

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



# CITY OF HURON : VISION 2020

## CITY-WIDE MASTER PLAN

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### INTRODUCTION

Defining the Purpose and Need for the City-Wide Master Plan; Huron's context; history of the city's development patterns, ConAgra as a catalyst

Acknowledgements and process; collaboration with Steering Committee, City officials and staff and identified stakeholders

### INTERPRET

#### INVESTIGATE AND ANALYZE

Understanding Huron's role along the northern shoreline; Identifying 3 distinct communities: Western Communities, Core Area, Eastern Communities

#### City Wide Diagrams

*examining components of the city*

#### Assets and Challenges

*recognizing assets and identifying challenges*

#### Steering Committee Survey

*gaining important insight and ideas*

#### Planning Objectives

*discovering directions towards transforming Huron*





# BRINGING HURON'S FUTURE INTO FOCUS

## REVEAL

### CREATING A BALANCED CITY

Establishing community and district roles

#### Western Communities

roadway and infrastructure initiatives to link BGSU Firelands campus to Huron, identify redevelopment opportunities and potential land-uses, improve access to public parks

#### Core Area

re-establishing Main Street, expanding and defining Downtown, enhancing the waterfront experience, capitalizing on ConAgra

#### Eastern Communities

maximizing redevelopment opportunities, improving Huron Memorial Bridge, strengthen and celebrate historic residential neighborhoods, increase role of Nickel Plate Beach

## VISUALIZE

### FOCUS ON HURON'S CORE

Redefining Downtown to better serve current needs while preparing for growth, facilitating private investment and promoting a healthy future for Huron

#### Gateway District

welcoming people to the City's center

#### Civic Campus

creating a strong center for Downtown

#### Waterfront Promenade

expanding the waterfront experience

#### ConAgra Peninsula

capitalizing on major redevelopment opportunities

## MOVING FORWARD

### IMPLEMENTATION AND NEXT STEPS

Identifying and prioritizing initiatives and improvements

Promoting multiple levels of investment to increase a sense of place, spur economic development and improve access to the City's most important asset, the waterfront

Achieving the vision by fostering public and private investment partnerships



# VISION 2020

## Introduction

purpose and need for the study

**V**ision 2020 is a comprehensive master plan for Huron, Ohio that capitalizes on downtown redevelopment opportunities, creates synergies between identified initiatives and sets a course for the city's growth while ensuring its rich history and character are celebrated. Undoubtedly, the former ConAgra waterfront site, centrally located within the city, represents tremendous potential that must be maximized. The acquisition, recent demolition and creating of a marketable 10 acre development site have been driving forces emphasize the need for a city-wide master plan. However, ConAgra's redevelopment must not occur in isolation. It should be coordinated with complementary initiatives and investments throughout the city.

Redevelopment areas and sites range from smaller scale infill opportunities, to unique, larger light industry and office sites in corporate parks. Additionally, investments and upgrades for Huron's infrastructure must be considered. Roadways, bridges streetscapes and public spaces are studied in conjunction with private development to maximize value and impact.

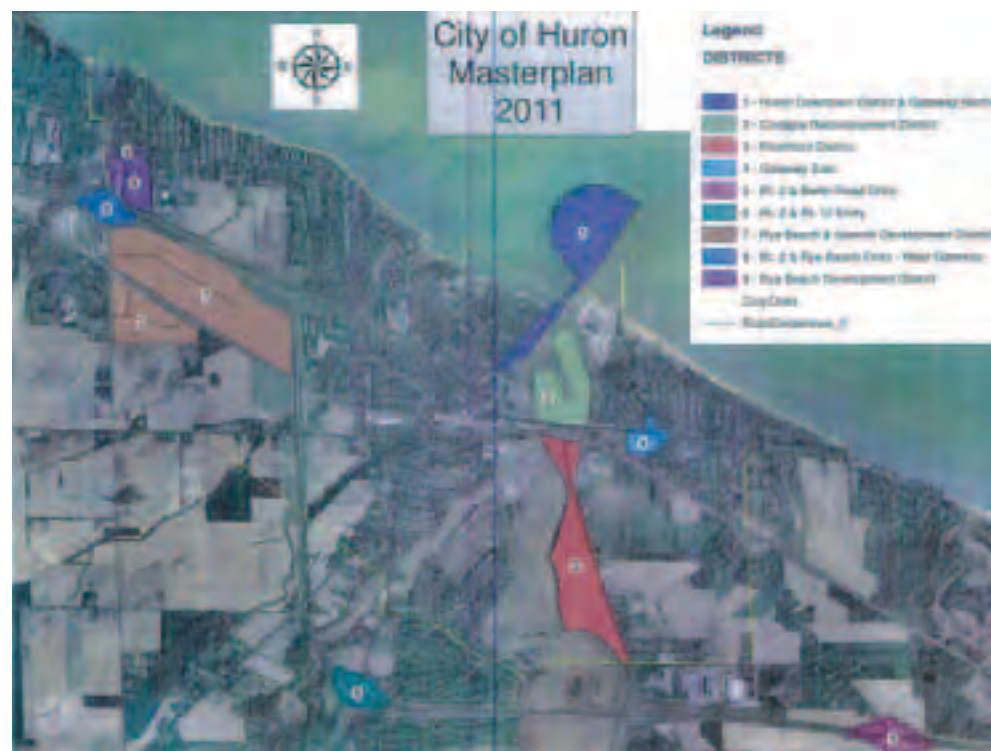
Considering both private and public investments simultaneously will identify potential leveraging strategies,

redefining portions of the city and the important routes that link them.

This report is organized to represent the planning process that resulted in the completion of the city-wide plan, Vision 2020. A multi-step process was conducted which began with Interpret - tasks that examine existing conditions and underlying historical significance and influences. The inclusive progression of the plan then identified opportunities throughout the city, whether public or private investment in nature, as an overall positive impact is desired.

Many times, maximum impact and value is achieved by the collaboration of public and private investments. Throughout the next phase, Reveal, various opportunities were identified and potential relationships studied. Initial concepts and thoughts were scrutinized and discussed to set the plan's direction.

As concepts evolve and progress from the benefit of discussions with a Steering Committee, identified stakeholders, residents and city officials, the plan transitions into an Visualize stage. During these important tasks, transformative planning aims to activate underutilized land, highlight connective infrastructure improvements and create a shared-vision plan that is representative of the myriad of opinions,



**Above:** The City of Huron identified 9 areas to be considered in the city-wide planning process. Vision 2020 creates recommendations for areas through prioritized initiatives. Because of their prominence and importance, the ConAgra Redevelopment District (#2) and the Huron Downtown District and Gateway North (#1) were recognized as the plan's primary focus areas. The consensus of key stakeholders and city officials drove the creation of a comprehensive downtown plan that coordinates with ConAgra's redevelopment. This strategy strengthens the core and revitalizes downtown while studying complementary initiatives.

**Right:** Downtown Huron's waterfront must be capitalized upon to increase recreational and economic development opportunities.





concerns and objectives identified during the process.

Finally, the document concludes with Implementation strategies and Next Steps setting the plan in motion. Redevelopment initiatives are prioritized and ranked by the Steering Committee and the City of Huron Planning Commission. Factors such as location, costs and overall transformative impact are weighed to identify where targeted investments should be directed and their associated timeframes. This process is

illustrated throughout this report and has created a flexible city-wide plan rich with input and objectives that will continue to serve the City of Huron throughout its immediate future and long-term advancement.

Before looking towards the future, a deep appreciation of the past and in-depth understanding of land-use patterns, past planning and development decisions and policies must be gained. In the 1960's the City of Huron was subject of a \$2.6 million Federal Urban

Renewal project. According to reports and newspaper articles, made available from the Huron Historical Society, the Urban Renewal's purpose was to remove blighted downtown buildings, create redevelopment sites focused on a boat basin and reroute Main Street to provide the necessary space for the identified initiatives and the creation of a "new central business district" and provide a centrally located public boating facility. (*Huron's \$2.6 Million Renewal Plan Wins Federal Approval, The Journal, Lorain, OH, July 25, 1968*). A spirited public

process included both endorsement and dispute. The plan was not put to a vote and residents were angered over the fact that council proceeded without the support of the community.

Essentially, the plan called for the acquisition and demolition of approximately 40 downtown properties and buildings (*Demolition Stalled, Lone Bid Rejected, Sandusky Register, September 8, 1969*) to make way for new redevelopment sites aimed to attract office buildings, retail establishments and centralized parking areas. The first phases of demolition were funded and buildings were torn down, along with the construction of the Boat Basin. The basin's location required Main Street's route to jog, traffic to be diverted onto adjacent streets and multiple turns to return to the city's prime corridor. This confusing traffic pattern is disruptive to the downtown fabric and results in a large portion of the riverfront having a sense of inaccessibility. Additionally, large parking lots (further examined in this report) occupy large tracts of prime downtown land. Unfortunately, the Urban Renewal project did not deliver on the full breath promised by the plans. The Boat Basin and adjacent parking lots were built, but only a few buildings were constructed, resulting in an overall perception of Urban Renewal's failure. Residents





**Left:** Maps from the Urban Renewal Plan showing original conditions and the proposed (current existing conditions) roadway impacts and development sites.

**Below:** Huron's historic Main Street circa 1964 from The Cleveland Press showing buildings along the public right-of-way that create a defined streetscape experience and public spaces.

**Right:** The Huron Historical Society has recently compiled information in the form of films that are informative and narrate the history, development and change that has occurred in the City's physical make-up, industrial past and residential development.

**Far Right:** The City's Urban Renewal Plan is presented in 1968 before demolition is implemented.





expressed a sense of disappointment that grew into an overall sense that the process was disingenuous (*Downtown Interrupted - Huron's Urban Renewal Experience*, Huron Historical Society and Small Truck Productions, film, 2009).

One of the positive outcomes is the downtown Boat Basin and surrounding public spaces. This asset serves as a central area of activity and is capitalized on by this modern city-wide plan.

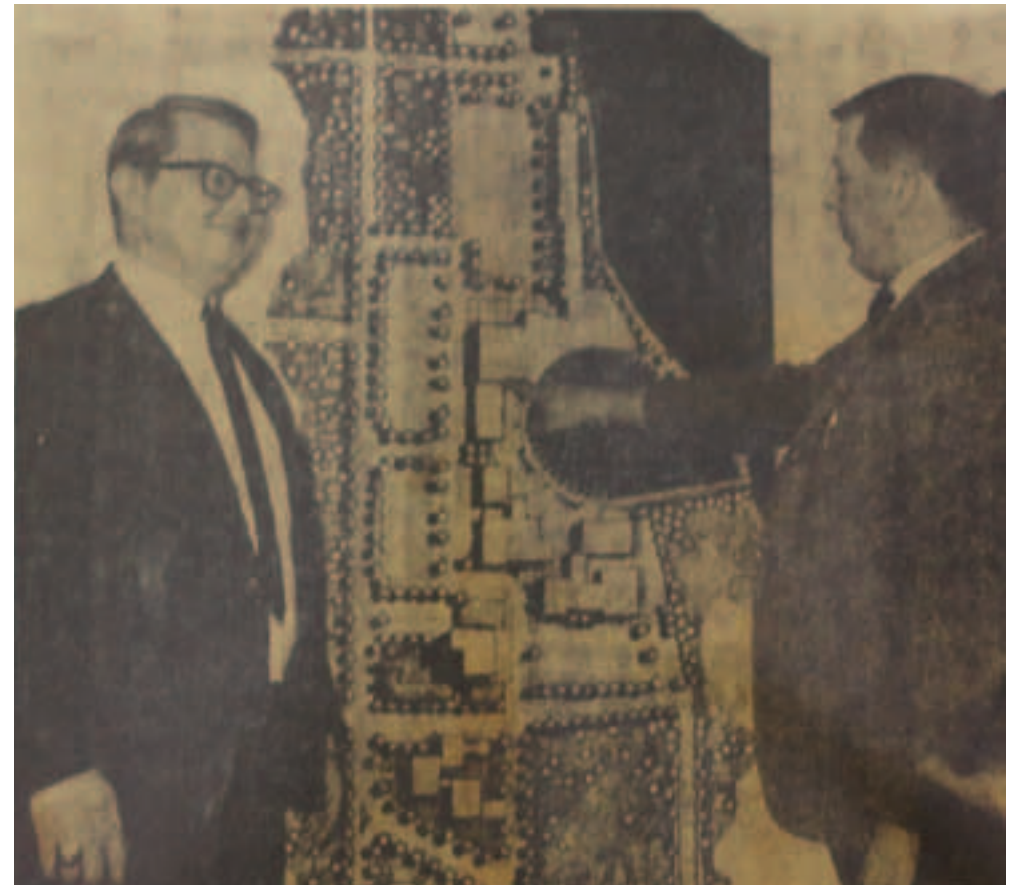
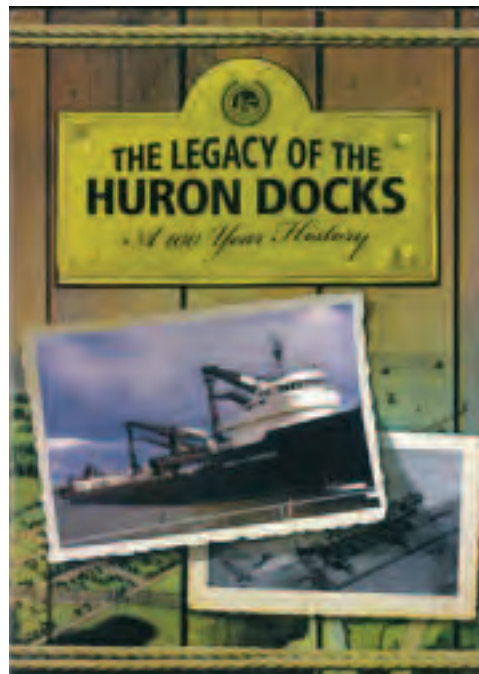
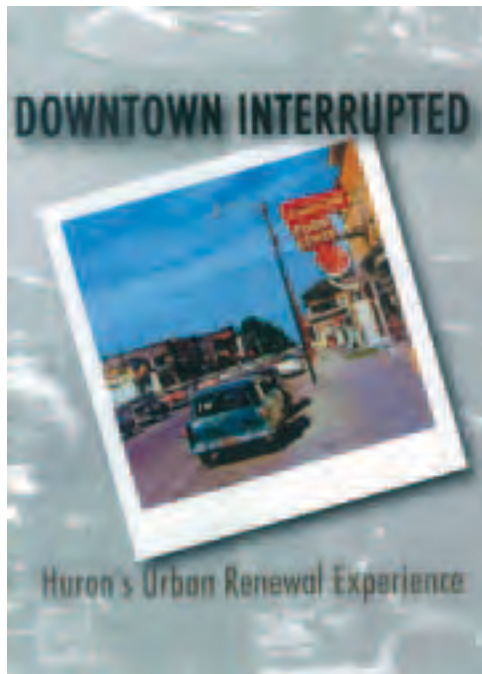
Current day Huron must also be fully understood in order to propose

considerations and concepts that are feasible and necessary for the City. An exhaustive analysis of existing conditions was conducted through site and field visits, discussions with residents / business owners / property owners and comparisons to neighboring communities.

Also, in addition to understanding the physical impacts of the Urban Renewal Plan and recent developments, Vision 2020 attempts to promote a positive public perception of city planning and urban design. An open and inclusive

process lead to the production of the initiatives illustrated throughout this report. Community outreach, facilitated by the City, included surveys, working sessions and meetings. The resulting plan balances short-term, implementable initiatives with overall "big picture" city planning concepts. This approach has the ability to create incremental change,

and more importantly, momentum to realize some of the larger proposals within the plan. A coordinated city-wide plan provides a living document that can continue to direct and guide future development and land-use decisions by defining important objectives and aspirations of the City of Huron.





# VISION 2020

## Interpret

from region to resident

**B**efore delving into a comprehensive city-wide plan, one must examine Huron's regional role along Ohio's northern shore. Huron is located approximately 50 miles west of downtown Cleveland and 10 miles east of Sandusky. The city offers attractive opportunities for a multitude of people, ranging from full time residents to tourists. Historically, the waterfront community has appealed to visitors and was widely referred to as "Vacationland" in the 1950's and 1960's. Rental cottages and homes continue to be popular.

Demographic information and data collected reflect and confirm Huron's stability. Vision 2020 examined the United States Census 2010 and compared findings to the 2000 census to better understand and identify development patterns and tendencies.

**Comparative statistics are presented in the graphic to the right.**

Huron's increase in median age suggests that residents enjoy living in the environment and are choosing to stay here and "age in place." This trend may warrant further studies in housing typologies that provide additional single floor living options and senior living facilities. As the population ages, creating retail options that are

closer to home may also be attractive. Conversely, the rise in median age can be attributed to less young people moving into the community. During the planning process the goal to increase the tax base was identified. National trends reflect that new employment opportunities, attractive housing and beautiful public spaces tend to draw young professionals to communities. Investments and the creation of these types of amenities could help Huron's appeal to this important, targeted demographic and are considered throughout the City's neighborhoods.

New housing starts peaked in the late 1990's, significantly increasing property values by infusing the area with larger and waterfront homes. Over the past decade, the median housing value has risen 24%. Housing values in Huron exceed its neighboring communities, reflecting the marketability and people's desire for small town stability and character. By comparing this data with commentary and discussions shared throughout the planning study, it is clear that people want to live in Huron. An objective of the plan is to identify amenities, through strategic initiative implementation, which must be established to enhance the City's charm to retain and attract residents and businesses.

Additionally, Huron's ability to grow must be capitalized on. Huron's density can be increased without sacrificing its small town aesthetic and nature. Recent residential developments have occurred throughout the City, and many have the ability to expand through future phases as market demands increase. As employment centers in surrounding communities expand, such as NASA's potential for investment, Huron can attract new residents and businesses.

Vision 2020 aims to maximize Huron's potential for smart growth through meaningful planning initiatives. The City's appeal cannot be considered without studying the surrounding communities' amenities, attractions and recent investments. Huron's future lies in the its ability to successfully compete with its neighbors in attracting the types of development identified by the planning process.

A thorough understanding of the physical make up, demographic information, regional relationships and overall city-wide systems is a critical first step of the planning process. The tasks completed during this initial phase are outlined in the following section, illustrating several types of analysis, research and outreach that were utilized to best understand the community's needs and desires.

## DEMOGRAPHIC CONCLUSIONS

- Population declined between 2000 and 2010 (-10.2%)
- Number of children-aged declined (17.5%), retiree-aged rising (+8.9%)
- Median age is rising (+4.6 years)
- Housing values increased significantly between 2000 and 2010 (+24%)
- Seasonal housing is utilized
- High percentage of owner-occupied housing (60.6%)
- New residential construction peaked in late 1990's – values are substantially increasing
- Median income is steady; slight (1.1%) increase in last decade
- Regional lakefront communities show stability





## PORT CLINTON

28.6 miles ←

Land Area: 2.11 sq. miles  
 Population: 6,056 people  
**Density: 2,870 ppl/sq. mile**  
 Median Age: 41.5  
 Median House: \$118,988  
 Median Income: \$39,720

## SANDUSKY

10.1 miles ←

Land Area: 10 sq. miles  
**Population: 27,793 people**  
 Density: 2,579 ppl/sq. mile  
 Median Age: 38.5  
 Median House: \$90,332  
 Median Income: \$31,620

## HURON



Land Area: 4.89 sq. miles  
 Population: 7,149 people  
 Density: 1,462 ppl/sq. mile  
 Median Age: 38.5  
**Median House: \$159,817**  
**Median Income: \$52,882**

## VERMILION

→ 11.4 miles

**Land Area: 10.8 sq. miles**  
 Population: 10,594 people  
 Density: 981 ppl/sq. mile  
**Median Age: 43.5**  
 Median House: \$141,117  
 Median Income: \$51,037



# City-Wide Investigations

recognizing trends and patterns

To better comprehend the dynamics of Huron, a city-wide analysis was conducted. For the purpose of the study, the city was subdivided into sections based on location, topography and character. This approach ensures each area of the city is fully understood. This level of analysis then studied how each portion relates to the others, resulting in an holistic understanding of both physical and functional attributes of the city.

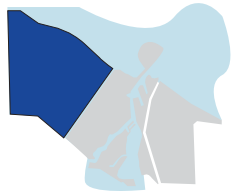
Huron's three areas are: The Western Communities, Eastern Communities and the Core Area. Each area is comprised of different land uses, densities, waterfront experiences and patterns that help establish and promote identity.

Additionally, there are several shared characteristics that must be considered to identify potential overlaps in services, emerging trends and opportunities for growth.

On the following pages are a series of analytical maps, conclusions and impressions of each district and its role within the overall context of Huron.







## WESTERN COMMUNITIES

Serves as a gateway to city from Route 2's Rye Beach Road exit

Includes several service-based and convenience retail establishments at Cleveland Road / Rye Beach intersection

Larger development sites are available for light industry, office and manufacturing uses – these types of uses are already in place in this location

Route 2 and Route 6 divide residential neighborhoods and result in a sense of disconnect

Western cottage communities along the shore provide smaller residential options at Lake Erie's shore

High school and Fabens Park attract visitors and are community gathering places

Limited waterfront access results in a sense that each street is private / restricted

Rye Beach / Bogart Road area represents potential redevelopment land



## CORE AREA

City's mixed-use district with balance of institutional, residential, civic and public space land-uses

Historical Old Plat neighborhood has strong housing stock and traditional city roadway grid

Substantial development sites exist at ConAgra site and residential parcels at Huron Lagoons

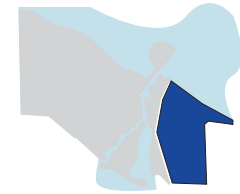
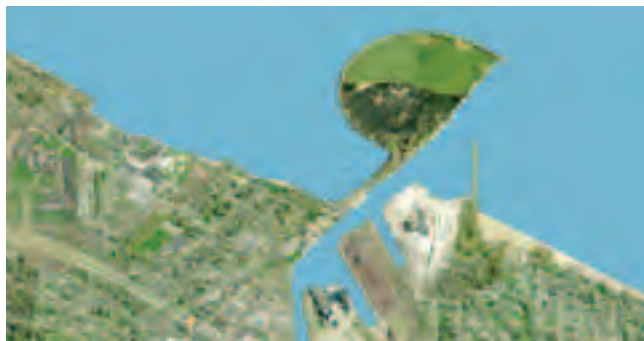
Huron River and Lake Erie shorelines maximize potential waterfront experience

Boat Basin / Riverfront Walk / Spoil Site bulkhead all create public gathering spaces that can be expanded

Residential areas at the western portions are segmented by Route 6

Public parks are not related and do not feel as though they are components of the same system

Core Area is the most dense area of Huron and provides a sense of place and "town"



## EASTERN COMMUNITIES

Residential areas north of Cleveland Road East are comprised of larger historical homes in tight-knit neighborhoods

Berlin Road / Cleveland Road East intersection serves as an eastern gateway into the city

Commerce Plaza and surrounding commercial development utilize larger sites and serve as major destination for residents

Rural land, south of railroad tracks, provides potential opportunities for light industry, etc. if there is desire to expand the adjacent facilities

Nickel Plate Beach is City's largest beach but feels isolated and removed

Waterfront access is restricted by limited-access through residential properties and private beaches





# Analysis

## community component overlays

An in-depth understanding of Huron's services, topography and people is imperative in order to facilitate an open, meaningful public planning process that has the power to culminate into a shared-vision master plan. This level of analysis ensures proposed improvements and initiatives are complementary to existing conditions, do not create redundant services and will capitalize on the community's successes and opportunities.

The city is composed of multiple Community Components that function simultaneously to create the full experience of living in and visiting Huron. The following analysis examines the 5 identified Components.

By studying each feature, the plan can assess the needs of each before determining which improvements should be considered for future development that affects the overall city. Investigating the components in isolation helps identify similar uses, locations where people might gather and congregate, which amenities are lacking and where deficiencies may exist.

Through community outreach, investigations of the physical make-up of the city and understanding anticipated initiatives, the plan identifies the following as the major Community

Components of the City:

- **Commercial Centers and Destinations** - *places where people shop and work*
- **Recreational Hubs** - *public spaces where people play and relax*
- **Neighborhood Districts** - *where people live and connect*
- **Infrastructure Impacts** - *how roadways, railroad tracks and access points affect the community*
- **Waterfront Access** - *direct connections to the water's edge*

Whether providing services, defining residential zones of the city or impacting how one moves through and experiences Huron, each component plays an important role. Components form synergies that are created from relationships and connections of their various parts. For instance, the Recreation Hubs comprise of all of the parks, gathering spaces and public green spaces throughout the city. Each park has its own identity and character and will be considered for improvements.

Additionally, the overall impact of the Recreational Hubs Community Component must be studied and understood to best plan for a balanced future within the City's make-up.

Finally, all 5 components are compared and examined in concert to help determine city-wide issues to be addressed by the plan. This multi-scale analysis is necessary to determine incremental initiatives that, when combined with other efforts, work together to achieve the maximum impact of the plan.

The investigation illustrates each component in its city-wide context to help reveal relationships, potential connections and where "gaps" might occur within each.

Additionally, the Core Area, Eastern Communities and Western Communities

are discussed in greater detail, focusing on where each section excels, provides sufficient amenities or lacks particular services. This analysis serves as the basis for the City-Wide Plan.

By thoroughly understanding where specific improvements are needed, what their impacts to the overall city can be and how they can function with existing systems the Vision 2020 Plan is deeply rooted within the community's history and values.



HISTORICAL MARKERS THROUGHOUT HURON



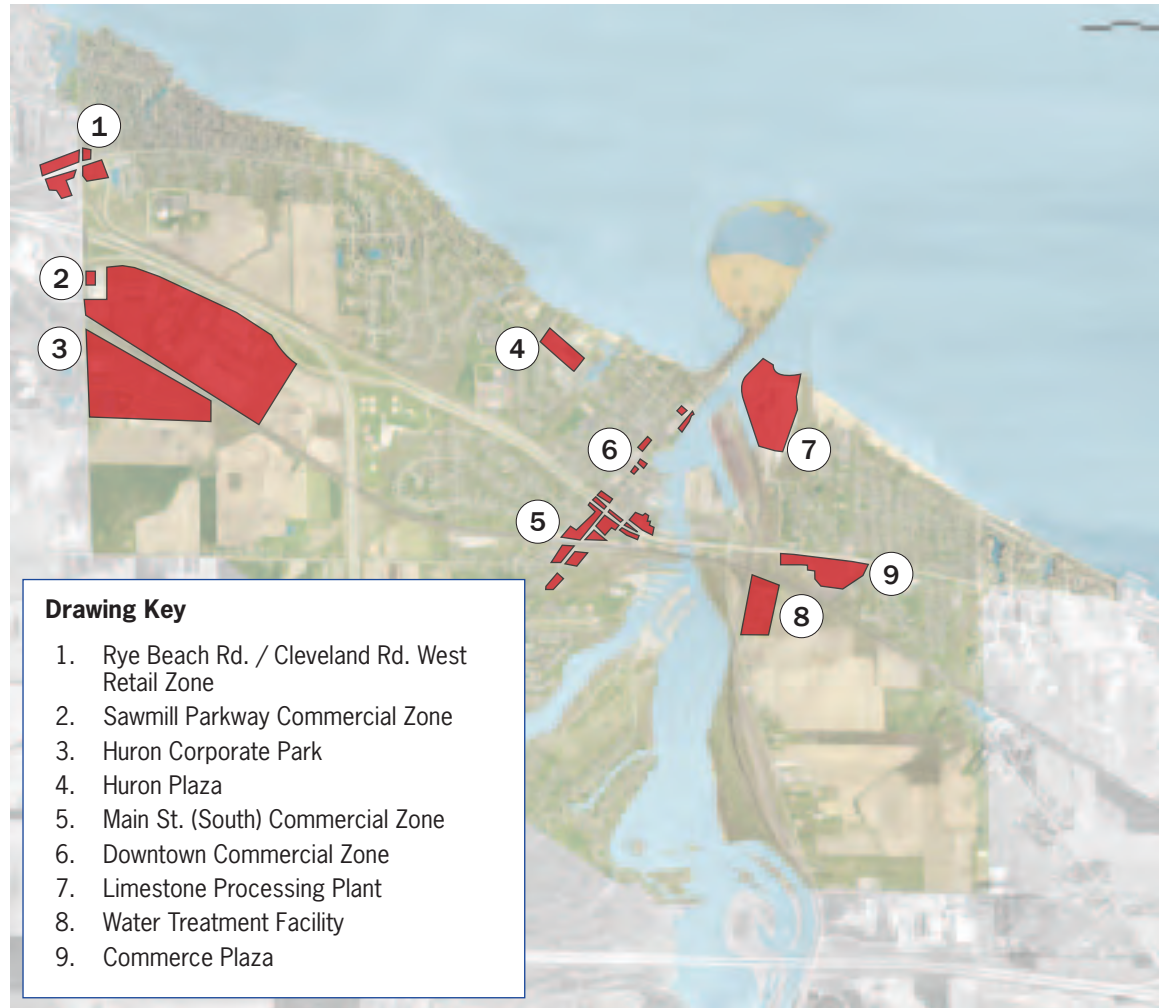
# COMMERCIAL CENTERS & DESTINATIONS

Areas where people shop and work

Both the Western and Eastern Communities are well served by convenience and destination retail establishments. Commerce Plaza, in the Eastern Community, offers a grocery store, drug store / pharmacy and other retail options in a traditional strip shopping center.

In the Western Communities, Huron Plaza offers convenience retail, restaurant options and office space in a similar designed plaza. The commerce park properties along Rye-Beach Road are large employers including International Auto Components, Huron's largest employer with approximately 750-1000 employees. This concentration of employment creates traffic and potential patrons to convenience retail. Currently, the immediate surrounding area is under serviced.

The Core Area provides several retail / commercial choices. Many of the establishments are locally owned and operated relating a sense of town and community. However, there is a definite lack of retail options that could attract people and / or activate the City's core. Despite a concentration of commercial use, downtown does not provide a well-balanced, functional city center. Opportunities, connections and relationships between existing and potential businesses must be created in order to establish a recognizable downtown and Main Street experience.



DOWNTOWN BUSINESS CORE

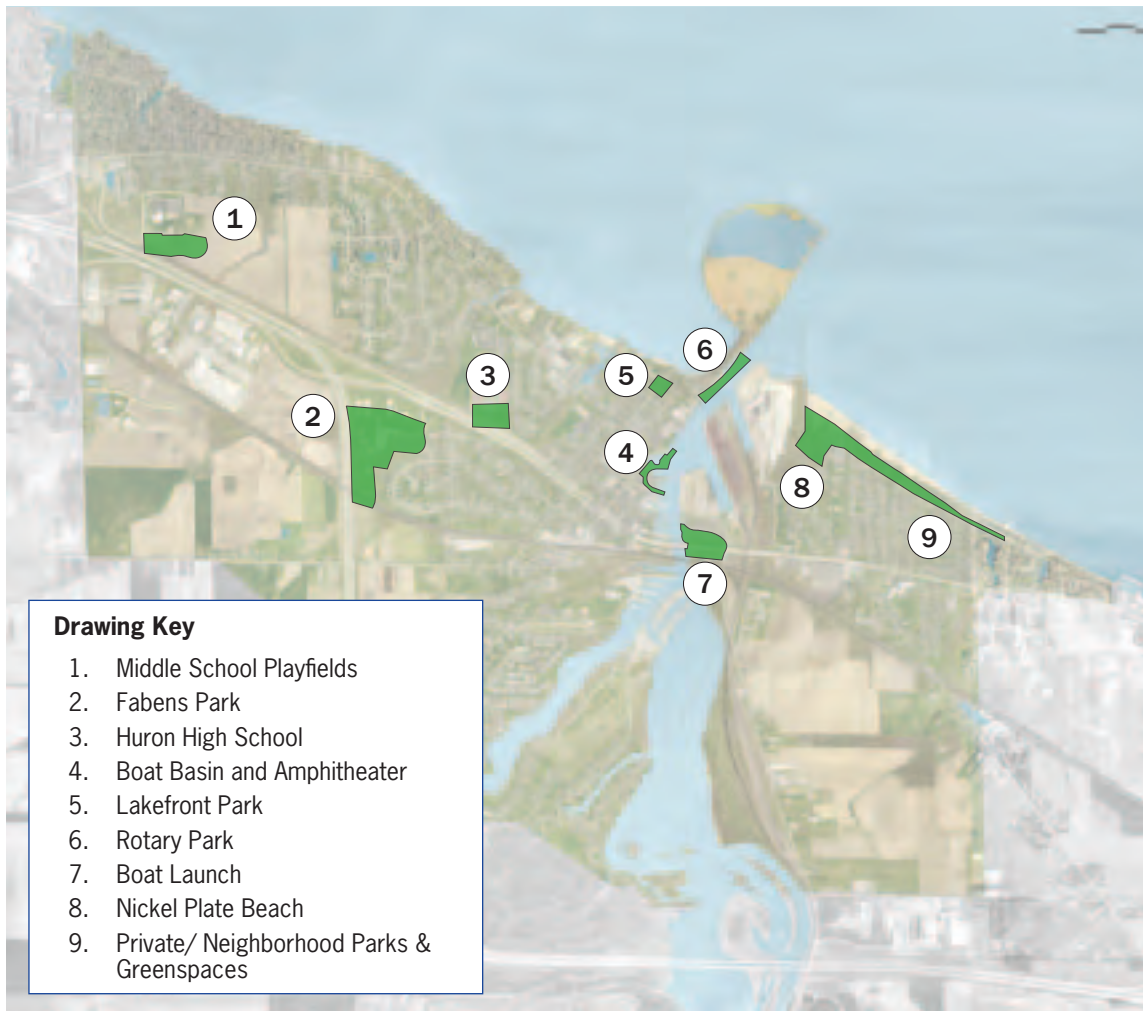


HURON PLAZA



COMMERCE PLAZA





## RECREATIONAL HUBS

Public spaces where people play

The City of Huron's parks and public spaces are well-maintained and offer various recreational opportunities. While some parks are "passive" and others are "active", each has its own identity and character and is reflective of the quality of life promoted in Huron. Below are conclusions, organized by communities:

### Core Area: ↓

The 4 primary recreation areas are Lakefront Park, Rotary Park, the Boat Basin and the Boat Launch. The Boat Basin is the City's premier public use and green space with flexible open areas and an amphitheater. The Boat Launch creates activity and generates thousands of visitors, but feels removed from downtown. Rotary Park's location is prime; its direct connection to Lake Erie, sweeping views of the water and Cedar Point's peninsula and role as the terminus of Main Street all suggest the utmost attention and investment be considered here to have maximum impact on the City and to celebrate the waterfront experience. Lakefront Park serves as a neighborhood amenity and is scaled perfectly with its surroundings. It is a wonderful example of a community green space, used by children, outdoor yoga classes and provides access to the water's edge.







PRIVATE BEACH PROMENADE



NICKEL PLATE BEACH



HISTORICAL NEIGHBORHOOD PARK

## Western Communities ↓

Three primary green spaces are in the Western Communities. Fabens Park provides playgrounds and baseball fields that are often utilized for summer leagues and events. Despite its popularity and use, its location and lack of connectivity create challenges. Bordered by two highways, the park is isolated and does not present itself as an easily accessible community asset. The Middle School and High School's properties include popular athletic fields, but their infrequent use (primarily for events and football games) limits their role. Despite being located outside of the City, Sheldon's Marsh Nature Preserve acts as a western recreational hub. This wonderful park attracts visitors from surrounding communities to hike, bird-watch and enjoy nature. Overall, the city's Western Communities feel underserved by neighborhood scaled parks and green space, but provide ample opportunities for sporting events and tournaments.

## Eastern Communities ↑

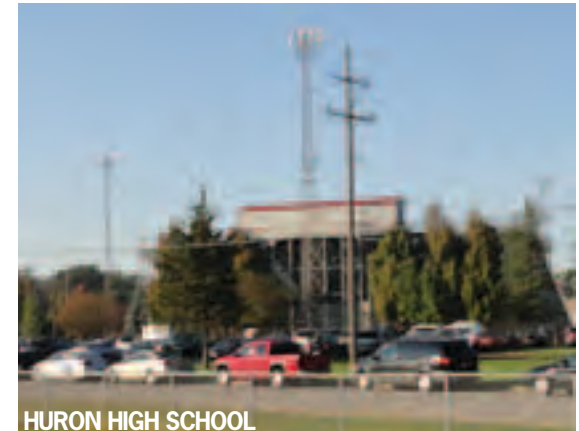
Huron's largest public beach is Nickel Plate Beach, providing sand beaches, volleyball courts and picnic areas. While the facility provides attractive amenities, its location and lack of connectivity to Cleveland or Berlin Roads hinder its success as a prime community park space. Further study will focus on strategies to provide more visible and effective signage and wayfinding elements. Smaller neighborhood parks within the historical areas (Chaska Beach, Beachwood Cove, Old Homestead 1 and 2, etc.) are well-maintained and are located appropriately. They serve their immediate neighborhoods well with amenities such as basketball and tennis courts, picnic shelters and open spaces. However, their private nature limits their function as community-wide assets. It appears this role is understood and preferred. The Eastern Communities currently lack large public parks, but this perception can be addressed by improving access to Nickel Plate Beach.



SHELDON MARSH PRESERVE

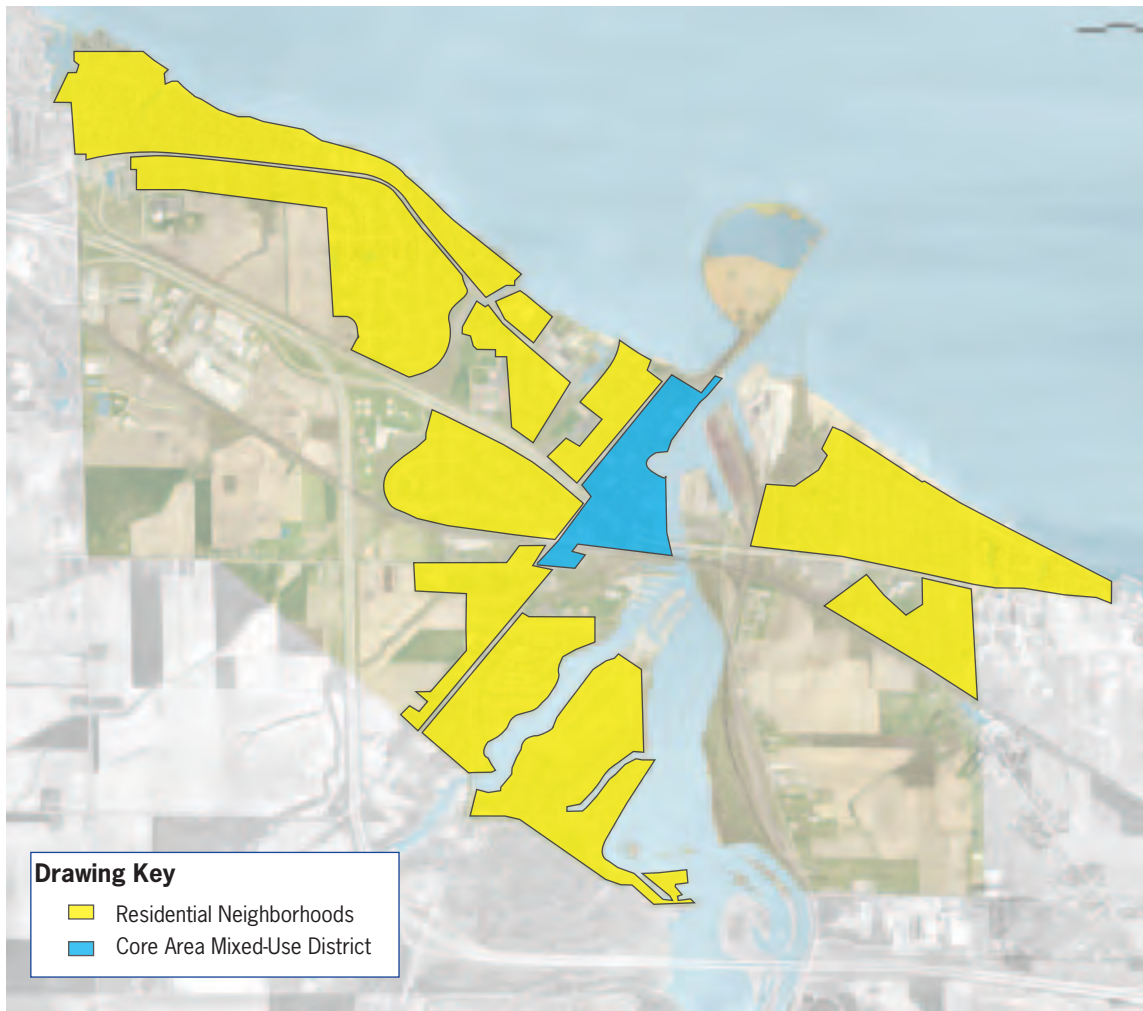


FABENS PARK



HURON HIGH SCHOOL





## NEIGHBORHOOD DISTRICTS

Where people live and connect

The City's neighborhoods and housing stock offer a myriad of residential options ranging from historical homes, new single family houses and multi-family condominiums and apartments.

### Core Area



The Old Plat neighborhood encompasses much of downtown. The neighborhood includes many institutions, retail options, civic establishments and historic homes arranged on small blocks that are defined by a traditional city gridded roadway system. Buildings relate well to each other and a strong sense of community is present. In the southern and western core neighborhoods, newer construction offer single family cottages, cluster home condominiums and multi-family facilities. Newer residential neighborhoods are arranged with larger lots for expansive private yards, streets that respond to topography, redevelopment property lines with non-traditional patterns and focus towards the Huron River, where possible. New residential development sites adjacent to the Huron Lagoons Marina offer luxury residential lots with private access to the water's edge.







BEACHWOOD COVE



HISTORIC NEIGHBORHOOD STREET



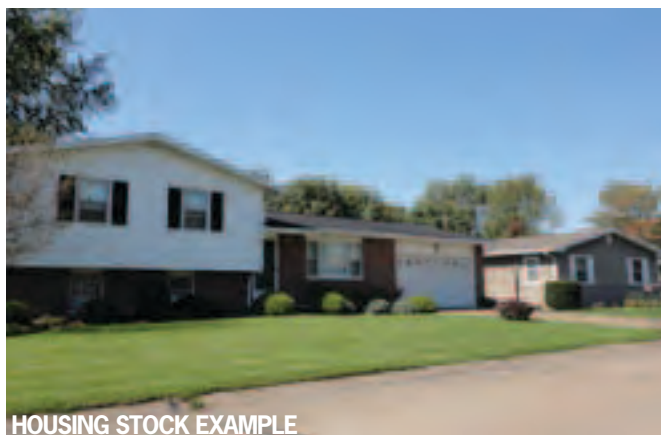
GREEN NEIGHBORHOODS

## Western Communities ↓

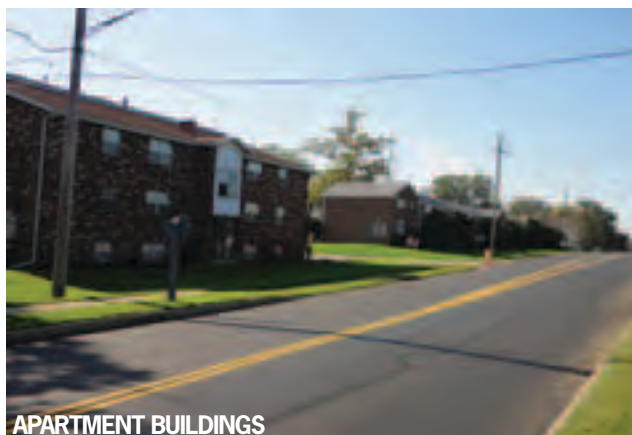
The western neighborhoods are primarily smaller historical “cottage” type homes, mid-century houses, recently completed single family developments and multi-family buildings. The majority of homes can be typified as cottages lining small-scale streets that terminate at Lake Erie. Most streets are identified by signage or brick piers with the name of the street or neighborhood. Streets north of Cleveland Road West are arranged in a traditional city-grid method and dead-end at the shore. Because of this, the streets feel private in nature and tight-knit. This neighborhood street pattern extends south, crossing Cleveland Road West, but transitions into cul-de-sacs and loop roads. These development patterns are similar to portions of the Core Areas’ recent residential areas and are indicative of typical residential development layouts of the past few decades.

## Eastern Communities ↑

The historic / century homes of the Eastern Communities exude a sense of place and establishment. Each home has substantial green space with large yards and tree lawns. The longer blocks result in an increased feeling of privacy for residents. Individual neighborhoods such as Beachwood Cove, Old Homestead 1 & 2 and Chaska Beach each have their own identity and designated entrances from Cleveland Road East. Quiet streets are further calmed and comforted by landscaping and towering old-growth street trees. Additionally, rental cottages are clustered around Nickel Plate Beach, increasing density adjacent to the public park. While this approach is understood, this style housing reduces the established sense of community created in the historic neighborhoods. It is noted that this particular cottage area as been referred to as “vacationland” and the rental properties are very popular and well-maintained. As the neighborhood extends south towards, and eventually across, Cleveland Road East, there are newer homes and multi-family apartment buildings.



HOUSING STOCK EXAMPLE

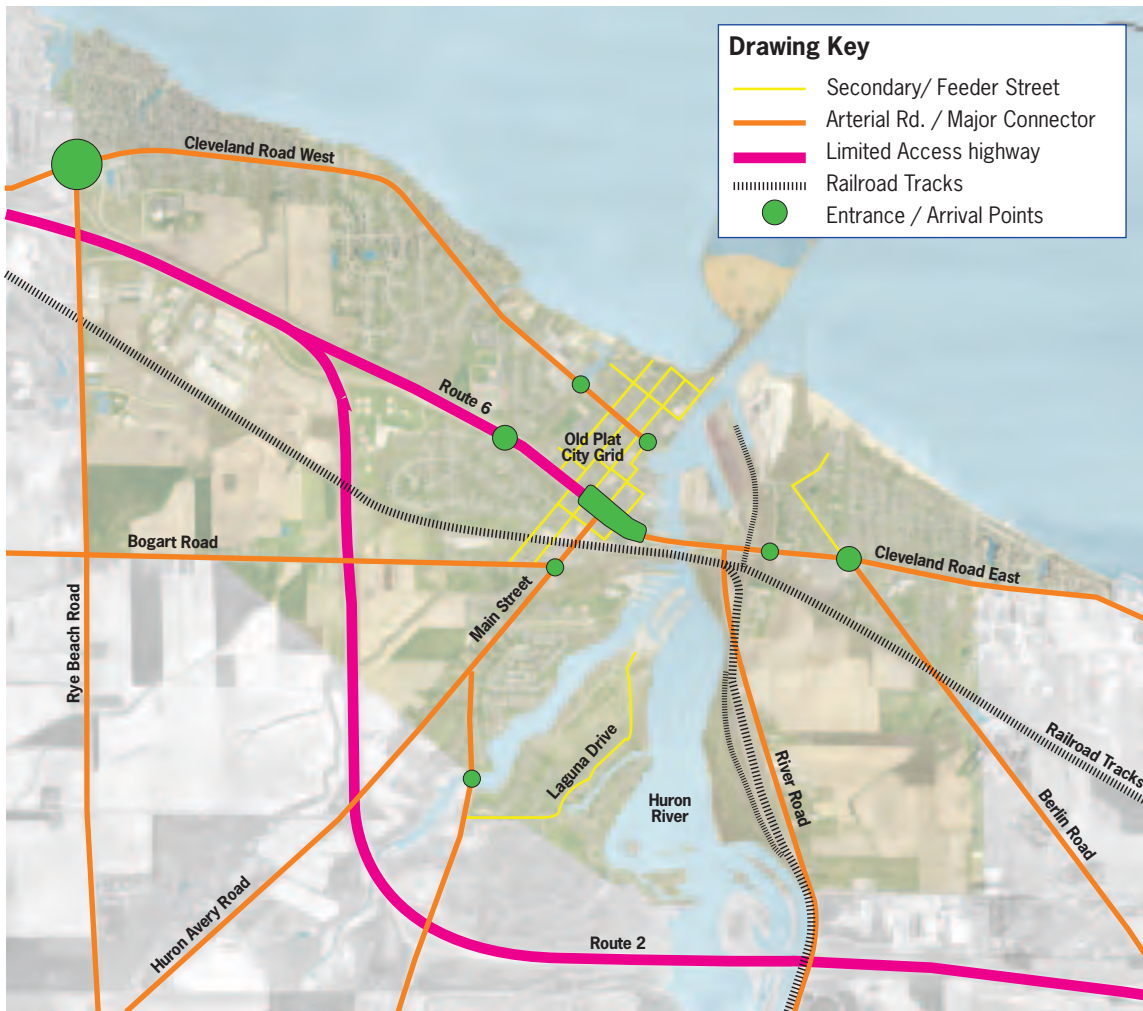


APARTMENT BUILDINGS



COTTAGE STYLE NEIGHBORHOODS





## INFRASTRUCTURE IMPACTS

How roadways, railroad tracks and access points affect connectivity

Huron is well-served by its infrastructure system. Strong east-west connections by Cleveland Road / Route 6 provide access to many of the north-south roads that act as neighborhood streets. However, Route 6 tends to divide portions of the city, diminishing an overall sense of cohesion.

### Core Area



The Core Area's infrastructure and roadways exemplify a historic city grid with streets scaled to serve residents and businesses. Sidewalks, on-street parking and other components help create a traditional downtown street configuration and pattern. Contrasting the appropriately scaled Main Street is Cleveland Road / Route 6. This large roadway bisects Huron and limits access into neighborhoods. Additionally, the six lane road creates expansive areas of residual land that is underutilized. Gateways that must be considered include the southern entrances into town, the Main Street / Route 6 intersection and the North Main Street / Cleveland Road West intersection. Each gateway must promote, welcome and capture the values of this waterfront community. Creating a sense of arrival will help better define streets, neighborhoods and the city as a whole.



MAIN STREET

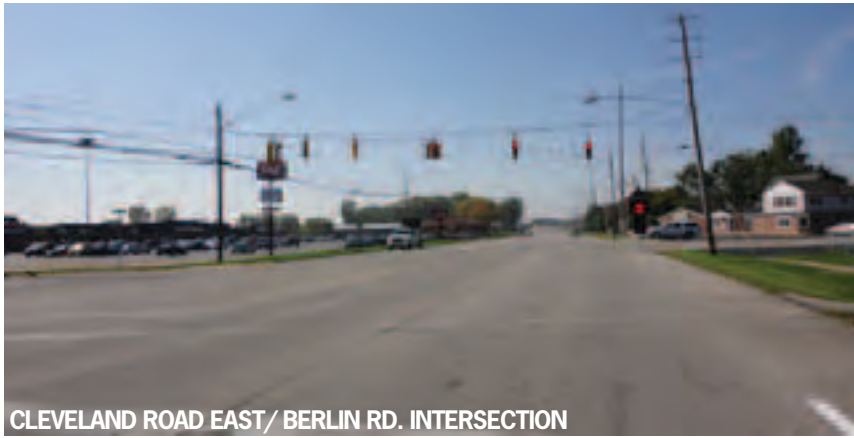


SOUTHERN  
GATEWAY



ROUTE 6 MEDIAN





CLEVELAND ROAD EAST/ BERLIN RD. INTERSECTION



HURON MEMORIAL BRIDGE



RESIDENTIAL STREET

## Western Communities ↓

Roadways tend to serve the community well. Cleveland Road West is the only arterial road, providing access to residential streets. This main east-west feeder street is critical for the City. The road's recent repaving included the incorporation of bike lanes, providing an important multi-modal link to the west. However, the roadway lacks continuous sidewalks, effectively cutting off pedestrians outside of the Old Plat neighborhood. Route 6's impact on this area and the city is massive. The highway's transition to a city-street is abrupt and awkward. This creates confusion and detracts from downtown. Finally, the Rye-Beach Road overpass, exit and intersection at Cleveland Road West must be improved to establish a meaningful western entrance experience.

## Eastern Communities ↑

Cleveland Road East is a large road that conveys an emphasis towards the automobile and lacks bike lanes and landscaping, resulting in large expanses of pavement with little relief. Residential streets, particularly in the historic neighborhoods, are well-balanced and framed with various types of landscaping. Both Berlin and River Roads act as arterials and have a somewhat rural aesthetic as they move away from downtown. Notable gateways are at the Berlin Road / Cleveland Road East intersection and at the eastern terminus of the Huron Memorial Bridge. The intersection represents opportunities for commercial redevelopment. The edge of the bridge warrants further study to create a green gateway, hide the electrical substation and incorporate an improved entrance / announcement of Nickel Plate Beach.



CLEVELAND RD. WEST

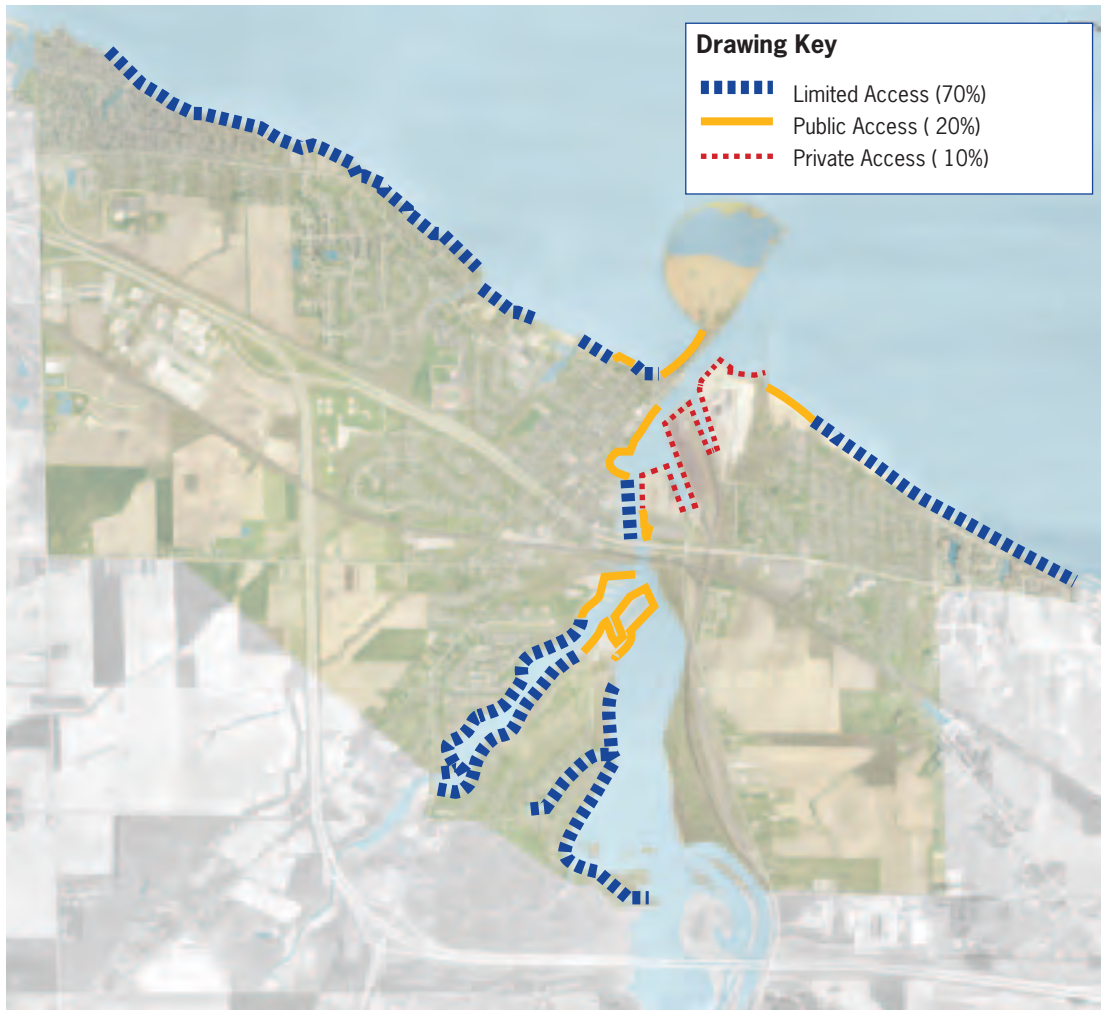


WESTERN GATEWAY



LARGE DOWNTOWN ROADWAYS





## WATERFRONT ACCESS

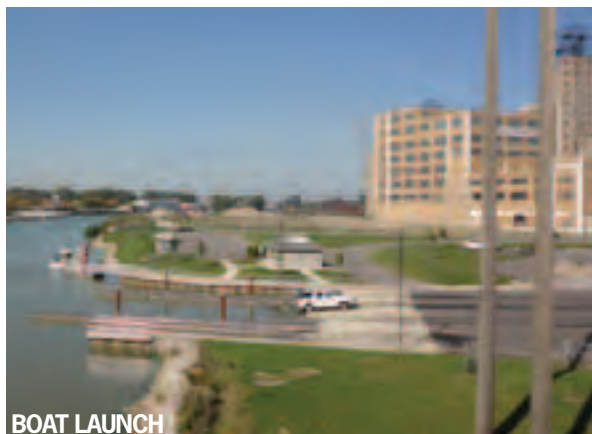
direct connection to water's edge

Huron's identity and ultimate success is directly related to waterfront access. In order to fully promote the city as a "waterfront community", access locations and types must be studied and understood. All three areas of Huron have shorelines that are successful and attributes that can be expanded and improved.

### Core Area



With direct access to both the banks of the Huron River and shoreline of Lake Erie, downtown Huron currently has the strongest balance of public and private waterfront access. The Boat Basin and river's bulkhead provide boat slips and public docking space. These components are all public facilities and certainly act as community gathering spaces during boating season. Additionally, private access to the water is gained through the Huron Yacht Club and various marinas. Despite relatively open access, the City's core must expand the integration of the waterfront into downtown's future. Currently, the western bank of the river does not provide a continuous waterfront walk/experience between the Boat Basin and Rotary Park at Lake Erie. Also, waterfront access can be expanded if the spoil site bulkhead and walkway is improved. Finally, and perhaps more importantly, as the ConAgra site is slated for redevelopment greatly the linear footage of waterfront that is publicly accessible. This increase in downtown, paired with the ability to grow holds the potential to frame both banks of the Huron River with development, activity and a civic identity that re-establishes the waterfront as Huron's most valuable asset.







NICKEL PLATE BEACH



CHASKA BEACH PARK



CHASKA BEACH SHORELINE

## Western Communities ↓

With many streets terminating close to the shoreline, and the balance of the waterfront property falling on private land, access is quite limited. In some locations, it appears residents have constructed docks, walks and ramps in order to access Lake Erie. However, a seeming lack of guidelines and/or standards has resulted in construction that may be substandard. Additionally, waterfront access has been created with inlets that provide secondary access to the lake and private docks.

## Eastern Communities ↑

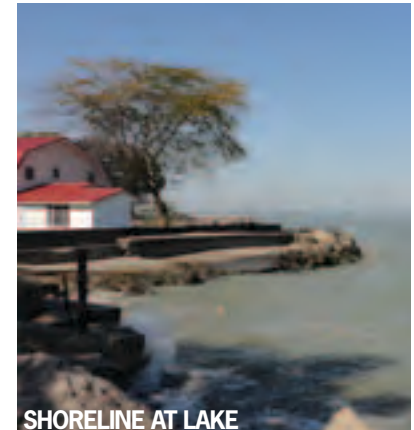
Nickel Plate Beach provides direct public access to the water's edge, and it is the only public access point open to all residents. Each historical neighborhood has beautifully maintained beaches that are designated for residents of the particular neighborhood in which it is located. Expansive green spaces, running parallel to the shore, for example at Chaska Beach, provide areas to enjoy the water without having to navigate steep topography and sand. It appears that smaller kayaks/row-boats/ small crafts are stored and launched along these beaches.



STREET WITH INLET



STREET TERMINATES AT LAKE ERIE



SHORELINE AT LAKE



# Identifying Success and Opportunity

recognizing assets and identifying challenges

A successful City-Wide Plan for Huron will expand and enhance the community's many assets to address some of its challenges. This approach does not rely on or expect Huron to redefine its core characteristics and values, but looks to strengthen the city by continuing its successes. It is critical to recognize the assets throughout the city before beginning to plan for its future. Too often, plans only call attention to problem areas and missed opportunities without crediting what is endearing about a community. Huron's future lies in a healthy balance of new development and its rich history and unique assets.

**The master plan aims to capitalize on the “things that work”, integrating their accomplishments into other facets and locations within the city.**

For example, the City's public parks are very well maintained and represent Huron well. However, their locations tend to leave residents and park users with a sense of isolation. A potential tactic might be to develop a series of smaller parks or walkways that weave the park system together with public infrastructure that echoes the care and quality of the existing parks.

The following examination series pairs

assets with related challenges. This analytical exercise is an important first step to uncovering the myriad of potential in various aspects of the community.

In each comparison, the challenge presented represents tremendous opportunity to continue its matched asset. This approach identifies prospective growth that is consistent with the City's existing landscape, density, land-uses and infrastructure elements. Additionally, these items

may become important first steps, trend setters, as implementation strategies. While big picture thinking is certainly an important aspect of Vision 2020, incremental changes also play a vital role in the City's long-term and immediate future.

Building upon successes and recent improvements creates momentum and minimizes risks by continuing current practises and operations from city departments or other agencies.



BOAT LAUNCH AND CONAGRA REDEVELOPMENT SITE





LAKKEFRONT PARK

## ↑ **Asset:** Public spaces provide recreational options

Lakefront Park, Nickel Plate Beach and the Boat Basin Amphitheater each provide outstanding quality environments that are well maintained and cared for by City departments and residents. Huron's public spaces and parks offer various opportunities for recreation and relaxation with beaches, playgrounds, picnic areas, play fields, performance venues and flexible spaces that attract popular festivals and events.

## ↓ **Challenge:** Parks act independently

The City's parks lack an overall sense of connectivity and cohesion. This results in an impression that each park is intended to serve only its adjacent residents and neighbors, rather than act as community-wide gathering places. Topography, highways and other physical obstacles pose challenges to make direct links between parks, but improvements can be considered that will strengthen community ties and present all recreational areas as an integrated park system.



FABENS PARK



NICKEL PLATE BEACH PARK SIGN





OLD PLAT DOWNTOWN STREET



WESTERN RESIDENTIAL STREET



## Asset:

Neighborhood streets reflect character of Huron

The residential nature of many of the City's streets captures the spirit and quality of life offered and promoted by Huron. The Old Plat neighborhood's streets provide a walkable core with mature street trees, on-street parking where appropriate and sidewalks in most locations. Old Plat's city grid creates small blocks that are indicative of multi-purposed streets in a mixed-use downtown. Conversely, the eastern and western residential streets have a singular purpose. They cater only to residents and are smaller in scale.



## Challenge:

Large streets dominate downtown experience

Route 6 creates a strong divide along the center of Huron. An undefined and awkward transition between its high-speed, limited access highway into one of the City's key core streets leaves visitors confused. As a result, arriving into town from both the east and the west is understated and detracts from a "sense of place" in the City's downtown.



ROUTE 6 HEADING TOWARDS DOWNTOWN





HURON RIVER DOCKS

## ↑ **Asset:** Huron River maximizes shoreline

The Huron River provides valuable waterfront property, access to Lake Erie and serves as a downtown focal point. The City's Boat Basin and surrounding businesses take advantage of this opportunity. Additionally, residential properties and new housing developments to the south capitalize on riverfront lots that offer private, direct boat access and a connection to Lake Erie.

## ↓ **Challenge:** River segments city

Because of its location, the river splits downtown from the eastern communities. The western bank of the river is active and publicly accessible. However, the eastern bank's industrial past, combined with current Iron Ore / Limestone Plant have limited its use and development. The river's banks do not feel balanced, leaving the eastern bank underutilized. Recent initiatives (Boat Launch) and future development opportunities can further open the eastern bank to the public.



RECREATIONAL USES



DOWNTOWN (PUBLIC) VS INDUSTRIAL (PRIVATE)





MUNICIPAL COMPLEX



### Asset:

Downtown is rich with civic and institutional uses

Huron's core includes the Municipal Center, City Hall and the Police / Fire stations. These civic uses, combined with the neighboring post office and banks create a close-knit downtown where residents can take advantage of proximities. McCormick Middle School and the Firelands Montessori Academy act as neighborhood schools and amenities. Additionally, a diverse mix of denominations is represented by historic church buildings that further exemplify a small town.



McCORMICK MIDDLE SCHOOL



### Challenge:

Limited retail options underserve community

Despite an active boating community and stable residential population, the City's core lacks substantial commercial and retail establishments. This deficiency is most illustrated along the disconnected Main Street corridor. The northern section of Main Street holds tremendous waterfront redevelopment potential. Also, underutilized land such as vacant properties, large parking lots and waterfront lots can be repurposed through redevelopment.



CONVENIENCE RETAIL ALONG ROUTE 6



UNDERSERVED DOWNTOWN CORE





REDEVELOPMENT POTENTIAL



### Asset:

Riverfront properties offer prime redevelopment

Along North Main Street, the eastern bank of the Huron River is currently underutilized. However, the prominence of the sites and their ability to be two-sided (accessed from both Main Street and the Riverfront) represent prime redevelopment opportunities. In addition to providing much-needed retail uses, investment will balance Main Street, creating a true central corridor that links the city's core to Lake Erie.



REDEVELOPMENT AT MOUTH OF RIVER



### Challenge:

Main Street diminishes downtown

Downtown's full potential is limited by a disconnected Main Street. As one arrives into the City's center via Main Street, they are rerouted to avoid expansive parking lots. This confusing traffic pattern creates excess vehicular traffic on residential streets, pulls people away from the waterfront and effectively removes direct access to Rotary Park and Lake Erie's shore. The result is that approximately 40% of Main Street, within downtown, is isolated from the core and suffers to attract new investment initiatives.



LARGE PARKING LOTS DISRUPT MAIN STREET



# Planning Process

facilitating public involvement to increase awareness and ownership

Vision 2020 was guided by a diverse, involved and committed Steering Committee. Throughout the 9 month planning process, the committee convened at opportune times to review initial findings, react to concepts and, ultimately, guide the development of the final plan and its recommendations.

Sessions included prioritizing not only where development may be considered, but what type of use would best serve the City. Each meeting was facilitated as a dialogue between the planning team and attendees. Many insightful comments and suggestions were shared and considered in the resultant plan. The committee's makeup of public agency representatives, residents, business owners and others has provided distinct points of view. The resulting plan is reflective of the City, its people and the values which define the community.

Additional outreach efforts with stakeholders yielded tangible results that have been incorporated into the plan. In fact, some of the investments identified and prioritized have already begun. Recent private investments, notably along the City's Route 6 and within the core, have taken some of the plan's recommendations into consideration. This level of involvement and outreach, facilitated by City officials, has helped

build momentum and community support and creates incremental improvements that support the recommendations of the City-Wide Plan.

As the plan began to emerge, an important and timely charrette workshop was held with the City's Planning Commission. This provided an opportunity to comprehensively review

the plan's concepts, further refine their intent and potential impact on the City's future, and establish priorities. The full prioritized list of initiatives and considerations is summarized in later sections of this report.

This critical exercise framed the preferred alternatives for redevelopment

and helped identify Huron's Core as a primary concern and focus.





A comprehensive city-wide digital model was created in the early stages of the planning process. This powerful tool was utilized as a design tool to investigate various types of relationship, test ideas and best communicate planning concepts. Studying Huron from multiple vantage points helped uncover connections and other initiatives that

maximize existing assets and introduces new development. In the diagram below, 1/4 mile walking circles are overlaid throughout the city. They are positioned over identified activity generators and destinations and represent a 5 minute walk from their centers to their edges. This exercise affirmed that Huron is a very walkable community.



**The magnitude of the Steering Committee's input cannot be understated. Their commitment and passion for Huron led to the recommendations and output of the City-Wide Plan. A list of the committee members below:**

Andy White, *Huron City Manager*  
 Anne Hinton, *resident*  
 Bill Balzer, *Dean-BGSU Firelands*  
 Bob Kelsey, *resident*  
 Bob Reno, *resident*  
 Brad Hartung, *City Council*  
 Brian Pyclik, *Akzonobel*  
 Bruce Miller, *business owner*  
 Carlo Martello, *restaurant owner*  
 Chrissy Wostmann, *News 2 You*  
 Daniel Slife, *Huron Public Library*  
 Don Grieves, *H-team - Athletic Booster Club*  
 Doug Steinwart, *Parks & Recreation Manager*  
 Gary Gilbert, *business owner*  
 Gene Esser, *City of Huron*

Joe Majoy, *resident*  
 John Zimmerman, *City of Huron*  
 Julie Spitzley, *business owner*  
 Laura Alkire, *City of Huron*  
 Marilyn R. Shearer, *City Council*  
 Mike Huddleston, *businessman*  
 Peter Zaehringer, *Executive Director - Erie County Development Corporation*  
 Sean Bickely, *business owner*  
 Stacey Hartley, *BGSU Firelands Office of Development*  
 Steve Osterling, *City of Huron*  
 Steve Poggiali, *Director - Erie County Regional Planning*





# Community Outreach

steering committee survey

In addition to meetings and review sessions, the planning team conducted a survey with the Steering Committee to receive further insight and direction for Vision 2020. This provided descriptive and quantifiable data that was used to better understand the impressions, desires and needs of the community.

Questions focused on important destinations, what services might be missing and what characteristics define Huron for its residents. The results are summarized in the following graphics, and answers in red represent popular responses that multiple participants shared.

Describe Huron in **one word**:

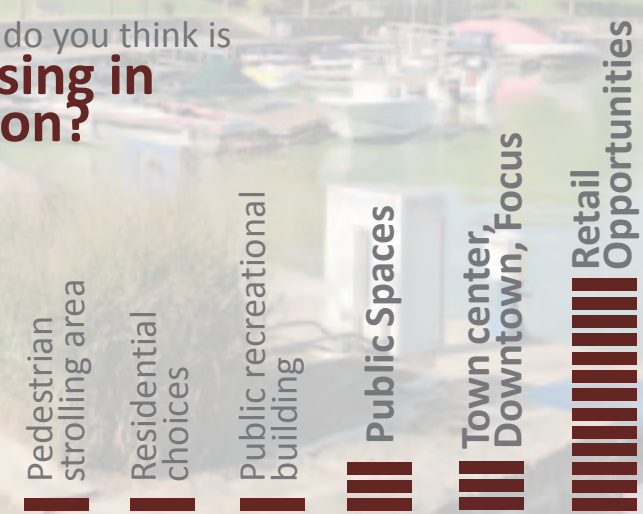
- |             |               |                    |
|-------------|---------------|--------------------|
| <b>LAKE</b> | Safe          | <b>UNIQUE</b>      |
| Tight-knit  | Potential     | <b>COMFORTABLE</b> |
| Quaint      | Schizophrenic | <b>HOMETOWN</b>    |
| Enriching   | Relaxed       | Community          |

Almost all the residents feel a **sense of community** in Huron and believe in a **great future** for the **hometown, waterfront** community.

What should **Main Street** be?



What do you think is **missing in Huron?**





The **waterfront** is an important and **unique public destination** that must be **accentuated and expanded** to further define Huron.

What type of **community** do you most consider **Huron?**



What are important **destinations** for you?



How would you describe the **center on town?**

- Not much to look at
- **In need of new mixed commercial development**, more services
- Try to avoid center of town
- **Don't feel there is a true center** (Donut Shop maybe)
- **Nonexistent / Undefined**
- Basin area
- Scant
- Compact with a boardwalk feel of ok unconnected business.
- **Disjointed**
- Clean space river
- Dispersed randomly, great waterfront amphitheater & potential for high- traffic strolling.
- **What center?**

The **center of town** is disconnected, a balance of **mixed-use development** with **public spaces** along Main Street will help re-establish an identifiable **Downtown Huron.**



# VISION 2020

## Reveal

uncovering opportunities for investment and synergy

**A**fter fully vetting the findings of the comprehensive Interpret activities, the planning team began to focus on identifying opportunities for change and growth throughout Huron. Each of the City's three sections (Western and Eastern Communities and Core Area) are examined for multiple levels of investment to maximize their individual and cumulative potentials. Investments to each section of the City can improve the quality of life for the sections' immediate neighbors while better positioning the City to be competitive with neighboring communities and cities.

However, prior to developing concepts or initiatives, a direct comparison to neighboring Vermilion, Ohio was discussed. Market demand, types of infrastructure investments and economic development drivers are shared between the two communities. Studying recent investments in Vermilion helped uncover similar opportunities for improvement in Huron, and their qualitative successes better informed redevelopment concepts. The case study is summarized on the right.

The following pages present the Western and Eastern Communities and the Core Area. Opportunities range from immediate improvements, short term initiatives and long term visions.

Proposals are coupled with example images to best illustrate their potential.

To better organize and discuss potential, considerations were organized into three, distinctive categories for investment were established:

### Redevelopment Potential

- Studies locations for private investments that could lead to new uses for the area, those which continue existing development patterns and increase retail options throughout the community
- Commercial, retail and residential uses are delineated and suggested for specific locations
- Creates and expands districts of similar uses and customer bases

### Infrastructure Initiatives

- Enhancement to existing streets and networks should be considered
- Locates gateways and other important

- nodes of travel, arrival and destinations
- Studies multi-modal transportation options to better connect and improve walkability of Huron

### Public Space Considerations

- Connects existing parks with trails, paths and identified routes
- Considers new parks for portions of the city which are under-served
- Builds on current assets and park space to celebrate the natural setting, waterfront aesthetic of the city and recreational opportunities
- Establishes public space requirements for large, new developments that may occur in the future

Overlaying each of these systems upon the entire City has highlighted where prioritized investment should occur in order to extract the highest value for land and maximize improvements. The leveraging of public investments with private development can create

synergies that have the power to transform underutilized portions of Huron. Additionally, improving the assets identified during the analysis exercise of the planning process helps ensure Huron's character and principles are preserved. The Steering Committee quickly identified the historical and "hometown" ambiance of the City. Each of the concepts and proposals respects that notion and aims to build upon Huron's cherished character.

Vision 2020 presents recommendations without disturbing or ignoring the valuable fabric of the City. In fact, each proposal extends existing systems, better connects current assets and introduces complementary uses that are consistent with Huron's values yet transformative with their impact.



HURON'S PICTURESQUE BOAT BASIN



## CASE STUDY: VERMILION, OHIO

Located approximately 11.5 miles to the east of Huron, Vermilion, Ohio offers many waterfront assets, residential choices and amenities.

Vermilion's intact downtown corridor provides a defined, centrally-located city center, complete with historical buildings that establish public spaces and walkable blocks. **(1)**

Recent investments in infrastructure highlight critical intersections, delineate crosswalks and improve safety by calming traffic. **(2)**

Additionally, small public parks, gardens and plazas help prove Vermilion as a walkable community, with emphasis on a comfortable pedestrian experience. **(3)**

Public access to the water's edge is limited. However, residential development along the shoreline reiterates the market demand for private, direct water access for residents. **(4)**





# Concepts: Western Communities

examining unique characteristics



The Western Communities are defined and impacted by the highway system. Route 2 and Route 6 provide increased visibility to much of the area. However, direct links to the residential neighborhoods and parks is interrupted by the limited access roadways.

The illustrated infrastructure concepts aim to mitigate the highways' impacts on the city by incorporating new intersections, proposing new streets and better defining gateways and other significant areas. Infrastructure improvement suggestions offer a wide range of investments, from relatively low cost initiatives such as landscaped gateway and providing continuous sidewalks to larger costs such as new roadways or intersections.

Despite challenges created by the highways, they also offer important redevelopment opportunities. The highly visible and easily accessible Huron Corporate Park presents buildable lots with infrastructure already in place. These large scale lots are conveniently located at the periphery of Huron, minimizing potential traffic impacts on downtown. Additionally, stronger connections to BGSU's Firelands Campus can be made through retail development and improvements to Rye Beach Road and bridge.

The smaller cottage-style housing of the northern neighborhoods' density can be increased with infill housing, matching in style and character. Also, the newer residential development in the central areas can be expanded as the market demands.

Overall, the Western Communities represent opportunities for redevelopment with a heavy focus on larger parcels through previous investments. These unique sites within the city can increase the tax base and have a positive bearing on adjacent neighborhoods and the city as a whole.

Potential investments are categorized and presented on the following pages.





# Redevelopment Potential



## Initiatives

1. Convenience retail at Rye Beach for students/ employees that can take advantage of the visibility from Route 2
2. Acquire and demolish mobile home park at Linden Dr. and redevelop as commercial use that serves as a western gateway into the City
3. Infill homes south of Cleveland Rd. West as demand increases, housing stock needs replacement or to fill housing types that are not currently offered in the market
4. Develop sites at potential new road connecting Route 6 at Jim Campbell Blvd. (High School) as gateway development leading into downtown; potential for partnership with the High School to create a recreational complex - landscaping and signage to complement
5. Continue to market industrial / office parcels where infrastructure is already in place and similar uses exist
6. Develop parcels as hospitality, restaurants and mid-scale retail to take advantage of existing infrastructure and highway access / visibility
7. Consider new single family homes to continue the style, character and neighborhood development that has occurred adjacent to the east

## Examples

### A. Hospitality and Restaurant Development

New hotels and restaurants can take advantage of the proximity to Route 2, relationship to Cedar Point's tourist attraction and in-place infrastructure and utilities.

### B. Office Park Expansion

Continue office/light industry in Huron Corporate Park, locating these land-uses in previously designated areas.

### C. Infill residential development

Single family homes that reflect the nature and character of Huron and its Western neighborhoods.

### D. New retail buildings along the main routes

Small scale retail that expands options and tax base.



# Infrastructure Proposals



## Initiatives

1. Add sidewalks, turn lanes and bicycle lanes to increase the traffic flow at bridge and designate Rye Beach Road as the “Campus Connector” to tie into BGSU Firelands Campus
2. New signage / landscaping / gateway at highway / Route 6 - visible for eastbound and westbound traffic
3. Add signage / lighting to pedestrian bridge at High School to create gateway and take advantage of existing structure
4. New road and / or connection to promote residential development, increase access and provide a safe traffic pattern for connections to Route 6.
5. Create gateways with bio-swales, extensive landscaping and signage at key locations to highlight entrance points and further defines sense of arrival and place
6. Establish new full service intersection to connect to High School and neighborhoods and increase access to Fabens Park that better defines downtown and calms traffic



## Examples

### A. Bio-Swales / Green Infrastructure

Plantings, grading and necessary utilities to naturally treat significant volumes of storm water.

### B. Neighborhood / Gateway Signage

Unique, identifiable monument signs to announce arrival that help create a sense of place.

### C. Intersection Improvements

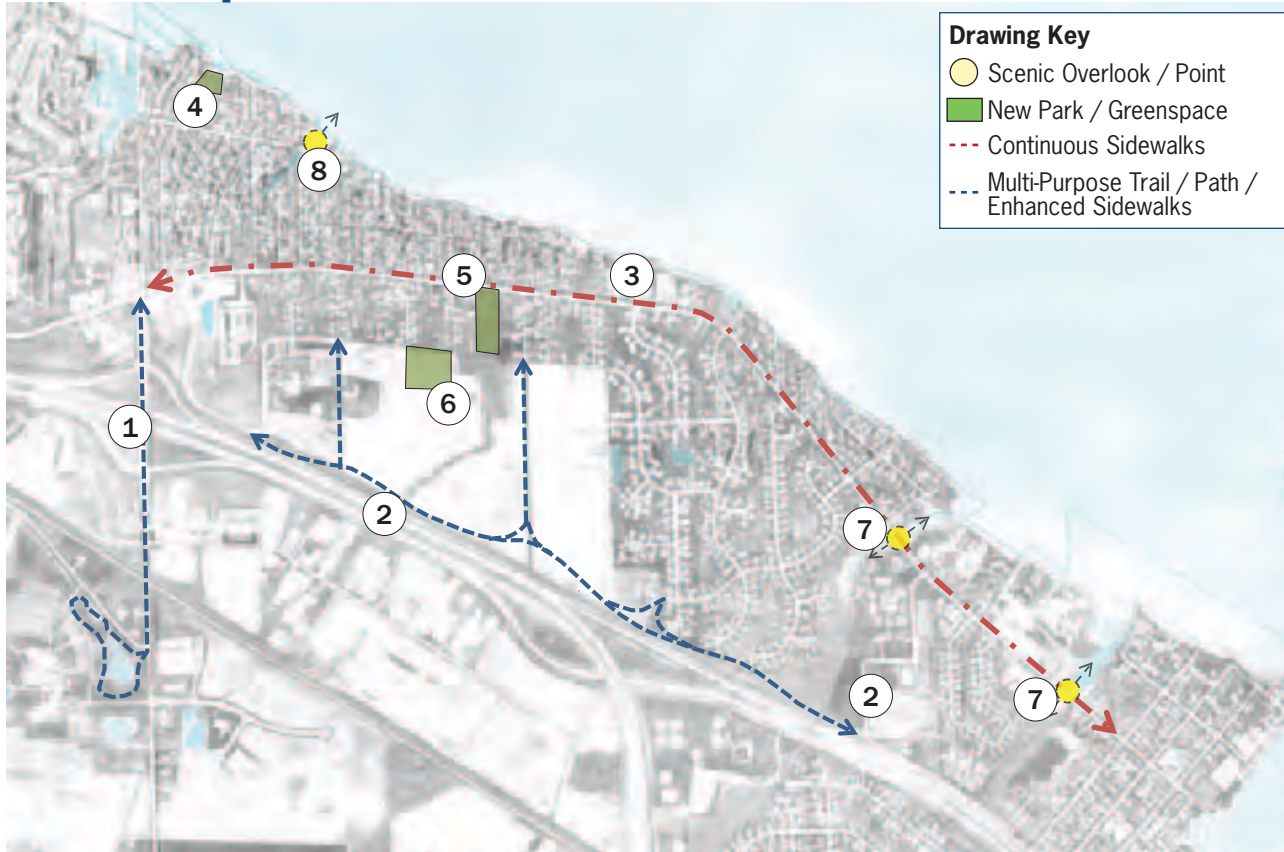
Increase access with intuitive route patterns, landscaped areas that can calm traffic.

### D. Designating Bicycle Routes

Pavement markings and signage will increase awareness and promote multi-modal roads.



# Public Space Considerations



## Initiatives

1. Walking trails that link BGSU to sidewalks to further connect to the university and take advantage of beautiful campus as a public greenspace
2. Walking trail recreational loop connecting Woodlands Elementary School, Huron High School and Fabens Park that can provide safe routes to school, encourage students to utilize this trail instead of Cleveland Road West (which lacks sidewalks in places)
3. Continuous sidewalk on Cleveland Rd. West to enhance pedestrian experience and promote walkability between downtown and the Western Communities
4. Infill neighborhood park at Shore Dr. to provide communal greenspace
5. Infill neighborhood park at the intersection of Juniper Rd. and Cleveland Rd. West
6. Neighborhood park south of Hawthorne Rd. and Maple Ave. that may include large playground
7. Scenic Overlook/ Bike rest stop at Cleveland Rd. West bridge and at the intersection of Cleveland Rd. West and Wall St.
8. Scenic Overlook/ Bike rest stop at Lakewood Ave. and Woodside Ave.

## Examples

### A. Neighborhood Walking Trail

Multi-purpose pathways that reroute school traffic, increase safety and promote walkability.

### B. Improved Streetscapes - Continuous Sidewalks

Sidewalks connect neighborhoods internally and link the Western Communities with the Core Area

### C. Neighborhood Parks

Smaller scale parks that provide recreational opportunities, playgrounds, etc.

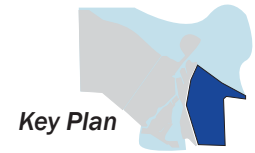
### D. Waterfront Standards

Docks, stairs and walkways can be coordinated and enforced to ensure safe and attractive installations.



# Eastern Communities

## studying the eastern communities



The Eastern Communities are comprised by a mixture of historical, established residential neighborhoods, recreational uses and retail choices in Commerce Plaza. Despite the overall mixture of uses in the area, each operates in isolation with little relationship or connection to adjacent land uses.

Infrastructure concepts propose creating streetscape standards to buffer the Commerce Plaza parking lot, relocating sidewalks to provide an increased buffer between pedestrians and moving traffic and redesigning intersections to redefine one's perception of entering Huron. Additionally, bicycle lanes may be integrated further connecting the residential neighborhoods, where biking is popular, to downtown by reconfiguring Cleveland Road or adding a dedicated bike path on the north side road that would also help to buffer adjacent residential properties from the roadway.

The well-known historical neighborhoods should be maintained and celebrated. There are few opportunities for new residential construction in these already built-out neighborhoods. Potential redevelopment opportunities lie in larger rural properties along River Road. However, the larger parcels in the Western Communities already have infrastructure in place and might serve as better locations. As previously discussed, Nickel Plate Beach is the City's largest beach and waterfront park, and its removed location reduces its impression as a community park. Increased access, including new drives, are proposed in the following mapping. Additionally, a nature walk can be incorporated into the shoreline property along the Huron River because of its prominent location and ability to complement recreational zones in the City's core.

The Eastern Communities' improvements can mostly occur with infrastructure, streetscape and public space investments. These uses, combined with the stable housing and tight-knit neighborhoods, can help balance and better connect the mixture of uses in this area of Huron.





# Redevelopment Potential



## Initiatives

1. New neighborhood retail/ residential development at Tiffin/ Nickel Plate Dr. that could capitalize on rental cottages and visitor traffic as people recreate at Nickel Plate Beach
2. Acquire land west of Meeker St. between Iron Ore for future access to Iron Ore property that could be utilized as an expanded entrance drive into Nickel Plate Beach in the Interim
3. Promote residential development at Huron Lagoons to continue recent redevelopment patterns and take advantage of existing infrastructure
4. Expand development opportunities with a reconfigured parking lot with out-parcels

## Examples



### A. Residents with Direct Water Access

Expand marketability and maximize residential values along the Lake and River.

### B. Small Scale Retail Development

Neighborhood retail that serves residential communities and rental cottages.

### C. Shopping Center Improvements

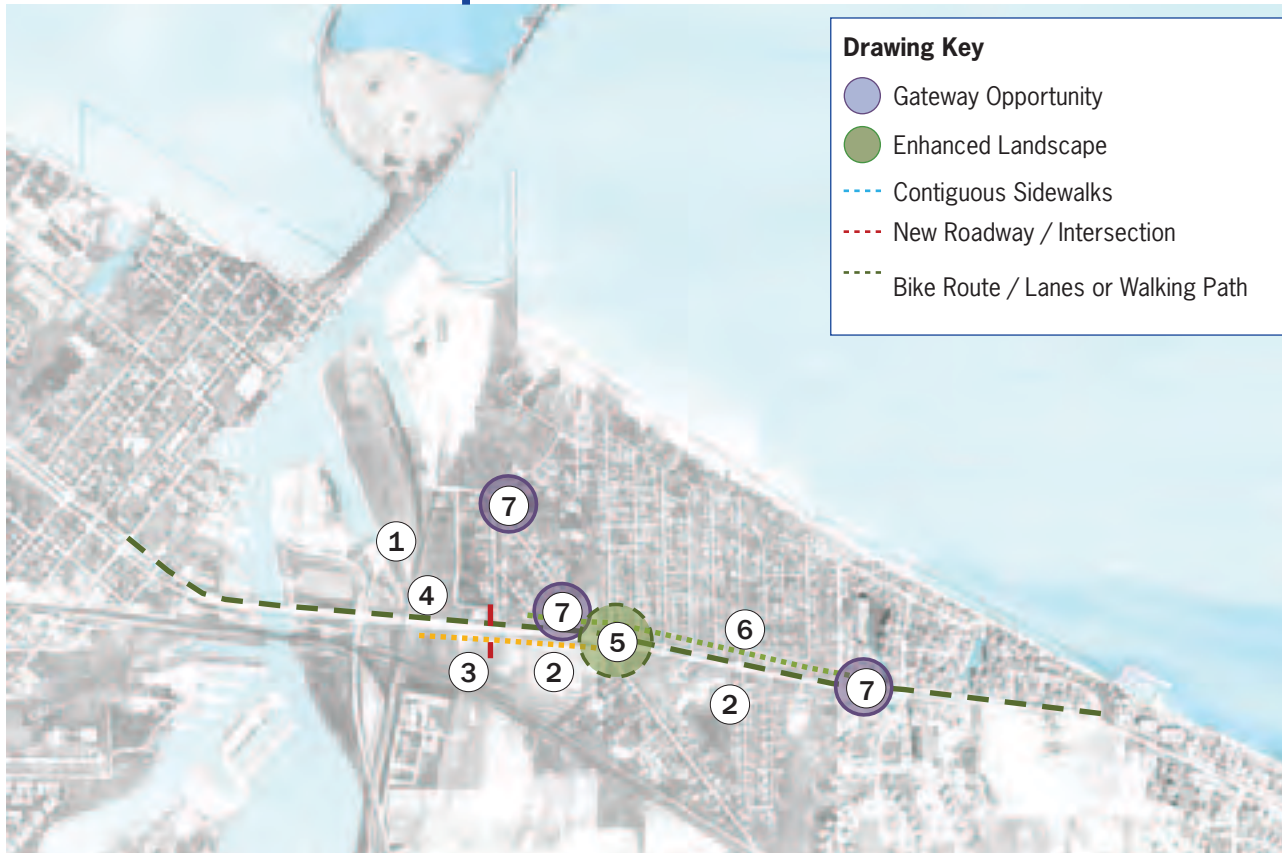
Parking lots and facade improvements to better address Cleveland Road and minimize impact on neighboring residential properties.

### D. Multi-Family Living

Increase density with architecture that reflects the traditional Eastern neighborhoods



# Infrastructure Proposals



## Initiatives

1. Provide bike path / walking trail connecting Nickel Plate Beach to the ConAgra Redevelopment Site and Boat Launch - along eastern bank of river
2. Add bicycle lanes, reconfigure roadway to include medians / turn lanes and relocate sidewalks along Cleveland Rd. East between Berlin Rd. and Huron Memorial Bridge
3. New intersection to support future development at Commerce Plaza and connection to Nickel Plate Beach
4. Landscape buffer at eastern terminus of Huron Memorial Bridge to mask electrical sub-station
5. Work with property owners at Berlin Rd./ Cleveland Rd. intersection to increase landscaping, reduce pavement and include crosswalks
6. Create historic district / signage on Cleveland Rd. between Gateway Blvd./ Berlin Rd.
7. Gateways at major intersections, bridges and park entrance

## Examples



### A. Dedicated Bike Lanes

Bike lanes increase safety and designate portions of roadways for cyclists.

### B. Landscaped Median

The scale and impact of Cleveland Road East can be diminished with the incorporation of a planted median.

### C. Buffers for Residents

Utilities and large roadways' impacts on neighboring residents can be lessened with dense landscaping.

### D. Gateway Signage

Eastern entrance points / intersections can be celebrated and highlighted.



# Public Space Considerations



## Initiatives

1. Expand Nickel Plate Beach to south wooded area to provide playfields, picnic areas, processional entrance.
2. Walking trail connecting from Berlin Rd. and Tiffin Ave. to Nickel Plate Beach.
3. Infill neighborhood park to the west of Sawnee Elementary School to Create playfield accessible to both the neighborhood and the school.
4. Bike route connecting Nickel plate Beach, ConAgra redevelopment site and the western end of Huron river.
5. Scenic overlook/ bike and pedestrian overlook spots on Huron Memorial Bridge.
6. Scenic overlook/ bike and pedestrian overlook spots on River Rd.
7. Enhanced Streetscape and relocate sidewalk on Cleveland Rd. East to enhance pedestrian experience.
8. Create recreational trail / pathways / facilities along Huron River's eastern shoreline that connects to Boat Launch to extend natural waterfront experience

## Examples



### A. Scenic Overlooks - Bike and Pedestrian Stops

Takes advantage of views of natural river basin with recreational uses that connect to downtown.

### B. Expanded Beach Park

Brings play areas directly to the water's edge at Nickel Plate Beach.

### C. Re-imagined Park Entrance

Processional entrance to Nickel Plate Beach Park can increase access and promote this city asset.

### D. Buffered Streetscape

Landscaping and potentially, on-street parking, can separate pedestrians from passing traffic.



# Core Area

## understanding downtown's role



**D**owntown Huron must take full advantage of its shorelines and access to the water in order to maximize redevelopment potential. A mixture of smaller, infill properties along with larger redevelopment sites are identified in the following mapping. Larger sites, where development can be clustered, have the ability to create momentum and bring new uses to downtown. The ConAgra Redevelopment Site can help balance downtown to bring activity to both shores of the Huron River. New uses can be incorporated at ConAgra that will essentially extend downtown to the eastern shore of the river, reducing the divisive character the river.

Infrastructure improvements and initiatives will create new development sites, strengthen neighborhood connections, highlight infill sites and expand the waterfront experience. Pedestrian promenades linking institutions are proposed to continue along the water's edge as an extension of the existing river front walk. Maximizing access to the water will activate portions of downtown that are lacking and increase private redevelopment investments.

A new Main Street streetscape is considered to bring cohesion, and a new northern extension will reconnect portions of the now disconnected corridor. Other improvements such as crosswalks and special paving at key intersections will create gateways, slow traffic and refocus downtown towards pedestrians.

Overall concepts are illustrated on the following pages. Additionally, because downtown and its relationship to the ConAgra site was identified as the highest priority of the plan by the Steering Committee and City of Huron, Vision 2020 focuses on this central portion of the city. The following section of the report delves into highly articulated concepts, proposals and potential redevelopment yields for the Core Area. As investments are concentrated and improvements are made to strengthen the core, downtown's transformation can set the direction and standards for other redevelopment throughout the City.





# Redevelopment Potential



## Initiatives

1. Acquire Mill St./ Main Street parcel for future redevelopment
2. Stabilize riverfront development parcels / create buildable lots at N. Main St.
3. Clean up / reconstruct former Showboat property as redevelopment site
4. Determine site development / density guidelines for ConAgra Peninsula
5. Infill redevelopment along Main St. between railroad tracks/ Rt.6 (establishing best land use and densities)
6. Build convenience retail at Boat Launch / restroom facility to cater to fishing / boating community
7. Acquire and redevelop land southeast of railroad tracks at Main St. as small scale commercial/ light industry

## Examples



### A. Medium Density Retail

Clustered retail and commercial development reflects character of Huron

### B. Mixed-Use / Multi-Family Development

Modern amenities, architecture and units (condominium or apartment) can draw people to the city's core.

### C. Smaller Scale Commercial / Service

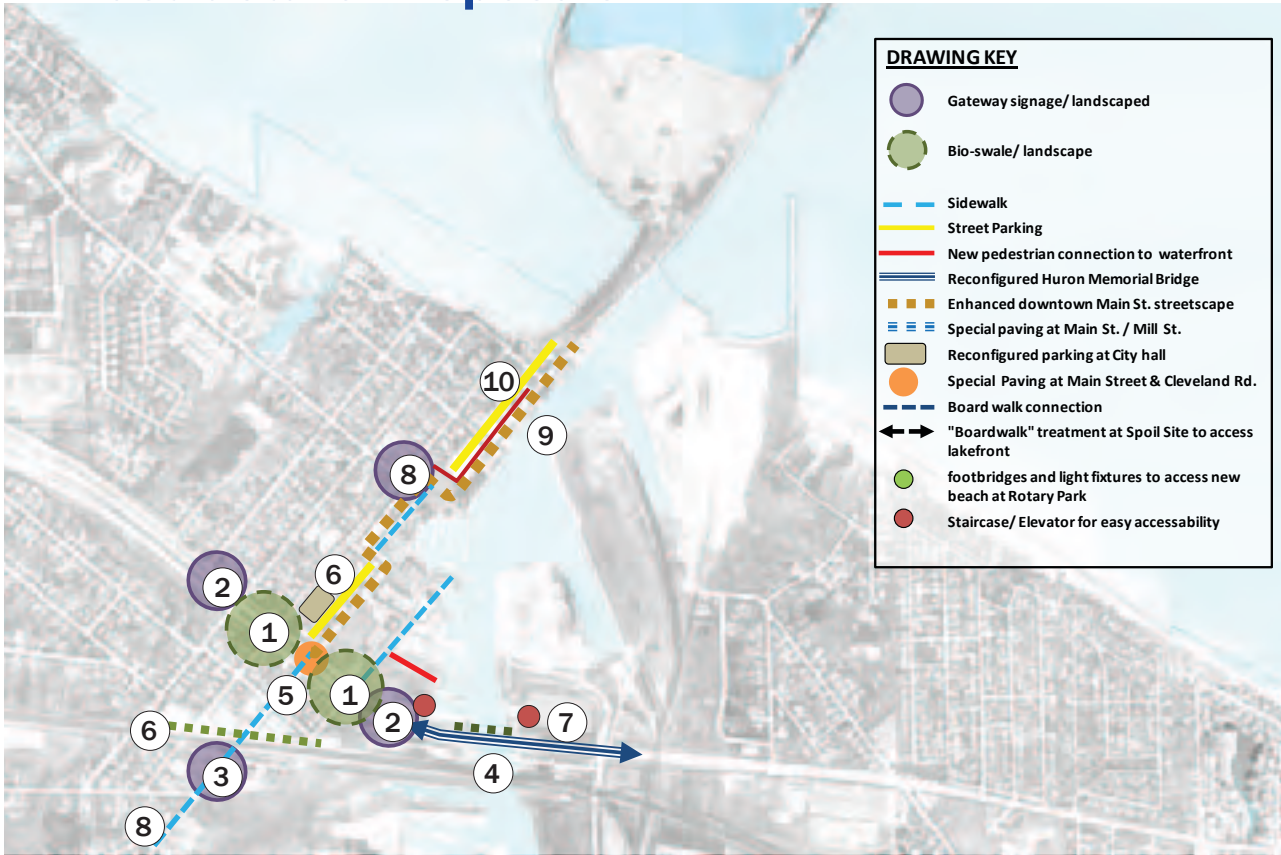
Grouped with similar uses, designed to meet guidelines that improve entire districts

### D. New "Green Homes"

Infill homes that promote sustainable initiatives and living accommodations



# Infrastructure Proposals



## Initiatives

1. Establish landscaping, signage, curb cut standards along the central median to soften the environment by reducing pavement and simplifying traffic patterns
2. Landscape portions of existing concrete median
3. Landscape buffer at railroad tracks to hide tracks, buffer Huron Cement property
4. Reconfigure Huron Memorial Bridge to open up views, add bike lanes/ walkway
5. Main St. streetscape improvements, Bogart Rd. north, transition into Downtown (street trees, corner bumpouts, etc.)
6. Create pedestrian promenade "Library Link" connecting Huron Public Library to Main St.
7. Build staircases, ramps, elevator at each end of Huron Memorial Bridge abutments to shorten crossing distance to link ConAgra
8. Create gateway at Cleveland Rd. West / Main St. intersection
9. Construct Waterfront Promenade bulkhead / "Boardwalk" to connect Boat Basin to Rotary Park
10. Reconnect North Main Street with multi-modal street that promotes redevelopment

## Examples

### A. Neighborhood Gateway Signage

Simple, straightforward installations that combine architecture and landscaping

### B. Large Bio-Retention Areas

Divert and treat storm water while softening parking lots and reducing heat-island effect

### C. Boardwalk / Connection to Water

Stairs, ramps and other paths that lead directly to the water's edge and increases boater access

### D. Landscaped Median

Diminish impact of large roadways with planted medians





# Public Space Considerations



## Initiatives

1. Convert Spoil Site to Nature Preserve Area tapping into tourist market and taking advantage of the natural setting on Lake Erie's shore
2. Install walking paths / lookouts at the new beach and the Nature Preserve
3. Provide flexible space along Riverfront Boardwalk as public gathering spaces
4. Waterfront public promenade that extends around ConAgra peninsula
5. Install small bocce courts / entertainment zones along Boat Basin to generate activity
6. Provide space for farmers market along N.Main St.
7. Public access to waterfront from Huron St.
8. Create pedestrian promenade "Library Link" connecting Huron Public Library to Main St.
9. Public park at northern end of ConAgra peninsula.

## Examples



### A. Pedestrian Street

Special paving and landscaping focus connections for primary pedestrian use

### B. Programmed Activities along the Water

Leagues, bocce courts and other night time attractions that can use large paved areas in Boat Basin's ring

### C. Expanded Boardwalk

Provide spaces where people can meet, relax and enjoy the proximity to Lake Erie

### D. Lakefront Preserve Trail

Natural walks and landscapes that expand recreational opportunities in the City's core.



# VISION 2020

## Visualize

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 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 revamps 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 tie 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 & infill redevelopment
- Create entrance to downtown
- Main St. streetscape
- Arrival from south/east and west

### CIVIC CAMPUS

- Establish best land-use
- Community parking
- Recreation center
- Link to ConAgra
- Green Center

### BOAT BASIN

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

### WATERFRONT PROMENADE

- Retail redevelopment
- Public destination / gathering spaces
- New/ multi-modal street connections
- Maximize riverfront value
- Extend riverfront promenade north

### LAKEFRONT PRESERVE

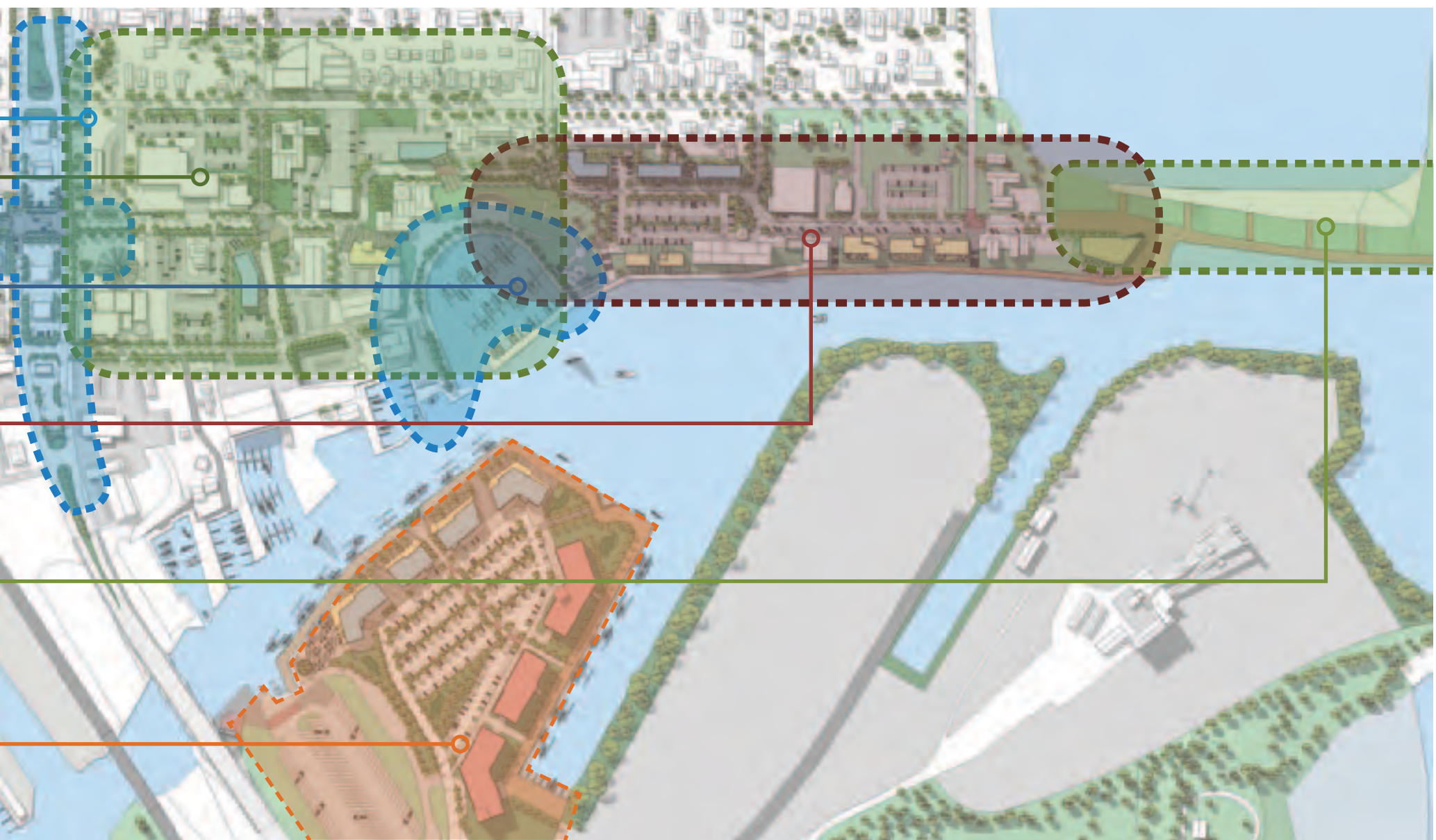
- Board walk destination / new public beach / nature preserve
- Views to Cedar Point/ Downtown
- Fishing Piers/ cleaning stations
- Redefine waterfront (boating) entrance to Huron

### CONAGRA PENINSULA

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







1/4 MILE

1/2 MILE

1 MILE





Historic Huron Lighthouse with public promenade circa 1933

access to the lighthouse pier, restoring a historical connection and attraction that will offer views to and from Huron. Additionally, pathways, a viewing platform and other amenities will be included to create a unique Lakefront Preserve that capitalizes on this opportunity to transform the spoil site into a regional tourist attraction. Nearby nature preserves and parks already attract appeal to hikers and bird-

watchers. Huron's Lakefront Preserve can complement other attractions while offering a distinctive waterfront experience; visitors will be surrounded by water on three sides.

The enhanced Boat Basin and new Lakefront Preserve build on existing assets and help strengthen the City's core. Pairing them with four new districts will create synergy, promote

economic development and bolster Huron's identity as a growing, waterfront community poised to take advantage of a myriad of opportunities.

The four new downtown designations established by Vision 2020 each promote and encourage development:

### **Gateway District**

Welcomes visitors to the downtown core beginning with a gateway south of the railroad tracks. Commercial uses are preferred, establishing density and activity by redefining this southern section of downtown Huron.

### **Civic Campus**

The City's true core anchored by the Municipal Center, institutions, schools and the Huron Public Library. Complementary uses already exist, however strong physical relationships are lacking and spaces don't feel interconnected. New uses, promenades and infrastructure investments capitalize on proximities and redefine the Civic Campus as a well-connected town center with each use acting as an extension of the next.

### **Waterfront Promenade**

The most aggressive of the designations, the Waterfront Promenade redefines sections of the western banks of the Huron River. New boardwalks

create a walkable shoreline, flanked with new double-sided commercial redevelopment that seamlessly link the Old Plat neighborhood with the water's edge. A new North Main Street connection simplifies access to the northern shore and re-imagines areas which are currently large surface parking lots.

### **ConAgra Peninsula**

Downtown Huron will grow with ConAgra's redevelopment. This expansion requires both physical and visual links between Main Street, the Boat Basin and the ConAgra Peninsula. As both banks of the Huron River become activated, public spaces and the Huron Memorial Bridge must be improved in order for the peninsula to function as part of downtown.

The Visualize section of Vision 2020 examines each of the four new districts, illustrating their immense potential, estimates of public investments that have the ability to spur private investments and their unique characteristics that make them Huron.

Each district's ability to advance the City is vital to set the stage for new redevelopment. However, their true potential lies in their aggregate impact as a series of coordinated, interconnected investments.



## Downtown Parking Lots

One of the first steps of the planning process is to understand what amenities and development sites are available. A balance of public and private parking lots must be created to provide visitors with ample, convenient parking options. Downtown Huron has multiple lots. The large expanses of land comprise approximately 8 acres (in comparison of ConAgra's 10 acre redevelopment site) of prime, downtown land that may be consolidated and re-imagined as development opportunities. In addition to identifying lots and capacities, the planning process has interviewed stakeholders, in attempt to maximize buildable lots through shared parking strategies or eliminating unnecessary lots.

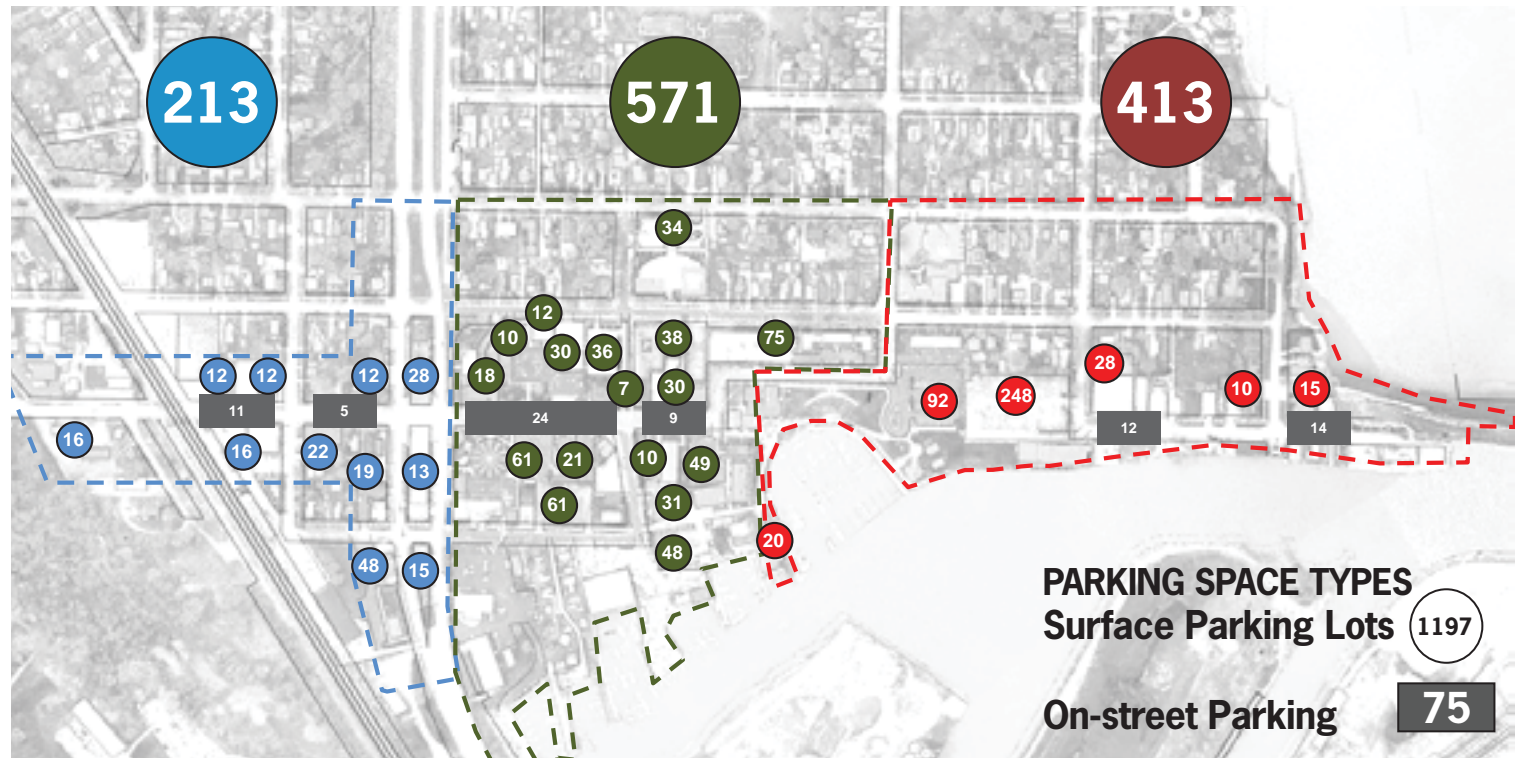
### Right:

Downtown parking lots, as shown here at the Yacht Club Parking Lot, dominate desirable and marketable development sites.

## GATEWAY DISTRICT

## CIVIC CAMPUS

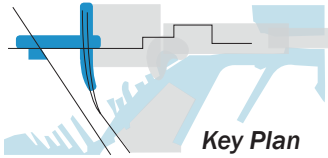
## WATERFRONT PROMENADE





# The Gateway District

processing into downtown



Defining downtown, punctuating arrival and building excitement for the shoreline experience





The Gateway District redefines the entrance experience as one approaches downtown from the south, east and west. By delineating the core of the City, its prominence and character can better be communicated. Also, a stronger gateway will better direct visitors, formally announce arrival and promote the prized waterfront aesthetic of the community.

Reimagining Route 6 as a “Green Corridor” was selected as the preferred alternative through the planning process. New landscaped areas, complete with storm water management bio-swales and basins, have the ability to soften the corridor while mitigating its impact on the environment and infrastructure systems. The conceptual planning has identified incorporating street trees, special planted areas and ornamental grasses that can all provide a “kinetic landscape” emulating waves and movement.

The Main Street / Route 6 intersection's treatment is punctuated with special paving which re-enforces Huron's identity. Unit pavers, arranged in an expressive pattern are incorporated to maximize visual impact and employs traffic calming techniques to help establish a pedestrian friendly downtown. A new streetscape is imagined for the southern portion of Main Street. This strategy helps create a cohesive treatment that begins at the southern railroad tracks and extends to the shore of Lake Erie. Signage and wayfinding elements are incorporated to provide information, call attention to potential destinations and highlight important city assets and recreational areas.

The Gateway District's vision creates a new “town square” aesthetic with impactful investments along prominent corridors in a coordinated effort to better define downtown's edge.



Existing Aerial View

## Conceptual Studies

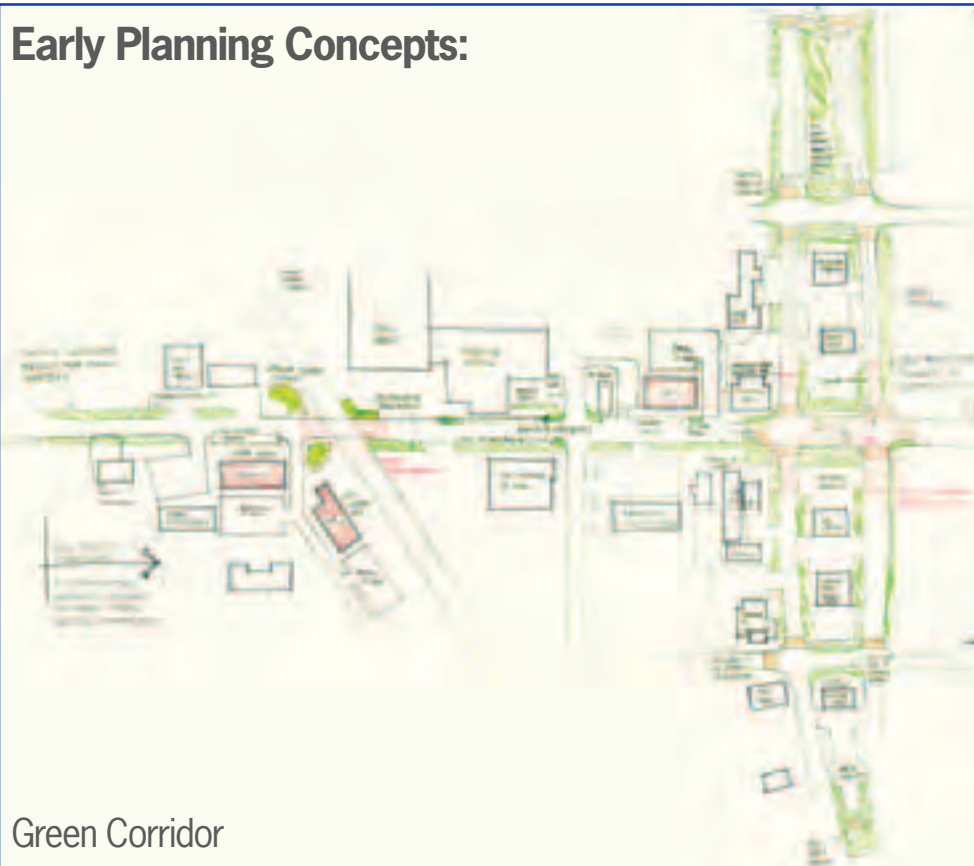
### Green Corridor:

Eliminates excess curb cuts, increases landscaping along Route 6, enhances Main Street intersection with special paving, highlights major entrance points, minimal infill development

### Narrow Roadway:

Consolidates all traffic to the northern cartway to maximize redevelopment opportunities and create a new building-focused gateway on the Eastern perimeter of downtown, requires further traffic study and significant reconstruction

## Early Planning Concepts:



Green Corridor



Narrowed Roadway





*Existing Conditions*

## City gateways: *sense of arrival*

The first impression of Huron, when entering from the south along Main Street, can be misleading. New signage, landscaping and paving have the ability to make a clear statement of arrival and screen some of the industrial properties and railroad tracks. A “soft gateway” that defines downtown can establish a language for all of Huron’s valuable public spaces.



## Highlighting assets: *easily navigable*

Travel through the Gateway District must be simple, straight forward and relate to the waterfront nature of the downtown. Signage and wayfinding elements should focus on the river and lakefront, establishing an undeniable anticipation of reaching the water’s edge.



## Reduce scale of infrastructure: *softening the urban landscape*

The Gateway District’s roadways and streetscapes can be greatly enhanced by increasing the amount of landscaped areas. Large concrete medians can be re-imagined as landscaped islands, creating visual interest, “greening” the corridors and reducing the perceived scale of the roads. Medians along Route 6’s central blocks can be enhanced to create a linear gateway element to Huron.





## Immediate

- 1 Develop downtown gateway at Huron Memorial Bridge west terminus - focus towards west-bound traffic
- 2 Enhanced Landscape along Rt.6; Install Bio-swales to define as "Green Corridor"
- 3 Gateway element / landscaping to define downtown
- 4 Eliminate excess curb cuts / drive aprons and replace with landscaping

## Near-Term

- 5 Special paving at Main St./ Route 6 intersection to highlight arrival to center of town
- 6 Re-imagine Main Street with multi-modal street that promotes walkability, includes pedestrian amenities and extend the decorative light fixtures south to the railroad tracks
- 7 Define on-street parking areas with corner bump-outs that also serve as storm water treatment installations

## Long-Term

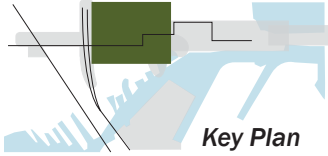
- 8 Acquire and redevelop land south-east of railroad tracks at Main St. as small scale commercial/ light industry
- 9 Promote infill development to maximize Main Street's potential
- 10 Continue study of Rt. 6 traffic volumes / demand to determine if roadway can be narrowed in the future to reclaim additional land for redevelopment





# The Civic Campus

a revamped city center



Linking functions in a Civic Campus emphasizes the tight-knit community nature of Huron with an identifiable central core





The Civic Campus imagines an interconnected city center with linked municipal services, community institutions and enhanced waterfront access. Streetscape improvements to Main Street include corner bumpouts to anchor on-street parking areas and improve crossing safety. The extended pedestrian zones can include landscaping, signage and other amenities. Additionally, bumpouts can be coordinated with new crosswalks.

A strong connection that ties the Huron Public Library with Main Street, called the “Library Link,” increases access and integrates public art, new lighting and a new special paved intersection / crosswalk at Main Street.

Proposed development along Mill Street has the ability to bring new uses downtown and redefine this core intersection with a development that orients to both streets and acts as a terminus for the “Library Link.” Future phases may include introducing a new larger facility that can serve as a community center, recreation center or medical facility. These uses have been identified as potential considerations since they currently do not exist within the City.

Additional redevelopment opportunities include reutilizing parking lots that have direct connections to the Boat Basin. Multi-level buildings can be accessed from both the basin promenade and sidewalks.

A new intersection at Cleveland Road West and Main Street aims to redefine the entrance experience as one arrives downtown through this important gateway. Framed views of the waterfront can further be defined with new mixed-use development, landscaping and sculpted park spaces. The new North Main Street extension rightfully begins in the Civic Campus, linking Huron’s core to its most precious asset, Lake Erie.



## Conceptual Studies

### Civic Campus:

Creates “Library Link” connecting Public Library to Main Street to increase access, infill development on underutilized land, new paths and routes that lead to the water’s edge, special paving at Municipal Complex, reactivates Mill Street.

### Community / Recreation Hub:

Repurposes large parking lots and private property as Community / Recreation Center campus to bring more civic-based uses downtown

## Early Planning Concepts:



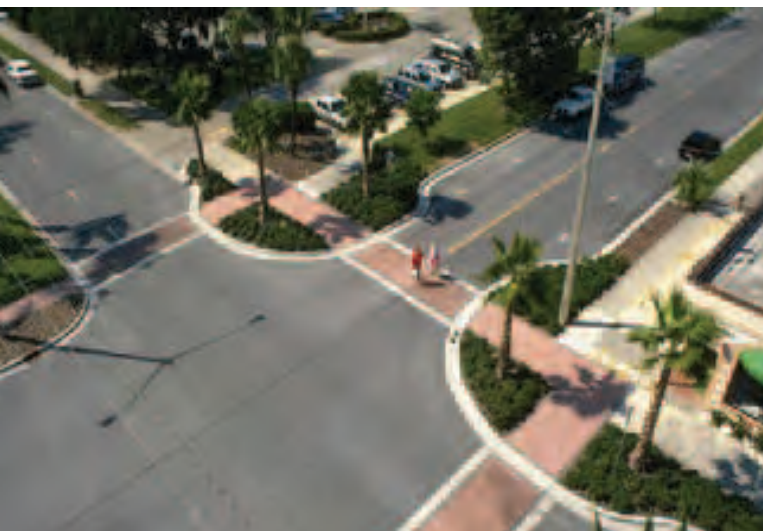




Existing Conditions

## Formalize On-Street Parking: *increase safety and landscaping*

Main Street's on-street parking spaces provide convenient spaces along the City's central corridor. Better defining parking areas with corner bumpouts can narrow Main Street, re-orient the road with a focus on the pedestrian and provide areas for increased landscaping. To minimize impact on underground utilities and construction costs, bump-outs can function as storm water collectors, naturally treating water before diverting to existing systems.



## Meaningful Intersections: *celebrate views to the water*

Highlighting framed views to the water upon entrance to downtown quickly builds anticipation for the waterfront experience. New intersections' treatments should incorporate materials, arrangements, signage and landscaping that beautify while maximizing function. Utilizing these elements at multiple locations helps create a design language that is reflective and unique to Huron.



## Maximize Connectivity: *redefine important links*

New and enhanced paths of travel strive to maximize the waterfront nature of downtown. Landscaping, lighting and pavement patterns can help expand the waterfront experience and take full advantage of the shoreline.





## Immediate

- 1 Create pedestrian promenade “Library Link” connecting Huron Public Library to Main St. with public art, lighting and wayfinding elements
- 2 New gateway intersection and multi-modal road as “North Main Street Extension” with special paving, landscaping and new development that fully connects Huron’s Main Street
- 3 Establish downtown, city-wide, parking policies as a shared facility strategy in order to create potential redevelopment sites

## Near-Term

- 4 Create pedestrian path / walk / that delineates public and private spaces extending Main St. to Boat Basin
- 5 Special paving installations along to create “Town Square”
- 6 Replace all amenities along Boat Basin with Waterfront Amenity Package, stain / score concrete to emphasize “boardwalk” concept
- 7 Enhanced downtown Main St. streetscape - install corner bumpouts, infill trees, etc.

## Long-Term

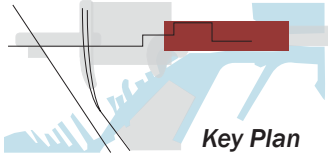
- 8 Identify parcels that may be acquired / consolidated in the future to bring new uses (recreational, commercial, etc.) to downtown
- 9 Reconfigure City Hall parking lot with bioswale to simplify parking movements / patterns and open for public / special event use
- 10 Consider relocating Municipal Complex as a means to create additional downtown development sites
- 11 Reclaim parking lots / underutilized land as development sites with direct access to Boat Basin





# Waterfront Promenade

accessing the water's edge



Extending Main Street maximizes access to the water's edge, provides new opportunities for recreation and can spur economic development along the Huron River





Huron's new Waterfront Promenade reconnects Main Street, activates the western shoreline of the Huron River and creates "trail head" for the proposed Lakefront Preserve. The extension of North Main Street establishes substantial new opportunities for development within the City's core. More importantly, the new street will re-link the City's primary corridor, by re-imagining parking lots and other underutilized land as a beautiful and functional street.

Additionally, a new boardwalk and bulkhead is proposed along the shoreline to make a critical pedestrian connection between the Boat Basin and the northern coast. At the river's mouth, the boardwalk flares out, creating a flexible public gathering space that is surrounded by water and adjacent to a prime redevelopment parcel. The boardwalk continues north, connecting into the existing pier walkway, granting access to the Lakefront Preserve, scenic overlook and breathtaking views of Lake Erie.

Riverfront development is visualized as retail and/or restaurants with activity on both Main Street and the boardwalk sides of the buildings. Creating a small entertainment district in the Waterfront Promenade has the ability to maximize the value of the land, highlight the natural landscape at the mouth of the Huron River, redefine the entrance experience into the city via boat and bring new uses downtown.

On-street parking is coupled with a future centralized public parking lot to support the anticipated activities and facilitate growth.

The combination of exciting and unique waterfront public spaces and new commercial redevelopment has the ability to bring new life to a portion of downtown Huron that is currently greatly underutilized.



Existing Aerial View

## Conceptual Studies

### North Main Extension:

Reconnects to northern section of Main Street, maximize waterfront development opportunities, link to Lakefront Preserve, continuous riverfront boardwalk, new mixed-use framing intersection with Cleveland Road

### Enhanced Intersection:

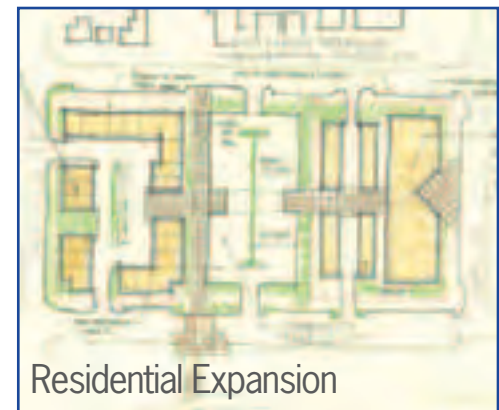
Maintains views to waterfront, critical western gateway into core, maximizes community park space

## Early Planning Concepts:

North Main Extension



Enhanced Intersection



Residential Expansion

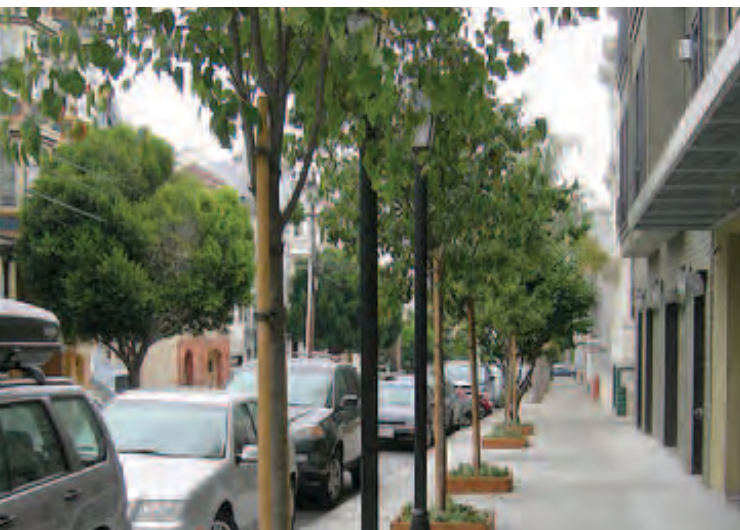




Existing Conditions

## Create Continuity: *establish infrastructure standards*

Downtown's identity can further be established through the creation of infrastructure standards that may include: street trees, frontage requirements, landscaping packages, amenities, pedestrian light fixtures and other elements. A consistent treatment will help emphasize the character of Huron's public spaces and tie multiple spaces together.



## Enhance Shoreline: *waterfront amenity package*

A new Waterfront Amenity Package including railings, light fixtures, benches, waste receptacles, bike racks and other elements can extend the waterfront experience throughout the City. The package should help delineate its pathways / boardwalks as part of the sense of the water's edge. Identifiable elements will quickly orient people and highlight where connections to the water occur.



## Connective Public Spaces: *boardwalks and plazas*

New boardwalks and a re-imagined Nature Preserve Pier can both serve as destination-type public gathering spaces. While the boardwalk will provide an imperative continuous riverfront walk, an expanded plaza at the northern section has the ability to provide a flexible gather space. Utility hook-ups can be considered to support small vendors, festivals or other events.





## Immediate

- 1 Construct Waterfront Promenade bulkhead / "Boardwalk" to connect Boat Basin to Rotary Park
- 2 North Main Street Extension as a multi-modal street, linking downtown to the northern shore
- 3 Reconfigure hotel parking lot to include pathways / green infrastructure strategies to minimize its visual and environmental impact
- 4 Stabilize riverfront development parcels / create buildable lots at North Main Street

## Near-Term

- 5 Continue "Boardwalk" treatment entire length of Nature Preserve to access lakefront and include amenities / fishing stations
- 6 Create new public beach at western side of Rotary Park, enhance central park area
- 7 Construct expanded boardwalk spaces as a flexible public gathering space - consider utility hook-ups for vendors, etc.
- 8 Special paving to highlight crosswalks and intersections

## Long-Term

- 9 Infill (small scale) development adjacent to central park space that caters to both Main Street and boardwalk
- 10 Incorporate stairs / ramps to provide direct neighborhood access to boardwalk at Wall St. / etc.
- 11 Acquire property, consolidate and provide public parking facility for North Main Street entertainment district





# ConAgra Redevelopment

accessing the water's edge



The ConAgra Peninsula's redevelopment has the ability to serve as an important catalyst for Huron's growth and sustainable future





The former ConAgra site offers desirable waterfront development potential. The 10 acre site's location, adjacency to downtown and full shoreline access result in a tremendous value for this once industrial site. Because of its past use, public access has been limited and the true potential of the site, as an extension of downtown, has not been fully examined or realized.

Vision 2020, at the direction of the Steering Committee and City officials, strongly focuses on the site. A balance of public access paths, open space and private development are simultaneously considered to bring new uses to the core of the City and expand Huron's waterfront experience. The transformation of this once limited access property into a hub of activity, supported by a mixture of uses, can redefine the banks of the Huron River. Views to and from downtown, the Boat Basin and Main Street link the ConAgra Peninsula to the City's center.

As outlined on the following pages, multiple development scenarios were studied to extract the most value from the marketable site. The planning team presented the various options for discussion throughout the process, and factors such as potential job creation, tax revenue, residential units and other yields were considered in order to arrive at a preferred alternative. Additionally, recognizing that market demand is changing and greatly impacted by the current economic climate, interim uses and phaseable improvements are considered to allow the site's transformation to occur incrementally. This approach encourages changes that are guided by a shared vision. The ConAgra Peninsula's redevelopment is key for the City's future and its impact must be maximized to take full advantage of this unique opportunity.



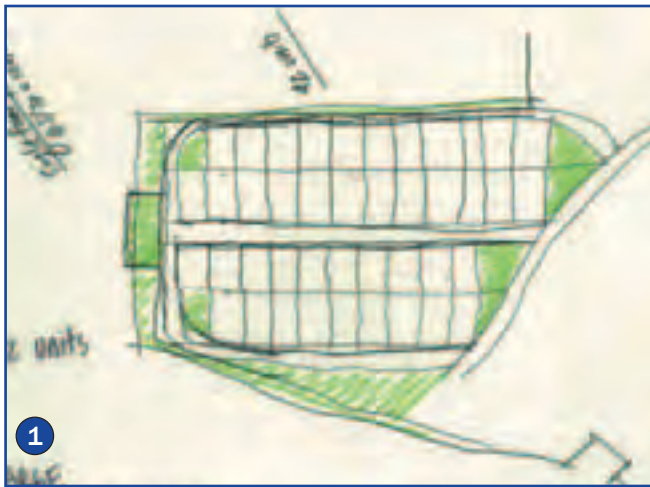
## Reclaiming Underutilized Land

### Demolition Makes Way for New Development:

On January 8, 2012 the ConAgra facility was imploded to make way for new public space and development. Currently, the site is in the process of being cleared, the last of the grain silos demolished and materials recycled.

In order to capitalize on the investment, the City of Huron has reclaimed materials as riparian walls (to be utilized for shoreline stabilization) and crushed materials for paths and promenades. This strategy has extended the impact of the property acquisition and helped improve various locations along the shores. The City currently owns the property and will leverage its ongoing investments to attract developers, businesses and residents to the site in the future.





1



2



3



4



5



6

## Multiple Options Studied:

A full range of development scenarios was studied to fully investigate the potential of the ConAgra Peninsula. Fully vetting these options led to the creation of Three Primary Redevelopment Options (discussed on the following pages).

The potential yields and outcomes for examples of preliminary studies are summarized below:

### 1 Luxury Single-Family Homes

- Construction of 3 streets
- 11 lots with direct water access
- 42 total larger lots (70'x120')

### 2 Cluster / Courtyard Homes

- Construction of 5 streets
- 88 cluster / courtyard units
- 16 single-family homes
- 104 total units

### 3 Single-Family and Townhomes

- Construction of 4 streets
- 86 townhome units
- 12 single-family lots with direct water access
- 98 total units

### 4 Townhomes

- Construction of 4 streets
- 112 townhome units
- Small retail building

### 5 Mixed-Use Development

- Construction of 2 streets
- 40,000 s.f. retail (assume 2 stories)
- 135 multi-family units

### 6 Corporate Headquarters

- Parking lots privately constructed
- 80,000 s.f. office (assume 2 stories)



4,000 s.f. retail development adjacent to restroom facilities  
82 townhome units (parking at first floor)  
12 large, luxury single-family home lots with direct waterfront access  
Requires construction of 3 dedicated streets

Requires construction of 3 dedicated streets



Developing the core as a residential neighborhood preserves the balance of the site as a public promenade and park space along the northern shore. The Residential Option brings new living options to Huron and creates new luxury-style home lots with direct water access. Its primary singular use, designated as residential, relies solely on the challenged housing market and may not generate the greatest amount of tax revenue for the City. New infrastructure is minimized and would create a loop street, which feeds the internal drives of the townhome blocks. A new intersection with the existing boat launch drive must delineate the public parking from the residential neighborhood.



A corporate campus could maximize both job creation and tax revenue. Discussions honed in on creating a “Marine Technology Campus” for companies or agencies whose primary foci are water-related. The ability to directly access the water for collection of samples could attract marine-biology based companies or environmental agencies that continuously monitor Lake Erie and waterways. The uniqueness and semi-private nature of the site could allow corporations to establish a campus aesthetic.

The site layout and density is flexible, depending on the needs of potential tenants. Vision 2020 assumes the development would not include structured parking, as the Steering Committee thought this investment would be unlikely. Therefore, the yields and build-out totals are limited by the parking supplied by surface lots. Facilities are imagined to be two stories and provide approximately 170,000 s.f. If a parking garage were considered or incorporated into the first floors of the buildings, additional height and densities could be achieved.

Buildings are arranged around the perimeter of the site to maximize waterfront views and attract businesses to the site. While this option limits community spaces, a public promenade is included along the water's edge. This component was identified by the Steering Committee as a crucial element of the ConAgra development, regardless of anticipated land-use. To best soften the environment, parking lots are framed with landscaped islands that act as bio-retention areas to naturally treat storm water runoff before it reaches the Huron River or Lake Erie. The headquarters buildings must be employee the latest green building technologies and set new standards for large development along Ohio's northern shores.

The Corporate Headquarters option has the ability to bring new professional jobs to the area. This concept not only has the potential to increase tax revenue with business earnings, but also could attract new residents to Huron. At its current density, approximately 1,500 office jobs could be created, and each employee is a potential new resident. Bringing a large employer to Huron not only establishes an identity for the site, but can boost residential demand.

## Corporate Headquarters Concept

170,000 s.f. office development (assume 2 stories)

Additional stories possible if structured parking considered

Public access and open spaces along perimeter

Requires construction of driveway extensions (parking areas privately constructed)





## Mixed Use District Concept

40,000 s.f. of ground floor retail

80,000 s.f. of office in mixed-use buildings (assume 2 stories)

135 residential units at 1000 s.f. (assume 3 stories of living)

Requires construction of driveway extensions (parking areas privately constructed)



A development which successfully balances retail, office, residential and public space was created by the Mixed Use Option. A public promenade wraps the entire peninsula and expands at northern park, with terraces that allow people to touch the water.

Ground floor retail is imagined along the western shore, taking advantage of visual links to downtown. These cues and connections are imperative for the ConAgra Peninsula to truly function as an extension of the downtown experience. An active shoreline, with outdoor dining, shopping and boardwalk will mirror the energy generated by the Boat Basin. Offices or residential units are imagined above the retail establishments to maximize yields.

Multi-family residential buildings are positioned along the eastern shore, taking advantage of waterfront views while maintaining a sense of privacy. This strategy sets a pattern that can be continued if the Iron-Ore site becomes available for redevelopment. Structures include ground floor parking with three residential floors above. The indoor parking increases the build-out potential of the site and elevates living units for panoramic views. Green space is incorporated throughout the site. The large parking lot, centrally located to mitigate its impact on the waterfront experience, is delineated by green infrastructure installations and landscaping. Primary paths are highlighted, strengthening connections and relationships between various public spaces. Boardwalks' materials and treatments can match improvements on the downtown side.

The blending of public spaces and private residences has the ability to create an active city center that serves as an attraction during weekdays, evenings and weekends. This became the preferred alternative for the City as other options were considered and discussed. The ConAgra's role as an extension of downtown is imperative for the City's future and economic growth.



## Immediate

- 1 Determine site development / density guidelines for entire ConAgra Peninsula
- 2 Extend Boat Basin capacity with additional floating docks along ConAgra western shore
- 3 Create boardwalk / pedestrian walkway around perimeter to access future public spaces
- 4 Construct building / shelter adjacent to existing restroom facility to be used for Farmer's Market, festivals, etc.

## Near-Term

- 5 Build public park at northern edge to activate the site, open new views to the public and increase access
- 6 Develop mixed use buildings along the western shoreline that connects the boardwalk to the interior of the site; convenience retail that caters to fishing and boating activities
- 7 Include traffic signal at River Road intersection to calm traffic heading into downtown and formalize the entrance to ConAgra

## Long-Term

- 8 Build staircases / ramps at each end of Huron Memorial Bridge abutments to shorten crossing distance and link to ConAgra
- 9 Finalize future phases of redevelopment based on market demands, revenue potential and availability of additional sites, including the Iron Ore site to maximize waterfront development in the City's core
- 10 Construct dedicated streets / infrastructure to access Iron Ore site, pedestrian link to Nickel Plate Beach, etc.







## ConAgra's Public Spaces and Charater:

Residential uses along interior perimeter of Iron-Ore inlet creates a private neighborhood

Connections spanning the entire site lead to the waters' edge and link the site's core

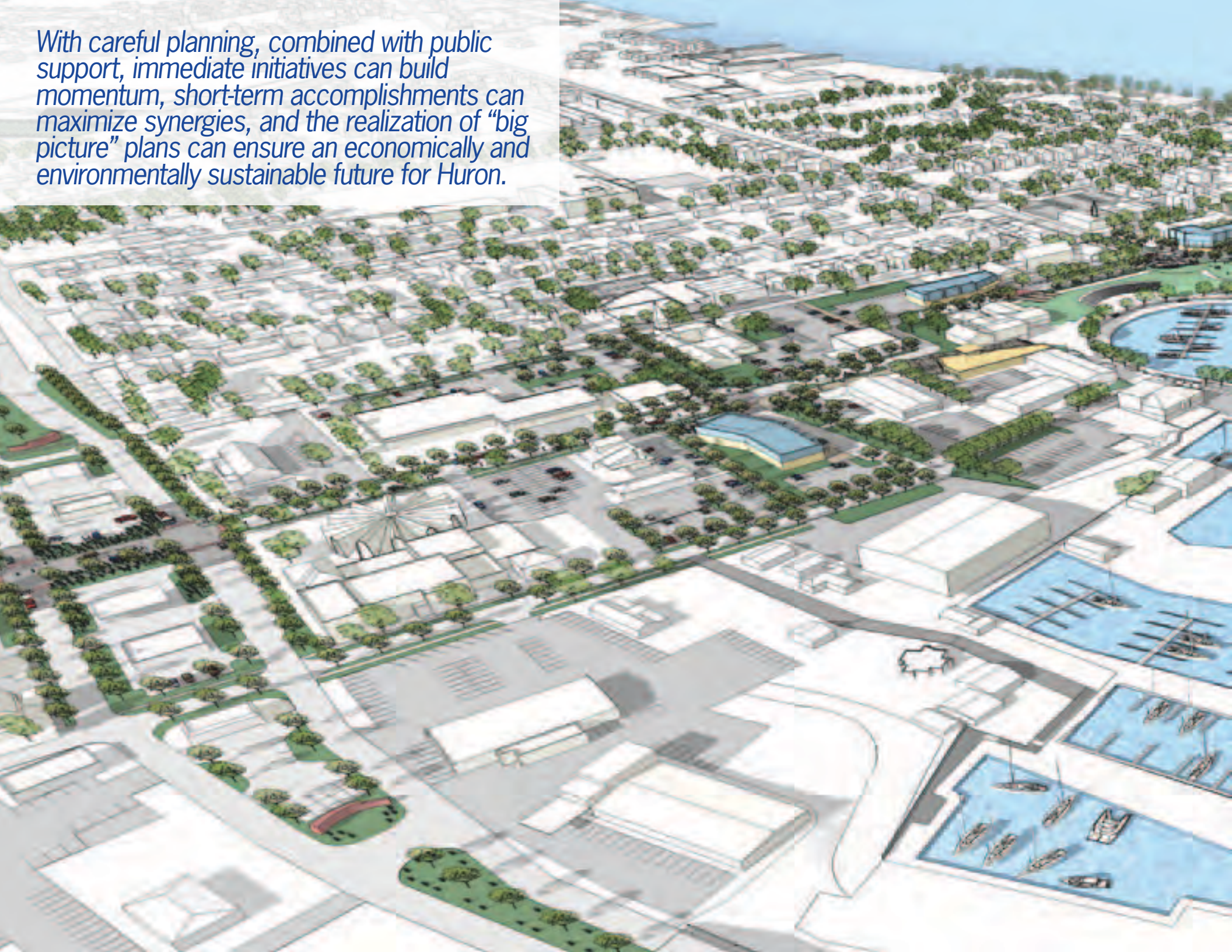
Perimeter boardwalk promotes public access

Public park at the northern shore brings people, activity and identity to an expanded Downtown Huron





*With careful planning, combined with public support, immediate initiatives can build momentum, short-term accomplishments can maximize synergies, and the realization of “big picture” plans can ensure an economically and environmentally sustainable future for Huron.*









# VISION 2020

## Implementation

setting policies and direction to guide future decisions

**V**ision 2020 creates a guideline for Huron's future by balancing "big picture" planning, short-term improvements and immediate initiatives. This approach results in a holistic prioritization for city-wide considerations, and a wide range of types and levels of investment. This allows the City to approach new projects in an organized and directed manner, as each initiative has the ability to contribute to the aggregate vision set forth by the shared-vision plan.

The following pages outline the initiative prioritization process. This method identifies many considerations located throughout the city, their related implementation factors and the types of reviews / process that may need to occur to facilitate their realization. Initiatives range from the adoption of descriptive guidelines to redeveloping large parcels of land. As each concept was reviewed, its associated priority was established by the assignment of a desired implementation timeframe. If a concept did not fit into the determine timeframes, it was removed from the overall roster. This in-depth review process included valuable feedback from both the Steering Committee and Planning Commission. This resulted in the comprehensive lists, each full of ideas and / or projects that the community values and identifies with.

Lists are geographically organized and further delineated by improvement typology; infrastructure, redevelopment and public spaces. This categorization corresponds to both the Interpret and Reveal sections of this report.

Following the identification of initiatives for each section of Huron, the top city-wide priorities were grouped to provide immediate opportunities and maximum impact. The Top 15 City-Wide Priorities are summarized on the facing page. These represent Vision 2020's next steps, and can direct the City's capital improvement planning in upcoming budgetary cycles. Additionally, these primary projects can be marketed, their plans engineered and funding pursued to help leverage public and private investment partnerships.

### Primary Implementation Factors Descriptions:

#### **Public Process**

Anticipate public / community outreach or meetings to engage and update residents, business owners, etc.

#### **Community Advocacy**

Initiative would benefit from, or potentially, require public support

#### **Public Policy Action**

May require action by Planning Commission, Design Review or other city involvement

#### **Zoning Change**

Initiative would likely require land / site to be rezoned to support redevelopment

#### **Public Capital Investment**

Requires City of Huron to be lead investor to accomplish (focus on public infrastructure)

#### **Private Investment**

Improvements occur primarily on private land and would require landowners to invest



HURON RIVER'S DOWNTOWN SHORELINE



## 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
<b>Core Area</b>						
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 Spoil 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 / multi-purpose 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
<b>Western Communities</b>						
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
<b>Eastern Communities</b>						
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	



# Western Communities



Implement Timeline (1) - Immediate (2) - 2 to 5 years (3) - 5+ years	Initiative Name / Location	Primary Implementation Factors Requiring:						
		Public Process	Community Advocacy	Public Policy Action	Zoning Change	Public Capital Investment	Public Incentive Funding	Private Investments
	<b>Infrastructure</b>							
2	Define Rye Beach Rd. as "Campus Corridor" with signage, bike lanes, turning lanes, sidewalks, potential development	x				x		
3	Continue Salem Drive west, connect to Cleveland Rd. West for new residential development opportunities	x	x	x		x		x
1	New full-service intersection at Faben's Park to slow traffic, extend downtown to the west to strengthen core	x	x	x		x		
1	New road connection to Jim Campbell Blvd. High School to provide safer connection to Rt. 6 for school traffic	x	x	x		x		
1	Provide continuous sidewalks along Cleveland Rd. West between downtown and Rye Beach Rd.	x	x	x		x		
2	Add signage / lighting to pedestrian bridge at High School to emphasize as a gateway element		x			x		
1	Landscape/ create gateway at Rt. 2 / Rt. 6 split, eastbound traffic	x				x		
1	Create bio-swales, extensive landscaping along Rt. 6 into downtown		x			x		
1	Utilize small bridge on Cleveland Rd. West as gateway into downtown with lighting, signage, etc.	x				x		
2	Buffer Parking lot at Huron Plaza with landscaping		x					x
	<b>Redevelopment</b>							
1	Acquire and demolish mobile home park at Linden Dr. - retail development at western city gateway		x	x	x	x	x	x
2	Promote convenience retail at Rye Beach for students / employees at commerce and industrial park	x					x	x
2	Development site at new road that connects to Jim Campbell Blvd. at High School	x	x	x	x	x		x
3	Infill homes south of Cleveland Rd. West, north of Middle School	x	x					x
	<b>Public Spaces</b>							
1	Green connections / multi-purpose trails that link Fabens Park-Wetlands-Nature Preserve	x	x	x		x		
1	Multi-purpose trail, pedestrian connection in converted railroad be along northern edge of Route 6		x			x		



## Left:

The recently repaved Cleveland Road West includes striped bike lanes (photos shows project under construction - bike lanes striped as pavement was completed) to emphasize this important multi-modal link.

## Right:

The western gateway to the City has tremendous potential to redefine the entrance experience and perception.





# Eastern Communities



Implement Timeline (1) - Immediate (2) - 2 to 5 years (3) - 5+ years	Initiative Name / Location	Primary Implementation Factors Requiring:						
		Public Process	Community Advocacy	Public Policy Action	Zoning Change	Public Capital Investment	Public Incentive Funding	Private Investments
	<b>Infrastructure</b>							
1	Add bicycle lanes to Cleveland Rd. East	X	X			X		
2	Provide landscaped median / center turn lane at Cleveland Rd. & Berlin Rd. extending to Huron Memorial Bridge	X				X		
2	Streetscape enhancements on Cleveland Road East; increase tree lawns/ add street trees/ buffer parking lots	X	X			X		
2	Relocate sidewalks on Cleveland Rd. East, setting them back from the roadways		X			X		X
2	Increase buffers / landscaping at north side of Cleveland Rd. to buffer residential property from busy street	X	X			X		X
2	Provide new roadway, pedestrian, bike connections to south at Cleveland Rd. East / Boat Launch	X		X		X		
3	Add traffic signal to Boat Launch intersection to slow incoming downtown traffic, safe boater access into facility			X		X		
1	Green gateway / landscaping at eastern terminus of Huron Memorial Bridge to mask electrical sub-station		X			X		
1	Create Gateway at Berlin Rd. / Cleveland Rd. intersection including special paving, signage, landscaping	X		X		X		X
2	Reduce curb cuts / study traffic signals / site lines at Commerce Plaza to simplify traffic patterns		X					X
1	Add signage for Nickel Plate Beach at Cleveland Rd. - redefine the entrance experience	X	X			X		
2	Create gateway to Nickel Plate Beach Park at Berlin Rd. / provide new entrance into the park at Tiffin Ave.	X	X			X		
2	New signage to encourage boater traffic to travel Berlin- Sprowl - River Roads to access Boat Launch	X				X		
2	Create historic district / signage on Cleveland Rd. between Gateway Blvd. / Berlin Rd.	X	X	X	X	X		
	<b>Redevelopment</b>							
1	Promote residential development at Huron Lagoons peninsula					X	X	X
2	Acquire land west of Meeker St. between Iron Ore for future access to Iron Ore property	X	X		X	X		
2	New small-scale neighborhood retail / residential development at Tiffin / Nickel Plate Dr.	X			X		X	X
	<b>Public Spaces</b>							
1	Expand Nickel Plate beach Park to south/ wooded area to provide playfields, picnic areas, processional entrance	X	X		X	X		
2	Access land of eastern bank of Huron River as residential / commercial development along River Rd.	X	X		X	X		



## Left:

The Berlin Road intersection has been identified as an eastern gateway priority and has been awarded additional design and engineering funds for future study and construction.

## Right:

Huron Senior Residence will bring new living options to Huron, and is funded with construction estimated in 2013.





# Core Area



Implement Timeline (1) - Immediate (2) - 2 to 5 years (3) - 5+ years	Initiative Name / Location	Primary Implementation Factors Requiring:						
		Public Process	Community Advocacy	Public Policy Action	Zoning Change	Public Capital Investment	Public Incentive Funding	Private Investments
Overall Core Area Considerations								
1	Incorporate new signage throughout downtown - establish signage package		x			x		
1	Create downtown parking strategy / policy to capture redevelopment (shared - zoning requirements)	x	x	x	x			x
1	Establish Huron Waterfront Amenity package / design guidelines to be used on all waterfront initiatives			x				
1	Make zoning changes required to promote downtown redevelopment			x	x			
1	Adopt boat storage (outside) policies for marinas (Huron St.)		x	x				
Gateway District								
1	Main St. streetscape improvements, Bogart Rd. north, transition into Downtown (street trees, corner bumpouts, etc.)	x	x			x		
1	Create gateway at Route 6 / Main St. intersection		x			x		x
2	Add sidewalks to Main St. from Riveredge Rd., extending north into downtown	x	x	x		x		
1	Special paving at Main St./ Rt.6 intersection to highlight arrival to center of town					x		
1	Remove excess curb cuts at central island commercial establishments along Rt. 6		x					x
1	Reconfigure Huron Memorial Bridge, remove excess travel lanes, remove concrete barrier to open up views, add bike lanes/ walkway	x	x	x		x		
2	Install pedestrian-scaled, ornamental lighting on Huron Memorial Bridge		x			x		
2	Develop downtown gateway at Huron Memorial Bridge west terminus - focus towards west-bound traffic		x			x		x
2	Gateway at Bogart Rd. / Main St. intersection (signage / landscaping)		x			x		x
1	Landscape buffer at railroad tracks to diminish impact of tracks, screen Huron Cement property		x			x		x
2	Create direct pedestrian connection/ walkway between Huron Memorial Bridge west end to Huron Street	x	x	x		x		
1	Replace paved median with landscaping at western terminus of Huron Memorial Bridge		x			x		
2	Create landscape island at Huron-Avery Rd. / Main St. to simplify traffic patterns, reduce pavement		x			x		
1	Infill redevelopment along Main St. between railroad tracks/ Rt.6 (establishing best land use and densities)	x			x		x	x
2	Acquire and redevelop land south-east of railroad tracks at Main St. as small scale commercial/ light industry	x				x	x	x
Civic Campus								
1	Create pedestrian promenade "Library Link" connecting Huron Public Library to Main St.		x	x	x	x		
1	Special paving installation at Main St. / Mill St. to create "Town Square"					x		
1	Enhanced downtown Main St. streetscape - install corner bumpouts (bio-swale to reduce utility costs) Rt.6 north	x	x			x		
3	Reconfigure City Hall parking lot with bio-swale to simplify parking movements / patterns and open for public / special event use					x		
2	Create pedestrian path / walk /that delineates public and private spaces extending Huron St. to Boat Basin	x		x		x		x
2	Install new sidewalks in Old Plat where lacking		x			x		
1	Formalize on-street parking in Old Plat, designate areas and enforce	x		x				
1	Acquire Mill St./ Main Street parcel for future redevelopment	x				x		



Boat Basin								
2	Replace all pedestrian lighting along Boat Basin with Waterfront Amenity Package					X		
1	Score / stain / pattern concrete docks at Boat Basin to create "Boardwalk"					X		
2	Enhance staircase to Boat Basin adjacent to its 5's restaurant					X		
1	Install small bocce courts / activity centers along Boat Basin to generate activity (leagues, etc.)	X	X			X		
Waterfront Promenade								
1	Construct Waterfront Promenade bulkhead / "Boardwalk" to connect Boat Basin to Rotary Park		X	X		X		X
1	Reconnect North Main Street with multi-modal street that promotes redevelopment	X	X	X	X	X		
1	Establish N. Main St. design guidelines/ standards to be applied to new/ existing businesses	X		X	X	X		
2	Incorporate stairs / ramps to provide direct neighborhood access to boardwalk at Wall St. / etc.	X		X		X		
1	Stabilize riverfront development parcels / create buildable lots at N. Main St.		X	X		X	X	
1	Clean up / reconstruct former Showboat property as redevelopment site					X	X	X
1	Construct expanded "Boardwalk" at mouth of Huron River as flexible public gathering space	X	X	X	X	X		
2	Provide space for farmers market along N. Main St., potential utility hook ups?		X			X		
3	Enhance landscaping / create small park / sitting area at terminus of Center / Ohio Streets	X	X	X	X	X		
Lakefront Nature Preserve								
1	Convert Spoil Site to Nature Preserve Area tapping into tourist market and taking advantage of the natural setting	X	X	X	X	X		
1	Install walking paths / lookouts at Nature Preserve					X		
2	Create new public beach at western side of Rotary Park	X	X	X		X		
2	Install footbridges and light fixtures to access new beach at Rotary Park from promenade / boardwalk		X			X		
1	Provide access to Spoil Site "Boardwalk"	X	X	X		X		
2	Install ornamental fence along Spoil Site "Boardwalk" if required			X		X		
1	Continue "Boardwalk" treatment entire length of Spoil Site to access lakefront			X		X		
ConAgra Redevelopment								
1	Determine site development / density guidelines for ConAgra Peninsula	X		X	X		X	
1	Establish public space / access requirements for redevelopment of ConAgra site	X		X	X		X	
1	Install pedestrian walkway / boardwalk around ConAgra Peninsula	X	X	X	X	X		
2	Build staircases, ramps, elevator at each end of Huron Memorial Bridge abutments to shorten crossing distance	X	X			X		
1	Build convenience retail at Boat Launch / restroom facility to cater to fishing / boating community		X		X	X		X
1	Initiate process to develop mixed-use community on ConAgra Peninsula							



#### Left:

Current construction on the Huron Memorial Bridge will reduce traffic lanes and add dedicated bicycle lanes and wider sidewalks across the bridge.

#### Right:

Recycled materials (ConAgra buildings) is repurposed as shoreline stabilization efforts and at the beginning of the Lakefront Pier as a wide connection to the promenade extending to Lake Erie.





# Cost Estimates

recognizing potential costs to further guide improvements

**P**reliminary and conceptual cost estimates are presented on the following pages for each of the four downtown districts. Each district's estimate is organized into individual projects that were identified as major contributors to the transformation of downtown Huron. This approach can be used to further prioritize public investments.

While the estimates are accurate, and included many aspects of the planning concepts, it should be noted that they are meant to serve as guides to determine how initiatives might be included in upcoming budgets. Unit

costs are based on construction data collected by the planning team through experience in recent infrastructure investments (2012 costs).

Utility costs and other unknown construction conditions will impact costs. However, a 30% construction contingency is included for complicated projects and a 15% contingency included for simpler efforts. Professional fees and administrative costs associated with project management, design, engineering and construction administration are also included to provide a reasonable investment range.

## Cost Estimate Summary - Per District

Gateway District	\$2,060,000
Civic Campus	\$2,099,000
Waterfront Promenade	\$3,221,000
ConAgra Peninsula Public Spaces	\$1,758,000
<b>Estimated Total Public Investment</b>	<b>\$9,138,000*</b>

\*Note - Estimates' amounts are based on 2012 construction data collected from similar initiatives. Costs are not comprehensive and should be utilized to establish priorities for future analysis and studies.





# Gateway District

	Unit Cost	Quantity	Item Cost
<b>Main Street Streetscape Enhancements - South of Route 6 to Bogart Road</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	6,000 s.f.	\$18,000
Bio-Swale Utility Allowance	\$150,000 ea.	1	\$150,000
Enhanced Bio-Swale Landscaping	\$6 /s.f.	5,000 s.f.	\$30,000
Crosswalks (stamped and integrally colored concrete)	\$12 /s.f.	1,100 s.f.	\$13,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	40	\$34,000
Pedestrian Amenities and Public Art Allowance	\$20,000 ea.	1	\$20,000
Signage and Wayfinding Allowance	\$50,000 ea.	1	\$50,000
Construction Contingency		30%	\$95,000
Professional Fees and Administration		15%	\$60,000
<b>Total</b>			<b>\$470,000</b>
<b>Gateway at Railroad Crossing</b>			
Enhanced Landscaping	\$8 /s.f.	6,400 s.f.	\$51,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	8	\$7,000
Utility Allowance	\$20,000 ea.	1	\$20,000
Signage and Wayfinding Allowance	\$40,000 ea.	1	\$40,000
Construction Contingency		15%	\$18,000
Professional Fees and Administration		15%	\$20,000
<b>Total</b>			<b>\$156,000</b>

	Unit Cost	Quantity	Item Cost
<b>Main Street / Route 6 Intersection</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	20,000 s.f.	\$60,000
Special Paving (Roadway)	\$20 /s.f.	15,500 s.f.	\$310,000
Bio-Swale Utility Allowance	\$150,000 ea.	1	\$150,000
Enhanced Bio-Swale Landscaping	\$6 /s.f.	1,800 s.f.	\$11,000
Crosswalks (stamped and integrally colored concrete)	\$12 /s.f.	900 s.f.	\$11,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	30	\$26,000
Signage and Wayfinding Allowance	\$125,000 ea.	1	\$125,000
Pedestrian Amenities and Public Art Allowance	\$40,000 ea.	1	\$40,000
Construction Contingency		30%	\$220,000
Professional Fees and Administration		15%	\$140,000
<b>Total</b>			<b>\$1,093,000</b>
<b>Green Corridor</b>			
Signage and Wayfinding Allowance	\$80,000 ea.	1	\$80,000
Enhanced Landscaping (meadow grasses, wildflowers, etc.)	\$0.25 /s.f.	50,000 s.f.	\$12,000
Huron Memorial Bridge Median Landscaping	\$8 /s.f.	8,500 s.f.	\$68,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	42	\$36,000
Pedestrian Amenities and Public Art Allowance	\$40,000 ea.	1	\$40,000
Construction Contingency		30%	\$60,000
Professional Fees and Administration		15%	\$45,000
<b>Total</b>			<b>\$341,000</b>

**Gateway District Total Cost Estimate: \$2,060,000**



# Civic Campus

	Unit Cost	Quantity	Item Cost
<b>Library Link</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	16,750 s.f.	\$51,000
Special Paving (Sidewalk)	\$14 /s.f.	4,600 s.f.	\$65,000
Special Paving (Roadway)	\$20 /s.f.	4,700 s.f.	\$95,000
Enhanced Landscaping	\$8 /s.f.	5,600 s.f.	\$51,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	14	\$12,000
Pedestrian Lighting (includes conduit)	\$4,000 ea.	12	\$48,000
Signage and Wayfinding Allowance	\$35,000 ea.	1	\$35,000
Pedestrian Amenities and Public Art	\$50,000 ea.	1	\$50,000
Construction Contingency		30%	\$105,000
Professional Fees and Administration		15%	\$75,000
<b>Total</b>			<b>\$587,000</b>
<b>Boat Basin Plazas</b>			
Demo Roadway / Sidewalk (Soul Port)	\$3 /s.f.	3,000 s.f.	\$9,000
Special Paving (Sidewalk)	\$14 /s.f.	2,500 s.f.	\$35,000
Demo Roadway / Sidewalk (It's 5's)	\$3 /s.f.	9,000 s.f.	\$27,000
Special Paving (Sidewalk)	\$14 /s.f.	8,500 s.f.	\$120,000
Construction Contingency		30%	\$58,000
Professional Fees and Administration		15%	\$38,000
<b>Total</b>			<b>\$287,000</b>
<b>Main Street Streetscape Enhancements</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	4,000 s.f.	\$12,000
Bio-Swale Utility Allowance	\$125,000 ea.	1	\$125,000
Enhanced Bio-Swale Landscaping	\$6 /s.f.	3,500 s.f.	\$21,000
Crosswalks (stamped and integrally colored concrete)	\$12 /s.f.	2,200 s.f.	\$26,000
Signage and Wayfinding Allowance	\$75,000 ea.	1	\$75,000
Pedestrian Amenities and Public Art Allowance	\$50,000 ea.	1	\$50,000
Construction Contingency		30%	\$78,000
Professional Fees and Administration		15%	\$58,000
<b>Total</b>			<b>\$445,000</b>

	Unit Cost	Quantity	Item Cost
<b>Mull Street</b>			
Enhanced Landscaping	\$8 /s.f.	7,500 s.f.	\$60,000
New Path to Huron Street / St. Peter's Church Campus	\$5 /s.f.	3,200 s.f.	\$16,000
Demo Roadway / Sidewalk	\$3 /s.f.	11,300 s.f.	\$34,000
Special Paving (Huron Street to Boat Basin)	\$14 /s.f.	7,500 s.f.	\$105,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	28	\$24,000
Pedestrian Lighting (includes conduit)	\$4,000 ea.	19	\$76,000
Construction Contingency		30%	\$95,000
Professional Fees and Administration		15%	\$60,000
<b>Total</b>			<b>\$470,000</b>
<b>Main Street / Cleveland Road West Intersection</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	6,000 s.f.	\$18,000
Special Paving (Roadway)	\$20 /s.f.	5,800 s.f.	\$116,000
Enhanced Landscaping	\$8 /s.f.	1,000 s.f.	\$8,000
Signage and Wayfinding Allowance	\$50,000 ea.	1	\$50,000
Pedestrian Amenities and Public Art Allowance	\$20,000 ea.	1	\$20,000
Construction Contingency		30%	\$58,000
Professional Fees and Administration		15%	\$40,000
<b>Total</b>			<b>\$310,000</b>

**Civic Campus Total Cost Estimate: \$2,099,000**



# Waterfront Promenade

	Unit Cost	Quantity	Item Cost
<b>North Main Street Extension (includes site prep for development)</b>			
Demo Roadway / Sidewalk	\$3 /s.f.	75,000 s.f.	\$225,000
Bio-Swale Utility Allowance (balance carried in Utility Cost)	\$20,000 ea.	1	\$20,000
Enhanced Bio-Swale Landscaping	\$6 /s.f.	9,200 s.f.	\$55,000
Crosswalks (stamped and integrally colored concrete)	\$12 /s.f.	3,750 s.f.	\$45,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	26	\$22,000
Signage and Wayfinding Allowance	\$75,000 ea.	1	\$75,000
Pedestrian Lighting (includes conduit)	\$4,000 ea.	22	\$88,000
New Street Pavement (assume concrete)	\$10 /s.f.	18,000 s.f.	\$180,000
New Sidewalks (assume 5' wide)	\$5 /s.f.	10,000 s.f.	\$50,000
Utility Allowance	\$100,000	1	\$100,000
Pedestrian Amenities and Public Art	\$80,000 ea.	1	\$80,000
Construction Contingency		30%	\$280,000
Professional Fees and Administration		15%	\$180,000
<b>Total</b>			<b>\$1,400,000</b>
<b>Boardwalk Extension / Shoreline Stabilization</b>			
Bulkhead Along Shoreline	\$150 /l.f.	950 s.f.	\$145,000
Boardwalk Treatment / Surface (assume wood plank)	\$6 /s.f.	25,000 s.f.	\$150,000
Pedestrian Lighting (includes conduit)	\$4,000 ea.	40	\$160,000
Solar Powered Bollards (assume 25' spacing)	\$1,100	60	\$66,000
Signage and Wayfinding Allowance	\$25,000 ea.	1	\$25,000
Pier Promenade Treatment (stain / score lines)	\$2 /s.f.	85,000 s.f.	\$170,000
New Stair to Main St. / Boardwalk	\$15,000 ea.	2	\$30,000
Pedestrian Amenities and Public Art Allowance	\$80,000 ea.	1	\$80,000
Construction Contingency		30%	\$250,000
Professional Fees and Administration		15%	\$160,000
<b>Total</b>			<b>\$1,236,000</b>

	Unit Cost	Quantity	Item Cost
<b>Parking Lot Reconfiguration</b>			
Demo Parking Lot	\$3 /s.f.	5,200 s.f.	\$16,000
New Parking Lot (assume concrete)	\$8 /s.f.	37,500 s.f.	\$300,000
Enhanced Bio-Swale Landscaping	\$6 /s.f.	10,800 s.f.	\$65,000
Bio-Swale Utility Allowance	\$50,000 ea.	1	\$50,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	16	\$14,000
Construction Contingency		15%	\$65,000
Professional Fees and Administration		15%	\$75,000
<b>Total</b>			<b>\$585,000</b>

**Waterfront Promenade Total Cost Estimate:**  
**\$3,221,000**





# ConAgra Peninsula Public Spaces

	Unit Cost	Quantity	Item Cost
<b>Park at Northern Point</b>			
Demo for Sitting Steps to Water's Edge	\$6 /s.f.	2,500 s.f.	\$15,000
Sitting Steps to Water's Edge	\$18 /s.f.	2,500 s.f.	\$45,000
Enhanced Landscaping	\$8 /s.f.	25,000 s.f.	\$200,000
Shade / Ornamental Trees (4.5" caliper)	\$850 ea.	30	\$26,000
Pedestrian Amenities and Public Art	\$40,000 ea.	1	\$40,000
Construction Contingency		15%	\$50,000
Professional Fees and Administration		15%	\$56,000
<b>Total</b>			<b>\$432,000</b>
<b>Boardwalk Extension / Perimeter Walk</b>			
Boardwalk Treatment / Surface (assume wood plank)	\$6 /s.f.	75,000 s.f.	\$450,000
Pedestrian Lighting (includes conduit)	\$4,000 ea.	60	\$240,000
Signage and Wayfinding Allowance	\$50,000 ea.	1	\$50,000
Pedestrian Amenities and Public Art Allowance	\$80,000 ea.	1	\$80,000
Construction Contingency		15%	\$120,000
Professional Fees and Administration		15%	\$140,000
<b>Total</b>			<b>\$1,080,000</b>
<b>Huron Memorial Bridge Stairs / Plazas</b>			
Staircase (assume wood construction / no elevator)	\$50,000 ea.	1	\$50,000
Demo Roadway / Sidewalk	\$3 /s.f.	3,000 s.f.	\$9,000
Clear / Prepare Grass Areas for Plaza Construction	\$1.50 /s.f.	10,000 s.f.	\$15,000
Sidewalks and Plazas	\$8 /s.f.	10,000 s.f.	\$80,000
Crosswalks (stamped concrete)	\$12 /s.f.	2,600 s.f.	\$32,000
Construction Contingency		15%	\$28,000
Professional Fees and Administration		15%	\$32,000
<b>Total</b>			<b>\$246,000</b>

**ConAgra Peninsula Public Spaces Total Cost Estimate: \$1,758,000**









# Next Steps

## immediate results and setting the stage for long-term improvements

**V**ision 2020 is intended to serve as a first step in the process of realizing a coordinated plan for the City of Huron. This planning process provides a basis for which the implementation of new streets, enhancements to existing assets and the attraction of new development can be realized. The following pages outline a series of next steps that can be considered to continue momentum and move initiatives forward as they relate to policy directives, development and public space Activities, Transportation Programs and Financing Considerations:

### Policy Directives

- Hire a consultant to thoroughly analyze City of Huron Zoning Code in terms of its relevancy to current development trends, determine if any new sections should be added and consider altering format to Form-Based Zoning
- Immediately create a “Mixed-Use” zoning designation and rezone ConAgra Peninsula to allow for development types identified as the preferred alternative (described in further detail on the facing page)
- Develop sustainability / LEED requirements to integrate into development agreements for infrastructure and private development projects
- Re-establish public right-of-way for North Main Street Extension and Library Link
- Create and adopt Waterfront Amenity Package that can be used to guide amenity purchases in the future that are in line with the aesthetic the master plan - a coordinated purchase effort will ensure the City’s aggregate amenities help emphasize a definitive identity (included on following pages)

### Development and Public Space Activities

- Develop a working relationship between the City of Huron and current land owners to ensure that as properties are renovated or sold for redevelopment they are in line with the recommendations of the master plan
- Write RFP’s for new development along Huron River, ConAgra Site and other initiatives on both private and public land
- Pursue funding to construct Riverfront Boardwalks
- Complete property appraisals to aid in the establishment of public / private land partnerships for purchasing, funding, etc.
- Through direct working relationships between the City and private developers determine redevelopment funding strategies
- Create a new marketing strategy for the entire city that promotes an expansion of Downtown Huron and new development opportunities: residential, commercial, light industry (described in further detail on the facing page)
- Link all parks with an overall signage and pathway system that is unique, including signage, lighting and common amenities

### Transportation Programs

- Continue to work with Ohio Department of Transportation to determine what improvements and alterations can be made to the Huron Memorial Bridge
- Study Route 6’s traffic volumes to determine if reconstruction can narrow the roadway
- Hire urban design and engineering consultant to redesign key intersections to safely accommodate necessary trucks and the pedestrian / bicycle network (Fabens Park, Berlin Road, etc.)
- Perform an economic development analysis to determine if a TIF District would be beneficial in the construction of the new parks, boardwalk and public spaces integrated into the ConAgra Peninsula

### Financing Considerations

- Develop preliminary economic analysis and proforma(s) that is responsive to Huron’s market demand and analysis
- Funding sources – investigate and identify potential lenders, that may include:
  - *City, County, State grants and low-interest loans*
  - *Brownfield funds - notably along the Huron River and adjacent to railroad tracks (Nickel Plate Beach)*
  - *Tax-increment financing (TIF)*
  - *Tax abatement - may be offered to entice residential development*
  - *Conventional financing*
  - *Private developer equity*
- Finalize development strategy, economic projections, financial commitments



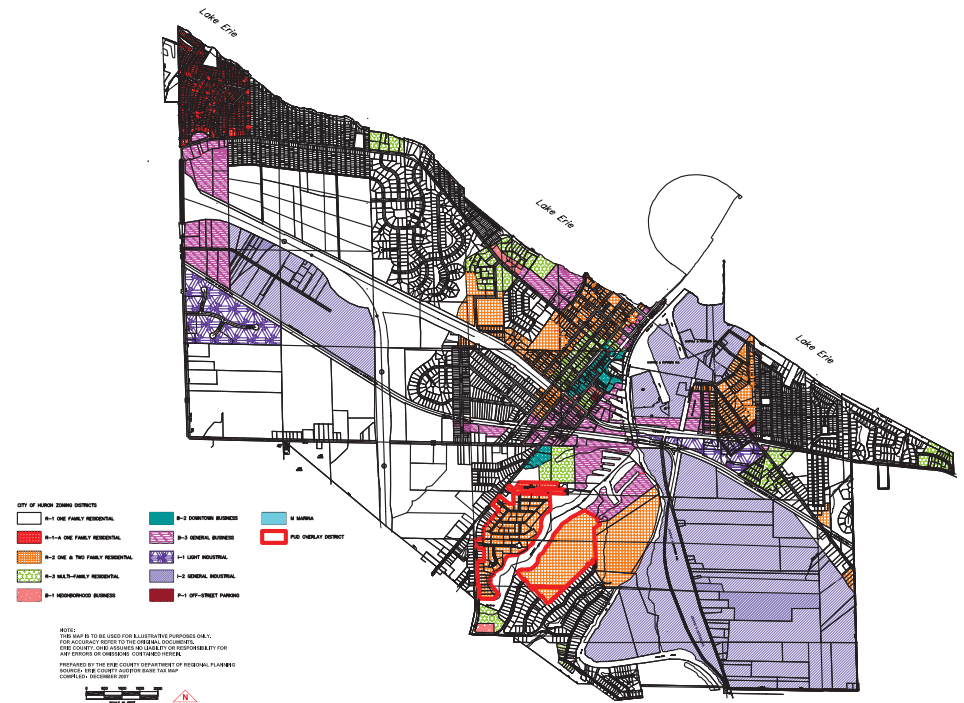
## Marketing an Expanded Downtown Neighborhood and City-Wide Opportunities

It is a recommendation of this report to develop a comprehensive marketing strategy for Huron's greater Downtown District that includes the mixed-use core, new development (notably along the Huron River's banks and the ConAgra Peninsula) and to celebrate the existing historic residential neighborhoods. Through this planning process, the anticipated creation of a new neighborhood on the ConAgra Peninsula has identified the critical roles downtown and Main Street play in the successful future of Huron. Building and strengthening the core is imperative. This provides an excellent opportunity to begin promoting the expanded downtown as a mixed-use town center. A new marketing campaign can promote the City of Huron as a place that will allow people to live, work, shop and dine within one walkable downtown. This type of marketing strategy will not only help to renew interest in the existing neighborhoods, but will also promote the redevelopment sites to private developers and potential businesses owners / commercial tenants.

When developing a marketing strategy for Huron a number of different sources must be considered. The City should coordinate to create promotional materials both in print and online. Additionally, signage and graphics throughout the City are important. Coordinated gateway signage, banners on light poles, wayfinding graphics and informational / educational materials demonstrate that this expanded downtown is part of one unified municipality. In addition, the creation of a marketing campaign and physical branding scheme that defines Downtown may also help to unite business owners in an effort to create a stronger business district that acts as a singular group to enhance the overall commercial vitality.

## Zoning Recommendations to Support Redevelopment

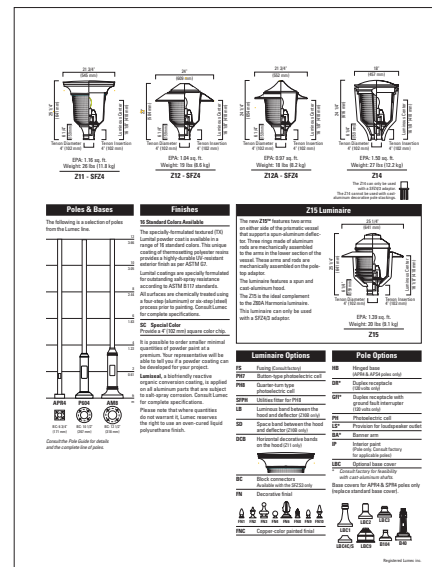
The most straightforward way for a City to control how a property is redeveloped is through zoning. Currently, the ConAgra site is categorized as I-2 General Industrial. Parcels along the proposed North Main Street extension fall into three categories: R-3 Multi-Family Residential, B-2 Downtown Business and B-3 General Business. Each of these areas have been identified to have a mixture of uses. Vision 2020 recommends creating a new category, Mixed-Use District, and applying to these parcels to facilitate their redevelopment. This approach retains flexibility and maximizes opportunities for private investment.



CURRENT CITY OF HURON ZONING MAP - CONSIDER UPDATES AND NEW FORMATTING



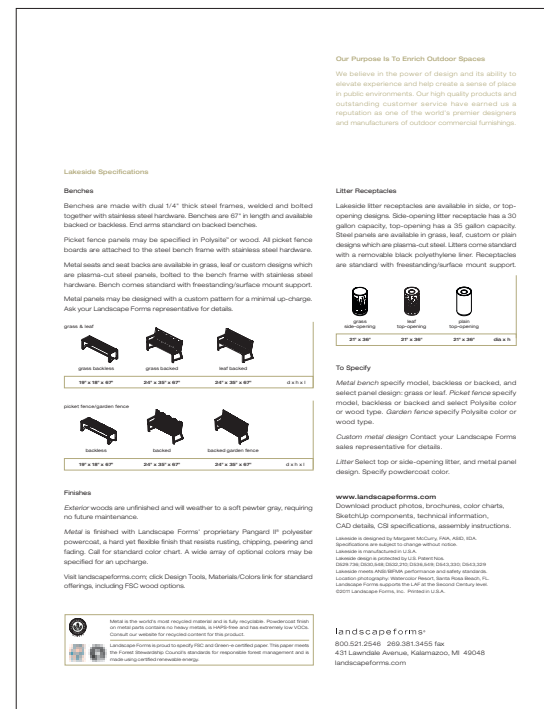
creating a coordinated package to sell the expanded waterfront experience

[illegible]





## BENCH - INSTALL ALONG ALL DEFINED WATERFRONT WALKS, PATHS, PARKS AND STREETS



## WASTE & RECYCLING RECEPTACLES - CITY-WIDE INSTALLATIONS

