LRP-437

MICHIGAN
OCZM GRANT #NA-80-AA-H-CZ157
SUBTASK 4D-4.2

ALCONA COUNTY
GREAT LAKES SPORTS FISHING FACILITIES STUDY

--

LAND DEVELOPMENT PLAN
AND
TOURISM PROMOTIONAL STRATEGY

August 1982

SH337.5 .A43 1982

Prepared for:

Alcona County Economic Development Corporation
Harrisville, Michigan

Jointly prepared and submitted by:

Northeast Michigan Community Services Agency, Inc.
P.O. Box 1038
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and

Northeast Michigan Council of Governments
P.O. Box 457
Gaylord, Michigan 49735

This document was prepared through a grant provided by the Coastal Zone Management Act of 1972, administered by the Office of Coastal Zone Management (OCZM), National Oceanic and Atmospheric Administration (NOAA), U.S. Department of Commerce via the Michigan Department of Natural Resources, Land Resource Programs Division and in part, with funds from the Northeast Michigan Council of Governments and the Northeast Michigan Community Services Agency, Inc.

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1982

ALCONA COUNTY ECONOMIC DEVELOPMENT CORPORATION

HARRISVILLE, MICHIGAN

A RESOLUTION

adopting

THE ALCONA COUNTY GREAT LAKES SPORTS FISHING

FACILITIES STUDY

BE IT RESOLVED, That the Alcona County Economic Development Corporation does hereby adopt, after an appropriate public review and comment period with public hearing, the final draft of the Alcona County Great Lakes Sports Fishing Facilities Study -- A Land Use Development Plan and Marketing/Promotional Strategy with the appropriate modifications as described in the minutes of the meeting of the Alcona County Economic Development Corporation where this resolution is adopted, contingent to approval by the Department of Natural Resources, Michigan Coastal Management Program, and;

BE IT FURTHER RESOLVED, That the Alcona County Economic Development Corporation does hereby request the Alcona County Board of Commissioners to support the above action by concurrence of the adoption of this Sports Fishing Facilities Study.

The above resolution was adopted by a roll call vote at a meeting of the Alcona County Economic Development Corporation held on *18 August 1982* (date) and passed by a vote of 6 Ayes

2 Nays

2 Absent

US Department of Commerce
NOAA Coastal Services Center Library
2234 South Hobson Avenue
Charleston, SC 29405-2413

Attested by: Dorothy Green
Chairperson, Alcona County EDC

Witnessed by: [signature]
Alcona County Clerk

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I. MAJOR FINDINGS AND CONCLUSIONS

1. The Great Lakes fisheries resource off Alcona County has perhaps the finest Lake Trout fishery in the State. The county also has an excellent Steelhead Trout, Rainbow Trout, Coho and Chinook Salmon fishery. Alcona County should strongly support continued fish plantings in their Lake Huron waters by the DNR Fisheries Division.

2. The Great Lakes fishery in Alcona County is currently being under-fished due to lack of promotion and inadequate shore facilities.

3. Harrisville is the established sports fishing center in Alcona County and will most likely remain the primary area of fishing activity.

4. Improvements which enhance Harrisville's position as the leading sports fishing community in the county should be given serious consideration for priority implementation. Additional parking is the most needed improvement in Harrisville's shoreline area.

5. Sedimentation at the mouth of the Black River is preventing the northern Alcona County shoreline from developing into a significant sports fishing recreational area.

6. The Greenbush area has the complementary services to cater to the Great Lakes angler but lacks boat launching facilities.

7. Sturgeon Point Lighthouse property does not directly contribute to the sports fishing industry of Alcona County but rather offers other coastal recreational opportunities.

8. Development of Negwegon State Park in conjunction with improvements at the mouth of Black River would greatly enhance the Lake Huron sports fishing attraction of northern Alcona County and would relieve congestion at Harrisville Harbor. At minimum, the DNR Parks Division should be encouraged to acquire the remaining private inholding (South Point property located in Alpena County) of the Negwegon State Park boundary and should develop a prioritization of implementation phases, including an expected timetable for development.

9. An examination of the property ownership in Harrisville on Lake Street between Dock and Main indicates that the City of Harrisville's potential for future lakefront development in this area is limited by reason of the considerable properties owned by the State of Michigan.

10. Any lakefront property development in Harrisville should be pre-conditioned on modifications to the existing breakwater structures. At the present time, problems encountered with erosion of existing shoreline and silting of the harbor preclude further development.

11. Promotion of the sports fishing industry in Alcona County lacks a well designed complete brochure identifying the outstanding characteristics of the coastline. A brochure can be designed that reflects attractions, services, amenities and events most liiely to be used by the sports fishing industry.

12. An appropriate brochure can be the initial phase in promotion of Alcona County sports fishing, however, distribution of said brochure is key to impacting and increasing the volume of tourists attracted to the area.

13. Promotional activities can be expanded to include more versatile methods of marketing Alcona County sports fishing to the appropriate markets. Efforts should be implemented to include press releases to tri-state papers, paid advertising in outdoor and fishing magazines, direct mailings to fishing clubs and groups and promotion through attendance at major outdoor shows held in the state.

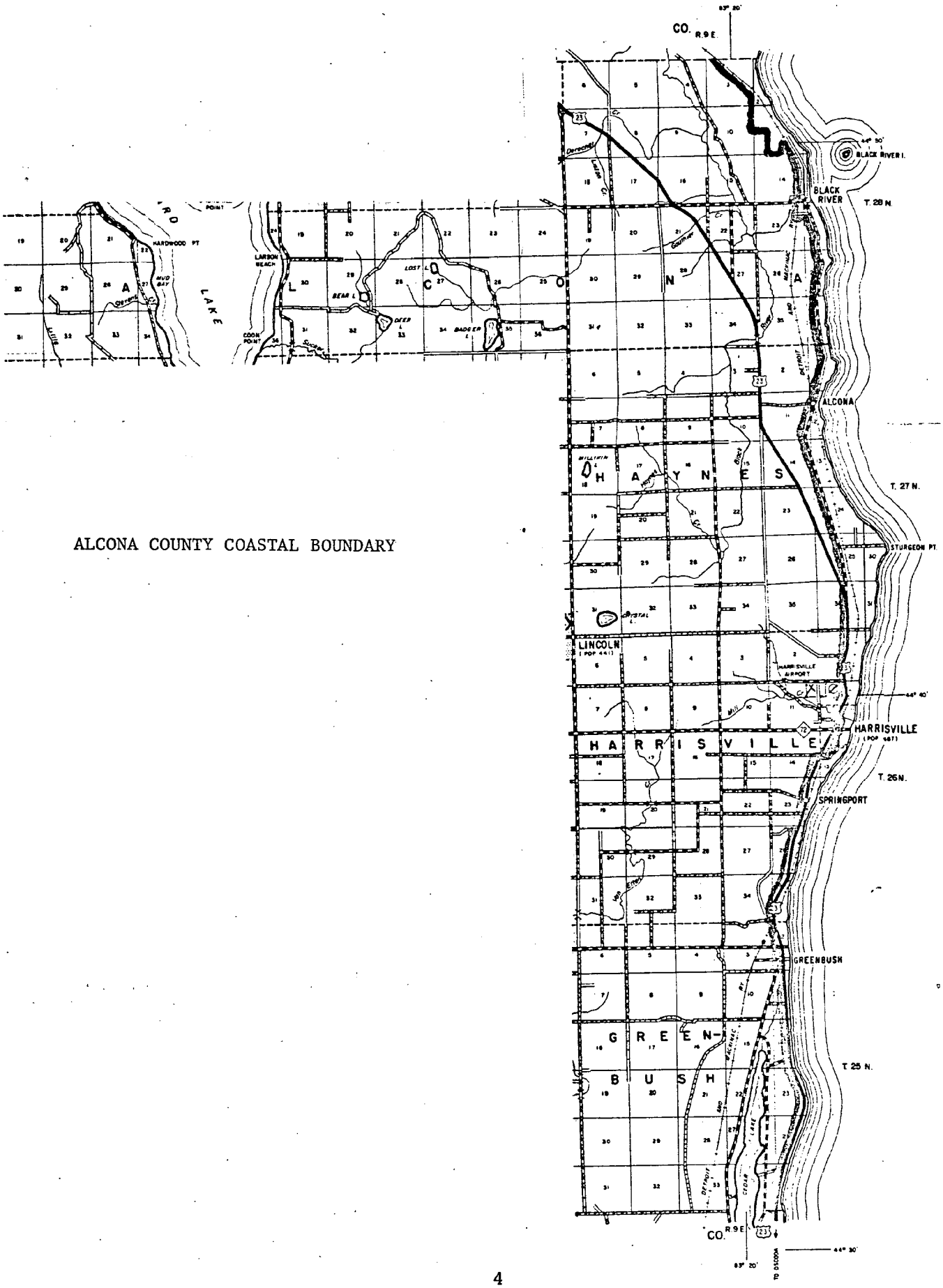
II. INTRODUCTION

Purpose

In early 1982, the Alcona County Economic Development Corporation received funds from the Michigan Coastal Management Program to undertake an implementation study to guide improvements for the Great Lakes sports fishing industry within the county. The purpose of this study is to plan for and provide perspective designs for possible improvement to the necessary facilities that accommodate this industry. This study is also intended to recommend certain measures that may be implemented by either the public or private sector, through a cooperative partnership, that will satisfy the need of anglers, businessmen and residents which are impacted by sports fishing activities. Finally, this study is to take a detailed look at the Harrisville community to analyze specific issues and problems relative to this industry.

Coastal Boundary

The Alcona County Coastal area includes the entire Lake Huron shoreline extending north to south within the county. The inland boundary varies in width, but usually conforms to specific cultural features such as roads or legal boundary descriptions for ease of identification. The map on the next page illustrates this inland coastal boundary in Alcona County.



ALCONA COUNTY COASTAL BOUNDARY

III. COASTAL AREA ANALYSIS

REGIONAL SETTING

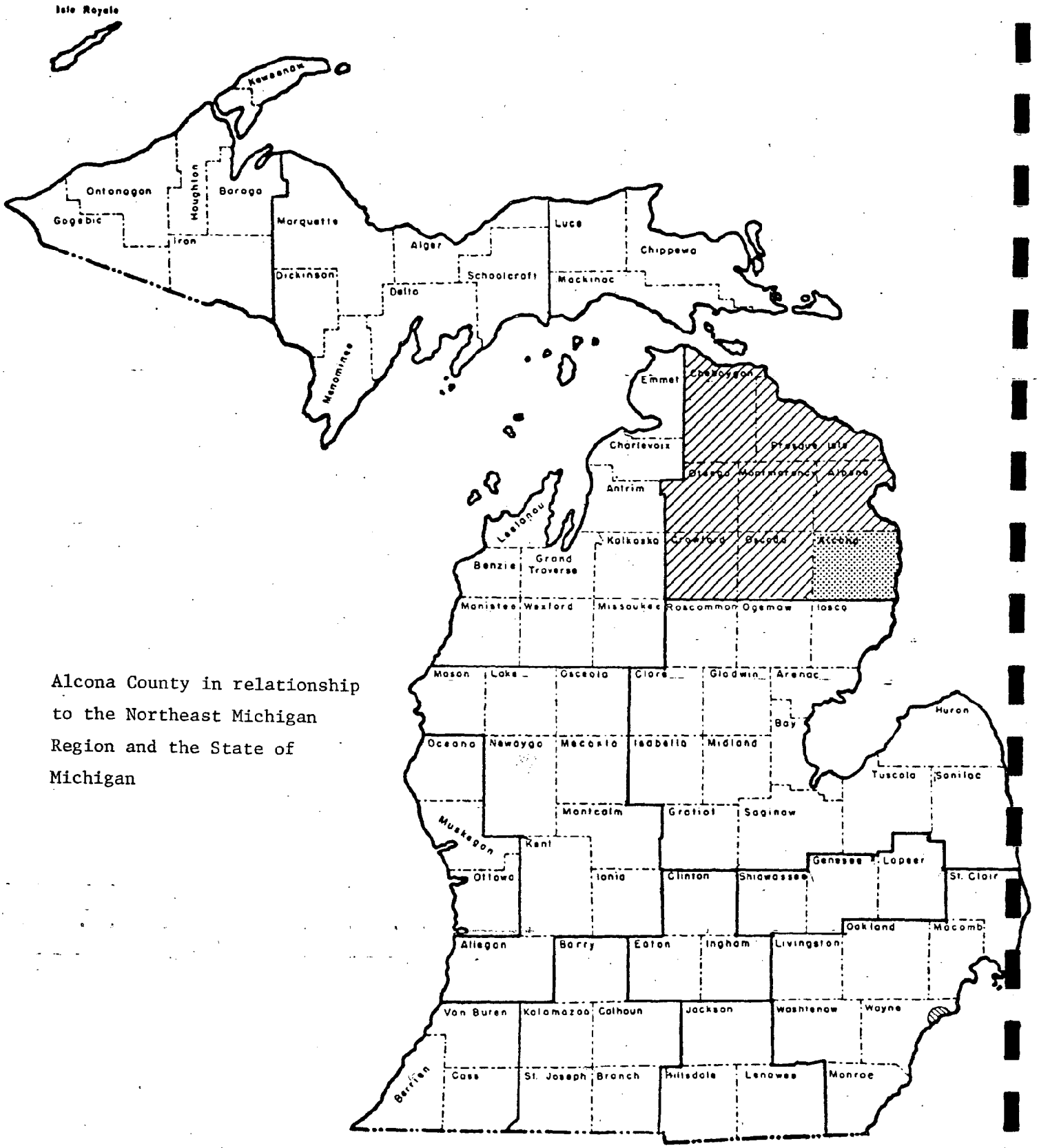
Alcona County is situated in the southeast corner of the northeast region of Michigan's lower peninsula. The other seven counties in the region are Alpena, Cheboygan, Crawford, Montmorency, Oscoda, Otsego and Presque Isle. Four of these eight counties boarder Lake Huron with a total of 192 miles of Great Lakes shoreline, with Alcona County having about 27 miles (or about 14% of the region) of coast. The region's relatively low population density combined with the extensive forest cover and abundant water resources makes it an excellent area for recreational activities, particularly those which are water-based or water dependent.

SHORELINE CHARACTERISTICS

The region has a total of 191.6 miles of Lake Huron shoreline. The variety of shore types -- ranging from sand beaches and dunes to marshes and rock outcrops -- creates aesthetic and and recreational interest. However, public access is minimal. Private ownership has claimed 90% of shoreline property, either in the form of residential developments or quarry operations.

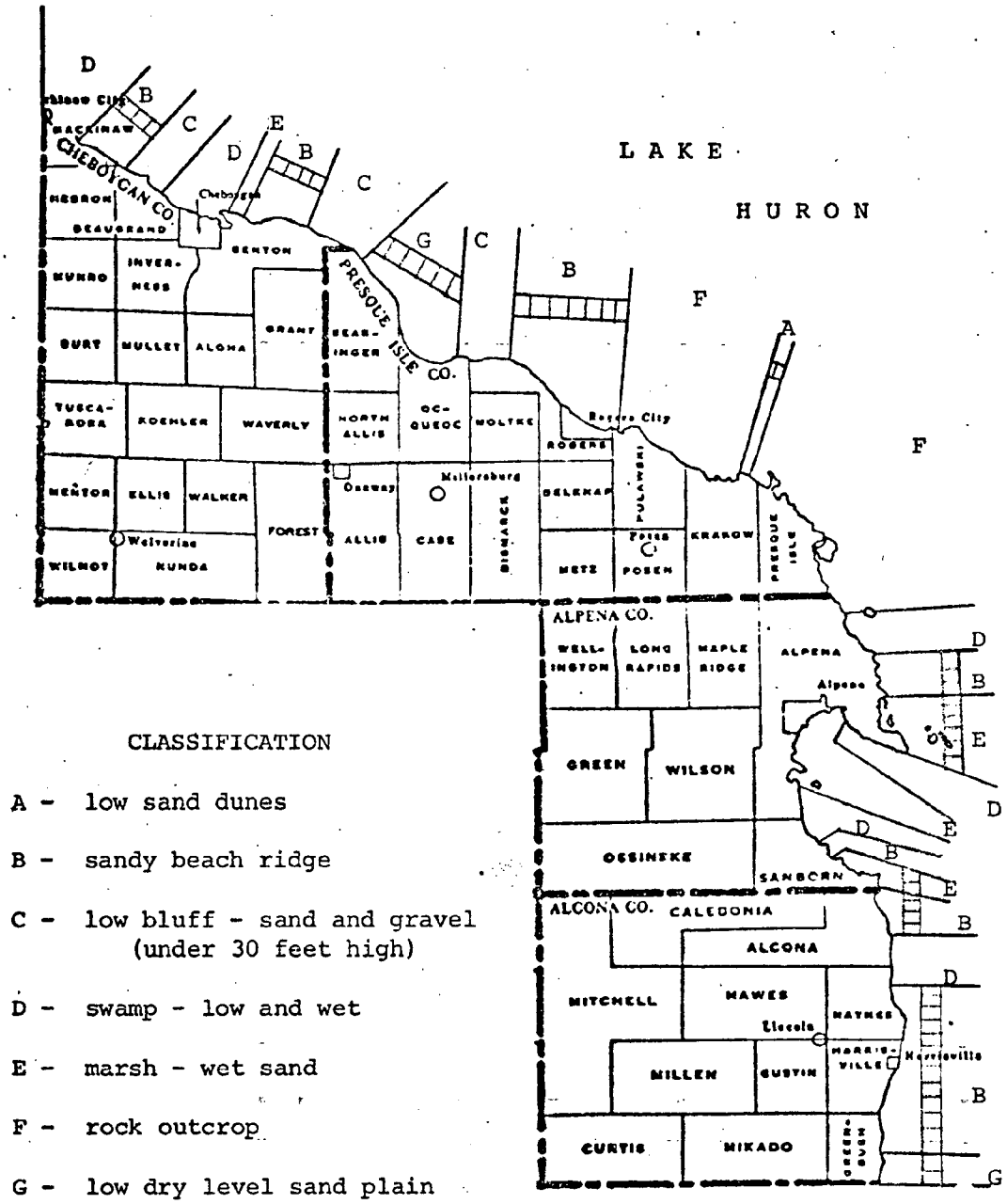
At present, Lake Huron serves a vital function as an excellent source of municipal water supply. The next 20 years will bring intensive pressure to utilize the undeveloped stretches of shore. The state and local regulations must be fully employed as tools to preserve the quality of the water.

The AuSable, Cheboygan and Thunder Bay River basins are the major drainage systems for the region. Generally, water quality in these basins is classified as good, with occasional exceptions downstream from municipal discharges.



Alcona County in relationship to the Northeast Michigan Region and the State of Michigan

REGIONAL SHORETYPE



CLASSIFICATION

A - low sand dunes

B - sandy beach ridge

C - low bluff - sand and gravel (under 30 feet high)

D - swamp - low and wet

E - marsh - wet sand

F - rock outcrop

G - low dry level sand plain backland

▭ sand beach

Data from "Lake Shore Classification of Southern Penninsula of Michigan"
Department of Resource Development, Michigan State University
Andrew Gifford and C. R. Humphrys, 1966

ALCONA COUNTY

History

Originally, Alcona County, as well as the rest of Michigan, was the homeland of the Indians. In the early 1600's the French explored the area setting up missions and carrying on a lucrative fur trading business. By its very nature, the fur business did not encourage the establishment of communities and settlements. In the mid-1700's both the British and the French courted the friendship of the Indians. Control of the Michigan Territory "see-sawed" between the French, the British and the Indians for about 100 years. Fur merchants wanted the west to remain uninhabited, except by Indians and traders; while farmers and speculators wanted the lands opened and settled.

The Northwest Ordinance of 1787 formed the region between Ohio and the Mississippi Rivers and the Great Lakes into the first organized territory. Even so, very little development took place in northern Michigan due to insufficient land surveys, Indian disputes and unstable governments.

It was not until the Treaty of Saginaw (1819) that the land area of Alcona County was acquired from the Chippewa Indians. The value of the area was first realized by Lewis Cass in his explorations in 1820. He encouraged settlement of the area, particularly by former soldiers looking for land to homestead.

The land survey of the County, then called "Newegon", was completed in 1840, thus paving the way for orderly settlement. Alcona County was attached to Mackinac County, then to Cheboygan County and finally to Alpena County, prior to its formal organization in 1869.

On May 8, 1869, Alcona County was organized and Harrisville was designated as the County Seat. The first Board of Supervisors included: L.R. Dorr (Harrisville), E.R. Haynes (Alcona) and W. Conklin (Greenbush). Between 1869 and 1881 the County program included building the courthouse, the County infirmary and the jail. The latter burned in 1904 and rebuilding it was delayed for seven years because the citizenry of Alcona were in the midst of a political feud over moving the County Seat to Barton City (the geographical center of the County).

Commercial fishing was the first industry in Alcona County and accounted for most of the original settlements. Fishing stations were established at Black River, Harrisville and Sturgeon Point during the 1840's. In 1867, the yearly catch was 5,000 barrels valued at $40,000.

The "lumber boom" exploited the region's most valuable resource and greatly influenced the future of the area. Towns were originated and inhabited, transportation systems developed, and local

governments instituted. By 1881, there were 22 companies engaged in logging operations in the county. R.A. Alger & Co. was the largest and had headquarters at Black River. Some of the others were: James Beard & Co. (Alcona), Weston Colwell & Co. (Harrisville), D.B. Mudgett (Harrisville Twp.) Jos. Van Buskirk (Springport), McDougal Co. (Greenbush) and Loud & Co. (Curtis Twp.). The "sticks" measured 75 to 100 feet in diameter. Approximately 142 million feet were cut in 1881. At the City of Harrisville, a large dock stretched out into Lake Huron to accommodate steamers loading up with timber. Lumbering peaked in the early 1890's and then began a rapid decline after 1910, which resulted in a population shift and a reduction in the number of lumbering towns for the next twenty years.

Next, agriculture became the primary economic activity because the cleared lands were easily converted to farming. Creamery stations were operated in almost every village. In 1899, the County had 576 farms, totaling 43,197 acres with an average of 75 acres per farm.

The first railroads were built by the lumber companies about 1885 for hauling logs to the coast for shipping on the Great Lakes. In 1886, track was extended connecting Detroit to Bay City and Alpena. The Railroad was sold in 1895 and the line became the Detroit and Mackinac Railway. The western portion of the County was serviced by the AuSable-Northwestern Railroad which began operation in 1887, and later became the Loud Line.

Great Lakes Sports Fishing Industry Characteristics of Alcona County

Before this study examines the various land use problems associated with the influx of the non-resident sports fisherman into Alcona County, it is important to have a better understanding of the industry itself. In the fall of 1981, the Department of Fisheries and Wildlife at Michigan State University published a report on the economic impacts associated with the sports fishing business in Alcona County along Lake Huron. This study reported that the non-resident angler spent an average of $23.78 daily with a higher daily average for the fall salmon fishery than the spring-summer lake trout fishery.

Another important observation was that the predominate fall angler was composed of adult males while the spring-summer clientele had a larger percentage of women and children, thereby suggesting a more family oriented fishery during this time of year. Additionally, only 4.1% of all anglers fishing along Lake Huron in Alcona County were residents of the county, with the remaining 95.9% primarily from southeast Michigan or Ohio. During the spring-summer fishing season, only 3.4% of the anglers were Alcona County residents while the vast majority of fishermen came from the Michigan counties of Bay (34.9%), Wayne (14.8%), Oakland (12.1%) and Genesee (6.7%).

Another important characteristic of this industry is the active fishing areas themselves. In the fall, the Chinook Salmon is the major fishing attraction in Alcona. The heaviest used area is the Harrisville Harbor when the Chinook move into the streams. Because the Salmon return to home waters, many of them are found inside the harbor breakwater where they are planted from Mill Creek. The Black River also provides a good, but less intensive, Salmon fishery in the fall.

The other major sports fishing season along Lake Huron in Alcona occurs in the spring and summer with the Lake Trout and Steelhead fishery. This is almost exclusively boat oriented fisheries. In the early spring, the Lake Trout and Steelhead will cruise the shoal waters only 100 yards or so off shore as long as long as the water temperature remains cool. This is especially true in the Greenbush area where temporary boat launching facilities during this time may allow for greater accessibility to this fishery. Currently, the only notable boat launching facilities in Alcona County for this fisheries resource are located in the Harrisville Harbor. Similar early springtime fishing for the Lake Trout and Steelhead is also offered in the nearly open waters off of the Black River area in Alcona County.

These observations should be considered in any land use recommendations which examine potential recreational improvements to better accommodate the sports fishing industry.

Demographic Characteristics

The 1981 population of Alcona County is estimated to be 9,903 by the Michigan Department of Management and Budget and represents a 1.68% increase over the 1980 census population of 9,740. The 1970 population figure for Alcona County was 7113 and shows the rapid growth in this area over the past decade while still being considered a rural county.

	1970 Census	1980 Census	% Change 1970-1980	1990 Estimate	% Change 1980-1990
Alcona County	7,113	9,740	36.9%	11,429	17.3%
Alcona Twp.	486	811	66.9%	952	17.4%
Greenbush Twp.	760	1,292	70.0%	1,506	16.6%
Harrisville City	541	559	3.3%	665	19.0%
Harrisville Twp.	416	569	36.8%	667	17.2%
Total Population of Coastal Communities	3,305	4,324	30.8%	5,075	17.4%
% of Total County Population	46.5%	44.4%		44.4%	

An examination of this table shows that nearly one half of Alcona County's total population resides in one of the five coastal political subdivisions and will most likely continue to be the center of the County's population density for some time. This pattern is very similar to that recorded at the beginning of the twentieth century during the lumbering era when the population was also concentrated along the shore of Lake Huron.

Transportation and Circulation

Transportation has long been influenced by the assets of the Lake Huron shoreline in Alcona County. In the early days, the County was accessible only by Great Lakes water because a connecting shoreline roadway between Alcona County and the Saginaw Bay region did not exist until 1867. In the late 1800's, the lumbering communities of Black River, Alcona and Harrisville joined with Alpena and others to urge the construction of a shore rail line. As a result, in 1886 the Detroit, Bay City and Alpena Railway connected Alcona County with southern Michigan cities and by 1895 the present Detroit and Mackinac Railway Company was formed. By the 1920's, Alcona County became much more accessible via sandy state roads as the automobile began to replace rail and water as the predominate transportation mode along Lake Huron.

This brief history illustrates that transportation improvements in Alcona County closely parallel the development of its Lake Huron shoreline. Consequently, the protection and promotion of the County's Great Lakes fisheries and other coastal resources require an identification of the quality and type of transportation sources in the shoreland area.

A local airport exists in Harrisville. The Harrisville Air Field contains a 2,140 foot grass landing strip that is suitable for single engine aircraft and some light twin engine aircraft. Only minimal services, such as fuel and minor repairs, are available. Current flight patterns at this air field have a negligible impact on the coastal area and therefore, does not create the need for any special land use restrictions in the shoreland area. Additionally, the average non-resident angler is not perceived as a "fly-in fisherman", but rather as a less affluent visitor. The airport services available in Harrisville could, however, play an increasingly important role in attracting the sports fisherman and should not be completely overlooked.

The highway and road network along Alcona County's Great Lakes shoreline is a vital link to the area's sports fishing industry. By far, the predominate accessible transportation mode used by the non-resident angler is the highway system. US-23 is the backbone to the state trunkline system in Alcona County and is located within one-half mile of Lake Huron through a large portion of the County. M-72, which terminates at Harrisville as its eastern end point and which runs westerly across the entire width of northern lower Michigan before terminating on the shores of Lake Michigan in Leelanau

County, serves as the other major state highway serving the coastal region. These two state trunklines provide the major arteries to, from and along the Lake Huron shoreline in Alcona County.

The Table below illustrates the average weekday daily traffic counts for both 1979 and 1980 along US-23 north and south of Harrisville and M-72 west of Harrisville.

HARRISVILLE AVERAGE DAILY TRAFFIC FLOW

	U.S. 23 North Station	U.S. 23 South Station	M-72 West Station
1979	3,700	4,300	2,100
1980	1,600*	4,300	2,000

* NOTE: In 1980, the Michigan Department of Transportation eliminated its U.S. 23 North counting station from within the Harrisville City Limits and only used the station located five miles north of Harrisville. This station recorded an ADT count of 1,600 in 1979 as well.

The County system of primary roads consists of a rather well developed network tying rural areas into the State and Federal system. There are two significant County primary roads situated within the Alcona County coastal zone and they are located in the two northern most townships of Haynes and Alcona. Lakeshore Drive parallels the Lake Huron shoreline, branching off of US-23 about two and one-half miles north of Harrisville. This County primary road continues along the shoreline for a little more than eight miles, providing access to such coastal locations as Sturgeon Point, the community of Alcona and terminates at Black River. The other major county primary road in the shoreland area is Black River Rd., which travels in an east-west direction connecting the rural center of Black River with Highway US-23 located some three miles inland. Both of these roads are paved and road weight restrictions are in force during the spring freeze-thaw season. Limits are reduced from the noraml 18,000 lbs. per axle to 13,000 lbs. during this time of the year.

There are numerous local roads which are either bituminous surfaced or gravel that provide direct access to coastal waterfront properties. Several of these roads terminate as road ends on the shores of Lake Huron and are under the jurisdiction of the Alcona County Road Commission providing unimproved public access points to the coastal area.

Current Land Use Patterns

Alcona County has a variety of land uses within its coastal area. The northern portion of the county, notably in Alcona and Haynes Township is predominately forested with scattered residential development. Most of these homesites are located in the rural centers of Black River and Alcona although there are residential lots along most of the huron lakefront. Additionally, local zoning regulations in both Alcona and Haynes Townships have significant lakefront property in their residential zoning district. The extreme northern end of Alcona County's shoreline is the site of the undeveloped Negwegon State Park which has the potential of becoming a major recreational attraction facility in the Black River area. Another potentially significant attraction in the northern half of Alcona County is the Sturgeon Point Lighthouse site which is now being leased to the Alcona Historical Society by the DNR Parks Division and where restoration efforts are now underway.

The shoreline in Harrisville and Greenbush Townships is, for the most part residentially developed. There are a few commercial activities in and near the City of Harrisville and a number of lakefront resorts in the Greenbush area. The County's largest industrial installation is located in Highway US-23 at the northern limits of the City of Harrisville. This is the site of several large, privately owned jet fuel storage tanks which is used by the U.S. Air Force at its Wurtsmith A.F.B. in the City of Oscoda (Isoco County). Lake vessels unload the fuel at a connecting point out in Lake Huron and the jet fuel is pumped to the Air Force Base by means of a pipeline. Nearly all of the lakefront property in the southern half of the county is zoned for residential development by the local zoning authorities in Harrisville and Greenbush Townships.

Existing Recreational Facilities

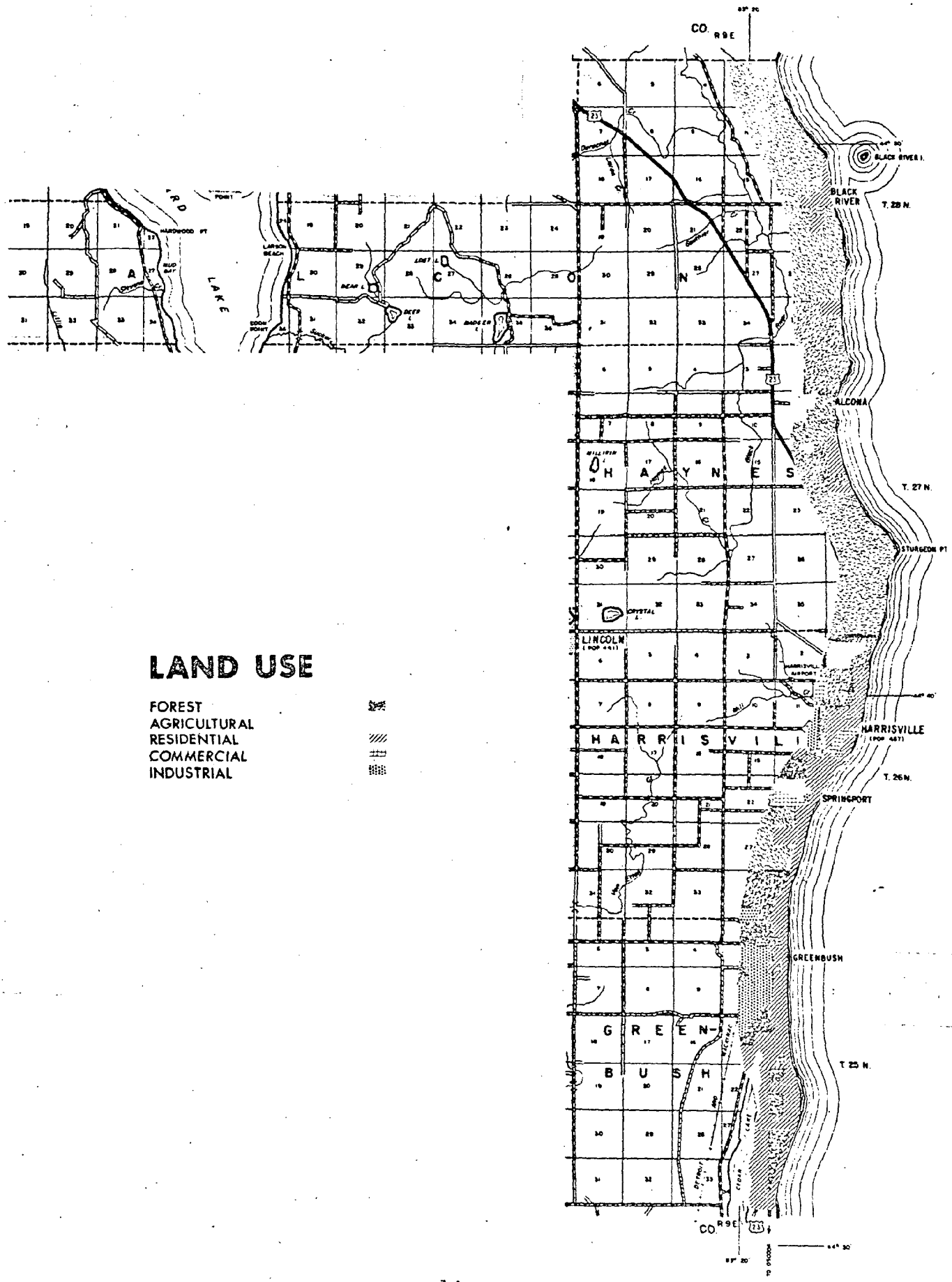
The following is an inventory of private and public recreational facilities and/or sites within the coastal area of Alcona which to some degree serve the sports fishing industry. The inventory is categorized into the five separate governmental units with jurisdiction along the Lake Huron shoreline.

Alcona Township:

1. Negwegon State Park (public) - currently undeveloped, proposed improvements include rustic camping, picnicking, hiking, nature study and swimming.

2. DNR Waterways Boat Launch (public) - located on north bank at mouth of Black River, currently maintained in primitive conditions.

3. Alcona Township Park (public) - immediately north of the mouth of Black River adjacent to DNR property and less than two acres. No improvements but does have swimming beach area.


CO.
R9E
BLACK RIVER I.
BLACK RIVER
T. 28 N.
ALCONA
T. 27 N.
STURGEON PT
LINCOLN
HARRISVILLE
T. 26 N.
SPRINGPORT
GREENBUSH
T. 25 N.
CO.
R9E
LAKE
LAND USE
FOREST
AGRICULTURAL
RESIDENTIAL
COMMERCIAL
INDUSTRIAL

Haynes Township:

4. Sturgeon Point Lighthouse (public) - open park area surrounding historic lighthouse structure.

5. Trout Ponds (private) - located at intersection of Lakeshore Drive and US-23, provides fishing in privately stocked trout ponds.

City of Harrisville:

6. Harrisville Recreation Area (public) - community recreation primarily used as ball diamonds.

7. Harrisville Harbor of Refuge (public) - boat launch facilities, mooring, shore fishing, fish cleaning stations, playground equipment, benches. Center of sports fishing activities in Alcona County.

8. Downtown District (private) - provides services such as fishing supplies, gas service stations, restaurants, liquor store, food markets, taverns, and charter boats.

Harrisville Township:

9. Harrisville State Park (public) - DNR camping facility.

10. Springport Inn (private) - historic restaurant and overnight lodging accommodations.

11. Roadside Park (public) - picnicking and rustic toilet facilities.

12. Resorts and Cottages (private) - five lakefront resorts offer lodging, small boat rentals, swimming beaches and associated opportunities.

Greenbush Township:

13. Resorts and Cottages (private) - twenty lakefront resorts providing lodging, swimming, small boat rentals, limited fishing supplies and other passive recreational activities.

ENVIRONMENTAL FEATURES

Soils

The predominant soil type in Alcona County's coastal area is the Rubicon-Eastport-Roscommon Association. This association is comprised of well-drained sandy soils and is accompanied by a nearly level topography which borders Lake Huron. These soils are usually found in a network of old lake beaches as low ridges with poorly drained, organic and sandy soils in the intervening valleys between ridges. The soils in this association have low natural fertility with native vegetation that is dominated by conifers with some mixed hardwoods, such as white birch, aspen and poplar for forest cover.

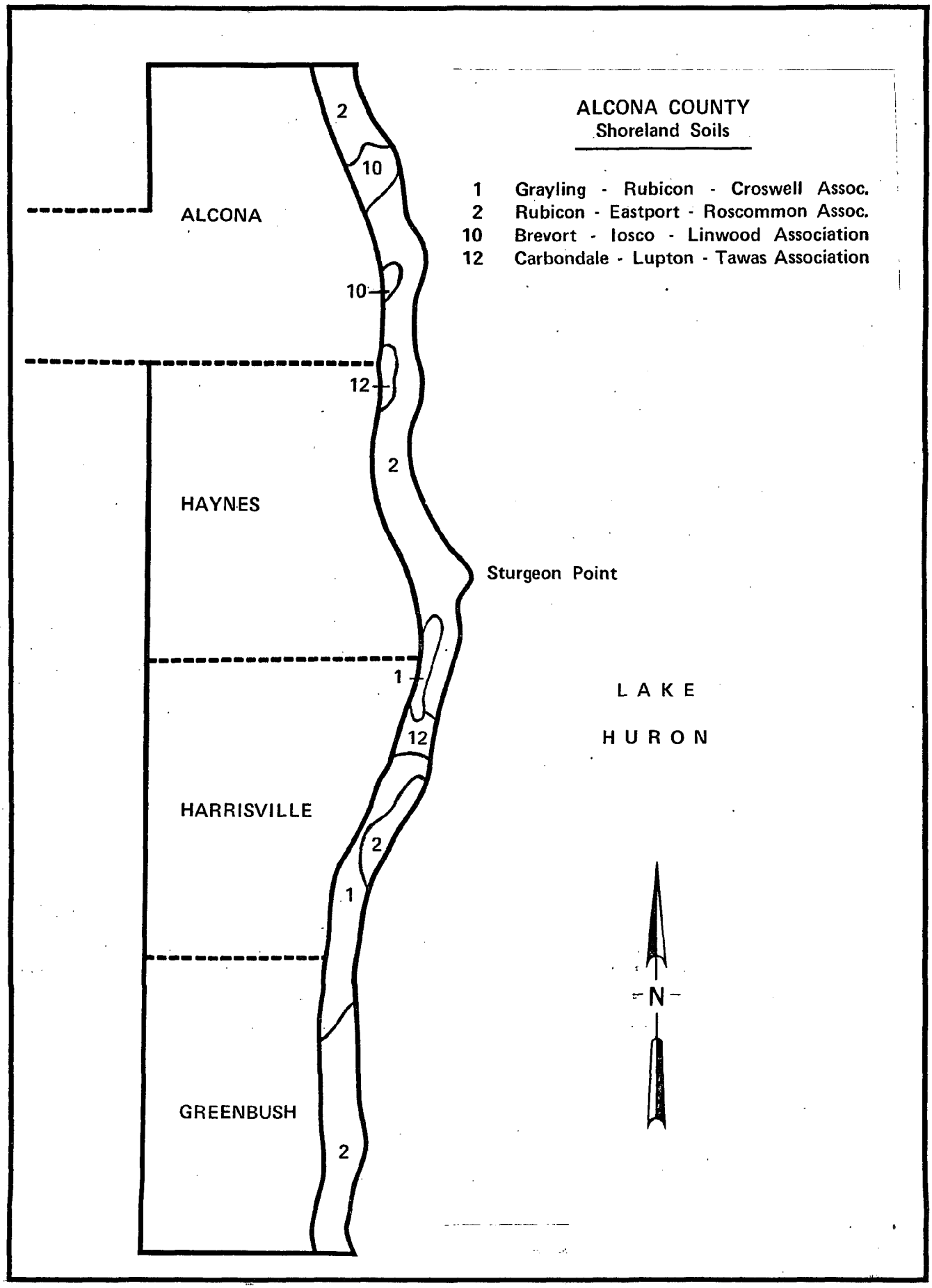
The Grayling-Rubicon-Croswell Association is a very well drained sandy soil which is quite suitable for residential development as well as most recreational activities. It is found mostly in and around the Harrisville area and has many of the same characteristics as the Rubicon-Eastport-Roscommon Association.

A portion of the coastal land area in northern Alcona County is made of soils from the Brevort-Iosco-Linwood Association. These are poorly drained sandy soils found on nearly level to undulating lands which are dark colored due to the high organic matter in the soil. It is not uncommon to find an underlayer of heavier, clayey material in this association. There are severe limitations for both residential development and recreational activities because of high water tables. Natural vegetation consists of cedar and wetland shrubs.

The remaining soil association found in the coastal area of Alcona County, Carbondale-Lupton-Tawas Association, does not comprise a significant amount of land area. Like the soils in the previous association, it also is made up of poorly drained, organic soils which are wet most of the year and have dense vegetation consisting of cedar and wetland shrubs.

High Risk Erosion Areas

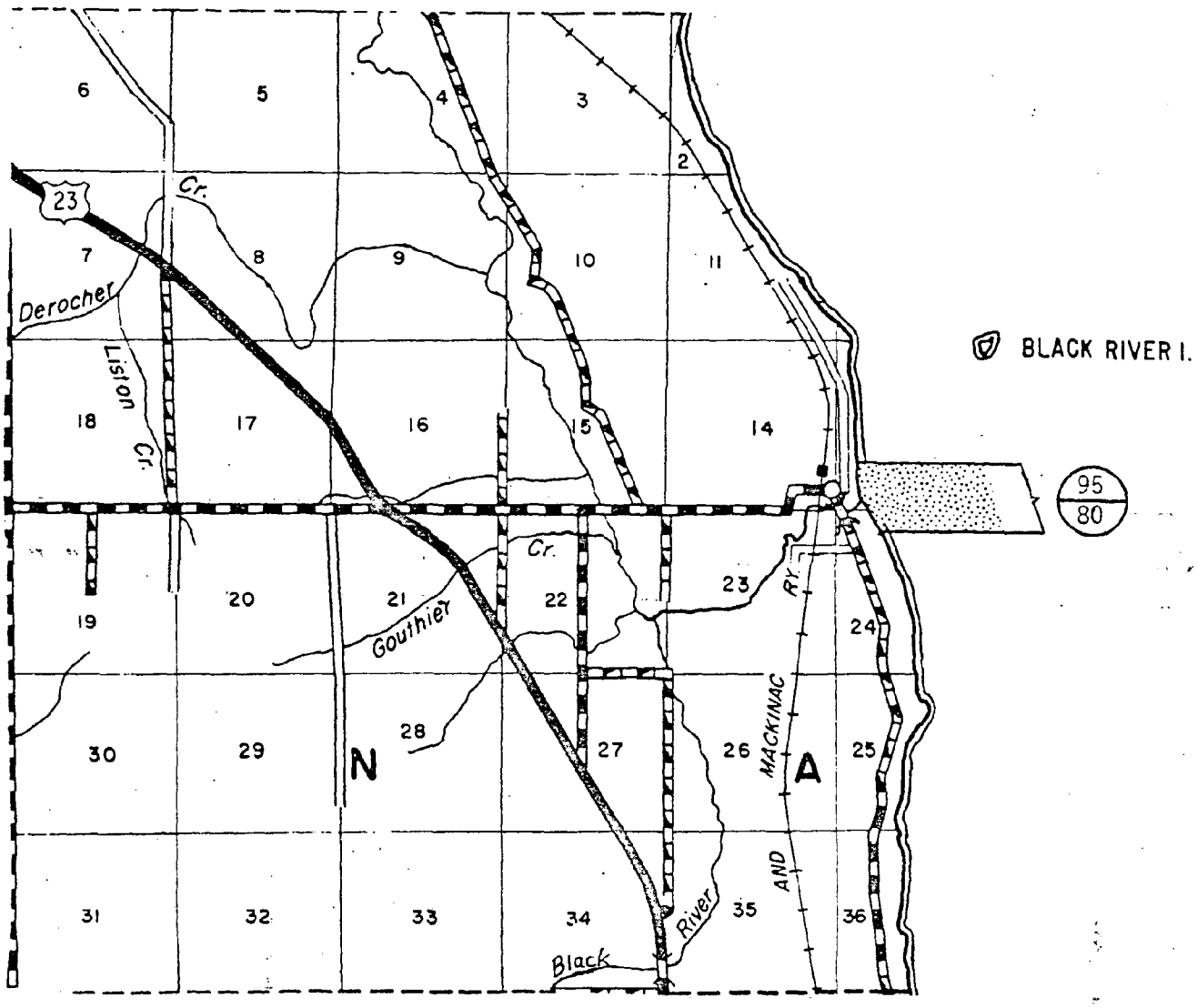
In April of 1982, the Michigan Department of Natural Resources, under the authority of Public Act 245 of 1970, as amended (The Shorelands Protection and Management Act), formally designated certain parcels in Alcona and Greenbush Townships and in the City of Harrisville as High Risk Erosion Areas. This designation required establishment of a minimum building setback for permanent structures and septic systems as well as additions to existing structures. The setback from the bluffline of Lake Huron was determined to prevent damage from erosion for a period of at least 30 years. The program imposes a state permit which is required before new construction, in any designated area, can begin. However,


ALCONA COUNTY
Shoreland Soils
1 Grayling - Rubicon - Croswell Assoc.
2 Rubicon - Eastport - Roscommon Assoc.
10 Brevort - Iosco - Linwood Association
12 Carbondale - Lupton - Tawas Association
ALCONA
HAYNES
HARRISVILLE
GREENBUSH
Sturgeon Point
LAKE
HURON
N
2
10
10
12
2
1
12
2
1
2

ALCONA COUNTY
ALCONA TOWNSHIP
T. 28N R.9E

RECOMMENDED SETBACK
MINIMUM REQUIRED SETBACK

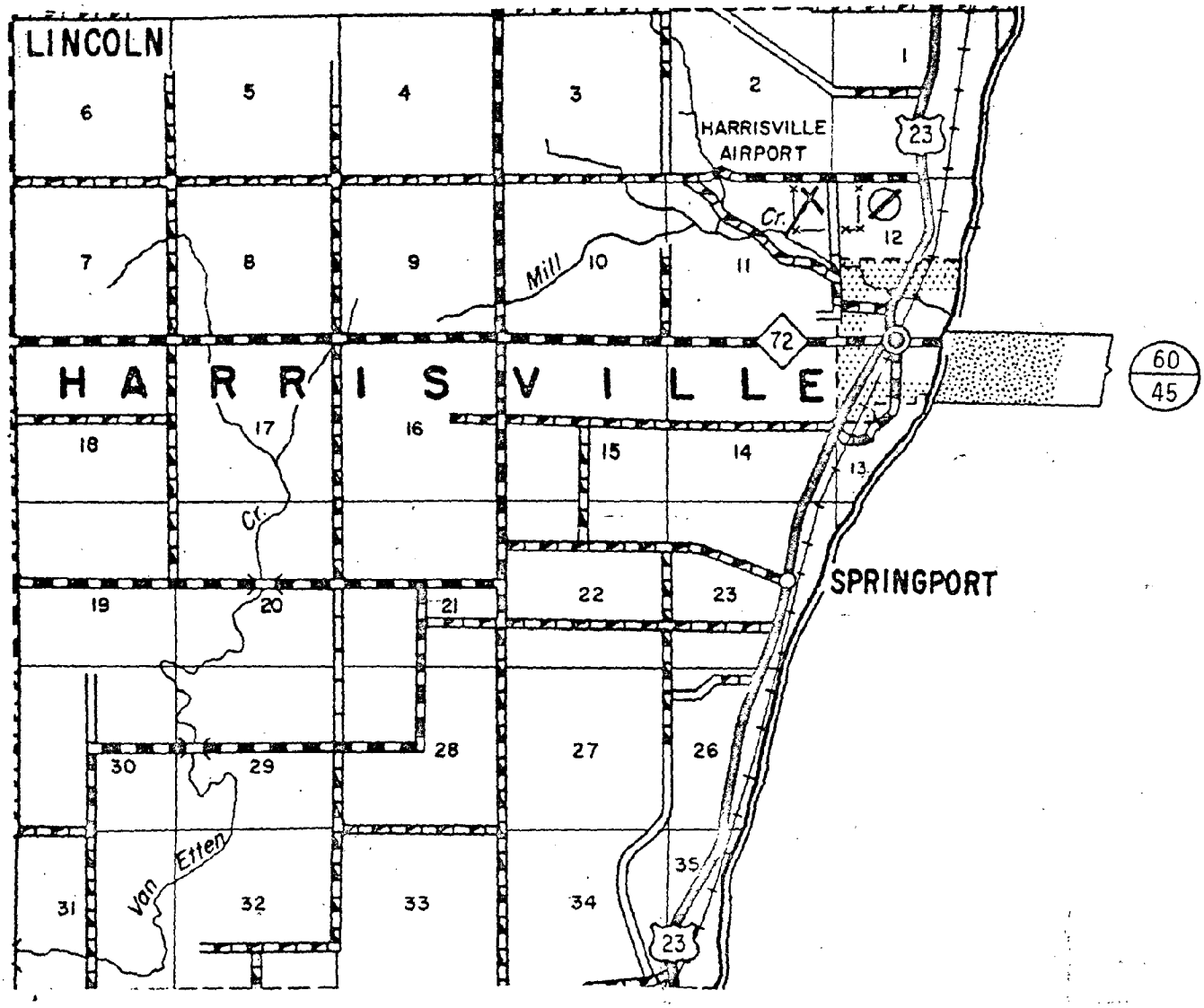
WIDE SHADED BAND
DEMARKS HIGH RISK
EROSION AREA



ALCONA COUNTY
HARRISVILLE TOWNSHIP
T.26N R.9E and R.10E

RECOMMENDED SETBACK
MINIMUM REQUIRED SETBACK

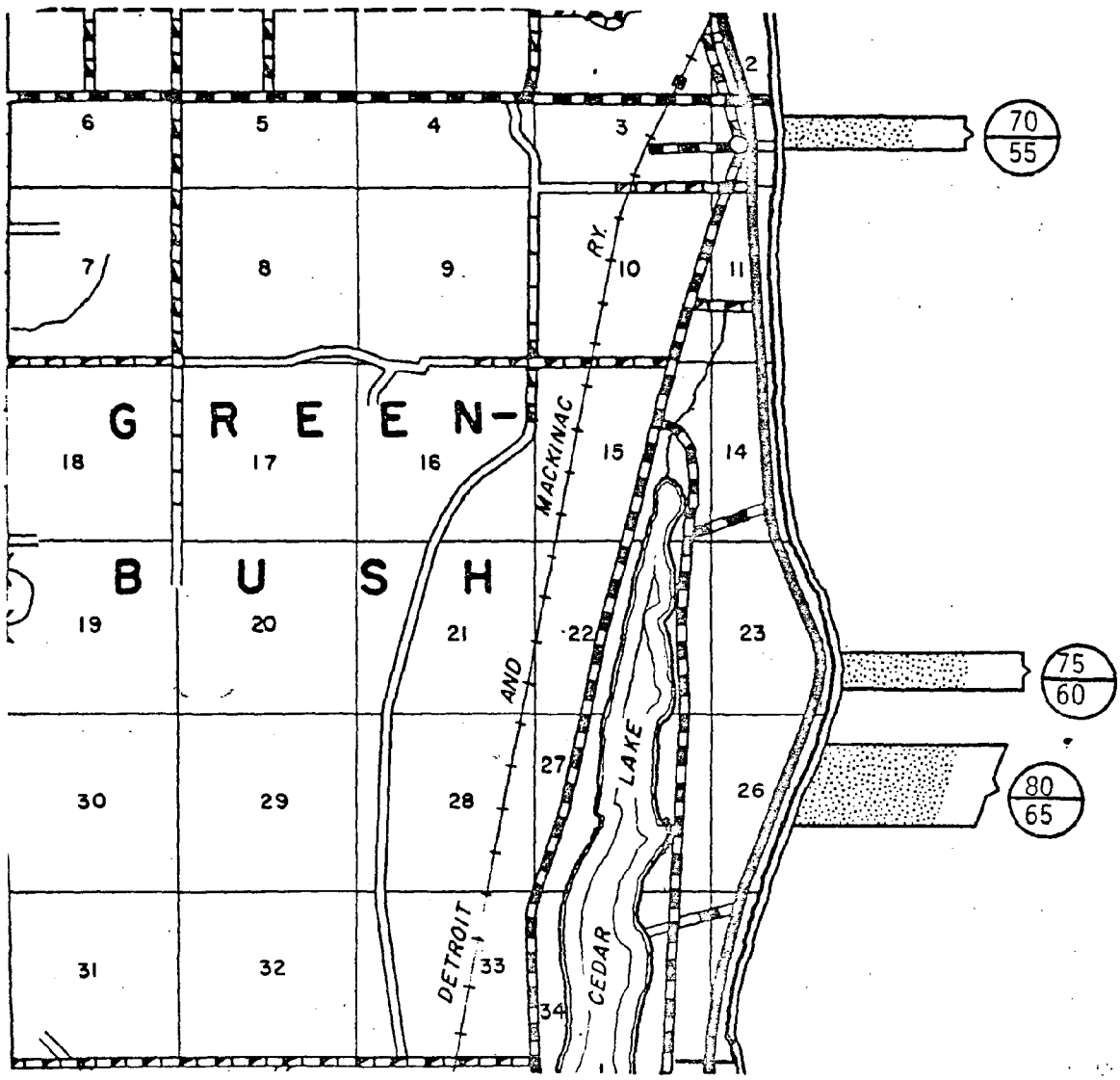
WIDE SHADED BAND.
DEMARKS HIGH RISK
EROSION AREA



ALCONA COUNTY
GREENBUSH TOWNSHIP
T.25N R.9E

RECOMMENDED SETBACK
MINIMUM REQUIRED SETBACK

WIDE SHADED BAND
DEMARKS HIGH RISK .
EROSION AREA



there are provisions which allow, at the option of the local governing bodies, local administration of the permitting procedure through establishment of local regulations which conform to the state requirement.

The program may have some impact on the County's sport fishing industry because certain properties discussed in this study lie within some of the designated area. The maps on the next three pages identify the specific geographical area along Lake Huron in Alcona County. The recommended and minimum required setbacks are in feet.

Geology and Topography

In order to understand the topographical features of the land of Alcona County, it is first necessary to consider the geologic history of the State and some of the processes which brough about the various land forms.

In Michigan's lower peninsula, the bedrock formations are a result of the palezoic and mesozoic eras. During these two time periods, the area had a climate quite different from that which we know today. For some time the area was covered by a warm tropical sea; then a dense tropical swamp; and finally it was covered by great glaciers. Sediments from the warm seas settled to the bottom and formed layers or strata of sedimentary rock. As the seas began to dry up and decrease in size, many strata were deposited in a layered pattern, somewhat resembling a stack of saucers. The upper most bedrock in Alcona County consists of both the upper and lower Mississippian series of the palezoic era.

During the latter stages of the paleozoic era, the northern hemisphere was invaded by four tremendous glaciers. The landscape and terrain were altered each time the giant glaciers moved into the area. As the last glacier melted and gradually receded, it left behind:

- hugh heaps of rock debris (some of which are 1000 ft. deep)
- a great variety of soils that were scraped from many regions far to the north
- the Great Lakes, world's largest bodies of fresh water
- thousands of beautiful inland lakes and,
- a flow pattern whereby the rivers and streams either flowed into Lake Michigan or Lake Huron, making it easy to reach the interior of the state.

Plants, fish and animals, now extinct, gradually moved in behind the withdrawing ice and are found from time to time as fossilized skeletons.

The debris dumped by glaciers and the streams flowing from them are called "glacial drift or till". This drift has characteristic and easily recognized surface forms:

Moraines - the ridges or heaps of earth, stones, etc. carried by a glacier and deposited on adjacent ground, either along the course or at the edge of the glacier.

Ground moraines - the irregularly scattered till, not concentrated into definite ridges.

Outwash and glacial channels - the finer glacial debris that is deposited in rudely stratified layers by the meltwater streams emerging from the ice.

The surface geology of Alcona County consists primarily of moraines, till plains and outwash-glacial channels, except for the eastern side near Lake Huron where lake beds of clay and sand are found. Extending inland from Lake Huron are the well defined, nearly flat plains and beaches representing high stages of Lake Huron at the end of the glacial period. The hills are for the most part of morainic origin, while the plains are primarily sand and gravel.

A brief overview of the County indicates a total relief of about 600 feet with the high point being the 1,250 foot contour which lies in the westerly portion mid-way between the north and south boundary lines. From this point the terrain slopes toward Lake Huron which is approximately 550 feet above sea level. Significant deviations from the gently rolling terrain can be found in the northwest corner of the County, south and west of Hubbard Lake, and northeast of the Glennie area.

Vegetation

Coastal vegetation in Alcona County varies widely, being primarily influenced by topography, soils and water level. In general, the northern coast of the County, roughly from Harrisville north, is dominated by cedar swamps. These swamps are characterized by organic soils, high water table and cedar, aspen, birch and spruce trees. The beaches in this area has considerable vegetation consisting of dune grasses, sedges, and starry solomans seal. At least two different types of orchids are present. This area provides appropriate habitat for endangered species such as Butterwort, Lake Huron Tansy, Pitcher's Thistle and the Ramshead Lady Slipper orchid. At this time, however, no official documentation of any coastal endangered species exist for Alcona County.

The area from Harrisville to Greenbush is much higher ground of sandy soils. It is dominated by maples, pines, and aspen. The beach, because of steep slopes and wave action, has very little vegetation.

The area from Greenbush south is much flatter terrain with sandy soils and occasional high water table. This area is characterized by intensive lake shore development. Birch, aspen and pine are the major trees. Beach vegetation consisting of dune grasses and Starry Solomans Seal are abundant only on vacant property.

Coastal Streams and River Mouths

Alcona County has very few streams or river mouths on Lake Huron. The only rivers or streams of significance include Black River, Mill Creek and Cedar Lake Creek. The other half dozen creeks or streams have such small watersheds that they are only important during the smelt runs.

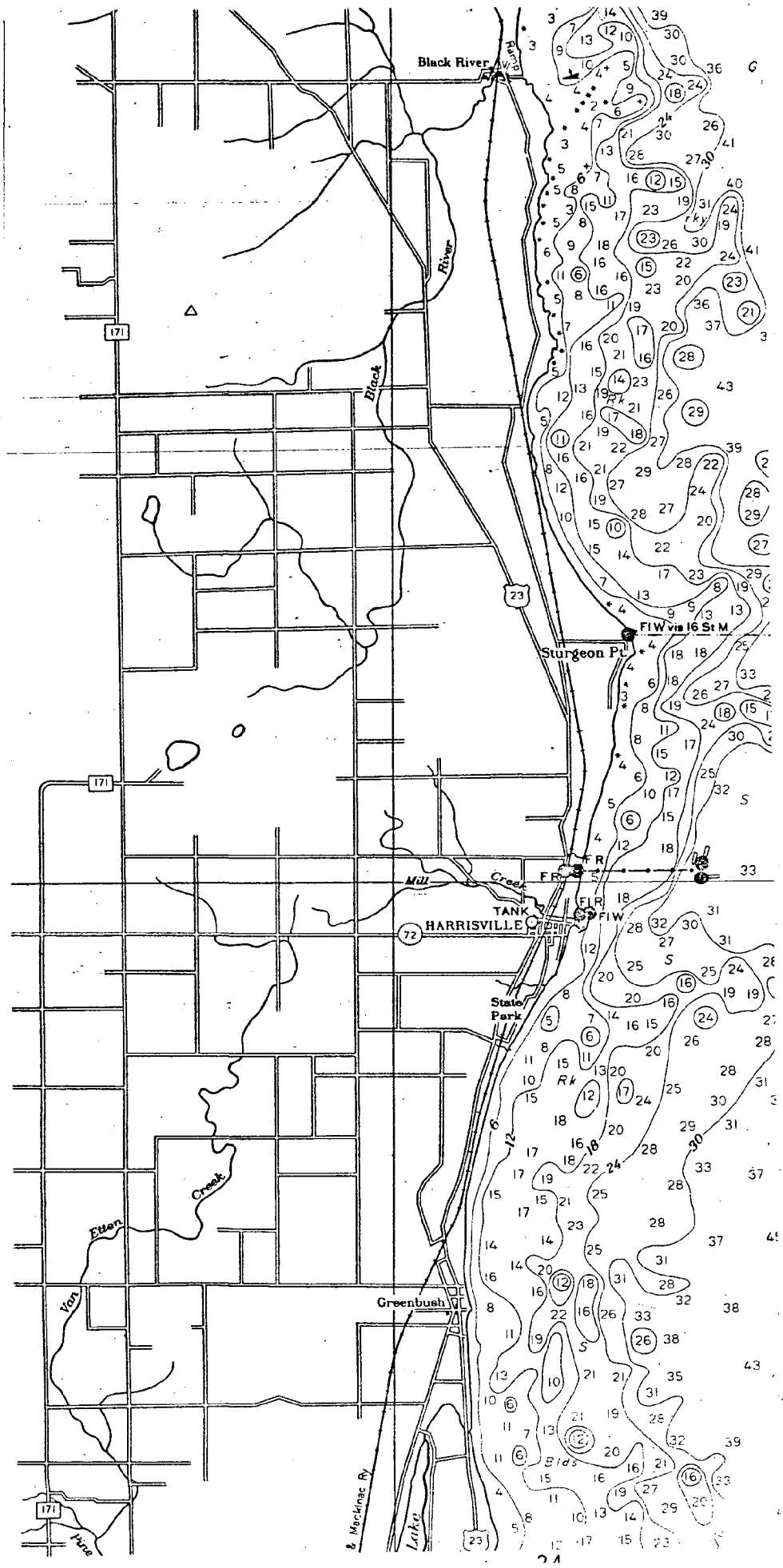
The watershed of the Black River, the only major watercourse emptying into Lake Huron, is divided into a north branch which drains a large cedar swamp and a south branch which drains agricultural areas. The river and many of its tributaries are spring fed. The confluence of the north and south branches is approximately 1 and 3/4 miles from the coast. One mile from the coast to the mouth of the river passes through extensive wetlands. While the river mouth has historical siltation problems, it appears this problem results more from Lake Huron littoral drift than from the rivers sediment load. The rivers ability to provide excellent habitat for the reproduction of Steelhead Trout characterizes its high water quality.

Mill Creek is a small coastal watershed draining both cedar swamps and agricultural land. The creek has at least two impoundments which were originally used in DNR fish hatchery operations in Harrisville. The creek is now primarily known as the planting and return site of Chinook Salmon in Harrisville Harbor.

Cedar Lake Creek is the natural drain for Cedar Lake in Greenbush Township. The creek passes through extensive wetlands at the north end of Cedar Lake. Past sampling of Cedar Lake by NEMCOG indicates this shallow lake has good water quality. The creek, upon leaving the wetlands, enters Lake Huron near Beach Drive. The creek is probably a good smelt run site in better years. The area where the Cedar Lake Creek empties into Lake Huron has a very sandy beach and is subject to wave action and littoral drift, causing considerable meandering and shifting of the creek mouth.

Climate

The prevailing weather conditions of an area have a direct bearing on human behavior, animal behavior and the growing characteristics of various forms of vegetation. Fluctuations in the weather can significantly affect recreation, agriculture, transportation, construction, the demand for fuel, etc. In short, climatic factors are an extremely important part of the natural environment and it is for this reason that they must be considered in a planning program.



Coastal Streams and Rivermouths

Alcona County

Climatically, Alcona County is situated in a humid, temperate, continental area of the United States. There are a few local variations during the year, and average temperatures in the coldest months are under 32°F., and those in the warmest are over 71°F. The month of January usually receives the lowest mean temperature of the year, and July the highest. As is typical of the central United States, Alcona County has a wide range of temperatures from summer to winter. The highest temperature ever recorded was 105°F., and the lowest -21°F. Other statistics based on "yearly averages" include:

Average:

January temperature	23.2°F
July temperature	67.6°F
Date of last killing frost in spring	April 29
Date of first killing frost in fall	October 15
Length of growing season	138 days
Annual precipitation	27.97 in.
Annual snowfall	53.60 in.

Ice usually forms on the lakes and ponds by the end of December and leaves by the middle of April. The winds of Alcona County, being part of the Westerly Wind Belt System, are not often of high velocity. However, tornados have occurred in the County, especially during the spring and fall seasons of the year.

Fish and Wildlife

Alcona County's varied topography, climate and abundance of water and forests provide the basis for extensive fish and wildlife habitats. Unique species found in the area include the wild turkey, which range the entire County, and the bobcat that ranges in the northwest portion. The County is noted for its variety of wild game and fish, and thousands of sportsmen are attracted to the County each year to hunt and fish.

To understand the management of Alcona County's fish and wildlife, it is important to review the jurisdictions involved. The U.S. Forest Service is responsible for the management of habitat on Federal forest land, while the Michigan Department of Natural Resources manages habitat on State forest land. The DNR also manages all fisheries on both State and Federal land and is responsible for maintaining desirable populations of fish and wildlife through harvest or protection.

Both agencies have worked together in preparing a fish and wildlife management plan. This program seeks to increase wildlife populations by improving habitat, while at the same time allowing adequate harvest. It is estimated that there are over 200 species of birds, 55 mammals, 60 fish and 30 reptiles and amphibians that now inhabit the forest lands at varying population levels. Efforts

have been directed toward protecting the endangered species (Kirtland's Warbler), the threatened species (Lake Sturgeon), and the unique species (Northern Bald Eagle, Osprey, Great Blue Herron). There is a Double-crested Cormorant rookery on Black River Island, an identified endangered species within the coastal zone area of Alcona County.

Forest habitat management is accomplished by developing and maintaining permanent forest openings, harvesting timber, developing logging roads and skid trails, protecting and restoring the winter deer range and the adjacent upland areas, and developing impoundments and potholes. Emphasis is also being directed toward protecting and improving the inland lake and stream habitat to meet the projected demands for recreational fishing.

Development of boating access facilities on Lake Huron at Black River and Harrisville, coupled with DNR planting of salmon and lake trout has greatly increased the boating and fishing potential of Lake Huron. Further discussion of these facilities and plantings will be addressed in more detail in a later section of this report.

Great Lakes Fisheries

The Lake Huron fisheries resource of Alcona County is one of the best fisheries in the state. This fact comes as a surprise to many people and perhaps that is why it is often referred to as a sleeping giant. The successful development of the fishery can be attributed to the efforts of the Department of Natural Resources. The Department of Natural Resources' program of stocking predator game fish such as Lake Trout, Coho and Chinook Salmon, Steelhead and Rainbow Trout has paid off in a resource that has been under-utilized and under-publized.

Current Department of Natural Resources planting efforts include stocking of 75-100,000 Lake Trout annually. The Lake Trout fishery in Alcona County has responded exceptionally well, having one of the best survival rates of any stocking area in the State. A good fishery of Steelhead and Rainbow Trout also exists. Steelhead used to be planted in Black River even though the area is one of the few areas having good natural reproduction of Steelhead. Rainbows were traditionally planted in Harrisville. Because of their unavailability, recent plantings of either fish have not been possible. The Department of Natural Resources still has the County listed as a priority stocking area of Steelhead and Rainbow Trout when they are available. Approximately 250,000 Chinook Salmon are planted annually in Harrisville's Mill Creek. This fish has also respondented well, returning to Mill Creek in the fall each year. Coho Salmon are not planted in Alcona County but they do migrate into the area to provide another good sports fishing opportunity.

These fish make up the major attraction for fishermen, but several other species should not be overlooked. Perch fishing can

be very productive in the Greenbush area depending on water temperature. The perch quite often migrate from the warm waters of Saginaw Bay. Summer months can warm the coastal waters enough in the Greenbush area to attract perch. As a result, the perch fishery is restricted to southern Alcona County and can be sporadic, but it should be highlighted when possible. Smelt has historically been a spring outing the whole family could enjoy. Although surveys of this fishery indicate good populations, in the past few years smelt runs have been poor. Smelt runs respond to spring weather and maybe with a little better spring the runs will improve in the future. Menominee population are also very good. The Menominee does not appear to be a desirable game fish probably because of the Lake Trout abundance.

When considering land based developments to enhance fishing opportunities, it becomes necessary to take into account fish migration patterns. Lake Trout are primarily found in the cold deep waters of the lake. This requires the fishermen to have adequate watercraft to venture well out into Lake Huron. Only in the spring of the year can Lake Trout be found near shore. At this time of year the fish are spawning and are sometimes only 100 yards offshore. The angler now has the opportunity to fish from shore or smaller boats. Steelhead and Rainbow Trout are again similar to Lake Trout in that they seek deep cold water during summer. However, they migrate to rivers to spawn in the fall, again allowing fishing from shore or smaller boats. Coho Salmon do not migrate too much and the best fishing for them is in August offshore. Chinook Salmon migrate into Harrisville Harbor and Mill Creek in October, providing a good fall fishing season from shore. As stated previously, smelt runs in the early spring and perch fishing can be quite good during the summer in the southern waters of the county. Menominee are found in very deep cold water and are caught occasionally.

IV. COMMUNITY ANALYSIS

HARRISVILLE

The Harrisville area (Springport) was first settled by the white man in 1845 as a new base for fishing operations. But Alcona County also had a reputation for the pine along its shore and in 1854 a small water driven sawmill was built on Mill Creek in Harrisville. This was the beginning of a great lumber industry that flourished through the early 1890's. The original owners of this mill sold out to a firm known as Harris and Sons of West Bloomfield, New York, for whom the village was named. The mill was improved and expanded, including docks and a railway to transport logs and lumber. Most of these products were shipped to lumber yards in Chicago and Omaha.

During the prosperous years of the lumbering era, the village experienced many major improvements and cedar swamps were cleared where Harrisville now stands. The settlement was incorporated as a village in 1887 but during the next three years a number of natural disasters, including a fire, a Lake Huron storm and a washout on Mill Creek destroyed nearly all of the reminders of the area's lumbering industry. Harrisville became a city in 1905 as it became a focal center for development of outlying areas in Alcona County. Fires continued to destroy a number of homes and businesses during the early 1900's.

In 1920, a number of decisions were made which have contributed to the modern day Harrisville. The State Fish Commission assured the City that a hatchery would be built and the Michigan State Park Association took control of a six acre tract of lake frontage now known as the Harrisville State Park. Then in 1923, many cottages were built in the area and, by the fall of 1924, new modern buildings had replaced the old ones on Main and Lake Streets which were destroyed by a disastrous fire the previous year.

Harrisville really became a tourist-oreinted community in 1936 with the completion of US-23 as the Huron Shore Scenic Highway from Detroit to Alpena. Many business changes took place in 1945-46 with the end of World War II, most of which have shaped the Harrisville downtown district today. The year 1948 was another time of building for Harrisville, as many new businesses opened along US-23, including a fish market and other tourist-oriented enterprises. During the same year, the State closed its fish hatchery and gave the property to the City of Harrisville.

The Harrisville Harbor was constructed in 1960-61, setting the stage for the area's growth as a fishing and boating center. Then, in the early 1970's the Department of Natural Resources began fish plantings in the Harrisville area. This has continued annually, with 225,000 Chinook Salmon planted in the Harrisville/Mill Creek area in 1982. As a result, the Harrisville area has become and will continue to be popular for fishing, boating, camping and other recreational activities.

The harbor facility at Harrisville serves as the major access point to Lake Huron within Alcona County. Harrisville also offers the widest variety of goods and services available to fishermen in the county. Several areas of concern relating to the sports fishing industry have been identified within Harrisville. These are outlined below.

Traffic and Parking

Traffic to the Harrisville Harbor from US-23 has been routed along a residential street. This leads to unnecessary non-local traffic in the neighborhood during peak use periods. Additionally, non-residents tend to park along these residential streets, adding to traffic congestion.

Off-street parking is limited in the city, forcing people visiting the city during peak seasons to park on scattered sites and along streets throughout the town.

During peak periods, many visitors live out of recreation vehicles parked in the city. This occurs even though the state park and private overnight facilities are not filled. This condition adds unncessary congestion to local streets.

Lake Access

Existing facilities in the city are geared toward visitors and tourists using the lake for fishing. Facilities for complementary activities along the lake, such as swimming, picnicking, etc., are lacking.

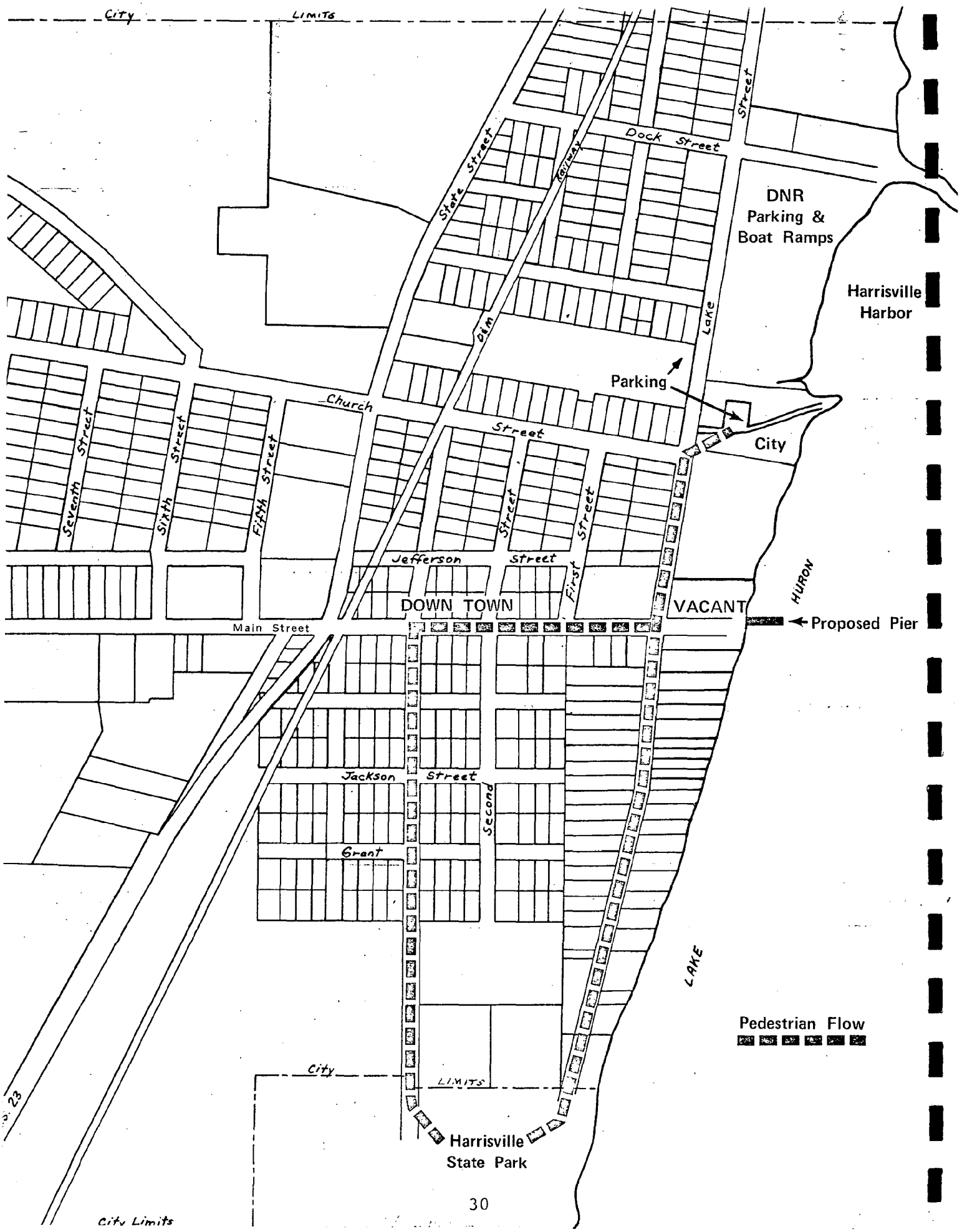
Access to Lake Huron for fishing is available by boat, but limited for shoreline fishing. A walking pier into the lake would serve residents as well as visitors to the area.

Pedestrian Flow

Many people travelling to Harrisville to fish are not aware of the facilities available in the town's business district. Improvements to the streetscape and informational signs at the harbor could alleviate this problem.

Observations

There is no doubt that Harrisville is the established Great Lakes sports fishing center in Alcona County. It provides most of the necessary services required by the sports angler all in one, fairly condensed, convenient location, including bait and tackle shops, a liquor store, several restaurants, grocery markets and gas stations to name a few. It also provides the most accommodating Lake Huron access facilities between Oscoda and Alpena. The most notable facility is the Harrisville Harbor of Refuge which not only provides for the needs of the off-shore boat anglers via DNR Waterways boat launching ramps within the breakwaters, but also


City
LIMITS
State Street
Railway
Dock Street
Street
DNR
Parking &
Boat Ramps
Harrisville
Harbor
Dam
Lake
Parking
Church
Street
City
Seventh Street
Sixth Street
Fifth Street
Jefferson
Street
First
Street
DOWN TOWN
VACANT
HURON
Proposed Pier
Main Street
Jackson
Street
Second
Grant
LAKE
Pedestrian Flow
City
LIMITS
Harrisville
State Park
23
City Limits

adequate shoreline within the immediate harbor area for casting from shore. Continued fish plantings by the DNR Fisheries Division has resulted in an excellent fish population annually.

Although Harrisville does offer a broad mix of goods and services, their availability for sports fishermen could be improved. Longer hours during the fishing season for supply stores, food outlets and service stations would better meet needs during peak periods. A wider variety of goods would also be beneficial.

Important steps to be taken, then, to improve conditions for the fishing industry in Harrisville include:

- Providing additional off-street parking and routing harbor traffic away from residential areas to limit congestion during peak periods.

- Enforcing overnight parking and camping regulations to limit congestion and encourage visitors to use public and private overnight facilities.

- Developing additional facilities along Lake Huron for recreation activities to complement sports fishing.

- Providing improved access for shoreline fishing, optimally by means of a walking pier into the lake.

- Improving the city's streetscape and the local information system at the harbor to encourage visitors to take advantage of services and facilities available in Harrisville.

- Extending the hours of stores and service establishments and expanding varieties available during peak periods to better meet the demands of the fishing trade.

BLACK RIVER AND NEGWEGON AREA

The mouth of the Black River is a very suitable location for improvements to accommodate the sports fishing public. It offers protection for boaters and has been authorized by the U.S. Congress, since 1959, as a site for a harbor of refuge but is waiting budget appropriations for construction. Breakwater designs have been completed by the U.S. Army Corps of Engineers for several years which would correct the sedimentation problem at the mouth. Currently, the channel is continuously being filled in by sandy material which is deposited by lake wave action and littoral drift. This plugs the mouth of the river and prevents boats from gaining access to the open waters from the shelter of the Black River where the DNR Waterways Division has installed a primitive boat launching ramp.

However, there are few businesses in the Black River community to service the sports fisherman. There is a general store and a

sports fishing shop which can provide the basic needs of the angler. The Black River community would also be the approximate location for the entrance to the Negwegon State Park if it is ever developed by the DNR. A campground in this immediate area is very much needed and would significantly help the community to enhance its recreational attractiveness to passing tourists.

Negwegon State Park is a 1,695 acre tract of land located on the shores of Lake Huron at the Alpena and Alcona County line, having portions in both counties. At this time, it is an unadministered unit of the Michigan State Park System and there are no facilities to accommodate the public making use of the area. According to DNR policy, camping is not permitted, but indiscriminate use has and continues to be made of the park and some physical abuse is evident.

The most impressive and significant features of Negwegon State Park are determined by the characteristics of the Lake Huron water frontage. There is approximately six and one-half miles of uninterrupted shoreline included in the boundary of the park, of which about two miles are in Alcona County.

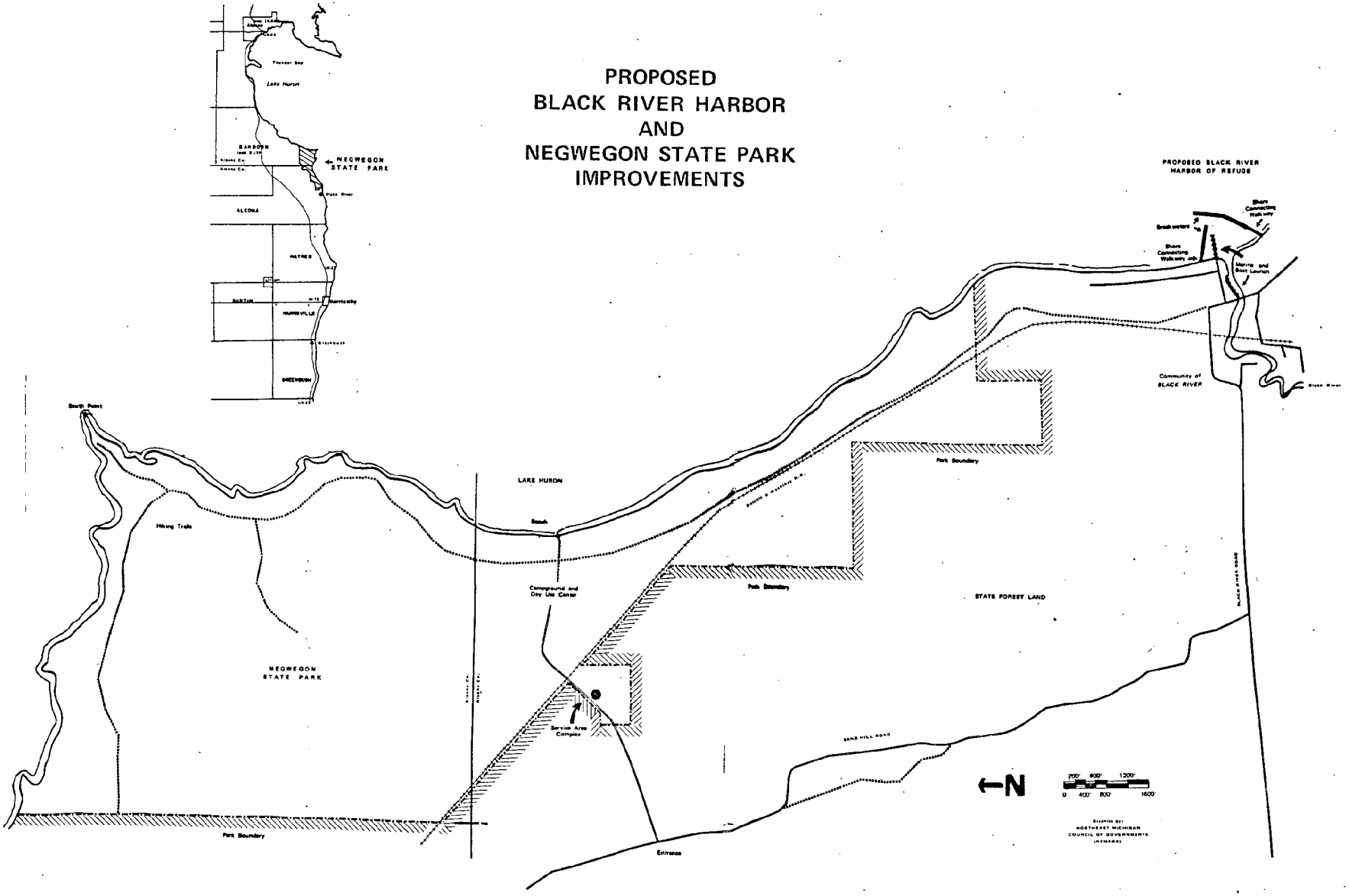
The shoreline is very irregular with numerous "coves" and "points" which greatly enhance the aesthetic qualities of the site. The majority of the frontage is classified as a cobble beach. However, sandy beach areas do exist at various locations. To emphasize the value of the shoreline features, it is pointed out that this site does offer the most intact public frontage on Lake Huron presently available.

Topography variation is generally identified as relatively light within the boundary of the park. There are no depressions or high prominances within the boundary. Surface geology includes relic shorelines interspersed with small depression areas which are generally poorly drained soil types.

Vegetation common to the site is typical of that found in the northern portion of Michigan's lower peninsula. The vegetation is characterized by second growth deciduous hardwoods of relatively young age on the uplands interspersed with typical coniferous species commonly found in low, wet, poorly drained areas. Vegetative cover is identified as being thick and difficult to penetrate in numerous locations. This is especially true in the lowlands. Vegetation does serve as a protective buffer from the elements for the various wildlife populations making use of the area. Some portions of this park do serve as winter deer yarding areas.

Wildlife common to the park consists of those species normally found in the northern part of Michigan's lower peninsula. Game species consist of, but are not limited to ruffed grouse, snowshoe hare, whitetailed deer, woodcock, and migratory waterfowl. Many varieties of songbirds and other non-game species are commonly found within the area. There are no known populations of unique or endangered species found within the boundary of the park.

PROPOSED
BLACK RIVER HARBOR
AND
NEGWEGON STATE PARK
IMPROVEMENTS



The master plan for Negwegon State Park, as approved by the Natural Resources Commission in 1973, calls for the following improvements. Access to the park would be made from US-23 easterly along Black River Road, then northerly along Ridge Road. The park entrance would then be along an old logging trail which crosses the Detroit and Mackinac Railroad which would need to be improved and would then become an interior park road. A day use center including a parking lot and toilet facilities would be constructed near the park entrance and located in close proximity to the lakeshore. A 25 site rustic vehicular campground would be constructed south of the day use center with addition hike-in camping areas both to the north and south of the more intensive recreational area. The service area and control facility will be located along the park entrance road before it crosses the railroad tracks. The physical development will occupy approximately 25 acres while the majority of the park will remain undisturbed except for a hiking trail network. The design concept, as illustrated on the proceeding page, is designed to disperse users of the facility rather than concentrate them in an effort to emphasize the natural amenities of the park. This will encourage more passive forms of recreational activities.

GREENBUSH

The Greenbush area offers almost as much of a variety of services as Harrisville, but specializes in the resort industry. In fact, there are twice as many resorts along Lake Huron in Greenbush Township than in the remainder of Alcona County. Additionally, there is a perch fisheries just off-shore in Greenbush as a result of Saginaw Bay overflow and in the springtime this area provides an excellent Lake Trout fisheries only 100 yards off-shore. Unfortunately, there are no public access sites within the township that provides boat launching facilities. This is why most of the resorts cater to the non-fishing visitor or perhaps only to the overflow from both Harrisville and Oscoda during the peak fishing season. But there is perhaps good reason why such improvements have not been made in Greenbush Township. The Lake Huron shoreline, in this area, offers little protection for boaters and there are no safe, natural harbors or inlets, particularly during stormy weather. However, with the possible placement of temporary boat launch facilities similar to those operated by the Huron County Road Commission in the Saginaw Bay area, the Greenbush area could capitalize upon the nearby facilities. The Lake Drive site described on pages 37 and 39 (adjacent to the Timberlakes property) could be an ideal location for such a facility. This 66 foot road end right-of-way could be developed after acquisition of the vacant, privately owned, 150 foot lot to the immediate north.

Preliminary Recommendation - Efforts should be made to seriously consider and develop the Lake Drive site with possible acquisition of the adjoining lot to provide a temporary boat launching facility during the fair weather season.

V. SITES FOR POTENTIAL DEVELOPMENT

SITE #1 - Newegon State Park

Site Description: Newagon State Park is located in Sections 2, 3 and 11 of Alcona Township, T29N R9E. Designated as a State Park, the site is totally undeveloped with over two miles of lakeshore.

Current Use - Multiple dispersed recreation such as swimming, hunting and off road trail riding. The Parks Division of the DNR has not scheduled any planned improvements for the park.

Existing Services - Nearby services are located in Black River or Ossineke.

SITE #2 - Black River Access Site - Huron Drive

Site Description: The Black River Access Site is located on the north side of the Black River east of Lakeshore Drive and south of Huron Drive. This 3.5 acre site is managed by the Waterways Division of the DNR. Two outdoor toilets are on the property. While the site offers excellent protection and safety for boat launching, it requires numerous improvements including the dredging of the river mouth to maintain access to the lake. Lake depths in the area are very shallow, not exceeding five feet for a mile offshore. Huron Drive, adjacent to the north side of the DNR site, is managed by the Road Commission and also provides access to the lake.

Current Use - The site is used primarily for boat launching and fishing. Site conditions indicate that boats are launched quite often directly into Lake Huron. This is probably a result of the DNR boat launch site being inadequate and poorly maintained and siltation buildup at the mouth of the river inhibiting boat traffic. DNR Waterways Division has budgeted and planned upgrading of this site but the Corps of Engineers would not provide the necessary maintenance dredging at the river mouth or break walls. DNR currently uses the site for fish stocking.

Existing Services - Services are located in Black River. Gas, bait, restaurant and groceries are all available.

SITE #3 - U.S. Forest Service

Site Description: This parcel of 148 acres is located in Section 24 of Alcona Township, T28N R9E. The site is bisected by Lakeshore Drive and has ½ mile of lakeshore frontage. The land area between the lake and Lakeshore Drive ranges from 500 ft. - 800 ft. in depth covering an area of approximately 50 acres. This land consists of extensive wetlands

with organic soils, poorly drained sandy sub-soils and a high water table. The beach area is sandy underlain by organic soils. The site is 100% forested with predominant species being white birch and white cedar. The site also provides excellent habitat for orchids and possibly endangered species such as Ramshead Lady Slipper Orchid, Pitchers thistle, Butterwort and Lake Huron Tansy. Lake Huron water depths offshore of this site are extremely shallow, not exceeding five feet for over one-half mile. Sand bars and numerous shoals are also common in this area.

Current Use - Limited dispersed recreation.

Existing Services - Nearest services are in Black River.

SITE #4 - U.S. Forest Service

Site Description: This site is located in Section 1 of Haynes Township, T27N R9E and comprises 102 acres. This site is also bisected by Lakeshore Drive but has considerable more acreage adjacent to Lake Huron. The beach area is primarily rock although there are a few sandy areas. The shoreline of this parcel forms a small cove offering some protection if utilized as a boat launching site. The soils in the area are predominately upland sands. Water depths are 0-6 feet for the first 1000 feet offshore. Thereafter, water depths are greater than 10 feet. An old two-track road is visible connecting Lakeshore Drive to the beach area.

Current Use - Camping, hunting and swimming on occasion. The site is managed by the Forest Service for low density dispersed recreation.

Existing Services - Black River, approximately three miles north, has the nearest services.

SITE #5 - Sturgeon Point and Sturgeon Point Road

Site Description: This site is located in Section 19 of Haynes Township, T27N R10E. This is the home of the historic Sturgeon Point Lighthouse. Also of significance is Sturgeon Point, a narrow band of rock protruding into Lake Huron. Limited public parking is already available at the 60 acre site. Most of the site consists of wetlands, however, the lighthouse and beach area have sandy soils. Sturgeon Point Road is county owned and also provides access to the lake.

Current Use - The primary use is to view the lighthouse with rock hounding and swimming also popular. DNR utilizes the site for fish stocking. The Alcona County Historical Society is presently working to restore the lighthouse.

Existing Services - Nearby services are 3.5 miles away in Harrisville.

SITE #6 - Trask Lake Road

Site Description: This site is a gravelled county road located on the Haynes-Harrisville Townships boundary. The road ends in a cul-de-sac on the beach of Lake Huron.

Current Use - The site obviously recognizes swimming and sunbathing as current use since signs are in place to direct these activities. It does not appear that any kind of boat launching has occurred at this site.

Existing Services - Services are available in Harrisville, 1.5 miles south.

SITE #7 - Harrisville Area

Site Description - This site includes the Harrisville Harbor, marina, State Park, Dock Street and Main Street. A well developed harbor, marina, boat launch, campground and swimming beach characterize this site. Public parking is also available.

Current Use - This site is the center of the county's fishing and boating activities. The area also provides camping and swimming opportunities.

Existing Services - Existing services include: groceries, restaurants, camping facilities, resort facilities, gasoline, marine fuel, charter boat service, bait, fishing supplies, parking, other recreational facilities (i.e. baseball diamonds, tennis courts) and information readily available at the Chamber of Commerce and County Building.

SITE #8 - Springport Rd.

Site Description - Springport Road is located in Section 23 of Harrisville Township and is another county road which dead ends at Lake Huron. The road is gravel and traverses a steep slope down to the beach.

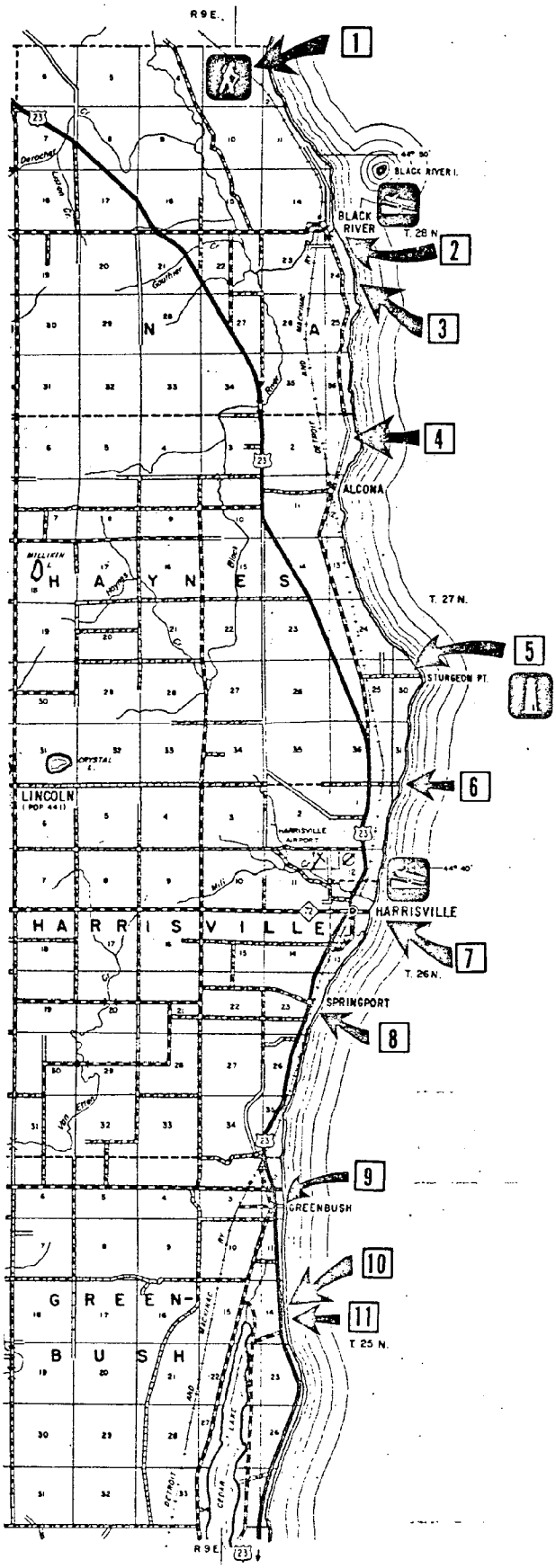
Current Use - The site is used occasionally for swimming.

Existing Services - A restaurant is located on the corner of US-23 and Springport Road. All other services are located in Harrisville.

SITE #9 - Greenbush Area Streets

Site Description - This site consists of Mikado Road, Burton Road and Main Street in Greenbush. Each of these roads dead end at Lake Huron. Mikado and Burton Roads are very narrow gravel roads. They both terminate at the edge

SITES FOR POTENTIAL DEVELOPMENT



of a steep slope near the shore. Main Street is paved and ends on the lakeshore.

Current Use - There does not appear to be any utilization of these sites by the public.

Existing Services - Services are located in Greenbush.

SITE #10 - Lake Drive and Vacant Parcel

Site Description: Lake Drive is a 60 foot wide county road easement located in Section 14 of Greenbush Township, T25N R9E. This easement is adjacent to the Timber Lakes Restaurant. To the north of the easement is a vacant parcel of land currently for sale. This parcel measures 193 x 150 ft. and would be quite significant if added to the existing easement. Soils of the area are sandy. Water depth ranges from 0-6 ft. for the first 1000 ft. offshore and 6 ft. or greater beyond.

Current Use - This site is occasionally used for swimming and sunbathing.

Existing Services - Services are located in Greenbush as well as numerous resorts, gas stations, groceries, the Cedar Lake Marina and restaurants nearby.

SITE #11 - Beach Drive

Site Description: Beach Drive is located in Section 14 of Greenbush Township and is a county road managed by the County Road Commission. The site is a well gravelled road to the sand beach and is approximately 60 ft. wide. Water depths in this area range from 0-6 ft. for the first 1000 ft. offshore and 6-11 ft. for the next 4000 ft.

Current Use - The site is used occasionally for sunbathing, swimming and as a boat launching site. The Department of Natural Resources uses the site for fish stocking. County Road Commission policy is to maintain the site in its present state.

Existing Services - Nearby services include access to US-23, numerous resorts, several grocery stores including fishing supplies and bait. The community of Greenbush is two miles north of this site.

HURON-MANISTEE NATIONAL FOREST PROPERTIES

The U.S. Forest Service owns and manages two parcels of land on Lake Huron in Alcona County. Each of these sites were reviewed in the proceeding section as public access sites. Currently, the Forest Service management goal is the same for each site: to provide

dispersed multiple use recreation while protecting the lakeshore ecosystem. Activities under this management goal can include camping, hiking, hunting, fishing, swimming, nature study, trapping and timber harvesting. However, none of these activities are encouraged and no site developments or improvements are planned, therefore resulting in limited (or perhaps desired) low density use and the protection of the ecosystem.

Potential developments to either of these sites will first require a change in the management goal. The primary method to achieve a change in the Forest Service management goal is to provide enough public support for the desired change. If the Forest Service determines there is considerable interest and support for a management goal requiring major development of a site then an economic feasibility study must be conducted to determine if the project is warranted. If the project is warranted, the process would require congressional approval of the planning, design and construction phases.

A second method would involve a land trade between the State of Michigan or the county for either parcel. A trade would require that a prospective piece of property be of equal value, be within the Huron-Manistee National Forest boundary and that the parcel further consolidate national forest lands. Two significant drawbacks appear with the trading of land. At this time it does not appear that there are any parcels of state or county land that would qualify for trade. Additionally, the Waterways Division of DNR has indicated they are not interested in developing access sites that are not protected by natural harbors or man-made breakwalls. Neither of these sites provides the necessary protection.

Although each of these sites has positive characteristics for developing a boat launch and parking area, there are numerous disadvantages. The positive aspects include the sizable acreage involved with either site which allows for adequate development along with a complementary service such as a campground. Both sites have access by a county black top road and are primarily forested permitting the maintenance of greenbelts to screen the area from other land uses already existing. The parcel in Haynes Township is more suitable for development since a two track road already exists; there is a large meadow located between the road and the beach; the coastal area of this parcel forms a small cove offering some protection to a boat launch site and safety to boaters landing a boat. The parcel in Alcona Township is primarily wetlands with poor soils for any development. The shoreline of this parcel does not offer any protection and the water depths are so shallow that boating could be very hazardous.

Another major disadvantage of developing either parcel is that the primary sports fishing industry activities and complementary services (i.e. bait, motels, resorts, campgrounds, restaurants, gas and fishing supplies) are concentrated between Harrisville and Oscoda.

STURGEON POINT LIGHTHOUSE PROPERTY

The lighthouse has long been an important part of the America's heritage and played a major role in the settlement of the Great Lakes region. The primary reasons for construction of lighthouses, including the Sturgeon Point Lighthouse, were to mark navigational dangers and to record and keep track of steamers and sailing vessels.

Sturgeon Point received its name because of the once excellent Sturgeon fisheries which spawned along the nearby reefs. The area became a well known menace to navigation because of these same reefs which reached out 1½ miles into Lake Huron. In 1868, the U.S. Congress approved the purchase of the present site for the sole purpose of building a lighthouse at this site. The following year, construction of the tower and residence was completed and has remained virtually unchanged to the present day. The tower is built on a foundation of limestone 7½ feet high, 4 feet of which is below the surface. Brick was used in the construction of the base which is 4½ feet thick and 16 feet in diameter. The height of the tower is 70 feet 9 inches.

In 1941, the lighthouse crew was removed as the light itself was automated by an electric flashing beacon, maintained by the U.S. Coast Guard Station out of Tawas City. In 1946, the federal government disposed of the 50 some acres surrounding the lighthouse as federal surplus property to the Alcona Community School District and eventually, title was deeded to the State of Michigan and was administered by the DNR Parks Division out of the Harrisville State Park until recently. In early 1982, the DNR Parks Division leased the property to the Alcona County Historical Society, including the residence (the tower still is maintained by U.S.C.G.), which has undertaken an historical restoration effort for both the interior and exterior of the structure. The Society plans to open the residence to the public shortly as a Maritime Museum. Also, in early 1982, the Michigan Historical Commission listed the Sturgeon Point Lighthouse in the State Register of Historic Sites which, among other opportunities, enables the purchase and display of an official state marker on the property.

Another concept which has been discussed by supporters of the Sturgeon Point Lighthouse restoration efforts, is the reconstruction of an early 1800's fishing village on the property near the lighthouse residence. Historical accounts point to the Great Lakes commercial fishing industry as the first money making endeavor undertaken in Alcona County. Sturgeon Point was originally settled as a fishing community because of the large hauls of fish, most notably Sturgeon, caught in nets along the reefs, salted and packed in half barrels for shipment via Lake Huron to downstate markets. The current lease arrangement between the DNR Parks Division and the Historical Society, however, does not provide for improvements to the open grounds surrounding the lighthouse residence structure. Additionally, while the idea of a reconstructed fishing village in connection with a museum at the lighthouse certainly is a good one, it appears that the concept needs to be thought out in more

detail and given an opportunity to mature. Therefore, the completion of perspective sketches or renderings of a possible streetscape or layout of the proposed fishing village is somewhat premature for inclusion in this study, particularly with the lack of historically accurate information as to the original structures which comprised the first settlement at Sturgeon Point.

PLAN OF ACTION

The idea of possible reconstruction of the original settlement at Sturgeon Point as an 1840's fishing village or station has been well received by a number of groups and organizations. The concept appears to be a particularly good idea in conjunction with present efforts to restore the interior of the Sturgeon Point Lighthouse residence quarters as a museum with a strong maritime and Great Lakes fishing theme. Initial contact with the Michigan Department of Natural Resources, Parks Division (current owners of the property) has been positive and the idea has been well received. However, current state budgetary reductions has prevented this agency from making any commitment to a restoration project of this nature. The Alcona County Historical Society is also very interested in pursuing this concept. They currently hold a one-year lease to the lighthouse residence quarter and have already began some restoration of the interior. Caution should be made that these efforts not proceed hastily so as to damage any of the original woodworking or wall/ceiling covering of this historical structure.

Additionally, staff of the Jesse Besser Museum in Alpena, Michigan are very interested in this project because of the historical significance of these early fishing stations to the development in this area of the Great Lakes. Efforts should be made to include provisions in the next lease arrangements between the DNR Parks Divison and the Alcona County Historical Society to further investigate this possibility. Alcona County, or one of its agencies, should also become more involved in this project. Efforts could be made on the part of Alcona County to secure funding for an archeological dig on the Sturgeon Point property to locate any remains of the fishing station, such as foundations, that may exist. Also, research should be conducted to secure historically accurate information on the construction and material used during this period.

Following these activities, perspective sketches and architectural drawings could be developed to provide a possible layout of the reconstructed fishing station. The necessary management responsibilities must also be identified and agreed upon during this phase as well. This may very well be a lengthy period of negotiation, so steps should be taken as early as possible to begin this process. Most likely, the initiative for this will have to begin locally if the project is to have any hope for success and to receive assistance from state agencies.

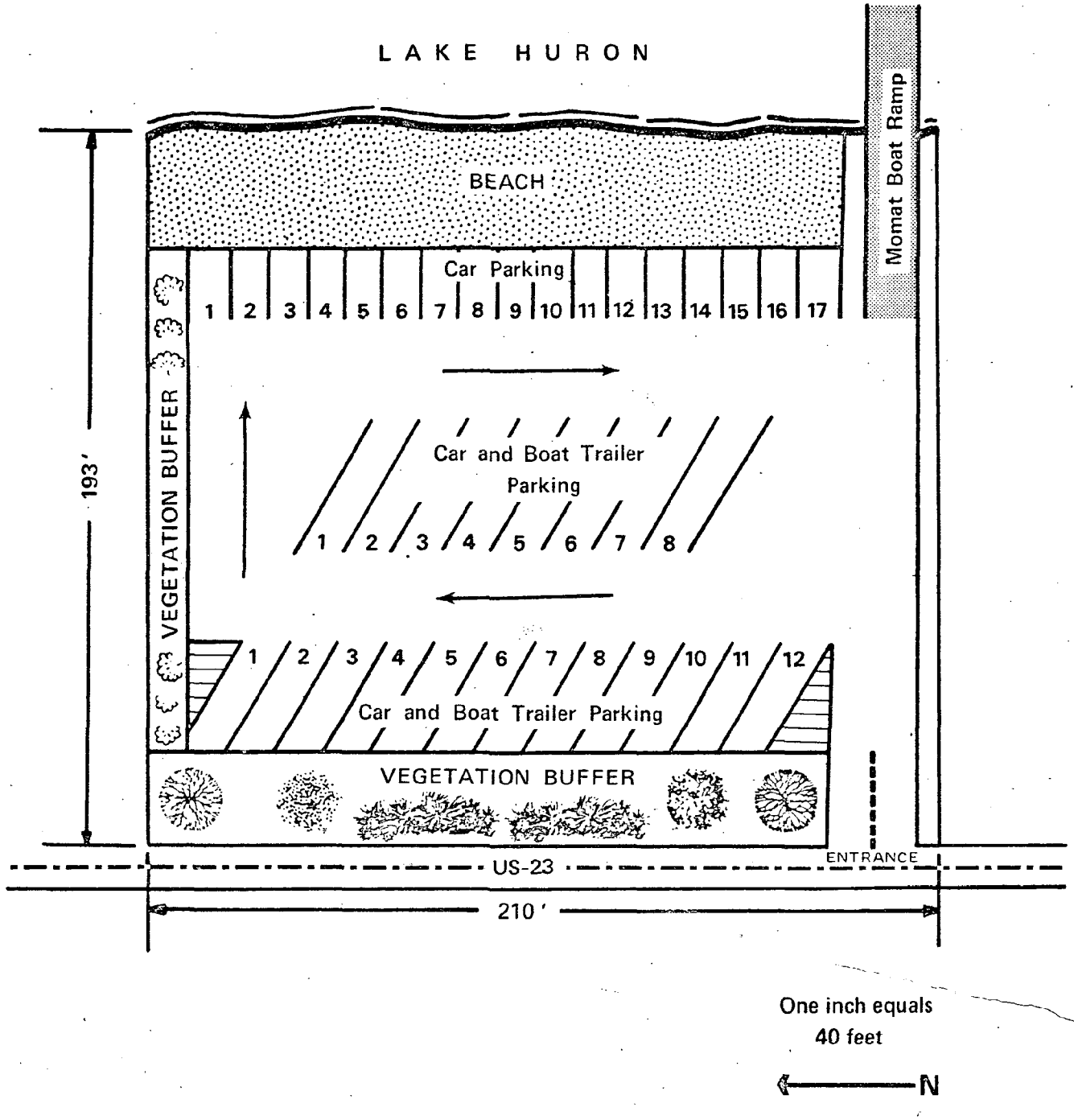
LAKE DRIVE AND ADJACENT PRIVATE PROPERTY

This proposed site lies in the heart of Alcona County's resort community as well as inbetween the sports fishing communities of Harrisville and Oscoda. Proposed development of this site would require the acquisition of the private parcel immediately north of Lake Drive. The private parcel measures 193 x 150 feet and when added to Lake Drive would measure 193 x 210 feet. The parcel has some fine trees and sandy soils suitable for development. Surrounding land use is primarily cottages and second homes on the lake. Adjacent to the south side of Lake Drive is a closed restaurant.

Proposed development for this site could include a temporary small boat launch access and swimming site with parking. A boat launch access site could do much to enhance the resort industry business during the early spring since fishing for Lake Trout near the shore is very productive. During the summer, the Greenbush area has a rather good perch fishery that could also be used in the fall to go after Coho Salmon. Finally, the access site would provide an identified area to funnel fishermen in, therefore, eliminating problems of fishermen launching boats from other county road easements. The boat launch site would have to be engineered so that the launch itself can be removed during the winter and when severe storms occur from the east. Two alternatives have been investigated that could achieve this goal. The first alternative would be the utilization of a metal grated boat ramp. This type of ramp has shown signs of withstanding wave attack by allowing the wave energy to pass through the grating. This type of ramp would still have to be removed during winter months since the ice would still destroy it. The second alternative utilizes a product called Momat. Momat is a large roll of fiberglas mat which can support such vehicles as Army tanks but can be rolled up out of the water during bad weather. There may be additional alternatives worth consideration but any type of boat launch should be temporary since this site does not offer any protection from wave attack or ice buildup. The only disadvantage of developing this site concerns safety for boaters during storms. If a storm caught boaters on the lake before they could reach the access site it could become quite difficult to land a boat on a trailer in heavy waves or if the boat ramp has been removed because of the impending storm. Boaters would simply have to beach their craft, possibly resulting in damage to the boat.

Preliminary sketches of developing this site indicates that the parking area could accommodate approximately 17 car spaces and 18 car/boat-trailer spaces. The site would have a 15 foot wide boat ramp with a 50 foot approach area and turn around. The site could also have a beach area of about 4500 square feet to provide sun bathing and swimming opportunities.

Proposed Site Improvements for Lake Drive
Alcona County



VI. ALTERNATIVE LAND USE PLANS

Alternative A

The first alternative land use plan identifies several areas along the Lake Huron shoreline in Alcona County that are already providing some degree of service to the sports fishing industry. To begin, any recommended land use strategy would require serious consideration of Harrisville as the center or focal point in that plan because of the major role that community plays in providing services to the non-resident angler.

The most severe land use problems in Harrisville are temporary in nature and are very closely associated with the peak fishing season, particularly the fall salmon run. Additional lands within close proximity to both the DNR Waterways and City of Harrisville properties must be located to accommodate these overcrowding conditions.

Better pedestrian links need to be instituted within the City of Harrisville so that the Downtown District, the Harbor and the State Park can more effectively relate to each other by encouraging people to walk. While this strategy may not totally orient the fisherman who desires to park his vehicle and/or trailer only a few feet from the shore or boat launch facility, it can result in making the walk to the lakefront from the parking facility a more pleasant and enjoyable experience, provided it is not too great a distance. This recommendation is not suggesting that people park their vehicles at the state park and walk to the harbor area. This is indeed somewhat unrealistic, but a pedestrian walkway that does connect these two centers of activity will generate some use and will provide untangible benefits such as a more attractive setting and an appearance of more activity.

Wherever possible, recreation facilities designed to provide area residents with access to the Lake Huron amenities should be established between the lakefront and business district. While the sports fishing industry is important economically to Harrisville, the community should give special consideration to the recreational needs of the non-fishing resident for such activities as picnicking, swimming and other more passive forms of recreation.

The Harrisville community needs to better relate to the potential drawing attraction which the Sturgeon Point Lighthouse area can become. It is an excellent opportunity to provide non-fishing recreational activities for the angler and his/her family during inclement weather. Therefore, this plan suggests development of the historical significance of the Sturgeon Point Lighthouse area. Proposed improvements at this location include not only the restoration of the Sturgeon Point Lighthouse residence quarters which has recently begun under the direction of the Alcona County Historical Society, but also previous consideration of the concept of a

reconstructed fishing village. Such a fishing station would be very unique in the State of Michigan in terms of historical interpretation of early coastal settlements and would be a major attraction for Alcona County if properly developed.

In an effort to relieve congestion at the Harrisville Harbor during certain peak times, it is recommended that efforts to improve lake access facility in the immediate Black River area through the implementation of either approved or modified plans at the mouth of the Black River. While construction of a new harbor of refuge may not be needed, improvements will be required to effectively mitigate the silting problem which annually prevents boat access to the open waters of Lake Huron from the launching ramp inside the river. While improvements to the launching facility itself is also needed, investment of public capital would have no value without first correcting the problem at the mouth. Such a project would most likely be a joint Federal and State venture.

In conjunction with improvements at Black River, Alcona County should also encourage the development of Negwegon State Park. The approved master plan calls for installation of 25 rustic campground sites as well as a day use center and swimming beach. One option which may be desirable to Alcona County would be to request the DNR Parks Division to modify the approved master plan in an attempt to expand the number of campsites within the park and to modernize the camping facilities to provide such services as electricity, flush toilets, showers, and other amenities that may be demanded by the sports fishing visitor. Regardless of the design of the park, the DNR Parks Division should be encouraged to provide Alcona County with plans of development for Negwegon State Park, including prioritization of phases and an expected timetable for each phase. Since the park is located within two counties, Alcona County should establish an open rapport with the appropriate agencies and officials in Alpena County, which have also expressed interest in the future of Negwegon, to coordinate local activities and efforts. Alcona County should also support attempts by the DNR Parks Division to acquire the remaining private inholding, that being the tip of South Point located in Alpena County, within the Negwegon State Park boundary. This would ensure complete control of the interior of the park under the management of one public agency.

The Greenbush area could perhaps best serve the above suggested land use developments by remaining an accommodations community serving Harrisville and Oscoda during periods of overcrowding and providing limited sports fishing services. The twenty or so private resorts that are currently located along Lake Huron in the Greenbush area not only accommodate the overflow of anglers during the peak of certain fishing seasons, but also provides such services as boat rentals from their docks or shores during fair weather. Fishing near shore along the shoreline in the Greenbush area where these resorts are located is not as good as it used to be, but does have the potential of coming back. In fact, this immediate area had an excellent perch fisheries some fifteen to twenty years ago

and many of the resorts were originally built to accommodate the visiting perch sports fisherman. However, heavy commercial fishing severely reduced the perch population and it is only now beginning to come back. Many local residents and businesspeople believe that removal of the weed beds along the lake bottom contributed to this drastic decline while DNR Fisheries biologists argue that relatively low water temperature is the predominate factor. In any event, with the absence of a fisheries management program for warm-water species at the state level, rejuvenation of the perch fishery in Lake Huron near Greenbush may be a slow process. However, launching of small boats from shore during fair weather should continue for the fishery which does exist there. The fishery itself should be re-examined periodically in an effort to detect any noticeable increases in the perch population which may require additional shore facilities to accommodate the sports fisherman of this species. Additionally, these resorts quite easily accommodate the non-fishing toursits as well as abandoned families of the avid angler with excellent swimming beaches and peaceful surroundings. The Greenbush area could enhance this role by avoiding or discouraging boat launching facilities in their community. Such a strategy would strengthen their position as a diversified water-oriented tourism service area without becoming too dependent upon the sports fishing element of the tourism industry.

Alternative B

As with the first alternative, this suggested land use plan also gives close consideration to the Harrisville area. However, unlike Alternative "A", this strategy recommends that new, currently unimproved lakeshore properties be considered for recreational improvements designed to better accommodate the non-resident fishermen. These improvements include development of a walking pier or extension of the harbor's south breakwater to the shoreline and surfacing the breakwater for fishing access. Development of an information center near the harbor to better direct the non-resident fishermen to available facilities and services.

Harrisville has had parking problems associated with the sports fishing industry for several years and has not yet effectively remedied the situation. But, this problem exists for only a few weeks out of the entire calendar year and attempts to direct parking away from the shore and encourage more walking has repeatedly failed. Therefore, it is recommended that more intensive development in the form of parking facilities be encouraged near the shore in the harbor vicinity to adequately accommodate these peak seasonal loads. This recommendation would also include enforcement of overnight and street parking laws in the City.

In the area south of Black River, the U.S. Forest Service should be encouraged to conduct a economic analysis of their lakeshore parcels to determine if new fishing oriented developments would better serve the County. Either parcel has the potential to provide adequate parking and camping facilities in conjunction with

a public access site. The residents of the County, as well as organizations, should contact the Forest Service office in Harrisville to encourage a change in the current management of the parcels and initiate the economic analysis.

In Greenbush, the County should purchase the site identified on pages 37 - 39 . The site could be developed as proposed and managed by the Road Commission. This approach has been successful in other counties bordering Lake Huron such as Huron County in the thumb of Michigan. In any case, development of this site would require the boat ramp to be temprorary in design. Additional parking facilities may have to be acquired or provided by the private sector.

Summary

It should be evident that these two alternatives are not the only possible land use strategies available. In fact, the two plans described above are not mutually exclusive, which means selecting one of them does not automatically prevent the consideration of the other. There are elements of each which could be implemented independently or in conjunction with others.

The purpose of these alternatives is to stimulate ideas about possible land use strategies and their impact upon each other as well as to provide general guidelines for new recreational developments which can serve the sports fishing industry in Alcona County.

VII. ALTERNATIVE SITE IMPROVEMENTS FOR THE HARRISVILLE HARBOR AREA

The parcels of property considered in the study are located to the northeast of the Lake Street - Main Street intersection in the City of Harrisville.

ALTERNATIVE 1

This proposal involves the parcel immediately to the north (parcel A) as well as some existing right-of-way at the end of Main Street. Proposed as improvements to the lot are the following items: cutting the existing bank back to a gentle slope, providing shoreline erosion protection, creation of a picnic/general recreation area with a covered pavillion, construction of an off-street parking area, and installing a fence along the north and south sides of the property.

In addition, a pier protruding into Lake Huron from Main Street has been suggested along with construction of an information kiosk near the pier. Under this plan, many existing trees could remain in place.

Although presently vacant, parcel A would have to be purchased from private owners.

ALTERNATIVE 2

This alternative design concerns the property outlined in Alternative 1 as well as the parcel directly north of parcel A (parcels A and B). Because of the greater land area, more extensive improvements can be considered. These include the following items: creation of a sand swimming beach, cutting the existing bank back to a more manageable slope and constructing a stairway, construction of a covered pavillion as well as a bath house facility, establishing an off street parking area, and fencing on the north and south boundaries. As in Alternative 1, the pier and information booth have been suggested.

Again, many existing trees could be left in place with this design. As previously mentioned, parcel A is currently vacant. Parcel B, however, does have a house built on its west end. Both lots are presently owned by private individuals.

SUMMARY

While the potential exists to develop one or both of the lots mentioned in this report, it must be noted that any such activity should be pre-conditioned on modifications to the existing breakwater structures. At the present time, problems encountered with erosion of existing shoreline and silting of the harbor preclude further development.

VIII. LAKEFRONT DESIGN CONCEPTS HARRISVILLE HARBOR AREA

An examination of the property ownership on Lake Street between Dock and Main indicates that the City of Harrisville's potential for future lakefront development in this area is limited by reason of the considerable properties owned by the State of Michigan. Three alternative approaches to future property uses suggest themselves.

ALTERNATIVE 1-A

This is the "do nothing" alternative action. Under this plan, the City would not actively pursue further land acquisition or site improvement. A major disadvantage to this null action is that continued erosion of the lakeshore could ultimately result in severe damage to undeveloped properties.

ALTERNATIVE 2-B

Under this plan, the City would acquire the properties north of Mill Creek (parcel E group) and adjoining the present city property. The acquired land would complement the existing facility and allow for the development of a general recreational area enhanced by the presence of the creek.

At the present time, the parcels in group E are developed with residences on each lot and are privately owned.

ALTERNATIVE 3-C

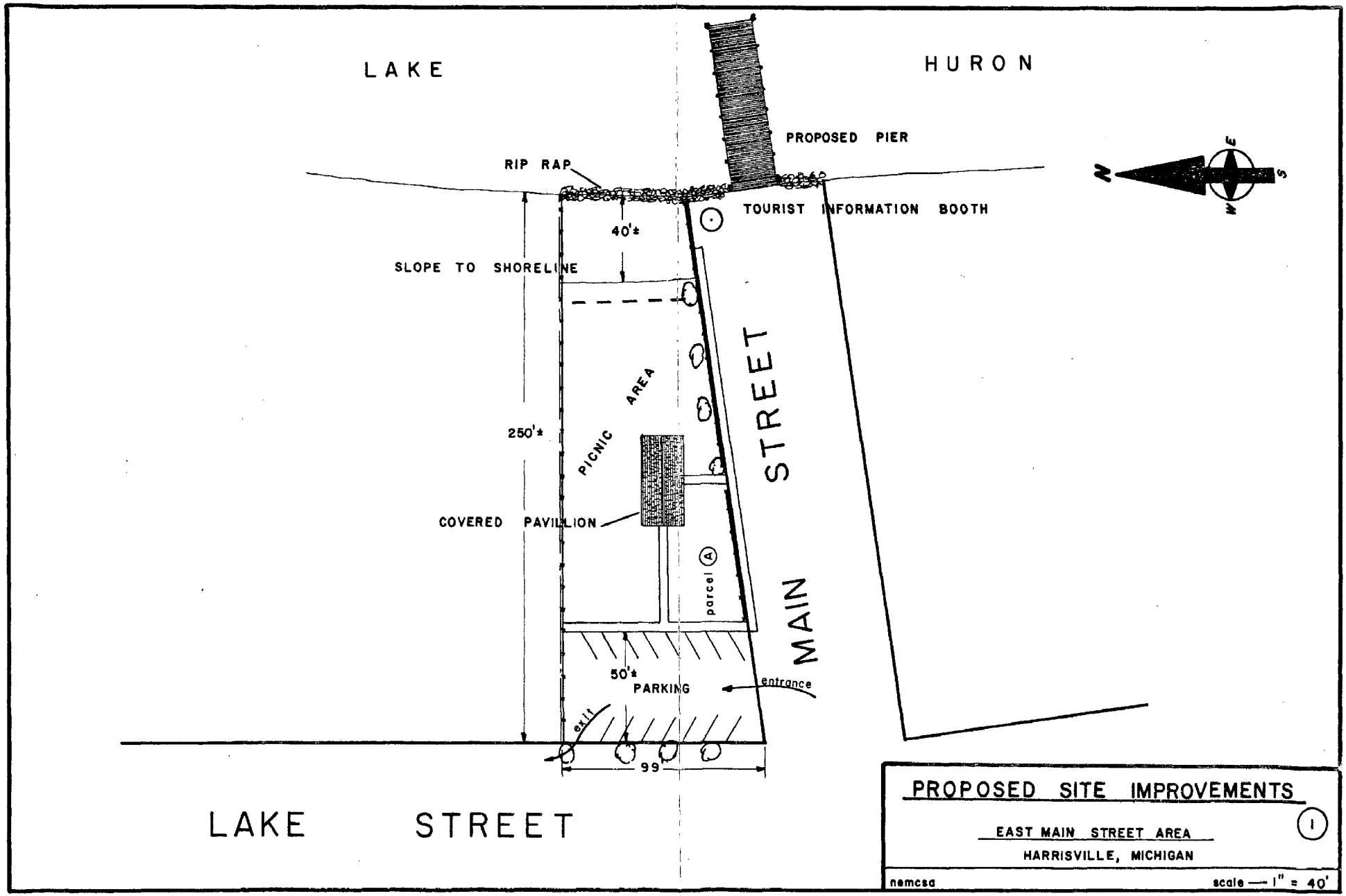
This plan involves the properties north of the Main-Lake Street intersection (parcels A, B, C). Parcels A and B have the potential for being developed in a manner suggested by this study. While parcel C also has this potential, it is heavily developed with private residences.

SUMMARY

The City of Harrisville is limited in its options for shoreline development because of two factors: (1) configuration of State owned properties and (2) costs associated with the acquisition of residential property. The most promising avenue for future development appears to be that of general recreation tied in with the attraction of Lake Huron. This can be accomplished by either developing the area north of Mill Creek (Alternative 2-B) in conjunction with the city dock, or developing the properties north of Main Street (Alternative 3-C).

Because of the isolation of parcels F and D from other City owned land, pursuit of these parcels is not recommended.

Any further development of the shoreline in this area must be made contingent upon modification of the existing breakwater in order to alleviate present problems with erosion and silting. Also, more study should be given to the question of how much public land can exist within the city limits before the resulting reduction in tax revenues becomes a serious problems.



PROPOSED SITE IMPROVEMENTS

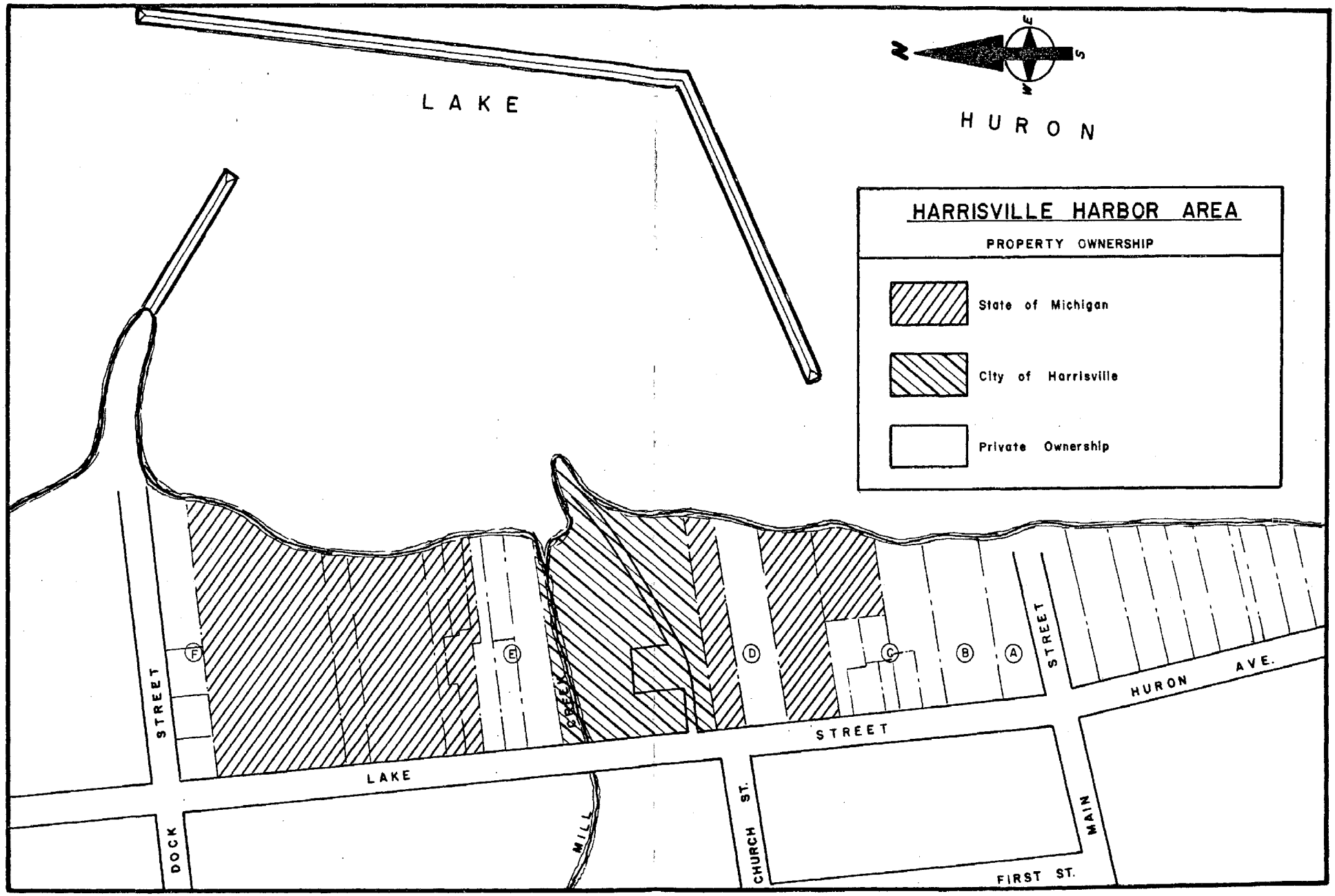
(1)

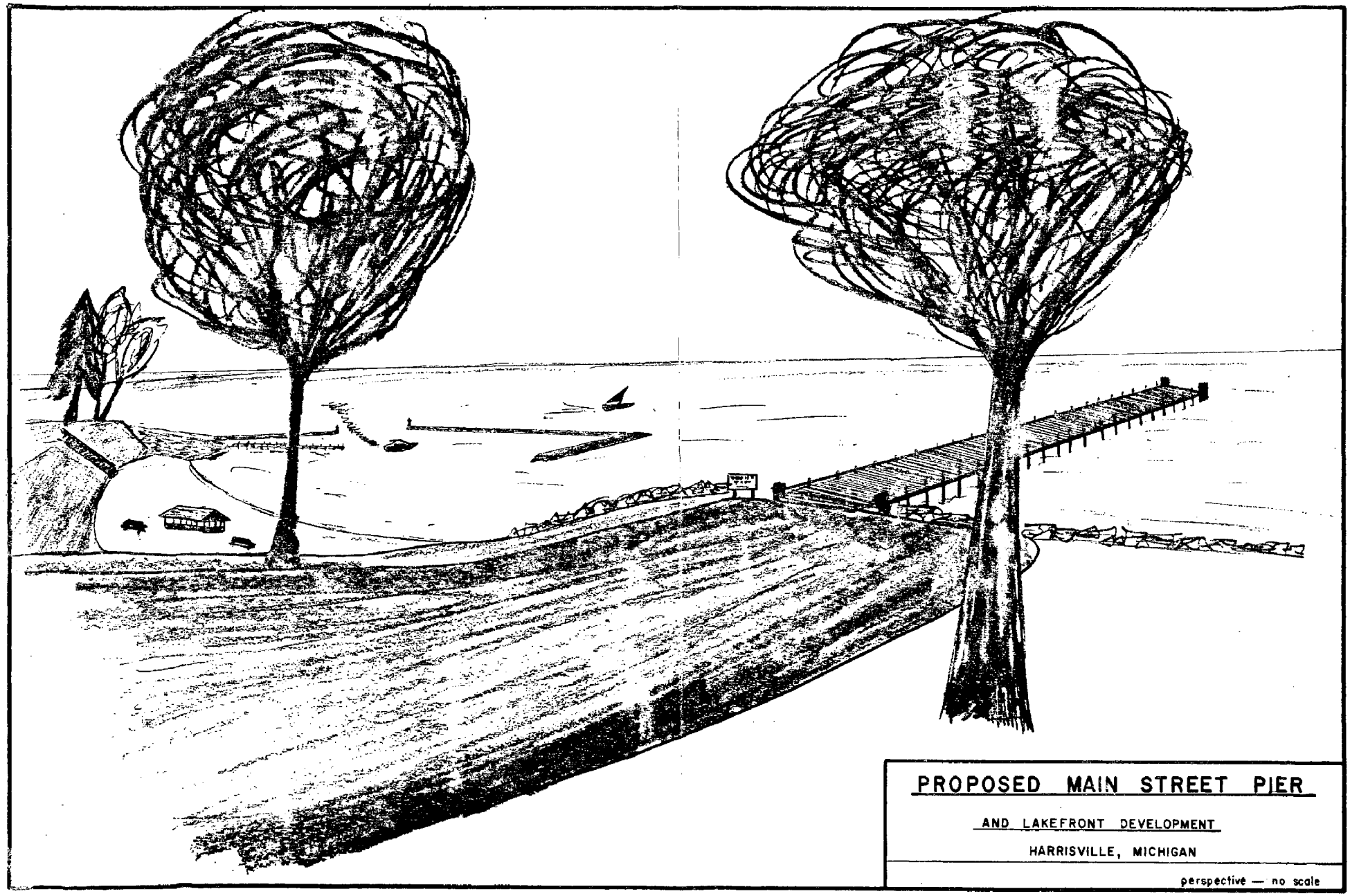
EAST MAIN STREET AREA

HARRISVILLE, MICHIGAN

nemcsa

scale — 1" = 40'


LAKE
HURON
N
E
S
W
HARRISVILLE HARBOR AREA
PROPERTY OWNERSHIP
State of Michigan
City of Harrisville
Private Ownership
F
E
D
C
B
A
STREET
STREET
STREET
STREET
LAKE
DOCK
MILL
CREEK
CHURCH ST.
MAIN
FIRST ST.
HURON AVE.

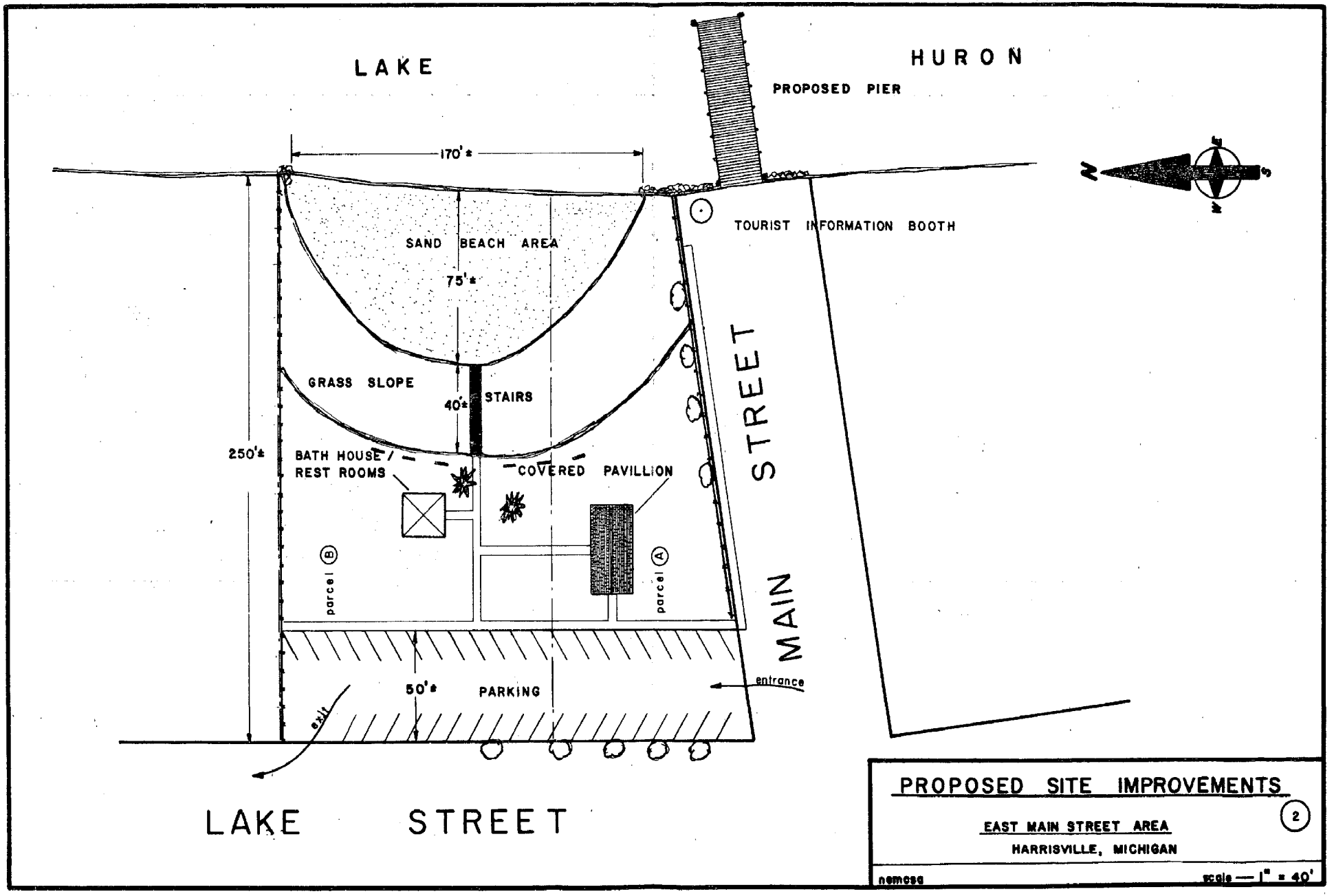


PROPOSED MAIN STREET PIER

AND LAKEFRONT DEVELOPMENT

HARRISVILLE, MICHIGAN

perspective — no scale


LAKE
HURON
PROPOSED PIER
170'±
SAND BEACH AREA
75'±
GRASS SLOPE
40'±
STAIRS
250'±
BATH HOUSE / REST ROOMS
COVERED PAVILLION
parcel (B)
parcel (A)
STREET
MAIN
TOURIST INFORMATION BOOTH
50'±
PARKING
entrance
exit
LAKE STREET
PROPOSED SITE IMPROVEMENTS
2
EAST MAIN STREET AREA
HARRISVILLE, MICHIGAN
nemcog
scale — 1" = 40'

IX. PROMOTIONAL ACTIVITY ANALYSIS

INTRODUCTION

As required by the Purchase of Services Agreement between the Alcona County Economic Development Corporation and Northeast Michigan Community Services Agency, Inc., the following analysis of current promotional activities for Alcona County has been developed.

This report has been broken into parts including market identification, existing materials analysis, and suggestions for improving promotion materials and distribution.

Initially, a general analysis was completed using materials from several settings. These settings included counties adjacent to Alcona, other counties from Northeast Michigan and other parts of the state, as well as state-wide tourism promotional efforts. As a means of providing objectivity and variety for review, promotional materials from other states and tourist areas in the country were also reviewed.

Secondly, an analysis of Alcona County's promotional efforts was completed using currently existing materials, distribution of these materials and identification of potential markets.

Suggestions from the review of the aforementioned material will be the final section of this report and will include suggestions for types of promotional materials applicable to Alcona County, as well as potential marekting sources and methods.

As was indicated, a series of promotional material representing a variety of areas and tourist attractions throughout the country was reviewed. The summary of this review identified completeness, variety and distribution being key qualities for tourism promotion.

There generally appeared as parts of a promotional package (1) a Travelers Guide for a specific county or area (region), (2) brochures depicting specific public attractions and activities within that area or region and (3) advertisement brochures for tourist related private enterprises and services. This type of package provides a tourist the opportunity of digesting the variety of available attractions and activities within a general area, then selecting specific activities or attractions within that area. In addition the advertisements and brochures for private enterprises and services provided easy access to a multitude of services tourists may use.

Distribution of promotion materials was significatly important in terms of providing easy access to information for the traveling tourist or the tourist planning a special type of trip.

Marketing of tourist promotion materials may take the form of availability through tourist information/rest stops on major highways, often hundreds of miles away; tourist bureaus, information booths and chambers, not just within the area being promoted; advertisements in related magazines or state/regional tourist association magazines; and availability at locations of other unrelated tourist attractions and private enterprises/services.

In general, tourism promotional materials take similar forms in promoting general interest, variety and specific activities and attractions of a given area. Paramount to the type of material available is the distribution of that material to continue the interest of current markets and expanding into new markets.

ALCONA COUNTY PROMOTION ANALYSIS

This section will deal primarily with currently existing efforts of tourism promotion in Alcona County. Included in this review will be an identification of potential markets and a review of existing materials.

POTENTIAL MARKETS

For all intents and purposes, tourism markets can be unlimited in terms of the number of tourists and types of tourists drawn to a particular area and/or attraction. Granted the tourism industry is impacted by such things as economic conditions and gas prices, however, people are still traveling and spending money. The key to any tourist promotion is market identification and knowing who is drawn to the area and who can be drawn to the area.

There are two methods of market identification that can be applied to Alcona County. The first approach is to concisely identify the markets already drawn to Alcona County and the second is to identify potential markets through an assessment of attractions and activities available within the county.

A coordinated effort can be made to assess tourist markets currently being drawn to the area. This may take the form of surveys at parks, guest registers in stores, compilation of information from registers at hotels, motels, resorts, boat charters, the harbor, gas stations, chambers, etc. Questions to be considered are where the tourists are from, how and where did they find out about Alcona County, what are they doing while visiting and would they plan on returning.

Secondly, identifying potential markets will require somewhat of a coordinated effort. One suggestion involves establishing a steering committee of the Alcona EDC using representatives from such areas of the county as the Huron shoreline, Huron forest area, Alcona Recreational Area, Hubbard Lake, etc. This committee could then jointly assess the attractions and activities that may be desireable to the tourist trade, present these attractions in a well developed marketing brochure and then market to the groups most likely to be drawn to these attractions.

Several potential and current markets can be identified through a general assessment of Alcona County's assets and attractions. Following is a general beginning list of potential markets:

1. Fishermen, hunters, sportsmen, campers, hikers, canoeists from Michigan and adjacent states.

2. Markets of the aforementioned groups have a potential of being developed in other states where topography and activities are somewhat or entirely different, i.e.: Oklahoma, Kansas, Iowa, Arkansas, Texas, etc.

3. Populations attending other nearby and regional activities and events, i.e.: Brown Trout and Salmon Festivals, Mackinaw Island, Arts & Crafts Fairs, Alpenfest, etc.

4. Sailing and fishing enthusiasts from other ports on the Great Lakes.

5. I-75/US-23 travelers stopping at travel information centers on the highways.

6. Groups for activities at the state and county parks, i.e.: muzzleloaders, RV groups, etc.

This list is not by any means complete and can be used as an initial targeting for promotion and as a beginning for identifying additional markets.

EXISTING MATERIAL

In reviewing the existing promotional materials available in Alcona County, it appears as though most attractions, activities, events and amenities are provided for in one format or another. Addressed in the available material are recreation sites, fishing sites, services and amenities, historical perspectives, area events, parks, color tours, maps and community perspectives. Each item on this list is worthy of individual development which of course depends upon the resources available for such development.

A liability does exist in the current material, however, that of presentation. There does not appear to be a well formulated, fairly complete approach to promoting the county as a whole or specific attractions within the county. The material, as a whole, is not as attractive as it could be nor does it provide easy access to all of the information a tourist may be needing or would make use of.

Alcona County consists of several different assets including the Huron shores fishing, ARA activities, Hubbard Lake, county and state parks, Huron Forest attractions, etc. As different as each of these assets is from another, they still represent the whole of Alcona County and the variety available to tourists. The difficulty then becomes how to promote the individual assets as well as the

attractiveness and variety of the entire county in attractive, easily accessible format(s).

SUGGESTIONS

Tourism promotional materials should reflect, in one format or another, every available attraction, service, activity and event represented in Alcona County. The material should be eye catching, easily found and present variety as well as specifics. The key then becomes marketing and distribution of the material to current and potential markets.

MATERIAL

A logical approach to the development of tourism promotion materials would be to use the steering committee mentioned under the Section II-A to develop a county wide promotional booklet. This could take the form of a general pamphlet promoting the variety of activities within the county, and promoting the whole county as an area to visit for recreation.

This pamphlet could include but not be limited to the following:

1. County map
2. County historical prespective and communities perspectives
3. Seasonal activities, presented as a variety
4. Campgrounds and parks
5. Fishing regulations and information
6. Preferrably colored photographs

The idea of this booklet would be to keep it general enough to appeal to tourists with varying interests. In addition, if it is kept fairly general, as a promotion of the county as a whole, the booklet could be done once and not need to be redone annually.

Supplemental to the county-wide promotional pamphlet could be Travelers Guides that would zero in on specifics within the county. For instance, the Huron Shores Chamber could promote the shoreline, fishing activities, etc.; Glennie could promote their county park and the Huron Forest attractions, etc.

Items included in this type of pamphlet could include but not be limited to:

1. Lists of amenities, i.e.: places to stay and eat, churches, services, boat and canoe liveries, charters, resorts, parks and campgrounds, etc.

2. Calendar of events

3. Articles and information related to the specific attraction

4. Maps of the area with points of interest, access sites, parks, etc.

5. Advertisements from private enterprises

In most cases a pamphlet of this nature is published on a monthly or bi-monthly schedule and is generally supported by the paid advertising. However, for Alcona County purposes a bi-annual publication may be sufficient and could be published as Spring and Fall editions. Again this suggestion depends on available resources.

There are many other alternatives that could also be used, depending upon resources and preferences of the EDC and chamber.

One alternative would be a general promotional brochure similar to the attached ULSTER COUNTY TRAVEL GUIDE complete with coupon for information on specific interests and activities. This approach would then mean the development of a series of brochures addressing each specific interest, which could be addressed through the individual chambers.

Another alternative would be to publish a general county wide promotion brochure and supplement the brochure with a Travel Guide which would promote specific areas/interests within the county. This type of guide can be evidenced in the attached Northern Michigan Real Estate & Travelers Guide, where areas (Gaylord and Grayling) are addressed in their entirety.

Which ever approach is chosen for promotion, keys are variety, accessibility, attractiveness and completeness. The greater the variety of activities and attractions promoted, the greater the variety of tourists drawn to the area.

DISTRIBUTION

Following is a list of potential methods of distributing materials promoting tourism:

1. Through Alcona County chambers and businesses

2. Through adjacent and regional counties' chambers and businesses, particularily those counties sponsoring events that draw people, i.e.: Mackinaw City, Cheboygan. Gaylord, Alpena, Tawas, Standish, Grayling, Oscoda, etc.

3. Through chambers and businesses that cater to fishermen in other counties and population centers, i.e.: Traverse City, Petoskey, etc.

4. Through travel information centers along the highways

5. Yacht Clubs and boat harbors in major ports on the great lakes

6. Take out ads in major Ohio papers, Tulsa, Dallas, Kansas City, etc., offering free tourist information for SASE

7. Take out ads in sportsmens magazines offering free tourist information for SASE

8. Advertising in tourist magazines offering tourist information

9. Using brochure distribution service through Expressway Travelers Aide

10. Possibly offering retail discount coupons with the tourist brochures

11. Submit a calendar of events to the Say Yes to Michigan Travel Events, Michigan Tourist Bureau for entry in their publications

12. Submit calendar of events to Michigan Bell for their North-east Michigan Travelers Directory

13. Submit calendar of events to Michigan Living, AAA, for their coming events calendar

X. COASTAL FISHING TOURISM PROMOTIONAL ANALYSIS

INTRODUCTION

The initial part of this analysis deals with tourism promotion in Alcona County on a fairly general basis. It discussed in some detail identification of markets, brochure options and suggested distribution efforts for the county as a whole.

This section of the analysis will discuss the coastal fishing tourism industry exclusively. Central to this discussion will be marketing promotion strategies as they relate to Alcona County.

Obviously the key tourism industry for the Alcona County coastline is that of the sports fishing. The markets therefore become fishermen of all sizes, types and varieties. It is not difficult to determine what the market for the coastline is, what is difficult is determining how to promote the area to the appropriate markets at the least amount of cost. The balance of this report will be used for the purpose of discussing promotion strategies and costs thereof.

BROCHURES

Very little discussion will occur on brochures as the majority of suggestions occured in the initial phase of this study. What will be discussed is adapting the previous information to the coastal fishing.

A brochure used in promoting coastal fishing should have several characteristics.

First, it should be eye catching. This can be accomplished by using colored pictures or artist sketches and line drawings. The choice may also be made to use colored bond paper as the background.

Secondly, a brochure promoting coastal fishing should include in some format the information on services and amenities that fishermen are most likely to need or use. Paid advertisements or lists are two methods of communicating this information.

Thirdly, a brochure without a map becomes almost useless to the first time tourist to the area. A map depicting public boat launches, the harbor, camping, and other attractions can be indespensible to a tourist. A hand drawn map showing access routes can add uniqueness to the promotional brochure.

Fourthly, the brochure should be designed to be mailable. Whether this is accomplished by use of envelopes or leaving a side of the brochure blank for addressing is a decision the sponsoring organization can make

As supplements to this study, three alternative brochure concepts are attached complete with rough estimates on printing. Also as a cost effective alternative, a sample newsletter style information sheet has been attached. Even though a newsletter style is not as attractive as a well designed brochure, it can accomplish the same goal at less cost.

PROMOTION SUGGESTIONS

There are several methods that can be used to market the Alcona County coastline to fishermen. The following suggestions have been prioritized according to cost and maximum return expected.

Promotion Strategies

1. Press Releases: A consistent and persistent effort of marketing press releases can be a cost effective means of promotion. The odds of having the press releases used are greater when targeted to weekly papers, suburban and exurban papers as opposed to competing for space in larger metropolitan papers. (Press releases/articles can also be sent to national and state magazine publications.)

   The releases should include "For more information write Alcona EDC, etc." This then gives you an idea of what kind of return there is on this effort and can be followed up by mailing promotional material. This method also provides a systematic way of developing a mailing list.

   The drawback of this method is the time required for preparing and mailing the press releases and promotional material to information requests. A recommendation would be the hiring of a writer or using a journalism student on internship from Alpena Community College.

   Costs would include the time in preparing press releases (hiring a writer), copy costs and mailing costs. An additional cost would be printing costs of any promotional materials mailed in response to information requests.

   Sample press releases are attached to this study.

2. Paid Advertising: Most of the national sportsmens magazines offer paid advertising sections entitled "Where to Go" with a special section on the Mid-West.

   This type of advertising can be used to promote coastline fishing to groups and clubs as well as individuals. However, this strategy would require that the area businessmen cooperate in responding to the requests for scheduling of group bookings and potentially working toward offering package or group rates for charter and resort services.

As an example, Sports Afield, offers special rates on advertising in their "Where to Go" section. The costs are as follows:

$110.00	per column inch
5%	3 month consecutive run discount
10%	6 month consecutive run discount
5%	prepayment discount
$564.30	total cost for 6 month advertising

The total costs of this strategy would include the cost of the advertisement, printing of promotional material sent in response to information requests, mailings and time.

A sample ad is attached to this report.

3. The aforementioned strategy of promoting through paid advertising can be adapted to newspaper advertising, including advertisements in Travel Sections or classified.

   This type of effort is geared toward promotion in a particular locale (i.e: Tulsa, Okalhoma) as opposed to a particular market (i.e: fishermen) with potentially less exposure than a national sportsmen magazine and potentially greater cost. However, this type of effort can be used as a test marketing survey by targeting a particular location and assessing the return.

4. Booth participation at shows such as Outdoorarama and the Michigan Boat Show. This can be an excellent resource for brochure distribution and starting a mailing list. An additional promotion activity could be a raffle drawing, offering a free one or two day charter fishing trip with one nights lodging and meals.

   This effort would require volunteers from the community to man the booth and a cooperative effort for offering the charter fishing trip. Costs of participating in the show could be covered through the raffle and promotes Alcona County to the appropriate target populations.

BROCHURE DISTRIBUTION

1. Direct Mailing: Usually this method includes purchasing a mailing list such as a magazine subscription list. The return on this method is small considering the cost and numbers of mailings required to pay off and is not the most cost effective means.

   Cost involved include printing of promotional material, brochures, etc., purchasing a mailing list, mailing costs and time involved in this effort.

   Studies show that for any amount of return, direct mailings should number 250,000 or more with a possibility of less than 2% return. When promoting tourism the return will drop to ½% or less.

2. Direct Mailing: Direct mailing can be adapted as a future endeavor as a follow up to the returns from the suggestions in Section IV, Item A, Promotion Strategies. This may include mailing of promotional material the second year to invidivuals who requested information from the press releases and advertisements. This type of direct mailing should also include the current market of visitors to Alcona County. Developing a mailing list from the resorts, boat charters and camping facilities can greatly enhance this effort.

3. Direct Mailings: Mailings directed to fishing clubs and groups within the tri-state and mid-west areas. The difficulty with this method is getting access to names and addresses of members of such groups. The State Chambers of Commerce or Tourist Bureaus may have access to this information.

   Again, costs would include printing of promotional material, mailing costs and costs of researching the mailing lists.

4. Chambers of Commerce and Tourist Information Centers: This method of distribution is the most common and requires that a supply of brochures be deposited in Chambers, tourist centers and businesses within the region and in other parts of the state. There is no proven degree of return on this distribution method, however, it is a commonly accepted practice.

   Costs involve printing of brochures and distribution costs. Distribution can be accomplished by utilizing a service such as the Expressway Travelers Aide, Brochure Distribution Service at a maximum cost of $540.00 per year.

Paramount to any and all promotional efforts is utilizing already existing resources. This includes providing consistent information of fishing reports to the state's toll free fishing hotline, newspapers, and radios. In addition, a calendar of events should be submitted to such resources as the Michigan Travel Bureau and Michigan Living.

A goal of the EDC in its efforts to promote coastline fishing should be one of increasing its credibility as the top fishing locale on Lake Huron. This effort requires the courting of people who can promote Alcona County for you (i.e.: professional sports fishermen, sports editors of magazines, newspapers, TV, and radio stations and outdoor writers). Implementing one or several of the strategies outlined in this study can greatly enhance the efforts of encouraging tourism and promoting Alcona County's credibility as the place to fish.

ATTACHMENTS

BROCHURE DESCRIPTIONS
COSTS
BROCHURE DISTRIBUTION SERVICE

BROCHURE # 1

Purpose:

Enticement of a variety of visitors to Alcona County by promotion of the various attractions and activities available in the county.

Description:

The inside of the brochure is a map of the county with towns and villages identified. The cover side includes pictures and narratives signifying the different attractions for the areas specified on the map.

Options:

Line drawings or sketches can be added to the map to each village and town specifying the attractions or activities related to that particular area (i.e. a downhill skiier for Hubbard Lake, campsite for Glennie, etc.)

Black and white photographs or artist sketches can be used in place of color photos as a cost effective measure.

Costs:*

1) Full color on white Enamel (Alpena Printing):

1000 brochures @ $786.00 or 79¢ each
5000 brochures @ $1,100.00 or 22¢ each
10,000 brochures @ $1,490.00 or 15¢ each

2) Sketches on colored bond (Alpena Printing):

1000 brochures @ $178.00 or 18¢ each
5000 brochures @ $366.00 or 7¢ each
10,000 brochures @ $591.00 or 6¢ each

3) Sketches on 20# white (Speedy Print):
1000 brochures @ $42.85 or 4¢ each
5000 brochures @ $195.00 or 4¢ each
10,000 brochures @ $395.00 or 4¢ each

*Costs are based on camera-ready copy and are ball park estimates, not to be taken as actual quotes.

Alcona County....

for four seasons of natural beauty.....

Lincoln, Barton City...

The best of both worlds situated right in the heart of the Huron National Forest. These two communities offer access to an abundance of natural beauty wildlife for the hunter or naturalist. A multitude of small lakes for the avid pan fish fisherman, miles of hiking trails and groomed cross country ski trails.

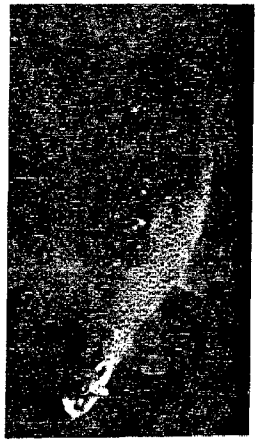
If this beautiful natural environment becomes overwhelming, try the regularly scheduled events at the Alcona Recreation Area in Lincoln. One might find rodeos or snowmobile races, summer or winter that is, at the ARA.

Hubbard Lake...

A unique resort community with an identity all its own. It's certainly a place to bring your family for a week of water sports, just lounging or downhill skiing in the winter.

Harrisville, Greenbush, Black River...

Undoubtedly the best lake trout and salmon fishing on Lake Huron. These communities offer the best there is to the angler - whether it's the challenge of catching the largest or just simply filling your stringer. Whatever your desire, the Alcona County Huron shoreline will satisfy.



The Harrisville Start Park is conveniently located within a short drive to all the public boat launch sites. The park is situated for the best in beach, sand and water for the non-fishing members of the family and is within walking distance of the quaint little town of Harrisville.

One never has to worry about boredom when visiting this area - there is plenty to do. Greenbush offers the best in family recreation activities and Black River, Sturgeon Point are sites history buffs shouldn't miss.

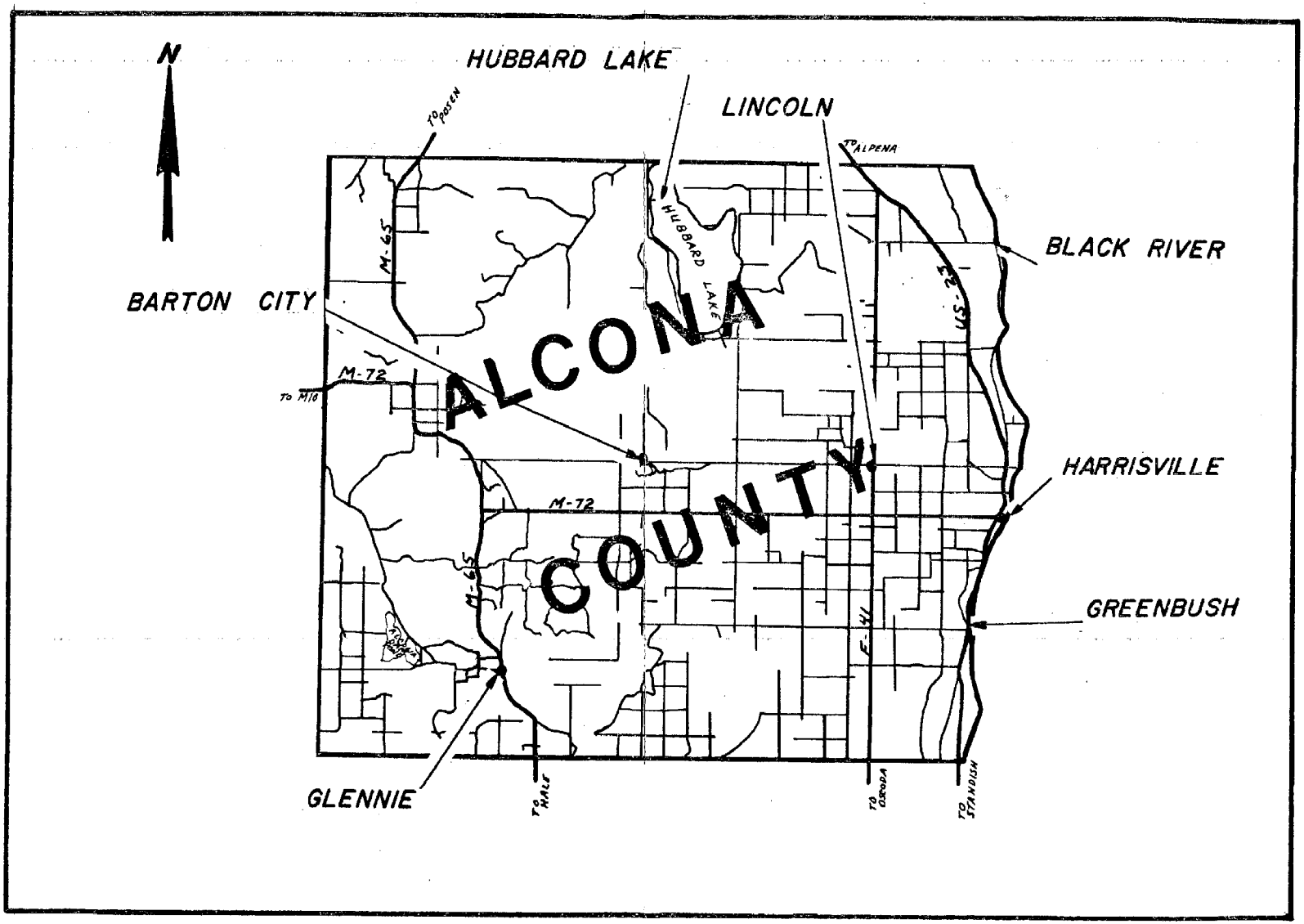
For those that are interested in flora and fauna, Alcona County offers an abundance of creatures large and small, and some of the most beautiful natural beauty in Michigan.

Glennie...

The Alcona County Park situated on the Alcona Dam Pond is said to be the most beautiful camping park in the state. The park and surrounding Huron National Forest is an ideal setting for avid campers, fisherman, hikers, canoeists, cross country skiiers and naturalists.

There is no limit to the beauty, enjoyment and activities offered here. You can camp either modern or primitive with over 500 sites to choose from. The park is complete with boat launch sites, river access and hiking trails, all within a short drive from Glennie.

Glennie offers access to shopping, camping supplies, fishing supplies and restaurants for just the right touch of civilization.


N
HUBBARD LAKE
LINCOLN
TO POSEN
TO ALPENA
M-65
HUBBARD LAKE
BLACK RIVER
US-23
BARTON CITY
ALCONA
M-72
TO M-18
COUNTY
HARRISVILLE
M-72
M-65
F-41
GREENBUSH
GLENNIE
TO HALE
TO OSCODA
TO STANDISH

BROCHURE # 2

Purpose:

To promote coastal/shoreline fishing to the fishing tourism markets.

Description:

Provides a shoreline map that identifies public boat launches, camping sites, attractions, historical sites and town centers.

Options:

1) A hand drawn map showing more detail (cleaner copy) complete with a key and maybe one or two descriptive sentences for each item listed on the key.

2) Lists of services and amenities can either be done as a service to the local businesses or advertisements can be sold as a means of defraying costs of printing.

3) Narratives can be added as descriptions of fishing regulations or general descriptions of fishing on Lake Huron.

4) Additional photos or line drawings can be added to break up the written material.

5) One side of the brochure can be left blank to allow for addressing and mailing.

Costs:*

1) Full color on white enamel (Alpena Printing):

1000 brochures @ $479.00 or 48¢ each
5000 brochures @ $730.00 or 15¢ each
10,000 brochures @ $977.00 or 10¢ each

2) Sketches on colored bond (Alpena Printing):

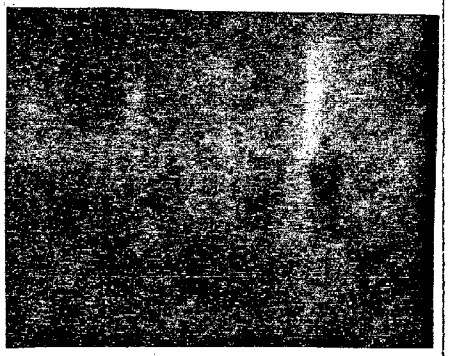
1000 brochures @ $126.00 or 13¢ each
5000 brochures @ $247.00 or 5¢ each
10,000 brochures @ $365.00 or 3½¢ each

3) Skethces on 20# white (Speedy Print):

1000 brochures @ $42.00 or 4¢ each
5000 brochures @ 200.00 or 4¢ each
10,000 brochures @ $395.00 or 4¢ each

*Costs are based on camera-ready copy and are ball park estimates, not to be taken as actual quotes.

ALCONA COUNTY



SHORELINE FISHING GUIDE

RESORTS

Alcona Beach Motel
700 N. Lake Huron Shore
Harrisville
724-5471

Arseneau's 4 Seasons
825 S. US 23
Harrisville
724-6220

Big Paw Resort
818 N. Lake Huron Shore
Harrisville
724-6326

Blue Haven Resort
Greenbush
724-6771

Cherokee Trail
4447 N. US 23
Greenbush
739-2770

SHOPPING

IGA
Main St.
Harrisville

RECREATION

Alco Theatre
Main St.
Harrisville

Hobbyland
US 23 S.
Greenbush

CHURCHES

St. Andrews By The Lake
Medore Rd.
Harrisville

Haynes Community Church
Poor Farm Rd.
Harrisville

United Methodist Church
216 5th
Harrisville

Westminster Presbyterian Church
201 2nd
Harrisville

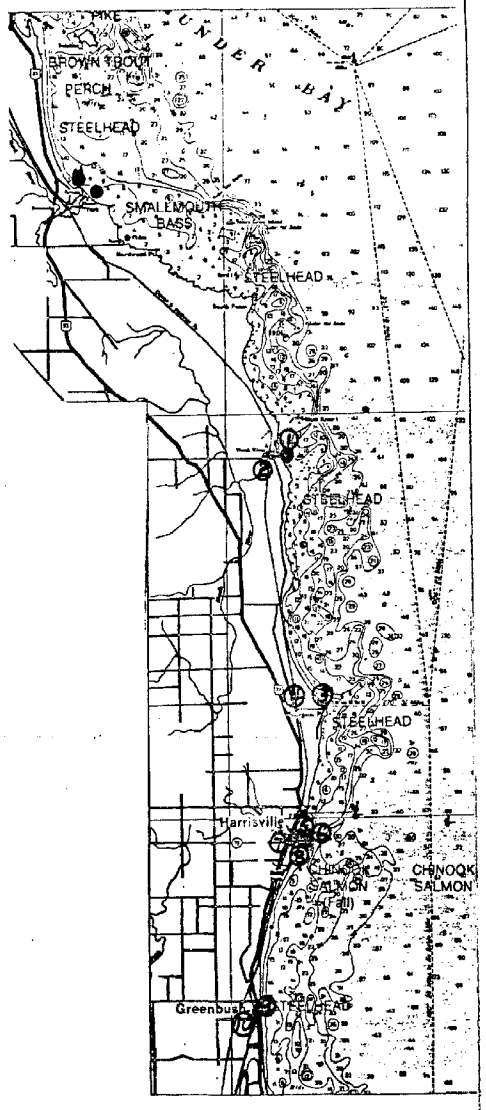
RESTAURANTS

Bavarian Bakery, Restaurant & Deli
Harrisville
724-5121

Happy Jack's
Harrisville
724-5204

Harbor Lights
Harrisville
724-5415

Muelbecks Bavarian Village
Harrisville
724-6338



KEY

1. Black River Boat Launch
2. Black River Village
3. Sturgeon Point Lighthouse
4. Cedarbrook Trout Farms
5. Harrisville Mill Pond
6. Harrisville Harbor Boat Launch
7. Harrisville Town Center
8. Harrisville State Park
9. Greenbush Boat Launch
10. Greenbush Recreation Area

Some of the best fishing in the Eastern United States is found on the Alcona County shoreline, or a short drive away.

Small native brook trout streams, backwoods bass and bluegill ponds, larger pike and walleye lakes along with the "Holy Waters" of the AuSable River provide an exciting variety of angling.

FISHING RULES & REGULATIONS

You'll need a Michigan fishing license, schedule of seasons and creel limits. These are available from Michigan Department of Natural Resources District Offices or sporting goods stores.

CALENDAR OF EVENTS

April 24 - Trout Opening Harrisville Mill Pond

MONTH of April - Near Shore Shallow Water Lake Trout Fishing - Harrisville Harbor

July 17-Oct 24 - King Salmon Derby - fishing contest

Sept. 19 - Chinook portion ends

BROCHURE # 3

Purpose:

This brochure concept is nebulous and can be adapted for several purposes.

Description:

The inside of this brochure is a county map, designed to specify lakes, rivers and streams most commonly used for fishing.

Options:

1) Additional photos and line drawings added to the narrative section of the outside cover.

2) Specifying one section as Lake Huron fishing and camping and the other section for county-wide fishing and camping.

3) Narratives and drawings of type of fish caught in Alcona County and narratives of where caught.

4) Key the map and list access sites to the fishing spots in Alcona County.

Costs:*

1) Full color on white enamel (Alpena Printing):

1000 brochures	@ $508.00 or 51¢ each
5000 brochures	@ $835.00 or 17¢ each
10,000 brochures	@ $1,185.00 or 12¢ each

2) Sketches on 20# white (Speedy Print):

1000 brochures	@ $79.00 or 8¢ each
5000 brochures	@ $300.00 or 6¢ each
10,000 brochures	@ $595.00 or 6¢ each

*Costs are based on camera-ready copy and are ball park estimates, not to be taken as actual quotes.

LAKE HURON FISHING

CAMPING

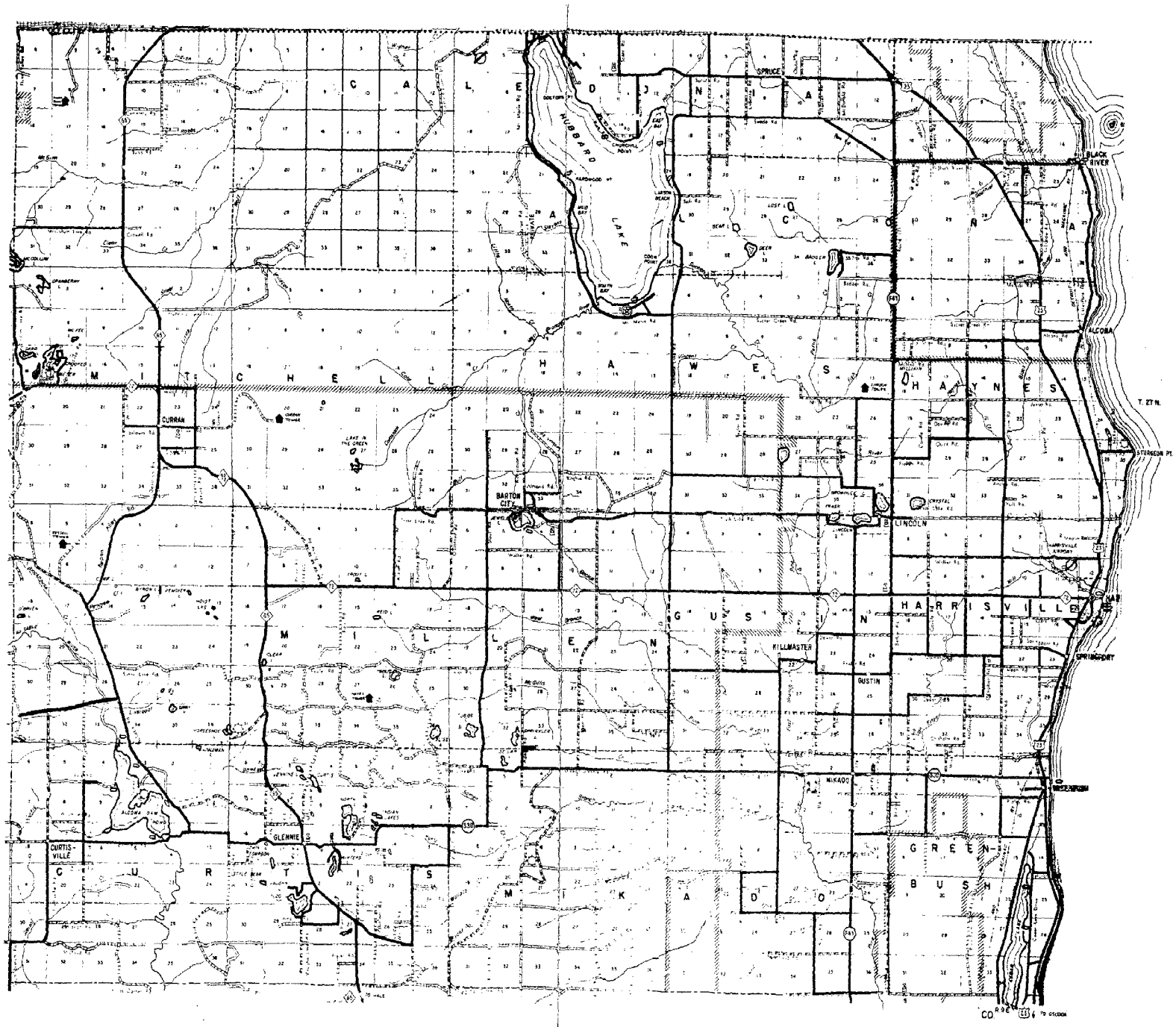
Alcona County....

for all four seasons

of natural beauty

HURON NATIONAL FOREST

FISHING



CALEDONIA
ALCONA
MITCHELL
HAWES
HAYNES
MILLEN
GUSTIN
HARRISVILLE
CURTIS
MIKADO
GREENBUSH
HUBBARD LAKE
SPRUCE
BLACK RIVER
ALCONA
STURGEON PT.
T. 27 N.
CURRAN
BARTON CITY
LINCOLN
KILLMASTER
GUSTIN
SPRINGPORT
MIKADO
GLENNIE
CURTIS-VILLE

BROCHURE # 4

Purpose:

This newletter style brochure is designed in a format to allow for maximum amounts of written information and can be mailed without the expense of an envelope.

Description:

There is space on the front page for a logo and additional graphics if desired. The second page provides a map and key of the coastline. The third and fourth pages can be used for a variety of purposes such as combined fishing articles and advertisements, lists of amenities and a calendar of events. The least expensive way of illustrating this brochure is by using a variety of sketches and graphics.

Costs:*

1) Sketches on colored bond (Speedy Print):

1000	@	$81.75 or 8¢ each
5000	@	$268.75 or 5¢ each
10,000	@	$547.50 or 5¢ each

*Costs are based on camera-ready copy and are ball park estimates, not to be used as actual quotes.

ALCONA COUNTY AREA EVENTS
1982

Jan. 16-17	Pro Enduro Snowmobile Race - first leg of Triple Crown, Alcona Recreation Area - Lincoln
Winter	Cross Country Skiing, Downhill Skiing, Ice Fishing
April 24	Trout Opening - Harrisville Mill Pond
Month of April	Near Shore Shallow Water Lake Trout Fishing - Harrisville Harbor - FANTASTIC!
July 3	Huron Shores Chamber of Commerce Fireworks Display - Harrisville Harbor
July 3-4	Sommerfest '82 - Bavarian Festival located behind Muehlbeck's Bavarian Billage, 1 mile north of Harrisville
July 4	Biggest Little 4th in the North - Barton City
July 9-10-11	Lincoln Lions Rodeo & Downtown Art Fair - Alcona Recreation Area - Lincoln
August 7	Harrisville Sidewalk Days - sponsored by Huron Shores Cahmber of Commerce
August 15-21	Alcona County Fair - Alcona County Recreation Ares - Lincoln
July 17-Oct 24	King Salmon Derby - fishing contest
Sept 19	Chinook portion ends

AlconaCounty EDC
P.O. Box 408
Harrisville, MI 49740

BLACK RIVER

STURGEON POINT

HARRISVILLE

GREENBUSH

Alcona County....
for all four seasons
of natural beau

ALCONA COUNTY HURON SHORELINE

Undoubtedly the best lake trout and salmon fishing on Lake Huron. These communities offer the best there is to the angler - whether it's the challenge of catching the largest or just simply filling your stringer. Whatever your desire, the Alcona County Huron Shoreline will satisfy.

The Harrisville State Park is conveniently located within a short drive to all the public boat launches sites. The park is situated for the best in beach, sand and water for the non-fishing members of the family and is within walking distance of the quaint little town of Harrisville.

One never has to worry about boredom when visiting this area - there is plenty to do. Greenbush offers the best in family recreation activities and Black River, Sturgeon Point are sites history buffs shouldn't miss.

For those that are interested in flora and fauna, Alcona County offers an abundance of creatures large and small, and some of the most beautiful natural beauty in Michigan.

ALCOMA COUNTY HURON SHORELINE SITES

KEY

1. Black River Boat Launch Site
2. Black River Village
3. Sturgeon Point Lighthouse
4. Cedarbrook Front Farm
5. Harrisville Mill Pond
6. Harrisville Harbor and Boat Launch Site
7. Harrisville Town [illegible]
8. Harrisville [illegible]
9. Greenbush [illegible] Launch
10. [illegible]

[illegible] larger pike and wal[illegible] with the "Holly Waters" of the AuSable River provide an exciting variety of angling.

[illegible]
AND
REGULATIONS

[illegible] need a Michigan [illegible] schedule of seas[illegible] and creel limits. These are available from the Michigan Department of Natural Resources District Offices or sporting goods stores.

RESORTS

Alcona Beach Motel
700 N. Lake Huron Shore
Harrisville
724-5471

Arseneau's 4 Seasons
825 S. US 23
Harrisville
724-6220

Big Paw Resort
818 N. Lake Huron Shore
Harrisville
724-6326

Blue Haven Resort
Greenbush
724-6771

Cherokee Trail
4447 N. US 23
Greenbush
739-2770

RESTAURANTS

Bavarian Bakery, Restaurant & Deli
Harrisville
724-5121

Happy Jack's
Harrisville
724-5204

Harbor Lights
Harrisville
724-5415

Muelbecks Bavarian Village
Harrisville
724-6338

SHOPPING

IGA
Main Street
Harrisville

CHURCHES

St. Andrews By The Lake
Medore Rd.
Harrisville

Haynes Community Church
Poor Farm Rd.
Harrisville

United Methodist Church
216 Fifth
Harrisville

Westminster Presbyterian Church
201 Second
Harrisville

RECREATION

Alco Theatre
Main St.
Harrisville

Hobbyland
US 23 S.
Greenbush

Harrisville State Park
US 23 South
Harrisville

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3 inch	330.00	280.50	313.50	214.50	297.00
3½ inch	385.00	327.25	365.75	250.25	346.50
4 inch	440.00	374.00	418.00	286.00	396.00
4½ inch	495.00	420.75	470.25	321.75	445.50
5 inch	550.00	467.50	522.50	357.50	495.00
5½ inch	605.00	514.25	574.75	393.25	544.50
6 inch	660.00	561.00	627.00	429.00	594.00
7 inch	770.00	654.50	731.50	500.50	693.00
8 inch	880.00	748.00	836.00	572.00	792.00
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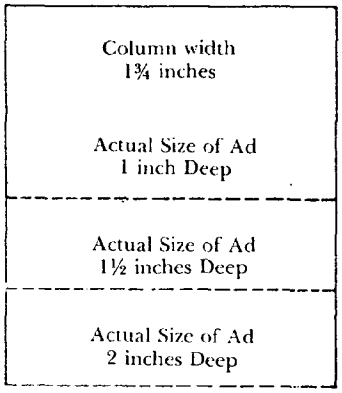

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SAMPLE PRESS RELEASES

PRESS RELEASE

"Undoubtly the best lake trout and salmon fishing on Lake Huron". That's what's said about the lakeshore coastline off Alcona County, Michigan. These communities offer the best there is to the angler - whether it's the challenge of catching the largest or just simply filling your stringer. Whatever your desire, the Alcona County Huron shoreline will satisfy.

The Harrisville State Park is conveniently located within a short drive to all the public boat launch sites. The park is situated for the best in beach, sand and water for the non-fishing members of the family and is within walking distance of the quaint little town of Harrisville.

One never has to worry about boredom when visiting this area - there is plenty to do. Greenbush offers the best in family recreation activities and Black River, Sturgeon Point are sites history buffs shouldn't miss. For those that are interested in flora and fauna, Alcona County offers an abundance of creatures large and small, and some of the most beautiful natural beauty in Michigan.

PRESS RELEASE

Don't miss the opening of the King Salmon Derby opening July 19th in Harrisville, Michigan on the shore of Lake Huron. If you can't make the July 19th opening, don't despair, the derby runs until October 24th and you can register your winners anytime during those three months.

Sponsored by the Alcona County Economic Development Corporation, the derby offers a guaranteed catch in one of the most beautiful settings in Michigan. Harrisville is complete with charter services, camping facilities, resorts, shopping districts and beach activities for the whole family. All this available in a quaint little town with a charm all its own.

This derby is guaranteed to produce the largest salmon ever taken out of Lake Huron by fisherman....on hooks that is. The Lake Huron coastal fishing off the Harrisville shore is touted as being the best fishing available east of the Mississippi River. Don't miss it!!!

For more information write the Alcona County Economic Development Corporation, P.O. Box 408, Harrisville, MI 48740

PRESS RELEASE

Is 100° in the shade a tad too warm for you? It certainly doesn't encourage outdoor recreational acitvities, does it? Well don't despair..... Here's the answer.... Alcona County, Michigan. Average daily temperature of 78°, lake breezes in the evening and a beautiful natural setting are some of the benefits of visiting this area.

Most importantly, however, is the fact that Alcona County touts the best fishing east of the Mississippi River. That's right, you can catch your limit of lake trout, brown trout, salmon and chinook and challenge the record for the largest ever caught.

It's a place to come for rest and relaxation, to join the pace of the unhurried and unworried, to fish to your hearts content or wander the streets of the shopping district.

If camping is your favorite, try the Harrisville State Park complete with primitive and modern campsites and a pure sand beach for sun-bathing, swimming or just plain lounging. Resorts and motels are also available for those of you who prefer civilization to roughting it. Besides you don't even have to bring your own boat, charter services are also available on the coast.

Bring your family and your fishing pole and enjoy one of the best weeks ever. For more information write the Alcona EDC, P.O. Box 408, Harrisville, MI 48740.

RESOURCE LIST

RESOURCE LIST

1. Michigan Living (AAA)
   Auto Club Drive
   Dearborn, MI 48126

   Contributing Editor (fishing) - Bill Semion

2. Outdoor Life
   208 Madison Avenue
   New York, N.Y. 10017

   Fishing Editor - Jerry Gibbs
   Associate Fishing - Lefty Kreh
   Field Editor - John O. Cartier

3. Sports Afield
   250 West 55th Street
   New York, N.Y. 10019

   Editor Afield - Mark Sosin

4. Michigan Sportsman, Inc.
   P.O. Box 2483
   Oshkosh, WI 54903

   Field Editor - Richard Smith

5. Michigan Outdoor Writers Association

6. Tollfree Telephone Fishing Hotline

   Out-of-State 800-248-5703
   In Michigan 800-292-2524

7. Expressway Traveler's Aide
   P.O. Box 273
   Battle Creek, MI 49016

   616-963-3485

   Brochure Distribution Service

XII. IMPLEMENTATION PROGRAM

In an effort to provide direction to the Alcona County Economic Development Corporation as well as other local agencies and coastal communities in Alcona County, the Great Lakes Sports Fishing Facilities Study is concluded with an implementation program. This section is intended to provide implementation procedures and capital improvement recommendations necessary to attain the desired results as set forth in this report. Total realization of this plan is projected over a minimum of ten years and is dependent upon the cooperative efforts of various federal, state and local agencies as well as certain private sector developments. Priorities have been assigned to each of the three general development areas along Alcona County's shoreline with a priority sequence for specific developments or improvements within each general area. Based upon the alternative land use plans as well as the major findings and conclusions previously addressed in this report, the following priorities have been given to the three defined coastal communities in Alcona County:

High Priority	Harrisville
Medium Priority	Black River/Negwegon
Low Priority	Greenbush

While these priorities identify the relative importance of each of the three general locations to the sports fishing industry in Alcona County as established by the Economic Development Corporation, it does not necessarily reflect the chronological sequence of activities or development that could take place. Other factors such as local budgetary conditions, availability of state or federal funding assistance, construction costs and the changing needs of the sports fishing industry itself will more directly influence the actual sequence of improvements and projects identified in this plan.

The charts on the following pages illustrates cost estimates and priorities for specific projects within each of these three areas. Following these cost estimates, the capital improvement program identifies potential outside funding assistance.

HARRISVILLE

Project	Estimated Cost	Implementing Authority	Priority
Acquire two lakefront lots at northeast corner of Lake-Main Street intersection	$ 35,000	City	High
Improve lots with landscaping, bank stabilization, benches, etc.	40,000	City	Medium
Construct wooden pier at end of Main Street	$125,000	City	Low
Extend breakwater at Harbor with walking pier to shoreline	$700,000	Federal	High
Increase mooring facilities in Harbor	---	State	Medium
Develop pedestrian walkway with landscaping and benches	$ 45,000	City	High
Sturgeon Point Lighthouse restoration and reconstructed fishing village	$250,000	State/County Private	Low
Expand city parking lot at Harbor for an additional 40 spaces	$ 35,000	City	Medium
Streetscaping along Main Street	$ 15,000	City	Medium
Improve traffic flow with directional signage on U.S.-23 and M-72	$ 7,500	State/MDOT	High

BLACK RIVER/NEGWEGON

Project	Estimated Cost	Implementing Authority	Priority
Develop Negwegon State Park, including campground, parking lot, trail system, entrance road and headquarters	$445,000 over four years	State	Low
Construct Black River Harbor of Refuge	$2.3 million	Federal/State	Low
Black River boat launch facility	N/A	State	Medium
Maintain opening at mouth of Black River	---	Federal/State/ County/Private	High
Improve parking lot at Black River boat launch	$ 10,000	State	Medium
Acquire U.S. Forest Service property (148 acres) in Section 24 of Alcona Twp. through DNR land trade	None	State	Medium
Develop parcel for boat launch facility, parking lot and possible campground	N/A	State	Low

GREENBUSH

Project	Estimated Cost	Implementing Authority	Priority
Acquire Lake Drive vacant parcel	$ 40,000	County	Medium
Construct parking lot, install temporary boat launch, landscape site and misc. improvements to vacant parcel and Lake Street R.O.W.	$ 18,000 - 39,000 variable	County	Low
Reopen vacant restaurant at Lake Drive and provide fair weather dockage for boaters	--	Private	Medium
Installation of temporary boat launch facility at Beach Drive	$ 8,000	County/Private	Medium

OUTSIDE FUNDING ASSISTANCE

The projects identified in the previous section will require a variety of funding sources if they are to be successfully undertaken. While it is unrealistic to anticipate that local units in Alcona County will be completely responsible to finance these improvements, it is equally misleading to think that some local financial commitment will not be required if these projects are to be implemented.

Given the current economic conditions of the nation and particularly the State of Michigan as well as the present budgetary constraints of the federal and state governments, it becomes difficult to evaluate the status of many of the funding programs for local recreation, public works and community development projects. While their long-term future is unknown, the following funding programs have eligibility requirements which would, at least in part, make most of the projects proposed by this plan qualify for funding consideration.

* Michigan Coastal Management Program

  Administered by the U.S. Department of Commerce, National Oceanic and Atmospheric Administration via the Michigan Department of Natural Resources, Land Resource Programs Division.

* Land and Water Conservation Fund

  Heritage Conservation and Recreation Sources (federal agency) via the Michigan Department of Natural Resources, Recreation Services Division. Program being phased out.

* Michigan Land Trust Fund

  Michigan Land Trust Fund Board with staff support from Michigan Department of Natural Resources and final approval from Michigan Legislature.

* Action Measure Proposals, Resource Conservation and Development Program

  U.S. Department of Agriculture, Soil Conservation Service through the Huron Pines Resource Conservation and Development Project

* Community Development Block Grants, Small Cities Program

  U.S. Department of Housing and Urban Development via the Michigan Department of Commerce, Office of Community Development.

* Urban Development Action Grants

  Administered directly by the U.S. Department of Housing and Urban Development

* Local Government and Maintenance Program

  Michigan Department of Transportation, Bureau of Highways through the MDOT District Offices. Assistance also available from U.S. Department of Transportation, Federal Highway Administration via MDOT.

* National Register Grant Program

  U.S. Department of Interior administered via the Michigan Department of State, History Division.

* U.S. Army Corps of Engineers, Detroit District

  No direct grant programs, but this federal agency conducts various feasibility and engineering studies and provides funding for the construction of and improvements to Harbors of Refuge on the Great Lakes in cooperation with and partial funding assistance from the Michigan Department of Natural Resources, Waterways Division.

* Local Public Works Grants Program

  U.S. Department of Commerce, Economic Development Administration.

Nearly every state and federal funding program will require some percentage of local financial commitment with which to match their investment to a particular project. Sources of local funds can vary, but are most often raised through the general fund, revenue sharing, general obligation bonds, revenue bonds, special millage, special assessment or private contributions.

There has been a trend recently to develop a closer public/private partnership in the implementation of projects which are mutually beneficial. This stronger relationship is being reflected in the refinement of eligibility requirements and guidelines issued by numerous state and federal grant programs. It will, therefore, become more important in the future, for local governments to establish good working relationships with the private business community in their jurisdiction if there is to be any substanital progress made toward implementing this plan.

Additionally, the Michigan Legislature has provided the necessary State legislative authority to allow local units of government to foster this public/private partnership for economic development and improvement. The Economic Corporation Act (under which the Alcona County Economic Development Corporation was

established), the Commercial Redevelopment Districts Act and the Downtown Development Authority Act (under which the Harrisville Downtown Development Authority is established) have strong possible applicability to improving Alcona County's sports fishing industry. Although these are not direct grant programs, they do provide economic incentives to promote development which may result in implementation of the proposed presented in this plan. The Alcona County Economic Development Corporation should take an active role and provide leadership within the County to initiate and effectively utilize all available programs to implement these projects and to ensure that any proposed development which may impact the sports fishing industry conforms to the objectives established in this Facilities Study.

Finally, the potential of capitalizing upon contributions from local community organizations, chambers of commerce and other such entities should not be overlooked. Through their efforts, numerous low cost improvements can be made in the coastal area of Alcona County.

RECOMMENDED ACTIONS AND IMPLEMENTATION PROCEDURES

Based upon the major findings and conclusions as well as the implementation program previously setforth, it is recommended that the Alcona County Economic Development Corporation initiate efforts to accomplish the following specific tasks.

A. Annually request the Michigan Department of Natural Resources, Fisheries Division for a fish planting status report and express concern over any projected decrease in the number of fish plantings. It is absolutely essential that the sports fishery of Alcona County be maintained at its current level.

B. Request the Michigan Department of Transportation to route harbor traffic along Main Street (business district) rather than Church Street (residential area) which is currently being done. Additionally, harbor access signs should be relocated on US-23 as well as a new sign on M-72 West to provide directions for motorists.

C. Request the DNR Waterways Division to provide a land acquisition and improvement schedule, with time tables, for development of expanded parking facilities in the immediate harbor vicinity. In addition, the City of Harrisville should be encouraged to secure more off-street parking accommodations near the harbor/downtown area and to more strictly enforce overnight parking regulations.

D. Support efforts to acquire the two vacant lakefront lots on the northeast corner of the Lake-Main Street intersection through sponsoring a land acquisition proposal to the Michigan Land Trust Fund Board.

E. Support efforts of the Alcona County Historical Society to restore and renovate the Sturgeon Point Lighthouse and establish a maritime museum in the old living quarters of the house. Also encourage the DNR Parks Division to commit their agency to the project through an appropriate lease arrangement to allow for development of a reconstructed early 1800's fishing village with financial support.

F. Support efforts of the Alcona Township/Black River community to secure a commitment from the U.S. Army Corps of Engineers, Detroit District, for development schedule for the proposed Black River Harbor of Refuge, including an anticipated start-up date. Additionally, request the DNR Waterways Division for a plan to maintain their public boat launch facility at Black River and to ensure accessibility to and from Lake Huron waters and the fishery contained therein.

G. Encourage the City of Harrisville, through the Harrisville Downtown Development Authority, to construct a pedestrian walkway between the harbor and downtown commercial district so as to develop a stronger link between these two important areas.

H. Participate in the Northern Lake Huron Coastal Counties Alliance for the promotion and marketing of the Great Lakes sports fishing industry in Alcona County.

XIII. HARRISVILLE HARBOR AREA DESIGN CONSIDERATIONS

As briefly explained in Section VIII of this report, three alternative approaches have been recognized as possible courses for future development of the harbor area by the City of Harrisville. This portion of the report will expand upon these alternatives and provide additional information.

ALTERNATIVE 1-A

As previously stated, this is the "do nothing" alternative. The City of Harrisville under this plan would not pursue land acquisition and/or site development. Properties privately owned would remain on the city tax rolls. However, further development by the State of Michigan would not be precluded.

The major disadvantage to the "do nothing" alternative is that continued erosion of the shoreline could severely damage the presently undeveloped parcels of property. In addition, some of the parcels have been neglected so as to become unsightly with long grass and brush, thereby doing nothing to enhance the City's appearance.

ALTERNATIVE 2-B

This alternative involves the purchase by the City of a block of properties designated as Parcel E on the map on page 52 of this text. The attractiveness of developing this group of properties lies in the fact that they lie immediately north of land presently owned by the City of Harrisville. In addition, Mill Creek runs along the boundary of these parcels, providing a very scenic location. Several possibilities immediately suggest themselves for developing a general recreation area tying in with the existing City facilities. However the parcels in Group E are presently residential properties containing several homes. As a result, the initial cost of acquiring these parcels is estimated at over $200,000. This high initial expense combined with the additional costs of developing the land make this alternative unattractive to the City. Consideration of the tax revenues lost by making these parcels public property further detracts from this course of action. Because of the obvious disadvantages to the City of Harrisville associated with this alternate, specific site improvement options were not developed as part of this study.

ALTERNATIVE 3-C

This alternative involves developing one or both of the parcels located immediately north of Main Street (Parcels A and B, p. 52). As outlined in Section VII of this study Parcel A is currently undeveloped. Parcel B has a private residence on its west end, but is otherwise vacant. Both lots

are owned by private individuals. It is estimated that the cost of acquiring these two properties would be over $35,000.

Developing one or both of these lots is desirable for several reasons. First of all, both parcels are relatively close to the Harrisville Business District as well as the State Park and harbor. This location would be an asset in encouraging the use of any recreational development. In addition, the undeveloped Parcel A presently does little to enhance the view of Lake Huron afforded from Lake Street. Furthermore, developing a recreational area somewhat removed from the immediate harbor area would allow non-fishing tourists as well as local residents to enjoy the shoreline area.

Specific site improvements are depicted on pages 53 and 54 of this report. Total costs for developing Parcel A alone are estimated at $38,800 while Parcels A and B together are estimated to be $75,000 including land acquisition. A list of site specific improvements and their costs follows this narrative.

Proposed for inclusion with development of either site is a walking pier projecting into Lake Huron from the end of Main Street. Costs associated with building such a structure are extremely variable depending on the length and type of pier desired. It is estimated that a wooden pier 75 feet long could be erected for approximately $125,000 while a solid concrete structure may run as high as $350,000. More intensive studies than are covered by the scope of this report are necessary to determine exact requirements for any pier at this site.

CONCLUSION AND RECOMMENDATIONS

The City of Harrisville has several options open to it regarding development of the property lying between its breakwaters. Major concerns by the City center around placing more land in the public domain thereby decreasing tax revenues.

As recommended in this report's Implementation Plan, the City should give high priority to purchasing Parcels A and B. Once acquired, the actual development of the property can be delayed if necessary. The same is true for the proposed pier. As stated in Section VIII of this report, present problems encountered in the harbor with erosion and silting must be corrected before any shoreline improvement can realistically be considered. Extension of the north breakwall by the Army Corps of Engineers precludes any work as proposed by this study.

The City of Harrisville should work closely with both the Corps and the Department of Natural Resources in planning future improvements.

ESTIMATED COST
FOR
HARRISVILLE SITE IMPROVEMENTS

ITEM	ESTIMATED COST	
	Parcel A only	Parcels A & B
Grading - slope to shoreline	$1,500	$2,500
Lawn - seed, fertilize, erosion control	850	2,500
Paving - bituminous concrete on parking areas	4,500	9,000
Fence - split rail, cedar	3,000	6,150
Sidewalks - concrete, 36" wide	1,250	2,275
Pavillion - open sides, conc. floor, 800 s.f.	2,500	2,500
Bath House - conc. block, toilet facilities	---	3,500
Beach Construction - Minor grading, placement of sand	---	4,150
Tourist Information Booth	1,500	1,500
Rip Rap - large stone, placed	2,150	1,425
Benches	750	1,500
Misc. Landscaping	2,000	3,000
TOTAL	$20,000	$40,000

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