



Live it up!
in downtown
Battle Creek

DOWNTOWN TRANSFORMATION PROJECT

In 2008, the Battle Creek Downtown Transformation Project (DTI) was announced. A project with a combined \$85 million in public and private investments will reveal a new downtown, a downtown where food science, innovation and growth strategies synergize with education and urban lifestyles within a sustainable infrastructure.

Plans in the mix to reveal downtown Battle Creek as a vibrant, livable urban center include...

Eat it up Creation of the Global Food Protection Institute

The centerpiece of our food science innovation growth strategy is the Global Food Protection Institute (GFPI).

- GFPI is a global food protection resource development and collaboration network whose mission is to facilitate the exchange of information, generation of new ideas, and acceleration of technologies that will enhance the safety of the global food supply.
- Financial support for GFPI is provided by a grant from the W.K. Kellogg Foundation.



To achieve its mission, GFPI has established the International Food Protection Training Institute (IFPTI), the Imagined Food Futures Symposia (IFF), and the Emerging Technology Accelerator (ETA).

- Since July 2009, IFPTI has delivered training to over 1,500 state and local food protection professionals from 47 states and is building the training infrastructure for an integrated food safety system.
- IFF convenes communities of action to influence food protection policies and practices.
- ETA advances the development of novel food protection technologies which will enhance the safety of the global food supply.



Add it up Battle Creek Math and Science Center

The Battle Creek Math and Science Center maintains a reputation as one of the top high school math and science centers in Michigan. Aligned with the Battle Creek innovation growth strategy, an ability to develop and attract talent becomes vital to success. In February 2011, Battle Creek Public Schools announced plans to relocate the Math and Science Center downtown to 171 W. Michigan Avenue. Collaboration with Battle Creek Public Schools, the Math and Science Center, and area educators, the exploration of the following continues:

- Enhancement of the delivery and programming of Science, Technology, Engineering and Math (STEM) education for all school systems in Calhoun County.
- Enhancement of facility, equipment and technology requirements.
- Ventures between the Math and Science Center and local research institutions.

Build it up Company Expansion

Kellogg Company

- In October 2009, Kellogg Company opened a \$54 million, 164,000 square-foot expansion of its W.K. Kellogg Institute for Nutritional Research, with capacity for nearly 275 additional people in the building.
- In December 2009, Kellogg Company secured a long-term lease for office space at 67 W. Michigan Avenue. The expansion of 122,500 square feet will accommodate approximately 600 employees.
- Building renovations were completed late 2010 and associates moved into the renovated building in December 2010.

Covance

- \$14.5 million in building renovations, completed in October 2010.
- Approximately 55 new positions including research scientists, technicians and management.



The facade renovation on 67 W. Michigan Avenue.

Continued on back

Smarten it up Renovation of Battle Creek Public Schools and St. Philip Catholic School

- Battle Creek Public Schools and St. Philip Catholic School completed campus renovations of \$60 million and \$17 million respectively, adjacent to Battle Creek's central business district.
- Collaborate with Battle Creek Area Catholic School on building acquisition and creation of shared community spaces.
- School investments catalyze improvement of the downtown fringe neighborhoods.
- Explore opportunities for shared resources among school systems to include the advanced Math and Science Center, as well as fine arts and athletic facilities.
- Collaborate with Sprout Urban Garden Initiative to cultivate downtown community garden, promoting urban agriculture through a partnership with The Haven of Rest Ministries, MPRI and Calhoun County Health Department.

Spruce it up Public Infrastructure and Visual Enhancements

The downtown plans to undergo numerous enhancements to create a more attractive and welcoming downtown environment. Many of these enhancements are underway.

- Gateway improvements with lighting and art screen displays.
- In January 2010, conceptual streetscape enhancements based on public input were publicized. The conceptual enhancements include schemes utilizing trees, benches, flower pots and extensive lighting, while developing standards for façade improvement. Construction began April 2011.
- A year-round festival and events site centrally located.
- Pedestrian pathways and connectors linking to the 22-mile linear park, river and federal trail systems.
- Additional bicycle racks downtown for the convenience of commuters and recreational riders.
- Highest standards of cleanliness and public safety.
- Careful evaluation and renovation or removal of deteriorated blighted buildings.
- Historic Preservation Fund established to help offset the costs for building restorations.
- Removal of conditions that foster illegal activities.



The sidewalk is taking shape along Michigan Avenue. The bricks are intended to mimic the movement of the river, as selected by Battle Creek citizens during the public input process.

Level it up Increase the Number of University-level Classes Held Downtown

- Support the commitment made by Western Michigan University for its new MBA curriculum in the Kendall Center.
- Facilitate the transfer of ground-school aviation classes from Kalamazoo to Battle Creek.
- Explore ways to attract students from the aviation college to the downtown via reliable and regular transportation.
- Continue to solicit and support participation of institutions of higher learning including Michigan Technological University, Lake Superior State University, Michigan State University, and Albion College.

Move it up Downtown Residential Development

- Seek a private development company to create new residential living units overlooking the Battle Creek River at Michigan Avenue and Carlyle Street.
- Assist and support additional private developments for market-rate residential and mixed-use developments throughout downtown.



Residential unit located at 115 W. Michigan Ave.

Open it up Targeted Retail Recruitment & Combined Usages

- Recruit key businesses and venues that respond to the downtown market needs including those of students, employees, residents, and tourists.
- Utilize intelligence found in the Claritas CivicIQ report for recruitment purposes.
- New businesses in 2011 include Allstate Insurance, Kellogg Community Federal Credit Union, Lynnivan Salon and Malia Mediterranean Bistro.

Dream it up Develop Pathways for Youth to Design an Urban Ecology

- Create civic youth involvement through competitive urban design.
- Enlist the support of youth groups throughout the city in urban transformation.

The Vision: Battle Creek is a food science, innovation-growth community with sustainable infrastructures that nurture family-friendly, healthy, and educated lifestyles.