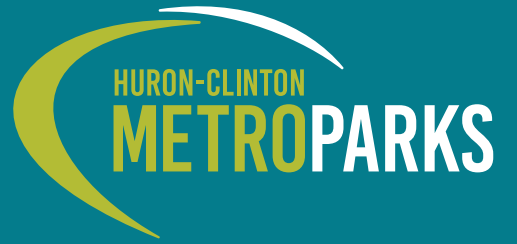


LAKE ST. CLAIR METROPARK MASTER PLAN



5 Year Update to 2017 – 2027



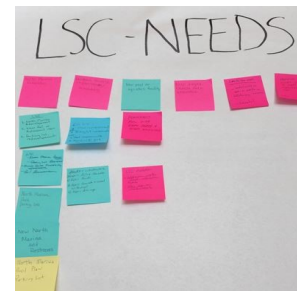
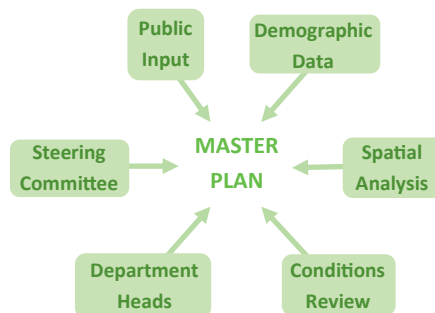
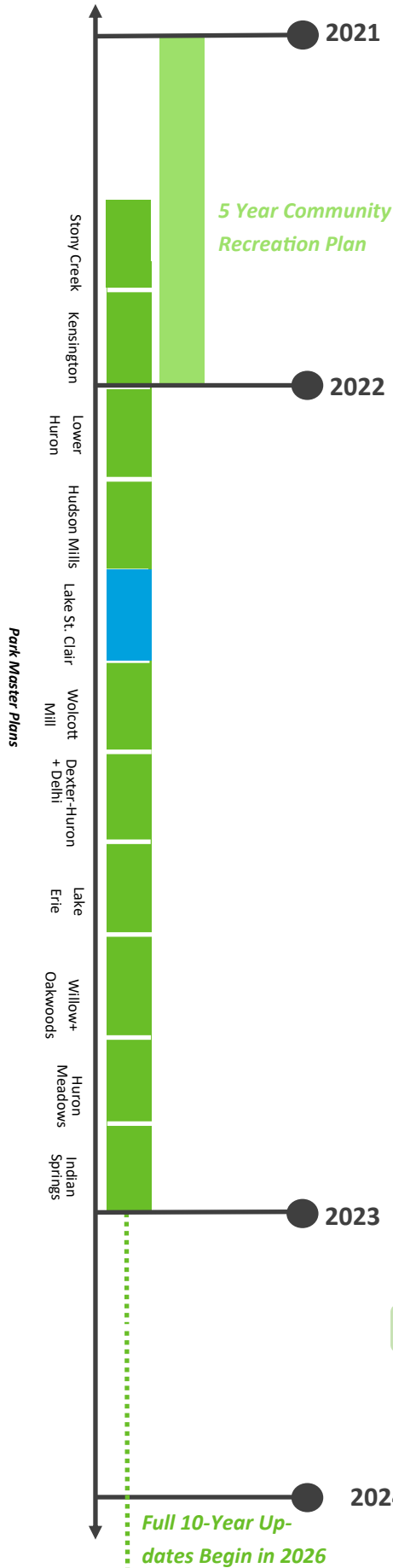
Introduction

Planning Process

The five-year update is an opportunity for each of the 13 Metroparks to review their master plan and make sure it is still relevant. This review includes 1) major changes to facilities, infrastructure and programming in the park; 2) updated needs and opportunities; 3) completed action items; and 4) any new actions necessary to implement the goals and policies for the park. One of the most important components is the public input collected through meetings, questionnaires, and online comments, all of which influence plan recommendations. A master plan steering committee was formed to include park employees with exceptional knowledge of Lake St. Clair and surrounding community who, along with the experienced Metroparks administrative department heads provided their professional opinions.

The Planning and Development Department also included updates to the demographic and spatial data to inform recommendations. Demographic data looks at the density, age, income, language, and other factors of the regional population. Spatial data, usually analyzed through Geographic Information System (GIS) software, looks at the physical location of the parks in relation to other recreation opportunities, transportation facilities, population centers, important natural resources, and more. Finally, the planning staff conducted a review of park conditions to identify areas needing improvement and areas experiencing success.

The master plans are intended to be living documents, modified as needed to reflect changing conditions in the parks with this review every five years. However, they focus on park developments over ten years, and will be updated through a more comprehensive planning process at the end of the planning horizon.



The Steering Committee met on 06/14/2022

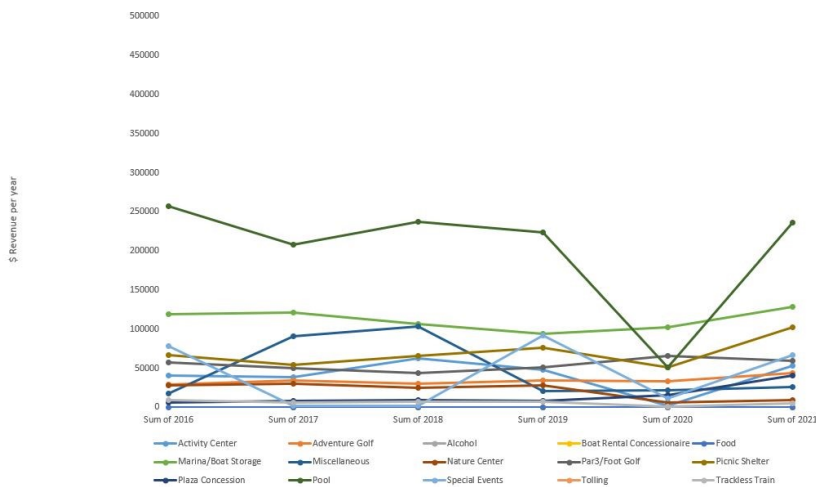
REVENUE

Revenue Sources

2021 Operations Revenue

Revenue Source	2021 Total
Tolling	2,168,868.51
Pool	236,233.43
Marina	128,714.46
Plaza Concession	40,389.06
Activity Center	54,354.37
Picnic Shelter	102,019.65
Par 3/ Foot Golf	59,853.76
Adventure Golf	43,799.00
Trackless Train	4,697.66
Special Events	66,380.99
Nature Center	9,433.82
Miscellaneous	26,092.30
Total	3,111,593.00

REVENUE TRENDS—2016-2021



*2021 Operations Revenue was irregular due to the COVID pandemic.

NEEDS

Diversify sources of revenue

Offer new and exciting programs to visitors to both boost tolling and gather user fees

OPPORTUNITIES

The Metroparks 2021 General Fund revenue equaled \$59,729,968. Lake St. Clair's 2021 operations revenue was approximately \$3,111,593, comprising 5.2% of all Metroparks revenue.

Lake St. Clair's budgeted 2022 operations revenues are \$2,888,126, while estimated 2022 operations expenses are \$4,943,353. Property tax and other revenue will subsidize 42% (\$2,055,229) of the Lake St. Clair operating budget.

Revenue

Visitors

Lake St. Clair Metropark is a regional park and can draw from the approximately 3,412,193 Michigan residents that live within a 30 mile radius (approximately a 45-minute drive) of the park. Certain events and activities may draw visitors from greater distances.

Vehicle entries to Lake St. Clair Metropark have hovered between 390,000 and 540,000 since 2016. Weather often plays a role in attendance to the park; activity areas greatly affected by weather are the trails, beaches, marina, boat launch, nature center and golf course.

Consolidation of statistical information is needed to better assess vehicle entries, park users, event attendance, event participants and activity participation within the park. This information will help with marketing of events, activities and future analysis of the park.



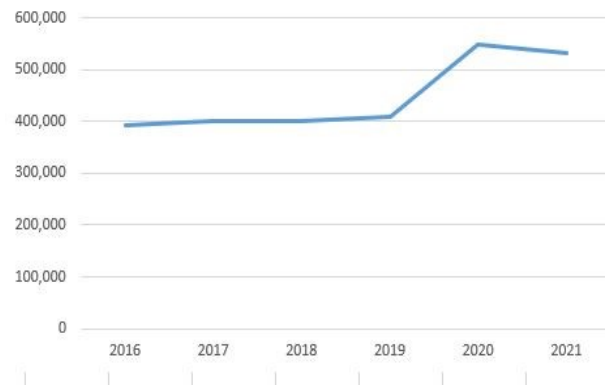
NEEDS

Target market strategy

Take advantage of proximity to urban population to grow revenue and system awareness

OPPORTUNITIES

VEHICLE ENTRIES YEAR 2016-2021



Lake St. Clair Metropark 30-Mile radius



Programs & Events



Dickens Christmas



Voyageur Canoe Program



Interpretive Hike

NEEDS

Increase revenue and visitation

Build on enthusiasm of Lake St. Clair visitors with exciting, engaging programs and events

OPPORTUNITIES

2022 Integrated Marketing Plan

Educational and public programs looked much different than “average” in 2020. Staff adjusted to ever-changing situations of the pandemic to continue serving visitors on multiple platforms using virtual and hybrid programs, as well as small-group, in person, outdoor programs. These new practices will carry over into 2022 and staff will continue working collaboratively to provide exciting new experiences for the Lower Huron communities in ways that are safe and engaging.

2020-2022 Recreation Programming Plan

In 2022, the Metroparks amended the 2020-2022 Community Recreation Plan to include a Recreation Programming Plan.

An important element of programming is accessibility and ensuring all programs, events, and services are compliant with the American Disability Act (ADA) requirements.

To achieve this, the Metroparks has begun self-evaluation of all programming and services offered by each department. Each program was categorized into groups of similar activities (e.g. programs, events, activities) and will then be analyzed each activity in terms of vision, hearing, and mobility barriers that may exist.



COMMUNITY INFLUENCES

Population

The population of the communities surrounding Lake St. Clair is aging rapidly and changing in mobility. The percentage of households without access to an automobile is rising in the region. The Metroparks were created at the time of the auto boom, when it was assumed that every family would have a car to take out to the countryside on the weekends. Since habits and lifestyles are changing, the Metroparks must look into innovative ways to provide access to the parks for all.

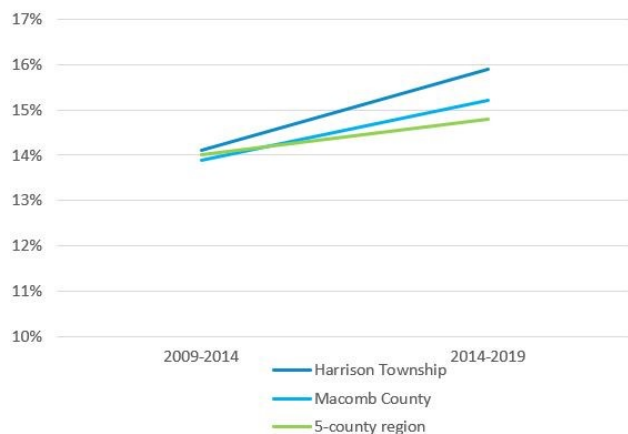
The percentage of individuals over 65 years of age is rising quickly in the region, Macomb County, and Harrison Township. The township is seeing this growth more dramatically than the county as a whole. Older adults have distinct needs, often requiring accommodations for mobility and accessibility of park features such as trails and buildings. This is important to keep in mind when planning the future of a park serving an older population.

NEEDS

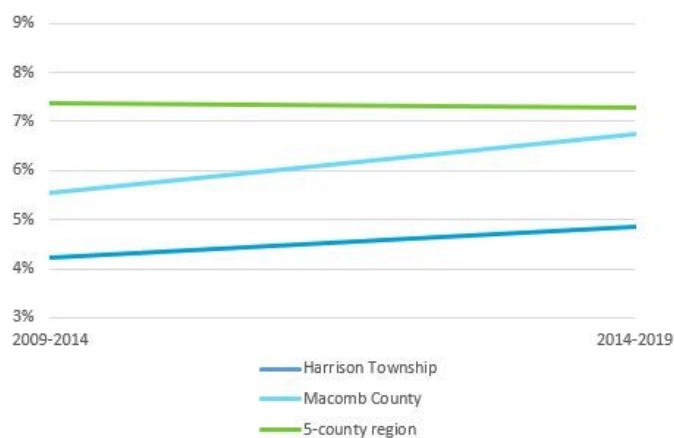
Address changing needs of new population demographics

Draw new users with a connected, accessible, welcoming and safe park environment

OPPORTUNITIES



CHANGE IN PERCENT OF POPULATION OVER 65 YEARS, FROM 2009-2014 through 2014-2019 (Source: US Census American Community Survey)



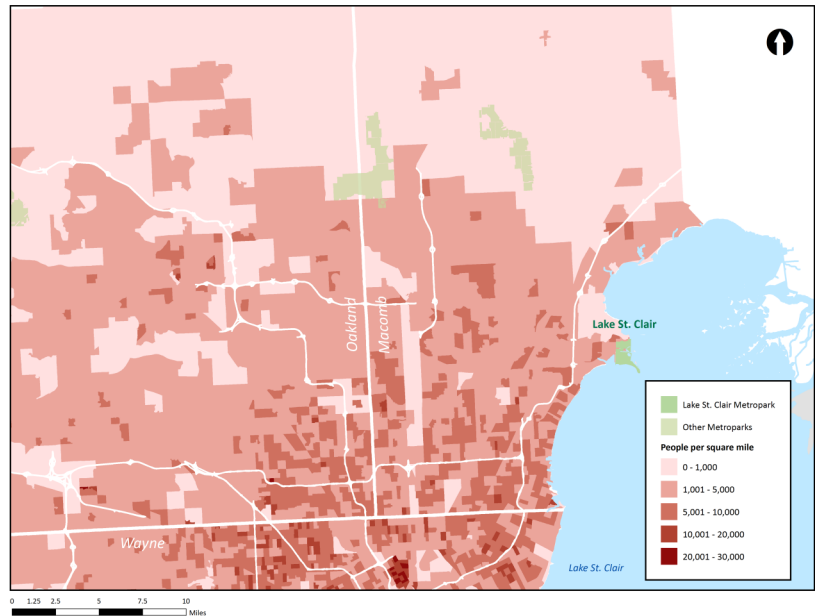
CHANGE IN PERCENT OF HOUSEHOLDS WITH NO CARS AVAILABLE, 2009-2014 through 2014-2019 (Source: US Census American Community Survey)

Community Influences

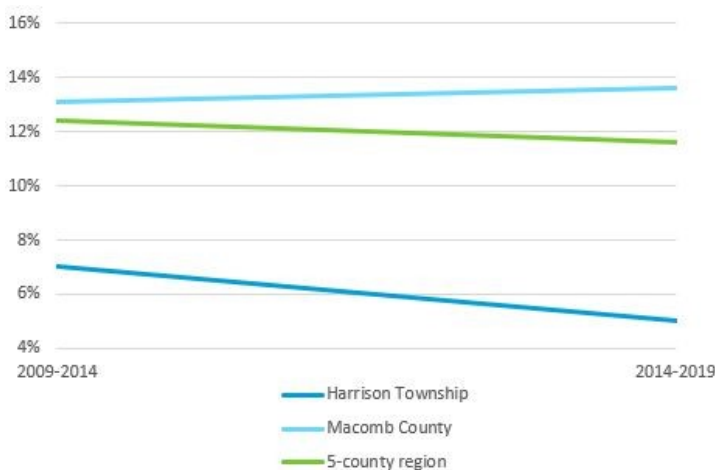
As shown below, Lake St. Clair is located in a denser area than many other Metroparks, at the end of the chain of higher population areas following I-94. The areas directly bordering the park have an average population between 1,001 and 5,000 people per square mile, and the population center of Mt. Clemens can be found just to the west. The swath of lower population density to the north of the park may be explained by the presence of Selfridge Air Base.

While on average the 5-county region is falling in population density, the population in Macomb County has risen slightly, creating increased demand for recreation in the area. The population of Harrison Township has been relatively constant from 2009-2014 to 2014-2019.

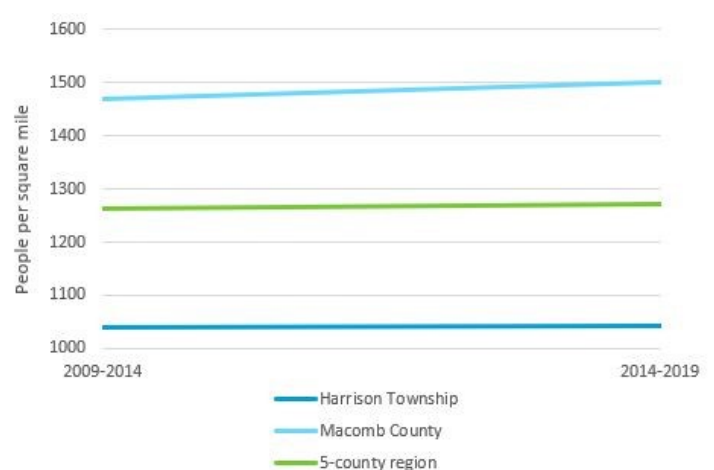
Although most households in the area still speak English as their first language, Macomb County is seeing a slight increase in households speaking languages other than English at home. Because of this growing linguistic diversity the Metroparks are working towards more universal signage design, with a focus on easily understandable symbols. Harrison Township does not follow this trend, having decreased numbers of speakers of other languages.



POPULATION DENSITY BY CENSUS TRACT, 2014-2019



CHANGE IN PERCENT OF HOUSEHOLDS SPEAKING LANGUAGE BESIDES ENGLISH AT HOME, 2009-2014 through 2014-2019 (Source: US Census American Community Survey)



CHANGE IN AVERAGE POPULATION DENSITY, 2009-2014 through 2014-2019 (Source: US Census American Community Survey)

NEEDS

Improve connectivity within the park and with the community

Create good working relationship with surrounding municipalities

OPPORTUNITIES

Understanding the goals and plans of municipalities bordering and/or containing Lake St. Clair is essential for a collaborative, comprehensive planning process. Planning staff researched the published master plans and recreation plans of surrounding municipalities, counties, and regional agencies. These provided a basic idea of the direction planned for each, especially regarding land use, development, and recreation.

Harrison Township

- Reimagining as denser, more connected, more sustainable place to live.
- Flood risk leads to recommendations for rain gardens and pervious surfaces.
- Maximizing community access to lakefront and other recreation

Macomb County

- Enhancing role in recreation through shared services and collective efforts
- Goal is to establish dedicated parks and recreation department
- Continuing to invest in Macomb Orchard and Paint Creek trails

Clinton River Watershed Council

- WaterTowns green infrastructure improvement suggestions

Projects/Initiatives

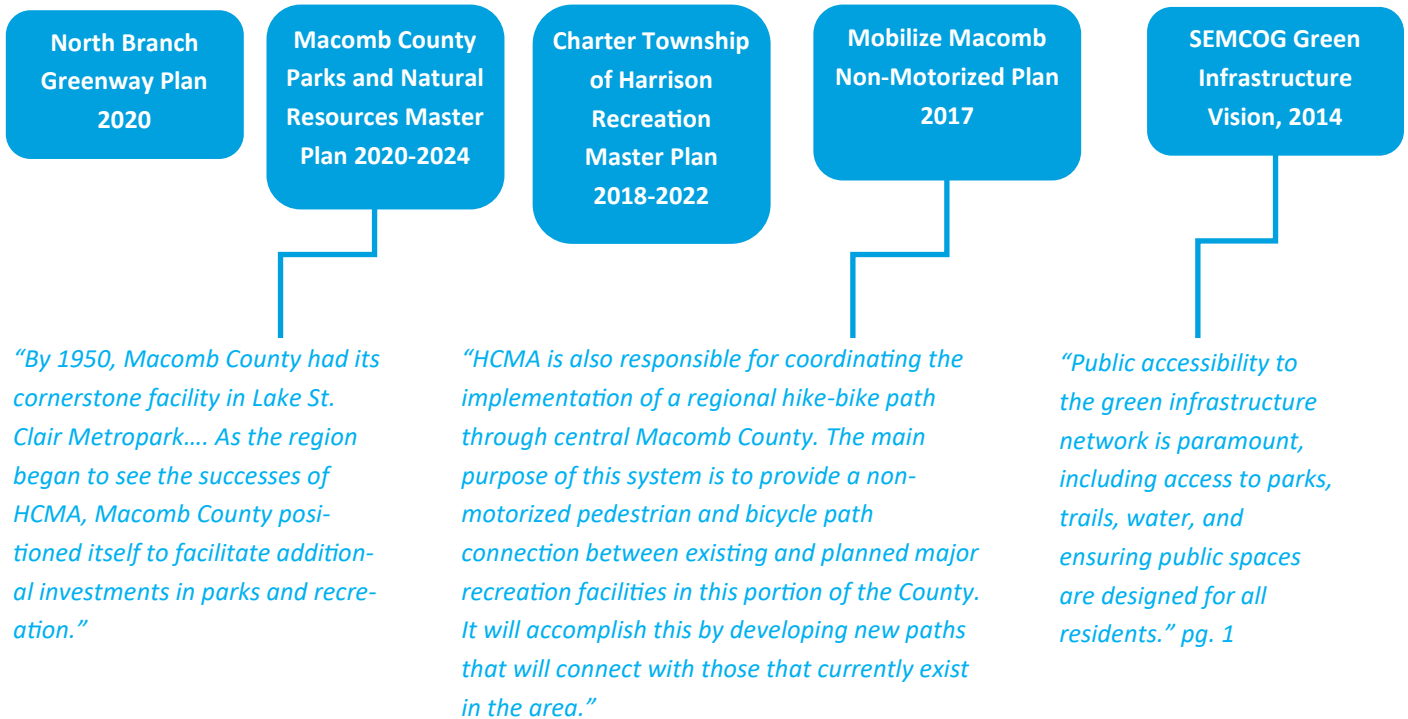


MUNICIPALITY MAP



Community Influences

Relevant Planning Documents



Since the development and land use decisions of bordering communities and other governmental agencies directly impact the park, these neighbor master plans were reviewed and taken into account when creating this document. The opinions and ideas expressed by residents and leaders in these municipalities give Lake St. Clair a wider context and in many cases underscore the importance of the park's resources to citizens.

Macomb County does not have a Parks and Recreation Commission and maintains only a few county parks. Therefore, Lake St. Clair may play a larger role than other Metroparks in meeting everyday, neighborhood-level recreation needs.

Lake St. Clair is part of a broader system of recreation and green space that includes other Metroparks as well as local, county, and state parks and greenways. Due to this, recreation and green infrastructure plans were also considered in creating the Lake St. Clair Master Plan. Many communities are currently advancing their non-motorized networks, seeking grant funding to create greenways and paths, and cooperating to provide linked green and recreation spaces to their constituents.



PUBLIC INPUT

← Outreach Process

2022 Community Needs and Assessment

ETC Institute administered a needs assessment survey for Huron-Clinton Metroparks (HCMA) during the Spring of 2022. The survey was administered as part of Metroparks' efforts to establish and priorities improvements to the parks system, which included 13 parks covering more than 25,000 acres in Wayne, Oakland, Macomb, Livingston and Washtenaw counties. The survey and its results will guide HCMA in taking a resident-driven approach to making decisions that will enrich the future of the community and positively affect the lives of all residents in southeast Michigan.

ETC Institute mailed a survey packet to a random sample of households in Livingston County, Macomb County, Oakland County, Washtenaw County, Wayne County (outside the City of Detroit), and the City of Detroit.

Location	Completed Surveys	% Precision
<i>Livingston County</i>	479	±4.5%
<i>Macomb County</i>	511	±4.3%
<i>Oakland County</i>	583	±4.1%
<i>Washtenaw County</i>	514	±4.3%
<i>Wayne County (Outside Detroit)</i>	407	±4.9%
<i>City of Detroit</i>	405	±4.9%
Total	2,899	±1.8%

The table above shows the number of completed surveys collected in each of the six sampling areas. The table also shows the margin of error at the 95% level of confidence for each area.

The results presented in this report have been weighted to represent each sampling area's share of the population of the Huron-Clinton Metroparks service area. The weighted results give more weight to the responses from the larger sampling areas, including Macomb County, Oakland County, Wayne County (outside Detroit), and the City of Detroit, and similarly gives less weight to the responses of the smaller sampling areas, including Livingston County and Washtenaw County

Priorities for Parks & Recreation Facility Investments in the Huron-Clinton Metroparks Service Area

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weighs:

- the importance that households place on each facility/amenity/ activity/program
- how many households have unmet needs for the facility/

Facility	Priority Investment Rating (PIR)
<i>Trails-paved, multi-use (walking, biking)</i>	189.2
<i>Beaches</i>	174.7
<i>Natural areas</i>	145.7
<i>Trails-unpaved, nature trails</i>	139.7
<i>Trails-unpaved, hiking</i>	137.2
<i>Nature centers</i>	114.2
<i>Canoe/kayak launch sites</i>	110.2
<i>Outdoor swimming pools</i>	107.9

Results

Macomb County

The table below shows the Priority Investment Ratings (PIR) for parks and recreation facilities, based on the PIR analysis conducted using the data from Macomb County households. The following nine facilities were rated as high priorities for investment:

- Beaches
- Paved multi-use trails for walking and biking
- Unpaved trails, nature trails
- Natural areas
- Unpaved trails for hiking
- Outdoor swimming pools
- Canoe/kayak launch sites
- Nature centers

Facility	PIR	
Beaches	181.5	High Priority (PIR=100-200)
Trails-paved, multi-use (walking, biking)	180.6	
Trails-unpaved, nature trails	138.1	
Natural areas	128.1	
Trails-unpaved, hiking	125.2	
Outdoor swimming pools	116.3	
Canoe/kayak launch sites	111.7	
Nature centers	107.2	
Fishing banks or docks	98.0	
Canoe/kayak rentals	96.4	Medium Priority (PIR=50-99)
Picnic tables	82.2	
Playgrounds	81.0	
Picnic shelters	80.1	
Camping areas-RVs	70.6	
Splash pad (water play area)	67.7	
Waterslides	66.1	
Trails-mountain biking	62.9	
Camping areas-primitive sites	58.3	Low Priority (PIR=0-49)
Camping areas-group sites	57.7	
Golf courses	52.9	
Golf driving ranges	46.5	
Boat docks	37.5	
Boat ramps	37.2	
Marinas	29.6	
Disc golf	28.0	

The table below shows the Priority Investment Ratings (PIR) for parks and recreation programs, based on the PIR analysis conducted using the data from Macomb County households. The following 16 programs were rated as high priorities for investment:

- Concerts
- Movies in the park
- Bird/wildlife watching program
- Camping
- Pet-friendly programs
- Walking clubs/programs
- Guided nature hikes
- Art/photography

Program	PIR	
Concerts	200.0	High Priority (PIR=100-200)
Movies in the park	141.6	
Bird/wildlife watching programs	136.3	
Camping	136.2	
Pet-friendly programs	135.4	
Walking clubs/programs	128.6	
Guided nature hikes	115.2	
Art/photography	111.2	
Astronomy programs	99.3	
Fishing programs	97.4	Medium Priority (PIR=50-99)
Guided canoe/kayak tours	97.1	
Water fitness programs	91.2	
Environmental education programs	88.8	
Natural/cultural history programs	87.2	
Golf lessons	81.1	
Swim lessons	63.8	
Farm educational programs	61.9	
Boating classes	58.6	Low Priority (PIR=0-49)
Guided motorized boat tours	48.6	
Programs for people with disabilities	47.2	
Golf tournaments	32.8	
Running clubs/programs	32.5	
Homeschool programs	21.5	
Virtual programs	20.2	

Action Plan

Needs & Opportunities

Based on the assessment of park conditions, demographic research and spatial analysis, public input, and staff input, the needs and opportunities listed throughout this document were developed. [5-year updates are in blue text](#)

Needs

- Continue to draw diverse range of visitors to the park
- Define and protect areas with important biodiversity features
- Better educate the importance of preserving important cultural features
- Address aging and overbuilt infrastructure
- Identify areas of facility duplication for repurposing and consolidation
- Work with county and local communities to address any park boundary issues
- Replace outdated, confusing, inconsistent signs
- Pursue improvements to park accessibility
- Diversify sources of revenue
- Target market strategy
- Increase revenue and visitation
- Address changing needs of new population demographics
- Improve connectivity within the park and with the community
- Incorporate variety of opinions and user groups into master plan



Opportunities

- Build on park character to attract new visitors
- Create a resilient network of biodiverse areas in the park
- Draw new visitors with programming/education based on history of park
- Redevelop park areas to better serve visitors and environment
- Provide unique recreational facilities to draw visitors from across the region
- Create good working relationship with neighbors and partner organizations
- Create consistent, convenient wayfinding system to give visitors confidence
- Ensure that users of all abilities feel empowered to take full advantage of the park
- Offer new and exciting activities/programs to visitors of the park to both boost tolling and gather user fees
- Take advantage of proximity to urban population to grow revenue and system awareness
- Build on enthusiasm of Lake St. Clair visitors with exciting, engaging programs and events
- Draw new users with a connected, accessible, welcoming and safe park environment
- Create good working relationship with surrounding municipalities
- Create vibrant park through robust, transparent public outreach



With these in mind, the following list of projects, plans, and studies was developed. Major and minor projects have been identified as priorities and assigned a timeline, and the accompanying studies have been listed. These pages should serve as a blueprint for the future of the park over the next ten years.

Large Facilities

Description	Department Lead	Other Department	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Parking Lot Redevelopment Phase 3 & 4	Engineering	Planning, Operations, NR	Contractors	\$2,500,000		x		Not started
Park Office/Food Bar Redevelopment	Engineering	Planning, Operations	Contractors	\$3,000,000		x		Not started
Nature Center Renovation Strategy	Engineering	Interpretive, Maintenance	Contractors	\$500,000	x	x	x	Ongoing
Pool/Bathhouse Redevelopment	Engineering	Planning, Interpretive	Contractors	\$1,000,000		x		Not started
North Marina Redevelopment	Engineering	Planning, Operations	Contractors	\$1,000,000		x		Not started
Accessible Kayak Launch Redevelopment & Power Installation	Engineering	Planning, Operations	Simple Adventures	56,151	x			Under construction
Meadow Loop Trail Redevelopment	Engineering	Planning, Operations		TBD		x		Not started



Infrastructure / Small Facilities

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Pavement projects (list developed annually, as needed)	Engineering	Planning, Operations	Contractors	TBD	x	x	x	Ongoing
Accessibility improvements, including interiors and walkways - parkwide	Engineering	Planning, Operations	Contractors	TBD	x	x	x	Ongoing
Resurface basketball court on the Point	Engineering	Operations, Maintenance	Contractors	\$12,000				Complete
Develop hike-bike trail connectors from Daysail to the playground (Tot Lot) and to the Playfield area (~2,800 lf)	Engineering	Planning, Operations	Contractors	\$150,000		x		Not started
Develop strategy for Adventure Golf facility strategy	Engineering	Planning, Operations		TBD		x		Not started
Install comfort station at former roller rink site	Engineering	Planning, Operations	Contractors	\$350,000		x		Not started
Implement North Marina building replacement plan	Engineering	Planning, Operations	Contractors	TBD		x		Not started
Boardwalk repairs (East/West)	Engineering	Operations, Maintenance	Contractors	\$430,000	x	x	x	Ongoing
Rebuild Nature Trail bridges(2)	Engineering	Planning, NR	Contractors	\$160,000	x			Not started
Adult changing room south marina	Engineering	Planning	Contractors	TBD	x			Not started

Natural Resources

Description	Dept. Lead	Other Depts.	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Vegetation Management (annual)	NR	Operations		\$30,000	x	x	x	Ongoing
Hazardous waste removal (annual)	NR	Operations		\$2,000	x	x	x	Ongoing
Early detection, rapid response. Invasive species surveys and control in high quality natural areas (annual)	NR	Interpretive	NGOs	\$12,000	x	x	x	Ongoing
Conduct prescribed fire in adapted native communities	NR		Contractors	\$4,000	x	x	x	Ongoing
Nuisance animal control	NR		NGOs	\$3,000	x	x	x	Ongoing
North Marsh prairie restoration	NR	Planning		\$30,000				Complete
Turtle nesting habitat	NR			\$5,000	x			Not started
Nesting platforms for marsh birds	NR		MDNR/USFWS	\$10,000	x			Not started



Signage

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Roadside wayfinding/directional signage updates - parkwide	Planning	Maintenance, Operations		\$15,000	x	x	x	Ongoing
Trail wayfinding signage and trailhead improvements– nature trails, hike-bike trail	Planning	Maintenance, Interpretive, Operations		\$5,000	x	x	x	Ongoing
Interpretive signage improvements– nature trails, parking lot stormwater features, marsh	Interpretive	Planning, Operations, Maintenance		\$5,000	x	x	x	Ongoing
New Branding	Marketing, Interpretive	Planning, Operations		TBD	x	x	x	Ongoing



Area Plans/Studies/Initiatives

After identifying the need for changes or improvements based on user feedback and staff research, in-depth evaluation and planning must be carried out to gain a detailed understanding of problems and opportunities and determine the best strategies based on existing conditions and resources. Sometimes a process to formally monitor facility usage and gauge popularity is necessary. These studies often result in a scope of work, a work plan, and in some cases a site plan that give staff a roadmap for planned changes. Recommended studies are listed below:

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Pool/Bathhouse improvement plan: replace piping/mechanical elements, renovate bathhouse, replace slides	Engineering, Planning	Operations, Maintenance		staff time	x			Not started
Park Office/Food Bar redevelopment plan: possible relocation of one or both functions to new facilities	Planning, Engineering	Operations		staff time	x			Not started
Adventure Golf facility strategy: determine future use of the area	Planning	Engineering, Operations		staff time	x			Not started
Maintenance Area redevelopment plan: replace buildings, organize site, address stormwater issues	Planning, Engineering	Maintenance, NR, Operations		staff time	x			Not started
Nature Center renovation strategy: replace exhibits, building improvements, site improvements	Interpretive	Engineering, Planning		staff time	x			Not started
North Marina building replacement plan	Planning, Engineering	Operations	Consultant	staff time				Complete
Continue growth of partnership with SMART on transit initiatives	Planning	Engineering, Operations		staff time	x	x	x	Ongoing
EV initiatives	Planning	Engineering, Operations		staff time	x	x	x	Ongoing

Area Plans/Studies/Initiatives (cont'd)

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Redevelopment plan for North and Shore marinas: determine future use of area, address seawall	Planning, Engineering	Operations, Maintenance	Consultant	\$1,000,000				Complete
Develop storage solution and annual removal strategy for lake weeds	NR	Maintenance, Engineering, Planning	Contractors	staff time	x	x	x	Ongoing
Sustainability initiatives	NR	Operations, Planning, Engineering		TBD	x	x	x	Ongoing
Establish invasive species control tracking website	NR	Web, IT	MNFI, MISIN	staff time	x	x	x	Ongoing
Stormwater monitoring	NR			\$5,000	x	x	x	Ongoing
Herpetological surveys	NR		NGOs	\$15,000	x	x	x	Ongoing
European Frog Bit control research	NR		Local universities	\$20,000	x	x	x	Ongoing
North marsh access study	Planning	NR, Engineering		staff time				Complete
Water quality study	NR	Planning, Engineering		staff time	x	x	x	Ongoing
Shoreline erosion study	NR	Planning, Engineering		staff time	x	x	x	Ongoing
Beach and shoreline debris management strategy	Planning	NR		staff time	x	x	x	Ongoing