Moloney Alley Project
Sault Ste. Marie, MI
June 26, 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”

Source: http://o.tqn.com/d/gocalifornia/1/o/Y/P/3/GreekTheatreColorEdit.jpg
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
  - Charrette
- 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
Placemaking Considerations

- Major Public Plaza, Think Skate, Splash and Events, Multi-purpose With Temporary Overhead Cover
- Through Alley, One Way, 50% + - Of Current Parking Spaces
- Include Art Throughout The Project
- Mixed Use, Residential/Commercial/Entertainment
- Gateway Features
- Upgrade Current Buildings But Keep The Individual Look
Placemaking Considerations

- Add a “Wow” Element to the Alley
- Link to adjacent sidewalks and trails
- Accessibility for all, universal design
- Social spaces and also spaces for individuals
- Flexibility for multiple uses and events
- Human scale, but also a sense of place that is Moloney’s Alley
- Welcoming
- Not overly landscaped, but needs green
Placemaking Considerations

- Connections To The Surrounding Context Are Important
- Fun Place To Be, Both in Design And Programming
- Retain Safety and Service Capabilities
- Outdoor Cafes
- Stage Area(s)
- Fire Pit
- Mixed Use Development, Residential/Commercial/Entertainment
Moloney Alley

Context
Moloney Alley
Final Concept Plan
Next Steps

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

Ensure Zoning Supports Mixed-Use, Scale, and Density

Connectivity Between Assets and Districts
Asset Recommendations

- Physical Design, Walkability, Connectivity
- Cultural Economic Development
- Sustainability & Environment
- Transportation
- Outdoor Seating
- Connectivity
- Technologies
- Green
- Wayfinding
- History
- Entrepreneurship
- Attraction
- Mixed-Use
- Welcoming to All
- Education
- Branding & Communications
The best way to predict the future is to create it.

- Abraham Lincoln

Thank You