



## PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release

**March 26, 2015**

For More Information:

**Community Development Department / 225-8180**

### **LIGHTER QUICKER CHEAPER PLACEMAKING PROJECT**

The City of Marquette was successful in obtaining assistance for the implementation of a "Lighter Quicker Cheaper" placemaking project along the Third Street Corridor.

The project is being made available through the Michigan Association of Realtors and the North Central MLS Committee of the Upper Peninsula Association of Realtors. In addition, the School of Planning, Design & Construction at Michigan State University will be providing technical assistance.

The "Lighter, Quicker, Cheaper" (LQC) approach is based on taking incremental steps, using low-cost experiments, and tapping into local talents (e.g. citizens, entrepreneurs, developers, artists, university, and city staff). These smaller-scale projects are being implemented in a variety of environments, including on streets, squares, and even parking lots, and range from art on street benches to construction of "parklets" to facilitate outdoor dining. This project will provide for quickly translating the community's vision for the Third Street Corridor Plan into reality and keep momentum moving.

A public meeting to discuss the project will be held at 9 a.m. March 30 in the Marquette Commons.

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