

Master Plan *and* Parks and Recreation Plan

DRAFT FOR CITY COMMISSION
April 18, 2024



City of
Marine City
MICHIGAN

Acknowledgments

This plan was made possible through the participation and cooperation of community leaders, residents, the Chamber of Commerce, and numerous civic organizations; we thank everyone who participated in its development.

In collaboration with these stakeholders, the content in this plan reflects the ongoing work of the following key groups:

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01



Introduction

In 2023, our community began the process of updating its Master Plan to comply with the requirements of the Redevelopment Ready Community™ program. This document is the official municipal Master Plan document that provides a framework for future growth and reinvestment within the City for over the next 15 to 20 years.

This comprehensive Master Plan aims to capture current land uses, address future land uses, and discuss planning efforts with a specific focus on economic prosperity, historical preservation, modern amenities, green space, and good small-town urbanism. It also provides a clear vision statement, identifies the City's overarching goals and priorities, and sets the stage for the community's future. Also included in this document is the five-year Parks and Recreation Master Plan, an essential guide for future parks and recreation decisions aimed at preserving access to the community's beautiful natural assets. The information presented in this document is to guide local decisions on public and private uses of land as well as public facilities and services provided.

Purpose of Planning

A master plan or comprehensive plan is a policy document—a guide to future decisions regarding land use, including development and preservation. The master plan includes a ‘snapshot’ of current conditions as they relate to demographics, economics, and physical characteristics of a community, to inform the policies and recommendations of the plan. By understanding these conditions and having meaningful conversations with community groups, a set of values (goals) and strategies (objectives) are developed to inform future actions.

The Master Plan helps guide local decisions of public and private uses of land, and should be referenced often. At least once per year, the plan should be assessed to track progress on implementing the action plan. The Implementation Section offers an implementation plan with short-, medium-, and long-term timelines to help guide the process. Moving forward, the City is required to review their master plan every five years and can make updates as necessary.

ZONING

For zoned communities, like ours, the master plan serves as the basis for the zoning ordinance – the law regulating land use. Basing the zoning ordinance on the City’s master plan provides constitutional validity to the ordinance and is required by the Michigan Zoning Enabling Act (P.A. 110 of 2006, as amended). Planning for future land uses helps city officials make decisions regarding changes to the ordinance (text amendments), its map (rezonings or map amendments), special land use authorization, planned development project (PDP) standards.

ECONOMIC DEVELOPMENT

This update gives special focus to economic development with the aim of achieving Redevelopment Ready Community (RRC) certification through the Michigan Economic Development Corporation (MEDC). Having this designation will attract desirable development and investment in the City, making the City eligible for certain types of funding and support. As a marketing tool, the Master Plan provides investors a contextualized view of the community and how it views itself in the long-term.

PARKS AND RECREATION

Sometimes, parks and recreation plans are developed separately from the master plan, but an efficient approach incorporates these efforts into a single document. By including a parks and recreation plan, this document satisfies all requirements of the Michigan Department of Natural Resources (MDNR) and prolongs the City’s eligibility to receive state funding for future park creation, enhancements, and programming. The parks and recreation plan contains a detailed park inventory as well as its own goals, objectives, and action program.





Past Planning Efforts

This document is only the latest effort in planning for the region. Below is a timeline of past efforts for Marine City and surrounding communities.

- » **2013:** China Township Master Plan
- » **2015:** East China Township Master Plan
- » **2016:** Cottrellville Township Master Plan
- » **2016:** St. Clair County Master Plan
- » **2016-2017:** Public engagement for Marine City Master Plan and Parks and Recreation Master Plan
- » **2018:** The 2018-2022 Marine City Master Plan (MCMP) and Parks and Recreation Master Plan (PRMP) was adopted
- » **2021:** The combined MCMP and PRMP were updated, now valid 2021-2025



Planning Process

This most recent planning effort involved the coordination of communication, data collection and analysis, public engagement, plan writing, and public meetings. The final Plan will serve as a guide to the development of the City for years to come.

2023

- » **May-June:** The City prepares and kicks off the project with staff and consultants.
- » **June:** A Notice of Intent to Plan is sent to all relevant agencies, as required.
- » **June-July:** Demographic, economic, and housing data is collected and analyzed, including detailed retail and market studies.
- » **July:** Site visits are performed for each park to inventory amenities, accessibility, and sustainability features.
- » **July:** Neighborhood visual analysis is performed to understand the stylistic qualities of historic homes.
- » **July:** Public engagement commences with publishing of an online survey, which is advertised and communicated.
- » **October:** A public open house is hosted at the Maritime Days Event as a way of introducing the project to the community, gather feedback, and solicit online survey participation.
- » **October:** Community roundtables are held to solicit input from specific groups.
- » **October:** Parks and recreation public hearing and visioning session is held.
- » **September-December:** Public engagement data is analyzed, and several iterations of the plan are drafted.
- » **December:** Key points of analysis and recommendations are discussed with the Planning Commission and the Community & Economic Development Board.
- » **February - March:** The draft master plan is reviewed with the Planning Commission and the plan is further refined.
- » **March / April:** The City Commission authorizes distribution of the draft master plan and parks and recreation plan for public review and comment, as required by the state.

2024

- » **June:** A public hearing is held by the Planning Commission for final review of the master plan, which is later adopted by the City Commission.
- » **June and beyond:** The combined plan is distributed to the relevant agencies; the parks and recreation plan is submitted to the Michigan grants program for review and approval.
- » **Future Use:** The 2025-2029 master plan and parks and recreation plan is a snapshot of current conditions and will be a continuous guide for decisions regarding physical and economic development, infrastructure improvements, zoning regulations, and future uses of land.



Vision Statement

In 2040, the vision for Marine City is...

- ... a place with **exceptional quality of life**, providing a welcoming place to visit and a beautiful place to call home.
- ... neighborhoods that **celebrate architectural character** and encourage investment in property.
- ... a downtown that is **vibrant, full of diverse businesses** and an array of affordable housing, providing premier walkability and access to goods and services.
- ... a brand and **quality of development** that is consistent throughout the commercial areas, providing a recognizable, safe place to gather and do business.
- ... **ample parks and recreation opportunities**, capitalizing on the picturesque location along the St. Clair and Belle Rivers and providing everyone with blue and green spaces—purely for enjoyment and recreational activity.
- ... an **overwhelming community spirit**, instilling a deep sense of civic pride, inclusivity, and volunteerism, serving only to boost the quality of life and allow people to work hard, play hard, and be who they are—here, in Marine City.

Executive Summary of Goals

Included below is a summary of the goals identified in this Master Plan and Five-Year Parks and Recreation Master Plan. These goals are grouped based on their common topic/theme and were established based on the priorities identified throughout the planning process. These goals help set the direction for what the City should focus on in the coming years to better achieve its community's vision. At the pages reference below, the goals are expanded upon with objectives and tactics to achieve them. The strategies, reasoning, and implementation tactics of each goal are further expanded upon throughout the contents of this Plan.

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Goal 19:	Decrease car-dependency to access parks.	163

02



Marine City Today

Regional and Historical Context of Marine City

HISTORY OF MARINE CITY

The area where Marine City exists today was originally home to several indigenous nations. According to the Marine City Area Chamber of Commerce, the land was Ojibwe territory for centuries before European settlers arrived. After the American Revolution, there was conflict and eventually the land was ceded as part of the Treaty of Detroit in 1807 by the Ottawa, Chippewa, Wyandot and Potawatomi Native American nations. The settlement was also known as “Belle River”, which to this day is still the name of its interior river and a Marine City neighborhood.

Marine City was incorporated on March 21, 1865, and grew on the basis of waterfront industry including shipbuilding, shipping, saw mills and salt mining. During the 1800s and 1900s, over 250 vessels were constructed in five shipyards throughout the community. Sailors made up a majority of the population and other shipping related activities contributed to the economy throughout the 1800s. The remnants of this period are still noticeable with the many historical structures still standing in Marine City today: These buildings include the old City Hall, built in 1889, the Newport Academy, built in 1847, the Pride & Heritage Museum, as well as many historic homes throughout the City.

Just as the dominant form of commerce was waterborne in the early years, the primary mode of transportation was by water. Steamers provided passenger service between ports along the St. Clair River. Transportation over land was by horse and coach over unpaved roads and pathways. By 1900, Marine City was a connecting link between Detroit and Port Huron on the interurban electric railway. Regular ferry service, up until 2017, to Sombra, Ontario, provided a strong relationship between Marine City and its Canadian neighbors.

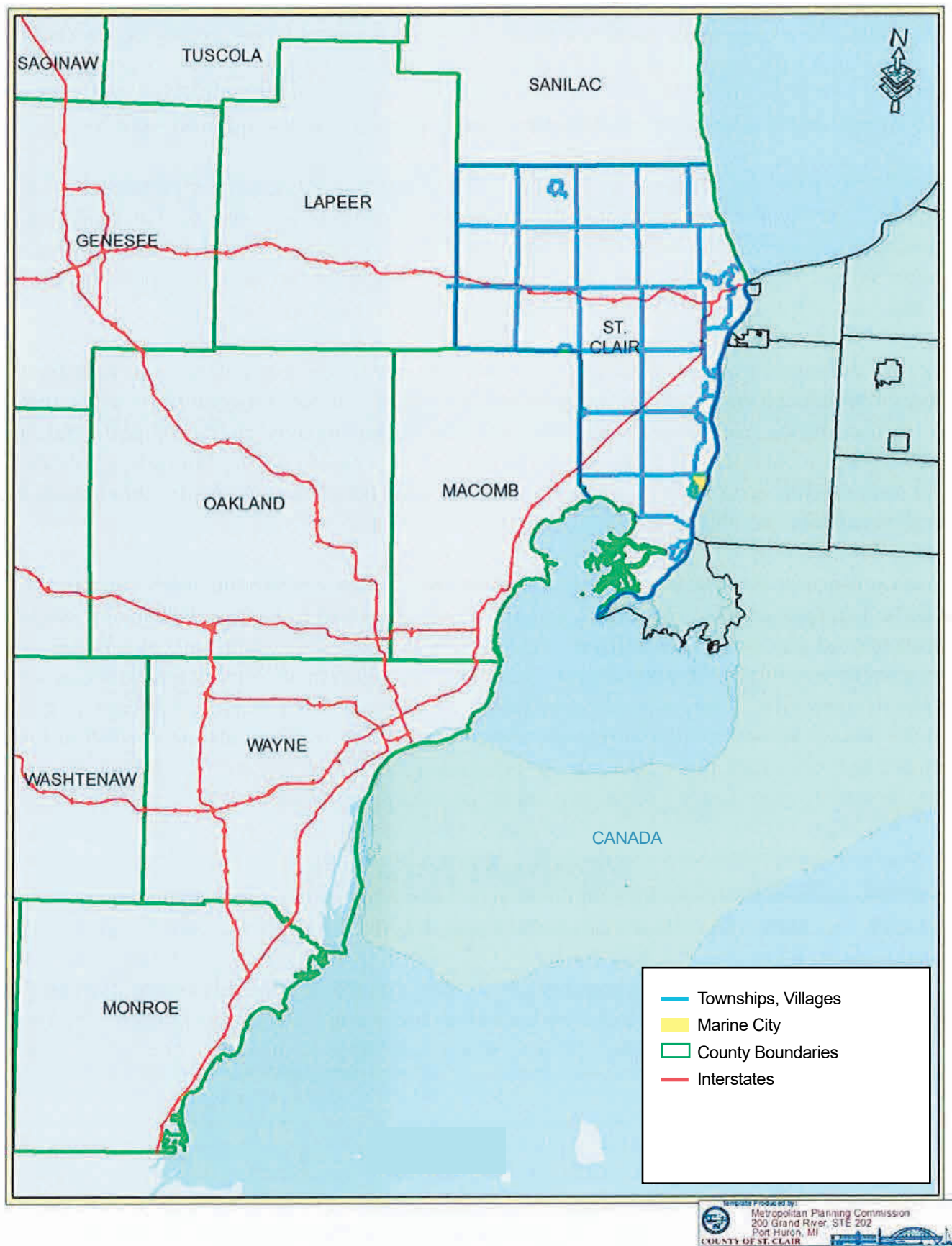
Increased reliance on rail and automobile transport and changing economic needs caused a shift away from water transportation by the 1920's and 1930's. With this shift, came a shift in the relationship between Marine City and its waterfront. The City's five miles of frontage on the St. Clair and Belle Rivers has remained a popular attraction, it is now the home to many public parks and its quaint walkable downtown. With today's demand for water-based recreation and tourism opportunities, Marine City can once again capitalize on its historical heritage as a center of waterborne commerce. Plans for future development should tap the current unrealized potential of the coastal area to meet today's economic, social, and recreational needs.

REGIONAL LOCATION

Marine City is located in southeastern portion of St. Clair County, which lies in southeast Michigan, the most densely populated region in the state. The City sits at the junction of the Belle and St. Clair River. The St. Clair River connects Lake Huron into Lake St. Clair, which flows into Lake Erie.

As shown in the Regional Map on the next page, Marine City is bordered by Cottrellville Township to the south and west, China and East China Townships to the north, and the St. Clair River to the east. Other nearby communities are the City of Algonac five miles to the south, the City of St. Clair 6 miles to the north, and Sombra, Ontario, which is directly across the St. Clair River from Marine City.

Map 1: Regional Location



Demographics and Economic Influences

Marine City’s current demographic and economic data and trends provides critical context to short-term and long-term planning efforts on transportation, housing, parks and open space, and economic development. In terms of parks and recreation planning specifically, information on demographics and economic influences helps bring consideration for the following:

- » Estimates of the number of likely users of recreational amenities;
- » Projections of what type of programs users will enthusiastically participate in;
- » The facilities that are necessary to further the community’s parks and recreation-related goals and objectives.

By understanding current conditions, as well as past and projected trends, the City can appropriately anticipate and plan for the future needs of the community.

The data within this plan is sourced from Esri (Environmental Systems Research Institute), Southeast Michigan Council of Government (SEMCOG), the American Community Survey (ACS), the Housing Summary, and the U.S. Census Bureau’s 2020 Census, analyzed and synthesized by McKenna.

POPULATION: SLIGHT DECLINE

Population trends are important indicators for the direction of the future plans. Population impacts the future land use plan, as well as provides insight to the need for future community facilities. Table 1 (below) shows the relative populations of Marine City and nearby comparison communities.

Marine City experienced a slight decline in population from 2010 to 2021. Overall, the County is losing population slightly. In comparison with the County, Marine City has experienced a higher rate of population decline. However, the decline in population is not as rapid as neighboring communities, Cottrellville Township and Clay Township.

Figure 1 and Table 2 show the historical population of Marine City using SEMCOG data. From 1900 to 2020, the population has fluctuated staying mostly within 1,000 people. Population is impacted by economic factors such as recessions and economy booms. Additionally, populations are impacted by epidemics and pandemics. The highest population was during 2000 when the population reached 4,652. The lowest population was in 1930 with 3,462 people. The largest decade for growth was between 1940 and 1950, while the largest decade for decline was 2000 to 2010.

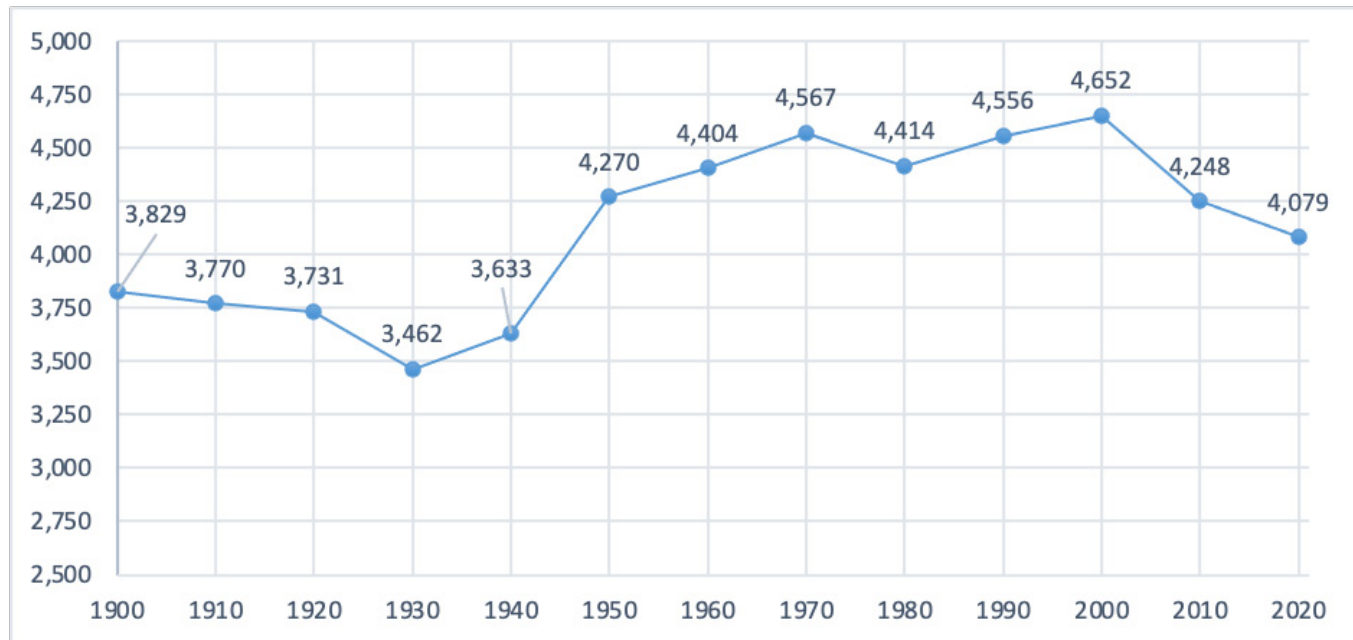
Table 1: Population, Marine City and Surrounding Communities

Year	Marine City	China Township	Cottrellville Township	Clay Township	City of Algonac	City of St. Clair	St. Clair County
2010	4,225	3,550	3,585	9,065	4,110	5,485	163,040
2021	4,069	3,480	3,411	8,469	4,173	5,489	160,067
2010-2023 % Change	-3.69%	-1.97%	-4.85%	-6.57%	1.53%	0.07%	-1.82%

Source: US Census 2010; ACS 2021



Figure 1: Historical Population of Marine City, 1900 - 2020



Source: SEMCOG

Table 2: Marine City Population Change, 1900-2020

Year	Population	Population Change
1900	3,829	–
1910	3,770	-1.5%
1920	3,731	-1.0%
1930	3,462	-7.2%
1940	3,633	4.9%
1950	4,270	17.5%
1960	4,404	3.1%
1970	4,567	3.7%
1980	4,414	-3.4%
1990	4,556	3.2%
2000	4,652	2.1%
2010	4,248	-8.7%
2020	4,079	-4.0%
Average change per decade		0.7%

Source: SEMCOG

Table 3 shows SEMCOG's population projections for Marine City from 2030 to 2050. SEMCOG forecasts population change by analyzing the population trends, in conjunction with age cohort trends, household trends, and employment patterns. The population is expected to fluctuate, but ultimately decline by 2050. This is important to consider when creating community goals and future land use plans, as well as an economic development and housing strategy.

Table 3: SEMCOG Population Projections, 2030-2050

Year	2030	2040	2050
Projected Population	4,065	4,117	3,943

Source: SEMCOG

AGE STRUCTURE AND GENDER: MATURING POPULATION

The age of a community's population is extremely important when planning for parks and recreation improvements. Older residents may have different needs than childless 20-somethings year olds, or those who have families with children. Further, families with children also have different needs than one another, depending on the ages of the children living in the home. For example, households with younger children will likely require parks with restrooms, play equipment, splash pads, and other similar amenities. Households with older children, such as high school and college age, may require a more robust trail network, ball fields and courts, or exercise stations.

The median age of Marine City is about 43 years old. Table 4 (below) compares the median ages of Marine City residents to surrounding communities and the state median (2023).

Table 4: Median Age, Marine City and Surrounding Communities

	Median Age
Marine City	42.7
China Township	47.2
Cottrellville Township	47.1
Clay Township	52.6
City of Algonac	45.7
City of St. Clair	44.7
St. Clair County	44.2
State of Michigan	41.1

Age structure (analyzing which proportions of a municipality's population are in which stages of life) gives a nuanced view of the makeup of a community. To compare age structure, the percentage of the population in Marine City is divided into the following age groupings.

» Under 5 (Pre School)	4.3%
» 5 to 19 (School Aged)	12.6%
» 20 to 44 (Family Forming)	24.1%
» 45 to 64 (Mature Families)	35.0%
» Over 65 (Retirement)	23.9%

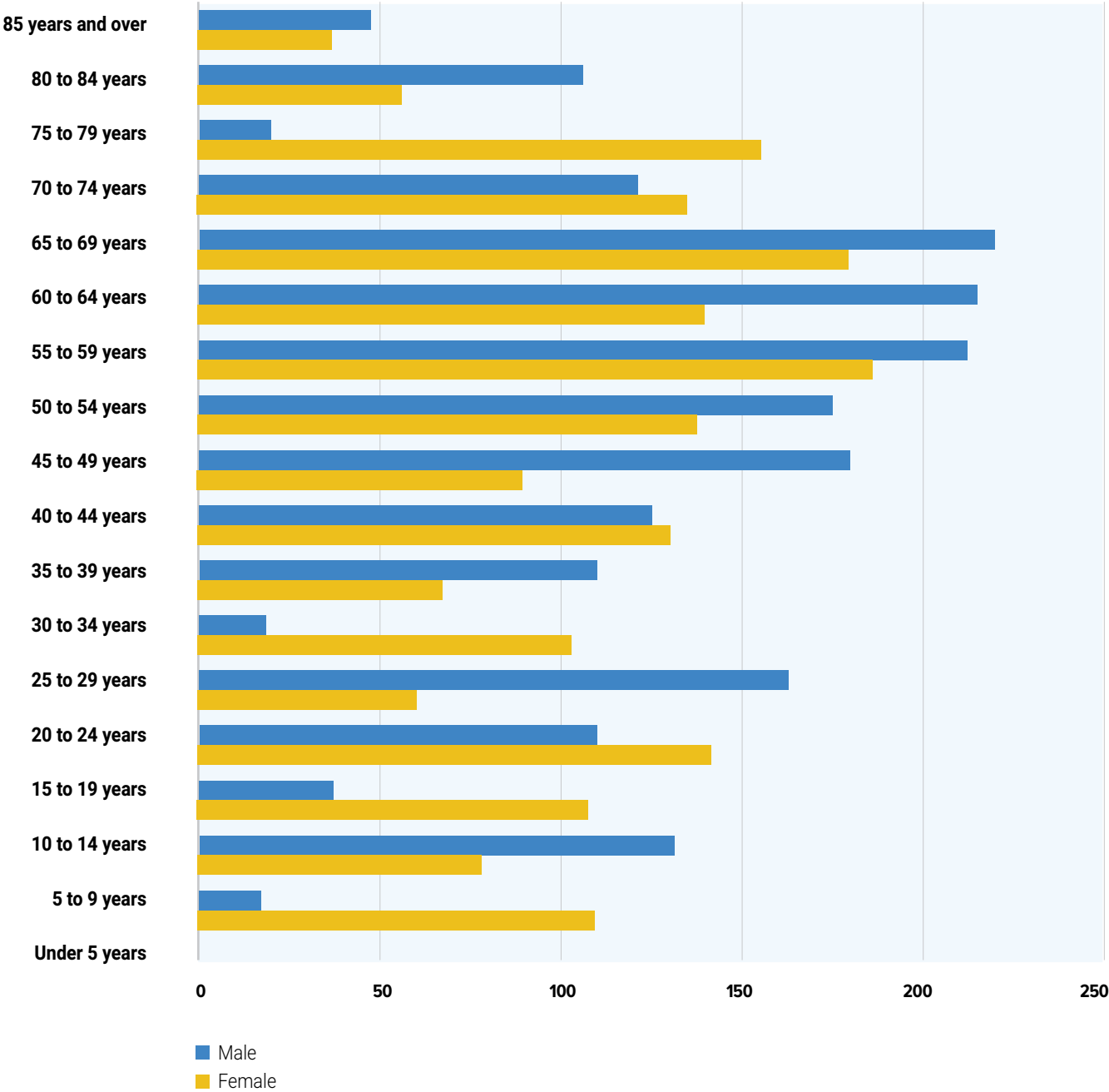
As the census data indicates, mature families make up the largest age group in the City, followed by family forming age and then retirement age. This indicates an older population, yet the median age is at about 43 years old and is still younger than surrounding communities (Table 4).

In considering gender in combination with age, **Figure 2** shows the age pyramid for Marine City in 2021. Overall, there are slightly more males than females with 2,050 males and 2,019 females. There are also noticeable differences in the breakdown of age and gender include between the ages of 15-19, 20-24, 80-84. There is a greater female population between 15-19 years old than males: 444 females to 246 males of the same age range. Yet there are more men than women between the ages of 20-24: 110 males to 60 females. Lastly, there are more men ages 80 to 84 than women, even though in the grouping of those 65 years old and older, there are slightly more men (506) than woman (468). This information in the differences between men and woman by age is helpful in understanding health-related services that may be needed and differ based on gender, as well as economic opportunities to retain young women in their 20s, as well as type of programming should be offered when catering to certain age groups.



In recent years, changing trends in childcare show that grandparents are taking a larger role in assisting with childcare needs for parents. This is important for planning the future priorities of the community. Particularly with regard to recreation. As such, parks facilities and playgrounds are more frequently utilized by seniors, older adults, and those of retirement age. For this reason, it is imperative that park design and amenities also accommodate this age group as well. These amenities can include more benches and seating areas, pavilions, walking paths, and other items.

Figure 2: Marine City Age-Sex Pyramid, 2021



HOUSEHOLDS AND HOUSING

Household characteristics are crucial for master plans as they provide essential data for informed urban and regional planning. They enable population projections, housing needs assessments, infrastructure planning, social service provision, land use and zoning decisions, economic development strategies, environmental considerations, equity and inclusivity promotion, resource allocation, and emergency preparedness, ensuring that master plans are tailored to the unique needs and demographics of a community, leading to more effective and sustainable development.

The number of households in Marine City from 2010 to 2021 has increased 13.7% but is projected to decrease about 15% by 2050, as shown in Table 5. In comparison, the County has been steadily growing and is projected to continue steady growth. It is important to note the growth, but the projections are more important to consider for planning for the City's future.

Table 5: Households Overview, 2010-2050

Community	2010	2021	% Change	2050 Projection
Marine City	1,765	2,007	13.7%	1,698
St. Clair County	63,841	65,362	2.4%	67,043

Source: US Census 2010, ACS 2021, SEMCOG

Average household size is an indicator of community composition. Larger average household sizes generally mean more children and fewer single-parent families. Nationally, household sizes have been shrinking as young singles wait longer to get married and life expectancy increases for the senior population.

The average household size in Marine City is 2.03 people for 2021, a figure that has decreased from 2.41 people in 2010. Marine City's average household size is also lower than the average household size in St. Clair County (2.42) and the State of Michigan (2.48). SEMCOG projects the 2050 average household size for Marine City as 2.32, while the projection for St. Clair County is 2.40. This data, combined with the age distribution, suggests that Marine City is comprised largely of older 2-person families that no longer have children living in their homes, or older residents living in their adult child's home.

Understanding the housing tenure of Marine City allows for the City to tailor housing development, address affordability, gauge economic stability, plan for property maintenance, and make informed decisions regarding taxes, budgeting, and land use. Table 6 shows the renter versus owner-occupied housing units. There has been an increase in owner-occupied housing and a decrease in renter-occupied housing units, which may indicate more renters were able to afford to buy a house.

Table 6: Marine City Housing Tenure

Housing Tenure	2010	2021	% Change
Total Occupied Units	1,765	2,007	13.7%
Owner-Occupied	1,203	1,588	32.0%
Renter-Occupied	562	419	-25.4%
Vacant Units	250	240	-4.0%

Source: US Census 2010, ACS 2021

The total net residential units, shown in Table 7, include the residential units constructed minus the residential units demolished for each given year. Residential units include single-family, two-family, attached condo, and multi-family units. The housing stock of Marine City has remained fairly even with the highest increase being in 2022 with 9 new residential units. Neighboring communities have all experienced more significant residential unit increases in comparison to Marine City. This is consistent with the declining population; however, declining population should not hinder new housing opportunities and options. Declining population could be indicative of the quality of Marine City's housing stock or housing types, or indicate there is limited space for new housing without demolition.

Table 7: Total Net Change in Residential Units, 2010 – 2022

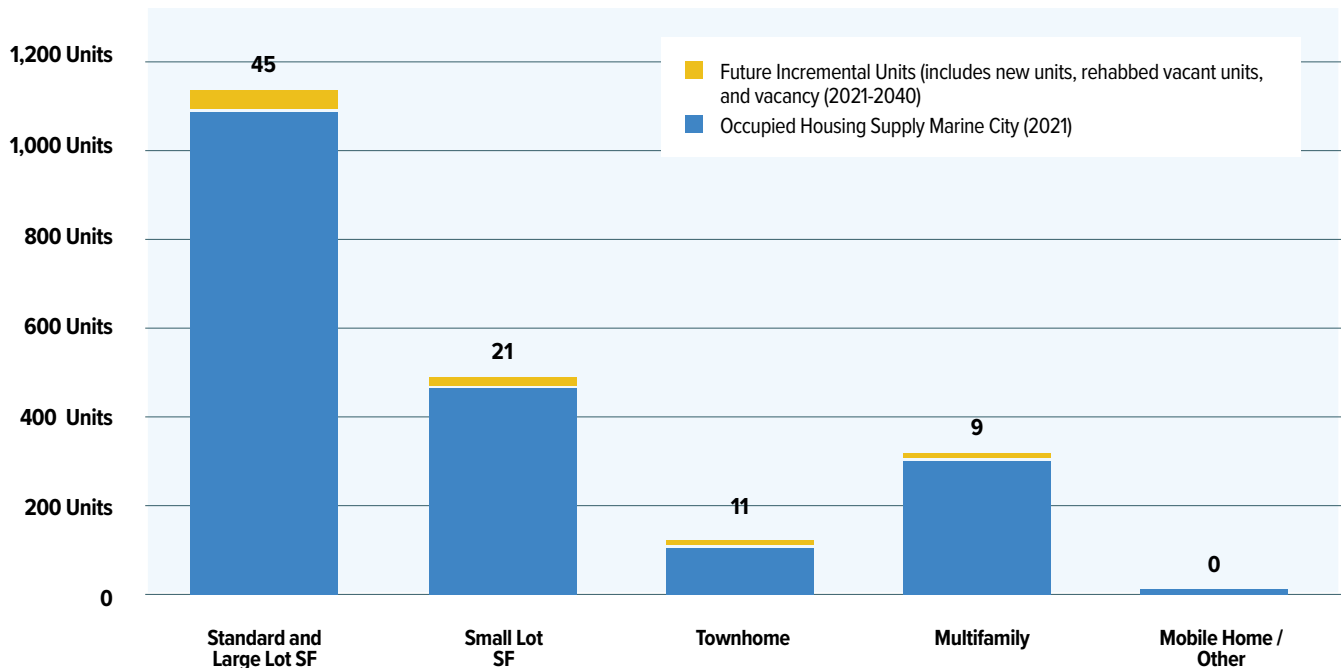
Community	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Marine City	0	-1	-1	0	4	0	1	4	2	1	2	-1	9
China Township	0	0	-1	5	4	0	2	9	6	7	6	9	12
Cottrellville Township	0	1	1	1	1	3	2	6	8	7	6	2	9
East China Township	1	1	1	0	4	2	10	8	10	2	1	0	7
Clay Township	-2	-4	0	0	5	1	21	22	23	12	9	2	-9
City of Algonac	0	-1	3	5	10	8	9	14	8	3	0	-27	27
City of St. Clair	0	1	2	0	3	1	3	1	4	111	1	2	219
St. Clair County	-115	-19	-8	-5	53	62	108	-307	232	257	174	315	370

Source: SEMCOG

Future housing demand projections were calculated using Envision Tomorrow's Balanced Housing Model application. The application analyzes a community's existing housing supply, including the matches and mismatches by age, household income and tenure (rental or owner-occupied) to offer a series of policy and strategic recommendations for a balanced, sustainable future housing supply. It also sets targeted goals that can be used to determine a community's future progress in implementing a long-range plan.

The future balanced housing profile provides the number of units recommended within the different housing types to achieve what would be a balanced and sustainable housing supply for the City. Marine City's future balanced housing profile is shown in Figure 3 and indicates that single-family housing is the housing type that should be added on standard, large, and small lots, for a total of 66 additional units.

Figure 3: Future Balanced Housing Profile, Marine City



Source: Envision Tomorrow

EDUCATION

Educational attainment is a key measure of a community's economic condition. Research shows that as people become more educated, their earning potential increases over the course of their life. Having a college education is also associated with greater economic stability, positive health outcomes, and a number of other social and economic benefits.

Table 8: Education Attainment of Marine City, St. Clair County, and State of Michigan

Place	No High School Diploma	High School	Some College, No Degree	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
Marine City						
2016	7.1%	43.8%	25.1%	11.8%	8.0%	4.3%
2021	6.1%	36.0%	30.2%	11.1%	7.5%	9.2%
St. Clair County						
2016	10.5%	35.0%	26.1%	10.8%	11.3%	6.3%
2021	8.2%	33.5%	26.3%	12.6%	12.0%	7.4%
State of Michigan						
2016	13.0%	27.5%	21.0%	8.2%	18.8%	11.5%
2021	11.1%	26.5%	20.0%	8.7%	20.6%	13.1%

Source: 2016 & 2021 ACS 5-Year Estimates

As shown in Table 8 (above), from 2016 to 2021, the percentage of Marine City residents 25 years or older that had a graduate or professional degree increased significantly. At the same time, the percentage of city residents that had an associate or bachelor's degree slightly decreased. Compared to the county and state, as of 2021, Marine City had the highest percentage of residents with a high school diploma and some college but no degree. On the other hand, in relation to the county and state, Marine City had a lower percentage of residents without a high school diploma and with a bachelor's degree.

While the percentage of city residents who obtained a bachelor's degree slightly declined from 2016 to 2021, the percentage of those with a graduate/professional degree has more than doubled. However, the concentration of residents with a graduate/professional degree in the city (at 9.2%) still lags that in the state generally (13.1%).

EMPLOYMENT

In the development of the master plan, the employment sector holds a central role in shaping the future of the community. The plan focuses on fostering economic growth through the strategic alignment of resources with the evolving needs of various industries and businesses. Identifying key sectors and their potential for expansion guides investment in infrastructure, workforce training, and incentives aimed at attracting and retaining businesses. Ensuring that residents possess the skills required for the local job market, as well as addressing infrastructure and housing needs, will support the growing workforce.

Table 9 shows the job projection for Marine City from 2020 to 2050. Jobs are projected to fluctuate, increasing through 2035, then decreasing through 2050. This trend is important for considering economic planning, workforce development, housing, and infrastructure planning.

Table 9: Job Forecast, Marine City 2020-2050

Year	2020	2025	2030	2035	2040	2045	2050
Forecasted Jobs	2,181	2,366	2,405	2,406	2,387	2,351	2,314

Source: SEMCOG

Table 10 shows the industry sectors for Marine City from SEMCOG's estimates for 2020 and 2050. It should be noted that the data for 2020 is low due to Covid-19. The highest shrinking sector is retail, while the highest growing sector is healthcare. This shift could be a result of the shifts to e-commerce and online shopping.

Table 10: Industry Sectors, Marine City 2020-2050

Industry	2020	2050	Change from 2020 to 2050
Natural Resources, Mining, & Construction	189	206	17
Manufacturing	255	264	9
Wholesale Trade	80	66	-14
Retail Trade	324	256	-68
Transportation, Warehousing, & Utilities	64	83	19
Information & Financial Activities	182	196	14
Professional and Technical Services & Corporate HQ	77	85	8
Administrative, Support, & Waste Services	65	74	9
Education Services	229	247	18
Healthcare Services	141	194	53
Leisure & Hospitality	255	298	43
Other Services	209	230	21
Public Administration	111	115	4
Total Employment Numbers	2,181	2,314	133

Source: SEMCOG

INCOME, POVERTY, HOUSING BURDEN

Household income data can have important planning implications and directly impacts a community's economic well-being, social services, and infrastructure development. It helps in assessing housing affordability, educational needs, healthcare services, and transportation requirements. Understanding household income informs decisions about tax policies, social support programs, and resource allocation, ensuring that planning efforts are tailored to the financial realities and aspirations of the community, ultimately improving residents' quality of life and economic opportunities.

Table 11 shows median household income for Marine City and St. Clair County from 2010 to 2021. The largest increases are in the \$75,000-\$149,999 income bracket. The lowest four brackets (\$0 – \$34,999) have all experienced decreases. Additionally, the median income of Marine City has increased by about \$10,000. While the median household income is increasing, it is still less than the median household income for St. Clair County.

Table 11: Median Household Income, Marine City 2010-2021

	2010	2010	2021	2021
	Marine City	St. Clair County	Marine City	St. Clair County
Less than \$10,000	8.7%	6.2%	5.1%	4.8%
\$10,000 to \$14,999	6.8%	5.0%	4.1%	3.8%
\$15,000 to \$24,999	14.4%	12.1%	8.6%	7.9%
\$25,000 to \$34,999	12.3%	12.1%	9.5%	9.0%
\$35,000 to \$49,999	12.9%	15.3%	17.7%	14.3%
\$50,000 to \$74,999	21.0%	20.9%	16.8%	17.8%
\$75,000 to \$99,999	12.7%	13.2%	19.3%	14.9%
\$100,000 to \$149,999	9.3%	11.1%	16.2%	16.0%
\$150,000 to \$199,999	1.9%	2.5%	1.9%	6.5%
\$200,000 or more	0.0%	1.6%	0.8%	5.0%
Median income (dollars)	\$ 44,073	\$ 49,120	\$ 54,814	\$ 62,847
Mean income (dollars)	\$ 51,910	\$ 60,302	\$ 65,181	\$ 81,129

Source: ACS 2010, 2021

Table 12 shows the poverty percentage for Marine City from 2010 to 2021. The poverty rate is a little over 10% for both households and individuals in 2021 and has decreased in the past 11 years. This pattern is consistent with the increase in median household income.

Table 12: Poverty, Marine City 2010-2021

	Percent of Population 2010	Percent of Population 2021	Percent Change 2010-2021
Persons in Poverty	11.5%	10.4%	-1.1%
Households in Poverty	13.8%	10.0%	-3.8%

Source: ACS 2010, 2021

Figure 4 shows rental affordability and **Figure 5** shows housing affordability in Marine City in 2021. Affordable is deemed as spending less than 30% of a household's income on rent/housing; unaffordable housing reflects households spending 30%-50% of their income on rent/housing; and severely unaffordable refers to households paying over 50% of their income in rent/housing costs. The majority of renters, 65%, in Marine City are able to rent at a rate that is deemed affordable, while 15% have unaffordable rates, and 20% of renters experience severely unaffordable rates. For owner-occupied housing, 80% of home owners can afford their mortgages and housing upkeep costs, while the remaining 20% cannot. These percentages are indicative of the national trend of increased rent prices and housing burdens. These issues should be addressed in planning for future housing in Marine City.

Figure 4: Rental Housing Affordability, 2021

Source: ACS 2021

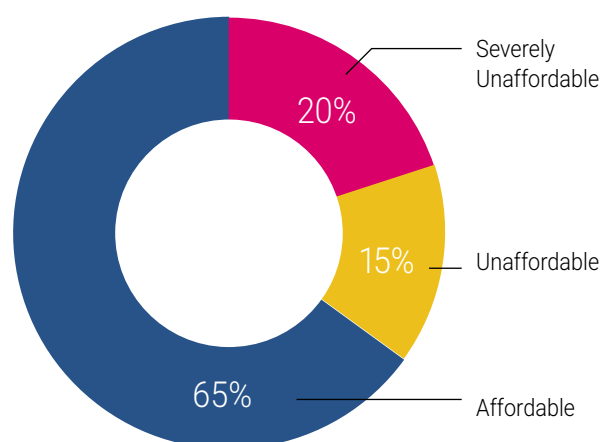
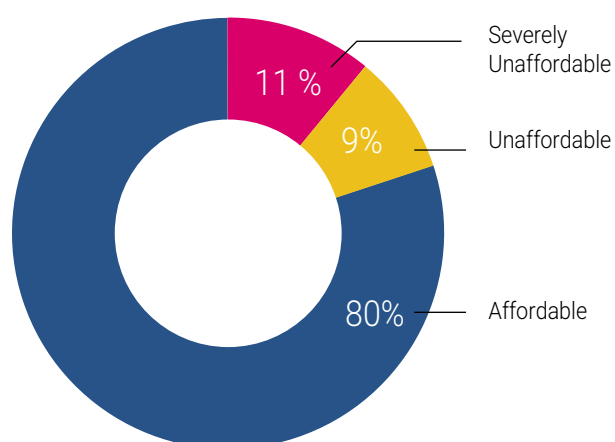


Figure 5: Owner Housing Affordability, 2021

Source: ACS 2021



RETAIL MARKET ANALYSIS

Marine City has an existing market demand for up to 40,000 square feet (sf) of new retail and restaurant development which could currently generate as much as \$12.5 million in annual sales. This demand includes 32,000 sf of new retailers and 8,000 sf of new restaurant space. The supportable new development includes businesses offering groceries, department store goods, hardware, general merchandise, and restaurants representing up to 13-16 new businesses and is shown in **Table 13** below.

Table 13: Existing Market Demand, 2021

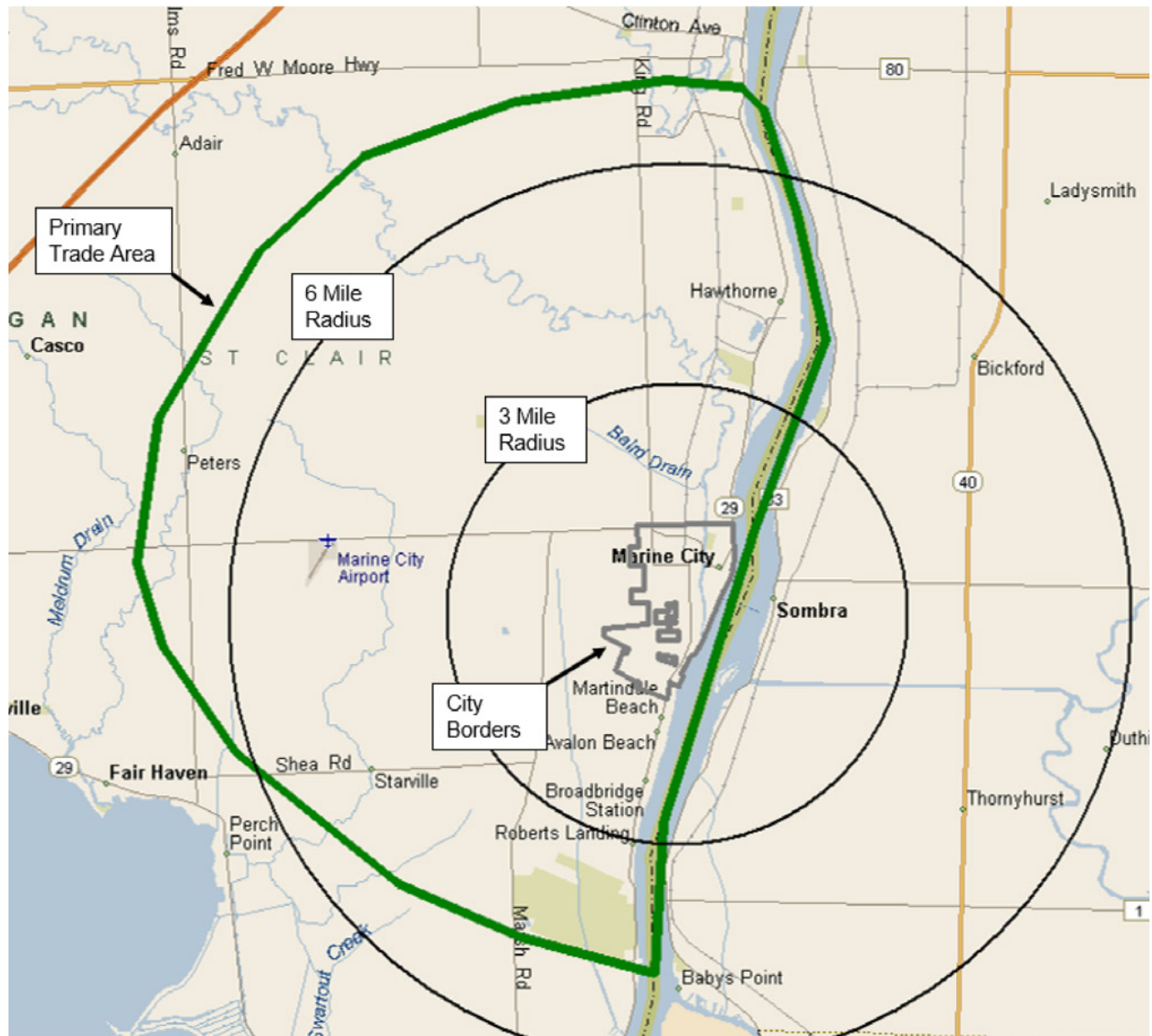
Retail / Restaurant Category	Total Demand	Est. Sales	Sales / SF	Est. Support SF
Retailers				
Apparel Stores	\$7,457,045	\$561,310	\$280	2,000 sf
Department Store Goods	\$21,372,161	\$987,027	\$270	3,700 sf
Electronic Stores	\$66,984,627	\$872,341	\$310	2,800 sf
Furniture and Home Furnishings	\$4,983,112	\$655,175	\$275	2,400 sf
General Merchandise Stores	\$10,840,072	\$909,303	\$270	3,400 sf
Grocery Stores - Markets	\$33,600,554	\$3,073,789	\$420	7,300 sf
Hardware - Home Improvement	\$13,626,595	\$1,005,679	\$260	3,900 sf
Misc. Store Retailers	\$5,477,031	\$469,206	\$275	1,700 sf
Pharmacies - Sundries	\$15,283,041	\$1,114,077	\$340	3,300 sf
Sporting Goods Stores	\$4,646,818	\$642,354	\$290	2,200 sf
Totals	\$124,271,057	\$10,290,263	\$299	32,700 sf
Restaurants				
Full-Service Restaurants	\$13,754,661	\$1,068,927	\$290	3,700 sf
Limited Service Eating Places	\$11,528,967	\$699,448	\$275	2,500 sf
Bakery, Coffee, Ice Cream, etc.	\$2,457,022	\$480,569	\$300	1,600 sf
Restaurant Totals	\$27,750,650	\$2,248,944	\$288	7,800 sf
Retailer and Restaurant Totals	\$152,021,707	\$12,539,207	\$297	40,500 sf

Source: ESRI



Marine City's primary trade area is home to roughly 15,800 people and 6,600 households with a \$90,900 average annual household income. The trade area is shown below in green. Many trade area residents are gainfully employed, and the median age is 47.3 years—6.4 years above the state average. Slightly over 20% of the trade area's residents over the age of 25 have a four-year college degree and 47.0 % of households earn over \$75,000 per year.

Figure 6: Marine City Trade Area



Source: ESRI

Physical Characteristics (Natural Features and Resources)

TOPOGRAPHY

The elevation of Marine City is approximately 584 feet. The City is generally flat and at the lower part of St. Clair County. It is not likely that topography will play a role in play equipment or future needs for parks amenities or upgrades.

WATER RESOURCES

Marine City is located adjacent to the St. Clair River and the Belle River, both of which are part of the Great Lakes system. The rivers play a large role in the City's and region's character, as well as recreational assets. As such, the rivers' ecosystems, including fish, birds, and other animals, should be considered in future land use planning and parks and programming development.

St. Clair and Belle Rivers. The St. Clair River is 34.3 miles long and forms the eastern border of Marine City, which serves as an international border between the United States and Ontario, Canada. The river extends from Lake Huron in the north to Lake St. Clair to the south.

Except for a few drains that flow into Lake Huron or Lake St. Clair, the St. Clair River is the receptor of all drainage basins within St. Clair County, and water level fluctuations of two to three feet are common. This fluctuation, plus rapid currents, causes tree mortality, shoreline erosion, and major alterations to the composition and habitat of marshes and wet prairies. The lowest water levels are typically observed in February and rise through July, then decline throughout the rest of the year.

Invasive species are a concern that originates from the shipping industry, which has brought infestations of non-indigenous species that are potentially detrimental to the environmental health of the river. The St. Clair River Binational Public Advisory Council (BPAC) works to address this concern and improve water quality.

While some recreational activities aren't appropriate on the river due to currents and passing lake freighters, it is a prime location for canoeing and kayaking.

The Belle River runs southeast through Marine City, separating downtown from the west side. It is a tributary of the St. Clair River.

Wetlands. The Wetland Protection Act defines wetlands as characterized by the presence of water at a frequency and duration sufficient to support and that under normal circumstances does support wetland, vegetation or aquatic life and is commonly referred to as a bog, swamp, or marsh and is contiguous to the Great Lake, an inland lake or pond or a river or stream. Regulated wetlands include all wetland areas greater than 5 acres or those contiguous to waterways. Wetlands which are hydrologically connected to waterways are also regulated. Activities exempted from the provisions of the Act include farming, grazing of animals, farm or stock ponds, lumbering, maintenance of existing nonconforming structures, maintenance or improvement of existing roads and streets within existing rights-of-way, maintenance or operation of pipelines less than six inches in diameter, and maintenance or operation of electric transmission and distribution power lines.

SOIL

Soil characteristics have an important influence on the ability of land to support various types of equipment, drainage, and park target locations. Four specific soil characteristics influence their ability to be used for various purposes. These include the following:

- » Bearing capacity: the ability to support the weight of trails, buildings, and vehicles
- » Erodibility/stability: the susceptibility to withstand erosion hazards
- » Drainage: the ability for soils to retain, drain, and receive water
- » Resource value: the economic worth

Marine City's soil characteristics were identified as part of the larger St. Clair County Soil Survey conducted in 1974 by the United States Department of Agriculture Soil Conservation Service. Categories of soils with different characteristics and physical properties were identified as part of the survey. Soils in St. Clair County are largely wet loam and clay. These are calcareous (non-acidic) at shallow depths, have low permeability, and generally require drainage for agricultural purposes.

A number of individual soils types are present in the City. These individual categories are grouped together into several generalized classifications of soils that share similar characteristics. A total of twelve of these grouped categories are located in St. Clair County. Two of these cover Marine City. The characteristics of these categories are described as follows:

- » Alluvial land-Rough broken land association:
Nearly level to gently sloping, well-drained to poorly drained soils on flood plains and the adjacent steep to very steep soils on bluffs
- » Paulding-Wasepi, clay subsoil variant, association:
Nearly level, very poorly drained and somewhat poorly drained soils that have a clayey to loamy subsoil; on the lake plain and glacial lake beaches

There are also a few small, scattered pockets of other soil associations located in the southern part of the city.

VEGETATION

St. Clair County is largely rural in nature. As such, Marine City's vegetation (as well as the area as a whole) can be described as wooded with mature trees. With the area's prominent agricultural community, the County also includes large areas with few trees where farming and agricultural activities take place.

Vegetative trends in the City include plants that thrive near the Great Lakes as well as other popular types of trees and shrubs frequently grown in Michigan. Examples of these include:

- » American Beech
- » Sugar Maple
- » Red Maple
- » Silver Maple

CLIMATE

According to U.S. Climate Data, the average temperature near Marine City is 48.9 degrees Fahrenheit, with the average high at 58.8 degrees Fahrenheit and average low at 39.1 degrees Fahrenheit. The yearly high temperature averages 75 degrees Fahrenheit in the summer and 43 degrees Fahrenheit in the winter. This climate is suitable for a variety of outdoor recreational activities, such as biking, running, ice skating, hockey, etc.

Existing Land Use

Understanding how land is used serves as the bedrock of any effective master plan, forming the essential foundation for orderly and sustainable growth within a community or region. Land use profoundly influences a place's physical, social, and economic character. Analyzing and managing land use patterns allow a community to tackle critical issues, such as housing, infrastructure, environmental conservation, efficient transportation, economic prosperity, and residents' overall well-being. Recognizing the significance of land use in master planning helps a community chart a path toward responsible and well-coordinated development, fostering a vibrant and adaptable future.

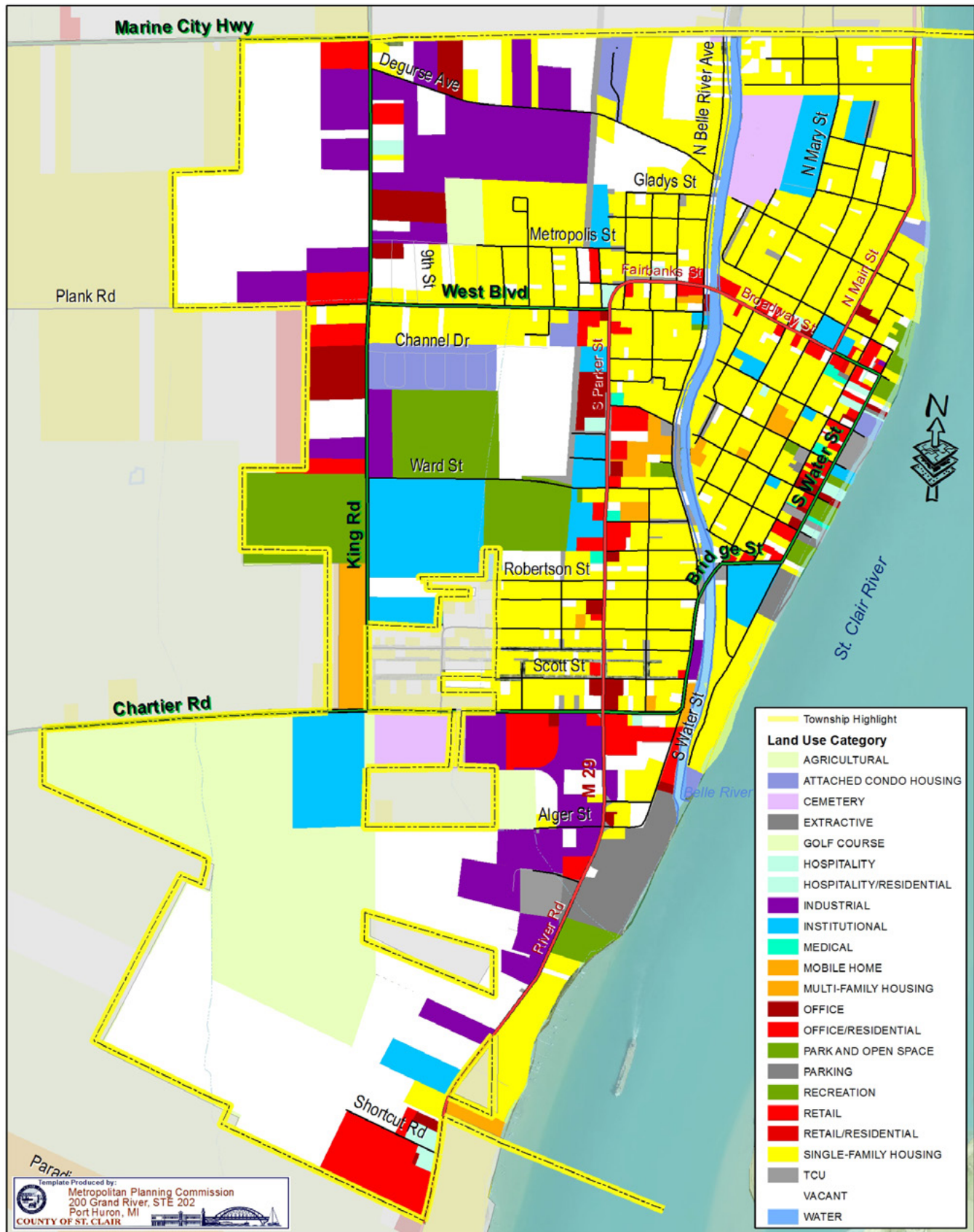
SEMCOG provides estimations for land use, which can be seen in **Table 13** and **Map 2**. The land use from 2015 to 2020 has remained mostly the same with some uses experiencing small changes. An interesting trend is that no residential use has increased, but industrial and recreation/open space has. This may indicate a lack of interest, affordability, or demand for housing. However, the most common land use is single-family housing (373.1 ac.), followed by vacant (262.3 ac.) and then agricultural uses (194.8 ac.).

Table 14: Land Use, Marine City 2015-2020

Parcel Land Use	Acres 2015	Acres 2020	% 2020	Change 2015- 2020
Single-Family Residential	377.3	373.1	26.6%	-4.3
Attached Condo Housing	22.9	22.9	1.6%	0
Multi-Family Housing	20.8	20	1.4%	-0.8
Mobile Home	3	3	0.2%	0
Agricultural/ Rural Residential	191.4	194.8	13.9%	3.4
Mixed Use	0.4	5.4	0.4%	5
Retail	66.8	64.6	4.6%	-2.2
Office	29.6	21.4	1.5%	-8.2
Hospitality	7.8	8.6	0.6%	0.8
Medical	2.2	3	0.2%	0.7
Institutional	81.5	87.5	6.2%	5.9
Industrial	145.2	150.9	10.8%	5.7
Recreational/ Open Space	80.2	72.9	5.2%	-7.3
Cemetery	26.3	26.3	1.9%	0
Golf Course	0	0	0.0%	0
Parking	3.8	3.8	0.3%	0
Extractive	10.3	10.3	0.7%	0
TCU	38.6	38.6	2.8%	0
Vacant	261.1	262.3	18.7%	1.2
Water	20.3	20.3	1.4%	0
Not Parceled	12.1	12.1	0.9%	0
Total	1,401.60	1,401.60	100.0%	0

Source: SEMCOG

Map 2: Existing Land Use



SINGLE-FAMILY RESIDENTIAL

Single-family residential is the largest land use with about 27% of the total area in the City. Single-family residential can be found throughout the City, but are concentrated in the older part of the City, between Belle and St. Clari River, between Bell Street and Chartier Road, and along West Boulevard, Metropolis Street, Belle River Avenue, and River Road.

MULTIPLE-FAMILY RESIDENTIAL

Multiple-family housing occupies approximately 45 acres. The majority of these housing units are situated within numerous small complexes dispersed across the residential neighborhoods of the city. Some multi-family units can also be found in spacious single-family homes that have been repurposed for multi-family use, as well as on the second and, in certain instances, third floors of commercial buildings along Water Street in the central business district known as the “Nautical Mile.” Additionally, more modern and larger residential complexes have been constructed on the western side of King Road, to the north of Chartier Road, and on the eastern side of King Road, between West Boulevard and Ward Street.

Two-family units, on the other hand, are typically spread throughout the city's single-family residential areas. The majority of Marine City's two-family units, particularly the older ones, have been established by converting single-family homes into two-family dwellings. Newer two-family units are located within purpose-built duplex structures, with clusters of these units situated on the north side of Gladys Avenue, the south side of Woodward Avenue, west of Mary Street, and on the north side of DeGurse Avenue.

COMMERCIAL/OFFICE

Marine City's commercial and office facilities span across 86 acres of land, constituting 6% of the city's overall land area. This land use has shrunk since 2015. The majority of this commercial development is centered along Water Street in the heart of the business district and extends along M-29, from Main Street to Chartier Road. Additionally, there is a sizable strip commercial center called Riverside Plaza situated at the intersection of M-29 and Short Cut Road. There are also scattered small-scale commercial developments dispersed throughout the city.

INDUSTRIAL AND EXTRACTIVE

Industrial and extractive activities in Marine City encompass about 161 acres of land, constituting 11.5% of the city's total land area. Typically, industrial facilities are situated on substantial plots along DeGurse Avenue, King Road, Chartier Road, and M-29, particularly to the south of Chartier Road. Anticipated industrial growth is expected in these areas, with a particular focus on King Road and DeGurse Avenue.



GOVERNMENT AND INSTITUTIONAL

Government and institutional uses collectively occupy 90 acres of land. These uses are distributed throughout the city and include various entities such as the city hall, police station, fire station, library, 72nd district court, public works facilities (DPW, waterworks, sewer plant, water tower, pump station, and the county road commission warehouse), utilities (including an electrical substation and cell towers), two cemeteries, the Lions Club, four school sites (Belle River Elementary, Marine City Middle School/High School, Holy Cross Elementary, and Cardinal Mooney High School), the Washington Life Center, and several churches.

OPEN SPACE AND PARKS

Open space and park areas encompass 73 acres of land, constituting 5% of the city's total area. These areas include city parks along the St. Clair River, a city park on King Road, the Marine City beach, Little League and high school baseball fields on Ward Street, the Bridge to Bay Trail, and a state boat launch on the east side of M-29 (Parker Street).



TRANSPORTATION, COMMUNICATIONS, AND UTILITIES (TCU)

Within Marine City, there are 39 acres dedicated to TCU uses, making up 3% of the total land area. These TCU areas primarily consist of rights-of-way for streets and roads, with no railroad rights-of-way present within the city limits.

AGRICULTURAL AND VACANT

The city incorporates 456 acres of agricultural or vacant land, primarily situated in the southern section of the city, to the south of Chartier Road.



Community Facilities and Services

The City's provision of facilities, services, and programs to its residents and businesses is vital for upholding a satisfactory quality of life and plays a pivotal role in shaping a community's potential for prosperity and expansion. In the absence of high-quality recreational amenities, sufficient sewer and water infrastructure, convenient waste collection, and robust police and fire protection, a community will face challenges in attracting new businesses and residents, and even in retaining its existing ones.

POLICE SERVICE

The Marine City Police Department facility is equipped with essential features, including a spacious evidence room and storage area, dedicated men's and women's locker rooms, a separate interview room, booking and fingerprinting stations, a holding cell, and a generous office space where police personnel can complete paperwork without interruptions. Additionally, there are separate offices allocated for the patrol sergeants, detective sergeants, and the police chief. The police department is composed of the police chief, a police sergeant, a detective, officers, and an office manager.

FIRE SERVICE

In July 2010, an agreement was reached among Marine City, Cottrellville Township, East China Township, and China Township to establish the Marine City Fire Authority. This cooperative effort has significantly enhanced fire protection across each community and has enabled a more efficient allocation of resources. Each community contributes to an annual budget proportionate to the number of emergency responses they've had in the past three years. A supervisory board, comprising three representatives from Marine City and two from each township, governs the Authority.

The Marine City Fire Hall is conveniently located at 200 S. Parker Street, just south of West Boulevard. This central location ensures that all parts of the city are well within the standard 1.5-2 mile service radius. The Marine City Fire Authority responds to various emergencies, including medical incidents, fires, automobile accidents, hazardous situations, rescues, standbys, and fire alarms. The authority is staffed by dedicated officers and paid on-call firefighters.



Marine City Fire Authority



SCHOOLS

Marine City offers a wide range of excellent educational opportunities, encompassing both public and private institutions. These options comprise:

East China School District. Marine City falls within the jurisdiction of the East China School District, which also serves the City of St. Clair, China Township, Cottrellville Township, East China Township, and portions of Casco, Columbus, Ira, and St. Clair townships, covering a total area of 122 square miles. During the 2015-2016 academic year, the district boasted an enrollment of 4,253 students. Notably, four out of the district's ten schools are situated within Marine City:

- » Belle River Belle River Elementary School, 1601 Chartier Road – 2016-2017 enrollment: 456
- » Marine City Middle School, 6373 King Road – 2016-2017 enrollment: 404
- » Marine City High School, 1085 Ward Street – 2016-2017 enrollment: 511
- » Riverview East High School, 6373 King Road – 2016-2017 enrollment: 117

St. Clair County Regional Educational Service Agency (RESA).

The St. Clair County RESA offers educational services, vocational programs, and special education support to eight school districts in St. Clair County, which includes the Port Huron Area School District. These services are delivered through the RESA Educational Service Center, situated at 499 Range Road in Kimball Township. Notably, among the facilities at this center, there is the Technical Education Center (TEC), which provides job training and job placement opportunities to approximately 1,200 high school and adult students.

Within the RESA Educational Service Center complex, the Woodland Development Center caters to the training, education, and enrichment of severely and profoundly mentally impaired students.

In addition to these services, the RESA extends support for curriculum development, media resources, instructional materials, and teacher and volunteer training, all of which are aimed at enhancing educational programs in the region.

Private Schools. Marine City is home to two private schools, namely Cardinal Mooney Catholic High School, located at 660 S. Water Street, and Holy Cross Elementary School, situated at 618 S. Water Street. Both of these schools are under the administration of the Archdiocese of Detroit.

St. Clair County Community College (SC4). Situated at 323 Erie Street in Port Huron, St. Clair County Community College (SC4) is a comprehensive community college renowned for offering associate degrees in both transfer and occupational fields. In the fall of 2016, SC4 recorded an enrollment of 3,712 students. The college plays a pivotal role in furnishing the essential freshman and sophomore courses necessary for fulfilling the prerequisites for transferring to a senior college or university.

Within the SC4 campus, the SC4 University Center serves as an educational hub, hosting programs and courses provided by multiple universities. SC4 has established official agreements with Walsh College, Franklin University, and Capella University, enabling convenient access to online bachelor's and master's degree completion programs. Additionally, SC4 has established a strategic partnership with Kettering University, offering several engineering degree programs. The college extends its educational reach through extension courses in collaboration with the following universities: Ferris State University, Siena Heights University, Central Michigan University, Wayne State University, University of Michigan-Flint, Saginaw Valley State University, Walsh College, and Madonna University. Moreover, SC4 has introduced a Joint Admission Program in conjunction with Oakland University, known as SC20, facilitating a seamless transition for students aiming to pursue a Bachelor's degree.

Currently, St. Clair County Community College boasts a diverse academic portfolio, featuring approximately 55 associate degree and certificate programs, along with over 55 transfer options. Additionally, the college offers eleven degree and certificate programs through online learning.

Moreover, SC4 extends its educational reach by providing lifelong learning and training opportunities via the "Workforce Training Institute," which is housed at the Citizens First Michigan Technical Education Center. This institute specializes in tailoring customized training programs in areas such as leadership, management, customer service, computers, allied health, construction, manufacturing, energy, environment, and fire and emergency services. Classes are available on campus, online, and can be conducted at company sites.

BAKER COLLEGE OF PORT HURON

Baker College occupies a 12-acre campus that borders the 40th Street Pond in Port Huron Township. Furthermore, it operates two extension locations: the Sandusky Extension in Sanilac County and the Sarnia Extension, hosted at Lambton College across the St. Clair River in Sarnia, Ontario, Canada.

Baker College offers a wide array of educational options, including certificates, associate degrees, and bachelor degrees that directly lead to promising career opportunities. Their specialized programs encompass fields such as transportation, computer information systems, cyber defense, business, medical assistant, dental hygiene, surgical technology, web design, veterinary services, and more. Notably, Baker College recently introduced a Culinary Arts Program by establishing a Port Huron campus for Baker College's Culinary Institute of Michigan (CIM), complete with dormitories. This state-of-the-art facility provides a world-class learning environment.

LIBRARY

The Louis R. Miller/Marine City Library, positioned at 300 Parker Street, nestled between Jefferson and Ward Street, operates as an integral branch within the St. Clair County Library System, catering to the needs of both Marine City and Cottrellville Township residents. This library had its inception in 1889 through the efforts of the Ladies Library Association, initially located in the City Hall. In 1919, the City assumed responsibility for managing the library, and by 1939, it had moved to a new location at the Newport Academy, situated at the intersection of Washington and Main streets. In 1967, the library became a part of the St. Clair County Library. The present library building was erected in 1983, thanks to the generous funding provided by Mr. and Mrs. Louis R. Miller, along with contributions from other donors. Recently, a musical park was built behind the library near the trailhead for the Bridge to Bay Trail.

Being an integral part of the St. Clair County Library System, the Marine City Library enjoys access to an extensive collection of materials found at the main County Library in Port Huron, as well as at various other branches within the County Library System. The Marine City branch provides a diverse range of resources, including large print books, audio books, video

cassettes, CDs, DVDs, a valuable historical collection catering to genealogical and local history research, essential equipment like a copy machine, fax machine, and laminator, a community events bulletin board, internet access with associated training, engaging children's programs, and inter-library book loans. Additionally, the library is equipped with a computer lab, an outdoor gazebo, and Wi-Fi Internet access for the convenience of its patrons.

CITY CEMETERY

The Woodlawn Memorial Cemetery, situated at the intersection of Westminster and Pleasant streets, was established through a generous 1.5-acre donation from Eber Brock and Mary Ward. Currently, the cemetery spans 14.2 acres and contains more than 7,000 graves. The Department of Public Works assumes responsibility for maintaining the cemetery, ensuring individual grave trimming, the excavation and filling of new graves, the necessary regrading of existing graves, and the installation of grave marker foundations when required. The cemetery offers burial services to residents and local funeral homes in the greater Marine City area, averaging approximately 50 to 60 interments annually. In 2020, a 24-unit columbarium was added to the cemetery's facilities.

DEPARTMENT OF PUBLIC WORKS

The City operates a Department of Public Works yard located at the junction of M-29 and Cottrell Boulevard. This yard features storage facilities and maintenance buildings across a one-acre site, adequately equipped to meet future development needs.

ST. CLAIR COUNTY ROAD COMMISSION FACILITIES

The St. Clair County Road Commission maintains a storage facility located along M-29, positioned between the DNRE public boat launch and McLouth yards on the St. Clair River. This facility serves as a storage site for road aggregate, sand, and de-icing salt. These materials are directly offloaded from lake freighters into the storage area. Additionally, the county operates a garage and storage facility on the northern side of Metropolis, adjacent to the former Port Huron & Detroit railroad right-of-way.

WATER AND SEWER

The existing water system in Marine City is sufficient to cater to both current and anticipated future demands. The waterworks, established in 1935, is situated on the east side of Water Street, adjacent to the St. Clair River, which serves as the water source via a 14" intake pipe extending 150 feet into the river. With a treatment capacity of 2.0 million gallons per day, the system presently utilizes only half of this capacity. In 1999, the city erected a new 750,000-gallon water tower at King Road.

The second phase of the Wastewater Treatment Plant Project, focused on the separation of storm sewers and sanitary sewers, which were previously combined in various parts of the city, was successfully completed in 1994. This separation of sewers mitigates the discharge of untreated wastewater into the St. Clair River.

However, it's worth noting that many areas within the city, especially those situated west of M-29, currently lack adequate storm drainage systems. To accommodate both existing and future development, it will be necessary to construct storm sewers in these areas.

The Wastewater Treatment Plant, constituting Phase I of the Wastewater Treatment Plant Project, was established in 1992, located on M-29, opposite the Road Commission storage yard. This facility has a daily capacity of 1,000,000 gallons, effectively meeting the city's wastewater treatment needs for the foreseeable planning period.

Transportation Network and Circulation

ROADWAYS

Roadways can be classified by usage using the National Functional Classification (NFC) categorizations. This system organized roadways into how they function, who they connect, and how they connect drivers. Below are the classifications pertinent to Marine City.

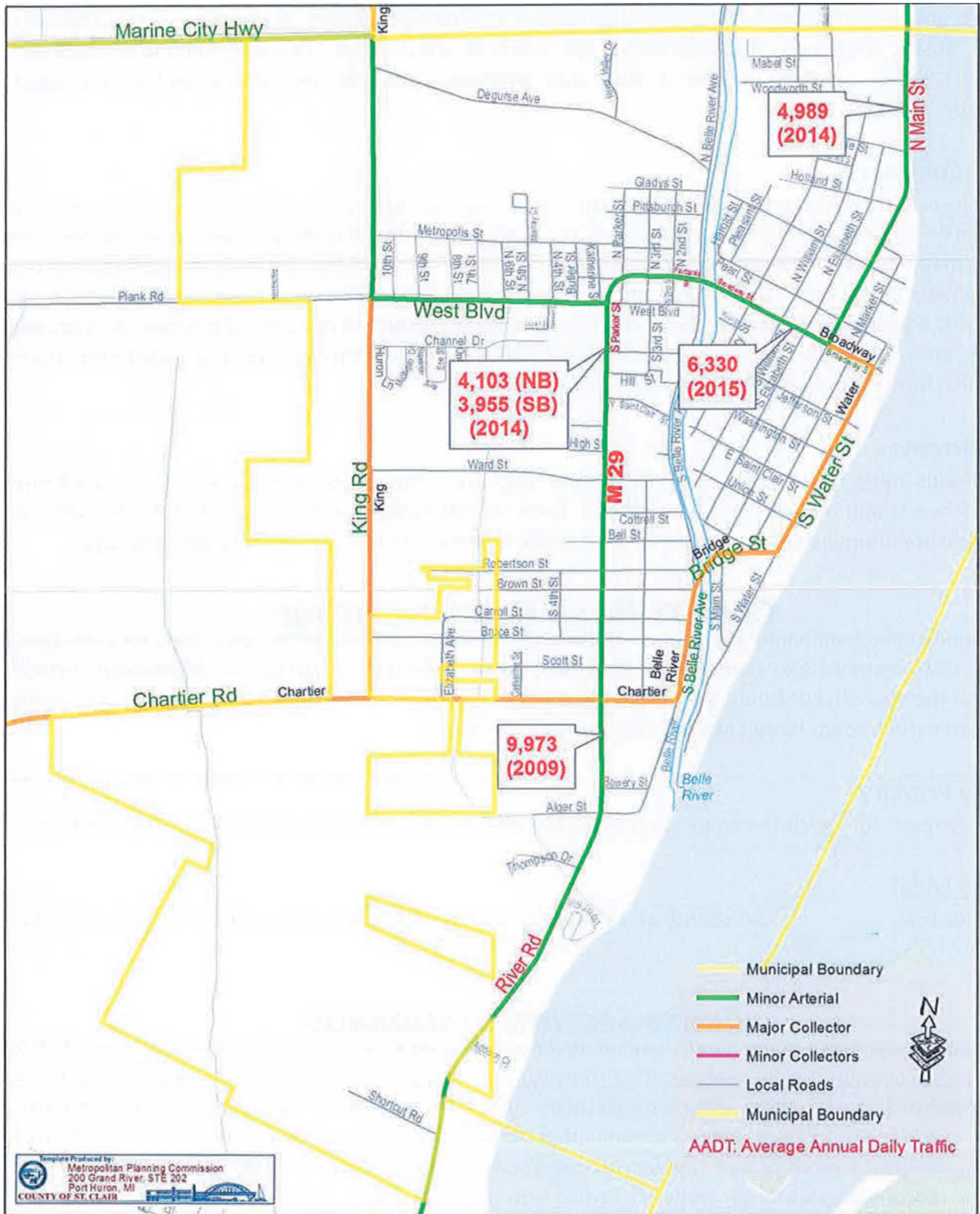
- » **Arterial Roads:** Major roads that carry a significant volume of traffic within a city or region, connecting various areas. Arterials in Marine City include River Road/Parker Street, West Boulevard, Broadway Street (West), King Road (North), Marine City Highway, and Main Street.
- » **Collector Roads:** Roads that collect and distribute traffic from local streets to arterial roads. Collector Road in Marine City include, Belle River Avenue, Chartier Road, King Road (South), Dugurse Avenue, Broadway Street (East), and Bridge Street.
- » **Local Roads or Streets:** Roads primarily serving local neighborhoods and providing access to individual properties. Most of the roads in Marine City are local roads or streets.

NON-MOTORIZED

The Bridge to Bay Trail is a 50-mile trail in St. Clair County that includes rail trails, boardwalks, bike paths, and riverwalks. It intersects Marine City going north-south. The trails starts on-road in the southern part of the City, but then the trail becomes an off-street shared use path as it moves north out of the City.



Map 3: Functional Classification and AADT



Historical Housing Features Analysis

Marine City is unique for its stock of historical homes throughout its neighborhoods. These homes not only provide visual interest but serve to enhance the overall character of the neighborhood and instill a sense of pride and cultural intrigue. Early in the planning process, city staff and stakeholders expressed a desire to preserve these assets and encourage their design cues within future developments, where appropriate. On June 23, 2023, planning staff toured neighborhoods close to the city hall, taking inventory of the various residential styles. The following analysis describes the predominant styles and bases for the design guidelines presented in Chapter 3, the Housing and Aging in Place Strategy Plan, of this Master Plan.



THE VICTORIAN ERA

Many of the homes in the study area were built either before 1900 or between 1900-1924 (SEMCOG map). This period is referred to as the Victorian Era, which correlates to the reign of Great Britain's Queen Victoria (1834-1901). This period saw several residential styles evolve from the prevailing Gothic style, featuring large, ornate homes in quintessential Queen Anne, Italianate, and Stick styles, to name a few. Despite these styles coming into their own during this time, they themselves were often replications of even older forms of construction harkening back to Medieval and ancient Europe. Due to the number of styles being popularized at the time, Victorian homes often feature a blend of elements from different styles, which can make them difficult to classify. Overall, it can be said that the Victorian Era was characterized by embellishments—ornament—signifying that architecture was not simply for the function of shelter, but for creative expression, too.

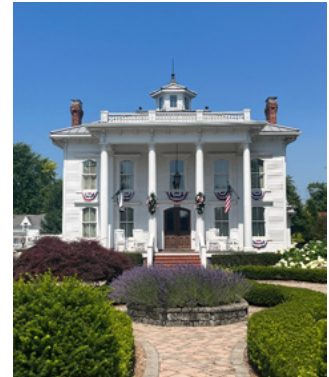
Stick Style.

One of the most prevalent residential forms in Marine City, Stick Style homes are characterized by tall, steep, and compound rooflines; angular projections; and signature 'stickwork' overlays on the façade that mimic timber framing elements. The style pre-dates the Queen Anne and is arguably the most original style coming out of the Victorian Era and is distinctly American. Today, it is not uncommon to see the stickwork and clapboard replaced with more economical vinyl or aluminum siding, as is the case with many historical structures; though there is no denying the characteristic pyramid-like roofline and massing of these classic homes.



Italianate.

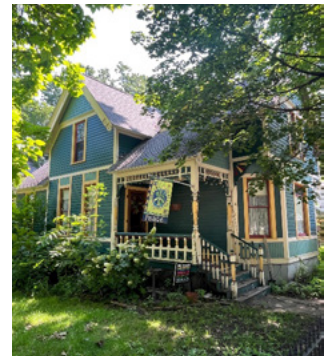
Several examples of the Italianate style can be found throughout Marine City. These structures are characterized by low-pitched roofs; bracketed eaves and porticoes; tall, narrow, and often arched windows; and in many cases, a distinctive belvedere or cupola (top hat-like structure). As the name suggests, these homes feature characteristics common in medieval Italian villas and countryside homes, appearing 'lighter' by way of design to allow light and air to circulate.



Queen Anne.

Arguably the most flamboyant Victorian style, Queen Anne homes pull their inspiration from several styles and time periods, particularly Stick Style and Gothic. These homes evoke a playful aesthetic, with steep, complicated rooflines; large, rounded turrets; and highly eclectic ornamentation and siding. While these homes tend to be tall and imposing, Queen Anne can also take form in smaller cottages and farmhouse styles.

What we see with all Victorian homes is the liberal use of ornamental features such as bracketing and spindles as well as complex rooflines, front porches, and plenty of windows. While it may not be desirable to require all of these elements in new residential developments, the City should implement design guides for developers to encourage compatibility with the surrounding neighborhood and contribution to a unique aesthetic quality.

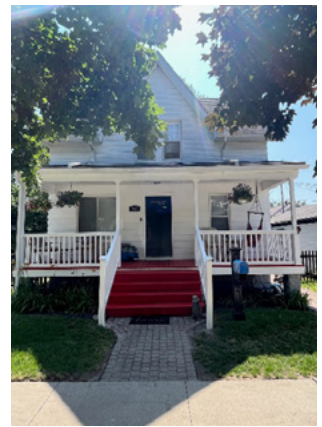


20TH CENTURY

Despite the bevy of quintessential historic homes in Marine City, residential neighborhoods are dominated by 20th century buildings, largely built between 1920-1970. Though not historic, several styles were popularized during this time period and contribute to the diverse housing stock we see today.

Farmhouse.

An understated style, Farmhouse structures exhibit a simple, economic form with little ornamentation, likely representing the largest share of homes in almost every small to mid-sized American city.



Cape Cod.

This American cottage-type home is characterized by low-slung roof and interior ceilings, shingles, and little ornamentation. Being so close to the water, it would make sense for Marine City to feature at least a couple of homes in this recognizable style.



Figure 7: Historical Features Map from SEMCOG



03



Marine City's Future

Community Input Summary

Public input through outreach and engagement was a critical component in the development of this Plan and included input from residents, business owners, community organization representatives, and other stakeholders. In addition to regularly scheduled Planning Commission meetings, the following communication mechanisms were employed during the master plan process to ensure community input: a City-wide open house, an online forum (survey), and a series of roundtable discussions. Below are summaries of each outreach mechanism with full results detailed in the appendix.

ONLINE FORUM: SURVEY

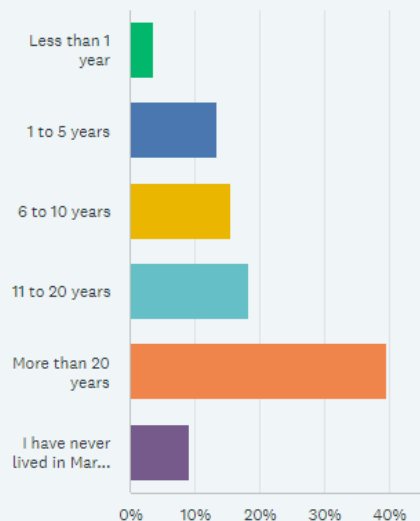
A public opinion (perceptive) survey was available for five months from June 9 through November 9, 2023. The survey was available in both online and hard copy. The survey had a total of 29 questions and included a variety of questions that spanned a variety of topics. The online and paper surveys received a total of 191 responses.

About 77% of respondents are residents and of those residents, about 40% have lived in Marine City for over 20 years. There was a showing, however, of residents from all age groups and timespan of living in Marine City. See the graphs for the complete age and residency breakdown.

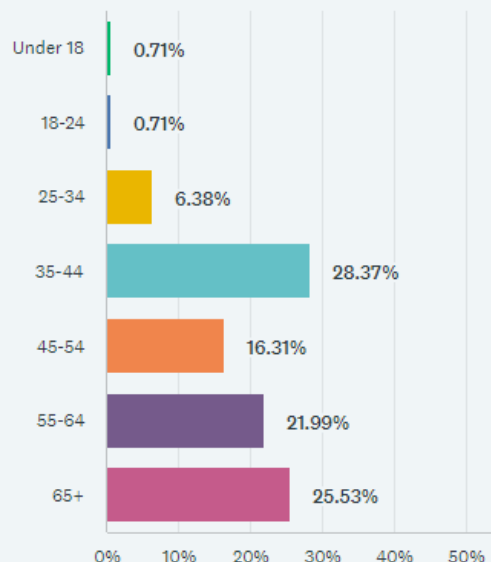
Table 15: Relation of survey respondents to Marine City

Response	Number	Percentage
I am a resident.	109	77.30%
I own property that I rent / lease in Marine City.	6.38%	9
I own property as a second home in Marine City.	3.55%	5
I live nearby in St. Clair County.	17.73%	25
I live nearby outside of St. Clair County.	0.71%	1
I work in Marine City.	12.06%	17
I am an avid patron of businesses in Marine City.	26.95%	38
I visit friends / family in Marine City.	17.73%	25
I visit public events hosted by or in Marine City.	21.99%	31
I visit the parks in Marine City.	25.53%	36

If you are a resident, how long have you lived in Marine City?



What is your age?





Assets. The top reasons participants liked living in Marine City included:

- » The size and small town feel of the community;
- » Access to waterways and riverfronts; and
- » The historic downtown.

Other common written comments included downtown restaurants, shops, and walkability.

Improvements. The most votes for areas of improvements went to recreational opportunities, better pedestrian pathways and connectivity and greater variety of retail and commercial businesses.

Written comments included safer roads and repairing roads, code enforcement, dog parks, recreational activities catering to the youth, and revitalizing the former City Hall at 300 Broadway into a community center. Requests for greater retail, such as grocery stores, and activity-oriented businesses, such as bowling, skating, etc. were mentioned in the written comments. There were also comments to elaborate on improved pedestrian pathways and connectivity: these included more crosswalks, more frequent buses along M29, repairing sidewalks, updating signage, greater lighting on neighborhood streets, a continuous waterfront promenade, fixing the Broadway Bridge to accommodate pedestrians and cyclists better.

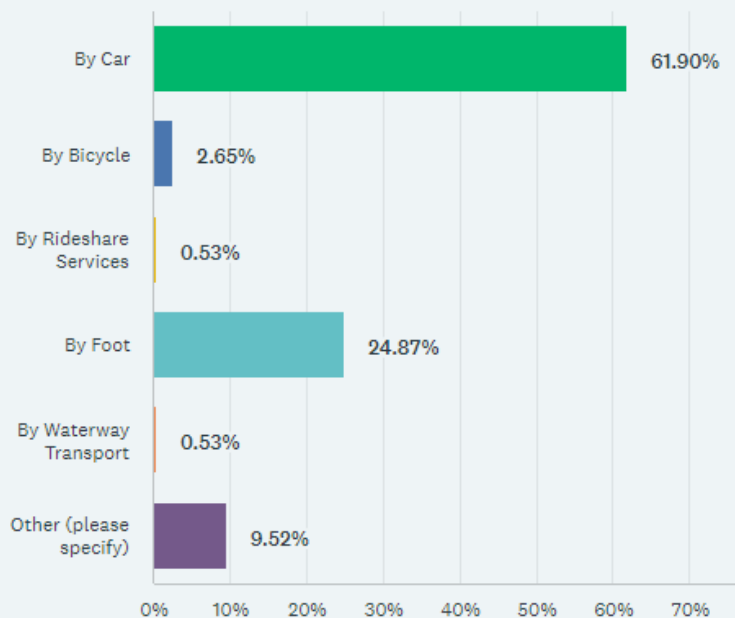
“Invest in multi-use zoning. Apartments above businesses—this creates cheap apartments because the business undercuts apartment expenses—it makes a more friendly community environment. People will travel less to meet their needs. Invest in public transit as a way to raise revenue (create a program to ferry drunk people from MC to St Clair to Port Huron when every city has music festivals at same time in summer) Keep streets in commercial districts pedestrian friendly by keeping lanes narrow, making frequent stops, and low speed limits.”



Challenges. Survey feedback highlights blight, code enforcement, road conditions, community representative disputes, internet access, downtown parking, and affordable housing, activities, and small shops as key challenges to an improved quality of life and local economy. A need for programming on owner-occupied housing assistance and parks and recreation programming were also identified

Additionally, when asked how you access local businesses, more than half of the respondents answered by car, despite the walkable scale (see graph below). Improving walkability and addressing the key deterrents to more people walking / biking will be important and help alleviate other issues such as parking demand.

*How do you access local businesses/
bars/restaurants?*



Land Use. Respondents felt there was the right amount of single-family and multi-family housing, but not enough owner-occupied housing. There was a tie in feeling that there is too much and the right amount of industrial land uses in Marine City. The majority felt there is the right amount of public spaces and access to the rivers; however, not enough recreational opportunities. Please note more feedback on parks and recreational opportunities from the survey, is discussed in this plan's chapter on parks and recreation.

Housing. Maintain housing affordability is important, respondents were interested in more housing developments that entailed single-family houses, historic-styled houses, and condominiums, as well as mixed-use housing, with retail on the first floor and housing above. For senior housing, the greatest preference was given to staying in their current home or independent senior living community.

Aging-In-Place. As residents age there may be a change in need for housing types, services, and access to amenities. When asked their preference on senior housing types, the most popular responses were to stay in the house they live in now (52%), Independent Senior Living Communities (48%), and accessible single-story homes (32%). Over 70 % of respondents indicated that living near other basic amenities (such as a grocery store), as well as in close proximity to family and friends, was important to them as they grew older in the City.

Other challenges to aging-in-place mentioned in the written comments include improved pathways to avoid tripping hazards, vehicle access, social activities, and housing options allowing for pets.

QUOTES

“The average American lives paycheck to paycheck and is looking for a starter home. I know the housing market is crazy at the moment, but homes around 150k-350k would be ideal.”

“More focus on the entire town instead of just the downtown water area. Update and add businesses throughout the entire Marine City such as by the old Kmart area.”

“Would love to be able to have things for kids to do locally instead of driving too far.”

“Marine City needs to stay what we all love, the small quaint beautiful crime free or almost crime free community that is not like every other town.”

“The old unused buildings need to be repurposed and opened to active businesses.”

IN-PERSON: OPEN HOUSE & ROUNDTABLES

Marine City and its planning consultants hosted the Open House and Roundtables, which occurred back-to-back on the evening of October 10, 2023. Featured were a variety of boards that participants could interact with focusing on the following topics:

- 1) Connectivity and walkability,
- 2) Parks and recreation,
- 3) Redevelopment opportunities, and
- 4) Visioning on general quality of life, housing, aging in place and the downtown.

Two roundtable sessions took place where participants discussed parks and recreation among other topics such as economic development and aging-in-place. Participants were also invited to provide anonymous input in a comment box.

The feedback received at the open house is reflected throughout this Master Plan document. The main takeaways included: add age-friendly housing, preserve historical features with room for improvements and redevelopment, enhance pathways to create safer environments for pedestrians, cyclists, public transit users, and drivers and improve the accessibility of amenities, enhance aesthetics and greenscaping through the City, boost marketing outreach.



The roundtable discussion focused on housing, parks and recreation, and economic development highlighted growth opportunities, such as:

- » Improving the streetscape of M29 and the Broadway Bridge
- » Offer greater resources and incentives for new businesses
- » Administer housing retrofit programs and façade improvements
- » Build on the City's nautical theme and unique features
- » Revamp the City's website and outreach
- » Collaborate and coordinate with St. Clair County to:
 - Amplify marketing efforts
 - Offer regional public transportation connecting to City's downtown and parks as well as to county parks
- » Enhance landscaping and green spaces with a pollinator program, more gardens, and green stormwater management
- » Preserve historical design elements and aesthetic throughout the city, while adding modern uses and amenities
- » Need greater housing variety for young families and seniors, such as cottage courts, split level duplexes, and independent living communities





An additional roundtable focusing on economic development with business owners and community leaders focused on the following feedback:

- » Recruit business types lacking within the City, such as grocery and general store
- » Fulfill residents' needs while recognizing and valuing that regional visitors and events drawing in visitors keep local businesses open
- » Roll out better parking management in commercial corridors as there is enough parking but seemingly in the wrong places
- » Expand the Bridge to Bay trail or similar pathways to connect to community amenities and destination points
- » Utilize the public marina to bring in regional visitors
- » Enhance connectivity and explore adding a water taxi



Goals & Objectives

The process of establishing goals, objectives, and indicators to measure progress is important to any strategic plan. Goal setting provides direction, identifies areas of importance, and keeps a community motivated and accountable. Goals are broader, tangible, descriptive statements of a desired outcome. Objectives are general actions that should be taken to achieve a goal, and tactics are the specific actionable methods to accomplish the goal. Objectives, tactics, and indicators make up an action plan following the goal statement.

Housing

Goal 1: Promote a variety of quality housing options to achieve affordable housing for all individuals and families.

OBJECTIVES:

- » Encourage the development of senior housing options for those 55 years and older to meet the needs of the growing senior population and to allow “aging in place.”
- » Develop a wide mix of missing middle housing typologies (i.e. townhouses, condos, lofts, work/live units, etc.) for young professionals near established commercial corridors and walkable areas and base development on market demand.
- » Administer financial support for housing and utility burdened residents.

Goal 2: Preserve historical housing and neighborhoods.

OBJECTIVES:

- » Utilize the design guidelines presented in this plan to ensure all future residential development is of the highest quality and is harmonious with existing neighborhoods.
- » Enforce property maintenance codes.
- » Incentivize the preservation and renovation of historical homes and features.

Goal 3: Prioritize vacant, underutilized residential properties for redevelopment and ensure compatibility.

OBJECTIVES:

- » Consider zoning amendments to support quality infill development of smaller lots.
- » Ensure quality housing redevelopments that contribute to the community character and cohesion.
- » Minimize difference in the aesthetic of commercial/ industrial properties buffering residential uses.

Economic Development

Goal 4: Build on the City's brand.

OBJECTIVES:

- » Identify Marine City's competitive advantage.
- » Generate brand awareness.

Goal 5: Create messaging for target audiences.

OBJECTIVES:

- » Identify target messaging.
- » Work with the County to create a marketing campaign to attract target audience.

Goal 6: Attract residents, workers, and entrepreneurs, with a focus on young professionals.

OBJECTIVES:

- » Communicate with target audiences.
- » Attract young professionals.
- » Recruit workers.
- » Recruit and support entrepreneurs.
- » Recruit residents.

Goal 7: (Re)develop priority sites.

OBJECTIVES:

- » Redevelop the former KMart.
- » Redevelop Mariners Landing Association Vacant Land.
- » Develop King Road vacant property, north of King Road Park.
- » Redevelop city-owned sites for greater community function.
- » Remediate potential brownfield contamination to make land available for development.

Goal 8: Improve and expand upon assets.

OBJECTIVES:

- » Improve connectivity and access to goods, services, and recreational spaces within the City, across Belle River, and the County.
- » Access and improve parking configurations to maximize space and development potential.
- » Build operational capacity within the City to maintain and expand upon quality services provided.
- » Support Downtown development and expansion.

Transportation Network and Connectivity

Goal 9: Expand nonmotorized trialways / pathways to connect to all parks and community amenities.

OBJECTIVES:

- » Support efforts to expand Bridge to Bay trail.
- » Expand the waterfront pathway along the St. Clair River to have one continuous pathway from the beach to nautical mile park to the public marina.
- » Add footbridge crossings over Belle River.
- » Utilize the Belle and St. Clair Rivers as transportation pathways within the City and the region.

Goal 10: Convert main corridors to “Complete Streets.”

OBJECTIVES:

- » Develop a local Complete Streets policy to consider multi-modal aspects of future road projects.
- » Seek funding to support multi-modal roadways that promote accessibility and traffic safety.
- » Actualize Safe Routes to Schools for it to be safe, convenient, and fun for kids to walk and/or bicycle to school.
- » Prioritize accident-prone roadways.

Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities..” — National Complete Street Coalition



Environmental & Climate Action

Goal 11: Continue stewardship of natural resources and expand the reach and function of green spaces and landscaping through the City.

OBJECTIVES:

- » Care for Belle and St. Clair rivers by prevent stormwater runoff and pollution from entering the waterways.
- » Facilitate youth educational programming about environmental services and stewardship.
- » Enhance the landscaping in parks to contribute positively to the local biodiversity and to offer leisure opportunities enjoying gardens by adding interesting natural features, such as pollinator plants, butterfly gardens, and/or community gardens.
- » Enhance the tree canopy in parks and throughout the residential neighborhoods.

Goal 12: Decrease car dependency to access amenities.

OBJECTIVES:

- » Ensure there is trailway or protected bicycle access to all City parks and community amenities.
- » Work with the County to coordinate and improve efficiency of regional transportation options.
- » Improve walkability and mobility throughout the community.

Goal 13: Anticipate and accommodate Electrical Vehicles and other electrical transportation options.

OBJECTIVES:

- » Coordinate with DTE to accommodate the installation of electrical vehicle chargers.
- » Strategize the electrification of the city's vehicle fleet.
- » Include electrical bikes and scooters in the planning of "Complete Streets" and infrastructure planning.

Refer to page 162 for the goals and objectives relating to parks and recreation

Strategy Plans

Included in this document are four strategy plans, which focus on the following topics:

- 1) Economic Development, Marketing, and Redevelopment Sites,
- 2) Housing and Aging in Place,
- 3) Climate Action and Energy Resilience,
- 4) Transportation and Complete Streets.

Strategy Plans provide an overview of the topics and the potential benefits to Marine City, as well as strategies to achieve the goals and objectives. A measurable, time-phased action plan, to accompany each strategy plan, is included in Chapter 5 Implementation.

STRATEGY PLAN 1:

Economic Development, Marketing, and Redevelopment

Following MEDC RRC's Marketing Plan Guide, this project:

- 1) Engages with community partners;
- 2) Conducts a physical, cultural and social asset audit;
- 3) Conducts an identity audit and defines the Marine City brand;
- 4) Defines target audiences and target messaging ideas;
- 5) Outlines marketing goals and objectives; and
- 6) Provides the initial step to market priority redevelopment sites.

This Marketing Plan establishes six goals, with objectives, tactics, and indicators for each goal. The goals are defined within this plan and outlined below:

- 1) Build on the City's Brand;
- 2) Create Messaging for Target Audiences;
- 3) Encourage Local Engagement Opportunities;
- 4) Attract Residents, Workers, and Entrepreneurs (with a focus on Young Professionals);
- 5) (Re)develop Priority Sites; and
- 6) Improve Assets.



PHYSICAL, CULTURAL AND SOCIAL ASSETS

An asset audit helps a municipality's marketing team understand and promote their competitive advantage over other communities. These assets can be incorporated in messaging campaigns to attract target audiences. Participants from the October 2023 Open House helped us identify Marine City's physical, cultural, and social assets.

Marine City's Primary Physical Assets are:

St Clair River. Marine City lies on this 40.5-mile-long river which flows from Lake Huron into Lake St. Clair. Its advantageous geographical location facilitated the City becoming a ship-building hub for the Great Lakes in the nineteenth century. Today, the St. Clair River is still central to Marine City's identity, and it draws visitors to the city for boating, fishing, and admiring large freighters as they cruise by on the river.

Marine City Beach. Free and open to the public, this beautiful beach on the St. Clair River offers a playground (with universally accessible components such as a wheelchair swing and mobi-mat for access to the water's edge), picnic tables, a bathhouse, spacious pavilion, and barbecue grills. Marine City Beach is a popular destination for swimming and fishing among locals and tourists.

Marine City Riverwalk. This scenic pathway that meanders along the river features numerous small parks, picnic areas, and benches. Additionally, the Marine City Riverwalk is known for its vibrant community events and festivals that take place throughout the year.

Bridge to Bay Trail. The 54-mile Bridge to Bay Trail follows the St. Clair River from New Baltimore in Macomb County to Algonac State Park in St. Clair County, passing through Marine City. The trail is diverse in style and includes boardwalks, riverwalks, rail trails, and bike paths in both urban and natural settings along the waterfront and inland corridors. The trail links neighborhoods, state and local parks, beaches, museums, lighthouses, commercial districts, schools, and government centers.

Algonac State Park. Encompassing 1,550 acres, this iconic park is best known for its views of freighters traveling along the St. Clair River. The park features a half-mile of riverfront, campgrounds, trails and a 1,200-plus acre dedicated natural area. Home to rare habitats, its lake plain prairies and oak savannas provide places to view prairie plants, birds and butterflies. Visitors can also enjoy camping (at either its Water Front or Wagon Wheel campground), archery, and trap shooting.

New Marina. Located along the Belle River only two blocks west of the downtown area, the city's new marina offers temporary docking and another connection along the Bridge to Bay Trail. Future plans for the marina include a park, restrooms, and parking spaces for cars. The marina represents the collaborative effort between public, private, and philanthropic sectors to enhance the region's waterfront assets. Local and statewide partners including the Economic Development Alliance of St. Clair County, Community Foundation of St. Clair County, Michigan Department of Natural Resources, Ralph C. Wilson, Jr. Foundation, and Blue Meets Green, among many others, have supported the project.



Marine City Riverwalk



The Mariner

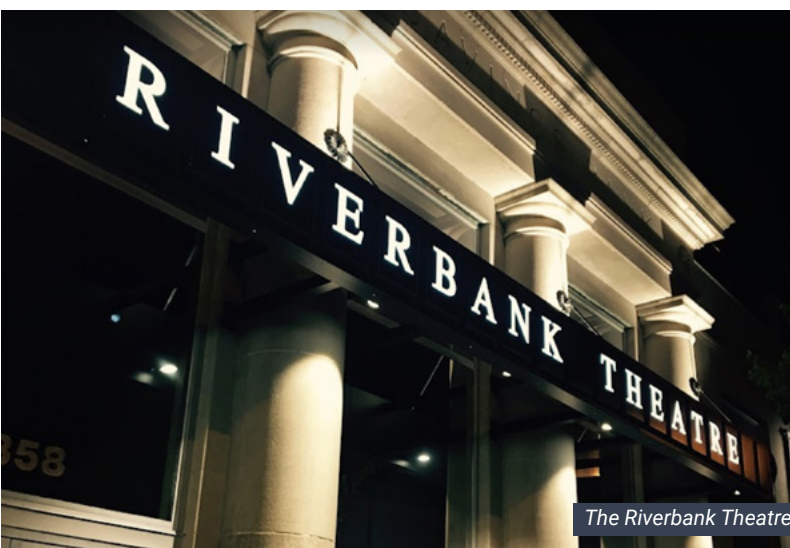
Marine City's Primary Cultural Assets Are:

The Mariner. Built in 1927 as a stage theater, the Mariner later became a cinema. In the 1970s the building became office space and thereafter fell into disrepair. However, in 2015, the historic Mariner was restored. Today, the Mariner contains shops, an art gallery, a boutique theater that shows independent films and documentaries, and a maritime museum featuring scale models of ships and military ocean craft. Also, the building's second floor features 16,000 square feet and is available to rent for special occasions.



The Snug Theatre

The Snug Theatre. This 98-seat professional arts space initially opened in the late 19th century as a vaudeville house. After being closed since 1970, it reopened in 2013 as a 98-seat professional arts space. Today, the Snug produces and directs licensed plays, in addition to showing musicals and concerts. It also hosts special events such as comedy nights, puppet shows, and guest speakers. Along with its nearby sister theater, the Riverbank Theatre, it is committed to showcasing local talent.



The Riverbank Theatre

The Riverbank Theatre. Located in the historic Marine Savings Bank building, with its bank vaults and early 1900s architecture still intact, The Riverbank Theatre accommodates 180 patrons. Since its reopening in 2015, the Riverbank Theatre has provided a diverse array of live performances, including plays, musicals, and concerts. In fact, each season includes special musical acts like the Detroit Symphony Orchestra and Macomb Caroling Company. The Riverbank Theatre also features a thriving Performing Arts Academy, where elementary and middle school age performers gain valuable performance skills in vocal technique, acting, and dancing.

Peché Island Rear Range Lighthouse. Built in 1908, this historic lighthouse was located on Peché Island at the entrance to the Detroit River from Lake St. Clair. For 75 years it helped guide vessels through Lake St. Clair's twenty-foot channel. However, over time, storms and ice took their toll on its crib foundation. Responding to requests from residents of Marine City, the Coast Guard moved the 60-foot tower there in 1983, replacing it with a modern structure. In 2014, the City renovated and repainted the tower. Today, the lighthouse is in Lighthouse Park on the city's waterfront.

Marine City Pride & Heritage Museum. Located in a building originally constructed in 1847 as a schoolhouse called Newport Academy, the Marine City Pride & Heritage Museum contains well-curated collections organized in 3 distinct galleries: the maritime gallery; lifestyle gallery; and business & commercial gallery. Highlights of the exhibits include a 4.5- by 36-foot diorama of the Belle River in 1885 (when 5 shipyards were engaged in producing some of the finest ships on the Great Lakes), a scale model of the 1868 tugboat "Champion," completely furnished rooms dating back to the 1800s, and a blacksmith shop built on the museum grounds. Additionally, the museum hosts special events, workshops, and lectures focused on specific aspects of Marine City's heritage. The Marine City Pride & Heritage Museum has been added to the State's register of historic places.

Marine City Historic City Hall. This building served as the seat of local government from 1884 to 2005. Designed by architects George Mason and Zachariah Rice in the early 1880s, its design was influenced by the shingle and Romanesque revival style of Henry Hobson Richardson, who famously designed Trinity Church in Boston. George Mason would go on to design the Grand Hotel on Mackinac Island, the Detroit Opera House, the Belle Isle Aquarium, the Detroit Masonic Temple, and the Detroit Yacht Club. Marine City's historic city hall was added to the National Register of Historic Places in 1982.



Peché Island Rear Range Lighthouse



Marine City Pride & Heritage Museum



Marine City Historic City Hall

THE CITY BRAND AND IDENTITY

A brand is the way people feel about a community, its reputation, and how it wants to represent itself. A municipality with a strong brand means that it is unique and has an immediately recognizable identity that distinguishes itself from others. After establishing a brand, the next step is marketing it. Strong brand marketing builds awareness and makes it more likely that a target audience will think of the municipality when they are searching for a location to live/work/play/employ.

The following elements have been identified for improvements through an audit of the City's brand:

Website

Overall, the City's website is acceptable. However, there are a few additions that could make it a better tool for helping promote the City.

"About Marine City" Section. Currently, the City's website has an extremely short (4 sentence) description of the history of Marine City, which does not even reference its central role in the shipbuilding industry. Moreover, there is no general description of present-day Marine City. Corporate executives and developers are looking for relevant information on why Marine City is a good place for investment. Therefore, on the front page of the City's website, we recommend adding a tab titled "About Marine City" with the following text:

Marine City is a charming and historic waterfront community nestled along the banks of the St. Clair River. During the late 19th and early 20th centuries, it was the premier shipbuilding center on the Great Lakes. At its zenith, Marine City contained 35 shipyards

that produced a total of 250 vessels—from schooners, steamboats, tugs, and every kind of vessel in-between. Although the shipbuilding industry in Marine City gradually declined over the years as a result of changing economic conditions and advancements in transportation, the city's shipbuilding legacy is still celebrated.

Today, Marine City has retained much of its original charm and its historic streets are lined with beautifully preserved Victorian architecture. The City is a business-friendly community that supports entrepreneurs and attracts talented individuals who want to live amidst the City's wide array of amenities and cultural and natural resources.

Downtown Marine City is an attractive and vibrant tourist destination with one-of-a-kind stores, diverse dining options, busy office spaces, an array of high-quality and affordable housing options, and cultural amenities such as The Snug and Riverbend Theatres. Many of the downtown's local businesses and attractions are deemed destinations for the Detroit Metro Area.

Marine City is a cultural hub, hosting vibrant events and festivals throughout the year. The annual Maritime Days celebration pays homage to the City's maritime heritage, featuring boat parades, live music, and family-friendly activities. Along with the downtown's historic theaters, local art galleries contribute to the City's lively cultural scene

For outdoor enthusiasts, Marine City is a recreational paradise. The river offers opportunities for boating, fishing, and kayaking, while nearby parks provide hiking trails, playgrounds, and sports facilities. Additionally, the City's many riverfront parks provide a serene escape for picnics, leisurely walks, family gatherings, and admiring large freighters as they cruise by.



“Recent Projects” Section. The purpose of this section is to highlight recent successful projects the City has implemented. Priority should be given to those projects that help benefit the attraction or expansion of local business, but all successful and notable City projects should be highlighted in a case study format. This allows the residents and prospective businesses to understand the competence level of the City.

“Media Center” Section. This section would include primary media contact information, recent press releases, and a catalog of professional photos highlighting key assets of the community. This section would become a resource for local and regional media, as well as the general public, to access communications from the City as well as media that could be used in stories.

“Developing in the City” Section. This section would be instructional for anyone who wants to do any type of development in the City. This section should include downloadable graphics/flowcharts of the various approval processes for developing/redeveloping property in the City. These charts should also include key contact information and estimated timelines for approval.

Writing Style

The following should guide the tone of Marine City’s messaging:

The “Marine City” Voice. The tone of public-facing communication should be done in a manner that humanizes Marine City. Communication should be approachable and make readers feel confident in the information being communicated. The City should evaluate whether the voice it is using can be understood by all constituents, and it should make all constituents feel like their concerns are a priority.

The City should not use cliches, jargon or overly complex language. We must write at a level that all residents can understand. The City should speak in a way that articulates its ability to answer questions, and communicate and educate residents on various opportunities and issues. The tone should be sincere, but no-nonsense.

Moreover, messages should vary based on the distribution channel. For example, messages for social media are shorter than print. Adjusting the message based on the channel is imperative to achieve maximum impact.

Social Media Basics

Marine City social media should communicate the City’s values clearly, connect to the brand, and remain simple. The visual story should complement the text but not be so cluttered that it distracts from the overall message. Social media posts are most effective when they do the following: Tag/mention the appropriate people or organizations; use photo or video to increase engagement; utilize hashtags to increase post visibility; inform and entertain; and encourage interaction (a call to arms).

Logo

A logo is often the most recognizable part of a brand. Logos represent an entire organization, which is why each piece is thought out to provide strong visual impact. When using the logo, these rules should be followed:

- » Full color should be used when possible
- » Encapsulated PostScript (EPS) files should be used whenever possible, as they are the highest-quality
- » Portable Network Graphics (PNG) files are used for digital ONLY
- » The logo should not be edited, stretched, or modified in any way. The proportions should never be altered.

Community Slogan

Marine City should create a slogan that can be included in the City's logo. A slogan is a short and memorable phrase or motto that encapsulates the community's essence, values, or identity. It has the potential to communicate a clear, specific message with visitors as well as increase a sense of belonging, unity, and pride amongst residents and the businesses in the community. Ideas could be solicited in a community competition that is decided by a selected committee, or the City could consider one of the following:

“Where Historic Charm meets Riverfront Beauty”

“Where Historic Charm meets a walkable, bikeable, swimmable community”

“Where a historic downtown meets the tranquil riverfronts”

“Enjoy the day in Marine City with river view parks, historic charm, and freighters passing by.”

Graphics

Graphical elements such as vector shapes, lines, and icons, should use City colors and have high resolutions. The following are poor graphic elements: compressed or altered text; images or shapes rotated at angles; a disproportionate City logo; and illustrations taken from the Internet (especially images with watermarks).

Maps require additional care when they are used within media messaging. When using maps as graphics, the City should always include a legend to help aid the user. Manual re-scaling should be avoided. Changing the scale of a map makes line weights, label sizes, and other page elements illegible or difficult to read; focusing on the priority area and removing superfluous information can help avoid crowding the map. Geographic Information Systems (GIS) resources should be utilized; where possible, maps should be created for each intended use with the data, base maps, templates, and map colors and symbols available in GIS.

Professional photography is often the most overlooked part of community marketing but can communicate what simple words cannot: beauty, fun, a sense of belonging, and diversity. We recommend the City contract to have professional photographs taken in all four seasons, with the goal of 100 to 250 high quality photos added to an accessible portal for the City and the public to access and use (as mentioned above under the “Media Center” Section). Priority photos should include:

- » Parks & trails (both empty and in use)
- » Community festivals and events
- » St. Clair River, City beaches, and large freighters
- » Key redevelopment sites
- » Recent notable public & private projects

Typography

Consistency through typography is a powerful way to make the Marine City brand recognizable across departments and platforms. We recommend that the two main typefaces for the City be Montserrat and Lora. The contrast of a sans serif (no frills or ‘tails’ at the ends of characters) and serif font (with ‘tails’) provides variety for headlines and body copy. Using different or custom fonts is discouraged.

Aa

MONTSERRAT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+?

Primary Use

- Headlines
- Captions
- Body copy

Aa

LORA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%^&*()_+?

Primary Use

- Captions/cutlines
- Subheadlines
- Body copy

TARGET AUDIENCE, MESSAGES AND COMMUNICATION

This marketing plan identifies key target audiences and related messaging. The table below represents the RRC recommended target audience groups. Additionally, the table provides key messaging, relevant assets, communication preferences for each target group, and key partnerships to help spread the message to each target audience.

The top priority target audiences identified at the October 10th Open House are prospective residents, with a focus on young professionals, prospective workers, and entrepreneurs.

Partner Legend:

MCCC	Marine City Chamber of Commerce
SCCL	St. Clair County Library System
CC	City Commission
PRA	Parks / Recreation Activities Department
CP	Community Publishing
CWW	Community Foundation of St. Clair County
EDC	Economic & Development Commission (note to self: like DDA)
EDA	Economic Development Alliance of St. Clair County
MEDC	Michigan Economic Development Corporation
MHH	Michigan Helping Hand
DHH	Downriver Helping Hands
MCA	City Administration
ECPS	East China Public Schools
WIN	Workforce Intelligence Network for Southeast Michigan

TARGET AUDIENCE

Prospective Residents

with a focus on young professionals

PRIORITY 1

Key Message	Marine City Assets	Key Partnerships	Communication Preference
Affordability	Market missing middle housing partnerships and opportunities as they arise	CP, MEDC	1) Social Media (Facebook, Instagram, TikTok) 2) Search Engine Optimization of Website 3) Realtor outreach
Walkable neighborhoods	Promote walking trails and improvements to sidewalks and paths	PRA, CP	
Great downtown with entertainment and dining options	Downtown restaurants, retailers, and activities	MCCC, EDC	
Close to work	Proximity to Interstate 94		
Outdoor activities	St. Clair River and numerous City parks	PRA	
Gig-Speed internet available		AT&T, T-Mobile	
Excellent schools		ECPS	
Outdoor Activities & Parks	Plethora of activities on St. Clair River, Bridge to Bay Trail, and numerous beaches	PRA	

TARGET AUDIENCE

Prospective Workers

PRIORITY: 1

Key Message	Marine City Assets	Key Partnerships	Communication Preference
Company history (length of business, expanding/downsizing, major advancements/investments, financial troubles)		WIN, Michigan Works!	1) Social Media (LinkedIn, Facebook, Instagram, TikTok) 2) Search Engine Optimization of Website 3) Local talent support organization e.g., Michigan Works! (Macomb/St. Clair location)
Company values (career goals align with mission statement, donations to charities)			
Job location	Proximity to freeways		
Working hours (work-life balance, normal hours worked a week, PTO, on call)			
Salary and benefits			
Opportunities for growth (opportunities for senior positions and to learn new skills)			

TARGET AUDIENCE

Entrepreneurs

PRIORITY: 1

Key Message	Marine City Assets	Key Partnerships	Communication Preference
See prospective residents.			1) Social Media (Linked-In, Facebook, Instagram, TikTok) 2) Search Engine Optimization of Website
Business-friendly local government		MCA, EDC	
Available funding support (grants, low interest loans)	MCA funding and incentives, EDA incentives	MCA, EDC, MCCC, EDA	
Retail, office, and R&D space available		MCA, EDC, MCCC, EDA, CWW	

TARGET AUDIENCE

Existing Residents

with a focus on young professionals

PRIORITY: 2

Key Message	Marine City Assets	Key Partnerships	Communication Preference
See prospective residents.			1) E-mail 2) Marine City website 3) Text message 4) Social media (Facebook, Instagram, TikTok) 5) Marine City area newspapers

TARGET AUDIENCE

Existing Businesses

Manufacturing

PRIORITY: 3

Key Message	Marine City Assets	Key Partnerships	Communication Preference
High concentration of manufacturing workers	25% of the population over 16 have manufacturing jobs		1) E-mail 2) City website 3) Text message 4) Social media (Facebook, Instagram, LinkedIn) 5) Marine City area independent newspapers 6) Mail
Transportation network	Proximity to Interstate-94		
Business-friendly local government		CC	
High quality of life	See prospective residents		

TARGET AUDIENCE

Existing Businesses

Retail

PRIORITY: 3

Key Message	Marine City Assets	Key Partnerships	Communication Preference
Strong Demand	Independent retail market study conducted by McKenna found city could support 40,000 square feet of additional retail space.		1) E-mail 2) City website 3) Text message 4) Social media (Facebook, Instagram, LinkedIn)
Availability of retail sites	Plenty of vacant sites	MCA, EDC, MCCC	5) Marine City area independent newspapers
Business-friendly local government		MCA, EDC	6) Mail

TARGET AUDIENCE

Corporate Executives

PRIORITY: 4

Key Message	Marine City Assets	General Partnerships	Communication Preference
Quality of Life	Downtown, outdoor activities, parks, schools	MCA MEDC EDA	1) Trade shows and recruitment missions
Energy availability			2) Direct marketing (LinkedIn)
Construction costs			3) Site location and industrial realtor outreach
ICT / broadband			4) Website
Energy costs			
Environmental regulations			
Available land	Priority Redevelopment Sites		
Highway accessibility	Proximity to Interstate 94		
Proximity to major markets			
State and local incentives	EDA, MEDC, St. Clair County		
Tax exemptions	EDA, MEDC, St. Clair County		
Available buildings			



Ideas for Improvement:

1. **Reach out to existing and prospective employers and understand who needs more employees and make sure their website and job post features answers to the elements listed in target messaging column.**

Goals: Recruit prospective workers; support existing businesses

2. **Partner with residential real estate developers and local employers to produce a community wide marketing campaign featuring new jobs and lodging with rent rebates.**

Goals: Recruit prospective residents, workers and entrepreneurs, support existing businesses

3. **Maximize internet advertising of residential and career opportunities.**

Goals: Recruit prospective residents and workers

4. **Share residential opportunities with local businesses and employers. Print out flyers and price sheets of opportunities and post in break room.**

Goals: Recruit prospective residents

5. **Consider a small gift to the workers that live and work in Marine City. Thank them for their residency and ask if they would refer the apartment community to their colleagues at work.**

Goals: Recruit prospective residents

6. **Finish the target message and audience table by identifying Marine City programs, policies and partnerships to create a marketing campaign that attracts the target audience.**

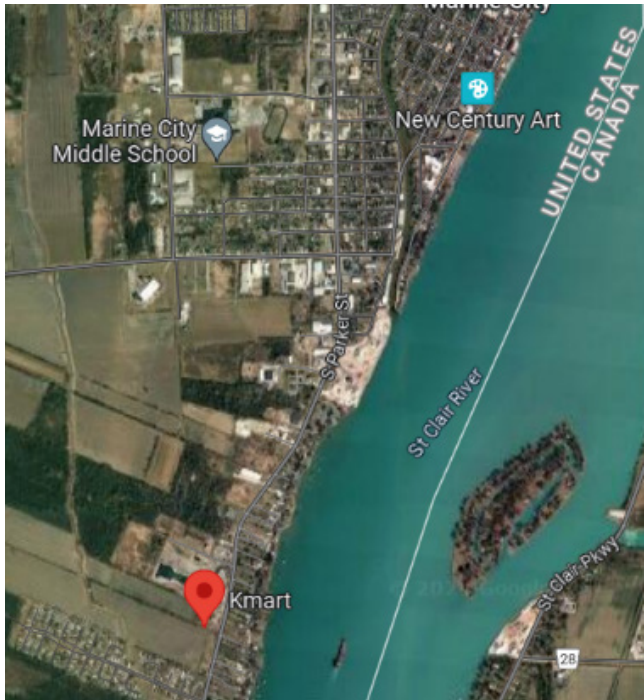
Goals: Recruit prospective residents, workers, businesses, and corporate executives

7. **Increase housing stock so that there is available housing for management level employees and workers.**

Goals: Recruit residents and support entrepreneurs and businesses

PRIORITY (RE)DEVELOPMENT SITES

A key part of a marketing plan is identifying priority redevelopment sites. Priority redevelopment sites are critical to future economic development, quality of life, and residential, commercial and industrial growth. Components when identifying a priority site include site development challenges and the community's vision for a site. Presenting challenges and community vision maintains transparency with the community and also potential developers. It shows that communities are proactive towards development and ready to help. The priority (re)development sites include the following top three sites.



The former Kmart at 6730 S Riverside Road

Acres: 5.72

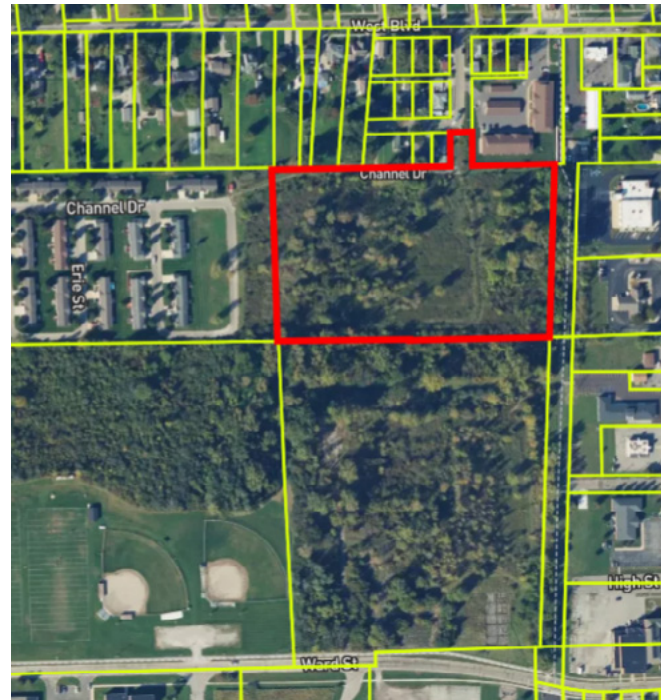
Parcel ID: 74020123011000

Zoning: B-2 General Business

Future Land Use: Commercial Mixed-Use

Site Challenges: Demolition costs, costs to retrofit a big box store, privately-owned, no financial development incentives (not in an opportunity zone), limited accessibility from other parts of the City

Redevelopment Idea: Mixed-use development; Retail component could entail one of the following: grocery store, privately-owned Indoor recreational facility



Mariners Landing Association Vacant Land

Acres: 8.28

Parcel ID: 7402001305000

Zoning: R-M Multiple-Family Residential

Future Land Use:

Site Challenges: Brownfield

Development Idea: Trailways, renewable energy, housing



Property north of King Road Park

Acres: 5.68

Parcel ID: 74-02-002-3011-100

Zoning: R-M Multiple-Family Residential

Future Land Use: Mixed-Use

Site Challenges: Privately Owned

Development Idea: Mixed use with housing development of rowhouses or other family-oriented housing

PRIORITY SITES FOR PUBLIC ACQUISITION AND DEVELOPMENT:



The Historic City Hall at 300 Broadway

Acres: 1.80

Parcel ID: 74-02-475-0632-000

Zoning: B-1 Commercial Business District

Future Land Use: Community Facility

Site Challenges: Cost for repairs and maintenance. Publicly owned but not in use.

Development Idea: Public-private partnership opportunity for the space to be used as a community event space, private event space, business incubator space (retail or food-based services)

City Hall Building

The City Hall building, at the corner of Main Street and Broadway, is recognized as a unique historical structure by both residents and those outside the city. The building was completed in 1884 and designated as a Michigan Registered Historic Site in 1976 and was included on the National Register of Historic Places in 1982. Efforts have already been made to improve the appearance of the building in character consistent with the historical style, Richardson Romanesque (a style of Romanesque Revival architecture named after architect Henry Hobson Richardson) of the period (1838-1886) in which it was built. However, a study completed in 2000 by the Smith Group, an architectural and engineering



consulting firm, indicates that much work needs to be done to repair building deterioration and to bring the building into compliance with national standards for preservation of historic structures and with code and handicapped accessibility requirements.

At present, the City Hall building sits empty. Prior to that, the City Hall building housed the offices of the City Manager, the City Clerk, the City Treasurer, the Assessor, the Recreation Director and the Building Inspector. There was a conference room located in the basement level of the building. The second level contains an auditorium with a stage. The police department occupied a ground floor addition to the original building, which was completed in 1940.

However, all of these City officials and departments have had to relocate to other facilities until that time at which the City Hall building is renovated. City officials have moved their day-to-day operations to the Guy Center on Parker Street.

The required renovation work at the old City Hall building includes:

- » Rehabilitation/restoration of interior surfaces, interior doors and trim;
- » Rehabilitation of mechanical and electrical systems; and
- » Other improvements to bring the building into compliance with code requirements, including handicapped accessibility.

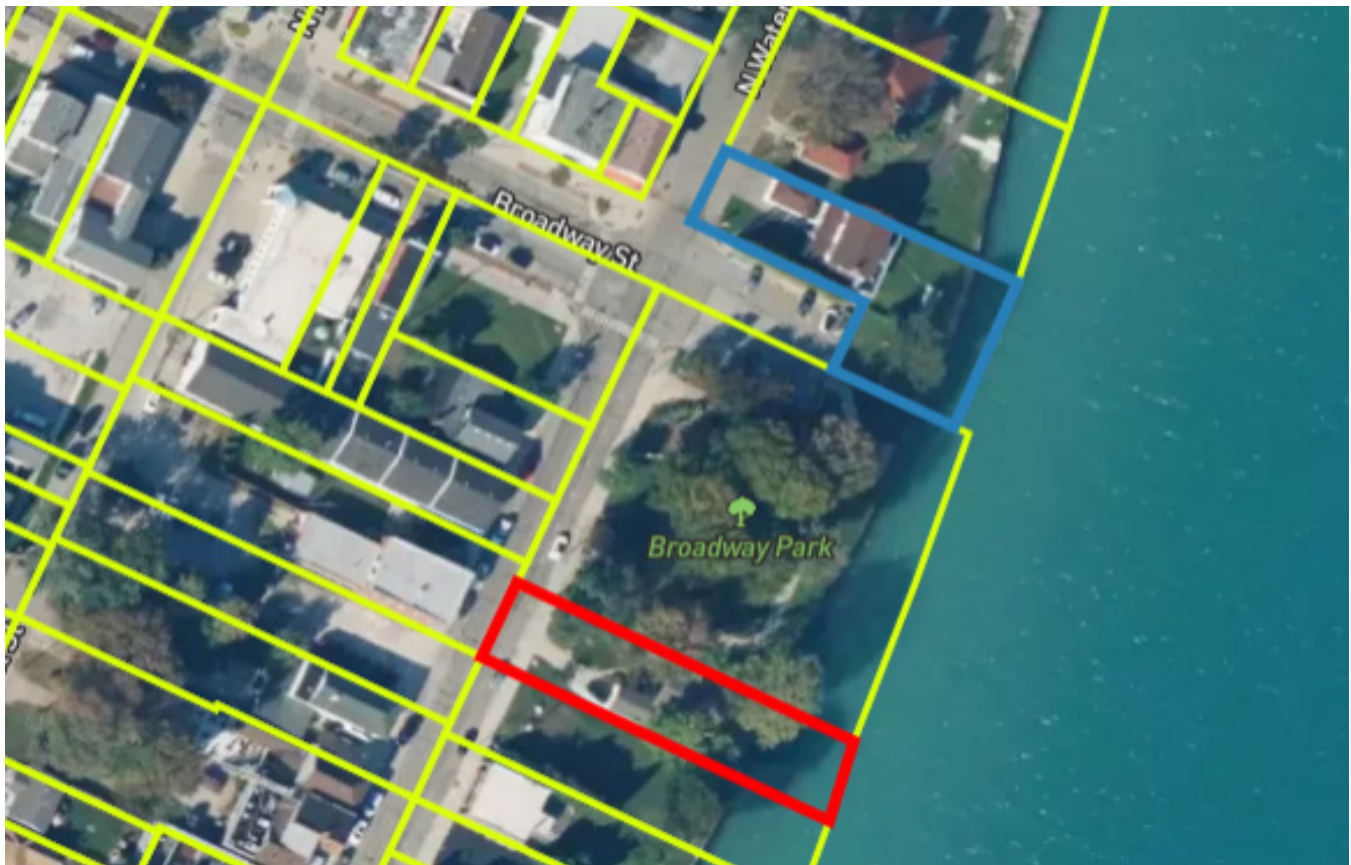
The estimated cost for all of this work is approximately \$2.6 million. Because of this cost, the work may need to be conducted in stages over several years, unless long-term financing is arranged, such as a bond issue.

Historic preservation grants may be available from a variety of sources to offset a small portion of the cost.

Only Certified Local Governments are eligible to apply for Historic Preservation grants. The Certified Local Government Program was established to enhance local government preservation efforts by increasing public interest and involvement in preservation activities. To become certified, a government must, at the very least, have a local historic district commission with design review control over established or planned locally designated historic districts.

Other sources of funding include: general obligation bonds, building authority bonds and USDA Rural Development Administration loans.





Waterfront Properties dividing parks and the waterfront walkway:

108 N Water St (blue Outline)

Acres: 0.3

Parcel ID: 74-02-475-0423-000

Zoning: W-M Waterfront Recreation and Marina

Future Land Use: Recreation / Mixed Use

Site Challenges: Privately owned for place of residence.

Development Idea: Mixed-Use: Retail and Residential. Redevelopment must include waterfront pathway to connect the existing walkways on either side.

129 S Water St (red Outline)

Acres: 0.26

Parcel ID: 74-02-475-0269-000

Zoning: W-M Waterfront Recreation and Marina

Future Land Use: Recreation / Mixed Use

Site Challenges: Privately owned for place of residence.

Development Idea: Mixed-Use: Retail and Residential. Redevelopment must include waterfront pathway to connect the existing walkways on either side.



New Public Marina

Acres: 37

Parcel ID: 74-02-475-0002-000

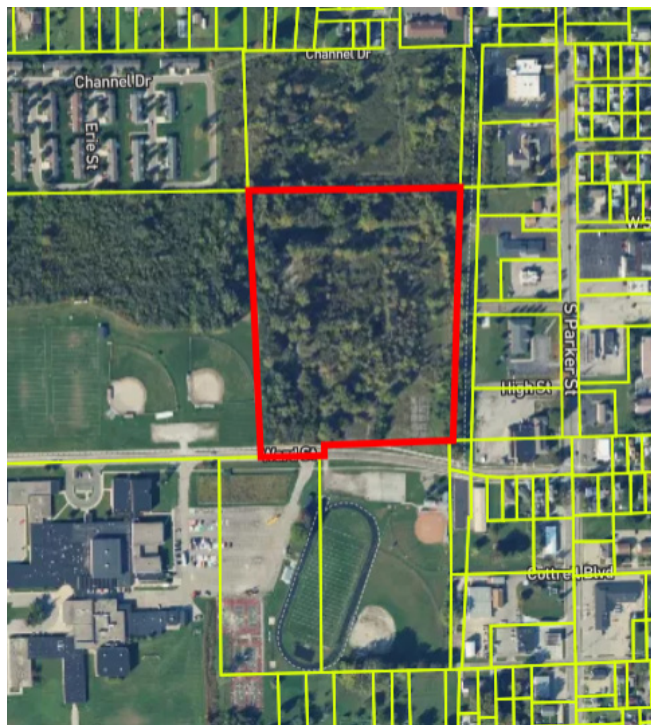
Zoning: B-1 Commercial Business District

Future Land Use: Recreation

Site Challenges: Cost of improvements, parcel size limits development

Development Idea: Public-private partnership opportunity for full service marina, restrooms, parking.

VACANT PROPERTIES IN THE DEVELOPMENT PROCESS


Brownfield
600 Ward Street

Acres: 14

Parcel ID: 74-02-625-0024-000

Zoning: L-1 Light Industrial

Future Land Use: Recreation

Site Challenges: This is a brownfield site from its former use by Detroit Gasket and Manufacturing Facility.

Development Idea: Recreational area with wooded trailways. At the onset of this Master Plan planning period, 600 Ward Street was identified as a key redevelopment site. However, in December 2023, a private donor, Michael Klieman, surprised the City and intends to develop for recreational purposes to support the City's Little League.

Housing Development
at 2006 S. Parker Street

Acres: 10.68

Parcel ID: 74-02-012-3004-000

Zoning: R-M Multi-Family Development

Future Land Use: Medium Density Residential

Site Challenges: Privately owned for place of residence.

Development Idea: Medium Density Residential Development with amenities to service residents as well as adjacent properties, such as neighborhood park for public use. Appropriate landscaping buffers and open space incorporated.

STRATEGY PLAN 2:

Housing and Aging In Place

CONSTRUCTION SLOWDOWN

Between 2020 and 2021, national prices rose over 12%. The combination of low supply and high demand is causing entry-level prices to rise rapidly, which is triggers affordability issues for buyers of all income levels. Young families are being priced out of starter homes while existing owners are seeing their taxes rise year after year. Even pre-pandemic, the share of starter homes in construction declined from 40% in the early 1980s to around 7% in 2019. Through public engagement, residents expressed concern over the lack of housing options for young families, which are key to maintaining the tax base for the community.

LACK OF AGE-IN-PLACE HOUSING

Like many other legacy communities in southeast Michigan, Marine City's housing needs are also being affected by national demographic shifts. As Marine City ages along with the state, the demand for housing types is changing. About 25% of new households prefer condos and townhomes, and most young adults and older adults prefer smaller size units which are more affordable. Providing appropriate senior housing options that are safe, attractive, and stimulating is increasingly important as the general population ages. Marine City residents recognize the importance of having housing types that meet the needs of people at all stages of life and emphasized the need for high-quality options during public feedback.

Today, Marine City is largely composed of single-family homes. While beautiful, these homes are rarely accessible and often unaffordable for young parents or fixed-income seniors. To make Marine City age-in-place friendly, the City must allow people to modify their existing homes to be accessible and also accommodate more housing options, such as

apartments, duplexes, and assisted living facilities.

Aging in place is about being able to live and thrive in the community throughout all stages of life. From childhood to old age, it is the ability to remain in the communities with friends, family, and neighbors.

When talking about housing, aging in place has two aspects to consider: the individual home and the larger community.

The first aspect to consider is the individual home - is this home accessible for people at all stages of life and with all physical abilities? Questions to consider are:

- » Does this home have a roll in shower?
- » Does this home have a step free entry?
- » Does this home have countertops that can accommodate people at both sitting and standing heights?
- » Does this home have a fridge that can be used equally easily by a child or an adult?

These aspects, and more, come together to determine if a home is age-in-place-friendly.

The second aspect to consider is the housing stock of the entire community.

- » Does the housing stock meet the needs of people in different age groups? This means examining the community to make sure that it has a range of housing to accommodate a diversity of ages.
- » Does the community have apartments and starter homes for young couples?
- » Does the community have single family homes for people with children?
- » Does the community have condos and ranch style homes for people who are downsizing after their children move out?
- » Does the community have independent living facilities?

Having a balance of all of these housing types ensures that a community is age in place friendly, and that people can stay in the community that they love their whole life.

THE FUTURE OF HOUSING IN MARINE CITY

Providing for More Types of Housing

Partly reflected in the Balanced Housing Analysis, the future housing stock of Marine City will need not only more starter homes, but also more townhomes, apartments, and alternative housing types. “Missing Middle Housing” is a term that encompasses all the housing types that residents want to live in but do not currently exist in a community, usually because they are not provided for in the zoning ordinance and/or master plan. Common missing middle housing types in older Michigan communities, which typically have a high number of single-family homes, include duplexes, fourplexes, cottage courts, and second-floor apartments above commercial businesses. **These types of housing are generally compatible with the character of existing single-family residential neighborhoods** and can work to support walkability, provide locally serving retail, and improve access to public transportation options. They can also provide a range of affordability to address the discrepancy between the cost of available housing stock and the prices people can afford. As such, many municipalities are filling in the missing middle portions of their zoning codes by creating new residential or mixed-use zoning districts that provide for one or more of these missing middle types by-right.

When asked about the types of housing that would best fit within the community character, residents responded positively to split-level duplex conversions, which is the conversion of an existing single-family housing into a duplex. Residents favored this option because it maintained the character of the home while allowing for accessible first-floor living. Additionally, conversions allow low-income homeowners to get incremental return on their property while also filling a gap in the housing market.

What is FORM-BASED CODE?

While traditional zoning codes focus first on the use of land, form-based codes prioritize the form of buildings, based on the belief that the form of buildings is more important than the use in determining community character. Form-based codes are proactive instead of reactive. Zoning tends to be reactive because it is focused on preventing development that would be damaging to the community; conventional zoning tells people what they can't do. Form-based code set the standards for how the building should look—telling people what they can do—and then lets the building form dictate the use.

When first implemented, some communities expressed concern about undesirable uses becoming nuisances under a form-based code. However, this concern has largely been resolved as communities with long-standing form-based codes continue to thrive without nuisance issues. For example, under a form-based code, a downtown building with strict design guidelines could not accommodate an automotive wrecking yard. This is because the entrance design, windows, pedestrian access requirements, and other design controls make it impractical to operate such a business in that location. Even though the wrecking yard is not explicitly prohibited, it is effectively excluded from the downtown by the form of the building.

Additionally, residents responded positively to cottage court development and attached row-style condominiums. Cottage courts are single-story developments where ranch-style homes all face a shared courtyard, rather than the street, creating a small-town feel. Like traditional condos, cottage courts share maintenance requirements for the courtyard, providing residents with a lower-maintenance and lower-cost living option. Beyond cottage courts, residents also expressed the general need for high-quality condos and small-floor plan options to facilitate aging in place. Younger residents tended to be interested in row-style homes, while seniors had a strong desire for ranch living for accessibility, and both groups emphasized the importance of affordability.



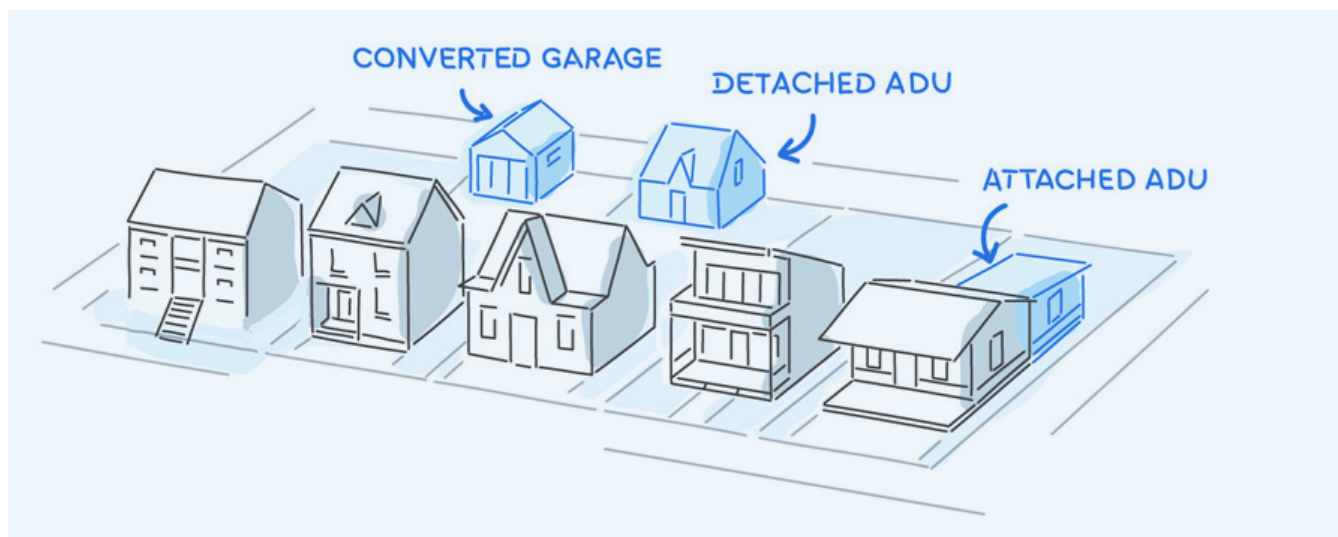
Accessory Dwelling Units

Accessory dwelling units (ADUs), also known as granny flats, mother-in-law apartments, or carriage houses, are housing units that are constructed on the same parcel as an existing primary residence, such as a single-family home. ADUs might be in an accessory building, such as a converted garage or new construction, or attached to the primary residence, such as a converted living space, attached garage, or an addition. At the height of the suburbanization, communities favored low-density development defined by large-lot single-family homes and ADUs, that were once a common amenity, were excluded from zoning codes. However, growing demand for affordable housing, combined with limited land, has led to changing attitudes about the use and development of ADUs. Municipalities have consistently found that ADUs are an efficient way to increase the number of affordable housing options while also meeting the needs of older adults, emptynesters, and young working professionals, many of whom are priced out of traditional homeownership. Like split-level conversions, they also give people a way to “cash in” on the equity of their home without having to sell it. ADUs are also one of the most affordable options for both individuals and cities (if offered financial assistance) because they are often simple conversions, do not require the purchase of new land, and are on lots that are already serviced by utilities.

The public response to ADUs through the survey and the workshop was less enthusiastic than the response for split-level conversions, cottage courts, and row houses. As such, ADUs should generally be limited

to locations where they can be easily incorporated without having an impact on the visual character of the community; in particular, the north Broadway neighborhood, which has a higher frequency of existing garages. Additionally, ADUs should have design standards which ensure they are harmonious with the existing building and neighborhood character.

Across the nation, local and state governments are making legislative changes to increase the number of residential offerings in single-family residential zoning districts. While many other zoning districts allow for multiple types of homes, businesses, or other developments, single-family zoning districts have always stood apart as being uniquely restrictive. To help address a housing shortage, Minneapolis became the first large American city to expand the offerings in its single-family zoning districts by allowing up to 3 housing units (a tri-plex) to be built on any single-family residential lot. The change did not eliminate the right to construct or maintain single-family homes in these districts, but simply expanded the variety of allowed uses in the lower density zones across the city. The local dimensional requirements for residences, such as setbacks, landscaping coverage, lot coverage, and height, ensure that the new triplexes are in keeping with the design and character of existing neighborhoods and fit seamlessly alongside detached homes. Marine City can pursue a similar strategy with split-level conversions and ADUs as a quick way to accommodate more age-friendly housing.



Senior living facilities—especially those with memory-care—often require larger pieces of land, making them a greater challenge than starter homes, ADUs, and other types of missing middle housing. As such, the City must consider where these facilities can be located without requiring the demolition of existing homes. In general, more large parcels are available west of the river. With a reduction in yard and parking requirements, these parcels could be developed for independent and assisted living facilities. In addition to housing for all age groups, residents expressed the immediate need for senior living, as many want to stay in the community but feel pressure to move elsewhere as they age.

Helping with Home Repairs

Facing an increase in unaffordability due to slow construction, limited land, and rising prices across the nation, Marine City must look for ways to help residents afford home repairs. Low-income residents and fixed-income seniors, in particular, are in need of support to maintain and safely occupy their homes. Many cities across the state are launching their own small-scale home improvement programs, which provide residents with loans or grants to make essential repairs. Where cities cannot fund such programs, they are working to advertise existing regional, state, and federal incentives and assist homeowners with accessing these funds.



Making the Waterfront an Asset, Not a Commodity

The Marine City waterfront is separated from Water Street by a strip of privately-owned property. As property re-development in downtown accelerates, residents and business owners have expressed the desire to keep the waterfront beautiful and publicly accessible, as reflected by the feedback from both the survey and public workshop. Other Michigan waterfront communities have purchased land to prevent development, but Marine City does not have the luxury of purchasing all the properties along Water Street. As such, the City should consider opportunities to require public access without direct purchase.

To do this, the City should pursue development requirements and incentives that preserve private property rights but ensure public access. For Planned Unit Developments along the waterfront, public beach access and easements can be required as a “public benefit.” However, the City can consider taking this a step further by offering all properties in the waterfront district development incentives, such as density bonuses or reduced parking requirements, in exchange for access.

In addition to access, the City may implement design regulations to ensure that new construction enhances the views of the waterfront and does not damage water quality. Such design requirements should include height limits, upper floor step-back requirements, and first-floor visibility breaks that allow passers-by to directly view the water. This may take the form of gaps between buildings on a single site or through the incorporation of underpasses. Additionally, design requirements should include construction limits which prevent parking lots or other structures from being built directly against the water, either through placement regulations or green infrastructure requirements. These design controls would not only enhance the aesthetic value of the waterfront, but also prevent contaminated runoff from directly entering the lake.

Encouraging a Rich Design Character

Marine City has a wealth of Victorian-era homes that define the character of the community. However, the city also has a long tradition of creative home expression—residents can walk down Elizabeth street and see apartments, historic farmhouses, WWII kit-homes, and modern prefabricated homes all in one block. This housing diversity helps create a rich, distinct character that residents value.

Over the past two decades, Marine City has seen new infill development, renovations, and additions to existing homes. While most new homes have aligned with the general character, some have stood out as discordant and distracting. As such, the City must consider ways to ensure that construction is compatible with, and enhances, the existing character of the neighborhoods.

When walking, riding, or driving down a residential block or commercial street, the sense of place—that is, the identity, investment, and integrity of any given area—is driven largely by the buildings that occupy most of our field of view. These buildings do not exist in a vacuum, as countless elements help define a place—from the street or path itself, to the landscaping, lighting, public or private art, and even the time of year. But buildings carry a sense of permanence and can go on to represent an area for 25, 50, or 100 years or more.

A critical component of any master plan is to provide for the orderly development of neighborhoods and commercial areas envisioned through a set of policies for that development, i.e., buildings, their use, and the sites they occupy. The following design guidelines focus largely on the exterior of the buildings themselves and their relationship to the site and surrounding buildings. These guidelines will help city officials, developers, residents, and business owners find mutually agreeable solutions to preserve and enhance the character of the areas where people spend most of their time, thereby promoting public health, safety, and enjoyment of the community more broadly.

It is recommended that the City incorporate elements of this chapter into their zoning code—particularly those related to commercial development—in order to achieve a higher baseline of design quality. These standards would 'kick in' upon major structural changes or a change in use. For residential developments in residential areas, it is recommended that these standards be maintained largely as a guiding framework, allowing more flexibility in their administration.



RESIDENTIAL DESIGN GUIDELINES

New Infill Development and Redevelopment

The following is a list of preferred design features to use as a guide for new development and substantial redevelopment or major renovation of existing structures.

- » **Footprint.** The house is situated on its lot similarly to nearby homes. The following are uniform across lots:
 - Setbacks
 - Building width and height
 - Spacing between buildings
- » **Garage Placement.** In existing neighborhoods where garages are detached or placed in the rear of the house, out of view from the street, the preferred new home employs a similar design. Where practical, side-entry and rear-yard garages should be encouraged.
- » **Bulk, Proportion, and Scale.** The height and number of stories are compatible with the surrounding houses. If the existing neighborhood is mostly one-story homes, an addition to an existing one-story home is placed to the rear, so the view from the street remains compatible with the existing homes; a second story should feature gable roof and dormers.
- » **Form and Ornament.** The existing surrounding homes have varied forms. The new home provides for variation in shape with elements such as a front porch, wings, and dormered windows. In a neighborhood with historical or architecturally significant buildings, the new development contains decorative features, including cornices, banding, trim, wide eaves, brackets, and varied natural materials such as brick, stone, wood, and fiber-cement.

Top: This building has updated materials, windows, and trim, but preserve and highlight key historical features such as the cornices, brick, and window hoods.

Bottom This newer development contains many elements of traditional buildings, including large and evenly spaced street-facing windows and natural brick; however, the 'top-heavy' massing and vinyl siding are less compatible with the historical downtown.

Additions and Alterations

Where modifications do not involve the entire structure or lot, an emphasis on proportion, form, and ornament is most practical.

- » **Bulk, Proportion, and Scale.** The size and placement of new windows and doors should be proportional to the existing structure. The addition of a garage or an extra room should respect the height and bulk of the existing home and surrounding houses.
- » **Form and Ornament.** Where practical and not pre-existing, additions and alterations should provide a varied building shape and include those same elements as a new build such as a front porch, wings, and dormered windows. Where siding is being replaced, the use of vinyl and aluminum is discouraged, and emphasis is placed on more durable and natural-looking fiber-cement (Hardie board or similar), wood shingles, and stone or brick (or suitable veneers). Siding should be consistent or compatible across the entire home, particularly for additions.



COMMERCIAL AND MIXED-USE DESIGN GUIDELINES

To maintain and restore the traditional character of the downtown, modern renovations and dated materials should generally be avoided. The following overall design policies should guide new development and renovation projects along Water Street, its perpendicular side streets, and the gateway corridor of Broadway Street.

Renovations to historic buildings should:

- » Identify, retain, and enhance the form and detailing of the architectural materials and features that are important in defining a building's historic character;
- » Protect and maintain the identified materials and features;
- » Repair elements, if necessary, using authentic methods and materials. An example of this is using reclaimed materials from the historic structure; and
- » Replace important character-defining features with new materials only when beyond repair.

New and infill construction should:

- » Be of high-quality materials that are compatible with those of historic buildings;
- » Be an appropriate scale and mass to blend in with surrounding buildings;
- » Have storefront windows that open the interior to the street, and tall, evenly or rhythmically spaced second floor windows that indicate upstairs activity;
- » Have signage that is consistent in placement, style and materials with the traditional; and
- » Be an overall neutral architectural style which portrays a timeless appearance.

Important Architectural Elements

Because certain architectural features are essential to the downtown's character, maintaining these elements on historic buildings and sensitively applying them, when appropriate, to new construction is key to preserving the downtown's traditional appearance. These important architectural elements include:

- » Inviting first floor storefronts with large display windows and recessed doors;
- » Rhythm and detail of second floor windows that relate to the storefronts below;
- » Traditional roof styles, usually flat with a raised parapet wall;
- » Detail along the top of parapet walls; and
- » Authentic window frames and awnings.





THE UPPER FACADE

UPPER CORNICE
(WOOD OR METAL APPLIED
TO THE WALL)

CORBELED BRICK DECORATION

ORIGINAL WALL SURFACE
(USUALLY MASONRY, SOME-
TIMES WOOD CLAPBOARD)

DECORATIVE WINDOW HOOD
(BRICK, STONE, WOOD OR METAL)

UPPER FACADE WINDOW OPENING

UPPER FACADE WINDOW UNIT
(USUALLY WOOD)

WINDOW SILL (OFTEN STONE)

THE STOREFRONT

LOWER CORNICE
(WOOD OR METAL APPLIED
TO THE WALL)

SIGN LOCATION TYPICAL

TRANSOM WINDOWS

MASONRY PIERS
(SOMETIMES DECORATED)

UPPER FLOOR ENTRY DOOR

DISPLAY WINDOWS

BULKHEAD
(LOWER STOREFRONT PANELS)

STOREFRONT ENTRY
(DOOR WITH ENTRY RECESS)



Climate Action and Energy Resilience

Marine City's position along the St. Clair and Belle Rivers means environmental awareness is exceptionally important. Not only are water bodies vulnerable to the city and its land use, but the city and its land use are vulnerable to changes in the water bodies. Riverside communities like Marine City have a heightened vulnerability to the impacts of Climate Change, such as rising water levels, increased flooding, and extreme weather events. Preserving the state of the Belle and St. Clair Rivers is essential for preserving ecosystems, not only for biodiversity but also for maintaining water quality and mitigating flood risks.

STORMWATER AND GREEN INFRASTRUCTURE

As Michigan continues to experience more frequent and heavier rains, with continued climate changes, riverfront communities like Marine City should prioritize stormwater management and green infrastructure to mitigate the impacts of storms and protect water quality. Green infrastructure elements like permeable surfaces, rain gardens, and riparian buffers can help absorb and filter stormwater runoff, reducing the risk of flooding and improving water quality. Low-impact practices have become a cost-effective method for managing stormwater.

- » **Green infrastructure is defined in two broad categories.** First, it includes ecosystems that are present in the natural, undisturbed environment such as wetlands, woodlands, prairies, and parks. The second category includes constructed green infrastructure such as rain gardens, bioswales, community gardens, and agricultural lands.
- » **Community Gardens.** Urban and/or residential land used to grow food but can also provide ecological services.
- » **Conservation Easement.** Public and private land designated for conservation in perpetuity.
- » **Raingardens or Bioswale.** An attractive, sunken landscape filter planted with plants. Rain gardens are designed to absorb stormwater runoff from impervious surfaces such as roofs and parking lots.
- » **Green Roofs.** Green roofs are roofs planted with vegetation that absorbs stormwater. Green roofs provide a 50-90% annual runoff reduction and reduce energy for heating and cooling.
- » **Riparian Corridor.** Land that exists between water bodies (lakes, rivers, streams, and wetlands) and higher dry upland areas (forest, fields, cities, and suburban property).
- » **Wetland.** Michigan-designated wetlands, and constructed wetlands or other natural features that provide similar functions.
- » **Floodplain.** The area of low-lying ground adjacent to a river which flood during storms or after snow melts.
- » **Urban Forest.** Areas of tree canopy cover that exist in multiple forms throughout the city, such as woodlots, private landscapes, street trees, and park trees.
- » **Permeable Pavement.** Paving surfaces that are made of a porous material that enables stormwater to flow through it, or nonporous blocks spaced so that water can flow between the gaps.

While green infrastructure is largely known for stormwater management, there are also a variety of other benefits that it provides.

What are the benefits of GREEN INFRASTRUCTURE?

Water Quality



Green infrastructure reduces the amount of polluted stormwater.

Reduce Flooding



Green infrastructure can reduce flood risk by slowing and reducing stormwater runoff into waterways.

Water Supply



Harvesting rainwater is good for outdoor irrigation and some indoor uses. Water infiltrated into the soil recharges groundwater and increases flow into the rivers.

Quality of Life



Green infrastructure provides aesthetic benefits to the area by increasing the amount of a community's green space.

Recreation



Green infrastructure can provide recreational and tourism opportunities including increased access to hiking, hunting, fishing, and bird watching.

Economic Growth



Green infrastructure can increase residential property values located near trails, parks, and waterways.

Traffic Calming



Green infrastructure techniques along roads can also be used to slow traffic and provide a buffer between the roadway and pedestrians.

Habitat Connections



Green infrastructure can provide needed links in habitat corridors to strengthen and support rare and important plant and animal areas in the community.

Air Quality



Increased vegetation positively impacts air quality through carbon sequestration, the capture of fugitive dust, and the removal of air pollutants.

Individual Health



Green infrastructure encourages outdoor physical activity, which has a positive impact on fighting obesity and chronic disease.

Public Finances



Green infrastructure can reduce a community's infrastructure costs by using natural systems rather than built systems, and by avoiding building lengthy new stormwater pipes.

Energy and Climate



Implementing techniques such as green roofs, increased tree plantings around buildings, converting turfgrass to no-mow areas, and reclaiming stormwater for use onsite can reduce energy consumption and save money.

SUITABLE LOCATIONS FOR DIFFERENT TYPES OF GREEN INFRASTRUCTURE

The recommended quantity of green infrastructure techniques is linked to the percentage of impervious surfaces in urban areas and sub-watersheds. Priority areas for constructed green infrastructure techniques include:

- » **Institutional properties** include publicly owned property such as municipal facilities and complexes, libraries, parks, schools, and universities. The focus within these properties is to assess further opportunities to manage roof runoff and runoff from large paved surfaces. Additionally, large open space areas managed as turf may present options for constructing native plant grow zones in areas not generally accessed by the public.
- » **Major roadways** are identified by their respective functional classification but are generally represented by the major arterial roadways, including local, county, and state. Within major roadways, constructing green infrastructure within the rights-of-way, either in existing open space or, where traffic data supports it, implementing road diets with green infrastructure are some of the opportunities.
- » **Parking lots**, both publicly owned and privately owned, present major green infrastructure opportunities. Publicly owned parking lots are included as part of the impervious cover within the institutional properties. Privately owned parking lots represent the larger commercial areas in the region. Constructing bioretention areas, bioswales, and porous pavement are techniques that can significantly reduce stormwater runoff. From a planning perspective, parking lot islands can double as bioretention areas when coordinated with engineering design.
- » **Riparian corridors** are a consistent focus throughout this vision. These vegetated buffers adjacent to local streams, rivers, and the lake improve the local stream corridor, leading to higher quality stream habitat and aquatic diversity. The corridors should be protected through conservation easements and expanded where possible.

POLLUTION AND WATER QUALITY

Acute and long-term pollution have significant impacts on drinking water, recreation, and vulnerable ecosystems. Being proximate to rivers and lakes, it is vital to plan appropriately for development to protect these natural resources from possible contamination. Contamination can happen:

- 1) through non-point sources of pollution from chemicals and efforts associated with commerce, industry, and farming;
- 2) through chemicals filtering into groundwater from septic fields, oil tanks, and waste disposal sites; and
- 3) through everyday residential activities.

In many instances, these pollutants reach lakes and streams through groundwater supplies. Pollutants may also affect well water located near septic fields. Groundwater protection must also address the operational features of land uses. Groundwater contamination is most frequently the result of leaking septic systems, improper floor drains, improper storage of hazardous substances, leaking underground storage tanks, above-ground spills, overfilling of tanks, condensation from air emissions, and improper waste disposal.

COASTAL MANAGEMENT

Coastal management along the St. Clair River in Michigan is critical for Marine City's economic vitality, ecological health, and long-term resilience. The river supports key industries such as shipping, fishing, and tourism, necessitating sustainable coastal practices for long-term economic stability. The coast must be:

- » Accessible (physically and visually) to public and private interests through incentives, easements, trail connections, and publicly held land.
- » Protected from potentially hazardous development through zoning and permitting requirements, including setbacks, green infrastructure, height limits, and coordination with state regulatory agencies.

Erosion Control. In general, riverbank erosion occurs when water wears away at the banks of a river or other body of water. While it is a naturally occurring process, human impact can increase the rate at which it occurs. Common contributing factors to riverbank erosion include clearing vegetation, flooding, intense rainfall, riverbank saturation of non-river water, poor stream and land use management, river straightening, river redirection, and the specific characteristics of the riverbank soil.

There are a variety of methods of erosion control that entities can employ to prevent the degradation of the river coast.

- » **Vegetative Measures:** For the most part, river banks that have vegetation erode slower than those without. This is because the roots of the vegetation generally increase the soil's strength around the river bank, which makes the bank less prone to mass failure. Additionally, plants can act as shock absorbers during heavy rainfall, which also slows the rate of erosion.
- » **Bank Stabilization:** Installing erosion control structures such as riprap, retaining walls, or revetments, can protect riverbanks from the erosive force of water.
- » **Proper Stormwater Management:** Land Use Planning: Reduce the need for erosion control through zoning that requires less intensive development, larger waterfront setbacks, and landscaping requirements while prohibiting the removal of critical vegetation near the shore.

DRINKING WATER AND SANITARY SEWER INFRASTRUCTURE

Marine City is responsible for operating the Marine City Water Filtration Plant, which draws its water from the St. Clair River. In case of any emergency, Marine City has an emergency interconnection with the East China water supply. The Marine City water filtration plant was constructed in 1935 and has undergone two major upgrades—one in 1965 and another in 2007. The facility is managed by fully trained operators, all of whom have been tested and certified by the Michigan Department of Environmental Quality (MDEQ). With a capacity of two million gallons per day, the plant uses conventional water treatment methods such as chlorination, flocculation, sedimentation, and rapid sand filtration. Water is carefully monitored and frequently tested during processing to ensure quality and safety for everyone.

ENERGY RESILIENCE

Alternative Energy

Michigan is increasingly embracing alternative energy sources to diversify its energy portfolio and promote sustainability to reach the goal of 100% carbon neutrality by 2050. With a historic reliance on coal-fired plants to produce electricity, the state is making strides in renewable energy, especially regarding wind and solar power.

Electric Vehicles. The trend toward electric vehicles (EVs) has been significant, driven by environmental concerns, technological advances, and government incentives. The State of Michigan has established a variety of incentives to promote the integration of electric vehicles including purchase incentives, grants and incentives for the installation of EV charging stations, utility programs for EV owners, and collaboration with Michigan automakers to encourage EV production.

As of June 2022, approximately 33,100 electric vehicles were registered in the State of Michigan, accounting for less than 1% of vehicles on the road. Although such a small number, this is a 688% increase from 4,200 registered electric vehicles in 2018. The State of Michigan expects that hybrid or electric vehicles will continue to increase, representing 51% of all vehicle sales in the state by 2030.

Planning for and installing EV Chargers is essential for long-term planning to adapt to changes in the market, a tool to draw in and support visitors, and important for municipal operations to improve air quality of the community.

EV Vision Statement: For the City of Marine City to strategically roll out and coordinate EV chargers in the community to support residents in their transition to electric vehicle, electrify the municipal fleet, and utilize as a tool to support and draw in more visitors to the downtown. These efforts will improve the local economy and air quality in the community and region, without overwhelming the electrical grid.

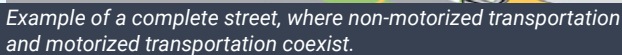
Trees as Infrastructure. Trees function as natural infrastructure by providing a wide range of ecosystem services. Not only do they contribute to air and water purification, but they also reduce the urban heat island effect, offer habitat for wildlife, and enhance overall environmental resilience. Additionally, trees in urban areas act as green infrastructure, helping manage stormwater, mitigate climate change impacts, and enhance residents' overall quality of life.

Materials Management. Recycling and waste management have been trending toward increased awareness and sustainable practices. Many municipalities have implemented waste management strategies, focusing on source separation, recycling programs, and promoting awareness campaigns to educate residents about proper waste disposal.

Composting has gained popularity as a way to reduce the volume of organic waste sent to landfills while creating compost for gardens and agriculture. Many communities have taken up educational campaigns, community composting programs, curbside compost pickup, and partnerships with local organizations.

Transportation systems are intricate networks designed to facilitate the movement of people, goods, and services from one location to another. These systems encompass various modes of transportation, including roads, railways, airways, waterways, and pedestrian pathways. With rapid upgrades in technology, extensive research, and trends, there has been a notable shift in opinion concerning transportation.

Smart Growth America defines Complete Streets as, "... an approach to planning, designing and building streets that enables safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities". Complete Streets make it easy to cross the street, walk and bike to shops, jobs, and schools, and move actively with assistive devices. There is no one-fix-all prescription for Complete Streets, instead, it responds to unique community contexts. Complete Streets may consist of sidewalks, bike lanes (or large, paved shoulders), bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more. At this time, the City has not adopted a formal Complete Streets Policy.



NON-MOTORIZED TRANSPORTATION (NMT)

NMT is a key component of effective placemaking and enhances a community's overall quality of life. Marine City is unique from many other communities in the region in that it has a traditional downtown, a grid system of streets and neighborhoods, a central business district adjacent to an important body of water (St. Clair River), and an international border.

These elements work together to help define Marine City's character and provide a solid framework on which to build and promote opportunities for recreation, entertainment, and tourism. In many suburban communities throughout the region, those characteristics are not present in the community, and pedestrian mobility is limited by the land use pattern, street design, and proximity to services. In Marine City, residents and visitors alike do not have to rely on the automobile to the extent that those other communities require.

As the name suggests, non-motorized transportation does not focus on engines or vehicles. Instead, these methods are human-powered and sometimes electric and include walking, cycling, roller-skating, scooting, and the use of mobility devices such as walkers or wheelchairs.

Pedestrian Mobility

Map 4 (right) depicts pedestrian mobility within Marine City. The yellow rings represent a five-minute walk from the center point from both the residential neighborhoods, the commercial corridor along Parker Street, and the downtown business district, along Water Street. As evident on the map, a pedestrian navigating Marine City's grid-patterned neighborhoods has relatively easy access to shopping and other services. Pedestrians typically can cover the entire length of Water Street in roughly five minutes, as well as walk along Broadway Street from Water Street to the Belle River.

While many residents have vocalized the fact that Marine City is a walkable place, they have also noted that they still rely on their vehicles to navigate the city. While this can be attributed to convenience, it is essential to consider factors like perceived safety and accessibility. In general, Marine City has an aging population, with almost 25% being of retirement age. As such, the presence of uneven pavement, scarcity of street furniture, and a lack of disability-friendly amenities may dissuade individuals from walking to their destinations.

To address this, the community could implement a series of initiatives to enhance accessibility. This might include redesigning sidewalks and pathways to be wheelchair-friendly, installing ramps and handrails at key locations, and incorporating audible signals at crosswalks. Additionally, promoting universal design principles in public spaces, events, and buildings would ensure that everyone, regardless of age or ability, can easily navigate and participate in community life. Moreover, the community can engage residents with disabilities in the decision-making process, establish an accessibility committee, and conduct educational programs to raise awareness about the importance of inclusivity.

Micro-mobility

Bike-sharing and other forms of micro-mobility (i.e., transportation utilizing lightweight vehicles such as bikes and scooters) provide flexible transportation options and increase connections between destinations such as parks or shopping areas. Entities like MoGo, Bird, and Spin have been deploying bicycles and scooters in cities across Michigan and provide options for individuals who do not have access to their own.

Marine City Master Plan



BICYCLE INFRASTRUCTURE

Encouraging bicycle connections to key points of the city broadens what is accessible to residents and conveys many of the same benefits as walkable access. For example, providing bicycle infrastructure can lessen demand for parking spaces and reduce the intensity of uses for areas of high activity such as parks, the downtown business district, and commercial areas. Bicycle infrastructure is not limited to pathways and bike lanes. It can also include bicycle parking, bike racks, and bicycle repair stations.

To further promote the adoption of these bicycle-friendly amenities, the City can actively install and encourage their installation by others. Offering financial incentives, such as grants or tax credits, to businesses that install bike racks or provide designated bicycle parking areas can be an effective strategy. Moreover, the City can collaborate with local bike shops and community organizations to organize workshops or campaigns that educate residents on the benefits of bicycle infrastructure and how to integrate it into their daily lives.

For new development, the City may opt to adjust its Zoning Ordinance to require bicycle infrastructure or incentivize it through variances and bonuses.

WATER RECREATION

The city's frontage along the St. Clair River is one of its biggest attractions. In recent times, water sports have become increasingly popular post-pandemic, with kayaking, canoeing, and paddleboarding being the most sought-after activities.

In 2010, St. Clair County established the Blueways of St. Clair, encompassing over 150 miles of water trails on 17 unique paddling routes along 10 different waterways. The Belle River is one of the designated routes. Not only that, but the Belle River is also designated as a Michigan water trail. As such, the city's location at the intersection of the St. Clair River and Belle River allows it to serve as a starting and stopping point for canoers, kayakers, and paddleboarders. This key location gives the city great potential, both recreationally and economically.

Currently, the city has three boat launches that would allow access to the river, with two of them being located along the St. Clair River and one being located along the Belle River. To promote itself as a prime spot for these kinds of recreational activities, the City may consider installing additional launches for non-motorized watercraft along the Belle River. The City could also organize public events to showcase this unique aspect of the city.



Marine City Riverwalk

NON-MOTORIZED PATHWAYS

In addition to sidewalks and bike paths, Marine City's path system has the potential to tie together key city locations via paths and greenways. Stretching through the City is the Bridge to Bay Trail which features a diverse system of boardwalks, riverwalks, rail trails, and bike paths that extend approximately 50 miles across the St. Clair County shoreline.

The trail website highlights a recommended bike route, showcasing a connection to the downtown area of the City. However, some of the featured roadways are not entirely bike-friendly, featuring sidewalks on only one side, limited resting areas, and sizable driveways that might pose safety concerns for cyclists. Although the website promotes these paths as the means for Bridge to Bay travelers to reach downtown, the City should explore the possibility of establishing a more direct connection. One potential solution is to link the path along St. Clair Street, creating a connection from the trail along Parker Street to St. Clair Park along Water Street. A crucial element for this connection is, at the very least, the installation of a pedestrian bridge along Belle River.

This opportunity not only connects the City's municipal buildings and downtown but also benefits those traversing the area via the trail. By extending the path along St. Clair Street, there is a chance to integrate Marine City's downtown as an additional recreation destination. This extension not only enhances the overall trail experience but also introduces trail users to the diverse offerings of downtown retail and restaurants. It serves as a strategic link, promoting both recreational activities and economic engagement within the heart of Marine City.



Marine City Kayak and Canoe launch along the Belle River.



MOTORIZED TRANSPORTATION

Motorized transportation is typically what comes to mind when people imagine transportation. In Marine City, the most prevalent forms of motorized transportation are automobiles and watercraft.

Electric Vehicles (EV) and Autonomous Vehicles (AV)

With cars existing for over a century, they have improved, adapted, and evolved significantly. Sustainability concerns alongside the evolution of computers and artificial intelligence have popularized EVs and AVs. While Marine City is not as auto-oriented as many other cities in Michigan, it is predicted that Michigan will see 2 million registered electric vehicles by 2030. Therefore, the City must consider how it will adapt to the changing needs of its residents as more electric vehicles are adopted into households. For the most part, this looks like infrastructure improvements and the installation of electric charging stations.

On the other hand, AVs are not expected to be as prevalent as EVs until further in the future due to safety concerns, societal acceptance, and the need for further technological advancement. However, the State of Michigan is beginning efforts to help promote AV technology, such as the installation of self-driving car lanes on I-94. Projects like these are expected to branch out in the future.

Ferry Service

Up until the end of 2017, The Blue Water Ferry transported pedestrian passengers, automobiles, buses, and commercial trucks across the St. Clair from Marine City to Sombra, Ontario. The causeway was destroyed by an ice flow, and since then the ferry has been unable to reestablish. The repairs were estimated to cost approximately 4 million dollars and were never completed due to cost. A proposed sale of the business fell through in 2019, as the United States Government was unwilling to commit to reopening the border station at Marine City.

The City may desire to re-establish the ferry service, which is a valuable asset to the community. To do so, the City may opt to advocate for a re-opening of the border station, explore funding options through transportation agencies and private organizations, and establish partnerships.



I-94 planned Self-Driving Car Corridor.



Blue Water Ferry

OPPORTUNITIES *for* IMPROVEMENT

Based upon the existing conditions discussed in Chapter 2 alongside the insights provided in this section, the following improvements are recommended for Marine City.

- » **Adoption and implementation of a Complete Streets Policy.** To improve walkability and encourage non-motorized transportation, Marine City can work to adopt a Complete Streets policy and/or employ complete streets planning and design initiatives.
- » **Infrastructure Improvements.** Infrastructure improvements like filling sidewalk gaps, fixing existing sidewalks, installing pedestrian-traffic buffers and crosswalks, and appropriately placing street furniture can positively influence accessibility and encourage walkability. Additionally, to promote alternative transportation the city may choose to install bike and water infrastructure such as bike racks, bike lanes, repair stations, and additional kayak launches.
- » **Extension of Non-Motorized Pathways.** The city can partner with St. Clair County to expand upon the Bridge to Bay Trail to establish a more direct connection with the downtown and marina.

GRANTS AND FUNDING

Grants and funding play a pivotal role in catalyzing much-needed advancements in transportation infrastructure such as improvements in mobility, safety, and sustainability. Marine City should continue to work with the following entities to secure funding for transportation projects.

Entities

American Trails
Federal Highway Administration
Michigan Department of Natural Resources (MDNR)
Michigan Department of Transportation (MDOT)
Michigan Economic Development Corporation (MEDC)
Southeast Michigan Council of Governments (SEMCOG)
St. Clair County Metropolitan Planning Commission

Grants

The following grants are some of the most common grants available for transportation projects.

- » **Safe Routes to School (SRTS).** Safe Routes to School aims to make it safe, convenient, and fun for children, including those with disabilities, to bicycle and walk to school. Examples of projects includes filling sidewalk gaps, installation of crosswalks, and other installations or improvements. All schools, including public, charter, tribal, or private are eligible to apply.
- » **Transportation Alternatives Program (TAP).** TAP is a competitive grant program that utilizes federal transportation funds designated by Congress for specific activities that enhance the intermodal transportation system and provide safe alternative transportation options. The goal of this program is to fund initiatives that increase transportation choices, promote walkability, and improve quality of life. Approximately \$24.5 million in funding is available annually.
- » **The Trails Capacity Program.** The Trails Capacity Program invests in building nationwide trails community capacity. This grant program targets available funding toward supporting small local trail projects that engage the community and connect trail assets to a broader spectrum of users. Trails can be motorized or non-motorized and include water trails. Projects may include trail research, stewardship, and maintenance projects that are inclusive, engaging, educational, and foster improved trail user behavior. This program is targeted for non-Forest Service federal lands, as well as State, local, and private lands.

Future Land Use Plan

FUTURE LAND USE OVERVIEW AND CONCEPT

Future land use planning addresses current strength, weaknesses, and opportunities, as well as anticipate future needs and changes, to promote the general welfare of the people living and working in Marine City through the proper development of vacant land and, where necessary, the redevelopment of existing areas for new public and private uses. The purpose of future land use planning is to translate the community's vision, goals, policies, and strategies—identified throughout the Master Plan—into general designations on the future land use map to guide future zoning and land use decisions. Changes to the zoning ordinance text and map are expected over time as the economic, social, and physical climates change, and this document should serve as guide in evaluating proposed changes to the Marine City Zoning Ordinance and/or Map.

The future land use plan and map are intended to be long range, comprehensive, generalized, flexible and regional.

Planning for land development to the year 2045 takes the following factors into consideration:

- » **Existing Land Uses and Pattern.** It is advisable to place land in a future land use designation that coincide with the actual use of the land to avoid creating excessive issues of nonconformities or clashing neighboring uses. However, land use designations can vary from the existing land use pattern when existing lots, buildings and uses no longer reflect the community vision or practice, or are appropriate for their location.
- » **Feedback and Data Collected during the Master Plan Process.** The data collected during the master plan process provides a basis for making projections for what a community may need in the future.
- » **Goals and Objectives.** The goals and objectives of the Master Plan incorporated into the Future Land Use map.
- » **Connectivity and Walkability.** With the roadways, sidewalk and trailway network, river cross points in mind, the Future Land Use map works to actualize the Future Transportation plan for the City and ensure people can access goods, services, and public amenities within a walking distance. Consideration is given to preserving the feel and fabric of the residential neighborhoods and landmark buildings, uses, or areas. Additionally, efforts to address sidewalk gaps or pedestrian restriction points is a priority.
- » **Flexibility.** Flexible planning that adapts to changing conditions, yet does not detract from the spirit and intent of the Master Plan.
- » **Regionality.** Recognize the regional position and surrounding context to transcend boundaries and create greater connectivity, cohesion, and economic opportunity in the region.
- » **Environmental Context.** Location of sensitive environmental resources areas, land conservation, topography, public green spaces, public utilities, and capability of land/soils for development are factored in as well.
- » **Economic Development.** Comprehensive planning to provide for a variety of types of land uses and development opportunities and interests, bearing a relationship to the land capability and transportation system.

The possible physical arrangement of the various land uses on vacant ground are infinite in number. However, regional considerations, roads, existing land uses, soils, topography, population change and economic potential are all constraints on the number of possible arrangements. The community vision and planning objectives set out earlier in this Master Plan direct the possible array to a narrow band of alternatives. These possibilities are developed into a concept of the preferred general arrangement of land uses.

The future land use map is generalized in its scope. It is not intended to delineate exact parcels or defined boundaries for planned land uses. The future land use map and its supporting text serve as a guide to Marine City officials regarding day-to-day planning issues. The planning commission should consider this master plan, as a whole, as a guide for future land use, zoning, and site planning decisions. The future land use map will be reviewed and updated, if necessary, every five years to ensure it reflects community interests and relevant trends.

These factors noted above, among others, must be given strong consideration when reviewing a request for rezoning a parcel of land. As a general policy, it is recommended that the rezoning of any land to implement the Future Land Use Map be delayed until specific applications are made. Similarly, no rezoning should be made that is inconsistent with the Future Land Use Map and/or text of this Plan, unless this Plan is first amended after careful analysis to establish the appropriateness of the change in zoning.

A future land use map has been prepared and is part of this document. The map depicts planned land uses by category in Marine City. The future land use plan should be considered a generalized guide for the future development of Marine City. The future land use plan is not necessarily the exact pattern in which the city should develop. For instance, new parks and playgrounds may not be developed in the exact location or shape drawn. However, all proposed developments should be reviewed to be sure they fit into the spirit of this Master Plan. The nature and location of the major categories of land use are discussed below.

PHOTO

LOW DENSITY RESIDENTIAL

The largest land use classification within the city is and will continue to be catered toward housing types that appear to be single-family houses with the potential to have up to four units. In an effort to preserve larger, historical homes and reflect the realities of the housing market and limitations in purchasing power, there should be a transition to allowing for multiple units or retrofits of historical single-family homes. Single-family, duplex, split-level duplex, triplex, quadplex housing types should be allowed so long as the design guidelines and historical preservation is preserved in the retro-fit or new-build. Additionally, independent senior living communities should be accommodated in these areas.

From time to time, some vacant parcels in older residential neighborhoods will be developed with newly constructed homes. There are several vacant lots scattered throughout the older areas of the city, specifically, those neighborhoods between the Belle and St. Clair Rivers, between Parker Street and the St. Clair River and between Robertson Street and Chartier Avenue. Most of these lots are small and just barely meet the lot size requirements of the Zoning Ordinance. However, these lots are already serviced by water, sewer, gas and electric utilities and more than likely would be easier and cheaper to develop than new residential areas. Many of these lots would be ideal locations for smaller- sized inexpensive start-up housing for younger families. Allowing for tiny homes, or cottage courtyards should be explored.

As shown on the future land use map, a total of 534 acres have been designated for single-family residential.

MEDIUM DENSITY RESIDENTIAL

Medium-density refers to what has traditionally been known as multiple-family residential. Multiple-family housing, with densities greater than four units per lot will continue during the time period covered by the Master Plan. This Master Plan update recommends no increase or decrease in this land use category. In total, 123 acres have been planned for multiple-family residential uses.

WATERFRONT RESIDENTIAL

The existing residential properties along the St. Clair River have been grouped into the waterfront residential category. As with the low-density residential designation, this land use category encourages the transition toward allowing more units per lot while preserving the existing character of the single-family properties. A higher density that four units per lot should be allowed and housing types beyond single-family designed houses should be allowed. For example, it should also allow for cottage courts and senior housing to allow for more residents and the aging population to enjoy the riverfront views from their place of residency. As greater housing types are allowed, design considerations to preserve the view of the waterfront from adjacent properties, the public right-of-way, and properties not abutting the St. Clair River should be made.

RECREATION

The Future Land Use Map indicates numerous recreational sites throughout the city. Some of these are existing and should remain that way. New recommended recreation areas are as follows:

- » The City should obtain easements to provide Riverwalk access from Broadway to Bridge Street, connecting all of the riverside parks.
- » The City should consider acquiring the large tract of land between Degurse and Gladys Street for use as a municipal park. This park would serve the northwestern residential areas of the city, which are currently lacking in recreational facilities.
- » Add footbridges to better connect residential neighborhoods to community amenities, such as City Hall and the Library, local businesses in the Downtown, riverfront parks, the public marina, etc.

COMMUNITY FACILITIES

This category constitutes schools, government facilities, religious institutions, and fraternal organizations. It is not anticipated that any additional land will be required for any of these uses during the planning period covered by the Master Plan. A total of 118 acres have been designated for Community and Institutional uses.

NEIGHBORHOOD MIXED USE

Adding a mixed-use designation intends to revitalize the main commercial corridors through the creation of social and economic connections with the community, to promote local businesses, and to create medium-density, quality, missing middle housing. The Local Commercial and Neighborhood Mixed Use category permits daily services and goods to be readily available for the surrounding neighborhoods in addition to context-sensitive live/work developments, residential units, office, and smaller-scale commercial uses that lend themselves to encouraging a walkable, pedestrian oriented neighborhood. These areas are also intended to accommodate uses which can serve as transitional areas between residential districts and Marine City's more auto-focused business districts and major thoroughfares on M-29. Permitted uses include retail, personal services, work/live units, upper floor residential and office uses.

The Mixed-Use District, rather than the traditional Commercial District allows for more flexible residential areas and housing varieties: Areas planned for more compact multi-family development that are mainly designed to meet the demand for young professionals and aging in place populations, who may want a housing type not currently offered in Marine City's residential neighborhoods.

COMMERCIAL AND OFFICE

It is expected that the commercial and office development in the city will mainly be a continuation of the trends that presently exist that are not along main commercial corridors, thus remaining on the periphery of the City.

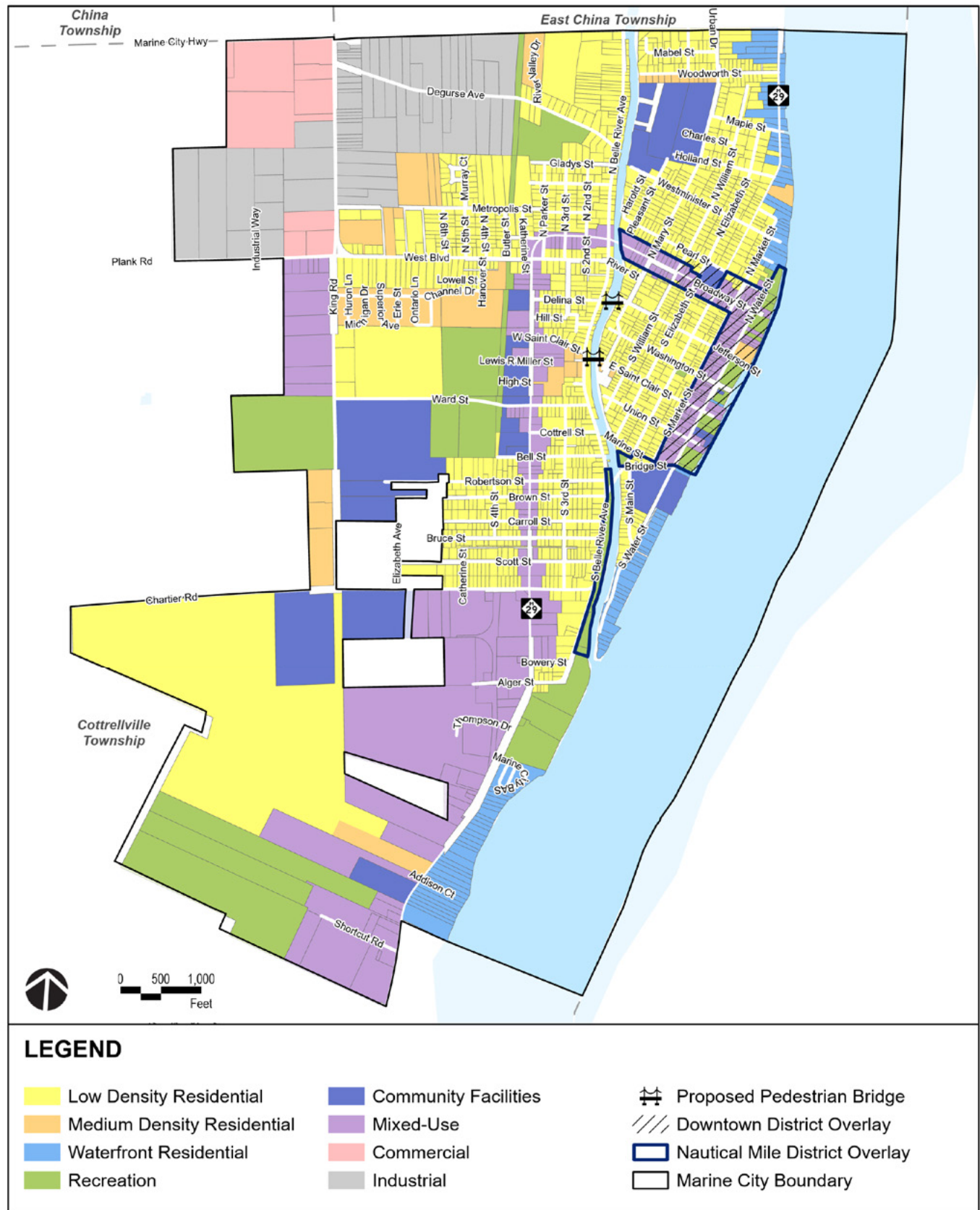
INDUSTRIAL

Industrial uses within the city should take place in and around the existing industrial developments. The areas designated Industrial on the future land use map reflect areas currently occupied by industrial or like uses.

CENTRAL BUSINESS DISTRICT OVERLAY

The existing configuration of the downtown is to be maintained with room to grow, thus including Water Street from Broadway to Bridge, the additional row of blocks west of Water street and along Broadway Street past the old City Hall. The Central Business District needs to plan for additional parking facilities in the rear of stores, offices, and residential developments where possible. Adjacent lots within or at the edge of the district should be considered for parking or mixed-use development, if land becomes available. The City should maintain and improve the central business district and the infrastructure, such as the sidewalks and lighting. Consideration should be given to the installation of decorative walkways, decorative lighting, street trees and benches where possible and in concert with the system of parks along the east side of Water Street. With the development of parking at the rear of stores and offices, the rear of such buildings should be improved and rear access to these stores and offices should be developed. A central business district that is physically attractive with convenient parking and connection to the railway system and a good mix of merchandise and services should be able to attract a fair share of retail business in the area and increase tourism.

Map 5: Future Land Use



04



Parks and Recreation Plan

This chapter serves as the Parks and Recreation Master Plan for Marine City. A five-year parks and recreation master plan creates a roadmap for decisions pertaining to parks and recreation by identifying current and future needs of the community, pinpointing park infrastructure and recreational programming investments that can better serve the community, and in the case of this plan, how parks and recreation can contribute to the local economy and further draw visitors to the City's and its downtown. In combination with Chapter 1 of the Master Plan, this chapter includes all required elements of a Parks and Recreation Master Plan set by the Michigan Department of Natural Resources (MDNR) and therefore allows the City to remain eligible for state funding for parks and recreation services.

Administrative Structure

The administrative structure and budget analysis for Marine City parks and recreational activity are presented in this section.

ORGANIZATIONAL CHART

FIGURE 7-1: MARINE CITY RECREATION ADMINISTRATIVE STRUCTURE



Role of Commissions

The Marine City Commission has ultimate authority over the development and management of parks and recreation within the City. Responsibility regarding policy matters and physical development is shared with the Marine City Planning Commission, which acts as an advisory body.

The City Council makes the final decisions relative to site improvements, capital programming, and recreation budgeting. Ultimate authority for policy, budgets, and action is derived from the general population as represented by the City Council.

Role of City Manager and Deputy City Clerk

The Marine City Manager and Deputy City Clerk are in charge of strategizing, endorsing, coordinating, and overseeing a thorough community-based recreation program. They assess the recreational desires and requirements of the community and are accountable for effectively disseminating information about the recreation program to the residents of Marine City. The City Manager and Deputy City Clerk hold authority over all administrative and professional responsibilities linked to the planning, advancement, and supervision of the recreation program.

In planning for recreation development activities, the City Manager and Deputy City Clerk collaborate with other departments, specifically the departments of Public Works. They also cooperate with regional recreation agencies such as the Michigan Department of Natural Resources and St. Clair County.

Marine City does not have a Department of Recreation at this time. The City did have a Recreation Department, which employed a part-time Recreation Director, who utilized the assistance of part-time staff and volunteers. However, since the former Director left the position, the City has not been able to find a replacement.

ROLE OF VOLUNTEERS AND ORGANIZATIONS

Role of Volunteers

Marine City Recreation depends on the support of volunteers for various tasks such as special events, park maintenance and cleaning, gardening, and aiding in recreation programs. The City has had great success with its "Adopt-A-Park" initiative that enables volunteers to contribute to the community's well-being and the city's aesthetics. A volunteer application is available on the City's website. After applying, City authorities will review the applicant's interests and qualifications to assess their suitability for fulfilling the volunteer role.

Adopt-a-Park Program

The Adopt-a-Park Program is a wonderful opportunity for citizens, groups, and organizations to demonstrate their love and appreciation for Marine City by taking part in activities that help beautify and clean up the parks and open spaces in the community. Everyone is encouraged to take responsibility for preserving the green spaces in Marine City through general upkeep and cleanup. To adopt a park, an application must be submitted and reviewed by the Department of Public Works. By adopting a park, individuals or organizations can invest in improvements, maintain the park, and host community events on site. Park investments could range from trash cans to adding gardens; however, this is not required. The expectations of the program depend on the capacity of the resident or business; the contributions could solely be maintaining the park by weeding, picking up trash, or other cosmetic needs.

Current Funding Sources

There are several existing or potential funding sources available for parks and recreation facility improvements. In addition to the City's General Fund, other potential sources of funding for parks and recreation include a dedicated Parks and Recreation Millage, user fees, brownfield/TIF capture, donations, and contractual agreements with the county or other private entities. Following are brief descriptions of current funding sources and other potential sources the community may consider:

FUNDING SOURCES

General Budget

The General Fund is the basic operating fund for Marine City. It is also the traditional source of operating funds for parks and recreation. General Fund revenues are derived from property taxes, state-shared revenues, federal grants, license and permit fees, charges for services, interest on investments, and court fines or forfeitures. Any recreation program user fees are usually channeled through the General Fund.

Parks and Recreation Millage

There is a St. Clair County Parks and Recreation Millage that was recently renewed by the August 2022 election. The millage is currently at a rate of 0.4956 and is used to finance regional parks and recreation projects, the operation of recreation facilities, and local projects. Each year, 25% of the millage funds collected are returned to the 33 local units of government (based on population) for local parks and recreation projects. St. Clair County is the only county in the state of Michigan that systematically distributes parks and recreation millage funds to its local units of government. While a millage is subject to periodic renewal by a vote of the people, this dedicated millage has been favorable amongst voters to support the specific cause of investing in parks and recreation services.

User Fees

Fees can be charged by the community to the users of specific recreation facilities or for enrollment in recreation programs. User fees can provide substantial support for park facilities. Other communities throughout Michigan have established user fees for swimming pools, tennis courts, wave pools, use of lighted athletic fields, and use of indoor facilities. User fees are a promising source of funding in the municipality if used selectively for specific facilities and services.

Bond Programs

A number of bond programs can be used to finance construction of parks and recreation facilities:

- » General Obligation Bonds. General Obligation Bonds are issued for specific community projects and may not be used for other purposes. These bonds are usually paid off with property tax revenues.
- » Revenue Bonds. Revenue Bonds are issued for construction of public projects that generate revenues. The bonds are then retired using income generated by the project. For example, revenue bonds could be issued for construction of a concession and restroom facility at one of the community parks.
- » Special Assessment Bonds. Special Assessment Bonds are issued to pay for projects that benefit a particular segment of the population. For example, recreation improvements that benefit a defined subdivision or neighborhood could be financed using special assessment bonds, in which case the residents who receive the benefit would be assessed.



Public Grants

- » **Community Development Block Grant.** Revenues obtained through the Federal Community Development Block Grant (CDBG) program can be used for a variety of community improvement projects, including development of recreation facilities or land acquisition for new parks or athletic fields in low- and moderate-income neighborhoods that qualify under the program; the City is a sub-recipient of St. Clair County's CDBG program.
- » **Michigan Spark Grant.** A state administered grant from federal funding focused on investing in local parks to communities that have historically experience barriers to accessing these types of grants, and have a high proportion of households that are struggling financially, a high number of residents with physical and mental disparities, and a lack of public recreation opportunities. The grant aims to help create, improve, or redevelop existing public recreation for residents and visitors in communities whose economies and health were hardest hit by the COVID-19 pandemic.

Potential MDNR Grants

Following is a summary of the three most well-known recreation grant programs now available to Marine City through the Michigan Department of Natural Resources (MDNR) for communities that have an up-to-date recreation plan:

- » **Michigan Natural Resources Trust Fund (MNRTF).** Eligible projects include acquisition of land or rights in land for recreational uses or for protection of the land because of its environmental importance or scenic beauty, including additions to existing parks, forest lands or wildlife areas. Development of public outdoor-recreation facilities is eligible (such as picnic areas, beaches, boating access, fishing and hunting facilities, winter sports areas, playgrounds, ballfields, tennis courts, and trails). Funds are provided through sale of oil and mineral leases on State land. Local contributions equal to at least 25 percent of the project cost are required. There is no minimum or maximum amount for acquisition projects. The minimum allowable grant for development is \$15,000 and the maximum is \$500,000.

There are three special initiatives approved by the Trust Fund Board of Trustees. Proposals will receive special attention if they:
 - Are located within U.S. Census Bureau Metropolitan Statistical Areas;
 - Increase environmental education facilities statewide; but particularly in urban areas; and
 - Acquire land or develop trail ways that contribute to the development of a statewide trail network.
- » **Land and Water Conservation Fund (LWCF).** Administered eligible projects include community recreation and trailway improvements. These are grants of \$10,000 to \$250,000 to local units of government for development of facilities such as ballfields, tennis courts, playgrounds, trails and picnic areas; and including support facilities; renovation of existing facilities and retro-fitting of existing facilities to make them accessible to persons with disabilities. Funds are provided through federal appropriations. The grant match basis is 50 percent MDNR/50 percent local.
- » **Recreation Passport.** The Recreation Passport program is funded through proceeds of park passes purchased for admission to State Parks in Michigan. Grants of between \$7,500 and \$75,000 are available to communities mainly for the improvement of existing parks, though new park development is technically eligible.

Donations.

Businesses, corporations, private clubs, PTO's (Parent Teacher Organizations/Associations) and community organizations will often contribute to recreation and other improvement programs to benefit the communities in which they are located. Private sector contributions may be in the form of monetary contributions, the donation of land, the provision of volunteer services, or the contribution of equipment or facilities.

Foundations.

A foundation is a special non-profit legal entity that is established as a mechanism through which land, cash, and securities can be donated for the benefit of parks and recreation services. The assets are disbursed by the foundation Board of Directors according to a predetermined plan. Funding for recreation facilities through foundations is typically very limited.

Lease of Contractual Agreements.

The City of Marine City could consider contracts with private entrepreneurs to provide services at Village-owned park facilities, such as recreation programming, food service, or facility maintenance. Typically, the privatization of services can increase recreation opportunities available to residents, while minimizing the City's administrative costs.

Public Use Conveyances.

Administered by the Michigan Department of Natural Resources, this program provides state lands acquired through delinquent taxes for local government units for public use. Acceptable uses of land acquired under this program include development of local parks.

Annual and Projected Budgets for Operations, Maintenance, Capital Improvements and Recreation Programming

PARKS AND RECREATION BUDGET FOR 2023-2024 BUDGET

04/21/2023 BUDGET REPORT FOR CITY OF MARINE CITY
Calculations as of 01/31/2023

GL NUMBER	DESCRIPTION	2020-21 ACTIVITY	2021-22 ACTIVITY	2022-23 AMENDED BUDGET	2022-23 ACTIVITY THRU 01/31/23	2022-23 PROJECTED ACTIVITY	2023-24 REQUESTED BUDGET	2023-24 RECOMMENDED BUDGET
Dept 756.000 - RECREATION/PARK FACILITIES								
101-756.000-702.000	WAGES-FULL TIME EMPLOYEES	21,548.84	27,675.59	25,500.00	17,941.39	25,500.00	28,000.00	28,000.00
101-756.000-704.001	WAGES-PART TIME EMPLOYEES	24,288.11	20,951.10	23,000.00	16,926.00	23,000.00	23,000.00	23,000.00
101-756.000-709.000	FICA	2,795.89	2,954.12	3,007.00	2,127.11	3,010.00	3,165.00	3,165.00
101-756.000-711.000	MEDICARE	653.83	690.88	800.00	497.44	705.00	740.00	740.00
101-756.000-716.001	DEFINED CONTRIBUTION PENSION PLAN	1,077.40	1,464.92	1,200.00	897.09	1,275.00	1,400.00	1,400.00
101-756.000-723.000	RETIREE HEALTH CARE-OPEB	568.23	762.18	600.00	462.10	600.00	650.00	650.00
101-756.000-752.000	SUPPLIES	3,139.47	3,593.60	5,000.00	1,359.90	5,000.00	5,000.00	5,000.00
101-756.000-752.001	SUPPLIES-MARINER PARK PAVILION	296.00						
101-756.000-802.000	CONTRACTUAL SERVICES	5,284.14	5,724.14	7,000.00	4,686.64	7,000.00	7,200.00	7,200.00
101-756.000-802.001	CONTRACTUAL SERVICES-MARINER PARK	1,000.00	750.00	1,100.00	540.00	1,100.00	1,100.00	1,100.00
101-756.000-850.000	COMMUNICATIONS	1,125.00	1,179.15	1,150.00	521.89	1,150.00	1,150.00	1,150.00
101-756.000-920.000	ELECTRIC	1,538.02	1,808.71	2,400.00	1,196.31	2,400.00	2,600.00	2,600.00
101-756.000-920.001	ELECTRIC-MARINER PARK PAVILION	323.59	178.95	400.00	224.27	425.00	500.00	500.00
101-756.000-920.002	MARINE CITY MARINA		25.31		93.54	300.00		
101-756.000-930.000	LAND & BUILDING REPAIRS	656.51	5,049.71	2,000.00	460.27	2,000.00	2,000.00	2,000.00
101-756.000-931.003	EQUIPMENT REPAIRS	127.87	6.25	500.00	24.30	500.00	500.00	500.00
101-756.000-934.000	OTHER REPAIRS AND MAINTENANCE	5,625.21	95.89	1,500.00	512.62	1,500.00	1,500.00	1,500.00
101-756.000-934.001	OTHER REPAIRS & MAINT-MARINER PARK	20.88		500.00		500.00	500.00	500.00
101-756.000-974.000	CAPITAL OUTLAY-LAND IMPROVEMENTS	18,126.55	43,828.62	20,000.00	10,229.83	20,000.00		
101-756.000-985.000	CAPITAL OUTLAY-EQUIPMENT	8,799.00						
101-756.000-986.000	CAPITAL OUTLAY-GENERAL	10,611.63	6,669.88	274,000.00	330,001.48	330,005.00		

Parks and Recreation Fund Revenue Sources:	Budget	Expenses
General Fund	\$3,410,980.00	\$3,440,905.00
Recreation/Park Facilities	\$106,205.00	
+Parks and Recreation Department Revenues:		
Park Improvements Rest. Funds	\$26,000	
County Recreation Millage	\$21,000	
User Fee (Mariner Pavilion)	\$3,000	
Donations	\$7,000 Park Benches	
Total Revenues	\$113,205	
Expenditures		
Parks and Recreation Department Operations (Salaries including overtime, Social Security, Health Insurance, Office Supplies, Utilities, etc.		(\$61,955) Administrative costs offset to City Manager's and the Clerk's Office
Building Maintenance		N/A
Capital Improvements (300 Broadway, Marina Project)		-
Land Improvements (Beach Maintenance)		(\$26,000)
Mariner Pavilion		(2,100)
Equipment Maintenance		(2,000)
Other Land & Building Repairs, Contractual Services, Supplies, and Other		\$14,149
Total Expenditures for Department		(\$106,205)
Donations		(\$7,000) Park Benches
Net of Revenues & Expenditures		

Note: Funds for the Marina, 300 Broadway, and the Museum are separate of the Parks and Recreation Departmental and Operational Budget.



STATUS REPORT FOR ALL GRANT-ASSISTED PARKS AND RECREATION FACILITIES

SOURCE	AMOUNT	PROJECT TITLE, YEAR	DESCRIPTION	STATUS
MI Natural Resources Trust Fund	\$272,000	Belle River Acquisition, 2021	Land Acquisition at 610 Main Street near the downtown and the confluence of the Belle and St. Clair river for future development of the public marina. The docks to tie up residents and visitors boats will be a short walk to the waterfront downtown area.	Land Acquired, Marina Expansion in the Planning Stages
	\$37,500	City Beach Acquisition, 2010	Applied to acquire a 0.10-acre parcel adjacent to the City Beach property to add more beach frontage.	Withdrawn
	\$487,105	Krieg Riverfront Acquisition, 2000	Fee simple acquisition of approximately one-half acre, including 151 feet of frontage on the St. Clair River to allow for the extension of Nautical Mile Riverwalk and waterfront park system.	Completed
Clean Michigan Initiative	\$55,479	Section of Bridge to Bay Trail, 2000	Construct an 8-foot wide asphalt nonmotorized multi-use path along .27-mile of abandoned CSX railroad right-of-way between West Boulevard and Ward Street.	Completed
MI Natural Resources Trust Fund	\$15,400	Bridge to Bay Trail, 1998	Acquire in fee simple terms 0.26-mile (2.04 acres) of abandoned CSX railroad right-of-way lying between DeGurse Avenue and Metropolis Street for development of an 8-foot wide asphalt bicycle path/trailway, a section of the Bridge to Bay Trail.	Completed
Land and Water Conservation Fund	\$22,500	Marine City Waterworks Park, 1985	Develop seawall, riverfront walkway, pedestrian lighting, park benches, landscaping, park sign and connecting pathways.	Completed
	\$28,200	King Road Park, 1973	Proposed developments will include a picnic area, ball diamond, playground equipment, comfort station, site improvement, landscaping, road, ice skating area and parking.	Completed
Community Foundation of St. Clair County (in partnership with Ralph C Wilson Jr. Foundation)	\$393,000	Marine City Public Marina, 2023	Decided by the County Clue Meets Green coalition to improve and expand upon the public docking on the Belle River. Serves as a midpoint stop between Algonac and St. Clair.	Marina Expansion in the Planning Stages
PENDING APPLICATIONS				
ARPA	\$5 Million			
County?				
Watershed Council?				

Relationships with School Districts and Other Public Agencies Involved in Recreation

SCHOOLS

The East School District has one high school, middle school, and elementary school in the City of Marine City that serves the greater area. The district provides recreational facilities for students and are available to residents on a limited basis. The Marine City Middle School/High School athletic complexes on Ward Street, between King Rd and Parker St, offer facilities for area-wide recreation including an indoor pool, a gymnasium with a full basketball court, tennis courts, and an indoor running track.

Many of the City's recreation programs utilize these school facilities, and could provide additional recreational opportunities through a greater collaborative partnership. For example, the high school has a pool facility that at one time had public swim hours but no longer does. There is great interest in the community for public swim hours to be restored, even if with a small user fee.

WASHINGTON LIFE CENTER, ST. CLAIR COUNTY COUNCIL ON AGING (COA)

On the north end of Marine City at 403 Mary St., is a senior center, known as the Washington Life Center, that is owned and operated by the St. Clair County Council on Aging. Years ago, in October 2009, the Council moved its location from the Cherry Beach Center in Cottrellville Township to its current location, which was the former Washington Elementary School that had closed. Since then, the COA has offered a greater variety and number of classes and activities for seniors.

There is also a playground and small park catering to children on site; however, they are in need of repair and could be expanded to offer greater outdoor recreational opportunities to the neighborhood on the north-end.

LIONS CLUB INTERNATIONAL – MARINE CITY CHAPTER

The local Lions Club owns and operates an event hall and outdoor picnic area on Ward Street, abutting the Ward-Cottrell Park on the east. Both the hall and the picnic grounds are available to the public on a rental basis.



Classification of Recreation Amenities

The parks are classified based on the National Parks and Recreation Association's criteria (see **Table 16** below). The classification provides clarification on the main function of each park and who the park is intended to serve. Classifying parks also helps to identify gaps in the range of parks available to residents.

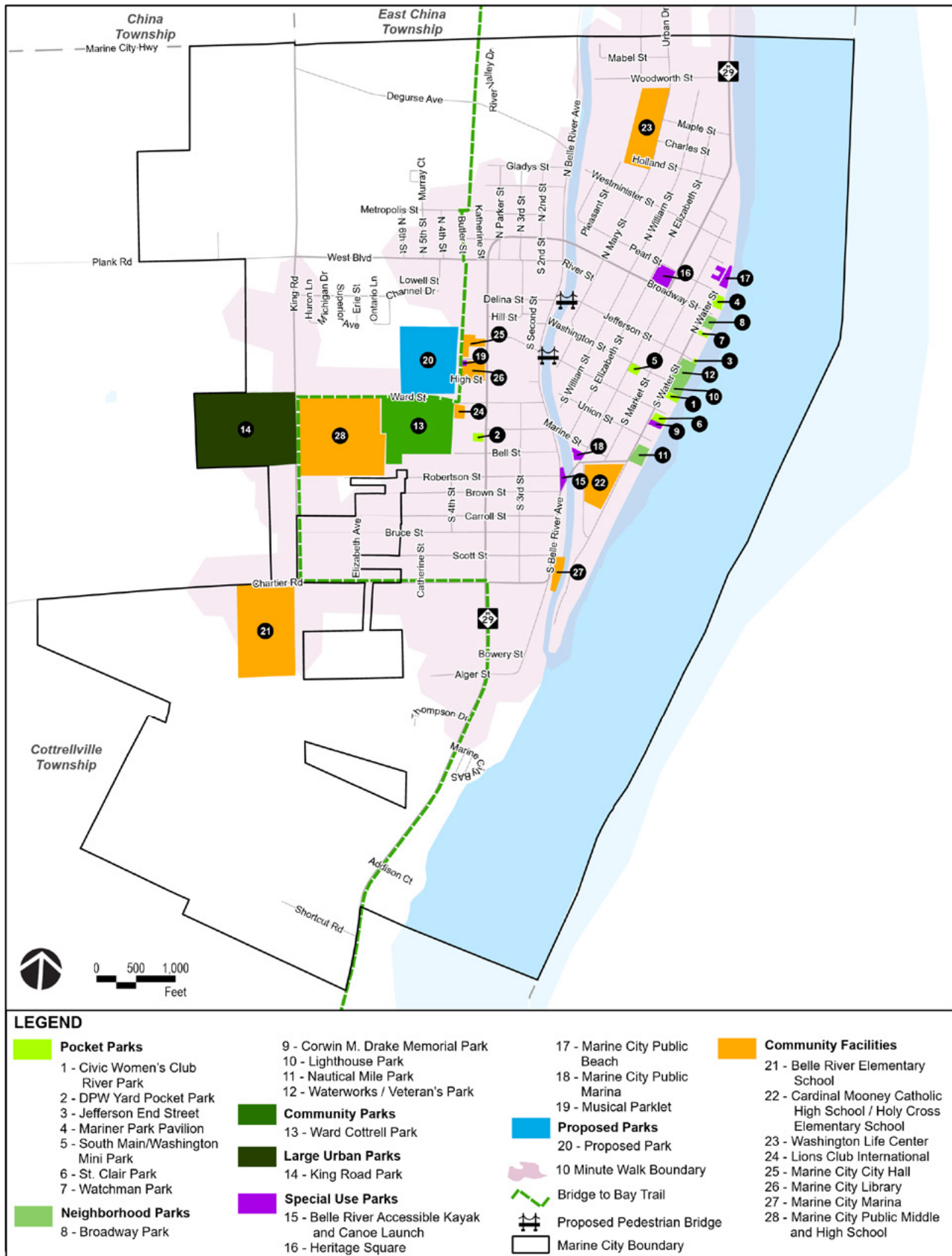
Table 16: Parks Classification System and Level of Service

Mini-Park (Pocket Park)	Small, specialized parks, often less than an acre in size, that serve the needs of residents in the surrounding neighborhood. A mini-park may serve a limited population or specific group such as tots or senior citizens.	<ul style="list-style-type: none"> » Tot Lot at S. Main and Washington Street » Mariner Park Pavilion » Watchman Park » Civic Women's Club River Park » St. Clair River Park » Jefferson Street End Park » DPW Yard
Neighborhood Park	Multi-purpose facilities that provide more active recreation activities, such as field/court games, crafts, playgrounds, skating, picnicking, etc. Neighborhood parks typically serve up to 5,000 residents.	<ul style="list-style-type: none"> » Broadway Park » Lighthouse Park » Waterworks / Veteran's Park » Nautical Mile Park » Corwin M Drake Memorial Park
Community Park	Offers a wide variety of recreation facilities to meet the diverse needs of residents from many neighborhoods. Community parks may include areas suited for intense recreational facilities, such as athletic complexes and swimming pools. These parks usually contain other facilities not commonly found in neighborhood parks such as nature areas, picnic pavilions, lighted ball fields, and concession facilities.	<ul style="list-style-type: none"> » Ward Cottrell Park
Large Urban Park/ Signature Park	Serves a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the area. The primary focus is on meeting community-based recreational needs, as well as preserving unique natural features.	<ul style="list-style-type: none"> » King Road Park
Special Use Park / Facility	Specialized or single-purpose recreation activities, such as historical areas, nature centers, dog parks, sports complex, golf courses, arboretums, etc. There are no specific standards for size or acreage since each site will vary, each site is unique to the community it serves.	<ul style="list-style-type: none"> » Marine City Public Beach » Musical Parklet » Heritage Square » Marina » Belle River Accessible Kayak and Canoe Launch » Pride and Heritage Museum
Natural Resource Area	Lands set aside for the preservation of significant natural resources, landscapes, open space, and visual aesthetics and/or buffering.	<ul style="list-style-type: none"> » St. Clair River » Belle River » Open Space (vacant land)

Service Area

Map 6 shows the area of Marine City that is within a 10-minute walk, or 0.25 miles, and serviced by a city-owned parks or recreation facility. The areas outside of the circles represent the areas underserved by parks, which includes pocket parks, neighborhood parks, community parks, large urban parks, and special use parks and recreation facilities. The majority of Marine City is served by a facility; however, a sizable residential areas on the north and south end of the City are underserved by parks. Efforts to address the lack of walkable access to parks, green space, or recreation facilities should be prioritized through creating pocket parks or requiring parks with new residential multi-family developments.

Map 6: Parks and Recreation Service Area



ACCESSIBILITY ANALYSIS

Each park and facility is also rated on its level of accessibility. The Americans with Disabilities Act (ADA) requires that all citizens have access to all facilities provided by the City regardless of physical disability. Each of Marine City's parks should be updated to ensure ADA accessibility and compliance in terms of:

- » Pathway resurfacing
- » Sidewalk resurfacing
- » Play structure equipment
- » Benches and pavilions
- » Signage

Table 17 explains the accessibility ratings. The assessment of accessibility for Marine City indicates that pocket parks and neighborhood parks need significant improvements to advance their accessibility, such as paved pathways, ramps, and benches along walkways. Refer to the following pages and **Table 18** that summarizes the inventory of each parks and recreation facility for the accessible ratings of each park. The City of Marine City should ensure that all citizens have access to all recreation programs.

Table 17: Accessibility Grading System for Parks and Recreation Facilities

Accessibility Rating	Definition
1	None of the facilities meet accessibility guidelines
2	Some facilities meet accessibility guidelines
3	Most facilities meet accessibility guidelines
4	The entire park meets accessibility guidelines
5	The entire park was developed using the principles of universal design

Tot Lot


LOCATION:

The SE Corner of Main and Washington Streets.

#5 on the Park Service Area Map
SIZE:

0.5 acres

ACCESSIBILITY:

2

The Tot Lot pocket park is located on the peninsula between the Belle and St. Clair River, on the corner of Main St. and Washington St. The park is centrally located within the Nautical Mile/Downtown Business Loop. It is surrounded by single-family historic homes and approximately one block from the Pride and Heritage Museum and two blocks from the Marina. With equipment upgrades and accessibility enhancements, such as paved paths from the street to the playscape, the Tot Lot has great potential to be a kid- and family-friendly park.

AMENITIES:

- » Playground with a swing set and merry-go-round
- » Picnic table and bench, in the shade depending on time of day
- » Small open greenspace for passive play
- » Trash can
- » Bike rack

REPAIRS NEEDED:

- » Aged equipment
- » New, secure fencing

DEFICIENCIES:

- » Shade is needed at and around the playscape.
- » An accessible path from the street to the picnic area and playground
- » Interior trees and landscaping
- » Resilient surfacing around the playscape
- » Restroom facilities for children
- » Wayfinding signage

Mariner Park Pavilion



LOCATION:

Central, N Water St
between Pearl St and
Broadway St

**#4 on the Park Service
Area Map**

SIZE:

0.5 acres

ACCESSIBILITY:

4, tight turns along the
path through the park

The Mariner Park Pavilion pocket park is just south of the public beach, adjacent to the St. Clair River. It can be accessed from Pearl Street, Broadway Street, or N. Water Street, and offers vehicle parking. This park offers barrier free waterfront access, constructed with financial support from the Christopher and Dana Reeve Foundation, for maritime activities including: fishing, bird watching and freighter watching, and is often frequented by residents and visitors alike. The park is open to the public year-round; however, the restrooms are only open seasonally during park hours.

AMENITIES:

- » Covered pavilion with picnic tables
- » ADA compliant pathways
- » Accessible fishing pier
- » Covered and uncovered
- » Charcoal grills
- » Seasonal drinking fountains
- » Public art

REPAIRS NEEDED:

- » Improve and extend restroom hours and availability

DEFICIENCIES:

- » Increase lighting to extend use and improve safety
- » Landscaping variety for improved aesthetics and to manage stormwater runoff
- » Bike rack
- » Wayfinding signage

Watchman Park


LOCATION:

Water Street, just south of Broadway Street

#7 on the Park Service Area Map

SIZE:

<0.5 acres

ACCESSIBILITY:

0

A grassy pocket park, Watchman Park is tucked between two private properties on Water Street adjacent to the St. Clair River, south of Broadway Park. This pocket park features public art installations and riverfront views for freighter watching. The park is connected to neighboring riverfront parks, public restrooms, and local shops by the sidewalk on Water Street, however, it does not offer barrier-free waterfront accessibility. Watchman Park could benefit from an accessible pathway to bench seating along the riverfront. By acquiring the property to the north, the City would be able to connect Watchman and Broadway Park to create a larger continuous park with an accessible riverfront walkway.

AMENITIES:

- » Public art
- » Landscaping
- » Large interior trees
- » Bench seating

REPAIRS NEEDED:

- » None

DEFICIENCIES:

- » ADA compliance: Paved pathway for barrier free access to St. Clair River
- » Nonmotorized trailway connecting to other riverfront parks

Civic Women's Club River Park



LOCATION:

S Water Street

#1 on the Park Service Area map

SIZE:

1.0 acre

ACCESSIBILITY:

2

The Civic Women's Club River Park is named after the volunteer organization that is responsible for designing and maintaining this beautifully landscaped garden park. This pocket park is adjacent to the St. Clair River and centrally located within the historic downtown shopping district; it is connected to Waterworks Park, Veteran Park, and Lighthouse Park by either the waterfront walkway or sidewalk along Water St. The interior mature trees and variety of seating options provide for a very relaxing atmosphere.

AMENITIES:

- » Aesthetic flower garden and shaded tree coverage
- » Decorative archway
- » Walking path and seating
- » Pedestrian scale lighting
- » Public art

REPAIRS NEEDED:

- » Improve landscape screening from the abutting commercial property on the southern side to enhance the feel of being embedded in nature.

DEFICIENCIES:

- » Landscaping to manage stormwater runoff
- » Public restrooms and drinking fountains
- » Barrier free waterfront accessibility
- » Fishing amenities
- » Wayfinding signage

St. Clair Park



LOCATION:

On W. Water Street at the end of E Saint Clair Street

#6 on the Park Service Area map

SIZE:

0.18 acres

ACCESSIBILITY:

4

The St. Clair River pocket park is a tiny grassy patch, walking path and fishing wall located at the street end of E. Saint Clair, adjacent to the St. Clair River. The park is accessible from Water Street through the parking lot that serves the downtown and Drake Memorial Park. To avoid confusion and consolidate connected parks, this pocket park should be considered an extension of Drake Memorial Park and would benefit from accessibility improvements.

AMENITIES:

- » Fishing wall
- » Bench seating
- » Portable restrooms and off-street parking shared with the downtown and Drake Memorial Park

REPAIRS NEEDED:

- » None identified.

DEFICIENCIES:

- » The limited size makes it hard to host distinct, unique features. This should be considered part of the Drake Memorial Park.
- » Add signage with the park name, if it remains as a separate park.
- » Accessibility improvements

Jefferson End Street



LOCATION:

At Jefferson and Water Street, between the parking lot and St. Clair River

#3 on the Park Service Area map

SIZE:

0.2 acre

ACCESSIBILITY:

4

This pocket park is a small green space that serves as an extension of Waterworks / Veteran's Park and buffers the municipal parking lot and the St. Clair River. Given its limited size, lack of distinct features, and connectivity to Waterworks / Veteran's Park, it should be classified as part of the Waterworks/Veteran's Park. The positioning of this park offers a great opportunity for green stormwater infrastructure that will prevent runoff and pollutants from entering the St. Clair River.

AMENITIES:

- » Tables
- » Bench seating
- » Lighting

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Signage with its distinct park name if it remains as a separate park
- » Measures to prevent stormwater runoff into St. Clair River
- » Buffering from adjacent commercial properties and its trash receptacle
- » Shade

DPW Yard


LOCATION:

Parker St at the DPW building

#2 on the Park Service Area map

SIZE:

0.5 acre

ACCESSIBILITY:

2

This pocket park is the green space in front of the Department of Public Works building, it features bench seating and a drinking fountain for pedestrians using the sidewalks on Parker St. It houses the City's electronic notification sign and a county transit bus shelter. It is not apparent whether the grassy area is intended to be a usable park space. This parklet is underutilized and has great potential to be a functional park space: It should undergo a collaborative park planning process to best service users' needs. Enhancements may include family friendly components, public art, additional seating, and landscaping improvements.

AMENITIES:

- » Electronic message sign
- » Greenspace
- » Bus shelter
- » Drinking fountain

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Signage to clarify it is an intended park space
- » Bridge to Bay wayfinding signage
- » Added seating for socializing or resting with an ADA compliant pathway.
- » Interior trees for shade and landscaping for improved aesthetics
- » Public art

Broadway Park



LOCATION:

Water St and Broadway St

#8 on the Park Service Area map

SIZE:

0.75 acres

ACCESSIBILITY:

4

A serene waterfront park, adjacent to the St. Clair River, Broadway Park features public art including a battlefield deck gun display, sightseeing benches, fishing opportunities, mature interior trees for shade, pedestrian-scale decorative lighting and off-street parking spaces. The park sits at the entrance of the historic downtown along Water St. at the end of Broadway St., south of the public beach and Mariner Park Pavilion. The large greenspace provides for a variety of individual uses and would benefit from additional seating, picnic tables, barrier free waterfront access and ADA compliant pathways. This park would benefit from the acquisition of the abutting private properties to better connect city-owned waterfront parks along Water Street.

AMENITIES:

- » Bench seating
- » Fishing access
- » Battleship deck gun display
- » Greenspace picnic area
- » Trash can

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Picnic table(s)
- » Stormwater Management
- » Bike rack
- » Potential location for a community garden or other gardens: rain garden, butterfly garden, pollinator garden, etc.

Lighthouse Park



LOCATION:

Center of Water Street, along St. Clair River

#10 on the Park Service Area map

SIZE:

1 acre

ACCESSIBILITY:

3, reserve on-street parking in front of the park for elders/family with young children

Lighthouse Park features the City's popular sand volleyball court and the Peche Island Lighthouse, a landmark feature of the City. The park is adjacent to the St. Clair River and centrally located in the City's historic downtown. Lighthouse Park sits between Waterworks/Veteran Park and the Civic Women's Club River Park, the three parks are connected by a riverfront walking path or the Water St. sidewalk; the City may consider merging them under one name. To improve accessibility, pathways may need to be widened and resurfaced. The City may consider refinishing the interior of the Lighthouse to allow for public viewing.

AMENITIES:

- » Peche lighthouse and cultural information plaque
- » Stationary ship's anchor
- » Sand volleyball court
- » Walking path with lighting, seating, and trash cans
- » Multipurpose greenspace
- » Interior trees
- » Bike rack and repair station
- » Wayfinding signage

REPAIRS NEEDED:

- » Concrete pathway - cracked and uneven
- » Unusable shuffleboard pads in front of the Water Treatment Plant

DEFICIENCIES:

- » Potential location for a community garden (rain garden, pollinator / butterfly garden)
- » ADA compliant parking

Waterworks / Veteran's Park



LOCATION:

229 Water St

**#12 on the Park Service
Area map**

SIZE:

1.63 acres

ACCESSIBILITY:

4

Located in the downtown along the St. Clair River, this park contains memorial installations for veterans, police, and firefighters as well as the waterworks building. This park is referred to as either the Waterworks or Veteran's Park. It is situated between the Jefferson End Street Park and the Lighthouse Park, which are connected by the barrier-free riverfront walkway along the seawall of the St. Clair River.

AMENITIES:

- » Memorials for veterans, police, and firefighters
- » Fishing Access
- » Picnic Tables
- » Lighting
- » Barrier-free riverfront walkway.

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Absorb Jefferson End Street Park

Nautical Mile Park



LOCATION:

Water St between
Bridge St. and Union St.

**#11 on the Park Service
Area map**

SIZE:

1.2 acres

ACCESSIBILITY:

4

The southernmost waterfront park along the St. Clair River on Water Street, funded by the Rotary Club, is a large open greenspace featuring barrier-free waterfront access, fishing access, bench seating for watching maritime traffic, and nautical themed public art. Further enhancements could be made to support recreational activity in the open green space, such as soccer or pickleball.

AMENITIES:

- » Walking path
- » Fishing pier
- » Lighting
- » Stationary ship's anchor installation and antique clock
- » Trash can
- » Bike rack
- » Multi-purpose field

DEFICIENCIES:

- » Potential for recreational opportunities: Soccer field, pickleball, etc.
- » Shaded waterfront seating
- » Better connectivity to the other parks along the St. Clair River, such as widened sidewalk or curbed bike lane on the east side of Water St.

Corwin M. Drake Memorial Park



LOCATION:

St. Clair River
Waterfront; Water St
between Saint Clair St
and Union St.

**#9 on the Park Service
Area map**

SIZE:

0.75 acres

ACCESSIBILITY:

3

One of the larger waterfront parks along the St. Clair River, Corwin M. Drake Memorial Park is located on Water Street, between St. Clair and Union Streets. Unique for its outdoor waterfront amphitheater, the open greenspace allows for ample seating while watching local concerts and performances. To improve accessibility, ADA compliant pathways and designated areas may be incorporated into the amphitheater viewing area and public restrooms may be built to increase participant's longevity to the park space.

AMENITIES:

- » Outdoor waterfront amphitheatre
- » Portable restrooms
- » Municipal parking lot
- » Walking path
- » Oversized photo-op "Welcome to City of Marine City" Chair
- » Stationary ship's anchor
- » Fishing Pier
- » Signage

REPAIRS:

- » Bike rack and public art

DEFICIENCIES:

- » Permanent restrooms or screening for portable restrooms
- » Drinking fountains
- » Interior trees or installed canopies for shade
- » Better stormwater runoff management, especially between the parking lot and river
- » Add screening (landscaping or decorative fence/wall) around the parking lot
- » Repaint parking lot striping
- » Public art on concrete wall behind photo-op chair

Ward Cottrell Park


LOCATION:

Ward Street between S. Parker St and the Public High School Complex

#13 on the Park Service Area map

SIZE:

5.5 acres

ACCESSIBILITY:

3

Located on the western side of the Belle River and situated between the Lions Club building and the Marine City Public High School, Ward Cottrell Park is a multipurpose space offering various recreational opportunities. The site maintains a track, baseball and softball fields, football field, playground structure, tennis courts, restrooms, concessions stand, bleacher seating, and a covered pavilion. The site may benefit from a more user friendly and accessible design layout, upgrades to site components and signage.

AMENITIES:

- » Playground with swings
- » Vehicle and bicycle parking
- » Baseball / Softball fields with dugouts
- » Football field
- » Track
- » Tennis courts
- » Concession stand
- » Restrooms
- » Drinking fountain
- » Covered pavilion with picnic tables
- » Bleacher spectator seating

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Enhanced play area with more resilient surface material
- » Periphery trees

King Road Park



LOCATION:

6370 King Road

#14 on the Park Service Area map

SIZE:

27 acres

ACCESSIBILITY:

2

The City's largest park, King Road Park, is located on the western boarder of the City adjacent to the water tower and opposite the Marine City Public High School on King Road. The site maintains a variety of recreational opportunities suitable for all seasons enjoyment. Highlighted on the Bridge to Bay Trail, King Road Park is accessible via vehicle or non-motorized transport. The site may benefit from a more user friendly and accessible design layout, upgrades to site components including the parking lot and the addition of recreational opportunities such as a splash pad.

AMENITIES:

- » Basketball / Multipurpose court
- » Sledding hill
- » Pickleball court
- » Permanent concrete cornhole boards and shuffleboard court
- » Playscape with swings
- » Baseball/softball fields with dugouts
- » Concession stand (limited access)
- » Restrooms: stationary and portable (limited access)
- » Seating
- » Open greenspace

REPAIRS:

- » Sled hill railing and fencing is in disrepair
- » Railings throughout the site are in disrepair
- » Repaint lines on the basketball court

DEFICIENCIES:

- » Walking path
- » Complete a paved path to all park amenities that connects to the parking lot
- » Clean up back portion of the site of DPW material to make it a usable space

St. Clair River



LOCATION:

Borders the City on the eastern side. Abuts USA on the west and Canada on the east.

Part of the Great Lakes System, this stretch of the river is about 0.6 miles wide connecting Huron Lake to Lake St. Clair (north-south) and serves as the international boarder between the United States and Canada (west-east). In the past, there was a privately owned ferry system that connected Marine City with Canada; unfortunately, there are too many barriers to restoring the ferry service or an alternative means of international connection across the river. Freighters traveling north and south along the river can be seen commonly and followed by many residents and visitors who come to the riverfront to view them pass by.

AMENITIES:

- » Waterfront walkway along portions of the Riverfront due to Mariner, Broadway, Waterworks, Lighthouse, Civic Women's Club, Nautical Mile, St. Clair River, and Drake Memorial Park.
- » Sandy beach and river access at Marine City Public Beach Park.

ATTENTION NEEDED:

- » Measures to prevent stormwater runoff contamination
- » Nonmotorized connection pathway from the Bridge to Bay Trail to the riverfront pathways

Belle River



LOCATION:

Bisects the City in half, runs north to south

SIZE:

73.5 miles long; about 1.5 miles through Marine City

This river starts at Long Lake in Attica Township, Lapeer County and flows south east to the main branch of the river near the intersection of Interstate 69 and M-53. The river's flow parallels the St. Clair river once it reaches East China and eventually feeds into the St. Clair river just south of Marine City's downtown. Through Marine City, the majority of Belle River is lined by single-family residential neighborhoods with N Belle River Avenue abutting the western side of the river. The public kayak/canoe launch and marina have been added along Belle River. Vacant properties along the river offer opportunities for greater public access and pedestrian crossing bridges to improve the connectivity from Parker Street to the peninsula. N Belle River Avenue revamped as a complete street, better accommodating bicycle and pedestrian usage, would be a great contribution to the community.

AMENITIES:

- » Marina
- » Kayak launch

ATTENTION NEEDED:

- » Improvements to the kayak launch
- » Measures to prevent stormwater runoff contamination
- » A public trailway along river should be added

Marine City Public Beach


LOCATION:

Along the St. Clair River
at Water and Pearl
Street

**#17 on the Park Service
Area map**

SIZE:

1.2 acres

ACCESSIBILITY:

3

As a shoreline community, Marine City maintains an invaluable public beach, located in the City's Nautical Mile District that can be accessed off of Water St. and Pearl St. with vehicle parking available. Free for public use, the beach is open all year-round with park rules stating it is open from dawn to dusk. The site maintains a sandy beach, roped off swim area, play equipment with a wheelchair friendly swingset, a beach bathhouse with restrooms, mature trees for shade and open greenspace. The City may consider constructing a beach bathhouse with restrooms that are compliant with ADA standards, a foot washing station and drinking fountains and safe railing systems. The site may also benefit from additional greenscaping to help define neighboring properties.

AMENITIES:

- » Sandy beach
- » Roped-off swimming area
- » Playscape with adaptive swingset
- » Toy borrowing station
- » Seating
- » Lighting
- » Bike rack

REPAIRS NEEDED:

- » Bathhouse with restroom (limited use) at the adjacent Mariner Park Pavilion
- » Wooden fencing
- » Pilings

DEFICIENCIES:

- » Green stormwater management to prevent runoff from the adjacent street and parking onto the beach
- » Opportunity to expand the sandy beach toward Mariner Park Pavilion; however, there would likely be issues with erosion and high costs.
- » Ramp for accessible water access
- » Shade structure for playground equipment
- » Changing stations
- » Public art

Musical Parklet



LOCATION:

Abuts the Bridge to Bay Trail before the City Library off Parker Street.

#19 on the Park Service Area map

SIZE:

0.1 acre

ACCESSIBILITY:

4

Located behind the Marine City Library, directly adjacent to the Bridge to Bay non-motorized trail, the musical parklet is a unique feature that allows bike trail participants the opportunity to stop and relax. As part of the Play Everywhere Challenge, through KABOOM!, the musical parklet offers interactive outdoor musical instruments, a bike repair station, bottle refilling station and seating.

AMENITIES:

- » Drinking fountain and water bottle refill station
- » Seating
- » Interactive musical outdoor installation
- » Bicycle repair station and rack

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Shade structures or trees
- » Wayfinding signage including park name

Heritage Square


LOCATION:

300 Broadway Street
**#16 on the Park Service
 Area map**

SIZE:

0.75 acres

ACCESSIBILITY:

3

Located at 300 Broadway, at the corner of Main St. and Broadway, Heritage Square is recognized as the park space surrounding Marine City's historic City Hall. The newly installed bandstand is representative of the time period in which the building was constructed and allows for community events and private gatherings. The open greenspace is utilized for events throughout the year and features several pieces of donated public art, including a bell and ship's rudder.

AMENITIES:

- » Bandstand Pavilion
- » Interior Mature Trees
- » Basketball half-court
- » Public art
- » Seating
- » Landscaping

REPAIRS NEEDED:

- » Repainted lines for the basketball half-court.
- » Restoration to the historic former City Hall building.

DEFICIENCIES:

- » Recreational opportunities on site.
- » Amplified speaker system for public events
- » Seating options
- » Public restrooms and drinking fountains

County Bridge to Bay Trail



The Bridge to Bay Trail is a diverse trail system of boardwalks, riverwalks, rail trails and bike paths that extends along 50 miles of shoreline across St Clair County, Michigan. The trail is intended to allow for picturesque views, a link across charming towns, parks and benches, and connect to points for freighter watching and access to the blue waters of Lake Huron, the St Clair River and Lake St Clair.

PROPOSED EXPANSION:

- » These proposed plans to expand the trail connect to the historic downtown on Broadway and Water Streets.

Marine City Public Marina


LOCATION:

On the Belle River at the intersection of S. Main St and Bridge St

#18 on the Park Service Area map

SIZE:

8.2 acres

0.6 acres for the building

ACCESSIBILITY:

Incomplete

Through a Department of Natural Resources Trust Fund Grant, the City was able to acquire property to develop a public marina with approximately 13 boat slips for transient docking. Located on the bank of the Belle River at the intersection of S. Main Street and Bridge Street, the proposed development plans for the Marina will include the installation of a parking lot, barrier free walking system, restroom, community pavilion and parklet components. The park amenities will be available to the public at no cost and will be maintained year-round. As a dual trailhead location for the Blueways Trail of St. Clair County and the Bridge to Bay non-motorized trail, the Marina site will allow for better connectivity and new ports of access to the southern communities of St. Clair County.

AMENITIES:

- » 13 boat slips for transient docking
- » Open greenspace

REPAIRS NEEDED:

- » None identified

DEFICIENCIES:

- » Awaiting installation of the proposed park components
- » Better pedestrian connectivity for an easy, safe route for visitors to access the Downtown
- » Pavilion structure, parking lot, restrooms, seating, wayfinding signage, barrier-free pathways, lighting

Belle River Accessible Kayak and Canoe Launch


LOCATION:

Accessible via Bridge St, or Robertson St

#15 on Park Service Area Map

SIZE:

0.5 acres

ACCESSIBILITY:

3

The kayak and canoe launch is located directly adjacent to the Marine City Marina property on the shore of the Belle River and can be accessed via the Belle River, Bridge Street or Robertson Street. The universally accessible launch and ADA compliant walkway system allows people of varying mobility levels to be close to the water and enjoy unobstructed waterfront views and activities. The kayak launch site is included as an access point for the Blueways of St. Clair Water Trail. Additional site components include a bench swing, picnic tables, solar charging station and bench seating. The City may want to remedy the safety and functionality of the space directly north of the kayak/canoe launch to help capitalize on the City's waterfront access for recreational opportunities.

AMENITIES:

- » EZ Dock Accessible Kayak and Canoe Launch platform
- » ADA compliant pathways
- » Barrier free waterfront access
- » Solar charging station
- » Parking lot
- » Bench swing and picnic tables
- » Wayfinding signage

REPAIRS NEEDED

- » None identified

DEFICIENCIES

- » Address site to the north of the kayak launch for safety and functionality
- » Sidewalk repairs of surrounding properties
- » Wayfinding signage on S. Parker Street
- » Public art

Table 18: Park Inventory

FACILITY NAME / Location	ACRES	Type	Ownership	Off-Street Parking Spaces	Bike Parking	AMENITIES					HARD SURFACED AREAS					PASSIVE AREAS								PLAY AREAS				River / Pond / Wetland	CURRENT CONDITIONS (good, fair, poor)	ACCESSIBILITY ASSESSMENT (scale 1-5)	NOTES
						Concessions	Restrooms	Drinking Fountain	Storage	Vending Machines	Basketball Courts	In-Line Skating Area	Skate Park	Tennis Courts / Pickelball	Track	Benches	Fishing Pier	Pathway	Fitness Equipment	Pavilion	Picnic Table(s)	Stage / Band Shelter / Amphitheater	Spectator Seating	Ball Diamonds (Baseball/Softball)	Swings	Slides	Playscape / Jungle Gym				
Marine City Public Beach 200 N. Water Street	1.2	SUP	C	6			Nearby	Nearby - 100 ft								X		X							X	X	X	X	Fair	4	No Interior Trees, Unshaded Playscape,
Lighthouse Park 303 S. Water	1.0	NP	C	OS	X & Repair Station		Signs guiding to restrooms									X	X	X							X			Good	3	Interior Trees, Sand Volleyball	
Nautical Mile Park 477 S. Water St	1.2	NP	C	16												X	X	X							X			Good	4	Adopted – Rotary Club	
Mariner Park Pavilion 134 N. Water St	0.5	PP	C	6			X	X								X	X	X		X	X				X			Good	4	Restroom Hours: 7:30am-7pm May to October, otherwise portipods 4 blocks down; BBQs	
Civic Women's Club River Park Water St.	0.5	PP	C	OS												X	X	X							X			Good	2	Interior Trees and Landscaping with Annual Flowers; Public Art	
Corwin M. Drake Memorial Park 401 S. Water, Ampitheatre	0.75	NP	C	8	X		X Portable Restroom									X	X	X				X	X		X			Fair	3	Adopted – Historical Society of Marine City; Public Art; Event Schedule Posted On-Site; No Shade	
Waterworks / Veteran's Park 229 Water St	1.63	NP	C	12												X	X	X							X			Good	4	Veteran's Memorial along St Clair River; Adopted – Individual (Denny Danneels)	
Watchman Park 131 Water St.	0.5	PP	C	OS			Nearby	Nearby																	X			Fair	0	Adopted – Historical Society of Marine City; Public Art Display with the potential to accommodate more such as interior trees, fenced dog park, etc.	
St. Clair River Park Water St at the End of St.	0.2	PP	C	12			Nearby	Nearby								X		X			X				X			Good	4	Functions as an extension of the Corwin M Drake Memorial Park	
Broadway Park 100 Broadway	0.75	NP	C													X	X										Good	4	Public Art (Mosaics)		
Heritage Square 300 Broadway	1	NP	C	8-10			could be inside	Could be inside	could be inside	could be inside	Half Court					X		X		X							Fair	3	Houses the historical former city hall building.		
King Road Park 6370 King Rd.	27	SP	C	40		X	X	X	X		X			X		X				X	X		X	X	X	X	Good	2	Variety of Outdoor Recreational Amenities		
Ward Cottrell Park 601 Ward. Ave	5.5	CP	C	yes		X	X	X	X						X	X		X BBT		X	X		X	X	X	X	Good	3	Home to the Ed Klieman Little League Field		
Tot Lot (Main & Washington Street)	0.5	PP	C	OS	X											X		X			X					X	X	Fair	2	Adopted – Marine City Lions Club; No interior trees, minimal shade	
Jefferson Street End Park Jefferson Street	0.5	PP	C																								Good	4	An extension of the Waterworks/Veteran's Park buffering the parking lot from the St. Clair River		
Park in front of DPW Yard 514 S. Parker	0.5	PP	C																								Good	2			
Musical Parklet 300 S. Parker	0.5	SUP	C	Library Parking	X											X		X BBT									Good	5	Unique musical inclusive play; No Shade		
Marine City Marina 1105 S. Belle River		SUP	C																												
Guy Center at City Hall 260 S. Parker			C																												
Bridge to Bay Trail																															
Public School Facilities: Marine City Middle/High School Ward St. between King and Parker St			PVT																												
Community Center: Washington Life Center (403 Mary St)			CCA																												
Lions Club International-Marine City (east of Ward-Cottrell Park)																															
Totals	43.13		16	0		1	3	3	2	0	1.5	0	0	1	1	14	7	10	0	4	4	1	3	2	4	4	4				

*	Elements Present but not usable	NP	Neighborhood Park	SUP	Special Use Park	PVT	Private
X*	Usable but in need of repair	CP	Community Park	OS	On-Street Parking	CCA	City Council on Aging
PP	Pocket Park	SP	Significant / Large Urban Park	BBT	Bay to Bridge Trail		

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Recreational Programming

The Marine City Recreation Department has offered a variety of recreation programming for citizens to enrich their lives, enhance their education, and stay active. Though structured activities are not currently available, past programs have included the following:

- » Swimming Programs/Lessons
- » Gymnastics Programs
- » Creative Kids Preschool Program
- » Adopt-A-Park Program
- » Discounted Detroit Zoo Tickets
- » Discounted Detroit Red Wings Tickets
- » Consumer Education Seminars
- » S.C.O.R.E. (St. Clair County Organized Recreation for Everyone)
- » Pickleball
- » Adult Fitness and Exercise Programs
- » Co-Ed Volleyball
- » Indoor Walking

Regional Facilities Overview

Regional recreation facilities serve people within a broad geographic area. **Map 7** highlights the regional recreation facilities within roughly one-half to one hour drive from the City of Marine City's boundary.

The parks highlighted in the regional map are listed in **Table 199**.

Map 7: Parks and Recreation in St. Clair County



STATE AND REGIONAL RECREATION FACILITIES

On a regional basis, Marine City has two state parks within a short driving distance. These parks are Algonac State Park, approximately 2.5 miles south of Marine City on the St. Clair River and Lakeport State Park, approximately 25 miles north of Marine City on Lake Huron. Two other nearby state-run recreation facilities are the St. Clair Flats Wildlife Management Area on Harsens Island and Dickinson Island and St. John's Marsh in Clay Township. These areas offer facilities for hunting, fishing, swimming, and (at the flats) general boating. Together, the St. Clair Flats, the St. Clair River and Lake St. Clair offer over 50 miles of shoreline area for private and public use and are the area's greatest natural resources. The state also operates the Port Huron State Game Area in Grant and Clyde townships to the north.

The state also operates eleven public boat launch sites in St. Clair County along the St. Clair River, the Black River, the Pine River and Lake St. Clair. The MDNR owns and operates a public boat launch facility in Marine City on the St. Clair River at 1171 S. Parker (M-29), just south of the St. Clair County Road Commission Gravel Dock. This 4.04-acre facility contains one boat launch ramp and short-term parking for approximately 70-80 automobiles with boat trailers.

Throughout Metropolitan Detroit, the Huron-Clinton Metropolitan Authority offers a series of thirteen "Metroparks." St. Clair County is not a member of the Authority. The closest of these Metroparks to Marine City is Lake St. Clair Metropark in Harrison Township in Macomb County. This park has a beach, two marinas, a boat launch ramp, a par three golf course, a miniature golf course, a swimming pool and splash pad, tennis and basketball courts, picnic areas, a baseball/softball area, a tot lot, a nature study area and activity center, a nature trail and a bicycle/non-motorized vehicle/pedestrian pathway. In the winter, the park has areas for ice fishing, ice skating, and cross-country skiing. In September, the park hosts an "in the water" boat and fishing show.

Table 19: Parks and Recreation Facilities in Neighboring Communities

Community / Park	Acres	Amenities
COTTRELLVILLE TOWNSHIP		
Cottrellville Township Park	17	Playground, ballfields, soccer fields, basketball/volleyball courts, picnic areas, restrooms
Riverside Park	2.8	River access, fishing access
CHINA TOWNSHIP		
Indian Trail Road Site	62.0	Playground, ballfields, soccer fields, restrooms
Neiman Park	3.5	Playground, ballfields, soccer fields, basketball courts, picnic areas, community center, horseshoe pits, restrooms
King Road/Belle River Site	14.0	Playground, river access, fishing access, trails, picnic areas, fire pit, restrooms
Recor Road Site	5.3	Undeveloped
EAST CHINA TOWNSHIP		
East China Park	81.0	Playground, ballfields, soccer fields, basketball courts, river access, fishing access, ice skating/inline skating, trails, tennis courts, pickle ball courts, picnic areas, dog park, restrooms, pavilions, freighter watching
River Park	0.20	Playground, river access, fishing access, picnic areas
Manor Park	1.6	Playground
Springborn Park	0.2	River access, fishing access, picnic tables, ADA-accessible kayak launch
Township Hall Site	13.0	

ST. CLAIR COUNTY PARKS AND RECREATION FACILITIES

St. Clair County currently owns eight properties devoted to parks and recreation activities that total 1,010 acres. These are:

- » Goodells County Park 366 acres
- » Columbus County Park 411 acres
- » Fort Gratiot County Park 30 acres
- » Woodsong County Park 33 acres
- » Fort Gratiot Light Station 5 acres
- » Wetlands County Park 5 acres
- » Marine City Dredge Cut Access .34 acre
- » Wadhams to Avoca Trail 160 acres (12 miles long)



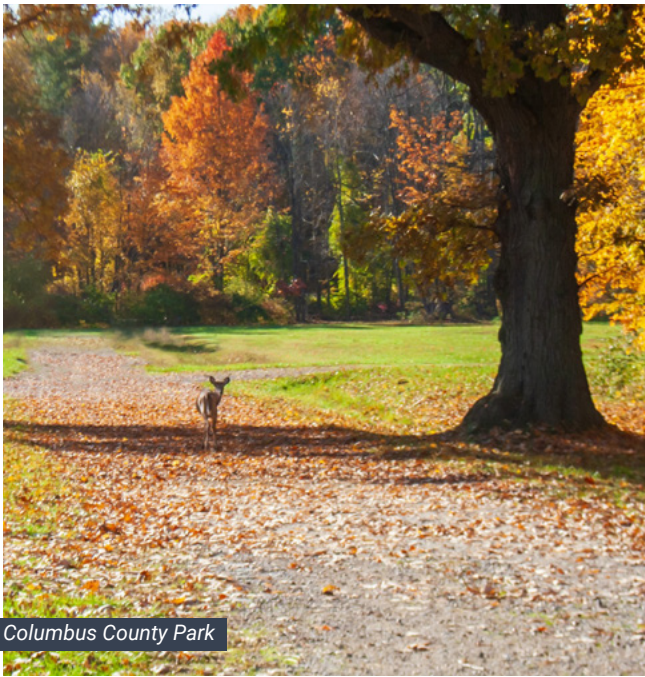
Goodells County Park

Facilities at the park include the Visitors Center, two playgrounds, river and fishing access, a seasonal ice skating rink, trails, four picnic shelters, a community center, historic buildings, a BMX track, a radio controlled model airplane airfield and truck track, a butterfly garden, five special events buildings, the "Splashpad," equestrian facilities, and areas for outdoor events.

The "Splashpad" has 11 spray features that include two water cannons, five dumping buckets, ground geysers, and a rainbow water tunnel. The "Splashpad" is open daily from 10:00 a.m. to 8:00 p.m. and admission is free. In February 2006, the County received a Facility Design Award from the Michigan Recreation and Parks Association (MRPA) for the Goodells County Park Splashpad. This award recognized the Splashpad as the first water play facility in the state that uses and recycles water that is supplied by a well rather than a municipal water system.

The Historic Village at Goodells County Park contains the Lynn Township Schoolhouse (1885), and the C.C Peck and Company bank (1908). Visitors will also see the Columbus Bible Church (1860), the Murphy/ Ryan farmhouse (1872) and the Mudge Log Cabin (1863). The latest addition to the Historic Village is the Columbus Bible Church. The Church was moved to the park and restored, complete with its twelve-foot tall windows and spectacular bell tower.





Columbus County Park

Columbus County Park

Through five separate transactions, the St. Clair County Parks and Recreation Commission (PARC) owns 411 acres of property in Columbus Township. PARC used a \$65,800 Michigan Natural Resources Trust Fund (MNRTF) grant in 2016, to secure the final 26 acres. In 2007, PARC used a \$1.4 million MNRTF grant to secure 291 acres for the park.

Phase 1 construction at Columbus County Park was completed in early 2010. Phase 1 included constructing the main entrance on Bauman Road, a park roadway, a 100-car parking lot, erosion control and drainage improvements, underground utilities, a water well and development of a lighted sledding hill.

Other facilities at the park include mountain biking trails, walking trails, horse trails, fishing access, and permit-only hunting. The Belle River runs through the park, totaling 1.6 miles of frontage. A historic gambrel roof barn is located at Columbus County Park near Bauman Road and is used for maintenance and storage. The barn was restored by Columbus Township.

Construction of an energy efficient park Lodge with modern restroom facilities, a picnic pavilion, offices and storage rooms was completed in 2012. Activities at the park include picnics, weddings, educational programs, and meetings.



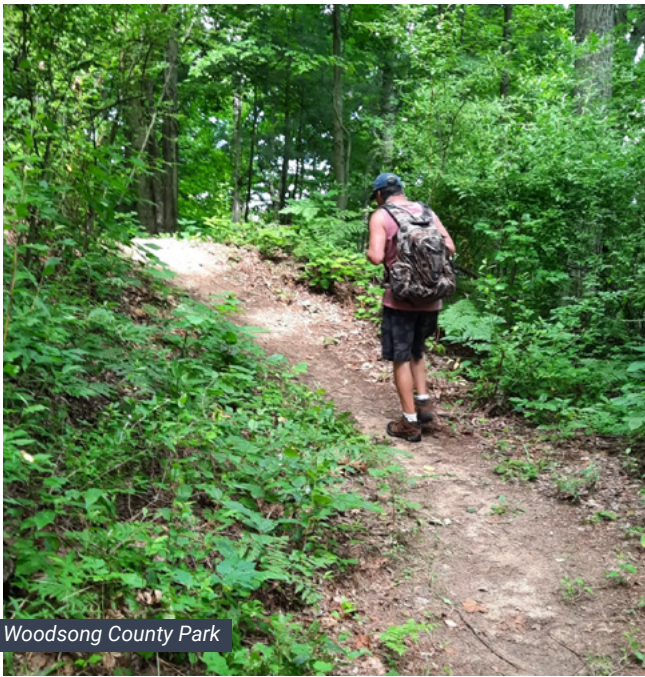
Fort Gratiot County Park

Fort Gratiot County Park

Fort Gratiot County Park is located in the northeast part of St. Clair County, just off M-25 on Metcalf Road. This 30-acre park offers breathtaking views of Lake Huron and 852 feet of shoreline and beach. It also includes picnic areas, restrooms, a children's playground, and paved walking trails.

Fort Gratiot County Park is also home to the 1971 Tunnel Explosion Memorial which commemorates the construction accident that took the lives of 22 men working on the water intake tunnel located beneath the park. The 1971 Water Tunnel Explosion committee raised funds for the memorial which was erected in 2007. The Michigan Historic Commission dedicated a State Historical Marker at the site to mark the 40th anniversary of the tragedy.

Other improvements at the park include ADA-accessible restrooms and a playscape in 2007, as well as an overflow parking area in 2008. In early 2009, two picnic pavilions were completed and additional sections of boardwalk were installed on the beach.



Woodsong County Park

Woodsong County Park

On December 30, 2008, St. Clair County purchased the 33-acre Camp Woodsong site from the Michigan Waterways Council of the Girl Scouts of America. The property is located off of Abbottsford Road, at the east end of Rynn Road, in Clyde Township. St. Clair County purchased the property for \$400,000 using a Michigan Natural Resources Trust Fund grant. The western half of the property features existing buildings that include a garage, pavilion, two vault toilets and group camping areas. The eastern half of the property has scenic, steep slopes that travel down to 2,800 feet of Black River shoreline. The site also has a rustic parking lot, and an ADA trail and kayak launch on the Black River is planned for the future.



Fort Gratiot Light Station

Fort Gratiot Light Station

The Fort Gratiot Light Station is the oldest lighthouse in Michigan. As the shipping needs on the Great Lakes increased in the 1820's, so did the need for a navigational aid at the mouth of the St. Clair River. In August of 1825 the first lighthouse in Michigan was built at Port Huron. The original tower was located near the base of the present day second span of the Blue Water Bridge. It was 32 feet high above ground level, 18 feet in diameter at the base, and tapered to nine feet across at the top.

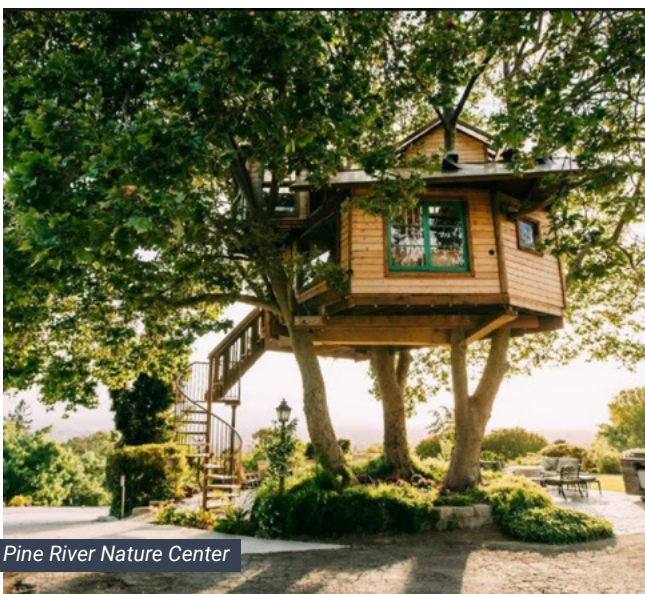
The Coast Guard maintained the Fort Gratiot Light Station from the 1930's until they moved next door into the new station that was built in 2004. The property was officially transferred to St. Clair County in 2010. Restoration of the lighthouse was completed in 2013, and other property repairs and additions have been made using Michigan Coastal Zone Management Grant funding. The restoration of the tower was made possible by the "Save America's Treasures" grant program and a match from the City of Port Huron. The tower reopened for tours in the summer of 2012. The Port Huron Museum serves as a partner in leading tours of the site, programming, and private reservations. Friends of the Fort Gratiot Light Station raise funds for building restoration projects and provides volunteers.

Pine River Nature Center

The St. Clair County Regional Educational Service Agency's Pine River Nature Center is an educational facility whose mission is to promote the awareness, understanding and stewardship of the Blue Water Area's natural and cultural heritage. The center provides programs for local schools to enhance their science and mathematics curricula with outdoor-based field studies correlated with the Michigan Curriculum Framework and offers outdoor recreation and environmental education opportunities for area residents.

The Pine River Nature Center opened to the public in the May of 2003. The Nature Center sits on 111 acres of property, with over 4,800 feet of the Pine River meandering through it. Since opening, over 21,900 students from around St. Clair County have visited the center for programs. Activities and events at the center include the following:

- » Opportunities to hike over two miles of trails (open daily from dawn to dark).
- » Browse the indoor displays and live animals.
- » Read about nature or do research in the library.
- » Attend public programs, including star gazing parties and nature walks.
- » Volunteer to help with special events and school programs.
- » Adopt-a-Trail.
- » Visit the universally-accessible (ADA) tree house.



Pine River Nature Center

Blue Water River Walk and Wetlands County Park

The Blue Water River Walk is almost one mile long and runs along the St. Clair River shoreline immediately south of the mouth of the Black River in Port Huron. It is less than a mile downriver from the Blue Water Bridge to Sarnia and the southern end of Lake Huron. Owned by the Community Foundation of St. Clair County, the Blue Water River Walk is open to the public year-round. The river walk features an observation deck, a pedestrian trail, an outdoor classroom, shoreline and habitat restoration, a fishing pier and public art.

The St. Clair County Parks and Recreation Commission purchased 4.85 acres of land using two MNRTF grants and received a \$1,039,500 grant from the National Fish and Wildlife Foundation to develop a 2.75-acre wetland on the very southern end of the river walk.



Blue Water River Walk and Wetlands County Park

GREENWAYS AND TRAILS

Greenways are corridors of land recognized for their ability to connect people and places together. According to the EPA, greenways promote outdoor recreation, catalyze economic development, increase adjacent property values, celebrate historical and cultural assets, promote conservation and environmental education and improve quality of life. Greenways have multiple purposes, but from a recreation perspective they have two major functions:

- 1) To link and facilitate hiking and biking access between residential areas and parks.
- 2) To provide opportunities for the linear forms of outdoor recreation (i.e. hiking, jogging, bicycling, equestrian riding, and walking) in which many St. Clair County residents engage today. These recreation activities require the development of trails along the greenways.

There are two primary trail systems within St. Clair County: the Wadhams to Avoca Trail and the Bridge to Bay Trail.

Wadhams to Avoca Trail

In 1999, St. Clair County PARC purchased the surface rights to 9.82 miles (100 acres) of right-of-way from CSX Railroad and began developing it as the Wadhams to Avoca Trail. In 2001 and 2004, PARC purchased two additional properties totaling 17.65 acres adjacent to the trail north of Imlay City Road for a trailhead and parking. In 2003, PARC purchased the surface rights to an additional two and a half miles of CSX Railroad right-of-way totaling 17.66 acres from Wadhams Road to Griswold Road. The trail is over 12.4 miles long and contains 160 acres. To date, the 640-foot Mill Creek Trestle has been decked and railed for pedestrians and bike riders. Three acres of land southeast of the Trestle was purchased to create a horse crossing at Mill Creek.

At the south end of the trail in Kimball Township, over five miles of trail have been paved starting at McLain Road running southeast to Griswold Road. The paved section of the trail passes through a developing residential area and is heavily used by residents.

In a joint effort with the St. Clair County Road Commission, a hybrid pedestrian signal was installed in 2010 where the trail crosses Wadhams Road. It was the first time this type of signal has been used for a trail crossing in Michigan. The signal prompts flashing lights to stop traffic when a pedestrian wishes to cross the road.

Designated parking areas are located at the Wadhams Road, Imlay City Road, Lapeer Road and Avoca Road trailheads. The non-motorized trail is open to walkers, bicyclists, and equestrians.



Wadhams to Avoca Trail

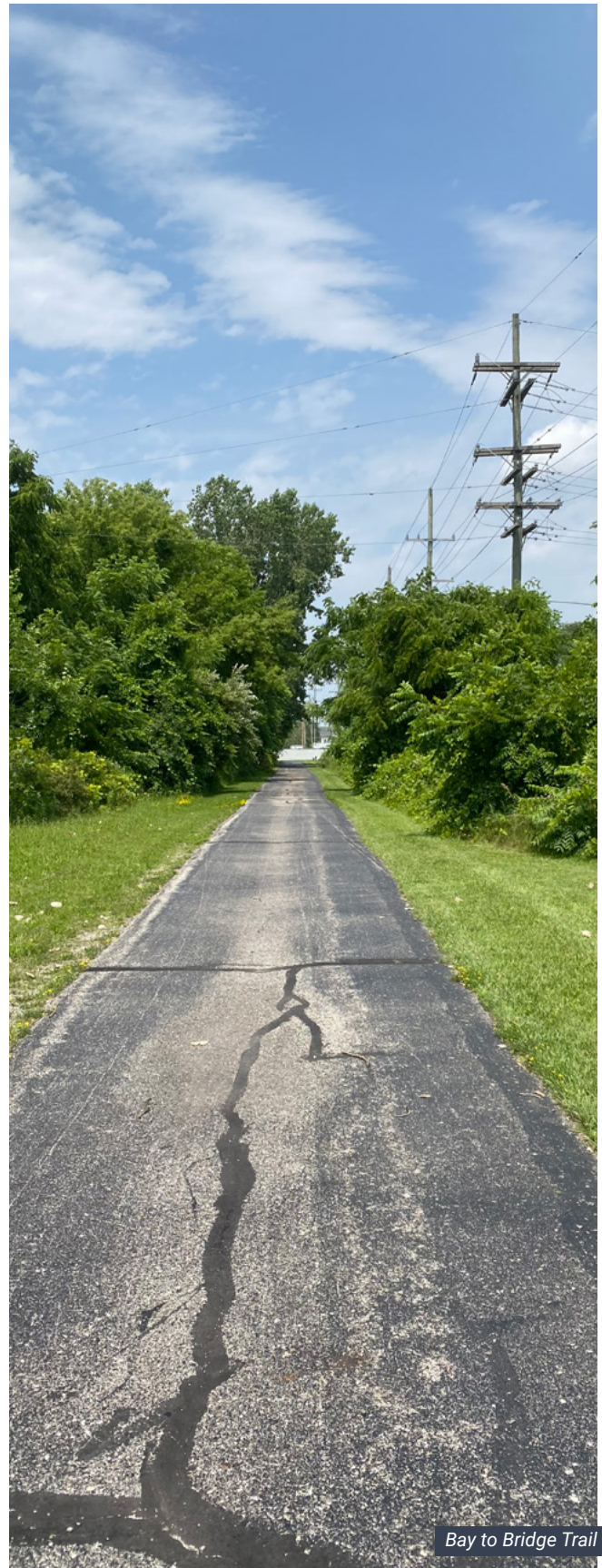
Bridge to Bay Trail

The St. Clair County Parks and Recreation Commission is working in conjunction with 13 local units of government to develop a 54-mile paved trail from Lakeport State Park to New Baltimore. St. Clair County helps to plan and promote the trail while each local unit of government is responsible for constructing their section of the trail. Even though PARC plays an instrumental coordinating role in the development of the Bridge to Bay Trail, the property that makes up that trail is owned by various municipalities and townships. Most trail construction projects are funded by grants. PARC usually helps to fund the local match required for trail construction grants.

The Bridge to Bay Trail extends from St. Clair County's northern border; under the Blue Water Bridge; through Port Huron, Marysville, St. Clair, Marine City, and Algonac; and past state and municipal parks, museums, gazebos, and lighthouses. Sometimes the trail is within reach of the water's edge and sometimes a few miles inland. It connects communities together for walkers, joggers, strollers, and bicyclists of all ages. The trail varies from a ten-foot wide separated paved pathway in the right of way along a road, or a five-foot wide dedicated bike lane.

The trail can potentially link to the Wadhams to Avoca Trail within St. Clair County, the Discover Michigan Trail, the Macomb Orchard Trail, and the St. Clair Parkway Trail in Lambton, Ontario, Canada via ferry. As of 2017, roughly 25 miles of the 54-mile Bridge to Bay Trail is complete.

Funding for the Bridge to Bay Trail comes from the St. Clair County Parks and Recreation Millage, local government funds, and grants. Grant money for the trail has been provided by the United States government through federal transportation grants, and by the Michigan Department of Transportation (MDOT), the Michigan Department of Natural Resources (MDNR), and the Michigan Natural Resources Trust Fund (MNRTF).



THE BLUEWAYS OF ST. CLAIR

One of the goals included in St. Clair County's 2007-2011 Master Recreation Plan was to explore developing a system of water trails in St. Clair County. The St. Clair County Metropolitan Planning Commission (MPC), in partnership with PARC, applied for and was granted a Michigan Coastal Zone Management Grant to create a 'Blueways vision' website for the shoreline of St. Clair County.

Research began in 2009 to find all the public access points along waterways in the County. Next, public input was gathered for popular paddling routes and put-ins. The website was built up with paddling routes, access pictures, information on restaurants, motels, museums and other points of interest. Additionally the website provides information on the major rivers in the County, including the Black River, Belle River, Pine River, Lake Huron, St. Clair River, and the St. Clair River delta, which is the largest freshwater delta in North America.

The Blueways website lists 17 different paddling routes, totaling 151 miles, in nine unique bodies of water and lots of valuable information related to paddling and shoreline recreation. The website is very dynamic, with driving directions between favorite points, aerial imagery maps, weather report links, and a "Birds Along the Blueway" section for birding enthusiasts. Check out St. Clair County's Blueways website at www.BluewaysOfStClair.org.

Island Loop National Water Trail

The 10.2-mile Island Loop National Water Trail was the first national water trail to be designated in Michigan and the 14th in the United States. The trail makes a loop from the Black River, to the Black River Canal, to Lake Huron, into the St. Clair River and back to the Black River. It also passes the oldest lighthouse in Michigan, the Thomas Edison Museum, the Huron Lightship Museum, and the Acheson Maritime Center. It also navigates between the United States and Canada for 2.5 miles and meanders through Fort Gratiot Township, Port Huron Township, and the City of Port Huron.



Assessment of Recreation and Natural Resource Facilities

The analysis provided in this section is based on criteria set by the National Recreation and Parks Association (NRPA) to determine the needs for certain recreation facilities in each community. NRPA is a national, non-profit service organization dedicated to advancing parks, recreation and environmental efforts that enhance the quality of life for all people. NRPA works closely with national, state and local recreation and park agencies, corporations and citizens' groups in carrying out its objectives. As part of its activities, NRPA has created and the Michigan Department of Natural Resources (MDNR) has adopted these standards to establish

- 1) The types of recreation facilities, such as basketball courts or soccer fields, that should be available based on population size; and
- 2) The "service areas," or number and type of park, that should be available to residents within a certain distance.

The MDNR standards are not intended to be followed to the exact number; however, comparing these standards to the inventory of Marine City highlights deficiencies of the current inventory. This analysis coupled with the parks and recreation interests of Marine City residents helps establish the basis for the action plan.



Facilities Analysis

Table 2020 outlines the types of usable outdoor facilities available compared to the national averages of municipal parks and recreation agencies serving populations of 20,000 people or less. In the coming years, attention should be given to add various types of outdoor recreation opportunities, such as a tot lot, soccer field, skate park, dog park, and/or community garden to address deficiencies. The City should work with the private entity, which acquired the vacant land on Ward Street and proposed dedicating it as parkland, to incorporate some of these elements in the park's design.

Table 20: Recreation Facilities Evaluation for Marine City

Type of Facility	Percent of Agencies that Provide Facility	Presence of City Owned Facility in Marine City Parks	NRPA Averages for No. of Facility/ Resident ¹	Recommended No. of Facilities for Marine City's Population ²	No. of Each Facility in Marine City Parks	Surplus / Deficiency	Notes
Playground/ Playscape	25%	Yes	1/1,986	2	4	+ 2	
Tot Lot	0%	No	1/6,642	0.6	0	-1	Could be located at a new pocket park or existing waterfront park.
Basketball courts	6%	Yes	1/3,107	1.2	1		
Tennis courts	6%	Yes	1/2,723	1.5	1	-1	
Pickleball Court	6%	Yes	1/3,346	1.2	1		
Baseball fields	19%	Yes	1/3,107	1	3 (4)	+ 2	
Rectangular fields- multipurpose	50%	Yes	1/4,362	1	6	+ 5	Some could be repurposed to be a sports field/court/ skate park.
Football Field	13%	Yes	1/8,004	2	2		
Soccer Field	0%	No	1/3,504	1.1	0	-1	
Dog parks	0%	No	1/11,100	1	0	-1	
Swimming Pool	0%	No	1/8,773	1	0	- 1	There is a public beach.
Community gardens	0%	No	1/8,773	1	0	-1	Civic Women's Garden may resembles this; however, operates differently.
Skate Parks	0%	No	1/11,100	0.5	0	-1	
Outdoor ice rinks	0%	Yes	1/7,997	0.5	0		Seasonally at Heritage Park, weather permitting
Golf Course/ Driving Range	0%	No	1/9,183; 1/5,055	0.4; 0.8	0	-1	

¹ The Median Number of Residents per Facility is based on data from communities having a population of 30,000.

² Rounded up from the projected population at 3,995 people. Based on 4,000 people to anticipate a potential, desired slight population growth in the next five years and ensure there are sufficient facilities.

This table is based on NRPA Metrics published in the 2021 NRPA Agency Performance Review. The NRPA Metrics distinguish between baseball fields for adults and youth and softball fields for adults and youth. For the purposes of this analysis, these distinctions have been disregarded.

Additionally, as **Table 2121** displays the evaluation of park acreage for Marine City. The City does not lack park space based on the population of Marine City. Marine City should instead look to how the park space is used and addresses deficiencies of access to green space within a 10-minute walk.

Table 21: Park Acreage Evaluation for Marine City

Park Classification	NRPA Guideline Acres/1,000 Residents (a)	Recommended Acreage (b)	Total Acreage	Surplus / Deficiency
Pocket Parks	0.25	1	2.6	+1.6
Neighborhood Parks	1	4	5	+1
Community Parks	5	20	32	+5
Regional Parks	5	0	0	Not Applicable
Special Use Facilities	Variable	-	3	-
Total Parks	10.6 (Median)	25	42.63	+17.6

Footnotes:

- (a) Based on the NRPA Agency Performance Review metrics.
- (b) Based on population.



The Planning and Public Input Process

Marine City's 2025-2029, Five-Year Parks and Recreation Plan was prepared with the assistance of McKenna, a planning and design consulting firm. Marine City has committed to a proactive public outreach effort throughout the development of this plan.

A key component of the development of the plan was the input of the City Administration and Planning Commission. As a result, recommendations are made for the implementation plan that reflect the needs of the community that utilizes parks, open spaces, and recreation facilities.

The planning process included six (6) key tasks:

Understanding Community Context. In order to develop the plan, the first step was to meet with the City leadership and discuss aspects of the City's physical and social environment. Furthermore, it was essential to understand the administrative structure of parks and recreation services. Additionally, the analysis included a review of the City's grant history and current and projected revenue and expenditures.

As a result of these discussions, further analysis of the City's land use and location of natural features was undertaken, along with a demographic profile of the community, including age distribution, people with physical disabilities, and types of households.

Parks, Recreation, and Facilities Inventory. Through site visits, mapping, and written analysis, the full inventory of the City's parks and recreation facilities was completed. Among the information included are park acreage, barrier-free accessibility, recreation amenities, equipment, and other physical attributes.

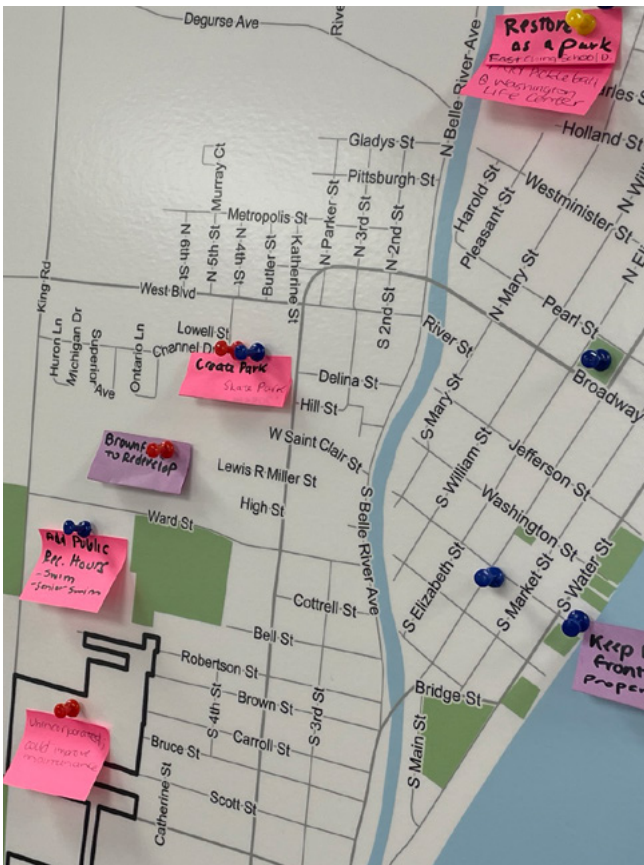
Public Participation. A survey was conducted online to elicit comments from the public regarding their specific parks and recreation needs. The survey was available for three months and was promoted online, as well as at city hall, at local businesses, and flyers at Maritime Days.

- » **Open House and Roundtables.** The Open House and roundtables took place on October 10, 2023, and featured a variety of boards that participants could interact with. Additionally, two sessions of roundtable discussions took place.

Analysis. Informed by the data collected through the conversations with City Officials, our field analysis, and the results from public participation, an analysis was performed in accordance with national and state guidelines, local needs, and potential funding sources.

Implementation Plan. A detailed implementation plan was developed based on the completion of the above analysis. This plan offers recommendations on what projects should be prioritized and be accomplished within the next five years. Additionally, long-range, community-wide objectives are also identified.

Plan Completion and Adoption. The Five-Year Parks and Recreation Plan was made available for comment for over 30 days. Marine City residents were encouraged to review the plan and provide comments. Residents were able to physically review the plan at the City Hall – Clerk's Office



Comments received were incorporated into the final draft of the plan which was then distributed for review in preparation of adoption. The agencies that reviewed the plan to ensure consistency with both regional and state-wide planning programs included:

- » Michigan Department of Natural Resources (MDNR)
- » Southeast Michigan Council of Governments (SEMCOG)
- » St. Clair County Planning Commission

On (date), the City then held a public hearing at the City Commission meeting. The public hearing was advertised and posted in accordance with Michigan law. This was an additional opportunity for residents to voice any opinions about the plan.

At the City Commission meeting held on (date) a request for action was made for the resolution submitted to approve and adopt the Marine City 2025-2029, Five-Year Parks and Recreation Plan. A copy of the resolution was certified by the City Clerk and transmitted to MDNR, SEMCOG, and the St. Clair County Parks and Recreation Commission.

DESCRIPTION OF PUBLIC INPUT PROCESS

Public input is a critical component of Parks and Recreation plans and is required through MDNR standards. An online survey, several public board meetings, and the state-mandated public review period and public hearing were all conducted to solicit community input.

Survey

A public opinion (perceptive) survey was available for five months from June 9 through November 9. The survey was available in both online and hard copy. The survey had a total of 29 questions and included a variety of questions that spanned a variety of topics. The online and paper surveys received totaled 187 responses.

Outreach

The surveys were advertised through email blasts, at Board and Commission meetings, on social media, and at the public high school.

Responses / Analysis

Selected responses have been compiled for analysis—a full copy of the results is available in Appendix #.

The majority of respondents were residents, with some being business owners, resident nearby who visit often, or visitors that are friends/family of residents. The majority of respondents have been residents for more than 20 years, with some moving to Marine City within the past year. See the graphs on the following pages for information on age and gender distribution of respondents.

When asked generally what respondents would like improved in Marine City, the top two answers related to parks and recreation. The responses were **Recreational Opportunities** and **Better pedestrian pathways and connectivity**. The table to the right shows all the options and the number of respondents.

What would you like improved in the City? (check all that apply)		
Answer Choices	Percent	Responses
Employment Opportunities	29.31%	51
Better Internet	31.61%	55
Housing Options	23.56%	41
Senior Housing Options	18.97%	33
Schools	18.39%	32
Day Care Options	16.67%	29
Better access to a greater variety of retail and commercial businesses	39.08%	68
Access to healthcare	16.67%	29
Transportation Options	22.99%	40
Better pedestrian pathways and connectivity	39.66%	69
More expansive trail way system	25.86%	45
Larger Marina	23.56%	41
Recreational Opportunities	44.25%	77
Other (please specify)		49
Answered		174

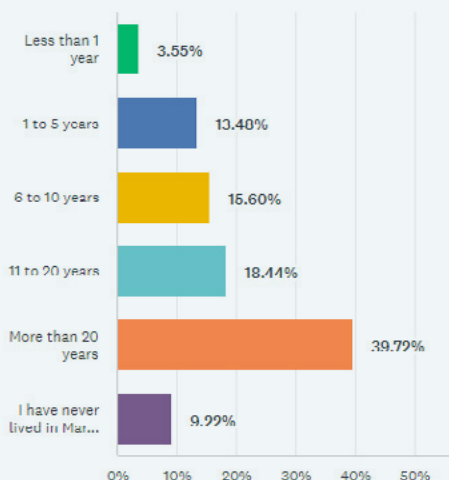
Additional comments included “more activities for kids,” “splash pad and dog park,” “public art, updated signage, vibrant community events,” “pickleball courts,” “sidewalks (and streets) need repair”, and “Recreation Director.”

Each for a different reason, all parks were selected for being visited the most and in the need of greatest repair by respondents. Respondents could click the image to mark one park on the map.

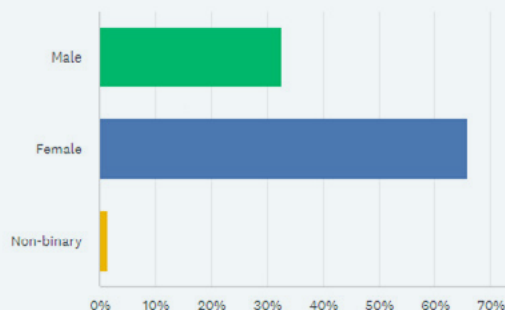
Some of the repairs / park enhancements listed included: “Continuous waterfront walkway,” “New restrooms with changing area,” greater access to restrooms, more seating and landscaping, replace woodchips with better material, more seating, better playgrounds, trees, more playscapes and play equipment for toddlers, etc.

Respondents identified new or enhanced opportunities they would like to see in their community, with swim classes, adult wellness and fitness, hiking trails and paved trailways, and special event, specifically markets, being the most popular.

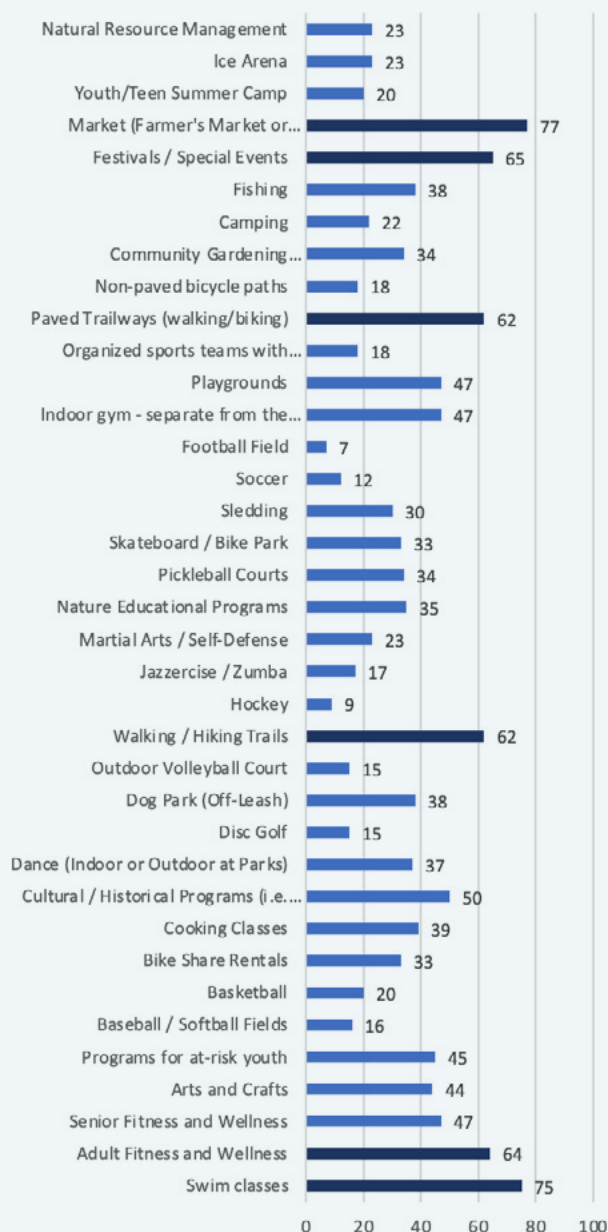
If you are a resident, how long have you lived in Marine City?



What is your gender?



What types of new or enhanced recreation options would you like in Marine City?



Open House and Roundtables

PURPOSE

Marine City and its planning consultants hosted the Open House and Roundtables, which occurred back-to-back on October 10, 2023, and featured a variety of boards that participants could interact with. Two sessions of roundtables took place where participants discussed parks and recreation among other topics such as economic development and aging-in-place. Participants were also invited to provide anonymous input in a comment box.

OUTREACH

The Open House and Roundtables were advertised through email blasts, the City website, social media, at Board and Commission meetings, and on flyers that were posted in City Hall.

FEEDBACK

Feedback from participants is incorporated throughout the plan. The information below summarizes the feedback collected from participants, however, complete feedback results are in Appendix X.

- » City Hall (Heritage Park) should host more events, especially during the winter months.
- » The City should attempt to gather sponsors to fund parks and recreation programs and events.
- » Investment into a community center such as a senior complex or arts center.
- » Emphasis and enhancement of the Marina.
- » Expansion of non-motorized transportation such as bicycle facilities and trails.
- » Utilization of the waterway for parks and recreation such as kayaking and canoeing tours.
- » Establishment of a pollinator program.
- » Aesthetic and sustainability improvements such as green infrastructure and gardens.
- » Refresh the museum.
- » Broadway bridge improvements to allow for waterway traffic.

Public Review Period

- » Purpose / Dates
- » (Insert text following the review period.)
- » Outreach Techniques
- » Feedback (complete results in Appendix)

Public Hearing and Resolution of Adoption

- » Purpose / Dates
- » (Insert text once the public hearing and resolution of adoption has been established.)
- » Outreach Techniques
- » Feedback (complete results in Appendix)



Parks and Recreation

Plan Goals & Objectives

Developing goals and objectives is an important part of the recreation planning process. Goals should be broad, address general needs, and establish the basis for setting specific objectives. Objectives are measurable tasks to help carry out the purpose of the larger goal. The overall goal of the City is to provide quality recreational programs, facilities, and outdoor green space that serves residents of all ages and abilities.

The following goals and objectives were developed based on the goals from the most recent plan, feedback from staff, and input through the public survey. There are five overarching themes to the goals and objectives, which include the following:

- 1) Facilities and Access
- 2) Recreation and Programming
- 3) Environmental Stewardship and Sustainability
- 4) Administrative Capacity
- 5) Tourism and Marketing

Facilities and Access

Goal 1: Address deficiencies of access to a park within a 10-minute walking distance.

OBJECTIVES:

- » Add pocket or neighborhood parks in the northern and southern residential areas of Marine City.
- » Encourage community gardens and parklet in residential neighborhoods.

Goal 2: Expand the nonmotorized trailway to connect to all park facilities.

OBJECTIVES:

- » Explore opportunities and partnerships to add new connector trails to existing bike trails and water trails.
- » Support efforts to expand Bridge to Bay Trail.
- » Continue utilizing Safe Routes to School funding to implement trail extensions in the appropriate areas.

Goal 3: Work with Friends of City Hall and other partner organizations to revamp 300 Broadway as a community center and event space.

OBJECTIVES:

- » Secure funding to revamp the historic City Hall building into a community center
- » Host an open house and/or survey to collaboratively plan the redesign with community members.

Goal 4: Maintain and expand park infrastructure with accessible access.

OBJECTIVES:

- » Continue adding ADA-accessible walkways and trails to access parks and the amenities within the parks.
- » Continue to explore additional opportunities to increase barrier free accessibility at all City-owned parks and recreation facilities through universal design standards.
- » Ensure parks and facilities are well-maintained and safe at all times.

Goal 5: Increase and maintain public access to the St. Clair River and the Belle River.

OBJECTIVES:

- » Obtain land along the St Clair and Belle River for public use.
- » Require waterfront easement rights in new development along the river for public use, as appropriate.
- » Seek additional funding or public-private partnership opportunities to expand the public marina.

Recreation and Programming

Goal 9: Expand the range of recreation facilities and programs available to residents of all ages.

OBJECTIVES:

- » Add public swim hours to existing pool facilities nearby.
- » Monitor and adjust programs offerings to reflect changing recreation preferences. .

Goal 10: Look to add recreational opportunities in the waterfront parks.

OBJECTIVES:

- » Evaluate which recreational opportunities would be most desirable to residents and attract visitors, such as pickleball court or soccer fields, where open green spaces exists at Drake Memorial or Nautical Mile Park.
- » Explore offering free Wi-Fi and charging stations in City parks.

Goal 11: Prioritize park enhancements and recreational opportunities that retain residents and visitors.

OBJECTIVES:

- » Increase access and infrastructure for hiking/bike trails, canoeing and kayaking, boating, swimming, camping, and other outdoor activities.
- » Explore active recreation options for King Road Park, such as a BMX bicycle track, a disc golf course, a dog park, and other in-demand amenities.
- » Add off-leash dog park.
- » Develop a long-term plan for developing camping facilities at an appropriate location.

Administration and Organization

Goal 6: Increase administrative capacity.

OBJECTIVES:

- » Look to hire a new recreation director or coordinator.
- » Look to establish a Parks and Recreation Commission.

Goal 7: Goal: Seek public-private partnerships to carry out recreation improvements and place-making opportunities.

OBJECTIVES:

- » Continue to recruit partners in the existing Adopt-a-Park program to local/regional businesses to add features to the parks, activate underutilized spaces or vacant lots, increase the capacity of the Parks and Recreation Department, and remove financial barriers to public participation in recreational opportunities.

Goal 8: Ensure Marine City has adequate financial resources for ongoing parks and recreation facilities and programs.

OBJECTIVES:

- » Develop and execute a long-term funding plan for the most effective use of St. Clair County Parks and Recreation Millage funds.
- » Aggressively pursue public and private grants and donations.
- » Initiate cooperation amongst communities regarding the joint use of existing and future recreation facilities.
- » Create a nonprofit entity to raise funds from foundations and private donors to supplement the efforts of Parks and Recreation Department.
- » Seek partnerships with local businesses, the county, and neighboring municipalities to increase parks and recreation services and access to them.

Tourism and Marketing

Goal 12: Utilize Marine City's unique waterfront parks and experiences to attract visitors and increase the time residents and visitors spend downtown to contribute to the City's local economy.

OBJECTIVES:

- » Add EV parking near waterfront parks in the downtown.
- » Continue to hold signature community events and festivals.
- » Strengthen the connection between parks and recreation and economic development to enhance all placemaking efforts.
- » Increase number and expand year-around access of permanent restrooms.
- » Continue to enhance public docking and the city-marina.

Goal 13: Goal: Promote the existing parks and recreational opportunities in Marine City to attract more visitors.

OBJECTIVES:

- » Capitalize on Marine City's unique waterfront location and parks, proximity to an international border with Canada, and water access by advertising riverfront parks.
- » Work with the County to advertise Marine City as one of the "Water Towns" in Michigan to visit.
- » Advertise at Marinas along Lake St. Clair to share unique opportunities for a day visit via boat.

Goal 14: Goal: Increase regional access to the parks, especially the waterfront parks in the downtown.

OBJECTIVES:

- » Work with the County to offer public transportation options that connect residents of the region to the parks in Marine City.
- » Work with the County or regional public-private partnership to start a water ferry, connecting waterfront communities in the region.

Environmental Stewardship and Sustainability

Goal 15: Continue to care for the Belle and St. Clair Rivers.

OBJECTIVES:

- » Install green infrastructure in waterfront parks to prevent stormwater runoff and pollution from entering the waterways.
- » Work with the school districts to add programming to educate youth about environmental services and stewardship.
- » Update Zoning Ordinance to require landscape buffer and/or green stormwater infrastructure for waterfront parking lots.

Goal 16: Enhance the landscaping in parks to contribute positively to the local biodiversity and to offer leisure opportunities enjoying gardens.

OBJECTIVES:

- » Add interesting natural features to the parks, such as pollinator plants, butterfly gardens, and/or community gardens.

Goal 17: Enhance the tree canopy in parks and throughout the residential neighborhoods.

OBJECTIVES:

- » Add trees for shaded seating in all City parks.

Goal 18: Replace high maintenance items and landscaping with more sustainable, maintenance items.

OBJECTIVES:

- » Prioritize solar and renewable energy options when adding lighting and electrical charging ports in parks for greater resiliency during storms and power outages.
- » Strategically select plants and trees that are native and require less maintenance.

Goal 19: Decrease car-dependency to access parks.

OBJECTIVES

- » Ensure there is trailway or protected bicycle access to all City parks.
- » Work with County to offer public transportation options to parks in Marine city.
- » Develop a local Complete Streets policy to consider multi-modal aspects of future road projects.
- » Collaborate across departments to monitor sidewalk condition and safety to improve walkability.
- » Improve walkability and mobility throughout the community.

Park and Recreation Action Plan

Facilities and Access			
Goal 1: Address deficiencies of access to a park within a 10-minute walking distance.			
Objective	Action Item	Applicable Facilities	Priority
Add pocket or neighborhood parks in the northern and southern residential areas of Marine City.	Identify viable lots or areas to covert to park space	Potential New Housing Developments or vacant parcels	High
	Seek funding or sponsor	-	Medium
	Open new pocket parks, varying in equipment and amenities.	Neighborhoods in the NE and S	Medium
Encourage community gardens and parklet in residential neighborhoods.	Update Zoning Ordinance to encourage these amenities in new construction projects on mixed use or multi-family developments.	Ordinance	High
	Seek partnerships with private and nonprofit entities, such as Friends of the St. Clair River to install.	Right-of-way land along St. Clair River; 300 Broadway additions	Medium
	Post instructional information online and host educational events.	Online	Medium
	Work with the Beautification Commission to administer a annual contest to encourage in yards.	City-wide	Medium
Goal 2: Expand the nonmotorized trailway to connect to all park facilities.			
Explore opportunities and partnerships to add new connector trails to existing bike trails and water trails.	Meet with the county to initiated a collaborative effort.	City-wide	High - In Progress
	Secure funding to support planning efforts and the implementation of expanded trailways and/or nonmotorized pathways.	Broadway, Water Street, and Belle River are the priorities	High
Support efforts to expand Bridge to Bay trail.	Facilitate process of obtaining easement rights.	St Clair Waterfront Parks	Medium
	Purchase waterfront property as it becomes available for expanding parks, or at least obtaining easement rights to expand the waterfront walkway.	St. Clair Waterfront Parks	High
Continue utilizing Safe Routes to School funding for implementation of trail extensions in appropriate areas.	Obtain funding to create nonmotorized pathways along King Road, Ward Street, and S Parker Street.	King Rd, Ward St, S. Parker St	High



Facilities and Access

Goal 3: Work with Friends of City Hall and other strategic partner organizations to revamp 300 Broadway as a community center and event space.

Objective	Action Item	Applicable Facilities	Priority
Secure funding to revamp the historic City Hall building into a community center.	Designate a city employee to identify funding opportunities and coordinate applications for such funding..	300 Broadway	High
Host an open house and/or survey to collaboratively plan the redesign with community members.	Work with the 300 Broadway Committee and other stakeholder groups to host the event and/or compile the input received.	300 Broadway	Medium
	Use the information from the open house event in grant applications.	300 Broadway	Medium

Goal 4: Maintain and expand park infrastructure with accessible access.

Continue adding ADA-accessible walkways and trails to access parks and the amenities within the parks.	Incorporate into all trailway and nonmotorized pathway plans once funding is secured.	City-wide	Ongoing
Continue to explore additional opportunities to increase barrier free accessibility at all City-owned parks and recreation facilities to ensure ADA-compliance.	Maintain the kayak launch to make any repairs to the rails as necessary.	Kayak Launch	Ongoing
	Add benches in appropriate locations throughout city parks.	City-wide	Ongoing
	Convert ground cover around playscapes from woodchips to resilient, spongy material.	Tot Lot	High
	Repair existing park equipment to meet current safety and ADA standards.	City-wide	Ongoing
Ensure parks and facilities are well-maintained and safe at all times.	Support the Department of Public Works with enough personnel to keep parks well-maintained.	City-wide	Medium

Goal 5: Increase and maintain public access to the St. Clair River and the Belle River.

Obtain land along the St Clair and Belle River for public use.	Administer city-funds or seek DNR funds to obtain waterfront land or easement rights.	Land along St Clair and Belle Rivers	High
Require waterfront easement rights in new development along the river for public use, as fitting.	Update zoning ordinance to reflect these changes in waterfront properties.	Ordinance Updates	High

Recreation and Programming

Goal 6: Expand the range of recreation facilities and programs available to residents of all ages.

Objective	Action Item	Applicable Facilities	Priority
Add public hours to existing pool facilities nearby.	Work with the school districts to restore open swim hours for public access.	Community High School	High
Monitor and adjust programs offerings to reflect changing recreation preferences.	Administer annual surveys to monitor existing parks and recreational services operation, new recreational opportunities of interest, and better anticipate the needs of children, senior citizens, and young professionals to plan recreation facilities accordingly.	City-wide	High
	Adjust programming and recreational planning priorities to reflect community input.	City-wide	High

Goal 7: Add recreational opportunities to the waterfront parks.

Evaluate which recreational opportunities would be most desirable to residents and attract visitors, such as pickleball court or soccer fields, where open green spaces exists at Drake Memorial or Nautical Mile Park.	Include a question relating to the topic in the annual survey that is to be distributed.	Drake Memorial, Nautical Mile	Medium
Explore offering free Wi-Fi and charging stations in City parks.	Work with the Treasury Dept and service provider to understand costs and feasibility.	-	High
	Install public Wi-Fi for Waterfront Parks.	Parks along St. Clair River	Medium
	Expand Wi-Fi services to all parks	King Rd Park to Corner Park	Medium
Seek additional funding or public-private partnership opportunities to expand the public marina.	Solidify strategy for expanding the public marina.	Public Marina	Medium
	Seek funding or partnership to expand the marina.	Public Marina	Medium

Goal 8: Prioritize park enhancements and recreational opportunities that retain residents and visitors.

Increase access and infrastructure for hiking/ bike trails, canoeing and kayaking, boating, swimming, camping, and other outdoor activities.	Add kayak launch at waterfront park on St. Clair River	Nautical Mile, Veterans/St. Clair River, Broadway Park	Medium
	Enhance access for canoes and other small craft at foot of LaBuhn Bridge on Belle River, including a parking area for loading and unloading with landscaping.	Belle River Kayak Launch	Medium
	Expand Bridge to Bay Trail to connect to all parks.	All Parks	Medium
Explore active recreation options for King Road Park, such as a BMX bicycle track, a disc golf course, a dog park, and other in-demand amenities.	Conduct a park-specific survey to understand community preferences for added amenities.	King Road Park	Medium
Add off-leash dog park. (If not at King Road Park)	If not at King Rd Park, solicit input to identify the park of most interest and best suited to accommodate a dog park.	King Park, Nautical Mile Park (large unused space)	Medium
	Seek sponsorship or funding to implement the added features.	King Park, Nautical Mile Park (large unused space)	Medium
Develop a long-term plan for developing camping facilities at an appropriate location.	Task the Economic Development Commission, or a newly created Parks and Recreation Commission to create.		Low



Administration and Organization			
Goal 9: Increase administrative capacity.			
Objective	Action Item	Applicable Facilities	Priority
Look to hire a new recreation director or coordinator.	Create and promote postings within the City and on statewide platforms.	-	High
Look to establish a Parks and Recreation Commission.	Work with the City Commission to establish a Parks and Recreation Commission / Committee to offer recommendation on how to spend recreation millage funds, work with the new director/coordinator, and achieve the goals, objectives, and action plan of this Plan.		Medium
Goal 10: Seek public-private partnerships to carry out recreation improvements and place-making opportunities.			
Continue to recruit partners in the existing Adopt-a-Park program to local/regional businesses to add features to the parks, activate underutilized spaces or vacant lots, increase the capacity of the Parks and Recreation Department, and remove financial barriers to public participation in recreational opportunities.	Advertise Adopt-a-Park on City website and with the Chamber of Commerce.	City-wide	Medium
Goal 11: Ensure Marine City has adequate financial resources for ongoing parks and recreation facilities and programs.			
Develop long-term funding plans for the most effective use of St. Clair County Parks and Recreation Millage funds.	Incorporate in annual survey and subsequent planning efforts.	City-wide	High
Aggressively pursue public and private grants and donations.	Apply for no less than three park and recreation related grants per year.	City-wide	High
Encourage cooperation amongst communities regarding the joint use of existing and future recreation facilities.	Work with the County and neighboring Townships / Cities	County	High
Create a nonprofit entity to raise funds from foundations and private donors to supplement the efforts of Parks and Recreation Department.	Create or designate entity / board to oversee.	City-wide	High
Seek partnerships with local businesses, the county, and neighboring municipalities to increase parks and recreation services and access to them.	Work with the Chamber of Commerce.	City-wide	High

Tourism and Marketing			
Goal 12: Utilize Marine City's unique waterfront parks and experiences to attract visitors and increase the time residents and visitors spend downtown to contribute to the City's local economy.			
Objective	Action Item	Applicable Facilities	Priority
Add EV parking near waterfront parks in the downtown.	Pursue state funding.	Public Beach/ Mariner, Broadway, Drake Memorial, Nautical Mile	High
Continue to hold signature community events and festivals and expand outreach in promoting the events.	Work with community partners to promote and grow Maritime Days.	TBD	Medium
	Work with community partners to add new community events in the summer and winter months.	-	Ongoing
	Expand promotional materials to reach neighboring counties.	-	Medium
	Promote the events using social media platforms, such as Facebook. Consider using ads to increase outreach.	Online	Medium
Strengthen the connection between parks and recreation and economic development to enhance all placemaking efforts.	Implement a robust wayfinding system in the downtown and make connections between land and water trails, the downtown, and neighborhoods.	Priority Corridors: Water, Broadway, Parker, Ward Streets	Medium
Increase number and expand year-around access of permanent restrooms.	Pursue DNR funding opportunities.	Drake Memorial, Nautical Mile Park	High
Implement adding Wi-Fi to waterfront parks.	(see Goal 7)		
Continue to enhance public docking and the city-marina.	Complete Marina Master Plan and pursue goals and objectives established in the plan.	Marina	High
Goal 13: Promote the existing parks and recreational opportunities in Marine City to attract more visitors.			
Capitalize on Marine City's unique waterfront location and parks, proximity to an international border with Canada, and water access by advertising riverfront parks.	Continue to share the County's video highlighting Marine City on social media platforms such as Facebook.	-	High
Work with the County to advertise Marine City as one of the "Water Towns" in Michigan to visit.	Promote the county's video on Marine City as advertisements.	County	Medium
Advertise at Marinas along Lake St. Clair to share unique opportunities for a day visit via boat.	Work with community partners and Chamber of Commerce.	City-wide	High
Goal 14: Increase regional access to the parks, especially the waterfront parks in the downtown.			
Work with the County to offer public transportation options that connect residents of the region to the parks in Marine City.	Present idea to the County Parks and Recreation Department and/or the County Parks and Recreation Commission.	County	Medium
Work with the County or regional public-private partnership to start a water ferry, connecting waterfront communities in the region.	Present idea to the County Parks and Recreation Department and/or the County Parks and Recreation Commission.	County	Medium

Environmental Stewardship and Sustainability

Goal 15: Continue to care for the Belle and St. Clair River.

Objective	Action Item	Applicable Facilities	Priority
Install green infrastructure in waterfront parks to prevent stormwater runoff and pollution from entering the waterways.	Partner with Friends of St. Clair River to facilitate and host community events to install rain gardens.	Riverfront Parks: Jefferson End St, St. Clair St, Mariner Pavilion, Public Beach, Drake, Nautical Mile, Veteran's	High
Work with the school districts to add programming to educate youth about environmental services and stewardship.	Partner with Friends of St. Clair River to facilitate.	-	High
Update Zoning Ordinance to require landscape buffer and/or green stormwater infrastructure for waterfront parking lots.	Update Zoning Ordinance.	-	High

Goal 16: Enhance the landscaping in parks to contribute positively to the local biodiversity and to offer leisure opportunities enjoying gardens.

Add interesting natural features to the parks, such as pollinator plants, butterfly gardens, and/or community gardens.	Collaborate with park sponsors and adopt-a-park or adopt-a-garden program.	City-wide	Medium
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Goal 17: Enhance the tree canopy in parks and throughout the residential neighborhoods.

Objective	Action Item	Applicable Facilities	Priority
Add trees for shaded seating in all City parks.	Incorporate tree plantings into City budget.	City-wide	High
	Administer tree memorial / tree sponsorship program. .	City-wide	Medium

Goal 18: Replace high maintenance items and landscaping with more sustainable, maintenance items.

Prioritize solar and renewable energy options when adding lighting and electrical charging ports in parks for greater resiliency during storms and power outages.	Create as a city policy or resolution for the departments to follow.	City-wide	Medium
Strategically select plants and trees that are native and require less maintenance.	Work with the County or the newly created City Parks and Recreation Commission to create a guidebook for the City Departments to follow / implement.	City-wide	Medium

Goal 19: Decrease car-dependency to access parks.

Ensure there is a trailway or protected bicycle access to all City parks.	Expand upon the Bridge to Bay trail to connect all parks.	River-front Parks; Tot Lot	High
Work with County to offer public transportation options to parks in Marine City.	Bring to the attention of the County Parks and Recreation Commission and the County Department.	Downtown	Medium
Develop a local Complete Streets policy to consider multi-modal aspects of future road projects.	Planning Commission to work with planning / City Manager's Office to create; this could be included in a Zoning Ordinance Update.	City-wide	High
Collaborate across departments to monitor sidewalk condition and safety to improve walkability.	Create a proactive system to monitor sidewalk condition and offer a channel for public input; to be review and analyzed annually.	City-wide	High
Improve walkability and mobility throughout the community.	Address sidewalk improvement, add mid block crosswalks, and expand nonmotorized trailways system through the City. Revisit annually during Capital Improvement Planning and seek additional funding.		High

05



Implementation

Getting Started

This chapter of the Master Plan presents tools and techniques that citizens, commissioners, community leaders, and City staff can use to implement the goals, objectives, strategy plans, and land use plan included in this document. These implementation measures are actionable; however, actualizing community improvements require people willing to share a compelling vision, persistence, patience and flexibility to respond to changing needs, opportunities, and circumstances; and an ability to achieve consensus.

The tools and techniques identified in this chapter are in affect under current enabling legislation and offer communities additional tools to implement land use recommendations, such as, regional impact coordination, impact fees, fellowship programs, and tax incentives.



Policy and Programming

PUBLIC INFORMATION AND EDUCATION

The success of the Master Plan depends largely on efforts to inform and educate citizens about the plan and the regulatory measures to implement the plan. Successful implementation requires the support and active participation of residents, property owners, and business owners. A public education program will facilitate a sense of ownership by City residents and led to more inclusive community improvements.

Advertising the Plan

- 1) Before even adopting the plan, there are measure the City should take to share information and stimulate interest in the Master Plan. For example, Planning Commission should host at least one or multiple public hearings, dedicated to the draft Master Plan, before recommending the plan to the City Commission for adoption. This will enable the public to review and comment on the plan, as well as initiate efforts to see the plan through to being implemented. Public input at this level should be focused on implementation, not revising the content. All hearings, including the final hearing for adoption should be well publicized amongst business owners and residents alike to promote as much attendance as possible.
- 2) A joint workshop between the Planning Commission and the Economic Development Commission to discuss the implementation of this plan was already held. However, further joint workshops, or joint sessions between Planning Commission and the City Commission, could also be held. Upon adoption of this plan, a joint workshop should be conducted to update the residents as to the direction the City will take towards its future.
- 3) Create a page on the City's website to share the Master Plan and solicit feedback during the review period, and for the City to continuously update for the public to be aware of the plan's progress. Citizens, business groups, and public agencies must all be involved in the implementation of this plan to make it successful.
- 4) Additional efforts to engage private entities by working with the Chamber of Commerce to engage with commercial business and property owners. Announcements at standing meetings about the Master Plan and progress reports could be provided at standing meetings or special meetings. This would also be an opportunity to solicit private action or partnerships to supplement the efforts of City staff and Commissions for most efficient and effective implementation.

Maintaining the Plan

The Plan should be an active document - continually reviewed and updated. The Planning Commission and City Commission should remain actively involved in maintaining progress on implementing the Master Plan. At the start of each calendar year, the Planning and City Commission should jointly or separately review the Plan, consider necessary amendments, and complete an update of the Action Plan to monitor progress. The Action Plan has been created in a format to be updated annually. Then, every five years, or earlier if the Commission feels appropriate, another full-scale Master Planning update effort should be undertaken. These steps will not only help keep the public aware of the Plan, but they will also make certain the plan does more than sit on a shelf.

Zoning Plan and Ordinance Amendments

The single most-important action to help actualize the recommendations of the Master Plan will be to update the Zoning Ordinance.

FORM-BASED CODE

A comprehensive update to transition to a form-based code is the greatest recommendation. Form-based code accommodates greater density around the Downtown without compromising the existing character and fabric of residential neighborhoods, and historical homes. It also allows for greater consistency in landscaping and style across the community instead of having stark characteristic differences amongst different land uses, such as residential to commercial to industrial, even single-family to multi-family housing.

LEAN ZONING

Lean Zoning is a concept of removing barriers from development and reducing red tape. The City can promote Lean Zoning practices by reviewing the development process and identify roadblocks that can delay or increase the cost of doing business in the City. For instance, the City could develop a set of criteria for development in the Central Business District that when met, could reduce the number of meetings required for approval. Another option is that the required information and site improvements for the reuse of an existing building may be reduced.

HOUSING & AGING IN PLACE

Some specific changes to incorporate into the Zoning Ordinance include, but are not limited to, the following:

- » Initiate an amendment to the Area and Bulk requirements of the R-1A, R-1B, and R-M districts which sets design standards for ramps and allows them to project into required setbacks.
- » Amend the city's existing zoning code to allow for ADUs in R-1A and R-1B residential zones and support garage conversions.
- » Amend the Principal Uses Permitted in the R-1A and R-1B districts to allow residents to divide their houses into split level duplexes, provided they maintain the overall design and character of the home.
- » Change single- and two-family cottage dwellings/ single-level condos from a special use in the R-M districts to a permitted use in the R-1A, R-1B, and R-M districts.
- » Revise the current definitions for adult foster care and adult convalescent facilities to reflect changes in state law governing senior care.
- » Change the header in the Schedule Limiting Height, Bulk, and Density to change "Minimum Zoning Lot Size Per Unit" to "Minimum Lot Size" to eliminate burdensome land assembly requirements for split-level conversions and ADUs.
- » Reduce all minimum floor area requirements per unit in all districts and the minimum lot area per unit in the R-M to reflect the trend toward smaller starter homes for young families, as well as the desire of seniors living alone for smaller units.
- » Reduce the distance between building requirements in the Schedule Limiting Height, Bulk, and Density for the R-M district for cottage courts and row houses.
- » Establish either 1) design guidelines or 2) a form-



based code to encourage a variety of housing styles and residential uses with a harmonious overall form, encouraging and protecting the city's diverse residential character.

- » Adopt a waterfront overlay district which sets strict design standards for downtown waterfront development, ensuring public access and appropriately scaled design.
- » Expand the districts in which senior independent living is allowed as either permitted or special use.
- » Permit medical clinics, small grocers, childcare, and other businesses that support healthy aging—from childhood to old age—in all commercial zoning districts.

OVERLAY ZONING

Overlay zoning allows the City to impose a new set of regulations on a special area within an existing zoning district. In an area where an overlay zone is established, such as the Downtown District, the property is placed simultaneously in the two zones, and the property may be developed only under the applicable conditions and requirements of both zones. Thus, the overlay district regulations supplement the regulations of the underlying zoning district. Overlay zoning has been used in other communities to address special conditions and features, such as historic areas, downtowns, wetlands, and other environmentally sensitive areas, without disrupting the underlying zoning plan.

COMPLETE STREETS

Complete streets look at how all modes of transportation, including car, bus, bike, pedestrian, and emergency vehicles utilize the roadways and provide a plan to create safe access for all users. The City should develop a complete streets plan to be considered whenever transportation improvements are considered in the City.

LOW IMPACT DEVELOPMENT

Low Impact Development (LID) incorporates green infrastructure into projects to manage storm water in an environmentally sensitive way. Utilizing LID strategies during the development design phase can improve water quality and aesthetics, and reduce costs. LID strategies include using permeable pavement, rain gardens, and bioswales. The City should consider amending the Zoning Ordinance to encourage Low Impact Development strategies.

INCLUSIONARY ZONING

Inclusionary zoning is the practice of providing a percentage of affordable housing to be included during the development of new residential projects. Developments that propose a certain percentage of affordable housing are typically allowed incentives such as higher density or reduction of dimensional requirements. Inclusionary zoning programs can help transition residents from living in rental units to homeownership.

Administrative Actions

COOPERATION BETWEEN UNITS OF GOVERNMENT

Implementation requires cooperation between governmental units. Maximum impact will be achieved only if the City is able to achieve cooperation from other units of government and agencies. For example, road improvements will affect quality of life, but decisions regarding some City roads are made by the County and Michigan Department of Transportation. Clearly, these other agencies must be aware of the City's land use planning objectives.

DEVELOPMENT AGREEMENT

Although there is no explicit legislative authority for such agreements, many Michigan communities have used development agreements to achieve a mutual understanding between the developer and City concerning the conditions under which development can occur. Development agreements are often negotiated as part of a planned development approval, allowing the community and developer to address complex issues that cannot be adequately addressed on a typical site plan. Development agreements might prove useful to achieve desired developments, especially if or when a mixed-use or larger residential development is proposed.

HOUSING IMPROVEMENTS SUPPORT

- » **Public Financing for Renovations.** Low-interest rate loan for home repairs.
- » **Tenant Transition to Ownership Program.** The City should look to building partnership with county and private entity to carry out a program similar to the City of Detroit's, 'The Make it Home Program.' Marine City could work the St. Clair Housing Commission and Community Lenders to help renters transition to being homeowners. The most eligible properties would be any rental tax foreclosure properties and new developments that can allow tenants to be owners overtime without the barrier of down payments.
- » **Code Enforcement.** A more robust code enforcement operation will help address serious interior and exterior improvements needed to houses.



HOUSING FOR AGING IN PLACE

- » When crafting design guidelines or a form-based code for residential development, ensure that ground-level access is encouraged or required. Eliminate any requirements regarding a step-up or stairs.
- » Create a formal block-leaders or neighborhood liaisons program to check on home-bound neighbors.
- » Send out an annual mailing to all residents that advertises home improvement financing opportunities and contractors.
- » In the event that a large-scale residential PUD is proposed along the waterfront or in downtown, require the applicant to include a multi-generational community center as the “public benefit.”
- » Research the feasibility of launching a local small-scale home improvement program.
- » Research, adopt, and advertise incentive programs for homebuilders, especially those focused on starter homes or senior housing, such as:
 - Expedited permitting for split-level conversion or senior housing projects.
 - Reduced permit fees or density bonuses for housing projects that incorporate age-friendly floor plans.
- » Create a tax incentive program for property owners to abate the cost of accessibility-related purchases and home improvements.

VACANT NONRESIDENTIAL BUILDINGS POLICY

Over the past several years, communities across Michigan have dealt with large retail and industrial buildings that sit vacant without much activity. These vacant buildings can impact the economic viability of the community as they appeal to the Michigan Tax Tribunal to have their tax assessments cut by 50%. The City should develop a strategy to address these properties before they become a problem. During the development phase, reuse opportunities should be taken into consideration as part of the design of the building. Code enforcement strategies should be developed to prevent existing buildings from becoming an eyesore.

REDEVELOPMENT READY COMMUNITIES PROGRAM

This plan has been developed according to the Michigan Economic Development Corporation's Redevelopment Ready Communities (RRC) program. The RRC measures and certifies communities that integrate transparency, predictability and efficiency into their development practices with the goal of realizing a community-supported redevelopment vision that is inviting to investors. The RRC has developed a set of Best Practices for communities to follow to communities to build a clear and transparent development process, which are:

- 1) Community Plans and Public Outreach
- 2) Zoning Regulations
- 3) Development Review Process
- 4) Recruitment and Education
- 5) Redevelopment Ready Sites
- 6) Community Prosperity

The RRC program will continue to make the City more attractive for investors and help stimulate development. Future development within the City should be consistent with the RRC's Best Practices.

FINANCING TOOLS

Economic Development

- » Downtown Development Authority and Financing for Infrastructure Improvements
- » Brownfield Tax Increment Financing (TIF). Covers additional costs of brownfield remediation for usable, economically, and socially beneficial land uses.
- » EPA's RE-Powering America's Land Initiative. Repurposes contaminated vacant land for renewable energy production.
- » EGLE Revolving Loan Fund

HOUSING & AGING IN PLACE

- » HUD HOME Program
- » Community Development Block Grant
- » AARP Community Challenge Grant
- » MSHDA Housing Readiness Grant Incentive Program
- » Older Americans Act (OAA) Programs
 - Low Income Housing Tax Credit (LIHTC)
 - MI Attainable Housing District and Tax Exemptions – tax incentives for retrofits and new construction of rental housing up to four units.

GRANT PROGRAMS

Housing & Aging in Place

- » Thome Aging Well Grant
- » St Clair Council on Aging CHORE Program
- » MSHDA Missing Middle Housing Program
- » FCC Affordable Connectivity Program
- » VA Specially Adapted Housing Grant
- » USDA Single Family Housing Repair Loans & Grant
- » USDA Housing Preservation Grant
- » MSHDA Property Improvement Program
- » FHLBI Accessibility Modifications Program
- » Low-Income Home Energy Assistance Program
- » Low-Income Water Assistance Program
- » U.S. Department of Energy Weatherization Assistance Program (WAP – Reduce energy costs by increasing home efficiencies in the entire home through repairs and improvements.
 - There are community-wide improvement opportunities as well: WAP Innovation grants include the Enhancement & Innovation grant, the Sustainable Energy Resources for Consumers grant, and the Community Scale Pilot Project grant.



Allowable Weatherization Measures



Mechanical Measures

- Clean, tune, repair, or replace heating and/or cooling systems
- Install duct and heating pipe insulation
- Repair leaks in heating/cooling ducts
- Install programmable thermostats
- Repair/replace water heaters
- Install water heater tank insulation
- Insulate water heating pipes
- Install solar hot water heating systems.



Health & Safety Measures

- Perform heating system safety testing
- Perform combustion appliance safety testing
- Repair/replace vent systems to ensure combustion gas drafts safely outside
- Install mechanical ventilation to ensure adequate indoor air quality
- Install smoke and carbon monoxide alarms when needed
- Evaluate mold/moisture hazards
- Perform incidental safety repairs when needed.



Building Shell Measures

- Install insulation where needed
- Perform air sealing
- Repair/replace windows and doors
- Install window film, awnings, and solar screens
- Repair minor roof and wall leaks prior to attic or wall insulation.



Electric Baseload Measures

- Install efficient light sources
- Install low-flow showerheads
- Replace inefficient refrigerators with energy-efficient models.



Client Education Activities

- Educate on potential household hazards such as carbon monoxide, mold and moisture, fire, indoor air pollutants, lead paint, and radon
- Demonstrate the key functions of any new mechanical equipment or appliances
- Discuss the benefits of using energy-efficient products.

Action Plan

The table on the following pages present projects and strategies to achieve the goals, objectives, and strategy recommendations stated in this Master Plan. For each objective, the table includes an implementation tactic, level of time/priority, and performance indicators to help guide the City in implementing the plan. These implementation measures are actionable so long as decision makers, business owners, volunteers, and motivated residents remain committed and focused on the shared vision. Implementing this plan over the next 5-10 years will require time, effort, and collaboration to maintain the stamina to complete each achieve each task.

The goals, objectives, and action plan should be referenced often to guide decisions and special projects taken by the City to achieve the community vision described in this plan, which is, in summary:

“...a known community full of spirit that provides an exceptional quality of life; affordable, quality housing; historic architecture well-preserved; a vibrant downtown; bountiful land and water recreational opportunities; and beautiful scenery throughout the City.”

At a minimum, Planning Commission should revisit the table on the following pages and provide a progress report to the City Commission on an annual basis to monitor progress on implementation. At this time, the Commission, together with city staff, should assign a lead (either department or person) to spearhead implementing the task and re-asses the time priority. Issues that become a higher priority should be noted at this time and be addressed throughout the year ahead.

Housing

Goal 1: Promote a variety of quality housing options to achieve affordable housing for all individuals and families.

Objective	Tactic	Time	Indicator
1) Encourage the development of senior housing options for those 55 years and older to meet the needs of the growing senior population and to allow "aging in place".	a. Update the Zoning Map to allow for independent living housing and cottage courtyard near the downtown and the waterfront. Incentivize developers to include accessible unit in new housing development.	A	Task Completion
	b. Incentivize or include in Development Agreements, accessible units that support seniors.	A	Accessible units to be built
	c. The City or DDA to purchase vacant land and solicit development proposals for senior living.	B	Development Constructed
2) Develop a wide mix of missing middle housing typologies (i.e.: townhouses, condos, lofts, work / live units, etc.) for young professionals near established commercial corridors and walkable areas and base development on market demand.	a. Focus on housing form rather than occupancy type in historically single-family neighborhoods.	A	Updated Form-Based Zoning Ordinance
	b. Reassess the zoning, and the housing types and densities of the district, around the downtown.	A	Updated Form-Based Zoning Ordinance
	c. Convert commercial zoning to mixed-use to add housing units.	A	Updated Form-Based Zoning Ordinance
3) Administer financial support to housing and utility burdened residents.	a. Offer public low-financing loans for home improvements.	B	Task Completion
	b. Form a partnership and create a workforce / organization to administer a Renter to Ownership program.	C	Task Completion

Goal 2: Preserve historical housing and neighborhoods

1) Utilize the design guidelines presented in this plan to ensure all future residential development is of the highest quality and is harmonious with existing neighborhoods.	a. Update the zoning ordinance to reflect the housing design guidelines presented in this plan.	A	Updated Form-Based Zoning Ordinance
	b. Planning Commission reference the design guidelines in special land use and site plan reviews.	Ongoing	Upon Site Plan Approval
	c. Incorporate critical elements of the design guidelines into the Zoning Ordinance.	A	Task Completion
2) Enforce property maintenance codes.	a. Aging homes must be maintained and be upkeep for the safety of the residents.	A	Improved Housing Stock
	b. Staff and support a more robust code enforcement team.	A	Task Completion
3) Incentivize the preservation and renovation of historical homes and features	a. Coordinate historical home tours to encourage their preservation and upkeep, as well as bring awareness to the unique historical neighborhoods of Marine City.	B	Tours Operating on a regular basis and Well Advertised
	b. Work with the Historical Commission and City Treasurer to administer a revolving loan fund to façade improvements on historical residential homes.	B	Administer Funding for Multiple Projects

A Top priority: Act now (within 12 months)

B Medium priority: Act in 12 to 18 months

C Less priority: Act in 18 months

Housing

Goal 3: Prioritize vacant, underutilized residential properties for redevelopment and ensure compatibility.

Objective	Tactic	Time	Indicator
1) Consider zoning amendments to support quality infill development of smaller lots	a. Reconsider zoning designation and setback requirements to develop small lot .	A	Task Completion
	b. Consider allowing nontraditional housing, tiny homes or modular, so long as they are of highest quality and coincide in the design style of the surrounding neighborhood.	A	Task Completion
2) Ensure quality housing redevelopments that contribute to the community character and cohesion	a. Neighborhood scale amenities, such as parks, recreational facilities, and open space should be encouraged when new development or redevelopment occurs.	A	Development Constructed with Amenities
	b. Ensure site landscaping and building materials coincide with the existing residential fabric	A	Task Completion
3) Minimize difference in the aesthetic of commercial/ industrial properties buffering residential uses.	a. Encourage owners of industrial property to improve property appearance and provide buffering and screening to protect neighboring residential properties.	B	Task Completion
	b. Adopt form-based zoning ordinance for consistency in aesthetics throughout the City.	A	Updated Form-Based Zoning Ordinance

Economic Development

Goal 4: Build on the City's Brand

Objective	Tactic	Time	Indicator
1) Identify Marine City's competitive advantage	a. Add a "About Marine City" tab" to the first page of the City website	A	Task Completion
	b. Add a "Media Center" section to the City's website that includes recent press releases and professional photographs of the City	A	Task Completion
	c. Add a "Recent Projects" section to the City's website that highlights recent successful projects	A	Task Completion
2) Generate brand awareness.	a. Communicate items such as writing voice, font, and logo and graphics usage to Marine City departments and partner organizations.	A	Review post from a department or partner organization to see if they used correct branding.
	b. Improve design standards and establish a Downtown Development Authority to carry out promotional material.	B	Task Completion

Goal 5: Create messaging for target audiences

1) Identify target messaging.	a. Finish the target message and audience table by identifying Marine City facts and assets to create a marketing campaign that attracts the target audience.	A	Task Completion
2) Work with the County to create a marketing campaign to attract target audience.	b. Work with County or consult graphic designer to create material directed at attracting each target audience group.	B	Task Completion

Goal 6: Attract residents, workers, and entrepreneurs (with a focus on young professionals)

1) Communicate with Target Audiences.	a. Maintain positive, upbeat social media presence, including Linked-in, Facebook, Instagram, and Tik Tok.	A	Review latest posts
	b. Create ads on Facebook to promote city initiative, information, and events for residents and target audience.	A	Information about Marine City on social media (ie Facebook)
	c. Collaborate with Google to ensure search engine optimization for residential and career opportunities.	B	Try searching for residential / career opportunities in Marine City
	d. Update website to ensure search engine optimization for residential and career opportunities.	B	Try searching for residential / career opportunities in Marine City
2) Attract Young Professionals.	a. Encourage mixed-use, walkable development.	B	Any recent conversations with mixed-use developers?
	b. Recruit missing middle housing projects.	A	Change zoning ordinance to allow for duplexes, triplex, and quadplexes by right within residential districts.
3) Recruit Workers.	a. Reach out to existing and prospective employers and understand who needs more employees and make sure their website and job post features answers to the elements listed in target messaging column.	B	Contact employers to receive specific information



Economic Development			
Objective	Tactic	Time	Indicator
4) Recruit and Support Entrepreneurs.	a. Partner with residential real estate developers and local employers to produce a community wide marketing campaign featuring new jobs and lodging with rent rebates.	C	Task Completion
	b. Increase housing stock.	A	Updated Zoning Ordinance
5) Recruit Residents	a. Share residential opportunities with local businesses and employers. Print out flyers and price sheets of opportunities and post in break room.	C	Connect with 5 employers
	b. Consider a small gift lottery for the workers that live and work in Marine City. Thank them for their residency and ask if they would refer the community to their colleagues at work.	C	Task completion
Goal 7: (Re)develop Priority Sites			
1) Redevelop the former Kmart	a. Address site challenge.	A	Created infrastructure plan to address challenges
	b. Update zoning to increase redevelopment potential.	A	Task completion
	c. Recruit grocery store and/or mixed use entertainment such as Top Golf, baseball cages, golf range, go cart track, or putt putt golf.	C	Task completion
2) Develop Mariners Landing Association Vacant Land	a. Address site challenges.	A	Created infrastructure plan to address challenges
	b. Consider brownfield remediation funding options for public or private action.	B	Remediation Action or Funding Incentive Secured
	c. Recruit a medium density residential developer.	C	Task completion
3) Develop Properties north of King Road Park	a. Address site challenges.	A	Created infrastructure plan to address challenges
	b. Recruit housing developer.	C	Task completion
4) Redevelop city-owned sites for greater community function.	a. Obtain or source funding to renovate 300 Broadway.	Ongoing	Open for Community Use
	a. Conduct outreach and receive input on proposed redesigns to finalize amenities included in renovation.	B	Task completion
5) Remediate potential brownfield contamination to make land available for development.	a. Work with the State and financing mechanisms to remediate the vacant Mariners Landing Property and / or formerly industrial properties on King and S Parker Street to be development ready and return them to the tax roll.	B	Development Ready
Goal 8: Improve and expand upon assets			
1) Improve connectivity and access to goods, services, and recreational spaces within the City, across Belle River, and the county.	a. Expand trailway system and provide a connection to downtown.	C	Task Completion
	b. Link towns in St. Clair County by developing a regional transportation system.	C	Task Completion
	c. Improve points that cut off multi-modal roadway access, such as the Broadway Bridge and the pedestrian crossings on Broadway.	B	Task Completion

Economic Development

continued

Objective	Tactic	Time	Indicator
2) Assess and improve Parking Configurations to maximize space.	a. Conduct parking assessment to understand current utilization and identify where parking is needed throughout the City.	B	Task Completion
	b. Reconfigure parking to accommodate deliveries for businesses along Water Street and shift parking to the rear of buildings.	B	Updated zoning ordinance and task completion
	c. Redevelop parking areas in key locations on the downtown waterfront to utilize the property for its highest potential (mixed-use), increase commercial variety and housing, and expand the waterfront trailway in the downtown.	B	Task Completion
	d. Improve pedestrian pathways and connectivity to reduce need for vehicles to access downtown and commercial amenities.	A	Increased travel by foot
	e. Coordinate parking areas for larger events.	A	Safe traffic flow without significant vehicle congestion
3) Build operational capacity within the City to maintain and expand upon quality services provided.	a. Hire Recreational Manager.	A	Task Completion
	b. Sponsor fellows, such as CEDAM Economic Development Fellow, to increase capacity and advance progress on special projects.	A	Task Completion
4) Support downtown development and expansion.	a. Reevaluate parking requirements to ensure it is not a barrier to mixed use development and retail variety.	A	Task Completion
	b. Promote retail, office, and mixed-use core redevelopment at and near the intersection of Water Street and Broadway.	A	New mixed-use development or retrofits at Water and Broadway
	c. Create a pedestrian-oriented pathway from the public marina to the downtown for greater connectivity and experience of visitors traveling by boat.	A	Task Completion
	d. Permit retail and office expansion or redevelopment into adjacent residential parcels that are no longer viably uses for residences.	A	Updated Zoning Ordinance
	e. Continue to support downtown businesses and commercial activity by providing businesses with city incentives, such as streetscape improvements, low-interest rate loans for facade improvements, creative (public) parking, and annual events, and promote state programs/grants, such as MEDC's March on Main Grant.	B	Increased revenues and improved feedback and experience of business owners, employees, and patrons.



Transportation Network and Connectivity

Goal 9: Expand nonmotorized trialways/pathways to connect to all parks and community amenities

Objective	Tactic	Time	Indicator
1) Support efforts to expand Bridge to Bay trail.	a. Assist County in obtaining easement right.	B	Task Completion
	b. Apply for funding to support trailway expansion, such as the Climate Pollution Reduction Grant.	A	Obtain Funding
2) Expand the waterfront pathway along the St. Clair River to have one continuous pathway from the beach to nautical mile park to the public marina.	a. Obtain waterfront easement rights from existing private properties downtown along the St Clair River.	B	Completion of connected Waterfront Pathway
	b. Require new development along St Clair River to build pathway connectors or obtain waterfront easement rights.	Ongoing	Zoning Ordinance Update, Completion of Connected Pathway
3) Add footbridge crossing(s) over Belle River.	a. Obtain funding to support the additional crossings.	C	Project Completion
	b. Obtain easements needed to support the additions.	C	Task Completion
4) Utilize the Belle and St. Clair rivers as transportation pathways within the City and the region.	a. Work with the County to coordinate a water-based regional transportation service.	A	Established a regular, reliable water-based transportation service
	b. Expand or operate the public marina to accommodate a regional water-based transportation service that is either publicly or privately funded.	A	

Goal 10: Convert main commercial corridor (Streets: Parker (M29), Broadway, Water, King, Ward, and Belle River Ave) to "Complete Streets"

1) Develop a local Complete Streets policy to consider multi-modal aspects of future road projects.	a. Consult resources, such as those provided by the Sustainable Development Code, Catalyst Communities and SEMCOG, to prepare a policy.	A	Task Completion
	b. Conduct parking analysis to identify areas for changes and areas in need of municipal or on-street parking.	B	Task Completion
2) Seek funding to support redesigns for multi-modal roadways that promotes accessibility, traffic safety, and improved aesthetics.	a. Conduct planning for a conceptual redesign to priority roadways.	A	Public Engagement, Task Completion
	b. Apply for the Transportation Alternatives Program (TAP) grant, Safe Streets for All grant, or similar funding to support the redesigns and implementation.	A	Obtain Funding
3) Actualize Safe Routes to Schools for it be safe, convenient, and fun for kids to walk and/or bicycle to school.	a. Engage with the school districts, families, and student to work on a collaborative redesign on key routes to schools and address any barriers.	A	Public Engagement, Task Completion
4) Identify and prioritize accident-prone roadways.	a. Apply for funding through SEMCOG or MDOT to conduct a road safety audit.	A	Task Completion
	b. Conduct road safety audit .	A	Task Completion

Transportation Network and Connectivity

Goal 11: Enhance public transportation to better service residents and visitors

Objective	Tactic	Time	Indicator
1) Improve access points and waiting areas.	a. Work with the Transit Authority to complete upgrades.	B	Task Completion
2) Access the efficiency of routes.	a. Conduct Analysis.	B	Task Completion
3) Partner with the transit authority to improve the efficiency of routes.	a. Solicit Input from the public and transit riders.	A	Improved Feedback

Goal 12: Enhance pathway (roads and sidewalk) conditions.

1) Conduct analysis of sidewalk conditions and use to understand needed improvement and the priority.	a. Conduct assessment.	A	Task Completion
2) Complete Improvements.	a. Set priority areas and include work in annual general and capital improvement plan.	B	Task Completion

Environmental and Climate Action

Goal 13: Continue stewardship of natural resources and expand the reach and function of green spaces and landscaping through the City.

Objective	Tactic	Time	Indicator
1) Care for Belle and St. Clair rivers by prevent stormwater runoff and pollution from entering the waterways.	a. Prevent stormwater runoff and pollution from entering the waterways.	Ongoing	Undated Zoning Ordinance, Design Changes and Green Infrastructure Installations
	b. Use parks and water front green spaces to prevent stormwater runoff	A	Park Updates Completed
2) Facilitate youth educational programming about environmental services and stewardship.	a. Partner with the school districts or another organization to design and administer youth programming.	B	Program Executed and Reoccurring
3) Enhance the landscaping in parks to contribute positively to the local biodiversity and to offer leisure opportunities enjoying gardens by adding interesting natural features, such as pollinator plants, butterfly gardens, and/or community gardens.	a. City to install or work with park sponsors to add green stormwater infrastructure and runoff prevention elements in waterfront parks along the riverfront walkway	C	Elements/ gardens added to parks
4) Enhance the tree canopy in parks and throughout the residential neighborhoods.	a. Allocate funds to adding street trees.	A	Funds allocated, trees planted
5) Replace high maintenance items and landscaping with more sustainable, maintenance items.	a. Work with DTE to swap out lighting to solar pedestrian scale lighting.	C	Task Completion
	b. Work through the MI Green Community Challenge to implement other upgrades.	C	Reach Gold, Silver or Bronze certification level.

Goal 14: Decrease car dependency to access amenities.

1) Ensure there is trailway or protected bicycle access to all City parks and community amenities.	a. Find Viable Path, Obtain Easements Needed, Obtain Funding, and Execute.	C	Completed Pathway
2) Work with the County to coordinate and improve efficiency of regional transportation options.	a. Reach out to the County.	B	Initiate Planning Collaboration
3) Improve walkability and mobility throughout the community.	a. Reassess sidewalk condition and pinpoint areas of greatest need.	B	Task Completion

Goal 15: Anticipate and accommodate Electrical Vehicles and other electrical transportation options.

1) Prepare for the installation of electrical vehicle chargers.	a. Work with DTE electrical utility providers to accommodate the increase to the utility load.	B	Task Completion
	b. Consult the SEMCOG Toolkit for guidance on EV Preparation and identify policy and procedures needed.	A	Successful EV installation process
2) Strategize the electrification of the city's vehicle fleet.	a. Create a Strategy Plan focuses on electrification.	C	Task Completion
3) Include electrical bikes and scooters in the planning of "Complete Streets" and infrastructure planning.	a. Include in complete street planning and streetscape redesign projects.	Ongoing	Successful Inclusion in Planning Documents and Efforts



Appendix

- 1) Post- Completion Self-Certification Reports
- 2) Early Input Before Draft Plan
- 3) Notice of the Draft Plan for 30 Days of Public Comment
- 4) Notice of the Public Hearing
- 5) Minutes from the Public Hearing
- 6) Minutes from the Meeting to Pass a Resolution of Adoption
- 7) Transmittal Letters to the County and Regional Planning Agencies



STAFF ACKNOWLEDGMENTS



235 East Main Street, Suite 105
Northville, MI 48167
mcka.com

John Jackson, AICP.....	President
Brigitte Smith Wolf, AICP	Project Manager
Lauren Sayre, AICP	Project Planner
Nani Wolf, AICP, CAPS.....	Project Planner
Andrew Littman	Project Planner
Ashley Amey	Project Planner
Gage Belko, AICP	Project Planner
Carrie Leitner	Art Director



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Marine City
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