Downtown Plaza Palooza
Alpena, MI
June 27, 2013
Tonight’s Agenda

- PlacePlan Team
- Placemaking Overview
- Purpose & Process
- Placemaking Considerations
- Presentation of Design
- Next Steps
Placemaking Overview

Good Form Sets the “Stage”

To Activate Social Activity or the “Play”

Emotional Response by the “Audience”
Project Purpose

Place

- Public Gathering Space
- Generate Interest & Activity
- Strengthen Local & Regional Economy
- Honor Heritage/History
- Leverage Existing Assets
Process

Community Selection
- Stakeholder Interviews
- Community Visioning
- Charrette
- Post-Charrette Input
- Final Report

Next Steps
- Funding
- Partnerships
- Implementation

Increased Talent Attraction & Retention

Prosperity

Sept 2012 → June 2013
Parking Management

Action Steps:
1. Survey Stakeholders
2. Research Land Use
3. Analyze Results

Recommended Focus:
- Efficient Use of Parking Capacity
- Address Variable Demand
- Introduce Appropriate Wayfinding
The Art And Sanctuary Concepts Received Much support, As Did The Ripple Idea From the Maritime Concept, Blend The Best Of All Three

Large, Well Defined Multi-Purpose Public Space Within The Plaza

Covered Alley

Splash and Skate

Not Overly Landscaped, But Needs Green

Connections To The Surrounding Context Are Important
Placemaking Considerations

- Fun Place To Be, Both in Design And Programming
- Accessible To All, Universal Design
- Something To Pose Next To
- Public Restrooms
- Year Round Use
- Easy To Walk Through
- Retain Safety and Service Capabilities
- Outdoor Cafes
- Bring History Alive
Placemaking Considerations

- Include Art in the Design
- Maritime Heritage Is Important
- Stage Area(s)
- Fire Pit
- Respect Key Branding Principles
- Social Spaces and Sanctuary Spaces
- Human Scale But also A Sense Of Place That Is Plaza Palooza
- Welcoming
PLAZA PALOOZA

Context
Plaza Palooza Concept Plan Context

Connections to new development

Connection to river

Key:
- Access Point
- Connection

Connection to downtown

Connection to downtown and farmers market

North
Next Steps

- Final Report
- Planning Recommendations
- Asset Recommendations
- Implementation
- Funding
- Partnerships
Final Report

Contents
• Introduction 8
• Overview of Methodology 9
• Existing Conditions 13
• Asset, Planning, and Design Evaluation 18
• Recommendations 30
• Implementation 48
• Appendix 50
Planning Recommendations

Ensure Zoning Supports Mixed-Use, Scale, and Density

Connectivity Between Assets and Districts
Asset Recommendations

- Physical Design, Walkability, Connectivity
- Cultural Economic Development
- Scheduled Events
- Transportation
- Connectivity
- Sustainable
- Partnerships
- Brand
- Wayfinding
- History
- Sustainability & Environment
- Mixed-Use
- Welcoming to All
- Branding & Communications
- Education
- Entrepreneurship
- History
Implementation

- Community Involvement
- Assets
- Planning Tools
- Design
- Partnerships
- Funding
The best way to predict the future is to create it.
-Abram Lincoln

Thank You