

2019

A PLANNING FRAMEWORK FOR
**HEALTHY 8TH
STREET**

TRAVERSE CITY
MICHIGAN

What makes a place healthy, and why is that important?

These are two fundamental questions facing regions across the country as people live longer, technology advances, and communities face the growing burden of preventable chronic diseases. A growing recognition amongst healthcare officials, researchers, urban planners, and community organizers is the role that the physical built environment and socioeconomic factors have on a person's overall health.

This report presents a challenge to the Grand Traverse Region: how can the physical environment of a cross-town vehicular corridor, 8th Street in Traverse City, become a place that supports well-being, active living, and improved socioeconomic outcomes for neighbors? A future "Healthy 8th" that meets the local community needs will build on

the momentum of [Envision 8th](#), a streetscape vision for a segment of the corridor that was completed with public participation in 2017.

Since the [Envision 8th Plan](#), there has been a growing desire to achieve something even better, and greater along 8th that advances the health and wellbeing of the local community.

In February 2019, the Grand Traverse Community Foundation and the Traverse City Downtown Development Authority (DDA) engaged Perkins+Will to conduct a day-and-a-half of meetings with community stakeholders and to weave the common threads into a collective vision of what could happen here. This brief study aims to articulate that emergent vision.

A low-angle photograph of a tree with vibrant yellow and green leaves against a clear blue sky. The branches are dark and intricate, creating a complex pattern against the bright background. The leaves are dense and show a mix of colors, from bright yellow to deep green, suggesting a transition in seasons or a specific type of tree. The overall mood is bright and natural.

PART ONE
CONTEXT



To understand the aspiration behind the Healthy 8th Street movement, we have to look at its context.

Considered on its own, 8th Street may not make sense for a “healthy” makeover. It is, after all, one of the most traveled vehicular corridors of Traverse City, a place to pass through on the way to somewhere else. But that’s not how neighbors and stakeholders see 8th.

To the residents of intown neighborhoods of Central, Old Towne, Boardman, Oak Park, and North Traverse Heights, 8th is a barrier that separates neighborhoods from each other and from treasured amenities and a missed opportunity to provide

neighborhood-oriented retail and services in a walkable environment. Planned streetscape improvements scheduled for construction starting this Spring are designed to address this issue. Then, there’s the bigger question of what happens on 8th? What kind of uses and activities do we promote and welcome as a community? What kinds of spaces and places do we want to create as the demand for redevelopment picks up after decades of no change? The inspiration for those answers is in 8th’s context: our healthy neighborhoods, our Health District, our healthy City, and our healthy Region.

Inspiration:

Our HEALTHY Region



County rankings for health outcomes (#1 being best) among the 83 counties in the state of Michigan.

Source:
County Health Rankings

Here in the five-county region, we are known for our love for nature and active living... and our health outcomes show it.

Our five-county region boasts beautiful natural areas, resplendent recreational resources, and vibrant small town charm. Overall, we are a healthy region economically and culturally. As a result, counties in our region consistently lead the state in terms of health outcomes.

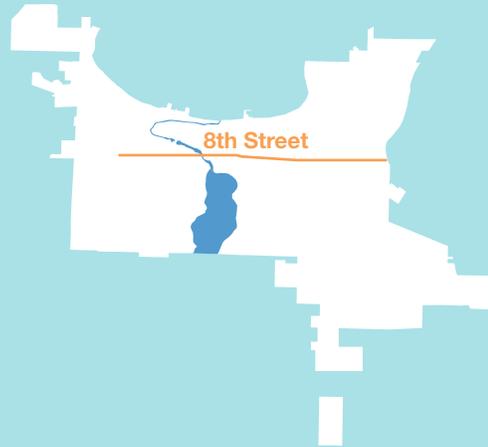
While, in the past, our region has lost its young and bright to big cities, we are seeing more of them return home to raise families. Our quality of life and world-class healthcare has also made our region a destination for active retirement.

However, much work remains to be done to make a more resilient economy, positively impact health outcomes for all socio-economic demographics, and promote a built environment capable of further improving our health, image, and experience.

Efforts underway include Accelerate Health, the Grand Traverse Regional Community Foundation's initiative, and public health efforts through Munson Medical Center, Michigan State University, and non-profits.

Inspiration:

Our HEALTHY City



Traverse City is a gateway to year-round activities in nature for its residents and visitors.

Traverse City today is a beautiful small city with a population of only 15,000 that offers a quality of life and diversity of natural amenities that is rare for a city of its size.

The Grand Traverse Bay, Boardman River, and Boardman Lake and a rich rural hinterland offer year-round activities that attract an average of 500,000 visitors annually. The man-made built environment includes a vibrant, walkable downtown core area surrounded by historic residential neighborhoods. The Downtown Development Authority (DDA) and Tax Increment Finance

(TIF) Districts help support the success of Downtown, and the City's recent certification as a Redevelopment Ready Community (RRC) by the Michigan Economic Development Corporation testifies to its suitability for investment – RRCs must be 'thoroughly prepared' for development in both planning and zoning terms in order to qualify.

Investments in improving walkability and biking in the city help enable healthy lifestyles. Guiding infill development and promoting optimal land uses encourage walkable urbanism.

Inspiration: Our HEALTHY Neighborhoods



Our neighborhoods offer a great quality of life with amenities nearby.

Beyond its renowned Downtown, Traverse City is a city of great neighborhoods with tree-lined streets and easy access to parks, trails, and waterfronts. The historic grid makes it easy to walk or bike from one's home to everything that Traverse City has to offer for a healthy lifestyle.

Cutting east-west across the entire city, 8th Street touches many of Traverse City's neighborhoods and serves as their commercial spine.

- Designated neighborhoods with neighborhood associations
- 8th St connection

Inspiration: Our HEALTH DISTRICT

Munson Healthcare provides world-class healthcare services to the five-county region and beyond at its flagship campus nestled among woods, wetlands, and a historic neighborhood in West Traverse City. The broader Health District includes the Medical Center, the nationally-renowned Cowell Cancer Center with adjoining wellness garden, the Grand Traverse Commons (a mixed-use community housed in historic buildings of the former Traverse City State Hospital), a senior community, a nursing home facility, and a botanical garden. 8th Street is anchored at its two ends by two Munson campuses: the Medical Center and Health District to the west, and the Community Health Center to the east.

Munson Healthcare works with community partners to prepare a Community Health Needs Assessment (CHNA) every three years to align its services and partnership initiatives with the priority health needs of the communities it serves.



THE BOTANIC GARDEN AT HISTORIC BARN'S PARK

GRAND TRAVERSE COMMONS NATURAL AREA

THE CATHEDRAL OF TREES HIKING AREA

THE VILLAGE AT GRAND TRAVERSE COMMONS

CORDIA INDEPENDENT LIVING

MUNSON MEDICAL CENTER

GRAND TRAVERSE CHILDREN'S CLINIC

GRAND TRAVERSE PAVILIONS

COWELL FAMILY CANCER CENTER

WELLNESS GARDEN

A photograph of two women participating in a winter running challenge on a snow-covered path. The woman on the left is wearing a black puffer jacket, black leggings, a light blue beanie, and blue running shoes. She is smiling and looking towards the camera. The woman on the right is wearing a black long-sleeve shirt, black leggings, a dark blue beanie, a grey scarf, and pink running shoes. She has a race bib on her chest with the number '05' visible. In the background, other runners are visible on the snowy path, and utility poles line the right side. The overall scene is a winter outdoor setting.

PART TWO
OUR
CHALLENGE

While we are among the healthiest in the state, we still have work to do to curb preventable chronic diseases and ensure access to care in our community.

The MiThrive project has brought together diverse partners together to identify the following priority community health needs in the region including Traverse City:

- How do we improve prevention and reduce health risk for the leading causes of death?
- How do we improve access to comprehensive healthcare for all?
- How do we ensure a community that provides preventive & accessible mental health and substance abuse services?
- How do we foster a sense of community that promotes trust and inclusion?
- How do we address basic needs to create resiliency and promote equity?
- How do we strengthen collaboration across multiple sectors to more effectively improve our communities?
- How can we empower more residents and community stakeholders to create a more inclusive system?

DEMOGRAPHICS AT A GLANCE (FOR NEIGHBORHOODS ALONG 8TH BETWEEN RIVER AND GARFIELD IN CENSUS TRACT 5512)

9.6%

FAMILIES IN POVERTY
COMPARED TO 6.3%
5-COUNTY AVERAGE

11.7%

UNINSURED
COMPARED TO 8.1%
5-COUNTY AVERAGE

-14%

LOWER MEDIAN
HOUSHOLD INCOME
COMPARED TO
5-COUNTY AVERAGE

7%

UNEMPLOYMENT
COMPARED TO 6.6%
5-COUNTY AVERAGE

Source: AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES (2013-2017); 5-COUNTY INCLUDES: ANTRIM, BENZIE, GRAND TRAVERSE, KALKASKA, LEEELANAU COUNTIES

We also need to transform unhealthy places in our City — including 8th Street — into environments that support health and wellbeing.



Eighth Street today is a corridor in search of an identity, and it lacks the urban infrastructure and development that typify healthy places. The street is mostly a vehicular thoroughfare, rather than a destination. Disparate and low-density land uses, challenging intersection crossings, and an abundance of surface parking lots, poor signage and deteriorating building stock typify the corridor.

Recent planning efforts, policy decisions, and infrastructure investments (including streetscape design) are seeking to transform the corridor into a more welcoming, robust corridor for people that includes choice, opportunity, and connectivity. The time is ripe to apply best practices in healthy placemaking to 8th Street.

The CDC has identified seven criteria for “healthy placemaking,” which can guide us in envisioning a “healthier” 8th Street corridor:

Research shows that the built environment supports health outcomes by:



PHYSICAL ACTIVITY

Providing more options to help people be physically active.



HEALTHY FOODS

Providing healthier and more affordable food choices.



TRANSPORTATION OPTIONS

Enabling people to go where they need to go in the communities more easily without a car.



SAFETY

Making people feel safer in their communities.



SOCIAL ACTIVITY SUPPORT

Facilitating more chances to get people to know their neighbors.



HOUSING OPTIONS

Providing a good place for all people to live regardless of age, abilities, or income.



HEALTHY ENVIRONMENT

Ensuring that everyone can live in a clean environment.

8th Street Study Area Challenges

- Trails
- Surface parking lot on 8th St
- Bicycle lanes
- Pedestrian crossing

Incomplete, car-oriented streetscape

Plans for better bicycle provisions along 8th Street will reduce the need for short car journeys, improving air quality

Low density development, underutilized parcels

Detached housing and generous parcel sizes result in a somewhat fragmented urban edge condition – prioritize infill

Governmental Center south parking lot 1

Opportunity exists to beautify parking lot and better connect 8th Street sidewalk to the Governmental Center river seating

Street edges blighted by parking lots 2

Better planting schemes needed to obscure parking areas from the pedestrianized street edge

Regional Wastewater Treatment Plant 3

Opportunity exists to educate the public on issues of sustainable water management through guided tours

Insufficient pedestrian crossing points 4

More crossing points, stronger kerb definition, refuge islands and greener boulevard edges needed

Why consider 8th Street assets and challenges?

Shining a light on 8th Street’s assets enables us to have a clear understanding of what works today, and what opportunities we can build on for the future. Highlighting challenges, similarly, allows us to focus on work that needs to be done in the near-, medium- and long-term horizon. Considered together, the assets and challenges are the foundation of an implementable vision that responds to the context and to community needs.



Incomplete, car-oriented streetscapes



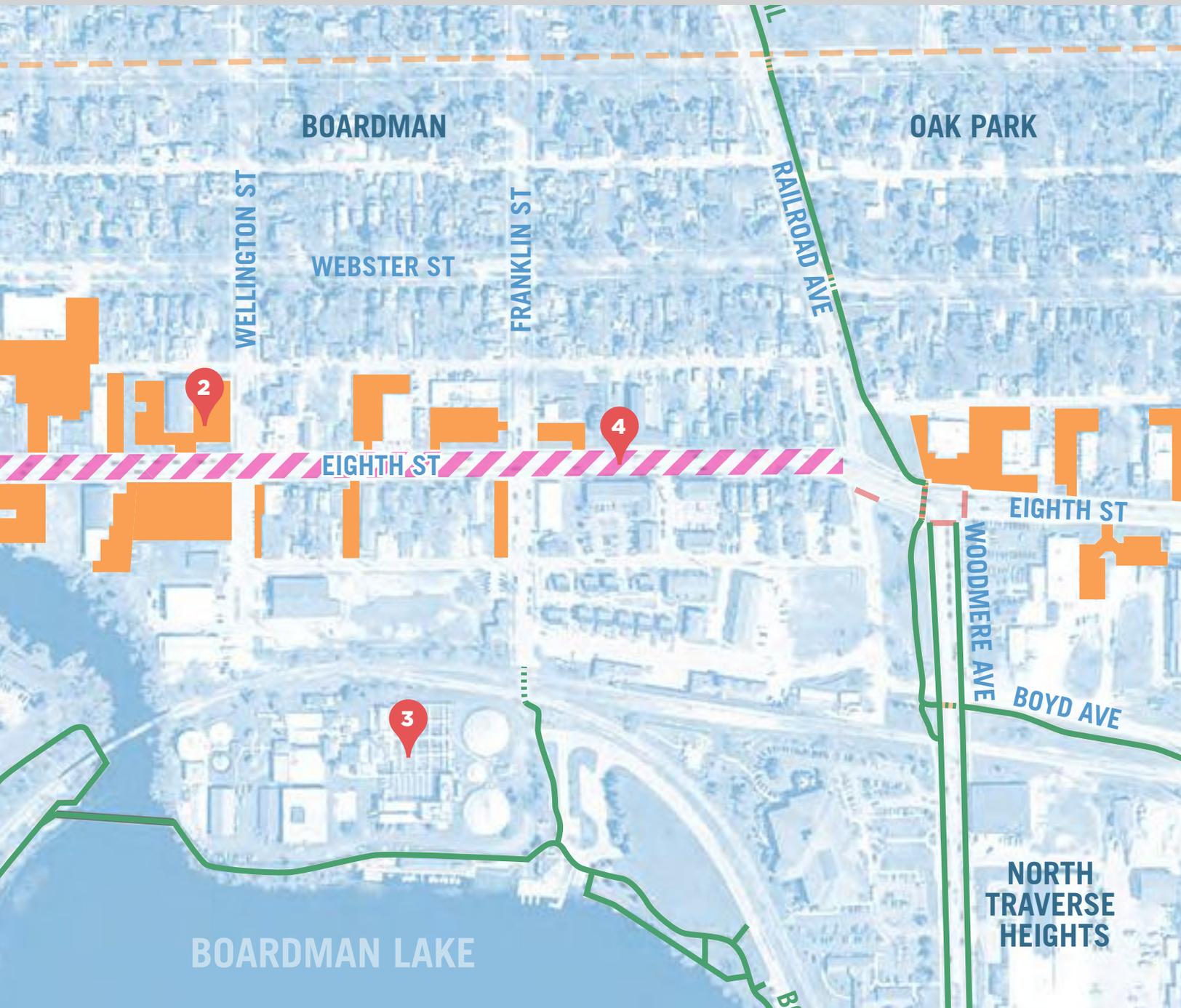
Street edge blighted by parking lots



Low density development, underutilized parcels



Governmental Center south parking lot



Regional Wastewater Treatment Plant

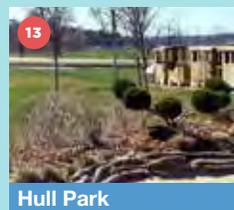


Insufficient pedestrian crossing points

8th Street Study Area Key Assets

- Trails
- Bicycle lanes
- Current/proposed DDA boundary
- Public parking lot

- | | |
|----------------------------------------------------------------|----|
| Regional Community Foundation | 1 |
| Enhancing quality of life in the Grand Traverse region | |
| Health-supporting church groups | 2 |
| Hiking groups, home cooking classes & other activities | |
| Boardman River (kayak, SUP, fishing) | 3 |
| Boardwalks activate the river's edge for promenading | |
| Oryana Community Co-Op | 4 |
| Fresh, nutritionally rich groceries that support local growers | |
| Governmental Center | 5 |
| County Clerk's office with riverside seating | |
| SEEDS Non-Profit | 6 |
| A force for local environmental education | |
| Commongrounds Cooperative | 7 |
| Community & tenant-owned mixed-use building | |
| Disability Network Northern Michigan | 8 |
| Organization helping people with disabilities & their families | |
| Regional Wastewater Treatment Plant | 9 |
| Opportunity for sustainable water management education | |
| Traverse Area Community Sailing | 10 |
| Easy access to Boardman Lake facilitating various watersports | |
| Raduno restaurant | 11 |
| Delicatessen and café featuring wholesome, no-frills food | |
| OTP Studio Theatre | 12 |
| Volunteer-run performing arts space | |
| New 'Depot' neighborhood | 13 |
| A recent community built by Habitat for Humanity | |
| The Filling Station microbrewery | 14 |
| Disused railroad station turned into gastropub | |
| Traverse Area District Library | 15 |
| Healthy, off-screen leisure that improves education access | |
| Brookside Family Medicine | 16 |
| Local practice affiliated with Munson Medical Center | |
| Brick Wheels bicycle shop | 17 |
| Sprawling bicycle shop with rentals & servicing available | |
| Addiction treatment services | 18 |
| Doctors, therapists, case managers & social workers on hand | |





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Commongrounds Cooperative



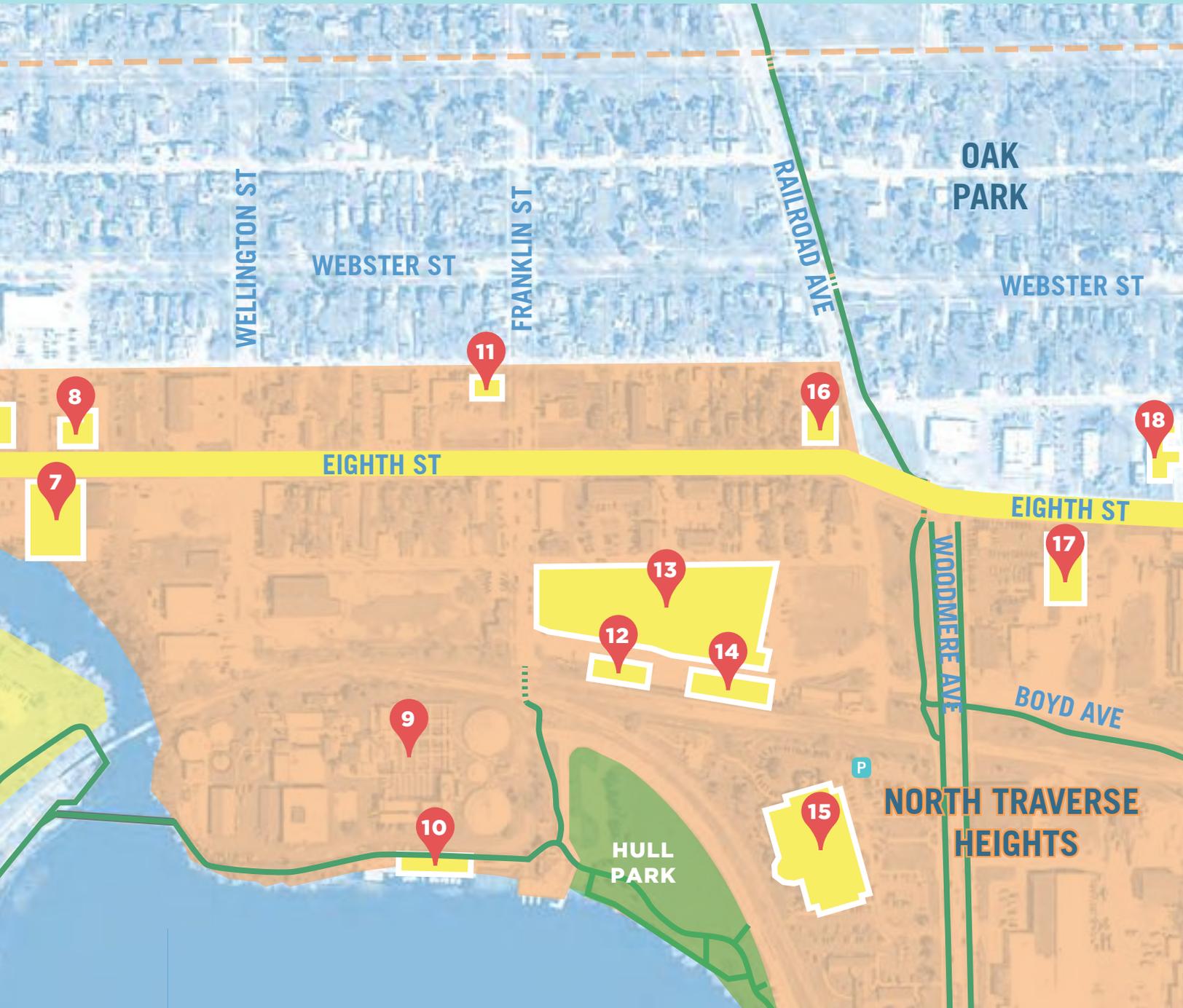
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Brookside Family Medicine



14

The Filling Station microbrewery



9

Traverse Area Community Sailing



12

New 'Depot' neighborhood



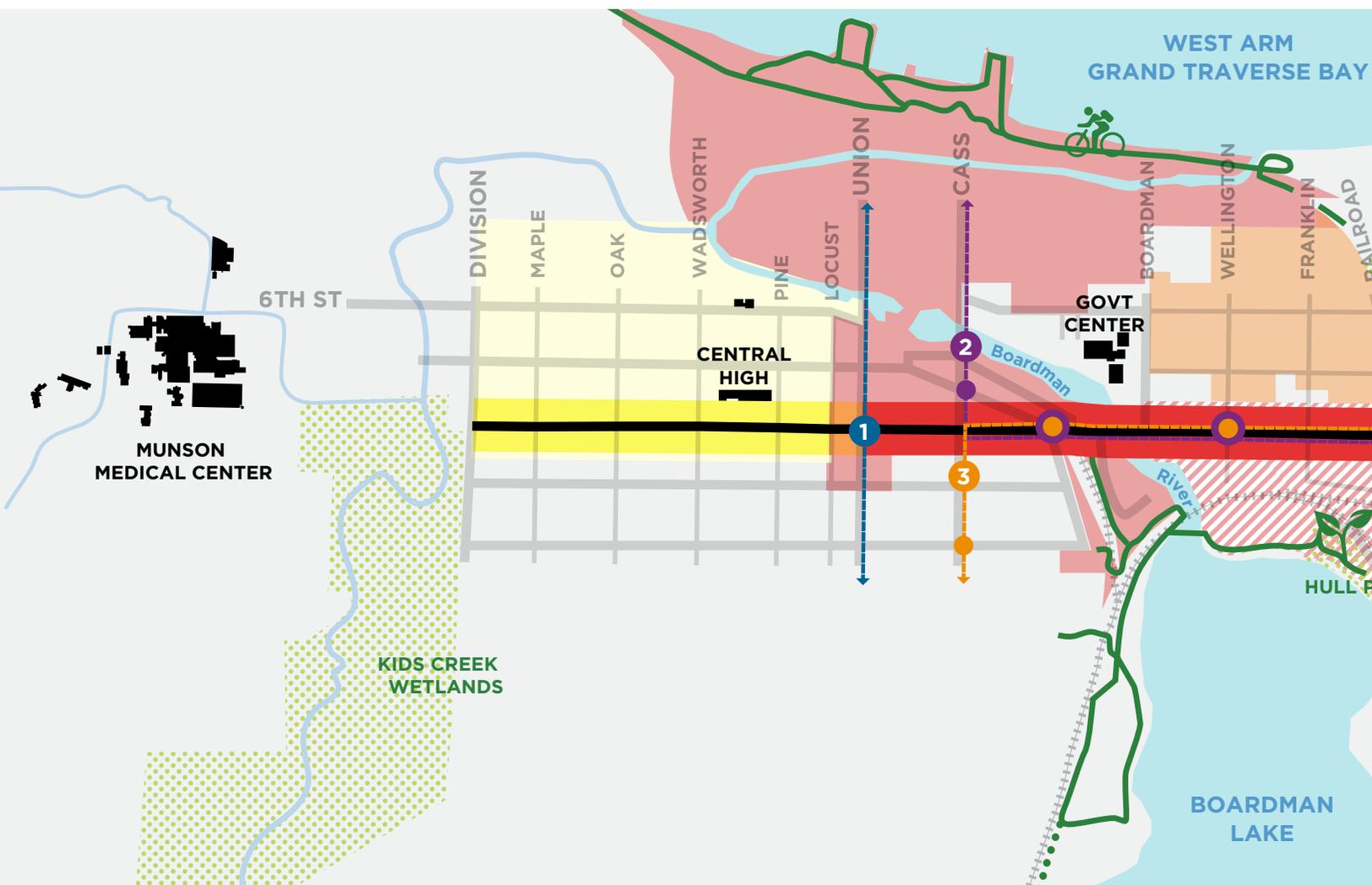
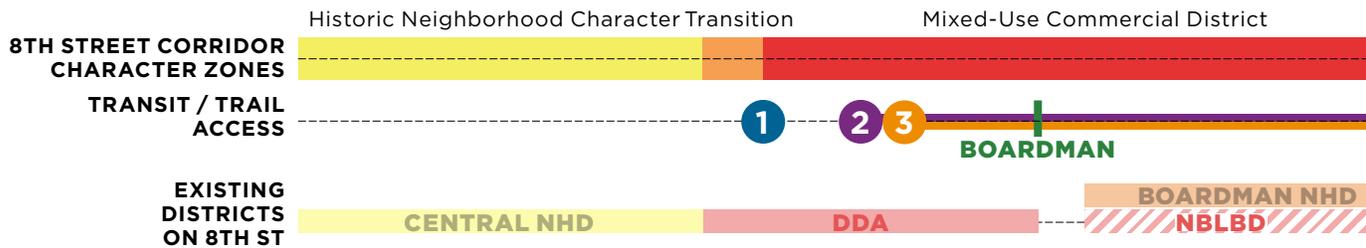
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Traverse Area District Library

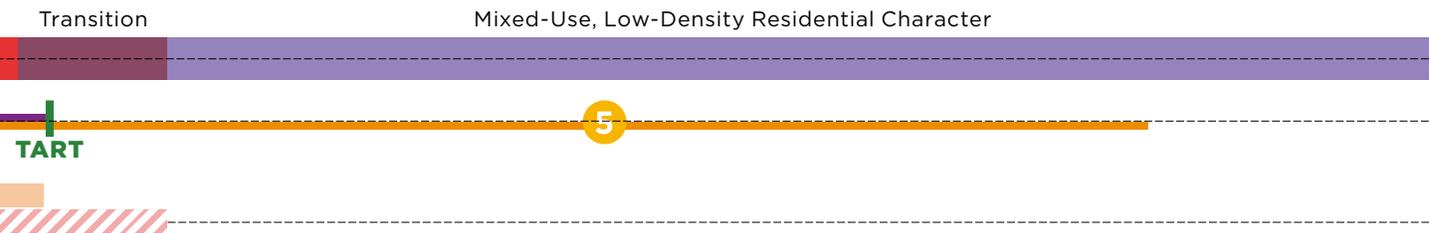
The Opportunity

A Broader Look at 8th

While the current efforts to transform 8th Street corridor are focused on the commercial segment identified as the **North Boardman Lake Business District (NBLBD)**, zooming out to the entire corridor reveals even greater opportunities and synergies. In this view, 8th Street stretches from the Munson Medical Center campus and Kid's Creek Wetlands to the Munson Community Health Center and East Arm Bay, connecting the City's landmark institutions, trail networks, and park / open space amenities of many types



along the way. This broader view shows how 8th transforms from a neighborhood street to a suburban corridor as it moves from east to west, highlighting the opportunity for greater connectivity between segments as well as the need for appropriate transitions between different use / character zones. Within this broader framework, there are opportunities to make each segment of 8th “healthier” with context-sensitive designs, policies, and initiatives that respond to the needs of adjacent users as well as those who visit / pass through.





PART THREE
DESIRED
FUTURE

Introducing...

The Healthy 8th Street Challenge

Just like a person who needs to be mindful of behavior that causes bad health outcomes, we as a community can intentionally reverse decisions that contribute to unhealthy built environments and challenge ourselves to invest in the actions that we know can create a place that supports overall health and wellbeing. As with any “challenge,” we can check progress and modify goals as we advance the cause.

Our Vision:

A Healthier 8th Street will be:

A gateway into nature for all in the region

8th Street extends 3 miles from Kid’s Creek wetlands in west Traverse City to the banks of East Arm Grand Traverse Bay, linking intown neighborhoods to many of the city and region’s open space and trail amenities along the way.

From east to west, 8th Street connects with Kid’s Creek Park / Mall Trail (via Division Street), TART in Town Trails (at Maple and Union Sts), the Boardman Lake Trail with planned future connections to the Boardman River Trail, Hull Park and the adjacent Children’s Garden, Traverse Area Community Sailing, the TART Trail (at Woodmere Ave), Grand Traverse County

Civic Center, Oakwood Cemetery, and East Bay beaches.

Community stakeholders have stated that heavily trafficked sections of 8th act as a barrier between neighborhoods and these amenities. With pedestrian and bike improvements in the works for 8th between Boardman and Woodmere Avenues, opportunity exists for a more focused look at the safety and accessibility of these desired connections. We also see opportunities for a systemic approach to the design, programming, and branding of 8th Street as a cross-town gateway to nature for residents and visitors.

A mixed-use gateway into Downtown that serves the needs of adjoining neighborhoods

Downtown Traverse City has realized a reinvigorated place where businesses and locals want to be. Traverse City has an opportunity to build upon that success with the reinvigorated 8th street. Understanding that there are several studies relating to the great corridors Traverse City has, (Corridor Master Plan, adopted 2013), with 8th street being a link to the Downtown.

Located less than half-a-mile from Downtown, 8th Street already a greater concentration of “affordable” housing and neighborhood businesses and restaurants that cater to the local workforce. As zoning changes are under way to promote more walkable, denser redevelopment, community stakeholders are eager to see 8th Street transform by connecting to the Downtown and being part of the “the local’s

Downtown,” an area that serves the neighborhoods and residents.

With greater density, 8th Street can accommodate the types of housing, businesses and service options that serve

a broader local demographic, including budget- and health-conscious millennials who are seeking to establish roots in a healthy place like Traverse City.

A place intentionally designed to support (and not degrade) the wellbeing of Traverse City residents

The message from neighbors, businesses, and community stakeholders is clear: 8th Street is an essential part of life on 8th, and remains a “diamond in the rough.” They demand that each project (like cuts in a diamond) be conceived and executed to unleash 8th Street’s potential to be a destination and connector that supports (and does not degrade) the residents’ quality of life.

The strength of this vision, and the consensus behind it, requires the establishment of an equally strong decision-making framework for urban redevelopment that oversees all aspects of change-making

from advocacy and policy-making to construction. In short, we are not going to get to a “Healthier 8th” unless we, as a community, take intentional steps to see our unified vision come to fruition.

What does it take to create intentional redevelopment? It takes vision, leadership, and commitment. It takes working across sectors and with partners to bring innovative problem-solving and new, localized ideas for change to the table.

8 Steps to a Healthier 8th

The following eight steps are informed by stakeholder comments, Munson Healthcare’s Community Health Needs Assessment, and the CDCs’ Healthy Community Design Checklist. The recommended actions are not intended to be a complete list, but rather a starting point for the **Healthy 8th Challenge**.



Provide safe connections between neighborhoods and public trails and recreational amenities along 8th Street

RATIONALE

Daily physical activity reduces the risk of chronic diseases, and makes us feel and sleep better. Studies show that improved access to parks increases frequency of exercise. Improved access to trails can also incentivize alternative commutes, reducing car use.

KEY FOUNDATIONAL ASSETS

Boardman River & Lake Trails
Hull Park
TART Trail
Great Traverse County Civic Center

RECOMMENDED ACTIONS

- A. Add signalized pedestrian crossings at Franklin Street and Lake Streets to enable safe crossing of 8th for neighborhood residents, including families with kids, who wish to access the Boardman Lake Trail
- B. Provide safe, public access to the western bank of the Boardman river between Legion Park and the Boardman Lake trail
- C. Enable access to Kidd’s Creek wetlands at 8th Street, with potential off-road connections to Medical Center / Grand Traverse Commons, and to the Buffalo Ridge trail
- D. Provide programming that brands 8th as a Gateway to Nature such as a 5K run/walk or a cyclovia that spans the entire corridor
- E. Promote healthy transit stops with partnerships on transit shelter purchases, benches, planter boxes, and trash and recycling receptacles.



Green 8th Street corridor

RATIONALE

Studies show that exposure to nature and greenery makes people healthier, and promotes coping. Parks promote the social health of communities and children’s learning.

KEY FOUNDATIONAL ASSETS

8th Street in Central Neighborhood
Hull Park

RECOMMENDED ACTIONS

- A. Provide a shade tree canopy on both sides of 8th Street, with street trees planted 20’-30’ apart to create continuous coverage along the entire length of 8th Corridor from Division Street to East Bay
- B. Provide public pocket parks along the commercial corridor stretching between Locust and Barlow Streets. As 8th Street densifies, these spaces will become desirable places of gathering and respite
- C. Require a planted green buffer with trees on any parking lots located adjacent to sidewalks
- D. Encourage developers to incorporate usable green spaces, and green stormwater infrastructure onto their projects on 8th Street



Create places and policies to attract young talent and companies to host health technology innovation on 8th

RATIONALE

Providing spaces for innovation can spur economic development that supports the transformation of the corridor, and can help foster local solution-making to address population health challenges.

KEY FOUNDATIONAL ASSETS

Accelerate: the Movement for Well-being
Common Grounds (planned)

RECOMMENDED ACTIONS

- A. Extend DDA District to have a focused plan for new businesses, to implement smart strategic place setting infrastructure to encourage new investment
- B. Extend the “Destination Downtown” free transit pass program to the district, funded by the Downtown Development Authority and Traverse City Parking Services in partnership with the Bay Area Transportation Authority
- C. DDA in partnership with the EDO attract new health technology innovation businesses
- D. Engage local and regional higher education institutions to align research and entrepreneurship with the private sector centered on health technology
- E. Provide subsidized space for start-up companies



Provide “missing middle” housing options to make the car-free, healthy urban lifestyle attainable

RATIONALE

Housing is health: Studies link stable, affordable housing to reduced ED visits and healthcare costs. Providing workforce housing in proximity to jobs and transit can support the health and wellbeing of working families.

KEY FOUNDATIONAL ASSETS

Central, Boardman, Old Towne, and North Traverse Heights neighborhoods
The Depot Neighborhood
Common Grounds (planned)
Two new LITHC developments (planned)
Transitional housing (planned)

RECOMMENDED ACTIONS

- A. Update the Traverse City section of the 2014 Target Market Analysis (TMA) Study to reflect current state and to reflect the growing impact of short-term rentals on housing affordability for the local workforce. The updated study should set targets for new housing, and identify policy changes and actions to meet those targets.
- B. Hold a public / stakeholder workshop to discuss implications of the updated TMA Study for 8th Street. Identify type(s) of housing options that should be encouraged on 8th Street, along with target locations, and key development and design criteria that meet community needs.
- C. Promote the development of mixed-income housing options at the project and corridor level along 8th Street.
- D. Encourage active ground floor uses, including retail storefronts and restaurants, below multi-family housing projects located along 8th

INSPIRATION

City of Portland, Maine — a tourist and foodie destination with similar housing challenges — reports on the “State of Housing in Portland” each year to assess changes in the housing market and track its progress towards its 2035 Comprehensive Plan goals related to housing. This process has enabled Portland to take strong policy and regulatory actions, and to facilitate construction of the types of housing needed in the city.



Promote compact, pedestrian-oriented development with nodes of concentrated activity

RATIONALE

Walkability increases in environments that are denser, diverse (uses), proximate to transit, and designed to accommodate safe pedestrian and bike activity.

KEY FOUNDATIONAL ASSETS

8th Street Streetscape and Infrastructure Capital Project (under construction)
Infill Development Proposals (including Commons Grounds)

RECOMMENDED ACTIONS

- A. Adopt zoning that creates a pedestrian-oriented built environment by regulating future building's relationship to the street, location and frequency of pedestrian entrances, and transparency of ground floors, and the location of parking and service entrances
- B. Promote the creation of mixed-use commercial nodes or "villages" at 8th / Boardman and 8th / Franklin by allowing taller buildings and higher densities at these gateway locations.
- C. Require appropriate and adequate transition from the 8th Street corridor to the scale of abutting residential neighborhoods



Provide access to affordable produce, and family-friendly, healthy dining options on 8th Street

RATIONALE

Eating a healthy and balanced diet is fundamental to health, yet a challenge to achieve, in particular for young working parents who are on a budget, and have time constraints.

KEY FOUNDATIONAL ASSETS

Oryana Natural Foods Market
Raduno: Gather and Eat
The Filling Station Microbrewery

RECOMMENDED ACTIONS

- A. Advertise 8th Street as a healthy eating corridor for local families by creating a brand around existing healthy grocery shopping and dining options
- B. Work with local chefs and restaurant owners to develop concepts for affordable, and healthy sit-down and "grab-and-go" dining options on 8th Street
- C. Institute a weekly Farmer's market at the Governmental Center parking lot or the Traverse Area District Library with subsidized access to vegetables for SNAP program participants
- D. Work with CSA providers to create a new drop-off location



Provide access to primary / preventive care and mental health support services

RATIONALE

Access to health services preventing and managing disease, reducing unnecessary disability and premature death, and achieving health equity for all Americans.

KEY FOUNDATIONAL ASSETS

Munson Community Health Ctr
Brookside Family Medicine
Disability Network
Planned Parenthood - Karen Christensen Walker Health Ctr
Addiction Treatment Services
NAMI Grand Traverse

RECOMMENDED ACTIONS

- A. Work with partners to identify Traverse City-specific implementation actions for the priority community health needs identified in the regional Community Health Needs Assessment (CHNA)
- B. Provide convenient, affordable, and consumer-oriented care options for the younger and older demographics with limited incomes who live within or around the 8th Street corridor



Empower residents to take ownership of their health and make the right decisions

RATIONALE

Health literacy is central to a person's ability to engage in self-care and chronic-disease management, and key to achieving healthcare equity in our communities.

KEY FOUNDATIONAL ASSETS

Munson Community Health Ctr
Traverse Area District Library

RECOMMENDED ACTIONS

- A. Provide free or low-cost health-education classes at easily-accessible public facilities along 8th
- B. Support free, outdoor public exercise programs such as yoga in Hull Park
- C. Provide cooking demonstrations for children at the Grand Traverse Children's Garden and Learning Garden at Hull Park
- D. Institute a "Walk with a Doc" at the Boardman Lake Trail

Addressing the Challenge: **How do we get there?**

The Downtown Development Authority (DDA) is well-positioned to address the challenge. It can take both direct action and action through partnership to achieve implementation. Direct action includes expanding the DDA boundary to include 8th Street, which will extend the benefits and services of the DDA to this corridor. Benefits include: public infrastructure improvement, services, transportation and parking solutions, event programming, strategic planning, business support, and marketing/promotion. The DDA can also provide continuity and consistency in evaluating and advising on development proposals and public investments to make sure new development occurs in a coordinated way

that aligns with the goals of this plan.

Due to the community experiencing a high degree of “planning fatigue” – or having too many planning efforts occur in a short amount of time so that people become reluctant to participate – the DDA has the capacity and ability to ‘own’ this plan, dedicate resources, and build partnerships to move forward.

The DDA is capable of promoting the “Healthy 8th Street” brand and implementing the vision, but cannot address the challenge on its own. The DDA should seek support and funding through partnerships with the following entities.



Non-Profit Organizations (NPOs)

Work with existing, local NPOs to address housing (especially for mixed-income communities), health, and economic development components on the Healthy 8th Street Challenge.

- Address the “missing middle” and mixed-income housing issues by working closely with groups like Housing North, Networks Northwest, and others
- Update 2014 Framework Plan, led by Networks Northwest, to address housing challenges including new issue such as short term rentals (STRs)
- Align goals and establish common metrics of the Healthy 8th Street Challenge with health-oriented NPOs including Munson Medical Center, Northwest Michigan Health Services, and others
- Promote small business growth, job creation, and health innovation by working with the North Boardman Lake Business Association, Traverse City Area Chamber of Commerce,
- Ensure the goals, resources and programs of Accelerate Health, the Grand Traverse Regional Community Foundation’s initiative, is aligned with the Healthy 8th Street Challenge where appropriate and feasible

Addressing the Challenge:

How do we get there?

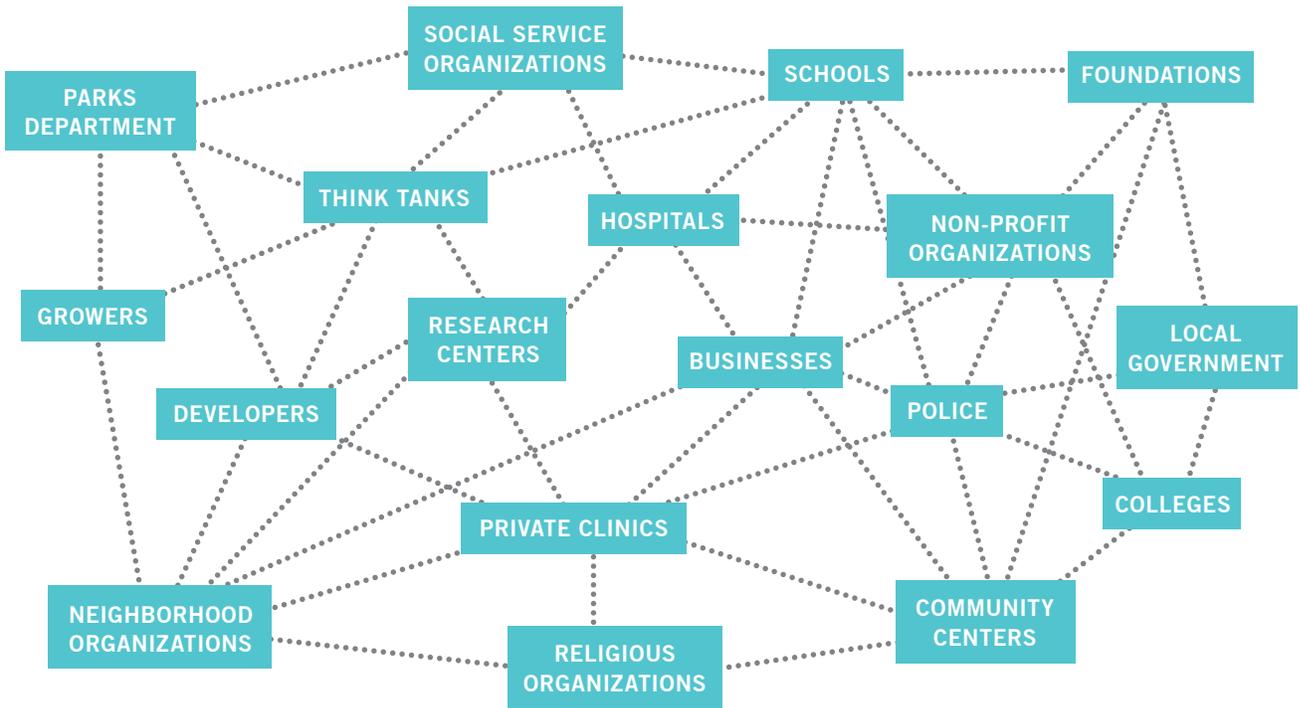
Local Government

- Continue the positive capital investment the City of Traverse City is making to improve the streetscape and utility infrastructure on 8th Street as part of a multi-phase project
- Update zoning to encourage infill development taller than 1 story and permitting a mix of uses
- Explore creating an Obsolete Property Rehabilitation District (OPRA) through the State of Michigan to obtain tax credits for redevelopment of existing commercial properties that are blighted.
- Support Traverse City Light and Power's effort to build improved fiber infrastructure
- Work with the City and County on seeking ways to optimize the Government Center surface parking lot located at 8th Street and along the Boardman River as the site is a great opportunity for development that meets the goals and aspirations of this plan.

Institutional and Private Sectors

- Market investment opportunities include select sites and development incentives to potential development partners both regionally and nationally
- Connect developers with pro-active property owners
- Collaborate with health and higher education institutions and the entrepreneurial private sector to promote health innovation/health technology where feasible
- Attract a health care service provider to the district that focuses on wellness, preventative care

We can work together to meet this challenge.



It takes a village... no single entity can control and influence all the factors that, when combined with individual behaviours, support health. Healthy behaviours must be encouraged and barriers to healthy behaviours removed.

We have our challenge set to transform the 8th Street from a car-oriented corridor into a healthy place that supports the types of uses and activities that improve the health of Traverse City residents. Our first step is to form a coalition of individuals

and organizations that can each respond to a specific aspect of the challenge. The sum of our efforts, when coordinated and synergized, will take us further than any one individual and organization can go.

The Challenge is On, Traverse City. Let's make this happen!

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