

**Traverse City Downtown
Development Authority
Circulation Subcommittee Meeting**

Thursday, May 26, 2022

9:30am

Committee Room, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684



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If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Jean Derenzy, CEO
(231) 922-2050
Web: www.dda.downtowntc.com
303 East State Street, Suite C
Traverse City, MI 49684

**Welcome to the Traverse City Downtown Development Authority
meeting**

Agenda

Page

1. CALL TO ORDER

2. ROLL CALL

3. STATE STREET CONVERSION

- A. 3 - 4
State Street Two-Way Conversion (Jean Derenzy, Chris Zull)
[State Street Two-Way Conversion Memo \(Jean Derenzy\) - PDF](#)
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4. PUBLIC COMMENT

5. ADJOURNMENT



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MEMORÁNDUM

To: DDA Downtown Circulation Plan Subcommittee
From: Jean Derenzy, CEO
Date: May 23, 2022
Re: State Street Two-Way Conversion

At our April meeting, the DDA Board received an overview of findings and recommendations related to the Circulation Study completed by Progressive AE. The objective of the study was to investigate the potential conversion of Traverse City's downtown street grid to two-way operation. DDA staff recommended this study based on several aspects, including our continued efforts to:

- Support and encourage private investment and increase the vitality of commercial areas throughout downtown, especially along State Street (several national studies have demonstrated that restoring downtown streets to two-way traffic have helped increase retail sales and property values);
- Reinforce a "to" mobility strategy for downtown (versus a "though" strategy);
- Slow traffic on State Street (which was materialized during the pilot conversion during the summer of 2019);
- Support pedestrian movement and safety; and
- Encourage better circulation through a more connected grid-system of streets (especially during bridge and Grandview Parkway reconstruction).

Following the presentation from Chris Zull and a robust discussion on the recommendation for, and merits of, a two-way street pilot project for downtown at our last board meeting, the board approved a resolution to establish a subcommittee to further investigate and discuss the potential project, with an ultimate goal of presenting a recommendation to the full DDA Board. Upon approval of the full DDA Board, a formal recommendation would be presented to the City Commission for consideration.

At our first subcommittee meeting (May 12th), Chris Zull and Suzanne Schulz (from Progressive AE) reviewed vision and goal statements related to street typology and intent from community planning documents, discussed the existing condition and

context of the State Street corridor (i.e., level of service, vehicular and pedestrian counts, development opportunities, etc.) and reviewed the committee's aspirations for the corridor as well as examples from other communities that have completed two-way traffic conversions.

For our second meeting, the committee will walk through a quick recap of the previous meeting, review and solidify goals of the potential two-way conversion (including a working narrative), take a deeper dive into previous examples from other communities, and identify metrics we may use to evaluate pilot progress.

Based on the discussion of the second subcommittee meeting, we will determine if/when a third subcommittee meeting will be scheduled. It is still the intent to bring forward a recommendation on the two-way pilot project to the DDA Board for consideration at their June meeting.