

Planning for Waterfront Communities

Redevelopment Ready Communities Supplemental Training Program

SMITHGROUP JJR



Waterfront Community Best Practices and Guidelines

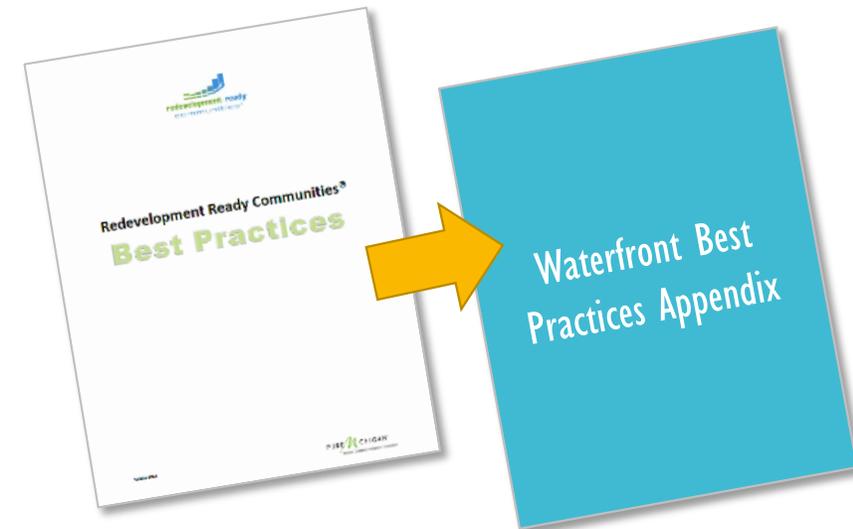


New supplemental criteria for the existing
6 Redevelopment Ready Communities
Best Practices:

1. Community Plans and Public Outreach
2. Zoning Policy and Regulations
3. Development Review Process
4. Education and Training
5. Redevelopment Ready Sites®
6. Community Prosperity

Training Program

- Waterfront Planning Toolkit





Waterfront communities have unique challenges.

Competing interests between:

- Residents vs. Seasonal Visitors
- Employers
- Industry/Ports
- Tourism and Recreation
- Traffic/Parking Demands
- Environmental Features

Different state and national regulations and agencies

This Program

- Public Involvement
- Balancing Goals
- Connecting Downtowns
- Access Waterfront Regulations
- Processes/Permitting
- Environmental Protection
- Industrial Uses
- Redevelopment
- Water-based Businesses
- Employment
- Tourism
- Regional Planning



- Each of the following topics presents a unique set of challenges and opportunities
- Case studies with lessons learned are presented as examples and potential resources
- Accompanying toolkit document provides additional resources and links

PUBLIC INVOLVEMENT

Traverse City “Your Bay, Your Say”



- Created a Master Plan in 2006 for the waterfront with active community input, framing the public process as the “NAME” of the project.
- In subsequent planning and design the city refined the plan, continuing the public engagement at each level.
- Implementing discreet projects as funding and community interest dictate.

PUBLIC INVOLVEMENT – COMMUNITY STRATEGIES

Traverse City “Your Bay, Your Say”

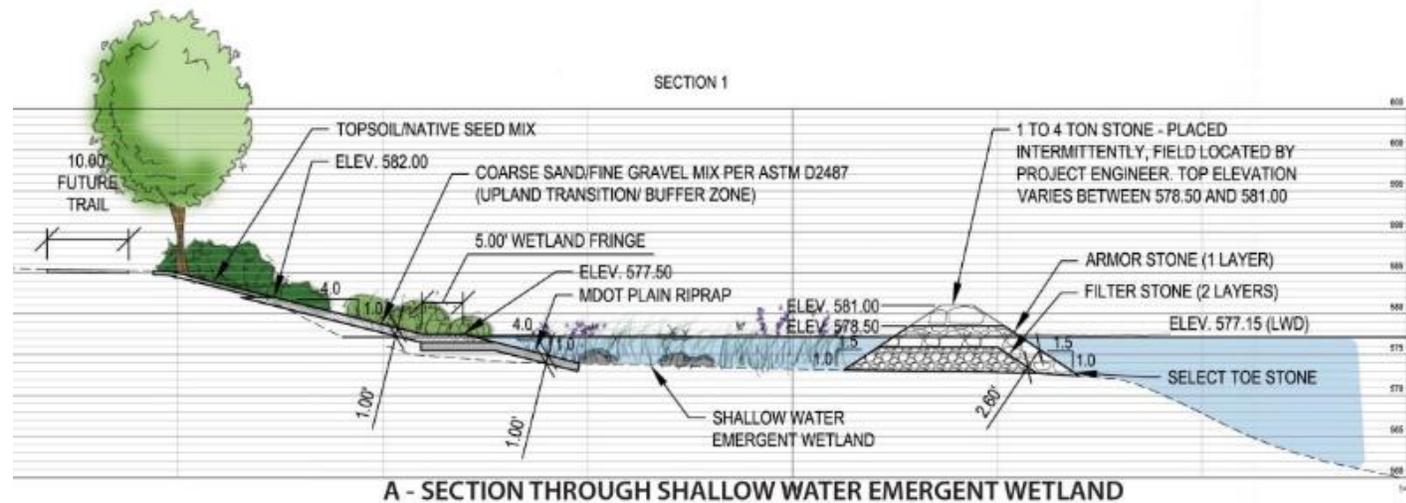
- Coordinate across stakeholder groups
- Engage early and often
- Communicate planning and design ideas clearly
- Provide the public with options to consider (and their consequences) and opportunities to participate in future project planning
- Continue to invest in your public infrastructure
- Highlight your successes!



BALANCING GOALS

Port Huron

- Acquired waterfront edge in a private/public agreement
- Prepared a Master Plan that integrated private development, public access, recreation, and habitat
- Pursued funding through federal and private sources
- Created habitat and recreational resource



BALANCING GOALS – COMMUNITY STRATEGIES

Port Huron

- Create habitat-it's the least expensive, desired by the community, and benefits the Great Lakes
- Build strong public/private partnerships that support common goals
- Create large “tent” that engages local business and community organizations in design, funding, and implementation.



CONNECTING DOWNTOWNS

South Haven



- Purchased former industrial land between Lake Michigan and the downtown
- Created a transient marina to encourage tourism and downtown visits
- Developed waterfront amenities for residents and visitors; greenway seamlessly and directly connects downtown.



CONNECTING DOWNTOWNS – COMMUNITY STRATEGIES

South Haven



- Give priority to removal of obsolete buildings and uses that act as a barrier to the waterfront
- Encourage the connection from the waterfront to the downtown - a great experience translates to improved commerce
- Be assertive and tap creative funding strategies (DDA/TIF/Private)
- Public Investment can encourage private development
- Link your assets!!! In this case-Lake Michigan to downtown

WATERFRONT ACCESS

Detroit

- Built stakeholder support for a large ambitious Riverwalk project
- Created the **Detroit Riverfront Conservancy** to manage the implementation, maintenance and security
- Invested resources and time to resolve access issues with individual property owners
- Partnered with the state and city to integrate Milliken State Park + Harbor with city parks



WATERFRONT ACCESS – COMMUNITY STRATEGIES

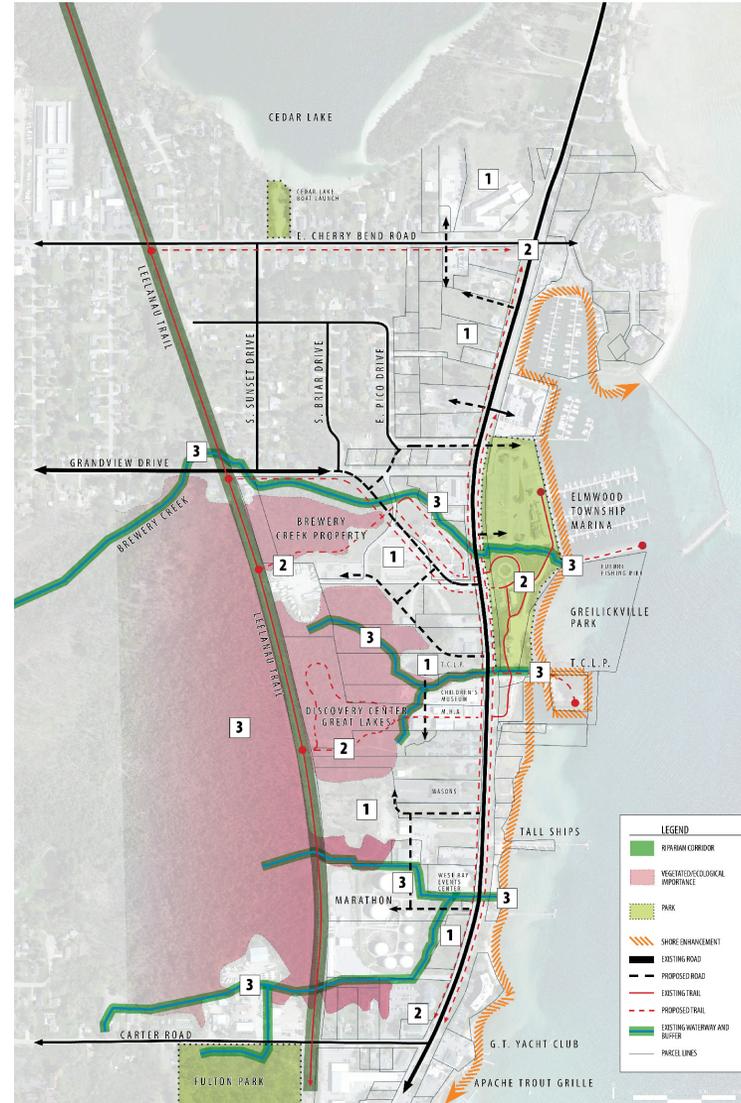
Detroit

- Where applicable, use a Brownfield redevelopment strategy to fund improvements
- Reconnect community assets to link valued places
- Cooperation and partnerships are critical to get things built to manage and maintain them.
- Creatively search for solutions that provide public access but also protect property rights and privacy
- Proactively manage the quality of the visitor experience (facilities, environment, & programming)
- Persevere, and don't doubt the power of water



ENVIRONMENTAL PROTECTION

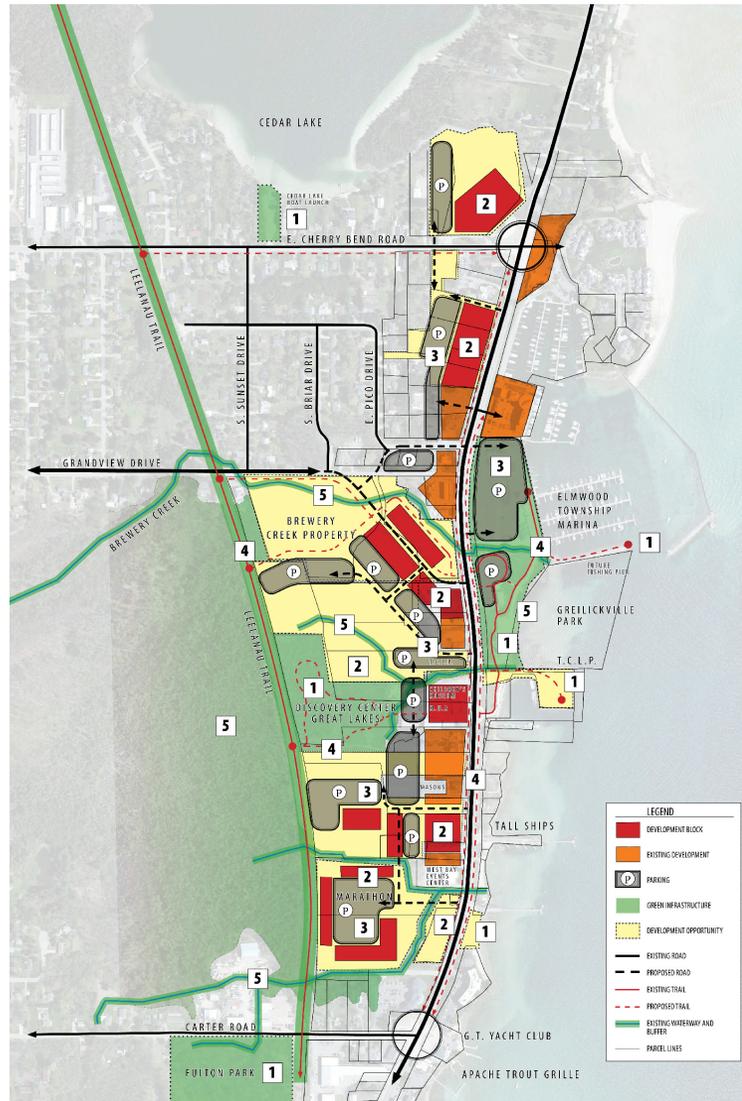
Elmwood Township



- Inventoried streams and wetlands as part of planning process
- Created a subarea plan for the waterfront commercial corridor
- Adopted site planning principles that protect and enhance stream corridors and wetlands, and water quality in the bay

ENVIRONMENTAL PROTECTION – COMMUNITY STRATEGIES

Elmwood Township



- Environmental corridors can act as organizational elements and amenities in future developments
- Protecting water quality is a widely accepted value for planning.
- Residents are more accepting of compact, coordinated development approaches which create a stronger sense of place and increase opportunities to enhance the environment

INDUSTRIAL USES

Escanaba

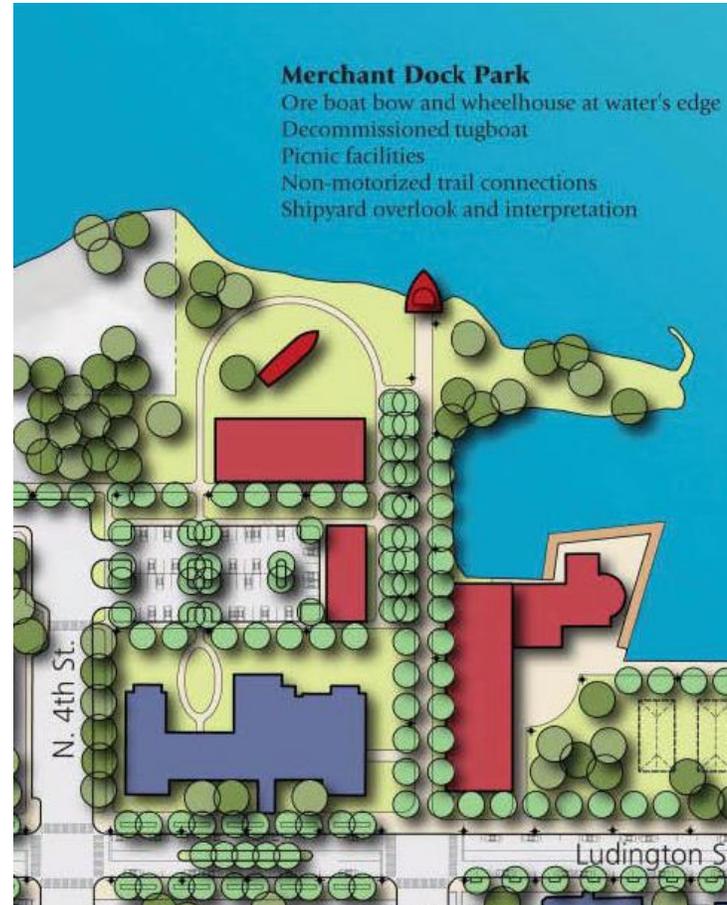
- Began the long range plan for redevelopment preparation in 2009.
- Waterfront adjacent to downtown includes active public spaces, the municipal dock, and large, active industrial parcels.
- Community was engaged through meetings, workshops, and stakeholder interviews.
- Community identified priorities for the waterfront area, including maintaining public open space, locating funding sources, coexisting with existing land owners, identification of key sites with redevelopment potential, and expanding the job base.
- Study included a real estate market analysis to gauge the demand for land development and growth.
- Job growth opportunities, and should pursue more job generators.



INDUSTRIAL USES – COMMUNITY STRATEGIES

Escanaba

- New development will be incremental, and should be concentrated in areas adjacent to downtown.
- Move governmental uses (e.g., the county jail) off the waterfront where possible.
- Waterfront community generally comfortable with industrial/commercial use
- Identify priorities, in this case job growth was most important.
- Look at industrial uses of the working waterfront as part of your community's tourism draw.
- Opportunities do exist to increase public access to the water while maintaining a working waterfront.



REDEVELOPMENT

Bay City



- 45 acre industrial site along the Saginaw River
- The City collaborated with local developers to create new mixed use center near downtown that will reinvigorate a former industrial waterfront
- Finding the right brownfield financing strategy that makes properties competitive with greenfield sites
- Defining the appropriate role local governments in the redevelopment process which provides maximum benefit while limiting risk.
- Understanding the complex regulatory, funding, and market conditions that need to align for successful development

REDEVELOPMENT – COMMUNITY STRATEGIES

Bay City



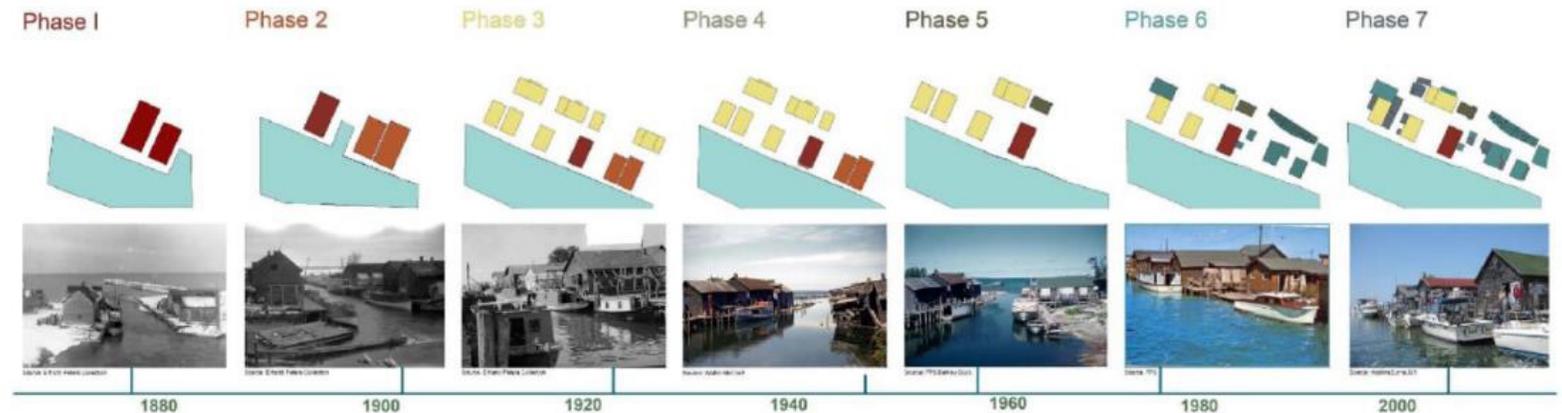
- Private-Public partnerships work, but take time and strong knowledge of local market.
- Need to find a strong anchor tenant early, to drive other development
- Need to tie brownfield development into the existing waterfront connections-isolation would not have worked.



WATER BASED BUSINESSES

Fishtown/Leland

- Master Plan prepared in 2008 to assess structural and architectural conditions, illustrate a plan for future development, and establish design guidelines for renovating and adding facilities.
- The plan considered the historic evolution of the place, current and projected needs, use patterns, and the synergy of Fishtown with the transit dock, marina, and village core.
- Strives to balance the needs of retailers, charter boats, working fishery, and visitors in an authentic way and setting.



WATER BASED BUSINESSES – COMMUNITY STRATEGIES

Fishtown/Leland

- Finding common goals between each business owner, stakeholder and the community is difficult, but important.
- Invite business owners to the table and understand their use of the site for operations.
- Historic resources evolve over time in use and form. The goal is to guide change to an appropriate character and scale.



EMPLOYMENT

Petoskey



- Support the assets that make it a health care and higher education center
- Attract residents and visitors to downtown
- Balance infrastructure needs to meet typical, not peak, demand
- Strengthen neighborhoods



REGIONAL PLANNING

Individual communities often lack resources for regional marketing for tourism and economic development.

- Cooperative marketing and promotion for regionally-based communities
- Capitalize on water regionally across communities and whether businesses are water-related or not
- Camping, lodging, restaurants, events, tours, activities, cultural and natural resources

Celebrate the Waterfront with Events:

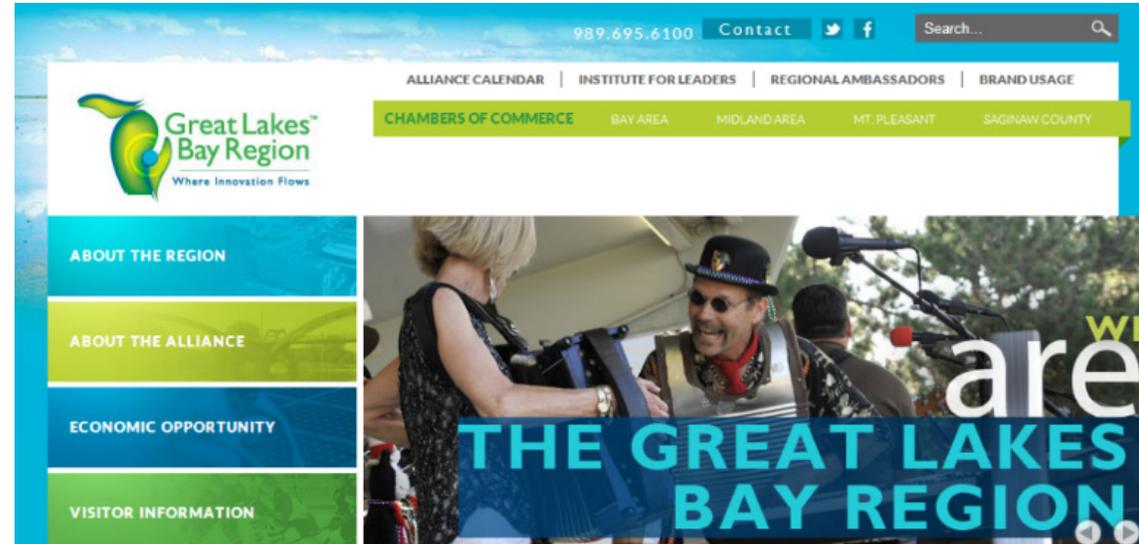
- St. Ignace Car Show
- Mackinac
- Hessel
- Grand Haven Musical Fountain
- Belle Isle Grand Prix
- Port Huron and Chicago to Mackinac Boat Race
- Charlevoix Venetian Festival
- Grand Haven Coast Guard
- Grand Haven Beach Volleyball
- Detroit Boat Races
- Saugatuck Film Festival



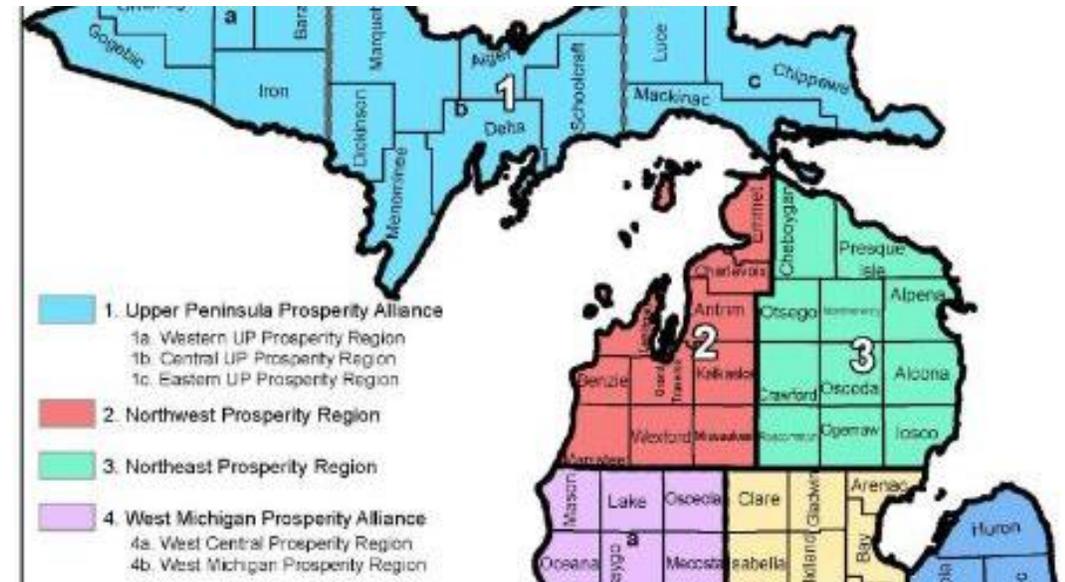
REGIONAL PLANNING

Working together for economic development, promotion, connecting green- and blue-ways.

- Potential Regional Prosperity Plans
- Blueways:
www.michiganwatertrails.org
- Tourism
- Marketing + Social Media



Gov. Rick Snyder's
Regional Prosperity Initiative



Questions?

<http://www.michiganbusiness.org/community/development-assistance/>