

Traverse City Neighborhoods: What should be preserved, enhanced, or transformed?

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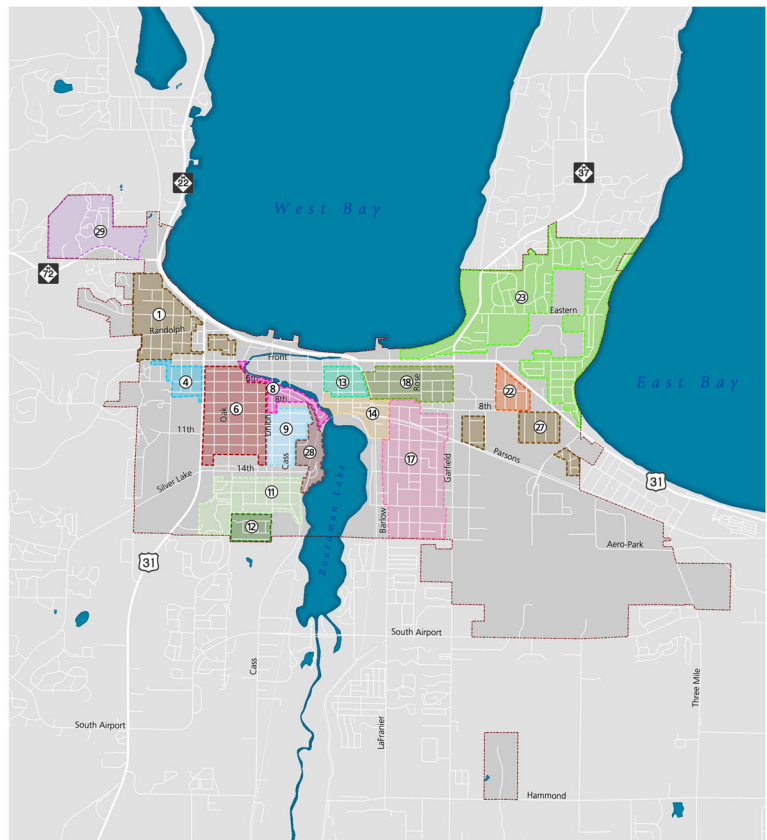
Introduction

This document presents the responses to questions asked during Neighborhood Listening Sessions conducted this spring to inform the City of Traverse City Master Plan rewrite process.

The city conducted 9 listening sessions with every official and unofficial geographic neighborhood in the city, to understand what residents hope to preserve, enhance, or transform in their neighborhood. Neighborhoods were grouped geographically, as follows:

1. Morgan Farms neighborhood
2. Central neighborhood
3. SoFo, Fernwood, Top of the Hill* neighborhoods
4. Old Towne, Midtown, Lake Ridge neighborhoods
5. Slabtown, Kids Creek neighborhoods
6. Boardman, Oak Park neighborhoods
7. BOOM, Base of the Peninsula* neighborhoods
8. Oakwood, Triangle* neighborhoods
9. NoBo, Traverse Heights neighborhoods

**Note: these neighborhoods do not have a formal association and are called this for organizational purposes for this activity only.*



Neighborhood Respondents

Sources: Michigan Open Data Portal, City of Traverse City

1: Slab Town Neighborhood: 12.5%	18: Oak Park Neighborhood: 3.9%
4: Kids Creek Neighborhood: 3.3%	22: Triangle Neighborhood: 1.5%
6: Central Neighborhood: 12.7%	23: BOOM/Base of the Peninsula: 13.4%
8: Midtown Neighborhood: 2.6%	27: Oakwood Neighborhoods: 4.6%
9: Old Towne: 7.4%	28: Lake Ridge/West Boardman Lake: 0.9%
11: SoFo/Fernwood Neighborhood: 3.3%	29: Morgan Farms: 1.8%
12: Hilltop Neighborhood: 0.4%	"I live outside the city": 10.5%
13: Boardman Neighborhood: 3.5%	"Other": 6.8%
14: North Boardman: 0.6%	
17: Traverse Heights Neighborhood: 9.9%	

Pictured at right: Map of online survey respondents (survey only) by neighborhood.

These sessions were held in local coffee shops, churches, café's, schools, and meeting rooms that are in and/or near the neighborhood(s) participating in each session. The city felt it important to hold these sessions in locations rooted in the community fabric of each neighborhood.

In addition to the in-person/in-neighborhood listening sessions, the City held two virtual weekend sessions, open to all residents. The City also shared an online survey, with the same questions posed in the listening sessions, to provide a convenient option for people who were unable to participate in either the in-person or virtual session options provided.

In total, 702 people participated. 124 people participated in an in-person listening session, 34 people participated in the virtual listening sessions, and 544 people took the online survey.

This document summarizes participants' ideas regarding what should be preserved, enhanced, and transformed in Traverse City neighborhoods, as defined below:

- **Preserve:** What elements of your neighborhood do you hope remain the same as they are today, even if/as conditions change around them?
- **Enhance:** What elements of your neighborhood do you hope are improved in the future?
- **Transform:** What elements of your neighborhood do you hope are transformed in the future, meaning totally reimagined and/or rebuilt?



Pictured above: Postcard mailed to every city resident marketing the listening sessions (along with email, social media, and paid media advertising).

Overall Takeaways

This report summarizes the overall themes that emerged from the listening sessions and online survey regarding what should be preserved, enhanced, and transformed in Traverse City neighborhoods.

The appendices of this report (listed on page 5) include feedback organized by neighborhood from the listening sessions and survey. While some feedback varies by neighborhood, depending on the age, location, density, etc. of each neighborhood, common themes emerged for what neighborhood elements Traverse City residents are preserved, enhanced, or transformed, no matter where they live in the city. These are summarized below.

What would participants like to preserve in Traverse City neighborhoods overall?

- Trees and tree-lined streets.
- Walkability and bikeability.
- Historic buildings, homes, and streets.
- Quiet and peaceful neighborhoods.
- Parks and green spaces.
- Limiting short-term rentals like Airbnb.
- Neighborhood schools.
- Low housing density.
- Pedestrian-friendly lighting.
- Access to water and beaches.



Pictured above: listening session with SoFo, Fernwood, and Top of the Hill (not an official designation) neighborhoods at Grand Traverse Circuit (left) and listening session with Oakwood and Triangle (not an official designation) neighborhoods (right).

What would participants like to enhance in Traverse City neighborhoods overall?

- Availability of local businesses, such as grocery stores and specialty shops.
- Public art installations.
- Safe and convenient crossings for pedestrians and cyclists.
- More appealing bus stops with shelters and lighting.
- Upgraded park amenities, such as playground equipment and pickleball courts.
- More trees and plantings in the street lawn.
- More ADUs (Accessory Dwelling Units) that are proportionate to the scale of homes.
- Better street lighting and maintenance of roads and curbs.
- Beautification of deteriorated properties and corridors.
- More homeless care and shelter options.
- More stop signs to control traffic flow.



Pictured above: listening session with Boardman and Oak Park neighborhoods at Raduno (left) and listening session with Morgan Farms neighborhood at Hickory Hills (right).

What would participants like to transform in Traverse City neighborhoods overall?

- Access to affordable housing, childcare, and schools.
- More sidewalks and pedestrian crossings.
- Traffic calming measures, such as narrowing streets and adding 4-way stops.
- Buried utility lines.
- Resurfacing and improving roads.
- Improved drainage and stormwater management.
- Improved neighbor relations with City of Traverse City.

Appendices

Appendices are found at the link below or on the project website.

Appendices link:

<https://bria2.sharepoint.com/:f:/s/BRIPlanningClientShare/EggWOP5ntKtEvto1QV86dWQB-ViS6JfJhGop8RsVdq8ibw?e=mn6NI2>

Project website: www.tcmasterplan.org

- 1a Boardman Neighborhood Session Results
- 1b Boardman Neighborhood Survey Results
- 2a BOOM Neighborhood Session Results
- 2b BOOM Neighborhood Survey Results
- 3a Central Neighborhood Session Results
- 3b Central Neighborhood Survey Results
- 4a Hilltop Neighborhood Session Results
- 4b Hilltop Neighborhood Survey Results
- 5a Kids Creek Neighborhood Session Results
- 5b Kids Creek Neighborhood Survey Results
- 6a Lake Ridge Neighborhood Session Results
- 6b Lake Ridge Neighborhood Survey Results
- 7a Midtown Neighborhood Session Results
- 7b Midtown Neighborhood Survey Results
- 8a Morgan Farms Neighborhood Session Results
- 8b Morgan Farms Neighborhood Survey Results
- 9a NoBo Neighborhood Session Results
- 9b NoBo Neighborhood Survey Results
- 10a Oak Park Neighborhood Session Results
- 10b Oak Park Neighborhood Survey Results
- 11a Oakwood Neighborhood Session Results
- 11b Oakwood Neighborhood Survey Results
- 12a Old Towne Neighborhood Session Results
- 12b Old Towne Neighborhood Survey Results
- 13a Slab Town Neighborhood Session Results
- 13b Slab Town Neighborhood Survey Results
- 14a SoFo Neighborhood Session Results
- 14b SoFo Neighborhood Survey Results
- 15a Traverse Heights Neighborhood Session Results
- 15b Traverse Heights Neighborhood Survey Results
- 16a Triangle Neighborhood Session Results
- 16b Triangle Neighborhood Survey Results
- 17 Survey Results: Don't know which neighborhood I live in
- 18 Survey Results: Live outside the city
- 19 Survey Results: Other