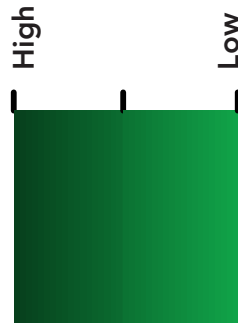
LifeMode Group: Cozy Country Living

# Heartland Communities



## SEGMENT DENSITY

This map illustrates the density and distribution of the Heartland Communities Tapestry Segment by households.



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1-800-447-9778  
info@esri.com  
esri.com

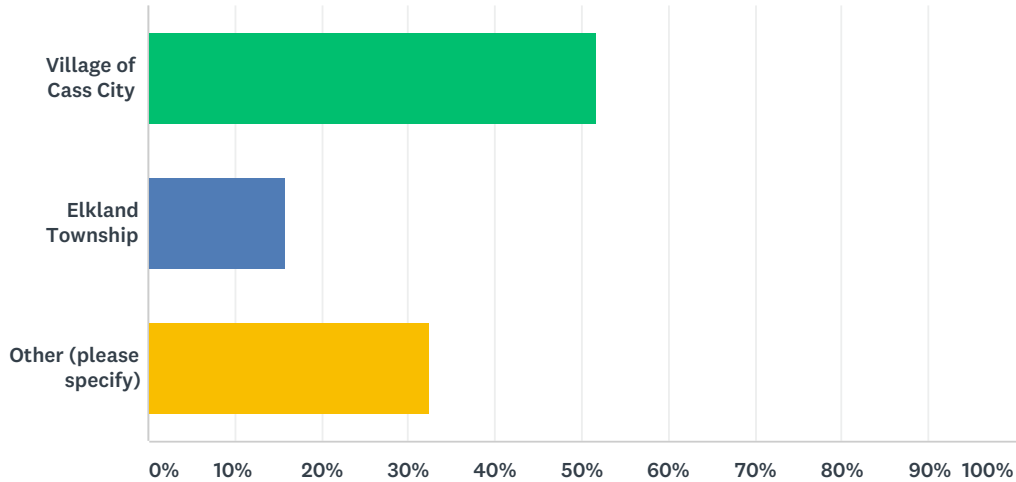


# esri

THE  
SCIENCE  
OF  
WHERE™

## Q1 Where do you live?

Answered: 463 Skipped: 0



ANSWER CHOICES	RESPONSES	
Village of Cass City	51.62%	239
Elkland Township	15.98%	74
Other (please specify)	32.40%	150
<b>TOTAL</b>		<b>463</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Novesta Twp.	8/28/2018 1:51 PM
2	Bay City	8/28/2018 1:39 PM
3	Evergreen Township	8/28/2018 11:36 AM
4	4 miles out of town	8/28/2018 10:52 AM
5	Greenleaf Township	8/23/2018 5:16 PM
6	Greenleaf Township	8/23/2018 2:50 PM
7	Retired friend lives in Elkland twp	8/12/2018 2:37 PM
8	Romeo	8/11/2018 8:49 AM
9	Ellington Twp	8/9/2018 3:38 PM
10	Novesta Township	8/8/2018 7:57 PM
11	Columbia Township	8/7/2018 11:52 PM
12	Novesta Twp	8/7/2018 3:36 PM
13	Ellington Township-Cass City	8/7/2018 3:14 PM
14	Evergreen Township	8/7/2018 9:26 AM
15	Cedar rapids Iowa	8/7/2018 9:14 AM
16	Snover	8/7/2018 7:51 AM
17	Novesta township	8/7/2018 7:48 AM
18	Elmwood	8/6/2018 11:57 PM

## Cass City Master Plan 2018 Survey

19	Mayville	8/6/2018 9:26 PM
20	Macomb township	8/6/2018 9:24 PM
21	Austin Twp	8/6/2018 8:32 PM
22	Richmond, VA	8/6/2018 8:20 PM
23	Deford	8/6/2018 8:10 PM
24	Pigeon	8/6/2018 5:47 PM
25	Gagetown	8/6/2018 2:57 PM
26	Evergreen twp	8/6/2018 2:37 PM
27	Ellington Township	8/5/2018 8:03 PM
28	Kingston Township	8/5/2018 11:44 AM
29	Decker	8/5/2018 10:19 AM
30	Greenleaf	8/5/2018 8:54 AM
31	Elmwood township	8/3/2018 10:54 AM
32	Sanilac Co, Cass City address	8/1/2018 11:46 AM
33	Tuscola County	8/1/2018 9:15 AM
34	Outside CC	8/1/2018 4:04 AM
35	I live in Ubly work in Cass City.	7/27/2018 9:46 AM
36	Port Austin	7/26/2018 4:45 PM
37	Novesta	7/25/2018 7:21 PM
38	Bingham	7/24/2018 12:56 PM
39	Evergreen Township	7/24/2018 8:31 AM
40	evergreen township	7/24/2018 8:12 AM
41	Las Vegas, NV (former resident)	7/20/2018 3:15 PM
42	Novesta township	7/19/2018 9:52 AM
43	Novesta township	7/18/2018 11:03 AM
44	Huron	7/17/2018 3:53 PM
45	Elwood township	7/17/2018 3:47 PM
46	Novesta	7/17/2018 8:36 AM
47	work in the village of Cass City	7/17/2018 8:17 AM
48	Address Cass City, but live in the country	7/17/2018 6:45 AM
49	Novesta Township	7/16/2018 11:09 PM
50	Novesta township	7/16/2018 10:44 PM
51	Novesta township	7/16/2018 10:04 PM
52	Deford	7/16/2018 4:06 PM
53	Ellington Township	7/16/2018 3:11 PM
54	Ellington Township	7/16/2018 1:36 PM
55	Novesta Township	7/16/2018 12:45 PM
56	Novesta township	7/13/2018 3:45 PM
57	Novesta Township	7/12/2018 11:37 AM
58	Out of state	7/11/2018 11:17 PM
59	Deford	7/11/2018 11:10 PM

## Cass City Master Plan 2018 Survey

60	Sebewaing	7/11/2018 10:36 PM
61	Novesta township	7/11/2018 9:51 PM
62	Greenleaf	7/11/2018 8:42 PM
63	Evergreen township	7/11/2018 8:41 PM
64	Kingston township	7/11/2018 8:38 PM
65	Bay City	7/11/2018 8:17 PM
66	Deford	7/11/2018 7:42 PM
67	Greenleaf Township	7/11/2018 7:07 PM
68	Warren, mi	7/11/2018 6:41 PM
69	Huron County	7/11/2018 6:19 PM
70	Elmwood	7/11/2018 5:15 PM
71	Novesta	7/11/2018 12:56 PM
72	Other	7/11/2018 12:54 PM
73	Novesta township	7/11/2018 12:46 PM
74	Grand Rapids (Cass City Native)	7/11/2018 12:45 PM
75	Lapeer	7/11/2018 12:39 PM
76	Sebewaing, work in Cass City	7/11/2018 12:34 PM
77	Greenleaf townshiip	7/11/2018 12:22 PM
78	Elkland	7/11/2018 12:20 PM
79	Essexville	7/11/2018 12:19 PM
80	North Carolina	7/11/2018 12:11 PM
81	Greenleaf township	7/11/2018 12:00 PM
82	Caro	7/11/2018 11:35 AM
83	Novesta	7/11/2018 11:05 AM
84	Arizona	7/11/2018 10:47 AM
85	Novesta Township	7/11/2018 10:44 AM
86	Elmwood Township	7/11/2018 9:25 AM
87	elmwood township	7/11/2018 9:20 AM
88	Novesta township	7/11/2018 9:20 AM
89	evergreen	7/11/2018 9:05 AM
90	Green leaf township	7/11/2018 8:47 AM
91	Novesta Township	7/11/2018 8:42 AM
92	Elmwood Township	7/11/2018 8:22 AM
93	Just recently moved out of Cass City	7/11/2018 7:51 AM
94	Greenleaf township	7/11/2018 7:33 AM
95	New Greenleaf	7/11/2018 1:43 AM
96	Elmwood Township	7/11/2018 1:10 AM
97	Caro	7/10/2018 10:25 PM
98	Caro	7/10/2018 10:13 PM
99	Bay City	7/10/2018 10:13 PM
100	Lapeer County	7/10/2018 10:01 PM

## Cass City Master Plan 2018 Survey

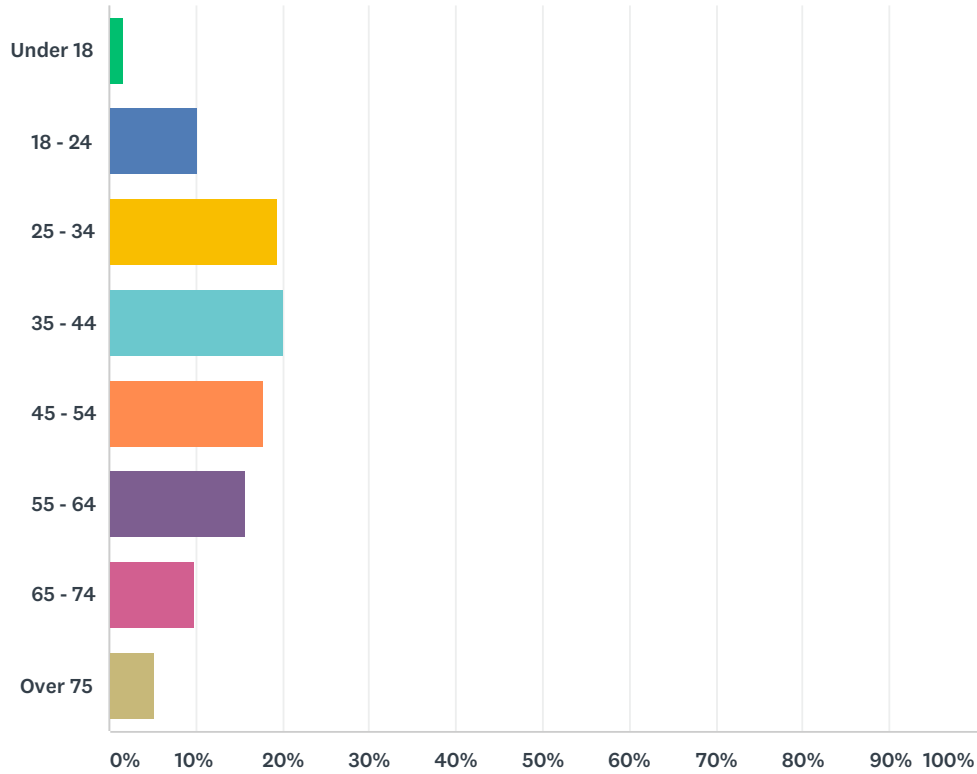
101	Novesta Township	7/10/2018 5:20 PM
102	Novesta Township	7/10/2018 5:10 PM
103	Greenleaf Twp	7/10/2018 5:08 PM
104	Holland	7/10/2018 4:48 PM
105	Holland MI	7/10/2018 3:05 PM
106	Novesta Township	7/10/2018 1:32 PM
107	Elmwood township	7/10/2018 1:31 PM
108	Holland MI (formerly of Cass City)	7/10/2018 1:11 PM
109	Phoenix AZ	7/10/2018 12:42 PM
110	Greenleaf Twp	7/10/2018 11:25 AM
111	Novesta twnship	7/10/2018 9:52 AM
112	Greenleaf township	7/10/2018 8:55 AM
113	Ellington	7/10/2018 8:25 AM
114	bloomfield, mi	7/10/2018 8:14 AM
115	Ellington Township	7/10/2018 8:09 AM
116	Warren	7/10/2018 7:54 AM
117	South Lyon	7/10/2018 7:37 AM
118	Bay County	7/10/2018 7:29 AM
119	Greenleaf township	7/10/2018 7:03 AM
120	Live in Caro now; husband works in Cass City; raised in Cass City	7/10/2018 6:14 AM
121	Elmwood Township	7/10/2018 12:28 AM
122	Brighton,MI. from CC	7/10/2018 12:09 AM
123	Grant Township	7/10/2018 12:09 AM
124	Caro	7/10/2018 12:01 AM
125	Ellington Twp.	7/9/2018 10:56 PM
126	Cedar Rapids, IA	7/9/2018 10:50 PM
127	Grant township	7/9/2018 10:41 PM
128	Traverse City	7/9/2018 10:27 PM
129	Elmwood township	7/9/2018 10:18 PM
130	Gagetown	7/9/2018 10:13 PM
131	ellington township	7/9/2018 10:04 PM
132	Elmwood township	7/9/2018 9:55 PM
133	Novesta Township	7/9/2018 9:54 PM
134	Novesta	7/9/2018 9:52 PM
135	originally from Deford but live out of state	7/9/2018 9:44 PM
136	Retired to Colorado recently.	7/9/2018 9:42 PM
137	Novesta Township	7/9/2018 9:37 PM
138	Ubl	7/9/2018 9:30 PM
139	Greenleaf Township	7/9/2018 9:25 PM
140	DECKER	7/9/2018 9:18 PM
141	Ellington townships	7/9/2018 9:17 PM

## Cass City Master Plan 2018 Survey

142	Deford	7/9/2018 9:03 PM
143	Elmwood	7/9/2018 9:03 PM
144	Greenleaf	7/9/2018 9:02 PM
145	Novesta township	7/9/2018 8:58 PM
146	Novesta Township	7/7/2018 12:31 PM
147	novesta twp	7/5/2018 12:56 PM
148	Ellington Township	7/5/2018 12:34 PM
149	Elmwood township	7/5/2018 11:41 AM
150	Elmwood Township	7/5/2018 11:09 AM

## Q2 In what age range do you fall in?

Answered: 463 Skipped: 0

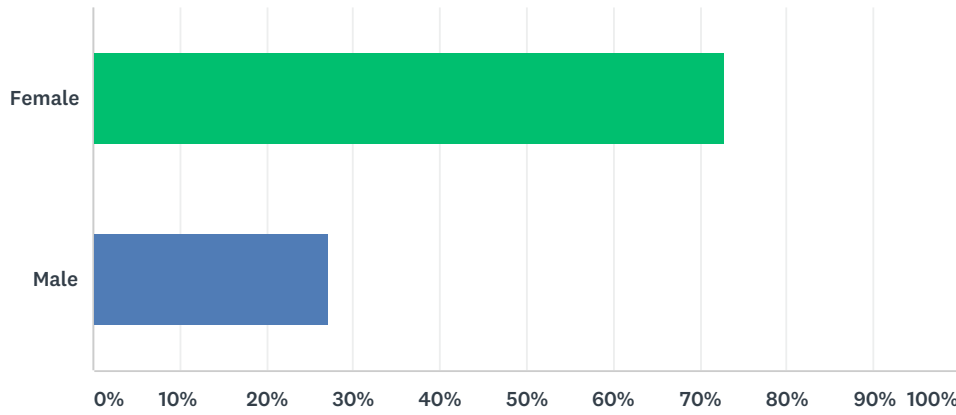


ANSWER CHOICES	RESPONSES	
Under 18	1.73%	8
18 - 24	10.15%	47
25 - 34	19.44%	90
35 - 44	20.09%	93
45 - 54	17.71%	82
55 - 64	15.77%	73
65 - 74	9.94%	46
Over 75	5.18%	24
<b>TOTAL</b>		<b>463</b>



### Q3 Please select which gender you identify with.

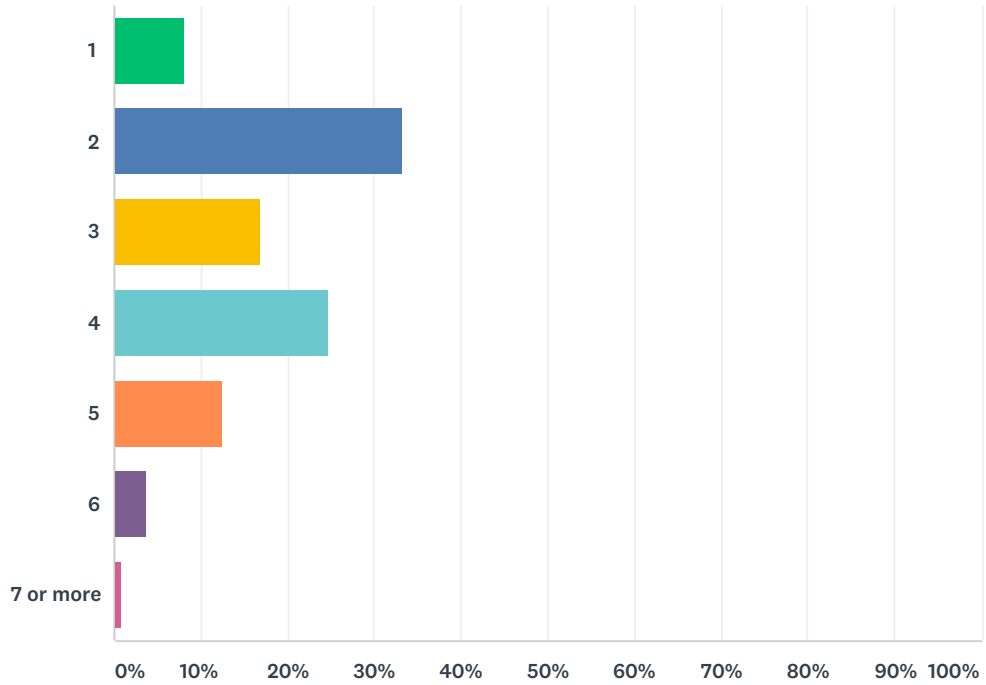
Answered: 463 Skipped: 0



ANSWER CHOICES	RESPONSES	
Female	72.79%	337
Male	27.21%	126
TOTAL		463

## Q4 How many people live in your household?

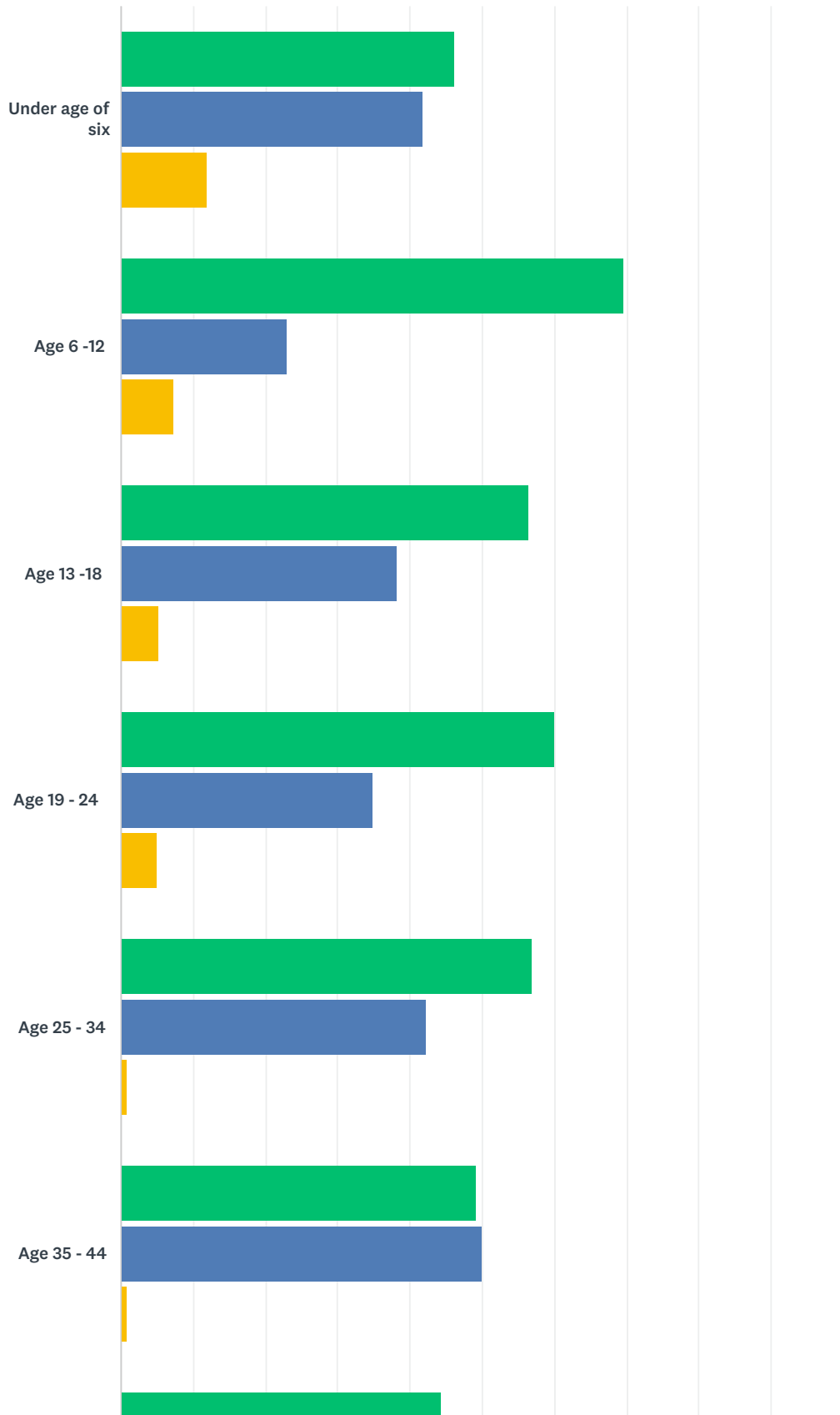
Answered: 455 Skipped: 8



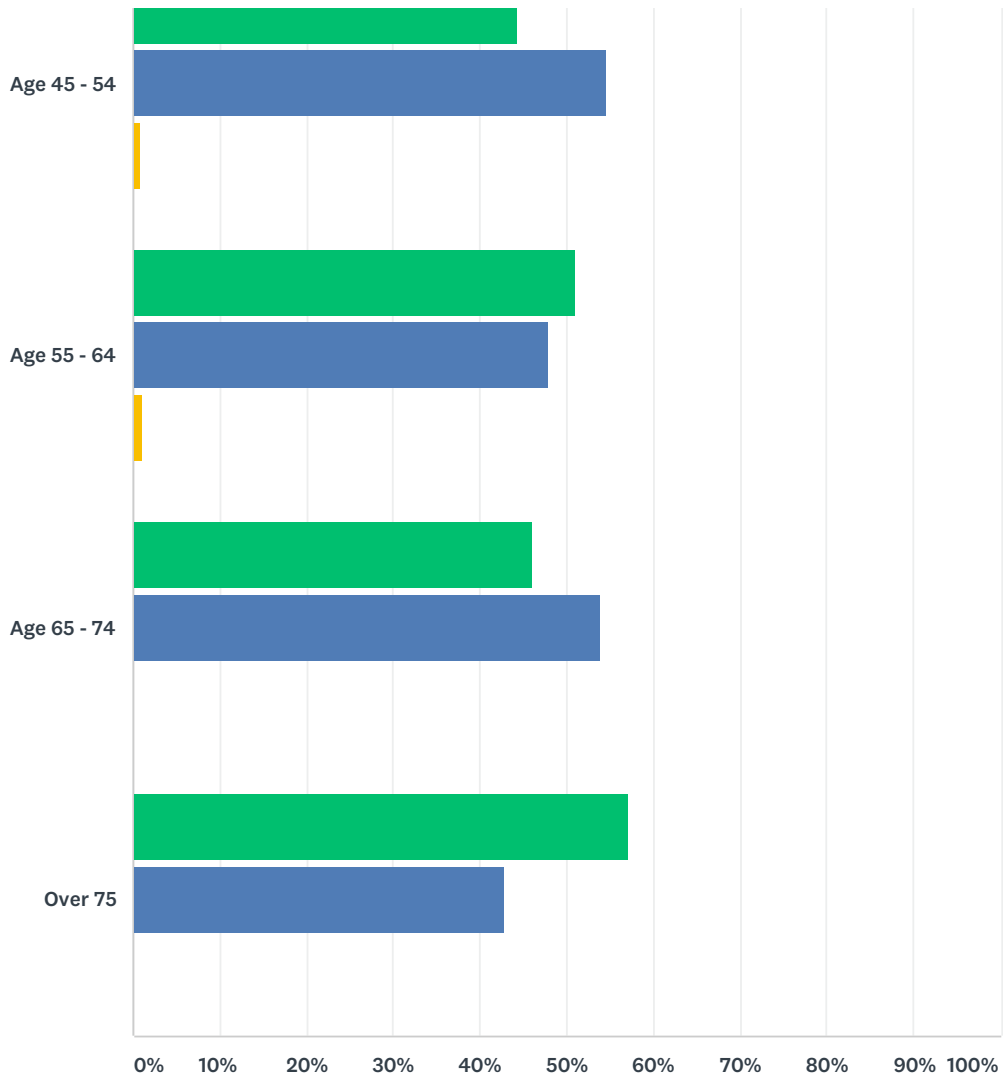
ANSWER CHOICES	RESPONSES	
1	8.13%	37
2	33.19%	151
3	16.92%	77
4	24.62%	112
5	12.53%	57
6	3.74%	17
7 or more	0.88%	4
<b>TOTAL</b>		<b>455</b>

# Q5 Including yourself, how many people in your household are:

Answered: 452 Skipped: 11



### Cass City Master Plan 2018 Survey



■ One   
 ■ Two   
 ■ Three or more

	ONE	TWO	THREE OR MORE	TOTAL
Under age of six	46.24% 43	41.94% 39	11.83% 11	93
Age 6 -12	69.72% 76	22.94% 25	7.34% 8	109
Age 13 -18	56.38% 53	38.30% 36	5.32% 5	94
Age 19 - 24	60.00% 60	35.00% 35	5.00% 5	100
Age 25 - 34	56.91% 70	42.28% 52	0.81% 1	123
Age 35 - 44	49.24% 65	50.00% 66	0.76% 1	132
Age 45 - 54	44.44% 52	54.70% 64	0.85% 1	117
Age 55 - 64	51.02% 50	47.96% 47	1.02% 1	98

### Cass City Master Plan 2018 Survey

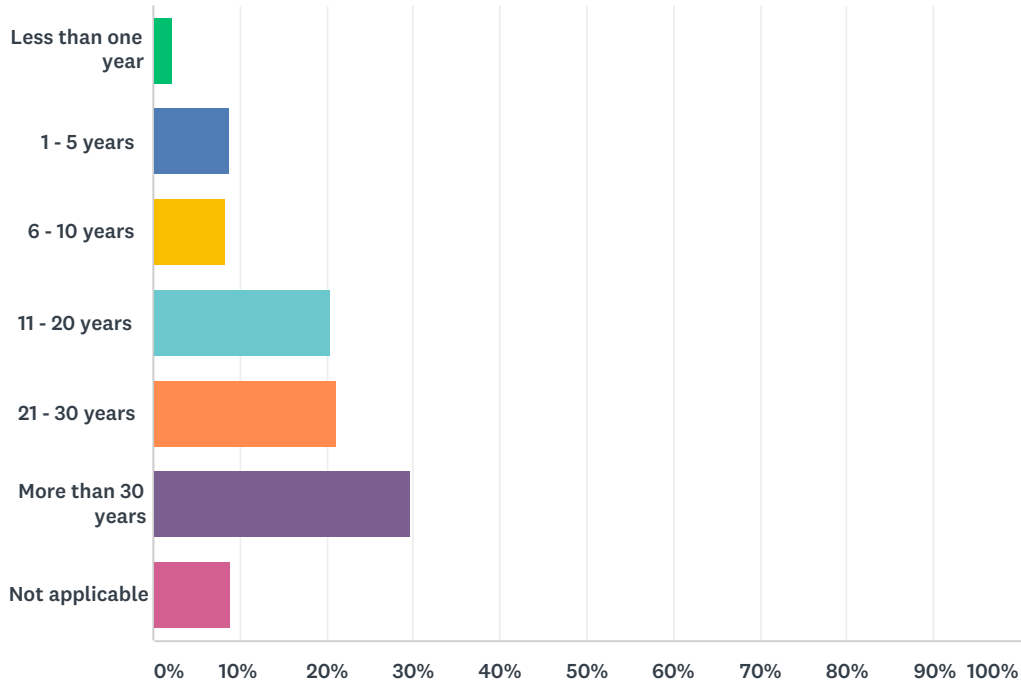
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Age 65 - 74	46.00%	54.00%	0.00%	
	23	27	0	50
Over 75	57.14%	42.86%	0.00%	
	20	15	0	35

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## Q6 How long have you lived in Cass City?

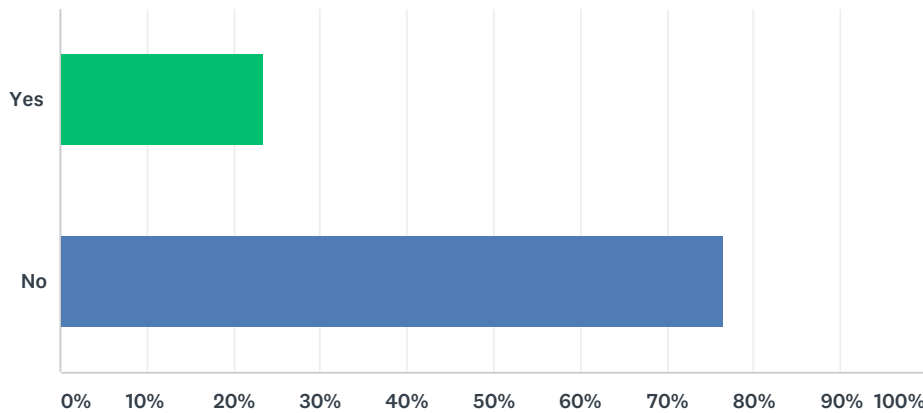
Answered: 453 Skipped: 10



ANSWER CHOICES	RESPONSES	
Less than one year	2.21%	10
1 - 5 years	8.83%	40
6 - 10 years	8.39%	38
11 - 20 years	20.53%	93
21 - 30 years	21.19%	96
More than 30 years	29.80%	135
Not applicable	9.05%	41
<b>TOTAL</b>		<b>453</b>

## Q7 If you are a current resident, do you plan on moving from the Village in the next five to ten years?

Answered: 368 Skipped: 95



ANSWER CHOICES	RESPONSES	
Yes	23.37%	86
No	76.63%	282
TOTAL		368

#	IF SO, WHY?	DATE
1	<b>Grocery/Food Access</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> Depends on whether there is a grocery store and status of medical marijuana facility.	8/28/2018 11:54 AM
2	<b>Grocery/Food Access</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> Possibly - no grocery store for 4 years, yet you want to put a marijuana plant in town!	8/23/2018 4:59 PM
3	Live in Elkland. Possibly move when retired.	8/23/2018 3:54 PM
4	<b>Livability</b> Too small. Dying town.	8/23/2018 3:33 PM
5	<b>Drugs/Crime</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> <b>Parks</b> <b>Pool</b> <b>Power/Electricity</b> Will have to consider moving, if the leadership continues to focus on developing the items asked about in this master plan that will be harmful to the community, such as the "Cass City is seeking Redevelopment Ready Communities Certification, an Economic Development Initiative Through the Michigan Economic Development Corporation" and the related questions about a canoe/kayak launch sites when the IDEAL location already exists in Cass City at the LARGE Evergreen Park with over 100 acres, without the problems/hardships in the village's location related to nearby property damage & break-ins when people gathering to get drunk/high, costs to maintain, trash/rodents, hire law enforcement to monitor, etc). Also marijuana facilities requires HUGE electricity demands when our current electricity infrastructure isn't even adequate for the current businesses and housing needs (3 power outages in July, 2 extended power outages in April and May); plus crime will increase (robbery, break-ins, etc since marijuana is against the federal laws, can't put money in banks, etc ) require hiring additional law enforcement personnel, loss of state money (revenue sharing) and very little taxes paid to state will not come back to village because law indicates the small proportion is based on the number of facilities (i.e. 0.05% when 1 facility in town but 2000 facilities in the state). The pool should be the focus, because it's the only public pool around.	8/15/2018 5:31 PM

## Cass City Master Plan 2018 Survey

6	<p><b>Cass River</b> <b>Drugs/Crime</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> <b>Parks</b> <b>Pool</b> Not sure, with all the items considered in this plan that will be harmful to residents and their property, loss of tax base and especially the safety/crime problems; related to marijuana - loss of taxes that will go to the state with only very small amount coming back based on the number of facilities in the state (not based on taxes paid to the state). Plus, all the questions about the Cass River access and canoe launch, makes no sense to spend money to do this, when Cass City already has the ideal large site at the Evergreen Park which is not located near residents homes/property that would be problematic in this plan. The money spent to develop another unnecessary and detrimental (to residents, village/community) access point could be much better used on the swimming pool which is the only public pool in the area, and on the roads...</p>	8/13/2018 11:51 AM
7	<p>Maybe, if the plans discussed in these questions about marijuana growth facility and canoe launch are implemented, which will increase the crime in the city. Or, taxes go up to support these plans which will change the city for the worst, such as more housing when there are already quite a few houses for sale, all the time.</p>	8/10/2018 2:13 PM
8	<p><b>Cass River</b> <b>Drugs/Crime</b> <b>Other/Unsure</b> <b>Parks</b> Possibly, if some of the things in this master plan are implemented that will ruin the safe and small town feel of Cass City. For example, if one discerns the negative consequences of question 22 about pursuing a local canoe launch site, which would provide an additional public location for teenagers and adults to gather to get high/drunk near local residents, and related criminal activities of destroying private property, breaking into residences, etc should outweigh any possible benefits. Especially since the Evergreen Park with its 103 acres in a more controlled environment away from residents already exists a few miles from Cass City.</p>	8/9/2018 3:21 PM
9	<p><b>Livability</b> there is nothing left in this town....right now our excellent school system is the only reason we are staying</p>	8/7/2018 1:43 PM
10	<p>Want to live out in the country</p>	8/7/2018 12:36 PM
11	<p><b>Cass River</b> <b>Drugs/Crime</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> Concerned about items considered for city plan that will ruin city's biggest attraction of safety and low crime. Ex: questions 22 and 26 attract teens and young adults to gather and get drunk or stoned with related criminal activities, destroying property, fights/assaults, robberies, break-ins, etc. Why would anyone want to bring such harmful activities to the city that require extra law enforcement, especially when there's already an ideal and excellent canoe launch a few miles away at Evergreen Park???</p>	8/7/2018 10:01 AM
12	<p><b>Taxes/Water Bill</b> To live in a more vibrant community that seeks to engage their citizens not ignore their needs. Plus the ridiculously high water bills in the village.</p>	8/7/2018 8:57 AM
13	<p><b>City Government</b> <b>Livability</b> <b>Taxes/Water Bill</b> Because there is nothing left of this town at all!!! The old people don't want anything new coming into town. It's been happening for years, but no one wants to stand up to them and bring/letchange to this town. New blood, younger people need to get on the council!!! I only know of a few that are younger than the board people that finally were able to get on the board! Heaven forbid...someone wants to bring jobs to Cass City!!!! Hardly anything for the kids...every year someone wants to take away the few things we look forward to each year, because the old people don't like the noise(for example-cruise night) ...well turn off your hearing aids then!!! This town needs jobs!! For pete's sake...over 3/4 of Main Street is empty building that should be your first clue!!!! I will not raise my kids in a town where there is absolutely nothing!! No options, nothing!!! And PLEASE update the payment system for the water bill... this is the 21st Century...start accepting debit cards for payment...you make it seriously hard for people that actually work during your hours, to be able to come in and paid the darn bill...</p>	8/7/2018 12:40 AM
14	<p><b>Business and Employment</b> <b>Livability</b> <b>Taxes/Water Bill</b> Because the village wants to be a retirement community and I'm only 28. I'm sick and tired of the way this village is run. Don't do anything for the younger generation, driving businesses away left and right, and the taxes are outrageous and are poorly spent</p>	8/6/2018 9:58 PM
15	<p><b>Business and Employment</b> <b>Livability</b> The town is dying, can't keep businesses, the town is run by the same old money who protect only their own interests. Have to drive away from the town to work so why even stay living there?</p>	8/6/2018 5:32 PM
16	<p>Poor economy, no shipping, no grocery store. Dying Main Street. Lack of foresight( Village Council.)</p>	8/6/2018 4:31 PM
17	<p>We work in Bad Axe and Harbor Beach so we'd eventually like to move closer to our jobs.</p>	8/6/2018 8:45 AM
18	<p><b>Livability</b> Nothing to offer in the town. Only dollar stores and gas stations</p>	8/5/2018 9:39 PM



## Cass City Master Plan 2018 Survey

19	I don't live right in the Village but I don't plan on moving anytime soon. I am a graduate of CCHS and my oldest did the same, my middle one will be and my youngest who hasn't started school yet I hope to have him attend CCPS	8/5/2018 8:03 PM
20	Want to move because parents live in another state.	8/5/2018 2:27 PM
21	<b>Other/Unsure</b> If I can better my family	8/4/2018 2:53 PM
22	<b>Business and Employment</b> <b>Livability</b> <b>Other/Unsure</b> Actually it would be a maybe. It depends on a good local job and a clean affordable Cass City.	8/4/2018 8:09 AM
23	It's where I grew up and the school is decent.	8/3/2018 3:18 PM
24	<b>Livability</b> Because there is nothing to do in this town and it sucks. The people suck as well.	8/1/2018 8:54 PM
25	<b>Medical Marijuana</b> <b>Other/Unsure</b> <b>Power/Electricity</b> If marijuana facility(s) come to town without first upgrading the electric substation as Gary or Gus said was required due to the huge electricity demand they need. Can NOT live in town with the frequent power outages which have been the most this year, 3 days in April, 3 days in May, and 3 times power outages so far in July is a hardship that is very difficult to manage.	7/27/2018 11:26 AM
26	<b>Power/Electricity</b> Work	7/26/2018 4:50 PM
27	<b>Grocery/Food Access</b> Very limited in stores (grocery store being one.)	7/24/2018 9:37 AM
28	I work here and love the small community	7/23/2018 1:44 PM
29	<b>Livability</b> More opportunity and things to do	7/23/2018 1:40 PM
30	<b>Drugs/Crime</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> <b>Power/Electricity</b> After Guss and Bob advertised educational and informational meeting at VFW, which was NOT educational or informational, they said they were there to get our support, there were no law enforcement people to provide details about other marijuana growth facilities being violently robbed, and other related negative aspects. They did say that they would need more electricity than can be currently provided by Doerr substation (so residents would have to pay for upgrade- this is wrong. The required electricity demand should be put in place by the marijuana business prior to any consideration for a special permit).They wouldn't even answer question about the difference between pain medications and medical marijuana, that medical marijuana is a federal crime - not legal at federal level, so city would no longer get state's revenue share.	7/21/2018 10:30 AM
31	<b>Livability</b> <b>Medical Marijuana</b> <b>Other/Unsure</b> <b>Power/Electricity</b> Considering, if marijuana growth facility is permitted, without the necessary infrastructure and it's huge electrical demand, either the subsequent power outages, or residents paying for new electricity requirements will make area undesirable, with very poor quality of life. Do not see this information in survey!	7/20/2018 9:23 AM
32	<b>Business and Employment</b> Because honestly businesses are dying out in this town. College degrees aren't as profitable here as let's say Sandusky or Bad Axe. Why stay here and waste the gas to drive there when you could just move there?	7/17/2018 12:26 PM
33	<b>Business and Employment</b> <b>Livability</b> My spouse and I both have college degrees. When we moved to Cass City both were able to utilize those degrees while living and working in Cass City. Today though, my spouse must drive an hour away for employment.	7/17/2018 6:12 AM
34	Nothing to keep us here	7/16/2018 10:12 PM
35	<b>Other/Unsure</b> Going to retire. Not sure I'll land.	7/16/2018 7:45 PM
36	Live in Deford. I frequently visit and shop at Hills and Dales Hospital and Hometown Pharmacy, Independent Bank, Do it Best Hardware and Family Dollar.	7/16/2018 4:06 PM
37	<b>Taxes/Water Bill</b> Town taxes. And the water bill	7/16/2018 12:45 PM
38	<b>Livability</b> I love Cass City and the beautiful town it is but it is also boring and fun is extremely limited. A guy can't have a single project car to work on with his kid without receiving tickets because it's not plated and insured. I'm just talking 1. Not everyone has the opportunity of a garage to keep it in. You can't ride 4 wheelers, snowmobiles or golf carts in town unlike others. Those alone are the reason I'm moving and selling my home. Living in the country just makes more sense to do those things without being hassled.	7/16/2018 12:29 PM
39	Going away to college	7/16/2018 10:14 AM
40	Personal reasons	7/16/2018 9:16 AM

## Cass City Master Plan 2018 Survey

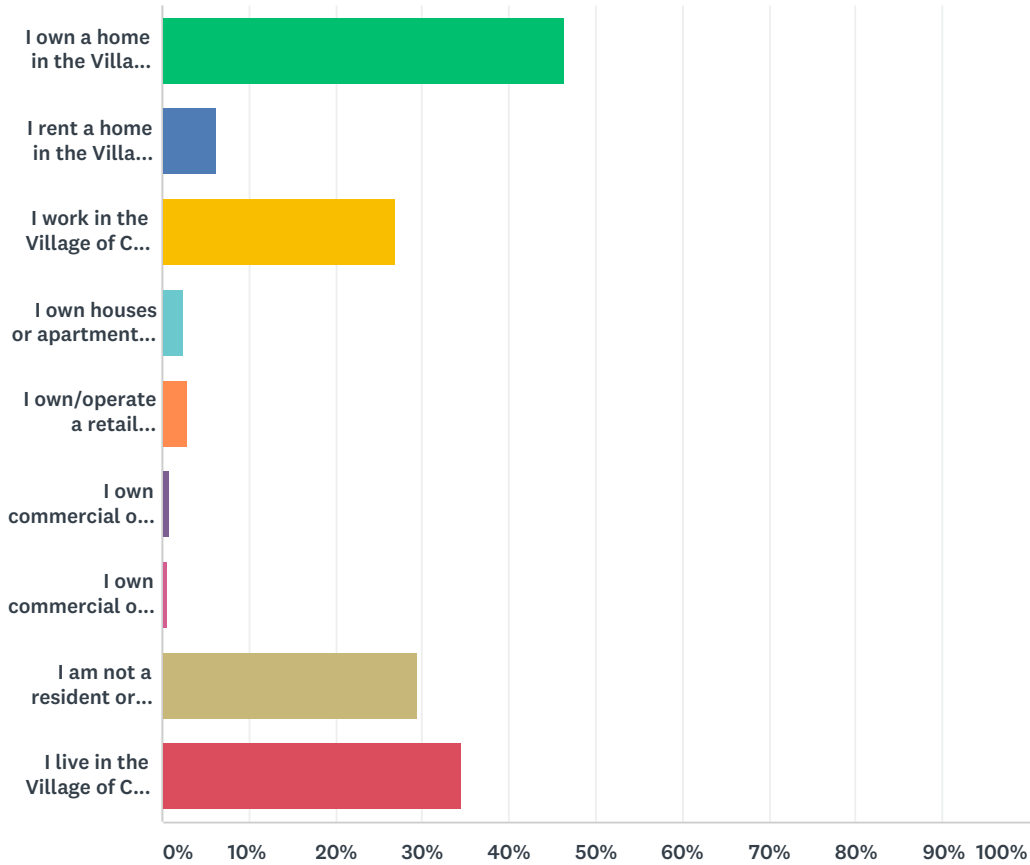
41	Career.	7/15/2018 9:43 PM
42	Moving to be near children. They are college graduates and have jobs in other states.	7/15/2018 11:26 AM
43	Out of state. Better weather	7/14/2018 8:34 PM
44	Desire to live in a country setting near Cass City village	7/13/2018 5:39 PM
45	No grocery store. Access to better opportunities. Following my children out of here	7/13/2018 3:45 PM
46	<b>Livability</b> Cass Cory is turning into a retirement community, besides bars it is not attractive to someone my age	7/12/2018 8:25 PM
47	<b>Livability</b> Nothing in this town to make me want to stay	7/12/2018 2:51 PM
48	Possibly relocating for work.	7/12/2018 3:36 AM
49	Job opportunities else where	7/11/2018 11:10 PM
50	I am answering this as we live outside Cass City but own a house in town- our daughter and her two daughters live there	7/11/2018 7:07 PM
51	I moved when u had 2 grocery stores & there were a few opportunities but I've been back many many times & there's nothing left?!?!?	7/11/2018 6:41 PM
52	College	7/11/2018 6:18 PM
53	<b>Business and Employment</b> Higher paying jobs.	7/11/2018 5:31 PM
54	<b>Grocery/Food Access</b> <b>Livability</b> When we have children I would like them to have more options of extracurricular activities such as a splash pad in the summer or a hockey rink and no grocery store is quite the inconvenience.	7/11/2018 5:15 PM
55	<b>Drugs/Crime</b> <b>Livability</b> <b>Other/Unsure</b> Probably, nothing but alcoholics and drug users.	7/11/2018 1:23 PM
56	I will be buying my grandpa's house in a different area	7/11/2018 11:36 AM
57	<b>City Government</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> <b>Taxes/Water Bill</b> There is no growth in this town and it seems to be 20 years behind the rest of the world. My property values will always remain the same if there is no growth. How can I EVER sell my house for a profit?? Taxes are average (or slightly high) but property values are still very low. I don't want my family to always be limited to McDonalds because no other restaurants want to come here or are allowed to come here. There's no stores to shop at. This city council is stuck in old, outdated ways and traditions that are preventing this town from development (example: they wont approve medical marijuana grow facility- everybody else is getting on board - Cass City will be left behind). Is this town always going to be happy being Caro's little sister that never grew up??? Is this what you want for your kids? It isn't where I'll raise my kids.	7/11/2018 11:20 AM
58	Moving after college	7/11/2018 10:48 AM
59	Opportunity	7/11/2018 9:29 AM
60	Nothing here anymore	7/11/2018 9:20 AM
61	I will be attending college	7/11/2018 9:06 AM
62	Only me personally for college, temporarily	7/11/2018 9:05 AM
63	To pursue a career field that is not found in Cass City	7/11/2018 8:22 AM
64	<b>Grocery/Food Access</b> <b>Livability</b> Nothing left here anymore especially a grocery store.	7/11/2018 8:04 AM
65	<b>Drugs/Crime</b> <b>Taxes/Water Bill</b> Property taxes and water and sewer rates are too high. The Village also spends far too much money on the Police Department. They're a waste. They do absolutely nothing. I was attending the council meetings for several months and the proof is in the pudding with the CCPD. Approximately 60 calls/month and half of them are BS stuff like 911 hangups, suspicious activity, and grass complaints. That means there's about one legitimate call/complaint/day. Are you kidding me?!?! For 500k/year. I also noticed months without a single traffic stop. Aren't they supposed to keep bad guys off the streets? I think you do that by stopping vehicles with violations, don't you? Maybe you'd find an opiod dealer. I know of three people that have died from opiod overdoses in this community in the last few years. Maybe if they did their job, they could have saved a life. What a joke!	7/10/2018 7:39 PM

## Cass City Master Plan 2018 Survey

66	<b>Grocery/Food Access</b> <b>Livability</b> <b>Other/Unsure</b> Perhaps. Tired of driving to go to do anything. Tired of conservative back stabbing people. Would like to enjoy my retirement in a few years and can't see it here even if a grocery store comes.	7/10/2018 6:15 PM
67	I already moved away when I graduated	7/10/2018 4:48 PM
68	<b>Livability</b> More opportunity elsewhere.	7/10/2018 11:29 AM
69	<b>Grocery/Food Access</b> <b>Taxes/Water Bill</b> Retired. Cost of living in Cass City is high, i.e. water bill. More importantly - no grocery store!	7/10/2018 11:24 AM
70	<b>Business and Employment</b> More job opportunities	7/10/2018 10:16 AM
71	<b>Business and Employment</b> <b>Livability</b> Not enough jobs not much to do	7/10/2018 6:34 AM
72	<b>Livability</b> Lack of ammdities in town	7/10/2018 6:05 AM
73	<b>Livability</b> Nothing left, it's dead.	7/9/2018 11:08 PM
74	I grew up in Cass City and moved away after my job in town closed up. I still shop in town and have family that live there.	7/9/2018 10:56 PM
75	I would like to move back but there are no jobs in the area that make a substantial amount of money.	7/9/2018 10:50 PM
76	I plan to move into cass city.	7/9/2018 10:13 PM
77	No grocery store. Nothing to do for fun.	7/9/2018 9:54 PM
78	n/a	7/9/2018 9:44 PM
79	<b>Livability</b> <b>Taxes/Water Bill</b> High taxes City not taking care of itself and it's needs	7/9/2018 9:25 PM
80	<b>Other/Unsure</b> not sure yet, waiting on the outcome of a couple of things in the village	7/9/2018 9:23 PM
81	<b>Business and Employment</b> Job opportunities	7/9/2018 9:15 PM
82	<b>Livability</b> There is nothing here. It seems to be a dying village.	7/9/2018 9:03 PM
83	Unfortunately there isn't much left to Cass City. Business are leaving, the school system is terrible and there isn't much of a future for my children.	7/9/2018 8:58 PM
84	I was born and raised in Cass City...moved away for approx 10 years and have now returned Own home in Novesta Twp.	7/7/2018 12:31 PM
85	<b>Business and Employment</b> Looking for further career opportunities.	7/5/2018 8:16 PM
86	<b>Livability</b> Not enough entertainment, things going on. For example Frankenmuth has something going on every weekend in the summer.	7/5/2018 8:16 PM
87	<b>Taxes/Water Bill</b> The taxes and water bill are just too high. We plan on moving to the country in the next 5 to 7 years.	7/5/2018 1:16 PM
88	We would like to stay but at this time don't see that as a viable option where there is such animosity for growth and change. The elderly opinions and religious affiliations of this community will be its downfall. There is little to no logical thinking individuals left here.	7/5/2018 1:09 PM
89	Retiring and moving closer to our children where there is a grocery store along with activities for the older generation.	7/5/2018 1:00 PM
90	<b>Livability</b> I hate city life. To much noise and too many cats roaming around!	7/5/2018 11:20 AM
91	<b>Grocery/Food Access</b> <b>Taxes/Water Bill</b> Several reasons but #1 is Hate paying for water I can't drink. The rest of the world has figured out fluoride is poison. Water bill plus all the filters and bottled water I find necessary is too large an expense. No way to buy fresh groceries.	7/5/2018 11:17 AM

### Q8 Please choose all that apply:

Answered: 463 Skipped: 0



ANSWER CHOICES	RESPONSES	
I own a home in the Village of Cass City	46.44%	215
I rent a home in the Village of Cass City	6.26%	29
I work in the Village of Cass City	27.00%	125
I own houses or apartments that I rent to others in the Village of Cass City	2.59%	12
I own/operate a retail business in the Village of Cass City	3.02%	14
I own commercial or industrial business in the Village of Cass City	0.86%	4
I own commercial or industrial property in the Village of Cass City	0.65%	3
I am not a resident or own/operate a business in the Village of Cass City	29.59%	137
I live in the Village of Cass City	34.56%	160
Total Respondents: 463		

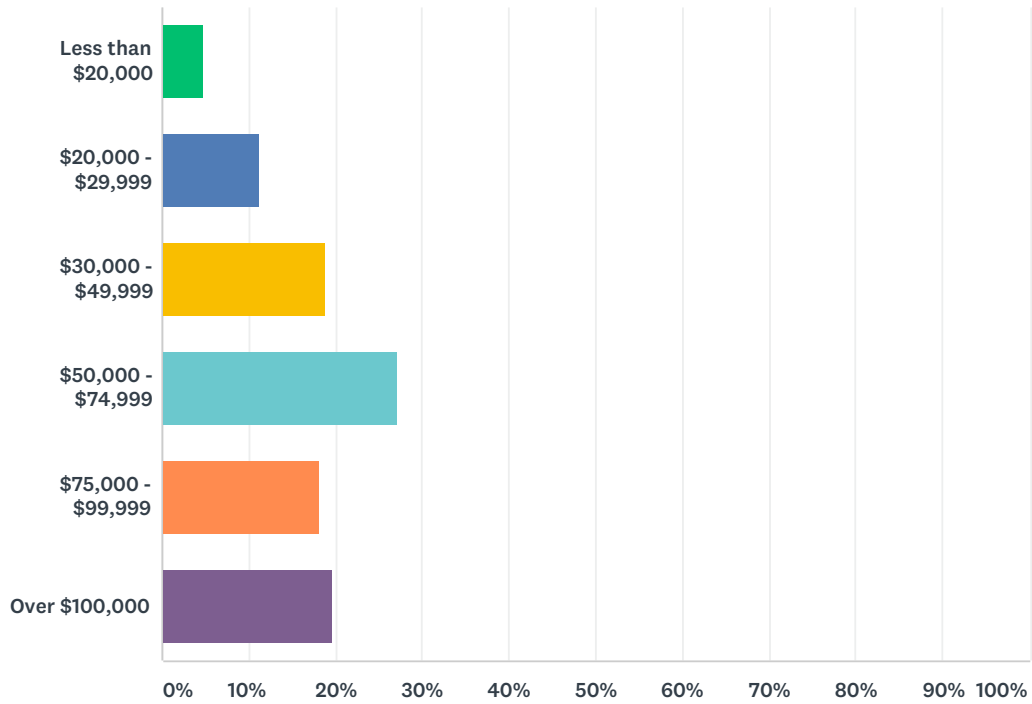
#	OTHER (PLEASE SPECIFY)	DATE
1	Novesta Twp., I live	8/28/2018 1:51 PM
2	rent apartment	8/28/2018 1:22 PM

## Cass City Master Plan 2018 Survey

3	Own home in Country. Smile, northeast of town.	8/23/2018 5:16 PM
4	Friends and family live in/near the area	8/12/2018 2:37 PM
5	I own a home and live outside the village	8/9/2018 3:38 PM
6	I own a home on by the Novesta Church.	8/7/2018 3:36 PM
7	I volunteer in Cass city	8/6/2018 9:26 PM
8	I am a former Resident living in Elkland township	8/6/2018 7:40 PM
9	I live 4.5 miles from town	8/6/2018 4:11 PM
10	I live just outside of the village in Elkland Township.	8/6/2018 8:45 AM
11	We own/operate business & live in Elkland Twsp	8/4/2018 3:03 PM
12	own a farm in Elkland Twp	7/22/2018 5:46 PM
13	blank, just want to answer survey	7/20/2018 9:23 AM
14	Estate owns home	7/17/2018 2:26 PM
15	I pay property taxes to Cass City Schools	7/16/2018 4:06 PM
16	own my manufactured home at The Point	7/16/2018 3:55 PM
17	Work outside of Cass City	7/16/2018 1:36 PM
18	Own and live just outside town	7/13/2018 3:45 PM
19	Grew up in Cass City, used to work for business in Cass City	7/11/2018 11:17 PM
20	Lived in CC from 1998 to 2017. Started a job in Midland, live in Bay City, but come back to CC on weekends.	7/11/2018 8:17 PM
21	My family is here and I grew up here.	7/11/2018 12:45 PM
22	Family member lives in Cass City	7/11/2018 12:39 PM
23	In the military and a resident	7/11/2018 12:11 PM
24	I live one house outside of the village limit. I consider myself in town.	7/11/2018 11:31 AM
25	I do not live in village limits; there is no option for this	7/11/2018 1:43 AM
26	Family lives in Cass City	7/10/2018 3:05 PM
27	My sister lives near Cass City	7/10/2018 12:42 PM
28	I was a resident when I lived with my parents, they still live in Cass City	7/10/2018 7:29 AM
29	Own home in Elmwood Township	7/10/2018 12:28 AM
30	Outside the village limits.	7/9/2018 10:56 PM
31	Retired	7/9/2018 9:37 PM
32	I am a resident of Novesta Twp Cass City is my closest town	7/7/2018 12:31 PM
33	I own a home in Elkland township	7/5/2018 1:09 PM
34	I live in a church parsonage in Cass City.	7/5/2018 11:22 AM
35	Associate Pastor. Husband is Senior Pastor	7/5/2018 11:11 AM

## Q9 Please select your household income.

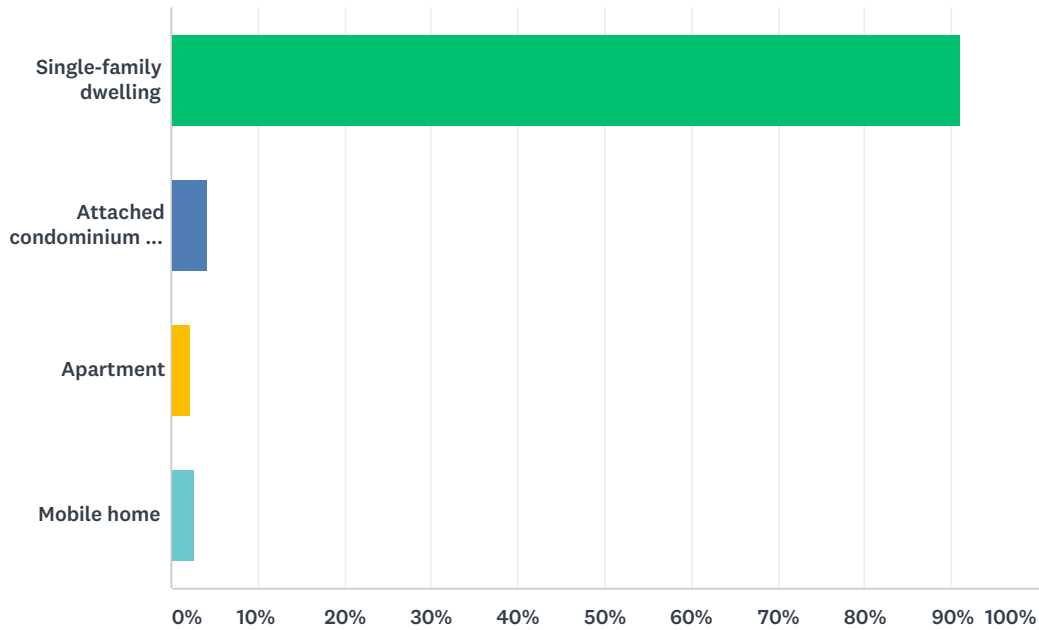
Answered: 431 Skipped: 32



ANSWER CHOICES	RESPONSES	
Less than \$20,000	4.87%	21
\$20,000 - \$29,999	11.37%	49
\$30,000 - \$49,999	18.79%	81
\$50,000 - \$74,999	27.15%	117
\$75,000 - \$99,999	18.10%	78
Over \$100,000	19.72%	85
<b>TOTAL</b>		<b>431</b>

### Q10 Please select the term that best describes your residence.

Answered: 440 Skipped: 23

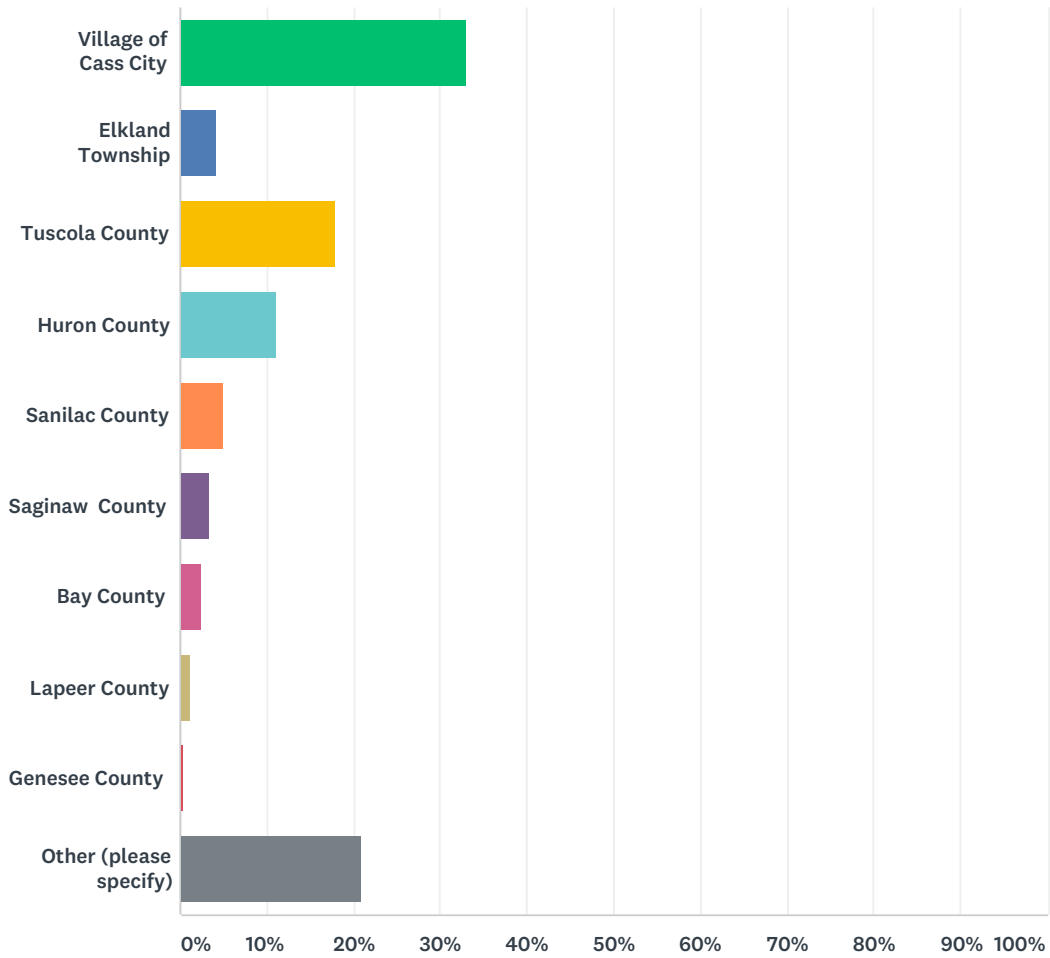


ANSWER CHOICES	RESPONSES
Single-family dwelling	90.91% 400
Attached condominium or duplex	4.09% 18
Apartment	2.27% 10
Mobile home	2.73% 12
<b>TOTAL</b>	<b>440</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Farm	8/8/2018 7:57 PM
2	Commercial/residential	7/11/2018 10:41 PM
3	farm house	7/11/2018 10:48 AM
4	House	7/11/2018 9:05 AM
5	My parents live in a single-family dwelling	7/10/2018 7:29 AM

## Q11 Where is the location of your primary employment?

Answered: 444 Skipped: 19



ANSWER CHOICES	RESPONSES	
Village of Cass City	33.11%	147
Elkland Township	4.28%	19
Tuscola County	18.02%	80
Huron County	11.04%	49
Sanilac County	4.95%	22
Saginaw County	3.38%	15
Bay County	2.48%	11
Lapeer County	1.35%	6
Genesee County	0.45%	2
Other (please specify)	20.95%	93
<b>TOTAL</b>		<b>444</b>



## Cass City Master Plan 2018 Survey

#	OTHER (PLEASE SPECIFY)	DATE
1	Shelby Twp.	8/28/2018 1:51 PM
2	self employed	8/28/2018 1:44 PM
3	retired	8/28/2018 1:14 PM
4	retired	8/28/2018 12:14 PM
5	retired	8/28/2018 11:54 AM
6	retired	8/28/2018 11:20 AM
7	retired	8/28/2018 10:19 AM
8	Retired, but worked at Walbros for 23 1/2 years	8/23/2018 5:16 PM
9	retired	8/23/2018 4:59 PM
10	retired	8/23/2018 4:42 PM
11	retired	8/23/2018 4:34 PM
12	retired	8/23/2018 4:20 PM
13	retired	8/23/2018 4:14 PM
14	retired	8/23/2018 3:46 PM
15	Retired friend lives in the area	8/12/2018 2:37 PM
16	Midland	8/11/2018 10:51 AM
17	retired	8/11/2018 8:49 AM
18	Retired	8/8/2018 7:57 PM
19	Cedar Rapids iowa	8/7/2018 9:14 AM
20	Retired	8/6/2018 9:26 PM
21	Macomb	8/6/2018 9:24 PM
22	Richmond, VA	8/6/2018 8:20 PM
23	Macomb County	8/6/2018 8:10 PM
24	Retired	8/6/2018 8:15 AM
25	Spouse owns Business Elkland Twsp	8/4/2018 3:03 PM
26	Worked at Cass City High School.	7/31/2018 3:32 PM
27	Retired	7/23/2018 7:03 PM
28	Las Vegas, NV	7/20/2018 3:15 PM
29	Retired	7/18/2018 6:57 PM
30	retired	7/18/2018 10:11 AM
31	retired	7/17/2018 9:14 PM
32	Retired	7/17/2018 3:47 PM
33	Retired	7/17/2018 2:26 PM
34	retired	7/16/2018 9:48 PM
35	Retired	7/16/2018 6:15 PM
36	Retired	7/16/2018 4:06 PM
37	Retired	7/16/2018 3:55 PM
38	Novesta Township	7/16/2018 3:11 PM
39	Retired	7/13/2018 8:56 AM
40	Out of state	7/12/2018 10:29 PM

## Cass City Master Plan 2018 Survey

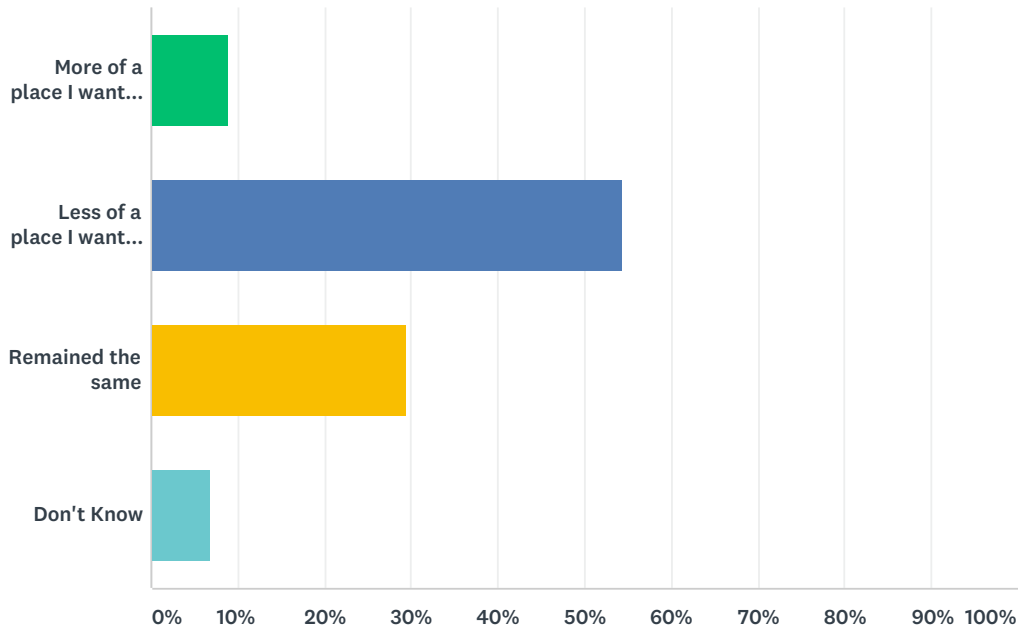
41	Out of state	7/11/2018 11:17 PM
42	Retired	7/11/2018 8:27 PM
43	Midland County	7/11/2018 8:17 PM
44	MaComb County	7/11/2018 6:41 PM
45	Retired	7/11/2018 6:25 PM
46	Retired teacher in CC puplic school	7/11/2018 1:26 PM
47	Retired	7/11/2018 1:24 PM
48	Detroit	7/11/2018 1:23 PM
49	Retired	7/11/2018 1:15 PM
50	Kent County	7/11/2018 12:45 PM
51	Stay at home mom	7/11/2018 12:35 PM
52	Military	7/11/2018 12:11 PM
53	Retired	7/11/2018 11:31 AM
54	Retired	7/11/2018 11:24 AM
55	Self employed	7/11/2018 11:20 AM
56	Arizona	7/11/2018 10:47 AM
57	Mobile	7/11/2018 9:50 AM
58	work out of home	7/11/2018 9:08 AM
59	Cadillac	7/11/2018 8:56 AM
60	Oakland County	7/11/2018 8:47 AM
61	Retired	7/11/2018 8:04 AM
62	Midland County	7/10/2018 10:25 PM
63	Retired Cass City schools employee	7/10/2018 10:07 PM
64	Livingston county	7/10/2018 7:45 PM
65	Ottawa county	7/10/2018 4:48 PM
66	Ottawa County	7/10/2018 3:05 PM
67	Retired	7/10/2018 1:32 PM
68	Ottawa County	7/10/2018 1:11 PM
69	Seattle Washington	7/10/2018 12:42 PM
70	Retired	7/10/2018 12:29 PM
71	Semi-retired; I work 2 days per week in Caro	7/10/2018 11:24 AM
72	Retired	7/10/2018 10:58 AM
73	Oakland County	7/10/2018 8:14 AM
74	Retired	7/10/2018 8:09 AM
75	Detroit	7/10/2018 7:54 AM
76	Livingston County	7/10/2018 7:37 AM
77	Retired	7/9/2018 10:56 PM
78	Cedar Rapids, IA	7/9/2018 10:50 PM
79	Retired	7/9/2018 10:27 PM
80	Retired	7/9/2018 10:07 PM
81	Retired	7/9/2018 9:55 PM

## Cass City Master Plan 2018 Survey

82	retired	7/9/2018 9:52 PM
83	out of state	7/9/2018 9:44 PM
84	retired	7/9/2018 9:42 PM
85	Retired	7/9/2018 9:37 PM
86	Kent	7/9/2018 9:35 PM
87	Retired	7/9/2018 9:16 PM
88	retired	7/5/2018 12:34 PM
89	Unemployed currently	7/5/2018 12:09 PM
90	disabled	7/5/2018 11:20 AM
91	Retired	7/5/2018 11:17 AM
92	Retired	7/5/2018 11:12 AM
93	Disabled	7/5/2018 11:11 AM

## Q12 In the past 5-10 years, Cass City has become:

Answered: 443 Skipped: 20



ANSWER CHOICES	RESPONSES
More of a place I want to live	9.03% 40
Less of a place I want to live	54.40% 241
Remained the same	29.57% 131
Don't Know	7.00% 31
<b>TOTAL</b>	<b>443</b>

#	OTHER COMMENTS	DATE
1	<b>Grocery/Food Access</b> need a grocery store	8/28/2018 11:20 AM
2	Need to get more business in town, but I realize thats hard in a small town.	8/23/2018 5:16 PM
3	<b>Grocery/Food Access</b> WE NEED STORES, ESPECIALLY GROCERY STORE.	8/23/2018 5:06 PM
4	<b>Livability</b> I like Cass City but there are problems that need to be addressed.	8/23/2018 4:34 PM
5	<b>Grocery/Food Access</b> No place to get good groceries such as fresh meat and fresh vegetables.	8/23/2018 4:14 PM
6	No business/economy poor.	8/23/2018 3:54 PM
7	<b>Livability</b> a caring community	8/23/2018 3:15 PM
8	<b>Livability</b> Love Cass City but disappointed in the direction it is going.	8/23/2018 3:00 PM
9	<b>City Government</b> <b>Crime/Drugs</b> <b>Medical Marijuana</b> Leadership considering plans without appropriate considerations for the harm to the community and hardship to the residents, is a concern especially when the IDEAL canoe launch sites already exists in Cass City at the Evergreen Park with over 100 acres, not near houses. Plus the village will lose revenue sharing money from the state if marijuana facility is here, and related tax base when factory changes from commercial to agriculture zoning, will have additional expenses related to increased crime, such as need to hire additional law enforcement.	8/15/2018 5:31 PM

## Cass City Master Plan 2018 Survey

10	The village has lost so many businesses since moving here in 73...it's unbelievable how many empty buildings we have now. One reason is the north side of main street has an awful owner who rents buildings to businesses but does not maintain the buildings which forces people to move. Not sure what the requirements are to lease or rent a building in Cass City, but I'd make it easier for people and give them an incentive to do so.	8/13/2018 1:30 PM
11	<b>Grocery/Food Access</b> Except, it would be convenient to have a grocery store.	8/13/2018 11:51 AM
12	<b>Grocery/Food Access</b> Needs better grocery store and restaurants	8/11/2018 9:28 AM
13	My friends lives there. I visit them and love the up north small town feel of her place. I'd hate to see it get too commercial and ruin the quiet seclusion. Making downtown or Mainstream roads more up to date would be a plus. Just stay away from residential streets or that atmosphere will be ruined.	8/11/2018 8:49 AM
14	Has not regained its desirability as a place for people to live	8/9/2018 3:38 PM
15	Have considered moving into Cass City but it does not have a grocery store.	8/8/2018 7:57 PM
16	We have become a community of old views. We need to be more open minded in our thoughts. For example this marijuana growing facility in this community would support growth in the town. Yet some board members would rather pass it up. We are just letting opportunity go out of this town that another town would gladly take.	8/7/2018 3:36 PM
17	<b>Business/Employment</b> <b>Livability</b> It feels like Cass City is at a stand still, if not back pedaling. No new business and if there are they only last a few months. Not a lot of employment opportunities. Something needs to change and it needs to be a big change! You can never move forward if you don't make a change!	8/7/2018 3:25 PM
18	There is not much to do here. So many empty businesses, hardly any restaurants. It's becoming a ghost town. We have spent 4 years without a grocery store.	8/6/2018 11:20 PM
19	The village has not been able to sustain the necessary business components to make it a complete little town like it once was.	8/6/2018 8:20 PM
20	our need for a grocery store makes me want to move farther from Cass City to a place where there is a decent food source. The value of homes have decrease greatly. This is a dying town. When we moved our family here back in 1994 the place had promise. I never considered that my children would have to move away to find employment. The biggest mistake we made was choosing Cass City to raise our children. Where the signs all say you are in a drug free school zone ha ha.	8/6/2018 7:40 PM
21	It saddens me to see what is left there from when I was growing up. I graduated in 1996 and as I mentioned earlier I do truly want to keep my youngest in this area/school district so I am hopeful that the Village will make a turn around for the best.	8/5/2018 8:03 PM
22	<b>Business/Employment</b> <b>City Government</b> <b>Grocery/Food Access</b> <b>Housing</b> <b>Livability</b> <b>Medical Marijuana</b> <b>Water Bill/Taxes</b> Very disappointed that the council voted down the Medical Marijuana Facility! Jobs, revenue, etc all GONE! I feel that the women on the council have their OWN agenda & are for themselves & not for the village at all. We need new council members that will put the citizens of the village first & not themselves. Nancy Barrios is pushy & overbearing. I don't go to the meetings because there are stressful. It was very hard to watch the video of the last meeting! The ignorance of the people who are against Medical Marijuana... Wow... So sick of not having a grocery store too! That has gone on long enough! Too many empty stores downtown for too long. There is nothing in the town & it keeps getting smaller. I would move out of here if I could! One thing to address is the slum lords in our village! Uh, so sick of looking at the dumps that they rent out & the renters are unruly, messy, noisy & inconsiderate! We need standards. I am not saying that this has to be Frankenmuth but it should be a respectable place at least. We have the lowest rent in the county so in turn it brings in certain types of people. I am not better than anyone else but come on... I feel that very few people care about our village so in November I hope & pray that Barrios & Beifer get voted out. I will do my part & vote and it will not be for them!Added note>> My water bill and taxes better not be going up!! I used to pay \$110 for three months & it is almost that for ONE month! That is B.S. people! We should not be paying higher water bills to make up for all the empty houses. You need to go after the people who are responsible for them, not us & if renters skip out on their bills then the landlord should be sent the bill! I have talked to people in other towns about their water rates & we pay the highest. Plus, we can't drink it either! We have a whole house filter & a water softener and STILL have rust! There is a ring in our toilet that won't come out! Rust in the tub & sinks too. I have one of those free water kits that I have meaning to send in to see what is really in our water. I should get on that...	8/4/2018 10:59 AM
23	<b>Housing</b> <b>Livability</b> Homes and businesses are ran down and looking old, not alot of pride in owning a home or business anymore, it is considered just a place to live or work.	8/4/2018 8:09 AM

## Cass City Master Plan 2018 Survey

24	the main village is mostly vacant and those buildings are a bit of an eyesore, no grocery store, minimal places to eat.. nice hospital tho	7/26/2018 4:45 PM
25	<span>Business/Employment</span> <span>Grocery/Food Access</span> <span>Livability</span> NEED MORE RETAIL BUSINESSES INCLUDING A GOOD GROCERY STORE MANY RESIDENTS SHOULD CLEAN UP THEIR PROPERTY GET RID OF JUNK THEY DO NOT NEED.	7/26/2018 3:59 PM
26	<span>Business/Employment</span> <span>Livability</span> Loosing many of our businesses tend to make our town one that is not providing for it's citizens. People tend to leave.	7/23/2018 7:03 PM
27	We have lost a grocery store, an auto repair shop, a car dealership, an electronics store and a discount store. It hurts... Especially not having the grocery store. Hopefully it comes real soon.	7/23/2018 12:56 PM
28	<span>City Government</span> <span>Grocery/Food Access</span> <span>Livability</span> Worried about future of Cass City and whether it will be a place I still want to live. No grocery store is problem. Village Council bickering and not working together is never a good thing. Downtown is going by the wayside. Enjoy living her now but may not when I retire.	7/23/2018 11:32 AM
29	I have only been here for 11 months so I am unable to answer this question.	7/23/2018 10:38 AM
30	Downtown main street needs to be updated, i.e. new antique looking street lights, store fronts need help from village to get business attracted, I suggest the town have a theme, like the antique village, antique store's maybe bring Amish business to store's on main st.with old cars and trucks to give rides on antique days or something	7/18/2018 11:03 AM
31	No grocery store.	7/17/2018 3:47 PM
32	We need new leaders that have open minds and fresh ideas. Nothing is being done to promote Cass City. Both for people that would like to move here or start a business.	7/17/2018 8:36 AM
33	Needs a grocery store. What happened to the idea for a playhouse?	7/16/2018 4:06 PM
34	<span>Business/Employment</span> <span>Livability</span> Businesses are declining causing residents to travel for their necessities.	7/16/2018 12:29 PM
35	<span>Business/Employment</span> <span>Grocery/Food Access</span> No grocery store Not many businesses	7/14/2018 8:34 PM
36	<span>Business/Employment</span> <span>Livability</span> It is slowly becoming a ghost town with less and less businesses on Main Street.	7/12/2018 4:08 AM
37	-no new businesses coming into town -young people moving out at the first chance - overwhelmingly conservative -very insulated overall	7/11/2018 11:17 PM
38	<span>Business/Employment</span> <span>Grocery/Food Access</span> I miss the variety of stores, that was here when I first came (grocery, antiques, viable farmers market)	7/11/2018 8:27 PM
39	No grocery, businesses leaving, nothing to really do downtown.	7/11/2018 8:17 PM
40	When we moved into the area there were two grocery stores two drugstores three flower shops two bakeries, three clothing stores, the Ben Franklin store, at least one hardware store and several other small shops. I don't need to tell you what is here now	7/11/2018 7:07 PM
41	A ghost down & what a shame!!!!!!	7/11/2018 6:41 PM
42	<span>Grocery/Food Access</span> No grocery store	7/11/2018 6:25 PM
43	<span>Grocery/Food Access</span> Need a grocery store!	7/11/2018 1:26 PM
44	<span>Livability</span> Less useful for my needs.	7/11/2018 1:15 PM
45	Need to have a grocery store, more businesses	7/11/2018 12:56 PM
46	Needs opportunity and community participation - sports leagues open to everyone, places to buy food, community garden, breweries? Fun things to do here. No matter what - it will always be home.	7/11/2018 12:45 PM
47	<span>Grocery/Food Access</span> Disappointed in a lack of a grocery store	7/11/2018 11:41 AM
48	<span>Business/Employment</span> We need to expand. Open more stores & businesses. We have zero growth.	7/11/2018 10:45 AM
49	<span>Grocery/Food Access</span> Need grocery store	7/11/2018 9:08 AM

## Cass City Master Plan 2018 Survey

50	<b>Business/Employment</b> <b>Grocery/Food Access</b>	The continued delay of the dangling carrot grocery store is disheartening. As an octogenarian I hate to think of having to drive again in the winter to obtain something besides junk food and pop. I realize with Walmart stores in both Caro and Bad Axe it is difficult for any independent store owner to compete with their prices. Many people complain we do not have the retail stores we had 10 or 20 years ago but also many folks do not support the ones we have !	7/10/2018 10:07 PM
51	<b>City Government</b>	See above. I witnessed the most wasteful administration at any level of government operate for the last 6-8 years in this community, and the council and President were totally complicit and most are still there. The Police Chief is a self promoting phony that has the entire administration eating out of the palm of his hand. I hit a deer a few years ago and he wouldn't do a report because the "state hadn't sent him the forms." Yeah, right. I talked to another chief and was told there's one form for everything. I guess the Department was at a standstill until the state sent him his forms. That's okay, the Sheriff's Department took care of me. You can judge the true character of a man by how he treats those that can do nothing for him. That's the CC Police Chief.	7/10/2018 7:39 PM
52	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b>	I'm disappointed that Cass City is even considering a Pot plant. We have enough issues with drugs that we don't need to promote it. We need more viable businesses. Businesses, festivals, and activities to draw people into our wonderful community, not push them away!	7/10/2018 6:59 PM
53		I am hopeful with continued improvement and that officials take residents health and safety when making community decisions.	7/10/2018 2:54 PM
54		Lack of business has made Cass City less desirable.	7/10/2018 1:21 PM
55	<b>Business/Employment</b> <b>Livability</b>	Lack of professional jobs, cultural events and a thriving downtown are all reasons I would leave to find those things elsewhere.	7/10/2018 11:29 AM
56	<b>City Government</b> <b>Grocery/Food Access</b>	Again, no grocery store. Village government doesn't seem interested in promoting Cass City.	7/10/2018 11:24 AM
57	<b>Grocery/Food Access</b> <b>Water Bill/Taxes</b>	High taxes, high water bills and no grocery store.	7/10/2018 10:06 AM
58		Disappointed with the loss of business and middle class citizens. Need more to draw in these.	7/10/2018 9:52 AM
59		Disappointing that so many businesses have left town, empty stores, no grocery store, with the continued promise of one. I hope to see our town thriving again someday soon.	7/10/2018 8:09 AM
60		We are considering moving back to Cass City. I'm interested in potential developments. I chose "less of a place" since there is no grocery store.	7/10/2018 7:29 AM
61	<b>Business/Employment</b> <b>Livability</b>	I see a lot of potential for Cass City. There are so many closed businesses on Main Street. Revitalization is necessary.	7/10/2018 6:45 AM
62	<b>Livability</b>	Stop trying to be a retirement community, you are killing this place	7/10/2018 6:05 AM
63		Lost the only grocery store & many businesses. Chamber did not want to support family activities like Pinktober. We had to rely on private donation for the towns only fall event.	7/10/2018 1:23 AM
64		More and more difficult for job security	7/10/2018 12:28 AM
65		Want to live but hard to stay with the economics of the area	7/9/2018 10:54 PM
66		Needs a grocery store and other attractions to boost the economy.	7/9/2018 10:50 PM
67		the towns dying. i think its because we have tried to cater to senior citizens for the past 15-20 years....the dying population. Try bringing in young families, or i wont be here much longer.	7/9/2018 10:13 PM
68	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Livability</b>	Elementary school closing, empty store fronts empty on Main Street, no grocery store	7/9/2018 10:07 PM
69		To many missed opportunities!	7/9/2018 9:55 PM
70	<b>Business/Employment</b> <b>Livability</b>	Cass City seems to be slowly dying. I graduated in 1981 from CCHS with 165 kids in my class, my kids have recently graduated with around 70 in their classes. They most likely won't be working around here, so few good jobs.	7/9/2018 9:51 PM
71		Need a grocery store bad	7/9/2018 9:47 PM
72		less businesses are open	7/9/2018 9:44 PM
73	<b>Business/Employment</b> <b>Livability</b>	A little less due to stores moving out.	7/9/2018 9:16 PM

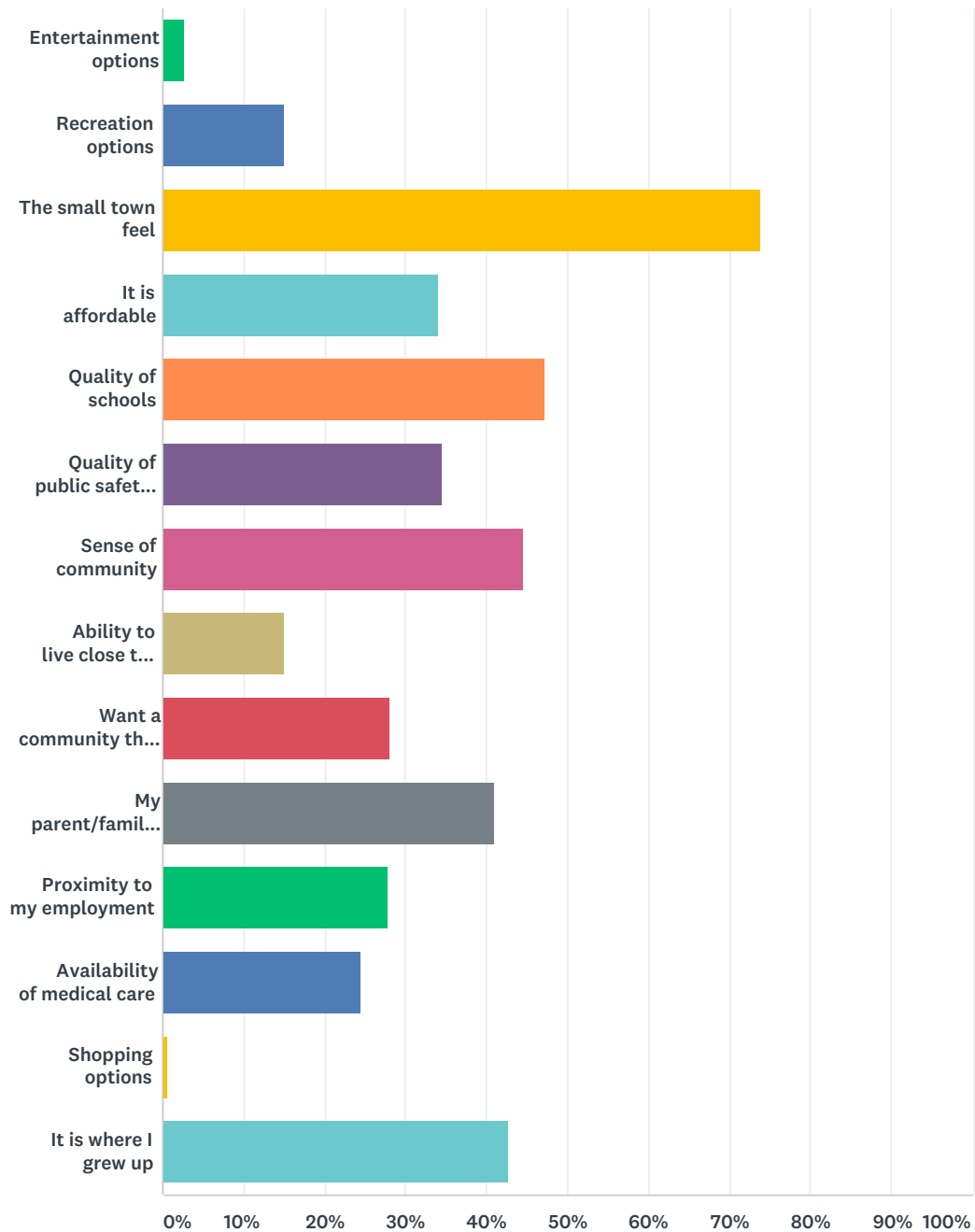
## Cass City Master Plan 2018 Survey

74	<b>Grocery/Food Access</b>	We desperately need a grocery store.	7/9/2018 9:15 PM
75	<b>Grocery/Food Access</b>	Lack of a grocery store has impacted how I feel about which direction this town is headed.	7/9/2018 9:09 PM
76		Like mentioned above, I moved away for some time....very saddened upon my return to find the Village had become ghost town. I used to be proud that I was a resident. Cass City was somewhere that I wanted to raise my son. Now I feel bad for the kids/teens....so much has changed.	7/7/2018 12:31 PM
77	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Livability</b>	All the business are leaving, we have no grocery store... it seems like Cass City is slowly disappearing...	7/5/2018 1:16 PM
78		There needs to be leadership with a younger and more open minded world view. As communication and technology advances, rural areas will be left out of the conversation if they do not welcome change. The Bible isn't employing anyone besides those who keep asking for your donations. We need inovation to keep younger generations who are educated and willing to work here. We cannot take care of our elderly population with outdated ideas.	7/5/2018 1:09 PM
79	<b>Grocery/Food Access</b> <b>Livability</b> <b>Water Bill/Taxes</b>	The taxes keep rising however not much here anymore and need a grocery store	7/5/2018 12:48 PM
80		I enjoy living here but at the same time opportunities are limited and it makes it hard to find a good job.	7/5/2018 12:38 PM
81		Would be great if there was a grocery store!!	7/5/2018 12:09 PM
82	<b>Livability</b>	I still enjoy living here but need to see growth.	7/5/2018 11:50 AM
83	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Streets/Sidewalks</b> <b>Traffic/Transp</b>	No grocery store, the park is outdated and unsafe for kids to play, too many store fronts with no businesses, unsafe side streets in winter and summer(ice on the road or cars speeding down side streets, semi trucks speeding on main street)	7/5/2018 11:33 AM
84	<b>Business/Employment</b> <b>Housing</b> <b>Livability</b>	When I came here I loved that yards were maintained, the village sidewalks were always clean, and the streets were quiet. Since them the number of homes and business that are not kept has increased. Even the businesses that are operating are sometimes in dire need of paint and repair. I often see homes where garbage is placed at the curb days in advance of pick-up. Loud music and roaring engines are becoming a staple of life. It just feels as though people are beginning to give up, and the "little things" always lead to "big things."	7/5/2018 11:22 AM



### Q13 What are the things that you find most appealing about Cass City? (check all that apply)

Answered: 425 Skipped: 38



ANSWER CHOICES	RESPONSES	
Entertainment options	2.82%	12
Recreation options	15.06%	64
The small town feel	73.88%	314
It is affordable	34.12%	145

## Cass City Master Plan 2018 Survey

Quality of schools	47.29%	201
Quality of public safety (police and fire)	34.59%	147
Sense of community	44.47%	189
Ability to live close to a downtown	15.06%	64
Want a community that is less congested and busy	28.00%	119
My parent/family live here	40.94%	174
Proximity to my employment	27.76%	118
Availability of medical care	24.47%	104
Shopping options	0.71%	3
It is where I grew up	42.59%	181
Total Respondents: 425		

#	OTHER (PLEASE SPECIFY)	DATE
1	great library and pool	8/28/2018 11:39 AM
2	lived here 42 years and raised family here, husband born and raised here.	8/28/2018 10:33 AM
3	Good garbage removal, own water plant, good d.p.w. department	8/28/2018 10:21 AM
4	Friendly	8/23/2018 3:16 PM
5	<b>Pool</b> The only public pool in the area.	8/13/2018 11:51 AM
6	<b>Housing</b> There are always plenty of housing choices, with many houses for sale...	8/9/2018 3:24 PM
7	Dollar stores	8/6/2018 3:03 PM
8	We honestly don't spend a ton of time in Cass City. The places we frequent are the golf course, the bowling alley, the pool for swimming lessons in the summer, the parks for our kids, and the high school track. Our families live in Huron County so we spend more of our time there.	8/6/2018 8:51 AM
9	<b>Livability</b> When I was a kid this town was booming!! Look at it now... I think the park should have water & electricity hook ups & more activities so we can bring \$\$ in. Frankenmuth has festivals going on all the time. You need to look at other towns to see what they are doing to make a come back! The only thing that we have that is nice is our parks.	8/4/2018 11:10 AM
10	I go canoeing and kayaking there.	8/1/2018 9:20 AM
11	have a public pool is a huge plus and I really enjoy all the flags that are put up for 4th of July. I think it would be great to keep the flags up year long	7/26/2018 4:49 PM
12	<b>Livability</b> <b>Pool</b> We have a nice community. It is a welcoming one. Nice people! We do have a movie theater and swimming pool.	7/23/2018 7:29 PM
13	<b>Crime/Drugs</b> <b>Medical Marijuana</b> Safety - a medical marijuana growth facility will be a serious problem as easily found online with reports of criminal activities, such as robbery... The loss of revenue sharing money from the state could only negatively affect the schools.	7/21/2018 10:40 AM
14	<b>Medical Marijuana</b> Loss of revenue sharing from state if marijuana growth facility is permitted will be detrimental to city and schools.	7/20/2018 9:28 AM
15	Great library that provides programming for young and old, and many services too. The pool in the summer is one of our communities best places for kids and families!	7/18/2018 7:09 PM
16	Easy driving	7/13/2018 3:49 PM
17	Low crime.	7/11/2018 8:22 PM
18	My house	7/10/2018 1:27 AM
19	<b>Medical/Health</b> Quality of medical care	7/9/2018 10:10 PM

## Cass City Master Plan 2018 Survey

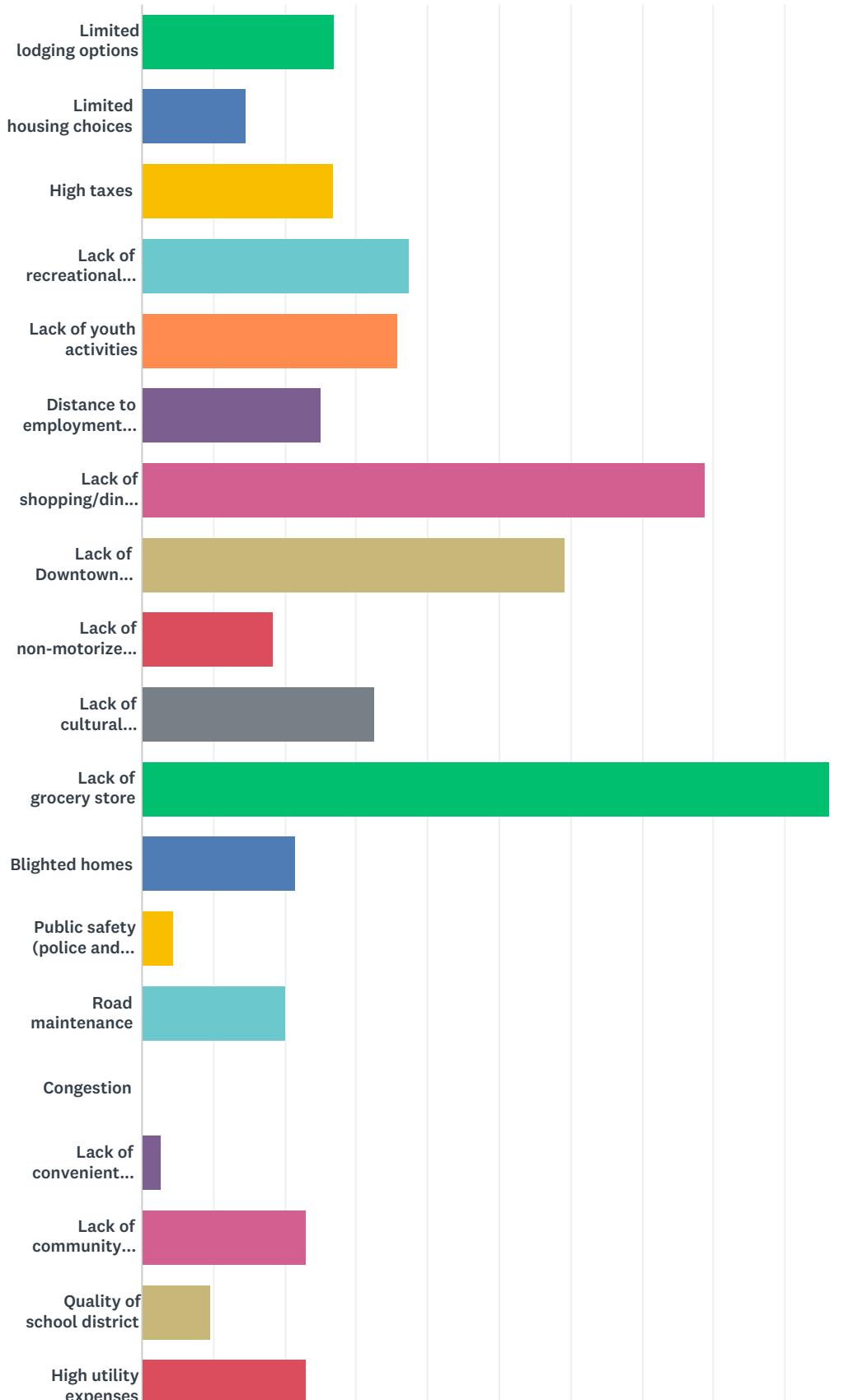
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20	<b>Livability</b> It's still a good place to raise a family. I think we have good schools, churches, community support.	7/9/2018 9:59 PM
21	<b>Grocery/Food Access</b> It'd be nice to have a grocery store in the village but am thankful for great grocery stores within 15-20 min.	7/9/2018 9:10 PM
22	Going say this again.....you can't say shopping options.....we desperately need a grocery store!!!!	7/5/2018 12:18 PM

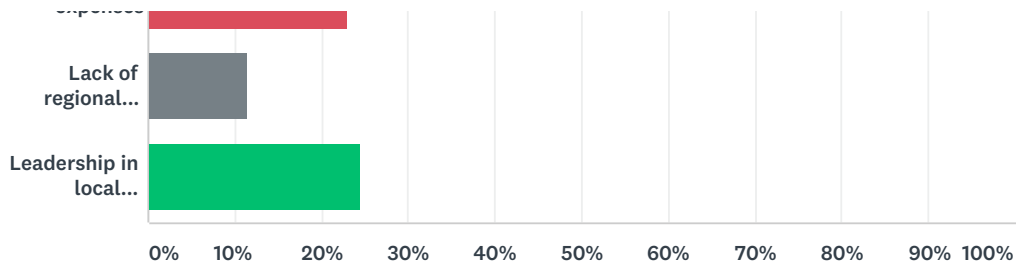
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# Q14 What are Cass City's negative aspects? (check all that apply)

Answered: 425 Skipped: 38



## Cass City Master Plan 2018 Survey



ANSWER CHOICES	RESPONSES
Limited lodging options	27.06% 115
Limited housing choices	14.59% 62
High taxes	26.82% 114
Lack of recreational activities within the community	37.41% 159
Lack of youth activities	35.76% 152
Distance to employment opportunities	25.18% 107
Lack of shopping/dining options	78.82% 335
Lack of Downtown vibrancy	59.29% 252
Lack of non-motorized transportation (bike paths, sidewalk, curb cuts for handicapped)	18.35% 78
Lack of cultural events/entertainment options	32.71% 139
Lack of grocery store	96.24% 409
Blighted homes	21.65% 92
Public safety (police and fire)	4.47% 19
Road maintenance	20.00% 85
Congestion	0.00% 0
Lack of convenient Downtown parking	2.82% 12
Lack of community center	23.06% 98
Quality of school district	9.65% 41
High utility expenses	23.06% 98
Lack of regional transportation	11.53% 49
Leadership in local government	24.47% 104
Total Respondents: 425	

#	OTHER (PLEASE SPECIFY)	DATE
1	<span style="background-color: #ADD8E6;">Business/Employment</span> <span style="background-color: #FF8C00;">Grocery/Food Access</span> No grocery store/auto dealership	8/28/2018 11:15 AM
2	national restaurant chain	8/28/2018 10:21 AM
3	a few are trying to do a good job and a few are very disruptive.	8/23/2018 5:01 PM
4	<span style="background-color: #ADD8E6;">Business/Employment</span> <span style="background-color: #DDA0DD;">Livability</span> Nestle building empty and in disrepair. Many empty buildings on Main St.	8/23/2018 4:37 PM
5	<span style="background-color: #FF8C00;">Grocery/Food Access</span> need grocery store	8/23/2018 4:22 PM

## Cass City Master Plan 2018 Survey

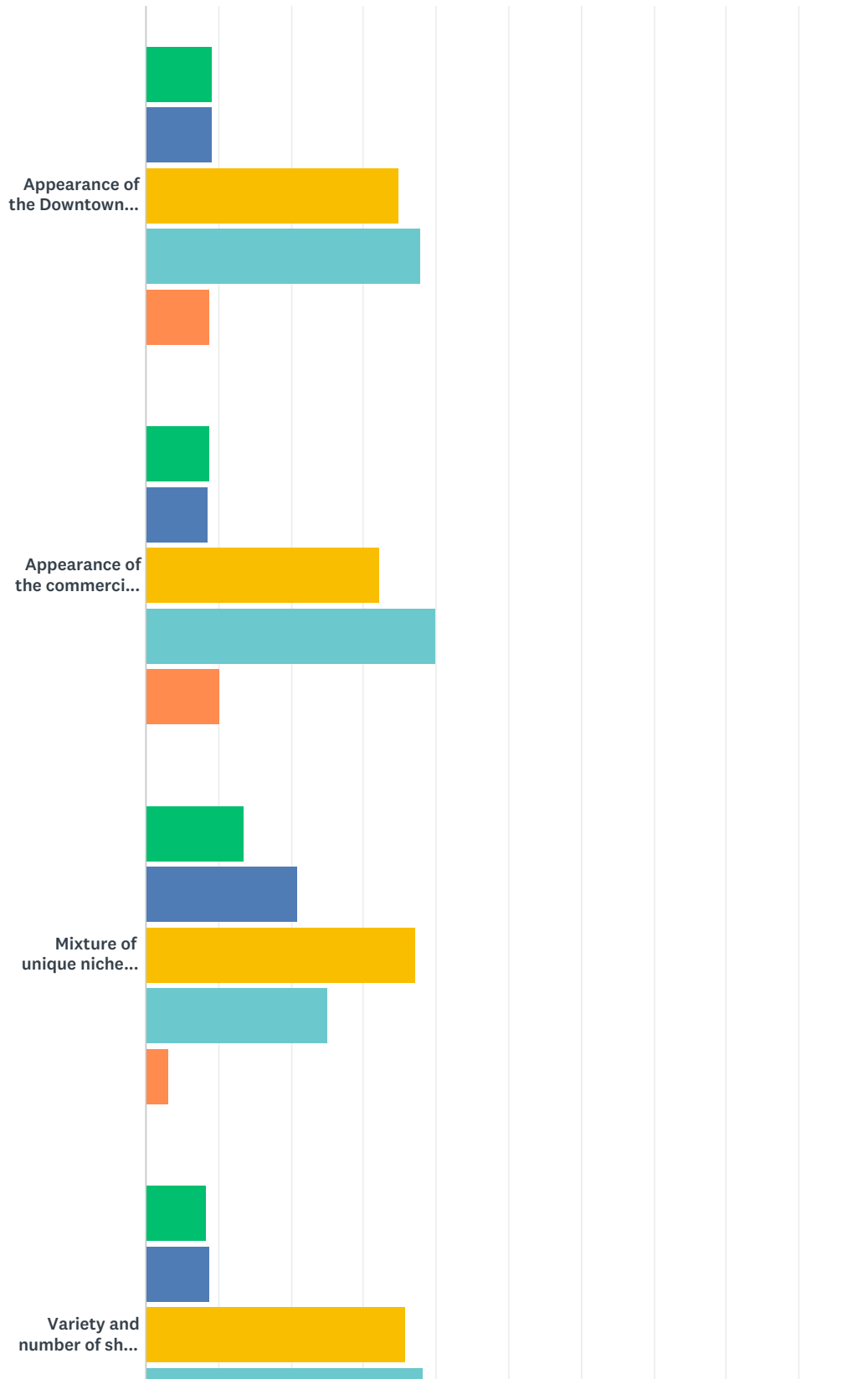
6	unfriendly service	8/23/2018 3:16 PM
7	Problems with public pool maintenance.	8/15/2018 5:32 PM
8	<b>City Government</b> <b>Crime/Drugs</b> <b>Medical Marijuana</b> Concerns about leadership that have such a focus, via all these questions about marijuana growth facility and river access/canoe launch when the negative results are apparently disregarded. Especially when the money spent to develop river access (with resulting loss of property tax related to lower property values surrounding site), could be better spent on the city pool and roads. Also, increased crime related to both marijuana and river access (break-ins, property destruction, people getting drunk/high, fighting, assaults, etc) would require additional expenses to hire additional law enforcement....	8/13/2018 11:51 AM
9	Leadership doesn't seem to discern the negative consequences to the residents of the planning questions that will require more law enforcement to address related crimes of break-ins, resident's property destruction, etc related to marijuana facility and canoe launch (Evergreen Park is much more ideal and only a few miles away, with over 100 acres to launch). Plus we already have insufficient electricity infrastructure evident via all the power outages, which are very difficult to deal with. This is the current environment, without the huge electricity demand of growing marijuana.	8/10/2018 2:35 PM
10	<b>Crime/Drugs</b> Concerns about leadership when master plan includes such items that are detrimental to the city's low crime, that would be a magnet to criminal activities by providing public areas for teens to gather that are close to homes via canoe launch when ideal location exists a few miles away at the large Evergreen Park.	8/7/2018 10:06 AM
11	All reasons why I moved away and have not been back.	8/7/2018 9:19 AM
12	<b>Taxes/Water Bill</b> Taxes are only high because of a lack of return. The specific utility thats high is water bill	8/7/2018 9:02 AM
13	My biggest complaint is not having a grocery store. Even a small meat market would be great. We need something! Also, more community programming. Events in the park. We have a beautiful park. Sebewaing does a movie once a week. Maybe this is something videomation could start to help get them more involved. Plus it's something to keep people involved in the community. The freedom festival is great but we need more events. What about a small winter event like tubing on the hill and offer free hot coco and popcorn. Or a downtown lights show with carriage rides or hay wagon rides through town to bring others into the community during the winter months. Ball tournaments during the summer. One more issue! No pharmacy is open on Sunday but the Redimed clinic is. So let's all get a prescription we can't fill... A community sign that offers info about upcoming events would be nice. Sell cards which give a discount at the local stores. Bad axe does this through the school band I think. Offer more recreational activities. A 5k, bike events.	8/7/2018 8:03 AM
14	To many to list	8/6/2018 10:02 PM
15	<b>Business/Employment</b> Getting rid of our Antique Store was another mistake!! All of that was handled wrong...	8/4/2018 11:10 AM
16	<b>Business/Employment</b> <b>Livability</b> Too many family rotating in and out of here. No one stays a lifetime anymore because they are finding better jobs and communities.	8/4/2018 8:09 AM
17	The people that own all the rentals not having any rules and regulations to follow are my #1 reason that I feel our town is declining. There is no reason that the village officials cant stand up to the slum lords and make then put roofs on these houses and make better living conditions for the renters.	8/1/2018 10:32 AM
18	none	8/1/2018 9:20 AM
19	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> Gary and Gus's expectation that the residents should pay for the upgrade to the Doerr Rd substation, so that they have enough electricity for a marijuana growth facility is Not right. Before Cass City even considers an application for a marijuana growth facility, Gary and Gus should have to have the required electricity upgrades already in place, the residents should not have to pay for it. If residents are going to subsidize a business, a grocery store would be much better.	7/21/2018 10:40 AM
20	<b>Crime/Drugs</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> If community is going to subsidize a business, via loss in tax revenue, loss of revenue sharing, having to pay for electricity infrastructure, I believe most residents would rather subsidize a grocery store, not a marijuana growth facility with its violent robberies reported at the current facilities.	7/20/2018 9:28 AM
21	<b>Livability</b> <b>Streets/Sidewalks</b> Your sidewalks are terrible	7/17/2018 12:29 PM

## Cass City Master Plan 2018 Survey

22	<b>Livability</b> Run-down and or abandoned building management	7/13/2018 5:52 PM
23	-you have to realize your local government is exactly like every government. You neglect to listen to new generations and refuse to elect young people with ideas to any government positions, instead going back to the same people with the same last names over and over. The city is failing for a reason.	7/11/2018 11:21 PM
24	<b>Taxes/Water Bill</b> Very high water prices and it's still hard water	7/11/2018 11:25 AM
25	<b>City Government</b> Politics are very bad here.	7/11/2018 9:45 AM
26	<b>City Government</b> <b>Livability</b> Do not agree about having to have license plate on car that I was not driving. The car is in very nice shape and was not hurting anything or anyone just sitting in my driveway. I could not afford plates on two vehicles so was forced to sell it. Now if my current vehicle quits working I have no other vehicle to drive. It's a shame, it was definitely not blight. We pay taxes and do not have control of our own property. That is wrong. New lady in charge is making a lot of people upset and should rethink her goals. We are a small town and need small town understanding. We are a great community and this may cause people to leave or become very upset.	7/10/2018 9:57 PM
27	<b>Business/Employment</b> <b>City Government</b> <b>Streets/Sidewalks</b> The streets are bad, but that isn't from lack of maintenance. It was total neglect by the previous administration. I would have checked other boxes, but the lack of shopping and dining, etc., is out of the control of the administration. It's the society we live in with how mobile everyone is and the competition from the big box retailers and Amazon.	7/10/2018 7:45 PM
28	<b>Medical Marijuana</b> I oppose the Marijuana facility. The inception will allow our family to revisit relocating	7/10/2018 2:58 PM
29	<b>Grocery/Food Access</b> We NEED a grocery store or a market so we can at least purchase basic fresh fruits, vegetables, meat and bread.	7/10/2018 11:35 AM
30	<b>City Government</b> The inability of elected officials to think outside the box and instead be rooted in ideas from the past that don't work in this day and age.	7/10/2018 8:03 AM
31	We had a team do this same survey 4 years ago with over 700 replies & no change happened.	7/10/2018 1:27 AM
32	If a marijuana plant comes we're done	7/10/2018 12:18 AM
33	not sure of the housing, schools or police or fire...since I am not there all the time	7/9/2018 9:47 PM
34	<b>Business/Employment</b> Would be nice to have an adult day care where senior citizens could go if adult children cannot watch them during their working hours.	7/9/2018 9:10 PM
35	There is nothing left in the town to draw people in or keep them there....no reason to reason to stop on the way through.	7/7/2018 12:36 PM
36	<b>Business/Employment</b> <b>Grocery/Food Access</b> The price of items (i.e. gas and medication) everything in Cass City is so expensive. If you have to goto Caro for groceries why not put 3 dollars in gas in Cass City and then fill the rest of it car up in Caro after u do ur grocery shopping. Not enough fast food places to eat (i.e. taco bell or a burger king).	7/5/2018 11:40 AM
37	<b>City Government</b> <b>Livability</b> Ever more restrictive ordinances. Lack of creative solutions. Judgmental, long-time community controlling and influential families/ individuals who fear change, progress and diversity which causes stagnation and a dying town	7/5/2018 11:29 AM

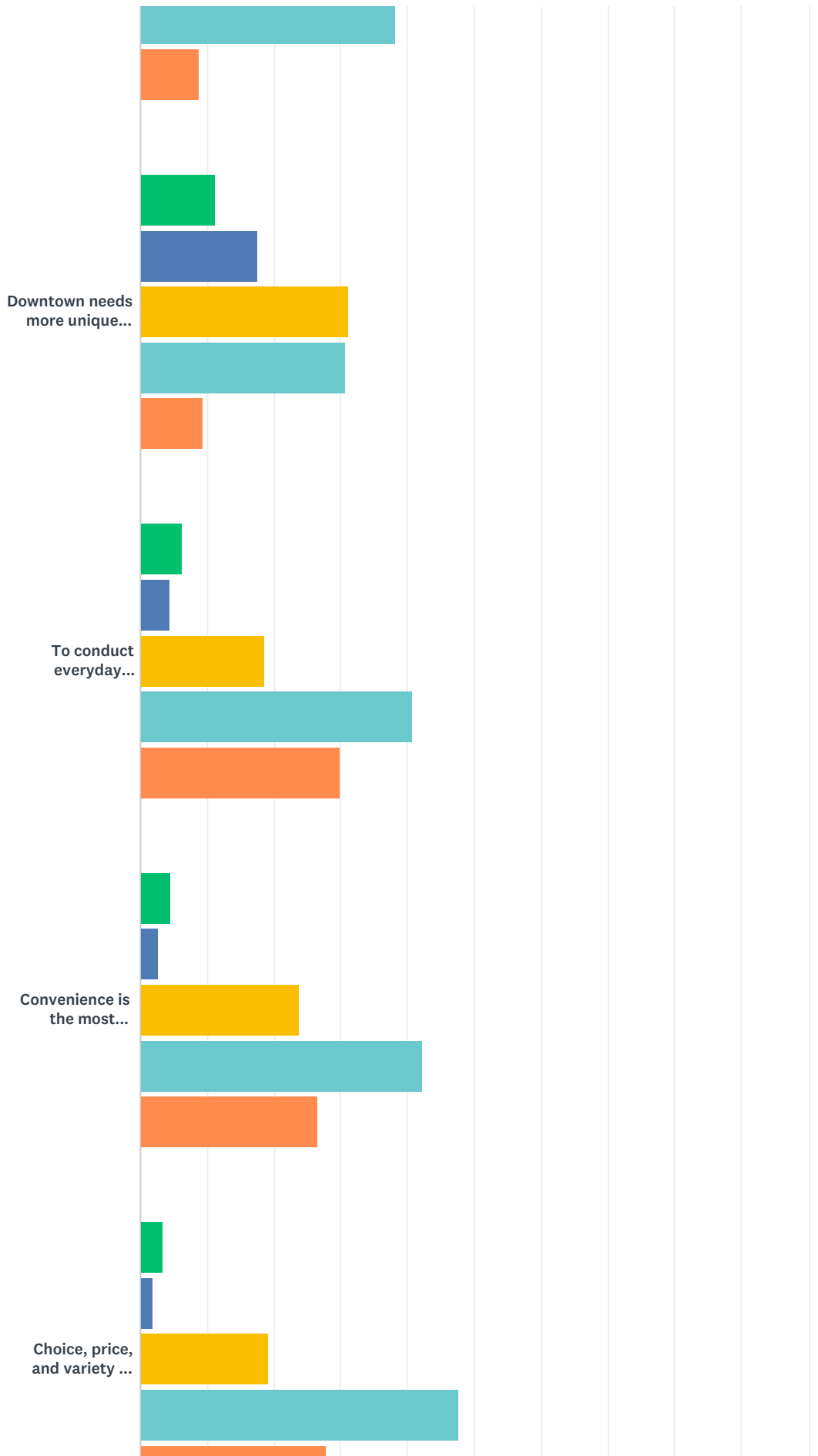
# Q15 When shopping or dining, what factors impact your spending decisions?

Answered: 425 Skipped: 38

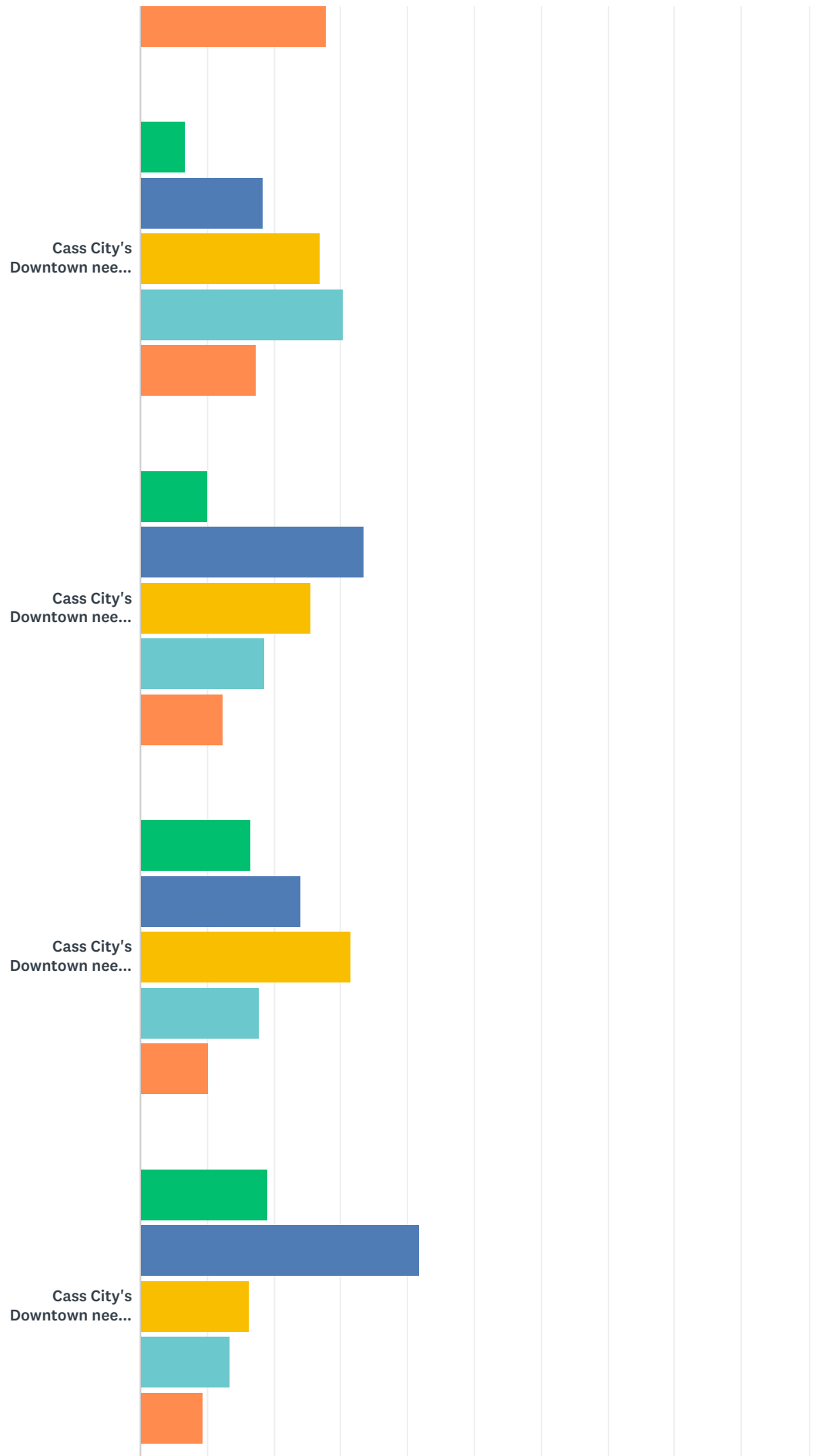




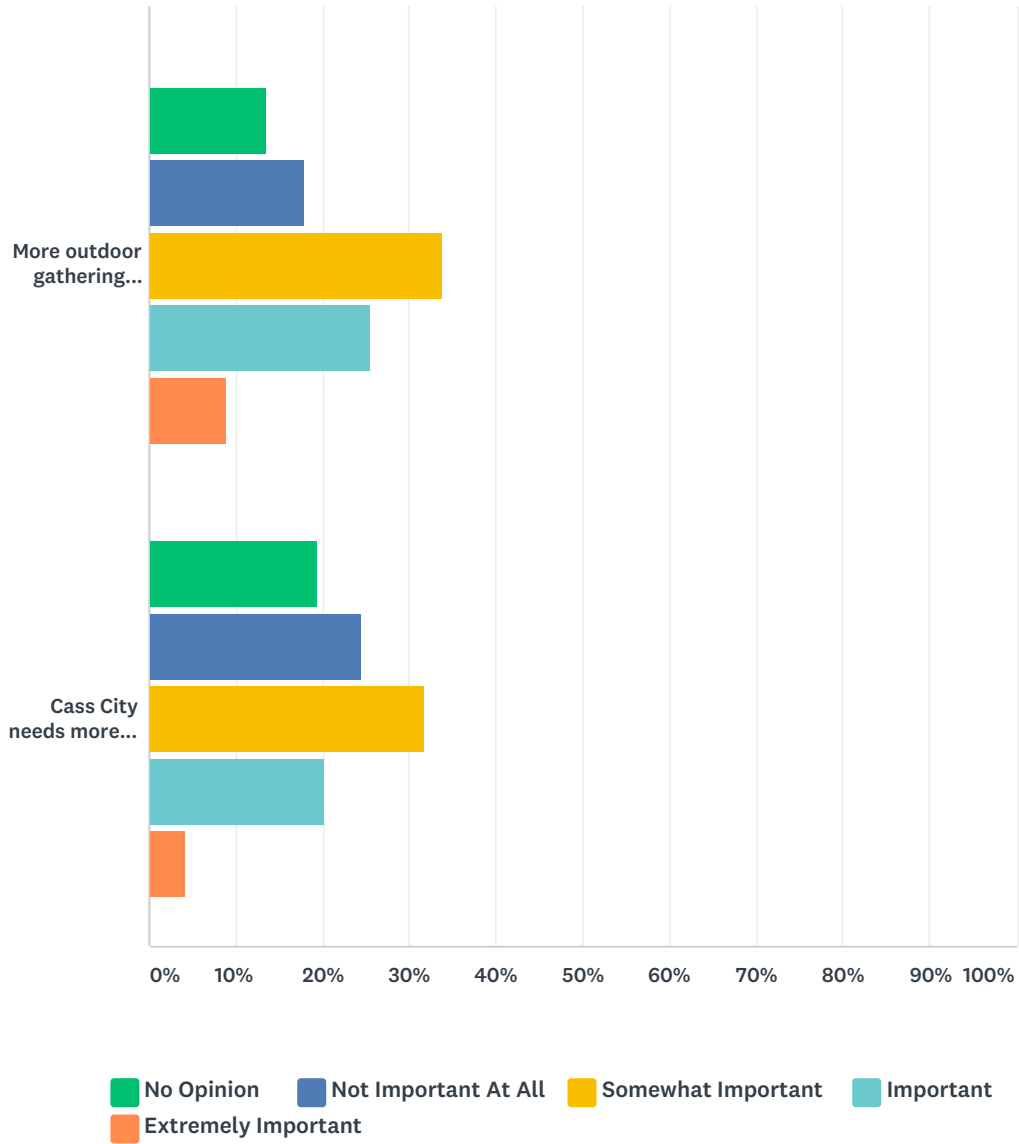
Cass City Master Plan 2018 Survey



Cass City Master Plan 2018 Survey



## Cass City Master Plan 2018 Survey



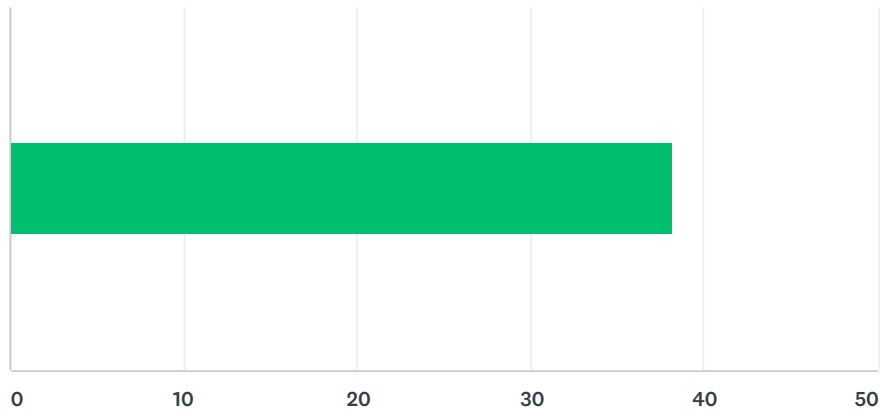
	NO OPINION	NOT IMPORTANT AT ALL	SOMEWHAT IMPORTANT	IMPORTANT	EXTREMELY IMPORTANT	TOTAL
Appearance of the Downtown district	9.22% 39	9.22% 39	34.99% 148	37.83% 160	8.75% 37	423
Appearance of the commercial business strip	8.85% 37	8.61% 36	32.30% 135	39.95% 167	10.29% 43	418
Mixture of unique niche businesses and national "name brand" stores	13.60% 57	21.00% 88	37.23% 156	25.06% 105	3.10% 13	419
Variety and number of shops is most important for shopping for gifts and special purchases	8.35% 35	8.83% 37	35.80% 150	38.19% 160	8.83% 37	419
Downtown needs more unique niche stores	11.27% 47	17.51% 73	31.18% 130	30.70% 128	9.35% 39	417
To conduct everyday purchases, I do drive to a neighboring community due to increased number of store choices	6.24% 26	4.32% 18	18.71% 78	40.77% 170	29.98% 125	417
Convenience is the most important factor for my everyday shopping purchases	4.55% 19	2.63% 11	23.92% 100	42.34% 177	26.56% 111	418

## Cass City Master Plan 2018 Survey

Choice, price, and variety are the most important factors for my everyday shopping purchases	3.33% 14	1.90% 8	19.24% 81	47.74% 201	27.79% 117	421
Cass City's Downtown needs additional sit-down restaurants	6.76% 28	18.36% 76	27.05% 112	30.43% 126	17.39% 72	414
Cass City's Downtown needs more fine dining restaurants	10.12% 42	33.49% 139	25.54% 106	18.55% 77	12.29% 51	415
Cass City's Downtown needs to be open longer	16.50% 68	24.03% 99	31.55% 130	17.72% 73	10.19% 42	412
Cass City's Downtown needs more craft beer	19.14% 80	41.87% 175	16.27% 68	13.40% 56	9.33% 39	418
More outdoor gathering places	13.70% 57	18.03% 75	33.89% 141	25.48% 106	8.89% 37	416
Cass City needs more Extended Medical Facilities	19.37% 80	24.46% 101	31.72% 131	20.34% 84	4.12% 17	413

## Q16 What percentage of your shopping is done online?

Answered: 407 Skipped: 56



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	38	15,669	407
Total Respondents: 407			

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5	0	8/28/2018 1:24 PM
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7	25	8/28/2018 1:04 PM
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11	75	8/28/2018 12:20 PM
12	75	8/28/2018 12:15 PM
13	5	8/28/2018 12:09 PM
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18	10	8/28/2018 11:09 AM
19	60	8/28/2018 11:00 AM
20	0	8/28/2018 10:53 AM
21	0	8/28/2018 10:33 AM
22	0	8/28/2018 10:21 AM

## Cass City Master Plan 2018 Survey

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56	7	8/7/2018 12:41 PM
57	35	8/7/2018 12:36 PM
58	8	8/7/2018 9:29 AM
59	60	8/7/2018 9:19 AM
60	75	8/7/2018 9:02 AM
61	59	8/7/2018 8:47 AM
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## Cass City Master Plan 2018 Survey

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## Cass City Master Plan 2018 Survey

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## Cass City Master Plan 2018 Survey

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## Cass City Master Plan 2018 Survey

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## Cass City Master Plan 2018 Survey

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## Cass City Master Plan 2018 Survey

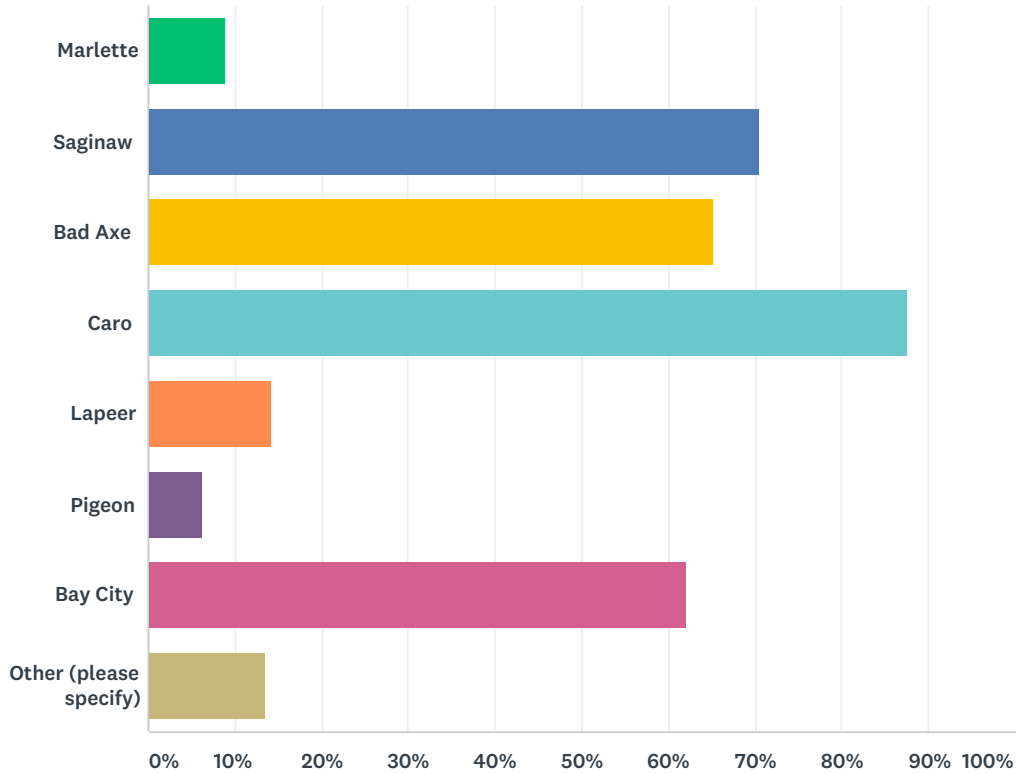
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407	50	7/5/2018 11:12 AM

Q17 Besides Cass City, where else do you regularly shop, eat, go to the doctor, etc. (check all that apply; you may also add places not listed below in the space provided)?

Answered: 415 Skipped: 48



ANSWER CHOICES	RESPONSES
Marlette	8.92% 37
Saginaw	70.60% 293
Bad Axe	65.30% 271
Caro	87.71% 364
Lapeer	14.22% 59
Pigeon	6.27% 26
Bay City	62.17% 258
Other (please specify)	13.49% 56
Total Respondents: 415	

#	OTHER (PLEASE SPECIFY)	DATE
1	Midland-place of work	8/28/2018 1:40 PM
2	Snover - Mennonite/bulk food	8/28/2018 11:15 AM
3	Frankenmuth	8/28/2018 11:00 AM



## Cass City Master Plan 2018 Survey

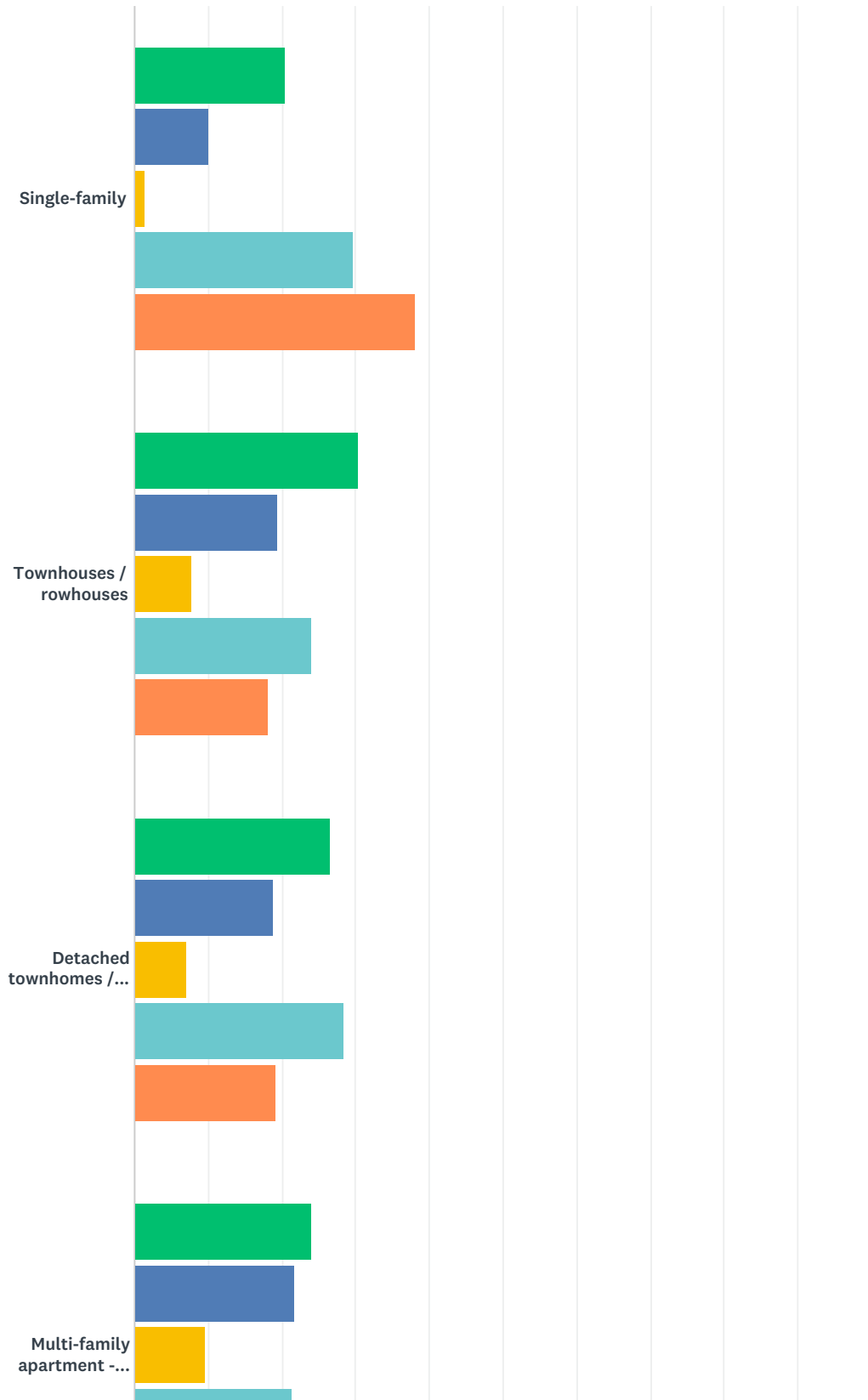
4	only because of no grocery store	8/28/2018 10:33 AM
5	Burton-Davidson-Flint	8/28/2018 10:17 AM
6	Snoner, Countryview Store	8/23/2018 4:45 PM
7	Sandusky	8/23/2018 4:37 PM
8	Midland	8/11/2018 10:53 AM
9	don't live there, live south, Romeo.	8/11/2018 8:55 AM
10	Snover	8/8/2018 10:57 AM
11	Bad axe and Caro for groceries, and occasionally jewelry, clothing, or a COFFEE HOUSE, pigeon for the Doctors	8/7/2018 8:03 AM
12	Country View- Snover, Sandusky	8/6/2018 11:24 PM
13	Birch run, Reese, frankenmuth	8/6/2018 10:02 PM
14	When I'm visiting the area	8/6/2018 9:28 PM
15	Detroit	8/6/2018 8:26 PM
16	Macomb Township, and Sterling Heights, Clinton Township	8/6/2018 8:19 PM
17	sandusky	8/6/2018 7:46 PM
18	Sandusky	8/6/2018 2:40 PM
19	Detroit area malls	8/5/2018 8:09 PM
20	Mennonite Store	7/23/2018 7:29 PM
21	Detroit Area	7/23/2018 10:43 AM
22	Sandusky	7/19/2018 9:59 AM
23	Sandusky	7/18/2018 10:16 AM
24	Midland	7/17/2018 9:22 PM
25	Sandusky	7/17/2018 12:29 PM
26	Imlay City	7/16/2018 10:18 PM
27	Sandusky	7/16/2018 9:15 PM
28	Sandusky	7/16/2018 7:53 PM
29	Sandusky	7/16/2018 4:12 PM
30	Auburn hills (Costco)	7/16/2018 2:35 PM
31	Shelby Township	7/15/2018 11:31 AM
32	Sandusky	7/13/2018 3:49 PM
33	Midland	7/12/2018 8:57 PM
34	Sandusky	7/12/2018 8:29 PM
35	Country View	7/12/2018 11:41 AM
36	Sandusky	7/11/2018 10:31 PM
37	Sandusky	7/11/2018 7:11 PM
38	Livonia	7/11/2018 5:37 PM
39	Imlay city	7/11/2018 11:37 AM
40	Utica	7/11/2018 9:25 AM
41	Detroit	7/11/2018 8:26 AM
42	Flint and metro Detroit	7/10/2018 7:45 PM
43	Anywhere	7/10/2018 6:20 PM

## Cass City Master Plan 2018 Survey

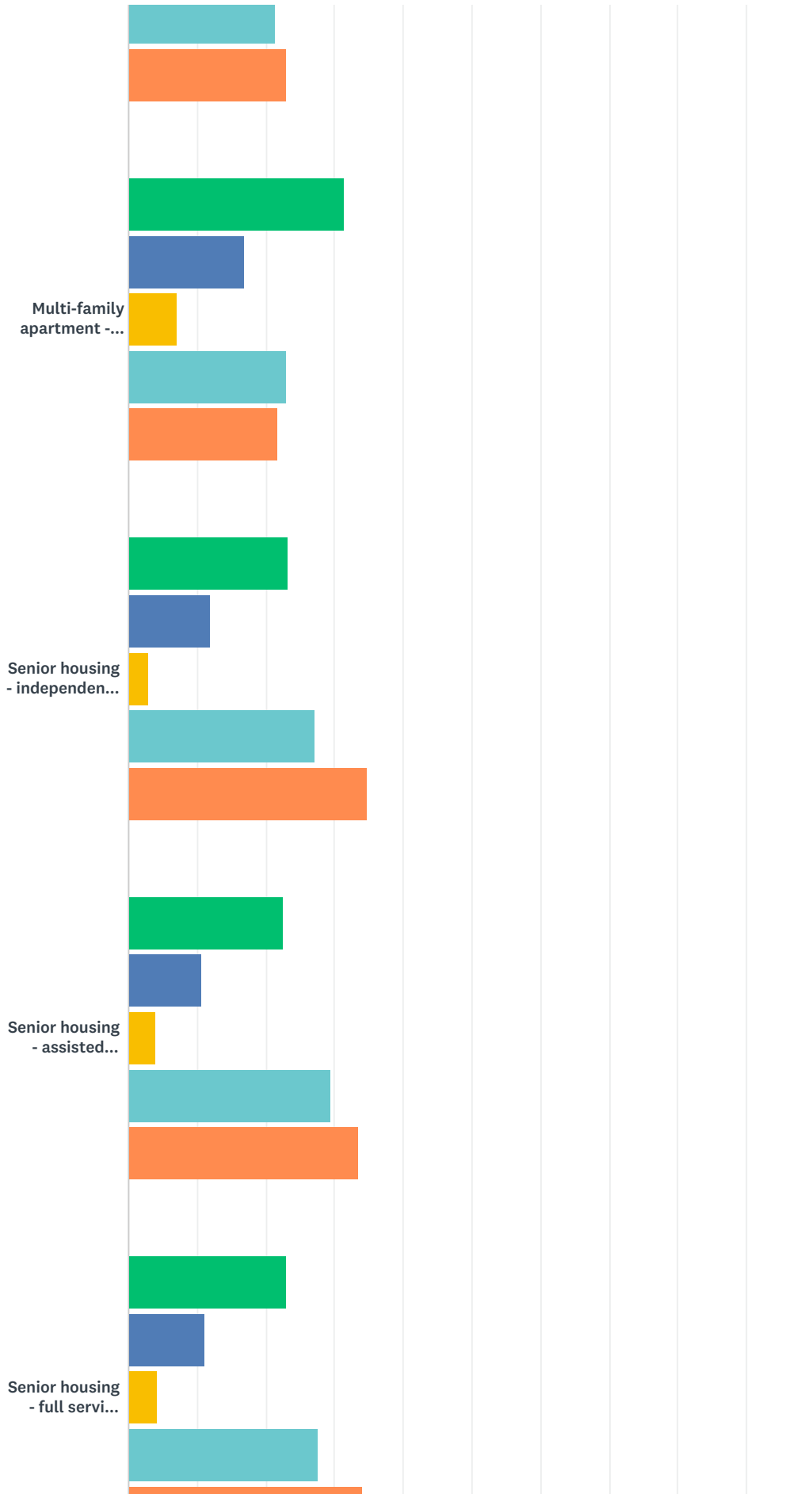
44	Chandler, Gilbert, Ahwatukee	7/10/2018 12:45 PM
45	Flint, Burton	7/10/2018 10:20 AM
46	Frankenmuth	7/10/2018 6:36 AM
47	Auburn	7/10/2018 12:34 AM
48	Sandusky	7/9/2018 11:13 PM
49	Cedar Rapids, IA	7/9/2018 10:55 PM
50	Ubly	7/9/2018 10:45 PM
51	NA	7/9/2018 10:29 PM
52	Colorado	7/9/2018 9:46 PM
53	Ann arbor	7/9/2018 9:17 PM
54	Sandusky	7/9/2018 9:11 PM
55	Sandusky	7/5/2018 11:27 AM
56	Frankenmuth	7/5/2018 11:22 AM

Q18 For each type of housing listed below, please indicate how much new development you feel the Village needs in the next 5 - 10 years.

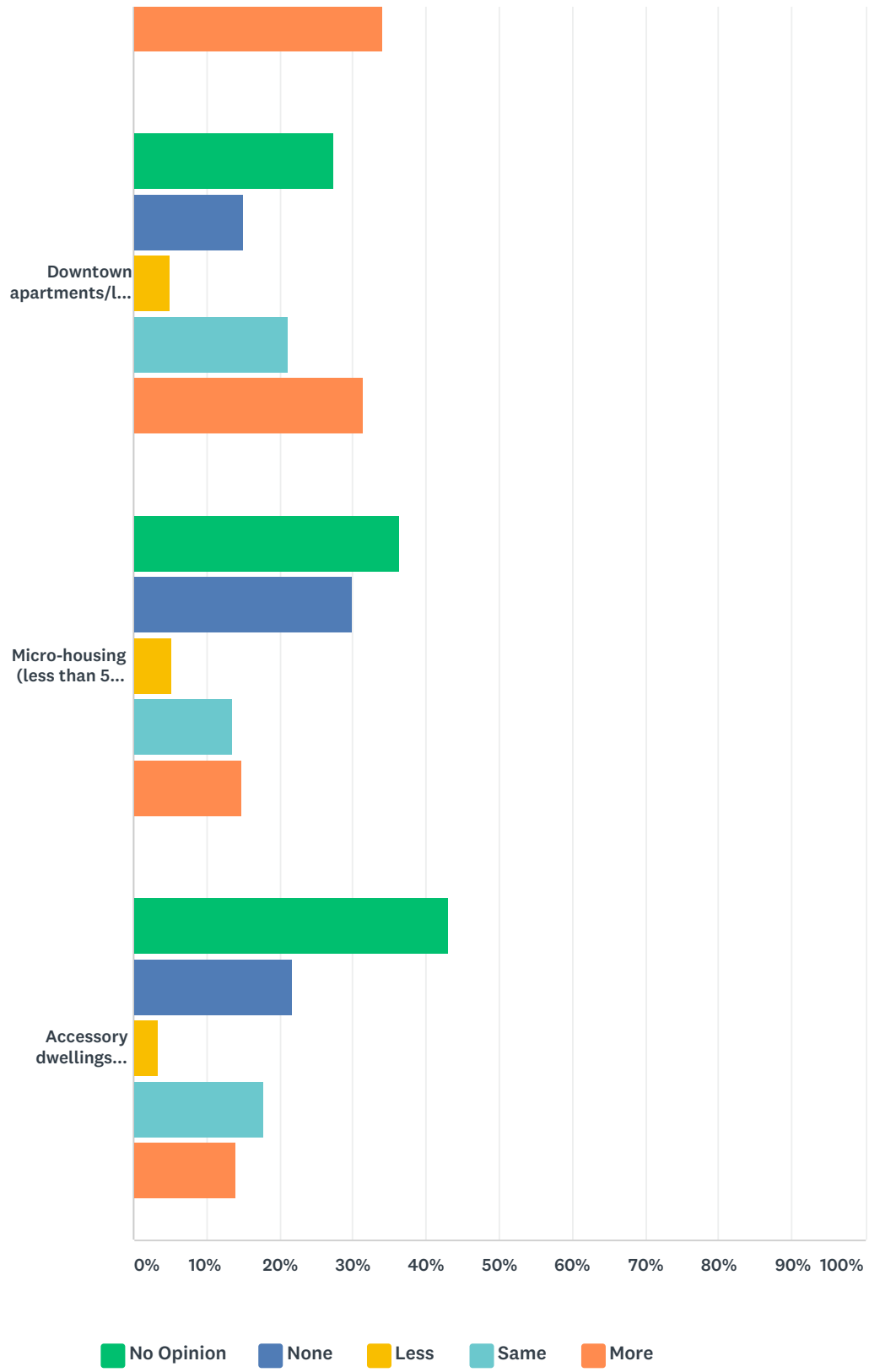
Answered: 388 Skipped: 75



Cass City Master Plan 2018 Survey



### Cass City Master Plan 2018 Survey



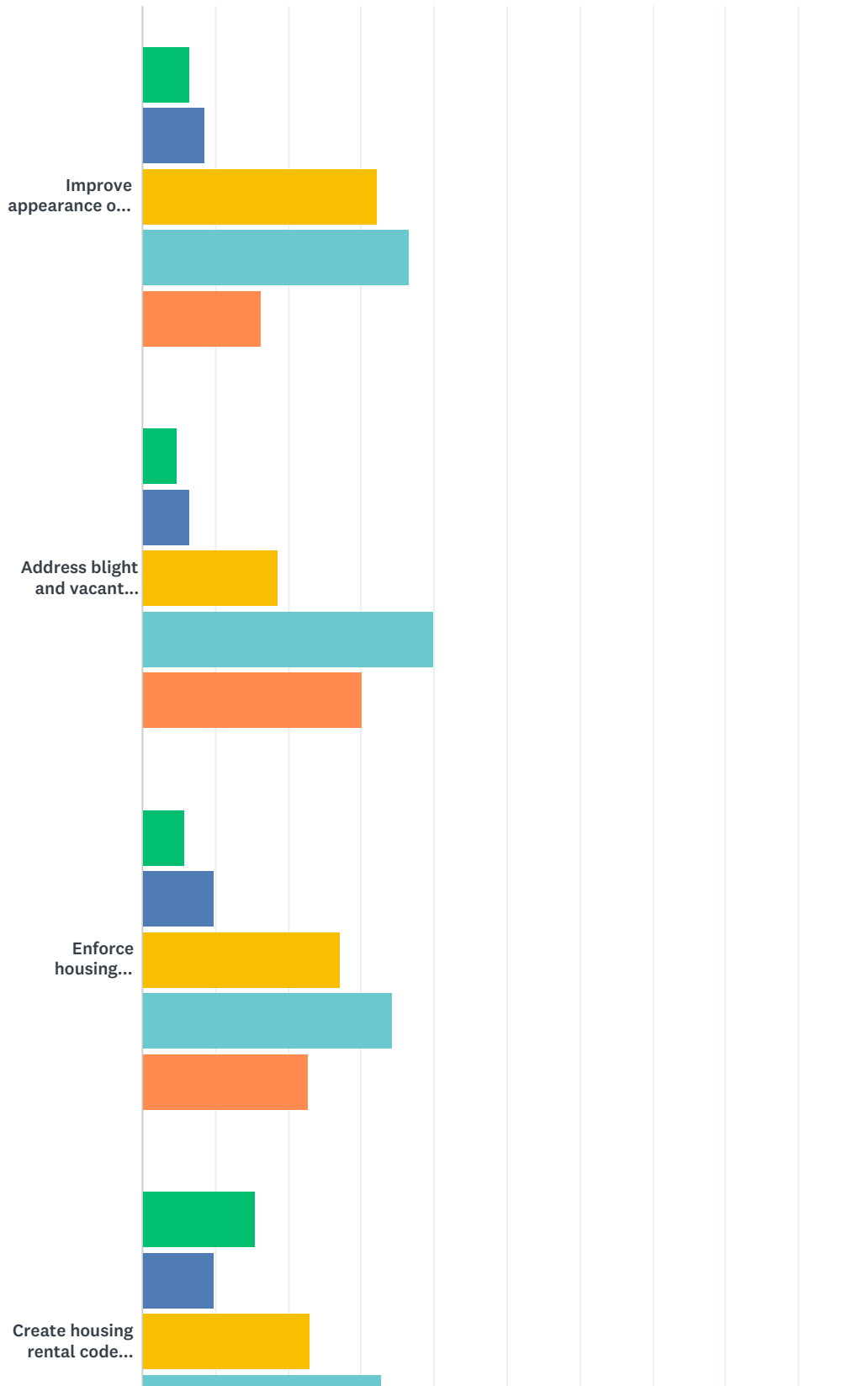
	NO OPINION	NONE	LESS	SAME	MORE	TOTAL
Single-family	20.47%	10.10%	1.55%	29.79%	38.08%	
	79	39	6	115	147	386
Townhouses / rowhouses	30.39%	19.48%	7.79%	24.16%	18.18%	
	117	75	30	93	70	385

## Cass City Master Plan 2018 Survey

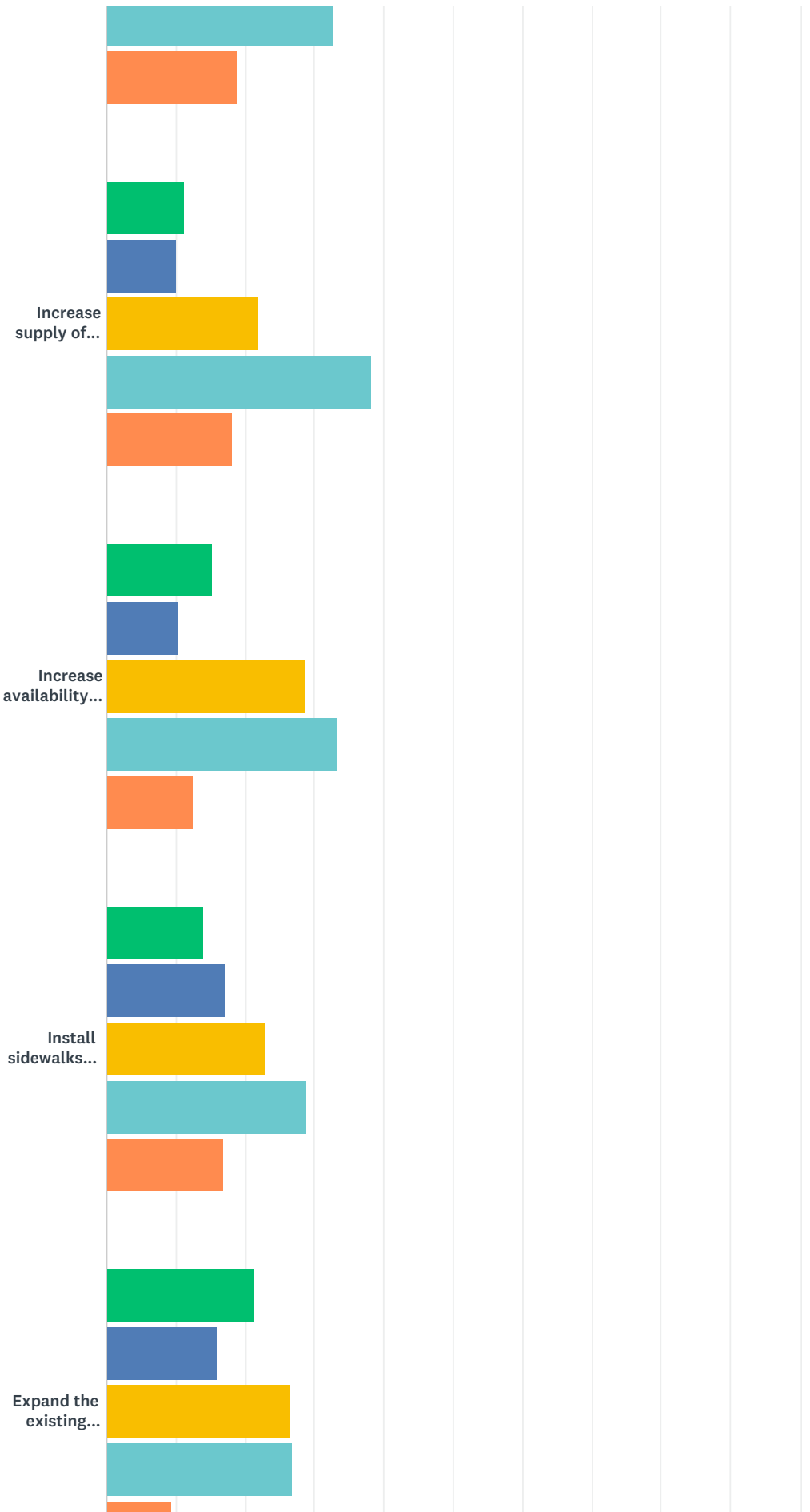
Detached townhomes / condos	26.56% 102	18.75% 72	7.03% 27	28.39% 109	19.27% 74	384
Multi-family apartment - income restricted	24.16% 93	21.82% 84	9.61% 37	21.30% 82	23.12% 89	385
Multi-family apartment - market rate	31.33% 120	16.97% 65	7.05% 27	22.98% 88	21.67% 83	383
Senior housing - independent living	23.32% 90	11.92% 46	2.85% 11	27.20% 105	34.72% 134	386
Senior housing - assisted living	22.54% 87	10.62% 41	3.89% 15	29.53% 114	33.42% 129	386
Senior housing - full service community	23.10% 88	11.02% 42	4.20% 16	27.56% 105	34.12% 130	381
Downtown apartments/lofts	27.42% 105	15.14% 58	4.96% 19	21.15% 81	31.33% 120	383
Micro-housing (less than 500 sq. ft)	36.46% 140	29.95% 115	5.21% 20	13.54% 52	14.84% 57	384
Accessory dwellings (granny flats, in-law suites, etc.)	43.01% 166	21.76% 84	3.37% 13	17.88% 69	13.99% 54	386

# Q19 How important are each of the following development priorities for Cass City to address over the next five to ten years?

Answered: 388 Skipped: 75

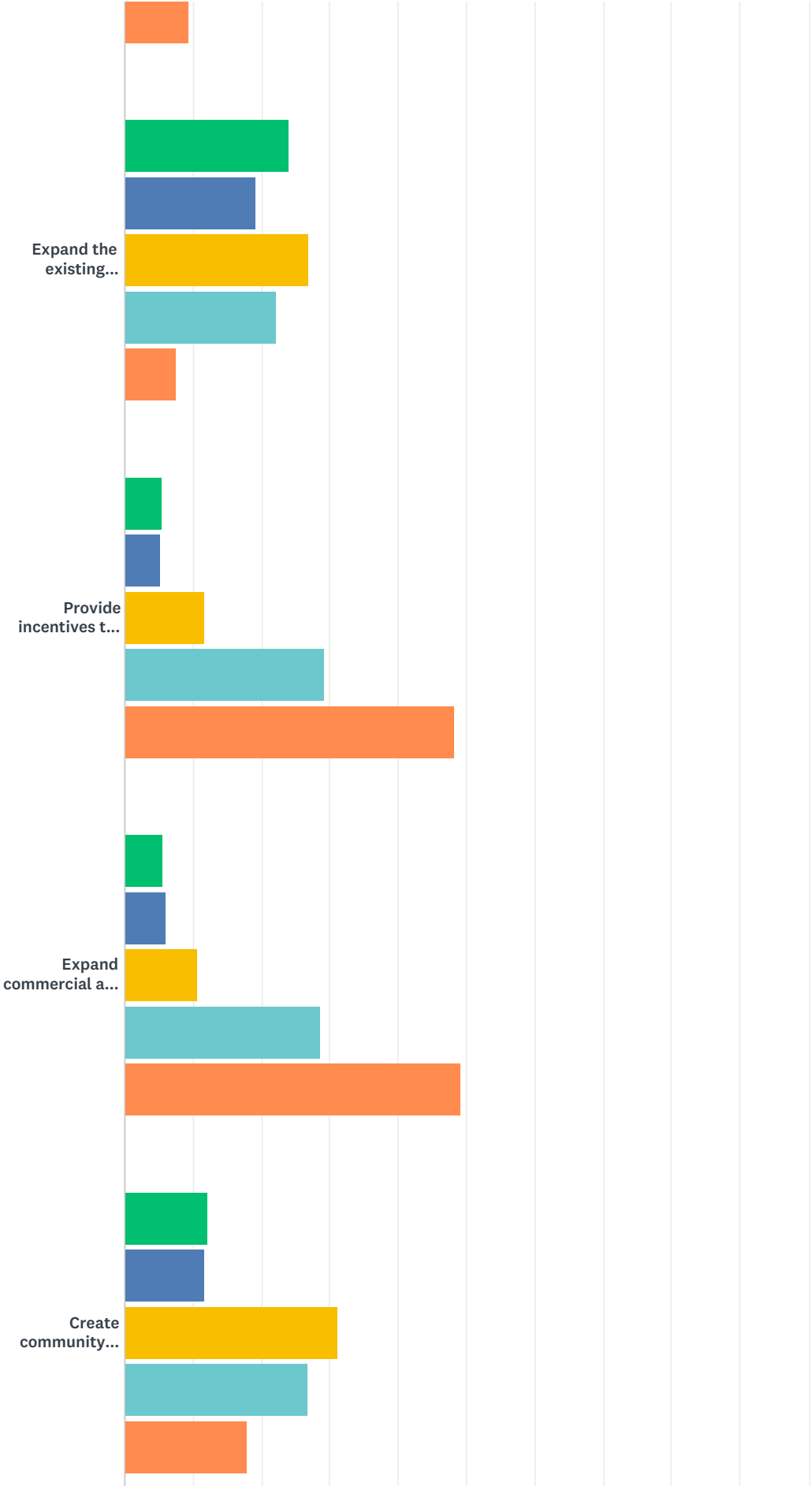


Cass City Master Plan 2018 Survey

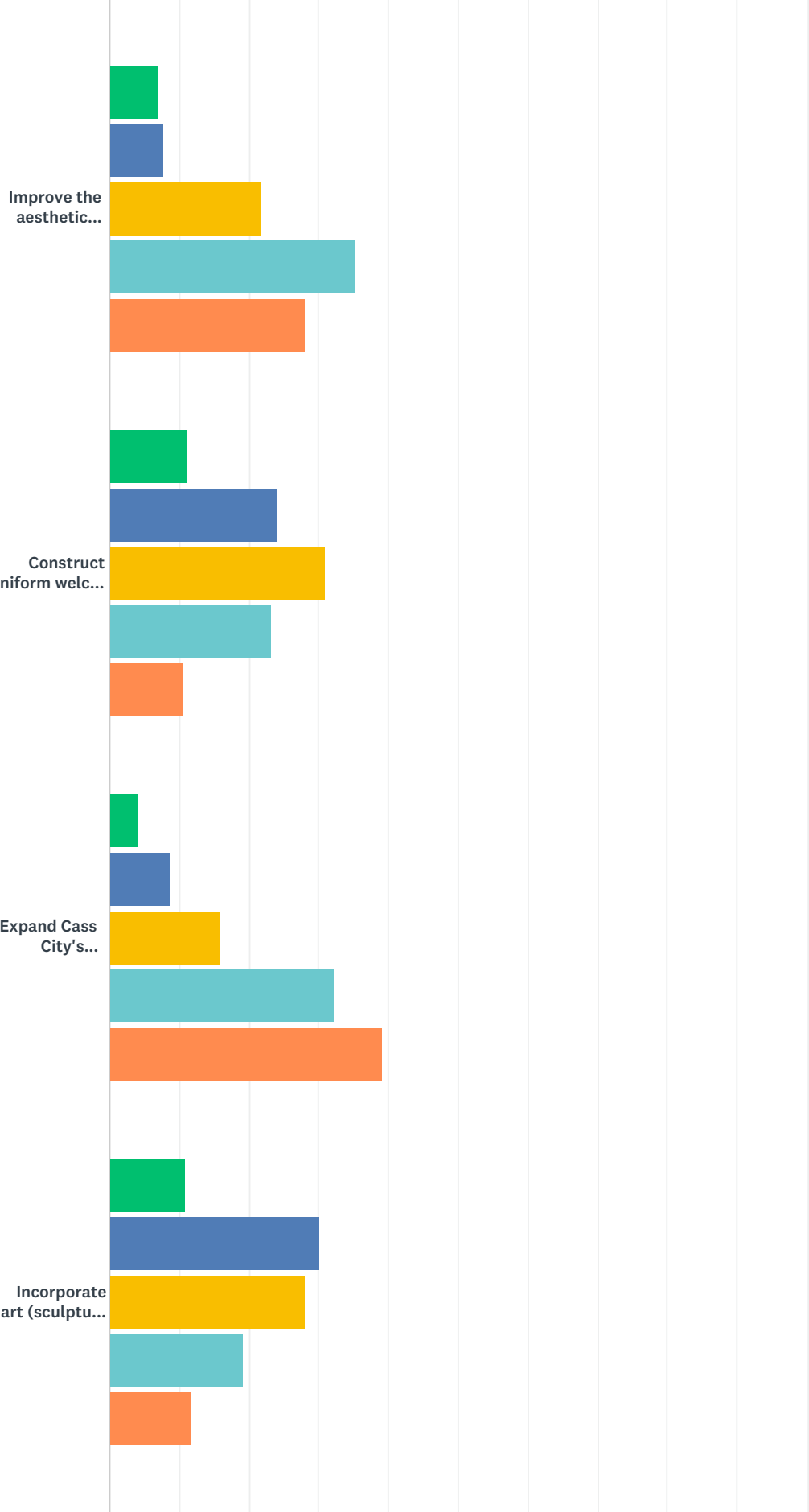




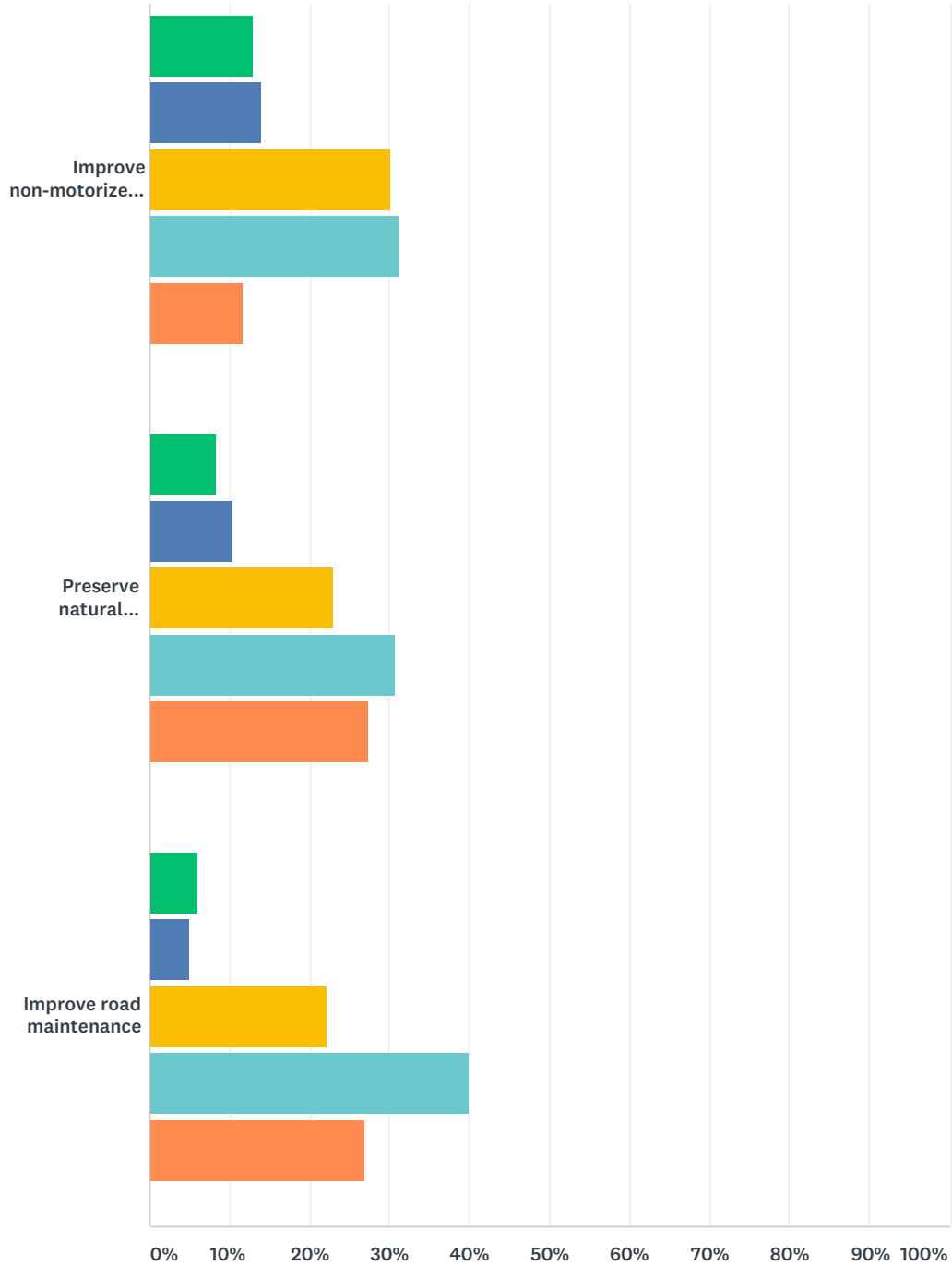
Cass City Master Plan 2018 Survey



Cass City Master Plan 2018 Survey



### Cass City Master Plan 2018 Survey



■ No Opinion   
 ■ Not Important At All   
 ■ Somewhat Important   
 ■ Important   
 ■ Extremely Important

	NO OPINION	NOT IMPORTANT AT ALL	SOMEWHAT IMPORTANT	IMPORTANT	EXTREMELY IMPORTANT	TOTAL
Improve appearance of residential neighborhoods	6.44% 25	8.51% 33	32.22% 125	36.60% 142	16.24% 63	388
Address blight and vacant homes	4.90% 19	6.44% 25	18.56% 72	39.95% 155	30.15% 117	388
Enforce housing maintenance codes	5.94% 23	9.82% 38	27.13% 105	34.37% 133	22.74% 88	387

## Cass City Master Plan 2018 Survey

Create housing rental code enforcement mechanisms	15.40% 59	9.92% 38	22.98% 88	32.90% 126	18.80% 72	383
Increase supply of affordable housing	11.40% 44	10.10% 39	22.02% 85	38.34% 148	18.13% 70	386
Increase availability of senior housing	15.32% 59	10.39% 40	28.57% 110	33.25% 128	12.47% 48	385
Install sidewalks community-wide	14.03% 54	17.14% 66	23.12% 89	28.83% 111	16.88% 65	385
Expand the existing non-motorized network within Cass City	21.30% 82	16.10% 62	26.49% 102	26.75% 103	9.35% 36	385
Expand the existing non-motorized network to connect regionally	24.16% 93	19.22% 74	27.01% 104	22.08% 85	7.53% 29	385
Provide incentives to attract commercial/industrial development	5.45% 21	5.19% 20	11.69% 45	29.35% 113	48.31% 186	385
Expand commercial and industrial development	5.71% 22	5.97% 23	10.65% 41	28.57% 110	49.09% 189	385
Create community wayfinding signage for key Village assets including Downtown, trails, and parks	12.14% 47	11.63% 45	31.27% 121	26.87% 104	18.09% 70	387
Improve the aesthetic appearance of Downtown	7.01% 27	7.79% 30	21.82% 84	35.32% 136	28.05% 108	385
Construct uniform welcome markers at each of the Village's main entrances	11.20% 43	23.96% 92	30.99% 119	23.18% 89	10.68% 41	384
Expand Cass City's recreational programming and facilities such as seasonal campground, new swimming pool, Cass River Water Access point, pursue National water trail designation for Upper Cass River	4.15% 16	8.81% 34	15.80% 61	32.12% 124	39.12% 151	386
Incorporate art (sculpture, statues, murals) into public spaces and onto public infrastructure	10.91% 42	30.13% 116	28.05% 108	19.22% 74	11.69% 45	385
Improve non-motorized accessibility (sidewalks and accessibility) to open spaces and recreational areas	13.05% 50	14.10% 54	30.03% 115	31.07% 119	11.75% 45	383
Preserve natural features (floodplains, woodlands, and stream shoreline)	8.29% 32	10.36% 40	23.06% 89	30.83% 119	27.46% 106	386
Improve road maintenance	5.97% 23	4.94% 19	22.08% 85	40.00% 154	27.01% 104	385

**Q20 Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions. Examples include, Marijuana facilities, State Game Area, Upscale dining, or canoe/kayak launch sites.**

Answered: 200 Skipped: 263

#	RESPONSES	DATE
1	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> Canoe/Kayak launch sites would be great, against marijuana facilities, more dining options would be great, grocery store needed, attract industry would be awesome.	8/28/2018 1:47 PM
2	Marijuana facilities, community-run internet	8/28/2018 1:41 PM
3	<b>Business/Employment</b> Let businesses come in, we need more jobs. Too many people leaving Cass City due to no work. Heard over the years businesses wanted to come in but Village said no not good business.	8/28/2018 1:26 PM
4	<b>CBD/Main Street</b> <b>Medical Marijuana</b> more dining options, boutique stores downtown, yes "medical" marijuana in Industrial Park	8/28/2018 1:06 PM
5	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b> Marijuana facilities would be very beneficial. I'd love to see fine dining, community theatre groups, concerts, live entertainment in general. A community vegetable garden would be wonderful. How about a Cass City Barter Club?	8/28/2018 12:40 PM
6	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> I support medical marijuana facility to create jobs. Do not support canoe/kayak site: does not create jobs.	8/28/2018 12:34 PM
7	<b>Medical Marijuana</b> marijuana facilities	8/28/2018 12:26 PM
8	<b>Grocery/Food Access</b> grocery store	8/28/2018 12:21 PM
9	<b>Grocery/Food Access</b> <b>Medical Marijuana</b> "no" marijuana, upscale dining	8/28/2018 11:49 AM
10	<b>Cass River</b> <b>Medical Marijuana</b> Medical marijuana - yes! I would like the Village to somehow utilize Cass River as a park, campground, or at least a picnic area.	8/28/2018 11:24 AM
11	<b>Housing</b> new affordable housing	8/28/2018 11:11 AM
12	Boys & Girls club for after school and summer time, Full bakery with gluten free items, grocery store. Senior citizens gathering place downtown in the antique store building. Affordable day care center	8/28/2018 10:35 AM
13	Need grocery store, need road paving including condos, need cass river cleanage, need weed enforcement, need ditches covered for safety - Beechwood Rd.	8/28/2018 10:23 AM
14	I would like to see marijuana facilities, more state game areas. But most of all a new grocery store . Ben's grocery is not coming so lets focus on getting someone else here.	8/23/2018 5:27 PM
15	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> We need upscale dining NO MARIJUANA FACTORY - Just trouble.	8/23/2018 5:09 PM
16	<b>Medical Marijuana</b> KEEP MARIJUANA OUT OF TOWN. NO MARIJUANA DEVELOPMENT.	8/23/2018 5:02 PM
17	Current law enforcement and electrical delivery systems cannot support a marijuana growing facility. Milk plant expansion is on hold due to lack of additional power availability in near future.	8/23/2018 4:47 PM
18	Yes to marijuana facilities, Yes to state game area, yes to canoe/kayak launch site - Nice.	8/23/2018 3:58 PM
19	<b>Business/Employment</b> <b>Livability</b> Address blight then instill a "broken window" policy for the law enforcement to handle. Only then can you bring business back. Focus on the villages small business and recreation.	8/23/2018 3:39 PM
20	<b>Medical Marijuana</b> Do not approve marijuana facility. The reason, if they vote it on ballet for recreation marijuana, no doubt a factory would soon be in our town. We do not need nor do we need medical marijuana in the Village.	8/23/2018 3:06 PM

## Cass City Master Plan 2018 Survey

21	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> <b>Pool</b> Half of these examples, namely marijuana facilities and canoe/kayak launch sites are not needed (local Evergreen Park, Cass City is ideal site that should be promoted for Cass River) and actually are negative for the community, especially when costs to develop and maintain are considered in light of the fact we haven't been able to maintain the pool.	8/15/2018 5:34 PM
22	A canoe or kayak launch sites in or near CC would be great. Town wide entertainment at park.	8/13/2018 1:38 PM
23	<b>Canoe/Kayak Launch</b> <b>Housing</b> <b>Livability</b> <b>Medical Marijuana</b> <b>Pool</b> <b>Streets/Sidewalks</b> Half of these examples (marijuana facility and canoe launch when ideal large location already exists at Evergreen Park, Cass City), would be detrimental to village/community, with associated loss of revenue sharing from state, loss of tax base, and nearby property values would go down, when additional money would be needed for law enforcement, and loss of money for schools would require increase property tax, basically subsidizing these to options. Money would be better spent on pool and roads. There are enough houses/condos for sale/rent and apartment to meet housing needs.	8/13/2018 11:52 AM
24	Dint news to decrease value of houses for launch sites and dont need marijuana facilities will increase crime	8/11/2018 10:56 AM
25	<b>Canoe/Kayak Launch</b> <b>Crime/Drugs</b> <b>Medical Marijuana</b> dont want marijuana facilities bring in high crime already had shooting in greenleaf township because of marijuana and dont need kayak launches you have evergreen park these will bring high crime to cass city	8/11/2018 10:38 AM
26	<b>Canoe/Kayak Launch</b> <b>Crime/Drugs</b> <b>Medical Marijuana</b> Don't want Marijuana facilities. That will increase crime and there are no local law enforcements! Not sure about a state game area. Kayak launch might be nice at Evergreen park. Keep the public away from private houses.	8/11/2018 9:55 AM
27	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> No marijuana facilities here!! Kayaks and canoes access at Evergreen Park would be cool.	8/11/2018 9:37 AM
28	No marijuana facilities without local law enforcement. canoe/kayak launch sites only in public areas, such as Evergreen Park.	8/11/2018 9:01 AM
29	<b>Canoe/Kayak Launch</b> Perfect site for canoe/Kayak launch site would be Evergreen Park. Not in a residential neighborhood. Keep Marijuana facilities out! Need more police enforcement first.	8/10/2018 10:11 PM
30	Would like the village to prioritize keeping the city's residents and property safe and to address power outages, thus the resulting hardship to the residents (increased crime, more power outages, etc) should be prevented and any plans for marijuana facilities or canoe/kayak launch sites, etc should NOT be considered. A grocery store would be nice.	8/10/2018 2:35 PM
31	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> These examples should NOT be considered as they would harm the good aspects of Cass City, as one discerns the negative consequences and resulting hardships to the city residents.	8/9/2018 3:28 PM
32	<b>Grocery/Food Access</b> <b>Medical Marijuana</b> Marijuana facilities grocery store	8/8/2018 1:17 PM
33	Splash pad, grocery store, little antique shops in town	8/8/2018 11:01 AM
34	Marijuana facility, dining, GROCERY STORE and canoe/kayak launch	8/8/2018 12:00 AM
35	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> I believe that we need to expand Cass City and give it the chance to grow. Marijuana is happening no matter what the counsel votes on! In a few years it will more than likely be federally allowed. When that happens Cass City will look back and say, well I guess we should have got on board with that when we had the chance. I lived in Colorado for a few years when it first became legal there, first hand I watch a small town about the size of Cass City, grown within a few years to the size of Caro because it brought good paying, steady jobs. I also feel that if we had more recreational things such as canoe/kayaking launch sites it would help bring other to the area to enjoy our small town!	8/7/2018 4:36 PM
36	I would love to see the Marijuana facilities come to town as a growing facility as well as a local dispensary. Currently I drive to Vassar, or Bay City to buy that kind of necessities. I also believe a splash pad would be a good thing for the community, and believe it would be used often. I have little children, to the point where they don't swim independently. With a splash pad it would make it so that they could enjoy the activities without me having to worry about their safety.	8/7/2018 3:44 PM
37	<b>Cass River</b> <b>Medical Marijuana</b> Marijuana Facility...new business in general...access to river for activities	8/7/2018 2:08 PM

## Cass City Master Plan 2018 Survey

38	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b>	These are terrible ideas that would harm the best aspects of the city.	8/7/2018 10:08 AM
39		Marijuana facilities, canoe launch, arcade, teen friendly entertainment, museum	8/7/2018 9:22 AM
40	<b>Business/Employment</b>	GROW JOBS BY ENTICING BUSINESS TO COME TO CC	8/7/2018 9:06 AM
41	<b>Grocery/Food Access</b>	Grocery store	8/7/2018 8:39 AM
42		Kayak launch site would be amazing! Increase Geocaching and it's popularity/understanding in the community (great activity for kids and adults and it's free!). Utilize clubs and organizations like FFA and 4-H for events with animals including petting zoo or a children's event. Things to increase ease for the geriatric population including transportation, ADA regulations, assistance with grocery shopping, or events they would enjoy including music or old movies in the park...we are all aging and we will leave the community at this rate because nobody can afford north wood meadows and nobody wants to live in medilodge! We need an affordable and clean assisted or independent living for our elderly and events to keep them involved. Side note we choose restaurants based on their ability to sell liquor. So charmont is typically where we go. Dont hold back on liquor licenses. Caseville is successful but look at how many licenses they give out! Block parties are fun! Or when gilligans held their fight night to watch mcgregor and another on the big screen that was huge. It brought a different age group to cass city! We need more events like this!	8/7/2018 8:16 AM
43		Grocery store please! No marijuana facilities	8/7/2018 1:14 AM
44	<b>Medical Marijuana</b>	Marijuana facility, things to help this town.	8/7/2018 12:40 AM
45		The roads need to be redone. This town needs a face lift. I think colorful Christmas lights on main street. Different things to change the atmosphere. There is nothing for kids to do anymore. More stores!!! A variety of options.	8/6/2018 11:31 PM
46	<b>Business/Employment</b>	Any legit business that would benefit the community that the board and president are so strongly against, things for younger people such as beer tent, truck and tractor pulls,	8/6/2018 10:06 PM
47		Cass City should allow for Medical Marijuana facilities as is would bring more jobs and revenue to the Village. Also more upscale dining and craft breweries should be allowed as well! Would make for a better travel destination. Also canoe and kayak launch sites would be fabulous for anyone who loves nature and even fishing.	8/6/2018 8:46 PM
48		Cass City was once known as "The Pace Setter of the Thumb". For years the Village town Fathers got complacent and allowed new commercial business and development to establish in our neighboring communities thus allowing them to grow. The task at hand now is to capitalize on emerging industries and have them make Cass City their home. Once you have a vibrant industry you then can add more retail, dining, etc. to compliment these needs. In terms of the marijuana facility the recent veto to have it in Cass City was based on personally beliefs with little to no research done by the board members. They should've take. The time to tour facilities in other communities to see the full scope of the operation and then base their decision on that. I'm not in favor of recreational use of the drug but I am for medicinal purposes only. Yet again this was a classic example of a few people making a decision based on their best interest and not for the entire community.	8/6/2018 8:38 PM
49		maintain movie theater, youth center, internet cafe, craft stores, Intensives to businesses like these service oriented, I would rather see marijuana facilities than manure plants.	8/6/2018 7:55 PM
50	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b>	Turning away the grow facility was a big mistake. Even more people will move just due to the fact they don't feel Cass City will ever be better or have any more opportunities, so they will move closer to bigger cities.	8/6/2018 6:25 PM
51	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b> <b>Pool</b>	Bring a medical marijuana growing facility would be such a good thing for our town. Bringing more jobs to our town, and revenue that could help updating things such as the pool that desperately need to be taken care of.	8/6/2018 5:15 PM
52		It's a shame the council was so narrow minded and voted down the medical marijuana plant that could have revivitslized Cass City's economy and put us at the fore front in the industry. We desperately need a grocery store with quality fresh produce.	8/6/2018 4:38 PM

## Cass City Master Plan 2018 Survey

53	I think the city officials that turned down the Marijuana facility were being very closed minded. Their "excuses" for not allowing it were non-fact based and seemed to be based on personal views rather than by what was good for the community. I'm not really surprised though because the folks in that generation tend to be more close minded about such things. I have absolutely no skin in the game but thought the time it took to eventually turn the business was quite ridiculous. Similar thoughts for the city officials trying to question what products and lines of businesses are going to be included in the new grocery store. What right does a city official have to tell a business owner that they shouldn't have a hardware or pharmacy component to their newly opening store. Whose store is it....the business owner or the city's? Seems like an awfully nice way to greet the new business owner by telling him how to run his business!	8/6/2018 11:35 AM
54	<b>Canoe/Kayak Launch</b> <b>City Government</b> So wrong in voting down Gary Vollmars plan. The village is dying and the council obviously cant see that! Canoe/kayak launch site?? Are you kidding.90% of the summer the river isnt high enough for either. Nancy Barrios is an idiot! So glad she wont be there after the next election!	8/6/2018 8:26 AM
55	A canoe/kayak launch would be awesome!!! Each memeber over 10 in my family has a canoe or a kayak so that would be 4 at this time. We enjoy the Mighty Cass River (when the water level is high enough of course). In regards to the Marijuana facilities, if I understand this right it would be strictly growing and not some type of shop that would sell marijuana on site. With the regulations and how often these new types of facilities are being monitored I don't see why it is being viewed as such a negative possibility for our Village. I feel that people are giving their opinions on marijuana and the recreational use versus what it could possibly bring in a positive manner to our community, revenue wise. I have attended some of the music nights and would like to say THANK YOU, my family has enjoyed many nights at the park.	8/5/2018 8:26 PM
56	Attract High tech Manufacturing.	8/5/2018 2:35 PM
57	canoe/kayak launch sites	8/5/2018 11:53 AM
58	This town needs a fine steak house, such as a "Lucky's" People drive weekly 45 minutes to have good meal. Having this in our town would draw in people from across the whole Thumb Areas. As far as a "grocery store" in my opinion from past operations... it was highly over priced! So locals just shop for the basics in a local grocery store & still travel for the majority of their goods. If the new store is going to operate in the same manor, then I don't expect it to thrive in Cass City. I truly have felt all this Village needs is a "meat market". A place that sells fresh meats, deli slices, cheese, bread, & fresh produce. In my humble opinion~ that is all Cass City truly needs & will fully financially support. I have even considered opening one myself! I just know folks are looking to buy the necessities here & will still travel to the "Big Box" stores to get things at prices a local grocery store will not beable to match. #FOODFORTHOUGHT	8/4/2018 3:23 PM
59	<b>Business/Employment</b> <b>Livability</b> Business is failing in Cass City, no entertainment for families, nothing for kids to do or attractions to bring other families out of their towns to our town. I love and support this town but the town is becoming vacant as a whole. We need stores we need to support and boost up what we have left here and grow again	8/4/2018 3:05 PM
60	<b>Business/Employment</b> <b>Medical Marijuana</b> Obviously the Marijuana Facility is off the table.. Shame, shame.. We need to concentrate on things within the Village, not outside the village such as State Game areas of launch sites!	8/4/2018 11:16 AM
61	<b>Business/Employment</b> <b>CBD/Main Street</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> NO MARIJUANA OF ANY TYPE. We need a nice downtown that is vibrant updated and clean. Places to eat, shop, and get the items you need to live a good life. I would much rather support local than be taking my money to other communities. In order to do that, you need good local jobs because if you are going to work in another town, then you are probably spending money there as well out of convenience.	8/4/2018 8:20 AM
62	Kayak, beer, head shop, be hip bring young couples	8/3/2018 3:24 PM
63	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b> New business, marijuana grow facility, brewery- something new. Cass City is dying and the people in charge are fighting change and have their own agenda and are promoting spending on frivolous things that means nothing for the growth of the Village.	8/3/2018 11:24 AM
64	Cass City would bring more jobs around if there was more entertainment. Like farmers market canoe/kayak and marijuana like you have as examples.	8/3/2018 11:03 AM



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65	It would be really nice to go out to eat with my husband to a nice restaurant that's not a diner or Charmont (that has barely changed in the 40 years I've been alive). Something else that would be REALLY nice, would be a restaurant that offers gluten free food. My daughter has Celiacs and it is profoundly frustrating finding a place locally that offers GF food. Especially gluten free food that a 6yr old would like, like mac&cheese, pizza, chicken nuggets, spaghetti.. Kid food. Also, a lot of local businesses are becoming eye sores, especially Parkway. That place needs a facelift BADLEY. Another thing I don't like about Cass City is there is NOTHING to do for children. If I want to do something fun with my daughter, I have to go to Frankenmuth or Saginaw.	8/1/2018 12:06 PM
66	I think that the community should be able to vote on weather the marijuana distribution facility should be allowed in not just the 7 people that were allowed to vote on the board. I am VERY tired of all the OLD thinking we need some NEW forward thinkers in our governmental positions!	8/1/2018 10:38 AM
67	canoe and kayak launch	8/1/2018 9:22 AM
68	NO Marijuana facilities.	7/31/2018 3:46 PM
69	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>Livability</b> <b>Medical Marijuana</b> All of the above need to be welcomed and pursued. Our town leadership needs to stop with the road blocks that seem to hamper our town's ability to thrive. Accept the marijuana venture because if we don't, some place else will. Get the grocery store sooner than later and help DFA expand as needed. We currently do not do enough to help small businesses as well as new businesses come to town to make it a vibrant place to live, visit, and raise families in.	7/27/2018 9:20 PM
70	<b>Medical Marijuana</b> <b>Power/Electricity</b> Do NOT consider marijuana facilities until required electricity demands are available via upgraded substation paid for by this/these businesses NOT paid for by residents. Moratorium should be in place until this crucial lack of infrastructure is in place.	7/27/2018 11:31 AM
71	grocery store	7/27/2018 9:54 AM
72	a canoe kayak site and bike/running site would be great!	7/26/2018 5:11 PM
73	<b>Medical Marijuana</b> WE DO NOT WANT ANY MARIJUANA FACILITY WE HAVE ENOUGH PROBLEMS NOW.	7/26/2018 4:24 PM
74	<b>Canoe/Kayak Launch</b> Launch sites	7/25/2018 12:59 PM
75	<b>Medical Marijuana</b> No Marijuana facilities period.	7/24/2018 9:45 AM
76	<b>Livability</b> <b>Outdoors</b> Walking trail similar to Marlette and other areas.	7/23/2018 1:33 PM
77	<b>Housing</b> I would not focus on low income housing. You need to focus on building a larger tax base which grows faster with higher incomes.	7/23/2018 10:48 AM
78	No marijuana processing facilities!	7/22/2018 5:52 PM
79	<b>Medical Marijuana</b> DO NOT approve the marijuana facility proposal - We are a family town and do not need to have our community known as a marijuana town.	7/21/2018 4:21 PM
80	<b>Medical Marijuana</b> Marijuana facilities should NOT be considered until the power/electricity requirements are met by the companies that need the huge electric demands, which would only result in hardship to residents from more power outages in town.	7/21/2018 10:44 AM
81	Dinning and things to do in the village. No marijuana facilities	7/19/2018 10:05 AM
82	Marijuana facility should be pursued. I like the idea of utilizing the river for canoes and kayaking.	7/18/2018 7:20 PM
83	Take examples from small towns by Ann arbor, traverse city example Dexter, Glen arbor	7/18/2018 11:11 AM
84	<b>Grocery/Food Access</b> I think it would be beneficial for Cass City to have a priority of including upscale dining, because of the simple fact that, yes, we have community friendly and small town restaurants that are very nice, but wouldn't it be nicer to have somewhere close by and affordable to eat when you're planning on taking your family out on a nice dinner? Although what we have now is nice, I think it would be convenient if the people of Cass City had options!	7/18/2018 8:25 AM
85	<b>Canoe/Kayak Launch</b> <b>Grocery/Food Access</b> Upscale dining if possible Also canoe/kayak launch site	7/17/2018 9:30 PM

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86	I think it is important to welcome feasible manufacturing, like the marijuana growing facility. I is a clean business. The storefronts uptown are disheartening. I remember when our town was vibrant. Now, it is an empty shell. But it has a lot to do with agribusiness. We used to serve as a center for small family farm owners. We need to have alternative factories and businesses that are clean and efficient. Having more semis going through town is not the answer. If we had small business, like a pickle factory or brew pub or things that would be a draw for young families, they may come to enjoy the small town life style once again.	7/17/2018 2:37 PM
87	<b>CBD/Main Street</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> I do not believe that the marijuana facilities will provide the long term effects Cass City desires and oppose allowing them to operate here. I believe that a grocery store and working on filling the empty store fronts downtown should be a priority; when travelers drove through, this is what they see. Outdoor recreation such as a kayak launch would be a wonderful addition. Reopening or finding an alternative use for the closed par three golf course would be great. Having programs for our children that promote community and physical activity should be a focus. A community center with after school programs could be very beneficial. On a personal note, our family has lived in the village for 15 years. We do not wish to move, but there needs to be more for our children to justify commuting to work each day. And from a community perspective, we need to make City City a place that our kids want to return to after they obtain their college degrees. Or we will only continue to see a decline.	7/17/2018 6:27 AM
88	<b>Business/Employment</b> <b>Livability</b> Brewery's, craft shops, outdoors shops. Try to bring in young people by focusing on rural life as a getaway, while keeping it hip. Think traverse city.	7/17/2018 2:06 AM
89	<b>Medical Marijuana</b> Marijuana facilites, Improvement of the few natural areas in town.	7/16/2018 9:18 PM
90	<b>Grocery/Food Access</b> Grocery shopping	7/16/2018 7:57 PM
91	<b>Canoe/Kayak Launch</b> State Game Area, canoe/kayak launch sites	7/16/2018 7:10 PM
92	Should take advantage of Marijuana farming and facilities otherwise lose to other towns. Need actives and businesses to keep youth from leaving. Expand education for trades..	7/16/2018 4:20 PM
93	<b>Canoe/Kayak Launch</b> State Game Area, Canoe/Kayak launch sites	7/16/2018 4:07 PM
94	canoe launch would be very beneficial. I also believe that bike paths could be a huge opportunity, as well as a growing disc golf course utilizing the rest of the woods at the park.	7/16/2018 3:19 PM
95	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Livability</b> State game area, family dining, ethnic food options	7/16/2018 2:40 PM
96	Grocery store is greatly needed	7/16/2018 12:50 PM
97	Enhance track/football facility. That should come way before any talks of an ice area. We have 2 within 25 miles and both are failing...	7/16/2018 12:30 PM
98	<b>Business/Employment</b> Need more manufacturing industry both low tech and high tech.	7/15/2018 10:05 PM
99	Kayak river access. Destination for outdoor activities including gun ranges, hunting, fishing. Make Cass City into the Thumb hub for paddlers and outdoor sports. Great Bed and breakfast (albiet pole barn or other). And agricultural learning center...	7/13/2018 3:57 PM
100	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> No marijuana facility! Craft beer instead, I doubt you could attract upscale dining under present conditions of the community! Love the newsletter please continue this	7/13/2018 9:19 AM
101	<b>Business/Employment</b> <b>Livability</b> I think that a beer tent at the freedom festival and other events would appeal to younger generations and increase revenue for local businesses. We need to focus on younger generations to keep the town alive. Also, bringing back the game room store that there was back in the 80s I believe where kids could hang out after school.	7/12/2018 8:36 PM
102	<b>Business/Employment</b> <b>Livability</b> <b>Medical Marijuana</b> Big box stores, Marijuana facilities, More activities for middle age	7/12/2018 2:57 PM
103	Splash pad, ice skating rink	7/12/2018 11:44 AM

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104	<span style="background-color: #28a745; color: white; padding: 2px;">Canoe/Kayak Launch</span> <span style="background-color: #007bff; color: white; padding: 2px;">CBD/Main Street</span> <span style="background-color: #ffc107; color: white; padding: 2px;">Livability</span> <span style="background-color: #28a745; color: white; padding: 2px;">Medical Marijuana</span> <span style="background-color: #28a745; color: white; padding: 2px;">Outdoors</span>	We should welcome new industry such as the marijuana proposal. This is a big investment which needs to be approved by the council. It will spur the grocery to move forward and other business opportunities to come to the community. We have nothing to loose at this point! I have watched the closure of so many businesses in the last 10 years the downtown is just pitiful. I really miss Fairway and the antique mall and the flower shop to name a few. I support Coachlight but even that is nothing like it used to be. A brewery is a great idea since Caro or Bad Axe haven't got one yet but it just seems a matter of time before they do. The pool and the park are a wonderful asset. A canoe.kayak launch is a great idea as long as it can be maintained properly. I would not like to see a campground ruin Orr woods. I still love Cass City and people in it!	7/12/2018 5:06 AM
105	<span style="background-color: #28a745; color: white; padding: 2px;">Medical Marijuana</span>	Allow the marijuana facility	7/12/2018 3:43 AM
106	<span style="background-color: #007bff; color: white; padding: 2px;">Business/Employment</span> <span style="background-color: #28a745; color: white; padding: 2px;">Medical Marijuana</span>	Marijuana facilities, big box stores, upscale dining	7/12/2018 12:38 AM
107		-how are people against the marijuana facilities? Nobody is forcing you to smoke weed. If it brings in high paying jobs that will stimulate the economy, that should be number 1. Not listening to direction from elderly people who won't be around to see the jobs come in. -For God's sake take care of the pool. It's the only pool in the Thumb worth anything. Listen to the lifeguards. People in the village knew the liner was coming up 10 years ago and did nothing. LISTEN TO YOUR EMPLOYEES EVEN IF THEY'RE YOUNG ADULTS. -how feasible is it to offer tax breaks to businesses to come in? How feasible is it to install fiber internet town wide as a selling point to internet startups? Are you even asking these questions? -how does a town go so long without a grocery store? If the reports in the newspaper are true and it has only come down to some people arguing for one store vs other people arguing for the other store, that's embarrassing for the town. I mean really. -be honest, there's not much of a "fine dining" vibe in town. It's hard to get deliveries from vendors and a fine dining restaurant in town isn't going to get away with charging fine dining prices in town. -nobody wants to see the town they grew up in turn into a ghost town, but it is. There's a lot to blame for the downturn of the town, but some of the stories you hear in the newspaper and from people who still live there just make you shake your head.	7/11/2018 11:31 PM
108		I do not believe that the Marijuana plant should belong in the town of Cass City, our crime rate would go up very high. Why are we so worried about this stupid plant and still don't have a grocery store. We need a grocery store, driving for groceries is getting upsetting. We should place some more recreational activities to do around town, a canoe/kayak launch would be very nice.	7/11/2018 10:36 PM
109		Somehow you have to draw businesses into Cass City and having a grocery store would be a good start. Stay away from the marijuana facilities...you draw people you don't want to draw in. Side note: I love the flags you put up for the Fourth of July.	7/11/2018 8:59 PM
110	<span style="background-color: #ffc107; color: white; padding: 2px;">Livability</span> <span style="background-color: #28a745; color: white; padding: 2px;">Outdoors</span>	To control some landscaping budget, Plant wildlife natural meadows in the open spaces now mown. Perhaps, add a community orchard as well as reforesting of areas to reduce heat and add better air quality. Perhaps Cass City could use environmentally friendly statis to draw federal and state grants, as well as new people (young and old) to a cleaner lifestyle.	7/11/2018 8:45 PM
111		approve the marijuana facility	7/11/2018 8:24 PM
112		Grocery stores. Most important	7/11/2018 7:14 PM
113	<span style="background-color: #007bff; color: white; padding: 2px;">Business/Employment</span> <span style="background-color: #ffc107; color: white; padding: 2px;">Grocery/Food Access</span>	I think we need to accept any business that would like to come to Cass City. The town is not dyeing it is dead! What can you buy in town??? Yes to any business that wants to come in. I read in the paper our first priority needs to be a grocery store??? Do the town people think we have so many business wanting to in we can pick and choose? Take what we can get and maybe more will come.	7/11/2018 6:43 PM
114	<span style="background-color: #007bff; color: white; padding: 2px;">Business/Employment</span> <span style="background-color: #ffc107; color: white; padding: 2px;">Grocery/Food Access</span>	Better dining. Recreational facility and grocery store.	7/11/2018 5:44 PM
115	<span style="background-color: #6c757d; color: white; padding: 2px;">Crime/Drugs</span> <span style="background-color: #28a745; color: white; padding: 2px;">Medical Marijuana</span>	No marijuana facilities!!! This will only invite undesirables and crime!!!	7/11/2018 1:28 PM
116		Water pad	7/11/2018 12:48 PM
117		Kayak launch site would be appealing	7/11/2018 12:46 PM
118	<span style="background-color: #6c757d; color: white; padding: 2px;">Crime/Drugs</span> <span style="background-color: #28a745; color: white; padding: 2px;">Medical Marijuana</span>	We do not need any Marijuana facilities in cass city. Got enough people doing drugs/over dosing as is	7/11/2018 12:37 PM
119		Need to have better leaders in power that care about the community as a whole. It's very key that the leaders that are in power need to not only set the example but need to lead by example. Leaders need to get out and get to know the people in their community better	7/11/2018 12:19 PM

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120	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Medical Marijuana</b> GET A GROCERY STORE ASAP!! Get things moving for the Dairy Plant get those jobs here!! Let them open the Marijuana Facilities, tax it and reap the benefits!! Get in the 21st century!! Innovate. Break up the old boys club, get some fresh ideas.. Contact Kroger. Aldi see if they have any interest. Cass City is in an ideal geographic area, you can pull business from every direction.. There is no reason for this lack of decline. Get out there and market it!!	7/11/2018 11:42 AM
121	<b>Medical Marijuana</b> No Marijuana plant	7/11/2018 11:41 AM
122	Splash pad for kids	7/11/2018 11:40 AM
123	<b>City Government</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> <b>Taxes/Water Bills</b> We need to approve the medical marijuana facilities and be more progressive than the current council is allowing. We need to vote out the old, outdated current council and vote in a younger, more progressive council. We need a reasonably priced grocery store, more fast food restaurants/choices to eat. Lower the water bill. More recreational facilities. Give the kids something to do, mine are always "bored" without any options.	7/11/2018 11:38 AM
124	<b>Medical Marijuana</b> We should definitely get a marijuana facility. Its progressive and has a great revenue.	7/11/2018 10:50 AM
125	A Splash pad would be great in the park	7/11/2018 10:31 AM
126	<b>Business/Employment</b> Boys and girls club.	7/11/2018 10:30 AM
127	Grocery Store, More restaurants	7/11/2018 9:29 AM
128	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> <b>Outdoors</b> Marijauana facilities; canoe/kayak launch sites; remove poison ivy along rail trail; demo Nestle building!!!	7/11/2018 9:18 AM
129	<b>Canoe/Kayak Launch</b> Canoe launch site	7/11/2018 9:06 AM
130	Kayak and canoe launch/rental More night life options (restaurants open late)	7/11/2018 9:02 AM
131	Outdoor ice rink in the winter	7/11/2018 8:49 AM
132	kayak/canoe launch sites and bathroom sites would be nice	7/11/2018 7:41 AM
133	Our village needs a grocery store & an affordable restaurant that offers something more than your typical American food, ex: Mexican restaurant, Chinese restaurant, Middle Eastern restaurant. Additionally, more recreational activities for young people would be nice.	7/11/2018 1:19 AM
134	<b>Business/Employment</b> High tech industry/manufacturing, a higher end RV park/seasonal cabin/park model "village". Enforce blight/code infractions. Begin enforcing vehicle noise/safety and traffic laws again. Let's change the "redneck"	7/10/2018 11:00 PM
135	<b>Canoe/Kayak Launch</b> <b>Cass River</b> <b>Livability</b> <b>Outdoors</b> The river is an important asset. Allow and improve access to it with a canoe/kayak launch. People who live along the river DO NOT OWN IT. The movement in Michigan among younger folks is to enjoy natural scenery, fishing, canoeing. We have a lovely park for a town of this size and investment in it is well spent as it too brings folks into town. Some smaller communities are even starting to pass very small mill ages for park improvements...especially pools and small splash parks.	7/10/2018 10:31 PM
136	The village needs a canoe/kayak launch! I feel it's very important we get started on this!	7/10/2018 10:17 PM
137	We need a kayak launch site! That is one thing that Cass City is lacking and would bring many more people from surrounding areas into the community.	7/10/2018 10:08 PM
138	<b>Crime/Drugs</b> <b>Medical Marijuana</b> I do NOT want a marijuana facility in our community. It will just cause more crime and I moved to this town because it was a small town and crime rate was low. Do not let this type of facility in because you may lose good residents if the marijuana facility is built	7/10/2018 10:04 PM
139	<b>Business/Employment</b> The only way to have all the things people want is to recruit industry with high paying jobs, but that won't happen. Because of the location, companies like that won't locate here, unless it's a local person with an idea money.	7/10/2018 7:49 PM
140	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>Outdoors</b> Canoe/kayak launch, community pool, indoor dome for softball/baseball, golf, indoor football, theatre for plays/musicals	7/10/2018 7:08 PM
141	Skateparks	7/10/2018 6:27 PM
142	Canoe/kayak launch. Marijuana grow operation. A grocery store. More disc golf holes	7/10/2018 5:30 PM

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143	Marijuana facilities, launch sites, better dining.	7/10/2018 4:13 PM
144	<b>Medical Marijuana</b> No Marijuana in city limits!	7/10/2018 3:01 PM
145	Implement laws to prevent use of plastic bags from businesses. Other communities have required customers to provide reusable bags or pay for paper bags. Also install triple refuse containers for all areas that separate paper, cans and plastic to preserve out environment. Cass City should go green.	7/10/2018 2:18 PM
146	Upscale dining, micro breweries, farmers market	7/10/2018 1:43 PM
147	Grocery store!!!!	7/10/2018 1:37 PM
148	<b>Business/Employment</b> <b>Livability</b> It's obvious that high paying jobs will make a community thrive, and if we can get bring those in, that would be a huge step towards improving our community. Many people are now offered remote work options, and we could be doing more to advertising our community as an affordable place to live and work, along with promoting our great schools and health care systems. Attracting remote workers to live in our community should be part of our revitalization plan.	7/10/2018 11:43 AM
149	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> The examples given need priority.	7/10/2018 11:32 AM
150	Absolutely no marijuana business. This is not the type of business we need. It may sound good but many communities that have these businesses go downhill after a few years and brings in individuals that could be a threat to our citizens.	7/10/2018 11:09 AM
151	Marijuana facilities, canoe/kayak launch sites	7/10/2018 9:01 AM
152	<b>Business/Employment</b> <b>Grocery/Food Access</b> <b>Livability</b> Grocery store! Keep our factories and encourage development. Invest in our school system to encourage families to move here!	7/10/2018 8:26 AM
153	Marijuana facilities, shopping center/plaza, upscale dining	7/10/2018 8:18 AM
154	<b>Business/Employment</b> <b>Medical Marijuana</b> We should not be turning away any business that wants to come into the village, this includes the Marijuana facility that Millennium would like to put in.	7/10/2018 8:08 AM
155	<b>Livability</b> More activity options for the teenage residents like a skate park.	7/10/2018 7:53 AM
156	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> Canoe kayak launching sites, marijuana facilities	7/10/2018 7:29 AM
157	Embrace any business or industry that would help this community grow.	7/10/2018 6:50 AM
158	<b>Business/Employment</b> <b>CBD/Main Street</b> <b>City Government</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> I appreciate this survey, whom ever came up with this should be commended. Bring in a marijuana facility if it will boost the economy. Start trying to keep our children here so this community will thrive. Old leadership that killed this town and wanted a retirement community must go. We have a thriving community, and a downtown that looks like a wasteland. Grocery store, yes. Microbrewery, yes, marijuana facilities, yes. Retirement community and homes, absolutely not. Make Cass City great again.	7/10/2018 6:19 AM
159	Build on what Cass City already has in place. Welcome other groups & help facilitate family friendly events.	7/10/2018 1:31 AM
160	The town is in dire need of a grocery store, need to tap into more resources for bringing people to the community...be more opens minded/think outside of the box in having more activities/events for the community to participate in...create it and they will come	7/10/2018 12:41 AM
161	NO to marijuana and state game area Will not support the town anymore	7/10/2018 12:27 AM
162	Last time I was in town I noticed the play grounds have degraded quite a bit. I understand the youth can wear them down. I also believe there should be a play ground installed on the empty lot on 6th street there are a lot of kids in that neighborhood and they don't have a close park. They need a grocery store immediately, it's hard for some of the elderly to drive to the next towns over to go shopping for things that should be local. Cass City is a good little town but there isn't much, unless you're retired.	7/10/2018 12:21 AM
163	Marijuana facility is just asking for more trouble. I would have to say it would make me consider moving out of area for business owner and home owner. Canoe launch sites would be great, maybe people could realize you don't need drugs to feel good, just get outside and enjoy Gods creation.	7/9/2018 11:28 PM

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164	Handicapped Accessible areas to fish on the Cass River and trails on State Game Land where there is actually a chance to harvest game and fish.	7/9/2018 11:21 PM
165	Recreational offering question was very broad. It lumped a huge variety of examples that frankly some I agree with and other I would actively campaign and oppose.	7/9/2018 11:19 PM
166	Canoe/kayak/tube launch grocery store new shared police/fire/MMR building, stop light at doore and main	7/9/2018 11:04 PM
167	Marijuana facilities need to be expedited. This is the future and Cass City needs to grab the bull by the horns. A canoe/kayak launch is an awesome opportunity to bring in people who will spend money within the community. Anything that brings in new people and jobs is the most important thing that needs to be done in Cass City. The 1950's attitude that still perpetuates in the area needs to be done away with...its time to step into reality.	7/9/2018 11:00 PM
168	If the town doesn't grow my answers about housing are moot.	7/9/2018 10:57 PM
169	continue working on park upgrades. expand the disk golf course to 18 holes.	7/9/2018 10:25 PM
170	<b>Cass River</b> Cass river water access availability	7/9/2018 10:15 PM
171	<b>Business/Employment</b> <b>Cass River</b> <b>Grocery/Food Access</b> I think an upscale dining would be nice, but might be tough to do. But if it's good, people from outside CC will come. I think taking advantage of the river is a great idea. My kids kayak there already. I think a seasonal campground could also be a decent draw. Whenever I have out of town people coming to work with me they stay in Bad Axe.	7/9/2018 10:12 PM
172	Black top roads in the park, and updated bathrooms in the park!	7/9/2018 10:10 PM
173	Grocery store.	7/9/2018 10:01 PM
174	something for teens to do...video gaming for kids...jobs for the adults then the kids will come	7/9/2018 9:49 PM
175	<b>Medical Marijuana</b> no marijuana facilities	7/9/2018 9:33 PM
176	<b>Grocery/Food Access</b> <b>Medical Marijuana</b> I strongly believe that Cass City needs a grocery store with fresh meats, and fresh produce, a bakery and deli, there's so many elderly, and handicap people that struggle daily to get fresh produce and meats.. I think it's pretty foolish to begin a factory for pot.. I understand and fully support medical marijuana, however I'm not a believer that starting that factory is foolish and not practical in any way at this time.. we need to focus on getting a grocery store. That is more practical for our community at this time..	7/9/2018 9:31 PM
177	<b>Canoe/Kayak Launch</b> <b>Grocery/Food Access</b> <b>Livability</b> <b>Medical Marijuana</b> Grocery store, marijuana grow sites, kayak launch, fishing area, better schools	7/9/2018 9:28 PM
178	<b>Crime/Drugs</b> <b>Medical Marijuana</b> I would not want any marijuana manufacturing or marijuana shops in our community. Wouldn't it be best if Cass City would refrain from entering into any ventures of this sort and be a highly favored community for others looking for a community who does not have these facilities within their communities? Let us be the oasis that does not engage in these activities or facilities. Our Son has a greenhouse to grow vegetables near Cass City . It was cut and broken into in the spring of 2018. Could it have been because the criminals were looking for marijuana? Just one example of the crime marijuana will bring To our community. And we have a lot of vegetable growing greenhouses in our area. Title company's will not insure properties who cultivate, manufacture, distribute or are involved with sales of marijuana or land that is associated with these activities due to conflict between federal and state laws - how do people intend to ever get a mortgage on their property if needed when a title company will not insure it?	7/9/2018 9:28 PM
179	Grocery store, canoe launch, friendlier culture with less bullying at the schools, support special needs families in the community or those who may want to move here with truly handicap accessible recreation opportunities (wheelchair swings, sidewalks to and through parks, wheelchair lift at pool), improved pool facility, more of an official sledding hill, groomed nature trail with signage, keep supporting the awesome library, work with high school FFA chapter to plant flower beds and boxes throughout town, more jobs, better infrastructure/professionalism to avoid fiasco like promising DFA water treatment we couldn't provide, support of existing youth groups like 4-H, listen to what our youth have to say and provide leadership opportunities for and with them, local churches/ecumenical pastors group/Revive do a fantastic job injecting spirit into the community	7/9/2018 9:24 PM

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180	Grocery Store Youth activities More community gatherings like Christmas in the Village and the Freedom Festival (truck/tractor pulls, mud bogs, BBQs, concerts, comedy shows, sponsored movie days at the theater etc) Address the drug problem - improve police department (no marijuana facility) Increase availability of jobs	7/9/2018 9:20 PM
181	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>CBD/Main Street</b> <b>Grocery/Food Access</b> <b>Livability</b> Store fronts that are open need to be filled. We need some unique dining experiences that may bring in outside Cass City residents and money. BUT you must help with parking off the main road. Nice new parking lots with exceptional lighting. That would make it look inviting. We have to have a grocery ut everyone knows this. Another great thing would be a splash pad connected to an uodayed pool. Kayak and canoe launches that would be nice bit you want people to finish their trips in Cass City so they spend money here. You don't want them to finish on Caro. Start at 53 and end in Cass City. That is where businesses would win. People will spend money on towns where they end a trip because they will be tired and would want convenience.	7/9/2018 9:19 PM
182	A splash pad would be an amazing asset to this community! Also upgrading the park next to the dpw building which is unsafe in many ways. Tearing down the old wooden play set next to the day camp building, which is again very unsafe for our children. A grocery store is a must! A community recreation center would be great too. Cass City is capable of being a great community again when people come together to improve and take care of it.	7/9/2018 9:16 PM
183	Cass City could have a lot to offer. There is the beautiful Cass River which would be wonderful for attracting kayakers, fishing and camping. A place for entertainment in the park, live music, town wide picnics, a dog park. The tennis courts and basketball courts are in such a horrible state. Update the playgrounds, clean up the walking trails. Open the park up to a weekend of arts. The possibilities are truly endless for this beautiful little town.	7/9/2018 9:08 PM
184	<b>Livability</b> <b>Pool</b> We need a new pool. There is nothing left here for children.	7/9/2018 9:03 PM
185	<b>Business/Employment</b> <b>Cass River</b> Access to the River for Village residents and visitors to increase our recreational opportunities and bring in tourists to support businesses.	7/7/2018 11:43 PM
186	canoe/kayak launch site with dining/drink options available. nicer/more upscale bar/brewery outdoor seating/dining options	7/7/2018 12:41 PM
187	<b>Medical Marijuana</b> Marijuana facilities it's the future for Michigan. Get with it or become gagetown or deford.	7/6/2018 6:28 PM
188	<b>Outdoors</b> Walking and bike trails Dog park Community center	7/6/2018 3:47 PM
189	<b>Medical Marijuana</b> No Medical Marijuana please.	7/6/2018 10:00 AM
190	Support for marijuana facilities, canoe/kayak area. Bike trail. Camping areas. Recreational area improvements. Support for new industry and preserving what we have. Use the available land resources.	7/5/2018 1:38 PM
191	<b>Canoe/Kayak Launch</b> <b>Medical Marijuana</b> I think we need to focus on improving what we already have in our village or at least using/repurposing the buildings we already have. If we just start building new and forget the old, our village will still crumble. Also, bringing work opportunities into the community may help quite a bit which could include the Marijuana facility. As long as it is run by competent business owners, it should boost our economy. Upscale dining and canoe launches should not be our priority. We aren't a fancy place and we are fine with that.	7/5/2018 1:28 PM
192	<b>Business/Employment</b> <b>Canoe/Kayak Launch</b> <b>CBD/Main Street</b> <b>Livability</b> Kayak launch, Main Street needs a facelift, something needs to bring people to this community very soon. At one time we supported 3 flower shops, now we have none, 3 hardware stores now we have 1, can't even buy a pair of jeans or tennis shoes in this town any more, let alone food. It's getting very depressing.	7/5/2018 1:17 PM
193	Marijuana facilities, GROCERY STORE	7/5/2018 12:42 PM
194	The marijuana facility would bring more money and jobs to the area. Along with a grocery store. There also needs to be more activities for the kids in the area such as a teen center of some sort where they could have games(pool, shuffle board, air hockey, etc), dances, just a place for them to hang out. A skate\bike park for the kids would be great. Dog park.	7/5/2018 12:41 PM
195	<b>Canoe/Kayak Launch</b> Kayak launch sites would be great! The younger generation enjoys going out and doing things and the Cass River provides an attraction but it is hard for non-experienced kayakers to be able to launch and land without launch sites.	7/5/2018 12:25 PM

## Cass City Master Plan 2018 Survey

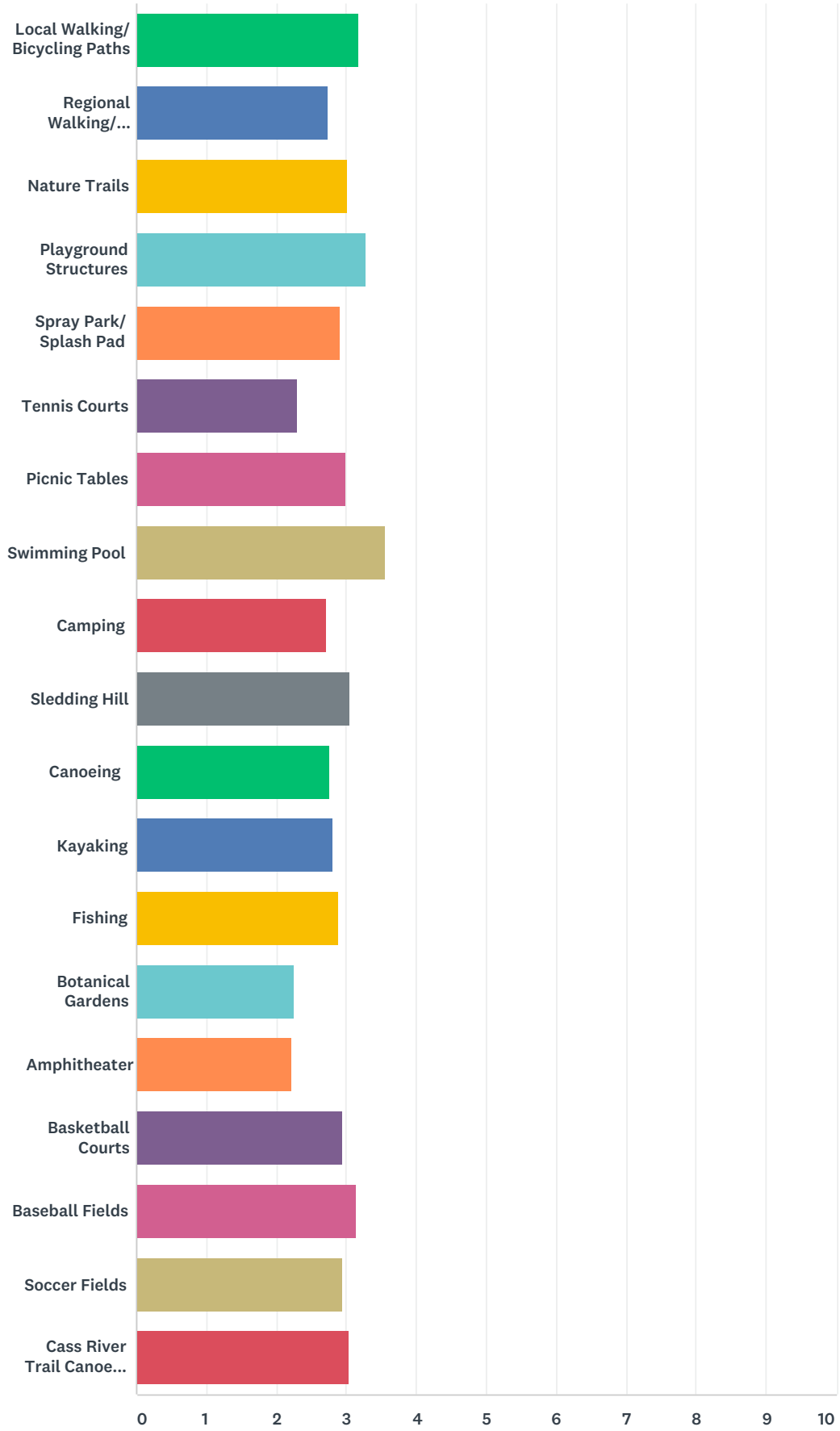
196	<div style="display: flex; gap: 5px;"> <span style="background-color: #ADD8E6; padding: 2px;">Business/Employment</span> <span style="background-color: #32CD32; padding: 2px;">Canoe/Kayak Launch</span> <span style="background-color: #4169E1; padding: 2px;">CBD/Main Street</span> <span style="background-color: #FF8C00; padding: 2px;">Grocery/Food Access</span> <span style="background-color: #DDA0DD; padding: 2px;">Livability</span> </div>	<p>Grocery store! Farmers/craft market. I'm fine with Marijuana facilities, canoe/kayak launch would be good. More affordable shopping choices and fast food options would be nice. Support existing downtown businesses, no matter if they can afford to be a chamber member or who owns the building the business is in. Draw more jobs to the area so people actually want to come here. Look at Hastings MI. It's a decent size town and the downtown feel and offerings are great. They utilize a program that gets interesting art sculptures downtown. Friday lunchtime music on the courthouse lawn draws people downtown. Splash pad. It's a bigger town but it was a great place to live and I could see Cass City's potential with some of their features. Public transportation options are badly needed too!</p>	7/5/2018 11:37 AM
197	<div style="display: flex; gap: 5px;"> <span style="background-color: #32CD32; padding: 2px;">Medical Marijuana</span> </div>	<p>Community garden, marijuana facilities, business/ kitchen incubators, affordable daycare for middle income, good grocery store</p>	7/5/2018 11:36 AM
198	<div style="display: flex; gap: 5px;"> <span style="background-color: #DDA0DD; padding: 2px;">Streets/Sidewalks</span> </div>	<p>Allow atv/utvs and golf carts to be driven legally on city streets.</p>	7/5/2018 11:19 AM
199	<div style="display: flex; gap: 5px;"> <span style="background-color: #ADD8E6; padding: 2px;">Business/Employment</span> <span style="background-color: #FF8C00; padding: 2px;">Grocery/Food Access</span> </div>	<p>Shopping, bakery, coffee house, family restaurants.</p>	7/5/2018 11:18 AM
200		<p>Marijuana facilities, YOUTH sports complex like the one going into Lakers schools, flower shops,</p>	7/5/2018 11:15 AM



## Q21 How important are the following recreational activities to you?

Answered: 371 Skipped: 92

# Cass City Master Plan 2018 Survey

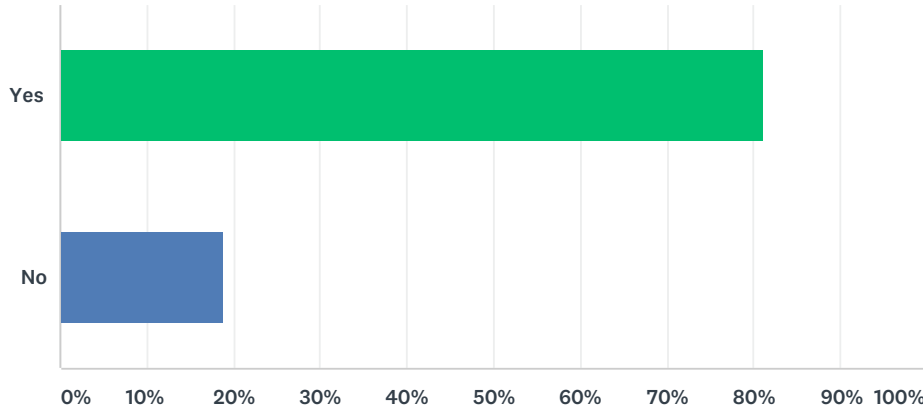


## Cass City Master Plan 2018 Survey

	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	HIGHEST IMPORTANCE	TOTAL	WEIGHTED AVERAGE
Local Walking/ Bicycling Paths	8.45% 31	16.62% 61	34.60% 127	29.97% 110	10.35% 38	367	3.17
Regional Walking/ Bicycling Paths	19.56% 71	19.83% 72	34.71% 126	19.28% 70	6.61% 24	363	2.74
Nature Trails	9.54% 35	19.89% 73	37.87% 139	24.80% 91	7.90% 29	367	3.02
Playground Structures	9.56% 35	11.48% 42	33.61% 123	31.97% 117	13.39% 49	366	3.28
Spray Park/ Splash Pad	20.55% 75	18.36% 67	26.58% 97	20.00% 73	14.52% 53	365	2.90
Tennis Courts	25.96% 95	30.87% 113	32.51% 119	8.47% 31	2.19% 8	366	2.30
Picnic Tables	7.84% 29	20.54% 76	42.16% 156	22.43% 83	7.03% 26	370	3.00
Swimming Pool	8.97% 33	10.87% 40	21.47% 79	32.34% 119	26.36% 97	368	3.56
Camping	20.77% 76	22.68% 83	28.96% 106	20.22% 74	7.38% 27	366	2.71
Sledding Hill	13.82% 51	16.26% 60	30.08% 111	29.54% 109	10.30% 38	369	3.06
Canoeing	20.38% 75	20.65% 76	30.16% 111	19.84% 73	8.97% 33	368	2.76
Kayaking	20.05% 74	20.05% 74	29.00% 107	20.87% 77	10.03% 37	369	2.81
Fishing	17.66% 65	19.02% 70	30.43% 112	23.64% 87	9.24% 34	368	2.88
Botanical Gardens	31.23% 114	29.59% 108	25.21% 92	9.86% 36	4.11% 15	365	2.26
Amphitheater	34.89% 127	26.92% 98	23.63% 86	10.16% 37	4.40% 16	364	2.22
Basketball Courts	13.39% 49	18.31% 67	37.16% 136	23.22% 85	7.92% 29	366	2.94
Baseball Fields	10.05% 37	17.12% 63	35.33% 130	23.64% 87	13.86% 51	368	3.14
Soccer Fields	12.81% 47	18.80% 69	37.33% 137	23.16% 85	7.90% 29	367	2.95
Cass River Trail Canoe Launch/ National Water Trail Designation	17.17% 63	17.71% 65	25.07% 92	25.34% 93	14.71% 54	367	3.03

### Q22 Should the Village Pursue a canoe/ kayak launch site and better access to the Cass River to promote this waterway?

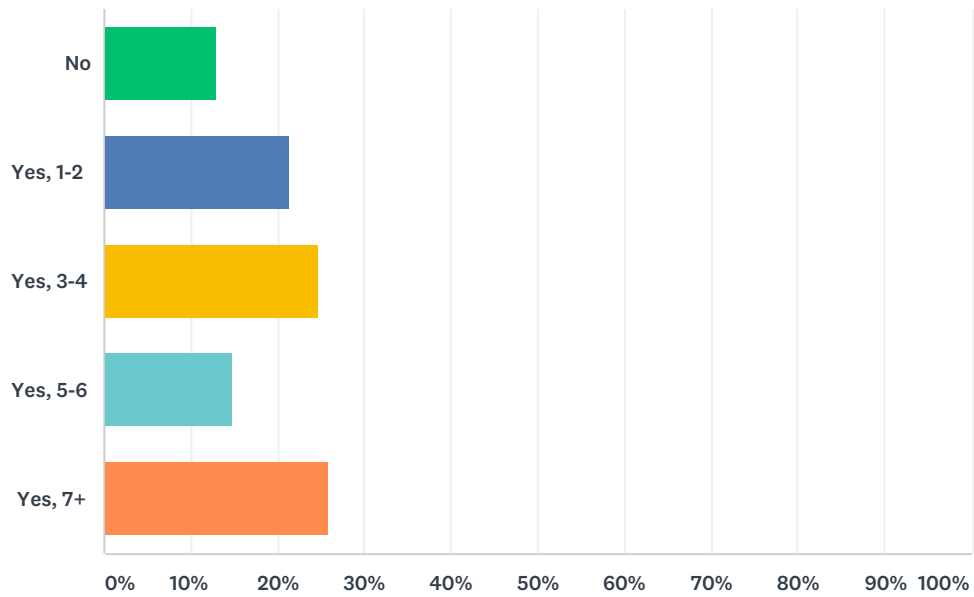
Answered: 368 Skipped: 95



ANSWER CHOICES	RESPONSES	
Yes	81.25%	299
No	18.75%	69
TOTAL		368

## Q23 Have you attended a community event in Cass City in the past three years? If so, how many?

Answered: 369 Skipped: 94



ANSWER CHOICES	RESPONSES	
No	13.01%	48
Yes, 1-2	21.41%	79
Yes, 3-4	24.66%	91
Yes, 5-6	14.91%	55
Yes, 7+	26.02%	96
<b>TOTAL</b>		<b>369</b>

## Q24 Which events have you attended? How important are these events to you?

Answered: 231 Skipped: 232

#	RESPONSES	DATE
1	<b>Festival/Parades</b> <b>Fundraisers</b> <b>Library</b> Rotary dinners, parades, VFW fundraisers, library events. Very important, love to see more.	8/28/2018 1:49 PM
2	<b>Festival/Parades</b> Parades - Great P.R. & Community Cohesion	8/28/2018 1:37 PM
3	<b>Farmers Market</b> <b>Festival/Parades</b> 4th of July Festival, Farmer Market, Christmas in the Village	8/28/2018 1:28 PM
4	<b>Festival/Parades</b> <b>Parks</b> Freedom Festival, VFW-Scholarships, Music in Rotary Park, very important to have events and activities.	8/28/2018 1:08 PM
5	<b>Festival/Parades</b> <b>Walks</b> Cemetery Walk-interesting, Freedom Festivals-very nice, Christmas events-nice	8/28/2018 12:42 PM
6	<b>Car/Auto Shows</b> <b>Festival/Parades</b> <b>Parks</b> car shows - enjoy, parades - enjoy, music in park - enjoy	8/28/2018 12:36 PM
7	<b>Festival/Parades</b> 4th July Festival	8/28/2018 12:22 PM
8	<b>Festival/Parades</b> 4th of July Festival, Art Show, Back Festivals	8/28/2018 12:13 PM
9	<b>Festival/Parades</b> freedom festival	8/28/2018 12:00 PM
10	<b>Civic</b> council meetings	8/28/2018 11:51 AM
11	July 4th activities, car show, church-related events, benefit dinners	8/28/2018 11:45 AM
12	<b>Festival/Parades</b> <b>Parks</b> Music in Rotary Park - excellent, Freedom Festival - very important, Christmas Parade - ok, Summer Mania - important	8/28/2018 11:26 AM
13	<b>Festival/Parades</b> 4th July, Christmas	8/28/2018 11:18 AM
14	XMas in the Village, 4th of July, Memorial Day, Music in Rotary Park, Citizen of the Year, Soccer Games, softball games, volley ball games, church dinners	8/28/2018 10:56 AM
15	4th of July Festival, very important	8/28/2018 10:37 AM
16	Parade, school graduation, football, wrestling	8/28/2018 10:26 AM
17	<b>Festival/Parades</b> <b>Parks</b> 4th Festival Football park music Tom COUNGBURY canoe/kayaking	8/28/2018 10:05 AM
18	Park events	8/23/2018 5:29 PM
19	<b>Festival/Parades</b> Parades	8/23/2018 5:11 PM
20	Memorial and 4th of July parades are great. Activities associated with these celebrations are well attended. We also attend Music in the Park on Fridays, farmers market on Thursdays.	8/23/2018 4:56 PM
21	<b>Festival/Parades</b> 4th of July celebration - very important	8/23/2018 4:40 PM
22	<b>Festival/Parades</b> Working at the AAVW kids Paint In every 4th of July for many years. Important and successful	8/23/2018 4:26 PM
23	Freedom Festival, Music in Rotary Park, nice but we don't have enough events. A grocery store is needed more than any of the above.	8/23/2018 4:01 PM
24	<b>Festival/Parades</b> <b>Sports</b> Freedom Fest (Very, very important) Sporting events (very important) Would love a canoe/kayak launch site.	8/23/2018 3:44 PM
25	<b>Concerts</b> <b>Festival/Parades</b> concerts and parades	8/23/2018 3:26 PM
26	<b>Church/Worship</b> <b>Concerts</b> <b>Farmers Market</b> <b>Festival/Parades</b> <b>Sports</b> Parades, outdoor concerts, farmers market, 4th of July events, softball games, theater, garage sales UM Church dinners and lunches, library events.	8/23/2018 3:20 PM

## Cass City Master Plan 2018 Survey

27	<b>Festival/Parades</b> <b>Parks</b> <b>Walks</b> 4th of July Music in the Park Walking Trails	8/23/2018 3:13 PM
28	4th of July Bands in Rotary Park Memorial Day Parade Christmas Parade and events.	8/23/2018 2:57 PM
29	<b>Festival/Parades</b> Freedom Festival in the Park, 4th of July Parade, Halloween downtown	8/15/2018 5:35 PM
30	4th of July parades, Music at Rotary park,	8/13/2018 1:42 PM
31	<b>Festival/Parades</b> <b>Parks</b> Fourth of July parades, park activities, downtown Halloween. Important.	8/13/2018 11:53 AM
32	Parades car show	8/11/2018 10:57 AM
33	<b>Festival/Parades</b> Parades etc	8/11/2018 10:48 AM
34	<b>Festival/Parades</b> parade	8/11/2018 10:39 AM
35	4th of July and Halloween events	8/10/2018 2:36 PM
36	High school basketball, school theater productions, baseball summer league We enjoy attending these.	8/8/2018 8:18 PM
37	Township meetings	8/8/2018 11:04 AM
38	I attended the Fourth of July festival my whole life until a few years ago, things are just not the same and could be a lot better.	8/8/2018 12:04 AM
39	<b>Festival/Parades</b> Freedom Fest and summer mania	8/7/2018 4:03 PM
40	Every year we do the freedom festival, pinktober, breakfast with Santa, and car shows. These events are important brings a sense of community to the town with everyone together.	8/7/2018 3:48 PM
41	<b>Festival/Parades</b> <b>Sports</b> 4th of July Activities...bands performing downtown...baseball tourneys	8/7/2018 2:10 PM
42	Freedom festival-incredibly important, pinktober-incredibly important	8/7/2018 9:24 AM
43	<b>School</b> <b>Sports</b> High school sports	8/7/2018 9:08 AM
44	<b>Sports</b> Sports very	8/7/2018 8:46 AM
45	Freedom festival- important Farmers market- somewhat important Free movie paid for by local church- very important	8/7/2018 8:24 AM
46	Parades, festivals, programs, kids activities	8/7/2018 1:17 AM
47	<b>Not Imp/Dont Attnd</b> They are important to me, but how can i go with I have to work to support my family!! Work like to crazy to make anything in this town because nobody wants to pay good wages!	8/7/2018 12:40 AM
48	Craft show' however I think however they should accept LOCAL VENDORS, FIRST....	8/6/2018 11:41 PM
49	<b>Festival/Parades</b> Freedom festival and summer mania but they are far from achieving their true potential.	8/6/2018 10:09 PM
50	4th of July Festival- Very important	8/6/2018 8:42 PM
51	Freedom fest, coed softball. They are very important	8/6/2018 6:37 PM
52	Freedom Fest, Christmas in the village. I consider them to be very important	8/6/2018 4:50 PM
53	Concerts and parades . Important.	8/6/2018 4:40 PM
54	4th July	8/6/2018 3:10 PM
55	Fourth of July, Pinktober, swimming pool; any kid friendly event is something we always look at and try to attend if our schedules allow it.	8/6/2018 11:42 AM
56	<b>Civic</b> <b>Festival/Parades</b> <b>Parks</b> <b>Sports</b> Parades, council meetings, baseball tournaments, music in the park.	8/6/2018 8:33 AM
57	The parade, music in the park My family enjoys these events! Thank you	8/5/2018 8:37 PM
58	4th of July festival	8/5/2018 12:03 PM
59	Fourth of July they could be better get more things to do	8/5/2018 9:09 AM
60	<b>Not Imp/Dont Attnd</b> None are important to me.	8/4/2018 5:13 PM

## Cass City Master Plan 2018 Survey

61	Forth of July & Car Shows/ Cruises	8/4/2018 3:26 PM
62	<b>Not Imp/Dont Attnd</b> I am not into all the friction that these events tend to have.	8/4/2018 8:25 AM
63	<b>Not Imp/Dont Attnd</b> I do not attend regularly due to work schedule but so many events here are same thing different year. Just not fun any more.	8/3/2018 11:27 AM
64	pinktober-love it! Christmas kick-off- great beginning for the season, summer-mania - love the sales!	8/1/2018 8:54 PM
65	The 4th of July parade and park events/fireworks, the music in the park events. It's fun to have something to do with the family	8/1/2018 12:18 PM
66	Every year my family attends the 4th of July festivities, Pinktober events, and Xmas in the Village, events thru the library, lots of sporting events.	8/1/2018 10:43 AM
67	Cass River Greenway/Cass River informational meeting in 2017 at the library	8/1/2018 9:25 AM
68	School related events. Very important	8/1/2018 4:14 AM
69	July 4th. fireworks.	7/31/2018 3:51 PM
70	<b>Sports</b> Sports and very important.	7/27/2018 9:22 PM
71	Freedom Festival	7/27/2018 9:57 AM
72	<b>Festival/Parades</b> <b>Parks</b> <b>Sports</b> 4th of July, music in the park, sporting events	7/26/2018 5:05 PM
73	<b>Parks</b> music in the park	7/24/2018 9:49 AM
74	<b>Civic</b> Town meeting	7/23/2018 1:49 PM
75	<b>Fundraisers</b> Fundraisers	7/23/2018 1:35 PM
76	School Functions Music in the Park	7/23/2018 1:09 PM
77	<b>Festival/Parades</b> <b>Parks</b> Memorial day, 4th of July, music in the park	7/23/2018 12:44 PM
78	<b>Festival/Parades</b> Fourth of July I would attend more but it is difficult to know when they are, maybe, you should figure out some more aggressive promotion ideas.	7/23/2018 10:53 AM
79	4th of July events	7/22/2018 6:16 PM
80	<b>Festival/Parades</b> <b>Parks</b> <b>Sports</b> Chili cook off, Freedom Festival, music on the park, Revive events, sporting rvernta, etc	7/21/2018 4:25 PM
81	<b>Church/Worship</b> <b>Sports</b> Community Worship Service Ball Tournaments Family Friendly events are very important to me.	7/20/2018 12:26 PM
82	Freedom festival, summer mania	7/19/2018 10:10 AM
83	4th of July activities, Summer maniac sales, chili cookoff, Christmas parade,	7/19/2018 7:44 AM
84	Music in the park, farmers market, parades, library sing a long. I like these events very much and think they are important for building our community.	7/18/2018 7:30 PM
85	Freedom fest	7/18/2018 11:18 AM
86	<b>Not Imp/Dont Attnd</b> N/A	7/18/2018 8:27 AM
87	<b>Festival/Parades</b> Freedom Fest Should continue	7/17/2018 9:36 PM
88	4th of July, AAUW, Rotary	7/17/2018 2:40 PM
89	Music in the park.	7/17/2018 9:57 AM
90	Baseball tournament, parade, Pinktober,sidewalk sales	7/17/2018 8:27 AM
91	<b>Festival/Parades</b> Farmer's market, Freedom Festival, Christmas in the Village, lighted parade, Memorial Day Parade, charity dinners/golf tournaments, civic club events, and others. I believe they are all very important to our community.	7/17/2018 6:32 AM
92	<b>Festival/Parades</b> Freedom fest, chili cook off, light parade	7/17/2018 2:12 AM
93	Freedom festival. We look forward to it every year.	7/16/2018 11:00 PM
94	Freedom Festival	7/16/2018 10:30 PM



## Cass City Master Plan 2018 Survey

95	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Freedom festivals	7/16/2018 9:28 PM
96	<span style="background-color: #008000; color: white; padding: 2px;">Civic</span> Citizen of the year. Important	7/16/2018 8:01 PM
97	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> <span style="background-color: #696969; color: white; padding: 2px;">Sports</span> Freedom Festival, Music in Rotary Park, Quilt Block Ribbon Cutting, Baseball Games	7/16/2018 6:39 PM
98	<span style="background-color: #008000; color: white; padding: 2px;">Church/Worship</span> <span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Revive, VFW Dinners, Community Church, Freedom Festival, Dorcas Meals, Community Thanksgiving Dinner f	7/16/2018 4:17 PM
99	Ball Games, School activities, Freedom festival. These are very vital to me.	7/16/2018 3:23 PM
100	Freedom Festival	7/16/2018 1:43 PM
101	<span style="background-color: #008000; color: white; padding: 2px;">Car/Auto Shows</span> <span style="background-color: #008000; color: white; padding: 2px;">Church/Worship</span> <span style="background-color: #008000; color: white; padding: 2px;">Civic</span> <span style="background-color: #800080; color: white; padding: 2px;">Concerts</span> <span style="background-color: #FF8C00; padding: 2px;">Farmers Market</span> <span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #000080; color: white; padding: 2px;">Fund</span> <span style="background-color: #000080; color: white; padding: 2px;">raisers</span> <span style="background-color: #008000; padding: 2px;">Library</span> <span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> <span style="background-color: #DC143C; color: white; padding: 2px;">School</span> <span style="background-color: #696969; color: white; padding: 2px;">Sports</span> <span style="background-color: #008000; padding: 2px;">Walks</span> All	7/16/2018 12:53 PM
102	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> The freedom festival and yearly parades.	7/16/2018 12:41 PM
103	<span style="background-color: #008000; color: white; padding: 2px;">Car/Auto Shows</span> <span style="background-color: #008000; color: white; padding: 2px;">Church/Worship</span> <span style="background-color: #008000; color: white; padding: 2px;">Civic</span> <span style="background-color: #800080; color: white; padding: 2px;">Concerts</span> <span style="background-color: #FF8C00; padding: 2px;">Farmers Market</span> <span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #000080; color: white; padding: 2px;">Fund</span> <span style="background-color: #000080; color: white; padding: 2px;">raisers</span> <span style="background-color: #008000; padding: 2px;">Library</span> <span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> <span style="background-color: #DC143C; color: white; padding: 2px;">School</span> <span style="background-color: #696969; color: white; padding: 2px;">Sports</span> <span style="background-color: #008000; padding: 2px;">Walks</span> All of them.	7/16/2018 11:03 AM
104	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> Freedom festival Summer mania Music in the park	7/16/2018 11:01 AM
105	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Freedom Festival	7/16/2018 9:22 AM
106	<span style="background-color: #008000; color: white; padding: 2px;">Church/Worship</span> <span style="background-color: #800080; color: white; padding: 2px;">Concerts</span> <span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Parades, fireworks, Memorial Day services, Community Worship, concerts	7/15/2018 10:13 PM
107	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #008000; padding: 2px;">Library</span> <span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> <span style="background-color: #DC143C; color: white; padding: 2px;">School</span> Music in the Park, many library events, 4th of July Parade, school events. These are very important.	7/15/2018 11:42 AM
108	Freedom Festival, memorial day, school events	7/13/2018 4:01 PM
109	<span style="background-color: #696969; color: white; padding: 2px;">Not Imp/Dont Attn</span> d Although I do not attend for physical reasons, I feel these events are extremely important.	7/13/2018 9:25 AM
110	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> 4th of July day	7/12/2018 10:42 PM
111	Chili cook off Freedom festival	7/12/2018 9:06 PM
112	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Freedom festival and the festival in late summer. I enjoy going with friends and family as something local and to be proud of the town I grew up in	7/12/2018 8:39 PM
113	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Freedom Fest. Enjoyable but need more things added to it becoming rather lame.	7/12/2018 3:02 PM
114	Freedom festival, summer mania, Christmas in the village These events are very important because they get the community together	7/12/2018 11:47 AM
115	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> <span style="background-color: #000080; color: white; padding: 2px;">Fundraisers</span> <span style="background-color: #008000; padding: 2px;">Walks</span> Parades, 4th of July, Pinktober, cemetery walks, town wide garage sales, music in the park. Thanks to Judy and the Chamber for keeping events going!	7/12/2018 5:06 AM
116	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> July 4th festival. Important	7/12/2018 12:44 AM
117	Freedom fest. Miss summer mania and all the people both events use to bring in.	7/11/2018 11:19 PM
118	Freedom festival 4th of July week every year.	7/11/2018 10:57 PM
119	.	7/11/2018 10:46 PM
120	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> freedom festival memorial Day	7/11/2018 8:48 PM
121	The concerts in the park and the Freedom Festival as long as Pinktober	7/11/2018 7:17 PM
122	<span style="background-color: #DC143C; color: white; padding: 2px;">Parks</span> Music at rotary park	7/11/2018 6:51 PM
123	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> Fourth of July very important.	7/11/2018 5:47 PM
124	Community church	7/11/2018 5:23 PM
125	<span style="background-color: #696969; color: white; padding: 2px;">Not Imp/Dont Attn</span> d These events are not important to me but I believe these events are important to the Community as a whole.	7/11/2018 1:33 PM
126	Freedom Festival, Kids Fair, Car Show. FYI - Traverse city has an amazing splash pad for kids.	7/11/2018 12:50 PM
127	<span style="background-color: #ADD8E6; padding: 2px;">Festival/Parades</span> 4th of july	7/11/2018 12:40 PM

## Cass City Master Plan 2018 Survey

128	Fourth of July parade and events.	7/11/2018 12:32 PM
129	They were very important	7/11/2018 12:22 PM
130	<span>Car/Auto Shows</span> <span>Church/Worship</span> <span>Civic</span> <span>Concerts</span> <span>Farmers Market</span> <span>Festival/Parades</span> <span>Fund</span> <span>raisers</span> <span>Library</span> <span>Parks</span> <span>School</span> <span>Sports</span> <span>Walks</span> Many	7/11/2018 12:01 PM
131	<span>Car/Auto Shows</span> <span>Church/Worship</span> <span>Civic</span> <span>Concerts</span> <span>Farmers Market</span> <span>Festival/Parades</span> <span>Fund</span> <span>raisers</span> <span>Library</span> <span>Parks</span> <span>School</span> <span>Sports</span> <span>Walks</span> Very, enjoy supporting our local community	7/11/2018 11:51 AM
132	<span>Festival/Parades</span> Pink or treat, Freedom Fest, Christmas light parade	7/11/2018 11:47 AM
133	<span>Festival/Parades</span> <span>Sports</span> Baseball Opening Days, Memorial Day Parade	7/11/2018 11:46 AM
134	<span>Car/Auto Shows</span> <span>Festival/Parades</span> <span>Library</span> Car shows festivals pink or treat breakfast with Santa any time they have any community event or anything at the library for the kids	7/11/2018 11:36 AM
135	4th or July, summer mania	7/11/2018 10:59 AM
136	<span>Festival/Parades</span> Freedom Festival, Pinktober	7/11/2018 10:56 AM
137	4th of July festivities. We look forward to this every year. More things for kids to do would be nice. Softball games	7/11/2018 10:44 AM
138	<span>Festival/Parades</span> Freedom festival Store front trick or treating	7/11/2018 10:35 AM
139	Freedom Festival, Christmas in the Village, they are extremely important	7/11/2018 9:51 AM
140	football games, basketball games, fourth of July festival	7/11/2018 9:31 AM
141	<span>Festival/Parades</span> <span>School</span> <span>Sports</span> The fourth of July parade! The 3 on 3 basketball games.	7/11/2018 9:08 AM
142	Fourth of July- very important	7/11/2018 9:07 AM
143	4th of July celebrations Very important	7/11/2018 8:52 AM
144	Christmas in the Village Freedom Festival	7/11/2018 7:44 AM
145	Sporting events, Freedom festival	7/11/2018 7:10 AM
146	Freedom Festival activities, Pinktober, Christmas in the Village	7/11/2018 1:56 AM
147	Freedom Festival, Farmers Market. Somewhat important	7/11/2018 1:26 AM
148	<span>Parks</span> Meetings ,park gatherings etc.very important	7/10/2018 11:09 PM
149	<span>Car/Auto Shows</span> <span>Civic</span> <span>Concerts</span> <span>Festival/Parades</span> <span>Library</span> <span>Sports</span> Holiday parades, council meeting, ball games in the summer, ribbon cuttings for town structures, ice cream socials at the pavilion, car shows, library book sales, Tom Thumb Singers concerts, Chili cook off, Christmas celebrations,	7/10/2018 10:52 PM
150	Independence Parades and Christmas Parades We love them.	7/10/2018 10:33 PM
151	Parades, car shows, summer events	7/10/2018 10:19 PM
152	Freedom Festival Parade and Festivities - 100th Quilt Block Celebration - great community events!	7/10/2018 10:12 PM
153	<span>Parks</span> Music in the park. Very important.	7/10/2018 10:07 PM
154	<span>Festival/Parades</span> 4th of July very important. Summer mania' parades,	7/10/2018 9:43 PM
155	<span>School</span> <span>Sports</span> High School basketball and football games. Somewhat important.	7/10/2018 7:54 PM
156	<span>Church/Worship</span> <span>Festival/Parades</span> <span>Sports</span> Music, ball games, outdoor church service, freedom festival, fireworks, garage sales	7/10/2018 7:10 PM
157	Car shows	7/10/2018 6:30 PM
158	Parades Community church. Cruise nights. Very important	7/10/2018 5:34 PM
159	Freedom festivals. Important	7/10/2018 4:16 PM
160	<span>Festival/Parades</span> <span>Parks</span> Our festivals and music in the park are really impressive	7/10/2018 3:04 PM
161	Car shows, Freedom festival, Memorial Day festivities, August Mania, craft shows	7/10/2018 1:47 PM
162	Freedom fest, Xmas in village	7/10/2018 1:39 PM
163	Freedom Festival, Music in the Park	7/10/2018 1:31 PM

## Cass City Master Plan 2018 Survey

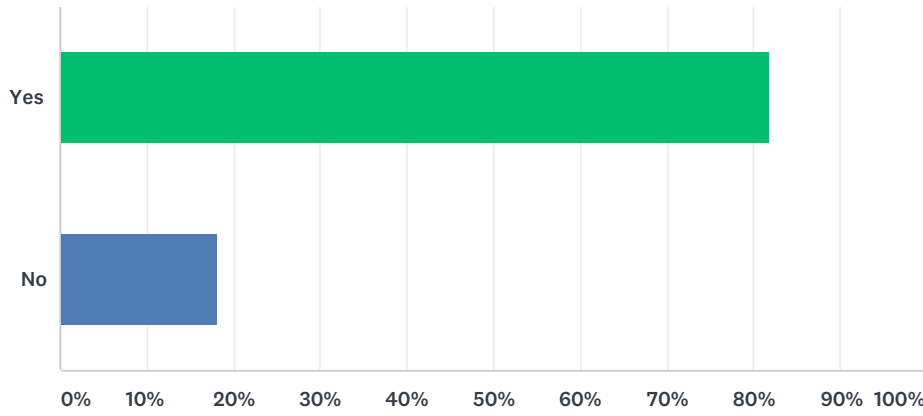
164	<b>Sports</b> Soccer games. Very important as our kids have both played for years.	7/10/2018 12:15 PM
165	<b>Festival/Parades</b> <b>Fundraisers</b> Chamber Dinners, Rotary Fundraisers, 4th of July Festivals, Summer Mania, Christmas in the Village, many other community fundraisers & events.	7/10/2018 11:46 AM
166	<b>Festival/Parades</b> <b>Parks</b> Music in Rotary Park. Freedom Festival - every year	7/10/2018 11:36 AM
167	<b>Festival/Parades</b> Memorial Day Freedom festival	7/10/2018 11:15 AM
168	Freedom festival, pinktober, Memorial Day parade	7/10/2018 11:13 AM
169	4th of July	7/10/2018 11:04 AM
170	<b>Festival/Parades</b> Christmas in the village. Freedom fest	7/10/2018 11:03 AM
171	4th of July parade, memorial day parade, Christmas parade	7/10/2018 10:30 AM
172	<b>Festival/Parades</b> <b>Parks</b> 4th of July festival, music in the park, Christmas in the Village	7/10/2018 10:18 AM
173	Freedom festival; very important.	7/10/2018 9:04 AM
174	<b>Festival/Parades</b> 4th of July Festivities, winter Festivities	7/10/2018 8:37 AM
175	<b>Festival/Parades</b> <b>School</b> Festivals, school events all very important	7/10/2018 8:30 AM
176	<b>Festival/Parades</b> Freedom Fest, Chili Walk, Summer Mania. Very important and we need more, also with a beer tent. If correctly implemented it shouldn't cause the community any problems. Unfortunately there is an influential group of older citizens in the village that promotes the agenda that any alcohol within the village is bad.	7/10/2018 8:14 AM
177	<b>Concerts</b> <b>Festival/Parades</b> Parades and concerts. They are enjoyable but need better planning for the concerts and better acoustics. In between the two buildings is HOT and distorted for sound.	7/10/2018 7:56 AM
178	Freedom festival	7/10/2018 7:38 AM
179	<b>Festival/Parades</b> <b>Parks</b> Freedom fest, graduation, music in rotary park	7/10/2018 7:34 AM
180	Parades etc.	7/10/2018 6:53 AM
181	<b>Farmers Market</b> <b>Festival/Parades</b> Freedom festival and the October one	7/10/2018 6:42 AM
182	<b>Festival/Parades</b> <b>Parks</b> <b>Sports</b> Music in the park, all football games, all parades.	7/10/2018 6:23 AM
183	<b>Festival/Parades</b> 4th if July	7/10/2018 6:12 AM
184	Pinktober-talent show, pink or treat. 4th of July events	7/10/2018 1:33 AM
185	Pinktober, Christmas in the village, 4th of July Festival, Summer Mania, Ladies Night Out for Pinktober, Trick-or-Treat, numerous baseball/softball games...all of which is extremely important to keep people in the community/keep this a fun place to live for families!	7/10/2018 12:52 AM
186	Fourth of July Christmas Sports Revive festivities All very important	7/10/2018 12:36 AM
187	Fire works.	7/10/2018 12:23 AM
188	Festivals swimming	7/10/2018 12:09 AM
189	July 4rth is great for family time	7/9/2018 11:34 PM
190	<b>Civic</b> Village council meetings	7/9/2018 11:24 PM
191	Many most important the freedom feat	7/9/2018 11:11 PM
192	Freedom Festival, Bands at the Pavilion	7/9/2018 11:08 PM
193	I haven't live there since 2015	7/9/2018 11:02 PM
194	Freedom Festival	7/9/2018 10:51 PM
195	4th of July	7/9/2018 10:33 PM
196	Freedom fest (love it, but its dying) Chilli Cook Off Parade of lights	7/9/2018 10:31 PM
197	<b>Church/Worship</b> <b>Festival/Parades</b> 4th of July activities, Community church service, Street auto scow, Town- wide garage sales. Very important	7/9/2018 10:18 PM
198	Softball games!	7/9/2018 10:18 PM
199	4th of july car show	7/9/2018 10:11 PM

## Cass City Master Plan 2018 Survey

200	fourth of July pinktober sale at vfw senior event at high school	7/9/2018 10:02 PM
201	Freedom Festivals, Car shows, parades	7/9/2018 9:45 PM
202	Church, christmas and 4th of July events love them.	7/9/2018 9:39 PM
203	Car/Auto Shows Church/Worship Civic Concerts Farmers Market Festival/Parades Fund raisers Library Parks School Sports Walks any available	7/9/2018 9:36 PM
204	Farmers Market Festival/Parades Fundraisers The freedom festival and farmers market. Pinktober	7/9/2018 9:34 PM
205	Festival/Parades Parks Rotary Park. Parades. Very important	7/9/2018 9:33 PM
206	Church/Worship Festival/Parades Fundraisers Library Parks School Music in rotary park, community worship service, Christmas in the village, chili cook off, rotary club fund raisers, rotary club, church, bible schools, freedom fest parades, fireworks, library. Very important to me.	7/9/2018 9:32 PM
207	Freedom Festival, Christmas parade Very important	7/9/2018 9:27 PM
208	Freedom Fest -very important Summer Mania - needs work Christmas in the Village - average	7/9/2018 9:24 PM
209	School Sports Sporting events, trivia nights, mostly school related.	7/9/2018 9:22 PM
210	The 4th of July is by far our favorite!	7/9/2018 9:18 PM
211	Festival/Parades 4th of July, Christmas	7/9/2018 9:17 PM
212	Freedom festival, Christmas parade love them... pinktober is fun	7/9/2018 9:16 PM
213	4th of July, Christmas in the village, pinktober, trick or treating, the town wide garage sales and car show	7/9/2018 9:10 PM
214	Many sports and school events, very important	7/9/2018 9:07 PM
215	Car/Auto Shows Church/Worship Civic Concerts Farmers Market Festival/Parades Fund raisers Library Parks School Sports Walks all. very important	7/9/2018 11:00 AM
216	Library School Sports Walks Music, ice cream social, cemetery walk dedications, library programs, school athletic events	7/7/2018 11:46 PM
217	chili cookoff	7/7/2018 12:46 PM
218	Festival/Parades Sports Parades community meetings sporting event	7/6/2018 6:31 PM
219	Festival/Parades School Sports Freedom festival school sporting events	7/6/2018 3:49 PM
220	Church/Worship Festival/Parades Sports Parades, Children's gatherings sponsored by Revive, Freedom Festival, Church baseball games, Chili Cookoff.	7/6/2018 10:12 AM
221	Festival/Parades Fundraisers I attend every parade, as many 4th of July, Christmas and Pinktober event as possible. These events help get the community together and are very important to me, my family and friends.	7/5/2018 1:34 PM
222	School School events. Very important	7/5/2018 12:54 PM
223	4th of July parade & fireworks. Love the fact we don't have to go far to view fireworks.	7/5/2018 12:47 PM
224	Festival/Parades Freedom Festival	7/5/2018 12:46 PM
225	Parades, freedom festival, swimming....they are important for people to have things to do.	7/5/2018 12:45 PM
226	Festival/Parades Fireworks and parade	7/5/2018 11:46 AM
227	Festival/Parades Parades, trick or treating. Not really important to me personally but they are great for the community	7/5/2018 11:40 AM
228	Festival/Parades Freedom Festival -- very important. Memorial Day -- Very important	7/5/2018 11:30 AM
229	Church/Worship Festival/Parades Parks Freedom Fest, community church service, music in the park Very important	7/5/2018 11:21 AM
230	Car/Auto Shows Church/Worship Civic Concerts Farmers Market Festival/Parades Fund raisers Library Parks School Sports Walks Pretty much all of them	7/5/2018 11:20 AM
231	4th of July, Farmers markets, PINKTOBER	7/5/2018 11:17 AM

### Q25 Would you support and use a community center for youth, adult and senior programming?

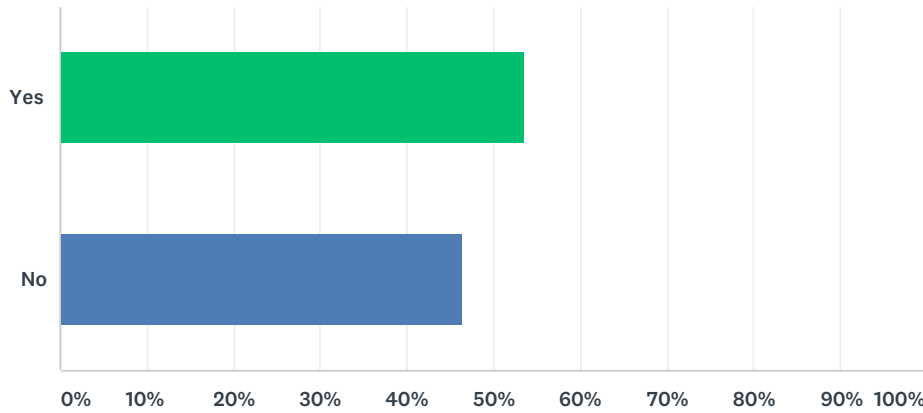
Answered: 364 Skipped: 99



ANSWER CHOICES	RESPONSES	
Yes	81.87%	298
No	18.13%	66
TOTAL		364

## Q26 Would you support a medical marijuana grow facility in the Village of Cass City Industrial Park?

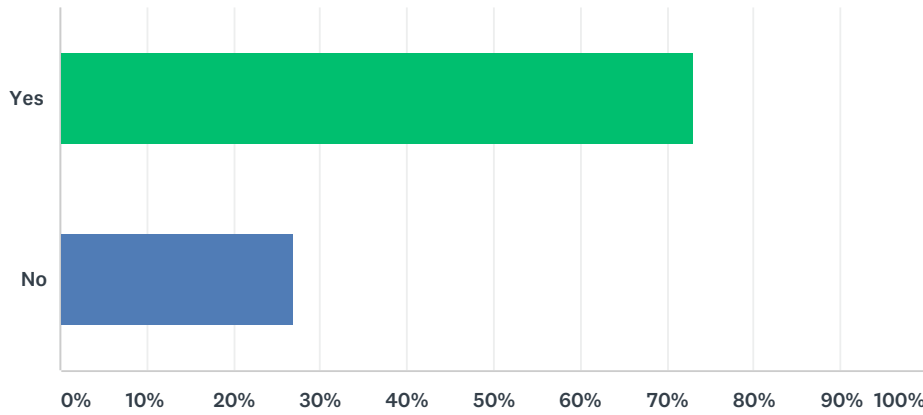
Answered: 360 Skipped: 103



ANSWER CHOICES	RESPONSES	
Yes	53.61%	193
No	46.39%	167
TOTAL		360

## Q27 Does Cass City need more restaurants?

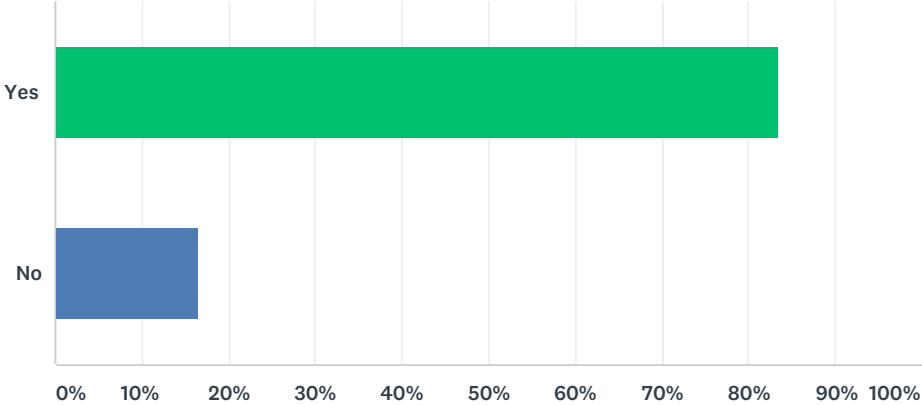
Answered: 371 Skipped: 92



ANSWER CHOICES	RESPONSES	
Yes	73.05%	271
No	26.95%	100
TOTAL		371

### Q28 Would you patronize them?

Answered: 362 Skipped: 101



ANSWER CHOICES	RESPONSES	
Yes	83.43%	302
No	16.57%	60
TOTAL		362



## Q29 What new restaurants, businesses or service providers would you like to see in the community?

Answered: 240 Skipped: 223

#	RESPONSES	DATE
1	<b>Any/Variety</b> Anything, we need more of each.	8/28/2018 1:28 PM
2	<b>Steak House</b> steak house	8/28/2018 1:08 PM
3	<b>Beer/Wine/Alc</b> <b>Steak House</b> craft beer, steak house	8/28/2018 12:36 PM
4	<b>Other</b> Vegetarian, vegan restaurant	8/28/2018 12:17 PM
5	<b>Boutiques/Clothing</b> <b>Other</b> <b>Upscale Dining</b> Upscale boutiques, art gallery, fine dining-restaurant	8/28/2018 12:13 PM
6	<b>Grocery/Market</b> A grocery store must be a priority. Town will not grow without this as new residents will not want to move to town and current residents may not want to stay.	8/28/2018 12:00 PM
7	family owned	8/28/2018 11:45 AM
8	<b>Antique Shop</b> We should have store selling Amish type products.	8/28/2018 11:26 AM
9	<b>Casual Dining</b> <b>Coney</b> Coney Dog, Panera, Olive Garden	8/28/2018 11:18 AM
10	A grocery store in the car dealership building.	8/28/2018 10:37 AM
11	Grocery store - Kroger, Aldi's, Jacks, Hamady Pave the streets in the park Tear down unsafe and unsightly buildings	8/28/2018 10:26 AM
12	<b>Flower Shop</b> <b>Grocery/Market</b> A grocery store, flower shop.	8/28/2018 10:18 AM
13	<b>Dairy</b> Dairy Processing Plant	8/28/2018 10:05 AM
14	Chinese Restaurant, another fast food chain.	8/23/2018 5:29 PM
15	<b>Casual Dining</b> <b>Fast Food</b> Olive Garden, Taco Bell	8/23/2018 5:11 PM
16	ABSOLUTELY NO MARIJUANA	8/23/2018 5:03 PM
17	Family restaurant	8/23/2018 4:56 PM
18	<b>Grocery/Market</b> Start with a grocery store.	8/23/2018 4:26 PM
19	<b>Grocery/Market</b> GROCERY STORE	8/23/2018 4:18 PM
20	Marijuana plant, any business or industry that increases employment opportunities, A GROCERY STORE!!!!!!	8/23/2018 4:01 PM
21	<b>Grocery/Market</b> Cass City NEEDS a variety of small businesses and for the LOVE OF GOD, get the grocery store in here soon. I can't believe your focus is on a marijuana plant and not that. SHAME!	8/23/2018 3:44 PM
22	<b>Coney</b> coney island	8/23/2018 3:26 PM
23	<b>Any/Variety</b> <b>Grocery/Market</b> <b>Locally Owned</b> Grocery store of course. Possibly a few specialty stores. Such as Made in Michigan, Clothing store (Like Amy's in Pigeon).	8/23/2018 3:13 PM
24	<b>Grocery/Market</b> grocery store	8/15/2018 5:35 PM
25	At the empty Fairway store....maybe an after school club or place to go for tutoring, or games for a couple of hours.	8/13/2018 1:42 PM
26	<b>Grocery/Market</b> grocery store	8/13/2018 11:53 AM
27	Any	8/11/2018 10:57 AM
28	<b>Any/Variety</b> Any	8/11/2018 10:48 AM
29	<b>Any/Variety</b> any	8/11/2018 10:39 AM

## Cass City Master Plan 2018 Survey

30	<b>Antique Shop</b> <b>Any/Variety</b> <b>Ethnic Dining</b> <b>Seafood</b> <b>Steak House</b>	Variety of types. Japanese, Italian, steak & seafood	8/11/2018 9:58 AM
31	<b>Beer/Wine/Alc</b> <b>Ethnic Dining</b> <b>Seafood</b> <b>Steak House</b>	Sushi restaurant Bar and grill Steak/seafood	8/11/2018 9:41 AM
32		Bahama Breeze, Bonefish Grill, something more upscale.	8/11/2018 9:06 AM
33		Grocery store	8/10/2018 2:36 PM
34	<b>Grocery/Market</b>	grocery store	8/9/2018 3:30 PM
35		Supermarket with deli Auto dealer with oil change facility Tire shop Arby's Restaurant	8/8/2018 8:18 PM
36	<b>Grocery/Market</b>	Grocery store	8/8/2018 1:19 PM
37		Maybe another sit down, fine dining restaurant	8/8/2018 11:04 AM
38		GROCERY STORE	8/8/2018 12:04 AM
39	<b>Bakery/Cafe</b> <b>Casual Dining</b> <b>Fast Food</b> <b>Grocery/Market</b> <b>Other</b>	Additional fast food and sit down dining, a meat market, coffee shop, bakery and bookstore	8/7/2018 4:03 PM
40		I'd like to see another fast food restaurant besides McDonalds in this town. Maybe an Rally's?	8/7/2018 3:48 PM
41	<b>Grocery/Market</b>	grocery store	8/7/2018 10:09 AM
42	<b>Casual Dining</b> <b>Locally Owned</b>	A family restaurant that is not in a bar	8/7/2018 8:54 AM
43	<b>Grocery/Market</b>	Grocery store	8/7/2018 8:46 AM
44		Grocery store or meat market.	8/7/2018 8:24 AM
45	<b>Any/Variety</b>	Something other than Charmont...	8/7/2018 12:40 AM
46		Burger King, Sonic, Tim Hortons/ Cold Stone Creamery, a variety of cable companies & not only Charter, Meijers, Bakery, stores like Fairway was, more small shops like Caro has, a dog/ cat bakery/...Country Decorating shop ( like the Country Crate was, Pride & Country),	8/6/2018 11:41 PM
47		A pharmacy that is open 7 days a week. More craft beer breweries/ restaurants. More fast food restaurants as well would be great!	8/6/2018 8:53 PM
48		Grocery store, unique restaurants, unique boutique stores	8/6/2018 8:42 PM
49		internet cafe, fine dinning, craft store, grocery store, meat & fruit market, Meijer, good bakery.	8/6/2018 8:06 PM
50		More fast food and a nice sit down restaurant instead of 2 bars next to each other and nicks. Charming needs to stay but needs to be modernized	8/6/2018 6:37 PM
51	<b>Any/Variety</b> <b>Casual Dining</b> <b>Grocery/Market</b>	Applebee's or similar, meijer, just more options in general	8/6/2018 6:29 PM
52	<b>Any/Variety</b> <b>Boutiques/Clothing</b> <b>Casual Dining</b> <b>Upscale Dining</b>	More variety in restaurants, and shopping places.	8/6/2018 5:17 PM
53		Privately owned, micro brewery....	8/6/2018 4:40 PM
54		Steak house	8/6/2018 3:10 PM
55		A more diverse restaurant base - something other than a diner, fast food, or bar food. Something with fresh food or an up-scale bar menu.	8/6/2018 11:42 AM
56	<b>Antique Shop</b> <b>Grocery/Market</b>	1. Grocery 2. Lumber yard 3. Antique	8/6/2018 8:33 AM
57	<b>Any/Variety</b> <b>Fast Food</b>	Fast food and family options	8/5/2018 9:54 PM
58		A different fast food restaurant would be nice. I would like new restaurants to choose from but fear this would close the others down. A grocery store is very important and I hope to see this happen soon. A wine or brewery would bring in people from all over. Lower and Upper Michigan crafts, etc are popular maybe a shop of some sort. Dirt bike track would be good too.	8/5/2018 8:37 PM
59		Arbys,Burger King,Sonic,Tv and internet service providers,Taxi Services....Horse and carriage rides like Frankenmuth.....Boat Ride services....Live Hockey Events...family dinning..Hungry Howies.	8/5/2018 2:42 PM

## Cass City Master Plan 2018 Survey

60	Whatever business comes in, needs the support of the village government and community. In the past, board members would try to run a business out of town if they were a competitor or a business they didn't agree with. There is plenty of empty buildings downtown and people see that. The village needs to bring in manufacturing or businesses that will employ a large number of people.	8/5/2018 12:03 PM
61	<span>Any/Variety</span> <span>Bakery/Cafe</span> <span>Casual Dining</span> <span>Grocery/Market</span> <span>Other</span> 2-3 new restaurants, a bakery, a grocery store, competitive gas stations (Cass City's gas prices are high compared to Caro, etc.)	8/4/2018 5:13 PM
62	Fine Dining ~ Steak House	8/4/2018 3:26 PM
63	<span>Antique Shop</span> <span>Any/Variety</span> <span>Bakery/Cafe</span> <span>Casual Dining</span> <span>Dining- Outdoor Seating</span> <span>Fast Food</span> Tim Hortons, Panera Bread, Wendy's, Bakery, Antique Stores. Anything that will bring people in. Look at other towns to see what they have that works & how they brought their towns back to life!	8/4/2018 11:35 AM
64	<span>Casual Dining</span> <span>Dining- Outdoor Seating</span> <span>Grocery/Market</span> <span>Industry</span> Grocery store, industry, sit down place to eat.	8/4/2018 8:25 AM
65	flower shop, car dealership,	8/1/2018 8:54 PM
66	A GROCERY STORE FOR THE LOVE OF GOD.	8/1/2018 12:18 PM
67	grocery store, day care facility, antique store	8/1/2018 10:43 AM
68	none	8/1/2018 9:25 AM
69	A full service grocery store and retail shops	8/1/2018 4:14 AM
70	None	7/31/2018 3:51 PM
71	<span>Grocery/Market</span> <span>Locally Owned</span> More ma n pa restaurants with a grocery store.	7/27/2018 9:22 PM
72	<span>Grocery/Market</span> Grocery store, rather than subsidizing marijuana facility related to loss of money from state through revenue sharing because marijuana is illegal on federal level, and loss of taxes because marijuana taxes go to state and state gives portion back to townships based on Number of facilities, NOT based on tax revenue paid by local facilities, thus loss of tax base to Cass City.	7/27/2018 11:39 AM
73	taco bell, Hungry howies, KFC, ect..	7/26/2018 5:14 PM
74	<span>Bakery/Cafe</span> Tim Hortons, Bigby	7/26/2018 5:05 PM
75	<span>Grocery/Market</span> A GOOD GROCERY STORE	7/26/2018 4:29 PM
76	<span>Grocery/Market</span> New fresh food selection.	7/24/2018 9:49 AM
77	<span>Fast Food</span> Fast foods	7/23/2018 1:49 PM
78	<span>Grocery/Market</span> Grocery Store	7/23/2018 1:35 PM
79	Grocery Store! ??	7/23/2018 1:09 PM
80	<span>Fast Food</span> another fast food option and casual dining option	7/23/2018 12:44 PM
81	<span>Casual Dining</span> I am not sure you need more restaurants but you need restaurant that serve better food. I have tried every restaurant here, and go out to dinner 1-2 per week. But, the inconsistent food usually makes me want to go to Saginaw for dinner.	7/23/2018 10:53 AM
82	<span>Bakery/Cafe</span> <span>Other</span> Deli/Cafe	7/21/2018 4:25 PM
83	<span>Casual Dining</span> <span>Dining- Outdoor Seating</span> Sit down	7/20/2018 12:26 PM
84	<span>Grocery/Market</span> grocery store	7/20/2018 9:32 AM
85	Steak house, grocery store, dinner with quality food, speciality stores and shops	7/19/2018 10:10 AM
86	GROCERY STORE	7/19/2018 7:44 AM
87	A craft store.	7/18/2018 7:30 PM
88	Crafts and antiques	7/18/2018 11:18 AM
89	<span>Coney</span> <span>Pizza</span> Coney, Good pizza place	7/18/2018 10:24 AM
90	<span>Upscale Dining</span> A nicer, upscale dining area would be nice.	7/18/2018 8:27 AM
91	<span>Boutiques/Clothing</span> <span>Grocery/Market</span> Good clothing stores Of course a grocery store	7/17/2018 9:36 PM

## Cass City Master Plan 2018 Survey

92	An outside fine dining, like Rachel's in Bad Axe. Small book store, coffee house. Amish goods store.	7/17/2018 2:40 PM
93	<b>Pizza</b> Pizza Hut	7/17/2018 12:34 PM
94	<b>Dining- Outdoor Seating</b> <b>Grocery/Market</b> Healthier food choices on the menus. Outdoor seating when the weather pleasant.	7/17/2018 6:32 AM
95	<b>Bakery/Cafe</b> <b>Beer/Wine/Alc</b> <b>Dining- Outdoor Seating</b> <b>Medical Marijuana</b> <b>Other</b> Brewery, coffee shop, outdoor shop, dispensary, better bakery, a music shop, a tobacco shop, a grocery store. Think traverse city, hip, young, get away, rural, outdoors.	7/17/2018 2:12 AM
96	A real building supply store	7/16/2018 10:30 PM
97	Grocery store arbeys	7/16/2018 10:22 PM
98	<b>Ethnic Dining</b> <b>Grocery/Market</b> Grocery store, Chinese restaurant.	7/16/2018 9:28 PM
99	<b>Grocery/Market</b> Grocery store	7/16/2018 8:01 PM
100	<b>Grocery/Market</b> a super market!!	7/16/2018 7:19 PM
101	<b>Any/Variety</b> Something different!!!!	7/16/2018 6:39 PM
102	<b>Any/Variety</b> <b>Locally Owned</b> empty buildings occupied with specialties stores	7/16/2018 4:17 PM
103	An additional fast food chain such as Taco Bell would be well-received and often visited. I also think that a chain sit-down restaurant would be a major draw. There are no chain sit-down restaurants anywhere in the thumb, so a place like Applebees would be a draw to many living in the nearby towns as well.	7/16/2018 3:23 PM
104	<b>Any/Variety</b> <b>Ethnic Dining</b> Mexican, Thai, Chinese, Mediterranean	7/16/2018 2:42 PM
105	<b>Grocery/Market</b> A grocery store!!!!	7/16/2018 12:41 PM
106	Grocery store with sandwich shop	7/16/2018 12:31 PM
107	<b>Fast Food</b> <b>Grocery/Market</b> Better selection of fast food dining Grocery store	7/16/2018 11:01 AM
108	<b>Fast Food</b> <b>Grocery/Market</b> More fast food, a decent grocery store	7/15/2018 10:13 PM
109	<b>Health/Medical</b> Basically the downtown has service based industries rather than retail, which is understandable due to the decline of the small town mom and pop stores because of big box stores. I would think pursuing medical service businesses would help especially because of the commitment Hills and Dales has made in our community. Maybe a hearing aid facility?	7/15/2018 11:42 AM
110	Fresh food restaurant -no prepared food brought in. Nothing deep-fried.	7/13/2018 4:01 PM
111	<b>Grocery/Market</b> Grocery store would be nice. A Meijers store would be nice A Jack's fruit market would be nice.	7/13/2018 9:25 AM
112	<b>Ethnic Dining</b> Chiesse or Mexican restaurants	7/12/2018 10:42 PM
113	A good steak house, craft beer, grocery store, a coffee house that has WiFi and good hours	7/12/2018 9:06 PM
114	<b>Grocery/Market</b> A real grocery store.	7/12/2018 8:39 PM
115	<b>Bakery/Cafe</b> <b>Casual Dining</b> <b>Grocery/Market</b> <b>Health/Medical</b> <b>Technology</b> Walmart, Meijer, Kroger, Lucky's Steakhouse, Buffalo Wild Wings, Logan's, Walgreen's, Tim Horton's, Better cable company other than Spectrum	7/12/2018 3:02 PM
116	Arby's, grocery store, buffet restaurant	7/12/2018 11:47 AM
117	<b>Antique Shop</b> <b>Beer/Wine/Alc</b> <b>Other</b> Micro brewery, antique stores, hobby stores.	7/12/2018 5:06 AM
118	<b>Casual Dining</b> Healthier dining options	7/12/2018 3:45 AM
119	<b>Bakery/Cafe</b> <b>Casual Dining</b> <b>Grocery/Market</b> <b>Health/Medical</b> <b>Steak House</b> Meijer, Walgreens, Lucky's Stackhouse, Chili's, Applebee's, Walmart, Tim Hortons	7/12/2018 12:44 AM
120	Fast food choices.. Burger King, Taco Bell, Wendy's etc..	7/11/2018 10:57 PM
121	.	7/11/2018 10:46 PM
122	Arby's, grocery store, and etc.	7/11/2018 10:38 PM
123	<b>Grocery/Market</b> grocery store	7/11/2018 8:48 PM

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124	HonkeyBaked Ham, Hungry Howies Pizza, Taco Bell. I would also like to see Cass City explore the possibility of providing their own internet, instead of relying on Charter or other providers.	7/11/2018 8:28 PM
125	<span>Any/Variety</span> Any	7/11/2018 6:51 PM
126	<span>Casual Dining</span> <span>Dining- Outdoor Seating</span> <span>Pizza</span> Panera bread! Applebee's, Pizza Hut, hungry Howie's.	7/11/2018 5:47 PM
127	<span>Antique Shop</span> <span>Bakery/Cafe</span> <span>Beer/Wine/Alc</span> <span>Boutiques/Clothing</span> <span>Grocery/Market</span> <span>Steak House</span> e Brewery, meet market, bakery, steakhouse, fast food, clothing boutique, antique stores	7/11/2018 5:31 PM
128	<span>Casual Dining</span> I would like a restaurant that would be similar to JJ's	7/11/2018 3:30 PM
129	<span>Any/Variety</span> Any new business would be great, but unfortunately we tend to chase away the opportunities we've had. Not sure why we have to make it so hard for people who want to develop in our town i.e. having to "preserve" some of the vacant "historic" buildings that no one cares about.	7/11/2018 1:46 PM
130	Aldi's	7/11/2018 12:50 PM
131	<span>Any/Variety</span> <span>Fast Food</span> <span>Grocery/Market</span> wendys, meijer, small mall	7/11/2018 12:40 PM
132	Clothing store	7/11/2018 12:29 PM
133	To many pizza places	7/11/2018 12:22 PM
134	<span>Any/Variety</span> Variety	7/11/2018 12:01 PM
135	<span>Grocery/Market</span> <span>Upscale Dining</span> Grocery store, upscale dining	7/11/2018 11:51 AM
136	<span>Casual Dining</span> <span>Fast Food</span> Taco Bell or Burger King or at least one more family sit down restaurant	7/11/2018 11:47 AM
137	<span>Bakery/Cafe</span> <span>Fast Food</span> <span>Grocery/Market</span> <span>Medical Marijuana</span> <span>Technology</span> Jimmy John's, Burger King, Tim Hortons. Grocery store. Medical marijuana facilities. Comcast over Spectrum. Basically, any development at all.	7/11/2018 11:43 AM
138	Grocery store	7/11/2018 11:42 AM
139	<span>Any/Variety</span> <span>Fast Food</span> Anything not McDonald's	7/11/2018 11:36 AM
140	A grocery store for sure. Sit down with homemade food in a restaurant	7/11/2018 11:13 AM
141	Sit down restaurants, grocery store	7/11/2018 10:59 AM
142	<span>Bakery/Cafe</span> <span>Other</span> Tim hortons Chuck e cheese	7/11/2018 10:52 AM
143	Grocery store/ meat market Coffee shop TSC store or something like that	7/11/2018 10:44 AM
144	<span>Bakery/Cafe</span> <span>Casual Dining</span> Big boys Bakery/coffee shops (any... Tim hortons?)	7/11/2018 10:35 AM
145	fine dining, a use for the Cultural Center, specialty stores like made in Michigan, quilt shop, fabric store, grocery store	7/11/2018 9:51 AM
146	more sit down restaurants and a grocery store	7/11/2018 9:31 AM
147	<span>Casual Dining</span> Bdubs, Apple Bees	7/11/2018 9:08 AM
148	Coffee shop	7/11/2018 9:07 AM
149	New fast food option (with healthier options) Soup/Sandwich shop Bakery	7/11/2018 8:52 AM
150	Mexican restaurants, steakhouse, brewery. Not another pizza place.	7/11/2018 7:44 AM
151	Mexican or Italian eatery	7/11/2018 1:56 AM
152	I mentioned some before in a previous response. It would be great if we had a restaurant that focused on one type of food, ex: burgers, that did that food really well & sold it at a reasonable price. People would recognize the quality & it would help make Cass City the area destination for that type of food.	7/11/2018 1:26 AM
153	<span>Casual Dining</span> Additional family type restaurants	7/10/2018 11:09 PM

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154	<b>Antique Shop</b> <b>Boutiques/Clothing</b> I miss the Antique Mall which sadly was forced out of its location on Main Street. Also miss Fairway store very much but understand it is more difficult again for independent stores to compete with large chain stores. We are fortunate to have a movie theater, a newspaper, a bakery and 2 hardware stores plus a pharmacy. We need to encourage these owners and support them, Nick,s and Charmont offer good food at reasonable prices so I don't think a Fine dining restaurant would get that much support....even Caro does not have one anymore	7/10/2018 10:52 PM
155	A new pizza place	7/10/2018 10:33 PM
156	Applebee's Bob Evans Bennigans Burger King Lucky's	7/10/2018 10:12 PM
157	<b>Ethnic Dining</b> Chinese and mexican	7/10/2018 10:07 PM
158	<b>Casual Dining</b> <b>Fast Food</b> Fast food and sit down.	7/10/2018 9:43 PM
159	<b>Grocery/Market</b> Everybody would like more of these businesses, but is it really feasible or possible? Maybe a good restaurant would thrive, because people will drive long distances for good food. Other than a grocery store, I can't see any other kind of retail store surviving.	7/10/2018 7:54 PM
160	Arbys	7/10/2018 6:30 PM
161	Kayak rentals	7/10/2018 5:34 PM
162	Café Bakery Coffee shop Book shop Marijuana facilities	7/10/2018 4:16 PM
163	<b>Bakery/Cafe</b> <b>Flower Shop</b> <b>Grocery/Market</b> Grocery Store, gift shops, flowers , cafe	7/10/2018 3:04 PM
164	Something other than fast foods. Some that provide healthy family meals.	7/10/2018 2:20 PM
165	Meijers	7/10/2018 1:47 PM
166	Grocery store	7/10/2018 1:39 PM
167	grocery store	7/10/2018 1:31 PM
168	KFC. GROCERY STORE. BURGER KING	7/10/2018 12:39 PM
169	<b>Any/Variety</b> More variety	7/10/2018 12:15 PM
170	<b>Other</b> We don't necessarily need more restaurants, but the ones we have need to have support to make sure they are "good" restaurants. Poor service, poor food is bad for not only the business but also the community.	7/10/2018 11:46 AM
171	<b>Upscale Dining</b> Upscale restaurants	7/10/2018 11:36 AM
172	<b>Grocery/Market</b> Grocery store	7/10/2018 11:15 AM
173	More health conscious businesses with food sensitivities being addressed.	7/10/2018 11:13 AM
174	<b>Fast Food</b> Taco bell	7/10/2018 11:03 AM
175	Arby's	7/10/2018 9:04 AM
176	<b>Bakery/Cafe</b> Tim Hortons or another coffee/cafe establishment	7/10/2018 8:37 AM
177	<b>Grocery/Market</b> Grocery store	7/10/2018 8:30 AM
178	grocery, hardware, laundromat, clothing, bakery	7/10/2018 8:22 AM
179	<b>Beer/Wine/Alc</b> <b>Casual Dining</b> Sit down, artisan brewery type of restaurant. Very popular with our generation.	7/10/2018 8:14 AM
180	<b>Grocery/Market</b> A GROCERY STORE	7/10/2018 7:56 AM
181	<b>Grocery/Market</b> GROCERY STORE	7/10/2018 7:34 AM
182	<b>Beer/Wine/Alc</b> Breweries/wineries	7/10/2018 6:57 AM
183	Grocery store	7/10/2018 6:53 AM
184	Na	7/10/2018 6:42 AM
185	<b>Beer/Wine/Alc</b> <b>Grocery/Market</b> <b>Locally Owned</b> <b>Other</b> Grocery. any mom and pop restaurant and national chain. National chain hotel. Microbrewery. National and local retailer	7/10/2018 6:23 AM
186	<b>Ethnic Dining</b> Chinese	7/10/2018 6:12 AM

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187	Any new ones	7/10/2018 1:33 AM
188	Community Center, place for teens, family restaurant, grocery store, rite aid, better playground equipment for the park, splash pad	7/10/2018 12:52 AM
189	Grocery store Affordable clothing/shoe store Bakery/coffee shop	7/10/2018 12:36 AM
190	Taco Bell, coffee shop, painterly pottery	7/10/2018 12:23 AM
191	Arbys or taco bell	7/9/2018 11:34 PM
192	Grocery Stores with competitive pricing instead of take it or leave it 7-11 prices.	7/9/2018 11:28 PM
193	<b>Upscale Dining</b> High end dinning, Nicks is great but it's dinner food.	7/9/2018 11:24 PM
194	Another fast food chain maybe Taco Bell, we are an agricultural community so agricultural business such as truck repair shop feed store etc	7/9/2018 11:11 PM
195	Anything that brings a unique quality to the area.	7/9/2018 11:02 PM
196	More factories and health care.	7/9/2018 11:00 PM
197	A grocery store	7/9/2018 10:51 PM
198	Coffee shop Marijuana shop Grocery store Outdoor shop	7/9/2018 10:31 PM
199	<b>Casual Dining</b> Medium price diner type	7/9/2018 10:18 PM
200	Sit down Resteraunt Grocery store	7/9/2018 10:18 PM
201	<b>Grocery/Market</b> <b>Other</b> Grocery store, something like a Tractor Supply, sporting goods	7/9/2018 10:16 PM
202	arbys apple bees	7/9/2018 10:11 PM
203	Grocery store	7/9/2018 10:05 PM
204	Grocery store!!!!!!!!!!!!	7/9/2018 9:45 PM
205	Arbys, target, meijers	7/9/2018 9:39 PM
206	<b>Ethnic Dining</b> <b>Fast Food</b> Taco Bell, more delivery places, maybe Chinese food	7/9/2018 9:34 PM
207	Fine dinning	7/9/2018 9:33 PM
208	<b>Any/Variety</b> <b>Grocery/Market</b> Grocery store is paramount.	7/9/2018 9:33 PM
209	<b>Fast Food</b> Taco Bell, wendys	7/9/2018 9:32 PM
210	<b>Fast Food</b> <b>Steak House</b> Taco Bell steak house	7/9/2018 9:31 PM
211	Another option similar to Nick's and Charmont	7/9/2018 9:27 PM
212	Taco Bell Arby's	7/9/2018 9:24 PM
213	<b>Beer/Wine/Alc</b> <b>Ethnic Dining</b> <b>Other</b> <b>Upscale Dining</b> Micro brew, finer dining, Chinese food, Mexican food, Italian food.	7/9/2018 9:22 PM
214	More fast food	7/9/2018 9:18 PM
215	<b>Grocery/Market</b> Grocery Store	7/9/2018 9:17 PM
216	Arby's... any grocery store	7/9/2018 9:16 PM
217	A drive in would be wonderful	7/9/2018 9:10 PM
218	Any kind	7/9/2018 9:07 PM
219	<b>Casual Dining</b> <b>Grocery/Market</b> More restaurants, a new pool, a grocery store!	7/9/2018 9:05 PM
220	<b>Beer/Wine/Alc</b> <b>Dining- Outdoor Seating</b> Craft beer with outdoor seating	7/7/2018 11:46 PM
221	<b>Fast Food</b> Additional fast food arbys taco bell	7/7/2018 4:24 PM
222	bar/craft brewery upscale bar/restaurant meat/fruit/vegetable market	7/7/2018 12:46 PM

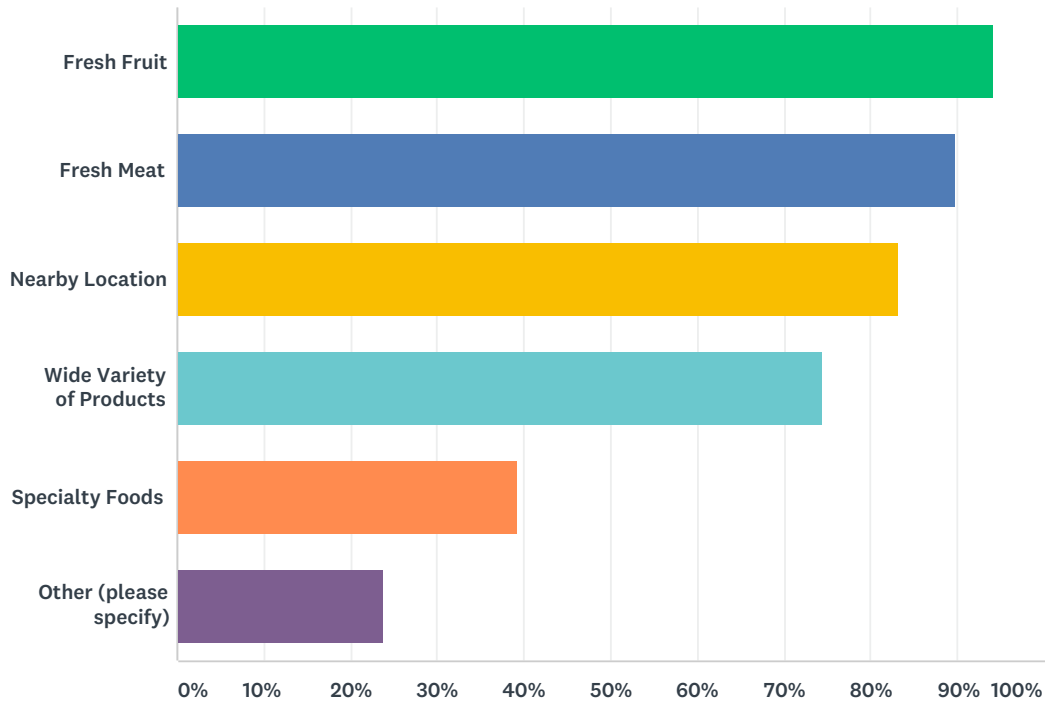
## Cass City Master Plan 2018 Survey

223	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span> <span style="background-color: #808080; padding: 2px;">Bakery/Cafe</span> <span style="background-color: #C71585; padding: 2px;">Dairy</span> <span style="background-color: #DC143C; padding: 2px;">Grocery/Market</span> <span style="background-color: #C71585; padding: 2px;">Industry</span> <span style="background-color: #808080; padding: 2px;">Other</span>	Since we have the Creamery, why not a specialty dairy store that makes and sells their own cheeses, yogurts, ice-cream, etc... Maybe a little wine to go with cheese. I think Cass City has enough restaraunts in general, maybe one more would be okay. A bakery would be great. A family friends billards place or miniature golf would be nice. Of course the Grocery Store. A indoor ice-rink would be awesome, one that teaches figure-skating and hockey. Also, an indoor play-scape for families with toddlers on those long cold winter days. You would have everyone over in Cass City for that. Of course we could use some industry here to. I don't know what.	7/6/2018 10:12 AM
224	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span>	More like downtown Grand Rapids	7/5/2018 8:29 PM
225	<span style="background-color: #DC143C; padding: 2px;">Grocery/Market</span>	A grocery store! A new restaurant would be nice but not essential, Asian cuisine would be nice.	7/5/2018 1:34 PM
226	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span> <span style="background-color: #008000; padding: 2px;">Fast Food</span>	Anything, even an Arby's would be great	7/5/2018 1:19 PM
227		Buffalo Wild Wings, Arby's or a local grown steak house.	7/5/2018 1:02 PM
228	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span>	More job opportunity	7/5/2018 12:54 PM
229		GROCERY STORE, KFC	7/5/2018 12:47 PM
230	<span style="background-color: #DC143C; padding: 2px;">Beer/Wine/Alc</span> <span style="background-color: #DC143C; padding: 2px;">Grocery/Market</span>	Would be nice to see a brewery or something similar. Would also be nice if the farmers market was more accessible. The current hours make it almost impossible for those that work to be able to support it. Would also support a dog park and a community center with an indoor pool.	7/5/2018 12:46 PM
231		Pizza delivery service! Burger King, Taco Bell, kfc, grocery store.	7/5/2018 12:45 PM
232	<span style="background-color: #008000; padding: 2px;">Fast Food</span>	Burger king taco bell	7/5/2018 11:46 AM
233	<span style="background-color: #DC143C; padding: 2px;">Grocery/Market</span>	Grocery store, functional assistance for seniors (handymen,etc),incubators, technology assistance and repair that doesn't rip unknowing seniors off	7/5/2018 11:42 AM
234	<span style="background-color: #008000; padding: 2px;">Casual Dining</span> <span style="background-color: #008000; padding: 2px;">Fast Food</span>	Dinner options, fast food	7/5/2018 11:40 AM
235	<span style="background-color: #DC143C; padding: 2px;">Grocery/Market</span>	A GROCERY STORE THAT IS AFFORDABLE	7/5/2018 11:30 AM
236	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span>	Something other than deep fried foods!	7/5/2018 11:29 AM
237	<span style="background-color: #008000; padding: 2px;">Fast Food</span>	Taco Bell/ wendys	7/5/2018 11:21 AM
238	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span> <span style="background-color: #DAA520; padding: 2px;">Locally Owned</span>	I answered in a previous question Small shops	7/5/2018 11:21 AM
239	<span style="background-color: #ADD8E6; padding: 2px;">Any/Variety</span>	Anything but pizza and hamburgers	7/5/2018 11:20 AM
240		a real bakery with daily fresh baked goods, a deli	7/5/2018 11:17 AM



## Q30 What do you look for in a grocery store?

Answered: 372 Skipped: 91



ANSWER CHOICES	RESPONSES
Fresh Fruit	94.09% 350
Fresh Meat	89.78% 334
Nearby Location	83.33% 310
Wide Variety of Products	74.46% 277
Specialty Foods	39.25% 146
Other (please specify)	23.92% 89
Total Respondents: 372	

#	OTHER (PLEASE SPECIFY)	DATE
1	Hours - open nights and weekends.	8/28/2018 1:08 PM
2	organics	8/28/2018 12:42 PM
3	Organics	8/28/2018 12:13 PM
4	fresh fruit, meat, dairy, bakery and canned goods, full service grocery store.	8/28/2018 12:00 PM
5	deli, baked goods	8/28/2018 11:45 AM
6	fresh vegetables	8/28/2018 11:18 AM
7	Deli	8/28/2018 10:56 AM
8	A store period, not continuing promises - but a store	8/28/2018 10:37 AM
9	And a bakery, fresh fruit, florist, deli	8/28/2018 10:26 AM

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10	A FULL LINE GROCERY STORE	8/23/2018 5:03 PM
11	PLEASE BRING US A GROCERY STORE!!!!!!	8/23/2018 4:56 PM
12	variety of dairy products, cleanliness, reasonable prices	8/23/2018 4:40 PM
13	DELI, DAIRY, VEGGIES, LOCAL PRODUCTS.	8/23/2018 4:01 PM
14	Many people like small businesses. Have you tried contacting Country View? AKA Medinite.	8/23/2018 3:44 PM
15	Possibly the population of _____cats in Village should be looked into. Bad Axe has same problem and are now addressing.	8/23/2018 3:13 PM
16	Deli, household items.	8/13/2018 1:42 PM
17	fresh veggies	8/12/2018 3:16 PM
18	A Kroger would be great!	8/11/2018 9:06 AM
19	price	8/9/2018 3:30 PM
20	Variety of choices, bakery, deli	8/8/2018 8:18 PM
21	Fresh vegetables	8/8/2018 11:04 AM
22	Gluten Free foods due to Celiac Disease. I currently travel to Saginaw to get what I need or VG's in Caro.	8/7/2018 3:48 PM
23	price	8/7/2018 10:09 AM
24	Deli, convenience, cleanliness, local produce options, fresh coffee while I shop, accessible	8/7/2018 8:24 AM
25	Anything will work	8/7/2018 1:17 AM
26	Reasonable prices	8/6/2018 11:41 PM
27	organic and locally grown, with a deli and a bakery... see country view it is perfect. then make it a super - center where you can find household items like clothing, linen automotive, hardware. A little competition can be a good thing.	8/6/2018 8:06 PM
28	Prices to not be extremely high	8/6/2018 6:37 PM
29	Deli	8/5/2018 9:54 PM
30	Deli and fresh baked products.	8/5/2018 2:42 PM
31	affordable pricing and availability of goods.	8/5/2018 12:03 PM
32	Bakery, deli, open 7 days a week, at least open from 7A - 10P.	8/4/2018 5:13 PM
33	Too bad that we didn't have an Aldi, Meijer or Jack's Fruit Market because that is where I prefer to shop. I don't go to Walmart.	8/4/2018 11:35 AM
34	open early to late	8/1/2018 8:54 PM
35	Prices	8/1/2018 8:08 PM
36	Gluten free food is very important for my family because my daughter has celiacs and we have to drive all the way to Bad Axe to get GF food. I know of 3-4 other kids in my daughter's school who also need to be gluten free, so there is definitely a need in this area for it. It's not just the immediate families, it's also grandparents and daycare workers who also need to keep GF foods in their homes.	8/1/2018 12:18 PM
37	Price. Rather than subsidize marijuana facility(s) with their increased criminal activities, such as reports of violent robberies, etc, should focus on grocery store, or consider subsidizing existing businesses such as Dollar General to increase groceries, etc.	7/27/2018 11:39 AM
38	clean, well stocked, local goods	7/26/2018 5:14 PM
39	Diary & frozen foods	7/26/2018 5:05 PM
40	Competitive Prices	7/23/2018 1:09 PM
41	Fresh Veggies. I buy my meat from local farmers.	7/23/2018 11:52 AM
42	Price, if the prices are too high I will continue to go to Saginaw for the bulk of my shopping.	7/23/2018 10:53 AM
43	cost	7/21/2018 10:45 AM

## Cass City Master Plan 2018 Survey

44	price, for example dollar general has added many grocery items	7/20/2018 9:32 AM
45	Organic food is a growing popular product that local farmers can contribute to	7/18/2018 11:18 AM
46	We will still shop for most things at Walmart, but a nice meat market/fresh produce place would do very well in our town.	7/16/2018 3:23 PM
47	One in our hometown.	7/16/2018 12:52 PM
48	Baby food	7/16/2018 11:01 AM
49	Decent prices	7/12/2018 12:44 AM
50	.	7/11/2018 10:46 PM
51	Meat and produce greatly needed. But the residents will need to support it. There will never be another Erla's and our residents need to accept that.	7/11/2018 6:51 PM
52	I will still drive elsewhere to buy boxed/ canned foods for cheaper such as Walmart vs a spartan store. ALL this community needs is a good small downtown meat market with good meats and produce. Like Hurons finest, Jacks or thumb meat market, If you need canned goods DG and family dollar and Walmart have them.	7/11/2018 5:31 PM
53	Gee it'd be nice just to have one.	7/11/2018 1:46 PM
54	Jack's Fruit and Meat Market	7/11/2018 1:33 PM
55	I'm	7/11/2018 12:29 PM
56	Rewards card or competitive pricing	7/11/2018 10:44 AM
57	deli and fresh dairy sections as well as fresh baked goods	7/11/2018 9:51 AM
58	Fresh vegetables	7/11/2018 9:20 AM
59	Organic large selection	7/11/2018 8:14 AM
60	Fresh vegetables & other produce, necessities like milk, eggs, bread, etc.	7/11/2018 1:26 AM
61	Deli, bakery, locally sourced veg. meats, eggs fruits. Leave the beer, wine, lottery, tobacco etc. to the party stores. Good quality and freshness are what we're looking for.	7/10/2018 11:09 PM
62	Clean store, friendly owners and a deli	7/10/2018 10:52 PM
63	Good prices	7/10/2018 9:43 PM
64	A good deli.	7/10/2018 7:54 PM
65	Deli	7/10/2018 2:20 PM
66	Good prices	7/10/2018 1:31 PM
67	Local!	7/10/2018 8:30 AM
68	competitively priced	7/10/2018 8:22 AM
69	Fruit and meat market. Don't need a full-scale grocery store due to Dollar General.	7/10/2018 7:34 AM
70	One in town	7/10/2018 6:23 AM
71	Clean, wide space	7/10/2018 1:33 AM
72	Has a little bit of everything/one stop shop	7/10/2018 12:52 AM
73	Competitive prices	7/9/2018 11:34 PM
74	Reasonable prices so I am not forced to do my shopping elsewhere to stay on budget.	7/9/2018 11:28 PM
75	Gluten free	7/9/2018 11:02 PM
76	Veggies	7/9/2018 10:31 PM
77	low prices that would keep people shopping there	7/9/2018 10:11 PM
78	open lanes...clean...good variety...cost effective	7/9/2018 9:51 PM
79	Good prices	7/9/2018 9:39 PM
80	Doughnuts, deli food, fresh meats from local farmers,	7/9/2018 9:34 PM

## Cass City Master Plan 2018 Survey

81	Just to have one would be great!	7/9/2018 9:33 PM
82	A store somewhat like Country View would be great.	7/9/2018 9:33 PM
83	Fresh veggies, deli.	7/9/2018 9:32 PM
84	At this point I'd settle for just about anything!	7/9/2018 9:27 PM
85	Clean and tidy good prices	7/6/2018 6:31 PM
86	I want to not have to drive 14 miles to buy an onion. I don't care about brands, just local produce and meat.	7/6/2018 10:12 AM
87	Most important for a grocery store in town is for fresh produce and meat as well as the necessities for those that cannot drive (no public transportation makes this difficult for elderly and ill citizens) to Caro or Bad Axe. I'd much rather buy fresh produce/deli items from a local grocery store than Walmart.	7/5/2018 12:46 PM
88	Prices	7/5/2018 11:46 AM
89	Organics	7/5/2018 11:42 AM

VILLAGE OF CASS CITY  
CAPITAL IMPROVEMENT PLAN

FISCAL YEARS:

2019 THROUGH 2024

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# Police Department

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Patrol Car Lease	33,000	651-001-970	
	New Car Setup	3,500	651-001-970	36,500
	In Car Video System	2,945	101.301.970	
	Taser (50% Grant)	706	101.301.970	
	Radar	1,300	101.301.970	4,951
2020	Patrol Car Lease	33,000	651-001-970	
	New Car Setup	3,500	651-001-970	36,500
	Radar	1,300	101.301.970	
	Body Camera	500	101.301.970	
	In Car Video System	2,945	101.301.970	4,745
2021	Two Desktop Computers	2,000	101-301-970	
	Body Camera	500	101.301.970	2,500
2022	Patrol Car Lease	33,000	651-001-970	
	New Car Setup	3,500	651-001-970	36,500
	Radar	1,300	101.301.970	
	Desktop Computer	1,000	101.301.970	2,300
2023	Patrol Car Lease	33,000	651-001-970	
	New Car Setup	3,500	651-001-970	36,500
	Body Camera	500	101.301.970	
	Taser	1,400	101.301.970	1,900
2024	Patrol Car Lease	33,000	651-001-970	
	New Car Setup	3,500	651-001-970	36,500
	Body Camera	500	101.301.970	500

## Municipal Building

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Building Renovations: Interior	15,000	101-265-970	15,000
	Electronic Sign	10,000	101-265-970	10,000
2020	Building Renovations: Interior	10,000	101-265-970	10,000
2021	Building Renovations	15,000	101-265-970	15,000
2022	Update Kitchen	5,000	101-265-970	5,000
2023	Exterior Upgrades, including masonry	10,000	101-265-970	10,000
2024	Municipal Parking Lot Upgrades	15,000	101-265-970	15,000

## Parks and Helen Stevens Pool

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Pool Renovations, VOCC Contribution	45,000	101-752-970	45,000
2020	Splash Pad, VOCC Contribution	45,000	101-752-970	45,000
2021	Campground Facilities	60,000	101-754-970	60,000
2022	Northwood Park Upgrades	35,000	101-754-970	35,000
2023	Park-wide play equipment replacement	35,000	101-754-970	35,000
2024	Park Building Improvements	40,000	101-754-970	40,000



## Major/Local Sidewalks

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	By Request (50% Program) All local	20,000	203.470.800	20,000
2020	By Request (50% Program) All local	20,000	203.470.800	20,000
2021	By Request (50% Program) All local	20,000	203.470.800	20,000
2022	By Request (50% Program) All local	20,000	203.470.800	20,000
2023	By Request (50% Program) All local	20,000	203.470.800	20,000
2024	By Request (50% Program) All local	20,000	203.470.800	20,000

## Traffic/ Street Signs

2019	Signs	5,000		5,000
2020	Signs	5,000		5,000
2021	Signs	5,000		5,000
2022	Signs	5,000		5,000
2023	Signs	5,000		5,000
2024	Signs	5,000		5,000

## DDA Improvements

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Thorp House Porch Roof	8,000	248-005-800	8,000
2020	Façade Improvement Program	5,000	248-001-800	5,000
2021	Façade Improvement Program	5,000	248-001-800	5,000
2022	Façade Improvement Program	5,000	248-001-800	5,000
2023	Façade Improvement Program	5,000	248-001-800	5,000
2024	Façade Improvement Program	5,000	248-001-800	5,000

## DDA Real Properties Loan (2018)

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Thumb Bank and Trust	20,626		20,626
2020	Thumb Bank and Trust	20,626		20,626
2021	Thumb Bank and Trust	20,626		20,626
2022	Thumb Bank and Trust	20,626		20,626
2023	Thumb Bank and Trust	20,626		20,626
2024	Thumb Bank and Trust	20,626		20,626
2025	Thumb Bank and Trust Final Payment	16,926		16,926

## Wastewater Treatment Plant (Built in 1981)

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Blower Control Panel	10,000	590-002-970	10,000
2020-2024	Pending the completion of The Waste Water Treatment Asset Management Plan, to be completed in 2019, determining the scope of future renovations or if a new treatment plant is recommended.			

## Wastewater Treatment Plant Installment Loan (2014)

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	CHEMICAL BANK ANNUAL PYMT	58,249		67,495
	<b>FINAL</b> CHEMICAL BANK PYMT	9,246		

## Wastewater Treatment Plant Grit Master Installment Loan (2018)

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	CHEMICAL BANK ANNUAL PYMT	33,333		33,333
2020	CHEMICAL BANK ANNUAL PYMT	32,306		32,306
2021	CHEMICAL BANK ANNUAL PYMT	31,280		31,280
2022	CHEMICAL BANK ANNUAL PYMT	30,253		30,253
2023	CHEMICAL BANK ANNUAL PYMT Final Payment	29,227		29,227

## Water Main Replacement

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	4 Blocks Water Main Replacement, 8" pipe	158,400	591-003-970	158,400
2020	4 Blocks Water Main Replacement, 8" pipe	163,152	591-003-970	163,152
2021	4 Blocks Water Main Replacement, 8" pipe	168,056	591-003-970	168,056
2022	4 Blocks Water Main Replacement, 8" pipe	173,087	591-003-970	173,087
2023	4 Blocks Water Main Replacement, 8" pipe	178,280	591-003-970	178,280
2024	4 Blocks Water Main Replacement, 8" pipe	183,628	591-003-970	183,628

## Water Valve Replacement

Year	Name	Amount	Line Item	FY Total
2019	Valve Maintenance & Repair	20,000	591-003-970	20,000
2020	Valve Maintenance & Repair	10,000	591-003-970	10,000
2021	Valve Maintenance & Repair	10,000	591-003-970	10,000
2022	Valve Maintenance & Repair	10,000	591-003-970	10,000
2023	Valve Maintenance & Repair	10,000	591-003-970	10,000
2024	Valve Maintenance & Repair	10,000	591-003-970	10,000

## Water Hydrant Replacement

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000
2020	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000
2021	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000
2022	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000
2023	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000
2024	Hydrant Replacement (3 new units)	15,000	591-003-970	15,000

## Well Maintenance & Distribution System

10-year rotation

YEAR	NAME	AMOUNT	LINE ITEM	FY TOTAL
2019	Valve Turner	25,000	591-003-970	25,000
	Wellhouse Maintenance	10,000	591-003-970	10,000
2020	Well Maintenance & Reserve	35,000	591-003-970	35,000
2021	Replace/upgrade waterlines across South Seeger and engineering	250,000	591-003-970	250,000
2022	Replace/upgrade waterlines across South Seeger and engineering	250,000	591-003-970	250,000
2023	Well Maintenance & Reserve	25,000	591-003-970	25,000
2024	Well Maintenance & Reserve	25,000	591-003-970	25,000

## Water Tower, 200,000 Gallon Tank (Built in 1964)

YEAR		AMOUNT		
2019	Tower Exterior Painting & Repairs	85,000	591-003-970	85,000
2020	Tower Maintenance Reserve	25,000	591-003-970	25,000
2021	Tower Maintenance Reserve	25,000	591-003-970	25,000
2022	Tower Maintenance Reserve	25,000	591-003-970	25,000
2023	Tower Maintenance Reserve	25,000	591-003-970	25,000
2024	Tower Interior Painting & Repairs	65,000	591-003-970	65,000

## Arsenic Treatment Facility Loan Payments (2007 Bond)

YEAR	NAME	AMOUNT		
2019	USDA Bond Payment	96,010		96,010
2020	USDA Bond Payment	95,731		95,731
2021	USDA Bond Payment	96,411		96,411
2022	USDA Bond Payment	96,009		96,009
2023	USDA Bond Payment	95,565		95,565
2024	USDA Bond Payment	96,080		96,080

## Motor Vehicle and Equipment Fund

2019	Dump Truck(Replace 1996)	118,000	651-001-970	
	Tool Truck (pickup) 2001	50,000	651-001-970	168,000
	Cold Storage Roof Repair (Green Building)	25,000	651-001-933	25,000
<b>2020</b>	Backhoe 2002	150,000	651-001-970	
	Front Blade	25,000	651-001-970	175,000
2021	4WD Cab Tractor with front end loader (Replace Kubota)	60,000	651-001-970	60,000
2022	Replace 1998 Blade Truck/Salt Truck	150,000	651-001-970	150,000
2023	Replace 2009 Utility Pickup (DPW)	35,000	651-001-970	
	Replace 2009 Utility Pickup (WWTP)	35,000	651-001-970	70,000
2024	Replace 4X4 pickup (Parks and Snow Removal)	45,000	651-001-970	45,000

## Municipal Street Fund

YEAR	NAME	AMOUNT	Major/Local	LINE ITEM	FY TOTAL
2019	Hill Street - Mill and Overlay - 2"	100,000	Major	202-463-800	100,000
	Crack Seal	21,000	Major	202-463-800	21,000
	Chip and Fog Seal Program	196,000	Local	203-463-800	196,000
	Full Depth Mill and Overlay - 3.5"	194,000	Local	203-463-800	194,000
2020-2024	See Attached Transportation Improvement Plan (TIP)				