

10.0 GOALS, POLICIES AND OBJECTIVES

10.1 Introduction

Throughout the preceding chapters of this plan, detailed information has been presented defining the historical trends and current situation in the City of Negaunee. This background information has helped the Planning Commission to gain an understanding of the forces which have shaped the growth and development of the City to this point.

In order for a community to have a sound plan for growth and development, it is essential that goals be set. Such goals are broad statements which reflect desired future conditions, and are based on the background information, assumptions, alternatives and policy variables presented earlier. More specific policies and objectives are then developed, which define actions which can be taken to implement the goals.

The final stage of the planning process, which is implementation of the plan, begins once the goals, policies and objectives have been defined. The first step in plan implementation is the adoption of this plan by the Planning Commission following a public hearing and consideration of any public comments received.

Plan implementation continues through adherence to the goals, policies and objectives set forth in this plan. It should be emphasized, however, that these goals, policies and objectives are not "cast in concrete." While the Planning Commission has developed these goals, policies and objectives based on the best information available, and the needs of the community at a point in time, changing needs and desires within the community, or changes in the local population or economy may mean that these goals, policies and objectives will need to be re-evaluated. This plan must remain flexible enough to respond to changing needs and conditions, while still providing a strong guiding mechanism for future development. The Planning Commission, City Council, and City staff, together with other groups, organizations and individuals, can use this plan as a dynamic decisionmaking tool, and should assure that the plan is referred to frequently and updated periodically.

To assist in understanding the nature of the goals, policies, and objectives presented on the following pages, the following definitions are presented:

Goal: A broad statement of a desired future condition, the generalized end toward which all efforts are directed. Goals are often stated in terms of fulfilling broad public needs, or alleviating major problems. Goals are generally difficult to measure and are idealistic.

Policy: A statement of position or course of action which provides a means of obtaining a stated goal. Policies are factual in nature, and can be measured by the impact they have on existing conditions.

Objective: A specific attainable end derived from a related goal or policy to be accomplished within a specific time. When attained, they represent significant and measurable progress toward a goal, thus providing a means of evaluating progress.

10.2 Economy

Explanation: The City of Negaunee is a part of the Negaunee-Ishpeming-Marquette urban corridor, the commercial and employment center of Marquette County. While historically dependent on natural resources, the economy in Marquette County is now heavily dependent on the service sector. Unemployment rates have declined overall since 1982, and the local economy is fairly diversified. Many City residents work in the City of Marquette, while taking advantage of the lower housing costs in the City of Negaunee. The City contains a compact, historical downtown area, and additional commercial development along U.S. 41/M-28.

Goal:

Increase business and employment opportunities, and increase the City's tax base.

Policies:

Encourage economic diversification aimed at recreation/tourist traffic.

Promote and market the Negaunee area, and promote recreational activities and events which draw both area residents and visitors into the community. Use cooperative marketing efforts with businesses and other organizations where possible.

Encourage revitalization of and restoration of the downtown area as a diversified commercial area.

Improve existing and develop new shopping areas in the downtown and Teal Lake corridor.

Promote future industrial development which does not have an adverse effect on surrounding areas and the community as a whole.

Provide increased employment opportunities through incentive programs which support entrepreneurial enterprises in the community.

Consider acquisition of developable land along U.S. 41-M-28 and Teal Lake for resale or lease to private developers, providing that public access to Teal Lake is maintained.

Develop an overall plan for the downtown area, to help achieve consistent design and maintain the historical atmosphere of the downtown.

Objectives:

Establish a theme for the City of Negaunee, such as capitalizing on the area's rich mining heritage, the historical buildings and visible reminders of the mining era; use this theme to guide marketing efforts, beautification, building and facade improvements, public improvements such as lighting and street furniture, etc. Historic preservation guidelines would be appropriate for this effort.

Encourage development of businesses which will attract visitors as well as local residents to the community, such as lodging facilities, restaurants, microbreweries, specialty shops, art galleries, etc.

Support development of bed and breakfast establishments where appropriate. Such establishments can encourage renovation of older homes, spur local construction activity, and will fit well with the historic character of the community.

Establish a program for recognition of the efforts and success of downtown merchants, to let these businesses know they are a valued part of the community.

Develop a strategic plan for the redevelopment of the downtown area, and pursue grant funds for implementation of the plan.

Build on the success of existing community events and attractions, such as the Negaunee Invitational Basketball Tournament, Pioneer Days, ski jumping competitions, etc.; explore other ideas for events and attractions to draw visitors to the area; promote Negaunee as a site for festivals and other family-oriented events.

Capitalize on recreational opportunities in the area, such as luge, ski jumping, ice fishing, snowmobiling, hunting; market these opportunities, and insure that adequate facilities are in place to meet visitors' needs.

Work with local organizations to develop walking and auto tours of the City, highlighting the historical attractions in the area.

Establish a dialog with Cleveland-Cliffs Iron Co. seeking access to the Jackson Pit, to re-establish an overlook as a visitor attraction.

Increase awareness of Native American activities in the area, dating back to 4-6,000 years ago according to recent artifacts discoveries. Investigate the feasibility of establishing an area of land on or near Teal Lake/U.S. 41 for use by local Native Americans to market native goods and provide visitors with information about Native American culture and history.

Encourage aggressive marketing of commercial real estate, especially historically significant buildings in the downtown district. Educate local real estate firms about the potential of the downtown area, using success stories from existing businesses as examples.

Increasing community pride is critical to the success of any marketing efforts. Provide opportunities for local residents to participate in community promotion through cleanup and beautification programs, family-oriented activities such as seasonal flea markets, flower and garden shows, etc.

10.3 Natural Features

Explanation: The City of Negaunee's location over significant iron ore deposits in the Marquette Iron Range has helped shape the current development pattern of the community. The area's steep slopes limit the suitability of some areas for development, but provide recreational opportunities in the form of ski jumping, cross-country skiing, luge, etc. Some of these areas, where caving from past mining activities is not a limiting factor, can provide attractive sites for development because of the views from these steep sites. One of the more visible natural features in the City is Teal Lake; the City has cooperated with the City of Ishpeming in applying for and receiving grant funds to aid in purchasing significant portions of the north shore of the lake.

Goal:

Continue to capitalize on the opportunities associated with the area's steep terrain, climate and natural beauty, while at the same time recognizing the limitations that result from these factors.

Policies:

Development on the north shore of Teal Lake should be discouraged; the City should pursue acquisition of land where possible to preserve this unique area.

Protect the unique character of the Teal Lake shoreline.

Continue to work with other local governments, organizations, and individuals to establish and promote events which take advantage of the area's climate and natural features.

Objectives:

Work with the City of Ishpeming, CCI, the U.S. Olympic Education Center, and others to continue enhancement of the SUNTRAC area, and promote existing and new events which are possible because of the unique topography and climate of the area.

Implement a 100-foot waterfront setback for development along the north shore and other undeveloped areas of Teal Lake.

10.4 Land Use

Explanation: The land use pattern in the City of Negaunee is largely the result of past mining activities, and although these activities have largely ceased inside the City, the caving grounds which remain severely restrict the City's ability to grow. About 75 percent of land within the City is owned or controlled by mining interests, and much of this area consists of caving grounds. Of the City's 15 square miles, only about three square miles contain development. Commercial development has occurred in the downtown area, with a newer commercial "strip" along U.S. 41/M-28. Industrial development in the City is insignificant, and new residential development has been limited by unavailability of land. Two new developments are expected to provide 60-65 new housing units on property formerly not available.

Goals:

Utilize zoning and subdivision regulations, and other local regulatory tools, to implement this plan and guide future growth and development in Negaunee.

Develop the downtown and portions of Teal Lake as activity centers and recreational attractions, and develop the U.S. 41/M-28 corridor as a tourist service area, while enhancing the traditional small town character of the community.

Enhance the physical appearance of the City, to increase its appeal to residents and visitors.

Policies:

The existing zoning ordinance should be periodically reviewed to make sure it adequately addresses local issues, facilitates development goals, and protects the character of the community.

Encourage revitalization of and restoration of the downtown area as a diversified commercial area.

Improve existing and develop new shopping areas in the downtown and Teal Lake Avenue corridor.

Promote future industrial development which does not have an adverse effect on surrounding areas and the community as a whole.

Encourage preservation of historic structures in the City, possibly including designation of a historic district.

The City should adopt a sign ordinance, and develop regulations which will be consistent with the character of the community; will aid local residents and visitors in finding attractions and services; and will not detract from the visual quality of the area.

Objectives:

Adopt where necessary and consistently enforce ordinances directed towards unsightly buildings, blight, junk cars, etc.; these ordinances will enhance Negaunee's image as a clean, family-oriented community.

Develop special zoning language for the Teal Lake area, either through a new zoning district or an overlay district; consider inclusion of special setbacks from the high water line, limitations to height of structures and/or vegetation to enhance scenic views; visual easements at street intersections; buffers along district boundaries and/or adjacent to certain uses; minimizing bulk of structures and lot coverage ratios to maintain visual access. Various uses should be permitted or restricted based on their relationship to the water.

Planned Unit Development provisions and incentive zoning language should be added to the current zoning ordinance. Innovative and flexible zoning techniques which allow for mixed uses and creative design should also be explored.

Sign regulations should be revised as necessary to insure signs do not detract from the U.S. 41/M-28 corridor or the downtown character.

Subdivision regulations should be adopted which establish design and construction criteria governing new streets and subdivisions.

In cases where City-owned property is sold, leased or otherwise transferred to a developer, stipulations should be included requiring public access easements, design standards, and/or public facilities to be provided by the developer.

The historical character of the downtown should be protected; development of regulations and/or some sort of official designation based on preservation of historic properties should be considered.

Landscaping should be used to enhance the appearance of the downtown, using tree planting, shrubs, ground covers, and flowering plants.

Enhance the appearance of the entrances to the City, and the U.S. 41/M-28 corridor, using landscaping, signage, visual enhancement of the railroad viaduct, removal or renovation of dilapidated buildings, cleaning up of vacant property, etc.

Establish a theme for the City of Negaunee, such as capitalizing on the area's rich mining heritage, the historical buildings and visible reminders of the mining era; use this theme to guide marketing efforts, beautification, building and facade improvements, public improvements such as lighting and street furniture, etc. Historic preservation guidelines would be appropriate for this effort.

Encourage development of businesses which will attract visitors as well as local residents to the community, such as lodging facilities, restaurants, microbreweries, specialty shops, art galleries, etc.

Identify potential sites for an industrial park, and define the development needs for these sites.

10.5 Public and Community Facilities

Explanation: The City of Negaunee provides a wide range of community facilities and services, including municipal water and sewer systems, garbage collection, electrical service, cable television, municipal offices, library, etc. Other entities at the county, state and federal level, as well as some local organizations, also provide services or facilities used by local residents. Some services, such as higher education, are available in other nearby communities. Community facilities and services are an important part of a community's quality of life, and are also an important factor in economic development.

Goal:

Continue to provide all needed community facilities and services in a cost-effective manner, in accordance with the standards of regulatory agencies.

Policies:

Continue to provide existing services in a safe and efficient manner, in compliance with state and federal standards, and expand services as needed.

Develop a multi-year Capital Improvement Plan for the City, to be used as a long-range planning and budgeting tool.

Provide services and facilities which will improve community appearance and serve to attract visitors to the City.

Objectives:

Encourage pedestrian and biking activity in the community by adding historic-style lighting fixtures throughout the downtown area and Teal Lake corridor.

Place and maintain street furnishings in the downtown area and Teal Lake corridor, to make the area more attractive and provide comfort to shoppers, tourists, employees, and pedestrians. Street furnishings include planters, benches, trash containers, drinking fountains, tree grates, and bicycle racks.

Explore alternative uses for the former water works building along Teal Lake.

Provide streetscapes and urban design improvements, such as landscaping, paving, street furniture, lighting, etc., which will add character to public areas.

Develop a high-visibility visitor center to provide information to tourists and local residents. A cooperative effort with the Negaunee Historical Museum and other local organizations may be appropriate.

Identify deteriorated and/or undersized water mains, identify potential funding sources for repairs, and complete repair or replacement projects as needed to achieve a water system which adequately serves all customers.

Identify deteriorated sewer mains, identify funding sources for repair or replacement projects, and repair or replace mains as needed to eliminate inflow and reduce the volume of effluent treated.

Identify funding sources for replacement and possible relocation of the sewer interceptor which currently crosses caving grounds; complete repair and/or relocation.

Identify funding sources for repairs to the Negaunee Fire Hall, Negaunee City Hall, and other municipal buildings. Use a Capital Improvements Program to budget for and schedule repairs over a period of several years, in order to insure that these buildings remain suitable for public use.

Demolish existing bandshell, select location for new bandshell, identify funding sources, and construct new bandshell.

Complete additional platting, road repairs, and water system repairs in Negaunee Cemetery.

Continue to upgrade electrical service and TV cable system as needed.

Evaluate the financial feasibility of continued operation of the City's cable television system.

10.6 Housing

Explanation: The City of Negaunee's housing stock is generally relatively old, although most units have been well-maintained. Because of a lack of available sites for development, there has not been significant housing growth in recent years. However, two subdivisions are currently being developed on land that was purchased by developers from mining interests; these new subdivisions will add 60-65 housing units to the local housing stock. Construction began in 1998 on a new 20-unit assisted living facility in the City, which will provide housing options for elderly residents.

Goal:

Encourage provision of an adequate supply of affordable, safe and sanitary housing, consistent with the needs of the local population.

Policies:

Encourage continued development and maintenance of a variety of housing types, in accordance with local ordinances and state laws.

Through the zoning ordinance and other land use regulation tools, ensure that sufficient sites are available to develop new housing.

Stabilize and strengthen existing residential environments through housing rehabilitation and improvement programs.

Objectives:

Sponsor annual Home Improvement awards.

Encourage rehabilitation of existing homes through more active involvement in state and federal programs where available..

Explore the feasibility of elderly housing in the U.S. 41 corridor, where shopping and services are readily available.

Be aware of state and county programs for housing rehabilitation, and encourage use of available programs by local residents to help eliminate deteriorated and unsafe housing.

Continue to enforce local ordinances regarding blight and deterioration, to eliminate hazards to public health and safety.

10.7 Recreation/Historical

Explanation: A wide variety of recreational opportunities are provided in and around the City of Negaunee. These recreational opportunities range from playgrounds and picnic areas used by local residents to intensively-developed facilities which attract visitors from a significant distance, such as SUNTRAC (Suicide Bowl) or the Iron Industry Museum. Some of these recreational opportunities are provided by the City, while others are provided by other agencies or organizations. The City also contains a wealth of historical sites, including many historical buildings in the downtown area. Negaunee is the site of the first discovery of iron ore in the U.P., which led to the development of a thriving iron mining industry throughout the Marquette Iron Range.

Goals (Recreation):

Provide a wide range of recreational opportunities, including a variety of recreational experiences for all age groups and abilities, which attract visitors to the community as well as serving local recreation needs.

Develop the downtown and portions of Teal Lake as activity centers and recreational attractions while enhancing the traditional small town character of the community. Develop the U.S. 41 corridor as a tourist service area.

Capitalize on the historic character of the City and the rich iron mining heritage to attract visitors to the City.

Policies:

Maintain existing parks and recreational facilities, and implement improvements identified through the recreation planning process.

Continue to update the City of Negaunee Recreation Plan every five years, in accordance with Michigan DNR guidelines.

Cooperate with other units of government in encouraging maintenance and improvement of recreational facilities in the area, as well as development of new recreational opportunities.

Maintain public ownership of Teal Lake shoreline areas to assure that inappropriate or incompatible development does not occur.

Increase the value of existing public recreation areas by providing equipment, amenities and other improvements to accommodate multi-use throughout the year. Promote increased use of facilities already in place, such as the Ice Arena.

Aggressively pursue grant funding opportunities for recreation improvements.

Pursue acquisition of additional recreational sites where possible, using federal, state and private funding sources where available.

Insure that local zoning and other land use regulations provide the opportunity to develop businesses which will enhance recreational opportunities in the City.

Utilize Teal Lake's full potential for public recreation opportunities, including parks, scenic viewing areas, boat launch and mooring facilities, etc.

Encourage pedestrian and other non-motorized activity in the community by adding signage, historic-style lighting, bike lanes, etc. throughout the downtown area and the Teal Lake corridor.

Objectives:

Build on the success of existing community events and attractions, such as the Negaunee Invitational Basketball Tournament, Pioneer Days, ski jumping competitions, etc.; explore other ideas for events and attractions to draw visitors to the area; promote Negaunee as a site for festivals and other family-oriented events.

Capitalize on recreational opportunities in the area, such as luge; ski jumping; ice fishing; sailing, canoeing, rowing, windsurfing and other nonmotorized boating activities; snowmobiling; hunting; market these opportunities, and insure facilities are in place to meet visitors' needs.

Establish a theme for the City of Negaunee, such as capitalizing on the area's rich mining heritage, the historical buildings and visible reminders of the mining era; use this theme to guide marketing efforts, beautification, building and facade improvements, public improvements such as lighting and street furniture, etc. Historic preservation guidelines would be appropriate for this effort.

Encourage development of businesses that will attract visitors and local residents to the area, such as lodging facilities, restaurants, microbreweries, specialty shops, art galleries, etc.

Support development of bed and breakfast establishments where appropriate. Such establishments can encourage renovation of older homes, spur local construction activity, and will fit well with the historic character of the community.

Develop a historic walking tour for visitors to interconnect tourist attractions, historically significant features, and the ethnic neighborhoods of the City with Teal Lake and the downtown.

Place placards on or in front of historic buildings throughout the City.

Use grant funds in combination with local funds to improve City parks and recreational facilities. Support other local units' efforts to obtain grant funds for other recreational facilities in the area.

Identify opportunities to make sites and facilities more accessible to people with disabilities.

Implement Teal Lake Park Master Plan recommendations.

Implement recommendations of Teal Lake Study Committee.

Contact the DNR regarding the continued stocking of fish in Teal Lake.

Acquire land, easement, or right-of-way to provide trail access to City-owned property on north shore of Teal Lake.

Implement projects identified in the City's recreation plan.

Explore the feasibility of establishing a campground or RV park in the City.

Develop a high-visibility visitor center to provide information to tourists and local residents. A cooperative effort with the Negaunee Historical Museum and other local organizations may be appropriate.

Goal (Historical):

Restore and preserve the historical resources of the Negaunee area, and use the unique history of the area and many historical structures to attract tourists to the area.

Policies:

Encourage the protection and/or rehabilitation of historical structures wherever possible, rather than replacing with new structures.

Seek the support of Cleveland-Cliffs Iron Company in efforts to restore the mining heritage of the area.

Objectives:

Encourage owners and/or managers of historical sites to preserve and/or rehabilitate structures and sites.

Support efforts of other agencies and local units of government to obtain funding to preserve, rehabilitate, and interpret historical sites.

Capitalize on the downtown's historic integrity, drawing on the community's rich heritage, varied architectural styles, ethnic backgrounds, natural surroundings, recreation, sporting and cultural activities.

Develop design standards to serve as guidelines for renovation of historic structures or new construction in historically significant areas.

Explore the possibility of creating a historic district, perhaps using tax incentives, low interest loans, design assistance, etc. to encourage preservation and appropriate renovation of historic structures.

Develop a historic walking tour for visitors to interconnect tourist attractions, historically significant features, Teal Lake and the downtown.

Place placards on or in front of historic buildings and other significant historical sites throughout the City.

10.8 Transportation

Explanation: The City of Negaunee is part of the Marquette-Negaunee-Ishpeming urban area, located along U.S. 41/M-28. In addition to these and other state trunklines, the City maintains a network of streets within its boundaries. Traffic counts have shown significant increases in traffic over the past 20 years or so. Local residents are heavily dependent on private automobiles for transportation, with only limited access to public transit. Other forms of transportation which serve the City include rail, used primarily to transport iron ore from the mines south of the City to the Marquette ore docks; air, which is available at the Marquette County Airport; shipping, generally limited to the shipment of iron ore, coal, salt, etc. to and from Marquette. Air travel will require a longer drive on the part of City residents once the Marquette County Airport relocates to K.I. Sawyer in late 1999.

Goal:

Continue to provide a transportation network which provides for the safe and efficient movement of goods and people through, into and out of the City.

Policies:

Evaluate city-wide traffic patterns, identify hazardous areas where unsafe traffic patterns exist, and develop strategies for elimination of those hazards.

Maintain road surfaces and structures in good repair.

Encourage non-motorized travel throughout the City.

Objectives:

Develop a historic walking tour for visitors to interconnect tourist attractions, historically significant features, Teal Lake and the downtown.

Encourage pedestrian and other non-motorized activity in the community by adding a pedestrian overpass over U.S. 41, signage, historic-style lighting, bike lanes, etc. throughout the downtown area and the Teal Lake corridor.

Coordinate with Marq Tran regarding the placement of bus shelters throughout the City.

Enhance the appearance of the entrances to the City, and the U.S. 41/M-28 corridor, using landscaping, signage, visual enhancement of the railroad viaduct, removal or renovation of dilapidated buildings, cleaning up of vacant property, etc.

Implement the recommendations of the Traffic/Parking Study conducted by ECI, Inc. in 1993.