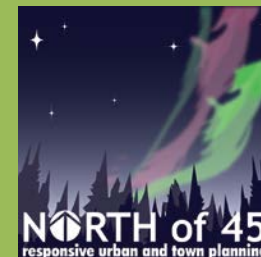


2015

# Marenisco Township Master Plan



*Public Review Draft*

*November, 2014*

## Acknowledgements

A special thank you to all Marenisco Township community members and resource persons who attended meetings, participated in the community survey, or otherwise contributed to this Master Plan.

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## Chapter 1: Introduction

The Marenisco Township Master Plan is an advisory document that provides guidelines for development based upon public vision and intentions. The Plan enables private property owners to make informed decisions about their land that are consistent with community goals, as well as provide direction for Township decision-making.

### Authority and Purpose

The Marenisco Township Plan has been prepared under authority of the Michigan Planning Enabling Act, P.A. 33 of 2008, as amended.

The Master Plan is an important tool for a number of reasons:

- The Master Plan provides the legal basis for zoning, subdivision of land, and other local land use regulations.
- The gathering and analysis of comprehensive community information and data enables community leaders to holistically understand unique challenges and opportunities.
- By involving citizens and stakeholders in the planning process, the Plan serves as the supported community vision, including goals and strategies for achieving the shared vision.
- The Master Plan can serve as a catalyst for desired changes by engaging community action.
- The Plan can help to generate regional collaboration with neighboring communities.



The purpose of the master plan is to guide future development towards the economic and efficient use of land; promote the public health, safety, and general welfare; provide for adequate transportation systems, public utilities, and recreation; and ensure efficient expenditure of public funds. The master plan may project 20 years or more into the future. The Plan adoption is subject to public hearing and approval by resolution of the Township Planning Commission and Township Board.



Implementation of the plan is an on-going process, requiring the monitoring of changes in the community as well as the progress towards achieving the plan's goals. The Master Plan should be reviewed every five years and a determination made whether it needs updating or a new plan adopted.

***A few trends in small town planning relevant to Marenisco Township...***

***Place matters...***

A strong national trend has developed that defies old thinking about attracting business, industry and new residents. Quality of life factors, such as the arts, recreation, diversity, positive attitudes and community vibrancy, now play the most important role in determining where jobs are created and where people will live.

***Trails, Complete Streets, walking and biking...***

People today want safe transportation alternatives, sidewalks, walkable neighborhoods, and easy access to nature and recreation trails.

***Sustainability...***

Energy efficiency, alternative energy systems, locally grown food, environmental stewardship, and stormwater management have become priorities in many communities.

## The Planning Process

The Marenisco Township Master Plan was developed by the Planning Commission with assistance from *North of 45...responsive urban & town planning*. Outlined below is a summary of the planning process:

### Data Collection and Analysis

The Plan contains a summary of important information about Marenisco Township, current conditions, trends, current issues and opportunities. This information was analyzed and summarized in order to obtain an overview and understanding of the community.

### Previous Plan Review

The current recreation plan and zoning ordinance were reviewed as part of the planning process.

### Public Involvement

It is important for a Master Plan to provide opportunities for community engagement, so that the Plan responds to community needs and desires. The Planning Commission offered several opportunities for people to become involved and express their ideas and opinions.

### Goals & Strategies

Each Chapter; *Land Use, Transportation, Economic Development, Recreation*, include **goals and strategies** that describe a course of action. Goals and Strategies are a tool for future decision-making and help to define the character, values, and priorities of the Marenisco community.



*Goals* are broad statements that describe a desired outcome, where we want to be. Goals are often long-term in scope.

*Strategies* are a program, action, or practice that supports one or more policy statements. Strategies address at a high level, the “who, what, when, where, and how” of reaching a goal. A strategy may include multiple sub-strategies.

## **Implementation**

The Plan concludes with a Chapter that discusses a Zoning Plan identifying needed changes in the Zoning Ordinance as well as information to help move forward implementation of the Plan.

## **Public Involvement**

The Marenisco Master Plan process offered several opportunities for people to get involved and express their ideas and opinions. A *community survey* was conducted that invited responses and sampled attitudes on a number of topics. A *public planning workshop* was held on August 11, 2014, and was attended by more than 30 persons. The planning process included a *public review draft and distribution* of the draft to neighboring communities and stakeholders.

The public planning workshop included short presentations by the National Forest Service District Ranger Norman Nass, Dick Bouvette, Township Supervisor and Bruce Mahler of the Police Department, who talked about what is happening in and around Marenisco Township. Workshop attendees participated in the identification of concerns and opportunities, as well as general brainstorming.

*What people said...***Concerns**

- NFS Road maintenance (specifically 8100 road)
- NFS Campgrounds need maintenance and improvement
- Decline in use of NFS Campgrounds
- Need sidewalks and curbing in town
- Stormwater drainage problems
- Need industry and economic development
- Blight
- Young people leaving the community
- Housing, specifically rental and suitable for elderly persons
- Industrial Park and town clean-up needed
- Shortage of private land available for sale and development
- Need more information on what is happening in the township
- Need a zoning plan

**Opportunities**

- ATV tourism
- Trails
- Presque Isle River is an asset but it is not visible....create access points and views of the river
- ORV Trail connections to the lakes
- Presque Isle River National Wild and Scenic River designation
- Marketing opportunities
  - Ottawa National Forest
  - Lakes
  - Trails
- Create a trail network like in the Watersmeet/Land O Lakes area
- Marenisco has great emergency services!
- Retired people
- The prison is an opportunity but few employees live in the community, as they need:
  - Better housing choices
  - A place/town they want to live in
- Winter



## Citizen Survey Summary & Analysis

A community survey was conducted using the on-line survey tool Survey Monkey. Hard copies were made available to fill out at the Township office. The survey was promoted by a mailing to property owners. Only 30 persons took advantage of this opportunity for input into the Master Plan. Outlined below is a summary of the survey results.

***“People are friendly and helpful”.***

Most respondents have lived in Marenisco Township for more than 10 years (68%).

Most respondents live in 1 or 2 person households.

48% of respondents were 65 years or older. Only 2 respondents were under the age of 44 years.

All respondents were homeowners.

48% live in the Marenisco townsite, 38% on lakeshore and 13% in rural areas.

Nearly 93% of respondents are full-time residents.

Most work in Marenisco Township (70%)

***“We love the UP lifestyle!”***

Respondents agree that:

- Preserving history is important (78%)
- Marenisco should improve its sense of place (78%)
- Should improve motorized trails (60%)
- The township should work towards economic development (92%)

***“Safe place to raise your children”.***

76% believe their neighborhood is staying the same as opposed to getting better or getting worse.

When asked to identify priorities, the following were noted as mid to high level issues to address:

- Community appearance (92%)
- Quality of life issues (88%)
- Blight (88%)
- Regional cooperation (68%)
- Standards for commercial development (76%)

***“We need business here so that we can grow bigger as a community. We don't get young people wanting to move here due to no school, housing, shopping, etc.”***

When asked to indicate their level of satisfaction with community services and facilities, most residents seem satisfied, with the exception being recycling service.

When asked to indicate support for additional millage for road improvements, 42% said they were very or somewhat supportive. 30% said they would not support additional millage. Nearly 27% were unsure.

61% of respondents thought there was a need for affordable rental housing units.

When asked if additional millage for recreation improvements was supported:

- More or less half of the respondents would not support RV parks.
- 52% were supportive or very supportive of Presque Isle River trails

Respondents were mixed on other recreation improvements.

Economic development is clearly a priority for respondents. Only a few responses indicated it was a low or not a priority. 80% felt attracting new commercial development was a high priority.

Overall, survey respondents support Township action to reduce blight. They support continued recreation enhancements. And are very supportive of efforts to create jobs and more commercial enterprises in the Township.

***“Sportsman's paradise!”***

***“People want to be more fit and have a safe and convenient place to do so for themselves and their children”.***

## Chapter 2: Community Overview

Marenisco Township is located in Gogebic County, in Michigan's western Upper Peninsula. The Township is the second largest township in the State of Michigan with a land and water area of approximately 330 square miles.

Large tracts of land within the township are public land, part of the Ottawa National Forest, and most private landholdings are in Commercial Forest Reserve. Township residents and visitors have public access to well over a hundred thousand acres of forest land for recreational pursuits. Also in the township are numerous lakes and streams, including the largest inland lake in the Upper Peninsula, Lake Gogebic. These natural assets make Marenisco a destination for nature-based tourism, as well as provide a high quality of life for residents.



Marenisco Township is bordered by Bessemer and Wakefield Townships on the west, Bergland and Matchwood Townships on the north, and Watersmeet, McMillan and Haight Townships on the east. To the south is the Wisconsin border and Vilas County.

The 1,727 residents (US Census, 2010) of Marenisco Township live along the shores of Lake Gogebic and State Line Lake, and in the town of Marenisco, a former center of logging, lumber mills, and charcoal manufacturing, located at the intersection of US-2 and M-64 highways. Once busy railway lines through the community are now abandoned and today form a network of ORV and snowmobile trails which provide residents and visitors access to the remote areas of the township. The region is noted for its abundant snowfall which can total hundreds of inches, attracting snowmobile tourism.

This Chapter will provide a summary of Marenisco Township characteristics.

## Population

The table below provides an overview of Marenisco Township population characteristics.

	Marenisco Township	Gogebic County
2010 Population	1,727	16,427
2000 Population	1,051	17,370
% population change 2000-2010	+64.3%	-5.4%
# of males	1,463	8,764
# of females	264	7,667
Under 5 years	24	765
18 and over	1,652	13,650
65 and over	162	3,514
# White	1,066	15,059
# Black	631	678
# American Indian, Eskimo, Aleut	20	394
# Other	10	296
Median Age (years)	39.3	46.8
Persons In School (thru High School)	80	2,344
% HS Grad or higher-25 years and over	80.4%	90.2%

Source: US Census, 2010

### Analysis:

At a time when most communities in the region are experiencing population losses, it appears that Marenisco Township has experienced a major increase in population (+64%). This growth is attributable to several factors. The expansion of the Ojibway Correctional Facility located south of the Marenisco Townsite is most likely the reason for much of this growth in population. The prison also affects the demographics for race and income for the township as well. According to the 2014 Township Recreation Plan, approximately 1,080 persons are inmates, so the actual non-incarcerated population is approximately 647 persons.

However, there has also been growth of retiree population in Marenisco Township, both in full time and part-time residents, as retired persons relocate to live on Lake Gogebic, Stateline Lake and other lakes in the township. This



growth has placed additional service demands on Marenisco Township, such as needing additional fire halls to serve Lake Gogebic.

**Housing**

The table below provides housing characteristics for Marenisco Township and Gogebic County:

	<b>Marenisco Township</b>	<b>Gogebic County</b>
# of Housing Units	683	10,795
# of Occupied Housing Units	275	7,037
# Renter Occupied	20	1,498
# Owner Occupied	255	5,539
Median Value Owner Units	\$123,200	\$69,200
Median Rent	\$548	\$497
Seasonal Housing Units	366	2,490
#/% Housing Built Before 1940	218/29.8%	4,536/41.8%

Source: US Census, 2010

**Analysis:**

It is interesting to note that there are only 20 rental units in the Township. The lack of rental housing was noted as an issue during public participation in the Master Plan. Also notable is the large number of seasonal housing units, reflecting the fact that many housing units are used for recreational purposes.

The median value of housing units in Marenisco Township is high when compared with the value for Gogebic County units. The median value of township housing is nearly twice that of the county as a whole. This is likely due to the number of high value retirement and seasonal homes



constructed on lakeshore property in the last decade. The percentage of housing built before 1940 is less than the county as a whole, again, reflecting the growth in lakeshore construction in Marenisco Township.

## Income

Income data (2010) for Marenisco Township is provided on the table below.

	<b>Marenisco Township</b>	<b>Gogebic County</b>
Median Household Income	\$38,125	\$33,673
Per Capita Income	\$6,685	\$19,933
Median Family Income	\$43,800	\$45,182
# Persons Below Poverty Level	75	2,657
% Below Poverty Level	13.5%	17.5%

Source: US Census, 2010

### Analysis:

Median household income in Marenisco Township is higher, and the percent below the poverty level is lower than Gogebic County. However, Per Capita Income seems very low, likely because of the incarcerated population at the prison.

## Physical Context

Important physical attributes of Marenisco Township are described below:

### Climate:

Marenisco Township has a four season climate. The Township averages 35 inches of rain per year. The US average is 37. Snowfall is 146 inches. The average US city gets 25 inches of snow per year. The number of days with any measurable precipitation is 144. On average, there are 182 sunny days per year in Marenisco, MI. The July high is around 78 degrees. The January low is around 2 degrees.

## **Geology and Soils:**

The topography in Marenisco Township ranges from steep rocky ridges and dissected glacial deposits to gently sloping lake plains and gently rolling to nearly level outwash channels. Elevation ranges from about 602 feet at the Lake Superior shoreline to 1,800 feet above sea level. The bedrock geology and glacial activity have played key roles in shaping the region.

The various soil associations found in Gogebic County have been placed under six categories by the U.S. Soil Conservation Service. They are upland areas dominated by 1) loamy soils, 2) loamy soils with associated rock outcrops, 3) loamy soils with associated sandy soils, 4) organic soils with associated wet loams, 5) heavy loamy soils, and 6) clayey, lacustrine soils. Within these categories, there are nine general soils associations. On-site inspection of soils, slope, and geology are essential when planning for development. For example, a particular site may have severe limitations for septic tank and drain field installation due to poorly drained soils, or bedrock near the surface may pose problems for construction of basements. Marenisco Township is underlain by the Michigamme Formation, which consists of thick and stratigraphically varied units of sedimentary and lesser volcanic rocks with intrusions of undivided crystalline rocks (Archean) with complex lithologies of granites, gneiss, and amphibolite.



## **Forestlands:**

The forest-type found throughout Marenisco is called Northern Hardwoods, which includes maple, oak, birch, spruce, and hemlock. Most of the land in the Township is managed by the USFS and private landowners for sustained yield of timber

products. The forestlands are also important for township residents recreational pursuits.

**Water Resources:**

Marenisco Township is blessed with numerous lakes. Approximately the southern half of Lake Gogebic, the largest lake in the Upper Peninsula, is located in the Township. Other notable lakes include Stateline, Bobcat, Heart, and Pomeroy Lakes. The Presque Isle River flows north to Lake Superior through the Township, a portion of which is designated as a National Wild and Scenic River.

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## Chapter 3: Land Use

Natural resources, history and transportation have shaped the existing land use in Marenisco Township. From its early beginnings as a lumbering, mill and railroad settlement, the Township has evolved to its current function as a residential, recreational and service community.

Existing land use in the Township is generally characterized as:

**Marenisco Townsite:** The Marenisco Townsite consists of approximately 400 acres of land south of the junction of U.S 2 and Michigan Highway M-64. It includes a mix of land uses including single family residential, commercial, parks/open space, institutional/government, and industrial properties. The town site is served with municipal water and sewer service which allows for a higher density and diverse mix of land uses.

**Lakeshore/Resort:** The shorelines of Lake Gogebic, Stateline Lake, and several other inland lakes in the Township has been developed with cottages, camps and year-round homes. Resorts, including commercial and restaurants are also present on Lake Gogebic.

**Forestry/Agriculture:** The Ottawa National Forest is the predominant land use in Marenisco Township with 125,000 acres of land owned and managed by the National Forest Service. This land is utilized for outdoor recreation and forest management practices, including logging.

Approximately 47,000 acres of privately-held land in the Township is enrolled in the Commercial Forest Act. This land is used for forestry and timber harvest, but is also available for public access for hunting and fishing under the terms of the Act.



## ***Goals and Strategies***

The goals and policies on this page support the vision and guiding principles of the plan and should be used to inform future decision-making and action.

**Goals** are broad statements that describe a desired outcome. Goals are often long-term in scope.

**Strategies** describe a specific course, action or way in which programs and activities are conducted to achieve a stated goal, and are often place-specific.

**Rural Residential/Camps:** There are scattered rural residential land uses as well as camps and seasonal residential land uses in Marenisco Township.

**Institutional:** The State of Michigan operates Ojibwa Correctional Facility (OCF) prison in the south of the Township and the University of Notre Dame property owns and manages nearly 10 sections of land in the south of the Township.

### **Goal: Land Use and Place**

**Enhance Marenisco's image as a vibrant community; a gateway to the Ottawa National Forest, the Upper Peninsula and the State of Michigan; and a destination for outstanding recreation.**

Strategy: Establish, communicate, and enforce clear standards for built form, site design, building materials, and landscaping requirements for future development.

Strategy: Encourage residential infill and redevelopment that respects the integrity and character of existing neighborhoods.

Strategy: Focus landscaping and clean-up attention on the M-64 corridor through the Town site.

Strategy: Look for opportunities to improve the U.S 2/M-64 intersection as a major gateway to the community.

Strategy: Focus industrial development on the existing industrial sites in the community and the reuse of existing structures that have appropriate roadway access and public utilities.

Strategy: Collaborate with local community groups to identify and enhance historic sites and buildings through incentives and programs.

Strategy: Enhance existing parks and recreational facilities to serve neighborhood, community, regional and tourism needs.

Strategy: Develop new access and trails to the Presque Isle River.

Strategy: Develop the town square & gateway trailhead project.

**Goal: Redevelopment/Revitalization**

**Encourage sustainable revitalization, infill and redevelopment in areas with existing infrastructure, and in areas impacted by blight, vacancy or underutilized land.**

Strategy: Pursue public reinvestment strategies such as land acquisition and blight removal to facilitate private redevelopment and infill.

Strategy: Ensure that zoning requirements allow for diverse housing types that meet the needs of the market and accommodate changing needs of residents.

Strategy: Form partnerships with private investors to undertake redevelopment efforts.

Strategy: Establish clear development review procedures for developers and homeowners in the zoning ordinance.

Strategy: Invest in community infrastructure improvements that support revitalization and redevelopment as a priority.

**Goal: The Natural Environment**

**Manage growth in the rural area to protect the natural environment that makes Marenisco Township unique and special.**

Strategy: Update the zoning ordinance to respond to the Michigan Zoning Enabling Act, PA 110 of 2006, as amended, for environmental protection, and to respond to changing markets and land use needs.

Strategy: Increase public awareness of the Township planning and zoning functions.

## Chapter 4: Transportation

Transportation infrastructure serves to tie a community together and link it to the rest of the outside world. Transportation systems include roads, bridges, aviation, rail, public transit, motorized trails, and non-motorized systems, including sidewalks and trails. Together, these networks create economic opportunity and provide access to markets, goods, and services. The quality of these assets reflects and impacts community health and vitality. Circulation, utility, and communication infrastructure serve to tie a community together and link it to the rest of the outside world. Local streets and pedestrian networks should provide safe, reliable access to work, shopping, recreation, and residences. Regional transportation and communication networks create economic opportunity and provide access to markets, goods, and services not found in the community. Trails have become important connectors and economic drivers for tourism.

### Highways and Roads

The principle transportation mode in the Township today is vehicular transportation served by the roadway network. Roads have both functional and aesthetic value. As the predominant transportation mode, roads create a path of first impression for the public space of a community. Functionally, roads serve two basic purposes, the movement of traffic (mobility) and provision of access to adjoining property. The design of a road depends principally on its functional classification and the traffic volume it is expected to accommodate at some future time. Each of the roads within the Township has a specific traffic capacity, design standard, and design use depending on its primary function. By defining the function of roads and their service to the community, the appropriate land uses can be encouraged adjacent to these roads.

Different design elements of roads include the number of lanes, width and surfacing of shoulders, width of structures, type of surface, and design speed. Land uses and roadway function are closely connected. Roadway capacity and design influences future development.

Marenisco Township is served by two major highways. U.S. 2 is a major multi-state east-west transportation corridor. M-64 is a north-south corridor connecting the Wisconsin border to Ontonagon. 2013 MDOT traffic counts or the Average Daily Total (ADT) at Marenisco are 980 vehicles/day on U.S. 2 between the two M-64 intersections, and 610 vehicles/day on M-64 at the Marenisco Townsite. East of Wakefield on U.S. 2, the ADT is 3100 vehicles/day and at Watersmeet, the ADT is 1100 vehicles/day.



A network of county roads, including the streets in the Marenisco Town Site are maintained by the Gogebic County Road Commission. The U.S. Forest Service maintains a road network accessing forest management areas and recreation sites within the Ottawa National Forest.

## Public Transportation

The Gogebic County Transit Authority serves the main population areas of Gogebic County. Services are available to all population groups, though most passengers are senior citizens and persons with disabilities. Regularly scheduled flex routes are provided between 1) Ironwood and Wakefield and 2) Ironwood and Watersmeet. The routes generally follow the U.S. 2 corridor and will depart up to 2 miles from that corridor to service bus stops. This flex bus route serves Marenisco Township on Thursday and Fridays, and stops at a bus shelter near the Sports Club property and at the Township Hall.

## Motorized Trails

Marenisco Township residents are active motorized trail users and the Townsite sits at the junction of north-south and east-west snowmobile trails, making it an ideal location for a trailhead facility. The Township has plans for expanding the trailhead facilities.

Furthermore, the *Iron River to Marenisco Trail* connects southern Gogebic County to a large system of trails in Iron County, and the group of segments connecting Marenisco to the state line south of Crystal Falls can collectively be considered the longest trail in the state.

Some National Forest Roads are accessible to ATV and snowmobile users as well.



## Non-Motorized Transportation

Although vehicles are the primary transportation option in the Township, walking and biking are becoming increasingly popular. The primary non-motorized transportation modes are bicycling and walking. Quality-of-life and the economy have been a recurring theme in the public input for this plan, and walking and bicycling are tightly linked to quality-of-life and economic development strategies.

In general, communities that are walkable and bikeable tend to encourage active healthy lifestyles, a livelier social environment, and more vibrant downtowns. Non-motorized transportation is also linked to reduced greenhouse gas emissions, lower levels of pollution, less traffic congestion, and a healthier environment. Walkable communities are valued by those who either can't or don't wish to depend on automobile transportation. These communities support



greater levels of independence in mobility options for senior citizens, youth, and lower income people. Because of the positive effects that walking and bicycling have on recreation, fitness, transportation, and the environment, these transportation modes are valuable community assets. The differences in the needs and desires of pedestrians and bicyclists require a variety of facility types to accommodate them safely.

Marenisco Township recognizes the importance of maintaining a community with high quality of life and has actively implemented the replacement of deteriorated sidewalks in the community.

To the south of Marenisco, in Vilas County, Wisconsin, an extensive network of non-motorized, separated bike paths have been developed in recent years. This trail system has benefitted local residents and spurred tourism. Linking to this system would certainly benefit tourism in Marenisco, but would require constructing about 10 miles of separated pathway. While construction costs can vary depending on numerous variables, an 8 foot wide separated, paved, shared use pathway would cost about \$200,000 per mile, while a gravel surfaced pathway would cost approximately \$105,000 dollars a mile. This cost is monumental for a small community like Marenisco, however, the Township can encourage the MDOT to consider a separated path or bike lane as part of an M-64 improvement project.

The State of Michigan has announced a new trail initiative, temporarily names the *Governor's Showcase Trail*. The trail will stretch from Belle Isle Park (Detroit) to Ironwood (western Upper Peninsula). Featuring two distinct routes--one

for hiking and one for bicycling--this trail builds upon Michigan's extensive trail network, linking many existing trails to provide economic, transportation, social and health benefits for users and communities. Planning and implementation are ongoing for the trail; however, the preliminary trail route shows the biking trail will run through Marenisco Township.

Marenisco Township has included in their recent Recreation Plan several non-motorized projects, including a trail in the community to access the Presque Isle River, an asset that is currently hidden and underutilized.

### **Goal: Transportation**

**Work toward a multi-modal, balanced transportation system, accommodating travel patterns of all users safely and efficiently throughout the Township, at minimal environmental and fiscal cost.**

Strategy: Implement the planned access trail to the Presque Isle River as well as other trails documented in the township Recreation Plan.

Strategy: Work with multi-county, multi-state efforts to create more trail connections and improvements.

Strategy: Participate in aesthetic enhancement projects for the M-64 and U.S. 2 highway corridors in partnership with MDOT scheduled improvements.

Strategy: Adopt a "Fix it First" philosophy for the road system. Continue to support/work with the Gogebic County Road Commission to maintain and upgrade the Township road network.

Strategy: Prepare a comprehensive bicycle/pedestrian plan to prioritize needs and recommend improvements and to move toward the achievement of a regional network.

Strategy: Implement Complete Streets principles by collaborating with MDOT, the Gogebic County Road Commission, and MDNR in supporting increased opportunities for multi-modal transportation systems including carpool lots, bicycle and pedestrian facilities, heritage routes, long-distance bicycle trails, ATV trails and snowmobile trails.

## Chapter 5: Economic Development

Improving the local economy and job creation is noted as a priority for Marenisco Township, through the public involvement that has been a part of this planning process. Marenisco was founded as an industrial and railroad town, and has had several successful manufacturing businesses in the community over the years. The loss of these businesses, the railroad, and more recently, the local school consolidation has severely impacted the community. Marenisco Township is a community that is not afraid to take bold steps to sustain itself and enhance its future, as demonstrated by the Township's acquisition and leasing of the grocery store/gas station. This action was determined to be necessary to preserve convenience shopping and fuel sales within the community, both considered quality of life necessities for a remote community like Marenisco. Similar actions may be necessary in the

### **The 7.5 keys to small town success (from Author Jack Shultz; Boomtown USA and 7&1/2 Keys to Big Success in Small Towns**

- 1. Adopt a Can-do-Attitude** Can do-attitudes must permeate discussions throughout every level of a community, e.g., town council, non-profits, educational institutions.
- 2. Shape Your Vision** – Build upon strengths; learn from others, set goals and work towards achieving those goals.
- 3. Leverage Your Resources** – Understand what worked in the past and what could work in the future. Natural resources, local celebrities, local flavor, e.g., climate, locally manufactured products, etc., diversity and experience, retain high school graduates, reconnect with former residents and make new networks.
- 4. Rise Up Strong Leaders** – The 9 traits of strong local leadership; create positive and open working environments, have strong vision for the community, keep the right priorities in mind, hear citizens' concerns, be open to criticism, face challenges, decisions based on the long-term, share the leadership and develop future leaders.
- 5. Encourage an Entrepreneurial Approach** – Don't be afraid, leave that comfort zone, take those calculated risks, learn from failure, understand the need to change and be proactive not reactive.
- 6. Maintain Local Control** – encourage local land ownership, business ownership and financial institution ownership, communities that have local control can hold their destiny in their hands.
- 7. Build Your Brand** – It is a communities calling card, however, communities must achieve their vision first. Build the brand for the long-haul and build it based on the community's vision.
- 7 & 1/2. Embrace the Teeter-Totter Factor** - There are balances in small towns and a small shift one way or another can make either a positive or negative impact. Endure the teeter-totter factor by understanding change happens, keep momentum on your side and step up and take charge.

Remember each key is important, however, they may not exist equally within all prospering small towns. However, when put together, these keys make the difference between dying on the vine and being fruitful. The keys emerge over time and the impact they have on small towns is far greater than within cities.

future to turn the tide on a declining local economy.

The inset on the previous page offers sage advice for small town success. A number of communities across the nation have faced similar challenges. Marenisco Township can learn from what others have done to improve their economic situation.

Increasingly, research into economic trends and economic development strategy suggests that the traditional models of business attraction may not be suitable, successful, and sustainable for many communities, particularly in a time of constrained public resources. Investment in public infrastructure improvements and amenities that will enhance the community's image and attractiveness to prospective businesses, entrepreneurs, and employees.

Recent studies about the locational preferences of the so-called "millennials" and recent college graduates show a trend that young people are choosing where to live based on lifestyle and quality of life considerations, rather than job opportunities or pay. Businesses, particularly those within the knowledge economy, have fewer requirements that dictate location within a particular city or region. Instead, they are looking for places that will provide a high quality of life for their employees and an appealing work environment.

The improvements recommended in this plan (such as investment in infrastructure, parks, housing, retail, arts and culture, and recreational amenities) are critical for any business attraction efforts by the Township.

The Master Plan also recommends an "economic gardening" approach to growing jobs and businesses in Marenisco. This proven approach grows the local economy from within by promoting local entrepreneurship and small and local business development. The primary idea of economic gardening is to work with what is already present in the community to build new opportunities. If possible, Marenisco Township should provide greater support for existing businesses and particularly home-based businesses, persons who work from home as freelancers, consultants, or remote employees, and other individuals making or selling products from home. In general, economic gardening strategies should seek to connect existing businesses and entrepreneurs to resources that will help them grow and thrive, while removing the barriers to starting and operating a business. One such resource organization is the non-profit *Northern Initiatives*, based in Marquette, that serves northern Michigan and parts of northern Wisconsin with lending and business consulting. Another resource is the revolving loan funds offered by the Western UP Planning and Development Region (WUPPDR).



Marenisco Township is blessed with assets and potential based upon its setting within the Ottawa National Forest that offers access to wild areas and lakes. It is these assets that will help the community survive.

**Goal: Economic Development**

**Promote Marenisco Township as a location offering excellent opportunities for business while providing a quiet, caring community and outstanding recreational amenities.**

Strategy: Support and retain existing businesses and provide assistance for businesses looking to grow, start up, or relocate to Marenisco Township.

Strategy: Enhance the visual appearance/streetscape (lighting, landscaping) of the M-64 corridor through Marenisco, as well as consider options for redevelopment and creation of "gateways" at both of the U.S.2/M-64 intersections in the Township.

Strategy: Continue to plan and invest in quality of life amenities like housing, parks, trails, as well as community programs and special events that make Marenisco special.

Strategy: Encourage development of retail and services that support local and regional needs.

Strategy: Establish partnerships at the local, regional, and state level that support economic development.

Strategy: Promote unique attractions for regional tourism, including arts and culture and outdoor recreation.

## Chapter 6: Recreation

Marenisco Township adopted a recreation plan in February, 2013. This plan generally describes the community and outlines an “action plan” and rationale for the projects desired. This chapter will summarize that document.

Surrounded by public land, forest and lakes, and all outdoor recreational opportunities that go along with its natural setting, Marenisco Township has focused the Recreation Plan on improving recreation within the townsite for residents. In addition, the Plan also focuses on providing facilities that will have economic development benefits.

Listed below are key projects identified in the Recreation Plan:

Project	Rationale
Visitor/Community Center/City Park	City Park is located in the heart of Marenisco and serves as a focal point and town square. A visitor center and expanded recreation facilities will enhance use and help the park serve as a trailhead for the recreation trail that passes through it.
R/V Park: Presque Isle River	The Presque Isle River is a hidden asset in town. Area campgrounds on Lake Gogebic are filled to capacity during the summer. The development of an R/V Park will bring people into the community for extended visitation, benefitting local business.
R/V Park: Kimberly Field	This R/V campground would provide a lodging opportunity for visiting ball teams and benefit the business community by extended visits and expenditures in town.
Presque Isle River Trails	Land acquisition and development of a hiking trail along the Presque River will benefit residents by providing the opportunity to enjoy nature within walking distance of home.
Cross Country Ski Trail Park	Cross country skiing is a traditional activity of the region. The Township owns 40 acres of land near Bobcat Lake that is suited for development of ski trails, providing a close to home ski opportunity for residents as well as attract visitors.

Project	Rationale
Bike Path to Bobcat Lake	The Bobcat Lake National Forest Service facility is just 2 miles from town and is a favorite destination for residents. A multi-use trail to this site would be used considerably by residents and visitors.
Ice Rink Upgrade	Skating and hockey are popular recreational activities through the long winter, but the significant snowfall of the area can make maintaining good ice difficult. A roofed open structure will keep the snow off, extend the skating season, and make it more usable in other seasons for special events.
Bike Path from City Park to the State Line	To the south of Marenisco, in Vilas County, Wisconsin, an extensive network of non-motorized, separated bike paths have been developed in recent years. This trail system has benefitted local residents and spurred tourism. Linking to this system will benefit tourism in Marenisco, requiring the construction of approximately 10 miles of separated pathway.

**Recreation Goal**

**Provide close to home recreation facilities for all seasons that respond to the needs of most residents, climate, and natural setting, while enhancing the visitor experience and economic development of Marenisco.**

Strategy: Continue to pursue projects included in the 2013 Recreation Plan.

Strategy: Quality over quantity; ensure that proposed facilities are well planned and designed, fit the character of the community, contribute to the sense of place, and provide a lasting impression on residents and visitors.

## Chapter 7: Implementation and Zoning Plan

A future land use plan is representative of the preferred future and how the community would like to grow. Future Land Use planning sets the desired amounts and locations of all land uses including: residential, commercial, industrial, public facilities, open space, recreational areas and changes to traffic circulation throughout the Township.

Local governments are provided with the ultimate authority for controlling land use through zoning laws as well as, building and sanitation codes. These various regulations establish parameters within which development can occur. Zoning regulations must be based on a plan developed with public input. It is important that future land use decisions be realistic in light of the ability of local governments to provide essential public services in a fiscally responsible manner.

### Future Land Use Descriptions and Map

The following general future land use descriptions support the goals and objectives of this plan. Categories include:

#### **Agricultural/Forest Resources**

Farming, forestry, hunting camps, recreation facilities and rural-type activities are the types of uses located within this area, which includes much of Marenisco Township.

#### **Residential**

Predominately low density residential land uses, normal accessory uses and structures of varying density are located within this broad land use category.

#### **Lakeshore**

This classification recognizes the unique, environmentally sensitive and valuable property surrounding the lakes in the Township.

#### **Commercial**

Commercial areas providing retail sales and commercial services for the general public.

## **Industrial**

Manufacturing, processing and assembling business and commercial activities which may have impacts on surrounding land uses are located within this future land use category.

## **Relationship Between Zoning and Future Land Use**

The Land Use Map is a graphic representation of how land in the Township is planned to be used. The future land use map is a general description of where and what intent the zoning should have in the future. It recognizes that within each broad category of future land use, actual zoning designations may be broken down to represent existing development patterns and land use, as well as provide requirements for more intensive densities and land uses. This map and the descriptions listed above make up the Future Land Use Plan for Marenisco Township. This Future Land Use Plan will serve as a guide for making decisions on the rezoning of land.

## **Zoning Districts and Zoning Plan**

The Marenisco Township Zoning Ordinance was adopted in 1989. The Township is currently divided into eleven zoning districts. The intent and purpose of each district is discussed in this section, along with designated permitted and special exception uses, requirements and standards.

While the existing ordinance has some strengths and good regulations, the ordinance needs to be simplified and streamlined. It is recommended by this Master Plan that the Marenisco Township Planning Commission and Township Board update the current zoning ordinance, for the following reasons:

New enabling legislation, the *Michigan Zoning Enabling Act, Act 110 of 2006*, refers to different terms and review process requirements. The current ordinance does not reflect the changes and requirements of the new legislation and should be revised in order to hold up to court challenges.

The existing ordinance is not well organized and must be difficult to administer. Requirements are found all over the ordinance rather than organized by district.

There are too many zoning districts/designations which are very similar or with minor differences. Reducing the number of districts will simplify the ordinance.



The Lakeshore District surrounding Lake Gogebic, away from the actual shoreline lots, seems excessive and may not reflect the actual character of the land or its potential future land use.

### **Implementation**

The Township intends to carry out the goals and strategies of this Master Plan. The Township Board, Planning Commission and Township staff will monitor the outcomes of the plan and will propose changes as they are needed and/or warranted.

This Master Plan is not a permanent document. It can be amended over time. The Michigan Planning Enabling Act requires a community to review/update the Master Plan every five (5) years. Because Marenisco Township is a not a growing community, it may not be necessary to revise and/or update the Master Plan more regularly than every five years. However, in order for the Master Plan to be relevant to the community, it must remain current and should be formally reviewed every five (5) years.

### **Plan Review**

As required by the Michigan Planning Enabling Act, P.A. 33 of 2008, the draft plan was distributed to neighboring communities, county and utilities on \_\_\_\_\_ with instructions for review and comment. A list of the entities receiving the draft plan is attached at the end of this chapter.

### **Public Hearing And Adoption**

The Public Hearing notice for adoption was published in the (**local newspaper and date**) in accordance with the Michigan Planning Enabling Act. The Township Planning Commission held the required Public Hearing on \_\_\_\_\_. Following the Public Hearing, the Planning Commission adopted the *Marenisco Township Master Plan 2015* by resolution on \_\_\_\_\_; a copy of the resolution can be found on page \_\_\_\_\_. The Marenisco Township Board of Trustees passed a Resolution of Concurrence at their meeting on \_\_\_\_\_; a copy of the resolution can be found on page \_\_\_\_.

### **Distribution of the Plan**

Following adoption, the final plan was distributed to neighboring communities, county and utilities in the same manner as the draft plan. A list of those receiving the final plan follows this page.

## Master Plan Notification List

Gogebic County  
200 N. Moore St.  
Bessemer, MI 49911

Bessemer Township  
P.O. Box 304  
Ramsay, MI 49959

Watersmeet Township  
P.O. Box 306  
Watersmeet, MI 49969

Wakefield Township  
P.O. Box 164  
Wakefield, MI, 49968

Bergland Township  
P.O. Box 326  
Bergland, MI 49910

Matchwood Township  
29507 Longtin Rd.  
Ewen, MI 49925

Vilas County  
Planning and Zoning Department  
330 Court St.  
Eagle River, WI 54521

Town of Winchester  
7228 CTH W  
Town of Winchester, WI 54557

Town of Presque Isle  
P.O. Box 130  
Presque Isle, WI 54557

Town of Land O Lakes  
P.O. Box 660  
Land O Lakes, WI 54540

WUPPDR  
P.O. Box 360  
Houghton, MI 49931

Excel Energy  
11364 Powderhorn Rd  
Ironwood, MI 49938

Northern Natural Gas Co.  
Indianhead Rd  
Wakefield, MI 49968

Great Lakes Gas Transmission  
400 Great Lakes Rd  
Wakefield, MI 49968

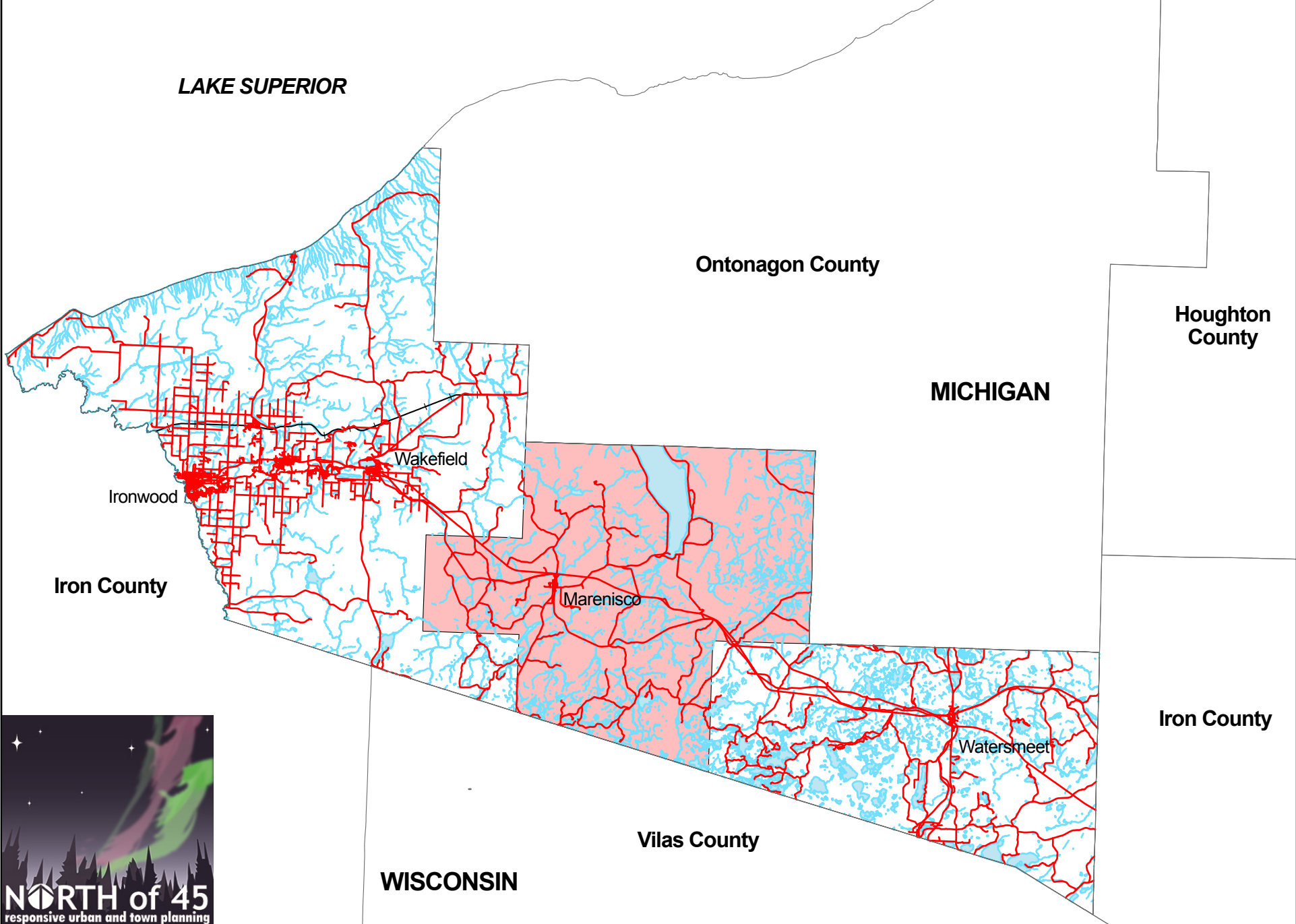
UPPCO  
12377 Bond Falls Rd  
Bruce Crossing, MI 49912

Ontonagon County REA  
500 James K Paul St  
Ontonagon, MI 49953

White Pine Electric Power LLC  
29639 Willow Rd  
White Pine, MI 49971

Norman Nass  
District Ranger  
Ottawa National Forest  
E23979 US Highway 2 East  
Watersmeet, MI 49969

Ojibway Correctional Facility  
N 5705 Ojibway Road  
Marenisco, MI 49947

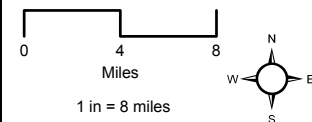


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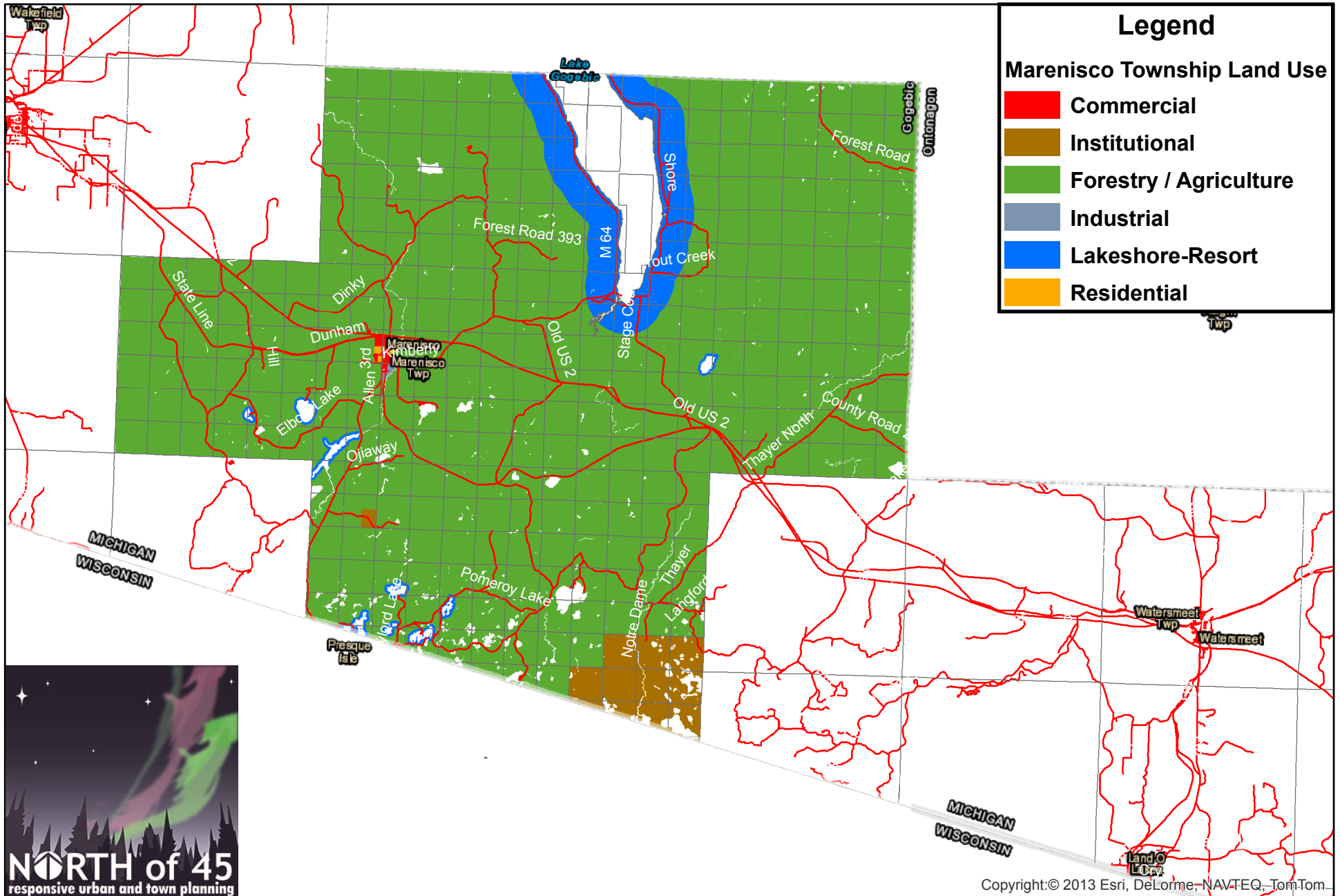
**MARENISCO TOWNSHIP  
RECREATION PLAN  
GOGEBIC COUNTY, MICHIGAN**

**Legend**

 Marenisco Township



Project No: 14000	Revision Date:
Map Date: Oct 24 2014	Figure No: Fig 1



### Legend

**Marenisco Township Land Use**

- Commercial
- Institutional
- Forestry / Agriculture
- Industrial
- Lakeshore-Resort
- Residential

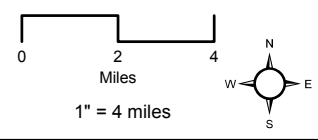


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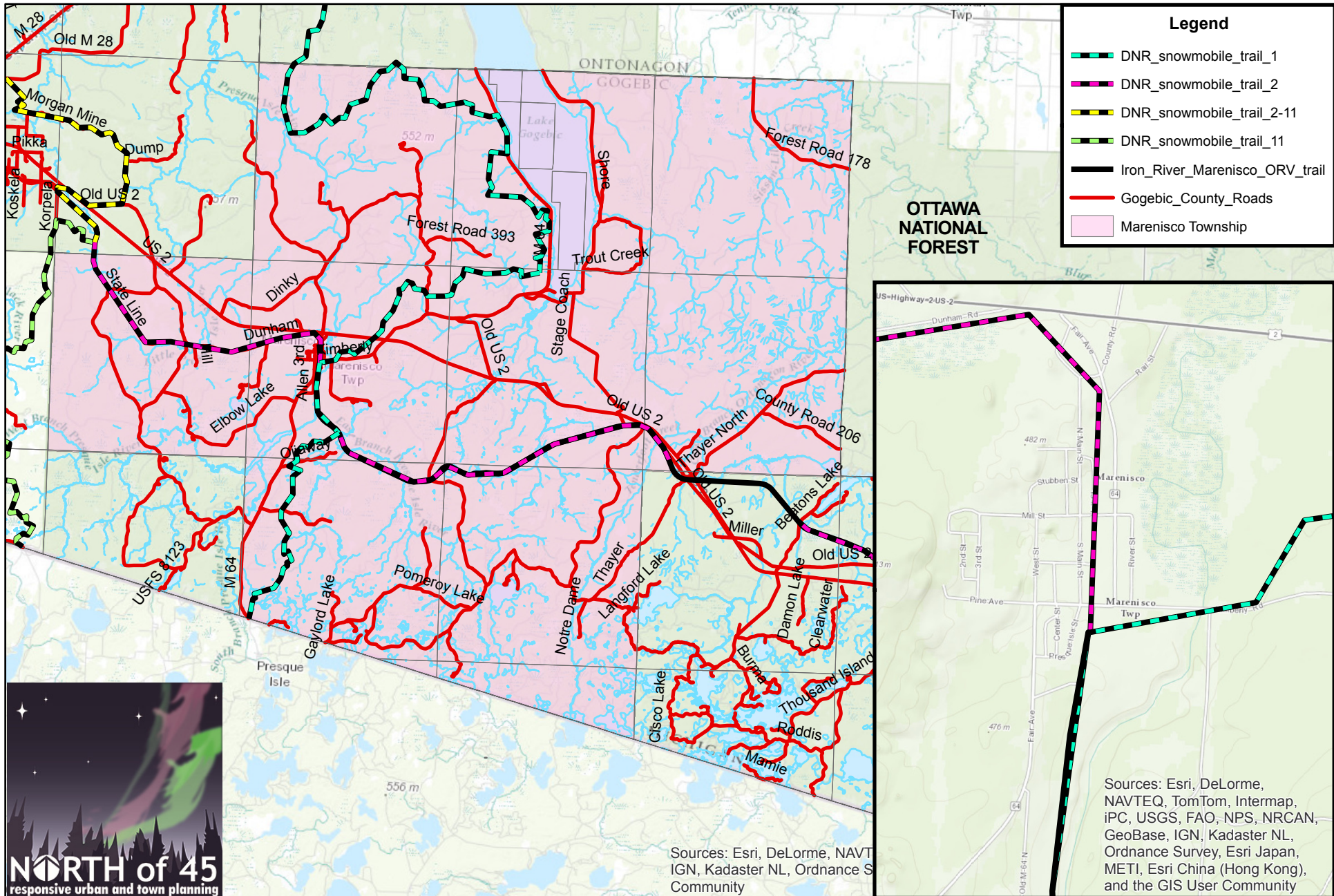
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 MASTER PLAN  
 GOGEBIC COUNTY, MICHIGAN

**MARENISCO TOWNSHIP**  
**EXISTING LAND USE**

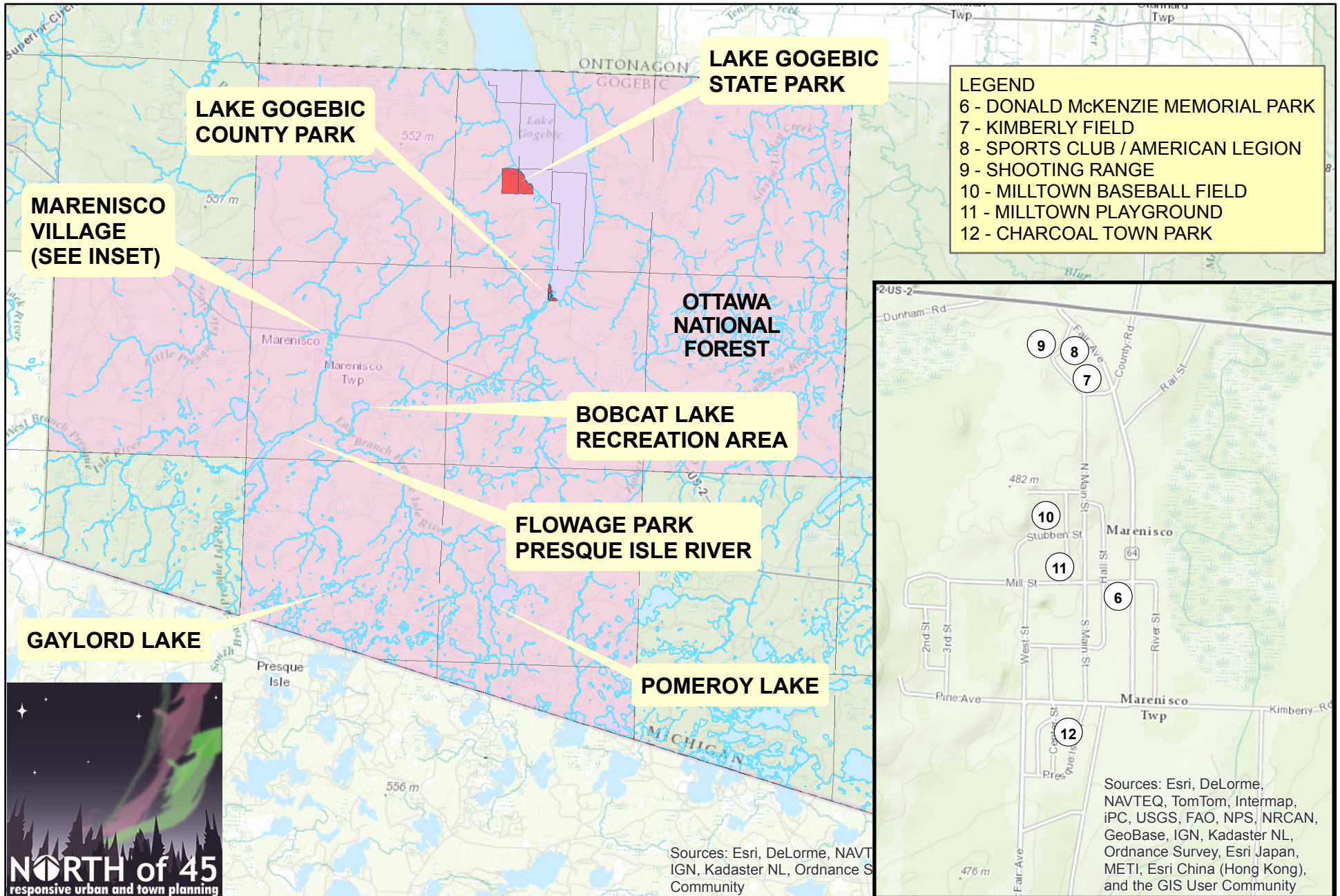


Project No: 14000	Revision Date:
Map Date: Oct 28 2014	Figure No: Fig 5A



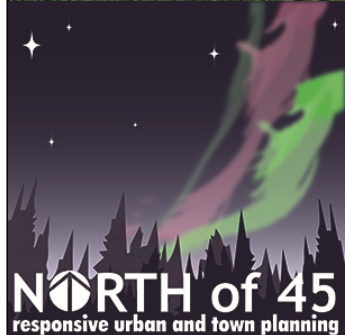
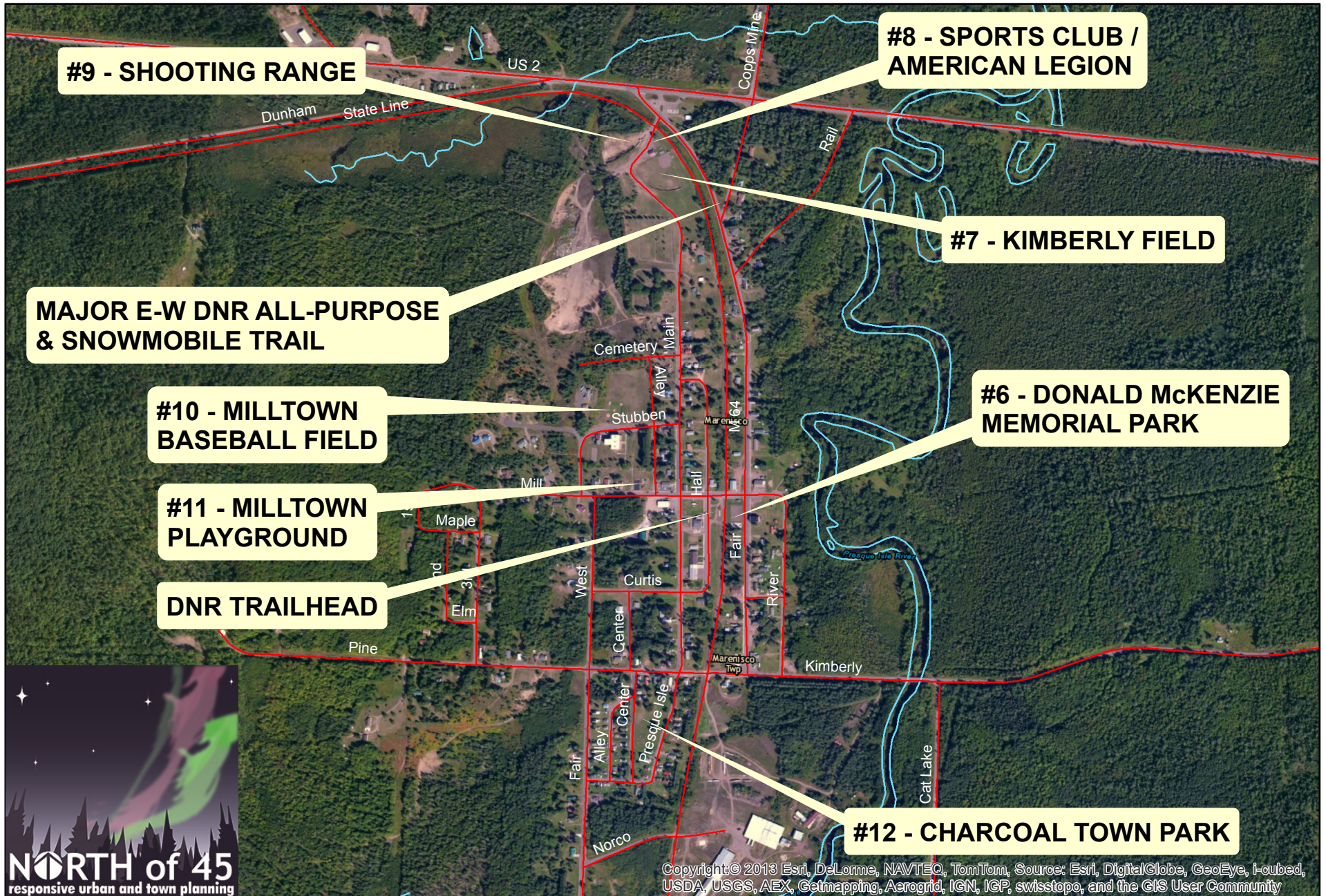




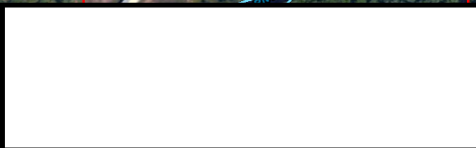




# EXISTING RECREATIONAL FACILITIES



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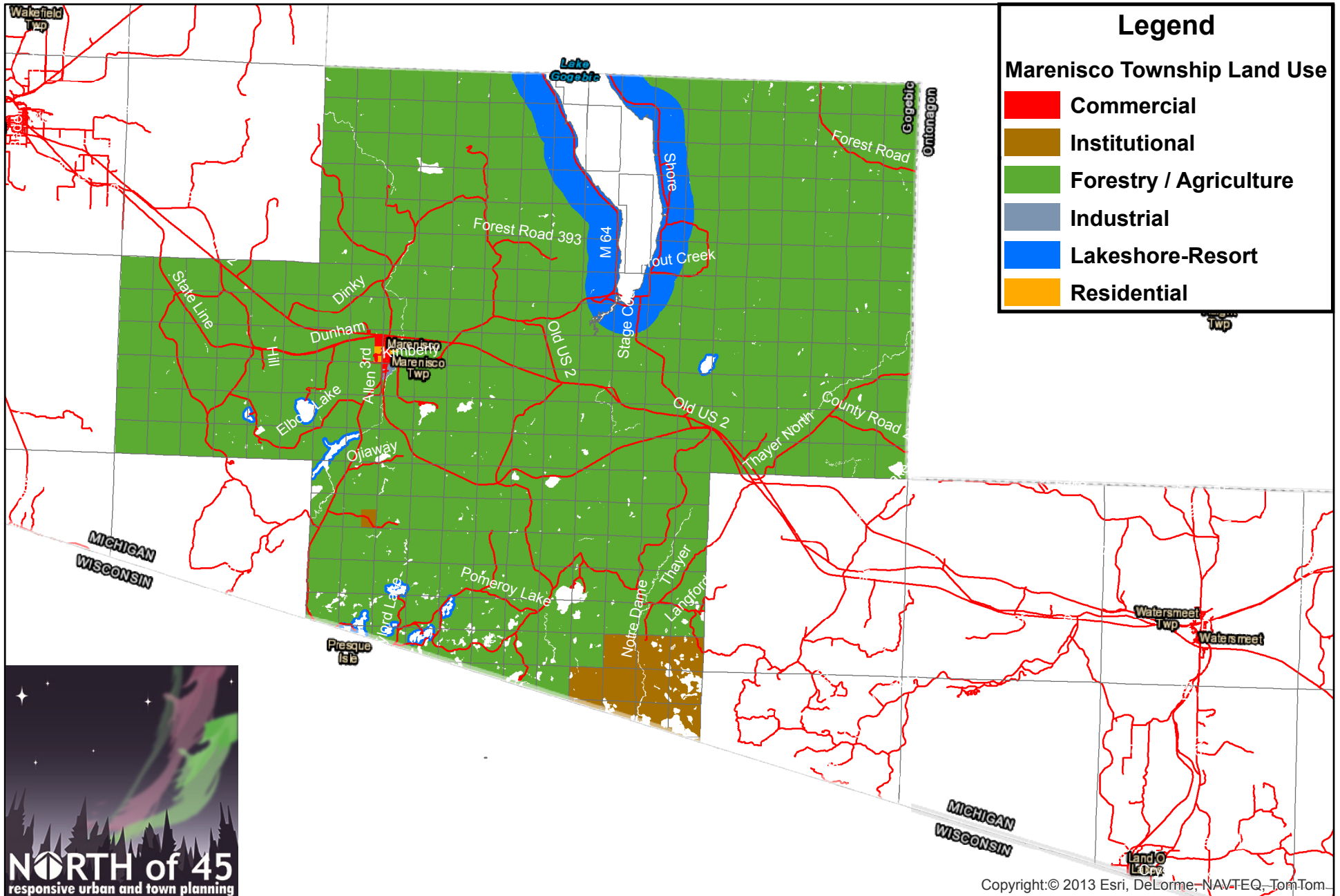
Project No: 14000	Revision Date:
Map Date: Oct 27 2014	Figure No: Fig 2-C

Project No: 14000	Revision Date:
Map Date: Oct 27 2014	Figure No: Fig 2-C









### Legend

**Marenisco Township Land Use**

- Commercial
- Institutional
- Forestry / Agriculture
- Industrial
- Lakeshore-Resort
- Residential

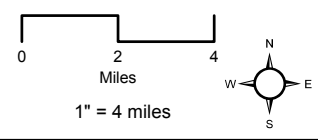


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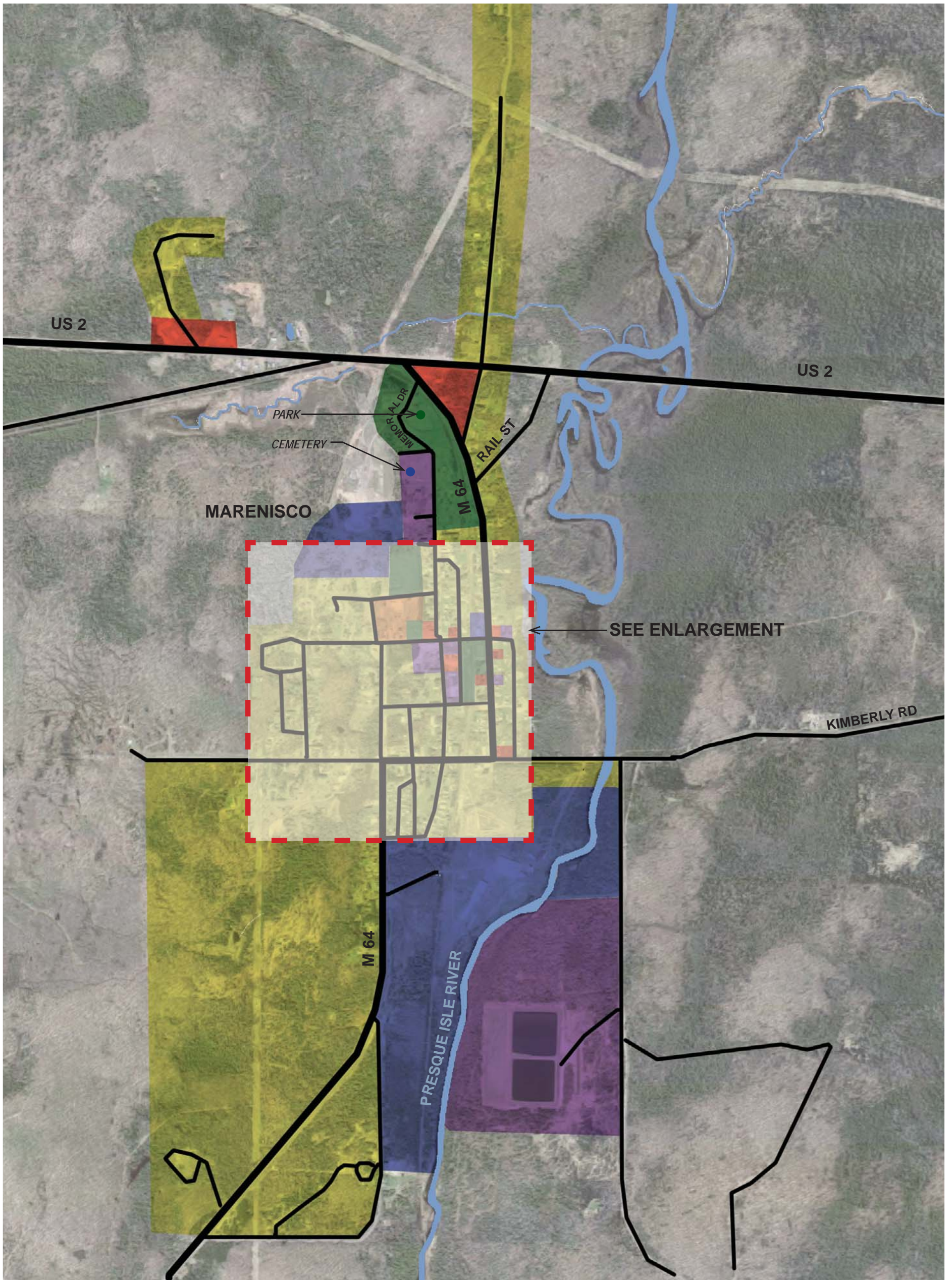
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MASTER PLAN  
GOGEBIC COUNTY, MICHIGAN**

**MARENISCO TOWNSHIP  
FUTURE LAND USE**



Project No: 14000	Revision Date:
Map Date: Oct 28 2014	Figure No: Fig 5B





- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- PARK LAND
- INSTITUTIONAL/CIVIC
- PARK LOCATION
- CIVIC USE

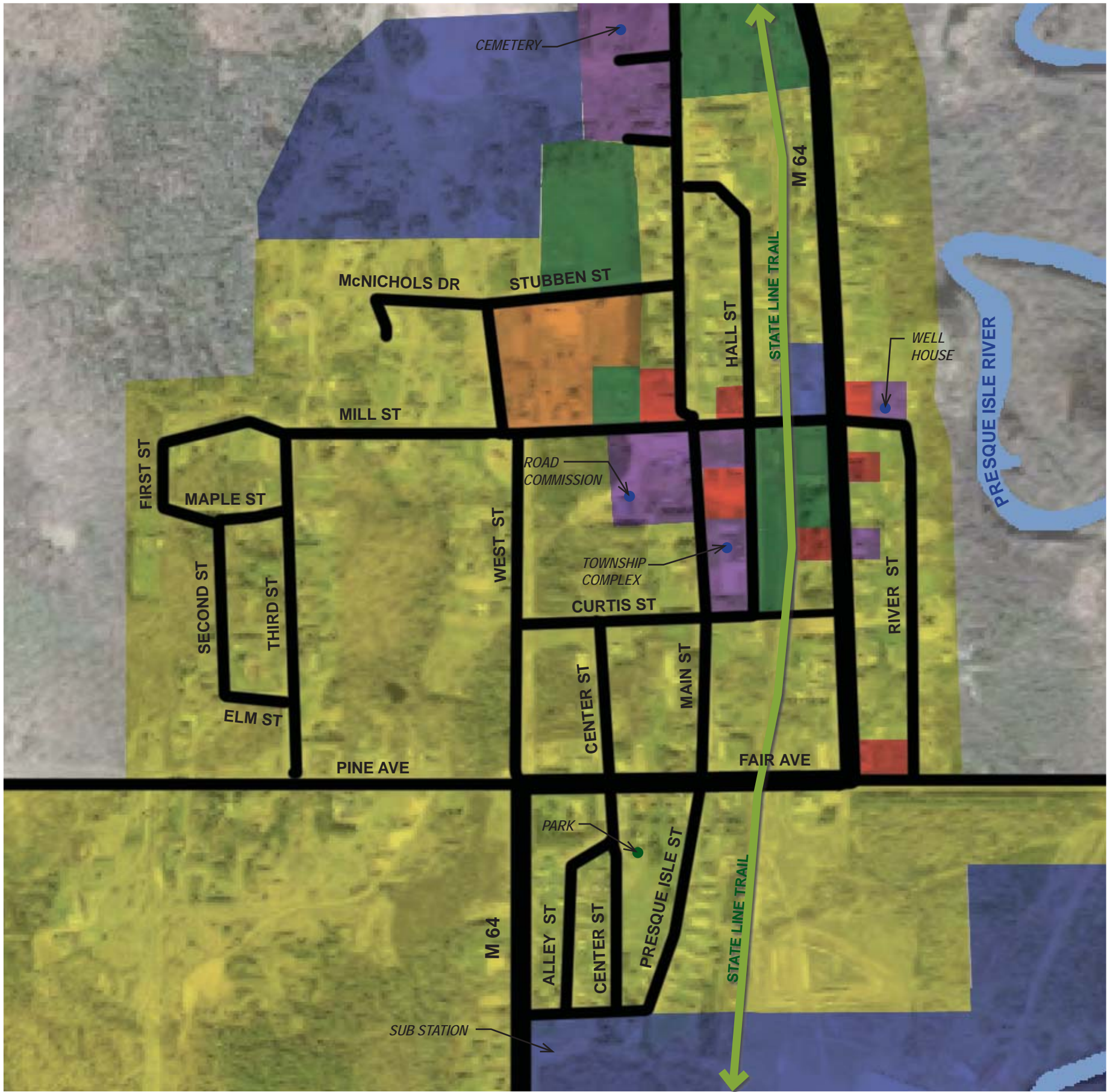
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MARENISCO TOWNSHIP  
 MASTER PLAN  
 GOGEBIC COUNTY, MICHIGAN

**MARENISCO  
 EXISTING & FUTURE LAND USE  
 OVERALL AREA**



- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- MIXED USE
- PARK LAND
- INSTITUTIONAL/CIVIC
- PARK LOCATION
- CIVIC USE



MARENISCO TOWNSHIP MASTER PLAN GOGEBIC COUNTY, MICHIGAN	<b>MARENISCO EXISTING &amp; FUTURE LAND USE ENLARGED AREA</b>	
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