DDA PLAN UPDATE

DDA BOARD | SEPTEMBER 18, 2024

SMITHGROUP

1. INTRODUCTION
2. WHAT WE HEARD
3. DDA PLAN
    - VALUES, GOALS, OBJECTIVES
4. DDA MISSION STATEMENT
5. NEXT STEPS

PARALLEL PLANNING EFFORTS

COMPREHENSIVE PLAN

Determine **VISION AND PRIORITIES** for the future of the city

Determine future land use, desired policy changes, and priorities for public spending and capital projects

DOWNTOWN AREA CIRCULATION

Identify **FUTURE CAPITAL IMPROVEMENTS** to downtown area streets and transportation plan updates

Balance the demands on limited downtown area street space

DDA DEVELOPMENT + TIF PLAN

Guide the DDA's **PROGRAM AND CAPITAL PROJECTS** for a 30-year time frame.

DDA PLAN PROCESS

- Peer City DDA Plan Research
- DDA Development Plan
  - Establish Plan Goals (DDA Board) and objectives
  - Existing Conditions Assessment
  - Development Plan & Recommendations
    - Informed by State Statute, Comp Plan, Circulation Study, Geothermal Study, and infrastructure and operational needs
- TIF Plan Update
- Summary Document and Approvals
  - Executive Summary
  - Statute Review
  - Notification and Filing
  - Approval (DDA Board and City Council)

DDA PLAN – VALUES & GOALS OVERVIEW

WHY ESTABLISH VALUES & GOALS?

DDA DEVELOPMENT PLAN

Values and Goals:

- Ensure alignment with City policy priorities
- Inform staff implementation
- Direct project priorities and budgeting
- Guide how we measure outcomes

CITY/COMP PLAN DRAFT VALUES

AFFORDABLE (HOUSING)

We believe that everyone should have the opportunity to call Ann Arbor home and thrive.

EQUITABLE (ACCESS)

We ensure equal access to essential services and amenities for all, and additional resources for historically underserved communities.

SUSTAINABLE

We are committed to the efficient integration of all systems - social, built and natural - to create a resilient community.

VIBRANT (COMMUNITY BENEFIT)

We implement projects that support community need, increase vibrancy, and strengthen economic development opportunities

DDA GOALS

Affordable & Inclusive Community

Equitable, just access for all people

Safe, comfortable streets

Resilient, energy-responsible downtown

Connected community with inviting public spaces

Vibrant & thriving local economy

Responsible design & implementation

Missing any goals?

DISCUSSION: 08/21 BOARD SESSION

SUGGESTED REVISIONS

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DISCUSSION OUTCOME/NOTES: 08/21 BOARD SESSION

Feedback on City Comp Plan Values:

- Advocate for added Comp Plan Value, unsure about the term vibrancy.
- “Active” (ok with using “density”): this needs to be really tight and not open to interpretation; people-focused; “livable”?? Spur more development.
- Liked “community” as a word

Feedback on DDA Goals:

- Incorporate housing more specifically (Improve foot traffic? More people?). May extend beyond A2 Housing Commission support to market-rate housing also.
- A 24-Hour Neighborhood with a Full Spectrum of Housing Options in the Downtown
- Add something on infrastructure? With housing as a sub-goal? Or retool one?
- Calling out energy but what about other resilient/ sustainable factors?
- Responsible design & implementation: Is this needed or implied w/ all work? Part of transparency, implementation, collaboration narrative.
- Event programming? Stay focused on DDA infrastructure role and support events through infrastructure (e.g., barricades, power).
- Need to connect to river & new river development.

DDA VALUES AND GOALS FRAMEWORK

VALUES

AFFORDABLE

All people should have the opportunity to call Ann Arbor home and thrive through every stage of life

EQUITABLE

All people should have equal access to essential services and amenities, with additional resources for underserved people

SUSTAINABLE

All systems - social, built, and natural, should be integrated to create a resilient place to live, work, and recreate

VIBRANT**

***Fourth Value is being defined, and not yet adopted. Potentially references active, thriving, dynamic, identity*

DDA GOALS

DRAFT OBJECTIVES

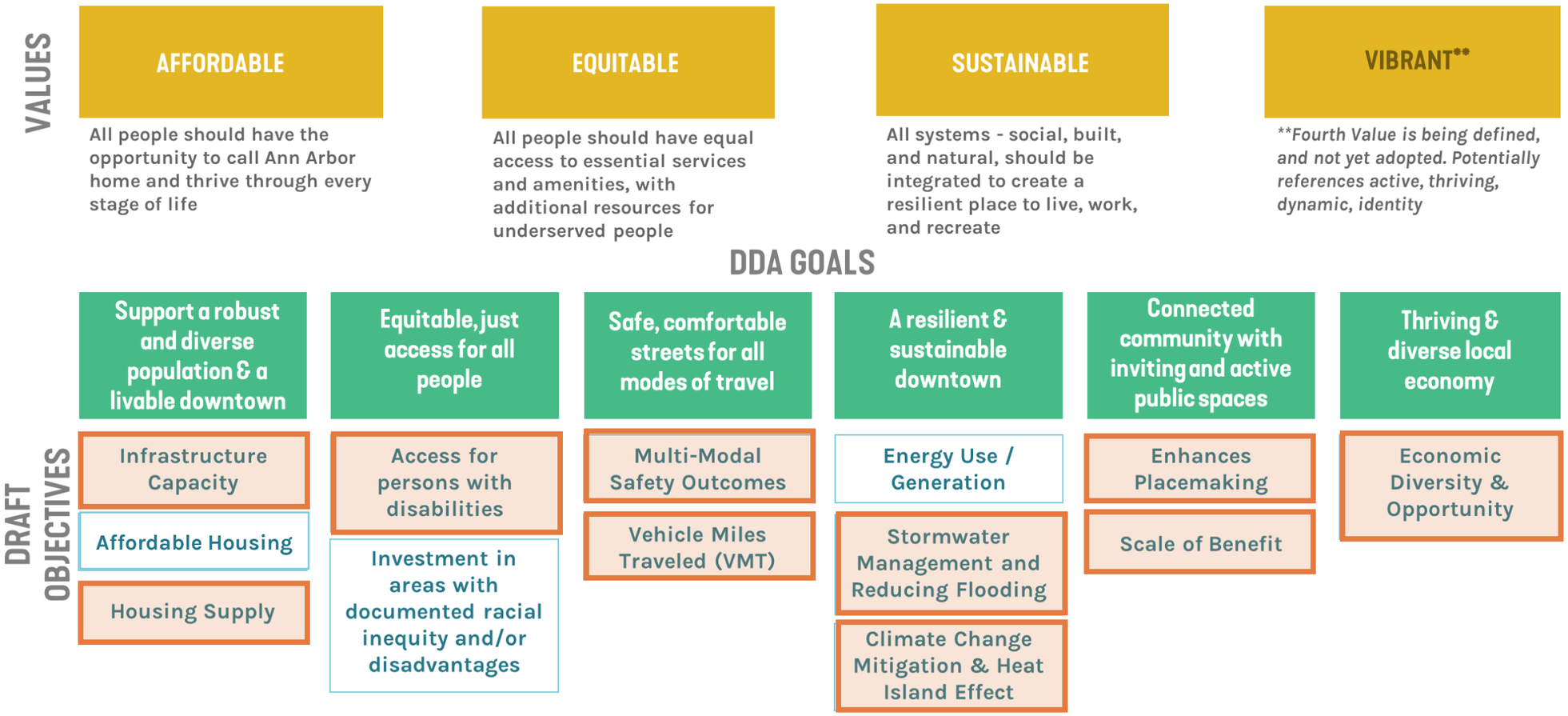
Support a robust and diverse population & a livable downtown	Equitable, just access for all people	Safe, comfortable streets	A resilient & sustainable downtown	Connected community with inviting and active public spaces	Thriving & diverse local economy
Infrastructure Capacity	Access for persons with disabilities	Multi-Modal Safety Outcomes	Energy Use / Generation	Enhances Placemaking	Economic Diversity & Opportunity
Affordable Housing	Investment in areas with documented racial inequity and/or disadvantages	Vehicle Miles Traveled (VMT)	Stormwater Management and Reducing Flooding	Scale of Benefit	
Housing Supply			Climate Change Mitigation & Heat Island Effect		

EXAMPLES – PROJECTS AND PROGRAMS

VALUE ALIGNMENT EXAMPLE: FIRST/ASHLEY PROJECT

PROJECT HIGHLIGHTS:

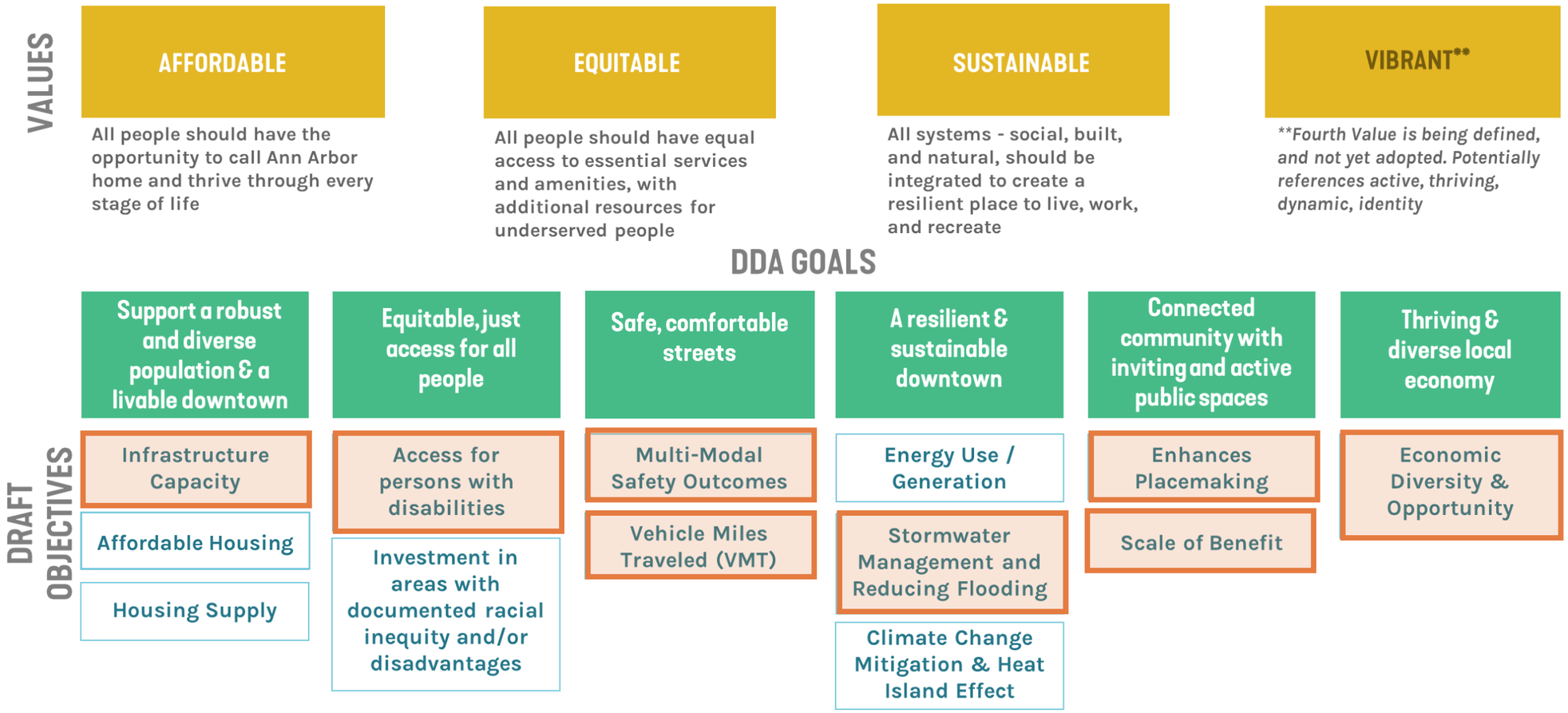
- Restored road to two-way travel, improving safety for all users
- Built part of the downtown bikeway loop, expanding mobility options
- Expanded sidewalk space and plaza areas
- Supported business activity through improved navigation and increased activity downtown
- Upsized watermain to support future development (DDA TIF-funded)



VALUE ALIGNMENT EXAMPLE: STATE STREET PROJECT

PROJECT HIGHLIGHTS:

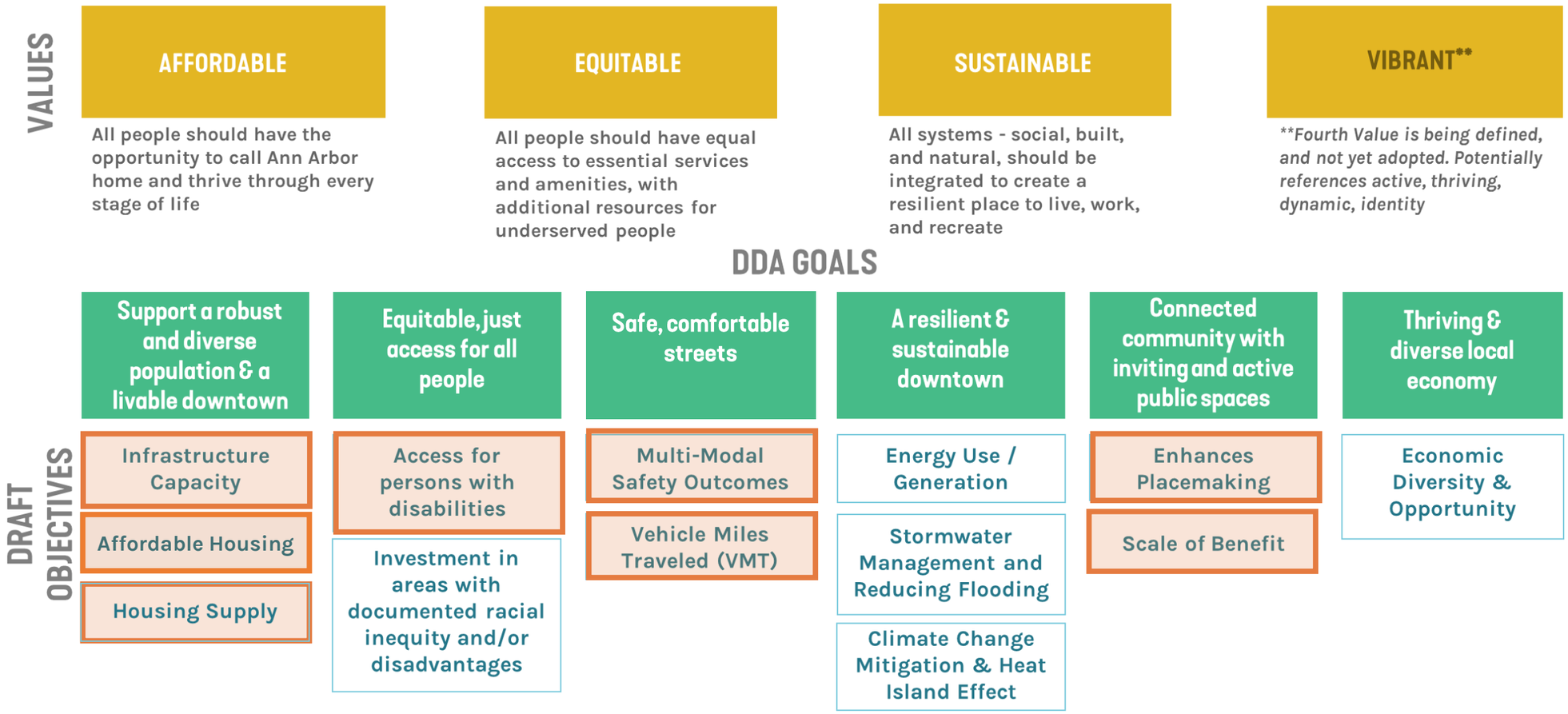
- Curbless design slowed streets, improved safety, and access for all people – no curbing reduced barriers to using the street
- Addressed flooding issues and improved stormwater management
- Equally expanded sidewalk space for businesses on both sides of the corridor
- Replaced and consolidated watermain (City Water and U-M funded)



VALUE ALIGNMENT EXAMPLE: FOURTH AVE TRANSIT STREET

PROJECT HIGHLIGHTS:

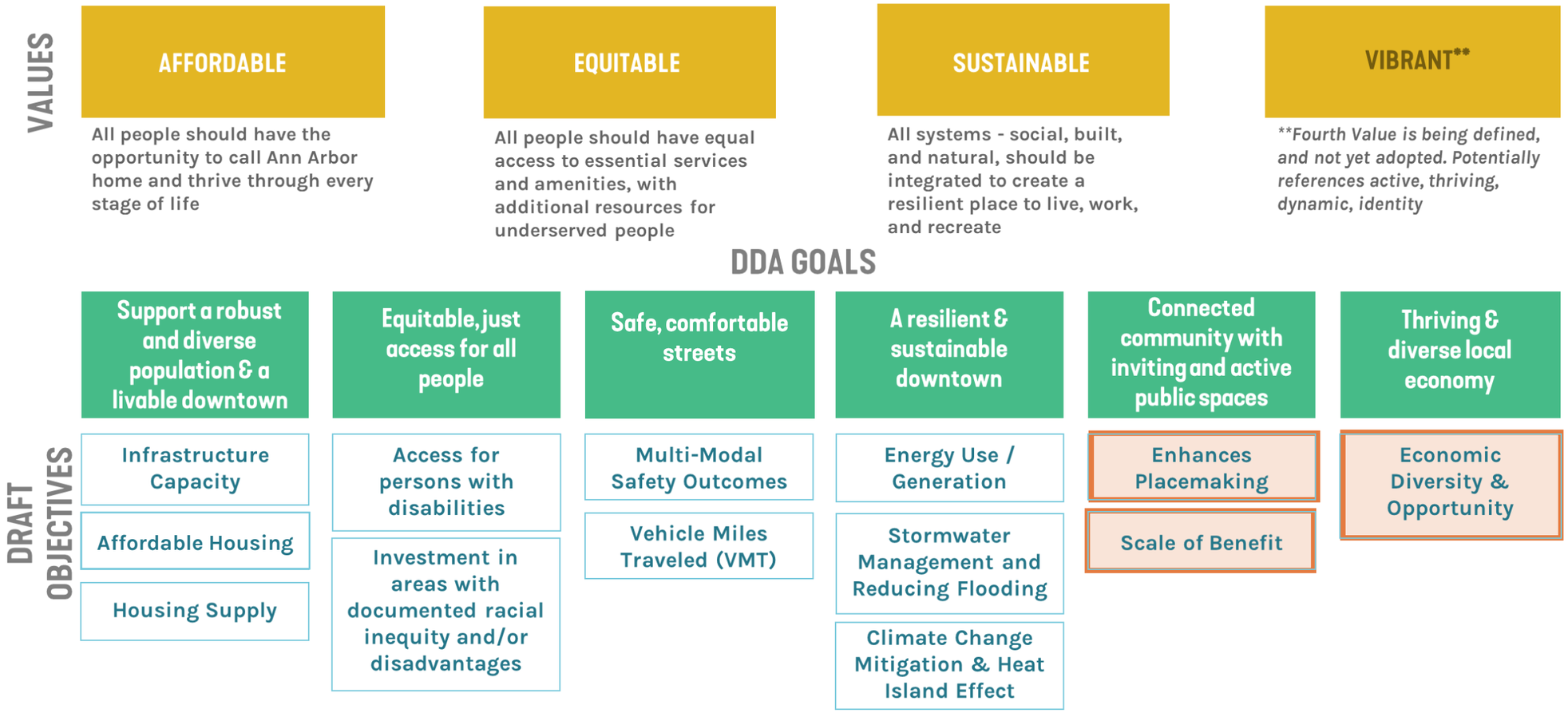
- Improves safety, comfort, inclusivity of using transit
- Transit use encourages other modes of travel and reduces VMT
- Project supports aligns with adjacent affordable and market rate housing investment



VALUE ALIGNMENT EXAMPLE: DDA ELEVATE PROGRAM

PROJECT HIGHLIGHTS:

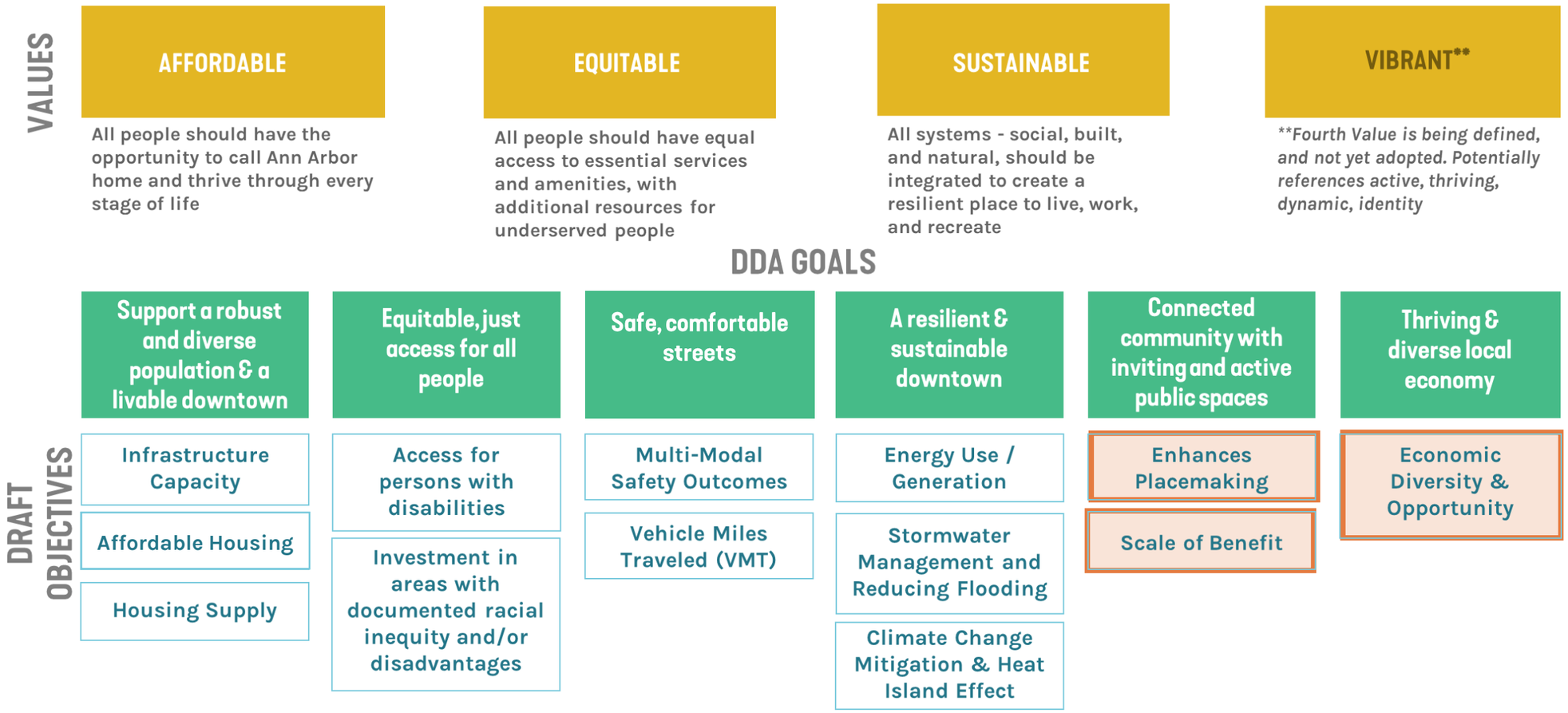
- Emphasizes placemaking and creating a vibrant, activated, dynamic downtown
- Builds on top of capital projects
- Promotes visitorship downtown and supports economic activity



VALUE ALIGNMENT EXAMPLE: DDA EXPANDED SERVICES

PROJECT HIGHLIGHTS:

- Includes: ambassador program, expanded maintenance services, event support
- Improves the quality of the downtown environment, sense of care, vibrancy
- Supports placemaking efforts, business activity



DDA GOALS FRAMEWORK

Do the revised goals capture the August 21 Work Session discussion?

DDA GOALS

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