



# Consideration of Relocating the Midland Farmer's Market

Downtown Development Authority

September 9, 2015

# Farmer's Market

## The Proposal

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- 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

## Why is the City considering this?

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- 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 Public Hearings

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- **P&R Commission** **September 1, 2015**  
*Can and should Putnam Park be used for the proposed Farmers Market use?*
- **DDA** **September 9, 2015**  
*Impact of the Farmers Market to the downtown in its current location and in the proposed location.*
- **Planning Commission** **September 22, 2015**  
*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

## Why is the DDA involved in this?

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- The request from Momentum Midland involves property located within the boundaries of the downtown district.
- 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.

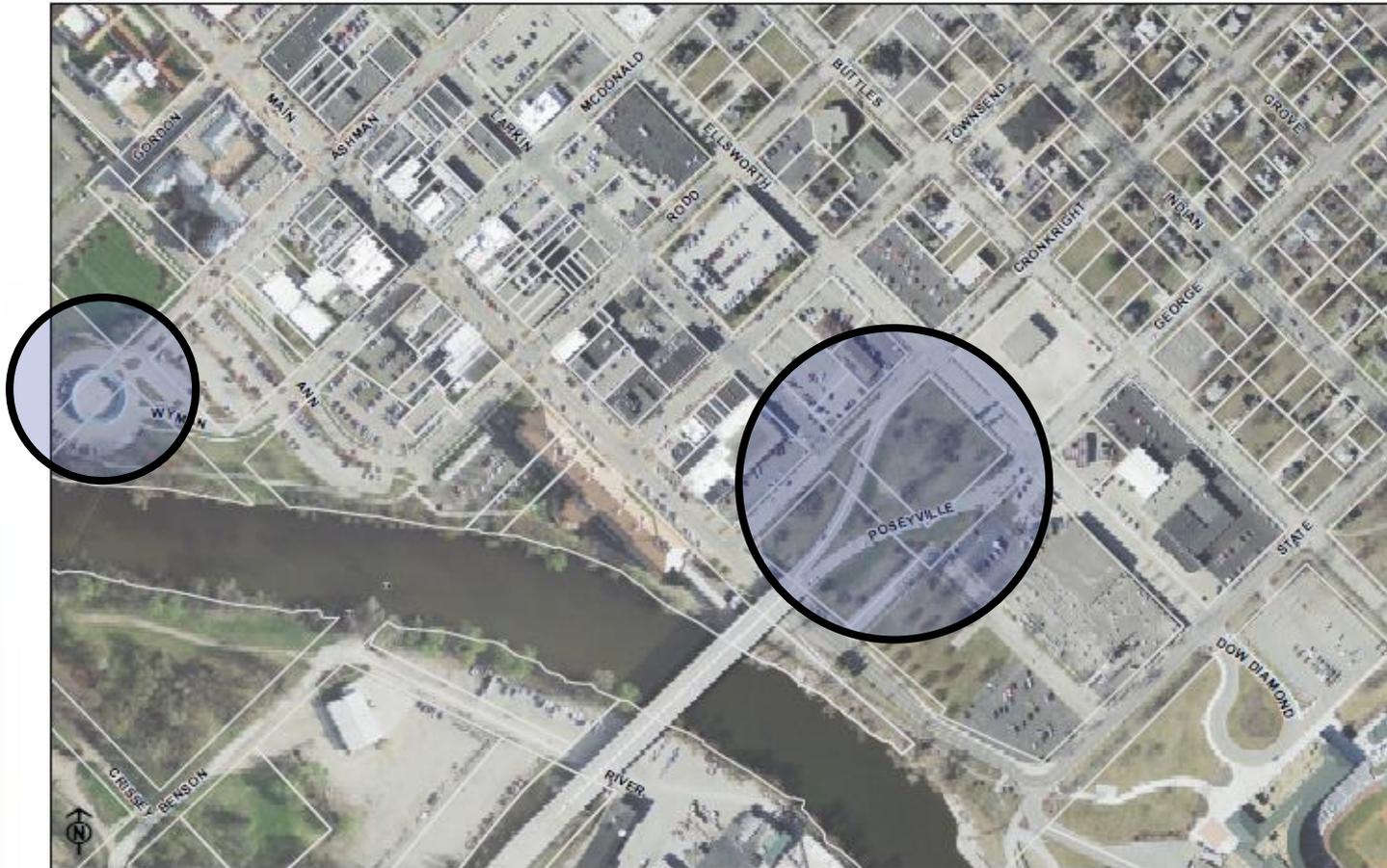
# Farmer's Market

## If City Council says yes, then what?

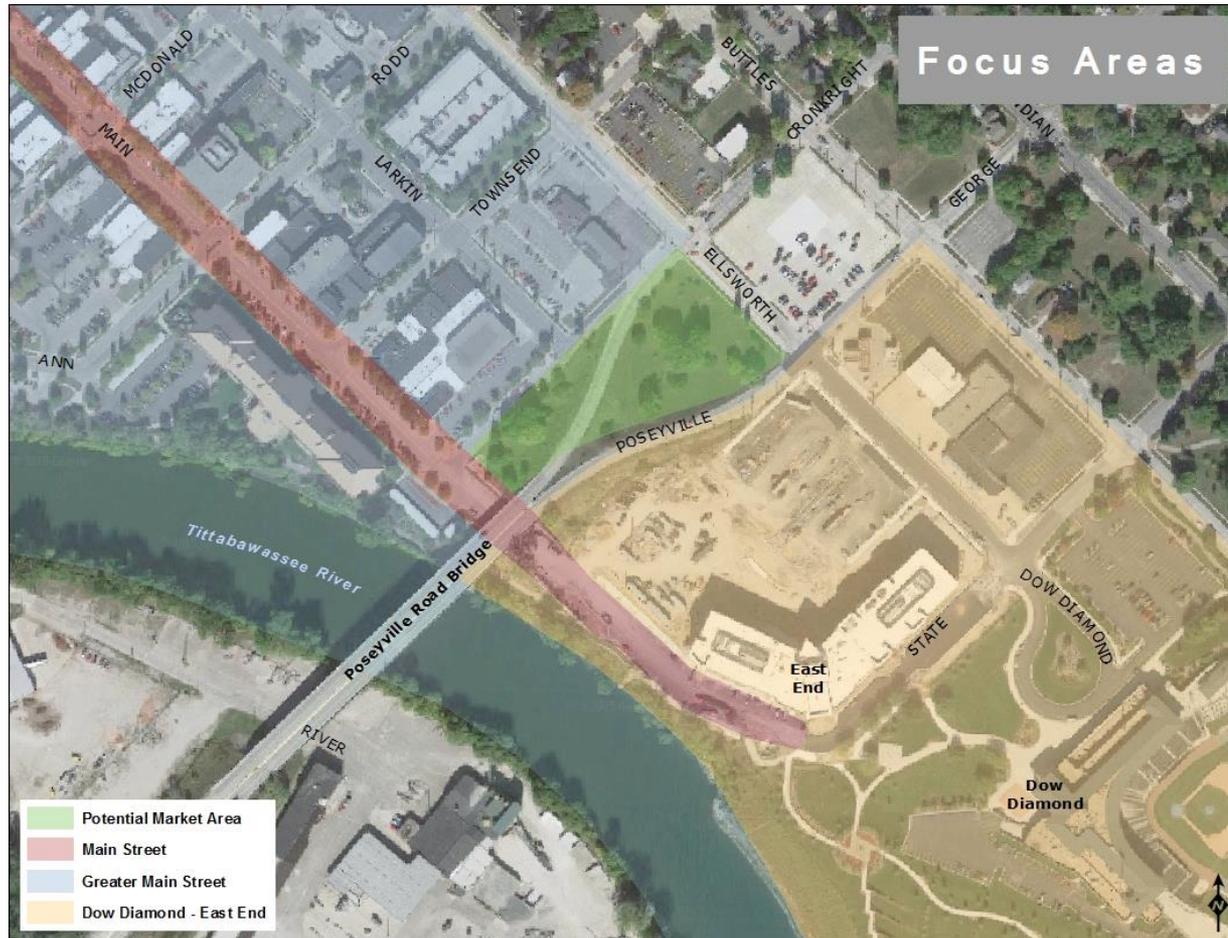
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- A yes vote means further study and design work will continue.
- Momentum Midland will proceed with specific site design and preparation of a detailed site plan.
- Final development details will need to be resolved, including:
  - Funding of the structure 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.

# Farmer's Market Location – Current and Proposed Sites

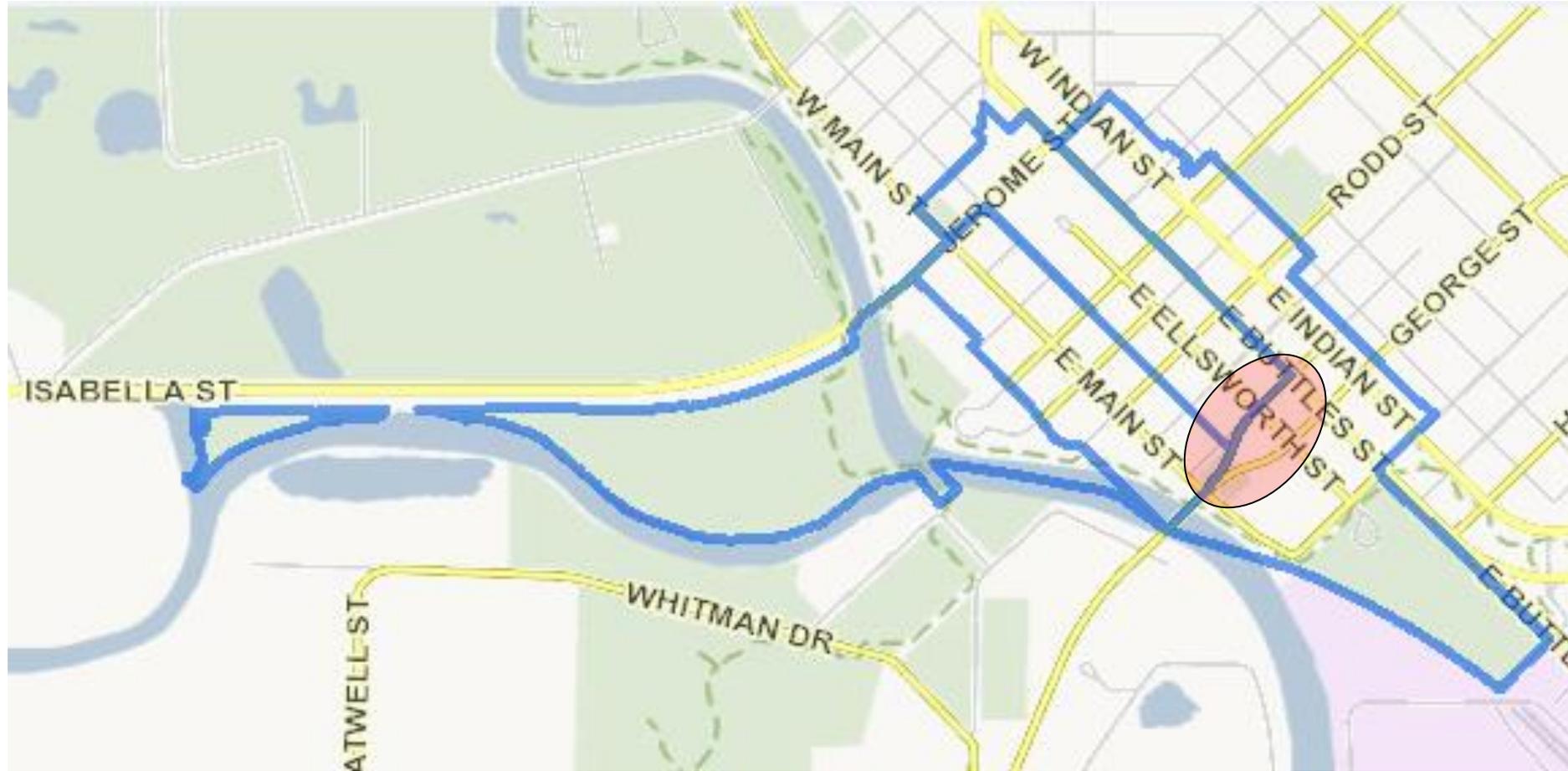


# Farmer's Market Location – Proposed Site



# Downtown District Boundaries

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# Farmer's Market

## Existing Market - Background Facts

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- 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.

# Farmer's Market

## Existing Market - Limitations

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- 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.

# Farmer's Market

## Proposed Market - Background Facts

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- 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.

# Farmer's Market

## Where did this idea come from?

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- 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

# Farmer's Market

## Project for Public Spaces, June 2006

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FOCUS: What if we built Midland around Places  
Observations and Recommendations

- Leveraging activity assets to generate increasing levels of interest and subsequent activity
- 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

# Farmer's Market

## Project for Public Spaces, June 2006

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### 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.

# Farmer's Market

## Project for Public Spaces, June 2006

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### 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.

# Farmer's Market

## Hamilton Anderson, November 2007

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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.

# Farmer's Market

## Hamilton Anderson, November 2007

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### 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.

# Farmer's Market

## **Downtown MBA Project, Oct. 2009**

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Lisa T. Vincent

Faculty Advisor: Dr. J Holton Wilson

FOCUS: Downtown Midland – Opinions &  
Customer Preferences Survey

# Farmer's Market

## Downtown MBA Project, Oct. 2009

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### 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

# Farmer's Market

## Downtown MBA Project, Oct. 2009

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### 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.

# Farmer's Market

## **MML PlacePlan, September 2014**

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FOCUS: Growing Markets, Growing Downtown

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

# Farmer's Market

## MML PlacePlan, September 2014

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### 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.

# Farmer's Market

## MML PlacePlan – Current Location



# Farmer's Market

## MML PlacePlan - Putnam Park Location



# Farmer's Market

## MML PlacePlan, September 2014

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### 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

# Farmer's Market

## Momentum Midland – Concept Plan



*Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction*

*Vision: Small City Charm with Big City Choices*

## DDA Strategic Plan 2015 - 2020

### Economic Sustainability

- **Goal 1:** Facilitate the expansion of housing opportunities in the downtown area
- **Goal 2:** Develop/maintain programs to enhance revitalization of downtown properties

### Social Interaction

- **Goal 3:** Represent DDA interests in Riverfront Development activities
- **Goal 4:** Develop and integrate attractive linkages within district

### Infrastructure

- **Goal 5:** Upgrade electrical infrastructure to support events and special lighting
- **Goal 6:** Develop and implement a modern Streetscape plan that addresses maintenance, space and aesthetic needs



*Mission: To foster a dynamic downtown environment that promotes economic growth and social interaction*

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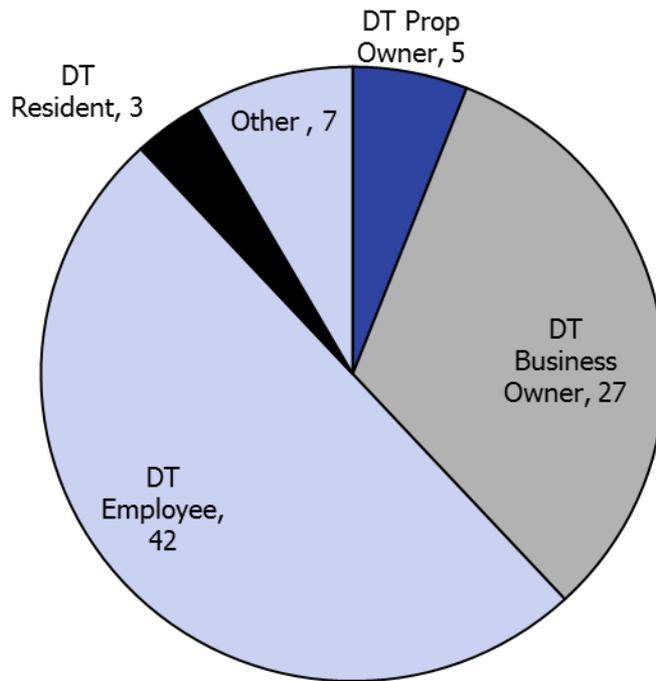
## **Downtown Development Authority**

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Questions to be answered:

1. Whether or not the proposed location is the most suitable location for a farmer's market in this area.

# Survey of downtown business owners, property owners, employees and residents

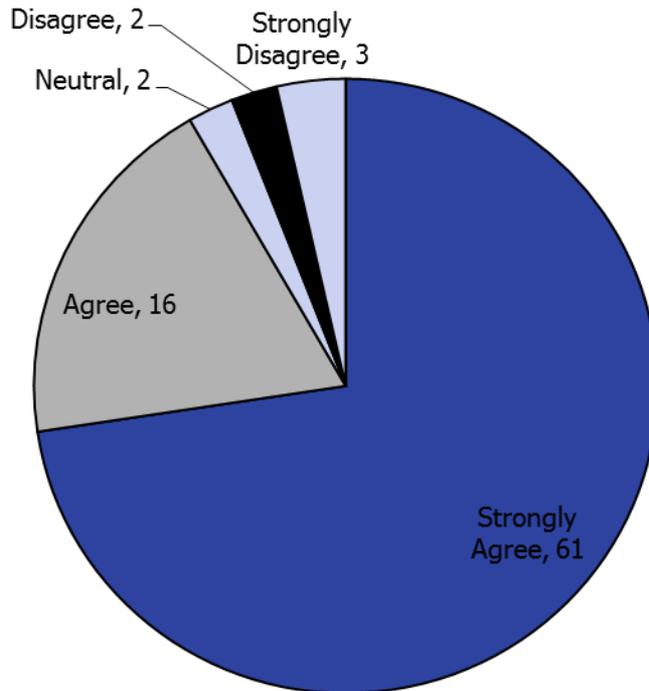


- **84 respondents**

- 6% prop owners
- 28% business owners
- 43% employees
- 6% residents
- 18% other (multi roles)

## Having the Farmer's Market located in the downtown is important to the district

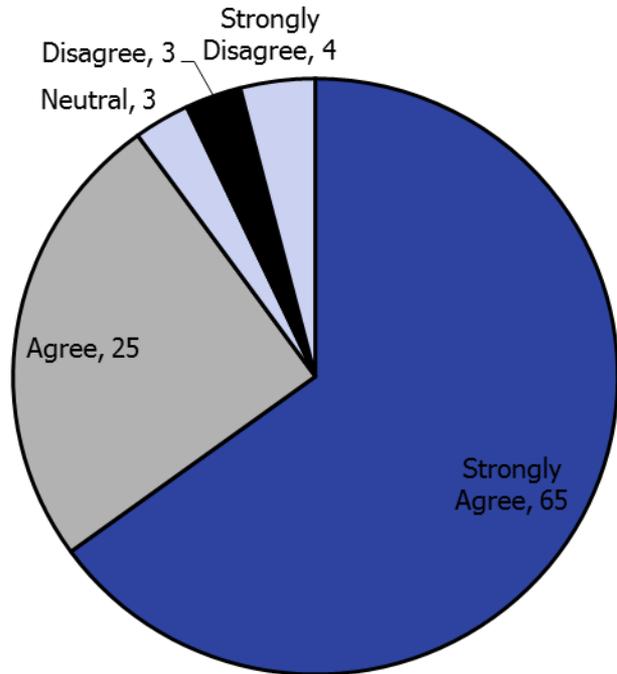
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- 92% of respondents ***agree*** or ***strongly agree*** that having the farmer's market located in downtown Midland is important to the district

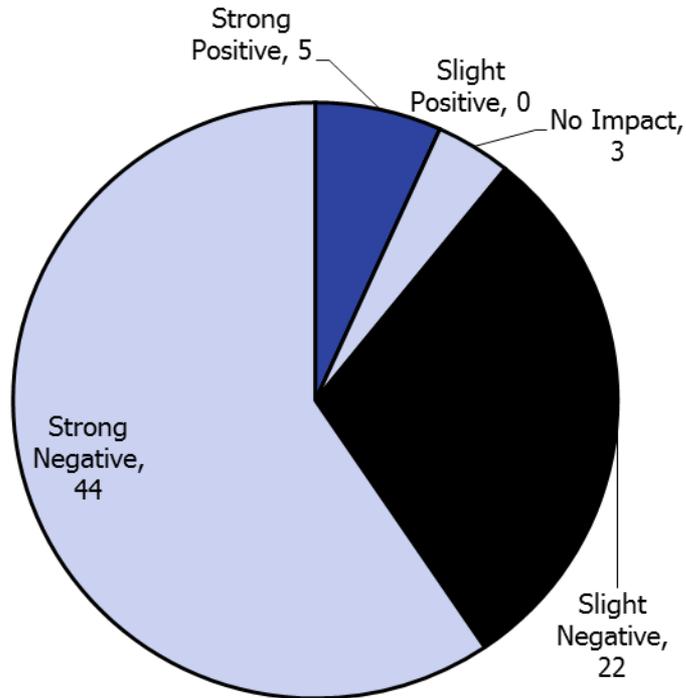
# The Farmer's Market is an important asset to the future of downtown Midland

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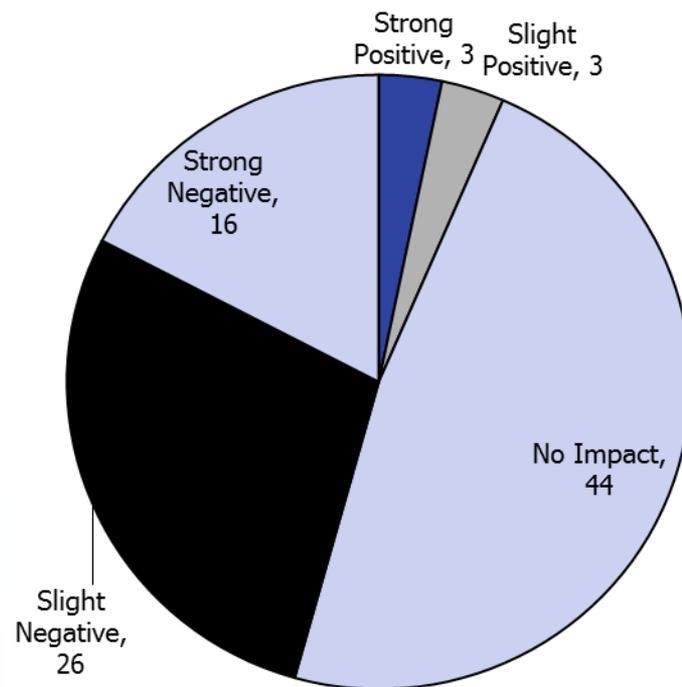
- 90% of respondents ***agree*** or ***strongly agree*** the farmer's market is an important asset to the future of downtown Midland

# Moving the Farmer's Market to a location outside of the downtown district would have what impact on the district?



- 90% of respondents feel that if the farmer's market left the downtown district it would have a ***slight to strong negative impact*** on the district

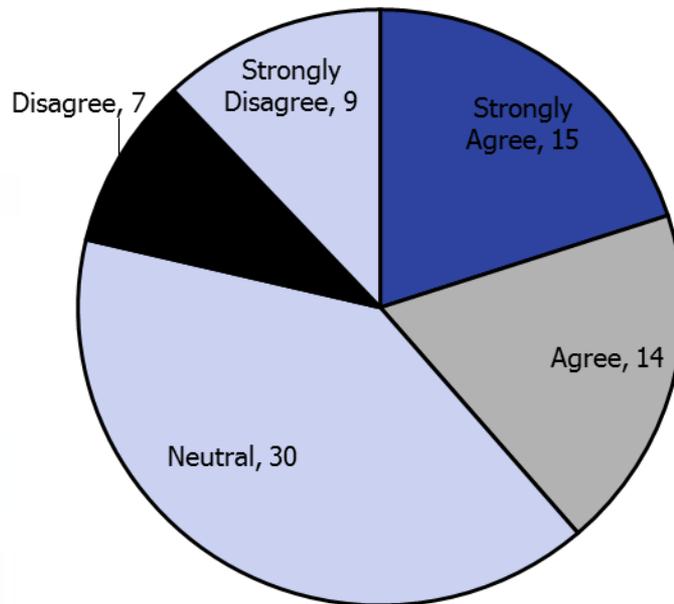
# Moving the Farmer's Market to a location outside of the downtown district would have what impact on YOUR business?



- 44% of respondents feel that if the farmer's market left the downtown it would have a ***slight*** to ***strong negative impact*** on the THEIR BUSINESS
- 48% feel a FM move from the district would have no impact on THEIR business

# The CURRENT Farmer's Market location benefits YOUR business

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- 42% are ***neutral*** that the CURRENT farmer's market location benefits their business *while*
- 36% **agree** or ***strongly agree*** that the CURRENT farmer's market location benefits their business *and*
- 22% ***disagree*** or ***strongly disagree***

# Benefits / Drawbacks

## current location

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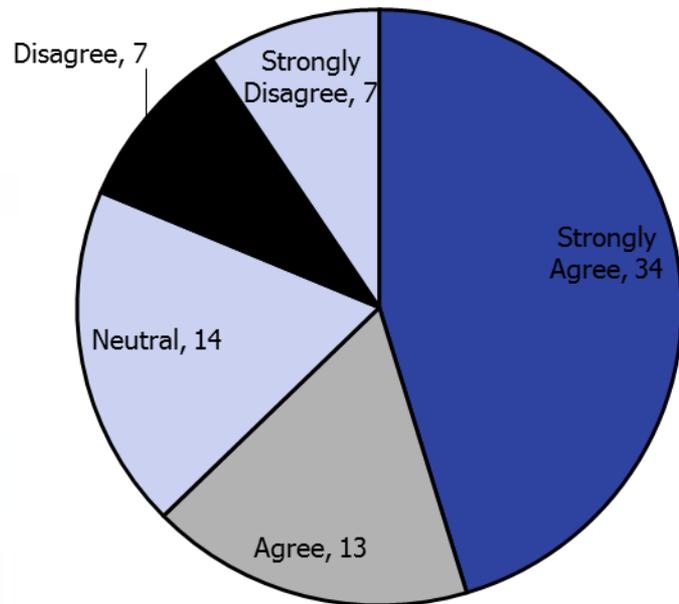
### Benefits

- Downtown awareness/exposure
- Walking to businesses/potential customers
- Convenient for my business, fresh produce
- History / Sense of community
- Economic benefit / vibrancy / quality of life

### Drawbacks

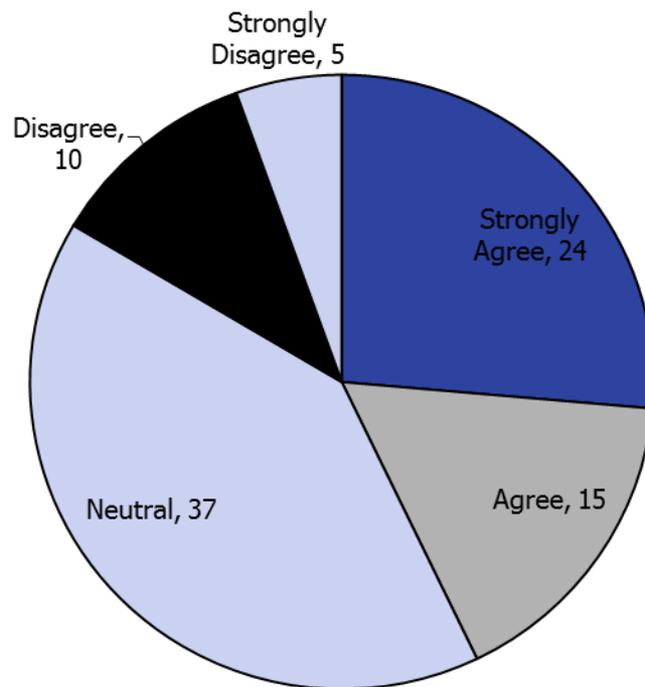
- No connection to dt businesses / long walk to businesses
- Parking / traffic congestion
- FM limited space / crowded / weather dependent
- Employee, customer, resident parking taken up by FM customers
- Limited schedule / Season *(FM hours don't overlap business hours much)*
- Tridge /recreation congestion
- Flooding

# Momentum Midland's proposed MOVEMENT of the Farmer's Market location would have a positive effect on downtown Midland



- 63% of respondents **agree** or **strongly agree** that MOVE would be positive for district *while*
- 19% are **neutral** and
- 18% **disagree** or **strongly disagree**

# Momentum Midland's proposed MOVEMENT of the Farmer's Market location would have a positive effect on YOUR business



- 44% of respondents **agree** or ***strongly agree*** that MOVEMENT would be positive for THEIR business
- 37% are ***neutral*** on that question and
- 17% ***disagree*** or ***strongly disagree***

# Benefits / Drawbacks proposed location

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## Benefits

- Connects FM to Main St., dt businesses = more exposure
- Improved, year-round market attracts more customers all year to dt
- Connection to East End, Dow Diamond
- Allows for better use of riverfront
- Improves parking, traffic congestion
- Keeps market downtown

## Drawbacks

- Still parking / traffic congestion
- Competition with existing business, less exposure for businesses
- Still too far removed from existing businesses
- Bridge / Bullock Creek concerns
- Won't drive through dt anymore
- Change

# Process

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- Staff report
- Public Hearing
  - Petitioner
  - Comments in favor
  - Comments opposed
  - Petitioner
  - Board q&a, deliberation

# Farmer's Market Downtown Development Authority

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Questions?