

III. CHAPTER 3 - RECREATIONAL MARKET PROFILE

Negaunee is going through a revitalization. Many physical improvements have been scheduled or constructed in the past few years, which should enhance future growth for other businesses and resulting in demand for new, expanded, or rehabilitated space. In particular, much has been accomplished recently concerning the investment of resources into the downtown. The potential for further development throughout Negaunee rests, to a great extent, on sustaining the new found collective spirit of the business community and City officials.

Tourism and Recreation

With its tremendous recreation and scenic resources, the Negaunee area exemplifies those characteristics which make the Upper Peninsula so attractive to tourists. The area blends a rich Indian, mining, and logging history with beautiful natural surroundings that include a temperate climate, extensive forests, rugged hills, interesting rocks, a variety of vegetation and animals, spectacular fall color display, and numerous streams, inland lakes, and waterfalls. Negaunee is near Lake Superior, the most impressive of the Great Lakes and largest body of fresh water in the world. The Teal Lake area was originally occupied by prehistoric people who used primitive methods to mine copper. The Chippewa Indians were present when the first white explorers, Brule and Grenoble, traveled the area in the early 1600's. They were followed by such notables as the Jesuit priests Father Menard and Father Marquette, and, eventually, William Austin Burt, in 1844, whose geological exploits were partially responsible for the iron mining boom in the mid 1800s. Burt is credited with the invention of the solar compass. Phili M. Everett also visited the area in 1845, Everett originally came looking for copper.

Mining has remained a most important activity in the region. Although the decrease of mining activity had reduced the economic base of the area, it is leaving behind a legacy for new type of economy based on tourism. Abandoned mine buildings, historic towns, and renovated facilities are extremely appealing to tourists. However, the mining past is not the only attribute of the region. The aforementioned natural surroundings provide the basis for tourist activities such as hunting, fishing, boating, hiking, camping, skiing, and snowmobiling. The period between Memorial Day weekend through the middle of October is the "busy season". The abundance of snow and increasing popularity of winter sports activities have resulted in a practically open year-round tourist economy. Some of the publicly and privately maintained recreational attractions and facilities in the area include:

- Van Riper State Park
- Numerous roadside parks
- Lucy Hill Naturbaum Luge Facility
- Suicide Hill Ski Jump and Cross Country Ski Area

- Numerous other cross-country ski trails
- Numerous snowmobile trails
- Negaunee Ice Arena
- National Ski Hall of Fame

Teal Lake, because of its beauty and proximity to a tourist arterial highway, has the potential to act as a major drawing card for tourists and other visitors to the Negaunee area.

Visitors

As a general rule, people in the United States are experiencing increases in both income and leisure time. This, plus the stabilization of fuel prices, increased economy of automobiles, and more aggressive promotion of the area as a good place to visit, is expected to result in an increase in tourism. The distance from Negaunee to some of the surrounding population centers is as follows:

<u>City</u>	<u>Miles</u>
Chicago	400
Detroit	490
Duluth	270
Green Bay	180
Lansing	440
Marquette	10
Minneapolis	340
Milwaukee	300
Toledo	530

Aside from tourism, there are other activities which act to draw people into the area. Truck drivers, salespersons, and people visiting friends or family over the holidays or at Marquette General Hospital or Northern Michigan University in nearby Marquette, are a few examples of non-tourist related travelers to the area. Most of the commercially related traffic is repeat business. Although difficult to measure, the economic impact of visitors to the area is tremendous. Because of its strategic location on US-41/ M-28, the City of Negaunee has great opportunity for capturing visitors' dollars. In addition to its picturesque setting on the shore of Teal Lake, virtually all automobile traffic to this portion of the Upper Peninsula must pass by the lake. Because of its location and remoteness from major population centers, the region receives a great deal of destination orientated traffic (as opposed to passer-by traffic). This being the case, many tourists spend more than one night in the area.

Accommodations

The City has only a fair range of commercial establishments to serve visitors' needs. It captures only a small amount of the money expended for transient housing or eating. At present, there is only one motel in Negaunee and three in and around Ishpeming. Furthermore, none of the motels are geared to hosting medium to large scale conferences/conventions. Few have either a restaurant or lounge. It is generally felt that winter recreational resources in the area (e.g. snowmobiling and cross-country and downhill skiing) are underutilized and that hotel/motel packaging of recreational activity could be improved. Given its distance from major markets, tremendous additional investment in visitor attractions and inducements is necessary to realize the Negaunee's potential to attract visitors.

Recreational Boating and Facilities

Teal Lake is currently used to a fair extent by recreational boaters. The *potential* for Teal Lake to support additional recreational boating is very large, in part because of the size of the lake. However, the potential demand is more than the capacity of existing launches. In fact, locals as well as people touring the area, visiting, or fishing during the small craft boating season (May through October) have no formal convenient public sites at which to launch or berth. The level of local boating activity is directly related to a lack of convenient boating facilities. A boat launch has been developed by the City of Ishpeming but it is small and is located on the far side of the lake over a mile away and well off the highway. Only an informal boat launch area exists in the Negaunee townsite (adjacent to the Waterworks building). The level of boating activity can be increased significantly and a variety of boat types can be accommodated without overcrowding.

In 1994 the Negaunee City Planning Commission conducted an attitude survey of City residents to develop information that would be useful to local planners and officials. The questionnaire asked respondents how they felt on a variety of local issues, including the use of Teal Lake. Several findings relate directly to this planning effort. The overriding conclusion of the public attitude survey is that the residents of Negaunee strongly favor the expansion of public access to Teal Lake (especially swimming, fishing, and non-motorized boating) and that more should be done to promote tourism in the area (see copy of survey in Appendix).

IV. CHAPTER 4 - CONCEPTUAL PLANS

The main planning concept for the Teal Lake site is composed of several basic components. First, to develop the site as a focus of the rebirth of the Lake; second, to provide the public with opportunities to enjoy the lake's special amenities; and finally, to develop an appropriate urban design concept.

4.1 PRELIMINARY RECREATION USE OPTIONS

As a result of the site investigations, analyses of the natural and man-made characteristics, information solicited through interviews, and market profile evaluations, preliminary recreational use options were identified. These use options are only activities that were to be considered preliminary use options for the site. They included:

- Bandshell/Ampitheater
- Bike Path
- Shoreline Walk
- Festival Area
- Fishing Area
- Fishing Dock
- Launching Ramp
- Swimming Beach
- Volleyball Court
- Pavillion
- Jogging Trail
- Marina
- Parks
- Playground
- Parking Facilities
- Pedestrian Amenities
- Picnic Areas
- Snowmobile Trail
- Watercraft/Snowmobile Servicing (Waterworks Building Reuse)

- Yachting Club Facility (with possible Waterworks Building Reuse)
- Restaurant (Waterworks Building)
- Tourist Center (Waterworks Building Reuse)
- Museum (Waterworks Building Reuse)
- Store (Waterworks Building Reuse)

These Preliminary Recreation Use Options are not final recommendations for development. The uses identified above are the options that may be incorporated partially into the final use plan.

The City could also consider using its shoreline to create some opportunity along the lakefront for private investment. The most promising example would be leasing of the Waterworks building to augment public park attractions. Often times a local government may not have the current pulse for private investment in the community, especially those involving water sites. To restaurant patrons and developers water is "magic", for example. The building could house a variety of uses that involve private, profit-making activities. A long term lease agreement could be favorable to the City as it would retain control of the land while encouraging a tax producing redevelopment. Depending on the private project, rent could perhaps be underwritten in the early years of the lease until income is generated by the project. The private enterprise developer, of course, would need the right to develop the site to its highest and best use, subject to environmental consensus, public access concerns, government regulations and public scrutiny. Any lease to a private activity should cover the area's being kept tidy.

4.2 PLANNING CONCEPT ALTERNATIVES

After the potential and preferred uses were identified, three preliminary land use facility development concepts were generated. The development concepts are based on the consultants investigations and input from the City.

The concepts for development of the project area, SCA believes most appropriate include three basic types of development. The concepts include Active/Passive Recreation, Passive Recreation, and Commercial/Recreation. The concepts are discussed briefly in the following paragraphs.

Common Features of Concepts

There are several elements which are common to each concept. Passive recreational uses which would not significantly affect the property and which would not necessitate heavy initial capital investment and operational expenditures are seen as the main methods of providing public access to the lake.

In all schemes, the fishing dock area serves as a green space. The two privately-owned businesses on Croix Street separate different uses or activities. Other improvements common to all planning concepts include shoreline erosion protection, sitting areas, open space, special paving and landscaping, attractive signage, lighting, parking areas, and direct and formalized vehicular access improvements. The entire area would be subject to landscaping, with special attention being placed on aesthetics and retaining the natural feel of the site.

Concept A - Active / Passive Recreation

Concept A proposes that the study area be developed for both active and passive recreation including a park with an amphitheater facility for community entertainment events. In addition to offering open space, the proposed development provides for a choice of casual activities including walking and relaxing. Included are the following:

- A picnic area and pavilion located in the north sector in close proximity to a children's playground at Lakeview Elementary School.
- A shore walkway.
- A bike path, perhaps "marked" on one side of the roadway (no parking) to provide opportunity for active recreation and visual access to the lake.
- A dock to provide a fishing area and a convenient platform for lake observation.
- A private operated servicing marina and clubhouse for recreational boating.
- Boat launch facility.
- Adequate but unobtrusive parking areas at various locations on the site.
- Green spaces situated throughout the site. A buffer zone with trees/plantings to screen residential use to the north.
- Beach change house/restrooms.
- Rip-rap revetment and planting or shore walls should be used to control shore erosion where needed. Shore rip-rap revetment should be sized to control the wave that is most damaging to the Park study area. The most likely rip-rap revetment or shore wall would most likely be in the south east corner of the Teal Lake near the Old Water Works building. However completed, the rip-rap revetment or shore wall will not be good for lake access unless completed with access walkways and steps to the lake as part of the design. Concrete or timber constructed walls could be part of any design.
- Chain and bollard fencing along the dock and marina piers (for safety and aesthetic considerations).
- Amphitheater or bandshell with potential for stage, hillside seating, and plaza area.

Concept B - Passive Recreation

Concept B recommends a slightly more passive recreation development along the lakefront with elimination of the formal marina, ampitheater, children's playground across the street at Lakeview Elementary School (because of safety factors associated with proximity to water) outlined in Concept A. A small bandshell is included in this concept. Beyond this, passive recreational features are borrowed from Concept A.

Concept C - Recreation/Commercial

Concept C combines recreational elements with commercial development, the later consisting of adaptive reuse of the Waterworks building. The south portion of the site, thus, would be the prime zone for the higher intensity use developed by private enterprise. A small public park area would be developed immediately north of the building with picnic facilities. The character of the park would be informal and tranquil. Park and recreation facilities include boat launch, fishing dock, pavilion, bike path, shore walk, green spaces, parking areas, and restrooms, etc, called for in Concept B.

4.3 ANALYSIS

Basic criteria were developed and evaluated against each conceptual plan. As with the general planning process, the criteria were simply designed so as to be understood by the non-planning professional. Most were directly based on the adopted planning goals of the Teal Lake Study Committee, City Staff and Planning Commission. Some criteria were developed by the consultant based on observation and experience and others were responses to concerns of the public as well as City officials and the two committees. As illustrated in Table 17, the development concepts were assigned ratings (good, fair, and poor) based on their ability to satisfy the criteria (unweighted), and were evaluated and compared to each other with Passive Recreation receiving the best overall rating Commercial Recreation second.

Input

The concept alternatives were discussed and evaluated by City staff and Planning Commission and presented to the public for discussion purposes at a public hearing. Responses were solicited and examined. After the consultant's own review and upon endorsement of City Staff, passive recreation with some commercial recreation was recommended for further study and refinement into the development plan.

Alternatives

SCA has completed preliminary development plans that are detailed for possible future development. Alternate 1 indicates future development of the South and North park areas of Teal Lake with Croix Street at its current location. Alternate 2 indicates a future park scheme with Croix Street relocated. Alternate 2 will need to be discussed with school officials to assess the schools actual position or the possible future layout (Alternative 1, see Figures 11 &12, Alternative 2, see Figures 13 & 14).