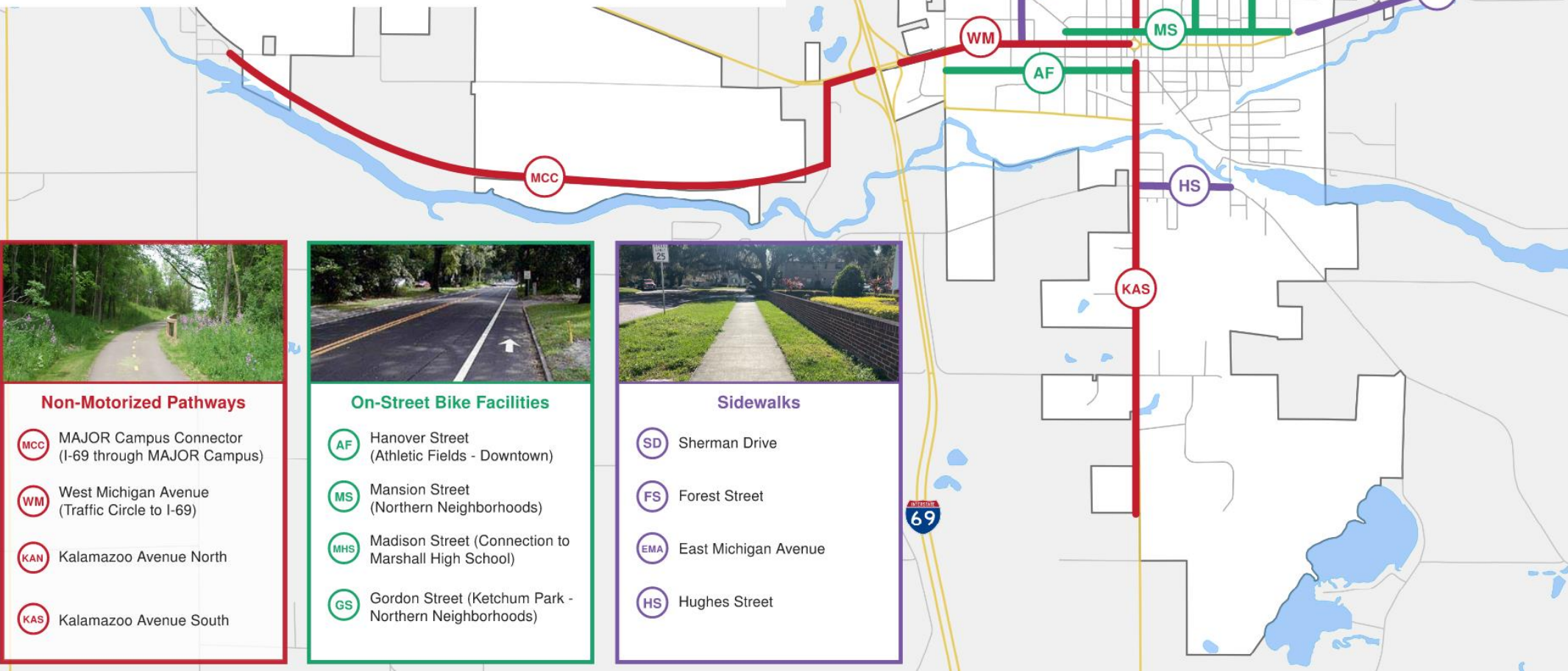


I Non-Motorized Network



Instructions: Please review the three (3) non-motorized infrastructure categories (**Non-Motorized Pathways** + **On-Street Bike Facilities** + **Sidewalks**) and rank each of the projects within each category based on which ones you view as most important (1 = most important; 4 = least important)



West Michigan Avenue and Traffic Circle Improvements



Instructions: Please review the proposed improvements to both **West Michigan Avenue** and the **Traffic Circle** and rank each of the projects based on which ones you view as most important (1 = most important; 3 = least important)

Brooks Memorial Fountain Traffic Circle Improvements



Reduced Width to Slow Vehicles



Pedestrian Crossing Signs



Michigan Avenue Crosswalk East of Traffic Circle

West Michigan Avenue Improvements



Fewer Lanes



Pedestrian Crossing Locations



New Sidewalk + Non-Motorized Pathway



Downtown Michigan Avenue Improvements



Instructions: Please review the proposed **Downtown Michigan Avenue** improvements and rank each of the projects based on which ones you view as most important (1 = most important; 4 = least important)



Downtown Michigan Avenue Improvements



Reduced Lanes (2 or 3 Lanes
Instead of 3 or 4 Lanes)



Center Landscape
Medians



Pedestrian Mid-Block
Crossings



Flexible Space (Outdoor
Dining + Extended Sidewalks)



Downtown Marshall Aerial

Vision for the future:

The City of Marshall will be a thriving, connected community that invests in balanced growth to honor and protect its history, natural environment, and quality of life.



Marshall will maintain and celebrate its history.

H1. Protect and enhance the historic integrity of Marshall.

- A. Tailor zoning guidelines to encourage development and investment that is consistent with the design and historic character of neighborhoods.
- B. Explore solutions to protect historic buildings and offer educational and other resources to homeowners.
- C. Work with MDOT to make changes to the Michigan Avenue streetscape through downtown that honors its history while improving its walkability and safety.
- D. Explore the creation of incentives for adaptive reuse of historic buildings.

H2. Celebrate and incorporate Marshall's history into parks, public spaces, and events.

- A. Strengthen the City's partnership with the Marshall Historical Society to promote existing and develop new historical interpretive tours for Marshall's downtown, neighborhoods, and parks.
- B. Incorporate Marshall's unique history and stories into branding, marketing and wayfinding.



Is there anything you would change?



VI Vibrant:

Marshall will continue to be a vibrant community.



V1. Safeguard the vitality of the downtown business district.

- A. Emphasize re-use and investment into existing commercial areas rather than areas where new infrastructure is necessary.
- B. Provide incentives for commercial developments to incorporate pedestrian amenities and public spaces.
- C. Expand the small business façade grants program with an emphasis on mixed-use buildings.
- D. Maintain Redevelopment Ready Communities Certification.
- E. Encourage residential living downtown to support an active street life through zoning incentives and grant programs.
- F. Prioritize street improvements to enhance vitality and pedestrian safety.

V2. Establish the River District as a destination for residents and visitors alike.

- A. Encourage redevelopment of vacant or under-utilized parcels through zoning and public-private partnerships.
- B. Support enhancement of the Riverwalk, and connections to regional trails to promote the biking-brewery-Kalamazoo River connection.
- C. Foster a unique identity for the District that supplements downtown Marshall and brings something new to the community.

V3. Make gateway corridors safer and more attractive.

- A. Explore opportunities to reduce crashes and slow traffic.
- B. Add pedestrian crossings to increase safety and accessibility at key intersections, such as along West Michigan Avenue.
- C. Reallocate space in the right-of-way to add pedestrian and bicycle infrastructure.
- D. Add street trees, landscaping, and other design elements to beautify the corridor.
- E. Implement gateway features that welcome people to the City and convey its unique brand throughout the community.

V4. Raise awareness of arts and culture opportunities in Marshall and invest in their success.

- A. Encourage cultural expression and placemaking by including art in parks, public spaces, and infrastructure projects.
- B. Incentivize the inclusion of art into private development projects.
- C. Continue to highlight visual and performing arts in Marshall community events as well as tourism initiatives.

V5. Support the continued success of the Marshall Public School District.

- A. Actively engage with the Marshall School Board and Leadership to pursue joint projects and programs for mutual benefit.
- B. Support efforts to attract resources and support operating and maintenance costs.

V6. Maintain public safety and quality of life for Marshall residents.

- A. Utilize Crime Prevention Through Environmental Design (CPTED) measures to design and improve parks and public spaces, incorporating safety features like lighting and window transparency.
- B. Deliver high-quality municipal services that meet resident, visitor, and stakeholder expectations.



Is there anything you would change?

Marshall will be sustainable in its approach to growth and the environment.

S1. Sustain Marshall's future by expanding housing supply and choice to meet the needs of residents in all stages of life.

- A. Allow traditional forms of housing in developed neighborhoods to increase housing supply while maintaining character, including expanding options for accessory apartments and three or four-unit residential buildings.
- B. Target key undeveloped areas for mixed-density developments, including single-family, cottage courts, mixed-use, and small apartment buildings.
- C. Incentivize the development of ADA accessible homes and accessory apartments to allow residents to age in place or live multi-generationally.
- D. Modify zoning standards to cut the cost of development, such as reducing minimums for parking, lot sizes, and setbacks.

S2. Protect and invest in the river, parks, and open space, and actively promote their importance to residents and visitors alike.

- A. Make Marshall a destination for outdoor tourism by leveraging existing recreation and natural resource amenities including the Kalamazoo River, Rice and Talmadge Creeks, parks and open spaces, and regional trails.
- B. Raise awareness of Marshall's parks and natural features through a range of communication platforms.
- C. Promote the health and wellness of community members through investing in parks and open spaces.

S3. Improve climate resilience, flood prevention, and the health of local natural resources.

- A. Promote environmental stewardship through planting native species and pollinators, removing invasive species, and hosting river cleanups.
- B. Incentivize the use of green infrastructure in new development and public projects.
- C. Develop zoning standards to promote the protection of and increase in tree canopy and native plantings.

S4. Continue to develop the Marshall Area as a regional hub for employment.

- A. Make and maintain wise public investments in infrastructure and services that encourage balanced growth.
- B. Ensure strong connections, both physically and economically, between businesses located in the MAJOR Campus, Brooks Industrial Park, Industrial Avenue, and the entire Marshall Community.
- C. Facilitate partnerships between employers and educators to address workforce needs while providing economic opportunities for young people.



Is there anything you would change?



Marshall will be an even better-connected community.

C1. Foster a safe transportation network that connects people to each other and key destinations in Marshall.

- A. Explore options to improve pedestrian and traffic safety at Brooks Memorial Fountain.
- B. Fill gaps in the sidewalk network, prioritizing connections to and from schools and parks.
- C. Update the existing Riverwalk route and extend it west of South Kalamazoo Avenue.
- D. Route regional trails through Marshall appropriately, including through the conservation easement to the south of the MAJOR campus.
- E. Designate bike routes throughout Marshall and add signage and infrastructure where needed to ensure safety for bike riders of all abilities.
- F. Continue to actively engage with regional trail and cycling organizations to make Marshall a focal point for trails in southern Michigan.
- G. Develop a Complete Streets policy that requires major new developments and infrastructure projects to appropriately accommodate all modes of transportation, including walking and bicycling.
- H. Implement a well-branded, intuitive wayfinding system to direct visitors to trails, parks, major attractions, and other amenities throughout Marshall.

C2. Enhance public communications to ensure that community members are aware of events, development proposals, and other city initiatives that are taking place and provide opportunity to engage and offer feedback.

- A. Follow the City's Public Participation Plan and update it regularly.
- B. Involve the public in the annual review of the Master Plan, including organizations represented in the Master Plan Steering Committee.
- C. Market parks and recreation facilities and community programming more broadly and effectively.

C3. Endeavor to make Marshall a welcoming, inclusive community.

- A. Continue to foster collaboration between city staff, elected officials, and local civic organizations through shared events and programs.
- B. Prioritize making Marshall a good place to raise a family.



Is there anything you would change?





Key Changes to Future Land Use Map

- Fewer Categories:** The 2015 Master Plan had 19 Future Land Use Categories, this proposed Future Land Use Map has 7.
- Expanded Modern Neighborhood:** Creating options for Brooks Industrial Park to become a new residential neighborhood.
- Expanded Traditional Neighborhood:** The historic core of Marshall is classified as Traditional Neighborhood, including the area around the Fair Grounds.
- Neighborhood Mixed Use:** Combined several categories into one that provides for a variety of uses and more flexibility to support creation of walkable places with housing choices.

Downtown Mixed Use

Characterized by multi-story buildings including restaurants, retail, offices, and residences; with pedestrian-oriented streetscapes with wide sidewalks, shade trees, outdoor dining, and a historic "main street feel" – the Downtown Future Land Use represents Marshall's community-wide gathering place and hub for economic and social activity

Gateway Commercial

Gateway Commercial represents land uses along Marshall's high-volume street corridors. These include commercial, drive-through, and office land uses with parking lots, and automobile-focused uses. The Master Plan prioritizes improving safety and access for pedestrians and bicyclists in these areas as well as allowing a mix of uses, including multi-family residential.

Modern Residential

Modern Residential is characterized by suburban-style residential neighborhoods featuring cul-de-sacs and single-unit detached houses set back farther from the street. Additional types of development like condos or town houses along with duplexes and accessory apartments are also appropriate.

Neighborhood Mixed Use

Neighborhood Mixed Use features smaller-scale retail and restaurant land uses in a neighborhood context. This place type is characterized by businesses within walking distance to nearby homes. These neighborhoods typically feature a greater mixture of housing types in addition to these local businesses.

Parks & Open Space

Parks & Open Space represents Marshall's parks and open space system. This land use is vital to the community's overall quality of life and is to be continually improved through implementation of the City's Parks and Recreation Plan.

Traditional Residential

Traditional Residential represents many of the older residential neighborhoods in Marshall. These are characterized by street trees, sidewalks, and low-volume streets. Homes often have front porches and other historic architectural features. Single-family homes, duplexes, and other small-scale multi-family units are common.

Industrial

Industrial represents Marshall's warehouses, factories, and manufacturing facilities that are regional employment centers. Development within this Future Land Use is to be focused in select "industrial centers" throughout the community to minimize impacts to adjacent areas.

Future Land Use Categories

