

City of Marquette  
Third Street Corridor Sustainable Development Plan



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City of Marquette &  
Marquette Downtown Development Authority

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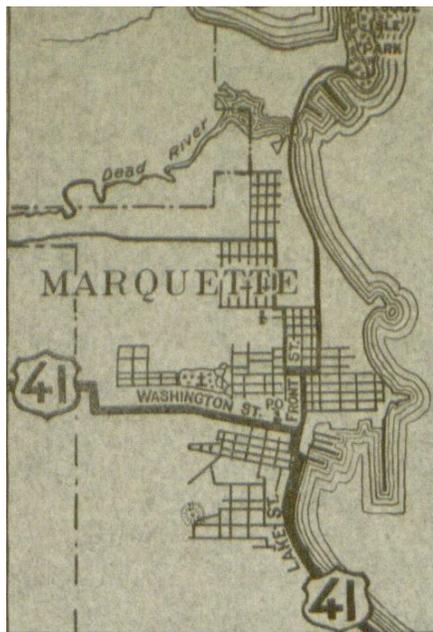
**Draft 5.0**



<b>A</b>	INTRODUCTION
<b>B</b>	PROCESS
<b>C</b>	VISION
<b>D</b>	ACTION
<b>E</b>	FORM-BASED CODE



*Historic Aerial of Third Street Corridor shows the clear rural to urban transect that can be protected and enhanced by a new Form-Based Code.*



*This 1927 map of Marquette clearly shows compact neighborhoods around a central downtown, as well as the importance of the Third Street Corridor*

# INTRODUCTION







## WHY PLAN THIRD STREET?

The *Third Street Corridor Sustainable Development Plan* will enhance and support Placemaking efforts for the creation of a vibrant, resilient, mixed-use corridor that links downtown Marquette with Northern Michigan University and surrounding neighborhoods.

The goals for Third Street Corridor Sustainable Development Plan Project are:

*Provide more Transportation Choices*

*Promote Equitable, Affordable Housing*

*Enhance Economic Competitiveness*

*Support Existing Community and Neighborhoods*

*Leverage Investment*

This comprehensive process and plan leads to recommendations for action, one of which is a draft Form-Based Code embodying the Vision that Marquette citizens crafted during the charrette workshop.

It is clear that, in spite of major efforts and success of the last 10 years in redeveloping Marquette, the existing zoning codes are working at cross-purposes with the desire for sustainable, mixed-use, pedestrian oriented urbanism in the Third Street Corridor. There are many strategies for fixing this undesirable condition, from trying to repair the existing code, to new design standards, to the many varieties of Form-Based Codes. This process allowed the community explore these alternatives and then find the best solutions for Marquette and its Third Street Corridor.

A fundamental part of reforming zoning is to have a strategic Vision Plan, and the Charrette enabled citizens and consultants to explore in three dimensions the implications of any changes, as well as confirming Marquette's Vision for the future of the Third Street Corridor. The Vision identified by the community led to a concise and achievable set of implementation strategies that ensures the plan becomes a reality.

## ISSUES EXPLORED



### DEFINING STREET SPACE

Very few people can ‘see’ planning through maps and words. During the charrette and in this booklet care was taken to show photos, models, and sketches that described the space between buildings, blocks, and streets. This makes it evident where buildings and street walls need to be in order to define the spaces that make walking interesting, safe, and convenient. Many times it is as simple as adding a fence or hedge.



### KEEPING AND ENHANCING CHARACTER

Third Street has developed a character over time that is a mix of pitched-roof houses and flat roof commercial buildings. The plan and Form Based Code encourages keeping this character and enhancing it where possible with both easy to do Tactical Urbanism strategies, i.e., paint, parklets, and a zoning code that places new buildings and additions in the right place and with the right form.



### CREATING AND INTEGRATING VIABLE CIVIC SPACES

Northern Michigan State University with the Superior Dome sits at one end of the Third Street Corridor, but residents must go to the downtown for the next important civic open space, like that in front of the County Courthouse, and there are few other non-eroded public spaces to enhance commercial and residential activity along Third Street. This plans proposes to integrate passive or active recreational activity through well located and designed quasi-civic spaces, such as the lot next to Frosty Treats, provided public-private partnerships can be accomplished.



### TAMING THE CAR, ENCOURAGING WALKING, BIKING

Traffic and parking are usually at the top of citizen’s concerns in any town. Along the Third Street Corridor, this is evident in the desire to manage the amount and speed of through traffic, allow for the peaceful coexistence of pedestrians, bikes, public transit and vehicles, and create the unachievable utopia of a parking space for everyone right in front of where they wish to go. The plan makes realistic recommendations about bike lanes, bike corrals, parklets, additional parking through re-stripping, and a shared parking strategy.

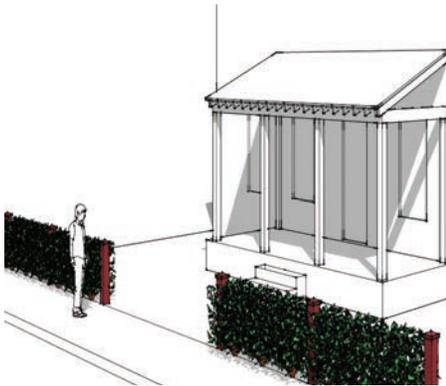
## ISSUES EXPLORED

### HOUSING, RETAIL AND BUILDING TYPES

The Third Street Corridor plan shows possible locations for both new buildings and types of buildings (live/work, apartment, etc). This will increase the diversity of housing types as well as retail spaces on the street.

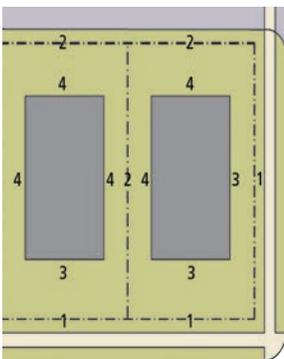


The retail occupancy is strong, with few vacancies. There is an opportunity to continue to market new spaces to retail that supports the character of Third Street, and avoid the destructive nature of suburban-style retail.



### FORM-BASED CODES

Marquette has experience in Form-Based Code in its Downtown. Form-Based Codes should not be one-size-fits-all, but rather calibrated to the character of each neighborhood and location along the Corridor. The charrette provided a forum for discovering the several characters of Third Street, and to get feedback on proposed height, build-to lines, use and other elements that are appropriate.



Section E presents the draft Form-Based Code.

### TACTICAL URBANISM

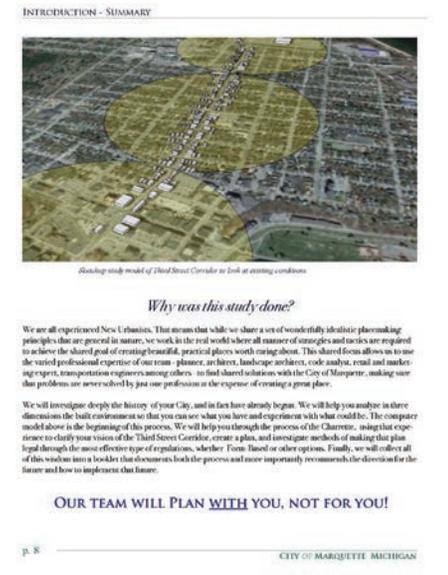
It can be difficult in today's economy to get funding for private and public initiatives, creating actual gaps in the urban fabric that go unfilled. Tactical urbanism is a set of strategies for doing what is possible now, with limited funds, to increase urban life and definition.



This can be as simple as using a fence or elaborate as a dining deck / parklet. The plan indicates locations where this seems useful; however, this is a set of tools that can be used all along the Third Street Corridor.

*Seeing things happen immediately after planning maintains enthusiasm.*

# HOW TO USE THIS DOCUMENT



## INTRODUCTION

This section summarizes the document and the issues involved in the Third Street Corridor Project. It acts as a guide to the other sections.



## PROCESS

This section describes the process followed by the consultant team to work with the City officials and local citizens to develop a Vision Plan and draft Form-Based Code.



## VISION

This section describes the plan and supporting documents developed during the four day community charrette. A block by block plan illustrates all of the ideas produced, with specific recommendations for transportation, Tactical Urbanism, parking, and Form-Based Code.

# HOW TO USE THIS DOCUMENT

PROCESS

## PHASE THREE IMPLEMENTATION STRATEGY

The Post-charter Phase Three will focus on recommendations and implementation. This will be gathered in a book, including with the results of Phase One and Two.

We will summarize public input and data into a series of maps, plans, sketches, etc. that address:

- Public realm (streets, alleys, sidewalks, public gathering spaces)
- Landscape (boardwalk, on-site, stormwater management systems)
- Buildings (typologies and architectural styles)
- Provide a written report on results of research, data compilation, public input, and proposed District forms
- Provide written recommendations for changes to the zoning ordinance including a revised Form Based Code and a plan for implementation

We will then present results to the project Steering Committee, Planning Board and City Council.



*Implementation Report for Districts assigned forms, people, and values to tasks.*

p. 9



All of the effort of process and gathering a Vision Plan for the Third Street Corridor is to agree on what is the desired character, and to make it both legal and easy to achieve.

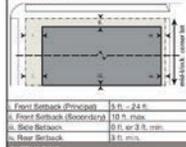
## D ACTION

This section contains a short list of three timeframes. NOW - what is possible to do immediately. SOON - what needs to be done in the very near future. LATER - what is important but will take longer.

**TABLE 3. T4 STANDARDS**

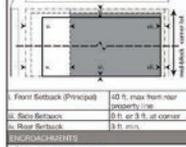
### A. BUILDING PLACEMENT

**PRINCIPAL BUILDING**



- Front Setback (Principal) 5 ft. - 24 ft.
- Front Setback (Secondary) 10 ft. max.
- Side Setback 5 ft. or 3 ft. min.
- Rear Setback 5 ft. min.

**SECONDARY BUILDING**



- Front Setback (Principal) 40 ft. max. from rear property line
- Side Setback 5 ft. or 3 ft. at corner
- Rear Setback 5 ft. min.

**ENCLOSURE**

- Open porch 80% max.
- Roof overhang 80% max.
- Shops, Service 80% max.
- Enclosure or enclosure 80% max.
- Roofing 80% max.
- Enclosure depth 10 ft. max.
- Roof overhang 10 ft. max.
- Shops, Service 5 ft. max.
- Roofing within 2 ft. of curb

### B. BUILDING FORM

**PRINCIPAL BUILDING**

Roofing 1/2

To above 1 parapet 30 ft. max.

**OUTBUILDING**

Roofing 1/2

To above 1 parapet 30 ft. max.

**HEIGHT**

Lot width 14 ft. min.

Lot coverage 70% max.

Roofing setback at setback 80% min.

**PARKING AND STORAGE LOCATION**



**PARKING**

- Rear Setback not permitted
- All rear behind front setback not permitted
- near of lot permitted

**TRUCK & STORAGE LOCATION**

- Front setback not permitted
- All rear behind front setback not permitted
- near of lot permitted
- Storage includes boats and recreational vehicles

06-12-13
80 - 10

## FORM BASED CODE

This section is the draft Form Based Code for Third Street Corridor. Review this document to confirm that it will produce the desired character and revise as needed.



*This historic photo on Ridge Street, a few blocks from the Third Street Corridor, shows the charm and vitality of a complete street, with bikes, pedestrians, and especially street trees. The planting and maintenance of trees is fundamental to the success of Form-Based Codes as well as human health and happiness.*

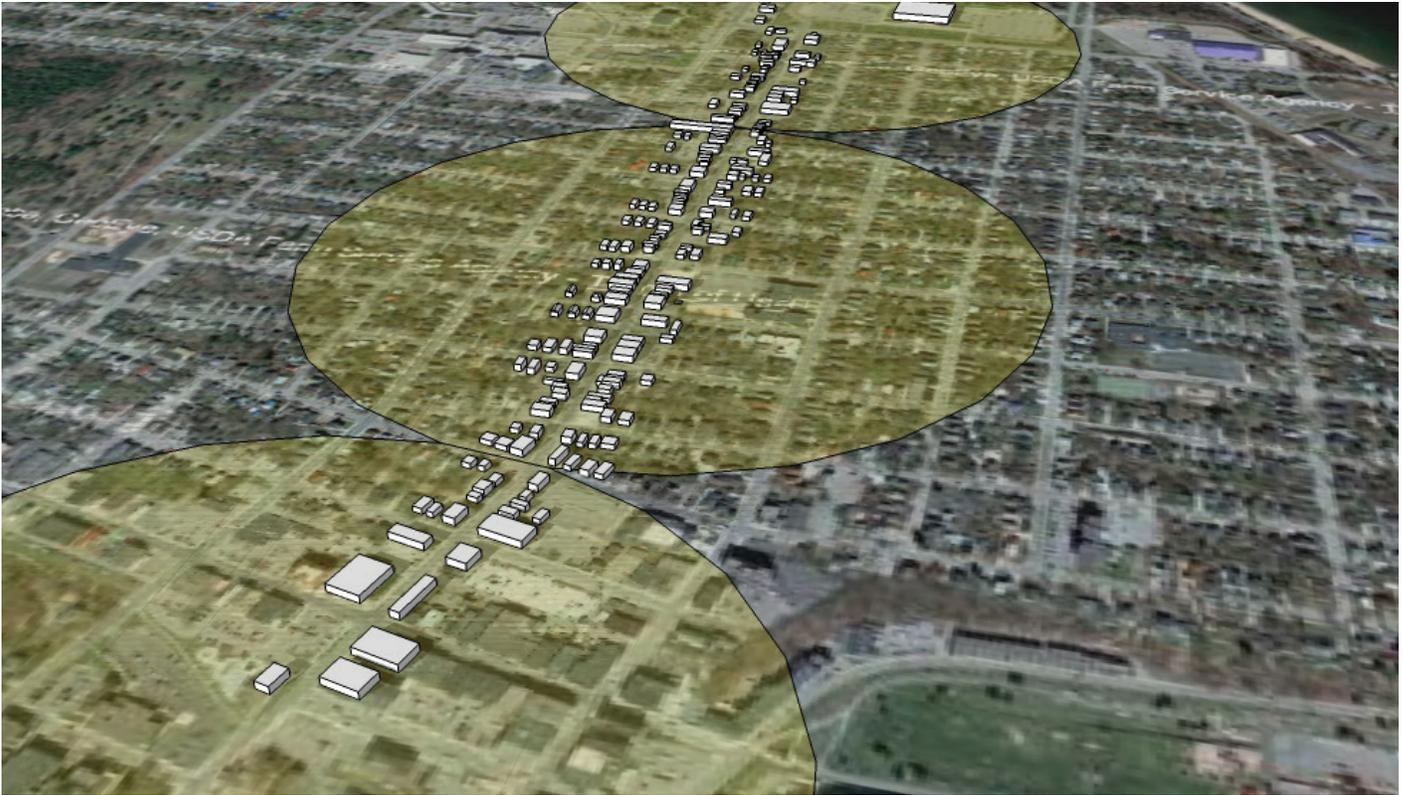


*The Farmers Market at Marquette Commons is a great example of tactical urbanism that contributes to civic exuberance.*

# PROCESS

# B





*Sketchup study model of Third Street Corridor to look at existing conditions*

# THIRD STREET CORRIDOR PROCESS

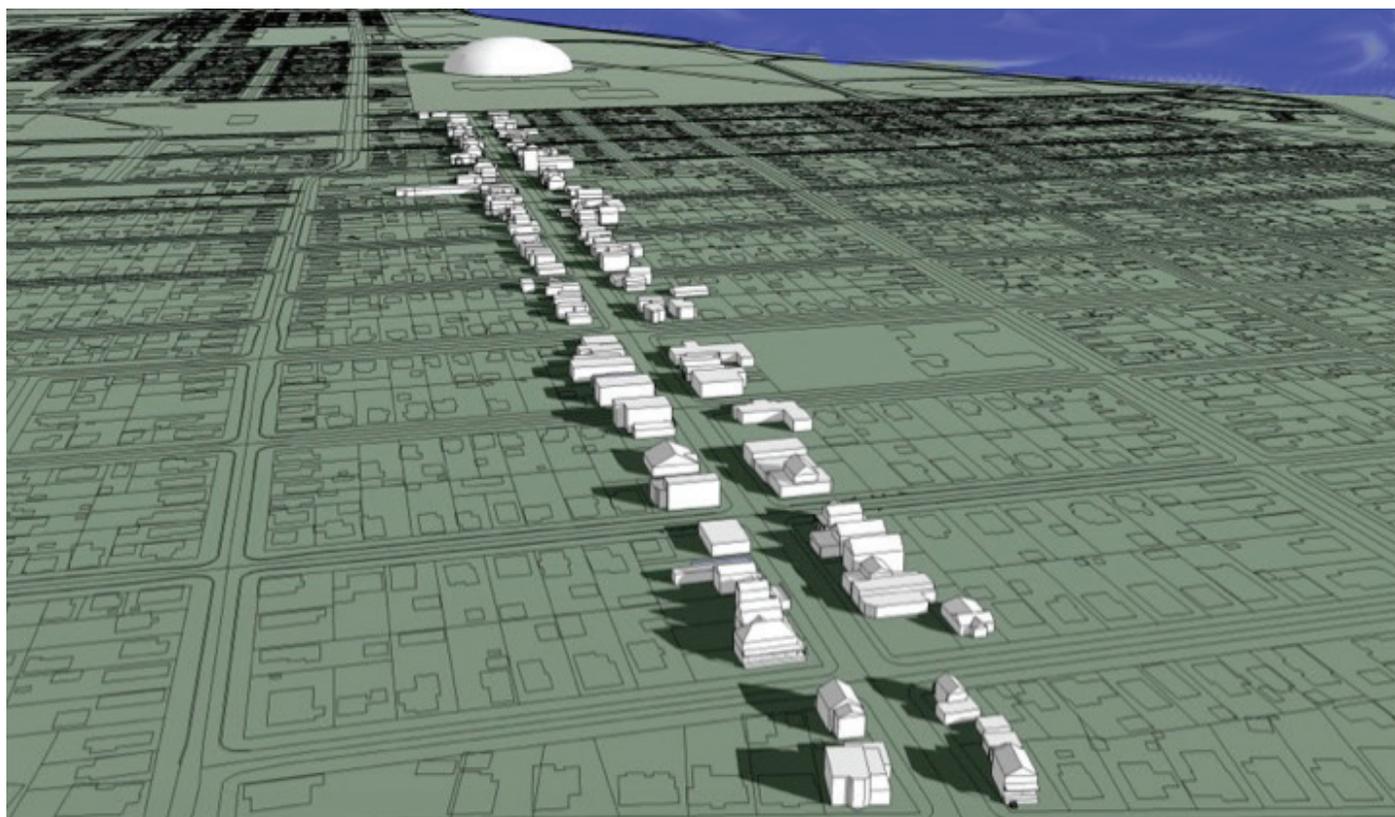
The planning process provided a comprehensive approach to addressing existing physical conditions, land use patterns, infrastructure needs, market opportunities, public preferences and future implementation actions necessary to fulfill the potential of the Third Street Corridor.

The scope and methodology is based on understanding the community and experience with similar projects regionally and nationally. Working with City staff, local officials and boards, key stakeholders, and the general public to ensure that the final strategic plan and implementation tools met the long term goals and Vision for Marquette and its Third Street Corridor Plan.

The approach consisted of a multi-step process consisting of three principal phases:

- PHASE ONE - data gathering and analysis phase
- PHASE TWO - public engagement/charrette
- PHASE THREE - follow-through, documentation, and the presentation of the work.

Each phase looked at the resources, tools and assets available, as well as current and emerging trends in the market, to be leveraged in pursuit of long-term growth potential and economic stability. Special attention was paid to those physical, social and cultural attributes which distinguishes Marquette's Third Street Corridor from other communities in the region, around which a coherent model of market differentiation can be established.



# PHASE ONE

## PROJECT GOAL I -- DATA COLLECTION AND ANALYSIS.

The consultant team conducted a “kick-off” meeting with City representatives to review the overall process, clarify logistics, identify relevant materials and data, and to identify key stakeholders. The consultant team collected and evaluated information pertaining to the physical characteristics of the study area including:

- Identifying, contrasting, and comparing zoning adopted by communities of similar size and character as Marquette MI.
- Using digital photography, satellite images, and existing City documents, inventoried the building stock within the study area, including a visual assessment of structural and physical conditions, and gathered data for building size and current use.
- Provided an outline assessment of the existing road network and traffic conditions based upon on-site observations and a review of existing reports and studies, including a parking inventory and evaluation of the pedestrian environment, walkability and multimodal transit potential for the City.

The team met with some of the stakeholders coincidental with the initial visit, to help identify specific issues to be addressed during the Phase Two design and planning process.



# PHASE ONE

## DATA COLLECTION

Using the resources of the Community Development Department the consultant team mapped and evaluated the existing land uses, motorized and non-motorized transportation network, and building form in the Third Street Corridor. The City's base GIS and aerial maps were used to produce diagrams for possible land use, natural systems, green infrastructure, roads and sidewalks, building types and other instructive analysis for the project.

A helpful tool for this project was the translation of GIS mapping into a 3D Sketchup model to produce a analysis of the corridor to show various options for height, bulk and building type to inform decisions about Form-Based Codes.

### SCALE & TYPE OF DEVELOPMENT

The images to the right are two different areas of Marquette. On the near right, is the project area of the Third Street Corridor. On the far right is suburban development at the eastern edge of Marquette Township, to the west of the City of Marquette.

These two images make it clear that there are two different, and incompatible, ways to develop. The Third Street model is one of interconnected streets, walkability (sidewalks), mixed-use, and a fine grain of small to medium size buildings.

The suburban model is single use, car-dependent, large box, excess asphalt and hard to adapt over time.

Without a Form-Based Code, Third Street is in danger of losing its neighborhood character and becoming more suburban over time.



## MEETINGS AND PRESENTATIONS

Information was gathered in late April from City staff, key stakeholders, property owners, tenants, business owners, the university, local investors and the Downtown Development Authority.



*Workshop for preference survey at NMU.*

### NORTHERN MICHIGAN UNIVERSITY STUDENT INPUT

Students emphasized creating a destination through bicycle infrastructure, improved building design, and pocket parks.

Prompted by image boards, students identified priorities for the future of Third Street. Amongst students there is most support for mobility, notably as it pertains to bicycle infrastructure and public transportation. With demand for bike-lanes, bike racks, and even mention of a bike share program, it is clear that students often chose the bicycle as a means to move around town. Public transportation was also emphasized, with similar mentions of trolleys and buses, as a way to get around town when the weather turns cold. Along the lines of mobility, students also suggested wider

sidewalks, improved street crossings, and provisions for off-street parking. All mentions of mobility issues considered, students have identified a preference to transform Third Street into a corridor that is friendly first to pedestrians and cyclists, but also accommodates public transportation and car access through off-street parking.

As for design considerations, students enumerated a variety of preferences for Third Street, yet placed significance on maintaining the “small town feel” and historical nature of Marquette. Further explorations will need to seek consensus around design, but some opinions suggest that students are open to two-storied buildings, unified or consistent

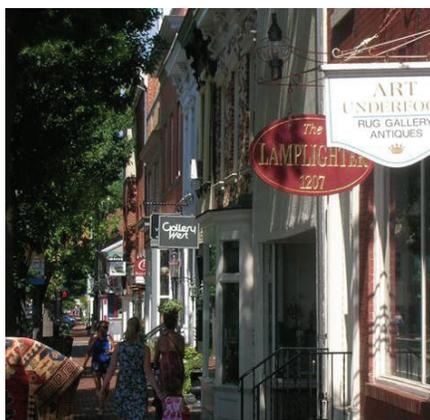
building design, second floor apartments, and an urban feel. These considerations will also have to take into account preferences for some current conditions such as: unique buildings, detached housing, and rural character. Perhaps most important is that students want Third Street to be a destination that supports pedestrian activity and community events like a farmer’s market or art fair.

Students expressed the need for more greenery and green space. Street trees, plantings, flowers, and pocket parks were all mentioned as way to improve the natural elements of Third Street and align it with the more informal feel of a Upper Peninsula Michigan town.

Last, students would like to see food-based events such as a food truck rally, and a farmer’s market when the weather warms up.



*Students emphasized creating a destination through bicycle infrastructure, improved building design, and pocket parks.*



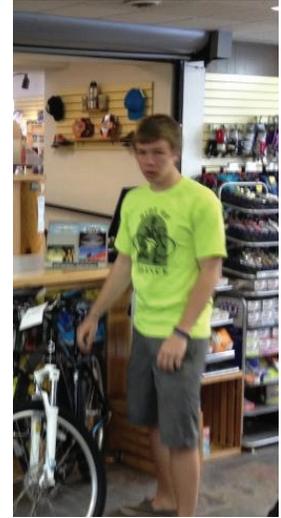
Provisions for an enhanced pedestrian experience included small town feel, bike lanes, and places for social activity.



Students would like increased public transportation during winter months, and community events such as a food truck rally, and a farmer's market when the weather warms up.

### RESULTS FROM NORTHERN MICHIGAN UNIVERSITY STUDENT INPUT SESSIONS

Student Input	Mentions
Bicycle Infrastructure <i>Bike Lanes, Bike Racks, Bike Share</i>	14
Public Transit <i>Bus or Trolley</i>	8
Keep Small Town Feel	8
Wider Sidewalks	7
More Greenery <i>Street Trees, Plantings, Flowers</i>	6
Taller Buildings <i>Limited to two stories</i>	5
Parks and Green Space <i>Pocket Parks, Open Areas</i>	4
More Parking Availability <i>Parking Structure, Off-Street Parking</i>	4
Better Pedestrian Environment <i>Space for Activities, Outdoor seating</i>	4
Improved Street Crossings <i>Clearly Marked Crosswalks, Visibility of Oncoming Traffic</i>	3
Building Consistency <i>Setbacks, Façade</i>	3
Urban Architecture or Feel <i>E.g. Traverse City or Grand River in East Lansing</i>	3
Maintain Historical Significance <i>Traditional Building Design and Materials</i>	3
Promote Local Businesses <i>Local Business Development, "Mom and Pop," No Strip Malls</i>	3
More Housing Options <i>Second Story Apartments, Apartment Complex</i>	2
Create a Destination <i>Draw Students From Campus, New and Exciting</i>	2
Farmer's Market	2
Community Activities <i>Art Fair, Street Music, Public Speaking</i>	2
Food Trucks <i>Variety of Vendors</i>	2
Individuality of Buildings <i>Unique Façade, Not All Buildings At Same Setback, Keep Houses</i>	2
Compactness <i>Convenience in Cold Weather</i>	1
Avoid Strip Malls <i>Unique Buildings. Create Open Air Market Out of Existing Strip Mall</i>	1



### THIRD STREET RETAIL OBSERVATIONS

The Third Street corridor is a thriving local commercial district that is providing the surrounding employees and residents with many of the goods and services they need and desire. The area has virtually no vacancies and most businesses reported strong sales. Third Street’s approximate 185,000 square feet of commercial space offers a wide selection of dining, groceries, retail and services and would be classified as a Neighborhood Center by the shopping center industry. However, Third Street is considerably different from a shopping center in reach and appeal. It offers a walkable village setting with interesting retail,

services, and an especially wide selection of popular restaurants. This unique combination of commerce and walkability attracts visitors from the greater Marquette region, rather than the two mile trade area of a typical neighborhood shopping center.

The district has a favorable surrounding employment and residential base of Northern Michigan University, Marquette General Hospital and the East and West Neighborhoods. The university includes over 9,000 students, many whom walk along Third Street on a regular basis. The hospital is one of

the region’s largest employers and located only one block west of Third Street. The adjacent neighborhoods and downtown area include 16,000 people and 6,500 households. Most of these nearby families living within a 10 minute walk of Third Street have an average household income of \$51,500 per year. Nearly 10 percent of the nearby households earn over \$100,000 per year.

Given observed and reported consumer trends, many businesses rely on purpose driven trips, where the customer drives or walks to that specific destination and returns home, rather than visiting Third





*Local Third Street Merchants*

Street for an extended time of shopping. This activity creates an expectation for convenient parking, as the visitors may run into the pharmacy, florist or bagel store for a quick purchase. Some businesses are adding drive-through windows and razing adjacent homes to install larger parking lots to improve accessibility to drive-by shoppers. Some business owners indicated that parking is their primary challenge. With little publicly provided parking, their private lots are frequently filled by visitors to surrounding restaurants and bars.

As a result, Third Street is gradually transitioning from a walkable neighborhood shopping district

into a suburban-like shopping center comprised of free standing businesses, disjointed from each other and the surrounding neighborhoods. Eventually, this may lead to less walking and more driving, increasing the need for more parking lots and resulting in a loss of the corridor's unique walkable appeal.

#### RECOMMENDATIONS:

- Reinforce Third Street's neighborhood business mix
- Maintain the street's walkability and eclectic character
- Provide small public parking lots throughout the corridor
- Continue or expand DDA's marketing and beautification
- Provide businesses with referrals to organizations that may assist with visual merchandising, marketing and operations assistance
- Consider targeted business retention and recruitment programs
- Maintain and expand on-street parking spaces
- Consider meters if needed in prime blocks

# PHASE TWO

## CHARRETTE

Marquette Third Street Workshop Schedule Draft 5.0  
All Events at Marquette Commons: Washington & Third Street

	Thursday May 16	Friday May 17	Saturday May 18	Sunday May 19	Monday May 20
9:00 am-Noon	Team Travel	Team Meeting Planning & Design	Planning & Design in Studio	Planning & Design in Studio	Team Planning in Studio
Noon-2:00	Studio Set Up	Noon Public Lecture Bill Lyon Streets	Noon Public Lecture Susan Henderson Place Making Lecture	Studio  Closed Team work	Noon Public Lecture Bill Dennis: Building & Town Design
	Team Tour	Team Planning	Business Interviews along 3 <sup>rd</sup>		Team Planning
2:00-4:00	Team Meeting	Interviews in Studio	Planning & Design in Studio	Off site	Studio Closed to Public
4:00-6:00	No Public	Planning			
6:00-8:00	Public Opening Lecture & Community Visioning	Public Plan Review 1.0	Team Plan Review – Dinner in Studio	Public Plan Review 2.0	6:00 pm Public Closing Lecture
8:00 –10:00	Team Planning & Design	Planning & Design	Planning & Design	Planning & Design Team Only – Closed Studio	Team Dinner

The team conducted a design charrette to familiarize public zoning concepts and vocabulary and obtain public input on preferred form and character of development in the Third Street Corridor. The Charrette structured a number of individual tasks and meetings around a public design charrette, broken down into three sub-phases: Pre-charrette, Charrette, and Post-charrette.

The Pre-charrette phase allowed the team to present its initial findings and recommendations to the City of Marquette including a summary of previous plans and studies, such as the Community Master Plan, Zoning Ordinance, Nelson/Nygaard Downtown and Third Street Parking Study among others.



The Facebook page for The Third Street Plan served as a conduit for citizen ideas and information



## COMMUNITY CONVERSATION SUMMARY (COMMUNITY VISIONING)

### GROUP TWO



The second group shared a similar vision as group one to split the corridor into three districts. The first district would be related to the downtown with buildings that look like many of the buildings on Washington. Moving towards the university, the second and third districts would be less downtown inspired, but the group expressed a desire to anchor the corners of each block with more prominent buildings.

As for green space, group two suggested a little pocket park every other block, but would also like to infuse the whole corridor with more greenery. This would involve building up the pedestrian way and improving the curb cuts to accommodate landscaping, and also placing power lines underground to make more room for trees.

The topic of reducing vehicular traffic was addressed mentioning mobility for cyclists and also skateboarders, but also through transit. This group thought that perhaps the bars along Third Street and downtown would initially sponsor a private bus route to bring patrons to their location, but that this would expand to a public trolley or bus.

## COMMUNITY CONVERSATION SUMMARY (COMMUNITY VISIONING)

### GROUP THREE



The three district approach to Third Street was also shared by the last group to present. However this group saw the three districts as a gradient of density with the higher density starting at Ridge Street, and with the lowest density near the university.

The first district would have a shopping focus and would have the tallest buildings along the corridor. The second district would maintain the eclectic nature currently present on Third Street, but would encourage locating more retail establishments in retrofitted houses. The last district would have a residential mixed-use focus to provide attractive places to live and play.

This group heavily encouraged street trees throughout the district and would like to see a park near the alternative school.

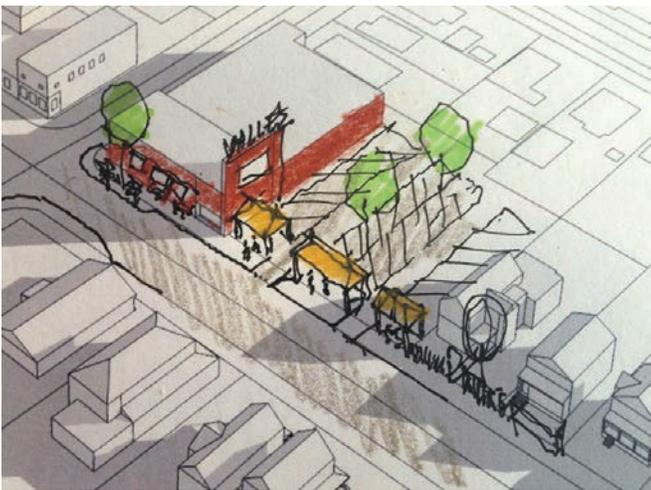
This group also brought up the idea that current one story buildings could have additions on top of them, such as the Wells Fargo bank, and also that infill might be possible in some of the parking lots if there were more parking behind buildings.



*Open studio - Bill Dennis sketching out neighbors ideas*



*Susan Henderson getting feedback about Form-based Code*



*Initial sketch of Valle's Market showing liner pavilions*



*Bob Gibbs learning about Universal Design from David Boyd, PhD. - little things like doorbells at businesses can make a big difference for accessibility.*



*Idea of using buckets of flags for safe crossing like Madison came from a response on Facebook*



*Bob & Bill learning about the serious issue of snow plowing.*



*Marquette residents attended the opening lecture and conversation session to express their hopes for Third Street.*



*Dede Christopher painting watercolor of sketch showing dining decks & parklets*

## PHASE TWO - CONTINUED CHARRETTE

The Charrette consisted of a public participatory planning and design process lasting over a period of 4 -days, and included a facilitated community conversation, at least three interim pin-up and feedback loops, and a final in-process presentation of the Vision Plan. During the Charrette the consultant team:

- Generated a draft presentation, incorporating all of the issues, discussion and comment into a final summary.
- Solicited community input through a facilitated, interactive public design process.
- Gave the community an opportunity to confirm the consultant team's understanding and relevance of that input by summarizing the conclusions and outcome of that public process.
- Responded to that input with a variety of plan options, sketches, renderings, models, etc., sufficient in quantity, quality and substance to effectively communicate design intent and relevant issues, recommendations and design proposals.
- Allowed the community to review and comment on that response, prior to finalizing the Sustainability Plan and Form-Based Code Draft, through a facilitation presentation and public comment event (interim pin-up).
- Generated a final in-process presentation of the Third Street Corridor Sustainability Plan and Draft Form-Based Code, incorporating all of the issues, discussion and comment into a final summary.

## PHASE THREE IMPLEMENTATION STRATEGY & FORM-BASED CODE

The Post-charrette Phase Three focuses on recommendations and implementation. This is gathered into this report, along with the results of Phase One and Two.

The final task is to present results to the project Steering Committee, as well as the boards and commissions of the City of Marquette.



*View of excess paved areas on Third Street show both the lack of spacial definition of street space by not having buildings at the edge of sidewalks and the opportunities for future development.*



VISION

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## OVERALL VISION PLAN



### THIRD STREET CORRIDOR

The plan to the left represents the ideas developed during the charrette. The following pages will detail this plan block-by-block.

The ovals indicate the general areas that local residents felt could have distinct character, which led to the development of the draft Form-Based Code in Section E.

VISION FOR  
TRANSIT ALTERNATIVES,  
TACTICAL URBANISM &  
FORM BASED CODE BEGINS  
ON PAGE C 70

### NORTHERN SECTION OF THIRD STREET CORRIDOR

This area goes from just north of West Park Street to West Fair Avenue. It was discussed that this area could be more dense with slightly taller buildings, especially to the north next to the university.

There is the greatest amount of vacant land and excess parking in this area, indicating the greatest potential for new development.



## OVERALL VISION PLAN

### MIDDLE SECTION OF THIRD STREET CORRIDOR

This section to the left was felt to have a mixed character, with a greater number of existing house type buildings. Therefore, it is believed that the development should be no higher than what is existing,

The density of new buildings could come from additions to the rear and possibly front, as well as renovations to the existing buildings.

The character in this area is more relaxed, more like a 'village' rather than a Main Street.

### LOWER SECTION OF THIRD STREET CORRIDOR

The section to the right is similar to the northern section in that greater density and height could be allowed to take advantage of its proximity to downtown.

However, the character is still small town Main Street, not Downtown Marquette, and should not be as tall as downtown or have as many attached buildings.

There is a charming, hip character to this area that should be encouraged.





## DESIGN VISION FOR BLOCK BETWEEN WEST RIDGE STREET & WEST MICHIGAN STREET

- 1 Extend fencing around corner of Blackrocks Brewery for more seating.
- 2 New dedicated bike lane for west side of Third Street. Typical for all blocks.
- 3 Parklet / Dining deck for Third Street Bagel.
- 4 Mural and building painting for Blue Link Store - add fencing and trees along parking.
- 5 Parklets to provide sense of entrance the Third Street Village - possible gateway sign spanning street.
- 6 Keep residential feeling in this block even if use and density change.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and install 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

Starting at West Arch Street, this first block of Third Street acts as the gateway from downtown. On the west side of the street are mostly house-forms (pitched roofs) with some additions in the front and a single story flat roof retail building at the corner of West Michigan Street. Further development should be encouraged to adapt the existing buildings, keeping the front dooryards and defining them with fences and hedges, and consolidating shared parking in the rear.

Over time driveways to Third Street could be shared or abandoned, freeing up additional building area or green space. Trees should be planted in these front dooryards through a local program. A dining deck at Third Street Bagel is encouraged as well as a parklet at the gateway entrance.

On the east side of Third Street the character varies from the one story Blue Link convenience store to the colorful historic Victorian adapted to Blackrocks Brewery. Existing story retail buildings should be encouraged to paint the building in vibrant colors and to add murals that embrace the feeling of Third Street. Any exposed parking should have a 3' fence, wall, or hedge to line the sidewalk. Any additional trees or outdoor seating within the visible parking area would be welcome, especially on the corner or along the sidewalk.

The colors of the Blackrocks Brewery building serve as a good example of vibrant paint schemes envisioned for other historic houses, as well as more recent buildings. These paint schemes support winter design guidelines found in the Community Master Plan. Extending the fencing, plants, and outdoor seating around the corner is encouraged, as well as the use of three dimensional signage that references the product made and consumed within.



*Aerial view looking north from West Arch Street*



*Aerial view of existing building forms for this block*

*Entering the Third Street Village today is somewhat underwhelming, with a small sign and large parking lot.*



*The new Blackrocks Brewery has transformed a bland old house into a vibrant gathering place through the use of color, fencing, tables and seating, colorful umbrellas, and strings of lights. It is bike friendly and only needs additional fencing and seating at the corner and perhaps a unique 3D sign.*



*Range of building types of increasing density that fit the 'house-like' character found on Third Street*



*A northern climate like Marquette can often be made more cheerful in winter through the use of strong, deep colors, as is shown in this neighborhood house.*



*Excellent sign and facade colors at Sweetwater Cafe.*



*The Blue Link Convenience store is practical, but does not add much to the street in terms of interest.*



*Storefront windows would be ideal, but in the short term, interest can be accomplished through a strong color surrounding a mural that indicates life.*



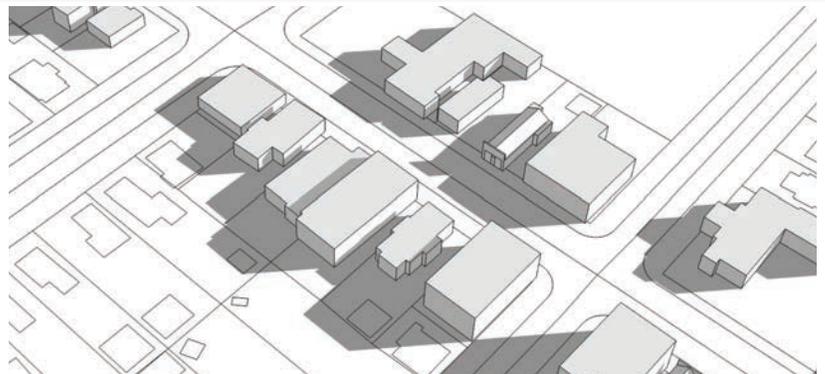
*The newly renovated Third Street Bagel is a model of generous urbanism with storefront windows, awnings, and outdoor seating.*



*The customer does not always have the time or interest to read written signage; however, who could overlook this three dimensional bagel.*



Aerial view looking north from West Michigan Street



Aerial view of existing building forms for this block

## DESIGN VISION FOR BLOCK BETWEEN WEST MICHIGAN STREET & WEST OHIO STREET

- 1 Continue new landscaping along Third Street to shield parking.
- 2 Consolidate parking - remove driveway - add fence/hedge/wall
- 3 Parklet / Dining deck for SweetWater Cafe.
- 4 Colorful signage, awnings, paint for Kitchen & Bike store.
- 5 Parklet in front of retail stores - could include multiple bike racks.
- 6 Consolidate parking and create outdoor cafe space.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

Starting at West Michigan Street, this block of Third Street has a more Main Street retail feeling, with flat roofs predominating. This is an area that more intensive development would be appropriate, with buildings similar to the historic corner buildings serving as models for the form and materials of new development.

The SweetWater Cafe in the middle of the block has many good urban elements - colorful signage, artistic handicap ramp, building close to the sidewalk - that would be enhanced by the addition of a dining deck or outdoor cafe in one of the redundant driveway areas. There is also an opportunity to add fences or hedges and trees along the parking, or to add a liner building or food truck for additional activity.

Zero Degrees Artist Gallery is another stellar historic building, and the Gallery could be encouraged to 'spill-out' into a parklet displaying public art and events. Across the street on the corner at West Ohio Street is the first of three funeral homes. This one has added landscaping, a fountain and benches as 'gifts to the street'. This should be encouraged to continue to line and buffer the parking lot along Third Street.

Finally, there are several buildings together along Third Street on the east corner of West Michigan Street that represents the common example of flat roofed retail buildings, adapted historic houses, and additions to the houses. The bicycle store is already using its sidewalk for temporary sales - color, signage (3D bike) and perhaps bike parking corral could be considered. The kitchen store has a small open area on the corner that could be similar to the funeral home's 'park' with larger 3D signage and paint vibrant color to anchor the corner.



*This corner has only a small amount of space for parking on-site at the corner, but creates a no-man's land for pedestrians.*

The Schwalbach Kitchen store is a typical Third Street building - an one story box attached to the front and side of a historic house. This occurs often enough on the street that it can be considered a 'building type'.

These existing (and new) retail boxes can be treated one of two ways. First, as a sympathetic addition to the house, seamless in materials and detail. The second option is to celebrate the difference, with the retail box lending hip 'street cred' to the more staid house.

The Schwalbach Kitchen store is also typical of many buildings along the street that have small patches of outdoor space that are underutilized. Where these adjoin the sidewalk, there is the opportunity to give something to the street life, with landscaping, seating, color, art, or any other element that can express the daily life that occurs inside and outside of buildings.



*A parklet on site, perhaps in conjunction with a literally over-the-top 3D sign and fountain, creates a small corner of interest and advertises the wares within. The deeper color on the building helps anchor the corner as well. Parking is still possible in this area if accessed from the side street.*



*The Canale Tonella Funeral Home is in process of providing a 'gift to the street' with landscaping, seating and a fountain. Hopefully, this will extend some day to the south to shield parking.*



*This period-correct, historical building is missing a window on the second floor, opening up an opportunity for creative signage/art. A parklet in front would also be a good receptacle for sculptural seats, tables and outdoor art.*

The Zero Degree Gallery above is both the type of building that gives Third Street its historic character, and the type of business that makes Third Street interesting. This is a building type to be emulated, especially for new buildings on the southern section of Third, as well as all corner buildings. The height, material, mix-use, storefront amount and type are all exemplary.

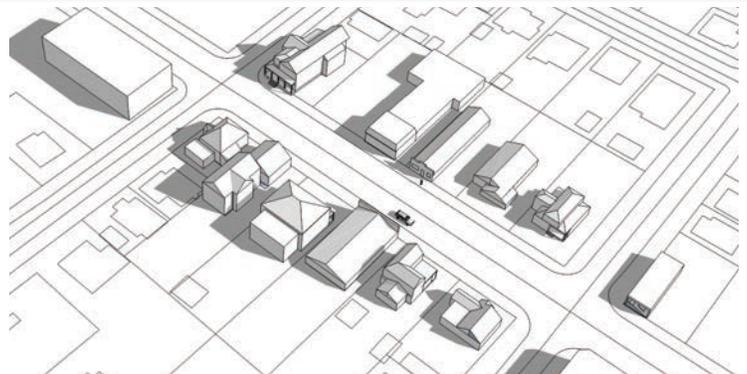
New modernist buildings should strive for this degree of dignity, detail, and solid good looks.



*Ooh-la-la! A glowing zero with Dali.*



Aerial view looking north from West Ohio Street



Aerial view of existing building forms for this block

## DESIGN VISION FOR BLOCK BETWEEN WEST OHIO STREET & WEST HEWITT AVENUE

- 1 Create seating at corner at sidewalk level - add fence/hedge to shield visible parking
- 2 Parklet with plants and benches for laundromat patrons and others.
- 3 Remove driveways as parking is consolidated in rear.
- 4 Colorful signage, awnings, paint.
- 5 Parklet in front of retail stores - use front dooryard space for outdoor seating.
- 6 Colorful signage and mural, awnings, paint.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

Starting at West Ohio Street, this block of Third Street continues the Main Street retail feeling of the block to the south, with flat roofs predominating. This is also an area where more intensive development would be appropriate, with buildings similar to the historic corner buildings serving as models for the form and materials of new development.

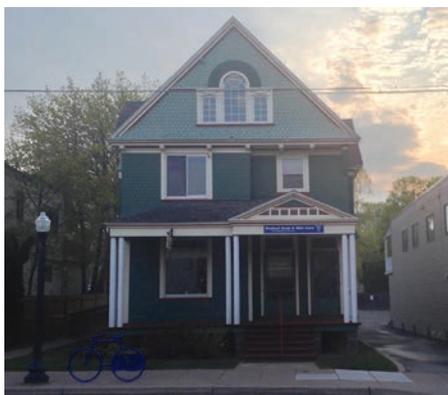
The second funeral home and its parking lot occupies the northeast corner of this street. While the building its landscaping has been recently upgraded, the parking lot is extremely visible due to its raised position. Additional fencing/hedging/walling/landscaping would make this more enjoyable to walk by, and an added opportunity to create a sidewalk level seating area at the corner.

The laundromat at the northwest corner could take advantage of a parklet, as patrons have to wait for a certain period of time. As parking is consolidated, the asphalt on the West Hewitt Avenue side can be turned back to landscape, using natural stormwater standards. Both this building and the funeral home parking lot are good candidates for additional development with multi-level mixed use buildings.

The wedding and formalwear store has an opportunity to create a more lively presence through colorful paint, awnings, and 3D signage.

The southeast corner of this street is a florist shop with housing above. The mansard roof feels somewhat out of date, but the whole building could be brought into this century with the addition of some large scale flower murals, along with a deeper color for the building.

All along this block there are many opportunities to define the front dooryards with fences, walls, hedges, and trees.





*Dan's Bridal & Tuxedo is a good example of a true live/work building. A family owned business since 1974, it is a favorite of the community. The narrow strip of planting influenced the idea of a small setback on new buildings based on proposed Form-Based Code.*



*Some suggestions for increasing the visibility of the business is to paint the front a vibrant color, outlining the windows in white. An addition of the bride and groom dancing to the sign makes the business location memorable.*



*The Forsberg Flowers building is a mixed use building (retail with apartments above) and has a bench and boxes for flowers, but the identity of the business is somewhat muted.*



*This simple change of large scale murals of flowers, with the addition of seasonal flowers trailing from the balconies, makes the nature of this business unmistakable.*



*An addition of wedding bells ringing on the hour would complete the effect.*

Architecture can be considered 50% form and 50% treatment. Many of the buildings along the Third Street Corridor are unlikely to change their form, because they are useful buildings. Some are stellar examples of traditional Marquette buildings, and some are quite simple in form and material.

The quickest way to change an individual building, and in aggregate the street, is through color. Paint can change an undistinguished building that has its shortcomings emphasized by the glare of white paint, into a building that is grounded by a deeper color.

Vibrant colors can enliven the whole Corridor making the retail district seem more active, and making individual buildings more memorable.

Lighting and signage act in concert with color to provide interest at night as well.

The Third Street Corridor isn't only on Third Street - it at the very least wraps around the corners onto the side streets. There are many opportunities to activate this space, which is usually much wider from the building to the curb than the Third Street sidewalks.

These areas can be combined with light imprint stormwater treatment using native plants, or if the area is better served as seating, permeable pavement can be put on top of stormwater storage, like a french drain.

These areas are particularly ripe for tree planting, as there is enough space to allow the trees to grow.



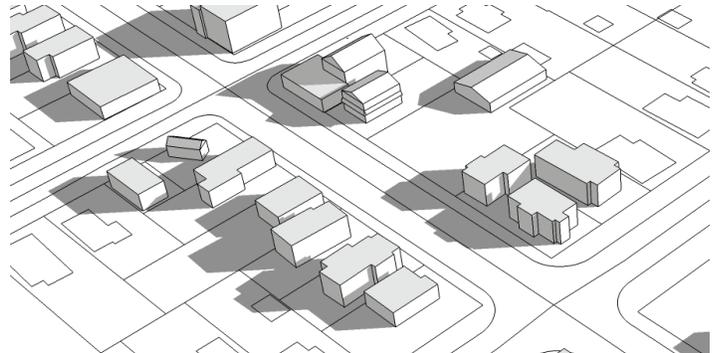
*This classic building is underutilizing its side elevation. As an interim step, a mural could be painted in this area.*



*A similar building shows the possibility of opening up the side with sliding storefronts and cafe seating.*



Aerial view looking north from West Hewitt Avenue



Aerial view of existing building forms for this block

## DESIGN VISION FOR BLOCK BETWEEN WEST HEWITT AVENUE & WEST PROSPECT STREET

- 1 Create seating at corner with portable dining deck/ parklet.
- 2 Parklet with plants and benches for coffee drive- thru. Transition to multi-use building.
- 3 Create 'public' green as temporary space first, then make permanent.
- 4 Colorful signage, awnings, paint.
- 5 Parklet in front of professional office. Color, 3D signs, landscape could be added. Over time 2-3 story building.
- 6 Only traffic light in corridor -important point for directional information.
- 7 Consolidate parking to rear of lots over time - remove drive-ways from Third Street - plant evergreen trees and install 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

This block has a great deal of seasonal activity and is a fond gathering spot for generations of locals. The source of this activity is the Frosty Treats ice cream stand. Many people expressed a wish for a neighborhood green, and it would be a natural to locate one that could take advantage of the buying and consuming of ice cream, pizza, burgers and other delicious items.

By restructuring the parking lot, a temporary 'green' could be painted and defined with planters and picnic tables. If this is successful, it could be made permanent, with paving, grass, fountain, trees, and other civic elements. This would also be an encouragement of denser mixed-use development surrounding the green, as well as creating a center for Third Street.

The middle of the west side and the corner of the east side at West Hewitt Avenue have historic houses with some retail on the ground floor. It would be good to keep these and make additions to the rear, while defining the front yards with fences and hedges. These front also are a good area for a street-wide tree planing campaign, as the sidewalk will be difficult to plant new trees.

The north corners would take advantage of dining decks and parklets due to the Third Base bar and the drive thru coffee, which already has a few tables for their walk-thru patrons. Having two of these and possibly two more in the next block will help slow down traffic and make the corner more lively for pedestrians and easier to cross. The rendering on page C47-C48 shows what this could look like.

Additional signage at the intersection of Third Street and West Hewitt Avenue identifying the Third Street Village would be helpful for identity at this crossroads, and a street map on a pedestal or post would help district awareness.



*Proposed Village Green next to Frosty Treats*



*Existing view of parking lot next to Frosty Treats*



## THIRD STREET VILLAGE GREEN

A common desire expressed by residents of the neighborhood was a place to gather.

This is an idea that could happen in a number of locations along Third Street and would depend entirely on the cooperation of private land owners, but might be a part of any common parking strategy by the City of Marquette.

This view shows a Village Green in one such location, next to Frosty Treats. It was observed that this location already acts as a gathering spot, but there is some conflict with people waiting and then licking cones, with the parking lot. A green would give a safer and more pleasant place to gather.

This idea could be tested as a temporary idea, with paint, trees in planters, and seating to see how it works, and if successful and desired, could become permanent.

CHANGE OVER TIME

Investments in buildings by owners do not often allow for large-scale changes to buildings. Tactical Urbanism recognizes this successional nature of urbanism, and stresses the things that can be done right now, and added to later.

Starting with signage first, or color (paint) will depend on the budget, business, and building. Landscaping and fencing, likewise, will be an issue of cost vs. return. However, the little incremental steps taken by each business and landowner can add up to a tremendous change in the perception of the character of the district (“...something is happening here!”).

It will also make the pedestrian connection and flow from business to business smoother, by providing interest and definition.



*Stang’s Family Eyecare is a new building that is a basic shape, but not much that attracts the eye (pun intended).*



*With the encouragement of 3D signs that indicate the nature of the business, there becomes no doubt what is happening inside.*



*Over time there is the opportunity for more vibrant signage, awnings, and landscape. Notice that the grass area is defined more by a simple wood edging.*



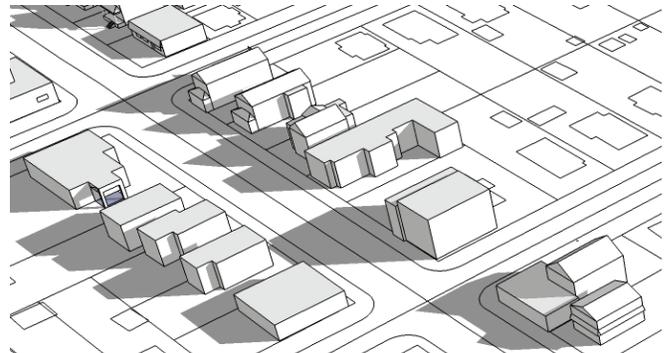
*The scene is complete with an eye-popping color scheme. Notice the edging is now higher and could be made high enough for people to sit and enjoy the moment.*



*Alberta Street in Portland Oregon began its regeneration into an artist's community starting with painting the buildings deep vibrant colors.*



Aerial view looking north from West Prospect Street

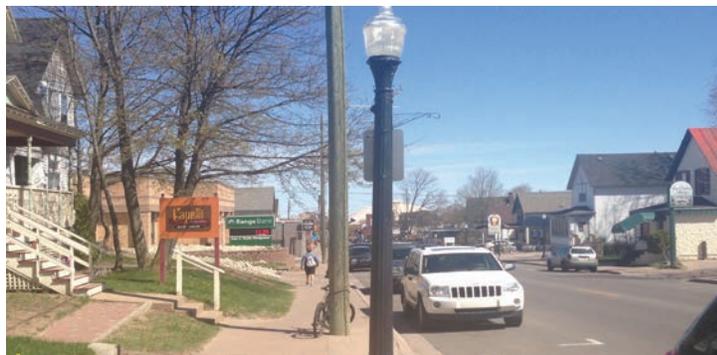


Aerial view of existing building forms for this block

## DESIGN VISION

### FOR BLOCK BETWEEN WEST PROSPECT STREET & WEST CRESCENT STREET

- 1 Create seating at corner with portable dining deck/parklet and re-landscape bank frontage to provide seating along sidewalk edge.
- 2 Define frontage along sidewalk of converted houses with fences/hedges and trees.
- 3 Mid-block parklet or dining deck for future retail use.
- 4 Colorful signage & paint to enliven historic houses.
- 5 Dining deck in front of Border Grill. Signage encouraged to be bolder, and parking lot shielded with low fence or hedge and trees.
- 6 Professional one story office build could transition over time to a multi-story multi-use building.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

The view above is looking north from West Prospect Street on the west side of Third Street and shows the gable fronted house forms that predominate on this block.

Most of these houses are mixed-use, with office or retail on the first floor and apartments above. It is likely that this will continue, with possible additions on the front or rear. If enough of these are assembled into one parcel, a larger new building could be built, however, it should still reflect the rhythm of the individual houses and pitched roofs.

The landscaping of the corner bank is out of character with the street, and should be more green, and have places for people to sit, along with trees planted in the front zone.

The Border Grill is an excellent upgrade of a good building type, and would make good use of an outdoor dining deck. The exposed parking lot would be improved with the addition of trees, and low fences.



*Proposed dining decks, parklets and new corner development at intersection of West Prospect Street and Third Street*



*Existing view of intersection of West Prospect Street and Third Street looking at Border Grill.*



## THIRD & PROSPECT PARKLETS

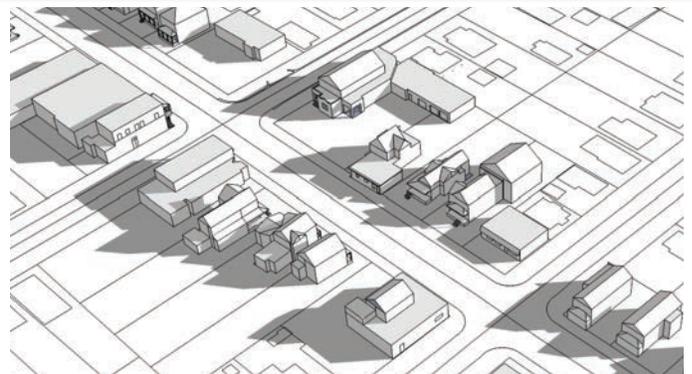
Much of the difficulty of creating a pedestrian environment on Third Street is due to two and four wheel vehicles. With only one traffic light in the middle of this Corridor, and a wide street, cars tend to go too fast. Bicycles use the sidewalk too often, due to unclear markings and speed of cars.

The idea of dining decks and parklets came about as a way to temporarily mark out a 'bulb-out' without the expense, and to see how it would work. Now it is often used as a seasonal place (especially in snow country), as a way to neck down the intersections and street to effect vehicle speed. These also have the advantage of creating activity on the street, increasing retail sales, and providing more public space.

The most successful of these could potentially become permanent bulb-outs in time.



Aerial view looking north from West Crescent Street



Aerial view of existing building forms for this block

## DESIGN VISION FOR BLOCK BETWEEN WEST CRESCENT STREET & WEST PARK STREET

- 1 Seats under trees - possible pub to side.
- 2 Outdoor dining deck for Vango's.
- 3 New artistic handicap railing and larger 3D signage suggested.
- 4 Fences, hedges and trees at edge of sidewalk in front yards. Vibrant paint and signage.
- 5 Parklet in front of drycleaners. A new vestibule to the side could shield parking, along with adding a tree. Over time 2-3 story building.
- 6 Increase outdoor seating for Stucko's and add trees and signage and colorful umbrellas.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

Another typical Third Street block, with flat roofed one and two story building at the corners, and converted gable roof houses in between.

The third funeral home and its parking lot occupies the northeast corner of this street. The landscaping on the corner and especially its mature trees prove a natural green, framed by the classic building. Seating around the trees would be welcome, and perhaps the addition of a pub to the side or back (a tradition in Ireland) could be considered to allow for nighttime use.

The middle historic gabled houses can have additions in the front or rear, with space gained by sharing parking. The Marquette Embroidery & Lettering store has a flat roof addition that does not particularly match the house behind, but is a candidate for vibrant paint, awnings and signage. A mural on the side could highlight the art of engraving.

Stucko's on the southeast corner is a venerable institution that has recently converted part of its front parking to fenced outdoor seating. This should be encourage to expand, with the addition of a more substantial fence (maybe with a built-in standup bar rail) and the addition of trees, planting and colorful signage .

The southwest corner is the home of Dallas Cleaners (since 1921!). All effort should be made to support this long time survivor, and enhance with a new mural that shows the history (the dark grey color is actually very good for the simple block building). Additional expansion or fencing would be welcome along Third Street to shield the parking lot.

Another longtime favorite, Vango's, is on the northwest corner . The color of the building is appropriately vibrant and the crowds that come would enjoy the dining deck in front. All of the sidewalk and frontage improvements, along with a shared parking strategy would make fuller use of parking further away on Third Street, while taking the pressure off creating more parking into the neighborhood.



*The Swanson-Lundquist Funeral Home is both a notable building and is fronted by a nice green space with mature trees. There is the potential to create seating around the trees and add additional landscaping to line the parking lot.*



*There is a tradition of Ireland of having a pub next to a funeral home. This pub in Providence, RI took this idea and used the former hearse garage. One of the three funeral homes on Third may wish to provide a place for a traditional wake.*



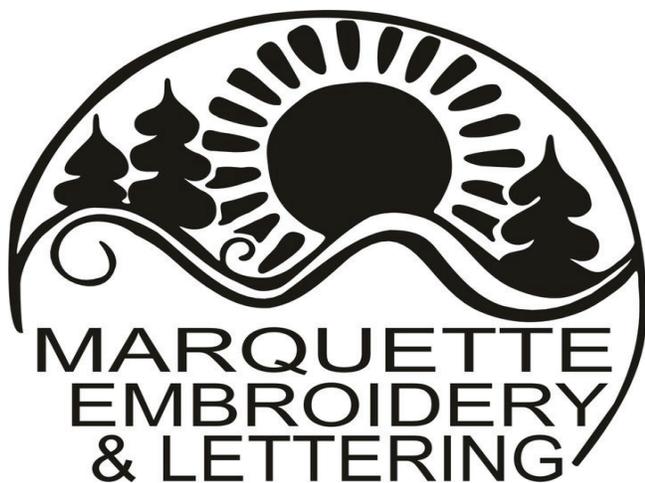
*Stucco's Pub has recently given up a few parking spaces to create an outdoor dining area. This should be encouraged to expand, and enhanced with plants, trellises, and colorful umbrellas. A bike corral at this location might be well used.*



*This is an example of a street with a sidewalk dimensionally much like Third Street, with the addition of dining deck, plants, benches along the buildings, and street trees.*



*Vango's is a happening spot and creates a lot of activity. It would be good to capture some of the energy on the street with a dining deck or parklet the people could wait outside on busy summer nights.*



*Marquette Embroidery & Lettering logo would be good in color as a mural, but an even more elaborate one showing artisans demonstrating their craft would be awesome.*

## DEFINING PUBLIC AND PRIVATE SPACE

A retail street is a hybrid in terms of public space. Retail owners want the public to enter their shops, but it is also privately owned space. Malls try to make the experience seamless from shop to shop, which is much harder to achieve with multiple owners on an existing street.

But individual owners can do things to make the fronts of their buildings more welcoming, from larger storefronts, to defined front dooryards or courts, to dining decks and parklets across the sidewalk that are animated by the business and act as an advertisement for the public to enter.

All along Third Street are opportunities to add definition to the streetwall, to create public rooms that are comfortable and invite people to pause, and look, and partake in the goods and services that are offered.

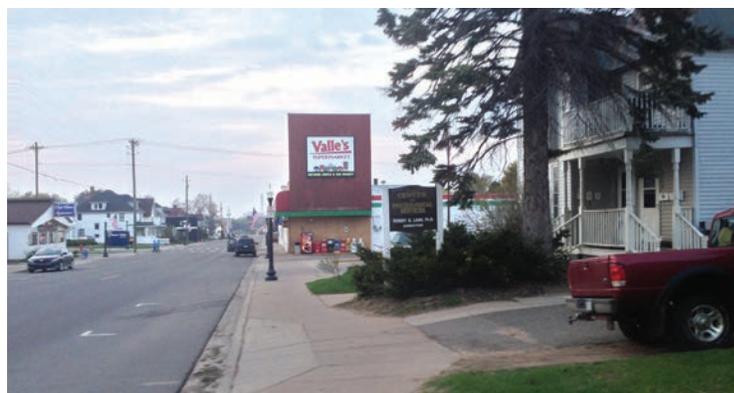


*Marquette Embroidery & Lettering is 30 year old business located in the retail-box-addition-in-front-of-a-house building type common to Third. The side of the building would be an excellent canvas for a mural.*



## DESIGN VISION FOR BLOCK BETWEEN WEST PARK STREET & WEST MAGNETIC STREET

- 1 Possible addition to restaurant (or outdoor beer garden) along sidewalk edge with dining deck. Extend Thailand theme.
- 2 Dining deck with front of grocery with glass storefront opened up,
- 3 Line front of parking lot with tents selling bratwurst, fruit, flowers, etc. Add trees.
- 4 Add fence/wall/edge and trees to define street edge. Add larger signage and color.
- 5 Restructure parking to create an area in the front for picnic tables. Add fencing, colorful signage and trees.
- 6 Parklet for White's Party store could be used by the store for special events.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

This block is dominated by the activity and size of Valle's Village Market, a well-loved neighborhood grocery. This large flat-roofed building, along with the Village Shopping Center, attached retail and Togo's give this block a strong convenience retail feeling.

In between, as usual, are older houses with pitched roofs and some additions. All of these can be strengthened with the addition of fences, hedges and trees in the front yard along the sidewalk, as well as additions to the rear.

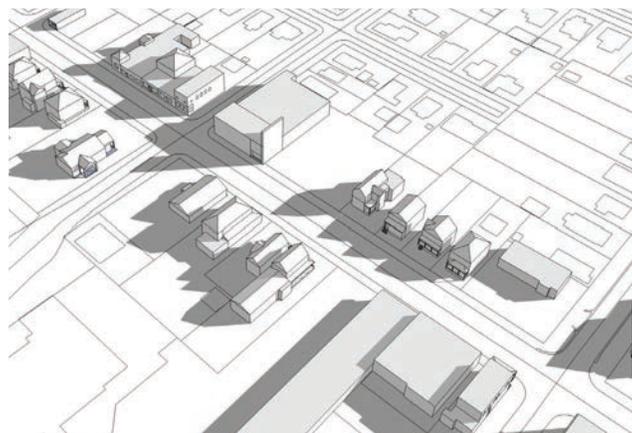
The Village Market offers great opportunity to build on its role as a neighborhood center, adding tents to line the parking lot for various uses, and a dining deck in front of the re-opened storefront to create a lively street scene.

The Thai House restaurant on the northwest corner has an opportunity to create a temporary beer garden with fences and twinkle lights along the front sidewalk. Access to parking can be from West Magnetic Street. A dining deck also acts as an advertisement for the activities within during the summer months.

The Village Shopping Center is well used, but being one of the larger parcels, also has great potential for redevelopment of a mixed-use, multi-level building. The frontage along the parking lot would be improved by the addition of trees and fences or hedges, or a food truck.



*Aerial view looking north from West Park Street*



*Aerial view of existing building forms for this block*



*Proposed view of Valle's Village Market with dining deck, open windows, and marketplace tents*



*Existing view of Valle's Village Market and parking lot*

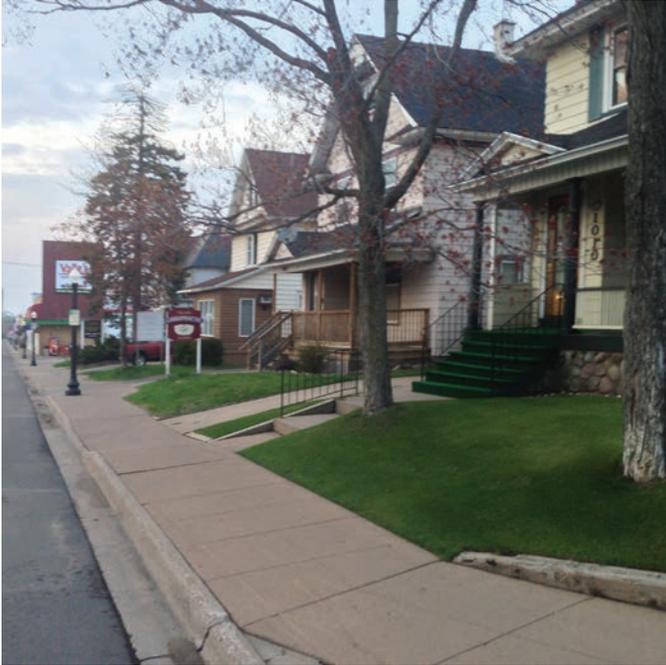


## VALLE'S VILLAGE MARKET PLACE

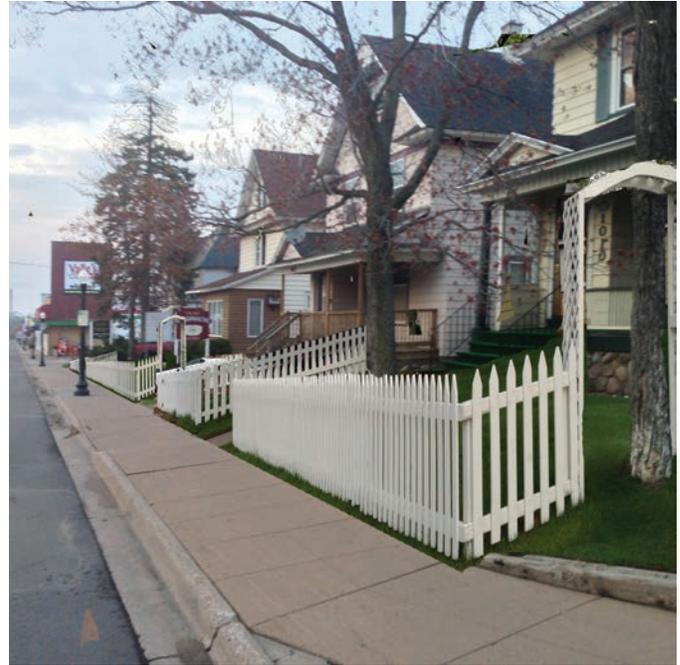
Third Street is fortunate to have a longtime grocery that acts as a neighborhood center. A number of tactical urbanism strategies are shown above. To the far left is a dining deck which could be used by patrons of the indoor deli and the outdoor brat stand.

The front of the store has been closed up for a number of years, but would be easy to open up with new glass, which has been shown to increase sales. By having seasonal tents and produce stands allows a expansion of the business onto the sidewalk edge, and helps to make an interesting and attractive edge for pedestrians, while shielding the parking.

A large mural on the 'billboard' part of the building could present an image of the village that the market serves, along with larger signage and a bright color.



*Many of the historic houses have businesses on the ground floor, but feel standoffish because of the undefined lawn.*



*The simple addition of a fence, hedge or wall at the sidewalk edge defines both the sidewalk and the individual business.*



*Valle's Village Market forms a strong streetwall, but lacks openness to the business within.*



*By opening this wall up, it creates a strong and lively edge, as do the tents and dining decks.*

## THE STREETWALL



*The corner of Togo's has enough room to add a few tables and chairs to keep the bench company. Landscape in large troughs, lights, and other elements can create a place for people where there was none before.*

Third Street consists of two parts: the right of way of the public street and sidewalks, and the private frontage of the lots. It is the vertical element in front of each lot that creates the 'streetwall', much like the walls of a room. This streetwall is what makes a street comfortable, safe, and interesting to walk along.

There are episodes of strong streetwalls on Third Street, but they are too often interrupted by parking lots, driveways, blank walls, and buildings that are set too far back from the sidewalk to define the street.

Over time, with simple strategies, these gaps can be filled with fences, hedges, low walls defining courts or hiding parking, high walls with windows or other opening, and street trees.



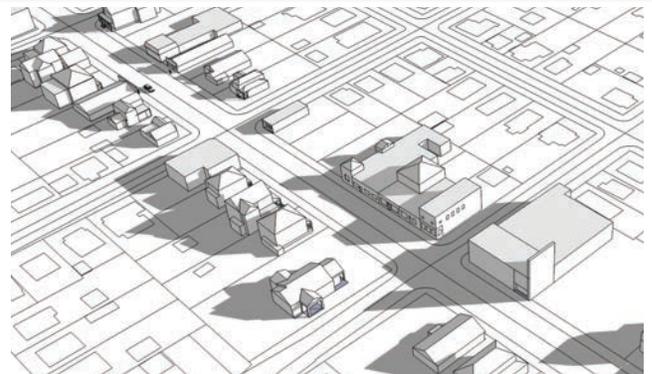
*This simple example in Portland Oregon shows how the character of a parking lot can change with just a few planters and a tree.*



*A more elaborate example in Portland is still a temporary edge, using simple fencing and an outdoor cooker and tent.*



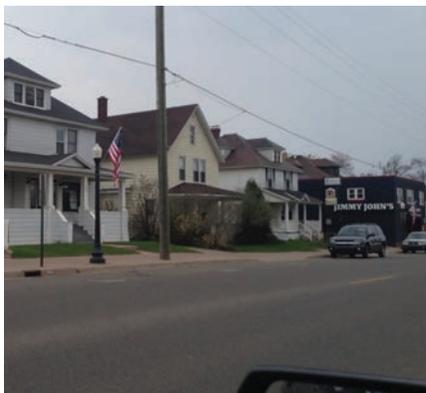
Aerial view looking north from West Magnetic Street



Aerial view of existing building forms for this block

## DESIGN VISION FOR BLOCK BETWEEN WEST MAGNETIC STREET & WEST COLLEGE AVENUE

- 1 Line parking lot with small liner tents, portable structures or food trucks along with fences hedges and trees.
- 2 Parklet with plants and benches for sandwich shop. Resolve conflict of delivery vehicles with nearby residents.
- 3 Possible new development to rear of consolidated lots keeping existing houses in front.
- 4 Define front yard with 3'-4' fence or hedge, and add trees.
- 5 Private green space could be made more open to public with more trees, seating and fountain.
- 6 Parklet and bike corral parking in front of Quick Stop Bikes. Add color, 3D signs, and a mural showing historic biking.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

This block is a mix of commercial one and two story buildings on the east side of Third Street, and traditional residential buildings (some converted to office/ retail) in the middle of the west block, with a two story retail building on the northwest corner and a conventional suburban one story bank on the south-west corner.

The largest impact on the block is the continued long term success of another Marquette favorite restaurant, Casa Calabria. As business has grown, the need for convenient parking has increased, leading to demolition of buildings fronting Third Street. The street experience would be improved by the addition of a low fence or hedge and trees to shield the parking. An opportunity to put special event tents, portable structures, or food trucks run or controlled by the restaurant would enliven the pedestrian experience and make it worth-while to walk a bit further from overflow parking.

The Quick Stop bike store building attached to Casa Calabria along Third Street is a rather modest building that could benefit from darker colorful paint, a 3D sign (bicycle), awnings and perhaps a large mural that celebrates biking. A parklet could combine bicycle racks, planters and seating. On the west side across from the Quick Stop is a bank of the suburban model, pulled back from the street. This can be turned into a positive for the street

however, if the green space in front of the building were made more of a 'civic' space with seating, paving, planters, trees, and a fountain.

North of the bank is a row of historic houses, used for a mix of uses, including some that are all residential. There is an inherent conflict between single family houses and retail, which is acceptable if the residents know in advance what is next to them. As the nature of this street changes to the allowable retail zoning, care must be taken to integrate form and use to minimize conflict.

Fences, hedges, walls, and trees in the front will help define each house form, as well as a shared parking strategy. This plan shows a redevelopment strategy with a common taller building to the rear of the houses, keeping the historic houses and side yards intact.



*The apartment with the finger is an example of a new building in a neighborhood that blends in with traditional architecture.*

*Another example of new building that increases density but matches existing buildings through materials. The ground floor of this type would not be appropriate for Universal Design access.*



*A modernist example that has the one story retail up front and taller townhouses to the rear.*

## INFILL



*One story buildings provide the opportunity to retrofit to add density and improve street character.*

The tactic of infill to complete the streetwall can work on this and other blocks. The strategy can happen in one of three ways.

The first is to add above or to the rear of an existing retail building as shown to the lower left. This can be disruptive to an existing business, but can work if the addition is far enough to the rear to not effect the structure.

The second method of infill is to keep the existing residential house-form buildings and add a taller building to the rear, either attached to the houses or freestanding.

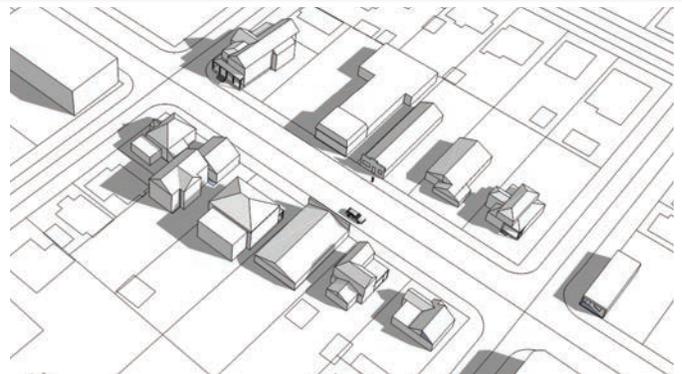
The third infill method is to build all new in an existing parking lot, or a demolished building. This is the most expensive, but allows the greatest flexibility.



*A sketch of how to add to an existing one story retail building.*



Aerial view looking north from W. College Avenue



Aerial view of existing building forms for this block

## DESIGN VISION

for  
BLOCK BETWEEN  
WEST COLLEGE AVENUE  
& WEST KAYE AVENUE

- 1 Possible redevelopment to greater density. Mix with existing buildings.
- 2 Possible redevelopment to greater mixed-use density with storefronts close to sidewalk and parking in rear.
- 3 Mid block buildings could stay or be new, but set back for green defined front.
- 4 Possible new development set back for green front planted with trees.
- 5 Possible new mixed-use development with storefronts close to sidewalk.
- 6 Possible new development close to sidewalk.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

This block begins to feel beyond the main retail area of Third Street, largely due to several large gaps in the building fabric. There are a few historic houses worth renovating, but this block shows a great potential for redevelopment for new mixed use buildings.

The Casa Calabria in the previous block has expanded their overflow parking into this block, and it is hoped that over time, the development potential along with a strategy for shared parking will encourage the rebuilding of the corner at College into a denser multi-use building with retail or office on the ground floor.

As this block redevelops, the new Form-Based Code will make sure that there is not one 300' long unbroken building. There will be requirements for setbacks for parts of buildings over a certain length, to mimic the pattern of houses and retail buildings that make up the traditional fabric of Third Street. These front courts also provide a place to plant significant trees, which will act as street trees, as it would be difficult to plant street trees in the sidewalk zone and have them survive (although it may be worth trying in important spots, especially where buildings come up to the sidewalk).

The new buildings will be required to be setback six feet to allow a more generous sidewalk and space for urban landscape. These buildings will be allowed to go up to three full stories with an additional habitable attic space, and will be required to step down in the rear towards the neighborhood.

The character of new buildings in this block and the next could be a mix of modern and traditional, with clues taken from other buildings on Third Street as well as college buildings. It is expected that this end on Third Street will serve the University population first, due to proximity, however, it should also feel and work as a part of the rest of Third Street Village.



*Perani's Hockey World is a successful business, but a bit lonely on this block.*



*The requirements for overflow parking at specific times has created a void in this block.*



*A simple facade that could be made more memorable with the addition of a giant hockey stick as a sign.*



*A mix of building types could be renovated or become a site for more intense new development, still with some setback within the length of the block.*

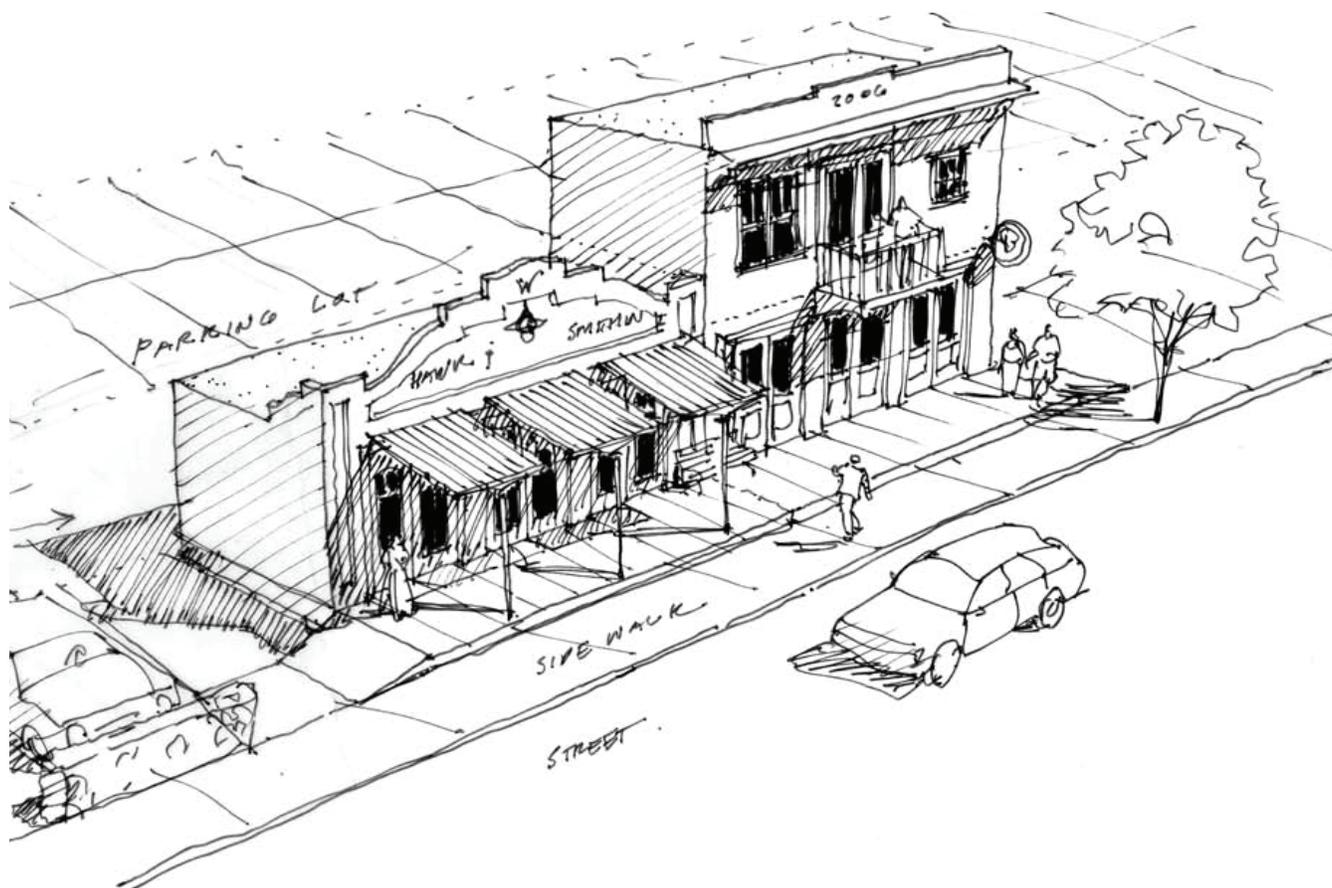


*Tashmoo Biergarten in Detroit, is a European-style outdoor beer garden that opens throughout the year as a pop-up event on an underutilized lot.*

## NEW DEVELOPMENT

This block seems appropriate for eventual new development, as a number of buildings have already been torn down for parking. As the value of land increases in this block, it will eventually be worth creating new mixed use building with shared parking to the rear.

In the short term, some of the parking lots could be lined with temporary kiosks, or create seasonal beer gardens.



*Temporary 'liner' buildings along edge of parking lots or vacant lots.*



## DESIGN VISION FOR BLOCK BETWEEN WEST KAYE AVENUE & WEST FAIR AVENUE

- 1 (not in study area) Work with University to create a gateway/square.
- 2 Redevelop gas station into 'gas backwards' mixed use building.
- 3 Proposed new three story mixed use building with shared parking along rear.
- 4 Dining deck/parklet for liner food hut to shield parking and animate sidewalk.
- 5 Re-paint Beacon House in vibrant colors with graphics and new awnings.
- 6 Proposed three story new mixed use development with retail/office on ground level.
- 7 Consolidate parking to rear of lots over time - remove driveways from Third Street - plant evergreen trees and instal 6' fence along lot lines to residential zone.



## GENERAL CHARACTER & STRATEGY

Only three buildings compose this northernmost block in the Third Street Corridor. This the block with the most suburban character due to two businesses that are oriented primarily to the car. These businesses are successful and needed, but it may be as time goes on there is a way to adapt these more to the character of the rest of the Third Street Village.

The bank occupies all of the east side of the street, and has what seems to be more than sufficient parking. As development values increase, it may be possible to redevelop the whole site, or the areas on either side of the bank. The parking can be shared to the rear, with the addition of tuck under parking. The new buildings could take their design cue more from the University buildings, especially if the University decides to develop the entrance to the athletic facilities.

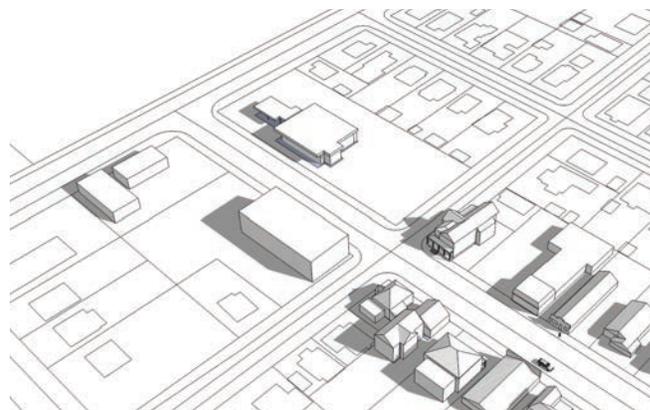
The gas station/convenience store is of a conventional type, and does have nice landscaping on the corner where there is a Third Street Village sign, but the typical layout is fundamentally antithetical to a pedestrian environment.

Therefore, as part of a potential redevelopment project, it would be encourage to use the 'gas backwards' model, where the convenience store part is up to the sidewalk and the pumps are to the back or side. In this case the pumps will still be fully visible from Fair Avenue and partially visible from Third Street. There could be one or two stories above for office.

The Beacon House is an important part of the Third Street social makeup, but the building itself is undistinguished. This is one more building along the corridor whose modest material would be better served with a darker, more colorful paint to 'ground' the building on the street, instead of popping in to the field of view, as white and light colored buildings tend to do. A mural representing the 'beacon' and mission of the organization would be welcomed by all good citizens.



*Aerial view looking north from West Kaye Avenue*



*Aerial view of existing building forms for this block*



*Proposed view of north end of Third Street Village at West Fair Street*



*Existing view of north end of Third Street Village Corridor*



## NORTH GATEWAY

Third Street has two gateways: this is a vision of what could happen at the north one.

On the left side is an example of the gas station/convenience store being rebuilt with the store on the street side and the gas pumps to the side/rear. This is an important corner to have a building located, to provide a defined 'beginning' (or end) to Third Street. Across the street to the right is the matching gateway building on the corner.

The large opening to the left in front of the 'gas backwards' station is the parking lot for Beacon House, and is shown with a low wall and landscape to hide the parking, as well as a food truck (Airstream variety).

In the distance is an idea for creating a square and entry building and gates for the Athletic Center and Superior Dome.



*Existing view of Beacon House.*



*There are many types of food trucks. One of the most classic is the Airstream Trailer.*



*Proposed example paint scheme, mural, and signage for the Beacon House.*

ENTRY & GATEWAY



The most northern block of the Third Street Corridor is where it ends, but also where it begins. This is a gateway to the village as well as to the University in the other direction. This could be marked with a gateway that spans the street as suggested at the southern end, or gateposts. Although this the University property is not in the study area, there is an opportunity to create a terminated view for Third Street. This could be coordinated with development at the gas station and on the bank lot.

Additional activity like food trucks are a first step in energizing this end of Third Street and gaining interest in further development.



*Rollins College built temporary gates as the result of a charrette to give the Main Street a terminated vista -a success it is not built in stone.*



*A design for a 'gas backwards' store and office.*



*Gas pumps to the side with a 3 story infill building.*



“Utilization levels [on Third Street] are much more modest compared to those in Downtown. However, single-stop trips are clearly more prevalent here. . . and this likely skews drivers’ perceptions of parking availability in the area.” - Nelson/Nygaard Third Street Parking Study

**PARKING**

Parking issues were expressed as a concern by retailers and customers. By making Third Street a more walkable, seamless retail area with a shared parking strategy is one way of tempering this concern.

However, there is also a way to simply expand actual parking spaces through restriping, reducing unnecessary curb cuts, and eliminating ‘no parking this side of street’ regulations on side streets.

Meters would also increase available spaces.



**EXPANDING ON-STREET PARKING CAPACITY**



Reduce corner setbacks



Reduce unnecessary curb cuts



Eliminate “No Parking This Side of Street” signs

## EXPANDING ON-STREET PARKING CAPACITY

This graph shows the gains in spaces that can be achieved through various strategies.

These strategies taken together can almost double the number of on-street spaces from 110 to 210, without having to buy additional land for parking.



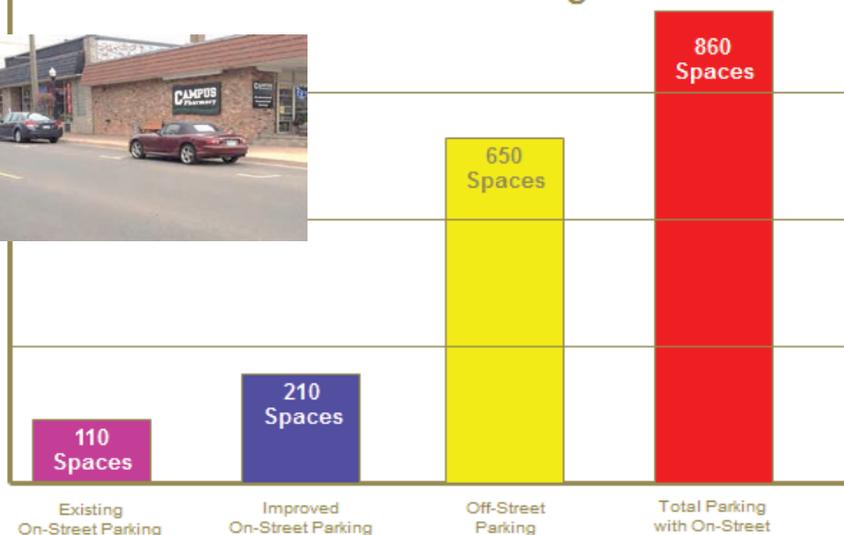
On-Street Parking Gains



When this gain in on-street spaces is added to the existing off-street parking, a total of 860 is reached.

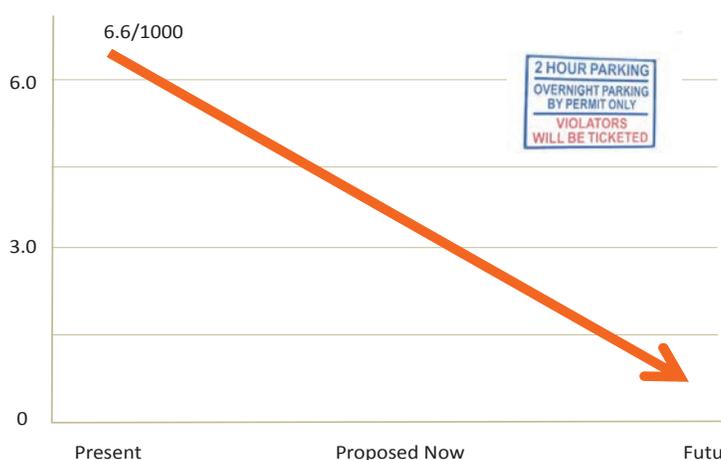


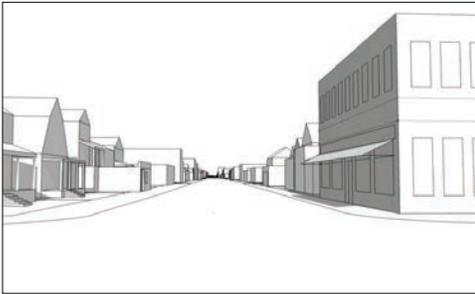
Total Parking



Presently retail is required by code to provide 6.6 spaces per 1000 square feet of space. It is proposed to make this under 3 spaces per 1000 square feet, allowing an increase in retail space with the existing number of spaces, and making it easier to add new retail.

Proposed Third Street Required Parking

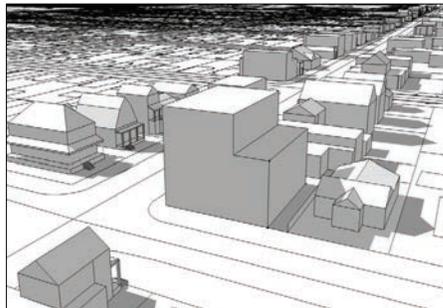




Two story building study for Transect Zone 4 (T4)



Three story building study for Transect Zone 5 (T5) with step down

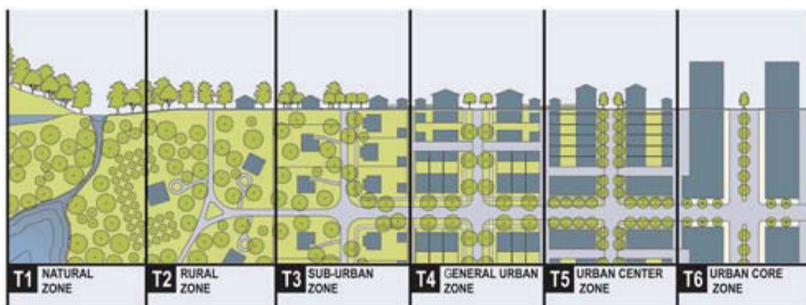


The images to the left were used to study the impact of various heights in the T<sub>4</sub> and T<sub>5</sub> zones, and helped adjust the metrics in the final draft document. A concern that arose was the possibility of too much shading by new taller buildings, leading to the regulation of a step down toward the rear of Third Street lots.

TABLE 4. T4 STANDARDS	
<b>A. BUILDING PLACEMENT</b>	
<b>PRINCIPAL BUILDING</b>	
i. Front Setback (Principal)	5 ft. – 18 ft.
ii. Front Setback (Secondary)	10 ft. max.
iii. Side Setback	0 ft. or 3 ft. min.
iv. Rear Setback	3 ft. min.
Abutting RG Principal Bldg	15 ft. min.
<b>OUTBUILDING</b>	
v. Front Setback (Principal)	20 ft. min.
vi. Side Setback	0 ft. or 3 ft. at corner
vii. Rear Setback	3 ft. min.
Abutting RG Outbuilding	10 ft. min.
<b>ENCROACHMENTS</b>	
i. Setback encroachments	
Open porch if setback greater than 10 ft.	50% max.
Balcony and/or bay window	80% max.
Stoop, Terrace	80% max.
<b>B. BUILDING FORM</b>	
<b>HEIGHT</b>	
<b>PRINCIPAL BUILDING</b>	
Stories	2
To eave / parapet	30 ft. max.
<b>OUTBUILDING</b>	
Stories	2
To eave / parapet	30 ft. max.
<b>MASS</b>	
Lot width	14 ft. min.
Lot coverage	70% max.
Facade buildout at setback	60% min.
<b>PARKING AND STORAGE LOCATION</b>	
<b>PARKING</b>	
Principal Frontage setback	not permitted
20 feet behind front setback	not permitted
Rear of lot	permitted

The page to the left is an example of the Transect Zone standards for Building Form and Building Placement. This includes build-to lines, heights, outbuilding locations, encroachments and parking locations.

*THE  
FUNDAMENTAL  
REASON FOR  
ADOPTING A  
FORM-BASED  
CODE IS TO MAKE  
THE GOOD EASY  
(AND LEGAL!),  
AND THE BAD  
DIFFICULT.*



The Rural to Urban Transect for the human habitat



The Transect applied to Third Street Corridor

### FORM BASED CODE VISION

During the Charrette, various alternatives were presented for the Third Street Corridor that would effect an eventual draft Form Based Code as seen in Section E.

It was decided to base this Form-Based Code on the Rural to Urban Transect system, seen in the diagram to the left. Because they are based on the physical form of the built and natural environment, all transect-based codes are Form-Based Codes. A transect is a cut or path through part of the environment showing a range of different habitats.

The Rural to Urban Transect is divided into six ‘habitats’ from Transect Zone 1 (T1) - Rural, to Transect Zone 6 (T6) - Urban Core. Each has certain characteristics for build-to lines, building heights, site coverage, on-site parking, as well as characteristics of the streetscape.

For the Third Street Corridor, it was determined that Transect Zone 4 (T4) and Transect Zone 5 (T5) were the ‘habitats’ that applied to the Third Street study area.

The Standards for Transect Zone 4 (T4) and Transect Zone 5 (T5) were discussed and modified, showing possible building placement, form, outbuildings, parking, and other metrics that are based on the character of Third Street and the Vision Plan.

Percentage of glass required was one of the options explored through Photoshop simulations shown to the left that gave a range of appropriate glass requirements for storefronts in new construction.



## MARQUETTE ACTIVE TRANSPORTATION

## EXITING CONDITIONS

Third Street serves as the heart of The Village neighborhood. It is a regional dining and shopping destination and functions as an important link between Northern Michigan University and downtown Marquette. The corridor is located within a larger neighborhood street network featuring relatively small blocks lined with sidewalks, a mixture of single-family and apartment buildings, schools, and parks. This mixture of uses and the neighborhood's coherent physical pattern is conducive to walking and bicycling. Indeed, despite the relatively narrow sidewalks and lack of bicycle facilities, people can be seen walking and bicycling along and across the corridor for most hours of the day. Furthermore, the presence of pedestrian amenities (curb ramps, high-visibility crosswalks, benches, outdoor café seating etc.) and decorative custom bicycle racks communicates that walking and bicycling are valued modes of transportation. That being said, several policy and physical changes have begun to undermine the safety and comfort of walking



*A bike rack provided by Valle's Village Market*

and bicycling along the corridor and throughout The Village neighborhood. With few existing traffic-calming measures, the increasing number of surface parking lots is degrading the comfort of walking and bicycling as well as the general aesthetics of the street. People driving exceed the speed limit with some frequency, most likely because travel lanes are wider than necessary and on-street parking spaces are often empty, which makes travel lanes appear even wider and fails to create the "friction" to slow down drivers.



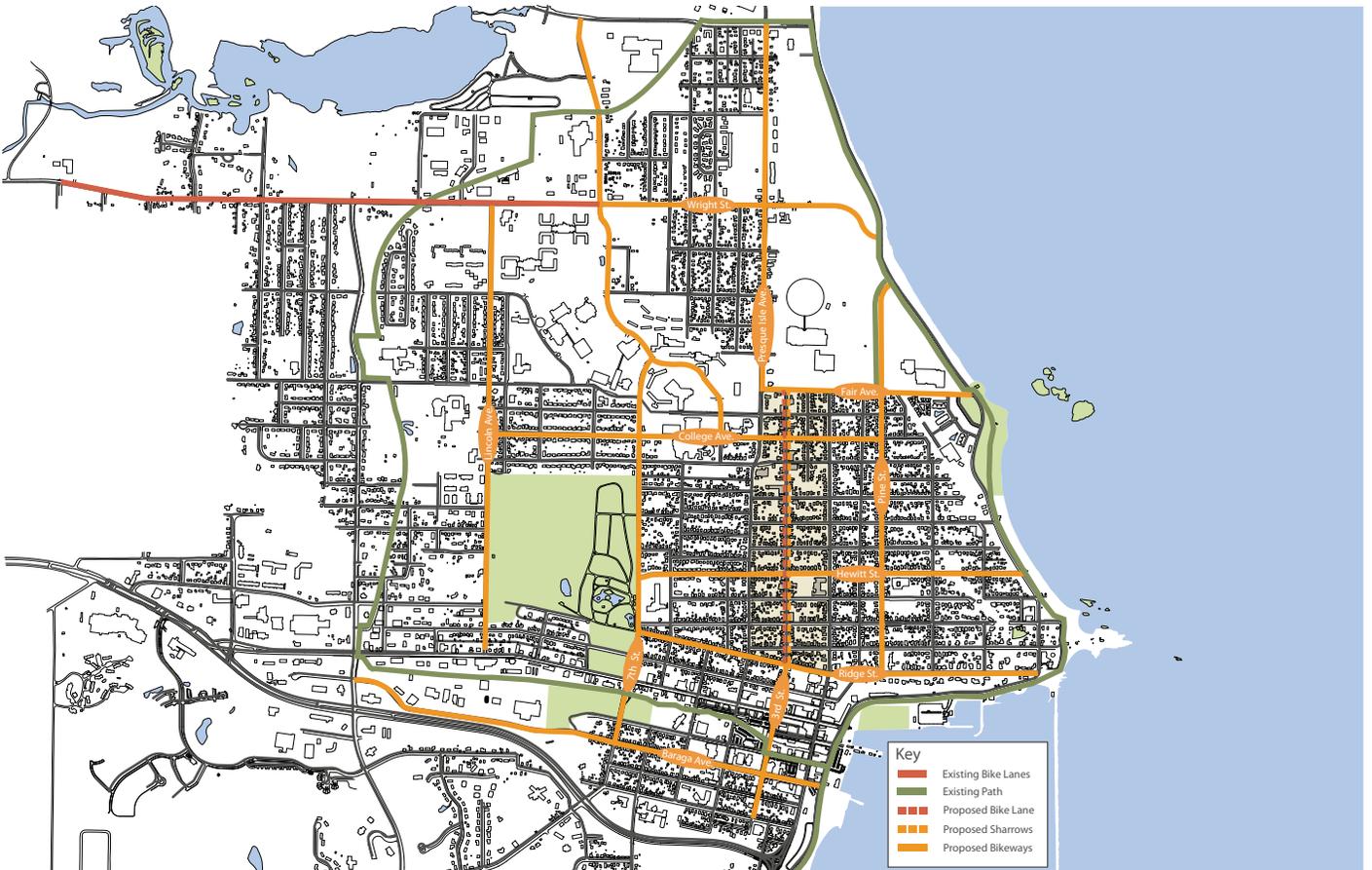
*Improper use of sidewalk by bicyclist*

Additionally, the lack of visible facilities limits the number of people who feel safe bicycling on the street. Rather than mix with traffic bicyclists choose instead to ride on the already narrow sidewalks where near pedestrian-bike collisions are common. Truck traffic is also common along Third Street, which may further deter bicyclists from using the street and makes walking that much less pleasant.

## GENERAL ACTIVE TRANSPORTATION RECOMMENDATIONS

Third Street is an important part of Marquette's transportation network. It is also an integral part of the city's social and commercial vibrancy. Enhancing the walking and biking experience along Third Street is paramount, but so too is ensuring that Marquette's nascent on-street bikeway network is expanded and developed alongside continued investment in amenities that making walking pleasurable and safe.

It is recommended that Marquette build from the existing perimeter trail system to further connect its neighborhoods, schools, parks, and the many amenities of downtown. While the city's entire roadway system has not been studied closely for multi-modal consideration, the proposed conceptual Network Plan utilizes corridors that provide meaningful connections to destinations throughout the city. The proposed Network Plan underscores the centrality of the Third Street corridor, but also reinforces the need for a citywide network of on-street bikeways.





an appropriate solution because there is less of a speed differential between bicyclists and motorists traveling downhill. Similarly, it is more difficult to ride at the speed of a car when bicycling uphill. The climbing lane therefore provides more comfort because it defines the bicyclists' space more clearly and allows additional space for lateral movement while climbing the hill. The clear marking of both facilities will help reinforce the proper direction of travel and together with signs, markings, and traffic-calming, encourage bicyclists to ride safely and visibly along Third Street.



### SHARROW

This marking is placed in the center of a travel lane to indicate that a bicyclist may use the full lane.

According to the US Manual on Uniform Traffic Control Devices, shared-lane markings are used to:

1. Assist bicyclists with lateral positioning in a shared lane with on-street parallel parking in order to reduce the chance of a bicyclist's impacting the open door of a parked vehicle;
2. Assist bicyclists with lateral positioning in lanes that are too narrow for a motor vehicle and a bicycle to travel side by side within the same traffic lane;
3. Alert motorists of the lateral location bicyclists are likely to occupy within the traveled way;
4. Encourage safe passing of bicyclists by motorists;
5. Reduce the incidence of wrong-way bicycling.

### INTERSECTIONS

The majority of bicycle crashes occur at intersections. Therefore raising the visibility of bicyclists as they approach and travel through an intersection is critically important so that conflicts between people bicycling (and walking) and driving is reduced. This can be done effectively by implementing two intersection treatments

in conjunction with the recommended climbing bicycle lane and shared use lane marking. These treatments are intersection crossing markings and the bicycle box.

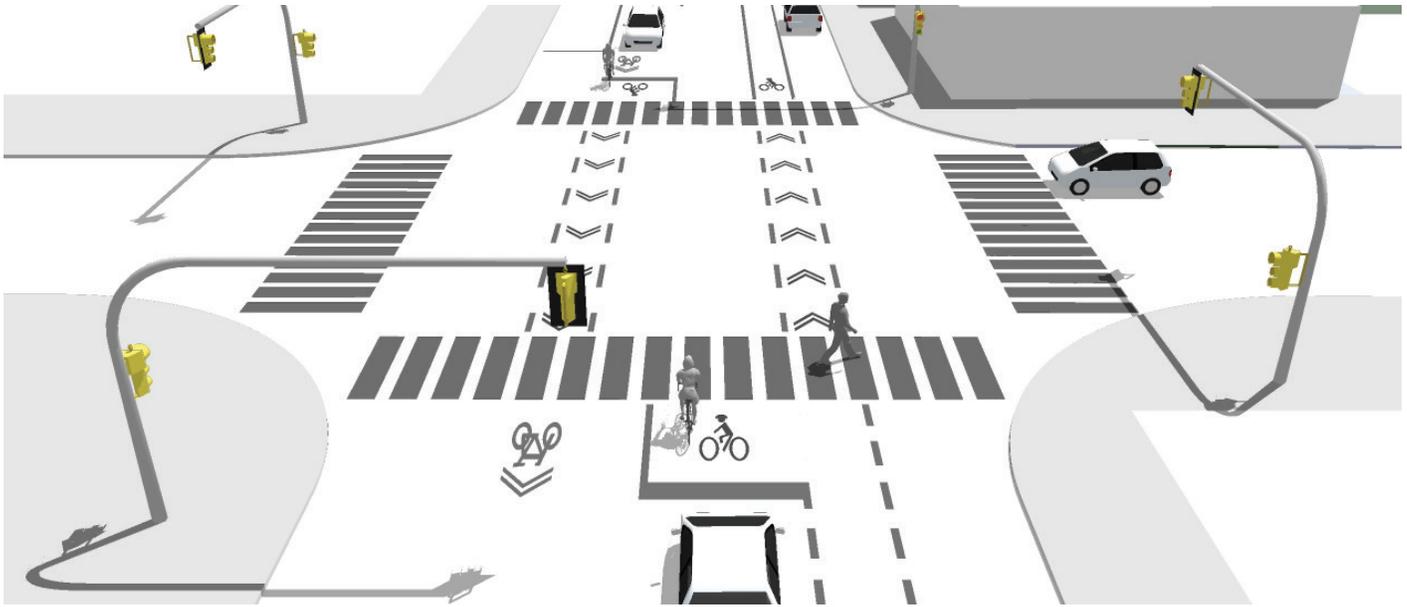
Intersection crossing markings, also referred to as "peg-a-tracking," indicate the intended path of bicyclists through an intersection and provide a clear boundary between the paths of through bicyclists and either through or crossing motor vehicles in the adjacent lane. Peg-a-tracking is normally comprised of dashed "skip" lines through the intersection at the same width of the associated bicycle facility. They may also feature chevrons indicating the proper direction of travel.

A bicycle box, is a designated space at the head of a traffic lane at a signalized intersection that provides bicyclists with a safe and visible way to get in front of queuing traffic during a red signal phase. The bicycle box serves a number of functions, including:

- Facilitating visible left turn movements for cyclists by positioning them at intersections during the red signal phase.
- Helps prevent 'right-hook' conflicts with turning vehicles at the start of the green signal phase.
- Groups bicyclists together to clear an intersection quickly, minimizing impediment to transit or other traffic.

People walking also benefit from the bicycle box because they reduced vehicle encroachment into the crosswalk.

It is recommended that Marquette implement intersection markings in conjunction with the proposed bicycle facilities. Additionally, a bicycle box should be utilized at the north and south sides of the Third Street and West Hewitt Avenue intersection. The bicycle box here will raise the visibility of cyclists at the corridors only signalized intersection and help facilitate safe left and right turns onto the proposed West Hewitt Avenue bikeway (if a bicycle lane is implemented along West Hewitt Avenue, it too should receive the bicycle box treatment). The bicycle lane will also provide more space between stopped cars and people crossing the street.



*Third Street and Hewitt Avenue looking South. A bike lane on the west side of the street protects riders laboring up-hill, while a sharrow aids in visibility of cyclists moving downhill on the east side of the street.*



### SIDEWALK BICYCLING

In order to limit bicycling on the sidewalk, it is recommended that the City of Marquette Police Department routinely enforce a policy that limits sidewalk riding along commercial streets. Additional measures, such as adding signs and sidewalk markings are not preferred but may be implemented on a pilot basis alongside the implementation of more safe and visible bikeways along Third Street.



### BICYCLE PARKING

Between the recently implemented custom bicycle racks and those provided by business owners, there currently is an adequate supply of bicycle parking. However, the quality, design, and placement of existing and future racks should consider best practices when implemented (see the Association for Pedestrian Bicyclists Bicycle Parking Manual, as well as the bicycle parking regulations proposed in the draft Third Street Corridor Form-Based Code).

While the custom racks are attractive, the current design makes it difficult to lock bike securely (both the wheel and the frame). This lack of security and support is perhaps why many bicycles are locked to street signs or other fixed objects along the corridor rather than the racks themselves.



Given the narrow sidewalks and the number of bicycles routinely parked at racks, signs, benches etc., it is recommended that the City of Marquette pilot test the use of a bicycle corral, which allow for a number of bicycles (up to 12) to be parked in front of a single automobile space. Such corrals could also be located between the nearest parallel parking space and the street corner, which makes efficient use of otherwise wasted space without compromising site lines (see page C85 for a variety of alternative curbside uses, including more information about bicycle corrals).

Finally, the provision of a modern bicycle sharing system is an increasingly popular and effective way for cities to provide mobility options for residents and visitors alike. It is recommended that the City of Marquette partner with Northern Michigan University in studying and perhaps implementing a small-scale, seasonal bicycle sharing system. Such a system could greatly encourage bicycling along and across the Third Street corridor, between the lakefront, downtown, and around campus (see page C85 for a variety of alternative curbside uses, including how a bicycle sharing station can be integrated into the Third Street streetscape).

**THIRD STREET CORRIDOR: WALKING**

The small blocks, provision of sidewalks, and range of land uses in close proximity make the Third Street the heart of a walkable neighborhood. However, small-scale improvements could further improve the comfort and encourage people to linger, shop, and socialize longer.



Several bicycling recommendations (bicycle boxes, bicycle corrals, narrowing of travel lanes to allow for a bicycle lane, preventing sidewalk riding etc.) improve the walkability of Third Street. That said, the following recommendations outline a small number of additional enhancements that will continue to make walking along Third Street a safe and welcoming experience.

To preserve and enhance walking along the corridor, the City of Marquette should utilize the provisions outlined in the draft form-based code to reduce the amount of surface parking fronting the street and the attendant, sometimes redundant, curb cuts that making walking uncomfortable. Furthermore, the replacement of existing buildings with surface parking should also be prevented so that Third Street does not develop into a suburban environment devoid of its current scale and pedestrian-friendly charm.

To increase the effective width of the sidewalks at the street corners and improve pedestrian visibility, curb extensions may be considered. While there is some perceived seasonal difficulty (snow removal) with the implementation of such infrastructure, it is recommended that Marquette first provide the benefits associated with curb extensions without incurring the cost or the vertical curbing by simply using paint. (see Temporary Curb Extensions section on page C85)

A number of attractive new wooden benches have been placed throughout Marquette, including along the Third

Street corridor. These “street seats” provide character, a generally more inviting atmosphere and a needed place to rest, take a phone call and socialize. Businesses should also be encouraged to provide outdoor café seating or contribute their own seats or benches to Third Street, such as the one found at Frosty Treats

Additional pedestrian amenities intended to create a unique, traffic-calmed, pedestrian-friendly environment are suggested in the following “Creativity in the Curb” lane section, which seeks to maximize currently underutilized asphalt space with inexpensive, seasonal and even temporary streetside amenities.

## TACTICAL URBANISM

Incremental, small-scale street level improvements are increasingly viewed as an affordable way to stage larger investments in the built environment. Indeed, there is a conservative intelligence to implementing low cost, short-term pilot projects before investing hundreds of thousands, if not millions of dollars on the build-out of permanent infrastructure. If the pilot project isn’t as effective as hoped, entire budgets are not exhausted, political capital is not wasted, and future designs may be calibrated to absorb the lessons learned from what is surely a unique and dynamic context. This approach to city-making is called “tactical urbanism,” and it allows a host of local actors – from citizens to city leaders – to work quickly and creatively to test new and/or existing physical plans. In short, tactical urbanism is generally defined by the following five characteristics:

- A deliberate, phased approach to instigating physical and/or social change;
- An offering of local ideas for local planning challenges;
- Short-term commitment and realistic expectations;
- Low-risks, with a possibly a high reward; and
- The development of social capital via partnerships between citizens, government departments and institutions, non-profit/NGOs, and their many constituents.

Despite the emphasis on the short-term, tactical urbanism is most effective when used in conjunction with long-term planning efforts that marry the needs of today with the vision projected of tomorrow. When included



*Parklet in Asheville, NC*

as part of a public planning and project implementation process, tactical urbanism short-term approach is capable of building trust amongst various interest groups, community leaders, and city leaders who often struggle with outdated regulatory structures, competing goals, and finite economic resources. The following recommendations include short-term and inexpensive responses to a variety of specific bicycle and pedestrian safety and mobility challenges found along the Third Street corridor.

## CREATIVITY IN THE CURB LANE PARKLETS

Parklets are extensions of a public sidewalk space and are intended to provide amenities and green space for public use. They most commonly replace 1-2 underutilized parallel or angled curbside parking spaces with public seating, landscaping, public art, bicycle parking, or other public amenities. While durable materials are used, parklets are designed for quick installation and easy removal during emergencies or seasonal cycles. While local businesses commonly sponsor the design, implementation, and maintenance of parklets, they remain extensions of the public right-of-way and therefore do not require the purchase of food, drinks, or goods from an adjacent, sponsoring business.

While parklets increase the balance of public space and help citizens and business owners envision the potential of city streets, they also encourage pedestrian activity, increase non-motorized transportation, and can

contribute to increased economic activity. A study of parklets was conducted in San Francisco using pedestrian counts, stationary activity counts, pedestrian surveys, and business surveys at the location of three separate parklet locations. The results revealed:

- A 44% increase in average foot traffic on Stockton Street after the parklet was installed;
- The average number of people stopping to engage in stationary activities nearly tripled at all three locations;
- Stationary activities included standing, waiting for transport, sitting on private or public seating, and being physically or culturally active;
- An increase in the number of bikes parked at each parklet;
- Businesses maintained or increased customer levels;
- Businesses reported no concerns about decreasing availability of nearby street parking;
- And the number of people who stopped to socialize and engage with others increased significantly at all three locations

Other cities with parklets also report an increase in economic, social, and physical activity, including Long Beach, CA where the city's first two parklets lead to the creation of 10 new jobs at the first two sponsoring businesses.

### DINING DECKS

Dining decks are temporary or seasonal structures built within a curbside parking space(s). They provide restaurants with outdoor seating space where sidewalk space is otherwise limited. (Birmingham Dining Deck). The key difference between dining decks and parklets are that only patrons of the restaurant may occupy the dining decks, whereas parklets are developed as truly public space where purchases do not have to be made to enjoy the space. Additionally, the furniture and design of the dining deck is usually in cohesion with the restaurant and patrons may be waited on while on the deck, while parklets take on a wide variety of design themes. Finally, dining Decks do not ultimately increase the supply of accessible public space but they do help bring economic and physical activity to city streets and local restaurants.



*Dining deck in Birmingham, Michigan*

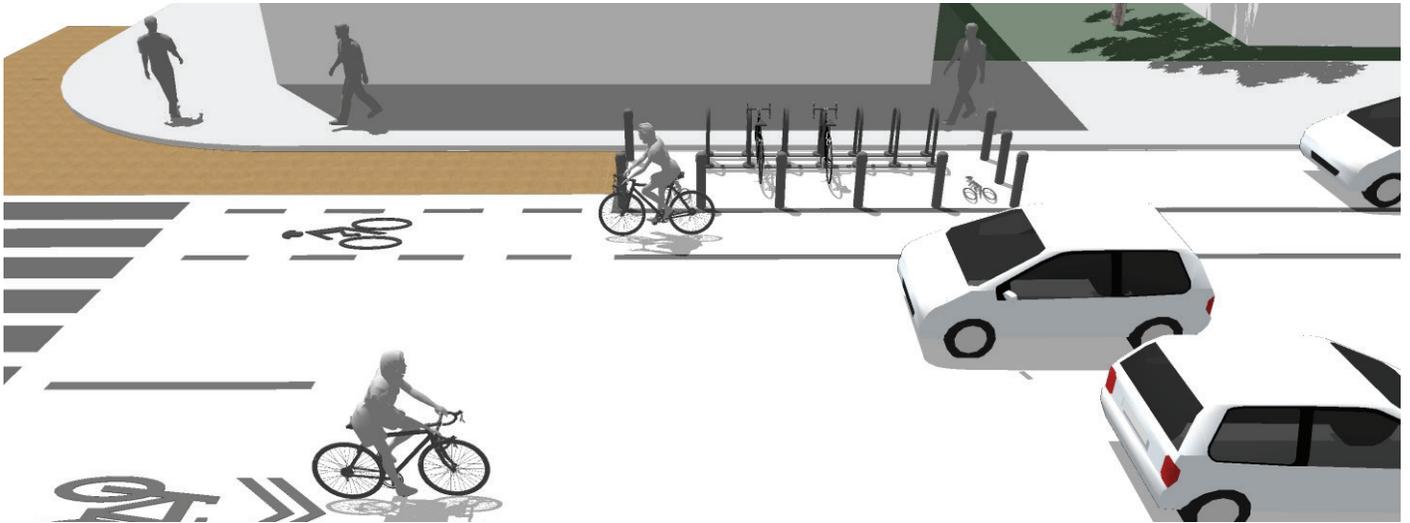
### BICYCLE PARKING CORRALS

An alternative method for providing additional short-term bicycle parking facilities is to consolidate bicycle racks within a conventional curbside-parking lane. Such facilities are often referred to as bicycle corrals, which are increasingly common in commercial corridors like Third Street with narrow sidewalks, moderate to high pedestrian activity, commercial sidewalk use, and bike parking demand crowd limited sidewalk space. Bicycle corrals provide the following benefits:

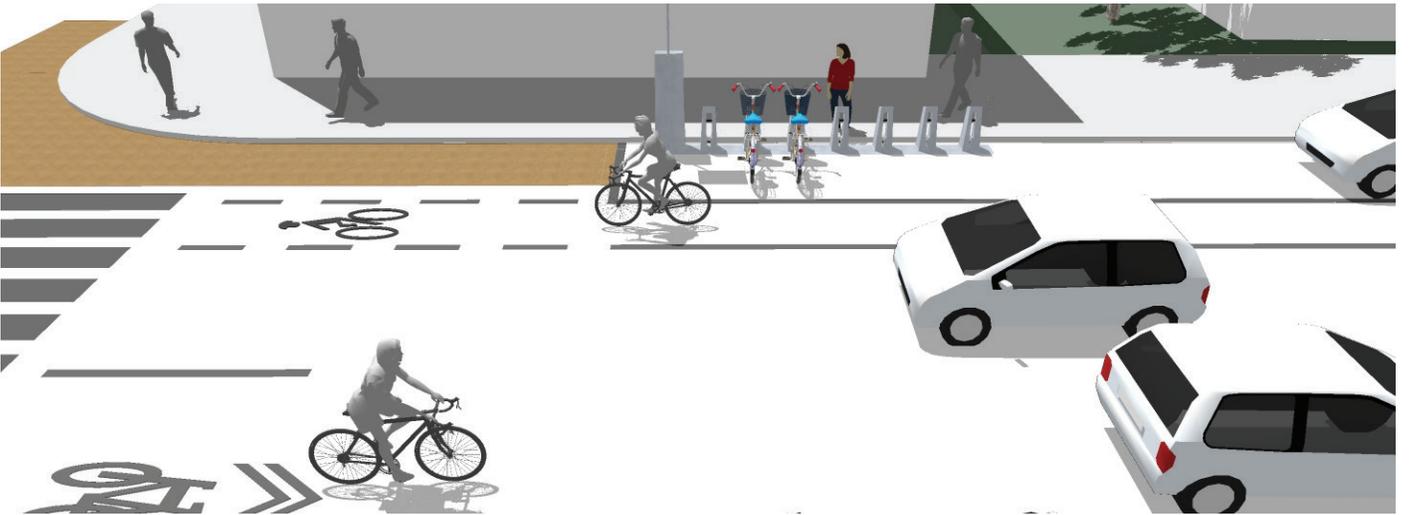
*For businesses:* Corrals provide 8-12 more parking spaces than a conventional car parking space and help customers associate the business as being bicycle-friendly. Removing bicycle parking from the sidewalk also provides more space for outdoor seating and/or merchandise, and gives the business a more visible presence for people driving or bicycling.

*For People Walking:* Corrals help clear narrow sidewalks of bicycles and therefore provide more space for walking. The improved sightlines for drivers also allows pedestrians to be more visible when crossing near streets corners.

*For People Bicycling:* Corrals raise the visibility of cycling along a given corridor/within a neighborhood.



*Bike Corral in parking lane*



*Bike Sharing system in parking lane*



*Dining deck / parklet in parking lane*

*For People Driving:* Corrals improve visibility at intersections by eliminating the opportunity for large vehicles to park near street corners.



*Bike corrals offer an alternative parking solution*

## TEMPORARY CURB EXTENSIONS

Street corner curb extensions shorten the street crossing distance and make more people more visible at intersections. They also help slow traffic, particularly when they are designed to reduce the turning radius of automobiles. Despite these benefits, the possible extension of curb extensions sometimes perceived as a nuisance to the snow removal process. It is therefore recommended that temporary curb extensions be pilot tested at select locations, such as Third Street and Hewitt Avenue, so that the benefits are conferred to people walking without the snow removal impact or initial expense of building permanent infrastructure. If deemed successful they may be made permanent at a later date, or remain as a very light, easy-to-maintain pedestrian amenity.

## RECOMMENDATIONS

It is recommended that the City of Marquette create a policy allowing for the seasonal implementation of parklets and/or dining decks, bicycle corrals, and temporary curb extensions to further enhance social, economic, and safe physical activity along the Third Street Corridor. The eventual creation of a Third Street Business Improvement District (BID) may help organize and maintain these amenities or local businesses may choose to sponsor their own if the City develops a low-barrier approval process, which is also recommended. Parklets, for example, can be prototyped or piloted in a variety of ways, including

experimenting with their use over one-day or even weekend-long events using very basic materials (see Asheville Parklet pg C83). One opportunity is to work with a local businesses or organization(s) to participate in International Park(ing) Day (ParkInProgress-OnwardState.com), which for one day encourages the repurposing of parking spaces into park space. Many non-profit organizations that participate in park(ing) days think of themes or activities to attract passersby and share the concept of increased urban space for the public.

## MAINTENANCE

Who will be responsible for routine maintenance, street sweeping, and snow removal should be considered in the siting of parklets, dining decks, or bicycle corrals. Low-key maintenance agreements are commonly developed between the City and a “sponsoring” businesses or an entire Business Improvement District (BID). In many snow-belt communities, such creative curbside uses are removed in the winter months to reduce the complication of plowing and storage of snow, as well as to free up additional parking spaces reduced during the winter season.

## RESOURCES

### Parklets:

- San Francisco Great Streets Project’s Parklet Impact Study (2011)
- UCLA’s Reclaiming the Right-of-Way: A Toolkit for Creating and Implementing Parklets. Luskin School of Public Affairs (2012)
- San Francisco Planning Department’s Parklet Manual (2013)

### Bicycle Corrals:

- The Association for Pedestrian and Bicycle Professional’s (APBP) Bicycle Parking Guide – Second Edition (2011)

## UNIVERSAL DESIGN

### BACKGROUND

A sustainable Third Street should be safe and accessible for all users regardless of age and ability. The concept of universal design is one standard to achieve this and is defined as “the creation of places, products and programs to be welcoming, safe, enjoyable and useable by all persons regardless of age and ability.” Historically, the Americans with Disabilities Act was the legal framework for many design considerations addressing the needs of users with limited ability. Universal Design goes beyond ADA requirements and establishing its principles along Third Street will not only enable patronage from all users, but welcome it.

The guiding principles of Universal Design include: *Connectivity, Equitable use, Perceptible information, Simple and Intuitive use, Flexibility in use, Approach, use and effort, and Tolerance for error.* A full explanation of these principles is included at the end of this section. With regard to these principles in consideration with the Third Street Sustainable Development Plan, the design team, with significant input from the Marquette Access Group has compiled recommendations for the following areas: public transit, parking, sidewalks, the building entrance and building retrofits.

### PUBLIC TRANSIT: DISCUSSION

The Third Street Corridor would be an appropriate place to “test” extended public transit hours. As the main connector between downtown and NMU, consistent traffic throughout the day may produce sufficient ridership to justify extended hours. More frequent and extended service, if offered consistently, has the potential to attract would-be motorists, alleviating traffic and the demand for on-street parking. This would expand the amount of time limited ability users could depend on transit for daily needs.

Additionally, Marq-Tran and the planning department should consider how to improve bus stops for the safe loading and unloading of all riders. This may best be achieved through a dedicated no-parking zone for bus stops. This will allow drivers to pull the bus up to the curb where riders can easily step on and off the bus. This is increasingly important when the wheelchair lift



*Transit should have clear access to the curb for safe load and unloading of passengers.*

is used. Passengers of all ability levels should not have to exit in the traffic lane and cross through the proposed bicycle lane and on-street parking lane to reach the sidewalk.

### PUBLIC TRANSIT: RECOMMENDATION

Marq-Tran should be engaged to extend hours of operation and improve transit stops for safe loading and unloading.

### PARKING: DISCUSSION

Specific on-street parking spaces should be labeled for handicapped parking at a rate of one handicapped space per 20 total parking spaces. Should on-street parking expand using strategies prescribed in the Downtown Parking Study, 210 on-street spaces should include at least 10 for handicapped parking, or one space per block. These stalls require additional length in the rear and should be free of obstruction on the passenger side, as service vehicles may be equipped with wheelchair loading and unloading equipment.

Many similar principles apply to off-street parking. Off-street lots should maintain a hard, smooth surface from handicapped stalls to building entrances and should be a priority for snow removal. Furthermore, off-street parking lots should clearly direct patrons by providing infographic signs leading to building entrances or certain streets. This practice will not only benefit users of all abilities, but also visitors unfamiliar with the area. As there are private and public off-street parking lots along Third Street, successful management will require cooperation from business owners and city agencies.

**PARKING: RECOMMENDATION**

On-street and off-street parking should provide for handicapped drivers and service vehicles.



*This example of wayfinding includes icons and colors to characterize destinations, and also includes distance and travel time. This is beneficial to users of all ability levels.*

**SIDEWALK: DISCUSSION**

The sidewalks along Third Street should maintain an uninterrupted non-slip surface. Sections of sidewalk with regularly standing water should be replaced to ensure proper drainage. Given Marquette’s extreme winter climate, sidewalks along Third Street should be inspected on an annual basis and scheduled for improvement accordingly.

Given already narrow sidewalks along Third Street, it is essential that a clear path of travel be provided by property owners and enforced by city officials. There are three main obstructions of concern: snow, signs or outdoor displays and doors. Clearing sidewalks of snow, without pushing the snow into the street and eliminating on-street parking, is a significant challenge and will require public and private cooperation. However, many successful downtowns and business districts effectively accomplish clear roads and sidewalks when both are the responsibility of the city or DDA. This may be the most efficient organization, but will likely require

private investment from the businesses along Third Street. Street signs and merchandise displays can be great advertising and a way to liven up the public realm, but should be cognizant of foot traffic patterns and accommodate persons with limited sight or ability. Last, any doors that when opened encroach regular travel path should be properly signed with warnings for passersby on the street (displayed at a readable level) as well on the inside of the door for patrons leaving the store.

Road crossings should be properly graded and equipped to serve persons of all abilities. The approach from sidewalk to road level at every intersection can accommodate persons with limited availability through a gradual slope that requires minimal effort and is equipped with detectable warnings to signify the transition of the sidewalk into the street. Additionally, at the lighted intersection of Hewitt and Third Street, pedestrian signals should be upgraded to include both visual and audible crossing indicators.



*A forgiving slope and detectable warning make this road crossing more safe and welcoming.*

**SIDEWALK: RECOMMENDATION**

Third Street’s sidewalks should provide a consistent surface, a clear path of travel and safe road crossings.



*The availability of a doorbell to request assistance if necessary is inviting and easy to install.*

#### **BUILDING ENTRANCES: DISCUSSION**

Where feasible, power assist doors should be installed. Power assist doors are either motion-sensored or operated by the push of an easily accessible button and allow for convenient access for limited-ability users.

In many buildings along Third Street, power assist doors may not be feasible, however small improvements can have marked impact for users. For patrons who have a difficult time opening a door, a simple doorbell in a visible place can be a valuable instrument to signal for help from inside. Also, displaying the phone number of a business on the door or clearly labeled on a window may also serve the same purpose. This should be reinforced by training for employees on how to best assist patrons with limited ability.

Once inside the door, it is important that businesses understand the amount of room necessary to maneuver for someone with limited ability or in a wheel chair. This can mean a clear path to a register or a sufficiently wide vestibule or airlock so as to avoid conflict between entering and exiting patrons. Last, though many stores are laid out and merchandised to appeal to customers on foot, consideration should be given to children and others who move through a store at a different height to avoid potentially hazardous arrangements.



*Accessibility retrofits can be costly and could be encouraged through a grant or low-interest loan program.*

#### **BUILDING ENTRANCES: RECOMMENDATION**

Entrances to Third Street Businesses should be welcoming and easy to use with clear indications of how a patron may request assistance.

#### **NEW BUILDINGS AND BUILDING RETROFITS: DISCUSSION**

New construction along Third Street should consider all users in design. This is especially important when concerning the issues already discussed in this section. Every new project should make Third Street more safe, welcoming and accessible.

Many buildings along Third Street have been converted from houses into businesses or offices. Other buildings were built in a time when accommodating persons with disabilities was not the law. However, retrofitting existing buildings for accessibility can pose a significant cost to building owners. To assist owners of existing buildings on Third Street wishing to improve the accessibility of their business, the city should consider setting up a grant program or low interest loans. Incentivizing accessibility retrofits will ultimately make Third Street more welcoming for all users.

#### **NEW BUILDINGS AND BUILDING RETROFITS: RECOMMENDATION**

New construction should strive to exceed ADA requirements to ensure safe and welcome use by all users. Existing buildings should be provided with support if an accessible retrofit is desired.

## CONCLUSION

Creating a safe and welcoming environment for all Third Street users is a worthy task and one that will involve business owners, residents, non-profit organizations and city officials. Third Street is in a position where many of the recommendations listed above can easily be achieved through an organized effort. The planning department and the DDA should take the lead in addressing corridor wide issues and educating individual business owners on the ways they can improve accessibility. Achieving a more universally designed Third Street will not only benefit businesses, but welcome a broader base of frequent visitors.

## APPENDIX: THE PRINCIPLES OF UNIVERSAL DESIGN

### CONNECTIVITY.

Universally Designed places, products, and programs are connected and engaged for their intended purpose with people of all ages and abilities.

### EQUITABLE USE

Universally Designed places, products, and programs must be accessible to and usable by a broad range of individuals to achieve as normal experience as is reasonably possible.

### PERCEPTIBLE INFORMATION

Universal Design carries required information effectively to the user, without exception for varied abilities or culture.

### SIMPLE and INTUITIVE USE

Universally Designed places, products, and programs should be rapidly understandable without regard to the user's experience, knowledge, language skills, or level of concentration.

### FLEXIBILITY IN USE

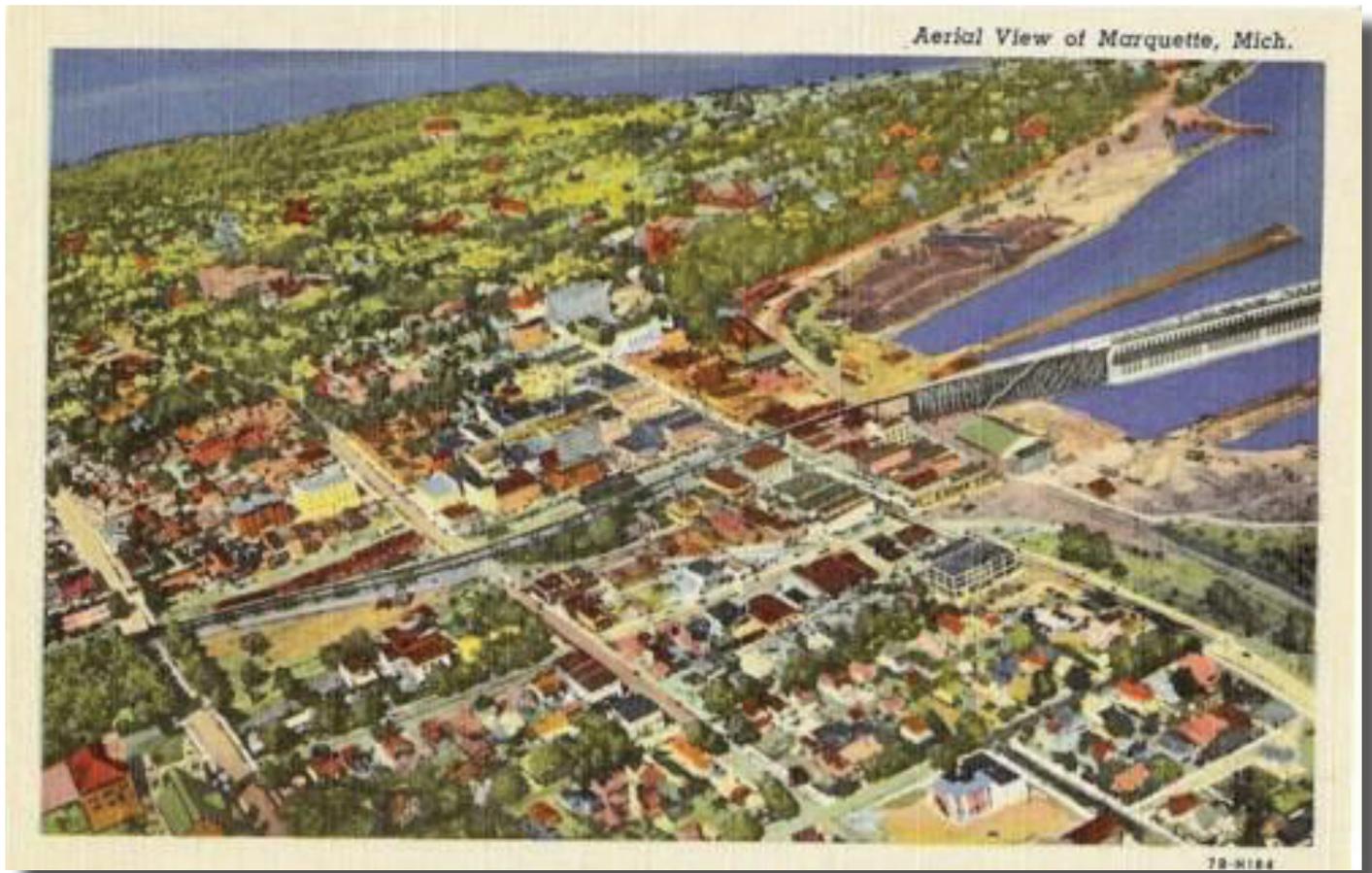
Universal Design accommodates a wide range of individual needs, preferences and abilities while offering rapid and easy adaptability.

### APPROACH, USE and EFFORT

Universal Design provides for appropriate size and space, allowing for manipulation and ease of use by the world's wide spectrum of people with minimum physical effort required.

### TOLERANCE FOR ERROR - SAFETY

Universal Design provides for minimal danger to self or others by individual's error or individual's participation.



*Historic Aerial of Third Street Corridor shows the clear rural to urban transect that can be protected and enhanced by a new Form-Based Code.*

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D  
ACTION

**'EVERYTHING IS NEEDED'**

*When the great 20th Century planner John Nolen was asked by Congress in 1920 what American cities needed to become great, he replied "Everything, and all at once." Fortunately, Marquette is in a better position, with a wealth of good buildings, civic space, infrastructure and other basic components of a civilized community. However, it will take a continuous and extensive effort using all strategies and tactics available to bring Marquette's Third Street Corridor to its highest potential.*

## NOW

Begin painting, new signage, landscape , and any action already allowed that supports the Vision of the Third Street Village

Experiment with Tactical Urbanism strategies (Parklets, dining decks, etc) that are allowed or not prohibited. Coordinate with City and Downtown Development Association.

Review draft Form-Based Code and revise as needed.

Bring recommendations for bike and alternative transportation, and shared parking into existing plans and begin funding mechanism.

Use Vision Plan to develop branding and marketing strategy for Third Street Village by Downtown Development Association, retail owners and landlords and residents.

## SOON

Revise draft Form-Based Code, adopt as final Zoning by Planning Commission and City.

Identify projects that will be newly allowed by the Form Based Code and encourage implementation, along with publicity of the results.

Recruit local and regional retailers that are aligned with the Vision Plan.

Support existing business through low interest loans or grants to do small upgrades, such as painting, signage, seating etc.

Start a summer youth program to build fence, and possibly parklets.

Plan for International PARK(ing) Day. (<http://parkingday.org>) - September 20, 2013

Start discussion with University about possible development and gateway at end of Third Street.

Develop housing strategy that fits Vision Plan and coordinate with University and neighborhood.

## LATER

Continue all strategies above: adjust Form-Based Code as needed.



FORM BASED CODE

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E

## 1.0 Third Street Corridor Form-Based Code Introduction

### 1.1 Intent

- A. The Third Street Form-Based Code is designed to foster infill redevelopment in a sustainable *mixed-use* pattern as part of a vibrant, diverse, urban corridor.
- B. This Chapter is intended to promote traditional urban form and a lively mix of uses, allowing for *shopfronts*, sidewalk cafes, and other commercial uses at the street level, with wide sidewalks and shade trees, overlooked by upper *story* residences and offices.
- C. Physical access and a sense of connection to the historic downtown, the university and the adjacent neighborhoods are very important to the future of the corridor.
- D. A range of open spaces including *plazas*, *squares*, and playgrounds should be distributed within neighborhoods and along *mixed-use* corridors.
- E. Buildings and landscaping should contribute to the physical definition of thoroughfares as civic places.
- F. The Transect District descriptions in Sec. 1.3 Transect Districts shall constitute the intent of this Chapter with regard to the general character of both of these environments.

### 1.2 Conflicting Ordinances

Wherever there appears to be a conflict between the Third Street Form-Based Code and other sections of the Marquette City Zoning Ordinance, the requirements specifically set forth in the Third Street Form-Based Code shall prevail. For development standards not covered by the Third Street Code, the other applicable sections in the Marquette City Zoning Ordinance shall be used as the requirement. Similarly, all development shall comply with all relative Federal, State or local regulations and ordinances regarding health and safety.

### 1.3 Transect Districts

- A. Zoning districts under this Chapter are limited to the following Transect District designations:
  - a. T5 Urban Center (T5): This district consists of higher intensity *mixed-use* buildings that accommodate retail, offices, institutional, townhouses and apartments. The thoroughfares have wide sidewalks and buildings are set close to the sidewalks.
  - b. T4 General Urban (T4): This district includes a mix of uses but is primarily in the form of medium intensity residential structures. It may have a wide range of building types: houses, townhouses, duplexes, small apartment buildings, *live-work* units, and small commercial buildings. Setbacks and landscaping are variable. Commercial uses are freely permitted although the form is more residential in character than the T5 District.

### 1.4 Approval Process

In order to obtain zoning compliance approval for construction within the boundaries of this Chapter, an applicant shall follow the process outlined in section 80.62 of the City of Marquette

Zoning Ordinance; however, Planning Commission review and approval of a site plan is not necessary unless otherwise provided in this Chapter.

## 1.5 Appeals

Deviations from the Building Form Standards (see Table 4 and Table 5) can be approved only through a variance process as provided for in section 80.64.4.B of the City of Marquette Zoning Ordinance or by the Administrative Waiver process pursuant to Sec. A below.

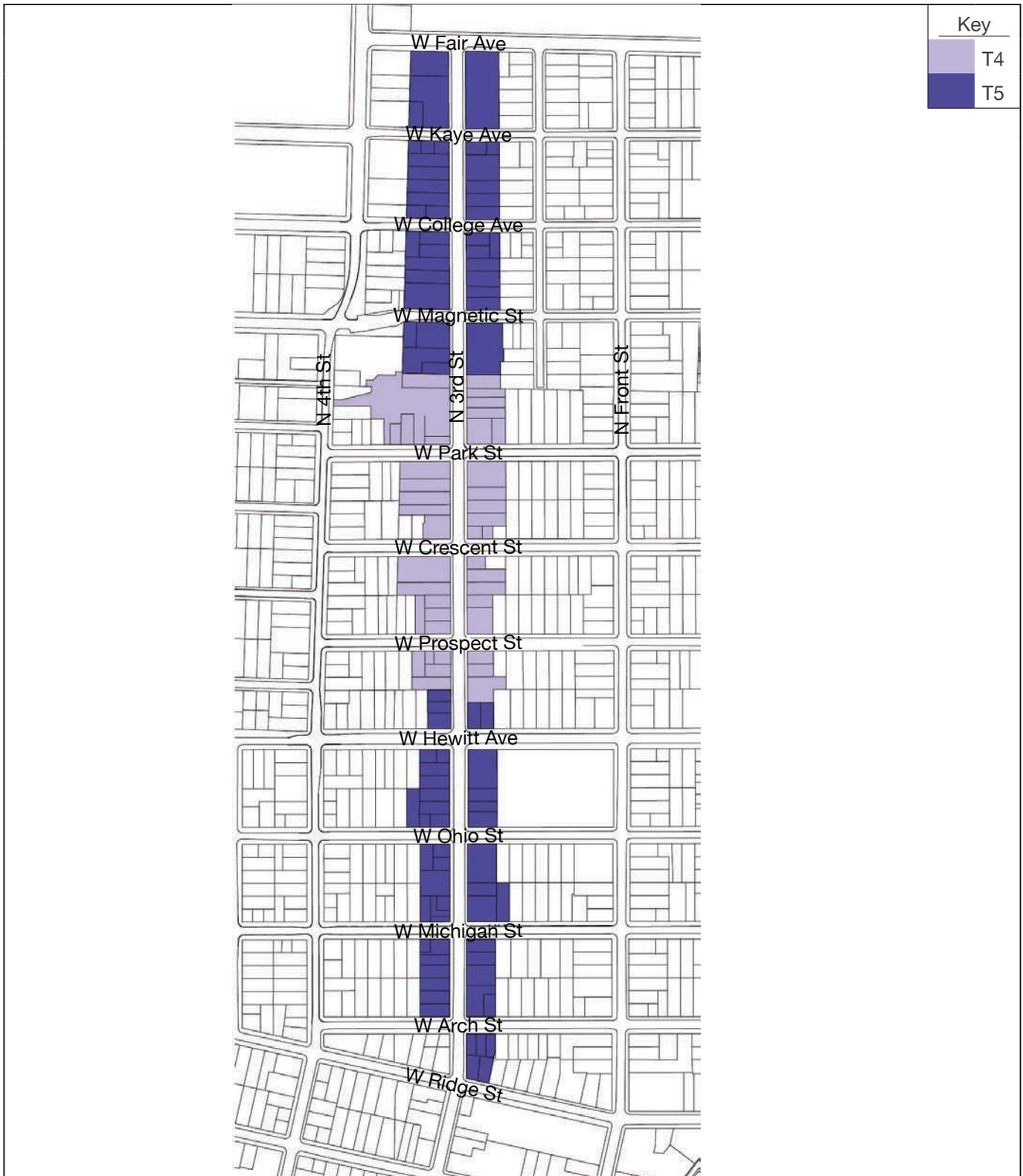
- A. An administrative waiver is a ruling that would permit a practice that is not consistent with a specific provision of this Chapter but is justified by the provisions of Sec. 1.1 Intent. The Zoning Administrator shall have the authority to approve or disapprove administratively a request for an administrative waiver if listed as eligible for an administrative waiver within this Chapter.
- B. General Standards. No administrative waiver shall be approved unless the Community Development Director or his designee shall find:
  - a. The administrative waiver is consistent with Sec. 1.1 Intent of this Chapter.
  - b. The administrative waiver is consistent with the Comprehensive Plan.
  - c. The administrative waiver will not materially endanger the public health or safety or constitute a public nuisance if located where proposed and developed according to the plans and information submitted and approved.
  - d. The administrative waiver will not substantially injure the value of adjoining property; or that the use is a public necessity.
  - e. The location and character of the use, if developed according to the plans and information approved, will be in harmony with proximate land uses, and consistent with the purposes of the district.
  - f. The administrative waiver will advance the presence of the intended form of the development.
  - g. The administrative waiver will advance pedestrian friendly activity.
  - h. The administrative waiver will provide for the enhancement, coordination or demarcation between the public and private realm.
  - i. Specific Standards. Items eligible for administrative waivers have specific standards in the sections of the Chapter related to those items.
  - j. Any decision regarding a grant or denial of an administrative waiver shall in writing state the reasons for the grant or denial and shall be delivered to the applicant by either first class mail or electronically.
- C. The request for an administrative waiver, waiver, or variance shall not subject the entire application to public hearing, but only that portion necessary to rule on the specific

issue requiring the relief.

## 1.6 The Third Street Regulating Plan

- A. The regulating plan is the controlling document and principal tool for implementing the Third Street Code. It identifies the transect district (T-zone) for the building site (See Table 4 and Table 5), which provides standards for the disposition of each lot, and illustrates how each relates to the adjacent properties and to the street.
- B. New development on the Third Street corridor shall provide sidewalk improvements, *civic space*, and contribute to a shared parking and access strategy to create a complementary pattern for growth and development. The rules below will enhance a compact, *mixed-use* corridor that complements the adjacent neighborhoods and provides flexible opportunities for residential, employment, and commerce uses.
- C. Parking and access
  - a. Access and parking for lots fronting the Third Street corridor is regulated by this Chapter.
  - b. The location of new curb cuts shall be limited to no more than one per 100 feet of street *frontage*.
  - c. Where designated on the regulating plan:
    - I. Alleys shall provide access to the rear of all lots. Alley construction within the rear setback is required as part of a redevelopment project. Alleys shall be constructed to meet the City construction standards in order to be suitable for emergency and service vehicle access pursuant to Sec. Table 20. Access.
    - II. Alleys shown on the regulating plan represent suggested & approximate configurations. Access through the *block* and to the rear of lots within the *block* is required. The specific configuration should include shared parking areas and other uses so long as reasonable service access is unimpeded.
- D. Bicycle parking is to be allocated across the Transect Zones by type, but detailed in quantity and location by land use, demand, and building size.

**TABLE 1. THIRD STREET CORRIDOR REGULATING PLAN**



## 1.7 How to Use this Chapter

1.8 There are two basic steps to understand what the code prescribes on property within the Third Street Corridor District. The Chapter will prescribe building placement, the parameters for its three-dimensional form, both required and allowed architectural/functional elements, and the range of allowable uses. Following are the steps to follow in using this Chapter:

- A. Consult the regulating plan, and note this plan identifies two (2) sub-districts within the Third Street Corridor District. Find the property in question. Note the color of the sub-district — this determines the applicable building form standards, streetscape standards and landscape standards for each property. See regulating plan key for guidance.
- B. Find the appropriate Building Form Standards (BFS) (Table 4 or Table 5) in the code (color coded to match the regulating plan). The BFS explains the basic parameters for building on a particular site in terms of building placement and building form. See Use Table 13 for specific building use.
- C. See Sec. Table 16. Public Frontage Type for illustrations of general parameters pertaining to streetscape improvements.

## 1.9 Definitions.

**Bicycle Corral:** a series of bicycle parking racks that replace on-street automobile parking. Typically applied where bicycle parking and demand and pedestrian volumes are high. Depending on its configuration, a single motor vehicle parking space may yield between 6 and 12 bicycle parking spaces.

**Bicycle Locker:** an enclosed and secured locker that provides bicycle parking for long-term use.

**Bicycle Shelter:** a roofed shelter that provides protection from the elements on three sides and multiple bicycle racks for public use.

**Bicycle Sharing:** a fleet of bicycles made publicly available for shared use to individuals for a short period of time

**Block:** the aggregate of private lots, passages, rear alleys and rear lanes, circumscribed by connecting thoroughfares.

**Civic Space:** an outdoor informal or formal area permanently dedicated for public use.

**Elevation:** an exterior wall of a building not along a *frontage line*. See: facade.

**Encroach:** to break the plane of a vertical or horizontal regulatory limit with a structural element extending into a setback, into the public frontage, or above a height limit.

**Encroachment:** any structural element that breaks the plane of a vertical or horizontal regulatory limit extending into the public frontage setback, or above a height limit.

**Facade:** the exterior wall or *elevation* of a building that is set along a *frontage line*.

**Forecourt:** a *private frontage* wherein a portion of the *facade* is close to the frontage and the central portion is set back.

**Frontage:** the area between a building *facade* and the vehicular lanes, inclusive of its built and planted components. Frontage is divided into private and public *frontages*.

**Frontage buildout:** the percentage of the lot width that is occupied by the building *facade* at the front setback.

**Frontage Line:** a lot line bordering a public frontage. *Facades* facing *frontage lines* define the public realm and are therefore more regulated than the *elevations* facing other lot lines.

**Landscaped Area:** the area of a lot or parcel exclusive of building footprints, driveway and walkway pavements, and other impervious hardscape areas, and exclusive of ponds, pools and other water features.

**Liner building:** a building specifically designed to mask a parking lot or a parking structure from a public frontage.

**Live-Work:** a *mixed-use* unit consisting of a commercial and residential use. The commercial use may be anywhere in the unit.

**Lot Coverage:** the percentage of a lot that is covered by buildings and other roofed structures.

**Mixed-Use:** multiple uses within the same building or in multiple buildings.

**Outbuilding:** an accessory building, usually located toward the rear of the same lot as a principal building.

**Plaza:** a *civic space* type designed for civic purposes and commercial activities in the more urban areas, generally paved and spatially defined by building *frontages*.

**Principal Entrance:** the main point of access for pedestrians into a building.

**Principal Frontage:** on corner lots, the *private frontage* designated to bear the address and *principal entrance* to the building, and the measure of minimum lot width. Prescriptions for the parking locations pertain only to the *principal frontage*. Prescriptions for the front setback pertain to both *frontages* of a corner lot. See frontage.

**Private Frontage:** the privately owned setback between the *frontage line* and principal building *facade*.

**Secondary Frontage:** on corner lots, the *private frontage* not on the primary thoroughfare.

**Shopfront:** a private building frontage for parking spaces that are available to more than one use with the building entrance at sidewalk grade.

**Signs:** Signs shall be defined pursuant to Chapter 82 – Sign Ordinance of Title XII – Zoning. Additional definitions are as follows:

**Band Sign:** A band of text and / or graphics across the width of a building. *Band signs* may have external illumination, and occur just above the top of the first-level glazing, often on an exposed beam face, if present.

**Blade Sign:** A small sign, which is suspended from an overhang, canopy, marquee, or awning, or is suspended from a mounting attached directly to the building wall, and

hangs perpendicular to the building wall. An 8-foot clearance is required between a *blade sign* and finished grade.

**Nameplate Sign:** A small, flat sign attached to the building *facade* on which the name of a person, company, building, etc. is printed or engraved.

**Outdoor Display Case Sign:** A display case located on the *facade* of a building which displays menus, handbills or posters advertising a scheduled event, performance or film, and merchandise associated with the event, performance or film.

**Square:** a *civic space* type designed for unstructured recreation and civic purposes, spatially defined by building *frontages* with formal paths, lawns, and trees.

**Stoop:** a *private frontage* wherein the *facade* is aligned close to the *frontage line* with the first *story* elevated from the sidewalk for privacy, with an exterior stair and landing at the entrance.

**Story:** a habitable level within a building, excluding an attic or raised basement.

**Streetscreen:** a freestanding wall built along the *frontage line* with the facade. It may mask a parking lot from the public frontage, provide privacy to a side yard, and/or strengthen the spatial definition of the public realm. (Syn: streetwall).

**Substantial Modification:** alternation to a building that is valued at more than 50% of the replacement cost of the entire building, if new.

**Terrace:** a *private frontage* type with a shallow setback and front elevated patio, usually with a low wall at the *frontage line*. This type buffers residential uses from urban sidewalks. *Terraces* are also suitable for outdoor cafes.

**Use, Civic:** community uses open to the public including: meeting halls; libraries; schools; police and fire stations; post offices (retail operations only, no primary distribution facilities); places of worship; museums; cultural, visual and performing art centers; transit centers; and government functions open to the public.

**Use, Commerce:** for the purpose of the Third Street Corridor District, commerce uses shall be considered to encompass all of the following:

1. Executive, Administrative, and Professional Offices
2. Medical and Dental Offices, and Clinics
3. Day Care Centers
4. On-premise Alcohol Sales
5. Sidewalk Cafes
6. Outdoor Food and Beverage Service
7. All of the Civic Use Categories
8. All of the Retail Use Categories
9. Parking Facilities and Structures

**Use, Conditional:** for the purpose of the Third Street Corridor District, conditional uses (see 3.7.A. of this Chapter) may be considered for placement in the residential classification after review by the Planning Commission in accordance with Section 80.65 of the City of Marquette Zoning Ordinance.

**Use, Light Industrial:** for the purpose of the Third Street Corridor District, light industrial uses shall be considered to encompass all of the following:

1. Light Manufacturing

**Use, Lodging:** for the purpose of the Third Street Corridor District, lodging uses are defined as premises available for daily and weekly renting of bedrooms and shall be considered to encompass all of the following:

1. Bed and Breakfast
2. Inn
3. Motel
4. Hotel

**Use, Residential:** for the purpose of the Third Street Corridor District, residential uses shall be considered to encompass all of the following:

1. Dwelling Units
2. Adult Foster Care Family Home
3. Family Day Care Homes
4. Foster Family Homes
5. Spouse Abuse Shelter

**Use, Retail:** shall be considered to encompass all of the following:

1. **Retail service:** establishments providing services, as opposed to products, to the general public, including restaurants, finance, real estate and insurance, travel agencies, health and educational services, galleries, and temporary storage of recreational equipment, provided that the temporary storage is ancillary to the primary retail service.
2. **Retail specialty:** Include, but are not limited to the sale of gifts, antiques, flowers, books, jewelry, wearing apparel or craft shops making articles exclusively for sale at retail on the premises.
3. **Retail trade:** Establishments engaged in selling new goods or merchandise to the general public for personal or household consumption and rendering services incidental to the sale of such goods.

**Uses subject to appeal:** for the purpose of the Third Street Corridor District, uses subject to appeal (see Sec. 3.7 of this Chapter) may occur in the residential use classification after approval by the Zoning Administrator and may be appealed to the Planning Commission in accordance with Section 80.65 of the City of Marquette Zoning Ordinance.

## 2.0 General Standards

### 2.1 Instructions

- A. Site and buildings plans submitted under this Chapter require administrative approval by the Planning Department.
- B. Building and site plans submitted under this Chapter shall show the following, in compliance with the standards described in this Chapter:
  - a. For site and building approval:

- I. Building Placement
- II. Building Specifications
- III. Building Use
- IV. Parking Standards
- V. Fencing Standards
- VI. Landscape Standards
- VII. Signage Standards

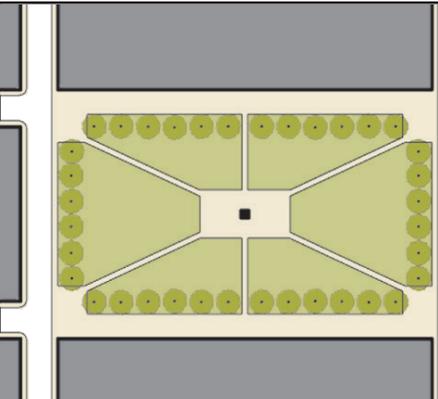
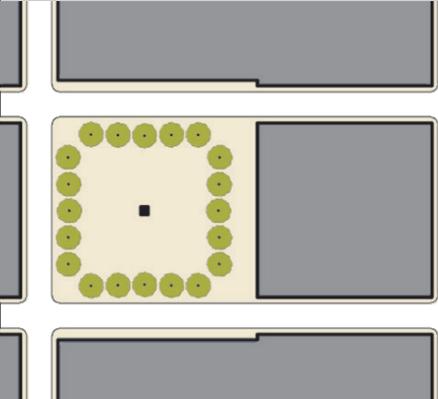
2.2 Pre-existing conditions

- A. Existing buildings and appurtenances that do not conform to the provisions of this Chapter may continue in use as they are until a *substantial modification* is requested.
- B. The modification of existing buildings is permitted by right if such changes result in greater conformance with the specifications of this Chapter.

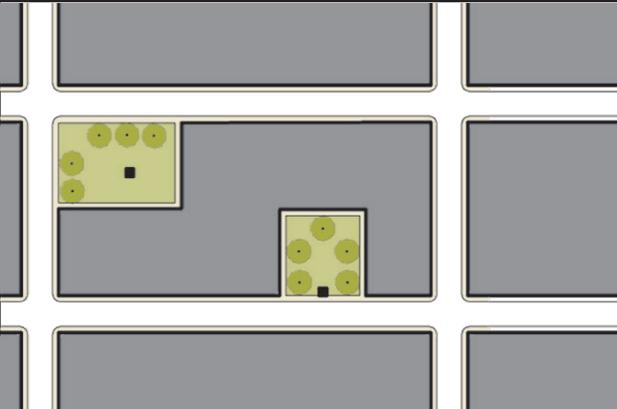
2.3 Civic Spaces (CS)

- A. *Civic spaces* shall be generally designed as described in Sec. Table 2. Civic Space.

**TABLE 2. CIVIC SPACE**

<p><b>a. Square:</b> A square is spatially defined by building <i>frontages</i>. Its landscape shall consist of paths, lawns and trees, formally disposed. <i>Squares</i> shall be located at the intersection of important thoroughfares. The minimum size shall be 1/4 acre and the maximum shall be 3 acres.</p>		T4
		T5
<p><b>b. Plaza:</b> A <i>plaza</i> shall be spatially defined by building <i>frontages</i>. Its landscape shall consist primarily of pavement. Trees are optional. <i>Plazas</i> should be located at the intersection of important streets. The minimum size shall be 1/4 acre and the maximum shall be 2 acres.</p>		T4
		T5

**TABLE 2. CIVIC SPACE**

<p><b>c. Playground:</b> A playground shall be fenced and may include an open shelter. Playgrounds shall be interspersed within residential areas and may be placed within a <i>block</i>. Playgrounds may be included within parks and greens. There shall be no minimum or maximum size.</p>		T4
		T5

2.4 Street Trees

The following should be viewed as an open-ended species list for planting along the Third Street Corridor District.

In an effort to diversify the tree species found within the Third Street Corridor District, and to establish trees with the greatest likelihood of both surviving and thriving, all suitable tree species should be considered for use within the District. Criteria for determining “suitable” tree species include tree characteristics (growth rate, form), site characteristics (available above-ground space, exposure), along with exterior factors such as USDA hardiness zones, microclimates, and plant availability.

**TABLE 3. APPROVED STREET TREES**

Common Name	Botanical Name	Growth Habit
American Elm	<i>Ulmus Americana</i>	high spreading canopy, hardy tree survives harsh winters
Armstrong Freeman Maple	<i>Acer freemanii</i> ‘Armstrong’	narrow form, smooth gray bark, prone to poor branching angles
Catalpa	<i>Catalpa speciosa</i>	medium sized, long legume-like fruits, may be damaged by ice
Green Ash	<i>Fraxinus pennsylvanica</i>	variable form, greenish-yellow flowers, can withstand periods of flood
Hackberry	<i>Celtis occidentalis</i>	medium sized with slender trunk, pendulous branches, tolerant to urban conditions
Horse Chesnut	<i>Aesculus hippocastanum</i>	large deciduous tree with domed crown, stout branches, spectacular spring flowers
Ironwood	<i>Ostrya virginiana</i>	small tree, develops round crown, persistent through winter
Ivory Silk Japanese Tree Lilac	<i>Syringa reticulata</i> ‘Ivory Silk’	upright branching, creamy white flowers, small tree with low branching
Pagoda Dogwood	<i>Cornus alternifolia</i>	small with shelving branches, cream-colored flowers

**TABLE 3. APPROVED STREET TREES**

Common Name	Botanical Name	Growth Habit
Pin Oak	<i>Quercus palustris</i>	distinct branching with pyramid shape, fast growing
Red Maple	<i>Acer rubrum</i>	upright oval shape, fast growing and tolerant
Red Oak	<i>Quercus rubra</i>	round in shape with bristle tipped leaves, tolerates pollution and compacted soil
Sugar Maple	<i>Acer saccharum</i>	oval shape, vibrant fall leaves, tolerates shade and most soils

**3.0 Parcel Standards**

**3.1 Building Placement**

- A. Newly platted lots shall be dimensioned according to Table 4 and Table 5.
- B. Buildings shall be placed in relation to the boundaries of their lots according to Table 4 and Table 5.
- C. *Lot coverage* by building shall not exceed that recorded in Table 4 and Table 5.
- D. *Facades* shall be built parallel to a rectilinear *principal frontage line* or to the tangent of a curved *principal frontage line*, and along a minimum percentage of the frontage width at the setback, as specified as *frontage buildout* on Table 4 and Table 5.
- E. Setbacks for principal buildings shall be as shown in Table 4 and Table 5. Setbacks may be adjusted by up to 10% by administrative waiver to accommodate specific site conditions. The Planning Director or his designee shall make the following written findings:
  - a. The waiver is consistent with the provisions of Sec. 1.1 Intent.
  - b. The waiver is consistent with the Community Master Plan.
  - c. The building placement will not materially endanger the public health or safety.
  - d. The building placement will not substantially injure the value of adjoining property; or that the use is a public necessity.
  - e. The location and character of the building placement, if developed according to the plans and information approved, will be in harmony with proximate land uses, and consistent with the purposes of the district.
  - f. The building placement will not adversely affect the district by altering its character.
- F. Rear setbacks for *outbuildings* shall be a minimum of 3 feet measured from the property line. In the absence of rear alley or rear lane, the rear setback shall be as shown in Table 4 and Table 5.

**TABLE 4. T4 STANDARDS**

<b>A. BUILDING PLACEMENT</b>	
<b>PRINCIPAL BUILDING</b>	
i. Front Setback (Principal)	5 ft. – 18 ft.
ii. Front Setback (Secondary)	10 ft. max.
iii. Side Setback	0 ft. or 3 ft. min.
iv. Rear Setback	3 ft. min.
Abutting RG Principal Bldg	15 ft. min.
<b>OUTBUILDING</b>	
v. Front Setback (Principal)	20 ft. min.
vi. Side Setback	0 ft. or 3 ft. at corner
vii. Rear Setback	3 ft. min.
Abutting RG Outbuilding	10 ft. min.
<b>ENCROACHMENTS</b>	
<b>i. Setback encroachments</b>	
Open porch if setback greater than 10 ft.	50% max.
Balcony and/or bay window	80% max.
Stoop, Terrace	80% max.
<b>ii. Sidewalk encroachments</b>	
Awning	80% max.
<b>iii. Encroachment depths</b>	
Open porch	6 ft. max.
Balcony and/or bay window	4 ft. max.
Stoop, Terrace	6 ft. max.
Awning	within 5 ft. of curb

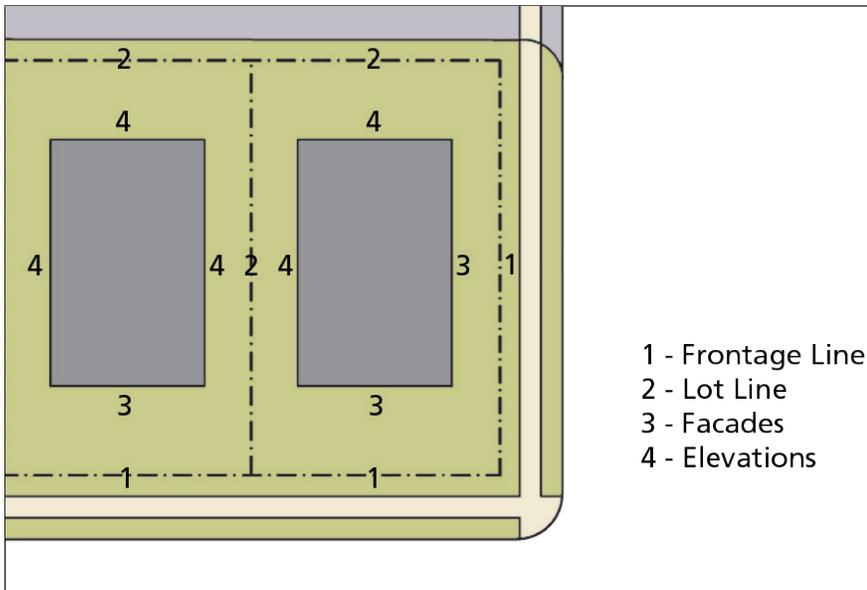
<b>B. BUILDING FORM</b>	
<b>HEIGHT</b>	
<b>PRINCIPAL BUILDING</b>	
Stories	2
To eave / parapet	30 ft. max.
<b>OUTBUILDING</b>	
Stories	2
To eave / parapet	30 ft. max.
<b>MASS</b>	
Lot width	14 ft. min.
Lot coverage	70% max.
Facade buildout at setback	60% min.
<b>PARKING AND STORAGE LOCATION</b>	
<b>PARKING</b>	
Principal Frontage setback	not permitted
20 feet behind front setback	not permitted
Rear of lot	permitted
<b>TRASH &amp; STORAGE* LOCATION</b>	
Front setback	not permitted
20 feet behind front setback	not permitted
Rear of lot	permitted
* Storage includes boats and recreational vehicles	

**TABLE 5. T5 STANDARDS**

<b>A. BUILDING PLACEMENT</b>	
<b>PRINCIPAL BUILDING</b>	
i. Front Setback (Principal)	5 ft. – 18 ft.
ii. Front Setback (Secondary)	12 ft. max.
iii. Side Setback	6 ft. max.
iv. Rear Setback	3 ft. min.
Abutting RG Principal Bldg	15 ft. min.
<b>OUTBUILDING</b>	
v. Front Setback (Principal)	40 ft. max from rear property line
vi. Side Setback	0 ft. or 3 ft. at corner
vii. Rear Setback	3 ft. min.
Abutting RG Outbuilding	10 ft. min.
<b>ENCROACHMENTS</b>	
<b>i. Setback encroachments</b>	
Balcony and/or bay window	80% max.
Stoop, Terrace	80% max.
<b>ii. Sidewalk encroachments</b>	
Awning	100% max.
<b>iii. Encroachment depths</b>	
Balcony and/or bay window	6 ft. max.
Stoop, Terrace	6 ft. max.
Awning	within 5 ft. of curb

<b>B. BUILDING FORM</b>	
<b>HEIGHT</b>	
<b>PRINCIPAL BUILDING</b>	
Stories	3 max.
To eave / parapet	48 ft. max.
<b>OUTBUILDING</b>	
Stories	2
To eave / parapet	30 ft. max.
<b>MASS</b>	
Lot width	20 ft. min.
Lot coverage	90% max.
Facade buildout at setback	75% min.
<b>PARKING AND STORAGE LOCATION</b>	
<b>PARKING</b>	
Principal Frontage setback	not permitted
20 feet behind front setback	not permitted
Rear of lot	permitted
<b>TRASH &amp; STORAGE* LOCATION</b>	
Front setback	not permitted
20 feet behind front setback	not permitted
Rear of lot	permitted
* Storage includes boats and recreational vehicles	

**TABLE 6. FRONTAGES & ELEVATIONS**

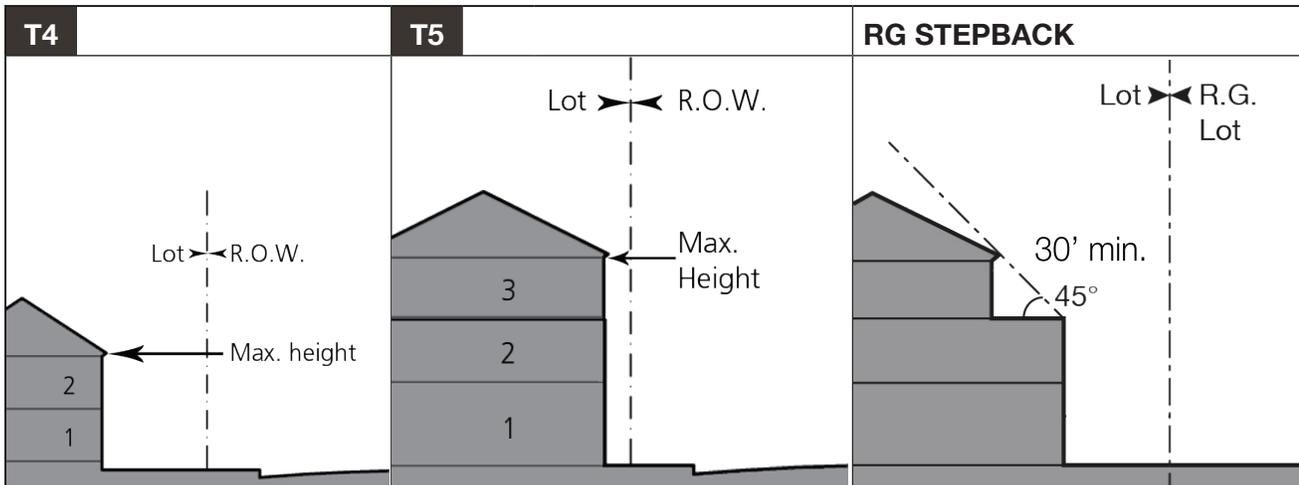


### 3.2 Building Specifications: Height

A. Building height is pursuant to Table 7, measured as follows:

- a. Building height is measured in above ground stories.
- b. Stories are measured from finished floor to finished ceiling.
- c. Stories above the ground floor are limited to 14 feet after which height they are counted as two stories.
- d. For residential uses, a ground floor *story* of 18 feet or less is counted as one *story*. Ground floors exceeding 18 feet in height are counted as two stories.
- e. For non-residential and *mixed-uses* a ground floor *story* shall be no less than 10 feet in height. A ground floor *story* of 25 feet or less is counted as one *story*. Ground floors exceeding 25 feet in height are counted as two stories.
- f. Height limits do not apply to unfinished attics, masts, belfries, clock towers, chimney flues, water tanks, or elevator bulkheads.
- g. Building setbacks shall be required in T5 pursuant to the following dimensions (See Table 7):
  - I. *Facades* facing RG parcels shall maintain a 45° height plane beginning at 35 feet above the average grade at the property line.

**TABLE 7. BUILDING HEIGHT**



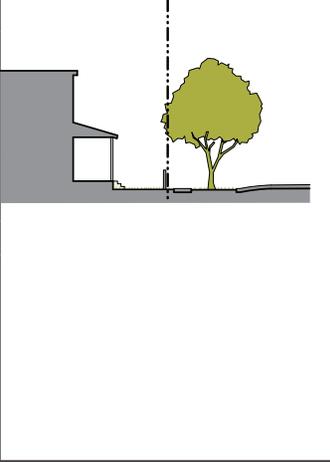
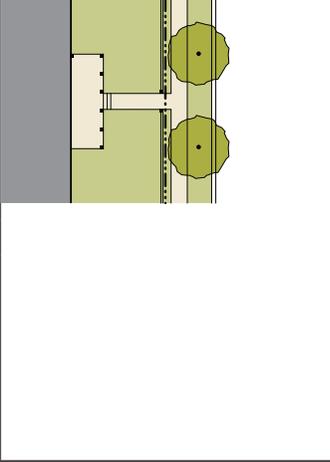
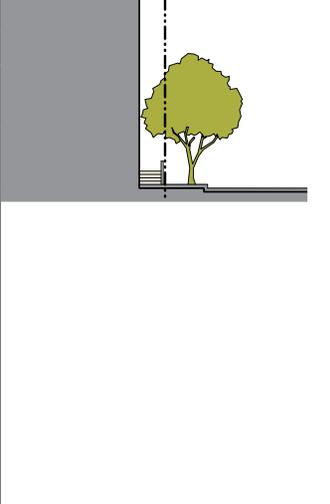
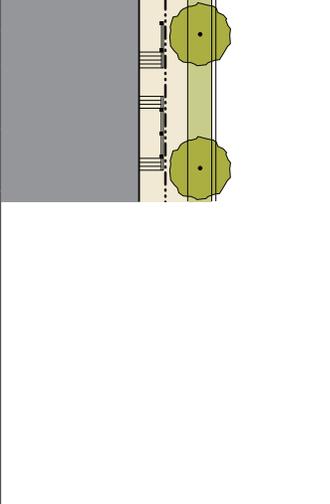
### 3.3 Building Specifications: Frontage Requirements

- A. Lot lines abutting a right-of-way are designated a primary frontage or *secondary frontage* as follows:
  - a. For lots abutting a right-of-way along a single lot line, the lot line abutting the right-of-way is designated the primary frontage.
  - b. For lots abutting a right-of-way along multiple lot lines, the lot line relating to the address of the principal building is designated the primary frontage. All remaining lot lines are designated *secondary frontages*.
- B. Regulations pertaining to primary *frontages* and *secondary frontages*, collectively frontage requirements, apply to the area of the lot within the front setback and secondary front setback including the following:
  - a. Building *facades*.
  - b. Structures that project from the *facade* such as porches, *terraces*, *stoops*, awnings, canopies, and bay windows.
  - c. Landscape elements between the building *facade* and the lot line.
- C. Where building *facades* do not occupy the entire frontage length in T5, a *streetscreen* is required as follows:
  - a. *Streetscreens* shall be between 3 and 6 feet in height.
  - b. Openings in the *streetscreen* for vehicular access may be no wider than 24 feet.
  - c. *Streetscreens* may be made of the following materials: brick, stone, stucco over masonry, iron, steel or aluminum that appears to be iron. Non-opaque *streetscreens* require planting behind to increase opacity.
- D. *Frontages* are divided into the following types: porch, *stoop*, *terrace*, common entry,

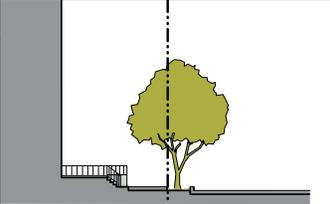
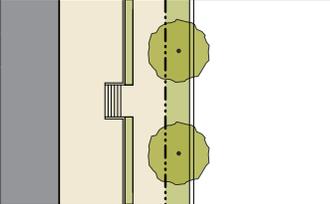
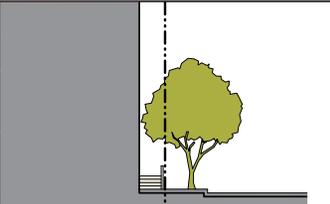
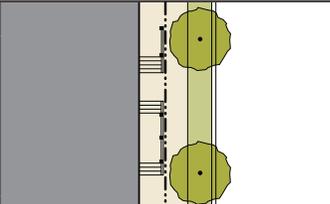
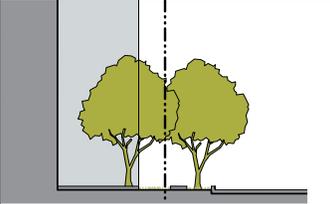
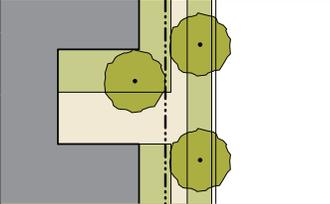
forecourt, and *shopfront*.

- E. Property owners shall designate which frontage type corresponds to the building(s) they own or are proposing to build and shall comply with the standards for that type when new construction or substantial rehabilitation is proposed.
  - a. Frontage types are limited by transect zone according to Table 8.
  - b. A *shopfront* frontage is required for all ground floor retail uses. *Shopfronts* may be combined with *terraces* and *forecourts*.
- F. Where buildings have multiple *frontages* or multiple buildings are located on one lot, similar frontage types should be selected for all *frontages*.
- G. Loading docks and service areas up to a combined width of 30 feet may be incorporated into *frontages* as follows:
  - a. At *secondary frontages* located towards the rear of the lot.
  - b. At primary *frontages* where lots have no *secondary frontage* and lot width exceeds 100 feet.
- H. Roof overhangs, cornices, window and door surrounds and other *facade* decorations may *encroach* into the front setback up to 2 feet beyond the structure they are attached to but not beyond the lot line.
- I. Other structural *encroachments* shall be pursuant to Table 4 and Table 5.
- J. *Encroachments* into the front setback are prohibited except where specifically permitted in this Section or Table 4 and Table 5.

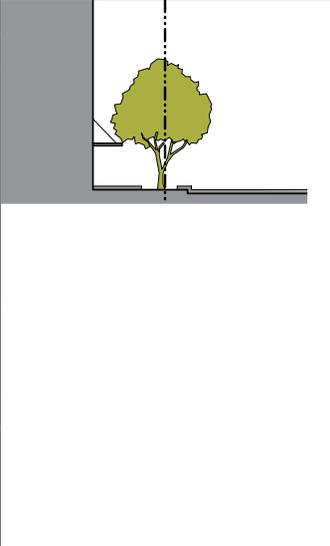
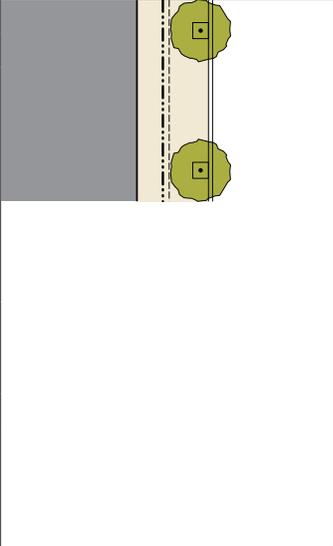
**TABLE 8. PRIVATE FRONTAGES**

FRONT SETBACK REGULATIONS		SECTION		PLAN	
		PRIVATE FRONTAGE	PUBLIC FRONTAGE	PRIVATE FRONTAGE	PUBLIC FRONTAGE
<b>PORCH</b>					
Transect district	T4				
Required elements	Porch; hedges, fences, or walls				
Porch requirements	Shall occupy a minimum of 60% of the width of the building facade. 6 feet deep minimum.				
Porch <i>encroachments</i> into setback	50% of setback				
Surface Treatment	Grass, groundcover				
Special requirements	Fences, hedges and walls shall be along <i>frontage lines</i> or parallel with the <i>facade</i> of the principal building. The first floor shall have a minimum elevation of 18 inches above average grade along the front lot line and a maximum elevation of 36 inches.				
<b>STOOP</b>					
Transect district	T4, T5				
Permitted elements	Hedges and metal fences				
<i>Encroachments</i> into setback	80% of setback				
Surface Treatment	Paved in coordination with the public frontage or with pervious materials				
Special requirements	May be recessed into the building <i>facade</i> where a front setback is less than 10 feet. The first floor shall have a minimum elevation of 20 inches above average grade along the front lot line and a maximum of 36 inches. <i>Stoops</i> shall have a landing between 4 and 6 feet deep. Stairs providing access to a <i>stoop</i> may <i>encroach</i> up to the lot line.				

**TABLE 8. PRIVATE FRONTAGES**

FRONT SETBACK REGULATIONS		SECTION		PLAN	
		PRIVATE FRONTAGE	PUBLIC FRONTAGE	PRIVATE FRONTAGE	PUBLIC FRONTAGE
<b>TERRACE</b>					
Transect district	T4, T5				
Permitted elements	May be combined with <i>stoop</i>				
Awnings	Shall be fabric and may be fixed or movable. Plastic is prohibited. Shall extend from the <i>facade</i> a minimum of 6 feet and may not extend beyond the <i>terrace</i> . 8 foot minimum clearance shall be maintained above the <i>terrace</i> .				
Encroachments into setback	<i>Terraces</i> may <i>encroach</i> 100% of setback, no less than 6 ft.				
Surface Treatment	Paved or landscaped				
Special requirements	Ramps for wheelchair access may be located within front setback. <i>Terraces</i> shall have a minimum elevation of 12 inches above average grade along the front lot line and a maximum elevation of 24 inches. <i>Terrace frontages</i> may include all elements of a <i>shopfront</i> frontage located at the level of the <i>terrace</i> .				
<b>COMMON ENTRY</b>					
Transect district	T4, T5				
Permitted elements	Planter may line the facade				
Encroachments into setback	Planter may <i>encroach</i> to within 5 feet of the lot line				
Surface Treatment	Any setback area not within the planter shall be paved at grade.				
Special requirements	Planter may extend no more than 3' from the <i>facade</i> at grade. The first <i>story</i> of the <i>facade</i> shall be no less than 15% glazed in clear glass.				
<b>FORECOURT</b>					
Transect district	T5				
Permitted elements	May be combined with <i>terrace</i> , <i>stoop</i> , or <i>shopfront</i> .				
Encroachments into setback	May recess from the <i>frontage line</i> a maximum of 20 feet for pedestrian entries or a maximum of 30 feet for vehicular access.				
Surface Treatment	Paved in coordination with the public frontage or with pervious materials.				
Special requirements	Shall provide access to the main building entrance. Driveways within <i>forecourts</i> shall not exceed 20 ft. in width. Portions of the driveway in the public <i>frontage</i> shall not exceed 12 ft. in width and shall be paved in coordination with the adjacent public <i>frontage</i> .				

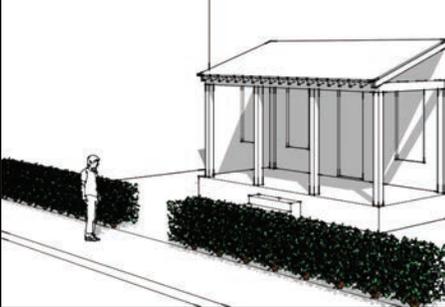
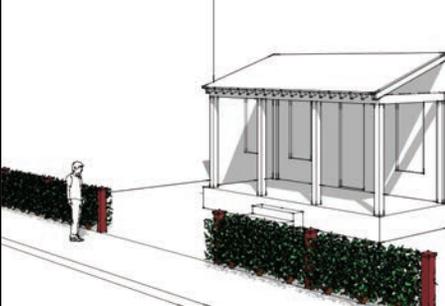
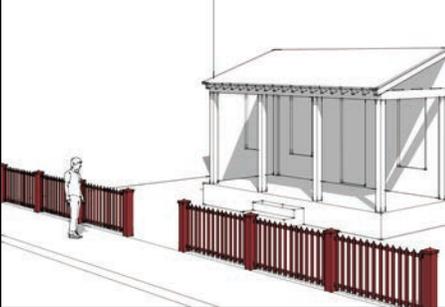
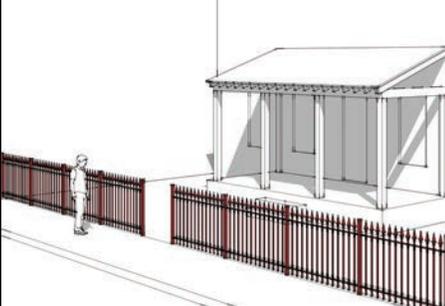
**TABLE 8. PRIVATE FRONTAGES**

FRONT SETBACK REGULATIONS		SECTION		PLAN	
		PRIVATE FRONTAGE	PUBLIC FRONTAGE	PRIVATE FRONTAGE	PUBLIC FRONTAGE
<b>SHOPFRONT</b>					
Transect district	T4, T5				
Permitted elements	Awnings				
Awnings	Shall be fabric and may be fixed or movable. Plastic is prohibited Awnings shall extend from the <i>facade</i> a minimum of 4 feet from the building, and shall be set back from the curb a minimum of 5 feet. 8 foot minimum clearance shall be maintained above the <i>terrace</i> .				
<i>Encroachments</i> into setback	Awnings may <i>encroach</i> to within two feet of the curb. Display windows may <i>encroach</i> up to 5 feet.				
Surface Treatment	Paved.				
Special requirements	Shall be glazed with clear glass for no less than 60% of the ground floor at <i>frontages</i> , calculated as a percentage of each <i>facade</i> individually.				

3.4 Fencing Standards

- A. Hedges in *frontage* fences shall be evergreen.
- B. Wood *frontage* fences shall be painted or stained.
- C. No single *frontage* fence horizontal panel shall exceed 42 inches in height along a *frontage* lot line. See Sec. Table 11. Fence Panels.
- D. Private lot line fences shall be between 60 and 72 inches in height. See Sec. Table 10. Fence Locations.
- E. *Frontage* fences may occur at the lot line, or up to 18” behind the lot line to permit landscaping.
- F. When erected on a lot line, all of the fence and any of its supporting structures shall be contained within the lot.
- G. The supporting members and posts shall be on the inside, and the smooth or flat faces on the outside. If two faces are used, each face shall be of the same type and finish. Board on board fences is considered equal treatment.
- H. Barbed wire, razor wire and electrically charged fences are not permitted.

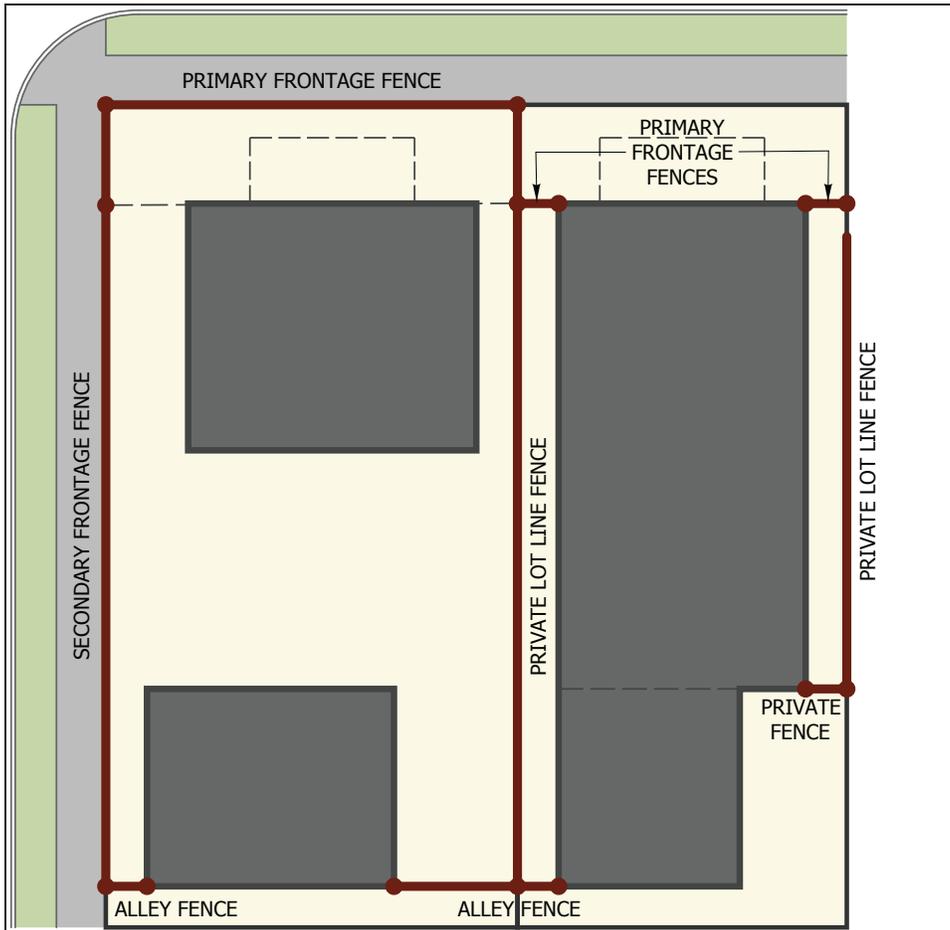
**TABLE 9. FENCE TYPES**

	T4	T5	SPECIFICATIONS	
<b>HEDGEROW</b>	P		a. Plant type b. Setback	evergreen 0" or 18" for landscape
				
<b>POST AND HEDGE</b>	P		a. Plant type b. Setback	evergreen 0" or 18" for landscape
				
<b>PICKET FENCE</b>	P		a. Picket spacing b. Setback	≤ 2.5 times width of picket 0" or 18" for landscape
				
<b>METAL</b>	P	P	a. Material b. Finish c. Picket spacing d. Setback	aluminum or wrought iron powder coat or paint ≤ 2.5 times width of picket 0" or 18" for landscape
				

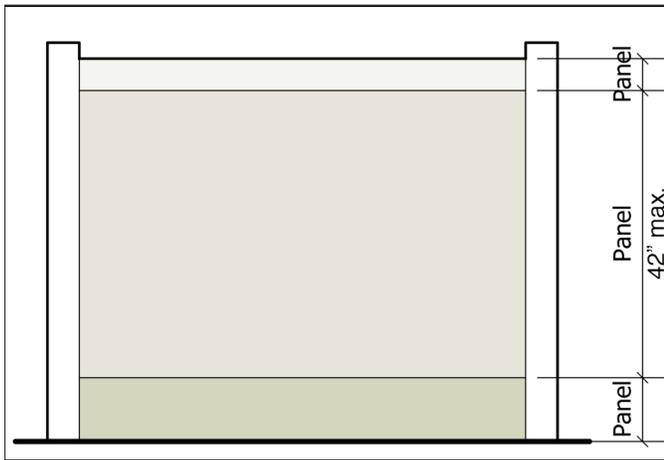
**TABLE 9. FENCE TYPES**

	T4	T5	SPECIFICATIONS	
MASONRY	P	P	a. Material b. Setback	stone, brick or stucco 0" or 18" for landscape
METAL AND MASONRY		P	a. Material b. Setback	stone, brick or stucco with metal panels 0" or 18" for landscape

**TABLE 10. FENCE LOCATIONS**



**TABLE 11. FENCE PANELS**



### 3.5 Signage Standards

The general intent of regulating signs that are visible from the public *frontage* is to ensure proper dimensioning and placement with respect to existing or planned architectural features, to maintain or improve public safety, to maintain or improve the aesthetic character of the context in which they are located (see Sec. Table 12. Sign Types). Signage provides legible information for pedestrians as well as drivers.

Except with respect to the additional provisions in Paragraphs A. – J. below, Chapter 82 (Sign Ordinance) of Title XII – Zoning shall be applicable and govern pursuant to the administration, processes and provisions for all signage within the City Limits of the City of Marquette, Michigan. However, only the signage types permitted in this subsection and Sec. Table 12. Sign Types hereof shall be permitted in the Third Street Corridor. Unless specifically defined in Sec. 1.9 Definitions., all definitions used in this Chapter shall be as defined in Chapter 82 – Sign Ordinance of Title XII – Zoning.

#### A. Specific to Address Signs:

- a. Address sign numerals applied to retail, office, residential, institutional, or industrial buildings shall be between three (3) and six (6) inches tall. Address sign numerals applied to individual dwelling units in apartment buildings shall be at least three (3) inches tall.
- b. Address signs shall be easily visible by using colors or materials that contrast with their background.
- c. Address signs shall be constructed of durable materials.
- d. The address signs shall be attached to the front of a building in proximity to the *principal entrance* or at a mailbox.

#### B. Specific to Awning Signs:

- a. The following variations of awning, with or without sign bands, are permitted:
  - I. Fixed or retractable awnings.

II. Shed awnings.

- b. No portion of an awning shall be lower than eight (8) feet clearance.
- c. Awnings shall be a minimum of four (4) feet in depth and shall be set back from the curb a minimum of two (2) feet.
- d. Awnings shall not extend beyond the width of the building or tenant space, nor *encroach* above the roof line or the *story* above.
- e. The height of the valance shall not exceed six (6) inches.
- f. Letters, numbers, and graphics shall cover no more than fifty (50) percent of the awning panel or valance areas.
- g. Awning signs shall not be internally illuminated or back-lit.

C. Specific to *Band Signs*:

- a. *Band signs* shall be subject to the Wall Sign standards of Chapter 82.
- b. All businesses are permitted one (1) band sign on each first *story* facade.
- c. All *band signs* shall include only letters, background, lighting, and an optional logo.
- d. The following *band sign* construction types are permitted:
  - I. Cut-out letters shall be individually attached to the wall or on a separate background panel, and shall be externally illuminated.
  - II. Flat panel letters shall be printed or etched on same surface as the background, which is then affixed to the wall and externally illuminated.
  - III. Each channel letter shall have its own internal lighting element, individually attached to the wall or onto a separate background panel. The letter shall be translucent, or solid to create a back-lit halo effect.
- e. Height and width shall be measured using smallest rectangle that fully encompasses the entire extent of letters, logo and background.
- f. *Band signs* shall not be wider than 90% of the width of the building *facade* or tenant space.
- g. *Band signs* may be illuminated from dusk to dawn. External lights shall be shielded from direct view to reduce glare.
- h. Electronic raceways, conduits and wiring shall not be exposed. Internal lighting elements shall be contained completely within the sign assembly or inside the wall.
- i. Where multiple *band signs* are present on a single building, signage shall be

coordinated in terms of scale, placement, colors and materials.

D. Specific to *Blade Signs*:

- a. *Blade signs* shall be subject to the Projecting Sign standards of Chapter 82.
- b. *Blade signs* may be double-sided.
- c. *Blade signs* shall be permitted only for businesses that have a *principal entrance* on the first *story*.
- d. Businesses shall be permitted one (1) *blade sign* where its *principal frontage line* is no more than five (5) feet from the facade. Businesses that have a *secondary frontage line* that is more than two (2) feet from the *facade* shall be permitted one (1) additional *blade sign* on that facade.
- e. *Blade signs* may *encroach* into the public *frontage* up to four (4) feet and shall clear the sidewalk by at least eight (8) feet.
  - l. *Blade signs* may exceed the size permitted pursuant to Table 12 if the sign includes a three dimensional sculptural element.
- f. *Blade signs* shall not *encroach* above the roof line nor above the bottom of the second *story* window.
- g. Mounting hardware, such as supports and brackets, and shall complement the design of the sign, the building, or both.
- h. For buildings with multiple signs, mounting hardware or sign shapes, sizes and colors shall be coordinated.

E. Specific to Marquee Signs:

- a. Marquee signs shall be subject to the Canopy and Marquee standards of Chapter 82.
- b. Marquees shall be located only above the *principal entrance* of a building.
- c. No marquee shall be wider than the entrance it serves, plus two (2) feet on each side thereof.
- d. Marquee components and materials should be limited to the sign's interior.
- e. Electronic message boards shall be permitted as part of marquees.
- f. A band sign shall be permitted above a marquee.

F. Specific to *Nameplate Signs*:

- a. *Nameplates* shall consist of either a panel or individual letters applied to a building wall within ten (10) feet of an entrance to the building.
- b. One *nameplate* shall be permitted per address.

- c. *Nameplates* shall not exceed three (3) square feet.
- d. *Nameplates* shall be constructed of durable materials.

G. Specific to *Outdoor Display Cases*:

- a. Each *outdoor display case* shall not exceed six (6) square feet.
- b. *Outdoor display cases* may be externally or internally illuminated.
- c. Theaters may be permitted outdoor display cases up to twelve (12) square feet.

H. Specific to Window Signs:

- a. Only the following window sign types shall be permitted:
  - I. Vinyl appliqué letters applied to the window. Appliqués shall consist of individual letters or graphics with no visible background.
  - II. Letters painted directly on the window.
  - III. Hanging signs that hang from the ceiling behind the window.
  - IV. Door signs applied to or hanging inside the glass portion of an entrance doorway.
- b. Window signs shall not interfere with the primary use of windows, which is to enable passerby and public safety personnel to see through windows into premises and view product displays.
- c. Window signs shall be no larger than 20% of the total area of the window onto which they are applied. Sign area shall be measured using smallest rectangle that fully encompasses the entire extent of letters, logo and background.
- d. Window signs may list services and/or products sold on the premises, or provide phone numbers, operating hours or the messages, provided that the total aggregate areas of these messages not exceed the limit provided above.
- e. Letters on window signs shall be no taller than eight (8) inches.

I. Specific to Yard Signs:

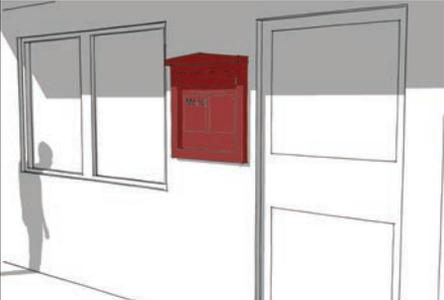
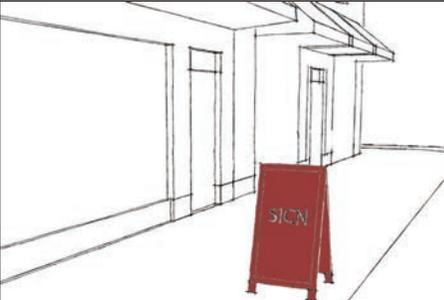
- a. One single or double-post yard sign for each business may be permitted by Administrative Waiver, provided the setback is at least six (6) feet from the primary *frontage line*, does not exceed six (6) square feet excluding posts, and does not exceed six (6) feet high, including posts, measured from the yard at the post location.

J. Specific to Temporary Signs and Banners:

- a. Temporary signs of all types may be approved by Administrative Waiver for a 30-day period only. The Planning Director shall make the following written finding:
  - I. The temporary sign is consistent with Sec. 1.1 Intent.



**TABLE 12. SIGN TYPES**

	T4	T5	SPECIFICATIONS	
<b>MARQUEE SIGN</b> 	P	P	a. Quantity (max) b. Area c. Width (max) d. Height e. Depth / Projection f. Clearance g. Apex h. Letter Height i. Distance from Curb	1 per principal entry n/a entrance plus 2' each side max 50% <i>Story</i> height min 4 ft, max 10 ft min 10 ft n/a n/a min 5 ft.
<b>NAMEPLATE SIGN</b> 	P	P	a. Quantity (max) b. Area c. Width (max) d. Height e. Depth / Projection f. Clearance g. Apex h. Letter Height	1 max 6 sf max 3.5 ft max 3.5 ft max 5 in min 4 ft n/a n/a
<b>OUTDOOR DISPLAY CASE</b> 	P	P	a. Quantity (max) b. Area c. Width (max) d. Height e. Depth / Projection f. Clearance g. Apex h. Letter Height	1 max 6 sf max 3.5 ft max 3.5 ft max 5 in min 4 ft n/a n/a
<b>SIDEWALK SIGN</b> 	P	P	a. Quantity (max) b. Area c. Width (max) d. Height e. Depth / Projection f. Clearance g. Apex h. Letter Height i. Materials	1 per business max 8 sf max 26 in max 42 in n/a n/a max 42 in n/a Plastic prohibited

**TABLE 12. SIGN TYPES**

	T4	T5	SPECIFICATIONS	
WINDOW SIGN	P	P	a. Quantity (max)	1 per window
			b. Area	max 25% of glass
			c. Width (max)	varies
			d. Height	varies
			e. Depth / Projection	n/a
			f. Clearance	4 ft
			g. Apex	n/a
			h. Letter Height	max 8 in

**3.6 Architectural Standards**

This section does not apply to single-family and two-family edgeyard and sideyard residential unit building types.

A. *Facade Standards:*

- a. Glazing above the first *story* shall not exceed 30% of the total building *facade* wall area, with each *facade* being calculated independently.
- b. The *shopfront private frontage* shall be no less than 70% glazing.
- c. All glass shall be clear and free of color.
- d. Low pitch or flat roofs shall be enclosed by a parapet that as high as necessary to conceal mechanical equipment.
- e. Exterior building materials shall be masonry, concrete, tile, stone, and wood, unless otherwise designated by the individual building form standards; glass curtain walls and reflective glass are prohibited due to the undesirable blinding effect compounded by snow.

**3.7 Use**

Buildings, as the primary element of town planning, are subject to variations in use, placement and configuration.

- A. Conditional uses shall be administered by the Planning Commission in accordance with Section 80.65 of the City of Marquette Zoning Ordinance. Conditional use permits shall be granted if the following conditions are met:
  - a. The use will not materially endanger the public health or safety or constitute a public nuisance if located where proposed and developed according to the plans and information submitted and approved.
  - b. The use will not substantially injure the value of adjoining property; or that the use in a public necessity.
  - c. The location and character, if developed according to the plans and information

approved, will be in harmony with the proximate land uses, and consistent with the purposes of the district.

B. Uses permitted By Right

See Table 13.

C. Conditional Uses:

- a. Group Day Care Home
- b. Foster Family Group Home
- c. Halfway House

D. Uses Subject to Appeal:

- a. Home Occupations or Home Offices
  - I. Shall not occupy more than 25% of the floor area of the dwelling unit or a maximum of 500 square feet, whichever is smaller.
  - II. No persons who are not lawful residents of the dwelling unit may be employed.
  - III. There shall be no signs or display of goods used to indicate the presence of the Home Occupation.
  - IV. Persons other than residents of the dwelling unit shall not visit the Home Occupation for business purposes.
  - V. Approval of a Home Occupation shall vest only in the person making the application and is non-transferable to another person.
  - VI. Shall require approval from the Marquette City Community Development and Fire Departments.

E. General to all subdistricts:

- a. All buildings in each transect district shall conform to the uses and types on Sec. Table 13. Use.

**TABLE 13. USE**

USE	T4	T5	USE	T4	T5
<b>A. RESIDENTIAL</b>			<b>F. AUTOMOTIVE</b>		
Mixed use building	P	P	Gasoline	P	P
Multi-family dwelling	P	P	Service	P	P
<i>Live-work</i> unit	P	P	Sales	P	P
Two-family dwelling	P	P	Truck maintenance		
Townhouse	P	P	Drive-through facility	P	P
Single-family dwelling	P	P	<b>G. CIVIL SUPPORT</b>		
Group day care home	C	C	Funeral home	P	P
Foster family home	C	C	Hospital		C
Halfway house	C	C	Medical clinic	P	P
<b>B. LODGING</b>			Animal hospital	P	P
Hotel	C	P	Kenel	C	C
Inn (up to 12 rooms)	P	P	<b>H. EDUCATION</b>		
Bed & Breakfast (up to 6 rooms)	P	P	High school	C	C
<b>C. OFFICE</b>			Elementary school	P	P
Office building	P	P	Childcare center	P	P
Mixed use building	P	P	<b>I. INDUSTRIAL</b>		
<i>Live-work</i> unit	P	P	Heavy industrial facility		
<b>D. RETAIL</b>			Light industrial facility	C	C
Open market building	P	P	Laboratory facility	C	C
Mixed use building	P	P	Warehouse	C	C
Retail building	P	P	Mini-storage		C
Gallery	P	P			
Restaurant	P	P			
Kiosk	P	P			
Push cart	P	P			
<b>E. INSTITUTIONAL</b>					
Conference center		P			
Live theater	C	P			
Movie theater	C	P			
Museum	P	P	Permitted use	P	
Religious assembly	P	P	Conditional use	C	

3.8 Parking Location and Access

- A. Parking shall not be located within 25 feet of the primary *frontage*.
- B. Required parking may be fulfilled in the following locations:
  - a. Parking spaces provided within the lot.
  - b. Parking spaces provided along a parking lane (on-street) corresponding to lot *front-ages*.
  - c. Parking spaces may be leased from a private or public parking facility within 500 feet

of the lot.

- C. Off-street parking shall be accessed by alleys where available.
- D. Where alleys are not available, off-street parking may be accessed from the following locations:
  - a. From *secondary frontages*; driveways should be located near the rear lot line.
  - b. Where *secondary frontages* are not available, parking may be accessed from the *primary frontage* in T4 for lots with a minimum width of 45 feet, in T5 for lots with a minimum width of 60 feet.
- E. Driveways providing access to off-street parking are limited to 10 feet in width in T4 and 24 feet in T5.

### 3.9 Off-street Parking Design

- A. Off-street parking for single-family residential uses are not subject to the design requirements of this section.
- B. All off-street parking spaces and aisles shall meet AASHTO size and configuration standards.
- C. Off-street parking facilities shall have a minimum vertical clearance of 7 feet. Where such a facility is to be used by trucks or for loading, the minimum clearance is 15 feet.
- D. Parking lots and structures visible from *frontages* require one of the following screening methods or a combination of methods:
  - a. *Liner buildings*, optional at parking lots and required at parking structures. A minimum of 70% of parking structure width shall be screened ground floor *frontages*.
  - b. A masonry wall no less than 4 feet in height.
  - c. A metal fence with an evergreen hedge or other landscape element to screen the view of parking.

**TABLE 14. PARKING REQUIREMENTS**

	<b>T4</b>	<b>T5</b>
<b>Residential *</b>	1.125 / dwelling	1.0 / dwelling
<b>Lodging</b>	1.0 / bedroom	1.0 / bedroom
<b>Office</b>	no minimum	no minimum
<b>Retail</b>	no minimum	no minimum
<b>Civic</b>	1.0 / 5 seat assembly use 1.0 / 1,000 s.f. of exhibition or indoor recreation area. Parking requirement may be reduced pursuant to Table 16. Parking may be provided by ownership or lease offsite within 1,000 feet.	1.0 / 5 seat assembly use 1.0 / 1,000 s.f. of exhibition or indoor recreation area. Parking requirement may be reduced pursuant to Table 16. Parking may be provided by ownership or lease offsite within 1,000 feet.

\* Senior housing or student housing requirements may be reduced by 50%.

**TABLE 15. PARKING OCCUPANCY RATES**

USES	M – F	M – F	M – F	SAT & SUN	SAT & SUN	SAT & SUN
	8AM – 6PM	6PM – 12AM	12AM – 8AM	8AM – 6PM	6PM – 12AM	12AM – 8AM
RESIDENTIAL	60%	100%	100%	80%	100%	100%
LODGING	70%	100%	100%	70%	100%	100%
OFFICE	100%	20%	5%	5%	5%	5%
RETAIL	90%	80%	5%	100%	70%	5%
RESTAURANT	70%	100%	100%	70%	100%	100%
MOVIE THEATER	40%	80%	10%	80%	100%	10%
ENTERTAINMENT	40%	100%	10%	80%	100%	50%
CONFERENCE	100%	100%	5%	100%	100%	5%
CIVIC (NON-CHURCH)	100%	20%	5%	10%	10%	5%
CIVIC (CHURCH)	20%	20%	5%	100%	50%	5%

Planning Staff shall provide a spreadsheet that will perform calculations for specific applications based upon the above occupancy rates.

### 3.10 Bicycle Parking

#### A. Intent

Short and long-term bicycle parking facilities shall:

- a. Maximize visibility and minimize opportunities for vandalism by being located in locations within clear view of pedestrian traffic, windows, doors, and/or well-lit areas
- b. Deter theft and provide for convenient parking ingress and egress by supporting the bicycle frame in at least two places.
- c. Protect bicycles from inclement weather to the extent possible, as long as the facilities meet or exceed visibility, spacing, and performance standards.
- d. Secure bicycles at a safe distance away from automobiles parked on-street, in lots, or in structures so that bicycles will not be damaged by opening doors or errant driving behavior.
- e. Not obstruct pedestrian movement in any way.
- f. Place the rack(s) between the primary road/path used by bicyclists and the entrance to the destination(s) they serve. See Table 19 for bicycle parking proximity guidelines.
- g. Not obstruct stairs, walls, berms, or handicap accessible ramps.
- h. Provide enough space for bicycles of all types to maximize the intended bicycle parking capacity of a given facility.

### 3.11 Landscape Standards

#### A. Intent

A transect-based landscape plan provides many aesthetic, ecological, functional and health/safety benefits. The standards of this section promote public health, safety and

welfare by establishing minimum standards for the design, construction and maintenance of landscape improvements for public *frontages* and *private frontages*, lots, *civic spaces*, and thoroughfares.

- a. Aesthetics/Walkability. These standards should enhance the overall aesthetic condition of communities, neighborhoods and the public realm with landscaping by:
  - I. providing spatial definition to the public realm
  - II. providing screening of unsightly places and/or mitigation of conditions that are incongruent with Sec. 1.1 Intent of this Chapter.
- b. Health/Safety. These standards should enhance comfort, safety and utilization of the public realm by moderating the local microclimate through the application of trees and landscaping to:
  - I. improve air quality
  - II. mitigate noise pollution
  - III. provide seasonal shade, sun and temperature regulation
  - IV. reduce reflected light
  - V. mitigate wind gusts
  - VI. provide a partial barrier between sidewalks and vehicular lanes
  - VII. provide areas for the convenient removal and storage of snow

B. General to all sub-districts

- a. Landscape Design Standards
  - I. The spacing and placement of plants shall be adequate and appropriate for the typical size, shape and habit of the plant species at maturity.
  - II. Proposed trees and understory trees shall be centered horizontally and minimally:
    - i. Two (2) feet from walkways, curbing, and other impervious pavements when planted in a tree well or continuous planter;
    - ii. Three (3) feet from walkways, curbing and other impervious pavements when planted in a continuous swale;
    - iii. Five (5) feet from street lights, underground utilities, utility meters and service lines, fences, walls and other ground level obstructions;
    - iv. Six (6) feet from porch eaves, and awnings and similar overhead obstructions associated with the ground level of buildings;
    - v. Eight (8) feet from balconies, verandas, building eaves and cornices, and similar overhead obstructions associated with the upper stories of buildings.

- III. Proposed trees shall be a minimum height of ten (10) feet and / or three (3) inches in caliper.
- IV. Proposed understory trees shall be a minimum of eight (8) feet in height and/ or two-and-one-half (2-1/2) inches in caliper.
- V. Proposed Shrubs shall be of a five (5) gallon container minimum. Shrubs shall be 18" – 24" minimum clear from any sidewalk or pavement edge at the Lot line.
- VI. Ground vegetation or Shrub plantings with spines, thorns or needles that may present hazards to pedestrians, bicyclists or vehicles are prohibited in the first two (2) feet of the front setback.
- VII. Bare and exposed ground on the site and / or in *landscaped areas* shall be covered with live plant materials and/or mulch, with the following exceptions:
  - VIII. Artificial plants or artificial turf are prohibited.

- b. Buffers and screening elements shall be used to screen parking areas from public view, to screen service yards and other places that are unsightly.

#### C. Landscape Construction Standards

- a. All plant materials shall meet with the minimum container size, class and other requirements outlined in American Standard for Nursery Stock (ANSI Z60.1-2004) published by the American Nursery and Landscape Association (ANLA) or other local Nursery Association Standards.
- b. The soil structure of planting strips shall be protected from compaction with a temporary construction fence. Standards of access, excavation, movement, storage and backfilling of soils in relation to the construction and maintenance of deep utilities and manholes shall be specified.
- c. The topsoil within the construction area's limits of disturbance shall be removed, stored and amended as recommended by a landscape soils test.
- d. Wind erosion shall be mitigated and controlled through dust abatement and similar practices during the period of site work and construction.
- e. Landscape soils that have been compacted during construction activities shall be loosened and aerated to a depth of at least six (6) inches before planting.
- f. Plants shall have normal, well-developed branches and vigorous root systems.
- g. Temporary spray irrigation systems may be used to establish seeded areas for grass and groundcover.

#### D. Landscape Maintenance

- a. All grass and vegetation shall be lightly fertilized to avoid fertilizer pollution to groundwater, streams and ponds.
- b. No disturbed ground shall be left exposed. Turfgrass and other approved and ap-

appropriate groundcovers or mulch shall cover all non-paved and non-built developed areas.

- c. It shall be the responsibility of the property owner(s) or his assigned agent(s) to:
  - I. Maintain and keep all screening and fencing in good condition at all times; and
  - II. Maintain landscaping by keeping Turfgrass lawns properly mowed and edged, plants properly pruned and disease-free, and planting beds mulched, groomed and weeded, except in areas of naturally occurring vegetation and undergrowth; and
  - III. Replace any required planting(s) which are significantly damaged, removed, infested, disease ridden, or dead within one year or the next planting season, whichever occurs first, except in areas of naturally occurring vegetation and undergrowth.

E. Specific to subdistrict T4

- a. The minimum required landscape area shall be twenty (20) percent of the front setback.
- b. Preservation of on-site existing trees and vegetation is encouraged and may be used to fulfill the landscape requirements.
  - I. The root zones of existing trees and vegetation to be preserved shall be protected from clearing or construction activities.
  - II. The size and limits of existing vegetation shall be indicated on the landscape plan.
- c. The applicant may remove mature, healthy, non-invasive trees only within areas of a lot that are inside the proposed footprint of the primary structure.
- d. The applicant shall replace mature trees that are removed on the site with trees of the same or similar species whose combined caliper dimensions equal that of the tree removed.
  - I. During construction, the root zone of existing vegetation to be preserved shall be enclosed by a temporary protective fence.
- e. All landscape areas compacted during construction activities shall be retiled and reconditioned to provide an arable topsoil layer that can support the long term health and vitality of landscaping.
- f. The topsoil within the construction area's limits of disturbance shall be removed, stored and amended with organic soil additives as recommended by a landscape soils test prior to being redistributed.

F. Specific to subdistrict T5

- a. Landscape islands in interior parking lots shall only occur at the end of drive aisles. Islands should be the minimum size for healthy growth for the specific species of

tree.

- b. Porous paving materials should be used in order to increase storm water infiltration on site.

#### G. Specific to neighborhood edges

- a. A landscape buffer located along common property lines shall be required between Third Street Corridor District properties and the residential properties adjacent. The landscape buffer shall be a minimum of five feet wide.
  - I. Minimum of three (3) trees shall be planted within the side and rear setbacks for every 500 square feet of landscape buffer.
  - II. Shrubs shall be five (5) gallon container and twenty-four (24) inches height minimum, and of a type that, at maturity, will provide a continuous opaque screen at least thirty-six (36) inches in height.
  - III. Trees shall be four (4) inches caliper minimum, or in the case of evergreen trees, twelve (12) feet minimum height.

#### H. Public Space Trees

Any tree species and cultivar applicable for planting in USDA Cold Hardiness Zone 5a (-15 to -20°F average coldest winter temperature) can be considered for planting within district public *squares*, *plazas*, and private parcels, with the exception of the following prohibited species.

- I. Prohibited Tree Species
  - a. All Willows (*Salix*)
  - b. All Poplars (*Populus*)
  - c. Silver Maple

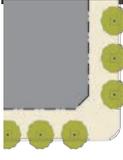
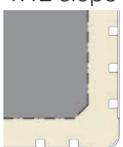
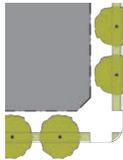
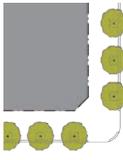
### 3.12 Streetscape Standards

The primary use of thoroughfares is to provide access to private lots and public *civic spaces*. In accordance with the intent of this Chapter, thoroughfares shall be designed to support several modes of transportation: public transportation, motor vehicles, and non-motorized vehicles such as bicycles and pedestrians.

- A. Alley easements include one (1) bi-directional vehicular lane, within a total width no more than twenty-four (24) feet pursuant to Sec. Table 20. Access. The entire right-of-way should be paved.
- B. At the time of, and within, new or infill development:
  - a. Trees shall be planted at an average spacing of no greater than 40 feet within the front setback of the parcel being developed unless the front setback is less than 6 feet pursuant to Sec. Table 16. Public Frontage Type.

- b. The developer is required to widen the sidewalk within the first 5 feet of the front setback pursuant to Sec. Table 16. Public Frontage Type.

**TABLE 16. PUBLIC FRONTAGE TYPE**

Public Frontage Type	A	B
<b>i. Assembly:</b> The principal variables are the type and dimension of curbs, walkways, planters and landscape.		
Total Width	10-20 feet	10-20 feet
<b>ii. Curbing:</b> The detailing of the edge of the vehicular way, incorporating drainage.		
Type Cuts	Raised Curb Ramp at 1:12 slope	Raised Curb Ramp at 1:12 slope
<b>iii. Walkway:</b> The portion of the thoroughfare dedicated exclusively to pedestrian activity		
Type Sidewalk Width	6 - 15 feet	6 - 16 feet
<b>iv. Planter:</b> The portion of the thoroughfare accommodating street trees and other landscape.		
Arrangement Type	Opportunistic Similar	Opportunistic Similar
Planter Type	Continuous	Tree Well
Planter Width	5 feet	4 feet
Public Planting Type	Columnar, Rounded	Columnar, Rounded
<b>v. Verge:</b> Provides allowable locations for public infrastructure and public furniture outside of access ways		
Verge Width	5 feet*	5 feet*
Verge Material	match planter	match sidewalk or pervious pavement

\* Verge should begin within 2 feet of the curb or edge of pavement.

**TABLE 17. BICYCLE PARKING CALCULATIONS**

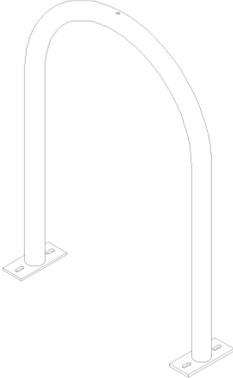
	<b>T4</b>	<b>T5</b>
<p>This table prescribes minimum short-term bicycle parking calculations within each Transect Zone assigned to the Third Street Corridor. The calculations assume not just current but future possible bicycle mode share, not to exceed 5%. Requirements may be met within the Public <i>Frontage</i>, <i>Private Frontage</i>, building envelope, or a combination thereof. Bicycle parking provided within the Public <i>Frontage</i> must receive Administrative Approval.</p>		
<b>SHORT-TERM BICYCLE PARKING</b>		
RESIDENTIAL Single-Family	No spaces required	n/a
Multi-Family w/ Private Garage Space for Each Unit	Minimum of 2 spaces	Minimum of 2 spaces + 0.05 spaces / bedroom
Multi-Family w/o Private Garage Space for Each Unit	Minimum of 2 spaces + 0.05 spaces / bedroom	Minimum of 2 spaces + 0.05 spaces / bedroom
LODGING	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area
OFFICE	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area	Minimum of 2. spaces + 1 additional space / 5,000 sq. ft. of floor area
RETAIL	Minimum of 2 spaces + 1 additional space / 5,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 2,500 sq. ft. of floor area
RESTAURANT	Minimum of 2 spaces + 1 additional space / 5,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 2,500 sq. ft. of floor area
ENTERTAINMENT	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 5,000 sq. ft. of floor area
CIVIC Non-assembly	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area
Assembly	Spaces for 2% of max. expected attendance	Spaces for 2% of maximum expected attendance
<b>LONG-TERM BICYCLE PARKING</b>		
RESIDENTIAL Single-Family	No spaces required	n/a
Multi-Family w/ Private Garage Space for Each Unit	No spaces required	Minimum of 2 spaces + 0.05 spaces / bedroom
Multi-Family w/o Private Garage Space for Each Unit	Minimum of 2 spaces + 0.5 spaces / bedroom	Minimum of 2 spaces + 0.05 spaces / bedroom
LODGING	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area	Minimum of 2 spaces + 1 additional space / 10,000 sq. ft. of floor area
OFFICE	Minimum of 2 spaces + 1 space / 10 employees	Minimum of 2 spaces + 1 space / 10 employees

**TABLE 17. BICYCLE PARKING CALCULATIONS**

	T4	T5
<p>This table prescribes minimum short-term bicycle parking calculations within each Transect Zone assigned to the Third Street Corridor. The calculations assume not just current but future possible bicycle mode share, not to exceed 5%. Requirements may be met within the Public <i>Frontage</i>, <i>Private Frontage</i>, building envelope, or a combination thereof. Bicycle parking provided within the Public <i>Frontage</i> must receive Administrative Approval.</p>		
LONG-TERM BICYCLE PARKING		
RETAIL	Minimum of 2 spaces + 1 space / 10 employees	Minimum of 2 spaces + 1 space / 10 employees
RESTAURANT	Minimum of 2 spaces + 1 space / 10 employees	Minimum of 2 spaces + 1 space / 10 employees
ENTERTAINMENT	Minimum of 2 spaces + 1 space / 10 employees	Minimum of 2 spaces + 1 space / 10 employees
CIVIC Non-assembly	Minimum of 2 spaces + 1 space / 10 employees	Minimum of 2 spaces + 1 space / 10 employees
Assembly	Minimum of 2 spaces + 1 space / 20 employees	Minimum of 2 spaces + 1 space / 20 employees

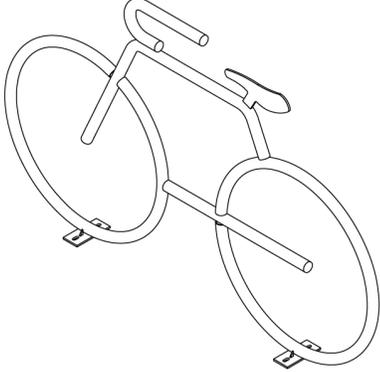
**TABLE 18. BICYCLE PARKING TYPES**

This table shows five common types of Bicycle Parking facilities appropriate for the Third Street Corridor and includes basic design/performance standards. Please reference the Association for Pedestrian and Bicycle Professionals Bicycle Parking Guide for more detailed design and placement guidance.

Parking Type	T4	T5	Standards
<p>Bicycle Rack</p> 	P	P	<p>Bicycle Racks shall be capable of securing bicycles with at least two points of contact. Simple, easily identifiable forms, like the Inverted U-rack (shown at left) should be used. Racks may be placed in the <i>private frontage</i>, <i>public frontage</i> (including within an in-street <i>Bicycle Corral</i>), or within buildings where appropriate.</p>

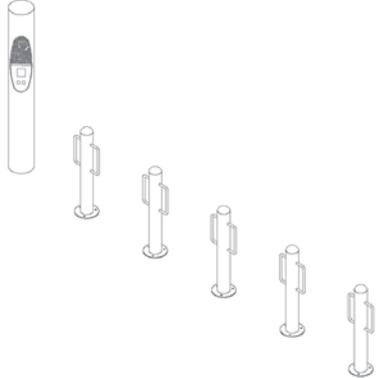
**TABLE 18. BICYCLE PARKING TYPES**

This table shows five common types of Bicycle Parking facilities appropriate for the Third Street Corridor and includes basic design/performance standards. Please reference the Association for Pedestrian and Bicycle Professionals Bicycle Parking Guide for more detailed design and placement guidance.

Parking Type	T4	T5	Standards
<p>Bicycle Rack (decorative, public art)</p> 	A	P	Decorative racks shall be recognizable as bicycle parking facilities and shall be held to the same performance standards as other bicycle racks. Such racks may be provided for and designed to enhance civic buildings, <i>civic spaces</i> , and other locations of historic, social, or cultural importance.
<p>Bicycle Shelter</p> 	A	P	<i>Bicycle Shelters</i> shall be highly recognizable and integrated with transit, parks, trailheads, and/or land uses requiring medium or long-term bicycle parking needs. Each shelter shall include bicycle parking racks capable of securing bicycles with at least two points of contact, and may include other bicycling amenities, such as wayfinding maps/signs, air pumps, etc.
<p>Bicycle Locker</p> 	A	P	<i>Bicycle Lockers</i> shall be placed in highly visible and well-lit locations, but should not disrupt the function, safety and order of the public realm. They should be associated with land uses and transportation facilities where long-term parking is required.

**TABLE 21. BICYCLE PARKING TYPES**

This table shows five common types of Bicycle Parking facilities appropriate for the Third Street Corridor and includes basic design/performance standards. Please reference the Association for Pedestrian and Bicycle Professionals Bicycle Parking Guide for more detailed design and placement guidance.

Parking Type	T4	T5	Standards
<p><i>Bicycle Sharing</i></p> 	P	P	<p><i>Bicycle sharing</i> stations should be located in highly viable locations, adjacent to existing or proposed transit stops, employment centers, or popular destinations. Stations should be spaced every few <i>blocks</i> so that access remains convenient.</p>

P – permitted  
A – by administrative approval

**TABLE 22. BICYCLE PARKING - GENERAL LOCATION GUIDELINES**

This table prescribes the general relationship between the distance from the bicycle parking facility to the destination it serves, the parking duration, and the parking facility type provided.

Parking Duration	24 hrs											Bicycle Parking Facility	
	12 hrs												
	8 hrs												Locker
	4 hrs												Shelter
	2 hrs	Short Term			Day parking				24 hour/overnight				<i>Bicycle Sharing Station</i>
	1 hr												
	30 min												
	10 min												Decorative Rack
	5 min												Rack
		15	30	50	75	100	125	150	200	250	300+		
	Distance from Bicycle Parking Facility to Destination (Feet).												
	Adapted from the Danish Cyclists Federation												

**TABLE 23. ACCESS**

KEY PP-44-12 Thoroughfare Type Right of Way Width Pavement Width  THOROUGHFARE TYPES Alley: A Pedestrian Passage: PP		
	<b>PP-44-12</b>	<b>A-24-24</b>
<b>ASSEMBLY</b>	<b>PP-44-12</b>	<b>A-24-24</b>
Thoroughfare Type	Access	Access
Intensity District	T4, T5	T4, T5
Right-of-Way Width	24 ft.	24 ft.
Pavement Width	12 ft.	24 ft.