



**Downtown Midland
Streetscape Redevelopment
Committee Recommendation**





Downtown Midland Streetscape Redevelopment

- Downtown Streetscape Background
- Public Input Process
- Funding Sources
- Streetscape Design Recommendation





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Downtown Midland Streetscape Redevelopment

Why A New Downtown Streetscape?

1. Safety



Years of patched together crosswalks

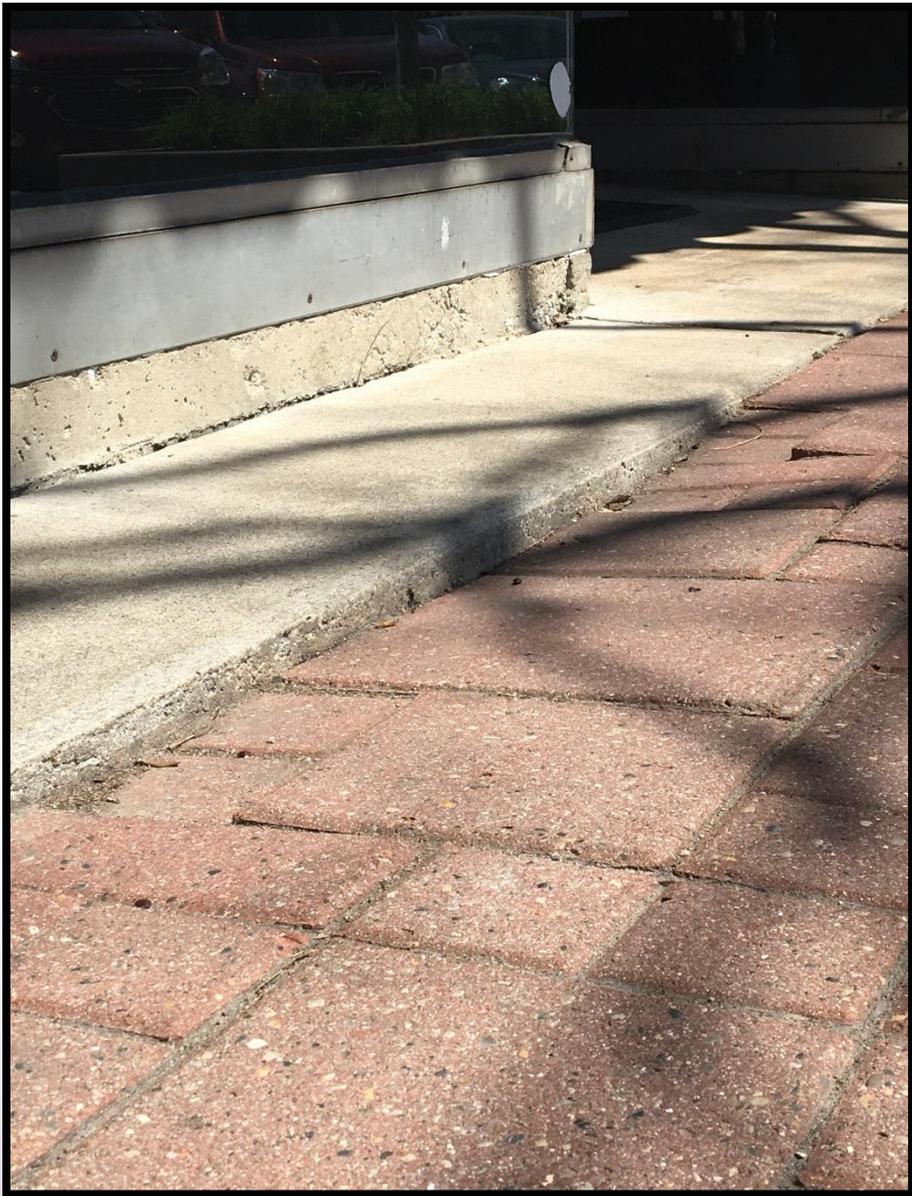






Paver heaving causing uneven sidewalks and breakaway from curb lines, crumbling curb lines







Downtown Midland Streetscape Redevelopment

Why A New Downtown Streetscape?

- 1. Safety***
- 2. Contemporary Design***





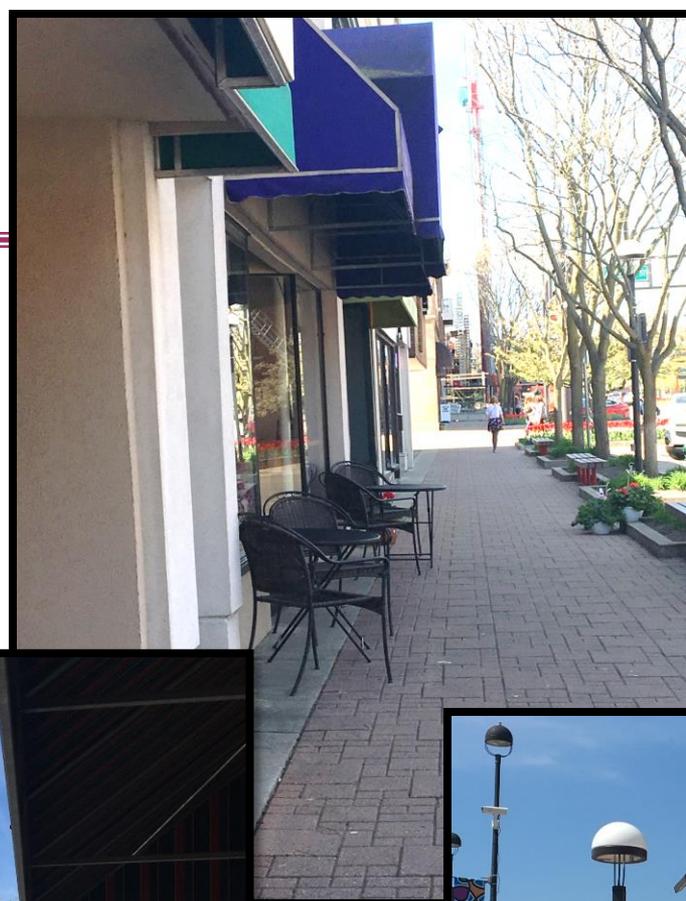
Street trees have matured past the streetscape design

Lighting variations have developed over time



More festivals and events have been introduced downtown. Space considerations and electrical capacity is a challenge.





Outdoor dining has become more popular. Where to put it has become more of a challenge.





Events bring great crowds into downtown Midland. Places for everyone to gather is a big challenge.



Downtown Midland Streetscape Redevelopment

In 2014 the DDA long-term strategic plan targeting the years 2015-2020:

Develop and implement a modern streetscape plan that addresses maintenance, space and aesthetic needs





Downtown Midland Streetscape Redevelopment

- In November 2015 the Downtown Development Authority (DDA) held its annual strategic planning session and identified the redevelopment of the downtown streetscape as a priority for their 2016 scope of work.





Downtown Midland Streetscape Redevelopment

Streetscape Redevelopment Committee:

- Robert Rathbun – Chair: DDA board member, Chemical Bank business/property holder;
- Bill Allen – representing Midland Business Alliance;
- Bobbie Arnold – DDA board member;
- Bo Brines – DDA board member, business/property owner;
- Steve Bush – business/property owner;
- Scott Coyer – Midland Downtown Business Association president, business owner;
- David Kell – DDA vice chair;
- Stephanie Richardson – downtown horticulturist/City of Midland;
- Peter Shaheen – developer, downtown property owner;
- Marty McGuire, ex officio member, DDA chair





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Phase 1

BRAINSTORMING



Public Engagement Phase

- June 2 – Focus Group Sessions:
 - 30 business and property owners
 - 40 Riverside Place residents
 - 20 downtown supporters, event organizers, Northwood University, philanthropic community



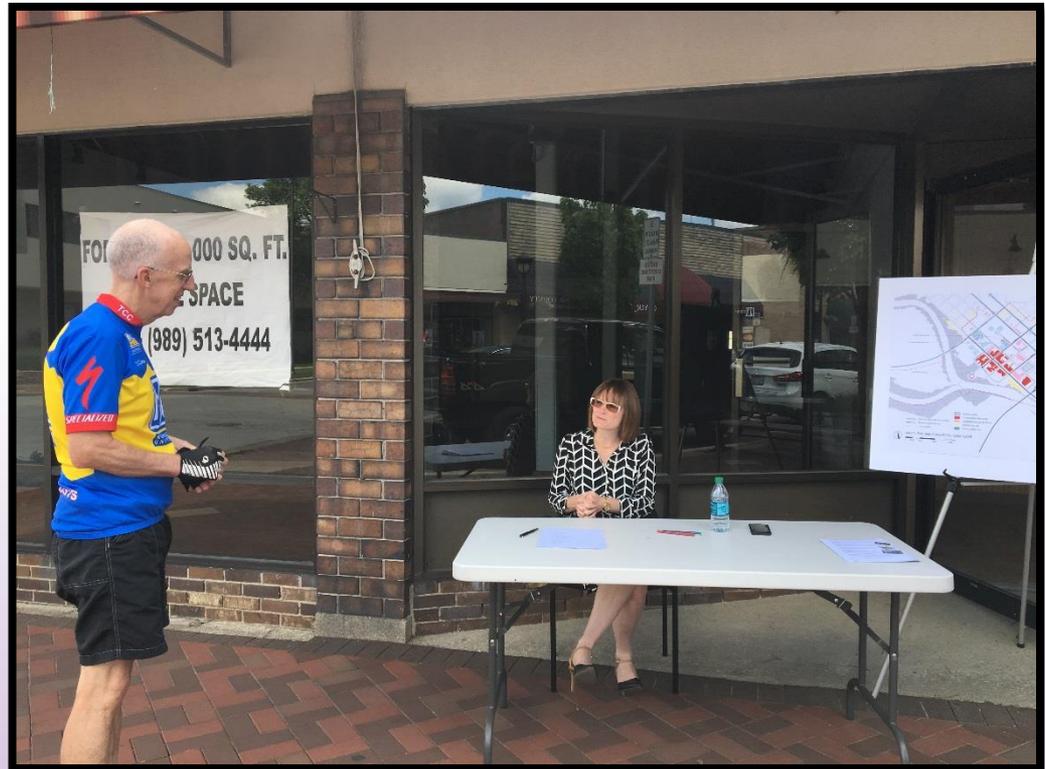
Public Engagement Phase

- June 2 –
 - public input / brainstorming session
 - 50 attendees
 - Available for viewing on MCTV and streaming



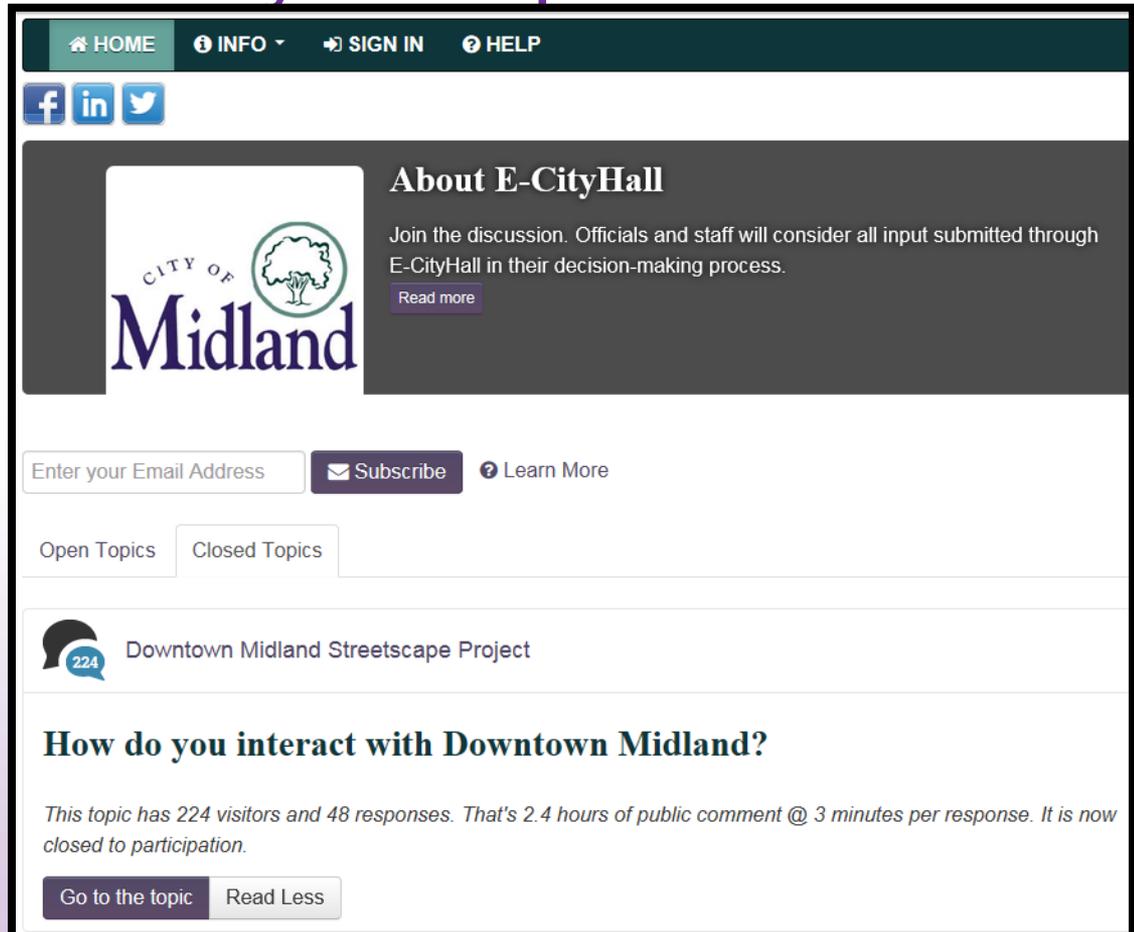
Public Engagement Phase

- June 3 – drop in workshop downtown
 - 12 visitors
 - “How do you Interact with Downtown Midland” survey



Public Engagement Phase

- E-CityHall
123 E-CityHall surveys completed
- 27 hard copy surveys completed



The screenshot displays the City of Midland's E-CityHall website. At the top, there is a navigation bar with links for HOME, INFO, SIGN IN, and HELP. Below the navigation bar are social media icons for Facebook, LinkedIn, and Twitter. The main content area features the City of Midland logo on the left and a section titled "About E-CityHall" on the right. The "About E-CityHall" section includes the text: "Join the discussion. Officials and staff will consider all input submitted through E-CityHall in their decision-making process." and a "Read more" button. Below this is a subscription form with a text input field labeled "Enter your Email Address", a "Subscribe" button, and a "Learn More" link. Further down, there are tabs for "Open Topics" and "Closed Topics". The "Open Topics" tab is selected, showing a topic titled "Downtown Midland Streetscape Project" with a speech bubble icon and the number "224". Below the topic title is the question "How do you interact with Downtown Midland?". A summary text states: "This topic has 224 visitors and 48 responses. That's 2.4 hours of public comment @ 3 minutes per response. It is now closed to participation." At the bottom, there are two buttons: "Go to the topic" and "Read Less".



Downtown Midland Streetscape Redevelopment

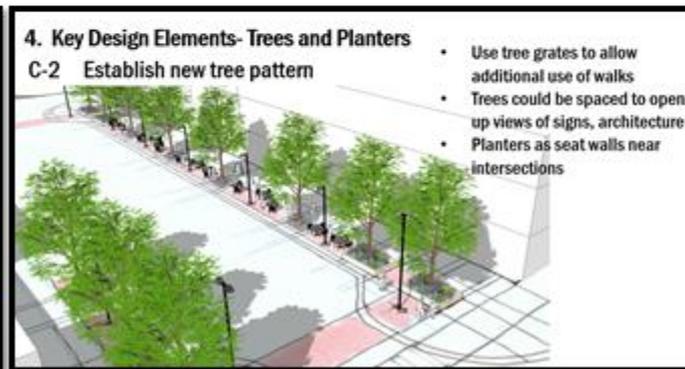
Phase 1 Public Input – Brainstorming What We Learned:

- The current design for Main Street does not accommodate outdoor dining, promote social interaction, or support special events and uses very well.
- The priorities for downtown activities is to have more outdoor dining and informal gathering opportunities.
- Providing bike access and facilities is very important.
- Midland likes the floral displays in downtown.
- Electrical systems, underground storm drains, sidewalk paving, curbing and roadway are showing wear, limit pedestrian accessibility, and appear dated.



Phase 2

CONCEPTUALIZING



Public Engagement Phase

- June 23 – second round of input
80 attendees



Public Engagement Phase

- June 24 - second round of input
Drop-in Workshop
 - 50 visitors stopped by



Public Engagement Phase

E-CityHall

View options and vote and give comment on preferences

736 viewers

303 comments

 **[PRIVATE]** Which streetscape design concepts do you want to see in Downtown Midland?

* Peak Democracy will show your response on this website. Do you also want your name shown with your response?

Yes - show my name
 No - do not show my name

[Read more about privacy >](#)

Topic 1: Traffic Management for Downtown

Please review the following design concepts for traffic management through downtown. Provide your feedback in the text boxes under each image and select your favorite design at the bottom of the page.

Current traffic management through Downtown Midland looks like this:



Map Legend:

- WATERWAY
- PAVING
- ANGLE PARKING
- MOBILE PARKING
- MAJOR STREET
- TIME ROUTE
- LOCAL DOWNTOWN STREET
- PRIMARY ACCESS ROUTE
- SECONDARY INTERSECTION
- SMALL-SCALE PRIORITY THROUGH STREET (SIGNALIZED)
- DOWNTOWN GATEWAY & ACCESS POINT



Downtown Midland Streetscape Redevelopment

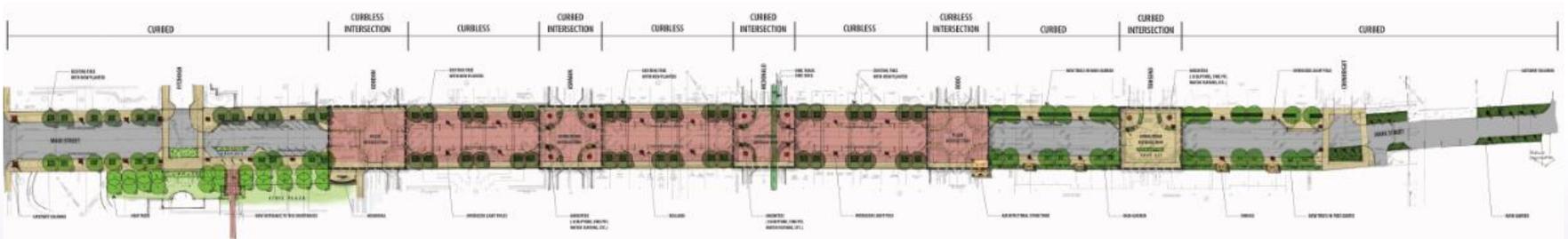
Phase 2 Public Input – Conceptualizing What We Learned:

- Liked designs that featured creative gathering spaces
- Supportive of bike-friendly features
- Favored more sidewalk space for outdoor activities, pedestrians and plantings
 - Parallel v. angled parking discussions; mixed parking scenarios
- Generally in favor of four-way stop intersections
- Generally in favor of two-way traffic conversions



Phase 3

DRAFT DESIGN

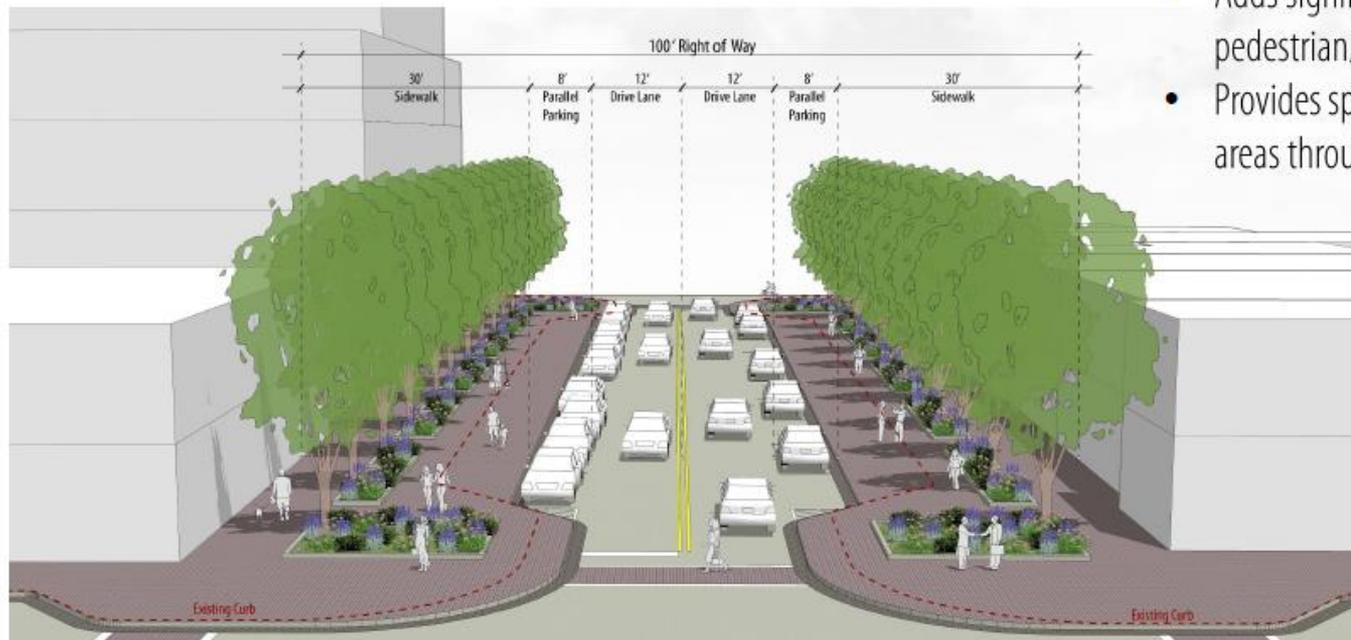


Public Engagement Phase

- July 27 – third round of public input
60 community members

3. Use of the Main Street Right-of-Way

D. Convert (some or all) blocks to parallel parking



- Adds significant pedestrian/landscape space
- Provides space for gathering areas throughout block

Public Engagement Phase

- E-CityHall

August 2-12 draft design plans available for comment

676 visitors

233 comments





Downtown Midland Streetscape Redevelopment

Phase 3 Public Input – Draft Design

What We Learned:

- Overall positive response to the draft design
- Those attending workshops with background information were open to change; those taking online surveys tended to be more in favor of no change.
- Neither audience showed a clear choice in any direction (everyone liked a little bit of everything)





Downtown Midland Streetscape Redevelopment

- Positive comments
 - Proposed design is great
 - Functional and welcoming design
 - Design makes downtown a destination
 - Makes downtown look inviting
 - In favor of extra space for walking and dining
 - Big fan of expanded sidewalks





Downtown Midland Streetscape Redevelopment

- Comments of Concern
 - parallel parking is difficult; angled parking is dangerous
 - design aimed at increasing pedestrian areas while eliminating parking spaces
 - Traffic lights need to stay; four-ways unsafe
 - Needs to function well year-round, these ideas don't help with winter conditions





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Downtown Midland Streetscape Redevelopment

Work	Estimated Costs
Base Streetscape construction – earthwork, pavement, electrical, curb & gutter, sidewalk, crosswalks, accent areas, planters, trees, decorative lighting, construction administration and contingencies, etc.	\$7.2 million
Amenities – gateway features, specialty furniture features, fire pits, decorative railings, additional plantings and seating	\$500,000
Heated Sidewalks / Snowmelt System	\$1.2 million
Engineering Design Work	\$600,000
TOTAL	\$9.5 million





Downtown Midland Streetscape Redevelopment

Work	Estimated Cost	Anticipated Funding
Base Streetscape construction	\$7.2 million	Preliminary Commitment of \$7M – Foundations
Amenities	\$500,000	Community Match
Heated Sidewalks / Snowmelt System	\$1.2 million	<i>Unidentified</i>
Engineering Design Work	\$600,000	DDA Reserves
TOTAL	\$9.5 million	





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Downtown Midland Streetscape Redevelopment

- Traffic Management for Main Street
 - Use of Main Street – Festival Street
 - Key Design Elements
 - Bike Lanes
-
- *Traffic Management for Downtown*





Downtown Midland Streetscape Redevelopment

- Traffic Management for Main Street
Recommend: Use of four-way stops along Main Street at the intersection of Ashman, McDonald and Rodd
 - Prioritize pedestrian walking over vehicular movement
 - Today's traffic counts do not warrant signalized intersections
 - Manage traffic flow better
 - Eliminate visual clutter





Downtown Midland Streetscape Redevelopment

- Main Street Festival Street, Gordon to Rodd
Recommend: Curbless areas providing a single elevation for expansion of gathering spaces
 - Flexible configuration from street to sidewalks for events and performances
 - Enhances character of street as an outdoor space, signaling to drivers that the street is pedestrian focused
 - Allows better accessibility to on-street parking spaces for mobility challenged (no curb to wrestle with)





Downtown Midland Streetscape Redevelopment

- Key Design Elements

Recommend: Flexible sidewalk space enhanced with planter beds and new street trees

- Colored concrete, smooth surfaced walkways (no pavers)
- Trees and planters placed to encourage use of sidewalk space for outdoor dining, shopping and gathering
- Rain gardens
- Flexible seating areas





Downtown Midland Streetscape Redevelopment

- Key Design Elements

Flexible sidewalk space enhanced with planter beds and new street trees

- New street trees

- Current trees are older and in poor health
- Current trees are messy – berries, pods





Downtown Midland Streetscape Redevelopment

- Bike Lanes
Recommend: Two-Way Bike Track on
McDonald
 - Bollards divide biking lane from parking lane



-
- Traffic Management for Main Street
 - Use of Main Street – Festival Street
 - Key Design Elements
 - Bike Lanes

- *Traffic Management for Downtown*





Downtown Midland Streetscape Redevelopment

- Traffic Management for Downtown
Recommend: Transition Ashman and Rodd from one-way to two-way traffic
But not included (funded) as part of initial streetscape construction
 - Better business visibility
 - Less confusing for visitors; easier to direct
 - Additional access points into downtown, Rodd becomes an inbound (better use of parking structure)





Downtown Midland Streetscape Redevelopment

- Traffic Management for Downtown
Transition Ashman and Rodd from one-way to two-way traffic - *But not included (funded) as part of initial streetscape construction*
 - Broader community discussion needs to occur as to the extent of the transition (just the downtown? Extend to Circle?)
 - City implementation schedule based on community input
 - Main Street design being recommended works whether the streets are two-way or one-way.



Frequently Asked Questions





Downtown Midland Streetscape Redevelopment

WHY PARALLEL PARKING?

- ***Parallel parking requires much less depth adding significant pedestrian-use and landscaping area to the sidewalk***
- ***Only three blocks of parallel parking, rest will remain angled***





Downtown Midland Streetscape Redevelopment

HOW MUCH PARALLEL PARKING?

***Design changes only three blocks of
parallel parking on Main Street
(Gordon to Rodd),
rest will remain angled parking***





Downtown Midland Streetscape Redevelopment

LOSS OF PARKING SPACES?

***Design results in six parking spaces being lost
on Main Street.***

Current = 156 Proposed = 150





Downtown Midland Streetscape Redevelopment

DO WE HAVE ENOUGH PARKING DOWNTOWN?

920 parking lot spaces

343 on-street parking spaces

***all within a five minute or less walk to most
downtown destinations***





Downtown Midland Streetscape Redevelopment

SNOW CLEARING FROM FESTIVAL STREETS?

Downtown already uses a windrow snow removal method to clear streets, this method will not be a problem for curb less (festival) streets





Downtown Midland Streetscape Redevelopment

SNOW CLEARING FROM WIDER SIDEWALKS?

***Exploring options to potentially help make
downtown Midland a more comfortable place to
visit during the winter months.***

Snowmelt system?

Contracted sidewalk clearing service?





Downtown Midland Streetscape Redevelopment

FESTIVAL STREETS / SIDEWALKS ONLY USED PORTION OF THE YEAR?

Lots of opportunities to use year round:

Winter Village (started in 2015, returning in 2016)

Ice Sculptures

Winter Carnival ~ Holiday Caroling

***Sidewalk / street events to capture Santa House crowds
and draw them further down Main Street***







Downtown Midland Streetscape Redevelopment

Questions?

