

Notice

Master Plan Leadership Team

3:30 PM

Thursday, October 19, 2023
Training Room, Governmental Center
400 Boardman Avenue
Traverse City, Michigan 49684
Posted and Published:



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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 Commission for the City of Traverse City is committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with the Commission honor these values.

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400 Boardman Avenue
Traverse City, MI 49684

Welcome to the Traverse City Master Plan Leadership Team meeting!

Agenda

Page

CALL TO ORDER

ROLL CALL

TOPICS FOR DISCUSSION AND CONSIDERATION

- | | | |
|-----|---|--------|
| (1) | Adoption of Master Plan Leadership Team August 17th, 2023 Meeting minutes.
Master Plan Leadership Team - 17 Aug 2023 - Minutes - Pdf | 5 - 6 |
| (2) | Review and discussion on the Action Items of the Master Plan Leadership Team.
Action Items for Leadership Team | 7 - 16 |
| (3) | Public Comment | |
| (4) | Adjournment | |



CITY COMMISSION

GOALS & OBJECTIVES

2022-2023



HOUSING & HOMELESSNESS

Increase opportunities for more diverse housing through public and private options.



ACCESS & MOBILITY

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



CONNECTING PEOPLE WITH EACH OTHER AND NATURE

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



ECONOMIC DEVELOPMENT

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



WATER SYSTEMS

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



CLIMATE CHANGE

Address climate within all of our City priorities, goals, policies, and actions.



CITY of
TRAVERSE CITY

**Minutes of the
Master Plan Leadership Team for the
City of Traverse City
Thursday, August 17, 2023**

A meeting of the Master Plan Leadership Team of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at ____ p.m.

The following members were in attendance: None

The following members were absent: None

(b) **ROLL CALL**

- (1) Attendees; Daren Dixon, Jeanine Easterday, Sara Kopriva, Mitchell Treadwell, Mary Mills, Shawn Winter, Laura Mattas, Angela Green, Colleen Paveglio, Frank Dituri, Harry Burkholder, Debbie Hershey

Absent: Art Krueger, Ted Arnold, Mi Stanley, Claire Karner

(a) **CALL TO ORDER**

- (1) Mitch calls the meeting to order at 3:30 pm.

(c) **TOPICS FOR DISCUSSION AND CONSIDERATION**

- (1) Adoption of Master Plan Leadership Team June 8th, 2023 minutes.

Shawn Winter moves to accept the minutes, Harry Burkholder seconds. Motion carried.

- (2) Review and discussion on the draft master plan chapter on Future Land Use.

The Master Plan Leadership Team discussed the draft chapter on Future Land

Use.

- (3) Review and discussion on the draft master plan chapter on Transportation.

The Master Plan Leadership Team discussed the draft chapter on Transportation.

- (4) Review and discussion on the draft master plan chapter on Economic Development.

The Master Plan Leadership Team discussed the draft chapter on Economic Development.

- (5) Public Comment

- (6) Adjournment

Meeting was adjourned at 4:38 pm.

Benjamin Marentette, City Clerk

project memorandum



Date: 10.16.2023
From: Sara Kopriva, AICP
To: Traverse City Master Plan
Leadership Team
Project: Action Items



Action Requested: Discussion, General Feedback

Attached is a draft list of action items for the Master Plan draft. The action list is intended to be an actionable list of items that can be completed in the near term (next 5 years). As you will see, there are many action items on the list. While we are focusing on action items for the next 5 years, action items that are further out will still be included in the Master Plan so that they can be reviewed during the 5 year update and moved to the near term action list as necessary. Of note, just because an item is not on the immediate action item list, does not mean that it cannot be worked on, this is merely a guide to help prioritize and focus direction.

At this time, we are looking for general feedback on the proposed list from the Leadership Team.

A brief history of how this list was developed. Throughout the process the list was revised based on feedback received.

1. **Staff Discussion-** BRI met with the Planning Department to determine upcoming projects and actions already underway.
2. **Department Head Review-** The action list were briefly discussed with department heads to determine if action items aligned with their departments goals/actions.
3. **Stakeholder Feedback-** BRI hosted multiple input sessions, grouped by topics, with stakeholders that were engaged at the beginning of the process. PC members and Leadership Team members were invited to these sessions. During these sessions, participants provided input on the list, what else was needed, and how they could support the City in the action list.

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4. **City Refinement-** BRI met with the Planning Department to prioritize the list of action items and refine the action items. Action items were combined where appropriate, responsible parties were identified, and years were added.

Next Steps:

1. **Leadership Team Review-** The leadership team will review the list and provide feedback on the action items and timeline.
2. **Planning Commission Review-** Following the leadership team review, the action items will be forwarded to the Planning Commission for their review and input before the final list is added to the Master Plan draft.

 *initiative*

Action Items

City
Responsible

#	Action- City Responsible	Timeframe	Category	Responsible Party	Supporting Parties	Approving Party
1	Continue to hire and invest in Planning and Zoning Department capacity.	ongoing	Essential Operations	Planning & Zoning Department	City Administration	City Commission
2	Continue to staff and support the Grand Traverse Commons Joint Planning Commission, Traverse City Planning Commission, Traverse City Commission, Traverse City Board of Zoning Appeals, and Historic Districts Commission.	ongoing	Essential Operations	Planning & Zoning Department	City Administration, City Commission, Garfield Township	City Commission
3	Continue to perform timely review of land use applications.	ongoing	Essential Operations	Planning & Zoning Department	Engineering, Fire, Municipal Utility Departments	
4	Continue to be responsive to public and citizen questions and concerns regarding planning, zoning, land use, and community development in Traverse City.	ongoing	Essential Operations	Planning & Zoning Department	City Administration, DDA	
5	Continue to support other city departments as needed.	ongoing	Essential Operations	All Departments	All Departments	
6	Maintain all public infrastructure.	ongoing	Essential Operations	Engineering, Public Services, Municipal Utilities Departments, DDA, TCLP	City Administration	City Commission
7	Continue to provide staff liaisons to city neighborhood associations.	ongoing	Essential Operations	City Clerk's Office	City Administration	
8	Explore zoning amendments related to:					
a	Capping vacation home rentals in all commercial zoning districts.	1-3 years	Zoning	Planning & Zoning Department, Planning Commission	DDA, City Administration	City Commission
b	Increasing housing supply (either get more specific or eliminate, TBD after October 16, 2023 City Commission meeting).	1-3 years	Zoning	Planning & Zoning Department, Planning Commission	DDA, City Administration, Housing North, Homestretch, TC Housing Commission	City Commission
c	Expanding current water's edge riparian buffer zone to all portions of the city, potentially using police power ordinance.	1-3 years	Zoning	Planning & Zoning Department, Planning Commission	DDA, City Administration, Engineering, Public Services	City Commission
d	Consider electric vehicle infrastructure in private site plan approval process.	1-3 years	Zoning	Planning & Zoning Department, Planning Commission	DDA, City Administration	City Commission
9	Via newly formed collaborative City Design Team, create process for incorporating and funding public art components into private and public development process and capital improvements planning process.	1-3 years	Zoning	DDA, Planning & Zoning Department, Arts Commission	City Administration	City Commission
10	Implement the Mobility Action Plan developed in 2023, including recommendations related to universal accessibility, land use policy, traffic calming programming, design team, and near-term mobility improvements.	1-3 years	Planning	Engineering and Planning & Zoning Departments, DDA	City Administration, Departments of Public Services and Municipal Utilities	City Commission
11	Audit, prioritize and address existing city infrastructure with the Public Rights of Way Accessibility Guidelines to ensure accessibility for all.	1-3 years	Planning	Department of Public Services	Engineering, City Administration, DDA	City Commission

#	Action- City Responsible	Timeframe	Category	Responsible Party	Supporting Parties	Approving Party
12	Create a street improvement plan based on annual asset management evaluation and community engagement.	1-3 years	Planning	Departments of Public Services, Engineering	City Administration	City Commission
13	Support redevelopment of public surface parking lots.	1-3 years	Special Projects	DDA, Planning & Zoning Department	Engineering, City Administration, Planning Commission	City Commission
14	Expand EV charging stations on public property.	1-3 years	Special Projects	TCLP, DDA	Public Services, City Administration	City Commission
15	Inventory existing art in city collection and explore revolving loan program that that allows other entities to borrow (e.g. TADL borrowed Clinch Park mural component).	1-3 years	Special Projects	DDA, Arts Commission	City Administration, Department of Public Services	City Commission
16	Create proactive plan for utilizing tools and tax incentives to support additional single and multi-family housing supply, including identifying available tax incentives and their purpose/application; where specific incentives are appropriate; criteria to approve or deny incentives; and metrics to quantify incentives' impact.	1-3 years	Special Projects	City Administration, Planning & Zoning Department	DDA, Treasury and Assessing Departments	City Commission
17	Implement robust recycling and composting program and educate customers on how to properly prepare recycling materials.	1-3 years	Special Projects	Green Team	City Administration, Department of Public Services and DDA	
18	Create a development tracking platform to publicly track new development progress.	1-3 years	Special Projects	GIS, Planning & Zoning	City Administration, Engineering	
19	Continue the discussion of establishing a funding mechanism for stormwater infrastructure development and maintenance and prioritize use of green and nature-based infrastructure in stormwater management.	1-3 years	Funding	City Administration	City Attorney, Engineering, Municipal Utilities, Treasury	City Commission
20	Identify and prioritize projects in the Capital Improvements Plan (CIP) that support decarbonization (e.g. purchase of electric vehicles, building electrification, solar infrastructure on public buildings, etc.).	1-3 years	Funding	Planning & Zoning, TCLP	DDA, City Administration, Engineering, Public Services, Municipal Utilities, Green Team	
21	Continue to inform and engage the public on existing/current zoning and enforcement policy and process to prevent blight, deterioration, and other nuisance issues in the city to help educate the community around the existing safeguards in place.	1-3 years	Communications & Engagement	Planning & Zoning, Clerk's Office	City Administration, Planning Commission	City Commission
22	Use inclusive language when discussing the housing crisis in Traverse City and actively counter narratives that are not inclusive, for example, statements/assumptions about home renters vs. home owners.	1-3 years	Communications & Engagement	Planning & Zoning, Clerk's Office	City Administration, Planning Commission	City Commission
23	Research and articulate the difference between affordable, workforce, and market rate housing within the Traverse City market.	1-3 years	Communications & Engagement	Planning & Zoning Department	TC Housing Commission, City Administration, Planning & Zoning	
24	Promote the Traverse City Tree Fund, which can receive donations from the public, and prioritize subsequent tree planting in areas to reduce urban heat islands in the city.	1-3 years	Communications & Engagement	Clerk's Office, Public Services	City Commission	City Commission

#	Action- City Responsible	Timeframe	Category	Responsible Party	Supporting Parties	Approving Party
25	Explore zoning amendments related to:					
a	Increasing neighborhood-scale healthcare and food-related goods and services.	3-5 years	Zoning	Planning & Zoning, Planning Commission	City Commission, DDA	City Commission
b	Rezoning Old Towne and Union Street commercial areas to better reflect the existing development pattern.	3-5 years	Zoning	Planning & Zoning, Planning Commission, DDA	City Commission	City Commission
c	Rezoning 14 th Street to allow for more vibrant development and redevelopment opportunities.	3-5 years	Zoning	Planning & Zoning, Planning Commission	City Commission	City Commission
d	Clarifying dark night sky lighting enforcement.	3-5 years	Zoning	Planning & Zoning	City Commission	City Commission
26	Explore creating building design standards for new commercial development.	3-5 years	Zoning	Planning & Zoning, Planning Commission	DDA	City Commission
27	Explore utilizing pattern book homes to create pre-approved housing designs (emphasizing multi-family and informed by community engagement) that fit the existing context of their surroundings while also reducing development approvals time.	3-5 years	Zoning	Planning & Zoning, Planning Commission	City Administration	City Commission
28	Identify and plan for neighborhoods as community and economic development/redevelopment hubs, including 14th Street, NoBo, and Boardman Lake.	3-5 years	Planning	Planning & Zoning, Planning Commission	City Administration, DDA	City Commission
30	Explore implementation of the community land trust model in Traverse City. Local examples include The Frankfort Area Community Land Trust in Frankfort, MI and Peninsula Housing in Leelanau County, MI.	3-5 years	Special Projects	Planning & Zoning, City Administration	TC Housing Commission	
31	Develop climate progress dashboard to educate the public about the City's climate initiatives, strategies, and metrics, including related to waste water processing, EV infrastructure, electrification of city fleet and buildings, urban heat islands, and related topics.	3-5 years	Special Projects	Planning & Zoning, TCLP	GIS/IT, City Administration, Green Team	
32	Increase annual financial support for Arts Commission (currently at 30k per year, split evenly between the City and DDA).	3-5 years	Funding	City Commission, DDA	City Administration	
33	Review existing vacation home licensing policy and process in place and enforcement activity and engage community around this topic and findings.	3-5 years	Communications & Engagement	Planning & Zoning, Clerk's Office, DDA	City Adminsitration	City Commission
34	Audit the city's public participation plan to ensure diversity, equity, inclusion, and belonging best practices are included.	3-5 years	Communications & Engagement	Planning & Zoning	Clerk's Office	
36	For specific legacy redevelopment sites if development/redevelopment occurs (a working list includes Thirlby Field, 802 E Front at the corner of Barlow and Front, 444 E Eighth Street at the corner of Eighth and Woodmere, Wares Car Lot, and 1040 E Eighth Street at the corner of Eighth and Garfield), eliminate the Planning Commission site plan approval process and allow for staff administrative review for uses permitted in the underlying zoning district.	5-10 years	Zoning	Planning & Zoning, Planning Commission		City Commission
37	Explore amending the City Charter to create a proactive rental safety inspection program to ensure one- and two-family residential rental properties are safe and well-maintained for the welfare of occupants. Michigan examples include Bay City, Ludington, and Midland.	5-10 years	Zoning	Planning & Zoning	Planning & Zoning, Clerk's Office, City Attorney	City Commission
38	Explore the creation of a city brownfield redevelopment authority.	5-10 years	Special Projects	City Administration	City Commission	City Commission

Action Items

City Collaborate

#	Action- City Collaborate	Priority (1- highest, 3- lowest)	Community Partners
1	Collaborate with public, nonprofit, and private entities working on addressing food, housing, and health-related insecurities, including the immediate need to identify and implement solutions for “The Pines” encampment for people experiencing homelessness.	1	
2	Collaborate with communities within the East Bay watershed to secure a grant for source water protection plan for East Grand Traverse Bay which serves as the drinking water source for Traverse City and surrounding Townships.	1	Watershed Center, East Bay Twp, Peninsula Twp, Elk Rapids Twp, Village of Elk Rapids, Acme Twp
3	Collaborate with neighboring local units of government, nonprofit organizations, and for-profit organizations to build consensus around local and regional community and economic development priorities and plans.	1	East Bay Twp, Peninsula Twp, Elmwood Twp, Garfield Twp, Long Lake Twp, Blair Twp, Acme Twp, Village of Kingsley
4	Continue to participate in local and regional housing discussions to share data/ideas and generate new solutions and explore the creation of a local housing fund involving all impacted and interested stakeholders.	1	East Bay Twp, Peninsula Twp, Elmwood Twp, Garfield Twp, Long Lake Twp, Blair Twp, Acme Twp, Village of Kingsley, Homestretch, TC Housing Commission, Housing North
5	Collaborate with Traverse Transportation Coordinating Initiative, the Metropolitan Planning Organization, on planning and funding of transportation projects (roads, intermodal, etc.) to facilitate access to and from bordering communities.	1	TTCI Policy Board and Technical Committee
6	Collaborate with Parking Services to clarify overnight public parking options with enhanced signage. Consider expanding overnight parking options in public lots.	1	Parking Services, TCPD, DDA
7	Collaborate with Grand Traverse County and Townships to fund County/City staff to enforce code and repair of non compliant stormwater systems and support stormwater management “upstream” of the city system.	1	GT County, Drain Commissioner, surrounding Twps
8	Identify and implement opportunities for waterfront stabilization and restoration, while incorporating nature-based solutions, to prevent coastal erosion.	1	Watershed Center, consulting design firms
9	Continue to collaborate with the Grand Traverse Band of Ottawa and Chippewa Indians Social Support Team to incorporate cultural learning opportunities into public signage and spaces.	1	GT Band
10	Collaborate with Traverse City Tourism and other local/regional stakeholders to identify and implement a sustainable tourism plan.	2	TC Tourism, Traverse Connect, DDA
11	Locate mobility hubs (places that bring together public transit, bike share, care share, park n' ride, covered bike stations, and other ways/amenities for people to get where they want to go without a private vehicle) throughout the city near areas of dense employment and dense housing.	2	DDA, BATA, TART, Norte
12	Expand wayfinding signage along nonmotorized trails and urban routes.	2	TART Trails
13	Collaborate with Grand Traverse County Construction Code Office to create a development review process that allows for early feedback from regulatory officials to streamline and strengthen the development approval process.	3	GT County
14	Collaborate with Traverse City Light and Power on a plan for implementing and funding pedestrian scale lighting throughout the city and identifying when and where to place utilities underground.	3	TCLP

Action Items

City Support

Number	Action- City Support
1	Support efforts of the Cherry Capital Airport, BATA, and Traverse City Tourism to add interpretive signage about public transportation options at the airport.
2	Support BATA implementation of BATA Next Wave, BATA's Transit Master Plan developed in 2022, including goals related to BATA service levels, reliability, clarity, and related topics.
3	Support the DDA, including:
a	Implementation of Moving Downtown Forward Strategic Plan.
b	Implementation of the DDA Healthier Drinking Culture Strategic Plan developed in 2021, emphasizing the immediate priorities identified in the plan related to policies, licensing, and public safety; training and education; and community experience.
c	Potential expansion of the DDA boundary (not necessarily including TIF) along West Front Street from Hall Street (approximately) to Division Street and Eighth Street from Boardman Avenue (approximately) to Railroad Avenue.
d	Efforts to promote and retain small and independent local retailers in Traverse City.
e	Implementation of the Lower Boardman-Ottaway River Unified Plan, specifically the highest priority projects (100-200 blocks of Front Street redesign, Hannah Park path and boardwalk improvements).
f	Efforts to retain and recruit office workers downtown.
g	Efforts to retain and recruit “blue economy” businesses.
h	Efforts to attract shoulder season and winter season events.
4	Preserve and promote existing art anchors (City Opera House, State Theatre, Bijou by the Bay, Old Town Playhouse, Crooked Tree Arts Center, The Alluvion, Dennon Museum).
5	Support efforts to add space for performing arts venues in the city and arts/culture center space where different art modes /forms can co-locate for practice and performance.
6	Support and invest in safe spaces for vulnerable and underserved communities in Traverse City.
7	Support the Arts Commission in incorporating performing arts into their scope of work.
8	Support conversations around a community film festival event.
9	Support TADL community literacy, arts, education, and culture programming and activities.
10	Support long-term funding sources for local arts.
11	Continue to support implementation of the Arts Commission strategic plan.
12	Support implementation of Traverse City Light and Power climate action plan and green rate programming.
13	Support Parks Division implementation of the 2022 Tree Management Plan and Urban Canopy Plan.
14	Support incentives for public-private renewable energy options (e.g. solar panels on private residences).
15	Support Grand Traverse County Construction Code to explore utilizing pattern books for incorporating sustainable/climate resilient elements in residential and commercial remodels.