



The Downtown Transformation:

One Year Later and Looking Forward

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In November 2009, [Battle Creek Unlimited](#) (BCU) and its transformation stakeholders marked one year of planning since announcing the [transformation project](#). Throughout the year, BCU provided updates on progress to date through media, social media and several public forums, where citizens provided valuable input on the education and infrastructure pillars of the plan. The downtown transformation pillars include Kellogg, the emerging food protection and training market, education (existing and future campuses), and infrastructure.

BCU tallied 30 in-person presentations to local community groups and organizations during 2009. Transcripts and information from some of those sessions can be found at bcunlimited.org/transformation (look within the webpage tabs of “aesthetics,” “math/science center,” and “media.”).

One of the most interactive sessions occurred in mid-December when approximately 60 people sat down with BCU and its contracted design team, Beta Design, to provide their thoughts on everything from utilizing the downtown portion of the river to park bench designs. The input will be used to help create three downtown infrastructure design concepts. Those concepts will be presented to the same group, as well as interested citizens, on January 14 at Burnham Brook Community Center at 11:30 a.m. Complimentary lunch will be provided with RSVP before January 8. If you



With one of the winning medalions for the gateway in the background, citizens listen as their ideas and suggestions for streetscape enhancements are summarized.



An additional meeting for streetscape enhancements was held in the evening at the Downtown Partnership office to accommodate citizens who were not available for the three daytime forums.

would like to participate in the unveiling of the concepts, RSVP to [Cheryl Beard](#) or call 269.441.1664. After design concepts have been unveiled, they will then be shared with the general public through various channels.

2010 will continue to provide opportunities for the public to give input on implementation of the Downtown Transformation Plan. Some of the sessions will be publicized. Other items will have limited, if any, public input opportunities due to their private nature, such as Kellogg's downtown relocation of employees or the activities within the [National Center for Food Protection](#) and the [International Food Protection Training Institute](#) (IFPTI).

BCU, the [City of Battle Creek](#) and its downtown stakeholders already have much input to consider. As decision makers, they have the responsibility to sincerely listen to and consider the input, but they also must deliver what is feasible, affordable and compliant with government and safety regulations.

In 2010, the public will see many tangible deliverables of the plan, such as installation of the city's gateway project along M-66, hundreds of food protection professionals in town for IFPTI training, and relocation of hundreds of Kellogg employees to existing downtown buildings on Michigan Avenue.

Downtown transformation plans will continue through the next decade, evolving as necessary. BCU and the downtown stakeholders will continue to deliver updates through interpersonal and interactive channels and, as always, people also are welcome to contact BCU directly by emailing [Cheryl Beard](#).

Good news and announcements are on the way.

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Presenting the ideas and suggestions from one of the tables. From the recommendations presented, Beta Design will create three concepts to be unveiled to the public on January 14 at the Burnham Brook Community Center.

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