

2015
CITY VISIONING,
GOALS, AND OBJECTIVES



Adopted by City Council
April 6, 2015



CITY GUIDING PRINCIPLES, GOALS & OBJECTIVES

On February 20 and 21, 2015 the Mayor, Members of the City Council, City Manager and senior staff met to discuss and identify a strategic vision and direction for the City of Marshall. More specifically, the participants created a “vision tour” for the City, major goals and objectives and actions to be taken in the first year of this five year plan.

The following document reflects the essential elements of this two day discussion.

VISION 2020: THE CITY OF MARSHALL MICHIGAN

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A visitor to the City of Marshall in 2020 will be shown the following: (no order of priority):

- *Beautification of West Michigan Avenue corridor*
 - *Pedestrian friendly*
 - *Enhancement of property appearance*
 - *Conversion of overhead line to underground*
- *Vibrant downtown*
 - *Increased residential units*
 - *More retail business*
 - *Fully occupied 2nd and 3^d floors*
 - *Unified shopping hours*
- *Fiber to the premise*
 - *High speed internet*
- *Increased Industrial Park occupancy*
- *More senior living opportunities*
- *Higher education facility*
- *Diverse housing options*
- *Variety of employment opportunities*
- *Balance demographics*
- *City-wide non-motorized amenities*
- *Family oriented parks*

- *Expanded evening and weekend activities*
 - *Safe and healthy environment*
 - *Well maintained and expanded Riverwalk*
 - *Sustainable dog park*
 - *Creative redevelopment of vacant commercial and industrial property*
 - *Viable community solar field*
 - *Quality community hospital*
 - *Top-rated public school system*
 - *Self-sustaining airport*
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MAJOR GOAL AREAS

In order to fulfill the Vision for 2020 the City of Marshall will focus on the following major goal areas:

I. ECONOMIC DEVELOPMENT

II. QUALITY OF LIFE

III. HOUSING DEVELOPMENT

IV. INFRASTRUCTURE

GOAL AREA I. ECONOMIC DEVELOPMENT

Goal Statement:

Sustain and intensify the economic vitality of the Marshall area.

Objectives:

- *Vibrant downtown*
 - *Increased residential units*
 - *More retail business*
 - *Fully occupied 2nd and 3rd floors*
 - *Unified shopping hours*
 - *Fiber to the Premise*
 - *High speed internet*
 - *Increased Industrial Park occupancy*
 - *Higher education facility*
 - *Variety of employment opportunities*
 - *Creative redevelopment of vacant commercial and industrial property*
 - *Viable community solar field*
 - *Quality community hospital*
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GOAL AREA II. QUALITY OF LIFE

Goal Statement:

To achieve and sustain a concentrated effort to promote a vibrant community atmosphere in the Marshall area.

Objectives:

- *Beautification of West Michigan Avenue corridor*
 - *Pedestrian friendly*
 - *Enhancement of property appearance*
 - *Conversion of overhead line to underground*
 - *Vibrant downtown*
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GOAL AREA III. HOUSING DEVELOPMENT

Goal Statement:

Provide for progressive, diverse and unique housing opportunities.

Objectives:

- *Vibrant downtown*
 - *Increased residential units*
 - *Fully occupied 2nd and 3rd floors*
 - *Fiber to the Premise*
 - *High speed internet*
 - *More senior living opportunities*
 - *Diverse housing options*
 - *Safe and healthy environment*
 - *Creative redevelopment of vacant commercial and industrial property*
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GOAL AREA IV – INFRASTRUCTURE

Goal Statement:

Preserve, rehabilitate, maintain and expand city infrastructure and assets.

Objectives:

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