

# THE MARQUETTE VISION

## Create a livable lakefront:

- A place to live, work, play and stay
- An environmentally, economically and socially sustainable area
- A place for mixed uses and new uses
- A place to be proactive and think and act strategically

## Guiding Principles:

- **Showplace our heritage**
  - Industrial
  - Natural
  - Community and people
  - Tourism
- **Refine the edges**
  - Increased recreation, circulation and population
  - An accessible lakefront (public/Multi-Modal)
  - Mixed Use (including new job/investment centers)
- **Bridge the gaps**
  - Span physical, political and trust gaps
  - Create National Lakeshore Communities
  - Leverage existing assets/resources/initiatives
  - Overcome regulatory hurdles
  - Blur the edges
- **Preserve, protect and enhance environmental systems**
  - Lake Michigan frontage, stream and river corridors
  - Dune and swale complexes
  - Remnant natural areas on industrial lands
  - Watersheds and viewsheds
- **Protect and cherish our water**
  - Recognize the value of Lake Michigan as the region's drinking water source
- **Formulate an effective funding strategy**
  - Inter-governmental cooperation
  - Direct lakefront revenues to lakefront improvement
  - Adopt development standards in cities' ordinances
  - Public-private partnerships
- **Balance resident and visitor needs#**
  - 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.
- **Invest in community infrastructure#**
  - Raise the bar; enhance quality of life of residents
  - Offer tools and resources to communities to implement community initiatives