Core Question

What are the key barriers to small harbor economic, social and environmental sustainability and what tools would help small harbor managers create more stability?
Project Outcomes

- Development of a placemaking strategy and economic analysis for coastal communities to use to ascertain the financial viability of their harbor/waterfront

- Establishment of a toolkit for small harbors including case studies on how the model was developed and applied

- Summary report, presentation, case study fact sheets, and a website that will assist communities in their planning efforts
Michigan Sea Grant helps to foster economic growth and protect Michigan’s coastal, Great Lakes resources through research, education and outreach.
Case Study Development and Placemaking Design Charrettes

- Four communities were selected for in-depth case study analyses and two communities are giving feedback on a draft toolkit.

- National Charrette Institute (NCI) charrette model conducted in collaboration with Lawrence Tech, Michigan Sea Grant and MSU Extension.

- Communities were selected based on harbor type, community type (suburban, city, downtown), population size, and current economic condition.

- At least one community from each of the four Great Lakes bordering Michigan.
ROGERS CITY SMALL HARBOR SUSTAINABILITY DESIGN CHARRETTE PROCESS
Community Engagement Timeline

• Initial Community Vision Meeting – September 14, 2016
  – Rogers City Theater

• Three Day Community Charrette – October 25-27
  – Presque Isle District Library Community Meeting Room
  – Public Input Workshop (Oct 25: 6:00pm – 8:00pm)
  – Preferred Option Public Open House (Oct 26: 6:00pm – 8:00pm)
  – “Work In Progress” Community Presentation (Oct 27: 4pm – 6pm)

• Final Community Presentation – January 23, 2017
  – Rogers City Theater

• Project Ends – February 2017

• Final Project Outcomes and Guidebook Dissemination
Initial Visioning Session:
September 14, 2016
Assets

What brings boaters, residents, and visitors to Rogers City?
Assets

Unique Businesses

- Art galleries
- Hoeft State Park
- Museum
- Theater
- Library
- Public space/parks
- Access to waterfront
- Waterfront to develop
- Friendly
- Clean water
- Well kept
- Beaches
- Lighthouse
- Chamber of Commerce
- Slower lifestyle
- Events & festivals
- Lake Huron's Best Harbor
- Herman Vogier Park
- Freighter viewing

Nearby points of interest

ROGERS CITY
Weaknesses/Barriers

What is stopping Rogers City from being the destination on Lake Huron?

What are the barriers to having a sustainable community, harbor and waterfront?
Weaknesses/Barriers

- Consistent/local signage
- Hospital/health care
- Nightlife
- Public transportation/taxi
- Bike/car rentals
- Waterfront dining/retail
- Need hotels/motels
- Lack of jobs
- RV park
- 24-hour gas station
- Need for more services at marina/repair
- Blight
- 23
- Inconsistent marina management
- Activities for young adults
- Public housing
- Extend farmers market
- Art center
- Shopping for women
- Marina supply store
- Boats and wine at harbor
- Seagull Pit parking
- Beer at industrial/garbage town
- Inconsistency in seasonality
- Mattresses and grills
- Hotels
- Local marina
Connections

How can we improve the link between downtown, the marina, and the lake?
Connections

Wayfinding signs

Extend bike trails

Marina/downtown pathway

Marketing area assets

Public transportation

Uber/taxi service

Golf cart rental

Boats: America's Great Loop
Connect airport to town

Small boats: mooring

KAYak/canoe rental

Current events listed at marina

City council/boating

Enhanced airport lounge
Vision for the Future

Picture Rogers City in 20 years. What has changed for the better?
Vision for the Future

- Covered farmers market
- Waterfront Restaurants
- Senior lakefront condos
- Green spaces
- Microbrewery
- Local transit
- Transportation from marina
- Nightlife
- Regional connector bike trail
- Freshen up local buildings
- Art/culture center
- Signage to churches, businesses
- RV park
- Dog friendly park
- Boat dealerships
- Cheer "ship" stop
- Evening dinner cruise
- Open air bars
- Shipwreck/lighthouse tours
- Relocate ball fields to develop
- Pop up shops/Corner vendors
- Art events
- Bed & breakfasts
- Hotels with amenities
- Dive shop
- Bigger beach
- Restrooms downtown
- Freshen up local buildings
- Art/culture center
- Signage to churches, businesses
- New business/retail
- Grambaeau Library conference rooms
DAY 1: DESIGN CHARRETTE
Goal for First Night

Building on information from previous session, diagram your ideas on paper.

Think through issues raised, and turn those into ideas for physical improvements.
Group Exercise

• Break into groups

• Brainstorm and draw:
  o What are the priority improvements for waterfront/harbor area?
  o Where should they be located?
  o Where are connections needed?
  o How can we be a year-round community?
  o How do we best tell the story of Rogers City?

• Present ideas back to larger group
DAY 2: DESIGN CHARRETTE
Technical Meetings & Existing Plan Review

- Community Leadership Team
- Harbor Advisory Committee
- Parks and Recreation Committee
- “Super Pos” Committee
- Engineering and Department of Public Works (DPW)
EXISTING PLAN REVIEW
Rogers City Master Plan 2014

Figure 5.1
Existing Land Use Map
Rogers City Facilities/Connections
Rogers City Master Plan (2014)

Community Character and Quality of Life

• Goal 1: Maintain and enhance the overall quality of life in Rogers City
  – Placemaking
  – Balance future growth and development + small town character

• Goal 2: Maintain and enhance the appearance and character of RC
  – Enhance community gateways, parks and streets
  – Maintenance and upgrades
  – Protect and preserve local history
Rogers City Master Plan (2014)

Planning, Zoning and Community Development

• Goal 2: Guide development that meets the long-term needs of the community (protect existing development, preserve community character...)

City of Rogers City
Presque Isle County, Michigan

Legend
Zoning Districts
- B-1 Local Business
- B-2 General Business
- B-3 Central Business
- R-1 Single Family Residential
- R-2 Two Family Residential
- RM Low Rise Multiple Family Residential
- RMM Residential Manufactured Housing
- IC - Recreation Conservation
- OS-1 Office Service

Zoning Map Adopted February 14, 2011

Small Harbor Sustainability
ROGERS CITY
Rogers City Master Plan (2014)

Transportation, Infrastructure and Public Services

• Goal 1: Improve and maintain transportation systems, community facilities, programs, public utilities, and telecommunications
Rogers City Master Plan (2014)

Natural, Cultural and Recreational Resources

• Goal 1-2: Conserve, protect and maintain environmental/cultural resources
  – Intensity of development
  – Identify and address pollution problems
  – Identify and protect desirable open space areas, scenic vistas...
  – Support/promote cultural resources of the City

• Goal 3: Maintain and improve recreational facilities and activities
  – Huron Sunrise Trail
  – Community Recreation Plan
Housing
• Goal 1: Suitable housing opportunities for all income levels and age groups, including year-round residents and seasonal residents
  – Mix of housing

Economic Development
• Goal 1: Retention of existing businesses, establishment of new commercial uses and redevelopment of vacant buildings
• Goal 2: Develop and promote the growth of a diverse industrial economic base
• Goal 3: Market Rogers City area as a tourism destination
Community Recreation Plan (2014)

• Goal A: Sustain a Continued Planning and Implementation Process
  – Open-to-the-waterfront charm
  – Involvement of private sector
  – Encourage development of public plans for recreational use

• Goal B: Develop and Maintain Recreation Facilities
  – Variety of opportunities
  – Residents and tourists
  – Unified image for the region
Community Recreation Plan (2014)

• Goal C: ... Funding Sources...
  – General obligation bonds (revenue bonds, special assessment districts)
  – Grant and loan opportunities (MNRTF, Land and Water Conservation Fund, Brownfields Redevelopment, CZM)
  – Local donations
Prior Visioning and Feasibility Studies
Harbor Condos Site Plan (2004)
RV Park Feasibility Study (2003)
Rogers City Waterfront
Prior Visioning

• Downtown Rogers Redevelopment Master Plan (2016)
• Walkability Study – Complete Streets
PREFERRED ALTERNATIVES
Presentation of Alternatives and Dot Voting

• Small green dot = Like this component

• Red dot = Uncomfortable with this component/alternative
Alternative 1
<table>
<thead>
<tr>
<th>Harbor/Waterfront Edge Driver</th>
<th>WATERFRONT PARK AT MARINA; MIXED USE RESIDENTIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land-use</td>
<td>PUBLIC PARK AND BOATER FACILITIES AT MARINA</td>
</tr>
<tr>
<td></td>
<td>MARINE SANCTUARY VISITOR CENTER</td>
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<tr>
<td></td>
<td>KAYAK LAUNCH AND NATURAL HARBOR</td>
</tr>
<tr>
<td></td>
<td>SENIOR HOUSING AND MULTI UNIT RESIDENTIAL</td>
</tr>
<tr>
<td></td>
<td>MARINA SUPPORT BUILDINGS</td>
</tr>
<tr>
<td>Connectivity</td>
<td>GREEN BOULEVARDS TO DOWNTOWN</td>
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<tr>
<td></td>
<td>HURON SUNRISE TRAIL THROUGH SITE</td>
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<tr>
<td></td>
<td>EXTEND LAKE ST.</td>
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<tr>
<td>Economic Development</td>
<td>INCREASED TAX BASE; INCREASED LOCAL SPENDING; INCREASED TOURIST SPENDING</td>
</tr>
<tr>
<td>Natural Systems</td>
<td>GREEN INFRASTRUCTURE ALONG HURON AND MICHIGAN</td>
</tr>
<tr>
<td></td>
<td>NATURAL HABITAT</td>
</tr>
<tr>
<td>Engineering Consideration</td>
<td>MAJOR ROAD IMPROVEMENTS TO MARINA</td>
</tr>
<tr>
<td></td>
<td>MAJOR UNDERGROUND INFRASTRUCTURE IMPROVEMENTS (WATER, SANITARY, SEWER) TO SITE</td>
</tr>
<tr>
<td></td>
<td>IT/CABLE/ELECTRICAL IMPROVEMENTS TO SITE</td>
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</tbody>
</table>
Alternative 2
<table>
<thead>
<tr>
<th>Land-use</th>
<th>Waterfront: RV Park &amp; Marina</th>
<th>Senior Housing &amp; Multi Unit Residential</th>
<th>Kayak Launch &amp; &quot;Natural&quot; Harbor</th>
<th>Marina Support Buildings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connectivity</td>
<td>Green Boulevards Through Downtown</td>
<td>Huron Sunrise Trail Through Site</td>
<td>Extend Lake St.</td>
<td>Trail Too Close to Main Intersection</td>
</tr>
<tr>
<td>Economic Development</td>
<td>Increased Tax Base; Increased Local Spending; Increased Tourist Spending</td>
<td>Boat Storage; RV Parking Rental</td>
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<td></td>
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<tr>
<td>Natural Systems</td>
<td>Green Infrastructure Along Huron &amp; Michigan</td>
<td>Natural Habitat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering Consideration</td>
<td>Major Underground Infrastructure Improvements</td>
<td>IT/Cable/Electrical Improvements to Site</td>
<td>Marina Parking Lot Reconfiguration / New RV Park</td>
<td>New Restaurant / Museum &amp; Marina Buildings</td>
</tr>
</tbody>
</table>
Alternative 3
<table>
<thead>
<tr>
<th>Harbor/Waterfront Edge Driver</th>
<th>ENHANCED PARK AT MARINA; SENIOR HOUSING; RV RESORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land-use</td>
<td>PUBLIC PARK AND AMPHITHEATER AT MARINA&lt;br&gt;PUB/RESTAURANT&lt;br&gt;SENIOR HOUSING AND MULTI-UNIT RESIDENTIAL&lt;br&gt;MARINA SUPPORT BUILDINGS&lt;br&gt;FESTIVAL LAWN</td>
</tr>
<tr>
<td>Connectivity</td>
<td>GREEN BOUlevARDS THROUGH DOWNTOWN&lt;br&gt;HUDON SUNRISE TRAIL THROUGH SITE&lt;br&gt;EXTEND LAKE STREET&lt;br&gt;KAYAK LAUNCH&lt;br&gt;NEW MICHIGAN STREET ENTRANCE</td>
</tr>
<tr>
<td>Economic Development</td>
<td>INCREASED TAX BASE; INCREASED LOCAL SPENDING; INCREASE TOURIST SPENDING&lt;br&gt;RV SITE RENTAL</td>
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<tr>
<td>Natural Systems</td>
<td>GREEN INFRASTRUCTURE&lt;br&gt;NATURAL HABITAT</td>
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<tr>
<td>Local Precedent(s)</td>
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<tr>
<td>Engineering Consideration</td>
<td>MAJOR UNDERGROUND INFRASTRUCTURE IMPROVEMENTS (WATER, SANITARY SEWER, STORM SEWER) TO SITE&lt;br&gt;IT/CABLE/ELECTRICAL IMPROVEMENTS TO SITE&lt;br&gt;MARINA PARKING LOT RECONFIGURATION&lt;br&gt;RV RESORT&lt;br&gt;NEW RESTAURANT, MUSEUM &amp; MARINA BUILDINGS</td>
</tr>
</tbody>
</table>
DAY 3: SUSTAINABLE SMALL HARBORS DESIGN CHARRETTE
Developing The Preferred Design Alternative
Rogers City 2036
Funding & Implementation

Implementation in two key steps

1) Funding Improvements
2) Capturing Value

Funding Options

• Public funding

Explore financing opportunities from the local, state or federal government, including grants or loans supported through general fund revenue, bonds or indirectly through taxes.

• Foundation funding and local champions
Possible Funding Sources

• Federal
  – Coastal Zone Mgt. Funds (Commerce/NOAA)
  – Boating Infrastructure Grants (US Fish & Wildlife)
  – Land and Water Conservation Fund State and Local Assistance Program (National Park Service)
  – EPA Brownfields

• State
  – Natural Resource Trust Fund Grants - DNR
  – Recreation Passport Grants - DNR
  – Transportation Alternatives Program (Michigan DOT)
  – DNR Waterways
  – DEQ Brownfields
  – Michigan Economic Development Corporation
  – Aquatic Habitat Grand Program – DNR
  – Michigan Housing Development Authority
Possible Funding Sources

- County
  - Brownfield Authority
  - Presque Isle County

- Local
  - Increased Taxes (Sales, Property, Income, Room Tax)
  - Increased Tax Base (More Residents)
  - Slip Fees
  - Launch Fees

- Private
  - Family / Local / Statewide / National Foundations
  - Community Foundations
  - Other Corporations / Businesses
Community Foundation for Northeast Michigan

Vision Statement
We build strong, vibrant and sustainable communities through the power of everyone's giving.
Local Mechanisms for Value Capture

• Water Resources Tax Improvement Finance Authority
  – TIF Definition: a public financing method that is used as a subsidy for redevelopment, infrastructure, and other community-improvement projects. Through the use of TIF, municipalities typically divert future property tax revenue increases from a defined area or district toward an economic development project or public improvement project in the community. (Source: Wikipedia)

• Marine Investment Fund
  - Definition: Fund set up to receive revenue from fees for non-marine use within a designated overlay zone (i.e., non-marine users pay to help offset working waterfront infrastructure improvements). For more detail see: Case Study of Portland, Maine: Balancing Maritime Uses and Waterfront Diversification Through Municipal Zoning (Source: National Working Waterfronts Network)

• Offer tax incentives to reward the type of development you seek.
Local Champions

• Seek out public/private partnerships to facilitate access to a wide range of funding sources.
• Establish non-profit organizations in support of working waterfronts to improve access to funding sources and reap tax benefits.
• Create new and use existing trade associations in support of working waterfront initiatives.
• Team RC (“Super Pos”)
Marketing and Branding
Explore Linkages between Thunder Bay NMS and Great Lakes Lore Maritime Museum

• Context of “Rogers City 2036” Museum, starting with new Thunder Bay National Marine Sanctuary signage
• Continue collaboration on shared events and promotion (e.g., Thunder Bay International Film Festival)
On a clear September night in 1856, the schooner Northwestern traveled up Lake Huron with a load of salt. Several miles north of Presque Isle, the schooner’s lookout spotted a down-bound steamship traveling on a collision course with the schooner. Since passing nearby ships was routine along Lake Huron’s busy shipping lanes, the Northwestern simply adjusted its course to steer clear of the passing steamer.

Meanwhile, onboard steamship Monticello, a light was spotted in the distance. The officer on watch, confused about his ship’s actual location, mistook this light for that of the Old Presque Isle Lighthouse and changed course. The light belonged to the Northwestern. The Monticello’s altered course drove it straight into the side of the Northwestern. Unable to sustain the impact by the larger and heavier steamship, the schooner quickly sank. Its crew of eight evacuated safely and were rescued.

Preserved by the cold freshwater of Lake Huron, the Northwestern rests upright in 135 feet of water. Discovered in 2004 by sport divers, the small schooner lists to its starboard side. A great dive site, the Northwestern is intact from stern to stern, although the masts have toppled over to the starboard side.

To discover your next adventure, visit the Great Lakes Maritime Heritage Center located in downtown Alpena or explore www.lakesheritage.com.
Great Lakes Maritime Heritage Trail

Double Sided 1/2" High Pressure Laminate (HPL) Interpretive Panels
Exposed Stainless Steel Mounting Hardware
Inclined Steel Cross Member with Powder Coated Finish
Steel Cross Braces w/ Powder Coated Finish
6" x 6" Locally Sourced Cedar Treated Wood Posts
6" x 6" Locally Sourced Cedar Treated Wood Posts

INCLUDE MOUNTING PRICING OPTIONS:
1. ADDITIONAL 42" PER CEDAR POST TO BE BURIED
2. TIE PLATE FOR POST MOUNTS

ROGERS CITY

SMALL HARBOR SUSTAINABILITY
Linkages with Regional Efforts

Northeast Michigan Council of Governments (NEMCOG)

Forty Mile Point Lighthouse

USGS Hammond Bay Biological Station
Rogers City Marina became a certified Michigan Clean Marina in December 2016!

• Voluntary certification-based program to reduce the environmental impact of the marina.
• Benefits include access to promotional materials, press releases and recognition in boating guides and online.
• For more information, see: michigancleanmarina.org
Questions?

Contacts:
Donald Carpenter (dcarpente@ltu.edu)
Brandon Schroeder (schroe45@msu.edu)
Amy Samples (asamples@umich.edu)
Mark Breederland (breederl@anr.msu.edu)
Greg Weykamp (gweykamp@edgewaterresources.com)