



William Street/Midtown Framework

Planning & facilitating redevelopment

Leadership & Outreach Committee Meeting #1

October 11th, 2011

Welcome & Introductions

- ▶ Joan Lowenstein – *Attorney, Jaffee Raitt Heuer & Weiss & Co Chair of the Ann Arbor DDA Partnerships Committee*
- ▶ Kirk Westphal - *Founding Principal, Westphal Associates and City Planning Commissioner*
- ▶ Britany Affolter-Caine - *Director of Talent Enhancement, SPARK*
- ▶ Ron Dankert – *President, Swisher Commercial*
- ▶ Bob Galardi – *Downtown Resident & AC Greenway Conservancy Director*
- ▶ Stas Kazmierski – *Managing Partner, ZingTrain*
- ▶ Tony Lupo – *Brand Manager, Oribe Hair Care and Downtown Ann Arbor Resident*
- ▶ John Mouat – *Partner, Mitchell & Mouat Architects and co-chair DDA Transportation and Operations Committee*
- ▶ Hillary Murt - *Ann Arbor Resident, former business owner, and Michigan Theater Board Member*
- ▶ Nancy Shore - *Director, getDowntown Program*
- ▶ Sandi Smith – *Owner/Broker, Trillium Real Estate, City Council Member and Co-Chair DDA Partnerships Committee*
- ▶ Bonnie Valentine – *Director of Sales and Marketing, The Whole Brain Group*

About the DDA

▶ Mission of the DDA:

- ▶ The mission of the DDA is to undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments.

▶ DDA's role in Ann Arbor:

- ▶ The role of DDA's are defined by state enabling legislation
- ▶ The DDA's role is to follow it's mission to improve the downtown and it does so by making an investment in infrastructure, programs, partnerships, & planning.

▶ DDA leadership:

- ▶ Board of 12 volunteers appointed by the mayor; operate through committees

▶ DDA funding:

- ▶ Tax increment financing (TIF): The DDA captures an increment (about 17%) of the taxes that are generated in the DDA District and uses those dollars for streetscape & infrastructure improvements, planning efforts, affordable housing, & partnership grants
- ▶ Parking revenues: The DDA manages and maintains the public parking system and uses those dollars for maintenance & improvements as well as alternative transportation programs, debt service, and payments to the City

Project

- Recommendations for the development of 5 sites



Project Goal

- ▶ **The goal is 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.

Purpose

- ▶ **What brought this about?**
 - ▶ Change happens. Communities can either be part of the change or let change happen to it.
 - ▶ Previously, failed RFP processes for publicly owned downtown sites
 - ▶ Ex/415 W.Washington, Old Y Lot, Library Lot
 - ▶ Through resolution, Council requested that the DDA undertake a planning process for the development of these parcels
 - ▶ We have an opportunity to take a different approach than earlier processes

Purpose

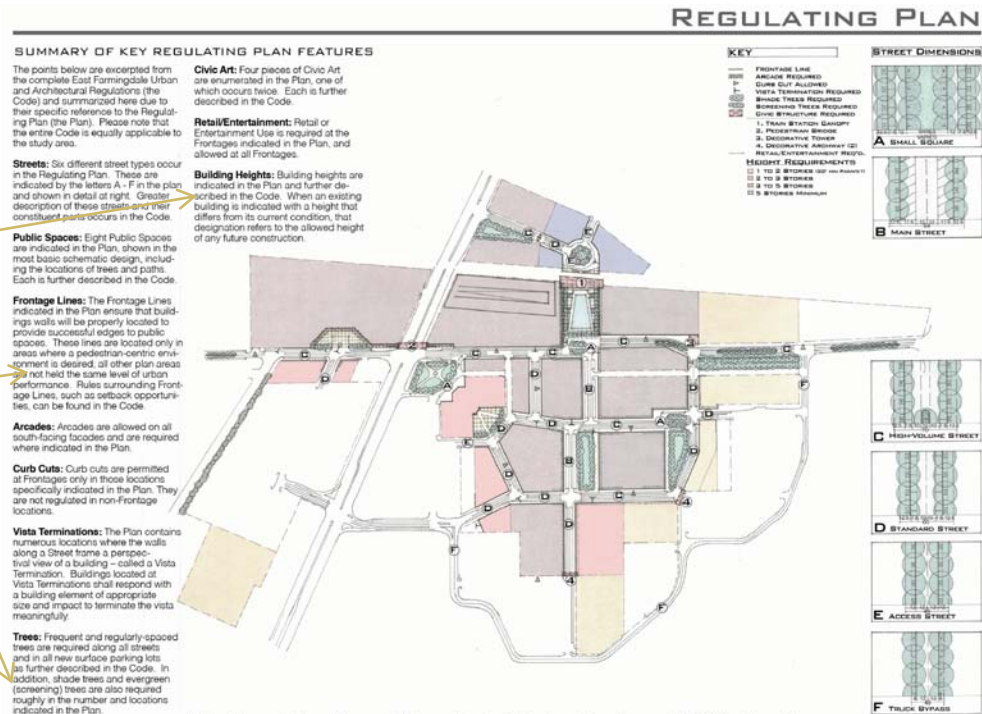
- ▶ Through this process, we can use City assets to help guide change for a future downtown
- ▶ This area of downtown has the greatest potential for change
 - ▶ Wonderful anchor assets, but many parking lots and a lack of identity
- ▶ This planning phase is the first step toward our goal

Outcomes from this planning phase

- ▶ Community awareness about the potential for the William St/Midtown area
- ▶ A Strategic Framework Plan that guides future development

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

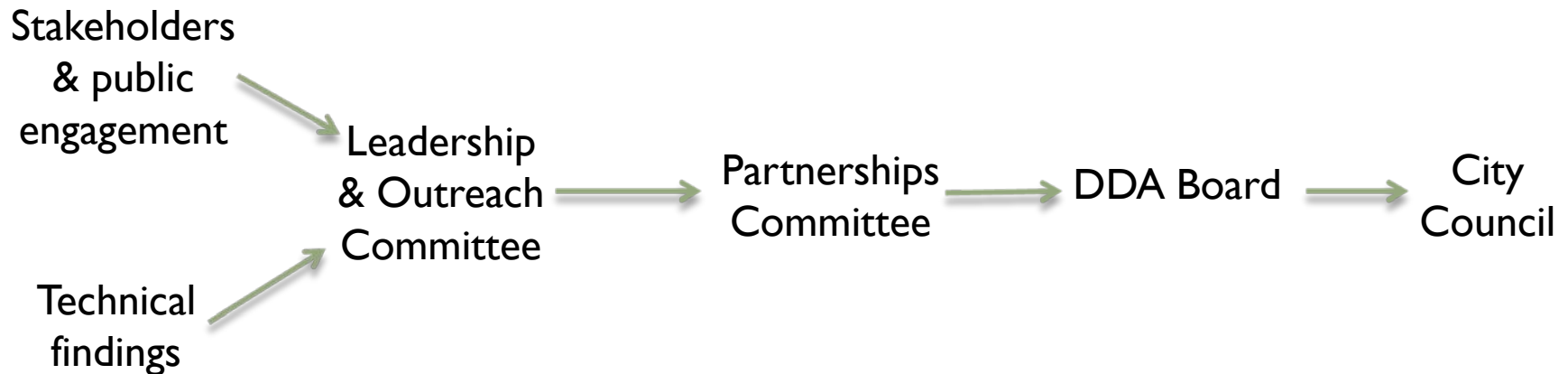
Taking the next step will allow us to provide another layer of detail and fill in the gaps in this user-friendly-format.



This Regulating Plan will be attached to the developer RFP for the site.

Leadership & Outreach Committee Role

- ▶ The Committee will provide feedback to help shape the process and our final recommendation to the DDA Partnerships Committee.



Planning Foundation – 10,000 foot level

- ▶ There is much planning in place already
- ▶ **Comprehensive Plan for Washtenaw County (2004)**
 - ▶ Key recommendation: Direct future development to infill sites in urban areas

Planning Foundation – 5,000 foot level

- ▶ **Downtown Residential Task Force Report (2004)**
 - ▶ Remove barriers to development of residential units downtown and increase the residential population

- ▶ **Downtown Development Strategies Final Report (Calthorpe Report 2006)**
 - ▶ Downtown vision & administrative recommendations to achieve it
 - ▶ Began to make some more specific recommendations

Planning Foundation – 1,000 foot level

- ▶ **Downtown Plan (2009)**
 - ▶ Specific goals & actions
 - ▶ Recommendations that begin to shape how downtown looks & feels
- ▶ **Ann Arbor Discovering Downtown (A2D2, 2009 & 2011)**
 - ▶ Zoning Changes – specifies density, uses, and the character of different downtown areas
 - ▶ Design Guidelines – provides recommendations regarding how buildings look and relates to the surrounding area

500 foot level – Where we are today

- ▶ For successful change to occur, we must work at the 500 foot level
- ▶ Specific enough to convey & achieve community goals, but general enough to allow for future market flexibility

Process Overview: Phase 1

Oct. – Nov.

▶ Phase I: Common Knowledge

- ▶ Compile information about the planning area & goals from foundation documents
- ▶ Share findings with stakeholders/public
 - ▶ Create & host a Great Places speaker series

Leadership & Outreach Committee:

- ▶ *Determine how best to create excitement & awareness around the future of this downtown area*
- ▶ *Discuss goals for this area*

Process Overview: Phase 2

Dec. – Feb.

▶ Phase 2: Identify Opportunities

- ▶ Identify opportunities to use these parcels to meet established community goals into the future
- ▶ Engage the community/stakeholders to help answer how this area can guide and become a part of positive change

Leadership & Outreach Committee:

- ▶ *Brainstorm how this part of downtown can become more vibrant & the specific role it could play*
- ▶ *Discuss the elements that need to be considered in decision making*
- ▶ *Shape how we have a conversation with the community about the future of this downtown area*

Process Overview: Phase 3

Feb. - April

▶ Phase 3: The Emerging Framework Plan

- ▶ Use technical and outreach input to draft framework plans
- ▶ Reach out to the public, share findings and get feedback to shape a final plan
- ▶ Develop a preferred framework plan

Leadership & Outreach Committee

- ▶ *Assist in shaping the final outreach component – how do we get the broadest input about the future of this downtown area?*
- ▶ *Help to refine recommendations & public input findings*
- ▶ *Help to vet the final products – do these align with the technical and outreach findings?*

Engagement Overview – Phases 2 & 3

▶ Public/Stakeholders:

- ▶ Individuals & groups who are interested in and have a stake in the future of downtown Ann Arbor, including: residents, business owners, employees, visitors, non-profits, organizations, investors, technical experts, and more

▶ Ways we are engaging stakeholders:

- ▶ Leadership & Outreach Committee
- ▶ Great Places Series
- ▶ Social Media, DDA & City websites, and email
- ▶ Surveys
- ▶ One on One Meetings & input
- ▶ Focus Group Meetings & input
- ▶ City Wide Public Input
- ▶ And more

Questions?

Questions or feedback about our goal, purpose, process,
etc?

Great Places Series

- ▶ **Great Places:** What makes a great place? Why must we focus on creating a community for the next 50 years (rather than the past)? Learn where people, from the baby boomers to the millennials, are choosing to live and if Ann Arbor has the amenities, cultural attractions, and sense of place that will continue attracting residents and employees. Speaker – Dan Gilmartin, Michigan Municipal League
 - ▶ **Great Places and Social Interactions:** Can busy sidewalks, cafes and storefronts increase our social interactions? Does living close to your neighbors make it more likely they'll watch your cat or bring in your mail? Learn how thoughtful downtown planning and development can increase opportunities for social interaction and access to cultural and educational opportunities. Speaker - Patrick Pinnell, Architecture & Town Planning, LLC
 - ▶ **Great Places and Environmentalism:** Can sidewalks, water mains, and steel construction really be green? It can if a lot of people share it! Learn why the “greenest” places are those with shared resources and residents in close proximity. Understand the true impacts of urban vs. suburban development. Speaker
 - ▶ **Great Places and Community Gathering Space:** What elements must be in place to build successful community space in downtowns of our size? Understand the usage of urban spaces and what leads to active and welcoming spaces versus those that are idle and rarely used. Speaker – Kirk Westphal, Westphal Associates
 - ▶ **Great Places and Smart Development:** Change is inevitable. What happens if we try to prevent it from occurring in our downtowns? Learn how other communities are working to understand developer motivations, conveying their needs, and getting results. Speaker– Melanie Piana, Michigan Suburbs Alliance
 - ▶ **Great Places and Economic Viability:** How does downtown Ann Arbor measure up in terms of competition for new businesses, residential, and construction? Learn how we as a community can use this information to understand and prioritize development benefits: decreasing the tax burden, providing public amenities, lowering infrastructure costs, attracting jobs, etc. Speaker– Economic Consultant
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Speaker series – give us advice

- ▶ **Generating broad interest**
 - ▶ Are the titles & topics interesting to you?
 - ▶ Format? (In person, available online, both)
 - ▶ If online – does it need to be high quality? CTN studios?
 - ▶ If in person, should we stick with one location or use different locations (public library, workantile, ABC, Conor O’Neills)?
 - ▶ Day & Time?
 - ▶ Weekday - Mid day, directly after work, or into the evening
 - ▶ Weekend – mid day or into the evening
 - ▶ Do we engage a media partner or keep it autonomous?

Next Steps: Administration

▶ Committee Chair & Vice Chair

- ▶ Chair: Joan Lowenstein
- ▶ Vice Chair: Kirk Westphal

▶ Meeting dates & Time

- ▶ Regularly scheduled meetings once a month
- ▶ 2nd Tuesday at 3 pm? Doodle?
- ▶ May be additional meeting times – walk around in before Oct. end?

▶ Communications:

- ▶ Meeting announcements, plan updates, etc will be communicated via email
- ▶ Documents shared via “Drop Box” www.dropbox.com
- ▶ To ensure that a consistent message is shared, we ask that you refer all media questions to the Chairs and DDA Staff

▶ November Meeting:

- ▶ Discuss walk around & established community vision & goals