





Community Values/ Themes	Tally	Broad-based Outcomes/Goals	Why Change Anything?	What Exactly and Where?
Parking 		<ul style="list-style-type: none"> - More parking spaces downtown for visitors and hotel guests. 	<ul style="list-style-type: none"> - Lots are frequently full. - Lack of parking turns away tourists. - Parking is inadequate for large community events. 	<ul style="list-style-type: none"> - Diagonal parking on North St.
Walkability & Connectivity 		<ul style="list-style-type: none"> - Provide connectivity among destinations. - Connect neighborhoods to downtown with new routes. - All-season trail connection for walkability and recreation. 	<ul style="list-style-type: none"> - Hard for people to get places without a vehicle and when train is on tracks. - Existing downtown sidewalks aren't connected to neighborhoods. - Desirable spaces for recreation are inaccessible and disconnected. 	<ul style="list-style-type: none"> - Riverfront to downtown. - Downtown to Driftless Area Wetland Centre. - Driftless Area Wetland Centre to Bloody Run Park. - Along Iowa Highway 76 from Brown Street to North Street.
Safety 		<ul style="list-style-type: none"> - Safer pedestrian routes to connect neighborhoods to downtown. - Better lit parking lots. 	<ul style="list-style-type: none"> - Lack of lighting feels unsafe. - Pedestrians don't feel safe walking from The Bench to downtown. 	<ul style="list-style-type: none"> - Better crosswalks & lighting along Brown Street and along Highway 76 to North Street. - Unobstructed pedestrian access to riverfront. - Crossing US Highway 18 to Driftless Area Wetland Centre.
Identity & Branding 		<ul style="list-style-type: none"> - Recognize & promote Marquette as an Iowa Welcome Center. 	<ul style="list-style-type: none"> - Iowa's current welcome center is 20 miles west of the state line. - Highway 18 travelers don't know Marquette is a place to stop. - No signs for Marquette coming across the bridge from Wisconsin. 	<ul style="list-style-type: none"> - Marquette Depot Museum & Information Center/Rest Area - Driftless Area Wetland Centre.



Downtown parking is frequently full and opportunities for different parking methods on North Street may alleviate shortages.



Pedestrians are uncomfortable walking along Iowa Highway 76 because of poor quality crosswalks and sidewalks and lack of lighting.

The goal setting process combined results from the community assessments, the transportation meeting, and the steering committee's What, Where, & Why meeting.

The Marquette steering committee discussed what it learned from the bioregional assessments and community focus groups with the landscape architects.

The committee then identified and communicated goals and values based on the information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific needs for the identified areas of concern. The goals were prioritized by tallying steering committee votes.

The landscape architects organized programming themes for the city of Marquette using the goals shared and developed by the steering committee. Greater importance was given to the goals that were highlighted in discussion and/or repeated by individuals during the What, Where, & Why meeting.

Marquette

What, Where, & Why

Jeffrey L. Bruce & Company LLC

LAs: David Stokes PLA, ASLA, ASIC, ASBA, Lara Guldenpfennig PLA, ASLA
 Rachel Cross, MLA, ASLA

Interns: Joseph Jennings, Susan Pegg

Iowa State University | Trees Forever | Iowa Department of Transportation

