

## Master Plan Summary

### Overall Plan

This new Master Plan for the City of Luna Pier provides an opportunity to set a new course for municipal development and redevelopment. The creation of this Master Plan is firmly grounded in efforts to communicate with residents and community leaders and collectively define how to create a more livable and attractive community. Members of the Luna Pier Planning Commission and Luna Pier Council members took sincere steps to look and listen to anyone willing to attend a meeting, fill out a survey or simply engage in casual conversation about the future. Also, while this plan is future-focused, it is also grounded in rich historical context. The process followed to develop this plan provided an opportunity to journey into the past and rediscover amazing things about Luna Pier as a community and its significant place in the State of Michigan.

This plan is in essence an effort to “create the future” by thoughtfully evaluating present conditions, building consensus around images that depict a great community, and carefully defining implementation steps. During the year-long planning process, fifteen fundamental principles emerged that portray what Luna Pier is, and what it hopes to be in the future. These principles speak to the heart and soul of this community today and in the future. They are as follows:

### Our Basic Attributes

- **Luna Pier Is A Gateway City For Michigan.**

Luna Pier is the first Michigan City visitors encounter when traveling north on I-75. I-75 is by far the single most heavily traveled highway leading into Michigan, and Luna Pier offers the first opportunity to see and experience Lake Erie. This local attribute has huge implications for economic development, as Luna Pier could market itself as a “A First Taste of Michigan” and showcase a wide range of food products and experiences in local stores. Luna Pier is honored to represent the State in this capacity.



- **Luna Pier and Lake Erie Are Powerfully Connected.**

Lake Erie is why many people live in Luna Pier, why they visit, and why residents feel a special connection to this community. Even the name of this town links to water and evokes an image of interacting with water.



- **Lake Erie Destinations.**

Not only is Luna Pier connected to Lake Erie, but its location on Lake Erie and in the State of Michigan creates significant opportunities to establish Luna Pier as a point of departure and arrival for ferryboats and Lake Erie cruise ships. Lake Erie destinations include Put-in-Bay, Cedar Point and Kelleys Island, along with Canadian destinations. This further supports a local economic development strategy centered on tourism, lake-related activities and coastal living.

- **Luna Pier Is Among Only A Few Places In Monroe County Where Tourists And Visitors Could Have A Diverse Waterfront Experience.**

Luna Pier offers a well maintained public beach, state land for wildlife/bird viewing opportunities, and a commercial center that will be further developed with restaurants, unique shops, attractions and entertainment venues. This combination of experiences in a single place presents significant economic development opportunities for the City

- **Luna Pier is Connected to Nature.**

The International Wildlife Refuge, Erie State Game Area, Lake Erie and other area attractions help define and brand Luna Pier as a place of natural beauty and environmental quality.



### What We Want To Accomplish As a Community

- **The historic pier from the 1920’s reinforces Lake Erie associations and provides opportunities today.**

A reconstructed pier would recapture an important element of community history, generate economic development opportunities and help define Luna Pier as a unique place on the Great Lakes.

- **Along with a reconstructed Pier, the Turtle Island Lighthouse can be reconstructed and serve as a significant historic and “place-making” element in downtown.**

Such a structure could functionally support tourism and several economic development initiatives.



- **Luna Pier's Identity and Image Should Be Expressed In Consistent and Contextual Architecture, Signage and Street Furniture.**

Colors, shapes, images, materials and the design of the built environment matter, and greatly influence how people perceive Luna Pier. Overwhelmingly, people support the idea of advancing a community image that is based on nautical themes. Luna Pier is a “Great Lakes Coastal Community.”



- **Luna Pier Park is Underdeveloped.**

The location of Luna Pier Park provides tremendous developmental opportunities that can support economic development and tourism, and greatly enhance the local quality of life.



- **Luna Pier Should Become a More Walkable/Bikeable Community.**

Residents encourage the City to develop more trails and walking paths. This includes walking/biking paths in public rights-of-ways and within parks or other public spaces. The more compact nature of this community provides residents with more walkable destinations.



- **The Future Of Consumers Power is Both a Concern and an Opportunity.**

While the future of the Consumers Power Plant is unknown given the volatility of energy markets, the regulatory environment and many other considerations, redevelopment of this property presents opportunities for the community and the possibility that this area could emerge as an even more substantial community asset.



- **While The City Desires Economic Development, it is Unwilling to See Quiet Neighborhoods and the Casual Lake Living Style Disturbed.**

The City will take strong and deliberate steps to make sure that successful economic development efforts do not come at the expense of reasons why residents call Luna Pier home in the first place. Narrow streets and minimal thru traffic will be maintained to avoid impacts on residential areas. Any expansion of commercial development into adjacent residential areas will be carefully considered and thoroughly evaluated to minimize negative land use impacts.



- **Reinforcing Neighborhood Identity.**

Luna Pier's history is based on two cottage communities – Lakeside and Lakewood. Lakeside was a community of rental cottages, while Lakewood was a place of summer homes for many Toledo families. Other neighborhoods exist as well and contribute to a sense of local history. This neighborhood identity should be encouraged and supported in the context of block watch programs, paint-up-fix up campaigns and neighborhood clean-up events.

- **Property Maintenance.**

Like many similar communities, Luna Pier's housing stock is aging. Further, many units were initially built as seasonal residences. Because of this (and recent difficulties to the housing market in general) Luna Pier is particularly challenged to take necessary steps to ensure that property is maintained. Reduced levels of private property maintenance have a direct bearing on property values and overall community image.



- **Luna Pier Will Develop Partnerships.**

Luna Pier is a small community with big plans. To successfully build the future expressed in this Master Plan, partnerships are critical. Key partners include neighboring communities, various Monroe County organizations and the State of Michigan.



