AGENDA

01 INTRODUCTIONS [ALL]
02 PROJECT PURPOSE + OBJECTIVES [CBC]
03 EXISTING CONDITIONS ANALYSIS [ROSSETTI]
04 VISIONING SESSION [ROSSETTI]
05 INITIAL IDEAS [ROSSETTI]
06 NEXT STEPS [ALL]
01 INTRODUCTIONS
PROJECT PURPOSE + OBJECTIVES
LEAD: CITY OF BATTLE CREEK
Create a planning framework for a 60-acre area to the west of Downtown Battle Creek that will:

» Build on the City’s Master Plan with compelling visuals focused on physical form and placemaking.

» Guide strategic investment - both public and private sector.
PROJECT OBJECTIVES
[SPECIFIC GOALS FOR THE SITE]

» Preservation?
Opportunities for building rehab, renovation, and adaptive re-use.

» Economic Development?
Opportunities for new development and redevelopment.

» Neighborhood Amenities?
Goods, services, and entertainment options within walking distance of existing neighborhoods. Specific types?

» Public Realm Improvement?
Streets, parks, riverfront.

» Sustainability?
Any goals related to stormwater management, energy, or other?

» Other?
03

EXISTING CONDITIONS

ANALYSIS

LEAD: ROSSETTI
Aerial of the study area and its surroundings. Source: Google Earth, ROSSETTI
The area where Kalamazoo River and Battle Creek converge:

- Flooded frequently in the early 1900’s
- Historically known as the “Bottoms”
- Was home to industry
- Was the heart of Battle Creek’s African American community — relocated when the river was channelized (c. 1947)
- Habitat, wildlife, and community were destroyed/displaced
EXISTING CONDITIONS

URBAN FABRIC

The study area is characterized by:

- Medium and large footprint buildings
- Large voids
- Lack of continuity between Downtown
- The most continuity along Michigan Ave.
- Significant physical barriers:
  » Rail at southern boundary
  » River through the middle and eastern boundary

A figure-ground diagram of the study area and its surroundings. Source: ROSSETTI
EXISTING CONDITIONS

NEIGHBORHOOD CHARACTER

DOWNTOWN: Located east of the study area (approximately 1/4 mile)

NEW LEVEL SPORTS MINISTRIES: Existing church, fieldhouse, and athletic field; plans to expand the campus ("Youth Village")

MICHIGAN AVE. CORRIDOR: A low-intensity local corridor containing a mix of auto-oriented businesses and single-family homes; connects the site to Downtown

KALAMAZOO RIVER/LINEAR PARK: Runs through the middle of the study area; the linear park segment within the study area is a basic paved pathway

KALAMAZOO RIVER NORTH BRANCH: Channelized portion of the river which runs through the southern portion of the study area

RAILROAD: Located at the site’s southern boundary
EXISTING CONDITIONS

EXISTING
LAND USE

Existing land use in the study area. Source: City of Battle Creek Master Plan, ROSSETTI

- SINGLE-FAMILY DETACHED RESIDENTIAL
- COMMERCIAL
- LIGHT INDUSTRIAL
- PARKS
- PUBLIC/SEMI-PUBLIC
- RAIL/UTILITY
- VACANT PROPERTY
- STUDY AREA
EXISTING CONDITIONS
EXISTING LAND USE

A. REGIONAL HISTORY MUSEUM
B. NEW LEVEL SPORTS MINISTRIES
C. MCCAMLY PARK
D. LIFE CARE AMBULANCE
E. TIGER’S TOWING
F. THE FIRE HUB
G. FARM BUREAU
H. DEPARTMENT OF PUBLIC WORKS
I. BATTLE CREEK CEREAL PLANT

Aerial of the study area and its surroundings. Source: Google Earth, ROSSETTI
EXISTING LAND USE

A. REGIONAL HISTORY MUSEUM
B. NEW LEVEL SPORTS MINISTRIES
C. MCCAMLY PARK
D. LIFE CARE AMBULANCE
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G. FARM BUREAU
H. DEPARTMENT OF PUBLIC WORKS
I. BATTLE CREEK CEREAL PLANT
**EXISTING CONDITIONS**

**PROPERTY OWNERSHIP**

Property ownership in the study area. *Source: City of Battle Creek GIS (parcel file accessed 2/21/20), ROSSETTI*
EXISTING CONDITIONS

TRANSIT NETWORK

Existing and proposed transportation routes and facilities. Source: City of Battle Creek Master Plan, ROSSETTI

EXISTING
- BUS ROUTE
- RAIL + AMTRAK STATION
- BIKE LANE
- SHARED USE TRAIL

PROPOSED
- BIKE LANE
- SHARED USE TRAIL
- BLUEWAY

STUDY AREA
EXISTING CONDITIONS
RIVER NETWORK

Blueway Water Trails
» Intended to allow small boaters or other small vessels access to the waterways
» Broaden awareness and education of navigable areas and natural resources
» Further analysis needed for additional access points, signage, etc.

Battle Creek White Water
» Proposed river restoration project to naturalize the water’s edge, add greenways
EXISTING CONDITIONS

ZONING DISTRICTS

Zoning districts in the study area. Source: City of Battle Creek Master Plan, ROSSETTI
The future land use plan in and around the study area. Source: City of Battle Creek Master Plan, ROSSETTI
EXISTING CONDITIONS

MASTER PLAN

NATURAL DISTRICT OVERLAY

- WATER RESOURCES
- WETLAND/WOODLAND RIPARIAN
- 100-YEAR FLOODPLAIN
- STUDY AREA

GREEN INFRASTRUCTURE AREAS

- WATER RESOURCES
- PARKS/RECREATION
- GREEN INFRASTRUCTURE
- STUDY AREA

Source: City of Battle Creek Master Plan
04 VISIONING

LEAD: ROSSETTI
VISIONING PROGRAM DIRECTION

- **MULTI-UNIT RESIDENTIAL**
  - Multi-unit structures
  - Single-family attached (e.g., townhomes)
  - Senior centers + assisted living
  - Small amounts of commercial + office

- **NEIGHBORHOOD COMMERCIAL**
  - Convenience retail and small service stations
  - F&B: restaurants, cafes, bars
  - Daily goods and service businesses
  - Professional + medical offices
  - High-density apartments
  - Lower-story mixed-use apartments with ground-floor retail

- **DOWNTOWN COMMERCIAL**
  - F&B: restaurants, cafes, bars
  - Retail and service businesses
  - High-density residential
  - Hotels + hospitality
  - Corporate + medical offices
  - Unique amenities (sports, cultural, etc.)
  - Public buildings + government offices

- **OPEN SPACE & RECREATION**
  - Parks and recreation areas
  - Sports areas
  - Natural areas

The future land use plan in and around the study area. Source: City of Battle Creek Master Plan, ROSSETTI
VISIONING
PROGRAM
DIRECTION

» How are the two sides different?
» How are they alike?

SUB-AREA VISION

» What do we want to keep?
» What do we want to enhance or celebrate?
» What do we want to remove or relocate?
» What do we want to add?

Aerial of the study area and its surroundings. Source: Google Earth, ROSSETTI
VISIONING

RIVERFRONT CHARACTER

» What should the character of the riverfront be like?

NORTH SIDE
» Maintain existing linear park in its existing form?
» Enhance the linear park?
» Recreation points? (kayak, trail head)
» Adjacent uses?

SOUTH SIDE
» Add a park/trail?
» Recreation points? (kayak, trail head)
» Adjacent uses?

Bird’s eye aerial photo of the study area. Source: Google Earth
05

INITIAL IDEAS

LEAD: ROSSETTI
INITIAL IDEAS

DISTRICT IDENTITY

SUB-AREA DEFINING CHARACTERISTICS

SUB-AREA NORTH
MICHIGAN AVE. CORRIDOR
DIRECT CONNECTION DOWNTOWN

SHARED IDENTITY
RIVER / WATER

SUB-AREA SOUTH
INDUSTRIAL
RAIL CORRIDOR
ADAPTIVE RE-USE
**INDUSTRIAL MARKET/EVENT**

*Granary Row/Granary District*
Salt Lake City, UT

**About**
- Pop-up market and festival space on weekends
- Located in a largely vacant, industrial district
- Utilizes recycled shipping containers
- Program includes shops, F&B, entertainment space, art

**Context**
- Adjacent to downtown

**Takeway**
- Pop-up/temporary program to gauge interest, adjust program before making permanent
WAREHOUSE DISTRICT

Traverse City Warehouse District
Traverse City, MI

About
• Combines reclaimed old buildings + new construction
• Warehouse MRKT: 9 specialty shops in 1 building
• Curbless street

Context
• Adjacent to downtown
• Length of district: 0.1 miles (600 ft)
  Length of Sub-Area: 0.3 miles (1800 ft)

Takeway
• Existing + new uses coexist
• Streetscape improvement ties district together
PRECEDENT
WATERFRONT SHOPPING + RECREATION

Schoen Place
Pittsford, NY

About
• Canal landing + shopping area
• Includes restaurants, retail stores, and other local businesses
• Canoe, kayak, + bike rentals
• Renovated Grain Tower + Flour Mill serve as the district icon; contain unique office space
• A small park features outdoor concerts in the summer

Context
• Located along river
• Length of district: 0.3 miles (1750 ft)
  Length of Sub-Area: 0.3 miles (1800 ft)

Takeway
• Adaptive re-use as district icon
INITIAL IDEAS

RAILROAD PARK
INITIAL IDEAS

WATER ACCESS
INITIAL IDEAS

MICHIGAN AVE. NEIGHBORHOOD MAIN STREET

• Maintain + enhance existing land use mix:
  » Single-family homes
  » Retail storefronts
  » Businesses/office
  » Cultural organizations (NLSM, museum)

• New housing infill
  » Mid-rise
  » Mixed-use apartments

• Low- to mid-rise profile

• Streetscape improvement

• Direct connection to Downtown
INITIAL IDEAS

WHAT WILL BE THE ICON(S) OF THE DISTRICT?

FINAL THOUGHTS

WHAT WILL BE THE RELATIONSHIP TO THE WATER?

WHAT WILL BE THE RELATIONSHIP TO THE RAIL?

WHAT WILL BE THE RELATIONSHIP TO THE COMMUNITY (PEOPLE)?
NEXT STEPS

PHASE 1 (DISCOVER)
» SITE VISIT
» SUMMARIZE PROJECT VISION + OBJECTIVES
» SUMMARIZE PROGRAM DIRECTION
» COMPILB BEST PRACTICES + CHARACTER IMAGERY

PHASE 2 (VISUALIZE)
» DESIGN [DIAGRAMS + IMAGERY + NARRATIVE]
» DRAFT SUB-AREA PLAN + REVIEW [PHONE/WEBEX]
» FINAL SUB-AREA PLAN + REVIEW [PHONE/WEBEX]