



CITY OF TRAVERSE CITY MASTER PLAN

2009



A Community of Neighborhoods and the Relationships They Foster

Adopted July 15, 2009

Amended July 3, 2017

Vision and Principles

The Master Plan is a collective vision of the community's future. Our aim is to retain and maintain the intimacy and spirit shaped by those who have come before us and sculpted the culture of our spaces. We endorse what we are, yet recognize we are evolving. Our vision and the principles that guide it are based on the planning traditions that have shaped this place we care so much about.

Vision Statement

Traverse City is a regional center comprised of connected and related neighborhoods - residential, business, public, recreational and mixed. This plan promotes and protects the vitality, diversity and improvement of our neighborhoods.

Core Principles

Seven core principles guide our vision. These principles guide land use decisions and ask the right questions in our dialog with citizens about their ideas.

- 1 The intensity of any land use should be the focus of land use decisions.
- 2 Social, economic and residential diversity and vitality are important to our future.
- 3 Our neighborhoods need to be preserved and enhanced as they evolve.
- 4 Natural and historic resources are limited and need to be protected.
- 5 Services should be conveniently located.
- 6 Transportation choices are important to our vitality and environmental health.
- 7 Maintaining a healthy and vibrant City is important to the region.

5

Services should be conveniently located.

6

Transportation choices are important to our vitality and environmental health.

Core Principles

The intensity of any land use should be the focus of land use decisions. Moderate intensity residential areas. Moderate noise and other emissions. Moderate levels of street and pedestrian lighting.

Social, economic and residential diversity and stability are key to our future. Single family detached dwellings, moderate density with some multi-family dwellings, and home occupations.

Our neighborhoods need to be preserved and protected as they evolve. Higher intensity neighborhoods must step down intensity when at the borders of this neighborhood type.

Natural and historic resources are limited and need to be protected.

Neighborhood parks, recreation facilities and civic spaces with more formal infrastructure compared to the Conventional (TC-2) neighborhoods.

Services should be conveniently located. Neighborhood level services, schools, parks and places of worship.

Transportation choices are important to our vitality and environmental health.

Formal interconnected street pattern with sidewalks and alleys. Typical Streets are curbed and tree lined. Public transportation is easily accessed.

Maintaining a healthy and vibrant City is important to the region. Healthy residential neighborhoods stabilize and strengthen Corridor and Downtown Neighborhoods.



Services should be conveniently located.

Neighborhood level services, schools, parks and places of worship.

Transportation choices are important to our vitality and environmental health.

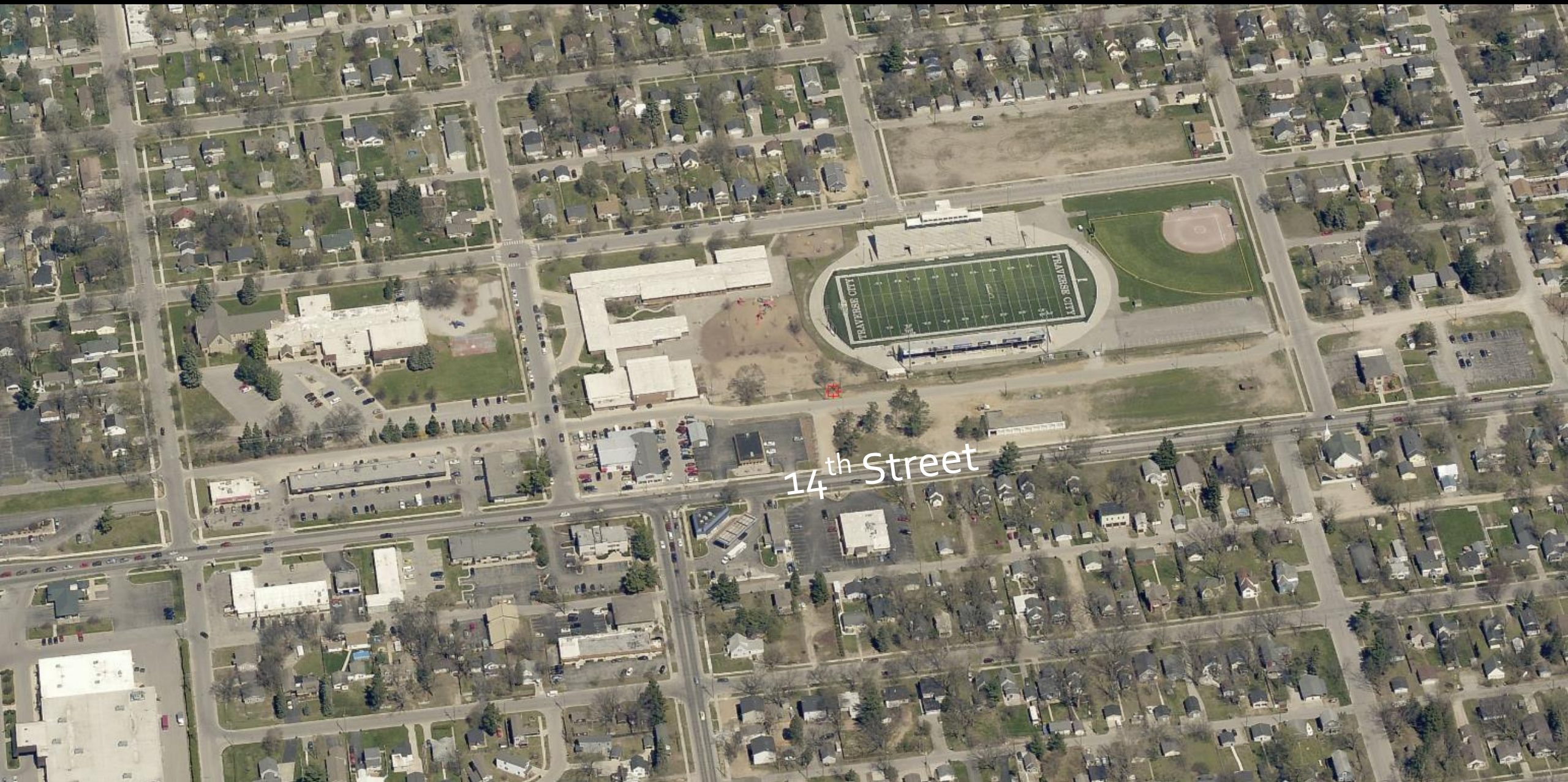
Formal interconnected street pattern with sidewalks and alleys.

Typical Streets are curbed and tree lined. Public transportation is easily accessed.

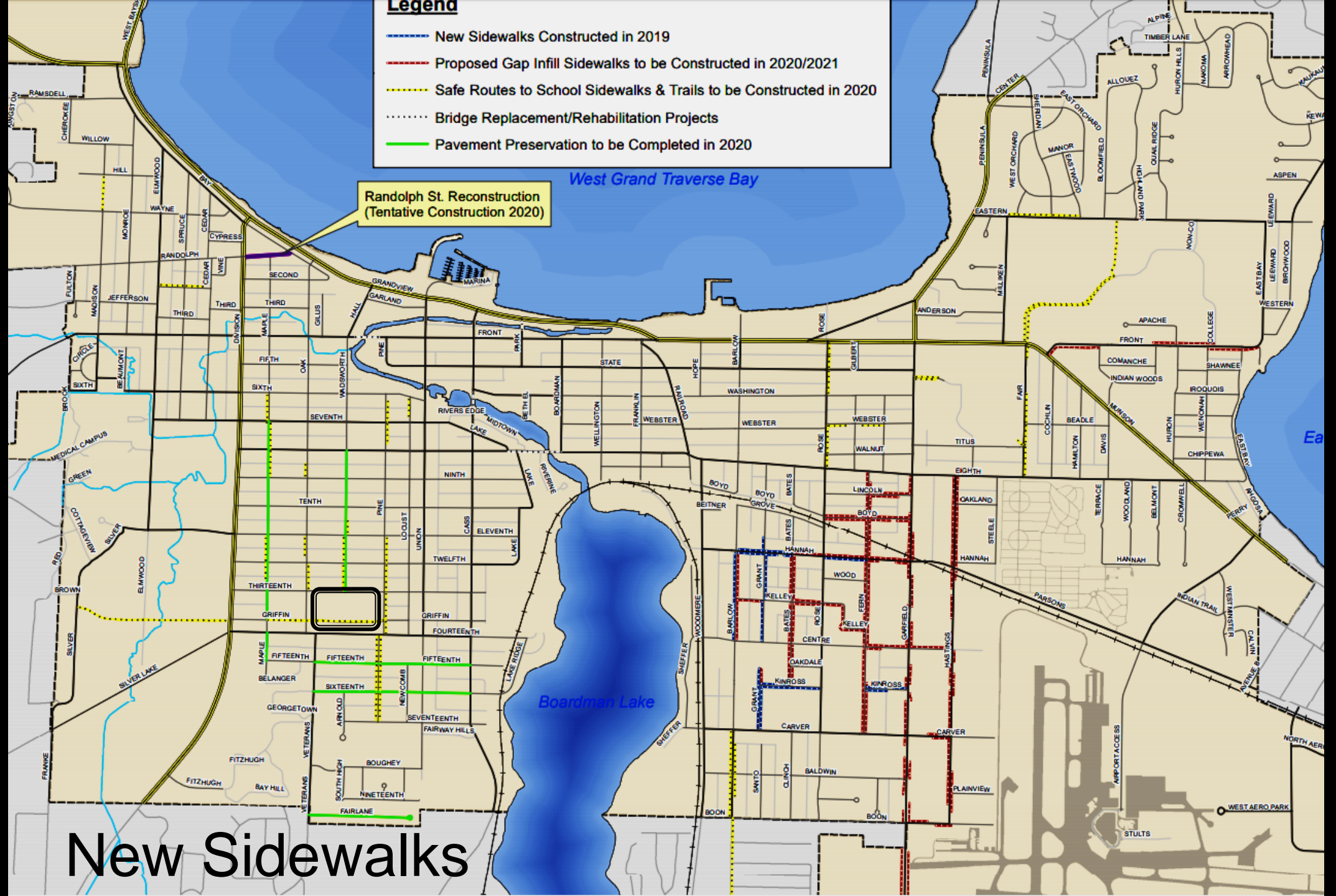


Neighborhood Businesses

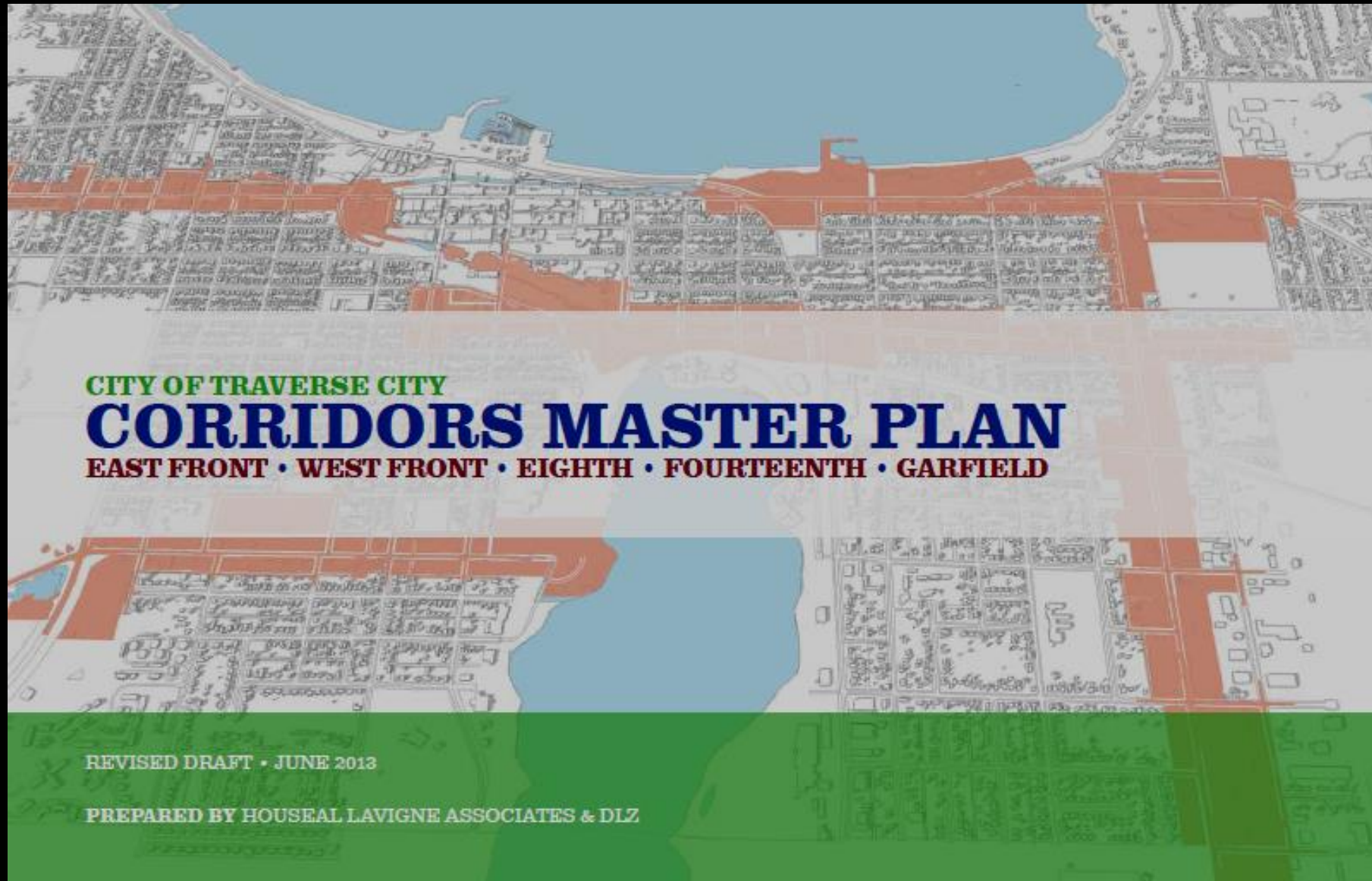


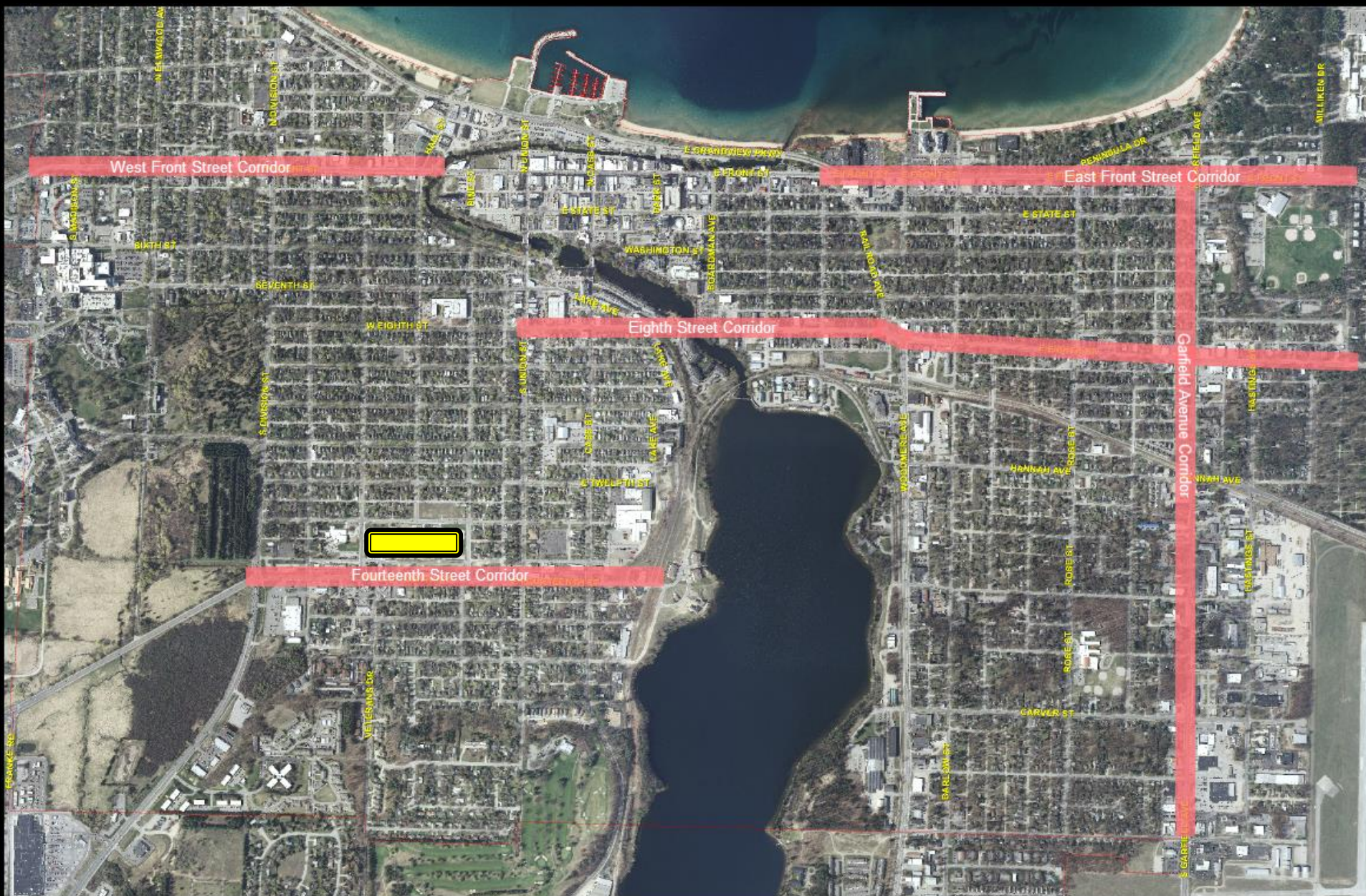


14th Street



Adopted by the City Commission and Planning Commission





Public Engagement



On-line Surveys



Visual Preference Survey

A web-based visual preference survey (VPS) was provided on the Project Website. The VPS allowed interested participants with an opportunity to convey their preference for the types of development they would like to see along the corridors. Participants were asked to rate images on a scale of 1 to 5 based on their feelings of "character and appropriateness" with 1 meaning the image was inappropriate or undesirable and 5 indicating the image was appropriate or desirable. Once a vote was cast, users were not permitted to change their vote, as the intent of the exercise was to ascertain an initial reaction. A complete summary of the VPS is provided on the opposite page, and highlighted above are the eight highest ranking images.

The images users considered "most appropriate" for the corridors

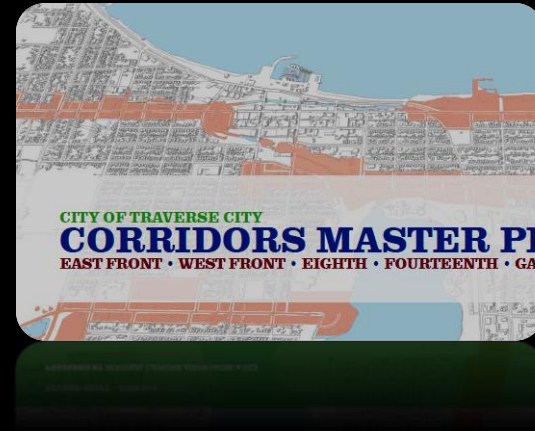
On-Line Questionnaire

The project website residents were able to participate in a web-based questionnaire in order to provide insight regarding the study corridors. The questionnaire was not designed as a scientific tool or survey to generate opinions of entire community based on a random sample. It was open to anyone to provide another yet another way to collect the input and opinions of residents as it relates to the City of Trumbull City Corridor Master Plan. In total, 177 residents completed the questionnaire and their responses are summarized in the tables in this section.

On-Line Resident Questionnaire				
1. Which corridor is closest to your home?				
East Trumbull	West Trumbull	Garfield	Highland	Fourteenth
11%	25%	17%	20%	11%
2. What are the most important issues facing each corridor?				
East Trumbull	West Trumbull	Garfield	Highland	Fourteenth
1. Pedestrian circulation 2. Bicycle circulation 3. Traffic 4. Mix of uses 5. Overall appearance	1. Pedestrian circulation 2. Traffic 3. Pedestrian circulation 4. Bicycle circulation 5. Mix of uses	1. Overall appearance 2. Pedestrian circulation 3. Bicycle circulation 4. Mix of uses 5. Traffic	1. Bicycle circulation 2. Overall appearance 3. Need for new development 4. Pedestrian circulation 5. Overall appearance	1. Traffic 2. Bicycle circulation 3. Pedestrian circulation 4. Overall appearance 5. Undesirable uses
3. What types of uses would you like to see for each corridor?				
East Trumbull	West Trumbull	Garfield	Highland	Fourteenth
1. City/public 2. Retail 3. Restaurants	1. Restaurants 2. City/public 3. Retail	1. Industrial/manufacturing 2. Services 3. Office	1. Mixed commercial/residential 2. City/public 3. Services	1. Retail 2. Office 3. Services

On-Line Resident Questionnaire				
4. What types of development do you NOT want to see?				
East Trumbull	West Trumbull	Garfield	Highland	Fourteenth
1. Industrial/manufacturing 2. Residential 3. Office	1. Industrial/manufacturing 2. Commercial 3. Services	1. Residential 2. Industrial/manufacturing 3. Commercial 4. Industrial/manufacturing	1. Industrial/manufacturing 2. Commercial 3. Industrial/manufacturing 4. Residential	1. Industrial/manufacturing 2. Commercial 3. Industrial/manufacturing 4. Residential
5. How do you rate the following (1 Excellent 3 Good 2 Fair 1 Poor)?				
Development/Characteristics	East Trumbull	West Trumbull	Garfield	Highland
Lighting	1.90	2.37	1.58	1.71
Condition of Streets	2.57	2.11	2.21	2.16
Traffic Circulation and Access	2.47	2.37	2.14	2.24
Signage and Wayfinding	2.23	2.2	2.22	2.24
Mixed Uses	2.05	2.30	1.47	1.62
Streetscape	2.19	2.06	2.40	1.75
Walkability	1.75	1.89	1.30	1.51
Bike Accessibility	1.64	2.09	1.30	1.54
Pedestrian Friendliness	2.45	2.08	2.34	2.21
Overall Appearance	2.14	2.43	1.69	1.76

Purpose

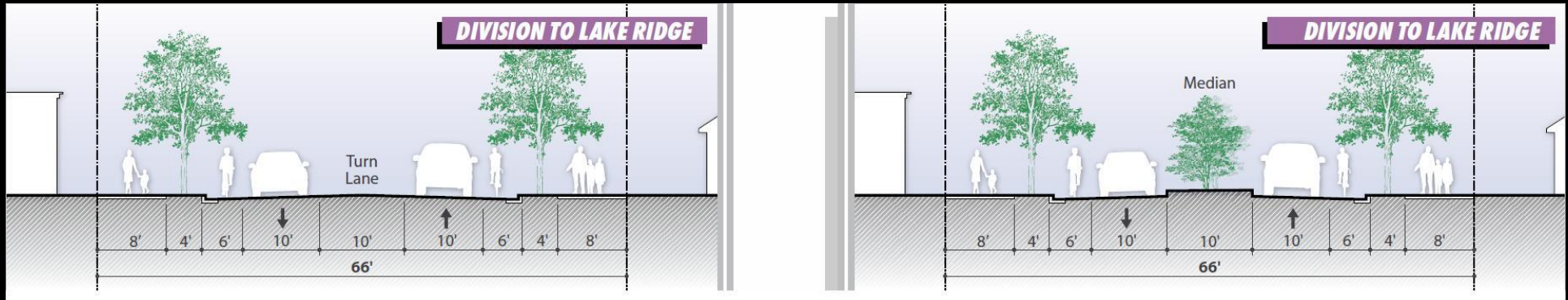


Intended to be a policy guide for physical improvement and development within and along these corridors.

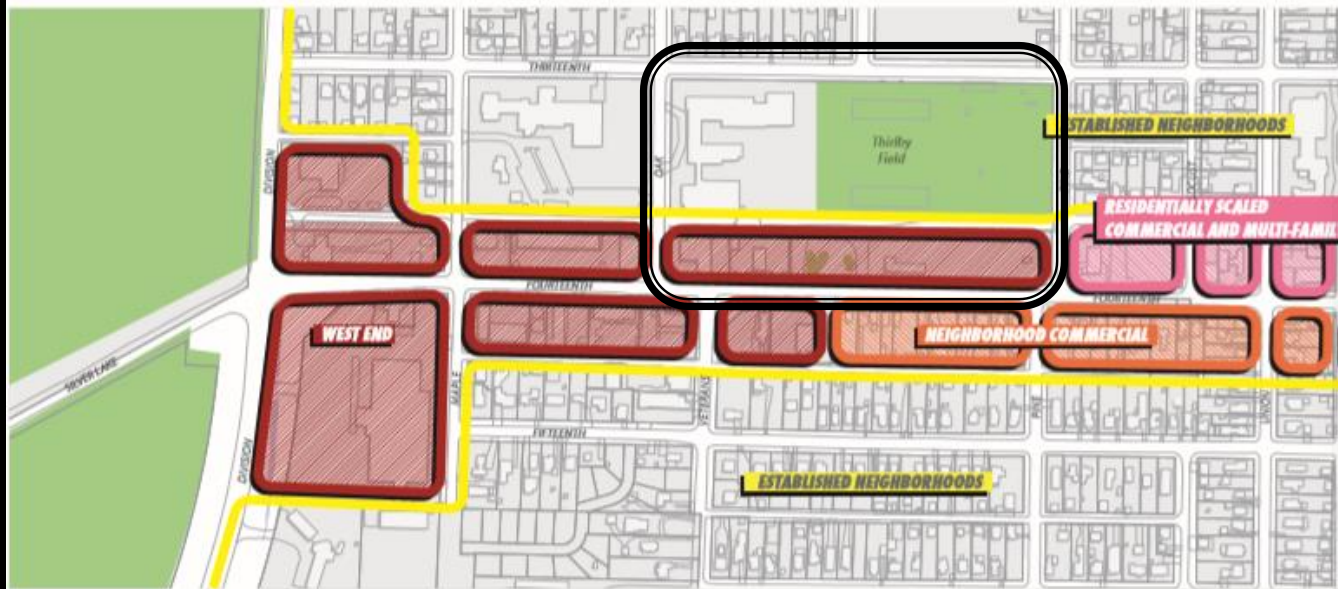
An aerial photograph of a city grid, likely San Francisco, with a river (San Francisco Bay) visible. The map shows a dense network of streets and buildings. A large area in the lower-left is highlighted in red, and a smaller area in the upper-left is highlighted in blue. The text 'SECTION SEVEN' is overlaid in red, and 'FOURTEENTH STREET FRAMEWORK PLAN' is overlaid in large blue letters.

SECTION SEVEN

FOURTEENTH STREET FRAMEWORK PLAN



Widen 14th Street from 34 to 42 feet to accommodate bike lanes



CHARACTER AREA FRAMEWORK FOURTEENTH ST

Along each corridor there exists a range of different "character areas", defined by components such as functionality, development pattern, parking, building height, land use, appearance, development potential, and overall character. These different character areas are united by the corridor itself, yet each provides distinct environments that help define the unique experience to be had at different locations along the corridor's run. Together, the four (4) different areas along Fourteenth Street represent the full range of land uses and development patterns are provide a variety of development and improvement opportunities for the corridor.

West End The west end of Fourteenth Street is a busy commercial area, activated by traffic along Division and Fourteenth and activity generators such as Tom's Food Market and Thirlby Field. As a gateway to the City, development should be attractive and help shape a positive perception of the community. Commercial uses should cater to nearby residents and passing motorists. This area should be positioned to maximize its potential as a major commercial node by encouraging larger scale comprehensive development. However, this type of development would require property assemblage, which is complicated by small parcel sizes and multiple property owners. Buildings should be one to three stories in height, although, depending on use, four to five stories could be appropriate to catalyze a larger redevelopment effort.

Built Form Large and mid-scale commercial buildings with strong visual impacts. Although serving motorists, properties should also be accessible to pedestrians. Assembling smaller parcels into larger redevelopment lots is desirable when possible.

Parking Parking should be provided behind buildings.

Height 1-3 stories, although 4-5 stories could be appropriate on prominent properties.

Uses High activity, destination commercial uses. Residential is not desired on the ground floor due to the area's role as a gateway.

Neighborhood Commercial The north side of Fourteenth and Cass and Fourteenth and Union intersections should be maintained as a small commercial node. Uses should consist of local convenience and neighborhood oriented retail, including service and professional office uses catering to the needs of nearby residents. Development should be one to three stories in height and be respectful of adjacent land uses. Consideration could be given to extending commercial land uses to the south side, either as a residential conversion (see below) or as a dedicated commercial use, but development should not adversely impact the adjacent residential areas.

Built Form Buildings at or near the sidewalk and front property line. Building scales should respect established residential areas. Homes to the south are possible candidates for conversion to commercial.

Parking Parking should be provided in the rear of buildings if possible, otherwise in the side yard screened from Fourteenth Street with landscaping and a low masonry wall.

Height 1-3 stories.

Uses Small-scale retail, service, and office commercial in character with existing residential neighborhoods.

West End The west end of Fourteenth Street is a busy commercial area, activated by traffic along Division and Fourteenth and activity generators such as Tom's Food Market and Thirlby Field. As a gateway to the City, development should be attractive and help shape a positive perception of the community. Commercial uses should cater to nearby residents and passing motorists. This area should be positioned to maximize its potential as a major commercial node by encouraging larger scale comprehensive development. However, this type of development would require property assemblage, which is complicated by small parcel sizes and multiple property owners. Buildings should be one to three stories in height, although, depending on use, four to five stories could be appropriate to catalyze a larger redevelopment effort.

Built Form Large and mid-scale commercial buildings with strong visual impacts. Although serving motorists, properties should also be accessible to pedestrians. Assembling smaller parcels into larger redevelopment lots is desirable when possible.

Parking Parking should be provided behind buildings.

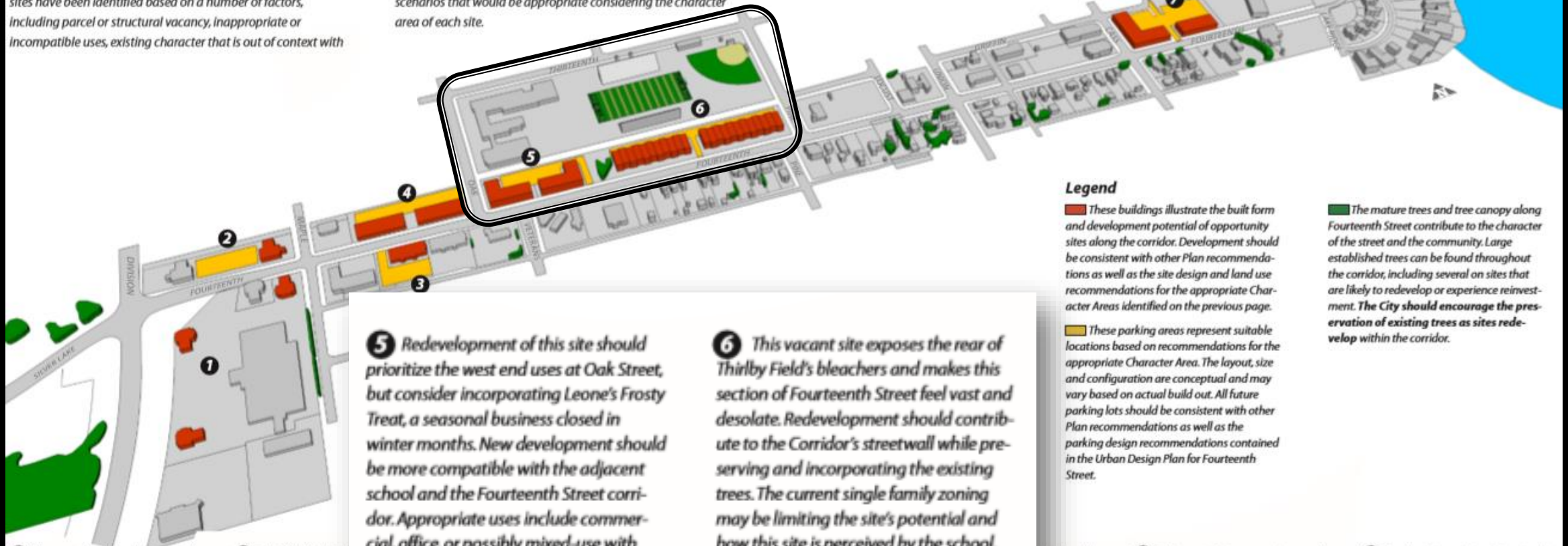
Height 1-3 stories, although 4-5 stories could be appropriate on prominent properties.

Uses High activity, destination commercial uses. Residential is not desired on the ground floor due to the area's role as a gateway.

OPPORTUNITY DEVELOPMENT SITES FOURTEENTH ST

Recognizing that any site could redevelop, the Fourteenth Street Corridor includes several sites that represent opportunities for improved development that would have the potential to serve as a catalyst for future improvement along the Corridor. These sites have been identified based on a number of factors, including parcel or structural vacancy, inappropriate or incompatible uses, existing character that is out of context with

surrounding development or natural features, and/or underperformance based on their relative prominence or visibility. It is important to note that many of these sites are not owned by the City and that this figure presents potential development scenarios that would be appropriate considering the character area of each site.



1 The recent bank development in the northern section of the Tom's Food Market parking lot is a creative approach to repurposing underutilized pavement along Fourteenth Street. A similar opportunity for additional areas for new convenience/retail commercial uses may exist in other areas of the site. Any development should integrate new parking and cross-access with what already exists, and should not negatively impact Tom's Food Market by obscuring views, eliminating necessary parking spaces, or making access difficult.

2 The Fifth-Third Bank entered awkwardly with a parking lot and drive-thru valuable street frontage along Fourteenth Street. Reconfiguring drive-through would align with convenience, retail, or service use that complementing neighborhood. Park development should be bank and screened from Street with a low masonry wall and landscaping.

3 Redevelopment of this site should prioritize the west end uses at Oak Street, but consider incorporating Leone's Frosty Treat, a seasonal business closed in winter months. New development should be more compatible with the adjacent school and the Fourteenth Street corridor. Appropriate uses include commercial, office, or possibly mixed-use with residential upper floors. Alley accessed rear parking, while ideal, might conflict with school traffic patterns. The east end of the site might therefore be needed as visitor parking.

Street and including the nearby commercial buildings.

4 This vacant site exposes the rear of Thirby Field's bleachers and makes this section of Fourteenth Street feel vast and desolate. Redevelopment should contribute to the Corridor's streetwall while preserving and incorporating the existing trees. The current single family zoning may be limiting the site's potential and how this site is perceived by the school. On the east end, either row houses or multi-family units, could transition to commercial uses that are more appropriate for the site's west end. The parcel's shallowness may require parking to be provided midblock, screened with a low masonry wall and landscaping.

should be screened with a low masonry wall and landscaping.

visitor parking.

Legend

These buildings illustrate the built form and development potential of opportunity sites along the corridor. Development should be consistent with other Plan recommendations as well as the site design and land use recommendations for the appropriate Character Areas identified on the previous page.

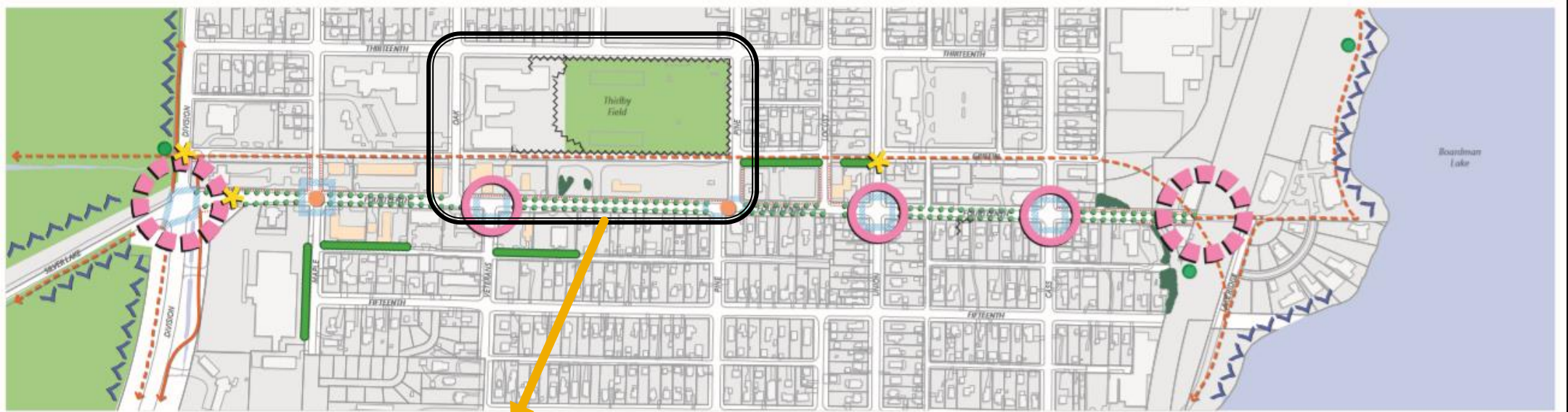
These parking areas represent suitable locations based on recommendations for the appropriate Character Area. The layout, size and configuration are conceptual and may vary based on actual build out. All future parking lots should be consistent with other Plan recommendations as well as the parking design recommendations contained in the Urban Design Plan for Fourteenth Street.

The mature trees and tree canopy along Fourteenth Street contribute to the character of the street and the community. Large established trees can be found throughout the corridor, including several on sites that are likely to redevelop or experience reinvestment. The City should encourage the preservation of existing trees as sites redevelop within the corridor.

site should at Oak Street, Leone's Frosty closed in present should be adjacent Street corridor commercial use with alley accessed light conflict. The east end be needed as

5 This vacant site exposes the rear of Thirby Field's bleachers and makes this section of Fourteenth Street feel vast and desolate. Redevelopment should contribute to the Corridor's streetwall while preserving and incorporating the existing trees. The current single family zoning may be limiting the site's potential and how this site is perceived by the school. On the east end, either row houses or multi-family units, could transition to commercial uses that are more appropriate for the site's west end. The parcel's shallowness may require parking to be provided midblock, screened with a low masonry wall and landscaping.

6 The busy intersection at Fourteenth and Cass creates a valuable site for businesses seeking high visibility, convenient access, and potential connection to the planned Boardman Lake Avenue. The site's existing uses could be relocated to more appropriate, less prominent locations in the City. New development could include unused parts of the Cone Drive Gearing Solutions site and the proposed decommissioned railroad right-of-way, reconfigured to front Fourteenth Street. An office or commercial service use with multi-family upper stories would be appropriate at the intersection and along Cass Street, with parking in the rear.



URBAN DESIGN FRAMEWORK

FOURTEENTH STREET

The Urban Design Framework outlines actions and recommendations for the corridor and overall improvements and the improvements to be implemented require more

The focal point of this area should be signage, landscaping, and street furniture to strengthen the Boardman Lake corridor's east features.

Intersections provide an overall sense of place and identity at intersections including land



Many take pride in the fact that Traverse City is a walkable community. While subdivision regulations and City policy have been effective in establishing an extensive sidewalk network along Front Street, maintenance issues and gaps in the network do exist. The City should ensure a complete sidewalk network exists along Front Street

Wayfinding signage plays an important role in the branding, place making, function, and navigation of an area. A district identity and brand could be created for the Fourteenth Street Corridor and wayfinding could direct motorists and pedestrians to key destinations along the Corridor and within the community. Wayfinding signage

In addition to sidewalk connections along Fourteenth Street, there are opportunities to connect to the Traverse Area Recreation and Transportation Trails' network (TART Trails). Providing signage for the trail connections would assist in promoting the TART trail system, enhance the walkability and bikability of the community, and better connect the Fourteenth Street Corridor and its businesses to the trail system.

Complete streets promote safe and easy access for all modes of transportation, including vehicles, bicycles, pedestrians, and public transportation. Even small improvements such as providing street furniture can further enhance the pedestrian experience and make the Corridor more inviting.

Complete streets promote safe and easy access for all modes of transportation, including vehicles, bicycles, pedestrians, and public transportation. Even small improvements such as providing street furniture can further enhance the pedestrian experience and make the Corridor more inviting.

This proposed site concept is still a working document and will continue to evolve as the design process continues. The site concept drawing is intended to illustrate the configuration of site components, vehicular/pedestrian access and adjacency to surrounding buildings and properties.

13TH STREET

EXISTING DRIVEWAY
APPROACH TO REMAIN

EXIT ONLY

FENCING TO ENCLOSE
PLAY AREAS

GLENN LOOMIS

PLAYGROUND
TO REMAIN

30 YARD FOOTBALL
PRACTICE AREA

THIRLBY FIELD

OVER-HEAD POWER LINES
TO BE RELOCATED

BARRIER-FREE
AND SHORT
TERM PARKING

RELOCATE TICKET
BOOTH

PARALLEL PARKING - 16 CARS OR 1 BUSES

ONE WAY

ONE WAY

SNOW STORAGE / STORM WATER

PARENT PARKING (80 SPACES)

STAFF PARKING (45 SPACES)

STAFF PARKING (45 SPACES)

LANDSCAPE BUFFER

GARDEN
SPACE

NEW
MONTESSORI
SCHOOL

ENTRANCE

LOWER

UPPER

PRE-K
PLAY
GROUND

MAIN
ENTRANCE

ELIMINATE
DRIVEWAY
ENTRANCE

PINE STREET

ADD PARALLEL
PARKING ALONG
PINE FOR
TODDLER HOUSE
DROP-OFF
(RELOCATE NEW
TREES)

14TH STREET

DRIVEWAY AT
EXISTING
LOCATION

REPLACE SIDEWALK
WITH 10' WIDE
SHARED USE PATH

EXTEND 10' WIDE
SHARED USE PATH
BACK TO GRIFFIN

REMOVE
DRIVEWAY

LANDSCAPE BUFFER

PROPERTY LINE

CONCEPT ASSUMES THAT GRIFFIN WOULD BE
VACATED BETWEEN OAK AND PINE, WITH
EASEMENTS GIVEN TO EXISTING PROPERTY OWNERS

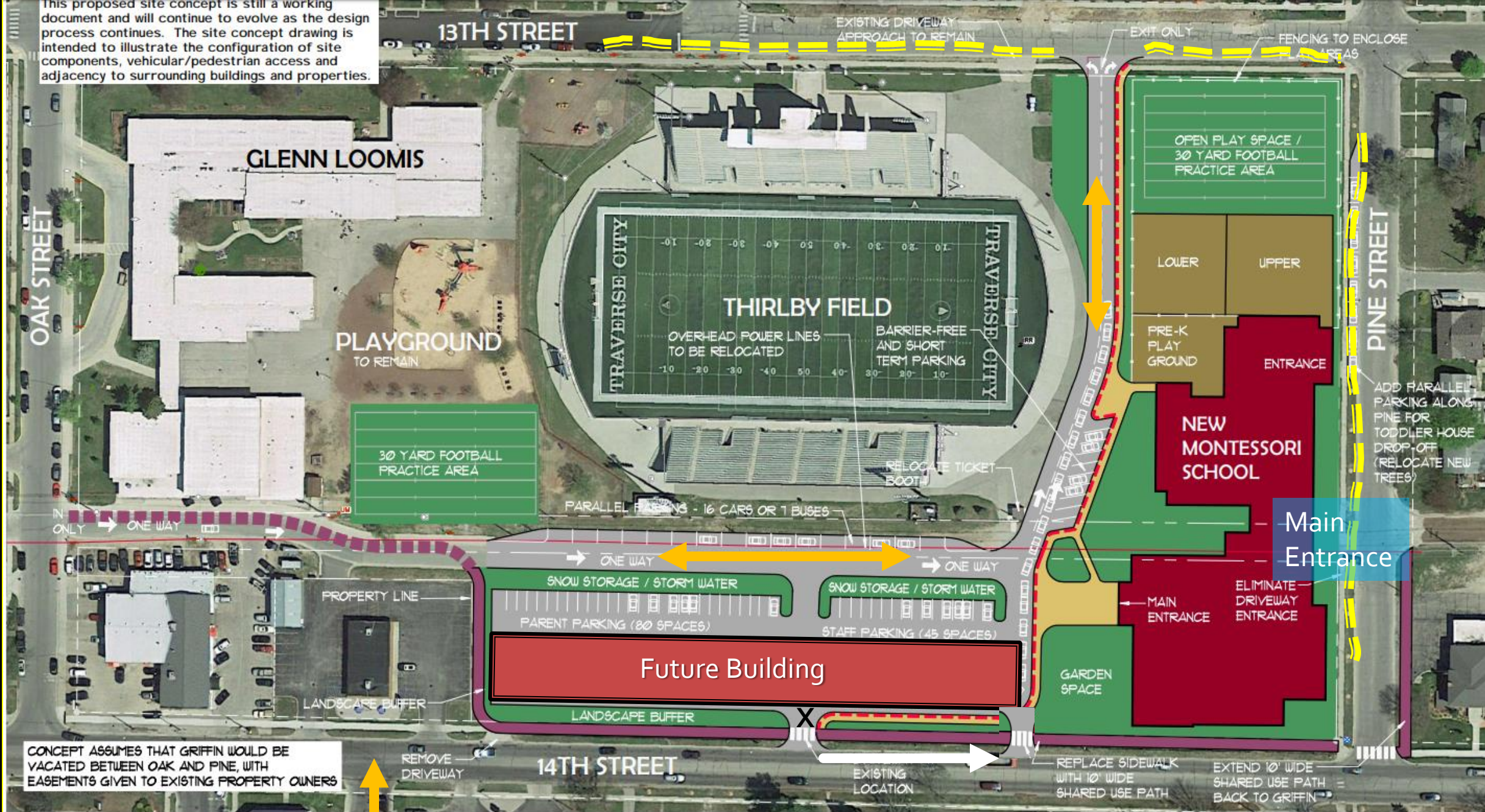
SITE CONCEPT 1

THIRLBY / GLENN

KEY

VEHICULAR / PEDESTRIAN

This proposed site concept is still a working document and will continue to evolve as the design process continues. The site concept drawing is intended to illustrate the configuration of site components, vehicular/pedestrian access and adjacency to surrounding buildings and properties.

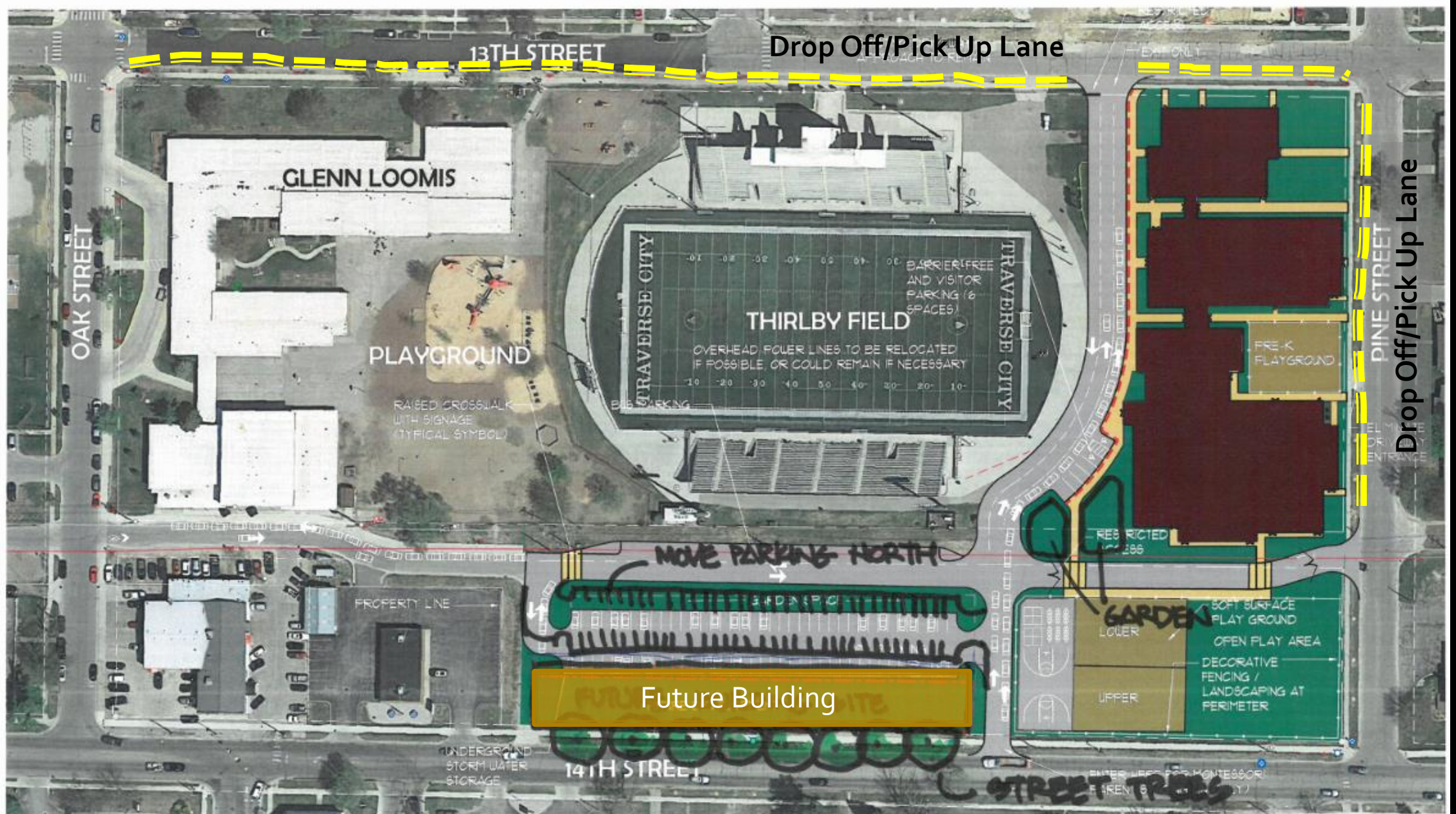


SITE CONCEPT 1

THIRLBY / GLENN

KEY

VEHICULAR / PEDESTRIAN



SITE CONCEPT B2.0 **TRAVERSE CITY AREA PUBLIC SCHOOLS**

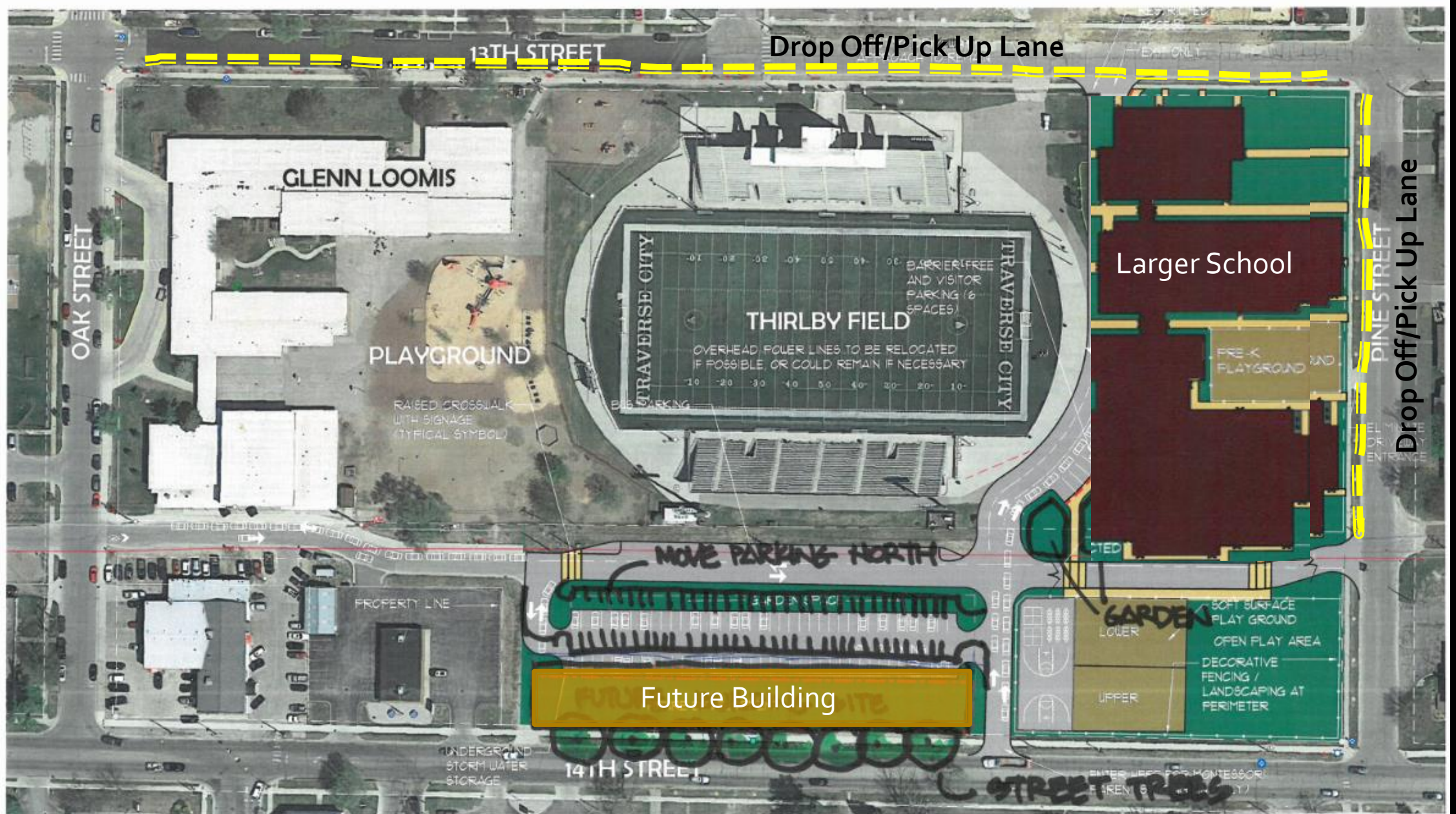
DIEKEMA HAMANN / CORNWELL ARCHITECTS / VIRIDIS
 9/13/19

THIRLBY / GLENN LOOMIS CAMPUS

KEY

- VEHICULAR / PEDESTRIAN CIRCULATION BOUNDARY
- NON-MOTORIZED TRAIL





SITE CONCEPT B2.0 **TRAVERSE CITY AREA PUBLIC SCHOOLS**

DIEKEMA HAMANN / CORNWELL ARCHITECTS / VIRIDIS
 9/13/19

THIRLBY / GLENN LOOMIS CAMPUS

KEY

- VEHICULAR / PEDESTRIAN CIRCULATION BOUNDARY
- NON-MOTORIZED TRAIL

