

Community Forum on the potential future of the former hospital site

Hosted by the Northern Michigan University Foundation
and Design Workshop, Inc.

INTRODUCTIONS

Forum Objective



PROVIDE BACKGROUND
INFORMATION ABOUT PROCESS
AND WHAT TO EXPECT IN
FUTURE



DISCUSS FOUNDATIONAL
COMMUNITY NEEDS AND IDEAS
IN MARQUETTE



CAPTURE SUMMARY OF
FEEDBACK FOR USE IN FUTURE
PROCESS

Role of NMU Foundation

- Facilitating process and delivery of site for development.
- Attracting and securing resources and expertise necessary to redevelop site.
- Overseeing procurement process for Master Developer.
- NMUF is not the developer of the site.

NMU Foundation's Purpose

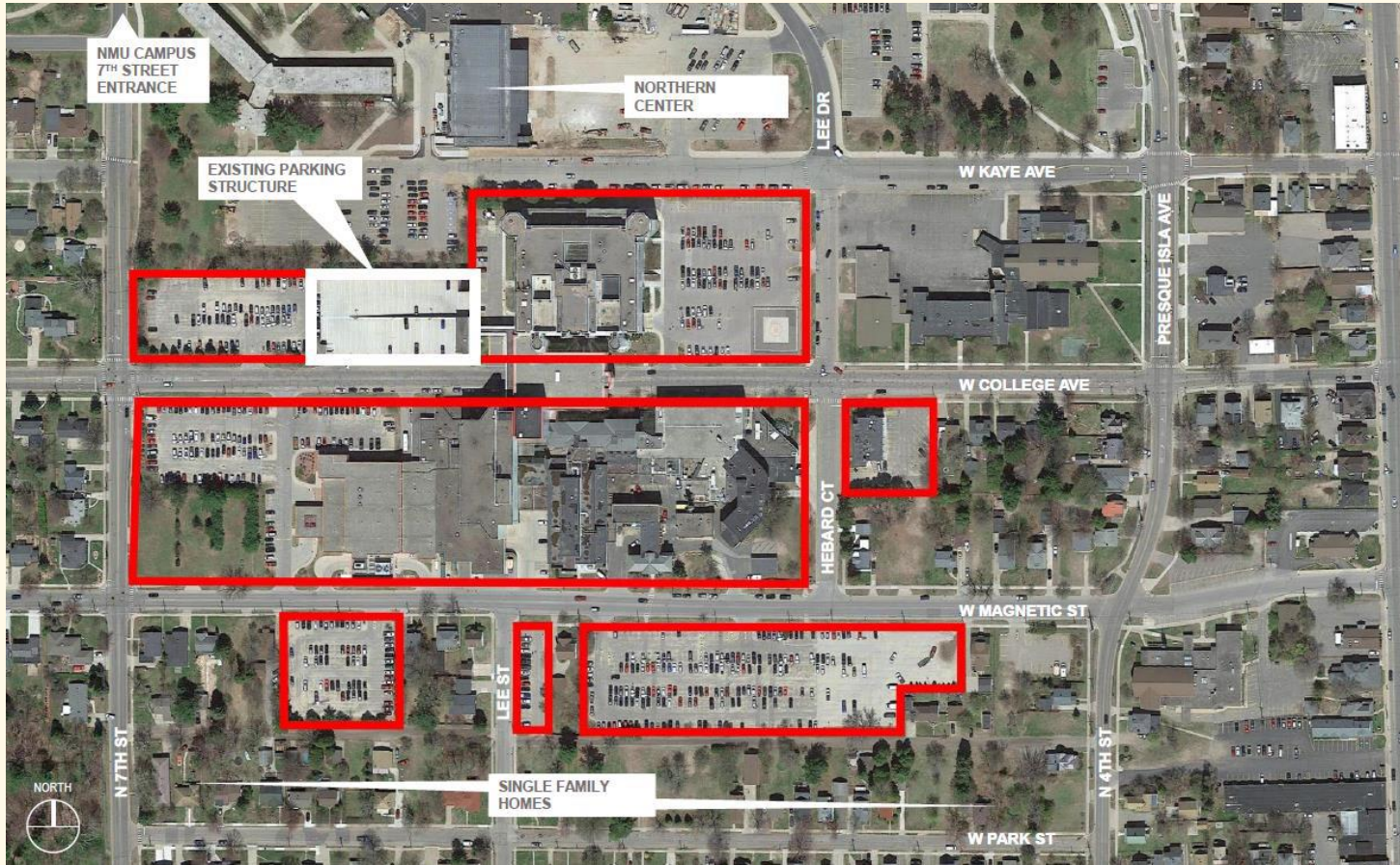
- Long-term interest of NMU and community.
- Financial return to community.
- Stewardship of campus neighborhood.

Meeting Agenda

1. Introductions
2. Project Process to Date
3. What to Expect in the Future
5. Community Snapshot & Survey
6. Meeting Conclusion

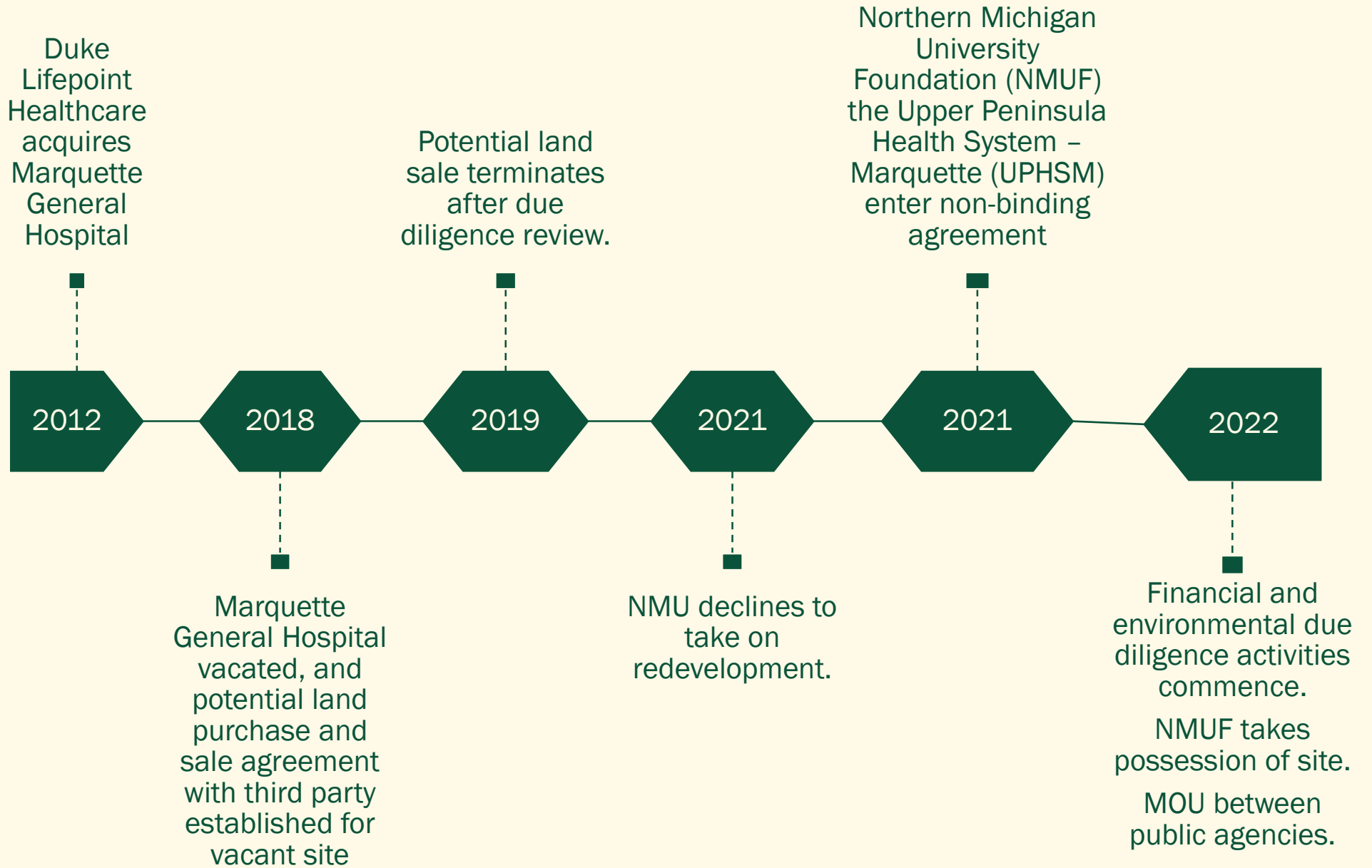
THE SITE





PROJECT PROCESS

Project Timeline | Background



Background information on hospital site

- 23-acre site
- Due diligence activities indicate viable project (financial & environmental).
- Site demolition costs estimated at \$16.5 – \$18 million – critical barrier for redevelopment.
- NMUF seeking public partnerships to support financing for demolition costs
 - Marquette Brownfield Redevelopment Authority (MBRA)
 - Michigan Economic Development Corporation (MEDC)

Process to date

- NMUF issues Request for Qualifications (RFQ) for Master Developer (*complete*).
- Special committee of NMUF Board selects firm (*complete*).
- Developing business entity structure (*in process*).

Master Developer Selection Process

- Special committee of NMUF Board of Trustees
- National call for qualifications – March 11, 2022 – April 8, 2022
- Key evaluation criteria
 - Financial capacity for scope of project
 - Relevant experience in similar markets
 - Commitment to 100% completion of project
- NMUF Board Special Committee has identified preferred partner. In process of negotiation.
- City Commission Special Committee review and input
- Public announcement anticipated mid-May 2022
- Future community engagement activities by Master Developer to occur

What to expect as next steps

- Marquette City Commission authorizes Brownfield Redevelopment Plan Framework.
- NMUF and UPHSM to finalize land sale.
- NMUF to transfer site ownership while remaining minority equity partner.

COMMUNITY SNAPSHOT AND SURVEY

What is Marquette like today?

*What could this project potentially do for
Marquette?*

Population Growth

Current population: 20,631

Source: censusreporter.org

3.7% increase from 2000 to 2017

Source: Marquette Ad-Hoc Housing Committee

6% projected increase from 2020 to 2045

Source: Marquette Ad-Hoc Housing Committee

Economic Development Snapshot: Strengths

Source: Marquette County Economic Recovery and Resilience Strategy, 2022

Marquette is the economic center of the region

Proximity to Lake Superior, water supply

Tourism industry is one of the region's greatest strengths, especially concerning outdoor recreation assets

Growing entrepreneurial/innovation ecosystem

Emerging Opportunities in Economic Development

Source: Marquette County Economic Recovery and Resilience Strategy, 2022

Weaknesses:

Lack of economic diversity

General downward trend in overall regional employment

Presence of underperforming and blighted commercial space

Lack of racial/ethnic diversity

Lack of childcare resources

Housing availability/affordability

Emerging Opportunities in Economic Development

Source: Marquette County Economic Recovery and Resilience Strategy, 2022

Housing construction and renovation

Water treatment

Value-added agricultural processing: food and beverage, medicinal foods, industrialized hemp

Clean energy production

Expansion of Sawyer Airport

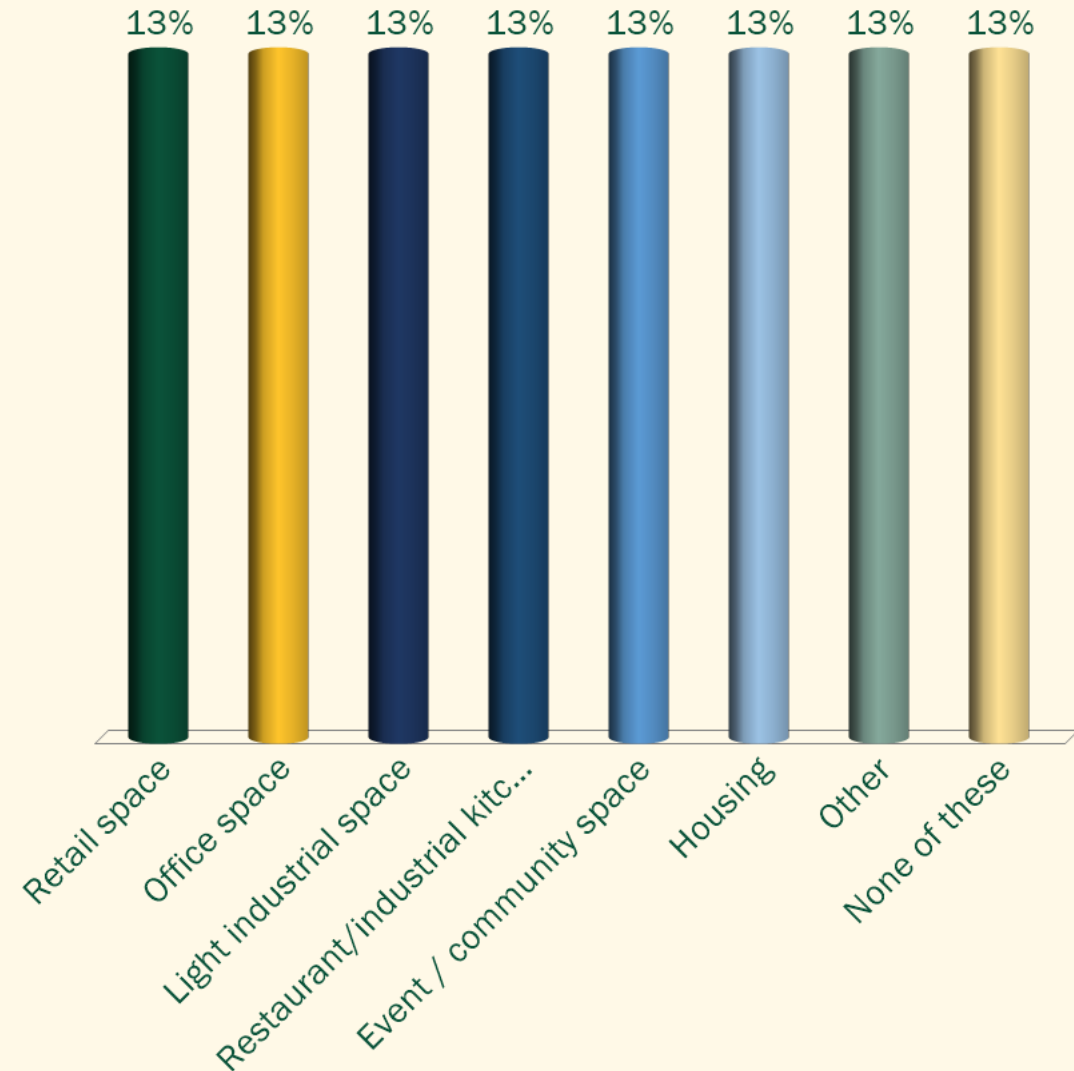
Expanding broadband/remote work opportunities

Mine and brownfield remediation and redevelopment

Industry diversification and innovation

1. Which of the following economic development needs do you see within this neighborhood and/or broader city? Choose up to 3.

1. Retail space
2. Office space
3. Light industrial space
4. Restaurant/industrial kitchen space
5. Event / community space
6. Housing
7. Other
8. None of these



Volatile Housing Trends

Sources: The Upper Peninsula Association of Realtors, and the Central Upper Peninsula Planning and Development Agency via the City of Marquette Ad-Hoc Housing Committee, 2021

Hot housing market

Percentage increase is *highest* out of any Michigan county since 2000

68% increase in median home values

While median household incomes have only increased by 36%

High demand for townhome and condo housing units

Current asking price 80% more than single-family

Housing Snapshot: A Few Recommendations from the Ad-Hoc Housing Report



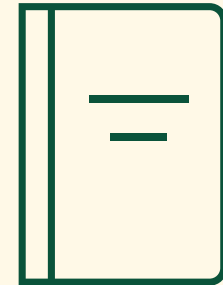
Facilitate the development of affordable/ “Missing Middle” housing



Encourage the development of affordable off-campus housing for NMU students



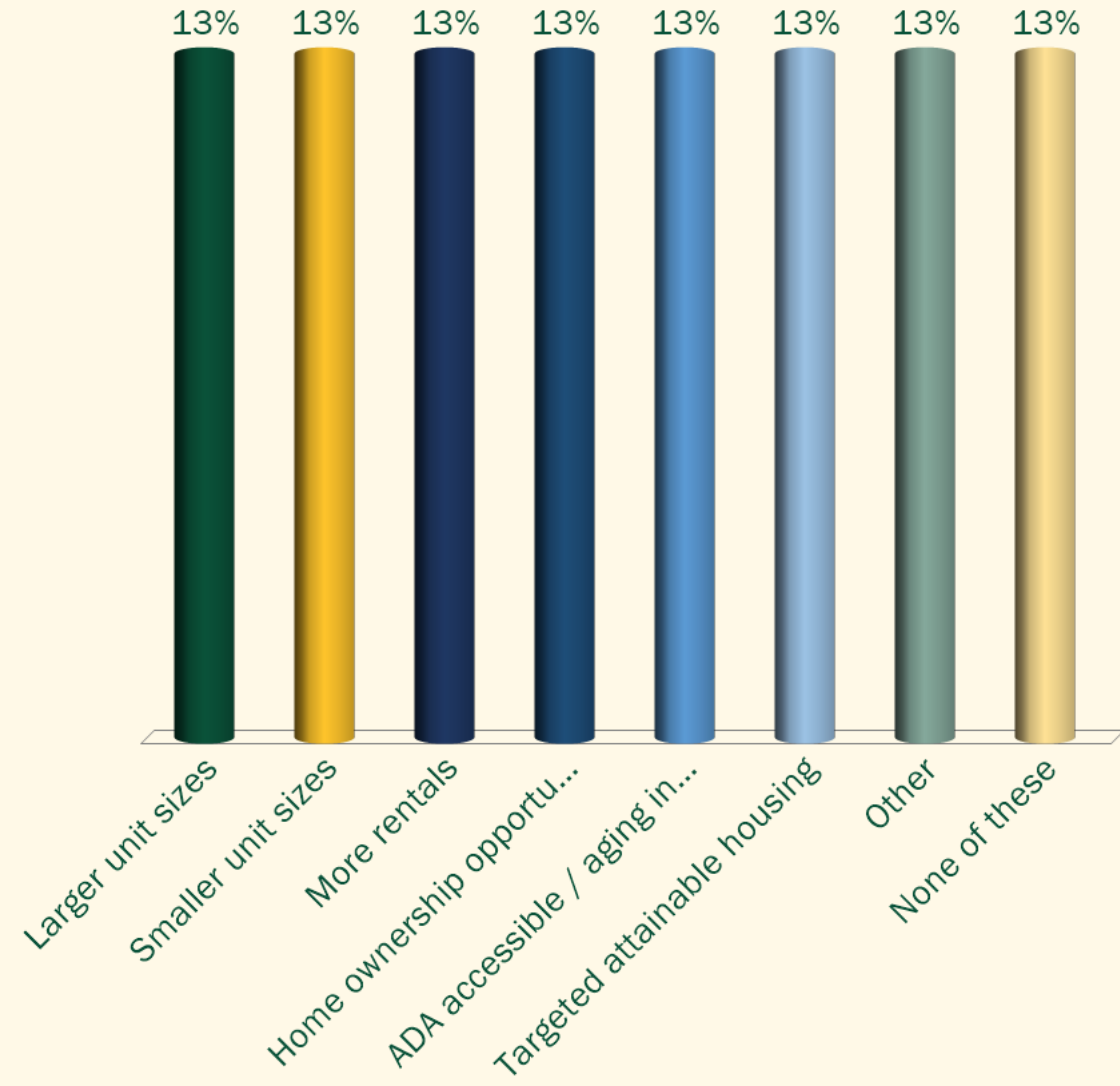
Facilitate partnerships to create affordable housing projects



Incorporate into the Community Master Plan

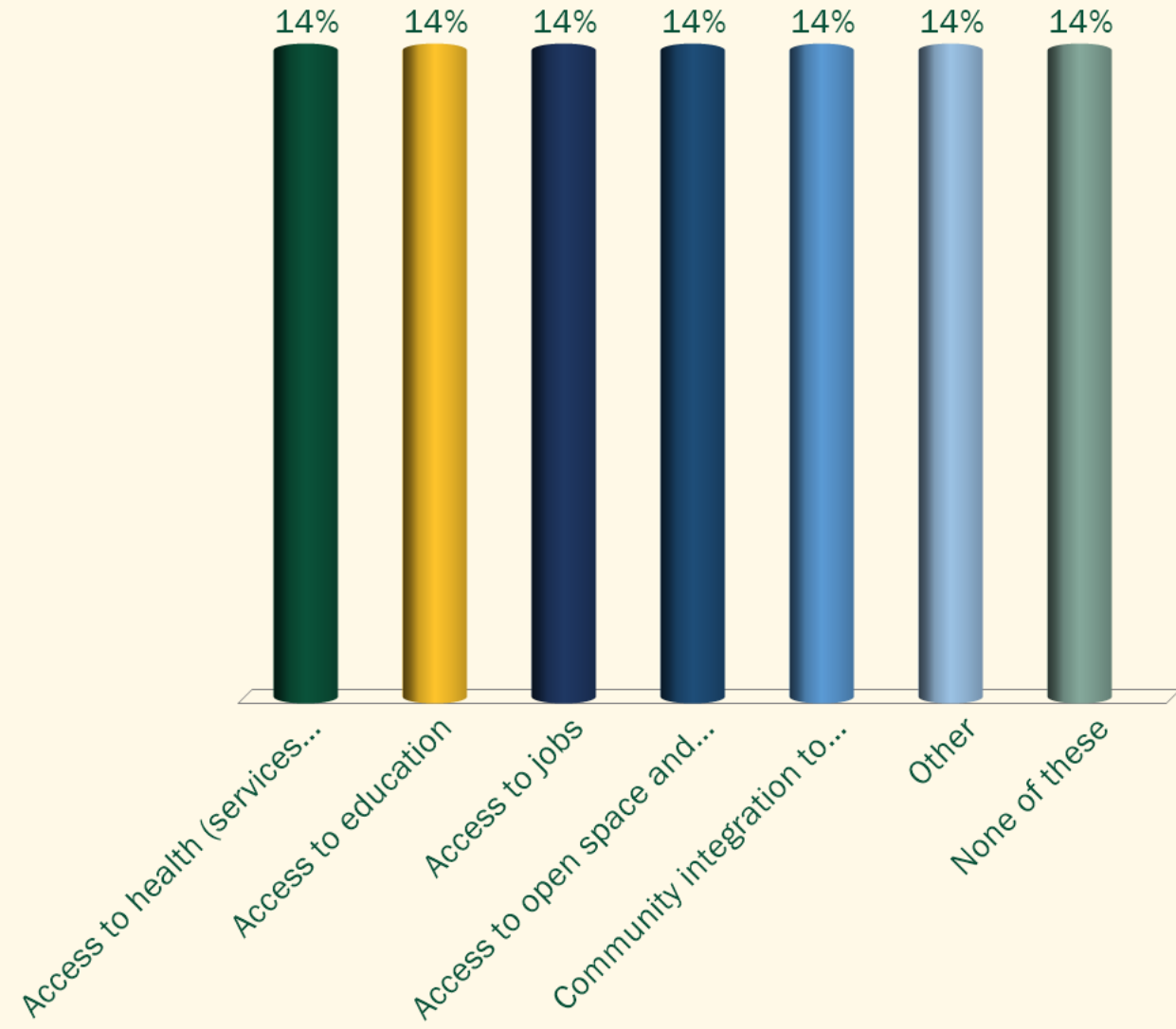
2. What housing needs do you see within the community? Choose up to 3.

1. Larger unit sizes
2. Smaller unit sizes
3. More rentals
4. Home ownership opportunities
5. ADA accessible / aging in place units
6. Targeted attainable housing
7. Other
8. None of these



3. Which of the following community linkages do you see within the city? Choose up to 3.

1. Access to health (services, wellness, affordable fresh food, etc.)
2. Access to education
3. Access to jobs
4. Access to open space and recreation (parks, trails, programming)
5. Community integration to NMU programs and facilities
6. Other
7. None of these





Northern Michigan University Campus

Marquette High School

Picnic Rocks Park

Lincoln Avenue Commercial Destinations

THE SITE

Third Street Commercial Corridor

Lake Superior Beach Front

Park Cemetery Community Gardens

Fit Strip

Downtown

LINCOLN AVE

FOURTH ST

LAKE SHORE BLVD

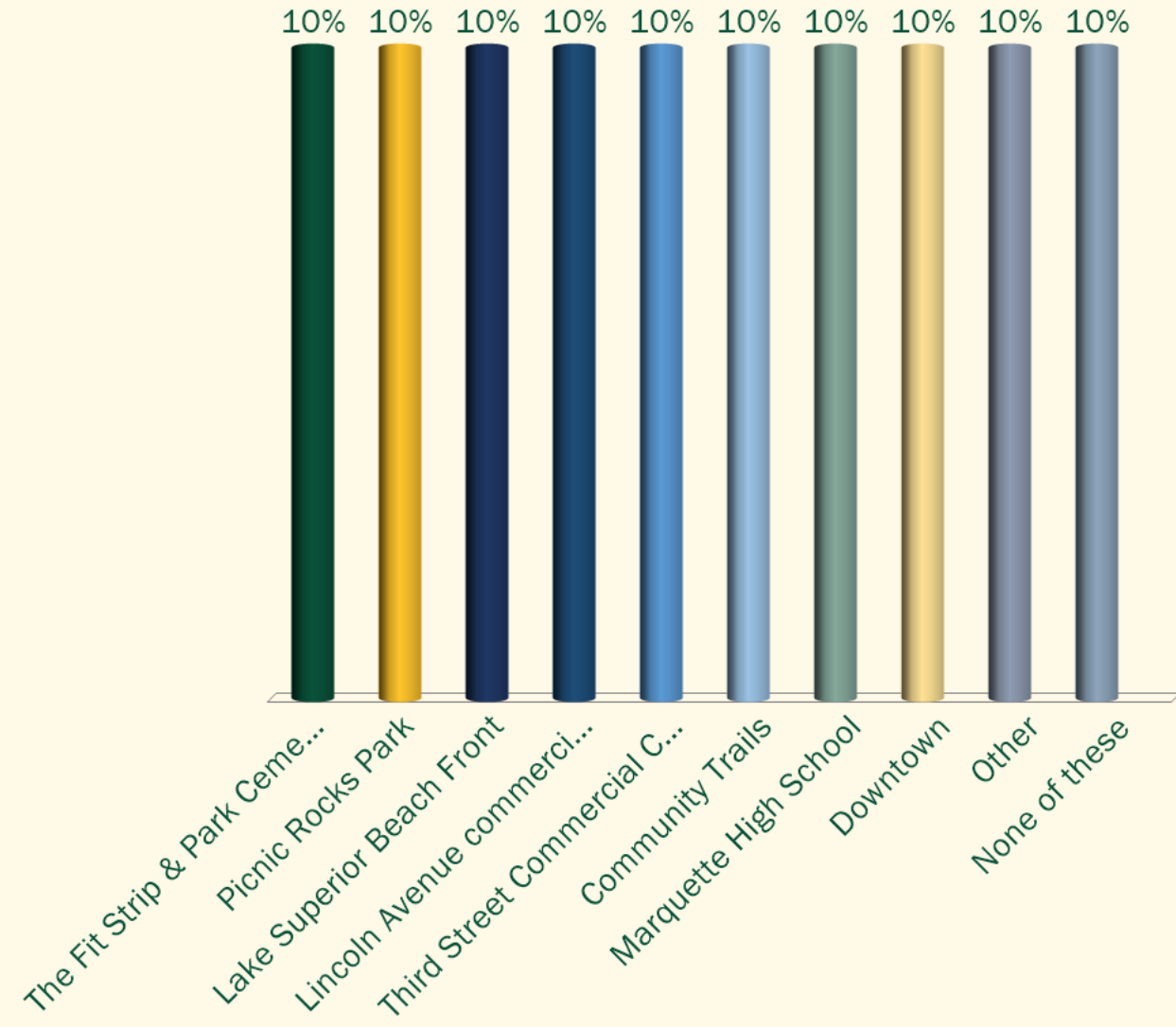
WASHINGTON ST

US HIGHWAY 41

FRONT ST

4. What linkages to other nearby destinations could be supported? Choose up to 3.

1. The Fit Strip & Park Cemetery Community Gardens
2. Picnic Rocks Park
3. Lake Superior Beach Front
4. Lincoln Avenue commercial destinations
5. Third Street Commercial Corridor
6. Community Trails
7. Marquette High School
8. Downtown
9. Other
10. None of these





Public Gathering Spaces in Marquette



Public Plazas that flex to support community events



Space for Public Art

Public Gathering Examples



Indoor/Outdoor Space for Performance



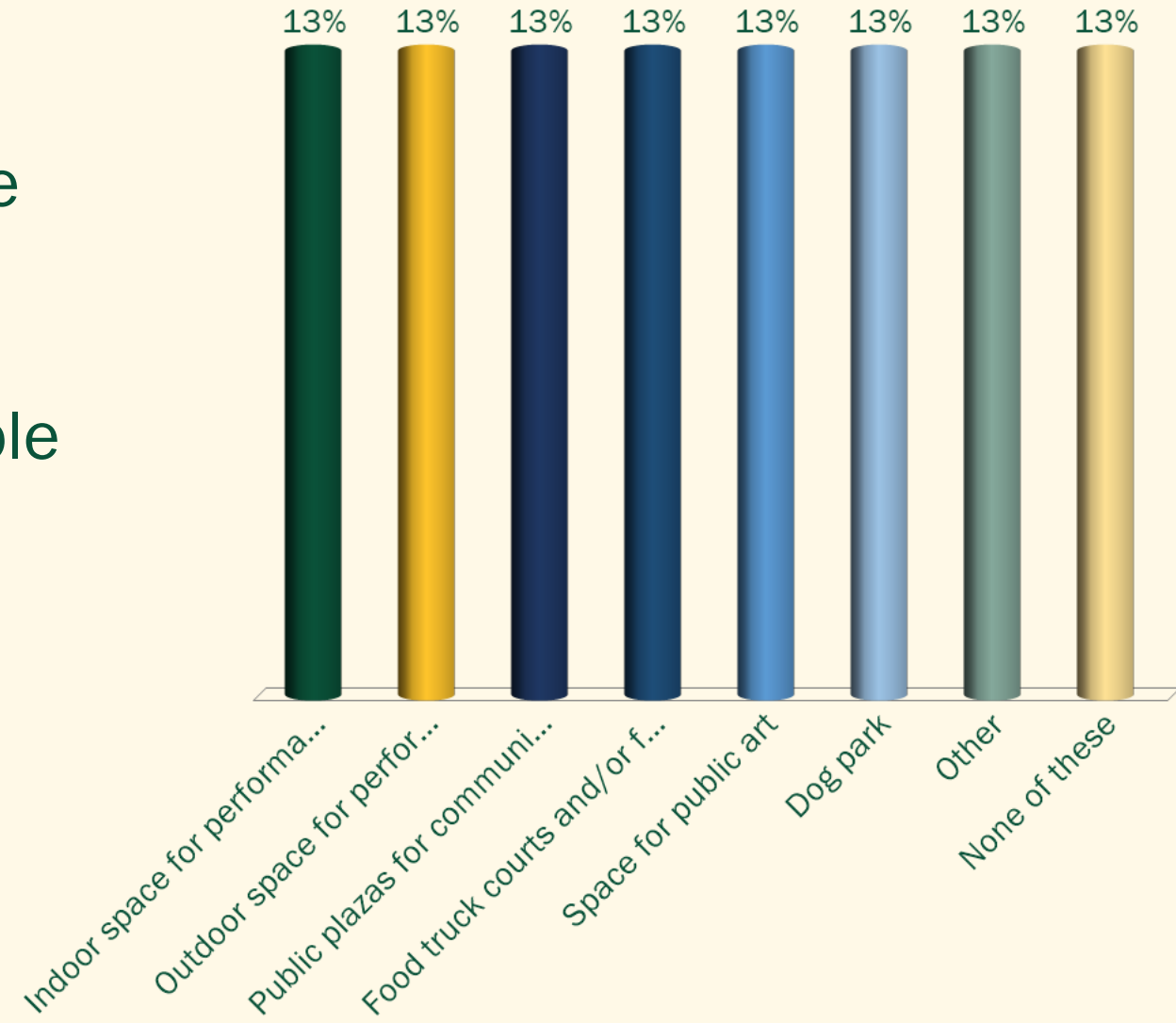
Food truck courts and/or flexible market space

(Image courtesy of Adobe Stock)

5. What kinds of spaces are needed across Marquette to support programming, events and public gathering?

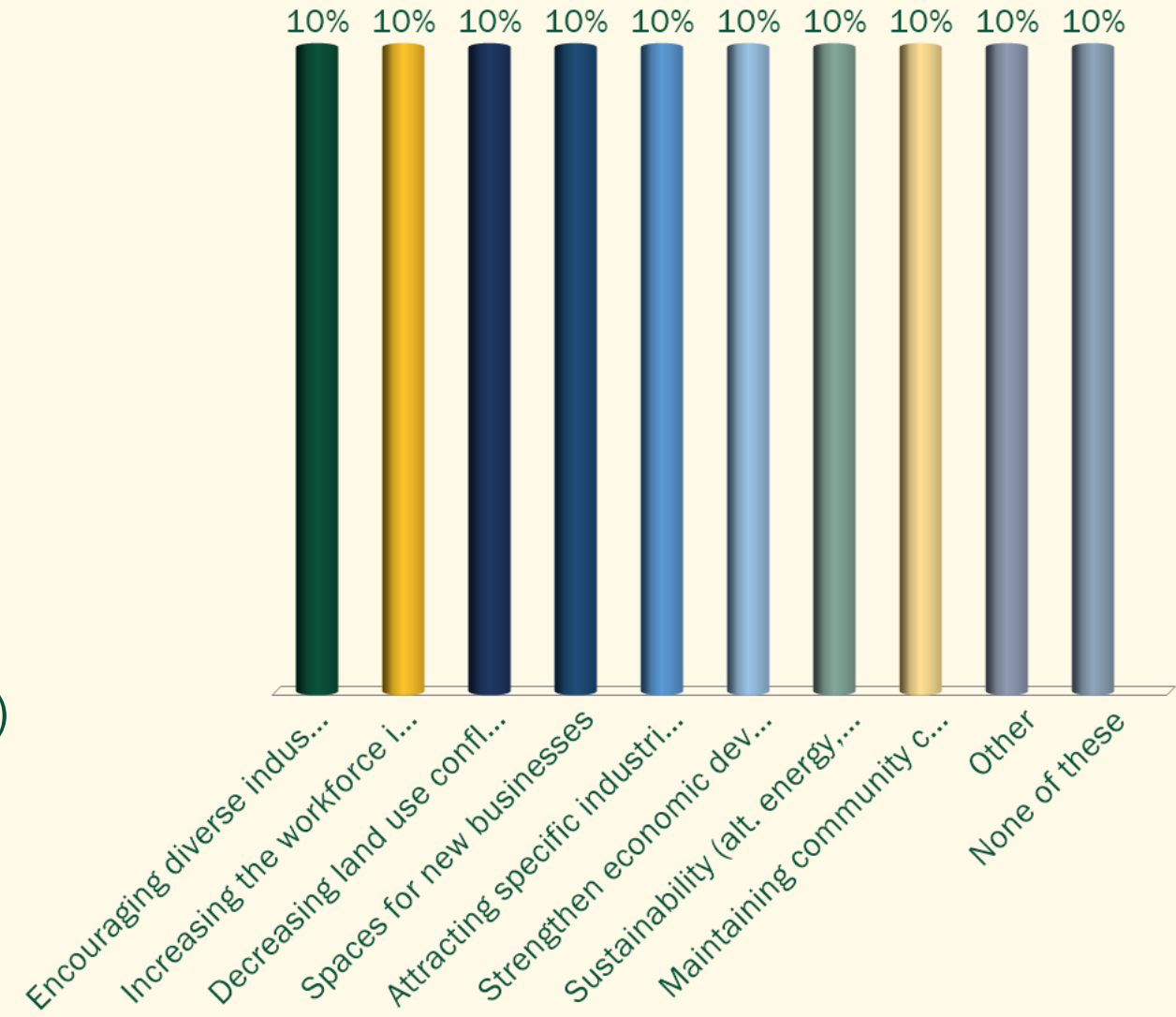
Choose up to 3.

1. Indoor space for performance
2. Outdoor space for performance
3. Public plazas for community events
4. Food truck courts and/or flexible market space
5. Space for public art
6. Dog park
7. Other
8. None of these



6. What are key priorities for Marquette over the next 10 years? Choose up to 3.

1. Encouraging diverse industries and businesses
2. Increasing the workforce in the city
3. Decreasing land use conflicts between adjacent development
4. Spaces for new businesses
5. Attracting specific industries and employers to the city
6. Strengthen economic development partnerships throughout the county
7. Sustainability (alt. energy, stormwater mitigation, extreme weather protection)
8. Maintaining community character
9. Other
10. None of these



Conclusion

Thank you!

For more information...

