

The Marquette Plan

Vision and Principles

The vision statement and guiding principles serve as a guide to develop recommendations and detailed framework maps that are included in the study. They were developed through an extensive public participation and review process and were intended to be broad yet address the key issues facing the region. The following vision statement and guiding principles were developed during the Marquette Plan: The Lakeshore Reinvestment Strategy (January 2005) and were reviewed and validated by the general public during the visioning sessions in Phase II.

The Vision

"Create a Livable Lakefront"

- A Place to Live, Work, Play and Stay
- An Environmentally, Economically and Socially Sustainable Environment
- A Place for Mixed Uses and New Uses
- A Place to be Proactive and Think and Act Strategically

The Principles

① *Showcase Our Heritage*

- Industrial
- Natural
- Community and People
- Tourism

② *Redefine the Edges*

- Increased Recreation, Circulation & Population
- An Accessible Lakefront (Public / Multi-Modal)
- Mixed Use (including New Jobs / Investment Centers)

③ *Bridge the Gaps*

- Span Physical, Political & Trust Gaps
- Create National Lakeshore Communities
- Leverage Existing Assets / Resources / Initiatives
- Overcome Regulatory Hurdles
- Blur the Edges

④ *Preserve, Protect & Enhance Environmental Systems*

- Lake Michigan Frontage, Stream and River Corridors
- Dune and Swale Complexes
- Remnant Natural Areas on Industrial Lands
- Watersheds & Viewsheds

⑤ *Protect & Cherish Our Waters*

- Recognize the value of Lake Michigan as the region's drinking water source and the critical role adjacent lands and tributaries have in protecting it

⑥ *Formulate an Effective Management & Funding Strategy*

- Inter-Governmental Cooperation
- Direct Lakefront Revenues to Lakefront Improvements
- Adopt Development Standards in Cities' Ordinances
- Public-Private Partnerships

Continuing the public participation emphasis, and through resident and stakeholder input sessions, two additional principles were identified in Phase II.

⑦ *Balance Resident & Visitor Need*

- Address residents needs while creating opportunities to attract and manage visitors where appropriate
- Create visitor management plan
- Improve visitor wayfinding to and within the region

⑧ *Invest in Community Infrastructure*

- Raise the bar; enhance quality of life of residents
- Offer tools and resources to communities to implement community initiatives