

# BARLOW GARFIELD NEIGHBORHOOD PLAN

## WELCOME TO THE NEIGHBORHOOD

The Barlow Garfield neighborhood is in the northeast corner of Garfield Township and contains several of the major commercial sites for the Grand Traverse region. It is located approximately 3.5 miles from Downtown Traverse City, 2.5 miles from Grand Traverse Mall, and 0.5 miles from the Cherry Capital Airport. Garfield Avenue and South Airport Road connect the Barlow Garfield neighborhood to several other regional commercial corridors on US 31, both to the west and north.

This Barlow Garfield Neighborhood Plan is intended to generate a vision and sense of place for the neighborhood. The Plan presents an opportunity for new business investment and growth. Several properties in this neighborhood have been underperforming economically, particularly Cherryland Center. The Plan is intended to guide infill development and redevelopment on these sites. The Plan is also intended to recognize unique strengths of the area such as the proximity of Cherry Capital Airport, a key regional travel hub, and the intersections of major roads including Garfield Avenue and South Airport Road.

Forming a plan for the neighborhood also guides the use of redevelopment tools and incentives. Financing programs, such as corridor improvement authorities or others, could be used to fund new infrastructure improvements or public amenities.

### A NEIGHBORHOOD WITH OPPORTUNITY

Parts of the neighborhood is within the only **Opportunity Zone** in Grand Traverse County. The **Opportunity Zone** offers investors substantial capital gain tax incentives immediately and over the long term. For more information, visit: [www.garfield-twp.com/economicdevelop.asp](http://www.garfield-twp.com/economicdevelop.asp)

## VISION STATEMENT

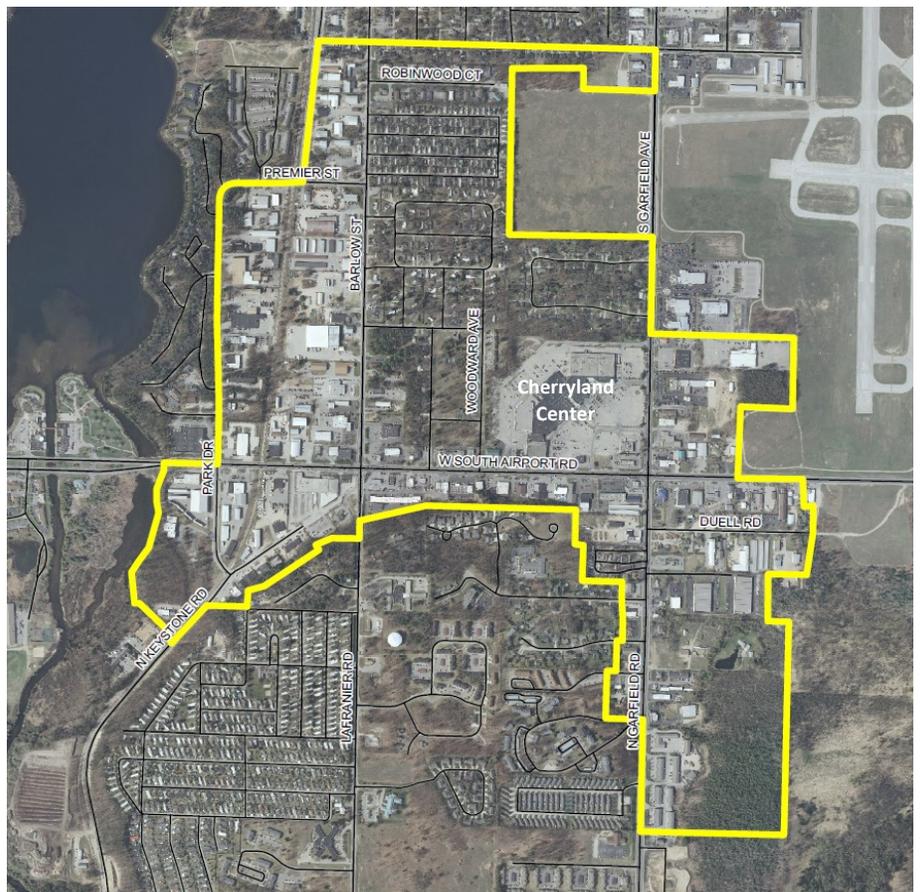
*The Barlow Garfield Neighborhood is a connected, livable, community center within Garfield Township. The neighborhood is a destination for shopping and services with sidewalks and improved streets. The neighborhood provides a variety of housing choices, public gathering places, and parks.*

### CHARTER TOWNSHIP OF GARFIELD

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## EXISTING MARKET

- Strategic location in the region along major roadways and near the Cherry Capital Airport
- Cherryland Center site represents a key opportunity for investment given its location at a major intersection and overall size of the site
- Opportunity Zone covers most of the neighborhood
- Investment and growth in nearby areas, including Traverse Heights to the north and on LaFranier Road to the south, bring additional potential demand to the neighborhood
- Preliminary market data indicates a strong positive retail gap for a grocery store
- Neighborhood is ideal to help meet the demand for smaller footprint commercial businesses along with some larger commercial along the major roadways
- Neighborhood is ideal to help meet the demand in the region for “missing middle” housing, including smaller, attached housing units, especially for young singles or retirees
- Neighborhood would benefit from investments in new infrastructure including sidewalks, parks, and other improvements
- Township is open to public incentive tools including brownfield redevelopment and tax increment financing



2019 Estimates	Barlow Garfield Neighborhood	Garfield Township	Grand Traverse County
Population	1,017	17,436	91,807
Average household size	2.16	2.34	2.51
Median household income	\$34,909	\$44,226	\$58,229
Median age	43.6	38.6	42.8

## REDEVELOPMENT OPPORTUNITY

*As the commercial market continues to change, many retail and shopping oriented properties have struggled to maintain occupancy. The Cherryland Center is an example of the changes in shopping trends away from large format and big box retail. It is also indicative of many commercial areas being ‘over retailed,’ creating an oversupply in the market. The Barlow Garfield Neighborhood was in part identified as a special planning area because of the opportunity to redevelop the Cherryland Center site and positively enhance the surrounding area. In addition, concepts for this area are intended to complement and build upon recent investment elsewhere in the Township and surrounding community. In order to increase activity and viability of retail space, there is a growing movement to infuse these properties with new activities and full-time residents which will diversify the market and increase day and night time activity in the area. The site also represents an opportunity to increase missing middle housing options in the Township.*



# DEVELOPMENT PRINCIPLES

*Based on public input and data analysis gathered for this project, these are the guiding principles for the future development of the Barlow Garfield neighborhood:*

## MIXED-USE DEVELOPMENT

The neighborhood will allow for mixed-use development on primary corridors as appropriate including residential, commercial, light industrial, office, and institutional uses. Consideration shall be given to surrounding existing uses, future land use, and site design to determine the compatibility of proposed mixed-use developments.

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## NEW PUBLIC SPACES

Development throughout the neighborhood will account for public spaces including public gathering, parks, and recreational areas. Public spaces in the neighborhood will accommodate a variety of activities and promote public safety and community identity.

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## INCREASED CONNECTIVITY

Development throughout the neighborhood will encourage connectivity by including sidewalks and trails along primary corridors to promote walkability, internal street connections, cross-access agreements to allow access between adjacent sites and to manage curb cuts, and connections to transit services.

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## QUALITY SITE DESIGN

The neighborhood will allow sites to be designed at a scale that encourages a neighborhood character appropriate for the surrounding area. Site design will reinforce the development principles through consistency in building setback and placement, landscaping and planting elements, and other site features.

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## EXPANDED HOUSING CHOICES

New housing stock in the neighborhood will allow for a diverse selection of unit types and sizes, which will serve the varied housing needs of the neighborhood population.

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## IMPROVED INFRASTRUCTURE

New developments will facilitate improvements for public infrastructure which could include water, sewer, sidewalks, benches, lampposts, signage, and other elements as needed.

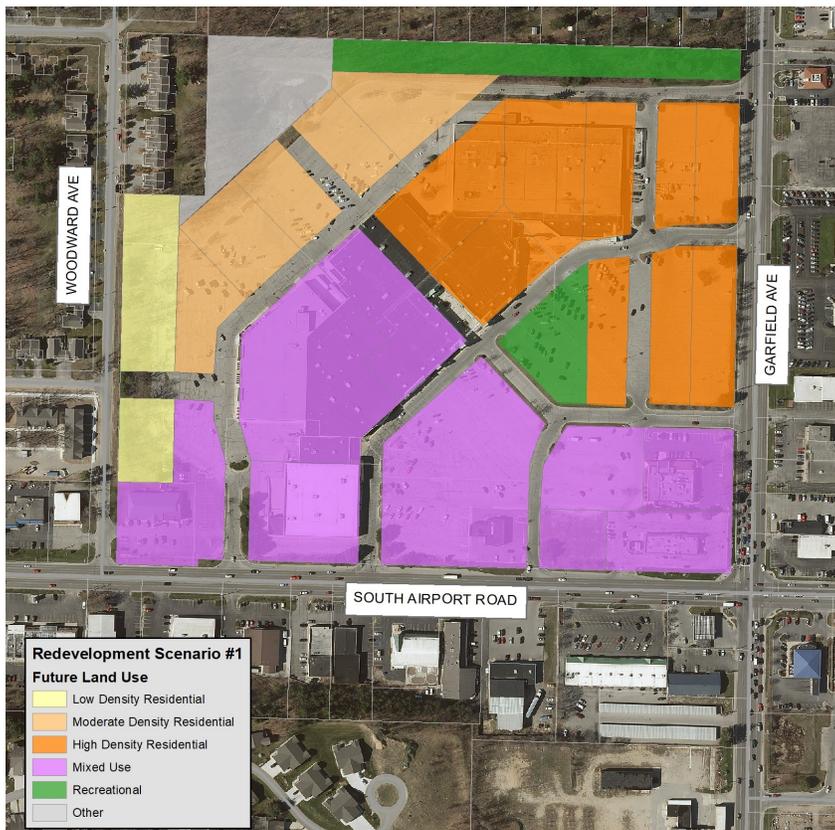
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The following shows two conceptual redevelopment scenarios for the Cherryland Center site. These scenarios consider the vision and development principles of the Barlow Garfield neighborhood and are a compilation of the ideas and feedback gathered throughout the development of the plan:

### CHERRYLAND CENTER REDEVELOPMENT SCENARIO #1

The first redevelopment scenario shown above would retain some of the existing buildings and site layout including the Big Lots and Sears buildings. These buildings and others facing South Airport Road are envisioned for mixed use development, primarily commercial and retail with the potential for office and residential uses. The northeast portion of the site would include mostly high-density residential uses and a central green space. The northwest portion would include moderate-density and low-density residential, to function as a transition between the redeveloped Cherryland Center site and the surrounding neighborhoods.



### CHERRYLAND CENTER REDEVELOPMENT SCENARIO #2

The second redevelopment scenario envisions a complete redevelopment of the site. The retail and commercial sites along South Airport Road and Garfield Avenue are envisioned as mixed use which will allow for the continuation of retail and accommodation of additional uses. This scenario shows the common green space on South Airport Road in a more visible location. The central portion of the site would include high-density residential. To the north and west, moderate-density residential and low-density residential would be used to transition from the denser uses at the center of the site to the surrounding neighborhoods.

