



# WaterTowns

Connecting People & Their Waterways  
Along the Clinton River & Lake St. Clair



## Shaping Communities

A community-based initiative designed to help towns and cities in the watershed leverage the assets of the Clinton River and Lake St. Clair for water-oriented community development.



1115 W. Avon Road  
Rochester Hills, MI 48309  
Phone: 248-601-0606  
Email: [Contact@crwc.org](mailto:Contact@crwc.org)

If your community is interested in becoming a **WaterTown** and would like to participate in the planning process to locate a waterhub in your area, please contact the CRWC's Watershed Planner for more information at 248-601-0606

## About WaterTowns



Erb Family Foundation

WaterTowns is a community-based initiative designed to help towns and cities in the watershed leverage the assets of the Clinton River and Lake St. Clair for water-oriented community development.

CRWC has worked for many years with our partners, including SEMCOG, Macomb County, Oakland County, and the Lake St. Clair Tourism Initiative to advance watershed management, the blue economy, tourism, and green infrastructure. WaterTowns, made possible by a 3-year commitment from the Erb Family Foundation, will allow us to unify and expand on these efforts and take them to a new level.

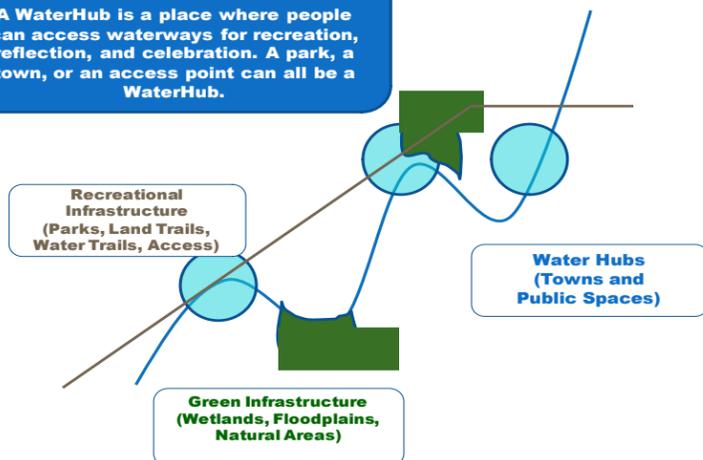


The WaterTowns initiative will facilitate a community-based effort to develop a vision map for the entire watershed, from the headwaters of the Clinton River all the way to coastal Lake St. Clair. The map will highlight opportunities to maximize the potential of the Clinton River and Lake St. Clair to attract and retain residents and businesses by offering a unique quality of life and sense of place supported by local water resources. CRWC has a 40-year tradition of watershed leadership by helping to maximize the potential of our waterways as assets for strong places and communities.

## Our 2013 Successes:

### What is a Water Hub?

A WaterHub is a place where people can access waterways for recreation, reflection, and celebration. A park, a town, or an access point can all be a WaterHub.



CRWC worked with the City of Rochester and the City of Mount Clemens to help develop WaterHub Vision plans—plans for physical infrastructure and policies and programs to help activate waterfront spaces

We celebrated a ribbon-cutting for a brand-new kayak launch and locker at Diversion street in downtown Rochester



We started working with the paddling community throughout the watershed to develop a master plan and branding package for the Clinton River Water Trail and the Lake St. Clair Water Trail



We developed the **Clinton River Scout**—a smart phone app and companion website that will let watershed users share their pictures, insights and ideas online and via social media

We received a Coastal Zone Management grant, funded through the Michigan Department of Environmental Quality (MDEQ) and the National Oceanic and Atmospheric Administration (NOAA). The plan provided funds for CRWC to partner with Land Information Access Association (LIAA) of



Traverse City to develop a master plan for the Clinton River and Lake St. Clair Water Trail. As part of the program, CRWC created a comprehensive signage and wayfinding program for the trails and two promotional videos featuring downtown Rochester and downtown New Baltimore that illustrate the connection between our waterways and local economic development opportunities. A map brochure and website were also developed as part of the project.

## Our 2014 Successes:

In 2014, we studied the Green Infrastructure (GI) potential for three communities: The City of the Village of Clarkston, the City of Rochester and Clinton Township. Through the efforts of Lawrence Technological University, results of GI design and engineering costs were developed and presented to each community.

### The following goals included:

- Conceptual site plans showing suggested green infrastructure improvements.
- Artistic renderings of suggested green infrastructure improvements
- Stormwater volume reduction estimates
- Generalized cost estimates

Each community was presented with an a la carte menu of GI choices with graphic renderings and cost estimates associated with each idea. The purpose of breaking down each design was so that the community could sort out which costs would be doable over a period of time and to budget appropriately for installation. Another important element to this approach was to ensure that the community could place funds for construction into their budget that could also be used for match dollars for potential grants when they become available. The watershed council is committed to finding grant money for member communities to help offset these costs associated with water quality management.

Now that this GI pilot study is complete, our goal is to bring these planning ideas to each community through WaterTowns.

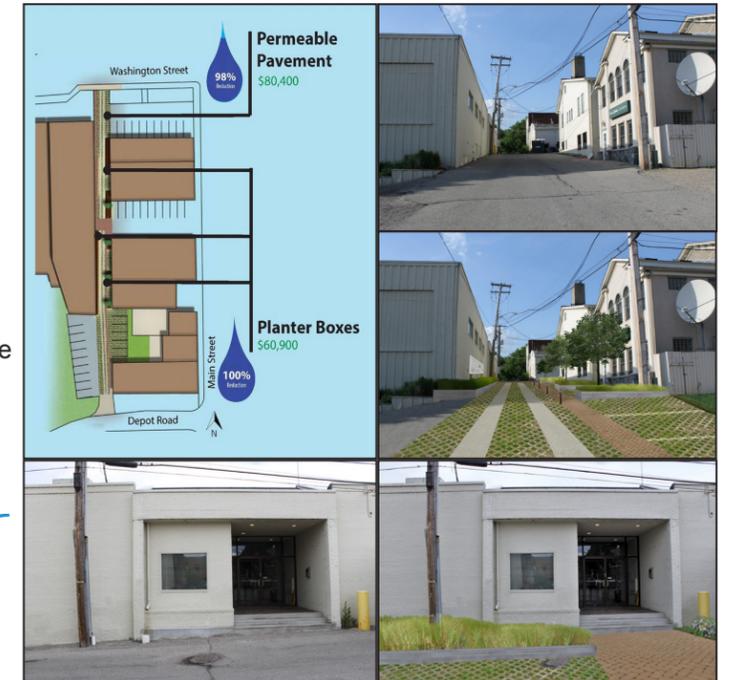
## Plans for The Future:

- WaterTowns vision map completion
- Green Infrastructure planning for new WaterHubs
- Second Annual Paddling Summit
- Finalize Water Trail Master Plan
- Deploy Clinton River Scout

For more information please visit <http://www.crowc.org/watertowns/>



Above right shows the current conditions of the Clinton Township Municipal Complex entrance with existing turf grass with nearly zero water treatment and conveyance. The bottom right concept graphic depicts raingarden installation into the swaled area with 100% stormwater conveyance and treatment of nutrient run off.



The photos top right and bottom left, show an alley within The City of the Village of Clarkston between businesses that has zero capture of stormwater which eventually drains into a Clinton River tributary. The graphics in the middle and lower right depict a plan that would include porous grass pavers, planter boxes, trees and native plants to capture most of the stormwater under a two year storm event. This concept plan shows the potential of placemaking by connecting people from downtown through an area underutilized to pedestrian traffic.

