

HERITAGE LANDING MASTER PLAN

CONCEPT ALTERNATIVES

08.26.2026

SMITHGROUP

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1. UNDERSTAND SUMMARY

- Process Overview
- Engagement Summary
- Opportunities & Challenges

2. CONCEPTS

- Concept A
- Concept B
- Concept C
- Comparison
- Engagement Strategy

PROCESS OVERVIEW

THREE INFORMATION SOURCES

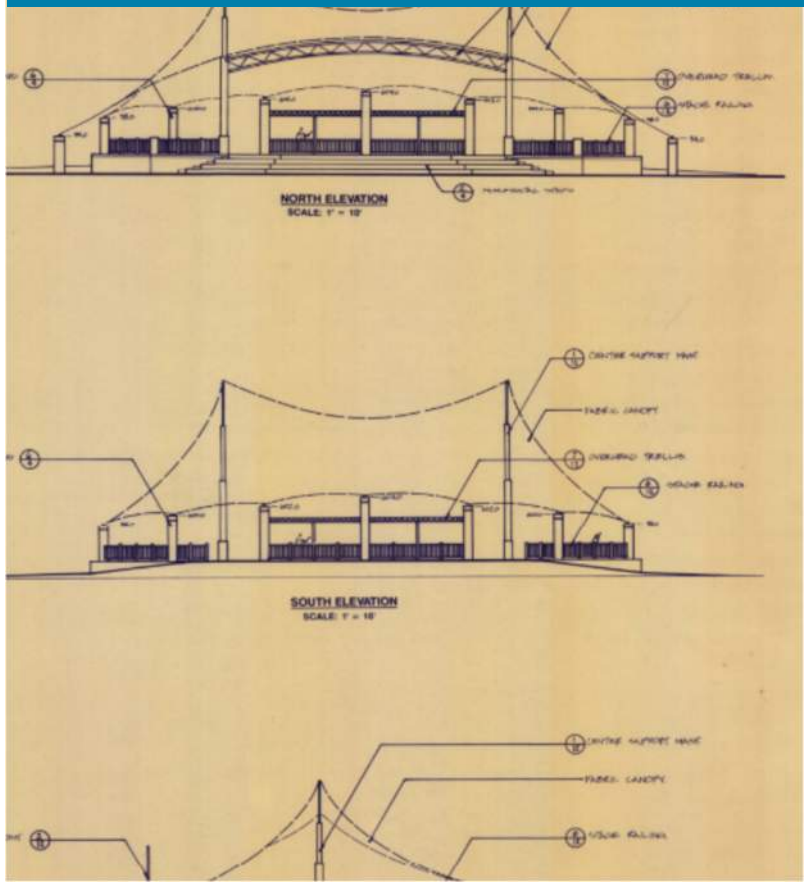
ENGAGEMENT



SITE VISIT



DESKTOP ANALYSIS



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STEERING COMMITTEE MEETING



5
FOCUS GROUPS INTERVIEWS



3
PUBLIC OPEN HOUSES



1200+
STICKERS



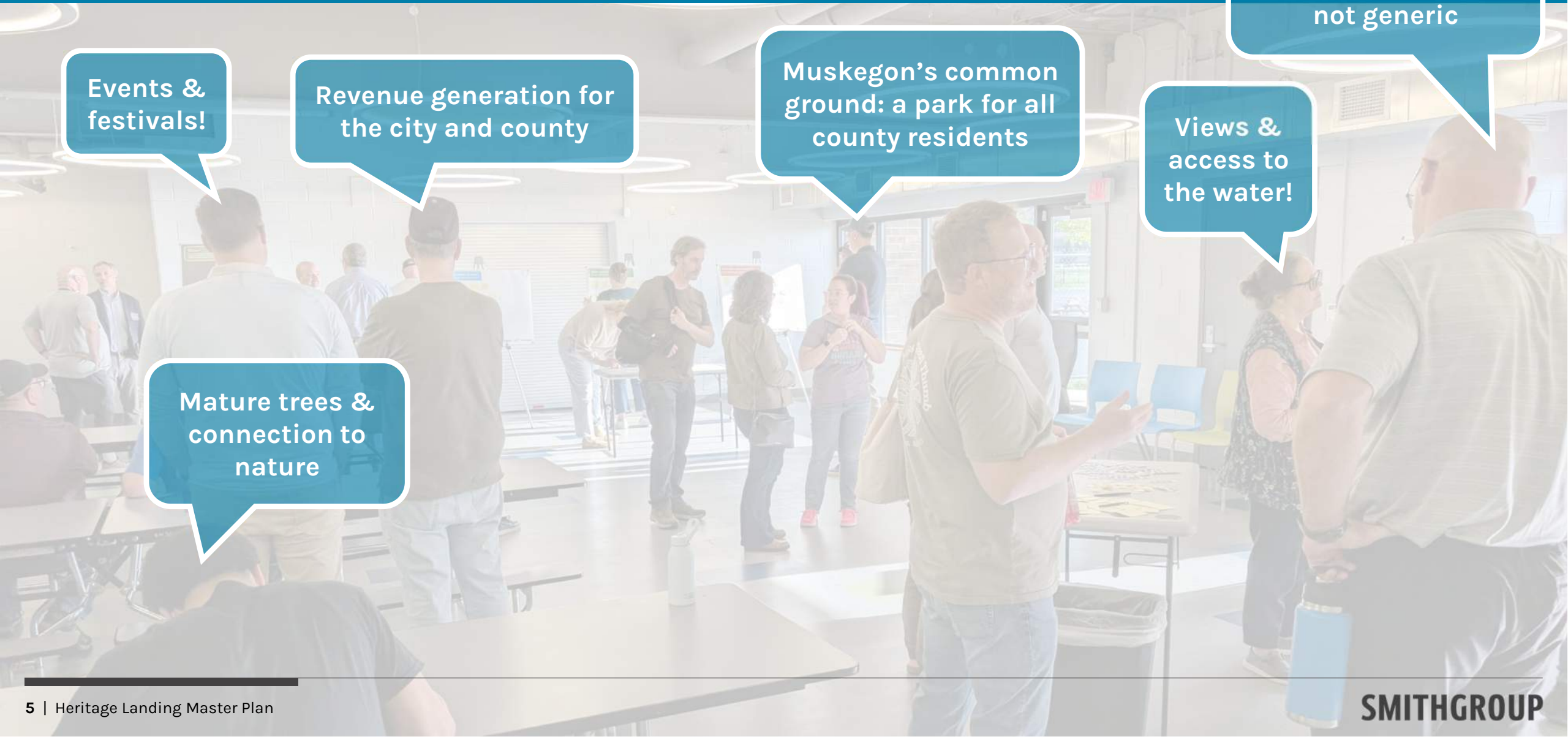
120+
PEOPLE ENGAGED



400+
STICKY NOTES

MAIN THEMES WE HEARD:

WHAT MAKES THE PARK SPECIAL?



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MAIN THEMES WE HEARD:

HOW COULD IT BE IMPROVED?



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POTENTIAL NEW ACTIVITIES

RESPONSES

STRONG SUPPORT

- Pavilion
- Kayak Launch
- Adventure Play Boardwalk
- Rain Garden
- Ice Skating
- Nature (rain garden, pollinator garden)
- Playground (themed / natural)

MODERATE SUPPORT

- Water Play
- Overlook Tower
- Café / Restaurant
- Hammock Hangout
- Sled Hill

MIXED OPINIONS

- Transient Dock
- Sport Courts
- Skate Park
- Pump Track
- Dog Park

COMMUNITY VISION [DRAFT]

BASED ON PUBLIC INPUT

Heritage Landing will be a vibrant, **year-round destination for the people of Muskegon**—celebrating the local culture and character. It will serve as a premier event destination and provide a variety of activities for **the people of Muskegon**, drawing visitors from near and far to **experience the beauty of Muskegon Lake**.

COMMUNITY GOALS [DRAFT]

GROUNDED IN PUBLIC INPUT

PROGRAM & ACTIVITIES

- Provide activities for all ages and abilities
- Activate the park in all-seasons
- Create a premiere festival ground
- Generate revenue to offset operations & maintenance costs

EXPERIENCE & INCLUSION

- Create an iconic park that reflects Muskegon's unique identity
- Maximize and celebrate waterfront access
- Minimize park closures for event setup and cruise ship docking
- Improve physical connectivity, safety, and visual access to the park

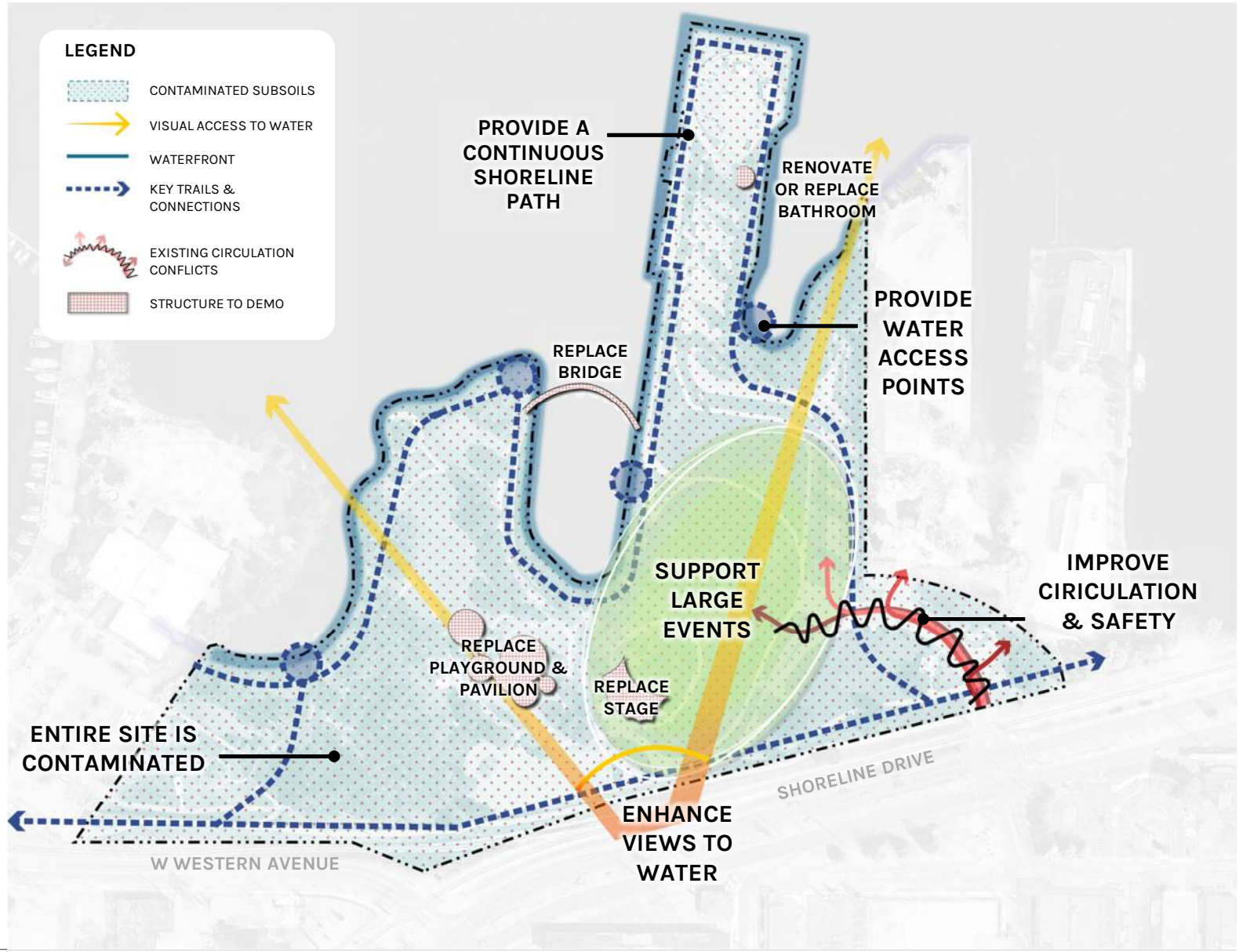
SUSTAINABILITY & ENVIRONMENTAL

- Preserve shoreline and underwater restoration areas
- Minimize disturbance to contaminated soils and prevent spread of pollution
- Increase native habitat areas

OPPORTUNITIES & CHALLENGES SUMMARY

THE MAIN DRIVERS

- Capitalize on views to the water from the city and within the park
- Provide a continuous accessible path along the shoreline
- Incorporate water access points
- Be considerate of extra costs due to heavily contaminated subsoils
- Replace infrastructure at the end of its life (stage, playground, bridge, pavilion)
- Provide more activities for non-event days
- Improve circulation to address safety issues at main entrance
- Support large festivals that draw 10-20k people per day



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CONCEPT ALTERNATIVES

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CONCEPT 1

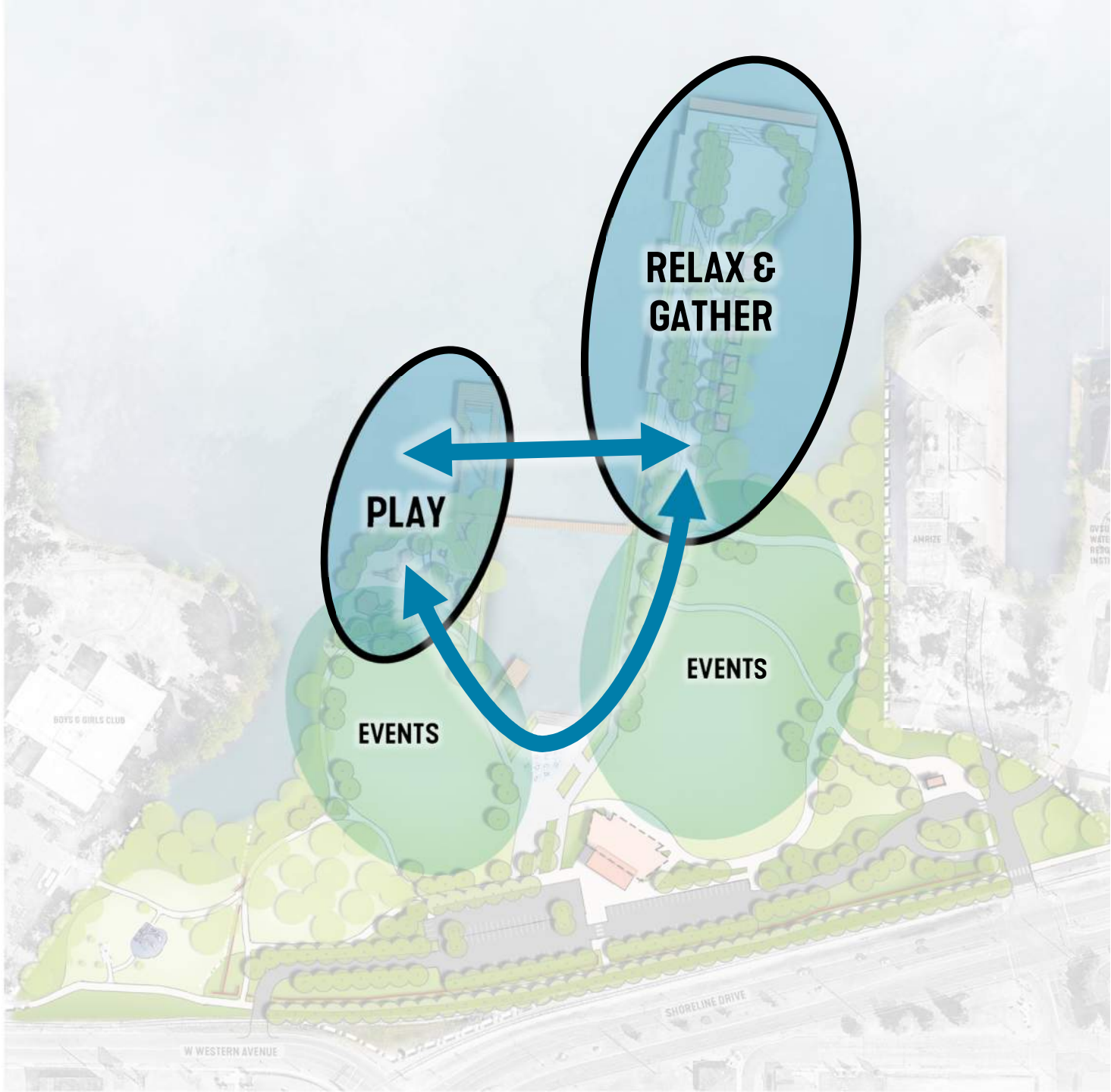

CONCEPT 2


CONCEPT 3

CONNECT AND ACTIVATE THE POINTS

CONCEPT 1

- Concentration of amenities at the points
- Vehicular circulation along Shoreline Drive
  - Second entrance off Western Ave.
- New stage in same location as existing stage



CONNECT AND ACTIVATE THE POINTS

CONCEPT 1

- Concentration of amenities at the points
- Vehicular circulation along Shoreline Drive
  - Second entrance off Western Ave.
- New stage in same location as existing stage



THE POINT

CONCEPT 1

1. Cabanas rentals
2. Stair seating & accessible ramp
3. Porch swings & shade structure
4. Drivable pedestrian path (buses & fuel trucks only)
5. Plaza / bus & fuel truck turnaround
6. Renovated existing restrooms









EAST SIDE

CONCEPT 1

1. New main stage (same location)
2. Event lawn
3. Relocated ticket booth & dropoff
4. Splash pad
5. Water access steps
6. New bridge
7. Reconfigured park drives

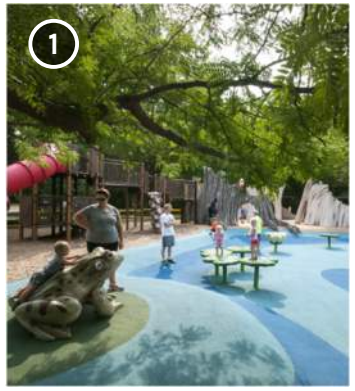


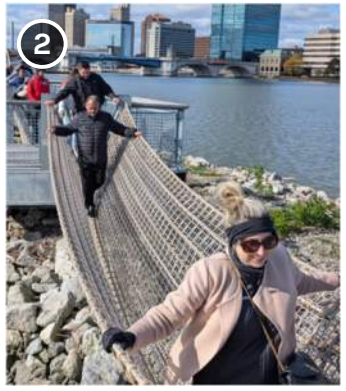


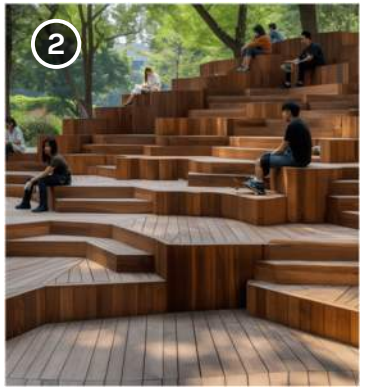
WEST SIDE

CONCEPT 1

1. Muskegon Lake themed playground
2. Reimagined Historic Dock with rope bridge crossings and terraced seating
3. New bridge
4. Secondary event lawn
5. Kayak launch
6. New vehicular entrance
7. Rotary Park playground (to remain)





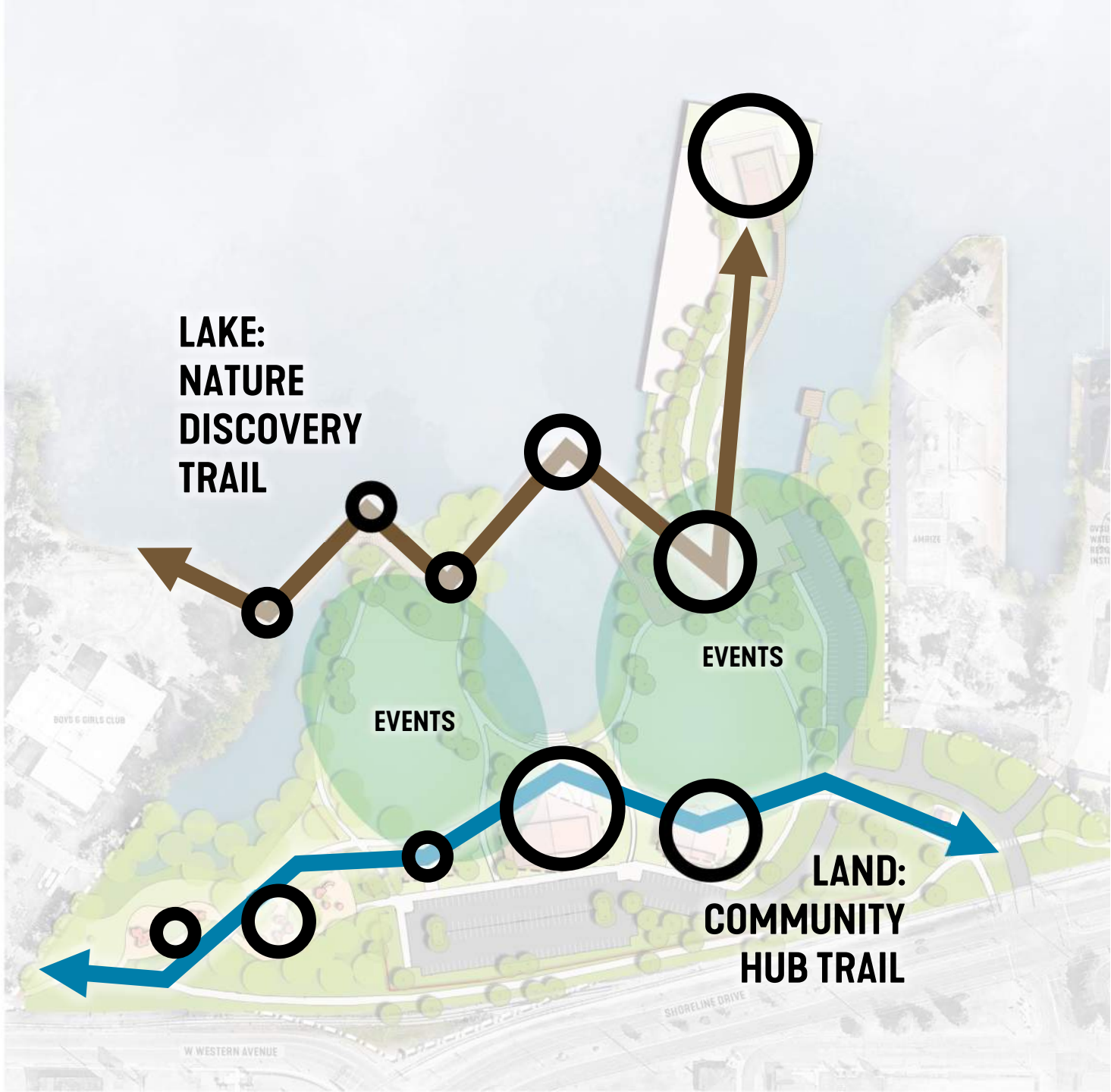




LAND AND LAKE

CONCEPT 2

- Dispersed activity nodes along the two main park trails
- Vehicular circulation mimics today
- Relocates parking on The Point along the Amrize property line



LAND AND LAKE

CONCEPT 2

- Dispersed activity nodes along the two main park trails
- Vehicular circulation mimics today
- Relocates parking on The Point along the Amrize property line



THE POINT

CONCEPT 2

1. Enclosed pavilion with rooftop terrace
2. Elevated ramp to rooftop terrace
3. Plaza
4. Lawn
5. Cruise Ship Landing Plaza





EAST SIDE

CONCEPT 2

1. Grove seating area
2. Drop-off plaza
3. Boardwalk
4. Iconic shade structure
5. Event lawn
6. New main stage (relocated)
7. Community Hub & Plaza (food, bathrooms, events)
8. Water access steps
9. Preserved ticket booth
10. Entry drive shifted south



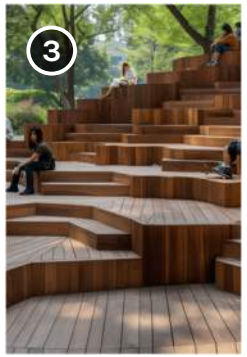




WEST SIDE

CONCEPT 2

1. Boardwalk
2. Shade Structure
3. Tiered Seating Platform
4. Fishing Overlook
5. Pavilion / Secondary Stage
6. Secondary Event Lawn
7. Nature Playground
8. Rotary Park Playground
9. Relocated Fence
10. Water Access steps



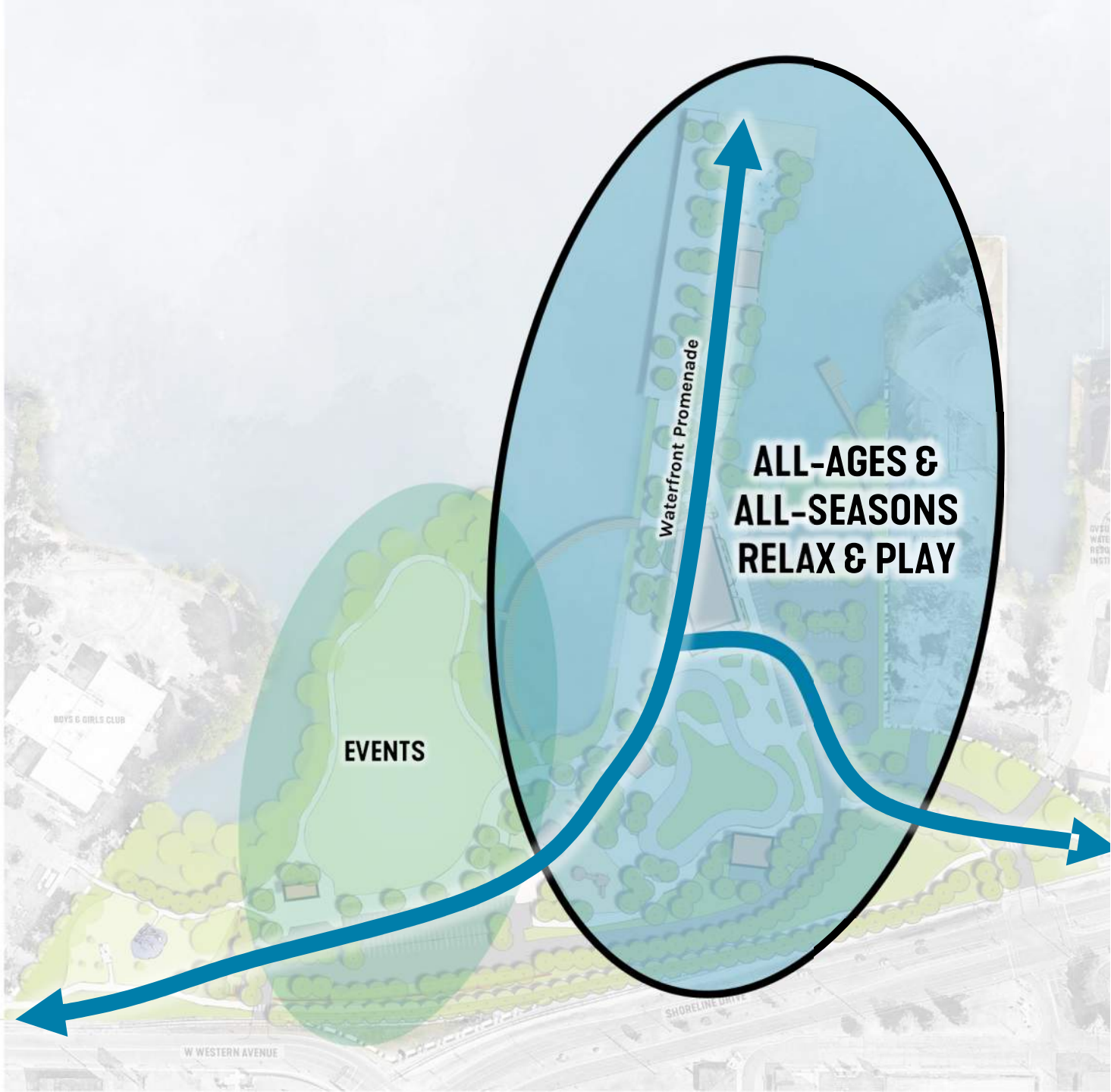






24/7, 365 DESTINATION

CONCEPT 3



PROMENADE

ACTIVITY NODE

FLEXIBLE EVENT SPACE

24/7, 365 DESTINATION

CONCEPT 3



THE POINT

CONCEPT 3

1. Waterfront Promenade
2. Beach (no water access)
3. Dune themed splash pad
4. Shade structure & new bathrooms
5. Beer Garden Yard Games
6. Beer Garden Patio
7. Community Hub (restaurant, bathrooms, rental equipment)
8. Kayak Launch









EAST SIDE

CONCEPT 3

1. Waterfront Promenade
2. Community Hub (restaurant, bathrooms, rental equipment)
3. Event Plaza
4. Water Access steps
5. Skating ribbon
6. Pavilion
7. Ice & Winter themed playground
8. Entry drive shifted south
9. Fuel truck parking
10. Boardwalk









WEST SIDE

CONCEPT 3

1. Event Lawn
2. Relocated Ticket booth & drop-off
3. Boardwalk
4. Ice & Winter Themed Playground
5. Rotary Park Playground (to remain)
6. New entrance



ALTERNATIVES COMPARISON







ENGAGEMENT BOARDS

INTRODUCTION STATION

Summary of prior engagement

Draft goals & vision

Where do you live / work?

CONCEPTS STATION

Concept 1

Concept 2

Concept 3

SUMMARY STATION

Which concept best meets the projects' goals?

Do you have any other feedback?