

BATTLE CREEK SUB-AREA PLAN

PHASE 1 KICKOFF / DISCOVER

FEBRUARY 25, 2020

ROSSETTI

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



02

PROJECT PURPOSE + OBJECTIVES

LEAD: CITY OF BATTLE CREEK

PROJECT PURPOSE

[WHAT WE'RE DOING + WHY]

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.



Study Area location within the Downtown Core. Source: City of Battle Creek Master Plan, ROSSETTI

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?**



Study area boundaries. Source: ROSSETTI

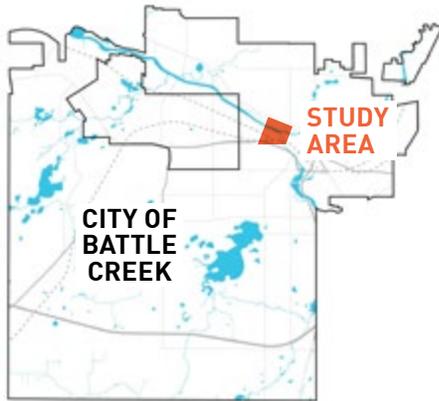


03 EXISTING CONDITIONS ANALYSIS

LEAD: ROSSETTI

PLANNING CONTEXT

STUDY AREA



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



PLANNING CONTEXT

HISTORICAL CONTEXT

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



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

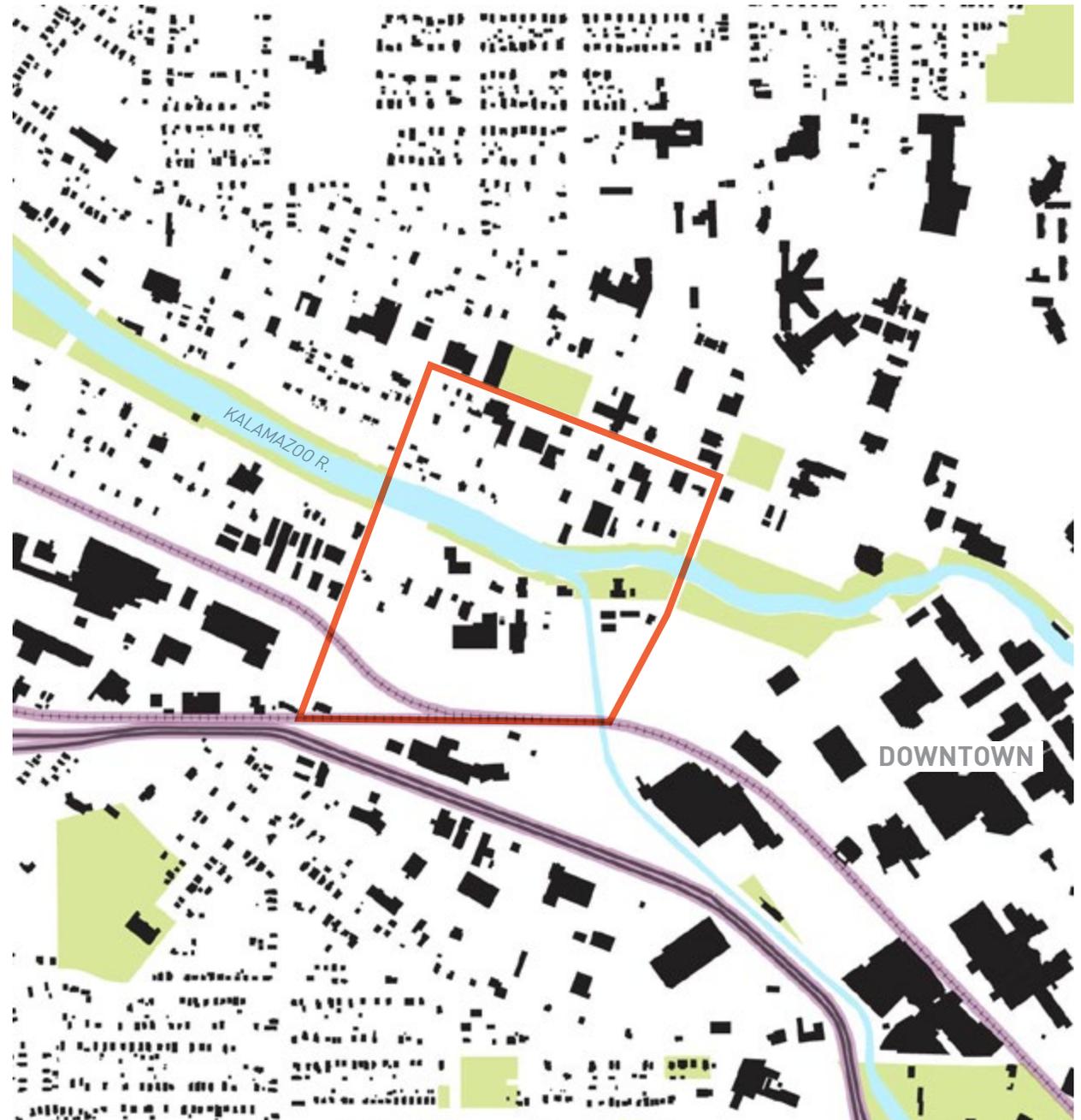


EXISTING CONDITIONS

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



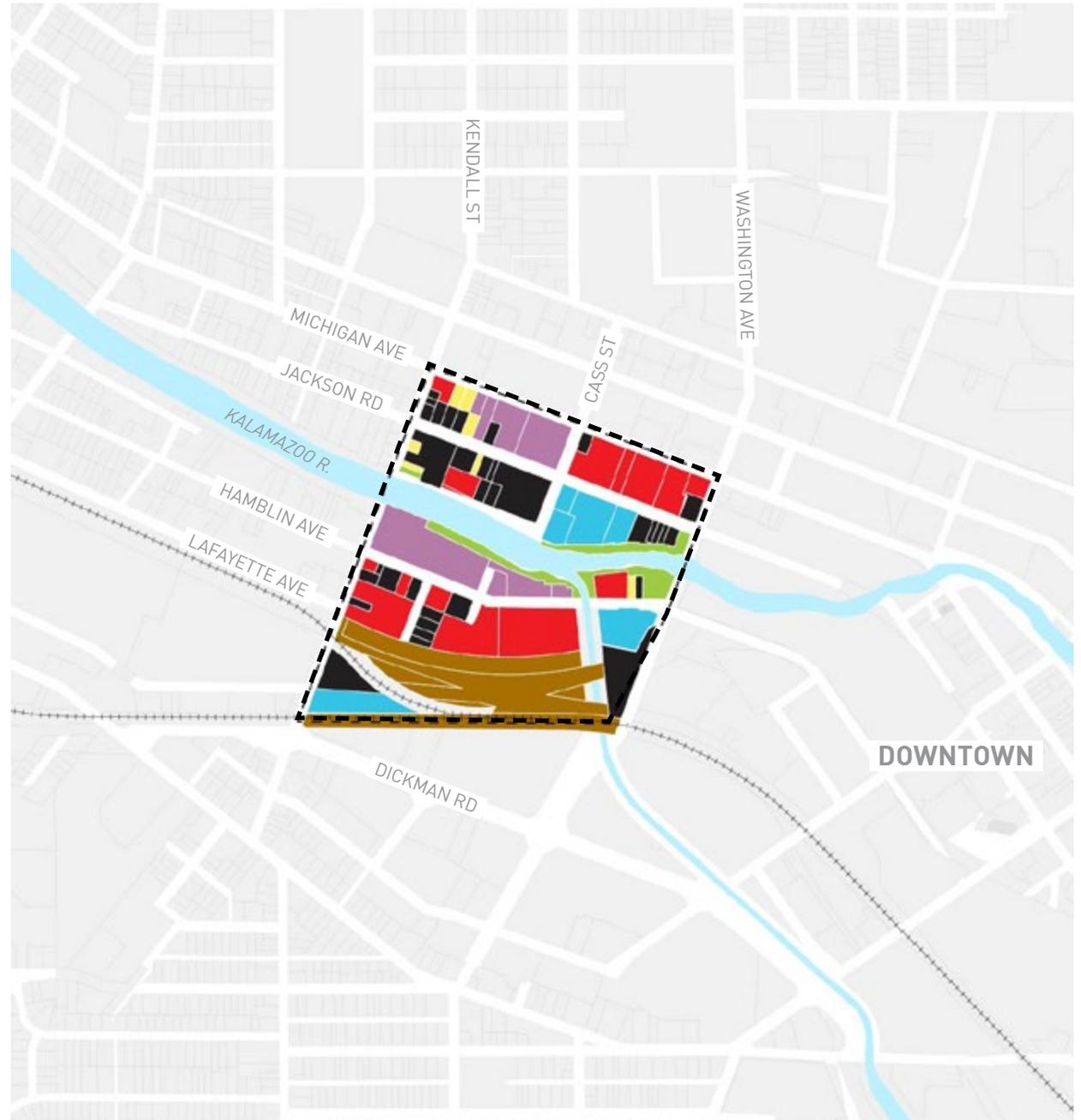
KALAMAZOO RIVER NORTH BRANCH: Channelized portion of the river which runs through the southern portion of the study area



RAILROAD: Located at the site's southern boundary

EXISTING CONDITIONS
**EXISTING
 LAND USE**

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



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



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 CONDITIONS
**EXISTING
 LAND USE**



A. REGIONAL HISTORY MUSEUM (MICHIGAN AVE.)



B. NLSM / FAITH ASSEMBLY CHURCH (MICHIGAN AVE)



D. LIFE CARE AMBULANCE (HAMBLIN AVE.)



E. TIGER'S TOWING (KENDALL ST. & HAMBLIN AVE.)

- 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



F. THE FIRE HUB



I. BATTLE CREEK CEREAL PLANT (WASHINGTON AVE.)

EXISTING CONDITIONS

PROPERTY OWNERSHIP



- PRIVATE-OTHER
- CITY OF BATTLE CREEK
- CALHOUN COUNTY LAND BANK
- CONSOLIDATED RAIL CORP
- MCCOY/NEW LEVEL SPORTS
- TIGER'S TOWING
- STUDY AREA

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



EXISTING CONDITIONS

TRANSIT NETWORK

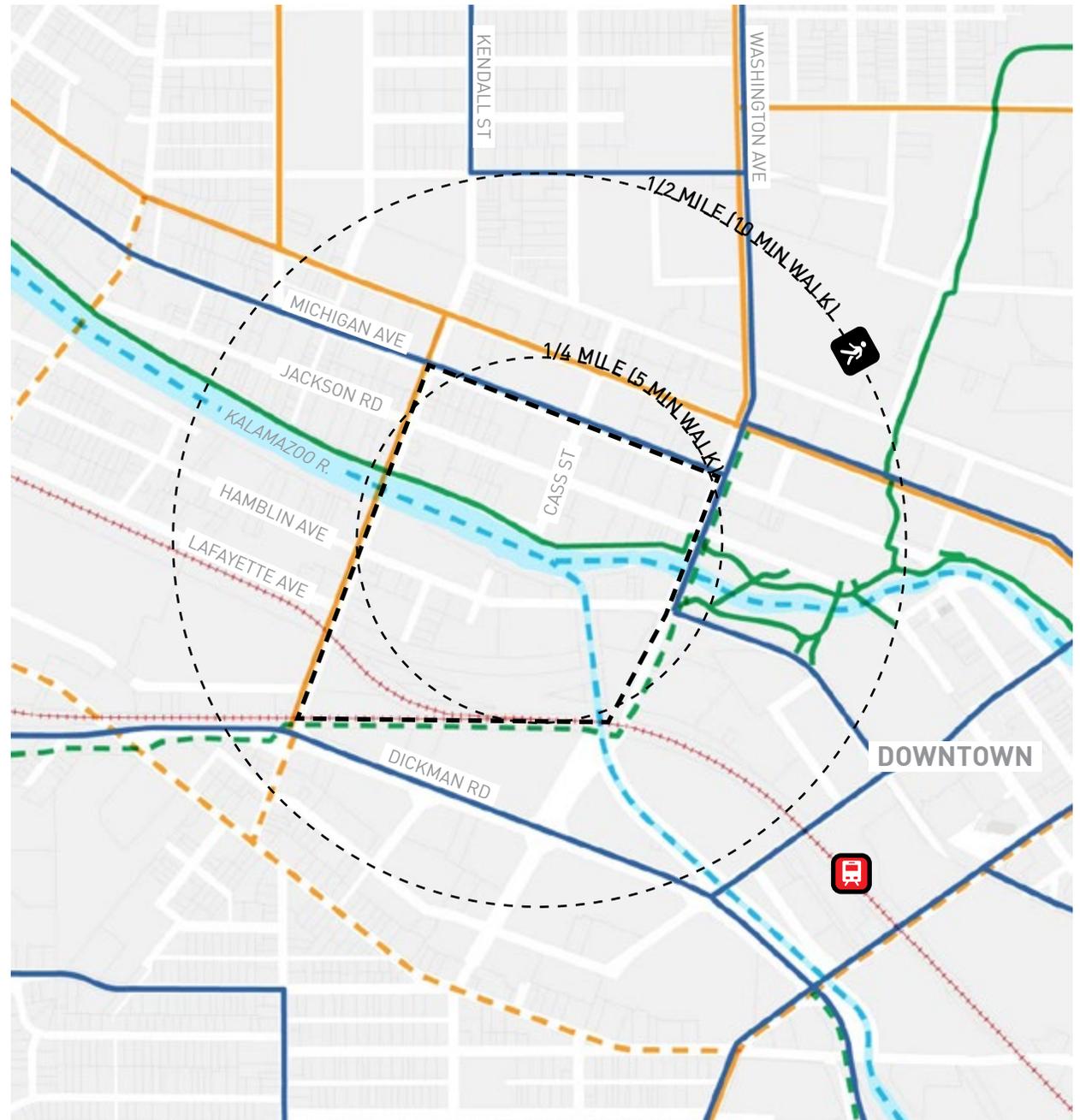
EXISTING

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

PROPOSED

-  BIKE LANE
-  SHARED USE TRAIL
-  BLUEWAY

 STUDY AREA



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



EXISTING CONDITIONS

RIVER NETWORK

Blueway Water Trails

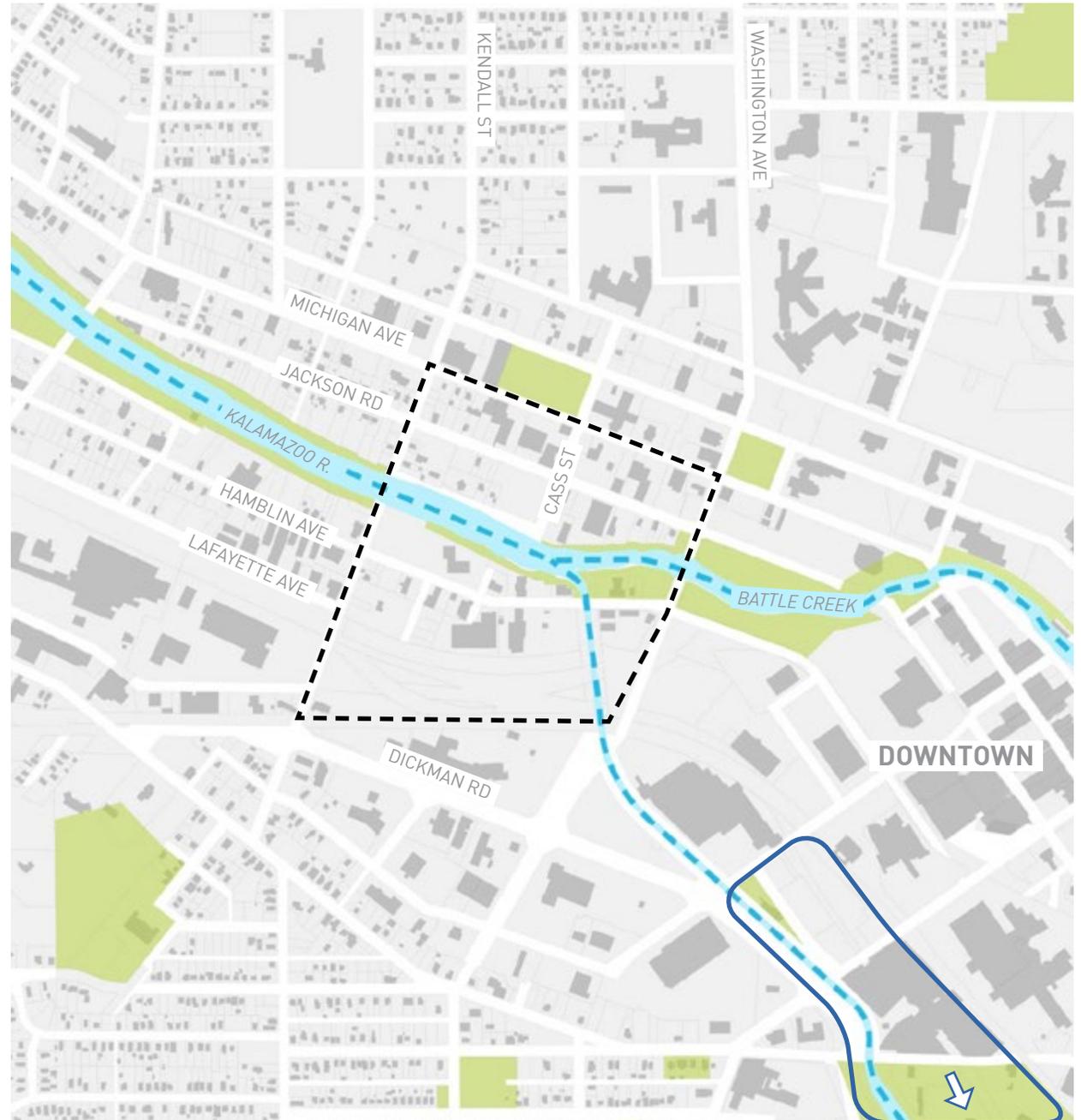
- » Intended to allow small boaters or other small vessels access to the waterways
- » Broaden awareness and education of navigable areas and natural resources
- » Further analysis needed for additional access points, signage, etc.

Battle Creek White Water

- » Proposed river restoration project to naturalize the water's edge, add greenways



- — — PROPOSED BLUEWAY
- PROPOSED WHITEWATER PLAN AREA
- STUDY AREA



Proposed blueway and whitewater area. Source: City of Battle Creek Master Plan, www.BattleCreekWhiteWater.org, ROSSETTI



EXISTING CONDITIONS

ZONING DISTRICTS



- I-1 LIGHT INDUSTRIAL
- I-2 HEAVY INDUSTRIAL
- C-3 INTENSIVE BUSINESS DISTRICT
- STUDY AREA

Zoning districts in the study area. Source: City of Battle Creek Master Plan, ROSSETTI



EXISTING CONDITIONS

MASTER PLAN

LAND USE

- TRADITIONAL NEIGHBORHOOD
- MULTI-UNIT RESIDENTIAL
- CHALLENGED NEIGHBORHOOD
- NEIGHBORHOOD COMMERCIAL
- COMMERCIAL CORRIDOR
- DOWNTOWN COMMERCIAL
- COMMUNITY SERVICES
- PRODUCTION & EMPLOYMENT CENTER
- OPEN SPACE & RECREATION
- STUDY AREA

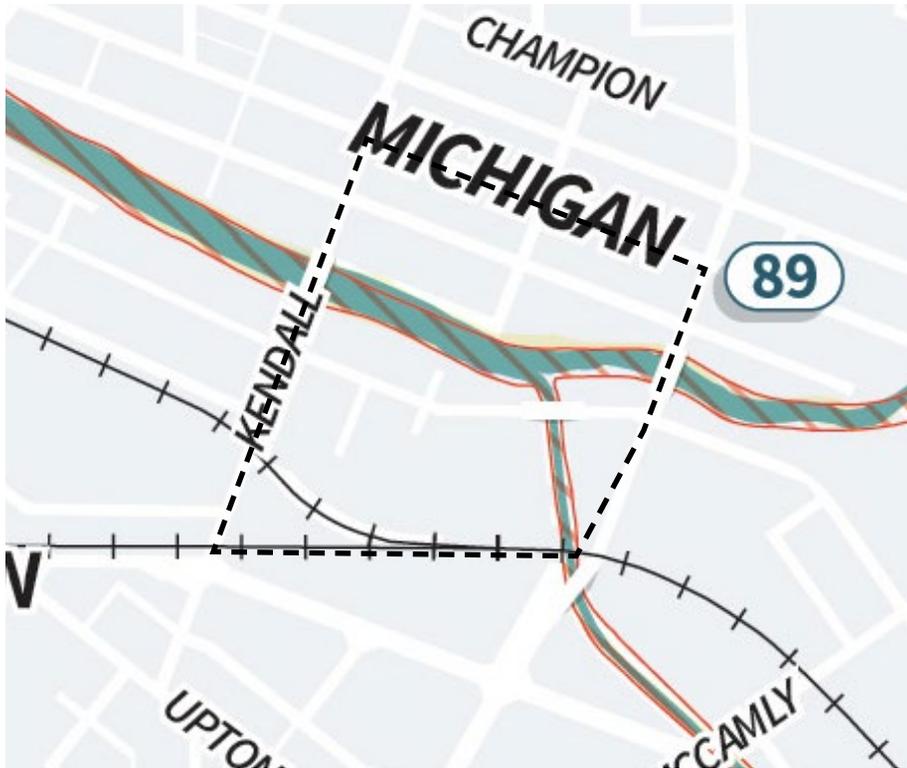


The future land use plan in and around the study area. *Source: City of Battle Creek Master Plan, ROSSETTI*



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

STUDY AREA



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

SUB-AREA NORTH

SUB-AREA SOUTH

- » 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

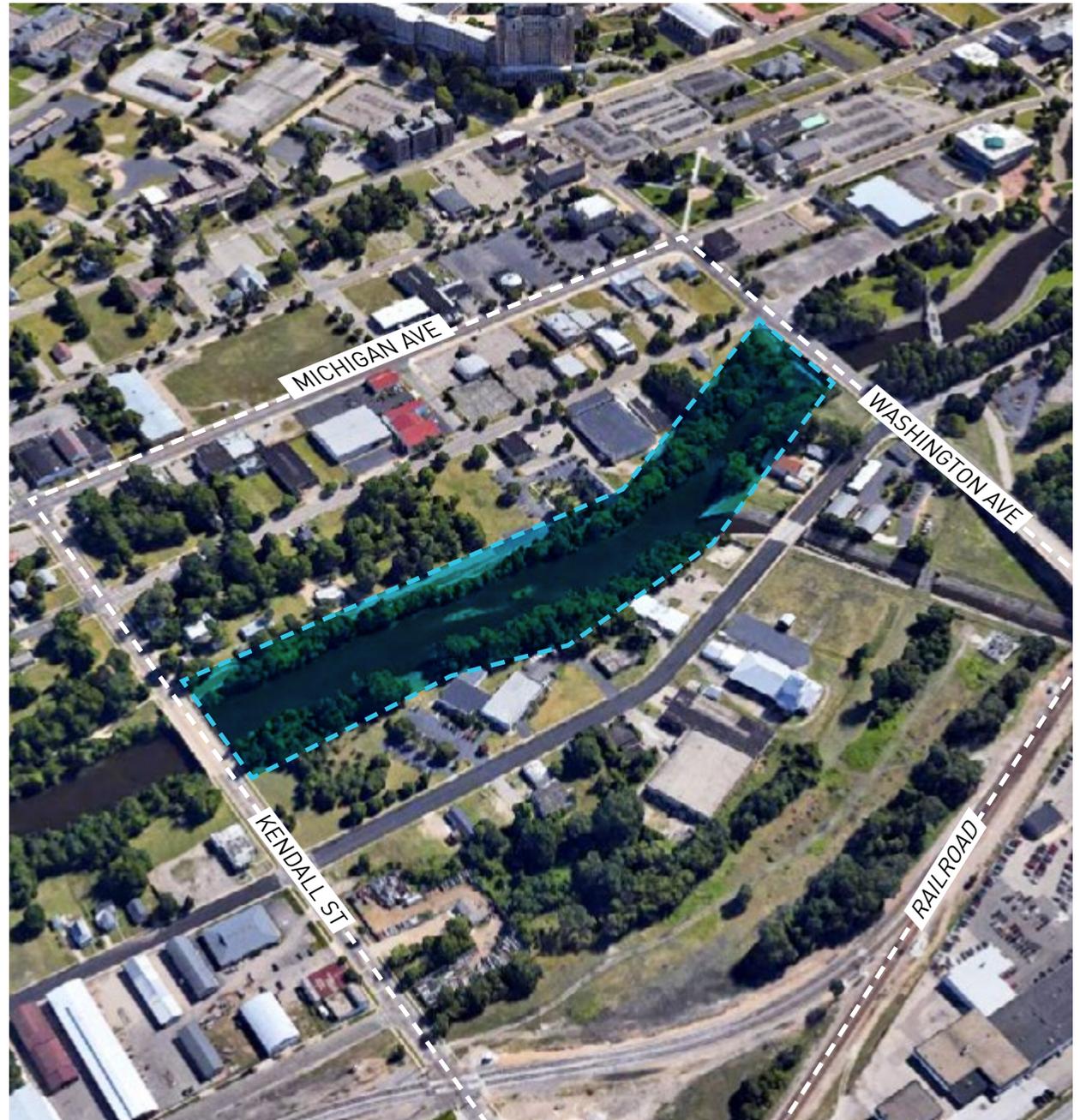
- » What should the character of the riverfront be like?

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

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

PRECEDENT

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



PRECEDENT

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

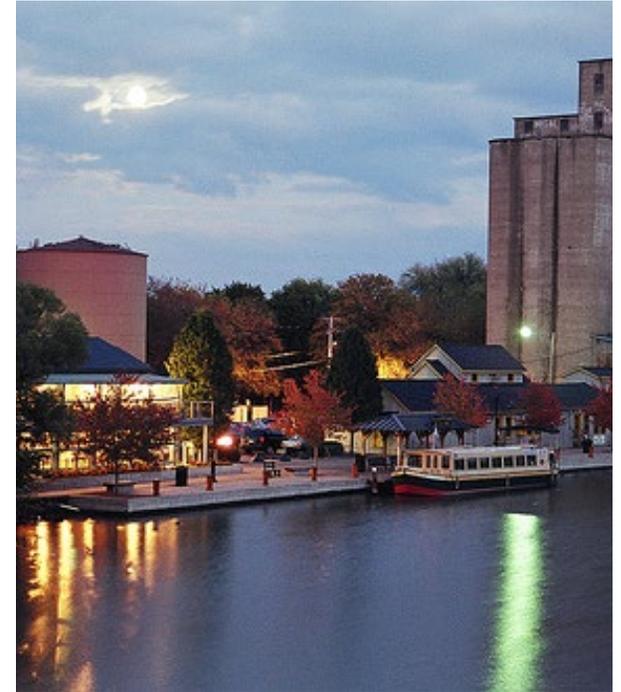
- Canal landing + shopping area
- Includes restaurants, retail stores, and other local businesses
- Canoe, kayak, + bike rentals
- Renovated Grain Tower + Flour Mill serve as the district icon; contain unique office space
- A small park features outdoor concerts in the summer

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

FINAL THOUGHTS



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



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)?**

06

NEXT STEPS

PHASE 1 (DISCOVER)

- » SITE VISIT
- » SUMMARIZE PROJECT VISION + OBJECTIVES
- » SUMMARIZE PROGRAM DIRECTION
- » COMPILE 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]

CHEERS

