

Goals, Objectives and Implementation

Moving the City of Luna Pier forward toward a realization of the future envisioned in the earlier Chapters of this Master Plan will require focused and deliberate efforts in the following years. To help better frame necessary policies and initiatives called for in this Master Plan, the following goals and objectives are defined for the City of Luna Pier. These goals and objectives were specifically discussed at a joint meeting of the Luna Pier City Council and Luna Pier Planning Commission on November 24, 2009. Representatives from the City of Luna Pier, also met with officials from the Monroe County Road Commission, Michigan Department of Transportation and Southeast Michigan Council of Governments (SEMCOG) on December 16 to discuss transportation-related priorities and plans. Implementation steps described in this Chapter are organized in accordance with the previous Chapters.

Land Use Goal

To achieve and maintain a balance of land uses that supports community character, economic development and overall livability.

Land Use Objectives

Develop and maintain an up-to-date Zoning Code that fully implements this Master Plan over time.

Supporting Land Use Policies & Initiatives

The principal way that Luna Pier can implement its land use goals and objectives is through its zoning code. The Michigan Planning Enabling Act requires that Master Plans include a “zoning plan” to provide an explanation of how the land use categories on the future land use map relate to the districts on the zoning map. This “zoning plan” is provided hereunder:

The Future Land Use Map provided in Chapter 3 and the existing zoning districts are generally related. However, there are several major exceptions that require attention. These include the following subjects which are proposed to be addressed in the following way:

- A new downtown mixed use district is needed. This new district would apply to areas illustrated on the Future Land Use Map. Residential and office uses should be allowed on upper floors and the allowable uses should be reviewed and amended to fit the desired character of the area.
- B-1, B-2 and ES districts should be modified to address permitted uses and maximum building sizes.

- I-1 should be modified to address permitted uses and maximum building sizes.
- Development standards in the zoning code should be updated with respect to landscaping and buffering requirements as they relate to commercial uses near residential areas.
- The Luna Pier Zoning Code lacks a design review standards that speaks to the urban design considerations addressed in Chapter 4.
- Local zoning will be reviewed with respect to measures that can be taken to curb light pollution.

Community Character/Urban Design Goals

Luna Pier will develop and maintain an attractive community character built on nautical and coastal Great Lakes architectural themes.

Community Character / Urban Design Objectives

The City of Luna Pier will take deliberate steps to articulate a local definition of desired architectural styles for public and private improvements.

Supporting Policies and Initiatives

The following policies and initiatives are recommended:

- The City of Luna Pier will prepare design guidelines to advance general architectural themes in private development. These guidelines will be incorporated into local land use regulations and will include both building architecture, landscaping and other design elements.
- As a matter of policy, the City of Luna Pier will seek to incorporate nautical themes in future public buildings, street furniture, lighting, and signage.
- Luna Pier will adopt a consistent design for new community signage. Following adoption of a preferred design, new gateway, directional and identification signage will replace existing signage and will be incorporated into new construction projects.

Environment/Natural Resources/Energy Goals

The City of Luna Pier will be a place that is “clean, green and healthy.”

Environment, Natural Resources, Energy Objectives

Residents and visitors will know Luna Pier as a place where residents celebrate nature and protect their environment.

Supporting Policies and Initiatives

The following policies and initiatives are recommended:

- The City of Luna Pier will incorporate “Low Impact Development” principles into local codes and regulations to help make sure that local water quality is maintained.
- Steps to resolve the problems at Venice Canals will continue to be a priority for the City.
- The City will take all reasonable and affordable steps to ensure that the waste water treatment plant is upgraded and functioning to optimum levels to protect water quality.
- Luna Pier will continue, and enhance where possible, efforts to maintain a healthy and attractive lakeshore and beach areas.
- Promotional efforts in the City will include drawing attention to nearby environmental features and attractions. The City will celebrate its central location among many environmental features.
- Luna Pier will embrace LEED principles and other energy efficiency measures in public buildings. Private construction will also be encouraged to adopt energy efficiency measures. The City will also explore opportunities to utilize new energy conserving technology such as LED lighting and new energy generating technology such as small-scale wind turbines to demonstrate its commitment to being green.
- The City of Luna Pier will be supportive of efforts to redevelop the Consumers Power property with large scale wind energy facilities.
- Local zoning will be reviewed with respect to measures that can be taken to curb light pollution.

Economic Goals

City of Luna Pier will diversify its economy and provide a strong stable tax base for future generations.

Economic Objectives

The City of Luna Pier will generate local employment opportunities and create a tax base that is built on its unique location, local community character and sense of place.

Supporting Policies and Initiatives

The following policies and initiatives are recommended:

- The City of Luna Pier will fulfill its goals and objectives with strategies related to redevelopment of the Consumer's Power site and the series of initiatives designed to create a place that draws people, commerce and jobs.
- The City of Luna Pier will be an active and engaged partner in efforts to modernize or redevelop the Consumers Power Site. The City's interests are to maintain tax base, protect natural assets in the area and see that appropriate clean-up activities take place. The City also recognizes that access to this area may become an issue (see infrastructure issues goals and objectives).
- The City of Luna Pier recognizes a need to "create a brand" that is rooted in authenticity and uniqueness. Steps will be taken to create and maintain this brand that is built on the notion that Luna Pier is "a first taste of Michigan." The term "first taste" is meant literally and figuratively since Luna Pier is uniquely positioned in the State.
- Luna Pier will directly build (or support private efforts to build) a new lighthouse, new pier and upgraded Luna Pier Memorial Park (see infrastructure goals and objectives).
- Luna Pier will work to recruit and assemble a commercial base of activity. Such efforts will be accomplished in partnership with the new Downtown Development Authority.
- Luna Pier will openly and deliberately seek partnerships with the Monroe County Convention and Visitors Bureau, State of Michigan and other tourism organizations to help promote and develop Luna Pier's unique offerings to tourists, visitors and area residents.

Public Infrastructure and Facilities Goals

The City of Luna Pier will build the public infrastructure and facilities necessary to support its vision for development and redevelopment.

Public Infrastructure and Facilities Objectives

Luna Pier will strategically use investments in specific elements of public infrastructure to stimulate economic activity.

Supporting Policies and Initiatives

The following policies and initiatives are recommended:

- Luna Pier will explore ways to build a new multi-use pier into Lake Erie. This pier will be designed to offer community-wide impact and value and will be the City's signature improvement that represents a legacy project to be enjoyed by future generations. In the short-term a task force of interested parties will be assembled to spearhead this effort.
- The Turtle Island Lighthouse will be rebuilt as an iconic and functional "placemaking" feature in downtown Luna Pier. Such a structure could be built publicly, privately or as a public-private partnership. As with the new pier, an exploratory committee should be formed to examine options, funding considerations and potential partnerships.
- Improvements to Luna Pier Memorial Park should be programmed. The City of Luna Pier will apply for funds from the Michigan Department of Natural Resources to help fund several park improvements. Redevelopment of the Luna Pier Memorial Park will take place in a manner that honors existing memorial features and structures.
- The City of Luna Pier will prepare a space utilization study to determine the needs for a multi-use facility that potentially involves several types of public spaces and facilities.
- Improvement to Municipal Boat Launch will be designed and included for funding in a future Michigan Department of Natural Resources grant application.

- Luna Pier will work with the Michigan Department of Natural Resources to develop a destination at the Erie State Game Area.
- The existing non-motorized trail system in Luna Pier will be expanded to include a "loop system" at both ends of the City and will serve to connect features so as to create possible destinations. Funds for this will be sought from the Michigan Department of Natural Resources.
- The City of Luna Pier will support the construction of a noise barrier along I-75 and will work cooperatively with MDOT to encourage such an improvement.
- The City of Luna Pier's Master Street Plan illustrates the possible extension of Harold Drive over LaPointe Drain to improve access to the southern one third of the City. The need for this improvement is dependent on future redevelopment scenarios.
- Luna Pier will convene a study group to investigate the desirability of allowing golf carts on public streets.
- Luna Pier will collaborate with MDOT with regard to the need to improve the I-75 interchange. Potentially, landscaping improvements, tree removal and grading could dramatically change the look and feel of this area as a community entrance.

Housing Goals

Luna Pier will be regarded a desirable place to live because of the housing it offers.

Housing Objectives

The City of Luna Pier will continue to offer substantial housing choices and rising property values.

Supporting Policies & Initiatives

- The following policies and initiatives are recommended:
- As a matter of policy Luna Pier will place a strong emphasis on property maintenance and code enforcement.
- City government will support the notion the Luna Pier has unique neighborhoods and will encourage expression of neighborhood character.

Priorities

Local leaders recognize that progress toward community goals will require sustained effort and that no community has the time or monetary resources to move forward with all community projects simultaneously. For this reason, members of the Luna Pier City Council and Luna Pier Planning Commission convened a joint planning session to review a working draft of the Master Plan and to define some sense of priority. Of particular interest was the need to recognize which projects represent “low hanging fruit” and which projects are more costly and long-term. Low-hanging fruit was considered to be relatively inexpensive, short-term and high-impact things the City should do. In contrast, other projects fell into the category of being as important (or perhaps more so), but also longer-term and potentially higher cost measures. The fact that grants would likely play a role in project financing was also considered in terms of both cost and time frame. It was also made clear that unanticipated funding opportunities could present themselves in the future that enable rapid implementation of significant local projects.

The result of this collaborative effort is illustrated in the chart to the right. Projects in the lower left hand side of the chart are considered to be the “low hanging fruit” and projects listed in the top half of the chart are very important, but longer-term and more costly initiatives. Philosophically, there was some consensus around the fact that Luna Pier should take immediate steps to make sure its development regulations are consistent with Master Plan goals. This will help prevent the possibility that private development in the near term could be fully inconsistent with new visions for redevelopment. It is also noted that current zoning actually makes some elements of the new Master Plan illegal, and rezoning would necessary to achieve the desired land use pattern.

