



Master Plan Overview

Marshall Community Open House

February 6, 2025

Agenda

1. Why a Master Plan and Why Now?
2. Overview of Planning Process
3. What We've Heard
4. Master Plan Vision & Goals
5. Open House!

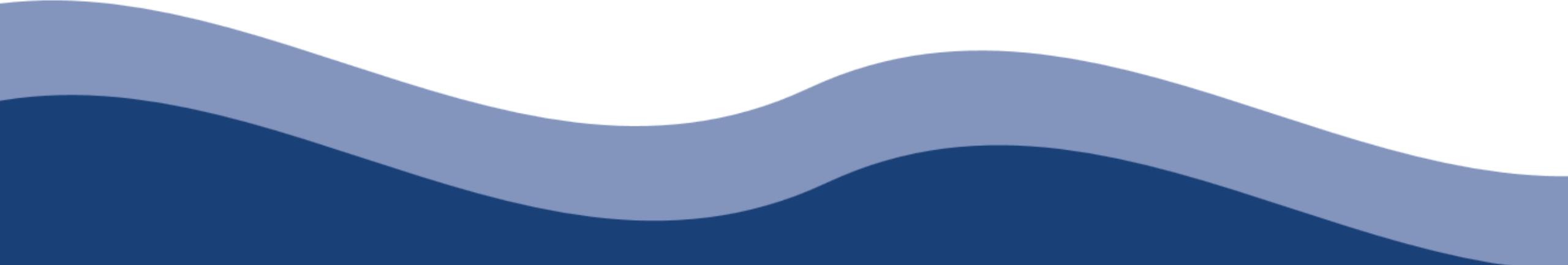
WELCOME!



This presentation is meant to be informational—there are many ways to provide input during the Open House and online.

We will pause for questions, but most of our discussion will follow this presentation.

Thank you all for being a part of this process and being committed to the future of Marshall!



Why a Master Plan and Why Now?

What is a Master Plan?

- A Master Plan is adopted under Michigan State Law (PA 33 of 2008)
- A Master Plan is...
 - Coordinated, harmonious, and economical.
 - Considers the character of the community and its suitability for a variety of land uses.
 - Promotes public health, safety, morals, order, convenience, prosperity, and general welfare.
 - Promotes a system of transportation, safety from fire and other dangers, healthful and convenient distribution of population, good civic design, wise expenditure of funds, public utilities, recreation, efficient use of resources.

“A Master Plan is a document and policy guide designed to help communities create a vision of what they want to look like in the future.”

-Michigan Association of Planning



500 Piece Puzzle

Bird's Eye view Collection
Marshall, 1868

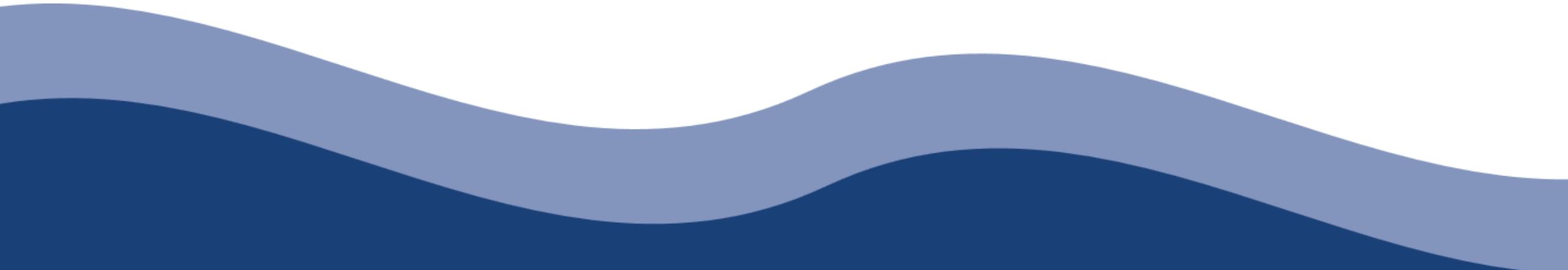


Why Update the Plan Now?

- State Law requires plans be updated every 5 years
- Blue Oval & Major Campus
- Housing demand and shortages/costs

To set the stage for the next chapter in Marshall's history!





Master Plan Process

Roles & Responsibilities

- **Planning Commission:** Develops and adopts the Master Plan.
- **City Council:** Approves or rejects the plan as presented by Planning Commission.
- **City Staff:** Oversees the update process and keeps residents and city officials engaged.
- **Steering Committee:** Reviews details of the plan and process, supports community outreach and engagement, guides the overall process.
- **Consultant:** Drives the process and creates the plan based on feedback and information from Marshall.



Project Principles

1. Create Safe Connections
2. Communication, Transparency, and Inclusion
3. Balancing History and Growth
4. Planning for Future Generations
5. Points of Pride



Four Plans in One!

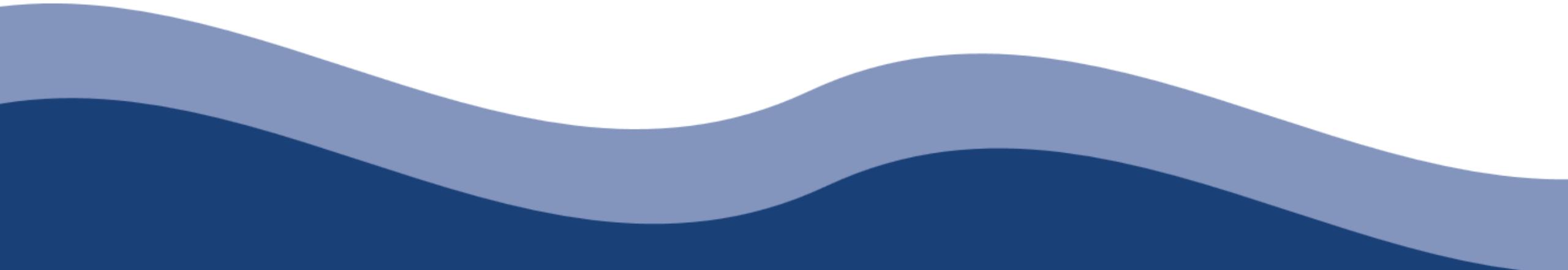
1. Community Engagement Plan (DONE!)
2. 5-Year Parks & Recreation Plan (DONE!)
3. Master Plan
4. Economic Development & Marketing Plan



Looking Forward



1. Complete Outreach on Master Plan (February)
2. Draft Master Plan (March)
3. Master Plan Presented to Planning Commission (April)
4. Master Plan Review (April-May)
5. Master Plan Adoption (June)
6. Economic Development & Marketing Plan (Finalize w/Master Plan)



What We've Heard

Community Engagement

- Community Survey #1: 689 responses
- Pop-Ups: 284 participants
- Open House #1: ~50 participants
- Open House #2: ?
- Community Survey #2: ?

So far, we've received ~1,000 points of feedback on the plan!



Survey Results

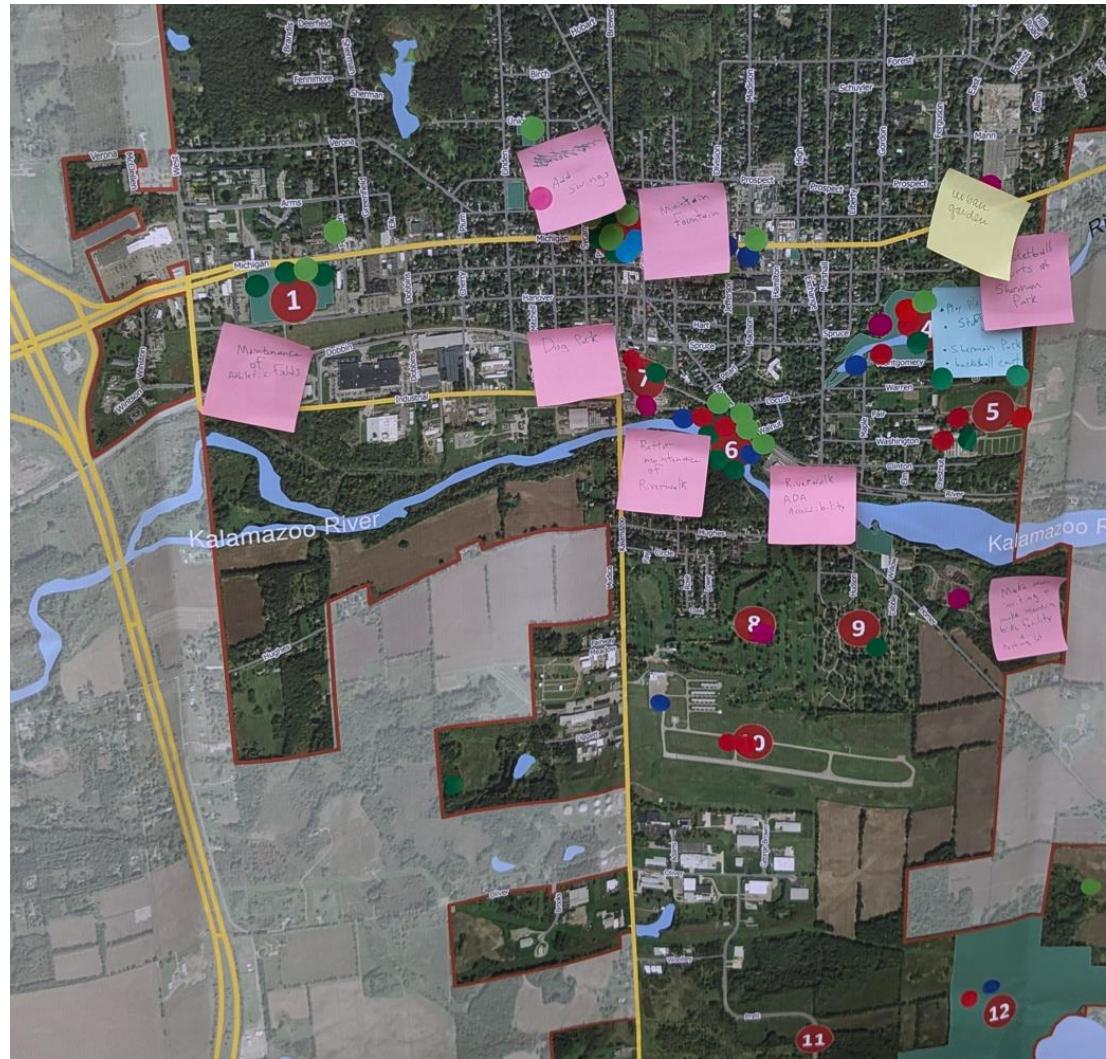
Things people like most about Marshall (in order):

1. Walkability
2. Safety
3. Local restaurants & businesses
4. Historic character
5. Family-friendly

- Housing is expensive—people would like to see single family homes first, but there is interest in more options like small apartment complexes, townhomes, and mixed-use buildings.
- Maintenance of what Marshall has should take priority over building new.

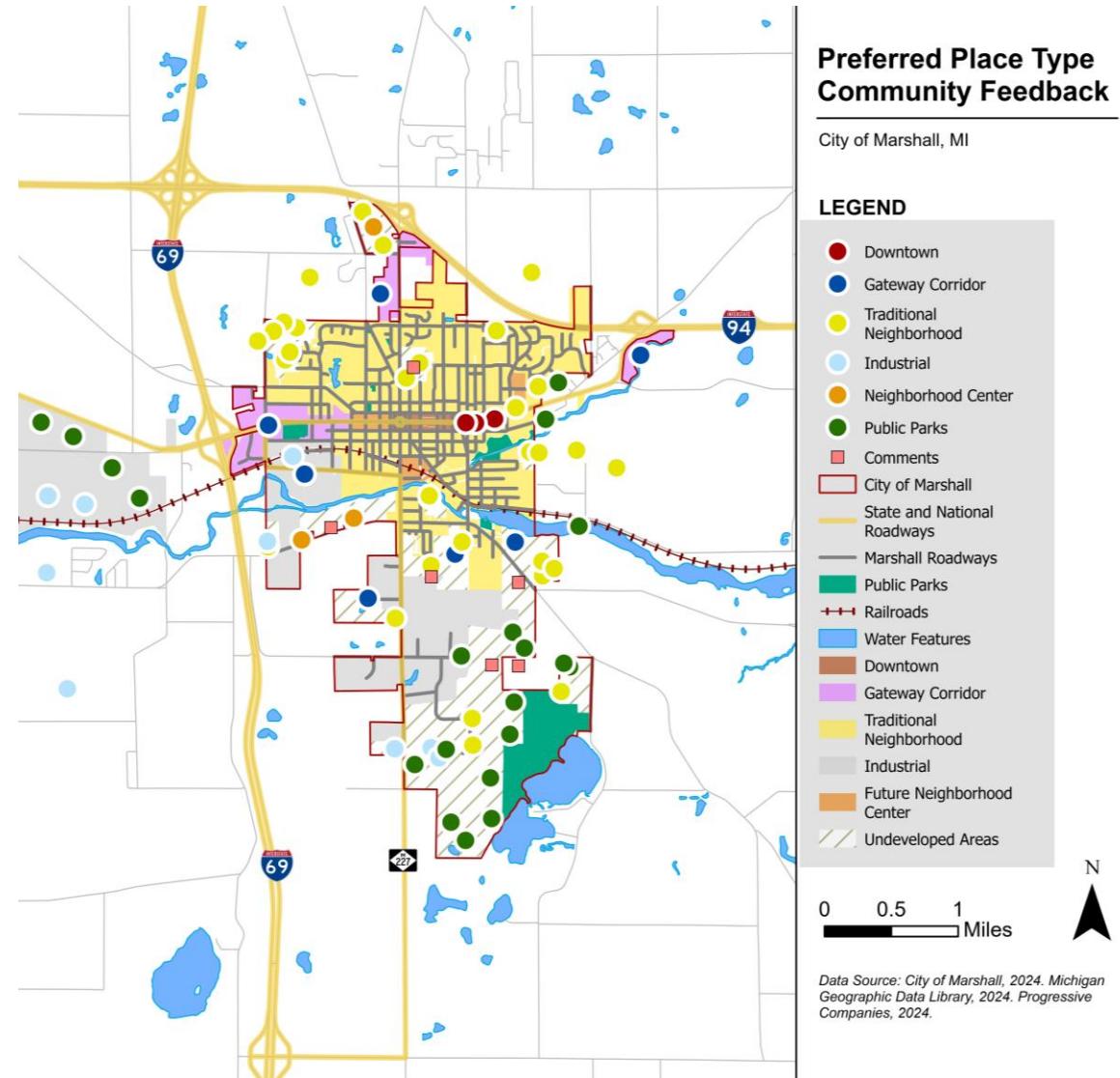
Pop-Up Results

- People want a safer, more accessible West Michigan Avenue.
- More flexible space for businesses and events downtown with crosswalks and bike facilities.
- Trails, bike paths, and enhancements to the Riverwalk are priorities for recreation.
- Interest in a dog park and improved equipment at parks.



Open House #1

- More affordable single-family housing in Marshall's neighborhoods.
- Take advantage of options for 2nd and 3rd floor apartments in Downtown.
- More housing choices for people throughout life stages (townhomes, mixed use buildings, small apartment buildings).
- Explore options for Brooks Industrial Park to become residential or open space.



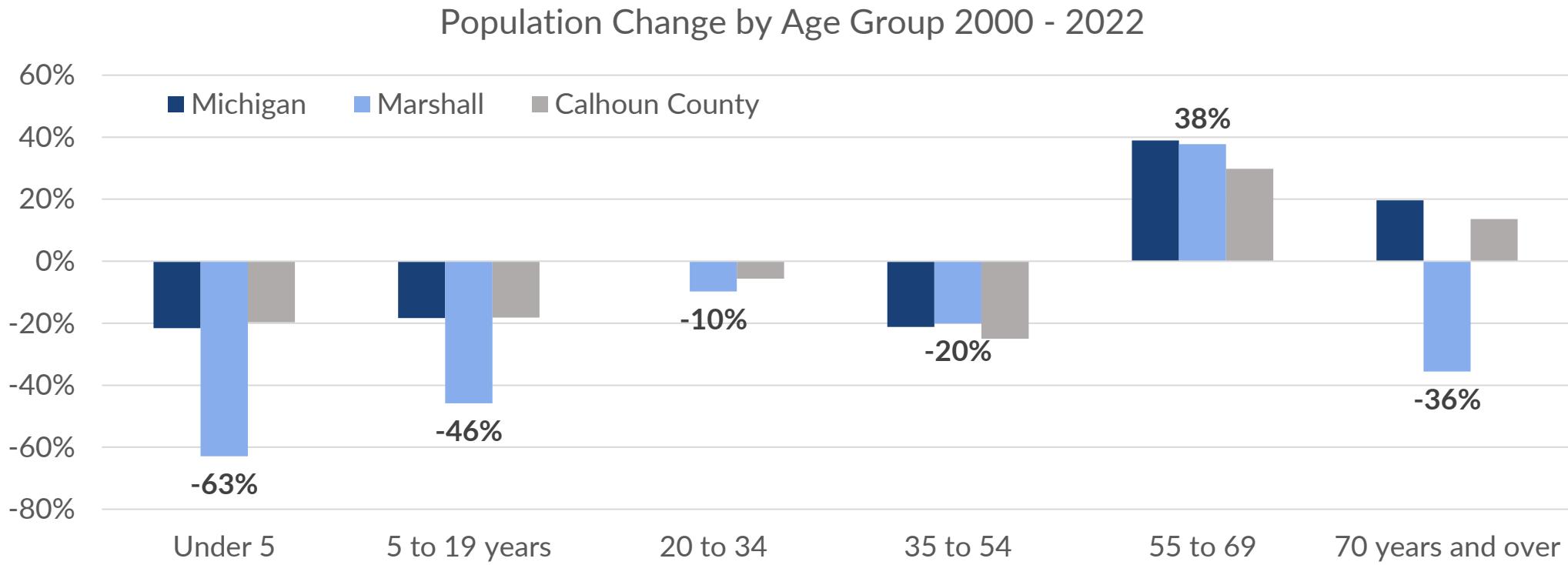
Population & Households

Between 2010 and 2022...

	Population Change	Households Change
Marshall	-4.1%	-0.5%
Albion	-10.5%	-24.1%
Battle Creek	0.3%	2.0%
Springfield	0.3%	5.6%
Calhoun County	-1.5%	-2.3%
Michigan	1.6%	5.0%

The number of Marshall residents is trending downward, but existing residents are living with fewer people.

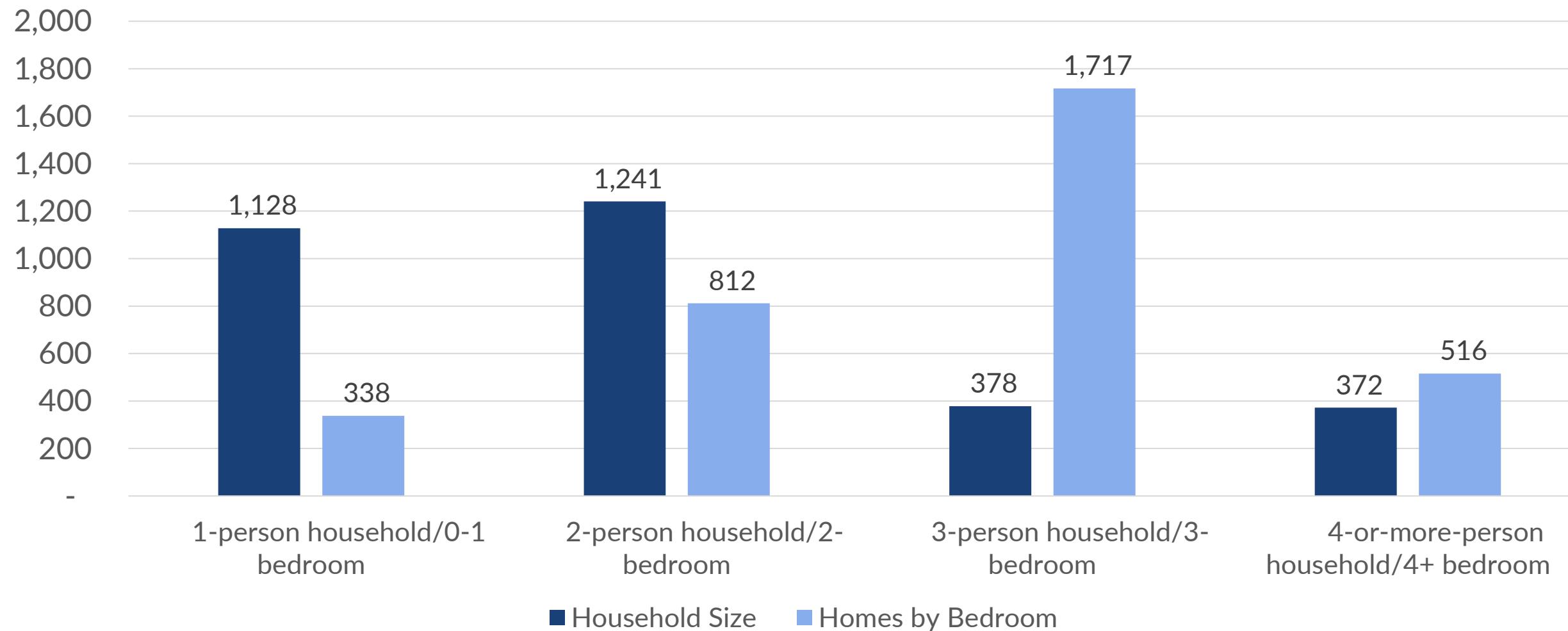
Population Change by Age Group



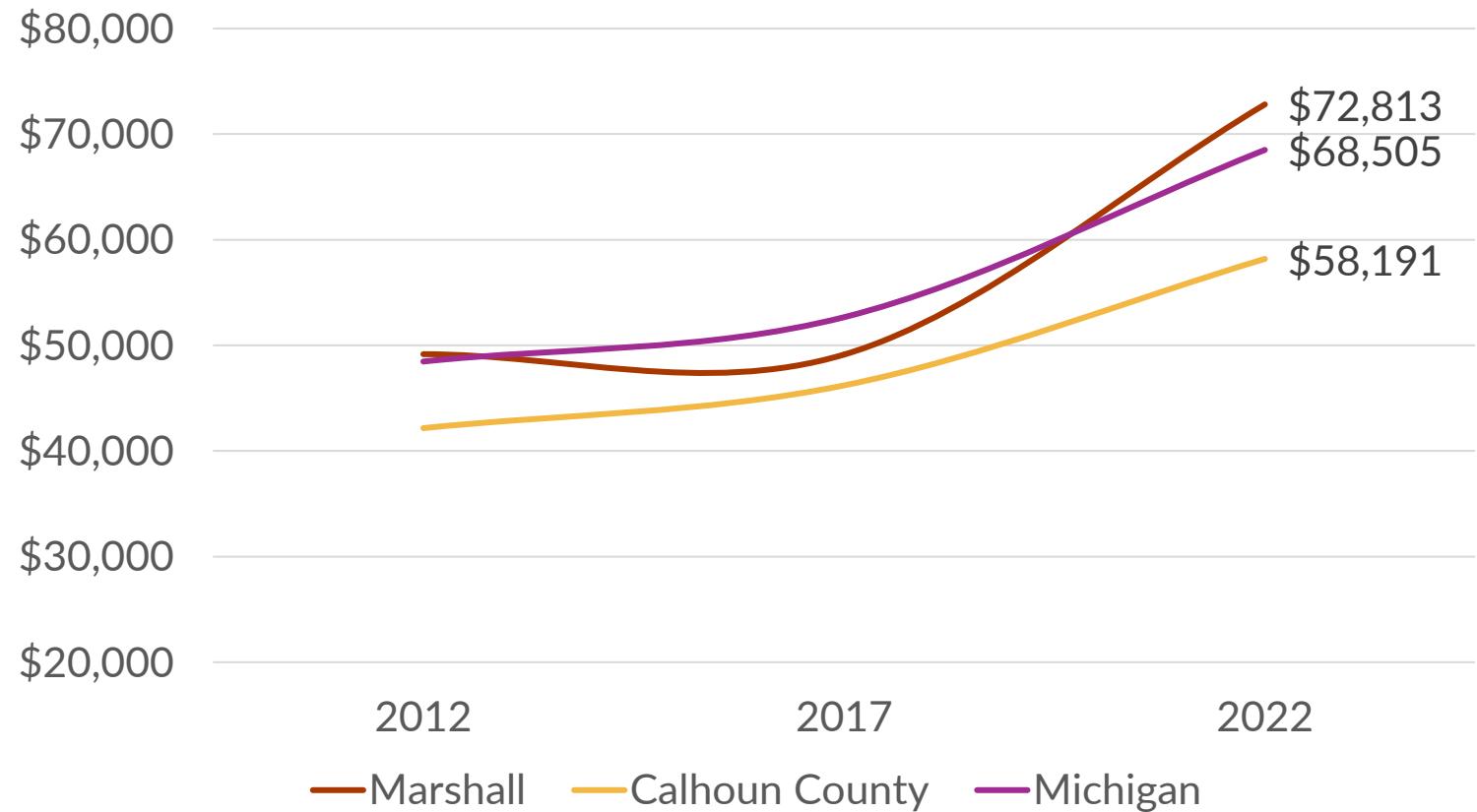
Between 2000 and 2022, Marshall's population declined from 7,459 to 6,806 (10%). Its median age increased from 36.4 to 45.4.

Housing Mis-Match?

Household Size Compared to Homes by Number of Bedrooms



Rising Income



Marshall's 2022 median household income (\$72,813) is 6% higher than the state and 25% higher than Calhoun County.

Declining Traffic Volume

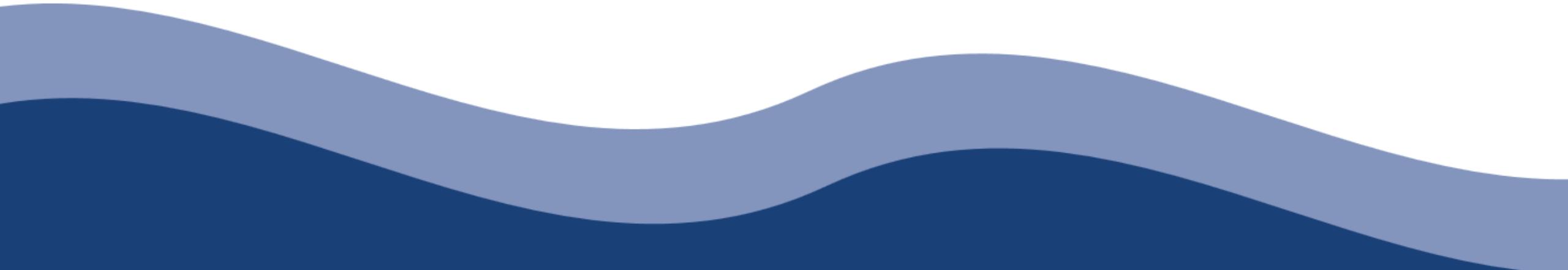


Traffic Volumes on Michigan Avenue in Downtown declined by over 3,000 vehicles a day (22%) since 2003.

Key Take-Aways

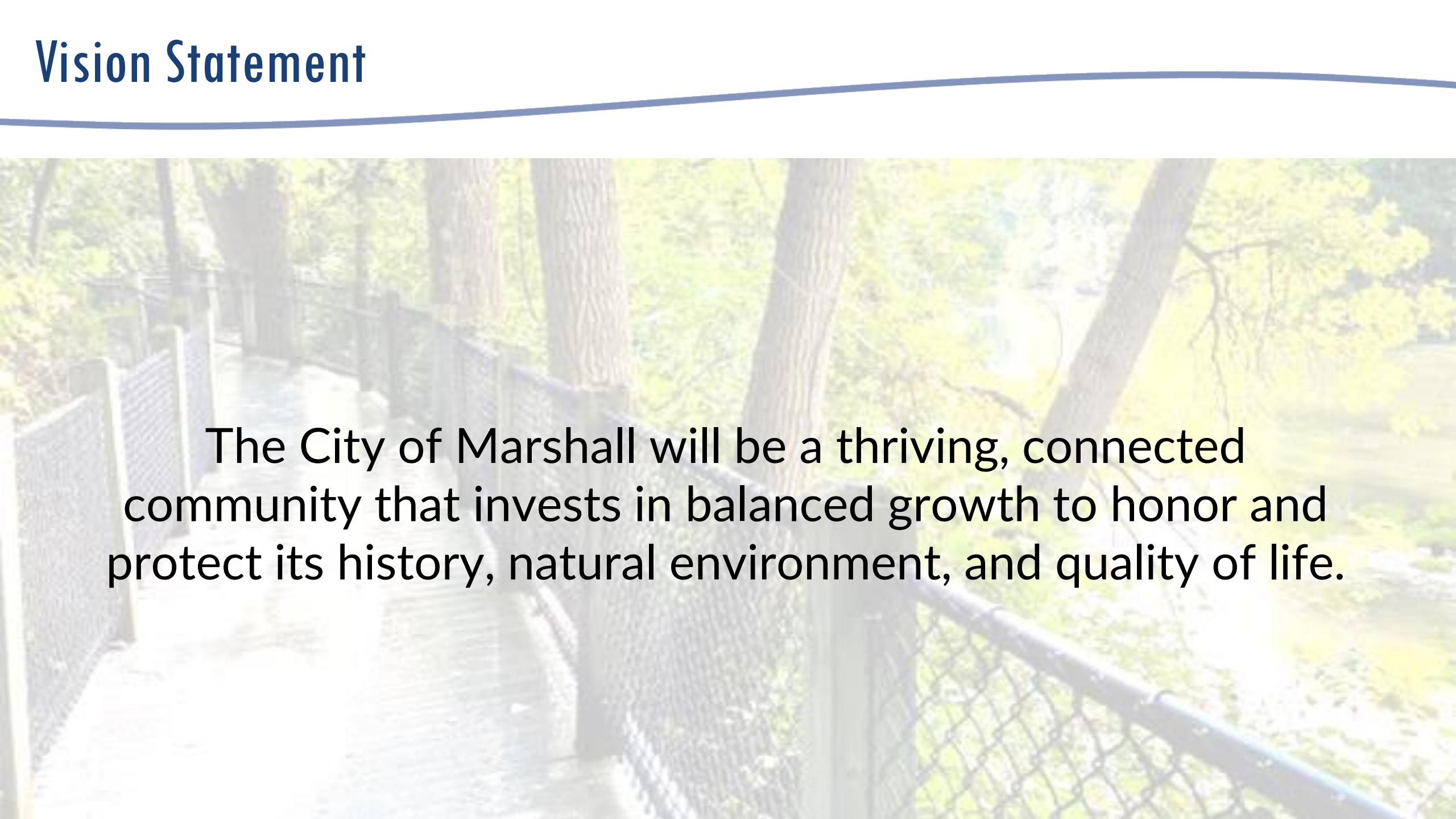
- Marshall is a civically engaged community—people are involved and committed to the city's future.
- Marshall is a place people can and do walk—we need to make it safer and easier than it is today.
- Marshall is aging and more options are needed for housing.
- Marshall has outstanding assets that people are proud of, but too many of them are “hidden gems”.





Master Plan Overview

Vision Statement

A photograph of a park scene. In the foreground, there is a paved path on the left and a chain-link fence on the right. Behind the fence, several large, mature trees with thick trunks and green foliage are visible. The background is slightly out of focus, showing more of the park area.

The City of Marshall will be a thriving, connected community that invests in balanced growth to honor and protect its history, natural environment, and quality of life.

Goal 1: Maintain and celebrate Marshall's historic character

- Protect and enhance the historic integrity of Marshall.
- Celebrate and incorporate Marshall's history into parks, public spaces, and events.



Goal 2: Marshall will continue to be a vibrant community

- Safeguard the vitality of the downtown business district.
- Establish the River District as a destination for residents and visitors alike.
- Make gateway corridors safer and more attractive.
- Raise awareness of arts and culture opportunities in Marshall and invest in their success.
- Support the continued success of the Marshall Public School District.
- Maintain public safety and quality of life for Marshall residents.



Goal 3: The Marshall community and growth will be sustainable

- Sustain Marshall's future by expanding housing supply and choice to meet the needs of residents in all stages of life.
- Protect and invest in the river, parks, and open space, and actively promote their importance to residents and visitors alike.
- Improve climate resilience, flood prevention, and the health of local natural resources.
- Continue to develop the Marshall Area as a regional hub for employment.



Goal 4: Marshall will be an even better-connected community

- Foster a safe transportation network that connects people to each other and key destinations in Marshall.
- Enhance public communications to ensure that community members are aware of events, development proposals, and other city initiatives that are taking place and provide opportunity to engage and offer feedback.
- Maintain Marshall's identity as a civically engaged and welcoming community.



Future Land Use Map



Key Changes to Future Land Use Map

- 1 **Fewer Categories:** The 2015 Master Plan had 19 Future Land Use Categories, this proposed Future Land Use Map has 7.
- 2 **Expanded Modern Neighborhood:** Creating options for Brooks Industrial Park to become a new residential neighborhood.
- 3 **Expand Traditional Neighborhood:** The historic core of Marshall is classified as Traditional Neighborhood, including the area around the Fair Grounds.
- 4 **Neighborhood Mixed Use:** Combined several categories into one that provides for a variety of uses and more flexibility to support creation of walkable places with housing choices.

Downtown Mixed Use

Characterized by multi-story buildings including restaurants, retail, offices, and residences; with pedestrian-oriented streetscapes with wide sidewalks, shade trees, outdoor dining, and historic "main street feel" – the Downtown Future Land Use represents Marshall's community-wide gathering place and hub for economic and social activity.

Gateway Commercial

Gateway Commercial represents land uses along Marshall's high-volume street corridors. These include commercial, drive-through, and office land uses with parking lots, and automobile-focused uses. The Master Plan prioritizes improving safety and access for pedestrians and bicyclists in these areas as well as allowing a mix of uses, including multi-family residential.

Neighborhood Mixed Use

Neighborhood Mixed Use features smaller-scale retail and restaurant land uses in a neighborhood context. This is characterized by businesses within walking distance to nearby neighborhoods and are located in a walkable setting that blends with Marshall's existing neighborhood character.

Traditional Residential

Traditional Residential represents many of the older residential neighborhoods in Marshall. These are characterized by low-volume streets, street trees and sidewalks, and single detached houses, duplexes, and other small-scale housing units often featuring front porches.

Modern Residential

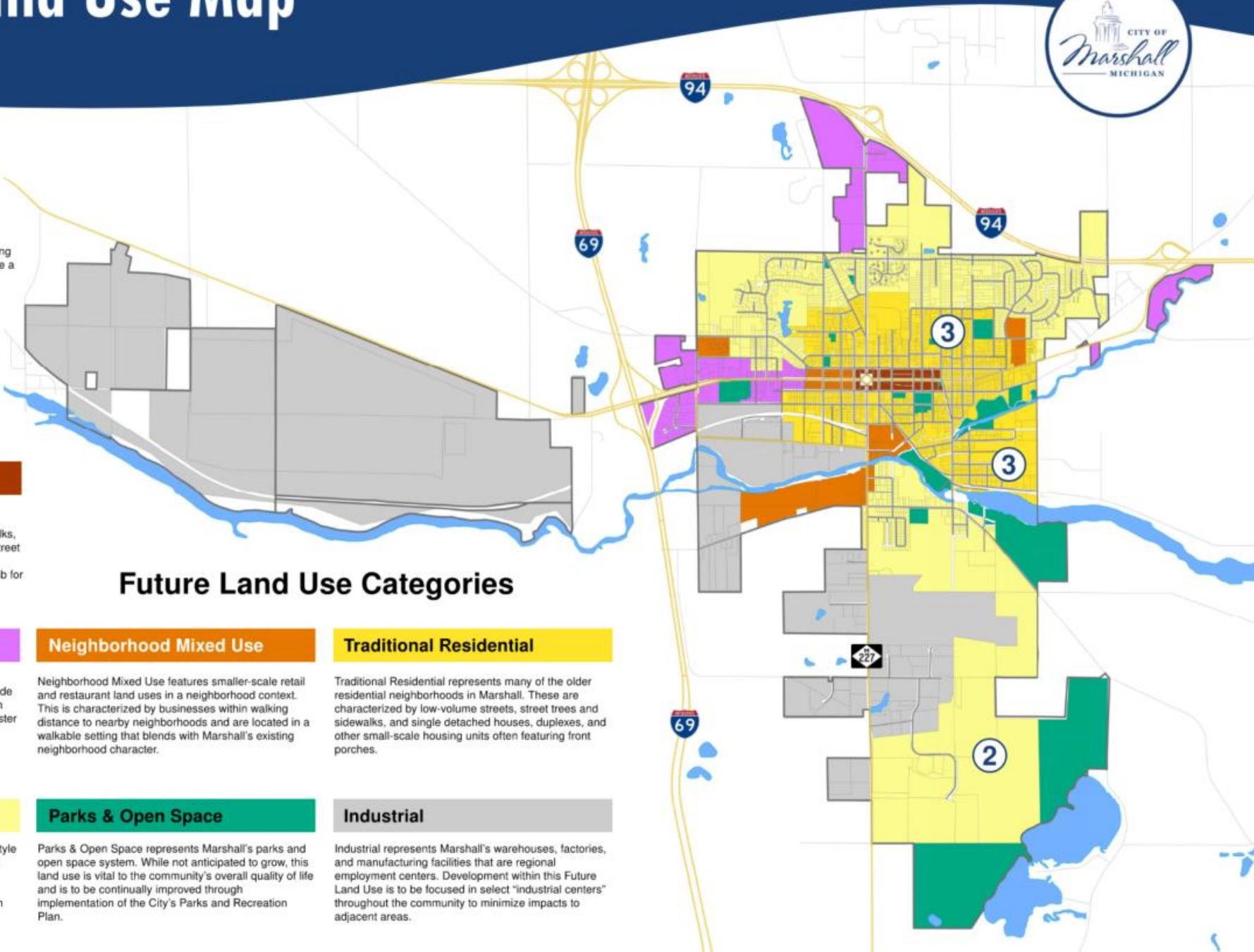
Modern Residential is characterized by suburban-style residential neighborhoods featuring winding streets and cul-de-sacs and single detached houses set farther from the street. The Master Plan permits additional types of development like condos or town houses along with duplexes and accessory apartments.

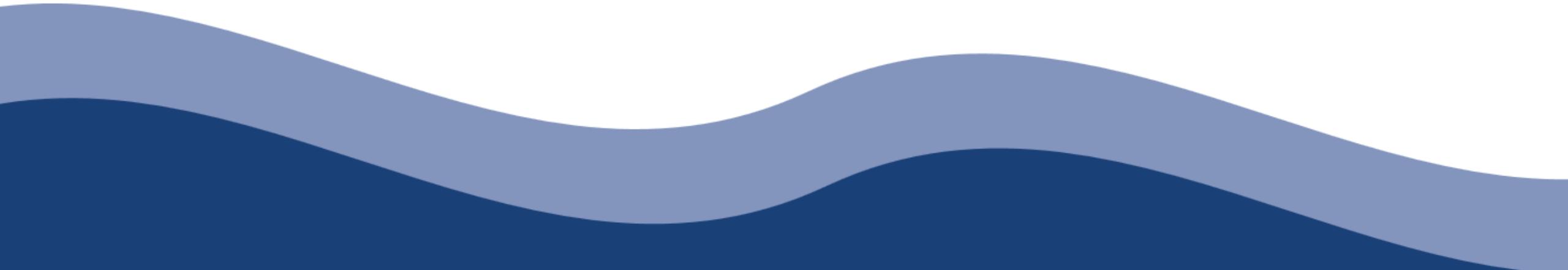
Parks & Open Space

Parks & Open Space represents Marshall's parks and open space system. While not anticipated to grow, this land use is vital to the community's overall quality of life and is to be continually improved through implementation of the City's Parks and Recreation Plan.

Industrial

Industrial represents Marshall's warehouses, factories, and manufacturing facilities that are regional employment centers. Development within this Future Land Use is to be focused in select "industrial centers" throughout the community to minimize impacts to adjacent areas.





Open House is Next!

We Want Your Feedback!

- Prioritize transportation improvements.
- Give us feedback on the Vision Statement.
- Rate Master Plan objectives to identify priorities for implementation.
- Review the Future Land Use Map.

Eat Great Food!

