



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 Findlandia University, Michigan Technological 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.



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

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.



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

Strategy 4.2.1: Follow Complete Streets Policy.

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

Strategy 5.1.2: Encourage the use of solar and wind energy alternatives.

Strategy 5.1.3: 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.



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

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