

US-23-S Revitalization Study to be Unveiled May 4

When local residents raised \$37,000 last summer for a US-23-South revitalization study, two different departments at Michigan State University School of Planning, Design, and Construction were enlisted to take two very different looks at Alpena's southern gateway – one physical (Landscape Architecture), one economic (Urban and Regional Planning).

The community in January heard Beckett & Raeder, a professional landscape architect firm, present a conceptual proposal for the area's physical potential, proposing road and streetscape improvements to the commercial South Bay corridor as well as additional local parks and trails. Many of the Landscape Architecture student ideas were incorporated into their proposal.

On May 4, the area's economic potential will be in the spotlight as four students from MSU's Urban and Regional Planning present their findings at a public meeting at 1 p.m. at Alpena Mall's Gallery Space. Larry Clark, head of the grass roots Taking Pride in Alpena group that commissioned the studies, says this meeting should be of special interest to all area residents, would-be entrepreneurs, business owners, developers, and government officials looking to start or expand Alpena's business, service, and housing markets.

"What would residents like to see more of in terms of shopping, service, and housing? What new businesses could help Alpena grow? This is a chance to hear what the study suggests and to voice questions and opinions about the future economic development of this part of our community," Clark says.

The presentation will include:

- CURRENT CONDITIONS in the community, such as land use, buildings, business and housing, demographics, physical environment, etc.
- PRACTICAL ASSESSMENTS such as retail market analyses, site feasibility, and regional trends.
- SUGGESTIONS for sound, coordinated community development.
- ACTION STRATEGIES for neighborhood revitalization and area economic development.
- RECOMMENDATIONS on land use.

"We are hopeful for a great turnout to welcome the students and thank them for the considerable work they have done for Alpena! Additionally, we will discover what types of business opportunities are needed not only for the revitalization of the US 23 South Corridor, but for the entire area."

Thanks!

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