



ROGERS CITY



Final Presentation
January 23, 2017

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.



MICHIGAN STATE
UNIVERSITY



Lawrence
Technological
University



David Larkin
Knight, LLC

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

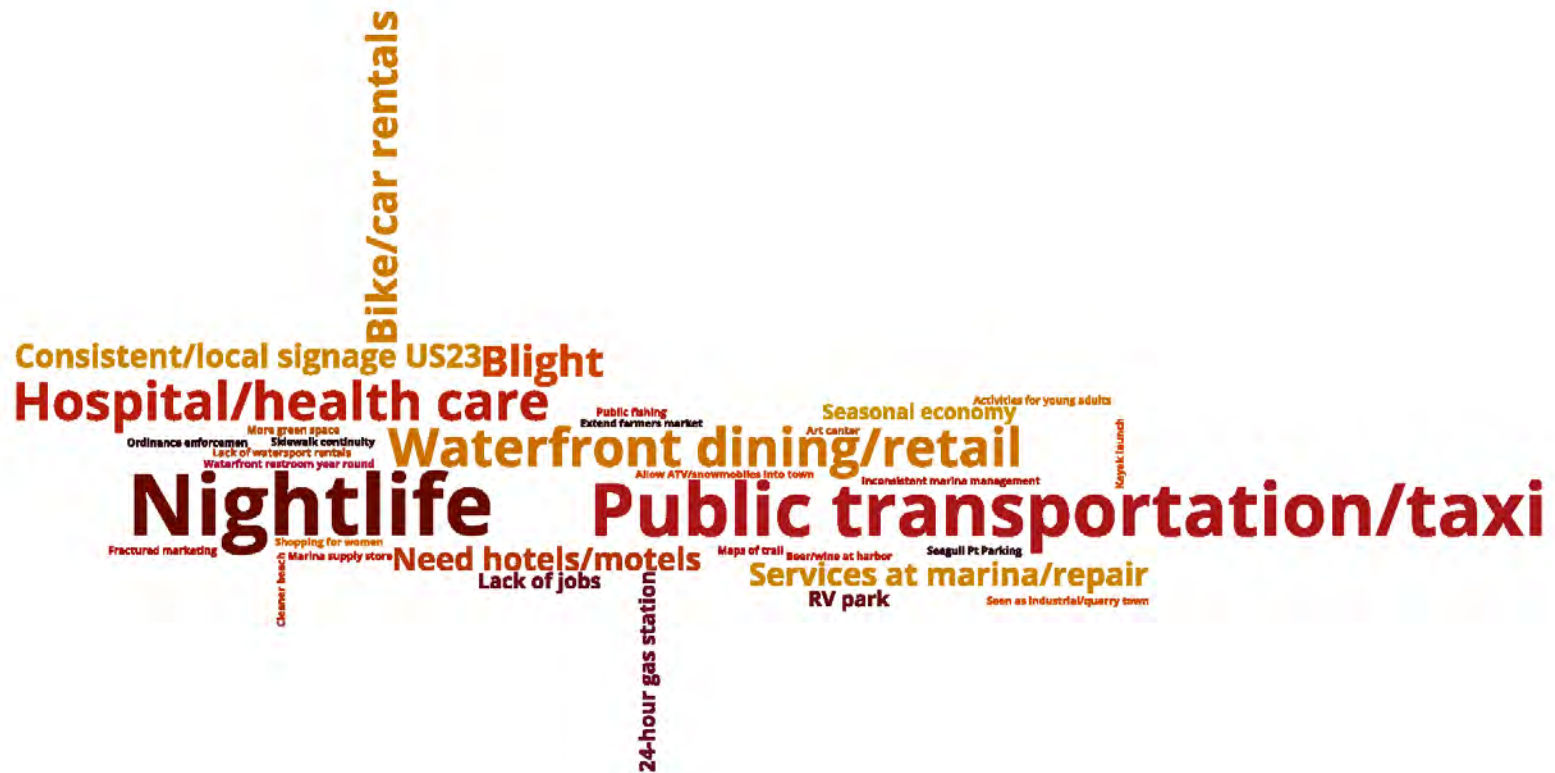


Weaknesses/Barriers

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



Connections

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

Connections



Vision for the Future

Picture Rogers City in 20 years.

What has changed for the
better?

Covered farmers market





ROGERS CITY





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:
 - What are the priority improvements for waterfront/harbor area?
 - Where should they be located?
 - Where are connections needed?
 - How can we be a year-round community?
 - 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)

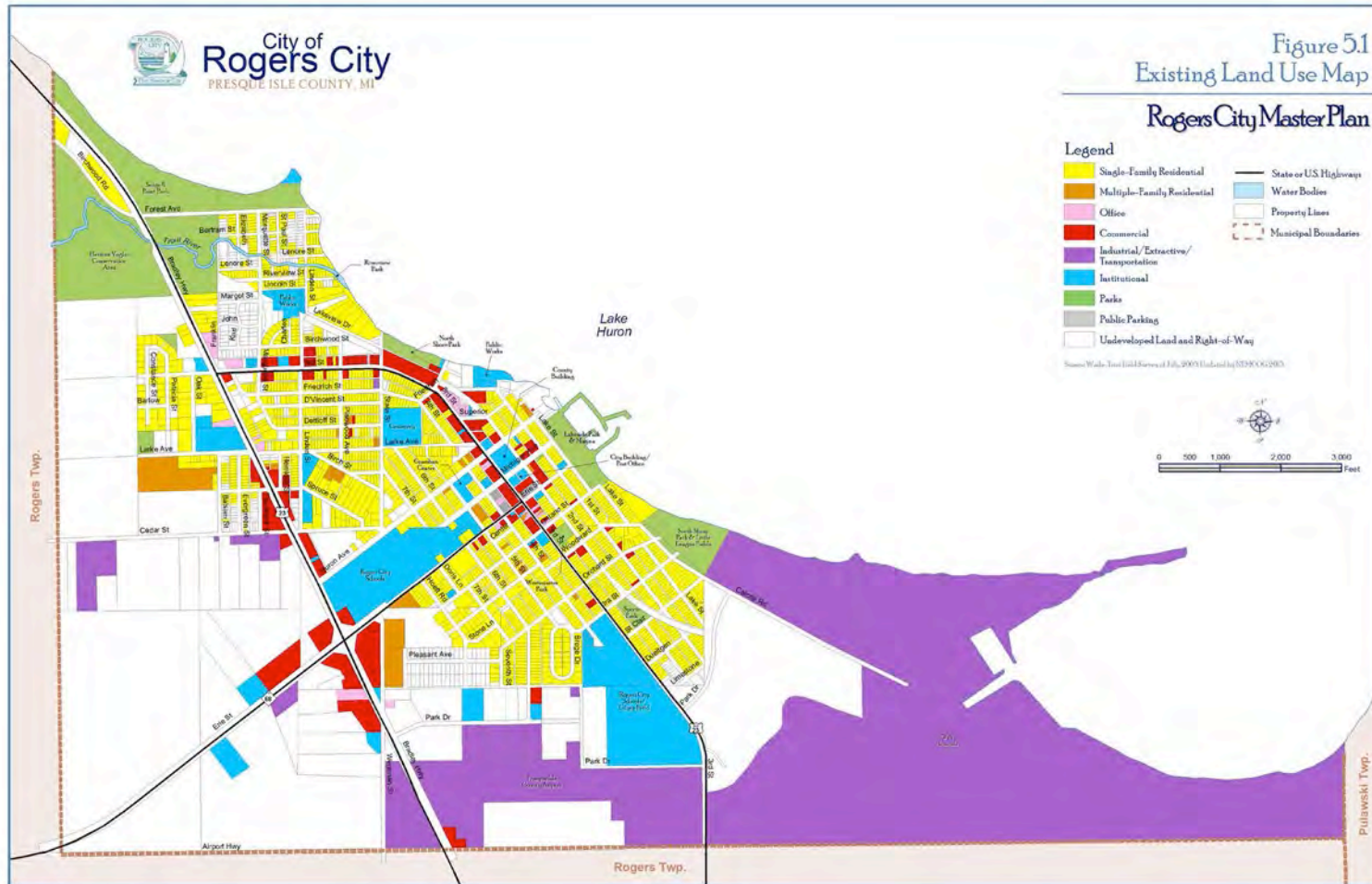


Rogers City Master Plan 2014

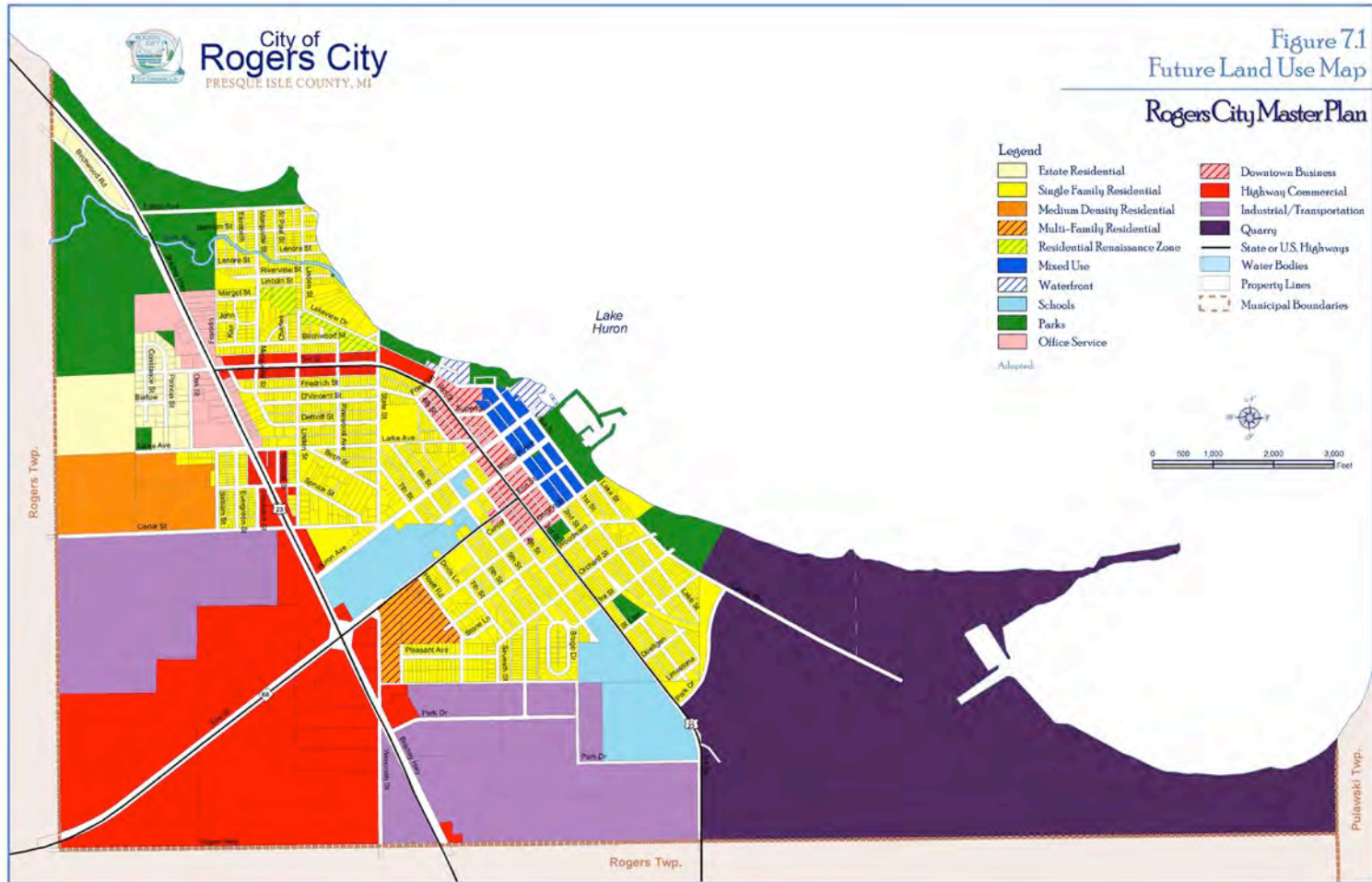
Rogers City
Presque Isle County, Michigan
Adopted: February 24, 2014



Rogers City Master Plan 2014



Rogers City Master Plan 2014



Rogers City Facilities/Connections



Rogers City Master Plan (2014)

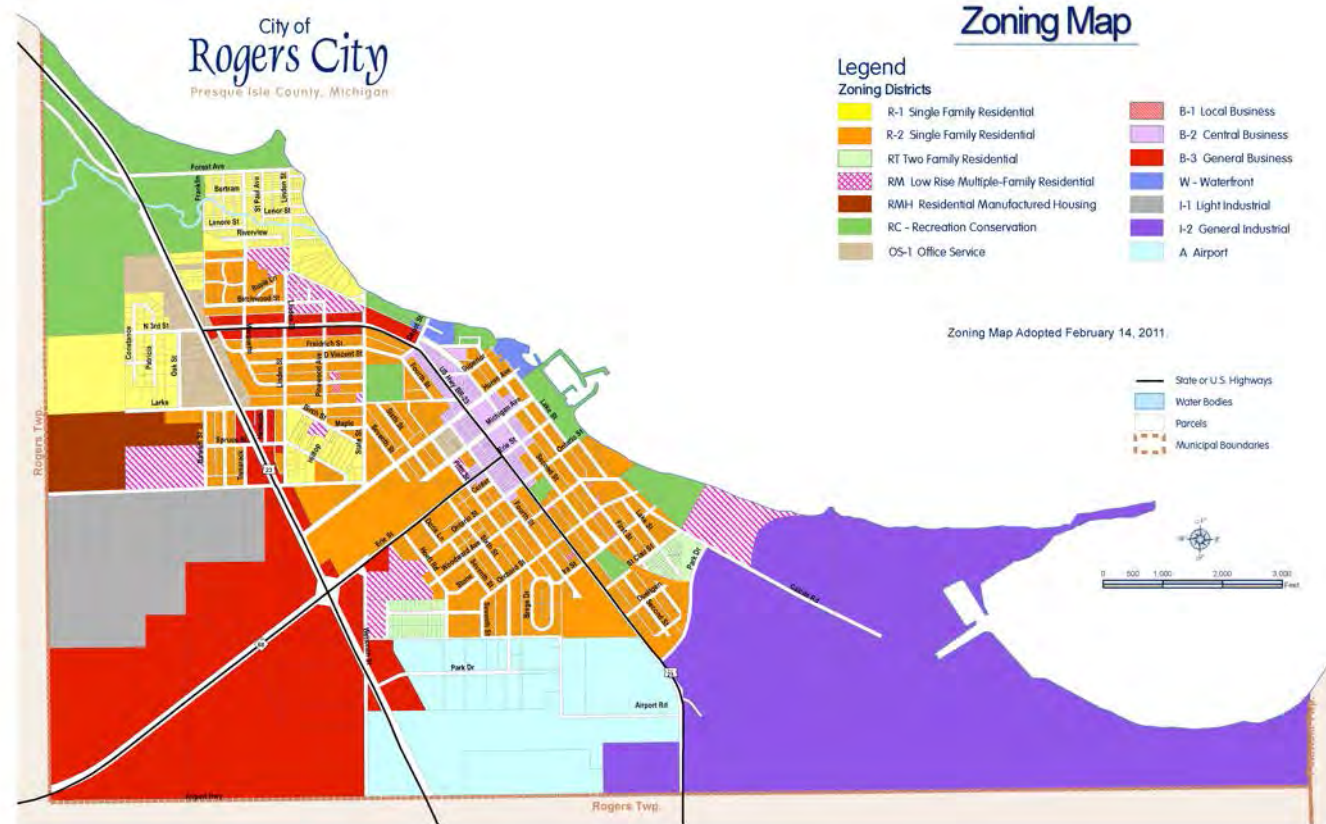
Community Character and Quality of Life

- 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...)



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

Rogers City Master Plan (2014)

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)

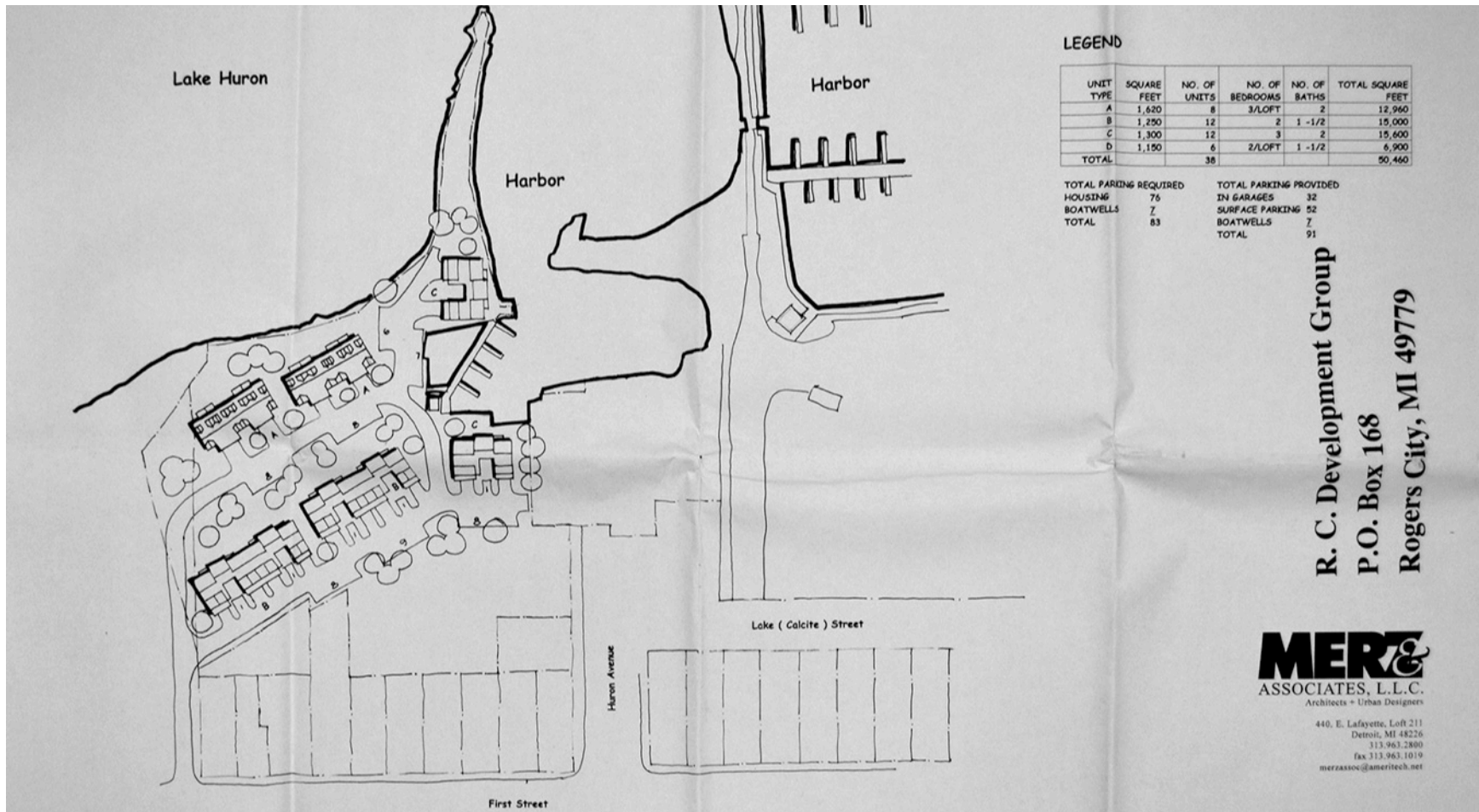
- Goal A: Sustain a Continued Planning and Implementation Process
 - Open-to-the-waterfront charm
 - Involvement of private sector
 - Encourage development of public plans for recreational use
- Goal B: Develop and Maintain Recreation Facilities
 - Variety of opportunities
 - Residents and tourists
 - 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)



R. C. Development Group
P.O. Box 168
Rogers City, MI 49779

MERT &
ASSOCIATES, L.L.C.
Architects + Urban Designers

440, E. Lafayette, Loft 211
Detroit, MI 48226
313.963.2800
fax 313.963.1019
mertassoc@ameritech.net



SCALE: 1" = 50'

NOTES:

- LAND AREA 6.06 ACRES +/-
- ZONING MARINA DISTRICT THROUGHOUT
- MINIMUM BUILDING SPACING OF 22.6' REQUIREMENT AS PER ORDINANCE
- ROADWAY SURFACES TO BE ASPHALT
- SIDEWALKS TO BE CONCRETE
- PLANT MATERIALS SHALL BE CHOSEN AND INSTALLED IN ACCORDANCE WITH SECTION 32-78 OF THE CITY OF ROGERS ORDINANCE
- STORM WATER RUNOFF CONTROL PLAN IN ACCORDANCE WITH REQUIREMENTS OF SECTION 32-72
- PROTECTIVE BARRIERS SHALL BE INSTALLED ALONG PEDESTRIAN WALKWAY AT MARINA
- PLOT 1 INCLUDES ALL STRUCTURES AS ALIGNED IN CROSS-HATCH AREA
- PROPOSED LANDSCAPED SIGN LOCATION TO MEET ORDINANCE REQUIREMENTS

MOST SOUTHERLY CORNER OF BLOCK 1 OF THE PLAT OF THE TOWN OF ROGERS CITY

BLOCK 4
PLAN OF THE TOWN OF ROGERS CITY

Wilcox
Professional Services
ISO 9001 CERTIFIED

ENGINEER	RONALD L. GROCHOWSKI, P.E.
DRAWN	ADL 02/10/2003
CHECKED	ADL 01/13/2004
APP'D	ADL
SCALE	1"=50'

THE HARBORAGE AT ROGERS CITY	
SITE PLAN	
PROJECT NUMBER	2003-733
SHEET	1 OF 1

RV Park Feasibility Study (2003)



Rogers City Waterfront Prior Visioning

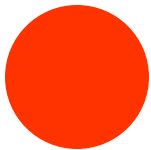
- Downtown Rogers Redevelopment Master Plan (2016)
- Walkability Study – Complete Streets

PREFERRED ALTERNATIVES

Presentation of Alternatives and Dot Voting



- Small green dot = Like this component



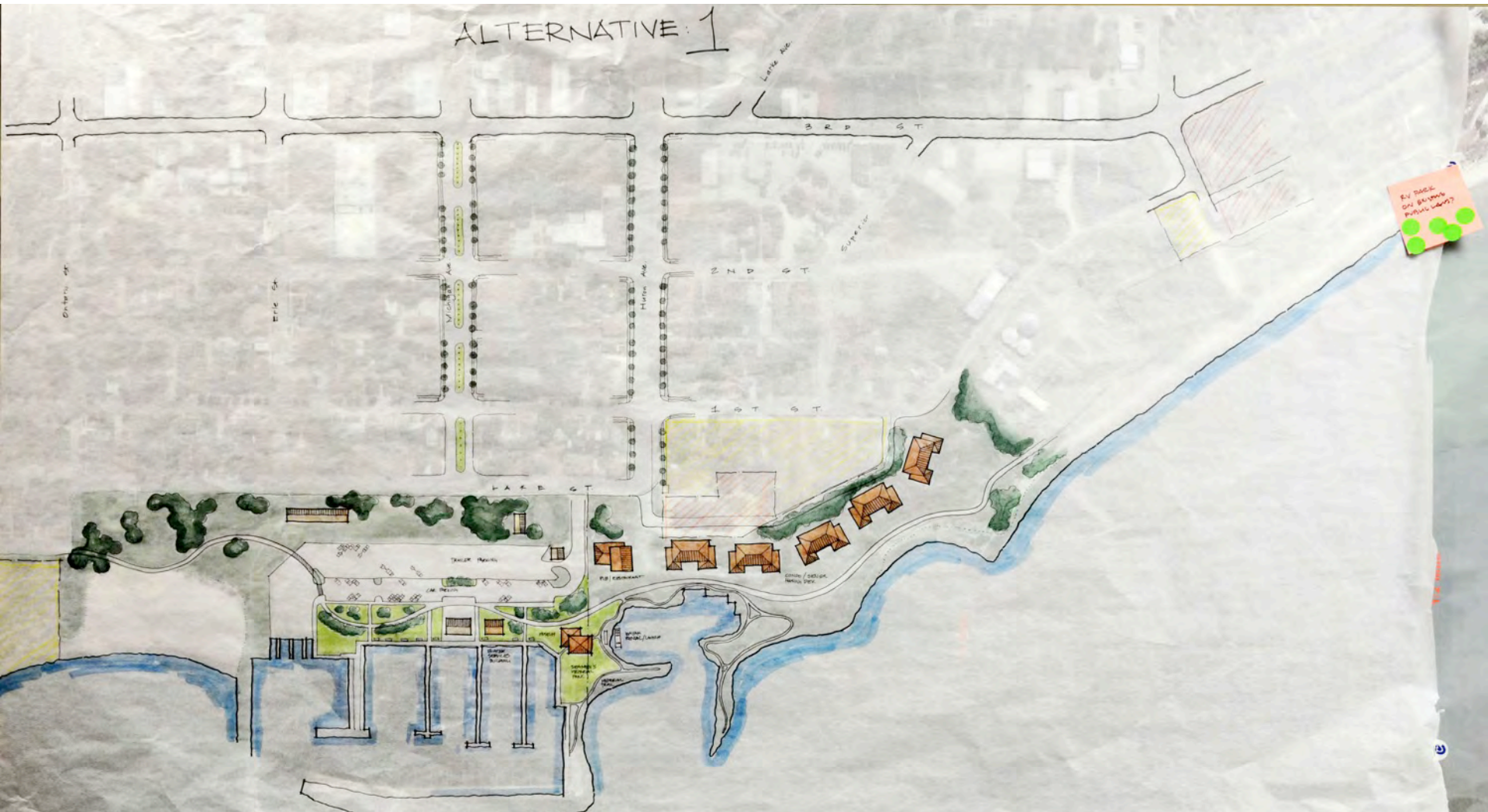
- Red dot = Uncomfortable with this component/alternative







Alternative 1



Alternative 2	
Harbor/Waterfront Edge Driver	WATERFRONT PARK AT MARINA; MIXED USE RESIDENTIAL
Land-use	<ul style="list-style-type: none"> - PUBLIC PARK AND BOATER FACILITIES AT MARINA - MARINE SANCTUARY VISITOR CENTER - KAYAK LAUNCH AND NATURAL HARBOR - SENIOR HOUSING AND MULTI UNIT RESIDENTIAL - MARINA SUPPORT BUILDINGS
Connectivity	<ul style="list-style-type: none"> - GREEN BOULEVARDS TO DOWNTOWN - HURON SUNRISE TRAIL THROUGH SITE - EXTEND LAKE ST.
Economic Development	<ul style="list-style-type: none"> - INCREASED TAX BASE; INCREASED LOCAL SPENDING; INCREASED TOURIST SPENDING
Natural Systems	<ul style="list-style-type: none"> - GREEN INFRASTRUCTURE ALONG HURON AND MICHIGAN - NATURAL HABITAT
Local Precedent(s)	
Engineering Consideration	<ul style="list-style-type: none"> - MAJOR ROAD IMPROVEMENTS TO MARINA - MAJOR UNDERGROUND INFRASTRUCTURE IMPROVEMENTS (WATER, SANITARY, SEWER) TO SITE - IT / CABLE / ELECTRICAL IMPROVEMENTS TO SITE

Alternative 2

ALTERNATIVE 2



Harbor/Waterfront Edge
Driver

WATERFRONT RV PARK @ MARINA; SENIOR HOUSING; BOAT STORAGE

Land-use

- PUBLIC PARK & BOATER FACILITIES @ MARINA
- PUB / RESTAURANT
- SENIOR HOUSING + MULTI UNIT RESIDENTIAL
- KAYAK LAUNCH + "NATURAL" HARBOR (old fish docks)
- MARINA SUPPORT BUILDINGS

Connectivity

- GREEN BOULEVARDS THROUGH DOWNTOWN
- HURON SUNRISE TRAIL THROUGH SITE
- EXTEND LAKE ST.

Economic Development

- INCREASED TAX BASE; INCREASED LOCAL SPENDING
- BOAT STORAGE; RV PARKING RENTAL

Natural Systems

- GREEN INFRASTRUCTURE ALONG HURON + MICHIGAN
- NATURAL HABITAT

Local Precedent(s)

Engineering Consideration

- MAJOR UNDERGROUND INFRASTRUCTURE IMPROVEMENTS
- IT/CABLE/ELECTRICAL IMPROVEMENTS TO SITE
- MARINA PARKING LOT RECONFIGURATION / NEW RV PARK
- NEW RESTAURANT / MUSEUM + MARINA BUILDINGS
- NEW LAKE ST + TRAIL

RV Park location

Leave the dock
for the water
to be used
for the water
to be used

Keep space
for festival
tent on
all options

use boat storage
as festival space
move it to
new green
use as
festival tent

RV park
between hotel &
beach - access
from SE
or SE beach
parking

Trail too
close to
marina edge

Alternative 3

ALTERNATIVE 3



Alternative 3 :

Harbor/Waterfront Edge Driver	ENHANCED PARK AT MARINA; SENIOR HOUSING; ; RV RESORT
Land-use	<ul style="list-style-type: none"> - PUBLIC PARK AND AMPHITHEATER AT MARINA - PUB/RESTAURANT - SENIOR HOUSING AND MULTI-UNIT RESIDENTIAL - MARINA SUPPORT BUILDINGS - FESTIVAL LAWN
Connectivity	<ul style="list-style-type: none"> - GREEN BOULEVARDS THROUGH DOWNTOWN - HURON SUN RISE TRAIL THROUGH SITE - EXTEND LAKE STREET - KAYAK LAUNCH - NEW MICHIGAN STREET ENTRANCE
Economic Development	<ul style="list-style-type: none"> - INCREASED TAX BASE; INCREASED LOCAL SPENDING; INCREASE TOURIST SPENDING - RV SITE RENTAL
Natural Systems	<ul style="list-style-type: none"> - GREEN INFRASTRUCTURE - NATURAL HABITAT
Local Precedent(s)	
Engineering Consideration	<ul style="list-style-type: none"> - MAJOR UNDERGROUND INFRASTRUCTURE IMPROVEMENTS (WATER, SANITARY SEWER, STORM SEWER) TO SITE - IT/CABLE/ELECTRICAL IMPROVEMENTS TO SITE - MARINA PARKING LOT RECONFIGURATION - RV RESORT - NEW RESTAURANT, MUSEUM & MARINA BUILDINGS - ROAD IMPROVEMENTS TO MARINA - NEW TRAIL

DAY 3: SUSTAINABLE SMALL HARBORS DESIGN CHARRETTE

Developing The Preferred Design Alternative





Rogers City 2036







ROGERS CITY





ROGERS CITY



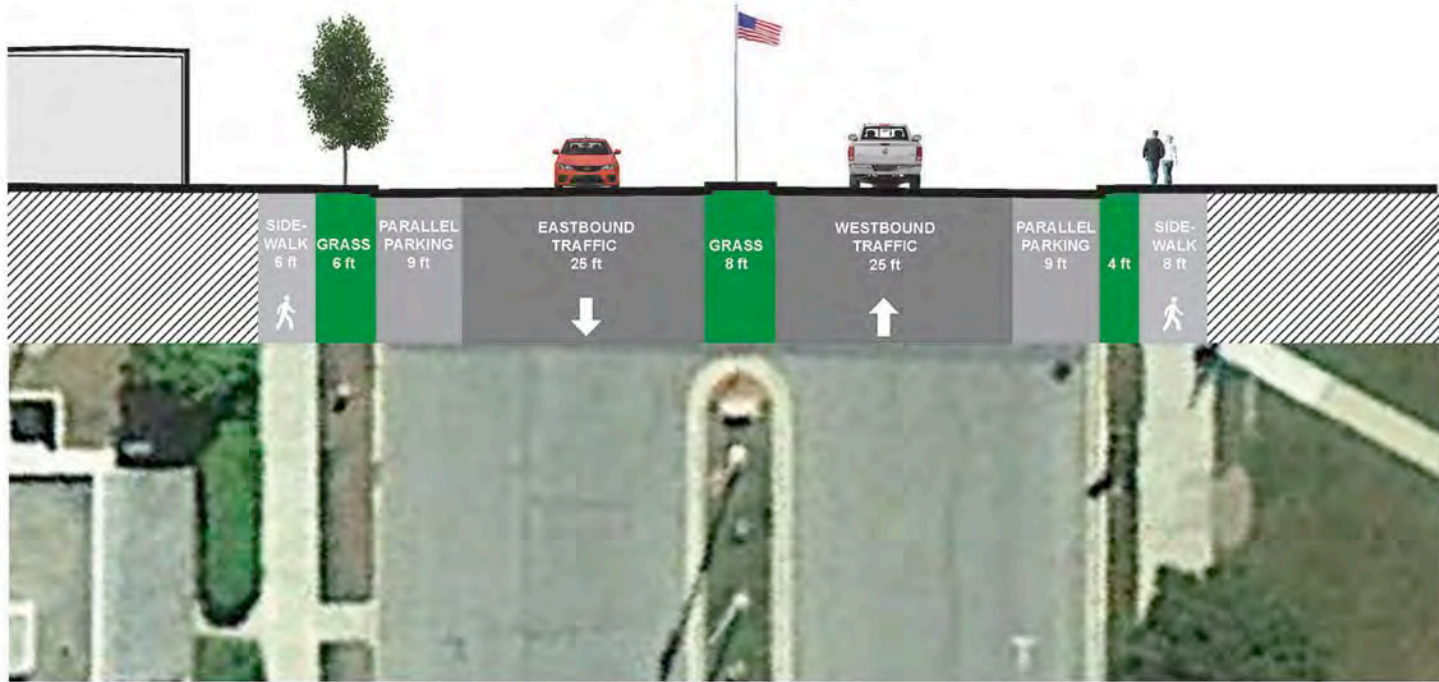


ROGERS CITY





EXISTING STREET SECTION
Michigan Ave - Boulevard



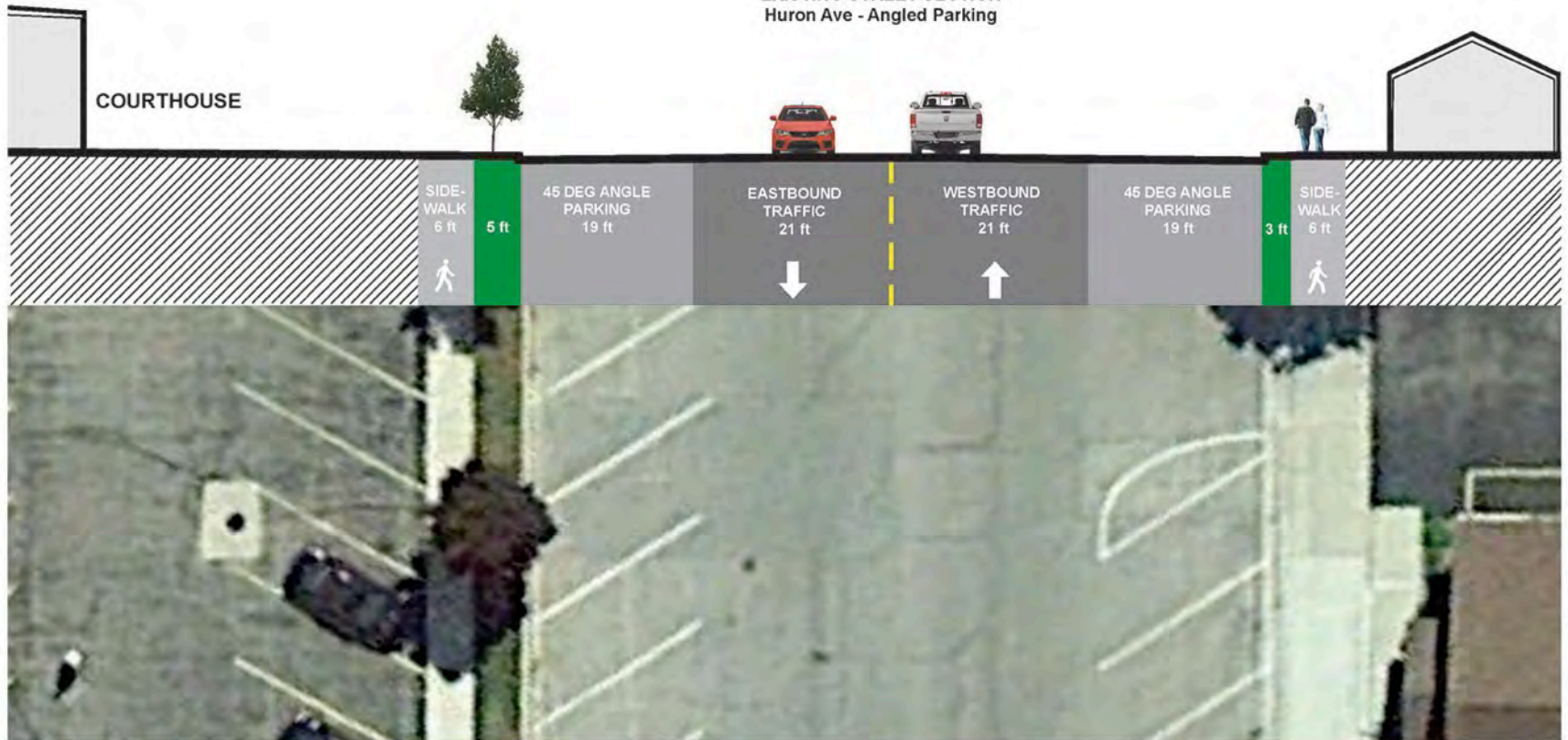
EXISTING STREET SECTION
Michigan Ave - Boulevard







EXISTING STREET SECTION
Huron Ave - Angled Parking



STREET SECTION - OPTION 1
Huron Ave - Angled Parking





Sunlandrvresorts.com



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ROGERS CITY







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

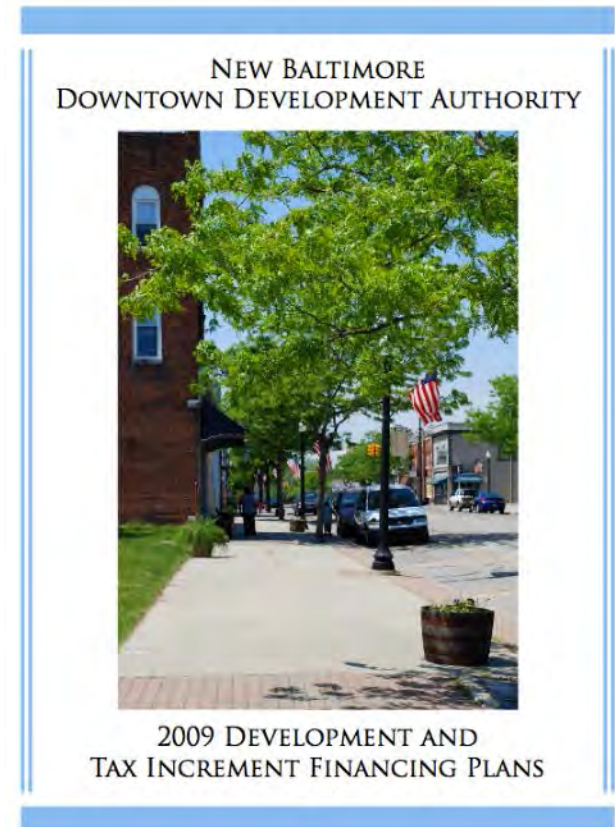


Vision Statement

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)



National Marine Sanctuaries
National Oceanic & Atmospheric Administration

THUNDER BAY NATIONAL MARINE SANCTUARY



Great Lakes Maritime Heritage Trail



Northwestern
Location: 44° 26.89' N 83° 41.79' W
Depth: 135'
Built: 1847
Lost: 1850
Length: 110'

Northwestern

On a clear September night in 1850, 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 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 stem to stern, although the masts have toppled over to the starboard side.



The 4,300-square-mile Thunder Bay National Marine Sanctuary protects the Great Lakes and their rich history. Through research, education, and community involvement, the sanctuary ensures that future generations can enjoy our irreplaceable underwater treasures.

All artwork, photos, and information shared courtesy of the Thunder Bay National Marine Sanctuary, unless otherwise noted.



The sanctuary encourages paddlers, divers, and snorkelers to visit Thunder Bay's shipwrecks. Seasonal mooring buoys can be found on many popular shipwrecks. Mooring not only makes shipwrecks easier to locate and safer to visit, they also help prevent anchor damage to these irreplaceable historical sites.

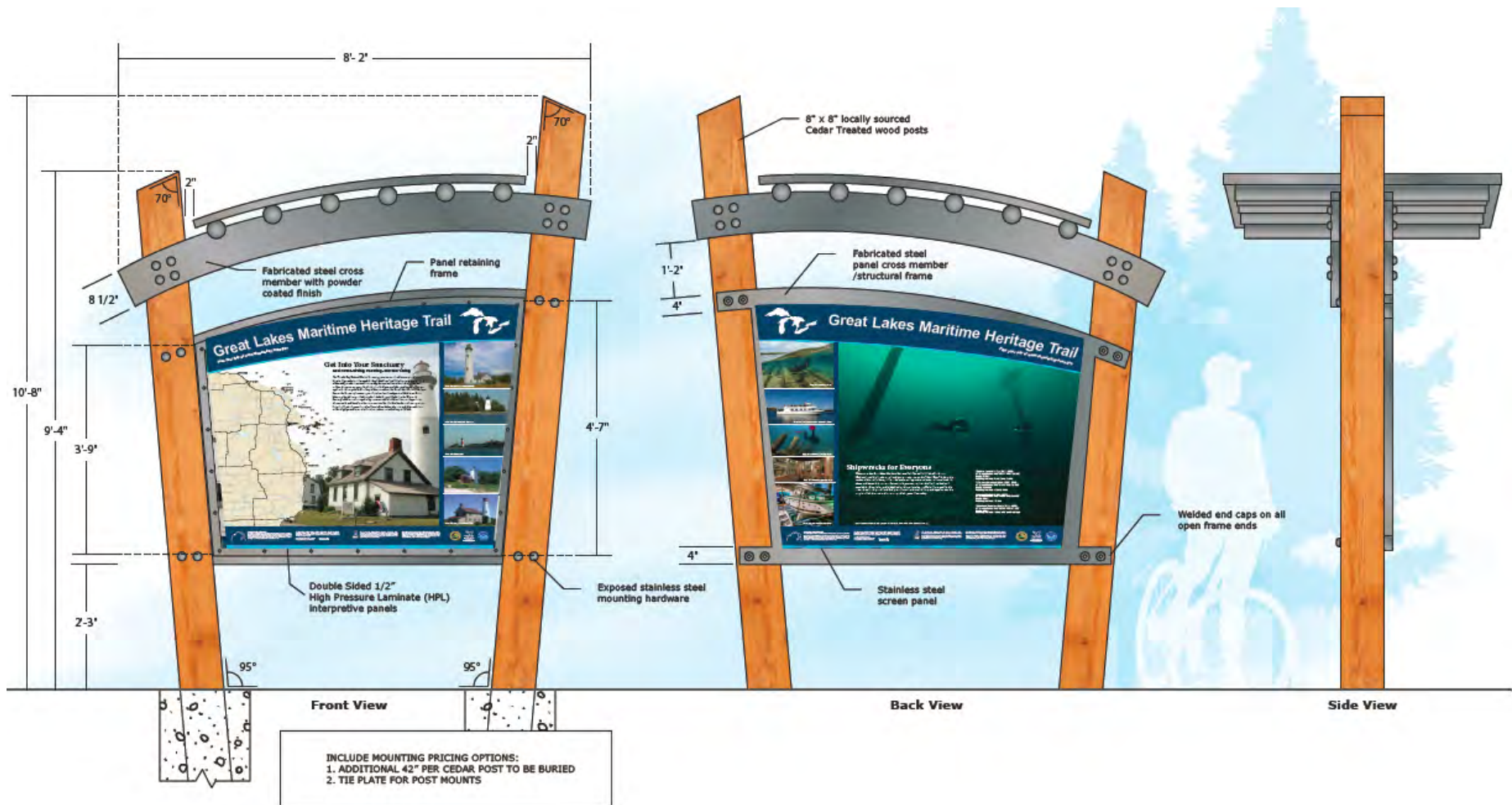
Please join the sanctuary in preserving our maritime heritage for future generations. Removing artifacts or damaging shipwrecks is illegal. Please report towing to the DNR at 1-800-250-1800.

The Great Lakes Maritime Heritage Trail connects visitors with Lake Huron's fascinating maritime past. Whether doing a shipwreck or climbing a lighthouse, you can find more stories along the way. This marker was funded by a federal Transportation Enhancement Grant.



To discover your next adventure, visit the Great Lakes Maritime Heritage Center located in downtown Alpena or explore www.thunderbay.noaa.gov.

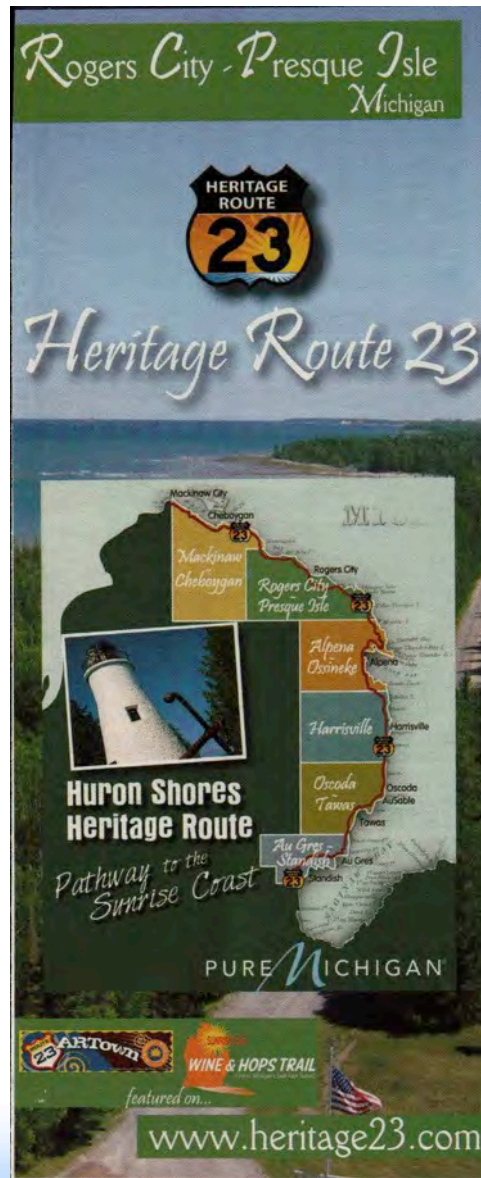




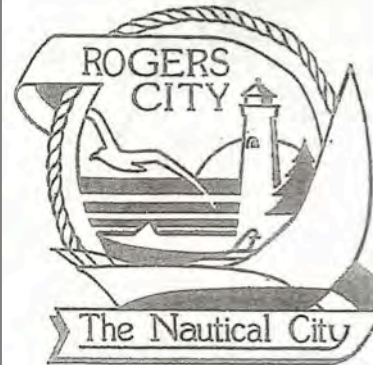
Linkages with Regional Efforts



Northeast Michigan Council
of Governments (NEMCOG)



City of Rogers City
Huron Sunrise Trail



Trail Map and Guide

This trail was constructed with
financial assistance from the
Michigan Natural Resources
Trust Fund and the Michigan
Department of Transportation

Trail guide provided by:
Rogers City Parks Commission
193 East Michigan Avenue
Rogers City, MI 49779
(989) 734-2191

www.rogerscity.com



Forty Mile Point Lighthouse



USGS Hammond Bay
Biological Station

Clean Marina Certification

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



Rogers City Marina added 2 new photos.

10 hrs · 🌐

We are honored to have been recently certified as a [Michigan Clean Marina Program](#)! As a Clean Marina, we dedicate ourselves to maintaining and improving Michigan's waterways.

For more information on Clean Marina, please follow this link:

http://www.miseagrant.umich.edu/michigan-clean-marina-prog...



Michigan Clean Marina Program shared Rogers City Marina's post.

Published by Rhett Register [?] · 1 hr · 🌐

Congratulations to [Rogers City Marina](#), and welcome to the Clean Marina program!

Questions?

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