AGENDA

Planning Commission
Tuesday, January 21, 2020
Regular Scheduled Meeting– 6:30 P.M.

All Cell Phones must be on Silent or Shut Off

Agenda Topics:

1. Call to Order:

2. Roll Call:

3. Pledge of Allegiance:

4. Review of Minutes of Previous Meeting:

    a. <u>December 17, 2019</u>   **AR**

5. Public Participation (Public Comment Process on back of agenda):

6. Old Business:

    a. <u>2020 Village of Shelby Master Plan – Vision, Goals, And Strategies</u>   **D**

7. New Business:

8. Adjournment:

AR- Action Requested
D- Discussion Item

Public Comment Process

1. Each citizen may speak for a maximum of three minutes during a Public Comment period unless the governing body votes to extend the time.

2. Citizens will be acknowledged by the President and will address all comments to the Council.

   a. Citizen speakers will address the Council and will begin their remarks by stating their name and address.

   b. Discussions between citizen speakers and members of the audience will not be allowed.

   c. Citizens who have prepared written remarks or supporting documents are encouraged to leave a copy of such remarks with the Village Clerk for inclusion in the Council minutes.

   d. Citizen speakers are to express their own views, rather than speak for others.

   e. Citizen speakers are to address Council, on the agenda or policy in question, not on personalities of the Village Officials or other members of the public. Challenge ideas, not people.

3. Avoid talking while others are speaking

4. Respect agreements about time

5. The President will exercise his/her right to cut off discussions that are too personal, too loud or too crude

6. If requested by a member of the Council, the President shall have discretion to allow a member of the audience to speak at times other than reserved time for citizen participation.

VILLAGE OF SHELBY
PLANNING COMMISSION
Tuesday, December 17, 2019 at 6:30 P.M.
MEETING PROCEEDINGS

1. CALL TO ORDER:

The Village of Shelby Planning Commission Meeting was called to order at 6:30 P.M. by Vice-Chairman John Sutton.

2. ROLL CALL:

Answering Roll Call: John Sutton, Paul Inglis, Tara Kelley, Mark Baker, Tim Horton, Kathy Martin, Wallace Martin, and Samantha Near.
Absent: Richard Setlak.
Staff Present: Village Administrator.

3. PLEDGE OF ALLEGIANCE: All stood for the pledge.

4. MINUTES:

a.) November 19, 2019

Paul Inglis moved to approve the minutes of the Regularly Scheduled Planning Commission meeting of November 19, 2019 as prepared.
Seconded by: Kathy Martin.

Voice Vote: All in favor.
Motion Carried.

5. CITIZEN PARTICIPATION: No Citizen Participation.

6. OLD BUSINESS:

a.) Master Plan – Update/Next Steps

VA Widigan spoke with Andy Moore of Williams and Works and provided an update regarding the status of the Master Plan. Mr. Moore will be sending the report on the community survey and would like the members of the Planning Commission to review it and take notes of concerns, observations, and focus areas. Mr. Moore will be up in January for a meeting with the original small group to review the report.

7. NEW BUSINESS:

a.) Planning Commission Bylaws Update

Rich Setlak, Kathy Martin, and Wallace Martin's terms are up at the end of this year. VA Widigan spoke with Kathy Martin and has indicated that she and Wallace Martin are not looking to be re-appointed at this time. The Village is looking to reduce the number of Planning Commission members from nine to seven. One of the largest concerns and biggest reasons for reducing the number of members is due to the lack of quorum. Four Planning Commission meetings were cancelled this year alone due to lack of a quorum. The Village of Shelby Council agreed that a seven-member board would be more efficient and make more sense for the town the size of Shelby.

Paul Inglis moved to approve the Village of Shelby Planning Commission bylaws as presented with proposed changes to sections 2a, 7b, 7g, and 12.
Seconded by: Mark Baker.

Roll Call Vote:
Ayes: Inglis, Baker, Sutton, Kelley, Horton, Martin, Martin, and Near.
Motion Carried.
Absent: Richard Setlak.

b.) Planning Commission Terms

Two Planning Commission terms are up as of December 31, 2019. Rich Setlak and Timothy Horton will need to be re-appointed for their terms. Mr. Setlak would like to be re-appointed for a one-year term, and Mr. Horton a two-year term.

Mark Baker moved to recommend to the Village of Shelby Council that Planning Commission member Richard Setlak and Timothy Horton be re-appointed to the Village of Shelby Planning Commission, with Richard Setlak being appointed for a one-year term beginning January 1, 2020, and expiring on December 31, 2020, and Timothy Horton being appointed fir a two-year term beginning January 1, 2020, and expiring on December 31, 2021.
Seconded by: Tara Kelley.

Roll Call Vote:
Ayes: Baker, Kelley, Inglis, Sutton, Horton, Martin, Martin, and Near.
Motion Carried.
Absent: Richard Setlak.

Tim Horton moved to elect Richard Setlak as Chair; John Sutton as Vice-Chair; and Samantha Near as Secretary of the Village of Shelby Planning Commission.
Seconded by: Paul Inglis.

Roll Call Vote:
Ayes: Horton, Inglis, Baker, Kelley, Sutton, Martin, Martin, and Near.
Motion Carried.
Absent: Richard Setlak.

8. ADJOURNMENT: Kathy Martin moved to adjourn the meeting at 7:22 P.M.
Seconded by: Mark Baker

Voice Vote: All in favor.
Motion Carried.

Planning Commission Meeting minutes are not official until approved at the next Regularly Scheduled Planning Commission Meeting of January 20, 2020.

Approved ☐

_____   _____

Minutes Respectfully Submitted by VA Widigan   Date

Date: January 17, 2020

To: Planning Commission Members

From: Robert Widigan, Village Administrator

RE: 2020 Village of Shelby Master Plan – Vision, Goals, And Strategies

---

SUMMARY OF REQUEST

Andy Moore from Williams and Works has sent us the Vision, Goals, And Strategies for the 2020 Village of Shelby Master Plan. This is a nine (9) pages document, and on Tuesday, we will go over the document together during our meeting. Any suggested edits or notes made during our review, I will send to Andy Moore.

Also included in the packet is the Shelby Public Input Summary Report PDF, which was sent out to the Planning Commission on Wednesday, December 18, 2019, for you to review over the Holidays and to provide feedback no later than Monday, January 6th. This document is simply included for your records – no discussion is needed on Tuesday.

FINANCIAL IMPACT

None.

BUDGET ACTION REQUIRED

None.

STAFF RECOMMENDATION

No action is required – we will review the nine (9) page document together on Tuesday. Any notes made will be sent to Andy Moore.

COMMITTEE RECOMMENDATION

None.

2020 VILLAGE OF SHELBY MASTER PLAN

Vision, Goals, and Strategies

Community Themes

In order to meaningfully plan for its future, a community must think strategically. The Village of Shelby Master Plan strives to enact the vision of the community for the natural and built environments. In the community survey conducted in support of this Plan, members of the community expressed ideas and opinions regarding future land use planning in the Village. Each theme outlined below was created from input received in the community survey and includes an explanation related to the raw results.

1. **Development & Redevelopment.** The majority of survey respondents (73%) believed the Village is growing too slowly. Residents desire increased business development and revitalization of the downtown.

2. **Recreation & the Natural Environment.** This theme addresses residents' strong desire to protect groundwater and natural areas, improve park areas, and promote recreation on the William Field Memorial Hart-Montague Trail.

3. **Infrastructure & Mobility.** This theme addresses residents' desire for increased sidewalk connectivity, safe crosswalks, and improved roads.

4. **Neighborhoods & Housing.** Residents indicated a desire to improve neighborhoods and increase housing availability for people of all ages.

5. **Placemaking & Regional Coordination.** Residents indicated a strong desire for community gathering places, attracting visitors to the downtown, and providing spaces and events for people of all ages to enjoy.

A Sense of Direction

The overarching themes identified in the community input provides a foundation for developing a community vision, along with goals and objectives for achieving that vision. The following vision was developed for the Village:

The Village of Shelby maintains a small-town character while offering ample business opportunities. A multi-generational community thrives in a vibrant and resilient environment that promotes sustainability of natural features, accessibility of built features, and hospitality among neighbors. Exceptional recreation opportunities promote connectivity between local and regional destinations, contributing to the economic viability and identity of the downtown.

This vision provides a relatively broad yet concise description of the desired future community. Enacting and implementing this vision involves the following core components, which will provide the overarching principles for goals and objectives:

Core Components

Resiliency

Ecology

Accessibility

Hospitality

Identity

These core components provide principles by which the desired community vision may be achieved. Shelby has a distinct advantage as a small, closely knit community to make a significant impact when its citizens collectively put their minds to a task. Based on the core concepts, several smaller goals and objectives have been developed. Each goal describes the Village's long-term vision for the community, while the objectives detail the individual steps to achieve that vision. Goal statements are intentionally more general, while objectives are intentionally more specific.

Together, goals and objectives serve as the policy foundation for the Village of Shelby Master Plan by defining values and visions that the Village strives to achieve. These are based on input received from residents, business owners, property owners, and elected and appointed officials. Goals and objectives are intended to provide an overview of the desired future character of the community, provide guidance for land use and public policy decision-making, and serve as a reference for future zoning and land use decisions.

This portion of the plan is designed to be action oriented. There is also a realization that, because of limited human and fiscal resources, strategies should be prioritized so those viewed as most important by the community get attention first. As a follow-up to adopting these strategies, a prioritized work strategy should be put forth as an annual work plan.

1. RESILIANCY DEVELOPMENT & REDEVELOPMENT

Goal 1: Commercial and industrial development will provide a range of quality job opportunities and occur in a controlled and responsible manner, compatible with surrounding land use patterns.

Strategies:

a. Promote consolidated commercial development along select portions of 1st Street, Michigan Avenue, and State Street rather than permitting sprawling strip development and multiple access points along these corridors.

b. Review and revise zoning ordinance standards, as appropriate, related to building and site design to promote quality commercial and industrial uses, while retaining the small-town character of the Village.

c. Investigate steps the Village can implement to foster local businesses with regionally and locally produced goods.

d. Utilize buffers, landscaping, and screening to minimize land use conflicts and discourage the encroachment of commercial or industrial uses into residential areas.

e. Evaluate zoning ordinance standards for site plan review and zoning uses in commercial and industrial districts to ensure approvals will meet design standards and allow for appropriate development and redevelopment.

f. Encourage infill and redevelopment of existing industrial and commercial areas and limit industrial development to locations designated on the Future Land Use Map.

g. Develop a business retention program that includes annual visits to local industries and businesses to discuss topics of mutual concern.

Goal 2: The Village of Shelby will promote its exceptional location near Lake Michigan and the William Field Memorial Hart-Montague Trail for economic development.

Strategies:

a. Establish a marketing campaign or brand for the Village targeting seasonal residents, identifying the Village as a regional trail town or recreational destination.

b. Look for opportunities to increase trail connections in the Village, such as a historic interpretive trail around the Shelby Community or a Community loop highlighting points of interest around town.

c. Encourage connections between the William Field Memorial Hart-Montague Trail and the downtown area through wayfinding signage and improved pedestrian and bicycle access.

d. Work with area attractions (e.g., Silver Lake State Park and other area campgrounds) to distribute promotional materials about Shelby in their facilities (e.g., maps, coupons from area businesses, etc.).

e. Promote recreational activity and tourism through site plan review standards that enable the Village to require certain site amenities of developers, such as sidewalks, trail linkages, deceleration lanes, and bike racks.

Goal 3: Receive and maintain status as a Redevelopment Ready Community (RRC) through the Michigan Economic Development Corporation.

    a. Follow the best practices of the RRC program.

    b. Maintain an up-to-date list of priority redevelopment sites.

2. ECOLOGY RECREATION & THE NATURAL ENVIRONMENT

Goal 1: The Village of Shelby will promote sustainable use of groundwater resources and help preserve natural features by protecting areas with high-quality habitat.

Strategies:

    a. Create stormwater management standards that promote the quality of groundwater, giving preference to low impact techniques such as rain gardens and sunken landscape islands.

    b. Encourage new developments and street reconstruction that reduces impervious surfaces, implements green stormwater infrastructure, and increases land availability for natural groundwater recharge.

    a. Encourage education and cooperation among residents, waste haulers, landfill operations, and governmental entities for addressing solid waste disposal (preferred methods of disposal, recycling and composting, etc.) and common household contaminants.

    b. Implement a program to encourage the protection, maintenance, and addition of street trees to increase natural features, mitigate heat and glare from urban infrastructure, and enhance community aesthetics.

    c. Review and revise zoning standards, as appropriate, to ensure that natural features such as woodlands and wetlands are being protected and/or reasonably integrated into new development.

Goal 2: Parks, recreation, and trail systems will be highlighted as an exceptional quality of the Village and contribute to the physical and mental well-being of residents and visitors.

Strategies:

    a. Develop wayfinding signs and/or interpretive plaques to direct people to points of interest, including the William Field Memorial Hart-Montague Trail, bike paths, parks, historic sites, and other points of interest.

    b. Pursue opportunities to connect parks and open spaces that enhance pedestrian access in common areas and preserve natural features, such as a connection between Mead and Getty Parks.

    c. Develop and redevelop park facilities that encourage recreation and provide gathering spaces for all people, including barrier-free ADA compliant designs.

    d. Develop a strong bike path and sidewalk system that provides safe connections between neighborhoods and schools, downtown, and parks.

e. Encourage additional improvements and connections to the William Field Memorial Hart-Montague Trail and market the trail to residents and visitors alike.

f. Continue cooperating with the Shelby Public Schools to provide youth recreation programming and investigate the need for more organized teen activities.

g. Maintain a 5-Year Parks and Recreation Plan to remain eligible for recreation grants through the Michigan Department of Natural Resources (MDNR).

3. ACCESSIBILITY INFRASTRUCTURE & MOBILITY

Goal 1: The Village of Shelby will maintain a safe and efficient transportation network that is consistent with the rural character of the area, coordinated with future land use patterns, and serves citizens of all means, abilities, and ages.

Strategies:

a. Identify areas where traffic calming mechanisms should be employed, especially in neighborhoods and downtown.

b. Establish a Complete Streets policy to encourage equitable use of the road by all types of users, including motorists, pedestrians, and bicyclists.

c. Investigate an overlay district for 1st Street and State Street to control access, provide consistent landscaping and signage themes, and provide trail easements along frontage.

d. Consolidate existing driveways on arterial and collector streets when opportunities are present.

e. Promote neighborhood streets that provide direct connections to local destinations, such as parks, trails, or common open space.

f. Adopt and implement a sidewalk repair and enhancement program throughout the Village to encourage sidewalk maintenance and crosswalk demarcation.

Goal 2: Necessary facilities and services will serve the needs of residents in accordance with the capacity and character of the Village.

Strategies:

a. Promote a coordinated approach between the Village and Township for the planning, provision, and expansion of public sanitary systems.

b. Promote dialog with the county and surrounding communities regarding shared services to stretch limited community resources.

c. Explore, with state and county officials, opportunities to promote meaningful alternative energy.

d. Develop a local weatherization program to improve housing efficiency and reduce energy costs in neighborhoods.

4. HOSPITALITY NEIGHBORHOODS & HOUSING

Goal 1: Neighborhoods will accommodate a variety of housing types to serve various ages, income levels, and lifestyles of residents.

Strategies:

a. Establish policies and mechanisms that encourage the retention of aging residents through mixed use housing, senior accommodations, accessory dwellings, and walkable developments.

b. Foster a housing infill program for vacant or underutilized properties where new development aligns with the existing character of homes in the neighborhood.

c. Encourage traditional and urban housing types in accordance with the character of different neighborhoods, including residential-above-retail and attached dwellings, with increased density near the downtown area.

d. Review and revise, as appropriate, zoning standards for residential districts to allow various types of housing in accordance with the character and capacity of the area and reduce illegal conversions of single-family to multiple-family homes.

Goal 2. Neighborhoods will foster positive social interaction by being connected, safe, walkable, and attractive throughout the Village of Shelby.

a. Protect residential property from blight through strict enforcement of the Blight Prevention and Elimination Ordinance, enactment of a Property Maintenance Code, and improved inspection through the cooperative efforts of the Village and property owners.

b. Develop educational materials regarding simple home maintenance, weatherization efforts, and the Village's maintenance standards that can be published in newsletters, on the website, or made available in other prominent public places.

c. Work with area banks to take advantage of low interest housing rehabilitation programs, such as Property Improvement Program loans, available through the Michigan State Housing Development Authority.

d. Designate central neighborhood gathering spaces to foster positive interactions among neighbors, such as the creation and/or maintenance of neighborhood parks, church yards, or school grounds.

e. Coordinate with local schools, churches, and senior citizens to initiate neighborhood-based programs and activities, such as periodic social gatherings, community gardens, street tree propagation, small home improvement, a community tool box program, or landscaping programs.

f. Engage in a simple public "spruce-up campaign" that could spark interest in property maintenance and be integrated as a community event through a beautification contest involving residents and businesses.

g. Identify several areas in the Village that can be beautified then work with civic, business, neighborhood, church, and school groups to sponsor activities to upgrade these areas.

Goal 3. The Village's zoning standards will promote the health, safety, and welfare of residents and support the Master Plan, while also providing flexibility to protect the private property rights of landowners.

a. Prepare and adopt revisions to the zoning ordinance in order to implement the policies of the new Master Plan.

b. Review and revise zoning procedures, as appropriate, to ensure zoning application processes are clear and simple.

c. Develop strategies to communicate planning and zoning procedures, land use issues, and applicable trends with the community, such as through the Village website, a newsletter, school libraries, or social media.

5. IDENTITY PLACEMAKING & REGIONAL COORDINATION

Goal 1: The Village of Shelby will foster its small-town character through distinct community characteristics, such as natural features, recreation, historic architecture, and cultural history.

Strategies:

a. Coordinate with civic groups, the school system, and churches to promote shared resources and support diverse recreational, cultural, youth, and family activities.

b. Implement community engagement events that highlight the Village's character, ethnic diversity, and promote community awareness, such as a holiday decorating competition or a home and garden tour.

c. Engage in a hospitality training program for service business and employees to train them regarding community events and area attractions.

d. Invest in wayfinding signage or markers that promote the Village's cultural, natural, and recreational resources and ensures equitable use of roadways by different types of users.

e. Promote the Village's image a trail town through special events that highlight and/or celebrate the William Field Memorial Hart-Montague trail and encourage retail promotions that attract people to the downtown area.

f. Enact site plan review standards which enable the Planning Commission to require certain site amenities of developers, including such things as trails, benches, sidewalks, and bike racks.

g. Ensure zoning standards allow for appropriate site design elements, such as landscaping and signage, that align with the character of the surrounding area.

Goal 2: Build a downtown that serves as a hub of community activity providing a unique and beautiful backdrop for area events, social interaction, and commerce.

Strategies:

a. Encourage programs and policies which maintain an attractive streetscape with planters, street trees, and landscaping, and which promote walkability and a sense of place within the downtown.

b. Work with anchor downtown businesses to strengthen their position in the community and cross promote with other businesses.

c. Promote infill development that is consistent and complementary to the traditional downtown design and ensure this type of development is permitted and encouraged in the zoning ordinance.

d. Develop and implement downtown design standards that enhance building form, function, and aesthetics throughout the downtown area.

e. Implement the Main Street Four-Points® of the Michigan Main Street Program revitalization techniques: design, economic vitality, promotion, and organization.

f. Create a Downtown Development Authority (DDA) to function as a catalyst for development in the downtown area through the implementation of public improvements, such as rehabilitation of structures, protection of historic buildings, and an attractive streetscape.

g. Plan and implement community events downtown to encourage residents and visitors to enjoy local amenities and businesses.

h. Evaluate zoning standards for the Central Business District to ensure all desired uses are permitted and required dimensional standards are appropriate, such as permitted building height, residential-over-retail dwellings, and mixed use developments.

Goal 3: The Village will value unity and cooperation with neighboring communities, considering the regional context when planning future growth, development, public services, and natural resource preservation.

Strategies:

1. Annually, conduct a combined workshop of the Township Board, Village Council and the respective Planning Commissions and Zoning Board of Appeals to review matters of planning and development and to assist in the prioritization of program activities.

2. Pursue an ongoing program of intergovernmental coordination and planning with Shelby Township and the county, recognizing the Village's role in the region for urban development and services.

3. Where practical, identify a future land use pattern that is compatible with the surrounding land uses in Shelby Township.

4. Prepare a short- and long-term capital improvement programs covering major infrastructure and facility needs.

5. Collaborate with communities along the William Field Memorial Hart-Montague Trail to promote the use of the trail and exploration of each community on the journey, such as New Era, Rothbury, Stony Lake, Hesperia and Hart.

PUBLIC INPUT SUMMARY REPORT

Introduction

September through November of 2019, the Village of Shelby issued opinion surveys for the purpose of gathering public opinions regarding land use and planning in the Village. This community input is useful for guiding policy decisions in the updated Village Master Plan. The survey gathered a large amount of quantifiable data from property owners in the Village, which will help set policy relative to growth and development in the community over the next twenty or more years.

This report presents the findings of the survey. It includes a summary of the methods used to solicit feedback, its findings in terms of the input and quantified data received, and an analysis of the significance of the conclusions.

Community Survey

Methodology and General Information

The survey questions were developed by the Planning Commission with assistance from Williams & Works. The survey was organized into two sections: background questions and land use questions. The survey was conducted through the online survey tool SurveyMonkey and publicized through several digital methods, including the Village Facebook page and email. The survey was available in both English and Spanish. A total of 89 responses were completed by the November 11, 2019 deadline. This results in a rate of return of approximately 4.3% and a confidence interval of plus-or-minus .45% (based on the Village's 2010 population of 2,065).

It should be noted that due to the sample size, sample population, and other limitations present in online surveys generally, results should not be interpreted with a purely scientific mindset; however, results of the survey provide valuable perspectives of the community's opinions regarding relevant land use and planning issues in the Village. The survey was successful in that it resulted in objective, quantifiable information from a large number of people compared to typical participation in other forms of public input (community open houses, visioning meetings, etc.). The survey is one of several tools that will help the Village of Shelby Planning Commission set land use planning policy, prioritize projects, and make decisions over the next five or more years.

The survey format enabled respondents to provide confidential replies using a "check-the-box" format to expedite the completion of the online form and to maximize the rate of response. This format also facilitated consistent scoring on which the analysis can be performed. Some respondents completed the survey, but left various items blank; however, all surveys had at least some responses that could be scored. Some questions provided space for respondents to fill in the blank and leave comments. When spelling and grammar mistakes were obvious, corrections were made, and if profanity or other offensive language was used, it was edited. Spanish comments were translated into English for analysis; however, both the Spanish and English translations are available in Appendix 1. A total of four survey pages were created in order to order organize questions by category.

Data Entry and Measurement

The online survey tool SurveyMonkey presented respondents with a standardized set of questions from which they could choose responses. Some questions only permitted one answer, some permitted multiple answers, and others allowed space for individual comments. This method restricted acceptable entries to those required by the survey form, providing a standardized method by which analysis could be conducted and trends observed.

Three scoring scales were used to report the data received: Nominal, ordinal, and ratio scales. A nominal scale merely counts responses by particular classification (e.g., resident or non-resident). This scale is useful to separate responses into working groups or to evaluate the overall sample to determine whether it represents the larger population. Items 1, 3, 5, 6, 8, 9, 10, 11, 12, 13, 16, and 17 were scored on a nominal scale.

An ordinal scale is more useful in gaining insight into respondent beliefs because it includes the characteristic of rank order. That is, one item is greater or lesser than another item, or it has more or less of a particular quality, based on a commonly understood standard. An ordinal scale enables some greater judgment about the relative strength or weakness of particular responses (e.g., "greater than," "more important than," etc.). It does not, however, include a quantifiable or consistent interval between the various points in the scale. Items 2, 4, 14, 15, 19, and 20 were scored on an ordinal scale.

A ratio scale can be used for question 7 since in this question, respondents were asked for a specific numeric response about how many people live in the household.

Lastly, questions 18, 21, and 22 featured open-ended write-in responses for participants to describe their future vision for the Village, the most important issue facing the Village in the next 5 years, and other general thoughts pertaining to planning and land use.

For the purposes of reporting the results of the survey, the ordinal scales used were converted to interval scales. This merely means that a numeric value was assigned to each response with an interval of "1" between each point on the scale. For example, in Question 19, "Very Satisfied" responses were assigned the number 5, "Satisfied" responses were assigned the number 4, and so forth. This was done to enable the measurement of the central tendency of all responses, which is accomplished by determining the arithmetic mean (or average) response for the item. However, it must be recognized that the assignment of value to the intervals of the scale does not automatically result in a true interval scale because each respondent will have his/her own interpretation of the interval. Nevertheless, in aggregate, this procedure does enable a comparison of the items from one to the next.

Analysis

Results were compiled to determine trends in opinions of survey respondents. Cross-tabulation analyses were performed in order to try and understand if various sub-groups of survey respondents responded differently to questions that may not be readily apparent when analyzing total survey responses. Cross-tabulations were performed for the following: age (Q2), duration of residency in the Village (Q4), and dominant language (Q23).

Background Questions

1. The majority (73.0%) of residents indicated that they live in the Village. It is expected that the majority of respondents would live in the Village due to the local advertisement of the survey; however, this survey includes a considerable percentage of those who live outside the Village as well. This question asked respondents to specify which community they live in if they do not live in the Village of Shelby. Other locations of residence included:

   - Imlay City
   - Montague
   - Benona Township [x3]
   - New Era [x3]
   - Shelby Township [x4]
   - Kalamazoo
   - Whitehall
   - Hart [x4]

2. The greatest number of respondents were from the 35-44 year age group (22.5%) and the 55-64 year age group (22.5%). There was also a similar percentage of respondents in the 25-34 year age group (20.2%). This relatively young age of respondents is consistent with the 2017 American Community Survey estimate of the Village's median age at 31.2 years. The fewest respondents were 65 years or older (7.9%).

Figure 1. Age groups of survey respondents.
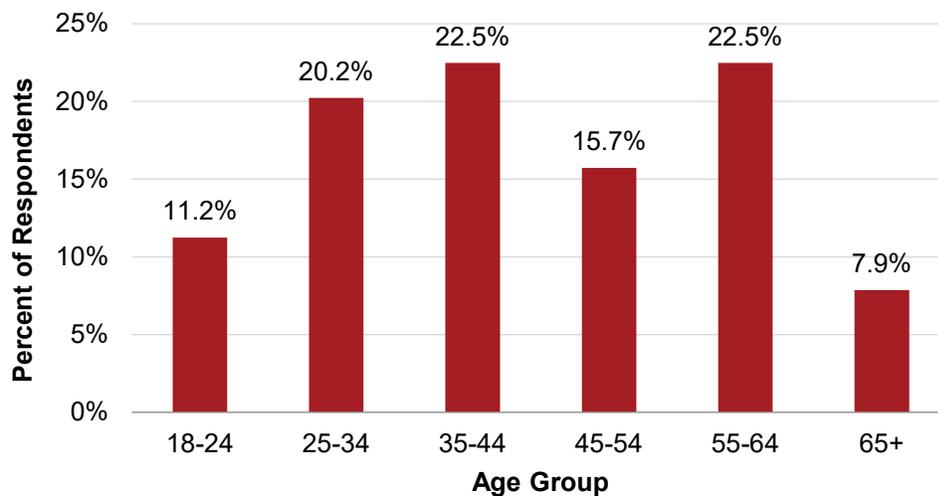
When asked about their expectation of moving in the next five years, those 18-24 years and 65+ years were most likely to respond with "yes." These age groups had

the lowest number of respondents overall, which may exaggerate their responses compared to the other age groups. However, it is worth noting that the youngest and oldest groups were generally expecting to move in the near future compared to middle-aged groups. This trend may be considered further when planning to accommodate different generations.

The desire for additional business development was a common theme throughout the survey. Types of desired businesses varied by age group. The 18-24 year age group most desired sit-down restaurants (15.4%) and fast-food restaurants (15.4%). The top choice for the 25-34 year group was sit-down restaurants (17.0%), followed by arts and entertainment (11.9%) and retail (11.9%). Those 35-44 years desired both sit-down restaurants (11.7%) and assembly and manufacturing (11.7%). Those aged 45-54 years highly desired assembly and manufacturing (21.1%), followed by retail (15.8%). Respondents in the 55-64 group desired sit-down restaurants (14.1%) and arts and entertainment (14.1%). Finally, those 65 years or older had more widespread preferences, desiring arts and entertainment, assembly and manufacturing, fast-food restaurants, and retail equally at 15.0%. Although businesses tend to vary with age, common themes included sit-down restaurants, assembly and manufacturing, and arts and entertainment.

All age groups were primarily "satisfied" or "very satisfied" with the Village as a place to live. The greatest satisfaction was those 25-34 years, with 83.3% indicating either "satisfied" or "very satisfied." This group was also most satisfied with the Village as a place to raise a family (75.0%).

Those aged 18-24 years were most satisfied with the Village as a place to develop or build. This indicates that the younger generation sees the potential for development in the Village. Those 55-64 years had the greatest number of respondents indicating satisfaction with the Village as a place to do business (44.4%); however, this group also had the greatest percentage of respondents who were "very dissatisfied" for the same topic (11.1%) when compared to other age groups. Therefore, it appears this group has varied business experiences in the Village.

All groups were overwhelmingly "satisfied" or "very satisfied" with the Hart-Montague Trail. However, the 18-24 age group was least satisfied with the number and quality of parks, with 40.0% choosing "very dissatisfied," and also the location and quality of sidewalks, with 40.0% choosing "dissatisfied." Younger generations often desire high levels of recreational activities and alternate modes of transportation compared to other age groups, as indicated here. Improving parks was a "very important" priority for all age groups except 65+ years.

Expanding shopping opportunities and retail was most important to those aged 55-64 years, with 55.6% indicating this as "very important." This group also had the highest percentage of respondents who believe expanding office development is "very important" (38.9%) and facilitating redevelopment is "very important" (55.6%).

Increasing housing opportunities for young families/millennials received the greatest percentage of "very important" responses from the 18-24 age group (60.0%). This

group also had the highest percent who believed it was important to increase housing opportunities for seniors (60.0%). However, these housing options were considered very important to all age groups.

3. In conjunction with a high percentage of residents living in the Village as indicated in Question 1, the primary connection of respondents to the Village was residency (54.3%). Respondents were asked to select all connections that applied to them. Several also worked in the village (12.1%), were business owners (8.6%), or had other connections (11.2%). Overall, respondents were connected to the Village in a variety of ways. Of those who had other connections, comments included connections to family, visiting the Village, Shelby schools, and a writer for the Oceana Herald Journal.

Table 1. Connection to the Village

Answer Choices	Percent	Number
Resident	54.3%	63
Seasonal resident	3.5	4
Business owner	8.6%	10
Commercial property owner	5.2%	6
Landlord	3.5%	4
Student	1.7%	2
Work in the Village	12.1%	14
Other (please specify)	11.2%	13
Answered		**89**
Skipped		**0**

4. The majority of respondents (50.7%) have lived in the Village for more than 20 years, followed by those who have lived in the Village for 10-20 years (23.6%). The combined percentage (71.4%) of those living in the Village for over 10 years indicates a very high retention rate among residents. As indicated in the Existing Conditions Report, the Village has been experiencing population growth. This growth can be attributed to the retention of existing residents in coordination with the addition of new residents.

A cross-tabulation can identify patterns and preferences based on the duration of residency in the area. Those who have lived in Village less than 10 years were more likely to live in a two-family or multi-family home compared to those who lived in the Village 10 years or longer. When asked whether respondents expect to move out of the Village, those living in the Village less than 5 years were more likely to move than those living in the Village for a longer period of time. Residents living in the Village for a long time appear to have great loyalty to the area.

Figure 2. Time of Residence in and around Shelby
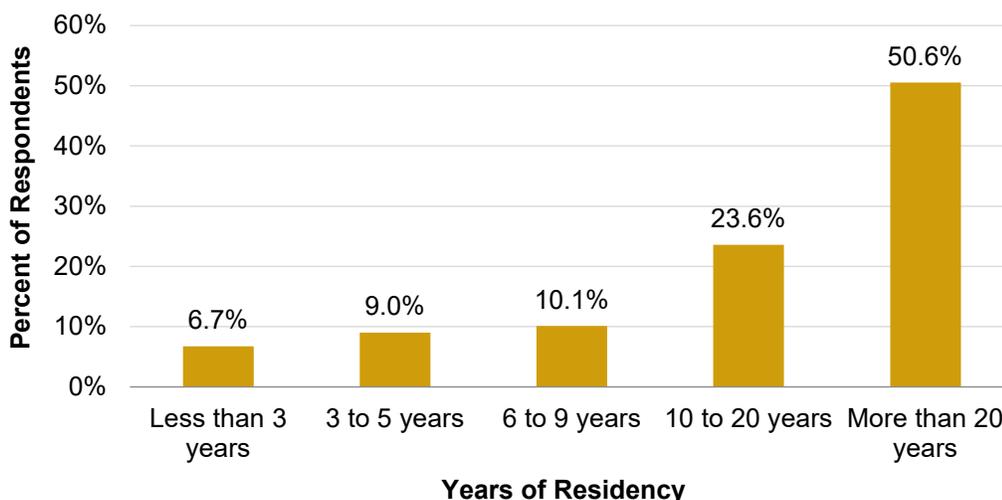
Those living in the Village 10-20 years had the greatest satisfaction with the Village as a place to live and raise a family, with 70% "very satisfied" or "satisfied" with the Village as a place to live and 60.0% "very satisfied" or "satisfied" with the Village as a place to raise a family. This group also had the greatest satisfaction with the number and quality of parks, with 60.0% indicating "very satisfied" or "satisfied."

The number and quality of parks were least satisfactory to those living in the Village for a shorter period of time. 50.0% of those living in the Village less than 3 years were "dissatisfied" and 28.6% of those living in the Village 3-5 years were "very dissatisfied." 71.4% of those living in the Village 3-5 years were "dissatisfied" with the location and quality of sidewalks and crosswalks. It should be noted that due to the small number of responses in these residency categories, percentages appear larger and may not be fully representative of these groups as a whole.

Protecting groundwater quality was very important to all groups; however, the percentage of respondents rating this as "very important" was greatest for those living in the Village 3-5 years (100.0%) and 6-9 years (88.9%). This appears to correspond with how these groups rated the importance of protecting natural areas, as they also had the greatest percentages of respondents considering this "very important."

5. The majority (61.8%) of respondents indicated that they owned their homes. Several also indicated that they rent in the Village (11.2%). This ratio of approximately 5.5:1 for owner-occupancy to renter-occupancy is much higher than the American Community Survey estimate of 1.7:1. Therefore, a greater number of survey respondents were representative of owner-occupied homes than renter-occupied.

There were also many respondents that did not live in the Village (24.7%). The two "Other" responses also indicated that they did not live in the Village. Therefore, as noted above, connections to the village are widespread.

Figure 3. Owner vs. Renter Residency
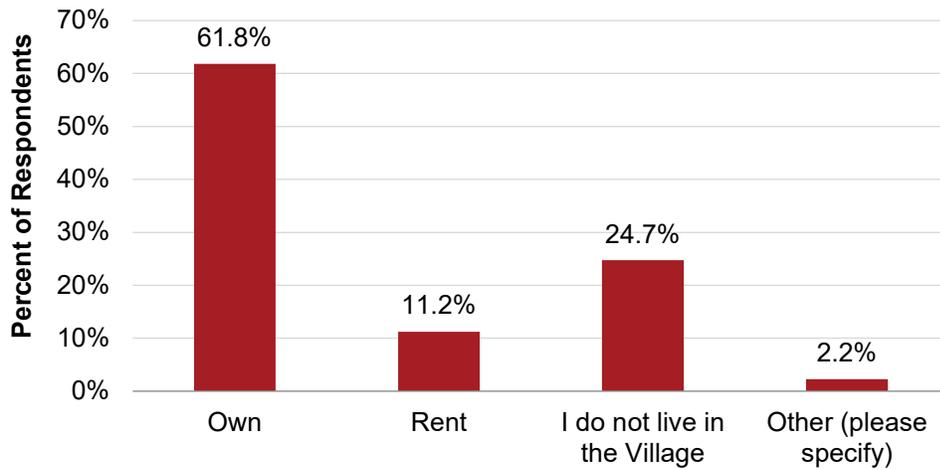
6. Respondents were asked to identify their type of residence in the Village. The majority of respondents (70.1%) live in a single-family home. This is followed by residence in two-family or multi-family residence (4.6%). Many survey respondents did not live in the Village (23.0%). These responses are in agreement with those above, as those who live in a single-family home will typically have ownership, while those who live in a two-family or multi-family home will typically be renting.

Table 2. Type of Residence

| Answer Choices	Percent	Number
Single-family home	70.1%	61
Two-family or multi-family (duplex, apartments, condo, etc.)	4.6%	4
Retirement community/assisted living	1.2%	1
Manufactured home	1.2%	1
I do not live in the Village	23.0%	20
Other (please specify)	0.0%	0
Answered		**87**
Skipped		**2**

7. The plurality of respondents indicated a household of two people (40.9%), including themselves. This was followed by households with five people (12.5%), one person (11.4%), and three people (9.1%).

   Based on a cross-tabulation of age groups vs people living in a household, housing trends can be identified. Those 18-24 years had the greatest number of people living in a household with 6 to 8 people. This is likely a result of several college-aged people living together as students or workers. This trend transitions to those with families in the 35-44 and 45-54 age groups. In these groups, two-family and four-family

households are common, indicative of families with kids. Household size dramatically changes to predominately 2-family households in the 55-64 age group, indicative of empty-nesters. Finally, the majority of households for 65 years and older is a single person. Based on these observations, it can be inferred that the Village has a mixture of young residents living together, families with kids, empty-nest couples, and older single residents. The diverse households in the Village will likely require a variety of housing types to accommodate the needs of all residents.

8. The majority of respondents (46.5%) did not have any children living at home. Due to the variety of respondent ages, including many in a young working group (25-34 years) and empty-nester groups (55-64 years), this is not surprising. Of those who did have children living at home, the plurality had three children (10 people), followed by households with two children (7 people).

Figure 4. Number of Children Living at Home
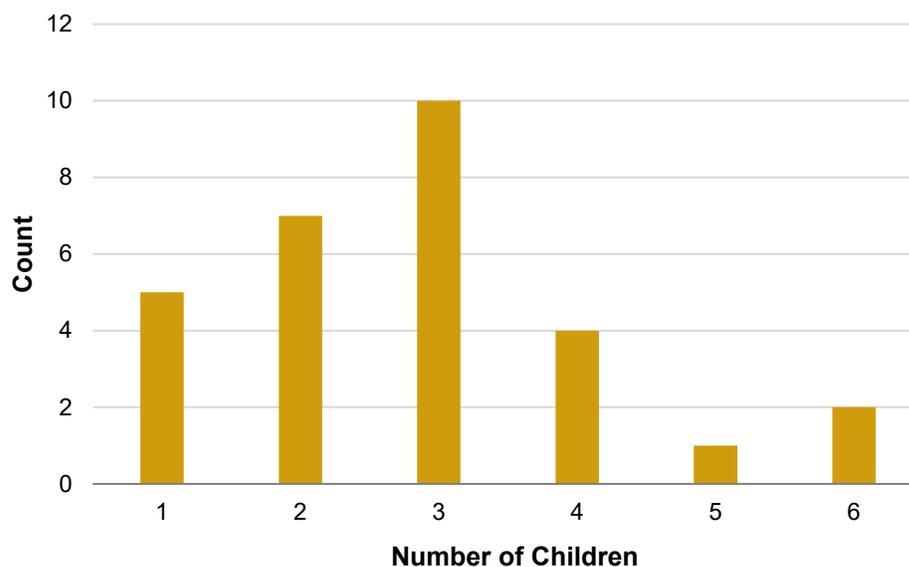
9. Question 9 inquired as to whether anyone in the household was over 65. The majority of respondents (81.4%) did not have anyone over 65 in the household. Of those who did have someone 65 years or older, it was most commonly 1 person.

The lack of households with someone 65 years or older aligns with the majority of respondents being either in the 35-44 or 55-64 age groups and is also representative of a low median age in the Village (31.2 years). Although there was not a large respondent population aged 65 years or older, the 55-64 age group was relatively large. Therefore, the Village can expect that many residents will be reaching 65 years in the near future. This transition should be considered in order to accommodate the transition of this group into retirement age (65+ years).

Figure 5. Number of People 65 Years or Older in a Household
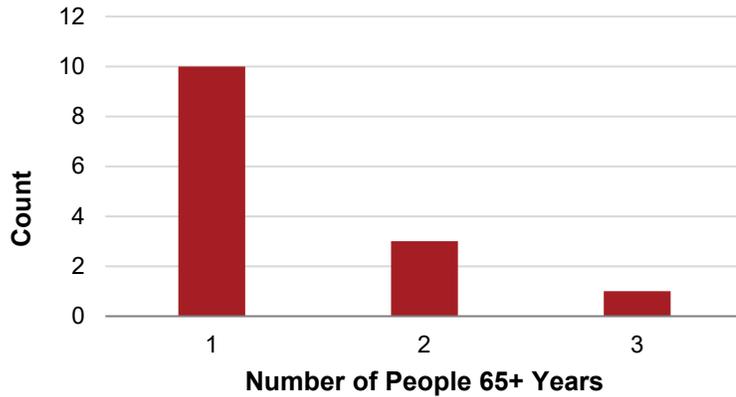
10. Question 10 asked respondents to indicate their employment and that of other adults in the household. The plurality of adults in a household was employed full time (39.2%), followed by those employed part-time (16.5%), and those who were retired (14.6%). Of all adults employed full-time (62 people), 67.7% were the survey respondents and 32.3% were other adults in the household. Of all adults employed part-time (26 people), 61.5% were the survey respondents (16 people) and 38.5% (10 people) were other adults in the household. There was also a large percentage (68.8%) of respondents who were self-employed compared to other adults in their household.

Figure 6. Employment Status of Respondents and Other Adults in the Household
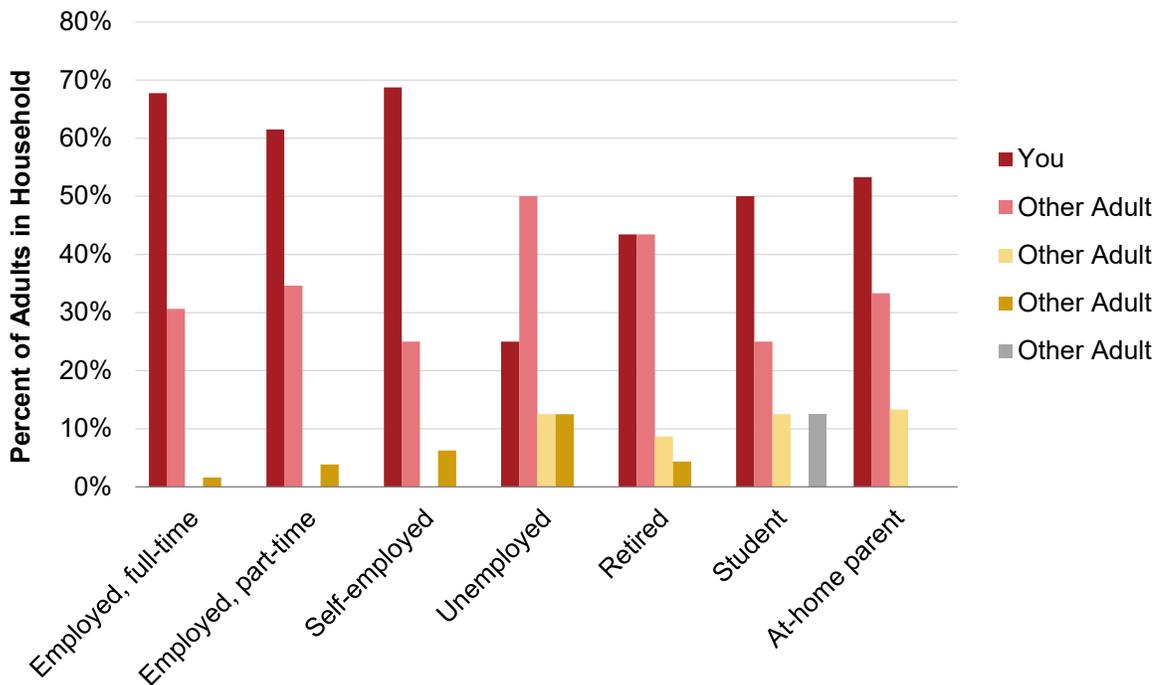
11. The plurality (34.3%) of survey respondents indicated that they work in the Village of Shelby, but not at home. Other common workplaces include Hart, (14.9%), elsewhere in Oceana County (13.4%), or other areas not listed (10.45%). Comments related to work in other areas include Rothbury, retirement, Kalamazoo, Newaygo County, Shelby Township, and Michigan. It appears that many respondents work relatively local. This coincides with the 2017 American Community Survey Estimates, which reports that 76.2% of residents work within Oceana County.

Table 4. Primary Workplace of Respondents

Answer Choices	Percent	Number
Home	4.5%	3
Village of Shelby (but not at home)	34.3%	23
Village of New Era	6.0%	4
Hart	14.9%	10
Whitehall	3.0%	2
Muskegon	7.5%	5
Ludington	0.0%	0
Grand Haven	0.0%	0
Grand Rapids	1.5%	1
Elsewhere in Oceana County	13.4%	9
Elsewhere outside of Oceana County	4.5%	3
Other (please specify)	10.4%	7
Answered		**67**
Skipped		**22**

12. Question 12 asked respondents the most important reason(s) they have chosen to live in the Village of Shelby, selecting all characteristics that were applicable. The clear top choices were "Grew up here" (17.2%) and "Small town lifestyle" (16.1%). A further 11.3% indicated that it was close to employment. Respondents who selected "Other" indicated family connections, retirement, location of schools, and affordability.

Figure 7. Important Reasons for Living in the Village of Shelby
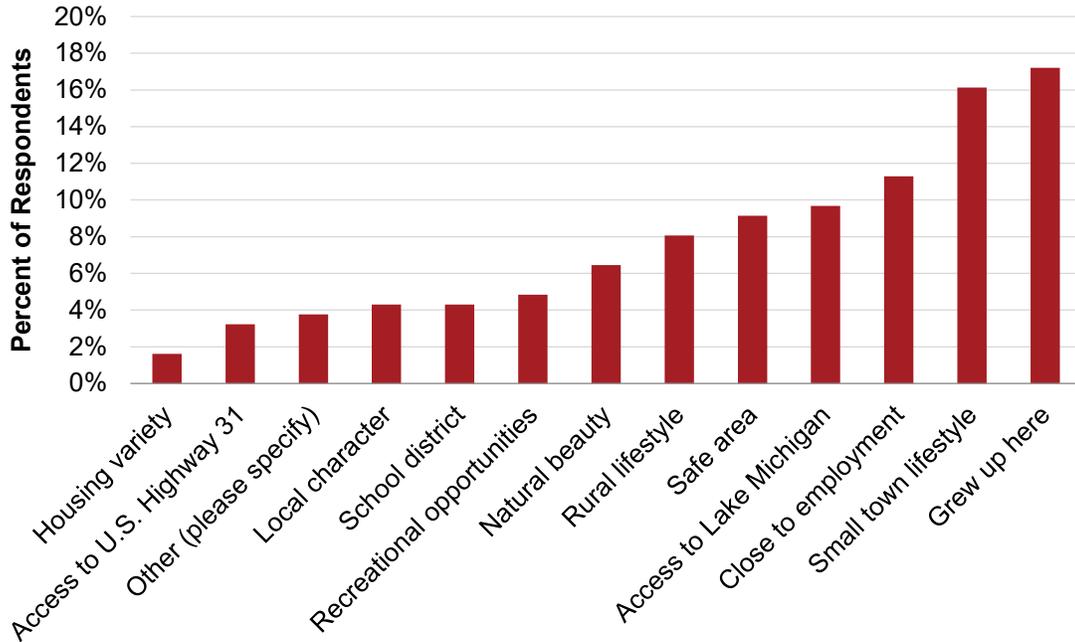
13. The final background question asked respondents whether or not they expected to move out of the Village in the next five years. The majority of respondents (66.2%) did not expect to move out of the Village. This is consistent with the long duration of residence indicated by respondents in Question 4.

Land Use & Development Questions

Land use and development questions focused on the priorities and preferences of residents regarding growth, development, and land use in the Village of Shelby. Questions within this section were intended to better understand the public's priorities and attitudes toward development in the Village.

14. Question 14 asked respondents to rate the Village's efforts to guide and direct development and growth. Answer choices available for this question were "Excellent," "Good," "Fair," "Poor," and "No Opinion." For purposes of providing a quantifiable value to compare and rank issues, a weighted average was applied. A score of 4 was given to "Excellent," a score of 3 was given to "Good," a score of 2 was given to "Fair," a score of 1 was given to "Poor," and a score of 0 was given to "No Opinion."

The plurality of respondents (36.5%) rated efforts as "Fair," followed by "Poor" (29.7%) and Good (25.7%). About 5.4% believed efforts were "Excellent" and 2.7% had "No opinion." The weighted average for this question was 2.01, indicating a general rating of "Fair."

Figure 8. Rating of the Village's Efforts to Guide and Direct Growth and Development
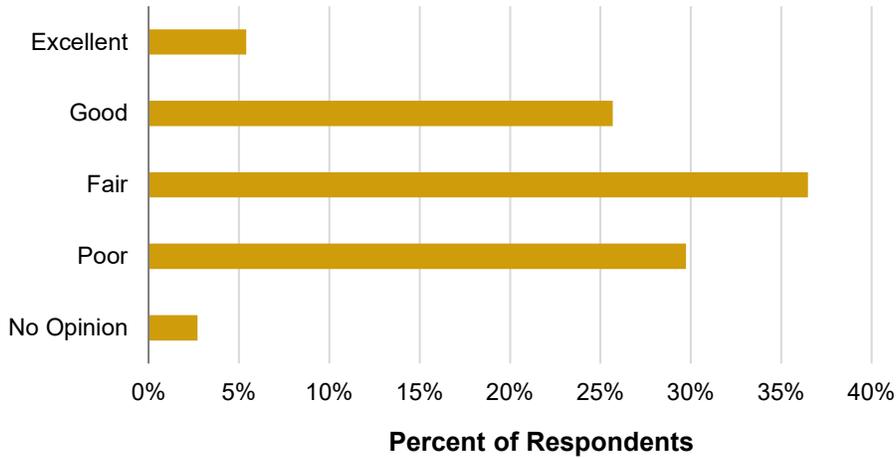
15. Respondents were asked to provide their opinion regarding the growth rate of the Village. The large majority of respondents believe that the Village is growing too slowly (73.3%). This was followed by those with no opinion (16.0%) and those who thought growth was "about right" (10.7%). No respondents believe that growth is occurring too quickly.

Figure 9. Opinions Regarding the Village's Growth Rate
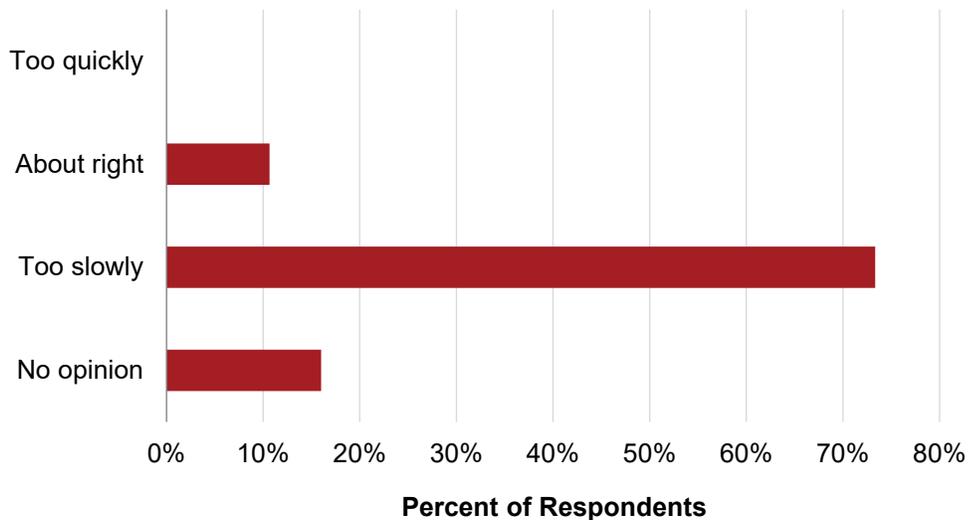
16. Question 16 asked which types of housing respondents would like to see in the Village. Respondents were encouraged to select all which applied. The top selection was detached single-family homes (34.4%). Retirement community/assisted living housing received support from 20.3% of respondents. Considering the percentage of respondents from the 55-64 age group, this type of housing may have an increased need in the future. Apartment complexes received 10.9% of the support from respondents, which is likely associated with the overall low median age of the Village.

Generally, there was little support for manufactured housing (3.9%) and few respondents selected "I don't want new housing in the Village" (2.3%). Other comments included maintaining current dwellings, increasing green space, and an Oceana County homeless shelter.

Figure 10. Desired Housing Types in the Village
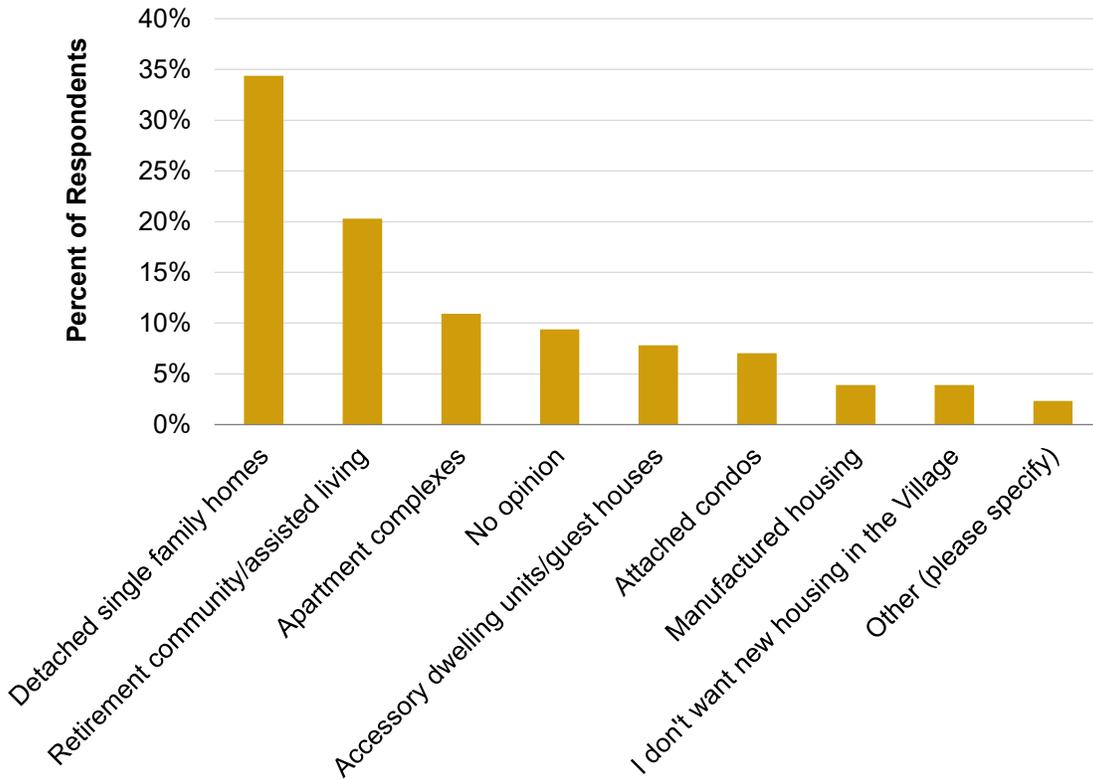
17. Question 17 asked respondent opinions regarding types of businesses desired in the Village. Commercial development can provide a diverse tax base for the Village along with local employment opportunities. Respondents were encouraged to select all which applied. Sit-down restaurants were the most desired type of business by respondents (12.7%). Arts and entertainment, assembly and manufacturing, and retail businesses were equally desired by respondents (10.4% each). The least desired types of businesses were marihuana establishments (5.3%) and research and development (5.6%). There were few respondents with no opinion (1.2%) and a couple of respondents desired other types of businesses (1.5%). Comments related to other types of businesses included kid activities, Starbucks, marijuana business, sustainable businesses to facilitate growth and stable infrastructure, and businesses to attract additional residents. "I don't want new businesses" was not selected by any respondents.

Figure 11. Desired Business Types in the Village
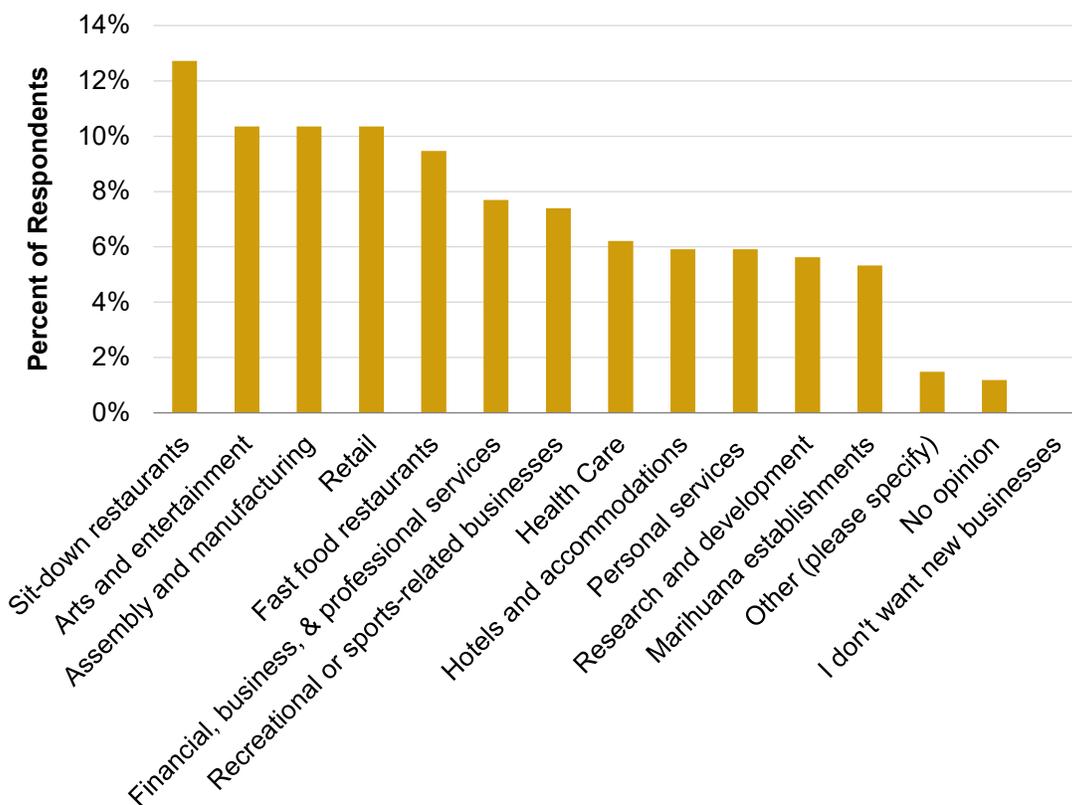
18. Question 18 provided comment boxes for respondents to type three words that best described their future vision for the Village. Based on these words, a Word Cloud was generated. Word clouds emphasize and enlarge words that are repeated by several times, therefore highlighting themes that are important to respondents. By visually depicting important words, it is possible to gain an overview of ideas that are important to the community.

Based on the words chosen by the respondents, several themes can be recognized. The most popular words were "community" and "diverse" which were repeated four times each. "Downtown," "Growing," and "Quiet" were also repeated among respondents. Together, these words can help give a picture of characterstics desired by the community.

**Figure 12. Word Cloud Depicting Respondents'
Future Vision of the Village**

19. Question 19 asked respondents to indicate their level of satisfaction with various aspects of the Village. Answer choices available for this question were "Very Satisfied," "Satisfied," "Neutral," "Dissatisfied," and "Very Dissatisfied." For purposes of providing a quantifiable value to compare and rank respondents' satisfaction with the listed topics, a weighted average was applied. A score of 5 was given to "Very Satisfied," a score of 4 was given to "Satisfied," a score of 3 was given to "Neutral," a score of 2 was given to "Dissatisfied," and a score of 1 was given to "Very Dissatisfied."

Respondents were most satisfied with the Hart-Montague Trail, as many respondents were either very satisfied (47.1%) or satisfied (36.8%). As the trail travels through the Village, it increases connectivity, transportation, and recreational opportunities. Future planning should consider aspects of the trail that enhance the community and continue to promote this type of infrastructure.

Respondents were also satisfied with the Village as a place to raise a family, its police and fire protection, and quality of life. Aspects receiving the lowest satisfaction score were shopping and services, employment opportunities, and quality of roads. Overall, respondents were more satisfied with aspects of the Village than dissatisfied.

Figure 13. Satisfaction with Various Aspects of the Village
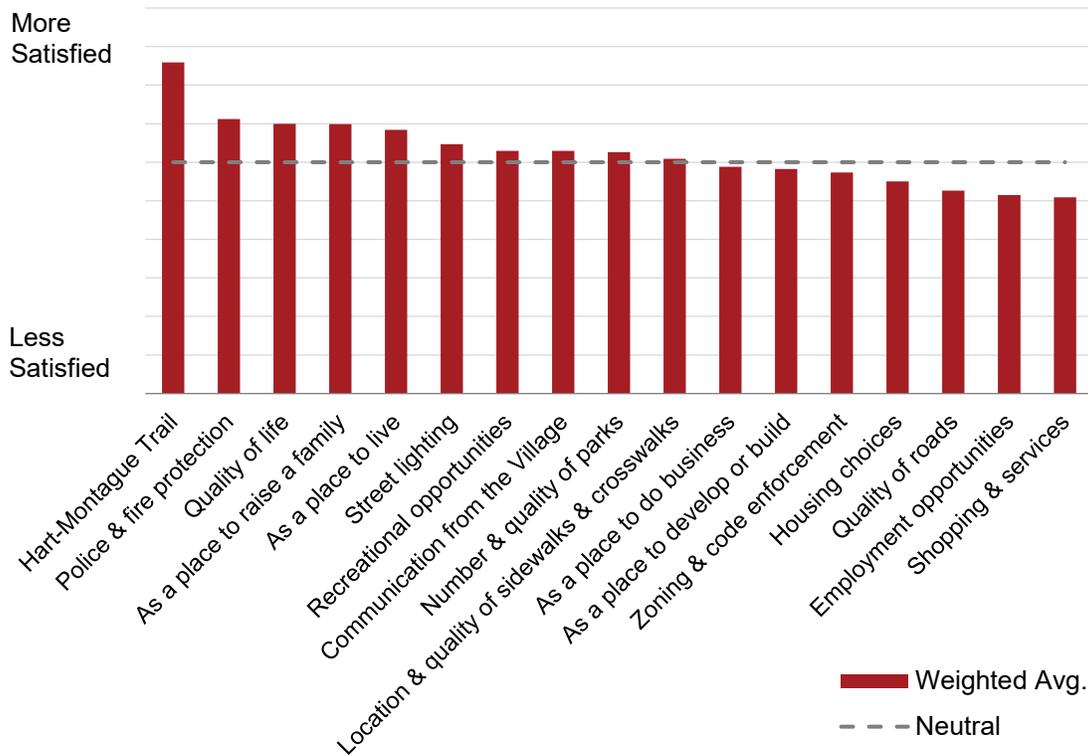
20. Respondents were asked to rate the importance of priorities in the Village. Answer choices available for this question were "Very Important," "Important," "Neutral," "Not Important," and "Not At All Important." For purposes of providing a quantifiable value to compare and rank respondents' priorities, a weighted average was applied. A score of 5 was given to "Very Important," a score of 4 was given to "Important," a score of 3 was given to "Neutral," a score of 2 was given to "Not Important," and a score of 1 was given to "Not At All Important."

Overall, respondents considered improving the downtown area and protecting groundwater the most important priorities. These were followed by improving neighborhoods and protecting natural areas. The least important priorities were expanding office development and expanding non-motorized pathways. However, all weighted averages were above a value of 3 (neutral), indicating that all topics were important to the respondents.

Figure 14. Important Priorities in the Village of Shelby
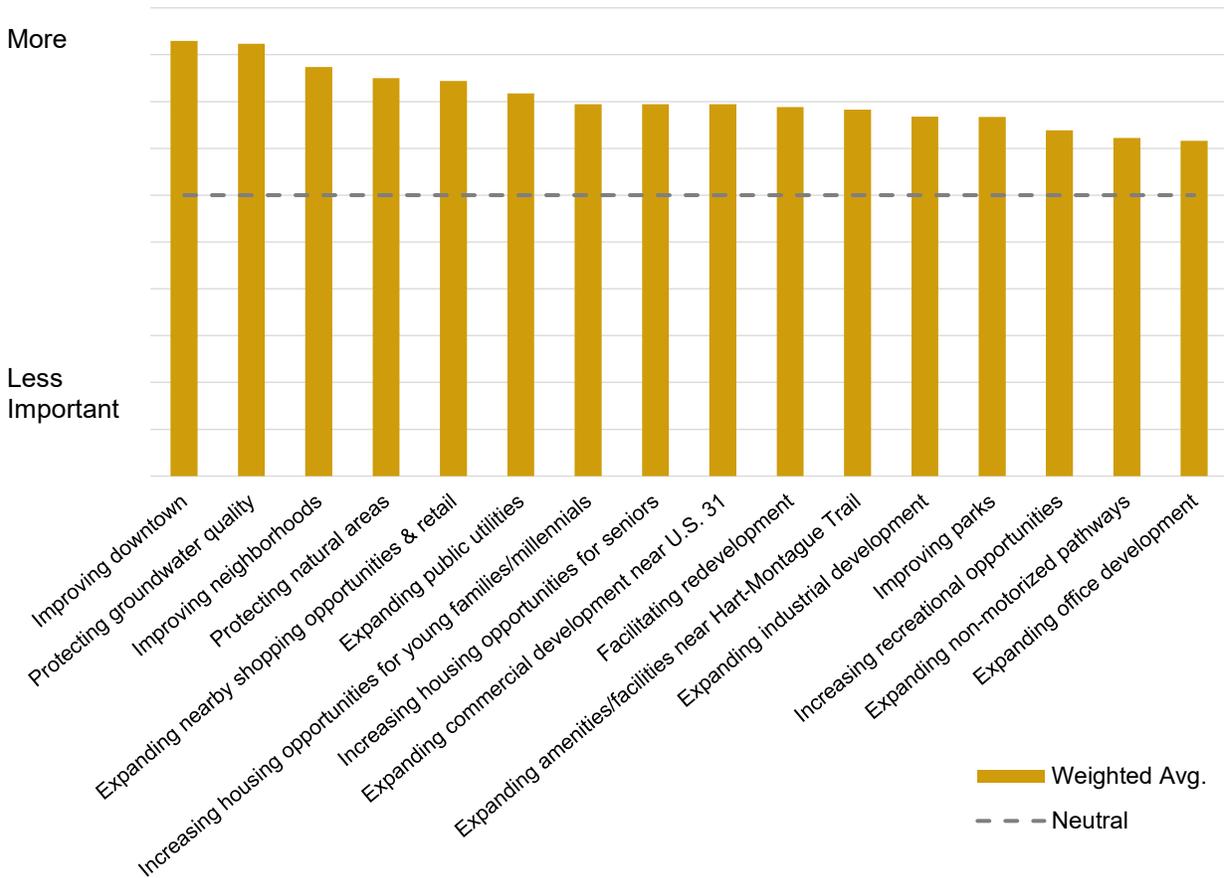
21. Question 21 was an open-ended question, allowing respondents to leave comments regarding what they think is the most important issue facing the Village in the next five years. A total of 48 respondents used this section to comment on important issues facing the Village. Comments were categorized by general themes based on their content in order to compile ideas and observe general trends in community thought. Based on these categorized themes, business development was clearly the most important issue for respondents. Comments related to business development often desired additional businesses to be brought into the Village and considered the importance of business retention.

Business development often corresponds with employment and housing availability, which were also considered important to respondents. Comments related to employment desired an increase in Village employment opportunities with higher wages in order to promote the local economic environment. Further, additional housing and/or refurbishing current housing was considered important in order to offer attainable options for residents.

**Figure 15. Themes for Most Important
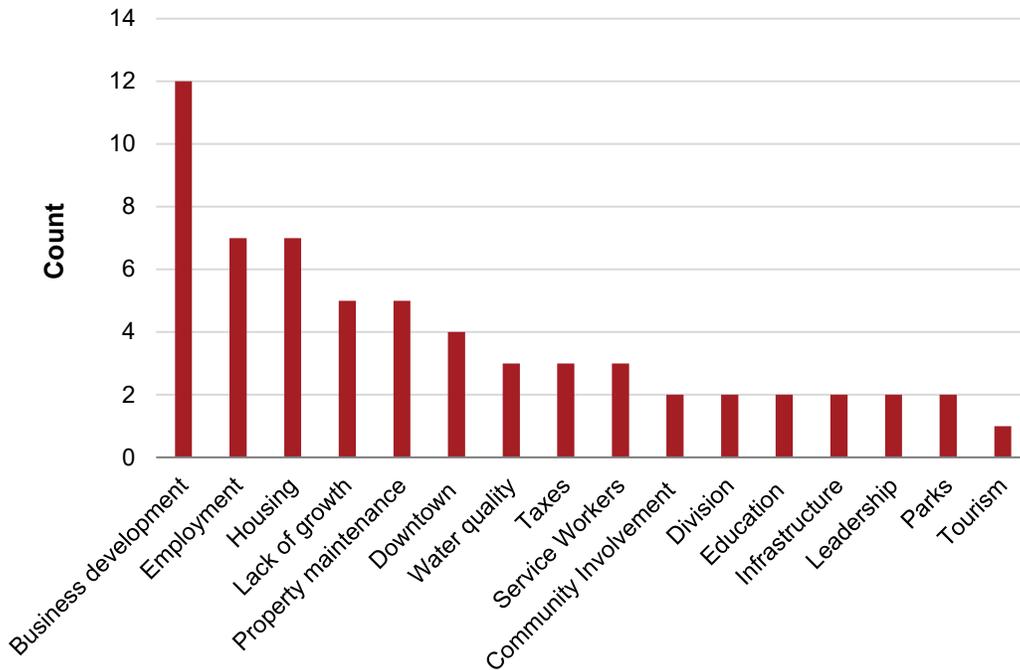Issues Facing the Village**

**Figure 16. Word Cloud of Themes for
Important Issues Facing the Village**

22. The final question allowed respondents to give additional thoughts about planning and zoning in the Village of Shelby not covered in the survey. A total of 33 respondents used this section to provide additional thoughts. These thoughts were categorized by major themes for comparison in Figure 17. These themes were also organized in a word cloud in Figure 18.

The primary concern was related to business development in the Village. These comments addressed concerns about the hardship of starting a business, the quality of businesses that are approved, the importance of having businesses that draw people to the Village, and revitalization of the downtown. Several comments noticed the importance of offering attractive opportunities for quality businesses to be located in the Village.

Secondly, respondents mentioned property maintenance in their comments. The desire for a cleaner Village was echoed by many respondents, with several specifically desiring landlords and residents to be equally responsible for property maintenance through enforcement. In turn, this is expected to increase property values and increase the safety of surrounding areas.

Finally, community involvement and the downtown area were the third most common topics present in respondent comments. Community involvement was desired in a variety of forms, including events, art and history displays, holiday decorations, and activities that gather the community together. These comments were also related to ethnic inclusivity and tourism. Ethnically, comments desired greater inclusivity in order to understand all residents as stakeholders in the community. Related to tourism, respondents desired the Village to offer unique events that draw people to the Village and view it as a destination, focusing on the recreational opportunities and natural features that the Village can offer.

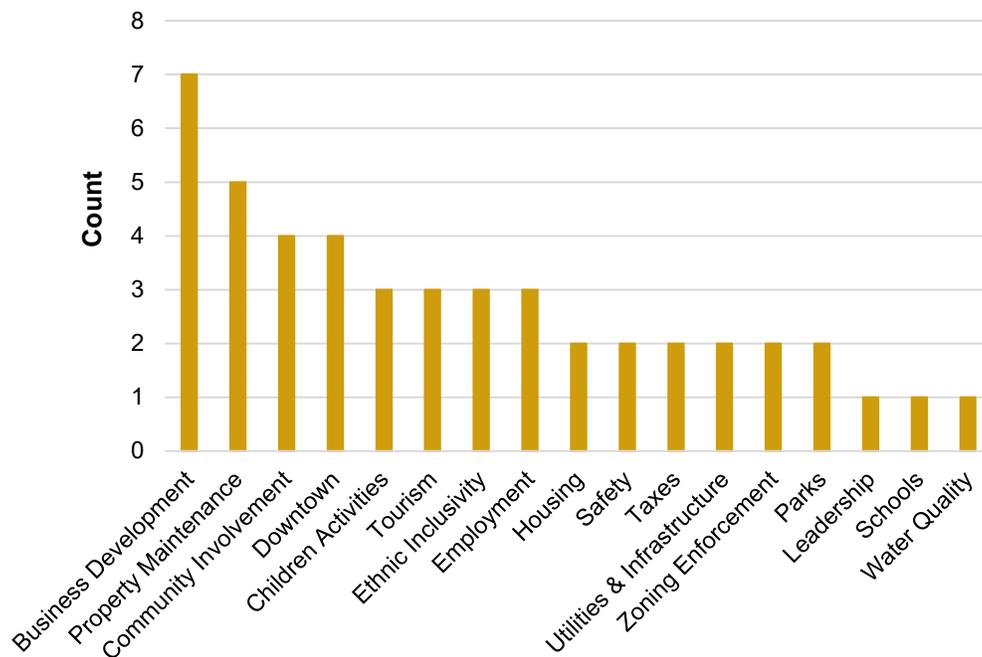**Figure 17. Major Themes in Comments About Planning and Zoning**

Figure 18. Word Cloud of Major Planning and Zoning Themes

23. A cross-tabulation comparing primary language was conducted in order to observe patterns between those who filled out the English or Spanish version of the survey, indicating a difference in primary languages. The plurality of respondents (33.3%) in the Spanish survey was 12-24 years, while the plurality of respondents (25.0%) in the English survey were 55-64 years. In the Spanish survey, the top two reasons residents chose to live in the Village were being close to employment and the Village's natural beauty, while the top two reasons respondents chose to live in the Village were growing up there and the small-town lifestyle in the English survey.

When asked to rate the Village's efforts to guide and direct development and growth, respondents in the Spanish survey rated the Village's efforts higher than those with English as a primary language. The English weighted average was 1.91, weighted between "Poor" and "Fair." However, the Spanish weighted average was 3.0, indicating a central tendency towards "Good."

Desired businesses slightly varied between those of different primary languages. The English survey reported the majority of respondents desiring sit-down restaurants (60.3%), while the majority of respondents in the Spanish survey desired recreational or sports-related businesses (57.1%).

In the English survey, respondents were most satisfied with the Hart Montague Trail, followed by police and fire protection, and quality of life. In the Spanish survey, respondents were equally satisfied with the Hart-Montague Trail and the Village as a place to raise a family. These were followed by quality of life and communication from the Village. Overall, respondents in both surveys were highly satisfied with the Hart Montague Trail and quality of life in the Village.

Respondents in the English survey considered improving the downtown as the most important priority, followed by the protection of groundwater quality, improving neighborhoods, and protecting natural areas. Respondents in the Spanish survey considered the protection of groundwater quality the most important priority, followed

by improving the downtown, expanding nearby shopping opportunities and retail, and improving parks. Although there is variation among top priorities, both survey respondents considered groundwater quality and improving the downtown area important.

Conclusions

Based on the above results, the Village Planning Commission should consider the following as it updates the goals and objectives contained in the Master Plan:

- Many residents have a long duration of residency in and around the Village. Respondents indicated that the most important reason for living in the Village was that they grew up there, indicating many strong family connections and a good quality of life in the area. Those who have lived in the Village for a long time also indicated that they were less likely to move in the near future, while those with shorter residency were more likely to move. The Planning Commission may consider how to continue providing for the needs of long-term residents while also planning for the needs of newer residents to continue this long duration of residency in the Village.

- The large majority of respondents (73.3%) believe that the Village is growing too slowly and that the Village's efforts to guide and direct growth is fair. Business development was a major theme throughout respondent comments, indicating a desire for quality businesses to be located in the Village to attract visitors and provide employment options. Encouraging the creation of new businesses can stimulate the local economy and offer new local opportunities for residents. The Village's pursuit of certification as a Redevelopment Ready Community (RRC) and Michigan Main Street (MMS) technical assistance are positive steps to enhancing this aspect of the Village.

- The most desired housing types in the Village are detached single-family homes. The majority of respondents live in these types of homes and the desired growth is for similar housing. Retirement community/assisted living housing was the next most desired type of housing. The Planning Commission should consider the balance between single-family housing and attainable housing for seniors and young families.

- Sit-down restaurants were the most desired type of business for the Village. This was followed by arts and entertainment, assembly and manufacturing, and retail businesses. Many comments indicated a desire for community involvement, such as events, art and history displays, holiday decorations, and activities. These relate to the idea of placemaking, where everyone in the community can have a place to gather and cultivate a sense of community. Sit-down restaurants and different types of events/displays can help cultivate placemaking by providing gathering spaces for the community. In the Master Plan update, the Planning Commission may consider ways that placemaking can be incorporated to foster the sense of community among residents.

- Respondents were clearly satisfied with the Hart-Montague Trail. This trail provides a source of recreation and connection to surrounding areas. The function of this trail

through the Village may be further explored as a way to enhance downtown visitation and promote recreational connections in the Village.

- Younger age groups were generally less satisfied with parks and sidewalks in the Village. Parks function as community gathering spaces and offer locations for recreational activities. Sidewalks also provide connectivity throughout the Village and are important for facilitating non-motorized transportation. The Planning Commission may consider opportunities for expanding these types of facilities and infrastructure to enhance connectivity and open space in the Village.

- The most important priority to respondents was improving the downtown. The combination of comments related to business development and employment aligns with the desire of respondents to have a vibrant downtown area that provides gathering spaces and local employment opportunities. Based on key words and ideas in respondent comments, business development was the most important issue facing the Village and a major theme in general planning and zoning comments. The role of economic development should be considered in the Master Plan update in coordination with RRC certification and MMS assistance.

- Property maintenance was a concern of several respondents in coordination with zoning and code enforcement. A review of the current zoning ordinance may be suggested as an implementation step in the Master Plan update to promote clear standards that are enforceable in the Village.

Next Steps

The Village of Shelby Planning Commission should review and discuss the survey results contained in this report at their next meeting and future meetings, if necessary. Over the next several months, the Village should use the results of this survey to inform edits to the Goals and Objectives, Future Land Use, and Implementation Strategies sections of the Master Plan.

Appendix 1. Responses to Open-Ended Questions

1. **Do you live in the Village of Shelby? If no, please specify the community in which you live.**

   - Imlay City
   - Montague
   - Benona Twp
   - Stony Lake
   - New era
   - Shelby Township
   - Shelby township
   - New Era
   - Kalamazoo
   - Shelby, but not in the village limits
   - Live in Atlanta but spend Summer and various weekend at Little Point Sable. I've been coming to Shelby for 57 years.
   - Benona Township
   - Hart, but my husband and I graduated from Shelby and so did our children.
   - New Era
   - Own business and Shelby
   - Hart
   - Family lives just outside village limits; I now live in VA
   - whitehall
   - New Era
   - Hart
   - Hart, MI
   - Hart

3. **Which of the following best characterizes your connection to the Village? (Select all that apply)**

   - Our address is Shelby. Live in Benona
   - Visitor
   - Use to

- Retired past business owner.l

- father lives there and I grew up there

- Public School enrollment

- 3 Generations of Graduates from Shelby High and former residents.

- Use to live in Shelby. Kids attend Shelby Schools. Church is in Shelby

- Grew up there; family still lives there

- shop; visit often

- I have visited

- Children in school at shelby

- Writer for Oceana Herald Journal

5. If you live in the village, do you own or rent your residence?

- Benona Twp own and will retire fulltime in 1 yr

- I do not live in Shelby

11. If employed, where do you primarily work?

- Rothbury

- Haven't retired yet

- Michigan

- Kalamazoo

- Newaygo County

- Retired

- Shelby - outside village limits

12. From the following list, please select the most important reason(s) you have chosen to live in the Village of Shelby (check all that apply):

- Retirement home

- Children go to school at shelby

- Affordable

- Spouse grew up here

- Moved to the village when I got married 53 years ago

- I don't

- Por la familia (Translation: For the family)

16. What types of housing would you like to see in the Village? (check all that apply):

- Why not maintain and restore the dwellings that currently exist in the village
- Get rid of the trashy places and make green space
- Oceana County Homeless Shelter

17. What types of businesses would you like to see in the Village? (check all that apply):

- something that would encourage people to want to move here
- Sustainable longterm businesses that help with the evolution of Shelby's economic growth and stable infrastructure.
- Starbucks
- Marijuana business
- Something for kids to play year round

18. What three words best describe your future vision for the Village?

- change
- Well kept; Growing
- Quaint; Solid; Clean
- Charm; Vitality; Inclusive
- Collapsed; Corrupted; Ghetto
- Better parks for children and pets(enclosed dog park); Better housing for medium income families; More family orientated places to go
- It sucks; To many Mexicans; The village suck nothing for white kids its all for the Mexicans
- Small; Freedom; Taxless
- Must; get; better
- Clean; Fresh; Diverse
- Growth; cooperation; consideration
- A decent park for families; Safer roads. Too many idiots getting away with driving too fast; Stray dogs taken more seriously. They're everywhere.
- Tourism; Housing; More Jobs
- Different; Than; The boards
- Growth

- All resident active in schools safety; Community playground for all; More family friendly
- Less rentals; More business opportunities; Community involvement
- Beautiful; united; growing
- Community; Healthy; Care
- Positive; Diverse; Forward thinking
- None; None; None
- Chelby; Popping; Up-and-coming
- Revitalized; self-sustainable; progressive
- Competitive; Attractive to tourism; Diverse
- Jobs; eateries; retail
- Sespool; Caving; Welfare
- Diverse; Strong; Flexible
- Peaceful; Welcoming; Quiet
- Small; Calm; Quiet
- Exciting; Expanding; Concerned
- POINTLESS; FUTILE; GRIM
- Welcoming; Community; Thriving
- Safe; growing
- Restored housing; Retail; Fast food
- Fix; The; Roads
- Bigger; Cleaner; Active
- Public Restrooms Downtown; Paid Downtown Development Position; Pocket Park/Garden Downtown
- Opportunities; Younger; Educated
- Growing; Multi-cultural; generational; Making a difference
- Multi-ethnic; working; rooted
- Inclusion and engagement; restaurants with outdoor seating; involve/recruit the youth in making decisions (the best decisions come from diverse groups)
- Growth; Entertainment; Fun
- Crecer; Bonito; Cencio (Translation: Grow; Nice;)
- Desarrollado; Mas grande; Con futuro (Translation: Developed; Larger; With future)
- Pintoresco; Agradable; tranquilo (Translation: Picturesque; Nice; Quiet)
- fefd

20. In terms of potential village priorities, how important are the following?

- In sidewalks during winter they are terrible for school kids to get over big ice ridges which causes many kids in streets during dangerous and slippery conditions.

- We used to have the best tasting water, not anymore, we need to get back to picking up the leaves and yard debris. Why am I paying to have that done, or others or having to haul to the village disposal? Buy a new leaf vac. I buy bottled water to drink, fix the tower.

- Better doctors and nurses at Shelby's Hospital.

- Fix The Roads

21. What do you think is the most important issue facing the Village of Shelby in the next 5 years?

- lack of growth will cause issues.

- Employment

- Utility workers need to finish projects they start. WHY do they leave yards a mess for the homeowners to take care of.

- "Water quality. Attracting new business growth.

- Maintaining the strong agricultural industry.

- Repairing and restoring existing buildings and neighborhoods in the village. Creating an atmosphere in business and entertainment and shopping that attracts both residents and none residents to visit and spend their money in Shelby. "

- Lack of employment opportunities that will prevent the growth of housing, retail, taxes, etc.

- Get all the corrupt people out! We need open minded people who have a vision for the future and not a vision to boost their own popularity and money

- Housing for young families that dont qualify for assistance due to making to much income but not enough to get a loan etc. To get into a appropriate home size for there family

- Cleaning up neighborhoods to encourage better quality people to move into the area. Encouraging businesses that would employ these people at a more respectable wage.

- Taxes and get rid of low income housing

- Being all Mexicans should be more white

- Taxes

- Cleaning up the village! No parking in front yards!

- Rebuilding the downtown and making kid friendly again.

- Bringing in more businesses

- Preserving water/sewer infrastructure.

- Parks

- We need to capitalize on the summer tourism

- Business development

- Housing

- Water quality

- Declining school system, unsatisfactory test scores and an inability to remove staff to make a change.

- The population decreasing, which leads to the village as a whole to decrease.

- Lack oh Housing, addiction, not enough police

- Embracing new technologies and careers

- It's trashy appearance

- What can we do to bring in more business and people to Shelby

- revitalizing downtown and expanding employment (one leads to the other)

- Competitiveness to other communities nearby

- Promote Shelby businesses and don't become complacent.

- Clean drinking water. We should be able to install wells on our property for safe clean drinking water.

- Jobs

- "Housing, parks, street lighting.

- Most important, more qualified doctor/s and nurses in Shelby's Hospital."

- LEADERSHIP - DIRECTION - VISION

- Keeping businesses here.

- Economic opportunity

- The massive exodus of people. The downtown looks terrible now and I fear that it is going to become a ghost town. There is currently little to attract new people to the area.

- Downtown development, housing.

- Updating infrastructure - Water/Sewer and the Roads without raising rates/taxes so high residents cannot afford to live in the village-especially residents on fixed incomes.

- Restoring current housing in the Village

- Empty Buildings

- Well the fact there are really no good paying jobs in Shelby or most of Oceana County. When you have to drive 30 minutes to get to work sometimes if not most of the time you tend to spend money there (i.e. Meijer)

- Lack of growth

- Stopping the "brain drain" that has gone on for decades. We need more jobs that pay a living wage, and, in fact, should probably not support any companies that do not pay a living wage.

- Getting people involved to help with change

- unemployment and decreasing quality of education in the district.

- Desarrollo del pueblo (Translation: Town development)

- Shelby necesita ser una comunidad mas inclusive. Los residents de Shelby estan divididos-talvez por el idioma (Translation: Shelby needs to be a more inclusive community. Shelby residents are divided - maybe by language)

- La migración hacia ciudades más grandes y el abandono de muchos de los pequeños negocios en el pueblo (Translation: Migration to larger cities and the abandonment of many of the small businesses in the town)

22. What else would you like Village leaders to consider while updating the Village of Shelby Master Plan?

- chatted with past within 4 yrs business owners they claim it is real hard to start out and stay a float with no breaks from village examples water, reduced taxes,some kind of longing to be here and not someplace else

- Have a focus on the vacation and recreational value of Shelby's proximity to Lake Michigan, the Trail and create a draw of the tourist's spending dollar.

- Quality over quantity. Don't feel obligated to approve more dollar stores or projects that don't deliver long-term value.

- Get the stick out of your butts you liars!

- Start reposesing some kf these vancant homes that nothing is being done with an open up the homes to people to live and fix up an whatever they pay for will go for the overall worth of said home while also making money on the rent to own contract made

- I appreciate the efforts that have been made to try and get more activity in the village in recent years. We need more businesses to want events in our town again like the asparagus festival. We have given everything away because no one seemed to care. We need events that will draw people to town and help businesses be able to thrive

- Cleaning the village

- Go back to it being a safe town again where you can leave your doors unlock like we use to be able to not like now do i have enough guns to protect my family

- Reducing Taxes.

- Cleaning up the slum lords and residents need to keep yards clean and attractive to visitors. Enforce the rules.

- Clean up and improve the downtown area

- Reducing crime and hold slum lords accountable for residents and properties in the Villages

- Place for little kids to play

- N/a

- Bridge the gap between the schools and offer opportunities for businesses. Shelby is rapidly declining and losing many families because of their mediocre ways. Strive for excellence.

- Revitalizing downtown, decorating more for holidays, getting the town together more often (more activities that involve the community)

- Continue reaching out to the community. Foster ethnic inclusion.

- Art, statues, history, events

- I feel that expanding the skatepark is a good plan it gives children a place to congregate in Hangout as well as it is enjoyable to watch give the kids something to do instead of getting into trouble

- Glad you are asking for input. I remember Shelby when Michigan Ave was busy, Brown's Ben Franklin...etc and much needs to be done to re-energize it

- Promote Shelby as a destination not just a drive by town. Better parks and entice new businesses to the area.

- Jobs

- Better Doctors and Nurses at Shelby's Hospital.

- The only way this village will progress is by allowing non-residents to run for council. Shelby Twp. residents should be considered. Council runs the village. The pool and caliber of potential trustees is too small to effectively change anything. There are plenty of people who could benefit the village, but had the good sense not to buy property in the village. Therein lies the biggest obstacle to progress. The current council changes bylaws all the time to suite their needs. This should be reviewed, researched and resolved.

- Downtown development

- More signage and advertising for the downtown and what we have to offer.

- Get water that is drinkable and fix the sewer issues

- Actually working to increase jobs and wages, creating play places for children and expanding growth alone the US31 and Shelby Road area.

- Zoning enforcement and changes to zoning that bring more residents to the "downtown" core.

- Not to patronize Hispanics, but get to know them personally and in so doing see them as more than residents but as stakeholders

- Senior's only housing of high quality like condo's.

- Reparacion de las calles (Translation: street repair)

- incluir miembros hispanos de la comunidad (Translation: Include Hispanic community members)