

**OFFICIAL PROCEEDINGS OF THE
MARQUETTE CITY PLANNING COMMISSION
October 18, 2022**

A regular meeting of the Marquette City Planning Commission was duly called and held at 6:00 p.m. on Tuesday, October 18, 2022, in the Commission Chambers at City Hall.

ROLL CALL

Present: W. Premeau, N. Williams, N. Frischkorn, S. Mittlefehldt, Chair J. Cardillo, and D. Fetter.

Absent: Vice-Chair M. Larson, A. Andres (both excused)

AGENDA

It was moved by N. Frischkorn, seconded by W. Premeau and carried 6-0 to approve the agenda as presented.

MINUTES

The minutes of the October 4, 2022, meeting were approved by consent.

CONFLICT OF INTEREST and EX-PARTE CONTACT

No conflicts were stated.

CITIZENS WISHING TO ADDRESS THE COMMISSION ON AGENDA ITEMS

Margaret Brumm, 404 E. Magnetic St., stated that she was here for the kickoff of the Community Master Plan project and had found the list of Steering Committee members and that there is only one civilian [unaffiliated] community member on the list. She requested that she be appointed to the Steering Committee and said that she has current knowledge and engineering and legal credentials.

NEW BUSINESS

A. Community Master Plan Renewal Project

D. Stensaas, City Planner and Zoning Administrator stated:

Hello everybody. Thanks for being here at the invitation of the City, on behalf of our city manager, our director of Community Development Planning, Dennis Stachewicz, is going to make some more detailed comments. But we're here tonight to have our consulting team from Beckett & Raeder provide us with an introduction to the team and unfortunately because of the weather, part of the team could not make it here tonight, but we have them on a Teams call which Andrea is over at the side podium facilitating. So, not to belabor it, I'll turn it over to Dennis.

D. Stachewicz, Director of Planning and Community Development, stated:

I'm Dennis Stachewicz, Community development director for the city of Marquette, and I would also like to thank folks for being here this evening. This is quite a significant effort for the city of Marquette and it's going to be a big project for the Planning Commission as a whole.

We went through an extensive request for proposal process just to set the stage for you where myself, Dave Stensaas, the Assistant City Manager - Sean Hobbins, and Joy Cardillo were involved in reviewing proposals and interviewing firms. And the firm that was selected and confirmed by the City Commission, Beckett & Raeder, is a top-notch firm that I think everybody on that committee would say pretty much stood head and shoulders above the rest with their proposal and we're looking forward to doing a really great, award-winning type of planning effort for the community.

The Steering Committee was invited tonight and includes Jen Tucker, she's not here but is with the MEDC Michigan Economic Development Corporation and she is a liaison with our Redevelopment Ready Communities program. Not only that, but she is also a Marquette resident that lives on the north side of Marquette and she'll be filling up two roles there. Susan Estler represents Travel Marquette, and I don't believe she could make it tonight.

Stephanie Jones is here, our resident housing and real estate guru. We have the CEO of UP Health Systems Marquette in the room - thank you, Gar. And, representing NMU from the staff side of things is Jim Thams. He's their Director of planning and facilities. We also have Dave Nyberg here, who runs the NMU Foundation is also the Executive Director of Business Engagement and Economic Development. Zach Sedgwick is also here; he is the Superintendent of MAPS schools. Thank you, Zach. Jim Koski is our citizen representative, and I have not seen Jim yet. He's kind of like our local historian.

Tom Carpenter will be representing the Board of Light and Power. Karen Kovacs is the City Manager. She is otherwise engaged at the ML conference. Jon Swenson is representing community services, which overseas he's going to be a very big liaison for us in terms of Arts and culture and also coordination on recreation. And Scott Cambensy is present, he's our public works Superintendent. They play a big role in helping us determine if some of the things that are being proposed by the Community will actually be able to be constructed and maintained, and I thank those folks again for volunteering to be on the committee and helping us kind of oversee the project. These are the people that have the connections that can go out and talk to other people, and the people in their neighborhood, and direct them, and ensure that things are being followed.

With that I would like to turn it over to our consultants. I believe we have John Iacoangeli, who is the partner, managing partner and senior Vice President of Beckett & Raeder who is the senior co-lead on the project. I also have in attendance Russ Soyering who is working on the project as the other co-lead. Russ has a long-time career as one of my very respected counterparts in the state of Michigan. Russ worked for over 25 years for the same community as well. And we have Rowan Brady, who is here from Beckett & Raeder. And I've been impressed with some of the data he's presented to us graphically already. I'll turn it over to them now. Thank you.

Mr. John Iacoangeli, Project Lead and a Principal Partner with Beckett & Raeder, stated (joining remotely):

I apologize for not being there today, but I think many of you know the weather wasn't all that cooperative early this morning. In the audience is Russ Soyering. He's the Co-lead with me on the project. Rowan Brady is a professional planner and urban technology specialist. And then also on the Teams meeting is Pat Coleman, who is, whose consulting firm has worked with 45 and Pat is a well-known and respected specialist in winter cities strategies. And Pat and I have worked before on the 2006 Community Master Plan for the city of Marquette. So, he and I go way back.

The purpose of today's meeting is kind of twofold. It's a kickoff to the, the session, but at the same time we, we do have some questions that we want to ask the Planning Commission. I think the Planning Commission is aware of the purpose of the Master Plan. It's, it's a policy guide, it's a guidebook, but it's also a policy, publication that is really focused on the future and in today's world we don't necessarily always look at land use, but we use the Master Plan as a community strategic plan about where the community needs to go. And Marquette has been very successful over the years of mapping out a strategy and a vision for its future and actually implementing those visions. So this is going to be something of rolling up your sleeves, thinking about what we need to do in the next 5 to 10 years strategically for the community, for its residents and in terms of the importance that the city of Marquette has in the Upper Peninsula as probably the regional hub for education and for, for medicine and medical facilities, so that's pretty much it in a nutshell.

I'm very happy with the steering committee that Dave and Dennis have put together with representatives from all the various sectors and agencies within the community, the overall greater community, because the steering committee is our sounding board for those policies and strategies and each of you work within your own area of expertise and we need to draw on, draw from you your expertise relative to things that we may not know about in the community, such items that, such as like, for example, childcare is a big issue. Planners are not childcare specialists. We need to rely on someone in the community that represents an agency that has really looked at that issue much more deeply than we would and then fill us in on what some of the issues are. The same thing with business, recruitment, tourist and development, healthcare, all of these issues, what's going on with the university will all impact how the Master Plan comes out and what the various strategies are. So, with that, I want to turn it over to Russ Soyring, who's the co-lead. Russ and Rowan have spent the day in Marquette, and they put together some questions that they want to ask the Planning Commission and the steering committee that'll help us kind of jumpstart the master planning process. So, with that, I'm going to turn it over to you, Russ.

Mr. Pablo Majano, with the Michigan Economic Development Corporation, stated (joining remotely):

Thank you, John. This is Pablo Majano with the Michigan Economic Development Corporation. If you don't mind. I have a wife here at home with COVID and I have a 3-year-old waiting for me to get her off her highchair, so I just wanted to quick say hi to everyone. Yeah, so I'm a senior community planner at the Michigan Economic Development Corporation. I'm currently representing the entire UP, Northeast, Lower Northwest, lower three counties on the West side. So, we know that the city of Marquette is a certified community and we are happy to support the maintenance, ongoing maintenance for the city and support technical assistance, TA match funding for, for this opportunity that's going on for the city of Marquette. You are in really great hands I think with John Iacoangeli and Russ Soyring, I know really well through the city of Traverse City. John Iacoangeli has done plenty of master plans and we've gone back and forth through some of the ROC process and also, you're in good hands because you have Christopher Germaine there who was a previous senior community planner and represented your community, so I really look forward to getting to know more about Marquette through this process. I am going to come up next month in November in-person, so I would appreciate a very nice probably snow-filled tour up in the city of Marquette. But again, thank you so much for this opportunity and looking forward to working with everyone.

Mr. Russ Soyring, project co-lead for Beckett & Raeder, stated:

Hi. Again, I'm Russ Soyring. I really want to mention first again that I am a native of Marquette and I lived on Norway Avenue and I'm just so excited about working for this community. I'm really passionate about this. We've, when my father was in the state police, we moved on to Ypsilanti, we got, changed our location, but he never sold our home on Marquette. We came back when we, we, my dad wanted to get transferred, it took us eight years, came back, back to, to Marquette and we lived in the same home again for the second time. So it's a, it's something that I am just so thrilled to be working in this town and as Dennis said we want to make this award-winning type of process. We want to have something that people are really proud about, that they are familiar with the plan and that they agree with the plan. We want to make sure there's as many fingerprints as possible, but Marquette residents be participating in this and so we're looking at all different types of public engagement processes to involve as many people as possible through the process. But what we're here today is really to meet, meet you, meet the community, to listen to the community, and to understand what the community is all about. I've been preparing for this process by reading the Master Plan, the very large Master Plan that you had today, and I've been looking at some of the other plans, the TDA plan and the Parks and Recreation plan. I've been looking at some of the, I think the Marquette County plan, but some of the adjacent Township plans and so we can understand the lay of the land, but the locals are the real experts here. They're the ones that really know what the issues are. We're consultants that are going to put together a plan that, that is going to be extremely attractive, readable, and something you want to pick up and digest and understand so it has real meaning, that it

really might well make a difference. It's not a document that is simply published and set aside, but it's a document that citizens will grab and hold up in the audience and say this is the Master Plan, this is what it says and that's what we wanted. We want to have it torn and ripped up and, and all dog-eared and everything so people can refer to the, to this, this document because it's so important to the strategy of, of making this even a better community. Marquette has, is blessed with so much really wonderful aspects that really makes this town really great. But we want to find out is from you and from the steering committee and from the residents really what, what is the process that's going to make, that's going to tell you that this has been a successful process, this planning process, what is it that, that, that you would say that was done really well. And so, we would like to hear, hear about that from you. So I don't know if you have any comments about that now. I'd like to listen, to hear them and I have a few other questions for you. So, what would make this a successful process?

S. Mittlefehldt stated:

Yeah, I might have missed the beginning part of this, Dennis's introduction, but I do think I've, I've seen different ways of having community engagement. I've seen that look different and by reading like what other communities have done but also just being part of different types of community outreach methods and I know Joy was on the selection process for you know, hiring you guys and it sounded like that was one of the things that stood out in terms of, I forget the woman's name who was on the team, but it sounds like, but since, for those of us who weren't on the you know, hearing the, the, I guess approach that you gave and the pitch to the city when they selected you, could you give us a sense of how you are planning to engage the community and more in, in a way that's meaningful, right, more than just like you know, talking at people, but really getting the voices of different parts of our community. What is, what's your, I guess strategy there? And maybe you've talked about it. I apologize if you've already gone over that.

Mr. Soyering stated:

Yeah, that's a good question and there's a variety of ways, and Rowan, you can help me a little bit if I forget some of them, but we know that people don't really like to come to City Hall and come to a meeting. There are some, there are some people who are afraid to come. Some people feel they don't have the time, they don't have the flexibility, but they simply don't want to come through the City Hall doors, so we need to go to them and we need to find out ways that were, places where people are already active in the community, that they, they will free, they will freely express themselves. And so, we will be doing some of the things, but one of the pretty standard things for people that simply don't want to come to meetings, but they simply want to fill out a survey, we're going to do an electronic survey. They, they can do it on their telephones, they can do it on their computers. I think we might even have a paper form as well for people that are not comfortable, so that'd be one way. We will be going to having stakeholder meetings and finding out how people feel. We will be going to people's, you know, to, to their, their events instead of having them come to us. I'm trying to think of what else that we had.

Mr. Brady stated:

Yeah, I think also throughout this process it's important to create a sense of community ownership over the document. Well, yes, we're the people putting words down on a page, it's, at the end of the day, it's not our document, it's your document, so using community engagement to create that sense of ownership. And we're starting that already with our popup engagement strategies that Dave's been doing, so it's, it's members of the, Planning Commissioners, steering committee members actually going out and having these conversation with the community, so it's faces they are familiar with, that they'll see throughout the future, throughout implementation to create this sense of ownership throughout this whole community and engage in a process. And then also, often when you do a community engagement, like you, you submit your feedback and then you don't really see how that kind of has a life beyond that one initial event. So, it's not only doing those initial events, gathering feedback, but bringing that feedback back to the community and asking did we hear you correctly. You know, this is the information that we gathered.

Does this conform with your understanding of, of what this event was and how you participated? And then after we have that conversation, really weaving that in a meaningful way throughout the document. So as Russ touched on kind of the specific events, that's kind of the overall community engagement philosophy.

D. Stensaas stated:

So, could I jump in here for a second? So we have started some of those pop-up things, we took a stab at a couple things, the City's annual arts awards on Saturday the 4th, and this past Saturday, Russ joined our Arts and Culture director at the Library during the library's portion of the Fresh Coast Film Festival and engaged some people there. And so we're starting this process of getting people to sign up and I think there's about a six-week period of building awareness, just building awareness and getting people signed up for updates, and this poster has a QR code on it and at the events we're going to we're taking sheets for people to sign up with as well. Not everybody knows how to use the QR code or wants to use those.

Mr. Soyring stated:

Yeah, we are [inaudible] the QR codes, but we also are taking their emails from those that want to be connected for public engagement events, so they will be notified in advance so they can participate, but there will also be a website that will highlight the progress of the plan. And so, we're trying to look at all different avenues that we can that will make it as easy as possible. There will be an e-newsletter available for those folks that sign up, so they can maintain their knowledge of the entire process from start to finish.

D. Stensaas stated:

I've got a couple of speaking engagements where I'm going to promote this in the next, this week and a couple weeks down the road and you know, any of these kind of events where we have an opportunity to speak or we're out of our normal circle here, we'll be promoting this, and we'll be linking our planning department web page to this web page where people are signing up for the plan project.

Mr. Soyring stated:

There's a pretty big shift from the traditional "hey, we're going to have a community meeting, please come here" – it's important that we get the fingerprints of many different people from all different sectors of the community to really have something that people say this is the plan that I really believe in and I really want to help to implement, because if you don't have that implementation is going to be next to impossible. We're going to try to make this as much of a homegrown plan as possible and so we are relying on you, the Planning Commission, City Commissioners, City staff, to help with that because we can't, you're the, you're the, you're the experts that know, the issues better than we do, but we're going to take that information and put it into a very professional looking document that's very readable and understandable and try to not have any legalese kind of stuff - sometimes you see plans with so much information that you lose the real vision of the community, so the vision is going to be right up in front and then you can have some supporting documents. So, any other thoughts on what would make a very successful process besides something very engaged, public engagement is really critical, important?

Chair J. Cardillo stated:

Yeah, I just, so I want to just clarify. So the pop-ups, there's this sort of first phase is really just about getting the word out and then the result after that is, is there's going to be actual meetings with community members where it will be, you know, to these pop-ups are more just telling people this is happening, getting the database, and then that's going to lead to actual meetings at different locations, hopefully getting different sectors of people that will actually be able to talk and communicate and sort of specify their needs and desires and...

Mr. Soyring stated:

And I think that this is going to be very easy in regards of the people I've talked to, people are readily expressing themselves and what they feel about what should be done in Marquette. And so I don't think people are going to be shy and I think they will come out, but, but we need to make the effort that they know about this plan and hear about this plan and then we have the easy opportunities for the interaction.

Chair J. Cardillo stated:

One of the things that I was sort of excited about, and I think when Elise was initially speaking was this idea of sort of speaking to people who are - she called them influencers, but more just like people within certain genres, like you know, I know a woman who has a great network of all like young parents, right, or somebody who's really linked in with the cycling community and sort of, I think if you can get people together who sort of share a common demographic of some sort, whether it's children or exercise you know, you'll really get sort of a critical mass of people who sort of are having a conversation about the things that concern them and I think you can get some really valuable information when you get people who share common concerns together. They can sort of feed off each other in that way and so I'm hopeful that, you know, that's something you'll be able to accomplish.

Mr. Soyring stated:

Yeah, and I think we would like to mix those, so it's not all the cyclists working together at one table and all the environmentalists working over here.

Chair J. Cardillo stated:

I agree, but I do think it's going to be important to have meetings where everybody's, you know, we don't want to just sort of take one set of people, but I do think that there's a comfort that comes from sitting in a room with a bunch of other parents of young children where you maybe sort of will speak up in a way and be able to sort of be like, oh yeah, I share that issue too, which sort of increases comfort and gets maybe more conversation going in a little bit more in depth than just one person in a room of you know.

Mr. Soyring stated:

You're right. There is, there are times where people are a little more shy and would be a little more comfortable if they were around people that maybe are thinking about the same type of subject in the same way, but I think we also want to mix the chairs of those individual committees then get together and say this is what we heard and this is how we feel about these various subjects and everything.

D. Stensaas stated:

I just want to say I think the objective of a successful process would mean that we've brought people together and increased their understanding of each other's role in the community, and in particular since the City is the sponsor of this and the author basically, what the city's role in the community is because I think we've been finding there's a lot of confusion about the city's role as far as land use and development, but, and nobody knows what zoning is, I mean nobody really knows. They watch TV and they think they know what it is, but it's always misrepresented badly on TV, but yeah, more, more understanding of, of what these appointed people do for the city, their important role in developing resources for the Community, developing social capital, and what everybody else does and how we interact with each other.

Mr. Soyring stated:

As you know, it's all interrelated. You know, if you care about keeping the water clear and clean and Lake Superior, it's also important to understand what the transportation policies are and parking policies are because they're going to contribute to the water quality and could harm it, so it's all interrelated and that's why I think it's really important that as David was just saying, there's an appreciation that land use is so interrelated with so many other subjects and so maybe there will be a better appreciation and understanding of people's different viewpoints that they don't just see them as an environmentalist that's

always talking about saving trees and water, but to save the water and the trees, sometimes you have to have some good development that helps them pay for the services to make sure they can clean the water and maintain the streets and they sweep the streets, so it's all interrelated. John has a comment, he's gonna jump in. Go ahead, John.

Mr. Iacoangeli stated:

Thanks, Russ, we missed on not introducing the other consultant that's part of our team and it's because she's not on the Teams. That's Elise Crafts, and Elise is a community engagement specialist and she's the one that is putting together the process for the survey, the open house, the community listening sessions, and the pop-up events, and unfortunately Elise went to Florida to attend a wedding and when she came back, she brought back COVID with her. So, she's been pretty much out of sorts for the last few days and that's why she's not on the Teams meeting. But she is very engaging and she's kind of the air traffic controller for our community engagement process.

Mr. Soyering stated:

Yeah, and I think this is an important part because without that good community engagement, this plan can't go forward, so we're spending all the effort in these three, four months on community engagement to make sure that we have an understanding of the basis of what people value in this community and what's important and we need to get that information to us so we can then help develop those common themes that are gonna be generated and that can be kind of the basis for helping to write the Master Plan. What are the critical issues that Marquette needs to address? This is important for us as consultants so that we understand really what, what is really out there that, that can't be ignored, that we need to address. So, does anybody want to chime in on that?

N. Frischkorn stated:

I think perhaps the most critical issue facing Marquette right now is affordable housing. It's, there's a major lack of housing in general and affordable housing is you know, it's at a crisis really, so to me that would be the number one issue that Marquette needs to address.

W. Premeau stated:

When this is all done, are we really gonna listen to the people or are a couple people gonna control everything and decide what they're gonna do? Because you can spend thousands of hours just having people get together and then one or two people turn out the final Master Plan based on what they think. It's happened many times.

Mr. Soyering stated:

Well, in the experience of what I've done in the past, that will not happen and I know from the planning efforts that have been done in the past with Beckett & Raeder, it's certainly is not going to be the case where you have like some power brokers of the community calling on the shots. That certainly is not gonna happen and the best way you can assure that is to ask of the community and getting that input and then basing the plan on the input from the citizens.

S. Mittlefehldt stated:

One thing I hear a lot, and I actually saw a bumper sticker of this now is "Don't Traverse City My Marquette", or don't turn Marquette into Traverse City. I've never been to Traverse City, so I don't really know what that means, but I think it means is a combination of things, and like Commissioner Frischkorn said, affordable housing and making a community where the people who work here can actually afford to live here. But I think also the Lakeshore, we had a packed room and a packed hallway the other night in here when there was a proposal about Lakeshore development. And in our current, I think its Amendment J to our current Master Plan, we call for a Lakeshore Boulevard Corridor study and I know that might be a

separate endeavor, but I do think some intentional conversation about our front porch, what the gateway to our community really is - Lakeshore Boulevard and the surrounding area. So, I definitely think that is something we heard from a lot of people at several meetings, but especially our most recent meeting, so I think some attention to the Lakeshore and making sure that it remains accessible to the people who live here.

Mr. Soyering stated:

That's a good point and there's a lot of competing interests when we do planning and obviously we had mentioned housing, that we need more housing and, but where's that housing gonna take place, that's a separate question, right, and how are we gonna provide that and what's the character of that development so it fits in nicely into the community. We have to work together on these different components and the Lakeshore is very special for not only the residents, but why a lot of people come into Marquette and just because it's so beautiful, and it's so important that you visually can see it and you can touch it and sense it and that's a critical part. And I sense that from the conversations that I've had with people in Marquette that it's critically important, but how also do you have development in town that can provide more housing, or maybe more economic development for good jobs to keep people here, and how do you get that development that can provide the taxes to help pay for that waterfront property that you have, because you still need to maintain it. But how does Marquette pay for all those parks that you have along that waterfront that you have. Marquette has done a really great job, but now how do you pay for that. So that's what this plan is gonna help to address, affordable housing and how do you preserve that, that porch front, was that what you called it?

S. Mittlefehldt stated:

Yeah, that was from a 1999 task force that was planning Lakeshore development and they said it's no longer our backyard, where we put our industrial waste and industrial activity, it's now the community's front porch.

Mr. Soyering stated:

Yeah, I love the concept. Any other comments, what critical issues that are out there?

D. Stensaas stated:

I'll just comment on that last thing you said, the interrelations between economic development and housing. In our 2018 Plan update, we frame it as housing affordability, not affordable housing, because the affordability thing addresses the gap between what housing costs and what people earn and can afford. And it is a lot about what people earn, not necessarily all about how housing costs have increased because of building materials or the lack of homes, the downturn in building that followed the subprime mortgage scandal recession of the mid-2000s, so economic development and wages have a lot to do with if people can afford housing.

Mr. Soyering stated:

I'd like to think about it's affordable living too because this affordable housing, it's how you transport yourself around even if you're an isolated site, if the housing is affordable but your transportation costs are so high that it makes it difficult as well.

D. Fetter stated:

I guess I'll add onto that, is public transportation, as we try to increase housing we work with local you know, not just within the city, we're only so limited as to the amount of land we have, so how do we allow for people to be able to work in the city, live outside the city or vice versa and also with our tourist season, being able to make sure that vehicles aren't what's coming to the city mostly is people, because vehicles aren't overpopulating, so public transportation, but within the certain communities as well.

Mr. Soyering stated:

Yeah, I sense that is a big issue and I would think there's opportunities obviously for, to get people around and maybe you know, maybe more environmentally friendly way with different you know, by supporting different ideas, but it sounds like this community really embraces bicycling and walking and then how do you, how do you support that so you don't have to have so many vehicles on the street and so the land use, I've always thought this was a good, good statement. The best transportation plan is your land use plan. If you have a really good land use plan with development patterns that lend itself really nicely to various transportation options, then you helped address all the automobile, traffic congestion. So, I think Marquette has a lot of really beautiful, wonderful walkable areas, but then there are areas that you really need to be driving to get your daily needs and then that's generating a lot of traffic, so. Any other critical issues?

W. Premeau stated:

One thing I think that has to be remembered is Marquette doesn't have a whole lot of land that you can develop, and we have almost zero industrial-zoned land. So, I don't even know where you could put it. It's very limited in size.

Mr. Soyering stated:

So your point is that there is insufficient areas zoned for industry?

W. Premeau stated:

Well, it definitely is [insufficient] but again we don't have a lot of land that's open anymore. Pretty limited, Marquette's this little chunk of land, landlocked by townships, so we can't do a lot of things, and not a lot of area you can open up for housing.

Mr. Soyering said we'll take that into consideration.

S. Mittlefehldt stated yeah, I think a few months ago the City Commission passed a resolution for having a statement on Climate Action and the city you know, taking a more proactive approach in all sorts of development and I know in the 2015 Master Plan, there's kind of a tiny mention of climate change and I know like Spear Watershed Partnership has done a lot of work on their own kind of trying to do community and of course CATF, the Climate Adaption Task Force has done some work. But I think it would be really great if we had it woven through the Master Plan. I mean, I assume there's sort of like an architecture of the plan, right, like last year's plan, there's chapter 4 Demographics and Housing you know, Transportation, Community Services, Natural Environment, right. Is that kind of the standard, I imagine like the architecture would be probably similar. But it would be cool if we could have themes that like would run throughout out or maybe we haven't decided an architecture, maybe you blew up the whole thing and it's up for grabs. But I assume there's, there is kind of like an architecture of these plans and I think it would be cool to have themes like climate change, like affordability in its many different facets like woven throughout these different sections.

Mr. Soyering stated:

Well, we haven't written the plan and we, and I don't expect that we will do a very traditional plan for Marquette. I think we're gonna do one that is really custom.

S. Mittlefehldt said great, yeah let's blow this thing up.

Mr. Soyering stated:

I think there's ways you can structure a plan that will be more meaningful that you understand the

interconnection with all different issues than having isolated chapters and then the readers have to figure out how they relate. I think the interrelationship of these different themes has to be kind of knitted together to a plan and there's ways to do that graphically and verbally through the text.

Mr. Brady stated yeah, I will just add that you kind of hit the nail right on the head. The Master Plan architecture follows a somewhat predictable pattern. You're always gonna see a chapter on housing, transportation, on land use, but at Beckett & Raeder there are two important themes that we found don't fit that architecture very well, climate action being one and then equity being another one. Those are two elements that don't fit well onto that normal architecture, so what we've done in the past is woven that right into the standard architecture by using callout boxes where green symbolizes climate action, so as you're reading about housing, as you're reading about transportation, all the subjects, this green box on the side says climate action applies and here's how these two things connect; or a purple box showing here's how equity connects to this. So, as you're reading about housing or as you're reading about transportation, you're seeing all of these interconnected threads graphically, visually, as Russ mentioned with all that connecting text as well.

Mr. Soyering asked about any other critical issues.

Mr. Iacoangeli said that he would like to ask the Steering Committee, who have a great representation of the overall greater Marquette community, what they think some of the priorities are or issues since we have a majority of the Steering Committee with us this evening. Well, let me give you some examples what, what we're looking for. For example, with two or three exceptions, my understanding is that all universities and colleges state funded have lost enrollment. Enrollment to some degree is a function of the courses that are offered by the university, but also a function of the location of the university and the amenities that the students will get to participate in if they become a student at that university. So, I would really you know, it'd be interesting to hear from the representative from Northern Michigan about what their student enrollment is, what some of the issues they're facing that the city Master Plan strategically can help address. Other issues, you have community health, they have physicians, they have nurses, medical assistants and technology people. Are they able to recruit sufficient numbers of professionals to the community or is there some barrier that we need to know about? I don't know what the student enrollment is for the public school system. Are there issues that strategically we need to think about as well? And then also we can't just plan for the city in a vacuum, we have to have an understanding of what's going on in the greater Marquette area. The city may not provide affordable housing, but maybe affordable housing is provided in Marquette Township. So that's a discussion. And I know Carl Lindquist is in the audience, and I worked with Carl before, he's got a great understanding of what's going on relative to the various watersheds that impact the city. I'd like to hear from Carl if there's any significant issues that we need to be aware of.

Jim Thams, Director of Facilities at NMU, stated:

I've been in my position about 25 years and over that time we've had a really good relationship with the City and one of the things that is important for us is making sure that the Master Plan that we have complements the Plan that the city has and vice versa. One of the things that John talked about was declining enrollment and he's correct, all universities are facing that. One of the challenges that we have, and it was talked about tonight is, is housing. A lot of the housing in the city is, is student housing. It's not student housing per se, but there's a lot of students who reside within the city. So that would be one thing. How things develop around our campus, it affects the city, so that's important to us. Transportation of course is important. I think Dave's gonna talk briefly about other issues.

Dave Nyberg, NMU's Executive Director of Business Engagement and Economic Development, stated:

Just kind of building off of what Jim said about the campus Master Plan and the capital projects that are

planned in that document, intending to blend in nicely with the community Master Plan of Marquette. One thing that many of you are familiar with that the NMU Foundation has worked on for the last year along with the City and economic development partners who are in this room and private sector partners as well, putting a coalition together to explore a solution for rehabilitation of the former hospital site adjacent to campus, which is a 23 acre site right smack dab in the middle of three neighborhoods and the NMU campus. And so, we were really excited to celebrate the closure of the purchase and sale agreement with UP Health System Marquette last month, which is a critical milestone that represents the completion of a variety of milestones that basically are moving forward with demolition of that complex, and incorporated into that process has been economic feasibility or economic viability of mixed use development that will serve the community well, including a wide blend of housing and other amenities that benefit the neighborhood and community at large as well as NMU's campus, while also incorporating that in the NMU campus Master Plan.

When the Foundation, the board of trustees, put out a request for qualifications for a master developer partner, that was a key element and so what we got back in the qualified proposal, with the proposal that was qualified by the NMU board, our foundation or was a visioning document or a blocking plan that showed blended transitions between those neighborhoods and the campus, making campus more connected to the Marquette community and the 3rd Street business corridor. So, those are the types of things that I think will fit very nicely into the discussion for the update to the community Master Plan, thinking about the vision of how NMU can create pedestrian friendly transitions to those neighborhoods as well as the 3rd Street business corridor, and also address all of these other bigger issues that are at the top of the list for community members in terms of what's important to them for community development, which is housing and childcare and sustainable development on the, of the Lakeshore and things like that. One other thing that's completely different from what I just talked about that I've been involved in a lot of conversations in my role at the university is we're talking about economic development in Marquette and how the university adds value to that conversation. It's focused on the outdoor recreation sector, so thinking about innovations in outdoor recreation as well as tourism and we have some entrepreneurs in the community here that are working closely with the City and others about that long-term vision for how Marquette and the Upper Peninsula as a whole can be a leader in that space. And so, as we're thinking about the Community Master Plan, are we thinking about the electrification of outdoor recreation vehicles and how are we planning for that, how are we gonna incorporate infrastructure that's going to accommodate that transition and consumer products in a way that makes our community attractive in a sustainable way to different types of outdoor recreation tourism that may be of interest to the public in Marquette in the next 10 to 20 years. So, there's a lot to talk about like from the university perspective and those are two things that pop into my mind for Planning Commission and the team at Beckett & Raeder about inputs from them.

Gar Atchinson, CEO of UP Health System Marquette, stated:

Thank you for including me on this. To sort of answer some of the questions that John asked, we are the largest employer in the Upper Peninsula. We service the whole UP for specialty care medicine and consistently take hundreds of transfers a month from other facilities across the UP. It's vitally important to the healthcare in the UP that we're able to attract and retain all levels of employees from you know, high level neurosurgeons and heart surgeons down to having enough EVS workers to clean the facility. So, for us, some of the challenges are, I know this is a county thing, the airport you know, it does make it difficult, but we know to get people to come here, physicians to come here, that we really have to pay attention to what makes Marquette a place people want to live, working on what Dave said, you know, really promoting our outdoor livability.

We lose candidates because of housing scarcity, just all levels of housing. I've lost directors, I've lost physicians, and it's not simply that there's not enough affordable housing, there's not enough housing for people who can pay for it. So that's vitally important to us so we can figure out how to keep Marquette a place, and it's the outdoor environment that allows us to recruit.

I'm not gonna get somebody who wants to have a really nice mall, but the last neurosurgeon we hired had been up here climbing frozen waterfalls, so this guy we've got, right. So, we've got to figure out how we develop and create without losing what makes Marquette the place that certain people want to come and more importantly stay, so those are the big challenges that we've got to figure out. Somehow this Plan has got to involve the townships around us. You know, I have so many employees that live in Negaunee. There's not enough land to have enough housing for the people who want to live here, and university towns tend to have a lot of housing that gets taken off the market for families, divided and rented. I love the university, that's not a dig, but it takes a lot of opportunities away for a nurse to have a house to live in. So labor is a huge challenge in healthcare. I think currently there's about 1,700 or less beds open in Michigan alone due to staffing, so you know, when we have to move incremental things like I'd love to come there but I can't find a house, it makes it even more difficult to keep, keep us at full capacity.

Carl Lindquist, Director of the Superior Watershed Partnership, stated:

I'd like to echo what Sarah said about incorporating climate adaptation into I would assume almost every chapter one way or the other. Over the years, our organization has grown, we work UP-wide, we do a large majority of our work here in Marquette County and especially in the City of Marquette. We have two separate offices now. We have a separate energy office where we run a state program and pay low income heating bills, but also go into low income housing and do weatherization and we do some low income solar, more as demonstration projects. I mention that because everything we've done over the years has kind of evolved to fall under the climate umbrella. That program, the only reason we do it is because it falls under our climate mission. Well, there's many reasons we do it, but that's, that's one of the main reasons we do it. One of our favorite programs is our Great Lakes Conservation Corps. We changed the name of it a few years back just to call it the Great Lakes Climate Corps because my understanding of the projects they were doing in communities and the wilderness areas all around the UP were, including the City of Marquette, were focused on climate change and climate resiliency and climate adaptation. So, we're looking forward to working with you on this Plan. I liked your concept of the little pullouts in each chapter. I could go on and on, but I won't. I think those are my main points. I think that's a good segue for the Climate Adaptation Task Force (CATF) and Emily. Thank you.

Emily Leach, Senior Planner with Marquette County and CATF coordinator, stated:

Most of what I had actually isn't directly related to climate on my list, but it's all related, obviously. The County updated our Master Plan, I think it was adopted last year and we definitely took the approach where we tried to weave other factors throughout it. We just had our annual Planning Michigan conference last week and one of the sessions that was a key thing that I took out is you don't necessarily need to spend a lot of money on a sustainability department, on a sustainability plan, but within your plans incorporate the triple bottom line all throughout. And as a planner, I don't know, some people in this room don't necessarily love plans because they sit on a shelf you know, and obviously we're trying not to do that here, but there are some other items that I don't think have been touched on yet. So, we know affordable housing is an issue, but also on a housing stock side of things, so thinking about aging in place and you know, roofs and all these other issues that are housing stock paths in the city. And then utilities, utility planning, it's you know, kind of a big slap on the back to just have these rate increases just hit you when maybe with some prior planning we wouldn't have to see that all upfront. But I would love to see more coordination with the BLP, but also beyond electricity, water, water utility planning and looking ahead with extreme weather events and what not, our infrastructure will be taxed more, so trying to address that up front even though it's already happening.

Regional public transportation you know, that was discussed, but that's a huge issue countywide, even within the city I know there's you know, efforts to work with Marq-Tran and others, not to *throw them under the bus*, but to strengthen that relationship as well and you know, loops within the city but also regionally and the airport. The County Airport has lots of struggles but there's also a lot of opportunity helping right now with the airport rebranding process. Sawyer in general is really, there are a lot of efforts right now to

boost Sawyer and demo a lot of buildings and redevelop in the area, so just a lot of potential and I mean that affects the city definitely. Homelessness hasn't been discussed, but I think that definitely needs to be on the forefront, it's been on the rise in the city lately. And I know I have more, but just the last thing on my, my list right now is mental health resources and you know, thinking about a city's Master Plan, land use plan, I don't have the you know a great solution for right now that would necessarily fit into a plan, but I think that needs to be weaved throughout, and then you know the drug side of that issue as well. Thank you for the opportunity. I appreciate it and feel pretty passionate about planning. We just went through our big county master plan effort, so I liked hearing all of the ideas that you guys have for your engagement. Those are a lot of things that, that we tried to do and you know, some things we didn't do upfront which I think are really important, that we incorporated years into our process, the county email list I think is huge, obviously social media, the people really like to be able to look back at an email and have those resources. I was curious and I don't know if you can answer this, but for the email blast, where, like who was that coming from because I know personally I get a ton of emails and it's really easy to just kind of look at it and then go through, but is it gonna be like a set email or is it gonna be like someone's name - just kind of curious.

Mr. Soyering stated:

It will generally come from the project website and so we have a bunch of our site set up for this project and so all coordination will kind of come through that channel to maintain just one consistent messaging, one consistent location, so any community engagement efforts that are going on there will also be posted on the website, any opportunities to engage in a survey will not only be linked in the email, but also redirect to the website, so just trying to maintain that one consistent hub. So, if you do miss an email, it'll be on the project website or if you didn't sign up for emails, you can find it on the project website, or for whatever reason you can't navigate to the project website, it's in your email, just trying to maintain that consistency.

Emily Leach asked is this going to be on the city's website, like is it a webpage or a standalone site?

Mr. Soyering said it's linked. I believe it will be linked to the city's webpage, but it's a standalone website.

Emily Leach stated:

Well then that's what we did, there was a standalone page for the County's update. Also, I know you're working on Negaunee Township's Master Plan update, so that's pretty neat that there's that connection too you know, obviously looking at the city alone is important, but the connection to the surrounding areas is also really important. Thank you.

Christopher Germaine, CEO of Lake Superior Community Partnership, stated:

Just a few quick comments from the Partnership perspective. There are three major issues. Most of all, housing is a huge one obviously. It's so bad it's impacted everyone at all levels. You also need to think about it not just from like let's pop a couple of big developments down here, but how do we small scale ADUs, one or two or three-unit housing units, gently intensify areas where it makes sense. Which leads me to the second point which is not something that's simply talked about, but you need financial stability. All of our land use decisions impact that. We really need to think about this in the Plan because we want all this non-taxed public accessible land, but we have to be able to pay for it somewhere. From an economic development perspective, that's an incredibly high quality life, it's incredibly attractive, we're attracting labor and generating investment. We just have to think about it. In my previous job, I worked on dozens of master plans and I can count on one hand the number of times it was actually talked about during these processes. So, it's something that we just need to talk about more often.

The third one just since Marty [Frittante] isn't here, population decline is really our biggest threat to economic development. We all want to be here, right, we don't understand why no one else is here. But the reality is there's a lot of people who just for whatever reason don't want to be here and we have to find

ways to combat that. The state as a whole is obviously facing that, but we're facing it more here in the UP as well, so quality of life in creating that housing and that type of attractive place will help with that. But just keep it in the back of our minds it's incredibly vital. The other thing I wanna say is that I hope the Plan, as we go through it, doesn't become this giant laundry list of things, like become an endless wish list of things. So we really need to think about prioritizing the things that really matter to us, create actual strategies, including our community partners in there. It's really common to have community partners in a hearing like this, but when you get down to the implementation schedule, it's all just given to city staff, or it's all just given to the Planning Commission and the city commission. So, figuring out what things can LSCP staff be of help to you, what can the hospital do, and Northern and all of our other partners, so keeping that in mind as we really get down to the reasonable things is really important. Thanks.

Mr. Iacoangeli stated:

I did just want to jump in briefly to just talk to, on the action plan a little bit and if Elise was here, this is kind of her piece as well. When we get into implementation, drafting the action plan, whatever lists we come up with, we'll be reaching out to community partners and asking for that partnership or that help. And if anyone raises their hand saying we can't provide assistance, it's not gonna be in the action plan because it's just not gonna get done if you don't have those partners. So, if we don't have those voices or those partners in the room who are lending support, who are offering their resources, their expertise, we're just not gonna put it in the action plan.

Tara Lasse-McKinney, Executive Director of the DDA, stated:

I'm probably just going to be echoing a lot of the things that have already been said here tonight. Housing is a very big issue for our downtown businesses and while it's not the dire issue that we had in the last year or two with unemployment levels, many of our businesses have lower than desired employment levels right now. They're cutting back on hours or days of the week that they're open because they don't have enough staff to fully keep their business open as much as they would like, and a lot of that has to do with just not having the people around who want to live here to work in those jobs. So, it is definitely affecting businesses in that respect. Another issue that we're seeing is transportation. You know, regionally and even within the city, we're looking at bus schedules that haven't changed in I don't know how many years, since I've lived here, which has been close to 20 years and it really doesn't reflect the changing makeup of the city. So, focusing on that and working with Marq-Tran or developing other types of transportation around the area I think is really important. And another issue that we're seeing in downtown getting to be more of an issue is the homelessness problem. We're seeing that more and more as of late and just what I'm hearing is that there's more and more pressure on places like Room at the Inn and that they're at capacity right now and that just continues to be an issue for them and for our local community in that whether there's not enough resources to help them out elsewhere. But that is definitely an issue for sure.

Stephanie Jones, with Select Realty, stated:

I feel that everyone has said the word housing, so I feel that I am compelled to speak. I get a little anxious when everyone says housing affordability when it's almost like we should be saying attainable housing. There is nothing the City can do to create affordable housing. The City cannot control the cost of what it is to build a house. The City can do things and the ad hoc housing affordability committee that Wayne and I were on had a whole lot of resources and I know that you will have that and hopefully will be able to move that work forward. This is a problem nationwide and we can do some things, but one of the things that I'd like to highlight for all people is that when homes are built, it is not everyone from outside the area coming and buying those homes. When we have 40 homes that are all over \$400,000, there are people in houses in Marquette that are \$300,000 that buy those houses, and those \$300,000 houses can be purchased by local people. So that domino effect happens, and it opens up homes and that opens up cheaper homes for locals. So, we need to kind of teach economics to our locals as well and I think we

need to kind of educate people as we go through this whole process on how it all works. And that needs to be a little bit of what we're doing, so hopefully we can continue on with that process when we talk about housing attainability, but there's nothing we can do to lower the cost of wood or to make the supplies needed to build a house more affordable.

Jon Swenson, Director of Community Services for the City of Marquette, stated:

I have the privilege of overseeing three divisions, Parks and Recreation, Arts and Culture, and the Senior Center, or Senior Services. I think that we've talked about a lot of amazing things tonight that are gonna be challenging and interesting as we work through. I can say, Commissioner Mittlefehldt, that saying we used to turn our backs on the waterfront and I think that that is a huge piece, so you know, historically Marquette was founded because we had access to this land from the lake and it was a very industrial place and we see the remnants of that along our waterfront. And then we did turn around and realize what an asset that we have right there, so I challenge anybody to take a look and drive the entire lakefront of our community and count the number of buildings, whether they be dwellings or businesses that are between the road and the lake and there really aren't that many. I think we've done a fantastic job of capitalizing on the resource that we have, so we have the most majestic lake that I know of with the rock above that's rising up out of it, and that's an attraction for a lot of folks to come here and to see this place and it's also an attraction for a lot of the people in this room to prove people that come, so there's challenges in how we make that attainable.

From a recreation standpoint, I think the city has done a fantastic job of putting those things out there, making sure that we have the necessary lands set aside for recreation. And when you look into the recreation master plan, it really kind of speaks on how we keep what we have and maintain what we have and still address you know, the needs of the community, so weaving those into the plan will be important. You know, from an arts and culture standpoint, we have come a long way over the years in nurturing that culture within our community. It's very important again for anybody recruiting students, employers, people coming to live here, those pieces are huge. How do we encourage events that get our residents to want to see and that keep them captivated and interested and you know, how do we continue to encourage public art within the spaces, and how do we weave this through the plan - that's a question that I have - how do we weave this throughout the entire city Master Plan? That's important.

And then, with senior services, we're really seeing a lot of our population starting to age. We're seeing a lot more retirees and with that comes a lot of challenges. The seniors of today that we're seeing coming in to the center are not the seniors that we saw in the years past, so they have different needs, wants, and interests. They want to be active, they want to be able to go hiking, they want to see the resources, they want to have theater experiences, they want to have all these types of cultural experiences and you know, they're existing and navigating in a winter city that is challenging for the whole community, so the accessibility side of things is a challenge. But again, to hit on a lot of the themes that we've heard tonight, with seniors we're starting to see a difficulty for them to keep and maintain housing and to afford that housing. So that challenge is throughout the spectrum. I would say, without a doubt, we're starting to see drastic increases in our in-home services, so the services that we provide as we go out to the seniors' homes to try and keep them in their homes and keep their quality of life up, so we're seeing more and more of those. And we serve folks not just in the City of Marquette, but in some surrounding townships too, so it's a problem across the spectrum, so I welcome the efforts of trying to bring all the surrounding townships together on this and we've got a lot of challenges. But this is gonna be a fun process, so thanks.

D. Stachewicz, Community Development Director, stated:

I thought it would just be appropriate to let the Planning Commission and steering committee know of the discussions that Dave and I have had with the consultants about some of the things that we see as being very important in this plan. For myself, I think Marquette has been extremely successful, there's no doubt about it. Since where we started 20 years ago, we worked on the last plan with Beckett & Raeder, a lot of those things have become accomplished and with that success brings more and more challenges.

As Wayne had mentioned, we're constricted geographically, okay, so that, that starts to beg the discussion of infill projects. And what do infill projects bring? Mad people, and now you have to go up because you can't go out, right? So how do we set the stage to get people educated and understanding that you're constrained within those boundaries and you want to be respectful of climate change and you want to be respectful of the environment, there are some things that you're gonna have to do to grow that's going to be outside of the norm for what people are used to in a small community like this. I have had discussions with the consultant team that I think we are at a very challenging point with regards to our social carrying capacity in the city when it comes to tourism. And I think a lot of that has come from the post-pandemic. You know, it used to be we were a little bit of a popular place and then the pandemic happened, and the Governor shut down downstate and opened up the UP and everybody found Marquette. I know Travel Marquette has done kind of a tourism plan and they have coordinated with us at the City, but I think for the sake of the residents that are here and the things that Dave and Andrea and I and the City Manager deal with on a daily basis as well as folks in the neighborhoods, the short-term rental issues we've had and so on and so forth, have brought it to a point where we really need to have that discussion about future planning for the community in terms of that social carrying capacity and what level is becoming acceptable for the folks that live here versus the folks that come here. I think that's a big discussion that needs to be had. We had a conversation with Russ and Rowan today, particularly leanings towards economic development which is generally not something that's always in the wheelhouse of the Planning Commission. But there are some really cool opportunities that I think we need to look at that aren't your traditional mineral extraction activities or whatnot. You folks have dealt with planning a new development for that Shophouse Park concept by Mr. Ollila, for recreation innovation. We need to start thinking about our land use policies and championing some of those efforts forward as we transition into more of a common view like that based on innovation. So those are kind of like the big ones that I threw out there for the consultant team, so now everybody's kind of aware of it. Thank you.

Carl Lindquist stated:

I hate to be the one that speaks twice, but I came to the Planning Commission and didn't talk about planning. So, we also have a team of planners, and I don't know if John's still on, but we do have state-approved large management plans for the watersheds and the City of Marquette. We have climate plans we've developed. But over the years, we've moved away from planning and we are really focused on implementation. But all of our planners and those documents are available, so I want to talk about planning. We also have a grant writing team and we work closely with Dennis and his team to identify funding to help implement projects in the city, including moving Lakeshore Boulevard and, and now the final phase is restoring almost a mile of shoreline to a living shoreline and for the first time in almost a century, people will have access to the water again instead of boulders the size of refrigerators blocking the shoreline. So, I mentioned planning, I mentioned funding and grant writing and we're happy to assist with, and then lastly I want to follow on Dennis's comment about sustainable tourism. That's another area we work on. That's where our Great Lake Climate Corps works and this summer we had a record summer staff, 40 climate corps members and that's what they're working on. They're addressing these problems caused by this influx of tourism, not only in Marquette and Marquette County, but UP-wide, we're seeing and all predictions show that it's not going to abate anytime soon. It's only going to increase, the amount of tourists coming in. So that can be a good thing and we're happy to work with everybody on sustainable tourism, but right now we've got a lot of work to do, so I'm really looking forward to it. Thanks.

Ms. Leach stated:

Just real quick, one thing that hasn't been mentioned is electric vehicle infrastructure planning, so to tie in with most everything else that I think should be looked at, because that shift is happening quick and hard.

Mr. Soyering asked the PC and committee members what Marquette has done really well, and what do people cherish about Marquette that they really want to protect and not lose.

N. Williams stated:

Well outdoor recreation and the ability to have forest land within the city, like the initial reason why I got onto the Planning Commission, or why I was inspired to, I was cross country skiing at the fit strip. When you look at a map of the city, there's this block of forested land with houses surrounding it and from what I understand, the people who have houses that about the fit strip, it's like having a house on a lake or on a golf course, it's very desirable. And that is a very vulnerable piece of land in my opinion and I'm really passionate about protecting our forest lands and our outdoor recreation open spaces.

S. Mittlefehldt stated:

Just kind of piggybacking off Commissioner Williams, I think Frederick Olmstead maybe said it best when he came and looked at Presque Isle in the late 1800s and said you know, people who were talking what should we do here, how should we improve this and make this beautiful like Central Park in New York City and he said don't do anything, it's beautiful as it is. And we I think are very fortunate to have places like intact forest in the community and our shoreline and the natural environment that allow...one thing I was gonna say is actually, did not relate to the environment, but I think that physical environment allows us to develop social capital. All of us have different backgrounds and you know, we're all volunteers, but the ability for people to get engaged in our community maybe because they're inspired about protecting a forest or the shore or whatever it is, but what I think is one of our greatest assets is our accessibility and when we have such craziness happening in our national dialogue, the fact that I can be in meetings with people I don't necessarily agree with all their political ideas, but like Marquette makes it easy for us to understand where our neighbors are coming from and I think part of it has to do with the physical environment that we all cherish, whether it be for an ATV ride or hunting or skiing or cycling. I think that natural environment does lay the literal foundations of our ability to have a strong civic culture. And so, I think, that's why my question was about what's our engagement process, because I think that is our greatest asset honestly.

J. Cardillo stated:

I completely agree. When I moved here, the thing for me moving from a much larger city was that it had all of this beauty, but you know there was a city, it was a culture, and so to be able to have both of those things is to me just the thing that makes it a magical place. Like you can go to museums and art shows and you know, the level of culture and that's due to the university and the hospital and just the density of the downtown and then five minutes you know, you're on the fit strip. I think that's a huge piece that everybody values about Marquette and I don't want to lose that.

This is kind of off topic, but there's something I wanted to bring up because I know you're gonna be doing a lot of research based on these comments and it's under the umbrella of housing that everybody's touched on which we know is a huge piece. We know we can't change the cost of housing, but you know, that's not in our jurisdiction, but we do know and we have already done a lot of things to try to make it easier to do ADUs, do more duplexes you know, all of these things that we, that are within our power and we know that a huge piece of that is gonna be having more rentals. And then as Dennis said you know, we're the ones that get the angry voices as well. When people wanted to build a simple duplex we saw that residents who have lived here a long time, single-family homeowners, just violently against it. So, we all know from looking at it from above that renting is a huge piece of this, right. I think this falls sort of under that equity piece of it, is to really understand what are the rights of renters and the responsibility of renters? What are the rights of landlords and what is the responsibility of landlords? And what are the rights of me as a neighbor and what are my responsibilities as a neighbor and I'm wondering if that's something you can sort of help us to understand and that we can then sort of think about holistically so that as we are encouraging our community to be more inclusive of rentals, that we can really have an understanding of what are our needs and goals, what are our rights and responsibilities of each tier of this and I'm hopeful that you know, I

think any of you can be a big piece of maybe helping us with this because it's always the students that get complained about and we know that they're vital pieces of our community and that they have every right to be here and they deserve to be here. But how can we be a partner in this and then how can our real estate friends help people who are moving in as renters, landlords, neighbors understand what their rights and responsibilities are. So I'm hoping that there's a way that that can be part of this community Master Plan so that as we're promoting increased types of housing, and we can do this in a way that doesn't make people feel helpless, because that's the vibe I've gotten from people sitting here - that there's a sense of helplessness sometimes for people as a result of renters, that they don't know where they fit into that.

Mr. Soyering stated:

I think that a critical part of the growth of a community is the sensitivity of new development and housing, what kind of form does it take. How you serve a bologna sandwich makes a big difference how well it tastes and, and I think with housing, there's subtle things that you can do. And the Master Plan won't really get into it, there's going to be a zoning plan that goes with it, so it will help to instruct how the zoning code could change. In terms of housing, there are some subtle things that can be done that can affect the cost of housing. What are the parking requirements, you could eliminate parking requirement, that might be one way to reduce the cost of housing. It might reduce the lot size. You might reduce the dwelling size and those types of changes can make a difference.

In terms of the resistance of having more housing...Marquette has done some form-based codes in the lower harbor area downtown and on North 3rd Street, and if the buildings look like buildings that are similar to homes and dwellings in an area, you can build additional housing, duplexes and triplexes that look just like the single-family homes and you don't even notice that those homes are existing in the neighborhood. We're just looking at the 1950 Master Plan for Marquette, Dave just gave us, and in there it's surprising, a lot of duplexes and triplexes are in there, that's part of a pattern of development that's in Marquette and I think there's resistance perhaps to do that again, but you've had it traditionally for so many years. Do you have maintenance codes in Marquette?...I'm not really sure. And I don't know how stringent they are, but I think that's, that's an area that you'll really want to get into...often some of the more poorly maintained homes are the owner-occupied homes. A lot of people think, they just assume it's a rental home. I did that in another community where I went out with my staff and I said let's pick out the rental homes and the owner occupied homes and we were wrong about 75% of the time. Often it was the owner-occupied homes that were really the problems, but people just go down the street saying yep, that's a rental property, but it might be an owner occupied property. So, the maintenance code is really important and it looks like, Rowan, you had something to say here.

Mr. Brady stated:

I think on your piece on how do we massage these relationships between renters and owners, a big part of community engagement that we haven't touched on a lot tonight is the education component. You know, community engagement is not only getting feedback, but, but providing context for that feedback as well. Often, when I work in a community or all across the state and the communities I work in, they say why aren't people 20 to 30 buying homes in our community. Someone 20 to 30 cannot buy a home right now. And so, like reframing that context, a question I really like is where are your kids living now, are your kids renting or owning a home and do you want your kids to be able to have the ability to move back if they want, and if so we need to make sure that the housing units or housing stock matches their needs. I lived in Ann Arbor for 5 or 6 years, I lived in a rental unit and a duplex next to a bunch of homeowners and it got a little contentious. I was in class all day Monday and I couldn't bring the garbage cans in. I got notes yelling at me to bring my garbage cans in and I just eventually had to go to them and said I can't do this. Can you bring them in for me Monday and I'll take your cans out Sunday if you bring them in for me on Monday and that really helped manage that relationship between the renters and owners. The trouble with student housing is it's often a new person in a unit every single year, those units change over really frequently, so you know, one thing I pushed for a lot in Ann Arbor is, is having a document for students

especially, kind of outlining the rules and regulations of rental units. I didn't know I was supposed to bring my garbage cans in 12 hours after the garbage window closed, I had no idea, and I got a massive fine that I was pretty upset with. But just through dialogue and a lot of those kind of relationships and managing rental owners specifically can be addressed through those conversations. And that all comes back to that education piece through community engagement.

J. Cardillo stated:

I know that's a huge piece of it and I do want to be clear, I think it should be there to protect and give rights to both sides, so that you don't have the renters being taken advantage of. It would then increase the amount of landlords in the community and so that you know, and I love that idea, that's why I sort of think wouldn't it be great if NMU were a partner in this and did a tutorial. Hey, for people renting apartments, here's a community paper, and telling community members conversation is the best first step towards resolving your issues and then kind of outlining that if it gets out of control, here's maybe what we can do. But just again, it's just so that people don't feel helpless, so that people know what their rights are and they know what their responsibilities are, I think that's, that's a really good strategy. But I don't know what we have in the books, so maybe just understanding that might be an important piece of it.

D. Stensaas stated:

I was hoping somebody from the Planning Commission would answer that question on "what have we really done well" by replying with "zoning". I think we've have, and I would ask the consultants for their opinion, but I think we've been doing just about everything that we can do with trying to create housing conditions for property owners, making it easier for small investors to invest and reducing procedural requirements that are unnecessary. We've done everything from reducing lot sizes - not once or twice, but sometimes three times - increased heights of buildings, reduced site plan procedures. We've done a lot of work with, we've made hundreds of changes with zoning districts, implementing a lot more mixed use and creating a lot of other districts that made more sense, like the district where NMU is, it used to just be those buildings were in residential districts, now they're in Civic districts specific to county and federal and other state agencies and it goes on. There are so many things there and I'm not just saying this to pat ourselves on the back, but one of the things you come around to is talking about parking. We've reduced parking standards or eliminated parking standards in large part for retail and office uses across the city, there's almost no standards, and increased landscaping standards. But I think parking is the bane of planning. This is one of the things that prevents us in so many ways from achieving a more aesthetically pleasing place and a more functionally pleasing place.

While we're talking about this, a big issue for the Planning Commission and your steering committee, is this idea of making duplexes a use by right, we've talked about some ideas on that, maybe corner lots in some of these neighborhoods. We've created in our Master Plan for our land use recommendations to have nodes, they're on the future land use map. We've identified nodes where we believe mixed uses are appropriate so if somebody came with a rezoning request to turn that from residential to mixed use, that makes sense and would comply with the recommendations of the master plan and then it would be easy to rezone, it would be compatible. But that parking thing keeps coming back as one of our biggest problems, because duplexes as you know, you can have four adult renters in a duplex, so on a small 50-foot lot which now only has to be 6,000 square feet for a duplex - it started out as 9,000, now it's 6,000 square feet for a duplex - you can have eight renters in that house. And when it's on a 50-foot lot and it is a small parcel like a 6,500 square foot lot, the impact of the parking in that neighborhood from that property is significant and when there's six of them in a row, and we have streets like that, that has a tremendous change in the character of the neighborhood. And that causes our staff immense issues. And the DDA deals with it with businesses. It's just an outsized issue, it creates so much more work for us than, and it prevents us from taking next steps, but you know, we did, the Planning Commission did implement accessory dwelling units as a use by right, so that duplex conversation is a big one and that's one I think almost needs a special community listening session or something just on duplexes, triplexes, how we can incorporate more of that

missing middle housing in a way that people are going to accept.

Mr. Soyering stated:

If you have other comments on what things do we need to preserve and enhance and hold on to... But I do want to say that I was investigating into the Marquette planning and the zoning code, I was looking for what might be missing there, and I have to say I was very impressed with what I saw, there's so much great content in the existing plan. It's just that it's really hard to find because there are so many pages. But then I looked at the zoning code, seeing if the zoning code was tough to implement that vision for the plan, and a lot of it is in there. I'll mention something I found to very good, and it's very difficult to do, and that is allow for accessory dwelling units and you have already done that and some communities are just so fearful of that. But we've already done that and that's really great. The other thing that really stuck out and there's a number of things, but I'll just mention two. The other one is allowing for home occupations to have an outside employee. That's huge. And I really find that to be really remarkable that you've achieved that because there's usually so much resistance for home occupations with any traffic and an additional person, but with the changing of our economy and everything, I think that's critically important.

Affordable housing, that you had mentioned, the rights between owners and tenants, one of the best ways to do it is through that accessory dwelling unit where the owner lives there and monitors the activity of the renter, and I think that really builds a really good relationship that can be long lasting and I think it can go beyond that with other types of housing to have that type of relationship. And it doesn't mean that government has to come help to maintain those properties, that has already been done just by the property owner himself, making sure that the tenant's taking care of things and often in return, the tenant is helping shovel the sidewalk, shovel the driveway, and, and there's a good symbiotic relationship so allowing that in town is huge. I think you've done really well, those are the type of things you've done really well. Is there anything else that you want to hold onto, like is there a precious building or building type, or another resource besides the lakeshore and having the legacy of wild forested rural lands next to Marquette?

N. Williams stated:

I would mention trails as a big ideal in town. You know, we've had some property transactions lately that have brought up some of the concerns with losing some trails, but our primary trail builders are maintaining good repair of the trail network and they have a trails master plan that the city has done a lot of work hand in hand with them and helping accomplish some of those things on city property, even working with some private developers, the City and the NTN have worked together with private developers, working on how we can conserve some of the land in South Marquette while also doing trail relocations in some cases to accomplish that. With the campground that opened in South Marquette a few years ago, there were some trail locations there, so it's a good partnership. But it's one of those things, there's got to be a healthy balance between building more trails and the reality that there's private land that's usually used by consent only, and then the city's rural, and the BLP as one of the big landowners in the city facilitating those uses. But that's something people here cherish too, and it's been an economic asset and a recreation asset that is really unique to this part of the world. I mean, we've got a number of miles of groomed snow bike trails here in this area, and I think it's probably exceeds the per capita amount of trails anywhere else in the country.

Ms.Lasse-McKinney stated:

One of the things that I think we've done well as a community is really embrace our history and honor that and I think one of the ways that we do that is also within our historic downtown and our really great buildings, basically our sandstone buildings, but we do have a lot of really great buildings and I do think that you mentioned things that need to be preserved and honored and things like that, I think that's definitely one of the things we need to keep in mind.

N. Williams asked - has there ever been any official talk about like making downtown a social district?

Ms. Lasse-McKinney stated:

Yes, there has been and we are exploring that. We've actually talked about that a lot internally and we're hoping to explore that more in the winter.

Ms. Leach stated:

Just to balance out the meaning of the trails and NTN trails, the bike-ability within downtown and the bike path is a major asset, the bike lanes are a major asset. But a note on that - maybe more education around that biking on 3rd Street. I see people biking the wrong way in the bike lane. It is very dangerous.

Mr. Germaine stated:

I'll just throw two more quick ones out there. Number one, I think everyone's favorite business in town is likely a locally owned business, and that's something Marquette does incredibly well. Our locally owned businesses are known like regionally and in some cases, nationwide. Since you asked us, Pat Coleman's not here, I'll say winter really is an asset to us, but we don't feel like it today, but it's something that some people really do love here. I mean, there's a lot more we could do to really talk about that.

Mr. Nyberg stated:

Last week, Northern Michigan University celebrated Indigenous Peoples Day and something that's been really important to university leadership and the board and students especially is land acknowledgement, and so I think as we think about trails and the master plan, community master plan, that's something that should be at the forefront of, of all of our work, thinking about how we acknowledge and honor the original people from this area. And there are ways that we can do that in consultation with federally recognized tribal governments. I haven't talked with the Center of Native American Studies about this at Northern, but I'm thinking that there would be people at the university, faculty members and students, that would be really excited about giving their insight on that. So just something that came to mind when I was listening to others speak.

D. Fetter stated:

Regarding reaching out to the community, I heard a lot of good ideas about the e-mail list, but it seemed like there was a lot of hoping that the community will reach out to us instead of us so much reaching out to them. Are we planning at all to utilize social media in any way? There are a lot of different groups, they're not here and I don't know if they're fully represented by the steer-co, but I'm curious if there is future planning for that. And if so, who typically owns that component?

Mr. Brady stated:

Elise Crafts will take the lead on that. What Elise is really great at is finding people who are kind of, Commissioner Cardillo mentioned it a little earlier – like the “influencers” - is the term Elise used, but people who are well-connected in the community, that have a broad reach into all of those groups, so if we can identify those people and leverage their networks as well, that really results in a great community outreach and in getting to those people who aren't traditionally following postings in the paper or you know, flyers from the city, PSAs from the city.

D. Stensaas stated:

Mr. Sedgewick from MAPS left, but I would like to say that we do public schools well here and that MAPS schools are outstanding and that kids in the schools have opportunities that allow them to excel academically. And people do come here for the schools. Maybe we can get student council at the High School to be involved in the process too.

Mr. Soyering stated:

Dave, I think that's a really good idea, getting into the schools to do education about the process is really important because I mean this planning is for them you know, these kids are growing up and that's gonna be their future. On another note on outreach, something we did at the county which was really successful for getting the word out about the survey, were these fun fact Fridays where we kind of gave the community something and asked for them to fill out the survey. I know it was kind of a lot of work going into it to come up with all these different facts, but we made graphics to go with them and posted them on social media and some of them got shared like thousands of times which was awesome because at that point it was just free advertising for the planning effort. So, something to consider.

Pat Coleman, of 45 North and a subconsultant on the project, stated:

Great meeting. So, one of the things I'm really interested in hearing and exploring as part of the Master Plan process is how can we make Marquette a better place to live in the wintertime. Marquette is a four-season city, however, the winter conditions certainly affect everything from transportation to recreation you know, but at the same time it's an asset, and it also can create social isolation for people. It's hard to walk around a street, sometimes it's hard to drive, as we found out today that the first snowplow of the season is always difficult. So what are the kinds of things Marquette can be doing to really make winter an asset, to help us recruit people to the city, to help recruit businesses, and for anybody who's involved in recruitment, that's always been questioned. It's oh, winter is bad, at least everybody says it is, and oftentimes the residents are some of our worst salespeople in terms of their attitude. So, how can we improve that as to residents, how can we make our city a better winter city, so that is winter is not an afterthought as we see so often see in American cities, it's just not something that's considered until oops...we forgot about winter and our architecture and the way we design our streets and roads. So, I don't know if you have any thoughts you'd like to add or throw on the table tonight.

Mr. Soyering stated:

I think we do want to address the changes that are happening in the climate. I've read recently that the average temperature in Marquette between December and February has increased 4.4 degrees and is expected to go even higher. The average snow depth used to be like 22 inches on the ground, it has dropped below 20 inches, down to about 19 inches. Marquette can still celebrate the resources that you have coming out of the sky for several months of the year. I also think that one of the things that, that really gets people excited is the dark sky that you have and the Northern Lights, and I've realized that Marquette does already have the lighting ordinance, another sign of a very progressive community. But I tell you, northern lights are something that is really remarkable that a lot of people in their life have never seen it and when they do see it, it's quite memorable and so those are some things you'd be able to see more in the winter months as well.

So, we got like three questions here. What makes a successful process? And I certainly heard a very, very robust ample engagement that it's reaching out into the community on the grounds where people feel good and comfortable, where we meet them instead of asking them to come to us is really important and we should try all different sorts of ways to engage them and certainly we had planned that it's so critically important for a good plan, that public engagement piece, so we can't really move ahead without that. In the next few months, we will be focused on public engagement. This session tonight is going to help us form that community survey that we'll be asking the public what they think, so that's why we were asking you some of these questions so we can create a better survey. We'll have opportunities for the steering committee to see did we hit it right, are these the right questions to ask?

The survey has to be relatively short to keep their attention span, but they have to be the right questions that make people want to answer all the questions. Some of the critical issues you've made clear what we need to do and that's gonna be helpful, but also to ask the type of questions in the survey and what you you've done well, that will be helpful with the survey type of questions because we don't want to miss

what's really important for, for the residents and the stakeholders of this community, we want to make sure that we touch upon those. And I think it was really, really beneficial that the steering committee, some of the answers that you gave is very beneficial. So we didn't really have anything else beyond that at this point.

We're really looking forward to working with you guys. We want this to be a great plan, that people know about the plan and they see where our plan is to keep it short, not to have a really long plan, eighty pages maximum, be filled with graphics and photographs and light on the text. But there will be a lot of analysis that will be done that will be in an appendix, so if you want additional information, you can find it in there. But we want to make sure that the vision stands up clearly and that people can cite what's really important, the guiding principles for future development in Marquette, and that we want people to communicate that on the street and to be very knowledgeable of the content of that.

So, we're going to be very thoughtful about what kind of words we put in writing - concisely - that is probably gonna be our biggest challenge because you have so many good ideas and it's already in the master plan. Maybe we'll have some additional ideas after we get into the community surveys and the public engagement that will tell us what the changing themes are for Marquette, to make sure that we hit those important aspects of the community. So, thank you for listening to us and thank you for the engagement tonight and we appreciate it very much.

D. Stensaas stated:

One important thing I think should be said right now, on the Teams meeting we have Pablo Majano from the MEDC, and the MEDC has helped to fund our master plan process, but also Marquette has been chosen as one of two communities in the state to develop resiliency plans and if I understand this right, the state is going to use our experiences here to help create model plans for other communities to use to create their own resiliency plans within an understood framework that we'll help them create through our process. And this is going on parallel to this master plan process and it is also going to have a committee that's more or less a steering committee. Some of the same people will be on that, but there are different people representing some of the same interests on that committee, so that will be good.

That will deal very specifically with some of the economic and environmental, and other topics that we need to confront and create plans for so that we are resilient in the face of some of the huge changes that are happening like the climate changes, and certainly we'll be addressing everything that has been brought up tonight, including the infrastructure, at the same time with these two projects.

The City is also working on a "Smart Cities" project that's just started, so we've got our fingers in a lot of planning and hopefully all these things tie together and we can bring these things into the master plan. Certainly, the resiliency plan is going to be directly woven into the master plan. We really don't know how the smart cities project is coming along and when it's going to end, but I just wanted to point out that we've got a lot of things to incorporate into this project that we didn't even talk about.

CITIZENS WISHING TO ADDRESS THE COMMISSION ON NON-AGENDA ITEMS

Gisele Duerhing, 240 Foster Creek Dr., Marquette, stated:

I'm here on behalf of a nonprofit called Friends of the Ore Dock Bot-Eco Center. And when you ask tonight "what do we really cherish and what do we want to protect" I put forth the Ore Dock - it's just so obvious, it's in the harbor and is so dear to so many people, the walkability to it is a huge luxury even NMU is within one mile of that and to me that would be an urban planner's dream to turn that into a Community Center. And so I can visit with you some more about that later, but I just want to get that into the minutes. And on winter conditions, part of the plan for this is to have some year-round gardens in there that we feel like would be

very healthy for people when they've done all their snow activities and they just need some green. The closest year-round gardens are a 5-hour drive to Milwaukee, six hours in the winter. So, it's something that is part of that ripple effect of people inspired to be engaged. Thank you.

Geraldine Nault, 1851 N McClellan Ave., stated:

I just wanted to bring up, when you're talking about winter activities, not to forget about the walkers. The city I think does a real good job. I live on the north side of town, and they do a real good job plowing the sidewalks, but I do understand there's some overtime issues and cost containment issues. But don't forget about the walkers. It just is a way for people who don't ski, don't bike, don't snowmobile to get out at a leisurely rate and enjoy some of the trees and surroundings that we have. Thank you.

Margaret Brumm, 404 W. Magnetic St., stated:

It's been an interesting discussion listening to tonight and I have several observations to make that apply to this process and any other process that any Commission in the city ever considers. I would welcome the opportunity to play host to any members of the group that is doing the Master Plan at any time in January, February or March, I'd be happy to share with them a walk on 3rd St down to Front and through there and up Front Street and back to their vehicles, so the Plan, which I have every belief will be state-of-the-art, can be tested against the reality of what the average person in Marquette deals with - getting up in the morning, getting the vehicle started, and getting enough snow out of the driveway so you can go where you have to go and get to where you have to get to. Tonight my big issue is whether I can afford to put the garbage out without it blowing in the road because we're having a terrible windstorm. And I've, I've seen way too many plans, well-intentioned by very, very smart people who do plans everywhere, that don't take into account the challenges of our climate, which are not going to be alleviated by growing plants in the old ore dock, but are going to continue to stress us. So, I would encourage this Commission to invite all the Members that including the people who couldn't make it up here tonight because of the weather, to plan a weekend in January, February or March or a weekday. I'm free at any time and I will host them and walk them down 3rd St and explain what the average person has to deal with maneuvering in this, in this town in these normal days. There's nothing surprising about how difficult it is to get around Marquette, and there's nothing difficult, Commissioner Fetter shared with me that trying to get from Escanaba to Marquette last night should have been an hour drive, took 2 hours and almost killed her because of the weather. And these are the things that I find missing from all of these very lovely discussions. And I don't mean to be negative because I really do want this to work, but I also don't want a plan that is written on paper for a city that doesn't experience the highs and lows of weather that we experience here because that, if it doesn't include that, it's a non-workable plan. And so, I would encourage again, when the people come here that they come during our worst winter, not just for the dog sled races and the other fun events, but just a normal week of getting around in Marquette. And I'm disappointed I'm not on the committee to be able to have direct contact with them. It's one of the drawbacks of having the committees drawn out before people find out they're being drawn up. But I will continue to participate. And as I said, I look forward to this. I think it's going to be a very worthwhile document, but it's got to live in the real world where we live.

COMMISSION AND STAFF COMMENTS

D. Stachewicz stated:

Thank you for being Planning Commissioners. I do not spend a lot of time with you, but I genuinely seriously appreciate the work you do for this Community. But, thanks for being you.

ADJOURNMENT

The meeting was adjourned by Chair J. Cardillo at 8:20 p.m.

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