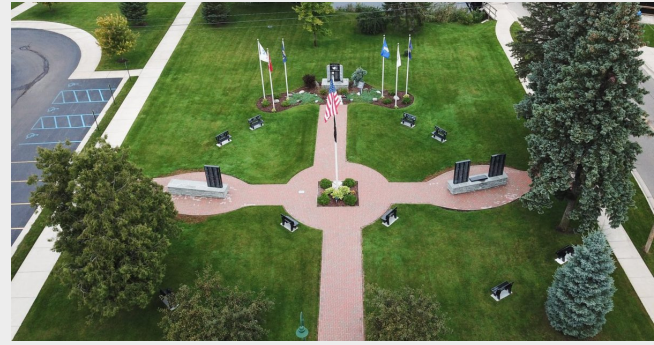


TAWAS CITY



Master Plan



Tawas City

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2024



Tawas City Master Plan

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CHAPTER

1

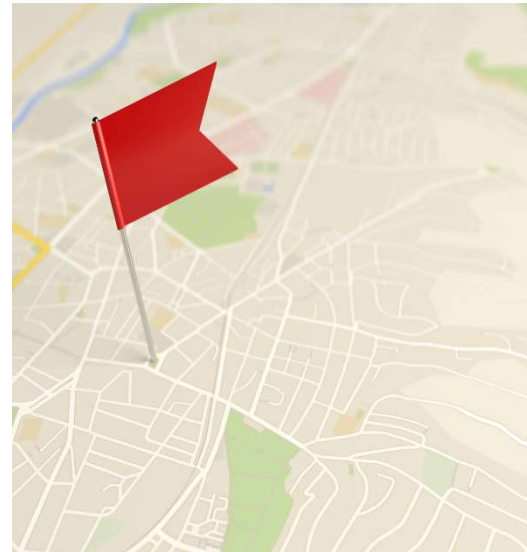
INTRODUCTION



Tawas City Master Plan

Introduction

The Tawas City Master Plan for future land use has guided and can continue to guide the development of Tawas City into a pleasant and desirable community. In order to continue providing a quality lifestyle for both residents and business enterprises, updating this Master Plan covers the issues that affect land use in the City, including: leisure and recreation, living areas, work places, businesses and services, and public services. The current information in this plan will allow the community and public officials to see trends in the local economy and population that will enable them to make well-informed decisions and create sound public policies.



Purpose

This Master Plan is intended to serve as a roadmap for the ultimate development of the City and to serve as a guide for land use decisions. The plan allows the City to predict the ultimate size or capacity of public improvements, such as utilities infrastructure, park lands, and public services. In addition, it provides the public with an understanding of desired future land use relationships and gives direction to City officials in making zoning decisions.

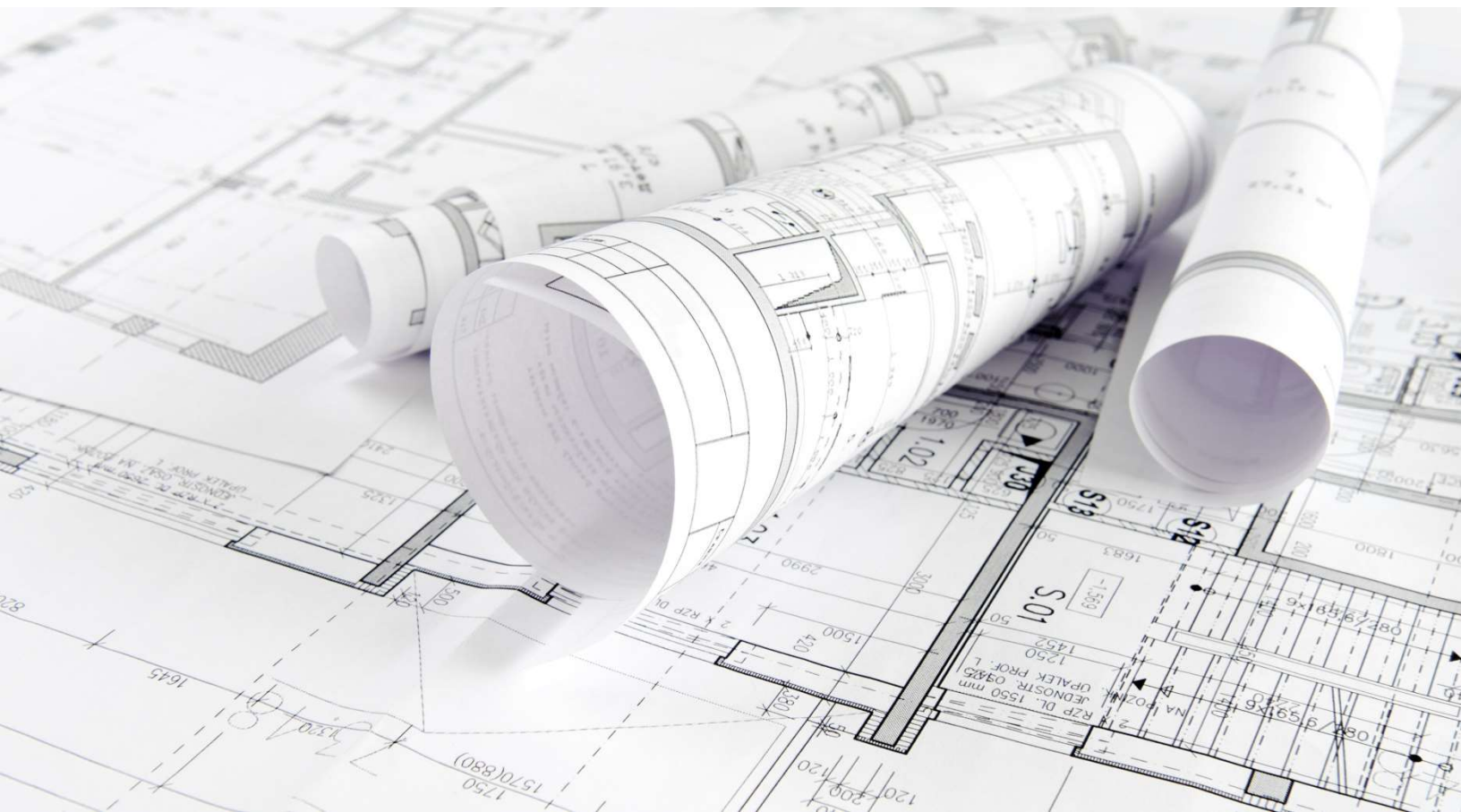
Scope

This Master Plan was conceived with a meticulous review of and regard for land uses in adjacent areas. The Master Plan, however, is limited to the City boundaries out of practical inability to affect land use decisions outside of the municipality. State of Michigan legislation (MCL 125.3845) contains a provision that the City Planning Commission must review this plan every five (5) years. The City Planning Commission must decide to amend this plan or adopt a new one at that time.

CHAPTER

2

COMMUNITY DESCRIPTION



Tawas City Master Plan

Existing Land Use Analysis

The existing land use analysis creates an inventory of existing uses within the City of Tawas City and will assist in making future decisions regarding land uses (Table 1.1) This analysis is based on field observations and data analysis using Geographic Information System (GIS) software.

Table 1.1 Existing Land Uses			
Land Use	Acres	Percent of Developed Land	Percent of All Land
Residential			
Single Family Residential	268.4	48.9%	24.5%
Multiple Family Residential	12.7	2.3%	1.2%
Manufactured Housing	14.7	2.7%	1.3%
Business			
Commercial	95.8	17.4%	8.8%
Industrial	23.2	4.2%	2.1%
Institutional/Government/Recreation/Utility			
Recreational			
<i>Parks & Athletic Fields</i>	35.0	6.4%	3.2%
<i>Assisted Living</i>	8.6	1.6%	0.8%
<i>Marina</i>	4.6	0.8%	0.4%
<i>Hospital</i>	19.6	3.6%	1.8%
<i>Churches</i>	14.4	2.6%	1.3%
<i>Cemetery</i>	41.8	7.6%	3.8%
Governmental (City and County Buildings)	6.7	1.2%	0.6%
Utility	3.8	0.7%	0.3%
Total			
Right-of-way	229.3	-----	21.0%
Developed	805.4	100%	50.2%
Undeveloped	315.6	-----	28.8%
TOTAL LAND	1094		

Residential

The residential properties within the community comprise about 53.9% of all developed land and 27.0% of all land within the City. Single-family residential is the largest land use in the City, encompassing 48.9% of the total developed land and about 24.5% of the total land in the City.

The City of Tawas City contains 12.7 acres of multiple-family properties, which represent approximately 27.4% of the total developed land. There are also approximately 8.6 acres of senior living facilities.

Single-Family Residential

Single-family residential properties encompass 268.4 acres of land use within the City of Tawas City. The majority of the housing in the City is located in the center of the community. The major residential district for the community

is bound by M-55 (Hemlock Street) to the north, US-23 (Lake Street) to the east and the City's boundaries to the west and south. The overwhelming majority of the single-family residential properties within the City were rated as being in good condition. This is attributed to the large amount of owner reinvestment in the properties and the addition of new residents to the area, including many who are retirees who have invested time and money into rehabilitating and maintaining their housing. One area of concern, however, encompasses properties surrounding the scrap yard located on Ninth Avenue near Fourth Street.

Multiple-Family Residential

Most of the multiple-family properties within the City are concentrated in the area of MediLodge and Lakeview Manor senior living facilities. The City also has an attached multiple-family apartment complex that is surrounded by single-family residential properties and fits well within the surrounding neighborhood. Other multiple-family residential developments in the City are condominium developments located along the shore of Lake Huron.

Manufactured Housing

The Tawas River Trailer Park contains 65 manufactured home sites which provide an affordable housing option for residents within the City. This manufactured housing community sits on a 15-acre site and is about 2.7% of all developed land in the City.

Types of Structures

According to the 2018-2022 American Community Survey Estimates, there were 920 total units of housing in the City of Tawas City. Of these units, 528 (57.4%) were owner-occupied, 186 (20.2%) were renter-occupied. The remaining 206 units (22.4%) were comprised of housing units that were unoccupied, most of which are seasonal homes. In 2022, the City approved language to allow short-term rentals. There are currently 15 short-term rentals in Tawas City.

These statistics indicate that the City of Tawas City has a good balance of owner- and renter-occupied housing.

Housing Tenure

From 1990 to 2000, the total number of housing units increased slightly from 941 housing units to 969 units and increased again in 2010 to 977 units. Although this number increased, there was also a 21.5% increase in the supply of vacant properties from 209 units in 2000 to 254 units in 2010. From 1990 to 2000, there was only an 8.9% increase in the supply of vacant properties from 192 units to 209 units. The 2022 data shows a drop in vacant properties to 206 units. Those properties that showed an increase in this category in 2010 included houses that were for sale and those that were rented or sold, but not occupied. An increase in seasonal and recreation housing supply occurred between 2000 and 2010 from 130 units to 152 units. This increase in seasonal property clarifies the increase of new housing units without the commensurate increase in population. Seasonal data for 2020 to current are not available at this time from the US Census.

Unit Values

Another important aspect of housing is its affordability. The median home value for the City was \$115,200 in 2022. This is slightly lower (2.8%) than the median home value for Iosco County at \$118,400. The median home value was significantly lower than the median home value for the State at \$201,100. Having an affordable housing market provides many options for Tawas City residents, including older residents who may be looking to retire to a smaller home to take advantage of the many outdoor recreational opportunities in the City. In addition, an affordable housing stock allows the City the opportunity to attract younger residents with school-age children who may also want to enjoy the benefits of a waterfront community.

Age of Housing Stock

The age of the housing units in the City is one factor that can be used in evaluating the quality of the buildings. A large percentage of houses in the City of Tawas City were built in the 1950s, 1970s and 1980s. This is a major factor of why the majority of the housing in the City is in good condition and contributes to stable neighborhoods. However, the lack of homes built since 2000 factors into the low median home value.

Table 1.2 Year Structure Built		
	Number	%
Built 2020 or later	0	0.0%
Built 2010 to 2019	17	1.8%
Built 2000 to 2009	45	4.9%
Built 1990 to 1999	96	10.4%
Built 1980 to 1989	132	14.3%
Built 1970 to 1979	148	16.1%
Built 1960 to 1969	110	12.0%
Built 1950 to 1959	121	13.2%
Built 1940 to 1949	107	11.6%
Built 1930 or earlier	144	15.7%

2022 American Community Survey

Commercial

Commercial land use totals 104.4 acres within the City of Tawas City. This represents about 12.9% of all developed land, the majority of which is along the US-23 corridor. The commercial development in the City has been impacted over the years by tourism, which helps explain the development of motels and rental cottages located within the City. Commercial lodging facilities contribute approximately 20 acres to the overall supply of commercial property.

Commercial Areas Analysis

The City of Tawas City does not have an over-abundance of commercial land, with approximately 12.9% as noted above. Originally, development took place primarily at the entrance to the City at its southeastern border along the US-23 corridor, which is an older, established, commercial area comprised of a mixture of retail, office and personal service uses.

Wal-Mart is located in the northwestern portion of the City between East Lake Street, Oak Street, Cedar Street, and Roundhouse Avenue. This area is now considered the major shopping district because Wal-Mart provides the majority of the retail sales within the City, which contributes about 15 acres to the total of commercial properties. The remainder of the properties are made up of various retail and service businesses that cater to both local residents and visitors.

Tourism has brought the development of motels and rental cottages. These lodging facilities contribute approximately 20 acres to the overall supply of commercial property. The remainder of commercial property is made up of various retail and service businesses that cater to both local residents and visitors.

Along M-55, the City appears to be experiencing a change in use orientation with medical offices and hospital facilities located near US-23 and M-55, as well as larger vacant lots more suited for a general commercial designation where US-23 exits the northern boundary of the City. The City of East Tawas, located at the eastern boundary of the City of Tawas City has a more traditional downtown, centered on Newman Street, less than one mile from the Wal-Mart store.

Existing commercial areas are somewhat automobile-oriented, but recent changes have added features which make the community more pedestrian-friendly. For example, new sidewalks, streetlights, and a greenbelt have been added between Whittemore Street and Oak Street.

Offices/Medical Offices

Office uses occupy a total of 17.5 acres of land in the City of Tawas City. Most of the office uses in the City are located near Ascension St. Joseph's medical campus, and in the traditional downtown area along US-23. Medical offices comprise 9.7 acres of land.

Industrial

Land in the industrial use category totals 23.2 acres or 2.9% of the developed land within the City of Tawas City. The majority of the industrial uses for the City are located near Ninth Avenue within three general areas on Industrial Avenue, Sixth Street, and Cedar Street.

Governmental/Institutional/Recreation/Utility

The remaining land uses fall into various categories under the heading Governmental, Institutional/Recreation/Utility. This is the second largest land use category in the City at 125.9 acres. Taken separately, institutional uses (hospital, churches, cemetery, library, and school) totals 80.4 acres or 10% of the developed land. Recreation (parks and athletic fields) make up the second largest land use in this category with 35 acres of land being used for parks, athletic fields, and open spaces. Governmental uses (City Hall, Iosco County Building, Fire Department, and Police Department) total 6.7 acres (or less than 1% of the total developed land).

The largest single use in this category is the City-owned Memory Gardens Cemetery, which contributes to approximately 42 acres, or 5.1% of all developed land in the City. Community churches contributed 14.4 acres, or 1.8% of all developed land. Utilities total 3.8 acres of total land.

Community Facilities, Services and Organizations Analysis

The quality and quantity of public services and facilities measure a resident's standard of living within a community. Public facilities, services, and organizations are those that are owned, operated, or maintained by the City of Tawas City or a quasi-public organization. A thorough inventory of such facilities and services helps to identify opportunities to provide new facilities and services and expand upon those already in place.

Vacant Land/Rights-of-Way

The City of Tawas City has a total of 315.6 acres of undeveloped or vacant land remaining within the City, which makes up approximately 28.1% of all land within the City. This includes both platted land that is still vacant and unplatted land that has yet to be developed. Table 1.1 illustrates the land the City of Tawas City has available to meet its demands for future growth.

Community Facilities & Services

Community facilities and services assist in providing citizens with a high quality of life as well as attracting industries and businesses to the area. Deficiencies may negatively impact the city's future growth and development.

Regional Water

Huron Shore Regional Utility Authority (HSRUA) was established in 1992 as a joint venture between the municipalities of the City of East Tawas, City of Tawas City, Charter Township of Oscoda, Charter Township of AuSable, Township of Alabaster, Township of Baldwin, and the Township of Greenbush to acquire, own, improve, enlarge, extend, and operate a regional water supply and distribution system and sewage disposal systems. HSRUA is under the supervision and control of a Board consisting of one representative from each of the constituent municipalities. HSRUA currently provides treated water to the municipalities of the City of East Tawas, City of Tawas City, Charter Township of Oscoda, Charter Township of AuSable and Township of Baldwin. The source of the water is an intake structure located in Lake Huron near Tawas Point. This source provides high quality raw water that is then processed to reduce, remove, or destroy contaminants in the source water.

At present, water can be treated from Lake Huron at a rate of more than 5.4 million gallons per day. There are two water towers in the Tawas area, each with a capacity of 500,000 gallons. Additional storage is available for peak demand periods in a 32-foot ground storage tank in East Tawas. There are three elevated tanks with 1,250,000 gallons of total storage capacity and distribution mains are located within Oscoda and AuSable Townships. On the former Wurtsmith Air Force Base, there are two elevated tanks (one of which is utilized by Huron Shore Regional Water Authority), each with 300,000-gallon storage capacity, and distribution mains.

The Tawas Utilities Authority (TUA) is an authority comprised of the City of Tawas City and City of East Tawas. The TUA is governed by a board that includes two members from each constituent municipality. The Tawas Utilities Authority operates a wastewater treatment and collection system serving Tawas City, East Tawas, and a portion of Baldwin Township, including the Industrial Park. The secondary activated sludge treatment process facility has a capacity of 2.4 million gallons per day.

Protection and Emergency Dispatch Services

The population and government units of Iosco County depend upon eight separate volunteer fire departments, interconnected by a Mutual Aid Agreement that includes membership from neighboring Ogemaw County. Iosco County established an Enhanced 911 (E911) Authority that became operational in April of 1996. The Authority is made up of representatives from the Michigan State Police, Iosco County Sheriff's Department, City of East Tawas, City of Tawas City, Oscoda Township, Fire Service (appointed by the Fire Chiefs Association), Township Government (appointed by the Township Association), Iosco County Emergency Medical Service, and Iosco County Board of Commissioners. The E911 facility is located on US-23 in Baldwin Centre in Baldwin Township in the former County Annex Building. Dispatching services utilize state-of-the-art computer systems to receive emergency calls and direct fire, police, and ambulance units to an emergency scene.

Police Protection

Tawas City receives police protection by the recently established Tawas City Police Department. The Tawas City Police Department has three part-time and three full-time sworn officers which include four Patrolmen, one Sergeant and one Chief who also performs some patrol duties in addition to administrative tasks. The County Sheriff's Office is located in Tawas City and currently employs the Sheriff, Undersheriff, one Captain, one administrative senior clerk, one Sergeant who has road and administrative duties, three full-time Deputies who handle complaints and traffic, one full-time Deputy assigned to the Tawas Area School system, two part-time certified Deputies working on grants, two part-time non-certified recreation officers working ORV, snowmobile and marine grants, one full-time and one part-time Animal Control Officers, five full-time and one part-time clerk/dispatchers, and thirteen full-time and one part-time Corrections Officers. The

County Sheriff's Office has the task of operating the County Jail. The Michigan State Police provides secondary police protection to the area from a post located in West Branch with satellite offices located in Hale and Gladwin. Staffing levels fluctuate at the West Branch Post. The West Branch Post currently has thirty-nine troopers assigned, consisting of one First Lieutenant (Post Commander), one Lieutenant (Assistant Post Commander), two Detective Sergeants, six Sergeants, twenty-five troopers (including one canine team), one Motor Carrier Officer, one Administrative Secretary, and two Cadets. The West Branch Post is responsible for a four-county area including Iosco, Arenac, Gladwin, and Ogemaw Counties.

Public Education

The City of Tawas City and the surrounding areas are homes to the schools and offices of the Tawas Area School District, which serves the Cities of Tawas City and East Tawas and the Townships of Alabaster, AuSable, Baldwin, Grant, Tawas, Sherman, Wilber, and Whitney. The school district serves approximately 1,127 K-12 students from these municipalities. The website of the Tawas Area School District is www.tawas.net.

Clara Bolen Elementary School (Current Enrollment: 434 Students)

This kindergarten through 4th grade school, located in Tawas Township, offers children of the district a multi-disciplined curriculum based around the fundamentals of early childhood education. The school exposes children to strong core course material such as math and reading but also life skills such as computer skills, music programs, art, Spanish, and physical fitness. In addition, all classes cover strong curriculums that include reading, language arts, science, math, and social studies. The school also serves the needs of students who require special education classes. Many after-school activities are available including tutoring, Boy and Girl Scouts and 4-H.

Tawas Area High/School Middle School (Current Enrollment: 354 Middle School Students and 339 High School Students)

Tawas Area High School/Middle School serves fifth grade through twelfth grade students. Teachers specialize in curricula that includes reading, language arts, science, math, social studies, and Spanish classes at all grade levels. The Middle School offers a comprehensive academic program as well. The school provides quality music programs, athletics, and after-school activities, and offers student activities that include a student council and Character Strong. The school hosts a number of yearly events that include a talent show, student-teacher basketball game, and Student Achievement Awards program.

Tawas Area High School offers students the opportunity to take part in course work that will diversify their high school educations and prepare them for productive and successful futures. The curricula of the school includes courses in mathematics, science, social studies, English, and physical education, as well as elective course work in a variety of studies including computer aided drafting, fine arts classes, computer network training, foreign languages, Advanced Placement (AP) opportunities, and a variety of life skills and trades education classes. The school offers students activities that include a student council, drama, band, choir, Youth Advisory Council Spanish club, Robotics and Rachel's Challenge. A variety of sports opportunities and performance opportunities exist for those students who are active in the music and physical education programs. The high school offers a wide variety of State Class C sports for students to participate in, as well as a comprehensive music program whose participants take great pride in performing at State festivals and competitions. Dual enrollment and early middle college classes are available to students, enabling them to take classes and receive college credit through local colleges and universities.

Recreation

Parks

The City of Tawas City operates 12 parks within the city limits. Information on Tawas City parks can be found within the current Tawas City Recreation Plan. Parks within Tawas City include the following:

1. Gateway Park
2. Shoreline Park (formerly known as Tawas City Park)
3. Town Square Park
4. Union Square Park
5. Independent Park
6. Sawyer Thornton Park
7. Tawas City Sports Complex
8. Elms Neighborhood Park
9. Anchor Park
10. Tawas Nature Preserve
11. City Hall Boardwalk and Veteran's Park
12. Oak Street Park

Natural and Environmental Features

The City of Tawas City is enviably located along the shore of Lake Huron and incorporates Tawas Bay and the Tawas River into its inventory of natural features. Parks and beaches garnered the greatest number of votes during a 2007 visioning session as what residents were most proud of in Tawas City. Also mentioned were the view the Lake Huron shoreline provides, as well as the Tawas City Pier and Tawas Bay and the Tawas River. The 2017 resident survey indicated that 58% of respondents visited a park in Tawas City 10 or more times in the past year. Furthermore, 95% of respondents have visited at least one park in the past year. Continuing the trend, in the 2023 survey, well maintained parks and outdoor recreation facilities were among the most popular responses.

The 2007 visioning session indicated that development of waterfront parks, keeping the waterfront open and lakefront property added to the park system were all good community trends. On the negative side, gas stations, underutilized retail buildings, condominium development and poor building construction on the waterfront were revealed issues. The decreased use of the Tawas River waterfront was also noted.

Designated Wildlife Area

The City of Tawas City has a designated wildlife area along its shoreline. The Michigan Department of Natural Resources has long recognized areas that are the best examples of Michigan's native landscapes, ecosystems, natural communities, or scenic qualities. These natural areas are identified by features such as: size, uniqueness, pristine nature, aesthetic or scenic qualities and outstanding opportunities for solitude or a primitive and unconfined type of recreation.

Legal dedication of these areas requires them to also contain ecological, geological, or other features of scientific, scenic, or natural historic value. It is noted that many of these areas also consist of endangered or threatened species populations.

These areas exist on both public and private lands and may be designated and legally dedicated by State or Federal statute, administratively recognized by public agencies, or recognized by conservation

organizations, private corporations, and individuals, helping to protect, preserve and restore representative, viable examples of Tawas City’s natural heritage.

Natural and Environmental Features Planning Implications

High-quality recreational opportunities and community facilities are quality of life indicators, and such facilities characterize the City of Tawas City. The natural and cultural features of the City of Tawas City make it an attractive place to live and play. The health and leisure benefits of the City’s facilities extend beyond the City. In addition to recreational facilities, public schools provide local spaces for interaction, learning, and community building, and safety services provide a compulsory advantage for the community.

Tawas City Library

Located at 208 North Street, this quaint, city-owned library offers visitors many volumes and a variety of current periodicals, in addition to the use of computers with free Internet services. Other forms of media are available, including eBooks, audio books and videos. The library works with The Friends of the Tawas City Library to host library events and do fund raising for the library. The library has been renovated in recent years including doors, lighting, carpet, paint, and restrooms. In 2023, the library’s services were expanded outside with a stenciled cement pathway, learning panels (teaching boards), and a gazebo to create the Pathway to Learning.

Health Care Facilities

District Health Department

The City of Tawas City is fortunate to have a regional health department located within its city limits. The District Health Department No. 2 office serves the Counties of Iosco, Alcona, Ogemaw, and Oscoda and provides a wide variety of services including home care services, immunizations, nutrition education, and health education. The health department also includes an environmental section, which is responsible for performing food establishment inspections, and water, well and septic inspections, as well as issuing permits for those services.

Ascension St. Joseph

Ascension St. Joseph, a member of Ascension Health, is a nonprofit healthcare system that is governed by a regional board represented by residents, medical staff and sister sponsorships and has been providing medical care since 1953. The 49 bed facility serves the counties of Alcona, Arenac, Iosco, Ogemaw, and Oscoda with a population of approximately 87,000 residents. Ascension St. Joseph provides primary, secondary and referral for tertiary care to more than 100,000 patients annually, including 15,000 emergency department visits. Specialty and ancillary services are offered, through Ascension St. Joseph, in the communities of Tawas City, Oscoda, Hale, AuGres, and West Branch. Patients needing specialized services which are not available in the Tawas area can be transferred by ambulance or helicopter directly to larger institutions in Saginaw, Flint, Midland, Detroit, Ann Arbor, and Bay City.

Transportation Systems

Introduction

A transportation network links activities within a community to those in surrounding municipalities, and the

larger region as a whole. Transportation plays a critical role in determining the nature and intensities of land uses that occur throughout a community. The City of Tawas City is fortunate as a community to have a strong foundation for a very functional transportation system. M-55 connects Tawas City to Interstate I-75 and its western neighbors, while US-23 provides access to Interstate I-75 and communities to the north and south. Transportation systems include not only streets and automobile transportation, but also pedestrian traffic that is comprised of walkers and bike riders. The traditional grid street pattern lends itself to strong neighborhoods and helps to mitigate traffic concerns that are often associated with suburban residential neighborhoods. The City of Tawas City’s lakefront path system provides a valued pedestrian connection between parks, neighborhoods, and commercial areas along Lake Street. Bus service is also available through the Iosco Transit Corporation. This program provides transportation to residents of communities that are located in the coastal region from the Tawas City area to north of Oscoda.

Street Classifications

One approach to gaining a better understanding of transportation networks is to classify the roads that make up these networks into groups based on the role of the function that they play. One such classification structure is that devised by the Federal Highway Administration, referred to as the National Functional Classification (NFC) classes. Those relevant to the City of Tawas City are as follows:



- **Local Streets:** Local streets are designed to provide access to residential properties and are planned to provide for short trips at low traffic speeds. The majority of streets within the City of Tawas City can be classified as local streets. The relationship of the local streets to the existing land uses of the City is consistent with sound planning principles. Institutional uses such as community churches are located within the local street network. Those parks in the City that are used primarily by local residents are also located off the local streets.
- **Collector Streets:** These are streets that collect vehicles from the local streets and distribute them either to local destinations or major thoroughfares. These collector streets carry heavier traffic volumes at higher speeds and are often wider than local streets. Fifth Avenue between North Street and M-55 is a collector street for the City, as well as Harris Avenue, and First Avenue. These three streets function to help move local traffic out to major thoroughfares.
- **Major Thoroughfares:** The City of Tawas City is located at a vital junction of two of Iosco County’s major transportation corridors: US-23 and M-55. US-23 is located off of I-75 and is the major north/south coastal route for the eastern coast of Lake Huron from Standish to Mackinaw City. M-

55 provides east/west travel across Iosco County and provides a link to I-75. Major thoroughfares carry not only local traffic but also out-of-town traffic through the City en route to other destinations. These major thoroughfares are slowed through the City and provide opportunities to locate not only commercial and office land uses, but also regional destinations such as Ascension St. Joseph Hospital.

Pedestrian Path Network

The City of Tawas City has developed a pedestrian pathway along Lake Street that connects the community's core with two of the City's regional parks: Shoreline Park and Gateway Park. The City would like to build upon this foundation by creating a pedestrian pathway plan that will outline the goals for making the City a more walkable and pedestrian-friendly environment.

The City of Tawas City, sometime in the future, would like to develop a pedestrian trail that would traverse the entire City. This trail would be based on the future availability of the Lake State Railway Company railway line that passes through the community. The trail would serve as an economic function by linking much of the City's core with the surrounding neighborhoods. In 2016, two cross walks were constructed by Shoreline Park to cross in front of the Court House on Lake St.

River Walk

The City of Tawas City has developed a river walk along the Tawas River from the United States Post Office toward Whittemore Street. This river walk provides residents and visitors alike with both an active and passive recreational facility and an opportunity to enjoy the city from a whole new point of view. The future plan for the river walk is to have it connect to a rails-to-trails pathway, further strengthening the connectivity between crucial and needed non-motorized transportation routes.

Path Development Programs

Safe Routes to School Program

The federal Safe Routes to School (SR2S) program was signed into law in August 2005 and was managed by the Michigan Department of Transportation. This federal program had designated dollars through SAFETEA-LU funds that were used to help fund planning, development and implementation projects that make walking and bicycling to school safer for children. In July 2012, Congress passed a new transportation bill titled Moving Ahead for Progress in the 21st Century (MAP-21). Safe Routes to School was combined with the Transportation Enhancements and Recreational Trails programs to form a new program called Transportation Alternatives. Safe Routes to School activities are now eligible for funding under this new program. Further information on this program is found at www.saferoutesmichigan.org.

Iron Belle Trail

Tawas City is located along the Iron Belle Trail, a trail system which will eventually connect Belle Isle in Detroit to Ironwood in the Upper Peninsula. The bicycle route option for the Iron Belle Trail traverses northeast Michigan. The pathway along US 23 in Tawas City is a designated section of the Iron Belle Trail which connects to the bicycle pathway in Alabaster Township.

Rails-to-Trails Conservancy Program

The Rails-to-Trails Conservancy (RTC) is a national organization that helps communities develop creative solutions and financing opportunities for the development of trail systems that utilize abandoned railroad corridors. These trails can serve various functions in communities including wildlife conservation corridors, linking isolated parks, and creating greenways through developed areas as well as linking populations of children to local schools. While Lake State Railway Company has not indicated that they are planning to abandon the railroad that runs through Tawas City, there is strong community support for converting the railroad to a trail if it ever does become available.

Transportation Systems Planning Implications

As the area continues to grow and the US-23 exit off of I-75 continues to be the main route for vacationers heading to the City of Tawas City and other destinations, the City's roads will continue to see increased traffic. A primary challenge of accessibility and interconnectedness with the community is the natural barrier of Lake Huron, which limits the possibility of alternative routes for travelers heading east.

The City should look at expanding its sidewalks to allow more students a safer route to school while looking to provide greater emphasis on traffic calming along US-23 and M-55

Demographics

Demographic changes are important to consider during the decision-making process regarding the City's future. These changes provide input about how the city is growing and its impact on land use within the city's boundaries. It also assists in identifying trends and patterns that will affect city planning policies. The following information was gathered from the U.S. Census to provide a thorough review of the population, age distribution, housing, and income trends in the City of Tawas City and its surrounding municipalities.

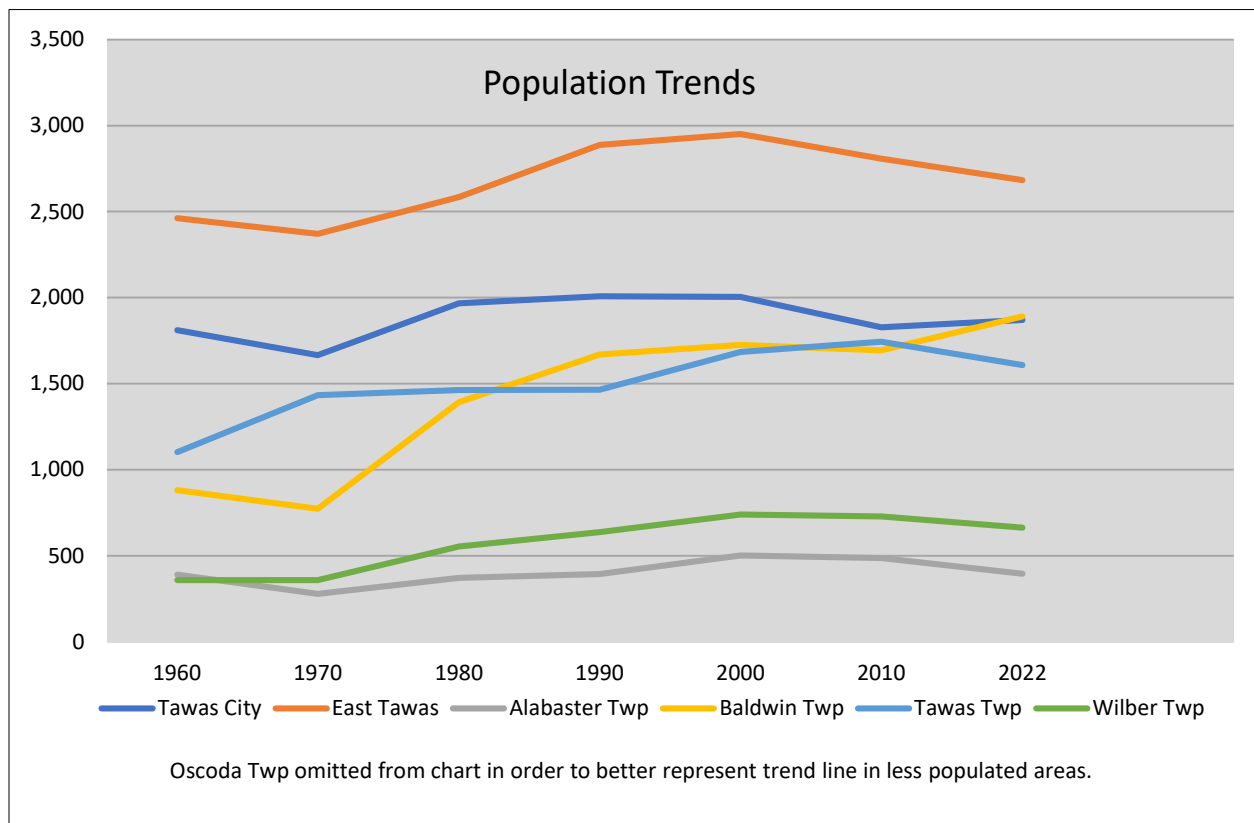
Population

The American Community Survey reports the City of Tawas City's population at 1,870 (Table 1.3). Since 2010, the City's population has increased by 1.0%, compared to Iosco County's population loss of 2.2%. The City of East Tawas, Alabaster Township, Tawas Township, and Wilber Township also saw a decline in their populations with the greatest decline occurring in Wilber and Alabaster Townships. Baldwin, AuSable and Oscoda Townships saw an increase in their populations at a rate of 11.7%, 9.8%, and 2.1%, respectively.

Table 1.3 Population Trends for Iosco County

Municipality	1960	1970	1980	1990	2000	2010	2022
		Gain/Loss*	Gain/Loss*	Gain/Loss*	Gain/Loss*	Gain/Loss*	Gain/Loss*
City of Tawas City	1810	1,666 -8.0%	1,967 18.1%	2,009 2.1%	2,005 -0.2%	1,827 -8.9%	1,870 1.0%
City of East Tawas	2,462	2,372 -3.7%	2,584 8.9%	2,887 11.7%	2,951 2.2%	2,808 -4.8%	2,684 -2.4%
Alabaster Township	390	280 -28.2%	371 32.5%	394 6.2%	503 27.7%	487 -3.2%	396 -12.5%
AuSable Township	1,659	1,876 13.1%	2,198 17.2%	2,312 5.2%	2,230 -3.5%	2,047 -8.2%	2,247 9.8%
Baldwin Township	880	773 -12.2%	1,393 80.2%	1,670 19.9%	1,726 3.4%	1,694 -1.9%	1,892 11.7%
Oscoda Township	4,202	11,758 179.8%	11,386 -3.2%	11,958 5.0%	7,248 -39.4%	6,997 -3.5%	7,146 2.1%
Tawas Township	1,104	1,143 29.8%	1,463 2.1%	1,465 0.1%	1,684 14.9%	1,744 3.6%	1,608 -7.8%
Wilber Township	359	359 0.0%	554 54.3%	638 15.2%	740 16.0%	729 -1.5%	663 -13.2%
County of Iosco	16,505	24,905 50.9%	28,349 13.8%	30,209 6.6%	27,339 -9.5%	25,887 -5.3%	25,319 -2.2%
State of Michigan	7,823,194	8,875,083 13.4%	9,262,078 4.4%	9,295,297 0.4%	9,938,444 6.9%	9,883,640 -0.6%	10,057,921 1.8%

2022 American Community Survey 5-Year Estimates
 *Green text denotes a gain, and red text denotes a loss



Population Projections

Population projections are a valuable tool when making planning decisions for the community. Population projections allow the City to anticipate the future needs of the community, including demand for public services, facilities, and parks and recreation needs. Since 1994 The University of Michigan Institute for Research on Labor, Employment, and the Economy has produced long-term economic and demographic forecasts for MDOT, the MPOs and the State Regional Planning Organizations. The most recent forecasts through 2045 were released in January of 2017. The report *The Economic and Demographic Outlook for Michigan Through 2045* summarizes the forecasts, the methodologies, and the overall results of the analysis for the State of Michigan.

Population Age Distribution

Another opportunity to measure change involves comparing the age distribution of a community over time. This assists in determining the type of housing demands and recreational facilities that may be needed. For example, if a large population were younger, the City may benefit from additional park and playground facilities. Similarly, the rate of increase in a senior population may have implications for more senior living opportunities, such as condominiums and public services.

Age	2000		2010		2022	
	Number	%	Number	%	Number	%
Under 5	88	4.4	86	4.7	59	3.4
5 to 9 years	118	5.9	83	4.5	90	5.1
10 to 14 years	136	6.8	91	5.0	89	5.1
15 to 19 years	127	6.3	111	6.1	63	3.6
20 to 24 years	76	3.8	114	6.2	74	4.2
25 to 29 years	98	4.9	100	5.5	109	6.2
30 to 39 years	236	11.8	171	9.4	233	13.3
40 to 49 years	283	14.1	223	12.2	179	10.2
50 to 59 years	188	9.4	274	15.0	272	15.6
60 to 69 years	174	8.7	227	12.4	248	16.2
70 to 79 years	239	11.9	142	7.8	163	9.3
80 and over	242	12.1	205	11.2	134	7.7
TOTAL	2,005		1,827		1,749	

2022 American Community Survey 5-Year Estimates

The population of the City of Tawas City is aging at a gradual rate. This is comparable to many of the communities within the region. This aging trend is the result of the “Baby Boomer” generation (commonly defined as people born between 1946 and 1964) beginning to reach retirement age. The loss of younger and family-aged adults is due in large part to the closing of Wurtsmith Air Force Base in 1993 and younger-aged residents locating closer to schools and employment centers throughout the State.

The trend of aging at a gradual rate is evident in Tawas City and can also be observed in East Tawas and other communities as illustrated in Table 1.4, Population Age Distribution. According to 2022 ACS 5 Year Estimates, the median age in Tawas City is 49.1, compared to 39.9 in the State of Michigan and 38.5 in the U.S.

Age Group	City of Tawas City	City of East Tawas	Alabaster Township	AuSable Township	Baldwin Township	Oscoda Township	Tawas Township	Wilber Township	County of Iosco County
0-4	3.4	2.5	5.4	4.1	4.9	4.6	6.7	5.1	4.6
5-19	13.8	8.3	14.6	10.3	20.2	15.2	14.5	8.1	13.5
20-24	4.2	3.5	0.7	5.8	4.7	5.8	2.6	2.8	4.4
25-64	53.3	48.4	36.4	49.6	50.4	45.3	52.2	51.0	47.6
65+	25.0	37.2	43.0	30.2	19.7	29.2	24.0	32.9	30.0

2022 American Community Survey 5-Year Estimates

Age Distribution Planning Implications

Residents in the City of Tawas City are aging at a gradual rate, but the aging population of the City will have little impact on City services in the future. The City currently has senior housing and a state-of-the-art health care facility. Older adults today are much more active and independent than those of earlier generations. Many retirement-age adults do not require the same facilities and services that retirees in the past had utilized. The City has the opportunity to not only provide improvements to the community that will benefit older adults, but younger age groups that are looking for communities that offer quality schools and recreation facilities. In addition, the decrease in adults in the 40-49 year category, an age group normally associated with disposable income, has the potential to help attract additional retail to the region.

The population with a bachelor’s degree or higher is lower than the State as a whole but is similar to Iosco County. A slightly higher percentage of people hold associate degrees in the State of Michigan than Tawas City. The percentage of people with a high school education but no diploma is lower in Tawas City than in Iosco County.

Table 1.6 Educational Attainment			
	Tawas City	Iosco County	State of Michigan
Population 25 years and over	1,374	19,618	6,978,952
Less than 9 th grade education	1.8%	1.8%	2.7%
9 th -12 th grade, no diploma	5.9%	8.4%	5.5%
High school graduate	43.4%	37.5%	28.1%
Some college, no degree	22.6%	25.8%	21.9%
Associate degree	8.0%	10.3%	9.7%
Bachelor’s degree	11.4%	9.6%	19.5%
Graduate or professional degree	7.0%	6.7%	12.6%
Percent high school graduate or higher	92.3%	89.8%	91.6%
Percent bachelor’s degree or higher	18.3%	16.3%	32.1%
2022 American Community Survey 5-Year Estimates			

Income and Employment

The median household income is one measure of household income. It divides the household income distribution into two equal parts: one-half of the households fall below the median household income, and one-half above it. This reflects the sum of money earned in one calendar year and includes not only wage income, but earnings from pension, social security benefits, disability, and other public aid programs. The median household income in the City of Tawas City tends to be lower than that of the State, and only slightly higher than Iosco County as a whole. The median household income for the City of Tawas City in 2016 was \$37,321 and is now \$51,143 in 2022. This is slightly higher than Iosco County at \$46,224, and significantly below that of the State of Michigan, which was \$66,986 and \$74,755 for the U.S. These figures show that City of Tawas City residents make a wage that is slightly higher than persons living in Iosco County. Tawas City is classified as a “low- and moderate-income community (LMI).” The U.S. Department of Housing and Urban Development defines the term “low- and moderate-income” as families and individuals whose incomes are no more than 80% of the median income of the area involved. A community is classified as an LMI community if 51% of households have incomes at or below the 80% threshold.

In Tawas City, approximately 6.5% of families live below the poverty level, which is lower compared to that of Iosco County and the State.

The employment of City residents has changed little over the past two decades. Changes in employment sectors can be attributed to the loss of local businesses and regional employers. An example is the closure of Wurtsmith Air Force Base in 1993. Many residents are employed by health and education services. These industry groups are stable employment sectors that are generally unaffected by poor economic conditions. Retail trade and manufacturing are almost equal in the number of residents employed by these industries.

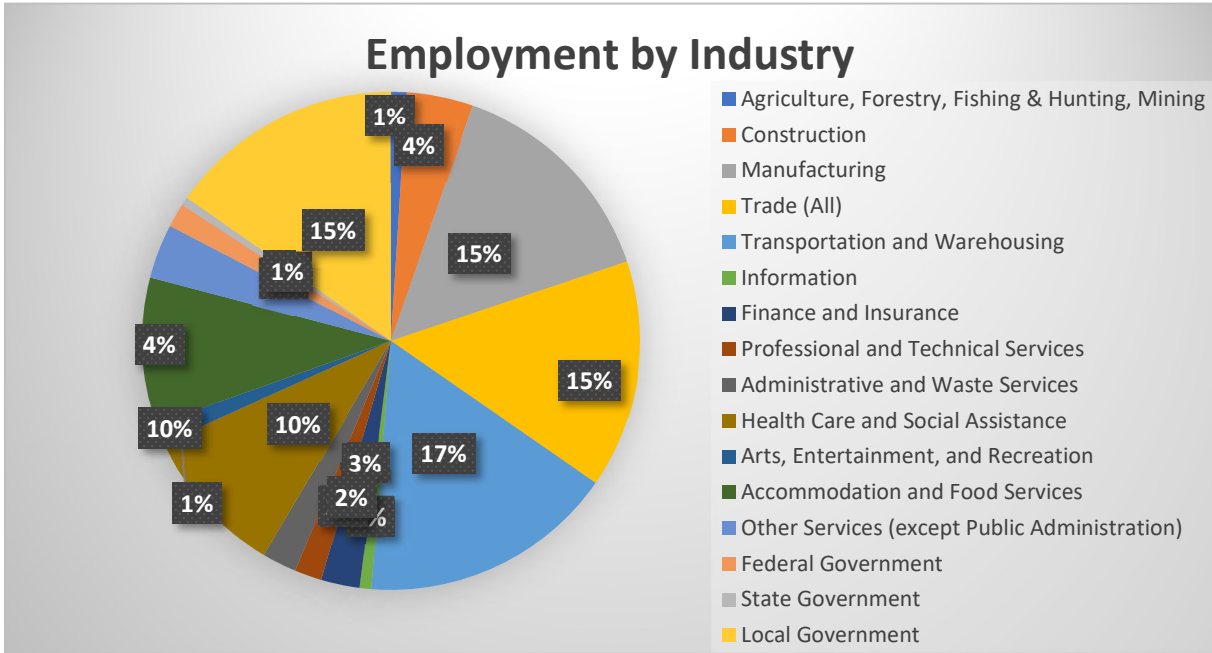
Table 1.7 Household Income Levels		
Income	Number	Percent
Less than \$10,000	31	4.3%
\$10,000 to \$14,999	28	3.9%
\$15,000 to \$24,999	104	14.6%
\$25,000 to \$34,999	91	12.7%
\$35,000 to \$49,999	87	12.2%
\$50,000 to \$74,999	163	22.8%
\$75,000 to \$99,999	101	14.1%
\$100,000 to \$149,999	65	9.1%
\$150,000 to \$199,999	29	4.1%
Total Households	714	100.0%
Median Income Levels		
Tawas City	\$51,143	
Iosco County	\$46,224	
State of Michigan	\$66,986	
United States	\$74,755	
2022 American Community Survey 5-Year Estimates		

Table 1.8 Poverty Rates			
	Tawas City	Iosco County	Michigan
Families	6.5%	10.4%	8.8%
Families with female head of household	16.1%	31.4%	25.4%
Families with female head of household with children under 18	16.0%	43.6%	35.5%
Individuals 65 years and over	9.8%	6.9%	4.7%
2022 American Community Survey 5-Year Estimates			

Table 1.9 Employment by Industry										
Industry	1990		2000		2010		2016		2022*	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, forestry, fishing, hunting, and mining	16	2.3%	9	1.2%	0	0.0%	10	1.3%	26	3.6%
Construction	27	3.8%	58	7.8%	29	4.8%	40	5.1%	50	7.0%
Manufacturing	125	16.8%	124	16.7%	115	19.0%	132	16.8%	139	19.5%
Wholesale trade	25	3.3%	22	3.0%	0	0.0%	7	0.9%	0	0.0%
Retail trade	168	22.6%	130	17.5%	60	9.9%	99	12.6%	93	13.0%
Transportation, warehousing, and utilities	37	4.9%	30	4.0%	36	5.9%	38	4.8%	38	5.3%
Information	6	1.0%	8	1.1%	17	2.8%	10	1.3%	15	2.1%
Finance, insurance, real estate, rental, and leasing	30	4.0%	31	4.2%	35	5.8%	51	6.5%	38	5.3%
Professional, scientific, management, administrative, and waste management	42	5.8%	33	4.4%	17	2.8%	54	6.9%	41	5.7%
Education, health, and social services	165	22.2%	196	26.4%	163	26.9%	201	25.5%	156	21.8%
Arts, entertainment, recreation, accommodation, and food service	17	2.2%	50	6.7%	58	9.6%	92	11.7%	48	6.7%
Other services (except public administration)	36	4.8%	28	3.8%	48	7.9%	32	4.1%	45	6.3%
Public administration	47	6.3%	23	3.1%	28	4.6%	21	2.7%	25	3.5%
TOTAL	741	100%	742	100%	606	100%	787	100%	714	100%
US Census Bureau 2022 American Community Survey 5-Year Estimates										

Table 1.10 Employment & Wages for Iosco County (2022)			
Industry	Number of Establishments	Average Employment	Average Weekly Wages
Agriculture, forestry, fishing & hunting	10	47	53
Mining	3	29	1,322
Construction	86	332	1,017
Manufacturing	34	1,113	1,205
Wholesale trade	11	84	911
Retail trade	92	1,052	649
Transportation and warehousing	17	1,272	2,329
Information	6	59	840
Finance and Insurance	29	193	1,341
Professional and technical services	27	135	1,369
Administrative and waste services	26	172	669
Health care and social assistance	65	746	1,013
Arts, entertainment, and recreation	17	100	327
Accommodation and food services	80	731	349
Other services (except public administration)	69	228	479
Unclassified	7	43	615
Federal Government	11	120	1,218
State Government	4	41	1,588
Local Government	26	1,171	839

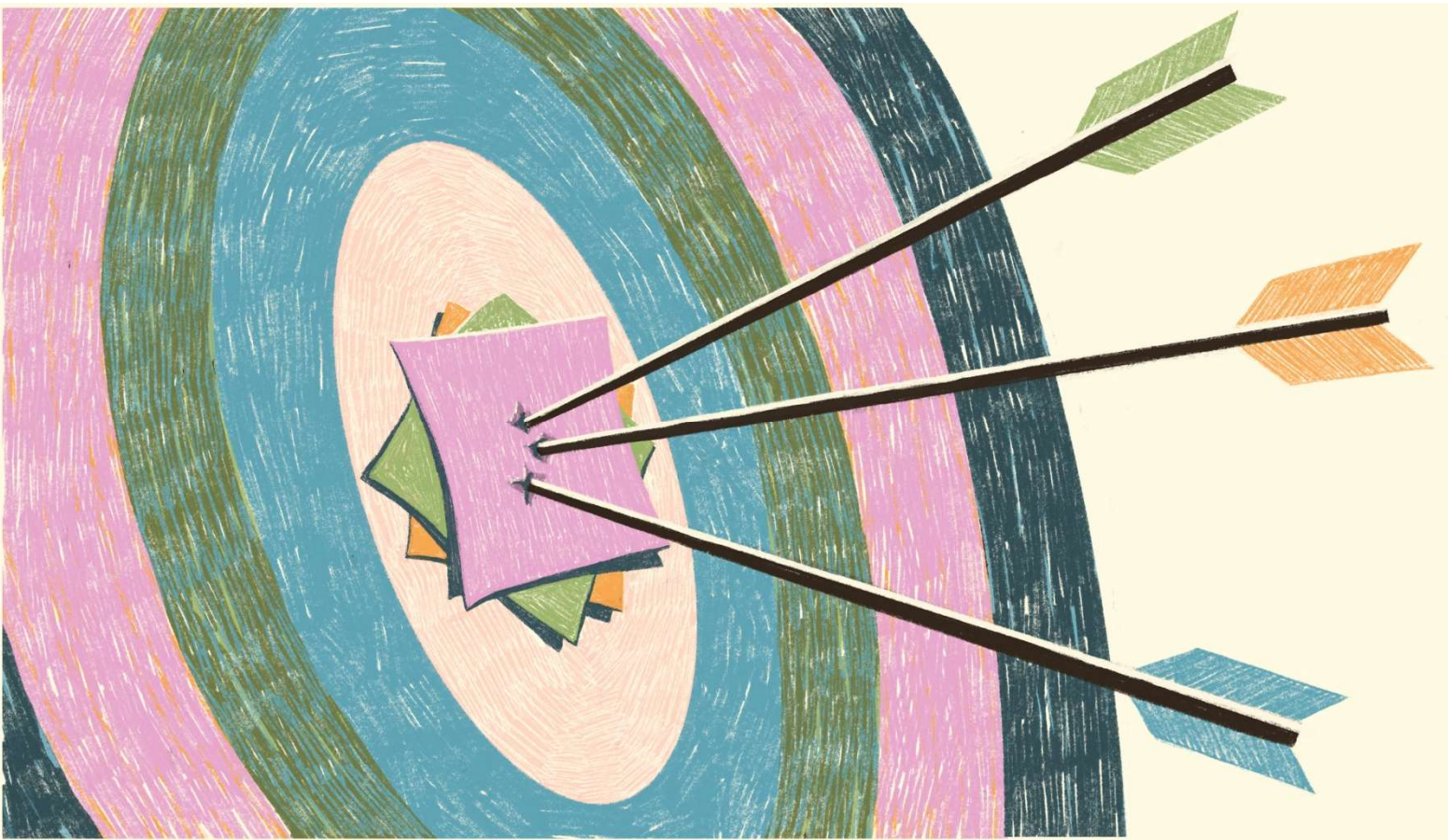
Michigan DtmB Quarterly Census of Employment & Wages



CHAPTER

3

GOALS, OBJECTIVES
& ACTION ITEMS



Tawas City Master Plan

Tawas City Community Goals, Objectives & Action Items

Planning Process

Community input is an important component within the planning process. The Master Plan gains a wider base of acceptance from the residents and business owners, and it helps validate long-range planning recommendations. During the development of this Master Plan, community input was gathered by a number of methods.

In September 2023, the City conducted a community-wide survey. The City received 116 responses. In addition to questions about recreation in the community, the City also asked broader questions about the community including such topics as undeveloped property, the library, sidewalk replacement/repair program, street improvement plan, zoning, historic buildings, mixed uses, and rental housing.

Many detailed questions specifically focused on recreation and park improvement. These issues have been addressed in the Tawas City Recreation Plan, so this Master Plan will not go into detail on the issue of parks and recreation. Survey respondents' demographics is as follows: 51% of the survey respondents were residents of Tawas City. 53% have been residents for 20 years or more, 18% for 11-19 years, and 26% for less than 10 years. The remaining 3% do not live or own property in Tawas City. 56% were from households of two persons and 15% were from households of one person, and another 29% were households of 3 or more persons. 52% of respondents were age 60 and older, 14% were 50-59, 19% were 40-49, 12% were 30-39, 3% were 20-29, and there were no respondents under the age of 18. Following is a brief summary of the survey results (full survey results can be viewed in Appendix A).

Housing. Respondants were asked what kind of residential growth they would like to see in Tawas City, and the majority (58%) of the people said they would like to see more single-family homes on residential lots. 41% said they would like to see single-family homes clustered together, and 36% stated they would like to see more mixed use housing. This shows that residents see a need for additional housing in the area to support the needs of the City. 65% of residents stated that Tawas City should find and promote opportunities to encourage an increase in affordable housing.

Local Services. The survey included a question inquiring on what services are missing in the area. The number one response was restaurants (62%), followed next by retail which includes food, grocery, gas, etc. (33%).

Zoning. Respondents were asked several questions related to zoning. 41% believe that the City adequately enforces the Zoning Ordinance while 9% disagree. Another 50% of the population is undecided on this matter. 27% feel that the City needs to enforce its ordinances more strictly while 13% disagree. 31% feel that the City is responsive to zoning questions while 60% are undecided. 29% feel the City processes zoning applications in a timely manner, 2% disagree, while 69% are undecided.

Rental Housing. 31% feel that vacation rentals are a problem in residential areas, while 47% disagree. Comments from residents included concern about cleanliness of properties.

Traffic. Traffic was a large portion of the resident survey. Very little of the population, only 19%, feel like traffic in Tawas City is an issue. More noteworthy, seasonal traffic does become more of a problem, showing 55% of people state that it is a problem. Respondants mentioned that summer months, peak tourism seasons, and holidays are the big areas of concern. Only 33% of residents would support a millage for road improvements in Tawas City.

Respondents were also asked to provide additional general comments and a wide variety of suggestions were submitted. Many suggestions were recreation-related which have been addressed in the Recreation Plan. Non-recreation related topics included (but are not limited to) the following items:

- Friends Groups
- After-School mentoring programs
- Children's programs
- Crosswalks
- Promote tourism
- Blight
- Promote small businesses

During a previous Master Plan review, a Visioning Workshop was conducted and residents and City officials compiled detailed lists of the strengths and weaknesses of the City of Tawas City. Residents responded that the location of the City along Lake Huron is unique and offers extensive recreational opportunities. Other residents identified the Ascension St. Joseph Hospital as a valuable asset in the community. The Workshop also identified weaknesses in the community, including the loss of historic architecture, vacant buildings, and recent job losses. Trends for the future were identified, including new residential growth, park improvements, and retail changes along the US-23 corridor. Together these comments and visions help provide a framework for the development of general themes of that version of the Master Plan.

During the development of the 2013 Master Plan update, the Tawas City Planning Commission held a joint meeting with the East Tawas Planning Commission on July 17, 2012. This joint meeting provided an opportunity for both communities to comment on common issues and concerns regarding the two communities. Planning Commissioners and City staff attended this meeting and provided ideas on issues such as mutual cooperation and shared services. They discussed common issues involving land use policies for residential and nonresidential developments, transportation/traffic, waterfront development, and downtown areas. As a result of this meeting, we were able to gather ideas and opinions regarding growth and development. This information was useful in refining themes and objectives for the updates of both the Tawas City Master Plan and the East Tawas Master Plan.

The joint Planning Commission meeting identified specific areas in both communities that could benefit from joint planning initiatives. This includes the US-23 corridor (Bay Street/Lake Street) as well as areas that share a joint common boundary. Specific areas near Cedar Street, Westover Street, and Pine Street would benefit from a common vision for industrial and/or commercial development.

Both the cities have considered land use trends and opportunities for redevelopment within their communities. The

importance of the downtown areas is recognized, and options for mixed-use development, senior housing, and vibrant commercial areas are identified as important components. Both communities recognize the importance of economic development and the utilization of vacant or transitional properties. It is acknowledged that there are opportunities to promote a synergistic effect with existing land use complexes such as the hospital campus, County buildings, Wal-Mart area, and waterfront properties.

The Planning Commissioners discussed land use options for both communities and participated in a mapping exercise in which each participant located areas within the cities for potential development or redevelopment. New ideas for residential uses including condominiums, apartments, senior high-rise, etc. were identified. New potential areas for commercial and industrial development were also reviewed. A summary of these suggested uses, comments, and input has been incorporated in the updated themes and objectives within this chapter.

During the 2018 Master Plan update, the City of Tawas City received ongoing community input at regularly-scheduled Planning Commission meetings and during the required Master Plan public hearing. The draft Master Plan was also forwarded to surrounding communities for public comment.

Taken together, the previous Master Plan workshop, Planning Commission meetings, and community survey in 2023 provided ample opportunities for citizen input. This input has been incorporated into the following goals and objectives which will provide long-range guidance and planning for the City of Tawas City. Implementation strategies follow the goals and objectives.

Action Items

The following table contains strategies for implementing the goals and objectives found the five focus areas:

1. Community Character & Quality of Life,
2. Planning, Zoning & Community
3. Transportation, Infrastructure, and Public Services
4. Natural, Cultural, and Recreation Resources
5. Housing

It is important to note that, while responsible parties are listed, the City will make every effort to collaborate with partner organizations, other local units of government, and members of the public in order to ensure that the correct mix of stakeholders are involved in each item.

TIMEFRAMES

SHORT: Low cost, easy implementation, directly addressing top priorities, or critical to the advancement of other strategies, and to be implemented within the next 1-5 years.

MEDIUM: Important actions that have some level of significant cost and can be implemented within the next 5-10 years.

LONG: Actions that often require significant amounts of funding that must be planned for over time or require other strategies to be completed prior to their implementation.

IMPLEMENTATION STRATEGIES TABLE											
FOCUS AREA	GOALS AND ACTION ITEMS	TIMEFRAME	RESPONSIBLE PARTIES								
			CC	CM	COC	DDA	DPW	PC	PS	Staff	ZA
1 Community Character & Quality of Life	Goal 1: Maintain and enhance the overall quality of life in Tawas City.										
	Objective A Implement the Tawas City Master Plan's goals and objectives to improve the overall quality of life for the city residents.										
	1. Coordinate implementation efforts with the appropriate departments, local units of government, agencies, and organizations.	Ongoing	X	X	X	X	X	X		X	
	2. Actively engage in strategic planning to ensure goals and objectives are being met.	Ongoing	X	X			X	X		X	
	3. Assign responsible parties with realistic timelines to hold individuals responsible for achievements.	Ongoing	X	X		X	X	X			
	Objective B Encourage public feedback regarding ongoing efforts to improve the City's overall quality of life.										
	1. Talk to residents and encourage the use of the contact section on the City's website.	Ongoing	X	X	X	X	X	X		X	X
	Objective C Implement placemaking programs throughout the community to create a sense of place and maintain small-town character.										
	1. Investigate placemaking funding opportunities.	Ongoing	X	X	X	X		X		X	
	2. Encourage the continuance of year-round community events.	Ongoing	X	X	X	X		X		X	
	3. Regularly attend training and share ideas with other communities about cost effective placemaking projects.	Ongoing	X	X	X	X		X		X	
	Goal 2: Maintain and enhance the appearance and character of Tawas City.										
	Objective A Enhance community gateways, parks, and streets.										
	1. Maintain implementation and enforcement of land use controls, landscaping, and screening.	Ongoing	X	X							X
	2. Enhance and install entrance/streetscapes to include pedestrian-friendly features such as signage, landscaping, street furniture, trash receptacles, pedestrian-scaled lighting and public art.	Medium	X	X			X	X			X
	3. Expand beautification efforts to enhance the appearance of the public facilities and gateways into the City.	Ongoing	X				X				

CC: Tawas City Council, CM: Tawas City Manager, COC: Tawas Area Chamber of Commerce, DDA: Tawas City Downtown Development Authority, DPW: Tawas City Department of Public Works, PC: Tawas City Planning Commission, PS: Tawas City Public Safety Departments, Staff: Tawas City Staff, ZA: Tawas City Zoning Administrator

1	Community Character & Quality of Life	4. Continually maintain the City-owned public spaces. Work with local businesses and service organizations to organize and implement a volunteer-based beach clean-up program for the City's public beaches.	Medium	X	X		X	X					
		5. Research funding opportunities for façade improvements, signage and exterior building elements, and architectural improvement, or modifications.	Long	X	X						X	X	
		Objective B Encourage the maintenance and upgrade of private businesses and residences.											
		1. Implement City-wide clean-up days or collaborate with other jurisdictions to implement countywide clean-up days.	Medium	X				X				X	
		2. Develop a blight ordinance to ensure private properties remain clean and attractive.	Short	X						X			X
		Objective C Protect and preserve local history, including historic buildings, residential neighborhoods, and scenic features.											
		1. Identify and promote the significance of historic neighborhoods, buildings, or places.	Ongoing									X	X
		2. Explore tax incentives and/or loan programs for the preservation of older and/or historic buildings.	Ongoing			X	X						
		3. Develop guidelines for the appropriate reuse and renovation of historic buildings. Support historic resource education to assist landowners, businesses, and communities.	Medium	X			X			X			X
		4. Protect key scenic vistas.	Ongoing							X		X	X
5. Encourage private efforts to protect valuable historic resources.	Ongoing							X		X	X		
2	Planning, Zoning, and Community	Goal 1: Cooperate and effectively communicate with other levels of government, governmental agencies, and the public on land use, zoning and development issues.											
		Objective A Maintain and implement an updated Master Plan and Zoning Ordinance that is responsive to public needs.											
		1. Review the Master Plan, including the goals and objectives at five-year intervals per state law.	Ongoing	X						X		X	X
		2. Review and amend the Zoning Ordinance when the Master Plan is updated or amended.	Short	X						X		X	X
		3. Respond accordingly to changes in state planning statutes.	Ongoing	X						X			X
4. Actively engage in strategic planning to ensure goals and objectives are being met.	Ongoing	X	X					X		X			

CC: Tawas City Council, CM: Tawas City Manager, COC: Tawas Area Chamber of Commerce, DDA: Tawas City Downtown Development Authority, DPW: Tawas City Department of Public Works, PC: Tawas City Planning Commission, PS: Tawas City Public Safety Departments, Staff: Tawas City Staff, ZA: Tawas City Zoning Administrator

2	Planning, Zoning, & Community Development	Objective B										
		Improve communication with the public and surrounding governmental entities.										
		1. Communicate with the county and adjacent townships about land use and site plan issues for properties near their boundaries.	Ongoing		X					X		X
		2. Assist property owners with contacting the appropriate county and state agencies about land use and environmental issues for development in wetlands near Lake Huron.	Ongoing								X	X
		3. Research the feasibility of joint intergovernmental council or planning commission meetings.	Short	X	X					X	X	
		4. Sponsor community and neighborhood public forums to solicit public feedback from all demographic sections in the city. Maintain an open decision-making process and promote ongoing active citizen involvement.	Ongoing	X	X					X	X	
	5. Use the City's website and social media to disperse information, such as news release, newsletters, commission agendas, meeting minutes, the zoning ordinance, application forms, and plans.	Ongoing								X		
	Goal 2: Guide development to meet the long-term needs of the community through the protection of existing development, preservation of community character, fostering of development, and the conservation of natural resources and the environment.											
	Objective A											
	Foster distinct, attractive development to enhance the visual character in the city.											
	1. Work with the DDA to develop and implement facade improvement programs.	Medium	X	X		X			X		X	
	Objective B											
	Encourage diverse business development through community development.											
	1. Research innovative development options to increase the tax base while maintaining the essential character of the community.	Ongoing	X	X	X	X			X			
	2. Research and apply to programs (e.g. Brownfield Redevelopment Programs) that encourage responsible land use in Tawas City.	Ongoing		X		X				X	X	
Objective C												
Promote mixed-use development and walkable designs.												
1. Encourage mixed-use development options through implementing innovative zoning techniques.	Ongoing							X	X	X		
2. Review and amend the City sidewalk program to maintain a pedestrian-friendly community while minimizing the cost to adjacent landowners.	Ongoing		X				X		X	X		

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2	Planning, Zoning, & Community Development	Goal 3: Enhance and promote the development of all commercial property south of the Tawas River bridge to the city limits.									
	Objective A Renovate commercial property to bring in new business and residents.										
	1. Clean up properties, promote and foster re-development with new hotels, residential condos, miniature golf, restaurants, ice cream shops, convenience stores, and gas stations.	Long					X		X		X
	2. Retain and enhance existing businesses and work with granting agencies to provide funding for façade improvement programs.	Ongoing					X				X
3. Work with MDOT to fill in ditches along the US-23 commercial district to enhance and promote urban development and aesthetic.	Medium		X				X				
3	Transportation, Infrastructure, and Public Services	Goal 1: Improve and maintain the transportation systems, community facilities, programs, public utilities, and telecommunications to accommodate the needs of residents, visitors, and commercial enterprises.									
	Objective A Provide the community with access to the necessary public services and amenities.										
	1. Capital Improvements Plans (CIPs), as amended, are incorporated, by reference, in this Master Plan and will continue to be maintained and implemented.	Ongoing	X	X				X	X		X
	2. Direct future development to areas where necessary public services and utilities already exist or where expansion of services and utilities are planned and/or required. Encourage the placement of utilities underground.	Ongoing						X	X		X
	3. Maintain water and sewer infrastructure while striving to keep costs low.	Ongoing						X			
	4. Provide for and maintain adequate roads, streets, and sidewalks to ensure safety and facilitate orderly growth, while encouraging new street and utility improvements.	Ongoing						X	X		X
5. Support public transportation services to assist those with limited mobility and to conserve energy.	Ongoing	X				X		X			
Goal 2: Ensure efficient response of emergency services within the city.											
Objective A Support existing public safety services (e.g. police, fire, emergency medical services).											

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4	Natural, Cultural, and Recreation Resources	Objective C										
		Identify and protect desirable open space areas, scenic vistas, wildlife habitat, and environmentally-sensitive areas.										
		1. Encourage the use of native plants for reforestation projects, wildlife habitat, street and neighborhood trees, landscaping, parks and roadside areas.	Ongoing						X	X		X
		2. Pursue grant funding to assist in protecting the identified areas.	Ongoing		X						X	X
		3. Use overlay zones to assist in protection efforts, where necessary.	Medium							X		X
		Goal 2: Maintain and enhance recreational facilities and activities.										
		Objective A										
		Develop a strategic plan for the Sunrise Coastal Trail.										
		1. Develop the concept of and implement a continuous bike trail loop within the City limits.	Medium	X	X			X	X	X		X
		2. Continue to maintain and promote the trail and attractions along the trail to residents and visitors.	Ongoing			X	X	X				
Objective B												
Maintain quality recreational sites in Tawas City.												
1. Maintain and implement a Parks and Recreation Plan. By reference, the goals of the Parks and Recreation Plan are incorporated into the planning goals of the Master Plan.	Ongoing	X	X				X	X		X		
2. Enhance and improve cultural offerings by assisting in promoting the expansion and/or improvement of the existing performing arts facilities and activities and the development of new facilities and activities.	Long	X		X	X			X				
Goal 1: Allow suitable housing opportunities for all income levels, age groups, household types, and resident type (year-round and seasonal).												
Objective A												
Encourage the development of a mixture of quality housing within the City.												
5	Housing	1. Encourage the development of affordable single-family housing, multiple family rental units, age-progressive senior assisted living housing, and provide for opportunities to age in place.	Ongoing	X					X		X	
		2. Match residential densities to the characteristics and available services of proposed sites.	Ongoing						X		X	
		3. Develop a one-sheet flyer promoting resources for residential rehabilitation programs.	Medium		X						X	X

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5 Housing	Objective B Encourage the maintenance of the existing housing stock and residential neighborhoods in good repair, appearance, usefulness, and safety.											
	1. Research grant programs, such as the Community Development Block Grant Program, to rehabilitate existing low and moderate income housing units.	Ongoing									X	X
	2. Identify available funding sources for residential improvements and notify residents about the rehabilitation programs. Enforce codes to remove unsanitary or unsafe housing.	Ongoing	X								X	X
	Objective C Protect the neighborhood character of residential areas.											
	1. Require buffers or transition areas between residential and non-residential uses to maintain property values and aesthetics.	Ongoing	X						X			X
	2. Encourage clustering residential development in areas where services and utilities are available to preserve open spaces.	Ongoing	X						X			
	3. Discourage infringement of commercial and industrial uses near residential neighborhoods, while allowing for the continuation of existing neighborhood small businesses.	Ongoing	X						X			X
	Goal 2: Foster residential development on the 120 acres with marketing and accepting proposals.											
	Objective A Accept proposals using the existing plot plan developed in the past.											
	1. Provide a space to grow residential development within the city limits, both upscaling single family and multi-family apartment projects.	Long	X				X		X			X
6 Economic Development	Goal 1: Provide opportunities to retain existing businesses, establish new commercial uses, and redevelop vacant commercial buildings which meet the demonstrated market needs of area residents.											
	Objective A Support efforts to create a vibrant downtown area.											
	1. Develop a concept for, implement, and maintain a pedestrian route along both sides of Lake Street (US-23).	Medium	X	X			X	X	X			X
	2. Promote the vitality of the downtown area by emphasizing the parks, pier, stage in Town Square, restaurants, and shopping.	Ongoing			X	X						
	Objective B Retain existing businesses for the economic well-being of Tawas City.											

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6	Economic Development	1. Research, promote, and/or implement programs that retain existing businesses. Work with local business owners to encourage the implementation of strategies to create a "sense of place."	Ongoing				X				X	X		
		2. Develop partnerships between community organizations, regional community colleges, and Michigan Works to provide education and training programs that continue to meet the needs of the City's current employers and future businesses.	Ongoing			X	X							
		3. Research, identify, and promote business façade improvement programs. Providing training to existing business owners in the provision of quality services, business management, and a variety of other issues.	Ongoing			X	X							
		Objective C												
		Support business development and attraction efforts.												
		1. Participate in local and regional entrepreneurial and business attraction efforts.	Ongoing			X								
		2. Market entrepreneurial training programs to assist residents in starting and maintaining their own small businesses.	Ongoing			X	X						X	
		3. Diversify business opportunities through the use of community development programs to make Tawas City a desirable place to live.	Ongoing		X	X	X						X	
		4. Evaluate tax incentives and abatement programs to attract commercial developments.	Ongoing	X	X								X	
		5. Attract medical service business development.	Ongoing	X	X	X	X			X		X		
Objective D														
Provide a family-friendly high quality of life to attract diverse age groups to the city.														
1. Encourage the development of goods, services, recreation and employment opportunities needed to retain families.	Ongoing	X	X					X				X		
2. Continue developing and promoting the area's recreational amenities.	Ongoing			X	X						X	X		
Goal 2: Develop and promote the growth of a diverse industrial economic base to serve the employment needs in the city and region.														
Objective A														
Expand the City's role in attracting industrial development.														
1. Maintain relationships between the City and existing industrial businesses.	Ongoing	X	X								X			
2. Identify and address City regulations perceived as burdensome by potential investors and employers.	Ongoing	X						X				X		

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6	Economic Development	3. Expand the infrastructure needed to attract industrial development to the city.	Long	X	X				X										X		
		4. Streamline the approval processes so proposed industrial development is not delayed.	Short	X							X									X	
		Objective B																			
		Support county and regional economic development initiatives to establish new industries that diversify the local economy and ensure the retention and competitiveness of existing industry.																			
		1. Re-evaluate and utilize tax incentives and tax abatement programs to encourage industrial development.	Medium																	X	X
		2. Attract high tech, and research and development businesses to the City.	Medium		X		X				X										
		3. Improve marketing efforts, including internet-based marketing efforts to attract new industrial development to the City.	Medium		X	X														X	
		4. Support industry that utilizes the area's rich resource base to produce marketable goods. Provide appropriate locations for clean, light industrial and research-type developments.	Ongoing	X								X									X
		Goal 3: Continue to market Tawas City as a tourism destination.																			
		Objective A																			
		Participate in regional tourism marketing efforts.																			
		1. Participate in the US 23 Heritage Route tourism program.	Ongoing		X	X	X				X									X	
		2. Participate in regional and statewide trails marketing efforts.	Ongoing		X	X	X				X									X	
		Objective B																			
		Support local tourism business development and training.																			
1. Work with the Chamber of Commerce to identify hospitality training for local tourism businesses and transmit those training opportunities to local business owners.	Ongoing			X														X			
2. Research and utilize programs that assist with start-up loans, façade improvements, and renovations.	Ongoing				X													X			
Objective C																					
Research and implement opportunities and techniques that attract tourism.																					
1. Develop tourism packages that include sites of interest, and lodging and dining coupons.	Ongoing			X	X													X			
2. Support the development of mixed lodging opportunities (e.g. hotels, bed and breakfasts, tourist homes, cabins, etc.).	Ongoing									X									X		

7 Hazard Mitigation Plan	Goal 1: Utilize the county's Hazard Mitigation Plan to protect residents, visitors, and property within the City.									
	Objective 1 Obtain the County's plan and find ways to integrate items within the plan into the Tawas City Master Plan.									
	1. Identify projects from the Hazard Mitigation Plan that can be initiated to mitigate damages from local hazards that negatively impact the City (for example, Dead Creek on Sixth Street or the railroad bridge).	Short	X	X			X	X		X
2. Seek funds to complete projects identified above.	Medium	X	X			X	X		X	

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CHAPTER

4

FUTURE LAND USE PLAN



Tawas City Master Plan

Future Land Use Plan/Redevelopment Areas

The Future Land Use Plan represents a union of all the research and strategies that have been developed throughout the planning process. Following a set of goals and objectives defined by the Planning Commission, business leaders and stakeholders, Tawas City's Community Master Plan presents a future land use plan that will enable the City to accommodate the expected growth, while still protecting the resources and characteristics that make this community so unique. It should be noted that the desired future land use plan may be adjusted in the future based on changing conditions within the community while maintaining compatibility with the goals and objectives of this Master Plan.

Residential Areas

As is typical in many communities, residential land uses account for the largest land use category in the Community Master Plan. This land use has been broken into four distinct sub-categories. Each sub-category of residential land use is differentiated by its location, permitted density, and relationship to other land uses.

Single-Family Residential

Areas designated as single-family residential are intended primarily for use by single housing units, each located on its own lot or land area. Within this category, other related and compatible uses should be encouraged which serve the residents of the area without hampering the single-family environment.

Planned Unit Development

The intent of this area is to promote single- or multiple-family developments that include parks and open spaces that would complement the area.

Multiple-Family Residential

Multiple-family residential areas are intended primarily for a range of residential uses that would be allowed at a higher density than single-family areas. In addition, areas designated as multiple-family would allow two or more housing units to be located on a single land area. Related uses would also be situated in multiple-family areas.

Manufactured Housing

The manufactured housing category accommodates the need to provide space within the City for manufactured housing within a park setting. The manufactured housing community is located along the Tawas River at M-55 and Nunn Road and includes 65 sites in addition to an adjacent campground

Mixed Use Areas

Planned Unit Development

The Future Land Use Map indicates several areas for special treatment in the future. The areas are designated in the plan as mixed-use developments in the southwest, central, and northwest portions of the City. The intent of this concept is to provide general guidance for truly mixed-use developments along with the standards that will be developed in the Zoning Ordinance to encourage and permit types of land

use patterns in these areas. The goal is to encourage development by permitting more of a variety of uses than would be permitted under conventional zoning. Uses allowed within this mixed use category are not limited and could include a mix of commercial, light industrial, office, residential, and parks.

Tawas City operates under a 425 agreement with Tawas Township under Public Act 425 of 1984 (Intergovernmental Conditional Transfer of Property by Contract) and maintains zoning control of a 10-acre parcel on the west boundary of the city. Mixed use PUD is planned for this parcel. The 50-year agreement expires in 2042.

Waterfront

The waterfront future land use category extends between Tawas Bay and US 23 from Mathews Street to Bay Street (bisected by Gateway Park). The waterfront area is intended to accommodate parks, detached, and attached residential development, and limited tourist-oriented commercial uses. The city is encouraging commercial uses that utilize and/or depend upon their proximity to the water, but other tourist-oriented commercial uses may be considered.

Riverfront

The riverfront future land use category extends between US 23 and the railroad tracks from Mathews Street to 9th Avenue. The riverfront area is intended to accommodate a mix of uses including residential, office, parks, and commercial.

Business Areas

In order to differentiate the types of commercial development recommended in the Plan, this land use is broken into six sub-categories: Office, Neighborhood Commercial, Community Core, General Business, Medical Campus and Industrial.

Office

The areas designated as Office are intended to provide for the professional and medical office needs of a market area which encompasses the City of Tawas City and, to a limited extent, an area beyond the City boundaries. The offices should appeal to a wider market for several reasons: first, by locating offices along or near the medical complexes on Hemlock Street (M-55), access to the entire area is enhanced; second, offices by nature often house businesses that offer very specialized services for which there is limited competition or at least, a market niche; third, as the City and regions develop new areas, offices that serve or relate to the new residential and industrial uses may also develop. In many instances the office uses will serve as transitional uses providing a buffer to single-family homes from areas of high traffic or higher intensity land uses.

Neighborhood Commercial

The Neighborhood Commercial designation applies to areas intended to support retail, lodging, and personal service establishments catering to the day-to-day needs of residents in the immediately surrounding residential areas. The entrance into the City from the south on US-23 is the area designated for this use.

Community Core

The Community Core designation is applied to those areas in the City that have both good regional access (US-23) and easy access to several existing neighborhoods. In addition, this area is intended to cater to the seasonal visitors who vacation in the area. The designation is intended to accommodate a wide range of commercial land uses including retail stores, offices, and restaurants.

General Business

Areas designated as General Business include a wide range of business types. The areas planned in the northwest part of the City for the most part recognize the regional pull of shoppers that Wal-Mart brings. The commercial area at the intersection of M-55 and US-23 is intended for large commercial enterprises that would be developed in an orderly manner from the southwest toward the north. The portrayal of these areas on the Future Land Use Map is intended to establish logical places for new commercial uses to be located and to provide an indication that certain existing business land uses should continue.

Medical Campus

The Medical Campus designation is intended to allow for the flexible expansion of the hospital and its associated uses in a planned and coordinated manner. This is essential to allow existing and future uses to respond and adapt to changes in technology, medical professions, and society as a whole. Each use proposed within the boundary should be reviewed in the context of the entire area. Pedestrian and vehicular interconnection should be encouraged and barrier free design of outdoor spaces should be mandated. The primary use in the Medical Campus concept is the hospital along with the related uses located within the hospital building itself. These might include pharmacies, bookstores, florists, card shops, cafeterias, and similar uses that serve the needs of those using the facilities, visiting, or employed in the immediate area. In addition, related independent uses would be allowed which could include medical offices, residential facilities for the elderly, child and adult care facilities, buildings, and facilities for emergency vehicles (including ambulances, heliports, and other vehicles), medical research and educational facilities, libraries, parks and other recreation facilities, banks, medical supply businesses, and other uses.

Industrial

The Industrial designation is for that area located in the northeast corner along the City's border with East Tawas and along the railroad tracks around Fifth Street, Sixth Steet and Ninth Avenue. The Industrial category is intended to accommodate and attract new manufacturing, processing, warehousing, and other industrial uses.

Community Facilities

Schools, churches, parks and open spaces, and public and quasi-public facilities are regarded as community land uses, and therefore are spread throughout the City in order to provide services to a wide range of residents.

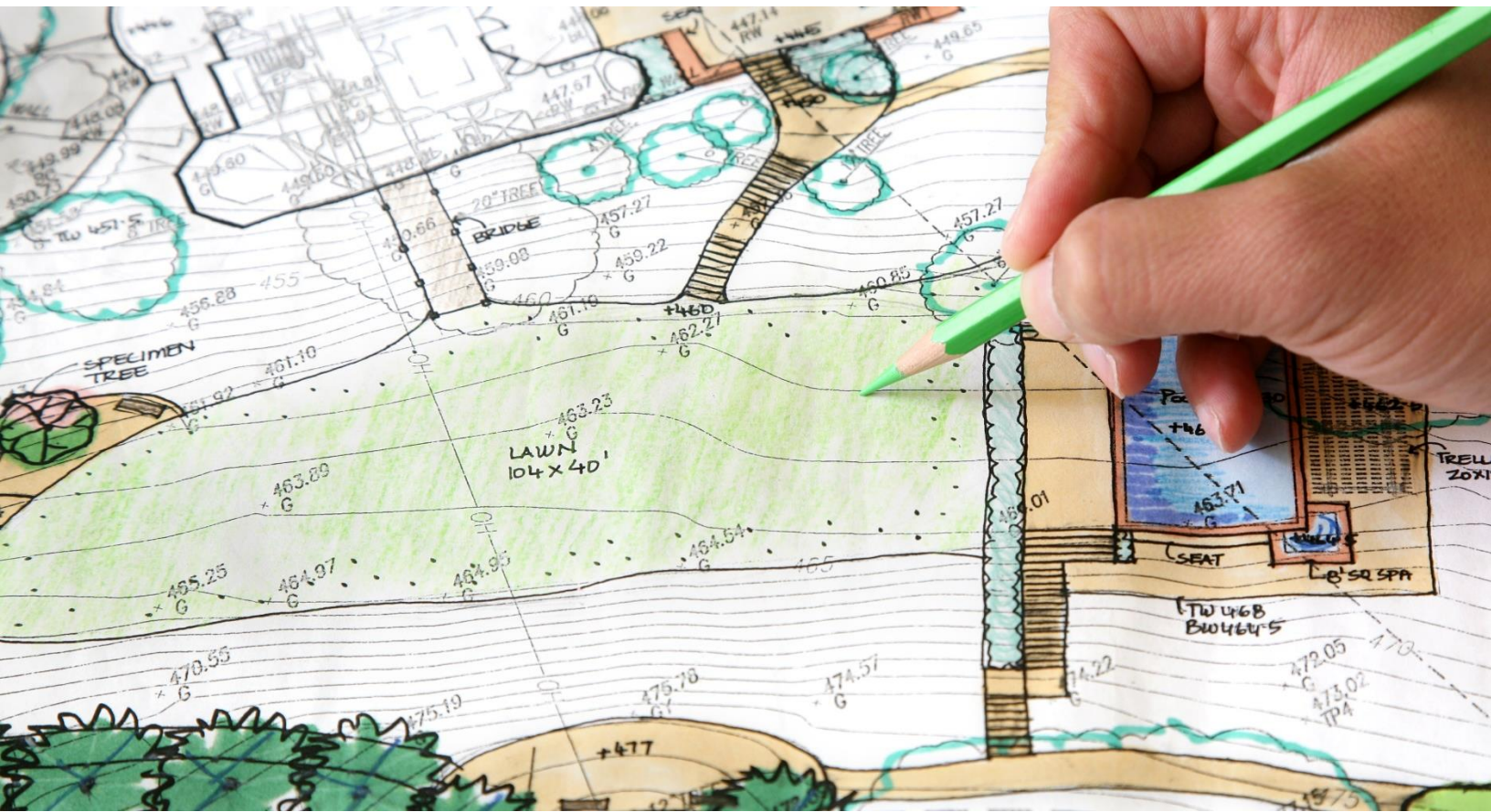
Parks and Open Spaces

The Parks and Open Spaces category includes all land planned for active and passive public recreation use. The Parks and Recreation Plan should be referenced for information on the development of the City's parks system. These areas accommodate existing public parks, publicly owned open spaces, and natural areas.

CHAPTER

5

ZONING
PLAN



Tawas City Master Plan

Zoning Recommendations

The Michigan Planning Enabling Act (PA 33 of 2008) requires that the Master Plan contain a zoning plan which includes an explanation of how the land use categories on the Future Land Use Map relate to the zoning districts. A chart is provided below which includes a listing of the land use plan categories and the equivalent zoning districts. After adoption of this Master Plan, the City should review the Zoning Ordinance for compatibility with the goals, objectives, and future land uses listed within the Master Plan. The City should review all current zoning districts to ensure that a full range of compatible and desired uses are provided in each district. The Zoning Ordinance should also be reviewed for specific development standards for each district (including architectural and buffering standards), approval procedures, review standards, and general provisions. In general, the Zoning Ordinance should provide enough flexibility to allow the desired development pattern to occur.

Land Use Plan/Zoning Equivalency		
Single Family Residential	R-1	One-Family Residential
Multiple Family Residential	RM	Multiple Family
Manufactured Housing	R-2	High Density Residential
Residential Planned Unit Development	PUD	Planned Unit Development
Mixed Use/Planned Unit Development	PUD	Planned Unit Development
Waterfront	WF	Waterfront
Riverfront	RF	Riverfront
Neighborhood Commercial	B-1	Local Business
Community Core	B-2	Community Business
General Commercial	B-3	General Business
Office	OS	Office Service
Medical Campus	OS	Office Service
Industrial	I-1	Industrial
Parks and Open Space	WF R-1	Waterfront One-Family Residential
Public/Quasi Public		Miscellaneous

Single Family

Land uses planned within single family residential can be accommodated with the current R-1 district.

Multiple Family

Land uses planned within multiple family residential can be accommodated with the current RM district.

Manufactured Housing

Land uses planned within manufactured housing category can be accommodated with the current R-2 district which allows manufactured housing communities. Manufactured housing which is outside of a manufactured housing community is accommodated in all districts which allow single family residential.

Planned Unit Development

Land uses planned within the mixed-use PUD or residential PUD can be accommodated in the Planned Unit Development District. Standards and procedures within the PUD district should be reviewed to ensure that the appropriate mix of uses are allowed and that the zoning text gives the Planning Commission enough flexibility to encourage creative design techniques in order to meet the demand of the community.

Waterfront

The waterfront future land use category can be accommodated by the current Waterfront District. The desire to allow limited, tourist-oriented commercial uses mixed with attached and detached residential uses

as well as parks, were incorporated in the update to the Zoning Ordinance in 2022.

Riverfront

The riverfront future land use category is currently accommodated by the Riverfront zoning district. The desire to accommodate parks, residential, office, and commercial uses, was incorporated in the update to the zoning Ordinance in 2022.

Neighborhood Commercial, Community Core, and General Commercial

The three business categories are currently accommodated by B-1, B-2, and B-3 zoning districts. Each of these districts should be reviewed to ensure all appropriate uses are accommodated in each. In addition, the City should evaluate provisions which allow for residential units to be provided for in conjunction with commercial establishments.

Office and Medical Campus

Office uses and medical campus uses are currently accommodated by the OS zoning district. This district should be reviewed to ensure other support and community services are also accommodated.

Industrial

Industrial uses are accommodated by the Industrial zoning district.

Parks and Open Space

Currently, parks and open space are accommodated by all zoning districts.

Public/Quasi-Public

The accommodating zoning district for this future land use category is listed as “miscellaneous” because the appropriate zoning district is dependent upon the use in question. The many types of institutional and public uses should be evaluated in detail to determine the most appropriate zoning district that they should be permitted in.

Implementation

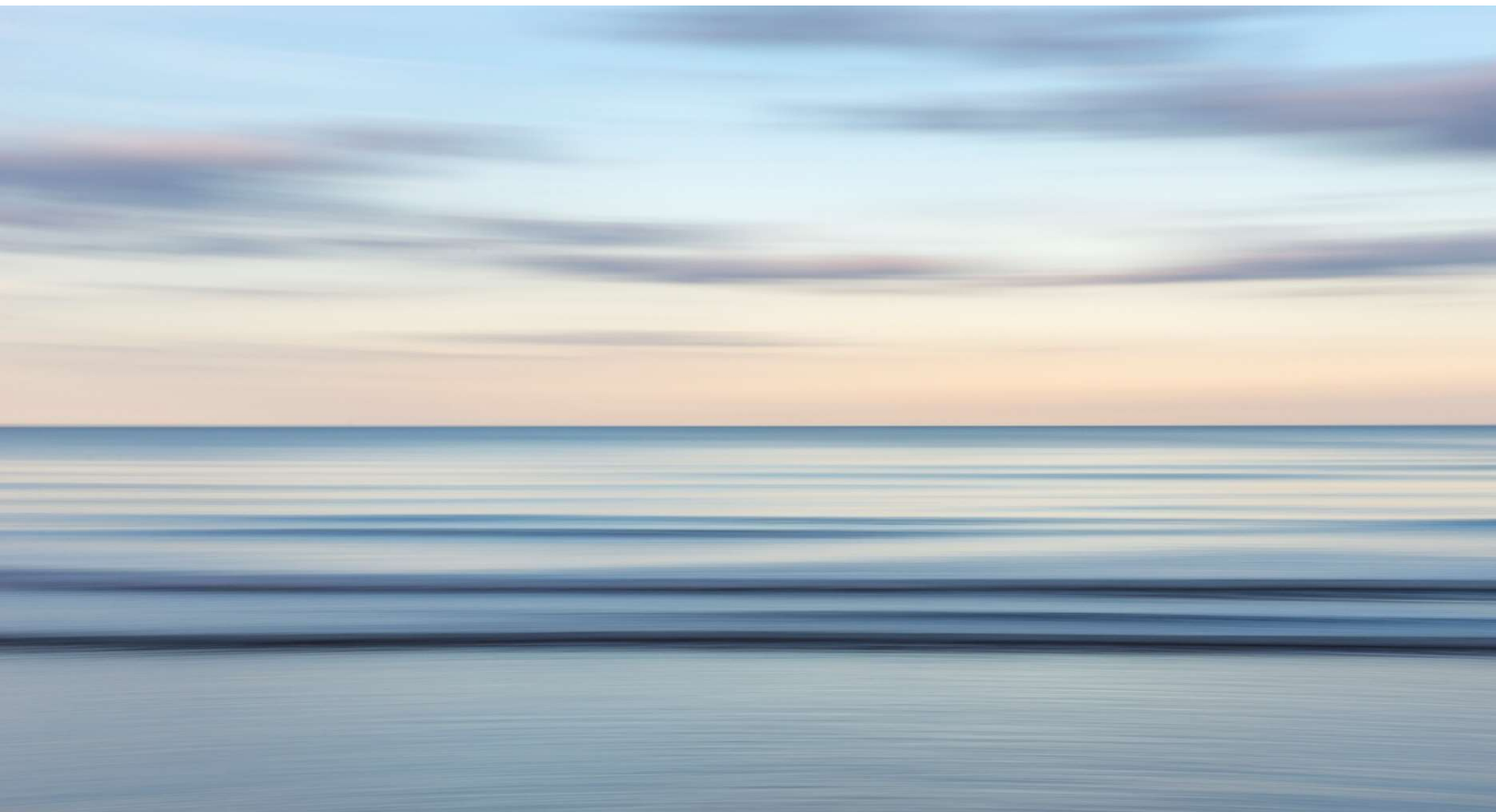
The Zoning Ordinance is a tool through which the Master Plan can be implemented. As development and redevelopment continues, this tool will help to provide compatible land use relationships between uses and encourage quality site design. This can be promoted through the site plan review process.

For the plan to be truly effective, however, the Planning Commission and City Council must actively pursue the goals of the plan. This will require revisions of the Zoning Ordinance or other ordinances affecting land use decisions. Additionally, the Planning Commission may wish to actively pursue the implementation of recommended improvements noted on the Future Land Use Map and throughout the Master Plan document.

APPENDIX

A

SURVEY RESULTS



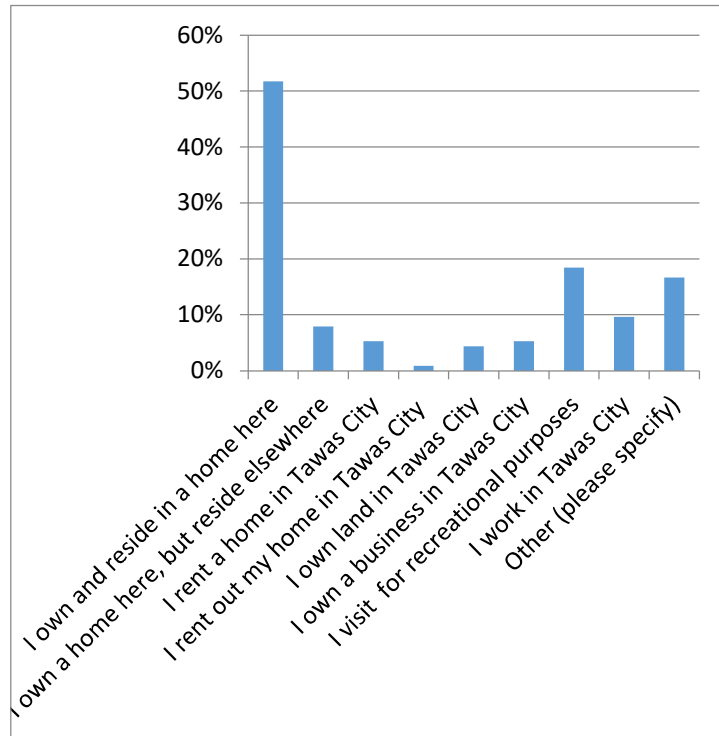
Tawas City Master Plan

Survey Results Summary

Question 1

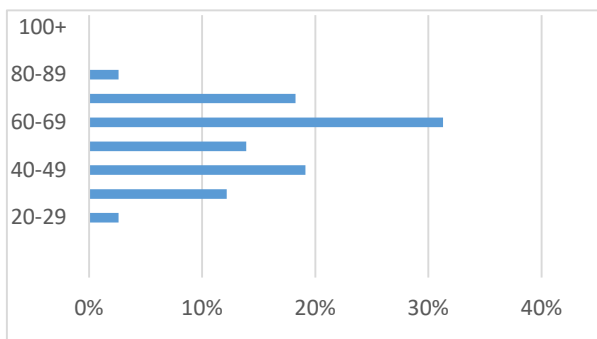
Indicate your property interest in Tawas City (Mark all that apply).

The surveys found that roughly half of the respondents (59) live within the Tawas City while another 19% visit for recreational purposes. Of those that selected "Other," many were residents of Iosco County or other nearby



Question 2

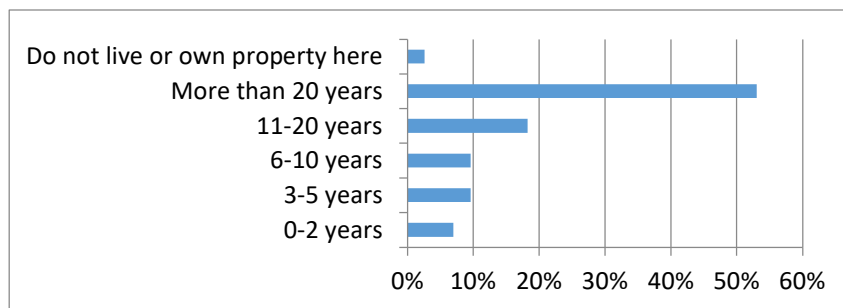
What is your age group?



Survey respondents did not necessarily represent a very good distribution of age groups. 52% of the people surveyed are over 60 years of age, overrepresenting the retired population. This could potentially skew findings from the survey data.

Question 3

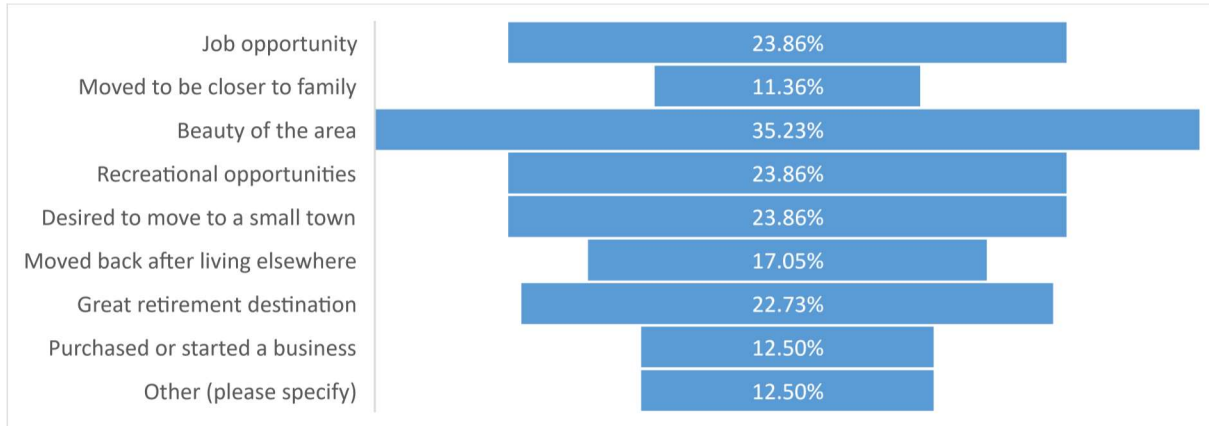
How long have you lived, owned property, worked, or visited here?



While there were many respondents who have just recently moved to the area, the majority of the residents have been here for more than 20 years, followed by 11-20 years. This community has residents that tend to reside in Tawas City long term.

Question 4

If you are not originally from here, what made you move to or buy property in Tawas City?



The highest-ranking reason that residents move to Tawas City, according to the survey results, is due to the beauty of the area, followed closely by recreational opportunities, desire to move to a small town, and a job opportunity. This shows that the small town, recreational based, nature focused atmosphere of Tawas City is something that outsiders seek out and want to move to.

Question 5

If you're a part-time resident, how much time do you spend in Tawas City?

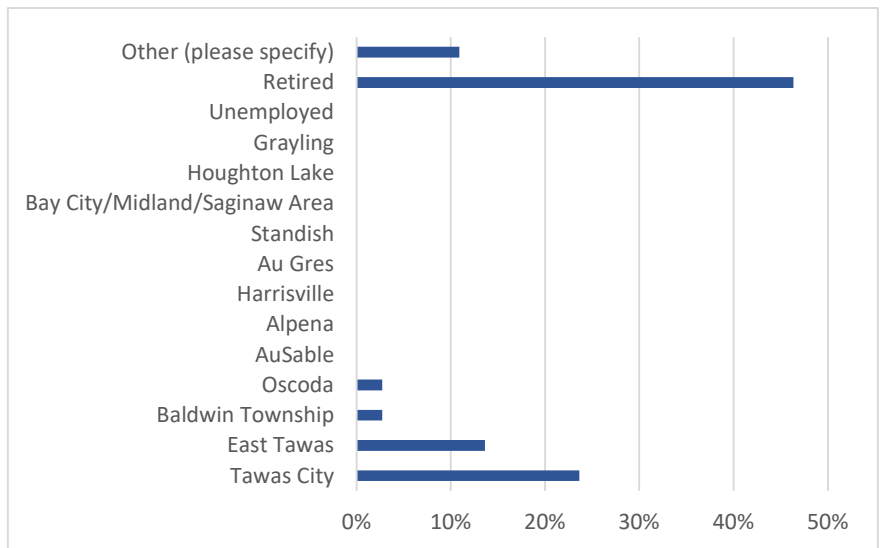
Out of the respondents surveyed, 13% lived in Tawas City for 1 month or less, 13% lived there for 1-3 months, 26% were there for 3-6 months, 39% were there for 6+ months, while 9% was not in Tawas City at all throughout the year.



Question 6

Where do you work?

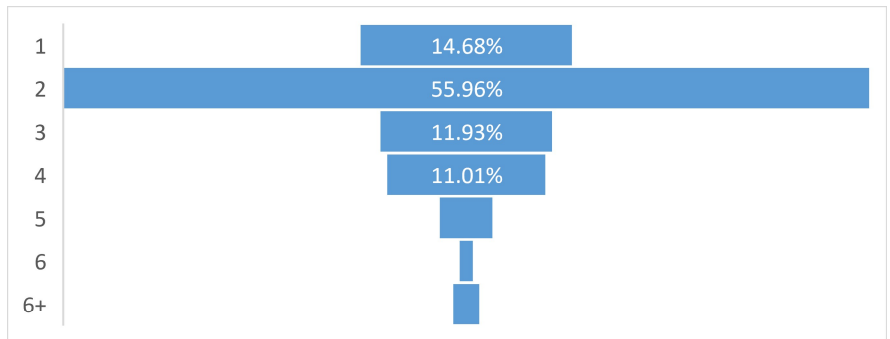
46% of those surveyed stated that they were retired, however, this is not a surprising statistic due to the overrepresented population of residents over 60 years of age. This goes to show that the town is utilized as a retirement community and that could be useful when making goals and objectives for the community.



Question 7

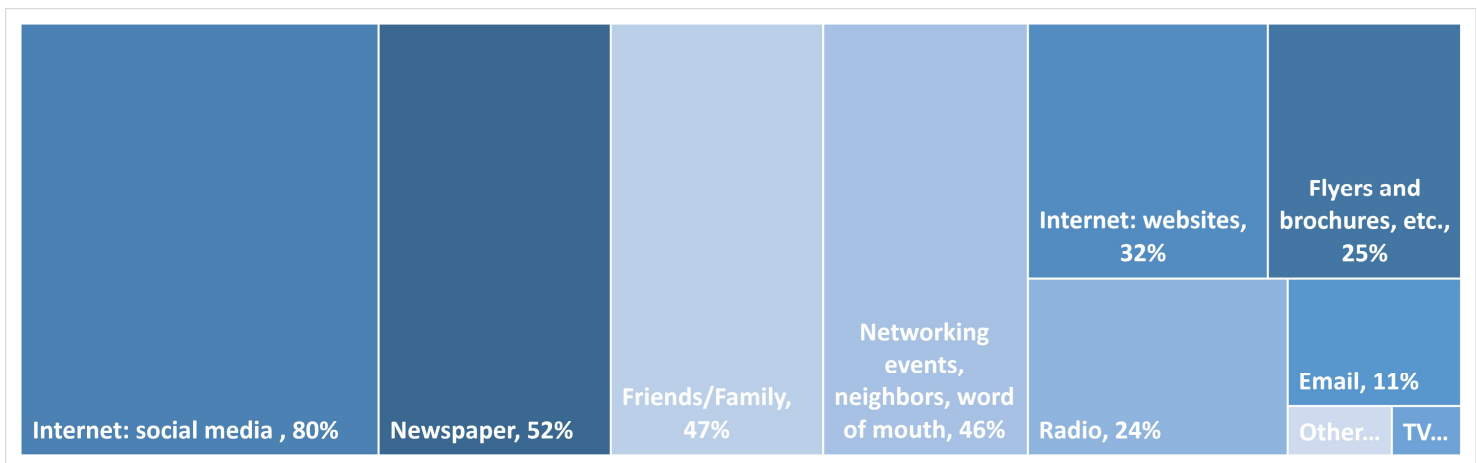
How many people live in your dwelling or on your property (including yourself)?

Overall, the average number of residents that are living in a single dwelling is relatively low throughout Tawas City. 56% of people only have two people within their dwelling while an additional 15% only have one.



Question 8

How do you find out about what’s going on in the city? (Please mark all that apply)

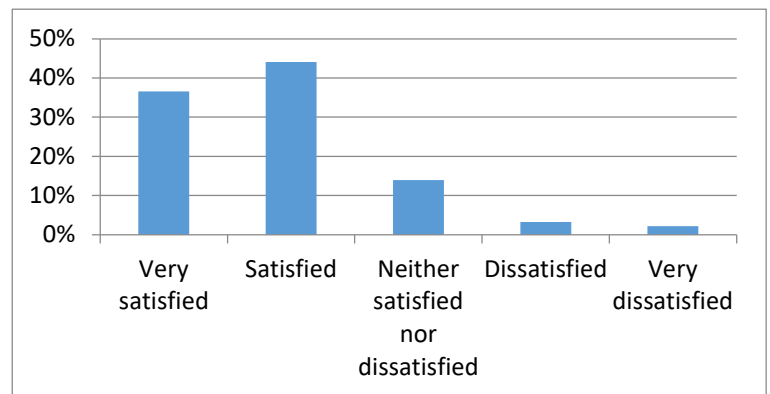


The majority of the survey respondents receive their information on what is going on throughout the city via social media, whether that be Facebook, Instagram, or other platforms. The next few highest ranking methods would be newspapers, friends/family, or networking events, neighbors, or word of mouth. It would be beneficial for the city to continue using these methods in order to reach the community.

Question 9

Generally speaking, how satisfied are you with Tawas as a place to live, own property, own a business, or visit?

Overall, the city is very satisfied with Tawas City. 36% of the respondents were very satisfied, 44% were satisfied, and another 14% were neither satisfied nor dissatisfied. Only a total of 6% were dissatisfied with Tawas City as a place to live, own property, operate a business, or visit.



Question 10

What makes Tawas City a great place to live, own a business, own property, or visit?

Here are a few main takeaways from the survey results:

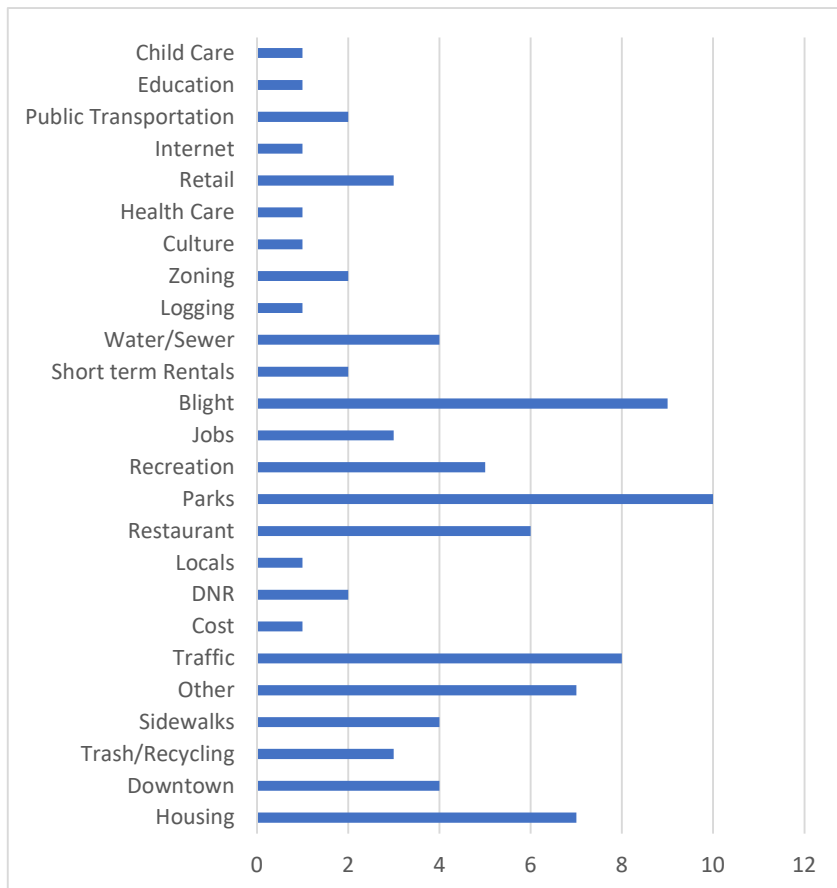
- Access to Lake Huron.
- Many enjoy the small town feel and slower pace of Tawas City.
- The parks are well-maintained, safe places for residents to go and enjoy the outdoors.
- It is easy to access necessary services, stores, etc.
- Outdoor recreation is everywhere such as beaches, parks, trails, etc. Natural beauty with a nautical theme was also brought up often.
- Low crime rates and safety.
- Great schools and community as a whole.
- Kind, welcoming community and neighborhoods.
- Location along major highways and close proximity to other large urban areas.
- Medical care is easy to access and not too busy to get appointments quickly.
- Annual festivals and events.
- Responsiveness and dedication by local officials.

Questions 11 & 12

How would you rate the current quality of life in Tawas City compared to how it was 5 years ago?

45% of respondents stated that they thought it was better, 47% said they think it is about the same, and only 8% said that they think it is worse now than 5 years ago.

Further, they were asked how they envision the quality of life in Tawas City over the NEXT 5 years. The majority of the respondents, 61%, stated that they think it will become better, 32% said they think it will be about the same, while only 7% think that it will be worse.



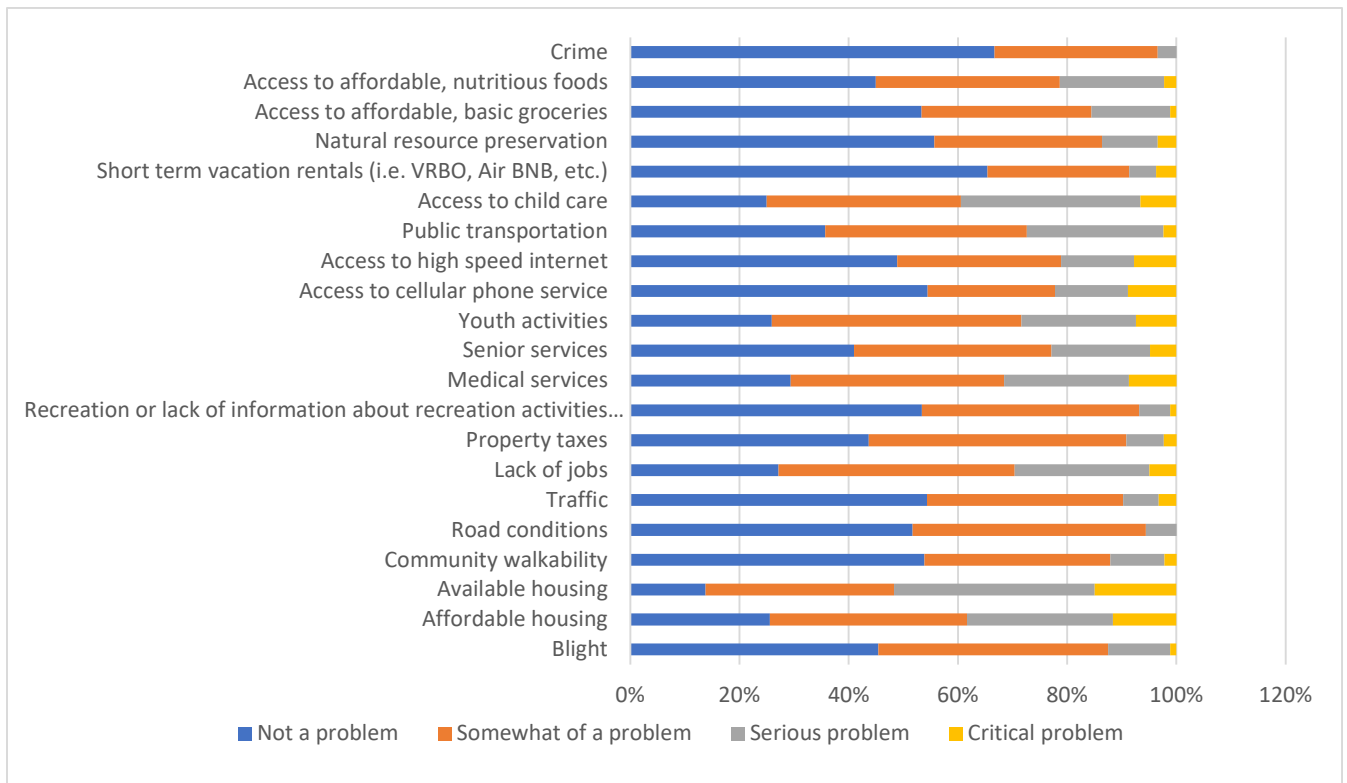
Question 13

What are some problems you feel need to be addressed in Tawas City?

In the chart to the right are some main points made by the survey respondents:

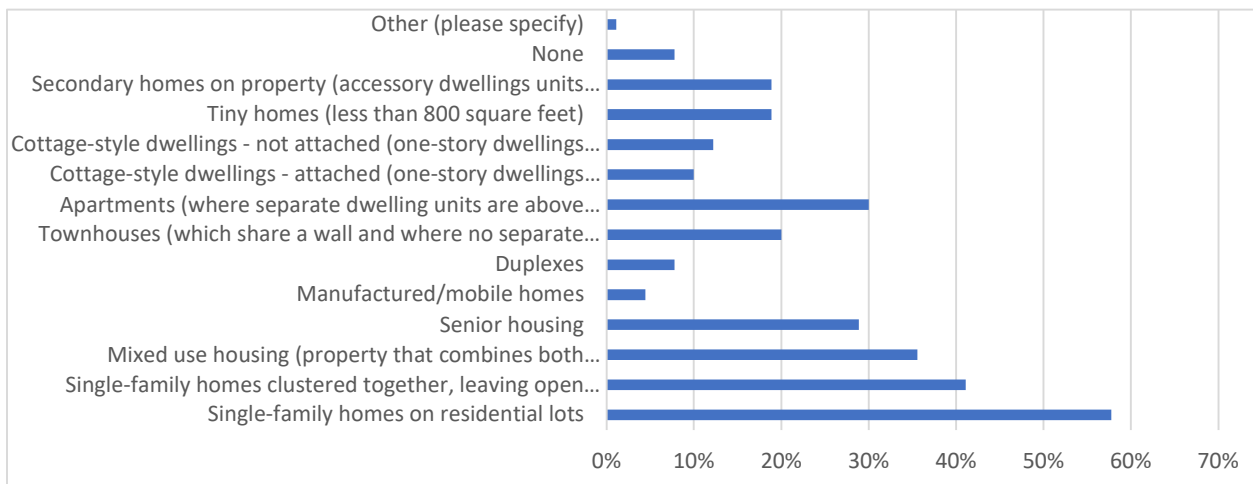
Question 14

How much of a problem are the following issues within Tawas City?



Question 15

What kind of residential growth would you like to see? (Please mark all that apply)



Question 16

Should Tawas City find and promote opportunities to encourage an increase in affordable housing?

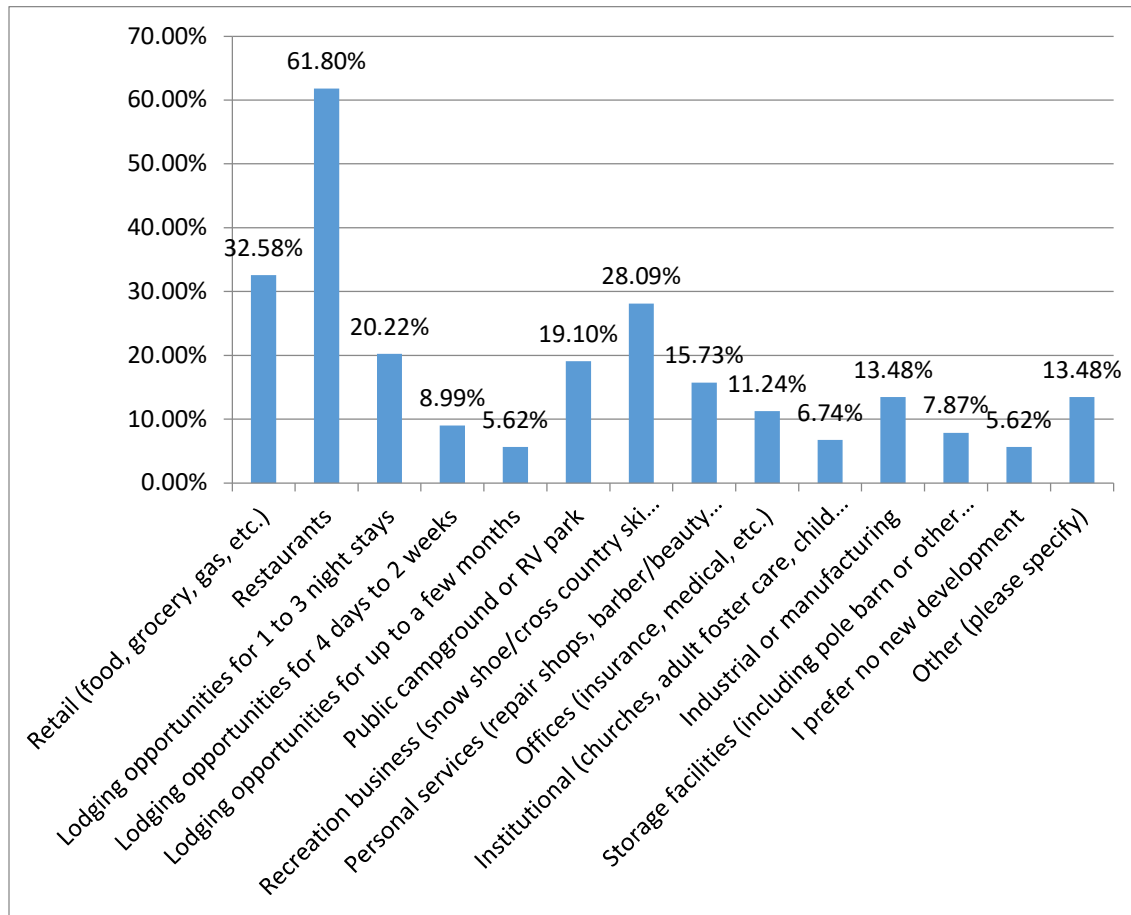
YES 65%

NO 14%

Don't know/neutral 21%

Question 17

What services do you feel are missing? (Please mark all that apply)



Some additional comments from this question included affordable public meeting space for large groups, electric car charging stations, more mental health care opportunities, restaurants, career opportunities and promoting industries, and community recreation.

Question 18

Should Tawas City be open to mobile or temporary business opportunities such as transient sales, food trucks, flea markets, and pop-up sales?

YES 65%

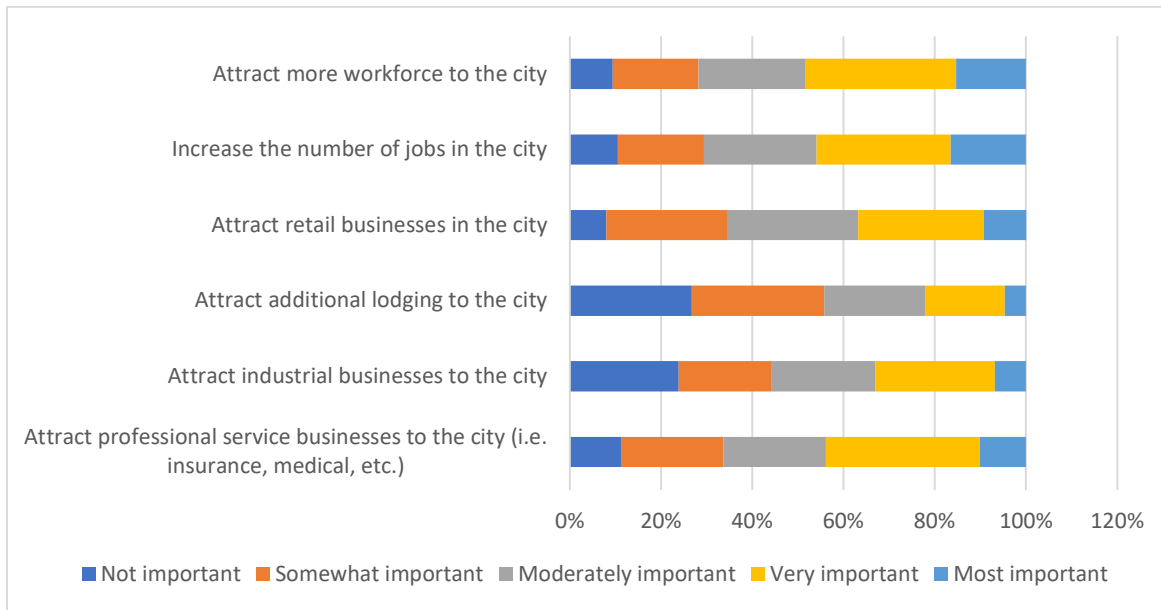
NO 10%

Don't know/Neutral 25%

Some who answered yes to this question clarified by saying only if they are controlled and licensed. It was also emphasized that they would be convenient, especially in the spring and summer months with tourism rising.

Question 19

Please rate the following economic development concepts:



Question 20

Do you feel that vacation rentals are a problem in residential areas?

YES 31%

NO 47%

Don't know/neutral 22%

Question 21

Do you feel that the traffic in Tawas City is a problem?

Yes 19%

NO 71%

Don't know/Neutral 10%

Additional comments were made regarding weekends and summer months and issues with tourist traffic.

Question 22

Do you feel that there are seasonal traffic issues?

YES 55%

NO 36%

Don't know/neutral 9%

Respondents mentioned that summer months, peak tourism seasons, and holidays are the big areas of concern.

Question 23**Are commercial trucks or truck routing a problem in the city?**

YES 14%

NO 56%

Don't know/neutral 31%

It seems that majority of the respondents did not see the trucking routes and commercial trucks as an issue, with 56% saying no, it wasn't a problem and another 31% neutral.

Question 24**Are there any road segments you'd like to see improved?**

Road Segment	# of times suggested
Townline Road	2
M-55	5
Rail Road Crossings	1
US 23	8
100 block of 11 th Street	1
Fifth Street	1
Crosswalks	1
Bridge	1
Douglas Drive	1
Bike Path	1
Hamilton	1
Eleventh Ave	1
Fifth Avenue	1
Ditches	1
Quality – less patching and more paving	1

Question 25**Would you support a millage for road improvements in Tawas City?**

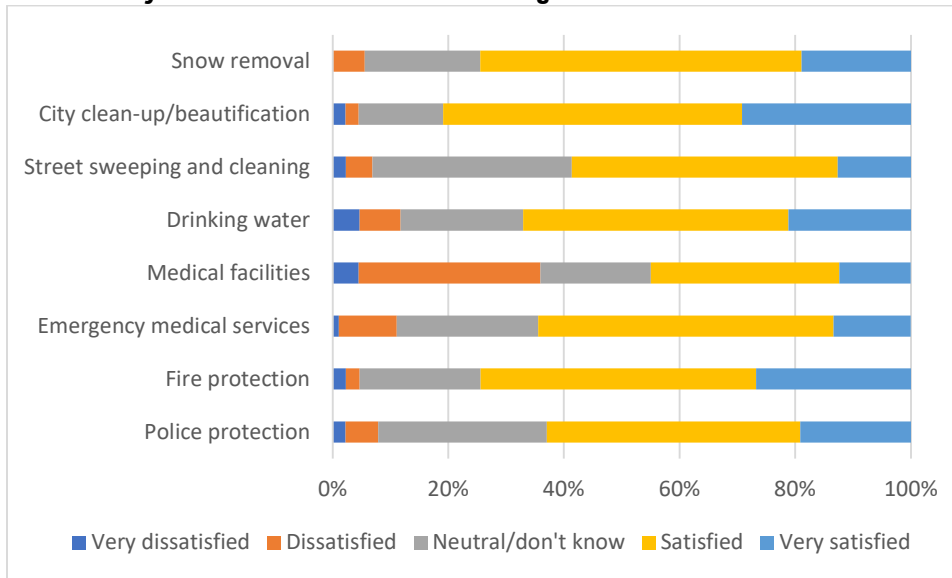
YES 33%

NO 26%

Don't know/neutral 41%

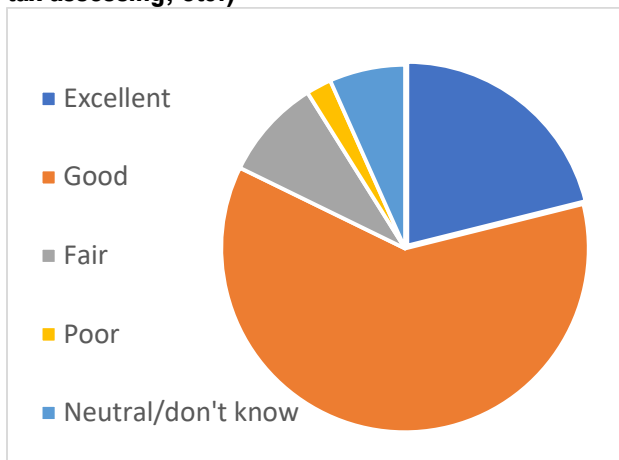
Question 26

Please rate your satisfaction with the following:



Question 27

How would you rate the overall quality of services provided by the city government? (i.e. parks, permits, tax assessing, etc.)



Additional comments included the following:

- The parks are very nice. Accessible restrooms in parks and Newman St. are well positioned.
- As for the parks, they are usually clean and well maintained. The library being open after dinner or evening hours occasionally would be nice for working families.
- Taxes are high.
- Bathrooms down by the river need to be cleaned.
- Shoreline Park is kept in excellent condition, other parks are not maintained as well.
- Easily obtainable

Question 28

Have you ever used the city website to find information about ordinances?

Yes 60%
No 40%

One resident stated they looked to see if there were any ordinances regarding electric bikes, but they did not find anything, another said they mainly use the website to understand the standards regarding what various permits cover, rather than just applying for a permit and hoping that it gets approved. Others commented on how they appreciate the annual letter updates and encouraged the city to keep it updated!

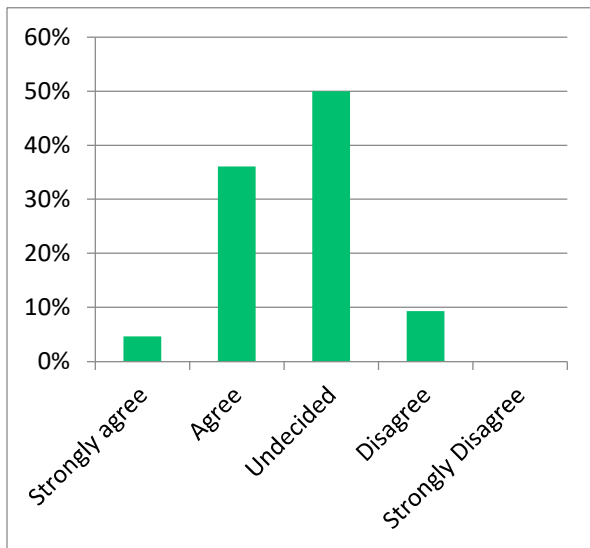
Question 29

Are there other services or activities that you would like to see the city provide that are not already being provided in the area?

- Shelters for women, children, men, and families during disasters, abuse, etc.
- Restaurants and other businesses
- ORV access in the city
- Adequate trash and recycling services
- Wellness and other community programs
- Community Center, Swimming pool, indoor recreation, splash pad, dog park
- Gay pride events
- Mosquito control
- EV charging stations.

Question 30

Tawas City adequately enforces the Zoning Ordinance (please rate this statement):

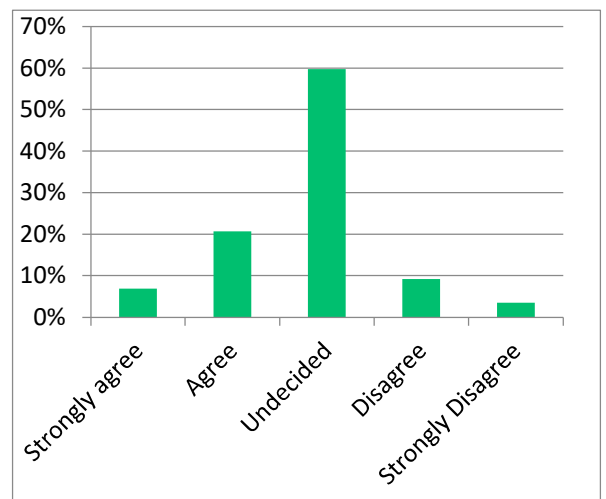


It appears that the majority of the respondents, 50%, are undecided on the issue. A good portion, 36% agreed and 5% strongly agreed that the city enforces the zoning ordinances adequately while only 9% disagreed. One statement claimed that multiple families in a residential home should not be allowed. Additionally, it was noted they would like to see more action taken on properties that are unsightly or unsafe (glass, standing water, trash, etc.). Blight was also addressed, stating that the city does not regulate this in addition to hotels being used as apartment spaces. It is also interesting to note that 30 individuals skipped responding to this question altogether.

Question 31

Tawas City needs to enforce its ordinances more strictly (please rate this statement):

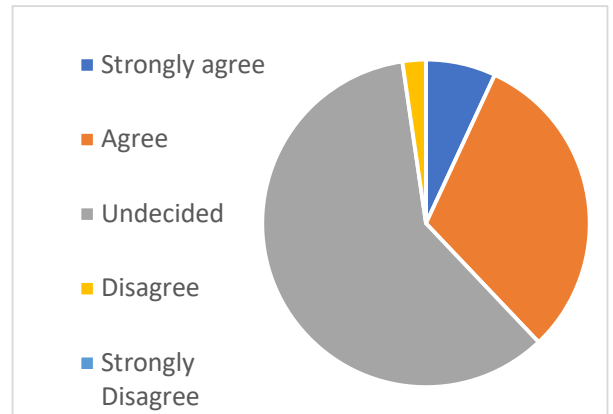
Comments made regarding this question included the cleanliness of properties and rentals, being open to opportunities that can bring in jobs and tourists, home and lawn upkeep, and blight. Similarly, to the last question, a large majority of 60% were undecided on the matter, and an additional 29 people skipped answering this question completely.



Question 32

Tawas City is responsive to questions regarding zoning regulations (please rate this question):

The majority of the respondents, 60%, were undecided on the responsiveness of the City in terms of zoning regulations. 31% agreed and 75% strongly agreed on the matter. The comments on this question revolved about not having much experience with zoning regulations.



Question 33

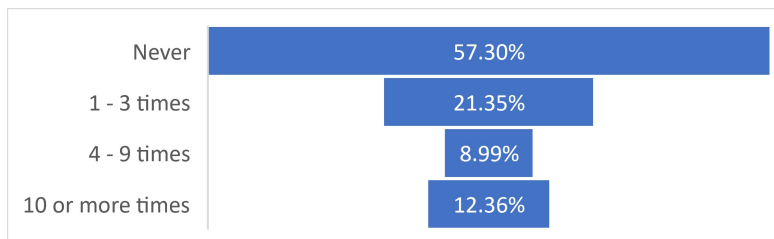
Tawas City processes zoning applications in a timely manner (please rate this statement):

Strongly agree: 3%
 Agree: 26%
 Undecided: 69%
 Disagree: 2%
 Strongly disagree: 0%

Similar to the previous question, many respondents stated they did not have experience with the matter or didn't have any input to contribute.

Questions 34 & 35

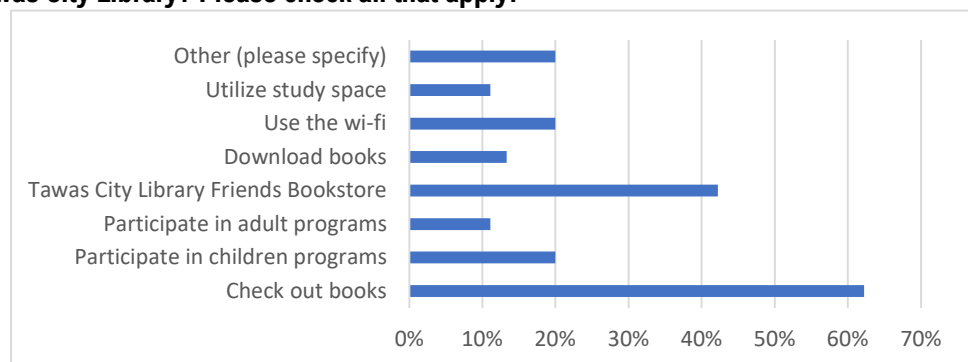
How many times did you use the Tawas City Library in the past year?



According to the survey results, less than half, 43% of respondents said that they went to the Tawas City Library within the last year.

Why do you visit the Tawas City Library? Please check all that apply.

The majority of respondents that visited the Tawas City Library were either checking out books (63%) or using the Tawas City Library Friends Bookstore (42%).



Question 36

Please list any services or programs you would like to see added to the Tawas City Library:

Respondents had the following to say regarding the above question:

- The Friends Group has been a big asset and a great way to enhance the library and in pricing people in to the library. Support that group!
- An after-school mentoring program for kids. Kids could attend a safe place while parents are still at work.
- More lectures movies travelog
- More children's programs. Ages 6 and up.
- Educational talks
- Lecture series on various topics
- Movie nights
- More speakers for adults.
- I think having it open is important. I may not use it, but it is part of a healthy community.
- Evening kid's activities after daycare/parent work hours. Or weekend kid's activities
- Children's Activities

It is interesting to note that 100 respondents skipped this question when completing the survey.

Question 37

The Tawas City Library's hours are Mondays - Thursdays 8:30 am - 1:00 pm and 2:00 pm - 4:30 pm; and Saturdays from 9:00 am - noon. Do you feel these hours are sufficient to meet the needs of our community?

71% YES

29% NO

The community had these comments/suggestions regarding the hours of the Tawas City Library:

- One evening a week would be helpful.
- But the E.T.'s library is open on Friday. T.C.'s library needs a sign on the door directing unknowing patrons to ET on Fridays.
- Most people are working or in school and after-school activities. Athletes and band members travel on Saturday mornings.
- Later hours or extended weekend hours.
- A few individuals mentioned staying open for lunchtime.
- Add afternoons to 6p for working folks.
- Saturday at noon is the only time that we can go because of work, which is why we use East Tawas library.

Question 38

Please use this space to make any additional comments to help plan for the future of Tawas City:

- Overall, Tawas City has moved in a very positive direction over the past 10 years. Significant improvements have been made. I am excited to see this continue.
- Don't you think it is time for ET and TC to merge? Two adjoining cities having duplicate everything isn't the best use of taxpayer dollars. If an omnipotent being told the city fathers they must

consolidate, it would be possible and would happen. If all the new, young, city leaders were elected and decided to do this, it would happen. Why can't old people (current leaders) agree and work for the same goal?

- Keep asking for opinions and ideas and let some of the decisions on what to do be decided by the residents and not only the council. Ask the Youth as young as elementary school what they want their city to be like so that they'll STAY here and become leaders for a better Tawas area.
- No more chain businesses. Keep the small-town feel.
- It would be helpful if the Council meetings were offered on Zoom. I feel more residents would follow what is going on in the city. 2. More appreciation should be given to the Tawas River as a recreation site. Keeping the river navigable and clear of trash would be a great start. Maybe a community River Cleanup each year?
- PFAS foam is showing up on Lake Huron's shores. What is the Tawas City Council doing to protect its citizens and visitors?
- Migrants are everywhere in single-family dwellings and littering our streets and waterways. Not following the state of Michigan fishing laws. Sidewalks to walk the main streets. Proper drainage of excess water. More affordable housing, and fewer vacation rentals owning homes in the area. How can Tawas grow when there is nowhere to go?
- Do something about the fireworks and the speeding traffic.
- There should probably be another crosswalk for people to cross 23. The existing crossing at Rite Aid is not very well marked for pedestrians. Cars don't really watch out for pedestrians enough as they go through the light or turn corners.
- Get something to come in or tear down those motels rotting away south of town.
- Tourism should be promoted more.
- Keep up the good work.
- Can you do something about the house across 23 from Walmart? It's an eyesore.
- I am all for changes and adding to the city, but the problem is that taxes will go even higher! Let me ask you, if you did a lot to Tawas City would our taxes go down? No! Please don't bring in rough people with low housing income. Tawas is a beautiful city, please keep it that way!!!
- I feel we need more indoor fitness programs in the winter for seniors and people who live up here in the winter. I know it would be nice to have more of a variety of restaurants. I think we have enough pizza, burgers, and Mexican places. Something that would serve a great steak and seafood and homemade soups. I think we could also use something like Planet Fitness, people can afford it and it's clean.
- I would like to emphasize the issue of hotels such as G's, Captain Quarters, and North Star making neighborhoods feel unsafe. Also, would like to see some blight in the area improved. Thank you for taking the time to seek input and search for continued improvements. I would like to see Tawas City continue to grow and improve.
- As I stated I would like more growth and also like the opportunity to get city water and sewer on Benson Road.
- Need a community pool.
- Request a third party, professional source to design a Study of the merging of Tawas City and East Tawas to identify all duplications of services, positions, buildings, and contracts that would be able to be changed/eliminated to reduce expenses for saving tax revenue. Personalities of members from both East Tawas and Tawas City on the TUA board are getting in the way of making decisions that are necessary for the improvement of the Waste Water Treatment Plant. Wider sidewalks to accommodate increasing E-bike usage. Some flags on US23/Lake St are too close to business driveways, blocking drivers' view when pulling out in traffic.
- Splash Park.

- The parks are great. Keep up the good work. I was on past Park board and City council.
- Try to attract more businesses on 23 (non-water side) and 55.
- We have a beautiful Lake, and the river is virtually unused. Use them and tie them into activities where people can spend their money to really impact the economy and enjoy their time here and want to come back as well as provide areas where technical and professional offices and employees would want to reside. We must decide what we want to be. Never going to be a major industrial area. can be a reasonable regional commercial area or tech hub. Get a university to put an outreach campus or technical school here (medical, computer, AI) and we will change and be equipped to move forward in the 21st century. This will require working closely with Lansing.
- City campground brings in a large amount of money from the city from the seasonal residents. Improvements to the campground would be beneficial.
- Curbside recycling pickup
- The US-23 corridor between Townline Rd. and the Gateway Park bridge is an eye-sore for the aesthetic of Tawas City. Many of the lodging establishments there are in dire need of upgrades and modernization.
- The biggest concern for me is the south end of Lake St.
- A balanced approach of focusing on the growth of Tawas for the future as well as providing for the current residence is a daunting task. Being transparent including this survey will be helpful. It's important to see Tawas as a whole and not focus just on one area of town.
- You need to attract more work-from-home folks like me. However, trying to get a doctor here is next to impossible and the hospital is bare bones. You also need high-speed internet. Why not invite Google Fiber here? They build the infrastructure you just have to invite them. Thank God for Starlink or I would not be here.
- Expand access to natural gas.
- Stop over-building of sites on the water. Get rid of section 8 converted motels. Clean up abandoned buildings/property.
- Tawas City does a wonderful job. We just wish we could make more land. There is extremely limited acreage (40+ acre parcels) zoned agricultural for sale in the surrounding area and unfortunately, we will be looking at leaving the area if nothing becomes available soon. Tawas is a good-sized community which is what makes it great. I would hate for it to grow much bigger or see large land parcels split up into smaller pieces.
- Tawas River is a missed opportunity. I would love to see the city maintain this waterway. Do annual clean-ups and add a kayak rental location so people don't have to go to Oscoda or Omer for a decent river.
- Tawas City is doing an outstanding job!
- I hope you can keep the librarian you have. She is a wonderful person to work with. I like everything about the teams that have been put together in the city. Everyone seems to want what is best for our town.