



*Celestial Blue*



**City of Oswego, New York**

*Draft Consensus Plan Presentation*

# Introduction

*The Goal of this Project is to:*

- *Assess the Existing Conditions of the Waterfront*
- *Identify Opportunities to Enhance the Economic Vitality of the Waterfront*
- *Improve the Connection of the Waterfront to Downtown Oswego*
- *Present Economically Viable Alternatives to Make Immediate and Long Term Improvements*



# Process

- *Continuous Community Involvement*
- *Site Assessment*
- *Community Visioning*
- *Market Feasibility Analysis*
- *Development of Concept Alternatives*
- *Refinement of Alternatives to Consensus Plan*
- *Development of Implementation Strategies*
- *Implementation Plan*





# Waterfront Community Meetings

Community Meeting #1, August 29, 2016 – Project Introduction and Harbor Vision

Community Meeting #2, November 22 – Initial Concept Review Session

Community Meeting #3, January 17 – Refined Concept Review Session

Community Meeting #4, February 28 – Draft Consensus Plan Review Session

Community Meeting #5, TBD – Final Consensus Plan Presentation





# Engage the Community First

- *Start with a blank page*
- *Build on previous efforts*
- *Identify the community vision*
- *Present economically sound alternatives*
- *Develop a community-supported consensus plan*
- *Remember: authenticity is the key*



# Community Feedback



# What is Working Well at the Waterfront?

- *Charter Fishing*
- *Boating*
- *Views of the Sunset*
- *Maritime Museum*
- *Breitbeck Park*
- *Fireworks*
- *Festival*





# What Needs Improvement at the Waterfront?

- *Access to the Water*
- *Water Quality*
- *Marina Infrastructure*
- *Wayfinding*
- *Connection to Downtown*
- *Things To Do*
- *Quality Destination and Experience*



# What Are the Opportunities at the Waterfront?

- *Make the Pier a Public Space*
- *Add Destination Shops and Restaurants*
- *Provide a Modern Marina*
- *Expand Access to Boating*
- *Enhance the Charter Fishing Experience*
- *Integrate the Maritime Museum and Historic Elements into a Cohesive Experience*
- *Link the Waterfront to Downtown*





*Most popular images: 20+ votes*







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Providence, Rhode Island



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*Popular images: 10-19 votes*







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2



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Martha's Vineyard, Massachusetts



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# Concept Guiding Principles

- *The Waterfront Should Be Open to the Public*
- *Attract Visitors by Building a Better Community for Residents*
- *Complement Downtown, Don't Compete*
- *Base Decisions in Economic Reality*
- *Focus on Authenticity – Tell the Story of Oswego*







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# CONCEPT ALTERNATIVE A: Lake Entertainment and Riverfront as Historic Old Shipping District

- A. Maritime Museum
- B. Retail: Business Incubator Space
- C. Marine Sanctuary
- D. Maritime Boat Tours
- E. Fish Cleaning Station
- F. Yacht Club
- G. Ice Cream/Shops
- H. Restaurant
- I. Carousel
- J. Lighthouse Tours
- K. Fuel Dock
- L. Boat Launch
- M. Sand Beach with Fixed Edge
- N. Condo Units
- O. Boat Storage
- P. Bed and Breakfast
- Q. Harbor View Mixed-Use Development
- R. Condo Units
- S. Mixed-Use
- T. Infill Commercial/Retail Shops
- U. Cahill Building
- V. Wayfinding Arch
- W. Interpretive Historic Overlook
- 1. 1700's: Fur and Salt
- 2. 1800's: Lumber and Grain
- 3. 1900's: Coal and Cement
- 4. 2000's: Fish and Metals
- 5. Beyond: Interpretive Plaques Looking to the Future of Oswego's Waterfront





## CONCEPT ALTERNATIVE A: Lake Entertainment and Riverfront as Historic Old Shipping District

- |                                     |  |
|-------------------------------------|--|
| A. Maritime Museum                  | Q. Harbor View Mixed-Use Development   |
| B. Retail: Business Incubator Space | R. Condo Units   |
| C. Marine Sanctuary                 | S. Mixed-Use   |
| D. Maritime Boat Tours              | T. Infill Commercial/Retail Shops  |
| E. Fish Cleaning Station            | U. Cahill Building   |
| F. Yacht Club                       | V. Wayfinding Arch   |
| G. Ice Cream/Shops                  | W. Interpretive Historic Overlook  |
| H. Restaurant                       | 1. 1700's: Fur and Salt  |
| I. Carousel                         | 2. 1800's: Lumber and Grain  |
| J. Lighthouse Tours                 | 3. 1900's: Coal and Cement   |
| K. Fuel Dock                        | 4. 2000's: Fish and Metals   |
| L. Boat Launch                      | 5. Beyond: Interpretive Plaques Looking to the Future of Oswego's Waterfront |
| M. Sand Beach with Fixed Edge       |  |
| N. Condo Units                      |  |
| O. Boat Storage                     |  |
| P. Bed and Breakfast                |  |



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# Concept A Takeaways

- *Build on the Historic Arches Theme*
- *Activate the Pier*
- *Improve the Connection from McCrobie Building to the Marina / Waterfront*
- *Mixed Reviews on the Carousel*
- *No Support for the Boat Launch in this Location*



## CONCEPT ALTERNATIVE B: Lake and Riverfront as Park District

- |  |  |
|--|--|
| A. Maritime Museum                                   | P. Park Space  |
| B. Ice Cream/Shops                                   | Q. Road Removal/New Park Space                       |
| C. Marine Sanctuary                                  | R. Harbor View Mixed-Use Development                 |
| D. Yacht Club  | S. Pedestrian Streetscape Improvements               |
| E. Maritime Boat Tours                               | T. Condo Units                                       |
| F. Restaurant with Outdoor Dining                    | U. Public Art  |
| G. Sculptural Climbing Attraction for Sunset Viewing | V. Cahill Building                                   |
| H. Overlook Tower                                    | W. Streetscape Improvements Connecting to City Parks |
| I. Food Trucks                                       | X. Sculptural Seating for River Viewing              |
| J. Interactive Fountain/Splash Pad                   | Y. Kayak Whitewater Course                           |
| K. Fuel Dock   | Z. Green Wall Courtyard                              |
| L. Boat Storage                                      |  |
| M. Condo Units                                       |  |
| N. Sand Beach with Fixed Edge                        |  |
| O. Boat Launch                                       |  |





## CONCEPT ALTERNATIVE B: Lake and Riverfront as Park District

- |  |  |
|--|--|
| A. Maritime Museum                                   | P. Park Space  |
| B. Ice Cream/Shops                                   | Q. Road Removal/New Park Space                       |
| C. Marine Sanctuary                                  | R. Harbor View Mixed-Use Development                 |
| D. Yacht Club  | S. Pedestrian Streetscape Improvements               |
| E. Maritime Boat Tours                               | T. Condo Units                                       |
| F. Restaurant with Outdoor Dining                    | U. Public Art  |
| G. Sculptural Climbing Attraction for Sunset Viewing | V. Cahill Building                                   |
| H. Overlook Tower                                    | W. Streetscape Improvements Connecting to City Parks |
| I. Food Trucks                                       | X. Sculptural Seating for River Viewing              |
| J. Interactive Fountain/Splash Pad                   | Y. Kayak Whitewater Course                           |
| K. Fuel Dock   | Z. Green Wall Courtyard                              |
| L. Boat Storage                                      |  |
| M. Condo Units                                       |  |
| N. Sand Beach with Fixed Edge                        |  |
| O. Boat Launch                                       |  |



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# Concept B Takeaways

- *Move the Boat Launch!*
- *The Whitewater Park is a Unique Attraction*
- *Popjet Fountains*
- *Ice Fishing / Year-Round Activities*
- *Support for the Small Shops*
- *Balance Job Creation with Scale*
- *Mixed Reviews on the Road Closure*
- *Little Support for Art Walk*
- *Overall Very Positive Reviews*





# CONCEPT ALTERNATIVE C: Lake Residential and Riverfront as Entertainment District

- |                                      |   |
|--------------------------------------|---|
| A. Maritime Museum                   | P. Pedestrian Streetscape Improvements    |
| B. Maritime Boat Tours               | Q. Condo Units                            |
| C. Yacht Club                        | R. Dock with Ice Cream Shop               |
| D. Mixed-Use                         | S. Cahill Building                        |
| E. Restaurant with Outdoor Dining    | T. Infill: Commercial and Retail Shops    |
| F. Sand 'Beach' Event Space          | U. Transient Boat Slips                   |
| G. Restrooms and Charter Office      | V. Overlook/Interactive Fountain/Ice Rink |
| H. Condo Units                       | W. Restrooms                              |
| I. Fuel Dock                         | X. Food Truck Court                       |
| J. Boat Storage                      | Y. Night Market Space                     |
| K. 'Flat Rock' Beach                 | Z. Parking/Farmers Market Space           |
| L. Park Space                        |   |
| M. Community Sailing                 |   |
| N. Boat Launch                       |   |
| O. Harbor View Mixed-Use Development |   |





## CONCEPT ALTERNATIVE C: Lake Residential and Riverfront as Entertainment District

- |                                      |   |
|--------------------------------------|---|
| A. Maritime Museum                   | P. Pedestrian Streetscape Improvements    |
| B. Maritime Boat Tours               | Q. Condo Units                            |
| C. Yacht Club                        | R. Dock with Ice Cream Shop               |
| D. Mixed-Use                         | S. Cahill Building                        |
| E. Restaurant with Outdoor Dining    | T. Infill: Commercial and Retail Shops    |
| F. Sand 'Beach' Event Space          | U. Transient Boat Slips                   |
| G. Restrooms and Charter Office      | V. Overlook/Interactive Fountain/Ice Rink |
| H. Condo Units                       | W. Restrooms                              |
| I. Fuel Dock                         | X. Food Truck Court                       |
| J. Boat Storage                      | Y. Night Market Space                     |
| K. 'Flat Rock' Beach                 | Z. Parking/Farmers Market Space           |
| L. Park Space                        |   |
| M. Community Sailing                 |   |
| N. Boat Launch                       |   |
| O. Harbor View Mixed-Use Development |   |





## Concept C Takeaways

- *Move the Boat Launch!*
- *Flat Rock Beach*
- *Elevated Beach / Restaurant*
- *Maritime Museum / Marine Sanctuary Location*





# Overall Positive Comments

- *Activate the Pier*
- *Expand Access to the Water*
- *Build the Beach!*
- *Link Downtown to the Waterfront*
- *Build on Maritime History*
- *Build on Charter Fishing*
- *Modernize the Marina*
- *Move the Boat Launch*
- *Balance Development and Scale*
- *Create Year-Round Activities*





# Marina Specific Comments

- *Provide Modern Utilities and Amenities*
- *Provide Designated Transient Docking for Visitors and Regattas*
- *Support Charters and Yacht Club Needs*
  - *Wind and Wave Climate*
  - *Water Depth and Quality*
  - *Accessibility and Security*
- *Improve Boater Services Facilities*
- *Provide Fuel and Pump-Out*
- *Achieve Realistic Market Rates*







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# Development Specific Comments

- *Consider Form Based Code to Implement Vision*
- *Recognize the Need for Economic Development to Serve as a Catalyst for Community Amenities*
- *Recognize the Need to Balance Job Creation With Neighborhood Scale*







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## Concept B Refined

- *Shopping and dining focus on main pier with business incubator/market space, casual outdoor dining*
- *Maritime Museum and Marine Sanctuary located at historic dry dock, as connection between waterfront district and downtown*
- *Yacht Club and Community Sailing program located west of marina*
- *Whitewater Park*







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# Concept Alternative B, Revised: Waterfront as Entertainment District Oswego, New York

January 17, 2017

A. B. Maritime Museum and Marine Sanctuary as Connection Between Waterfront and Downtown	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
C. Maritime Boat Tours at Main Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
D. Boat Services and Restrooms in Two Locations Convenient to Marina	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
E. Yacht Club at West Side of Marina	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
F. Community Sailing Program Located with Yacht Club	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
G. H. Charter Boat Kiosk and Fish Cleaning Station-Charter Boats Located throughout Marina	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
I. Fuel Dock	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
J. K. Boat Storage and General Marina Improvements as Needed	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
L. M. Renovated Boat Launch and Liberty Street Streetscape Improvements	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
N. Harborside Splash Zone within Breckinridge Park	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)

O. McBride Building as Event Center with Improved Connection to Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
P. Q. R. S. Retail, Market Space, Cafe and Restaurant on Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
T. U. V. W. Recreation Attractions and Food Trucks at End of Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
X. Sand Beach with Fenced Edge	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
Y. Residential at Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
Z. Park Spaces at Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
AA. CC. DD. JJ. LL. Mixed-Use Development to Enhance Downtown	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
BB. KK. Streetscape Improvements and Connections to Parks	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
EE. FF. GG. HH. Riverfront Improvements and Activities for Visitors Year-Round	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
II. Whitewater Kayak Course	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)



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# Refined Concept B Takeaways

- *Maritime Museum and Marine Sanctuary Located Near Historic Drydock*
- *Yacht Club and Community Sailing to the West*
- *Whitewater Park*
- *Mixed Use Downtown, Retail-Market-Café on the Pier - Support for Small Shops*
- *Relocated Boat Launch*
- *Flatrock Beaches at Breitbeck Park*
- *Maritime Boat Tours*





# Concept C Refined

- *Maritime Museum and Marine Sanctuary Campus on main pier, with supporting services such as ice cream shop/cafe*
- *Restaurant and elevated beach event area at end of pier*
- *Relocated boat launch to Liberty Street*
- *Historic Archways*
- *Mixed Use Infill*







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# Concept Alternative C, Revised: Waterfront as Historic District

Oswego, New York

January 17, 2017

A, B. Maritime Museum and Marine Sanctuary on Main Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
C. Maritime Boat Tours at Main Pier near Museums	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
D. Boiler Services and Restrooms in One Location	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
E. Yacht Club on Main Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
F. Community Sailing Program at Historic Dry Dock	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
G, H. Charter Boat Kiosk and Fish Cleaning Station- Charter Boats Located throughout Marina	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
I. Pull Dock	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
J, K. Boat Storage and General Piering Improvements as Needed	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
L, M. Relocated Boat Launch and Liberty Street Streetscape Improvements	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
N. Fishing Pier at Boardwalk Park	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)

O. McCabe Building as Event Center with Improved Connection to Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
P, Q. Ice Cream/Cafe and Restaurant on Pier	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
R, S. Sand Beach and Dinner Cruise Dock at End of Pier as Event Space	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
T, U. Flat Rock Beach with Splash Pad	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
V. Residential at Waterfront	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
W. Park Spaces at Waterfront, Potential for Ice Skating Rink in Winter	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
X, Z, AA, EE, II. Mixed-Use Development to Enhance Downtown	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
Y, HH. Streetscape Improvements and Connections to Parks	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
BB, CC, DD, FF. Riverfront Improvements and Activities for Visitors Year-Round	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)
GG. Archway Markers to Interpret Oswego's Historic Past	I LIKE THIS (Place Green Sticker Here)	TOP PRIORITY (Place Yellow Sticker Here)



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# Refined Concept C Takeaways

- *Relocated Boat Launch*
- *Improve the Marina*
- *Sand Beach on the Pier*
- *Ice Cream-Market-Café on the Pier - Support for Small Shops*
- *Balance Residential Scale with Context*
- *Year Round Activities on the Waterfront*
- *Flatrock Beaches at Breitbeck Park*
- *Archway Markers*







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- *Relocate Boat Launch to West*
- *Expand Launch up to 200 Capacity*
- *Open Breakwater to Improve Water Quality*
- *Improve Connection of Breitbeck Park to Water's Edge with Ramps and Overlook*
- *Add Flatrock Beaches*
- *Expand Transient Mooring*







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- *Relocate Yacht Club and Community Sailing*
- *Improve the Marina to Modern Standards*
- *Enhance Charter Fishing Services / Parking*
- *Connect McCrobie Event Center to Water*
- *Construct Waterfront Promenade*
- *New Residential*







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- *Sand Beach / Water Play on the Pier*
- *Lighthouse Tours, Dinner Cruise, and Boat Club / Rentals*
- *Transient and Boating Events Space*
- *Restaurants, Ice Cream, Small Retail*
- *Market Vendor Stalls*
- *Civic Green Space*
- *Flatrock Beach*
- *Expanded Parking*







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- 
- Combined Maritime Museum and Marine Sanctuary Center
  - Enhanced Historic Dry Dock
  - Promenade / Visual Link to Downtown
  - Parking & Drop off







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- *Maritime Museum and Marine Sanctuary Center as Visual Icon*
- *New Private Developments Already Underway*
- *Historic Archways and Wayfinding Signs to Guide Visitors to the Waterfront*
- *Historic Archway Overlooks Links Neighborhood to the River*
- *Riverfront Pedestrian Promenade Links Downtown to the Waterfront*
- *New Transient Boating Docks*
- *Whitewater Kayaking / Tubing Park*
- *Mixed-Use Infill*
- *Night Market*
- *Improved Streetscape*







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# Next Steps

- *Tell Us What You Think!*
- *Collect Community Feedback Tonight*
- *Refine Draft Consensus Plan*
- *Present the Final Consensus Plan to the Community Next Month*





# Tell Us What You Think!

- *Fill Out Your Note Card!*
- *Send Us an Email*
  - *Suzie Fromson 269 408 6387*
  - *[sfromson@edgewaterresources.com](mailto:sfromson@edgewaterresources.com)*





**Thank You!**

**Please feel free to contact us at:**

Suzie Fromson 269 408 6387  
[sfromson@edgewaterresources.com](mailto:sfromson@edgewaterresources.com)

