

# Master Plan for Land Use



## City of Marshall Calhoun County, Michigan 2008



Prepared by  
**City of Marshall  
Planning Commission**

With assistance from  
Birchler Arroyo Associates, Inc.  
[www.birchlerarroyo.com](http://www.birchlerarroyo.com)

## Acknowledgements

### **Marshall City Council**

Bruce R. Smith, Mayor  
Mike Kinter, Mayor Pro-Tem  
James L. Dyer  
Brent A. Williams  
Matt Glaser  
Luanne Miller  
Ron Goodwin

### **City of Marshall Planning Commission**

Alec Allen, Chair  
Tim Banfield, Vice Chair  
Dave Stevenson  
Susan Collins  
Ken Oates  
Keith Mengel  
Kara Wills  
Terry Lake  
James Dyer, Council Liaison

### **City of Marshall Staff**

Christopher Olson, City Manager  
Natalie Dean, Planning & Zoning Administrator  
Mike Hindenhach, Economic Development Manager  
Tom Tarkiewicz, Director of Utilities & Infrastructure  
Carl Fedders, City Engineer  
Phyllis Katz, Receptionist



**Birchler Arroyo Associates, Inc.**

28021 Southfield Road  
Lathrup Village, MI 48076  
[www.birchlearroyo.com](http://www.birchlearroyo.com)



# Master Plan for Land Use

City of Marshall  
Calhoun County,  
Michigan

2008

Prepared by  
City of Marshall Planning Commission

With assistance from  
Birchler Arroyo Associates, Inc.  
[www.birchlerarroyo.com](http://www.birchlerarroyo.com)

“Make no little plans;  
they have no magic to stir  
men's blood and probably  
will themselves not be  
realized. Make big plans;  
aim high in hope and  
work...”

Daniel Burnham



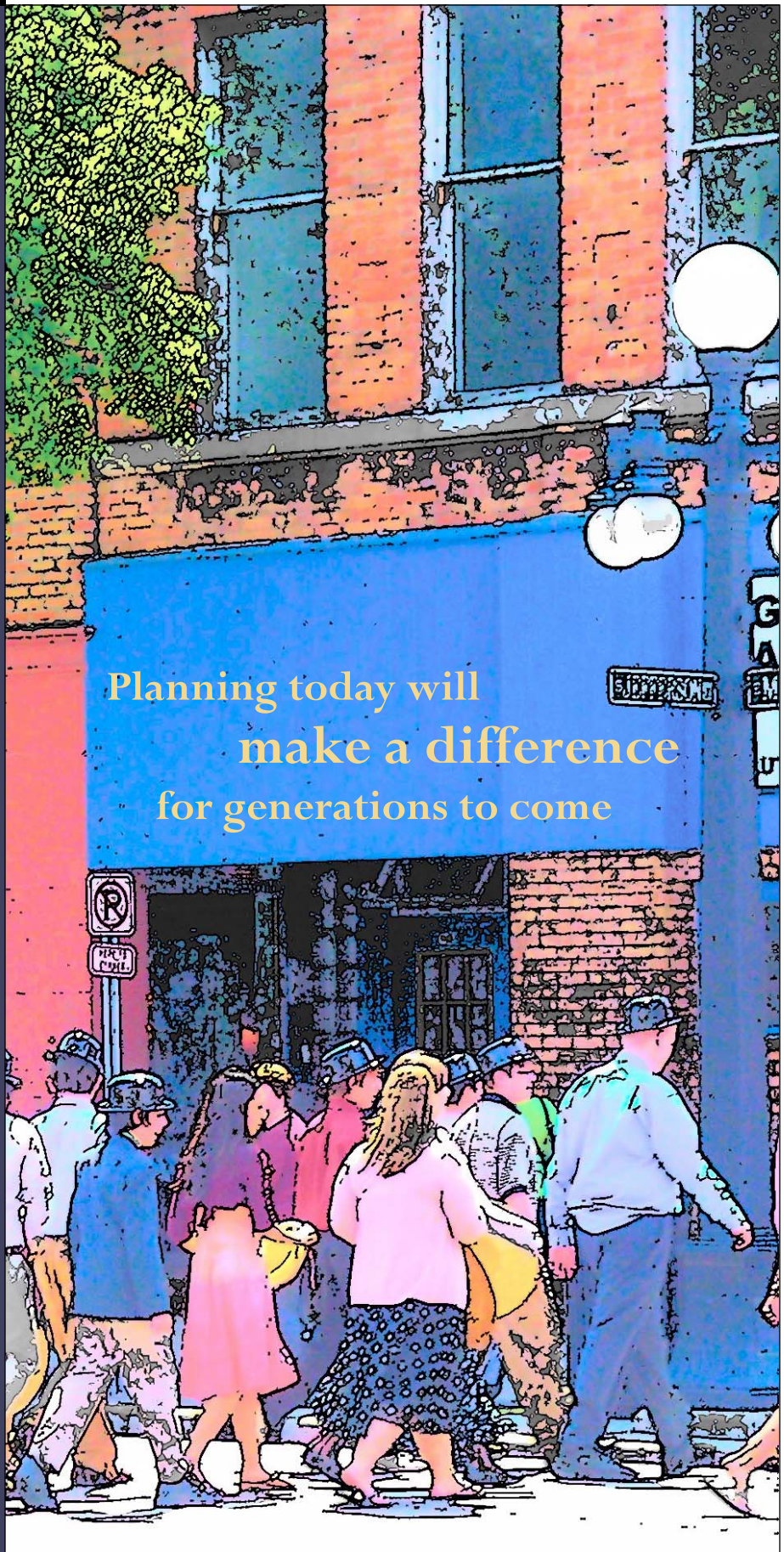
## Table of Contents

<b>Introduction</b>	<b>1</b>
What is a Master Plan?	3
Historical Background	5
Regional Setting	7
Existing Conditions	11
<b>Goals and Objectives</b>	<b>15</b>
<b>Future Land Use Plan</b>	<b>23</b>
Land Use Plan	25
Commercial Areas	29
Industrial Areas	35
Fairgrounds Area	37
Gateways	39
<b>Transportation Plan</b>	<b>43</b>
Thoroughfare Plan	45
Pedestrian Facilities Plan	50
<b>Community Facilities and Services Plan</b>	<b>53</b>
<b>Implementation Strategies</b>	<b>57</b>
Action Items	59
Zoning Plan	65
<b>Appendix</b>	
Population, Housing and Economic Analysis	
Community Facilities Inventory	
Transportation Inventory	
<b>Resolution of Adoption</b>	



# Introduction





Planning today will  
make a difference  
for generations to come



## What is a Master Plan?

**T**he City of Marshall's Master Plan for Land Use represents an opportunity to set the course for new development and redevelopment in the City through the establishment of goals, objectives, strategies, and plans. The Master Plan is comprehensive, providing for future land use, transportation, and community facilities and services in a coordinated fashion. It portrays a clear statement of community goals and objectives, establishes a vision of the future, and includes plans to achieve the vision. In addition, the Plan promotes a land use pattern that is consistent with the community's goals.

The information and concepts presented in the Master Plan are used to guide local decisions regarding public and private uses of land and the provision of public facilities and services. The Plan is long-range in its view and is intended to guide development in the City over a period of 10 to 20 years.

### Why Prepare a Master Plan?

**P**er the Municipal Planning Act of 1931, the Planning Commission shall "make, adopt, amend, extend, add to, or carry out a municipal plan as provided in this act." In addition, the Michigan Zoning Enabling Act of 2006 requires that the zoning ordinance be based upon a plan designed to promote the public health, safety, and general welfare.

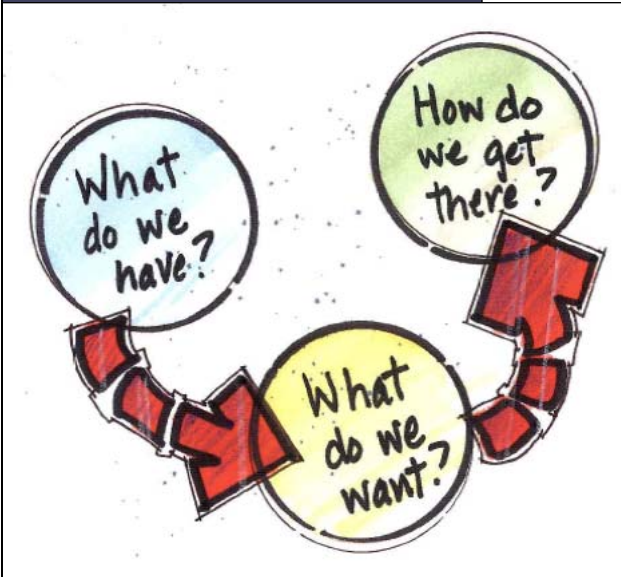
Zoning is a regulatory mechanism for controlling the classification and regulation of land use. It has the force of law. The Master Plan is not an ordinance, does not change the zoning of anyone's property, and does not have the force of law. It is a set of policies, strategies and plans to enhance and improve the community over a long-range planning horizon. While the Zoning Ordinance and Zoning Map regulate current land use, the Master Plan and its maps and policy statements are intended to guide future land use decision-making. The Master Plan is the community's "vision," while the Zoning Ordinance governs the path to that vision.

State law requires that a zoning ordinance be based on a plan. Therefore, the Master Plan forms the basis upon which zoning decisions are made. With a valid Master Plan in place, zoning decisions consistent with the Plan and Ordinance are presumed by the courts to be valid.

#### Why plan?

**T**he Michigan Zoning Enabling Act of 2006 requires that the zoning ordinance be based upon a plan designed to promote the public health, safety, and general welfare.

**Planning today will make a difference for generations to come.**



*What do we have?* The planning process begins with a look at the City's existing and historic conditions.

*What do we want?* Public input and the community visioning program provide the foundation for the Master Plan and establish a vision for the future of Marshall.

*How do we get there?* The Master Plan outlines specific recommendations and implementation strategies for achieving Marshall's future vision.

## The Planning Process

Marshall's Master Plan update process began in March 2007 with an inventory and analysis of existing conditions. The Planning Commission reviewed the City's regional setting, population and housing characteristics, as well as other economic data, existing community facilities, and transportation network. Problems, opportunities, and community assets were identified.

Upon completion of the existing conditions analysis, the Planning Commission reached out to neighboring townships and the public for input through a Vision Program which included a Township Coordination Workshop, Community Open House, and Vision Workshop. Taking account of the existing conditions analysis, public opinion from the Vision Workshop and

Open House, and the experience of City officials, goals and objectives were formulated to guide the "Plan" elements of the Master Plan.

Based on the goals and objectives, the Planning Commission developed plans for future land use, including commercial and industrial areas, the City's gateways, and the Fairgrounds; transportation; and community facilities and services. The Plan concludes with concrete steps for implementation.

The final task in the planning process was to obtain additional public opinion through a public hearing, which is required by the Municipal Planning Act, prior to the adoption of the Plan.

By working closely with residents, business owners, City officials, planning experts, surrounding communities, and other stakeholders, the City of Marshall has developed a Plan that balances the competing interests that affect land use decisions. These include, for example, jobs and tax base on one side and protection of quality of life, community character, and historic resources on the other. Through careful implementation of the Master Plan, the City can build on its tax base and provide for high quality new growth, while preserving important existing assets and protecting the overall health, safety, and welfare of its citizens.

## Historical Background<sup>1</sup>

**M**arshall is one of the most beautiful cities in Michigan. It's also a storehouse of 19th century American small town architecture that has given it status as a National Historic Landmark District. The designation was announced July 17, 1991 by the National Park Service and the U.S. Department of the Interior. The district includes nearly 850 homes and businesses. It's the country's second largest district in the "small urban" category having surpassed Cape May, NJ and Port Townsend, Washington. One National Park Service manager calls Marshall "a text book of 19th century American small town architecture."

Established in 1830, the early settlers expected the community to become Michigan's state capital. Thus it drew dozens of doctors, lawyers, ministers, business people and land speculators. Town founders Sidney and George Ketchum named the community for Chief Justice John Marshall of Virginia whom they greatly admired. This occurred five years before Marshall's death and thus was the first of dozens of communities and counties named for him.

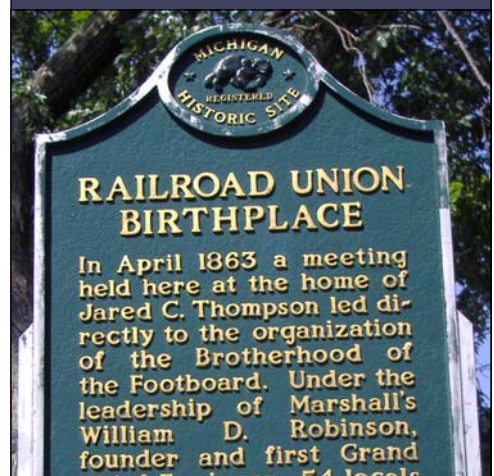
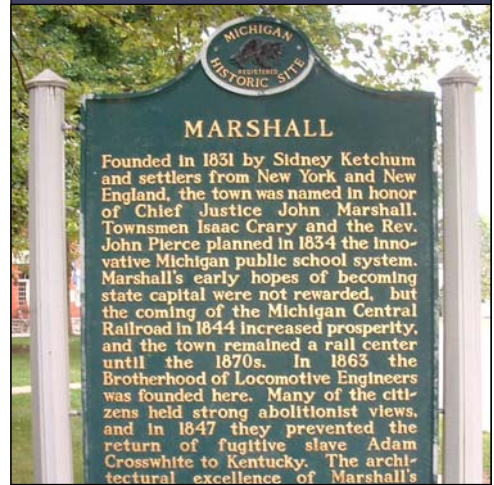
Marshall was nominated as the state capital in 1839 but lost to Lansing, then a village of eight registered voters, in 1847. However, at this point Marshall had become the switching center for the young Michigan Central Railroad which kept it booming and growing during the Civil War era. In 1872, the rail yards were moved to Jackson, and Marshall seemed to slumber. However, in Marshall barns, lofts and business blocks, a new industry was growing. Marshall was becoming the Midwest's patent medicine center and the place to get "pink pills for pale people." Then the Pure Food and Drug Act came along in 1906 and effectively killed off most of the patent medicine products. The town continued to slumber and only two streets were platted from 1872 to 1920.

During the 19th century the small city was touched lightly by U.S. history in three areas: education, abolition, and unionism.

Two Marshall citizens, Rev. John D. Pierce and lawyer Issac E. Crary, innovated the Michigan school system and established it as part of the state constitution. Their method and format were later adopted by all the states in the old Northwest Territory and became the foundation for the U.S. Land Grant Act in 1861 which established schools like Michigan State University all over the country. Pierce became the country's first state superintendent of public instruction and Crary became Michigan's first member of the U.S. House.

Marshall was a station on the Underground Railroad and a strong anti-slavery town. In 1846 Kentucky slave chasers tried to capture

<sup>1</sup> Source: [www.cityofmarshall.com](http://www.cityofmarshall.com)



Over 50 historical markers can be found throughout the City.



## INTRODUCTION



escaped slave Adam Crosswhite and his family in Marshall. Leading citizens in turn arrested the Kentuckians and smuggled the Crosswhite family into Canada. The rescuers were convicted of "depriving a man of his rightful property" in Detroit federal court in 1847. They paid fines which they were to consider a badge of honor. The Crosswhite Incident is mentioned on several of the dozens of historical markers the town boasts. A few years ago, the Marshall Historical Society marked Crosswhite's grave (he had returned to Marshall after the Civil War) where he rests a few hundred feet from several of his rescuers.

The third touch of U.S. history was the founding of a union called the Brotherhood of the Footboard in 1863. A few months later the members realized that most people didn't know what a footboard was, so they changed the name of the union to the Brotherhood of Locomotive Engineers, still one of the country's strongest railroad unions.

Moving into the 20th century, Marshall has been home to people who understood the importance of preservation and restoration long before it was popular. This has allowed Marshall to move with the future while maintaining its wonderful past. Today, Marshall is a growing city again with new homes, apartments and condominiums being developed on its outskirts. New industry and distribution centers are developing in its industrial park, and the city also enjoys the popularity of its appeal as an escape into the past.

**M**arshall was named one of the National Trust for Historic Preservation's **Dozen Distinctive Destinations of 2004**. In its recognition, Marshall was described as...

*"the quintessential small-town experience. It is a unique community rich in historic sites and cultural activities for anyone who wants to avoid the hurried pace of many better-known vacation destinations."*

Richard Moe  
President of the National Trust for Historic Preservation

## Regional Setting

The City of Marshall is centrally located in Calhoun County and serves as the County Seat. The city is situated approximately half way between the cities of Detroit and Chicago near the intersection of Interstate 69 and Interstate 94. Its location at the crossroads of these two major interstates afford Marshall a ready connection with the entire southern half of the state, as well as Indiana and Illinois. The City is only 12 miles from Battle Creek, 36 miles from Kalamazoo, and 175 miles from Chicago to the west; 45 miles from Lansing, 90 miles from Grand Rapids, and 100 miles from Flint to the north; 65 miles from Ann Arbor, 100 miles from Detroit, and 105 miles from Canada to the east; and 90 miles from Fort Wayne to the south. Interstate 69 is part of a NAFTA corridor that connects the United States, Mexico and Canada.

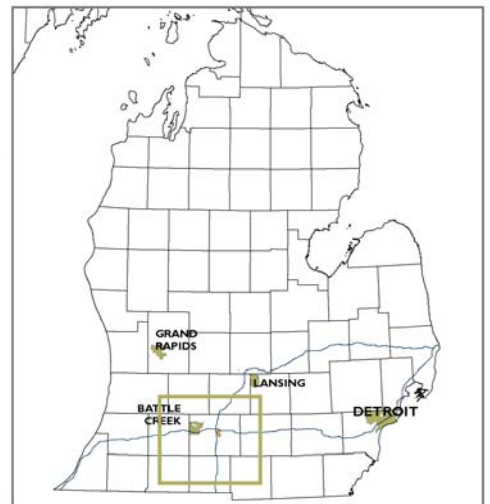
The city's proximity to these regional employment centers and its excellent access to the regional transportation network, make it an attractive location for residents willing to commute a greater distance to work. In addition, the city's employers are able to attract workers from the entire county as well as from many of the surrounding counties. The Marshall area is home to a number of significant employers, including Oaklawn Hospital, Tenneco

### Historic Heritage Route

Michigan Avenue (I-94 BL) in the City of Marshall has been designated as a Historic Heritage Route by the Michigan Department of Transportation.

Marshall Territorial Road is the location of the country's second largest National Historic Landmark District in the "small urban" category. The fourteen-block area includes many historical markers that reflect Marshall's early importance in Michigan history, especially in areas of government, education, abolition, railroads, unionism and architecture.<sup>1</sup>

<sup>1</sup> Adapted from Michigan Department of Transportation Heritage Route Program



**Regional Location**  
City of Marshall, Michigan

MAP 1

Source: Michigan Geographic Data Library



Recreation Heritage Route

Interstate 69 in Branch and Calhoun Counties has been designated as a Recreation Heritage Route by the Michigan Department of Transportation.

"I-69 in Branch and Calhoun Counties serves as a major southern Michigan gateway where its communities and surrounding landscape introduce travelers to the scenic and natural qualities of the region's clear water, woods, and wetlands and showcase the region's agricultural heritage, recreational amenities, and valued quality of life."

Vision Statement  
I-69 Scenic Corridor Management Plan

The City of Marshall is home to many of the corridor resources identified in the Heritage Route designation.

Schuler's Restaurant

Opened in 1909, Schuler's Restaurant is one of Marshall's many attractions. The well known restaurant has drawn people to the City of Marshall for nearly 100 years.



Automotive, Eaton Corporation, Marshall Public Schools, Marshall Brass Company, Joseph Campbell Company, Autocam Corporation, Progressive Dynamics, Inc., BorgWarner, Excelsior, and Michigan Kitchens.

Marshall's regional location affords residents convenient access to a number of opportunities for higher education, including two Kellogg Community College campuses, Western Michigan University, Albion College, Olivet College, Davenport College, Kalamazoo Valley Community College, Michigan State University, and the University of Michigan. In addition, the city is only 13 miles from the Calhoun Area Vocational Center and 15 miles from the Regional Manufacturing Technology Center in Battle Creek.

Marshall is home to the Brooks Field Airport which provides both charter and recreational services, including flight training and aircraft rental. The City is also conveniently located near several larger airports, including the Battle Creek/Kalamazoo International Airport, the W.K. Kellogg Regional Airport in Battle Creek, the Capital City Airport in Lansing, and international airports in Detroit, Fort Wayne and Chicago.

Planning Influences

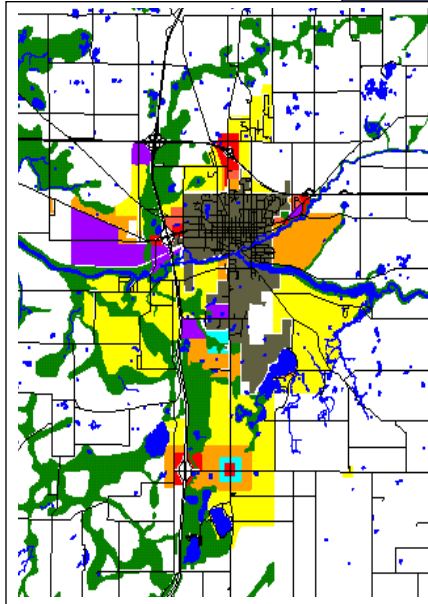
Factors outside of Marshall's borders are essential to consider in the planning process. The long-range planning goals and activities of neighboring townships and the county may impact the City's planning efforts, particularly near the City's borders.

Marshall is adjacent to Marengo Township to the northeast, Marshall Township to the north and west, Fredonia Township to the southwest, and Eckford Township to the southeast. Map 2 illustrates the future land use plans of the four surrounding townships.

The Eckford Township Master Land Use Plan was adopted in January 2006. The northwest corner of the township, surrounding Stuart Lake and adjacent to the City of Marshall, is planned for Low Density Residential with a density range of one to two units per acre. Areas surrounding Wilder Creek and its tributaries are planned for Open Space. The remainder of Eckford Township is primarily planned for Agricultural Preservation.



The Marengo Township Master Plan was updated in August 2003. The southwest corner of the township, south of the Kalamazoo River, is planned for Low Density Residential uses. The area north of the river and south of I-94 is primarily planned for Medium Density Residential (3-6 units per acre). Commercial uses are planned along Michigan Avenue between I-94 Exit 112 and the City's eastern boundary. With the exception of a planned Commercial area surrounding the I-94 Exit 115 and Open Space areas along the Kalamazoo River and Rice Creek, the remainder of Marengo Township is primarily planned for Agriculture.



**Local Land Use Plans  
Adjacent Townships**

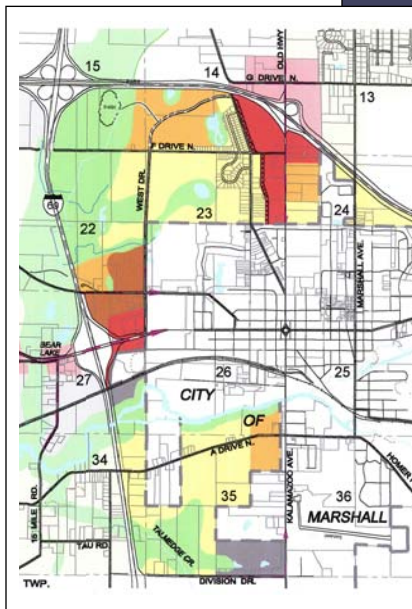
**MAP 2**

Source: Calhoun County

The Fredonia Township Master Plan was adopted in October 1999. The northeast portion of the township along Old 27 is planned for Medium Density Residential (3-5 units per acre). The area of the township located just south of the City's southern limits is primarily planned for Low Density Residential (1-2 units per acre) with Open Space planned around Brace and Maynard Lakes. West of I-69 is mostly planned for Agriculture and Open Space.

Note: Entire map available from Calhoun County Community Development Department.

The Marshall Township Master Plan, dated August 2006, plans for Commercial uses surrounding the I-94 / Old 27 exit and the I-69 / Michigan Avenue exit. The township is also planning for Medium Density Residential (up to 4 units per acre) and High Density Residential (multiple family) uses within the Michigan Avenue and Old 27 corridors adjacent to the City's border. Industrial uses are planned south of Michigan Avenue along the railroad. The plan proposes Low Density Residential (1-2 units per acre) for the remaining areas bordering the City.



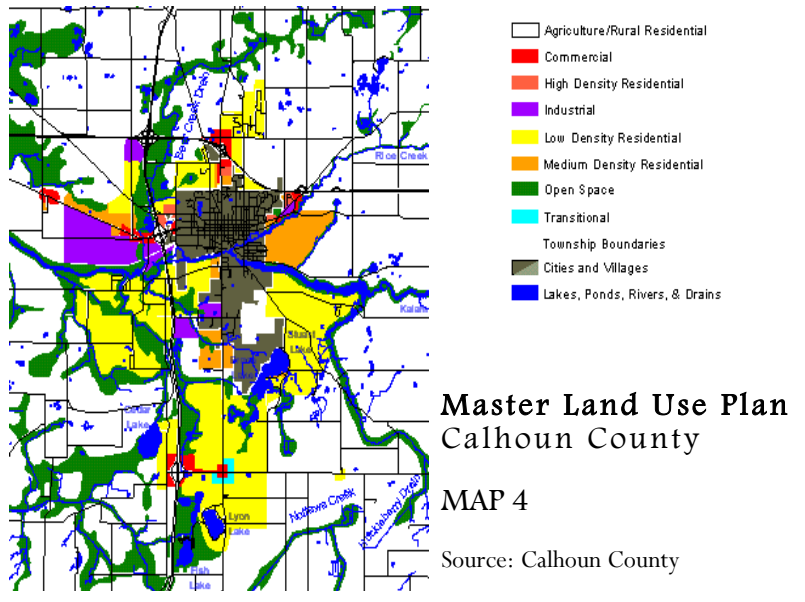
**Draft Land Use Plan  
Growth Boundary Area**

**MAP 3**

Source: Marshall Township

In March of 2006, the City of Marshall and Marshall Township entered into a Master 425 Development Agreement to govern the extension of sewer and water to properties in the Township. Pursuant to Michigan Public Act 226 of 2003, a Joint Planning Commission was established with jurisdiction over land

## INTRODUCTION



uses on all properties subject to a 425 Agreement. The Master 425 Agreement affects all commercial and industrial properties in Marshall Township, as well as all residential properties in the township located south of I-94 and east of I-69. Upon expiration of the 425 Agreement, all properties subject to an agreement that are located south of I-94 and east of I-69 shall remain in the City; all properties located north of I-94 and west of I-69 shall remain in the township. As of June 2007, the Joint Planning Commission had developed a draft concept plan for land use within the township south of I-94 and east of I-69. Map 3 illustrates this draft plan.

Note: Entire map available from Calhoun County Community Development Department.

The Calhoun County Master Plan was adopted in 2005. In addition to providing guidance and coordination for programs conducted by the Calhoun County Community Development Department, the plan was developed as a resource document for local units of government and business interests within the County. "It was developed based upon a premise of the County serving as the link between these local units of government (and the citizens they represent) and the influence of regional, state and federal resources and impacts on local decisions."<sup>1</sup> Map 4 provides an excerpt of the County's Land Use Plan.

<sup>1</sup> Calhoun County Master Plan: A Comprehensive Land Use Plan, 2005.

### Cool Cities Michigan Main Street Program

Marshall has been awarded the State's Cool Cities Michigan Main Street status. A continuation of the Michigan Main Street program that began in 2003, Cool Cities Michigan Main Street is a planning program involving a minimum of three years of training and technical assistance from State of Michigan. A requirement of the program is a local commitment of staff, organization, and financial support. Cool Cities Michigan Main Street is a long-term management approach to revitalizing and maintaining a successful downtown.

*"Cool Cities Michigan Main Street desires Michigan's downtowns, big and small, to revitalize and to grow into thriving traditional centers of commerce for people and business. These healthy and vibrant downtowns and neighborhood centers are part of a larger strategy to retain and attract young people, professionals and high tech companies to the State of Michigan."*

Vision Statement  
Cool Cities Michigan Main Street Program





## Summary of Existing Conditions

The planning process begins with an evaluation of a community's characteristics, such as population, housing, workforce, income, development patterns, transportation and other pertinent factors. This information is a basic ingredient in planning for the future. Once a database of existing conditions is compiled, a community can use the findings to help set goals for the future development of the community.

The following discussion is intended to summarize and highlight important findings from the analysis of the City's existing conditions. More detailed analyses on population, housing, and economic statistics, community facilities, and transportation conditions can be found in the Appendix of this document.

### Land Use

The City of Marshall is comprised of commercial, office, residential, industrial, open space and recreation land uses. Map 5, on the following page, illustrates the general land use pattern within the City.<sup>1</sup>

There are several distinct commercial areas in the City: the Downtown area and the West Michigan corridor. Smaller commercial nodes are also located near the two I-94 interchanges.

Marshall's traditional Downtown is located at the core of the City and includes retail, service, office, government and entertainment uses. Oaklawn Hospital is also located within the Downtown.

The West Michigan Avenue commercial area is comprised of auto-oriented uses, such as fast food restaurants and auto service establishments. Larger commercial and big-box retail uses are also located in the West Michigan corridor.

There is a significant amount of industrial land within the City. Existing industrial development and industrial-zoned land comprises much of the property between the railroad and the river, as well as nearly all of the property south of the golf course and Oakridge



A variety of goods and services can be found Downtown.



The Brooks Industrial and Research Park is ready for development.

<sup>1</sup> Generally based on City of Marshall Zoning Map, dated August 14, 2006.

## INTRODUCTION

### Marshall Riverwalk

The Marshall Riverwalk offers spectacular views of the beautiful Kalamazoo River. The 3,625-foot Riverwalk includes a winding boardwalk intertwined with thousands of feet of scenic sidewalks and paths. A canoe launch, restrooms and parking are available at the Public Service Building located midway through the boardwalk.



Photo credit: [www.cityofmarshall.com](http://www.cityofmarshall.com)



The City's gateways lack a common identity.

Cemetery. Already zoned industrial and with the necessary infrastructure in place, the city's industrial areas are prime for development and redevelopment.

Residential uses in the City are predominantly single family detached dwellings. The density of single family neighborhoods is greatest near the Downtown, with lower densities near the City's boundaries. There are pockets of attached single family, two family, and multiple family residential developments located throughout the City.

A significant amount of recreation and open space is found within the City, including the Brooks Nature Area, the Calhoun County Fairgrounds, the Marshall Riverwalk, and multiple school and park sites. There is also a relatively small tract of agricultural land near Stuart Lake and Homer Roads.

While Marshall is primarily built out, there are a number of areas within the City that remain vacant or are underutilized. Indicated on Map 5 as development opportunities, the future of these areas will be impacted by the recommendations of the Future Land Use Plan.

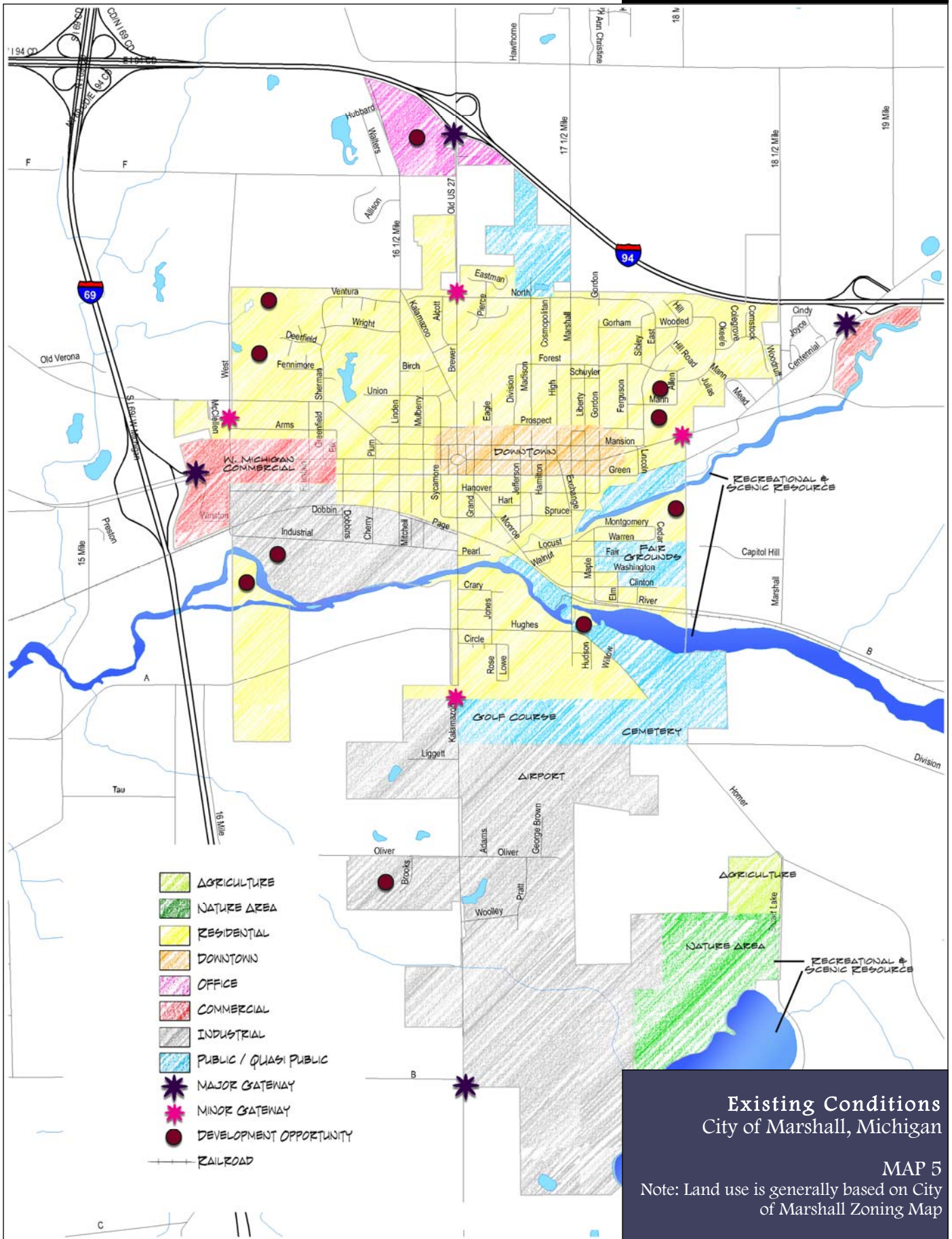
### Gateways

Marshall is conveniently located directly adjacent to two I-94 interchanges and one I-69 interchange. These three locations not only provide excellent access to the freeways, but they also serve as important gateways into the City of Marshall from the north, east, and west. The City's southern gateway is located along Old 27. Travelers entering Marshall from the south pass by the City's industrial park and the airport.

In addition to the City's major gateways, Map 5 identifies several locations that serve as minor gateways into "town". While these minor gateways are not at the City's outermost limits, they are locations where travelers likely feel as though they are entering into the City. For this reason, the City's minor gateways will be important to consider in the planning process.



# INTRODUCTION



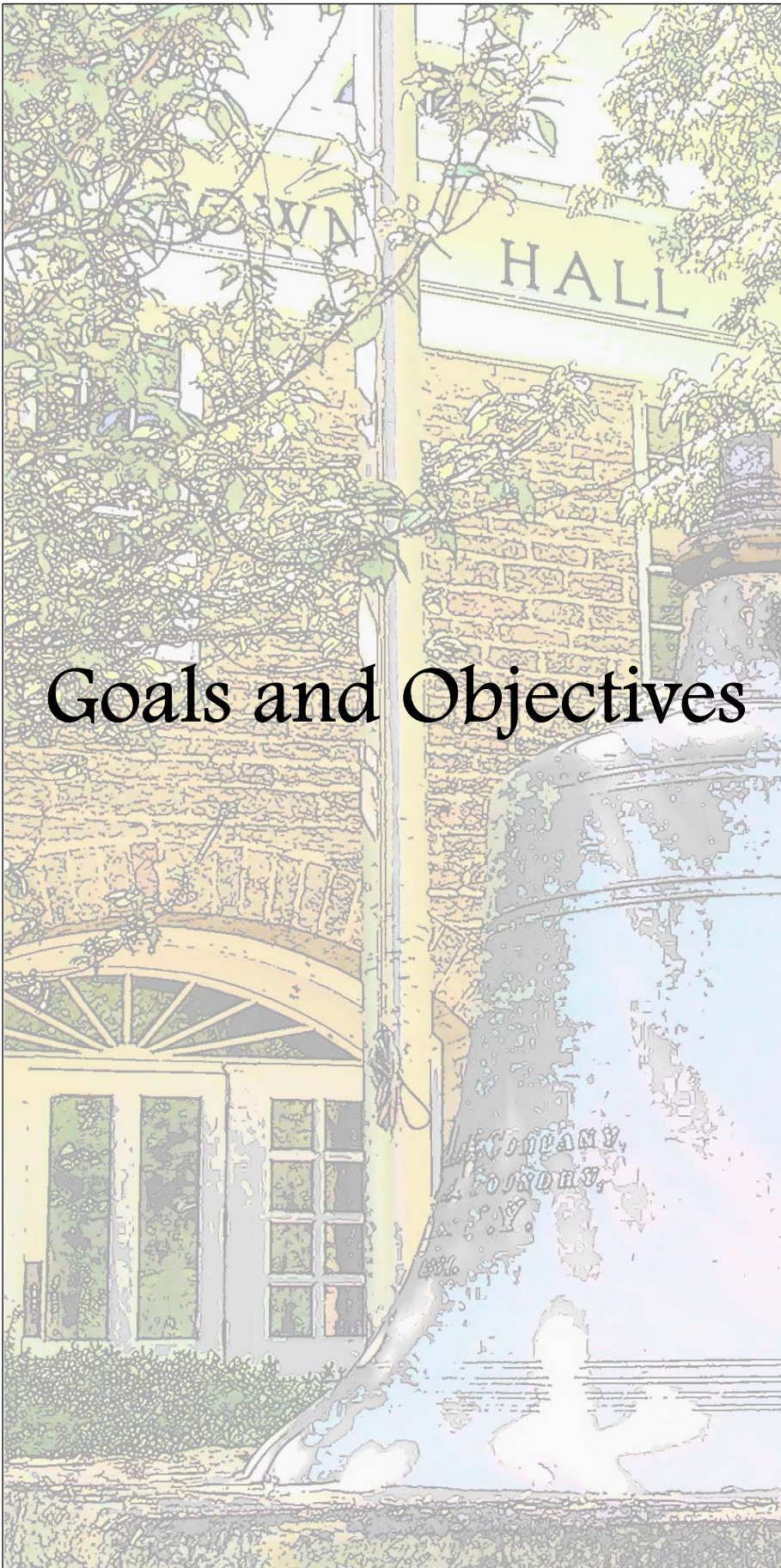


### Population, Housing and Economics

The following are key findings from an analysis of the City's population, housing and economic characteristics:

- Marshall had a population of 7,459 in 2000.
- There are 3,111 households in the City (2000).
- Of Marshall's 3,353 housing units, 63.5% are single-family detached dwellings and 23.5% are multiple family units (2000)
- 40% of the City's housing stock is at least 75 years old.
- Homeownership in Marshall (69%) is lower than homeownership in the four surrounding townships (79%) and the County as a whole (75%).
- Marshall's unemployment rate of 2.1% is considerably lower than that for Calhoun County (5.8%).
- On average, Marshall residents commute 20 minutes to work.
- The median household income is \$41,171 annually.
- 87% of Marshall's population (over 18 years) has a high school diploma; 35% have an associate, bachelor, graduate or other professional degree.
- Nearly two-thirds of the City's taxable value comes from residential uses, 20% from commercial uses and 7% from industrial uses.

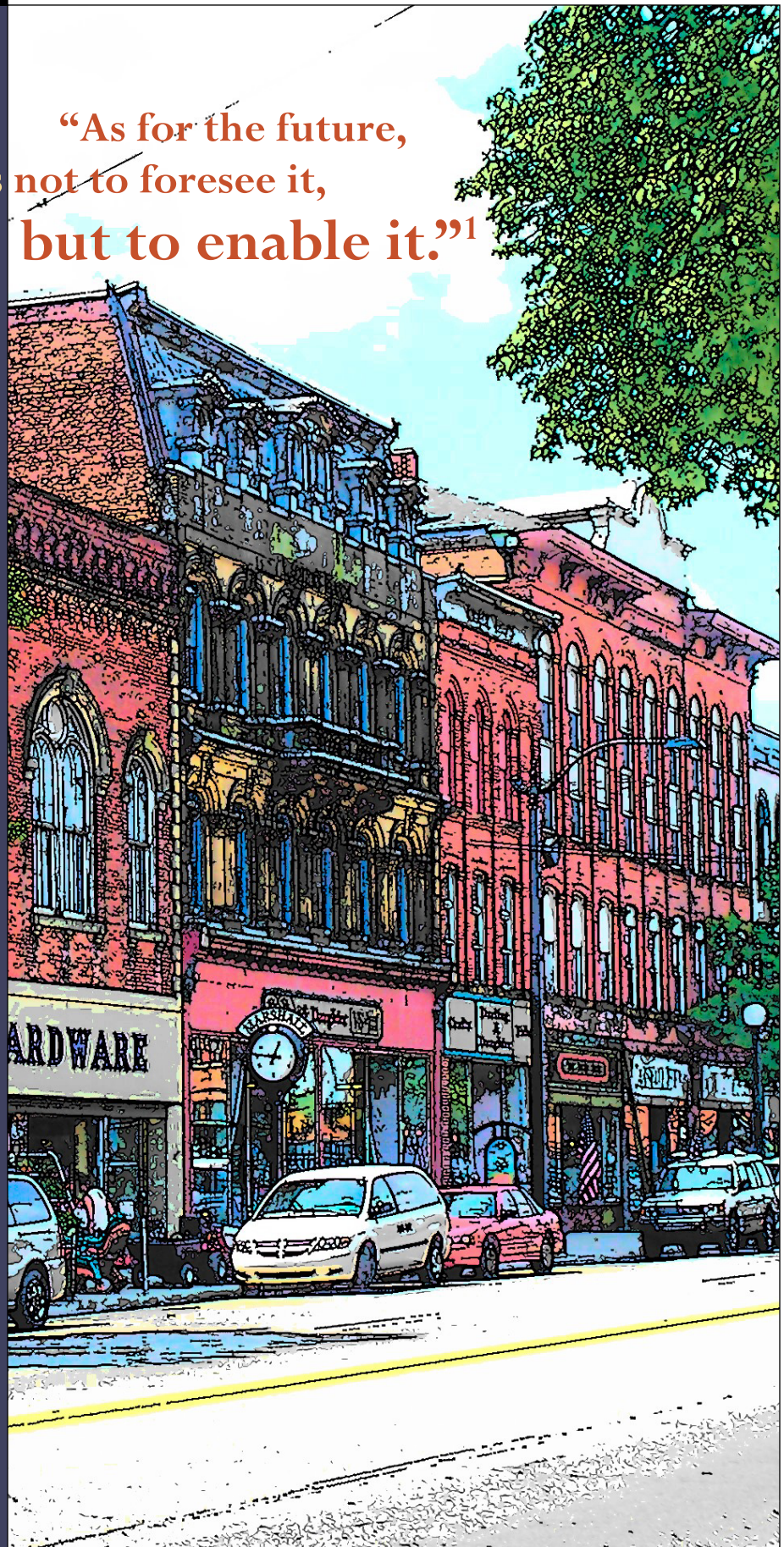




# Goals and Objectives



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



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



## Overview

**T**he City of Marshall Master Plan is a guide for future development. It establishes public policies regarding long-range land use. Public input is a key contributor to this policy basis. The Plan's Goals and Objectives are based upon input from several public involvement events held in August 2007.

### Future Vision

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

### Public Participation

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

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

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

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



## Goals and Objectives

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

*Objective:* Promote alternative modes of transportation.

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

This page left intentionally blank.



# Future Land Use Plan



“Growth is inevitable and desirable,  
but destruction of community character is not. The question is not  
whether your part of the world is going to change.

**The question is how.”<sup>1</sup>**



<sup>1</sup> Source: Edward T. McMahon, The Conservation Fund

## Land Use Plan

The Future Land Use Plan map is a representation of the City's preferred future land use arrangement. The map identifies general locations for various land uses envisioned by the Planning Commission. The Future Land Use Plan map, along with the entire Master Plan document, is a guide for local decisions regarding land use. The boundaries reflected on the map are not intended to indicate precise size, shape or dimension. In addition, the recommendations in the Land Use Plan do not necessarily imply that rezoning is imminent. Rather, the recommendations set a long-range planning goal.

### Future Land Use Categories

The land use categories included on the Future Land Use Plan map are described as follows:

**Residential 1.** This category includes detached single family residential uses that are in keeping with the surrounding open spaces and natural features. Areas planned for Residential 1 are intended to accommodate residential densities up to one dwelling unit per acre.

**Residential 2.** This category is intended to accommodate primarily detached single family residential uses with densities up to four dwelling units per acre.

**Residential 3.** This category includes single and two family dwellings with densities up to six dwellings units per acre. Areas planned for Residential 3 are intended to be compatible with the traditional character of established single family downtown neighborhoods and to serve as a transition between the Downtown and the outlying suburban residential neighborhoods.

**Residential 4.** This category is intended to accommodate attached single family dwellings and multiple family developments, such as townhomes, attached condominiums, and apartments, with densities up to six dwelling units per acre.

**Residential 5.** This category is intended to accommodate attached single family dwellings and multiple family developments with densities up to twelve units per acre.

**Manufactured Housing.** This category is intended to accommodate manufactured housing parks.

**Special Project Area I.** This includes the former State Farm office property located on the north and south sides of Mann Street. Appropriate uses for this site could include single family residential, low intensity senior housing, office, and educational, public or institutional uses. Re-use and redevelopment must be sensitive to and compatible with the surrounding residential neighborhood. Use of the PUD option is preferred to ensure appropriate use, density, site design, and building style and placement.

In several locations, the Future Land Use Plan map includes recommendations for land uses beyond the City of Marshall's boundaries. This is not a proposal of future annexation of these areas by the City, but rather an attempt to coordinate with the surrounding townships in an effort to achieve compatible land uses along community boundaries.



Brewer Farms and Brewer Woods condominiums.

**Action Item**

- Coordinate with the Joint Planning Commission to plan for future manufactured housing parks in appropriate locations and of densities that are consistent with modern manufactured housing parks.
- Complete a City-wide natural features inventory.

**Special Project Area 2.** This designation includes property near West and Industrial Roads with significant development challenges due to its location and natural characteristics. Future development could be either Industrial or Residential 5.

**Planned Unit Development.** This category includes approved Planned Unit Developments (PUDs) within the City.

**Office.** This category includes small and large scale office uses and is intended to serve as a transition between more intense commercial areas and adjoining residential neighborhoods.

**Hospital.** This designation includes Oaklawn Hospital.

**Downtown Mixed Use.** This category encompasses the existing Downtown along Michigan Avenue between Kalamazoo Avenue to the west and Marshall Avenue to the east. Uses appropriate within the Downtown Mixed Use area include retail, office, service, entertainment and dining establishments, cultural attractions, and upper floor residential. Attached and detached residential may also be appropriate along Mansion and Green Streets.

**Commercial.** This category includes neighborhood, community and regional retail sales and service uses and automobile-oriented uses that are located outside of the traditional Downtown.

**Transitional Mixed Use.** This category is intended to accommodate a mix of commercial and residential uses. Commercial uses should be low intensity uses (i.e., retail, office, sit down restaurants) that primarily serve the Marshall community rather than highway-oriented or freeway service type uses. Residential uses may include those consistent with the Residential 3, 4 and 5 designations.

**River District Mixed Use.** This designation includes the area centered along Kalamazoo between Downtown and the river. Redevelopment within this area could include a mix of residential and nonresidential uses. Use of the City's Planned Unit Development option is encouraged to allow for a mix of uses and development that results in a unified and identifiable character.

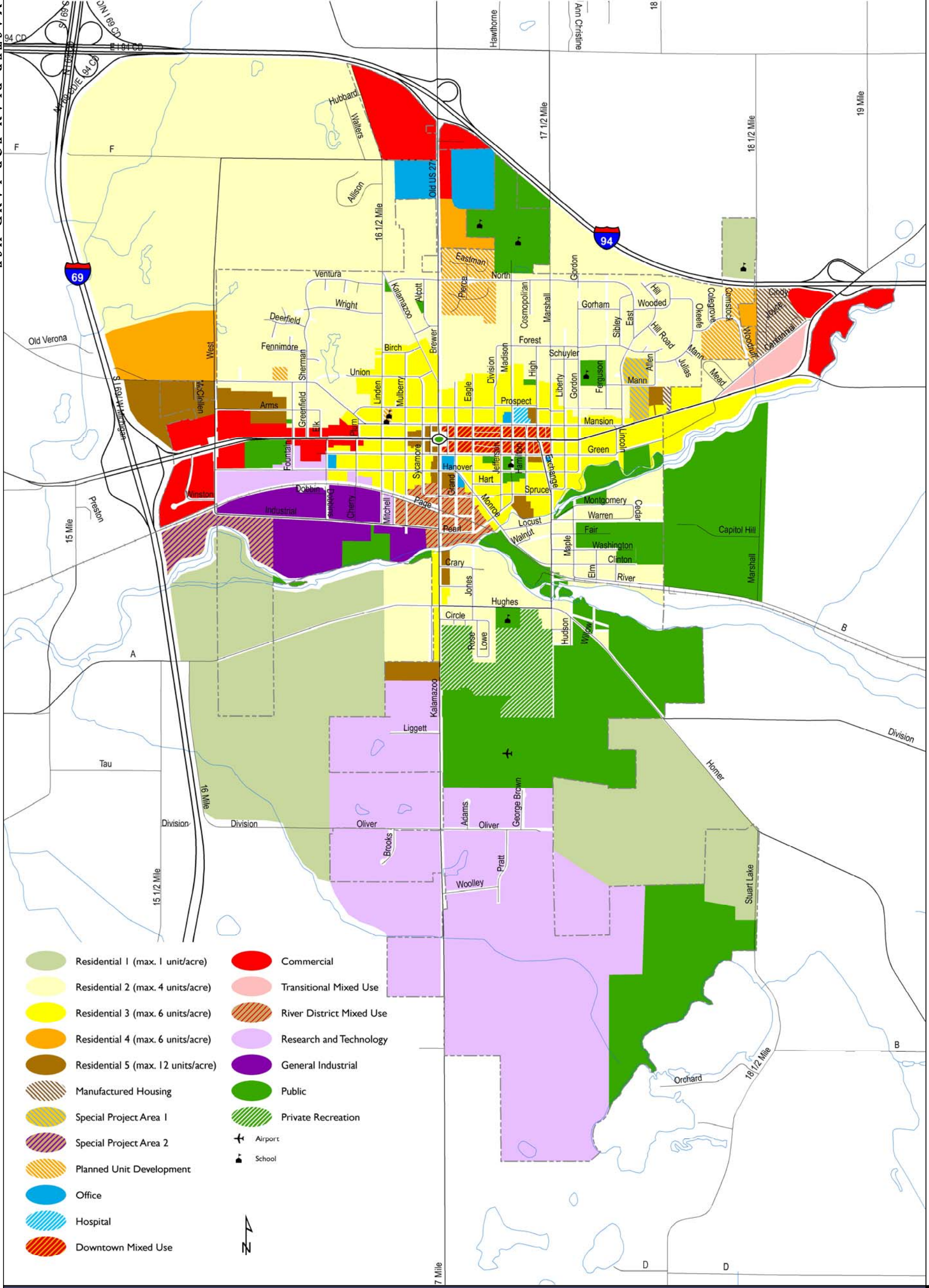
**Research and Technology.** This category includes light manufacturing, research and development, and industrial office uses.

**General Industrial.** This category is intended to accommodate heavier industrial uses than the Research and Technology category, such as fabricating and manufacturing facilities, as well as uses which require significant outdoor storage.

**Public.** This category includes public areas and facilities, such as City-owned buildings, schools, public cemeteries, parks and public open spaces.

**Private Recreation.** This category is intended to include large-scale private recreation uses, such as the Alwyn Downs Golf Club.





**Future Land Use Plan**  
**City of Marshall, Michigan**  
**MAP 6**

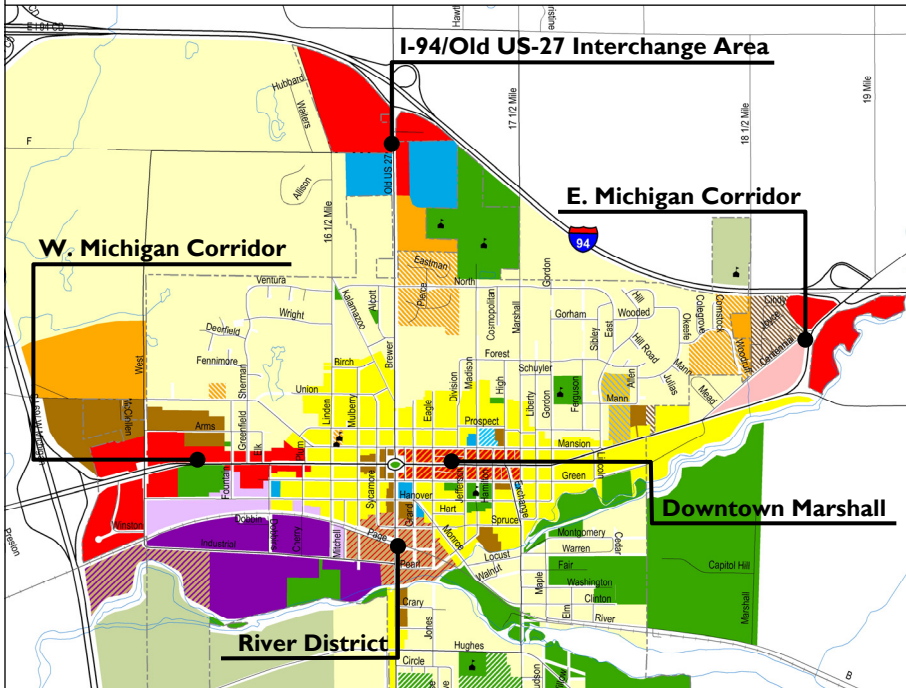
- NOTES:
1. This map is intended to show generalized land use and is not intended to indicate the precise size, shape, or dimension of areas.
  2. These recommendations have a long-range planning horizon and do not necessarily imply that short-range rezoning decisions are appropriate.
  3. The City of Marshall Master Plan for Land Use includes the Future Land Use Plan map and all other text, maps, charts, tables, and graphics in the full Master Plan for Land Use document.

This page left intentionally blank.



## Commercial Areas

The Future Land Use Plan map illustrates five distinct commercial areas: 1) Downtown Marshall, 2) W. Michigan Corridor, 3) I-94/Old US-27 Interchange Area, 4) E. Michigan Corridor, and 5) the River District. Each of these five commercial areas has its own character, opportunities and challenges. Detailed recommendations for each of these five commercial areas follows.



Examples of landscaping that breaks up large expanses of pavement in parking areas (above).



Example of strip commercial with limited front yard parking, plantings, and quality materials (above).  
Examples of chain stores in other communities that depart from a typical “corporate look” for one that is more context sensitive within the community (below).



In general, all commercial uses within the City should be designed to minimize negative impacts on surrounding properties through the use of appropriate lighting treatments, landscaping and plantings, screening of loading areas and trash enclosures, unobtrusive signage, well-designed access points, and high quality building materials.

Parking areas should be screened from public streets by decorative walls and plantings. Shared access drives and parking lot connections should be encouraged where appropriate. Strong emphasis should be placed on quality building design and materials.

Anchor stores and chain retailers and restaurants should be encouraged to develop sites that reflect Marshall’s character and vision through the use of quality materials, unique architecture, design features, and façade articulation that break up large walls. Internal and perimeter landscaping should reduce the visual impact of large and strip commercial sites.



## FUTURE LAND USE PLAN

### Action Items

- ☑ Coordinate with the Downtown Development Authority to implement the recommendations of the *Downtown Improvement Strategy*.
- ☑ Continue to promote and market the Marshall Main Street façade and building improvement grant and loan programs to encourage renovation and restoration of Downtown buildings.
- ☑ Enhance the key entry points or gateways into the Downtown.
- ☑ Actively recruit retail, restaurants, art and entertainment establishments.
- ☑ Encourage redevelopment for residential uses in and near Downtown.
- ☑ Improve wayfinding signage.
- ☑ Enhance Downtown landscaping and plantings.
- ☑ Improve Downtown parking areas.
- ☑ Improve pedestrian furnishings within the Fountain Circle.
- ☑ Explore opportunities to provide wireless internet service throughout the Downtown.



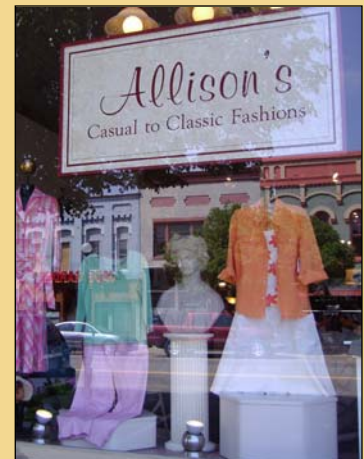
### Downtown Marshall

**D**owntown Marshall is truly the heart of the City. Its traditional form, historic architecture, pedestrian atmosphere, public spaces, cultural attractions, and vibrant mix of uses create a focal point for the community.

Future development and redevelopment within Downtown Marshall should be sensitive to and enhance the district's traditional form. Consideration should be given toward individual building style as well as the overall character of the Downtown.

Façade renovations, signage, and other exterior building alterations should be in keeping with the existing style of the Downtown. Traditional and historic façade details should be retained whenever possible. Quality materials, complementary colors, and contextually appropriate design should be incorporated into all development and redevelopment projects. Upper story windows should be consistent in style, size, and rhythm as those traditionally found in the Downtown.

Storefronts should be open and inviting to pedestrians. First floor uses should be primarily retail, food, art and entertainment establishments. Residential uses should be encouraged within the upper floors of Downtown buildings.



**I-94/Old US-27 Interchange Area**

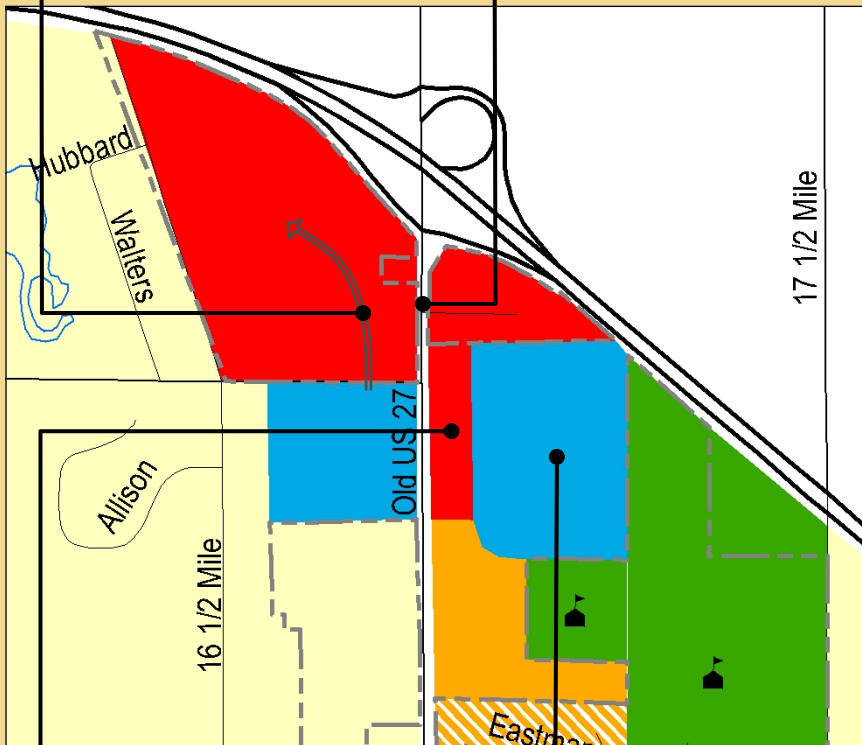
The planned commercial and office area located south of the I-94 and Old US-27 interchange is anticipated to accommodate large scale commercial and office development that takes advantage of the proximity and exposure to I-94. Future development and redevelopment in this area should be characterized by high quality building materials, interesting architecture, and attractive landscaping that will enhance this gateway into the City. It is the intention of the City to limit commercial and office uses to the designated areas on the Land Use Plan map and prevent their encroachment into the established residential neighborhoods to the south and west.

**Commercial land uses:**

- High quality, coordinated development
- Large anchor stores set back from roadway on western portion of the site
- Smaller retail and restaurant uses located along Old US-27
- Internal circulation to provide access to frontage parcels from the rear (i.e., backage road) to limit direct driveway access to Old US-27

**Access and streetscape:**

- Safe and efficient transportation network which may include a boulevard, round-about, signalized intersections, limited curb cuts, restricted turning movements, etc.
- Improved right-of-way landscaping and plantings to create an attractive entrance into the City
- Parking areas screened from the roadway
- Uniform and unobtrusive signage



**Commercial land uses:**

- Shared drives and interconnected parking areas to minimize direct access to Old US-27
- High quality development consistent with commercial area on west side of US-27

**Office land uses:**

- High quality office development with I-94 exposure

**Action Items**

- ☑ Coordinate with the Calhoun County Road Commission to improve vehicular access and circulation along Old US-27 south of the interchange.
- ☑ Work with developers through the development review process to achieve safe and efficient vehicular access to commercial uses.
- ☑ Consider adopting access management standards to minimize traffic conflicts.
- ☑ Consider developing design standards or a pattern book to ensure commercial development in this area is consistent with the Master Plan.
- ☑ Review and amend, as necessary, landscaping, screening and sign regulations.



Examples of retail and office buildings with attractive architecture and quality materials (above and below).



## FUTURE LAND USE PLAN

### Action Items

- ☑ Consider developing a W. Michigan Corridor Plan to provide detailed recommendations for development and redevelopment, including streetscape enhancements and access management improvements.
- ☑ Coordinate with the Michigan Department of Transportation and the Calhoun County Road Commission to improve vehicular access and circulation along W. Michigan Avenue.
- ☑ Consider adopting access management standards to minimize traffic conflicts.
- ☑ Consider developing design standards to ensure commercial development in this area is consistent with the Master Plan.
- ☑ Consider creating an overlay district to ensure attractive and consistent right-of-way plantings, signage, parking area landscaping and screening, and building placement and materials.



Example of new development along W. Michigan Avenue with attractive architecture and building materials.

### W. Michigan Corridor

Future development and redevelopment in this area should be characterized by high quality building materials, interesting architecture, access management techniques, attractive landscaping, signage and streetscape improvements that will enhance this gateway into the City.



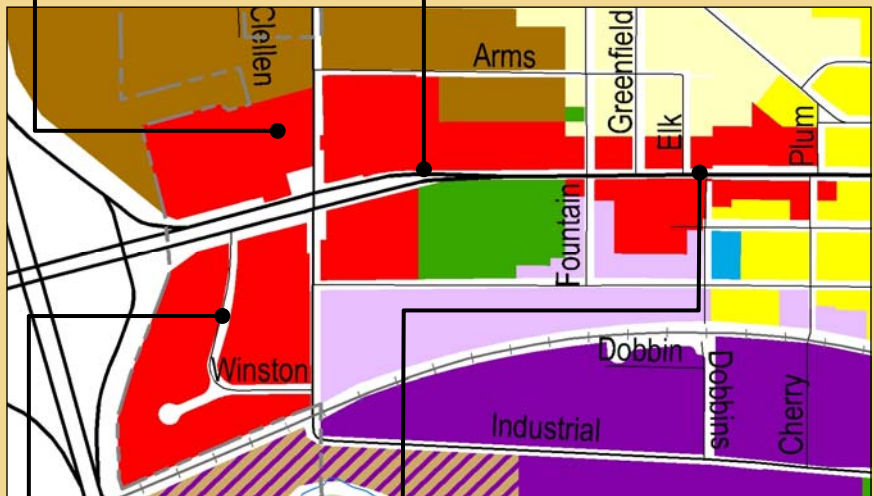
Example of parking area screening including a combination of plantings, berms, walls, and decorative fencing.

#### Commercial land uses:

- High quality building materials
- Well landscaped and screened parking areas
- Interesting architecture, design features and façade articulation that reduces the visual impact of larger commercial uses
- Context sensitive building and site design to complement Marshall's character

#### Access and streetscape:

- Access management techniques including shared driveways and interconnected parking areas
- Improved right-of-way landscaping and plantings
- Parking areas screened from the roadway
- Uniform and unobtrusive signage

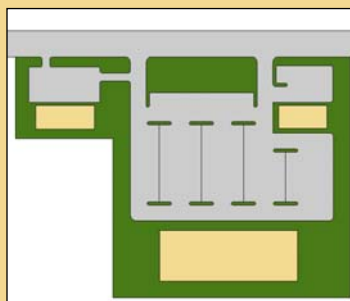


#### Winston Park:

- High quality development consistent with existing developed sites

#### Commercial land uses:

- High quality building materials
- Consistent building placement close to roadway with limited parking in front yard
- Appropriate building scale to transition between larger commercial uses near the interchange and residential uses to the east



Development of commercial parcels with greater depth than neighboring parcels should incorporate smaller buildings located closer to the roadway. Consistency in setbacks and building placement and scale can result in more cohesive development and a more visually appealing streetscape.



**E. Michigan Corridor**

Existing uses within the E. Michigan Corridor include a mix of freeway service, general commercial and residential uses. Future development and redevelopment in this area should provide for a transition between the freeway service area near the interchange and the residential area within the eastern boundary of the City and should create an attractive gateway into the City.



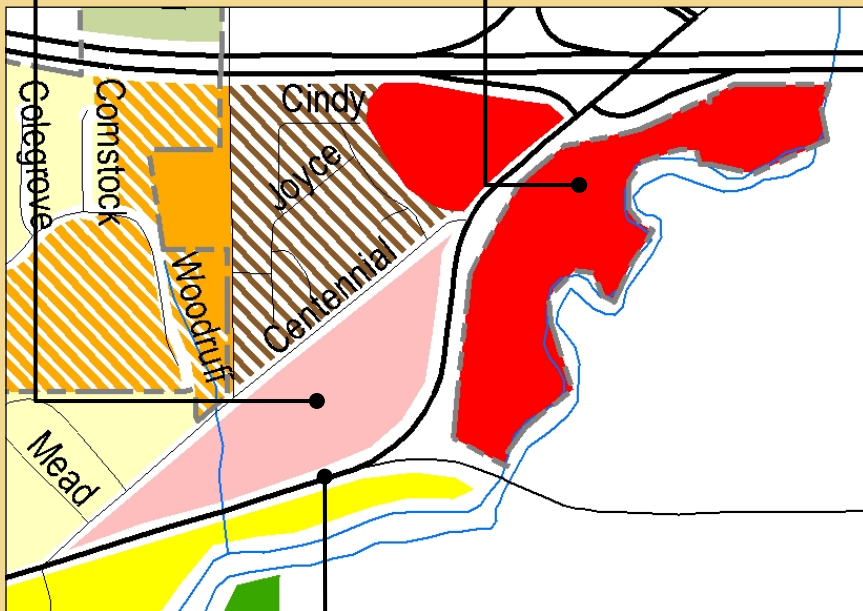
*Existing view traveling west on E. Michigan Avenue toward the City limits.*

**Transitional land uses:**

- Low intensity commercial uses without outdoor storage
- High quality building materials
- Well landscaped and screened parking areas
- Context sensitive building and site design to complement Marshall's character
- Residential uses consistent with the Residential 3 and 4 designations

**Commercial land uses:**

- High quality building materials
- Well landscaped and screened parking areas
- Context sensitive building and site design to complement Marshall's character



**Access and streetscape:**

- Access management techniques including shared driveways and interconnected parking areas
- Improved right-of-way landscaping and plantings to create an attractive gateway into the City
- Parking areas screened from the roadway
- Uniform and unobtrusive signage

**Action Items**

- ☑ Coordinate with Marengo Township to develop strategies for the enhancement of the E. Michigan Corridor.
- ☑ Encourage the relocation of intensive commercial and outdoor storage uses to more appropriate locations.

## FUTURE LAND USE PLAN

### Action Items

- ☑ Consider developing a River District Area Plan to define the desired character for this area and provide detailed recommendations for development and redevelopment.
- ☑ Consider developing design standards to ensure development in this area is consistent with the Master Plan.
- ☑ Consider amending the Zoning Ordinance to provide appropriate zoning standards to achieve redevelopment in this area that is consistent with the Master Plan.
- ☑ Consider rezoning properties, as appropriate, to permit development and redevelopment consistent with the Master Plan.
- ☑ Recruit retail, food, art, entertainment and residential uses appropriate for this area.
- ☑ Enhance pedestrian connections to Downtown including wayfinding signage.



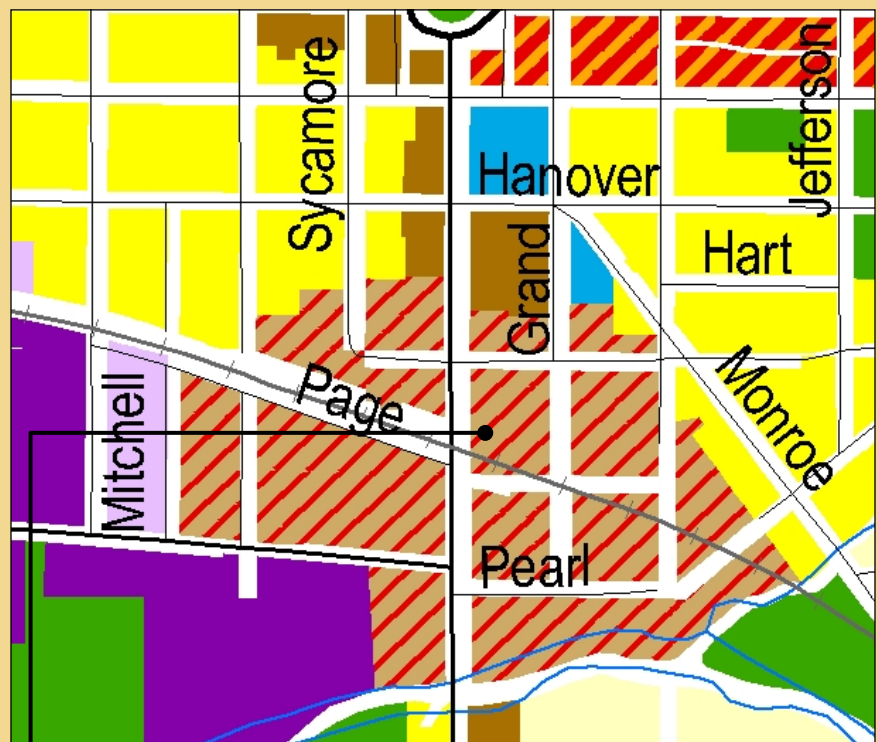
Example of live work units.

### The River District

This area is currently characterized by a mix of industrial and commercial uses and open and underutilized land. This area's prime location between Downtown Marshall and the river, as well as its potential for redevelopment, offers a unique opportunity to establish a new "River District" which could accommodate a mix of retail, office, entertainment, cultural, and residential uses. Redevelopment of this area should result in a mixed use district that complements rather than competes with Downtown.

Given the area's existing industrial character, redevelopment of the River District may provide an opportunity to create working and living spaces for artists and entrepreneurs. In addition to providing studio and production spaces, the River District could serve as an incubator for Downtown storefronts.

Use of the Planned Unit Development option is encouraged to ensure redevelopment results in a unified and identifiable character for this area.

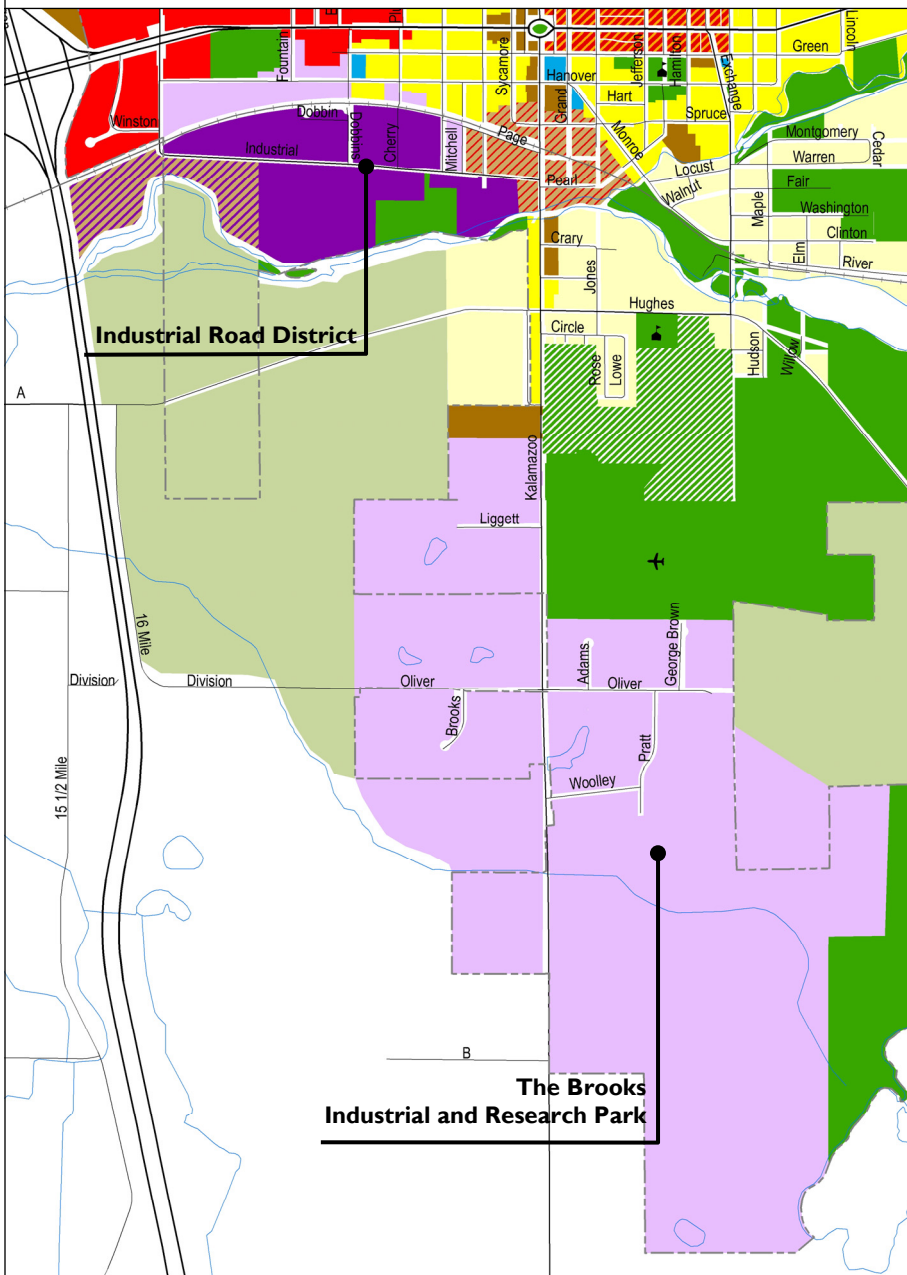


#### River District Mixed Use area:

- Retail, office, service, food, entertainment, cultural, and residential uses
- Mixed use buildings with upper story apartments and live/work units may be appropriate
- High quality building materials
- Building and site design that reflects the desired character of the River District
- Provide space for artists and entrepreneurs and serve as an incubator for Downtown
- Oriented to take advantage of proximity to Downtown and the Marshall Riverwalk

## Industrial Areas

Industrial uses in the City of Marshall are concentrated in two established industrial areas. The Industrial Road area is located southwest of Downtown along the railroad corridor and contains both light and general industrial uses. The other industrial area is located on the south side of the City and includes The Brooks Industrial and Research Park on the east side of Kalamazoo Avenue and industrial properties on the west side of Kalamazoo. This area is planned to accommodate light industrial and research and development uses.



Foundation plantings and perimeter landscaping can help soften the façade of industrial buildings (above).

Example of natural landscape materials, berm, and a variety of plantings used to screen an industrial parking area and enhance the view from the public roadway (below).





## FUTURE LAND USE PLAN

### Action Items

- ☑ Continue to actively recruit new industrial, research and technology uses to the City.
- ☑ Review and amend, as necessary, screening and buffering standards to ensure that the negative impacts of industrial development are minimized.
- ☑ Encourage relocation of existing industrial and outdoor storage uses in other areas to better suited and properly zoned locations within the City.
- ☑ Explore opportunities to provide wireless internet service within The Brooks Industrial and Research Park.

As illustrated on the Future Land Use Plan map, the Master Plan recommends primarily general industrial uses within the Industrial Road district to take advantage of the area's rail access. Light industrial and research and development uses should be more appropriately located within the City's state-of-the-art industrial and research park and other planned light industrial properties.

All industrial uses within the City should be designed to minimize negative impacts on surrounding properties through the use of appropriate lighting treatments, landscaping and plantings, screening of loading areas and trash enclosures, unobtrusive signage, well-designed access points, and high quality building materials. Where industrial uses are adjacent to residential areas, intensive screening and buffering should be used including plantings, berms, walls, and fencing as appropriate.

In addition to buffering industrial uses from neighboring properties, landscaping and screening should be utilized to soften the appearance of expansive buildings and parking areas.



### The Brooks<sup>1</sup>

**T**he *Brooks* is Marshall's vision for the future. It is a comprehensive planned environment designed to attract and retain state-of-the-art research and manufacturing facilities, facilitate collaboration among its tenants, foster sustained economic growth in the region and draw the most talented people to make Marshall their home and employment center. *The Brooks* will have an urban campus setting with buildings closer to the street, unified lighting and signage systems, on-street parking and tree lined streets.

Approximately 100 acres of *The Brooks* will be dedicated to advanced automotive research and development. Marshall is currently the home of Borg Warner's and Eaton Corporation's R&D division. The Park is designed to be developed in three phases. The first phase consists of 13 lots ranging in size from 4-10 acres. In addition, 25 acres will be reserved for light industrial manufacturing.



<sup>1</sup> Source: [www.cityofmarshall.com](http://www.cityofmarshall.com)

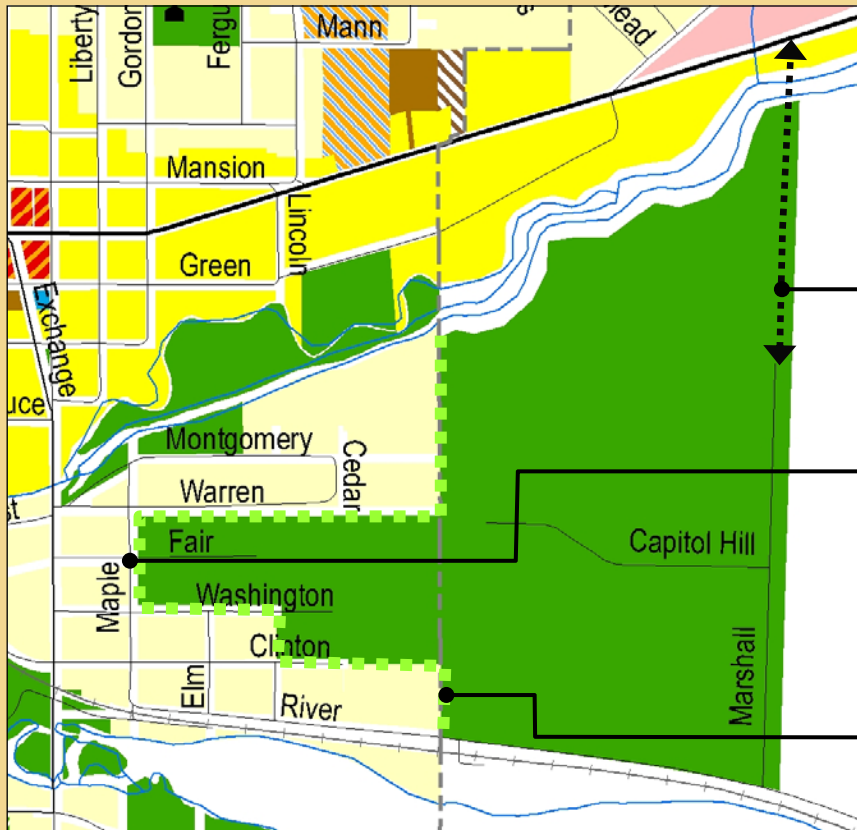
## Fairgrounds Area

The Calhoun County Fairgrounds is home to the State's oldest continuous running fair. The Fairgrounds are generally located east of S. Marshall Avenue between the railroad and Rice Creek and extend beyond the City's boundary into Marengo Township to the east. The Fairgrounds are owned and operated by the Calhoun County Agricultural and Industrial Society (CCAIS).

The Society's long range plans for the property include enhancement of the historical structures near the main gate, development of an overnight campground, and improved secondary access. Their plan to extend Marshall Road (in Marengo Township) over Rice Creek to Michigan Avenue would provide an alternative route to and from the Fairgrounds for trucks and heavy equipment. The connection could also provide a secondary route for traffic leaving Fairground events during peak periods. The City should coordinate with the CCAIS to evaluate potential impacts of this road connection on the community in an effort to balance the benefits to the Fairgrounds with any potential negative impacts to the City's Downtown and other businesses.



Floral Hall, built in 1860, is the oldest fair building in Michigan (above). © Michael Peck



The following recommendations are intended to soften the Fairgrounds' impact on adjacent properties.

**Access:**

- Study impact on the City of a future road connection to Michigan Avenue.
- Maintain Fair Street as primary entrance into Fairgrounds

**Stormwater management:**

- Integrate bioretention or "rain gardens" and other low impact development techniques into future development on the Fairgrounds property

**Buffering:**

- Enhance buffering and screening adjacent to residential properties

## FUTURE LAND USE PLAN

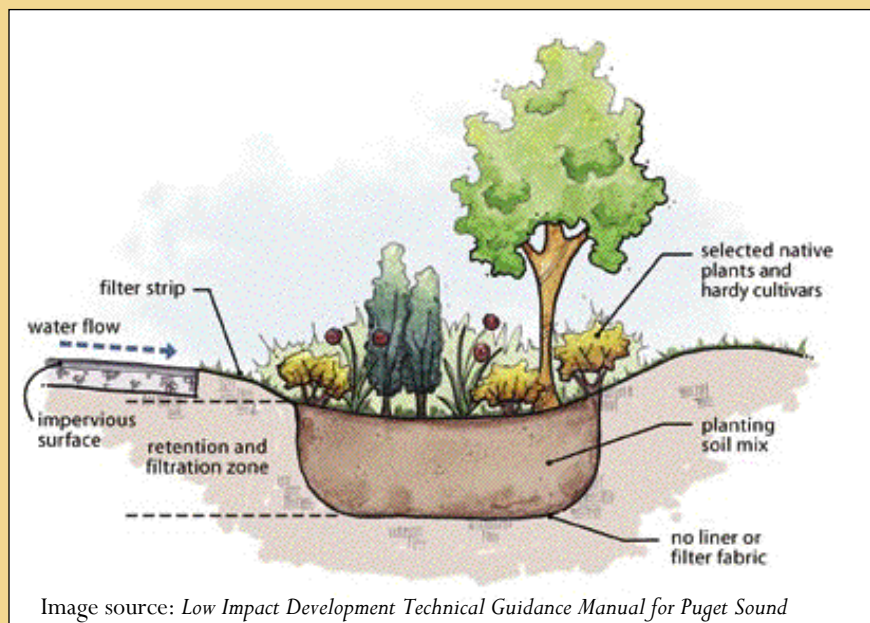
### Action Items

- ☑ Continue to maintain a positive and synergistic relationship with the Calhoun County Agricultural and Industrial Society and the Fairgrounds.
- ☑ Coordinate area infrastructure improvements with future expansion and development of the Fairgrounds property.
- ☑ Encourage incorporation of low impact development practices, such as bioretention, into future development of the Fairgrounds.
- ☑ Explore opportunities to partner with community groups and other organizations to improve landscaping and buffering between the Fairgrounds and adjacent residential properties.
- ☑ Consider coordinating with the Calhoun County Agricultural and Industrial Society to enhance the main entrance to the Fairgrounds to feature the properties historical significance.
- ☑ Work with the Calhoun County Agricultural and Industrial Society to evaluate and minimize impacts of a potential future road connection between the Fairgrounds and Michigan Avenue.

The location of the Fairgrounds presents several unique planning challenges with respect to land use and access. Adjacent residential properties may experience negative impacts of Fairground events, such as increased noise, lighting and debris. In addition, there is an increase in traffic on S. Marshall, Warren, Washington, Clinton, Maple, and other neighborhood streets during Fairground events. These and other issues, such as stormwater management, will need to be addressed as future development of the Fairgrounds occurs.

### Bioretention

**B**ioretention is a low impact development and best management practice that uses soils and vegetation to remove pollutants from storm water. These specialized landscape areas are used to filter and store runoff and promote groundwater recharge through infiltration. Runoff is conveyed as sheet flow to the treatment area, which can consist of a grass buffer strip, sand bed, ponding area, organic layer or mulch layer, planting soil, and plants. Once runoff reaches the treatment area, water is ponded and gradually infiltrates the bioretention area or is evapotranspired. This reduces the amount of water flowing from the impervious surface and reduces the amount of pollution that ends up in nearby water bodies.





## Gateways

**M**arshall is located directly adjacent to three I-94 interchanges and one I-69 interchange. Three of these locations serve as important gateways into the City of Marshall from the north, east, and west. The City’s main entryway from the south is located along Old US-27 near The Brooks Research and Industrial Park.

The four main entries into the City, which are designated as Primary Gateways on the Gateways Plan map, should be enhanced with a consistent gateway feature. City identification signs are already located along Michigan Avenue near the east and west entrances and along Old US-27 near the north and south entrances. A consistent landscaping treatment should be developed for these Primary Gateways to beautify the streetscape and establish a common identity at the City’s entrances. All older and inconsistent signage should be removed to minimize confusion.

In addition to the City’s Primary Gateways, the Gateways Plan map identifies seven Secondary Gateway Zones. While not at the City’s outermost limits, these are locations where travelers likely feel as though they are entering into “town”. Consistent signage and landscape features should be developed as appropriate within these areas. For consistency, Secondary Gateway features should incorporate key design elements of the Primary Gateways.

The City should explore opportunities to partner with local community groups and service organizations, such as the Marshall Area Garden Club, to develop an Adopt-A-Garden program to assist with plantings and beautification of landscape areas at both Primary and Secondary Gateways.



Existing Marshall sign near the City’s eastern boundary (above). Other City signs incorporate key elements of the City’s gateway signs, such as color and the fountain image (below).

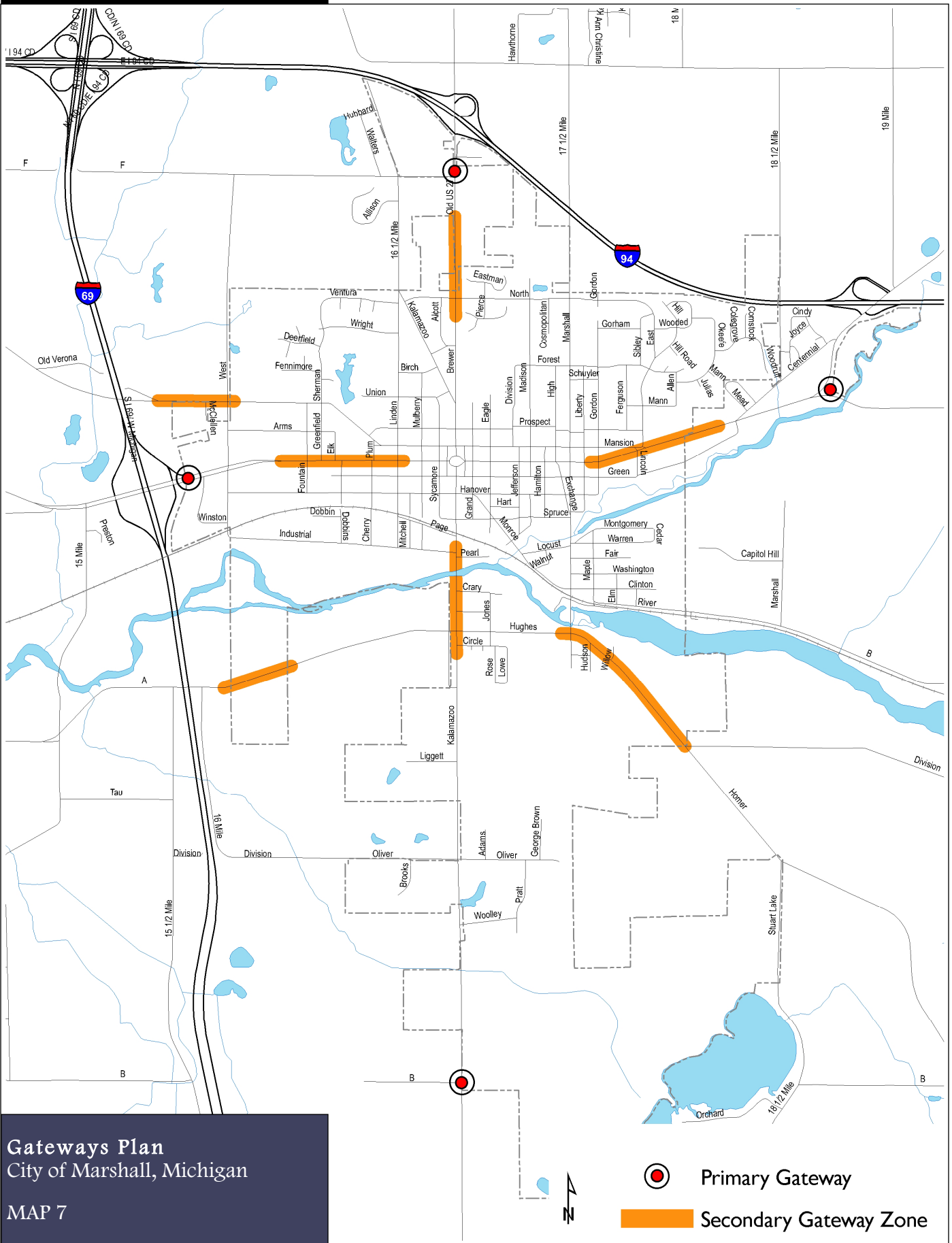


## Adopt-A-Garden

**A**dopt-A-Garden programs have been successful in other communities and may prove to be a good way to get the community involved in the beautification of the City’s gateways.




# FUTURE LAND USE PLAN



Gateways Plan  
City of Marshall, Michigan

MAP 7

 Primary Gateway

 Secondary Gateway Zone

CITY OF MARSHALL



The following are conceptual illustrations for enhancement of the City's Primary and Secondary Gateways.

*Existing entry signs lack any landscaping and plantings (right).*



**Primary Gateway:**

- Consistent identification sign at all four Primary Gateway locations
- Landscaping and plantings at base of sign to enhance its appearance

**Secondary Gateway:**

- Signage incorporated into low wall feature
- Similar color and design elements to Primary Gateway signage
- Landscaping to enhance and soften appearance of wall



**Action Items**

- ☑ Develop a regular maintenance program to ensure upkeep of City identification signage.
- ☑ Remove inconsistent welcome signs at the City's gateways.
- ☑ Consider adopting Primary and Secondary Gateway feature specifications.
- ☑ Consider working with property owners and developers to incorporate City identification features at Secondary Gateway locations, as appropriate.
- ☑ Continue to partner with local community groups and service organizations to create an Adopt-A-Garden program to establish and care for landscape areas at the City's gateways.
- ☑ Work with the Michigan Department of Transportation to improve highway signage for the City of Marshall along I-94 and I-69, such as adding directional signage for the City along southbound I-69 north of I-94.



This page left intentionally blank.



# Transportation Plan



“If we don’t plan  
for the future,  
the future  
will come  
without a plan.”<sup>1</sup>



<sup>1</sup> Source: Brian Schweitzer,  
Governor of Montana



## Thoroughfare Plan

The function of a road system and its ability to move traffic in an efficient and convenient manner have a significant impact on the viability of land uses and overall quality of life in a community. The primary goal of the Transportation Plan is to plan for a road network that will serve the residents and businesses anticipated in the Land Use Plan chapter. This includes the City of Marshall's road network of State, County and City roadways.

Like the land use planning process, the process for planning a community's transportation system must begin with a study and analysis of existing conditions. This includes an analysis of recent traffic volumes and roadway conditions. For more detailed information about existing road conditions, refer to the Transportation Inventory in the Appendix of the Master Plan.

### Future Functional Classification

Traffic is concentrated on certain roadways due to the roads' physical condition, level of use, and direction of travel, as well as the overall land use pattern. About 20 percent of the roads carry approximately 80 percent of vehicle miles traveled. In order to set funding priorities for the roads that carry the highest volumes, transportation planners established a street classification system. This functional classification system is the foundation upon which the road network is designed.

In order to function successfully, the overall traffic circulation system must be carefully integrated. In the City of Marshall, the three basic types of roads are arterials, collector streets, and local streets (refer to the Thoroughfare Plan map). The definitions for these classifications are provided below.

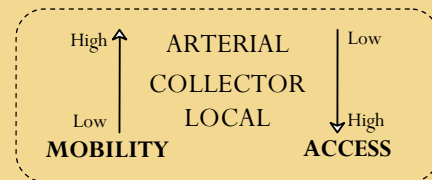
#### Arterial Streets

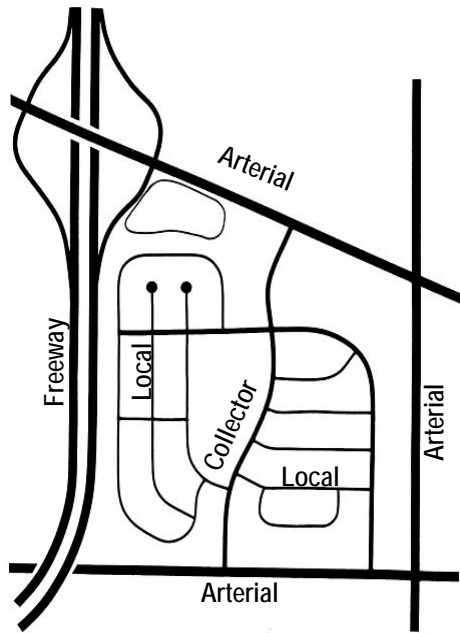
Arterials are the "highest order" of surface streets, and they typically carry high volumes of traffic; they provide travel routes from one city to another, and can traverse one or more states. They are most often used for longer trips, as higher speeds are allowed. When an arterial passes through a more populated area, the number of intersections increases and speeds decrease. Arterial roads have a dual function: to provide routes for through traffic while providing access to abutting properties and minor intersecting streets. This can lead to congestion and traffic crashes because of turning vehicles conflicting with through traffic.

### Access v. Mobility

Although there is some variation in classification, roadways are typically divided into those that carry through traffic and those that carry local traffic. It is desirable to physically separate these two road types as much as possible to eliminate conflicting traffic movements, traffic congestion, delays, and crashes.

The role of each road classification in providing access and mobility is illustrated below. Generally, as access increases, mobility decreases – and vice versa.





### Collector Streets

Collector streets primarily permit direct access to abutting properties and provide connections to higher order arterials. Through traffic movement from one part of the City to another is deliberately discouraged on these streets. The collector street, in most cases, is a public roadway serving moderate traffic movement from local streets to arterial streets. Although collectors permit access to abutting property, it is preferable that they do not serve an access function for residential lots. The collectors may accommodate pedestrians and public utility facilities within the right-of-way. Collectors feed the arterials, thus reducing the number of curb cuts onto arterials and ensuring fewer interruptions for arterial traffic. Some collectors are residential collectors and others are nonresidential collectors. The nonresidential collectors accommodate traffic generated by industrial and commercial developments. The residential collectors connect local streets serving residential areas to the arterial system.

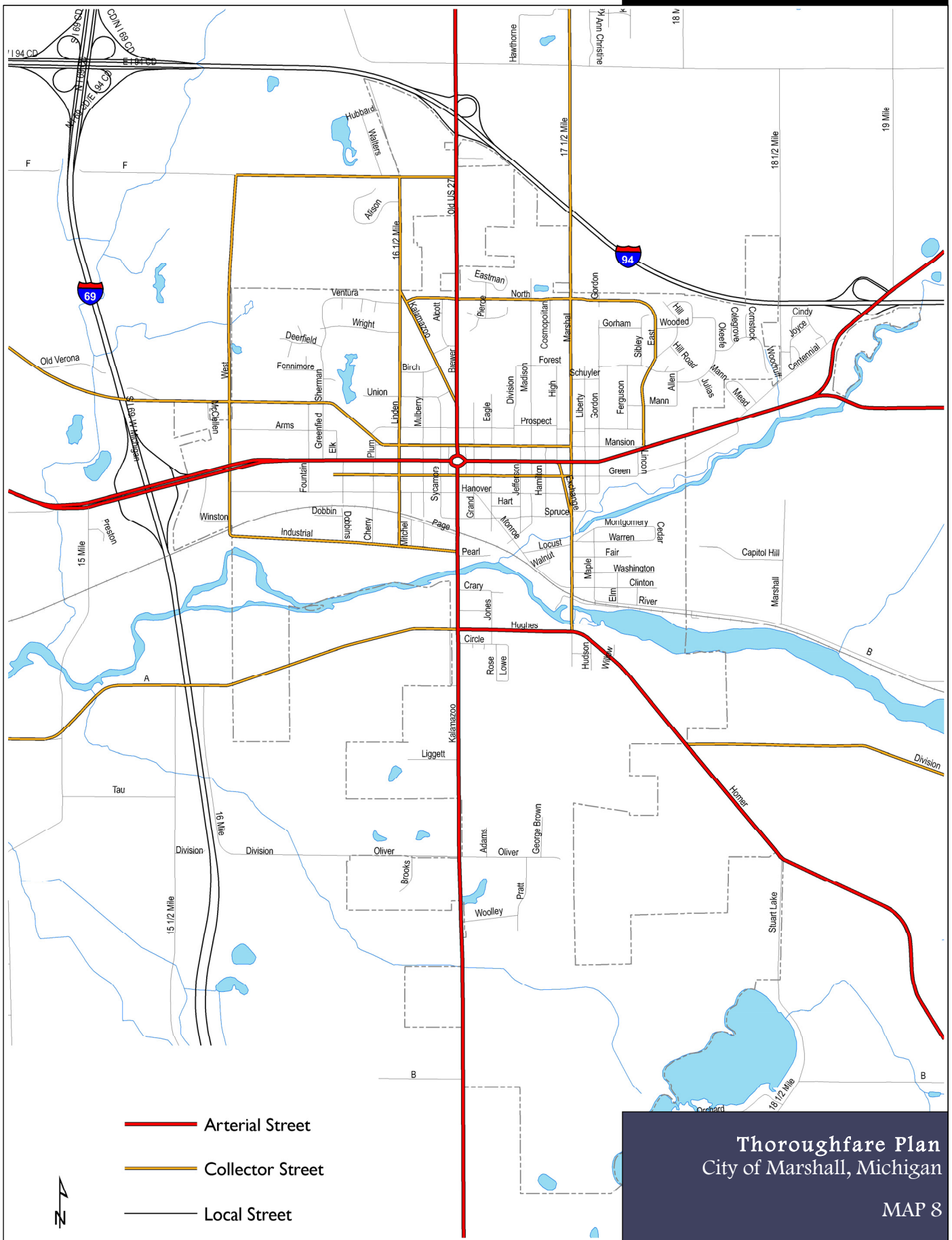
### Local Streets

Local streets serve the purpose of providing access to abutting land and consist of all streets that do not belong to one of the higher classifications. These streets make up a large percentage of total street mileage in urban areas, but they almost always carry a small portion of vehicle miles traveled. They offer the lowest level of mobility and may carry no through traffic. Examples of this class of roadway are residential subdivision streets and cul-de-sacs.

### Access Management Recommendations

**M**ost streets provide two functions: 1) to move traffic and 2) to provide access to land uses that abut them. However, these functions can often conflict because each access point interrupts traffic movement as vehicles turn off and onto the roadway. In order to balance these two road functions, access management techniques should be used. Access management techniques provide ways in which the road network's capacity can be maximized, by reducing the impact of development abutting the major road network.

The techniques described below primarily apply to more intensive, non-residential land uses. Access management is usually implemented through the site plan review process, and these techniques are suggested as guidelines in that process. Each case will require an individual analysis to determine the appropriate action given the characteristics of the site and use.



- Arterial Street
- Collector Street
- Local Street

Thoroughfare Plan  
City of Marshall, Michigan  
MAP 8



**Restricting the Number and Spacing of Access Points**

Limiting the number of driveways permitted for each land use can help preserve the traffic movement function of a roadway. Proposed and existing land uses should provide the minimum number of driveways needed to provide access to a development site. If additional driveways are proposed, additional street frontage for the subject site and appropriate spacing between existing driveways should be provided.

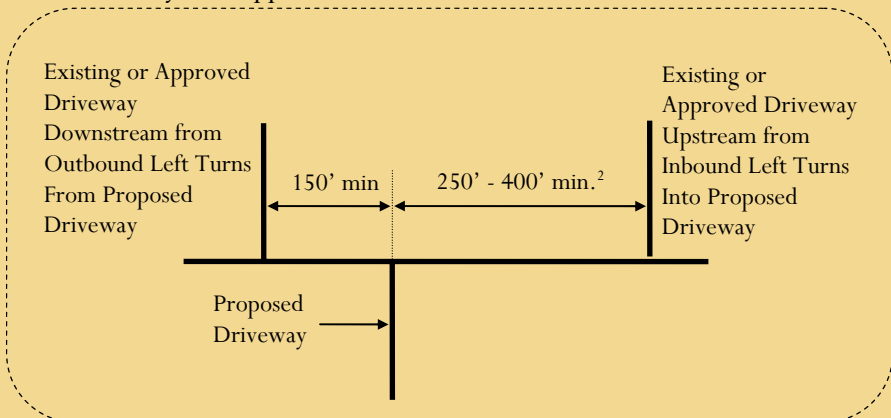
Even if only one access point is proposed, the most appropriate location should be selected to preserve the function of the roadway and, more importantly, to assure public safety. Driveways located too close together are safety hazards and they can negatively impact road capacity.

**Recommended Spacing for Nonresidential Driveways**

Driveways on Same Side of Street:

Speed Limit (mph)	Minimum Spacing <sup>1</sup> (feet)
25	135
30	155
35	180
40	215
45	260
50+	310

Driveways on Opposite Side of Street:



<sup>1</sup> Center-to-center.

<sup>2</sup> Varies with volume of peak-hour traffic using driveways.

Note: Greater separation between driveways and street intersections may be required.

**Encouraging Shared Access**

Providing shared access to a site reduces the number of access points, preserves the capacity of the road, and can even help to maintain the character of the community. Shared access can be achieved through a variety of techniques including shared driveways, frontage roads, and internal connections between sites. As discussed above, access management is critical for non-residential land uses because of their intensive nature and tendency to demand a higher number of access points.

**Access / Driveway Design**

Another access management technique is assuring proper driveway and intersection design. Driveways should be designed with adequate width, turning radius, and depth to allow automobiles and large trucks to enter and exit a site safely and efficiently. A clear-vision area at the corners of all driveways and intersections is also needed for safe driver visibility.

In addition, uses that generate high volumes of traffic may warrant the construction of deceleration and acceleration lanes adjacent to driveways and intersections. Left-turn passing lanes or center left-turn lanes may also be necessary. Such improvements are often identified by the completion of traffic impact studies. In general, traffic impact studies are recommended whenever a proposed land use will generate more than 750 vehicle trips per day and/or more than 100 vehicle trips in one direction during the morning (e.g., 7 a.m. - 9 a.m.) or afternoon (4 p.m. - 6 p.m.) peak hour.

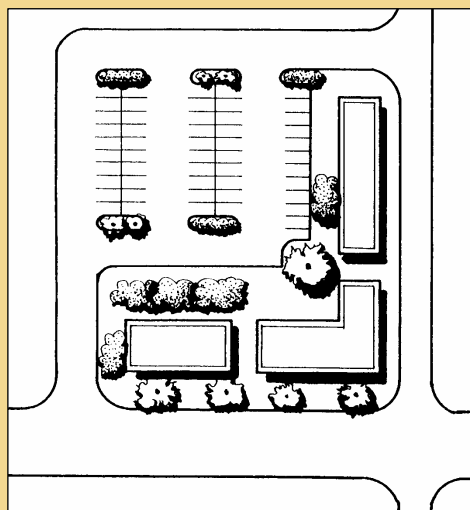
Finally, restricting turning movements at a driveway or intersection is often warranted due to traffic volumes or poor spacing of proposed access points relative to existing driveways and/or intersections. For example, when an existing driveway is too close to an intersection, it is possible to improve the access and safety by restricting turning movements to right turns in and out of a proposed or existing development site.

**Action Items**

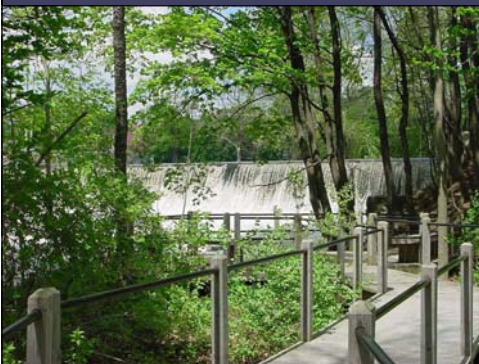
- ☑ Consider adopting site plan review standards that encourage service drives and combines parking and drives.
- ☑ Consider adopting good access management practices to reduce the number of driveways for individual sites.
- ☑ Work cooperatively with MDOT and the Calhoun County Road Commission to provide an efficient and safe system of arterial roadways.

**Nonresidential Shared Access**

Shared access for a number of nonresidential uses preserves the road capacity, which is especially important near intersections. Shared parking at the rear of buildings can also help to preserve the appearance and character of the community. If shared access drives are not feasible, internal service roads and/or internal parking lot connections between uses should be provided to preserve roadway capacity.



## Pedestrian Facilities Plan



The Marshall Riverwalk.  
Photo credit: Marshall Area Chamber of Commerce

**S**idewalks and pedestrian safety paths are pedestrian-oriented facilities that are an integral part of the City's transportation network. They are generally located within the street right-of-way. Sidewalks are typically five feet in width and located one foot from the edge of right-of-way.

Due to the increasing use of the bicycle as a mode of transportation, bicycle facilities have become an important element in the road design process. Existing road systems may be supplemented with facilities to provide for such traffic. Bike paths generally carry two-way bicycle traffic with a width of eight to ten feet. Two-way bike paths are common in recreation areas connecting different points of interest. When designing such exclusive bike paths, it is necessary that different design factors such as turning radii, grades and sight distance be considered. When located within the right-of-way, bike paths are typically set one foot from the edge of the right-of-way.

### Existing Pedestrian Facilities

**A**t the present time, there is one existing pathway in the City. Marshall's Riverwalk is a long and winding boardwalk along the Kalamazoo River that connects Stuart's Landing on the Mill Pond to Kalamazoo Road and Monroe Street. The Riverwalk is part of the North Country National Scenic Trail (NCNST) and the Calhoun County Linear Trailway system. When completed, the Riverwalk would be part of a trail that connects Lake Erie with Lake Michigan, as well as Port Henry, New York with Bismarck, North Dakota.

Many of Marshall's residential streets are lined with sidewalks, connecting neighborhoods to Downtown and community facilities such as parks and schools. Sidewalks have also been incorporated into the design of The Brooks Research and Industrial Park.

### Recommendations

**S**idewalks and pedestrian facilities should continue to be incorporated into all future residential and nonresidential development to preserve and enhance the walkability of the City. In addition, the City should evaluate opportunities to improve pedestrian circulation. This could include making improvements to crosswalks at key locations, such as adding pavement color, texture, and markings, and improved pedestrian and vehicular signage; implementing an improved wayfinding signage system throughout the City; and sustaining a regular sidewalk maintenance program.



**Action Items**

- Actively plan for and seek funding for the creation and extension of the Marshall Riverwalk and other non-motorized pathways within the community.
- Coordinate with road agencies and the North Country Trail Association to promote the North Country National Scenic Trail.
- Continue to require sidewalks within new residential and nonresidential developments.
- Evaluate opportunities to improve pedestrian circulation throughout the City.
- Improve wayfinding signage.

The City should actively plan for the extension of the Marshall Riverwalk to expand this valuable scenic and recreational resource within the community. Ultimately the Riverwalk should extend the full length of the City from east to west, as well as provide connections to destinations such as the Marshall House, Ketchum Park, and possibly Brooks Nature Area.

The Riverwalk’s link to the North Country National Scenic Trail should continue to be promoted. The City should collaborate with the Calhoun County Road Commission and the North Country Trail Association to promote opportunities for trail improvements along the NCNST Temporary Connectors<sup>1</sup>, such as trail identification signage and wider shoulders along the roadway. These types of improvements can often be coordinated with other planned road improvements, such as pavement resurfacing projects, to reduce cost.

The City, with the North Country Scenic Trail Association, should collaborate with the adjacent townships and other agencies and organizations to promote development of new non-motorized pathways to replace the temporary connectors or “road walks” of the NCNST.

**North Country National Scenic Trail**

The North Country National Scenic Trail (NCNST) is a premier footpath that stretches for about 4,600 miles linking communities, forests, and prairies across seven northern states. It extends from Crown Point on the western shore of Lake Champlain in eastern New York State to Lake Sakakawea in North Dakota. Between New York and North Dakota it passes through Pennsylvania, Ohio, Michigan, Wisconsin, and Minnesota. Already, more than 1,700 miles have been certified off-road. Additional miles follow shared paths, and some road walks yet remain. When completed, it will be the longest off-road hiking trail in the United States.

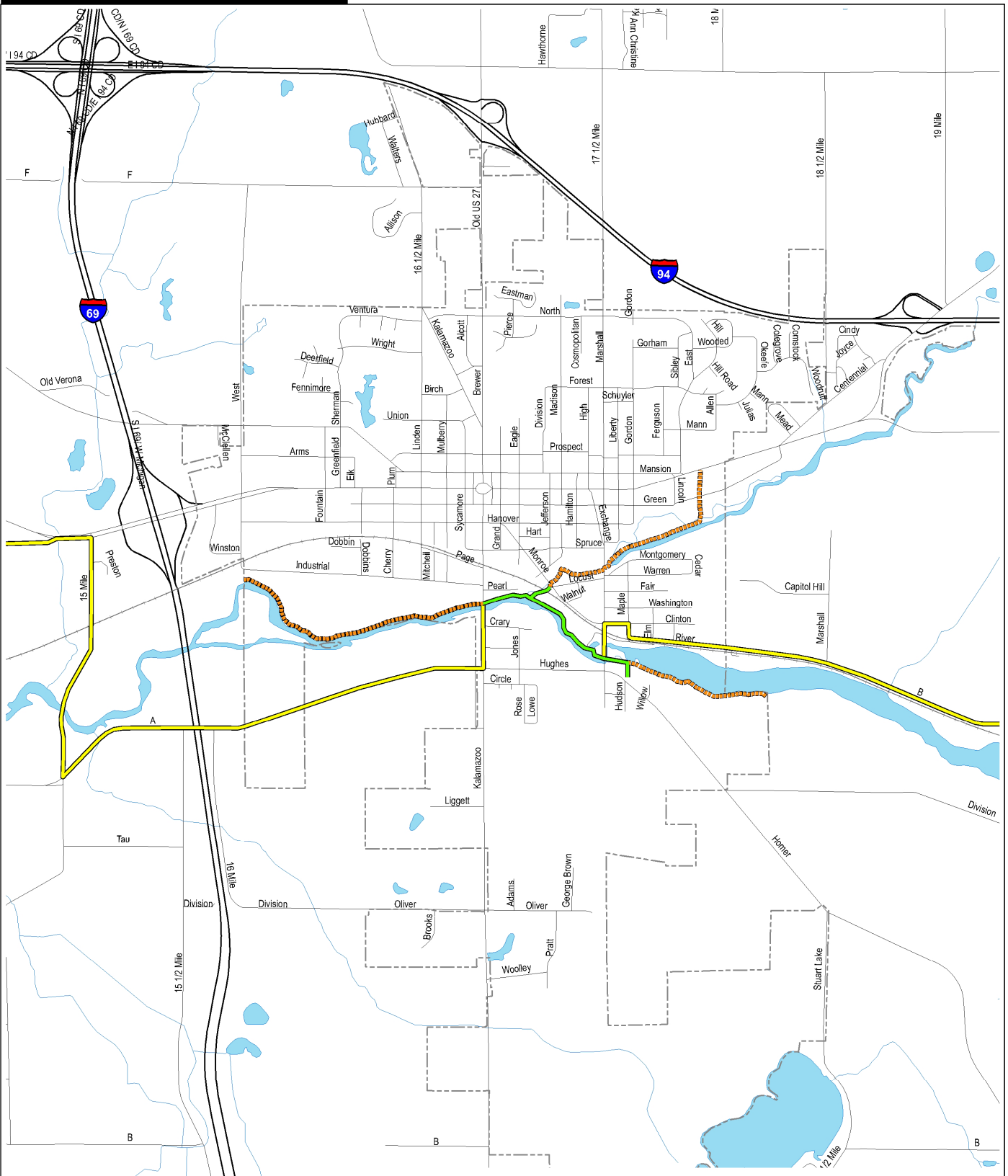


Chief Noonday is the local chapter of the North Country Trail Association (NCTA) in the counties of Barry, Calhoun and Kalamazoo in south central and western Michigan. The NCTA is the nationwide nonprofit organization that works in partnership with the National Park Service to build, maintain, and promote the North Country National Scenic Trail.

Source: [www.northcountrytrail.org](http://www.northcountrytrail.org)

<sup>1</sup> Temporary Connector locations, as illustrated on Map 9, are consistent with information available at [www.northcountrytrail.org](http://www.northcountrytrail.org).

# TRANSPORTATION PLAN



Pathways Plan  
City of Marshall, Michigan

MAP 9

-  Marshall Riverwalk (Existing)
-  Marshall Riverwalk (Future)
-  North Country National Scenic Trail (Temporary Connector)

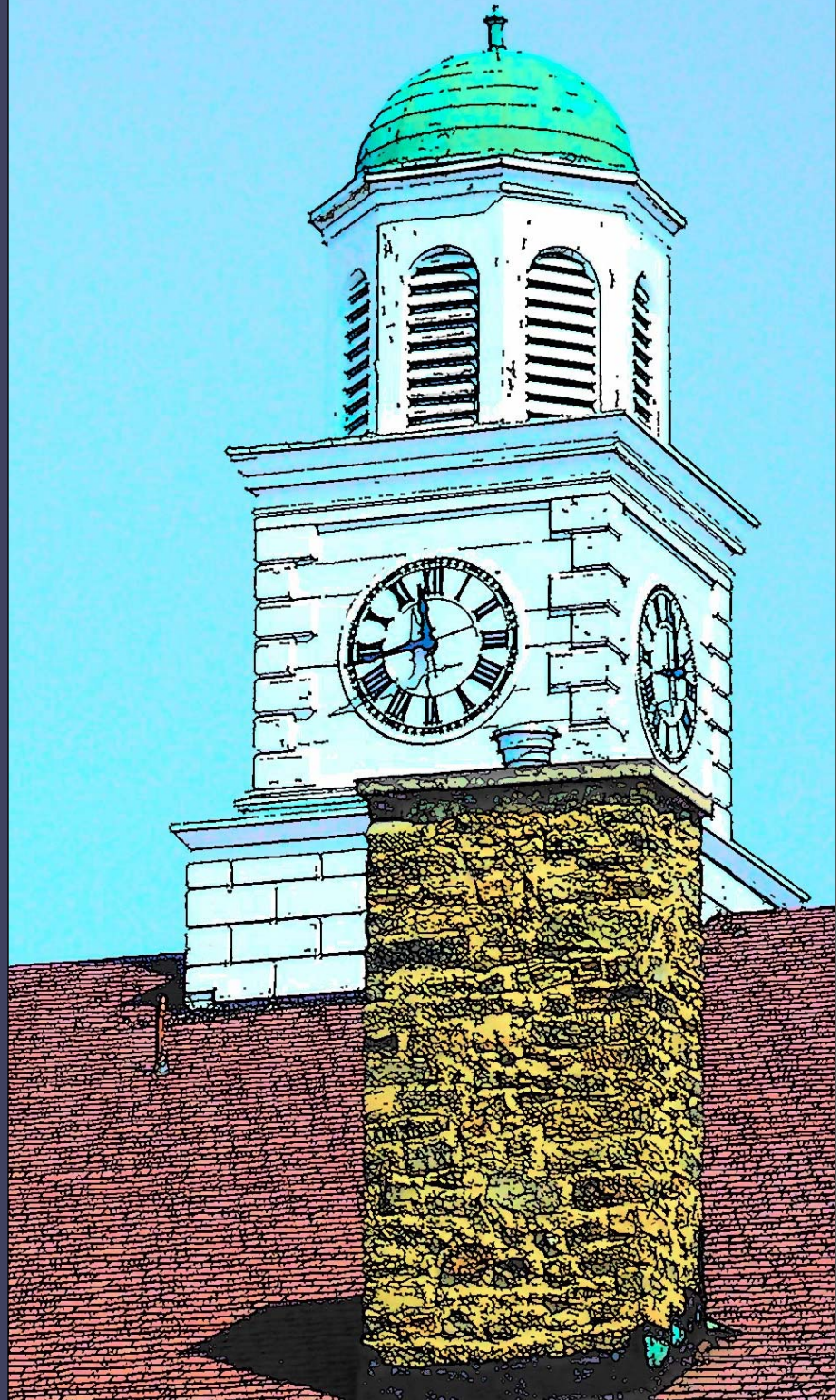




# Capital Facilities Plan



“By far the greatest and most admirable form of wisdom is that needed to plan and beautify cities and human communities.”<sup>1</sup>



<sup>1</sup> Source: Socrates



The location and timing of capital improvements, such as water and sewer lines, streets, and sidewalks, and public facilities such as police and fire stations should be planned in advance to minimize cost and promote efficiency of service.

The general statements that follow are intended to paint a broad picture of the City’s long range goals for future capital facilities and services improvements. The intent of these statements is to provide a framework within the Master Plan for future consideration in the City’s Capital Improvements Program.

**Provide a range of parks and recreational facilities that can be enjoyed year round by residents of all ages.**

- Expand recreation opportunities at existing parks and City-owned properties.
- Improve the accessibility of the City’s parks.

**Provide a quality and affordable senior housing facility within the City.**

- Properly manage and maintain the Marshall House.

**Provide excellent Police and Fire protection to safeguard the public health, safety and welfare.**

- Properly equip and house the City’s public safety departments.
- Stay current with advances in technology, equipment, and practice.



The City of Marshall is dedicated to providing excellent customer service to its citizens while ensuring fiscal integrity. Our mission as a City government is to continually enhance Marshall’s unique quality of life by providing quality municipal services to our citizens through efficient use of resources.

<sup>1</sup> Source: [www.cityofmarshall.com](http://www.cityofmarshall.com)

### Action Items

- ☑ Monitor the adequacy of police and fire services to determine appropriate staffing, facilities, and equipment.
- ☑ Schedule public works and utility improvements as necessary to keep pace with development and demand.
- ☑ Refer to the City's Water System Master Plan and Wastewater System Master Plan when planning for and evaluating future improvements to these systems.
- ☑ Pursue grant funding for priority public works projects.
- ☑ Pursue grant funding for parks and recreation projects in accordance with the Parks and Recreation Master Plan.
- ☑ Update the 5-year Parks and Recreation Master Plan as necessary.



### **Provide reliable electric service at competitive rates.**

- Continue to invest in power plant projects to meet future demand for electricity.
- Invest in renewable energy sources.
- Evaluate green infrastructure and other sustainable means of reducing demand for electricity.

### **Maintain a safe and efficient transportation network within the City.**

- Improve existing network of sidewalks and pathways throughout the City.
- Increase safety of bicycle travel within the City.
- Properly maintain the City's streets and bridges.
- Operate an efficient Dial-A-Ride service.

### **Maintain a reliable and safe municipal water supply system that meets future demand for clean water.**

- Increase water supply and storage capabilities, as needed, to accommodate future demand and ensure adequate fire protection.
- Expand distribution network, as appropriate, to serve future growth areas.
- Properly maintain the City's water infrastructure.

### **Maintain a municipal wastewater treatment system that meets future need and protects natural resources and the environment.**

- Expand wastewater collection network, as appropriate, to serve future growth areas.
- Stay current with advances in technology, equipment, and practice.
- Properly maintain the City's wastewater infrastructure.





# Implementation Strategies



“Good plans shape good decisions. That’s why good planning helps to make elusive dreams come true.<sup>1</sup>”



<sup>1</sup> Source: Lester Robert Bittel, writer



## Action Items

The City's thoughtful preparation and adoption of the Master Plan would be of diminished value without a program for and the long term commitment to its implementation. Continued implementation of the Master Plan recommendations enables the City to turn potential challenges into real opportunities and solutions in both the short term and long term.

There are a wide variety of tools and techniques available to help implement the City's long range Plan. The most effective tool is the Zoning Ordinance. While the City's Zoning Ordinance has recently been revised, periodic review, and amendment as necessary, is critical to ensure that the City's current use and development standards are consistent with its long range goals. Consistent application of the City's zoning standards through the site plan review process, as well as continual and fair code enforcement, are also vital to the success and implementation of the Master Plan.



The action items found throughout the Master Plan document are designed to make implementation straightforward. For easy reference, the action items from the entire Plan are collected into the Action Item Summary Table. The City Council, Planning Commission, and staff should review this table on a regular basis, as well as the Plan's goals and objectives, to prioritize actions and ensure that decisions and policies are consistent with the vision of the Plan.

Implementation Suggestion:

**Use the Action Item Summary Table as a “menu” for implementation.**

Reviewed on an annual or semi-annual basis, the Summary Table can assist the Planning Commission in setting its priorities and goals for Master Plan implementation each year. Think of it as a “menu” from which to choose the coming year's tasks.

Action items can be prioritized and reprioritized as needs and budgets change from year to year and then “checked off” (✓) as completed to track overall implementation efforts.



## IMPLEMENTATION STRATEGIES

Priority	Status	Action Item	Short-term	Long-term
<b>Land Use Plan</b>				
		Coordinate with the Joint Planning Commission to plan for future manufactured housing parks in appropriate locations and of densities that are consistent with modern manufactured housing parks.	⊙	
		Complete a City-wide natural features inventory.	⊙	
<b>Commercial Areas — Downtown Marshall</b>				
		Coordinate with the Downtown Development Authority to implement the recommendations of the <i>Downtown Improvement Strategy</i> .	⊙	⊙
		Continue to promote and market the Marshall Main Street façade and building improvement grant and loan programs to encourage renovation and restoration of Downtown buildings.	⊙	⊙
		Enhance the key entry points or gateways into the Downtown.	⊙	
		Actively recruit retail, restaurants, art and entertainment establishments.	⊙	⊙
		Encourage redevelopment for residential uses in and near Downtown.		⊙
		Improve wayfinding signage.		⊙
		Enhance Downtown landscaping and plantings.	⊙	
		Improve Downtown parking areas.	⊙	
		Improve pedestrian furnishings within the Fountain Circle.	⊙	
		Explore opportunities to provide wireless internet service throughout the Downtown.		⊙
<b>Commercial Areas — I-94/Old US-27 Interchange Area</b>				
		Coordinate with the Calhoun County Road Commission to improve vehicular access and circulation along Old US-27 south of the interchange.	⊙	
		Work with developers through the development review process to achieve safe and efficient vehicular access to commercial uses.	⊙	
		Consider adopting access management standards to minimize traffic conflicts.	⊙	
		Consider developing design standards or a pattern book to ensure commercial development in this area is consistent with the Master Plan.	⊙	
		Review and amend, as necessary, landscaping, screening and sign regulations.	⊙	⊙
<b>Commercial Areas — W. Michigan Corridor</b>				
		Consider developing a W. Michigan Corridor Plan to provide detailed recommendations for development and redevelopment, including streetscape enhancements and access management improvements.	⊙	
		Coordinate with the MDOT and the Calhoun County Road Commission to improve vehicular access and circulation along W. Michigan Avenue.	⊙	⊙
		Consider adopting access management standards to minimize traffic conflicts.	⊙	
		Consider developing design standards to ensure commercial development in this area is consistent with the Master Plan.	⊙	
		Consider creating an overlay district to ensure attractive and consistent right-of-way plantings, signage, parking area landscaping and screening, and building placement and materials.		⊙

Priority	Status	Action Item	Short-term	Long-term
<b>Commercial Areas — E. Michigan Corridor</b>				
		Coordinate with Marengo Township to develop strategies for the enhancement of the E. Michigan Corridor.	⊙	⊙
		Encourage the relocation of intensive commercial and outdoor storage uses to more appropriate locations.		⊙
<b>Commercial Areas — The River District</b>				
		Consider developing a River District Area Plan to define the desired character for this area and provide detailed recommendations for development and redevelopment.	⊙	
		Consider developing design standards to ensure development in this area is consistent with the Master Plan.		⊙
		Consider amending the Zoning Ordinance to provide appropriate zoning standards to achieve redevelopment in this area that is consistent with the Master Plan.	⊙	
		Consider rezoning properties, as appropriate, to permit development and redevelopment consistent with the Master Plan.	⊙	
		Recruit retail, food, art, entertainment and residential uses appropriate for this area.		⊙
		Enhance pedestrian connections to Downtown including wayfinding signage.		⊙
<b>Industrial Areas</b>				
		Continue to recruit new industrial, research and technology uses to the City.	⊙	⊙
		Review and amend, as necessary, screening and buffering standards to ensure that the negative impacts of industrial development are minimized.	⊙	
		Encourage relocation of existing industrial and outdoor storage uses in other areas to better suited and properly zoned locations within the City.		⊙
		Explore opportunities to provide wireless internet service within The Brooks Industrial and Research Park.	⊙	
<b>Fairgrounds Area</b>				
		Continue to maintain a positive and synergistic relationship with the Calhoun County Agricultural and Industrial Society and the Fairgrounds.	⊙	⊙
		Coordinate area infrastructure improvements with future expansion and development of the Fairgrounds property.		⊙
		Encourage incorporation of low impact development practices, such as bioretention, into future development of the Fairgrounds.	⊙	⊙
		Explore opportunities to partner with community groups and other organizations to improve landscaping and buffering between the Fairgrounds and adjacent residential properties.	⊙	
		Consider coordinating with the Calhoun County Agricultural and Industrial Society to enhance the main entrance to the Fairgrounds to feature the properties historical significance.		⊙
		Work with the Calhoun County Agricultural and Industrial Society to evaluate and minimize the potential negative impacts of a future new road connection between the Fairgrounds and Michigan Avenue.	⊙	

*Continued on next page*

## IMPLEMENTATION STRATEGIES

Priority	Status	Action Item	Short-term	Long-term
<b>Gateways</b>				
		Develop a regular maintenance program to ensure upkeep of City identification signage.	⊙	
		Remove inconsistent welcome signs at the City's gateways.	⊙	
		Consider adopting Primary and Secondary Gateway feature specifications.		⊙
		Consider working with property owners and developers to incorporate City identification features at Secondary Gateway locations.		⊙
		Continue to partner with local community groups and service organizations to create an Adopt-A-Garden program to establish and care for landscape areas at the City's gateways.	⊙	⊙
		Work with the Michigan Department of Transportation to improve highway signage for the City of Marshall along I-94 and I-69, such as adding directional signage for the City along southbound I-69 north of I-94.	⊙	
<b>Transportation Plan</b>				
<b>Thoroughfare Plan</b>				
		Consider adopting site plan review standards that encourage service drives and combines parking and drives.	⊙	
		Consider adopting good access management practices to reduce the number of driveways for individual sites.	⊙	
		Work cooperatively with MDOT and the Calhoun County Road Commission to provide an efficient and safe system of arterial roadways.	⊙	⊙
<b>Pedestrian Facilities Plan</b>				
		Actively plan for and seek funding for the creation and extension of the Marshall Riverwalk and other non-motorized pathways within the community.	⊙	
		Coordinate with road agencies and the North Country Trail Association to promote the North Country National Scenic Trail.	⊙	⊙
		Continue to require sidewalks within new residential and nonresidential developments.	⊙	⊙
		Evaluate opportunities to improve pedestrian circulation throughout the City.		⊙
		Improve wayfinding signage.		⊙
<b>Capital Facilities and Services Plan</b>				
		Monitor the adequacy of police and fire services to determine appropriate staffing, facilities, and equipment.	⊙	⊙
		Schedule public works and utility improvements as necessary to keep pace with development and demand.	⊙	⊙
		Refer to the City's Water System Master Plan and Wastewater System Master Plan when planning for and evaluating future improvements to these systems.	⊙	⊙
		Pursue grant funding for priority public works projects.	⊙	
		Pursue grant funding for parks and recreation projects in accordance with the Parks and Recreation Master Plan.	⊙	
		Update the 5-year Parks and Recreation Master Plan as necessary.		⊙



## Implementation Benchmarks

The Action Items included in the Master Plan are not new to planning practice. Other communities have already implemented, varied, and refined many of these techniques. Throughout the long term implementation of the Master Plan, the City of Marshall should look to others to learn from their successes, as well as their shortfalls. Below are just a handful of examples of what other communities are doing well. There are countless other successes in communities of all sizes that can inspire the City's efforts for years to come.

### Implementation Suggestion:

**Look to other premier communities for benchmarks and successes.**

The Action Items included throughout the Master Plan are not new to planning practice; most have been implemented and tested by others. By looking to other communities, the City of Marshall can gain insight, discover creative approaches, learn valuable lessons, and build upon the techniques that have proven successful.

### ★ Benchmark: Establish Guidelines and Consider Context

#### **City of Rochester, Oakland County**

Rochester has sustained a long-term commitment to maintaining the City's character. The City has utilized tools such as Design Guidelines to illustrate appropriate examples of development and signage in the City's Downtown and neighborhoods. In addition, the zoning ordinance establishes a context-sensitive review process with criteria designed to evaluate impacts on natural features and characteristics of the land, adjoining properties and uses, and compatibility with the Downtown's traditional character.

### ★ Benchmark: Showcase Beautification Efforts

#### **City of Grand Haven, Ottawa County**

In 2005, the City of Grand Haven launched their "City Beautiful" awards program. These awards recognize community members who improve their property and thereby improve the community's overall image. A total of twelve award recipients are selected each year, six residential and six commercial/institutional. Gardens, landscaping, building remodeling, public volunteer improvement efforts, new construction, and other beautification efforts are eligible. Each year, the award winners are featured in the Grand Haven City Beautiful Calendar.

### ★ Benchmark: Provide Flexible Development Options

#### **City of Novi, Oakland County**

Novi's Zoning Ordinance includes several planned development options that provide the City and the development community with the flexibility to negotiate during the development review process in order to achieve high quality development that reflects the community's vision.



The City of Grand Haven's annual City Beautiful Calendar showcases award-winning properties and commends the beautification efforts of its residents and business owners.

## IMPLEMENTATION STRATEGIES

Charter Township of Grand Blanc

Technology Village Area Plan



Joining the global economy  
for our children's future



### Project Overview

New technology will play a key role in Grand Blanc's future, and the southern portion of the Township, along I-75, will be the heart of this growth. Planning for the growth of this area will enable the Township to prepare for and direct future development in a way that maximizes benefit for the Grand Blanc community. [Continue reading about the project.](#)

### Project Area

The Technology Village Area Plan includes eight sections of the Township: 26 to 29 and 32 to 35, as well as a small portion of Section 20 (see [Zoning Map](#) excerpt).

### Draft Plan

Draft plan elements will be posted here as they become available for viewing.

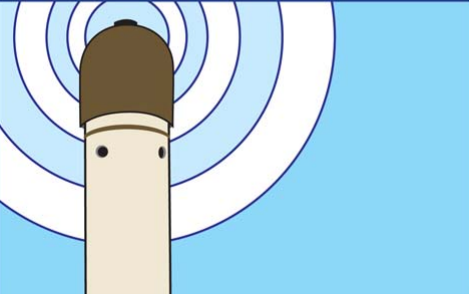
### Symposium

Grand Blanc Township hosted a symposium on the knowledge economy on November 7, 2007.

[Symposium speakers and presentations are available here.](#)

As a kick-off to its *Technology Village Area Plan*, Grand Blanc Township hosted a symposium on the knowledge economy that brought together professionals from health care, economic development, industry and technology, land use planning, and transportation.

## Wireless Ypsi



Wireless Ypsi is a community collective dedicated to bringing free broadband internet access to Ypsilanti.

### ★ Benchmark: Continue to Plan and Fine Tune Your Vision

#### **Charter Township of Grand Blanc, Genesee County**

Grand Blanc Township's focused corridor and area planning is a valuable tool for fine tuning its Master Plan recommendations and serves as a catalyst for economic development. With the *Technology Village Area Plan*, the Township is collaborating with the health care and technology professions to plan for a knowledge economy. The goal of the *Plan* is to position Grand Blanc as a magnet for high tech businesses and knowledge professionals. Implementation of the *Saginaw Street Corridor Study* will enhance this important thoroughfare to be representative of the quality of life found throughout the Township.

### ★ Benchmark: Brand Your Community

#### **City of Zeeland, Ottawa County**

The City of Zeeland's *Feel the Zeel* marketing campaign is intended to clearly articulate the passion that residents have for living in the city. The campaign includes the catchy slogan, an identifiable logo, and a *Feel the Zeel* website that features event announcements, "Zeel Deals" from local businesses, and a blog by the City's Marketing Director.

### ★ Benchmark: Go Wireless

#### **Wireless Ypsi**

##### *City of Ypsilanti, Washtenaw County*

Working with participating Downtown business owners, Wireless Ypsi offers free wireless broadband internet access in Downtown Ypsilanti. Using wireless broadband technology, Wireless Ypsi aims to support economic development, provide increased public access to high speed internet service, and provide a competitive advantage over surrounding communities.

## Zoning Plan

**T**he Zoning Plan is intended to guide short-term implementation of the long-term land use recommendations illustrated on the Future Land Use Plan. These short-term actions could be implemented through a City-initiated rezoning of select areas as recommended on the Zoning Plan. Alternatively, private applications for rezoning consistent with the Master Plan should be given high priority by the Planning Commission and City Council.

The intent of the Zoning Plan is not to identify *all* areas that would require rezoning to be consistent with the Plan. Rather, the Zoning Plan highlights specific *key* areas where the existing zoning would inhibit development or redevelopment in accordance with the Plan.

There are two areas highlighted on the Zoning Plan. One is the River District Mixed Use area located north of the river along Kalamazoo Avenue. Currently, properties in this area are zoned Regional Commercial (B-4), Research and Manufacturing (I-1), and General Industrial (I-2). The Future Land Use Plan describes this area as a mix of retail, office, entertainment, cultural, and residential uses that complements rather than competes with Downtown.

The planned Residential 3 area located on the north side of Mansion between Hamilton Street and Marshall Avenue is currently zoned Multiple Family Residential (MFRD). Rezoning of this area to the Traditional Residential (R-3) District or other single family residential district would reflect the existing use of these properties and prevent redevelopment that would be inconsistent with the established neighborhood character.

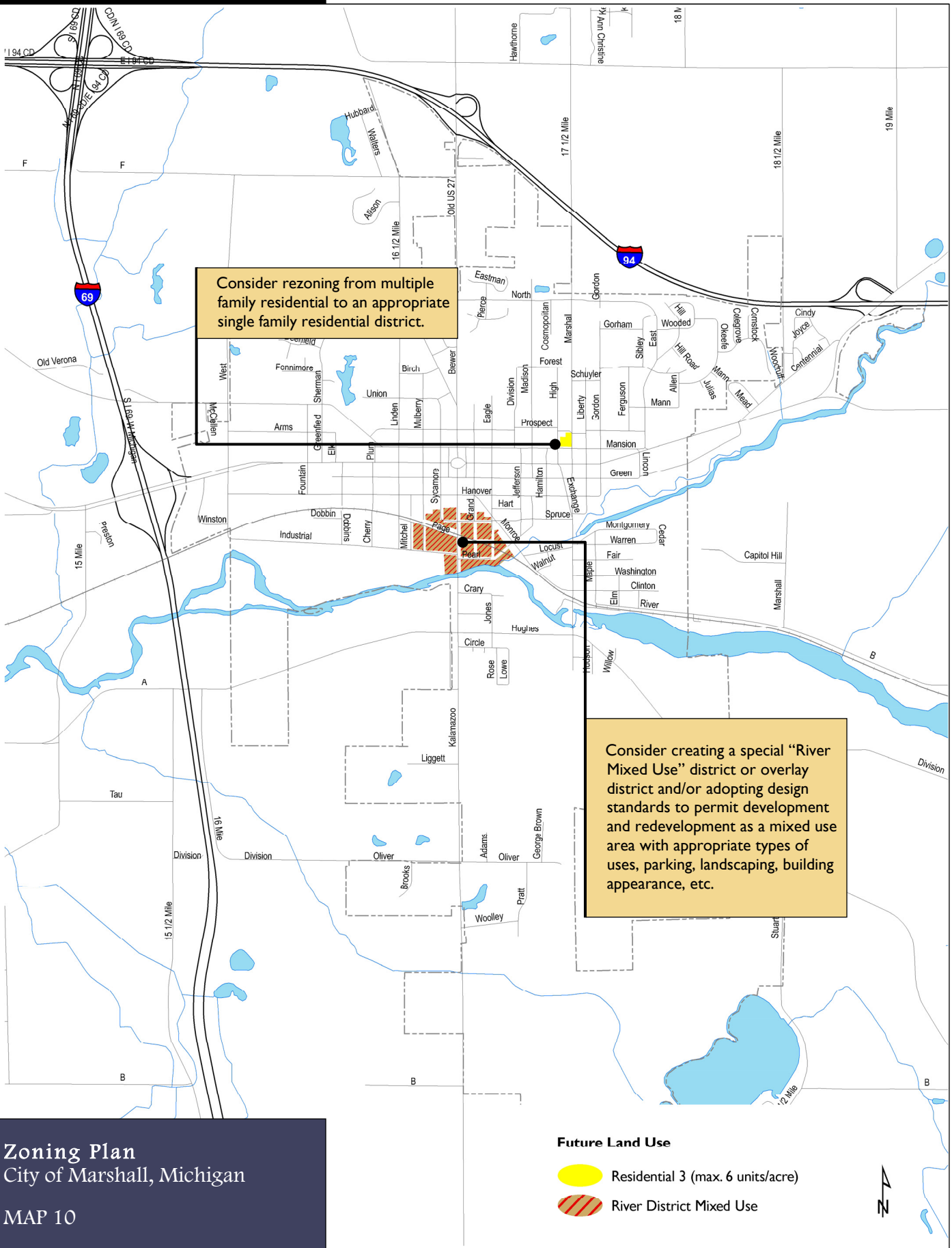
### Implementation Suggestion:

**Use the Zoning Plan as a guide for identifying priority zoning changes.**

**T**he Zoning Plan (Map 10) indicates key areas where planned future land use is inconsistent with current zoning. These key areas are those that the Planning Commission should evaluate in the short-term to determine whether a City-initiated rezoning or Zoning Ordinance text amendment would be appropriate.



**IMPLEMENTATION STRATEGIES**



Zoning Plan  
City of Marshall, Michigan  
MAP 10



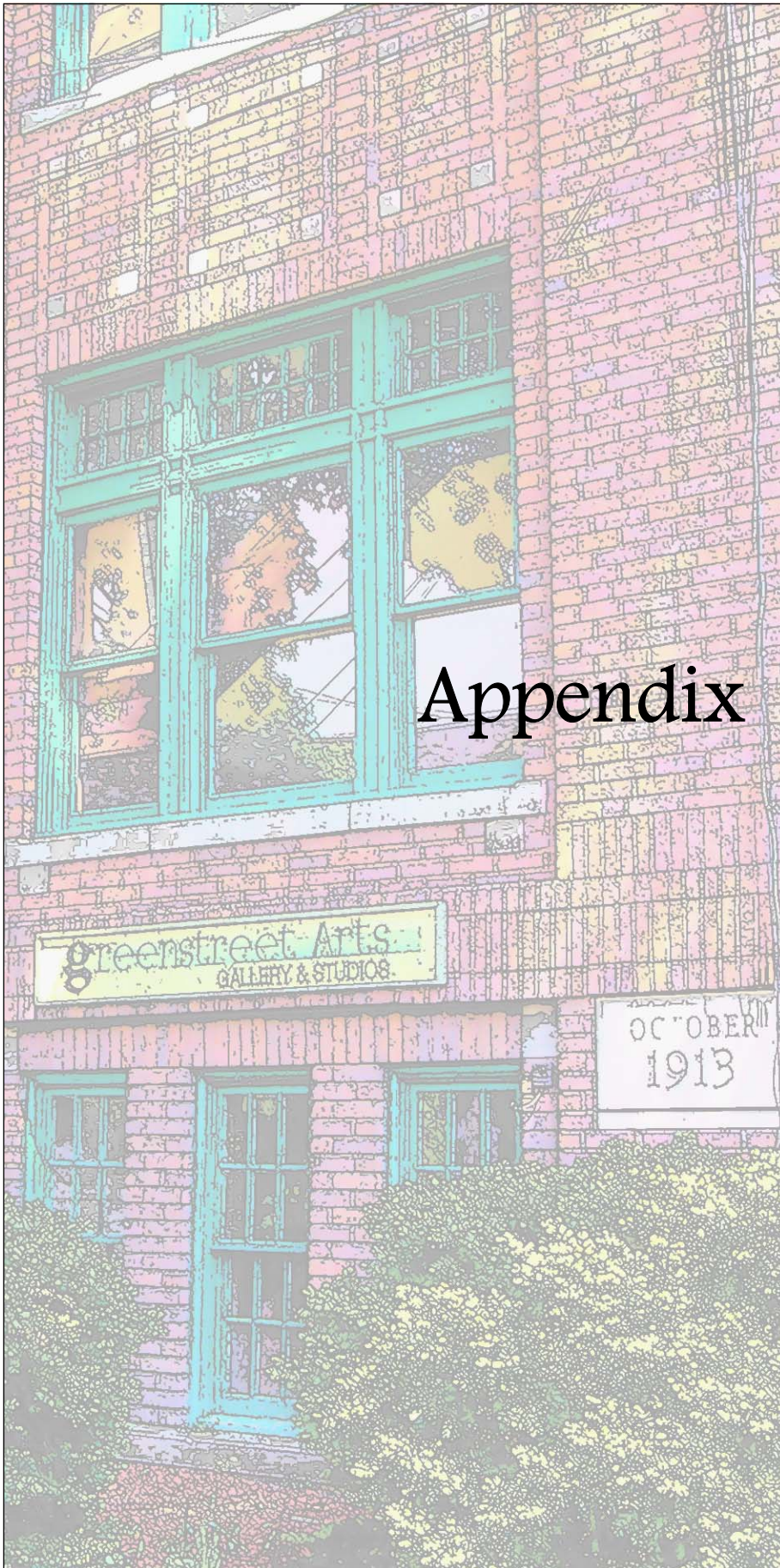


“A hundred years  
after we are  
gone and forgotten,  
those who have  
never heard of us  
will be living  
with the results  
of our actions.”<sup>1</sup>

<sup>1</sup> Source: Oliver Wendell Holmes,  
U.S. Supreme Court Justice

This page left intentionally blank.



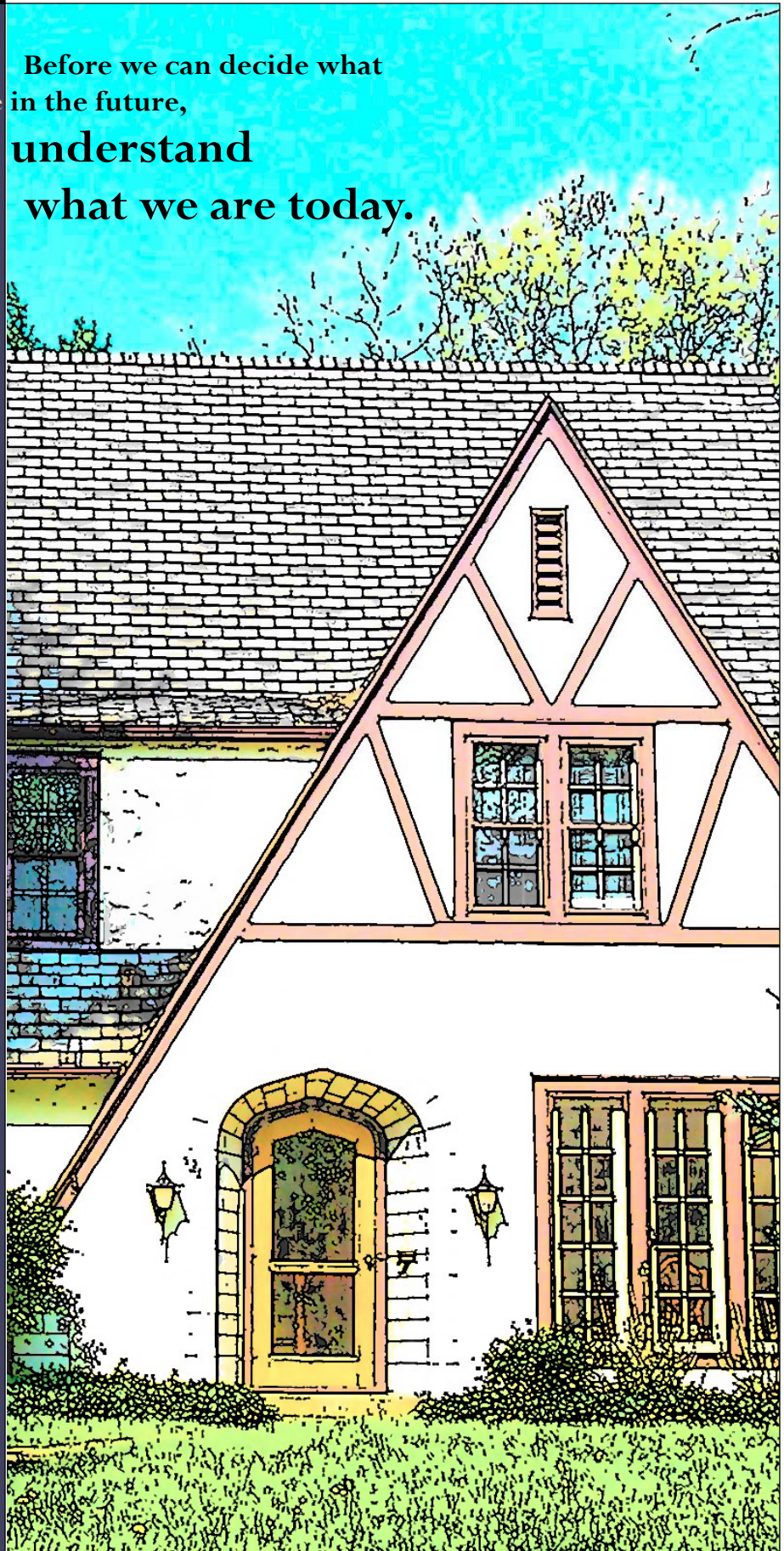


# Appendix



we want to be  
we must first

Before we can decide what  
in the future,  
understand  
what we are today.



## Population, Housing & Economic Analysis

The following analysis reviews the City's population, housing and economic status, as well as recent trends. For this analysis, *region* refers to the City of Marshall and the four surrounding townships of Eckford, Fredonia, Marengo, and Marshall. Unless otherwise specified, the data provided is from the 2000 U.S. Census.

### Population Analysis

Marshall's 2000 population of 7,459 people is its largest yet. Since 1970, Marshall has had a net population increase of 206 people (2.8%).

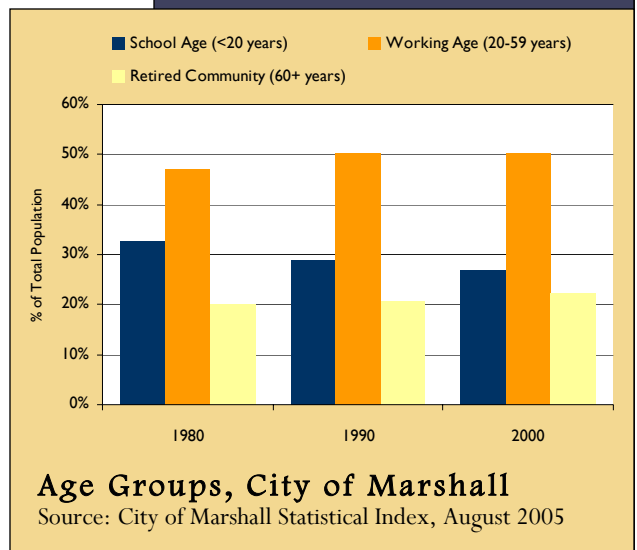
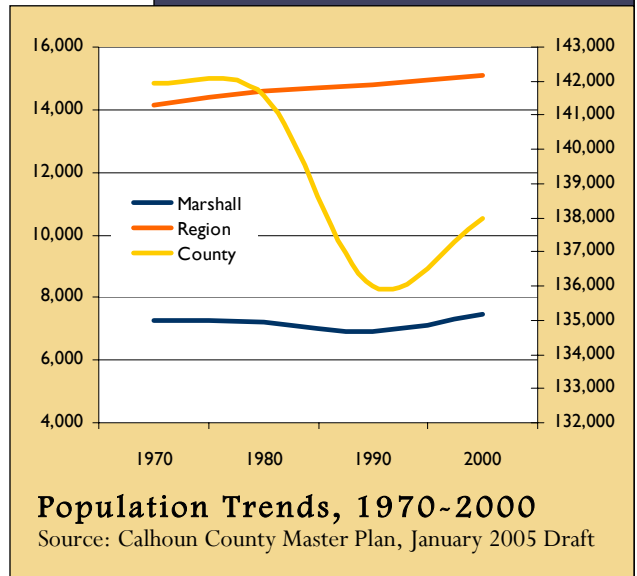
Calhoun County experienced a severe population decline during the 1970s and 1980s. The two greatest contributors to the decline were the cities of Battle Creek and Albion. The City of Marshall's population dip during the 1980s parallels that which affected Calhoun County, though to a much lesser degree.

During the 1990s, the region and villages of Athens, Burlington and Homer, and the majority of their surrounding townships, experienced population growth, while Battle Creek and Albion continued to experience population losses. For the region, Marshall Township had the greatest population increase, 31% during this time, while Eckford Township netted a population loss of 4%. The region's ability to fair well during a time of County loss may be attributable to several factors, including convenient access to Interstates I-69 and I-94, and the trend of population migration from larger cities to smaller towns and rural townships.

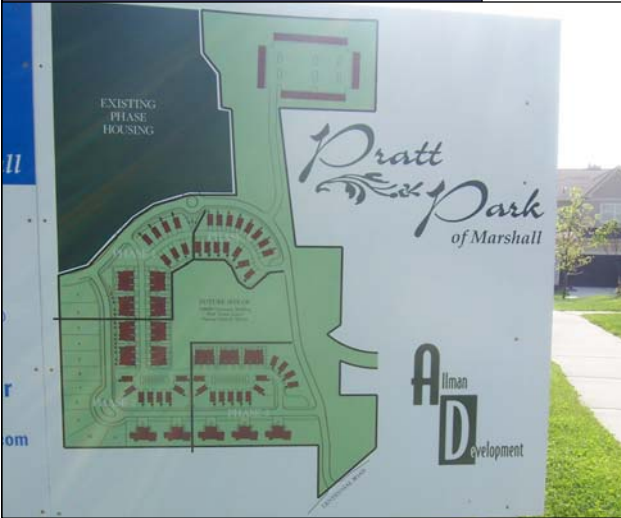
### Who Lives in Marshall?

People of all ages live in the City of Marshall. The trend has been for the pool of school age children to decrease, while the retired population increases. This is consistent with the nationwide trend; as the baby boomer generation ages, the retiree population will continue to comprise a greater share of the total population.

The City of Marshall's population is predominantly Caucasian (95.9%). Marshall residents are also Asian (0.6%), American Indian or Alaska Native (0.4%), African American (0.3%); another race (1.0%) or two or more







While 40% of Marshall’s housing stock is at least 75 years old, developments like Pratt Park offer newly constructed units within the City.

racess (1.8%). A little over three percent (3.2%) of the population is of Hispanic or Latino origin. While increases are relatively small, between 1980 to 2000, minority populations became more of a presence in the Marshall community.<sup>1</sup>

## Housing and Households Analysis

A variety of family types comprise the City’s 3,111 households:

- Families with school-aged children: 31%
- Families without school-aged children: 31%
- Unrelated people living together (not family): 5%
- People who live alone under 65 years of age: 17%
- People who live alone 65 years old and over: 15%

The many different family types call for a variety of housing options. Marshall’s 3,353 housing units offer a range of housing choices:

- 63.5%: Single Family Detached
- 5.8%: Single Family Attached
- 5.6%: Two Family or Duplex
- 23.5%: Multi-family / Apartments
- 1.6%: Manufactured Housing Community

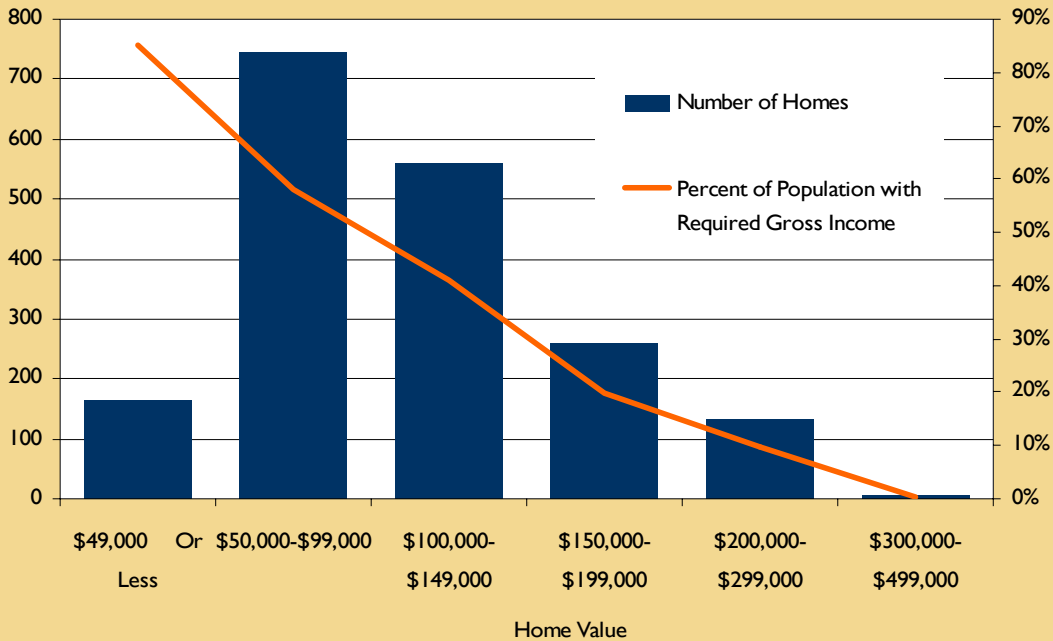
Of the total 3,353 housing units, the 2000 inventory indicates that 81% were built prior to 1980, and that 40% of the units are at least 75 years old. Older homes contribute significantly to the character of the community. However, costs associated with maintenance of older homes and residential tear-downs are some of the issues that the community may face given the age of the current housing stock.

Most Marshall householders own their own home (69%), however, home ownership in Marshall is considerably lower than that reported for the region (79%) and the County (75%). Homeownership can be an indicator of several factors, like high housing costs, or a high percentage of a transient population. The relatively low homeowner vacancy rate of 2.6% may reflect a desirable housing stock and attractive community.

Seventy percent of the homes in Marshall are valued between \$50,000 to \$150,000. Homes at the higher

<sup>1</sup> City of Marshall Statistical Index, August 2005.

end of this range are available to at least 40% of Marshall households; 84% of the households in Marshall can afford a home valued at \$50,000. This means nearly 500 householders must rent one of the 1,040 available rental units. Given the number of rental units available, it appears that some people who can afford a home choose to rent. Most rentals range from \$300 to \$850 per month.



### Homes and Affordability, City of Marshall

Source: City of Marshall Statistical Index, August 2005

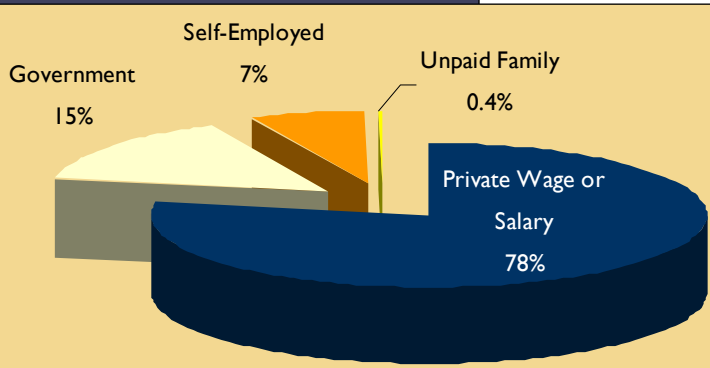
### Employment and Economic Analysis

**O**f the 5,875 people in Marshall who are able to work (i.e. over the age of 16), nearly 61% have jobs. The unemployment rate of 2.1% is lower than the region as a whole (2.5%), and considerably lower than that for Calhoun County (5.8%).

Those with jobs tend to drive to work alone, with an average commute time of 20 minutes.

The median earning for households in Marshall is \$41,171 annually, although the greatest number of households (21%) earn between \$50,000 and \$74,000.

For over a decade, the occupation in which the greatest number of citizens held jobs is the Management/Professional category. The top three industries that employ Marshall residents are:



**Employment, City of Marshall**

Source: 2000 U.S. Census

- Education/Health and Social Services (27%)
- Manufacturing (21.6%)
- Retail (10.6%)

At 1.8%, the Information industry is one of the lowest employment industries in Marshall.<sup>2</sup>

Most people work for private companies (78%), with the remainder either working for the government, self-employed, or working for the family (no pay).

The labor force tends to be well-educated: 87% of the population have high school diplomas; and 35% have an associate, bachelor, graduate or other professional degree. Additionally, 22% percent of the population is pursuing a college or graduate degree.

### How Does the Community Generate Revenue?

A number of studies indicate that different types of land uses demand various levels of municipal services, such as schools, fire and police protection, sewer and water, road infrastructure, etc. Because of this range in demand for services and in turn municipal expenditures, it is important for communities to evaluate the composition of their tax base. The

costs of services and infrastructure must be balanced against revenue. There have been various studies that show that residential land uses (especially multiple-family residential with a high number of bedrooms) typically demand more services than they pay for in tax revenues. A study entitled “The Fiscal Impact of Sprawl”, prepared by Dr. Robert Burchell of Rutgers University, provided the cost-revenue hierarchy of land uses.

Another report released by the Farmland Information Center examined 83 different communities throughout the United States. Although the City of Marshall has little farmland left, the conclusions are nevertheless instructive. The report documented the high cost of residential development

Municipal Gain (+)	Research Office Parks	School District Gain (+)	
	Office Parks		
	High-Rise/Garden Apartments (Studio/One Bedroom)		
Municipal Break Even	Age-Restricted Housing		
	Garden Condominiums (One to Two Bedrooms)		
Municipal Loss (-)	Open Space		School District Loss (-)
	Retail Facilities		
	Townhouses (Two to Three Bedrooms)		
	Expensive Single Family Homes (Three to Four Bedrooms)		
	Townhouses (Three to Four Bedrooms)		
	Inexpensive Single Family Homes		
	Garden Apartments (Three or More Bedrooms)		
	Mobile Homes		

### The Cost-Revenue Hierarchy of Land Uses

Source: Burchell, Dr. Robert. The Growth Equation: Excerpts from a Presentation at the Michigan State University Land Use Forum, February 18, 1997, entitled “Fiscal Impact of Sprawl.” Planning and Zoning News, Vol. 15, No. 10 August 1997

<sup>2</sup> City of Marshall Statistical Index, August 2005.

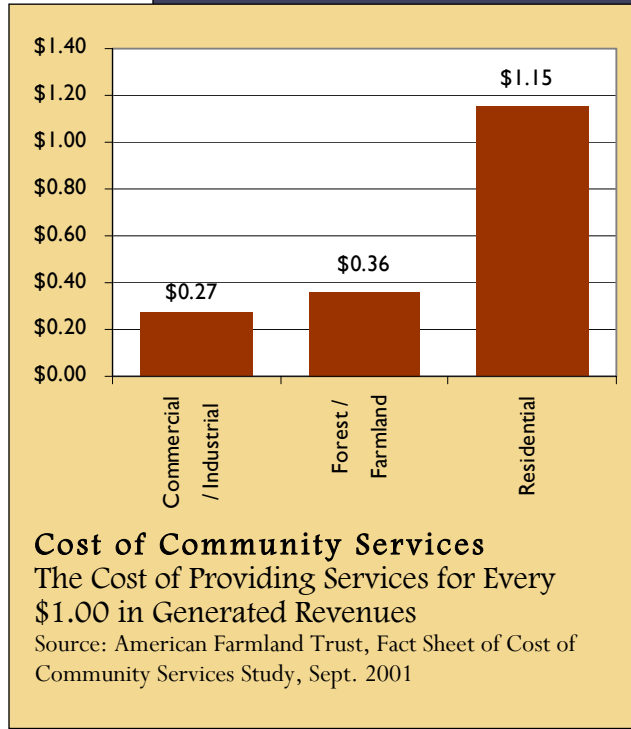


compared with agriculture, commercial, or industrial development. The study found that on average, a residence required \$1.15 of services for every \$1.00 in revenues generated, while commercial and industrial uses required \$0.27 for every \$1.00 of revenue.<sup>3</sup>

Research conducted in two townships in Calhoun County indicated that residential uses cost \$1.47 and \$1.20 per \$1.00 of revenue generated, commercial and industrial cost \$0.20 and \$0.25 for every \$1.00 in revenue, and farmland and open space \$0.27 and \$0.24 for every \$1.00 in revenue.<sup>4</sup>

In summary, these studies conclude that open space, office, industrial, and some commercial facilities generate more in municipal tax revenues than public expenses and that most residential development generally does the opposite. Although these studies are generalized and should be used with caution, as every community is different in terms of its fiscal stability, they do provide an additional consideration for land use planning in the City.

Cost is not the only issue Marshall needs to consider when determining an appropriate mix of land uses, but is instead just one factor that should be accounted for in making this determination. Fiscal considerations do not serve as the sole catalyst behind land use policies. Most communities strive to balance their mix of open space, residential, and nonresidential land uses not only to provide a more even flow of revenues and expenditures, but also to address quality-of-life issues. Compatibility of new land uses with established land uses is also an important consideration in the City.



<sup>3</sup> American Farmland Trust, Fact Sheet – Cost of Community Services Study, Sept. 2001.

<sup>4</sup> Cost of Community Services <[www.mqtinfo.org/planningeduc0087.asp](http://www.mqtinfo.org/planningeduc0087.asp)>

### Tax Base Analysis

According to the State Tax Commission, the City of Marshall has a 2006 combined taxable value<sup>5</sup> of \$228,476,976. Of the nearby cities and townships, Marshall ranks third in terms of total taxable value per capita<sup>6</sup> at \$30,631. This is considerably higher than Calhoun County and the cities of Battle Creek, Springfield and Albion. In terms of nonresidential<sup>7</sup> taxable value per capita, Marshall ranks second only to Battle Creek, with a per capita of \$12,579. Marshall's nonresidential taxable value per capita is also greater than that for Calhoun County.

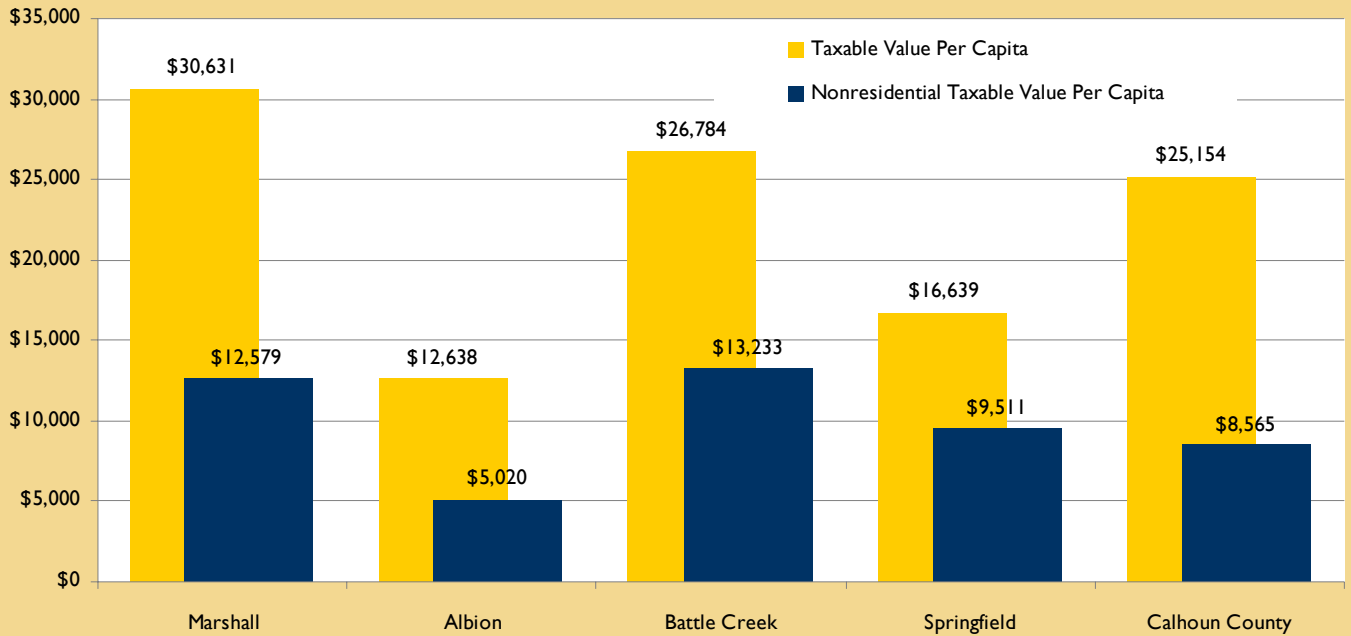
Nearly two-thirds of the City's taxable value comes from residential uses, 20% from commercial and 7% from industrial. Marshall's distribution of taxable value land categories is fairly consistent with Calhoun County cities, except that the City of Springfield receives a significantly greater percentage of its tax base from commercial property.

The tax base analysis shows that the City's greatest share of tax base is from residential land uses, which, in terms of public uses, typically require more cost to provide services than the tax revenues generated. However, nearly 30% of the tax revenue is generated by commercial and industrial uses. With the exception of the City of Springfield, this is a higher rate than all other County communities, including Calhoun County as a whole. In general, the distribution of land use in Marshall is typical for that of smaller towns in the area.

<sup>5</sup> Taxable value is the value on which property taxes are calculated.

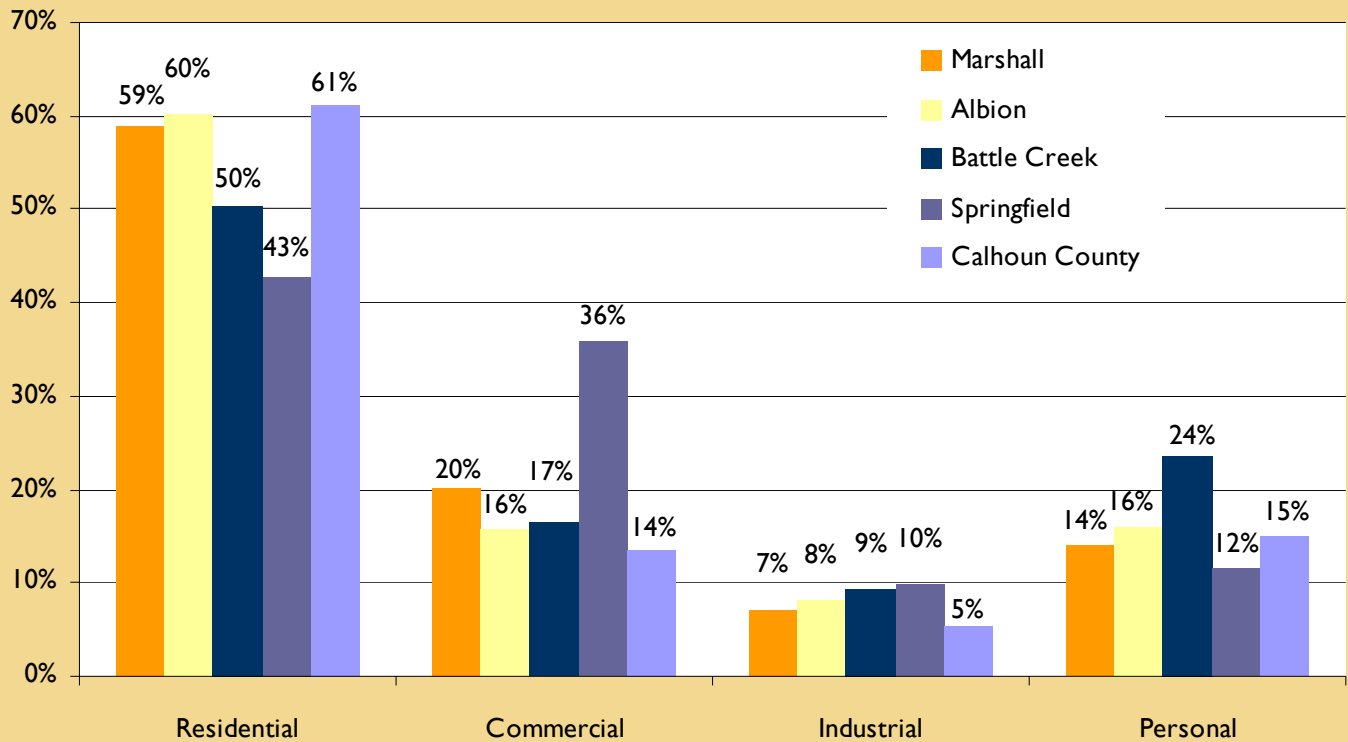
<sup>6</sup> Per capita figures are based on 2000 U.S. Census population data.

<sup>7</sup> Nonresidential taxable value includes taxable value of personal property and real property classified as commercial, industrial and developmental. Real property classified as agricultural and residential are excluded. Apartments are classified as commercial property since they are income-producing uses.



**Taxable Value Per Capita**

Source: State Tax Commission, 2006 Taxable Valuations, Green Book and 2000 U.S. Census



**Taxable Value Distribution**

Note: Only land use categories present in Marshall are illustrated (i.e., developmental and agricultural land use contributions in other communities are not shown).

Source: State Tax Commission, 2006 Taxable Valuations, Green Book



## Community Facilities Inventory



Community facilities and services enhance a community's quality of life and influence the impressions formed by visitors. Fortunately, Marshall is blessed with an abundance of quality public and private community facilities and services that enhance Marshall's reputation as a desirable place to live, work, and play. Map A1 illustrates the location of the many community facilities within the City of Marshall.

### City and County Buildings

Marshall's Town Hall is far from ordinary. This unique structure was constructed in 1857 as a livery stable and station for a stagecoach company. Located southwest of the Brooks Memorial Fountain Park (323 W. Michigan Ave), this historic landmark is home to the City Manager, Mayor, City Council, Economic Development Department, Finance Department, Human Resources, Utility Billing Department, and the Department of Public Safety.



The Public Services Building, located at 900 S. Marshall Avenue, is home to most other City Departments. The Assessing, Building Safety, Electric, Engineering, Planning and Zoning, Recreation and Parks Departments all operate out of this building adjacent to the Kalamazoo River and the Hydroelectric Power Plant.

The City Garage (616 Homer Road), just across the river from the Public Services Building, houses the Department of Public Works. This department is responsible for road, sewer, park, cemetery, forestry and Compost Center (located in Marengo Township) maintenance.



The remainder of City departments reside at the Robert J. Swalwell Wastewater Treatment Plant. Within this facility, the Water, Wastewater, and Environmental Departments help ensure that water for Marshall and its surrounding areas comply with Michigan Department of Environmental Quality standards.

Marshall is home to the Calhoun County Seat. Located at 315 West Green Street, the County Building houses

all County departments with the exception of the District, Circuit and Probate Courts, Prosecuting Attorney, Friends of the Court, Health Department, Office of the Sheriff, and Veteran’s Affairs. The Sheriff’s Office, Law Enforcement Division is located at 212 South Grand Street next to the County Building.

**Parks and Recreation**

The City of Marshall has over 500 acres of active and passive recreation. From the small urban parks like Glen Carver Memorial Park to the massive Brooks Nature Area, Marshall’s Recreation and Parks Department has an activity for everyone. Active recreation can be found in the Athletic Field and Ketchum Park, while passive recreation can be found within parks like Stuart’s Landing on Mill Pond or the River Walk. Pocket parks like the Brooks Memorial Fountain Park and the High Street Neighborhood Park help round out the community’s needs by providing open space to its neighborhoods.

Marshall’s Riverwalk is a long and winding boardwalk along the Kalamazoo River. Scenic lookouts abound this 3,625-foot pathway that connects Stuart’s Landing on the Mill Pond to Kalamazoo Road and Monroe Street. There are plans to make the Riverwalk part of the North Country Scenic Trail and the Calhoun County Linear Trailway system. When completed, the Riverwalk would be part of a trail that connects Lake Erie with Lake Michigan, as well as Port Henry, New York with Bismarck, North Dakota.

Recreation facilities in the City also include the Alwyn Downs Golf Club and the Calhoun County Fairgrounds.



**Calhoun County Fairgrounds**

The Fairgrounds is owned and operated by the Calhoun County Agricultural and Industrial Society. Operating at the same location since 1848, the Calhoun County Fair is Michigan’s oldest continuous running fair.

In addition to the annual County Fair, the Fairgrounds are host to a number of other events throughout the year, including the Marshall Cruise and the Harvest Festival.







The Honolulu House is one of the City's six museums.  
Photo credit: www.marshallmich.com



## Cultural Attractions

Cultural attractions are plentiful within Marshall. The City is home to a historic tree-lined downtown, six museums, and a historical cemetery. These facilities contribute to Marshall's reputation as a destination vacation for Michiganders and the rest of the nation.

Downtown Marshall, a National Historic Landmark District, is a unique cultural attraction. With nearly 850 homes and businesses within the district, it is the country's second largest historic district within the "small urban" category. Most of these buildings were built in the 19<sup>th</sup> Century and remain architectural beauties.

The Marshall Historical Society provides walking tours of the district where participants can see 39 historical markers, 10 centennial business markers and 144 buildings of historical interest. The district also includes the City's six museums — the Honolulu House, Grand Army of the Republic Hall, Capitol Hill School, Governor's Mansion, Postal Museum and the American Museum of Magic. These museums have great architectural detail and showcase interesting and culturally important relics of the past.

Oakridge Cemetery is a 65-acre graveyard dating back to 1839. Many of Marshall's pioneers and founders are buried here. In October, the Historical Society sponsors "If These Stones Could Talk..." a walking tour where actors portray seven significant persons from Marshall's past at each of those individual's gravesites.

The City is also home to the Franke Center for the Arts. Opened in 2001, the Franke Center offers performing and visual arts presentations and education programs. The Center also serves as a community center and offers space for special events and gatherings. The historic building includes a 260-seat auditorium with balcony, a banquet and community room, and a conference room.



**Library**

**T**he Marshall District Library, located at 124 West Green Street, serves the City of Marshall, Eckford, Marengo, Marshall, and Fredonia Townships. The Marshall District Library has been in service for over 136 years and has microfilm of census records and Marshall newspapers dating back to 1838. In addition, the library has several meeting rooms for rent.

**Schools**

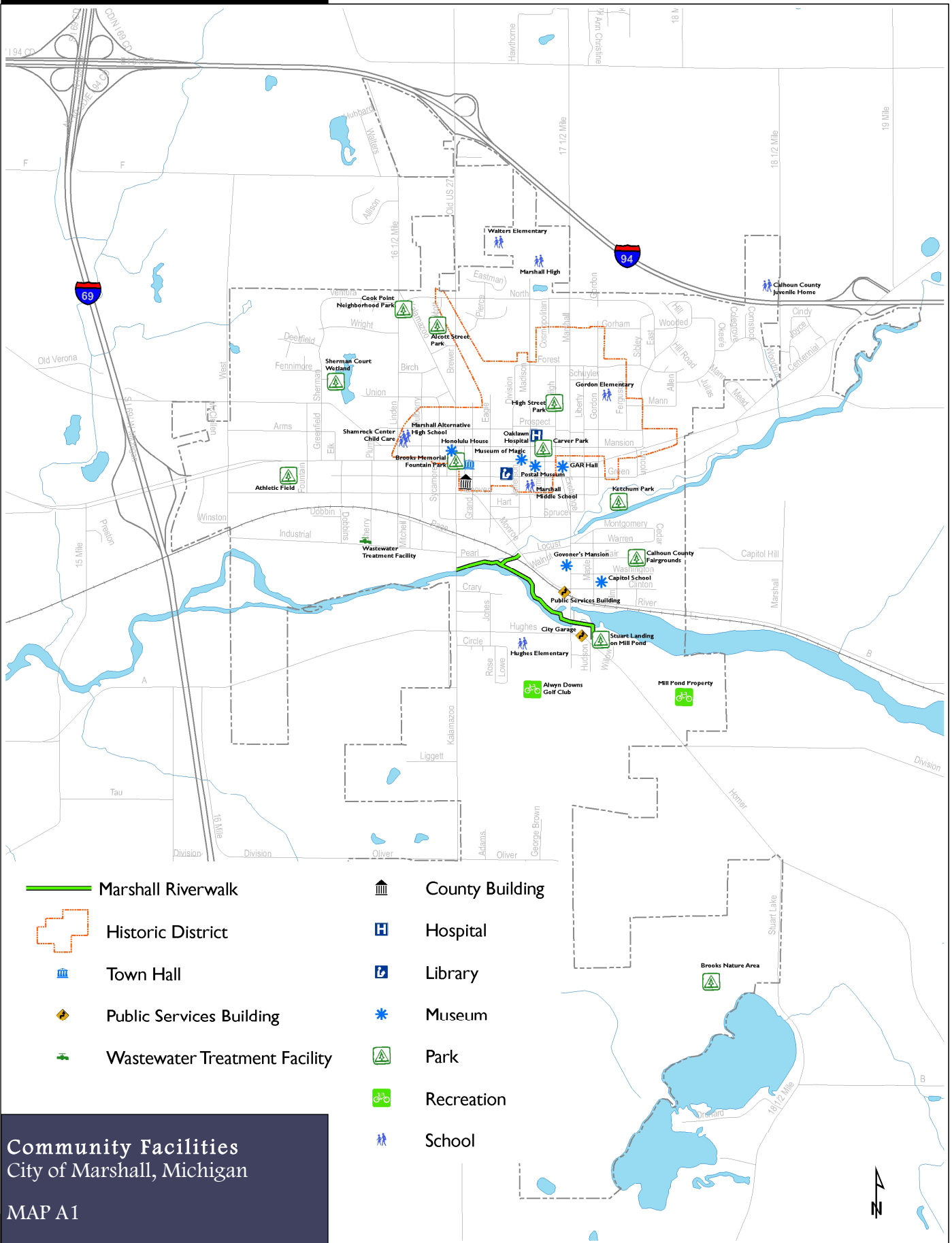
**M**arshall Public School District is one of the oldest school districts in Michigan. Organized in 1835, Rev. John D Pierce & Isaac E. Crary designed what was to be the school system for the State of Michigan. The current school district has 140 teachers and over 2,400 students within five school sites: Gordon Elementary, Hughes Elementary, Walters Elementary, Marshall Middle School, and Marshall High School. District facilities also include the Marshall Alternative High School, the Shamrock Childcare Center and the MPS Educational Program for Calhoun County Juvenile Home. The district serves the City of Marshall, Marshall Township, Marengo Township, Convis Township, Lee Township, Fredonia Township, and Eckford Township.



**Oaklawn Hospital**

**O**aklawn Hospital is one of Marshall’s largest employers. Beginning as a 12-bed hospital 82 years ago, it has evolved into a 94-bed institution with medical staff of more than 150 physicians representing 30 specialties. Its service area includes Calhoun County and parts of Branch and Eaton counties.

**APPENDIX**



**Community Facilities**  
City of Marshall, Michigan

MAP A1

## Transportation Inventory

The function of the road system and its ability to move traffic in an efficient and convenient manner can affect the viability of land uses and the overall quality of life in a community. A properly designed and maintained road network is necessary to provide access to development; yet the pattern of land uses and number and type of access points onto roads impact the function of the road system.

### Functional Classification

The Federal Highway Administration's (FHWA) National Functional Classification (NFC) has been commonly used at the federal, state and local levels since the late 1960's. The system classifies all streets, roads and highways according to the type of service they are intended to provide. This section provides a basic description of Marshall's road network according to the NFC classifications, as described in the 1989 FHWA publication, *Highway Functional Classification: Concepts, Criteria and Procedures*.

The FHWA's hierarchy of functional systems consists of four basic categories: 1) Principal Arterials, 2) Minor Arterials, 3) Collectors, and 4) Local Roads. The functional system is further described by the subsystem - Rural or Urban – in which the road is located. The distinction between Rural and Urban subsystems, the Federal-Aid Boundary line, is determined by population: systems in areas with populations of 5,000 or more are classified as Urban; those outside are classified as Rural. A Principal Arterial in the Urban subsystem will have a different character than a Principal Arterial in a Rural subsystem.

Classifications for the City of Marshall's transportation network are provided below, and illustrated on Map A2.

- **Urban Interstate, Rural Interstate and Urban Principal Arterials** in the City of Marshall fall under the NFC's Principal Arterial designation. Principal arterials are at the top of the NFC hierarchical system. Allowing for high-speed travel with minimal interference of through movements, they generally carry long distance travel and support the majority entry/exit trips for the City. Principal arterials may also provide access to large traffic generators, like major airports or regional shopping centers. Interstates, freeways, state routes between large cities and important surface streets in large cities are examples of Principal Arterials.
- **Minor Arterials** augment the principal arterial system, and as such have a similar function. These roads are expected to





provide relatively high travel speeds, but carry trips of shorter distances and to lesser traffic generators (e.g. resort towns, smaller cities) than principal arterials. Urban Minor Arterials distribute traffic to smaller geographic areas than Principal Arterials, and therefore provide greater access to destinations. Bus routes and intra-community access are typically associated with Urban Minor Arterials. Rural Minor Arterials should link cities and towns, forming an integrated network of interstate and intercounty service; be spaced at intervals appropriate for ensuring developed areas are within a reasonable distance of an arterial, and provide relatively high travel speeds with minimal interference to-through movement. Examples of minor arterials are State routes between smaller cities, surface streets of medium importance in large cities, and important surface streets in smaller cities.

- **Collectors** act as conduits between Arterials and local destinations. Urban Collectors typically facilitate trips between Arterials and industrial and commercial areas, central business districts, and residential neighborhoods. The Urban Collector system often takes the form of a grid pattern. A major difference between the Urban Collector and Minor Arterial is the former's ability to penetrate neighborhoods. Rural Collectors channel traffic between Arterials and residences or rural areas, and are divided into Major and Minor classifications. Major Rural Collectors are described as providing access to: a county seat not on an arterial route; larger towns not directly served by higher systems; important traffic generators like parks, schools, shipping points, and the like; and important intra-county travel corridors. Roads that provide service to all remaining rural communities and link locally-important traffic generators with those in the agricultural areas are considered Minor Rural Collectors.
- **Local Roads** serve the primary purposes of providing access to adjacent properties and facilitating trips of short distances. In urban areas, through traffic on local roads is typically discouraged, and bus service is not usually provided. Urban Local Roads are typically residential streets, while lightly-traveled county roads are classified as Rural Local Roads.

### Traffic Volumes

**T**he Average Daily Traffic Volumes Map A2 shows 24-hour traffic volumes on major roadways in and around the City from 2005. As the map indicates, the highest volumes recorded are on Michigan Avenue, between I-69 and MI-227. Significant volumes were also recorded for MI-227 south of Industrial Road and Michigan Avenue between MI-227 and the Michigan Avenue / East Michigan Avenue split. Local roads are

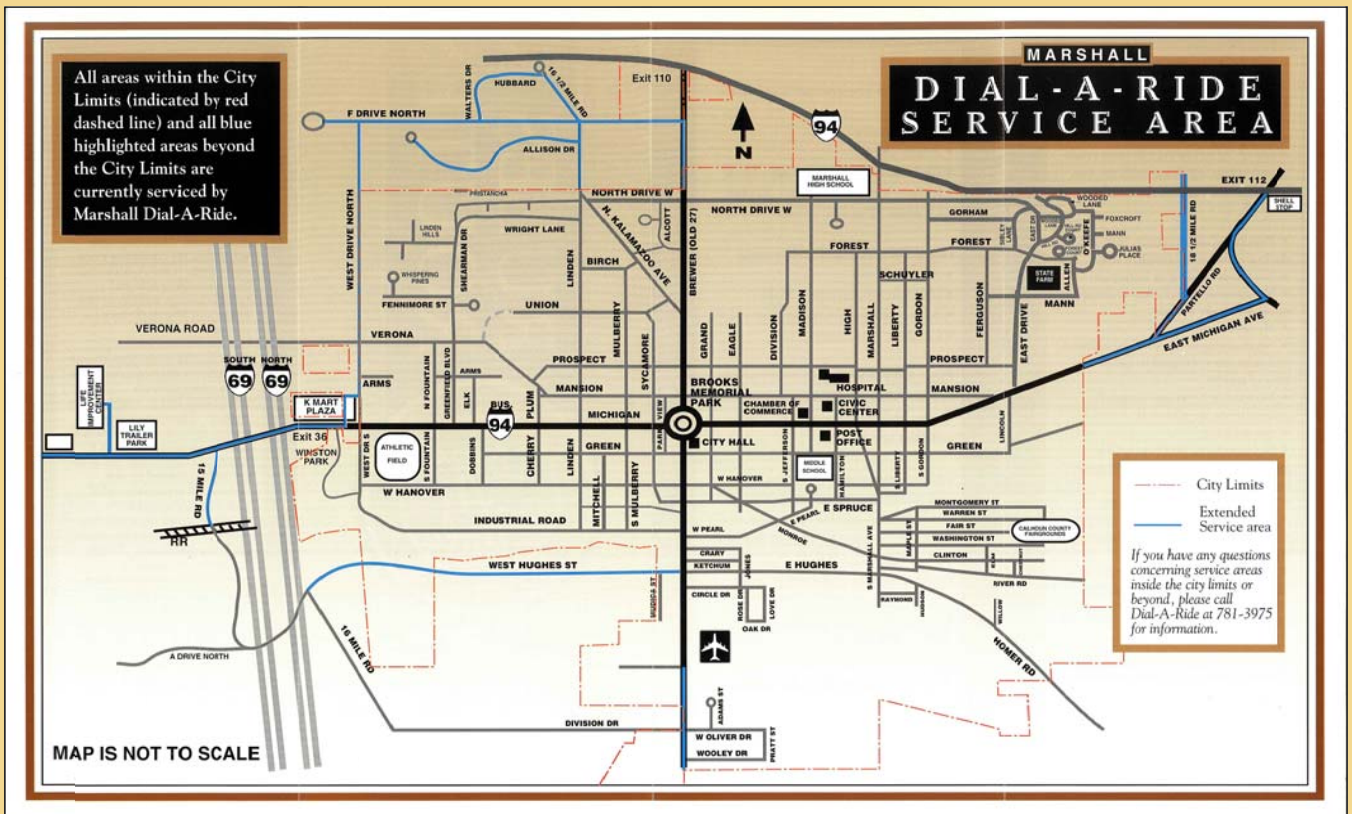
expected to carry considerably lower volumes and primarily serve residential uses.

### Airport

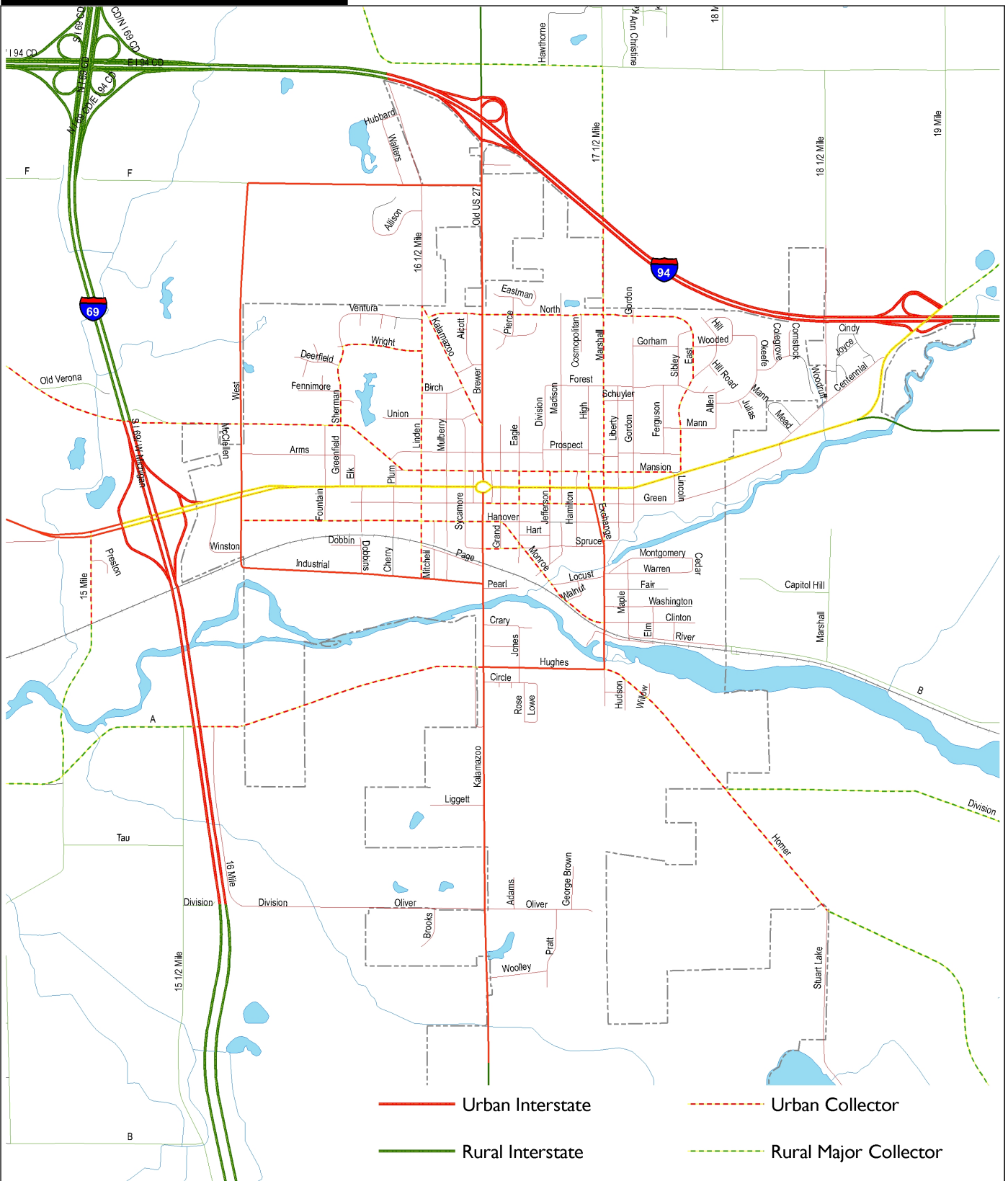
Marshall is home to the Brooks Field Airport which provides both charter and recreational services, including flight training and aircraft rental. The City is also conveniently located near several larger airports, including the Battle Creek/Kalamazoo International Airport, the W.K. Kellogg Regional Airport in Battle Creek, the Capital City Airport in Lansing, and international airports in Detroit, Fort Wayne and Chicago.

### Dial-A-Ride Transit Service

Public transit in the City is provided by the City of Marshall Dial-A-Ride on demand service. Service hours are Monday through Friday, 7:00 a.m. until 6:00 p.m., and Saturday, 9:00 a.m. until 5:00 p.m. Service is not provided on Sundays or major holidays. The Dial-A-Ride service area covers all routes inside the City limits and limited routes outside of the City.



**APPENDIX**

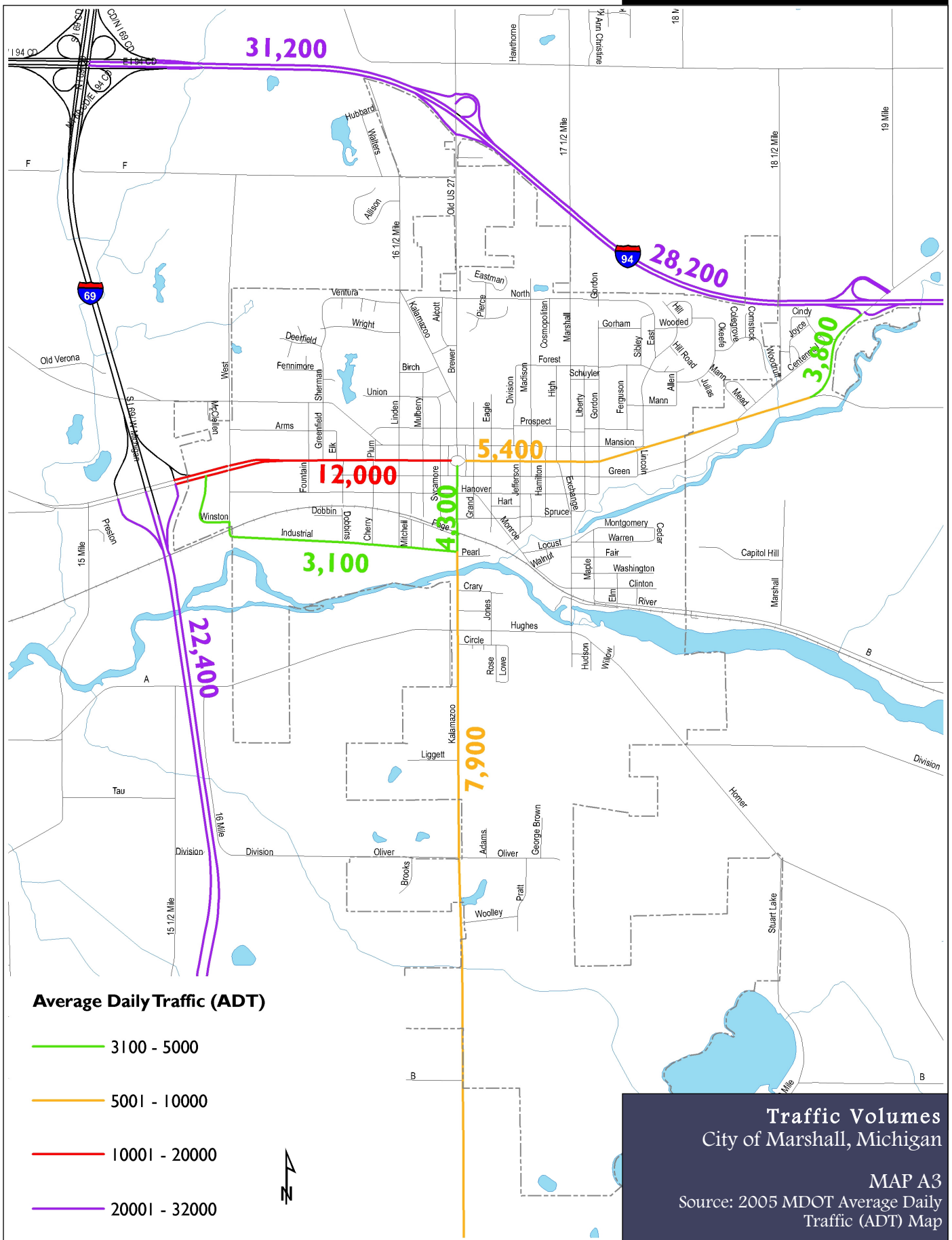


**National Functional Classification**  
 City of Marshall, Michigan  
 MAP A2

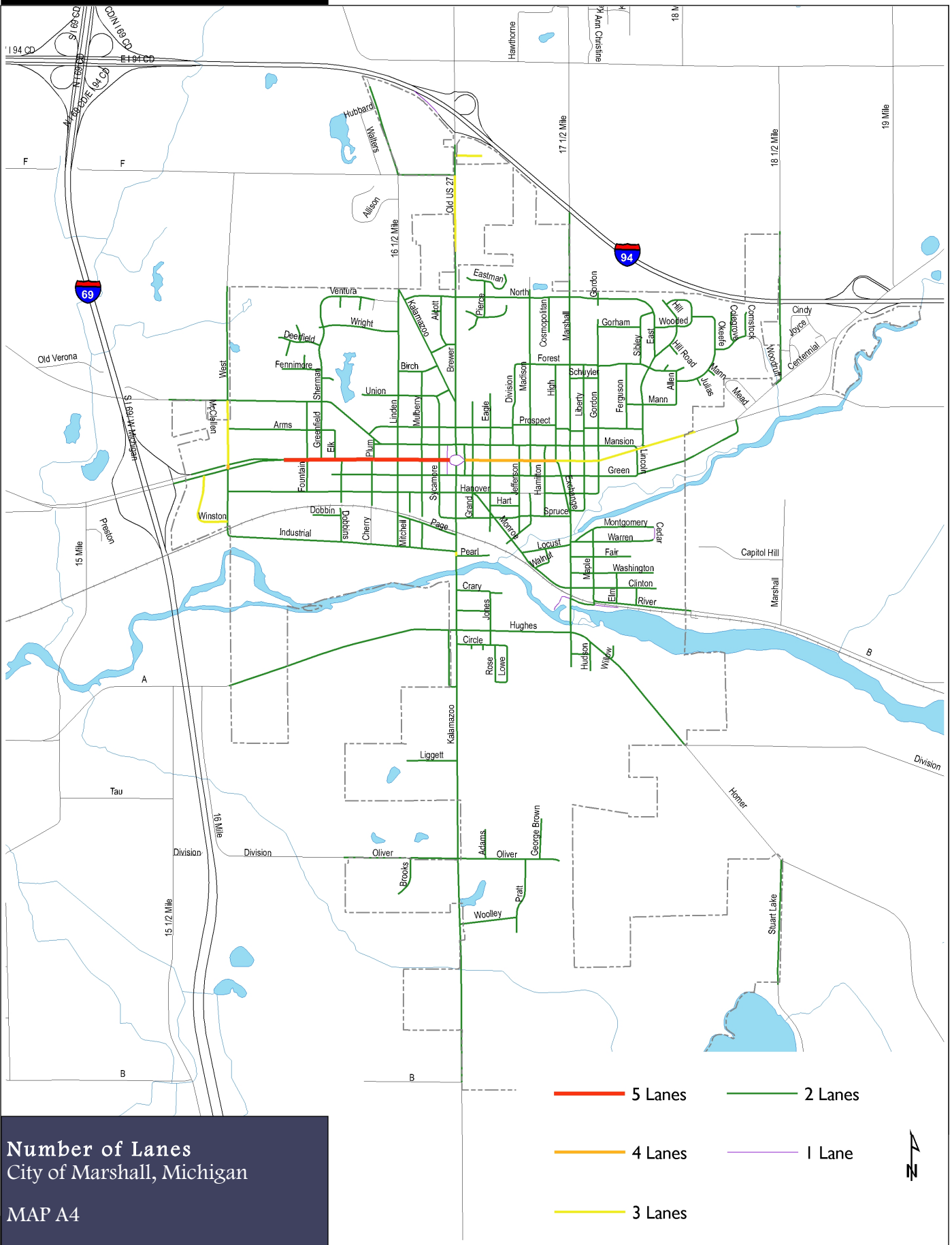
- Urban Interstate
- Rural Interstate
- Urban Principal Arterial
- Urban Minor Arterial
- Rural Minor Arterial
- - - - Urban Collector
- - - - Rural Major Collector
- Urban Local
- Rural Local
- Not A Certified Road







**APPENDIX**



**Number of Lanes**  
 City of Marshall, Michigan  
 MAP A4

- 5 Lanes
- 4 Lanes
- 3 Lanes
- 2 Lanes
- 1 Lane



**RESOLUTION OF ADOPTION**  
**City of Marshall Master Plan for Land Use**

**City of Marshall Planning Commission**

**WHEREAS**, the City of Marshall Planning Commission has the responsibility and is empowered by the Michigan Planning Enabling Act, Act No. 33 of Public Acts of 2008, to make and adopt a Master Plan for the physical development of the City and to amend the Plan as needed from time-to-time, and

**WHEREAS**, the Marshall City Council created the Planning Commission for the purposes stated in the Michigan Planning Enabling Act, Act No. 33 of Public Acts of 2008, and

**WHEREAS**, the City of Marshall has retained a professional planning consultant to assist the Planning Commission with the technical studies necessary to draft a new Master Plan for the City of Marshall, and

**WHEREAS**, the City of Marshall Planning Commission has held a public hearing on its proposed new Master Plan for the City on September 10, 2008 at the Marshall Town Hall, and

**WHEREAS**, the Planning Commission finds that the new Master Plan is necessary for the continued development and the appropriate redevelopment of the physical areas of the City,

**NOW THEREFORE BE IT RESOLVED** that the City of Marshall Planning Commission hereby adopts this Master Plan for the City of Marshall, along with the text, maps, charts, graphs, and other descriptive materials contained in the Plan, and

**BE IT FURTHER ORDERED**, that an attested copy of the adopted Master Plan shall be certified to the Marshall City Council, the Calhoun County Planning Commission, and all other entities as required by the Michigan Planning Enabling Act, Act No. 33 of Public Acts of 2008.

Motion by BANFIELD. Supported by WILLS.

**AYES:** COLLINS, MENGEL, OATES, STEVENSON, WILLS, BANFIELD, ALLEN

**NAYS:** None

**ABSENT:** LAKE

**RESOLUTION DECLARED ADOPTED THIS 10<sup>TH</sup> DAY OF SEPTEMBER, 2008.**

  
\_\_\_\_\_  
**Alec Allen, Chair**  
**City of Marshall Planning Commission**











Prepared by  
**City of Marshall Planning Commission**



With assistance from  
**Birchler Arroyo Associates, Inc.**  
[www.birchlarroyo.com](http://www.birchlarroyo.com)