



THE FUTURE OF
**FRESH
WATER** | L'AVENIR DE
**DE L'EAU
DOUCE**

MAY 14 - 16, 2025 MILWAUKEE, WI



GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT

FULL PROGRAM



WIFI

NETWORK:
**Saint Kate
Conference**

PASSWORD:
Saint Kate

SOCIAL MEDIA



#FutureofFreshWater
#GLSLStrong
@GLSLcities



GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
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CITIES INITIATIVE
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DES GRANDS LACS ET DU SAINT-LAURENT

COMING TOGETHER: SCALING UP WATERFRONT PLANNING

Presented by:

SMITHGROUP

COMING TOGETHER: SCALING UP WATERFRONT PLANNING

MAYOR



Kirsten Holzheimer Gail

PLANNING
MANAGER, DESIGN &
IMPLEMENTATION



James Sonnhalter

WATERFRONT
DIRECTOR



Jason Stangland

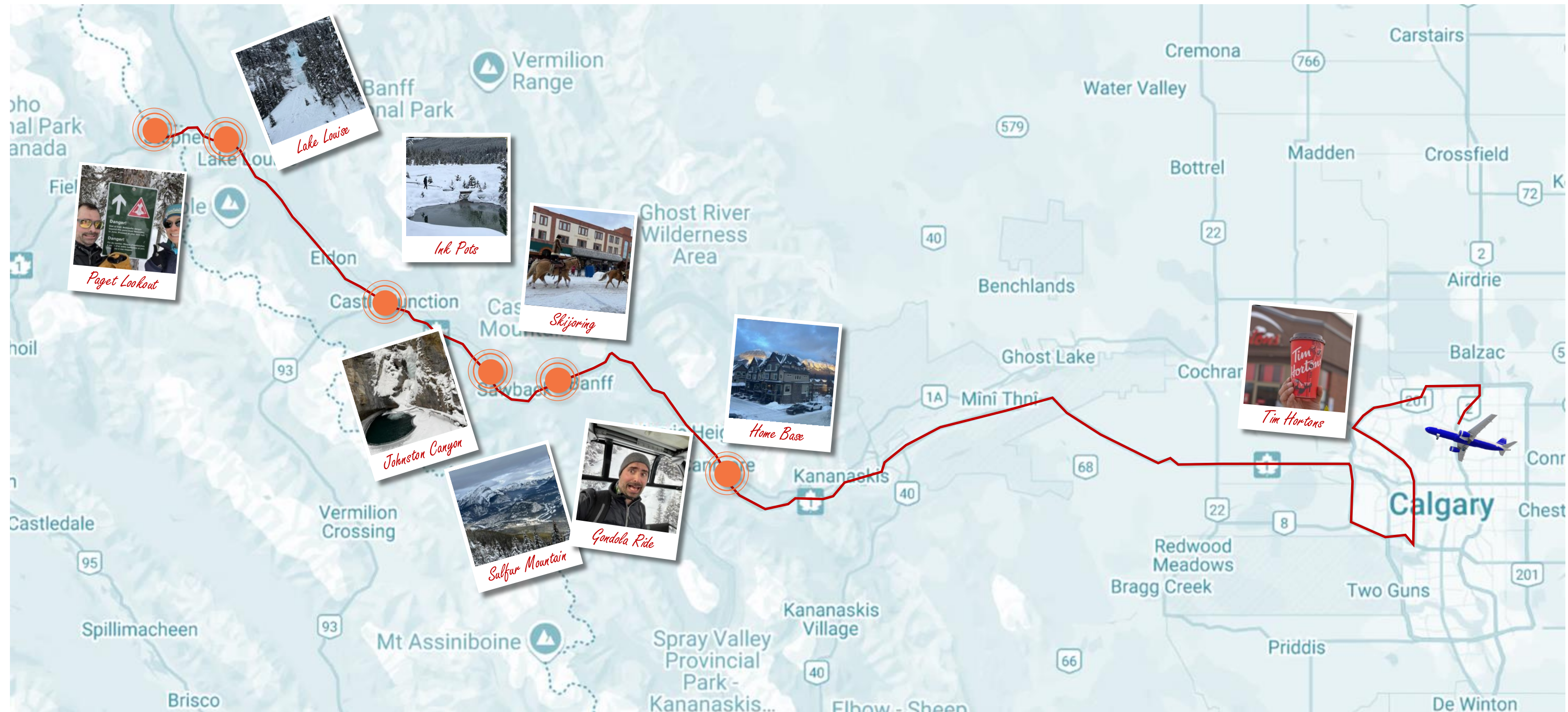
SENIOR COASTAL
PROGRAMS MANAGER



Zoë Kuntze

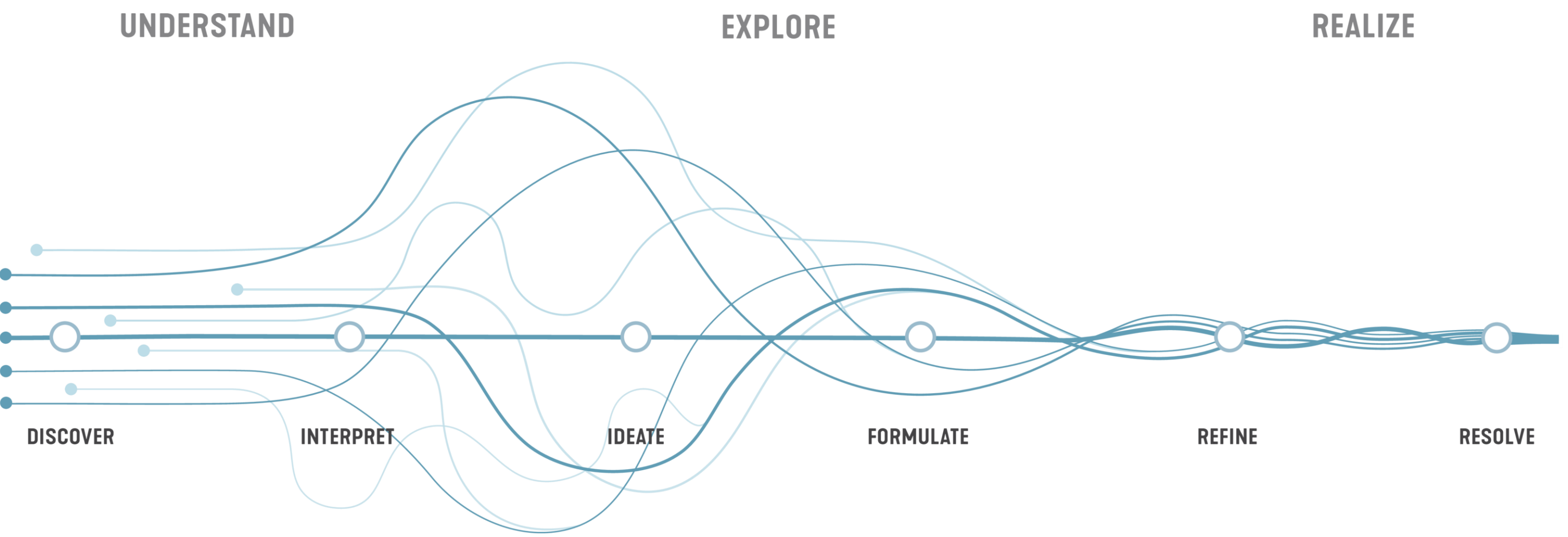
IT'S LIKE VACATION PLANNING

IT'S LIKE VACATION PLANNING



MASTER PLANNING

A BETTER DESCRIPTION OF THE PROCESS



MASTER PLANNING

A ROADMAP...



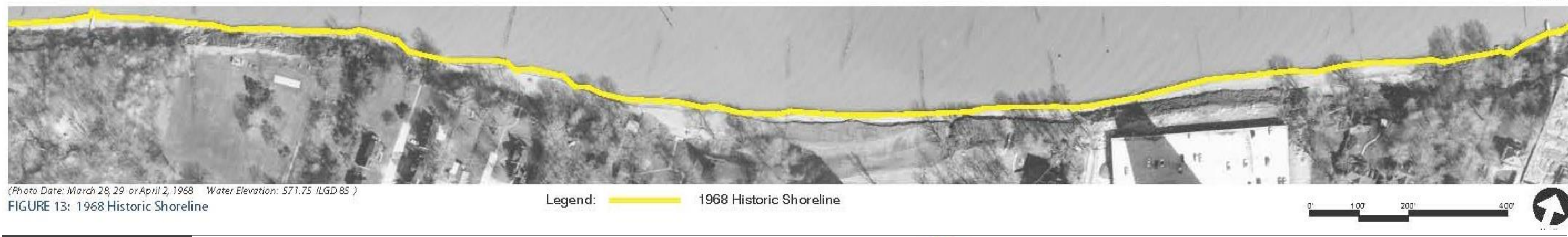
MASTER PLANNING

THAT LEADS TO IMPLEMENTATION



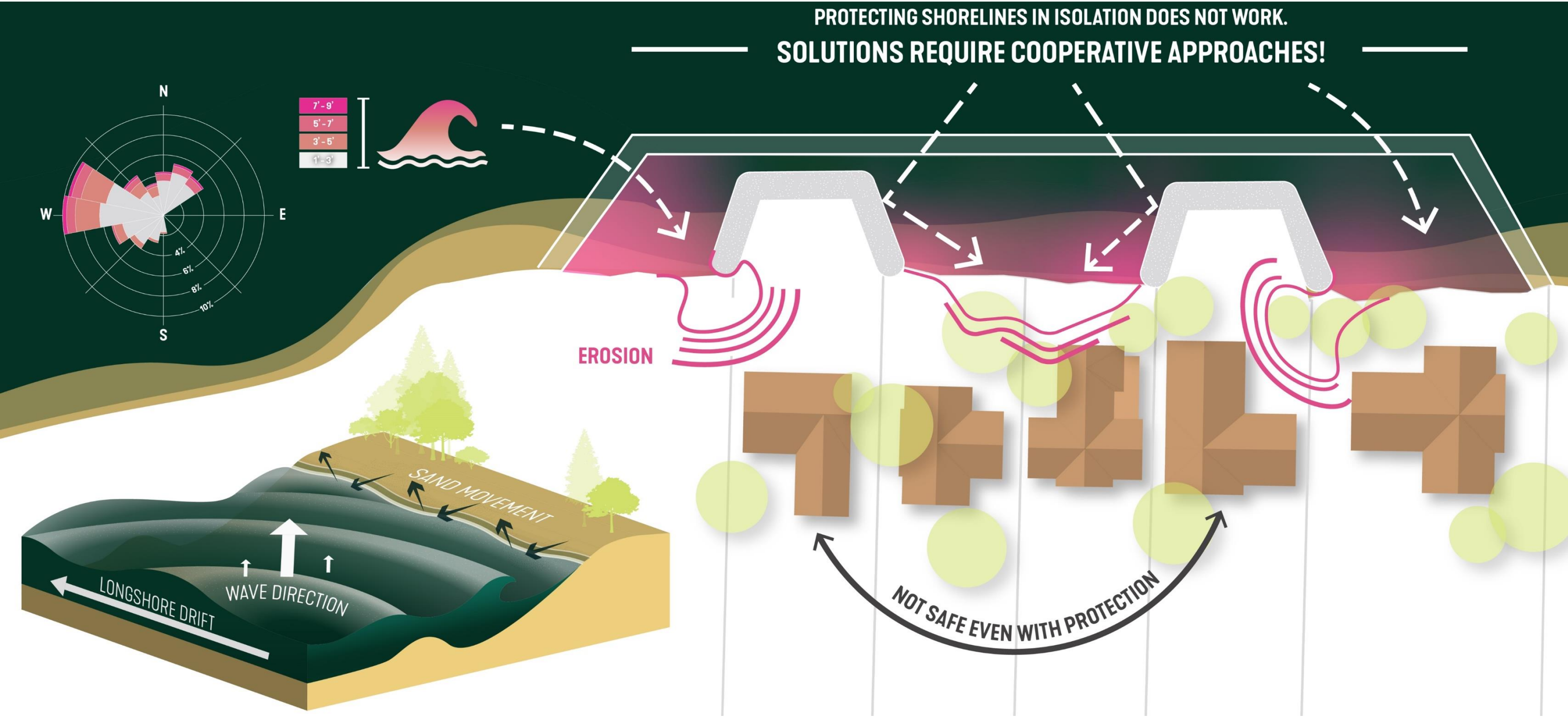
MASTER PLANNING

THE IMPORTANCE OF SCALE



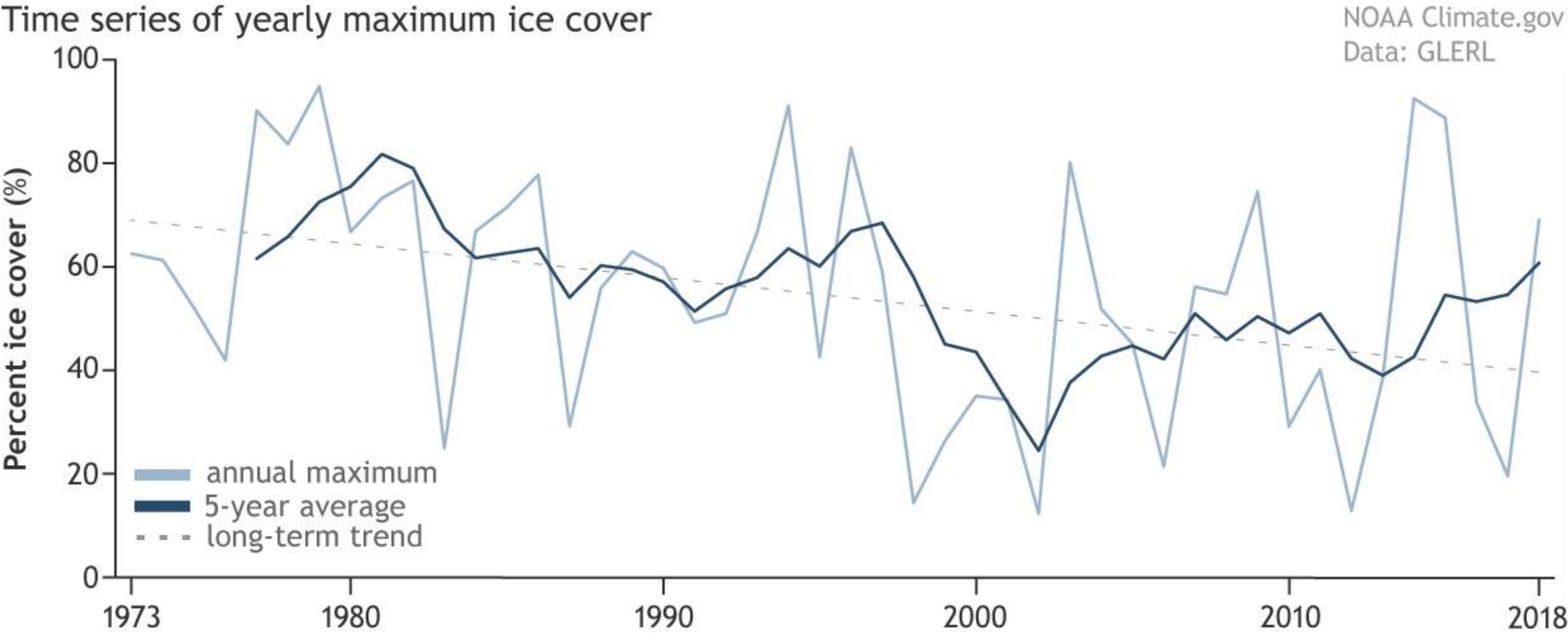
MASTER PLANNING

THE IMPORTANCE OF SCALE



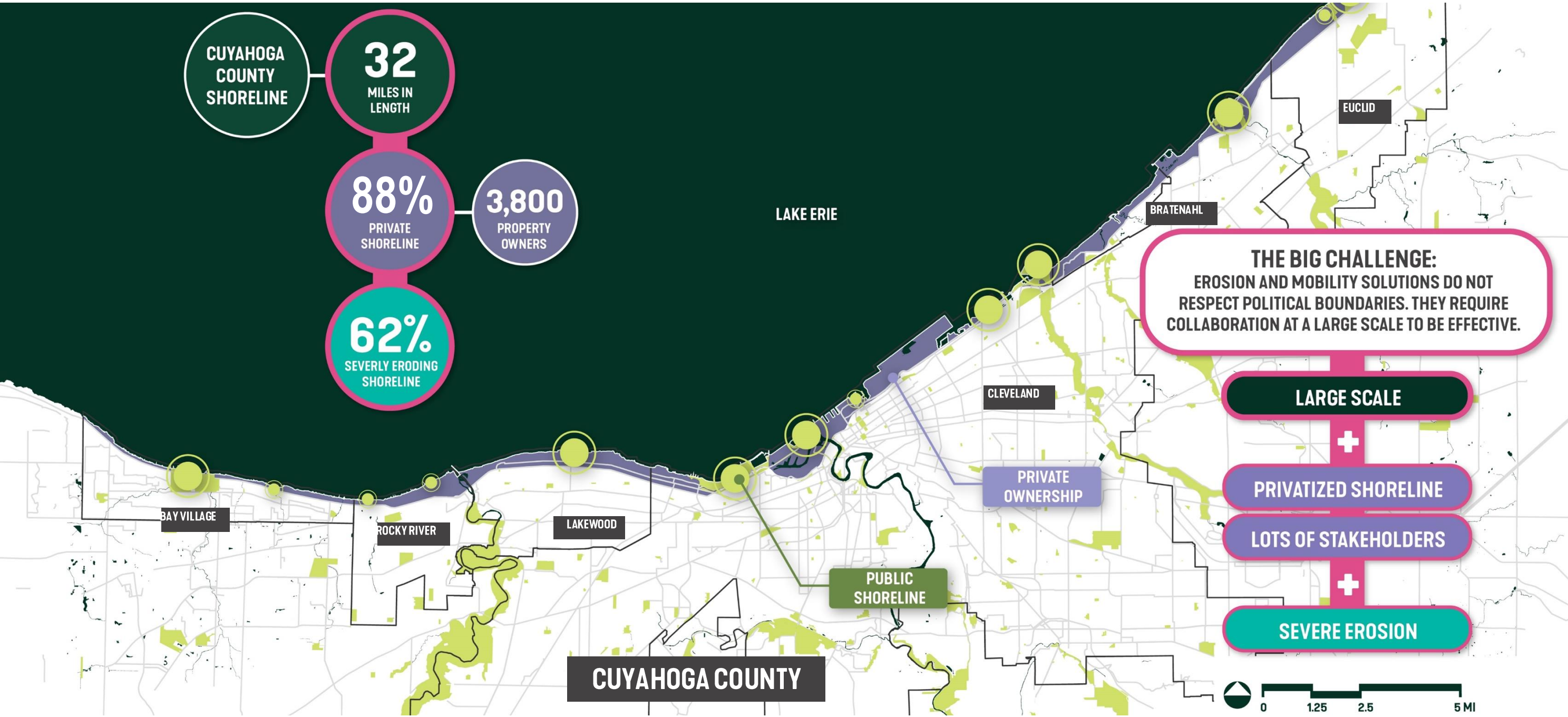
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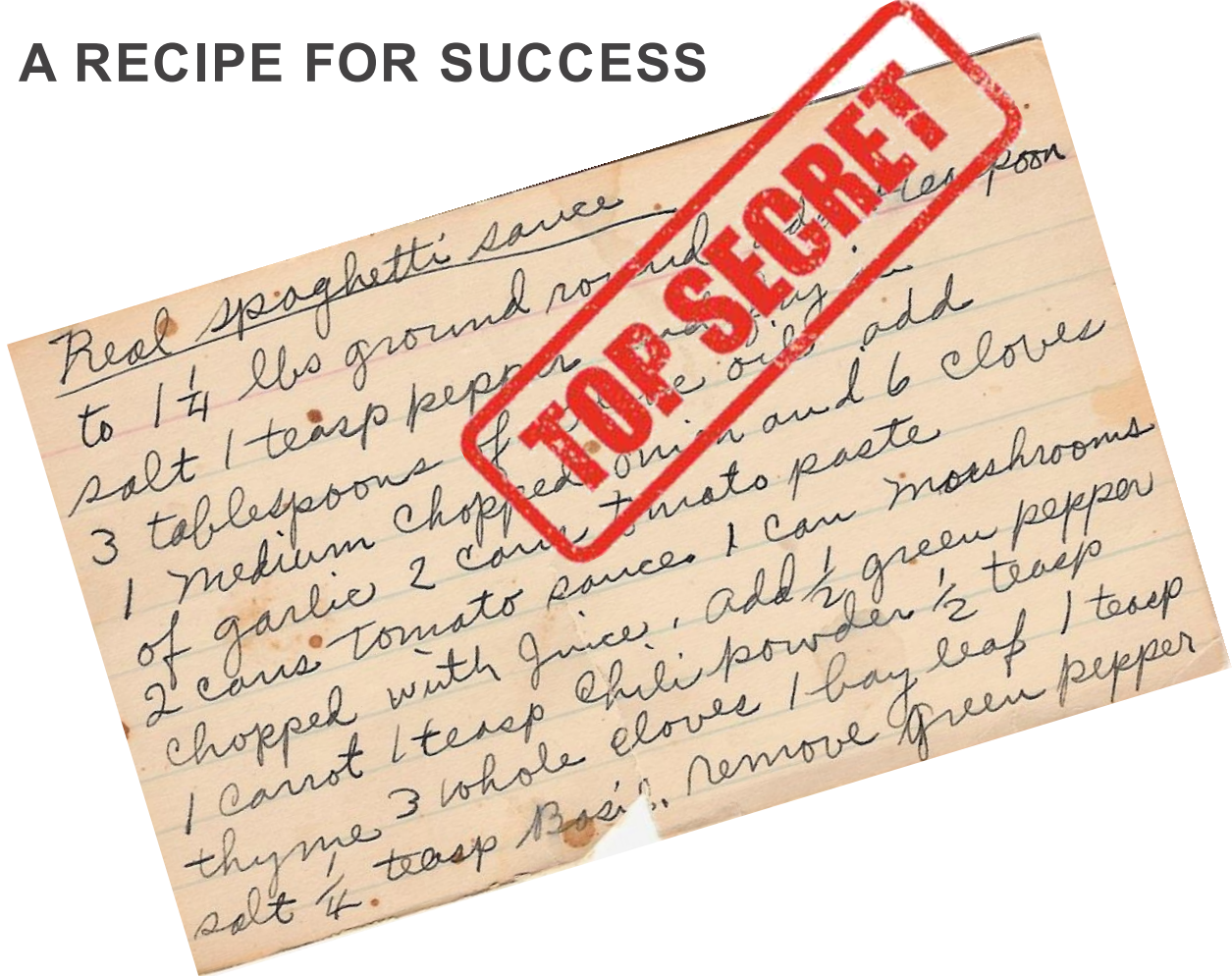
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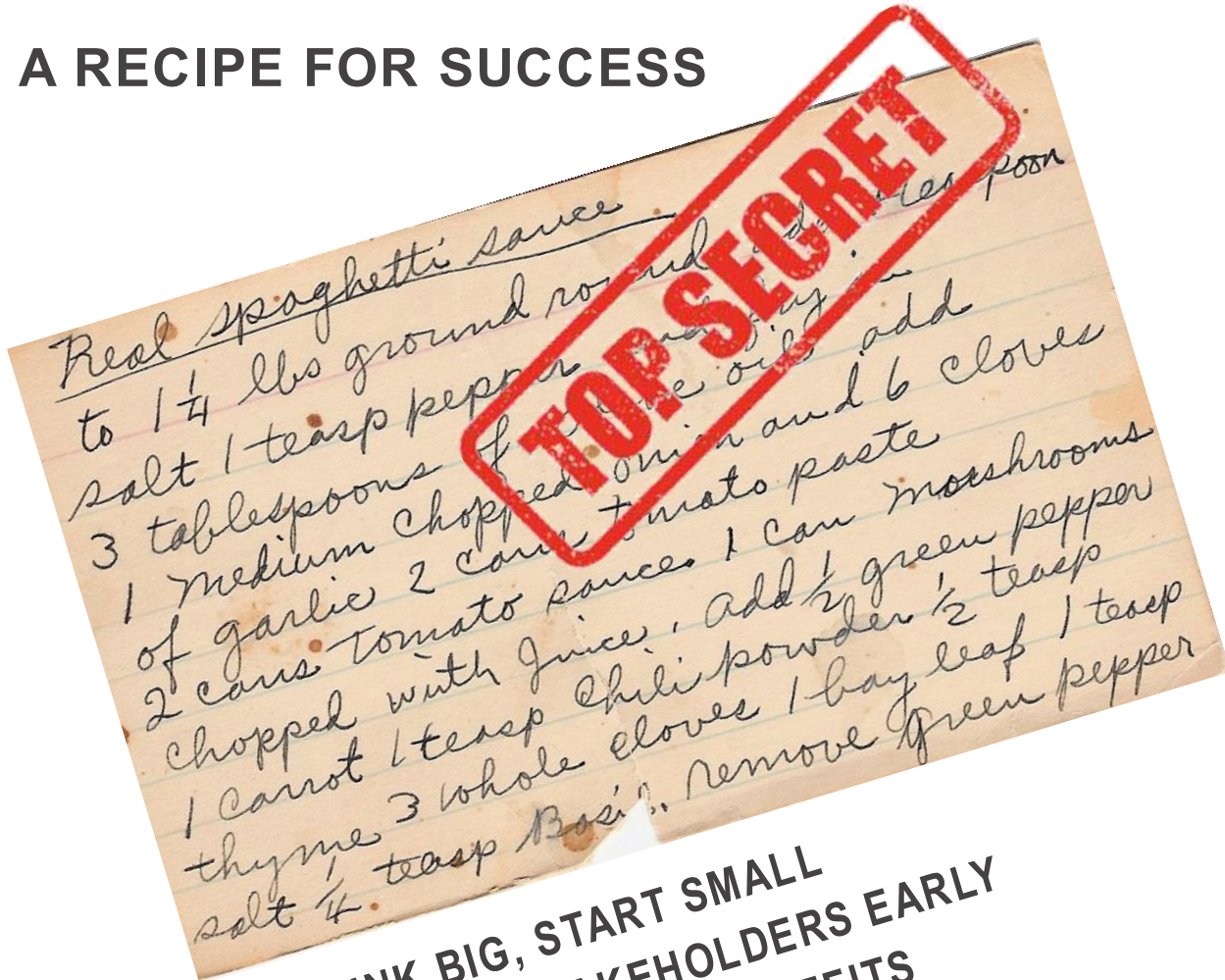
MASTER PLANNING

A RECIPE FOR SUCCESS



MASTER PLANNING

A RECIPE FOR SUCCESS



1. THINK BIG, START SMALL
2. INVOLVE STAKEHOLDERS EARLY
3. ARTICULATE THE BENEFITS
4. PLAN TO IMPLEMENT
5. MAKE IT UNDERSTANDABLE & COMPELLING
6. CONSISTENCY IS KEY



SCALING UP WATERFRONT PLANNING

IMPACT AT 3 SCALES

Mayor Gail, City of Euclid



- 100 landowners
- One community

James Sonnhalter, Cuyahoga County

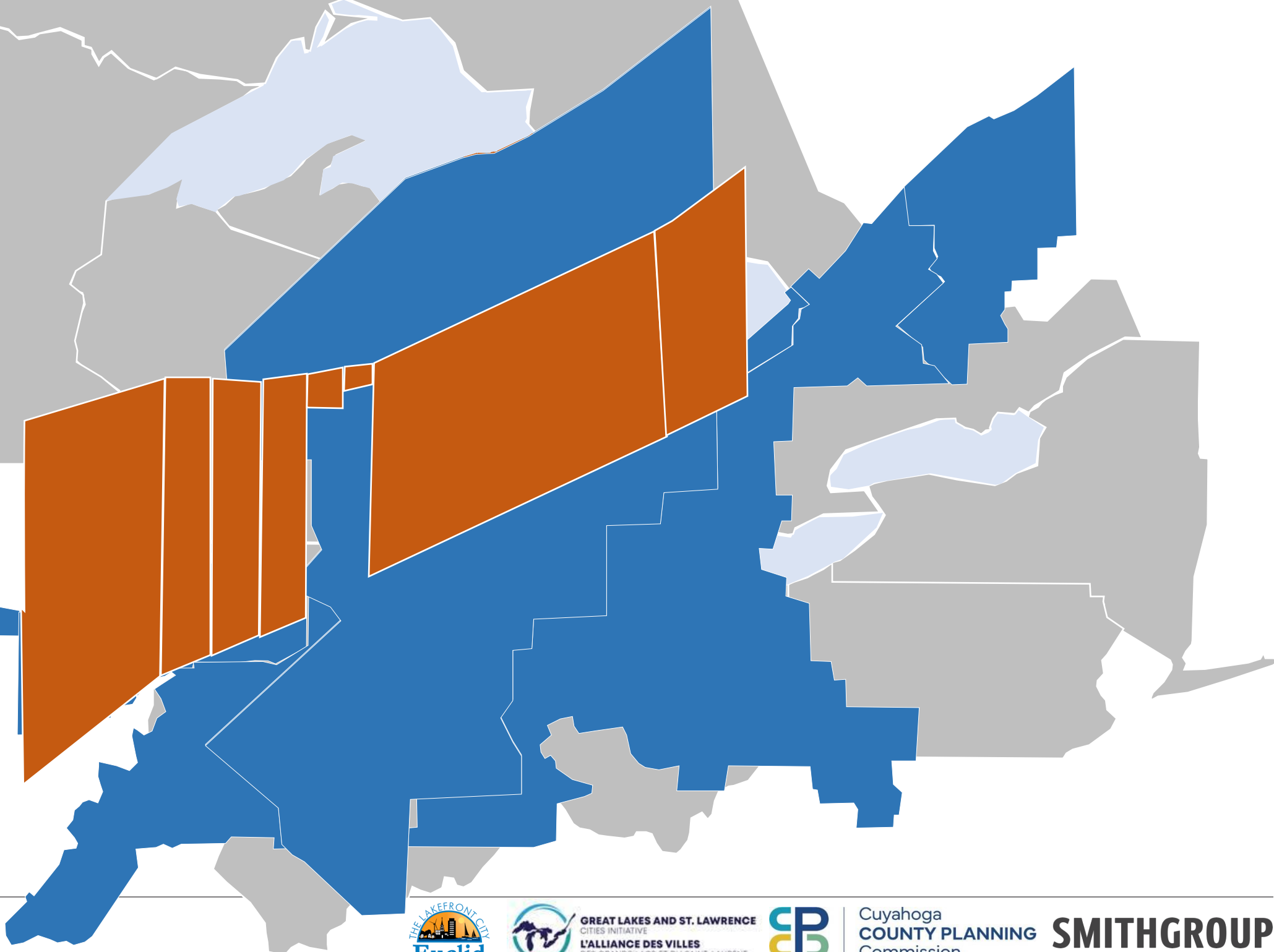


- 3800 landowners
- In six communities
- One county

Zoë Kuntze, Great Lakes Cities Initiative



- 75 communities
- In eight states
- **ONE GREAT LAKES**



GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT



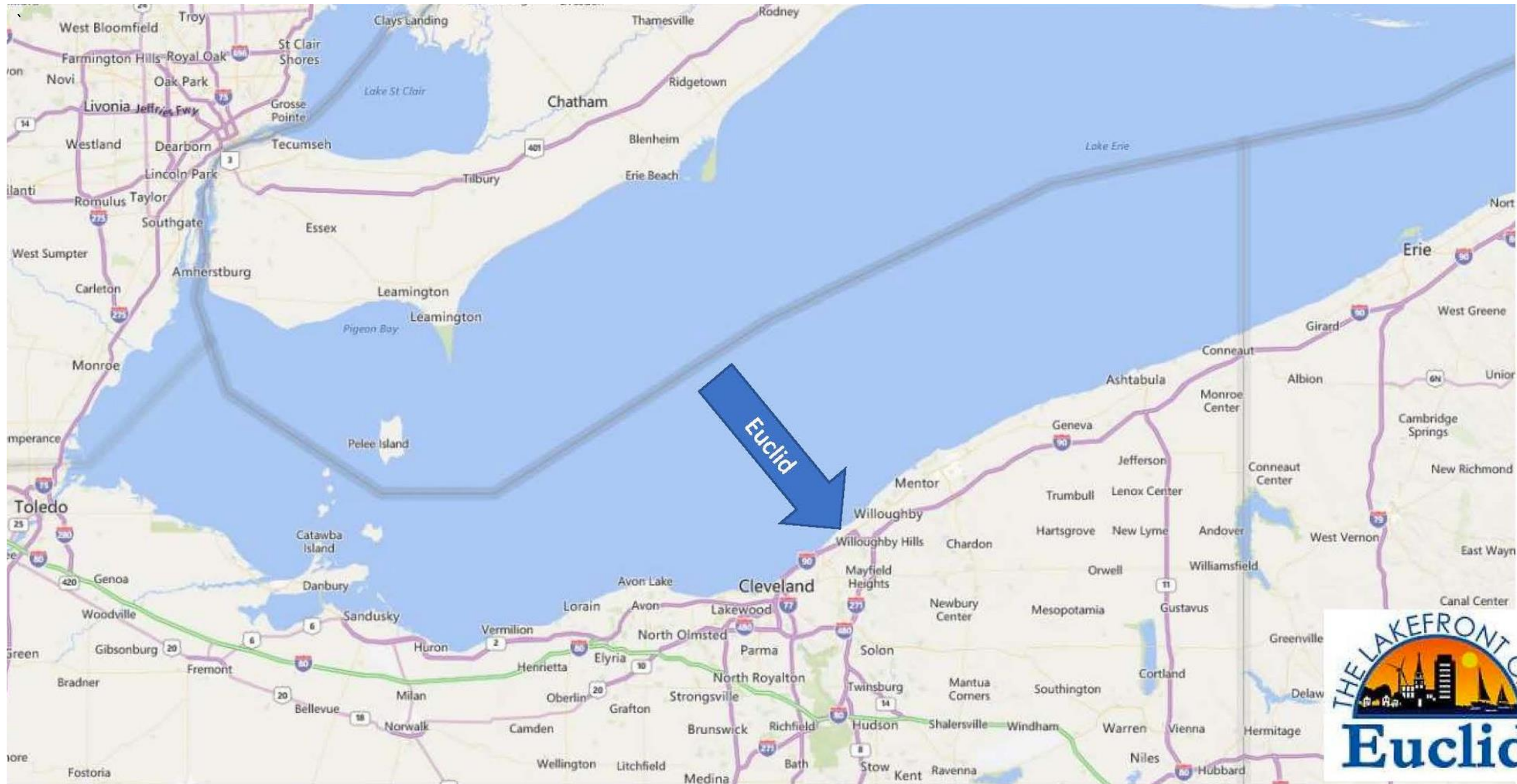
Cuyahoga
COUNTY PLANNING
Commission



EUCLID WATERFRONT PLAN:

INNOVATIVE LAKEFRONT DEVELOPMENT FOR ALL







The future site of Euclid's waterfront trail

Next City members make our features possible. Donate today.

Did a Hundred Homeowners Just Change the Great Lakes Forever?

For decades, Great Lakes property owners have stubbornly refused to sell their waterfront land to the public. Then one city got them to part with it for free.

Euclid has a solution!



EUCLID WATERFRONT PLAN

GOALS

- 1. Enhance public access to our region's greatest natural resource**
- 2. Address shorelines erosion and protect private property**
- 3. Enhance the health of the lake and its users**
- 4. Leverage the lake as City-wide asset – Euclid IS the lakefront city**
- 5. Generate economic development and spur new investments**





Beaches



Natural shore protection



Revetments



Large, rough, angular rock (or rubble) on a slope 1.5 to 1 or less. Wave energy dissipates on the slope and on the rough surface. Some reflected wave energy, beach lakeward of stone is rare due to scour and changing water levels.



Seawalls



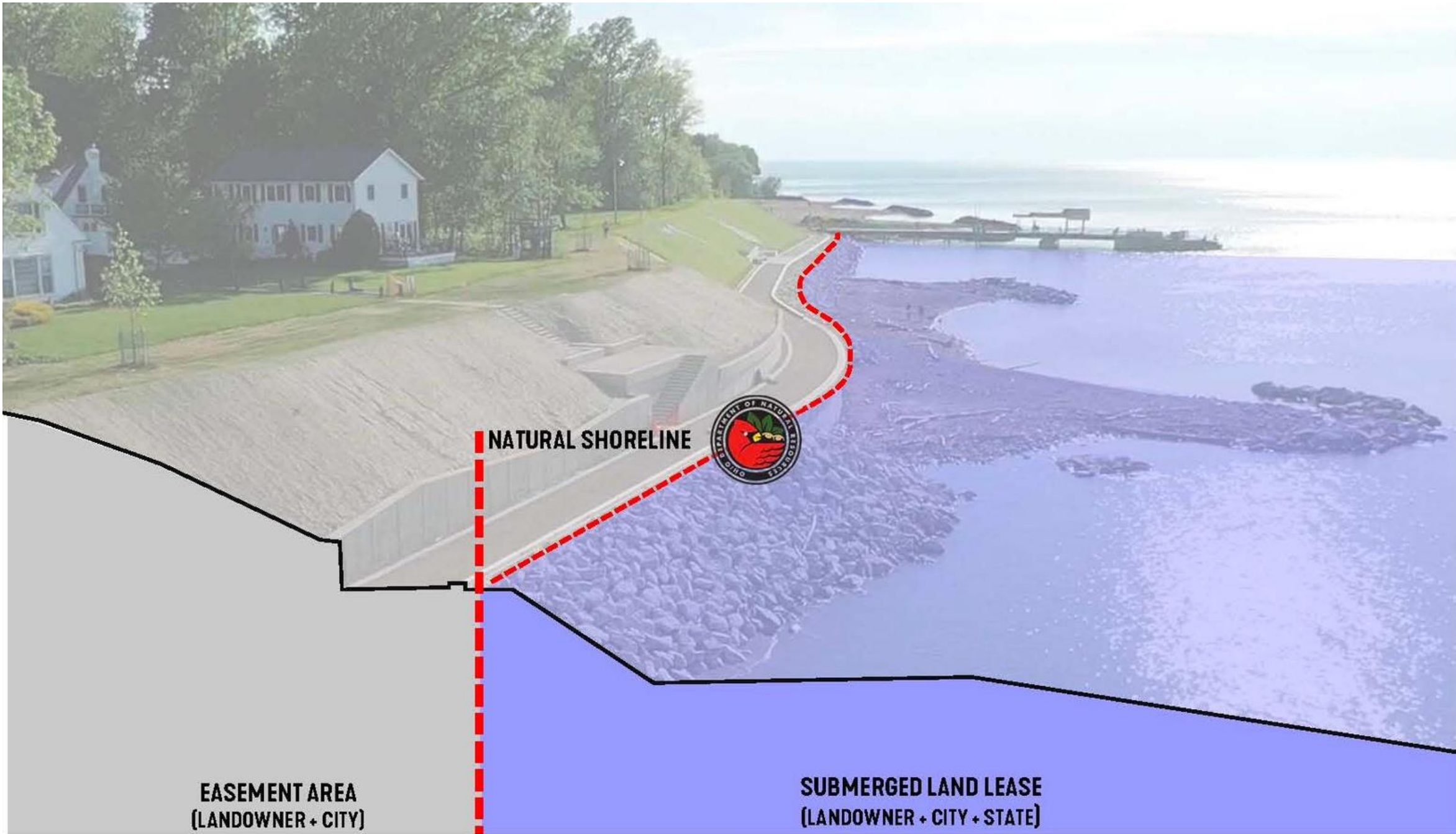
Vertical structures at the water/land interface. Concrete block, cast-in-place concrete or steel sheet pile. High reflected wave energy, no beach. Easy access to the water.



**... What if the engineered solution was a combination of all three...
+ public access?**

EUCLID LAKEFRONT MODEL

PUBLIC/PRIVATE PARTNERSHIP



PUBLIC/PRIVATE INVESTMENTS FEDERAL, STATE+ LOCAL FUNDING•

- \$4M CUYAHOGA COUNTY CASINO REVENUE FUND (THE 1ST ALLOCATION OUTSIDE OF DOWNTOWN CEVELAND) **LOCAL**
- \$3.4M CITY BOND ISSUES (3) **LOCAL**
- \$2.67M+ FEMA PRE-•OISASTER HAZARD MITIGATION FUND **FEDERAL**
- \$1.1M+ CLEAN OHIO TRAILS FUND **STATE**
- \$1M 2014 STATE CAPITAL COMMUNITY PROJECTS ALLOCATION **STATE**
- \$360,000+ COASTAL MANAGEMENT FUND **FEDERAL**
- \$330,000+ ODNR (NATUREWORKS. RECREATIONAL TRAILS FUNDS) **STATE**
- \$50,000 GREAT LAKES COMMISSION **FEDERAL**
- \$30,000 OHIO EPA **STATE**
- \$300,000 ANNUAL REVENUE FROM HARBORTOWN TIF FUNDS **LOCAL**
- \$275,000 PRIVATE PHILANTHROPY

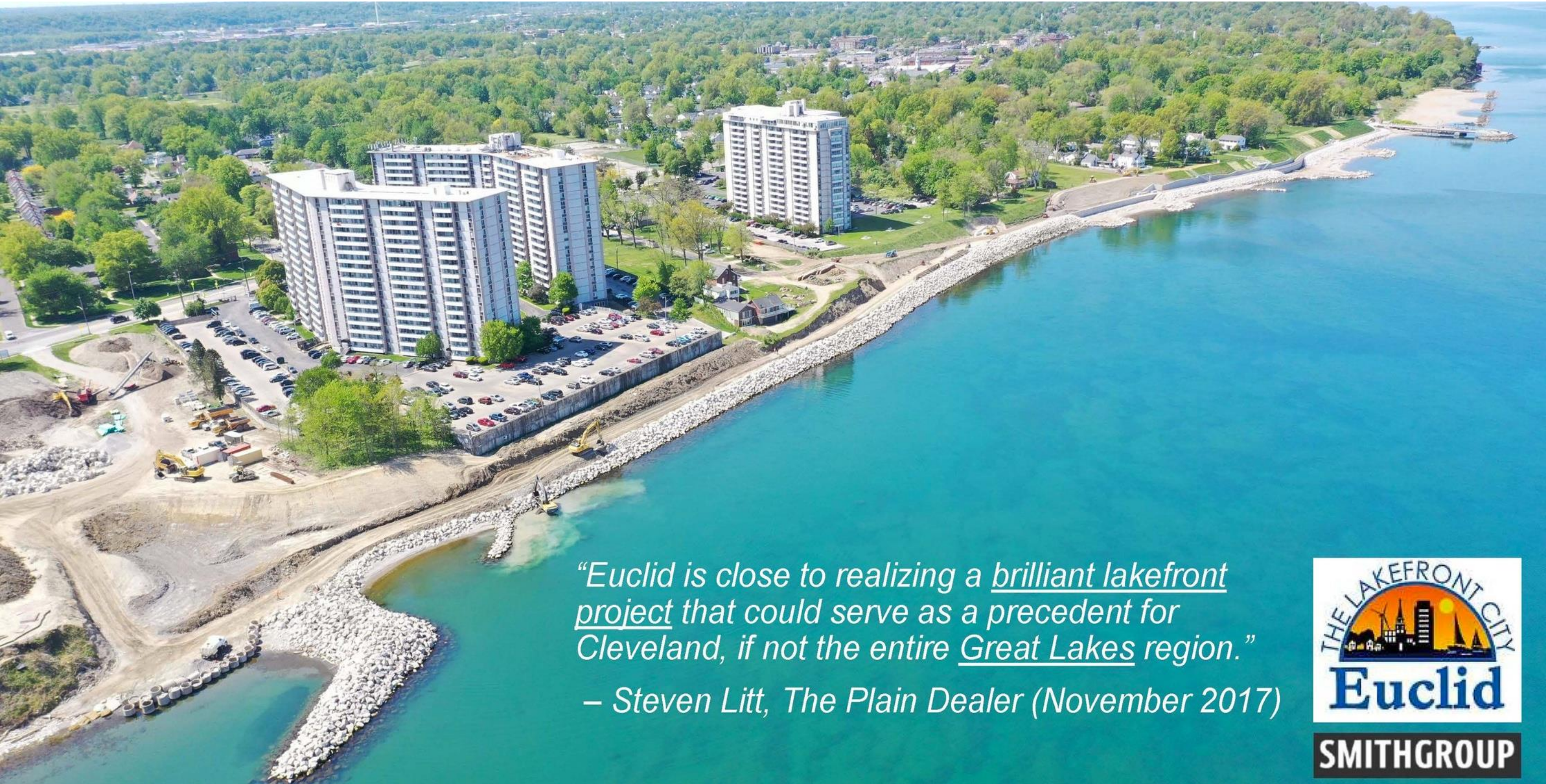
"EUCLID IS DOING WHAT MANY GREAT LAKES CITIES THOUGHT WOULD NEVER BE POSSIBLE TO DO ALONG THEIR LAKESHORES. •

DANIEL MCGRAW. NEXT CITY

IN FALL 2019. CUYAHOGA COUNTY EXECUTIVE BUDISH ANNOUNCED A VISION FOR PUBLIC ACCESS AND SHORELINE STABILIZATION ACROSS NEARLY 30 MILES OF LAKE ERIE USING EUCLID'S WATERFRONT PLAN AS A MODEL.

**KIRSTEN HOLZHEIMER CAIL,
MAYOR CITY OF EUCLID
585 EAST 222ND STREET
EUCLID, OHIO 44123
216-289•2700**

EUCLID WATERFRONT PLAN



“Euclid is close to realizing a brilliant lakefront project that could serve as a precedent for Cleveland, if not the entire Great Lakes region.”

– Steven Litt, The Plain Dealer (November 2017)



SMITHGROUP

NEXT STEPS: THE EUCLID PROJECT AS A MODEL



THE ‘EUCLID MODEL’

AN EXAMPLE OF HOW THE PUBLIC/PRIVATE PARTNERSHIP COULD WORK ACROSS CUYAHOGA COUNTY







CUYAHOGA COUNTY

PLAN SUMMARY

PROCESS AND RECOMMENDATIONS SUMMARY FOR
CUYAHOGA COUNTY LAKEFRONT PUBLIC ACCESS

SMITHGROUP

February 2022



SMITHGROUP

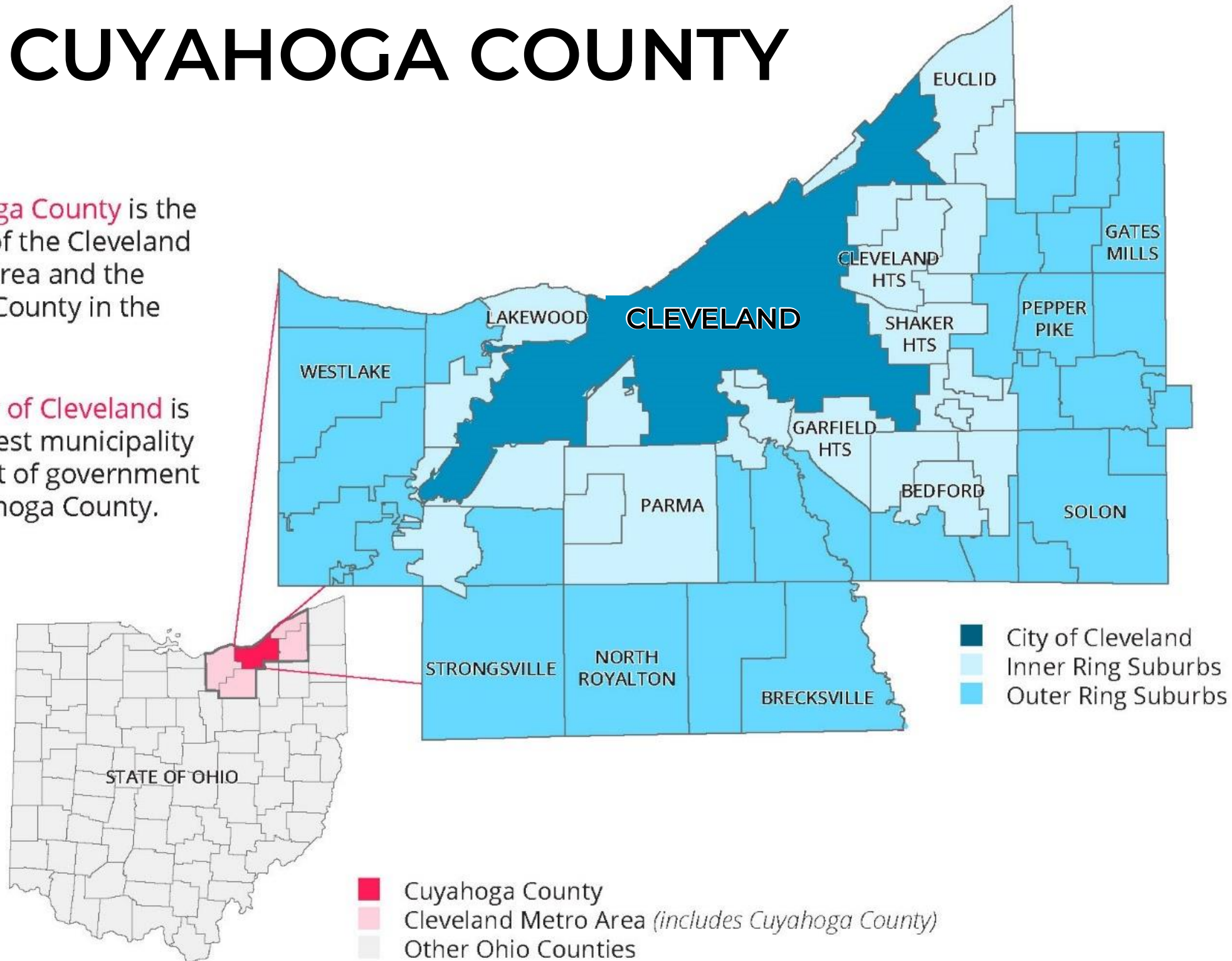
CUYAHOGA COUNTY LAKEFRONT PUBLIC ACCESS PLAN

**EXPANDING THE MODEL & SCALED SOLUTIONS FOR
ACCESS AND EROSION
(Euclid Model 2.0)**

ABOUT CUYAHOGA COUNTY

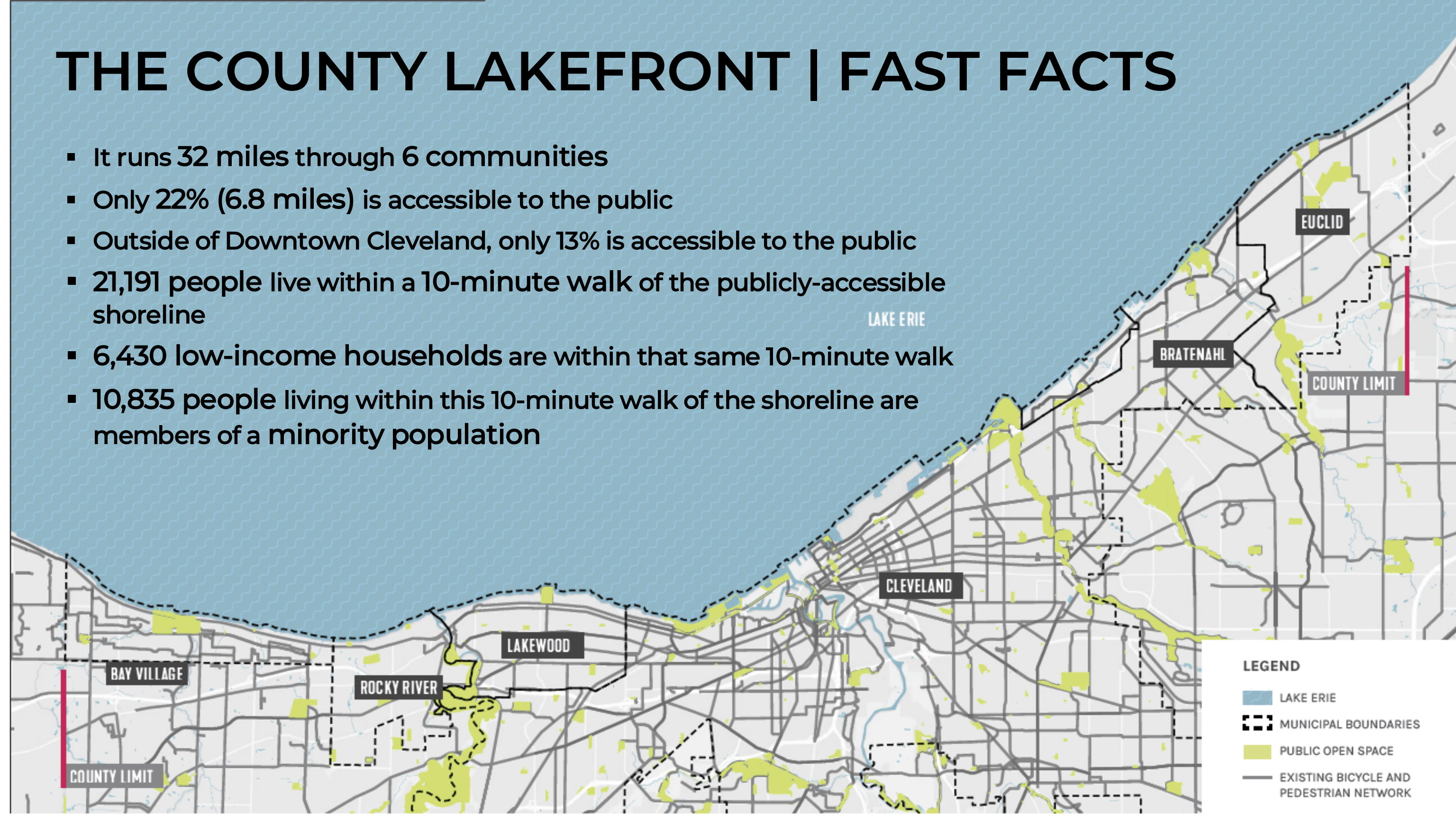
Cuyahoga County is the center of the Cleveland Metro Area and the largest County in the region.

The City of Cleveland is the largest municipality and seat of government in Cuyahoga County.



THE COUNTY LAKEFRONT | FAST FACTS

- It runs 32 miles through 6 communities
- Only 22% (6.8 miles) is accessible to the public
- Outside of Downtown Cleveland, only 13% is accessible to the public
- 21,191 people live within a 10-minute walk of the publicly-accessible shoreline
- 6,430 low-income households are within that same 10-minute walk
- 10,835 people living within this 10-minute walk of the shoreline are members of a minority population



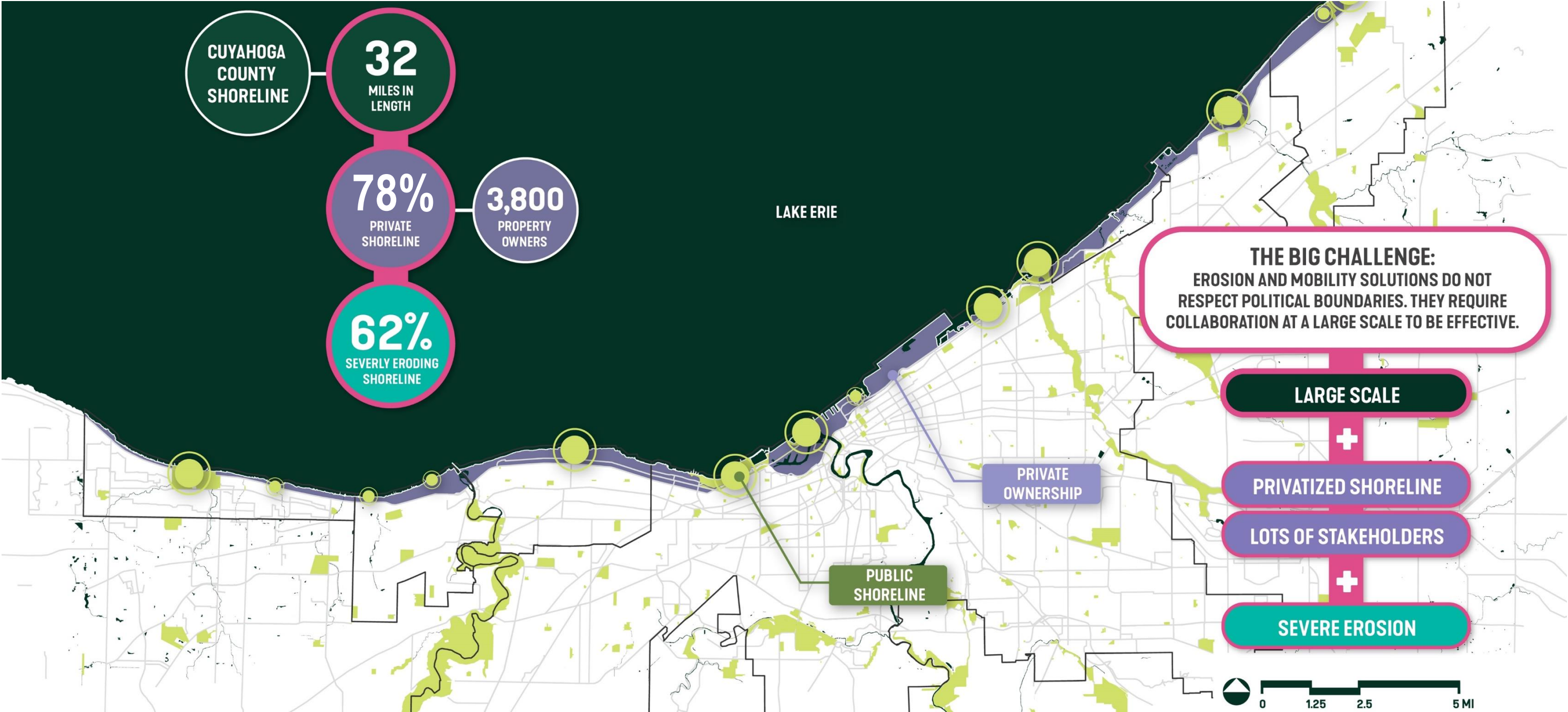
The ***Cuyahoga County Lakefront Public Access Plan*** provides the roadmap for a transformative series of projects that **support equitable public access** to the Lake Erie shoreline, **reduce landowner risk** from coastal erosion, and **enhance mobility** while providing **recreational, ecological, and water quality benefits.**



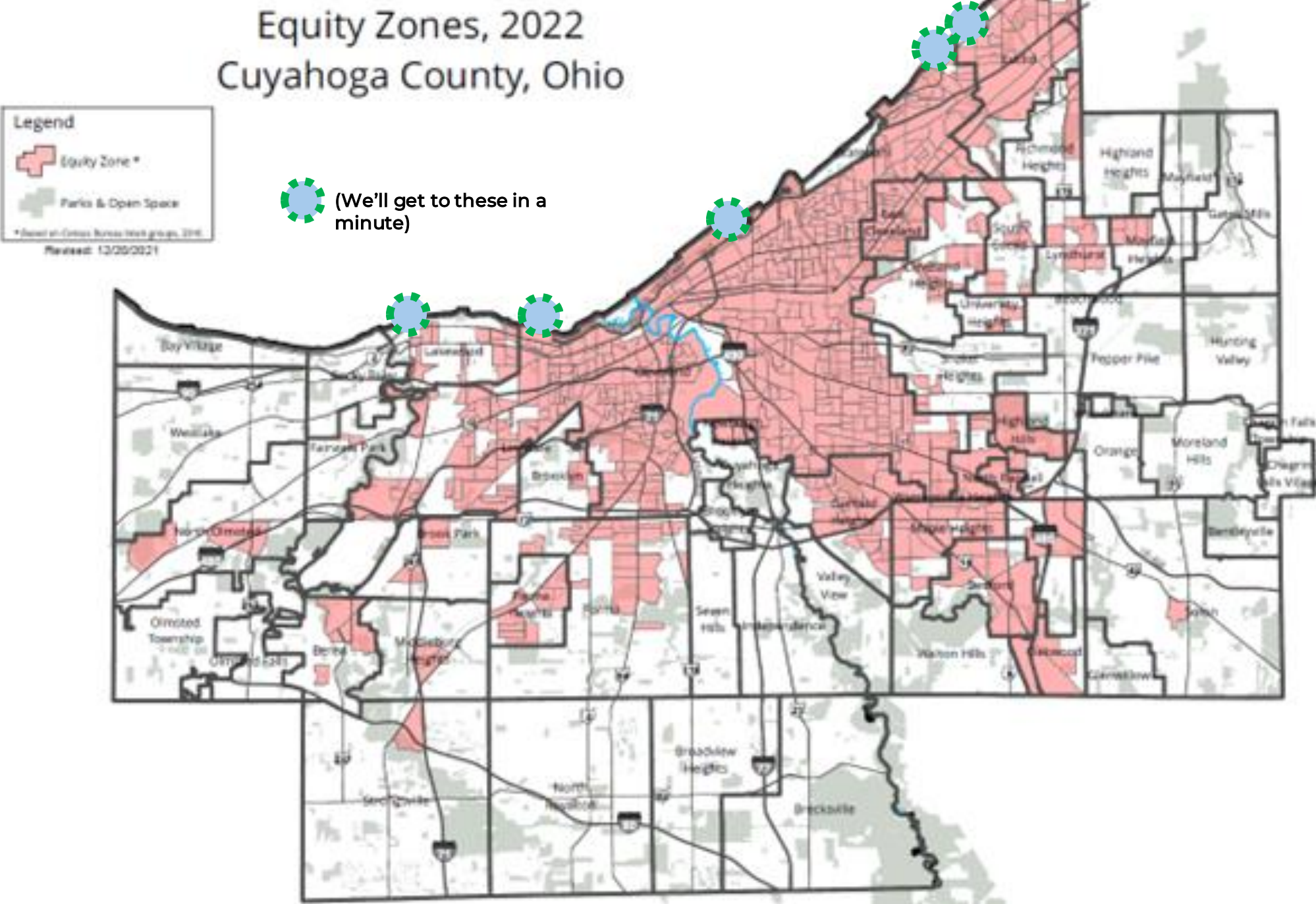
MOTIVATING FACTORS: EQUITY | MOBILITY | RESILIENCE



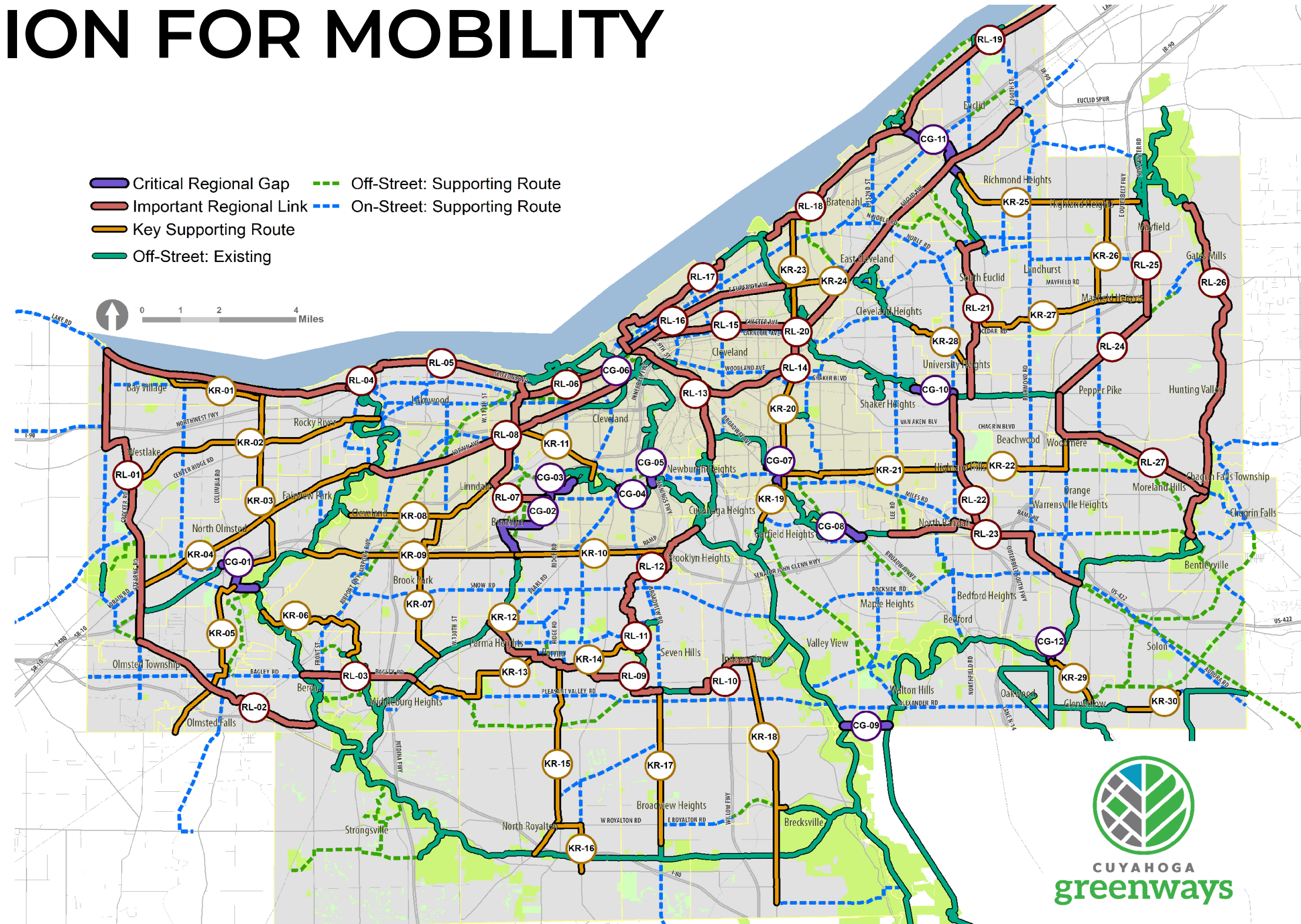
MOTIVATING FACTORS: EQUITY | MOBILITY | RESILIENCE



CUYAHOGA COUNTY | EQUITY AS POLICY



A VISION FOR MOBILITY

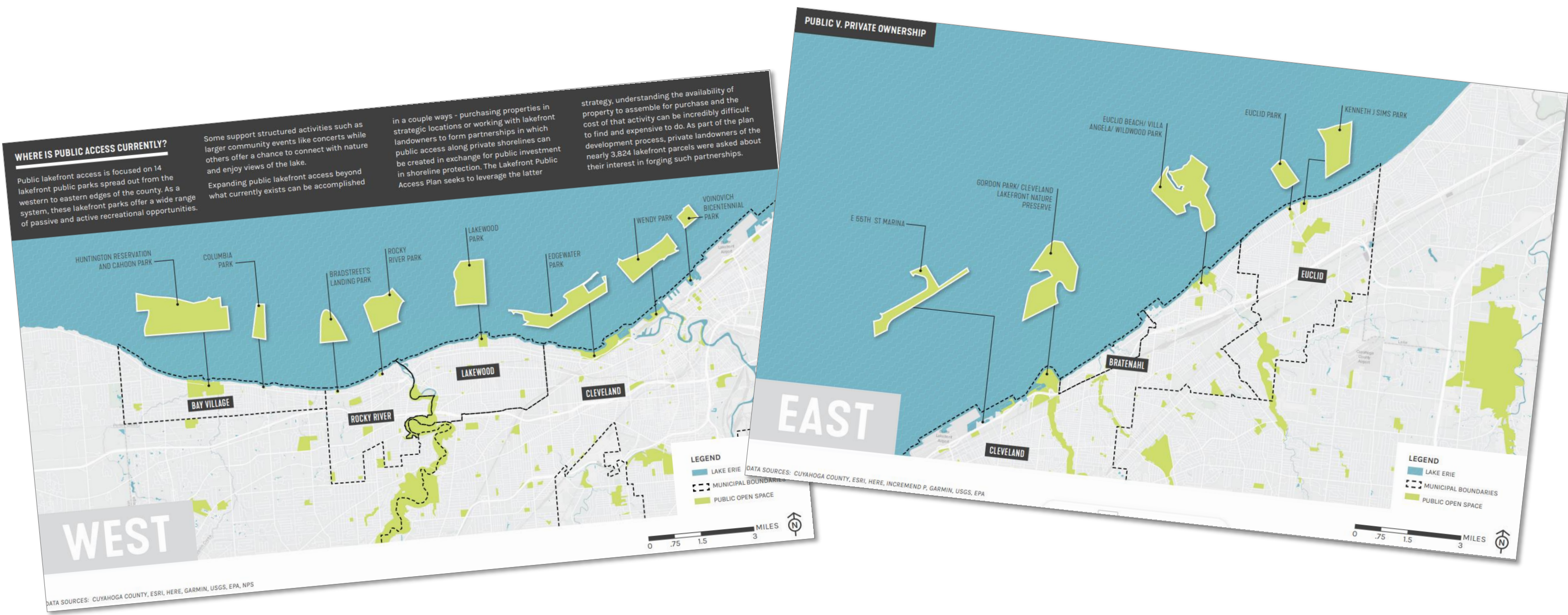


Lakefront Public Access Plan and Companion Projects



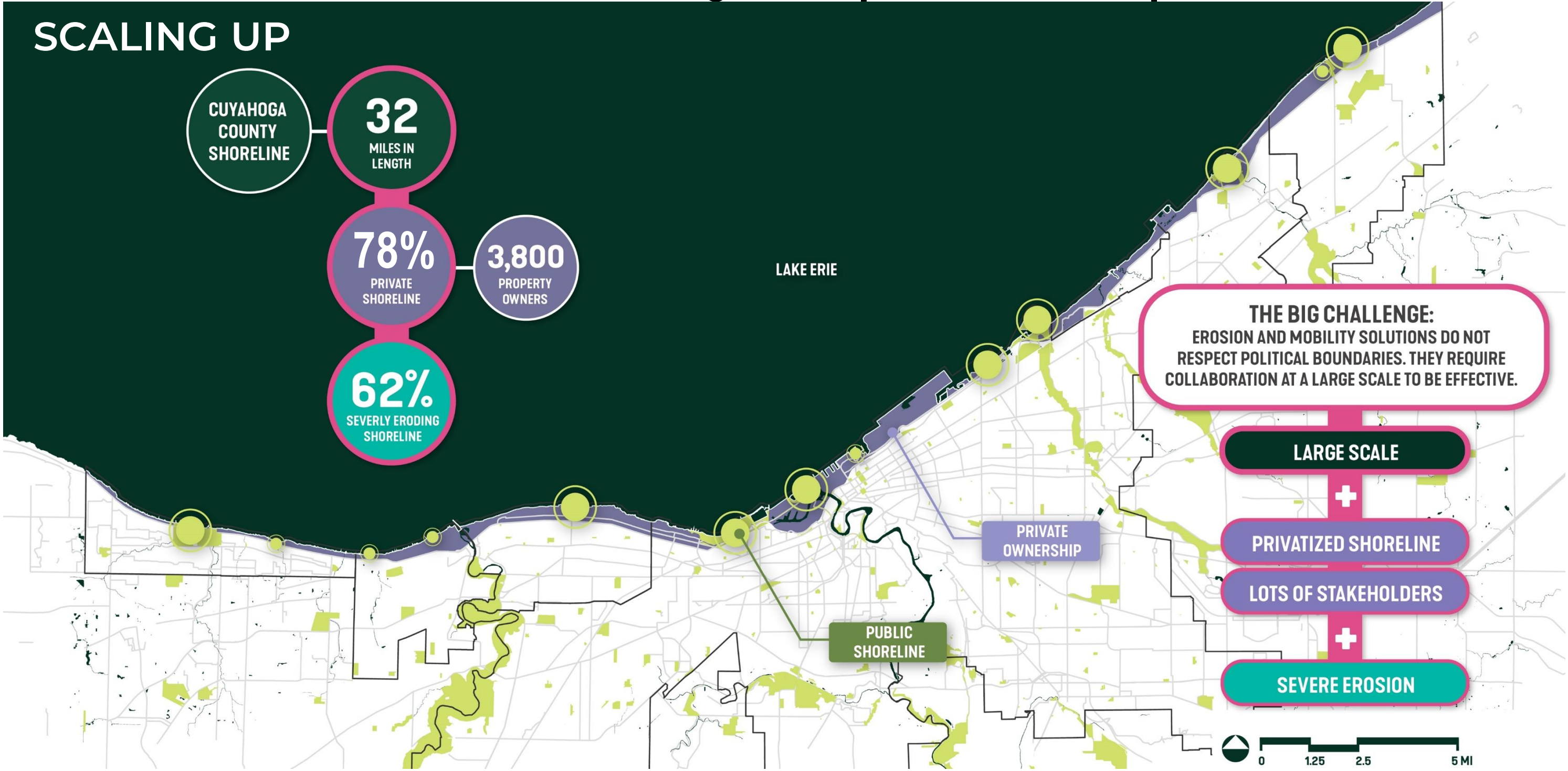
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CURRENT PUBLIC ACCESS



MOTIVATING FACTORS: EQUITY | MOBILITY | RESILIENCE

SCALING UP

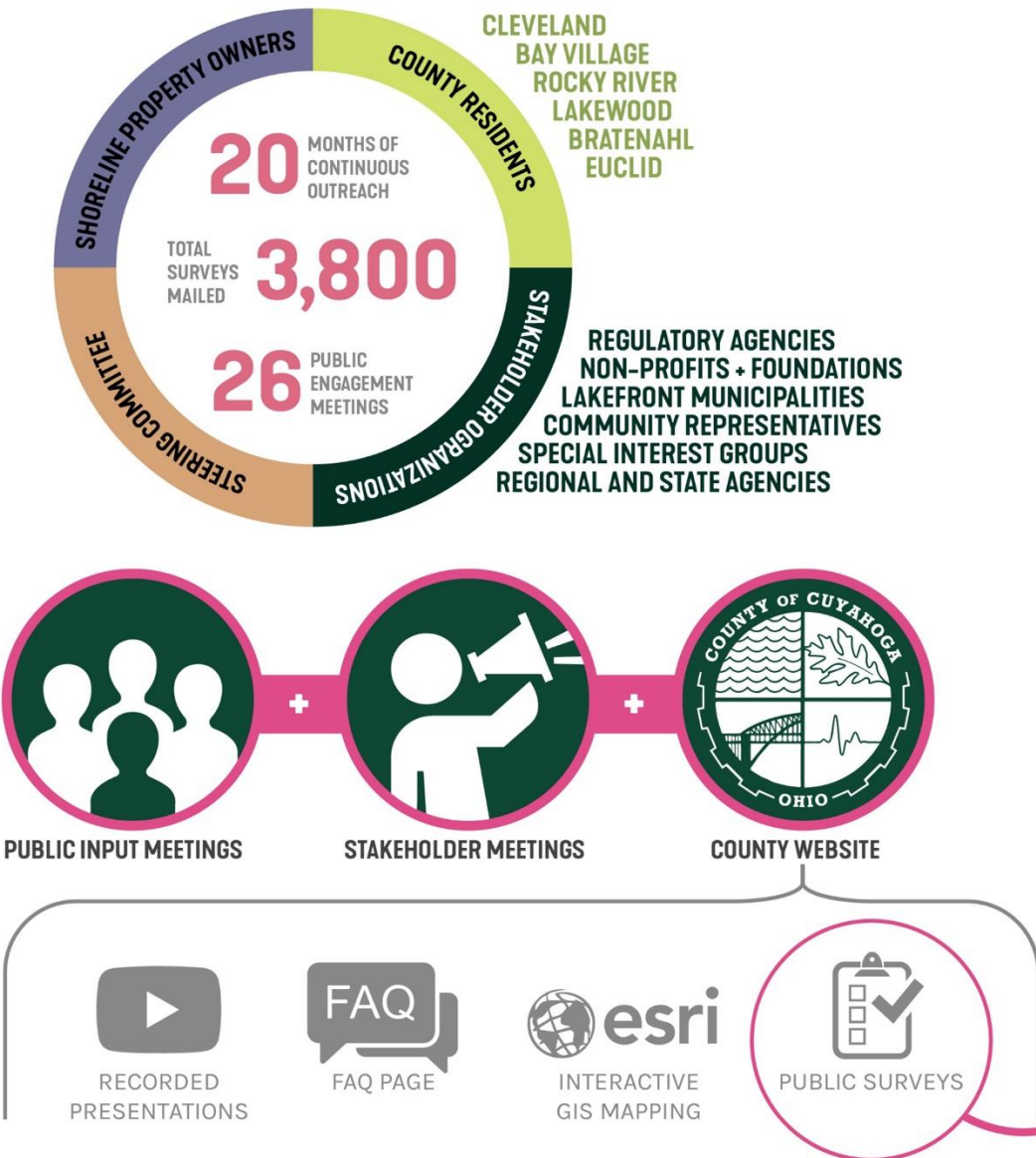


PARTNERSHIPS & ENGAGEMENT



A PLAN & PARTNERSHIPS FORGED THROUGH ENGAGEMENT

DIVERSE VOICES GUIDING THE FRAMEWORK



WE NEED YOUR INPUT!

- 1 Visit Our Website



www.countyplanning.us/lakefrontowners

- 2 Attend a Property Owner Information Meeting
East Side Meeting:
January 12, 2020 @ 7:00 pm
West Side Meeting:
January 14, 2020 @ 7:00 pm

- 3 Take Our Property Owner Survey



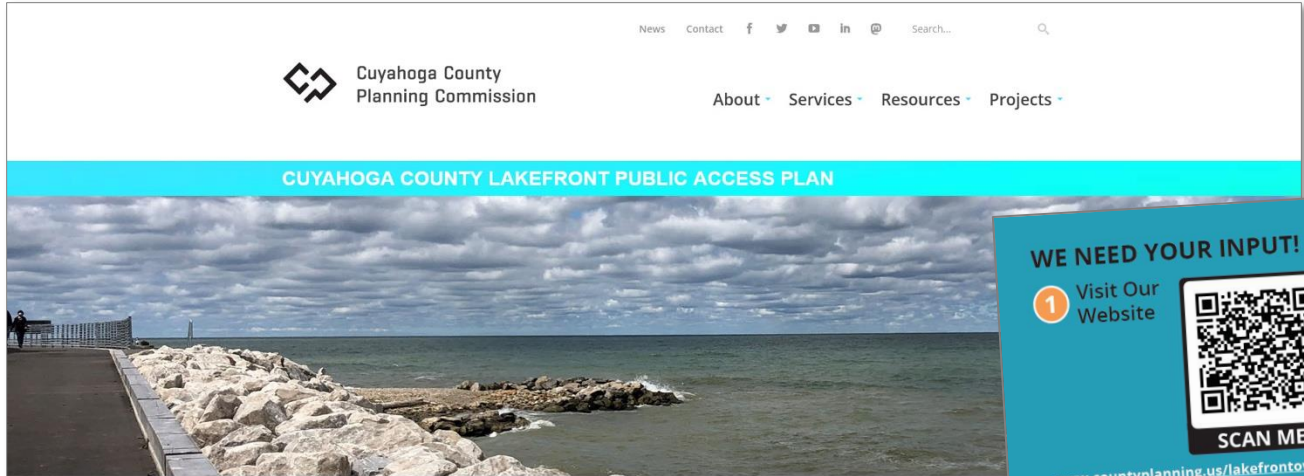
What is the Lakefront Public Access Plan?

County Planning and The Cuyahoga County Department of Public Works are undertaking a Countywide study of the Lake Erie shoreline to determine areas impacted by erosion in order to identify opportunities to improve transportation networks and increase public access to Lake Erie as part of shoreline stabilization efforts.

County Planning
SMITHGROUP



ENGAGEMENT & OUTREACH





HOME » PROJECTS » CUYAHOGA COUNTY LAKEFRONT PUBLIC ACCESS PLAN

The Cuyahoga County Lakefront Public Access Plan aims to build a comprehensive vision for better connecting our residents to our Great Lake.

Lakefront Public Access Plan

County Planning, in partnership with the County Department of Public Works, is pleased to announce the release of the final [Cuyahoga County Lakefront Public Access Plan](#) as prepared by our consultant team led by SmithGroup. The Plan reflects input from private lakefront property owners, public agencies and stakeholders, and the general public—and represents a strong public-private partnership of mutual interests in shoreline protection and public access to the Lake Erie shoreline. To learn more, please see the [full Lakefront Public Access Plan](#) and the [interactive story map](#).



PROJECT PAGES	
Lakefront Public Access Plan	
Regional Context	
Lakefront Property Owners	
FAQ	
Focus Areas	
Eastern Shoreline	
Highland Bluffs	
PROJECT DETAILS	
CATEGORIES:	
Bay Village, Bratenahl, Cleveland, Environmental, Euclid, Lakewood, multi-city, Rocky River, Transportation	
SERVICES:	
 REGIONAL PARTNERSHIPS	

WE NEED YOUR INPUT!

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SCAN ME

www.countyplanning.us/lakefrontowners

2 Attend a Property Owner Information Meeting

East Side Meeting: January 12, 2020 @ 7:00 pm
West Side Meeting: January 14, 2020 @ 7:00 pm

3 Take Our Property Owner Survey

Opens on our website January 4, 2020

Cuyahoga County Lakefront Public Access Plan

Lakefront Property Owners Outreach

What is the Lakefront Public Access Plan?

County Planning and The Cuyahoga County Department of Public Works are undertaking a Countywide study of the Lake Erie shoreline to determine areas impacted by erosion in order to identify opportunities to improve transportation networks and increase public access to Lake Erie as part of shoreline stabilization efforts.

County Planning
SMITHGROUP

Cuyahoga County Planning Commission
2079 East 9th Street
Suite 5-300
Cleveland, Ohio 44115

As a lakefront property owner, you are an important stakeholder in the Lakefront Public Access Plan. **Virtual meetings have been scheduled** to provide you with information on this planning effort and the issues involved in shoreline stabilization and public access to Lake Erie.

East Side Properties: January 12, 2021 @ 7:00 pm
West Side Properties: January 14, 2021 @ 7:00 pm

We are also asking you to complete an online survey regarding shoreline erosion on your property. The Property Owner Survey runs from January 4, 2021 through January 31, 2021.


Visit the website shown on the front of this card to find more information or contact us with any questions. You will also use this website to take the Property Owner Survey and access the virtual property owner meetings.

News Contact f t y in @ Search...

Cuyahoga County Planning Commission

About Services Resources Projects

LAKEFRONT PUBLIC ACCESS PLAN: LAKEFRONT PROPERTY OWNERS



HOME » PROJECTS » CUYAHOGA COUNTY LAKEFRONT PUBLIC ACCESS PLAN » LAKEFRONT PUBLIC ACCESS PLAN: LAKEFRONT PROPERTY OWNERS

CUYAHOGA LAKEFRONT COUNTY PUBLIC ACCESS PLAN

As a Lakefront Property Owner, you are critical to a vision for improved access to Lake Erie.

The Cuyahoga County Planning Commission, the Cuyahoga County Department of Public Works, SmithGroup, and our lakefront communities are embarking on a project to determine where public access to Lake Erie can be expanded. This page is dedicated to information directly for owners and associations whose property directly abuts Lake Erie. As part of a vision for improved lakefront access, the input and buy-in of lakefront property owners is vital before any steps can be taken.

PROJECT PAGES


- Lakefront Public Access Plan
- Regional Context
- Lakefront Property Owners
- FAQ
- Focus Areas
- Eastern Shoreline
- Highland Bluffs

PROJECT DETAILS

CATEGORIES:

Bay Village, Bratenahl, Cleveland, Environmental, Euclid, Lakewood, multi-city, Rocky River, Transportation

SERVICES:

 REGIONAL PARTNERSHIPS

Letter of Interest

If you're a lakefront property owner and you're interested in submitting a non-binding Letter of Interest, please complete this form or [contact us via email](#).

Property owner name *

First Last

Property name (if applicable)

Property address *

Street Address

City

Email *

Phone

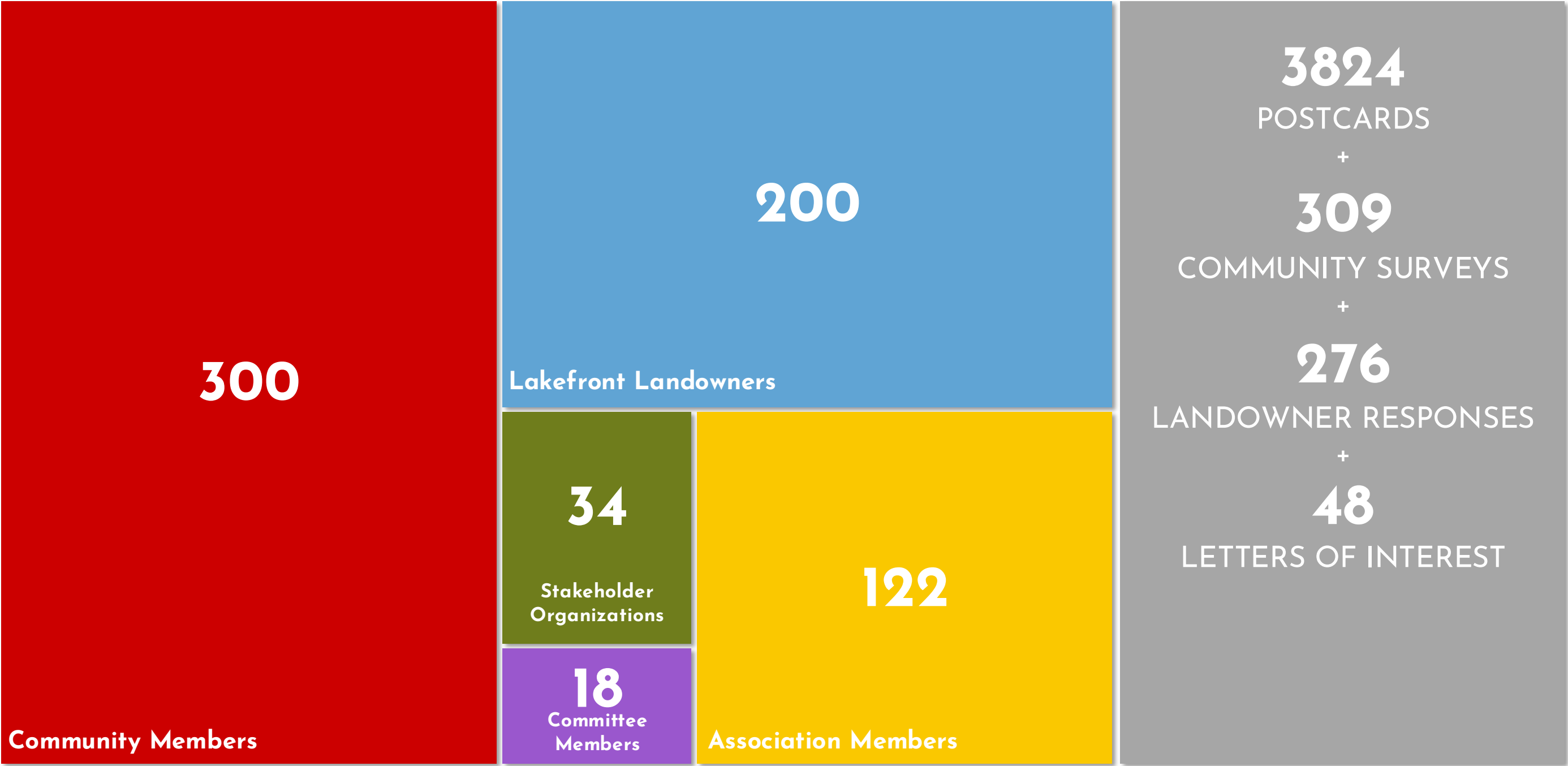
I'm interested! *

☐ Yes, I'm interested in allowing public access to the lakefront along my property and submitting a Letter of Interest.

☐ No thank you, I'm not interested.

Sample Letter of Interest (Please send completed Letters of Interest to info@countyplanning.us.)

ENGAGEMENT & OUTREACH



PROJECT GOALS

INTEGRATE

WITH ONGOING INITIATIVES TO ELEVATE THE REGION

PROTECT

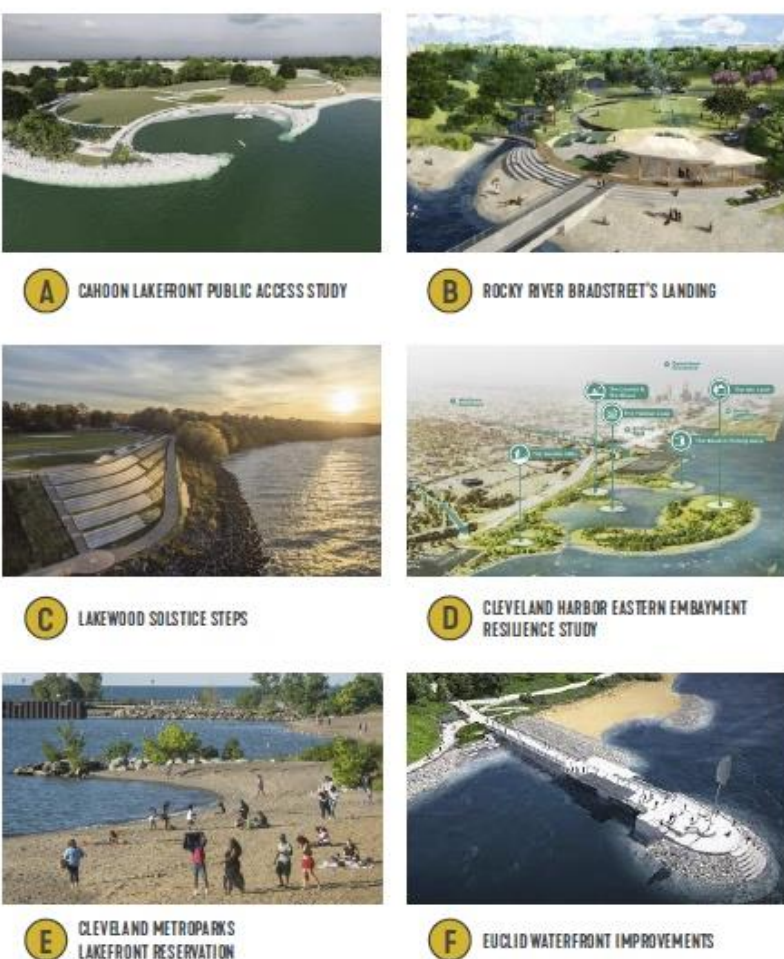
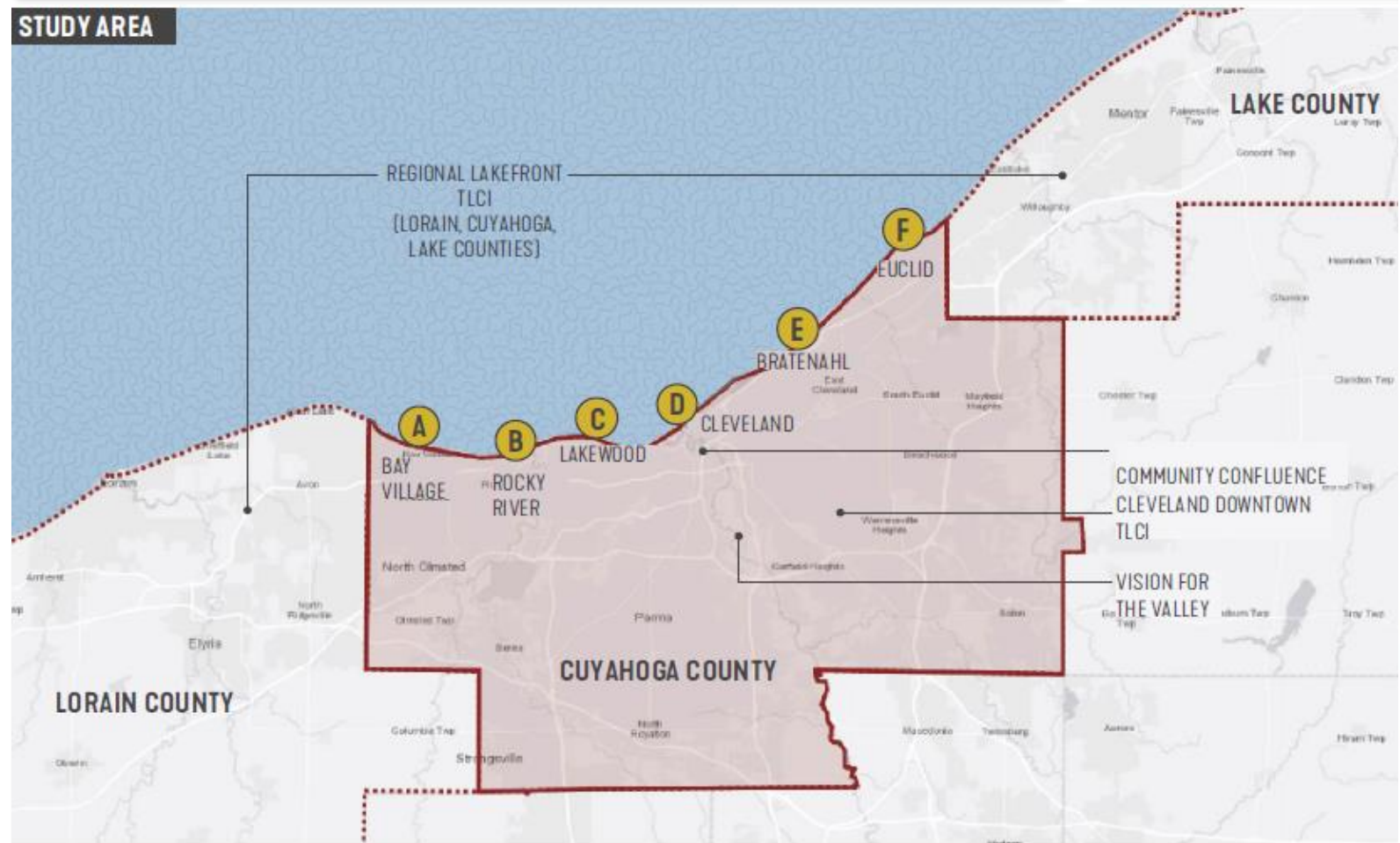
SHORELINES AND PRIVATE PROPERTY FROM COASTAL EROSION

EXPAND

EQUITABLE PUBLIC LAKEFRONT ACCESS THROUGH PARTNERSHIPS

ENHANCE

WATER QUALITY, ECOLOGY, AND LAKEFRONT RESILIENCE



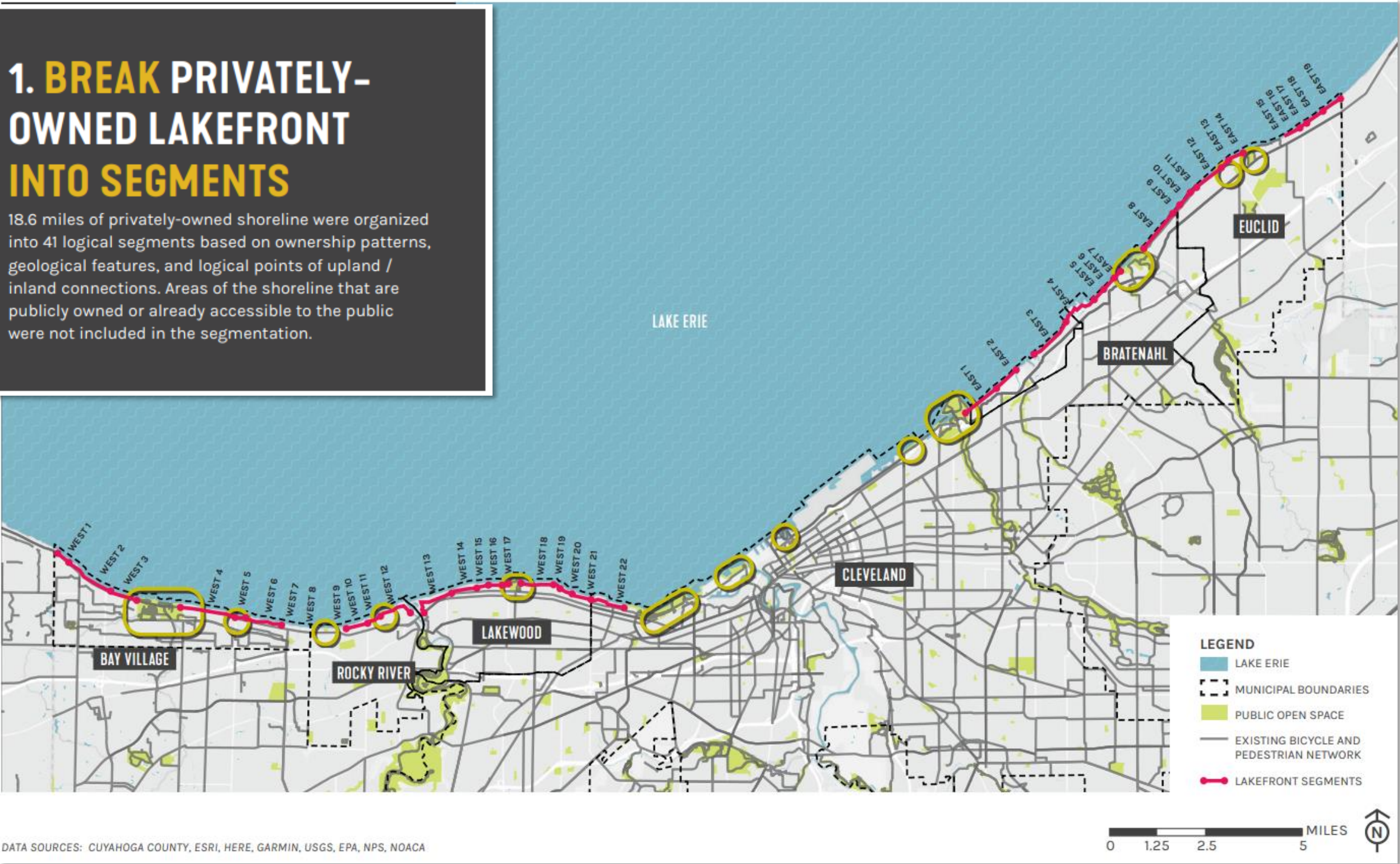
WHAT SHOULD BE BETTER CONNECTED?



METHODOLOGY

1. BREAK PRIVATELY-OWNED LAKEFRONT INTO SEGMENTS

18.6 miles of privately-owned shoreline were organized into 41 logical segments based on ownership patterns, geological features, and logical points of upland / inland connections. Areas of the shoreline that are publicly owned or already accessible to the public were not included in the segmentation.



DATA SOURCES: CUYAHOGA COUNTY, ESRI, HERE, GARMIN, USGS, EPA, NPS, NOACA

METHODOLOGY

2. ESTABLISH CRITERIA TO AID IN PRIORITIZING INVESTMENTS

Key criteria across a range of issues were derived from public, stakeholder and steering committee input. The criteria address issues related to equity, ecology, economics, and user experience and enjoyment. A weighting exercise was used to compare the relative importance of the individual criteria.

SOCIETY



PUBLIC INTEREST IN LAKEFRONT CONNECTIVITY

Public interest in connecting existing adjacent lakefront public parks and access points to one another (parallel to shoreline).

EASE OF PUBLIC ACCESSIBILITY

Ability to physically connect a specific stretch of shoreline to existing or planned inland public access points (rights-of-way, parks, etc.).

PROXIMITY TO EXISTING PUBLIC LAKEFRONT ACCESS POINTS

Potential for a specific trail segment to expand access at existing lakefront public access points or provide new access in areas without existing public lakefront access.

EQUITABLE ACCESS (BOTH INCOME + RACE FACTORS)

Potential for a specific shoreline segment to increase public lakefront access for underserved/invested communities (based on income and race/ethnicity) within the county.

GREATEST POPULATION SERVED

Serving the greatest number of people with proximity to a specific segment of shoreline.



HUMAN SPIRIT



PRIORITY AMENITIES + ACTIVITIES

Degree to which a specific segment of shoreline supports/expands access to recreational activities and opportunities most desired by the community.

UNIQUE NATURAL ASSETS

Degree to which access to a specific segment of shoreline provides access to a special natural area or unique natural feature (views, ecological resources, etc.) that is relatively uncommon within the county.

ECONOMY



PRIVATE INVESTMENT ATTRACTION

Potential for public investment in trail development along a specific stretch of shoreline to support existing, or act as a catalyst for attracting new private investment / economic development.

PROTECTS EXISTING PRIVATE ASSETS

Level to which investment in a specific stretch of shoreline will help retain or protect privately-owned land and improvements along the lakefront that may be subject to loss from shoreline and bluff erosion.

PROTECTS EXISTING PUBLIC ASSETS

Level to which investment in a specific stretch of shoreline will help retain or protect existing public improvements (roads, utilities, parks, etc.) along the lakefront that may be subject to loss from shoreline and bluff erosion.

ECOLOGY



SHORELINE EROSION / STABILITY

Degree to which a specific shoreline segment may be eroding and unstable based on high-level visual review and knowledge of local geology and which may be stabilized through shoreline protection investment.

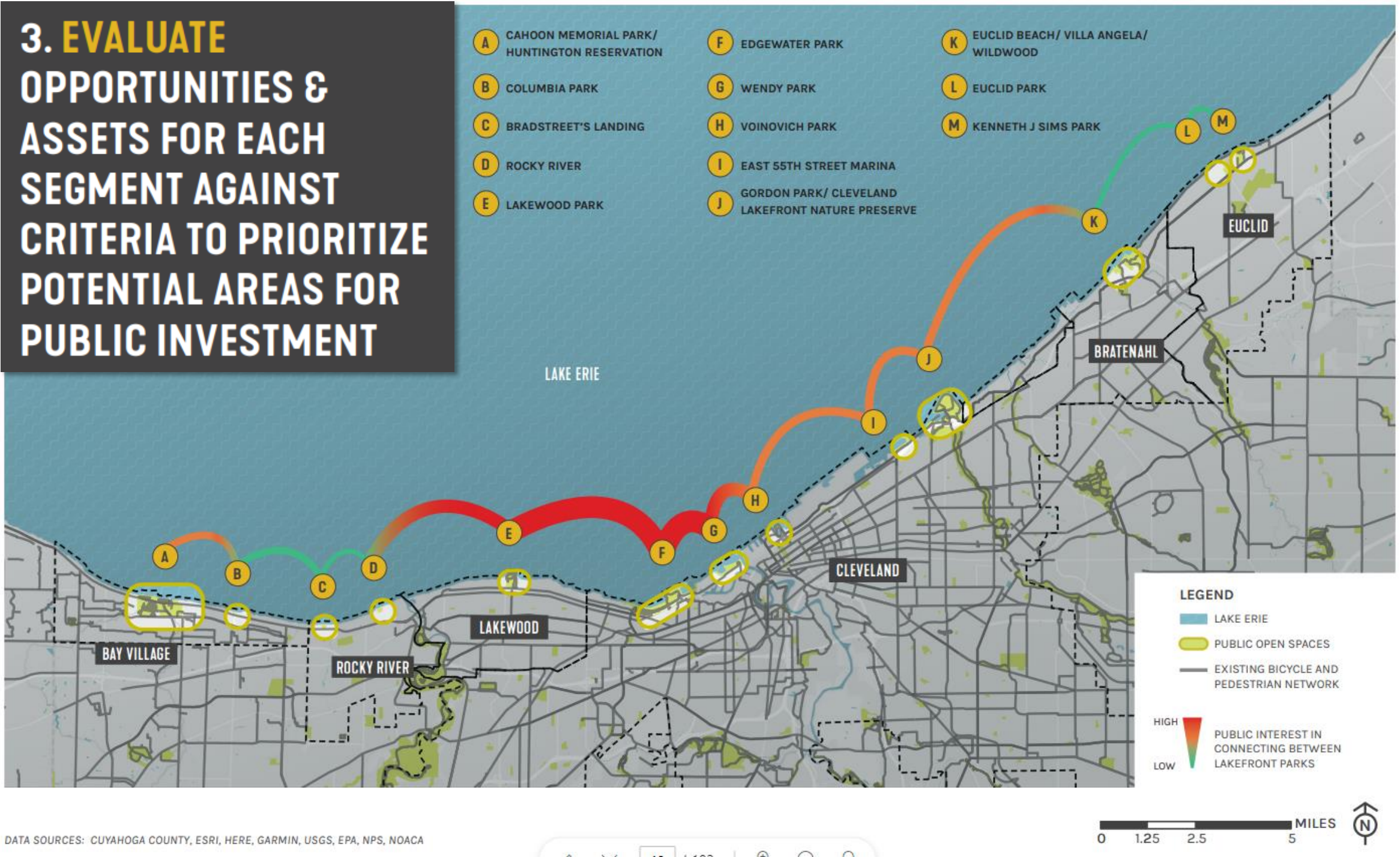
HABITAT ENHANCEMENT

Degree to which investment in a specific shoreline segment may support the protection, enhancement, and/or creation of habitat (and benefit from potentially attracting funding to help implement the project).

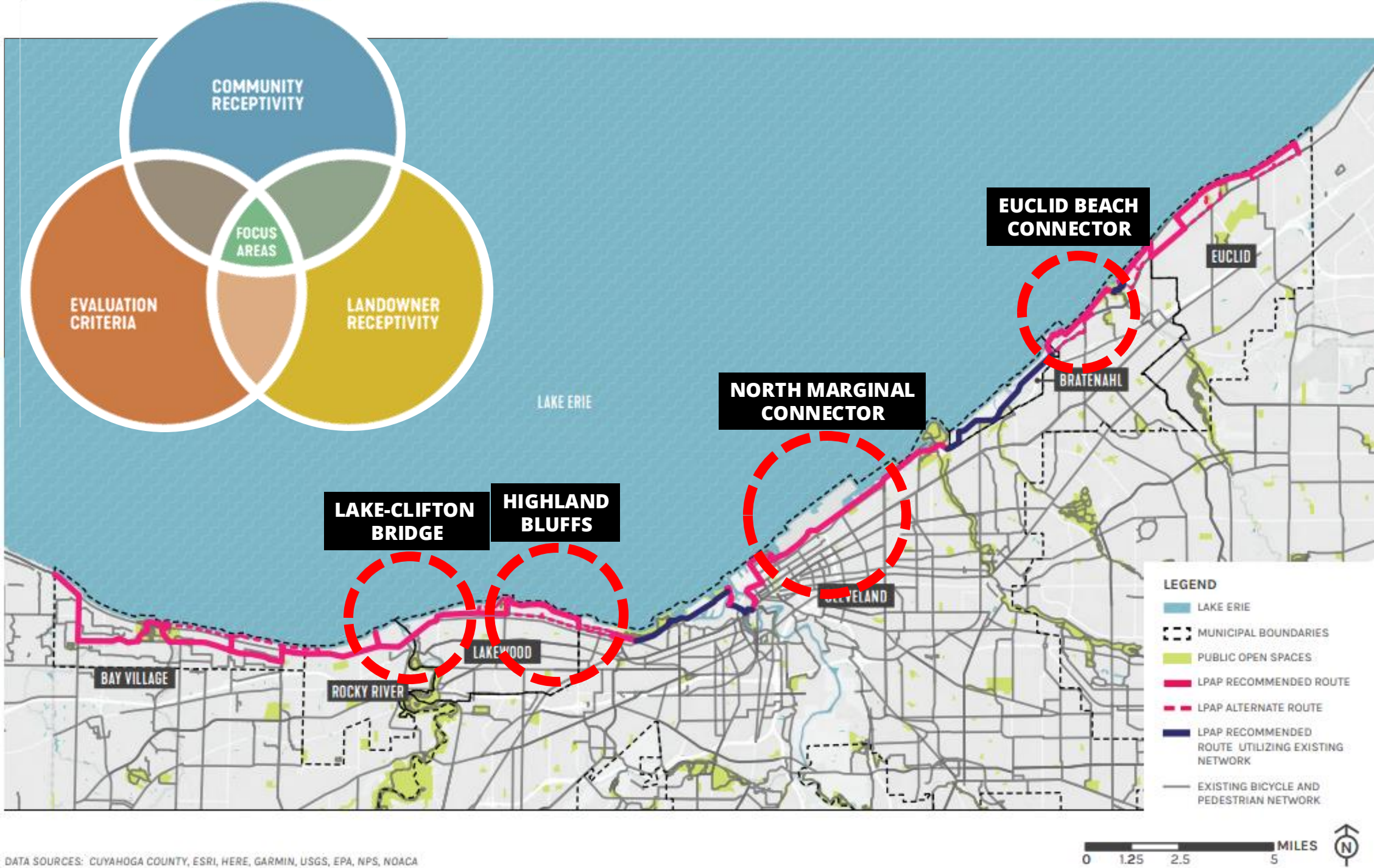
FLOODING + STORMWATER ENHANCEMENT

Degree to which investment in a particular segment of shoreline may be integrated with mitigation measures to help address localized flooding or known stormwater infrastructure deficiencies (and benefit from potentially attracting funding to help implement the project).

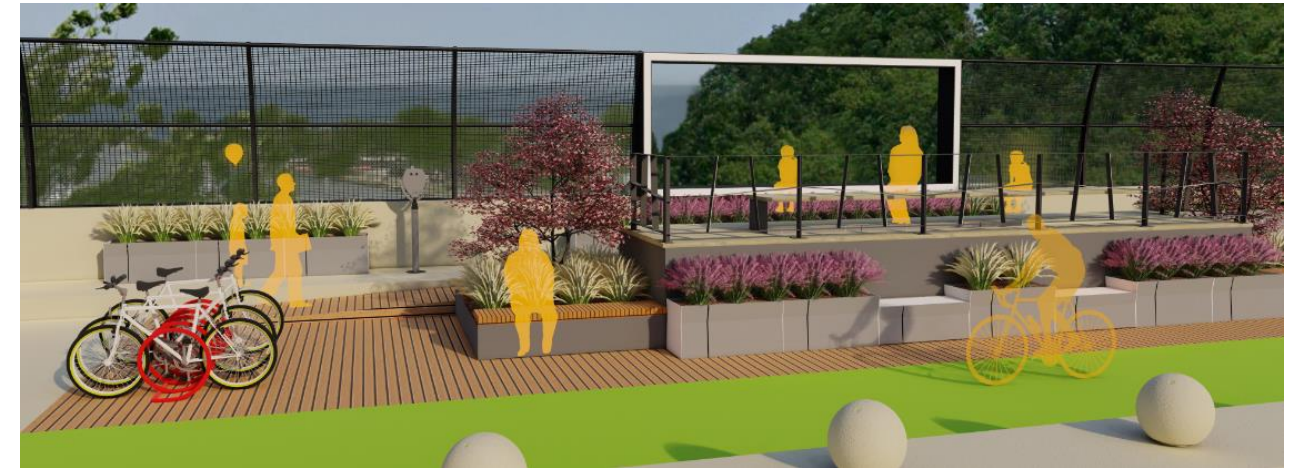
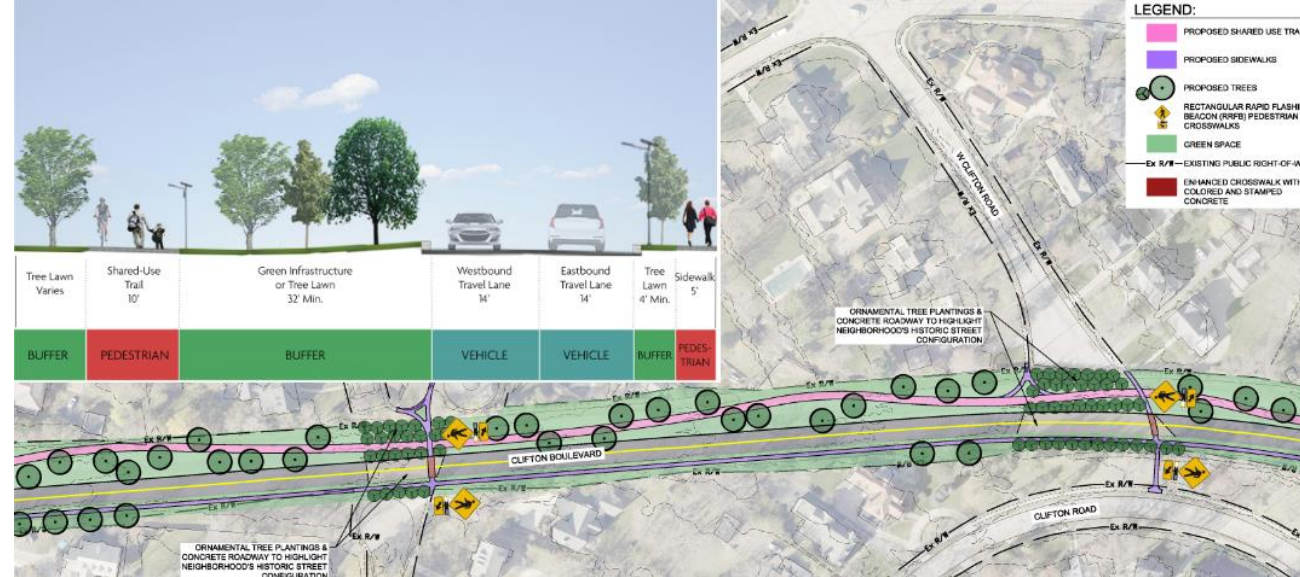
METHODOLOGY



THE RESULT: FOCUS AREAS FOR IMPLEMENTATION



FOCUS AREA IMPLEMENTATION: LAKE-CLIFTON BRIDGE



Fast Facts

- Road diet across bridge includes linear park elements
- 1.2 mile new multi-modal connector linking communities and county

Schedule

- Conceptual alternatives complete
- Preliminary design & engineering: Q2 2022 – Q2 2023
- Construction: Q2 2025– Q4 2026

Budget

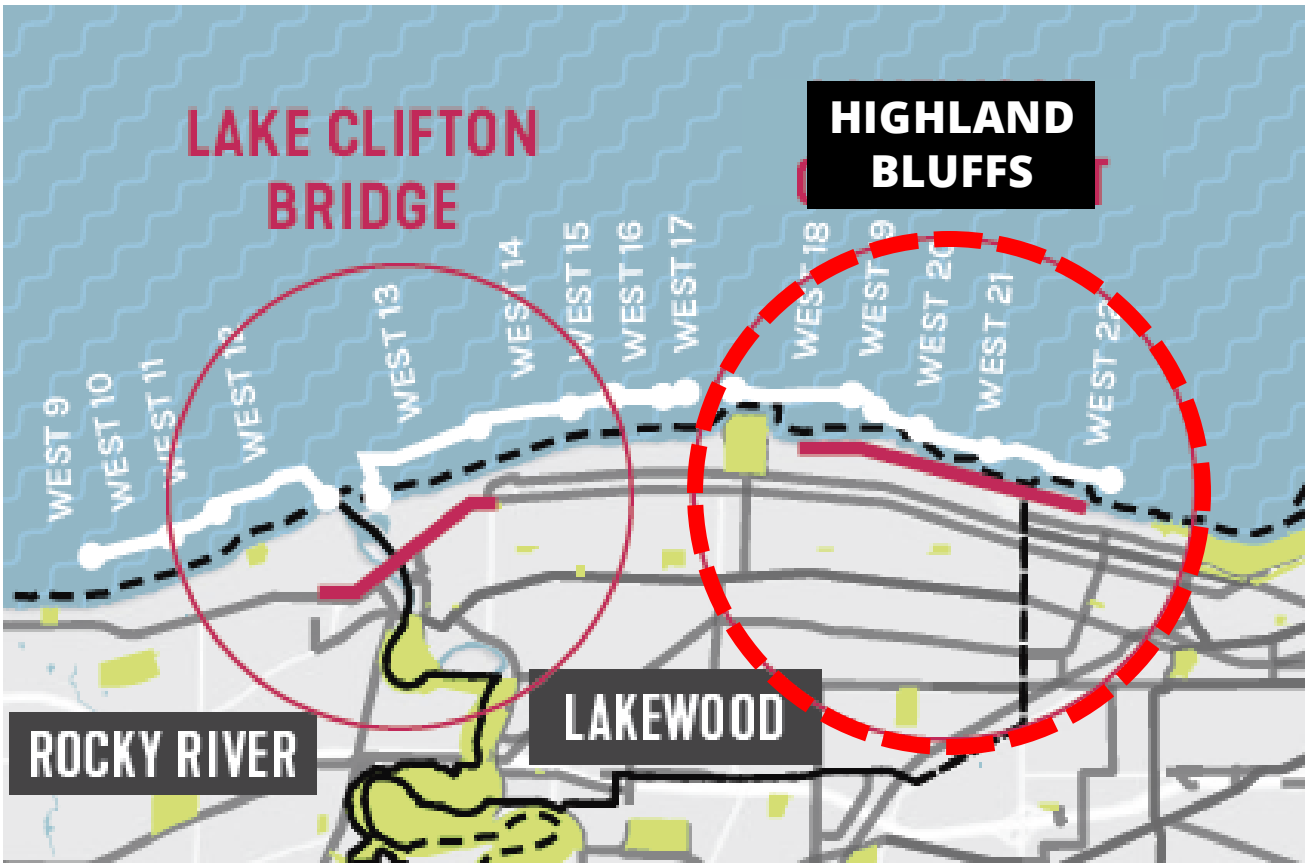
- \$9-10M

Funding Exploration

- \$800k City of Lakewood & \$400k City of Rocky River



FOCUS AREA IMPLEMENTATION: HIGHLAND BLUFFS



Fast Facts

- Lakefront parcels valued at over \$254M
- 3800 linear feet (0.70 miles) of shoreline access
- 13 properties within 40-60 ft of bluff top
- 2022 private erosion mitigation spending likely \$4-\$8M

Schedule

- Site Investigations: Complete January 2022
- Master Plan: Q2 2022 – Q4 2023
- Preliminary design & permitting: Q1 2024 – Q3 2025
- Construction: TBD

Budget

- \$52.3M Preliminary Estimate

Funding Exploration

- \$150k – ODNR Coastal Management Assistance
- \$900k – FEMA Hazard Mitigation Grant Program

FOCUS AREA IMPLEMENTATION: NORTH MARGINAL CONNECTOR



Fast Facts

- Addition of multi-purpose trail where no facilities exist
- 2.7 mile new multi-modal connector linking downtown and lakefront assets (Rock Hall @ East 9th to East 55th Marina)

Schedule

- Design & engineering: Q2 2022 – Q4 2023
- Construction: Q2 2024 – Q4 2025

Budget

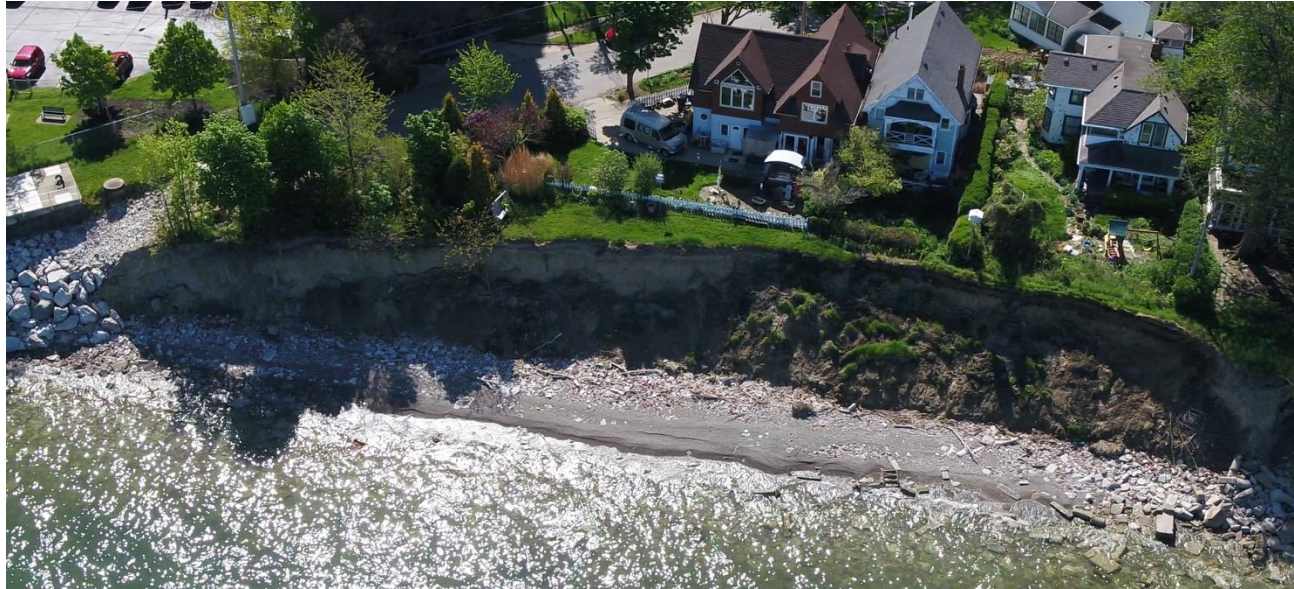
- \$11M

Funding Exploration

- \$5.6M NOACA Carbon Reduction Program
- \$5M Mandel Foundation Grant to Cleveland Metroparks



FOCUS AREA IMPLEMENTATION: EUCLID BEACH CONNECTOR



Fast Facts

- 2/3 of a mile of rapidly eroding lakefront
 - Phase 1 – 1700 feet (0.32 miles)
 - Phase 2 – 1600 feet (0.30 miles)
- NEORSD, Metroparks, Cleveland, County and private landowner partnership

Schedule

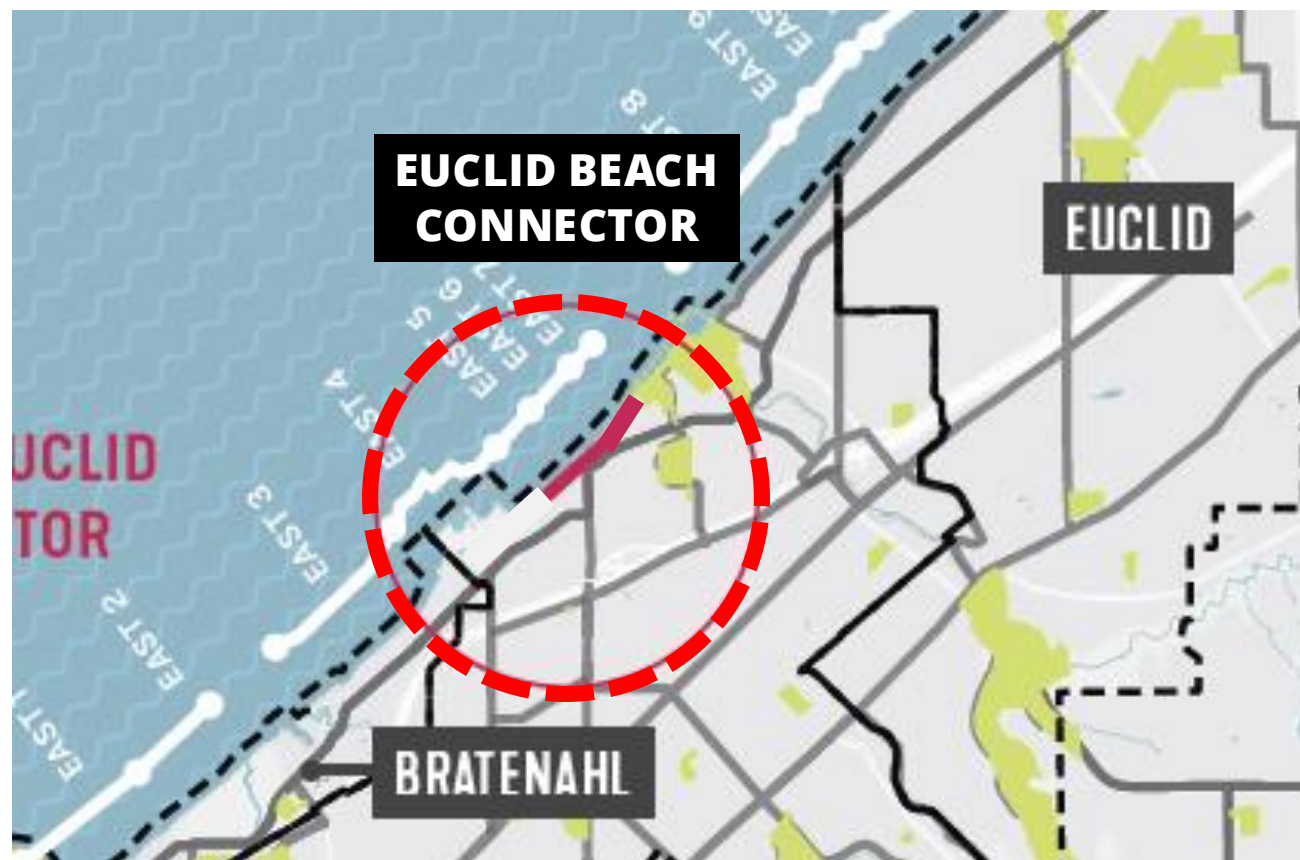
- Design & engineering: Q2 2022 – Q4 2023
- Construction: Q2 2024 – Q4 2025

Budget

- \$16M

Funding Exploration

- \$1M Ohio Emergency Erosion Assistance Grant
- \$150k Natureworks
- \$480k FEMA Hazard Mitigation Grant Program
- \$1.5M LWCF Outdoor Legacy Partnership Program
- \$1.5M NEORSD
- \$3M City of Cleveland

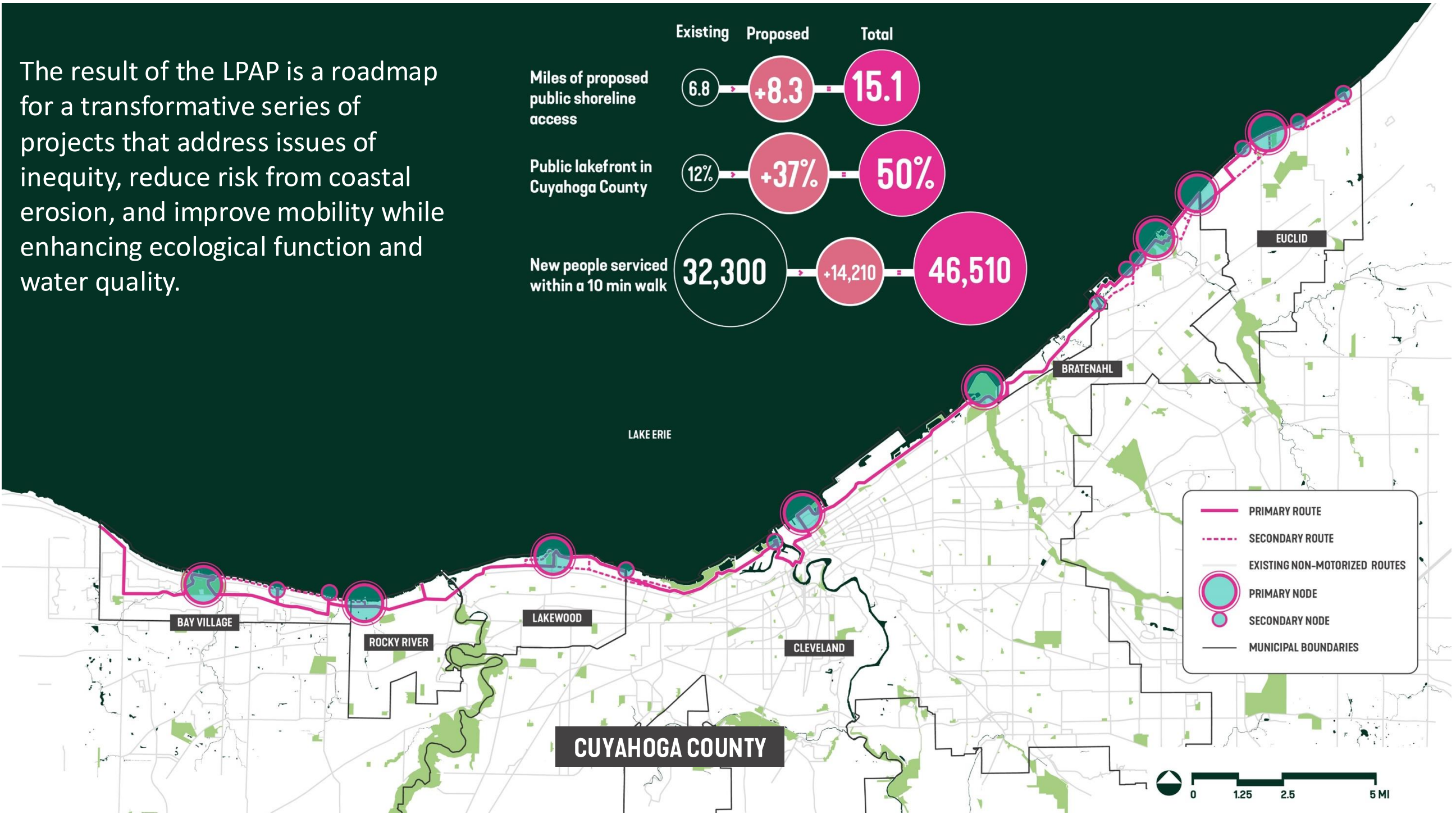


FOCUS AREA IMPLEMENTATION: EUCLID BEACH CONNECTOR



A PLAN ADDRESSING COMPLEX ISSUES AT SCALE

The result of the LPAP is a roadmap for a transformative series of projects that address issues of inequity, reduce risk from coastal erosion, and improve mobility while enhancing ecological function and water quality.



RECONNECTING PEOPLE WITH WATER



HEALING OUR WATERS BY RESTORING NATURAL SYSTEMS



TAMING THE HUNGRY LAKE



LAKEFRONT PARKS AND TRAILS FOR ALL



CUYAHOGA COUNTY

PLAN SUMMARY

PROCESS AND RECOMMENDATIONS SUMMARY FOR
CUYAHOGA COUNTY LAKEFRONT PUBLIC ACCESS

SMITHGROUP

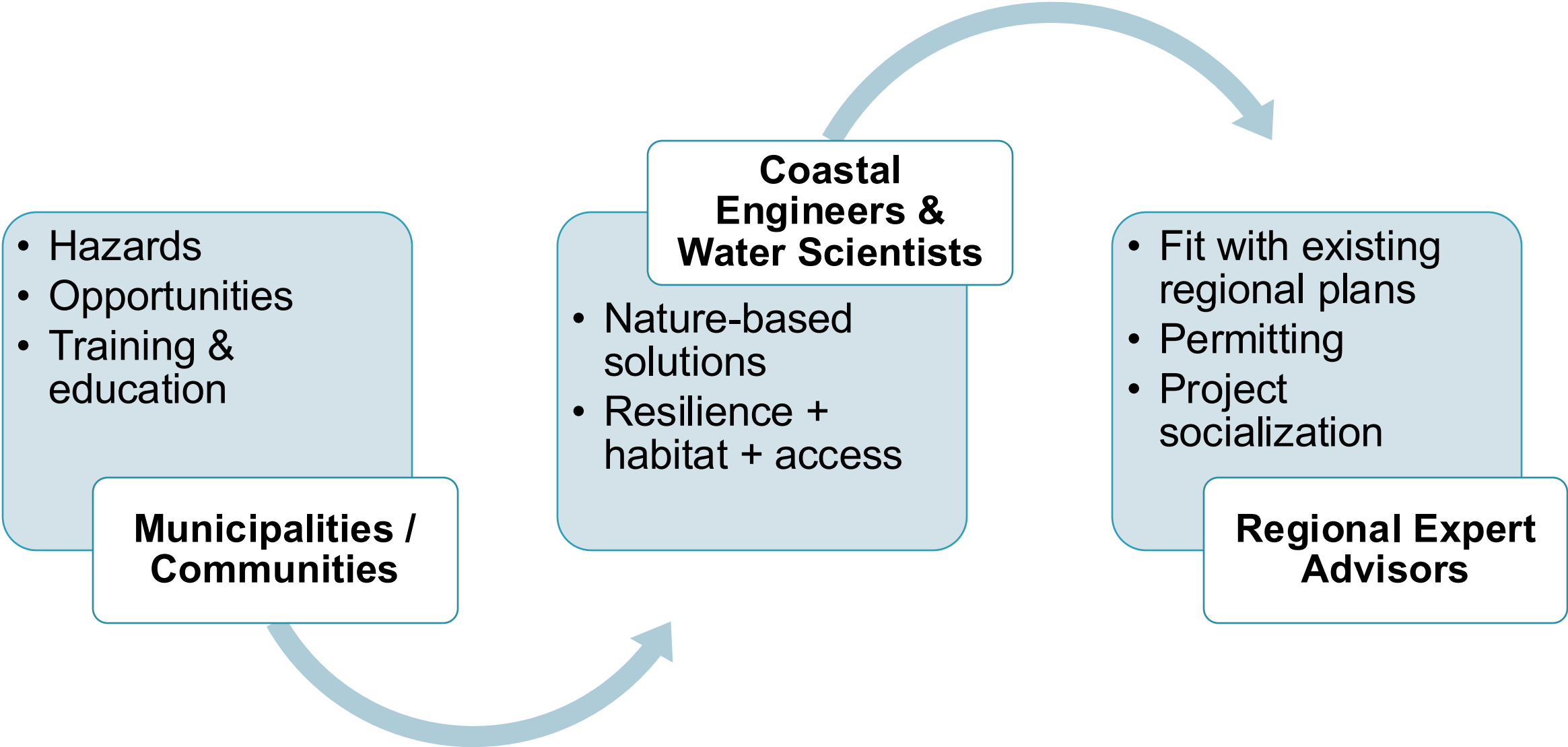
February 2022



SMITHGROUP

RESILIENT COASTAL PROJECTS INITIATIVE

PLANNING SOLUTIONS FOR ACCESS, EROSION AND OTHER COASTAL CHALLENGES



REGIONAL EXPERT ADVISORS

SOCIALIZING & VETTING RESILIENCE PROJECTS



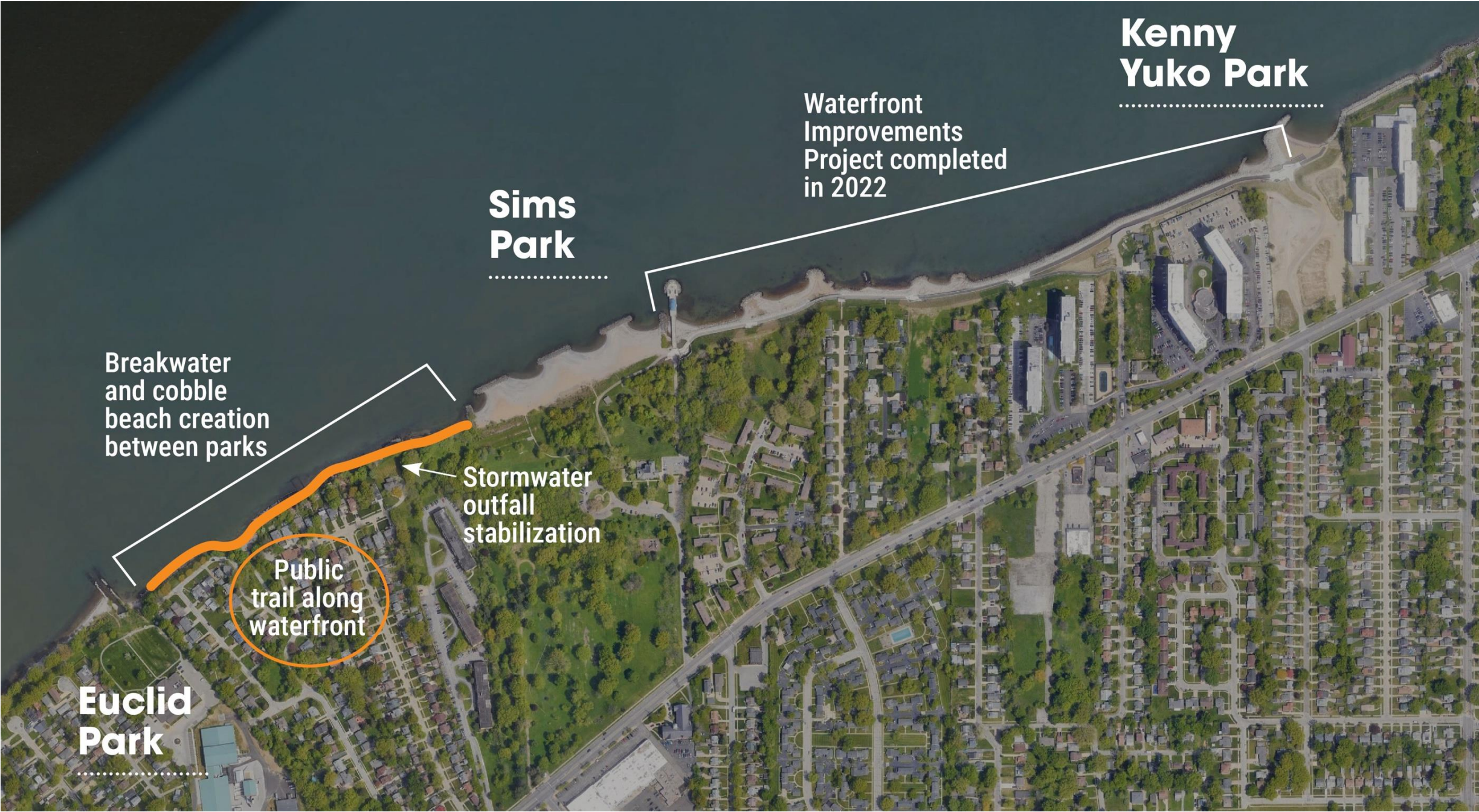
OHIO COASTAL RESILIENCE PROJECTS

PLANNING AND BUILDING CAPACITY ACROSS THE OHIO LAKE ERIE SHORELINE



EXPANDING THE EUCLID MODEL

EUCLID TO SIMS PARK EROSION CONTROL AND PUBLIC ACCESS PROJECT



SCALING SUCCESS BASIN-WIDE

SHARING KNOWLEDGE AND ADVANCING PROJECTS



94
projects

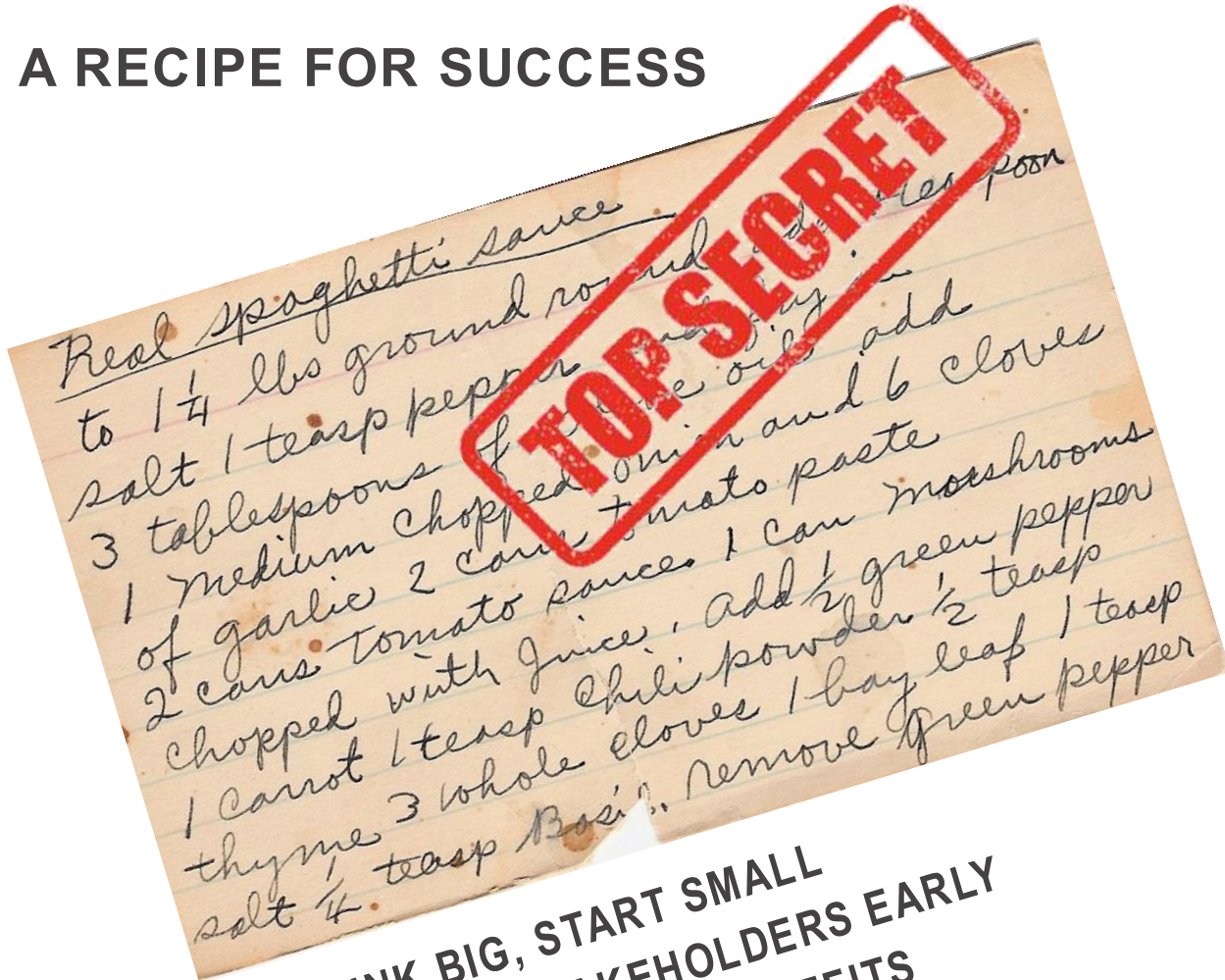
58
concept plans

30
E&D plans

16.9
million dollars

MASTER PLANNING

A RECIPE FOR SUCCESS



1. THINK BIG, START SMALL
2. INVOLVE STAKEHOLDERS EARLY
3. ARTICULATE THE BENEFITS
4. PLAN TO IMPLEMENT
5. MAKE IT UNDERSTANDABLE & COMPELLING
6. CONSISTENCY IS KEY



MASTER PLANNING

1) THINK BIG, START SMALL

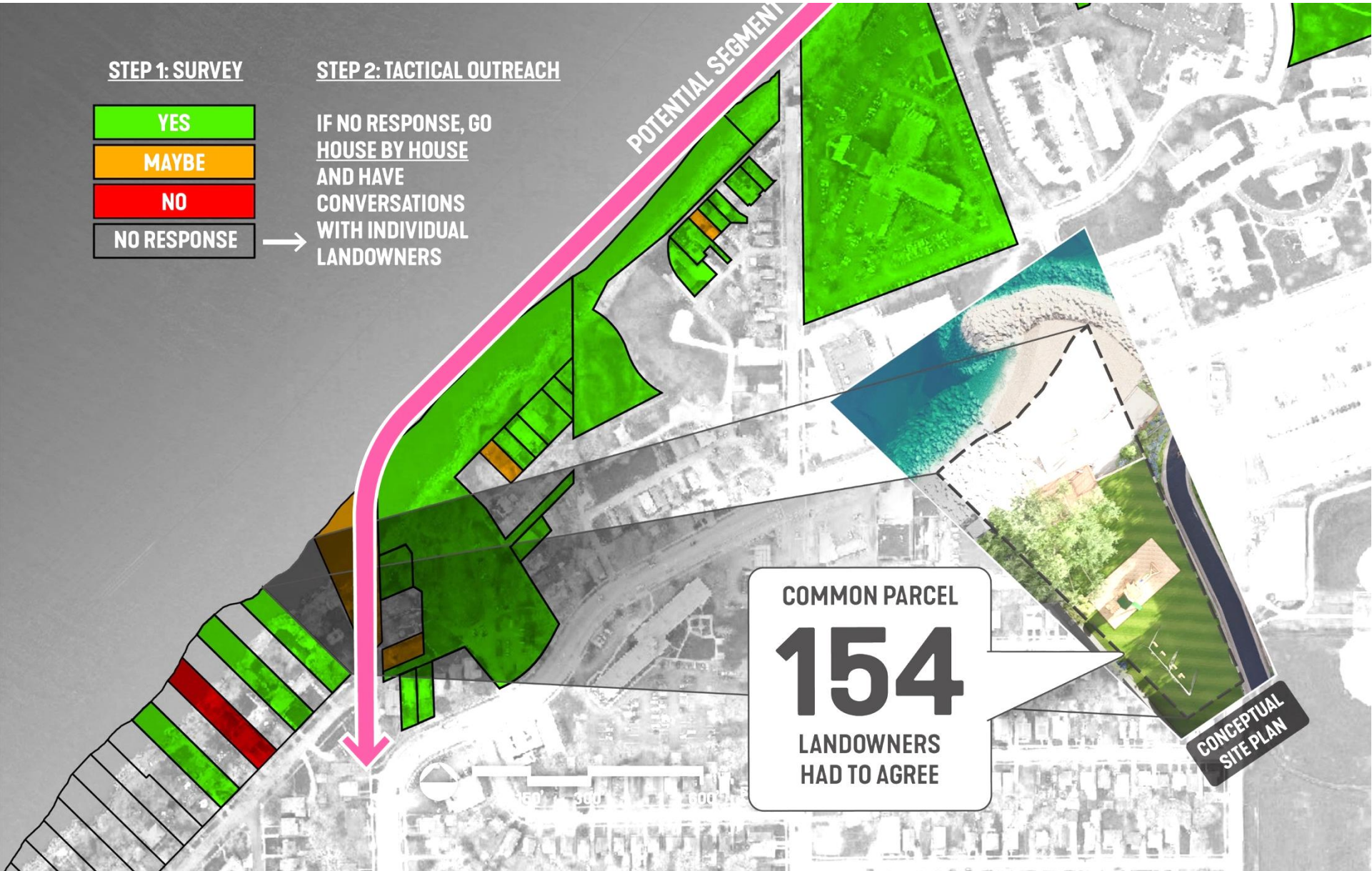
- USE A BROAD LENS & GEOGRAPHIC AREA
- DREAM TO CAPTURE ALL OPPORTUNITIES
- CELEBRATE MILESTONE ACHIEVEMENTS
- BUILD SOMETHING EARLY & OFTEN



MASTER PLANNING

2) INVOLVE STAKEHOLDERS EARLY

- THOSE RESPONSIBLE FOR **IMPLEMENTING IT**
- THOSE THAT CAN **SLOW** OR HALT **PROGRESS**
- THOSE **DIRECTLY IMPACTED** / WITHIN THE PLANNING AREA

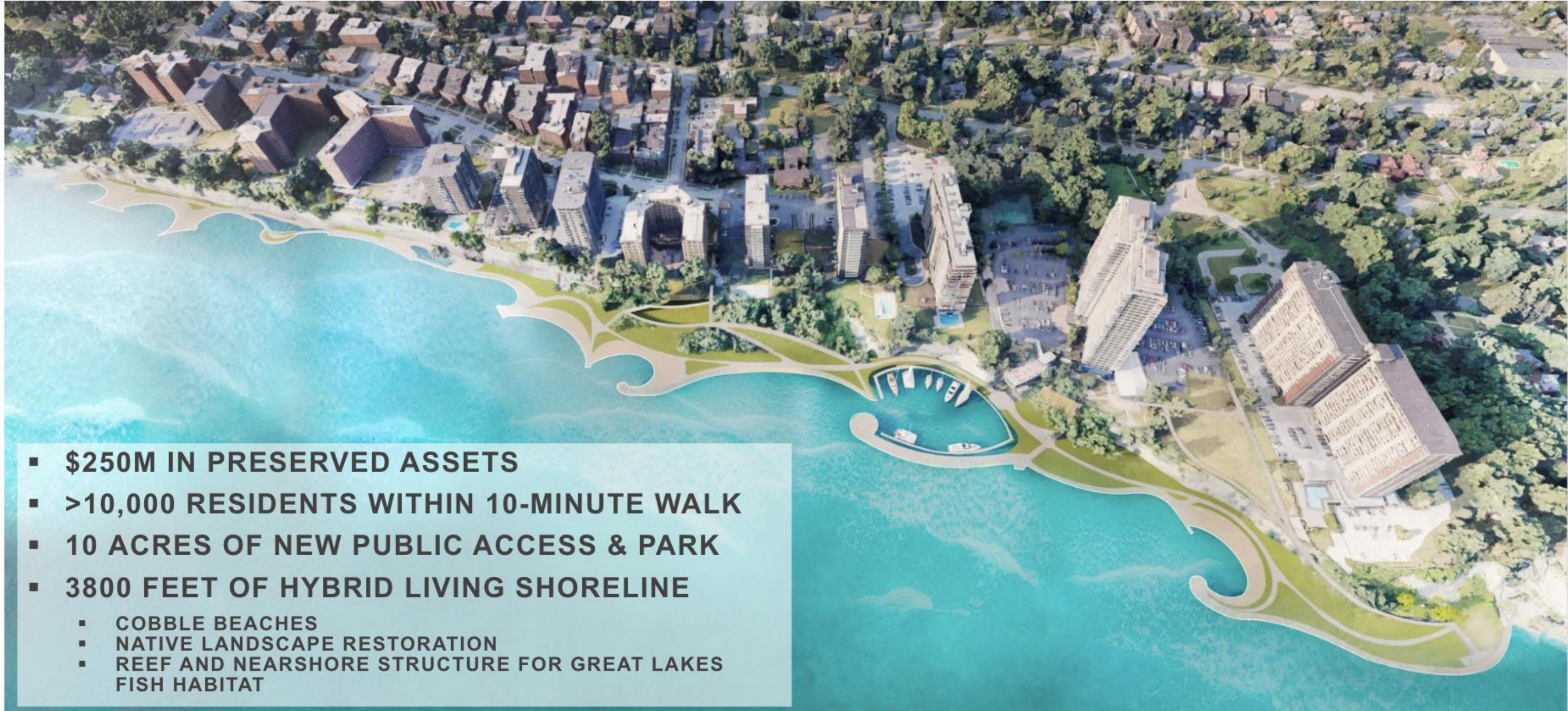


MASTER PLANNING

3) ARTICULATE THE BENEFITS

➤ QUALITATIVELY & QUANTITATIVELY

➤ LENSES OF ECOLOGY, ECONOMY, SOCIETY, & HUMAN SPIRIT

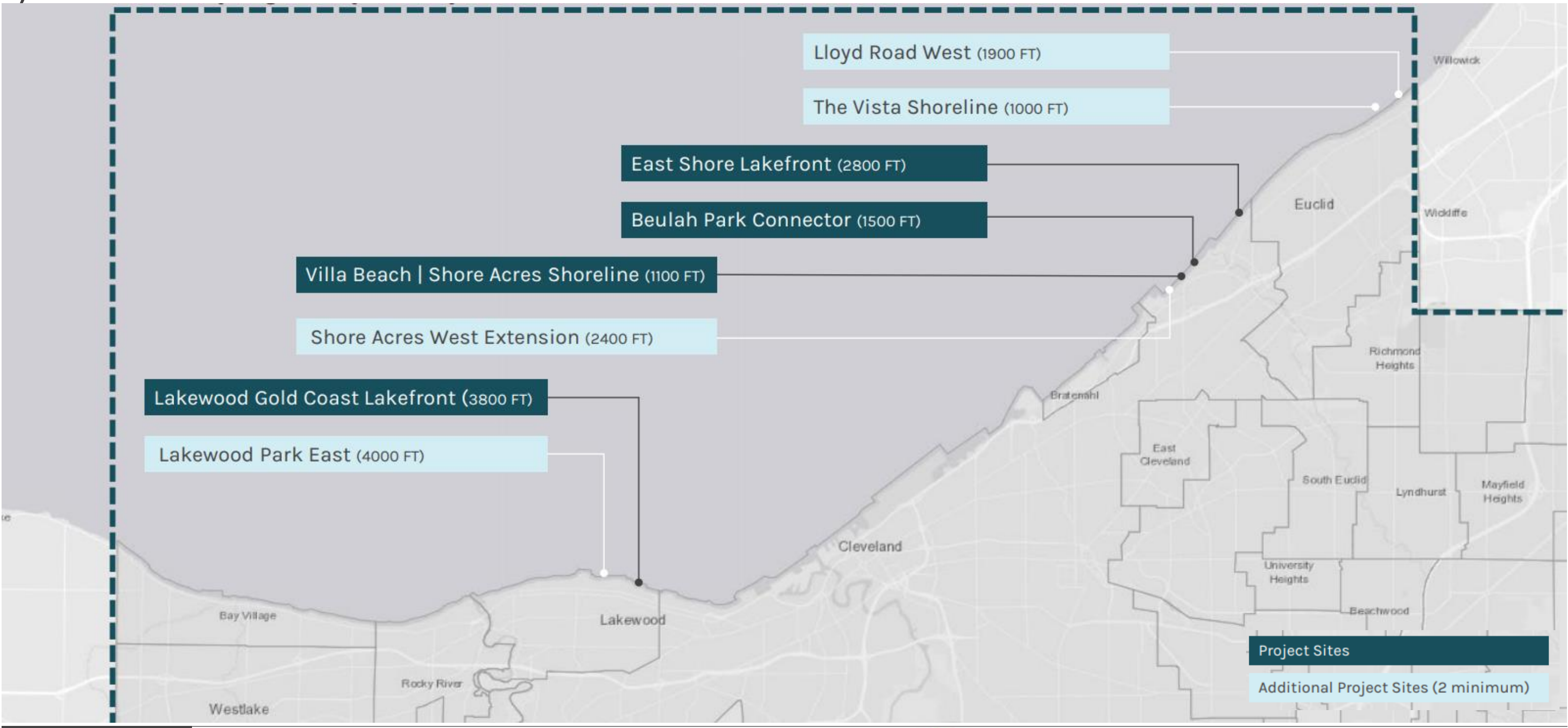


- **\$250M IN PRESERVED ASSETS**
- **>10,000 RESIDENTS WITHIN 10-MINUTE WALK**
- **10 ACRES OF NEW PUBLIC ACCESS & PARK**
- **3800 FEET OF HYBRID LIVING SHORELINE**
 - COBBLE BEACHES
 - NATIVE LANDSCAPE RESTORATION
 - REEF AND NEARSHORE STRUCTURE FOR GREAT LAKES FISH HABITAT

MASTER PLANNING

- START NEXT STEP BEFORE FINISHING THE PREVIOUS
- DEVELOP FUNDING STRATEGY

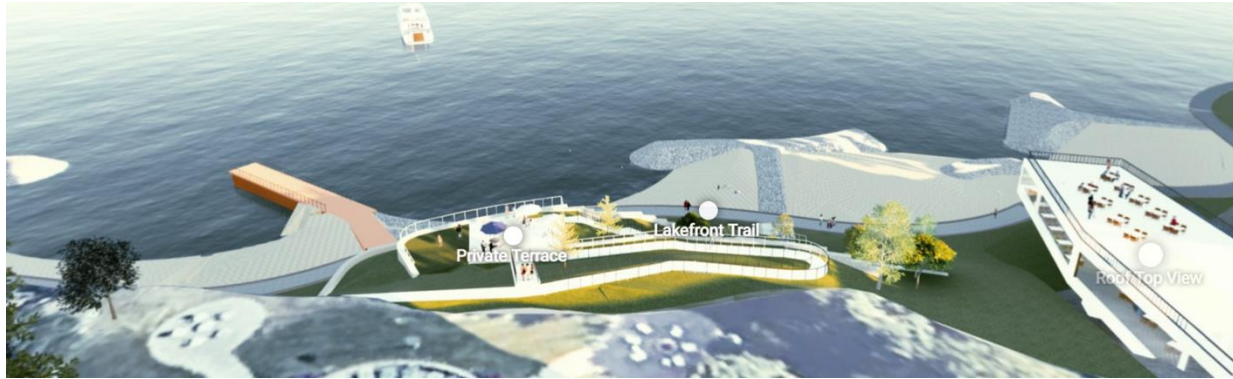
4) PLAN TO IMPLEMENT



MASTER PLANNING

5) MAKE IT UNDERSTANDABLE & COMPELLING

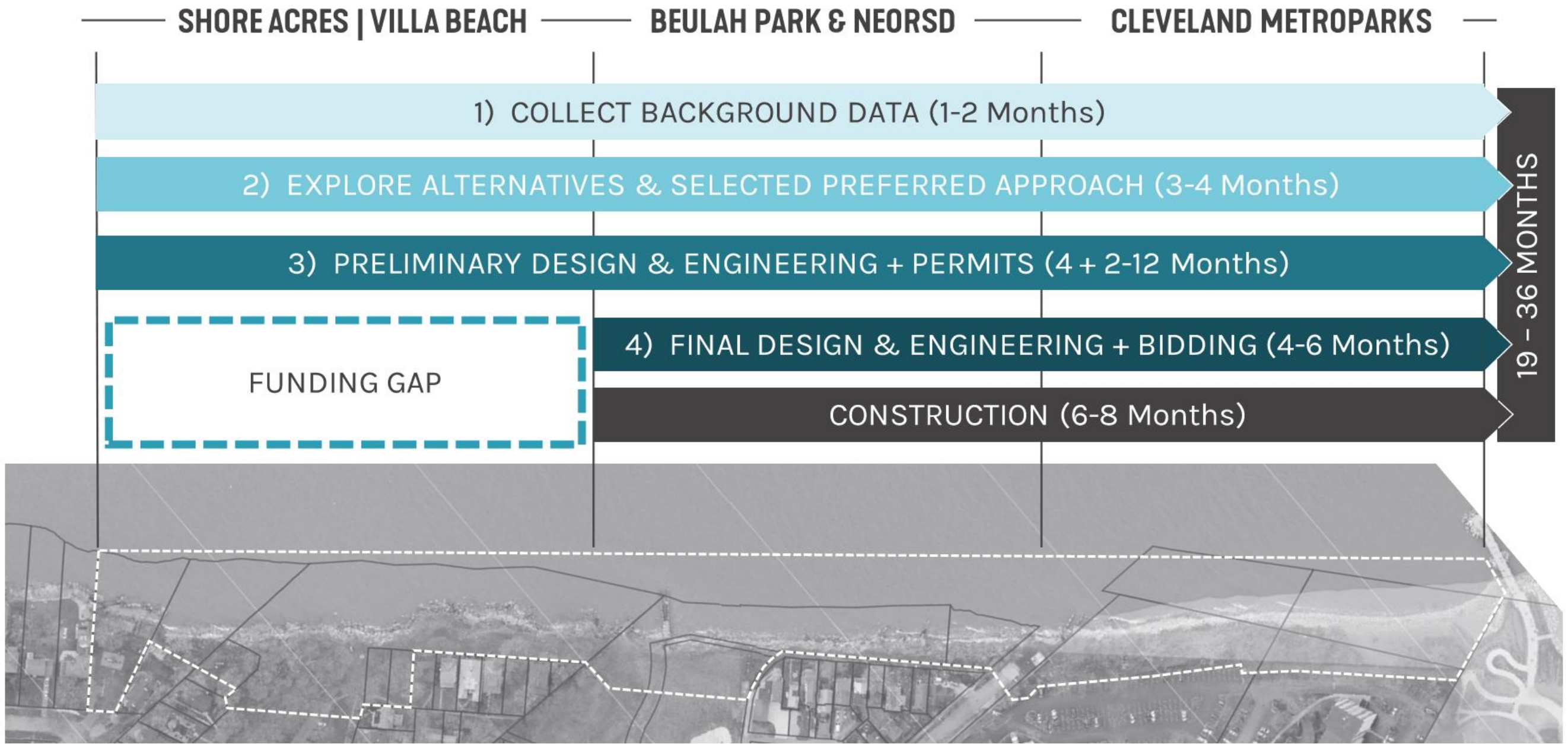
- UNDERSTANDING BOLSTERS MOMENTUM
- PLANS, PERSPECTIVES, AND SECTIONS
- VIRTUAL & AUGMENTED REALITY



MASTER PLANNING

6) CONSISTENCY IS KEY

- INVOLVE THE SAME PEOPLE (RELATIONSHIPS ARE KEY)
- SHARE A CONSISTENT MESSAGE
- IDENTIFY PROJECT CHAMPIONS (BEYOND THOSE ELECTED)



MASTER PLANNING

LET'S BRAINSTORM

- PAIR UP! (2-3 PEOPLE IDEALLY)
- SHARE FOR 20 MINUTES
- QUICK COMMON THEMES REPORT OUT



1. Discuss a water-related issue which exists in your community that is critical but complex to address? Select one that necessitates partners and needs more than just funding to address.

(e.g. include coastal erosion, flooding, limited public waterfront access, water quality, habitat loss, and climate adaptation.)

2. Amongst your partner group, brainstorm stakeholders (off all types) that may be involved in each of your projects/challenges.

3. What is the biggest hurdle or challenge hindering the ability to advance to your project.

(e.g. no perceived solution, lack of funding, capacity/leadership...)

MASTER PLANNING

PARTING GIFTS...

TAKE THESE!!!



Coming Together: Scaling Up Waterfront Planning
Session Worksheet

Team Exercise

Addressing complex issues and working on projects at scale requires thought and planning. For the next 20 minutes, we would like you to think about a challenge facing your organization or community and explore ideas on how to jumpstart the process of planning at scale.

Once you fill a table, partner with 2-3 people to discuss the questions below. Facilitators from the Great Lakes Cities Initiative and SmithGroup will be circulating to answer questions and listen in. At the end of 20 minutes the facilitators will report on common themes shared.

1. Discuss a water-related issue which exists in your community that is critical but complex to address? While there may be many, select one that necessitates partners and needs more than just funding to address. (Examples may include coastal erosion, flooding, limited public waterfront access, water quality impairment, habitat loss, and climate adaptation.)
2. Amongst your partner group, brainstorm stakeholders that may be involved in each of your projects/challenges. Make sure to identify stakeholders that align with the stakeholder types Jason mentioned.
3. What is the biggest hurdle or challenge hindering the ability to advance to your project (e.g. no perceived solution, lack of funding, capacity/leadership...)

Master Planning Keys

Jason Stangland, SmithGroup's Waterfront Director, offered six important keys for successful master planning. The keys are summarized below:

1. **Think Big, Start Small** - use a broad lens when planning but find something small that can be implemented or built from the plan's recommendations. Celebrate it to sustain momentum.
2. **Involve Stakeholders Early** - include those that a) are directly impacted by a project, b) will be responsible for its implementation, and c) have the potential to slow or stop project progress.
3. **Articulate the Benefits** - both qualitatively and quantitatively, and across a broad range of benefits.
4. **Plan to Implement** - begin the next step before the plan is finalized. Don't wait for the plan to be complete.
5. **Make it Understandable & Compelling** - helping stakeholders and residents envision the outcome bolsters support and ownership.
6. **Consistency is Key** - Be consistent with your message and the people involved from beginning to end.



SMITHGROUP

LEAVE THIS!!!

NEED HELP?

Name:

Community/Organization:

Email:

Phone:

- ☐ I would like help thinking through a project or challenge.

Please briefly summarize the project or challenge that you are trying to solve. We will reach out to you to schedule a time to talk about it.

- ☐ I would be interested in obtaining a digital copy of today's presentation.

- ☐ I would like to hear more insights regarding successful master planning in a follow-up session.

- ☐ Please list any specific aspects you'd like us to include: (e.g. funding, economics of resilience, nature-based resilience strategies, etc.)

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Jason Stangland
SmithGroup Waterfront Practice Director
Jason.Stangland@smithgroup.com

SMITHGROUP

COMING TOGETHER: SCALING UP WATERFRONT PLANNING

THANKS FOR LISTENING & PARTICIPATING



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Mayor
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GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE

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SMITHGROUP

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GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT



Cuyahoga COUNTY PLANNING
Commission





When we **scale up local successes**, we can protect the Future of Fresh Water.

THANK YOU



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CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT



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DES GRANDS LACS ET DU SAINT-LAURENT

COME EXPLORE THE **BIINAAGAMI** **GIANT FLOOR MAP**

PÈRE MARQUETTE PARK
900 N. PLANKINTON AVE
TODAY
5:30 PM – 6:00 PM



MAYORS OPENING RECEPTION

MILWAUKEE COUNTY HISTORICAL SOCIETY
910 N DOCTOR MLK JR. DR
TODAY – 7:00 PM



GREAT LAKES AND ST. LAWRENCE
CITIES INITIATIVE
L'ALLIANCE DES VILLES
DES GRANDS LACS ET DU SAINT-LAURENT

Presented by



PRESENTED BY



THE FUTURE OF **FRESH WATER** | L'AVENIR DE **DE L'EAU DOUCE**

MAY 14 - 16, 2025 MILWAUKEE, WI



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