

**CHARTER TOWNSHIP OF OSCODA  
AD HOC MASTER PLAN STEERING COMMITTEE  
AGENDA & NOTICE  
August 12<sup>th</sup>, 2025 at 11:00 a.m.  
Oscoda Township Conference Meeting Room  
110 South State Street  
Oscoda, Michigan 48750  
(989)739-3211 ext. 201**

**Posted Date: August 11<sup>th</sup>, 2025  
Press Notification: August 11<sup>th</sup>, 2025  
Posted by: Heather Tait & Nancy Howse**

**AGENDA**

- I. Welcome & Call to Order**
- II. Pledge of Allegiance**
- III. Roll Call**
- IV. Approval of Minutes from the July 29<sup>th</sup>, 2025 Ad Hoc Master Plan Steering Committee Meeting**
- V. Additions and/or Changes to the Agenda**
- VI. Public Comments**
- VII. Amy Bontemp/Rowe Professional Services Company**
- VIII. Unfinished Business**
  - A. Community Survey**
  - B. Review of Chapters 5, 6, and 7 of the Community Master Plan (postponed from July 29<sup>th</sup>, 2025)**
  - C. Interviews and Community Visioning Meetings**
  - D. Timeline, Workplan and Trello Board (postponed from July 29<sup>th</sup>, 2025)**
  - E. Review of Tasks & Assignments**
- IX. New Business**
- X. Committee Comments**
- XI. Adjournment**

*Next of the Master Plan Ad Hoc Steering Committee – August 26<sup>th</sup>, 2025 at \_\_\_\_ a.m./p.m.  
Oscoda Township Hall  
110 South State Street  
Oscoda, Michigan 48750*



Charter Township of Oscoda  
110 South State Street  
Oscoda, Michigan 48750  
Office of Supervisor: (989)739-3211  
Office of Clerk: (989)739-4971  
Office of Treasurer: (989)739-7471  
Office of Superintendent: (989)739-8299  
Fax: (989)739-3344

## Ad Hoc Master Plan Steering Committee Meeting Minutes

July 29<sup>th</sup>, 2025

A meeting of the Charter Township of Oscoda's Ad Hoc Master Plan Steering Committee was called to order by Steering Committee Chairperson Erik Kahn at 9:06 a.m. on Tuesday, July 29<sup>th</sup>, 2025. The meeting was held in the Township's Conference Meeting Room located at 110 South State Street in Oscoda, Michigan 48750.

### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL: Steering Committee Members Present:**

Mr. Erik Kahn, Chairperson & Planning Commission Representative

Ms. Ann Victoria Hopcroft, Member & Planning Commission Representative

Mr. Dave Carmona, Member & Economic Improvement Committee Chairperson

Mr. Jeffrey Linderman, Member & Planning Commission Representative

#### **Steering Committee Members Absent:**

Ms. Nicole Tregear, Oscoda Township Supervisor

#### **Others Present (with subject matter knowledge):**

Mr. Thomas Chatel, Oscoda Township Interim Superintendent

Mr. Frederick Buckner, Code Enforcement Officer

Mrs. Nancy Howse, Recording Secretary

#### **Others Present:**

None

**Motion** by Mr. Kahn, supported by Mr. Carmona, to approve the agenda for the July 29<sup>th</sup>, 2025 meeting as published.

ALL YEAS BY ROLL CALL VOTE

MOTION PASSED

**Motion** by Mr. Kahn, supported by Ms. Hopcroft, to approve the minutes of the June 15<sup>th</sup>, 2025 meeting as presented.

ALL YEAS BY ROLL CALL VOTE

MOTION PASSED

### **Public Comment**

The Steering Committee heard no public comment.

### **Unfinished Business:**

#### **Community Survey**

Mr. Linderman shared the most recent update of the drafted Community Survey. Mr. Carmona shared some written thoughts regarding the survey. Some of Mr. Carmona's thoughts included: economic strategy, data validation, the maintaining of data integrity and the subject of blight, how does it affect you and how do you feel about it. It was also suggested that a question be developed regarding Township Hall hours – should there be an evening or a Saturday morning when the Township Offices could be open to serve the public? Mr. Linderman was thanked for all his work on drafting the Community Survey.

Mr. Linderman left the meeting at 9:30 a.m. There was a quorum still seated to continue the meeting.

#### **Update on Rowe Professional Services Contract**

Mr. Chatel, Interim Township Superintendent updated the Steering Committee on the contract status with Rowe Professional Services Company. The Township's legal counsel, Foster Swift, is reviewing the contract in regard to the liability insurance clause and the proposed changes to the workplan. Proposed changes to the workplan could include an additional \$6,000 - \$9,000 in cost compared to the original \$35,000 contract proposal.

Mr. Chatel said interviews are vital to the project. His experience has been that town hall type meetings do not gather as much information as interviews might. Interviews offer a tenor of the community.

At its July 28<sup>th</sup>, 2025 Oscoda Township Board of Trustees meeting, the Board charged the Planning Commission to include Rowe Professional Services to discuss the proposed recommendations by the Steering Committee. Rowe will be working with the Planning Commission, and it is the role of the Steering Committee to raise issues and explain how they are related to the Planning Commission.

Mr. Carmona stated how important it was to include both old and new businesses. It was also asked who would decide which interviewees were selected. If interviews are to be done, the interviews should be conducted with a "broad swath of community interviews" among existing businesses.

It was mentioned that Rowe Professional Services Company has significant influence in the community. Mr. Chatel told the Steering Committee that Rowe was the only consulting firm that would provide an "in-house presence" at Planning Commission meetings.

Mr. Chatel also reminded the Committee "don't get ahead of the process for stakeholder meetings". It is not up to the Steering Committee to set up stakeholder meetings. It was urged by the Steering Committee not to disregard or ignore those who were not chosen to be interviewed. Stakeholder meetings will be up to Rowe.

The Steering Committee hopes that there will be proper representation.

The Steering Committee has a point of view; the Planning Commission has statutory authority; the Oscoda Township Board of Trustees has the oversight.

It was urged by the Steering Committee that the Planning Commission begin to hold special meetings. Rowe's representative Amy Bontempo will be at the Planning Commission meeting on Monday, August 4<sup>th</sup>, 2025.

It was expressed that the Planning Commission is not as engaged to the same degree of discussion as the Steering Committee is to make a recommendation or a suggestion. It was thought that the Steering Committee make suggestions; pass these suggestions on to the Planning Commission; Planning Commission would then pass them on to the Oscoda Board of Trustees.

**Motion** by Mr. Carmona, supported by Mr. Kahn, to postpone discussion of Organization of Stakeholder Meetings and Timeline, Workplan and Trello Board to the next August 12<sup>th</sup>, 2025 Ad Hoc Master Plan Steering Committee Meeting under the heading of "Unfinished Business".

ALL YEAS BY ROLL CALL VOTE

MOTION PASSED

**Motion** by Mr. Carmona, supported by Ms. Hopcroft, to postpone the review of Chapters 5, 6, and 7 of the Community Master Plan until the August 12<sup>th</sup>, 2025 Ad Hoc Master Plan Steering Committee Meeting under the heading of “Unfinished Business”.

ALL YEAS BY ROLL CALL VOTE

MOTION PASSED

**Tasks**

Ms. Hopcroft, Mr. Kahn, and Mr. Linderman will speak to the Planning Commission and relay the messages and concerns of the Steering Committee to the Planning Commission.

**Committee Comments**

Mr. Kahn: None

Ms. Hopcroft: As the chairperson of the Planning Commission, Ms. Hopcroft will seek to focus the Planning Commission on Rowe’s workplan. Mr. Hopcroft emphasized that the Planning Commission will be responsible in looking at costs. This is “Democracy in action”.

Mr. Carmona: Stated that this is the “hard part of government” – pioneering a process that benefits the people and not just for itself. Government is not easy and it is a public procedure.

**Next Meeting Date & Time**

The next meeting of the Ad Hoc Master Plan Steering Committee will be on Tuesday, August 12<sup>th</sup>, 2025 at 11:00 a.m., in the Conference Room at the Oscoda Township Hall, located at 110 South State Street, Oscoda, Michigan 48750.

The meeting adjourned at 10:36 a.m.

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Nancy L. Howse, Community Development Director  
Recording Secretary/Ad Hoc Master Plan Steering Committee



## **5. NATURAL FEATURES**

The natural environment plays a major role in land development. It is important for a community to analyze the land before beginning development. The natural environment can significantly impact development. On the other hand, land development can have a negative effect on the natural environment. For example, if a developer fills in a wetland, not only does it destroy protected wildlife habitat, but also the water that is usually standing in that area and recharging an underground aquifer suddenly has no place to drain. Therefore, the water spreads to a new area and can cause flooding. A Future Land Use Plan is discussed later in this document that will guide the community in determining areas that will be preserved and areas that will be developed in the future.

As mentioned previously, Oscoda Township contains ample natural amenities such as lakes, rivers, wetlands, and woodlands. The community wishes to preserve the natural features while utilizing them for recreation and relaxation. This section will analyze the natural features that are located throughout the Township.

## **TOPOGRAPHY AND SOILS**

### **Topography**

The overall topography of Oscoda Township is most commonly characterized by the water resources located in the Township. Map 5 depicts the topography in the Township. The lake shoreline is the lowest area, at around 570 feet above sea level, then the topography is fairly flat until the middle third of the Township, where the Au Sable State Forest begins, and the elevation begins to climb. The majority of the sharp increases or decreases of elevation can be found surrounding the Au Sable River and its surrounding wetlands. In some instances these steep topography changes can be 100 feet or more. The highest area of the Township is at about 920 feet above sea level and is found in the northernmost section of the westernmost third of the Township. There are several other

smaller elevations changes as shown on the map, most are surrounding water in the State Land.

### **Soils**

Map 6 depicts the different soil types within the Oscoda Township. Within each of these types there are several different soil associations. For the purposes of this plan, the map illustrates the types of the soil, rather than their specific names. In regard to development, it is important to understand soil characteristics such as permeability, runoff potential, and sand content.

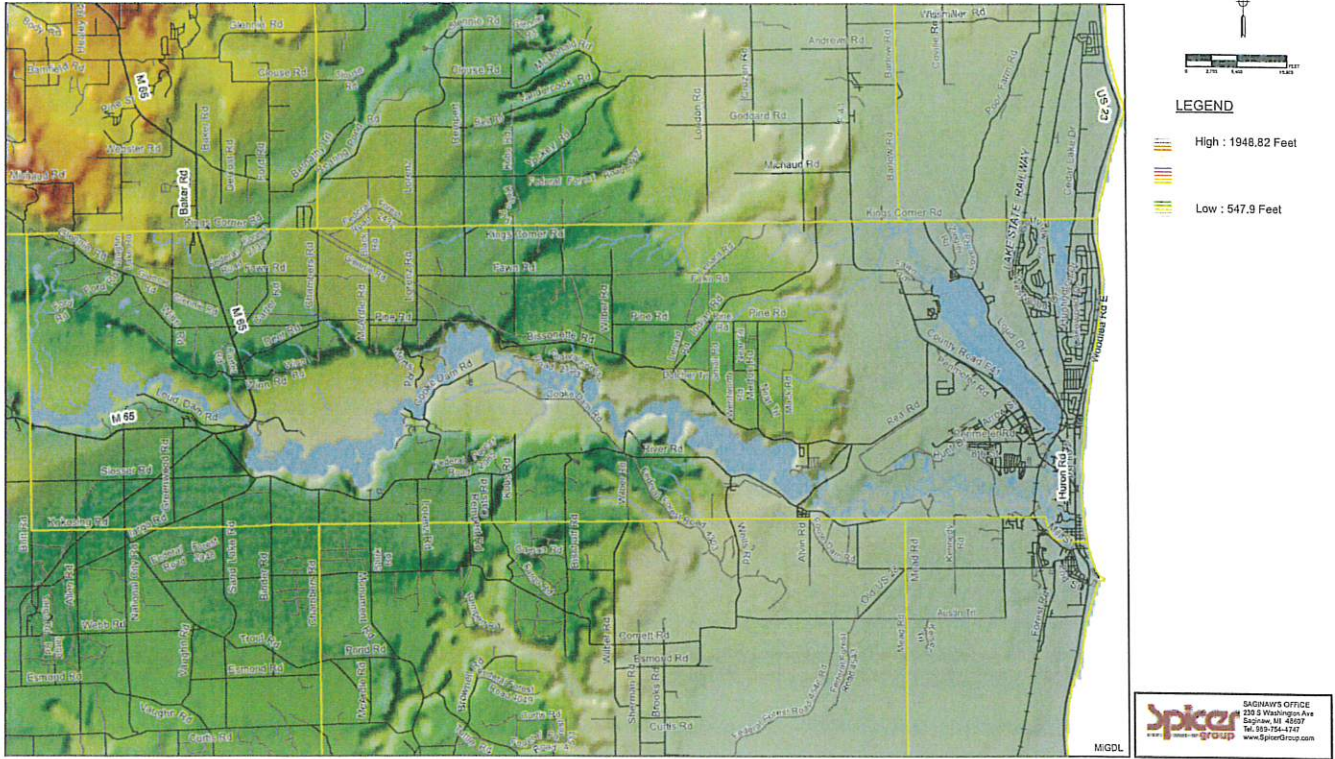
The soil composition of Oscoda Township is fairly uniform throughout the Township, with only a few areas of exception. The majority of the Township has sandy soil that is excessively to moderately well-drained, and has a rapid permeability. Sandy soils allow surface drainage to penetrate groundwater tables, therefore the Township should remain alert to the protection of groundwater. The next two most common soils in the Township can be found in the wetland areas. They are considered to be muck, or sandy muck (high concentrations of organic materials), and are very poorly draining wet areas. There are several other types of soil found in the Township, with the most variation occurring along the northern border near Van Etten Lake and M-65. There are some areas in the Township, like the Airport Authority property, that are not included in the soils survey completed by the County.

### **CLIMATE**

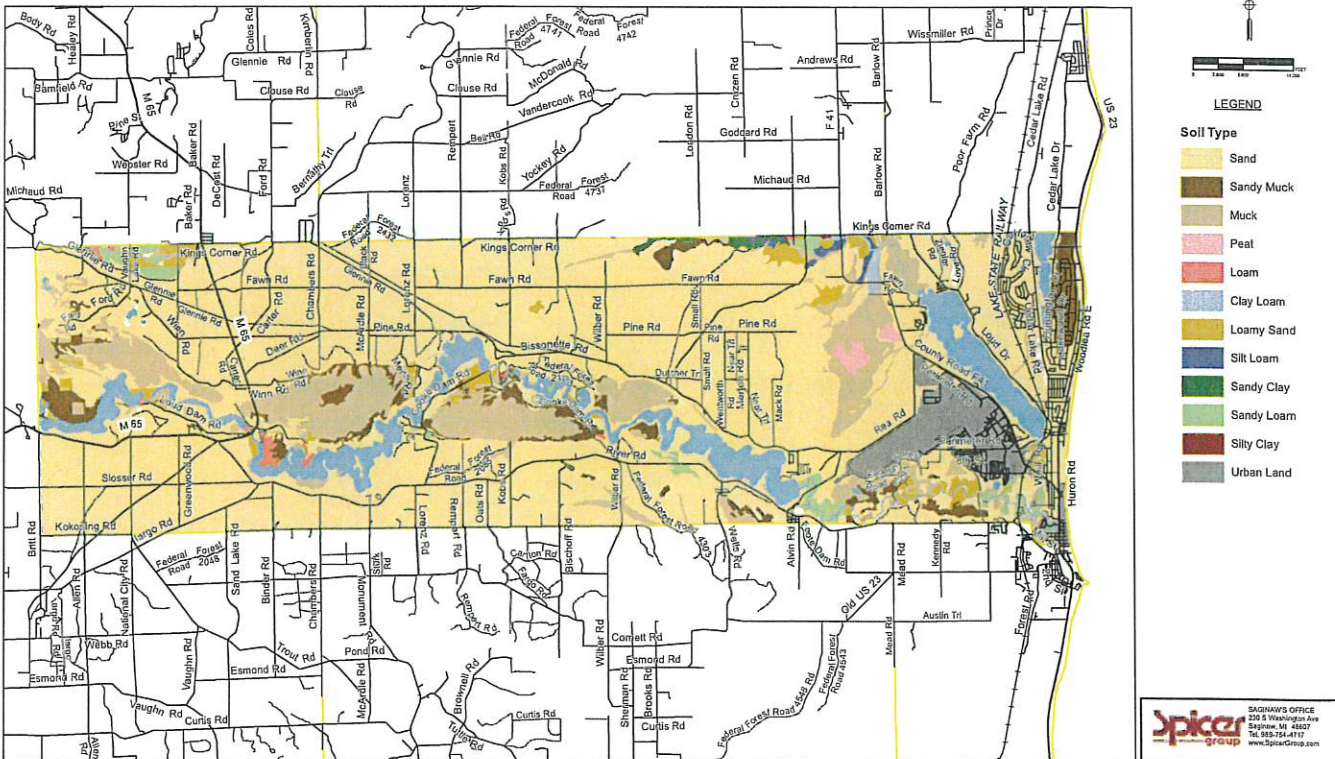
The climate of Iosco County is considered a Cold Middle Latitude climate where the coldest monthly mean temperature goes below 27°F with a long season of cold weather and significant winter snow cover developing. In this climate, the westerly winds dominate all year. As such, weather changes are more frequent.

The average rainfall is approximately 26-30 inches per year and average snowfall

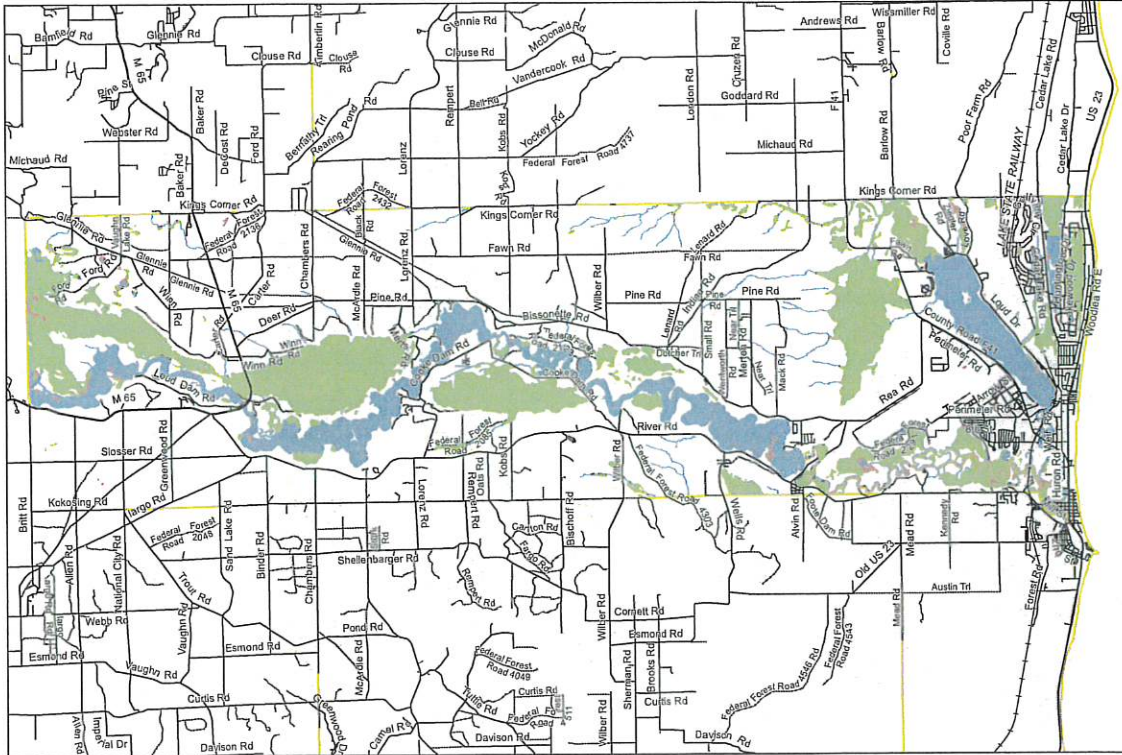
MAP 5: TOPOGRAPHY



MAP 6: SOILS



# MAP 7: WETLANDS



N

0 0.2 0.4 Miles

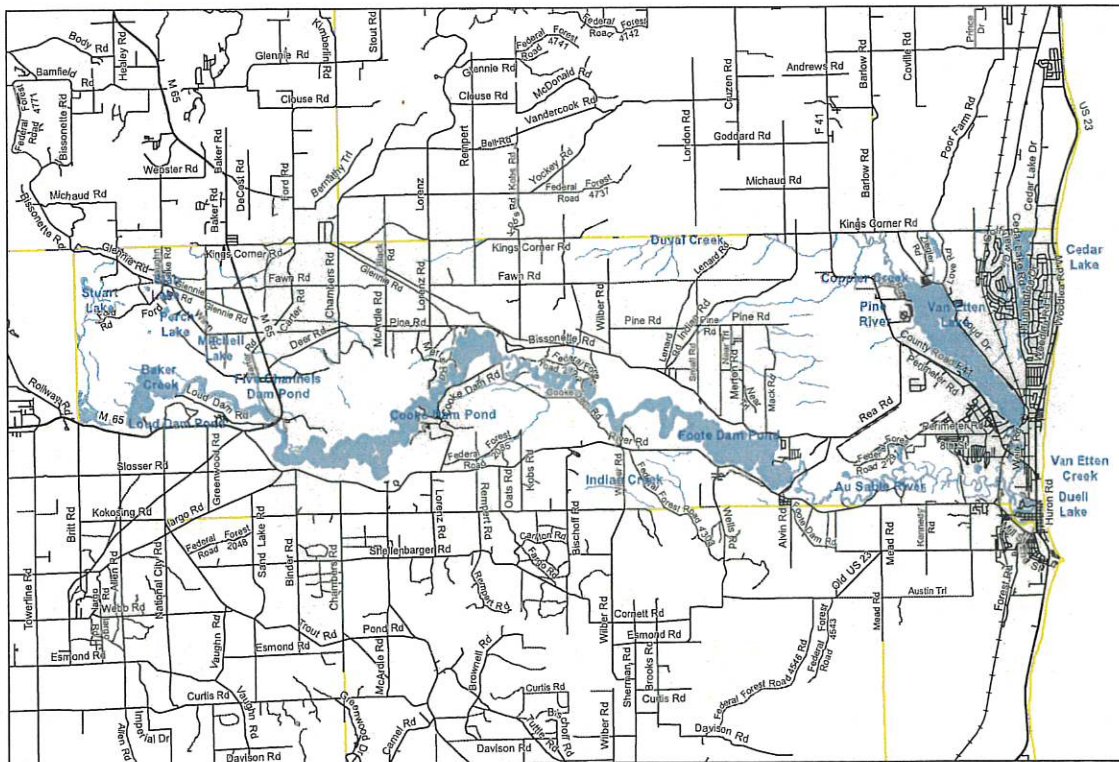
**LEGEND**

- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Riverine

**Spicer Group**

SAGINAW'S OFFICE  
230 S Washington Ave  
Saginaw, MI 48607  
Tel. 989-754-4717  
www.SpicerGroup.com

# MAP 8: WATERBODIES



N

0 0.2 0.4 Miles

**LEGEND**

- Lakes
- Watercourses

**Spicer Group**

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230 S Washington Ave  
Saginaw, MI 48607  
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www.SpicerGroup.com

is approximately 45-55 inches per year. Summer months have an average high temperature around 80°F and cool evenings in the 50s. Winter months see average highs in the 20s and 30s with lows in the teens and 20s.

## WETLANDS AND WATERWAYS

### Wetlands

According to the National Wetlands Inventory, Oscoda Township contains clusters of wetlands scattered throughout the Township. Wetlands can limit development in a specific area and each type and extent must be carefully examined before proceeding with any type of development. The wetlands and waterways of Oscoda Township are illustrated on Maps 7 and 8.

At the heart of Michigan's wetland regulatory program is Part 303, Wetland Protection, of the Natural Resources and Environmental Protection Act (Act 451 of 1994), formerly referred to as the Goemaere-Anderson Wetlands Protection Act, P.A. 203 of 1979. The Michigan Department of Environmental Quality Land and Water Management Division administers the permit program. Legislation was passed to protect wetlands by restricting their use to certain activities only after permit approval by the State of Michigan. Permits are approved only upon a review of an environmental assessment filed by the petitioner that shows the avoidance of wetland resources to the greatest extent possible and minimization of unavoidable wetland impacts.

Under the Act, the following wetlands are protected:

- » Wetlands contiguous to an inland land, pond, river, stream, or similar water course. Wetlands adjacent to the drains, creeks, and rivers in Oscoda Township would fall in this category.
- » Wetlands five acres in size, or larger, in counties that contain a population of at least 100,000 people. Since



*Boardwalk through wetlands.*

Oscoda County has less than 100,000 people, this category does not apply to Oscoda Township.

A local unit of government has the authority to create wetland regulations that address wetlands not protected by the State. Oscoda Township may wish to investigate this option if it is concerned about loss of wetlands due to development.

There are four different types of wetlands located within the Township, and are considered to be lands defined by the existence of water, either on or near the surface, during a portion of the year. The wetlands within the Township mainly follow the Au Sable River, but they can also be found in small sections around other lakes and river, just west of Van Etten Lake, and along the northern portion of the shoreline within the Township.

### Waterways

There is an extensive network of waterways in Oscoda Township, and as a whole the Township is divided into two major drainage basins. The Lake Huron shoreline directly receives the drainage from much of the extreme eastern side of the Township. Small creeks and drains run directly to the lake



*AuSable River within the Huron-Manistee National Forest.*

without entering another riverway. The remainder of the Township is in the Au Sable Drainage Basin, and because the river runs through the entire Township, much of the water in the Oscoda area drains to it. Ultimately, the Au Sable then drains into Lake Huron.

The largest lake in the area is Lake Huron, forming six miles of shoreline along the easternmost Township border. Along the shoreline there is commercial and residential development. The Department of Natural Resources lists a total of 42 interior lakes within the Township. The two largest interior lakes are Van Etten Lake and Cedar Lake. Van Etten is a flowing lake that is fed from the Pine River, with lake levels controlled by a dam located at the southern end of the lake, flowing into Van Etten Creek. Cedar Lake is spring fed with outflows to Lake Huron. Development around these lakes is primarily single-family homes, many of which are seasonal in nature.

The Au Sable River and a branch of the Pine River pass through the Township. The Au Sable River traverses the entire Township west to east, and has been designated a Wild and Scenic River by the U.S. Forest Service. The river has a total of six hydroelectric dams, four of which can be found in Oscoda

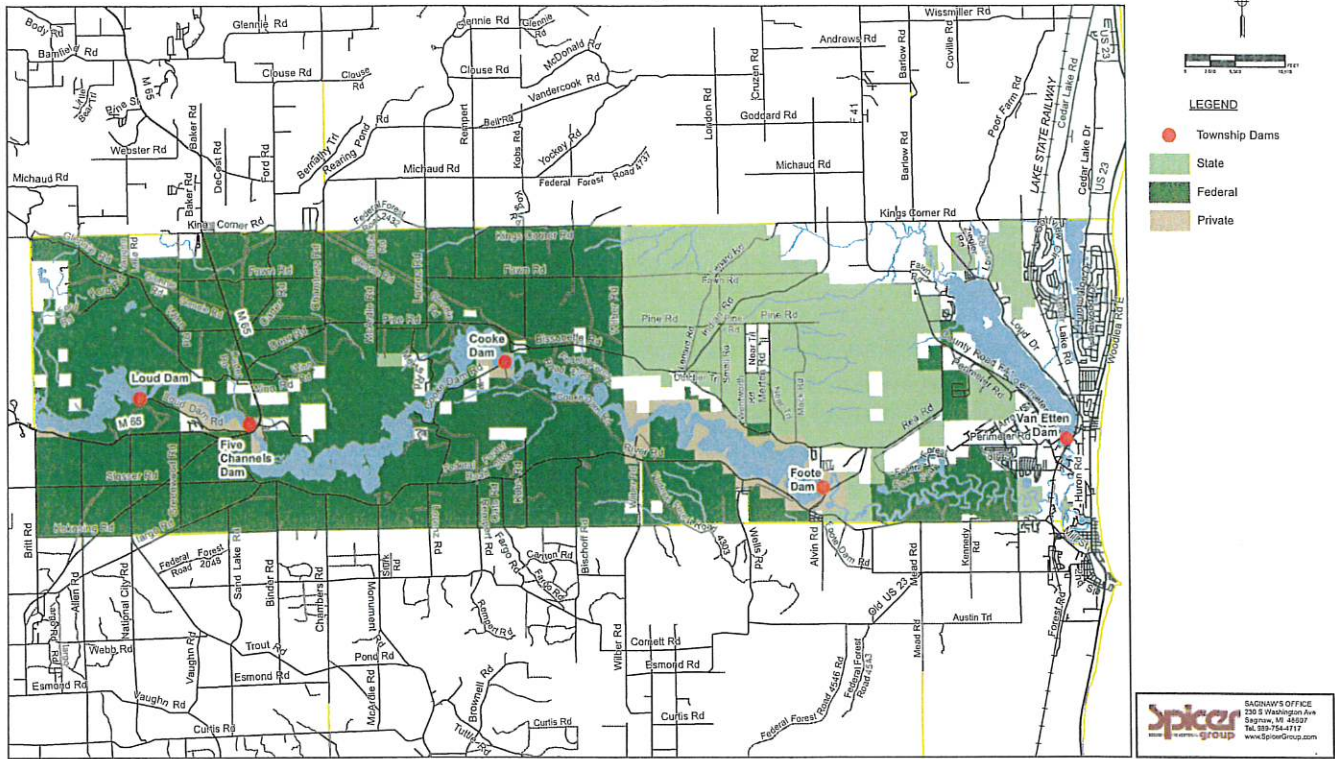
Township. The reservoirs created behind these dams provide scenic recreation areas named Loud Pond, Five Channels Pond, Cooke Pond, and Foote Pond. In the northeastern section of the Township, a branch of Pine Creek flows into Van Etten Lake. Aside from these features there are various other lakes and creeks within the Township.

## **NATIONAL AND STATE FORESTS**

The Huron National Forest and the Au Sable State Forest are both located within Oscoda Township. Over 80% of the land in the Township is designated as Public Forest Lands, totaling almost 60,000 acres in the National Forest and almost 4,000 acres in the State Forest. The forests are located in the western two-thirds of the Township and are a great recreation opportunity for residents and visitors, habitat for fish and wildlife, and resources for local industry. There are also several hundred miles of snowmobile/ORV trails found across both forests.

Another important land owner within the public state land is Consumers Energy, which owns about 3,500 acres of land around their hydroelectric dams. All this information is illustrated on Map 9.

# MAP 9: FEDERAL AND STATE LAND



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## 6. EXISTING LAND USE ANALYSIS

One of the most important outcomes of a community's Master Plan is creating a **Future Land Use Plan**. Before the Future Land Use Plan can be created, the existing conditions and relations between land uses must be examined and understood. This knowledge aids in the decision-making process concerning future residential, commercial, industrial, and public land use activities.

Existing land use is determined using several techniques. In Oscoda Township, given the large tracts of woodlands, the planning consultants used aerial photos and the National Land Cover Data Set to identify the inaccessible tracts of land, verify bodies of water and verify locations of roads. Also, there was also a driving land use survey conducted in critical sections of the Township which included the Downtown and surrounding area, US-23, and the area surrounding the Wurtsmith Airport Authority. The consultants also examined aspects that will influence the future land use and planning process. These aspects may include unusual land forms, nonconforming uses, nuisance features, road configuration, or other unique features in the Township. The Existing Land Use Map (Map 10 on page 44), uses the National Land Cover Data Set with slight modifications.

There are eleven classifications of land uses located in the Township. This section describes all land uses, and Table 11 shows acreage and percentage of land cover for all the uses.

### **SINGLE FAMILY RESIDENTIAL**

This category consists of areas of low intensity development. Single Family Residential homes, and their accessory buildings are most commonly found in this category. Within the Township this land use is located adjacent to the shoreline of Lake Huron, surrounding the Airport Authority property, and is found scattered throughout the rest of the Township along roadways.

### **MULTIPLE FAMILY RESIDENTIAL**

This category consists of areas of higher intensity residential development. Multiple family homes, apartment buildings, or condos are some examples. Within the Township this land use is located adjacent to the shoreline of Lake Huron, surrounding the Airport Authority property, and is found scattered throughout the rest of the Township along roadways. Single

**TABLE 11: EXISTING LAND USE CALCULATIONS**

<b>ELU</b>	<b>Acreage</b>	<b>Percent</b>
Single/Multiple Family Residential	721	0.86%
Commercial/Industrial	1,000	1.19%
Public/Semi-Public	22	0.03%
Urban Land/Quarries/Mines	1,810	2.16%
Agriculture	674	0.80%
Urban Recreational Grasses	168	0.20%
Woodlands	48,596	57.90%
Grasslands	1,928	2.30%
Wetlands	18,903	22.52%
Transitional	3,499	4.17%
Open Water	6,605	7.87%
<b>Total</b>	<b>83,926</b>	

Family and Multiple Family Residential homes have been combined in the table previous because of data type and restrictions.

## **COMMERCIAL/INDUSTRIAL**

The category consists of medium and high intensity development and therefore includes all sections of land used for commercial and industrial facilities, and dense housing units (apartments). Industrial land is used for processing, manufacturing, fabricating, or assembling materials, or for the outside storage of equipment and materials. In Oscoda Township, this land use is found south along US-23 near downtown Oscoda, the area surrounding the Airport Authority property to the northwest, and the area within the Airport Authority property. It can also be found in small concentrations along the more well-traveled roads in the Township.

## **PUBLIC/SEMI-PUBLIC**

Public and Semi-Public land uses that are spaces open to public use or are governmental in nature. They include but are not limited to, government offices, churches, libraries, and schools. The bulk of this land use can be found in downtown Oscoda and in the Airport Authority property.

## **URBAN LAND/QUARRIES/ MINES**

The Urban Land use category consists of areas with impervious surfaces that not necessarily covered by structures and could even have a small percentage of vegetation. This land use can be found along the surface transportation routes throughout the Township, airport runways, areas surrounding an airport, in mineral extraction areas, or in sandy areas. In the Township, this land is found along roadways, near the airport, and along the Lake Huron shoreline.

## **AGRICULTURE**

The Agriculture land areas are utilized for agricultural purposes such as crop



*Furtaw Field Paul Bunyon Memorial*

production or pasture, as well as all orchard facilities. This also includes accessory buildings such as barns and elevators. There is a small percentage of Agriculture land within Oscoda Township, with the vast majority located in the easternmost third surrounding County Road F-41, and a small area in the westernmost third, adjacent to M-65.

## **URBAN RECREATIONAL GRASSES**

The Urban Recreational Grasses land use category consists of open spaces made primarily of grasses in urban settings. Examples could include parks, golf courses, airport grasses, or industrial site grasses. This land use is found at the Township parks, and in the vacant land on the Airport Authority property.



*Oscoda Township Park along Lake Huron*

## **WOODLANDS**

The lands in this category are areas dominated by trees, including both deciduous and evergreen forests. In Oscoda Township, this land is primarily owned by the State of Michigan or the United States for conservation and research purposes. Both the Huron National Forest and the Au Sable State Forest are located within the Township. The land comprises more than 50% of the jurisdiction, making it the largest land use, and is a very important natural resource to Oscoda Township. The vast majority of this land is located west of County Road F-41.

## **GRASSLAND**

Grassland is an area that is dominated by herbaceous plants, that could also be used for grazing, but is subject to tilling. Within Oscoda Township there are various patches of grassland throughout the entire Township. The largest concentration is found to the south, along the Au Sable River, south of the airport. Oftentimes these areas coincide with the state-owned land.

## **WETLANDS**

Wetlands are areas where the soil or substrate is periodically saturated with, or covered with water. Wetlands can be classified as Scrub/Shrub, Forested, or Emergent. Wetlands are often important areas because they maintain the health of an environment. It is important to know where these are, and to protect them from development that is too intense. In Oscoda Township there are a high percentage of wetlands. The majority of them can be found surrounding the Au Sable River, and a large area northwest of the Airport Authority property, with various other wetlands scattered throughout the northern portion of the Township. Wetlands are the second largest land use in the Township.

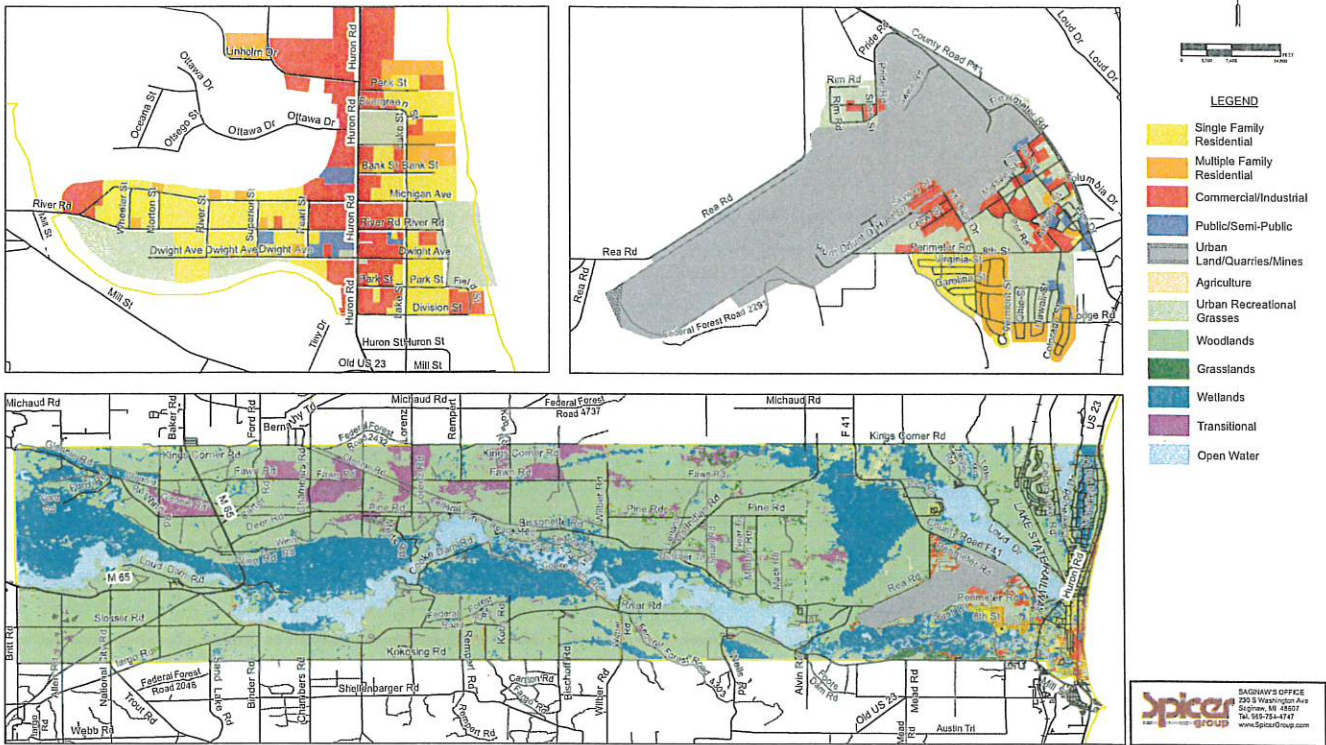
## **TRANSITIONAL**

Transitional Land use refers to areas of land with sparse vegetation that are dynamically changing from one land cover to another, often because of land use activities. Examples of this land use could include forest logging, or transitional phase between wooded land and agricultural land. In the Township, this land use is most common north of the Au Sable River west of County Road F41.

## **OPEN WATER**

This land use refers to areas where there is open or standing water, and is very important to the Township, both for recreation and energy. The Au Sable River flows through the entire Township, Van Etten Lake is located in the east of the Township, Cedar Lake is located on the eastern edge of the Township, and Lake Huron borders Oscoda Township. There are various other small lakes, river, creeks, and drains located throughout the rest of the Township. Water is the third largest land use in the Township.

# MAP 10: EXISTING LAND USE



Oscoda Township Beach Park and the Lake Huron Pier

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## 7. COMMUNITY ENGAGEMENT

To be effective, a Master Plan should incorporate the input and ideas of the local population. By basing the Master Plan on the goals and objectives of its residents, land use management decisions become politically feasible and represent the intents and vision of the community. In Oscoda Township, citizens were given the opportunity to participate in an online community input survey, hosted on fluidsurveys.com, which produced results from 930 respondents.

## ONLINE SURVEY

The online survey was made available from June 2, 2016 through July 24, 2016, complete with 29 questions which can be found in Appendix A. The intent of the survey was to establish an easy means of communication where residents and stakeholders of the Township could provide input about the existing community condition, and the need for future improvements. The survey was taken through the web domain [www.oscodasurvey.com](http://www.oscodasurvey.com). On May 26, 2016, a press release was given announcing the launch of the Oscoda Master Plan survey. The press release announced the web domain of the survey, as well as information about the Master Plan update process. Additionally, leaflet flyers were distributed to further promote the survey. These flyers were printed on postcard paper in color, and included the web address and a QR code

which enabled respondents to scan the leaflets and take the survey using mobile devices.

## SURVEY SUMMARY

During the public input period, the Township collected many insightful ideas and suggestions for land use, housing improvements, economic development, protection of natural features, and the overall quality of life. The following information is a summary of the major ideas the Township received from the online survey. Summaries of responses for each survey question are described in the following sections.

### The Respondents

At the beginning of the survey the respondents were asked several questions about themselves. The questions included demographic information pertaining to age, residency status, length of residency, and role in the community. The answers to these questions were used to have a strong understanding of the survey participants. Below are some key findings from the information about the 930 survey respondents.

- » Of the 930 respondents, 66% indicated that they were a permanent resident of Oscoda Township. The majority of the permanent residents (55%),



indicated that they have been in the community for more than 10 years, with 40% of those respondents having been in the community for more than 20 years.

- » The remaining 34% of respondents indicated they were not permanent residents, 38% were seasonal residents, and 23% were occasional visitors. The seasonal residents have been in the Township just as long as the permanent ones, with 60% indicating more than 10 years of seasonal ownership.
- » The following statistics represent the age ranges of respondents:
  - 38% were between the ages of 45- 64
  - 30% were between the ages of 25-44
  - 16% were between the ages of 65-74
  - 10% were between the ages of 18-24
  - The remaining were under 18 (2.5%) and over 75 (3.8%)

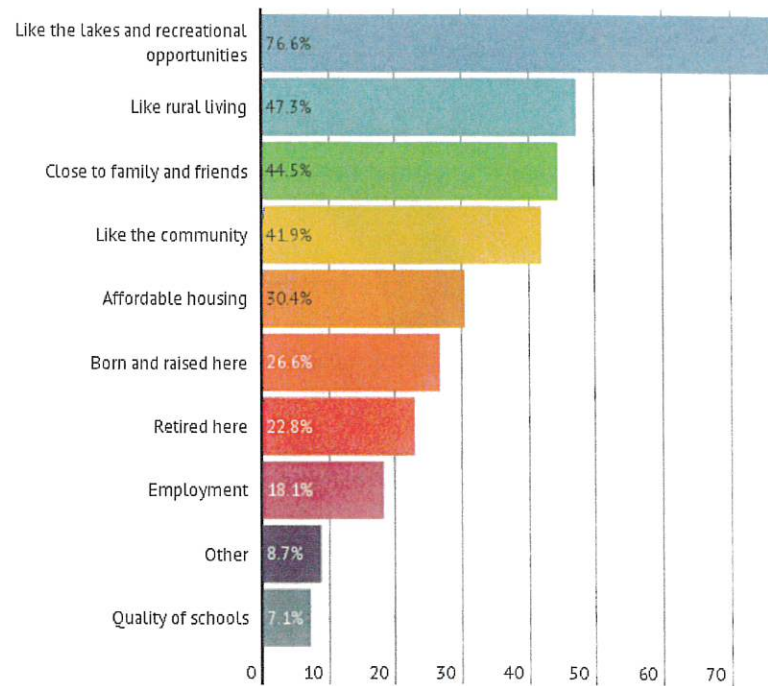
Overall, the majority of respondents were older residents or seasonal visitors who have lived in the community for more than 10 years.

### General Oscoda Questions

Respondents were asked all of the reasons they choose to live in Oscoda Township. Figure 9 illustrates graphically the responses. The top three responses included: liked the lakes and recreational opportunities (77%), like rural living (47%), and close to family and friends (45%). Respondents also had the opportunity to choose "other" and write in their own response. Nine percent of respondents chose this option. Some of the more popular responses included: having a family or seasonal home in the Township, the friendliness of the people, and the recreation opportunities.

Respondents were also asked how certain aspects of the community

**FIGURE 9: REASONS WHY RESPONDENTS LIVE IN OSCODA TOWNSHIP**

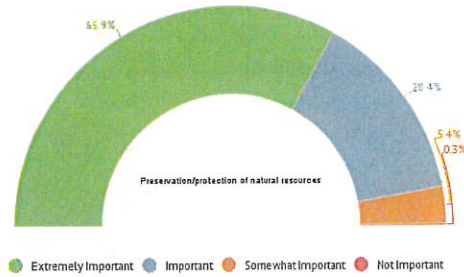


have changed in the past 5 years. The questions were specific to: road conditions, traffic, natural environment, blight, township services, recreational opportunities, and overall quality of life. Overall respondents think the road conditions are the same or better, traffic is the same or worse, the natural environment is the same, blight is the same or worse, Township services are the same, recreational opportunities are the same or better, and overall quality of life is the same or better.

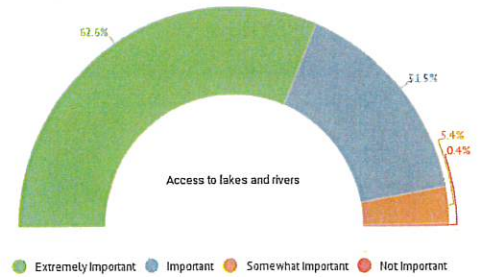
Overall, 59% of respondents believe that blight is an issue in the Township. Respondents were also asked to respond on how important several features of the Township were to them. Figure 10 on the following page depicts those answers. The questions pertained to preservation and protection of natural resources, preservation of scenic character, access to water, revival of the Oscoda downtown, economic development, housing choices, and transportation choices.

FIGURE 10: HOW IMPORTANT ARE THE FOLLOWING ISSUES TO YOU?

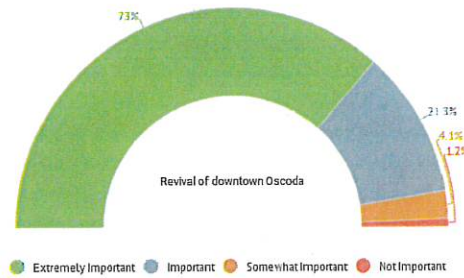
Preservation/protection of natural resources



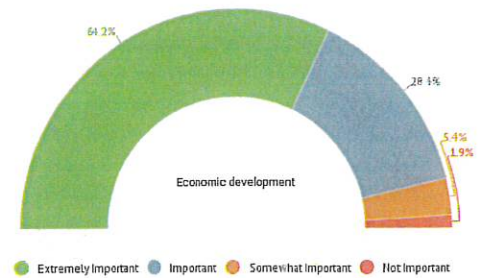
Access to lakes and rivers



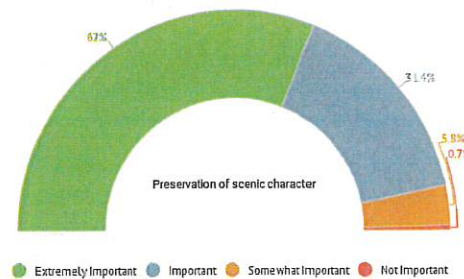
Revival of downtown Oscoda



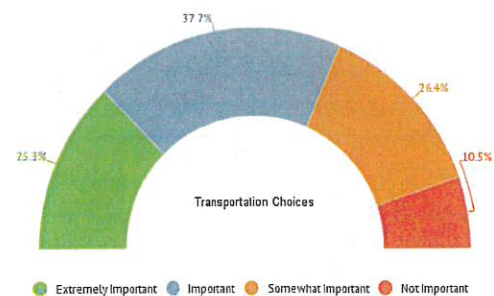
Economic development



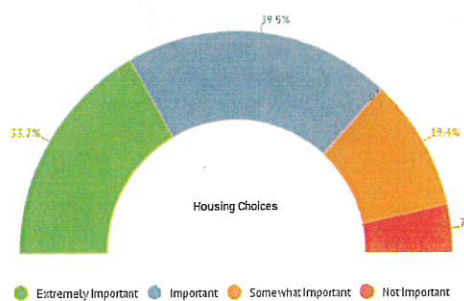
Preservation of scenic character



Transportation Choices



Housing Choices



## Population and Development

Respondents were asked if the population in Oscoda Township should grow in the coming years. Figure 11 illustrates the response to this question, with the majority opinion being that the Township population should grow.

In the same light, respondents were asked if the Township should have more development in the coming years. Overall, respondents agree with more development, as depicted in Figure 12.

The following questions pertain to additional residential, commercial, and industrial growth in the Township. Given that the majority of respondents agree with an increase in population and increasing development, the following questions also support these positions. Respondents overwhelmingly stated there were not enough commercial businesses in the Township (87%). Additionally, respondents believe commercial development should be focused on the reuse and redevelopment of existing buildings in the Oscoda downtown (82%), throughout the US-23 corridor (61%), and near the Oscoda-Wurtsmith airport area (50%). Fifty-three percent of respondents believe that the commercial development should focus on the seasonal and tourist industry, while 25% of the respondents don't think that type of development should be the focus. Overall, the top three most desired commercial businesses are a full-service restaurant (67%), specialty stores or boutiques (63%), and a large retail or discount store (56%). Figure 13 on the following page represents all the possible answers and responses pertaining to the types of desired commercial development. Respondents also had the opportunity to type in a specific answer to this question. The top three trends were: a large retail store, casino, and an indoor recreation and entertainment center.

FIGURE 11: OPINION ON IF THE POPULATION IN OSCODA TOWNSHIP SHOULD GROW IN THE COMING YEARS

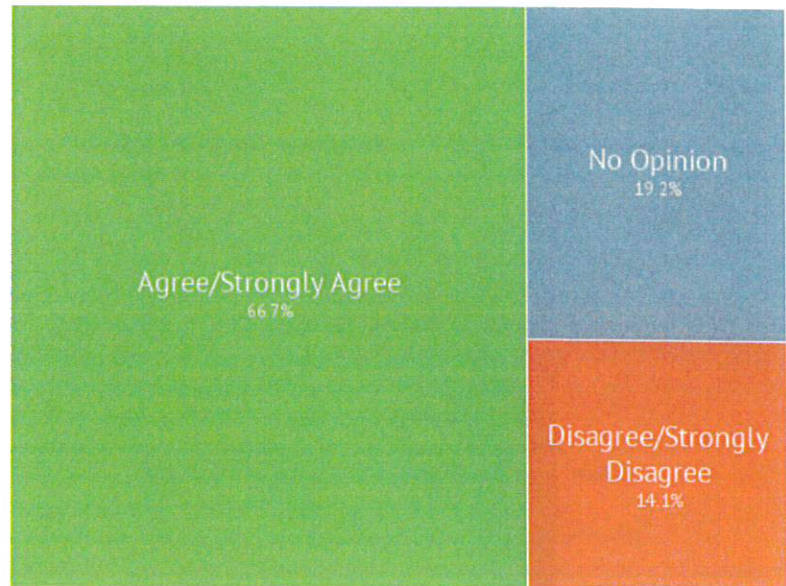
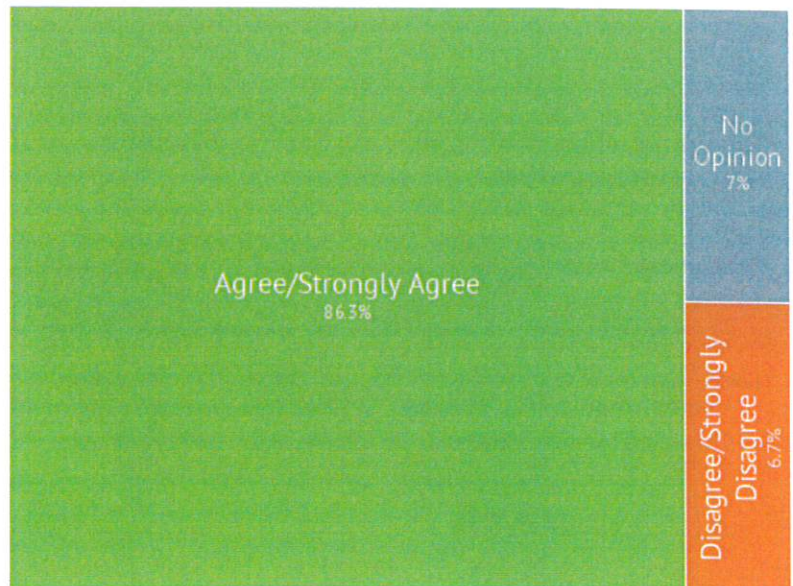
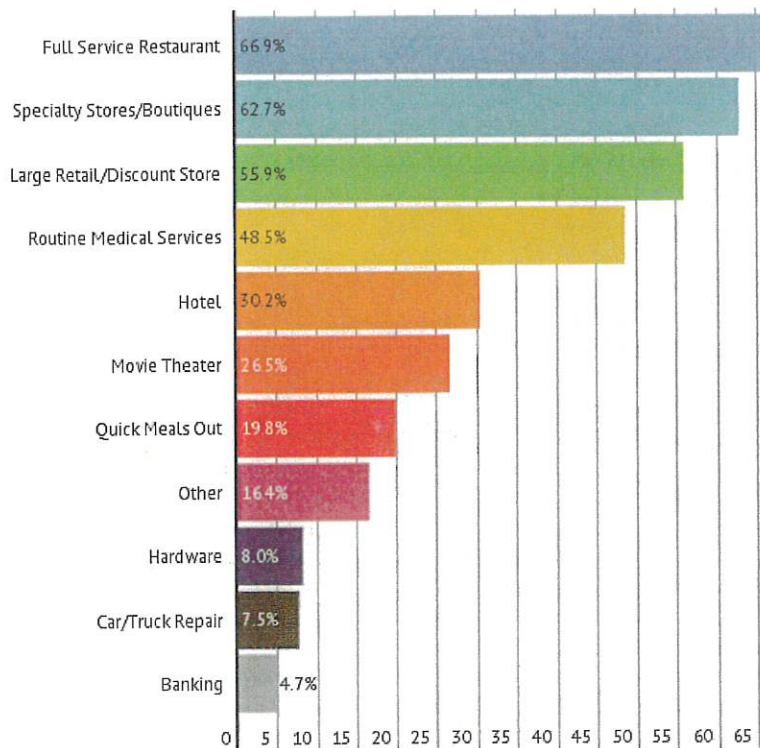


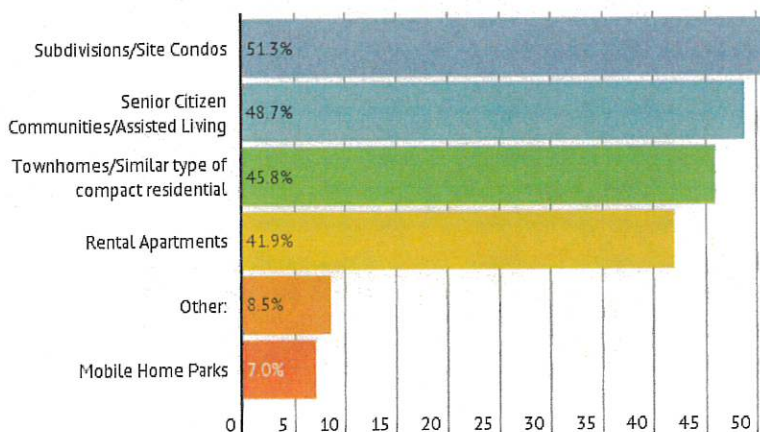
FIGURE 12: OPINION ON IF OSCODA TOWNSHIP SHOULD HAVE MORE DEVELOPMENT IN THE COMING YEARS



**FIGURE 13: COMMERCIAL SERVICES OSCODA TOWNSHIP NEEDS**



**FIGURE 14: HOUSING CHOICES THE TOWNSHIP SHOULD PLAN FOR**



Further, 76% of respondents believe industrial development in the Township should be encouraged. In addition to believing in more commercial and industrial development, 61% of respondents also think the Township should plan for more single-family homes. Respondents also believe the Township should plan for other housing types. Figure 14, depicts the desired housing types in the Township. It is clear there is not a singular desired choice for housing, but rather several different types seem appropriate to the respondents, allowing the Township several options in planning.

### Recreation

Several questions in the community input survey were specific to recreation, so the Township could use this public input for their recreation plan as well. Respondents were asked which of the Oscoda Township properties they had visited recently, and were encouraged to choose more than one answer. Figure 16 represents all the responses to this question. The top three most visited parks were Oscoda Township Beach Park, Foote Site Park, and Ken Ratliff Memorial Park.

Respondents were asked if they supported the development of the Iron Belle Trail from River Bank Park along River Road to M-65 and Hale. Sixty-eight percent of respondents agreed with the project, while 26% had no opinion, and 14% disagreed.

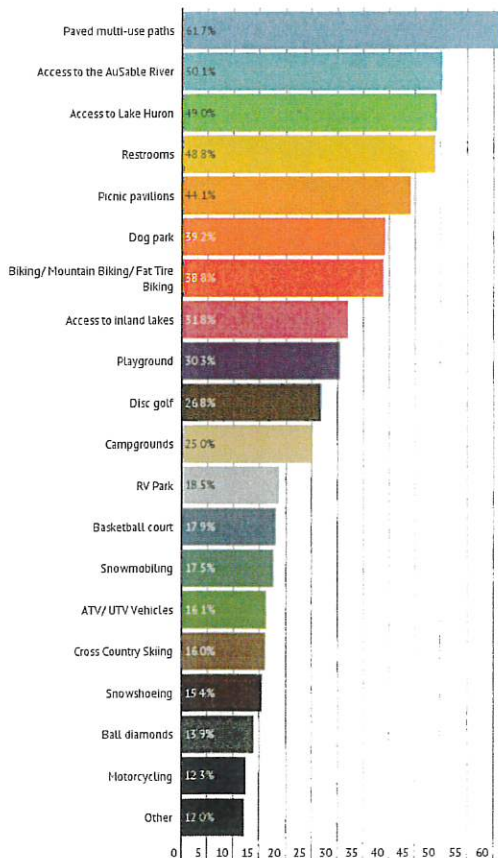
Respondents were also asked why they visited public parks and recreation facilities in the Township. The top three responses included: enjoying nature (81%), beach access and swimming (67%), and river access (59%). Figure 17 depicts all the responses for this question.

Next, respondents were asked what kind of additional recreation and support facilities are needed in Oscoda Township. The top ten answers for this question included:

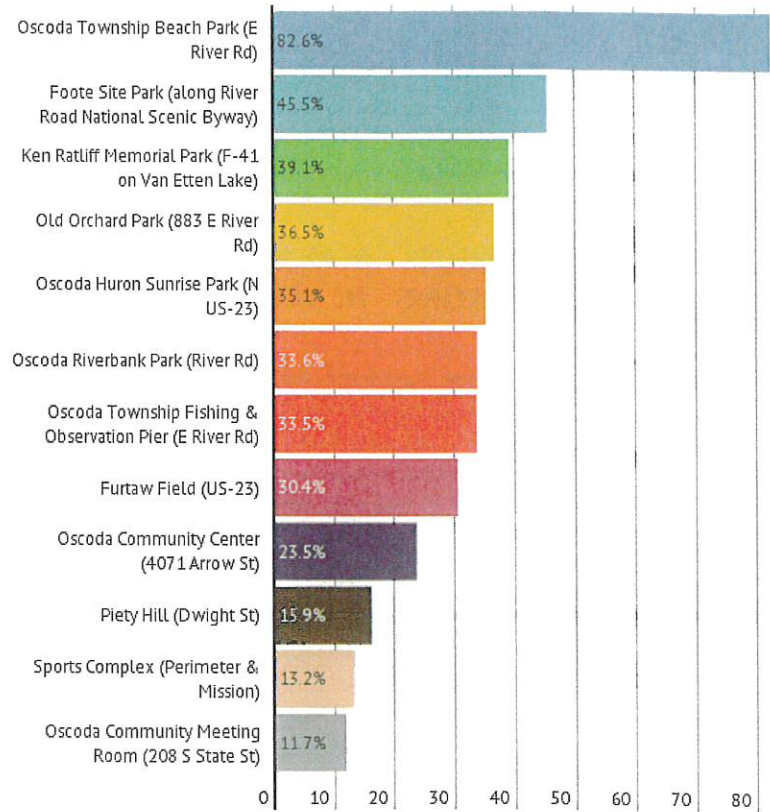
1. Paved multi-use paths
2. Access to Au Sable River
3. Access to Lake Huron
4. Restrooms
5. Picnic Pavilions
6. Dog Park
7. Biking (Biking/Mountain biking/Fat Tire biking)
8. Access to inland lakes
9. Playgrounds
10. Disc Golf

Figure 15 below illustrates the responses for additional facilities. Top responses included the desire for more paved multi-use trails, greater access to the AuSable River and Lake Huron, more picnic pavilions, and a dog park.

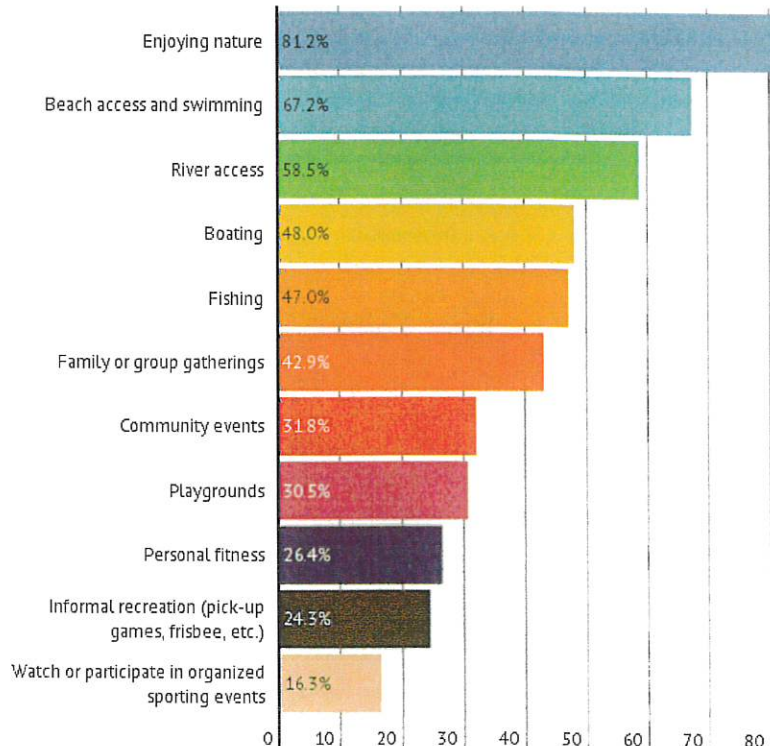
**FIGURE 15: NEEDED ADDITIONAL RECREATION AND SUPPORT FACILITIES IN THE TOWNSHIP**



**FIGURE 16: OSCODA TOWNSHIP PROPERTIES RECENTLY VISITED**



**FIGURE 17: REASONS WHY RESPONDENTS VISIT PUBLIC PARKS AND RECREATION FACILITIES**

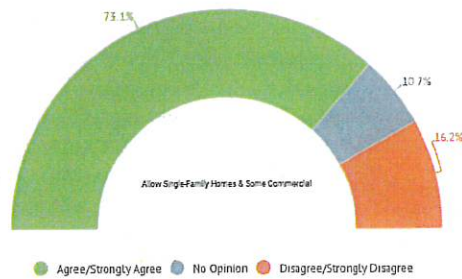


Respondents were also asked their opinion on future land use patterns along the Lake Huron shoreline. The series of charts in Figure 18 depicts the various opinions on the land use patterns. Overall, respondents want to continue to allow residential uses, continue to improve the recreational

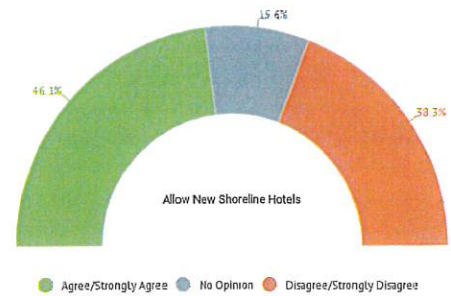
opportunities, promote the shoreline as a destination for pedestrian connections, and preserve the view of the shoreline and minimize development. Respondents were evenly split on allowing hotel and hospitality accommodations along the shoreline.

**FIGURE 18: RESPONDENT OPINION ON FUTURE LAND USE PATTERNS ALONG THE LAKE HURON SHORELINE**

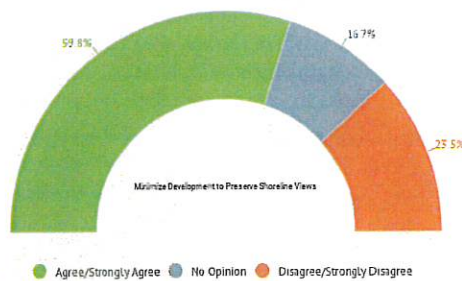
**Allow Single-Family Homes & Some Commercial**



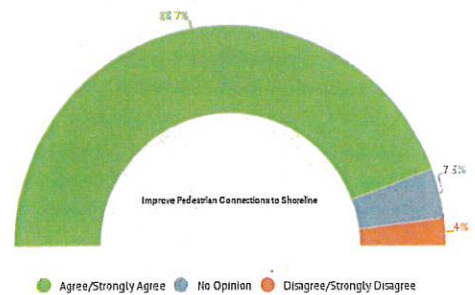
**Allow New Shoreline Hotels**



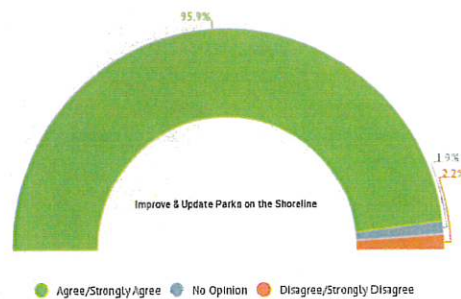
**Minimize Development to Preserve Shoreline Views**



**Improve Pedestrian Connections to Shoreline**



**Improve & Update Parks on the Shoreline**



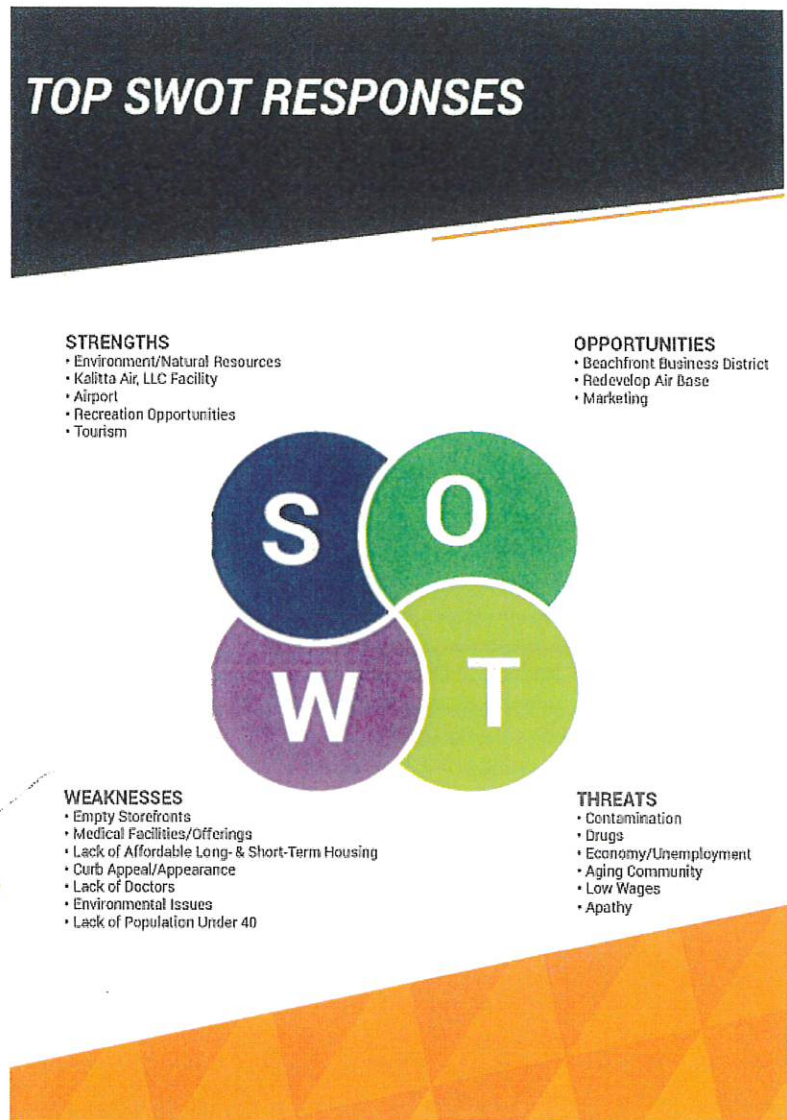
## OSCODA TOWNSHIP 2019 STRATEGIC PLAN

The Board of Trustees for Oscoda Township contracted with Place + Main Advisors, LLC to perform strategic planning services for the community. As part of these services, Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, six focus groups, and an online survey were undertaken.

### Public Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

On the evening of Monday, October 29, 2019 the township hosted a public SWOT Analysis at the Warrior Pavilion in Ken Ratliff Memorial Park in the township. Approximately 50 stakeholders attended, including board members, resident, business owners and leaders, and neighboring township representatives. The SWOT was facilitated by Place + Main Advisors Principal Joe Borgstrom. Each topic was given between five to seven minutes for the attendees to call out things they felt belonged in the respective categories. When input session was complete, attendees were asked to rank their top three in each category. The rankings were color coded and weighted based on importance. (Example - the most important strength was awarded a blue sticker and was worth three points. The second most important strength was given a yellow sticker and awarded two points, and the third was awarded a green sticker and awarded one point.) The point values were then tallied appear in parentheses in Table 12 on the following page.

FIGURE 19: TOP SWOT RESPONSES



Source: 2019 Strategic Plan; Place + Main



Public SWOT analysis.

TABLE 12: SWOT ANALYSIS

INTERNAL	
Strengths – Local Control	Weaknesses – Local Control
Environment/Natural Resources (93) Kalitta Air, LLC Facility (27) Airport (27) Recreation Opportunities (22) Tourism (19) Beaches (15) Affordable Housing (7) Schools (Facilities/People) (7) Hiking/Biking Trails (7) Libraries (6) Broadband on Major Roads (6) ORV/Snowmobile (5) Potential of Community Center (5) Reasonable Taxes (4) Community Colleges (4) Active Senior Community (3) Good Infrastructure (1) Public Safety (1) Room for Growth (0)	Empty Storefronts (56) Medical Facilities/Offerings (36) Lack of Affordable Long-Term & Short-Term Housing (24) Curb Appeal/Appearance (21) Lack of Doctors (17) Environmental Issues (15) Lack of Population Under 40 (15) Lack of Walkable Shopping (11) Lack of Business Diversity (10) Loss of Skilled Workers (10) Declining Enrollment (10) Lack of Quality Daycare (7) Public Perception (7) Lack of Downtown Cohesion (6) Parking (6) Roads (6) Marketing (3) Lack of Overnight Accommodations (2) Slow Rail (2) Seasonality (1) Lack of Ethnic Diversity (0)
EXTERNAL	
Opportunities – Leverage to Improve	Threats – Factors to Watch
Beachfront Business District (41) Redevelop Air Base (39) Marketing (28) Room to Grow (19) Arts/Artisans (16) Market Schools/Higher Ed (15) Grants (12) Invest in Community Center (11) Better Connect Businesses to Waterfront (11) Walkable Housing (11) Broadband to Underserved (10) Niche Retail (8) Create Identity (7) Further Develop Old Orchard (6) MicroBreweries/Distilleries (5) Passenger Rail (4) Robotics Team (3) Career Centers (3) Wi-Fi Throughout Community (3) More Restaurants (3) Industrial Parks (2) Water Trails (2) Volunteer/Partnership w Youth (1) Data Center (0)	Contamination (44) Drugs (39) Economy/Unemployment (37) Aging Community (26) Low Wages (21) Apathy (20) Public Perception (16) Online Shopping (15) Winter Unpredictability/Environmental Change (7) Department of Defense Decisions (4) Violence (4) Location (2) Brain Drain (1)



## VISION + MISSION STATEMENTS

### Vision

By 2028, Oscoda Township will be a more thriving, safe, and energetic community with an active inter-generational economy. It will fully use and modernize its infrastructure and maximize its resources, both financial and natural, to create a local economy that serves its residents. Oscoda Township will be a preferred place for residents, businesses, and tourists to invest and be a part of. In partnership with neighboring communities, it will work for the betterment of the region. Vision and Mission Statements provide direction for the Township going forward. The Vision defines the end goal for the community, while the Mission defines the Township's role in making the vision come to fruition.

### Mission

The Charter Township of Oscoda is the government entity responsible for creating the environment to improve the quality of life for its residents and opportunities for its businesses to thrive. It creates and maintains the organizational and physical infrastructure of the community to engage residents and help its businesses continually adjust to the everchanging economic climate. The Township is a steward of the public trust, administrator of responsive and efficient government, and a champion of transparency that works to serve and protect its citizens.

## Strategic Goals

Strategic Goals are the overarching goals that guide the specific objectives the Township will pursue. These goals may change over time, but largely define what the township's purpose will be for the next five to ten years. These goals reflect the input of the public, focus groups, steering committees, and Township Board of Trustees.

1. Create an environment where residents, development, and businesses can be successful.
2. Create more housing options for existing and prospective residents.
3. Preserve, integrate, and connect natural resources for residents and tourists.
4. Market the community to prospective businesses, residents, and tourists.
5. Further promote redevelopment of airport and surrounding property.
6. Grow the number of residents, businesses, tourists, and developers in the township.
7. Maintain and improve township owned infrastructure.

Oscoda Township Master Plan  
Chapter Review Guideline

**Chapter: 5 – Natural Features**

1. Township Specific: Rating 1-5: 2
  - Further explanation and analysis of these features is majorly lacking.
  - No mention of fishing.
  - Where was weather data pulled from?
  - Just feel like there could be more here – for Oscoda Township to be so nature-focused for a variety of purposes, this chapter seemed significantly lacking.
  
2. Past Achievement/Success: Rating 1-5: NA
  - However, unsure on how you can incorporate this item into this chapter as its simply objective information.
  - Does touch on Consumer's Energy and National/State Forests
  
3. Language Comprehension/Flow: Rating 1-5: 3.5
  - Easy to follow and understand
  - Didn't like the language referring to different charts on different pages.
  - Do think it's missing more meat to the content.
  
4. Research Data/Relevance: Rating 1-5: 2
  - Information presented in the language was also minimal and uncited.
  
5. Supporting Graphs/Charts: Rating 1-5: 2
  - Graphs and charts were basic and who knows how old – no citations.

Oscoda Township Master Plan  
Chapter Review Guideline

**Chapter: 6 – Existing Land Use**

1. Township Specific: Rating 1-5: 3
  - I question the term “Land Use” when most of what is mentioned in this category is national and state forest.
  - Very basic
  
2. Past Achievement/Success: Rating 1-5: NA
  
3. Language Comprehension/Flow: Rating 1-5: 3.5
  - Easy to follow.
  - Descriptive language was absent.
  - Perhaps a picture of each of the 11 categories to further describe what is being discussed.
  
4. Research Data/Relevance: Rating 1-5: 3
  - Why combine Single Family with Multiple Family Residential?
  - Better job explaining the exact locations of cited land uses in each category.
  - Urban Grasses does not seem accurate (Golf courses, all of the parks in the township).
  
5. Supporting Graphs/Charts: Rating 1-5: 2
  - More descriptions on each of the 11 categories.
  - One chart that was incorrectly labeled and paged.

Oscoda Township Master Plan  
Chapter Review Guideline

**Chapter: 7 - Community Engagement**

1. Township Specific: Rating 1-5: 4
  - Can't get much more specific than complete public input.
  - Could have more information based on survey and results.
  
2. Past Achievement/Success: Rating 1-5: 2.5
  - This section does not touch on the already existing community engagement entities and events that take place in the community (summer events, school events, natural resource events etc.)
  - Would be nice to include comparisons to previous surveys and demographical data.
  
3. Language Comprehension/Flow: Rating 1-5: 3
  - Language was easy to follow.
  - Information was presented at times that seemed disorganized and just put together.
  - Sometimes there was language when a chart would be better to describe and vice versa.
  - Sometimes difficult to follow charts/graphs with supported language.
  
4. Research Data/Relevance: Rating 1-5: 3.5
  - Solid information gathered from surveys, however, some of which could've been more detailed and in-depth.
  - This section should be drastically different in comparison to the new MP post COVID.
  - Would be nice to include comparisons to previous surveys and demographical data.
  
5. Supporting Graphs/Charts: Rating 1-5: 4
  - Thought these were over well put together.
  - The location of these charts/graphs still struggles to look appealing. Sometimes difficult to follow.

*avh*

Rank \_\_\_\_\_ 1-5

- 1. Township Specific:   3
- 2. Past Achievement / Success:   0
- 3. Language Comprehension / Flow:   3
- 4. Research / Data Relevance:   3
- 5. Supporting Graphs / Charts:   3



- The sequence and titling of the subchapters misses the mark.
  - The chapter covers:

MASTER PLAN REVIEW BY AVH: **CHAPTER 5, NATURAL FEATURES**

- 1) Topo and soils
  - 2) Climate
  - 3) Wetlands and waterways
  - 4) National and state forests
- Should instead rank and feature more like:
    - Lake Huron
    - AuSable River
    - Lake Van Ettan, Cedar Lake and 40 other interior lakes
    - Wetlands
    - Secondary waterways
    - Huron National Forest
    - AuSable State Forest
    - Topography
    - Soils
    - Climate
- The content of the existing subchapters is relevant and useful for its part, but in my opinion the above additional topics deserve appropriate commentary and analysis each in their own right. Also I have separated the 2 forests and topo / soils thinking that each deserves its own commentary and analysis.
  - The maps are relevant but hard to see; each could be cropped and made into a more vibrant full page.
    - The waterbodies and wetlands maps are too cluttered with multiple secondary roads, maybe keep them but with a fine (smaller) stroke
    - Lake Huron shoreline should have its own map with relevant features marked or located, such as piers, beaches, private residences, commercial lodging etc.
    - AuSable River should similarly have its own map or other graphic depicting what's along its shores
    - The interior lakes could have a more punchy and colorful depiction again with relevant shoreline features and "improvements" identified



MASTER PLAN REVIEW BY AVH: **CHAPTER 7, COMMUNITY ENGAGEMENT**

Rank	4.0
1. Township Specific:	_5_
2. Past Achievement / Success:	_0_
3. Language Comprehension / Flow:	_5_
4. Research / Data Relevance:	_5_
5. Supporting Graphs / Charts:	_5_

- 
- Well-presented
  - Appendix A not there?
  - Reviewed against 15 points







The block figures and graphs were a bit too large.  
Figure 20 is an interesting depiction of information, it is difficult to comprehend what it is telling the community, investors and the government.