



2013

Gibbs Planning Group led a team that developed a Third Street Corridor Sustainable Development Plan for the City of Marquette and its DDA. The purpose of the plan is to enhance and support Placemaking efforts for the creation of a vibrant, resilient, mixed-use corridor that links downtown Marquette with Northern Michigan University and surrounding neighborhoods.

GPG led a public charrette that addressed defining street space; keeping and enhancing character; creating and integrating viable civic spaces; traffic concerns including managing amount and speed of traffic; bike lanes and corrals; parklets and additional parking through re-striping and a shared parking strategy; new buildings and types; and a new Form-Based Code.

Among the plans recommendations were:

- Reinforce Third Street’s neighborhood business mix
- Maintain the street’s walkability & eclectic character
- Provide small public parking lots throughout the corridor
- Continue or expand DDA’s marketing and beautification
- Provide businesses with referrals to visual merchandising, marketing and operations assistance
- Targeted business retention and recruitment programs
- Maintain and expand on-street parking spaces
- Consider meters if needed in prime blocks.

