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## 01 INTRODUCTION

### EXECUTIVE SUMMARY

The Farmington Downtown Area Plan serves as a blueprint to guide the development of Downtown Farmington and its surrounding area. The Plan was born out of findings from the Farmington Vision Plan, which was completed in 2013. In addition, a market study and an analysis of current trends were considered to inform the development of the Plan, which ultimately informed the type and amount of development that is proposed for the district and elevates the area to the highest and best use. The result of this process is a plan that is informed by the wants and needs of the community and guided by the realities of the marketplace.

In addition to creating a vision which guides the development potential of the area, this document also outlines a vision and plan for the redevelopment of Shiawassee Park. The goal was to develop a vision for the park that would enhance connections between the park, surrounding neighborhoods, and the Downtown, creating an integrated urban fabric. By creating these connections, access to Downtown is greatly improved, and opportunities for new community programming can be achieved, which will help build community pride and spirit, and complement future infill development in the area.

Specific recommendations for future development in the downtown are also illustrated within this Plan. A variety of development concepts for various focus areas are included. Collectively the concepts illustrate a vision and plan to accommodate approximately 150 new apartments within the area, with a target market absorption of next two years. Adding these residential units into the area increases the functionality of Downtown and makes it a place where people can live, work and play. The recommendations for the mix of units and prices are informed by a market assessment which takes into account immigration for residents moving up and down the housing spectrum within the community, as well as attracting and serving new residents from out of town.

As a whole, this Plan outlines a vision and path to guide future public and private improvements that will elevate the economic competitiveness of the area, and enhance the overall quality of life for Farmington residents. The Plan will also serve as a road map for economic success that will continue to transform Downtown Farmington into a first class local and regional destination in Southeast Michigan.



## PURPOSE OF THE PLAN

### GUIDE . . .

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

### INFORM . . .

...and guide property owners, prospective property owners, and developers as to what is needed, desired, and acceptable to the City

### MEASURE . . .

...progress and effectiveness in the development and redevelopment of the area to ensure projects have synergistic qualities that strengthen the community as a whole

## 1.1 IMPETUS FOR THE PLAN

In 2013 the City of Farmington conducted a planning process with the goal of establishing a vision for the community. The result was the Farmington Vision Plan, which defined a vision and set of priority actions necessary to achieve the vision.

The visioning process brought together a diverse group of citizens to partake in a discussion that identified shared values and goals within the community and specific actions to realize them. Through this visioning process, it was clear two of the community's top priorities are promoting new economic growth and continuing to develop and enhance the downtown.

The Downtown Area Plan outlines a vision and plan to support and implement these two important outcomes of the Vision Plan. The elements found within this Plan outline a development plan for targeted areas in the downtown that enhance the overall City and improve the downtown. The Plan is informed by additional community and stakeholder input, as well as a detailed market study which guided the overall development plan for the area.

As a whole, this plan outlines a vision and path to guide future public and private improvements that will elevate the economic competitiveness of the area, and enhance the overall quality of life for Farmington residents.

## 1.2 PLANNING APPROACH

The planning process to prepare the Area Plan was based on a balanced approach that included City input, market analyses, and an evaluation of the current economic conditions. An ad hoc committee was formed by the City Manager to drive the project process in a focused and informed way. The process also integrated a market and economic analysis to ensure the vision and plan was balanced with economically viable solutions. Overall, a truly comprehensive and integrated approach was followed to create a plan for the downtown, one that would fully integrate land use, transportation, parks and public spaces, economic development, and other physical elements.



### 1.3 PLAN GOALS AND OBJECTIVES

In evaluating the challenges and opportunities in the downtown, and discussing the needs of the City, the planning team developed a plan to meet the current challenges, and assist the City in carefully evaluating future development, open space, and connectivity opportunities in the Downtown area.

The Plan focuses on the impact of public and private sector investment and land-use policy, and coordinates future development with other public improvements and land-use activities. Specific Plan goals include the following:

1. A refined development plan that will respond to market conditions.
2. A vision and plan for future public improvements (with a focus on the Rouge River and Shiawassee Park) that will elevate the economic competitiveness of the area.
3. Analysis and consideration of the market conditions in the area to inform the development of a plan that responds to market place conditions.
4. Redevelopment concepts to define the development capacity for targeted parcels/areas.
5. A menu of development standards and incentives that will assist in the redevelopment of the area.
6. A marketing package with high quality graphics, market data, and specific incentives to assist in marketing the study area to the private sector.
7. Create a guide to inform and strengthen partnerships with Farmington Schools.



## 1.4 PLAN STRUCTURE

This Plan is organized into three main sections: introduction, development analysis, and development concepts. This introduction section addresses the elements that led to the creation of the Plan. Below is a description of the remaining two sections.

### DEVELOPMENT ANALYSIS

This section outlines the key finding from four areas that informed the development of the plan:

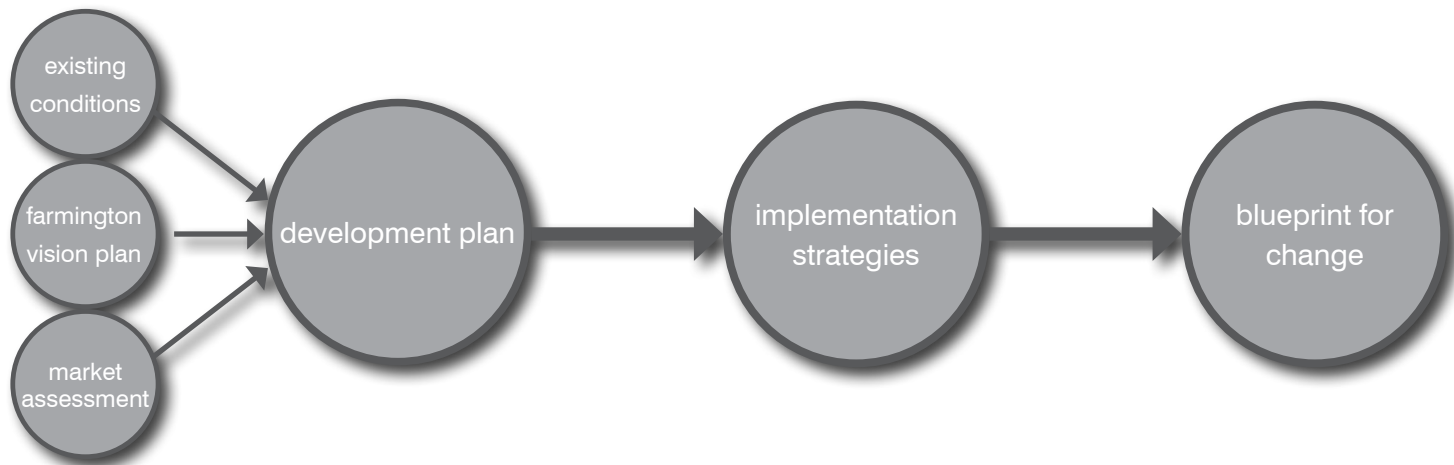
- *Existing conditions in the area*
- *Key recommendations of the Farmington Vision Plan*
- *Key findings from the market study*
- *Current national development trends*

Each of these elements balances the local intuitive knowledge of the community with focused technical understanding of the sites and the market conditions and opportunities.

### DEVELOPMENT CONCEPTS

This section clearly illustrates how future growth and development in the study area should take place. Within this section are specific recommendations for the study area as a whole, as well as subareas that are more targeted parcels and nodes. Recommendations are specific to the programming of these areas, development capacity, as well as character and public amenities. The plan is intended to be a blueprint for future development, yet flexible as changes in the market occur. It is the intention of the plan to guide and inform future development in a general sense.

It is recognized that future development will likely vary from the Plan as public will and perceptions change, and financial considerations and market conditions may vary.





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## 1.5 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 how decisions and processes should align with the Plan.

### *1. Annual Work Programs and Budgets*

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. Capital Improvement Program*

The City's Capital Improvement Program (CIP) should be prepared consistent with the Plan's land use policies and infrastructure recommendations. New improvements that are not reflected in the Plan, which could dramatically impact the Plan's land use recommendations, should necessitate a minor update to the Plan.

### *4. Economic Development Incentives*

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 of the Plan 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 tool by the City to clearly communicate to property owners and developers the overall vision for what is desired within the downtown area.

### *6. Be Flexible*

The Plan 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. As projects, policies, and programs develop over time they may not look exactly like the images in the document, but they should address the intent of the plan. The sketches and descriptions herein provide a broad sense of how particular projects may function within these sites and provide a sense of what is acceptable to the City and its residents from a development standpoint.

# 01 INTRODUCTION

## 1.6 PROJECT STUDY AREA

The entire study area encompasses approximately 73 +/- acres in the downtown, and is generally defined as the area east of Warner Street, north of Grand River and west of Power Road (see Figure 1.1). Additionally the study area is broken down into smaller subareas that are addressed both individually and collectively throughout the Plan (see Figure 1.2). The include a collection of parcels both public and privately owned, most notably the Maxfield Training Center, the Farmington Schools Administration Building and bus garage, as well as Shiawasse Park. While the study area is a defined area, there are many parcels and buildings/businesses that are existing and likely to remain. These areas both had economic, social, or historical value, and complement the overall Plan. The intent was to create a plan that left these areas intact while considering how they would advance the future plans for the area.

*Figure 1.1 - Project Study Area*

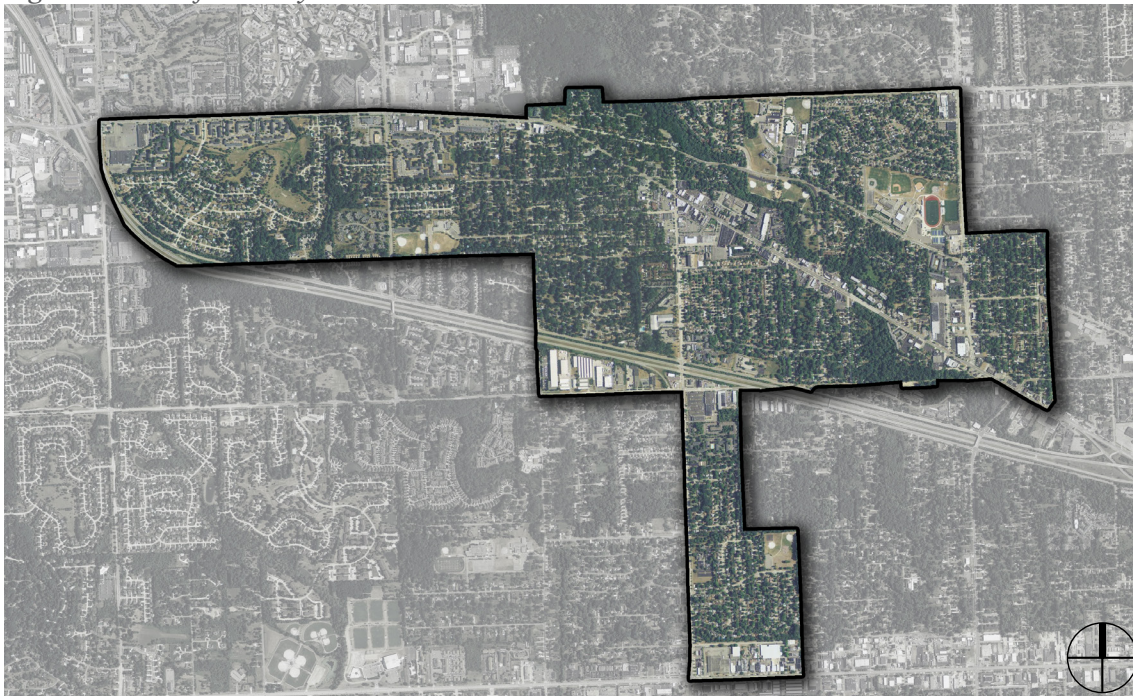
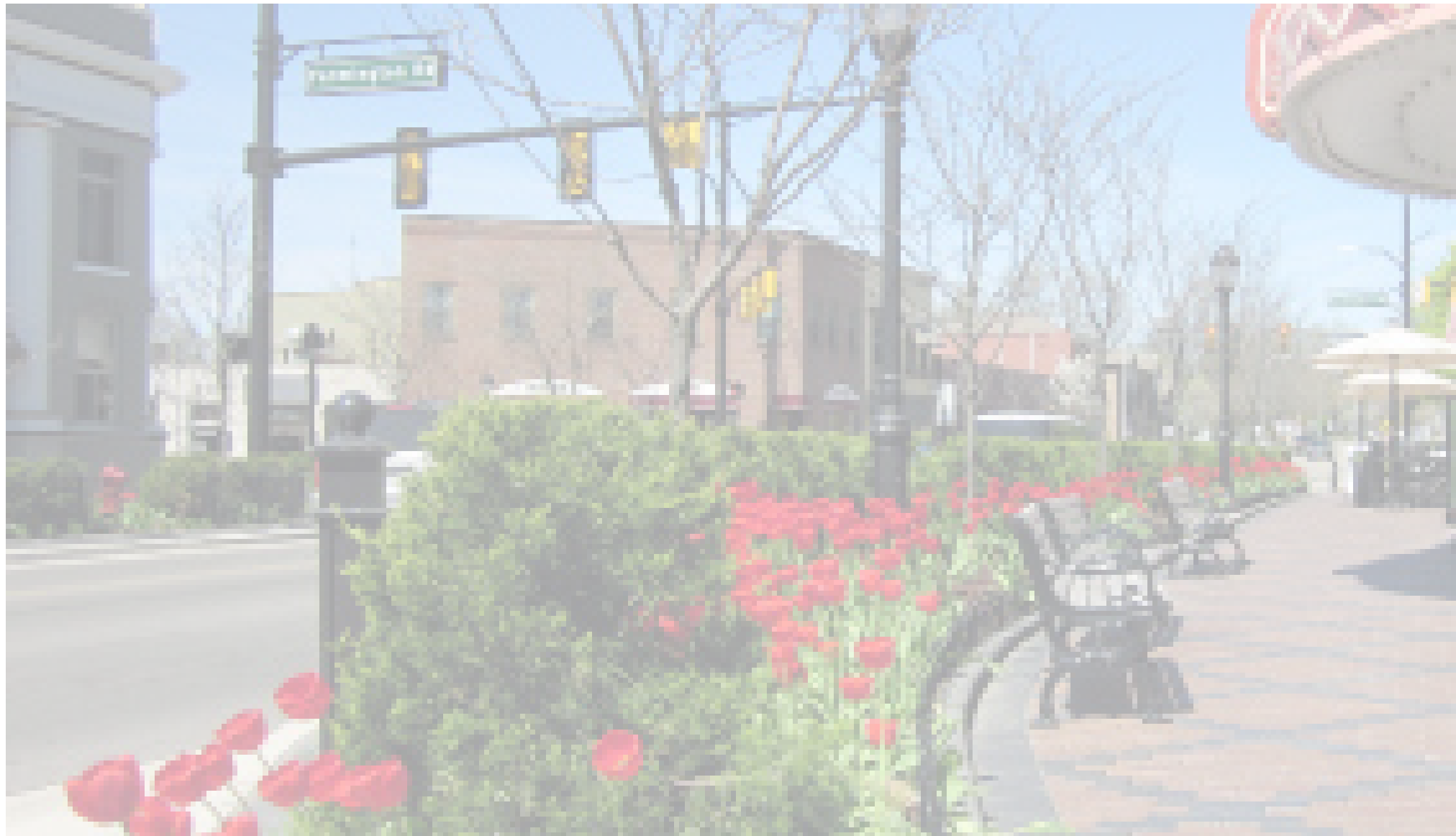




Figure 1.2 - Project Subareas





## 02 DEVELOPMENT ANALYSIS

### INTRODUCTION

To support and guide the recommendations and concepts in this Plan a number of elements were considered. Specifically this included the key findings from the Farmington Vision Plan, a market assessment, and market trends.

The market assessment evaluated the residential market potential in the Downtown area. The market study was based on the analyses of the area including the existing and anticipated rental housing market and the past and future trends in the residential market, demographics, the economy, housing demand, and the downtown location in the market area. The study evaluates past, current, and future trends in the area; the impact of those trends on rental housing alternatives; current rental housing alternatives; need and market support for additional rental housing; and any proposed additions to the area rental base.

#### **SECTION ELEMENTS**

This section includes an analysis of the market conditions within the Farmington area. The following elements were analyzed as part of this market assessment.

- Demographics
- Current Rental Market
- Market Conditions
- Housing Continuum
- Current Trends
  - » Millennials + Boomers
  - » Place First
  - » Lending Environment
  - » Buying vs. Renting
  - » Household Structure
  - » Healthy + Sustainable
  - » Walkability + Connectivity





## 02 DEVELOPMENT ANALYSIS

### 2.1 VISION PLAN - WHAT DID IT SAY?

The Farmington Vision Plan 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.



Through the process 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 initiatives. These initiatives are outlined below.

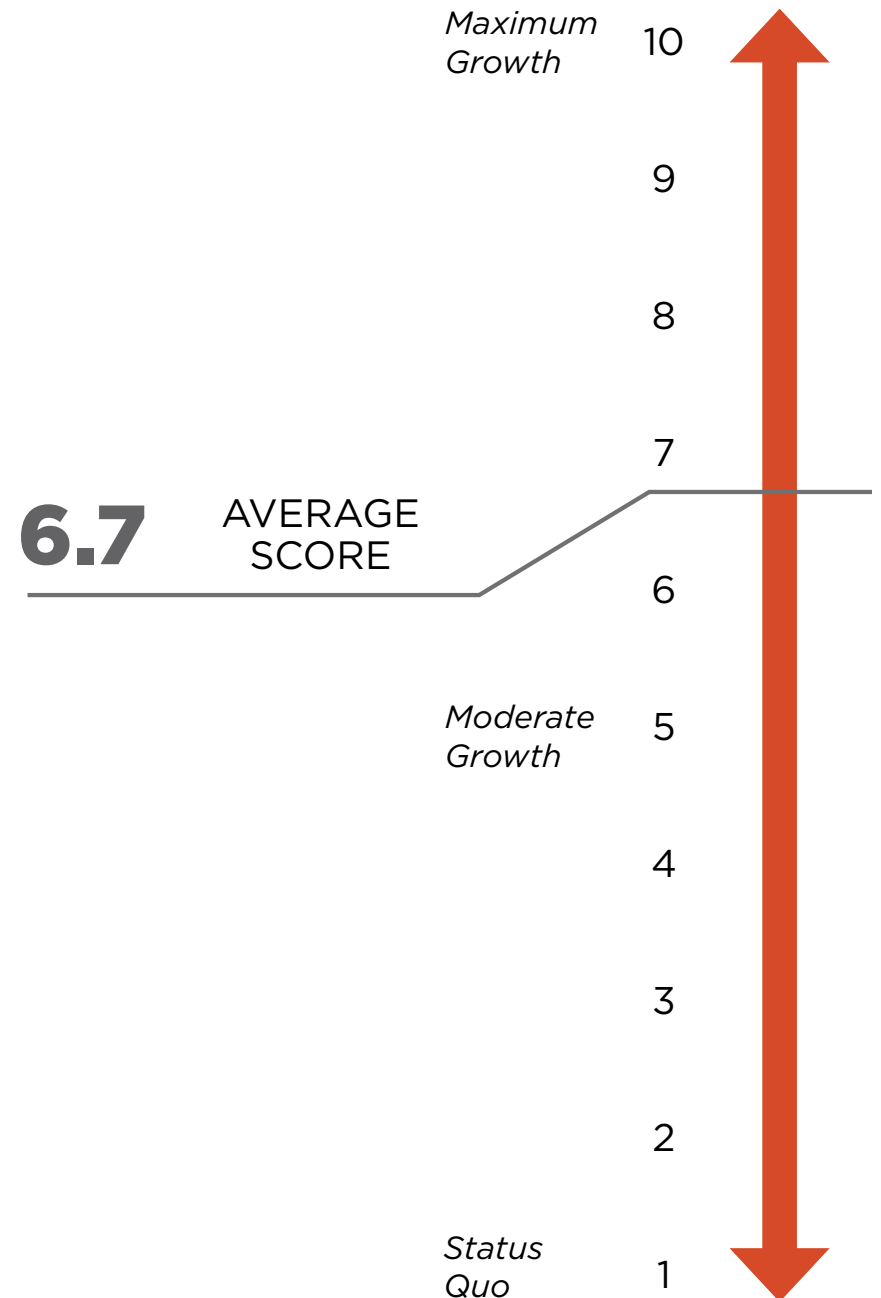
- **Staying Connected** – A community with a complete transportation system where people can easily travel by foot, bicycle, transit, and car.
- **Getting Active** - A community that is served by both passive and active greenspaces that enhance the overall quality of life in the community and complement 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 in 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 as a high priority for new development.

This plan is the implementation of these key initiatives and priorities as identified and outlined in the Farmington Vision Plan.



### 2.2 MARKET ANALYSIS

#### METHODOLOGY

The methodology used in this study is centered on three analytical techniques: the Effective Market Area (EMA) principle, a 100% data base, and the application of data generated from supplemental proprietary research.

#### THE EFFECTIVE MARKET AREA (EMA) PRINCIPLE

An EMA is the smallest specific geographic area that will generate the most support for that development. This methodology has significant advantages in that it considers existing natural and man made boundaries and socioeconomic conditions.

#### SURVEY DATA BASE

This survey employs a 100% data base. In the course of a study, field analysts surveyed not only the developments within a given range of price, amenities, or facilities, but all conventional developments within the EMA.

#### PROPRIETARY RESEARCH

Central to the results of this market study are the regional and national trends recognized from more than 1,500 communities. Rents, units and project amenities, occupancy levels, rate of absorption, and rent/value relationships of other studies are used in the research conducted in this study.

#### EFFECTIVE MARKET AREA

The Effective Market Area for this study included Farmington and parts of Farmington Hills, Livonia, Novi, and the eastern portions of Redford Township and Southfield. Specifically, the Site EMA is bounded by West 14 Mile to the north, Inkster Road and Telegraph Road to the east, Interstate 96 to the south, and Haggerty Road, Meadowbrook Road, and State Route 5 to the west.

Based on the characteristics of the Site EMA, a field survey of existing rental housing development, an analysis of the appropriateness of the site for the proposed development, and a demographic analysis of the Site EMA, support levels can be established for additional multifamily rental development.

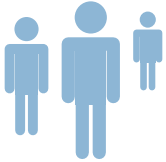
FIGURE 2.1 : STATE REFERENCE





## EFFECTIVE MARKET AREA INDICATORS

### Demographics



Population - 2010

170,295

Households - 2010

70,459

Average Family Size - 2010

2.39

### Income



Median Household Income - 2012

\$65,441

Average Household Income - 2012

\$84,902

Per Capita Income - 2012

\$35,300

### Housing



Owner Occupied - 2010

68.80%

Renter Occupied - 2010

25.1.0%

Median Home Value - 2012

\$143,908

Source: ESRI

FIGURE 2.2: EFFECTIVE MARKET AREA



### MARKET ASSESSMENT KEY FINDINGS

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

A thorough analysis of the existing and potential residential market conditions and opportunities was conducted as part of this study. This included the following analyses:

- *Analysis of the overall EMA rental housing market*
- *Historical housing trends*
- *Current market conditions based on 100% field survey of modern apartments*
- *Appropriateness of the site for the subject development*
- *Current and expected economic and household growth conditions*
- *Area apartment demand factors, including income-appropriate households*
- *Support from existing multifamily renters (step-up/down support)*
- *A trend line analysis, based on a "rent by comparability index" evaluation of all conventional developments within the Site EMA, is used to evaluate rents for the proposed development*
- *Floor plan analysis and comparison with comparable product*



## MARKET CONDITIONS

Vacancies are relatively low in the market area, indicating the rental housing supply is limited and demand is high.

A total of 13,141 conventional apartment units in 74 projects were surveyed in the EMA (not including 64 units under construction). A total of 12,075 of these units are in 68 market-rate developments. (The remaining 1,066 units are located in 6 subsidized developments.) Table 2.1 shows the analysis of the residential units surveyed in this market.

Among market-rate developments, 42.6% are 100.0% occupied, accounting for 27.9% of the total units. Only 22.1% of all developments had occupancies below 95.0%. Vacancies are relatively low in the market area, and the market appears limited by supply rather than demand (see Table 2.1). The apartment base within the EMA contains a well-balanced distribution of one- and two bedroom units, with 44.1% and 54.0%, respectively.

While there is generally an aging residential stock in the market area, rents have continued to increase annually.

Rents in the EMA have increased at an average of 1.8% per year over the past several years. It is estimated that 95.6% of the market-rate units surveyed were constructed and opened before 1990. These older developments contain a combined total of 11,883 units with 428 vacancies, a 3.6% vacancy rate (see Table 2.2).

**TABLE 2.1:  
DISTRIBUTION OF CONVENTIONAL MARKET-RATE  
APARTMENTS AND VACANCY RATE**

Unit Type	Number	Percent	Vacancy Rate
Studio	56	0.5%	1.8%
One-Bedroom	5,328	44.1%	1.8%
Two-Bedroom	6,524	54.0%	1.2%
Three-Bedroom	167	1.4%	1.8%
Four-Bedroom	0	0.0%	-
<b>TOTAL</b>	12,075	100.0%	1.5%

**TABLE 2.2:  
MEDIAN AND UPPER-QUARTILE RENTS AND  
VACANCIES**

Unit Type	Median Rents	Overall Vacancy Rate	Upper -Quartile		
			Rent Range	Number of Units	Vacancy Rate
Studio	\$450	1.8%	\$470-\$485	14	0.0%
One-Bedroom	\$725	1.8%	\$821-\$1,051	1,332	1.2%
Two-Bedroom	\$915	1.2%	\$1,065-\$1,400	1,631	0.9%
Three-Bedroom	\$1,065	1.8%	\$1,655-\$1,701	42	4.8%
Four-Bedroom	-	-	-	-	-



### HOUSING CONTINUUM

*A continuum of housing options is critical in supporting both lower end and higher end residential units. A broad range of rental prices and units should be available to allow residents to “step-up and -down” through the rental market.*

Step-up/down support is a critical factor in projecting absorption because it directly measures the depth of potential support from the households most likely to move to the subject site. Step-up/down support is best expressed as a ratio of proposed units to potential support. A lower ratio indicates a deeper level of market support, while a higher ratio indicates a lower level of potential support from conventional renters.

Step-down support represents existing renters within the Site EMA who should perceive the proposed development as offering a greater value at a rent lower than or equivalent to their current rent. Typically, this value results from renters who would perceive the subject site as a higher-quality project at an equal or lower rent, or as a project of quality similar to their current unit but at a lower rent.

The step-down base includes all units with higher rents than the subject site, but lower or equivalent comparability index ratings within the Site EMA. At the proposed rent levels, the step-up/down support base totals 2,528 units. The proposed 150-unit development represents only 5.9% of the total step-up/step-down support base, an excellent ratio. A break down of step-up and-down support is shown in Table 2.4.

Table 2.5 displays where the projected support will come from for the proposed development and compares it to the typical make up of geographic support.

**TABLE 2.4: DISTRIBUTION OF STEP-UP/STEP-DOWN SUPPORT**

Unit Type	Step-Up Support	Step-Down Support	Total
One-Bedroom	950	434	1,384
Two-Bedroom	1,051	-	1,051
Three-Bedroom	93	-	93
<b>TOTAL</b>	<b>2,094</b>	<b>434</b>	<b>2,528</b>
Units Proposed	150		
Ratio of proposed units to potential step-up/step-down support base	5.9%		

**TABLE 2.5: GEOGRAPHIC SUPPORT**

	Typical Support	Anticipated Support
Internal Mobility		
Apartment	50%	55%
Other	20%	15%
External Mobility	30%	30%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

**MARKET POTENTIAL**

*There is an immediate demand for approximately 150 units within Downtown Farmington in the next 12 months with the potential of upwards of over 400 units in a 5 year period.*

The Farmington Effective Market Area is significantly underserved by upscale apartment units as demonstrated by very low vacancy rate and relatively high rents. According to the market assessment, Downtown Farmington has the ability to absorb an average of 11 to 12 units per month with the possibility of absorbing up to 14 to 16 units per month. With this market, 150 units can be supported in the first year. The market is also currently made up highly of older, often functionally obsolete apartment communities that lack the features current residents expect. With this in mind, it is clear

that Downtown Farmington could support an additional 400 to 500 units over the next 4- to 6-year period. In order to achieve these additional units, a wide range of product type, amenities, and rent ranges need to be supplied. This should also feature at least some of the product in a true mixed-use environment.

**TABLE 2.6: PROPOSED RESIDENTIAL DEVELOPMENT**

Unit Type	Number	Square Feet	Rents at Opening*	Rent Per Square Feet
One-Bedroom / 1.0 Bath Garden	36	725	\$975	\$1.35
Two-Bedroom / 2.0 Bath Garden	82	1,050	\$1,275	\$1.21
Three-Bedroom / 2.0 Bath Garden	18	1,200	\$1,500	\$1.25
Three-Bedroom / 2.5 Bath Townhouse Attached Garage	8	1,250	\$1,595	\$1.28
<b>TOTAL</b>	150			

\*2015

## 2.3 CURRENT DEVELOPMENT TRENDS

### MILLENNIALS + BOOMERS

Millennials (1981-1999) and Baby Boomers (1946-1964) make up the largest share of the nation's population (53% total). As a result, the trends for each of these generation groups have a large impact on the market. Baby Boomers value housing that is close to entertainment, retail, and medical services while Millennials look for locations that are diverse, walkable, and offer plentiful entertainment and employment opportunities. Baby Boomers prefer to live in Small Towns/Rural locations or Suburbs while Millennials prefer suburban city living.

### PLACE FIRST

Current trends indicate a swing in how individuals choose where to live. A growing number of Millennials choose where

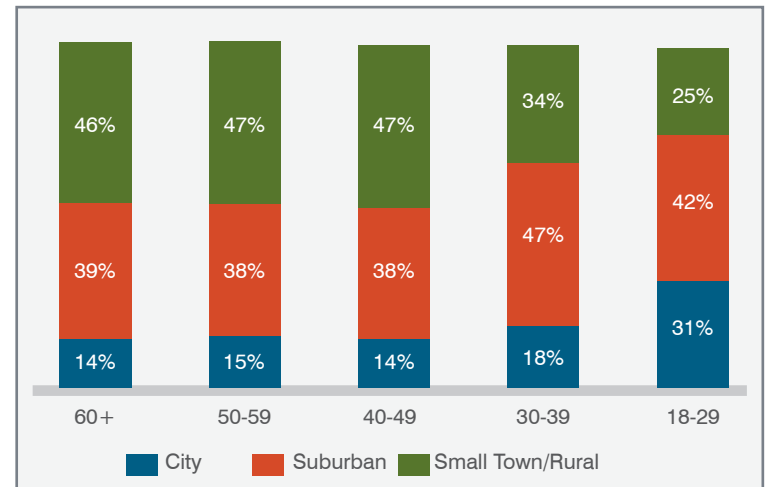
they want to live first and then resolve the logistics of finding employment and housing in their desired location. Millennials seek destinations that offer a superior quality of life and ample amenities. They have a preference for in-town areas and inner suburbs that feature diversity and walkability in close proximity to jobs and entertainment. This is drastically different than past generations that first sought jobs and then moved to the location of their job. The result of this change is more competition for jobs and housing in popular urban areas that offer the desired amenities. A subsequent decrease in the desire to live in outlying suburbs, small towns, and rural areas follows as these locations lack the sought-after amenities and have less abundant opportunities for employment.

**TABLE 2.7: NATIONAL POPULATION BY AGE GROUP**

Generation	Born	2010 Age	2010 Population	2010 Percent of Nation
Eisenhowers	Before 1946	64+	41 million	13%
Baby Boomers	1946-1964	45-64	80 million	26%
Gen X	1965-1980	29-45	62 million	20%
Gen Y (Millennials)	1981-1999	1981-1989	85 million	27%
Gen Z (?)	2000 and After	0-10	42 million	14%

Source: ?

**TABLE 2.8: LIVING AREA BY AGE GROUP**



Source: 2011 National Community Preference Survey, National Association of Realtors, March 2011



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## **LENDING ENVIRONMENT**

Lending regulations have become markedly stricter allowing only the most qualified applicants access to financial resources, thus making it difficult to procure the financial resources needed to purchase and maintain a property.

## **BUYING VS. RENTING**

While owning a home may be desired by some, current trends indicate that many individuals are more inclined to rent instead. Buying can offer a greater return on investment over time, but also carries a significant amount of financial risk as well as maintenance over time. Renting often does not carry the financial risk or maintenance of owning property. Longevity is also an important factor in determining whether to buy or rent. While owning typically involves a long-term commitment from the buyer, renting can offer short or long term living solutions and allows tenants the flexibility to move when desired or needed.

## **HOUSEHOLD STRUCTURE**

As household population and structure evolve over time, subsequent changes in housing needs become apparent. The average family size in 2010 was 2.39 individuals per household. This number has decreased over time due to the large percentage of the population made up of Baby Boomers and Millennials that have smaller households than past generations. Many Baby Boomers are within the age range that they no longer have dependents living with them and many Millennials have not yet established families. This decrease in family size decreases the desire for large single-family homes that can accommodate a larger family and drives up the need for smaller, more versatile housing. Large single-family homes in

suburbs where an abundance of land is available are no longer the norm and there is a need for a variety of housing sizes and types to accommodate forward trends in household structure.

## **HEALTHY AND SUSTAINABLE**

Healthy and sustainable initiatives can enhance the overall quality of life in a community and will attract talented individuals and high-quality investment. Such initiatives may include investment in park space, trails, and community amenities that promote a healthy lifestyle. Passive and active greenspaces can spur economic development not only by enhancing the quality of life for residents, but also by attracting regional visitors to signature outdoor parks and amenities.

## **WALKABILITY + CONNECTIVITY**

An emphasis on a complete transportation system allows people to easily travel by foot, bicycle, transit, or car. Factors that influence walkability include pedestrian facilities such as sidewalks, cross walks, and wayfinding and signage. Bicycle connectivity is influenced by bike lanes and/or on-street sharrows, multi-use paths, and bicycle storage facilities. Public transit allows individuals to connect to both local and regional destinations. Communities that are easily navigable on foot are desired as more Millennials want to live in close proximity to employment and entertainment options and the ease and convenience of walkable and well-connected communities is preferred.







## 03 DEVELOPMENT PLAN

### INTRODUCTION

The development plan paints the picture for the redevelopment potential and vision of specific areas in Downtown Farmington. The concepts displayed on the following pages are based on ideas that stemmed from the Vision Plan and informed by the market assessment. The main goals of the development plan is to create a better connected and economically viable Downtown while adding residents and continuing to beautify the area.

At the core of the development plan are principles that promote the existing assets of Downtown while improving connectivity, character, and community. These principles call for the addition of residential property into the downtown and an increase in opportunity for social interaction, recreation, and new commercial activity.

Through these and other principles the Plan blends public and private uses, recreational activity, integrated indoor and outdoor spaces, and a state-of-the-art park that advances the public realm and expresses innovation and embodies the spirit of Farmington.

The Plan is defined by these six development principles. These principles express the desired outcome of future development in simple terms. The principles informed the development of the concept concepts and guidelines.

Design concepts are also shown for each section of the development area. These concepts are supported by high-quality graphics and development data that breaks down the programming of the area.





## 03 DEVELOPMENT PLAN

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### 3.1 PRINCIPLES

The design principles developed for this Plan build on the vision of the Farmington Vision Plan, and integrate the goals and principles of good urban design to create a successful downtown. The market analysis, current trends and existing conditions also inform the direction of the Plan and the principles to create a document that is practical and realistic. These principles were used to guide the development of the design concepts for each of the subareas.



#### **1. COMPLEMENT THE HISTORIC DOWNTOWN**

All future development and redevelopment should complement the historic and pedestrian orientation of downtown Farmington. Buildings along Grand River Avenue should be set close to the street, with commercial uses located on the ground floor. The streetscape should provide comfort and safety to pedestrians while providing an atmosphere conducive to an economically and socially vibrant district.



#### **2. LEVERAGE THE ROUGE RIVER TO CREATE A DISTINCT AND DYNAMIC PUBLIC PARK**

The Rouge River provides a considerable opportunity to create parkland that can become the recreation hub for Farmington. This area should offer an array of activities for all age groups that take advantage of the proximity to the Rouge River, while being convenient and accessible from the downtown.



#### **3. INTEGRATE RESIDENTIAL INTO THE EXISTING DOWNTOWN**

As outlined within the Farmington Vision Plan, a variety of residential uses and densities have been suggested within the downtown area. To create a vibrant and successful downtown, residential was, and continues to be, an essential element in creating a sustainable, safe, and prosperous district.



#### **4. CREATE A CONTINUOUS SYSTEM OF PEDESTRIAN ORIENTED ENVIRONMENTS**

Creating both physical and social connections is important when planning a site within an existing neighborhood and district. This principle is about enhancing existing connections, and creating new ones that connect individual projects and areas with existing strengths to create a continuous district environment. This requires careful attention to how the site relates to the street and public spaces, as well as the coordinated design of future public spaces.



#### **5. PROMOTE A QUALITY ARCHITECTURAL CHARACTER WITH BUILDINGS AND FEATURES SCALED TO THE PEDESTRIAN**

One common characteristic of the downtown is the acknowledgement of the public realm along the street. The orientation of the buildings should be one of the core design principles for this area. Pocket parks, plazas, stoops, and views from the building to the street should be considered as part of the architectural character of the district.



#### **6. CREATE FURTHER OPPORTUNITIES FOR ECONOMIC DEVELOPMENT**

Downtown Farmington should create an atmosphere where businesses are able to grow and thrive, bringing jobs and economic benefit to the City. Creating a social, commercial, and recreational destination for residents, reinforced with an additional base of residential support within a close walking distance will further establish the downtown as a successful center of commerce.

## 03 DEVELOPMENT PLAN

### DEVELOPMENT AREA A+B

#### DEVELOPMENT CONCEPT

A dynamic mixed-use development that enhances the economic competitiveness of the downtown, creates new opportunities for entertainment and gathering, expands housing choices, and bridges the gap between Grand River Avenue and Shiawassee Park.

#### PROGRAM

- New parking areas (public and private)
- Mixed-use with a focus on residential
- Enhanced connections to Shiawassee Park
- Complement Riley Park
- Consider phased development scenario
- Embrace and enhance Grand River Avenue Streetscape
- Create new public spaces that promote social interaction
- Create something unique in the market place

FIGURE 3.1 SUBAREAS A+B - EXISTING CONDITION

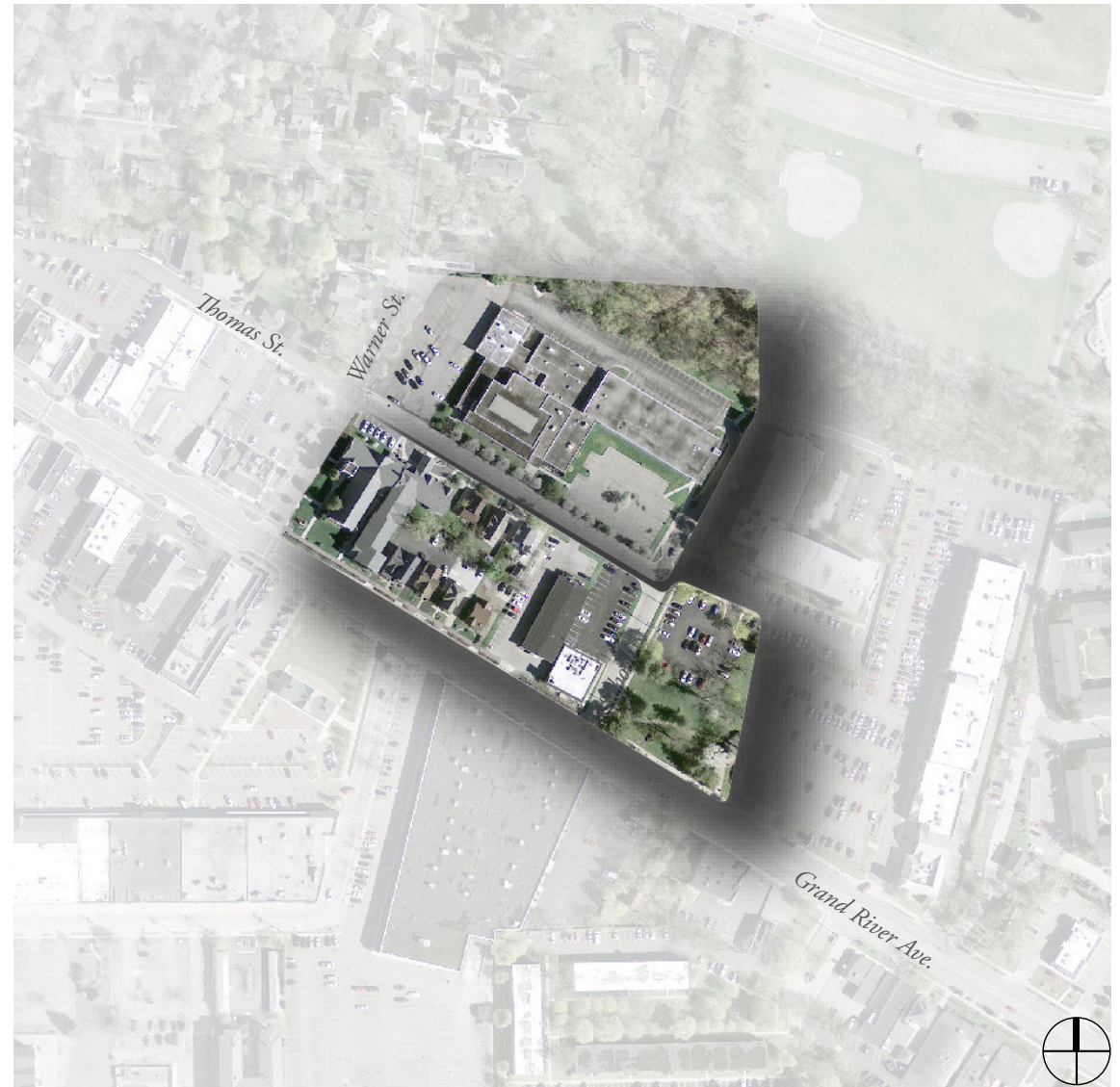




FIGURE 3.2: MIXED USE AND RESIDENTIAL CHARACTER IMAGES





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA A+B - OPTION 1

### DEVELOPMENT CONCEPT

Option 1 includes a parking garage adjacent to the primary building, but allows it to be hidden from the view of Grand River Avenue and adjoining residential neighborhood through a row of townhomes. A pedestrian alley connects the building to Grand River Avenue and the proposed park within Subarea C.

### SITE DATA - OPTION 1

Retail Area: 12,000 sq.ft.  
M.F. Residential: 122 d.u.

#### Parking Required

Retail: 4/1000 sf. 48 sp.  
Residential: 1.5/du. 183 sp.

#### Parking Provided

Structured: 203 sp.  
Surface: 76 sp.  
On-street: 11 sp.  
Town House 18 sp.

Total Required: 231 sp. Total Provided: 308 sp.

### LEGEND

1. 1st Floor Retail, 2nd Floor Residential
2. 2-Story Residential
3. 3-Story Residential
4. 3-Level Parking Garage
5. Apartment Building Courtyard
6. Pedestrian Corridor
7. Public Park Improvements
8. Surface Parking
9. 2-Story Townhomes

FIGURE 3.3: A+B OPTION 1





## DEVELOPMENT AREA A+B - OPTION 2

### DEVELOPMENT CONCEPT

Option 2 integrates a single parking deck within the primary building, hidden from the view of Grand River Avenue. The concept adds additional townhomes to the west of the site, while maintaining pedestrian connectivity to the proposed park within Subarea C. First floor commercial fronts Grand River Avenue to maintain the urban fabric and pedestrian atmosphere of Downtown Farmington.

### SITE DATA - OPTION 2

Retail Area: 14,100 sq.ft.  
M.F. Residential: 149 d.u.

#### Parking Required

Retail: 4/1000sf 57 sp.  
Residential: 1.5/du. 224 sp.

Total Required: 281 sp.

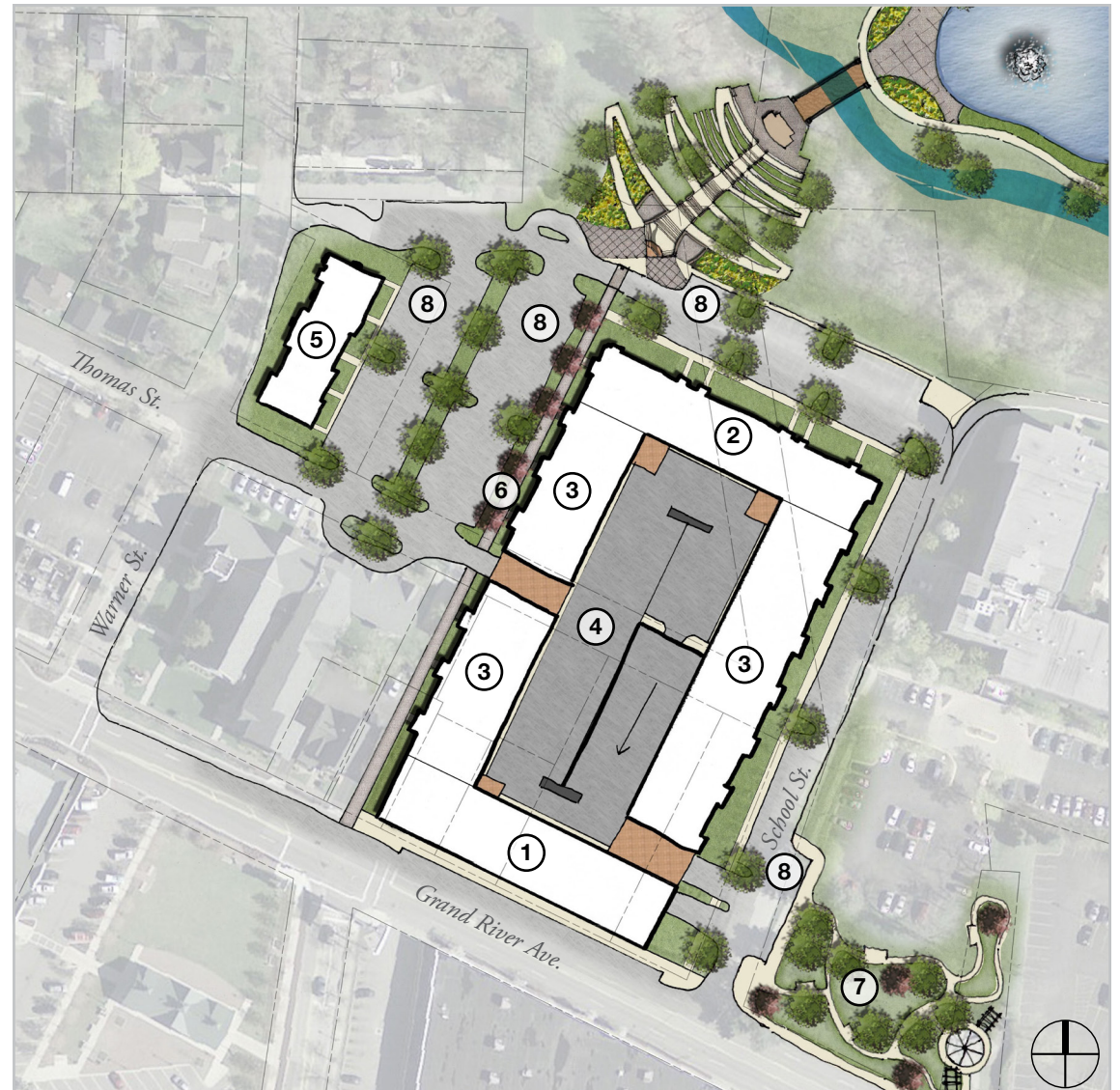
#### Parking Provided

Structured: 197 sp.  
Surface: 138 sp.  
On-street: 11 sp.  
Total Provided: 346 sp.

### LEGEND

1. 1st Floor Retail, 2nd Floor Residential
2. 2-Story Residential
3. 3-Story Residential
4. 2-level Parking Deck
5. 2-Story Townhomes
6. Pedestrian Corridor
7. Public Park Improvements
8. Surface Parking

FIGURE 3.4: A+B OPTION 2





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA A+B - OPTION 3

### DEVELOPMENT CONCEPT

Option 3 retains the courtyard within the building center, while removing all structured parking on-site. All parking is provided as surface lots. This configuration results in the least amount of retail space and lowest residential unit count of any of the options.

### SITE DATA - OPTION 3

Retail Area: 12,000 sq.ft.  
M.F. Residential: 113 d.u.

#### Parking Required

Retail: 4/1000 sf. 48 sp.  
Residential: 1.5/du. 170 sp.

#### Parking Provided

Structured: n/a  
Surface: 302 sp.  
On-street: 11 sp.

Total Required: 218 sp. Total Provided: 313 sp.

### LEGEND

1. 1st Floor Retail, 2nd Floor Residential
2. 2-Story Residential
3. 3-Story Residential
4. Apartment Building Courtyard
5. Pedestrian Corridor
6. Parking

FIGURE 3.5: A+B OPTION 3





## DEVELOPMENT AREA A+B - OPTION 4

### DEVELOPMENT CONCEPT

Option 4 moves the parking garage to the east side of the site and adds residential units to the west portion of the site. The center residential courtyard is retained, and pedestrian access to and from the street and the park is maintained with the pedestrian walkway.

### SITE DATA - OPTION 4

Retail Area: 17,300 sq.ft.  
M.F. Residential: 121 d.u.

#### Parking Required

Retail: 4/1000 sf. 69 sp.  
Residential: 1.5/du. 181 sp.

#### Parking Provided

Structured: 203 sp.  
Surface: 130 sp.  
On-street: 11 sp.

Total Required: 250 sp. Total Provided: 344 sp.

### LEGEND

1. 1st Floor Retail, 2nd Floor Residential
2. 2-Story Residential
3. 3-Story Residential
4. 2-Story Townhomes
5. 3-Level Parking Garage w/ 1st Floor Retail
6. Apartment Building Courtyard
7. Pedestrian Corridor
8. Parking

FIGURE 3.6: A+B OPTION 4



# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA A+B - OPTION 5

### DEVELOPMENT CONCEPT

Option 5 leaves the properties along Grand River Avenue in place and shows how a redevelopment of the site to the north can occur. A structured parking core is wrapped by four-stories of flats. Townhomes are located to the west of the site, and provide parking under the structure. The buildings form a pedestrian corridor that leads to the entrance of the park amphitheater.

### SITE DATA - OPTION 5

M.F. Residential: 112 d.u.  
Townhomes: 17 d.u.  
Total: 129 d.u.

#### Parking Required

Residential: 1.5/du. 168 sp.  
Townhomes: 2/du. 34 sp.  
Total Required: 202 sp.

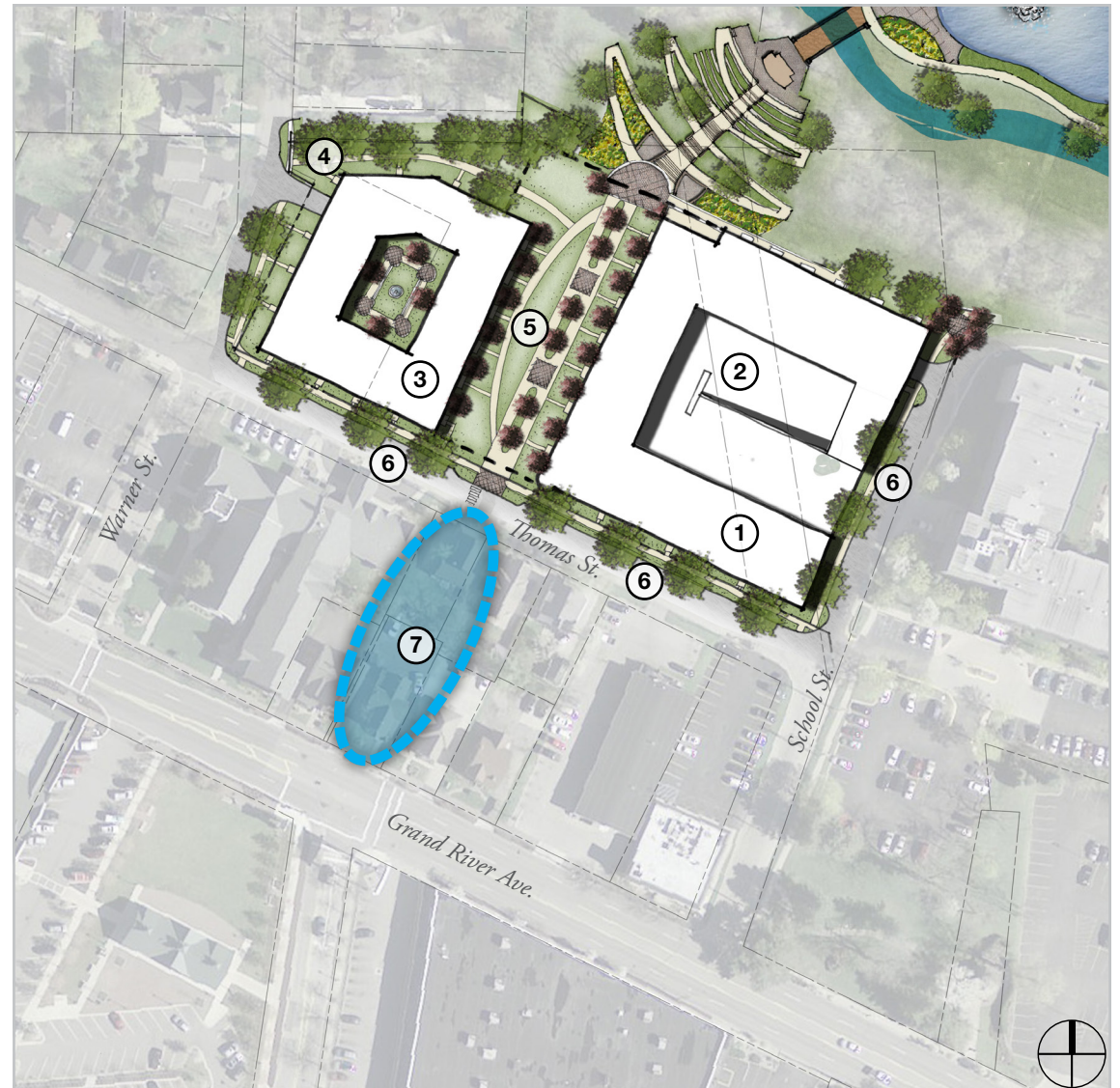
#### Parking Provided

Structured: 203 sp.  
On-street: 25 sp.  
Surface 34 sp.  
Total Provided: 262 sp.

### LEGEND

1. 4-Story Residential
2. 3-Level Parking Core
3. 2-Story Townhomes
4. Lower-Level Parking
5. Pedestrian Corridor
6. On-Street Parking
7. Connection (pedestrian / vehicular)

FIGURE 3.7: A+B OPTION 5





## DEVELOPMENT AREA A+B - OPTION 6

### DEVELOPMENT CONCEPT

Option 6 leaves the properties along Grand River Avenue in place and shows how a multifamily building to the north could be developed. Three levels of structured parking are placed to the west, serving both the park and the residential.

### SITE DATA - OPTION 6

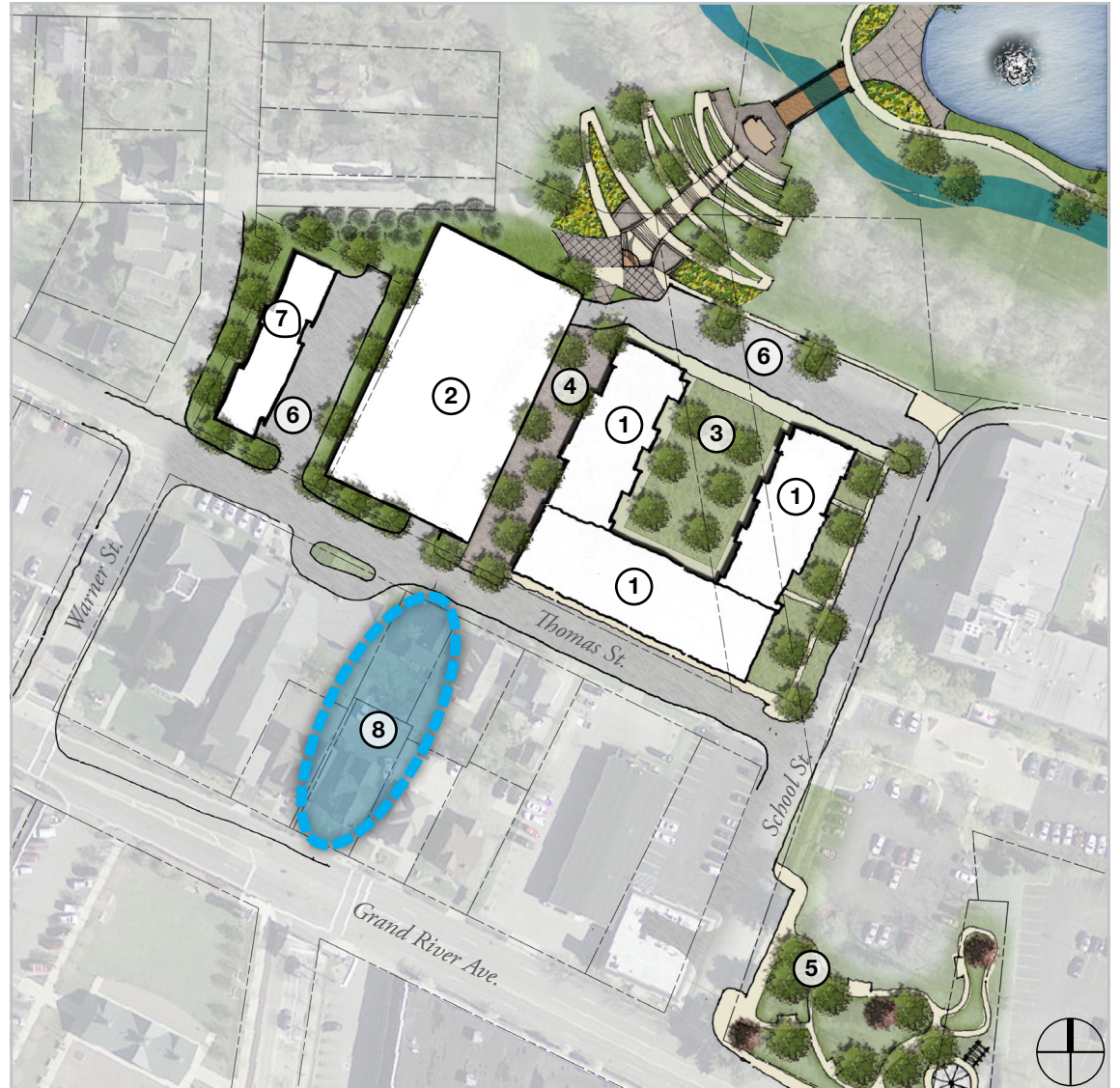
M.F. Residential:	112 d.u.
Townhomes:	6 d.u.
Total:	118 d.u.

Parking Required		Parking Provided	
Residential: 1.5/du.	168 sp.	Structured:	312 sp.
Townhomes: 2/du.	12 sp.	On-street:	70 sp.
		Townhouse	12 sp.
Total Required:	180 sp.	Total Provided:	394 sp.

### LEGEND

1. 4-Story Residential
2. 3-Level Parking Garage
3. Apartment Building Courtyard
4. Pedestrian Corridor
5. Public Park Improvements
6. Surface Parking
7. 2-Story Townhomes
8. Connection (pedestrian / vehicular)

FIGURE 3.8: A+B OPTION 6



## 03 DEVELOPMENT PLAN

### 1.3 SUBAREA C

A dynamic park that enhances community connections, embraces the natural setting, and creates new opportunities for social gathering, recreation and entertainment.

#### PROGRAM

- Formal water feature (splash pad, fountains, water wall, etc.)
- Natural water feature
- Playground
- Multiple programming elements
- Amphitheater / Water wall and climbing wall / Lawn seating area
- Entry plaza / drop-off zone
- Picnic shelter
- Frisbee golf
- Multi-use trail
- Enhance connections (neighborhoods, downtown, Shiawassee Road, etc.)

#### SITE DATA

Site area: +/- 24.3 Acres

#### COST ESTIMATE

Preliminary cost estimate for the project concept is estimated between 4.3 and 5.3 million dollars.



*The development concept for Shiawassee Park was built around the history of the area, existing natural features, and the desired programming as identified by the City and community through the planning process.*

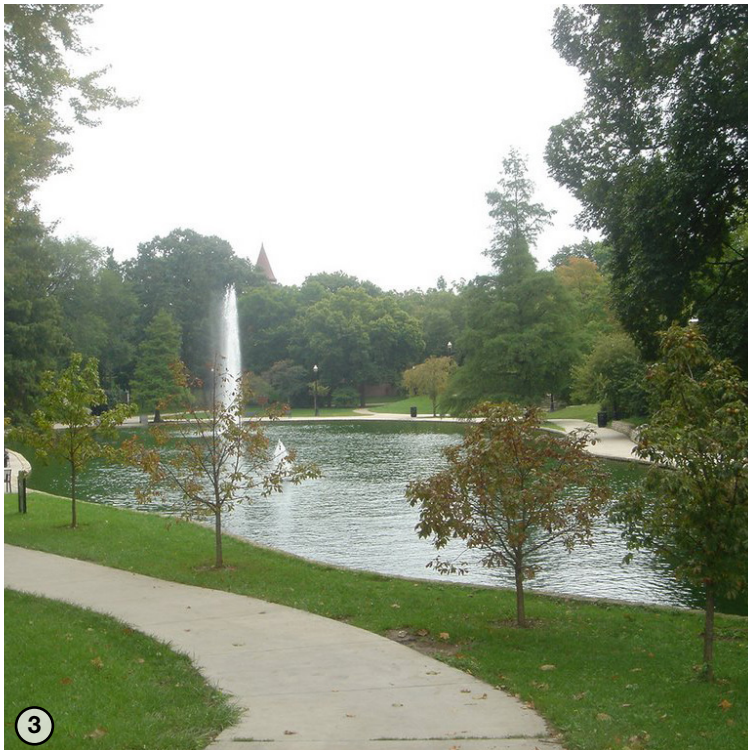


FIGURE 3.9: SUBAREA C - EXISTING CONDITION





# 03 URBAN DESIGN FRAMEWORK PLAN



## LEGEND

1. Parking
2. Bridge Plaza
3. Pond
4. Water Play Area
5. Sand Pit Area
6. Earth Mounds
7. Existing Playground
8. Climbing Walls & Slides
9. Pony Baseball Field - 80' Baseline
10. Little League Baseball Field - 60' Baseline
11. Picnic Shelter Zone
12. Open Space & 9 Hole Frisbee Golf Course
13. Drop-Off & Plaza
14. Upper Plaza with Stairs and Ramp Connection to Baseball Diamond Plaza
15. Baseball Diamond Plaza for Spectators
16. Open Space
17. Drop-Off
18. Pedestrian Pathways
19. New Pedestrian Bridge
20. Amphitheater with Stage & ADA Access to Park



FIGURE 3.10: AREA C CONCEPT DESIGN





# 03 DEVELOPMENT PLAN

## 1.3 SUBAREA C

A variety of programming and activities has been incorporated into the design of the park. Starting from the west, a switchback ramp climbs down the hillside and transitions into an amphitheater with seating. A pedestrian bridge crosses the Rouge River, meeting a pond with an overlook on the other side. To the south of the pond, a number of children's playground activities has been designed, including a sand pit, splash pad, climbing wall, slides, and various climbing hills. The existing playground equipment has been preserved and enhanced with landscaping. Following east from the playground are two baseball fields accessible from the parking lots above via a switchback ramp. The orientation of the fields below the parking lots allows for the viewing of games from a higher vantage point than usually provided. South of the baseball fields (not shown on this page) are a cluster of picnic shelters and a 9-hole frisbee golf field.

The core of the entire park is surrounded and crossed by a series of walking trails that give access to all programming elements of the park, while allowing views of the Rouge River.

FIGURE 3.11: AMPHITHEATER

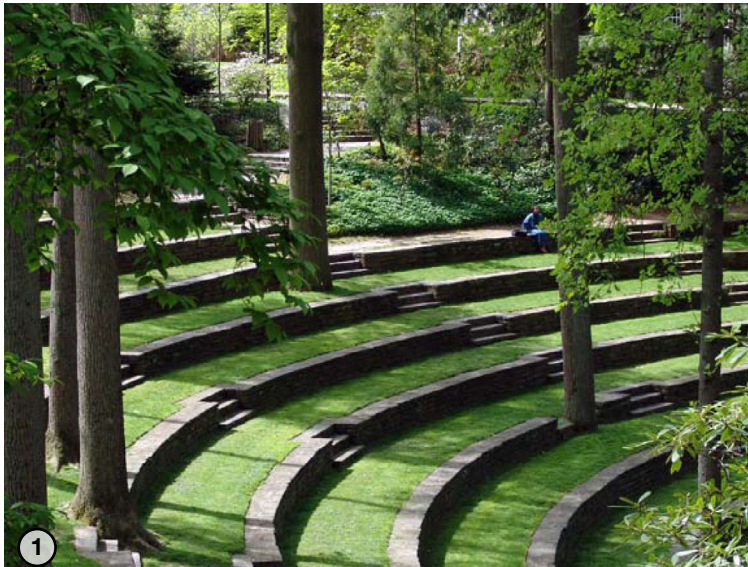




FIGURE 3.12: PARK DETAILS





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA D

### DESCRIPTION

A unique medium density residential development that integrates existing natural features and areas that enhances the character and connections within the Shiawassee Road Corridor

### PROGRAM

- Medium density residential uses
- Maintained existing sledding hill
- Wooded area
- Greenspace connections to natural areas and Shiawassee Park
- Improved intersection to create a gateway
- Context sensitive design

FIGURE 3.13: SUBAREA D - EXISTING CONDITION







**SITE DATA - OPTION 1**

Site Area: +/- 18.8 Acres  
 M.F. Residential: 120 d.u.

Parking Required

Residential: 1.5/du. 180 sp.

Parking Provided

Surface: 240 sp.

Total Required: 180 sp. Total Provided: 240 sp.

**LEGEND**

1. 1-2 Story Residential Townhomes w/ Garage 8 Units / Building
2. 2-3 Story Residential 12 Units / Building
3. Pool
4. Community Pavilion / Fire pit
5. Existing Sledding Hill
6. Existing Wooded Area
7. Future public parking and improved recreational space
8. Proposed intersection enhancements (pedestrian crossing and aesthetics)

FIGURE 3.14: AREA D CONCEPT DESIGN





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA E

### DESCRIPTION

An area that incorporates a mix of uses and functions as a transitional district between the Downtown and Power Road. This transitional area should function as an entrance to the Downtown, and work to connect the Grand River Avenue, Downtown, and the newly designed Shiawassee Park. Future development in this area should integrate multiple modes of transportation with an emphasis on walkability and connections to and from surrounding residential areas.

Architecture and site planning elements should incorporate views into the parklands from the buildings and the street, encouraging building siting location along the Rouge River. Setbacks should be minimal with parking to the side and rear of the building to enhance and reinforce the streetscape, and the adjacent river corridor.

### PROGRAM

- A mix of uses, with an emphasis on office and residential
- Enhanced streetscape and gateway features
- Connections to Shiawassee Park
- Integrated green and public spaces both in the public and private realm
- High-quality architectural with a focus on traditional and natural materials





FIGURE 3.15: SUBAREA E - EXISTING CONDITION





### PRINCIPLES - DEVELOPMENT AREA E

The design principles developed for this Plan build on the vision of the Farmington Vision Plan, and integrate the goals and principles of good urban design to create a successful downtown. The market analysis, current trends and existing conditions also inform the direction of the Plan and the principles to create a document that is practical and realistic. These principles were used to guide the development of the design concepts for each of the subareas.



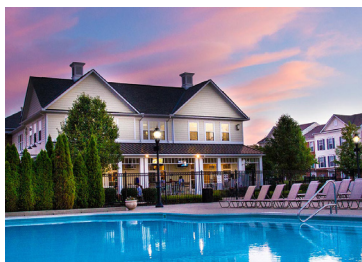
#### **1. COMPLEMENT THE HISTORIC DOWNTOWN**

Future development and redevelopment within the focus area should complement the historic and pedestrian orientation of downtown Farmington. Buildings along Grand River Avenue should be set close to the street, with commercial uses located on the ground floor. The streetscape should provide comfort and safety to pedestrians while providing an atmosphere conducive to an economically and socially vibrant district.



#### **2. LEVERAGE THE ROUGE RIVER AS AN AMENITY FOR DEVELOPMENT**

The Rouge River provides a considerable opportunity to for outdoor public space and scenic views from the focus areas. Every effort should be made to orient parking away from view of the river, and orient buildings and public for maximum visibility.



#### **3. INTEGRATE RESIDENTIAL INTO THE EXISTING DOWNTOWN**

As outlined within the Farmington Vision Plan, a variety of residential uses and densities have been suggested within the downtown area. To create a vibrant and successful downtown, residential was, and continues to be, an essential element in creating a sustainable, safe, and prosperous district. The focus area provides substantial opportunity for additional residential options.



#### **4. CREATE A CONTINUOUS SYSTEM OF PEDESTRIAN ORIENTED ENVIRONMENTS**

Creating both physical and social connections is important when planning a site within an existing neighborhood and district. Enhancing pedestrian connectivity to adjacent areas, as well as offering public space along those connections will benefit users of the focus areas, and ultimately the City as a whole.



#### **5. PROMOTE A QUALITY ARCHITECTURAL CHARACTER WITH BUILDINGS AND FEATURES SCALED TO THE PEDESTRIAN**

One common characteristic of the downtown is the acknowledgement of the public realm along the street. The orientation of the buildings should be one of the core design principles for this area. Pocket parks, plazas, stoops, and views from the building to the street and Shiawassee Park should be considered as part of the architectural character of the district.



#### **6. CREATE FURTHER OPPORTUNITIES FOR ECONOMIC DEVELOPMENT**

Downtown Farmington should create an atmosphere where businesses are able to grow and thrive, bringing jobs and economic benefit to the City. Creating a social, commercial, and recreational destination for residents, reinforced with an additional base of residential support within a close walking distance will further establish the downtown as a successful center of commerce.



## 03 DEVELOPMENT PLAN

### DEVELOPMENT AREA

#### EXISTING CONDITIONS

Properties within the development area are primarily automotive and small commercial developments. With many disjointed properties and a lack of uniformity in development character, this area does not create a cohesive corridor or quality urban form along Grand River Avenue. Additionally, Shiawassee River and Shiawassee Park abutting the site to the north are community assets. Residential and commercial uses would better complement and utilize these natural features and neighborhood amenities.

#### DEVELOPMENT CONCEPT

Mixed-use developments that enhances the economic competitiveness along Grand River Avenue expands housing choices, utilizes Shiawassee River's scenic views, and enhances connection between Grand River Avenue and Shiawassee Park were considered and two preferred concepts proposed as a part of this plan.

#### PROGRAM

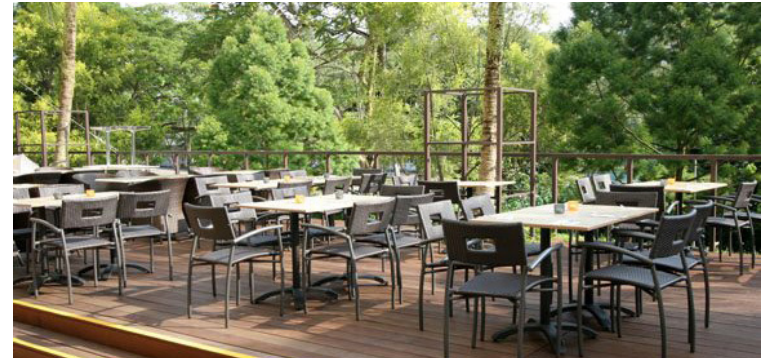
- Mixed-use development options
- Expand housing choices
- Development that capitalizes on views of the Shiawassee River
- Embrace and enhance Grand River Avenue Streetscape
- Create new public spaces that promote social interaction
- Create something unique in the market place

FIGURE 3.16 SUBAREA E - EXISTING CONDITION





FIGURE 3.17: MIXED USE AND RESIDENTIAL CHARACTER IMAGES





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA E CONCEPT 1

### DEVELOPMENT CONCEPT

The design for Concept 1 takes advantage of the site's high visibility of Grand River Avenue and its proximity to Shiawassee Park to create a development that adds additional residential and commercial density in close proximity to Downtown Farmington. Two podium-parked residential buildings front Grand River Avenue streetscape, while providing views of the adjacent park with additional commercial added to the west.

### DEVELOPMENT DATA - CONCEPT 1

Retail Area: 8,185 sq.ft.  
M.F. Residential: 107 d.u.

<u>Parking Required</u>		<u>Parking Provided</u>	
Retail: 4/1000 sf.	33 sp.	Surface (Retail):	40 sp.
Residential: 1.5/du.	161 sp.	Surface (Res):	23 sp.
		Podium:	138 sp.
Total Required:	194 sp.	Total Provided:	201 sp.

### LEGEND

- 1- Story Commercial
- Outdoor Deck
- Restaurant / retail (existing structure)
- 2-3 Story Residential with Podium Parking
- Apartment Building Courtyard & Pool
- 2-3 Story Residential with Podium Parking
- Corner Plaza
- Shiawassee River
- Shiawassee Park

FIGURE 3.18: CONCPET 1





## DEVELOPMENT AREA E CONCEPT 2

### DEVELOPMENT CONCEPT

The design for Concept 2 takes advantage of the site's high visibility of Grand River Avenue and its proximity to Shiawassee Park to create a development that adds additional residential and commercial density in close proximity to Downtown Farmington. This concept calls for removal of an existing residential structure to accommodate new commercial development opportunities. Two podium-parked residential buildings front Grand River Avenue streetscape, while providing views of the adjacent park with additional

### DEVELOPMENT DATA - CONCEPT 2

Retail Area: +/- 13,500 sq.ft.  
M.F. Residential: 107 d.u.

<u>Parking Required</u>		<u>Parking Provided</u>	
Retail/Comm.:	4/1000 sf. 54 sp.	Surface (Retail):	54 sp.
Residential:	1.5/du. 161 sp.	Surface (Res):	23 sp.
		Podium:	138 sp.
Total Required:	215 sp.	Total Provided:	215 sp.

### LEGEND

1. 1- Story Commercial
2. Outdoor Deck
3. 2-3 Story Residential with Podium Parking
4. Apartment Building Courtyard & Pool
5. 2-3 Story Residential with Podium Parking
6. Corner Plaza
7. Shiawassee River
8. Shiawassee Park

FIGURE 3.19: CONCEPT 2





# 03 DEVELOPMENT PLAN

## DEVELOPMENT AREA E CONCEPT 3

### DEVELOPMENT CONCEPT

Concept 3 shows how a number of commercial buildings can be integrated into a development pattern that takes advantage of the views of Shiawassee Park to the north. Parking has been kept at a maximum of one-bay wide to reduce its overall impact on the streetscape. An anchor building located at the southeast corner of the development is situated to front the street with activity, while offering an opportunity for residential on the upper floors.

### DEVELOPMENT DATA - CONCEPT 3

Retail Area: 37,415 sq.ft.  
M.F. Residential: 11 d.u.

<u>Parking Required</u>		<u>Parking Provided</u>	
Retail:	4/1000sf 150 sp.	Surface:	169 sp.
Residential	1.4/du. 33 sp.		
Total Required:	183 sp.	Total Provided:	169 sp.

### LEGEND

- 1. Commercial / Office
- 2. Restaurant / retail (existing structure)
- 3. Plaza
- 4. Outdoor Deck
- 5. 2-Story Mixed Use
- 6. Corner Plaza
- 7. Shiawassee River
- 8. Shiawassee Park

FIGURE 3.20: CONCEPT 3





## DEVELOPMENT AREA E CONCEPT 4

### DEVELOPMENT CONCEPT

Concept 4 shows how a number of commercial buildings can be integrated into a development pattern that takes advantage of the views of Shiawassee Park to the north. Parking has been kept at a maximum of one-bay wide to reduce its overall impact on the streetscape, while utilizing shared parking between the commercial and residential to lower the overall parking needs. This concept calls for removal of an existing residential structure to accommodate new commercial development opportunities. An anchor building located at the southeast corner of the development is situated to front the street with activity, while offering an opportunity for residential on the upper floors.

### DEVELOPMENT DATA - CONCEPT 4

Commercial Area: 43,000 sq.ft.  
M.F. Residential: 11 d.u.

#### Parking Required

Retail: 4/1000sf 172 sp.  
Residential 1.4/du. 33 sp.

#### Parking Provided

Surface: 173 sp.

Total Required: 205 sp. Total Provided: 173 sp.

### LEGEND

1. Commercial / Office
2. Plaza
3. Outdoor Deck
4. 2-Story Mixed Use
5. Corner Plaza
6. Shiawassee River
7. Shiawassee Park

FIGURE 3.21: CONCEPT 4







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