

**WATERFRONT DISTRICT MASTER PLAN**  
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January 25, 2012

**Alternative B:** Connects the marina site to Graecliville Park based on the idea of rerouting Grandview Drive through the Brewery Creek site and installing a signal at the improved intersection. The boat launch would remain in its existing location, and a new marina building would be located at the south eastern corner of the marina site.

**Alternative C:** creates a new entry location to line up with a new Grandview Drive street alignment that parallels Brewery Creek, just immediately to its north. This entry road location allows for the separation of slip renter parking from trailer parking, and also locates the marina building at the southeast corner of the site.

The Waterfront District and Township Marina site alternatives were presented in a public forum, as well as in focus group meetings, and reviews with the Michigan Department of Transportation (MDOT). The input gathered from these meetings directly influenced the further development of the plans. Two versions of a final plan (Figures 17 and 18) were prepared for review with the Township Marina Committee to solicit further input during the final planning stages.

### **RECOMMENDED PLAN**

As with most design processes, the plan that results from a review of the alternatives presented includes a combination of ideas from each. The recommended plan is a result of planning and design refinement and responds to public input and discussion.

The purpose of the recommended plan is to set a direction for the development of the Waterfront District corridor, and to identify key improvements to the township marina site. The Implementation section of this report outlines critical next steps to move toward construction of the recommendations, and further refinements to the plans are anticipated as additional technical review and input is received.

#### **District Improvements Framework Plan**

The primary goal of the District Improvements Framework Plan (Figure 19) is to create a village character along the M-22 Corridor, increase the ability for pedestrians and bicyclists to safely cross and travel along the corridor, and to enhance the business environment for private development and non-profit organizations. Specific initiatives proposed for the Waterfront District include the following:

1. M-22 Right-of-Way Improvements
  - Engage MDOT in the study of traffic lane configuration and signalization of key intersections.
  - Install landscape enhancements to beautify the corridor while maintaining an “up-north” character.
  - Improving district wayfinding and signage.
  - Implementing a corridor access management plan to reduce the number of curb cuts.

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- Improve pedestrian walks along the corridor, and increase the number and safety of road crossings.
2. Corridor Redevelopment
- Develop private-public partnerships with key stakeholders.
  - Identify strategies and leverage policies in support of corridor reinvestment.
  - Concentrate redevelopment efforts around a central core.
  - Modify the local road network to support redevelopment, including the realignment of Grandview Drive through the Brewery Creek development property.
  - Design new architecture and street improvements with a focus on creating a walkable waterfront village.
3. District Parking Strategies
- Develop shared parking resources; consider purchase and use of Brewery Creek development site for parking opportunities to support district and marina.
  - Utilize peak season shuttle service to support marina, non-profit centers and businesses.
  - Locate parking to the rear of future site developments.
4. District Connectivity
- Enhance non-motorized infrastructure (i.e.; the TART Trail, stream corridors, and other open spaces) to create a trail and recreation network.
  - Increase public access to the bay with a passive recreation trail on the east side of M-22.
  - Provide future links to the future fishing pier and onto the Traverse City Light and Power property.
  - Improve pedestrian crossings within the district, for crossings of M-22 as well as where the TART Trail crosses local roads.
5. Environmental and Cultural Assets
- Embrace the natural resources of the district to create an authentic “up-north” experience.
  - Restore and enhance the Brewery Creek stream corridor from the TART Trail to the bay.
  - Utilize and interpret the district’s natural resources as education opportunities.
  - Respect the history of the area, integrating the story of human use of the area into the recreational and interpretive resources.

**Marina Master Plan**

The Marina Master Plan (Figure 20) balances the needs to three primary user groups- the boating community that rents slips and moorings, the boaters that utilize the boat launch ramps, and the general public (residents and visitors) that will utilize the marina site and adjacent park as a destination and activity area. The competing demands of these user groups, particularly as it relates to the needs for parking, must be evaluated

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and assessed carefully given the limitations of the size of the marina site and the difficulty in accessing M-22, and the desire to create a welcoming, park-like environment.

In 2010 the Elmwood Township Marina Committee made specific recommendations to the Elmwood Township Board as to improvements for the Township marina. These recommendations have been incorporated into the Marina Master Plan, and can be found in the program outlined below in *italics*.

Specific design elements of the plan include:

1. Circulation and Parking

- Relocate the existing site entries for boat ramp users to align with the existing Pico Lane which maximizes the length of the de-acceleration/turn lane on M-22.
- Widen and improve the site exit and slip renter entry at the south end of the site. Consider staggering a future traffic light at the Greilickville Park entry to facilitate exiting the marina site. The location and configuration of both marina site entries and the exit are subject to refinement based on the recommended study of traffic along M-22.
- Provide for access to Center Point parking facilities from the new boat ramp entrance.
- Install a new parking lot for slip renters and guests. Manage use of the lot with access control measures such as an entry/exit gate.
- Reconfigure boat trailer parking to allow, building capacity in the design geometrics for truck and trailer traffic around site.
- Provide for overflow marina visitor and fish cleaning station parking within the larger boat and trailer parking lot.

2. Public Access

- *Create a new fishing pier* and public promenade along the existing breakwater south of the marina docks. Manage fishing access to the south side of pier only to reduce conflicts between boaters renting slips and fishing activity.
- Insure a strong pedestrian connection between the marina and Greilickville Park with links to the new breakwater promenade and the waterfront promenade near the docks
- *Renovate the pedestrian promenade along marina* to include more space for walkers, better lighting and more pedestrian amenities like benches and picnic tables.
- Create a pedestrian link through the parking area and boat ramp to connect to the fish cleaning station
- Install sidewalks and non-motorized paths on M-22 to link the marina to the larger district.
- Provide for public restrooms in the proposed marina building, separate from boater facilities.

3. Harbor Facilities

- *Provide a floating, binged and movable dinghy launch ramp and shopper's dock north of the boat ramp.*

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- *Create a new Harbor Master's Office on the north side of the ramp to improve the Harbor Master's ability to manage ramp traffic. Provide for materials storage and public restrooms in the design of the Harbor Master's office.*
- *Locate a new fish cleaning station at the north end of the boat trailer parking area so that it is reasonably close to the launch ramp activity, but separate enough to minimize traffic congestion.*
- *Provide space (and flexibility in shopper's dock design) for seasonal haul in and out of boats along the sheet pile wall north of the boat launch.*

4. Boater Facilities

- *Construct a new marina building in the south east corner of the site. The new building should include showers and bath facilities for boaters, a boater's lounge, a multi-purpose community room, a second floor overlooking the bay, a small multi-purpose office, and public bathrooms as noted above.*
- *Provide for picnic opportunities in a variety of settings-in the plaza area outside the marina building, along the pedestrian waterfront promenade, and in the open space areas adjacent to Brewery Creek.*
- *Provide space for a dog run to allow boater's a convenient place to water their pets.*
- *Increase capacity of mooring locations east of the boat channel with star configurations.*

5. Other site improvements

- *Enhance the Brewery Creek corridor improvements to improve habitat value.*
- *Install the necessary site signage, site furnishings, and amenities to help people enjoy the marina*
- *Install bike parking hoops for use by boaters and marina visitors*
- *Provide space for a site dumpster area to manage site trash and recycling.*

**IMPLEMENTATION STRATEGY**

For a master plan of any kind to provide a benefit to the community it must have a dedicated group of community members willing to invest the time, energy, and expertise necessary to move it from a pretty piece of paper to reality. Our experience in preparing this plan has demonstrated that residents, business people, Township staff and elected officials of Elmwood Township are ready to accept this challenge.

The pages below outline a strategy for implementing the Waterfront District Plan, including the big ideas that will move the project forward, potential sources of funding, and specific short term steps that need to be taken in the coming months.

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**Key Ideas for Moving Forward**

1. **Motivate, Organize, and Strategize:** The process of preparing a Master Plan is a great way to gather community residents and stakeholders behind a single idea or project. More difficult is maintaining this level of enthusiasm and interest after the plan is adopted. A couple of key ideas include:
  - Nurture supporters and advocates within Elmwood, building from the existing Marina Committee, dividing into task-based subcommittees that engage additional people.
  - Identify champions and leaders within the Marina Committee and Township to take ownership of key tasks and efforts.
  - Get agencies to understand your plans and adopt it as part of their own strategy; for instance, get the agencies involved in the TART Trail to understand your interest in creating new connections.
  
2. **Create Excitement:** Promote the Master Plan and gain local support from community groups, agencies, and organizations that have complementary goals.
  - Reach Out – Obtain regional buy-in from groups serving the region where the ideas from the Master Plan tie into larger efforts.
  - Sponsor a Local Projects Coordination Workshop to investigate how your project relates to other ongoing efforts in the area. Too often communities and organizations are pursuing the same or very similar goals through parallel efforts.
  - Develop Partnerships to “lock in” community, agency, and business support.
  - Create a “Media Blitz” and aggressively market the plan to create “buzz” about the plan.
  
3. **Study:** Most Master Plans, because of their more conceptual level of thinking, result in the need for additional technical studies to firm up key details and loose ends. The Waterfront District Master Plan is no different, and several follow-up efforts have been identified and are enumerated later on in this chapter.
  
4. **Focus and Stick to Your Plan!** The Waterfront District Master Plan identifies improvements both for the larger community along M-22 and the Township marina site itself. This creates a broad set of goals to pursue, and the situation will require some discipline to maintain sufficient focus to be successful. As part of the effort to maintain focus, it may be important to identify a key project or projects which can be pursued by the community as a catalytic project to demonstrate that the community is moving forward toward achieving its larger goals. Whether or not a specific catalyst project is pursued, it will be important for the community to pick its priorities carefully with the awareness that attempting to accomplish too much all at once can be detrimental to maintaining focus and energy.
  
5. **Find the Money, Set Timeframes:** Funding sources do exist for the type of projects outlined in the Waterfront District Master Plan, but pursuing funding takes significant effort and knowledge.

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Specific steps include:

- Find a funding champion within your community who can become the lead person in obtaining the knowledge and contacts required to mount a successful campaign.
- Gain and understand public funding opportunities and timing. The information contained in this report is a starting point.
- Pursue private/non-profit funding commitments for design and implementation, even those these sources of funding may not seem like an obvious place to start.
- Provide Individual Giving/Donor Program for each project that moves into implementation stage. Opportunities to contribute should be identified at a full range of financial commitment levels, allowing every willing person in the community can be a part of the built project.
- Set an overall implementation timeline based on community priorities and funding and match availability.

#### Potential Funding Sources

The successful pursuit of project funding is both art and science, and starts with the identification of potential funding sources. The positive aspect of a project that has such broad range of long term goals is that the potential pool of sources is large. The downside is that each funding source has its own set of goals, requirements, timing, match expectations, and project size to learn and work with.

The potential funding sources have several common goals they are trying to achieve as they invest in communities, and these goals are consistent with the attributes of the Waterfront District Master Plan, including:

- Creating and improving public access to the Great Lakes.
- Creating and improving wildlife habitats and restoring native landscapes.
- Providing for education and learning opportunities about our natural environment and cultural history.
- Building and strengthening partnerships between governmental agencies, non-profit organizations, institutions, and private entities.
- Enhancing community character, safety, and livability through the improvement of public road and streetscape infrastructure.
- Providing for non-motorized facilities such as bike lanes and paths whose use will improve the health and well being of community members.

Potential funding sources for implementing the Waterfront District Master Plan include:

1. Federal and State Sources
  - Coastal Zone Management Grants and Waterways Program Grants; these are funding programs managed by the Michigan Department of Natural Resources and Environment (MDNRE). They typically require a 50% match, and are normally in the range of \$10,000-