



CITY OF HURON

VISION 2020 ACTION PLAN

SEPTEMBER 2021

CITY ARCHITECTURE

(RE)STARTSMART

INTRODUCTION



The Huron Vision 2020 Plan, completed in 2012, created a citizen-led roadmap for focused reinvestment in the City of Huron. Since the strategic plan's adoption, the City of Huron has undertaken a significant number of transformative initiatives. As the vision nears its 10th anniversary, a new City Administration team saw value in revisiting the plan to chart a course for the next phases of implementation.

The Vision 2020 Action Plan represents an expansion of the original planning work, taking into account changes within the community during the last 10 years, implementation work completed to date, as well as an exploration of community priorities in response to the development of a vision statement, guiding principles and shared goals. This document is intended to be a living and flexible framework to help advance investment and implementation in the City of Huron. It serves as both an outward facing tool for the community and potential developers as well as an inward-facing tool to guide

decision-making by City leadership.

It is important to revisit master plans every ten years to evaluate progress, understand community concerns and incorporate new priorities. This allows the document to serve as a dynamic and relevant decision-making tool. City leadership recognizes that the City of Huron has undergone growth as a result of the previous plan and is positioned to undertake projects that can dramatically impact quality of life for the city's residents, businesses and visitors.

Since the completion of the Huron Vision 2020 plan the City of Huron has undertaken a significant amount of work to implement elements in a manner that provides improved access and opportunities for the community, while setting the stage to support a range of commercial and residential growth. This has included the following projects:

Downtown core improvements

- Reconstructed N. Main Street including enhanced streetscape with sidewalks, lighting, underground utilities, and on-street parking
- Reconnecting the northern and southern portions of Main Street with a new road segment
- Acquisition and remediation of the former Showboat Property

Enhancements to transportation corridors and multi-modal options

- Installation of the Lake Shore Electric Trail
- Installation of sidewalks that connect from Rye Beach Road to the Downtown Core
- Installation of sidewalks from city limits on State Route 13
- Modification to the US 6 corridor to add bike lanes and install new sidewalks

Economic development opportunities

- Re-development of ConAgra parcel

Other improvements originally called for in the plan that have been completed or are in a substantial planning phase

- Ornamental lighting along US 6
- Creation of a new intersection on US 6 serving Fabens Park
- Creation of landscaped medians on US 6
- Improvements to the US 6 / Center St. / Jim Campbell Blvd intersection
- Major improvements to the Boat Basin

Additional elements of the original plan are currently in the active planning phase and include activities to support a range of development projects and public space enhancements.

The Vision 2020 Action Plan documents the process of looking forward together to set the community's course for the next 3-5 years.

PROJECT TEAM + STAKEHOLDERS

CITY OF HURON

- Sam Artino, Mayor, City Council
- Monty Tapp, Vice Mayor, City Council
- Mark Claus, City Council, Planning Commission
- Christine Crawford, City Council
- Joe Dike, City Council
- Joel Hagy, City Council
- Trey Hardy, City Council
- Matt Lasko, City Manager
- Mike Spafford, Assistant to the City Manager
- Erik Engle, Planning and Zoning Manager
- Jason Gibboney, Water Superintendent
- Russ Critelli, City Engineer
- Doug Steinwart, Parks and Recreation Manager
- Gary Boyle, Planning Commission
- Mark Cencer, Planning Commission
- Jim Hartley, Planning Commission
- Bob Howell, Planning Commission

(RE)STARTSMART

- Shelley Freed, Chief Learner

CITY ARCHITECTURE

- Alex Pesta, Principal
- Michelle Bandy-Zalatoris, Project Manager
- Ian Meadows, Assistant City Planner

PREVIOUS PLAN

VISION 2020 PLAN



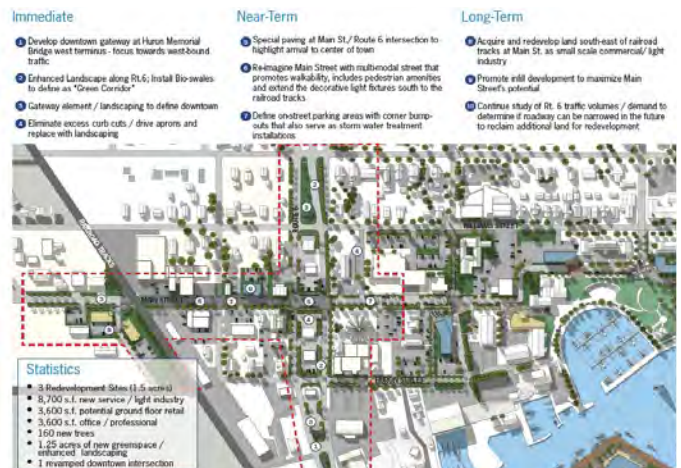
Completed in 2012, the City of Huron facilitated a city-wide master planning process. This plan sought to transform the City's underutilized waterfront, once dominated by industry and manufacturing, into a first-class destination and focal point of the community where mixed-use development and recreational facilities come together.

The plan identified land use and redevelopment strategies for the greater city, with a strong focus on revitalizing the Downtown and Riverfront Core. This process involved both broad planning recommendations that identified redevelopment priorities, infrastructure improvements, sustainable strategies and zoning updates, as well as specific development proposals and implementation strategies for key sites.

As a result of this work, opportunities for new mixed-use development, retail, recreation, office and various types of residential development can be explored, including the reconnection of Main Street via the construction of a new street.

This vision plan has created a framework for implementation since its creation. Now, it is time to build upon the investments completed to date, analyze focus areas of recommendations that have not yet become reality, and strategize a feasible path forward. The foundations of this 2012 plan will help guide Huron's future as priorities are re-evaluated and aligned with current needs as well as best opportunities for implementation.

IDENTITY • RECREATE BOATING • GROWTH CONAGRA • LAKE CONNECT • HURON WATER • PUBLIC SPACES MAXIMIZE • PARKS OPPORTUNITIES • SHOP WORK • COMMUNITY NEIGHBORHOODS VISION 2020 BRINGING HURON'S FUTURE INTO FOCUS



Visualize 2020

establishing downtown districts

In the early stages of the planning process, Steering Committee members and City of Huron officials identified downtown as a top priority for Vision 2020. A strengthened core, rich with accessible public spaces spilling towards the water's edge, comprised of a mixture of uses that provide retail choices and linked together with beautiful infrastructure initiatives, has the power to transform Huron.

A combination of public and private investments has the ability to set a standard in the City's center that can build momentum for city-wide redevelopment considerations. Huron's growth begins at its core.

As this report has examined and documented, Main Street's role must be enhanced and built upon. This crucial link to the water holds multiple opportunities for redevelopment while continuing to serve as the City's primary corridor. Portions of Main Street function well and exude a character that reflects the City's values and potential. However, other sections fail to take full advantage of the waterfront experience. For Main Street to successfully perform as the City's foremost catalyst in both near and long term initiatives, its redevelopment must be guided to ensure the highest and best land use of every available parcel or site is recognized and achieved.

Vision 2020 reimagines Main Street by refocusing the street as an extension of the waterfront experience. New connections, views, intersections and redevelopment all aim to add much-needed density to portions of the street. Additionally, pedestrian and bicycling amenities are infused into the streetscape in order to calm traffic, increase foot traffic and be directly into the shores of the Huron River and Lake Erie.

Main Street's revival begins with rethinking its identity and role. Through a highly collaborative process, the corridor's sections have been classified into multiple districts. While each district's function is programmed, all the districts' identities are associated by a cohesive streetscape. A related design language promotes sensitive and exciting redevelopment with the common objective of celebrating the waterfront.

The six Downtown Districts are illustrated in the diagram on the right. The Boat Basin is an existing zone and operates as the City's central recreation destination. An emerging Lakefront Preserve, with initiatives already under way, can provide a natural habitat for visitors to enjoy via walking and hiking trails. The City has already begun increasing

GATEWAY DISTRICT

- Service retail & office redevelopment
- Create entrance to downtown
- Main St. streetscape
- Arrival from south/east and west

CIVIC CAMPUS

- Establish best landscape
- Community parking
- Recreation center
- Link to Conagra
- Green Center

BOAT BASIN

- Recreation / recreational hub
- Enhance connections to water
- Public access & Promenade Entrance
- Retail Development

WATERFRONT PROMENADE

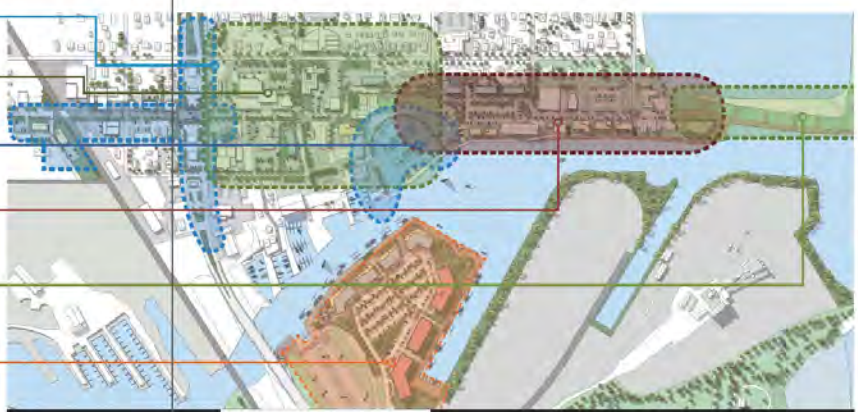
- Establish best landscape
- Public destination / gathering spaces
- New/ multi-modal street connections
- Maximize waterfront value
- Extend waterfront promenade north

LAKEFRONT PRESERVE

- Boardwalk destination / new public beach / nature preserve
- Views to Cedar Point / Downtown
- Fishing Pier / viewing stations
- Building waterfront boardwalk entrance to River

CONAGRA PENINSULA

- Expansion of downtown
- New mixed-use development
- Enhance with significant public spaces
- Pedestrian connection to Downtown



PROCESS

The process centered around a series of meetings and work sessions with the project team and City of Huron leadership.

The first phase of the project focused on discovery and strategy-setting:

- Council and Administration conversations that addressed current opportunities and challenges, individual priorities, and goals for this work
- Site analysis to review completed initiatives from the original plan and identify opportunities for consideration for the next wave of development
- Vision and goals workshop to address Administration and Council roles and responsibilities, identify a shared vision statement, and begin to consider goals that future projects should address
- The creation of a master list of 26 potential initiatives for review and consideration
- Council work session to finalize a Vision Statement, Guiding Principles and Goals with which to evaluate potential projects

The second phase of the project focused on the progression and expansion of the Huron Vision 2020 Action Plan:

- The development of a refined list of 14 initiatives for Council review and prioritization
- Council work session to review the results of the prioritization process and confirm the final 6 priority initiatives
- The development of design and reference materials to support work on the priority initiatives moving forward
- Work session to review materials and receive feedback
- The completion of the Huron Vision 2020 Action Plan document

MEETINGS

- 4/5/21: Project Launch Meeting
- 4/17/21: Council Work Session #1
- 4/26/21: Council Work Session #2
- 5/25/21: Council Work Session #3
- 7/13/21: Council Work Session #4
- 7/25/21: Planning Commission Presentation and Plan Adoption

PROJECT VISION + GUIDING PRINCIPLES

VISION STATEMENT:

Huron: A thriving waterfront community that celebrates a legacy of small-city charm while building for the future.

To develop a next phase of implementation work that was reflective of shared goals and priorities for the community, this process sought to develop a framework for decision-making around a vision, guiding principles and goals. These were co-developed by the City Council and Administrative team. Projects were then evaluated in the context of these ideals to identify top priorities.

CITY OF HURON GUIDING PRINCIPLES: WHAT IS IMPORTANT TO OUR DECISION-MAKING?

- 1. Our fresh-water resources are central to the Huron experience:** It is our duty to preserve and celebrate access to the water as part of our ongoing civic identity.
- 2. Fiscal sustainability is our priority:** Decisions of any magnitude should be made with the fiscal health and sustainability of the City at the forefront.
- 3. Progressive:** When visioning the future of the community, the City will approach decisions with an openness to explore progressive policies and practices.
- 4. Preserve the legacy of Huron:** We are guardians of the cozy, small-town charm that defines our city.
- 5. A safe and well-maintained community:** It is important to continue the high quality of life in Huron through responsive public services.
- 6. A place for all:** The city will strive to foster an environment of inclusivity and embrace diversity.
- 7. Stewardship of our natural assets:** We advocate for decisions that respect the environment.

CITY GOALS: WHAT ARE WE TRYING TO ACHIEVE?



DIVERSIFY AND EXPAND THE HOUSING OPTIONS WITHIN THE COMMUNITY.



CULTIVATE A RECOGNIZED DOWNTOWN EXPERIENCE.



ESTABLISH AN ENVIRONMENT THAT FOSTERS GROWTH FOR EXISTING, NEW, AND EXPANDED BUSINESS.



ENHANCE SAFE ACCESS AND MOBILITY FOR ALL.



UNIFY AND STRENGTHEN HURON'S COMMUNITY-WIDE IDENTITY.

PRIORITY INITIATIVE IDENTIFICATION

The Huron Vision 2020 Plan of 2012 identified 89 potential initiatives to support the community's vision. These were distributed across the city and addressed a wide range of project types. Fifteen of these initiatives were highlighted as priority projects, identified as being the most impactful for achieving the community's vision. Since then, the City of Huron has been working toward the implementation of these projects and has been successful in completing the majority.

Priority Initiatives	Goal 1: Diversify and expand the housing options within the community	Goal 2: Cultivate a recognizable Downtown experience	Goal 3: Establish an environment that fosters growth for existing, new, and expanded business	Goal 4: Enhance safe access and mobility for all
ConAgra site development <i>Example: potential mixed-use housing, commercial development, public space and waterfront access</i>	✓	✓	✓	✓
Main Street Corridor Improvements <i>Example: Enhanced experience at Showboat property, North Main Street streetscape, residential and commercial infill, boardwalk, South Main Street (to Bogart Road) streetscape, parking, landscape and gateway improvements</i>		✓	✓	✓
Municipal Facility Planning <i>Example : move Parks & Rec Dept., move Streets Dept. to support water plant expansion, City Hall, Boat Basin improvements</i>		✓	✓	✓
Exploration of Utility Expansion to aid business/residents <i>Example: water plant capacity & expansion, Huron Public Power infrastructure, municipal broadband exploration</i>	✓		✓	
Basic Services Plan <i>Example: local street repaving, park improvements, sidewalks, tree canopy, code/zoning updates, Quiet Zone Railroad Crossings</i>		✓	✓	✓
Spur new housing development <i>Example: ConAgra site, North Main Street across from hotel, Two Rivers, west of Wexford, Rte. 13</i>	✓		✓	
Exploration of Industrial / Commercial Expansion <i>Example: South on Rye Beach Road, River Road, Sprowl Road, underutilized sites on Sawmill Parkway</i>			✓	
Enhanced Gateways / Entry Signage <i>Example: Rye Beach / Cleveland, Cleveland Road east, Rte. 6 entry, Rte. 13 entry</i>		✓	✓	✓
Bike Path / Multipurpose Trail Plan		✓		✓
Recreation Center or Fieldhouse				✓
Nickelplate and Norfolk Southern Land Planning			✓	✓
City-wide Rebranding & Icon development		✓	✓	

To determine the next wave of priority projects, the team reviewed the master list of initiatives and identified 26 projects for consideration. The City's administrative team reviewed the initial list and offered refinements to reflect potential funding opportunities and city capacity. This list of 12 initiatives was evaluated based on goals and guiding principles. It was then provided to Council members to identify their top five initiatives based on their understanding of community priorities and needs. Six initiatives rose to the top as priorities for further development and are highlighted in blue below.

Goal 5: Unify and strengthen Huron's community-wide identity	G.P. 1: Preserve & celebrate access to water	G.P. 2: Fiscal sustainability	G.P. 3: Responsible change through progressive improvements	G.P. 4: Preserve Huron's legacy of cozy, small-town charm	G.P. 5: Responsive public services	G.P. 6: Welcome and support diversity	G.P. 7: Decisions that respect the environment	Funding Analysis: 2=\$ in hand 1= \$ identified, needs secured 0=need to identify \$ source
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PRIORITY INITIATIVES

As described in the previous section, six priority initiatives were identified for focused implementation:

1. **ConAgra Site Development** – envisioning a mixed-use redevelopment of this formerly industrial site along the Huron River
2. **Main Street Corridor Improvements** – creating a connected, downtown experience centered on infrastructure improvements, community identity and key redevelopment sites
3. **Municipal Facility Planning** – repositioning municipal assets to consider highest and best use on key properties while improving efficiencies and proximities
4. **Municipal Utility Expansion** – identifying opportunities to improve services for existing residents and businesses and providing expanded capability for business attraction
5. **Basic Services Plan** – revisiting key public services that impact quality of life in the City of Huron and identifying areas for improvement
6. **New Housing Development** – recognizing a need for expanded housing options and identifying key sites for residential development

These selections were made based on identified need, adherence to the vision and goals developed by Council and the Administration team, and the recognition that this list balances a wide range of community priorities. Does this mean the other initiatives are off the table? No. These represent priorities for focused use of current planning and implementation resources, but it was acknowledged during the process that the City should not ignore opportunities to address other potential initiatives, should they present themselves.

The following section provides details on each of these initiatives, including a general description, associated guiding principles, potential funding sources and a series of early tasks to guide action.

ConAgra Site Development



PROJECT DESCRIPTION

Originally acquired in 2009 through joint partnership with the State of Ohio, the ConAgra site represents the foremost priority in the City's economic and community development strategies. The entire site, once home to ConAgra Foods, was purchased by ODNR for a total of \$3 million. The State in turn gifted the northern portion, which totals approximately 10 acres, to the City for future redevelopment. The State, through the Department of Natural Resources, invested in the creation of a public boat launch on the southern half of the site which has become a major draw for marine tourism along the north coast of Ohio. The City was successful in obtaining a Clean Ohio Revitalization Fund grant to cover the cost of remediation of the northern portion in preparation for redevelopment.

Since 2012, the City has solicited a great deal of public feedback and input on the future end use of the northern portion of the site. Based on those processes, the redevelopment strategy is focused on creating mixed-use development, with a majority being residential while also ensuring adequate green space and public access around and through the site. The goal is for the site to complement the emergence of Main Street's retail and entertainment draw, without detracting from those efforts.

GUIDING PRINCIPLES:

- 1. Preserve & celebrate access to water
- 2. Fiscal sustainability
- 3. Responsible change through progressive improvements
- 4. Preserve Huron's legacy of cozy, small-town charm
- 5. Responsive public services
- 7. Decisions that respect the environment

CITY GOALS:



The City is pursuing a heavy residential mix with additional public recreation amenities to complement the public boat launch. It is anticipated that this will create a market for retail uses at the site as well as bolster the efforts of the downtown core. As part of this updated plan, the City has advertised an RFQ/RFP for the site. Proposals have been received and are currently under review with a selection anticipated later this year.

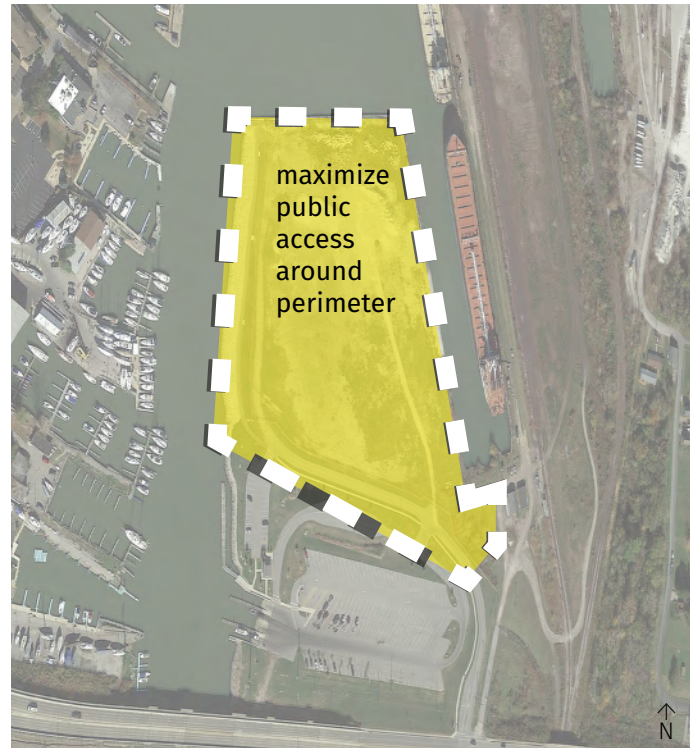
Crucial to the redevelopment is the integration of public spaces that are woven throughout the site. These should provide new connections while maximizing waterfront access around the peninsula's perimeter. This will help strengthen sense of place within the redevelopment, providing new places for people to gather and enjoy the site's unique waterfront setting.

A boardwalk promenade will distinguish the area as a premier waterfront destination, while thoughtful connections and public spaces through the site's interior will create new opportunities for outdoor recreation and activity for both residents and visitors alike. These public spaces will be further activated and defined through strategic development of diverse housing options, whether it be multi-family apartment or condominium buildings, townhomes, and/or single family homes.

This holistic approach to combine residential options, enhanced waterfront access, mixed-use development, expanded green spaces and a recognizable identity will help create a welcoming and distinguished downtown environment.

Considerations:

To support a balanced experience of public and private development, it is suggested that the City of Huron find the best option for preserving perimeter public space to the fullest extent possible.



DEVELOPMENT DETAILS:

LOCATION: Former ConAgra property (Erie County permanent parcel number 42-61270.001)

AREA: 10 Acres

TIMEFRAME: Contract / development negotiations between the City and the selected development team to occur by the end of 2021

YIELDS: See New Housing Development section (pg 26-27)

IMPLEMENTATION TASKS:

- Distribute an RFP for site
- Select a development partner for site
- Complete land swap with ODNR
- Negotiate a site control agreement, development agreement and economic incentive package (if applicable)
- Move forward with base site utility installation (electric, gas, water, sanitary, etc)
- Complete a traffic study to determine if a traffic signal is needed at the River/Conagra entrance
- Hire a design firm to develop public space improvements in concert with private developments
- Secure site and building plan approvals for the final private development plan

SITE PREPARATION (CITY) / UTILITIES

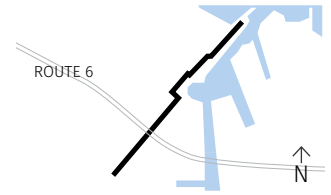
- Overall Cost: \$750,000
- Funding Source: Tax Increment Financing (\$750,000)

BOARDWALK / PUBLIC SPACE

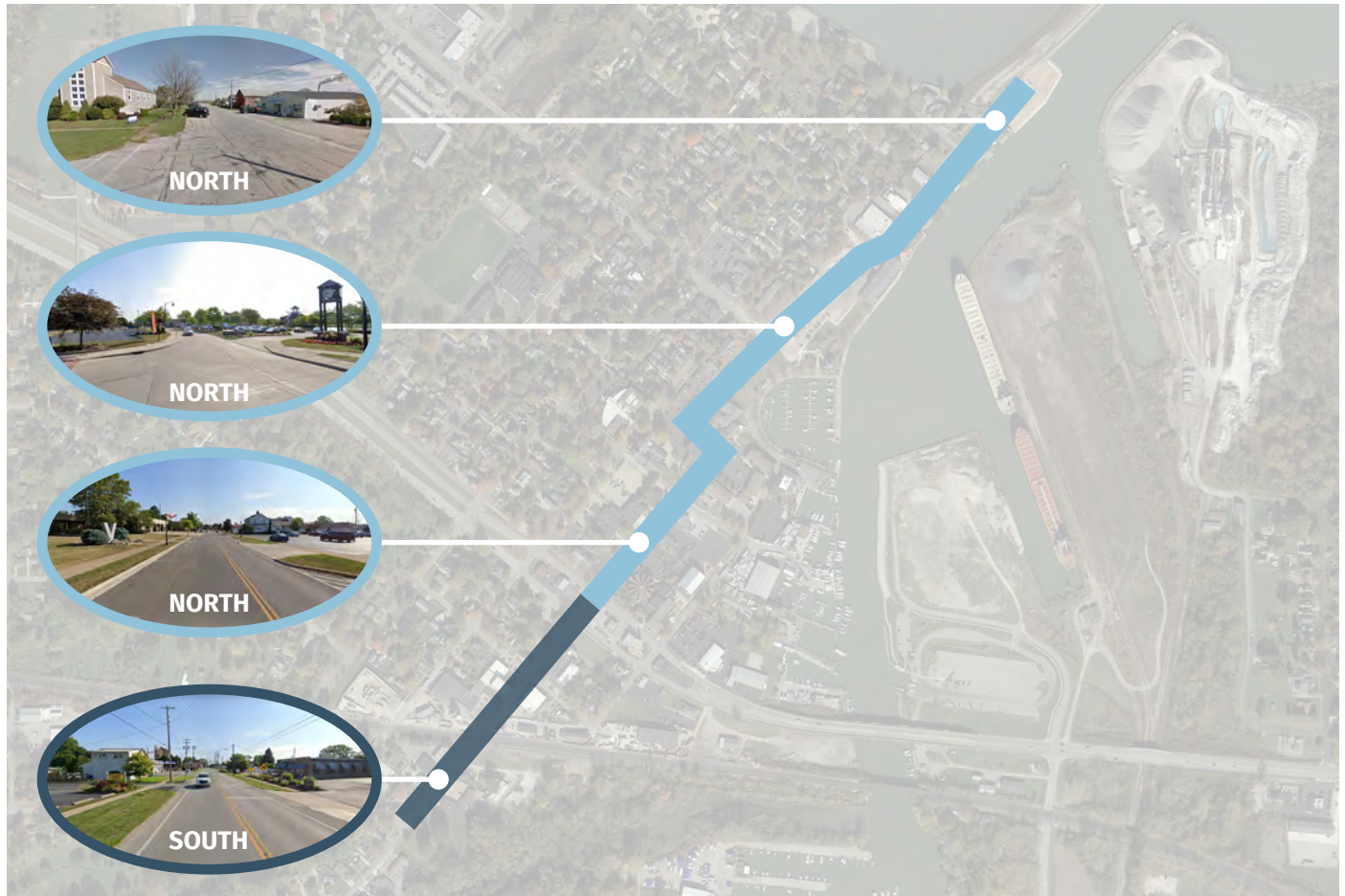
- Overall Cost: \$4,000,000
- Funding Source: Tax Increment Financing (\$4,000,000)

HOUSING / RETAIL / RESTAURANT

- Overall Cost: \$25,000,000
- Funding Source: Private Equity (\$5,000,000); Bank Financing (\$20,000,000)



Main Street Corridor Improvements



PROJECT DESCRIPTION

Main Street serves as the City's main spine. Although a singular artery that connects and channels circulation north and south through the community, the corridor is best broken down into two separate segments, each requiring unique treatments and design implementations. These segments are inclusive of the following:

1. South (Bogart Road to US 6)
2. North (US 6 to Showboat Property)

These sites and their unique attributes and considerations are further examined on the following pages.

CITY GOALS:



GUIDING PRINCIPLES:

1. Preserve & celebrate access to water
3. Responsible change through progressive improvements
4. Preserve Huron's legacy of cozy, small-town charm
6. Welcome and support diversity
7. Decisions that respect the environment

The City of Huron has benefited from its excellent water access via the Huron River and Lake Erie. It has a high quality of life and is a popular waterfront destination. While these are enviable assets, the city lacks an identifiable core – a vibrant downtown experience that serves as a hub for social, cultural and commercial activity. Through an Urban Renewal effort in the 1970s, much of the City's downtown building stock was demolished – and with it, a great deal of character, historic charm.

In addition, the street grid was modified substantially, separating Main Street into various geographic districts without a sense of cohesion. Since then, comprehensive redevelopment plans have been proposed with very few coming to fruition – based on many factors.

Where projects have occurred throughout the corridor, they have been piecemeal in nature and not part of a comprehensive strategy for downtown redevelopment and commercial corridor planning. The lack of a downtown core has inadvertently split the community into eastern and western segments and also has resulted in a feeling of separation between North and South Main Street (separated by Route 6).

Communities like Huron have begun to recognize the importance of creating walkable downtown experiences for improved economic development and enhanced identity. Downtowns are the centers for civic, cultural and economic activity, and help to communicate an emphasis on quality of place.

As part of the Vision 2020 plan, the desire for a downtown core and cohesive main street (both physically and in feel) became apparent. The City recently has explored strategies to encourage a redevelopment of the corridor, including public infrastructure improvements, land acquisition or repositioning, and land revitalization.

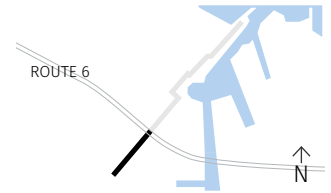
Starting in 2013, the city has invested millions of dollars into the northern segment of Main Street, including purchasing and revitalizing the former Showboat property, re-connecting the north and central segments of Main Street rebuilding the street infrastructure and improving pedestrian access, and burying utility lines. These initiatives have served as the building blocks for beginning to create a more connected and memorable Downtown experience.

This priority initiative will expand the efforts of the northern segment to the area south of US 6 while also looking for ways to enhance the middle portion of Main Street and turn the northern terminus of this corridor into an enhanced and activated green space. The majority, if not all, of this northern terminus will be green space, but the City Council and Planning Commission support further consideration of new development here as well.

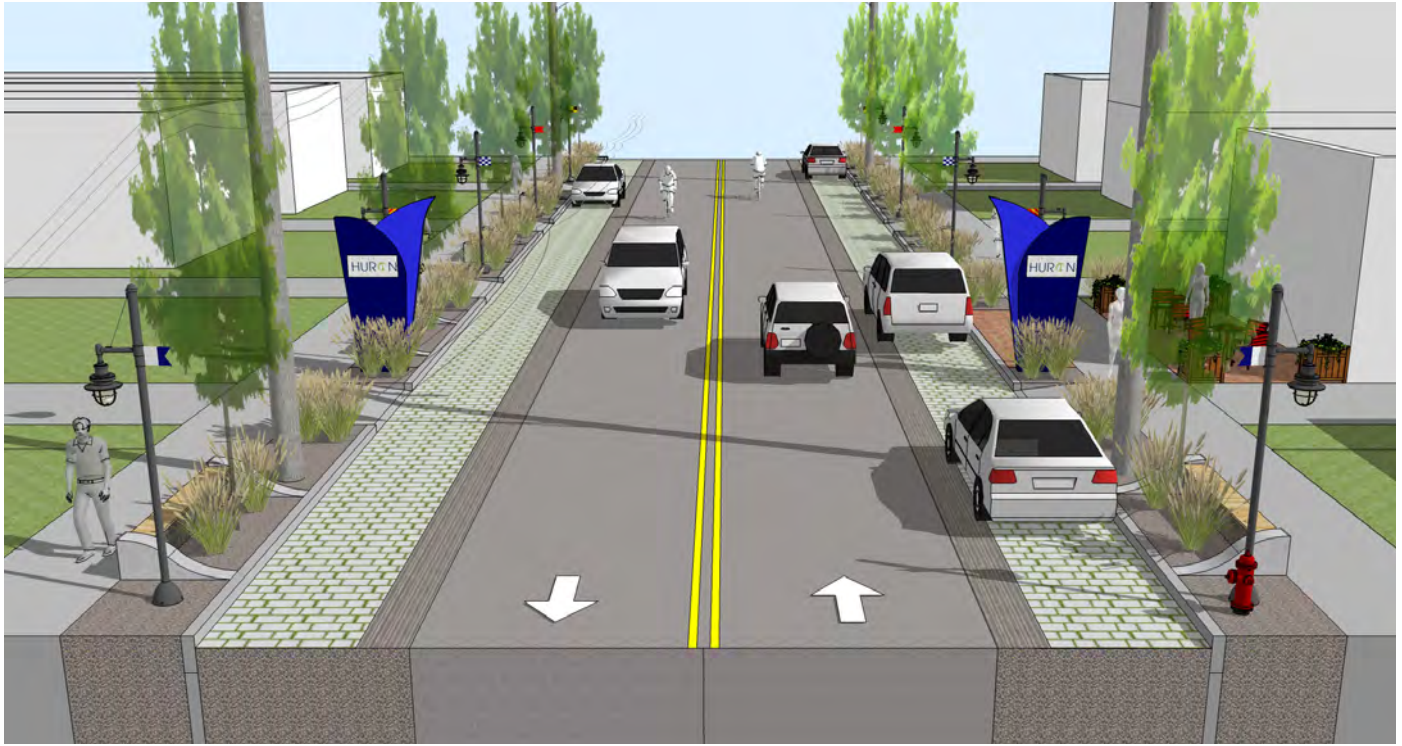
This would create a cohesive public infrastructure environment and help foster and catalyze redevelopment efforts focused on establishing the downtown core desired within the community.

Critical to the success of this corridor is the creation of connected experiences. Jogs in the roadway and physical barriers limit the ability of the current spaces to feel truly connected. The creation of a unifying design language, the development of spaces and experiences that draw the user along the entire length and the creation of identity elements that signal the arrival to a vibrant 'place' are critical to the success of these investments. Development and infrastructure must work hand in hand to create a memorable set of connected experiences.

The following pages demonstrate a series of actions for each of the Main Street Corridor sections.



SOUTH (BOGART ROAD TO US 6)



The South segment of Main Street, between Bogart Road and US 6, requires a comprehensive streetscape redevelopment, inclusive of the following to create a welcoming and connected Downtown entry:

- New sidewalks
- Installation of curbs
- Installation of street trees and landscaping
- New street lighting with underground wiring
- Development of a parking plan that should include a combination of on-street and off-street considerations
- Consideration of road width reduction in strategic locations to add on-street parking and/or widen sidewalks
- Enhanced outdoor dining spaces
- Public art / signage
- Determine the future and best use of the City-owned vacant lot at 508 Main Street
- Identify additional sites for infill redevelopment

The street section shown above formalizes movement and the creation of a series of identity elements. The right-of-way is redistributed to accommodate on-street parking and wider sidewalks, identity elements like pedestrian lighting, signage and a signature 'wave' planter area with built-in bench. Planter areas can be removed to support outdoor dining areas and special activity zones, providing flexibility along the corridor. The example layout provides flexibility, as well, for the range of right-of-way widths in this section of the corridor.

KEY DETAILS:

LOCATION: Main Street (between Bogart Road and US 6)

LINEAR FEET: 1,200'

RIGHT-OF-WAY: 60'-66'

CARTWAY: 40'

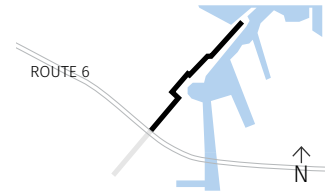
TIMEFRAME: Stakeholder outreach & preliminary design work in 2022

CURBS / SIDEWALKS, STREET LIGHTING / BURIED UTILITIES, LANDSCAPING, PARKING ENHANCEMENTS

- Overall Cost: \$2,000,000
- Funding Source: GO Debt Issuance, County Funding, Water Fund and Street Fund (\$2,000,000)

IMPLEMENTATION TASKS:

- Hire a design firm to conduct stakeholder outreach and explore a full streetscape plan for S. Main Street
- Develop a financing plan to implement the streetscape
- Finalize intentions for the future use of 508 Main Street
- If the goal at 508 Main Street is for private development, consider an RFP or listing for sale with realtor



NORTH (US 6 TO SHOWBOAT PROPERTY)



The North segment of Main Street, between US 6 and the entrance to the Showboat Property, presents opportunities that are inclusive of the following elements:

- Integration of additional aesthetic and landscaping enhancements
- Revamped entrance into the boat basin across from Huntington Bank
- New infill development across from and adjacent to Comfort Inn
- New development or parking north of Harbor House
- The relocation of Parks and Recreation to develop the site as public parking, along with the adaptive reuse of the park house into bathrooms and potentially concessions/food use
- The consideration of a riverside boardwalk
- The provision of additional parking opportunities throughout this section

Identity streetscape elements would continue through this section. Additionally, key redevelopment sites in this area will begin to create edges that enclose space and support greater walkability. The addition of residential and mixed-use spaces (as identified in the following diagram) will add vibrancy and activity to the destinations that already exist here.

KEY DETAILS:

LOCATION: Main Street (between US 6 and Showboat Property)
 LINEAR FEET: 2,700'
 RIGHT-OF-WAY: 60'-66'
 CARTWAY: 24'-38'
 TIMEFRAME: TBD

ENHANCED LANDSCAPING (\$100,000), SIGNAGE (\$50,000), INFILL RESIDENTIAL DEVELOPMENT (\$10,000,000)

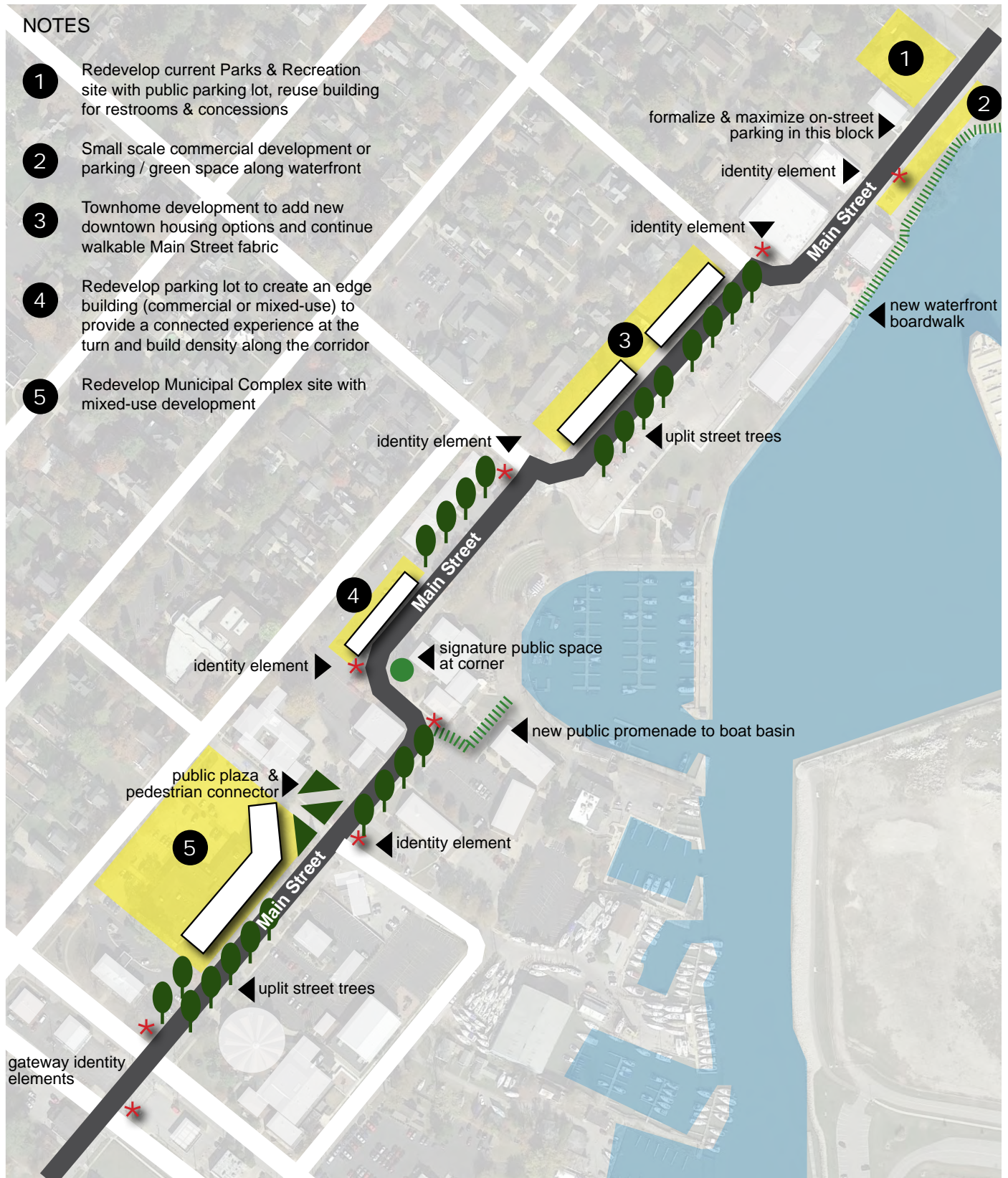
- Overall Cost: (\$10,150,000)
- Funding Source: Tax Increment Financing and GO Debt Issuance (\$150,000); Private Equity (\$2,000,000); Bank Financing (\$8,000,000)

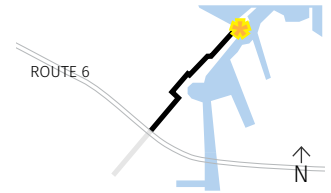
IMPLEMENTATION TASKS:

- Hire a design firm to consider additional modest upgrades to aesthetics/landscaping, etc.
- Partner with private property owners to re-imagine the south entrance to Boat Basin
- Partner with private entities to enhance marketing efforts for vacant, underutilized land along the corridor for infill housing or mixed-use development
- Conduct enhanced code compliance efforts on underutilized and non-compliant properties / buildings

NOTES

- 1 Redevelop current Parks & Recreation site with public parking lot, reuse building for restrooms & concessions
- 2 Small scale commercial development or parking / green space along waterfront
- 3 Townhome development to add new downtown housing options and continue walkable Main Street fabric
- 4 Redevelop parking lot to create an edge building (commercial or mixed-use) to provide a connected experience at the turn and build density along the corridor
- 5 Redevelop Municipal Complex site with mixed-use development





NORTH (SHOWBOAT PROPERTY)



The northernmost terminus of Main Street, culminating at the Showboat property, presents opportunities that are inclusive of the following elements:

- Retain the majority, if not all, of the Showboat property for green space. Additional dialogue must occur with the community regarding the extent, if any, of private development
- Transform the property into a use higher and greater than solely grass and parking
- Allow for vehicular movement throughout the site, with the integration of some modest parking

A signature public space at the north end of Main Street will benefit residents and visitors alike. The former Showboat property is envisioned as a lively waterfront activity area that celebrates Huron's water access by maintaining the public beach to the west, while providing a range of unique, family-friendly activities to the east. As envisioned above, these could include picnic areas, a boardwalk, public art, spots for pop-up vendors, waterfront 'porch swings' and more.



KEY DETAILS:

LOCATION: Main Street (Showboat Property)

LINEAR FEET: ~255'

RIGHT-OF-WAY: 48'-50'

CARTWAY: 36'-38'

TIMEFRAME: Stakeholder feedback and preliminary design in 2022

PUBLIC SPACE ENHANCEMENTS (\$1,500,000)

- Overall Cost: (\$1,500,000)
- Funding Source: Tax Increment Financing, GO Debt Issuance, Rec District Capital, Philanthropic Donations and Park Levy (\$1,500,000)

IMPLEMENTATION TASKS:

- Hire design firm to conduct stakeholder outreach and explore public redevelopment of pier area
- Develop financing strategy for former Showboat redevelopment first and boardwalk secondarily
- Develop a parking strategy to address additional visitor needs and redevelopment impacts

Municipal Facility Planning



PROJECT DESCRIPTION

The City of Huron owns multiple operational and administrative facilities. These facilities are predominantly located in areas that are believed to have potential for higher and better use and in some instances are inadequate in terms of size and functionality. Municipal facilities should both be designed in a manner that allows for effective service delivery and internal functionality and that are not, based either on location or condition, a detriment to other types of development within the community. As part of this process, the City would seek assistance in a wholesale review of the existing facilities and locations to formulate a plan for revitalization or relocation. Sites of particular focus are: (1) the parks and recreation administration building on corner of Wall St. and Main St., (2) Services complex located on the lake behind Port Huron Plaza, and (3) City administrative complex and safety service departments, located on 1.6 acres of land with dual frontage on Main Street and Williams Street.

CITY GOALS:



GUIDING PRINCIPLES:

- 1. Preserve & celebrate access to water
- 2. Fiscal sustainability
- 3. Responsible change through progressive improvements
- 5. Responsive public services
- 7. Decisions that respect the environment

- **Parks and Recreation:** The site served as the former home of the U.S Coast Guard. The site was acquired via grant which requires the site be maintained for public use in perpetuity. The site currently sits in the midst of the northern entertainment and restaurant portion of north main street. The location has the potential to serve a much higher purpose as the development of Main Street continues, while creating an opportunity to better locate Parks and Recreation operations. The site can be reconfigured to address the need for additional parking on Main Street through demolition of the pole barn structures and outside storage area. The existing office/house can also be utilized for bathrooms and/or a smaller retail/food and beverage use. Additionally, the Parks and Recreation uses/offices could explore a new, more centrally located facility that could also allow for future expansion and space needs.

- **Services complex:** The current municipal services garage sits on a lakefront piece of property behind Port Huron Plaza. The site, which was built in the late 1990's, houses both Water Distribution and Street Department crews and equipment. The site presents multiple challenges. This is not the highest and best use of lake front property. Additionally, the building is insufficient to meet the needs of the department, meaning additional investment is needed to upgrade the building. The City is at an inflection point where additional investment in the site is necessary, but not a prudent decision for this use. In addition, the structure would likely be needed for future use by the water filtration operation next door, meaning a future re-locate is anticipated to be necessary. The site provides an excellent opportunity for a new public recreation asset, with access to a pristine beach area and excellent views of Lake Erie.

- **City Hall:** The existing City Hall houses city administrative offices, the police department, fire department and municipal court. The building, built in the mid 1970s, is insufficient to meet the needs of the City's operations. Decades of deferred maintenance and the nature of the structure make modifications costly and logistically difficult. Decisions such as staffing modifications are hindered based on available space. Meeting spaces and common spaces are undersized and inadequate from an access standpoint for inclusivity. Lastly, the site sits on 1.6 acres of land in the core of the downtown area, fronting both Main Street and Williams Street. An exploration of relocating all or a portion of these uses currently within City Hall is warranted.

PARKS AND RECREATION DEPARTMENT RELOCATION:

GARAGES & OUTDOOR STORAGE DEMO (\$50,000), RESURFACE AND STRIPE NEW PARKING (\$25,000), OFFICE RENOVATION TO RESTROOMS (\$100,000), NEW FACILITY (\$1,000,000)

- Overall Cost: (\$1,175,000)
- Funding Source: Philanthropic Donations, Rec District Capital, City GO Debt Issuance and Park Levy (\$1,175,000)

CITY SERVICE COMPLEX RELOCATION:

SITE ACQUISITION (\$300,000), UTILITIES (\$250,000), CONSTRUCTION (\$2,000,000), SITE IMPROVEMENTS (\$250,000)

- Overall Cost: (\$2,800,000)
- Funding Source: Water Fund and City GO Debt Issuance (\$2,800,000)

WATER PLANT PUBLIC ACCESS:

TRAIL AND FENCING THROUGH SITE (\$100,000), EROSION CONTROL (\$50,000), ACCESS IMPROVEMENTS TO WATER (\$50,000)

- Overall Cost: (\$200,000)
- Funding Source: Philanthropic Donations, Rec District Capital, City GO Debt Issuance and Park Levy (\$200,000)

CITY HALL & MUNICIPAL COURT COMPLEX RELOCATION/RECONSTRUCTION:

NEEDS ASSESSMENT STUDY (\$100,000)

- Overall Cost: (\$100,000)
- Funding Source: General Fund and Economic Development Fund (\$100,000)

IMPLEMENTATION TASKS:

- Complete a space needs analysis for the service complex as well as the Parks and Recreation facilities
- Begin to investigate new sites for potential acquisition to use for new joint Service/Parks complex
- Develop a financing plan for new complex
- Begin to develop a strategy for the reuse of the Parks and Recreation building based on stakeholder feedback which could include additional public parking, public restrooms, and lease of space for retail/food/beverage
- Explore additional public beach access through water plant site
- Complete a needs assessment of existing municipal complex to determine age/condition of existing building elements
- Complete a needs assessment to determine space needs of Fire/Police/Admin/Court to determine if the building is functioning well for these uses or if alterations are needed
- Determine if a new facility is needed or if renovations to existing building are warranted

Municipal Utility Expansion



PROJECT DESCRIPTION

The City owns and operates a water filtration and distribution utility and a public power utility. The water distribution system serves the entirety of the City as well as external partners via Erie County. Huron Public Power serves a much smaller footprint. It was established as an economic development tool to help new businesses in the Huron Corporate Park to control electric utility costs. The City is continually exploring ways in which these utilities can be leveraged to benefit both existing residents and businesses and be used as economic development tools to attract new investment. Part of that strategy also includes exploring additional utility opportunities, specifically broadband Internet. This initiative calls for further exploration of ways in which the city's existing and future utilities can be used to catalyze growth within the community. These are inclusive of the following utility explorations listed on the next page.

CITY GOALS:



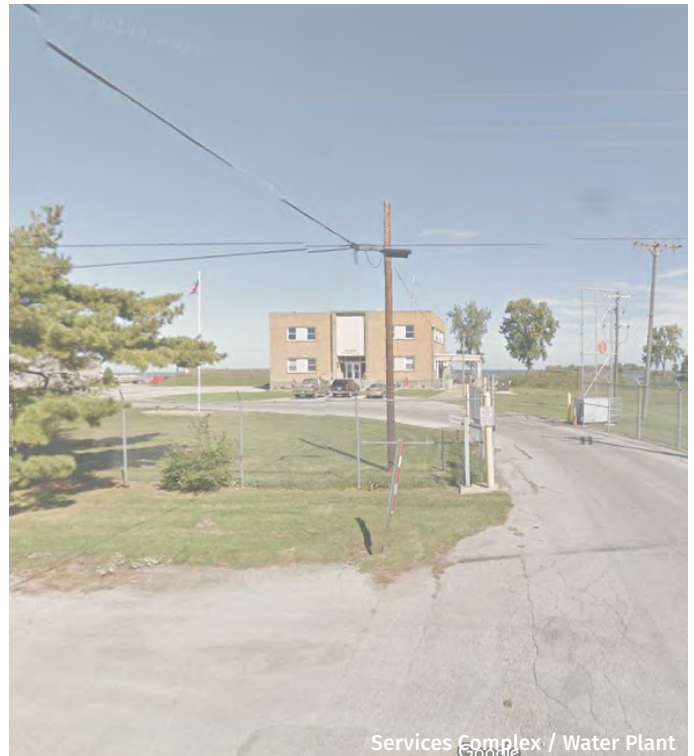
GUIDING PRINCIPLES:

2. Fiscal sustainability
3. Responsible change through progressive improvements
5. Responsive public services
6. Welcome and support diversity

- **Water:** The City should explore opportunities to expand the water service footprint to serve additional political jurisdictions as well as the potential to provide additional water services to Erie County (who in turn will serve others throughout the county). As part of this analysis, the city must understand the physical and economic requirements needed at the existing water filtration plant to handle an expansion. Additionally, an exploration into the capacity of the City's two water towers will be necessary.
- **Electricity:** The City currently has a small footprint of customers, primarily focused around Mucci Farms. It will be important to explore opportunities and plan for future physical expansion of Huron Public Power's footprint to be able to quickly access and provide power to new investments/operations in the city that could benefit from lower electric costs. Some of this is already occurring with the recently approved permit to bore under the rail tracks to link Huron Public Power to Sawmill Parkway. Additional exploration should be considered to continue north across Route 2 to eventually reach greater segments of the community such as our residential neighborhoods and school district.
- **Broadband:** The City does not have a municipal broadband service. However, the City is currently only served by a single cable/Internet provider – resulting in significant lack of choice for residents and business owners. Concerns have been expressed regarding reliability, speed and cost associated with the current provider. What we learned from the pandemic and the increase in work from home employment is that Internet speed and reliability is more critical than ever and is impactful to where people choose to live and make business investments. Although the City is not committing to creating a broadband service at the municipal level, the exploration of such a utility is warranted.

IMPLEMENTATION TASKS:

- Complete a needs assessment of existing broadband issues in terms of speed/reliability/cost and what options exist for customers
- Undertake cost estimating to determine the cost to install a municipal broadband utility including development cost and operations income/expense analysis
- Complete an extension of HPP under Norfolk Southern tracks to the base of Sawmill Parkway
- Ensure the installation of a conduit for future expansion of HPP down Sawmill Parkway to the eastern terminus
- Begin the exploration of cost and funding strategies to expand HPP northward across Rt. 2
- Begin discussions with relevant jurisdictions for the expansion of Huron Water
- Undertake feasibility analyses to determine necessary plant/distribution upgrades needed to serve additional customer bases outside of current jurisdictions



WATER PLANT - MICROFILTRATION FACILITY

- Overall Cost: (\$12,500,000)
- Funding Source: Water Fund Debt Issuance and Repaid by Contracted Sales (\$12,500,000)

ELECTRICITY:

CROSSING RAIL TRACKS (\$500,000), INSTALLATION DOWN SAWMILL PARKWAY (\$500,000), ADDITIONAL TRANSFORMER (\$2,000,000)

- Overall Cost: (\$3,000,000)
- Funding Source: Electric Fund - Capital (\$500,000), Electric Fund Debt Issuance (\$500,000), Repaid by Contracted Sales (\$2,000,000)

BROADBAND - FEASIBILITY STUDY

- Overall Cost: (\$100,000)
- Funding Source: Economic Development Fund (\$100,000)

Basic Services Plan

PROJECT DESCRIPTION

While all of the aforementioned initiatives are important to the long-term growth of the community, the City cannot lose sight of providing the basic needs to maintain the high quality of life and amenities that make Huron such an enjoyable place to live. This effort includes a wholesale review of the City's organization and policies/procedures for public facing activities such as roadway paving and maintenance, park improvements, tree canopy maintenance and replanting, sidewalk maintenance, enhanced and proactive code and zoning enforcement, and more. These services are major contributors as to why people choose to live and invest in the City. Additionally, investments into these services have lasting impacts over future decades. As part of this process, the City must explore new or expanded revenue streams to bolster and advance these initiatives on a grander scale. Examples of these important basic services and capital investments, along with their inherent benefits, include the following:

STREET REPAVING

Approximately one-third of traffic fatalities each year involve poor road conditions¹. Well-maintained roads are critical for a community's safety, accessibility and mobility. Ensuring local streets are free from large cracks, potholes and other states of disrepair results in environments that are safer for all roadway users. Regular street repaving and maintenance help to mitigate and prevent potential injuries from both vehicular crashes and pedestrian incidents caused from cracks, bumps and potholes. In addition, this creates more accessible streets regardless of mobility and mode of travel (inclusive of motorists, cyclists, pedestrians, wheelchair users and strollers).

PARK IMPROVEMENTS

Providing safe, functional and welcoming parks and public spaces is central to any thriving community. It is important to provide quality outdoor environments that community members can enjoy. Access to nature and green space helps reduce stress while mitigating urban heat island effects and enhancing environmental sustainability. Maintained and enhanced parks provide opportunities for all community members and all ages to socialize, relax and play. Economically, homes within 500 feet of a park have increased property values of at least 5%, and potentially even more².

SIDEWALKS

Connected and maintained sidewalks ensure that community members have safe and accessible routes to navigate through the City. Cracks, tree roots, and missing links must be addressed to provide a comfortable and connected pedestrian experience for all users. Since roadways without sidewalks are twice as likely to involve pedestrian crashes and injuries, well-maintained and accessible sidewalks are crucial to community safety and overall quality of life³.

CITY GOALS:



IMPLEMENTATION TASKS:

- Update the pavement condition report
- Explore financing strategies to increase local street resurfacing, ex. debt issuance
- Revisit parks master plan to re-prioritize capital needs and new project desires
- Explore the addition of .5 or 1.0 full-time employees to add to parks and recreation capacity
- Explore increasing capital allocation for park improvements in concert with City partners (Leverage philanthropic and business gifts to undertake projects)
- Fully implement the sidewalk assessment program which was created in 2020. Goal is to complete entire city in 3-4 year cycles
- Institute a voluntary tree assessment program for trimming/removing/planting
- Explore a universal tree assessment program based on frontage of properties
- Expand the part-time code compliance position to full time to address transient rentals, zoning, sidewalks and proactive code compliance matters
- Re-commission a Quiet Zone study to determine benefits, impacts and cost
- If feasible, undertake a fundraising campaign to implement a Quiet Zone program and plan for it in capital budget

GUIDING PRINCIPLES:

1. Preserve & celebrate access to water
2. Fiscal sustainability
3. Responsible change through progressive improvements
4. Preserve Huron's legacy of cozy, small-town charm
5. Responsive public services
7. Decisions that respect the environment

TREE CANOPY

Improving, expanding and maintaining the City's tree canopy has multiple community benefits. Trees and shaded streets help to reduce summer temperatures and mitigate urban heat island effects, reduce pollution, increase property values (in some cases, up to 25% when compared to property on streets without trees⁴), provide wildlife habitat, and enhanced aesthetics / visual appearance. A city with a large coverage of trees demonstrates health, environmental, economic, social and aesthetic benefits for its community members.

CODE / ZONING UPDATES

Cities are evolving and ever-changing places where ideas, investments and demographics are continuously shifting. Due to this "living" state of cities, it is important to ensure policies, code and zoning do not become antiquated nor prevent rather than produce new development. As needs and desires evolve over time, so must the tools and policies used to help guide municipal investments and implementation. This will result in a more flexible, prosperous and attractive future for residents, business owners, City leadership and developers alike.

QUIET ZONE RAILROAD CROSSINGS

A section of railroad at least a half-mile along that contains at-grade railroad crossings, a Quiet Zone prohibits locomotive horns to be sounded when trains are approaching the a crossing. This benefits neighborhoods adjacent to railroads, reducing the noise pollution and nuisance experienced from locomotive horns. Federally required and approved safety measures are still implemented at the crossings, ensuring that safety is still of utmost priority while creating an enhanced and quieter environment in which to live. In addition, Quiet Zones can potentially spur economic investment, including millions of dollars of new development as a result of new Quiet Zones that make communities more attractive, desirable and welcoming⁵.

BUILDING ELECTRIFICATION

Most buildings use multiple energy sources, such as electricity to power lighting and electronics, and fossil fuels like natural gas to power furnaces and water heaters. In result, buildings account for approximately 40% of all greenhouse gas emissions and energy usage in the United States⁶. Building electrification seeks to mitigate this by shifting away from fossil fuels and instead using electricity to power heating and cooking. Ultimately, the goal of building electrification is to transition to solar, wind and renewable energy sources to power all-electric buildings. This will help ensure a more sustainable and green future.

STREET REPAVING

LOCAL STREET RESURFACING ALLOWANCE

- Overall Cost: (\$500,000 - Annual Budget)
- Funding Source: Income Tax, Permissive Tax, Street Fund and Gas Tax (\$500,000)
- Priority based on Pavement Condition Report

PARK IMPROVEMENTS

EQUIPMENT / FACILITY ALLOWANCE

- Overall Cost: (\$50,000 - Annual Budget)
- Funding Source: Philanthropic Donations, Park District Capital, Income Tax and General Fund (\$50,000)
- Priority based on Rec Board

SIDEWALKS

EQUIPMENT / FACILITY ALLOWANCE

- Overall Cost: (\$100,000 - Annual Budget)
- Funding Source: Sidewalk Assessment, Income Tax and General Fund (\$100,000)
- Priority based on City Inspection

TREE CANOPY

REMOVAL AND REPLANTING

- Overall Cost: (\$50,000 - Annual Budget)
- Funding Source: Tree Assessment, Income Tax and General Fund (\$50,000)
- Priority based on City Inspection

CODE / ZONING UPDATES

MAKING PT POSITION FULL-TIME

- Overall Cost: (\$40,000)
- Funding Source: Administrative Penalties, General Fund and Zoning Fees (\$40,000)

QUIET ZONE RAILROAD CROSSINGS

EQUIPMENT / FACILITY ALLOWANCE

- Overall Cost: (Estimate \$500,000 - \$1.5 million with many variables driving cost)
- Funding Source: Philanthropic Donations, General Fund and Income Tax (\$500,000 - \$1.5 million)
- All at-grade railroad crossings

¹ www.portableinfo.org/the-facts/
² www.renovationtools.org/guide/198-economic-benefits-of-peds/
³ www.thereisnolife.com/2013/01/10/10-ways-to-improve-your-city/
⁴ www.renovationtools.org/guide/198-economic-benefits-of-peds/
⁵ www.renovationtools.org/guide/198-economic-benefits-of-peds/
⁶ www.renovationtools.org/guide/198-economic-benefits-of-peds/

New Housing Development



- GUIDING PRINCIPLES:**
- 2. Fiscal sustainability
 - 3. Responsible change through progressive improvements
 - 4. Preserve Huron’s legacy of cozy, small-town charm
 - 6. Welcome and support diversity



PROJECT DESCRIPTION

Potential sites with opportunity to redevelop and address new housing needs include the following: 1) ConAgra Site, 2) Main Street Site, 3) Two Rivers Site, 4) Huron West Site, and 5) Route 13 Site.

The current demographic trends of the community provide challenges from a long-term growth perspective. The City of Huron has the second largest share of its population over the age of 55 in Erie County, behind Kelley’s Island. Erie County as a whole is the 4th oldest county by age distribution within the State of Ohio. The City’s population has declined since the previous census in 2010. While the popularity of Huron as a second home / retirement / vacation town has risen, the number of full-time or income tax paying residents has dropped off precipitously.

The overwhelming majority of income taxes received by the city are paid by non-residents, essentially employees of businesses in town that do not live here. Taxes paid by non-residents largely subsidize the operations of the City. Further exacerbating the issue has been the value of property within the City. As homes are acquired for second properties or income generating properties, more affordable options have increased in value. Additionally, housing stock is not turning over as quickly as people choose to “age in place.” All of these factors can have negative consequences on the long-term financial stability of the City.

As such, the City has highlighted the importance of taking efforts to encourage new housing opportunities. There has been a perpetual lack of supply in the market which continues to get worse. This prevents new owners from entering the market and increases the value of existing properties based on supply and demand dynamics. A mix of new housing types should be explored tailoring to a wide array of potential residents. Townhome/apartment developments as part of the ConAgra redevelopment and Main St. development serve both a younger population and older population looking for proximity to amenities and low maintenance. The development of existing vacant tracts of farmland provide more traditional single-family opportunities for expanding families looking for more space to grow.

Efforts and policies the City could explore are the installation of certain public improvements, increased marketing efforts, and economic development incentives (TIF/CRA) to help catalyze development in these areas.

CITY GOALS:



IMPLEMENTATION TASKS:

1) CONAGRA SITE

- Distribute an RFP for site
- Select a development partner for site
- Complete land swap with ODNR
- Negotiate a site control agreement, development agreement and economic incentive package (if applicable)
- Move forward with base site utility installation (electric, gas, water, sanitary, etc)
- Complete a traffic study to determine if a traffic signal is needed at the River/Conagra entrance
- Hire a design firm to develop public space improvements in concert with private developments
- Secure site and building plan approvals for the final private development plan

2) MAIN STREET SITE

- Partner with private entities to enhance marketing efforts of vacant underutilized land on corridor for infill housing or mixed-use development
- Consider rezoning parcels to allow ground floor residential

3) TWO RIVERS SITE

- Work with existing owners to complete infrastructure improvements to bring road/water/sanitary to remainder of site
- City to consider paying for or minimally assuming ownership of infrastructure
- Work with developers to revise existing PUD to a development a plan that is more conducive to the market

4) HURON WEST SITE

- Work with current owner to ensure sale to a housing developer
- Consider City buying land for use as residential
- Investigate existing utilities available to the site and determine if any need extended by the City or County
- Consider rezoning this parcel and adjacent ones for R-1 residential

5) ROUTE 13 SITE

- Work with current owner to ensure sale to a housing developer
- Consider City buying land for use as residential
- Investigate existing utilities available to the site and determine if any need extended by the City or County
- Consider rezoning this parcel and adjacent ones for R-1 residential

1) CONAGRA SITE

SITE PREPARATION (CITY) / UTILITIES (\$750,000), BOARDWALK & PUBLIC SPACE (\$4,000,000), HOUSING/RETAIL/ RESTAURANT (\$25,000,000)

- Funding Source: Tax Increment Financing (\$750,000 for Site Preparation / Utilities, \$4,000,000 for Boardwalk / Public Space); Private Equity (\$5,000,000 for Housing / Retail / Restaurant); Bank Financing (\$20,000,000 for Housing / Retail / Restaurant)
- Assumes 50-100 Residences

2) MAIN STREET SITE

INFILL RESIDENTIAL - TOWNHOMES (\$10,000,000)

- Funding Source: Private Equity (\$2,000,000); Bank Financing (\$8,000,000)
- Includes Site Acquisition
- Assumes 10-15 Residences

3) TWO RIVERS SITE

INFILL RESIDENTIAL - SINGLE FAMILY HOMES (\$30,000,000)

- Funding Source: Private Equity (\$5,000,000); Bank Financing (\$25,000,000)
- Includes Site Acquisition
- Assumes 100 Residences

INFRASTRUCTURE (\$3,500,000)

- Funding Source: Tax Increment Financing (\$3,500,000)

4) HURON WEST SITE

INFILL RESIDENTIAL - SINGLE FAMILY HOMES (\$30,000,000)

- Funding Source: Private Equity (\$5,000,000); Bank Financing (\$25,000,000)
- Includes Site Acquisition
- Assumes 100 Residences

INFRASTRUCTURE (\$3,500,000)

- Funding Source: Tax Increment Financing (\$3,500,000)

5) ROUTE 13 SITE

INFILL RESIDENTIAL - SINGLE FAMILY HOMES (\$12,000,000)

- Funding Source: Private Equity (\$2,000,000); Bank Financing (\$10,000,000)
- Includes Site Acquisition
- Assumes 40 Residences

INFRASTRUCTURE (\$2,000,000)

- Funding Source: Tax Increment Financing (\$2,000,000)

CONCLUSION

CITY PRIORITIES

This plan is about action. The City of Huron has recognized that the best path for continuing to build the momentum that will create a thriving waterfront community valued by all is one achieved through working together toward common goals. This process has reflected a desire to find areas of alignment between City Council and the City Administration to build a framework to support current and future decision-making.

The 2012 plan ended with a series of actions, and we take the same approach here - identifying an active path forward.

A comprehensive list of city-identified priorities and implementation actions have been created as a result of this Vision 2020 Action Plan, as seen in the chart on the following page. Each initiative (inclusive of ConAgra Site Development, Main Street Corridor Improvements, Municipal Facility Planning, Municipal Utility Expansion, Basic Services Plan and New Housing Development) has been expanded to identify specific design elements and action items. These indicated action items will help further support and advance these priority initiatives toward implementation.

Each initiative is given designated implementation actions, inclusive of Public Process, Community Advocacy, Public Policy Action, Zoning Change, Public Capital Investment and Private Investment. Indicated actions reflect recommended or necessary next steps to help advance a specific priority initiative. By doing so, the City can best determine how to proceed with ultimate implementation.

Top 15 Identified City-Wide Priorities						
Location / Initiative	Primary Implementation Factors:					
	Public Process	Community Advocacy	Public Policy Action	Zoning Change	Public Capital Investment	Private Investment
Core Area						
Reconfigure Huron Memorial Bridge, remove excess travel lanes and construct bike lanes / path and install new ornamental lighting	X	X	X		X	
Create gateway at Route 6 / Main Street intersection - special paving, landscaping, signage, etc.		X			X	X
Reconnect Main Street to extend to northern shore	X	X	X	X	X	
Construct Waterfront Promenade bulkhead and boardwalk		X	X		X	X
Install pedestrian walkway / boardwalk around ConAgra Peninsula	X	X	X	X	X	
Create Pedestrian "Library Link" connecting Huron Public Library to Main Street		X	X	X	X	
Convert Spool Site to Lakefront Nature Preserve and install walking paths / trails	X	X	X	X	X	
Establish Huron Waterfront Amenity Package and install components through the City			X		X	
Determine site development strategies and open space policies for the ConAgra Peninsula	X		X	X		
Green connections / multipurpose trails that link Fabens Park - Wetlands - Lakefront Nature Preserve - City Parks	X	X	X		X	
Build convenience retail at Boat Launch facility				X	X	X
Western Communities						
New full-service intersection at Fabens Park and Route 6	X	X	X		X	
Acquire and demolish mobile home park at western gateway		X	X	X	X	X
Eastern Communities						
Create gateway at Berlin Rd. / Cleveland Rd. West intersection - special paving, landscaping, signage, etc.	X		X		X	X
Expand Nickel Plate Beach Park to south to engage Cleveland Rd. West	X	X		X	X	

The previous 2012 Huron City-Wide Plan included this chart of 15 original City-identified priorities. The new set of identified priorities and implementation actions is included on the facing page.



TOP IDENTIFIED CITY-WIDE PRIORITIES AND IMPLEMENTATION ACTIONS						
Priority Initiatives	Primary Implementation Action					
	Public Process	Community Advocacy	Public Policy Action	Zoning Change	Public Capital Investment	Private Investment
ConAgra Site Development						
Site Preparation (City) / Utilities			✓		✓	
Boardwalk / Public Space	✓	✓	✓	✓	✓	
Housing / Retail / Restaurant	✓	✓	✓	✓		✓
Main Street Corridor Improvements						
South (Bogart Road to US 6)						
Curbs	✓	✓	✓		✓	
Sidewalks	✓	✓	✓		✓	
Street Lighting	✓	✓	✓		✓	
Buried Utilities		✓	✓		✓	
Landscaping		✓	✓		✓	✓
Parking Enhancements	✓	✓	✓		✓	
North (US 6 to Showboat Property)						
Curbs	✓	✓	✓		✓	
Sidewalks	✓	✓	✓		✓	
Street Lighting	✓	✓	✓		✓	
Buried Utilities		✓	✓		✓	
Enhanced Landscaping		✓	✓		✓	✓
Signage		✓	✓		✓	
Infill Residential Development	✓	✓	✓	✓		✓
North (Showboat Property)						
Public Space Enhancements	✓	✓	✓	✓	✓	
Municipal Facility Planning						
Parks and Recreation Department Relocation		✓		✓	✓	
City Service Complex Relocation		✓		✓	✓	
Water Plant Expansion & Public Access	✓	✓	✓		✓	
City Hall & Municipal Court Complex Relocation / Reconstruction		✓		✓	✓	
Municipal Utility Expansion						
Water Plant - Microfiltration Facility		✓			✓	
Electricity		✓			✓	
Broadband - Feasibility Study	✓	✓			✓	
Basic Services Plan						
Street Repaving		✓	✓		✓	
Park Improvements	✓	✓	✓		✓	
Sidewalks		✓	✓		✓	
Tree Canopy		✓	✓		✓	
Code / Zoning Updates	✓	✓	✓	✓		
Quiet Zone Railroad Crossings	✓	✓	✓		✓	
Building Electrification		✓	✓		✓	✓
New Housing Development						
ConAgra Site	✓	✓	✓	✓	✓	✓
North Main Street Site		✓	✓	✓		✓
Two Rivers Site		✓	✓	✓		✓
Huron West Site		✓	✓	✓		✓
Route 13 Site		✓	✓	✓		✓



The Huron Vision 2020 Action Plan is the work of a coordinated City Council and Administrative team taking a proactive approach on the behalf of the citizens of Huron to guide the city's future. The work is aspirational and implementable, with a clear path to how the various components can be undertaken.

The work of this plan and this process allows the city to move forward with purpose; to position the City of Huron to continue to build toward the vision set forth in the original master plan. Huron's future as set forth in the original plan and in this process is one where residents enjoy top-notch services, unique waterfront amenities, housing options and a thriving downtown. It is a place that provides a welcoming environment for visitors and a supportive location for new businesses. It is a place that proactively plans for its future through an aspirational vision and an achievable approach to implementation.

Huron: A thriving waterfront community that celebrates a legacy of small-city charm while building for the future.

