

Michigan Municipal League

PlacePlans



Marquette's Baraga Avenue



michigan municipal league

Place What?

What Is PlacePlans?

Moving from placemaking theory to implementation



MICHIGAN STATE
UNIVERSITY

School of Planning, Design
and Construction



What Is PlacePlans?

Starts with a community vision



What Is PlacePlans?

Participating communities selected through competitive process.

Sault Sainte Marie

Alpena

Cadillac

Allegan

Flint

Midland

Jackson

Detroit

Dearborn

Holland

Marquette

Kalamazoo

Sault Sainte Marie

Sault Sainte Marie



Sault Sainte Marie



Sault Sainte Marie



Allegan

Allegan



Allegan



Allegan



Lessons

- Build Around Anchors
- Break the Parking Addiction
- Find and Cultivate Champions

Lessons

Build Around Anchors



Lessons

Break the Parking Addiction



Lessons

Find and Cultivate Champions



Marquette

Why Baraga Avenue... Why Now?



Photo Credit: Marquette Regional History Center

Marquette's Baraga Avenue was once the main street of this former industrial city. It is now the gateway to the city's government sector and peppered with a mix of traditional uses and specialty shops. A mere stone's throw from a busy farmers market, downtown events and scenic waterfront, historic Baraga Avenue should be thriving—but it's not...

With the discovery of iron ore Marquette's industrial legacy began...



Businesses and industries emerged to support mining and shipping operations



Photos courtesy of Jack Deo



Photo Credit: Marquette Regional History Center

Marquette's waterfront became crucial to the burgeoning iron industry

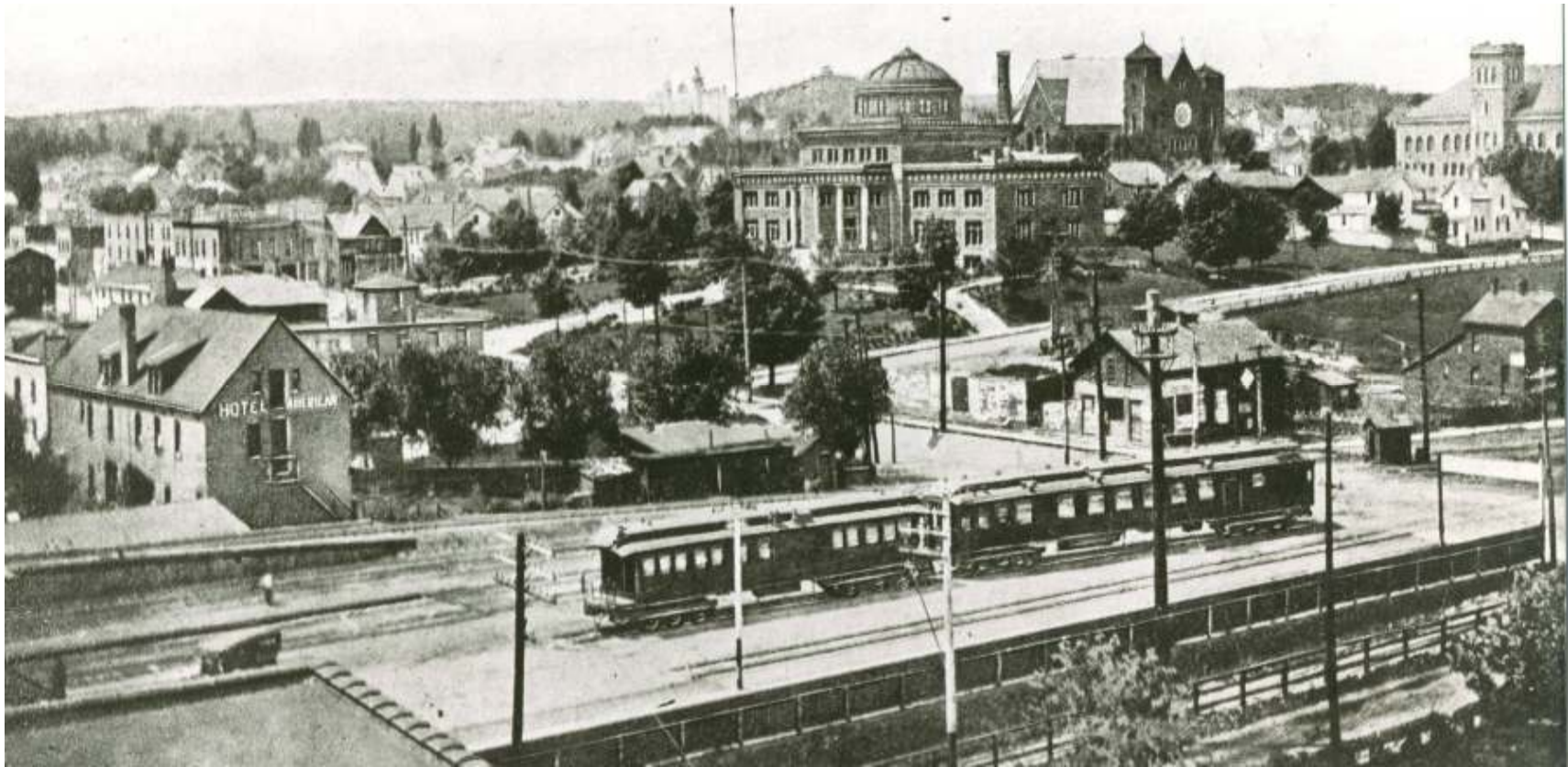
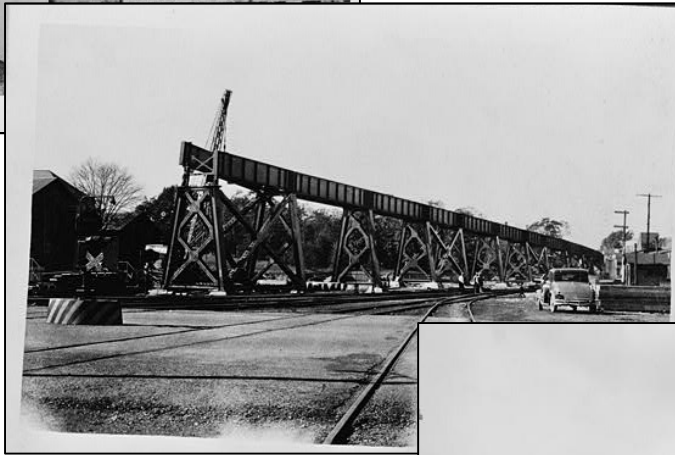
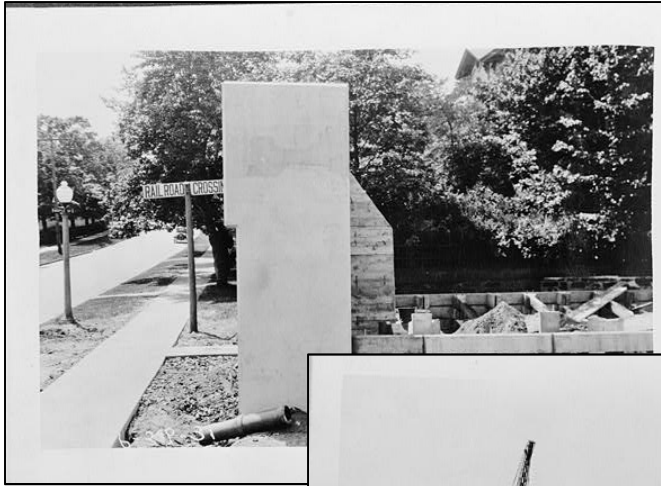


Photo courtesy of Jack Deo

The railroad was soon shipping iron ore down the hills into and through Marquette

Soon... Marquette's Downtown was "divided"





The Rail Ran Through The Heart of Marquette's Downtown



Marquette's Lakeshore was industrial, dirty, and neglected

What people were saying about us...

MARQUETTE: It sounds disparaging to say it right out, but as you enter Marquette it will probably not strike you as any great beauty of a town. You either drive under a very utilitarian ore conveyor or swish past masses of roadside emporiums and their competing signs; its hard to tell which ancient red sandstone structure is "center".

So, How did we get...



to here?



From Rails...



To Rails?





Community Forums and Sessions
Gathered Input
Identified of Strategic Projects
Identified Partners & Collaborators



We Don't Always Know What We Want to Be...

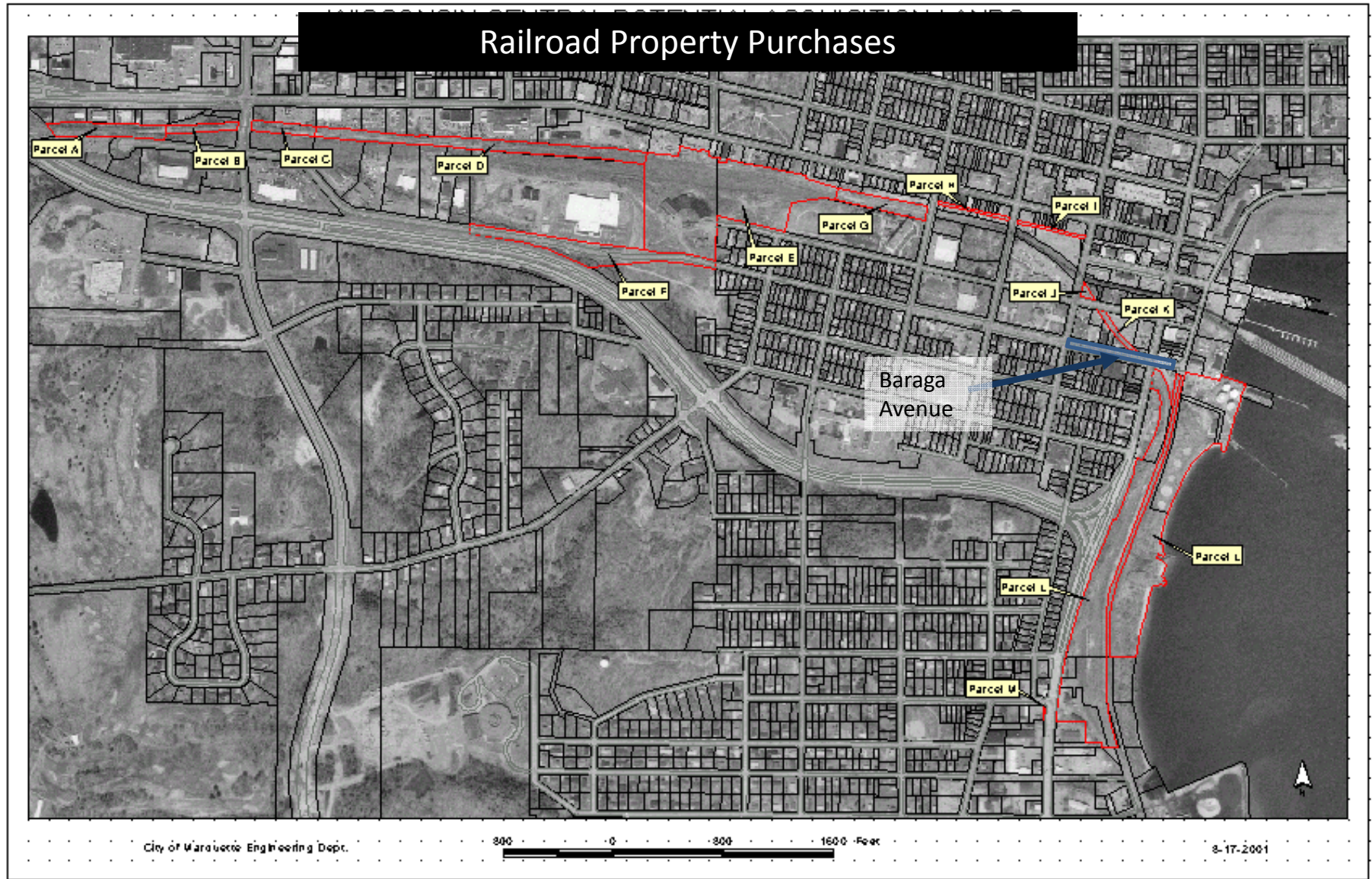


But We Always Know What We Don't Want to Be

Our Development Goals

- Preserve our Lakeshore
- Strengthen our traditional downtown
- Create a vibrant arts and culture community
- Preserve our historic architecture
- Create A Walkable/Bikeable Community
- Create Pedestrian/Non-motorized access to Downtown & the Lake
- Create Business & Economic Development opportunities
- Create and Maintain Our Sense of Place
- Maintain Our Unmatched Quality of Life

Strategic Land Purchases



Community Input and Support
+ Long-Term Vision
= Strategic Public Initiatives

Which result in...

Strong Partnerships & Collaborative Relationships
Private Investment
A Strong Downtown
Economic Opportunities

Strategic Public Initiatives

*“A single project cannot revitalize a downtown neighborhood...
An ongoing series of initiatives is vital to create lasting process”*

- Removal of Railroad Tracks
- Removal of Overhead Trestle & Concrete Abutments
- Pedestrian Connectors
- Bike/Pedestrian Path Extensions
- Marquette Commons
- Founder’s Landing Development & Infrastructure

Strategic Public Projects



**Removal of Overhead
Railroad**





Rosewood Walkway

Removal of the concrete abutment
looking East





Looking East





Extension of East Main Street, Parking Lot, Bike Path Extension



Looking West from Lakeshore



Bike & Pedestrian Path Extension, Overhead Wires Removed along Lakeshore Blvd.





Bike & Pedestrian Path
Looking West
from
Fourth Street



Looking East
from
Fourth Street





Removal of the concrete abutment
looking West





West Main St.





Third Street Reconstruction





Marquette Commons Project



Founders Landing Bike Path Extension



Spring Street

Bike Path & Streetscape



Which Brings Us to... Baraga Avenue



Our Next Frontier



Enter MML, MSU & PlacePlan Initiative

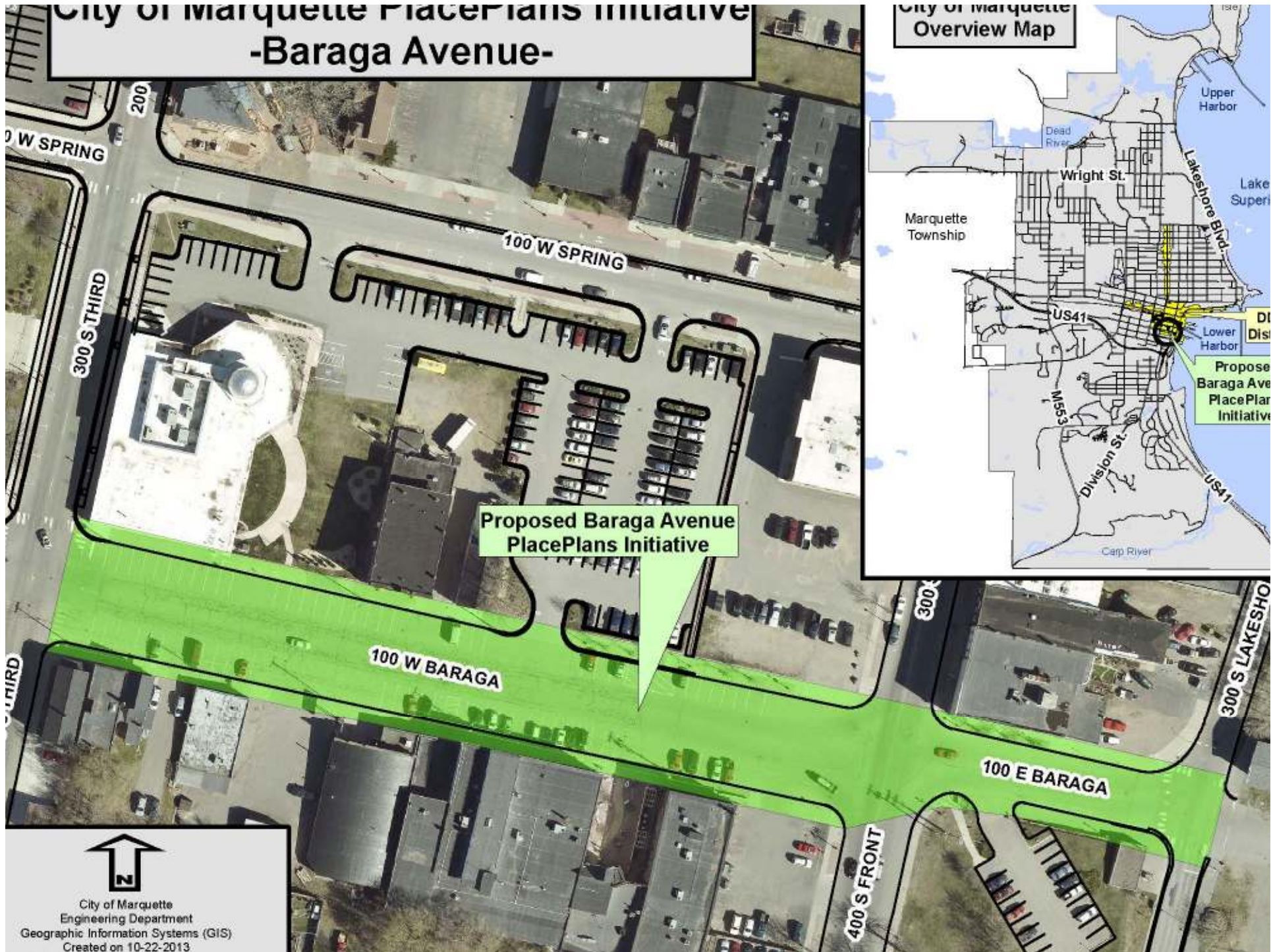
MICHIGAN MUNICIPAL LEAGUE

PlacePlan



Reimagining Baraga Avenue
Marquette, Michigan

City of Marquette PlacePlans Initiative -Baraga Avenue-



City of Marquette
Engineering Department
Geographic Information Systems (GIS)
Created on 10-22-2013



“Gateway to Downtown”

75’ Wide Street

High vehicular traffic

Unsafe Perpendicular parking

Unsightly overhead wires

“Orphan Street” – disconnected from rest of downtown

No Pedestrian Amenities

Guiding Principles

Physical Design Elements & Walkability

Environmental Sustainability

Cultural Economic Development

Entrepreneurship

Multiculturalism

Transportation Options

Technology

Education

Project Goals

- ❖ Integrate the street into the rest of the downtown
- ❖ Make the street more accessible, walkable, and safe
- ❖ Provide traffic calming techniques
- ❖ Redesign parking
- ❖ Recreate the streetscape – improve aesthetics
- ❖ Provide public gathering space
- ❖ Bury the current overhead utilities
- ❖ Elevate the area's business synergy

Process

One-on-One Meetings With Stakeholders allowed input in a non-public setting

Community Input

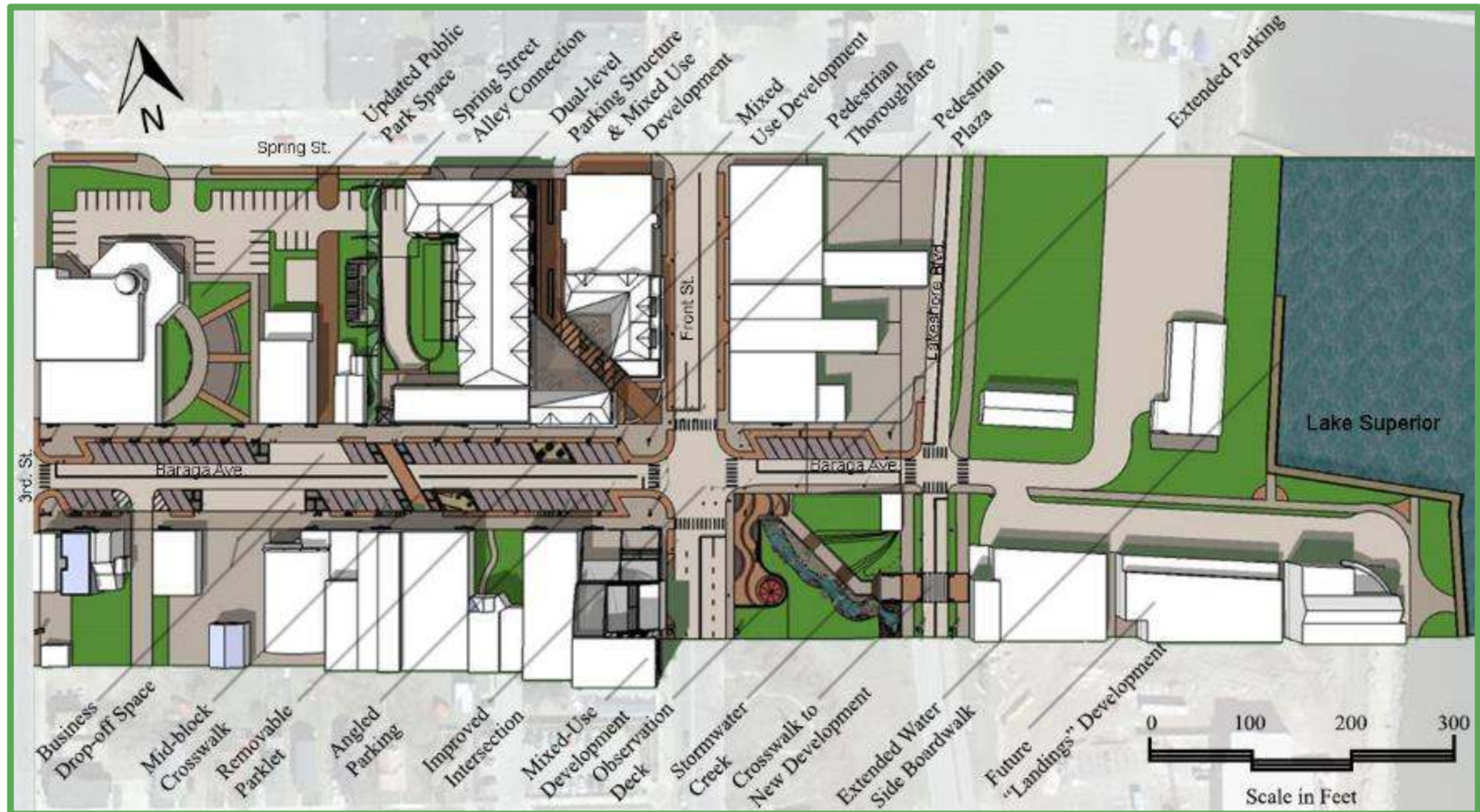
Community Visioning Session

Design Charrette

Recommendations & Final Report



Design Concept Aerial



Provide for pedestrian comforts and outdoor seating



Enhance traffic calming measures including angled parking to increase safety of on-street





Increase plantings and landscaping



Incorporate better snow management practices



Encourage “In-fill” development of surface lots



Utilize Baraga Avenue as a Gateway to Downtown

Expand current festivals to include a multicultural component, whether it be art, food, or performance



What is the end result?

A Place We Want to Be...