

Recommendations for Division Street 7/20/11

OBJECTIVE: To change the character of Division Street to create a *City Street* that is:

- a) safer for motorists, bicyclists, and pedestrians to share, travel along, and to cross
- b) better fits the context of the city and its neighborhoods
- c) unites the east and west sides of the street, and
- d) creates the environment and driver behavior to insure that traffic speeds will be reduced to 30mph. This must be a demonstrable requirement.

1. Improve the sense of a neighborhood atmosphere to slow vehicles:

- a. Plant vegetation and trees to create a canopy and more closed-in feeling.
- b. Add streetscape designs such as sitting areas and art to let people know that they are in a city.
- c. Change the lighting from “highway lighting” to lower and less intensive “pedestrian lighting” that is contextual with what is typical in the surrounding neighborhoods.
- d. Enhance the sidewalks along the corridor so that pedestrians can feel safe while walking as with any other city street.
- e. Use more direct feedback such as:
 - i. permanent radar speed signs that tell you when you are traveling too fast and also give positive feedback when travelling at or below limit.
 - ii. Extensive and comprehensive educational campaign (PSA’s, banners, brochures, community leaders, etc.)
 - iii. More visible police speed limit enforcement

2. Use the Complete Street concept to include bicycle and pedestrian users in the design:

- a. Enhance the trail that runs along the west side of Division, particularly from 8th to 11th to be more like it is between 11th and 14th. Use the TART and CCCC Safety and Education Team in the planning effort
- b. Improve and connect sidewalks on both sides of the street where possible.

3. Clearly define the transition from suburban arterial to City Street:

- a. Install elements at and/or south of 14th and Division to define its **sense of place** as you approach the intersection.
- b. Establish the intersection of 14th and Division as the **gateway to the city** with a feature/sign/monument to identify that you are coming into a special place.

4. Build intersection design alternatives at important locations:

City Planning must revisit the goals for the Division Street Corridor and if roundabouts at several intersections are the desired change, some thought needs to be given to future land acquisition and development. Properties, such as at Front and Division, need to be preserved by the city now for future construction.

- a. Pursue a comprehensive study of a roundabout at 14th and Division as phase 1. This will be an important step in defining the transition described in item 3.
- b. Pursue a comprehensive study of roundabouts at Grandview, Front, 7-8th street area, and 11th with adequate design provisions to protect the adjoining neighborhoods

5. Enhance the area-wide transportation network to give motorists options to Division:

Explore options to create a more user-friendly atmosphere for city residents, including boulevards, roundabouts, and ways to move cars out of and around the City.

- a. All efforts need to be made by the city to work with regional agencies and governments to maintain and enhance the transportation grid network.
- b. Provide traffic calming and other measures to prevent and manage improper spillover onto neighborhood residential streets.

6. Change the name of Division Street

The name “Division Street” denotes a sense of dividing one area from another. The goals of this committee include uniting the neighborhoods and giving visitors and residents a sense of place that says, “When you are in Traverse City, you are someplace special.” Rename the street to reflect the new vision of the city to also include the Commons and the parks that are west of Division. Consider a public nomination contest to rename Division St.

7. Provide an improved and safer pedestrian crossing at Grandview Parkway and Division Street.

The pedestrian crossings at Grandview Parkway and Division Street continue to be dangerous to pedestrians, with many reports of “close calls” due to motorists turning despite pedestrians crossing with the “walk” signal. The move of the north-south crossing to the east side of Division St has not solved the original safety issues. Better separation of vehicle-pedestrian conflicts must be considered.

Division St. Steering Committee

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