

“Our bayfront has untapped potential. Through thoughtful design reflecting community values, our waterfront will become a resource that can be enjoyed by all.”
Mayor Chris Bzdok

In conjunction with URS and William J. Johnson, FASLA, the Johnson Hill Land Ethics Studio generated a comprehensive suite of conceptual and preliminary engineering plans for a wide variety of public spaces spanning over two miles of the downtown waterfront, including cultural, recreational, and natural areas.

The URS/Johnson Hill team was chosen through a competitive bid process to help reenvision the bayfront. Using a professional and highly transparent process, the team solicited broad public and stakeholder input through a three day charette and other ongoing collaborative, community-driven design efforts.

This input was integrated into both digital collage and hand-rendered illustrations, which convey key driving concepts such as promoting enhanced pedestrian circulation and connectivity between the bayfront and downtown/residential areas; creating spaces that truly reflect the desires and imagination of the community; and incorporating the principles of sustainability and universal accessibility across the wide spectrum of landscape types that occur along the water’s edge. Features include a promenade, an enhanced bike bath, new bridges and docks, a traffic circle and pedestrian tunnel, a natural play area and splash park, a beach house, an amphitheater, an emergent wetland, a water feature highlighting an artesian spring, an outdoor ice rink, stormwater quantity and quality control features, public art, etc.



Traverse City Bayfront

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