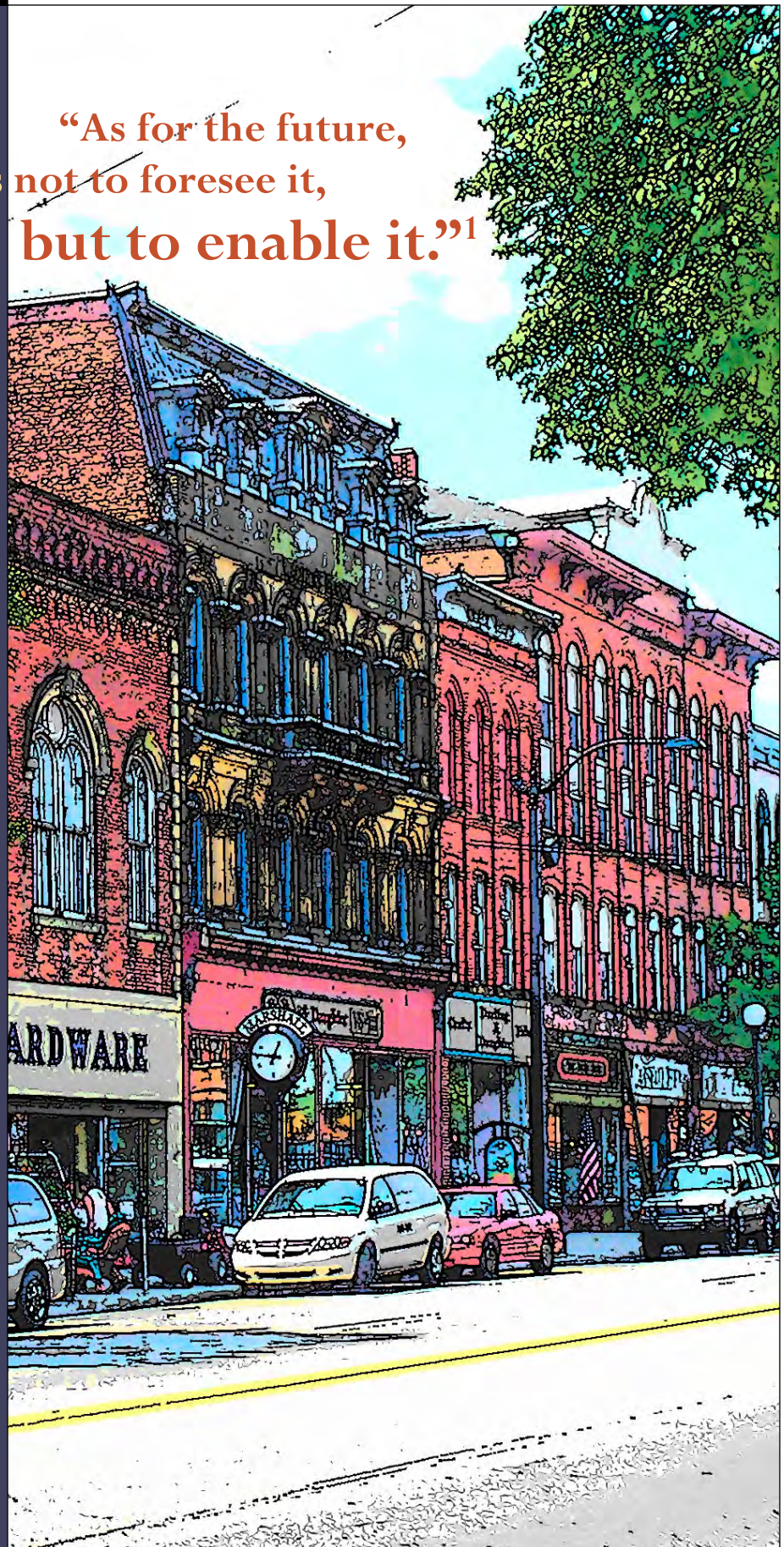


Goals and Objectives

“As for the future,
your task is not to foresee it,
but to enable it.”¹



¹ Source: Antoine de Saint Exupery,
poet and pilot (1900-1944)

Overview

The City of Marshall Master Plan is a guide for future development. It establishes public policies regarding long-range land use. Public input is a key contributor to this policy basis. The Plan's Goals and Objectives are based upon input from several public involvement events held in August 2007.

Future Vision

Marshall is a community with a historic Downtown, quality residential neighborhoods, and a friendly small town atmosphere. Preserving this unique character for existing and future residents is a high priority for Marshall. It is the Master Plan's vision that the City will continue to strive to balance the needs of its residents now and in the future, while providing excellent cultural, educational, recreational, and employment opportunities; safe neighborhoods for all residents; future growth and redevelopment that strengthens the City's traditional Downtown; and an environment that attracts and retains commercial and industrial investment in the community for years to come.

Public Participation

The Marshall Planning Commission hosted three important public involvement events in August 2007 to educate the public about the Master Plan update process and to obtain valuable input from community residents, property owners, business leaders, and neighboring communities.

Representatives from the Townships of Eckford, Marshall, Marengo, and Fredonia were invited to attend a Township Coordination Workshop to identify land use and transportation issues important to the City of Marshall and to discuss ways to coordinate planning efforts within the greater Marshall area.

A Community Open House offered an opportunity for community members to complete comment forms and express their ideas and concerns with Planning Commission members, staff, and consultants in an informal setting.

Key stakeholders and the general public were also invited to participate in a facilitated Visioning Workshop. Workshop participants worked together in groups to identify important issues associated with the City's future growth, development and redevelopment and to build consensus regarding the future of the City of Marshall.



Goals and Objectives

The following Goals and Objectives are intended to provide the policy basis for more specific recommendations of the Master Plan. Long term implementation of the Plan's Goals and Objectives will assist the City in achieving its vision.

Goal: Maintain and enhance the unique, historic character of the community.

Objective: Implement the recommendations of the Marshall Downtown Master Plan.

Objective: Develop recognizable and attractive landscape and signage treatments and promote appropriate land uses at the City's major and minor gateways.

Objective: Attract new retail, entertainment and dining establishments to Downtown that will continue to draw residents and visitors to the City's Downtown.

Objective: Encourage the reuse and rehabilitation of historic buildings consistent with the existing National Historic Landmark District (NHLD).

Objective: Encourage the use of context sensitive designs, styles and features in new residential and commercial development.

Objective: Promote continued walkability throughout the City by strengthening pedestrian connections and encouraging new development that is supportive of a walkable environment.

Objective: Promote the continued cultivation of arts and cultural programs, activities and destinations within the City.

Objective: Encourage and foster organized activities and events that attract visitors and promote Downtown Marshall.

Goal: Ensure the long term strength of the City's employment base.

Objective: Develop strategies to maintain and enhance the City's existing manufacturing and research and development uses.

Objective: Strengthen marketing efforts to attract new uses to the City's state-of-the-art industrial and research park.

Objective: Promote development that minimizes negative impacts on neighboring properties and the environment.

Objective: Encourage site design and buffering that minimizes land use conflicts.

Objective: Coordinate land use decision making with community facility and utility planning.

Goal: Ensure the long term stability of Marshall's neighborhoods.

Objective: Encourage quality infill development and renovations that reflect the character of the existing homes.

Objective: Provide for a variety of housing choices to meet the needs of existing and future residents.

Objective: Promote residential development that reflects the existing character of Marshall's neighborhoods, including interconnected walkable streets and context sensitive housing styles.

Objective: Provide quality public and private facilities and services that continue to meet the needs of City residents.

Objective: Review and amend, if necessary, existing blight and property maintenance ordinances and improve enforcement efforts throughout the City's neighborhoods.

Objective: Provide for an appropriate transition of uses and design between Downtown Marshall and adjacent residential neighborhoods.

Goal: Ensure the long term viability of Marshall as a commercial center.

Objective: Provide opportunities for a mix of commercial and office uses to serve the needs of existing and future area residents.

Objective: Promote commercial uses at appropriate locations outside of the Downtown that will complement rather than detract from Downtown businesses.

Objective: Provide for an appropriate transition of uses and design between Downtown Marshall and the I-94 and I-69 interchanges.

Objective: Promote commercial and office development that reflects Marshall's existing character and strengthens the community's quality image.

Objective: Accommodate office uses in appropriate locations that will complement the hospital, serve as transitional land uses, and meet the needs of the Marshall area.

Objective: Strengthen marketing and business development efforts to continue to attract new and retain existing businesses in the community.

Objective: Attract new retail, entertainment and dining establishments to Downtown that will continue to draw residents and visitors to the City's Downtown.

Goal: Strengthen cooperation and coordination with neighboring townships to ensure the long term success of the City and surrounding communities.

Objective: Continue to collaborate with Marshall Township on land use issues and support the efforts of the Joint Planning Commission.

Objective: Encourage dialogue and collaboration with neighboring townships regarding land use and development issues.

Objective: Work to establish common or compatible development standards for uses near the City's boundaries that are palatable to both the City and the adjoining townships.

Goal: Maintain a transportation network that facilitates safe and efficient circulation within and through the community.

Objective: Incorporate road and infrastructure capacity into the land use decision making process.

Objective: Continue to provide ongoing maintenance of the City's streets, sidewalks, and pathways.

Objective: Promote continued walkability by strengthening sidewalk and pathway connections within the community and the region.

Objective: Promote alternative modes of transportation.

Objective: Continue to work cooperatively with MDOT to provide efficient and safe vehicular and pedestrian transportation along state roadways .

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