



City of Marquette Downtown Development Authority

2006-2007 Strategic Plan



Mission Statement

Established under Public Act 197 by the City of Marquette, the Downtown Development Authority is committed to preserving and strengthening the downtown district by creating a positive atmosphere for owners, businesses, investors, patrons, visitors, and employees and is dedicated to preserving our historic architecture through planning and implementation of projects which inspire public and private investment.



Vision Statement

To secure Marquette's Downtown as the center of a premiere, livable, walkable, Winter City that provides its residents and visitors with a "sense of place."



Current Issues/Challenges

- Completing/raising money for the artificial ice surface at The Commons
 - Construction
 - Maintenance
- Landscaping at The Commons
- Employee Parking
- Sidewalk/outdoor dining
- Signage – consistency – compliance
- Historic District



Marquette DDA 2006-2007 Goals

- Complete the Marquette Commons Project
- Implement an aggressive retail recruitment plan, specifically to assist the Masonic Association to attract tenants to their building.
- Design and construct informational/directional sign on US 41 to attract drivers to the historic downtown district.
- Purchase and maintain LDC lights for the downtown trees
- Implement improvements to the Jackson Cut Alley



Short Term Goals

- Complete The Commons
 - Develop a marketing plan to promote all season's use
- Launch an aggressive recruitment program to fill vacant storefront
- Design and construct directional sign on US 41
- Purchase LCD Lights for the downtown trees and take over maintenance of the program
- Implement Jackson Alley improvements



Long Term Goals

- Remove abutment at Front Street
- Infrastructure improvements to Main Street and redesign of Main Street Parking
- Purchase and install sound system throughout downtown
- Consolidate dumpsters
- Complete removal of overhead wires
- Develop informational kiosk downtown



On-Going Projects & Goals

- Work toward increasing retail and retaining/supporting existing retail
- Improve parking through management & design
- Improve access to parking
- Improve linkages to the lakeshore
- Improve user friendliness of downtown
- Continue high level of maintenance on public properties
- Encourage residential development downtown
- Support façade improvements – front/back
- Continue joint marketing with DMA
- Improve aesthetics and pedestrian friendliness
- Cultivate a positive attitude about downtown
- Work with City Commission, Administration, & other boards to bring about policy changes that have a positive impact on the economic development of downtown
- Increase information exchange with public/property owners/city officials
- Work to keep downtown workers downtown
- Continue to strengthen the image of downtown
- Continue to support the development of Founders Landing
- Maintain and update downtown inventory and vacancy list
- Encourage use of consistent design standards for use in downtown projects
- Continue formal recognition of building owners who make substantial improvements to their buildings
- Support the activities of the DMA
- Emphasize line with the lake and with the city non-motorized trail network to allow for recreational and pedestrian access to downtown businesses
- Support community events



Prior Year Goals and Outcomes

1997 through 2005



2005 Goals

- Complete Marquette Commons
- Develop Linear Park between Seventh and Fourth Streets **Complete**
- Work to remove barriers including abutment on Front, Fourth, and embankment between Main and Spring Streets **Complete**
- Redesign and reconstruct Main Street from Third to Front **Complete**
- Improve pedestrian accessibility to Jackson Cut Alley including lighting **Ongoing**

On-going Goals

- Increase and retain retail base
- Continue to improve parking efficiency
- Continue to improve maintenance, landscaping, & aesthetics
- Work to cultivate a positive attitude about downtown
- Improve user & pedestrian 'friendliness'
- Emphasize line with Lake Superior
- Encourage private investment
- Support City's development of "South Yards"

2003 - 2004

- Work with property owners to facilitate filling vacancies *On-going*
- Maintain up to date downtown inventory and vacancy list *On-going*
- Improve parking through management *On-going*
- Educate public/workers/business & property owners about downtown parking *On-going*
- Integrate Lake in elements of signage and furnishings *Complete*
- Encourage use consistent design standards for use in downtown projects *Complete*
- Perform a high level of maintenance of public property throughout downtown *On-going*
 - Provide for landscaping improvements
 - Ensure sidewalks are clear of snow and ice
 - Encourage consolidation of commercial refuse dumpsters
 - Support and encourage removal of overhead wires
 - Build public restroom/facilities and gathering/event area
- Encourage and emphasize improvements to the backs of buildings *On-going*
- Continue formal recognition of building owners who make substantial improvements to their buildings *On-going*
- Support the activities of the DMA *On-going*
- Develop downtown "identity" *On-going*
- Continue to make improvements and initiate a high level of maintenance in the Bluff Street Parking Facility *On-going*



2002 Goals

- Increase information **on-going** exchange with public/property owners/city officials and DMA
- Work with City Planning Department **on-going** to revise Zoning Ordinances in CBD
- Work with DMA to “keep downtown **on-going** workers downtown”
- Implement redesign and improvements **complete** to the Spring Street Parking Lot
- Implement redesign and improvements **complete** to the Third Street Parking Lot
- Work to develop “identity” for downtown **on-going**
- Support development of “South Railroad **on-going** Yards”
- Build “Downtown Commons” **complete**
- Emphasis link with Lake and with City non-motorized trail network to allow for recreational and pedestrian **complete** access to downtown businesses.
- Support and facilitate the BLD Lakeshore Underground Conversion Project. **complete**



2001 Goals

- Conduct a market study to identify appropriate and viable business mix **Complete**
- Purchase railroad right-of-way through Spring Street Parking Lot **Complete**
- Support and move forward with development of the Linear Park **Complete**
- Improve Aesthetics and “Pedestrian ‘Friendliness’” **On-going**
- Develop and implement uniform directional and instructional signage program for downtown **Complete**
- Develop and install informational kiosks.
- Cultivate a Positive Attitude about Downtown **On-going**
- Carry out a high level of Maintenance of Public Facilities **On-going**
- Work with City Commission, Administration, and other Boards and Commissions to bring about policy changes with have a positive impact on the economic development of the district. **On-going**



2000 Goals

- Pursue an agreement with Luke Brother Enterprises to obtain an easement through their building located at 127 W. Washington Street in order to construct a pedestrian access way connection to Main Street Parking Lot. **Complete**
- Support Facade Improvements at the rear of the 100 and 200 Blocks of the South Side of West Washington Street and the rear of the east side of the South Front Street not to exceed \$10,000. **Complete**
- Acquire 126 West Baraga Avenue, not to exceed \$75,000, for Spring Street Lot improvements. **Complete**
- Redesign the Third Street parking lot. **Complete**
- Begin implementation of “Tag System” for all downtown parking lots replacing the “one car-one space” management concept. **Complete**
- Discuss the exchange of Main Street properties for Front Street property with Michigan Financial Corporation
- Discuss joint marketing with the Downtown Marquette Association **Complete**



1999 Goals

- Emphasize filling empty storefronts while working toward increasing retail and retaining and support current anchors **On-going**
- Improve parking through management and redesign of current lots while continuing to study feasibility and locations for parking structures **Complete**
- Improve access from current parking to retail by continuing to develop and fund mid-block connectors to current parking lots **Complete**
- Develop rail corridor in such a way to allow for pedestrian and recreational access to downtown retail and parking while emphasizing linkage with Lake front. **Complete**
- Support improvements to building facades with emphasis on the backs of buildings and to support this by providing architectural design assistance for properties within the district. **Complete**
- Improve the user-friendliness of downtown through aesthetics, landscaping improvements, public restrooms, consolidation of commercial refuse dumpsters, and removal of overhead wires. **On-going**
- Develop design standards for use in downtown projects and to develop consistent and effective parking and way-finding signage. **Complete**
- Continue to make improvements and initiate higher level of maintenance in the Bluff Street Parking Facility. **On-going**
- Study and recommend changes in Pedestrian Crossings and traffic patterns on major thoroughfares
- Encourage residential development which will support the sustainability of the district **On-going**



1998 Goals

- Encourage removal of Wisconsin Central Railroad Trestle and ground level tracks through downtown **Complete**
- Promote existing bank funded program for new business recruitment and retention in the downtown district which will concentrate on façade improvements, signage, and building improvements for accessibility
- Provide existing façade studies to building owners – identify buildings **Complete**
- Develop pedestrian linkages throughout downtown **Complete**
- Infrastructure improvements within the downtown district which includes walkways, utilities, street lighting, façade improvements, consistency in signage and buildings. **On-going**
- Continue to pursue acquiring/developing and re-designing parking areas in the DDA District. **On-going**
- Revise the administrative system for downtown parking **Complete**
- Revise zoning and parking requirements for downtown to make consistent with parking studies, needs, and current trends. **Complete**
- Analyze alternatives for snow management. **Complete**



1997 Goals

- Restructuring of streets within DDA District from Main Street to Baraga Avenue and from Lake Street to Seventh Street, which includes walkways, utilities, and street lighting; facade improvements, consistency in signage and buildings. **on-going**
- Main Street/100 Block of W. Washington, master plan done with more green space and better parking for the area.
- Develop rear access to buildings particularly on the south side of West Washington Street. **complete**
- Research in acquiring/developing other parking areas in the DDA district. **complete**
- Changing zoning and parking requirements for downtown **complete**
- Encourage removal of the WI Central Railroad trestle/oil tank located at the lower harbor. **complete**
- New administrative system for downtown central parking **complete**
- Revise existing bank funded program for new businesses recruitment/retention in the downtown district which will concentrate on facade improvements, water front development, signage, building improvements, and alleys.
- Provide existing facade studies to building owners. **complete**