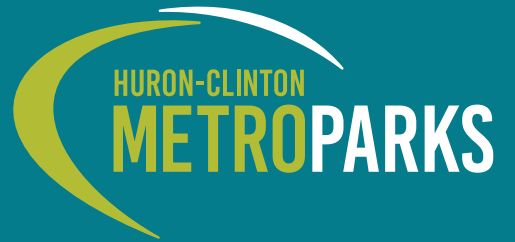


HURON MEADOWS METROPARK MASTER PLAN



5 Year Update to 2018 - 2028

DRAFT



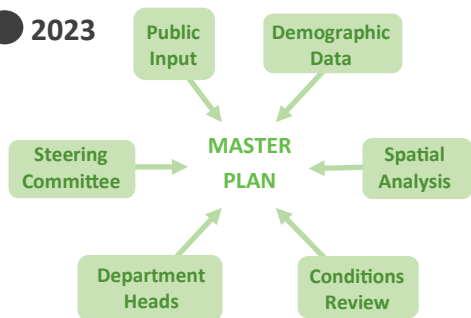
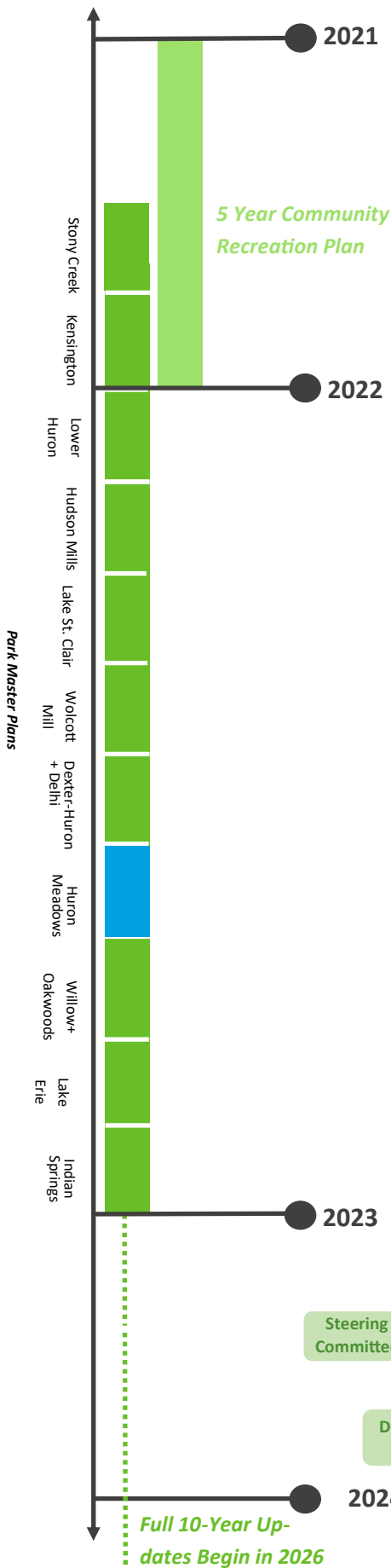
Introduction

Planning Process

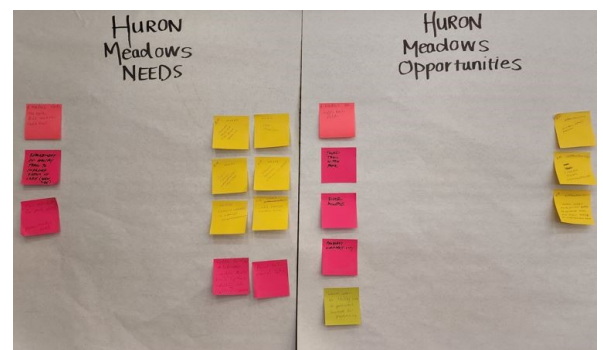
The five-year update is an opportunity for each of the 13 Metroparks to review their master plan and make sure it is still relevant. This review includes 1) major changes to facilities, infrastructure and programming in the park; 2) updated needs and opportunities; 3) completed action items; and 4) any 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 Huron Meadows 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 07/27/2022



REVENUE

Revenue Sources

2021 Operations Revenue

Revenue Source	2021 Total
Golf Course	1,231,819.54
Tolling	92,970.92
Cross Country Ski	55,148.82
Picnic Shelter	8,963.79
Miscellaneous	106.56
Total	1,389,009.63

NEEDS

Diversify sources of revenue

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

OPPORTUNITIES

The Metroparks 2021 General Fund revenue equaled \$59,729,968. Huron Meadows 2021 operations revenue was approximately \$1,389,010 comprising 2.3% of all Metroparks revenue.

Huron Meadows budgeted 2022 operations revenues are \$1,315,800, while estimated 2021 operations expenses are \$1,235,919.

As the chart illustrates, the majority of revenue (approximately 87%) comes from the golf course.



REVENUE TRENDS 2016-2021— Huron Meadows

*2020 –2021 Operations Revenue was irregular due to the COVID pandemic.

Revenue

Visitors

Huron Meadows Metropark is a regional park and can draw from the approximately 2,500,000 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 Huron Meadows Metropark have hovered between 75,000 and 100,000 since 2014, fluctuating through the years but experiencing a slight rise overall. Weather often plays a role in attendance to the park; activity areas greatly affected by weather are the trails 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.

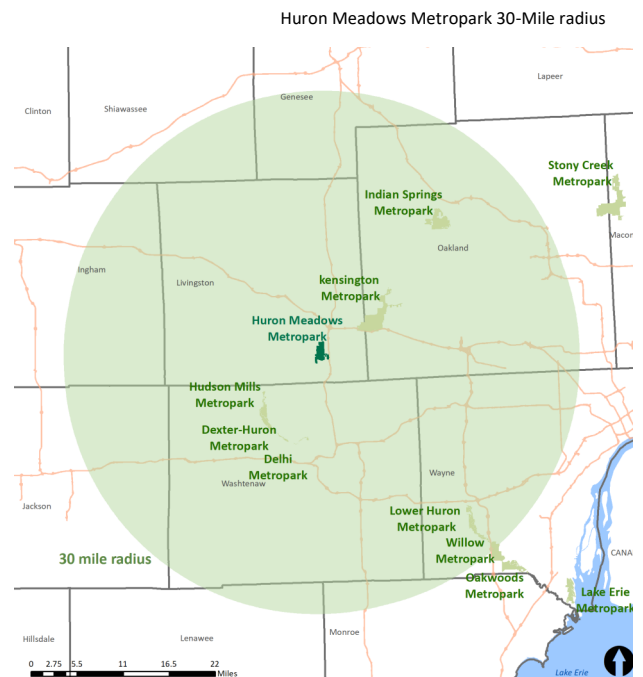
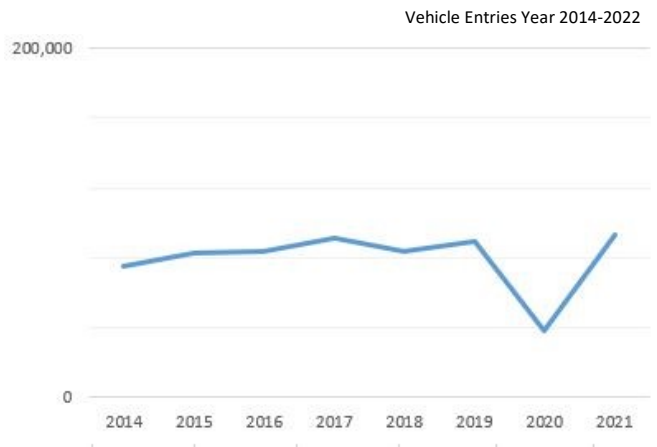


NEEDS

Target market strategy

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

OPPORTUNITIES



Programs & Events



NEEDS

Increase revenue and visitation

Build on enthusiasm of Huron Meadows visitors with exciting, engaging programs and events

OPPORTUNITIES



Cross-Country Ski Events



Golf Course



Day camps

2022 Integrated Marketing Plan

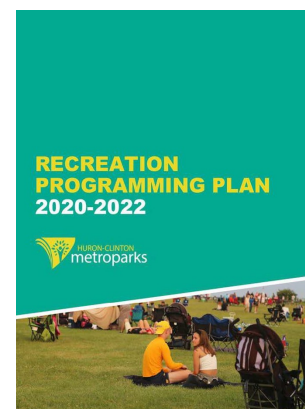
Educational and public programs looked much different than “average” in 2020. Staff adjusted to ever-changing situations of the pandemic to continue serving visitors on multiple platforms using virtual and hybrid programs, as well as small-group, in person, outdoor programs. These new practices will 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 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.

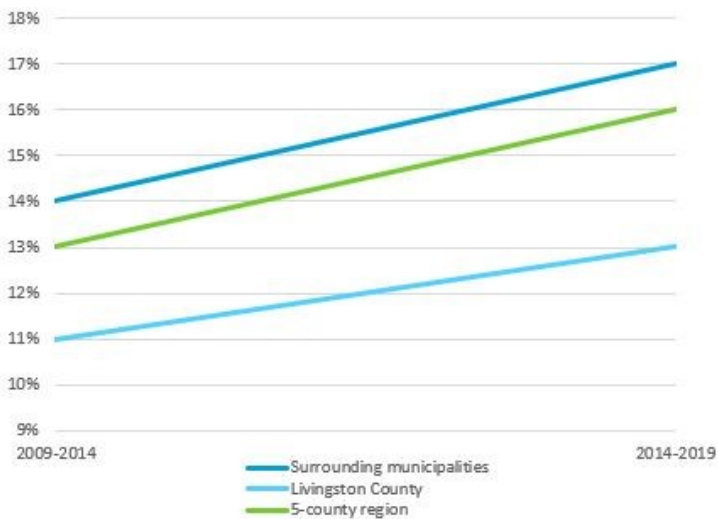
The percentage of individuals over 65 years of age is rising quickly in the region, in Livingston County and most dramatically in communities surrounding the park. Older adults have distinct needs, often requiring accommodations for mobility and accessibility of park features such as trails and buildings. This is important to keep in mind when planning the future of a park serving an older population.

NEEDS

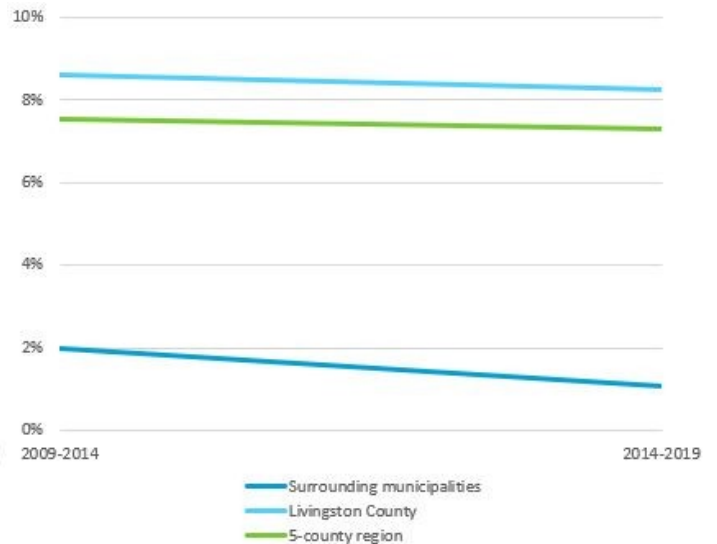
Address changing needs of new population demographics

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

OPPORTUNITIES



CHANGE IN PERCENT OF POPULATION OVER 65 YEARS, FROM 2009-14 through 2014-19 (Source: US Census American Community Survey)



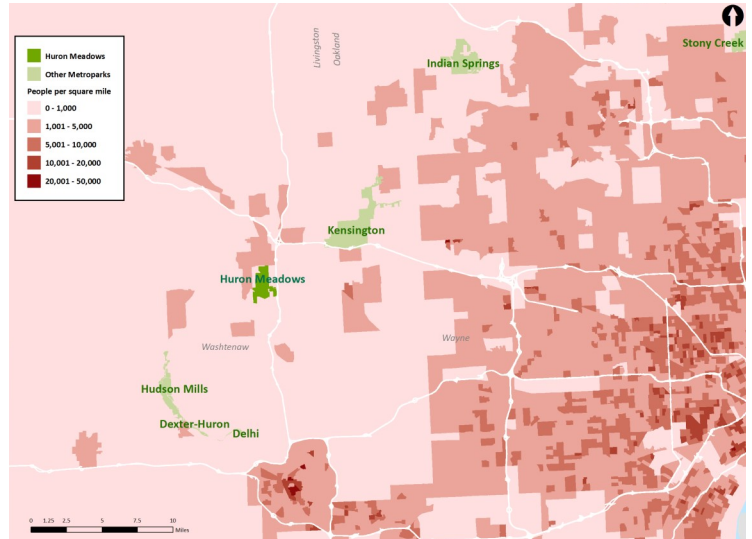
CHANGE IN PERCENT OF HOUSEHOLDS WITH NO CARS AVAILABLE, 2009-14 through 2014-19 (Source: US Census American Community Survey)

Community Influences

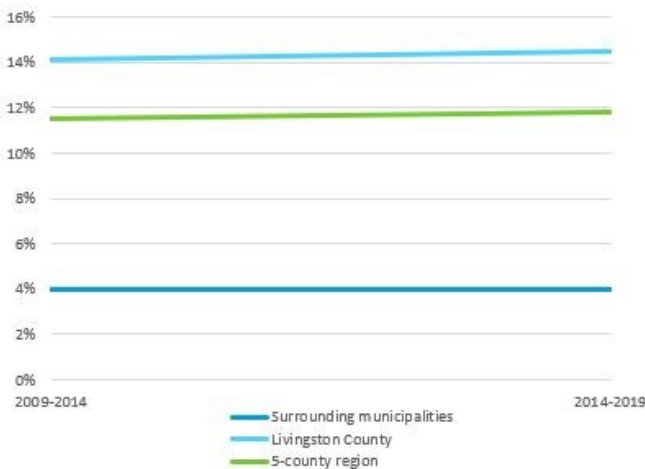
As shown below, Huron Meadows is located in a lower residential density area than many other Metroparks, with the majority of land use characterized as single family residential. The areas directly bordering the park have an average population between 0 and 5,000 people per square mile. Associated with the noted demographic change will be the impact on housing trends. The aging baby boomers will seek different housing options than past generations of seniors. The desire will be for mixed use walkable environments with more compact smaller housing units, along with more time for passive recreational opportunities that will continue to increase in the surrounding communities.

The average population density for Livingston County and the surrounding municipalities has risen slightly, creating increased demand for recreation in the area. The estimated population from 2009-2014 to 2014-2019 slightly increased for the surrounding communities of Hamburg Township and Green Oak Township.

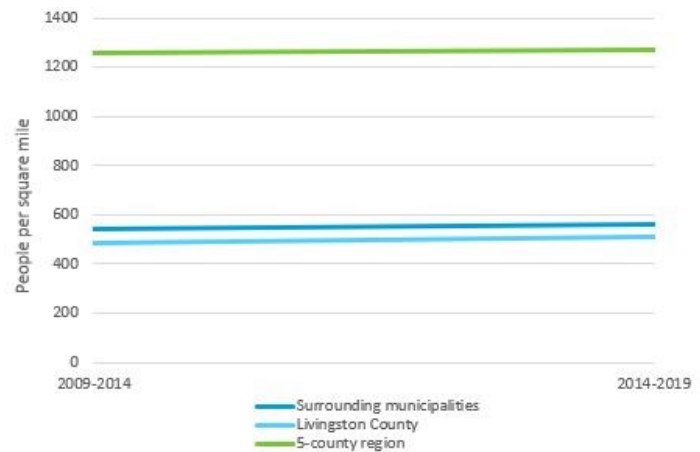
Although most households in the area still speak English as their first language, the region at large are seeing a slight increase in households speaking languages other than English at home. Because of this growing linguistic diversity the Metroparks are working towards more universal signage design, with a focus on easily understandable symbols.



POPULATION DENSITY BY BLOCK GROUP, 2019



CHANGE IN PERCENT OF HOUSEHOLDS SPEAKING LANGUAGE BESIDES ENGLISH AT HOME, 2009-14 through 2014-19 (Source: US Census American Community Survey)



CHANGE IN AVERAGE POPULATION DENSITY, 2009-14 through 2014-19 (Source: US Census American Community Survey)

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

Livingston 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 Livingston County households. The following six facilities were rated as high priorities for investment:

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

Facility	PIR	Priority
Trails-paved, multi-use (walking, biking)	190.2	High Priority (PIR=100-200)
Beaches	157.5	
Natural areas	150.2	
Canoe/kayak launch sites	148.1	
Trails-unpaved, hiking	132.3	
Trails-unpaved, nature trails	128.4	
Outdoor swimming pools	118.9	Medium Priority (PIR=50-99)
Nature centers	99.7	
Playgrounds	90.7	
Canoe/kayak rentals	86.0	
Fishing banks or docks	82.4	
Camping areas-RVs	81.3	
Trails-mountain biking	73.1	
Picnic shelters	71.2	
Picnic tables	69.2	
Waterslides	68.4	
Splash pad (water play area)	66.2	
Golf driving ranges	63.8	
Boat ramps	60.2	
Golf courses	57.5	
Camping areas-primitive sites	52.7	Low Priority (PIR=0-49)
Camping areas-group sites	47.2	
Boat docks	46.8	
Disc golf	36.8	
Marinas	23.3	

The table below shows the Priority Investment Ratings (PIR) for parks and recreation programs, based on the PIR analysis conducted using the data from Livingston County households. The following 8 programs were rated as high priorities for investment:

- Concerts
- Bird/wildlife watching programs
- Pet-friendly programs
- Camping
- Movies in the park
- Walking clubs/programs
- Astronomy programs
- Environmental education programs

Program	PIR	Priority
Concerts	200.0	High Priority (PIR=100-200)
Bird/wildlife watching programs	148.1	
Pet-friendly programs	128.4	
Camping	124.6	
Movies in the park	124.2	
Walking clubs/programs	117.3	
Astronomy programs	114.6	
Environmental education programs	104.6	
Guided nature hikes	94.2	Medium Priority (PIR=50-99)
Art/photography	91.5	
Guided canoe/kayak tours	81.8	
Natural/cultural history programs	74.1	
Fishing programs	73.6	
Farm educational programs	73.2	
Golf lessons	70.5	
Water fitness programs	61.6	
Swim lessons	53.8	
Programs for people with disabilities	43.8	
Boating classes	41.0	
Running clubs/programs	39.6	
Golf tournaments	34.1	
Guided motorized boat tours	30.6	
Scouting	22.8	
Homeschool programs	22.1	
Virtual programs	13.5	

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 Huron Meadows is essential for a collaborative, comprehensive planning process. Planning staff researched the published master plans and recreation plans of surrounding municipalities, counties and other agencies. These provided a basic idea of the direction planned for each, especially regarding land use, development and recreation and current projects.

Green Oak Township

Green Oak Charter Township is a residential community defined by its rural characteristics. The Township's residents and governing body are committed to the following principles that aim to respect its character:

- Preservation of open space and rural characteristics
- Protection of the Township's natural resources
- Managing growth
- Providing recreational areas, quality services, and appropriate infrastructure that meet social needs

Hamburg Township

- Hamburg Township updated its Master Plan in 2020. The planning process has begun with public outreach events for public involvement in helping shape the future of Hamburg Township.

City of Brighton Comprehensive Plan 2019

- Encourage recreation-focused businesses to locate and expand in the city, which is in close proximity to a wide variety of parks and recreation facilities

Projects/Initiatives

Huron River Watershed Council

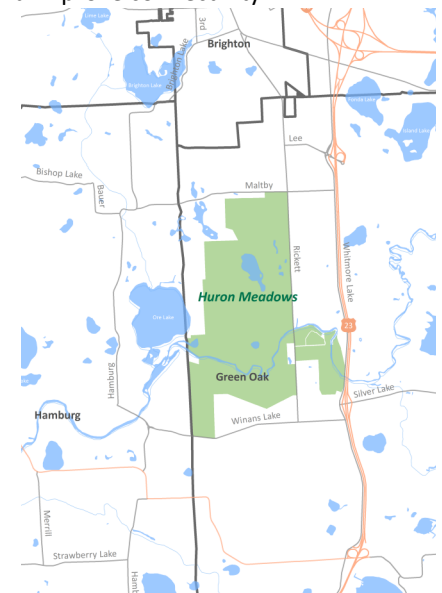
- Improve climate resiliency of communities on the watershed
- Green infrastructure for local governments program
- Collaboration in stormwater management efforts
- RiverUp! program supporting placemaking in river towns
- Huron River Water Trail partner facilitation

2018 Livingston County Master Plan

- Facilitate conservation/park/trail coordination between area nature conservancies, camp organizations, and local/regional/state public park providers
- Collaborate with public and private partners to build green infrastructure and low impact development projects that will showcase the benefits of these techniques to the public as an educational tool
- The Legacy sports development has become a regional economic development attraction and Green Oak Township has zoned this area to accommodate a variety of additional housing, commercial, and service industry land uses.

Southeastern Livingston County Recreation Authority

- Work with regional recreation providers to expand opportunities and improve connectivity.



Supporting Plans

Community Recreation Plan

The Huron Meadows Master Plan is aligned with the Metroparks Community Recreation Plan 2018-2022 that creates an inventory of existing facilities and resources, identifies community and recreation and open space needs and sets a plan of action for a 5-year period. To be eligible to apply for Land and Water Conservation Fund, Michigan Natural Resources Trust Fund, and Waterways grants, a community must have an approved 5-Year Plan on file with the Michigan Department of Natural Resources (DNR) by February 1 of the year they intend to apply.

Marketing Plan

Realizing the importance of marketing and communication, the Huron Meadows Master Plan will coincide with updates to the Marketing Plan 2022 Goals and Strategies, developed annually by the Marketing and Communications Department. Both are living documents that will closely follow both present and future marketing trends and work in collaboration amongst various departments.

ADA Transition Plan

The Metroparks Board of Commissioners approved an updated Americans with Disabilities Act (ADA) Transition Plan in November 2019. Moving forward, top priority projects will be added into annual capital and major maintenance improvement projects and identified in the Five-Year Community Recreation Plan and 10-year master plan (five-year amended) developments.

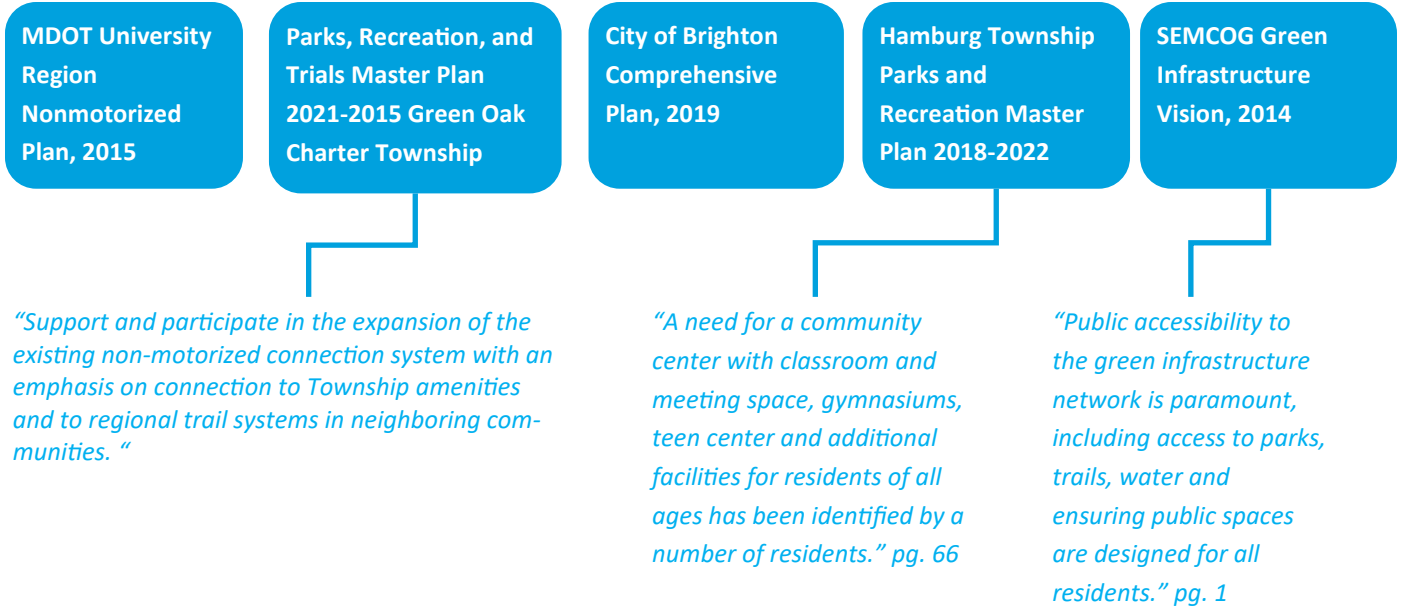
Stormwater Management Plan

The Stormwater Management Plan (SWMP), approved by the Board of Commissioners in 2019, provides a comprehensive review and analysis of the existing stormwater conveyance system for improvement and maintenance projects that prioritize reduction of impacts on water quality. It includes concepts and preliminary details for the design, construction, and operation and maintenance of the stormwater system for each Metropark (separated into individual chapters). Vetted by a committee of administrative departments and Huron Meadows operations and maintenance staff, recommendations include green infrastructure development, shoreline and streambank restoration, and culvert and outfall cleanouts and replacements. Cost estimates were developed for each project, and calculation tables were included to help with budgeting (adjusting for inflation) in the future.



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 Huron Meadows a wider context and in many cases underscore the importance of the park’s resources to citizens.

Huron Meadows Metropark 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 Huron Meadows 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.



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 strategies
- 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 Erie 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 five years.

Large Facilities

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Develop Huron River south connectivity plan	Engineering	Planning, Operation, Maintenance	Foundation, Contractors, Consultants	TBD			x	Not started
Implement Engineering fieldhouse plan	Engineering	Planning, Operations, Maintenance	Contractors	TBD				?
Develop Whitmore Lake-Rickett Road conceptual site plan	Planning, Engineering	Operations, Maintenance	Contractors	TBD			x	Not started
Develop Maltby & Rickett Road conceptual site plan for future use	Planning, Engineering, NR	Operations, Planning	Foundation, Contractors	TBD		x		Not started



Infrastructure / Small Facilities

Description	Department Lead	Other Department	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Accessibility improvements, including interiors and walkways - parkwide	Engineering	Planning, Operations	Contractors	TBD	x	x	x	Ongoing
Pursue Whitmore Lake Road easement with Green Oak Township per property sale commitment	Engineering	Planning, Operations, Maintenance	Contractors	TBD				Complete
Replace Sunset Ridge playground	Planning	Engineering, Operations, Maintenance	Contractors	\$100,000			x	Not started
Install tollbooth + associated staff support space on park entrance road north of Hammel Road	Engineering	Operations, Planning, Maintenance	Contractors	\$120,000		x		Not started
Implement Maltby Lake trail improvement plan	Engineering	Planning, Operations, Maintenance, NR	Contractors	TBD	x			Started
Implement parking overflow conceptual plan (resulting from parking study)	Engineering	Operations, Maintenance	Contractors	TBD	x			?
Improvements: Sunset Ridge trailhead, golf course trailhead, Cedar Ridge pedestrian crossing	Engineering	Planning, Operations, Maintenance	Contractors	TBD				Complete

Natural Resources

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Vegetation management (annual)	NR	Planning, Operations	Contractors	\$30,000.00	x	x	x	Ongoing
Hazardous waste removal (annual)	NR			\$2,000.00	x	x	x	Ongoing
Early detection rapid response. Invasive species surveys and control in high quality natural areas (annual)	NR	Interpretive	MDNR	\$12,000.00	x	x	x	Ongoing
Wildlife management (annual)	NR	Operations, Maintenance, Police		staff time	x	x	x	Ongoing
Conduct prescribed fire in fire adapted communities	NR		Contractors	\$4,000.00	x	x	x	Ongoing
Oak wilt control and prevention	NR	Operations, Interpretive	MDNR	\$4,500.00	x	x	x	Ongoing
Grasslands restoration	NR		Contractors	\$40,000.00	x	x	x	Ongoing
Maltby Lake Fen/Swamp Restoration	NR			\$10,000	x	x	x	Ongoing
Oak Barren restoration south of Hammel Road and elsewhere	NR		Contractors	\$30,000	x	x	x	Ongoing
Wetland complex restoration along the Huron River	NR		MDNR, NGOs	\$40,000.00	x	x	x	Ongoing
Rustic trail connectivity improvements	NR	Planning, Operations, Maintenance		TBD	x	x	x	Ongoing



Signage

Description	Department Lead	Other Departments	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Develop and install interpretive signage	Interpretive	Operations, Planning, Marketing		\$5,000.00			x	Not started
New Branding, System-Wide	Marketing	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 Department	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Develop plan for Engineering fieldhouse: strategy for HCMA file digitization/climate-controlled long-term storage; identify permanent location for field engineers; determine timeline for demo	Planning, Engineering	Administrative		staff time	x			Not started
Maltby Lake trail improvement plan: determine potential short-term and long-term impacts to an improved trail surface around Maltby Lake; explore opportunities for ADA accessibility	Planning	Engineering, NR, Operations, Maintenance		staff time	x			Not started
Whitmore Lake-Rickett Road conceptual site plan: work with adjacent property owners to develop a site plan for activating and connecting these parcels to the rest of the park	Planning	Engineering, Operations, Maintenance	Legacy Center, LLC, Green Oak Township, Livingston County Road Commission	staff time			x	Not started
Maltby & Rickett Road conceptual site plan: determine desired future use of area	Planning	Engineering, Operations, Maintenance, NR		staff time			x	Not started
Electric Vehicle (EV) Stations	Planning	Engineering, Operations		staff time		x		Not Started

Area Plans/Studies/Initiatives (cont'd)

Description	Department Lead	Other Department	Other Partners	Cost Estimate	Short-Term (2022-2024)	Mid-Term (2024-2025)	Long-Term (2026+)	Status
Parking study: consider access to sledding hill, trails south of Hammel Road, overflow parking for large events	Planning	Engineering, Operations, Maintenance, NR		staff time	x			?
Winter activities study: evaluate options for enhancing existing winter recreation amenities and incorporating new activities	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
Canoe/kayak access study throughout park	Planning	Engineering, NR, Operations, Interpretive	HRWC	TBD		x		Not started
Implement canoe/kayak access improvements strategy	Planning, Engineering	Operations, Maintenance	Contractors	TBD		x	x	Not started