VISION & PRINCIPLES

In order to establish a framework for the more detailed maps and recommendations included in this study, the following vision statement and guiding principles were developed and reviewed with the general public at the first public meetings. They were intended to be broad yet address the key issues facing the region. Upon their acceptance, they were used to guide the more detailed planning and were used as a litmus test when determining the effectiveness of the specific recommendations in this plan. They should also be used to ensure that the spirit and intent of this plan is preserved as it is implemented over time.

3. Bridge the Gaps
- Span Physical, Political & Trust Gaps
- Create National Lakeshore Communities
- Leverage Existing Assets/Resources/Initiatives
- Overcome Regulatory Hurdles
- Blur the Edges

4. Preserve, Protect & Enhance Environmental Systems
- Lake Michigan Frontage, Stream & River Corridors
- Dune & Swale Complexes
- Remnant Natural Areas on Industrial Lands
- Watersheds & Viewsheds

5. Protect & Cherish Our Drinking Water
- Recognize the value of Lake Michigan as the region’s drinking water source

6. Formulate an Effective Management & Funding Strategy
- Inter-Governmental Cooperation
- Direct Lakefront Revenues to Lakefront Improvements
- Adopt Development Standards in Cities’ Ordinances
- Public-Private Partnerships

The Vision
Create a Livable Lakefront
- Live, Work, Play & Stay
- Environmental, Economic & Social Sustainability
- Mixed Uses/New Uses
- Think & Act Strategically: Be Pro-active

The Principles
1. Showcase Our Heritage
- Industrial
- Natural
- Community & People
- Tourism

2. Redefine the Edges
- Increased Recreation, Circulation & Population
- An Accessible Lakefront (Public/Multi-Modal)
- Mixed Use (Including New Job/Investment Centers)