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