

Downtown Master Plan 2016



HILL

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Table of Contents

1.0 INTRODUCTION

1.1 About the Plan **1.2** Project Design **1.3** Purpose of the Plan 1.4 Project Study Areas 1.5 Background 1.6 Planning Process **1.7** Plan Structure

2 0

WHAT WE KNOW

2.1 National Trends 2.2 Market Analysis Findings 2.3 Parking Study Findings **2.4** Demographics

3.0 WHAT WE HEARD

3.1 Setting the Vision **3.2** Stakeholder Feedback 3.3 Public Meeting Results **3.4** Public Survey Results

4.0 GOALS, OBJECTIVES AND STRATEGIES

5.0 DEVELOPMENT CONCEPTS

5.1 Public Development Concepts 5.2 Private Development Concepts



6.0 NEXT STEPS

6.1 How To Use the Plan 6.2 Implementation Matrix



APPENDIX

A. Public Survey **B.** Image Credits C. Parking Study







Introduction 1.1 About the Plan

- 1.2 Project Design1.3 Project Study Area
- Background 1.4
- 1.4 Planning Process1.6 Plan Structure

About the Plan

In 2016, The City of Farmington's Downtown Development Authority initiated a process to update its Downtown Master Plan to create a strategy for the district's future. The Plan highlights and builds on the existing vision for the downtown while serving as a road-map for change and success. To accomplish this, the Plan includes a list of specific projects, schedules and potential funding mechanisms to guide implementation. In essence, this Plan will serve as the DDA play book for the next five to ten years.

Project Design

This project was designed to accomplish a set of goals to make the Plan achievable. These goals are:

- Evaluate existing conditions including land use, urban form and infrastructure elements
- Consider local and regional market conditions and opportunities
- Strategically engage the community and stakeholders in the planning process
- Identify and illustrate public and private projects that will continue to build on the

economic success of the area

- Graphically communicate the Plan's proposed projects and establish cost estimates for public projects, and development and marketing data for private development opportunities
- Identify implementation and funding strategies to execute the Plan

PURPOSE OF THE PLAN

Guide...

...the community in evaluating proposed public, private, or public/private projects

Inform...

...current and prospective property owners as well as developers on desirable growth patterns

Measure...

...progress and effectiveness of projects in Downtown Farmington to ensure they strengthen the community as a whole



Figure 1.1 - Project Study Area

Project Study Area

Located in the southwest corner of Oakland County, the project study area is defined by the Downtown Development Authority's district boundary. With most of its commercial activity surrounding Grand River Avenue, Downtown Farmington serves as the central business district for the City of Farmington. Farmington's Downtown offers small-town charm with access to big opportunities. The Downtown is known for it's historical feel and family-friendly atmosphere.

Background

Prior to the development of this Plan, Farmington had engaged in a number of planning efforts, which help to guide and inform this Plan. These include the current Downtown Farmington Master Plan, the Farmington Vision Plan, the Grand River Corridor Vision Plan and the Farmington Downtown Area Plan.

The earliest of these plans is the Farmington Downtown Master Plan, which was originally developed in 1998 and amended in 2004. This plan gives insights into the community's previous needs and aspirations for the Downtown and what has been accomplished over the past few decades. Today's Plan is intended to carry the momentum generated from this original plan.

More recently, in 2013, two plans were developed that help set the stage for direction of the current Downtown Master Plan. The two plans include the Vision Plan, which created a vision for initiatives that would spur a raised quality of life, and the Grand River Corridor Vision Plan, a joint effort involving the cities of Farmington and Farmington Hills. The Corridor Vision Plan was created to lay out a broad vision for the redevelopment in the corridor, making it a great place for people to live, work, gather and navigate easily whether they are walking, biking or driving. The Vision Plan established the community's overarching vision, which is being used as the foundation for this Plan. The Corridor Vision Plan established goals that are aligned with this Plan, making the plans for the corridor unified.

Lastly, in 2015, the Farmington Downtown Area Plan was developed to provide a guideline for future private and public development on key development sites. Concepts from the Area Plan are being brought forward into this Plan. In addition, contextual data from the market analysis and the evaluation of the Park, Rouge River, and Maxfield Training Center is integrated into this Plan. **2015** FARMINGTON DOWNTOWN AREA PLAN





2013 Farmington Vision plan

Planning Process

The development of the Plan was based on an approach that balanced research, data analysis, local input, and determining the resources necessary to accomplish the Plan.

The analysis and research element includes an understanding of existing plans, an existing conditions analysis, with both a physical assessment and general trends identification, and a market conditions evaluation.

For local input, public engagement was vital along each step of the process. This came in

Investigate

The project team worked with the steering committee to establish the foundation of the Plan. A key element of this phase involved an existing conditions analysis. the form of a community gathering, business and property owner focus groups, an electronic survey, and a steering committee that was formed in the beginning of the process.

In merging research, data analysis, and local input, the project team was able to establish a set of goals, objectives and strategies along with a set of proposed private and public investment projects, which are titled Target Projects in this Plan.

Finally, the process concluded with determining how the Plan goals would be achieved. This was shown through the development of an Implementation Matrix.

Invent

Using the vision that had been established and the information gathered, ideas were generated for public space improvements and targeted investment. In essence, the planning process involved three general phases that began with investigation (research and data analysis), followed by invention (input), and concluded with implementation (matrix).

Implement

An implementation matrix is included, outlining the resources needed to achieve the goal's objectives and strategies put forward in this Plan.

Plan Structure

Following the planing process, the structure of this Plan shows the progression from investigation to implementation. Under this structure, the information that was gathered during the investigation phase is presented as what we know and what we heard. The invention phase includes the presentation of the goals, objectives, and strategies along with the proposed private and public development target project concepts. In this section it is important to note that private development concepts represent desired development, entertaining the thought of what could be. Lastly, the Implementation Matrix is presented under next steps and lays out a when, what, where and who will make this Plan a realization.

Investigate

WHAT WE KNOW

The planning team began with a review of the existing conditions, which includes an examination of national trends, the parking study, the market study, and basic demographics. This background data provides a data driven basis for the Plan's recommendations.

WHAT WE HEARD

As community input is an integral part of the process, there were a variety platforms in which opportunity was provided. A group of stakeholders and a steering committee was assembled to help guide the direction of the plan. The feedback gathered from these groups, as well as the public meeting and community survey, were used to form and adjust the goals, objectives, and strategies.

Invent

GOALS, OBJECTIVES, AND STRATEGIES

The goals, objectives and strategies outline what the community wants to achieve and provides the steps to necessary achieve the vision. Within each strategy, applicable target projects are suggested along with their proposed downtown location. Together, the goals, objectives, strategies and target projects define a clear path towards meeting community wishes.

DEVELOPMENT CONCEPTS

Public and private development concepts combine the updated goals, objectives, and strategies and previous development ideas from the 2015 Plan. They help visual several of the proposed target projects.

Implement

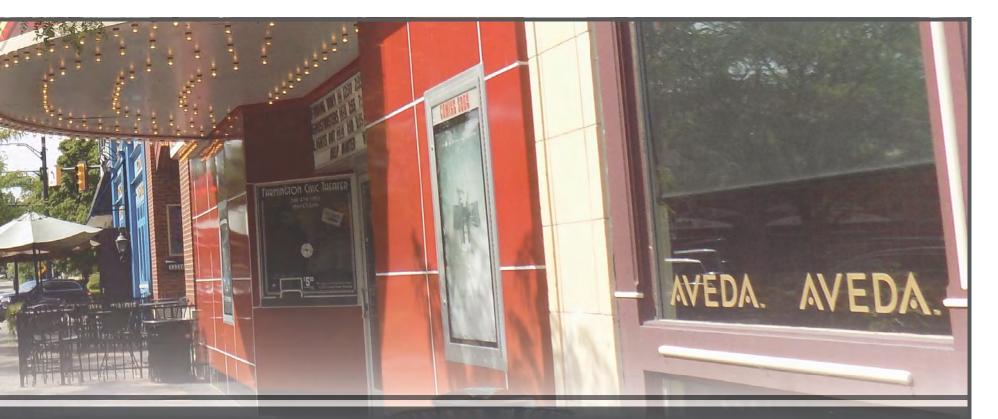
NEXT STEPS

The last section of the plan identifies funding and a timeline to achieve the target projects.



Chapter 1





2.0

What We Know

- 2.1 National Trends
- 2.2 Market Analysis Findings
- 2.3 Parking Study Findings
- 2.4 Demographics

National Trends

Aging Population

As the largest population (the baby boomers) group ages, planning for the aging population becomes imperative. By 2030, one out of every five people in the United States will be age 65 and over. This means the 65 and over population will nearly double in size from 2010.

Lifestyle and daily needs of this group also shift as they age. Most individuals are living longer and having fewer children. They are working longer and will be more ethnically diverse than their predecessors of age 65 and over. As for housing, the large majority of this group prefers to stay in their current home or community as they age. The needs and demands include proximity to amenities including healthcare, lowcost and appropriate housing and transportation.

Housing Trends

Current national trends show the majority of individuals choose where to live based on location first and then resolve the logistics of finding employment and housing. The result of this change is more competition for jobs and housing in popular urban areas that offer the desired amenities. Because of this, a declining number are choosing to live in outlying suburbs, small towns and rural areas as these locations lack the sought-after amenities and have less opportunities for employment.

Trends also show an increase in desire to rent housing instead of owning a home. For many, renting carries a significantly less financial risk, less maintenance and no long term commitment. While owning a house can provide a greater return on investment over time, the flexibility and ease of renting is becoming ever popular among all generations.

As housing needs and wants change with the shifting demographics, gaps in affordability and availability also become apparent. Averageincome earning individuals and families are struggling to find suitable, affordable housing. An increasingly popular solution considers "Missing Middle Housing". "Missing Middle" Housing is a term referring to a range of multiunit or clustered housing types with a range of affordability, compatible in scale with single family homes that help meet the growing demand for walkable urban living. It addresses the desires of both millennials and baby boomers while considering the available housing stock. As the emphasis on walkability and the diversifying of lifestyles, households and incomes increase, it is extremely important to adjust housing Downtown to cater to the changes.

Changing Technology

Embracing emerging technologies allows cities

to take advantage of opportunities and new tools for advancement. Smart cities is a rising initiative that embraces this ideology. The growing concept of a smart city involves utilizing technology to promote economic growth and advance the community for the quality of life of the residents. Smart policies can be integrated into every city department, from schools and libraries to hospitals and power plants.

In particular, technological advances in transportation are expected to have a great impact on communities and needs to be considered as policy changes and land use development occurs. Changes in transportation that are already occurring include an increase in ride sharing, driverless cars, electric or ecoefficient cars and public transportation. This will result in major shifts in attitudes and behaviors related to how people travel, which in turn will effect settlement patterns and the overall economy.

Placemaking

Placemaking is the process of creating quality places where people want to live, work, play and visit. People are choosing to live in walkable, mixed use communities that offer resources, amenities, social and professional networks, and opportunities to support thriving lifestyles. Wishes for the built environment are changing as people place a greater value on the feeling they associate with their community.

Establishing community identity has proven to help foster positive feelings born from a stronger connection between people and place. It gives residents a sense of belonging and stability, in turn improving quality of life. Art and culture can play a large factor in this. Public art forces interaction between the individual and their built environment while sparking thought and emotion. Gathering spaces also provide space where people can come together and engage socially with one another.

Market Analysis Findings

Below are the key findings from the Market Analysis completed in 2015 for the Downtown Area Plan:

- The Farmington EMA (Effective Market Area) is significantly under served with upscale apartment communities as demonstrated by a very low vacancy rate and relatively high rents.
- Further, most apartment communities in the EMA are aging, many are becoming functionally obsolete.
- Based on current market conditions, it has been determined the Farmington area

could support approximately 400 to 500 units over a 4-6 period.

- A wide mix of product type and rent ranges in the upper market ('high end') should be considered.
- There is a strong market potential to support 100 -200 units in a true urban mixed-use environment.

Parking Study Findings

Downtown Farmington has a total of 2,400 parking spaces, which include 779 public parking spaces provided in seven lots, 96 public on-street parking spaces, and 1,525 private parking spaces in lots.

Several changes to the Downtown over the past eight years, including more visitors to the Civic Theater and Farmer's Market, and the addition of new restaurants and businesses, has increased demand for parking in the Downtown. Saturday mornings during the Farmer's Market, in particular, are operating above maximum efficiency. Meanwhile, weekend evenings are operating at maximum efficiency, which means parking is sufficient during these hours now, but more parking will be required to support additional growth. Based on anticipated growth, the Parking Study states that Downtown Farmington will need 429 parking spaces in the next 5-10 years.

For the time being, recommendations to deal with the growing parking pressures include promoting mobility, including pedestrian option, sharing information about lesser-known parking areas, encouraging Downtown employees to leave more convenient spaces open for customers, and expanding wayfinding that directs visitors to various parking options. The full parking study can be found in the Appendix.

Demographics

10,372	2010
4,836	2010
2.92	2010
	/

62.20%	2010
37.80%	2010
\$152,600	2014
\$58,908	2014
\$78,428	2014
	37.80% \$152,600 \$58,908

\$35.529

2014

Source: United States 2010 Census and 2010-2014 American Community Survey 5-Year Estimates

Per Capita Income







What We Heard

- 3.1
- Setting the Vision Stakeholder Feedback 3.2
- Public Meeting Feedback 3.3
- Public Survey Results 3.4

Setting the Vision

The foundation for this Plan is drawn from the 2013 Farmington Vision Plan, which was the result of an intensive six month citizen-based initiative to answer the underlying question "What is needed for Farmington to be the best that it can be in the future?" By working together as a community to answer this question, a holistic, collaborative vision and action plan was created.

The vision process brought together a diverse group of citizens to chart a course toward a common future that reflects the community's shared values. It identified initiatives for quality of life in the City—from arts and culture to economic health, to community activities. It also presented specific actions to realize a desired future.

More than 300 community members participated in the process through five different public meetings generating more than 250 ideas that informed the development of the vision. The end result was six vision following initiatives.

- Staying Connected A community with a complete transportation system where people can easily travel by foot, bicycle, transit, and car.
- **Getting Active** A community that is

served by both passive and active greenspaces that enhance the overall quality of life in the community and complement economic growth.

- **Community Oriented** A community that embraces and promotes community and cultural events that bring people together.
- Economically Competitive A community that promotes growth and development which builds and strengthens the local economy.
- **Fiscally Balanced** A community that strives to balance revenue sources through new growth and funding opportunities.
- Accessible and Diverse A community with a range of housing types that attracts the creative class, millennials, and baby boomers.

These initiatives were then prioritized by community participants. Staying economically competitive was given the highest level of priority by the community, followed by being accessible and diverse (providing a range of housing choices).

An additional question was asked as part of the vision planning process to determine where and how to grow the community to stay economically competitive and promote new housing choices. The question was, "Should the City maintain the status quo, embrace moderate growth (some

growth inward and up in height) or allow for maximum growth (grow outward, inward, and up in height). On a scale of 1-10 (one being status quo and ten being maximum growth) what do you think the future of Farmington should look like?" Participants indicated a preference for moderate to maximum growth with an average "growth score" of 6.7.

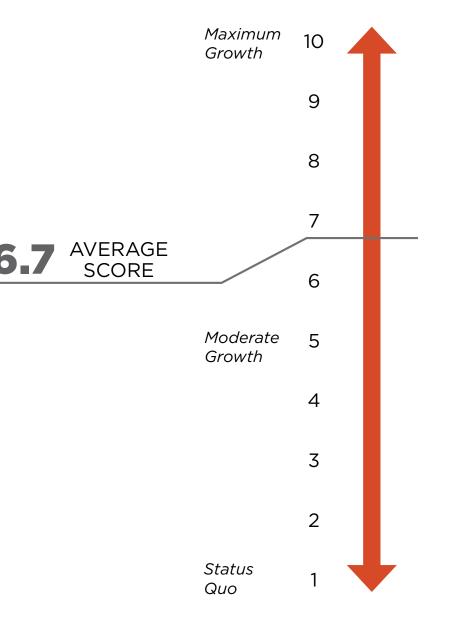
To determine where to grow various sites/ areas around the community were identified as growth opportunities, the Downtown area, and specifically the Maxfield Training Center and surrounding properties were identified has a high priority for new development.



The Question:

"Should the City maintain the status quo, embrace moderate growth (some growth inward and up in height) or allow for maximum growth (grow outward, inward, and up in height). On a scale of 1-10 what do you think the future of Farmington should look like?"

With the understanding that the larger Farmington community values connection, activity, community cohesiveness, economic strength, fiscal balance, accessibility, and diversity, along with a desire for slightly more than moderate growth, this Downtown Master Plan effort used the feedback and vision established in the 2013 as a launch point for discussing the future of the Downtown.



Chapter 1

Stakeholder Feedback

The consultant team facilitated two stakeholder meetings to gather the opinions of property owners and business owners in the Downtown.

To help generate creativity and best understand stakeholder hopes for the Downtown, the question was posed, "What if Downtown Farmington was..." This allowed for a broad discussion on local priorities, and current community assets and opportunities.

During these meetings the consultant team also tested out the emerging Plan goals, which had been generated during previous steering committee meetings. Participants were asked whether they agreed with the preliminary goals, what should be added or changed and how they thought the goals could best be achieved.

Based on frequently stated thoughts regarding efforts to improve Downtown, stakeholder participants expressed that they would like.

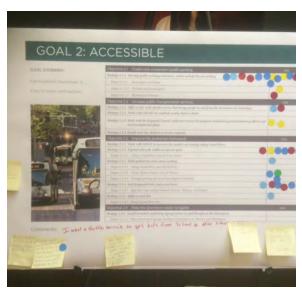
The creation of new programmable public space The promotion of new quality infill development Innovation in development, infrastructure, and events The creation of a walkable, pedestrian-friendly environment The promotion of a variety of unique areas and shops The enhancement of the streetscape The integration of public transit into the downtown An examination of parking conditions and conflicts

What if... What if... What if... everything was connected. the downtown to the neighborhoods AND THE CITY'S INFRAMINCOURE WAS THE MANY PEOPLE WANTED "SMMTBY" IN METRO DESTROIT, TO LIVE, EAT, LEARN AND PLAY the daution activities evening in Downtown Farmington in Downtown Farmington in Downtown Farmington farmingtonplan2016.weebly.com farmingtonplan2016.weebly.com farmingtonplan2016.weebly.com What if... What if... What if... + We had strong connectivity to INCREASED DEUSTY ON SOTH SUDE OF Revitalized business Stringalles Frate from downtower GRADD RIVER. EXTEND DEUS/TY / DOLNTOUN prove had 400 + ves. Units in COD mix. Unique destinations EXPERIENCE EAST BEYOND GRIVE + we had 20+ vestmemouts in thus? not chains I we solve parting w/ auto mous volvales in Downtown Farmington in Downtown Farmington in Downtown Farmington farmingtonplan2016.weebly.com farmingtonplan2016.weebly.com farmingtonplan2016.weebly.com

Public Meeting Feedback

The public meeting was held as an open house with the proposed goals, objectives and strategies and potential development concepts displayed. Attendees had the opportunity to write comments and choose priority of each of the goals. They were able to browse around the room and talk with city officials and steering committee members who were in attendance. The public survey was also available for those who did not complete it previously.

Generally, participants supported the directions of the Plan. The main concerns of the attendees included connectivity, parking, safety and vibrancy. Connectivity to parks and neighborhoods were found lacking in Downtown Farmington. Because of the popular pedestrian and bicycle activity, this was deemed very important. Safety was intertwined in all of the comments, showing that this is something important in all topics. A need for parking was expressed throughout multiple points. Community vibrancy was also deemed important, as there were many comments on the want to be a vibrant community with strong community activity and recreational opportunities.









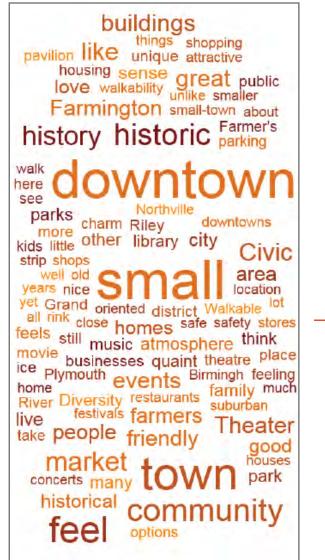
Chapter 3

Public Survey Results

A web-based and mailed survey was conducted to gain feedback from the city of Farmington on important issues within the community. Over 450 individuals participated in the survey, providing for a strong community feedback piece. The survey touched on a variety of topics including use, opinion, and the general direction of Downtown.

The majority of respondents typically visited Downtown Farmington two or more times in a week with their primary reason being to visit restaurants and bars. Introducing more restaurants and pubs was also the most common answer when asked what the most important initiative is to improve Downtown. The second most popular answer was to improve pedestrian and bicycle access. When it came to housing, the majority of respondents would consider living Downtown or within walking distance if their preferred housing choice, a family home, was available. Most felt Farmington should try to attract families with children and these groups would not find adequate housing options in Downtown today.

The image to the right shows common answers when asked "What makes Downtown Farmington Unique?" The larger words represent words more frequently used.

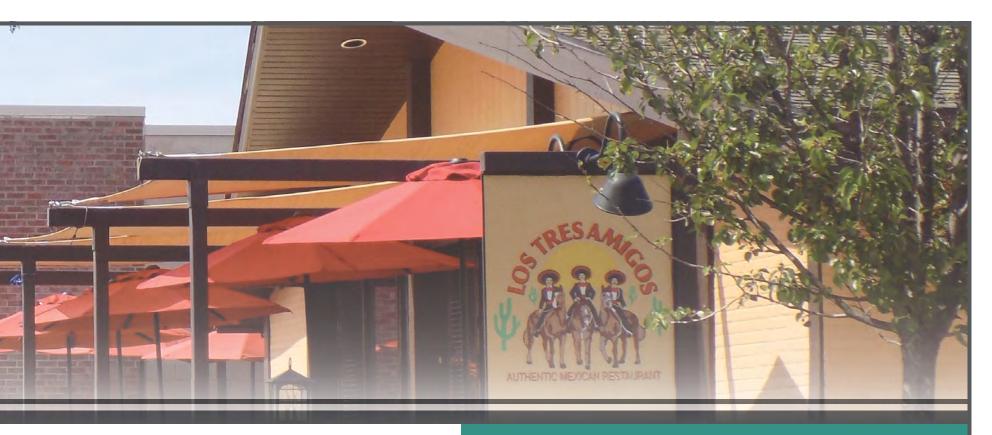




Average Respondent Profile:

Home - Owner Resident of Farmington for over 20 years Family with children Between the ages of 35 and 44





4 0 Goals, Objectives and Strategies

Goals, Objectives and Strategies

The goals, objectives, and strategies are the product of what was learned during the investigation phase of this planning effort, which included a review of existing plan, research, data analysis and local input.

The goals, objectives and strategies express what the community wants to achieve in the plans for the Downtown. Several of the strategies also include a more detailed target project, which presents a concept for a specific area.

The target projects are then mapped and either present a private development concept or a set of character images to help visualize the future of Farmington's Downtown.

Goal 1: Connected

Goal 2: Accessible

Goal 3: Vibrant

Goal 4: High-Tech

Goal 5: Beautiful

Chapter 3 Cl

Connected Well connected to adjacent amenities and neighborhoods



Objective 1.1 Build a connection to Shiawassee Park

Strategy 1.1.1 Install non-motorized pathways

Target 1.1.1.1 Slocum to the park, with barrier free access to the park



Objective 1.2 Increase Connections to neighborhoods

Strategy 1.2.1 Install non motorized walkways

Target 1.2.1.1 From Grove Street to Slocum

Strategy 1.2.2 Work with City and neighborhood representatives to help improve connections south of 9 Mile to the Downtown.

Strategy 1.2.3 Work with City and neighborhood representatives to help improve connections to west of Downtown







Objective 2.1 Create new convenient public parking

Strategy 2.1.1 Develop a public parking structure

Target 2.1.1.1 Farmington and State Target 2.1.1.2 Orchard and Farmington Target 2.1.1.3 Thomas and Warner

Objective 2.2 Increase public transportation services

Strategy 2.2.1 Offer a Citywide shuttle service that brings people to and from the downtown on Saturdays



Strategy 2.2.2 Work with SMART to establish nearby Park-n-Rides

Strategy 2.2.3 Work with Regional Transit Authority to keep Farmington included in general planning efforts and service expansion plans

Strategy 2.2.4 Install more bus shelters as service expands

Objective 2.3 Improve the pedestrian Framework

Strategy 2.3.1 Work with MDOT to increase the number of crossings along Grand River

Strategy 2.3.2 Expand sidewalk widths in



narrow spots

Target 2.3.2.1 Along Grand River east of Grove Street

Strategy 2.3.3 Make pedestrian areas more inviting

Target 2.3.3.1 Along Grand River east of School Street

Target 2.3.3.2 Along Thomas Street, west of Warner

Target 2.3.3.3 Through parking lot, from Farmington to Market, including HAWK signal at crossing

Target 2.3.3.4 Along Grand River at corner of Farmington and west of Farmington



-EE-



Strategy 2.3.4 Add designated bike routes and lanes

Target 2.3.4.1 Sign bike route along Oakland, Warner, Thomas and School

Strategy 2.3.5 Apply a road diet Target 2.3.5.1 Along Grand River Ave.

Objective 2.4 Make the downtown easily navigable

Strategy 2.4.1 Install branded way finding signage prior to and throughout the Downtown

Target 2.4.1.1 Place directional signage leading to Downtown at Warner and Shiawassee

3 Vibrant Active with p

Active with people living, working, playing and doing business



Objective 3.1 Increase residential and commercial opportunities

Strategy 3.1.1 Encourage town homes, condos, and apartment developments

Target 3.1.1.1 On Slocum near Farmington Target 3.1.1.2 At Oakland and Liberty

Strategy 3.1.2 Promote mixed-use developments

Target 3.1.2.1 Maxfield Site

Target 3.1.2.2 Near Grand River and School Target 3.1.2.3 Parking lot between Grove and Slocum



Target 3.1.2.4 At Grand River and Warner Target 3.1.2.5 At Farmington and State Target 3.1.2.6 At Grand River and Liberty

Objective 3.2 Create new public spaces

Strategy 3.2.1 Expand park spaces Target 3.2.1.1 Extend park between the Maxfield site and Shiawassee Park

Target 3.2.1.2 Activate a public gathering space node at Farmington and Grand River Avenue



Objective 3.3 Grow community events Strategy 3.3.1 Work with various agencies and groups to develop creative events and activities

High-Tech Utilizing smart infrastructure and the latest technological applications



Objective 4.1 Create more wireless access opportunities

Strategy 4.1.1 Work with providers to explore increasing public WiFi options in the Downtown



Objective 4.2 Plan for the evolution of automotive technology

Strategy 4.2.1 Install electric vehicle charging stations in new and targeted parking areas

Target 4.2.1.1 On Grand River and near Sundquist Pavilion

Strategy 4.2.2 Monitor the progress of driverless cars and the implication this technology has on parking/access



Objective 4.3 Provide up-to-date information about the Downtown through electronic mediums

Strategy 4.3.1 Install interactive directories/ virtual tours

Attractive and

Attractive and has a variety of unique, eye-catching features



Objective 5.4 Reinforce historic character

Strategy 5.4.1 Through the zoning code, protect existing historic character and encourage new development to complement this character

Objective 5.1 Enhance the gateways into Downtown

Strategy 5.1.1 Install prominent Gateway features

Target 5.1.1.1 Near Grand River and Oakland Target 5.1.1.2 Near Farmington and Slocum Target 5.1.1.3 Near Grand River and Mayfield



Objective 5.2 Streetscape key Downtown corridors

Strategy 5.2.1 Complete streetscaping efforts *Target 5.2.1.1 Along Farmington Road*

Strategy 5.2.2 Increase seasonal planting and decorations



Objective 5.3 Integrate public art throughout the Downtown

Strategy 5.3.1 Paint murals on designated "dead spaces"

Strategy 5.3.2 Continue and increase art installation programs, involve local artists

Chapter 1	
Chapter 2	
2 Chapter 3	
Chapter 4	
Chapter 5	
Chapter 6	
Appendix	







Development **Concepts** 5.1 Public Development Concepts

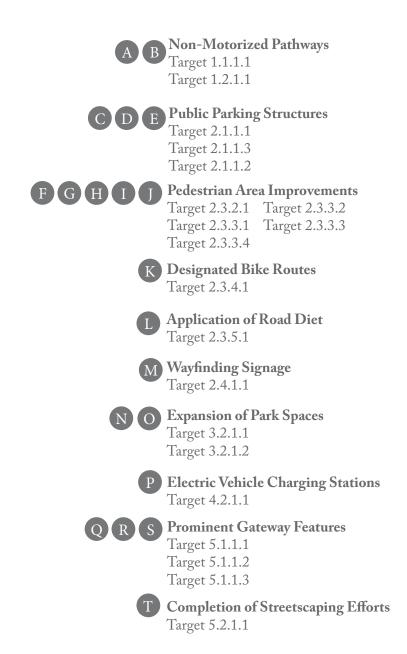
5.2 Private Development Concepts

Public Development Concepts

The following are development concepts that visualize the goals, objectives, and strategies. They are simply taking the agreed upon community aspirations and putting them into physical context.

All the concepts are representative of what could be implemented in Downtown Farmington over time. Development of public projects will depend on available funding at that time.

The map to the right highlights the public target projects within the goals, objectives and strategies. Following the map are descriptions and character images of several target projects to help imagine what could be in Downtown Farmington.





Pathways

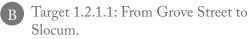
Connect to Neighborhoods & Parks Non-motorized pathways that help connect neighborhoods and Shiawassee Park to the downtown

These types of connections are essential for drawing residents and visitors to the downtown from other parts of the City and allow for a seamless experience of community-wide assets.

Public Conceptual Development Projects A & B



Target 1.1.1.1: Slocum to the park, with barrier free access











Parking

С

D

Structures for Cars and Bikes

These structures are proposed to address current and near- future parking pressures, but designed to allow for adaptive reuse if and when the parking structure is no longer needed due to technology advances, such as driver-less cars.

The proposed parking structures also include electric vehicle and bicycle parking to accommodate the growing consumer base of electric vehicle owners and to provide bicycle commuters a safe, sheltered option for bicycle storage.

Public Conceptual Development Projects C,D & E

Target 2.1.1.1: Farmington and State

Target 2.1.1.2: Orchard and Farmington

Target 2.1.1.3: Thomas and Warner

Pedestrian Environment

Focus on Human Scale

These improvements involve invigorating blank, "lifeless" spaces along pedestrian routes, which may include making buildings to be more inviting (e.g. large windows or artwork at eye level), or applying treatments on the pathways themselves, such as chalk or paint drawings, rain activated pavement and other interesting features that capture the imagination. This group of projects also includes adding marked crosswalks along Grand River and a HAWK (Highintensity Activated Walking System) signal on Farmington. The HAWK signal involves flashing yellow lights to alert drivers that pedestrians have activated the signal and are crossing.

Public Conceptual Development Projects F, G,H, I & J





Target 2.3.3.1: Along Grand River east of School Street

Target 2.3.3.2: Along Thomas Street, east and west of Warner

Target 2.3.3.3: Through parking lot, from Farmington to Market, including HAWK signal at Crossing

Target 2.3.3.4: Along Grand River at corner of Farmington and west of Farmington





40





Roadways

Streetscaping and Road Diets

The design of the street plays a significant role in defining the identify of the downtown. The more attractive and inviting the streetscape is, the more people will recognize downtown Farmington as a desirable place to live and visit.

Road diets work hand-in-hand with streetscaping by making the key downtown roads more usable and safe by a variety of travelers, including pedestrians and bicyclists. A road diet typically involves reducing motor vehicle lanes to allow for bike lanes and additional on-street parking, all while creating pedestrian crossings that are shorter, more visible and overall, more safe.

Public Conceptual Development Project L & T

Target 2.3.5.1: Along Grand River Avenue

T Target 5.2.1.1: Along Farmington Road

Technology

Electric vehicle charging stations

Electric vehicles are being produced by all major car manufacturers and continue to gain in consumer popularity. Electric vehicle charging stations provide the opportunity and reason for electric vehicle owners to visit downtown Farmington shops and restaurants while "refueling."

Public Conceptual Development Project P

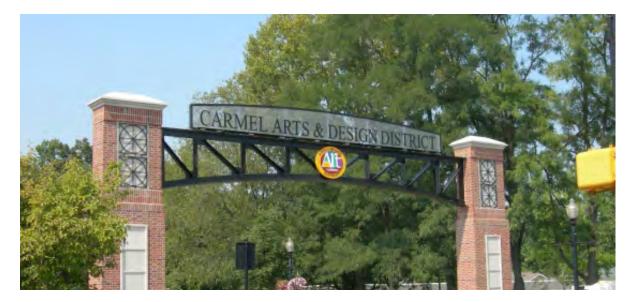


Target 4.2.1.1: On Grand River and near Sundquist Pavilion









Signage

M

Wayfinding in & near downtowns

Signage that directs visitors to the downtown from other areas of the City help to make the journey attractive and easy. While in the downtown, communities that use way-finding signage, especially when strategically placed well ahead of a destination, prevent frustration and help make the visit an enjoyable experience.

Conceptual Development Project M

Target 2.4.1.1: Place directional signage leading to DowntownWarner and Shiawassee

Art

Throughout downtown and at key gateways

Public art creates an attraction and helps develop local pride and a strong sense of place since it offers features found no where else. Artwork that is especially desired in Farmington includes a series of murals, featuring key installations at M-5 and on blank, windowless building walls.

Conceptual Development Projects Q, R, & S



- Target 5.1.1.1: Near Grand River and Oakland
- R Target 5.1.1.2: Near Farmington and Slocum
 - Target 5.1.1.3: Near Grand River and Mayfield









Activity Spaces

Gathering nodes for interaction

Providing a space with social-connector prompts, such movable chairs, music, games, or temporary art installations, help encourage a lively downtown and send the signal that the downtown is meant to be used as a gathering space.

Conceptual Development Project N & O



• Target 3.2.1.2: Activate a public gathering space node at Farmington and Grand River Avenue

Private Development Concepts

The following are development concepts that visualize the Goals, Objectives, and Strategies. They are simply taking the agreed upon community aspirations and putting them into physical context. All of the concepts presented here are representative of what could be implemented in Downtown Farmington over time. Actual development of private projects will hinge on developer interest. These illustrations are meant to inform potential developers what is desired in Farmington.

The map to the right highlights the targets within the goals, objectives and strategies. The following pages provide more detail on each of these proposed projects.





Chapter 5

A Target Project 3.1.2.5: At Farmington and State

Private Conceptual Development Project A

This is a mixed use development that proposes a combination of office, commercial and residential with a green space anchor. Residential second floors will open onto community patio spaces.

Site Data - Option 5

Office: Commercial: Residential: 16,970 sq. ft. 27,990 sq. ft. 38 d.u.

Parking Required

Office:	42 sp.
Commercial:	73 sp.
Residential:	34 sp.
Total Required: Parking Provided	149 sp.
Structured:	n/a
On Street:	n/a
Surface:	149 sp.
Total Provided:	149 sp.

Legend

1. First Floor Retail, 2nd and 3rd Floor Residential

2. 2-Story (Office
--------------	--------







Conceptual Development Project B

This is a mixed use development, currently represented as commercial, however, may have office or residential uses.

Site Data - Option 5

Commercial:

6,775 sq. ft.

Parking Required	
Commercial:	27 sp.
Total Required:	27 sp.

Parking Provided	
Structured:	n/a
On Street:	n/a
Surface:	77 sp.
Total Provided:	77 sp.

Legend

1. First Floor Commercial

2. Proposed Road

C Target Project 3.1.2.2: Near Grand River and School

Conceptual Development Project C

This is a mixed use development that proposes a combination of commercial and residential. The podium parked residential building towards the north of the site takes full advantage of views of the park and river, while also providing residents with a private courtyard.

Site Data - Option 5

Commercial: Residential: 16,000 sq. ft. 81 d.u.

Parking Required

Office: Residential: Total Required: 40 sp. 105 sp. 145 sp.

Parking Provided

Structured: On Street: Surface: Total Provided: 81 sp. n/a 109 sp. 190 sp.

Total Provided

Legend

- 1. Retail
- 2. Townhouses
- 3. 3-Story Residential





Target Project 3.1.2.4: At Grand River and D Warner

Conceptual Development Project D

This is a mixed use development that proposes commercial and residential in front of a public parking lot. It is a three-story building with retail on the first floor topped by two floors of residential that have access to a second story community patio.

Site Data - Option 5	
Commercial:	21,400 sq. ft.
Residential:	38 d.u.
Parking Required	
Commercial:	75 sp.
Residential:	49 sp.
Total Required:	124 sp.
Parking Provided	
Structured:	124 sp.
On Street:	n/a
Suchassi	

Surface: n/a Total Provided: 124 sp.

Legend

- 1. First Floor Retail
- 2nd and 3rd Story Residential 2.
- 3. Surface Parking

Commercial

E Target Project 3.1.2.6: At Grand River and Liberty

Conceptual Development Project E

This is a commercial development that preserves and accentuates its surroundings, the corner park is mostly preserved and framed by a proposed building which fronts Grand River Ave.; the Library is given additional parking and a patio for outdoor reading space.

Site Data - Option 5

Commercial: Residential: 15,120 sq. ft. 16 d.u.

Parking Required

Commercial:60 sp.Residential:20 sp.Total Required:80 sp.

Parking Provided

Structured:	n/a
On Street:	n/a
Surface:	149 sp.
Total Provided:	85 sp.

Legend

1. First Floor Retail

2. Reading Patio





Residential

F Target Project 3.1.1.2: At Oakland and Liberty

Conceptual Development Project F

This is a residential development that proposes 15 dwelling units that complements the existing residential neighborhood, while offering a higher density as is appropriate for a downtown.

Site Data - Option 5 Residential:	15 d.u
<u>Parking Required</u> Residential: Total Required:	30 sp. 30 sp.
Parking Provided Structured:	30 sp

Parking Provided	
Structured:	30 sp.
On Street:	n/a
Surface:	30 sp.
Total Provided:	30 sp.

Legend

1. Townhouses with Alley-Loaded Garages

2. Greenspace





6.1 How to 6.2 Impler

Next Steps 6.1 How to use the Plan

6.1 How to use the Plan 6.2 Implementation Matrix

How To Use the Plan

The Plan is intended to be used on a daily basis as public and private decisions are made concerning new development, redevelopment, capital improvements, economic incentives and other matters affecting downtown. The following is a summary of decisions and processes should align with the Plan.

- 1. <u>Annual Work Programs and Budgets</u> Individual City departments and administrators should be cognizant of the contents of the Plan when preparing annual work programs and budgets.
- 2. Development Approvals

Administrative and legislative approvals of development proposals, including rezoning and subdivision plats, should be a central means of implementing the Plan. Decisions by elected and appointed officials should reference relevant Plan recommendations and policies. City plans and codes should also reflect and support the vision and recommendations in the Plan.

3. <u>Capital Improvement Program</u> The City's Capital Improvement Program (CIP) should be prepared consistent with the Plan's recommendations. New improvements that are not reflected in the Plan, which could dramatically impact the Plan's recommendations, should necessitate a minor update to the Plan.

- 4. <u>Economic Development Incentives</u> Economic development incentives should be reviewed to ensure consistency with the recommendations of the Plan.
- 5. Private Development Decisions Property owners and developers should consider the goals and strategies in their land planning and investment decisions. Public decision makers will be using the Plan as a guide in their development deliberations such as zoning matters and infrastructure requests. This Plan should be used as a too by the City to clearly communicate to property owners and developers the overall vision for wat is desired within the downtown area.
- 6. <u>Be Flexible</u>

It is intended to serve as a guide to help the City, development community and local residents plan for the redevelopment of downtown. The Plan is intended to be flexible and fluid and should be updated and amended as appropriate.

7. Connect with Other Plans

Going forward, all plans and studies should

take into account the information presented in this plan. It is important to maintain the longterm goals presented here, while tailoring future plans to the community needs at that time.

Implementation Matrix

The implementation matrix outlines each objective, strategy, and target project with possible sources for funding and a general time frame. Because of the changing nature of these resources, this is only meant to serve as a guide for future budget planning and not as a rigid guide. Below are the time frames depicted in the matrix.

Short Term.....0-3 years Medium Term......4-6 years Long Term......7-10 years

Objective 1.1 Build a connection to Shiawassee Park	Time frame	Lead/Partners	Potential Resources
Strategy 1.1.1 Install non-motorized pathways			MDNR Trust Fund, MDOT TAP Program
<i>Target 1.1.1.1 Slocum to the park, with barrier free access into the park</i>	Short - Medium	DDA/City, MDNR, MDOT	
Objective 1.2 Increase connections to neighborhoods	Time frame	Lead/Partners	Potential Resources
Strategy 1.2.1 Install non-motorized walkways			
Target 1.2.1.1 From Grove Street to Slocum	Medium - Long	DDA/City, MDOT, Neighborhood groups	MDOT TAP Program
Strategy 1.2.2 Work with City and neighborhood representatives to help improve connections south of 9 Mile to the Downtown.	Medium -Long		
Strategy 1.2.3 Work with City and neighborhood representatives to help improve connections to west of Downtown	Short	~	

Objective 2.1 (Create new convenient public parking	Time frame	Lead/Partners	Potential Resources
67	velop public parking structures, which include bicycle rking			
Target 2.1.1.1	Farmington and State	Long	DDA/City,	
Target 2.1.1.2	Orchard and Farmington	Long	— businesses	
Target 2.1.1.3	Thomas and Warner	Long		
Objective 2.2	ncrease public transportation services	Time frame	Lead/Partners	Potential Resources
	fer a City-wide shuttle service that brings people to and from downtown on Saturdays	Medium		
Strategy 2.2.2 Wo	rk with SMART to establish nearby Park-n-Rides	Short		FTA Bus and Bus
	rk with the Regional Transit Authority to keep Farmington luded in general planning efforts and service expansion ns	Long	— DDA/City, SMART, RTA	Facilities Formula Grants
Strategy 2.2.4 Ins	tall more bus shelters as service expands	Short-Medium		
Objective 2.3	mprove the pedestrian framework	Time frame	Lead/Partners	Potential Resources
07	ork with MDOT to increase the number of crossings along and River	Short		
Strategy 2.3.2 Ex	pand sidewalk widths in narrow spots			
Target 2.3.2.1	Along Grand River west of Grove Street	Long		
Strategy 2.3.3 Ma	ike pedestrian areas more inviting			
Target 2.3.3.1	Along Grand River east of School St.	Short		MDOT TAP Program, Safe Routes to School,
Target 2.3.3.2	Along Thomas Street, west of Warner	Short	DDA/City, MDOT, USDOT,	Transportation
	Through parking lot, from Farmington to Market, including HAWK signal at crossing	Medium	Walking & Biking Groups	Investment Generating Economic Recovery
0	Along Grand River at corner of Farmington and west of Farmington			(TIGER) Grant Program
Strategy 2.3.4 Ad	d designated bike routes and lanes			
Target 2.3.4.1	Sign bike route along Oakland, Warner, Thomas, and School	Short		
Strategy 2.3.5 Ap	ply a road diet			
T	Along Grand River Ave.	Short		

Objective 2.4	Make the downtown easily navigable	Time frame	Lead/Partners	Potential Resources
67	nstall branded wayfinding signage prior to and throughout the Downtown	Medium	DDA/Citu	NEA "Our Town" Grant Program
Target 2.4.1.1	Place directional signage leading to Downtown at Warner and Shiawassee		— DDA/City	
Objective 3.1	Increase residential and commercial opportunities	Time frame	Lead/Partners	Potential Funding Source
Strategy 3.1.1 E	Encourage town homes, condos, and apartment developments			
Target 3.1.1.1	On Slocum near Farmington	Short		
Target 3.1.1.2	At Oakland and Liberty	Long		
Strategy 3.1.2 I	Promote mixed-use developments			Public/Private
Target 3.1.2.1	Maxfield Site	Short	DDA/City, Developers	
Target 3.1.2.2	Near Grand River and School	Long	1	
Target 3.1.2.3	Parking lot between Grove and Slocum	Long		
Target 3.1.2.4	At Grand River and Warner	Medium		
Target 3.1.2.5	At Farmington and State	Long		
Objective 3.2	Create new public spaces	Time frame		
Strategy 3.2.1 H	Expand park spaces			MEDC Public Places, Crowdfunding Initiative and Grant Program
Target 3.2.1.1	Extend park between the Maxfield site and Shiawassee Park	Medium	DDA/City,	
Target 3.2.1.2	Activate a public gathering space node at Farmington and Grand River Avenue	Short	Oakland County	
Objective 3.3	Grow community events	Time frame		
07	<i>Nork with various agencies and groups to develop creative wents and activities</i>	Ongoing	DDA/City, MDA	

Chapter 5

Objective 4.1 Create more wireless access opportunities	Time frame	Lead/partners	Potential Resources
Strategy 4.1.1 Work with providers to explore increasing public WiFi options in the Downtown	Short	DDA/City, local providers, NTIA	Broadband Grants
Objective 4.2 Plan for the evolution of automotive technology	Time frame	Lead/partners	Potential Resources
Strategy 4.2.1 Install electric vehicle charging stations in new and targeted parking areas	Short - Medium - Long	DDA/City, businesses, local charging station manufacturers, Clean Energy Coalition, Google	US DOE Alternative Fuels Data Center, ChargePoint Grants
Target 4.2.1.1 On Grand River and near Sundquist Pavilion	Short - Medium - Long		
Strategy 4.2.2 Monitor the progress of driverless cars and the implication this technology has on parking/access	Ongoing		
Objective 4.3 Provide up-to-date information about the Downtown through electronic mediums	Time frame	Lead/partners	
Strategy 4.3.1 Install interactive directories/virtual tours	Medium	DDA/City, businesses	MiPlace grant programs
Objective 5.1 Enhance the gateways into Downtown	Time frame	Lead/partners	Potential Resources
Strategy 5.1.1 Install prominent gateway features	Long	DDA/City,	NEA "Our Town" Grant Program
Target 5.1.1.1 Near Grand River and Oakland			
Target 5.1.1.2 Near Farmington and Slocum		_	
Target 5.1.1.3 Near Grand River and Mayfield			
Objective 5.2 Continue streetscaping efforts	Time frame	Lead/partners	Potential Resources
	Medium	DDA/City, MDOT,	MDOT
Strategy 5.2.1 Complete the streetscaping efforts	<i>Meanum</i>	DD11/01/9, 111D01,	INIDO1
Strategy 5.2.1 Complete the streetscaping efforts Target 5.2.1.1 Along Farmington Road		TAP, SEMCOG	MDOI

Objective 5.3 Integrate public art throughout the Downtown	Time frame	Lead/partners	Potential Resources	
Strategy 5.3.1 Paint murals on designated "dead spaces"	Short	/	MCAC Mini-grant	
Strategy 5.3.2 Continue and increase art installation programs, involve local artists	Ongoing	local artists, Local Art Centers	Program and Partner	
Objective 5.4 Reinforce historic character	Time frame	Lead/partners	Potential Resources	
Strategy 5.4.1 Through the zoning code, protect existing historic character and encourage new development to emulate this character	Ongoing	DDA/City, SHPO	SHPO	



A APPENDIX A Public Survey



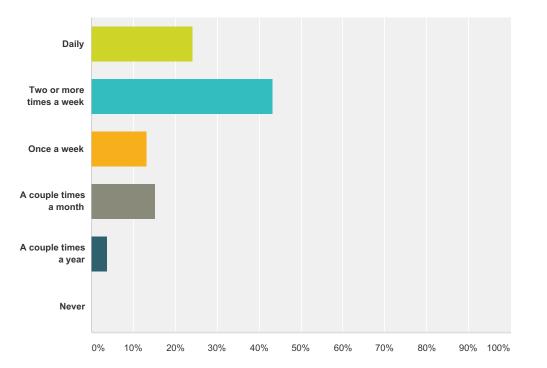


Appendix A: Public Survey

Imagine Farmington

Q1 How often do you typically visit Downtown Farmington?

Answered: 453 Skipped: 3



Answer Choices	Responses	
Daily	24.28%	110
Two or more times a week	43.27%	196
Once a week	13.25%	60
A couple times a month	15.23%	69
A couple times a year	3.75%	17
Never	0.22%	1
Total		453

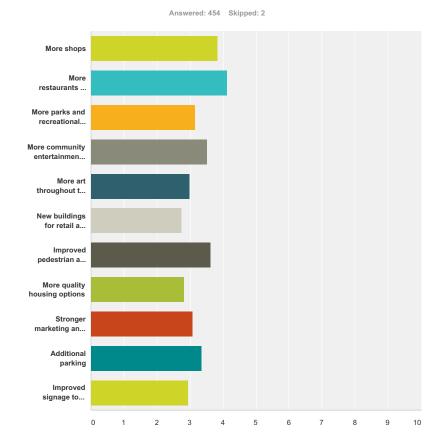
Q2 What are the primary reasons you visit Downtown Farmington? Check all that apply.

Answered: 454 Skipped: 2

I live there I work there Entertainment/E vents Restaurants/Bar s Retail stores/shopping Professional services To visit the library To visit a park Other (please specify) 0% 70% 80% 90% 100% 10% 20% 30% 40% 50% 60%

swer Choices	Responses	
I live there	32.38%	147
I work there	9.47%	43
Entertainment/Events	60.35%	274
Restaurants/Bars	78.85%	358
Retail stores/shopping	54.85%	249
Professional services	19.38%	88
To visit the library	45.15%	205
To visit a park	40.53%	184
Other (please specify)	18.94%	86
al Respondents: 454		

Q3 Please rate each of the following initiatives on their level of importance to the improvement of Downtown Farmington.



	Not Important		Somewhat important		Very important	Total	Weighted Average
More shops	4.69% 21	2.68% 12	30.80% 138	26.34% 118	35.49% 159	448	3.85
More restaurants and pubs	3.57% 16	4.24% 19	16.96% 76	25.89% 116	49.33% 221	448	4.13
More parks and recreational space	10.76% 48	16.37% 73	37.22% 166	18.39% 82	17.26% 77	446	3.15
More community entertainment and events	6.46% 29	8.24% 37	35.19% 158	27.39% 123	22.72% 102	449	3.52
More art throughout the downtown	14.73% 66	20.54% 92	32.37% 145	16.29% 73	16.07% 72	448	2.98

New buildings for retail and offices to locate	22.77%	21.21%	28.79%	13.17%	14.06%		
-	102	95	129	59	63	448	2.75
Improved pedestrian and bicycle access	6.31%	10.36%	29.28%	20.72%	33.33%		
	28	46	130	92	148	444	3.64
More quality housing options	22.75%	19.14%	27.48%	15.54%	15.09%		
	101	85	122	69	67	444	2.81
Stronger marketing and branding	14.93%	18.10%	30.54%	15.38%	21.04%		
	66	80	135	68	93	442	3.10
Additional parking	14.25%	12.69%	24.94%	19.15%	28.95%		
	64	57	112	86	130	449	3.36
Improved signage to orient visitors to the	15.96%	19.78%	32.58%	17.30%	14.38%		
downtown	71	88	145	77	64	445	2.94

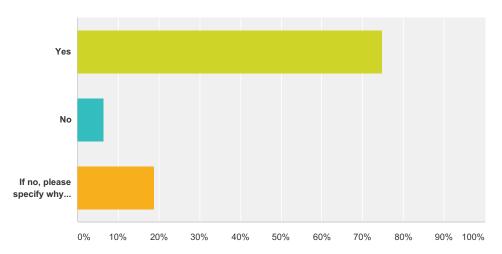
Q4 What are some of your favorite features or amenities present in other downtowns that you visit?

Answered: 324 Skipped: 132

Please Note: For purposes of this plan, all open-ended survey questions are listed in the appendix without their responses. Please refer to section 3.4 for a summary of results.

Q5 If your preferred choice of housing were available, would you consider living downtown or within walking distance?

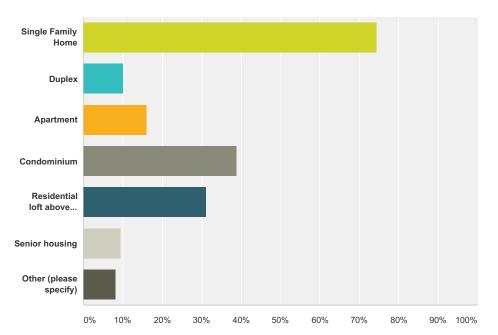
Answered: 437 Skipped: 19



Answer Choices	Responses
Yes	74.83% 327
No	6.41% 28
If no, please specify why not.	18.76% 82
Total	437

Q6 If you were looking to move into downtown or within walking distance, which would you consider as a potential housing option? Check all that apply.

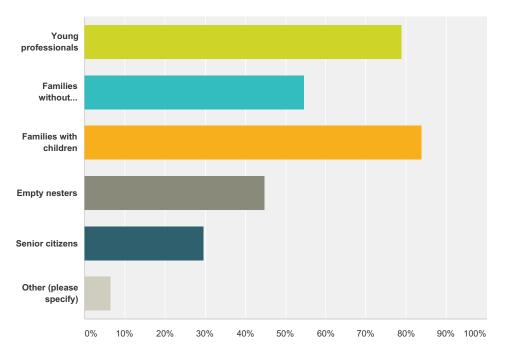
Answered: 406 Skipped: 50



nswer Choices	Responses	
Single Family Home	74.38%	302
Duplex	10.10%	41
Apartment	16.01%	65
Condominium	38.92%	158
Residential loft above retail	31.03%	126
Senior housing	9.36%	38
Other (please specify)	8.13%	33
otal Respondents: 406		

Q7 Which of the following groups should Farmington try to attract? Check all that apply.

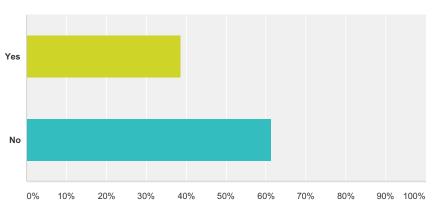
Answered: 424 Skipped: 32



Answer Choices	Responses
Young professionals	79.01% 335
Families without children	54.72% 232
Families with children	83.96% 356
Empty nesters	44.81% 190
Senior citizens	29.72% 126
Other (please specify)	6.37% 27
Total Respondents: 424	

Q8 Do you believe those groups would find adequate housing options in Downtown Farmington today?

Answered: 409 Skipped: 47



Answer Choices	Responses	
Yes	38.63%	158
No	61.37%	251
Total		409

Q9 What makes Farmington unique?

Answered: 318 Skipped: 138

Imagine Farmington

Q10 If you brought a friend to Farmington, what likely would be the first impression and why?

Answered: 319 Skipped: 137

Imagine Farmington

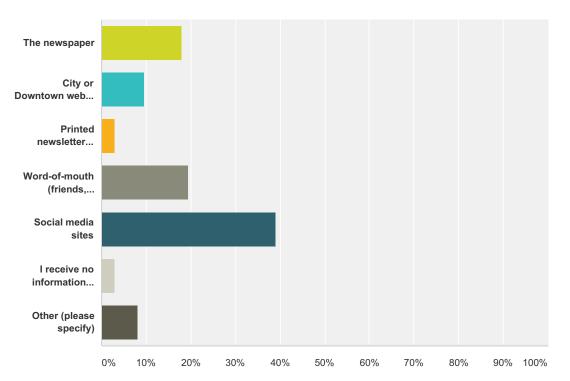
Q11 What is your favorite memory of Downtown Farmington?

Answered: 301 Skipped: 155

Please Note: For purposes of this plan, all open-ended survey questions are listed in the appendix without their responses. Please refer to section 3.4 for a summary of results.

Q12 What do you consider your primary source for getting information about Downtown Farmington?

Answered: 417 Skipped: 39

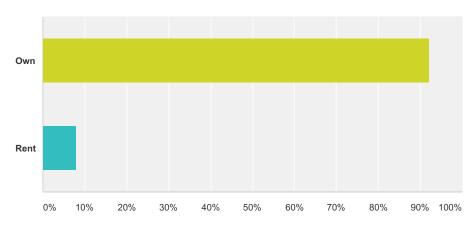


Answer Choices	Responses	
The newspaper	17.99%	75
City or Downtown web site	9.59%	40
Printed newsletter (Main St. Messenger or water bill insert)	2.88%	12
Word-of-mouth (friends, family, neighbors)	19.42%	81
Social media sites	39.09%	163

Appendix

Q13 Do you or your family own or rent the home where you currently live?

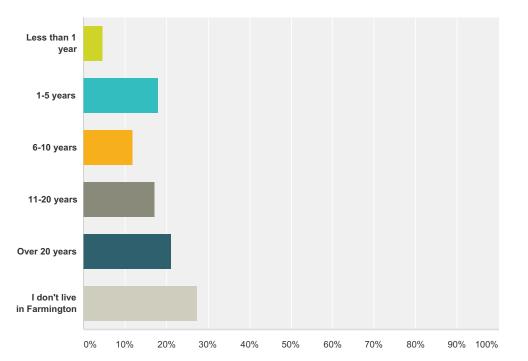
Answered: 416 Skipped: 40



Answer Choices	Responses	
Own	92.07%	383
Rent	7.93%	33
Total		416

Q14 How long have you lived in the City of Farmington?

Answered: 419 Skipped: 37



Answer Choices	Responses	
Less than 1 year	4.53%	19
1-5 years	17.90%	75
6-10 years	11.93%	50
11-20 years	17.18%	72
Over 20 years	21.00%	88
I don't live in Farmington	27.45%	115
Total		419

Q15 With which of the following groups do you most identify? Check all that apply.

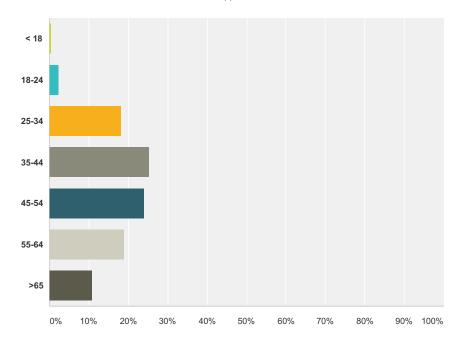
Answered: 417 Skipped: 39 Young professional Family with children Family without children Empty nester Senior citizen Student Other (please specify) 30% 40% 50% 60% 90% 100% 0% 10% 20% 70% 80%

nswer Choices	Responses	
Young professional	22.30%	93
Family with children	50.12%	209
Family without children	16.07%	67
Empty nester	21.34%	89
Senior citizen	13.67%	57
Student	2.64%	11
Other (please specify)	3.12%	13
otal Respondents: 417		

76

Q16 What category best describes your age?

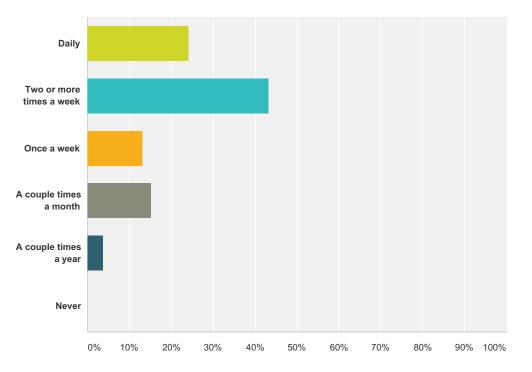
Answered: 417 Skipped: 39



Answer Choices	Responses	
< 18	0.48%	2
18-24	2.40%	10
25-34	18.23%	76
35-44	25.18%	105
45-54	23.98%	100
55-64	18.94%	79
>65	10.79%	45
Total		417

Q1 How often do you typically visit Downtown Farmington?

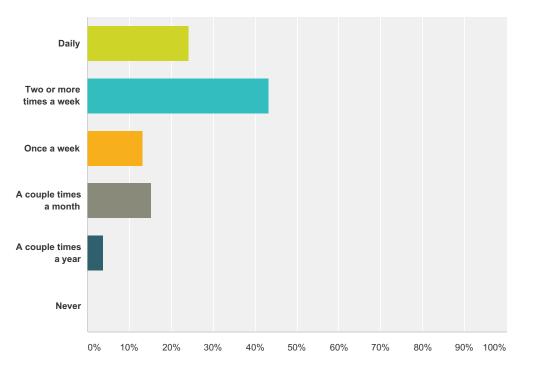
Answered: 453 Skipped: 3



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A couple times a month	15.23%	69
A couple times a year	3.75%	17
Never	0.22%	1
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Answered: 453 Skipped: 3



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A couple times a year	3.75%	17
Never	0.22%	1
otal		453

Appendix B: Image Sources



Source: Huffington Post



Source: Projects for Public Places



Source: Pedestrian and Bicycle Information



Source: Clichy Inn

Source: Hoisington

Koegler Group Inc.







Source: RMIT University



Source: Mouse Troop





Source: Caliber Homes



Source: Auburn Hills, Developing Thoughts



Source: CuteDust



Source: The Daily Sentinel: Grand Junction, Colorado



Source: Auburn Hills



80





Source: Derby Street Shoppes



Source: Insurance Institute for Highway Safety, HLDI



Source: Ampbrick



Source: Fairfax County



Source: Americans4Arts Flickr



Source: Ecoprofit



Source: Auburn Hills



Source: Mouse Troop



Source: Fall River Economic Development



Source: Ecoprofit



Source: Ecoprofit



Source: Crain's Detroit Business



Source: HAR



Source: Bike Paths and Rail Trails



Source: Planners Web



Source: Oregon Live

Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Appendix C: Parking Study

Downtown Farmington Parking Study Update DOWNTOWN



FARMINGTON

Downtown Development Authority

Parking Advisory Committee Meeting

February 16, 2017





Parking Study Update Objectives

Update to 2008 Parking Master Plan

Time Limited Parking Evaluation

 $\boldsymbol{\diamond}$ Identify how often the parking spaces turn over.

Identify if modifications to the time limited parking program are necessary.

Parking Demand Analysis

- Determine how downtown's current parking supply is being utilized.
- Project further changes to parking demand in downtown.
- Identify potential strategies to elevate parking strains.
- How much and where should additional parking be constructed.

Increased Downtown Vibrancy



Changes since 2008 Study

- Farmington Civic Theater and Farmers Market
 Attendance Continues to Grow
- Additional Restaurants Create Higher Demand for Parking
- Reduction in Overall Building Vacancies
- Masonic Temple Parking Lot Leased for Public Parking
- Northern Portion of Warner Thomas Property Purchased for Public Parking
- Additional On-Street Parking Spaces Added
- Increased Demand for Parking Prompted
 Implementation of Time-Limited Parking Zones

Parking Turnover and Enforcement of Time Limited Parking



© Walker Parking Consultants

Chapter 1

Chapter 2

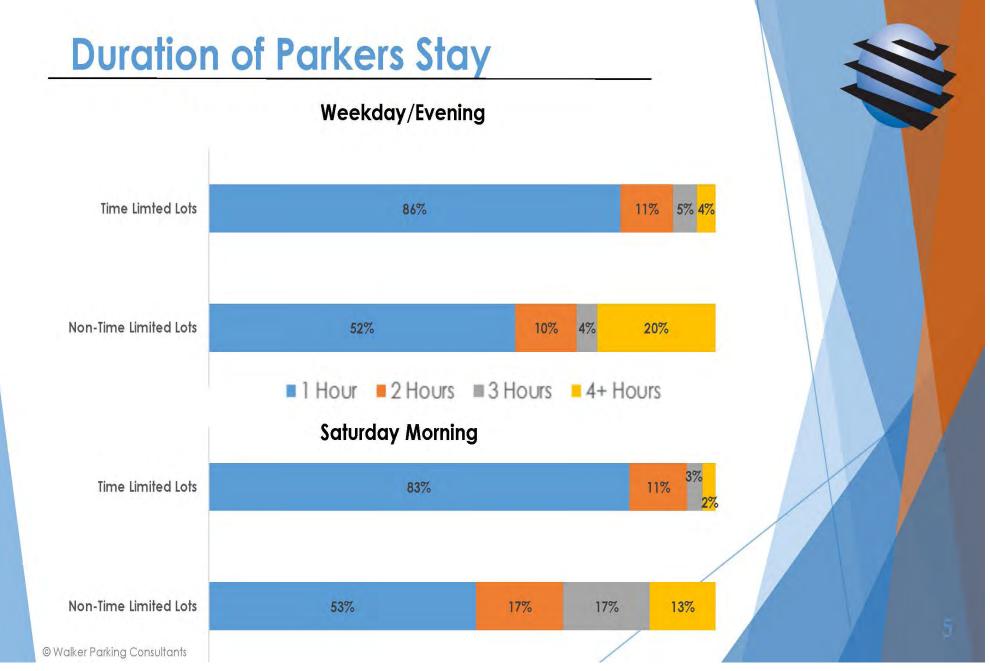
Chapter 3

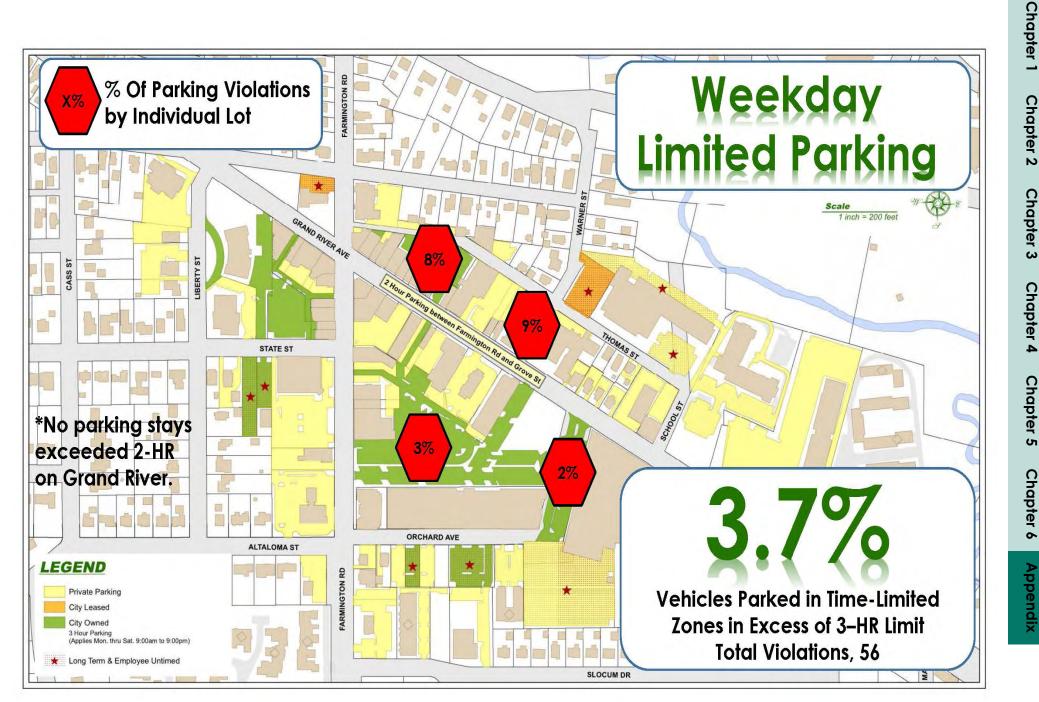
Chapter 4

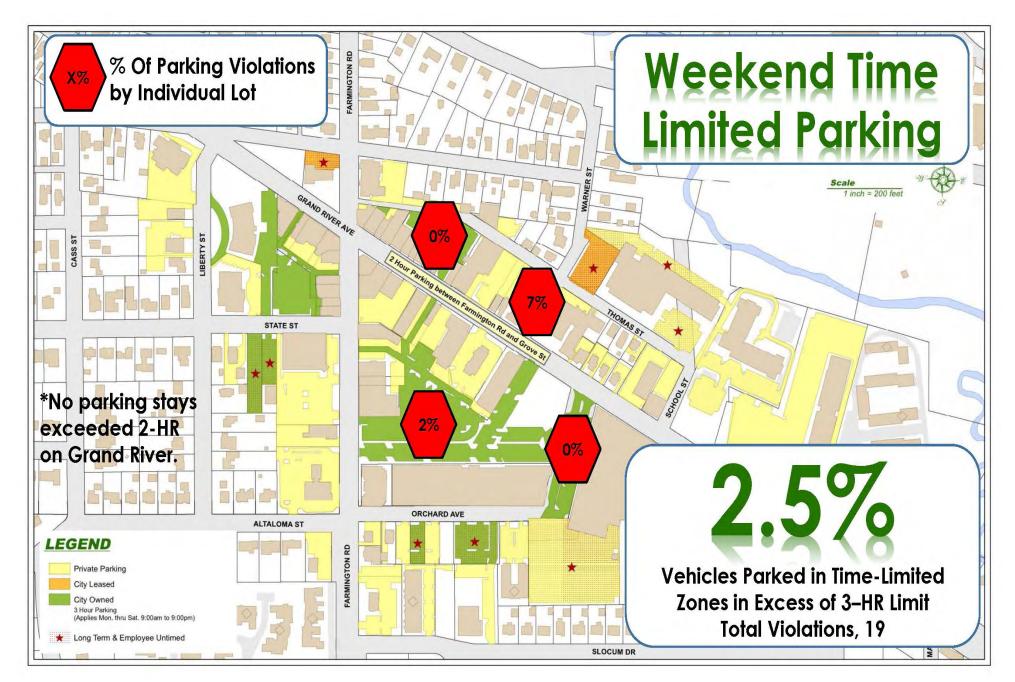
Chapter 5

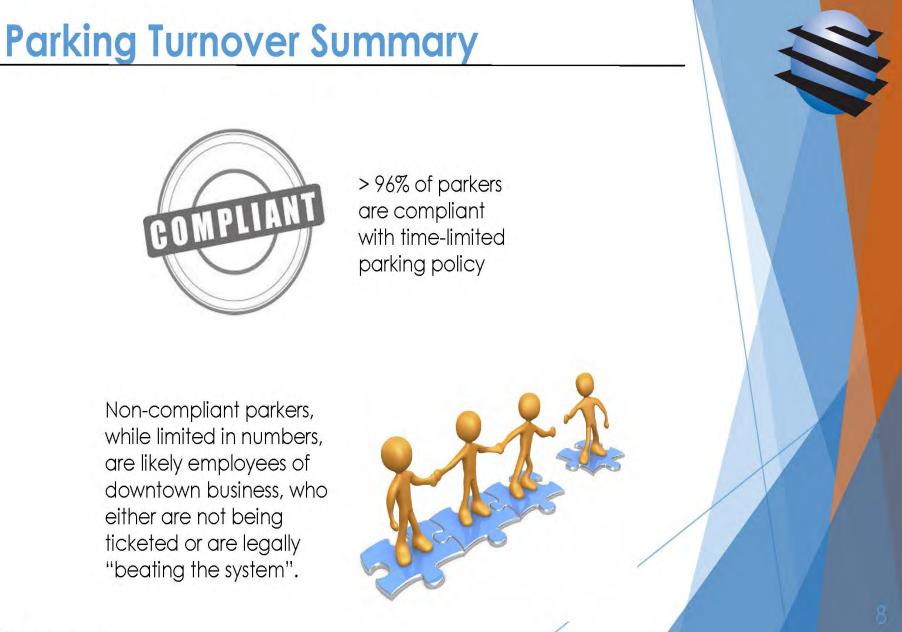
Chapter 6

Appendix









Parking Enforcement Strategy Review

Purpose of time limited parking: Provide the closest parking spots in the commercial district for visitors, shoppers, and dinners.

How it's Achieved: Limit parking stays to under three hours; thus, requiring all-day parkers (employees) to use the public parking lots on the "fringe" of downtown.

Is it working? Parking duration of stay data supports the finding that the ordinance is understood by the majority of employees.

Enforcement officer appears to be providing a fair balance between issuing volitions and acting as an informal ambassador by providing information regarding employee parking options.

Locations for time-limited parking are appropriate.

Long term parking lot locations provide adequate supply as well as proximity to all downtown businesses.

Recommended Changes to Strategy



Modify Parking Ordinance

Consider changes to more clearly restrict "re-parking" so that employees who move their vehicle after the 3-hour limit cannot legally park again without generating a violation.

Expanded enforcement of Fresh Thyme Lot

We understand the main area (shown in dots) of the lot is not rigidly enforced. Parking turnover data indicates that 3% of parkers in this lot exceed the 3-HR limit.



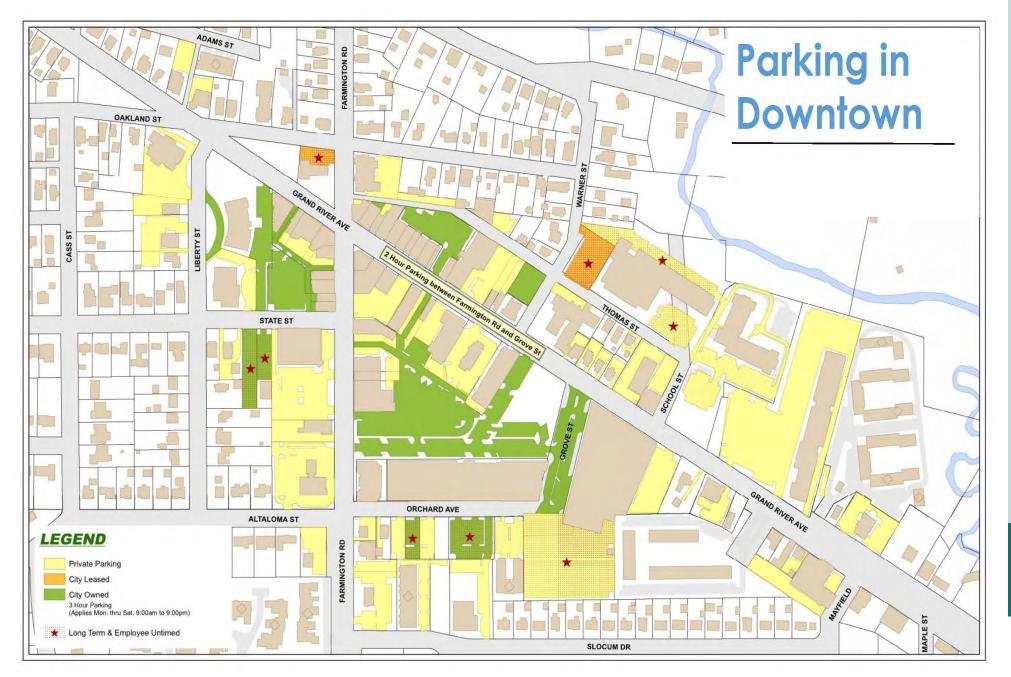


Increase Enforcement Presence in North Lots

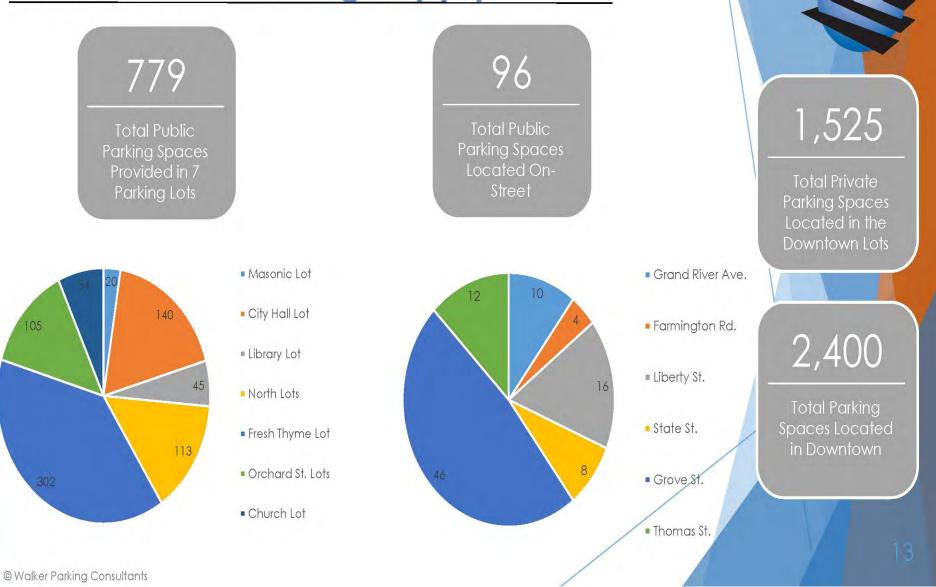
Parking enforcement coverage of time-limited parking lots north of Grand River should be expanded in order to reduce abuse of employees parking in excess of 3-hours. 8% of parkers in these lots exceed 3-hour parking stays.

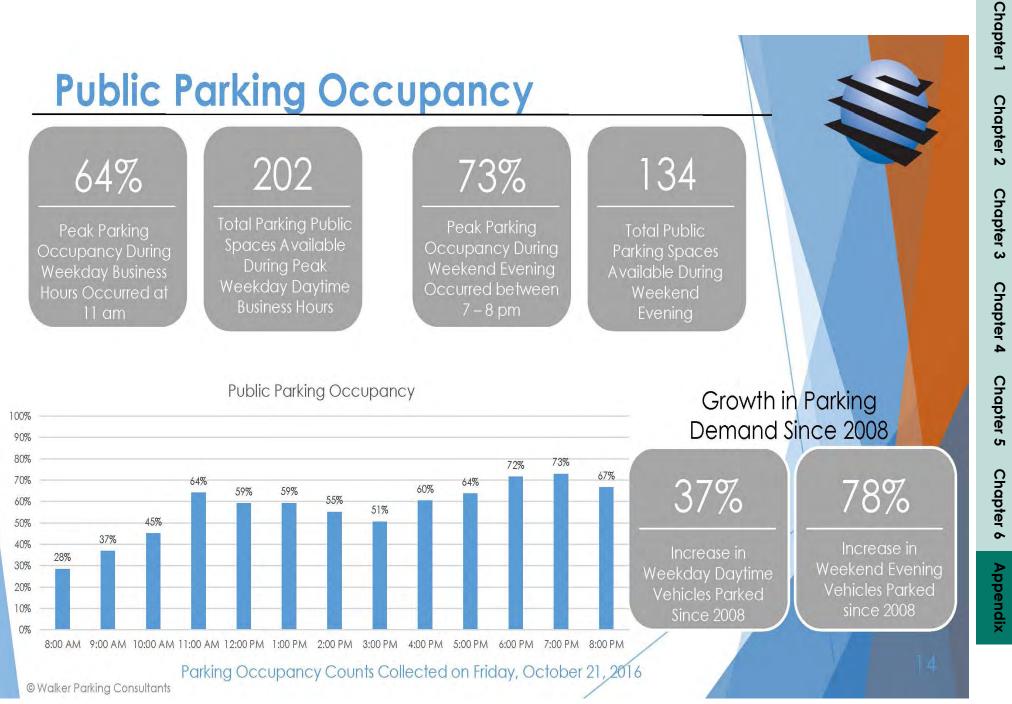
Current Demand for Parking; What the Parking Situation is Today











Weekend Evening Customer Parking

Primary Parking Areas for Evening Customers

- Masonic Lot
- City Hall Lots
- North Lots
- Fresh Thyme Lot
- Grove Street
- Church Lot
- Village Inn Shoe Shop Lot
- Grand River Ave.
- Thomas St.



Peak Customer Parking Occupancy During Weekend Evening.

Parking Occupancy Reaches Maximum Efficient Use of Parking Supply Serving Restaurant and Retail Customers During Weekend Evenings. Available Parking Spaces to Support Customers

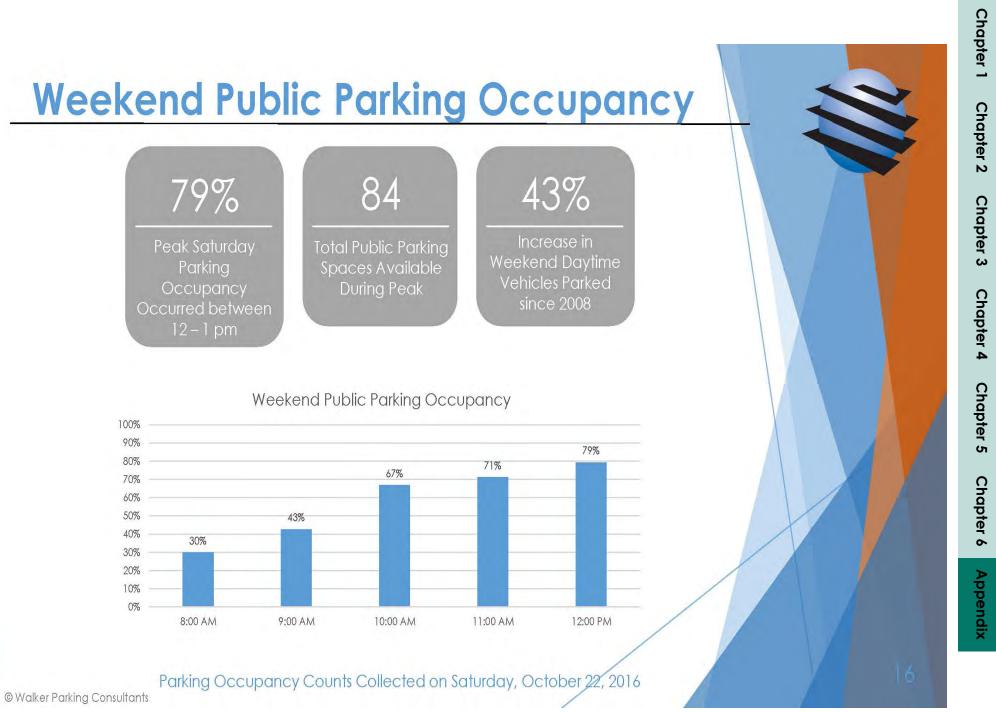
23

100% Maximum Efficient Use of Parking Supply 87% 90% 80% 80% 72% 70% 63% 60% 50% 40% 30% 20% 10% 0% 4:00 PM 5:00 PM 7:00 PM 8:00 PM 6:00 PM Parking Occupancy Counts Collected on Friday, October 21, 2016

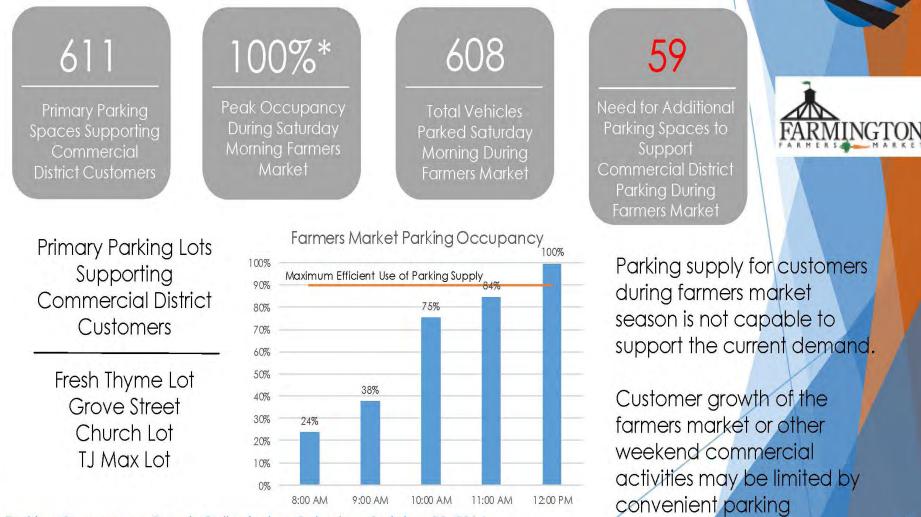
Maximum Restaurant/Retail Demand for Parking

Parking for customers during a typical weekend evening is operating at the limit of efficiently.

Finding a parking space during peak weekends will be difficult; thus causing poor customer perceptions.



Farmers Market/ Commercial Demand



capacity.

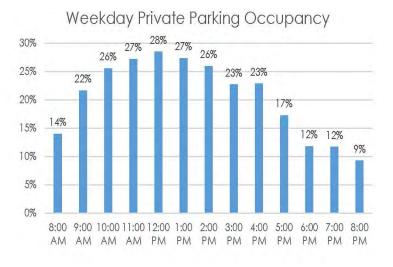
Parking Occupancy Counts Collected on Saturday, October 22, 2016

Use of Private Parking Lots28%4341,015

Peak Occupancy of Private Parking Spaces Occurred at 12:00 pm







Parking Occupancy Counts Collected on Friday, October 21, 2016 © Walker Parking Consultants

Observations:

*Village Inn Shoe shop was observed to be full after closing on Friday evening.

*No funerals on the day of parking occupancy counts.

*Village Commons parking area observed to be largely empty. Appendix

Current Parking Demand Summary

Downtown vibrancy has resulted in an increased demand for parking downtown since 2008 study.

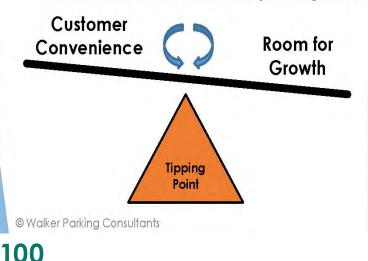
Private Parking Private parking supply more than sufficient to support private market.

Maximum Operating Capacity **Weekend Evening**: Public demand for parking in core of downtown serving restaurants and retail operating at maximum efficiency. More parking will be required to support additional growth.

Maximum Operating Capacity

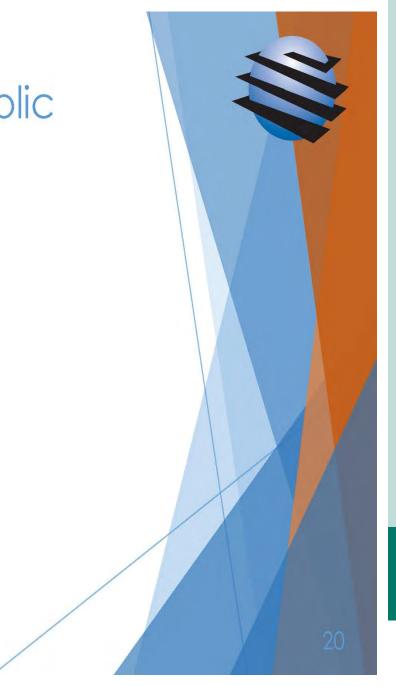
Saturday Morning During Farmers Market: Public demand for parking operating above maximum efficiency. More parking supply is required to support commercial customers.

Do we have to build more parking now?



Future businesses' (particularly restaurants) ability to move into un-occupied building space or conversion/densification of existing retail space may be limited by lack of convenient parking during the evening, particularly if located north of Grand River Ave.

Strategies to Best Utilize the Public Parking Supply



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Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Appendix

Promote Mobility

Share information with downtown customers and employees about roadway projects which will enhance pedestrian convenience and connectivity across Farmington Rd. & Grand River Ave.





Share Insider Parking Tips

Tell the public about where the "hidden" parking lots are located. 140 parking spaces are currently available during typical weekend evenings.

Employee Parking

Continue to discuss the importance of employees parking in non-time limited parking lots so their customers can have the most convenient parking available close to their destination.

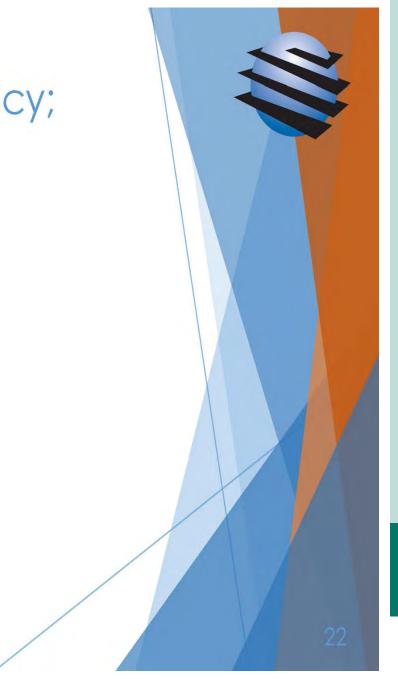




Expand Wayfinding

Expand downtown wayfinding signage program to share information about public parking locations.

Continued Growth and Vibrancy; Its Impact on Parking



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Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Appendix

Residential Redevelopment

Maxfield Training Center site identified as a residential redevelopment opportunity

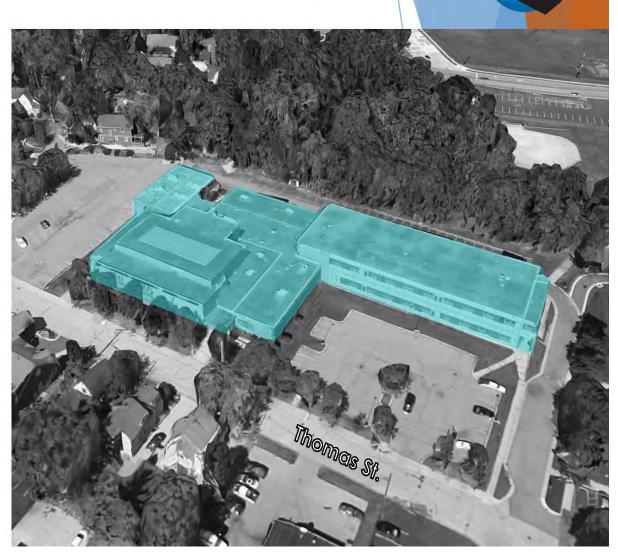


155 Apartment Units

•



Guest parking needs to be provided in addition to the resident parking. 23 Spaces (.15 guests vehicles per Unit) © Walker Parking Consultants



Land Use Densification

Restaurants

Potential opportunity to convert ground floor retail to restaurants along intersection of Grand River Ave. & Farmington Rd.

33,681



540 Parking Space Net Increase in Demand





Projected Need For Future Parking

Current Parking Availability

- 134 Total Public Parking Spaces Capable of Supporting Future Growth
- 23 Public Supply Capable to Support Convenient Parking for Weekend Evening Customers

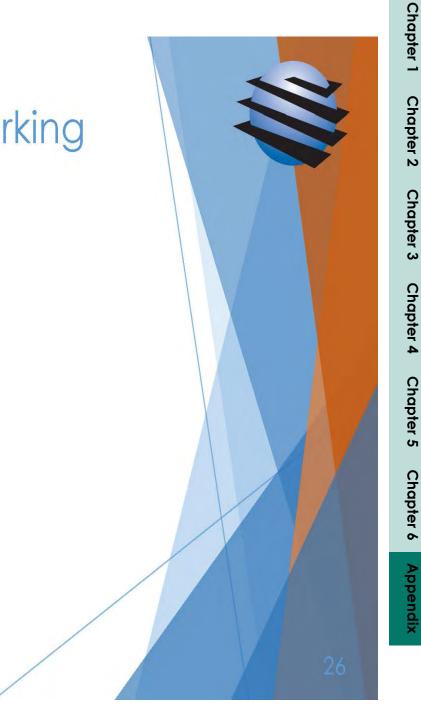
429 Parking Spaces Required in 5-10 Years

Additional parking spaces projected to be required along Grand River Ave. corridor to support current parking demand, redevelopment, and land use densification over the next 5-10 years

Future Projected Parking Demand Includes:

- Guest parking for Maxfield Training Center residential redevelopment
- Land use densification from retail to restaurant at Grand River Ave. & Farmington Rd.
- Retail leasing of 5,000 sf building space between TJ Max and Chive Kitchen

Potential Locations for New Parking







Land owned primarily by City. Requires land sharing with Library

State S

Site adjacent to future potential land densification.

Direct line of site to commercial businesses

Alta Loma St

Land currently owned primarily by City

No direct line of site to commercial district

Slocum Dr

Identified site in master plan

Oakland St

Orchard St

Shiawassee St

Requires land acquisition

Located adjacent to high parking demand areas

Direct line of site to commercial businesses 1.00

Potential site

Requires land acquisition

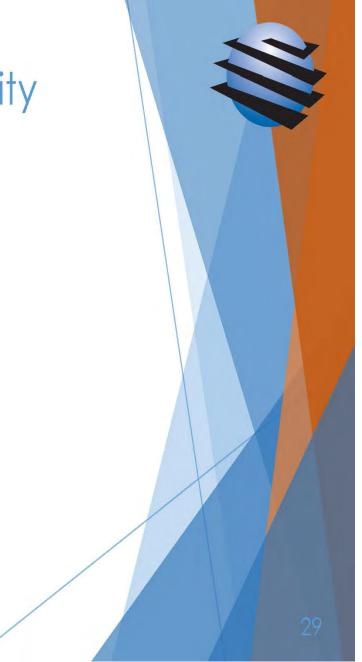
Located adjacent to high parking demand areas

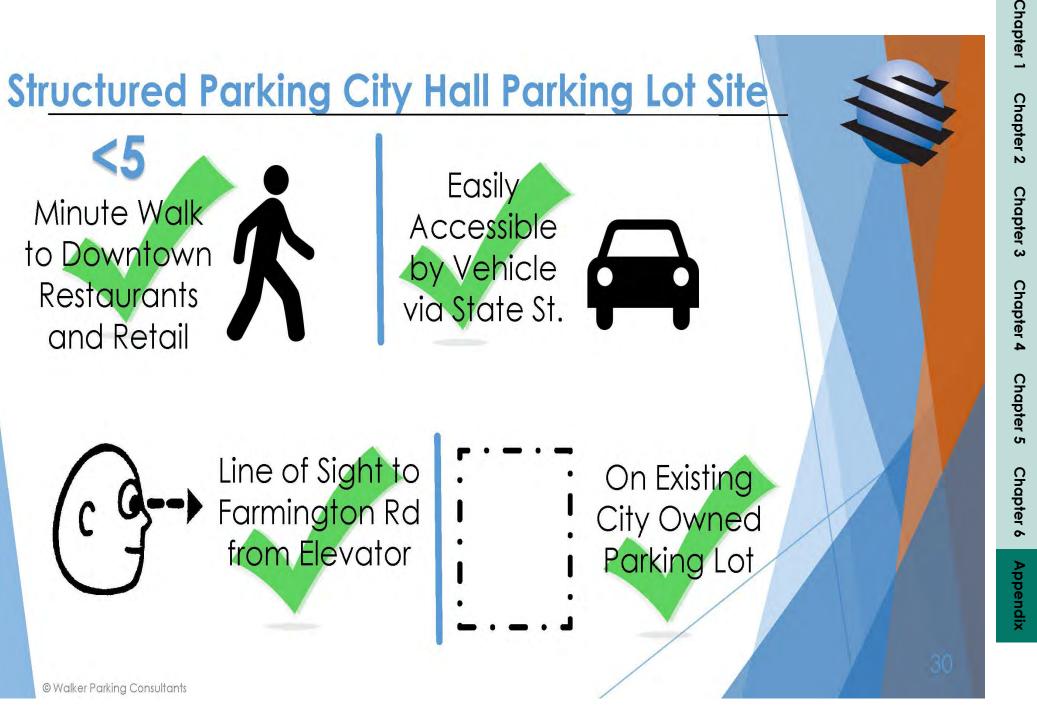
Direct line of site to commercial businesses

Identified area for parking development in KIMCO leasing agreement

Oddly shaped lot, unsuitable for structured parking

Potential Parking Structure on City Hall Lot

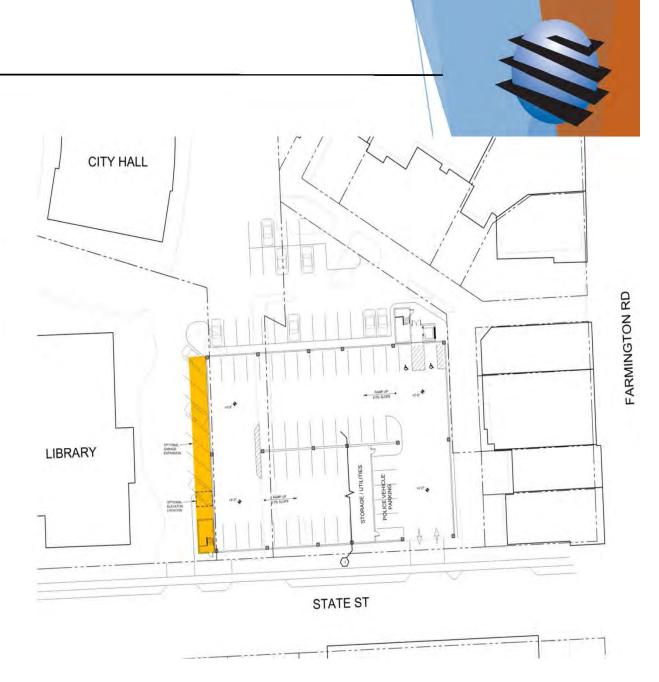


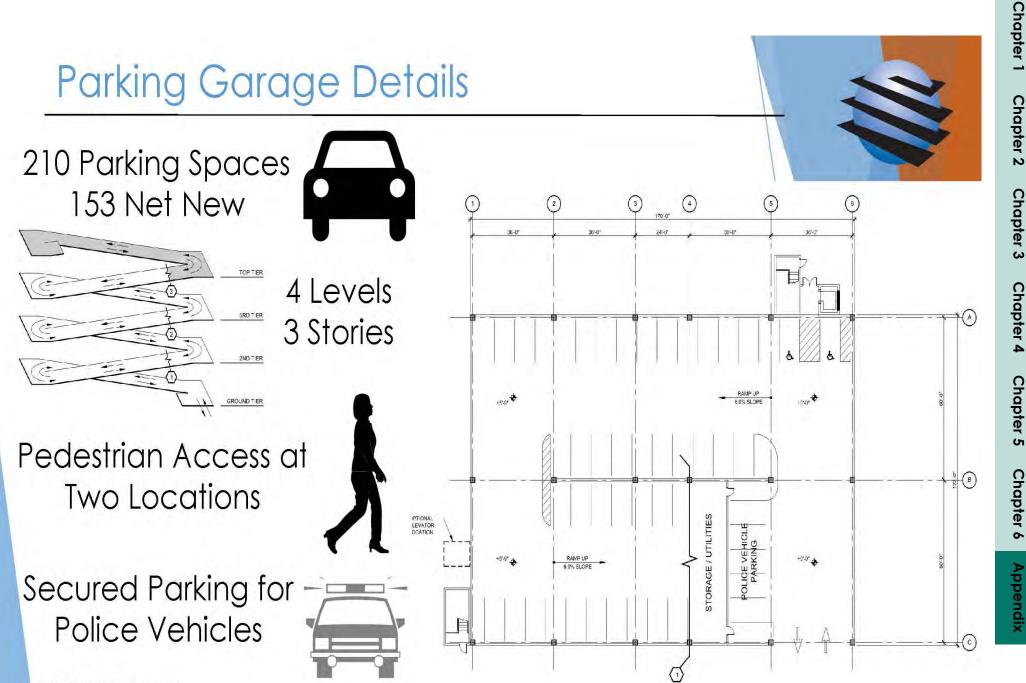


Site Details

- Situated on existing City owned property
- Vehicle access from State Street
- Elevator located with direct pedestrian access to Farmington Road
- 24 surface parking lot spaces
- Driveway/service access to private business, City Hall and Library remain
 - Expansion option onto Library property







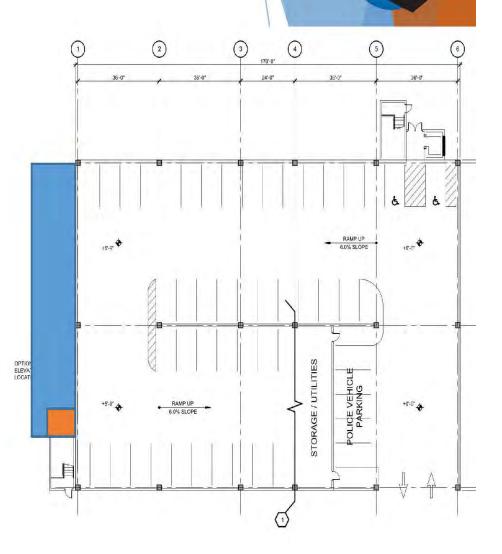
Parking Garage Expansion Options

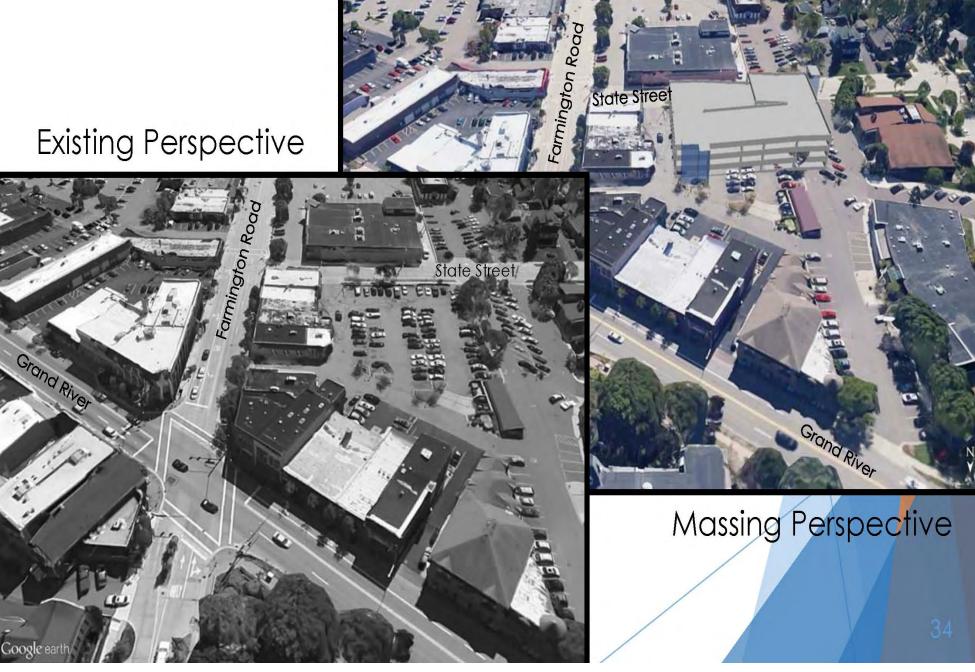
Addition of second elevator an option for convenient pedestrian access to Library

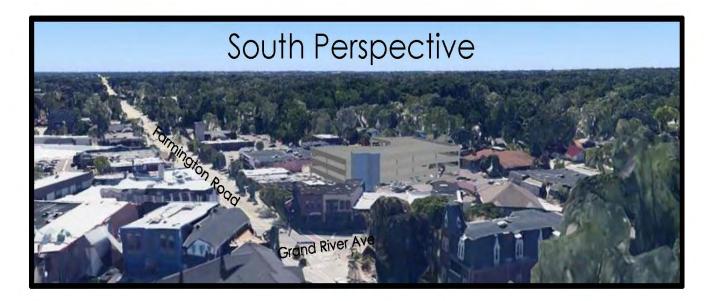




Expand parking onto Library property to gain 24 additional parking spaces







North Perspective



Conceptual Cost of Construction

\$20,000 - \$25,000 Construction Cost per Parking Space

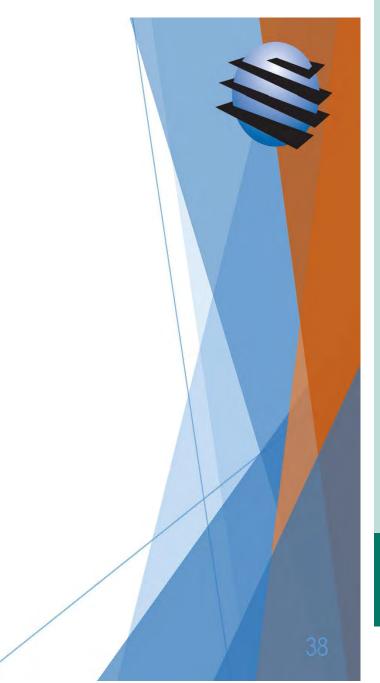
\$4.2 M - \$5.25 M Conceptual Construction Cost

\$480,000 - \$600,00 additional for expansion option on Library property

Additional Considerations

- City bonding capacity
- Appropriation/sources of funds to pay debt service
- Long term cost of operation and maintenance
- Free parking or paid parking
- Public input
- Increase height of structure to provide greater parking capacity
- Larger footprint onto non-City owned property to increase parking capacity
- Second small parking structure to support other areas/users downtown

Summary of Findings



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Chapter 1

Chapter 2

Chapter 3

Chapter 4

Chapter 5

Chapter 6

Appendix

Study Summary

Current Situation

- Public parking demand reaches capacity during weekend evenings.
- Public parking demand exceeds capacity on Saturday mornings when Farmers Market is open.

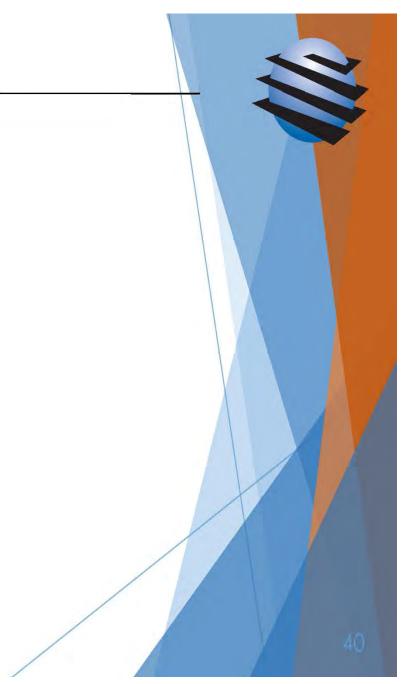
Future Growth

- Further increase in downtowns vibrancy, additional businesses (particularly restaurants) may be limited as a result of little available public parking.
- Additional public parking supply will be required to support densification of current land uses and new restaurants.

Chapter 1 Chapter 2 Chapter 3 Chapter 4 Chapter 5 Chapter 6 Appendix

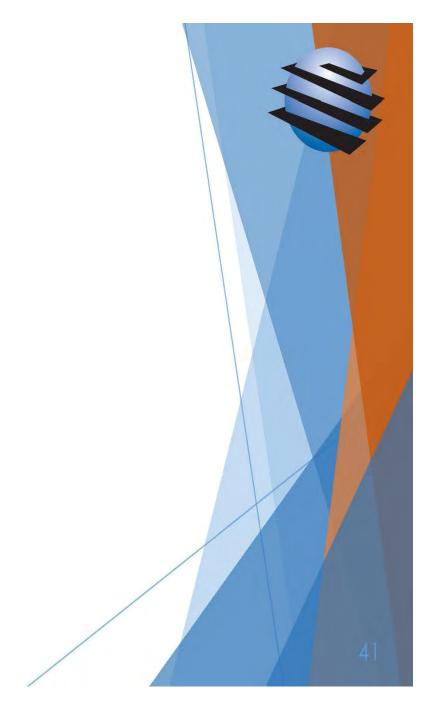
Discussion

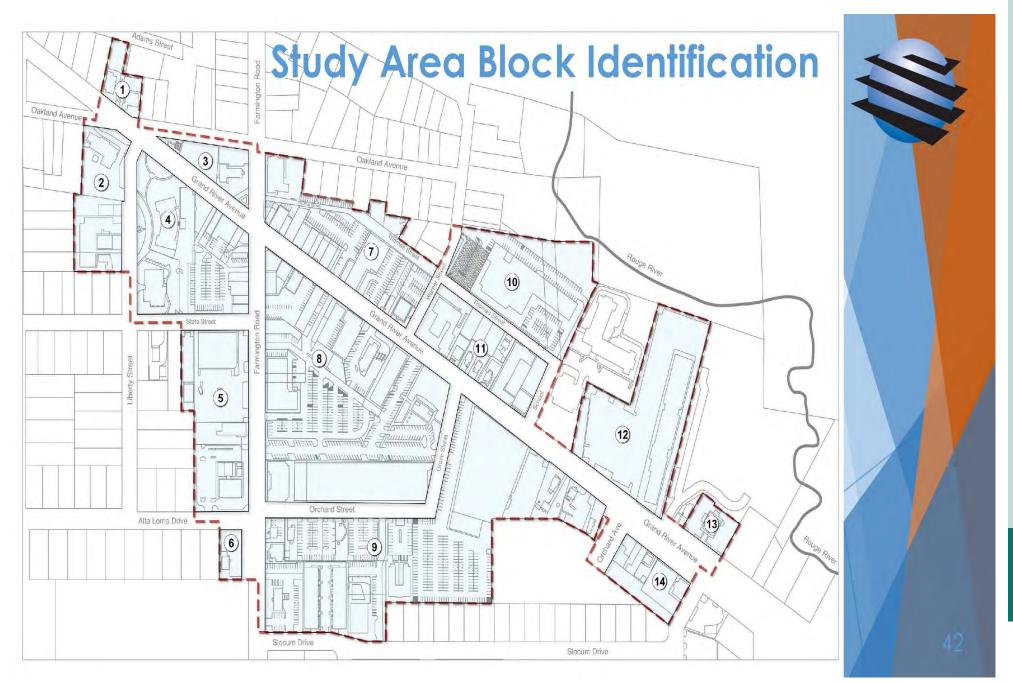
Andrew Vidor Walker Parking Consultants andrew.vidor@walkerparking.com 810.265.2639



Detailed Data for Reference

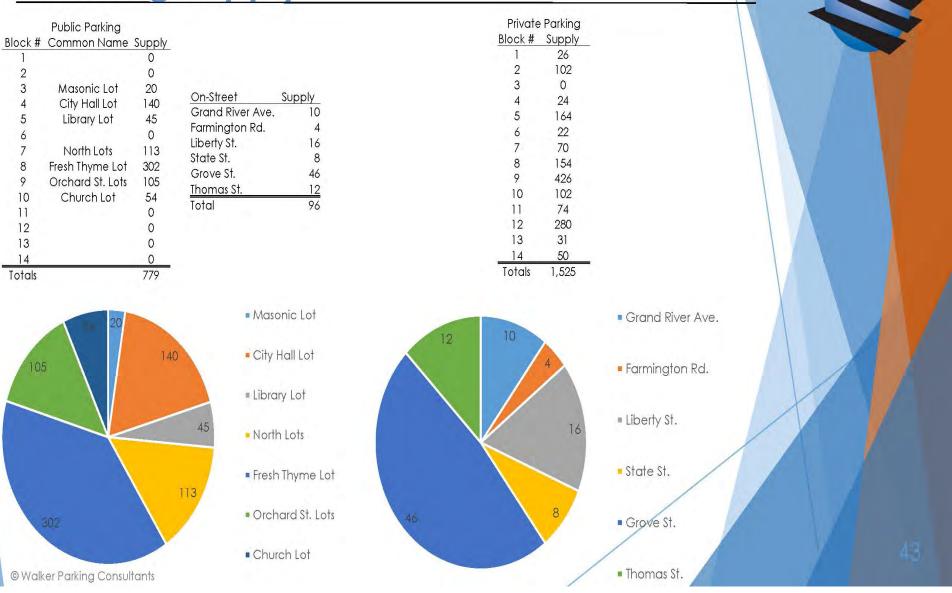






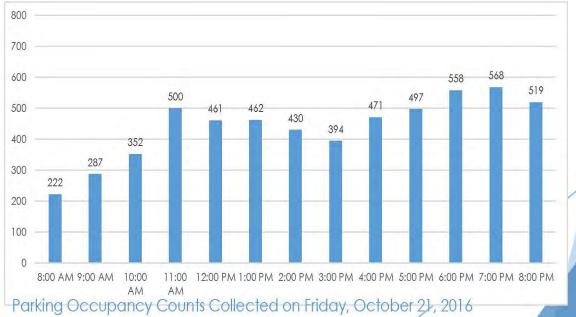
Appendix

Parking Supply



Weekday Public Parking Occupancy

Block #	Common Name	Supply	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
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2		0	1.00	-	-	-		-	-	-	. (÷)	-	-	-	-
3	Masonic Lot	20	11	12	12	12	15	11	13	11	11	7	9	12	12
4	City Hall Lots	140	25	48	78	135	104	78	93	60	83	107	114	114	114
5	Library Lot	45	30	30	34	34	33	48	27	34	27	10	6	6	6
6		0	-		-	-	-	-	. .		-		-	-	4
7	North Lots	113	13	29	31	82	81	83	67	82	118	118	173	178	157
8	Fresh Tyhme Lot	302	91	106	134	153	147	176	163	141	169	180	174	176	170
9	Orchard Street Lots	105	43	47	53	67	67	54	51	54	50	31	28	28	28
10	Church Lot	54	9	15	10	17	14	12	16	12	13	44	54	54	32
11		0	-	1.1	-	-		-	-	12	(a)	4	-	-	-
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Off-Street	-	779	222	287	352	500	461	462	430	394	471	497	558	568	519
% Occupie	d		28%	37%	45%	64%	59%	59%	55%	51%	60%	64%	72%	73%	67%
upply			779	779	779	779	779	779	779	779	779	779	779	779	779
Adequacy			480	415	350	202	241	240	272	308	231	205	144	134	182



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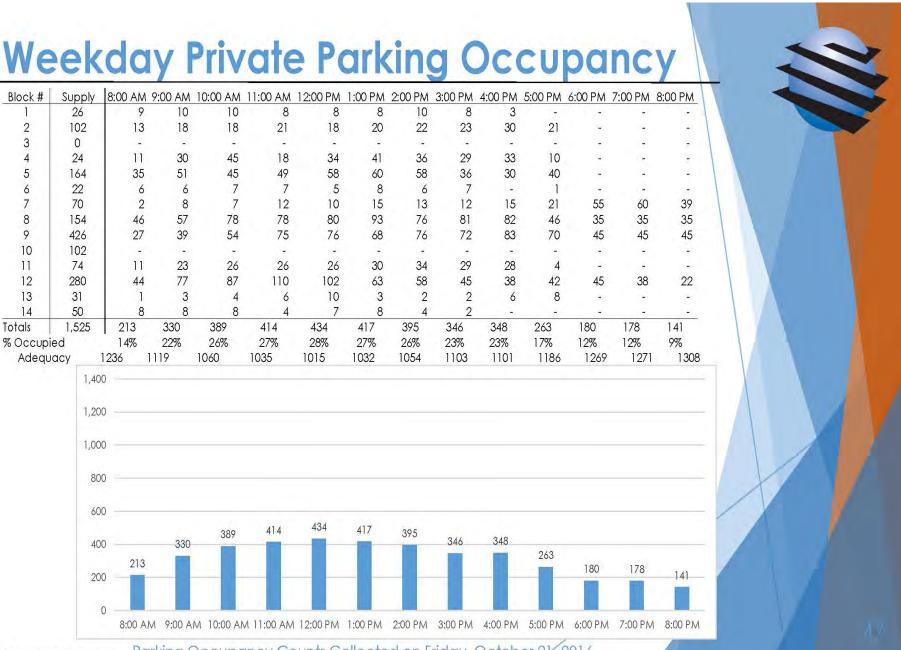
Appendix

Weekend Evening Commercial District Parking Occupancy

Block #	Common Name	Supply	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
3	Masonic Lot	20	11	7	9	12	12
4	City Hall Lots	140	83	107	114	114	114
7	North Lots	113	118	118	173	178	157
8	Fresh Tyhme Lot	302	169	180	174	176	170
9	Grove Street	46	41	46	43	46	46
10	Church Lot	54	13	44	54	54	32
7	Shoe Shop Lot	31	10	12	31	31	31
	Grand River Ave.	10	10	10	10	10	10
	Thomas St.	12	3	3	3	12	12
Total		728	458	527	611	633	584
% Occupied			63%	72%	84%	87%	80%
Adequacy			198	129	45	23	71
			80%	729	84%	_	80%
			80%				80%
				1 27	<i>'</i> 0		
			70% 6	3%			
			60% —				_
			50% —	_			_
			40% —	_			-
			30% —			-	
			20% —	-	· · · · ·	-	_
			10% —	-			
			0%	0 PM 5:00		4 7.00 DAA	9-00 DV4

Saturday Morning Commercial District Parking Occupancy During Farmers Mkt.

Block #	Common Name	Supply	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM
8	Fresh Time Lot	302	89	147	300	305	320
9	Grove Street	46	3	13	43	46	46
10	Church Lot	54	43	50	54	54	54
11	TJ Max Lot	209	10	20	63	111	188
Totals		611	145	230	460	516	608
% Occupied	ł		24%	38%	75%	84%	100%
Adequacy			405	320	90	34	(59)
		70	0				
		10	0				608
		60	0				608
		00	0			516	
						510	
		50	0		460		
		40	0				
		30	0		-		
				230			
		20	0 145		-		
			145				
		10	0	_			_
			8:00 AM	9:00 AN	10:00 A/	M 11:00 A	M 12:00 PM
			0.00 AM	7.00 AN	10.00 A	11.00 A	12.0011
		0 1 1	0 1 1	00.00			
ng Occupancy Cour	nts Collected or	n Saturda	ay, Octob	ber 22, 20	016		/



© Walker Parking Consultants Parking Occupancy Counts Collected on Friday, October 27, 2016

Block #

% Occupied

Adequacy

Totals

Supply

1.525

-

14%

1,400

1,200

1,000

-

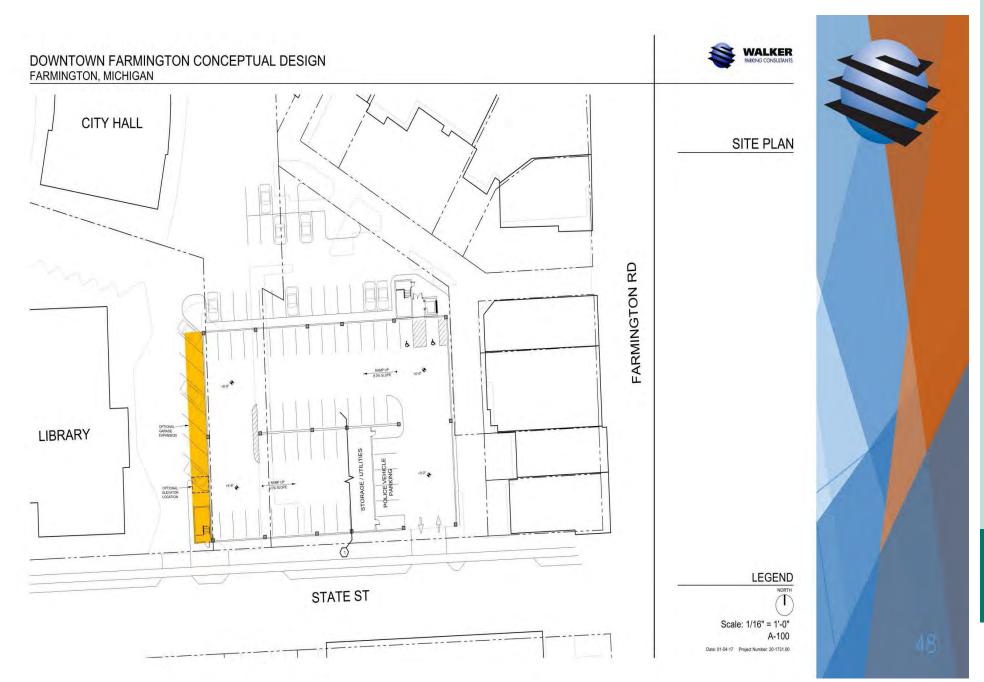
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Appendix 129

Chapter 1

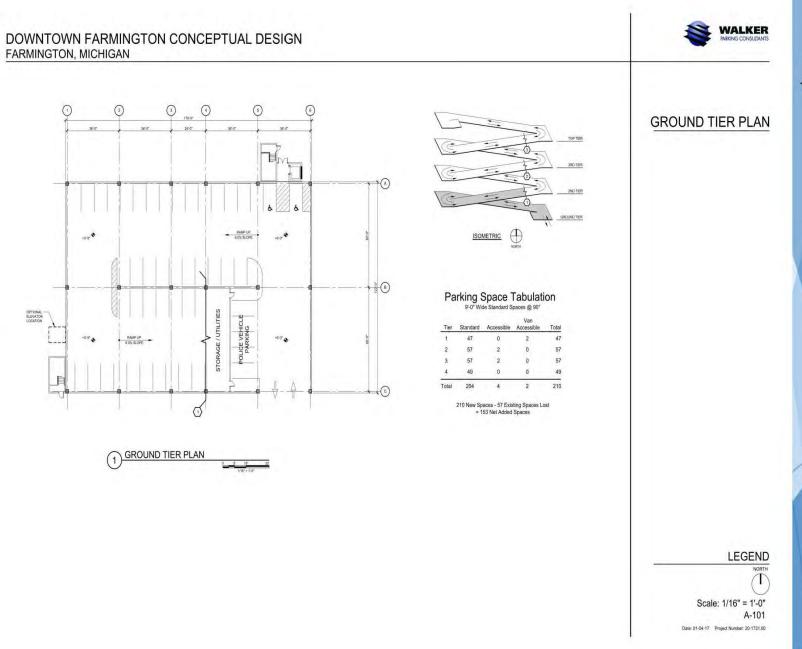
Chapter 2

Chapter 3

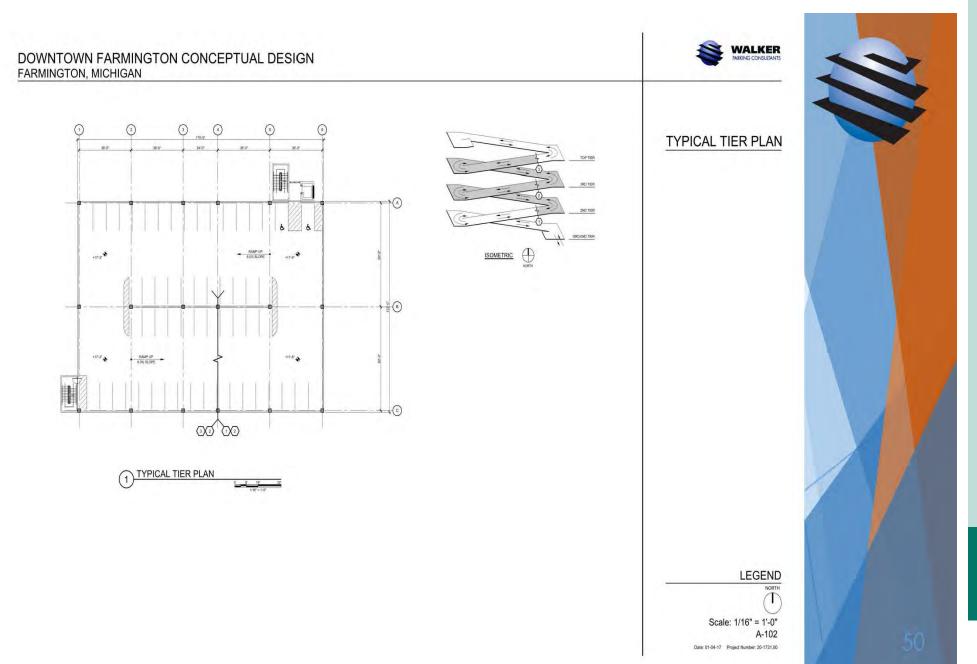
Chapter 4

Chapter 5

Chapter 6



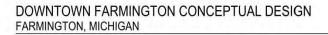


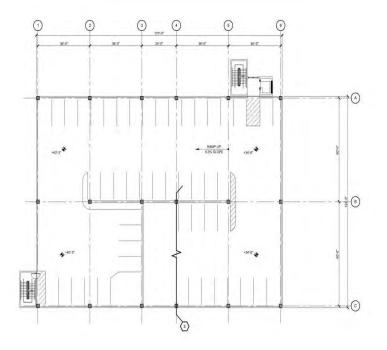


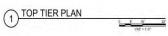
Chapter 3 Chapter 4 Chapter 5 Chapter 6 Appendix

Chapter 1

Chapter 2









TOP TIER PLAN



