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The City of Traverse City

Planning Department

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MEDIA RELEASE

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### **City to Undertake Study of Eighth Street and Other Corridors**

**Revitalization Effort kicks off with Community Workshop on January 11, 2012**

TRAVERSE CITY—The City of Traverse City will undertake a study of five streets within the City (Garfield Ave., Eight Street, Fourteenth Street, East Front and West Front), focusing on increasing economic vitality, increasing housing choice and improving public infrastructure.

The goal here is to find out what the City can do to help these corridors flourish, recognizing that they are prominent centers of business, adjacent to neighborhoods and important traffic corridors within the City”, says Russ Soyring, the City Planning Director.

The Corridor Study is funded as one part of a Sustainable Communities Planning Grant awarded to Grand Traverse County that will also develop a County-wide master plan and Housing Strategy. The City has hired Houseal Lavigne Associates, an award winning firm specializing in community development and urban design, to conduct the study. A ten-member Corridor Steering Committee will guide the process, expected to be complete within 8-12 months.

Doug Deyoung, Vice President of Government Relations and Business Advocacy for the Traverse City Area Chamber of Commerce is a member of the Steering Committee. “These corridors are very important for future economic development within the City. Our goal is to find out what we can do to make them attractive places to locate and operate a business, while balancing the needs of traffic movement and adjacent neighborhoods.” Julie Clark, Executive Director of TART Trails and another Steering Committee member agrees, “With their close proximity to neighborhoods, these corridors are important for local commerce and travel and should offer connectivity to existing trail systems and appropriate amenities for bicyclists and pedestrians”.

The consultants have been gathering background information over the past month, and the City will kick off the study with two public outreach events:

* A Community Workshop from 7-9 pm on January 11, 2012 at Traverse Area District Library, and
* A Business/Property owners workshop from 8-9 am on January 11, 2012 at the Governmental Center

For more information on the study and how you can get involved, contact Russ Soyring, City Planning Director at 231.922.4778 or visit the City’s web site [www.traversecitymi.gov](http://www.traversecitymi.gov).

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