

Traverse City Downtown Development Authority Ad Hoc Meeting

Friday, December 13, 2024

9:30 am

Commission Chambers, 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 Harry Burkholder, Executive Director
(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 Ad
Hoc meeting**

Agenda

	Page
1. CALL TO ORDER	
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2. ROLL CALL	
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3. ADOPTION OF MINUTES	
A. <i>Consideration of approving the minutes from the November 9, 2024 Ad Hoc Committee Meeting (approval recommended)</i>	3 - 4
November 9, 2024 Ad Hoc Meeting Minutes - PDF	
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4. OLD BUSINESS	
A. Strategic Planning	5 - 8
Strategic Planning Memo (Burkholder) - PDF	
Project Priority Criteria - PDF	
Priority Map -PDF	
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5. PUBLIC COMMENT	
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6. ADJOURNMENT	



**Minutes of the
Downtown Development Authority Ad Hoc Committee
Saturday, November 9, 2024**

An Ad Hoc meeting of the Downtown Development Authority of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 8:00 a.m.

The following Board Members were in attendance: Board Members: Spencer, Slosky, Joubran and Hardy

The following Board Members were absent: None

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Hardy called the DDA Ad Hoc Committee meeting to order at 8:03 am.

(b) **ROLL CALL**

(c) **NEW BUSINESS**

(1) Strategic Planning and Project Priorities

The following addressed the Ad Hoc Committee:

Harry Burkholder
Scott Hardy
Ed Slosky
Jeff Joubran
Shelley Spencer

(d) **PUBLIC COMMENT**

N/A

(e) **ADJOURNMENT**

Chairperson Hardy adjourned the meeting at 9:47

Harry Burkholder, DDA Executive
Director

Draft



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MEMORANDUM

To: DDA Ad Hoc Committee
From: Harry Burkholder, Executive Director
Date: December 10, 2024
Re: TIF-97 Budget Priorities

Picking up from discussions at our previous Ad Hoc Committee and our November 15th Board Meeting, the Ad Hoc Committee is charged with bringing back recommendations regarding what capital improvement projects we want to focus on and complete over the next three years – given that, if TIF-97 is not extended, it will formally expire in December of 2027. As was previously mentioned, the DDA has three budget cycles remaining to fund and complete capital improvement projects, so it is imperative that we move forward with our priorities.

As you recall, at our last Ad Hoc meeting, we reviewed and discussed the criteria we would use to evaluate and prioritize the potential capital improvement projects. This criteria “scorecard” is included with a slight modification - adding criteria that considers how the project address climate change and the longevity of projects. While the list of criteria is comprehensive, it feels a bit overwhelming. Therefore, I think it might be helpful if each member of the Ad Hoc Committee identifies their top five (5) criteria and then use those criteria to rank their project priorities.

Just for some context, at our last full Board meeting, after each member discussed where their priorities were leaning, it appeared Rotary Square and Boardman/Ottaway Riverwalk + J. Smith Walkway were most frequently identified as top priorities. Two-Way Conversion, East Front Street and Farmers Market were frequently identified as secondary priorities.

Please be prepared to discuss your criteria and project priorities at the meeting. I will be presenting what I feel should be the DDA’s priorities as well. I’m looking forward to a good discussion.

Criteria to Consider	Project Priorities						
	Rotary Square	Farmers Market Shed	Boardman/Ottaway Riverwalk + J. Smith Walkway	Two Way Circulation	Bayfront TART Trail	East Front Street/Gateway	Ambassador Program*
1. Can this project compliment or be incorporated into an existing city project?	Yes, potential tie into the FishPass Project	The city has identified plans to reconstruct and reconfigure Lot B, including adding stormwater infrastructure.			The city is a funding partner and stakeholder in the expansion of the Bayfront TART Trail	The city has identified plans for underground utility work if the street is replaced	
2. What is the current status of this project?	Conceptual and schematic design process has begun	Schematic design was developed in 2019, but final engineering would need to be revised to account for a reconfigured Lot B	A conceptual design was developed as part of the 2019 Unified Plan. The next phase would be working with a design engineer	In progress and up for approval of extension	In progress in collaboration with stakeholders	Project has been proposed, next phase would be developing a design	*This is not a capital project but an employee or contractor. Research into potential contracting options has begun
3. How much money has already been invested into this project?	\$1.75 million		\$350,000		\$200,000	\$319,000	\$0
4. What is the total cost estimate of this project?	TBD as part of design process	Shed: TBD: Repaving: \$400,000; Stormwater: \$600,000	Estimated \$5 million	TBD	\$200,000 from DDA	Estimated \$5 million	TBD based on contract vs. hire
5. Does this project have broad community support?	Events and farmers market held here have been successful, and the DDA continues to receive inquiries from the community about using the space	89% of respondents to the Moving Downtown Forward survey ranked stormwater infrastructure as a top priority. The farmers market is the most popular in the region and investing in its upgrades would likely be well received.	This project addresses two of the top three issues residents ranked as top priorities in the Moving Downtown Forward survey. When asked what physical improvements they found most important to downtown, 79% said implementing the proposed improvements to the Lower Boardman and 77% said making downtown more pedestrian-friendly and accessible	Feedback on two way traffic on State has been well-received, with noted improvements. With the parkway construction causing considerable changes in traffic patterns, it is not yet clear how two way traffic will operate and be received under standard circumstances	This stretch of trail is extremely popular, with over 2 million annual visits. In the Moving Downtown Forward survey, 65% of respondents said improving connectivity between downtown and the Bay was an important physical improvement project	Business owners on this stretch of East Front have expressed support for new streetscaping plan. In the Moving Downtown Forward survey, general appearance of downtown was ranked as the top characteristic respondents have noticed an improvement in, indicating support for similar projects	59% of respondents to the Moving Downtown Forward survey said providing additional maintenance including trash, snow removal, flower care, etc. was important. Additionally, in the DTCA's summer merchant survey, several merchants indicated downtown needing more cleanliness support
6. Does this project have City Commission support? Will it align with the City's strategic plan?							
7. Is completion of this project feasible by 2027?	Yes - Phase One	Depending on final cost and timeline by which the city can break ground on Lot B infrastructure and reconfiguration	Yes, somewhat determined by state permitting, if needed	Maybe	Yes	Maybe, depending on scale of project	Yes
9. What is the return on investment of this project? - Environmental - New Private Investment - Placemaking	As a space intended for events, this project could draw thousands of annual visitors downtown	With improved infrastructure, the farmers market may see an uptick in visitors and spending, which already draws 76,000 annual visitors and \$1,700-\$3,000 additional dollars spent in the community per market day	The project design is intended to serve as a gathering space and improve connectivity, drawing visitors and providing a space to spend more time and money downtown. Environmental opportunities associated with stormwater BMP's	Studies have shown two way traffic encourages economic development, improves livability, improves traffic safety, and encourages multimodal travel			The impact of an in house employee dedicated to maintaining downtown's appearance is a worthwhile investment that will be noticed by merchants, residents, and visitors
10. Is this project considered core infrastructure or an amenity?	Amenity	Core and Amenity	Amenity	Core	Amenity	Core and amenity	N/A
11. Is this project a predecessor to future project components or separate projects?	Likely not a predecessor to additional infrastructure, but a predecessor to future community events		Yes, the proposed river improvements are to be done in phases, with this project being Phase 1-A	Pending outcomes of the pilot's extension, we may learn additional projects are needed	Yes, this trail improvement is part of the larger plans for the Bayfront TART Trail and Grandview Parkway		Potentially, depending on outcomes of the role
12. What are the long term maintenance obligations of this project?	Depending on final design, Rotary Square will at least need lawn maintenance and may include infrastructure that may need maintenance	During the farmers market season, the shed will need basic maintenance and may need long term building maintenance. The lot and stormwater infrastructure will need continued city maintenance	Will need standard long term infrastructure maintenance depending on the sustainability of the building materials	Pending outcomes of the pilot's extension, we may learn additional maintenance above current levels is needed	N/A	Would need standard long term infrastructure maintenance	N/A
13. What are the long term staffing obligations of this project?	Depending on the direction and programming needs of the project, Rotary Square may need dedicated staff	No change in current staffing should be necessary as a result of this project	No change in current staffing should be necessary as a result of this project	No change in current staffing should be necessary as a result of this project	N/A	No change in current staffing should be necessary as a result of this project	One or two contractors or full time employees
14. What is this project's potential for outside funding sources (e.g., grants)?	High	High	High	Low	DDA is one of several city and regional organizations financing this project	State or federal placemaking grant opportunities may be available	N/A
15. What are the climate change, sustainability, and environmental impact considerations of this project?	Proximity could allow for future ties to Fish Pass's work	Incorporates stormwater infrastructure and supports local agriculture	Includes naturalization of hardened waters edge in project design, will aid in protection of water quality, and encourage non-motorized transportation	Potential of lower carbon emissions	Encourages non-motorized transportation	Opportunity for stormwater infrastructure upgrades	Serves as an on the ground source for keeping downtown clean and aware of potential environmental issues
16. What is the longevity of this project?	As a community meeting space, Rotary Square has the potential to become home to timeless city traditions and has a potentially infinite life cycle with comparatively little maintenance	The Farmers Market Shed is a permanent structure that will turn the market to an actual destination, solidifying its physical presence and expanding its future reach	As the river is a permanent feature of downtown, Phase 1-A would be the first step of a completely transformational amenity for downtown that can be expanded upon and last for generations to come	Two way circulation on State Street can remain for as long as the city deems it to be beneficial to downtown	The TART Trail has been a beloved and defining public amenity of Traverse City for over three decades and is sure to remain popular and frequently used for decades to come	While all street scaping has a natural life cycle, the specific design, particularly a gateway, has the potential to become symbolic imagery associated with Traverse City for future generations of residents and visitors	Depending on future budgets and labor pools, this position could become a necessity to city maintenance or even grow to a larger team



Rotary Square

Project Background

- Project was identified in the original TIF-97 Plan
- 2018 - DDA received a \$2-million appropriation from the State of Michigan for this project
- 2020 – DDA received a \$1-million award from Rotary Charities for this project
- 2020 - DDA purchased the site from TCF Bank for \$1.75 million
- DDA has cleared and seeded the site and added a formal sign
- DDA has held a handful of community events on the site, include the 2024 Farmers Market
- DDA continues to receive interest from community organization to use the space for events

Current Status/Opportunity

- 2024 - DDA formalized an agreement with Progressive Associates for \$141,600 to facilitate public engagement process, create a conceptual and schematic design and provide cost estimates for implementation for the square – targeting “phase one” design by May 2024



Farmers Market Shed

Project Background

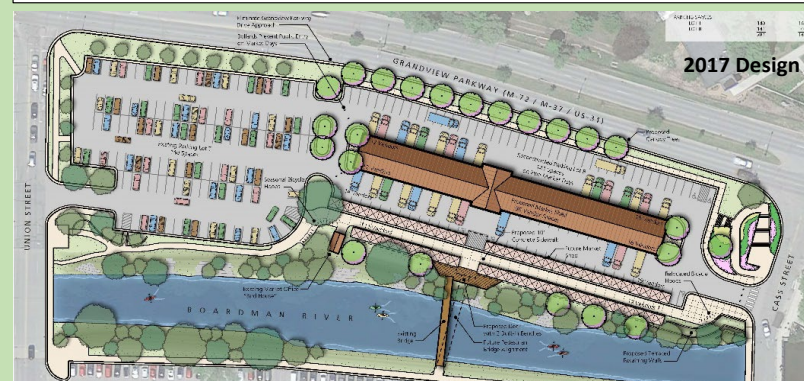
- Farmers Market was established in 1984
- Site sits on city parkland
- 2016 - DDA commissions a study on the impacts of the Farmers Market. Key Findings:
 - Attracts roughly 76,000 people annually (2,500 people on Saturdays)
 - Market visitors spend \$1,700 - \$3,000 in the surrounding community each market day
- 2017 - DDA hired Beckett and Reader to design for a permanent Shed
- Cost estimates for the Shed total roughly \$2-million
- Fundraising efforts started – with an initial pledge by the DDA of \$400,000
- 2018 - Project paused indefinitely

Current Status/Opportunity

- Repaving of Lot B has been included in the city’s CIP Plan for many years
- The city has renewed interest in repaving Lot B, but also adding stormwater infrastructure on the site
- Estimated Costs: Repaving (\$400,000) Stormwater (\$600,000)
- When repaving project moves forward, Lot B will be reconfigured (eliminating some parking spaces) to align with the Lower Boardman Unified Plan and egress will be eliminated from Lot T and Grandview Parkway.
- Remaining parking would be preserved for all non-market days
- Project could compliment and connect to future Boardman/Ottaway Riverwalk

Considerations

- Updated engineering and schematic design and cost estimates for a permanent Shed is needed to align with reconfigured parking lot



Boardman/Ottaway Riverwalk – Phase 1-A
J-Smith Walkway, Pedestrian Bridge, Naturalized Abutment
Approvements and Stormwater Infrastructure

Project Background

- 2018 – DDA hired SmithGroup in 2018 for \$40,000 to develop Lower Boardman Unified Plan
- 2021 - DDA and City Commission adopt Lower Boardman Unified Plan
- 2022 - DDA hired INFORM Studio for \$318,000 to develop conceptual design for new “Riverwalk”
- Inform Studio provides preliminary cost estimates for each “reach” of the Riverwalk
- 2024 - DDA terminates \$1million grant agreement for implementation of Phase I-A dies to time constraints

Current Status/Opportunity

- J-Smith Walkway and Pedestrian Bridge in need of new treatment
- INFORM Studio provided \$1.7 million estimate to facilitate final engineering and schematic design

Considerations

- State permitting to do work in the river
- Project identified as a priority ion the Moving Downtown Forward Report
- Additional grant dollars like available





East Front Street

Project Background

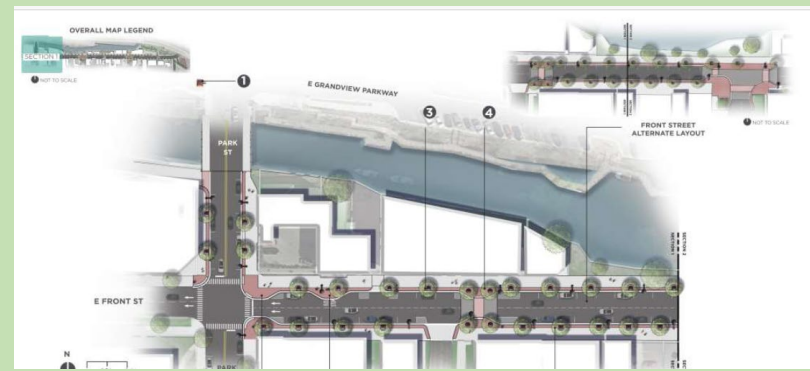
- 2020 - DDA hired Progressive AE for \$319,000 to develop a new design/streetscaping plan for East Front Street (from Grandview Parkway to Park Street)
- 2021 - DDA finalizes streetscaping plan for East Front Street, project estimated around \$5-million (Business and Property Owner Support)
- Implementation paused indefinitely due to debate on final design
- Debate on final design provided impetus for the two-way study and Mobility Action Plan
- 2024 - New intersection design for East Front Street and Grandview Parkway implemented in MDOT's reconstruction of Grandview Parkway

Current Status/Opportunity

- Implementation paused indefinitely due to debate on final design and completion of the Mobility Action Plan

Considerations

- Requires final design and engineering plan and revised cost estimates
- New entryway into downtown from Grandview Parkway recently completed provides additional space for a "gateway" feature
- Another major construction project that would shut down a portion of Downtown during construction
- One of the last streets in Downtown without streetscaping treatment
- Unclear (at this time) how project would directly tie into a two-way pilot on Front Street
- City has interest in upgrading underground utilities if East Front Street is reconstructed
- Continued political debate on how the street will accommodate cyclists
- Mobility Action Plan is complete



Two-Way Pilot

Project Background

- 2020 - DDA commissioned two-way study with Progressive AE following planning process and pause in East Front Street project
- Nov. 2022 (with DDA Board and CC support) DDA and City initiated a two-year pilot to convert State, Pine and Boardman
- DDA utilized TIF-97 funding for small physical modifications and signage as well as contract with Progressive for data gathering and analysis.

Current Status/Opportunity

- Two-Way Pilot ended in October
- Seeking approval for two-year extension (considering Front Street)
- Currently budgeted for \$500,000

Considerations

- Acceptability of Two-Way on Front Street
- Costs for continued data collection and monitoring
- Costs and timeline for additional physical improvements and modifications
- Long-term funding needs if the pilot is made permanent
- Partnership with the City
- Consistent with national trends



Bayfront TART Trail Improvements - Phase Two

History

- 2022 – DDA partnered with City and TART to facilitate design and engineering for trail expansion
- Budgeted \$200,000 in 2023/2024 for implementation, but didn't spend it
- Budgeted \$200,000 in 2024/2025
- 2024 - Phase One Completed. Applied to roughly one-mile of new trail
- Total project \$1.2 million – partially funded through a RAP grant

Considerations

- DDA budgeted for two years, but costs only incurred this fiscal year.
- Phase Two Scope (Open Space to Division)
- Proof of concept, solid partnership and highly visible
- Entire scope extends from West End Beach to Eastern Avenue – connecting with outside neighborhoods and voting precincts



Ambassador Program

History

- Concept discussed by staff for several years
- Currently use YouthWorks during the summer to provide clean and green services, but its limited

Considerations

- Very visible and addresses common criticisms
- Program could be supported through internal staff or contractors
- Need to secure equipment