



# HANCOCK MASTER PLAN

*City of Hancock Proposed Goals, Objectives and Strategies Draft 9/1/16*

The following *draft* goals, objectives and strategies are derived from a review of existing planning documents and reports for the City, preliminary findings from a vulnerability assessment, a review of best planning practices, and Steering Committee discussions.

These draft goals, objectives and strategies are intended to serve as a launchpad for a larger community discussion about the hopes and dreams for the future of the City. These will be modified and shaped through input from residents of Hancock throughout the planning process.

## **Goal 1: Establish Downtown Hancock as a thriving, attractive community center**

Objective 1.1: Improve walkability and navigation.

Strategy 1.1.1: Install wayfinding signage.

Objective 1.2: Develop signature events and attractions.

Strategy 1.2.1: Increase local partnerships to program more festivals and activities in the Downtown.

Strategy 1.2.2: Install local art throughout the Downtown.

Strategy 1.2.3: Form a creative district to attract artists and visitors, and spur economic activity.

Objective 1.3: Honor the City's historic character.

Strategy 1.3.1: Follow and encourage Design Guidelines.

Strategy 1.3.2: Install an appropriate amount of interpretative signage that tells the history of the Downtown.

Strategy 1.3.3: Continue to engage in the Main Street Program.

Objective 1.4: Create more public gathering spaces

Strategy 1.4.1: Develop pocket parks and program with moveable chairs, outdoor games, or other items that encourage social connections and activity.

Strategy 1.4.2: Increase Downtown public entertainment.

Strategy 1.4.3: Create a town square that potentially includes a splash pad/fountain/ice rink.

Objective 1.5: Attract a variety of sustainable businesses to the Downtown

Strategy 1.5.1: Work to attract a grocery store, such as the Co-op, or a similar store to the Downtown.



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## **Goal 2: Protect and celebrate the area's natural resources**

Objective 2.1: Increase community connection to the waterfront.

Strategy 2.1.1: Develop and implement a waterfront area plan that includes signage, wayfinding, and other placemaking strategies to better connect City to the waterfront.

Strategy 2.1.2: Decrease street lights or use downward lighting fixtures in specific areas to allow for Dark Sky preservation.

Objective 2.2: Direct development away from sensitive and significant natural areas.

Strategy 2.2.1: Utilize zoning and natural features protection ordinances to encourage the majority of business development to occur in and adjacent the Downtown.

Objective 2.3: Invest in outdoor recreation facilities.

Strategy 2.3.1: Further develop the area's trail system.

Strategy 2.3.2: Increase safe bicycle routes for both paved roads and trails.

Strategy 2.3.3: Explore creative ways to use the City's alleys for recreation and access, such as an ice skating path, snowshoeing, cross country skiing, biking and walking.

Strategy 2.3.4: Explore the possibility of programming and developing summer activity opportunities for winter recreation areas.

Strategy 2.3.5: Strengthen accessibility to the waterfront to meet or exceed ADA standards.

Objective 2.4: Maintain healthy forests and street trees.

Strategy 2.4.1: Partner with the MDNR to monitor threats to trees including invasive species, pests, and storm damage.

Strategy 2.4.2: Create a landscape plan to include the control of trees and shrubs on the slope between Water Street and the lakeshore.

Objective 2.5: Protect the water quality of inland lakes, streams, rivers, and Lake Superior.

Strategy 2.5.1: Pilot the construction of pedestrian and biking trails with pervious pavement, especially near the shoreline and open drains.



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## **Goal 3: Grow the area's economic opportunities**

Objective: 3.1: Attract High-Tech Industries

Strategy 3.1.1: Develop an action plan that addresses the infrastructure necessary, such as energy sources, housing, workforce development opportunities, and communications to attract these businesses.

Strategy 3.1.2: Orient placemaking activities to attract high-tech companies.

Objective 3.2: Cultivate Healthcare Industry

Strategy 3.2.1: Work with Finlandia University, Michigan Technical University and local hospitals to determine growth opportunities and needs and how to fulfill these needs.

Strategy 3.2.2: Create initiatives that promote healthy lifestyles.

Objective 3.4: Increase Awareness of and Continue to Grow Hancock's High Quality of Life

Strategy 3.4.1: Brand Hancock as a premier destination with adventure recreational opportunities, a growing arts movement, a unique and interesting history, abundant natural beauty, and many other assets; engage in a comprehensive marketing campaign to share this image.

Strategy 3.4.2: Promote waterfront activities through recreation planning and partnerships with organizations such as visitors bureaus, chamber of commerce, and other nonprofits.

Strategy 3.4.3: Increase events and festivals during all seasons.

Strategy 3.4.4: Package regional tourism planning strategies with neighboring jurisdictions, the MDNR, WUPPDR, and other regional partners.

Strategy 3.4.5: Become a Michigan Trail Town.

Strategy 3.4.6: Encourage historic character preservation to maintain authenticity and become better known as a historic area.

Strategy 3.4.7: Continue to cultivate the growing arts movement and integrate art and artistic opportunities throughout the City.

Objective 3.5: Provide a variety of quality housing options to meet the needs of existing residents and new attract new employers and workers.



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Strategy 3.5.1: Follow the recommendations of the Target Market Analysis.

Strategy 3.5.2: Work with local officials to improve blight reduction efforts.

Strategy 3.5.3: Explore sample blight reduction ordinance language and potentially adopt stronger blight reduction ordinances.

Objective 3.4: Support the local food economy.

Strategy 3.4.1: Support and promote convenient access to local food sources such as the Tori Market and Community Garden.

Strategy 3.4.2: Work with local growers and distributors to identify barriers to the local food economy's growth.

Strategy 3.4.3: Identify locations appropriate for food storage and medium-sized food processing facilities.

Strategy 3.4.4: Encourage collaboration between the U.P. Food Exchange and the Michigan State University extension.

Objective 3.5: Facilitate the location of base industry companies

Strategy 3.5.1: Assist with the redevelopment of buildings to house these companies.

Strategy 3.5.2: Identify the infrastructure needs of base industry companies and work to provide this infrastructure to both attract and support the success of these companies.

Strategy 3.5.3: Develop suitable business park locations.

## **Goal 4: Provide and maintain quality public services and infrastructure**

Objective 4.1: Plan for the long-term maintenance of all City-Owned infrastructure.

Strategy 4.1.1: Develop and implement a Capital Improvements Plan that addresses the initial and lifecycle costs associated with public infrastructure.

Strategy 4.1.2: Create a city-wide trail, parks and campground maintenance and management plan.

Objective 4.2: Provide a transportation system that is well-maintained and accessible to everyone.

Strategy 4.2.1: Follow Complete Streets Policy.



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Strategy 4.2.2: Implement the Non-Motorized Network Plan.

Strategy 4.2.3: Consolidate Hancock Houghton transit systems.

## **Goal 5: Prepare for hazards and adapt to changing environmental conditions**

Objective 5.1: Explore and encourage the use of renewable energy options.

Strategy 5.1.2: Develop ordinances and permitting processes that direct, support and streamline the ability to install renewable energy applications.

Strategy 5.1.3: Encourage the use of solar and wind energy alternatives.

Strategy 5.1.4: Explore opportunities for other renewable energy options, such as geo-thermal.

Objective 5.2: Provide resources for vulnerable populations during hazards.

Strategy: 5.2.1: Establish and advertise warming and cooling stations during extreme temperature events.

Strategy 5.2.2: Identify public locations with back-up power supplies.

Strategy 5.2.3: Implement and test emergency communication systems.

Strategy 5.2.4: Convene collaborative discussions regarding emergency management planning and long-term adaptation strategies between the City of Hancock, Finlandia University, Michigan Technological University, and the City of Houghton.

Strategy 5.2.5: Ensure transportation services are available to vulnerable populations, especially low-income children, to have appropriate access to amenities, healthcare, and services

Objective 5.3: Protect properties from coastal erosion and flooding.

Strategy 5.3.1: Identify coastal areas at risk for flooding. Develop these areas as parks, trails, or other community amenities that can withstand temporary flooding.

Strategy 5.3.2: Acquire property or easements along the waterfront as they become available.