

Cass City

Master Plan

VILLAGE OF CASS CITY



ADOPTED JUNE 29, 2026

Resolution to Approve Village of Cass City Master Plan

WHEREAS, as part of our Strategic Planning Goals, the Village of Cass City commenced the Update to the Master Plan in 2025; and

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

WHEREAS, at a Planning Commission meeting on March 3, 2026 it was recommended that the Village Council adopt the Village of Cass City Master Plan; and

WHEREAS, at a Cass City Village Council meeting held on March 30, 2026, the Village Council approved the Village of Cass City Master Plan for distribution and begin the 63 day waiting period, and set a public hearing to hear public comments; and

WHEREAS, at a Cass City Village Council meeting held on June 29, 2026, the Village Council held a public hearing to receive public comments; and

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

AYES: *Dorland, Goka, Griesing, Kirn, Oslund, Piaskowski*

NAYS: *None*

Resolution declared adopted/not adopted.

6-29-2026
Date

Nanette Swalski
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, June 29, 2026.

6-30-2026
Date

Nanette Swalski
Clerk, Village of Cass City



Master Plan

VILLAGE OF CASS CITY, TUSCOLA COUNTY, MICHIGAN

ADOPTED BY VILLAGE COUNCIL
JUNE 29, 2026

Acknowledgments

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 survey and public hearings.

PLANNING COMMISSION

Joe Leeson, *Chairman*
Robert Piaskowski
Colleen Langenburg
Heather Severance
Gary Barnes
Erik Tamlyn
Barbara Kirn
Eric Oslund
Dallas Rabideau

VILLAGE COUNCIL

Robert Piaskowski,
President
Dustin Griesing
Jefrey Benkelman
Kevven Dorland
Jordan Goka
Michael Kirn
Eric Oslund

VILLAGE ADMINISTRATION

Debbie Powell,
Village Manager
Nan Walsh,
Village Clerk/Treasurer
RJ Klaus,
*Director of Public Works,
Wastewater Treatment*
Melanie Radabaugh,
*Director of Community
Development, Parks &
Recreation*
James Freeman,
Chief of Police
Laken Chapin,
CEDAM Fellow

Table of Contents

	ACKNOWLEDGMENTS	I
01	WELCOME	1
	Basis for the Master Plan and Purpose	3
	Planning Timeline	4
02	CASS CITY YESTERDAY	5
	Soils	6
	Woodlands and Forests	6
	Water	6
	Agricultural Land	6
03	CASS CITY TODAY	7
	Regional Context	8
	Existing Land Uses	9
	Land Use Categories	11
	Demographic Analysis	12
	Housing Analysis	15
	Economic Analysis	19
	Public Facilities and Utilities	19
	Transportation and Circulation	23
04	CASS CITY TOMORROW	37
	Public Participation	38
	Goals and Objectives	53
	Potential Intensity Change Areas	59
	Future Land Use Plan	64
	Implementation	81
	Action Plan	89
	Implementation Matrices	90
05	APPENDIX	101

List of Maps

MAP 1.	Regional Location—Village of Cass City, MI	2
MAP 2.	Existing Land Use	10
MAP 3.	Cass City School District	21
MAP 4.	Existing Circulation—Village of Cass City, MI	24
MAP 5.	Road System—Village of Cass City, MI	27
MAP 6.	Non-Motorized Transportation—Village of Cass City, MI	29
MAP 7.	Future Land Use.	66
MAP 8.	Tree Conditions—Village of Cass City, MI.	78
MAP 9.	Potential Tree Planting Sites—Village of Cass City, M	80

LIST OF TABLES

TABLE 1.	Existing Land Uses	9
TABLE 2.	Total Population, 2020–2023	12
TABLE 3.	Population by Race and Ethnicity, 2020	13
TABLE 4.	Age Structure, 2020	14
TABLE 5.	Educational Attainment for Residents 25 Years and Older, 2019–2023	14
TABLE 6.	Housing Tenure—Village of Cass City and Comparison Communities, 2023	15
TABLE 7.	Median Value—Village of Cass City and Comparison Communities, 2023	16
TABLE 8.	Change in Median Value—Village of Cass City and Comparison Communities, 2017–2023	16
TABLE 9.	Age of Housing—Village of Cass City 2019–2023.	17
TABLE 10.	Michigan Statewide Housing Plan (SHP) Goals	18
TABLE 12.	Zoning Plan	65
TABLE 13.	Future Land Use—Village of Cass City, MI	76

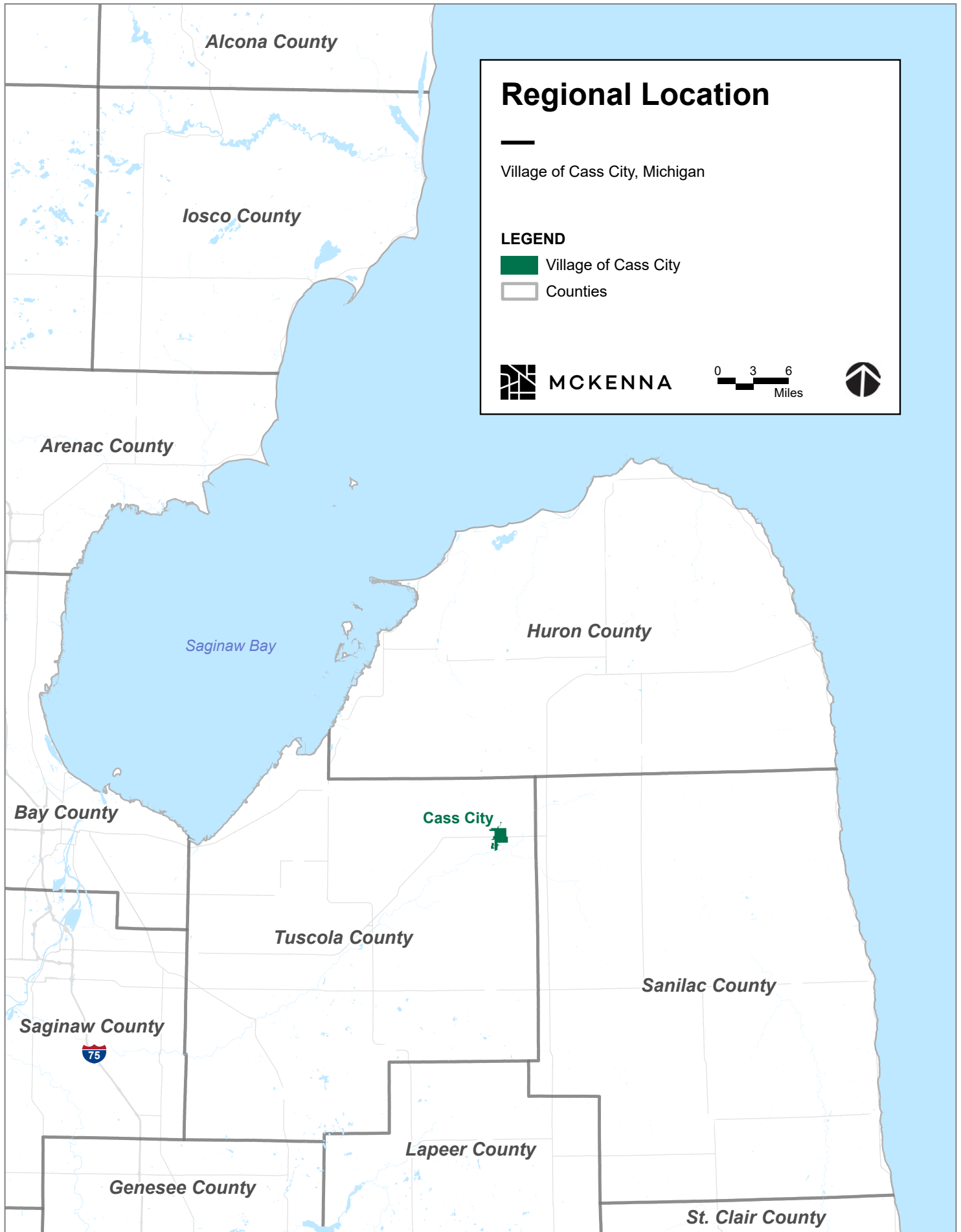
Welcome

01



Cass City

In May 2025, 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 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 2031. A comprehensive review and revision should be conducted periodically.

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) principles. The RRC principles 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 2026 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 2026 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.

Planning Timeline

Date	Activity
December 2024	Village Council and Planning Commission approved for staff to begin the 5-year update on the Village of Cass City Master Plan in the following year.
April 2025	Village staff conducted a public engagement opportunity at Cass City High School. Staff administered a survey and then visited three classes to speak about the importance of the Master Plan to the Cass City community.
May–June 2025	The Cass City Scavenger Hunt, a second public engagement opportunity, takes place throughout the Village.
August–September 2025	Partnering with local organizations, a third public engagement activity takes place through the Community Survey. The survey is distributed widely and advertised throughout the Village.
September 2025	The Planning Commission sends a Notice to Plan to surrounding government bodies and public utility companies that service Cass City.
October 2025	The Planning Commission hosts the final public engagement opportunity, the Community Planning Workshop, on October 21st.
November 2025	The Planning Commission performs a review of the updated “Cass City Yesterday” and “Cass City Today” sections
January 2026	The Planning Commission performs a review of the Public Participation, Goals and Objectives, and Implementation Matrices.
February 2026	The Planning Commission reviews the final draft copy of the updated Master Plan before submitting it to McKenna for a graphics update.
March 2026	The Planning Commission recommends the updated 2026–2031 Master Plan to the Cass City Village Council for review.
March 2026	The Village Council approves the Master Plan for distribution, beginning the public review period.
June 2026	The Village Council adopts the Master Plan.

Cass City Yesterday

02



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.

Cass City

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 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

03



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 2020 U.S. Census, the Village had a total population of 2,494 in an area of 1.79 square miles. Cass City is in Elkland Township, which had a 2020 population of 3,532. The Village and Elkland Township are in Tuscola County, which had a 2020 population of 53,323.

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.

TUSCOLA COUNTY

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 2023. The County also prepares a Hazard Mitigation Plan, which was updated in 2022.

EAST MICHIGAN COUNCIL OF GOVERNMENTS

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.

REGIONAL PROSPERITY INITIATIVE

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 delineates six land use categories including: Single-Family Residential, Multiple-Family Residential, Manufactured Home Community, Commercial/Office, Public/Semi Public, and Industrial. 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

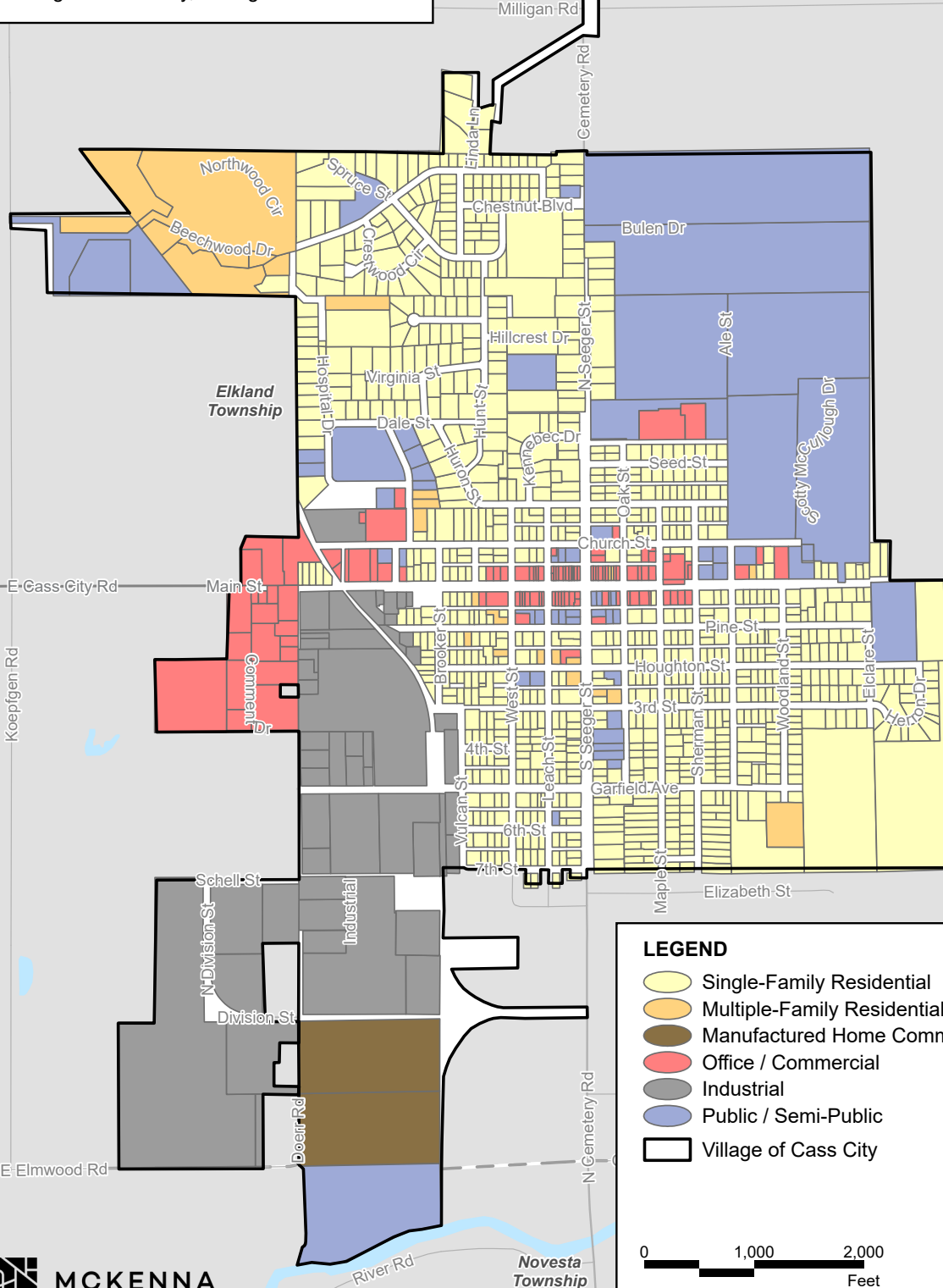
Land Use	Acres	Percent
Single-Family Residential	376	38.88%
Multiple-Family Residential	59	6.10%
Manufactured Home Community	39	4.03%
Commercial/Office	59	6.10%
Public/Semi-Public	255	26.37%
Industrial	179	18.51%
Total	967	100%

SOURCE: Michigan Geographic Framework and Village of Cass City



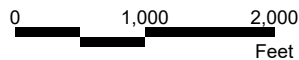
Existing Land Use

Village of Cass City, Michigan



LEGEND

- Single-Family Residential
- Multiple-Family Residential
- Manufactured Home Community
- Office / Commercial
- Industrial
- Public / Semi-Public
- Village of Cass City



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 over a third of the community. These single-family neighborhoods were predominantly built on a city-grid street pattern comprised of rectangular blocks, some with rear yard alleys. Further, away from the downtown, a more curvilinear street pattern emerges, giving the neighborhoods a suburban feel.
- » **MULTIPLE-FAMILY RESIDENTIAL.** Multiple-family residential includes buildings that house more than one family, and includes apartment complexes, duplexes, and senior facilities within the Village. These housing types account for only a small portion, 6.10%, 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 4.03% 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 6.10% 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 Aspire Rural Health System 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 255 acres, of which the schools and Cass City Municipal Park occupy just over half. The Aspire Rural Health System 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 18.51% 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 producers of various products and services that benefit the region. The industrial sites are clustered in the southwestern portion of the Village.

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 2020 Census and the 2023 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 2020 and 2023 the population of Cass City saw a slight estimated decrease. Elkland Township, Tuscola County, and the state of Michigan experienced minimal changes in population during this time.

TABLE 2. Total Population, 2020–2023

Community	2020 Population (CENSUS)	2023 Population (5-YEAR ESTIMATE)	Percent Change 2020–2023
Cass City, Village	2,494	2,189	–12.23%
Elkland Township	3,532	3,516	–0.45%
Tuscola County	53,323	53,071	–0.47%
State of Michigan	10,077,331	10,051,595*	–0.26%

SOURCE: 2020 Census and the 2023 American Community Survey 5-Year Estimates

* The State of Michigan 2024 ACS 1-year summary reports a state population of 10,140,459, demonstrating a 0.6% increase in state population since 2020. The 0.26% decrease in population reflects the heightened decreasing trend in state population between 2019 and 2021. Following 2021, Michigan's population has steadily increased. The 2023 ACS 5-year summary measures averages between 2019–2023

The [Michigan Center for Data and Analytics](#) has found that Michigan is experiencing a trend of rural population growth due to domestic migration. Between 2020 and 2023, the amount of people living in rural Michigan has increased by 0.6%, the first period of steady rural growth in over ten years. Since the COVID-19 pandemic, urban counties have had an opposite experience with consistent population decreases.

Patterns including high housing costs in urban areas, increased remote work, and access to natural amenities are likely contributors to rural population growth. Cass City should anticipate these trends in planning for its future population, considering resources for remote workers and efforts for affordable housing development and highlighting natural amenities.

RACE AND ETHNICITY

The population of Cass City is relatively homogeneous in terms of race and ethnicity. In 2020, 94.8% of the total population reported being white, 0.5% black, 0.1% American Indian, and 3.6% identified as two or more races. Of the 2,494 persons living in Cass City, 3.6% reported being Hispanic. Persons identifying as Hispanic may be of any race. These percentages have changed very little in the last ten years.

TABLE 3. Population by Race and Ethnicity, 2020

Population by Race and Ethnicity	Number	Percent
Total	2,494	100.0%
Population Reporting One Race	2,405	96.4%
Population Reporting Two or More Races	89	3.6%
White	2,364	94.8%
Black or African American	12	0.5%
American Indian or Alaskan Native	2	0.1%
Asian	10	0.4%
Native Hawaiian or Pacific Islander	1	0.0%
Some Other Race	16	0.6%
Total Hispanic or Latino Population	89	3.6%

SOURCE: 2020 Census

AGE STRUCTURE

As of the 2020 Census, the median age of Cass City residents was 44.4 years, almost identical to the Tuscola County median age of 44.5 years. This high median age could be an indicator of an aging population. These values have increased from 2010's median ages of 43.7 years and 41.7 years, respectively. Michigan's median age is 40.1 years.

In 2020, 22.1% of the population in the Village was under the age of 19, whereas in Tuscola County this percentage was 23.7%. The percentage of children indicates that Cass City had a proportion of children within their population comparable to the surrounding area. Cass City has 28.5% of its population between the ages of 20 and 44. The percentage of young families may indicate that a future spike in the school age population could occur. With demographics made up of 50% 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 2020, 24.3% of people in Cass City were 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 2023 show that the 2020 age categories for the Village remain relatively stable, while Tuscola County's younger population decreased slightly and the older population increased slightly. The main notable difference is that there were 15% less infants in 2023 than in 2020.

TABLE 4. Age Structure, 2020

Age Group	Cass City		Tuscola County	
	POPULATION	PERCENTAGE	POPULATION	PERCENTAGE
Under 5 Years (Infants)	144	5.8%	2,796	5.2%
5 to 19 Years (School Age)	407	16.3%	9,824	18.5%
20 to 44 Years (College, Career & Family Forming)	710	28.5%	14,327	26.8%
45 to 64 Years (Empty Nesters)	626	25.1%	15,156	28.5%
65 years and older (Seniors & Retirees)	607	24.3%	11,220	21.0%
Total Population	2,494	100.0%	53,323	100.0%
Median Age (Years)	44.4	—	44.5	—

SOURCE: 2020 Census

EDUCATIONAL ATTAINMENT

The educational attainment for people 25 years and older in Cass City is shown in **TABLE 5**. Within the Village, 94.9% have attained a high school diploma or higher, almost a 3% increase since 2017. Cass City has had 18.9% of all residents earn a bachelor's degree, professional degree or a graduate degree. Cass City also has 29.8% of its population with some College or Associate's Degree.

The nearest post-secondary educational institution to the Village 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, 2019–2023

Educational Level	Cass City Percentage
Less than High School Diploma	5.1%
High School Graduate	45.2%
Some College or Associate's Degree	29.8%
Bachelor's Degree	11.8%
Graduate or Professional Degree	8.1%

SOURCE: 2023 American Community Survey 5-Year Estimates



Housing Analysis

The quality, affordability, and availability of a community's housing stock have 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 the 2020 Census, Cass City had approximately 1,183 total dwelling units, 1,067 which were occupied. 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. **TABLE 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 slightly larger ratio of vacant units than the State of Michigan. However, "vacant" units do not necessarily mean these units are available for occupancy but could include vacation homes or units not on the market for renting.

TABLE 6. Housing Tenure—Village of Cass City and Comparison Communities, 2023

Municipality	Total Occupied Dwellings	Owner-Occupied		Renter-Occupied		Total Vacant		Total Units
		UNITS	PERCENT	UNITS	PERCENT	UNITS	PERCENT	
Cass City	838	671	80.07%	167	19.93%	185	18.08%	1,023
Elkland Township	1,315	1,056	80.30%	259	19.70%	208	13.66%	1,523
Tuscola County	21,472	18,296	85.21%	3,176	14.79%	2,533	10.53%	24,005
Michigan	4,040,168	2,946,157	72.92%	1,094,011	27.08%	559,515	12.16%	4,599,683

SOURCE: 2019–2023 American Community Survey 5-Year Estimates



MEDIAN HOME VALUE

The value of homes in Cass City is one measure of community quality of life and the overall health of the economy. As of 2023, the median home value in Cass City was \$102,300. **TABLE 7** includes the median housing value for owner-occupied units and the median gross rent for rental units.

The table 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, 2023

Municipality	Owner-Occupied	Median Gross Rent
Cass City	\$102,300	\$638
Elkland Township	\$112,200	\$740
Tuscola County	\$136,900	\$796
Michigan	\$217,600	\$1,084

SOURCE: 2019–2023 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 2023, 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 more large rental properties than apartments.

Home values in **TABLE 7** have drastically increased since the previous Master Plan that included data from the 2013–2017 American Community Survey 5-year estimates. **TABLE 8** shows the rise in home values and median gross rent across this time period.

TABLE 8. Change in Median Value—Village of Cass City and Comparison Communities, 2017–2023

Municipality	Owner-Occupied			Median Gross Rent		
	2017 ESTIMATE	2023 ESTIMATE	% INCREASE	2017 ESTIMATE	2023 ESTIMATE	% INCREASE
Cass City	\$75,600	\$102,300	35.3%	\$606	\$638	5.3%
Elkland Township	\$87,200	\$112,200	28.7%	\$607	\$740	21.9%
Tuscola County	\$98,800	\$136,900	38.6%	\$670	\$796	18.8%
Michigan	\$136,400	\$217,600	59.5%	\$824	\$1,084	31.6%

SOURCE: 2019–2023 American Community Survey 5-Year Estimates

AGE OF HOUSING

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. Traditionally, major repairs or rehabilitation are needed when housing reaches the 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. While older housing stock can provide a great sense of character to the community, these 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.

TABLE 9. Age of Housing—Village of Cass City 2019–2023

Year Structure Built	Number	Percent
2020 or later	0*	0.0%
Built 2010 to 2019	21	2.1%
Built 2000 to 2009	24	2.3%
Built 1990 to 1999	157	15.3%
Built 1980 to 1989	114	11.1%
Built 1970 to 1979	207	20.2%
Built 1960 to 1969	48	4.7%
Built 1950 to 1959	196	19.2%
Built 1940 to 1949	42	4.1%
Built 1939 or earlier	214	20.9%
Total Housing Units	1,023	100.0%

SOURCE: 2019–2023 American Community Survey 5-Year Estimates

*This value is an estimate. Local records indicate approximately five (5) homes were built in this period.

As shown in **TABLE 9**, 80% of Cass City’s housing stock was constructed prior to 1990 and is older than 30 years. The Village should encourage reinvestment in the older housing stock to preserve the historical character of the community and maintain healthy and safe homes. Notably, the data indicates that only 21 new homes have been built in Cass City since 2010. There are vacant and buildable lots available in Cass City, but construction costs have increased in recent years, likely keeping the village from witnessing new builds.



HOUSING DEVELOPMENT

In June 2022, the State of Michigan released the first Statewide Housing Plan (SHP) to address the affordable housing crisis in Michigan. From 2022–27, state agencies were tasked to meet various targets, including introducing over 75,000 new or rehabilitated housing units, including 39,000 affordable rental units and 21,500 market-rate units. The SHP outlined numerous housing targets, priority areas, goals, and strategies to serve as the foundation for the state's response to the affordable housing crisis.

To meet these outlined metrics, a range of new housing development programs were introduced, and previously underutilized programs saw reinvestment. These programs created development funding tools including grants, loans, tax credits, and technical assistance, many of which are offered through the Michigan State Housing Development Authority (MSHDA). The Village of Cass City recognizes a local need for affordable housing and has examined these tools to support housing redevelopment and rehabilitation. The Village plans to work closely with the Regional H Regional Housing Partnership, MSHDA, developers, and other agencies to examine opportunities for partnerships, funding, and investment.

Priorities for Cass City that specifically align with the Statewide Housing Plan include, but are not limited to the following goals:

TABLE 10. Michigan Statewide Housing Plan (SHP) Goals

Goal Identifier	Goal
SHP Goal 1.3	Increase the amount of housing that is accessible, safe, and healthy regardless of age, disability, or family size across all neighborhoods and communities.
SHP Goal 1.5	Increase opportunities for resident input throughout the development process.
SHP Goal 3.2	Increase access to stable and affordable quality housing options for households with extremely low incomes.
SHP Goal 4.1	Increase the supply of the full spectrum of housing that is affordable and attainable to Michigan residents.
SHP Goal 4.5	Increase environmental sustainability, energy efficiency, and weatherization in housing rehabilitation and/or preservation.
SHP Goal 4.6	Increase missing middle and workforce housing stock to facilitate greater housing choice.
SHP Goal 4.7	Expand the use of equitable and holistic local planning and zoning practices to increase housing supply.
SHP Goal 5.1	Equitably expand the supply of affordable and accessible rental units statewide for older adults.
SHP Goal 5.2	Promote the ability of older adults to age in a place of their choice.
SHP Goal 6.3	Increase the quality of rental housing.
SHP Goal 7.2	Increase homeownership among households with low to moderate income.

SOURCE: Michigan Statewide Housing Plan

In planning for the future, Cass City should continue to examine and utilize housing development funding tools through collaboration with MSHDA and other state agencies while maintaining alignment with Michigan's Statewide Housing Plan goals.

Economic Analysis

CREATING ADDITIONAL DEMAND

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 Aspire Rural

Health System 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.

In a 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. The Village has implemented some of these recommendations, and may continue to use this resource and new local market analyses to determine opportunities to create additional local demand.

Public Facilities and Utilities

ELECTRICAL SERVICE AREA

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.

PUBLIC WATER SERVICE

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 2024, a daily average of nearly 290,000 gallons (gpd) was used. The Village’s water system can support additional development both within and around Cass City.

In 2024, the United States Environmental Protection Agency (EPA) issued the Final Lead and Copper Rule Improvements (LCRI) which requires municipalities to replace all lead service lines within the next ten years in addition to more rigorous sampling of drinking water. By 2034, the Village of Cass City will need to replace 270 service lines, and some areas may need to include the replacement of the water main. The Village will continue looking for funding opportunities for this mandate.

PUBLIC SANITARY SEWER SERVICE

Similar to public water, the entire Village is provided with public sanitary sewers. The current Wastewater Treatment Plant, located at the south edge of the Village, has the capacity to treat three-hundred thousand (300,000) gallons per day (gpd). The Village treats an average of 185,000 to 235,000 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.

In 2025, the Village began a major upgrade to the existing Wastewater Treatment Plant that includes changing the plant's biological treatment from Rotating Biological Contactors (attached growth) to an Extended Aeration Ditch (suspended bugs). Biosolid treatment will be updated to an aerobic digestion that uses air, a change from formerly anaerobic digestion that was heated with boilers. The plant is expected to be completed in 2027.

POLICE SERVICES

Cass City has its own Police Department that provides coverage to the Village 24-hours a day, 7 days a week. The department has 5 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.

In addition to typical police services, the Cass City Police Department also has an assigned School Resource Officer (SRO) designated to the Cass City Elementary School and Jr/Sr High School. The SRO ensures security and safety for students and staff during operational hours.

FIRE SERVICES

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 paid on-call force of 25 firefighters 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 (approximately 200 square miles), the schools roughly have an enrollment of 1,020 students and have enough capacity for future population growth.

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



Cass City School District

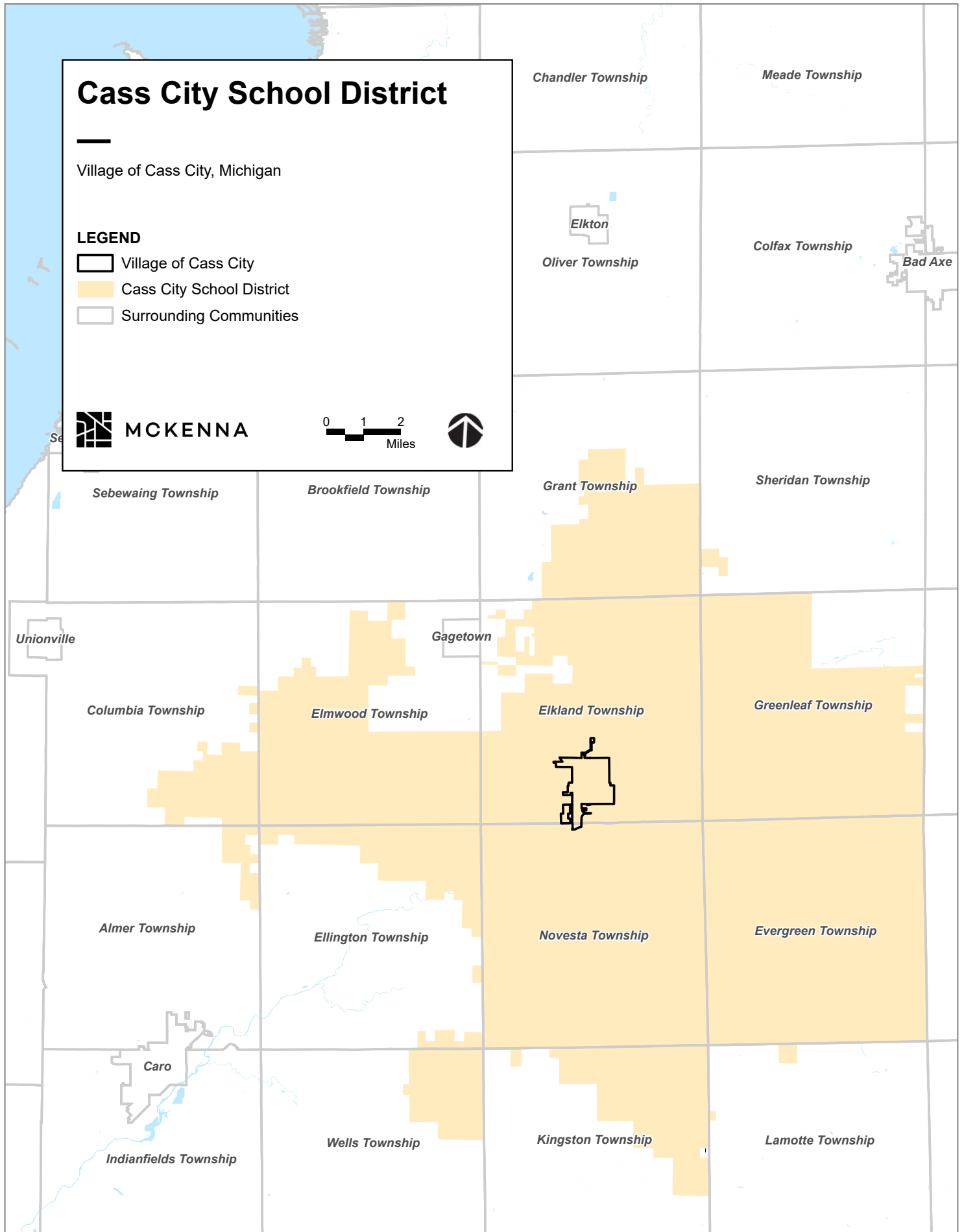
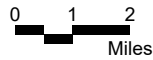
Village of Cass City, Michigan

LEGEND

-  Village of Cass City
-  Cass City School District
-  Surrounding Communities



MCKENNA



GOVERNMENT ADMINISTRATION

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 eighteen full-time, seven part-time, and multiple seasonal employees who support the parks and day camp.

RECREATION

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 and pickleball 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.

Two smaller public parks are found in the Village, with the larger of these being Northwood Park on Beechwood Drive. The public walking trail that extends from the Cass River at the south boundary of the Village to Hospital Street offers additional recreation opportunities. The Village is continuing to look at ways to develop the walking trail to make it more accessible.



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

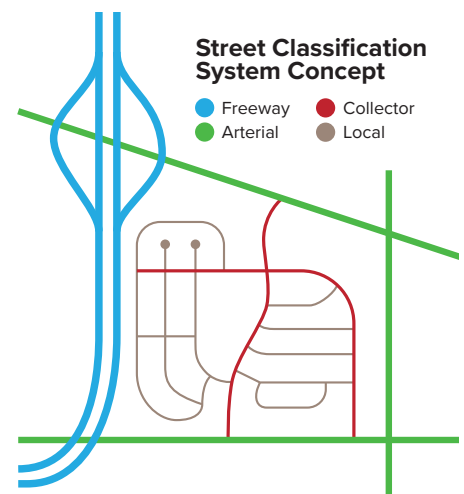
The transportation system of Cass City is both local and regional. The major entry roads of the Village, Seeger St., and Main St. (M-81) are regional routes for Tuscola County. Seeger St. extends north-south from Chandler Township to Kingston Township (Seeger St. changes names twice, first Cemetery Rd. 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. Sections of the rail bed are still visible from aerial photos; however, farmers have purchased some parts of it to incorporate into usable farmland. Other portions of the railroad make up parts of the Cass City Walking Trail that runs from Hospital Dr. to the Cass River.

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.

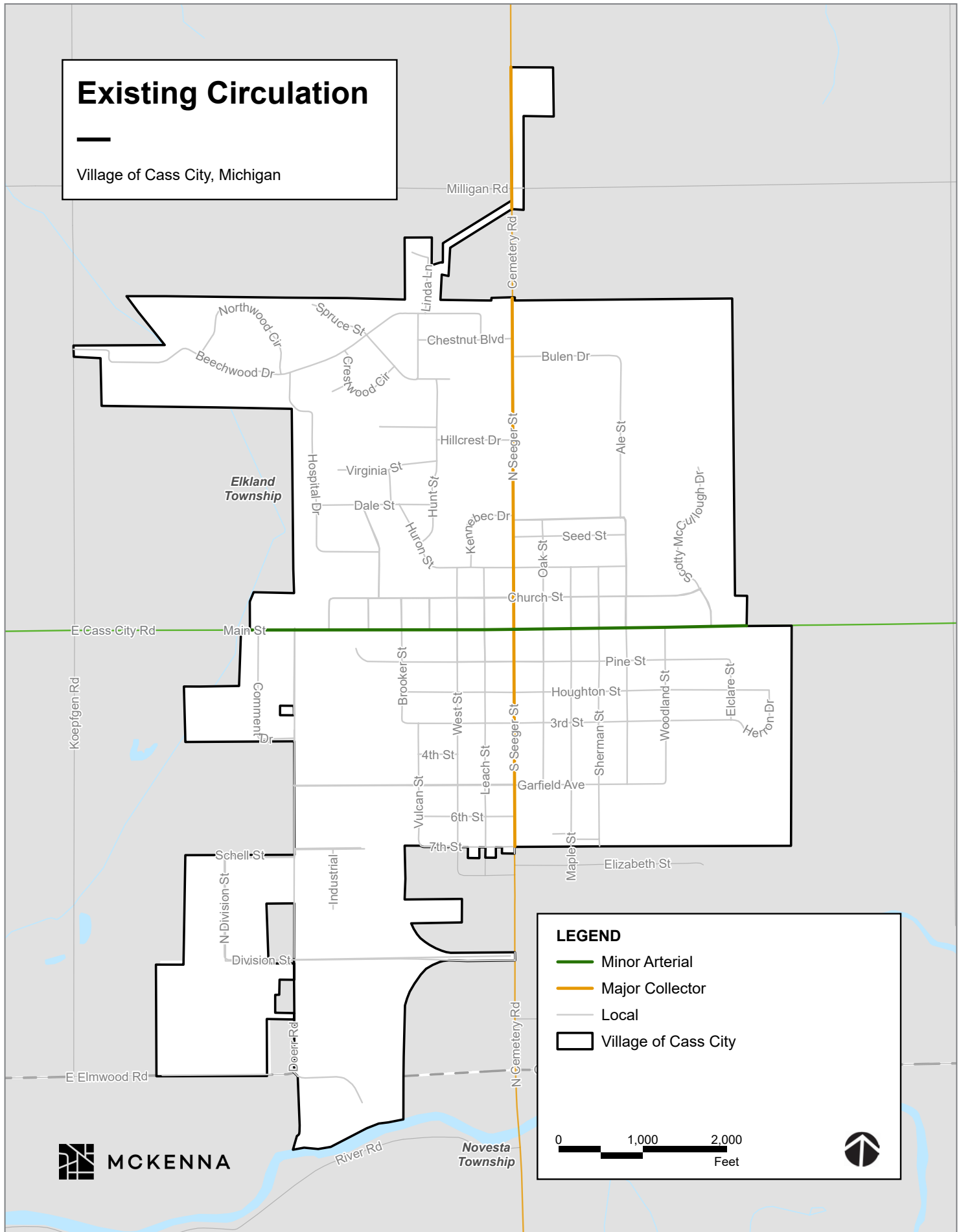
The roads within the Village are under the jurisdiction of the Village of Cass City and the Tuscola County Road Commission. The following classification of City roads and streets is based on the National Functional Classification (NFC) developed by the Federal Highway Administration (FHWA):

- » **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.



Existing Circulation

Village of Cass City, Michigan



KEY COMMUNITY ENTRYWAYS

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, viburnums, 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.

Key Community Entryways Signage 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.
Beechwood Dr.	The intersection located at Koepfgen Rd. to Beechwood Dr. has the potential to become another key community entryway. Near this corner, vacant land sits on both the north and south sides of Beechwood Dr. Possible redevelopment of these vacant parcels to create housing may lead to this area becoming a key entryway into the village from Koepfgen Rd. which connects Cass City to the well-trafficked Bay City Forestville Rd. The growth and development of Aspire Rural Health System in the northwest quadrant of Cass City have also increased the use of this entryway.

ROAD SYSTEM CONSIDERATIONS

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.

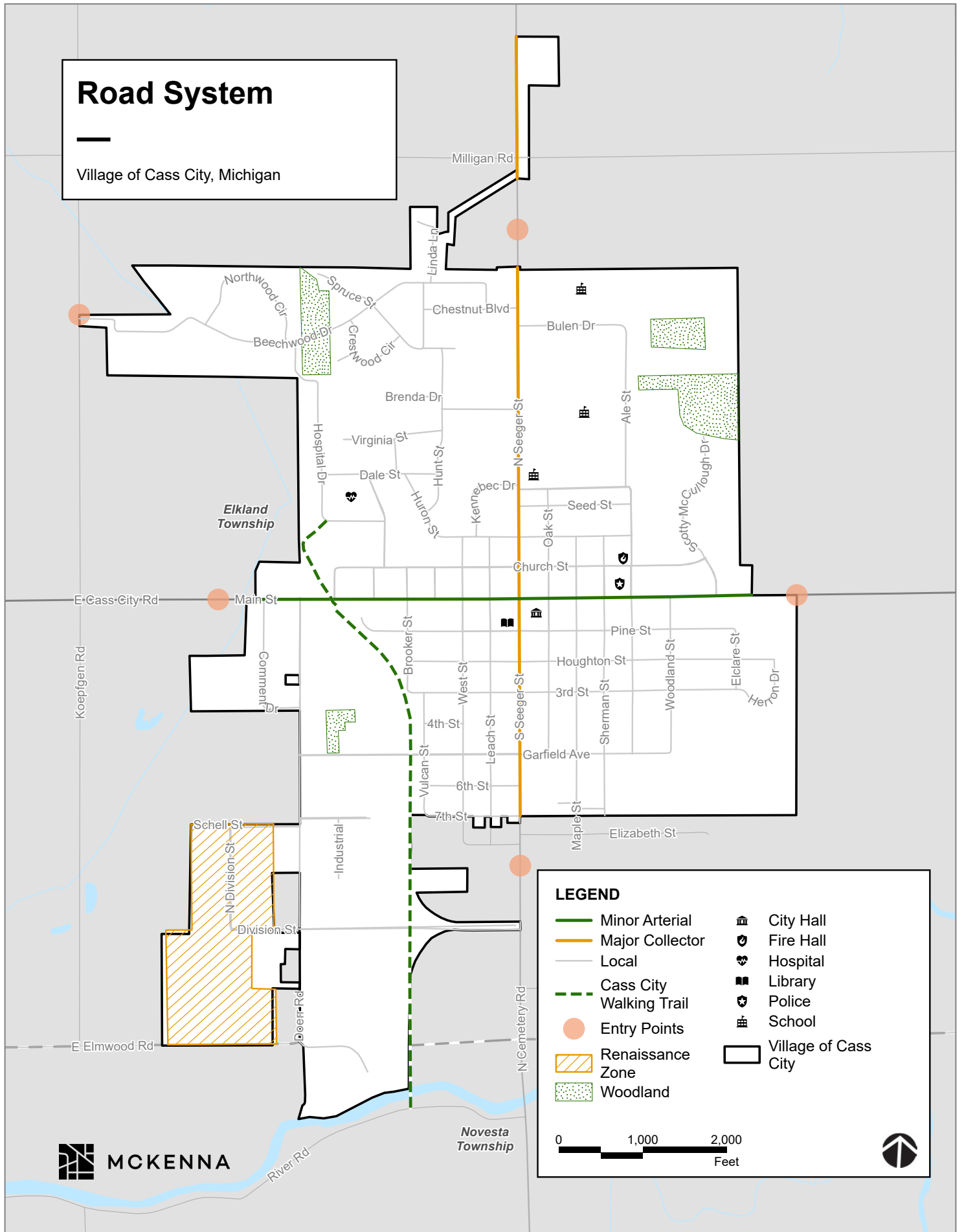
Wide streets are a dominant feature in Cass City. These roads are an integral part of the Village's history and were originally designed to be large enough so that a coach and a team of horses could make a U-turn in the street without difficulty. Today, these wide thoroughfares primarily accommodate automobiles, enabling traffic to flow freely. These wide streets, however, come with increased costs for construction, as regional and state transportation agencies do not maintain all the lanes, and the Village covers the cost for resurfacing. The Village may explore planning strategies that decrease the costs associated with maintaining wide streets, such as decreasing street size, extending curbs and sidewalks, reutilizing parking space, or increasing vegetation through medians or vegetation beds.

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 one signalized intersection where Seeger St. and M-81 meet; 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 2,145 vehicles per day headed in both directions, over twice as many vehicles that were counted in the same study in 2019. Residents have expressed concerns about safety of crossing major roads and the walkability of the downtown area. With this increase in traffic, the Village should consider safety as a main priority in the development of 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, Michigan



LEGEND

- Minor Arterial
- Major Collector
- Local
- - - Cass City Walking Trail
- Entry Points
- Renaissance Zone
- Woodland
-  City Hall
-  Fire Hall
-  Hospital
-  Library
-  Police
-  School
- Village of Cass City

0 1,000 2,000
Feet



LOCAL ACCESSIBILITY

- » **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 green lines. Major collector roads are marked with orange 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 Aspire Rural Health System Hospital and cuts through Elkland Township to the Cass River, where the trail ends. The gravel and grass trail is suitable for walking and some bicycling. At the end of the trail, there is a bridge that 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. The need for developing this trail and others has been brought to the forefront during the Village's master plan survey and community planning workshop. Residents would like to see the walking trail paved to increase accessibility and allow for more bicycle usage. Residents would also like to see increased development and use of the trail through improvement in wayfinding signage. Further, residents would like to see the end of the trail on the Cass River developed to allow for water recreation activities at this site. Because of the historical importance of the Cass River, consideration has also been given to recognize local history along the trail either through public art or signage.

There also exists a recreational by-way in the Cass City Parks at the disc-golf course. The course trail serves as a short hiking trail and is used by walkers and runners. Development of this trail system is also a consideration.

- » **TRANSIT.** There is currently no transit system in the township. Assistance in transporting residents to doctor's appointments has been a demonstrated and growing need over the past few years. There are considerations for the introduction of a transportation system to specifically meet this need that will likely require partnerships between healthcare organizations and regional groups.



Non-Motorized Transportation System

Village of Cass City, Michigan

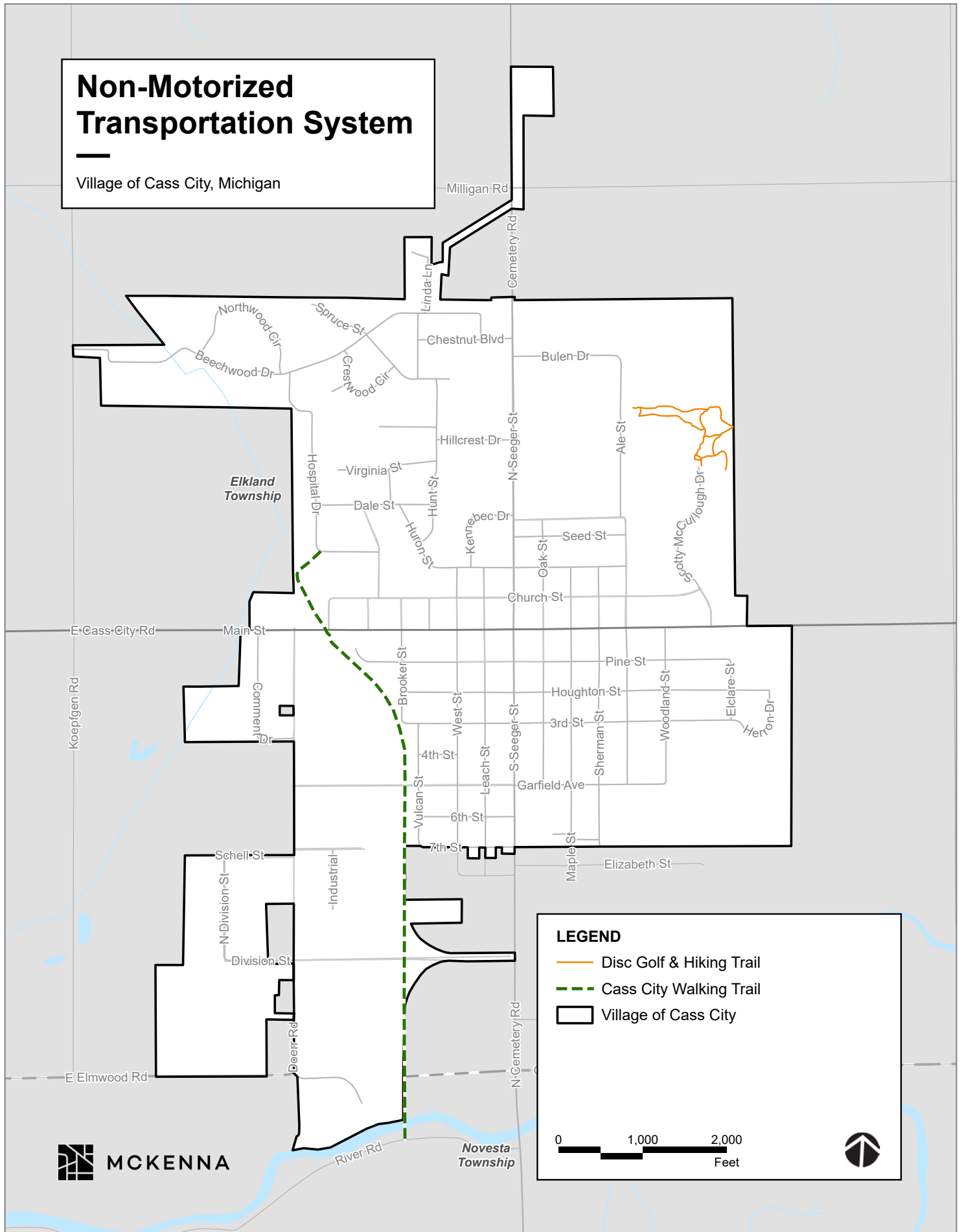
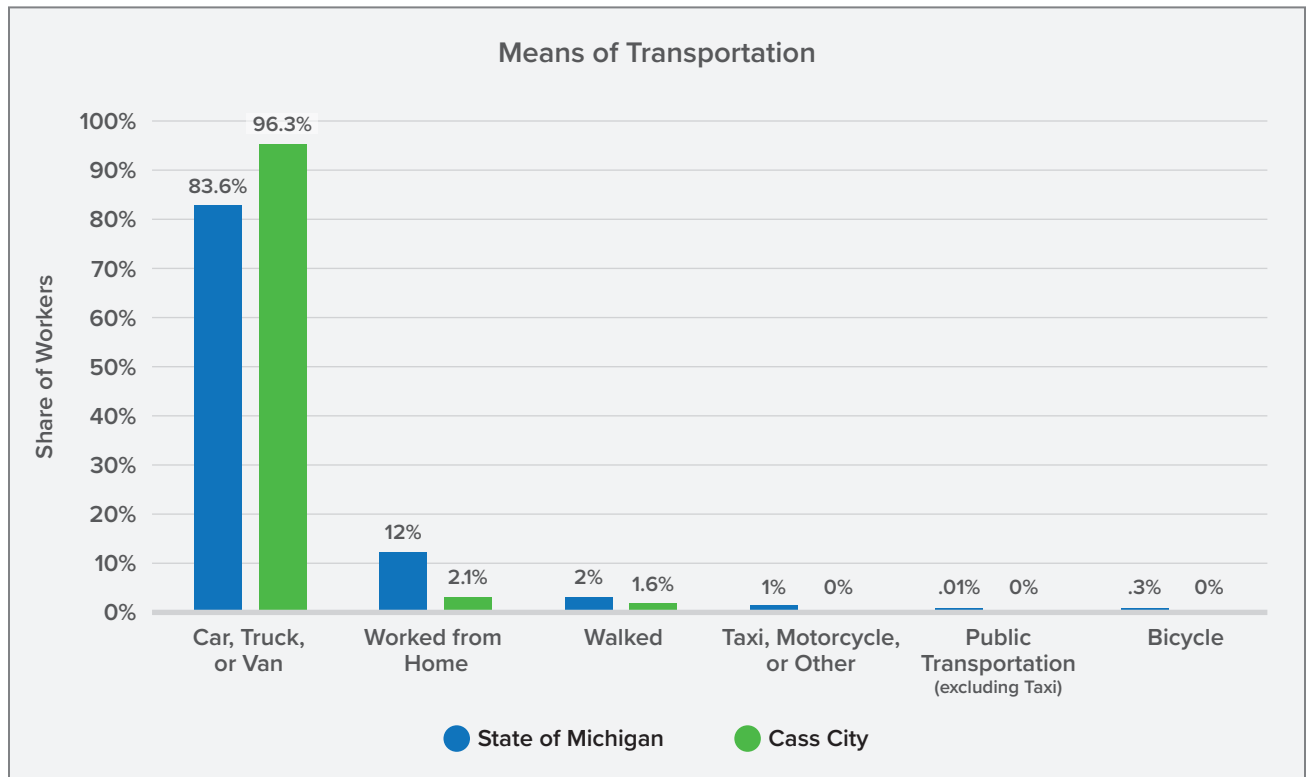


FIGURE 1. Commuter Transportation in Cass City



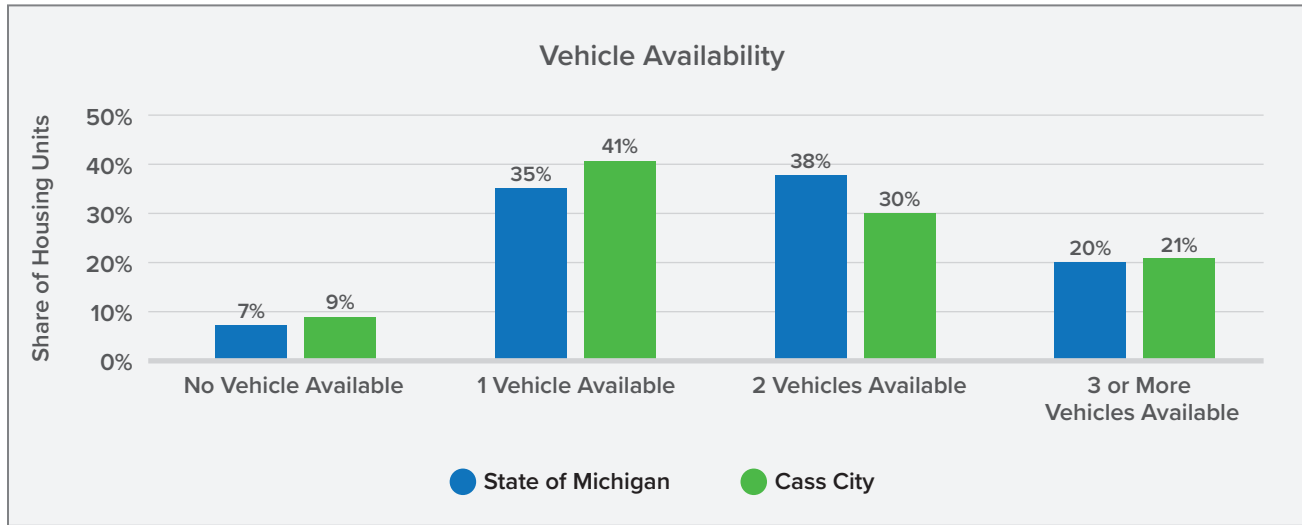
Dataset: 2023 ACS 5-year Estimate

SOURCE: Census Bureau

Most Common Method of Travel

- **Drove Alone** (Car, Truck, or Van) 89.00%
- **Carpooled** (Car, Truck, or Van) 7.30%
- **Walked** 1.60%

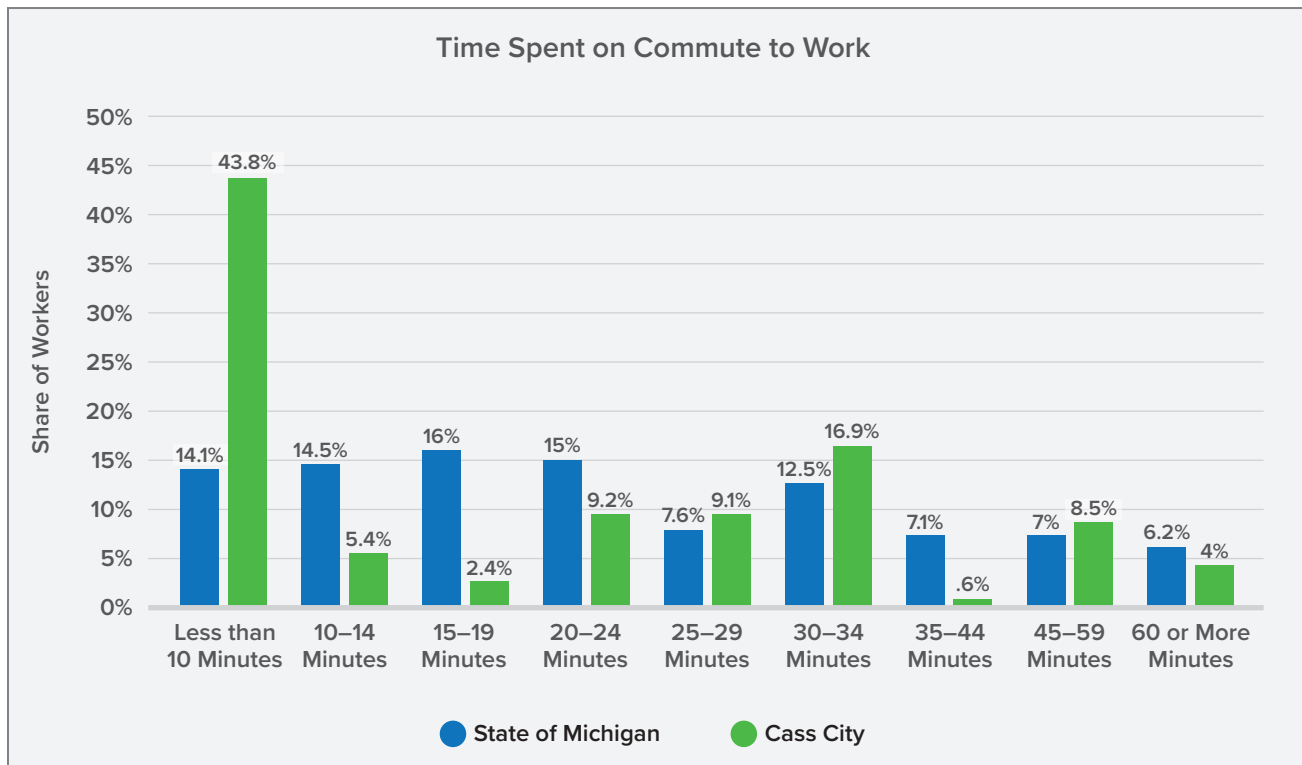
Commuter Transportation. In 2023, the most common method of travel for workers in Cass City, MI was driving alone, followed by those who carpooled and those who walked. No residents reported bicycling, motorcycling or any other form of transportation.

FIGURE 2. Vehicle Availability in Cass City

Dataset: 2023 ACS 5-year Estimate

SOURCE: Census Bureau

Vehicles Available. The above chart displays the vehicles available at specific occupied housing units. Available vehicles include operable passenger cars, vans, or trucks available for the use of household members. These can include leased, owned, or company vehicles.

FIGURE 3. Commute Time in Cass City

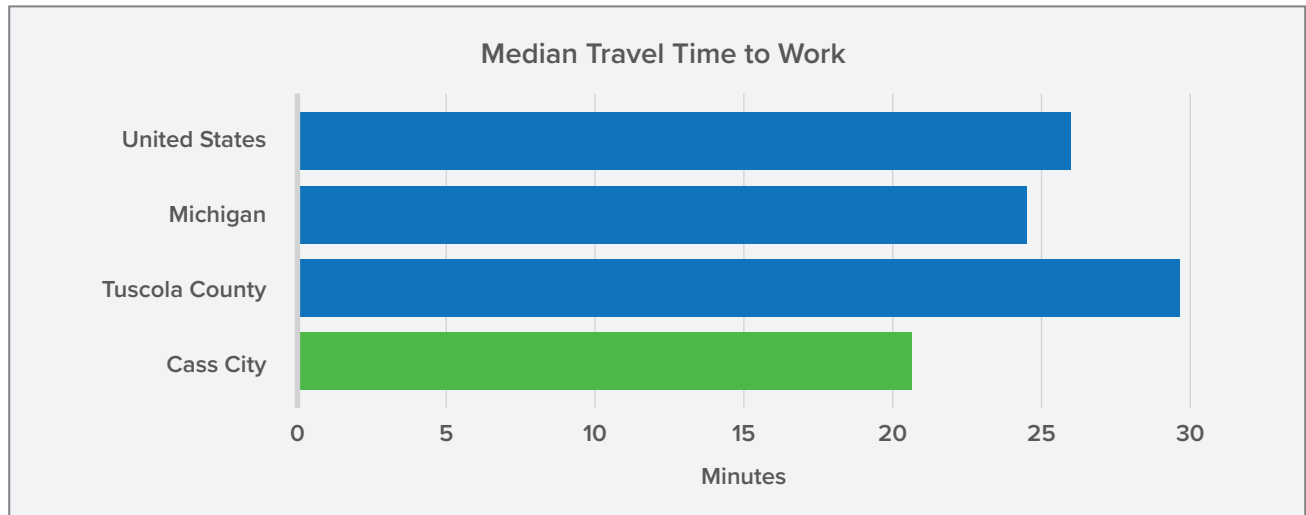
Dataset: 2023 ACS 5-year Estimate

SOURCE: Census Bureau

Commute Time. Using averages, employees in Cass City, MI have a shorter commute time (21.1 minutes) than the normal US worker (26.6 minutes). Commute times have increased for Cass City over the course of the past five years. This could be due to several reasons, including increased traffic density or change in work locations.

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

FIGURE 4. Average Commute Time in Cass City, 2023



Dataset: 2023 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 public 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.

CONNECTED AND AUTOMATED VEHICLE (CAV) TECHNOLOGY

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.

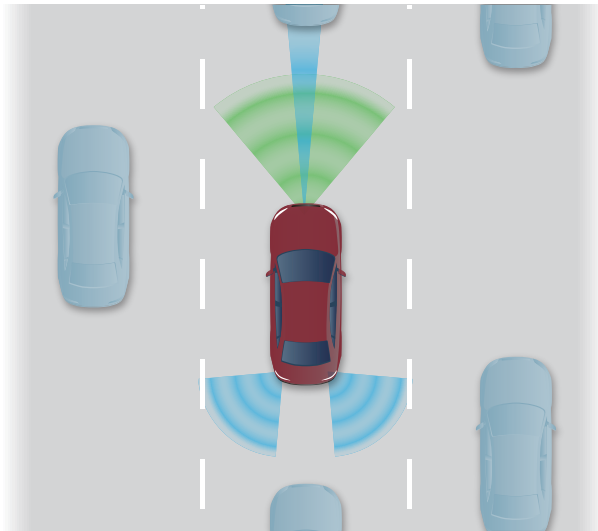
Connected Vehicles can communicate with each other, with roadside infrastructure, such as traffic control signals, or with other devices, such as mobile phones carried by road users. Automated or Autonomous Vehicles are vehicles where some aspects of a safety-critical control function such as steering, 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. Options that should be explored are: dial-a-ride, 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. 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.

ELECTRIC VEHICLE INFRASTRUCTURE

The use of electric vehicles (EVs) is on the rise, offering an effective alternative to gas-powered vehicles. Especially for short-to-moderate commutes, residents and visitors in Cass City may increasingly utilize electric vehicles as a cost-effective option to decrease spending on fuel and the release of carbon emissions.

As this technology develops and vehicle manufacturers pursue expanded EV offerings, Cass City may consider infrastructure that supports EVs. Charging stations can be installed in parking lots and along streets, and there are often programs that provide rebates and funding to cover the cost of installation. The installation of charging stations for EVs may offer incentives for people to visit Cass City and spend time downtown while waiting for their vehicle to charge.

OPPORTUNITIES FOR IMPROVEMENT

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.



COMPLETE STREETS

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

04



The following sections correspond to where the Village is going, its goals and objectives, opportunities for redevelopment and the future land use plan. This section was collectively informed by 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

The Village provided four opportunities for public participation to gather feedback during the Master Plan update process. These methods varied in format, including online surveys, a scavenger hunt, and an in-person community workshop. Public participation took place from April 2025 through October 2025.

Across all activities, the Village gathered feedback from 295 community stakeholders.

Following the completion of public participation activities, the Cass City Planning Commission and Village Council reviewed the results and feedback gathered from participants. This feedback was used to direct updates to the Master Plan and was considered throughout the process until adoption in 2026.

FOUR OPPORTUNITIES FOR PUBLIC PARTICIPATION

1

Community Survey

2

Community Planning Workshop

3

Cass City High School Student Survey

4

Community Scavenger Hunt



1 Community Survey

SURVEY

As part of the multi-part public engagement process for the Master Plan Update, a survey was conducted from August 12, 2025, to September 12, 2025, that generated 175 responses. The survey was available online and on paper and was advertised through Facebook, utility bills, the quarterly newsletter, and the Village website. Participants were eligible to win a gift card or Cass City branded merchandise.

The results are summarized below, and the raw results are provided in [APPENDIX A](#).

KEY SURVEY RESULTS

Characteristics of Respondents

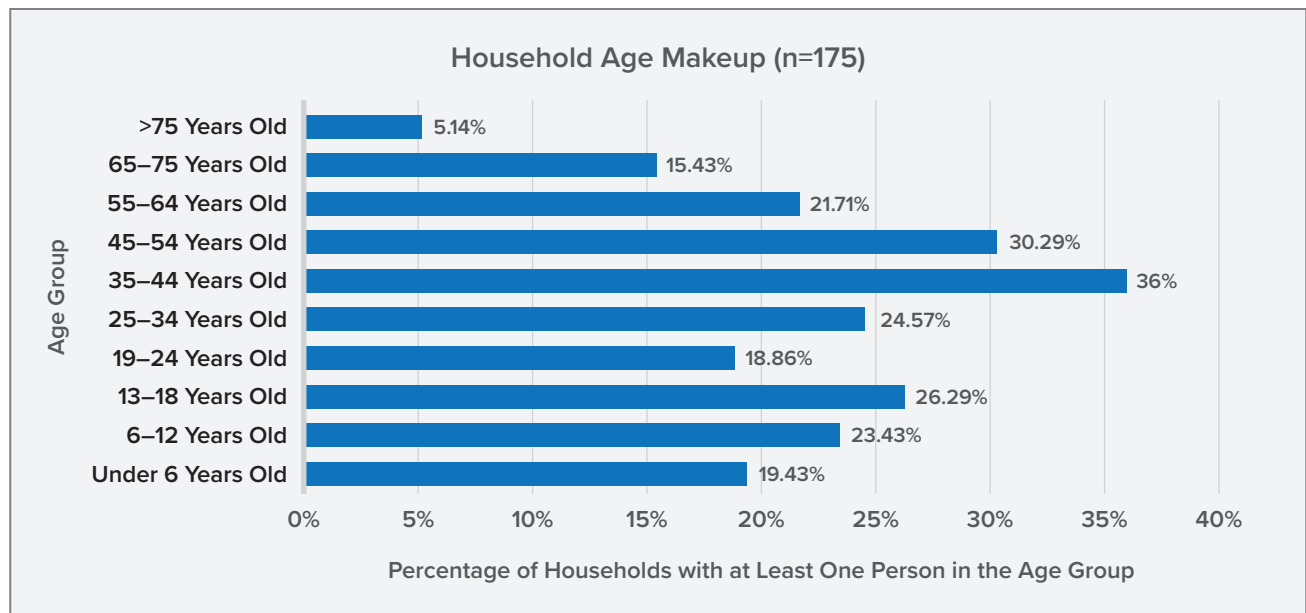
DEMOGRAPHICS

Most respondents (131 out of 175) were either Village of Cass City residents (64.57%) or Elkland Township residents (10.29%). Most survey respondents, 77.71%, were between the ages of 25–64 years old. Individuals over the age of 65 made up approximately 15.43% of respondents and those under the age of 24 comprised roughly 6.86% of respondents. There were more than three-times as many female respondents than there were male respondents. Over 30% of respondents reported having household incomes of \$50,241–\$94,200, and about 40% reported household incomes over \$94,201. Almost half of respondents (46.86%) work in Cass City, and 60% of respondents reported owning a home in Cass City. Approximately 37% of households have two people working at least 20 hours per week, followed by 1 person (30.86%), 0 people (16.57%), and 3 people (10.86%).

HOUSEHOLDS

Many of the respondents are long-time residents of Cass City, with about 23% having lived here for more than 30 years and over 30% having lived here for 11–30 years. Of all those answering the survey, 60% own a home in Cass City. More than 90% of respondents live in a single-family dwelling, while 4% live in an apartment or multi-family housing unit.

The household sizes of the respondents varied between 1 and 8 people. On average, 3.19 people lived in each household. Approximately 25% of households were made up of two people, and approximately 46% of the households had three to four people, and 18% had five or more people. About 36% of respondents reported that their households have one or two people between the ages of 35–44. The households of respondents, on average, had 1.5 generations living in their housing units— about half of the households had one generation and the other half had two.



When asked if their primary dwelling needed repairs, 44% of respondents shared their dwelling did not need repairs. Approximately 39% of respondents shared their dwelling needed repairs with the roof, windows, or doors, followed by 19% of respondents needing repairs with electrical or plumbing.

Existing Conditions

When respondents were asked about the evolution of Cass City within the past 5–10 years, roughly 23% feel that it has become less of a place where they want to live. Approximately 43% of respondents feel that it has remained the same, and roughly 28% feel that it is more of a place they want to live.

Cass City residents and stakeholders responded that the sense of community (47.06%) was the most appealing characteristic of Cass City. This was followed by the public school system (46.47%), availability of medical care (41.76%), quality of life (34.71%), and public safety (32.94%).

When asked about where residents feel the community gathers most, respondents shared that they felt the community gathered “Quite a bit” or “A lot” at local festivals like the Freedom Fest (84.57%), athletic events (83.43%), parades (80.57%), and in the parks areas (50.86%). Respondents felt that the community gathered “Not at all” or only “A little” at the public library (49.71%), after hours at restaurants (49.14%), business events (45.71%), and club meetings (40.00%).

When asked how they find out about things going on in the community, respondents shared that they mainly find out through Facebook (84%) or word-of-mouth (67%).

Transportation

When asked about transportation needs in Cass City, respondents generally answered that sidewalks and side streets were of most importance, while public transportation and access to rental cars were not important. The quality of sidewalks was considered most important by respondents—114 of 173 respondents noted this as “Extremely Important” or “Important.”

Respondents scored the following transportation needs using these options:

No Opinion	No score
Not Important at All	1–1.75
Somewhat Important	1.75–2.5
Important	2.5–3.25
Extremely Important	3.25–4

Needs fell into these categories based on majority:

Importance	Need	Scored (1–4)
Important	Quality of sidewalks	2.91
	Quality of side streets	2.70
	Quantity of streetlights	2.66
	Amount of sidewalks	2.66
Somewhat Important	Improved crosswalks on all streets	2.47
	Location of school bus stops	2.40
	Amount of cautionary signage	2.35
	Amount of directional signage	2.23
	Access to a public transportation resource (bus)	2.22
	Quality of alleyways	2.08
	Addition of a bike lane	2.01
	Access to pre-ordered transportation (Uber, Lyft, Dial-a-ride)	1.99
Not Important At All	Access to rental cars and/or day-use cars	1.65
	Access to carpool	1.58

Housing

Respondents were asked which housing types their friends or family would benefit from having less of, the same amount, or more of in the next five years in Cass City. In general, respondents answered that additions of most housing types would be beneficial. The only types of housing respondents wanted less of were townhomes/condos and duplexes/triplexes. Overwhelmingly, respondents shared that they would benefit from more affordable housing (122 of 175).

Housing Type	Percentage of respondents			
	LESS OF	SAME AMOUNT	MORE OF	NET
Affordable housing	5%	23%	70%	+65%
Single-family housing (Detached housing)	3%	40%	55%	+53%
Senior housing and independent living	7%	49%	41%	+34%
Rental housing	14%	46%	38%	+25%
Apartment buildings	16%	45%	37%	+21%
Downtown apartments above storefronts	14%	51%	32%	+18%
Workforce housing	15%	50%	33%	+17%
Accessory dwelling units	23%	45%	29%	+6%
Studio apartments	18%	57%	22%	+4%
Duplexes/triplexes/quadplexes	25%	48%	25%	0%
Townhomes/condos	21%	57%	20%	-1%

Commercial/Retail

The survey asked a few questions about how respondents act as consumers. Respondents were asked how certain factors impact their spending decisions. The most important factor was pricing of stores and restaurants, followed by downtown appearance and the variety of stores and restaurants. The least important factors include having brand name stores and merchandise and the availability of cultural/ethnic stores and restaurants.

Importance	Action	Scored (1–4)
Important	Pricing of stores and restaurants	3.00
	Downtown appearance	2.91
	Variety of stores and restaurants	2.88
	Quantity of stores and restaurants	2.84
	Options for fine dining	2.58
	Options for outdoor gathering and dining places	2.50
Somewhat Important	Convenience and accessibility (distance, parking)	2.44
	Commercial strip existence and appearance	2.42
	Quantity of cultural/ethnic stores and restaurants	2.01
	National name brand stores and franchise restaurants	1.86

If respondents could not find a good or service they needed in Cass City, they were asked where they would go next. Most people stated they would go to Caro (56.57%), followed by Bad Axe (23.43%). The next highest selected option was “I would buy purchase the good or service online,” (8.57%).

Development Priorities

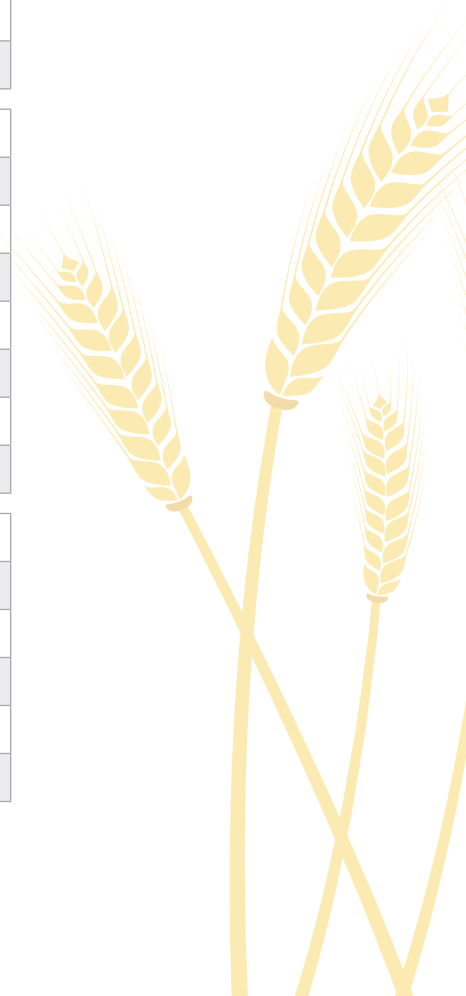
The community survey also asked respondents a range of questions about their view on development priorities in Cass City. When asked to choose their five top development priorities for Cass City, respondent ranked these as the highest:

1. Increase number of dining opportunities in the evening. 104 of 175
2. Address blight and vacant homes 76 of 175
3. Improve the aesthetic appearance of Downtown 74 of 175
4. Install and improve sidewalks community-wide. 62 of 175
5. Expand Cass City's recreational activities like day camp and events. . . 62 of 175

Other popular responses included designating a space for a community center for senior and youth programs and increasing access to affordable childcare. Respondents were asked specifically, "How would you rank the need for a community center for youth, adult, and senior programming in the next five years?" Responses trended toward "Somewhat Important" to "Extremely Important."

Concerning services and actions the Village could focus on; respondents were also asked how much focus the Village should place on certain development actions. Respondents ranked the amount of focus that should be placed on actions as "None at all (1–1.75)," "Some (1.75–2.5)," "A good amount of focus (2.5–3.25)," or "A lot of focus (3.25–4.0)." The focus levels are grouped below and actions are in order. Respondents voted that the most focus should be placed on attracting local employers and improving job access, while the least amount of focus should be placed on enhancing traffic flow and transportation planning.

Amount of Focus	Action	Scored (1–4)
A lot of focus	Attract local employers and improve job access	3.29
	Grow retail and dining experiences	3.28
A good amount of focus	Revitalize downtown	3.24
	Increase energy efficiency and reduce utility costs	3.00
	Enhance youth programs and spaces	2.98
	Support and enhance educational excellence	2.95
	Develop community recreational amenities	2.85
	Foster strong and inclusive local leadership	2.77
	Improve road infrastructure and maintenance	2.64
	Invest in housing rehabilitation and beautification	2.64
Some focus	Strengthen public safety services	2.49
	Increase cultural and entertainment offerings	2.47
	Diversify housing options	2.44
	Develop a central hub for community activities	2.37
	Expand accessible and active transportation infrastructure	2.30
	Enhance traffic flow and transportation planning	2.11



2

Community Planning Workshop

As a form of in-person community engagement, the Village offered a Community Planning Workshop that took place in the evening on October 21st, 2025. The event was hosted at the Aspire Rural Health Conference Center on Beechwood Dr. and 40 people attended.

The event was set up in a format that allowed attendees to provide silent feedback on proposed projects and ideas. Through the use of three stations, attendees were able to walk around the room and provide feedback on three different categories of projects:

1. **Placemaking:** This station proposed placemaking ideas throughout Cass City, using “before” and “after” pictures. Attendees voted on the projects using stickers. Green stickers reflected agreement, yellow stickers reflected indifference, and red stickers reflected disagreement with the proposals. The stickers were counted and each project was scored using the stickers as votes.
2. **Downtown Development:** This station was set up using tri-fold boards that explained the current status of downtown amenities like sidewalks, public art, seating, and parking. Inspirational photos were placed on the boards to show possible changes to the amenities. Attendees could use sticky notes to comment on the amenities and share their thoughts. These comments were documented and key words, phrases, and repeated themes were reported on.
3. **Community Assets:** This station was set up with three tables, each labeled with a specific community asset, including “Housing,” “Health,” and “Parks and Recreation.” At each table, attendees could answer “What are the current assets?,” “What are areas for improvement?,” and “What are goals for this asset?”

There was also a youth station where children could complete coloring pages.

PLACEMAKING

Topic 1: Murals

Murals were a generally well-received project proposals with an average of 80% approval. The Village proposed three mural sites, including the side of the Fairway Building, the side of the Municipal Building, and the side of the current Auto Value Building. The Municipal Building received the highest score, and attendees would like to see some sort of “Town Pride” mural here that reflects local history.



FIGURE 4. West facing side of the Cass City Municipal Building

Topic 2: Community Gathering

Attendees positively viewed increasing places for community gathering. Proposed ideas included a community senior center, a youth center, and increased community events like festivals and standalone events. Of these, community events were favored the most, with 76% approval. Community events could include yoga in the park, food truck events, or painting classes.

Topic 3: Parking Re-use

Cass City has ample free public parking in the downtown area. Attendees were asked about possibly turning available parking into something else. The Village shared ideas including turning side-street parking in parklets or turning a minimally utilized municipal parking lot on Seeger St. into a Town Center. Attendees were not in favor of parklets, citing that roadway traffic would be too loud. However, a Town Center, including public seating, vegetation, and water features, was viewed favorably.



FIGURE 5. Seeger St. Municipal Parking Lot

Topic 4: Arts and Culture

Few public art pieces and historical recognition locations currently exist in Cass City. The Village proposed including public art along Cass City's open sidewalks and adding a historical recognition location in Cass City's public park. The installation of sculptures throughout Cass City was viewed overall positively, with an approval of 65%. However, the installation of outdoor musical instruments, like metal xylophones or drums, was viewed unfavorably. The most favored Arts and Culture project was a White Pine Historical Park (81.3% approval) that could be located in Cass City's public park to recognize local logging history.

Topic 5: Pocket Parks

Parks and Recreation is a strength for Cass City. The Village proposed two pocket parks for development, including the "Village Square" located behind the Municipal Building where there currently lies a modest vegetation bed and "Art in the Alley" in the alleyway between the former Gilligan's and Alley Cat buildings. Both received overall approval.



FIGURE 6. Alleyway between Gilligan's and Alley Cat buildings

DOWNTOWN DEVELOPMENT

Sidewalks and Crosswalks

When prompted to comment on sidewalks and crosswalks, attendees strongly supported repainting crosswalks and making crosswalks safer throughout Cass City, especially in areas that cross M-81. Ideas included artistically painting sidewalks and crosswalks to add vibrancy and visibility. Attendees also commented on having more benches, trees, flowers, and overall decorative appeal along the downtown sidewalks.

Outdoor Seating

Attendees supported outdoor dining options along buildings and sidewalks downtown but were hesitant to create parklets to provide outdoor seating. There were many concerns with the noise and safety of parklets with M-81 being a major bi-way for semi traffic. Attendees viewed the additions of permanent seating installations though seat walls or landscaping positively but did not support temporary structures like “igloos” used for dining. Attendees were also hesitant about the installation of outdoor fireplaces.

Streetlights

Cass City currently has LED streetlights downtown and the Village hangs seasonal banners on them throughout the year. When asked about developments with streetlights, attendees indicated that they enjoy the banner attachments that Cass City currently has. Attendees offered ideas for considering more historical-looking streetlights to add character to the downtown, but mentioned that the current streetlights, which are very bright, are important for safety. There was support for adding decorative string lighting in alleyways for a unique lighting solution to these often-non-lit passageways.

Holiday Activities

The Village currently has three major holiday festivals: Christmas in the Village, Freedom Festival (4th of July), and Pink or Treat. Attendees mentioned that for these holidays and others, things like storefront window decorating competitions could be a way to promote the downtown. Attendees encouraged holiday lights and events that draw people to downtown businesses. Other holiday event ideas included celebrating Arbor Day and St. Patrick’s Day.

Biking Path

Parks and Recreation is one of Cass City’s major attractions, and the parks draw visitors from all over the state of Michigan for softball/baseball tournaments and the public swimming pool. Cass City does not currently have a designated bike path as a part of its parks and recreation offerings. Attendees at the workshop recommended paving the walking trail to make it bike-accessible and adding off-roadway bike paths. There was overall positive feedback on adding bike lanes to the parks, sidewalks, and side streets, but there was hesitancy in adding a bike lane to major roadways in Cass City due to safety concerns.

Parking

Cass City has free public parking throughout the Village, available along streets and in municipal parking lots. Some parking areas are usually only filled to capacity a few times a year during holiday events. At the workshop, the Village proposed alternate uses for the parking space in the Village. To utilize large lots that are frequently empty, attendees suggested relocating the farmers market to the parking lot on the corner of Seeger St. and Church St. or turning this space into a seasonal community garden. Attendees stated that they liked the available street parking in the Village but think additional signage to show where public parking lots were located could be helpful for visitors. Attendees also were in favor of off-street EV parking stations.

COMMUNITY ASSETS

The third station at the Community Planning Workshop was meant to create discussions on three main assets of Cass City, including Healthcare, Housing, and Parks & Recreation. At this station, attendees were asked three questions:

1. What are current [Housing/Health/Parks & Recreation] assets in Cass City?
2. What are current [Housing/Health/Parks & Recreation] needs in Cass City?
3. What are future goals for [Housing/Health/Parks & Recreation] assets in Cass City?

Attendees could write out their responses and use arrows to point to ideas they agreed with. In the tables below, **bolded ideas** were those listed more than once or emphasized with arrows.

Health Assets		
CURRENT ASSETS	CURRENT NEEDS	FUTURE GOALS
Thumb Area Psychological Services Turning Point Clinics Aspire Rural Health Thumb Family Vision Local dentists	Transportation for appointments Veterinarian	Community CPR Training AED Training and Location Map Nutritional Workshops Community garden Daycare training for teens

Housing Assets		
CURRENT ASSETS	CURRENT NEEDS	FUTURE GOALS
Nice neighborhoods First floor housing in commercial district Condos and subdivisions People (developers) creating housing for others	3-, 4-bedroom rentals Affordable rentals of all sizes Rentals for younger professionals Addressing blight and vacant homes Updates to older homes A resource that lists housing availability in Cass City Tiny home community A way to enforce snow removal and tree pruning Sidewalk edging in residential neighborhoods	Develop a tiny home community Utilize downtown buildings' second stories for housing Create a local resource that shows listings for rentals and homes for sale Apartments to be completed above the Coachlight building Loft apartments downtown

Parks and Recreation Assets		
CURRENT ASSETS	CURRENT NEEDS	FUTURE GOALS
Public pool and splash pad Recent stadium updates Sledding hill Dog park Softball fields Disc golf course The entire park system	A park on or near the river for kayaking and fishing Paving the walking trail Updates to the main playground Campground and RV park Small park on the south side of town Updates to Northwood Park A bike path for running and biking	Open a small camping area Install outdoor exercise equipment Pave the walking trail Create river access for fishing/kayaking

SUMMARY

The Community Planning Workshop highlighted a few major takeaways for Village leaders as they continue to plan for the future of Cass City. Major themes of attendee responses included:

- Increasing the safety and walkability of non-motorized transportation in Cass City
- Enhancing downtown areas and public spaces to increase character and overall improve the appearance of Cass City
- Encouraging the development of affordable housing, including rentals of all sizes for emerging young professionals and families
- Rethinking public parking and reutilization of these spaces for community gathering
- Increasing the presence of public art in Cass City



3

Cass City High School Student Survey

In collaboration with the Cass City Public Schools, the Village invited high school and jr. high students to complete an 11-question survey where they could share their opinions about various development areas in the Village. Village staff also presented to Mr. Buxman's civics courses about the importance of a Master Plan and invited them to take the survey.

There were 44 students who participated in the survey. All questions were open-ended and keywords were used to highlight themes across responses. Student responses are indicated below.


What are your favorite things about Cass City?

26% Parks and Recreation
14% Safety
14% Pool
9% Sports
7% Taco Bell

What kinds of new things would you like to see in Cass City?

31% Restaurants
26% Age-specific Activities
13% Franchises
8% Skatepark

What jobs, training, or education opportunities would help students after high school?

14% College/ Continued Learning
7% Food Service
10% Housing (Construction)
10% Healthcare
10% CDL
10% Finance or Business
10% Landscaping
5% Daycare (Providing)

What types of activities or places would you like to see for teens and young adults?

32% Arcade
32% Skate Park or Roller Rink
27% More Places to Gather
19% Public Events
10% Volleyball (Tournaments)
5% Biking Opportunities
5% Art/Creative Opportunities

Major takeaways from the survey point out that youth in Cass City appreciate things like recreation and age-specific activities. Youth desire more options for activity including a skate park, arcade, public events, and creative opportunities. The survey also shows that young people would like more restaurants, including franchises, which are open after school hours. These takeaways reflect similar desires observed in other public participation methods.



4 Community Scavenger Hunt

In the spring of 2025, the Village of Cass City hosted a community scavenger hunt to engage pedestrians walking through Cass City. A total of 39 participants completed at least part of the scavenger hunt. A total of 29 people completed the entire scavenger hunt, earning them a water bottle, cooler, or backpack prize.

The scavenger hunt included six questions located at various checkpoints throughout the eastern half of the Village. The questions were printed on yard signs and staked into the ground for one month. Participants could start at any sign, scanning the QR code to fill out each question. Then, they could use the clue on the back of the sign to figure out where the next checkpoint was located. The activity targeted pedestrians in Cass City, often families with children, so the riddles were simple and age-appropriate for young children.

The scavenger hunt asked the following questions:

- **Why are you in Cass City today?**
- **What makes Cass City a great place to live, work, and play?**
- **What is your favorite thing to do in Cass City?**
- **What does Cass City need?**
- **What types of businesses do you want to see in Cass City?**
- **How can Cass City be improved?**



SCAVENGER HUNT FLOWCHART

Why are you in Cass City today?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #1

Clue for Sign #2:
I hide in the woods or bask in the park,
With chains that sing when you hit your mark.
With a circle in flight, you aim with force—
Your next sign will be at this course.

Sign #1

Baseball Field

What makes Cass City a great place to live, work, and play?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #2

Clue for Sign #3:
The sun beats down, but there's a place,
To cool off in this blue embrace.
Splashes of joy and fun-filled days,
I am here, in this space.

Sign #2

Disc Golf Entrance

What is your favorite thing to do in Cass City?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #3

Clue for Sign #4:
Red trucks rest till they roar to life,
Charging ahead in times of strife.
Where sirens sing and heroes stay,
Your next sign hides not far away.

Sign #3

Pool/Splash Pad

What does Cass City need?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #4

Clue for Sign #5:
Flowers and music, all in one place, I am between
buildings and offer a bright open space.

Sign #4

Fire Dept.

What types of businesses do you want to see in Cass City?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #5

Clue for Sign #6:
I stand with maps and notices clear,
Guiding all who wander near.
For permits, questions, or to be in the know—
I am the place you ought to go.

Sign #5

Rotary Park

How can Cass City be improved?

Scan every sign and answer all of the questions to earn Cass City merchandise!



Sign #6

Clue for Sign #1:
With bases four and a diamond bright,
I host the games both day and night.
A crack of the Redhawk bat, the crowd may cheer—
Your next clue, you'll find here.

Sign #6

Municipal Building

SCAVENGER HUNT SURVEY RESPONSE SUMMARY: JUNE 2025

39 TOTAL
UNIQUE
RESPONSES

IMPROVEMENTS:

What can be improved in Cass City?

33% of responders listed roads and sidewalks. Some pointed out evening out sidewalks, trip hazards, a paved rail trail, back streets, and difficulty walking with strollers.



17% of responders mentioned the downtown corridor including business facades, appearance of downtown buildings, and filling vacant buildings.



17% of responders mentioned infrastructure and activities catered towards youth and all abilities. Topics included playground equipment, sidewalks, and games.



NEED:

What does Cass City need? (Open-ended)

- More activities for toddlers. Something similar to the Enrichment Center would be really nice to have in town.
- Accessibility for people with special needs.
- A fully paved walking path, more weekend activities in the summer time.
- Modern business, paved roads by the pool/baseball diamonds
- A nice sit down restaurant that is open until at least 8:00 p.m.
- More activities in the community for middle school/young teen kids to do.
- More daycares, shoe store, autistic school.
- Cass city should include a performing arts theater as well as an arcade where kids can have fun after a long day of school
- A fall harvest festival. Shut down Main Street, have hay rides, have the merchants open the stores, cider and donuts and everything fall. Hay bale maze, face painting, pumpkin painting, etc.
- A central source of community and information. See: Live Lincoln County
- A bigger selection of restaurants.
- Trampoline park or large store
- Indoor pool, and place for teens to hang out
- Daycare—there isn't enough room.
- Kayak launch
- Updated parks with safer equipment.
- A community center
- A skate park
- More festivals and craft shows
- A bakery!



Lives Built Here

FAVORITES:

What is your favorite thing to do in Cass City?

Parks & Recreation or Sports



47%

Helen Stevens Memorial Pool



44%

Freedom Festival



15%

% of responders that mentioned the keyword or phrase in their response.

BUSINESSES:

What types of businesses would you like to see in Cass City?

45%

Restaurants

Sit-down, Family-friendly, Diner, Bakery, Mexican, Italian, Thai, Indian, Vegetarian, non-chain, Arby's, Starbucks, Open-Late

35%

Activity-Oriented

Kid-friendly, music lessons, wine-bar, beer garden, art gallery, indoor

26%

Youth/Kid-Friendly

Indoor play, bounce room, activity center, autistic-friendly, board games, safe, teens

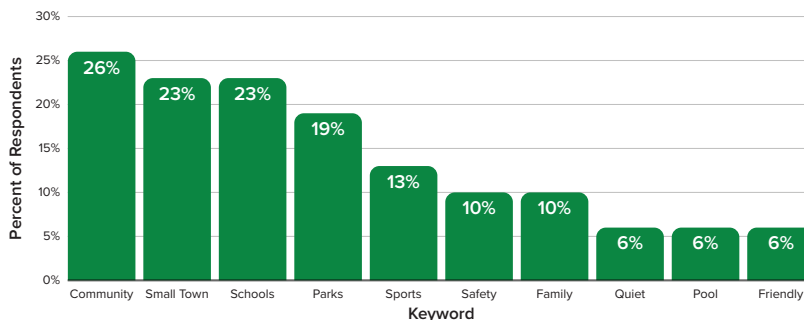
29%

Stores

Craft & hobby, Marshalls, Games, Antique, bookstore, candy, Meijer, Boutique

% of responders referencing business type.

What makes Cass City a great place to live, work, and play?



"I love our tight knit community! For a small town, I think Cass City has a lot to offer and there's always something to do."

"It is a small, quiet community, there isn't a lot of crime and we are a close-knit village."

"Well kept parks, the nicest people, and a clean downtown area."

"The school systems, park, healthcare system make it a great place to live for young families with kids."

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, there 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** Control development densities and locations through updated zoning districts and regulations based on the future land use plan.
- 1C** Establish site and building design guidelines to ensure that new development is of a high quality, both in appearance and function.
- 1D** 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.
- 1E** Provide an appropriate mix of businesses, including industrial, commercial, and office uses that provide employment opportunities and a sound tax base for the Village.
- 1F** 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** 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 pedestrians, bicycles, ride sharing), where practical, and design that promotes, rather than prevents, their use.
- 2D** 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.
- 2E** Investigate options for public transit for Village residents.
- 2F** 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.

HOUSING AND RESIDENTIAL

GOAL 3

Cass City will have a proud community that promotes responsible housing and 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.
- 3G** Promote the development of affordable and workforce housing throughout the Village through partnerships with developers and grant programs.

COMMERCIAL / 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 downtown development plan to determine what businesses and improvements are needed in the downtown.
- 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** 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.
- 4I** Support the efforts of the Cass City DDA to implement streetscape improvements that contribute toward a pedestrian-friendly downtown business area.
- 4J** Screen parking, display, and loading/unloading area with attractive landscaping and decorative features such as fencing and walls.
- 4K** Encourage the redevelopment of vacant and underutilized properties within the Village.
- 4L** 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.)
- 4M** 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** 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.
- 5D** Rehabilitate or replace obsolete industrial buildings and sites with viable business establishments or other appropriate uses.
- 5E** 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.
- 5F** Partner with local utility companies to provide reliable energy services 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 for 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 recreation facilities that correspond to the needs of residents.
- 6D** Maintain quality police protection and acceptable response times.
- 6E** Recognize the importance of the Aspire Rural Health System 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 annually to strategically plan for recreation needs and improvements.

NATURAL FEATURES AND FORESTRY

GOAL 8

Natural features such as water bodies, wetlands, 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 physical changes to the landscape without negatively impacting the community's natural features.
- 8G** Use the Forestry Management Plan for planting, pruning, and removal of trees on Village property to promote a healthy urban forest.



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 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 pathway 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.

DEFINING A POTENTIAL INTENSITY CHANGE AREA

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.

IDEAS FOR PICAS IN CASS CITY

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;
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'; and
4. The Garfield Ave. property with access at the end of Ale. St.





Main Street

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 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 projects 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.





Cass City Industrial District

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.

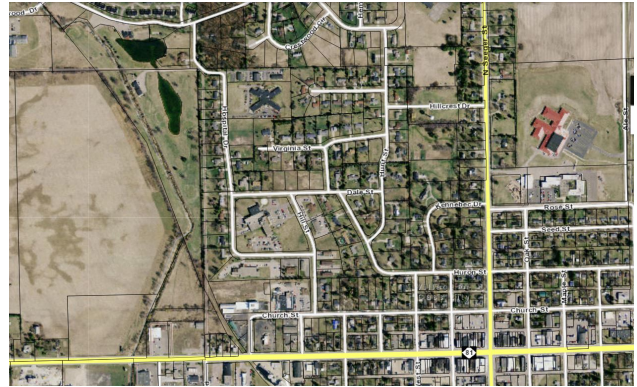
THE VILLAGE OF CASS CITY INDUSTRIAL DISTRICT OBJECTIVES

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:

- 5b. Cluster industries to minimize impacts on less intensive uses, minimize need for utility expansion, and provide for more efficient use of land.
- 5c. 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.



Golf Course Property—Hospital Road

EXISTING CONDITIONS

A small golf course / country club lies along Hospital Drive, down the road from Aspire Rural Health System and not far from the Village. The golf course is currently not in operation. 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:

- Housing development
- Events
- Farm-to-table able dining
- Gazebo/ pavilion rental
- Trails and pathways linking downtown, the community park and residential areas



Garfield Ave. Residential Land

EXISTING CONDITIONS

The Village owns approximately seven (7) acres of vacant land at the end of Ale St. with access from Garfield Ave. The parcel is currently zoned single-family residential but could be a potential area for higher-density housing. Currently, Village utilities, including water and sewer do not run to this plot of land. The vegetation is maintained by the Village DPW.

POTENTIAL DEVELOPMENT OPPORTUNITIES

Predevelopment planning and the installation of water and sewer infrastructure are necessary steps toward developing this site. Located in a residential area of Cass City, this site is ideal for a new housing development project, including:

- A manufactured home community
- An attached housing community
- A small apartment complex community

Future Land Use Plan

GROWTH STRATEGY AND SUSTAINABLE DEVELOPMENT

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 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 have 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 12. Zoning Plan

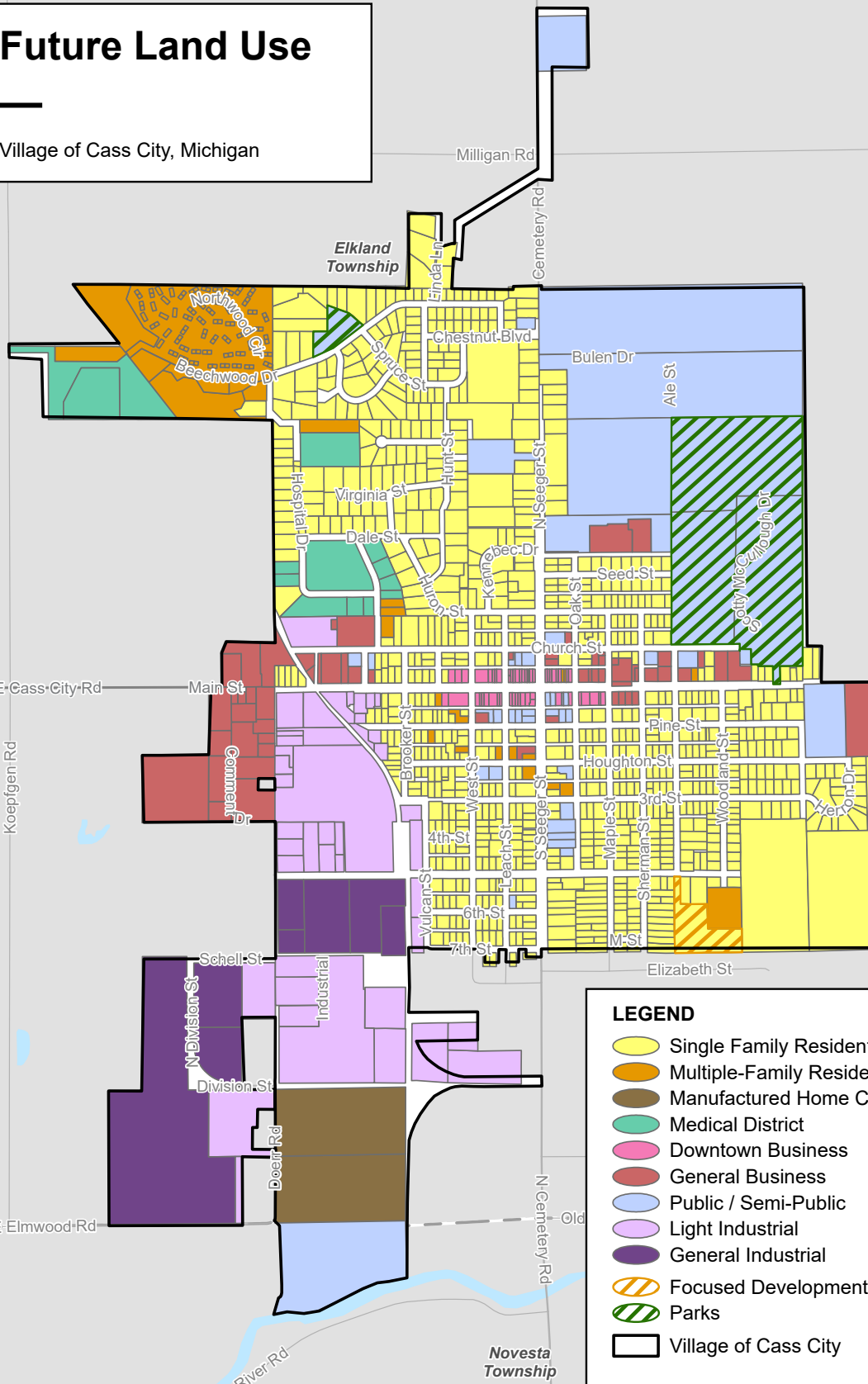
Future Land Use Category	Corresponding Zoning District
Single Family Residential	RA-1, One Family Residential
Multiple Family Residential	RB, Two Family Residential RC, Multiple Family Residential
Manufactured Home Community	MH, Mobile Home
Downtown Business	B-1 Community Business
General Business	B-2 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 DESIGNATION DESCRIPTIONS

Nine 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 many 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.

Future Land Use

Village of Cass City, Michigan



LEGEND

- Single Family Residential
- Multiple-Family Residential
- Manufactured Home Community
- Medical District
- Downtown Business
- General Business
- Public / Semi-Public
- Light Industrial
- General Industrial
- Focused Development Overlay
- Parks
- Village of Cass City

0 1,000 2,000
Feet



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 facilities, and accessory buildings.
- » **SITE DESIGN.** Open setbacks, 35 to 50 feet on average from the road, preserving existing vegetation, include street trees in new construction, curb and gutter, sidewalks and front porches should be included.

DESIGN GUIDELINES

LOT DIMENSIONS

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

Minimum Lot Width:
60–80 feet

Maximum Lot Coverage:
35%

BUILDING SETBACKS

Front: 25–35 feet

Side: 6–10 feet
(both sides)

Rear: 35 feet

BUILDING HEIGHT

Maximum:
2 stories
35 feet

STREET FRONTAGES

Front porch / stoop
Lawn / green space

CURRENT CHARACTER



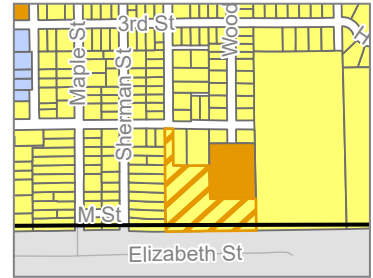
PLANNED CHARACTER



FOCUSED HOUSING DEVELOPMENT OVERLAY

The land where this specific overlay is included identifies land that Village leaders seek to target for future housing development. This lot would be an ideal location for a manufactured housing community, tiny-home community, or multi-family housing development.

The land has access on Garfield Ave. and is currently owned by the Village of Cass City. The parcel does need complete infrastructure installation—currently, water, sewer, electricity, and gas do not run to this undeveloped parcel. Village leaders should continue to explore grants and public funding, in partnership with private investment, to develop this lot.



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 non-residential districts and lower density single-family districts. The Multi-Family classification is further provided to serve the 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.
- » **BUILDING USES.** All uses permitted in the RB zoning district, multi-family dwellings, apartment buildings, care facility, and accessory buildings.
- » **SITE DESIGN.** Entrances facing the street, street trees and landscape buffers, 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:
3 stories | 35 feet

STREET FRONTAGES

Front porch / stoop

Quality landscaping

Decorative fences

CURRENT CHARACTER



PLANNED CHARACTER



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.

CURRENT CHARACTER



PLANNED CHARACTER



MEDICAL DISTRICT

- » **GENERAL CHARACTERISTICS.** This designation includes property that is currently being used or is expected to be used for medical and healthcare purposes. This can include offices, clinics, and hospitals.
- » **LAND USE DESIGNATION.** This designation recognizes the prominence of the Aspire Rural Health System 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, and on street parallel parking are 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: 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

CURRENT CHARACTER



PLANNED CHARACTER



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 people 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 lines, 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.

CURRENT CHARACTER



PLANNED CHARACTER



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 restaurants, 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, and 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: 30 feet

Side: n/a

Rear: 20 feet

BUILDING HEIGHT

Maximum:
40 feet

STREET FRONTAGES

Retail storefronts

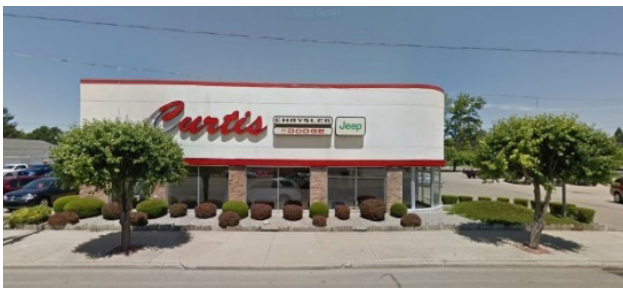
Windows and displays

Awnings and canopies

Outdoor patio /
seating areas

Landscape buffering

CURRENT CHARACTER



PLANNED CHARACTER



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.

CURRENT CHARACTER



PLANNED CHARACTER



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.

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

CURRENT CHARACTER



PLANNED CHARACTER



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 13. Future Land Use—Village of Cass City, MI

Future Land Use Category	Sum Acres	% Acres
Single-Family Residential	463.97	41.54%
Multiple-Family Residential	24.71	2.21%
Manufactured Home Community	38.63	3.46%
Downtown Business & General Business	26.19	2.35%
Medical District	26.96	2.41%
Public/Semi-Public	153.44	13.74%
Parks and Recreation	116.76	10.45%
Light Industrial & General Industrial	71.43	6.40%
Total		100.00%



TRANSPORTATION

Non-Motorized Travel Opportunities

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

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%.

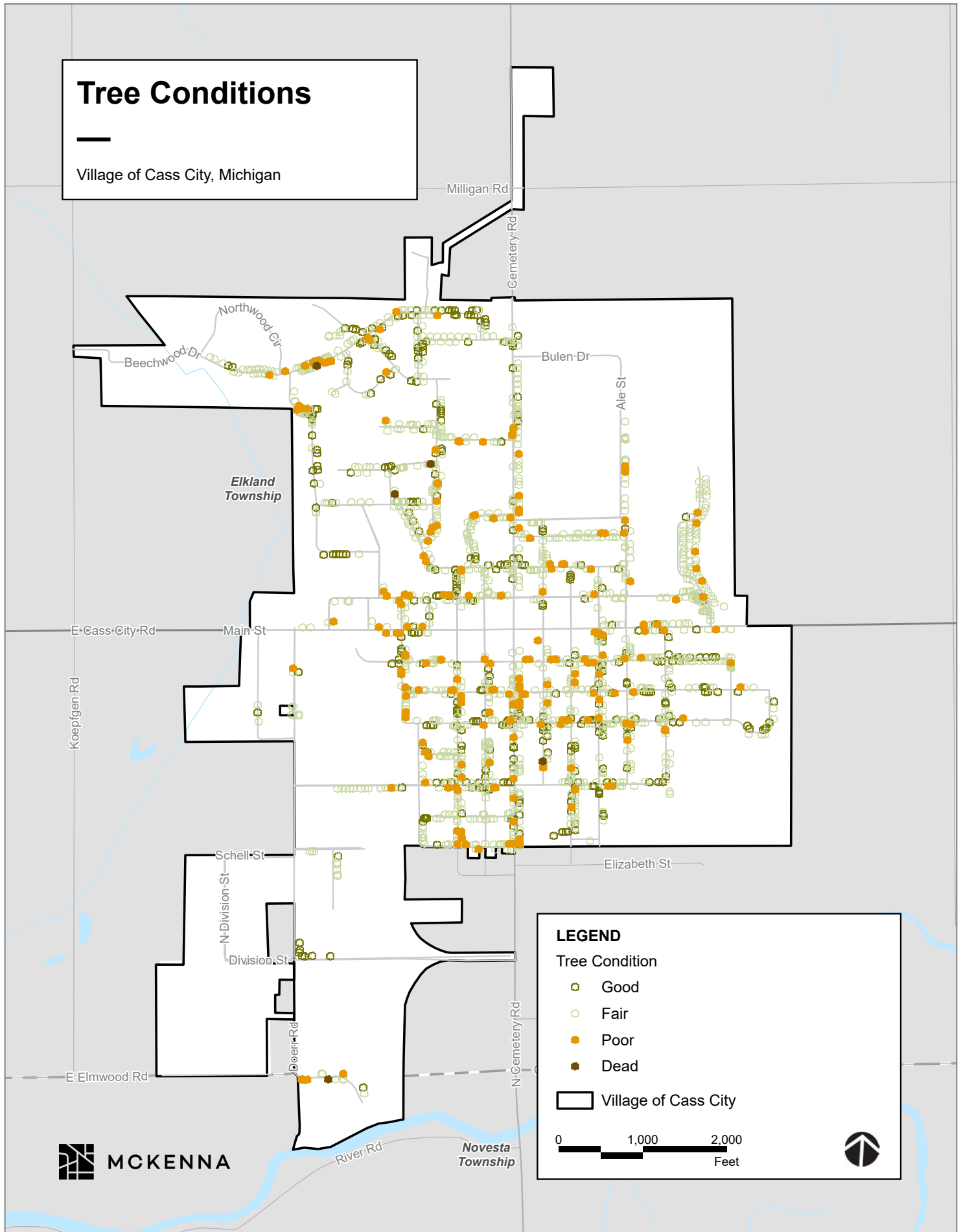
Complete Streets is an inclusive context sensitive design framework and infrastructure that enables safe and convenient access for transportation users of all ages and disabilities, including pedestrians, bicyclists, transit riders, and motor vehicle drivers. Complete Streets are achieved when transportation 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.

Tree Conditions

Village of Cass City, Michigan



FORESTRY

Tree Inventory Analysis And Management Plan

In 2025, the Village of Cass City contracted with Davey Resource Group (DRG) to complete a tree inventory analysis and management strategy for the Village's tree canopy. DRG surveyed trees within Cass City that were considered either on public land or within the public right-of-way. The tree inventory provided extensive data about the overall health of Cass City's tree canopy. For every tree surveyed, multiple variables were recorded, including tree size, species, and risk factors for falling and limb failure, and potential to cause damage to surrounding property or people.

Using these data metrics, DRG provided a maintenance strategy that outlined trees that would need to be addressed in the next few years due to their risk rating. Also provided were proposed maintenance budgets, planting opportunities, and future considerations for development Cass City's urban forest.

The data collected by DRG is available in the Village's GIS system and can be used by the DPW to strategically plan for tree maintenance and planting.

Canopy Characteristics

Of the trees surveyed in the tree inventory analysis, DRG found that these trees have a replacement value of over \$6 million and help avoid 442,200 gallons of stormwater runoff per year. Of the 1,755 sites 71% of trees were maple trees, 7.5% were spruce trees, and 3.1% were pine trees.

Cass City has a high rate of mature trees, (26%) over double the standard industry guideline (10%). Cass City has a low rate of young trees (15%), much lower than the 40% industry guideline. These data points indicate that while Cass City has a strong mature tree presence, the Village may consider planting more young trees of varying species to help diversify the tree population.

Of the trees inventoried, 21% were in good condition, 67% were in Fair condition, and 12% were in Poor condition. Arborists recommended removing 126 trees in Cass City, though none of these were Extreme or High risk. Trees marked for removal were often dead or dying or posed a moderate safety risk. Almost 300 trees were marked for Priority Pruning to remove dead or diseased branches. These metrics indicate a need for the Village to plan for tree maintenance in the right-of-way and on public land to ensure safety and maintain the health of existing trees.

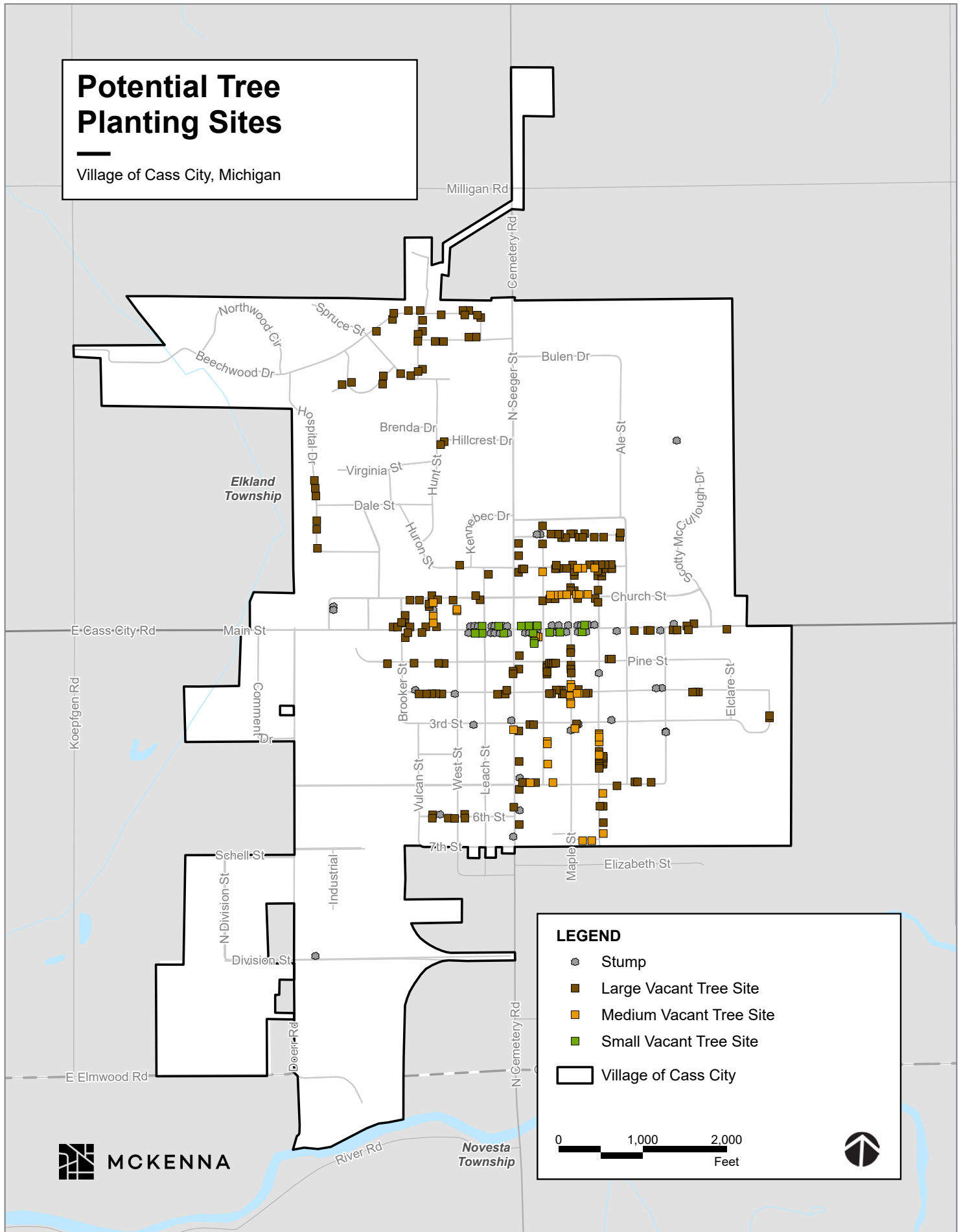
Future Considerations

Cass City should continually plan for maintaining its urban forestry through actions like tree removal, tree pruning, stump grinding, and tree planting. The Village should consider planning for tree maintenance based on risk factors and safety to pedestrians. Extreme weather events can cause tree failure, and the Village should be prepared for emergency maintenance needs.

As for planting, the Village should consider factors like foliage, shade, heat mitigation, utility presence, and appearance when planting trees in the Village limits. Locations for possible planting sites are present across Cass City's village limits. Some locations include in the parks, along the pathway leading up to the dog park, along the walking trail, and lining residential streets. The Village should maintain oversight of trees being planted along the right-of-way to ensure safety for vehicular traffic and minimal interference with underground and above-ground utilities.

Potential Tree Planting Sites

Village of Cass City, Michigan



Implementation

GETTING STARTED

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

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 advertising 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

Cooperation Between Units of Government

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.

Lean Zoning

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.

Pre-Application Conferences

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 provide 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.

Public Engagement

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 can be utilized to seek meaningful input during the development phase of projects to identify potential issues and adjust plans accordingly. The Village could also utilize already existing forms of communication like the village website (www.casscity.org) or the village phone number ((989) 872-2911).

Village Beautification

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.

VEGETATION

As the Village explores downtown and neighborhood development and beautification, leaders may wish to consider areas where vegetation could be added. Tree cover, planting strips, medians, landscaping, and flowerpots can all beautify the Village.

STOREFRONTS

Encouraging the creative design and style of storefronts can enhance the character of a downtown. Things like awnings, sidewalk signs, window displays, and outdoor seating can add to the overall appeal of a walkable and engaging downtown.

ESTABLISHING PRIORITIES

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.

VACANT NONRESIDENTIAL BUILDINGS POLICY

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.

REDEVELOPMENT READY COMMUNITIES PROGRAM

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 Engagement
- Zoning Regulations
- Development Review
- Boards and Commissions
- Economic Development and Marketing
- Redevelopment Ready Sites

The Village is actively engaged with the RRC program as a Certified RRC Community. Certification allows the Village to gain access to technical assistance and development funding.



LAND USE CONTROLS

Zoning Regulations

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.

Conventional Zoning Procedures

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 meets 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.

Innovative Zoning Techniques

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:

Capital Improvement Program

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.

Dedicated Millage

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 sidewalks gaps and streetscape improvements within the Village.

Special Assessments

Special assessments are compulsory contributions collected from the owners of property benefited 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.

Bond Programs

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.

Tax Increment Financing

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.

RECREATION GRANT PROGRAMS

Land and Water Conservation Fund

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

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. Access to this grant requires that communities have a DNR-approved 5-year recreation plan in place.

Michigan Recreation Grant Passport Program

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. There is a 25% match requirement.

Community Development Block Grants (CDBG)

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 on 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.

Donations/Foundations

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.

Lease or Contractual Agreements

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.

HOUSING DEVELOPMENT FINANCING PROGRAMS

Michigan State Housing Development Authority

A variety of funding for housing development and rehabilitation is available through the Michigan State Housing Development Authority (MSHDA) MI Neighborhood program. MSHDA serves as a primary state agency for housing-related grants and loans. MSHDA also provides services like down-payment assistance, gap-financing, Housing Tax Increment Financing (TIF), Low-Income Housing Tax Credits, bond programs, Housing Choice Voucher, and many others.

Some grant programs operate between MSHDA and developers, while others require municipalities like Cass City to serve as the grantee and distribute funds to subrecipients. To increase capacity in rural areas like Cass City, many of these grants allow for certain percentages to cover administrative costs for grant management and oversight.

US Department of Agriculture—Rural Development

USDA offers programs like the Single-Family Housing Repair Loans & Grants Program and a variety of Multi-Family Housing Programs. These programs take form through competitive loans and grants, and funding announcements are regularly updated on the USDA website.

Other Sources

Other sources of funding for housing development can include programs offered through the Federal Home Loan Bank of Indianapolis (FHLBI) like Launch—Down Payment Assistance and Revive—Home Repair Grant. These programs require working with a member bank of FHLBI, and there are many in Cass City.

The Michigan Economic Development Corporation (MEDC) also can support housing redevelopment through technical assistance and other grants and financing. Mixed-use projects could be good candidates for MEDC programs.

Action Plan

INTRODUCTION

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.

ACTION PLAN

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		COLLABORATION
Most Important	A	1–5 Years	A	Opportunity ●
Very Important	B	6–10 Years	B	
Important	C	Ongoing	C	
		As Available	D	

Collaboration

Collaboration with others is a key priority for the Village, especially in regard 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 “●”, 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			
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			
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			
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			
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	●	●	●
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	C	●	●	●
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			

HOUSING AND RESIDENTIAL

Cass City will have a proud community that promotes responsible housing and 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			
Promote the development of affordable and workforce housing throughout the Village through partnerships with developers and grant programs.	A	C	●	●	●

KEY

PRIORITY		TIMEFRAME		COLLABORATION	
Most Important	A	1–5 Years	A	Opportunity	●
Very Important	B	6–10 Years	B		
Important	C	Ongoing	C		
		As Available	D		

COMMERCIAL/ 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 downtown development plan to determine which businesses are needed in the community.	A	A	●		●
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 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 local utility companies to provide reliable energy services to encourage expansion and development of industrial properties.	A	A			●

KEY

PRIORITY		TIMEFRAME		COLLABORATION	
Most Important	A	1–5 Years	A	Opportunity	●
Very Important	B	6–10 Years	B		
Important	C	Ongoing	C		
		As Available	D		

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 Aspire Rural Health System 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			
Promote low impact development designs for stormwater management.	C	C			

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.	A	B			

KEY

PRIORITY		TIMEFRAME		COLLABORATION	
Most Important	A	1–5 Years	A	Opportunity	●
Very Important	B	6–10 Years	B		
Important	C	Ongoing	C		
		As Available	D		

NATURAL FEATURES AND FORESTRY

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			
Use the Forestry Management Plan for planting, pruning, and removal of trees on Village property to promote a healthy urban forest.	A	C			

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	A	●		●
Prepare and adopt an up-to-date Zoning Ordinance and zoning map consistent with the Master Plan.	A	A	●		●
Establish administrative processes for applications and enforcement that are straightforward and consistently followed.	A	A			
Support strict administration and enforcement of zoning and code regulations.	A	C			
Inform and involve the public in the planning process.	C	C			
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	A			●
Cooperate with adjacent communities through exchange of information on development and redevelopment issues.	A	C			●
Communicate information of interest to Village residents through the Village web page and newsletters.	A	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	B			

KEY

PRIORITY		TIMEFRAME		COLLABORATION	
Most Important	A	1–5 Years	A	Opportunity	●
Very Important	B	6–10 Years	B		
Important	C	Ongoing	C		
		As Available	D		



Appendix

05

Full Survey Results.



Where do you live?	Count
Village of Cass City	113
Elkland Township	18
Fairgrove Township	1
Grant Township	1
Other	43
Akron	1
Caro	4
Caro, but work in Cass City	1
Chandler Township	1
Deckerville	1
Elkton	1
Ellington Township	1
Elmwood	1
Elmwood Township	2
Evergreen Township	1
Gagetown	2
Gagetown	1
Grant Township	1
Grant Township	1
Greenland Township	1
Greenleaf Township, Sanilac County, Cass City Mailing Address	1
Huron County/Bad Axe	1
Kingston	3
Minden City	1
Novesta Township	7
Novesta Township	1
Novesta Township— Cass City	1
Novesta Township	1
Resse	1
Saginaw and Cass City	1
Silverwood	1
Snover	1
Tuscola County	1
Ubyly	1
Unionville	1

In what age range do you fall?	Count
Under 18 Years Old	1
18–24 Years Old	11
25–34 Years Old	32
35–44 Years Old	44
45–54 Years Old	31
55–64 Years Old	29
65–74 Years Old	23
Over 75 Years Old	4

Please select your sex.	Count
Female	131
Male	44

How many people live in your household?	Count
1 Person	20
2 People	44
3 People	39
4 People	41
5 People	20
6 People	9
7 People	1
8 People	1

[illegible]

Including yourself, how many people in your household are:									
UNDER 6 YEARS OLD	6-12 YEARS OLD	13-18 YEARS OLD	19-24 YEARS OLD	25-34 YEARS OLD	35-44 YEARS OLD	45-54 YEARS OLD	55-64 YEARS OLD	65-74 YEARS OLD	OVER 75 YEARS OLD
1	1	1	0	0	1	1	0	0	0
0	0	0	0	0	0	0	1	0	0
0	0	1	2	1	0	1	0	0	1
0	0	1	1	0	0	1	0	0	0
0	0	2	0	0	1	0	0	0	0
0	0	0	0	1	0	0	2	0	0
0	3	0	0	0	1	1	0	0	0
0	0	0	0	1	0	0	2	0	0
1	0	0	0	1	1	0	0	0	0
0	0	0	0	0	1	0	0	0	0
2	0	0	0	0	2	0	0	0	0
0	0	0	0	0	0	0	2	0	0
0	0	0	0	0	0	0	0	0	0
0	0	0	1	0	2	0	0	0	0
0	3	1	0	2	0	0	0	0	0
0	1	1	0	0	2	0	0	0	0
0	0	0	0	0	1	0	2	0	0
0	0	0	0	2	0	0	0	0	0
0	1	2	0	0	1	1	0	0	0
1	2	1	0	0	2	0	0	0	0
0	0	2	1	0	0	2	0	0	0
0	2	0	0	0	0	2	0	0	0
0	0	0	0	2	0	0	0	0	0
2	0	0	0	0	2	0	0	0	0
0	0	0	0	0	0	0	1	1	0
1	1	0	0	0	2	0	0	0	0
0	0	0	0	1	0	0	2	0	0
1	0	1	0	0	1	1	0	0	0
0	0	0	1	1	0	0	0	1	0
0	0	0	0	0	0	0	1	0	0
0	0	0	0	2	0	0	0	0	0
0	0	0	1	2	0	0	0	0	0
0	1	0	1	0	0	2	0	0	0
0	0	0	0	0	0	2	0	0	0
1	0	0	0	2	0	0	0	0	0
0	0	0	0	0	0	0	1	0	0
0	0	0	0	0	0	1	0	0	0
0	0	2	0	0	0	1	0	0	0
0	0	0	1	0	0	0	2	0	0
0	1	0	1	0	0	2	0	0	0
0	0	0	0	0	0	2	0	0	0
1	0	0	0	2	0	0	0	0	0
0	0	0	0	0	0	0	1	0	0
0	0	0	0	0	0	1	0	0	0
0	0	0	0	0	0	1	0	0	0
0	0	0	1	0	0	0	2	0	0
0	1	1	0	0	0	2	0	0	0

Including yourself, how many people in your household are:									
UNDER 6 YEARS OLD	6-12 YEARS OLD	13-18 YEARS OLD	19-24 YEARS OLD	25-34 YEARS OLD	35-44 YEARS OLD	45-54 YEARS OLD	55-64 YEARS OLD	65-74 YEARS OLD	OVER 75 YEARS OLD
1	0	0	0	0	2	0	0	0	0
0	2	0	2	0	2	2	0	0	0
0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	1
0	0	0	0	0	0	0	2	0	0
0	0	1	2	0	1	1	0	0	0
1	1	1	0	0	1	1	0	0	0
0	1	2	0	0	2	0	0	0	0
0	0	0	0	0	0	0	0	0	1
1	0	0	0	2	0	0	0	0	0
0	0	0	0	0	1	0	0	0	0
0	0	0	2	0	0	0	2	0	0
0	0	1	0	0	0	1	0	0	0
1	1	0	0	1	1	0	0	0	0
0	0	0	2	0	0	1	1	0	0
1	1	0	0	1	1	0	0	0	0
0	0	0	0	2	0	0	0	0	0
1	0	0	0	2	0	0	0	0	0
0	0	0	0	0	0	1	1	0	1
0	0	2	0	0	1	1	0	0	0
0	2	0	0	1	0	0	0	0	0
2	1	0	0	0	2	0	0	0	0
0	2	1	0	0	2	0	0	0	0
0	0	2	0	0	0	2	0	0	0
0	1	1	0	0	2	0	0	0	0
0	0	0	0	2	0	0	2	0	0
0	1	2	0	0	2	0	0	0	0
0	0	0	1	0	0	0	2	0	0
0	0	2	0	0	0	2	0	0	0
0	0	0	0	2	1	0	1	0	0
0	0	1	2	0	2	0	1	0	0
1	0	2	0	0	1	0	0	1	0
0	0	0	0	2	0	0	0	0	0
0	1	0	0	1	1	0	0	0	0
0	0	0	0	2	0	0	0	0	0
0	0	0	0	1	0	0	0	0	0
0	1	1	1	0	0	2	0	0	0
2	1	1	0	0	2	0	0	0	0
2	0	0	0	2	0	0	0	0	0
2	0	0	0	1	1	0	0	0	0

Including yourself, how many people in your household are:									
UNDER 6 YEARS OLD	6-12 YEARS OLD	13-18 YEARS OLD	19-24 YEARS OLD	25-34 YEARS OLD	35-44 YEARS OLD	45-54 YEARS OLD	55-64 YEARS OLD	65-74 YEARS OLD	OVER 75 YEARS OLD
0	2	0	0	1	1	0	0	0	0
0	0	0	0	1	0	0	2	0	0
0	0	1	1	0	0	2	0	0	0
0	0	0	0	0	0	1	1	0	0
0	1	0	0	0	2	0	0	0	0
0	0	0	0	0	0	0	0	2	0
0	0	0	0	0	0	0	0	1	0
0	2	1	0	0	1	1	0	0	0
0	0	1	0	0	1	0	0	0	0
0	2	1	0	0	2	0	0	0	0
0	0	0	0	1	0	0	2	0	0
1	0	0	0	1	1	0	0	0	0
0	0	0	0	0	0	1	1	0	0
0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	2	1	0	0	0
0	0	1	1	0	0	1	0	0	0
0	0	0	0	0	1	0	1	1	0
3	0	0	0	2	0	0	0	0	0
0	0	0	0	1	0	0	1	0	0
0	2	0	0	0	2	0	0	0	0
0	0	2	0	0	1	1	0	0	0
0	0	0	1	1	0	2	0	0	0
0	0	3	0	0	0	0	1	0	0
1	0	0	0	0	0	1	0	0	0
0	0	0	0	0	0	0	0	1	0
0	0	0	0	0	0	0	0	2	0
0	0	0	0	0	0	0	0	2	0
0	0	0	0	0	0	0	0	1	0
0	0	0	0	0	1	0	2	0	0
0	0	0	0	0	0	0	0	1	0
0	0	0	0	1	1	0	0	0	0
0	0	0	1	0	0	2	0	0	1
0	0	0	0	1	0	0	0	0	0
0	0	0	0	0	0	0	1	1	0
0	0	0	0	0	0	2	0	0	0
0	1	0	0	0	0	0	0	1	0
0	0	0	1	0	0	2	0	0	0
0	0	0	0	0	0	0	0	0	2
0	2	4	0	0	2	0	0	0	0
0	0	0	0	1	0	0	2	0	0

Including yourself, how many people in your household are:									
UNDER 6 YEARS OLD	6–12 YEARS OLD	13–18 YEARS OLD	19–24 YEARS OLD	25–34 YEARS OLD	35–44 YEARS OLD	45–54 YEARS OLD	55–64 YEARS OLD	65–74 YEARS OLD	OVER 75 YEARS OLD
0	1	1	0	0	2	0	0	0	0
0	0	0	0	0	0	0	0	2	0
0	0	0	0	0	0	0	1	1	0
0	0	0	0	0	0	0	1	0	0
0	0	0	2	0	0	2	0	0	0
0	0	0	1	0	1	0	0	0	0
0	0	0	1	0	0	1	1	0	0
0	0	1	2	0	0	2	0	0	0
0	0	0	0	0	0	1	1	0	0
0	0	0	4	0	0	0	0	0	0
2	1	0	0	0	1	1	0	0	0
0	0	0	2	0	0	1	2	0	1
0	1	0	0	2	0	0	0	0	0
0	0	1	0	0	1	0	0	0	0
0	0	0	1	0	0	0	0	0	0

How long have you lived in Cass City? Count of How long have you lived in Cass City?	Years
< 1 Year	6
1–5 Years	27
6–10 Years	21
11–20 Years	25
21–30 Years	30
More than 30 Years	40
Not Applicable	26

Please select the term that best describes your primary residence.	Count
Apartment	6
Attached Housing or Condo	1
Duplex/Triplex/Quadplex	1
Mobile Home	2
Senior Living Facility	1
Single-Family Dwelling	163
Other	1
Single-Family Dwelling, But Property is Labeled as Commercial	1

Please choose all that apply	Count
I Own a Home in the Village of Cass City	99
I Rent a Home in the Village of Cass City	10
I Work in the Village of Cass City	57
I Own Houses or Apartments That I Rent To Others in the Village of Cass City	4
I Own/Operate A Retail Business in the Village of Cass City	4
I Own a Commercial or Industrial Business in the Village of Cass City	1
I Own Commercial or Industrial Property in the Village of Cass City	2
I Am Not a Resident and Do Not Own/Operate a Business in the Village of Cass City	26
I Live in the Village of Cass City	50
I Am Homeless or Do Not Have Stable Housing	0

Please select your annual household income.	Count
\$1–\$37,680	24
\$37,681–\$50,240	23
\$50,241–\$62,800	9
\$62,801–\$75,360	22
\$75,361–\$94,200	27
\$94,201–\$125,600	37
\$125,601–\$188,400	20
\$188,401–\$250,000	7
> \$250,000	6

How many people in your household are employed at least 20 hours per week?	Count
0 People	29
1 Person	54
2 People	65
3 People	19
4 People	6
5 People	2

How would you describe the condition of your primary dwelling? Select all that apply.	Count
My Dwelling Does Not Need Any Repairs.	77
My Dwelling Needs Some Repairs With The Roof, Windows, and/or Doors.	68
My Dwelling Needs Some Repairs to Improve the Heating, Ventilation, and Air Conditioning.	27
My Dwelling Needs Some Structural Repairs with the Foundation, Beams, Stairs, Etc.	14
My Dwelling Needs Some Repairs With Plumbing and/or Electrical.	34
My Dwelling Needs Some Repairs with Safety Mechanisms Like Smoke Detectors, Handrails, and Carbon Monoxide Detectors.	17
My Dwelling Needs Broadband Access.	4
My Dwelling Needs Accessibility Improvements.	3
Other	3
Want to check for lead pipes, shower rail needs fixed, but can't afford to	1
She didn't tell me the garbage disposal was broke or the dish washer would be affected by the garbage disposal when I bought the place. Other than that it's just from our animals or something needed a little patch taken care of.	1
Exterior retaining walls	1

How many generations live in your household?	Count
1 Generation	85
2 Generations	84
3 Generations	5
4 Generations	1

Where is the location of your primary employment?	Count
Bay County	1
Elkland Township	4
Huron County	16
I am Retired	28
I am Unemployed	8
Saginaw County	5
Sanilac County	7
Tuscola County	23
Village of Cass City	82
Other	3
Caro	1
I am a student in an online college.	1
We also own a business in Caro.	1

If you cannot find a desired good or service in Cass City, where is the next place you would go?	Count
Bad Axe	41
Bay City	6
Caro	99
I would purchase the good or service online.	15
Lapeer	1
Marlette	3
Saginaw	10
Other	3
Caro or online if I can't go to Caro in time	1
I would purchase the good or services online or go to Caro/Saginaw.	1
Saginaw	1

Please rank how these factors impact your spending decisions when shopping or dining.					
	EXTREMELY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NO OPINION	NOT IMPORTANT AT ALL
Convenience and Accessibility (Distance, Parking)	21	56	64	8	25
Downtown Appearance	44	72	43	8	8
Options for Fine Dining	42	44	57	3	29
Options for Outdoor Gathering and Dining Places	25	59	56	9	26
Commercial Strip Existence and Appearance	25	51	53	13	33
National Name Brand Stores and Franchise Restaurants	11	26	62	5	71
Quantity of Stores and Restaurants	40	73	50	3	9
Variety of Stores and Restaurants	40	80	47	1	7
Pricing of Stores and Restaurants	46	86	36	2	5
Quantity of Cultural/Ethnic Stores and Restaurants	15	28	66	9	57

In the past 5–10 years, Cass City has become:	Please explain why you selected your answer to the prior question.
More of a place I want to live	Bens is a plus. Glad that Charmont resold for the good. Hope its a great thing. Impressed with Aspire Hospital. A place for Children swim-pool, splash area, park for dogs, pickleball area
More of a place I want to live	Cass City is a town with a sense of “community “ and easy living.
Less of a place I want to live	Nothing in this town, everything closes at 4 pm or only open certain days.
Remained the same	Continue to have excellent medical, educational, religious facilities.
More of a place I want to live	
Remained the same	It only took over 10 years to finally get a new grocery store
Remained the same	
More of a place I want to live	More stores—grocery, restaurants have been opened so that has been very helpful
More of a place I want to live	We have a taco bell
Remained the same	
Less of a place I want to live	Lots of places closing. Storefronts look disheveled and not in use. High rent prices on businesses
Remained the same	There's been improvements to the downtown area with trees or fixing roads. But it doesn't really affect the community other then looks and minor improvements. Farmers market doesn't get alot of attention making it hard for small business owners, city trees in residential areas need alot of attention and care, yield signs in residential areas should be changed to stop signs for the safety of our children and all residents/ visitors, along with speed limit signs posted and being inforced on residential streets.
Less of a place I want to live	Down town is deplorable
Remained the same	Not much changes. Hoping for more improvements.
More of a place I want to live	We moved here for the small town christian atmosphere and hometown appeal.
I don't know	My family moved here less than two years ago.
Less of a place I want to live	We don't have many restaurants, we don't have many shopping opportunities. We don't really have anything for young kids to do here or teenagers.
More of a place I want to live	Improvements in services, entertainment, recreation have all taken place relatively recently.
More of a place I want to live	It has become more friendly and welcoming
More of a place I want to live	
Less of a place I want to live	There is very few options here to eat out. I work and live in Cass City and you run out options to go to eat. This makes it difficult for me because I have a short lunch break and would be more willing to go out to eat and spend money in the town but literally have not many options to do so. We need more options in this town.

In the past 5–10 years, Cass City has become: Please explain why you selected your answer to the prior question.	
Remained the same	I have only been here for 5 years and we are just getting involved more into the community
Remained the same	We moved here in 2016 and have lived in two homes in the village limits. It has not changed much—not that it's negative—just largely unchanged in my opinion.
Remained the same	Lived here 3 years. Still relatively new to the community
I don't know	
Remained the same	
More of a place I want to live	
Remained the same	I like the small town. No crime.
More of a place I want to live	We love it here in Cass City. Cant wait to see what the future holds as new businesses are added on Main Street!
Remained the same	
More of a place I want to live	Family values are important to this community. The Park is very important to this community and it almost always in use and very well maintained. Our Hospital is amazing. People are very knowledgeable and friendly and professional. Patient receive great care.
More of a place I want to live	
More of a place I want to live	I've grown to love it more the longer I live here!
More of a place I want to live	There have been improvement's made
Remained the same	There has not been a very big increase in businesses coming to town that would drive more people here.
Less of a place I want to live	We are not following laws: blight laws, cars parked on front lawns. under-aged/unlicensed operators with unlicensed motor vehicles on the streets.
Remained the same	Does not seem like there is much focus on the quality of the roads—there are many roads that are past due for repairs for years. Downtown—not much for shopping or nice store fronts. There are enough closed businesses that are overgrown and in need of clean up for many years, and nothing has been done.
Remained the same	Cass City has remained relatively unchanged. The village is not an exciting, vibrant place, but it is safe, quiet and friendly.
More of a place I want to live	I love the small town feel with little worry about crime
Less of a place I want to live	This response has less to do with Cass City and more to do with the fact that we want to live closer to family. However, I do believe that Cass City is at an important tipping point. The downtown area has few retail businesses and empty storefronts. The community needs to step up to support “local” and help revitalize our business district. Cass City has huge strengths—the parks, a hospital, wonderful library, quality schools, active civic groups, a proactive village manager, and a history of valuing and providing cultural and family activities/supports (totally miss the Chronicle)...definitely hoping that a younger generation of community members is committed and willing to provide the leadership and hard work it will take to make adjustments based on changing times while retaining the rich history and vibrancy of our village.
Remained the same	We have always been happy living here and the changes and improvements to the village have kept us happy.
More of a place I want to live	There are new businesses , but the town also has a lot of empty buildings downtown and a lot of businesses for sale. I like the progress happening with eateries, for example Taco Bell and with Charmont reopening.
More of a place I want to live	Cass City is a family oriented place. The schools are excellent, my children just graduated. We transferred from Mayville School system, it was so much better here. There are parks, a pool, places they can walk to to get food, the 4th of July festival, and it is just so peaceful here.
Remained the same	It has stayed relatively the same with some improvements.

In the past 5–10 years, Cass City has become:	Please explain why you selected your answer to the prior question.
Remained the same	Nothing has changed to make it a more desirable place to live/visit. I'm not a fan of the motorcycle clubhouse that is a block away from my house. Very loud all hours of the night and early morning—the bikers are reckless when they leave the clubhouse and the police do not seem to address it.
Less of a place I want to live	Village is trying to please the retirement community only and we need to entice the younger generation because they are going to be the future of this community.
Remained the same	There are places I want to visit, but yet there are a lot of empty buildings.
Less of a place I want to live	
Less of a place I want to live	housing living quality businesses closing just a dying town
Remained the same	I've lived here my entire life and have not noticed a significant change. Not worse and not better.
More of a place I want to live	
Less of a place I want to live	More vacant downtown buildings
I don't know	I've just moved here in the last 3 months and the question asks for 5–10 years. However, I would love to live here if there were healthy grocery, food and supplies available.
Remained the same	the place has become a "ghost town". all of the good places from my childhood have closed and it would be nice to have a good sit down bakery again
More of a place I want to live	I work in Cass City, my husband works by Deford, my kids play soccer, dance and do gymnastics here in Cass City but attend school in Ubly. It would just be more convenient if there were more affordable housing in the area.
More of a place I want to live	
Remained the same	
Remained the same	I grew up in Cass City and have moved back here as an adult. As a young adult I think Cass City is a good place to live I do wish there were more variety of restaurants. We have to go to Caro, Kingston, or Bad Axe to get a nice dinner. Cass City is never our first choice.
Remained the same	
Remained the same	
Less of a place I want to live	Businesses are leaving and there are less opportunities
Remained the same	From a visitors perspective I have not noticed much of a difference
Remained the same	
More of a place I want to live	I have a vested interest in the village and want to see it succeed.
Less of a place I want to live	Population decline, instability of businesses, lack of variety in dining and experiences
More of a place I want to live	My daughter has lived in Cass City for several years and we would visit from the Detroit area. We love country living and needed to move out of the busy city
Remained the same	
Less of a place I want to live	Growing up in cass city was amazing and I feel like the business choices have declined compared to what I remember.
Less of a place I want to live	The attitudes of people has become more negative
I don't know	I have only worked at aspire for a couple weeks
Remained the same	It is where I grew up so I have enjoyed living there but my desire to live there or not isn't pulling me one way or another
Remained the same	
More of a place I want to live	I love our town
Remained the same	I don't live in the village and I like my space away from town
Remained the same	Downtown is slowly emptying out of stores and businesses

In the past 5–10 years, Cass City has become: Please explain why you selected your answer to the prior question.	
More of a place I want to live	place of employment
More of a place I want to live	Having a grocery store back in town has made a HUGE difference for this mother of two who fails to plan ahead.
Remained the same	I like living in a small town; there's a level of comfort in consistency, but it would be great if we could actually attract some businesses here. My family rarely eats in Cass City, and it's also rare that I shop here.
Remained the same	I like it here but I always have
I don't know	
Remained the same	not to much has changed
Remained the same	
Less of a place I want to live	Council apparently doesn't understand that the Village needs visitors from outside the Village limits in order to thrive. Decisions are made that put barriers around the Village limits to exclude commercial viability.
Remained the same	
Remained the same	We like living in cass city area, country living, the people.
Remained the same	
I don't know	I've only lived here for just over a year.
More of a place I want to live	I love the country feel.
More of a place I want to live	Creating more opportunities for kids like the splash pad and activities like breakfast with Santa, etc.
Less of a place I want to live	There's nothing to do but go to the bars and im done with all that. It would be nice if there was something else to do that's fun in this town. It's becoming a ghost town.
More of a place I want to live	The feeling of safety in a rural town.
More of a place I want to live	
Remained the same	
Remained the same	
Remained the same	I see providers out of Cass City, and I feel as if every time I go through that town, nothing has changed.
Less of a place I want to live	I've watched businesses leave, more empty buildings. Cass city does one good thing every year, the 4th of July. The Christmas festival is a downer compared to many years ago. The chili walk has become less every year. It's disappointing to see everything deplete.
More of a place I want to live	I can see that the town has made efforts to improve itself with new businesses, and I hope that continues.
Less of a place I want to live	Other than the Freedom Festival, the town is dead. The Village Manager is more concerned about dumb things than helping to bring business to town or making it easier to do business in town. There is very little here, and what is here has inconsistent hours and days of the week.
Remained the same	We haven't changed much in the village and surrounding areas.
Less of a place I want to live	Lack of restaurants, after school activities,
More of a place I want to live	Improved parks. Great people and programs.
Remained the same	N/A
Remained the same	
More of a place I want to live	Current employee at CC Schools
Less of a place I want to live	Less community oriented
More of a place I want to live	
I don't know	I have not been in Cass City for 5 years yet.

In the past 5–10 years, Cass City has become: Please explain why you selected your answer to the prior question.	
Less of a place I want to live	It's not less by a lot, but I feel like we're lacking in some of the 'exceptional' businesses and opportunities. Also, the LED lights make the town look dim because they don't actually illuminate anything, especially main street. Feels dull
More of a place I want to live	I like Cass City it's a nice town.
Remained the same	I've only lived here for a few years and there has not been many changes.
More of a place I want to live	
I don't know	
I don't know	Because I really don't know. I tend to try and keep to myself unless we go out to grocery shop or just shop in general or to go to work.
More of a place I want to live	I'm not sure what Cass City looked like 5–10 years ago, but I recently moved here and as I see it now, it is a place I want to live.
Remained the same	Not much has changed, need more businesses, more people to move into town.
Less of a place I want to live	As we get older, we are thinking more about accessibility to goods and services
Less of a place I want to live	I have gotten to know the people and the area and they don't align with the environment I would prefer to raise my family in. The people are bigoted, cynical, and just plain mean. It is difficult to find information about the city and the area, including businesses and events. There is little to do and you never know if a restaurant or business is going to be open or even exist from one day to the next. Downtown feels more neglected and dirty since we moved here and overall the environment feels less welcoming and safe.
Remained the same	
More of a place I want to live	
Remained the same	Not much has changed. Great park system but stores/dining is lacking or limited. Multiple businesses have tried to come in and have been denied because the village doesn't like change and with such closemindedness we can't grow.
Less of a place I want to live	Seems mundane nothing really to bring families into the area festival has not changed much along with events
Less of a place I want to live	As our family has grown and changed, as well as out need to frequent town for various reasons, we have considered relocating in the future.
Remained the same	It is what is expected with large boxed stores driving small businesses out.
Remained the same	
More of a place I want to live	
Remained the same	I've lived my entire life in Cass City. I wouldn't want to live anywhere else. Wonderful community , schools, beautiful park and facilities and a safe place to live.
More of a place I want to live	Ball fields and park
Remained the same	Not much to choose from for restaurants and shopping
Less of a place I want to live	Lack of shops and restaurants
Remained the same	
Remained the same	Nothing really seems to have changed.
More of a place I want to live	The improvements done so far have made Cass city a more desirable area to live, but not looking to move.
Less of a place I want to live	The downtown is not as active, fewer thriving businesses, school is shrinking. I will never leave, my family is here, but I would like to see a lot more growth.
I don't know	Only lived in the area for 4 years
Less of a place I want to live	
Remained the same	I love CC and have seen so many changes with times. As long as I have access to my needs, I'm good.

In the past 5–10 years, Cass City has become: Please explain why you selected your answer to the prior question.	
More of a place I want to live	I want to raise my family here.
Remained the same	
Remained the same	
Remained the same	Businesses continue to come and go.
Remained the same	
More of a place I want to live	It has become a beautiful town in the last few years and has really stepped up.
Remained the same	Not much has changed
Remained the same	
More of a place I want to live	I love Cass City. I live in Cass City
Remained the same	Too new to gauge
More of a place I want to live	We finally have a grocery store. Charmont has new owners and better hours. Great park, public woods, walking trail.
Less of a place I want to live	
Less of a place I want to live	
Remained the same	Every time there is a new business another one closes. There really is nothing exceptional that has been added.
Less of a place I want to live	More support for chain restaurants than local restaurants
Remained the same	I'm only here because of family
Remained the same	
Remained the same	It is a nice quiet place to live and have very good neighbors that I get along with.
Remained the same	Not much has changed
Remained the same	Continues to shrink in many aspects but the small town casual pace are also a plus
Less of a place I want to live	
Remained the same	too many empty buildings. The ones available to buy are too expensive
Less of a place I want to live	Empty businesses, large amount of unemployed people taking up rentals, trashy downtown appearance, nothing for kids to do.
Less of a place I want to live	Not enough stores
Remained the same	Love this little town
Less of a place I want to live	Nosy people!!
Remained the same	I only work in Cass city
More of a place I want to live	Job location.
Remained the same	I own my home and it's paid off I'm not moving
Remained the same	
Remained the same	They haven't brought in enough sit down restaurants
Less of a place I want to live	People are rude
More of a place I want to live	Improvements
Less of a place I want to live	
More of a place I want to live	I like what Cass City does for the kids.
Less of a place I want to live	There's nothing here not just CC but the thumb. no decent paying jobs unless you're farmer.
I don't know	N/A

What are the things you currently find most appealing about Cass City?	Count
Public School System	79
Public Safety (Police and Fire)	56
Sense of Community	80
Proximity of Housing to Downtown Corridor	12
Proximity of Housing to Employment	26
Availability of Medical Care	71
Entertainment	10
Recreation	36
Affordability	50
Shopping Selections	2
Appearance of Cass City	33
Quality of Life	59
Other	11
I would choose 2 more if possible.	1
Town looks good but downtown is an embarrassment	1
The people	1
Proximity to immediate family.	1
It's feeling of peacefulness.	1
I value peace and quiet and privacy. and an off-leash dog park. and public areas that welcome PTSD service dogs.	1
I really enjoy stopping in to Nick's Country Oven when in town and I have had people recommend the grill and chill in the area.	1
Love the people	1
Nothing really	1
The distance from big cities	1
Nothing	1

How would you rank the following transportation needs in Cass City?					
	EXTREMELY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NO OPINION	NOT IMPORTANT AT ALL
Quality of Side Streets	23	75	56	11	8
Quality of Sidewalks	46	68	45	6	8
Amount of Sidewalks	34	60	55	6	18
Quality of Alleyways	14	31	62	18	47
Addition of a Bike Lane	16	31	46	17	62
Improved Cross Walks On All Streets	28	45	64	11	25
Access to a Public Transportation Resource (Bus)	25	30	44	26	48
Access to Pre-Ordered Transportation (Uber, Lyft, Dial-A-Ride)	17	27	40	27	62
Access to Rental Cars and/or Day-Use Cars	8	15	38	32	80
Location of School Bus Stops	19	45	38	40	30
Amount of Directional Signage	15	37	70	17	32
Amount of Cautionary Signage	20	43	65	16	28
Quantity of Street Lights	30	66	57	4	15
Access to Carpool	5	9	37	52	69

How do you currently find out about things going on in the community?	Count
Facebook	147
Newspaper	28
Word-of-mouth	117
Mail	18
Radio	6
Email/E-Newsletters	10
Other	10
Since the Chronical has shut down, there is a huge gap for communication on events.	1
Pod cast... Red Hawk Squawk	1
Village sign	1
Water bill	1
Loss of chronicle was huge	1
LED sign on side of office. But needs to be bigger	1
board at the library	1
Church	1
It is very difficult to find out about things going on in the community, but if the information exists it's from one of those three places.	1
Very difficult to find things going on in the community.	1

Where do you currently feel the Cass City community gathers most?					
	A LOT	QUITE A BIT	SOME	A LITTLE	NOT AT ALL
Athletic Events	67	79	19	5	2
Parades	76	65	27	2	2
The Public Library	6	20	59	73	14
The Parks and Recreation Areas	31	58	64	17	2
Festivals (Freedom Fest, Pink-Or-Treat, Christmas in The Village)	80	68	20	4	0
Music in Rotary Park	11	39	90	26	5
At Various Club Meetings	3	18	78	58	12
After Hours at Restaurants	5	14	66	55	31
Church and Religious Locations	14	64	67	24	3
Business Events	6	13	72	62	18

How much focus should Cass City dedicate toward each of the actions below?				
	A LOT OF FOCUS	A GOOD AMOUNT OF FOCUS	SOME	NONE AT ALL
Diversify Housing Options	23	52	74	23
Develop Community Recreational Amenities	35	79	56	2
Enhance Youth Programs and Spaces	53	64	53	2
Attract Local Employers and Improve Job Access	84	58	31	1
Grow Retail and Dining Experiences	78	66	26	2
Revitalize Downtown	82	51	38	1
Expand Accessible and Active Transportation Infrastructure	21	36	88	27

How much focus should Cass City dedicate toward each of the actions below?				
	A LOT OF FOCUS	A GOOD AMOUNT OF FOCUS	SOME	NONE AT ALL
Strengthen Public Safety Services	26	46	87	14
Improve Road Infrastructure and Maintenance	27	61	81	4
Enhance Traffic Flow and Transportation Planning	14	32	85	41
Develop a Central Hub for Community Activities	17	54	76	24
Support and Enhance Educational Excellence	53	63	46	8
Increase Energy Efficiency and Reduce Utility Costs	67	48	45	11
Foster Strong and Inclusive Local Leadership	45	50	67	9

What are the most important development priorities for Cass City to address over the next five years?		Count
Improve Appearance of Residential Neighborhoods		32
Address Blight and Vacant Homes		76
Install and Improve Sidewalks Community-Wide		62
Install Bike Lanes to Support Non-Motorized Transit		27
Expand and Improve Trails and Parks		49
Add Downtown Greenspaces		17
Increase the Amount of Trees in the Downtown		30
Improve the Aesthetic Appearance of Downtown		74
Expand Cass City's Recreational Activities Like Day Camp and Events		62
Incorporate Art (Sculpture, Statues, Murals) into Public Spaces		28
Improve Road Maintenance		49
Increase Number of Dining Opportunities in the Evening		104
Increase Access to Affordable Childcare		58
Expand Activities for Senior Citizens		30
Designate a Space for a Community Center for Senior and Youth Programs		60

How would you rank the need for a community center for youth, adult, and senior programming in the next five years?		Count
Extremely Important		44
Important		42
Somewhat Important		51
No Opinion		13
Not Important		23

Please indicate which of the following housing types you or your friends and family would benefit from having less, the same amount, or more of in the next five years.

	MORE OF	SAME AMOUNT	LESS OF
Townhomes/Condos	37	99	36
Senior Housing & Independent Living	74	85	13
Apartment Buildings	66	78	28
Duplexes/Triplexes/Quadplexes	43	85	43
Downtown Apartments Above Storefronts	56	91	25
Single-family Housing (Detached Housing)	99	70	5
Rental Housing	69	80	24
Studio Apartments	38	99	31
Accessory Dwelling Units (Tiny Homes, Granny Flats, In-law Suites)	51	79	41
Affordable Housing	123	41	9
Workforce Housing	57	88	27

What new restaurants, businesses, or service providers would you like to see in Cass City in the next five years?

Carters Wendys Family open air Restaurants, Family owned, Sonic Burger King, applebees, Special Event Venue for Weddings community Christmas Ball, fireman's ball

A nice venue or two that larger events can be held in i.e. banquets, weddings, etc.... With a restaurant open evenings.

Something opened after 4 pm that is NOT fast food or everything deep fried or a burger joint only

Indoor archery range, indoor walking and running track, a good Subway, Wendy's, Dairy Queen, Dollar Tree

Medical maryjane club . Like a bar for drinking. A club for getting medacded

Wendy's, better Subway, Dollar Tree, Indoor Archery range, Hungry Howies, Dairy Queen, Indoor walking track—more indoor family opportunities for cold months

Lucky's steak house

Bakery, community center, coffee shop,

Shopping

Just new business in the vacant store fronts

Be nice to be able to get supper at a nice facility

Something similar to Rachel's in Bad Axe, Prost, Panera, Lugos, Starbucks, La Hacienda

Cafes, bistros, pizza parlor, ice cream shop, candy store, toy store, craft store, hobby store, office supply like staples with its ups, and office max or staples type services, health food store, bakery, butcher shop, art class, book store, American food restaurant, Mexican restaurant, Greek restaurant, coney island, "the coney guys" (from elkton), christian book store, womans consignment store, barber, ups store, gift shop, theater to have matinee and with more movie options open more often, community center, promote the old festival of "Christmas Town" displays, like it used to be. City benches to promote gathering, and resting while shopping, womans fitness center, drinking fountains, access point to river for kayaking, more trails.

A bakery, indoor ice cream shop, books and trinkets store, sit down restaurant, and craft store.

Just a dinner place.

Meijer's

Diners

What new restaurants, businesses, or service providers would you like to see in Cass City in the next five years?
I would love to see more sit in diners. We only have two options. When gathering with friends or family they suggest going out of town to go somewhere because there is really not many options here in town. We should add more options for places with activities for all ages. Putt putt would be fun along with an arcade. I don't know how many times we travel to do these activities and how many people would do this and be happy that it isn't something we have to travel far to do. The biggest thing is that everyone has to travel so far away to feel like we can go someplace to have great food and fun for an evening.
I'd love to see at least two new restaurants open that are open later in the day. Also some kind of rental business for party's or meetings.
A nice sit down restaurant that is open for dinner. Any businesses that keep people living in the village limits.
Lugo's, Maybe a Jimmy Johns or Jersey Mike's sub shop
Gift Shops, Craft/Hobby Stores, Downtown Cafes, Diners, or Bakery, More Home Repair Services, Clothing Stores, Specialty Service Shops such as Cobblers, Upholstery, Dry cleaning, Interior Design
Winery/brewery, better hotel/motel or even a bed and breakfast for those visiting the area. Roof top restaurant for summer time such as an Italian more formal dining with an area for events to be hosted. Rental place on river for kayaking/canoe or tubing.
Exercise classes. Homeless assistance. Family restaurant. Small industries.
Would like to see a Hardee's restaurant again. And a car dealership.
Places for teens
Tim Hortons, Chinese restaurant,
I know people don't like the idea of a big store coming to town, but the amount of jobs it would provide could cause an increase in people moving to town, which would result in a drive for more local businesses to open in town.
food options that is open past 6:00 pm that is not fast food. I think that drawing people into town through things such as a community play house, music, food, winery, festivals, things that are unique to Cass City and the thumb area. Festivals bring people to other communities. Bring back the summer festival that was the first week of August. People still ask when the cass city garage sales are.
Restaurants that have a couple of more diverse dishes on their menu—Chinese, Mediterranean, vegetarian options, etc.—would be appreciated. A bakery would also be welcomed. Retail businesses that carry basic clothing , sporting goods, and gift options would be nice—just not sure what our community will support.
Any and all! We need more dining options for the evening that are not fast-food. Any businesses should be welcome. We have too many vacant store fronts and buildings in the village
Bakeries, more Mom & Pop businesses, More restaurants, Clothing and furniture stores, a good meat market
An affordable gym, craft stores, craft stores that teach quilting knitting, crocheting, and other crafting. Affordable sit down restaurants, Chinese restaurants, volunteer opportunities for handicapped people.
More business related to the services that everyone has. Like internet, HVAC, and other contractors. Charmont could be given financial support to improve their parking lot and to improve the motel across the street.
Chinese restaurant, Mexican restaurant, Adult Day Services, Assisted Living Facility, Community Center/Event Venue, Putt-Putt Course, Restaurant that offers live music on weekends (indoor and outdoor), bigger farmers market with weekend availability, Food Truck Festival, Downtown/Townwide Decorating Contests for Holidays, Make Cass City "The Christmas Village again"!!!!!!
N/A
New restaurants that are not pizzerias. I love pizza, but would love to see different flavors and such.
Sit down restaurants after 3 pm.
anything sit-down restaurants more businesses like plant etc to increase jobs yearly outreach even for public services I attend them regularly for my work.and could help coordinate
New restaurants—possibly a Jimmy Johns franchise.
Restaurants open for dinner, more options for diverse food.
Mexican
family restaurants, Integrative /Holistic Health and Wellness practitioners
more fast food for those on the go
More dine in/take out options that are open all day
whole foods

What new restaurants, businesses, or service providers would you like to see in Cass City in the next five years?
A decent restaurant something like Beagios or Club 24, somewhere that looks nice and has good homemade food. Outdoor seating would be very nice in the summer. I don't feel like small shops thrive in Cass City but I think another dining option is needed as many people from Cass City travel to bad axe, caro, kingston to eat why not have a nice option in Cass City and draw people from those towns.
Pizza, Chinese, family dinning, Sunday brunch options
Wendy's
Chinese would be nice.
Transportation system for those unable to drive . Somewhere inside for children to play on a rainy day.
Book store, bakery, main Street shopping/boutiques, activities for younger people
Five Below or a Burlington, Walmart or another grocery store with more then what dollar general offers and that's reasonably priced. More fast food places
More hometown resturant options would be nice.
Ethnic foods besides Pizza, art focus choirs music ceramics, indoor pool
starbucks, Chick-fil-A, kroger, Walmart, aldi
A vet, OB/Gynocologist (Women's health), new building for Ligrow's that is built to be a gym
Massage, Quality pizza restaurant,
Brewery, steak house, Mexican or Chinese
Panda Express, another grocery store for competitive prices, comparable gas prices to Caro—usually 30 cents higher in Cass City
Family owned restaurants and businesses. Not franchises.
Restaurants: just more options than what we have. Maybe an area that held 3–4 different types of foods, whether it be fast food or dine in service.
Some of the restaurants won't come here because we're too small, but any sit-down restaurant to offer options would be nice...Texas Roadhouse, Outback etc. Jimmy Johns would be good, but we probably don't have enough people to support it. Why not see if we could get an Amazon warehouse? After all, where can we get a lot of our goods?
Family restaurant with something for the kids to do. Like a Chuck E. Cheese
Buffalo wild wings
a popular chain that isn't just fastfood
Just more choices for dinner hour
restaurants with better business hours, not fast food. affordable housing. transportation for all but even for the disabled, walking the person into the facility to ensure their safety. shopping stores with shoe options.
Family dining thats affordable
Somewhere nice for evening dining and fill up the vacant store fronts with anything. It would be nice to see some sort of family friendly entertainment, such as a roller skating rink (they're making a comeback) or arcade!
Apple bees and Cullavers
More variety of restaurants and places where people can gather. Breweries or wineries are some suggestions I can think of that are not available in the area.
Dine in pizza place, Place to get good doughnuts/bakery bread
Clothing stores
Lucky's steak house
Sit Down Dining/Mexican restraunt.
Nothing specific, just making it happen in general.
N/A
I would love a Chinese (or any Asian cuisine) restaurant. I think developing a youth center would also be great.
Anything that is quality, outdoor/indoor spaces, etc.
Mexican restaurants.

What new restaurants, businesses, or service providers would you like to see in Cass City in the next five years?
Restaurants
Nice dining restaurants that are open for dinner, something that is not just pizza. Businesses in storefronts instead of vacant stores.
Out door seating.
Lugos, Prost, something like Rachel's in Bad Axe, chinese restaurant, Panera
ice cream shop, bakery, mom and pop restaurant, Chinese restaurant, gift shop (cards, stationary, candles, calendars, home decor, etc), personal care homemade items store (body wash, soap bars, lip balms, etc), florist ON the main road, GOOD health food store, art/craft center for kids and adults (painting classes, clay work, etc), consignment clothing store/boutique, candy store, yoga/pilates/tai chi type studio, book store, nail salon, women's clothing store, cooking class and sales store... in short, the downtown could REALLY use a revitalization. some GREAT shops selling desirable and unique things, or just sold by amazing people, could really do it!
Evening dining options,
Any and all
More restaurant options, coffee shop/cafe (Tim Hortons if not locally owned), game store/activity based business. Wine Shop(glad to hear ones coming)
I would like to see more restaurants and/or a bakery. Some more diversity in the food offerings (Mexican, Middle Eastern, Thai, etc) would be awesome—we love the food we have here but also sometimes crave variety and end up driving out of town for it. It would also be fun to have a board game store in town. Possibly other entertainment like getting a pixel floor or laser tag.
I don't know just another place we can sit at or order online and be delivered. Something fun.
For restaurants, anything that is more diverse than just normal dinner food. So more authentic Mexican, Mediterranean or Indian would all be great to see! For businesses, a third space that isn't a bar would be great to see as well. Caro has a game store, Hit Point Hobbies, and I think Cass City could benefit from some kind of community space for things like board and card games. I have no complaints with the service providers currently available to me.
I would love to see a Jets Pizza, other than that any Ma and Pa place would be welcomed. But we need more people to move here first so we can support new businesses.
I would love to see some kind of activity center for children (skate park, roller rink, bouncy place, teen cafe, etc.), a larger selection of restaurants (mexican, chinese, thai, steakhouse), affordable childcare, and a clothing and/or general store that isn't Family Dollar or Dollar General. We desperately need a comprehensive local newspaper. Something also needs to be done about the outrageous water bills. I would also love to see better integration between the school system and the community.
Chinese, Mexican
Bakery
Drug Store, Bakery!!
Child care focus. There is nothing in town.
Panda Express. Chinese. Beagios. Mexican. Lugos. Actual dollar tree. A nice fresh fruit and meat market. Wendys
Brewery, fine dining , outdoor dining
Panda Express
Variety of restaurants/fast food. Would love to see an Arby's or something not in Caro or Bad Axe to attract more ppl.
Full day dining restaurants, Applebees or something similar. Exercise facility that has swimming pool indoors for winter with classes for different age groups
I grew up here in the 60s/70s and we did not need to leave town to get pretty much anything/everything needed. Multiple grocery stores, mens and womens' clothing stores, general stores with clothing, shoes, home goods etc., variety of dining options ...
Raising Caines, more sit down restaurants
As an older person, I would like walking access year round. We have an awesome grocery store. A new choice of restaurants that cater to gluten free diets.
Steakhouse type restaurant, fresh meat market and produce, and a quality experience destination for travelers.
Lugo's,
Buffet
Family dining open later (9pm) on week nights

What new restaurants, businesses, or service providers would you like to see in Cass City in the next five years?

Nail tech, gift, flower, coffee , bakery, coney island, restaurants

Olive Garden, Applebee's, flower shop,

Burger King or Wendys; Chinese; something like Franklin Inn buffet/bar/restaurant;

Chinese restaurant clothing store

Unique, niche businesses , Frankenmuth as one example

Another restaurant. Indoor arcade and play place for kids. Manufacturing

Local businesses

Mexican restaurant, BK, KFC, Walmart, clothing stores

A local pharmacy and sit down restaurant but not a fast food restaurant.

Fine Dining and Official Camping facilities including access to water sport activities

Popeyes, Fine dining, roller skating rink

affordable clothing stores, affordable grocery store

Costco/Sam's club! Wholesale shopping. Local grocery store is expensive and limited options. Chick-fil-a restaurant would be awesome.

Something that stays open later like 10pm

Steakhouse

Culver's

More Fast Food.

Arbys

Arby's Applebees

More kids opportunities

A bakery, a bookstore

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.

A nice venue or two that larger events can be held in i.e. banquets, weddings, etc. With a restaurant open evenings.

Something opened after 4 pm that is NOT fast food or everything deep fried or a burger joint only

Indoor archery range, indoor walking and running track, a good Subway, Wendy's, Dairy Queen, Dollar Tree

Medical maryjane club . Like a bar for drinking. A club for getting medacded

Wendy's, better Subway, Dollar Tree, Indoor Archery range, Hungry Howies, Dairy Queen, Indoor walking track—more indoor family opportunities for cold months

Lucky's steak house

Bakery, community center, coffee shop,

Shopping

Just new business in the vacant store fronts

Be nice to be able to get supper at a nice facility

Something similar to Rachel's in Bad Axe, Prost, Panera, Lugos, Starbucks, La Hacienda

Cafes, bistros, pizza parlor, ice cream shop, candy store, toy store, craft store, hobby store, office supply like staples with its ups, and office max or staples type services, health food store, bakery, butcher shop, art class, book store, American food restaurant, Mexican restaurant, Greek restaurant, coney island, "the coney guys" (from elkton), christian book store, womans consignment store, barber, ups store, gift shop, theater to have matinee and with more movie options open more often, community center, promote the old festival of "Christmas Town" displays, like it used to be. City benches to promote gathering, and resting while shopping, womans fitness center, drinking fountains, access point to river for kayaking, more trails.

A bakery, indoor ice cream shop, books and trinkets store, sit down restaurant, and craft store.

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.
Just a dinner place.
Meijer's
Diners
I would love to see more sit in diners. We only have two options. When gathering with friends or family they suggest going out of town to go somewhere because there is really not many options here in town. We should add more options for places with activities for all ages. Putt putt would be fun along with an arcade. I don't know how many times we travel to do these activities and how many people would do this and be happy that it isn't something we have to travel far to do. The biggest thing is that everyone has to travel so far away to feel like we can go someplace to have great food and fun for an evening.
I'd love to see at least two new restaurants open that are open later in the day. Also some kind of rental business for party's or meetings.
A nice sit down restaurant that is open for dinner. Any businesses that keep people living in the village limits.
Lugo's, Maybe a Jimmy Johns or Jersey Mike's sub shop
Gift Shops, Craft/Hobby Stores, Downtown Cafes, Diners, or Bakery, More Home Repair Services, Clothing Stores, Specialty Service Shops such as Cobblers, Upholstery, Dry cleaning, Interior Design
Winery/brewery, better hotel/motel or even a bed and breakfast for those visiting the area. Roof top restaurant for summer time such as an Italian more formal dining with an area for events to be hosted. Rental place on river for kayaking/canoe or tubing.
Exercise classes. Homeless assistance. Family restaurant. Small industries.
Would like to see a Hardee's restaurant again. And a car dealership.
Places for teens
Tim Hortons, Chinese restaurant,
I know people don't like the idea of a big store coming to town, but the amount of jobs it would provide could cause an increase in people moving to town, which would result in a drive for more local businesses to open in town.
food options that is open past 6:00 pm that is not fast food. I think that drawing people into town through things such as a community play house, music, food, winery, festivals, things that are unique to Cass City and the thumb area. Festivals bring people to other communities. Bring back the summer festival that was the first week of August. People still ask when the cass city garage sales are.
Restaurants that have a couple of more diverse dishes on their menu—Chinese, Mediterranean, vegetarian options, etc.—would be appreciated. A bakery would also be welcomed. Retail businesses that carry basic clothing , sporting goods, and gift options would be nice—just not sure what our community will support.
Any and all! We need more dining options for the evening that are not fast-food. Any businesses should be welcome. We have too many vacant store fronts and buildings in the village
Bakeries, more Mom & Pop businesses, More restaurants, Clothing and furniture stores, a good meat market
An affordable gym, craft stores, craft stores that teach quilting knitting, crocheting, and other crafting. Affordable sit down restaurants, Chinese restaurants, volunteer opportunities for handicapped people.
More business related to the services that everyone has. Like internet, HVAC, and other contractors. Charmont could be given financial support to improve their parking lot and to improve the motel across the street.
Chinese restaurant, Mexican restaurant, Adult Day Services, Assisted Living Facility, Community Center/Event Venue, Putt-Putt Course, Restaurant that offers live music on weekends (indoor and outdoor), bigger farmers market with weekend availability, Food Truck Festival, Downtown/Townwide Decorating Contests for Holidays, Make Cass City "The Christmas Village again"!!!!!!
N/A
New restaurants that are not pizzerias. I love pizza, but would love to see different flavors and such.
Sit down restaurants after 3 pm.
anything sit-down restaurants more businesses like plant etc to increase jobs yearly outreach even for public services I attend them regularly for my work.and could help coordinate
New restaurants—possibly a Jimmy Johns franchise.
Restaurants open for dinner, more options for diverse food.
Mexican
family restaurants, Integrative /Holistic Health and Wellness practitioners

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.
more fast food for those on the go
More dine in/take out options that are open all day
whole foods
A decent restaurant something like Beagios or Club 24, somewhere that looks nice and has good homemade food. Outdoor seating would be very nice in the summer. I don't feel like small shops thrive in Cass City but I think another dining option is needed as many people from Cass City travel to bad axe, caro, kingston to eat why not have a nice option in Cass City and draw people from those towns.
Pizza, Chinese, family dinning, Sunday brunch options
Wendy's
Chinese would be nice.
Transportation system for those unable to drive . Somewhere inside for children to play on a rainy day.
Book store, bakery, main Street shopping/boutiques, activities for younger people
Five Below or a Burlington, Walmart or another grocery store with more then what dollar general offers and that's reasonably priced. More fast food places
More hometown resturant options would be nice.
Ethnic foods besides Pizza, art focus choirs music ceramics, indoor pool
starbucks, Chick-fil-A, kroger, Walmart, aldi
A vet, OB/Gynocologist (Women's health), new building for Ligrow's that is built to be a gym
Massage, Quality pizza restaurant,
Brewery, steak house, Mexican or Chinese
Panda Express, another grocery store for competitive prices, comparable gas prices to Caro—usually 30 cents higher in Cass City
Family owned restaurants and businesses. Not franchises.
Restaurants: just more options than what we have. Maybe an area that held 3–4 different types of foods, whether it be fast food or dine in service.
Some of the restaurants won't come here because we're too small, but any sit-down restaurant to offer options would be nice...Texas Roadhouse, Outback etc. Jimmy Johns would be good, but we probably don't have enough people to support it. Why not see if we could get an Amazon warehouse? After all, where can we get a lot of our goods?
Family restaurant with something for the kids to do. Like a Chuck E. Cheese
Buffalo wild wings
a popular chain that isn't just fastfood
Just more choices for dinner hour
restaurants with better business hours, not fast food. affordable housing. transportation for all but even for the disabled, walking the person into the facility to ensure their safety. shopping stores with shoe options.
Family dining thats affordable
Somewhere nice for evening dining and fill up the vacant store fronts with anything. It would be nice to see some sort of family friendly entertainment, such as a roller skating rink (they're making a comeback) or arcade!
Apple bees and Cullavers
More variety of restaurants and places where people can gather. Breweries or wineries are some suggestions I can think of that are not available in the area.
Dine in pizza place, Place to get good doughnuts/bakery bread
Clothing stores
Lucky's steak house
Sit Down Dining/Mexican restraunt.
Nothing specific, just making it happen in general.
N/A

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.
I would love a Chinese (or any Asian cuisine) restaurant. I think developing a youth center would also be great.
Anything that is quality, outdoor/indoor spaces, etc.
Mexican restaurants.
Restaurants
Nice dining restaurants that are open for dinner, something that is not just pizza. Businesses in storefronts instead of vacant stores.
Out door seating.
Lugos, Prost, something like Rachel's in Bad Axe, chinese restaurant, Panera
ice cream shop, bakery, mom and pop restaurant, Chinese restaurant, gift shop (cards, stationary, candles, calendars, home decor, etc), personal care homemade items store (body wash, soap bars, lip balms, etc), florist ON the main road, GOOD health food store, art/craft center for kids and adults (painting classes, clay work, etc), consignment clothing store/boutique, candy store, yoga/pilates/tai chi type studio, book store, nail salon, women's clothing store, cooking class and sales store... in short, the downtown could REALLY use a revitalization. some GREAT shops selling desirable and unique things, or just sold by amazing people, could really do it!
Evening dining options,
Any and all
More restaurant options, coffee shop/cafe (Tim Hortons if not locally owned), game store/activity based business. Wine Shop(glad to hear ones coming)
I would like to see more restaurants and/or a bakery. Some more diversity in the food offerings (Mexican, Middle Eastern, Thai, etc) would be awesome—we love the food we have here but also sometimes crave variety and end up driving out of town for it. It would also be fun to have a board game store in town. Possibly other entertainment like getting a pixel floor or laser tag.
I don't know just another place we can sit at or order online and be delivered. Something fun.
For restaurants, anything that is more diverse than just normal dinner food. So more authentic Mexican, Mediterranean or Indian would all be great to see! For businesses, a third space that isn't a bar would be great to see as well. Caro has a game store, Hit Point Hobbies, and I think Cass City could benefit from some kind of community space for things like board and card games. I have no complaints with the service providers currently available to me.
I would love to see a Jets Pizza, other than that any Ma and Pa place would be welcomed. But we need more people to move here first so we can support new businesses.
I would love to see some kind of activity center for children (skate park, roller rink, bouncy place, teen cafe, etc.), a larger selection of restaurants (mexican, chinese, thai, steakhouse), affordable childcare, and a clothing and/or general store that isn't Family Dollar or Dollar General. We desperately need a comprehensive local newspaper. Something also needs to be done about the outrageous water bills. I would also love to see better integration between the school system and the community.
Chinese, Mexican
Bakery
Drug Store, Bakery!!
Child care focus. There is nothing in town.
Panda Express. Chinese. Beagios. Mexican. Lugos. Actual dollar tree. A nice fresh fruit and meat market. Wendys
Brewery, fine dining , outdoor dining
Panda Express
Variety of restaurants/fast food. Would love to see an Arby's or something not in Caro or Bad Axe to attract more ppl.
Full day dining restaurants, Applebees or something similar. Exercise facility that has swimming pool indoors for winter with classes for different age groups
I grew up here in the 60s/70s and we did not need to leave town to get pretty much anything/everything needed. Multiple grocery stores, mens and womens' clothing stores, general stores with clothing, shoes, home goods etc., variety of dining options ...
Raising Caines, more sit down restaurants
As an older person, I would like walking access year round. We have an awesome grocery store. A new choice of restaurants that cater to gluten free diets.
Steakhouse type restaurant, fresh meat market and produce, and a quality experience destination for travelers.

Please identify additional development priorities that you would like the Village to prioritize that were not addressed in the above questions.
Lugo's,
Buffet
Family dining open later (9pm) on week nights
Nail tech, gift, flower, coffee , bakery, coney island, restaurants
Olive Garden,Applebee's, flower shop,
Burger King or Wendys; Chinese; something like Franklin Inn buffet/bar/restarant;
Chinese restaurant clothing store
Unique, niche businesses , Frankenmuth as one example
Another restaurant. Indoor arcade and play place for kids. Manufacturing
Local businesses
Mexican restaurant, BK, KFC, Walmart, clothing stores
A local pharmacy and sit down restaurant but not a fast food restaurant.
Fine Dining and Official Camping facilities including access to water sport activities
Popeyes, Fine dining, roller skating rink
affordable clothing stores, affordable grocery store
Costco/Sam's club! Wholesale shopping. Local grocery store is expensive and limited options. Chick-fil-a restaurant would be awesome.
Something that stays open later like 10pm
Steakhouse
Culver's
More Fast Food.
Arbys
Arby's Applebees
More kids opportunities
A bakery, a bookstore

Additional comments:

One section of town is in decay, tear down town building that have been empty and look horrible and replace with green, open, town square. Slow down traffic on main and Seeger streets it is way too fast
We love this town, it's a safe community, but it is in between eras of yesteryear, and it's future potential. Terrific school support, sporting and church families would value with a richer downtown wholesome upgrade. I see the buildings of what it was, I'd like it to be like that again. We are in the midst of a great rebirth. I hope faith based environment is respected for families to want to be here, and children to desire to stay and raise their children because of what connection with traditions and access this place can be.
I would love to see downtown Main Street in a state that stands out to anyone who drives through so that we can build the tourism and bring more diverse businesses and money into our city. Marketing would also help once we get a few things that attract visitors.
Good luck! Thanks for the opportunity to provide input!
Cass City is a wonderful place to live, but it is becoming an expensive place to live. Our water bills are very high, and our taxes keep increasing even though our property value is decreasing due to our neighborhood decline.
N/A
N/A
None
Side streets need work. The area of street going into my drive is a giant hole.
The town definitely needs more options for senior citizen activity and transportation

Additional comments:
Please consider some kind of resource to help residents with home repairs. I am the only one working to support a family of 5, my husband is disable due to his heart. We make too much to get help from the county, but barely enough to survive on and afford the repairs that need to be done. Our plumbing is awful, most of it doesn't work right. Windows and gutters need replaced. Our air quit working in the beginning of July and I have a husband and child both with heart conditions living in a sauna of a house all summer. And we went months last fall and winter without the heat working because we couldn't afford to get someone to fix it sooner.
Nope
N/A
Do every other thing we can to make the town more appealing for people to move to and raise their families, then focus on promoting new businesses.
None
As someone who thinks of themselves as fairly new to the area, greater communication about activities in the area would be huge! I don't have any friends in the area so it's very lonely and would love the opportunity to meet other individuals. Also have a 2 yr old so activities or mom groups would be helpful.
N/A
None
None
North and south Seeger street need trees planted in the bare areas where the former large maples were. Back in the 40s through 80s, Seeger was known for its beautiful trees that would turn to beautiful colors in the fall. Now there are big open gaps where the old trees were removed and NOT replaced. Cass City should remain a tree-lined community. Trees add to our communities friendliness.
Plug a question into ChatGPT like "considering the history, demographics and location of Cass City, Michigan how could it be transformed into a destination Main Street?" and you will get as many workable ideas and detailed plans as you would paying consulting firms. Try it
We just don't have the population to support much here. Invest in manufacturing jobs.
Age category needs an edit. 24–25 should be 24–34
Improve pickleball courts

FORMATTED WITH THE ASSISTANCE OF:



235 East Main Street, Suite 105
Northville, MI 48167
mcka.com

Cass City

WWW.CASSCITY.ORG