

# City Council Update **Midtown Discovery**

November 14, 2011

# Midtown Discovery

---

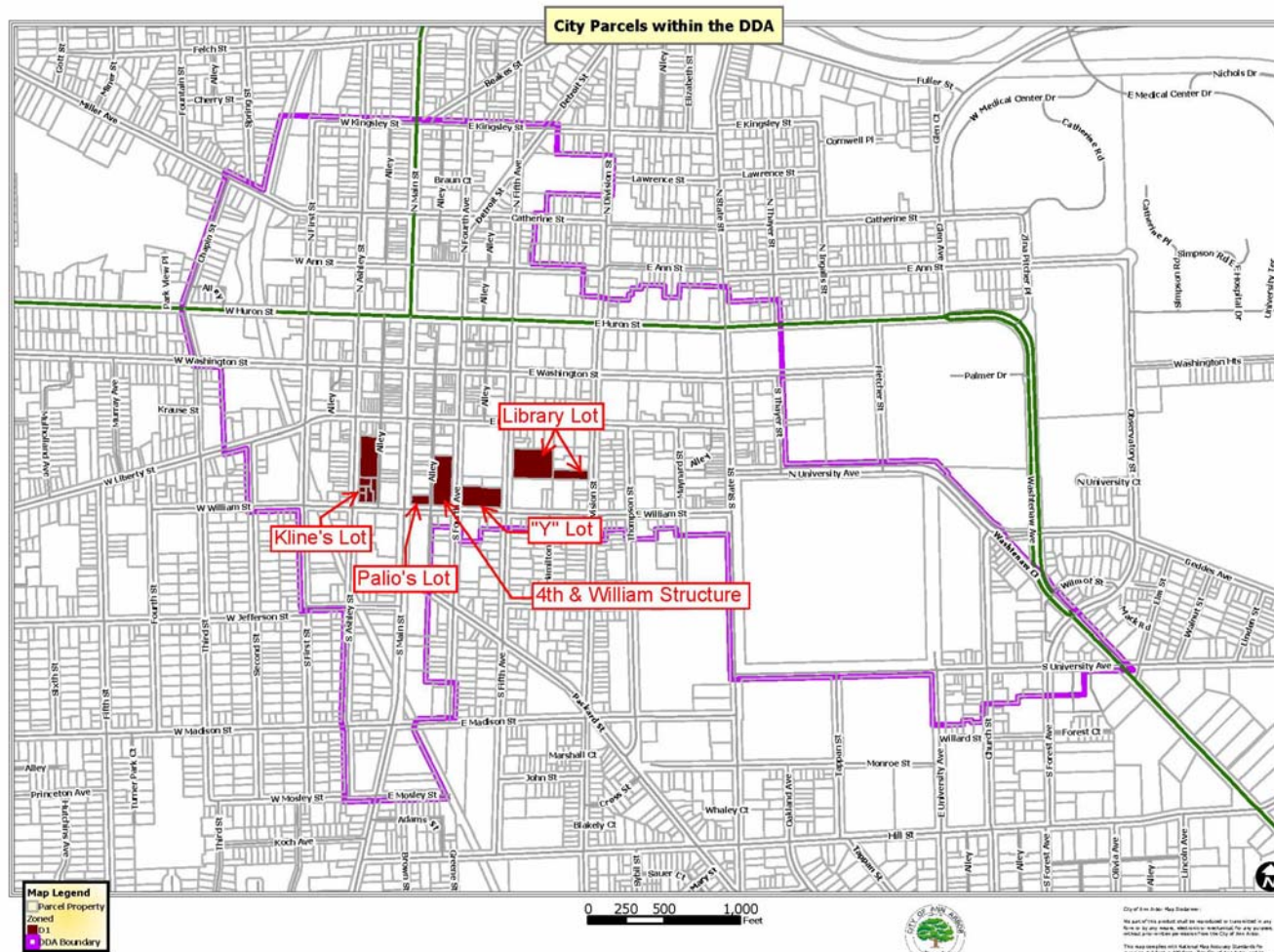
## **April 4, 2011 City Council resolution DC-111-0043:**

Resolution Authorizing that the A2 DDA Develop an Implementation Plan to Redevelop Downtown City-Owned Parcels

Build on Calthorpe, A2D2, Design Guidelines, & Downtown Plan to **create a redevelopment strategy plan** for Council approval consistent with the community's downtown vision

City Council determined that S. 5th Ave (Library) lot, 5th/William (YMCA) lot, 4<sup>th</sup> & William, Main/William (Palio) lot, S. Ashley (Kline) lot were **“the most likely areas for optimization and likely first priority for development consideration.”**

# Midtown Discovery



As Approved by Ann Arbor City Council on 4/4/11

# Midtown Discovery

---

This section of downtown has **strong assets and important downtown anchors**

However, the area is **currently dominated by surface parking lots and inactive sidewalks**



# Midtown Discovery

---

## Opportunities:

To shape a plan in cooperation with **AADL** and **AATA** that will support the growth and vibrancy of these great organizations

To shape a **plan for all five properties** which creates something **greater than the sum of the parts**. E.g. strengthen William Street as a place to live, work, and play



# Midtown Discovery

---

## DDA Partnerships Committee leading the project

Has approved basic tasks & framework

Has created a Leadership & Outreach Committee

Has established the project goal:

**“To develop this area to its full potential in a way that enhances existing assets and gives expression to community values and downtown planning including the Downtown Plan, A2D2, and Design Guidelines”**

# Midtown Discovery

---

**Leadership & Outreach Committee** helping to shape the process and the final recommendation:

- ▶ **Wisdom & insights:** helping to create a successful process
- ▶ **Informing:** bring back what they are hearing from others
- ▶ **Community pulse:** does the outcome reflect our community?

- Britany Afolter-Caine, SPARK
- Ron Dankert, Swisher
- Bob Galardi, Downtown Resident
- Stas Kazmierski, ZingTrain
- Tony Lupo, Downtown Resident
- Joan Lowenstein, DDA

- John Mouat, DDA
- Hillary Murt, Community
- Nancy Shore, getDowntown
- Sandi Smith, City Council
- Bonnie Valentine, Whole Brain Group
- Kirk Westphal, Planning Commission

# Midtown Discovery

---

**Leadership & Outreach Committee** members have diverse backgrounds and experiences:

City Council

DDA

Planning Commission

Downtown residents

Education

Downtown business

Communications/social media

Planning/design

Allen Creek Greenway

Real estate

Economic development/  
talent attraction

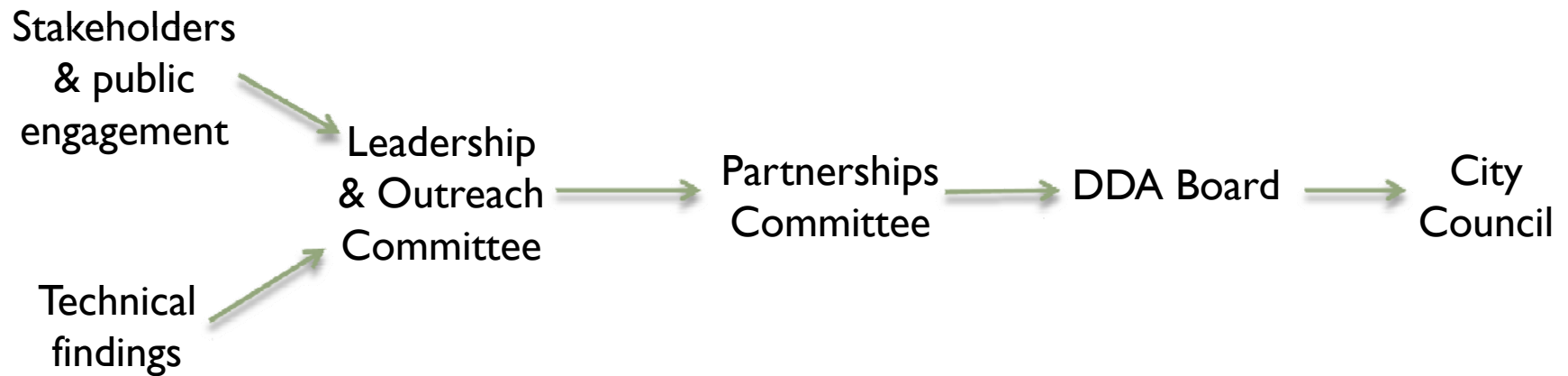
Transportation



# Midtown Discovery

---

**Leadership & Outreach Committee is key to the process**



# Midtown Discovery

First assignment: “It is October 2031, and the A2 community was clearly successful developing these properties. We know this because there is a whole lot of \_\_\_\_\_ taking place, with lots of people \_\_\_\_\_, and what we see is \_\_\_\_\_, plus \_\_\_\_\_ to enjoy.

**What we heard:** more of what we already have.

Build on authentic Ann Arbor assets to help Ann Arbor become a regional center. E.g., Headquarter offices. WCC downtown campus & lifelong learning. Walkability & transportation connections e.g. UM blue bus, Amtrak, Megabus



# Midtown Discovery – draft framework/schedule

---

## Phase 1: Common Knowledge

Compile information about the planning area and parcels

LOC tour of the sites

Develop a framework for moving forward & what is feasible

October through December 2011

## Phase 2: Identify Opportunities to Increase Vibrancy

Create opportunities to glean community input, e.g: focus groups, large groups, blogs, surveys, one-on-one meetings

“Great Places” speaker series to engage community dialogue

Land economist to convey the realities of these sites

January through April 2012

# Midtown Discovery – draft framework/schedule

---

**“Great Places” speaker series to spark community dialogue**

Great Places & Social Interaction

Great Places & Active Community Spaces

Great Places & Smart Development

Great Places & Economic Development

Locations, dates, speakers are still being arranged in coordination with  
Concentrate Media

# Midtown Discovery – draft framework/schedule

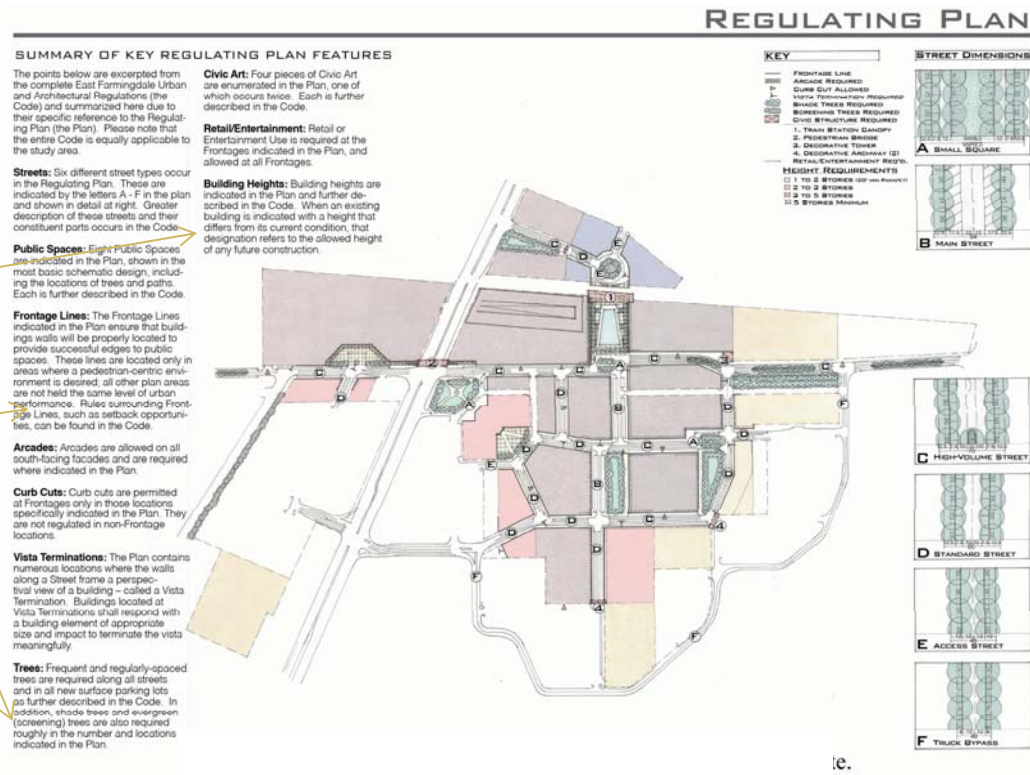
## Phase 3: The Emerging Framework Plan

LOC develops a plan based on outreach input and City-approved planning documents

May - July 2012

Much of this has already been shaped through previous planning processes.

Provide another layer of detail and fill in the gaps in this user-friendly-format.



# Midtown Discovery

---

## Current status

Hiring professional assistance for tasks such as design renderings

Finalizing the Great Places speaker series

Beginning the process of framing what to present at public meetings

Developing communications including web content

Anticipated project completion: Summer 2012

Questions?