

# CITY COUNCIL/DDA WORK SESSION

October 15, 2024



# AGENDA

- Introductions
- Purpose of Joint Work Session
- Parking System
- Elevate Program
- DDA Development Plan

# Purpose of Joint Work Session

**1**

Requirement of the  
City/DDA Parking  
Agreement

**2**

Opportunity to discuss  
matters of mutual  
interest



# DDA: Two Separate Systems

## PARKING

Operate public parking system for the City



## TAX INCREMENT FINANCE SYSTEM

Investments in downtown in support of City goals



# PARKING SYSTEM





# Parking Fundamentals



DDA manages, operates, and maintains public parking through an agreement with the City



Parking facilities are City assets



Parking system is a self-sustaining system



Parking revenues support other transportation related initiatives

# Parking Fundamentals

20%

City receives 20% of gross parking revenue (\$4.1M FY24)

- Public Services & General Fund



City manages enforcement and receives enforcement revenue



City manages and receives revenue for residential permit program

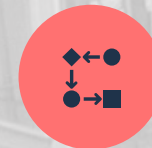
# Priorities



**A FINANCIALLY SOUND  
PARKING SYSTEM**



**PROVIDE QUALITY  
CUSTOMER EXPERIENCE**



**BUILD FLEXIBILITY TO  
ADJUST TO CHANGING  
CONDITIONS**



**MAINTAIN THE PARKING  
STRUCTURES**



**SUPPORT DOWNTOWN  
VITALITY**



**ENCOURAGE RANGE OF  
TRANSPORTATION  
OPTIONS**





# **PARKING STRATEGY: UPDATE**

## **Comprehensive Parking Rate Study**

- Completed Winter 2024
- Rate setting software tool in place to effectively manage changes in utilization and costs into the future
- Three-year slate of rate increases implemented in June 2024

## **Curbside Management Study**

- Completed Summer 2024
- Manage vehicle access at curb in an equitable and informed way
- Understand current curbside activity

# Key Findings About Curb Use

**Curb planning and infrastructure support a more walkable and bike-friendly downtown.** As part of this curb management plan, downtown curbs were inventoried, mapped, and digitized to understand how curb space is allocated.

**Curbs are meeting access needs, with significant utilization and turnover.** Study area data shows most curb sessions are very short, granting access to many people:

- Approximately 60% of curb sessions are under 15 minutes.
- Almost 20% of all curb sessions are less than 2 minutes.

**The significant amount of short-term parking demand is leading to curb violations, safety issues, congestion, and preventing access to business.** Because so many parking sessions are short-term, parkers are using any space, no matter how it is regulated - no parking areas, commercial loading zones, in front of driveways and fire hydrants, and crosswalks.

**There are challenges with enforcing curb regulations.** The high number of short-term sessions and constant turnover make it challenging to manually enforce curb time limits and meter payment. To address these challenges, improved enforcement strategies, goals, technology, resources, and metrics are necessary.

**Curb behavior can change block by block.** Within the footprint of Downtown Ann Arbor, there are many varied land uses (restaurants, retail, housing, office) that affect curb behavior on a block by block level and different users have different needs.

**In the S. University study area, almost 20% of all curb sessions were violations, 100 per day, not including citations. With a median duration of only 4 minutes, this is challenging to enforce.**



# Curbside Management Study: Near Term Recommendations



Rates Increased  
June 1, 2024



Measure Sunday  
Utilization  
June 1, 2024



Accessible Space Analysis  
Complete



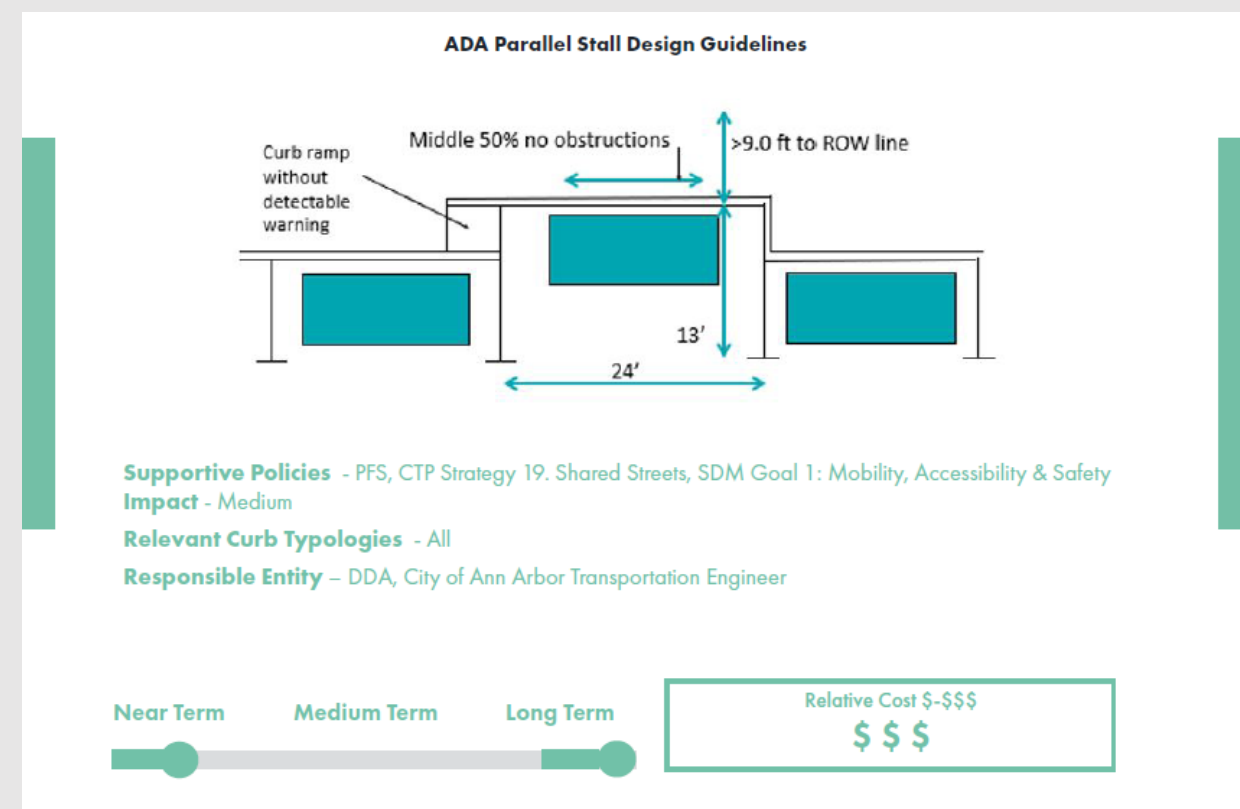
B4	Develop a standard for ADA parking spaces	Review existing ADA signed spaces to understand if there are better placement options within the block perimeter. For new ADA spaces, installed on newly or substantially reconstructed streets, follow PROWAG (Proposed Public Rights-of-Way Accessibility Guidelines).	Near and Long Term	\$ \$ \$
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## Quantity

- Reviewed block perimeters
- Identified blocks that needed ADA spaces (some blocks exceed)
- Working to convert around 48 spaces this year (+ existing=103 spaces)
- Another dozen or so following that in 2025

When considering placement on a block face we took amenity zone elements such as the following into consideration; trees, planters, light poles, signs, and hydrants. We also considered surface condition, slope, location of payment kiosk, adjacent uses, destinations, and proximity to curb cuts.

## Design





# Curbside Management Study: Next Steps



Expand Short Term  
Space Inventory



Explore Options to  
Monetize Other Curbside  
Uses



Explore enforcement hours

C1	Modernize curbside parking pricing	Implement a strategy to modernize parking rates to help manage the parking supply, including incrementally increasing rates, modifying hours, and creating new short-term spaces.	Near and Long Term	\$ \$
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## CURB ECONOMICS

### C1 Modernize curbside parking pricing

Paid parking is an essential tool to manage curbside use. Pricing parking based on demand or length of stay ensures parking availability and increased space turnover in highly utilized areas, making parking more convenient. This increased turnover provides more access to each curb space throughout the day. Parking pricing can also incentivize walking, biking, and transit and reduce traffic congestion and GHG emissions resulting from decreased vehicles cruising for parking. Paid parking also provides financial resources to support the broader Downtown mobility system.

#### Existing Conditions

- Parking pricing is the same rate regardless of location or length of stay. Meters are enforced from 8 am to 6 pm.
- Data shows parking utilization is high when meters are not enforced. Parking demand is high and peaks in some areas after 6 pm, when the paid parking time ends.
- Most curbside sessions are short-term. In Kerrytown and on Liberty Street, 71% of curb sessions were less than 30 minutes, and 37% were less than five minutes. In the South University study area, 75% of curb sessions were parked for less than 30 minutes and 41% for less than five minutes.
- The DDA is absorbing the \$0.20 mobile pay transaction fee as a benefit to curb users; many cities pass on this fee to the user.
- Of the total revenues generated from parking, 20% are distributed to the City of Ann Arbor.
- It is expected that over the next ten years, some parking spaces will be moved to support transit lanes, bike lanes, and other non-parking uses.
- A three year schedule of rate increases has been adopted.

#### Implementation Detail

Implement a strategy to modernize parking rates to help manage the parking supply, including:

- Modify paid parking hours to 8 am to 8 pm to support management of peak parking demands.
- Incrementally increase parking rates to \$3.50/hour over the next ten years. There will likely be a loss of parking spaces for bike and transit lanes and pedestrian uses. This increase will support active curb management, especially given the number of reduced parking spaces.
- Create new 15-minute short-term paid spaces to support demand for shorter curb sessions. Create these spaces in previously unregulated areas or convert existing 2-hour spaces to 15-minute spaces. Explore convenient and quick payment options to increase compliance. Provide education and communications to the public regarding payment requirements.
- Long-term, if parking occupancy regularly exceeds 85%, consider implementing demand or tiered-based pricing, where the parking rate increases based on utilization or time to support demand management.
- Expand paid time restricted parking to areas with high demand based on the Curb Management Data Collection and Pilot Toolkit.

### Rates



- A three-year schedule of rate increases approved early 2024
- Modeling software that allows us to forecast revenue impacts (use and meter lose)

### Short-term Spaces

- 15-minute paid parking spaces

### Paid Parking Hours

- Requires collaboration with multiple units at City

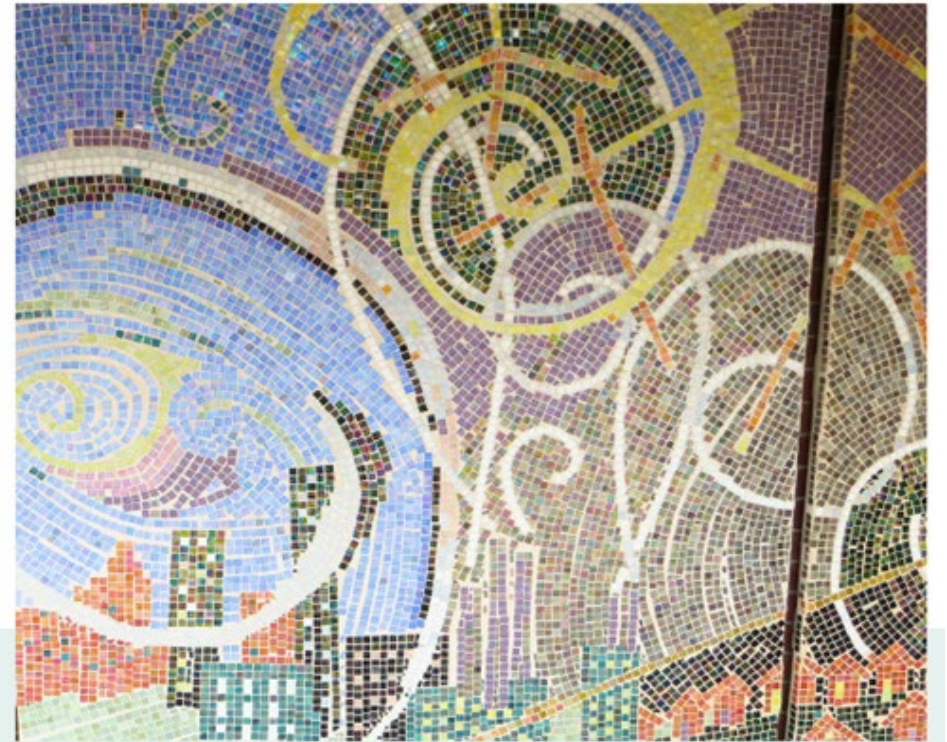


A blue-tinted photograph of a public park at night. The scene is illuminated by strings of warm white lights hanging across the area. In the foreground, a person is sitting on a low, curved concrete bench. To their left, a bicycle is parked. In the middle ground, a group of people is walking along a paved path. In the background, there are trees, a street with a 'P.V. LAWYER' sign, and a building with a mural. The overall atmosphere is lively and community-oriented.

# **ELEVATE: PUBLIC ART and PLACEMAKING**



# Elevate: Public Art and Placemaking Program



Ann Arbor Downtown Development Authority

## PUBLIC ART & PLACEMAKING PROGRAM

This document outlines the purpose, goals, and processes for the Ann Arbor DDA's *Elevate* Program.

Prepared Spring 2024



# PROGRAM GOALS & FUNDING

Our program will elevate:

- History & Storytelling
- Diversity, Equity, and Inclusion
- Play, Interaction, and Creativity
- Placemaking

**ANNUAL BUDGET - \$175K (\$125K TIF / \$50K PARKING)**

**Sponsorship potential**


**Capital Projects – 1% for Elevate installation**




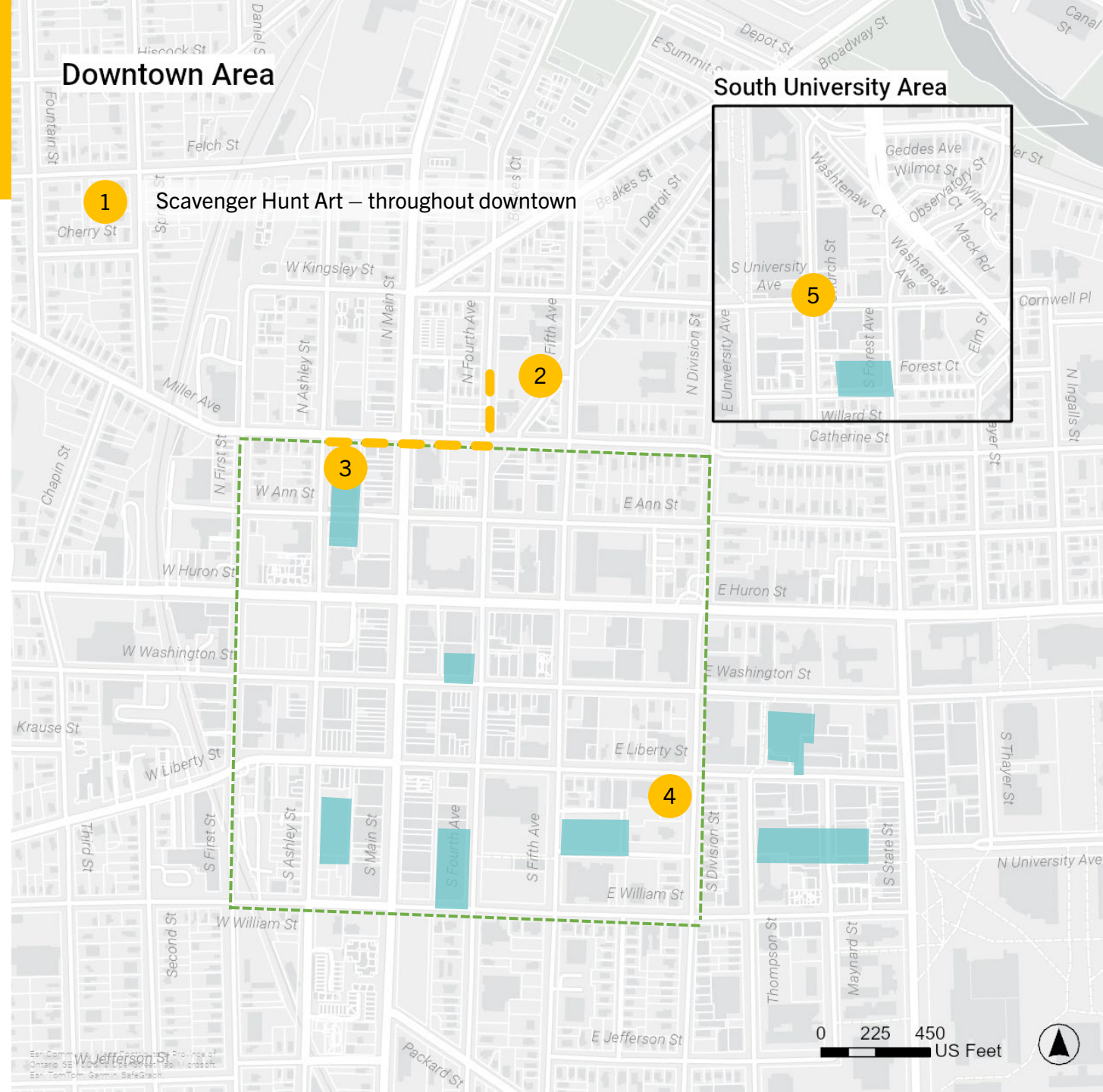
# ELEVATE INSTALLATIONS

## Round 1

1. Scavenger Hunt Art – Throughout downtown
2. Sunshade – Farmer's Market Plaza
3. Wayfinding – Ann/Ashley to Kerrytown/Farmer's Market
4. Mural & Temporary Installation – Liberty Plaza
5. Interactive art TBD – South University

 Parking Structures

 Bikeway Corridors



# 1. SCAVENGER HUNT THROUGHOUT DOWNTOWN

## Small-Scale Murals

### Focus:

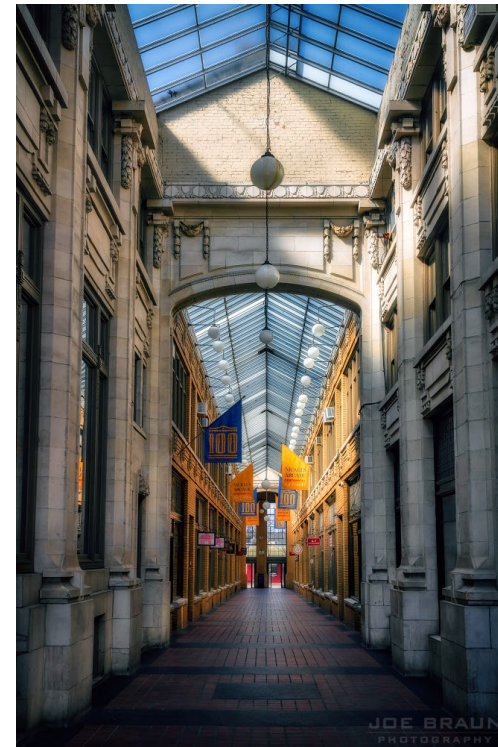
David Zinn art scavenger hunt – focused on play, interaction, and creativity.

### Additional considerations:

Maintain as permanent artwork rather than chalk.

Incorporate an interactive element, like geocaching.

Continue to add new installations in future years to keep the scavenger hunt fresh and encourage families to revisit downtown.





### 3. WAYFINDING — ANN/ASHLEY TO KERRYTOWN/FARMER'S MARKET

#### Large-Scale Wayfinding and Placemaking

##### Focus:

Connect the Ann/Ashley Parking Structure and Miller Ave Bikeway to the Kerrytown neighborhood.

##### Anticipated Installation:

Summer 2025







PROJECT ONE:

## Wayfinding Art

DEADLINE:

October 20, 2024, at 11:59pm EST

[LEARN MORE](#)



## 2. SUNSHADE IN FARMER'S MARKET PLAZA

### Sunshade

#### Focus:

A functional, yet joyful & creative plaza addition.

Increase plaza shade & encourage people to spend more time in Kerrytown.

**Anticipated Installation:**  
Summer 2025





PROJECT TWO:

# Farmers Market Sunshade

DEADLINE:

October 20, 2024, at 11:59pm EST

[LEARN MORE](#)





## 4. MURAL IN LIBERTY PLAZA

### Mural

#### Focus:

Introduce energy and interest in Liberty Plaza.  
Encourage programming and activity.

#### Anticipated Installation:

Summer / Fall 2025



## 4. TEMPORARY LIGHT & SOUND INSTALLATION LIBERTY PLAZA

**Oscillation** — Giant crystals that come alive through movement

**Focus:**

Use sight, sound, and movement to spark community activity and interaction through play.

**Anticipated Installation:**

January — March 2025





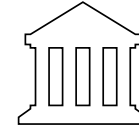
A blue-tinted photograph of a town square. In the background, a prominent clock tower with a square face and a small cupola on top stands next to a brick building. The square is paved with crosswalks, and several pedestrians are walking across. A white SUV is parked on the street. To the right, there's a brick building with a few windows. A street lamp with two globes is visible on the right side. The overall scene is a busy urban environment.

# New DDA Development & TIF Plan



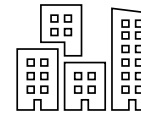
# What is a Downtown Development Authority (DDA)?

A component-unit of the City (or Village or Township) in which it is established



## **AUTHORIZATION**

Local governments may create a DDA in an area primarily zoned & used for business (only 1 per municipality)\*



## **PURPOSE**

To correct and prevent the deterioration of a downtown district

*\*Per MI PA57 of 2018 - the Recodified Tax Increment Financing Act*

## What is Tax Increment Financing (TIF)?



The capture of a portion of taxes within an established district to fund capital improvements.



TIF is the only revenue tool in Michigan to fund downtown infrastructure.

## How can TIF be used?



TIF can be spent on projects in approved TIF Plans, with a focus on activities that would not happen without this funding tool.

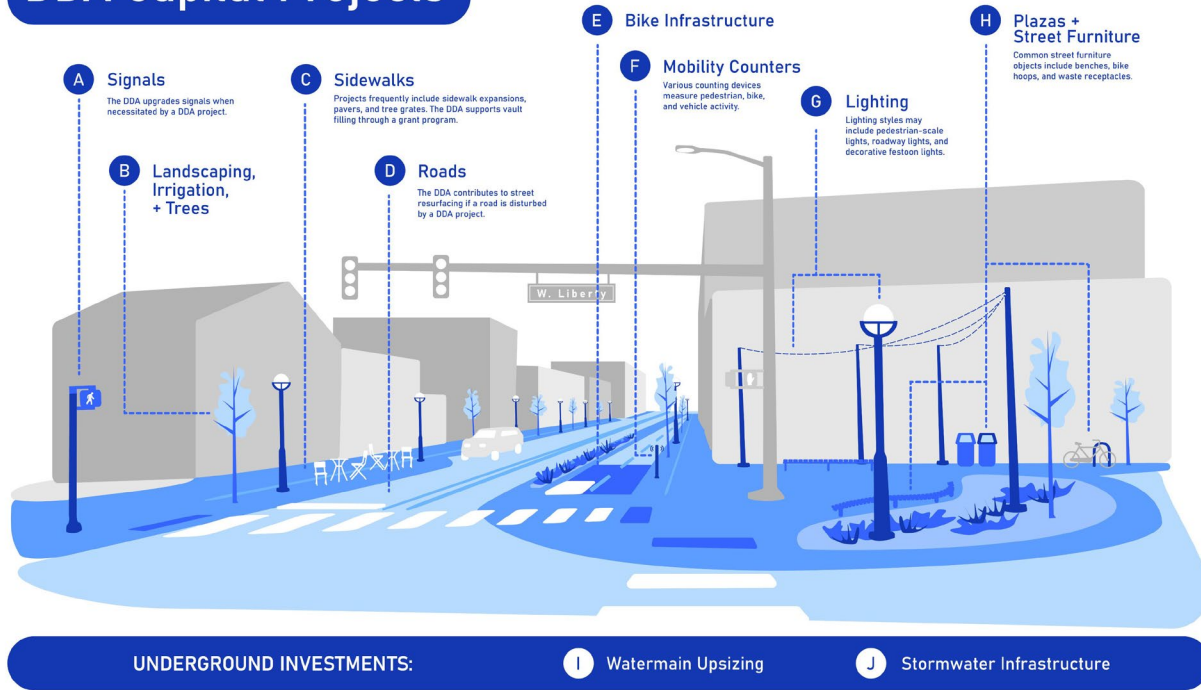


TIF cannot be used for personal benefit of a person or corporation.

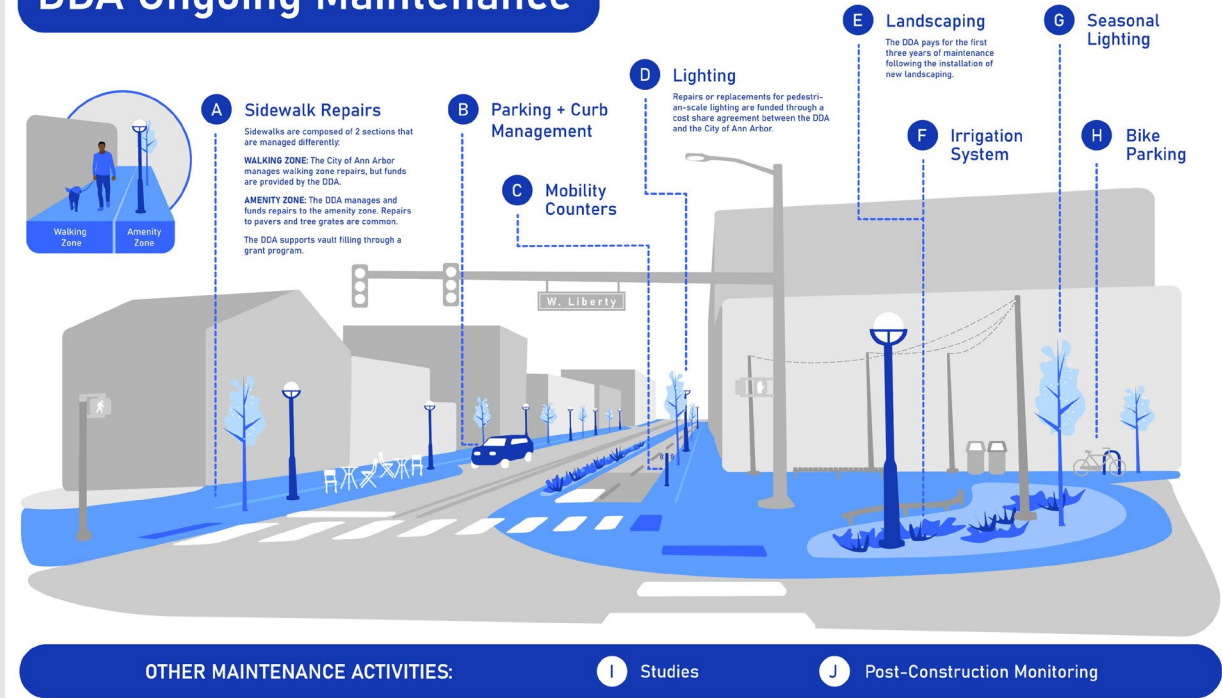
# TIF – Infrastructure Funding Tool

Regional contributions from the County, Library, AAATA, and WCC help fund capital projects and maintenance in a regional downtown. Without this tool in place, all future infrastructure project and maintenance costs would be the responsibility of the City alone.

## DDA Capital Projects



## DDA Ongoing Maintenance



The majority of A2 DDA TIF (~90%) is spent on downtown capital projects and maintenance



# **2024 / 2025: Creating A New DDA Development & TIF Plan**

## **Alignment & Stewardship**

The current A2 DDA plan was created in 2003. A new plan will:

- Reflect updated City goals and ongoing efforts.
- Address new opportunities and needs in pandemic recovery and beyond.
- Ensure the highest level of transparency & stewardship.
- Better align with updated State Statute.

# DDA PLAN PROCESS

## Peer City DDA Plan Research ✓

## DDA Development Plan

- Establish Plan Goals (DDA Board) and objectives ✓
- Existing Conditions Assessment - underway
- Development Plan & Recommendations – Informed by downtown planning efforts

## TIF Plan Update

## Summary Document and Approvals

- Executive Summary
- Statute Review
- Notification and Filing
- Approval (DDA Board and City Council)

# Downtown Planning Efforts Informing Development Plan

## City Comprehensive Plan

- Updated Downtown Plan will refine a downtown vision
- DDA boundary recommendations
- Public Services is coordinating a utility capacity assessment

## Downtown Circulation Study

- Two-way restoration of Fifth & Division
- Bikeway extensions
- Transit enhancements
- Public realm / visitor experience / park space

## MDOT Jurisdictional Transfer Study

- DDA 17% of study area

## Downtown Geothermal Study

## Downtown Service and Maintenance Discussions



# DOWNTOWN SERVICE AND MAINTENANCE DISCUSSIONS

## ITEMS THAT ARE MISSING/LACKING CONSISTENCY

- Landscape maintenance
- Alley power washing
- Sidewalk ramp, bus stop, and bench snow removal
- Graffiti and handbill removal
- Public restroom maintenance
- Event barricades
- Sidewalk sweeping and cleaning w/ high visitor volumes



# **DOWNTOWN PLANNING OPEN HOUSE**



**PUBLIC ENGAGEMENT**  
**DOWNTOWN PUBLIC LIBRARY**  
**OCTOBER 23, 11AM - 7PM**  
Presentations @ 12:30pm & 6pm



# QUESTIONS & DISCUSSION

