

Ann Arbor Downtown Design Guidelines  
Revisions Project  
June 10, 2009

## **Scope of Services**

The Downtown Design Guidelines Revisions project is proposed to include the following components:

### **A. Downtown Design Guidelines Revisions**

Winter & Company will work with staff and the A2D2 Steering Committee to revise the existing draft Downtown Design Guidelines. A primary objective is to prioritize, simplify and streamline the design guidelines to work in concert with pending updates to the zoning regulations applied within Downtown Ann Arbor. It is anticipated that the design guidelines will be voluntary at the time of initial adoption.

The revised design guidelines are likely to focus on the character of the street-level view, as it relates to creating a pedestrian-friendly environment. They may also focus on basic elements of building massing that are not addressed by the revised zoning standards. A review of community feedback received as part of the previous public process will provide additional direction.

### **B. Framework for Use of the Design Guidelines**

A general framework will be developed to guide use of the design guidelines. This framework will address the role of staff and the planning commission in using the design guidelines, review potential incentives for compliance with the design guidelines and will discuss future options for adoption of a more formal design review system.

### **C. Historic District Design Guidelines Revisions**

Revisions will be made to the draft Historic District Guidelines to reflect the revised Downtown Design Guidelines and final revisions to the zoning standards for downtown Ann Arbor.

## **Objectives**

The key objectives for each component within the scope of work are as follows:

### **Downtown Design Guidelines Revisions**

- Select and prioritize a refined set of primary design guidelines that are most essential to implementing the vision of A2D2
  - Priority items from previous community feedback process
  - Concepts not addressed in pending code update
  - Concepts that are the most clearly quantifiable
- Clarify primary design guidelines to facilitate interpretation
  - Text clarification and supplemental illustrations
- Coordinate guidelines with pending zoning code revisions
- Determine format for design guidelines
- Provide a method to retain any design guidelines that are not included in the refinement process

### **Framework for Use of the Design Guidelines**

- Provide strategies for effective use of voluntary design guidelines
- Clarify the roles for staff and the planning commission in use of the design guidelines
- Identify future options for adoption of a more formal design review system
- Review potential strategies for design guidelines incentives or use of the design guidelines in determining zoning premiums
- Provide strategies for community and property owner awareness of the design guidelines

### **Historic District Guidelines Revisions**

- Coordinate revised design guidelines with the draft Historic District Design Guidelines
  - Revised guidance on interpreting the Downtown Design Guidelines in historic districts

## Tasks & Schedule

**Authorization to proceed** **June 22, 2009**

### 1.0 Develop Strategy for Guidelines Revisions

**1.1 Summarize key points from initial A2D2 session.** **June 26, 2009**

- Prioritization of design guidelines
- Clarity of design guidelines language
- Voluntary design guidelines

**1.2 Develop mock-up of revised format.** **July 10, 2009**

**1.3 Develop outline for design guidelines revisions.** **July 17, 2009**

**1.4 Review outline for guidelines revisions with staff (conference call)** **July 23, 2009**

**1.5 Review outline for guidelines revisions with Steering Committee (conference call)** **Late July, 2009**

### 2.0 Develop Draft 1 of the Revised Downtown Guidelines

**2.1 Edit text.** **Aug. 7, 2009**

**2.2 Develop supplemental illustrations.** **Aug. 7, 2009**

**2.3 Revise layout.** **Aug. 7, 2009**

**2.4 Submit draft #1 of the revised guidelines.** **Aug 10 2009**

**2.5 Develop framework for use of the design guidelines.** **Aug. 21, 2009**

- Memo on use of the design guidelines by staff and the planning commission
- Memo on potential design guidelines incentives or use with zoning premiums and potential future applications of the design guidelines

**2.6 Review draft #1 and design review framework in a city staff work session.** **Aug. 26, 2009?**

- A trip has been budgeted for this work session to coincide with a potential public open house. If the open house does not occur or is scheduled to instead coincide with task 3.1, this session may be scheduled as a conference call.

**2.7 Review draft #1 and design review framework  
with the A2D2 steering committee.**

**Aug. 27, 2009?**

- See notes on trip under 2.6 above.

**2.8 Attend community open house.**

**Aug. 27, 2009?**

- This open house is intended to allow the community to review and provide input on the guidelines revisions.
- The open house would be organized by staff.
- Open house materials (other than the draft revised design guidelines) would be prepared by staff.

**3.0 Develop Final Downtown Guidelines**

**3.1 Conduct joint work session.**

**Sept. 14, 2009**

- Joint work session with the City Council, Planning Commission and the Downtown Development Authority to review revised downtown design guidelines.

**3.2 Execute Final Downtown Guidelines Revisions.**

**Sept. 25, 2009**

**4.0 Historic District Guidelines Revisions**

**4.1 Review existing historic district guidelines and highlight for changes.**

**4.2 Review proposed revisions with staff.**

The meeting will be conducted in conjunction with the on-site joint work session, or conducted as a conference call.

**4.3 Execute revisions.**

*Note that training services will follow completion of Step 4.0. Training services are included as part of a previously approved contract.*

## 1.0 Develop Strategy for Guidelines Revisions

1.1 Summarize key points from initial A2D2 strategy session

1.2 Develop mock-up of revised format.

1.3 Develop outline for design guidelines revisions.

1.4 Review outline for design guidelines revisions with staff (conference calls).

1.5 Review outline for design guidelines revisions with A2D2 steering committee (conference call).

Personnel	Rate	Hrs.	Amount
<b>Winter &amp; Co</b>			
N. Winter	\$155	8	\$1,240
A. Barge	\$75	16	\$1,200
M. Phillips	\$65	8	\$520
B. Saraswat	\$45	16	\$720

**STEP 1 FEES** **\$3,680**

### STEP 1 EXPENSES

TRAVEL	Unit Cost	Freq.	Amount
Airfare	\$300	0	\$0
Ground transportation	\$100	0	\$0
Accommodations	\$100	0	\$0
Car Rental	\$125	0	\$0
Meals	\$55	0	\$0

**SUB-TOTAL TRAVEL EXPENSES** **\$0**

### IN-HOUSE EXPENSES

Photography, digital process	\$0	LS	\$0
Printing	\$100	LS	\$100
Workshop supplies	\$0	LS	\$0
Technical	\$0	LS	\$0

**SUB-TOTAL IN-HOUSE EXPENSES** **\$100**

**TOTAL TASK 1 EXPENSES** **\$100**

**TOTAL TASK 1 FEES AND EXPENSES** **\$3,780**

**2.0 Develop Draft 1 of the Revised Downtown Guidelines.**

- 2.1 Edit text.
- 2.2 Develop supplemental illustrations.
- 2.3 Revise layout.
- 2.4 Assemble draft #1 of the revised downtown guidelines
- 2.5 Develop framework for use of the design guidelines.
- 2.6 Review Draft #1 in a planning staff work session.
- 2.7 Review Draft #1 with A2D2 steering committee.
- 2.8 Attend community open house.

<b>Personnel</b>	<b>Rate</b>	<b>Hrs.</b>	<b>Amount</b>
<b>Winter &amp; Co</b>			
N. Winter	\$155	40	\$6,200
A. Barge	\$75	32	\$2,400
M. Phillips	\$65	24	\$1,560
B. Saraswat	\$45	40	\$1,800

**STEP 2 FEES** **\$11,960**

**STEP 2 EXPENSES**

<b>TRAVEL</b>	<b>Unit Cost</b>	<b>Freq.</b>	<b>Amount</b>
Airfare	\$300	1	\$300
Ground transportation	\$100	1	\$100
Accommodations	\$150	2	\$300
Car Rental	\$125	2	\$250
Meals	\$55	2	\$110

**SUB-TOTAL TRAVEL EXPENSES** **\$1,060**

**IN-HOUSE EXPENSES**

Photography, digital process	\$0	LS	\$0
Printing/Plotting	\$200	LS	\$200
Workshop supplies	\$0	LS	\$0
Technical	\$0	LS	\$0

**SUB-TOTAL IN-HOUSE EXPENSES** **\$200**

**TOTAL STEP 2 EXPENSES** **\$1,260**

**TOTAL STEP 2 FEES AND EXPENSES** **\$13,220**

### 3.0 Develop Final Downtown Guidelines

3.1 Conduct joint work session.

3.2 Execute final downtown guidelines revisions.

Personnel	Rate	Hrs.	Amount
<b>Winter &amp; Co</b>			
N. Winter	\$155	32	\$4,960
A. Barge	\$75	24	\$1,800
M. Phillips	\$65	24	\$1,560
B. Saraswat	\$45	24	\$1,080

**STEP 3 FEES** **\$9,400**

#### STEP 3 EXPENSES

TRAVEL	Unit Cost	Freq.	Amount
Airfare	\$300	1	\$300
Ground transportation	\$100	1	\$100
Accommodations	\$100	2	\$200
Car rental	\$125	2	\$250
Meals	\$55	2	\$110

**SUB-TOTAL TRAVEL EXPENSES** **\$960**

#### IN-HOUSE EXPENSES

Photography, digital process	\$0	LS	\$0
Printing	\$100	LS	\$100
Workshop supplies	\$0	LS	\$0
Technical	\$0	LS	\$0

**SUB-TOTAL IN-HOUSE EXPENSES** **\$100**

**TOTAL TASK 3 EXPENSES** **\$1,060**

**TOTAL TASK 3 FEES AND EXPENSES** **\$10,460**

### 4.0 Historic District Guidelines Revisions

4.1 Review existing historic district guidelines and highlight for changes.

4.2 Review proposed revision with staff.

4.3 Execute revisions.

Personnel	Rate	Hrs.	Amount
<b>Winter &amp; Co</b>			
N. Winter	\$155	6	\$930
A. Barge	\$75	16	\$1,200
M. Phillips	\$65	8	\$520
B. Saraswat	\$45	16	\$720

**STEP 4 FEES** **\$3,370**

#### STEP 4 EXPENSES

TRAVEL	Unit Cost	Freq.	Amount
Airfare	\$300	0	\$0
Ground transportation	\$100	0	\$0
Accommodations	\$100	0	\$0
Car Rental	\$125	0	\$0
Meals	\$55	0	\$0

**SUB-TOTAL TRAVEL EXPENSES**

**\$0**

**IN-HOUSE EXPENSES**

Photography, digital process	\$200	LS	\$200
Printing	\$200	LS	\$200
Workshop supplies	\$0	LS	\$0
Technical	\$0	LS	\$0

**SUB-TOTAL IN-HOUSE EXPENSES**

**\$400**

**TOTAL TASK 4 EXPENSES**

**\$400**

**TOTAL TASK 4 FEES AND EXPENSES**

**\$3,770**

**TOTAL BASE FEES & EXPENSES**

**\$31,230**