



CITY OF MARQUETTE

DRAFT Master Plan



Cover Painting

Ore Dock 2022

Artist: Gene Bertram

Oil Painting

Art Week 2023 Magazine Cover

Gene currently has work displayed at Marquette's City Hall

More about the artist/exhibit: [Blog | MQTCompass.com](https://mqtcompass.com/blog/gene-bertram)

Acknowledgements

Table of Contents

01

Executive Summary

6

02

Future Land Use

10

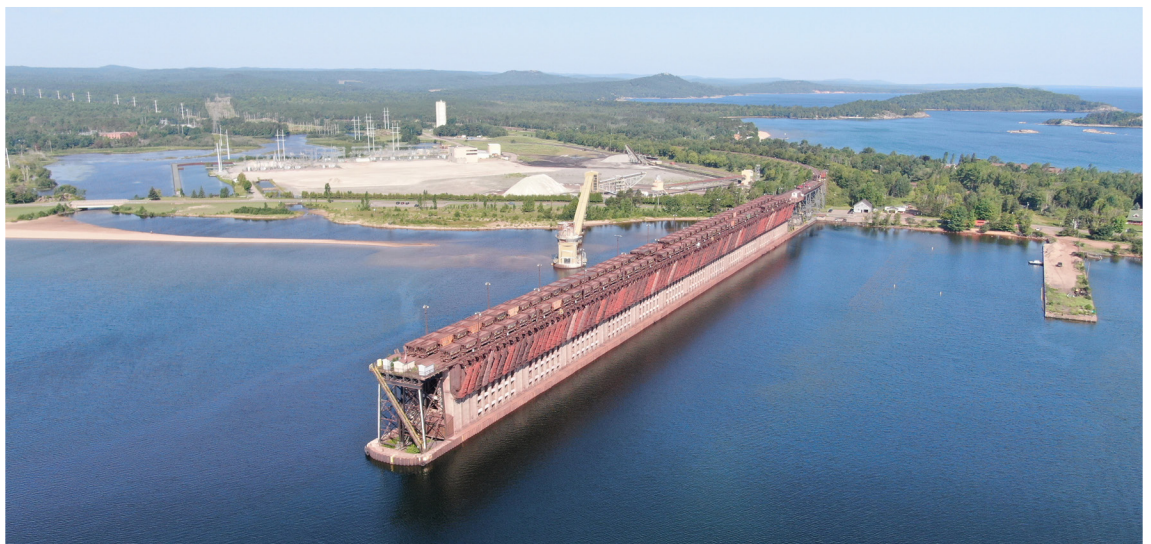
03

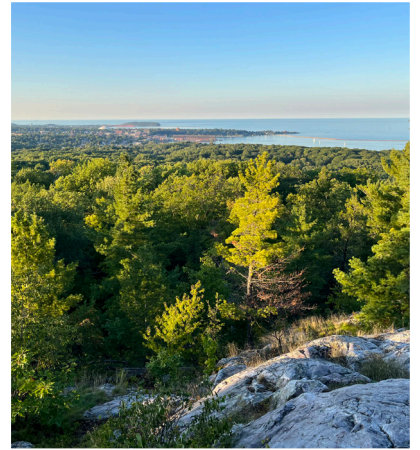
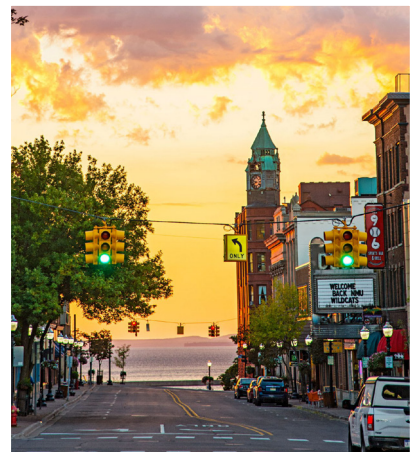
Action Plan

38

01

Executive Summary





Located in the northwest Upper Peninsula of Michigan, the City of Marquette is the largest city in the Upper Peninsula and the county seat of Marquette County. The community boasts dazzling views of Lake Superior, rich natural beauty, and expansive trail systems. Founded in 1849, Marquette was incorporated into a city in 1871 and was initially a hub of mining and industry. The land was first home to the Anishinaabe Council of Three Fires, and many indigenous people live in the region today.¹ During the 19th century, the city became nationally recognized as a summer travel destination, tourists were transported to the city by passenger ships on the Great Lakes, leading to a boom in hotels and resorts to support the summer economic activity.²

In 1931, the City of Marquette, in collaboration with Marquette County, constructed Marquette's Lower Harbor Ore Dock for the Duluth, South Shore, and Atlantic Railroad for \$1.32 Million. For decades, the local economy thrived on the rich, untouched natural resources. The area grew rapidly due to the city's access to Lake Superior, a transportation option to export lumber and iron ore—the area's two largest economic sectors at the time. Now, Marquette's largest export is iron pellets sourced from local mines and pelletizing plants.³

Today, leisure and recreation have become the identity of the community. Marquette attracts visitors year-round to experience the outdoor hiking, biking, snowmobiling, cross-county skiing, and UTV/ATV/ORV trail systems that span throughout the Upper Peninsula. For city residents, outdoor recreation is an integral part of what makes

Marquette special and should be protected and expanded upon in coming years.

Northern Michigan University (NMU), a public 4-year university in Marquette enrolled 6,790 new students in 2022. The combination of students and local residents is the backbone of the community, the vibrancy and small-town feel of Marquette is a unique experience that has become an attractive quality for prospective residents in the post-COVID-19 era.⁴

This document encompasses the City of Marquette's Community Master Plan. A Community Master Plan is a policy document used to guide decisions that affect its land, people, and structures. It is often thought of as a long-term "road-map" to guide officials and decision makers when faced with difficult land use and infrastructure decisions that have long-term impacts on the community.

The Community Master Plan inventories several systems to identify how they work together, how trends have affected these systems over time, and what improvements a city can make to strengthen these systems to positively influence residents' quality of life. These are among the major features discussed in the Community Master Plan.

Marquette's Community Master Plan is structured in two pieces, the "Vision for Marquette" and the supporting documentation. The Vision for Marquette is this XX page document you are currently reading. It includes the overarching guiding principles that informed the development of the plan, the future land use plan, and the action plan to guide the next five years. While this plan projects a decade or more into the future, the actions are structured to be short term objectives so they can be easily tracked and revised as needed.





The Community Master Plan Guiding Principles

The following guiding principles were initially drafted based on planning work and documents the City has done over the past several decades. These principles were then vetted by the community through an online survey and open house resulting in the following six guiding principles. Please note, these principles are not in a defined order.

A. Steward and cherish our natural assets.

The City of Marquette's natural assets, including the shores of Lake Superior, wetlands, watersheds, topography, water quality, and air quality, are vital to the character and well-being of everyone in our community. These assets should be cared for so that future generations can access and enjoy them.

B. Encourage quality housing, at multiple price points, and in locations with access to nonmotorized and public transportation.

City policy should encourage quality housing at a range of price points and in locations in the city which are easily accessed by foot, bike, or bus.

C. Preserve our entire history.

The area which the City of Marquette now encompasses has a rich historical and cultural heritage, dating back millennia as the homeland and waters of Indigenous Nations and then incorporated as a Village in 1849 with the formation of the Marquette Iron Company. We should respect, preserve, and incorporate this heritage into our community fabric, including our buildings, waterfront, parks and trails, public spaces, and arts and cultural events.

D. Encourage development and vibrancy in our commercial districts and corridors.

The City of Marquette is an economic and cultural asset to the surrounding region and is where water, sewer, and transportation infrastructure is concentrated. City policy should encourage new development, infill/redevelopment, and multi-family residential development in the commercial areas of the city to support small businesses, increase the city tax base, and maximize the use of existing infrastructure.

E. Create safe and enjoyable transportation and recreation options year-round.

People of all ages and abilities move around Marquette for work, school, recreation, and exercise in all four seasons. Our land use and transportation policies should promote safe, convenient, and enjoyable connections for all modes of transportation and recreation year-round, including via sidewalk, trail, bus, or road.

F. Maintain and connect our neighborhoods.

City policy should promote new development and redevelopment that is sensitive in terms of design and scale of nearby neighborhoods, with higher density development clustered in commercial corridors. City policy should encourage well maintained properties in residential neighborhoods and easy access to goods, services, and amenities in the city year-round.

02

An aerial photograph showing a large concrete dam with a series of vertical spillways. In the foreground, a long wooden dock extends into the water, with numerous small sailboats moored along it. The water is a deep blue-green. In the background, a town with various buildings, including a prominent church with a red roof and a steeple, is visible. The town is surrounded by green hills under a clear blue sky.

Future Land Use



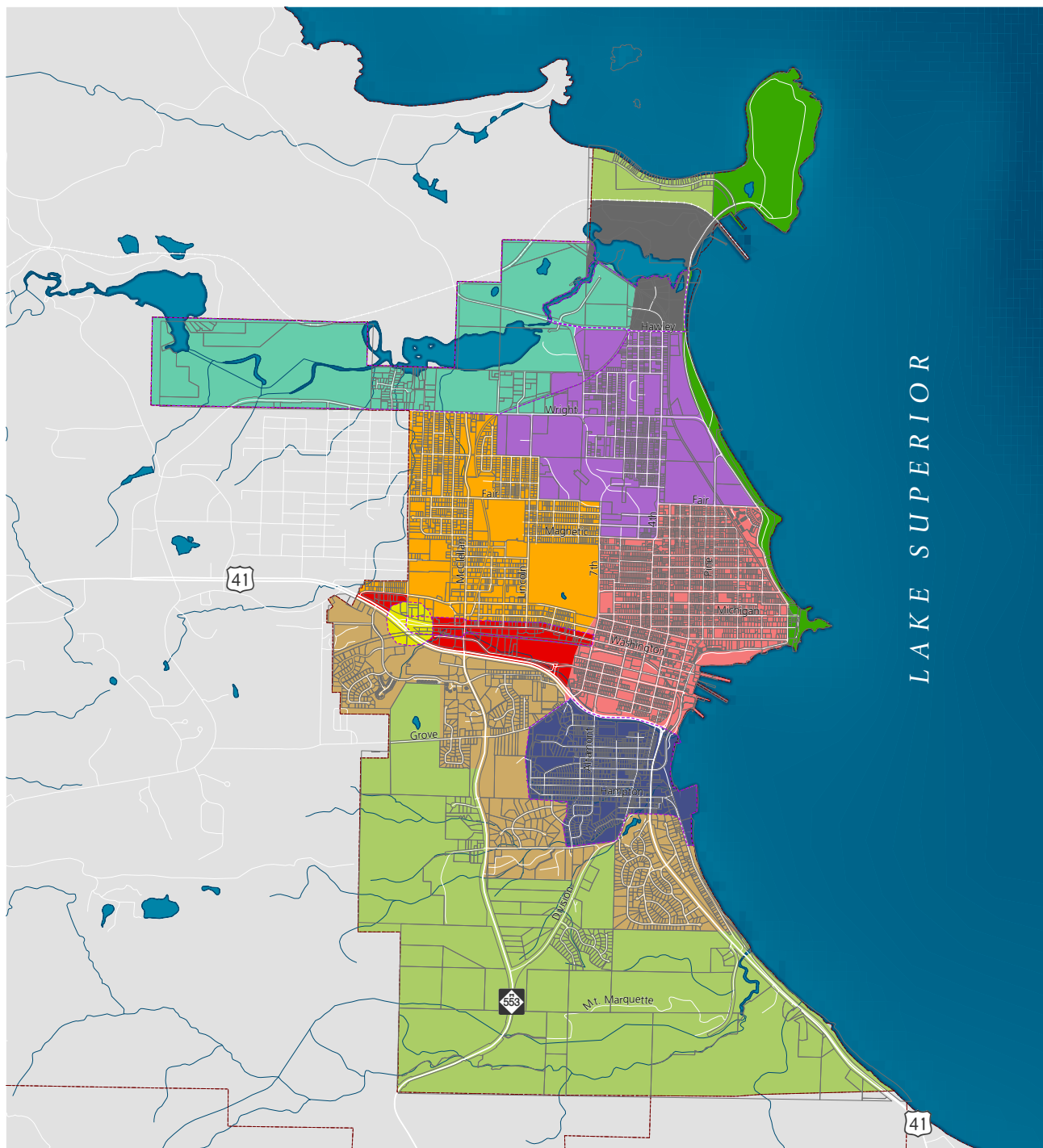
The Future Land Use Plan is the community’s agreed-upon development pattern and visual guide to future development. It serves as the basis for public policy decisions, capital project planning and funding, redevelopment, updating the zoning map, or rezoning individual properties. The Marquette Future Land Use Plan is intentionally fluid. Its application is flexible and allows the City to consider individual proposals for innovative approaches to development and redevelopment, that are in line with overarching policies included in the Community Master Plan.

The Future Land Use Plan is not necessarily concerned with the specific use of each parcel. Instead, the Future Land Use Plan considers the collective uses for each area that establish a “place” within Marquette. This plan prioritizes the function and atmosphere of specific areas or “place types” over discrete land use classifications.

The future land use map divides Marquette into eleven distinctive “place types”. The boundaries of these places are not drawn at a parcel boundary but instead, follow general land use patterns and trends. It leaves the specificity of future land use decisions to the Planning Commission and Planning Staff while providing overall guidance.

Each place type consists of primary and complementary land uses, development scales, character, and transportation form. Together, the place types provide a land use and development Place Type that defines all areas of the city and supports a wide range of land use types, including residential and commercial neighborhoods, production areas, natural spaces, public facilities, open spaces, and institutions. The Marquette Future Land Use Plan builds on the understanding that establishing desirable places and areas is critical in creating a harmonious and appealing city.





Place Types / Land Use Typologies

Sources: Michigan Open Data Portal, City of Marquette

0.5 Miles
Beckett & Raeder, Inc.

- | | |
|---------------------------|--|
| Transformative Area | Dead River Corridor |
| Recreation Corridor | W. Washington St. - W. Baraga Ave Belt |
| Forested Suburban | W. Washington St./Highway Node |
| W. Marquette Neighborhood | University - North Marquette |
| Suburban South Marquette | Industry and Innovation |
| Downtown and East Side | South Marquette |

■ Recreation Corridor



The Lake Superior shore with its rocky shoreline and sandy beaches dominate the landscape and is the defining character of Marquette. This place-type supports the longtime established community goal of having visual and physical access to Lake Superior for the enjoyment of residents and visitors.

The Recreation Corridor Place Type covers the shoreline that extends from the 323-acre Presque Isle Park oval-shape headland at the north end to the historic red brick lighthouse on the south end. Shiras Park/Picnic Rocks falls between these scenic natural and built resources and spans from Picnic Rocks near the eastern terminus of Fair Avenue south to McCarty's Cove next to the U.S. Coast Guard Station. The popular shoreline trail and park areas provide many opportunities for the integration of public art and intimate venues for events.

Traveling along Lake Shore Boulevard one is greeted with grassy open space, a lengthy sand swimming beach, a natural dune environment, coastal pine woodlands, and vehicular parking areas. A paved bike path runs the entire length of the shoreline between Presque Isle and the historic lighthouse, breaking only for a few waterfront residential dwellings that still are in private hands. The scenic beauty of the lakeshore is one of the City's greatest

assets and careful, thoughtful planning of the Recreation Corridor is a necessity as it not only adds to the quality of life for the residents, but it is also a major draw for visitors. With the anticipated greater volatility of lake levels and increased severity of storms, buildings and parking areas should be set back further from the high-water mark. Scenic and corridor protections are warranted to ensure this well-loved coastal area is not diminished as a public resource. Public, universal access, and lake views will need special consideration when the recreational areas are renovated and when private development on the west side of Lakeshore Boulevard is proposed. Public transit, convenient bike parking and wayfinding signs to assist motorists find nearby parking locations will help to reduce the pressure for waterfront parking for this much-loved area of Marquette. To address these topics mentioned above, a corridor plan is recommended to ensure future planning efforts work towards a collective vision.

Defining Elements:

- » **Land Uses:** Parks, wooded natural areas with sandy beaches and rocky shorelines, public art and cultural interpretive sites, functional art for park equipment, water dependent-public utilities, recreational and institutional buildings, limited parking areas, and non-motorized trails.
- » **Development Scale:** Small to medium-sized buildings, small parking areas.
- » **Character:** Buildings are built with high-quality, enduring native materials with a distinctive local design. Parking areas are well landscaped and incorporate green infrastructure to handle stormwater.
- » **Street Network:** Narrow, meandering street designed for slow speeds, transit stops, multi-use trail with connecting sidewalks.

■ Forested Suburban



The Forested Suburban Place Type is in two areas of the city: in the southern quadrant, which is heavily forested and along the Lake Superior shoreline west of Presque Isle. This place-type provides rural character, single family detached dwellings and a few, but growing number of multifamily dwellings. This Place Type provides a rich assortment of recreational resources for outdoor sports including skiing, hiking and golf. These areas are largely natural, often wooded, and exhibit rugged topography with streams and rivers. Many streets have a rural, suburban feel and a few businesses scattered throughout the area. To preserve the rural forested atmosphere future housing developments are encouraged to be developed with an open space planning approach by clustering homes on most buildable lands and while preserving lands in a natural state on lands that have steep topography, wetlands and rocky outcroppings. Special attention should be given to maintaining vegetation and wildlife corridors when development proposals are in the planning stage. Clearcutting of large areas is to be avoided to maintain the wooded character. Regulations should be instituted to control and limit viewshed clearing, especially in locations with significant topography or near recreation trails.

The use of automobiles is integrated but does not dominate the character of the Forested Suburban Place Type. There are many trails that traverse the area and recreational lands for skiing, hiking,

biking, and golf near the more urban areas of Marquette. The Forested Suburban Place Type plays an important role in defining the City's reputation as a nature-based, outdoor recreation-oriented community. Conserving open lands for recreation, securing easements for the trails, and clustering residential dwellings on less sensitive lands is the best approach for this Place Type of Marquette. Future development should focus primarily on low-density, clustered residential areas designed to complement the natural setting. To help provide more convenient living, a few commercial establishments are envisioned to be strategically placed throughout this Place Type with the goal to shorten trips for area residents seeking goods and services. A higher density mixed use development is appropriate in specific locations including on the west side of M-553 where Division Street intersects. Hotels, restaurants with waterfront views of Lake Superior along the west side of US 41/M 28 South are seen as an appropriate land use.

Defining Elements:

- » **Land Uses:** Woodlands, clustered residential, home occupations, recreational trails, golf courses, ski resort, rustic trailhead parking areas. Commercial nodes along M-553 and US 41/M28 South.
- » **Development Scale:** Small to medium-sized buildings.
- » **Character:** Largely a wooded area with natural topography left intact. Clusters of single-family residential nestled into the landform with meandering recreational trails. Buildings use earth-tone colors to blend into the wooded areas and are built with quality, enduring materials with a distinctive local design. The northern reach of the area has a more urban feel with more building intensity softened with canopy trees. Commercial uses developed in concentrated nodes.
- » **Street Network:** Loose network of curbless winding streets with an extensive recreational trail system.

West Marquette Neighborhood



The West Marquette Neighborhood Place Type includes the western half of the city that was mostly developed post-World War II with a land use pattern largely dependent on the automobile to travel to work or other destinations such as shopping and recreation needs. This place-type will continue to provide a stable housing supply for Marquette with opportunities for additional dwellings by allowing different dwelling types and modifying dimensional standards.

The neighborhood contains areas where it is possible to walk or ride a bike for recreational purposes, but due to the lack of street connectivity, incomplete streets (missing sidewalks), and the lack of nearby amenities, these areas are currently not favorable for walking or biking as a primary mode of transportation. In addition, a prevailing characteristic of the West Marquette Neighborhood is the segregation of land uses and dwelling types with buffers. This land use pattern results

in longer distances between uses and requires the automobile for day-to-day functions. This place-type, however, has the greatest potential to become more walkable, bikeable, and inclusive by implementing several strategies. These strategies include extending streets to eliminate dead ends; constructing missing sidewalk segments; allowing for sensitive infill with additional dwelling types, and permitting accessory commercial uses that are residentially scaled, especially at busier street corners.

Defining Elements:

- » **Land Uses:** Mixed-density residential, parks, schools, home occupations, residentially scaled neighborhood businesses (accessory commercial uses). Public art in neighborhood parks. Duplexes on street corners and larger parcels.
- » **Development Scale:** Small to medium-sized buildings.
- » **Character:** One- and two-story buildings constructed with quality, enduring materials with a distinctive local design. Lots tend to be wide, uniform in shape with shallow depths which lend houses with strong horizontal lines. Homes typically have gentle roof pitches.
- » **Street Network:** Formal streets in a grid pattern with continuous sidewalks and on-street parking. Dead-end streets are to be connected, when possible, to help shorten trip lengths and diffuse traffic loads.

Suburban South Neighborhood



From the late 1960s to the end of the last century, much of Marquette's residential development occurred south of the bypass (US-41/M-28). This area has a classic suburban characteristic with low-density housing, curving, looping streets, and cul-de-sacs. The area is comprised mostly of single-story, detached dwellings with deep setbacks and large yards. The South Suburban Neighborhood Future Land Use Place Type will remain primarily residential comprised of single family detached dwellings with flexibility to permit incremental growth by allowing townhomes and slightly smaller lots and shallower yard setbacks to support opportunities for the addition of accessory dwelling units and home businesses.

Along the busier streets on the edges of the residential neighborhoods, small-scale commercial services are envisioned to allow residents the opportunity to obtain goods and services in nearby locations. Sidewalks, bus stops and bike lanes or trails are recommended for streets that carry heavier traffic loads.

Defining Elements:

- » **Land Uses:** Single-family detached houses, townhomes with opportunities for accessory dwellings and home occupations. Schools and parks. Duplexes that have the form and scale of a single-family detached dwelling. Small-scale, neighborhood-focused commercial uses are permitted at major streets intersections near residential neighborhoods.
- » **Development Scale:** Small to medium-sized buildings on generous-sized lots with a wide variability of shapes.
- » **Character:** One- and two-story detached buildings with varying roof pitches and housing styles. Buildings are built with quality, enduring materials with a distinctive local design. Landscaping tends to be less formal and more naturalistic.
- » **Street Network:** Formal streets in a grid pattern with informal with meandering streets with public walks and pathways. Parking is accommodated on private driveways. The five-lane highway (US41/M28) that bisects Shiras Hills is envisioned to have the existing center turn lane removed and replaced with a landscaped median to soften the impact on the residential area while also enhancing the entryway into Marquette. Breaks in the boulevard will permit left-hand turns at the three residential street intersections.

■ Downtown and East Side



The Downtown and East Side Place Type includes the downtown, an active waterfront, and the historic residential neighborhoods north of Washington Street and east of Seventh Street. This Place Type is envisioned to be the regional commercial, cultural and historic center of the Marquette area where major community events and celebrations occur. In this part of the community, a person can walk, bike, or ride transit to work and fulfill most shopping and recreation needs. Automobile use is accommodated but is not a necessity for many daily needs. The Downtown is supported through a network of interconnected, tree-lined streets with sidewalks and short commercial blocks with buildings nestled up to the sidewalks, making it conducive for destination walking and cycling. The residential buildings north of the downtown area and many of the buildings along the waterfront provide diverse housing types from duplexes to multistory apartment

buildings. These areas support public transit due to the compact development pattern. This is an area of the community where minimum off-street parking requirements should be further reduced or eliminated. The Downtown and East Side is also a prime area to expand “Missing Middle Housing” opportunities north and south of the commercial core with appropriate land development code amendments.

The Downtown and East Side can benefit the most by infilling the surface parking lots with multi-story mixed-use buildings placed up to the public walk and parking structures set behind buildings. One-story buildings and surface parking lots are generally discouraged since they will unnecessarily consume too much land area for an active, vibrant, and walkable downtown, and generate little, if any, to the City’s taxable value.

Defining Elements:

- » **Land Uses:** W Commercial, upper-story residential floors, public parks, cultural hubs, historic sites, public art, entertainment venues, civic spaces, institutional and parking structures. A wide variety of residential building types north of downtown, mixed with institutional uses. Lodging facilities are limited to Third Street and the downtown core south of Ridge Street. Public art in civic spaces and on public walks. Preservation of residential and commercial buildings.
- » **Development Scale:** Medium to large-sized buildings.
- » **Character:** The commercial core has multi-story mixed-use buildings, common sidewalks, and generous ground-floor shopfront windows. Vertically oriented windows on upper floors along the commercial streets. Buildings are constructed with quality, durable materials typically comprised of brick, stone, and iron. Historic buildings are celebrated as architectural treasures and new developments complement the historical ambiance and increase the visual vibrancy through artistic elements. The residential houses north and south of the commercial core are two to three stories in height and are scaled and positioned on the lot to reinforce the historic building patterns. Outdoor dining may be accommodated on the public sidewalks along streets, alleyways, and on building tops. Street furniture, light fixtures, and equipment are opportunities to incorporate functional art. A natural color palette of building facades with limited use of grays and whites. Prominent public building spaces are lit with indirect lighting to brighten up dark winter nights.
- » **Street Network:** Formal streetscapes with wide sidewalks, sheltered transit stops and on-street parking. Raised mid-block crosswalks. Compact urban blocks, midblock pedestrian crossings, and alleys with pedestrian scale lighting. Heated wide sidewalks on primary pedestrian routes. Lakeshore access to public parks and piers.



■ South Marquette Neighborhood



The South Marquette Place Type serves as the main entryway into the Marquette and for many travelers, it provides the first impression of Marquette. This place type is envisioned to have eclectic mix of housing types, small scaled commercial shops and light industrial uses.

Historically, the area served as a “working-class” neighborhood where residents were employed in manual labor and industrial jobs. Some of those industrial businesses constructed with brownish-red sandstone are still present and provide the area with an authentic Marquette feel. The hillsides rising 200 feet over the lake provide stunning views of Lake Superior along the east/west streets. Today, the neighborhood is going through a renaissance and has become a highly sought-after area to live in due to its proximity to Lake Superior and downtown.

The eastern portion of South Marquette exhibits a grid of small blocks but as one travels to the west of Altamont Street the blocks lengthen and the streets become disconnected. Some streets have sidewalks on both sides, but many streets in South

Marquette either have sidewalks only on one side or no sidewalks. Mesnard Street, which leads to Bothwell Junior High School, has a sidewalk only on the south side of the street. There are three parks in the area, Hurley Field, Giants Foot Park, and South Beach Park, which are attractive features. There is also a wide range of housing types, ranging from Victorian two-story duplexes, single-family ranches, and split-level houses to mobile homes. The area has some of the more affordable housing still available in Marquette. Division Street has a mix of service, contractor yards, light industry, and retail uses. US-41/M-28 has these uses plus restaurants and hotels.

Although the neighborhood is situated close to downtown and the waterfront, access is limited or difficult due to US-41 or topography that in some respects isolates South Marquette from the rest of the community. Champion and Altamont Streets bridge over the highway bypass to downtown but the other north/south neighborhood streets are truncated because of either the limited access highway or steep slopes. Walking or biking to the waterfront on the east side is also difficult because

of the five-lane highway with vehicles often traveling at speeds of 35 miles per hour or higher. There are limited walks along US-41/M-28 and only one marked crosswalk with pedestrian signals located at Genessee Street. Fortunately, there are measures that can be taken to improve access to downtown and the waterfront. Installation of sidewalks along both sides of the neighborhood streets is envisioned and key walking routes to downtown and the waterfront are intended to have wide walks, decorative pedestrian scale street lighting and landscaping. Sidewalks on both sides of South Front Street along with a refuge median, should be installed at intersections or mid-block with pedestrian-activated hawk signals. Taking advantage of the topography, a sky bridge at Craig Street scaling over the highway is proposed to provide inviting and safer access to the lakeshore and South Beach Park. The bridge will also serve as a southern gateway into Marquette and is envisioned to reflect the rich history and creative personality of Marquette.

To improve access downtown, bridge enhancements on Champion and Altamont Streets are sought with wider walks and decorative pedestrian-scaled lighting. Removing or replacing the unsightly wire cage material with a more attractive barrier on Champion and Altamont Streets bridges will also make walking in this area feel more inviting and safer and will enhance the views of Lake Superior. These bridges are also prime locations for the integration of public art and conscious site design.

Defining Elements:

- » **Land Uses:** Mixed-use along the highway and Division Street to Genessee Street. Public art at key locations. Mixed-density residential with a variety of building types ranging from single-family detached dwellings to multi-plexes, home occupations, parks, and schools.
- » **Development Scale:** Small to medium-sized buildings along residential streets and Division Street. Medium to larger buildings along the highway except in locations where lake views along the east-west street views would be interrupted.
- » **Character:** Division Street will have the look and feel of a village main street. Buildings are located close to the walks and parking is hidden behind the buildings or permitted on-street. The historic sandstone buildings are treated as treasures and provide guidance for new developments for scale and form. Buildings are constructed with quality, durable materials and have distinctive local designs that relate to the historic sandstone buildings. Canopy trees and gardens along the streets..
- » **Street Network:** Formal streets in a grid pattern with continuous sidewalks, canopy trees and on-street parking. Dead-end streets are to be connected, when possible, to help shorten trip lengths and diffuse traffic loads. Decorative, pedestrian-scaled street lighting.



Dead River Corridor



The Dead River Corridor Place Type flanks the northern edge of Marquette featuring the Dead River, dam impoundments, scenic waterfalls, fishing pier, parks and recreation trails including the northern part of the Noquemanon Trail Network. On the eastern end of the Dead River Corridor is the 40-acre Tourist Park which allows camping and hosts a major music fest each summer. This place-type is envisioned to remain a quality recreational area with limited areas developed for public utilities, civic uses, cottage industry and residences.

Marquette Board of Light and Power owns most of this area and has been generating hydroelectric power along the river on a 65-acre site since 1889. Per a Federal Energy Regulatory Commission mandate this property is required to open for public recreation and is heavily used by the community and includes the Kaufman Fields north of Hawley Street.

There is also a residential neighborhood, places of worship, and the Holy Cross cemetery interspersed along the south side of the river. Although the river runs clear, sedimentation is a concern along with elevated levels of nutrients and heavy metals. Mercury has been documented in fish. With the degraded water quality comes the opportunity to implement ecological restoration to improve the condition of the watershed and to preserve the Dead River Corridor's outstanding natural features. Green infrastructure strategies and an overlay zoning district are envisioned to preserve the watershed characteristics and optimize the use of the land to meet the needs of people and nature. The area also experienced severe flooding in 2023. Any new buildings or structures will need to avoid the flood hazard zone.

Defining Elements:

- » **Land Uses:** Utilities, offices, cottage industry, institutional, residential clusters, athletic fields, parks, and riparian wooded areas with trails with informal trailhead parking areas.
- » **Development Scale:** Small to medium-sized buildings.
- » **Character:** Buildings are built with quality, enduring materials with distinctive local designs reflecting their functionality.
- » **Street Network:** Curb-less streets with green infrastructure to manage stormwater. Recreational trails.

■ West Washington Street and West Baraga Avenue Belt



The West Washington Street and West Baraga Avenue Belt runs from Seventh Street west to the US-41/M-28 highway intersection. Positioned between these two streets is the Iron Ore Heritage Trail that provides great pedestrian and bicycle access to businesses and future housing along this corridor.

West Washington Street was part of the US-41 Business Route from 1964 to 2005. In 2005, the highway route was decommissioned and transferred to the city as a local street. Before the bypass opened in 1963, Front and Washington Streets were the highway route traversing the community. Today, West Washington Street remains an important commercial corridor and serves as the key entryway to downtown, from the west. This corridor is envisioned to support a wide spectrum of uses including multiple-family, commercial and light industrial. The mix of uses may occur horizontally in single-story buildings or vertically in multi-story mixed-use buildings.

With its high traffic volumes and narrow right-of-way, the corridor has its challenges, but it also presents opportunities for the growth of businesses and services that can benefit from the high traffic exposure. The central location of West Washington Street and West Baraga Avenue with a high concentration of jobs, including a regional hospital makes it a prime and convenient location for higher-density housing built in the form of multi-story apartments or within mixed-use buildings. To encourage walking to employment venues along the corridor, physical design standards should require sidewalks set back several feet from the street to provide space for a tree lawn planted with canopy trees. Parking is to be relegated to the rear of buildings unless it is physically impractical. In these cases, parking can be accommodated to the side of buildings but still behind the front façade of buildings on the parcel. The reduction or consolidation of driveways along the corridor is also envisioned to reduce conflict points with pedestrians while also helping enhance the

street's carrying capacity. Over time, the beltline is envisioned to become a key east/west transit spine which will allow over time, parking areas to be converted for businesses and places to live.

The changes discussed above can be accomplished by sharing driveways with adjacent businesses and building alleys or service drives where feasible. Additional right-of-way or easements will be necessary where the right-of-way is narrow. For those properties that participate in providing sidewalk easements or land for the construction of alleys and services drives, zoning incentives should be employed, resulting in a win-win for both the community and the private property owner.

The entire belt is envisioned to be intensely developed typically with multi-story buildings. The highest intensities are planned to be on the eastern portion of the corridor. Buildings are to be set next to or near the sidewalk to create a defined street wall and promote an attractive walking and transit friendly environment to access commerce, services, and shopping from residential areas. These buildings may contain a mix of street-level commercial and residential uses with residential and office uses on the upper floors. Colorful facades are envisioned to brighten up the dark cloudy days that often occur during the cooler seasons. A corridor sub-area plan is recommended to guide the redevelopment of this important community corridor.

Defining Elements:

- » **Land Uses:** A mix of commercial, institutional, multifamily residential, and cottage industries.
- » **Development Scale:** Medium to large buildings.
- » **Character:** Buildings are designed to allow uses to change over time. Street ground floor frontages shall encourage pedestrian activity with clearly identified entries. Buildings east of McClellan Avenue are envisioned to be two or more stories. Public Art integrated to increase visual vibrancy, special street lighting and street tree plantings.
- » **Street Network:** Formal streets with continuous walks and sheltered transit stops with an adjacent multi-use trail just south of West Washington Street. New north-south streets are envisioned to break up the long West Washington Street blocks to make walking routes more direct and help diffuse traffic loads. Access is from alleys or service drives. Independent driveways are discouraged and always break for public sidewalks. Any driveway must meet the side-yard setback requirements and be accessible to adjacent properties.

■ West Washington Street / Highway Node



The western gateway of Marquette is the West Washington Street and US-41/M-28 intersection, an expansive auto-oriented node comprised of a bundle of intersecting lanes and green and white freeway signs. Travel along this section of highway tends to be fast and drivers need to be on alert, or they will miss the route leading into the city center. The current intersection occupies an area equivalent to one city block and generates no tax revenues. A redesign of this node is envisioned with a land-efficient traditional urban T-intersection or a modern roundabout. By doing so, the excess lands can be landscaped and developed with new tax-producing buildings. The key function of this area is to serve as the western gateway for Marquette by making it a special node that inherently reflects the rich culture and history of

the community. The local streets in the vicinity are proposed to be extended to define city blocks that reflect the established historic pattern of Marquette. Gateway buildings are envisioned to be multi-story, mixed-use buildings as they will draw attention to motorists traveling down the highway flanked with ubiquitous one-story buildings. The highly trafficked intersection warrants high-level site design, where art, landscaping and decorative hardscape are integrated to provide a visual welcome to Marquette.

Defining Elements:

- » **Land Uses:** Commercial, institutional, and residential.
- » **Development Scale:** Medium to large-sized buildings.
- » **Character:** Gateway structures to contribute to wayfinding, multi-story buildings built with quality, enduring materials with a distinctive local design.
- » **Street Network:** Formal streetscape with colorful pavement, distinctive highway intersection with opportunities for sculpture. Extend minor streets to Washington Street to create shorter blocks and improve circulation. Highly visible crosswalks with median islands. Sheltered, barrier free transit stops incorporating raised platforms.

University / North Marquette



As the name implies the University/North Marquette Place Type covers the 357-acre main campus of Northern Michigan University (NMU) along with the adjacent former Upper Peninsula Health System Hospital on College Avenue. NMU, established in 1899, is among the largest employers in the Upper Peninsula, employing about 1,100 faculty and staff with a student population of over 7,000 students. Fifty-seven percent of the students commute to campus. This place-type is envisioned to remain the center for higher education, cultural and business resources, and athletics. Although the university is exempt from local zoning, a close, symbiotic relationship with the City will strengthen both entities when addressing housing, transportation, local economics, and sustainable practices.

The 2019 Campus Plan calls for a more pedestrian and bike-friendly campus by reconfiguring the streets and parking areas on the south side of campus. This would include potentially closing

Seventh Street and connecting Kaye Avenue to Fair Street. Parking areas on the interior of campus would be relocated to the perimeter. Bike and pedestrian trails would be constructed from the perimeter lots to the academic mall. A central walkway spine would connect the residence halls and apartments west of Lincoln Avenue to the academic mall. Eventually, the main walkway would be extended to the south and east to connect the academic mall to the recreation complex, Third Street businesses, and Lake Superior. Better connectivity with city streets will help to diffuse traffic and lessen congestion issues, especially after big events.

The economic and cultural impact of NMU on Marquette cannot be understated. NMU is recognized for regional and national leadership roles in rural economics and sustainable business education. The university is focused on providing skills that are critical to support the

economic growth of the region and state. The new performing arts project will create a vibrant learning and performing arts complex to serve as a new campus and community asset. The complex will be accessible and include a large theatre to support university and community productions of all kinds including plays, musicals, and events.

Northern Michigan University is one of the largest employers within the city. With the shortage of housing within the community, there is the opportunity to convert or replace the on-campus single family detached dwellings with duplexes or multi-plexes. The additional dwellings would help provide the campus with a better job to housing balance and offer convenient housing for NMU employees. In the northern part of the University/ North Marquette Place Type is a large, subsidized, apartment complex. With the severe shortage of lower rent housing the complex should be maintained for the foreseeable future.

The former hospital complex currently under demolition on College Avenue is situated next to residential neighborhoods, NMU, and the Third Street Business Corridor. Centrally located, this 23-acre site is prime for a mix of uses including much-needed housing for the community. With jobs and services nearby this will be a convenient place to live. Under the guidance of the Northern Michigan University Foundation, the site is proposed as a moderately intense mixed-use development with a variety of dwelling types ranging from townhouses to multi-level apartments. New travel corridors are

also envisioned to break up the superblock that was created when the hospital was developed. To address the nuances of integrating with the surrounding neighborhood's fabric, it is important to consider the uses, scale of buildings and placement of the structures. The redevelopment of this site will be transformational for the city. It presents a unique opportunity to link the NMU campus with the adjacent neighborhoods through the installation of pedestrian and vehicular connections.

Defining Elements:

- » **Land Uses:** Institutional, entertainment venues, residential, innovative industry, recreation, sports facilities, and public art at key campus entryways and along the central walkway.
- » **Development Scale:** Medium to large-sized buildings, structured parking.
- » **Character:** Buildings are built with quality, enduring materials with a distinctive local design. The use of colorful facades is envisioned to brighten up the winter cityscape and add interest.
- » **Street Network:** Formal campus drives with wide sidewalks and transit stops. Additional connections with city streets to break up large blocks, diffuse traffic loads, and shorten trip lengths. Perimeter campus parking lots.



■ Industry and Innovation



The Industry and Innovation Place Type is along the Dead River Basin in the northern part of Marquette. For decades, the land has been a location for rail and water transportation and for loading ore, coal, and aggregate. Until recently, a coal-fired powerplant sat next to the river basin generating not only electrical power but also more than 8% of tax revenues for the City. Coal plants were historically sited on lakes and rivers because of their massive water needs, and they have left legacies of pollution that must be cleaned up to protect public health. This area of the community is envisioned to remain an area reserved for industrial and supportive industrial uses.

Although the loss of the tax base for Marquette from the closure of the energy facility was significant both in terms of lost revenues and the loss of well-paid jobs, the removal of the power plant also presents an opportunity. This former coal plant site was hardwired into the energy grid, offering valuable infrastructure for renewable energy redevelopment. Building solar energy generation with battery storage on the part of the site that is tied to the energy grid would provide additional community value, including the creation of jobs and local tax revenue. Since the Industry and Innovation area is the only place in the region with a deep-water port, served by heavy rail, the area is also prime for new industrial and technology development that could productively

use the investment of this valuable infrastructure. In addition, there are opportunities south of the river basin and adjacent to the Northern Michigan University property for innovative industries that are likely to emerge as the country moves from petroleum-based energy to cleaner forms of power.

Although heavy industry was associated with water and air pollution in the past, today's environmental laws require industrial uses to meet clean water and air standards. There is also an opportunity to remediate the wetlands in the area harmed by previous uses. These areas can serve as environmental buffers for the adjacent land uses, and they can be remediated to become productive wildlife habitats once again as part of the redevelopment of the river basin. By reclaiming these sites for new tax-producing industrial properties, these new developments will also protect water resources, expand natural ecosystems, and spur recreational opportunities. Industrial jobs also help to diversify the local economy making it more resilient to downturns in the marketplace. Industrial zoning is recommended for this part of the community.

Defining Elements:

- » **Land Uses:** Industry, energy facilities, shipping and loading areas, integrated accessory dwellings remediated wetlands, and landscape buffers.
- » **Development Scale:** Medium to large buildings.
- » **Character:** Functional buildings constructed with enduring materials. Landscape buffers on the perimeter of the area to soften the visual and noise impact of industrial uses. Artifacts of the industrial past are preserved to help tell the story of Marquette's industrial past.
- » **Street Network:** Informal street network designed for large vehicles and heavy loads. Freight rail yard interconnections.

REDEVELOPMENT SITES

Several areas are targeted for transformative future land use changes. These redevelopment spaces build upon the guiding principles of the Community Master Plan by helping to contain outward development; curtailing the loss of natural areas; providing more housing opportunities and aiding job growth. Past projects in Marquette, notably Founders Landing, have shown the transformative nature of redevelopment projects can have on a community to meet community needs and tax base for community services. However, it is important to ensure redevelopment projects align with the community's vision and values.

In June of 2023, a series of redevelopment visioning sessions were held regarding key redevelopment sites in Marquette. The sites were preselected by the City of Marquette's Community Development Department and the Master Plan Consultant Team. Participants at the workshop were asked to use colored wooden blocks that corresponded to specific land uses to plan a future redevelopment concept for each site. The prime areas for a transformative redevelopment are the South Front Street Corridor, West Washington Street Corridor, North Lakeshore Boulevard, the 19-acre Tadych's Food/O'Dovero Drive site area and former Marquette Mall. Below is a summary of the key changes envisioned for these areas of the community.

South Front Street Corridor

This stretch of highway is the first impression of Marquette for people coming into town from the south. Today's one-story buildings with a wide variety of commercial and industrial uses are envisioned over time to be replaced with multi-story buildings shaped, oriented and positioned in a manner that will maintain broad lake views, especially at the ends of the east/west streets. In exchange for securing substantial open views of Lake Superior zoning incentives may be given to property owners.

This area will have a wide variety of commercial, social, and civic uses incorporated in multi-story buildings interspersed with landscaped view corridors oriented towards the lake. Buildings are envisioned to be placed close to the public sidewalks on both sides of South Front Street. Off-street parking will be relegated to the rear or side of buildings. Coordinated vehicle access is to come from existing, adjacent parallel streets or newly constructed alleys. Crosswalks are to be marked at every street intersection and bike lanes boldly painted on the highway. As an alternative to bike lanes, a grade separated multi-use path on the west side of the highway can be constructed, provided the highway is reduced to three lanes or additional right-of-way width can be secured. These physical changes will communicate to drivers Marquette is a pedestrian and bike friendly town.

A skybridge is envisioned to be constructed over the highway from Craig Street extended to the waterfront. This bridge will provide universal, unimpeded travel for pedestrians to Lake Superior from the historic South Marquette neighborhood and serve as gateway structure for the community. Green infrastructure and street trees will add beauty to the corridor while also helping to quiet and calm the traffic noise. If a future traffic study demonstrates the highway can be reduced from five to three lanes, a richly landscaped boulevard would be appropriate for this "Welcome to Marquette" entryway.



West Washington Street Corridor

West Washington Street is a major east/west corridor that serves as a key access route to the central business district. As such, it offers ample opportunity to extend commercial and mixed-use development beyond the central business district. The mix of uses may happen horizontally with a combination of single use building types or with the development of multi-story, mixed-use buildings. Density and intensity of developments generally increase as one approaches the central business district.

A broad variety of uses are appropriate and include the maintenance of existing parks, the development of multi-story residential buildings and commercial stores. Light industrial uses are also envisioned to be part of the mix of uses with west of the hospital along West Washington Street and West Baraga Avenue. Building intensity and residential density is envisioned to be moderate with higher intensities near downtown and at street intersections to help anchor the corners. High intensity residential, office, hotels and commercial services are also planned near the 222-bed regional medical center. Available housing near the hospital will assist with the recruitment of health care professionals while also helping to balance the vicinity's job/housing ratio, thereby lessening the amount of motor vehicle traffic generated by the medical center's large employment base.

West Washington Street future reconstruction projects will exemplify the standards for a complete street with ample provisions for transit, walking and bicycling. The character of the street will be a major determinant of the types of land use that will develop along the corridor. An aggressive five-lane street may be fine for auto-centric commercial uses, but to broaden the land use types, especially for residential uses, the street will need to be rebuilt with measures to limit vehicle speeds and provide attributes that are important to pedestrians and cyclists such as sidewalks, protected bike lanes and landscaping. To ensure carrying capacity of the street is maximized while making walking and bicycling safer, the design speed for the street should be set at 30 miles per hour. A roundabout envisioned at McClellan Avenue will also aid with traffic flow along this busy corridor. West Baraga Avenue is intended to be extended westerly to intersect with West Washington Street just east of Meeske Avenue. Properties with frontage on both West Washington Street and West Baraga shall access off-street parking from West Baraga Avenue. By prohibiting vehicle access directly from West Washington Street turning conflicts will be reduced and the carrying capacity of the primary street will be boosted.

Green infrastructure along the corridor is sought and can be accomplished when oversized parking lots are shrunk, making space for trees, rain gardens and infiltration beds. A formal rows of canopy trees is envisioned along both sides West Washington Street. The trees will add beauty to the street while providing shade and offering some protection for pedestrians. The trees will also help to sequester carbon emitted by internal combustion engines. If a future traffic study indicates a road diet is practical, then a landscape boulevard would be appropriate and can be accomplished within the existing right-of-way by eliminating and narrowing travel lanes. Transit investments in the corridor will also help to move the community towards a more efficient form of travel and further reduce the need for parking.

Images source: Congress of New Urbanism



North Lakeshore Boulevard

This prized area of Marquette is a popular destination for people walking, biking, and driving along the Lake Superior shoreline. The shoreline multi-use paved trail paralleling the street is popular with residents and visitors and sets the tone for this area to be pedestrian oriented. The waterfront side of Lakeshore Boulevard is primarily city parkland with few private residences. Over time, as residential properties come up for sale, they may be considered for purchase and converted for public recreational lands.

There will be a cost for the City of Marquette to purchase the property and to take tax generating properties off the tax roll, but it should be acknowledged the public waterfront contributes indirectly to the desirability and value of properties in the vicinity and community at large, thereby contributing to the overall tax base for the community.

The west side of North Lakeshore Boulevard includes various shops and services in an eclectic grouping of buildings. The scale and local character of these existing buildings provides a template for new development that will likely occur because of the corridor's desirable location. Buildings one to two stories are appropriate south of Fair Street. Regulations should be developed so building siting and orientation minimizes the loss of lake views.

Future developments on the west side of North Lakeshore Boulevard will primarily be residential with a mix of single family detached dwellings to moderately dense attached dwellings. Mixed-use buildings and smaller commercial shops are also envisioned primarily south of Fair Avenue and north of Wright Street. The large undeveloped parcels north of Fair Street may allow moderately sized two-story residential or mixed-use buildings and community gardens. Three-story buildings may be allowed provided broad lake views are dedicated and protected for the neighborhood to the west. To improve access from the residential area west of Presque Isle Avenue between Wright Street and Hawley Street, new east/west streets are envisioned to break up the super block to improve circulation and provide more direct, shorter access to the waterfront.

North Lakeshore Boulevard running near the shoreline of Lake Superior is a prime candidate for addressing stormwater with green infrastructure. Currently, a coastal restoration project for the recently relocated street is underway with the final stage starting soon. The native plantings of trees and shrubs and dune grass will add beauty to the coastline and help the area become more resilient to the changing lake levels and the predicted increase in the severity of storms. To keep this corridor scenic and quiet from traffic noise, traffic calming measures should be incorporated with any street section reconstruction projects to assist in keeping travel speeds at 25 miles per hour or less. The section of North Lakeshore Boulevard north of Pine Street has sufficient space to create a true boulevard with native plantings in the median.



Tadych's Food/O'Dovero Drive Site Area

Located on the south side US-41/M-28 along the west side of McClellan Avenue is Tadych's Grocery and a disconnected grouping of several smaller commercial buildings. The area's dominant feature is the large, underused parking lot. With the infrastructure already in place and a regional trail just steps away this private sprawling development area is a solid candidate for a walkable, compact mixed-use center.

The City is encouraged to explore the concept of creating a mixed-use center with the private property owners. Creating a mixed-use district or permitting through a planned unit development process are two options for advancing a mixed use, village center form of development. The grocery store can serve as an anchor for a mixed-use development with moderate density housing occurring above the commercial shops or in apartments and townhomes. The general layout of the area will incorporate several minor streets to form urban blocks much like one would find in the historic core of Marquette.

These new streets will be fronted with two to three-story buildings and parking will be placed internally behind buildings on each block. A community square or village green would be the central focus of the mixed-use center surrounded by shops, services, and restaurants. A heavily landscaped buffer is envisioned to be planted on the northern section of the property to help soften the noise and view of the highway. To help connect this part of town with the neighborhoods north of the highway, reconstructing the McClellan Street intersection with US41/M28 is sought with an urban type of intersection. A pedestrian tunnel under the highway will help to provide a safe connection to the Iron Ore Heritage Trail and the businesses and neighborhoods to the north.



Placeholder photo. Example of multiple, mixed-use buildings lining small urban blocks.

Former Marquette Mall

The area surrounding the former Marquette Mall is the first impression for people arriving from the west along US-41/M-28 at the Wilson Street intersection. The site was home to a regional shopping mall which has now been mostly demolished aside from two buildings occupied with a thrift store and a fast-food restaurant. Recently, a free-standing building has been constructed housing an auto parts store. Businesses in this area of the city have been developed independently and have poor connectivity making walking, biking, and driving between them challenging. The dominant feature remaining on this private site is the expansive parking lot fronting the highway with posted speeds of 45 mph.



The former mall area is adjacent to residential neighborhoods to the west and south. A hotel sits to the east and north, across the highway to the north is a strip of commercial businesses that abuts against a residential neighborhood. Although these businesses and homes are just across the highway there are no feasible or safe ways to cross the highway on foot or bicycle. The residential streets to the south and west do not connect. The site mostly sits isolated from the rest of the community.

Although the area has challenges for redevelopment, the high exposure along the highway and situated within a few miles of thousands of jobs makes this site attractive for a mix of commercial and residential uses. To take advantage of the highway exposure, commercial uses are most appropriate next to the highway. The commercial buildings will also offer some noise protection for more noise sensitive uses such as residential. Moderate to high density housing is envisioned to sit further back from the highway and will front on several minor streets forming blocks and graced with street trees. These streets are intended to be connected to Wilson Street on the east and Brookton Road to the west. Parking is envisioned to set behind the buildings internally on the newly formed blocks. Taller buildings with higher residential densities and are appropriate for this area. The dwellings on the upper floors will garner Lake Superior views. A town green in the center of the redevelopment will help to provide a sense of community. A transit stop and a multi-use path connection to the Iron Ore Heritage Trail will help to integrate the mixed-use center with the rest of Marquette. Mixed use zoning or a Planned Unit Development are two possible processes to advance these ideas if the property owners are interested in pursuing such a project.

Placeholder photo. Former mall in (Mashpee Commons), Mashpee, Massachusetts renovated as a mixed-use center.

ZONING PLAN

Place Type	Description	Uses	Applicable Zoning Districts	Description of Revisions
Recreation Corridor	Supports the longtime established community goal of having visual and physical access to Lake Superior for the enjoyment of residents and visitors	Parks, wooded natural areas with sandy beaches and rocky shorelines, public art, especially functional art for park equipment, water dependent-public utilities, recreational and institutional buildings, limited parking areas, and non-motorized multi-use trails.	Conservation and Recreation, Civic, Municipal	Amendment to create a scenic overlay district along North Lakeshore Blvd. Overlay addresses special requirements for view/access corridors, landscaping, stormwater and building setbacks and orientation.
Forested Suburban	Provides rural character living and recreational resources for outdoor sports including skiing, hiking and golf.	Woodlands, clustered residential, home occupations, recreational trails, golf courses, ski resort, rustic trailhead parking areas.	Conservation and Recreation, Civic, Municipal, Low Density Residential	Amendment to LDR district to create development incentives (density bonuses) for conservation open space development.
West Marquette Neighborhood	Developed post-World War II with a residential land use pattern largely dependent on the automobile, continues to provide stable housing with opportunities for additional dwelling types that are in character with the existing dwellings.	Mixed-density residential, parks, schools, home occupations, residentially scaled neighborhood businesses (accessory commercial uses). Public art in neighborhood parks. Duplexes on street corners and larger parcels.	Medium Density Residential, Mixed-Use, Multiple Family Residential, Civic, Conservation and Recreation, General Commercial	Amendment to allow group day care facilities by right; duplexes by right on corner and larger parcels with a condition a duplex must appear as single-family detached dwelling; Allow triplexes by special land use approval, allow accessory commercial units (up to one outside employee) by right.
Suburban South Marquette	Classic suburban characteristic with low-density housing, curving, looping streets, and cul-de-sacs, remain primarily residential comprised of single family detached dwellings with flexibility to permit incremental growth	Single-family detached houses, townhomes with opportunities for accessory dwellings and home occupations. Schools and parks. Duplexes that have the form and scale of a single-family detached dwelling. Small-scale neighborhood-focused commercial uses are permitted at entryway intersections for the neighborhood.	Low Density Residential, Medium Density Residential, Multiple Family Residential, Civic, Conservation and Recreation, Mobile Home Park, General Commercial	Amendment to allow group day care facilities by right; duplexes by right on corner and larger parcels with form-based standards; allow accessory business units (up to one outside employee) by right; allow multifamily and cottage courtyard dwellings in Mobile Home Park zone. Create a neighborhood commercial zone for small-scale commercial uses at entryways to residential neighborhoods.

ZONING PLAN

Place Type	Description	Uses	Applicable Zoning Districts	Description of Revisions
Downtown and East Side	Downtown, an active waterfront, and the historic residential neighborhoods on and north of West Bluff Street and east of Seventh Street, serves as the regional commercial and cultural center of the Marquette area where the major community events and celebrations occur.	Commercial, upper-story residential floors, entertainment venues, civic spaces, institutional and parking structures. A wide variety of residential building types north of downtown, mixed with institutional uses. Lodging facilities are limited to Third Street and the downtown core south of Ridge Street. Public art in civic spaces and on public walks.	Medium Density Residential, Central Business District, Third Street Corridor, Downtown Marquette Waterfront, Mixed-Use, Civic, Municipal, Conservation and Recreation	Amendments to require Special Use Permit for all new or expanded private surface parking lots in the CBD zone; eliminate off-street parking requirements for all uses; develop form-based standards for the CBD zone; require buildings to be at least 2 stories in height, require building exterior siding be made of durable materials such as stone, brick, iron or painted wood.
South Marquette	An eclectic mix of housing types, small scaled commercial shops and light industrial uses	Mixed-use along the highway and Division Street to Genessee Street with commercial and light industrial. Public art at key intersections. Mixed-density residential with a variety of building types ranging from single-family detached dwellings to multi-plexes, home occupations, parks, and schools.	General Commercial, Industrial/ Manufacturing, Mixed-Use, Medium Density Residential, Municipal, Conservation and Recreation	Amendments to allow duplexes in the Medium Density Residential zone; provide zoning incentives along US41/ M28 (South Front Street) if view corridors of Lake Superior are enhanced and protected. Allow childcare facilities by right in the Medium Density Residential and General Commercial Districts.
Dead River Corridor	Remain a quality recreational area with limited areas developed for public utilities, civic uses, cottage industry and residences	Utilities, offices, cottage industry, institutional, residential clusters, athletic fields, parks, and riparian wooded areas with trails with informal trailhead parking areas.	Board of Light and Power, Conservation and Recreation, Medium Density Residential Industrial/ Manufacturing, Civic, Municipal	Amendments to: Require green infrastructure for properties close to Dead River.
West Washington Street / West Baraga Street Belt	The belt supports a wide array of uses including multiple family, commercial and light industrial. The mix of uses may occur horizontally in single-story buildings or vertically in multi-story mixed-use buildings	A mix of commercial, light industrial institutional, multifamily residential, and cottage industries, public art	General Commercial, Mixed-Use, Multiple Family Residential, Civic, Municipal, Regional Commercial, Industrial/ Manufacturing	Amendments to: Develop a regulatory plan to address street character, access management, parking location requirements, building placement and form; allow residential and light industrial uses by right in the commercial districts.

ZONING PLAN

Place Type	Description	Uses	Applicable Zoning Districts	Description of Revisions
West Washington Street/ Highway Node	Serve as the western gateway for Marquette by making it a special node that inherently reflects the rich culture and history of the community	Monumental public art, commercial, institutional and residential	General Commercial, Mixed-Use, Multiple Family Residential, Civic, Municipal, Regional Commercial	Amendment to: Require gateway buildings to be at least two stories in height, develop form-based standards for gateway buildings.
University-North Marquette	Serves as the center for higher education, cultural and business resources and athletics	Institutional, entertainment venues, residential, innovative industry, recreation, sports facilities, and public art at key campus entryways and along the central walkway.	Civic, Conservation and Recreation, Medium Density Residential, Mixed-Use, Industrial/Manufacturing Third Street Corridor	Work with Northern Michigan University on development sites that reflect the spirit of the Community Master Plan.
Industry and Innovation	Located along the Dead River Basin in the northern part of Marquette, remain an area reserved for industrial and supportive industrial uses	Industry, energy facilities, shipping and loading areas, remediated wetlands, and landscape buffers.	Industrial/Manufacturing	Amendments to: Require green infrastructure treatments for properties adjacent to Dead River.



Image Credit: Marquette DDA



Image Credit: Marquette DDA



Image Credit: Marquette DDA

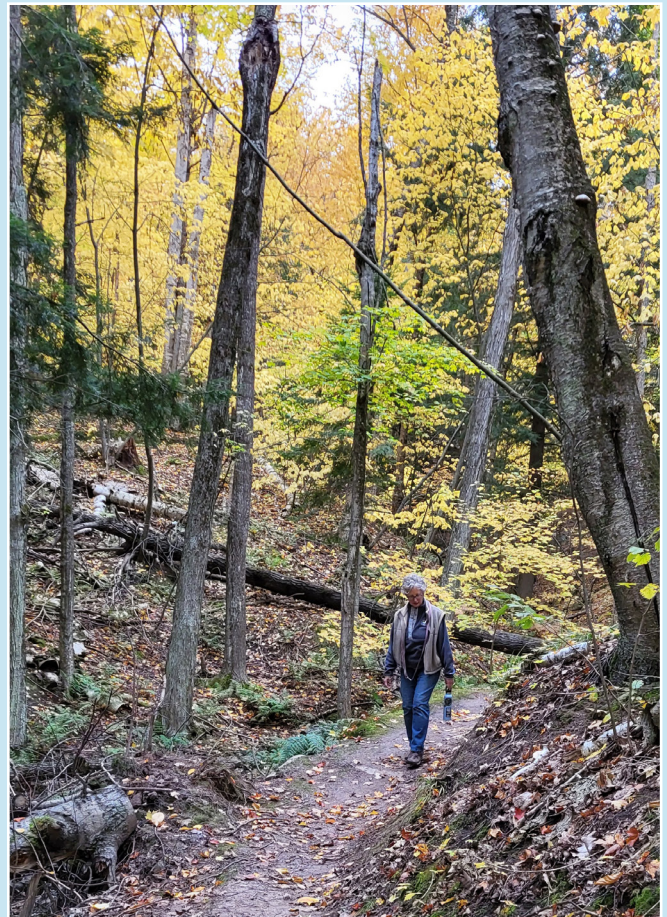


Image Credit: Dave Stensaas

03



Action Plan



The Action Plan is the culmination of all the research, community input, and recommendations of the Marquette Community Master Plan. It focuses on actions that the City may achieve over the next five years to fulfill the goals and objectives of the Master Plan. Each action in the following tables is tied to a guiding principle (see list below) of the Community Master Plan and has an associated timeframe. The Planning Commission, city staff, and other elected and appointed officials should use the Action Plan to inform their decision making and their work over the next five years. The City should review the Action Plan five years from the adoption of the Community Master Plan and revise as needed.

Guiding Principles

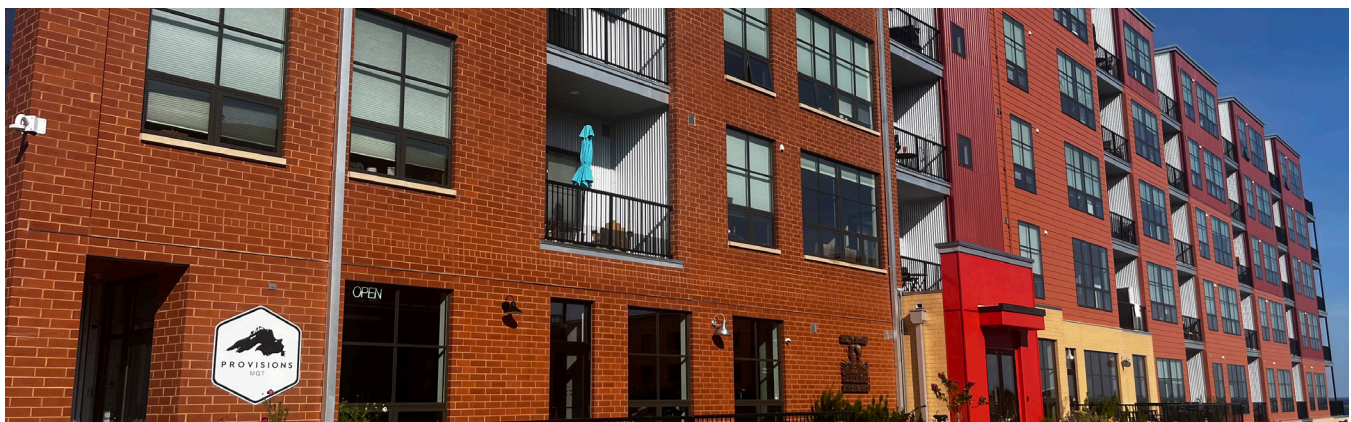
- A. Steward and cherish our natural assets.
- B. Encourage quality housing, at multiple price points, and in locations with access to nonmotorized and public transportation.
- C. Preserve our entire history.
- D. Encourage development and vibrancy in our commercial districts and corridors.
- E. Create safe and enjoyable transportation and recreation options year-round.
- F. Maintain and connect our neighborhoods.

ENVIRONMENTAL RESILIENCY

Action	Guiding Principle(s)	Timeframe
Before developing projects or programs consult the “Resiliency Assessment” to assess local vulnerabilities and identify opportunities to build a more resilient community.	A, C, E, F	Continuous
Continue to support inter-jurisdiction efforts of the Marquette County Climate Adaptation Taskforce.	A	Continuous
Begin to work on a Climate Action Plan that incorporates a clear timeline, assigned responsibilities and performance metrics to track progress.	A	1 -3 Years
Continue to work with regional partners to restore wetland and shoreland ecosystems.	A, C	Continuous
Continue to enforce landscape requirements and incentivize additional natural treatments by reducing stormwater utility fees to keep the city green and vegetative to reduce the urban heat island effect.	A, D	Continuous
Continue to work with partners, such as the Superior Watershed Partnership, to restore the coastline.	A, C	Continuous
Integrate coastal resilient design solutions into the Presque Isle Marina.	A	3 – 5 Years
Pursue the former WE Energy Plant as a coastal redevelopment site and integrate resilient design solutions.	A, D	3 – 5 Years
Pursue the former Shiras Steam Plant as a coastal redevelopment site and integrate resilient design solutions.	A, D	3 – 5 Years
Adopt increased zoning setback regulations for structures on coastal properties.	A, C	1 – 3 Years

HOUSING OPPORTUNITIES

Action	Guiding Principle(s)	Timeframe
Involve community members in a housing development process and regularly report progress made to address housing shortfalls.	B, D, F	Continuous
Promote sites identified as redevelopment areas, particularly West Washington Street, Tadych's Grocery/O'Dovero site and the former Marquette Mall site.	B, D	2 - 4 Years
Based on the differing needs of residents, determine the housing typologies that would best serve the community.	B, D, F	2 - 4 Years
Make practical and effective use of the "Guide to Housing Action Planning" and the new State passed housing incentives when addressing housing shortages.	B, D, F	Continuous
Modify the definition of "Family" to allow a higher number of unrelated individuals to live together as a housekeeping unit.	D, E	< 1 Year
Add definitions and standards for triplexes and quadplexes into the zoning ordinance.	D, E	< 1 Year
Reduce the lot widths and area requirements for duplexes to match the lot requirements for single family homes.	D, E	< 1 Year
Allow for a variety of residential typologies in Mobile Home Park district in the event a State of Michigan regulated mobile home park is no longer in operation. Allow home offices, and home occupations as an accessory use in the MHP District.	D, E	3 - 5 Years
Adjust the lot requirements for triplexes and fourplexes to match the requirements for a single family detached dwellings all the residential zoning districts.	D, E	1 - 2 Years
Complete the process to allow less restrictive setbacks between buildings in the Multi-family District to allow additional housing.	D, E	< 1 Year
Consider an amendment to reduce the cap of 250 short-term rentals allowed within the city.	D, E	1 - 2 Years
Leverage the connection between the City Brownfield Redevelopment Authority and the County Land Bank to achieve its housing goals.	B, D	Continuous
Work with partners to evaluate the feasibility of a Community Land Trust to create affordable housing opportunities.	B, D, F	1 -3 Years
Consider allowing multiple homes on larger lots.	B, F	3 - 5 Years



LAND USE MODIFICATIONS

Action	Guiding Principle(s)	Timeframe
Reduce minimum off-street parking space requirements.	B, E, F	1 – 3 Years
Enact zoning amendments to allow Group Day Care homes “by right” in all residential and commercial and mixed-use districts and Childcare Centers “by right” in the Central Business District.	D	<1 Year
Allow for a greater mix of uses within the zoning districts so goods and services can be closer to where people live.	D, F	2 - 3 Years
Allow small-scale commercial shops and services with form-based standards within residential zones.	D, F	2 - 3 Years
Allow light industrial uses in the General Commercial and Regional Commercial Uses by right.	C	2 - 4 Years
Eliminate side yard setbacks for all commercial zones to allow for party wall construction.	C, F	1 - 3 Years
Consider adding Form-based standards to regulate the entire Central Business District with special attention to build-to-lines, transparency requirements, general façade guidelines, and main entrance location.	B, C, F	2 - 4 Years
Create a new Mixed-Use Zoning District or use the existing Planned Unit Development (PUD) process to accommodate transformational mixed-use districts for the Tadych’s Foods/O’Dovero and the former Marquette Mall sites.	C, D, E	1-3 Years
Consider “modified” skyline regulations to preserve views of Lake Superior from prominent vistas in the city.	A, D, F	2- 4 Years

CAPITAL INVESTMENTS AND FISCAL PLANNING

Action	Guiding Principle(s)	Timeframe
Develop an Asset Management Road Map to establish initiatives needed to implement short-, mid- and long-term goals to more efficiently maintain and develop municipal assets according to service delivery goals.	A, B, C, D, F	3 - 5 years
Research all revenue opportunities including a local income tax, road millage and regional tax base sharing to help fund City services and capital projects.	B, C, D, E, F	Continuous
Support emerging economic development activities such as recreation innovation with Michigan Economic Development Corporation to expand operations and living wage employment.	B, C, D, E, F	Continuous
Promote the alignment of a healthy relationship between the tourist economy and residents to ensure the cost burden to host visitors and tourists does not fall solely on locals.	B, C, D, E, F	Continuous
Explore assessments for special services/improvements and payment in lieu of taxes for tax-exempt properties. Consider decommissioning or selling public lands that have little public use or value to place the property on the tax roll.	B, C, D, E, F	1 -3 years

MOBILITY AND PARKING

Action	Guiding Principle(s)	Timeframe
Review the 2011 Complete Streets Policy for updates.	A, E	Continuous
Conduct street design studies where pedestrian crossings are difficult and where there is a high concentration of crashes.	E, F	1 – 3 Years
Install radiant sidewalk heating where feasible and encourage private developers to install heated walks, especially at entrances.	E, F	Continuous
Provide informational materials regarding resident responsibilities for winter sidewalk maintenance.	E, F	Continuous
Require all newly constructed parking lots to be set behind or to the side of buildings to enhance pedestrian connectivity.	C, F	1-3 Years
Consider prohibiting drive-through establishments in the CBD. Either ban future drive-throughs or allow this use only by Special Land Use Permit.	C, F	2 - 4 Years
On existing overly wide streets, consider angle parking to provide additional parking to reduce the pressure to build more off-street parking lots.	C, F	Continuous
Expand wayfinding signs along non-motorized pathways and local streets.	A, E, F	Continuous
Work with private developers and landowners to dedicate portions of their properties as access easements for trails and pathways.	A, C, E, F	Continuous
Implement pilot plowing and snow plowing strategies in targeted areas of the city.	E, F	1 – 3 Years
Review the downtown parking demand study to identify underutilized surface parking lots that can be transformed into building sites. Reduce or eliminate parking space minimums for downtown residential dwellings and in places where walking to goods and services is convenient and inviting.	D, E, F	3 -5 Years
Continue to work with MarqTran to implement an intercity transit route.	A, D, E, F	Continuous
Investigate the feasibility of establishing a snowmobile trailhead near US-41/M-28 and Washington St by coordinating services with MarqTran.	A, D, E	3 – 5 years
Continue to advocate for additional flights and improvements at Marquette Sawyer Regional Airport.	E	Continuous
Designate critical pedestrian areas that should receive priority for clearing snow from sidewalks and walkways.	E, F	1 – 3 Years
Develop a sidewalk ordinance that makes abutting property owners responsible of clearing snow from sidewalks and keeping the sidewalk clear from obstructing vegetation, debris and parked vehicles.	E, F	2 -4 Years
Ensure that transition areas such as corner sidewalk ramps and fixed bus stop stops are properly plowed to ensure pedestrian safety, as these areas are often a collecting point for large mounds of icy snow due to street plowing.	E, F	Continuous

Sources

- 1 "Sign Unveiled for Indigenous Peoples' Day". Northern Today. October 11, 2021. Retrieved May 10, 2023.
- 2 Bogue, Margaret Beattie (2007). *Around the Shores of Lake Superior: A Guide to Historic Sites*. Madison: University of Wisconsin Press. pp. 237–39. ISBN 978-0-299-22174-4.
- 3 City of Marquette, History, <https://www.marquettemi.gov/commission/history/>
- 4 Fox News UP, Northern Michigan University and Michigan Tech University Review Fall Enrollment, 2021, <https://www.uppermichiganssource.com/2022/09/22/northern-michigan-university-michigan-tech-university-review-fall-enrollment/>