

# Downtown Marquette Waterfront Form-Based Code

Presentation  
MML Region 7  
June 2009

# From the 2004 Marquette Community Master Plan

## Our Vision:

- “Marquette—The premier livable/walkable winter city in North America”

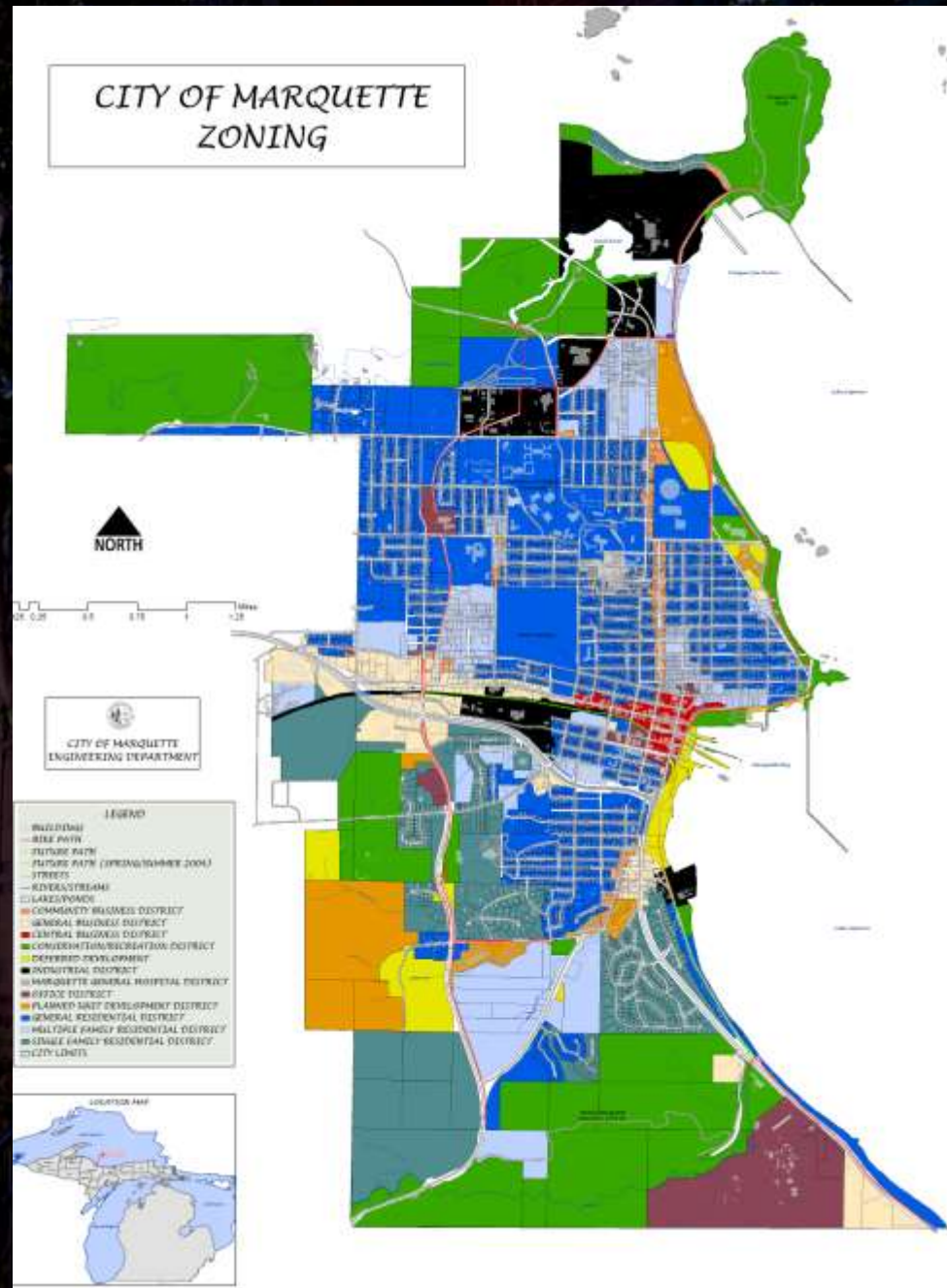
## Our Goals:

- Create and preserve viable, livable neighborhoods
- Develop an historic and diverse downtown
- Create an efficient, functional, and connected transportation system
- Make Marquette a walkable community
- Foster economic diversity, and a family sustainable workplace
- Promote Marquette’s all-season quality of life as a premier Winter City
- Protect Marquette’s natural resources

# Current Zoning in Marquette

## LEGEND

- BUILDINGS
- BIKE PATH
- FUTURE PATH
- FUTURE PATH
- STREETS
- RIVERS/STREAMS
- LAKES/PONDS
- COMMUNITY BUSINESS DISTRICT
- GENERAL BUSINESS DISTRICT
- CENTRAL BUSINESS DISTRICT
- CONSERVATION/RECREATION DISTRICT
- DEFERRED DEVELOPMENT
- INDUSTRIAL DISTRICT
- MARQUETTE GENERAL HOSPITAL DISTRICT
- OFFICE DISTRICT
- PLANNED UNIT DEVELOPMENT DISTRICT
- GENERAL RESIDENTIAL DISTRICT
- MULTIPLE FAMILY RESIDENTIAL DISTRICT
- SINGLE FAMILY RESIDENTIAL DISTRICT
- CITY LIMITS



No lack of effort,  
or regulation...

# But this is what happens with traditional zoning





**Is this livable, walkable, or vibrant?**



# Project History

2006—Marquette submitted a grant application and won a national competition to participate in a pilot project

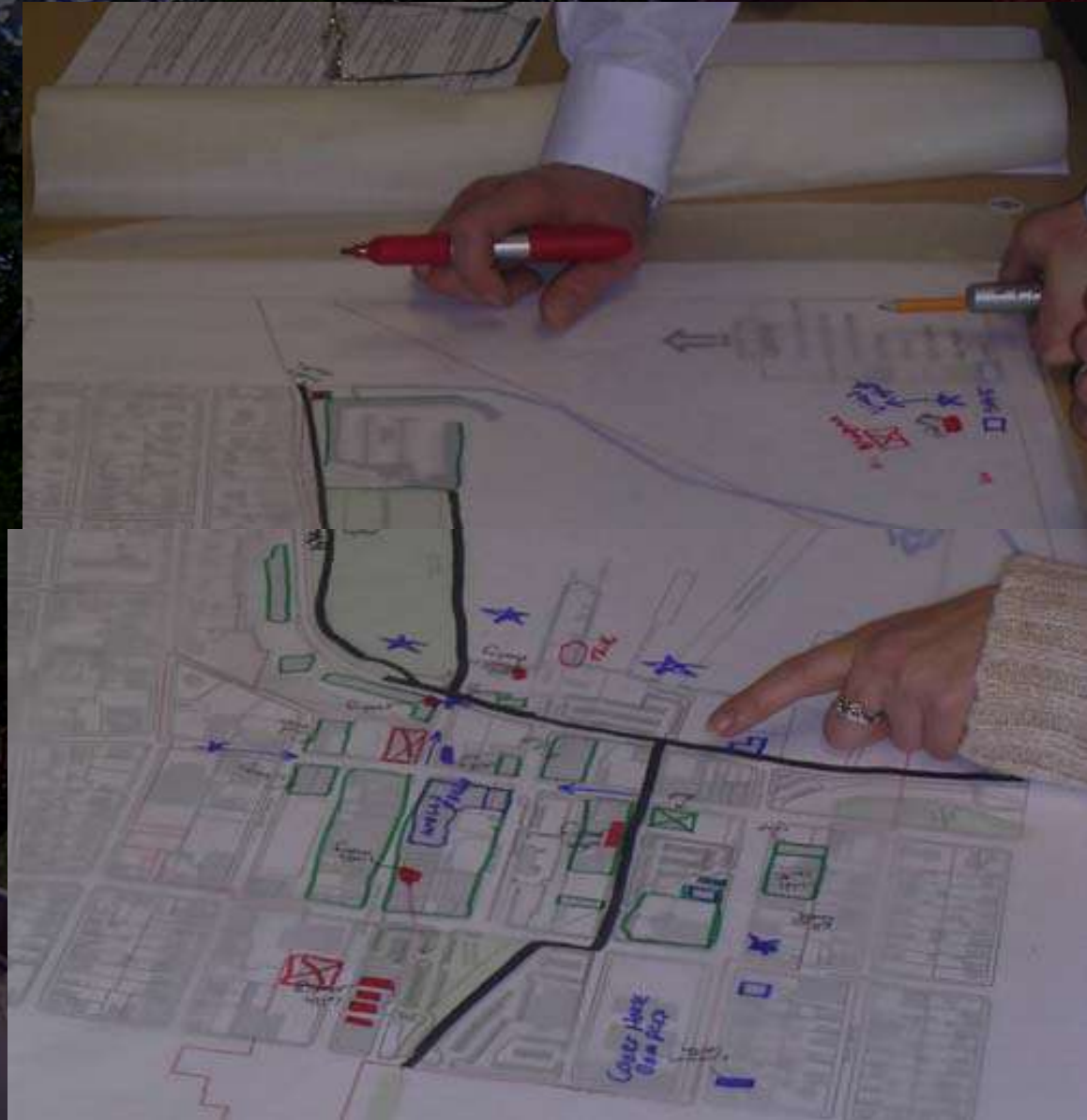
Funded by:

U.S. EPA  
MI Coastal Zone Management  
MI Sea Grant

Planning assistance received from:

Ferrell-Madden Associates  
EPA Smart Growth Office

# Public Workshop: December 2006



# Public Workshop: December 2006

**ONE WORD** that comes to mind about  
the downtown Marquette lakefront area:

NOW: UNDERUTILIZED

IN THE FUTURE:

VIBRANT  
(*in my vision*)

# Public Workshop: December 2006

## The Big Ideas

- *connect downtown and waterfront with paths and views*
- *maintain a working waterfront*
- *provide public access to the water*
- *preserve and increase the greenery in the district*
- *create walkable streets – improve pedestrian connections*
- *encourage a mix of uses*
- *control the scale & fit of new development*
- *use variety of traditional downtown building materials*
- *reconfigure parking*

# The Ideas Begin to Take Form



# The Ideas Begin to Take Form



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# The Ideas Begin to Take Form



# Form-Based Code

- Designed with physical “place” in mind
- **Careful yet clear controls on building form**
- **Broad parameters on building use**
- Create a predictable public realm
- “Design is more important than use”
  - allows more options for use
- Relevant to 2004 Master Plan
  - promotes “Mixed Use”
- Not a new tool
  - precedes Euclidian (traditional) zoning

# Consultant Approach

Marquette asked for help from national experts  
on alternative development regulations

(EPA Smart Growth/Ferrell-Madden)

They understand Form-Based Codes

We understand Marquette

They gave options which were refined for our  
climate and other factors

# Overview of the Downtown Marquette Waterfront Form-Based Code

Form-Based Code has four elements:

Guiding Principles

Regulating Plan

Building Form Standards

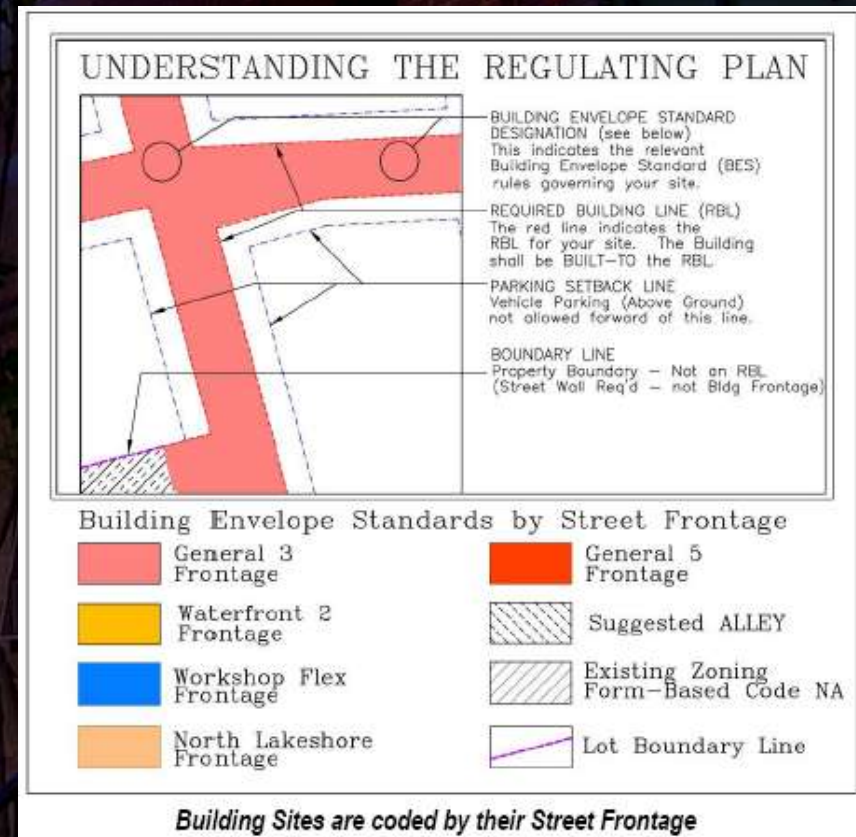
Street-space Sections

# Guiding Principles (Element 1)

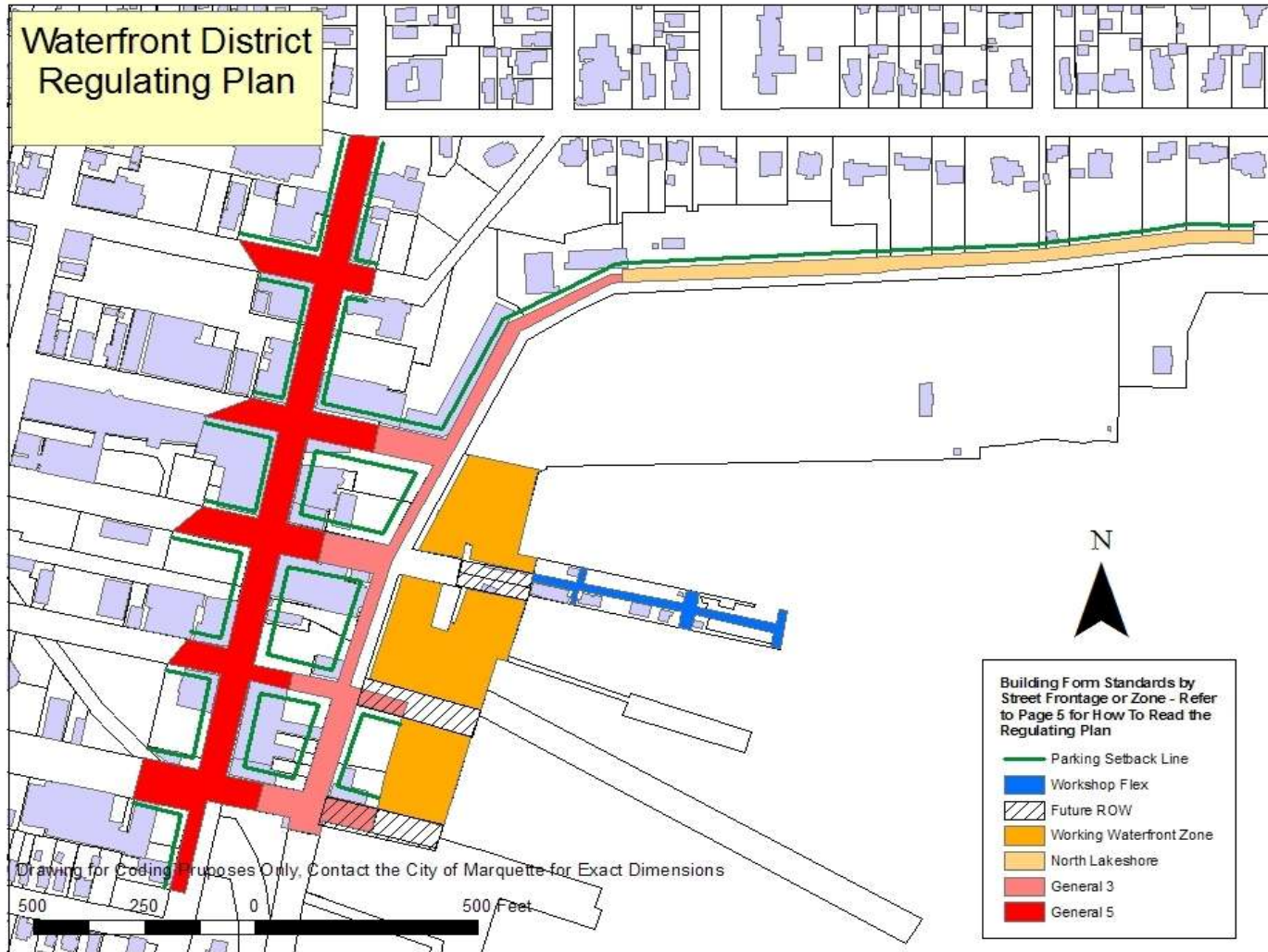
- Buildings are aligned and close to the street
- Buildings form the space of the street—the public “room”
- The street is a coherent space, with consistent building forms on both sides
- Buildings oversee the street-space with active fronts
- Property lines are physically defined by buildings, walls, or fences
- Buildings are designed for towns and cities (ie, “urban”)
- Vehicle storage, garbage, and mechanical equipment are kept away from the street-space
- Every project enhances the connection of Downtown public space to Lake Superior

# Regulating Plan (Element 2)

- The Regulating Plan is the coding key for the Form-Based Code
- Acts as a public space Master Plan for the area and defines area boundaries



# Regulating Plan (Element 2)



# Building Form Standards (Element 3)

- The Building Form Standards (BFS) establish basic parameters that govern building form

Building placement and height

Façade

Parking & garages

Street walls and building projections

Roofs

Wide range of uses



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# Workshop Flex



# Street-space Principles (Element 4)


Streets are a city's first and foremost public spaces and should therefore be just as carefully designed and planned for as any park or public building

The Street-spaces includes the entire public domain between the building facades

Sidewalks

Trees and Planters

Curbs and Street Widths



"First, we shape the buildings...  
afterward, the buildings shape us"

~ *Winston Churchill*

A photograph of a brick building with a red door and a person walking on a sidewalk. The image is dimly lit, possibly at dusk or dawn. The building is made of red brick and has a red door with a small window above it. A person is walking on the sidewalk to the left. The word "Questions?" is overlaid in red text in the center of the image.

Questions?