



## FOR IMMEDIATE RELEASE

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### Reimagine YOUR Civic Center Park: Master Site Planning Begins

**Traverse City, MI** – Grand Traverse County residents are being asked to help guide the planning and design process of Civic Center Park located at 1213 W. Civic Center Drive in Traverse City. Grand Traverse County Parks and Recreation is developing a master site plan for Grand Traverse County's Civic Center Park and wants your input. The goal of the plan is to bring Civic Center Park into the future.

Formerly the county fairgrounds, Civic Center Park is a 45-acre park in the heart of Traverse City. Parks and Recreation Director Kristine Erickson refers to it as “a recreational hub,” which features lush green spaces, a walking track, a playground, an indoor swimming pool, an outdoor amphitheater, a skate park, a pavilion, ball fields, a basketball court, a walking/jogging path, and more. With its varied facilities, programs, and events, Erickson pointed out, anecdotally, the park draws approximately one million visitors annually.

Said Erickson, “This park is being used more than ever before, but its layout and some of the facilities and green spaces are outdated to the point where they no longer serve their highest and best use.” That is why the time is right to develop a master site plan. “All of the projects in the history of the property have been developed and executed individually, rather than being part of a bigger picture,” Erickson explained, “and a master site plan will unify all of the park’s elements through design.”

In May 2019, Grand Traverse County Parks and Recreation Commissioners passed a resolution in support of developing the master site plan, and in November 2019, County Parks and Recreation Department was awarded a \$10,000 seed grant from Rotary Charities to help fund the site planning process. Parks and Recreation is matching the grant with \$5,000.

After receiving responses to a request for proposals for this project, in February 2020, County Parks and Recreation commissioners passed a motion to hire the design firm of Beckett and Raeder, Inc. (BRI). Erickson explained that BRI has assembled a team of landscape architecture, planning, engineering, and environmental professionals to develop the plan, which will result in “an exciting new blueprint for the future of our community’s beloved park.”

Survey data will help determine the best possible physical layout of the park, including its recreational facilities, foot and vehicle traffic, and appearance. With a May 15 deadline to respond, the survey is available on line at <https://www.surveymonkey.com/r/GTCountyCivicCenterCommunitySurvey>.

The next step in the master site planning process, said Erickson, is to hold virtual and, possibly later this year, in-person community input sessions. “I hope we receive a big response. “The Civic Center is a regional gem, and we need our community to weigh in.”

Stay up to date throughout the planning process by visiting the website at [www.gtciviccentersiteplan.org](http://www.gtciviccentersiteplan.org).

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