



Consideration of Relocating the Midland Farmer's Market

Parks and Recreation Commission

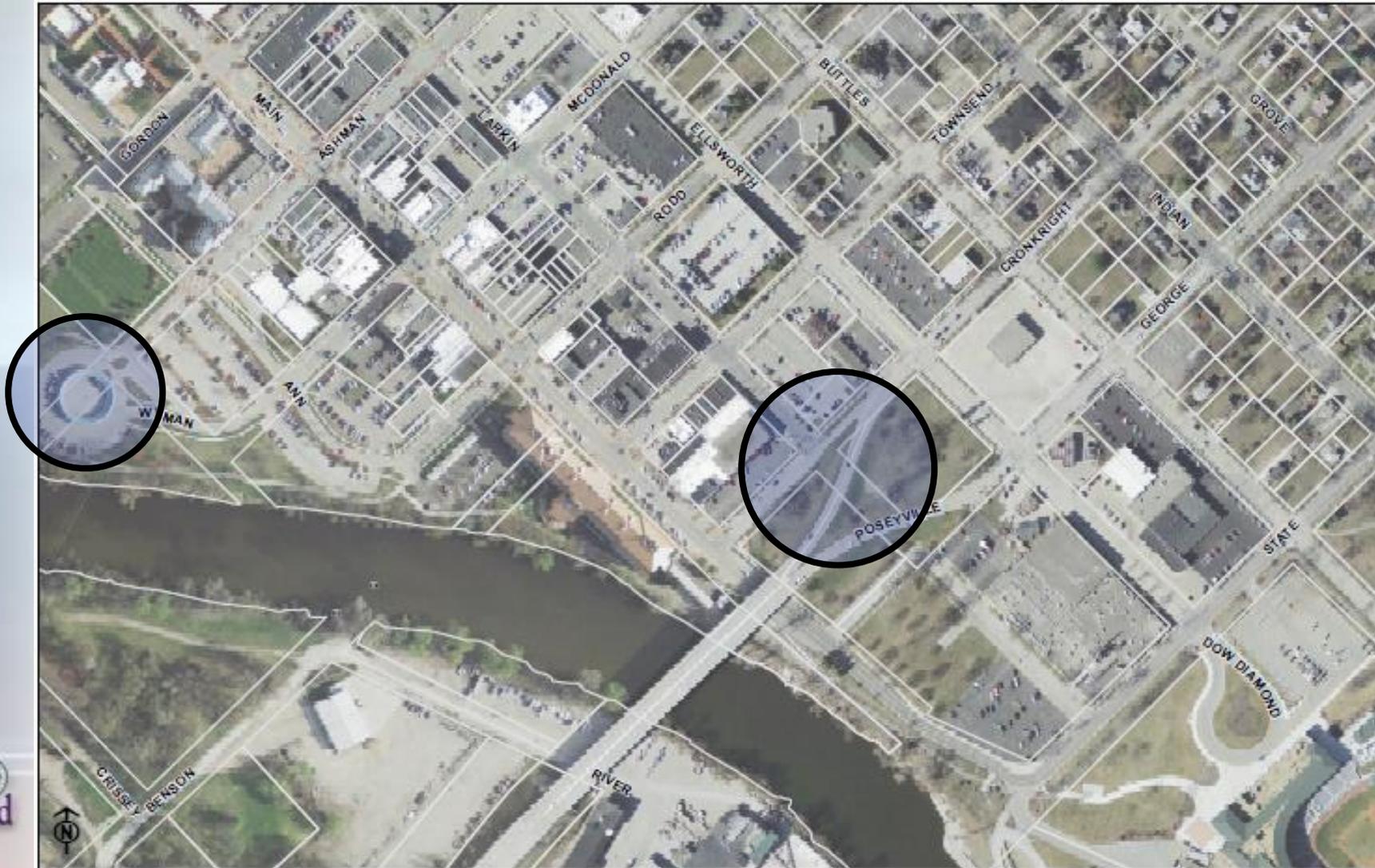
September 1, 2015

Farmer's Market

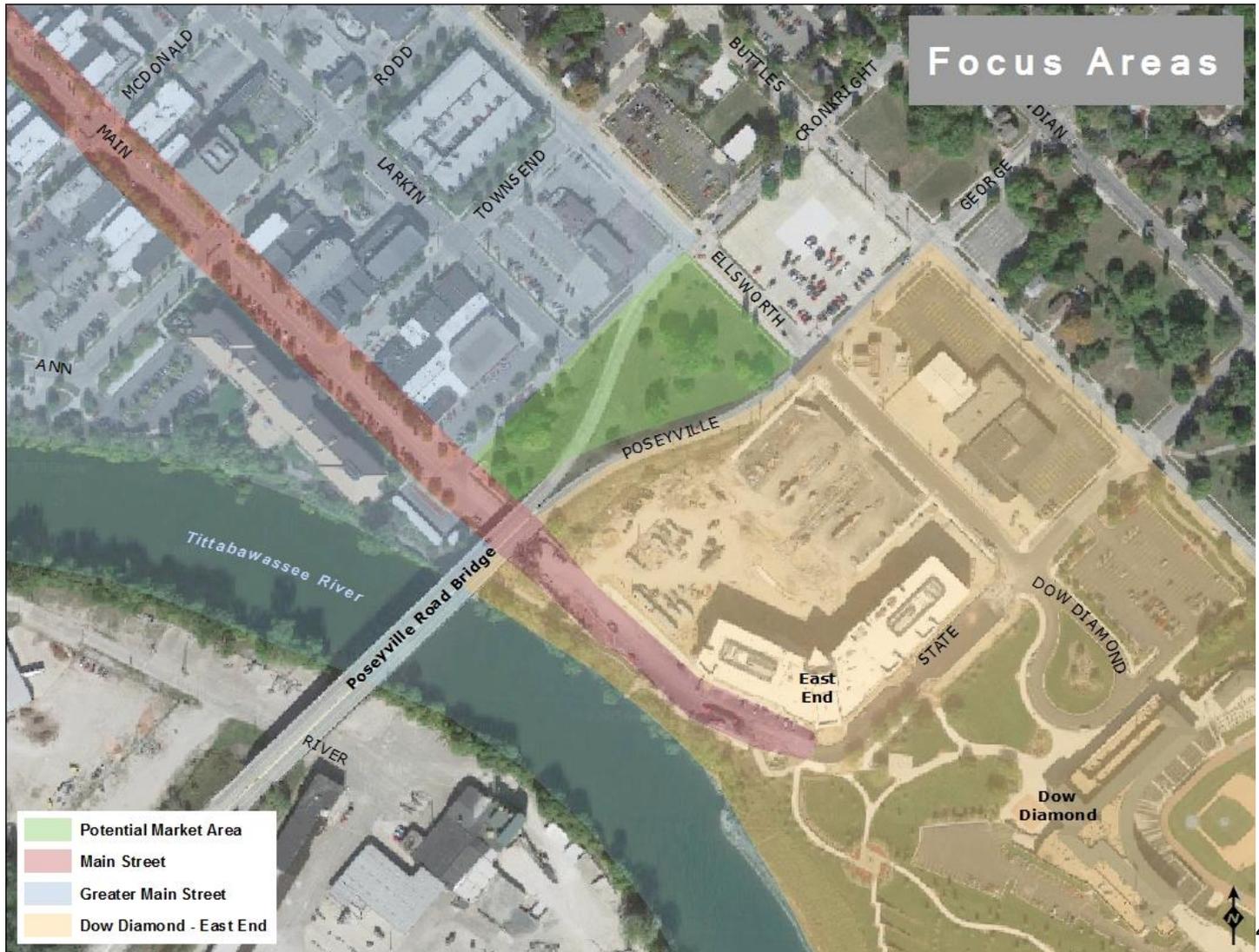
The Proposal

- Applicant: Momentum Midland
- Property Owner: City of Midland
- Request: 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

Farmer's Market Location – Current and Proposed Sites



Farmer's Market Location – Proposed Site



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Existing Market - Background Facts

- Property is owned by the City of Midland.
- Current structure is owned and maintained by the City of Midland.
- The market is not operated by the City of Midland.
- The market is operated by the Chamber of Commerce.
- Allowed vendors and vendor rates are determined by the Chamber of Commerce.

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Existing Market - Limitations

- Existing structure no longer meets market needs.
- Size of structure and configuration limit vendor capacity and social interaction.
- Inadequate bathrooms and storage facilities.
- Inner circle vendors must arrive very early (4:30 am) to set up and cannot leave until exterior vendors have left.
- Floodplain location precludes enclosed space unless raised above the base flood elevation.
- Electrical power is currently limited. Expansion of the electrical system in the floodplain is possible but requires all outlets be above base flood elevation.
- Vehicular circulation around structure is a concern.

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Proposed Market - Background Facts

- Proposed property (Putnam Park) is owned by the City of Midland.
- Location is at street level and contiguous to the downtown.
- Location is not in the floodplain.
- Ownership and maintenance of proposed structure will have to be determined by the City of Midland.
- The market will not be operated by the City of Midland.
- Allowed vendors and vendor rates will be determined by the operator.

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Parks & Recreation Concerns

1. Can Putnam Park be used for the purpose of a farmer's market?
2. Is there a need to maintain Putnam Park for some other form of parks and recreation use?

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Where did this idea come from?

- This is not a new idea for Midland.
- Four previous studies have identified issues with the current Farmer's Market and/or market location:
 - Project for Public Spaces, June 2006
 - Hamilton Anderson, November 2007
 - Downtown MBA Project, Lisa T. Vincent, Oct. 2009
 - MML PlacePlan, September 2014

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Project for Public Spaces, June 2006

FOCUS: What if we built Midland around Places

Observations and Recommendations

- Successful main streets work because people go there for a variety of reasons: to walk, socialize, shop, snack, dine, see shows, attend community events, etc.
- Without more social destinations and excuses for people to come visit, Midland's Main Street does not yet rise to this level

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Project for Public Spaces, June 2006

Observations and Recommendations (cont'd)

- Slow down drivers coming from Jerome Street and Poseyville Road.
- Reconfigure the Y entrance to Poseyville Road.
- Farmer's Market could offer greater community benefits and draw a broader crowd for a longer period of time if it oriented outwards, offered more value-added and non-food items and have vendors locate along Ashman Street towards Main Street.

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Project for Public Spaces, June 2006

Observations and Recommendations (cont'd)

- The Farmer's Market area could also be used for other types of markets at other times of the year (Christmas market for example).
- Connect to Main Street (to the riverfront) so one flows naturally to the other with signage and activity – formal retail or even temporary: market vendors could have stands on McDonald and Ashman for example.

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Hamilton Anderson, November 2007

FOCUS: downtown Midland

Observations and Recommendations

- Plan goals were to protect existing amenities in the downtown such as the Farmer's Market, Tridge, historic buildings, and the waterfront; make pedestrian connections
- Ideas for the Riverfront included a formal river's edge with railings, a pedestrian boardwalk, lighting, a renovated Farmer's Market, the relocation of public parking to provide passive green space.

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Hamilton Anderson, November 2007

Observations and Recommendations (cont'd)

- Focal points of the waterfront improvements are the renovated Farmer's Market and the pedestrian boardwalk. The famous "round" structure of the Farmer's Market should remain, but the existing public rest rooms should be removed to open views from Ashman Street to the river and Tridge. Male and female comfort stations can replace the demolished rest rooms and feature changing rooms and seasonal concessions.

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Hamilton Anderson, November 2007

Observations and Recommendations (cont'd)

PARTICIPANT INPUT

What does the intersection at Poseyville Road and Ellsworth Street say about the downtown? Is the park usable or enjoyable? Do you feel comfortable as a pedestrian in this area? How can this space be improved?

- Project for Public Spaces (PPS) recommended—flowers/improvements.
- Major intersection says: “We’re abandoned!” I have never used that park, I have never seen anyone else using it either.
- If no Poseyville realign, enhance two Ellsworth intersections: bump-outs, etc.

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Downtown MBA Project, Oct. 2009

Lisa T. Vincent

Faculty Advisor: Dr. J Holton Wilson

FOCUS: Downtown Midland – Opinions &
Customer Preferences Survey

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Downtown MBA Project, Oct. 2009

Observations and Recommendations

- In order to remain competitive with traditional big-box or mall retailers, to increase its attractiveness to new businesses and to entice young professionals to choose to make downtown their home... improving foot traffic and communications are key.

Of respondents most likely to attend the Farmers Market

- 88% of respondents are likely to dine downtown during a special event
- 65% of respondents are likely to shop downtown during a special

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Downtown MBA Project, Oct. 2009

Observations and Recommendations (cont'd)

- Relocate some special events – would increase the amount of foot traffic beyond what is currently experienced.
- Ideally, a diverse mix of business spread throughout the downtown district would entice consumers to expand their walking journey between locations.
- Current businesses would get exposure they otherwise might not have.

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MML PlacePlan, September 2014

FOCUS: Growing Markets, Growing Downtown

- Participants included Midland residents, business owners, Farmer's Market vendors, and community leaders

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MML PlacePlan, September 2014

Observations and Recommendations

- Expanding and reconfiguring the Farmer's Market could be a linchpin project by bringing more food retail opportunities to downtown, filling in the gap between downtown and East End, creating better public gathering places, and opening up opportunities for better public access to the river.
- It's not just a Saturday morning occurrence, but an economic development catalyst and a hub for a growing local food economy.

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MML PlacePlan – Current Location



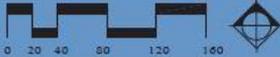
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MML PlacePlan- Putnam Park Location



- Notes**
- 110 Vendor stalls
 - 94 with single-stacked vehicle spaces
 - 16 without vehicle spaces
 - 18 extra parking spaces on site
 - Expandable to 140 stalls
 - 32' Wide Shelter, 22,270 sf
 - 7,825 sf fully enclosed shelter
 - 4,812 sf with overhead doors
 - 5,792 sf without overhead doors
 - 3,840 of pergola as future expansion space

Midland PlacePlan Farmers Market
 Michigan Municipal League
 City of Midland
 Farmers Market Relocation Conceptual Plan
 August 2014



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MML PlacePlan, September 2014

Recommended Action Items

- Find project champions from Midland's philanthropic and business community *
- Launch a public process to discuss the future of the market and the river *
- Select a market site, program of uses, and public space needs *
- Develop a more detailed budget, project timeline, roles and responsibilities, and reach out to potential contributors
- Keep connections to Midland's place assets front of mind when planning and designing the details

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Momentum Midland – Concept Plan



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Why is the City considering this?

- We have been requested to do so by Momentum Midland.
- The request involves city-owned property.
- Only the City of Midland by action of the City Council can authorize the proposed use on this property.
- Prior to City Council action, public review and input on the proposal is being sought and will be considered by City Council.

Farmer's Market Location – Midland Property



City of Midland Property



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If City Council says yes, then what?

- A yes vote means further study and design work will continue.
- Momentum Midland will proceed with specific site design and preparation of a detailed site plan.
- Final development details will need to be resolved, including:
 - Funding of the structure and infrastructure
 - Ownership and maintenance of the structure
 - Operation of the market
 - Parking arrangements/agreements
- Final plans and details will require further detailed review and approval of the Planning Commission and the City Council.

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Why is the Parks and Recreation Commission involved in this?

- The request from Momentum Midland involves property referred to as Putnam Park.
- Whether Putnam Park can be used for the purpose of a farmer's market is within the scope of responsibility of this commission.
- Whether Putnam Park should be maintained for some use other than a farmer's market is also within the scope of responsibility of this commission.

Farmer's Market Parks and Recreation Commission

Questions to be answered:

1. Can Putnam Park be used for the purpose of a farmer's market?
 - City Attorney Jim Branson
2. Is there a need to maintain Putnam Park for some other form of parks and recreation use?

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Upcoming Public Hearings

- **P&R Commission** **September 1, 2015**
- **DDA** **September 9, 2015**

Discussion will focus on whether or not there is a benefit to the downtown area in having the Farmer's Market located in or adjacent to the downtown. Also discussed will be whether the proposed location is more, less, or equally beneficial to the downtown than is the current Farmer's Market location.
- **Planning Commission** **September 22, 2015**

Discussion will focus on the ability of the proposed site to accommodate a farmer's market. This review will include consideration of a traffic study evaluating needed changes to the Poseyville Road Bridge and surrounding road network. Parking, parcel size, and conceptual design of the market will also be discussed by the commission.

Farmer's Market Parks and Recreation Commission

Questions?