



To: Township Board

From: LuAnn Maisner, CPRP, Director of Parks and Recreation
Mark Kieselbach, Director of Planning and Community Development

Date: July 19, 2018

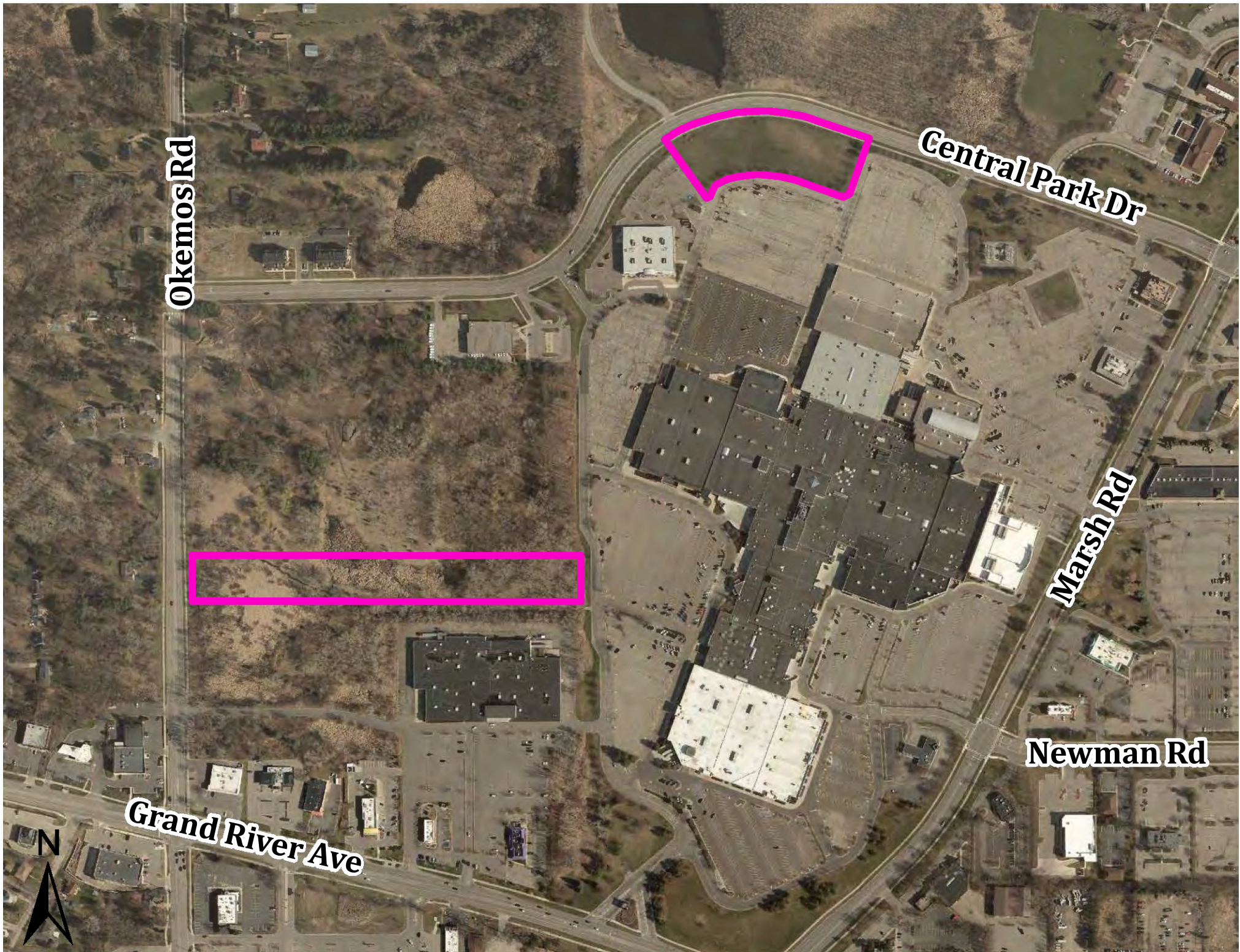
Re: Land Transfer for Farmers' Market Relocation Plan

The Park Commission completed a master plan of Central Park in 2014 that outlined park development and renovation activities for the future. It was determined through this process that the Farmers' Market should relocate to a nearby location. Through discussions with CBL Properties/Meridian Mall, they expressed strong interest in moving forward toward this end.

The benefits of relocating to the Meridian Mall property assures that the Market activity remains centrally located, provides ample parking and easy ingress/egress utilizing existing asphalt surface, and that it will bring additional traffic to the mall area that hopefully will assist in the Mall's sustainability as the economic core of our community. The continued discussions on how to best accommodate this action has resulted in a proposal of a land trade. The Township would receive 2.5 acres along Central Park Drive adjacent to Studio C, and the Mall would receive 4 acres directly to the west of the Mall (see attached maps). The 4 acres will keep the Mall consistent with the Commercial Planned Unit Development (C-PUD) approved by the Township Board.

Multiple steps will be required that include a boundary survey for the 4 acre parcel, an agreement for the transfer of the parcels, amendment to the Mall's C-PUD to remove the Farmer's Market parcel and to add the 4 acre parcel and a land division for splitting the existing parcels. If the Board is in agreement, staff will move forward with the outlined action.

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Okemos Rd

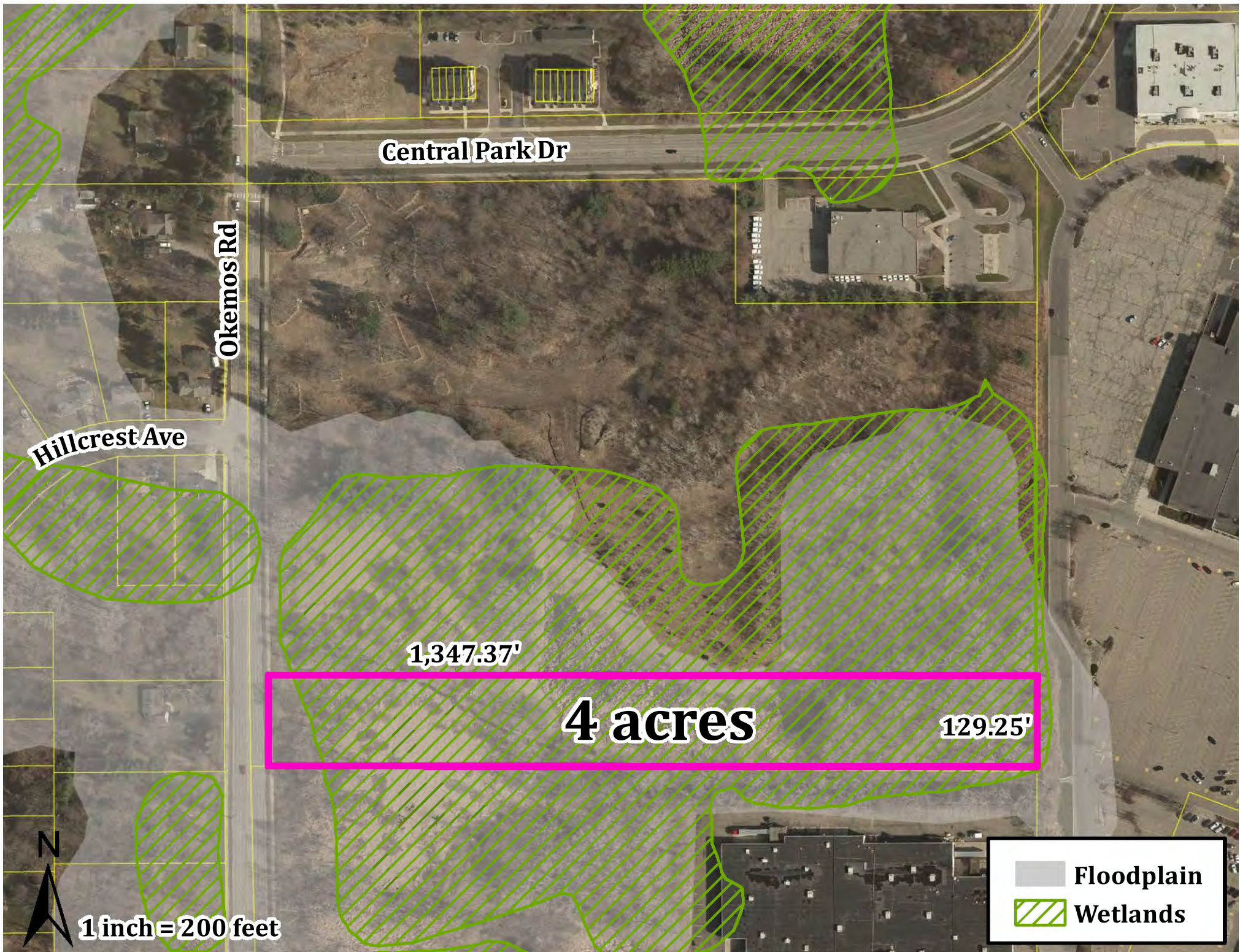
Central Park Dr

Marsh Rd

Newman Rd

Grand River Ave





Central Park Dr

Okemos Rd

Hillcrest Ave

1,347.37'

4 acres

129.25'



1 inch = 200 feet

	Floodplain
	Wetlands



“Marketplace on the Green” Proposal

CBL Properties/Meridian Township

July 18, 2018

Vibrant and re-imagined Public Gathering Space – “Marketplace on the Green” will provide not only a new location for the Meridian Township Farmers’ Market but serve as a new social and economic hub in our Township’s primary business district and gateway to the newly improved Central Park. This will be accomplished by scheduling markets and events for a variety of merchants in the new permanent shelter Monday through Saturday including, but not limited to, Arts and Crafts Markets, Antique Markets, Street Fairs for entrepreneurs, and Flea Markets. Food trucks and live music will be featured most days from 11 am – 1 pm to attract a diverse lunch crowd. The new “Marketplace on the Green”, with its connection to the Meridian Mall as well as the 279-acre Central Park, will bring new life to the area. The space will be designed to allow for public and private functions, concerts and other performances.

Vision:

This new facility with programmed and impromptu activities is intended to increase visitors to the core commercial area of our community while providing a unique venue for economic and social connectivity. Its proximity to Central Park and ample parking make this a prime location for the improved market space.

Development Proposal:

- The following amenities are planned for this space:
 - Pavilion to accommodate vendors with 60+ booth spaces
 - Pavilion to host broom ball, floor hockey for children and adults
 - Ice rink activities during the winter months
 - Restroom/office building
 - Playground
 - Music stage
 - Picnic area/sidewalks/landscaping
- Final pavilion design is still under consideration while researching the best and most appropriate design for the best price.

Proposed Development Budget:

Proposed Revenue:

Meridian Economic Development Corporation (Engineering)	\$ 10,000
Haslett and Okemos Kiwanis Clubs (Pavilion)	\$100,000
Haslett/Okemos Rotary Club (playground)	\$ 35,000
Consumers Energy Foundation (Music Stage)	\$ 25,000
Capital Region Community Foundation (Restroom/office)	\$ 75,000

Meridian Township Farm Mkt Fund and Park Millage \$320,000

TOTAL REVENUE \$570,000

Proposed Expenses:

Professional Services \$ 10,000

Pavilion \$500,000

Accessible Playground \$ 60,000

Performance Stage \$ 25,000

Picnic area and landscaping \$ 35,000

Sidewalk/plaza \$ 60,000

Utilities \$ 75,000

Restroom/Office Building \$150,000

TOTAL EXPENSE \$915,000

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Amount Needed for Development (\$345,000)

Programming:

- Meridian Township staff will organize, promote and manage programs to include:
 - Saturday and Wednesday Farmers’ Market (May-October)
 - Antique Market
 - Arts and Crafts Market
 - Street Fair Market for Entrepreneurs
 - Flea Market/Garage Sale
 - Music and food trucks weekdays and Saturday
 - Occasional evening programs/activities/ concerts/classes
 - Mall stores – clearance extravaganza events, sidewalk sales, special promotions. etc.
 - Pavilion Rentals for private gatherings

Proposed Timetable

Spring 2018	Confirm partners and funding; execute lease agreement
Summer 2018	Confirm land control. Prepare engineering specifications and bid documents
Fall 2018	Break Ground for restroom/office building
Spring 2019	Complete Phase I of the “Marketplace on the Green” project which includes: utilities, office/restroom, music stage, sidewalks, tree planting, picnic area, concrete pad. Organize and program activities for summer/fall 2019
Summer 2019	Ribbon Cutting and Market Open for Business!
Spring 2020	Construct Pavilion



FARMERS MARKET

MERIDIAN TOWNSHIP, MICHIGAN
SEPTEMBER 2017

