



Village of Marcellus

Cass County, Michigan

Master Plan Adopted May 14, 2014
Master Plan Updated May 23, 2023
Parks and Recreation Plan Adopted May 23, 2023
Capital Improvements Program Adopted November 22, 2022
Downtown Development Authority Plan Adopted February 23, 2023

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Dedication

James Randall Thomas, Sr.
07/10/1946 – 11/15/2022

This Master Plan is dedicated to James Randall Thomas Sr. who was a long-standing member of the community of Marcellus and served as Trustee for the Village Council, Member of the Planning Commission, as well as active on the Marcellus Fire Department and Marcellus Ambulance for almost 40 years. His dedication to this community always went above and beyond and for that, we shall be forever grateful.



Transmittal Letter

To the Citizens of Marcellus:

In 2022, the Village Council and Planning Commission determined community change was necessary. Like many smaller Michigan cities and village, the economic recession brought new challenges and opportunities. This document summarizes future opportunities and outlines a process to enrich the lives of residents and visitors alike.

Our community is blessed with rich history and economic opportunity promising a bright future for current and future residents as well as our growing visitor population.

This document represents the first comprehensive study of land use, park and recreation, and infrastructure needs of the Village. It contains a Future Land Use Plan Map depicting the pattern of future land use desired by the Planning Commission and Village Council that recognizes the unique history of the Village.

The document also includes the official Parks and Recreation Plan required by the Michigan Department of Natural Resources and Environment for grant funding eligibility and the Village Capital Improvement Program which identifies and estimates the cost and timing of needed infrastructure improvements to serve existing and future citizens. It also includes a summary of our Downtown Development Authority, Development Plan Projects & Activities Roster.

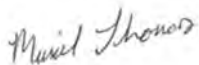
This plan was created with input from a broad array of community representatives. It has been developed utilizing the original pattern of land use established by our town fathers who desired to create a unique small town community - the small town pattern of land use historically illustrated in our zoning ordinance map.

The Master Plan also recognizes the importance of intergovernmental cooperation. Residents of Marcellus rely upon opportunities located in surrounding communities for employment, shopping, health care, and many other needs. With this understanding, the Planning Commission respects its role to support and assist in region-wide efforts necessary to support daily needs not only of residents of, and visitors to, Marcellus but residents throughout the regional community.

On behalf of the Village Council and Planning Commission we would invite your questions and comments.



Dennis Irwin, President
Village Council



Muriel Thomas, Chair
Parks Board

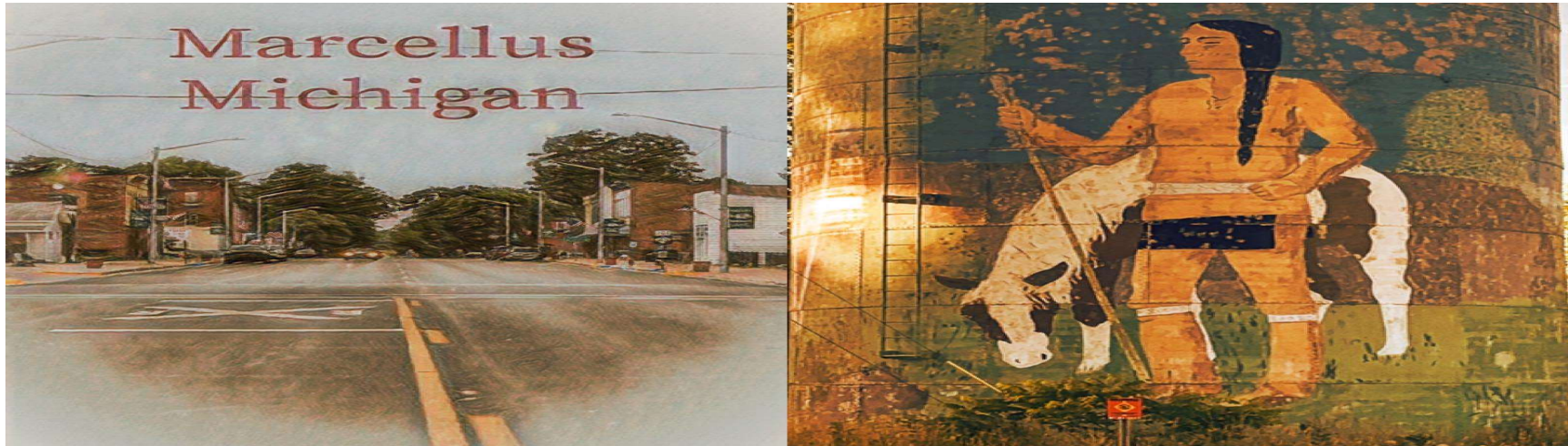


James Thomas, Jr., Chair
Planning Commission



Kay McAdam, Chair
Downtown Development Authority

Introduction



Founded in 1870... When you visit Marcellus, Michigan, you're visiting Wildcat Country – home of the Marcellus Wildcats! The quaint community, founded in 1870 and incorporated in 1879, was the last municipality to be formed in Cass County.

Nestled in the northeast quadrant of a rural, agricultural county, Marcellus enjoys easy access to Kalamazoo, Paw Paw, Three Rivers, and northern Indiana, thanks to its proximity to I-94 and US -131.

Lying at the crossroads of M-40 and Marcellus Highway, the Village is home to an entrepreneurial spirit made evident by several new and growing cottage businesses. Surrounded by 36 lakes within a six-mile radius, Marcellus offers recreational opportunities year-round.

The jewel in Marcellus' crown is the Marcellus Community Schools. The school system has been listed three times on the U.S. News and World Report's list of Best High Schools. Marcellus Community Schools offers excellent programs in academics, arts, and athletics.

A common question is; what is a Master Plan? And even more specifically, what is the role of the Village Master Plan?

In general, the Master Plan is intended to guide land use decisions and provide direction to current and future Planning Commissions and the Village Council which will implement it.

This Master Plan is an “umbrella document,” bringing together plans and studies from other agencies, presenting a coordinated approach to future growth, preservation of areas of specific environmental concern as well as describing land areas needed for future residential, commercial, industrial, and recreational use.

It also addresses and serves as the official Parks and Recreation Plan and Capital Improvement Program for the Village as recognized by the Michigan Department of Natural Resources. With this understanding, Village officials seek the help and cooperation of its citizens and those interested in participating in the development of the Village of Marcellus.

STUDY AND ANALYSIS

Data Gathering

Gather information including census population and demographics, economic, housing, transportation, and other geographic data.

Review of the previous and existing Village plans.

Analysis of existing conditions, trends, and issues from gathered data as well as other plans and policies.

IMPLEMENTATION STRATEGIES

The final phase will begin to implement goals established by the community including among others:

Zoning Ordinance Update to align with Master Plan

Street network design and traffic issues

Continued community involvement strategies

Regional and neighboring community connection issues

Planning Process

This Plan was developed with the input and support of many citizens as well as members of the Village Council, Village staff, Planning Commission, Downtown Development Authority and other advisors. The planning process included the following general steps:

- 1. Data Gathering:** This included census population and demographics, economic, housing, transportation, and other geographic data. Previous and existing Village plans were also reviewed.
- 2. Analysis:** Existing conditions, trends, and issues from gathered data and other plans and policies.
- 3. Vision, Future Land Use Plan, and Implementation Strategies:** These topics were discussed and subjected to citizen review simultaneously with the Planning Commission review.
- 4. Public Hearing:** This was held by the Planning Commission on May 23, 2023 to present the draft plan for final review and comments.
- 5. Plan Adoption:** After revisions, the Planning Commission approved and adopted the combined Master Plan, Parks and Recreation Plan, and Capital Improvements Program which was thereafter presented to and adopted by the Village Council.

Common Themes

Throughout the planning process, several reoccurring themes for the Village emerged:

- 1. Encourage population growth:** The Plan focuses on extending the historic pattern of development outward from the original town center in a controlled pattern of development that maximizes current and logical future extensions of water, sewer and storm water management infrastructure while providing for the increase in population.
- 2. Downtown development:** The Plan contemplates actions to revitalize the business district by inclusion of a central activity center and the promotion of “walkability” throughout the community.
- 3. Job development:** The Planning Commission recognizes the amount and timing of growth and development within the Village is directly connected to the availability of jobs for existing and new residents within the Village and the larger regional community.
- 4. Regional cooperation with others:** The Plan acknowledges the future of the Marcellus community relies on regional communities for certain life-style needs, especially employment and the Plan affirms complementary and cooperative efforts with others to fulfill community needs.

5. Infrastructure investment needed: The Plan is based on recognizing and budgeting for future renovation of existing and installation of new infrastructure as needed.

Plan Organization

This plan is organized by subject area. Each chapter, or “plan element”, contains relevant data (gathered from the census and other sources), public input results, and discussion of future trends. Thereafter, the community vision statement, growth objectives and strategies, and the Future Land Use Plan are presented.

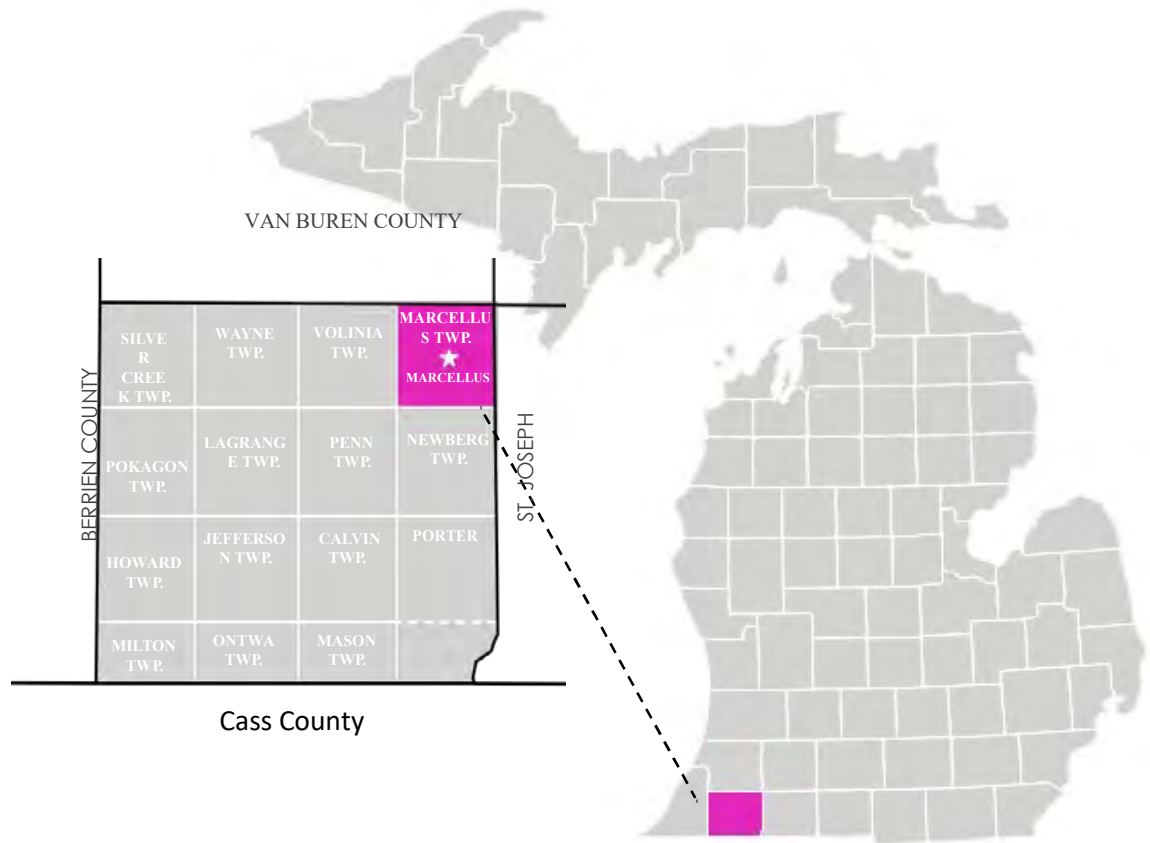
Community Description

Location

The Village of Marcellus is located at the northeast edge of Cass County, Michigan in the southwest region of the state. It lies within Marcellus Township bordered by Volinia Township to the west, Penn Township to the southwest, and Newberg Township to the south. The village has a total area of .59 square miles.

Village History

The Village of Marcellus was incorporated in 1879 and operates as a General Law Michigan Village Government. With the construction of the Peninsular Rail Road in 1870-1871, additional families arrived taking advantage of the agricultural riches of the area, growing the community to over 500 residents supporting a vibrant business center upon Village incorporation in 1879. History has shown the community role as a population and business center; housing, churches, stores, restaurants, hotels, factories, doctors, lawyers, and a newspaper. In the early 1900's, ten passenger trains each day provided connection to more remote cities and towns. The Village today is known for its small town culture, agrarian roots, inland lake recreation opportunities, and as a center of religion, education, and resident/visitor friendliness.

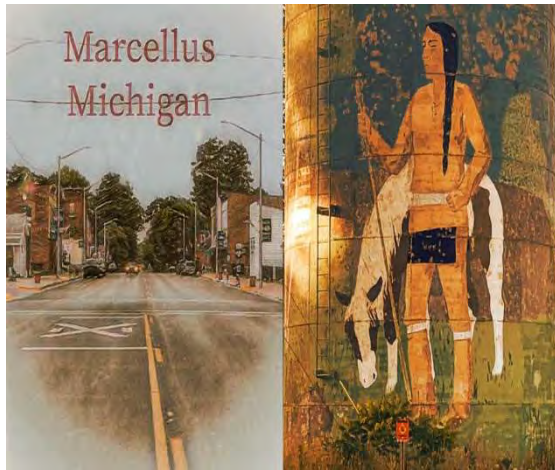


Administrative Structure

Planning Commission

The Village Council established the five member Planning Commission (Ordinance 133) on July 14, 1981 and bestowed them with the responsibility for preparation of the Master Plan and Capital Improvement Program.

The Master Plan is adopted by the Planning Commission while the Capital Improvements Program prepared and adopted by the Village Council.



Parks and Recreation Board

On March 14, 2013 the Village Council appointed a Parks Board (Ordinance 207) to address park, recreation, and open space needs of the Village documented in a five year plan adopted by the Village Council. The Parks and Recreation Plan is prepared by the Parks Board and adopted by the Village Council.

Downtown Development Authority

The Village Council established the Downtown Development Authority (DDA) on May 14, 1991 (Ordinance 150) to prepare and carry out a Development Plan for economic improvement of the central business district. The DDA Development Plan is prepared by the DDA and adopted by the Village Council.



Existing Conditions

Natural Landscape

The greater Marcellus area has rather flat topography. Storm water management is achieved through natural waterways and manmade drains that move water southeasterly through the Rocky River watershed into the St. Joseph River near the City Three Rivers, in St. Joseph County.

Municipal Infrastructure

Marcellus is proud of its infrastructure system which provides services to almost every area within the Village boundary. The systems have been designed with the available option to extend the system into abutting land areas designed for future development. However, the capacities of these systems are overall able to serve a population approximating 2,000 people. Divisions of the system will need to be upgraded at some point in time to continue the future growth and development envisioned in this plan.

Transportation

Michigan M-40 is the main north-south and M-216 is the main east-west roadway, both being used for both local and regional commuting use. The most notable project of community interest is Main Street's downtown streetscape and creation of an intercommunity trail way system linking inland lake recreational areas with local facilities are also available. Elementary, Middle, and High School & regional population centers. The Cass County Transportation Authority provides public transportation to Village residents.

Parks, Recreation and Open Spaces

Marcellus has four parks comprising 1.8 acres of land easily accessible from surrounding neighborhoods mostly containing playground equipment for young children, baseball and other sports fields. The Village Parks Board has prepared a Five-Year Plan, (Appendix B) of improvements designed to remedy access, provide public gathering places, and establish a sidewalk walking trail system among other improvements.

Medical and Adult Use Marijuana

In 2022, Marcellus adopted an ordinance allowing Recreational Marihuana Establishments and Medical Marihuana Facilities in accordance with Michigan Regulation and Taxation of Marihuana Act, Initiated Law 1 of 2018, MCL 333.27951, et sez. And Medical Marihuana Facilities Licensing Act, Public Act 281 of 2016, MCL 333.27102 et seq.



Pattern & Existing Land Uses

Marcellus can be classified as a true “traditional neighborhood development (TND)” town characterized by a central business district surrounded by compact residential development. This pattern dates back to the Village’s founding in the late 1800’s. The compact historic pattern of development provides much desired community “walkability.” This easy walk from home to the downtown and compact commercial business district remains today due to the development of close-by residential areas. This pattern of land use forms the “small-town” character and appeal desired by residents and visitors alike.

Community Services

Senior Services, Education, Police, Fire and Ambulance Services are provided to Village residents by the Cass County District Library, Cass County Council On Aging, Marcellus School District, Southwestern Michigan College, (and other regional educational schools), VFW, Cass County Sheriff, and The Marcellus Area Emergency Services Agency.



Socio Economic Characteristics

Population

The US Census Bureau estimates there are 1,187 residents living in Marcellus today (2012), a loss of 12 since 2000. With the rebirth of the Michigan economy the Planning Commission’s goal is for the population to grow to 2,500 by 2050; 25 years in the future. According to the Southwest Michigan Planning Commission, 24% of the current population are school aged children with another 20% being of retirement age.

Predicting future population is most difficult and certain assumptions are made. These include that economic recovery reignites home construction allowing Cass County to grow at a faster rate than Michigan and that Village and close-by regional employment opportunities will also increase.

Households

Households are an indicator of the number of dwelling units needed to house the projected population increase. Historically, in the decade between 2000 and 2010, Marcellus’s dwelling unit count increased by 29 with most (67%) being owner occupied and 11% vacant. The 2050 population projection indicates the need to double the number of dwelling units to house its desired population of 2,500 in 2050. This will require approximately 400 acres of new residential development and installation of new infrastructure that might extend into Marcellus Township in areas abutting the Village which the Township has designated for housing development in their Master Plan.

Jobs and Employment

In 2000, the village had a workforce of about 872 people, a 72 % labor force participation rate, with 28% working in the Village, or nearby. A majority of the workforce travels to other communities throughout the regional area, with 28% of the workforce traveling from 10 to 30 minutes to their jobs. Interestingly, a rather large number, 41%, travel more than 30 minutes for work. These journey to work times demonstrate the importance of job growth and employment opportunities within the regional area to Village residents.

Community Attractions

Marcellus Community Schools

"Where students are first!"



VFW Museum

More than two dozen big murals illustrate historical narratives along with a helicopter monument to Ralph Clime, the Marcellus serviceman killed in Vietnam.



Hudson Memorial

The Hudson Memorial is a beautiful historical building available to rent.



Blue Gill Frolic

Join in on the annual Bluegill Frolic held the 3rd Friday and Saturday of August.

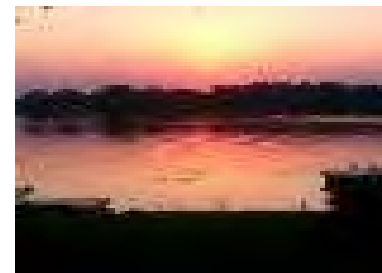


First Fridays

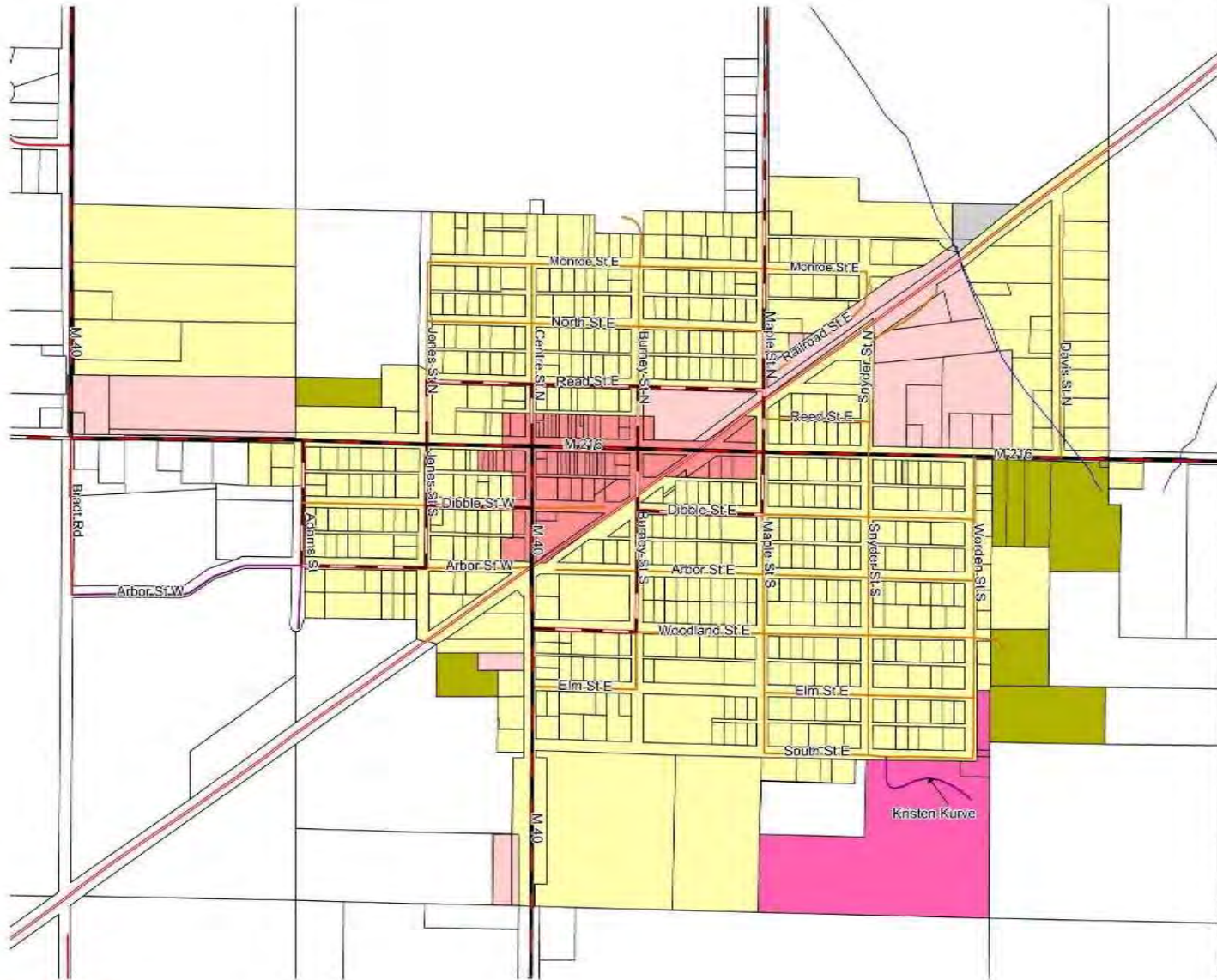
Join in the fun every first Friday of the month from April to October for varied downtown activities.



36 Lakes within 6 miles!



Current Zoning Map



VILLAGE OF MARCELLUS ZONING MAP

Printed November 25, 2014

Zoning Legend	
	Mobile or Manufactured Home Park
	Single Family Residential
	Multi-Family Residential
	Retail Commercial
	Service Commercial
	Industrial

Information contained herein is provided for reference purposes only and should be confirmed with the appropriate local agency. Cass County assumes no responsibility for errors and/or omissions.



Scale: 1 inch equals 560 feet

Road/Rail Legend	
	U.S. Highways
	State Highways
	County Primary Roads
	County Local Roads
	City/Village Major Roads
	City/Village Local Roads
	Not Defined
	Railroads

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**Cass County
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Public Consultation

Consultation Methodology

The purpose of the public consultation phase was to engage residents, community organizers, key stakeholders, Village staff and other regulators about current land use and development trends, as well as needs and desires for the Village’s future.

On August 20, 2022 a public survey was distributed asking general household demographics, opinions and usage of current Village facilities, and desired amenities or developments they would consider valuable to residents and visitors alike.

The Planning Commission held monthly meetings open to the public to discuss input data, mapped future growth developments along with aligning all documentation with Michigan Redevelopment Ready Communities criteria. The Downtown District Authority has been an integral part of this process.

The Planning Commission has consolidated this information in conjunction with recommendations from the Village to produce. The 2050 Vision Statement, Future Goals and Objectives, and Future Land Use Map.



Master Plan Strategies

A Sensible and Sustainable Future Growth Plan

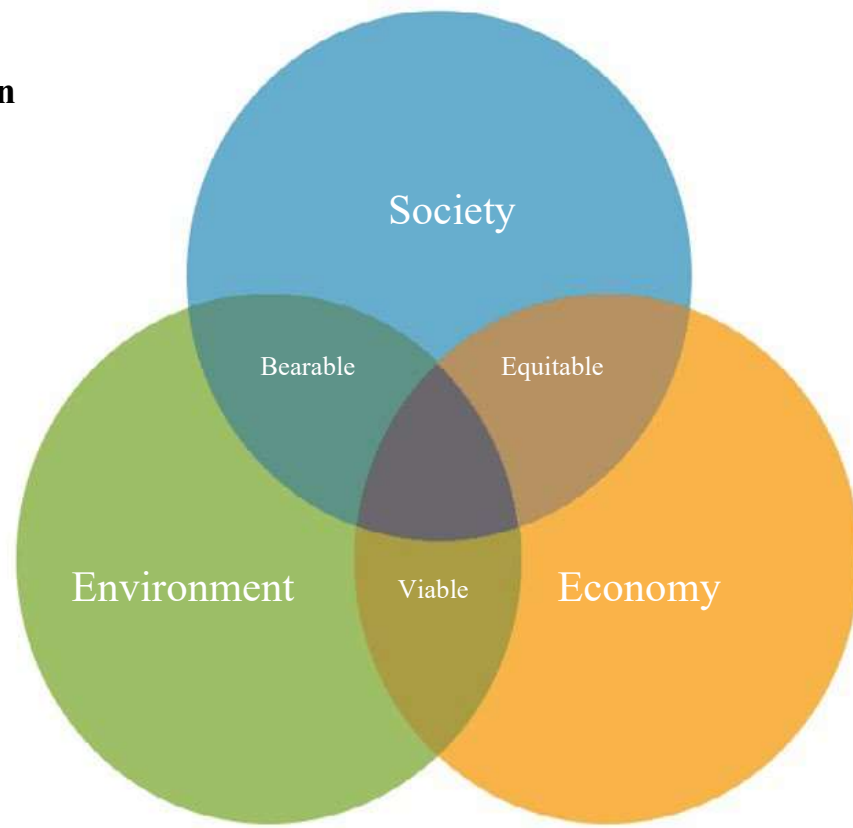
Creating the Plan

The concept of “sensible and sustainable growth” began in the 1980’s as a means to bring together two compatible but different ideas. First, the need for sound planning and decisions about future growth; and second, the application of common sense to many development issues facing communities today.

Sustainable

A sustainable Future Growth Plan is one that *“meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

The diagram to the right illustrates sustainability as an organizing principle for balancing the demands for environmental, social, and economic success.



Applying Smart Growth Principles

There are commonly held principles to be employed to achieve a sensible and sustainable Future Growth Plan, all which have been considered by the Planning Commission in preparing the Master Plan:

1. Compact, contiguous growth.
2. Redevelopment of built-up areas and infill locations.
3. Encouragement of mixed-uses.
4. Providing travel choices.
5. Protecting natural resources.
6. Creating a range of housing choices.
7. Creating livable neighborhoods.
8. Promoting economic development.
9. Creating affordable growth.
10. Creating “walkability”

Creating an Affordable Growth Plan

While a portion of the cost necessary for future development will come from sponsors of future development, some costs of future growth will be borne by the Village of Marcellus.

It is the responsibility of Planning Commission to carefully balance the amount and timing of future development with the ability of the Village to finance required services, especially extensions and improvements of municipal infrastructure, noted in the Capital Improvements Program.

This Plan incorporates compact and contiguous growth centered on the central business district and emanating outward to encompass the total area within the Village boundary.

Village Township Future Growth & Utility Collaboration

This Plan recognizes the Village must make infrastructure investments in order to grow. The Plan therefore is based on the policy that abutting Township lands needing future municipal utilities will be serviced by the Village under cooperative agreements with Marcellus Township.

Promotion of Economic Development

Employment opportunities and the available quality of life drive the vigor and economic vitality of the community. This Plan recognizes the importance of reinventing the retail and commercial vibrancy of the downtown through specific actions and activities undertaken by Downtown Development Authority, including accessing State of Michigan grant funds specifically allocated for downtown development projects.

Village action will also be taken with the Cass County, Economic Development Corporation and other regional partners to attract new local and regional industrial business expansion to increase job opportunities and expand the Village tax base.

Governance and Services

Participation and Involvement

Over the past year, Village residents have been talking about the future of Marcellus... asking what it will be and what plans do we have for it.

Even faced with uncertainties of a recessionary economic recovery and divergent priorities of what is important to Marcellus’s future, the Planning Commission has worked toward unified solutions that are believed to be the best direction for future growth and development. Activism and involvement are the lifeblood of good governance and necessary for successful implementation of this Plan.

Nurturing Future Leaders

Efforts to involve young people at an early age who will become future Village leaders, as expressed by the Planning Commission and Village Council “is one of our most important goals as governmental leaders”.

“Our young people are the future of Marcellus. Our churches, service clubs, youth sports groups, and educational system go to great lengths to develop long, satisfying attachment to the community through a friendly, small town upbringing that hopefully will produce future community leadership necessary for growth”, notes Former Village President Jody Schick.

Creating the Walkable Community

In response to the call to create a “walkable community,” the Five-Year Parks Plan emphasizes incremental projects to increase sidewalk walkability and public access to the current parks system including construction of a downtown activity center and other improvements to increase family usage of existing parks and recreation facilities. Today, the promotion of a healthy lifestyle is important to everyone, noted Planning Commission Chair, James Thomas, Jr.

“Marcellus was a walkable community even before the term became popular. Our compact, close-by living environment makes walking as fast as taking the car to our business district, churches, and schools. Folks here have said this is a top priority. Increasing walkability in the future is one of the top goals of both our Planning Commission and Parks Board.”

The 2050 Vision Statement

Defining the Future Vision

The term “vision” as used in this context, is a broad statement that expresses a consensus regarding what the Village of Marcellus should be like in the future. As such, the vision addresses issues of visual character and community aesthetics as well as population, economic growth, and prosperity. It also addresses non-visual

issues such as what one will experience living in the community, local philosophy regarding quality of life, and how various components of the community interact with one another.

In other words, the Vision for the Future seeks to place into words the collective opinion of the community for the pattern of land uses desired in the future. This also includes providing public services to support the living environment and community social activities desired by Village residents and visitors.

Future Goals & Objectives

“Carrying-Out” The Vision Statement

The following goals and objectives have been identified as the means to achieve the desired end-state of the Village of Marcellus based on the 2050 Community Vision Statement.

The 2050 Vision is a set of broadly stated goals that describe what Marcellus “seeks to achieve in the future”. Objectives provide guidance on “how Marcellus intends to accomplish each policy”. In 2050, Marcellus is a known family friendly, rural community offering parks and recreation, community involvement, employment, and shopping opportunities accessible by a short walk.



Village Goals

Goal	Action	Details/Location	Responsibility	Timeline
Population Growth	Facilitate population growth resulting in a community population approximating 2,500 residents in 2050.	Create welcome information for promotion via the community Village web site and for distribution to realtors and others to encourage new resident location.	Village Staff	1-2 Years
		Develop the "36 lakes within 6 miles" theme into a visitor attraction brand statement for use by county and regional tourist promotion programs.	DDA	3-4 Years
Community Character & Quality of Life	Retain the historic safe small town rural culture and quality of life fostering neighborliness and promoting shared common values supported by active civic, educational, and religious opportunities for all.	Create a community services advocacy council comprised of social, fraternal, and religious groups to identify community service needs and service providers.	Village Staff/DDA	1-3 Years
		Appoint a citizen advisory committee to determine the amount and schedule for public safety guardianship in combination with formation of a community crime watch program throughout the Village.	Village Staff/DDA	4+ Years
Economic Prosperity	Expand employment opportunities offering residents job opportunities and career advancement located within the local community and surrounding regional commutable job centers.	Identify role and participation in County and regional economic development efforts to ensure consideration of Marcellus as a place for new business location.	Village Staff/DDA	1-2 Years
		Expand the role of the Village Council and Downtown Development Authority for planning and development. Investigate the possible development of commercial and industrial land and buildings to induce new business formation and location.	Village Staff/DDA	1-2 Years

Goal	Action	Details/Location	Responsibility	Timeline
Infrastructure	Improve known and yet unknown water, sanitary sewer, storm drainage, street, and sidewalk infrastructure deficiencies while providing system expansion needed to serve future residential and other community needed land uses.	Compile current known infrastructure deficiencies serving existing development.	Village Staff/DPW	1 Year
		Complete study of the means to expand infrastructure capacities and delivery systems to areas designated for future development.	Village Staff/DPW	1 Year
		Install new storm drains to improve drainage on Reed and Burney Streets.	Village Staff/DPW	2-3 Years
		Replace lead service lines with an estimated completion date of 2025.	Village Staff/DPW	2-3 Years
Parks and Recreation	Expand physical facilities and recreational programs for enjoyment of community residents and visitors of all ages.	Seek MDNR funds for the “Village Commons” project as Village top priority of the Parks and Recreation Plan.	Village Staff/Parks & Rec Committee	1-4 Years
		Establish ongoing additional park improvements as recommended within individual park “future” plans	Village Staff/Parks & Rec Committee	1-5 Years
		Develop and improve Steven’s Park to create Pickle Ball Courts.	Village Staff/Parks & Rec Committee	1-5 Years
Green Space and Walkways/ Trail ways	Maintain current green infrastructure adding additional green space as future development occurs with connectivity provided by a community sidewalk/trail way system interconnected with applicable regional intercommunity trail ways.	Participate in County and Regional intra & inter-county trail way planning to offer trail connectivity between the central business district and outlying inland lake and other residential areas.	Village Staff/Parks & Rec Committee	1-5 Years
Governance	Grow civil participation and involvement ensuring the development of successful community leadership.	Create a middle and high school leadership council offering students opportunities to participate in social, fraternal, and government governing and advisory bodies as a means of educating youth in community leadership.	Village Staff	1-3 Years
		Create and develop a public participation plan documenting public engagement strategies to outline what residents, officials, and other stakeholders can expect from its local government.	Village Staff	Annual Review

Summary

Major Influencers

Marcellus's future is interrelated with several future decisions, the most important being regional job development. Regional trail way system improvements both east-west and north-south will have a major impact on the residential and visitor desirability of the Village. Tourism, especially inland lake recreation and agri-tourism being promoted in Southwestern Michigan will also increase the desirability of the Village as a place to visit and live.

Guide for Decision Making

The Village of Marcellus Master Plan provides a guide for land use decision making and a framework for decisions that will impact the future growth of the Village while maintaining and enhancing the quality of life.

Strategies May Change

Because not all strategies can be implemented at once and some specific actions may change as detailed action plans are developed, this Master Plan must be viewed as a living document, subject to changes and modifications over time. Obviously, the most important unknown variable is financial; gathering sufficient resources to implement specific strategies. Achieving the Vision of Marcellus for the year 2050 will take major commitments

from Village leaders, strong public/private sector cooperation, access to state and federal financial resources, and input and assistance from Village residents.

While the final shape, form and scale of future development is yet unknown, it will eventually be refined and implemented by the Planning Commission and Village Council under the watchful eye of the citizens of Marcellus.

Legal Function of the Plan

The Michigan Planning Enabling Act, P.A. 33 of 2008, as amended, states, that a Village "shall make and approve a master plan as a guide for development", one that:

- "Is coordinated, adjusted, harmonious, efficient and economical.
- Considers the character of the planning jurisdiction and its suitability for particular uses judged in terms of such factors as trends in land use and population development.
- Will in the present and future, best
- promote the public health, safety, morals, order, convenience, prosperity, and general welfare.
- Promotes adequate transportation for safe and efficient movement of people and goods by motor vehicles, bicycles, and pedestrian means.

- Addresses safety from fires and other damage.
- Provides access to light and air flow.
- Address location of and distribution of population.
- Encourages good civic design and efficient expenditure of public funds.
- Provides for recreation.
- Uses resources in accordance with their character and adaptability."

This Plan provides the legal basis for Village implementation of land use regulations, the Parks, Recreation, Open Space and Greenways Plan, and the Capital Improvement Program, as well as the 2050 Vision.

Cass County Future Land Use Plan

The Future Land Use Plan Map is a graphic representation of the 2050 Vision Statement, goals and objectives and other recommendations of this plan. It shows the location and uses of land, transportation improvements, public buildings and structures, parks and open spaces. It serves as the zoning plan required by Section 203 of the Michigan Zoning Enabling Act (P.A. 110 of 2006, as amended). A larger scale map is available for viewing in the Village Hall.

Regional Context

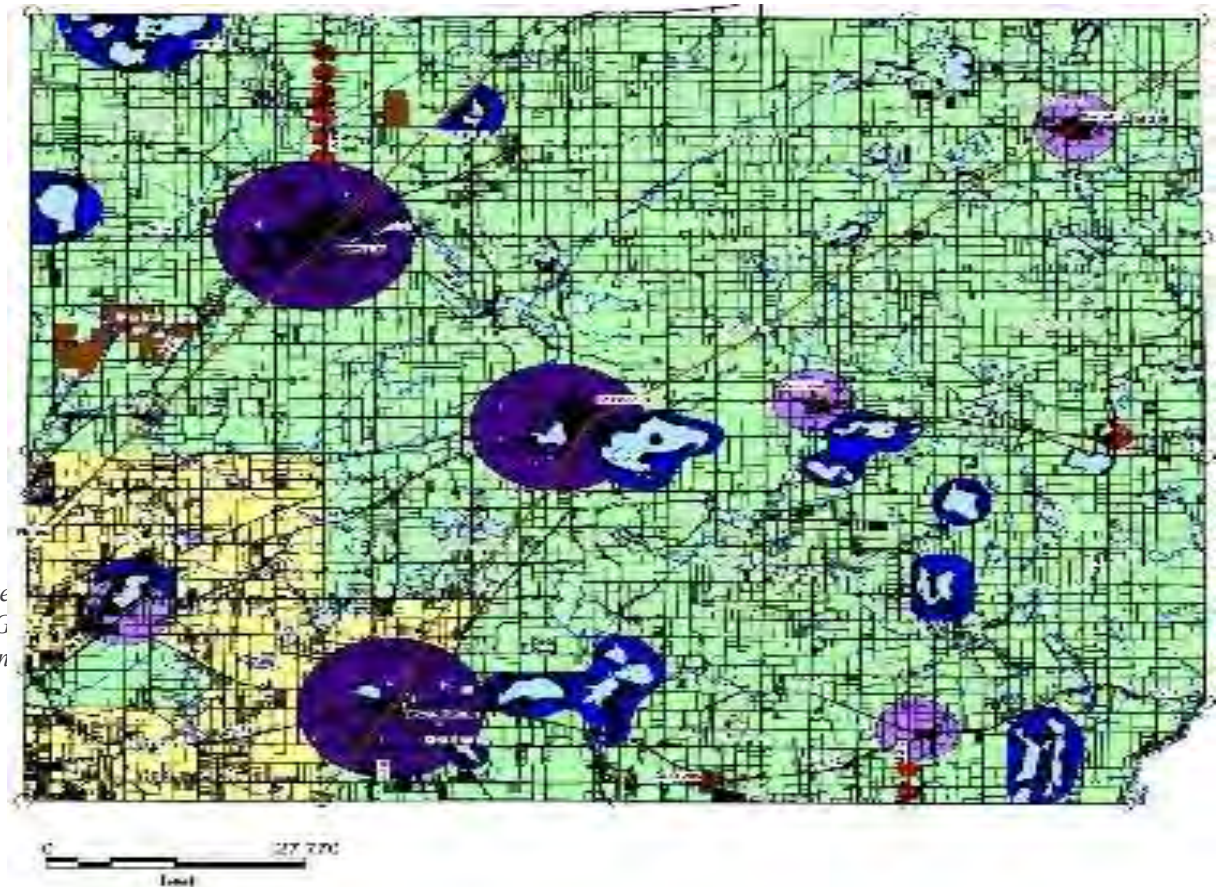
Future growth of the Village contemplates a pattern of regional land use now being guided by the Cass County Master Plan. This Plan recognizes and implements the work of the County Planning Commission shown in the County Board of Commissioners endorsed Future Land Use Plan Map characterizing the Village as a “Secondary Urban Growth Area”.

The County Planning states that “Secondary Growth Areas in association with the more significant Primary Growth Areas possess the population base to support substantial expansion.”

growth is to primarily be of a more moderate and low-density character and commercial expansion should generally be limited to the central village areas of these locations. Industrial expansion is not considered beneficial except in association with existing facilities.”

Cass County Future Land Use Map

- Agricultural Preservation Area
- Primary Urban Growth Areas
- Secondary Urban Growth Areas
- Rural Residential Settlement Areas
- Lake Residential Areas
- Highway Commercial Area
- Pokagon Band of Potawatomi Indians



Village of Marcellus Future Land Use and Zoning

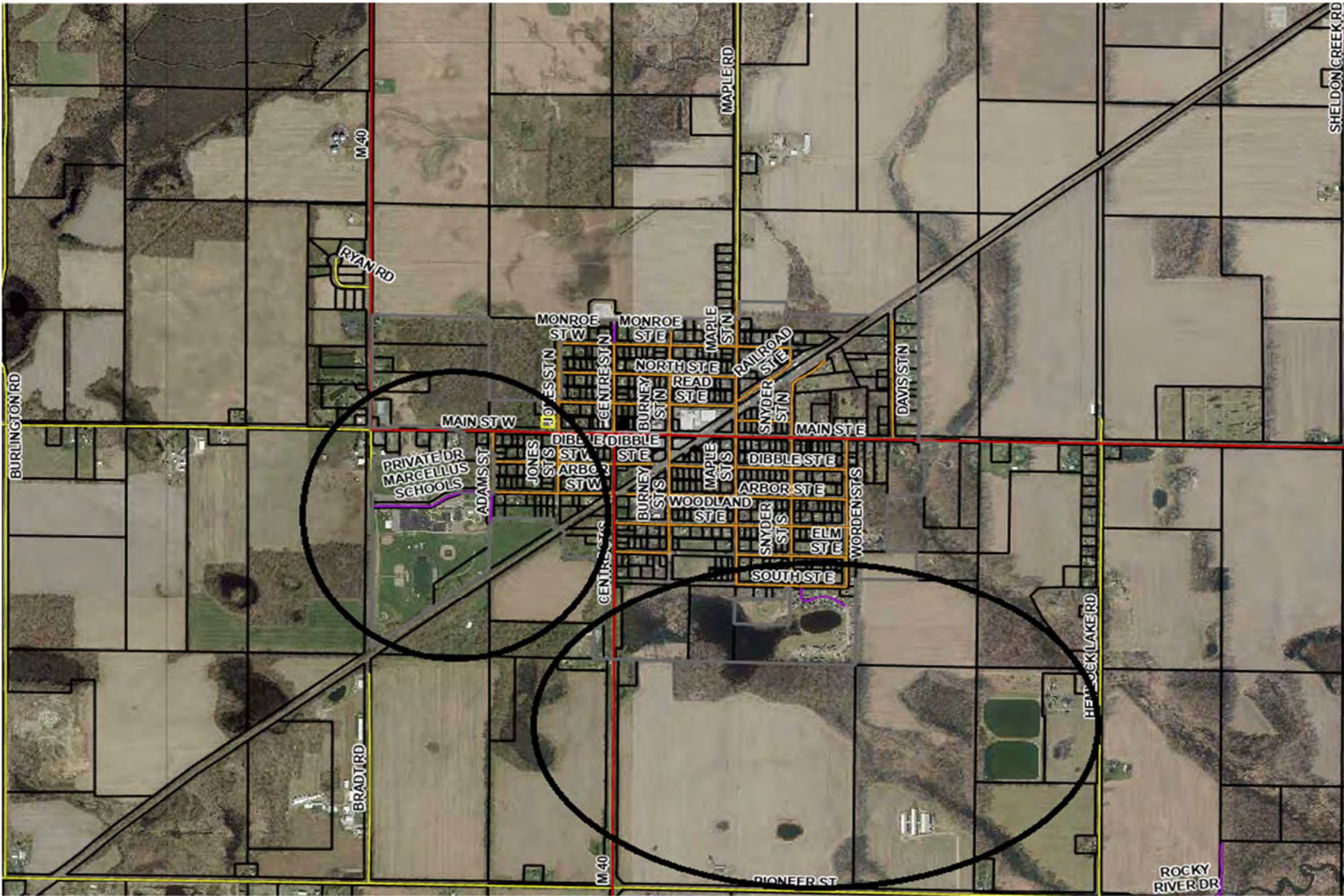
Future Land Use

The Future Land Use Map is another tool that helps the Village visualize how it should develop over time, a visionary map that adds the spatial component to some of the action plan items related to land use. Unlike a Zoning Map that is designed to be a parcel-by-parcel map to enforce the legally binding Zoning Ordinance, the Future Land Use Map provides a direction, more than a directive, on how future development can align with planning practices. While most of the Future Land Use Maps designations correspond to existing zones, there are some departures concerning housing density, permitted uses downtown, and the conservation of institutional uses and natural features.

Future Land Use / Growth Map

The Future Land Use Map is not intended to be used to identify future land use on a parcel-by-parcel basis, but rather to identify districts that may evolve within the Village. The Future Land Use Map shows the preferred locations for future development in Marcellus. The future vision of growth is to extend the Village limits to the south and southwest. This future expansion would allow for the incorporation of additional residential zones to include an increase in housing developments, single family residential as well as multifamily residential areas, while preserving the rural characteristics of the Village. The southern growth areas would provide additional natural features with the potential growth of parks and recreational areas, while the southwestern growth areas would provide an increase in usable commercial districts abutting the major Village thoroughfare of M 216 / Main Street. The southwestern growth would also allow for an increase in the Downtown District Authorities coverage area, thus increasing the potential for commercial advocacy as well as state and local funding for commercial expansion, as well as to provide an increase in both high and low density residential developments, workforce housing.

Village of Marcellus Future Land Use / Growth Map



Future Land Use Categories

Single Family Residential

The majority of current housing structures within the Village fall into the category of Single Family Residential, both in the high and low density categories to preserve the “neighborhood” feel that is so desired for rural living. The Future Land Use goal is preservation of the existing lower density housing areas typically located on the outer edges of the Village while incorporating additional higher density residential areas on smaller parcels on a grid street pattern which is a foundational configuration for neighborhoods.

Multi-Family Residential

The majority of existing Multi-Family Residential Units found in the Village comprise of duplex housing with one larger apartment complex. The need for additional more affordable options has become a focus of the Village and thus several new multi-family residential areas have been incorporated to fill this need.

Mobile or Manufactured Home Park

This category recognizes the Mobile or Manufactured Home Park development located on the southern portion of Woodland Street.

Government / School

The Government / School district is to outline the existing Marcellus Public School District as well as the Village of Marcellus governmental and service lands.

Retail Commercial

Retail Commercial focuses on providing goods directly to the consumer, where such goods are available for either immediate purchase and removal from the premise by the purchaser or for immediate consumption within the premise by the purchaser. The vision of location is to be found directly on the major thoroughfares of M 216 and M 40, for the most accessibility as well as access to the Downtown District Authority.

Service Commercial

Service Commercial focuses on providing services directly to the consumer.

Industrial

The intent of this district stays largely the same except that its coverage is expanded on the Future Land Use Map and its permitted uses should be expanded to include research, technology and marijuana growth. With the large expansion of this zone and potential employment opportunities, it is important to have an increase in housing to ensure that the supply of housing and supply of jobs are appropriately balanced.

Residential with Commercial Overlay

This district allows for the creation of mixed-use buildings and areas by incorporating smaller retail based commercial entities to coincide with residential lots. This will increase the amount of potential commercial growth along the M 216 / M 40 corridor while still preserving the residential areas. Retail Commercial businesses shall be subject to a special use permit and site plan review for all new businesses to ensure the integrity and preservation of mixed use with residential housing. Such commercial uses are to include all current retail commercial district permitted uses as well as special land uses with the inclusion of single and multi family residential units.

Zoning Plan

According to Section 2(d) of the Michigan Planning Enabling Act (PA 33 of 2008), the Master Plan shall include a Zoning Plan depicting the various zoning districts and their use, as well as standards for height, bulk, location, and use of buildings and premises. The Zoning Plan serves as a basis for the Zoning Ordinance.

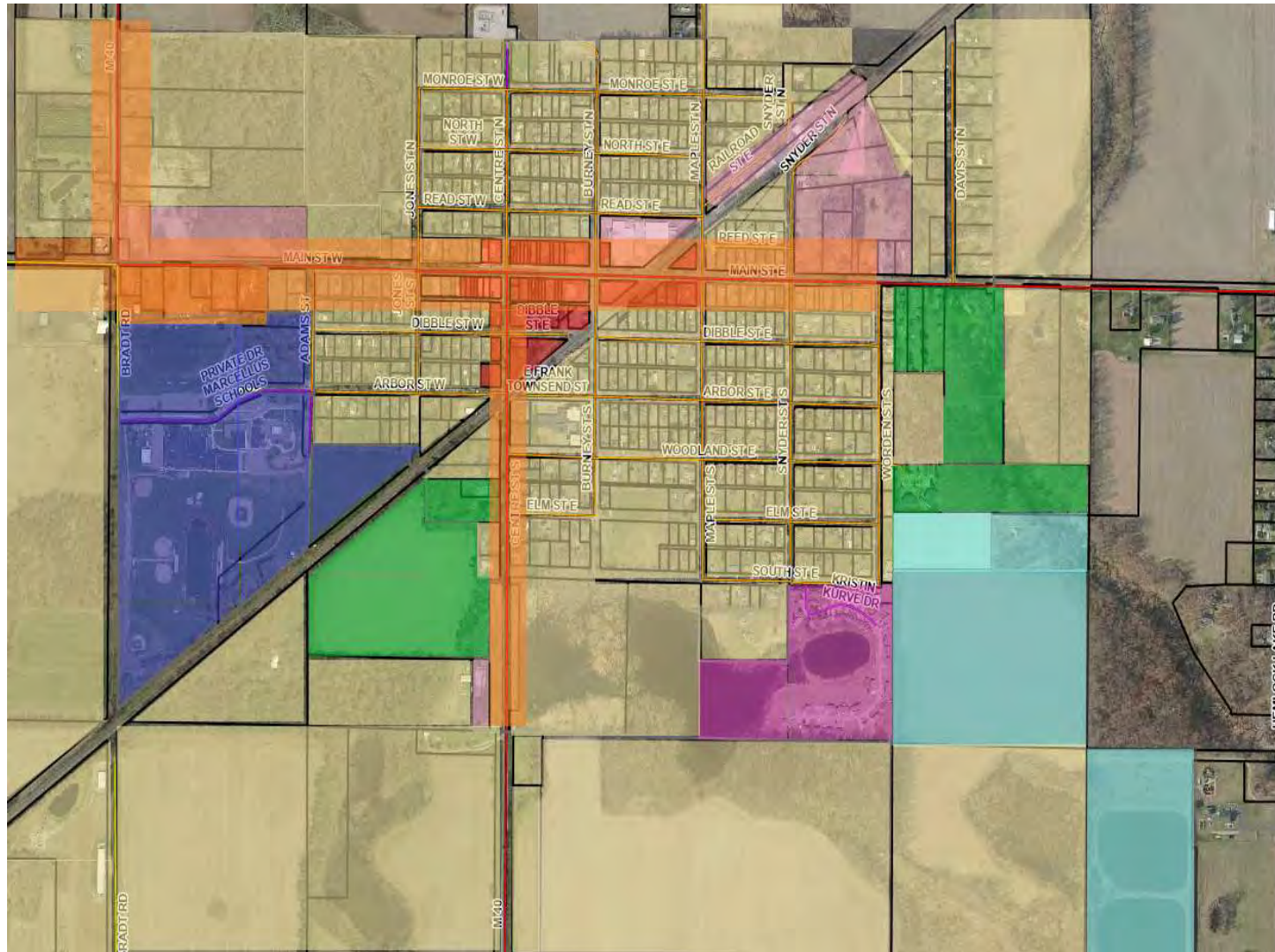
Relationship to the Master Plan

As a key component of the Master Plan, the Zoning Plan is based on the recommendations of the Master Plan and is intended to identify areas where existing zoning is inconsistent with the objectives and strategies of the Master Plan, and to guide the development of the Zoning Ordinance. The Zoning Ordinance is the primary implementation tool for the future development of the Village of Marcellus. The following sections detail existing zoning regulations in the Village.

ZONING REGULATIONS & FUTURE LAND USE

Future Land Use 2023	Related Zoning District	Proposed Zoning Revisions
Single Family Residential	R-1	<ul style="list-style-type: none"> • Remove conversion of a single family dwelling to a multiple family dwelling from Special Land Use • Remove multi-family dwelling containing no more than four dwelling units from Special Land Use • Remove school, public or parochial, nursery through high school from Special Land Use • Add provision for “Tiny Homes” • Remove public utility facilities from Special Land Use • Add Museum to Special Land Use
Manufactured Home Park District	R-2	<ul style="list-style-type: none"> • Remove school, public or parochial, nursery through high school from Special Land Use • Remove public utility facilities from Special Land Use
Multiple Family Residential District	R-3	<ul style="list-style-type: none"> • Remove school, public or parochial, nursery through high school from Special Land Use • Remove public utility facilities from Special Land Use • Add Museum to Special Land Use
Retail Commercial District	R-C	<ul style="list-style-type: none"> • Remove provision for required off street parking if public parking is available
Service Commercial District	S-C	<ul style="list-style-type: none"> • Add minimum and maximum off street parking if public parking is available
Industrial District	I	<ul style="list-style-type: none"> • Add research and technology services
Governmental / School	GS	<ul style="list-style-type: none"> • Add a new zoning district
Residential with Commercial Overlay	CO	<ul style="list-style-type: none"> • Add a new zoning district

Future Land Use - Zoning Map



Single Family Residential
Multi-Family Residential
Mobile or Manufactured Home Park
Government / School

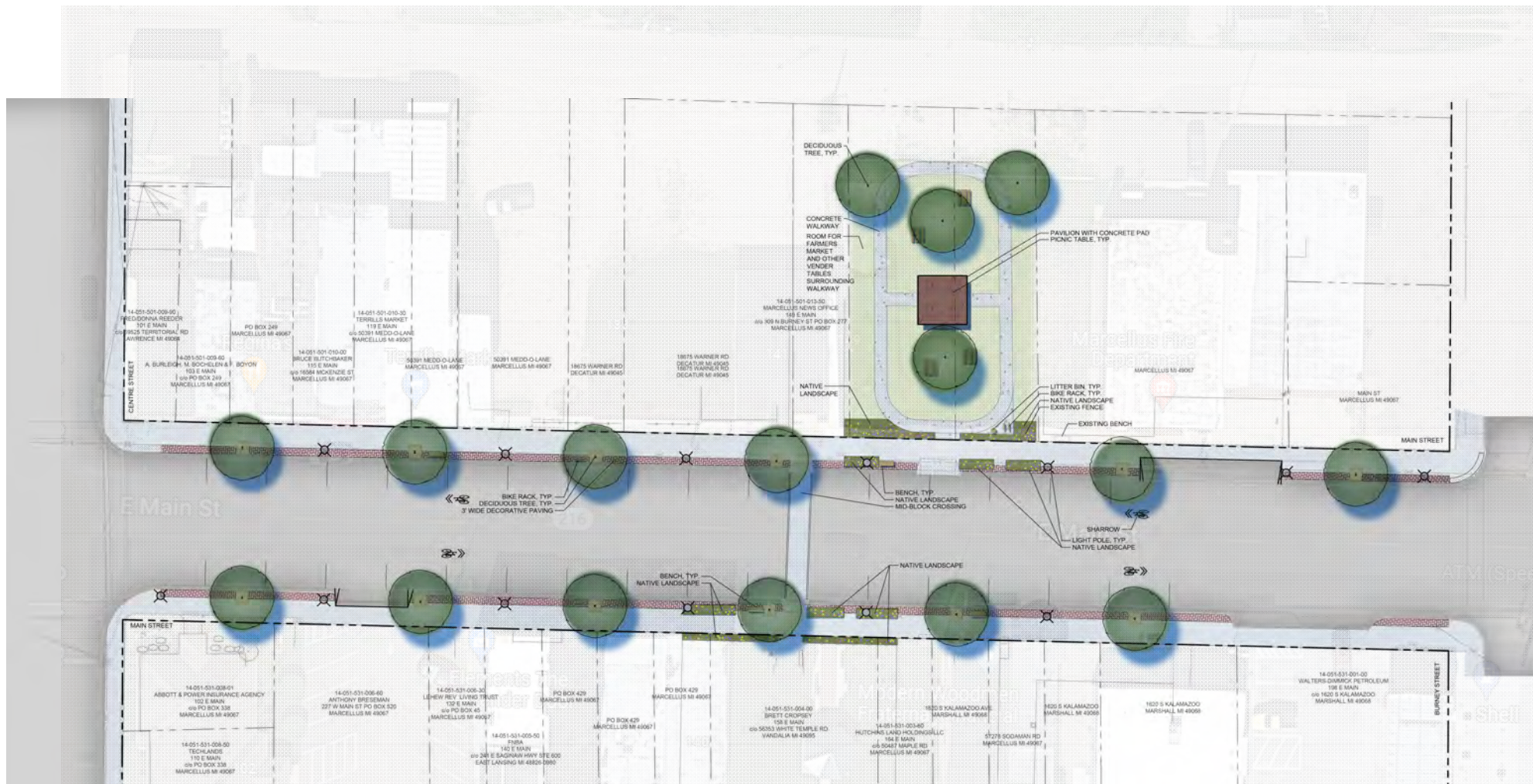
Retail Commercial
Service Commercial
Industrial
Residential with Commercial Overlay

Downtown Streetscape Improvement Plan

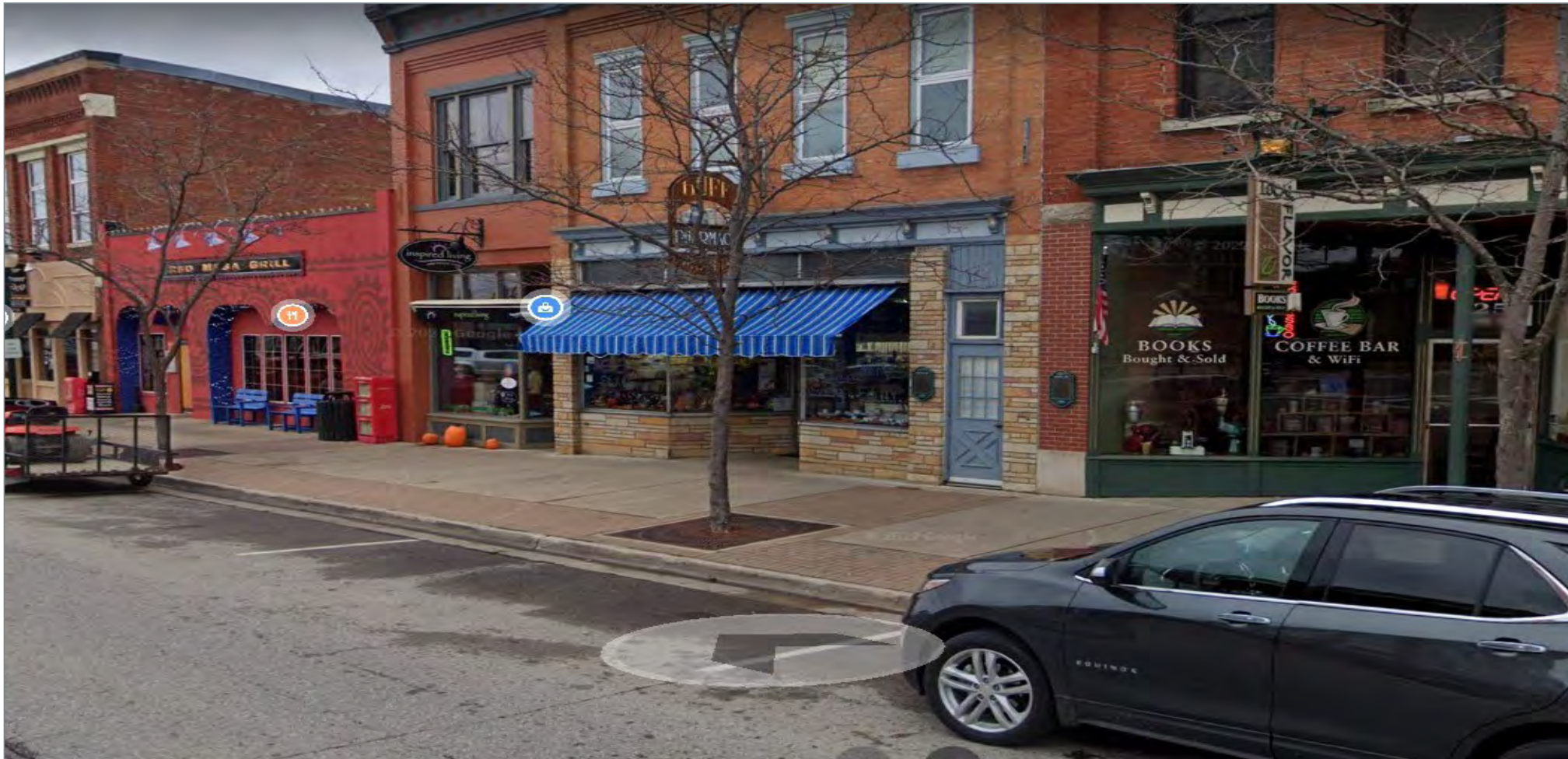
A major goal for development established by the Planning Commission is to strategically build upon the momentum of successful projects. At the heart of the Village, a healthy Downtown is vital. The proposed conceptual streetscape plan will make the Downtown a more attractive destination to walk, eat, shop, and gather.

Unique to the identity and experience of Downtown Marcellus is the proposed Village Commons. Located at the center of the Downtown, the pocket park is an inviting space.





This Streetscape plan prioritizes the pedestrian and placemaking aspects of the streetscape while understanding that Main Street is a state highway. The project works to provide safe access to downtown for all users including pedestrians, bicyclists and motorists of all ages and abilities. The downtown streetscape will include pedestrian scale decorative lighting, benches, decorative paving, trash and recycling bins, native landscape including shade trees and tree grates, bicycle racks and sharrow to provide circulation for all user groups, and a new park.



Paver or stamped concrete paver style running along the edge of the streetscape.

The downtown will be lined with a strip of decorative paving on the sidewalk along the curb to create a unified downtown, allow users to know they have reached downtown Marcellus. Site amenities will be placed within the decorative paving strips, this will organize the site amenities and ensure plenty of clear space is provided between the buildings and the site amenities for pedestrians. The sidewalk between the site amenities and the buildings will be 5-8' wide which is able space to allow 2 wheelchair users to pass when using the space. The above photograph is not an accurate representation of the Village of Marcellus, but an example of concept.



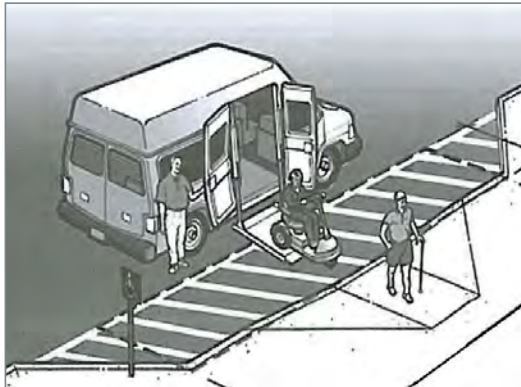
Decorative lighting.

Pedestrian scale decorative lighting will replace the existing car-oriented street lighting which is very stale and spaced very far apart. In contract the pedestrian scaled street lighting will be shorter and spaced closer together. Not only will the new light poles unite the downtown visually with the historical style of the poles, but they will also create a space that is more appealing to the pedestrian user and attract more to the downtown.



Benches.

Bench without back to allow user to decide which way to face, in Black color. Benches will be available with arms that are of a style to match the historic character of downtown Marcellus. People with mobility problems an the visually impaired need side arms to help them sit down and get up, so benches will have armrests to assist in sitting and standing. All benches include a space next to the bench for a wheelchair user to sit with a non-wheelchair user. All benches will be located on an accessible route.



ADA Parking.

There will be parallel parking along Main Street with more than the required number of ADA Van accessible parking spots. The accessible paved parking spaces including signs showing the international symbol of accessibility and state “van accessible”.



Electric Vehicle Charging Stations.

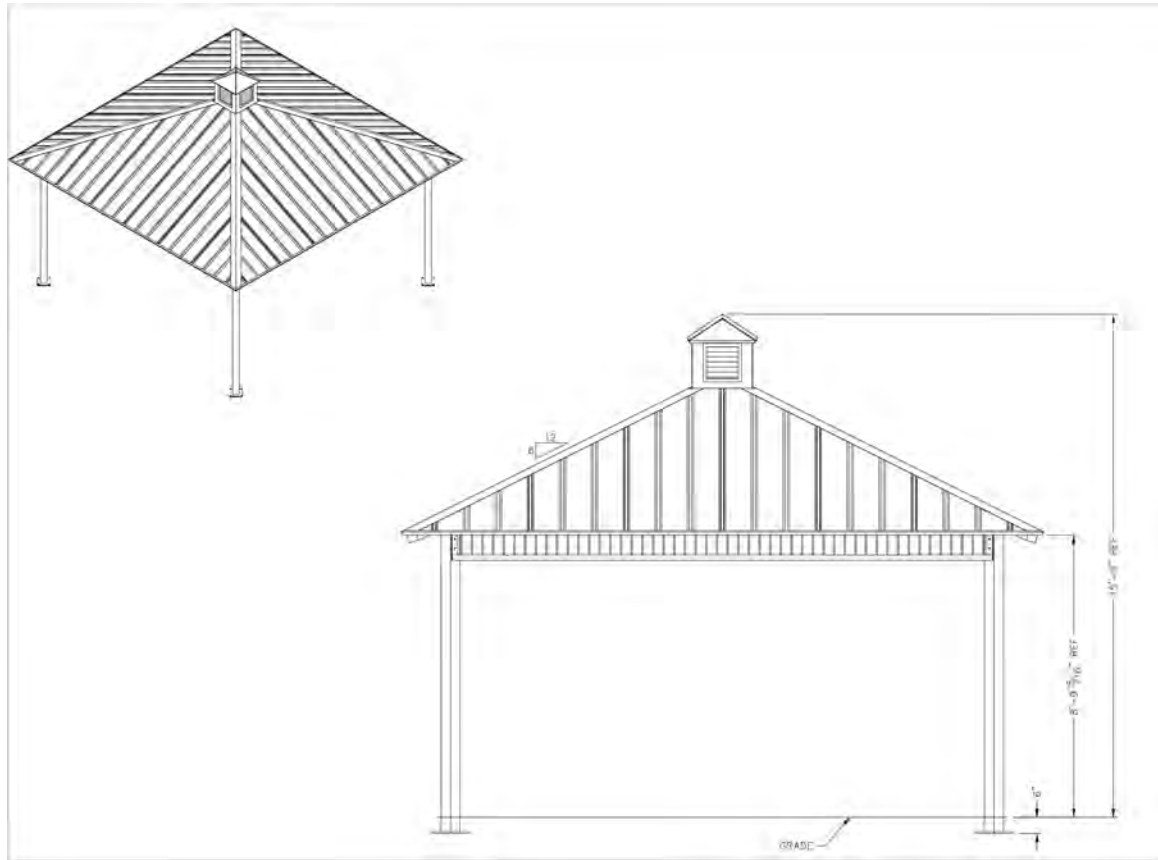
Electric vehicle charging stations will be added between Dibble and Main Streets as the EV industry continues to grow.



Existing Litter Bin. Trash bins will have easily identifiable symbols, with high contrast images. Users in wheelchairs can roll up to cans and they will be clear and easy to understand for use. All trash bins will be located on an accessible route.



Bike Rack in Black color. Bike racks and sharrows, also known as shared lane markings, will be provided to support the focus of providing all user groups easy access to downtown Marcellus. The sharrow is not a bike lane, rather it is a way to notify cyclists and drivers that they must coexist in the same lane.



Pavilion in Park. The two vacant lots located to the west of the Marcellus Village Hall have been reimagined to create a park to be utilized in many ways for the Marcellus community. A new pavilion will be installed along with a concrete path along the perimeter of the space. The park will have many programmed uses such as farmers markets and craft markets. The vendors will be able to set up under the pavilion as well as individual tables along the perimeter path to create an easy to navigate circulation system for visitors of the markets. The park will have picnic tables, native landscape including trees to provide shade, bike racks to allow for more user groups to access the space and trash and litter receptacles. These amenities will allow the park to be utilized as a socializing and picnicking space for First Fridays where food trucks line Main Street as well as takeout from any of the nearby restaurants and businesses.

Picnic Tables. There will be newly installed picnic tables in the new park. The park will include a variety of table styles, some with clear sitting space on the side, some with extended tabletops that allow a wheelchair sit at the table with enough knee and toe clearance. Some of the tables are fixed (mounted to the concrete) to ensure they remain accessible (not moved off into a grassy or sandy area, etc.) while some will remain unsecured so that users can move them if they would like.

Parks, Recreation, Open Space and Greenway

The Michigan Department of Natural Resources (DNR) provides financial assistance to communities within the state of Michigan that wish to acquire land for parks and open space or that wish to develop recreation facilities. Assistance is available from the Michigan Natural Resources Trust Fund and the Federal Land and Water Conservation Fund. To be eligible to apply for these funds the Village must have an approved plan on file with the DNR. The narrative portions of the Master Plan cited below and this Appendix B to the Master Plan comprise the Village of Marcellus Plan.

Community Description
See Master Plan page 5.

Recreation Inventory & Accessibility Assessment

This plan identifies a number of accessibility deficiencies to be address in the list of future improvement projects details which are shown on the Existing Conditions and Recommendations map illustrations.

Description of the Public Input Process *See Master Plan* County & Regional Planning Commission review was initiated on March 13, 2014. Public Hearing notice was published on March 27, 2014 for hearing held on May 14, 2014.

Administrative Structure
See Master Plan page 6.

The Parks Board prepares the Parks Plan and recommended its adoption by Village Council with Village Council responsible for project implementation and maintenance via services provided by the Public Works Department.

Annually, the Council budgets monies for maintenance and improvements, an amount that will likely be continued in future budgets. Community groups such as the local Lion's Club and other volunteers, on an informal basis, assist with improvements and maintenance needs upon approval by Council.



The Village encourages use of Parks facilities by visitors and residents of the greater Marcellus community.

Barrier-Free Evaluation

It is often challenging to provide barrier-free access for all aspects of recreation within a community. Marcellus has made a commitment to improve their park facilities to accommodate the various accessibility needs.

The Park Board officials will use public comment and suggestions throughout the implementation process in order to carry out these barrier-free improvements.

In December, 2004, the Michigan Department of Natural Resources created *Guidelines for the Development of Community Park, Recreation, Open Space, and Greenway Plans*. In these guidelines, there is an Accessibility Rating section. Marcellus Village Park rankings are shown below, based on the following guidelines.

1. none of the facilities/park areas meet accessibility guidelines
2. some of the facilities/park areas meet accessibility guidelines
3. most of the facilities/park areas meet accessibility guidelines
4. the entire park meets accessibility guidelines
5. the entire park was developed/renovated using the principals of universal design

Park Name	Accessibility Rating
Ray Gyllstrom Memorial Park	3
Village Commons	5
Steven's Park	2
Wellburn Park	2

DNR Recreation Grant Inventory

The Village in the past has received recreation grants in 1978 and 1990, details which are noted on the Recreational Inventory map.

Goals and Objectives

See Master Plan pages 13 & 14.

Action Program

See page 28 & 29.

This table details the action program and cost estimates for park improvements. Planned expenditures are summarized below. (See CIP for grant and village cost sharing)

FIVE YEAR CAPITAL PROJECTS BUDGET		
Fiscal Year	Park	Cost
2024	Streetscape	450,000
2023/2024	Village Commons	100,000
2024	Steven's Park	500,000

This plan contemplates only continued maintenance and minor improvements to the existing park system

Overall Certification

I hereby certify that the content of the recreation plan for The Village of Marcellus, Cass County, Michigan includes the required contents set forth by the Department of Natural Resources.

Dennis Irwin
Marcellus Village President

DNR USE ONLY - APPROVAL
The recreation plan is approved by the DNR and the community (ies) covered by the plan, as listed on page 1 of this checklist is/are eligible to apply for recreation grants through...
Date: _____
By: _____
Grants Management: _____
Date: _____

Village Of Marcellus: Existing Park and Recreation Inventory

Village of Marcellus Existing Park and Recreation Inventory				Amenities										
				Parking	Public Restroom	Picnic Shelter	Gazebo	Natural Area/Garden	Skate Ramps & Obstacles	Benches	Cross Country Skiing	Shuffle Board	Horseshoe Pit	Open Play Field
	Facility	Size	Location											
Village Public Parks	Gyllstrom Memorial Park	1.1 Acres	Marcellus	X		X								X
	Steven's Park	0.5 Acres	Marcellus	X				X		X				
	Village Commons Park	0.2 Acres	Marcellus	X		X	X			X				
Schools	Marcellus High School			X	X									
	Marcellus Middle School			X	X									
	Marcellus Elementary School			X	X									
Regional Parks	Dr. T.K. Lawless Park	820 Acres	Newberg Township	X	X	X		X	X	X	X	X	X	X
	Fred Russ Forest Park	13 Acres	Volinia Township	X	X	X		X		X	X	X	X	X
	Stevens Lakeside Memorial Park	2 Acres	Volinia Township	X	X	X			X				X	X

Capital Improvements Program

The Michigan Planning Enabling Act (PA33 of 2008, as amended MSA 125.3865) states the Planning Commission or legislative body of every local unit of government, “after adoption of a master plan, shall annually prepare a capital improvements program of public structures and improvements”.

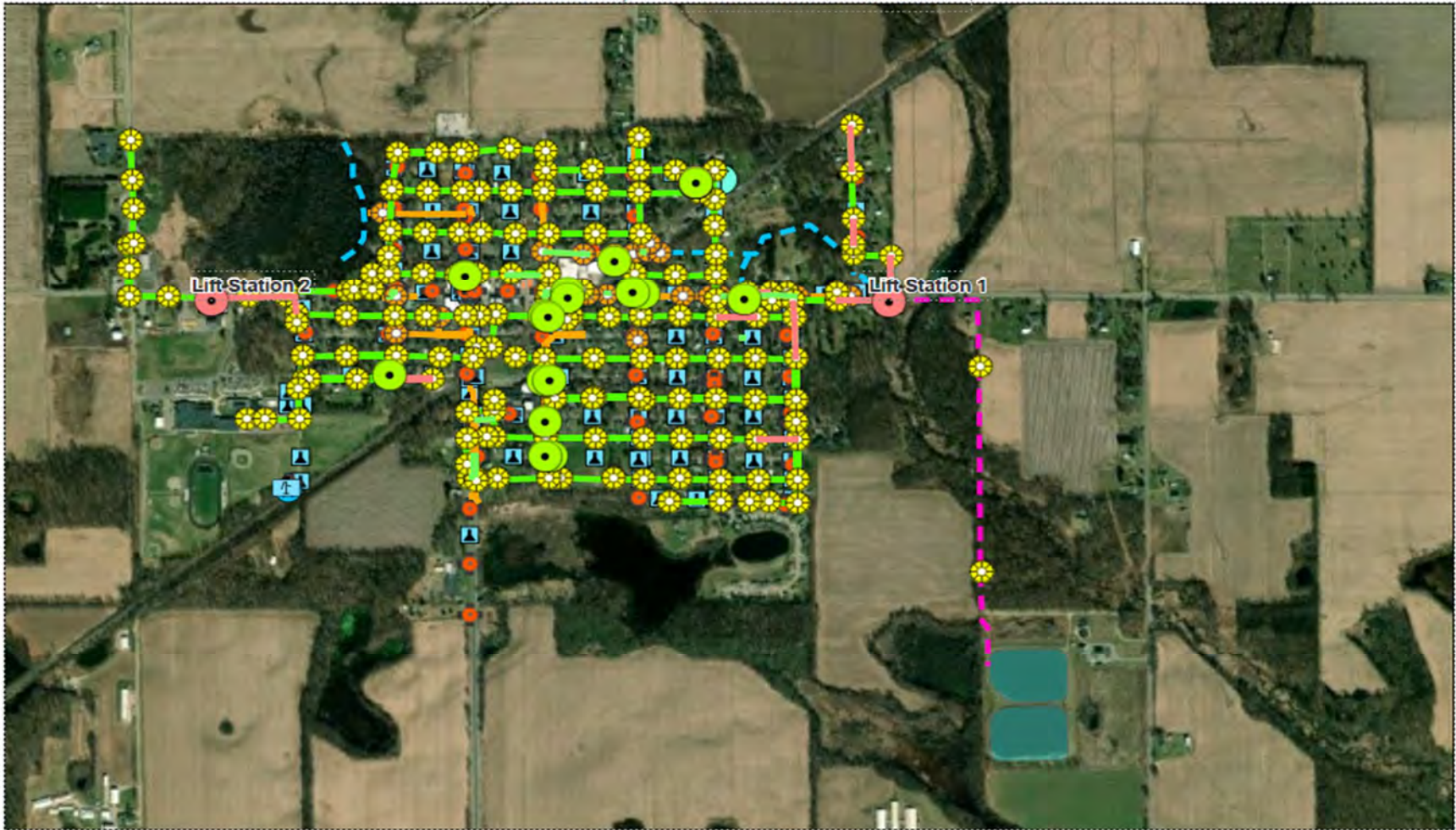
“The capital improvements program shall show, those public structures and improvements, in general order of their priority that in the commission’s judgment will be needed or desirable and can be undertaken within the ensuing 6 year period”.

The CIP is a long-range plan identifying capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. The CIP includes not only the construction of new infrastructure, but also the maintenance, repair and rehabilitation of existing infrastructure. Capital improvement projects include roads, parks and recreation facilities, water, storm and sanitary sewer infrastructure, buildings and grounds, and streetscape projects.

Village of Marcellus Capital Improvement Plan 2022 - 2027

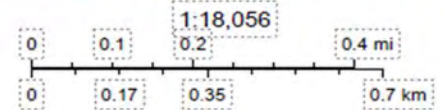
General and Equipment	2022	2023	2024	2025	2026	2027
DPW Mower						20,000
Building 4 Access Ramp	5,000					
Downtown Streetscape			224,000			
Stevens Park			500,000			
Little League Ballfields				300,000		
Storm System Improvements		60,000				
Village Hall Boiler Replacement	19,000					
Paint Building 1 and 2		9,630				
DPW Bobcat					83,000	
Storm and Streets	2022	2023	2024	2025	2026	2027

Village of Marcellus CIP Map Water, Sewer and Storm

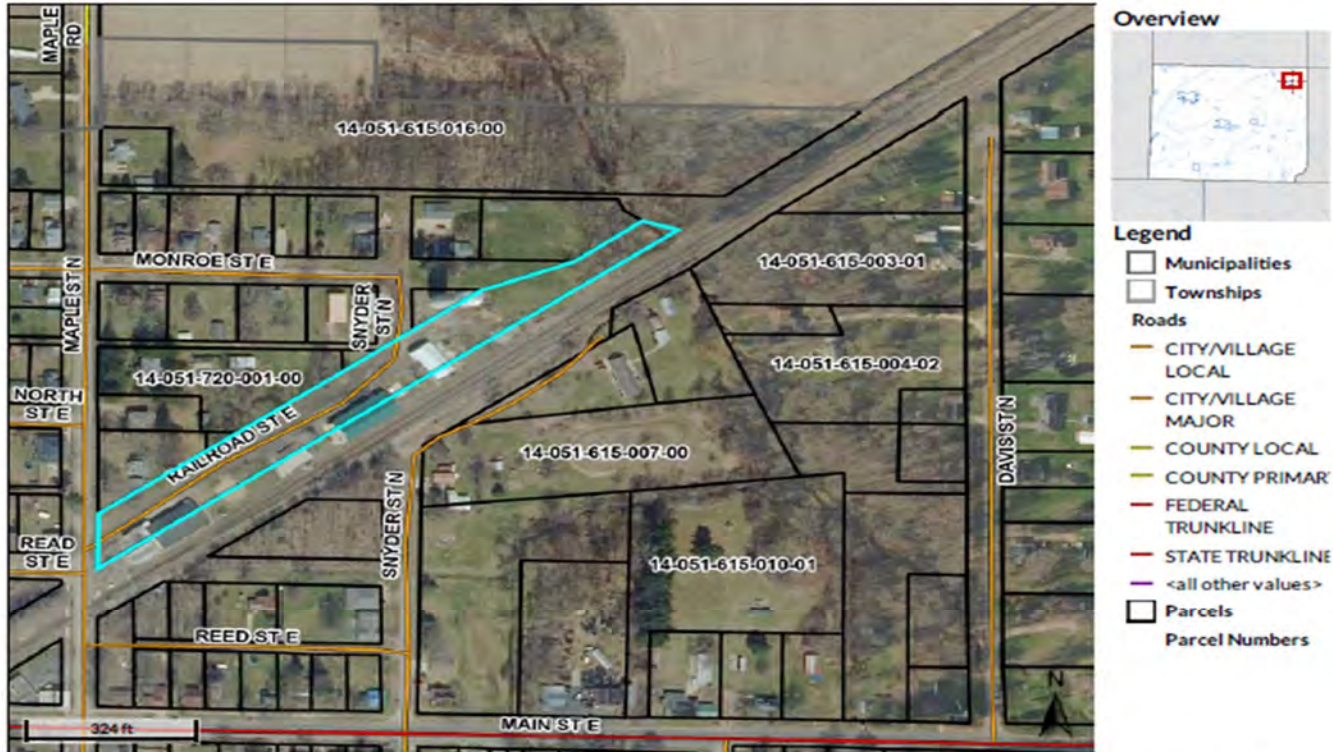


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CIP Project Locations		CIP Project Lines		Water Network Structures	
	Sewer Collection		Sewer Manhole		Production Well
	Storm Drainage		Sewer Force Mains		Water Sampling Stations
	Lift Station		Sewer Gravity Mains		Storage Basin
	Pump Station		Storm Open Drains		Water Hydrant
	Storm Manhole		Storm Gravity Main		Buildings
	Water Sampling Stations		Water Mains		



Village of Marcellus CIP Map 4 Access Ramp Building 1 and 2 Paint



Parcel ID	14-051-522-010-00	Alternate ID	n/a	Owner Address	VILLAGE OF MARCELLUS
Sec/Twp/Rng	522-05S-13W	Class	301 - INDUSTRIAL-IMPROVED		177 E MAIN ST
Property Address	100 E RAILROAD ST MARCELLUS	Acres	2.61		MARCELLUS, MI 49067

District 14050 MARCELLUS COMMUNITY SCHOOLS

Brief Tax Description 493-865 79 COM N 326.05 FT & N 53 DEG 6' 15"E 41.26 FT FRM S 1/4 COR, TH N 125.04 FT, N 53 DEG 6' 15"E 871.54 FT, N 68 DEG 3'E 183.02 FT, N 52 DEG 20'E 156 FT, S 74 DEG 10'E 69 FT, S 53 DEG 6' 15"W 1322.9 FT TO BEG. BEING PART OF BLOCK 2N-3E & UNPLATTED SEC

(Note: Not to be used on legal documents)

Date created: 2/14/2023
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Village of Marcellus CIP Map Little League Ball Fields



Overview



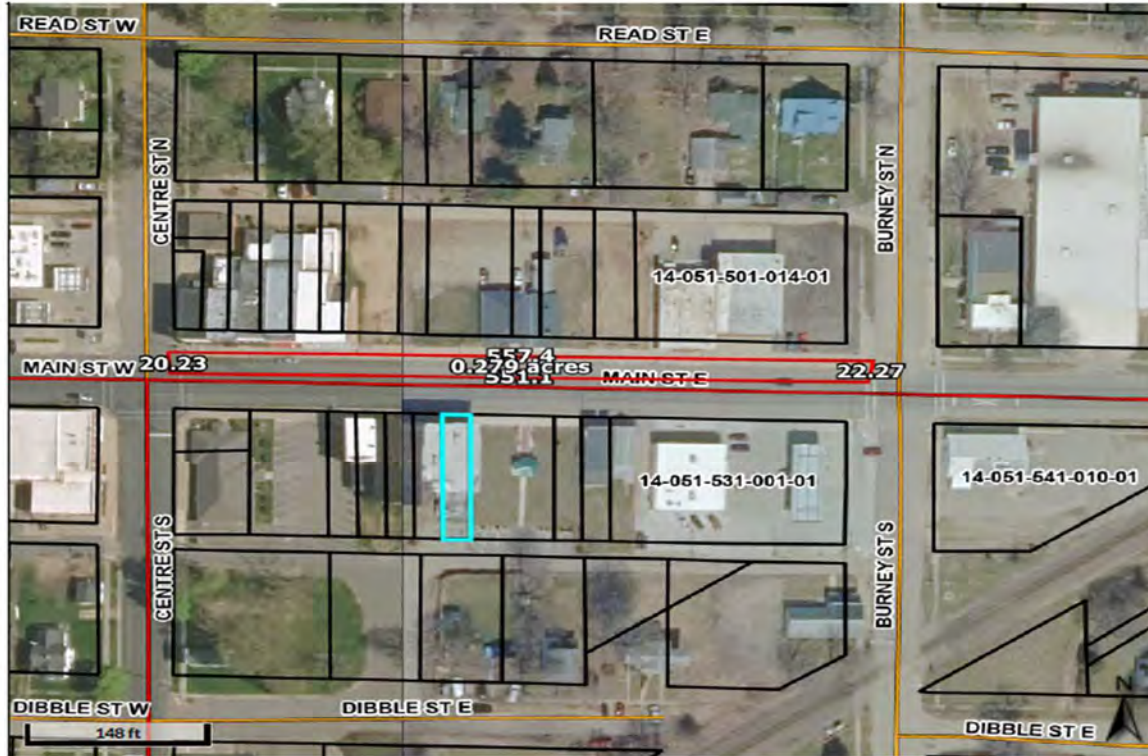
Legend

- Municipalities
- Townships
- Roads
 - CITY/VILLAGE LOCAL
 - CITY/VILLAGE MAJOR
 - COUNTY LOCAL
 - COUNTY PRIMARY
 - FEDERAL TRUNKLINE
 - STATE TRUNKLINE
 - <all other values>
- Parcels
- Parcel Numbers

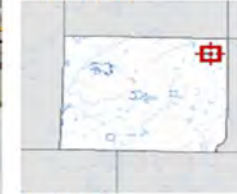
Parcel ID	14-051-531-005-00	Alternate ID	n/a	Owner Address	VILLAGE OF MARCELLUS
Sec/Twp/Rng	531-055-13W	Class	n/a		PO BOX 429
Property Address	MAIN ST MARCELLUS	Acres	0.067		MARCELLUS, MI 49067
District	14050 MARCELLUS COMMUNITY SCHOOLS				
Brief Tax Description	434-344 91 B15-1E VIL MARCELLUS MIDDLE 1/3 LOT 5 BEING 132 FT N & S & 22 FTE & W B15-1E.				
	<i>(Note: Not to be used on legal documents)</i>				

Date created: 2/15/2023
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Village of Marcellus CIP Map Downtown Streetscape



Overview



Legend

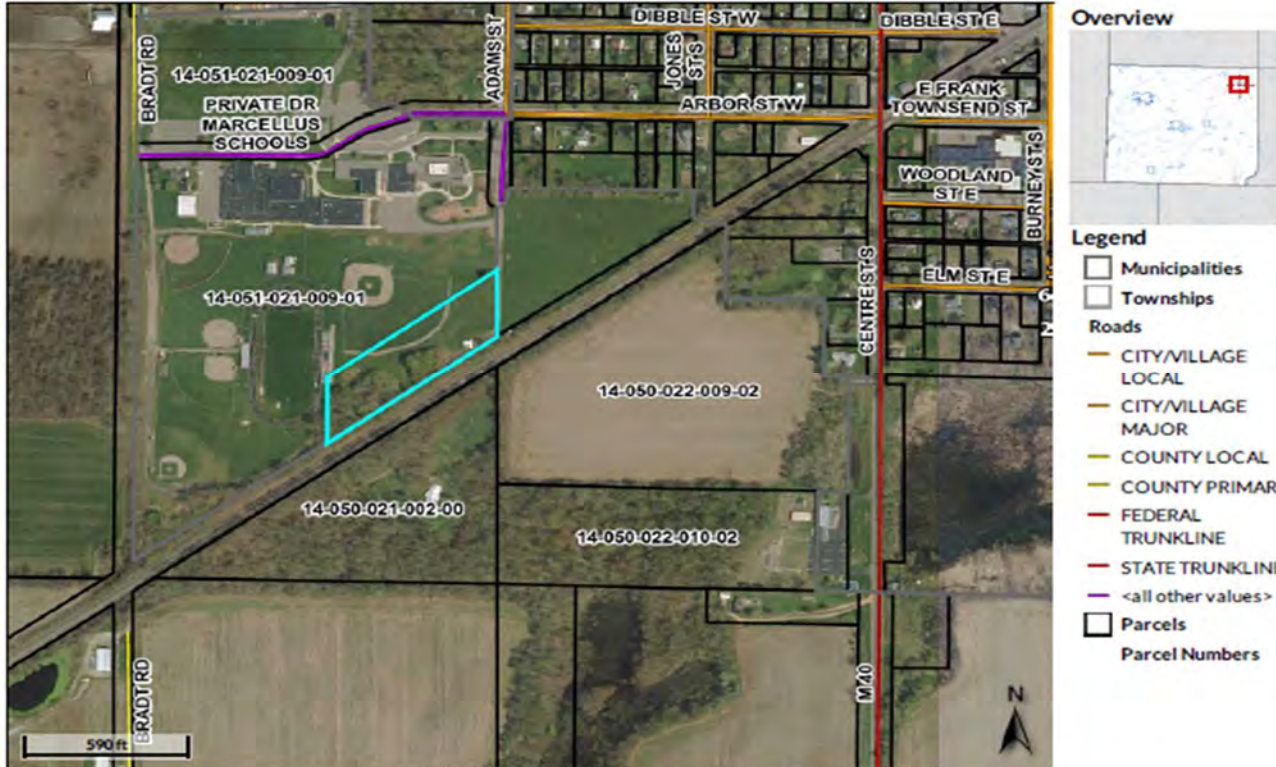
- Municipalities
- Townships
- Roads**
- CITY/VILLAGE LOCAL
- CITY/VILLAGE MAJOR
- COUNTY LOCAL
- COUNTY PRIMAR
- FEDERAL TRUNKLINE
- STATE TRUNKLINE
- <all other values>
- Parcels
- Parcel Numbers

Parcel ID	14-051-531-005-00	Alternate ID	n/a	Owner Address	VILLAGE OF MARCELLUS
Sec/Twp/Rng	531-05S-13W	Class	n/a		PO BOX 429
Property Address	MAIN ST MARCELLUS	Acreege	0.067		MARCELLUS, MI 49067
District	14050 MARCELLUS COMMUNITY SCHOOLS				
Brief Tax Description	434-344 91 B 1S-1E VIL MARCELLUS MIDDLE 1/3 LOT 5 BEING 132 FT N & S & 22 FTE & W B 1S-1E.				
	(Note: Not to be used on legal documents)				

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Village of Marcellus CIP Map Water Treatment Plant

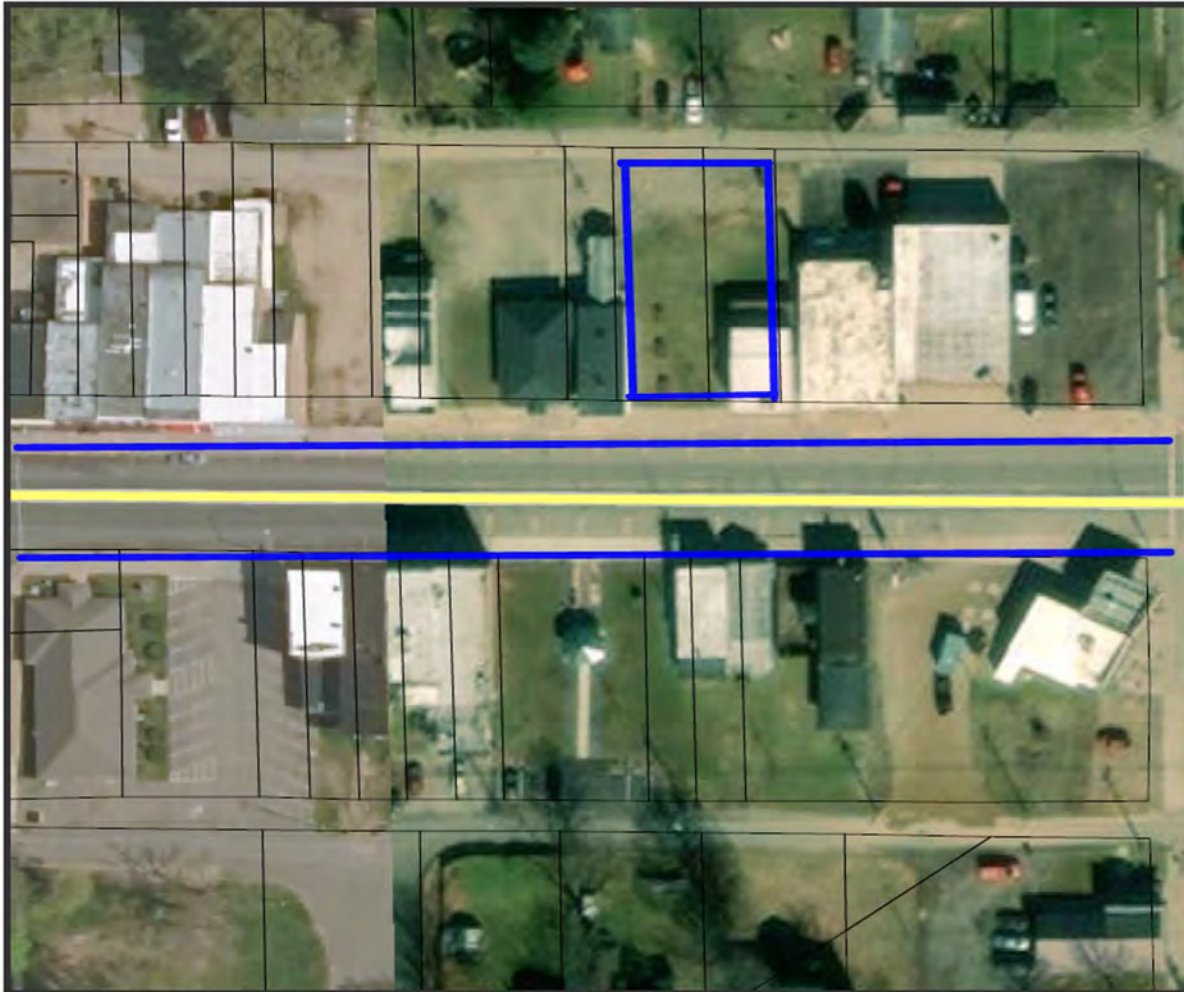


Parcel ID	14-051-021-008-01	Alternate ID	n/a	Owner Address	VILLAGE OF MARCELLUS
Sec/Twp/Rng	--	Class	n/a		PO BO 429
Property Address	PRIVATE DR MARCELLUS SCH MARCELLUS	Acreage	n/a		MARCELLUS, MI 49067
District	14050 MARCELLUS COMMUNITY SCHOOLS				
Brief Tax Description	249F, T5S R13W, BEG AT A PT 1343.1 FT S OF NE COR SEC 21 TH S 282.78 FT, TH S 54°10' W 760 FT, TH N 282.78 FT, TH N 54°10' E 760 FT TO PT OF BEG. 4 A, SEC 21. PROPERTY ANNEXATION: 03-11-1986 AND UPDATED AT COUNTY 03-23-2022 PARENTS: 14-050-021-009-00				
	(Note: Not to be used on legal documents)				

Date created: 2/15/2023
Last Data Uploaded: 2/15/2023 9:37:25 AM



Village of Marcellus CIP Map Downtown Streetscape Project



Cass County GIS



Map Publication:
05/19/2022 4:40 PM



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FetchGIS 

Disclaimer: This map does not represent a survey or legal document and is provided on an "as is" basis. Cass County expresses no warranty for the information displayed on this map document.

Village of Marcellus CIP Map Steven's Memorial Park



Overview



Legend

- Municipalities
- Townships
- Roads**
- CITY/VILLAGE LOCAL
- CITY/VILLAGE MAJOR
- COUNTY LOCAL
- COUNTY PRIMAR
- FEDERAL TRUNKLINE
- STATE TRUNKLINE
- <all other values>
- Parcels
- Parcel Numbers

Parcel ID	14-051-622-032-00	Alternate ID	n/a	Owner Address	VILLAGE OF MARCELLUS
Sec/Twp/Rng	622-05S-13W	Class	n/a		PO BOX 429
Property Address	S WORDEN ST MARCELLUS	Acreage	n/a		MARCELLUS, MI 49067
District	14050 MARCELLUS COMMUNITY SCHOOLS				
Brief Tax Description	.295 UNPL SEC 22 T5S R13W UNPLATTED VIL MARCELLUS COM 4 RDS E OF NE COR LOT 65 W & S ADD, E 5 RDS, S 8 RDS, W 5 RDS, N 8 RDS TO BEG.				
	(Note: Not to be used on legal documents)				

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Developed by Schneider
GEO SPATIAL

Downtown Development Authority

VILLAGE OF MARCELLUS DOWNTOWN DEVELOPMENT PLAN

The Michigan Downtown Development Authority Act (P.A. 197 of 1975, as amended MSA 12.1651) allows villages to form an authority to: "correct and prevent deterioration in business districts; to encourage historic preservation; to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans in the districts; to promote the economic growth of the districts; ... to authorize the issuance of bonds and other evidences of indebtedness; to authorize the use of tax increment..."

Development Plan Projects and Activities Roster

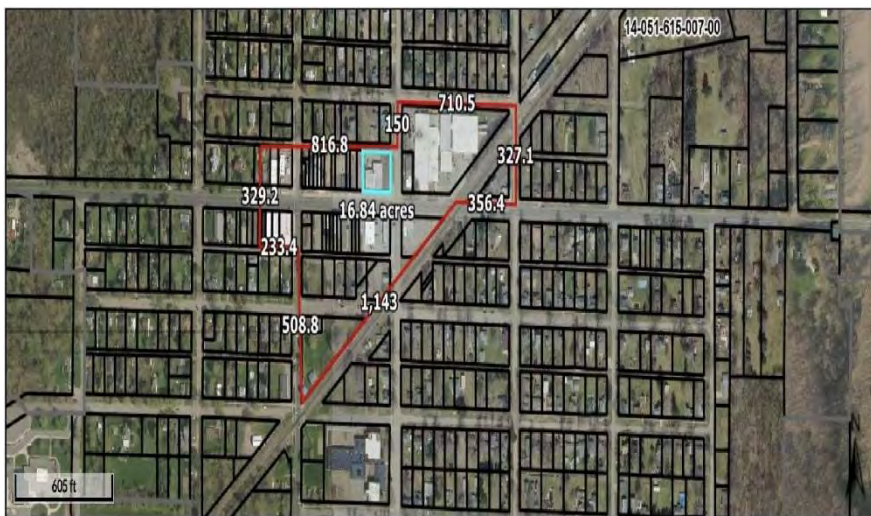
This Development Plan Projects & Activities roster is prepared pursuant to requirements of Section 17 of the Downtown Development Act consisting of responses to specific information requested in subsections 2(a) through 2(p).

The principal project of this process is a list of specific projects and activities, including estimates of their cost and an implementation schedule prepared by the DDA and approved by the Village Council, after public hearing. The DDA is limited to undertaking only projects and activities cited on this roster.

Focus on Downtown:

Downtown Marcellus is the heart of the community, hosting its commercial district and serving as its hub for community events. Suffering from larger economic trends in spending, such as online shopping and big box stores, downtown Marcellus's historic commercial district, once comprised of family-owned businesses, is faced with vacancies and a lack of commercially-diverse infrastructure.

Rather than viewing these vacancies as insurmountable challenges, the Downtown Development Authority is actively using this opportunity to rethink downtown Marcellus in a way that is economically and socially sustainable. This includes considering diverse housing options, establishing a downtown identity, and advocating for the mindful implementation of new businesses and employment opportunities.



Preserving the Past:

With the majority of Marcellus's buildings constructed between 1876 and 1915, downtown Marcellus has the advantage of the small town American aesthetic, punctuated with multiple two-story historic structures. Historically, they have served as theaters, performance halls, hardware stores, and markets. While a number of these buildings need extensive facade and restoration work, the downtown has a unique piece of history upon which to build.

Leveraging existing community partnerships alongside state-led initiatives, historic downtown Marcellus can serve as a platform for broader tourism, economic growth, and diverse opportunities. To amplify the existing infrastructure, downtown revitalization initiatives may include a history walking tour, events targeted at historic societies and preservationist groups, and community-led oral history projects.

Preparing for the Future:

Talent retention, named one of the region's largest challenges in the Southwest Michigan Planning Commission's Comprehensive Economic Development Strategy, is also a problem for Marcellus. In consideration of this, the Downtown Development Authority is actively establishing relationships with the Marcellus Public School. Collaborating with students and educators, the vision is to engage with young residents and present opportunities of ownership in the revitalization of Downtown Marcellus.

Introducing the "Future is Bright" campaign, the Downtown Development Authority seeks to connect the town's rich history with its young residents as a means to generate sustainable interest, engagement, and opportunity.

Opportunities:

- 2nd story residential
- Opportunities for growth and diversification of businesses
- Heavy vehicle traffic with the intersection of two state highways: M-40 and M-216
- Potential for partnerships

Challenges:

- Vacant and underutilized buildings
- Perception of the downtown corridor/deteriorating facades
- Funding for Main Street Projects including Diverse Housing Initiatives

Opportunities:

2nd story residential

One way to increase demand for local businesses and services is to increase the population density of Downtown Marcellus. Encouraging foot traffic and physically bringing more people into the downtown district not only encourages economic growth but presents opportunities for increased talent retention and employment opportunities. There are currently seven historic downtown buildings that have the potential for conversion to upstairs rental units. While we have an inventory of potential second story units, we recommend that the Downtown Development Authority works with business and property owners to convert or rehab these units as an economic development strategy for revitalizing Downtown Marcellus.

Growth and diversification of businesses

Easily a full-time job, Marcellus faces the challenge of limited staffing. In anticipation of growth, however, the Downtown Development Authority is actively seeking grant opportunities and diverse funding sources that can work to support a liaison between the Downtown Development Authority and potential businesses/developers. Already establishing relationships with the Michigan Economic Development Corporation and local economic development organization Market Van Buren, the Marcellus Downtown Development Authority is proactively considering avenues of collaboration and support.

Heavy vehicle traffic

Downtown Marcellus is intersected by two state highways, M-40 and M-216. The large traffic footprint presents a number of opportunities to potential businesses. Although the challenge is to attract enough attention for people to stop, the consistent road traffic affords easily accessible opportunities for customers, suppliers, and potential business partners.

Potential for partnerships

Downtown Marcellus, located in the northeast corner of Cass County, has existing relationships with Market Van Buren and the Michigan Economic Development Corporation. There are a number of potential partnerships that are currently being investigated including the State Historic Preservation Office, the Main Street Michigan Program, and other local historic preservation organizations and societies. Also, the Downtown Development Authority is actively working to build internal community relationships. Understanding that the collaboration with other Marcellus-based organizations and community-members will serve as a strong foundation for sustainable growth, the Downtown Development Authority is exploring community-driven events, outreach, and collaborative opportunities.

Challenges:

Vacant and underutilized buildings/Deteriorating Facades

Understanding that the deterioration and lack of commercial infrastructure presents challenges, the Marcellus Downtown Development Authority will continue to explore opportunities to support existing and potential property owners in redevelopment and renovations. Reconfiguring the Downtown Development Authority budget, funded through the rental of two industrial units within the Village of Marcellus, the Downtown Development Authority is committed to establishing funds that will be made available to building owners looking to make improvements. While the exact form, grants or a revolving loan, is currently being researched, the implementation of available funding is intended to encourage renovations that will secure the physical and commercial integrity of the downtown corridor.

Perception of Downtown Corridor

Plagued by years of deterioration, there is public discontent surrounding the physical appearance and lack of beautification initiatives within downtown Marcellus, despite recent community-led beautification projects. With an upcoming water infrastructure project, the Village of Marcellus anticipates rebuilding the downtown corridor to be more considerate of public comment and perception. When faced with budgetary restrictions in consideration of large-scale projects, beautification projects can often take less priority, however, with the recent formation of the Marcellus Improvement Initiative (501c3) and a community-led beautification community, the Downtown Development Authority looks to support our residents in their beautification projects through volunteer-time and financial assistance, when possible.

Funding for Main Street Projects including Diverse Housing Initiatives

Recognizing that the primary barrier to Main Street projects and the implementation of diverse housing initiatives is funding, the Downtown Development Authority is committed to supporting present and future building owners in navigating state and local funding opportunities. This includes allocating budget funding to a staff member dedicated to downtown revitalization and creating a gap funding option to encourage building owners to pursue reinvigorating existing businesses, relocate to the downtown corridor, and/or renovate second story units into livable housing options.

Priority Properties

The Centennial Building

111 W. Main Street

Zone: 201 Commercial Improved Square Footage: 6204

Utilities: Municipal Sewer/Water Owner: Frederick Learman Trust



Tailgater

136-140 E. Main Street

Zone: 201 Commercial Improved Square footage: 6600

Utilities: Municipal Sewer & Water Owner: Bobby Bidawid



Implementation Strategy

Five Year Plan Year One:

Expand DDA boundaries

Develop TIF Program

Become “Engaged” Main Street Michigan Community Develop a five-year communication plan Develop a five-year development plan

80% of DDA members must attend MSM online training Develop marketing strategy

Create network of volunteer support

Implement one community-driven program (ie community garden/dog park/hammock lending and lounge in partnership with the library)

Seek funding for building renovations (MEDC projects)

Develop strategies to assist existing businesses and building owners

Allocate funds for Match on Main (or other Main Street initiative) programs (minimum \$5,000)

Rural Development (RBEG):

Estimated Cost \$12,000

This project addresses the application for and implementation of a business revolving fund loan program through the USDA Rural Development Program. The program would request \$50k with a \$10k match to fund a direct loan to 1 or 2 businesses.

Year Two:

Become “Select” Level Main Street Michigan Community

Utilize tech and funding assistance

To note: so become “Select” level, there must be one full-time employee dedicated to the program/downtown activation projects *must consider the expense vs benefits*

Continue to actively seek and secure building renovation funding Begin to search for new businesses to relocate to Marcellus

Develop incentives for relocation/development

Allocate funds for Match on Main (or other Main Street initiative) programs minimum \$2,500 DDA investment per project (up to two annually)

Explore charging station opportunities

Year Three:

Charging station implementation (estimated costs per futureenergy.com)

\$12-15,000 for infrastructure upgrades

\$5500 mid-level public charging station

\$4-600 parking blocks

Street Streetscaping Amenities:

Estimated Cost \$540,000

This project addresses the installation of sidewalks, roadway, curb, and gutters, ADA accessibility, litter/recycle bins, decorative accent features, additional street furniture, landscaping, and decorative lighting within the Central Business District, details of which are more completely defined in the Master Plan and Parks, Recreation and Greenways plan.

Year Four:

Village Commons Project:

Estimated Cost \$90,000

This project addresses DDA participation in the construction of a community gathering plan in the Central Business District details of which are more completely defined in the Master Plan and Parks, Recreation and Greenways

Year Five:

Signature Building Purchase:

Estimated Cost \$200,000

This project contemplated the purchase either buy the DDA or Village Council for DDA rehabilitation and management or possible demolition (if found non habitable) of a downtown property through use of funding through the Michigan Economic Development Corporation signature building program.

The Michigan Downtown Development Authority Act (P.A. 197 of 1975, as amended MSA 12.1651) allows villages to form an authority to: "correct and prevent deterioration in business districts; to encourage historic preservation; to authorize the acquisition and disposal of interests in real and personal property; to authorize the creation and implementation of development plans in the districts; to promote the economic growth of the districts; ... to authorize the issuance of bonds and other evidences of indebtedness; to authorize the use of tax increment..."

Development Plan Projects and Activities Roster

This Development Plan Projects & Activities roster is prepared pursuant to requirements of Section 17 of the Downtown Development Act consisting of responses to specific information requested in subsections 2(a) through 2(p). The principal project of this process is a list of specific projects and activities, including estimates of their cost and an implementation schedule prepared by the DDA and approved by the Village Council, after public hearing. The DDA is limited to undertaking only projects and activities cited on this roster.

Village Commons Project - Estimated Cost: \$90,000

This project addresses DDA participation in the construction of a community gathering plan in the Central Business District details of which are more completely defined in the Master Plan and Parks, Recreation and Greenways

New Business Recruitment - Estimated Cost: \$50,000

This program recognizes the need for recruitment of new businesses at an annualized expense of \$5,000

Rural Development (RBEG) - Estimated Cost \$12,000

This project addresses the application for and implementation of a business revolving fund loan program through the USDA Rural Development Program. The program would request \$50k with a \$10k match to fund a direct loan to 1 or 2 businesses.

Street Streetscaping Amenities: Estimated Cost \$540,000

This project addresses the installation of sidewalks, roadway, curb, and gutters, ADA accessibility, litter/recycle bins, decorative accent features, additional street furniture, landscaping, and decorative lighting within the Central Business District, details of which are more completely defined in the Master Plan and Parks, Recreation and Greenways plan.

Signature Building Purchase: Estimated Cost \$200,000

This project contemplated the purchase either buy the DDA or Village Council for DDA rehabilitation and management or possible demolition (if found non habitable) of a downtown property through use of funding through the Michigan Economic Development Corporation signature building program.

Administrative/Management Estimated Cost Estimated Cost: \$55,000/annually

This project recognizes the current and future administration of the DDA by Village support staffing and/or an employed director in accordance with the Main Street Michigan program requirements.

Competitive Business Support Grants Estimated Cost \$200,000

This project recognizes the need for DDA support to recruit new businesses and provide gap funding to renovate existing downtown buildings compliant with MEDC grant guidelines.

Historic Preservation Plan

Purpose of the Historic Preservation Plan:

The purpose of a historic preservation plan for Marcellus is to move forward in a direction of smart planning for the future while retaining a sense of the past. Historic preservation of older properties makes good economic sense. The Village of Marcellus' downtown is composed of buildings over 50 years old. In fact, over 75 percent of its existing building stock is over 50 years of age. This vast number of buildings cannot reasonably be replaced by new structures. They can, however, be adapted through rehabilitation to meet the needs of today.

Communities across Michigan have successfully embraced preservation of older properties as a tool for economic development by:

- Revitalizing downtown and neighborhoods;
- Enhancing the appearance of the downtown to attract new business, industry, tourists and residents;
- Embracing the sense of place and the unique character of Marcellus; and
- Increasing the tax base.

With these outcomes in mind, the primary purpose of this preservation plan is to set forth a program of work that will take underutilized assets — Marcellus' collection of older properties — and use them to expand the local economy. Idealistically, Marcellus' older buildings and houses would be preserved for their historic and aesthetic value alone. Realistically, this is not happening. In the public mind there must be viable reasons to save these resources. By viewing them as just that, resources— objects of value, resources for economic development — reason exists to protect and utilize them. Marcellus' older buildings, houses, and neighborhoods are irreplaceable economic resources that can be properly managed to the Village's advantage — accomplishing common goals of community improvement and economic growth.



VILLAGE OF MARCELLUS

WELLHEAD PROTECTION

The Village of Marcellus created its Wellhead Protection Plan (WHPP) in November 2006 with the help of Wightman Environmental, Inc., who assisted the Village in developing a formal plan, based on guidelines provided by the Michigan Department of Environment, Great Lakes and Energy (EGLE). The Plan was updated in 2020, and the Village renewed its commitment to protecting and reducing risk to its drinking water. Along with its WHPP, the Village adopted Ordinance No. 214, Ground Water Protection Ordinance, on November 5, 2014, with the goal of :

- A. Preserving and maintaining existing and potential ground water supplies, aquifers, and ground water recharge areas of the Village, and protect them from adverse development or land use practices.
- B. Preserve and protect present and potential sources of drinking water supply for public health and safety.
- C. Conserve the natural resources of the Village.
- D. Protect the financial investment of the Village in its drinking water supply for public health and safety.
- E. Assure that state regulations that help protect ground water are implemented consistently when new or expanded development proposals are reviewed.

The Plan and the Ordinance serve to guide the Village and all its stakeholders in Wellhead Protection Area Management and to assist those stakeholders to plan in such a way as to protect the Village's most vital resource, its Drinking Water.

As a Public Water supplier, the Village of Marcellus is committed to maintaining a clean drinking water supply. Clean water ensures the health, safety, and welfare of our current and future residents.

Our Wellhead Protection Area represents the groundwater that supplies our public water wells.

To keep contaminants out of our drinking water, we work to identify sources of contamination around our Wellhead Protection Area. We also seek actions to keep these contamination sources from impacting our drinking water.

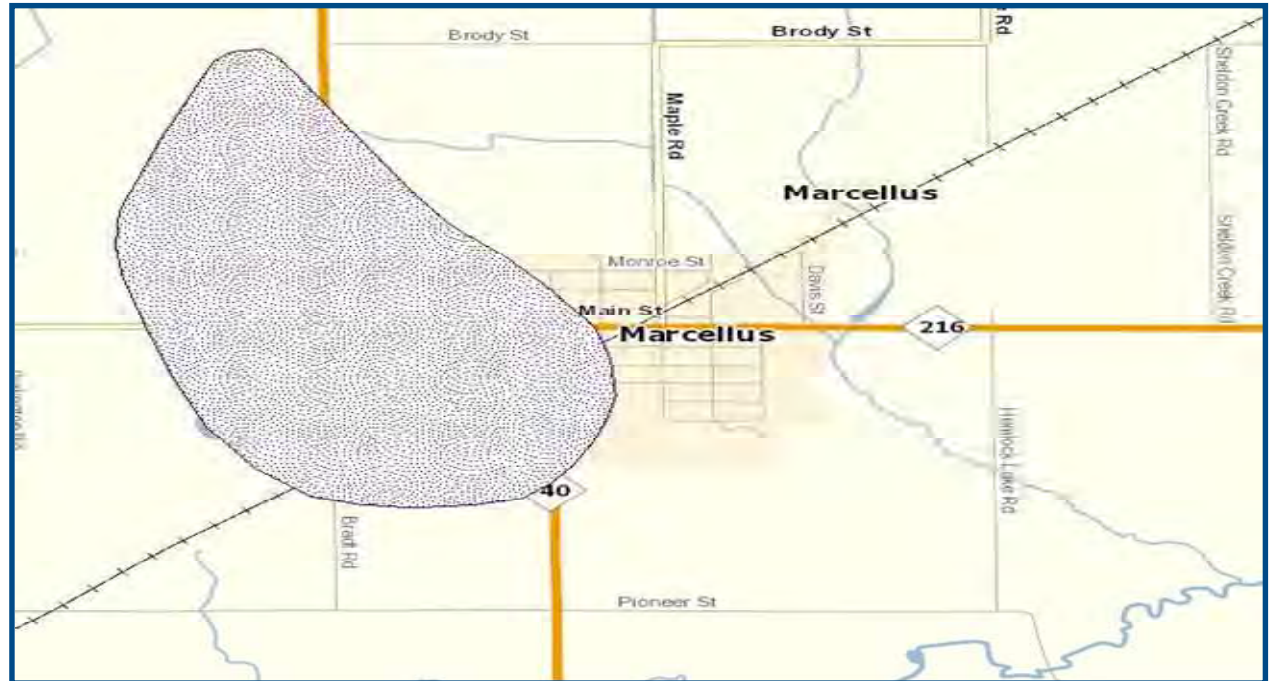
We have assistance with this effort from:

- Marcellus Township
- Van Buren Cass Health Department
- Department of Environment, Great Lakes and Energy
- United States Environmental Protection Agency
- Fleis & VandenBrink Engineering, Inc.

WE NEED YOUR HELP!

Follow the Do's and Don'ts found on this brochure. Review the map to familiarize yourself with our Wellhead Protection Area. Also, consider calling our Village Office at 269.646.5485 to voice your ideas on how to protect our valuable drinking water resources.

VILLAGE OF MARCELLUS WELLHEAD PROTECTION AREA



DO:

- ✓ Report all spills to 911
- ✓ Use fertilizers and pesticides according to application guidelines
- ✓ Report water wells that are no longer being used to the Village Office
- ✓ Have unused wells plugged professionally
- ✓ Have your septic tank pumped regularly



Keeping Your Drinking Water Safe



DON'T:

- ✓ Over-fertilize your yard.
- ✓ Pour used oil into storm drains or on the ground.
- ✓ Ignore any possible contamination – Call 911.
- ✓ Build over your septic drain field.

In an Emergency Please Call:

- Spill Emergencies..... 911
- Household Hazardous Waste.....269.445.8641
- Abandoned Wells269.646.3310

Wellhead Protection Program

Redevelopment Ready Communities

Redevelopment Ready Communities© (RRC) is a program administered by the Michigan Economic Development Corporation as a voluntary, no-cost certification designed to help cities attract investment and residents. To participate, cities must follow a set of RRC best practices defined by the state agency to achieve certification. These best practices include improving planning, zoning, and a streamlined development process to signal to developers and investors that the community is ready for reinvestment. One important part of the process is to identify and catalogue sites that are vacant, obsolete, or underused and located in areas that have large impact such as neighborhoods or downtowns. In the RRC process, the community takes this initiative and defines its selected sites and markets it to the private sector.

The municipality first defines its sites, collects information on them, convenes a process to define the community's preferred vision for them, identifies potential resources and incentives that could be used to implement the vision, and then markets the sites to developers. The approach is designed to accomplish desirable outcomes by establishing community support ahead of time and proactively marketing a defined vision to developers with the expertise to implement it. The sites for RRC should be selected by consensus but the State's guidelines can help in establishing promising options. The state recommends that redevelopment sites can be a range of poorly used parcels including:

- » Vacant land
- » Surface parking lots
- » Former industrial sites
- » Brownfields and contaminated sites
- » Historic rehab or adaptive reuse
 - » Vacant storefronts
 - » Vacant upper stories

The Village of Marcellus has undertaken the initial steps of the process and catalogued information on several underused properties in the community's downtown. From this starting point, the Village can begin a community-driven conversation to determine the desirable types of development in each location, the uses and businesses that the community would like, the types of development that would be feasible, and the resources available to encourage the development. The Village of Marcellus should continue to engage the community on preferred cations and can use the information and economic trends depicted in this chapter to represent the market realities and regional economic trends.