Helping Coastal Communities
Re-Imagine Their Waterfront
May 8, 2017
Michigan Sea Grant helps to foster economic growth and protect Michigan’s coastal, Great Lakes resources through research, education and outreach.
Agenda

• Need for the Project (Dave Knight)
• State Perspective and Goals (Emily Finnell – OGL)
• Project Overview (Don Carpenter – LTU)
• Testimonials (New Baltimore and Ontonagon)
  • New Baltimore – John Dupray and Bonnie McInerney-Slater
  • Ontonagon – Dan Sullivan
• Findings, Outcomes, and Implementation
  (Don Carpenter and Mark Breederland – MSU Extension)
• Future Directions (Mark Breederland)
• Q & A
Need for the Project

David Knight, David L. Knight, LLC
Great Lakes Water Levels 1919 to Present

Lake Superior

Lake Michigan - Huron

Historical Shallow Draft/Recreational Harbor Funding

# Projects Funded

Fiscal Year


0 5 10 15 20 25 30
State Perspectives & Goals

Emily Finnell, MDEQ Office of the Great Lakes
State Perspective & Goals

• Recreational harbors are integrated into community and economic development planning as strategic assets.

• Harbors and waterways are well-maintained and support sustainable recreational and commercial use.

• Finite state resources are being invested in a strategic manner for public access to water amenities – specifically recreational harbors and harbors of refuge.

• Transferrable tools and resources are used to support development of a shared vision that integrates the harbor into the community’s future.
Project Overview
Don Carpenter, Lawrence Technological University
Research 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 in their communities?
Project Team

Project Leadership Team

Research Team

Agency Support Team

Advisory Board

Stakeholders and Community Representatives

- Lawrence Technological University
- Sea Grant Michigan
- Environmental Consulting & Technology, Inc.
- OGL
- Veritas Economic Consulting
- Department of Natural Resources, Michigan
- MSHDA
- David Larkin Knight, LLC

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Project Overview

• Develop a placemaking strategy and value creation analysis for coastal communities
  o National Charrette Institute (NCI) Process

• Establish a Tools & Tactics Guidebook for small harbors including case studies

• Disseminate through webinar, summary report, case study fact sheets, and a website that will assist communities in their sustainability planning efforts
NCI Charrette Work Cycles

public meeting vision

alternative concepts

public meeting review

preferred plan

open house review

plan development

public meeting confirmation
THREE VISITS TO THE COMMUNITY

March 25
INITIAL VISIONING MEETING
1 DAY
a. Assets
b. Weaknesses
c. Barriers
d. Connections

April 17-19
DESIGN CHARRETTE
3 DAYS
a. Public Input Workshop
b. Open House: Selecting A Preferred Option
c. Public “Work in Progress” Session

June 8
FINAL PRESENTATION
1 DAY
Presentation to City/Village Council
a. Updated graphics
b. Final Report

Iterative process balancing community input and expert design work.
Testimonials

New Baltimore: Mayor John Dupray, Bonnie McInerney-Slater
Ontonagon: Dan Sullivan, Downtown Development Authority
New Baltimore
Ontonagon
Findings and Outcomes

Don Carpenter, Lawrence Technological University
Findings

- Historical Impediments
- Supported Visioning Sessions
- Local Champions and Implementation Team
- Plan Alignment
- Value Capture
- Importance of Partnerships
- Visitor Experience
VISITOR ATTRACTIONS

1. ACCESSIBLE
   - Visual and physical public access to harbor, waterfront, parks
   - Boat access for fishing, tours, safe harbor for boats small and large
   - Harbor kept dredged

2. CONNECTED
   - Walking, biking, car, boat, transit
   - Public internet
   - Linked to downtown
   - Available parking

3. DIVERSE
   - Working waterfront for commerce, industry, recreation
   - Services, rentals, sales
   - Physically and economically resilient

4. WELCOMING
   - Food, beverage, lodging
   - Retail and entertainment
   - Safe, clean, well-lit
1.0 PROJECT OVERVIEW

SUSTAINABLE SMALL HARBORS
2.0 COMMUNITY PROFILES

SUSTAINABLE SMALL HARBORS

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4.0 TOOLS & TACTICS

SUSTAINABLE SMALL HARBORS

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Implementation
Mark Breederland, Michigan Sea Grant
# Michigan Sustainable Small Harbors Strategic Flowchart

## Inventory

**Community**
- Identify community capacity and possible participants/leaders
- Collect existing data and documents:
  - Economic information
  - Existing tourist information (flyers, magazines, etc.) and wayfinding signage
  - Recent planning or improvement grants received
  - Community master plan
  - Zoning maps
  - Capital improvement plan
  - Parks and recreation plan
  - Regional plan(s)
  - Land use data

**Waterfront**
- Collect marina statistics (boats berthed or launched, slip demand, etc.):
  - Compile three years of harbor financial summaries
  - Compile three years of harbor logs
  - Complete the Clean Marina self-assessment checklist
  - Determine water level variances
  - Assess local sediment dynamics

## Visioning/Planning

**Community**
- Conduct a facilitated community visioning meeting
- Review case study community charrette reports, community profiles, and economic analysis reports
- Initiate Michigan Economic Development Corporation (MEDC) Redevelopment Ready Communities (RRC) Best Practices certification process
- Complete Land Policy Institute (LPI) Placemaking Assessment Tool
- Engage in local, county, and regional planning efforts

**Waterfront**
- Determine your community’s waterfront and downtown Walk Score
- Review Michigan Coastal Community Working Waterfronts resources
- Review Sustainable Working Waterfronts Toolkit
- Review Smart Growth for Coastal & Waterfront Communities report
- Prioritize natural solutions
- Conduct a National Charrette Institute (NCI) Charrette

## Value Capture

**Community**
- Complete expense vs. income balance sheet
- Identify harbor marketing opportunities
- Evaluate value capture options:
  - Marine investment fund
  - Water resource tax increment financing (TIF)
  - Fee structures for public facilities
  - Public/private partnerships
- Review grant funding opportunities and requirements

**Waterfront**
- Review MiPlace Resources section
- Review Sustainable Working Waterfronts Toolkit — Financing and Economics sections
- Consider advanced (professional) economic modeling
- Read water trails economic data resources
- Read CMP Planning and Financing Best Practices

## Implementation

**Community**
- Form implementation team and identify task leaders
- Develop or update existing plans with focus on the waterfront
- Community master plan
- Five-year recreation plan
- Waterfront operations and maintenance plan
- Zoning and ordinance
- Capital improvement plan
- Emergency response plan

**Waterfront**
- Apply to applicable grant programs
- Pursue Redevelopment Ready Communities certification
- Pursue Clean Marina certification
- Create a dynamic water level plan

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**Additional Resources**
- Achieving Hazard-Resilient Coastal and Waterfront Smart Growth
- National Working Waterfronts Executive Summary
- CMP Dredging Best Practices
- CMP Infrastructure Best Practices
- Great Lakes Nearshore and Coastal Systems
- Living on the Coast: Protecting Investments in Shore Property on the Great Lakes
- Read LPI Building More Livable Communities: Corridor Design Portfolio
- Read LPI Placemaking as an Economic Development Tool: A Placemaking Guidebook
- Complete Coastal Community Planning and Development Training
- Engage with the Regional Prosperity Initiative

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Inventory: Community

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- Regional plan(s)
- Land use data

Collect existing data and documents:
- Organizational/leadership charts of the community
- Employment and related census data
- Aerial photos, maps, and GIS
- User feedback and surveys
Inventory: Waterfront

HIGHLY RECOMMENDED

INVENTORY

WATERFRONT

- Collect marina statistics (boats berthed or launched, slip demand, etc.):
- Compile three years of harbor financial summaries
- Compile three years of harbor logs
- Complete the Clean Marina self-assessment checklist
- Determine water level variances
- Assess local sediment dynamics

RECOMMENDED

INVENTORY

WATERFRONT

- Collect existing data and documents:
  - USACE jurisdiction and federal dredging
  - USACE oblique waterfront photos
4.2.3 VISIONING/PLANNING
## Visioning/Planning

### Highly Recommended

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VISIONING AND PLANNING

ASSETS AND LIABILITIES

As part of the visioning process, the community self-identified the following assets and liabilities.

Figure 2: Assets (top) and weaknesses or barriers (bottom) reported by the community, where larger text size indicates a higher frequency of mentions. Source: Sustainable Small Harbors
4.2.4 VALUE CAPTURE
Value Capture

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- Review grant funding opportunities and requirements

- Review MIplace Resources section
- Review *Sustainable Working Waterfronts Toolkit* — Financing and Economics sections
4.2.5 IMPLEMENTATION
Implementation

HIGHLY RECOMMENDED

IMPLEMENTATION

- Form implementation team and identify task leaders
- Develop or update existing plans with focus on the waterfront
  - Community master plan
  - Five-year recreation plan
  - Waterfront operations and maintenance plan
  - Zoning and ordinance
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  - Emergency response plan

RECOMMENDED

IMPLEMENTATION

- Apply to applicable grant programs
- Pursue Redevelopment Ready Communities certification
- Pursue Clean Marina certification
- Create a dynamic water level plan
Future Directions

• Encourage coastal community innovation and quality improvements.
• Reach coastal city / village managers who are new to coastal issues and opportunities.
• Leverage and partner with existing institutions to assist with needs where resources allow.
• Encourage networking of what works and what doesn’t.
SAVE THE DATE
MAY 14-17, 2018
GRAND RAPIDS, MICHIGAN

5th National Working Waterfronts & Waterways Symposium

GREAT LAKES
THE NATION'S FRESHWATER WORKING WATERFRONTS

Michigan Sea Grant, in collaboration with the Great Lakes Sea Grant Network and additional waterfront-focused partners, is jointly hosting the 2018 Symposium.

This four-day conference, to be held in Grand Rapids, Michigan, will be national in scope, while featuring presentations that emphasize the Great Lakes.

michiganseagrant.org/nwwws
Project Website

Presentations, Project Resources, and Social Media

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Home

Michigan is home to more than 80 public marinas and harbors, managed by state, county, or local governments. They are part of a boating culture that draws $2.4 billion in economic activity to the state each year. Even so, with increasingly scarce state and federal funding, public facilities face plenty of challenges. Factors such as fluctuating water levels and seismic shifts in the state's economy have left some harbor communities struggling to adjust.

But that's not the end of the story. Tourist dollars are returning to Michigan after the financial recession, and a growing interest in dining and outdoor recreation opportunities in coastal towns could position Michigan's waterfronts as vital drivers for flagging local economies. In addition, a state mandate requires state-funded boating facilities to develop five-year management plans, so the time is ripe for managers to think carefully about the long-term future of their harbors.
Contact Information

If you are interested in learning more about how to bring the Sustainable Small Harbors project and process to your community, please contact our team at: sustainablesmallharbors@umich.edu

One of our team members will get back to you soon!

Future Direction:
Mark Breederland
Michigan Sea Grant Extension
breederl@anr.msu.edu
(231) 922-4628

Today’s Presentation:
Don Carpenter
Lawrence Technological University
Project Principal Investigator
dcarpente@ltu.edu

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Q & A Session