From The Marquette Vision to the Marquette Reality!

A Bold New Vision for the Northwest Indiana Lakefront

Calumet Summit 2010

Leigh Morris and Kathy Brown
Northwest Indiana Regional Development Authority
April 2010
“Sweeping changes will not come overnight. Nor can they be dictated by one person or one governmental body. We in Northwest Indiana must sit together as a unified community and reach a consensus on our future”

—Congressman Peter Visclosky, Indiana District 1
Length of Shoreline - 21 miles

Length of Shoreline - 25 miles

A FRAMEWORK FOR A LIVABLE LAKEFRONT

The Marquette Plan
A Summary of the Marquette Plan

• Comprehensive plan for the Lake Michigan Shoreline

• Recapture 75 percent of the lakeshore for public use;

• Establish a **minimum** setback from water’s edge of 200 feet;

• Create a continuous trail network through northwest Indiana
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)
Guiding Principles

- **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
Guiding Principles

- 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
Guiding Principles

- **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
The Marquette Plan: The Lakeshore Reinvestment Strategy (January 2005)

Started with MOU between five participating cities – Hammond, Whiting, East Chicago, Gary, Portage

The Marquette Plan – Phase II: A Vision for Lakeshore Reinvestment (February 2008)

The Marquette Plan Poster – Indiana’s Lakefront Reinvestment Strategy (June 2008)
- Regular input from elected officials and stakeholders
- Extensive public process
- Numerous open public meetings
- Town Hall meeting in every community
- Extensive data and field review
- Over 100 stakeholders interviewed
- Review meetings with industry and agencies
Phase One

Phase Two

A FRAMEWORK FOR A LIVABLE LAKEFRONT — The Marquette Plan
- Recognize the mission and character of each community along the lakeshore, their desired role and potential synergies between them
- Coordinate efforts for planning and implementation
- Promote context sensitive design that meets the needs of the user, communities and environment
- Utilize smart growth principles and sustainable initiatives
- Enhance public access to Lake Michigan
• Establish strategies that strengthen viable lakefront industries while capitalizing on opportunities for reclamation and re-use – when deemed mutually agreeable

• Promote the protection of the environment and remediation of environmental problems as a viable growth industry

• Investigate the feasibility of industrial relocation

• Embrace tourism as a vital northwest Indiana industry
• Promote the protection of coastal and estuarine areas
• Promote improvement of floral and fauna communities through preservation
• Encourage the on-going remediation of brownfield sites
• Encourage the restoration of the watershed system
• Assure permanent public access to and along the water’s edge for all
• Support new and improve access to natural areas where deemed appropriate
• Eliminate CSO’s
• Promote and implement access management strategies
• Address functional deficiencies and safety issues
• Enhance aesthetic quality of lakefront gateway corridors
• Improve wayfinding signage
• Incorporate “Complete Streets” policies when improving roadways to accommodate all users of the corridor – both motorized and non-motorized
• Provide the infrastructure necessary for developing a truly multi-modal region

• Implement the region’s “Blueways and Greenways Plan” and formulate an intergovernmental agency to oversee this initiative

• Leverage existing transportation infrastructure assets & transit-oriented development

• Utilize smart growth principles and sustainable initiatives
Coastal Program
- Planning assistance
- Technical assistance
- Smart Growth
- LDM/Lake Rim
- Planning
- Ordinance
- Comp Plans
- Coastal Grant Funding
- Planning Marquette-related projects
- State Agency Coordination
- Public access planning

NIRPC (MPO)
- Comprehensive regional planning (economic development, environmental management, transportation)
- Administration of state and federal project funding for transportation-related projects
- Corridor planning
- Coordination and collaboration with units of local government
- Regional data clearinghouse
- Priority setting for trail development and related enhancements
- Maintaining and updating the Marquette Vision

RDA
- Establishing funding priorities and project criteria
- Administration of funds and assurance of coordination between and among funded projects
- Oversight of the Marquette Vision implementation process for RDA-funded projects in collaboration with DNR and NIRPC
Showcase Our Heritage

Portage Lakefront and Riverwalk
Redefine the Edges

Portage Lakefront and Riverwalk
Bridge The Gaps

Marquette Greenway Trail

A FRAMEWORK FOR A LIVABLE LAKEFRONT

Marquette Plan
Preserve, Protect and Enhance Environmental Systems

Hammond Lakes
Protect and Cherish Our Water

Whiting / Hammond Lakefronts
Balance Resident And Visitor Needs

Marquette Greenway Trail

Portage Lakefront and Riverwalk

A FRAMEWORK FOR A LIVABLE LAKEFRONT — Marquette Plan
Invest in Community Infrastructure

Porter, Indiana
“Gateway to the Indiana Dunes”
The RDA Provides funding for

An overall strategic, region-wide, development plan

- The Gary/Chicago International Airport
- Commuter Rail Transportation
- A Regional Bus Authority
- Lake Michigan Shoreline Development
- Other economic development projects in northwest Indiana
<table>
<thead>
<tr>
<th>Project Area</th>
<th>Start Date</th>
<th>Estimated Nominal Costs</th>
<th>Federal Revenue</th>
<th>Effective Match Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stateline Energy in Hammond</td>
<td>2017</td>
<td>$20,281</td>
<td>$11,268</td>
<td>56%</td>
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<tr>
<td>City of Hammond</td>
<td>2008</td>
<td>$5,251</td>
<td>$2,467</td>
<td>47%</td>
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<tr>
<td>City of Whiting</td>
<td>2007</td>
<td>$15,743</td>
<td>$9,265</td>
<td>59%</td>
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<tr>
<td>BP Beach</td>
<td>2009</td>
<td>$5,106</td>
<td>$1,592</td>
<td>31%</td>
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<tr>
<td>BP Wastewater Treatment</td>
<td>2009</td>
<td>$3,755</td>
<td>$1,149</td>
<td>31%</td>
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<tr>
<td>Mittal Beach</td>
<td>2009</td>
<td>$9,349</td>
<td>$7,588</td>
<td>81%</td>
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<tr>
<td>Mittal Peninsula - Western side of Base</td>
<td>2009</td>
<td>$7,554</td>
<td>$3,853</td>
<td>51%</td>
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<tr>
<td>City of East Chicago</td>
<td>2007</td>
<td>$16,406</td>
<td>$12,197</td>
<td>74%</td>
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<tr>
<td>City of Gary</td>
<td>2007</td>
<td>$21,143</td>
<td>$13,099</td>
<td>62%</td>
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<tr>
<td>USS W 200 Acres</td>
<td>2009</td>
<td>$29,933</td>
<td>$18,542</td>
<td>62%</td>
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<tr>
<td>City of Portage</td>
<td>2007</td>
<td>$4,652</td>
<td>$1,513</td>
<td>33%</td>
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<tr>
<td><strong>Total Public Investment Costs</strong></td>
<td></td>
<td><strong>$139,173</strong></td>
<td><strong>$82,533</strong></td>
<td><strong>59%</strong></td>
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*Source: Policy Analytics, LLC, 2007*

(in thousands)
### RDA Investment

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Lake Michigan Shoreline Development</td>
<td>$19,209</td>
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<tr>
<td>Commuter Rail Transportation</td>
<td>$17,500</td>
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<td>Gary/Chicago International Airport</td>
<td>$20,000</td>
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<td>Regional Bus Authority</td>
<td>$8,453</td>
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<tr>
<td>Economic Development Projects</td>
<td>$6,215</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$71,377</strong></td>
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Lessons Learned:

- People love a large shared vision, but at the same time you need a method to “herd the cats” to keep things moving.
- All Players must be on the same page – it helps to have a unifying force (e.g., a Congressman who likes implementable plans!)
- Doing your homework on stakeholder issues and perceived needs prior to the process makes everything go smoother.
- You need to provide the resources--technical and financial--to implement parts of the vision. Keep it off the shelf and dust free!
- You won’t know what can be achieved through common purpose until you try.
Daniel Burnham’s Advice:

Make no little plans; they have no magic to stir people’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that your children and grandchildren are going to do things that would stagger us. Let your watchword be order and your beacon beauty.

--Daniel H. Burnham, 1910 author The Plan of Chicago
The Marquette Plan

Preparing the ground for future development

Building on the Burnham Plan rather than reacting to it......
Burnham envisioned a Chicago region that stretched “from Kenosha on the north, around to DeKalb on the west, and thence to Michigan City on the south…” This was “no little plan”, but rather a metropolitan guide for an entire century. The Marquette Plan is looking to the future to establish a vision that takes the region into the new millennium.

Building on the Burnham Plan rather than reacting to it........
Questions?

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