

Waterfront District Master Plan

Elmwood Township, Michigan

January 25, 2012



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INTRODUCTION

In the fall of 2011 the Elmwood Township board selected JJR, a site planning and engineering firm specializing in waterfront redevelopment and community planning, to prepare a plan for the M-22 waterfront corridor through Elmwood, an area referred to as Greilickville.

The planning effort had two primary objectives:

- Examine the waterfront highway corridor and develop a set of recommendations to transform the area by encouraging new development, improving pedestrian safety, and creating a more village like atmosphere for the area.
- Prepare a site plan for the township marina property along M-22 that illustrates improvements to boater facilities, clearer use patterns for visitors and boaters, and integration of the facilities into the adjacent park and community.

The planning team hosted a number of workshops with community members and local stakeholders to solicit input into the needs and priorities for the area. Initial meetings in late September 2011 focused on developing a comprehensive list of goals and objectives for the project area, identifying the program elements that need to be included on the marina site and overall district, and gaining an understanding of community preferences as to the desired character of the area once the improvements are made. Based on the results of these workshops a series of alternative concept plans were prepared at the district-wide scale, as well for the marina site, and these planning alternatives were the subject of a second series of meetings and workshops where participants were asked to identify preferred ideas and plan elements.

Based on the results of these workshops the consultant team refined the plans for the marina site and overall district into a comprehensive plan for improving the corridor. The resulting plan outlines specific improvement recommendations and provides a strategy for funding and building the vision established by the community.

COMMUNITY AND SITE INVESTIGATION

Region and District

Elmwood Township is located on the west arm of the Grand Traverse Bay at the base of the Leelanau Peninsula. Immediately south of the Township is Traverse City, and M-22 connects the Township to the city to the south and upper Leelanau Peninsula to the north. Elmwood Township is both a year round residential community (with 4,267 residents according to the 2000 U.S. Census) and a tourism focused destination that experiences a large number of visitors to the area during the summer months.

M-22 is the primary transportation thoroughfare in the Township and along the route the majority of the local commercial enterprises are located. The commercial portion of the route south of Cherry Bend Road, and the residential areas immediately surrounding it, are historical known as Greilickville, so named after Godfrey Greilick who established a saw mill in the area in the 1850's. The population of Greilickville is 1,915 people according to the 2000 U.S. Census, or about 45 percent of the total Township population.

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The M-22 corridor from the southern Township boundary north to Cherry Bend Road is approximately one mile in length. Land uses along this stretch of the road include small commercial enterprises developed in a suburban style of land use, independent restaurants, industrial producers of fuel, offices, non-profit organizations, private and public marinas and public open space and parks. Most of the development in the corridor is concentrated on the west side of the road, and much of the east side of the road is open to the bay. A Land Use Plan (Figure 1) was prepared to illustrate the land use patterns, and also highlights underutilized parcels of land which represent “Corridor Opportunities” which demonstrate the potential for redevelopment.

The pattern of development experience along the corridor has resulted in a large number of curb cuts or entry drives into local businesses. The curb cuts, in conjunction with limited and unappealing sidewalk facilities, limited signalized intersections and high rates of travel on the road (posted speed is 45 miles per hour) has resulted in a corridor that is not particularly pedestrian friendly both for pedestrians travelling parallel to the road and for those crossing it. The rights-of-way along the road vary in width considerably along the corridor, complicating the development of consistent road design improvements. This study considered the attributes of the road and adjacent land uses and proposed a series of potential access management and right-of-way improvements (refer to Figure 2) and these ideas formed the final design and recommendations.

The road corridor is crossed by a number of small streams which hydrologically connect the large wetland system west of the corridor to the bay. These streams, wetlands and contiguous wood lots are valuable environmental assets, and are illustrated on Figure 3. The streams and wetlands pose a regulatory challenge for development in the area, but their function in providing habitat and maintaining water quality of the bay cannot be overstated.

Marina Site

The initial investigations also included a more detailed look at the condition and function of the existing township marina, located at the northern part of the waterfront district. Some of the key observations include:

- The boat launch is a valuable part of the marina, and it experiences peak demand in the summer months (e.g., on weekends and during the Cherry Festival) which result in traffic backing up onto M-22.
- Parking for boat trailers is generally adequate, except at the peak demand times.
- Parking for slip renters and their guests is not adequate.
- The adjacent township park was recently renovated and is an asset to the community and to the marina site.
- There is not enough area on the land side for boater activities.
- The existing building facilities are disjointed in character and do not have a waterfront character.
- Maintaining vehicular connections to the development site to the north for office users and emergency vehicles is important.

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- The open water near the ramp is important to maintain as space for boats to wait for the ramp to be available.

Goals and Objectives

As part of the participatory planning process, community members were asked to assist in the preparation of the goals and objectives for the waterfront district and the project site. These goals and objectives include:

A. PRESERVE VALUABLE ASSETS OF THE AREA

- Water quality/stream corridors/natural resources
- Discovery Center/cultural assets
- Marina/boat launch/park
- Deep water harbor/tall ships
- Area history
- Nighttime peace

B. ENHANCE PUBLIC ACCESS TO THE WATER

- Views of water
- Connected waterfront promenade
- Fishing pier at marina or park
- Access along break water
- Access for non-motorized boaters
- Bicycle parking along water

C. IMPROVE CONNECTION AND SAFETY FOR VEHICLES AND PEDESTRIANS

- Pedestrian crossing of M-22
- Path along M-22 (north-south)
- Link to key assets and TART Trail
- Curb cut management
- Intersection upgrades (signals, roundabouts)
- Shared access drive

D. IMPROVE THE EXPERIENCE AT THE MARINA

- New harbormaster and marina day use facilities
- Clear circulation into/through marina
- Courtesy dock for visitor's dinghies
- Enhance picnic/use areas
- Bicycle parking
- Fish cleaning station
- Shared parking opportunities, including off-site parking for overflow boat trailers

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- Improve entrance drives
- Provide for boat crane/haul out

E. CREATE A WATERFRONT DESTINATION AND BRAND

- 365-day experience
- Architecture/streetscape/landscape character
- Range of water/land based uses
- Linked, compelling, cohesive experience
- Interpretative opportunities

Public Design Preferences

During the public workshops a series of six graphic boards were presented (refer to Figures 4,5,6,7,8 and 9), each filled with images and sketches of other projects which the design team has been involved. Meeting participants were encouraged to express their preferences and dislikes and their input guided the development of the Waterfront District Plan and Marina Improvement Plan.

Some of the key observations from this exercise include:

- There is particular support for improving the crossing of M-22 for pedestrians through the use of islands, special paving, lighting, and landscaping.
- The streetscape design for M-22 must have an “up-north” character, and not repeat design themes and ideas more appropriate to larger cities in the south.
- Support was noted for installing new interpretive learning displays and improved signage and banner systems.
- Participants liked the idea of art in the district, and preferred that such art reflect a waterfront theme.
- There was discussion related to how the district identifies itself - Elmwood Township or Greilickville. There appeared to be some preference for identifying the district as Elmwood Township, but not complete consensus. Participants did like the Township signage program and discussed expanding the system to cover more of the public amenities of the district.
- Participants advocated for public access to the water as a promenade at the marina, and more direct contact at the park.
- People like the existing park buildings, and indicated that new facilities should not appear too urban. Activities for families and children along the waterfront were supported, but should not include management intensive, high activity uses like interactive water features or carousels.
- An outdoor performance space along the water was supported, though a concern was raised about the noise levels generated by the highway.

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- Strong support was expressed for a fish cleaning station, but given the hours of fishing and the noise and odors, it was suggested that such a facility should not be too close to the boat docks.
- The marina building should be designed for flexible use, including use during the off-season for other community purposes, and should be two stories in height.
- The use of the waterfront was discussed and there is a desire to support the tall ships in the district, and support for the idea of bike rentals along the waterfront, as well as a place to display large fresh fish catches. Participants were not supportive of new buildings being developed on the east side of M-22.
- There is a desire to build a walk along the south breakwater (or other ways to access the water), improve the water's edge in the marina, and maintain a more low key character in the marina site improvements. For example, the community would prefer to avoid industrial looking steel railings along the water and use a simple design, perhaps of wood. The waterfront edge should integrate better treatment of stormwater and have improved lighting, though the lighting may be low level bollards as opposed to decorative street lights.

The site investigations, goals and objectives, and community preferences and ideas combined to give shape the planning and design efforts that are described in the following sections of this report.

ALTERNATIVES CONSIDERED

To address the issues identified in earlier parts of the study, and incorporate the program elements the community would like to have in their waterfront, the planning team prepared three alternative concept plans for the entire district (Figures 10, 11, and 12), and three alternative concept plans for the Township marina site (Figures 13, 14, and 15). While there is some compatibility between a particular district plan with a specific marina plan, the plans for district scale could be matched with any of the plans from the marina scale.

Waterfront District

At the district scale, each plan reflects the basic framework of the corridor (refer to Figure 16) and considers variations on the following:

1. Improving the M-22 Right-of-Way to insure traffic flow while improving non-motorized access and use.
2. Encouraging redevelopment of key parcels over the long term, with a deliberate focus on using the placement, shape, and character of buildings to create a walkable village atmosphere.
3. Developing parking strategies for shared parking to handle marina and boat launch overflow.
4. Realigning local roads and access to the marina site, in concert with improving pedestrian crossing of M-22.
5. Improving connectivity in the district, across the highway, and to the TART trail for pedestrians and bicyclists. Create loops off of non-motorized trails and greenways for interpretive and educational opportunities.

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6. Encouraging stewardship of environmental assets.
7. Rearranging the street grid and highway design to reduce the number of curb cuts and improve access management along M-22.

Alternative A: Leaves the existing road network largely intact and adds a new secondary street parallel to M-22. The front door of new development could then be on the internal road network, with a high image façade remaining along M-22. The secondary street would allow for circulation within the Waterfront District with less dependence on M-22, reducing the conflicts associated with local traffic movements within the district. This secondary street could link to the Discovery Center Great Lakes parcel, and could extend further south before linking back to M-22.

Alternative B: Reroutes Grandview Drive into and through the Brewery Creek development property, such that its intersection with M-22 is aligned with the entry into Greilickville Park. The focus of new development would be on the area immediately north and south of Brewery Creek, and links new development to the Discovery Center Great Lakes parcel.

Alternative C: Also reroutes Grandview Drive, but aligns it to the north of Brewery Creek for a stronger link to the Township marina site. This alternative illustrates development more closely tied to M-22, with fewer internal drives that parallel the highways function.

The Brewery Creek development site provides some opportunities for temporary uses of the site that could benefit the Township and existing corridor businesses while long term redevelopment plans are prepared for improved real estate market conditions. Temporary uses supported by the community include shared parking to support the Township marina and boat launch, and a multi-purpose area for Township activities such as artisan markets or winter festivals.

Township Marina Site

A companion set of alternatives was prepared to address specific improvements to the Township marina site. While any of the marina site alternatives could be matched up with any of the district wide alternatives, there is clear compatibility between the alternatives from each scale; for example, the district wide Alternative A lines up key intersections of M-22 and side roads with the proposed marina site entry on the marina site Alternative A. At this level of planning the marina site alternatives broadly illustrate different locations and configurations of site entries, internal roads and parking spaces, building locations and boat launch lanes. Each of the marina alternatives include a primary marina facilities building, a fish cleaning station, linkages to a fishing pier along the existing breakwater, protection and enhancement of the Brewery Creek corridor, and dock for day visitors. Distinctions between the alternatives can be described as follows:

Alternative A: Enters the site at the existing location of the intersection of M-22 and Grandview Drive. Boats and trailers then move to the north toward a relocated set of boat launch lanes. The primary marina facilities building is located at the center of the site near the northernmost dock, and a separate fish cleaning station is located closer to the ramp.

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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, hinged 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-

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\$30,000. Though small in size, the grants can be very helpful in funding design and engineering studies in the design phase.

- Great Lake Fisheries Trust is a non-profit organization governed by the parties to a settlement resulting from impacts to Great Lakes fisheries through the operation of the Ludington Pumped Storage Project. The Trust manages the assets generated by the settlement. The Great Lakes Fishery Trust will provide grant funds to non-profit organizations and government entities for the following purposes:
 - Research projects that benefit Great Lakes fishery resources,
 - Rehabilitation of lake trout, lake sturgeon and other Great Lakes fish species,
 - Protection and enhancement of Great Lakes fisheries habitat,
 - Public education about the Great Lakes fishery, and
 - Property acquisition for the above purposes or to provide access to the Great Lakes.

Although a match is not required, it does show support and local commitment to the project.

- The National Fish and Wildlife Foundation (NFWF) is a 501(c)(3) non-profit that preserves and restores our nation's native wildlife species and habitats. Created by Congress in 1984, NFWF directs public conservation dollars to the most pressing environmental needs and matches those investments with private funds. The Foundation's method is simple and effective: work with a full complement of individuals, foundations, government agencies, non-profits, and corporations to identify and fund the nation's most intractable conservation challenges.
- Boating Infrastructure Grant (BIG); a federal program administered by the U.S. Department of the Interior and the MDNRE, which focuses on building projects that increase boating and water access. Though little used by Michigan communities, this source of funding may be a good fit for the Township marina.
- Michigan Natural Resources Trust Fund (MNRTF); is a reasonably broad state run program that funds land acquisition and project construction, and could be tapped into relative to creating and restoring natural habitat, as well as providing recreational resources such as the path.
- Transportation Enhancement Grants; this program is federally funded and managed by the Michigan Department of Transportation (MDOT). The program typically funds transportation projects that fit outside the construction of road, such as streetscape improvements and multi-use paths. A local match of 20% is required; however, most successful grantees offer a local match of 40% to 50%.
- Land and Water Conservation Fund; a program ran by the National Parks Service which supports projects that focus on preserving and enhancing riparian, floodplains, and wetland habitats.

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- Michigan Economic Development Corporation (MEDC): This organization can be an effective partner in developing a strategic plan for the district and assisting in site development and funding.
 - U.S. Senator Carl Levin and U.S. Senator Debbie Stabenow: While not a specific program or source of funding, the U.S. Senators can be helpful in identifying funding sources and advocating for important projects.
2. Local Organizations
- Grand Traverse Regional Community Foundation
 - Rotary Charities
 - Traverse City Light and Power
 - Kiwanis, Lions Clubs
 - Grand Traverse Area Sport Fishing Association
3. Foundations
- W. K. Kellogg Foundation
 - Kresge Foundation
 - Oleson Foundation
 - Mott Foundation
 - Other private funders and foundations
 - Private corporation grants

Specific Next Steps

In the immediate term, the Waterfront District Master Plan recommends that Elmwood Township and the Marina Committee complete the following steps:

1. Approve the Master Plan for both the overall M-22 corridor district and the Township marina site.
2. Update the Township Recreation Plan as required supporting the goals of the Waterfront District Master Plan.
3. Meet with the appropriate state, county and regional agencies, including MDOT, Leelanau County Road Commission, MDNR, and TART.
4. Engage regional and local community initiatives, such as the Grand Vision, to educate them as to the project and to look for common points of interest and potential collaborations.
5. Traffic Study on M-22 Corridor to determine feasibility and the best location(s) for new traffic signals, pedestrian crossings, access management opportunities, realignment potential for

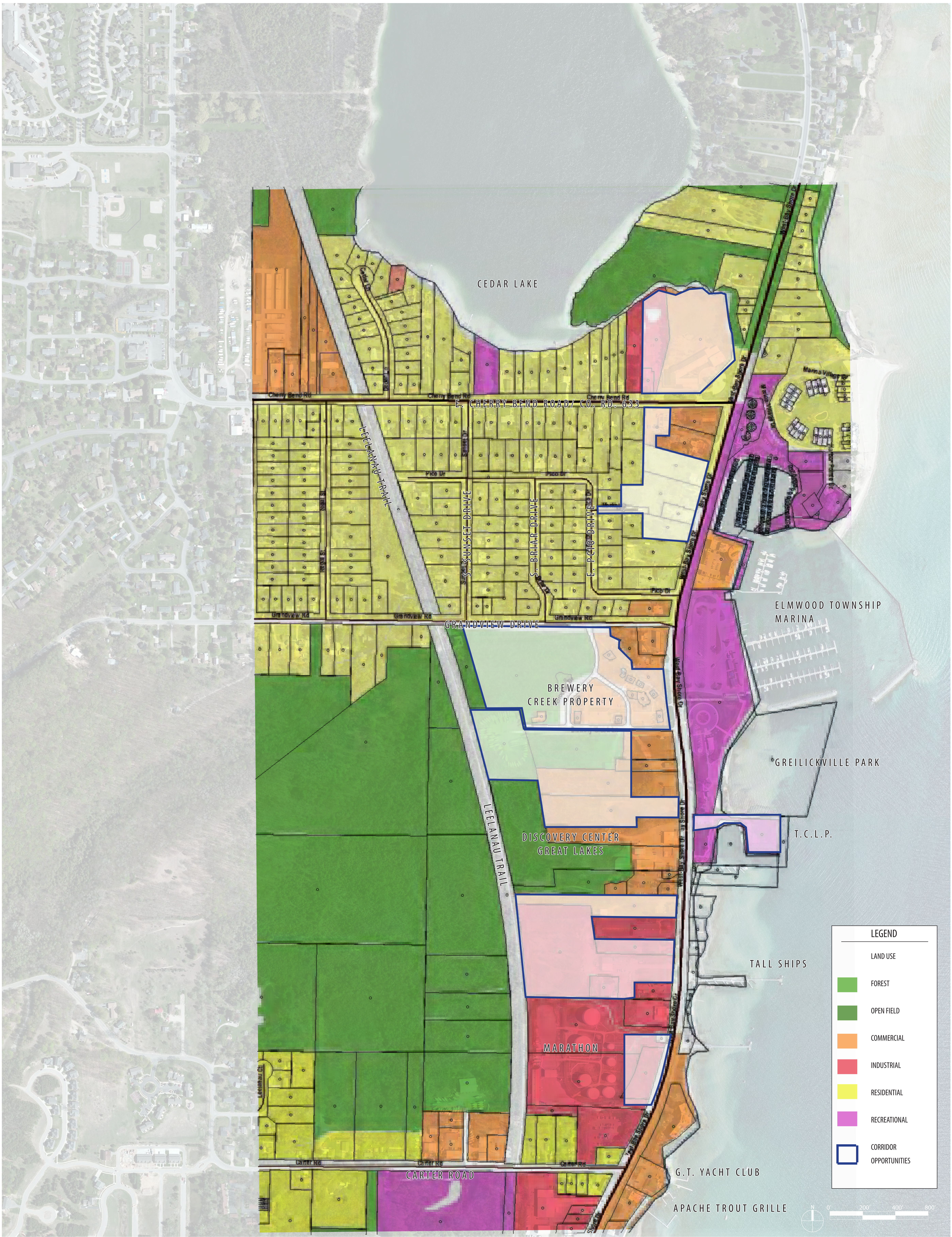
WATERFRONT DISTRICT MASTER PLAN
Elmwood Township, Michigan
January 25, 2012

- Grandview Drive, and the impacts these ideas may have on the proposed ingress and egress plans for the marina site.
6. Find partners for funding the Traffic Study noted above; for instance, LCRC, MDOT, and Grand Vision.
 7. Inventory natural features in the corridor district, including wetlands and woodlands, to assist the Township in the consideration of relocating Grandview Drive and related site improvements suggested by the Waterfront District Master Plan.
 8. Pursue and obtain ownership of land, and/or partnership agreements with land owners, to provide for increasing off-site parking for visitors, users of the boat launch, and marina patrons.
 9. Restart Greilickville Commercial Corridor Task Force, and make the approval of the Waterfront District Master Plan a priority for the group. In conjunction with the Task Force, pursue funding for, and implementation of, improvements to the public right-of-way for M-22 including non-motorized trails and sidewalks, lighting, landscaping, and related streetscape and roadway improvements.
 10. Consider zoning and community master plan amendments to facilitate the implementation of the Waterfront District Master Plan. This effort should include input from the Greilickville Commercial Corridor Task Force, and could be charged with confirming a set of planning goals and objectives for district development, preparing a set of design guidelines for public infrastructure and private development, introducing amendments to the zoning code and map that specifically address the goals and objectives for the area, and considering the potential for a form based zoning code for the waterfront district.
 11. Identify and pursue the first phase of marina improvements, such as the Public Promenade along breakwater (with connections to the marina and park), shopper's dock, picnic areas, and fish cleaning station (refer to Figure 21). Some of these first phase projects may require temporary changes to the existing site configuration to insure that the improvements work in the short and long term.

Waterfront District Master Plan

FIGURES









LEGEND	
	50 FT BUFFER
	VEGETATED
	TART TRAIL
WETLANDS	
	FRESHWATER EMERGENT WETLAND
	FRESHWATER FORESTED/SHRUB WETLAND
	FRESHWATER POND





and separate
you the water
with post
P.O. & Boat launch



display
at the
Boat
Launch

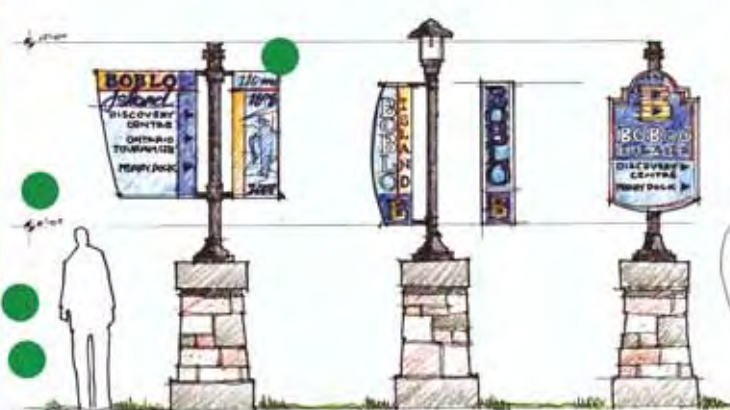


Is this
the
dog

Public art - the
dog launch - No
and limits
with house
etc.



Lighting fixtures
on lamp



Design that
will incorporate
a change

WHAT TO INCLUDE (T)
a BRAND NAME & LOGO
a WAYFINDING SIGNAGE
a COMPASSION SPARKS
[e.g. banners, signs]

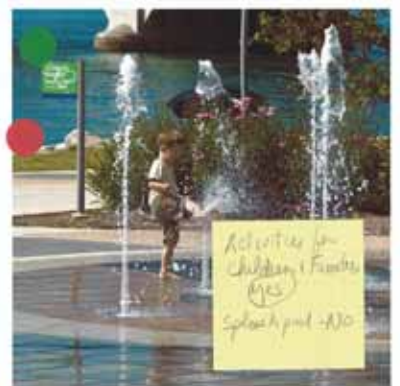


Call of service
to give you the
experience in
the city





Building
 Public Waterfront
 Public Waterfront



Activities for
 Children & Families
 YES
 Splash pad - ADD

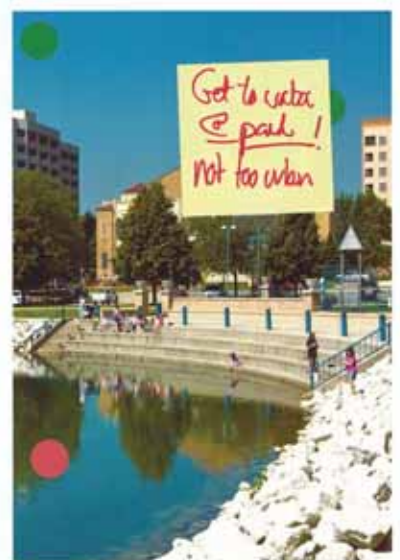


Outdoor Stage
 Activities for
 Children & Families
 YES
 Splash pad - ADD

Acoustic
 Stage



Activities for
 Children & Families
 YES
 Splash pad - ADD



Get to water
 @ park!
 Not too urban



REVISIONS
 1. ADD STAIRS
 2. ADD LIGHTING
 3. ADD PLANTING



2nd Story
 Vent out
 lounge in
 winter.



Standing
 Season
 NY District



LANDING
 LANDING
 - THE IMPORTANCE
 OF THE SPACE



Handwritten notes on a yellow sticky note, partially obscured by green circles.



15 Managing
 Amenities

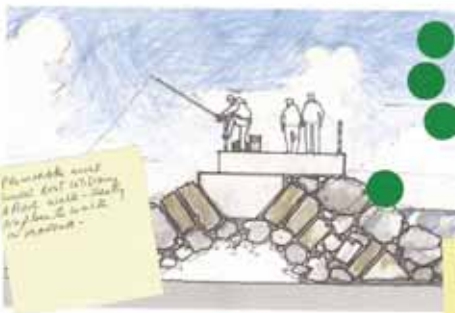
Fishing
 pier
 cost ok?
 where are fish?

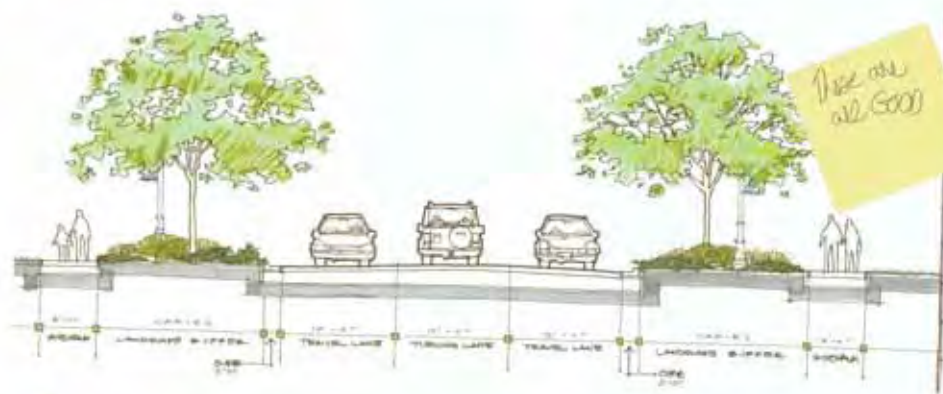


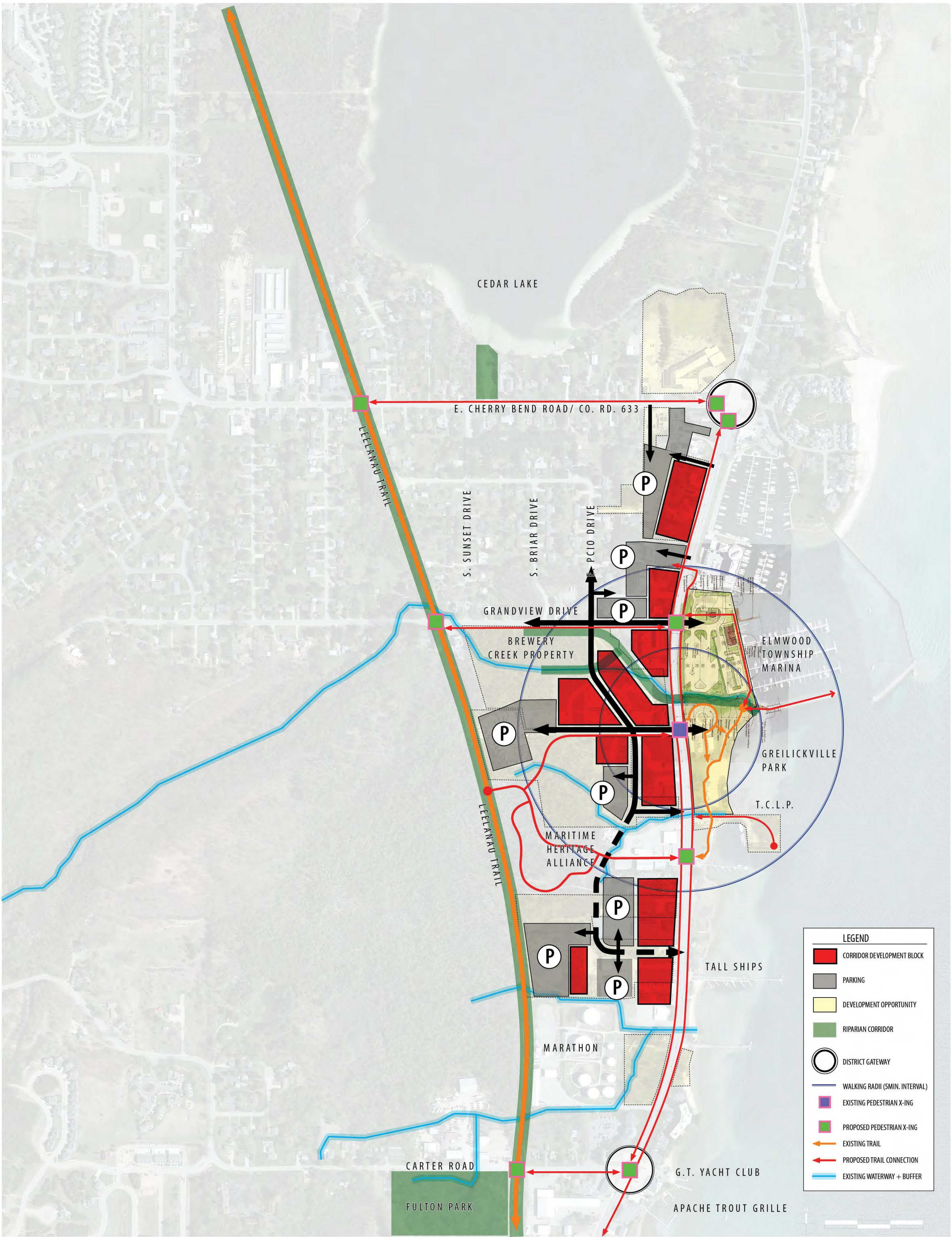




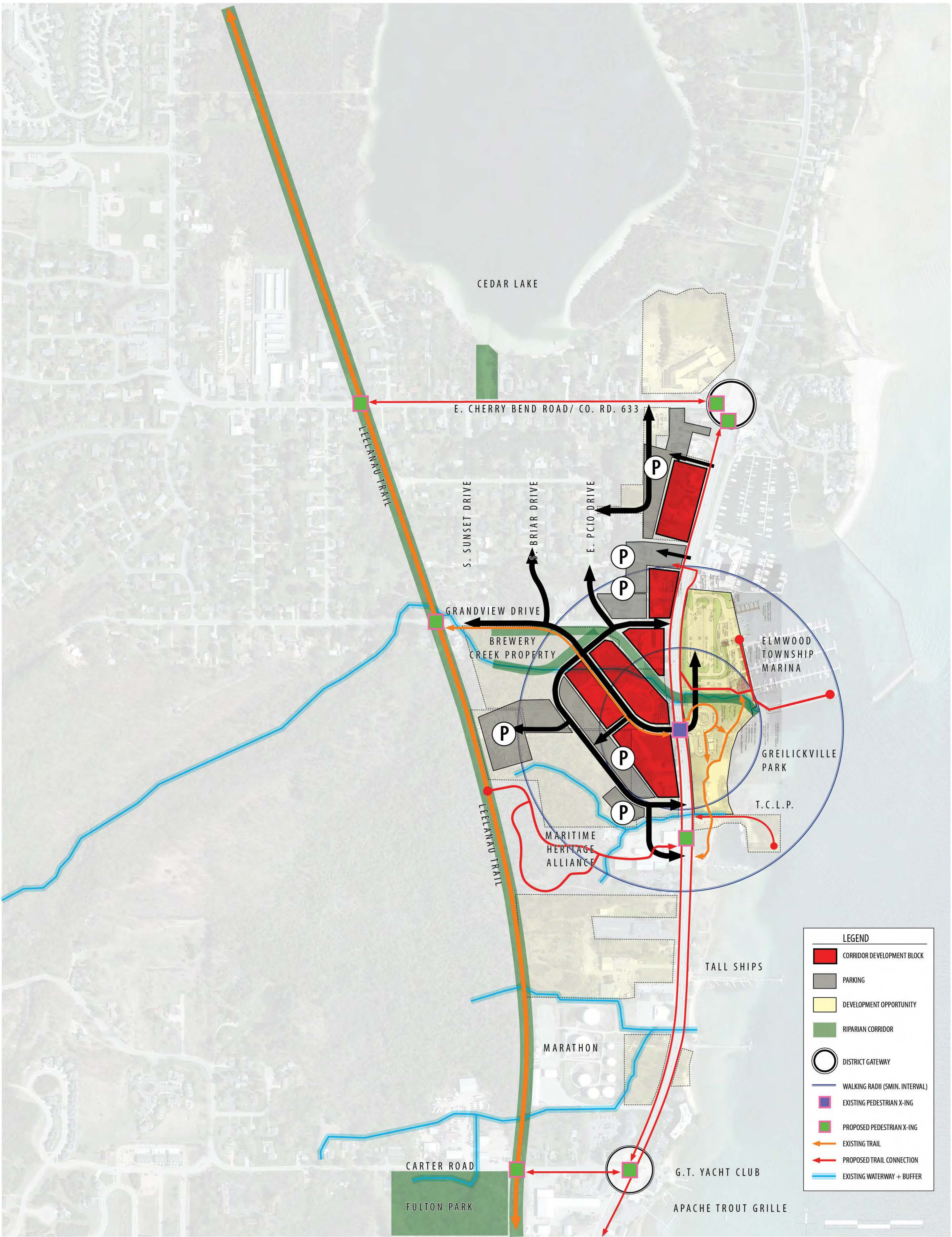
There needs to be some greenery along this walkway - there have been concerns when there have been graffiti on the wall -



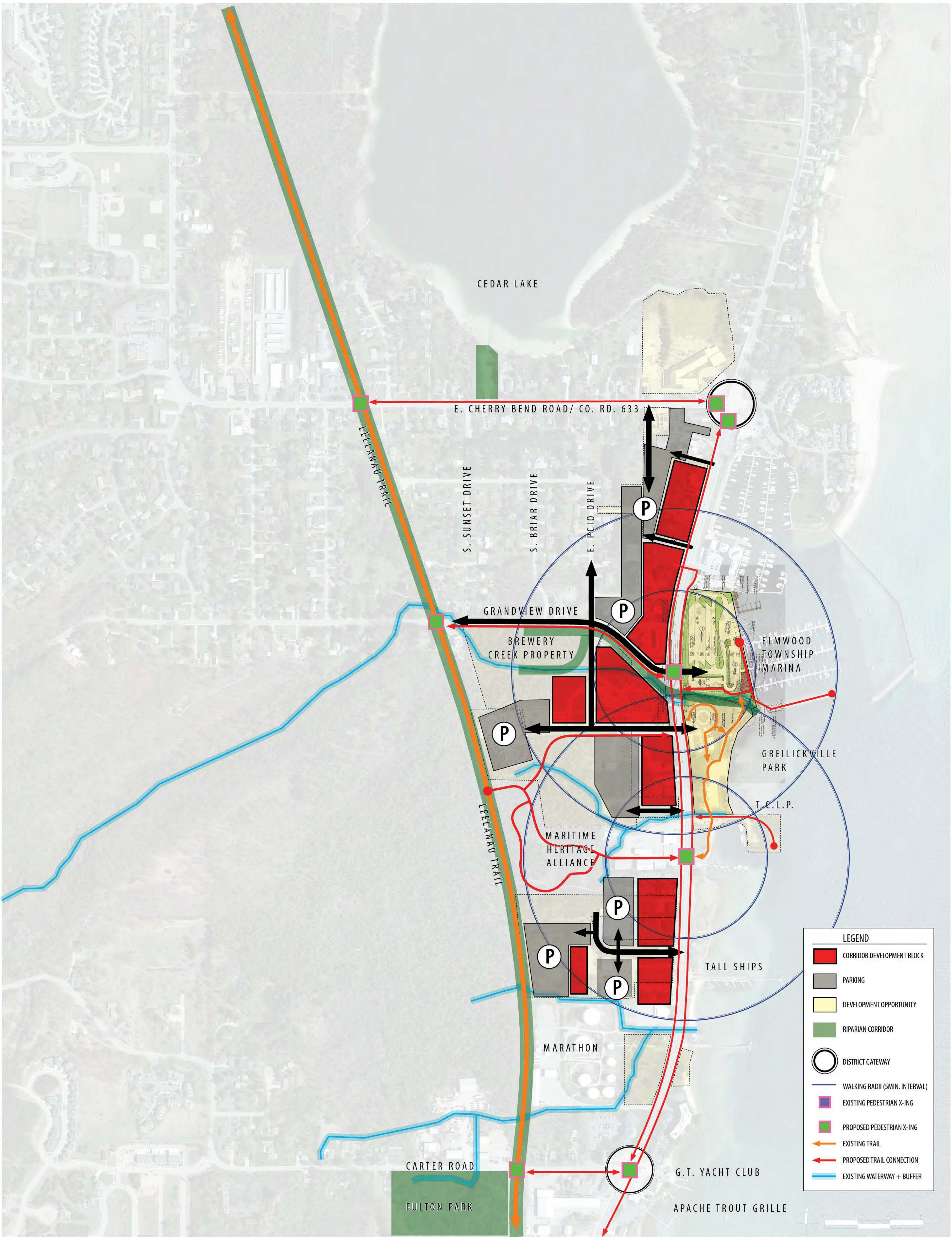




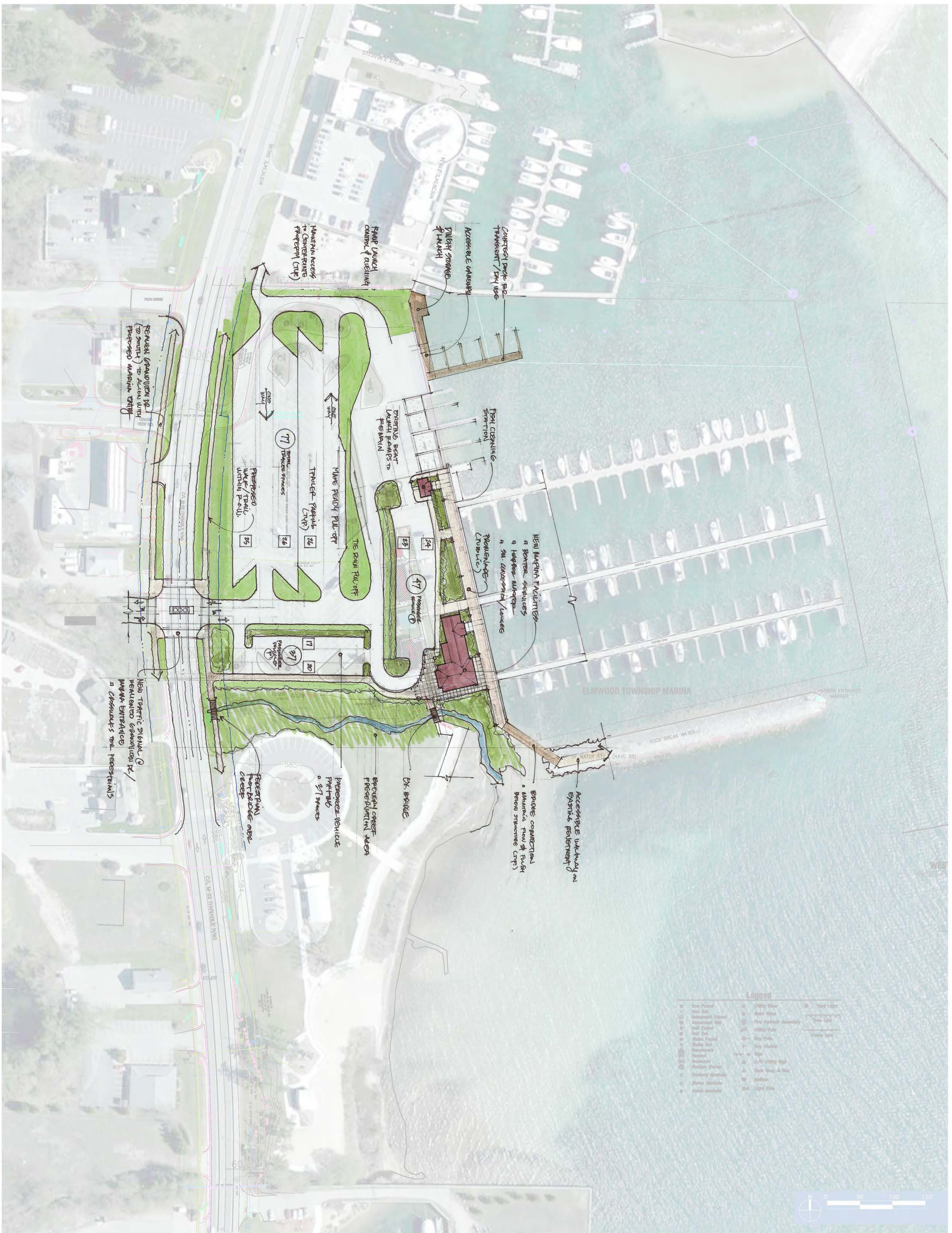
LEGEND	
	CORRIDOR DEVELOPMENT BLOCK
	PARKING
	DEVELOPMENT OPPORTUNITY
	RIPARIAN CORRIDOR
	DISTRICT GATEWAY
	WALKING RADII (5MIN. INTERVAL)
	EXISTING PEDESTRIAN X-ING
	PROPOSED PEDESTRIAN X-ING
	EXISTING TRAIL
	PROPOSED TRAIL CONNECTION
	EXISTING WATERWAY + BUFFER

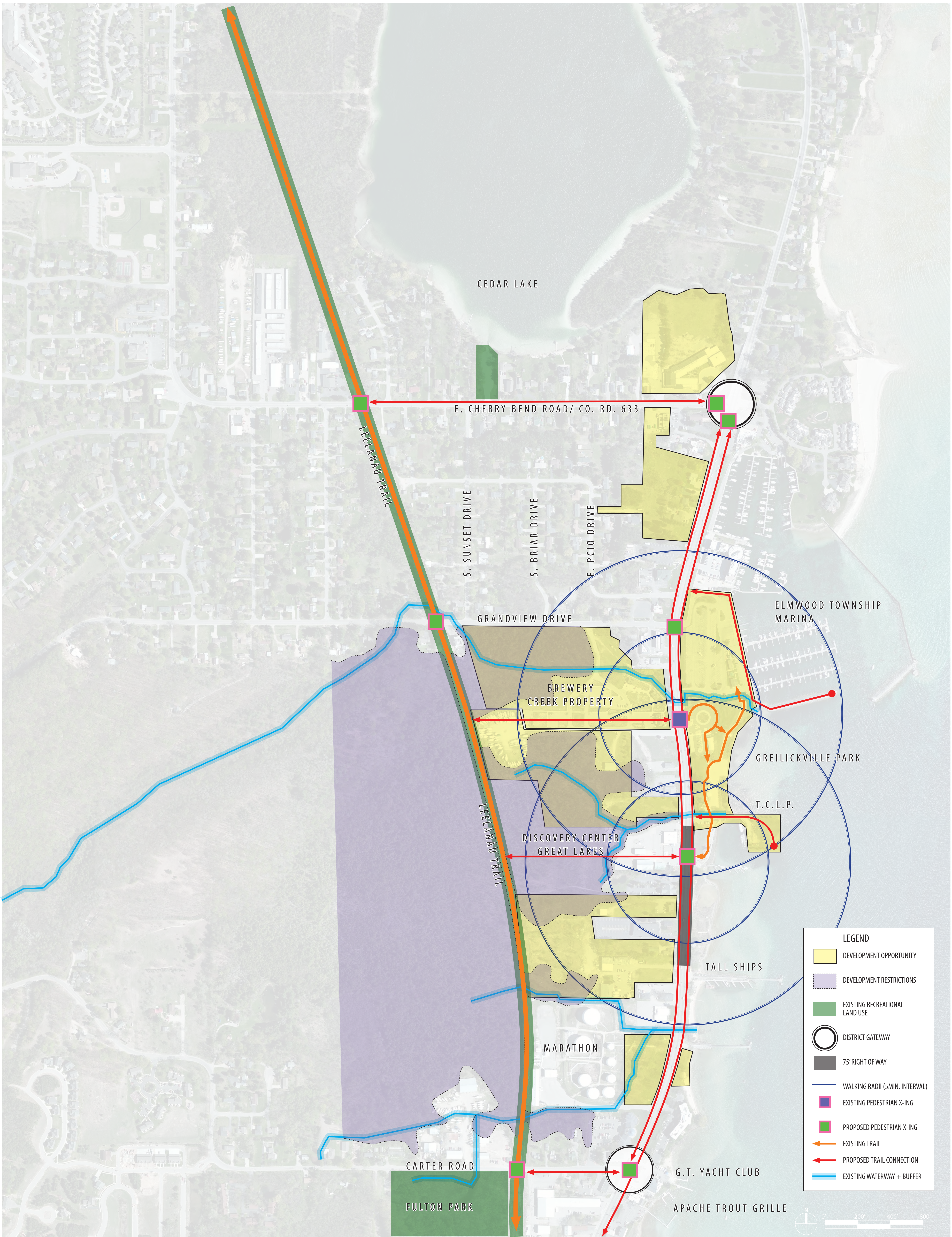


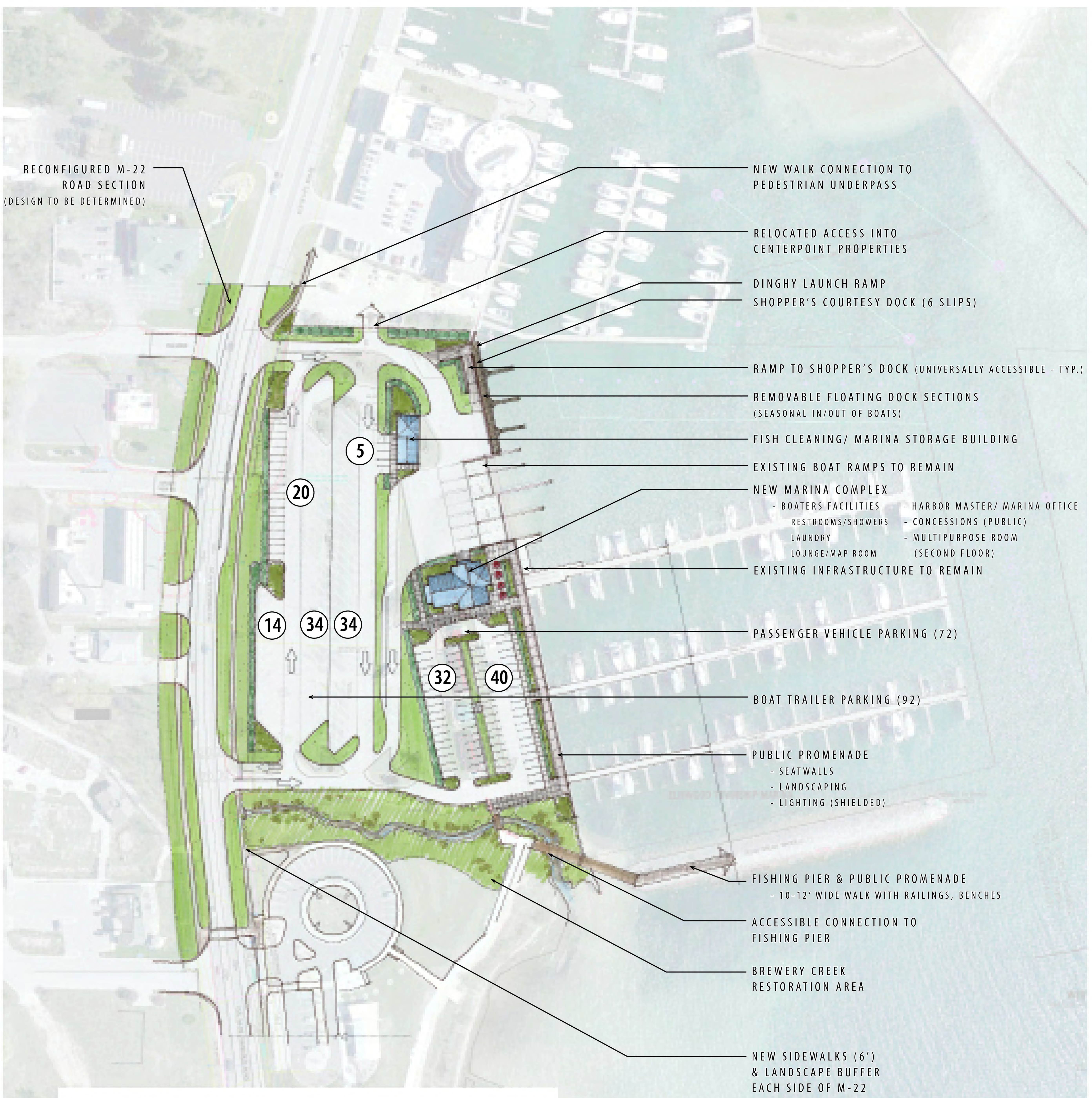
LEGEND	
	CORRIDOR DEVELOPMENT BLOCK
	PARKING
	DEVELOPMENT OPPORTUNITY
	RIPARIAN CORRIDOR
	DISTRICT GATEWAY
	WALKING RADII (5MIN. INTERVAL)
	EXISTING PEDESTRIAN X-ING
	PROPOSED PEDESTRIAN X-ING
	EXISTING TRAIL
	PROPOSED TRAIL CONNECTION
	EXISTING WATERWAY + BUFFER



LEGEND	
	CORRIDOR DEVELOPMENT BLOCK
	PARKING
	DEVELOPMENT OPPORTUNITY
	RIPARIAN CORRIDOR
	DISTRICT GATEWAY
	WALKING RADII (5MIN. INTERVAL)
	EXISTING PEDESTRIAN X-ING
	PROPOSED PEDESTRIAN X-ING
	EXISTING TRAIL
	PROPOSED TRAIL CONNECTION
	EXISTING WATERWAY + BUFFER







RECONFIGURED M-22 ROAD SECTION (DESIGN TO BE DETERMINED)

- NEW WALK CONNECTION TO PEDESTRIAN UNDERPASS
- RELOCATED ACCESS INTO CENTERPOINT PROPERTIES
- DINGHY LAUNCH RAMP
- SHOPPER'S COURTESY DOCK (6 SLIPS)
- RAMP TO SHOPPER'S DOCK (UNIVERSALLY ACCESSIBLE - TYP.)
- REMOVABLE FLOATING DOCK SECTIONS (SEASONAL IN/OUT OF BOATS)
- FISH CLEANING/ MARINA STORAGE BUILDING
- EXISTING BOAT RAMPS TO REMAIN
- NEW MARINA COMPLEX
 - BOATERS FACILITIES
 - RESTROOMS/SHOWERS
 - LAUNDRY
 - LOUNGE/MAP ROOM
 - HARBOR MASTER/ MARINA OFFICE
 - CONCESSIONS (PUBLIC)
 - MULTIPURPOSE ROOM (SECOND FLOOR)
- EXISTING INFRASTRUCTURE TO REMAIN
- PASSENGER VEHICLE PARKING (72)
- BOAT TRAILER PARKING (92)
- PUBLIC PROMENADE
 - SEATWALLS
 - LANDSCAPING
 - LIGHTING (SHIELDED)
- FISHING PIER & PUBLIC PROMENADE
 - 10-12' WIDE WALK WITH RAILINGS, BENCHES
- ACCESSIBLE CONNECTION TO FISHING PIER
- BREWERY CREEK RESTORATION AREA
- NEW SIDEWALKS (6') & LANDSCAPE BUFFER EACH SIDE OF M-22

PARKING

EXISTING CONDITIONS

- BOAT TRAILER----- 134 SPACES
- PASSENGER VEHICLE----- 82 SPACES

PREFERRED PLAN - P1

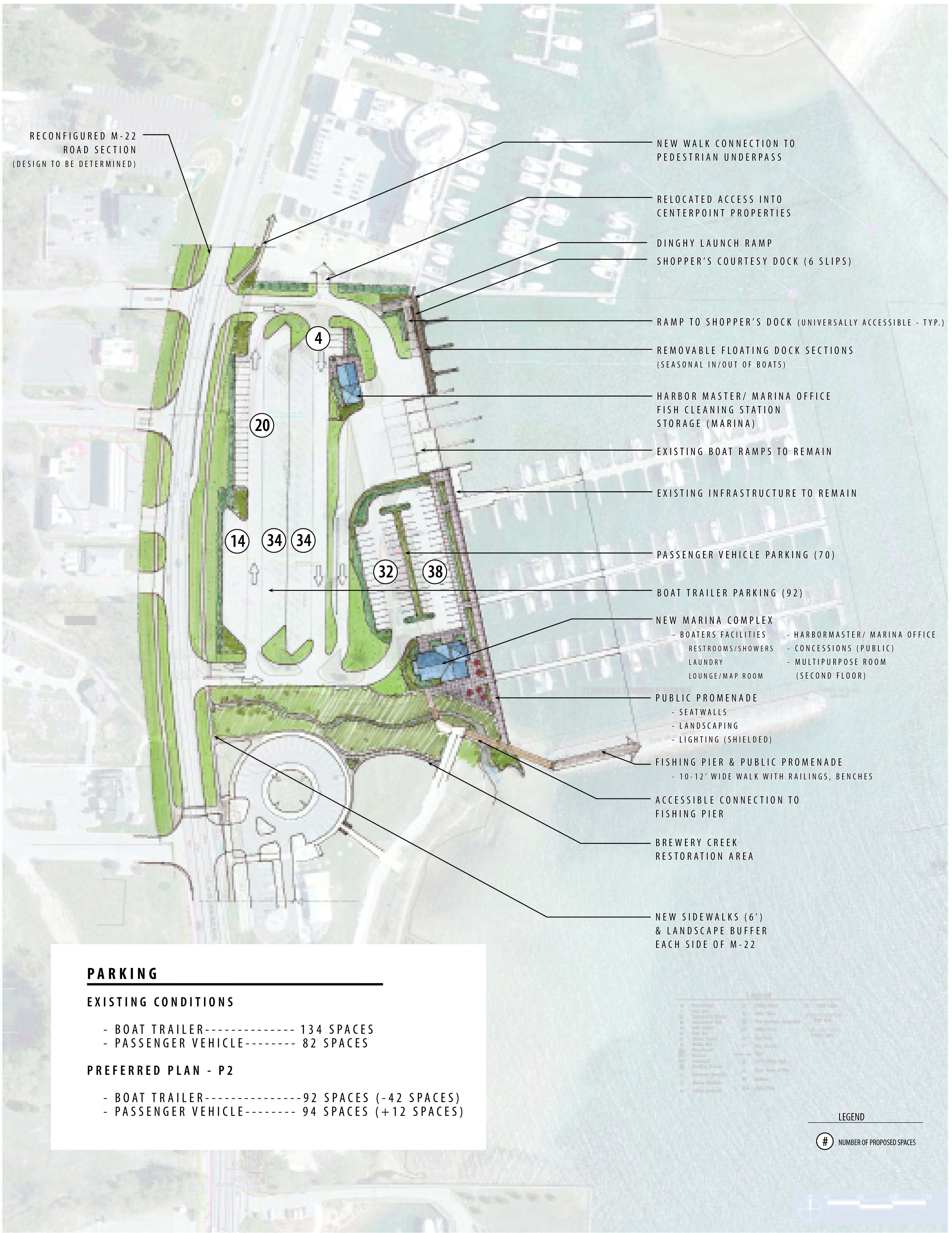
- BOAT TRAILER-----92 SPACES (-42 SPACES)
- PASSENGER VEHICLE----- 97 SPACES (+ 15 SPACES)

Item	Quantity
Boat Trailer	134
Passenger Vehicle	82
Boat Trailer (Proposed)	92
Passenger Vehicle (Proposed)	97

LEGEND

NUMBER OF PROPOSED SPACES





RECONFIGURED M-22 ROAD SECTION (DESIGN TO BE DETERMINED)

NEW WALK CONNECTION TO PEDESTRIAN UNDERPASS

RELOCATED ACCESS INTO CENTERPOINT PROPERTIES

DINGHY LAUNCH RAMP

SHOPPER'S COURTESY DOCK (6 SLIPS)

RAMP TO SHOPPER'S DOCK (UNIVERSALLY ACCESSIBLE - TYP.)

REMOVABLE FLOATING DOCK SECTIONS (SEASONAL IN/OUT OF BOATS)

HARBOR MASTER/ MARINA OFFICE FISH CLEANING STATION STORAGE (MARINA)

EXISTING BOAT RAMPS TO REMAIN

EXISTING INFRASTRUCTURE TO REMAIN

PASSENGER VEHICLE PARKING (70)

BOAT TRAILER PARKING (92)

NEW MARINA COMPLEX
 - BOATERS FACILITIES
 - RESTROOMS/SHOWERS
 - LAUNDRY
 - LOUNGE/MAP ROOM
 - HARBORMASTER/ MARINA OFFICE
 - CONCESSIONS (PUBLIC)
 - MULTIPURPOSE ROOM (SECOND FLOOR)

PUBLIC PROMENADE
 - SEATWALLS
 - LANDSCAPING
 - LIGHTING (SHIELDED)

FISHING PIER & PUBLIC PROMENADE
 - 10-12' WIDE WALK WITH RAILINGS, BENCHES

ACCESSIBLE CONNECTION TO FISHING PIER

BREWERY CREEK RESTORATION AREA

NEW SIDEWALKS (6') & LANDSCAPE BUFFER EACH SIDE OF M-22

PARKING

EXISTING CONDITIONS

- BOAT TRAILER----- 134 SPACES
- PASSENGER VEHICLE----- 82 SPACES

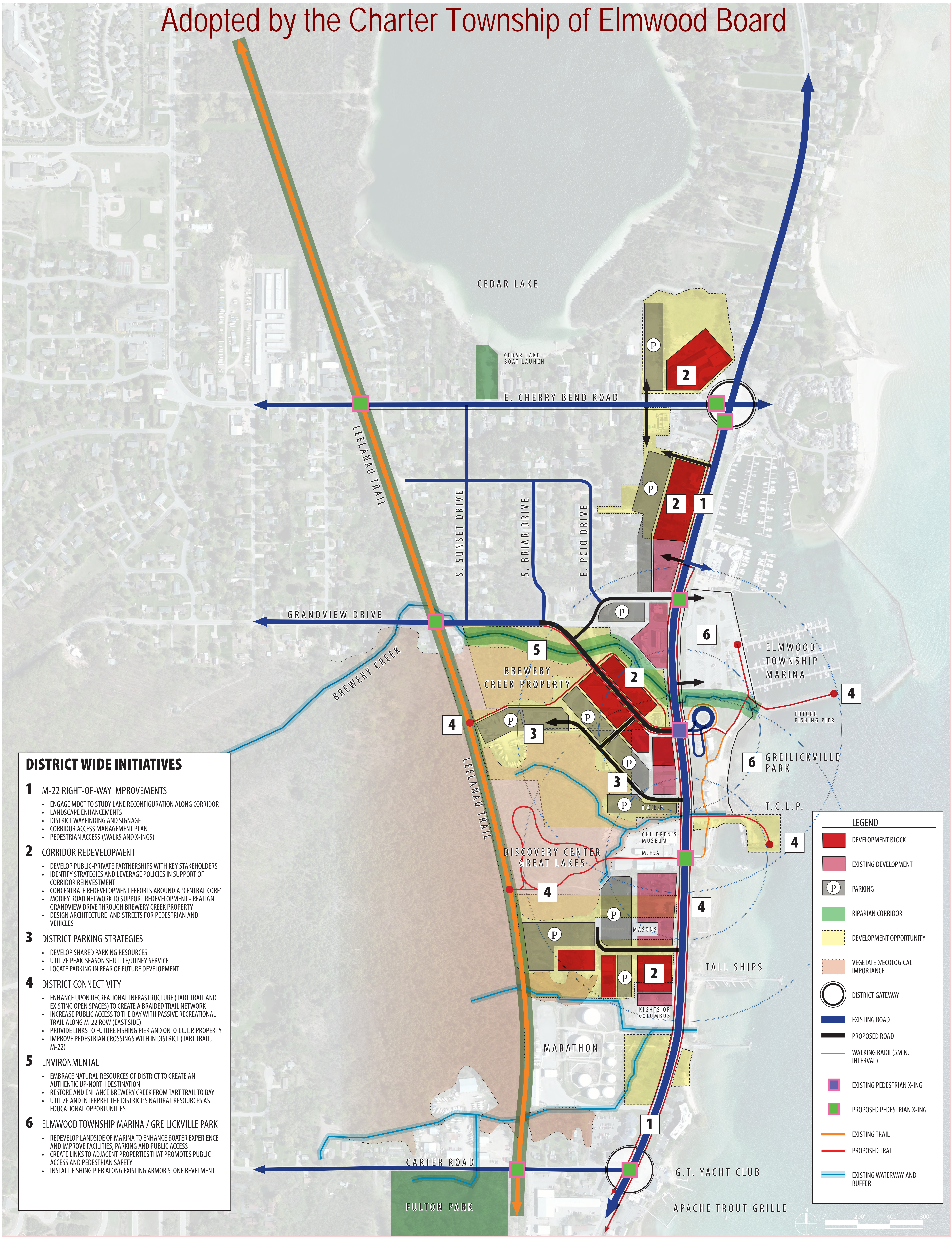
PREFERRED PLAN - P2

- BOAT TRAILER-----92 SPACES (-42 SPACES)
- PASSENGER VEHICLE----- 94 SPACES (+12 SPACES)

LEGEND

NUMBER OF PROPOSED SPACES

Adopted by the Charter Township of Elmwood Board

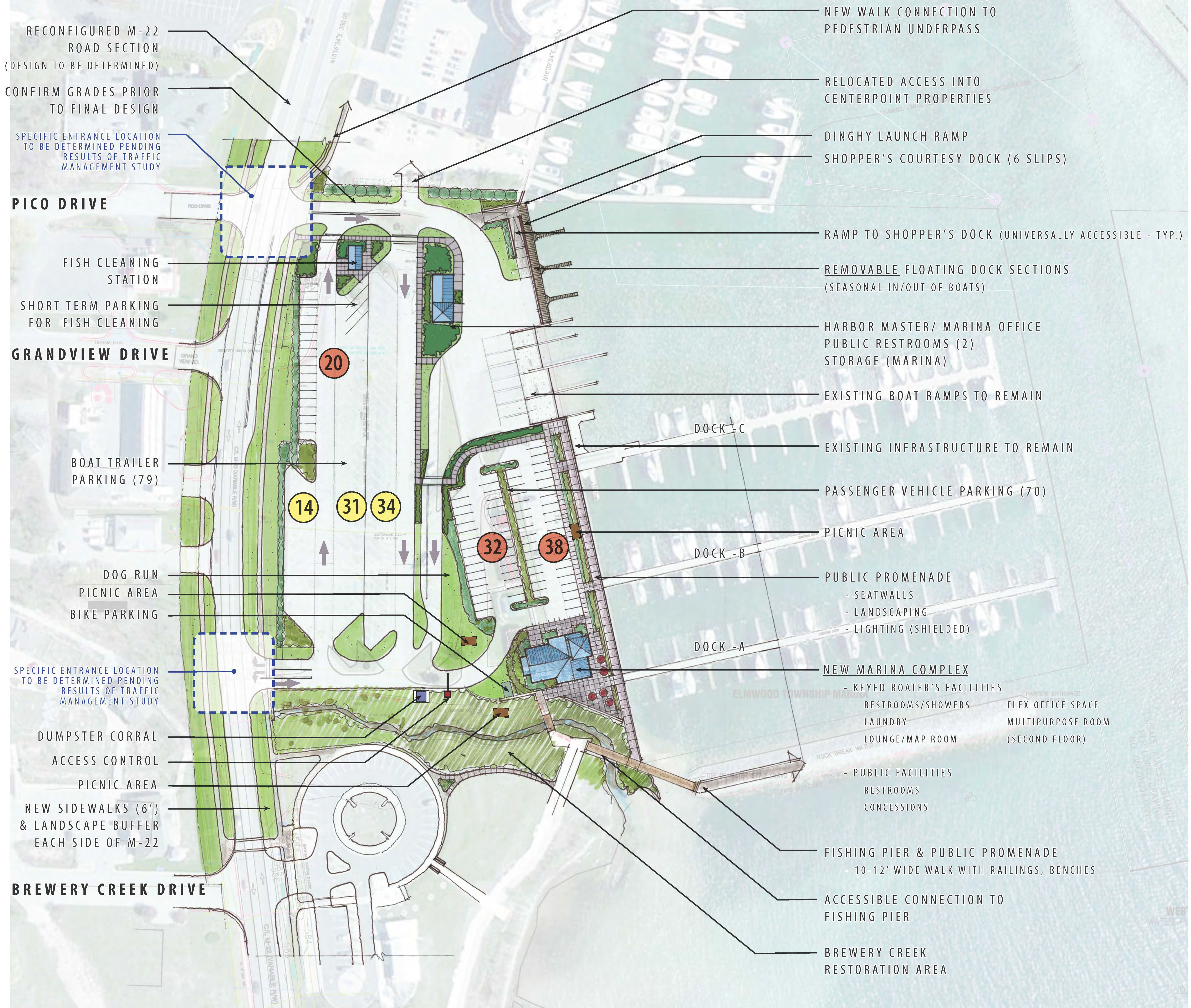


DISTRICT WIDE INITIATIVES

- 1 M-22 RIGHT-OF-WAY IMPROVEMENTS**
 - ENGAGE MDOT TO STUDY LANE RECONFIGURATION ALONG CORRIDOR
 - LANDSCAPE ENHANCEMENTS
 - DISTRICT WAYFINDING AND SIGNAGE
 - CORRIDOR ACCESS MANAGEMENT PLAN
 - PEDESTRIAN ACCESS (WALKS AND X-INGS)
- 2 CORRIDOR REDEVELOPMENT**
 - DEVELOP PUBLIC-PRIVATE PARTNERSHIPS WITH KEY STAKEHOLDERS
 - IDENTIFY STRATEGIES AND LEVERAGE POLICIES IN SUPPORT OF CORRIDOR REINVESTMENT
 - CONCENTRATE REDEVELOPMENT EFFORTS AROUND A 'CENTRAL CORE'
 - MODIFY ROAD NETWORK TO SUPPORT REDEVELOPMENT - REALIGN GRANDVIEW DRIVE THROUGH BREWERY CREEK PROPERTY
 - DESIGN ARCHITECTURE AND STREETS FOR PEDESTRIAN AND VEHICLES
- 3 DISTRICT PARKING STRATEGIES**
 - DEVELOP SHARED PARKING RESOURCES
 - UTILIZE PEAK-SEASON SHUTTLE/JITNEY SERVICE
 - LOCATE PARKING IN REAR OF FUTURE DEVELOPMENT
- 4 DISTRICT CONNECTIVITY**
 - ENHANCE UPON RECREATIONAL INFRASTRUCTURE (TART TRAIL AND EXISTING OPEN SPACES) TO CREATE A BRAIDED TRAIL NETWORK
 - INCREASE PUBLIC ACCESS TO THE BAY WITH PASSIVE RECREATIONAL TRAIL ALONG M-22 ROW (EAST SIDE)
 - PROVIDE LINKS TO FUTURE FISHING PIER AND ONTO T.C.L.P. PROPERTY
 - IMPROVE PEDESTRIAN CROSSINGS WITH IN DISTRICT (TART TRAIL, M-22)
- 5 ENVIRONMENTAL**
 - EMBRACE NATURAL RESOURCES OF DISTRICT TO CREATE AN AUTHENTIC UP-NORTH DESTINATION
 - RESTORE AND ENHANCE BREWERY CREEK FROM TART TRAIL TO BAY
 - UTILIZE AND INTERPRET THE DISTRICT'S NATURAL RESOURCES AS EDUCATIONAL OPPORTUNITIES
- 6 ELMWOOD TOWNSHIP MARINA / GREILICKVILLE PARK**
 - REDEVELOP LANDSIDE OF MARINA TO ENHANCE BOATER EXPERIENCE AND IMPROVE FACILITIES, PARKING AND PUBLIC ACCESS
 - CREATE LINKS TO ADJACENT PROPERTIES THAT PROMOTES PUBLIC ACCESS AND PEDESTRIAN SAFETY
 - INSTALL FISHING PIER ALONG EXISTING ARMOR STONE REVETMENT

LEGEND	
	DEVELOPMENT BLOCK
	EXISTING DEVELOPMENT
P	PARKING
	RIPARIAN CORRIDOR
	DEVELOPMENT OPPORTUNITY
	VEGETATED/ECOLOGICAL IMPORTANCE
	DISTRICT GATEWAY
	EXISTING ROAD
	PROPOSED ROAD
	WALKING RADII (5MIN. INTERVAL)
	EXISTING PEDESTRIAN X-ING
	PROPOSED PEDESTRIAN X-ING
	EXISTING TRAIL
	PROPOSED TRAIL
	EXISTING WATERWAY AND BUFFER

Adopted by the Charter Township of Elmwood Board



PARKING

EXISTING CONDITIONS

BOAT TRAILER	134 SPACES
PASSENGER VEHICLE	82 SPACES

PREFERRED PLAN

● BOAT TRAILER	79 SPACES	(- 42 SPACES)
● PASSENGER VEHICLE	90 SPACES	(+ 8 SPACES)

OFF-SITE PARKING*

BOAT TRAILER	120 SPACE	(+ 68 SPACES)
PASSENGER VEHICLE	110 SPACES	(+122 SPACES)

* REFER TO DISTRICT PLAN FOR POTENTIAL SHARED PARKING LOCATIONS.

LEGEND

- # NUMBER OF PROPOSED SPACES
- ACCESS CONTROL
- PICNIC AREA
- DUMPSTER CORRAL
- BIKE PARKING





PARKING

EXISTING CONDITIONS

BOAT TRAILER	134 SPACES
PASSENGER VEHICLE	82 SPACES

PREFERRED PLAN

● BOAT TRAILER	79 SPACES	(- 42 SPACES)
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LEGEND

- # NUMBER OF PROPOSED SPACES
- ACCESS CONTROL
- PICNIC AREA
- DUMPSTER CORRAL
- BIKE PARKING

