



City Hall ♦ 333 West Ellsworth Street ♦ Midland, Michigan 48640-5132 ♦ 989.837.3300 ♦ 989.835.2717 Fax ♦ [www.midland-mi.org](http://www.midland-mi.org)

July 22, 2015

Jon Lynch, City Manager  
City Hall – 333 West Ellsworth Street  
Midland, MI 48640

Dear Mr. Lynch:

Momentum Midland has requested that Midland City Council initiate a review of the Putnam Park area located east of Cronkright Street as a potential site for a new, upgraded Farmer's Market facility. This location was previously identified by the Growing Markets, Growing Downtown PlacePlan, completed in September of 2014, as a possible alternate downtown location for the market. That PlacePlan built on earlier city efforts, including the Downtown Midland redevelopment and design plan, which have identified challenges with the current farmer's market location.

Momentum Midland is self-described as a local effort dedicated to building upon Downtown's existing features and culture to enhance economic development and quality of life throughout greater Midland. Building upon the foundation of prior community planning efforts and focused on downtown Midland, and based on the belief that the potential for future downtown investments is achievable through an integrated, focused commitment of the business, philanthropic and public sectors, Momentum Midland operates under the following five principles:

1. Turn Downtown into a more vibrant destination with a greater variety of uses, features and activities to attract diverse groups of people for many different reasons.
2. Reconnect the town with Downtown by changing auto-oriented traffic corridors from barriers to safer, walkable and bikable streets and enable seamless development to help transition Downtown to nearby neighborhoods.
3. Strengthen Downtown as a community hub of connectivity, history, culture, recreation, neighborhoods and the river; reinforcing cross-town linkages and wayfinding; diversifying the local economy; and strategically positioning Midland for the future.
4. Landmark, leverage and link the riverfront by expanding and enhancing trails, parks and recreational activities to make the river a more significant feature of Downtown.
5. Enable Downtown to become a more livable neighborhood offering housing options and a walkable lifestyle in a vibrant downtown setting.

Momentum Midland's request to consider relocating the Farmer's Market builds upon the PlacePlan project completed between the City of Midland and the Michigan Municipal League in 2014. That project first explored and detailed operational challenges and restrictions posed by the current market facility and its location in the floodplain of the Tittabawassee River. Once

these challenges and restrictions were identified, design plans intended to address them at either the current location or alternate locations in the downtown area were explored and developed. At the conclusion of that review, the Putnam Park area was identified as the most feasible location if the market were to be moved from its current riverfront location. The proposal now made to City Council will advance the Putnam Park location option presented in the PlacePlan report.

Following receipt of the initial PlacePlan report, a review of traffic impacts and possible redesign of the Poseyville Road Bridge was determined to be necessary. That review is currently underway through a follow-up PlacePlan mini-grant with the Michigan Municipal League. That study will determine the specific traffic impacts and road system changes necessary to accommodate removal of the Cronkright Street access to the bridge, with resulting reorientation of traffic to George Street. The results of that study will be available in August of 2015.

Procedurally, the request from Momentum Midland should next be referred to City Council's advisory boards and commissions. Given the scale of the proposed project and its impact on several areas of municipal concern, referral of this proposal to the following boards and commissions is recommended:

1. **Downtown Development Authority (DDA) Board**  
The physical location of the farmer's market in downtown Midland is an important consideration. The DDA Board is charged with responsibility for the downtown area and is best able to assess and report on whether or not the proposed location is the most suitable location for a farmer's market in this area. The DDA Board will therefore be asked specifically to advise City Council on whether the proposed location is or is not an appropriate location for the market.
2. **Parks and Recreation Commission**  
The proposed location of the farmer's market is in the area of Putnam Park. The Parks and Recreation Commission is charged with responsibility over all forms of city parks, whether established by city ordinance or not. The Parks and Recreation Commission will therefore be asked to address the question of whether Putnam Park can and should be utilized for the proposed farmer's market.
3. **Planning Commission**  
The capacity of the proposed site to accommodate a farmer's market was reviewed conceptually during the PlacePlan project but has not been given a thorough and comprehensive technical review. These technical questions include, among others, the physical size and design of the land and facilities, the parking and other functional demands of a farmer's market, and the necessary street reconfigurations. This technical review is within the normal scope of activities conducted by the Planning Commission.

Public input throughout the process of city review and consideration of this request will be an important consideration. All three boards and commissions will provide for public input in their own review processes prior to formulating a recommendation on their respective areas of concern to City Council. When those recommendations and final City Council consideration takes place, direct comment to City Council will also be provided for.

Based on the process recommended above, the timeline expected for review of this request will be as follows:

July 27 <sup>th</sup>	City Council receives request and refers to boards and commissions for review
August 5 <sup>th</sup>	Parks and Recreation Commission receives referral
August 11 <sup>th</sup>	Planning Commission receives referral
August 12 <sup>th</sup>	Downtown Development Authority receives referral (Special meeting date)
September 1 <sup>st</sup>	Parks and Recreation Commission holds hearing and recommends on proposal
September 8 <sup>th</sup>	Planning Commission holds hearing and recommends on proposal
September 9 <sup>th</sup>	Downtown Development Authority holds hearing and recommends on proposal
September 21 <sup>st</sup>	City Council receives recommendations and acts on request

City Council approval of the attached resolution, referring the request to consider relocation of the Midland Farmer's Market to the Downtown Development Authority Board, the Parks and Recreation Commission and the Planning Commission, is requested.

Respectfully,



C. Bradley Kaye, AICP, CFM  
Assistant City Manager for Development Services



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BY COUNCILMAN

WHEREAS, Momentum Midland has requested Midland City Council to initiate a review of the Putnam Park area located east of Cronkright Street as a potential site for a new, upgraded Farmer's Market facility; and

WHEREAS, it has been determined necessary to gather public comment and input as part of the review process prior to responding to the request of Momentum Midland; and

WHEREAS, it has been determined appropriate and advisable to refer the request to Midland City Council's advisory boards and commissions for public input, review and recommendation; now therefore

RESOLVED, that the request from Momentum Midland to initiate a review of the Putnam Park area located east of Cronkright Street as a potential site for a new, upgraded Farmer's Market facility is hereby referred to the Downtown Development Authority Board, the Parks and Recreation Commission and the Planning Commission for report and recommendation.

YEAS:

NAYS:

ABSENT:

I, Selina Tisdale, City Clerk, City of Midland, Counties of Bay and Midland, State of Michigan, do hereby certify that the foregoing is a true and correct copy of a resolution adopted by a      yea vote of all the Councilmen present at a regular meeting of the City Council held Monday, July 27, 2015.

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Selina Tisdale, City Clerk

July 21, 2015

Mr. Jon Lynch  
City Manager  
City of Midland  
333 W. Ellsworth St  
Midland MI 48640

Dear Mr. Lynch

I am writing on behalf of Momentum Midland to request time on the City Council July 27, 2015 agenda to request that the City of Midland initiate a review of the Putnam Park area as a potential site for a new, upgraded Farmers' Market facility.

Momentum Midland is a local collaborative effort dedicated to building on Midland's existing features and assets to enhance economic development and quality of life in the area. The collaboration includes a variety of stakeholders including the City of Midland, large and small businesses, civic organizations, local foundations, and others. Momentum Midland's first area of focus is downtown Midland and its integration to other areas of the City and County. The Michigan Baseball Foundation (MBF), consistent with its non-profit mission to drive economic development and quality of life, is coordinating the work of Momentum Midland.

Over the last several months, Momentum Midland has developed an overall vision for continued downtown investment and identified specific priority projects, including the Farmers' Market and riverfront area. City of Midland and community discussion around the long term future of the Farmers' Market and the riverfront area has been ongoing for many years. The Momentum Midland concept plan builds on these past discussions, including the most recent PlacePlan conducted in partnership with the Michigan Municipal League.

While the current Farmers' Market site has served the community well, it is struggling to meet the needs of a popular, growing market. Current issues include flooding, efficiency of layout, limited infrastructure, and limited possibilities for capital investment.

Both the Michigan Municipal League and Momentum Midland evaluated the potential Putnam Park site in partnership with professional firms with extensive farmers' market experience and City of Midland staff. Momentum Midland strongly believes the site is viable and strategic to additional commercial and residential investment in downtown. As such, we encourage the City of Midland to initiate review of the site.

Momentum Midland looks forward to continued partnership with City of Midland and other stakeholders to review current concepts and develop optimal solutions around design and operation for a Farmers' Market that serves the community for many years to come.

Best Regards,



Paul Barbeau  
Executive Director

