



IMAGINE FARMINGTON

Downtown Master Plan
2016

DOWNTOWN



FARMINGTON
Downtown Development Authority



The City of
FARMINGTON
Founded 1824



OHM
Advancing Communities®

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Special thanks to the steering committee, stakeholders and all who contributed to the realization of this Plan.

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Farmington
Historic
District

Founded 1824



1.0

Introduction

- 1.1 About the Plan
- 1.2 Project Design
- 1.3 Project Study Area
- 1.4 Background
- 1.4 Planning Process
- 1.6 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 its 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.



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

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.

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).

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.

Invent

Using the vision that had been established and the information gathered, ideas were generated for public space improvements and targeted investment.

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.







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, low-cost 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. Average-income 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 multi-unit 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 eco-efficient 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

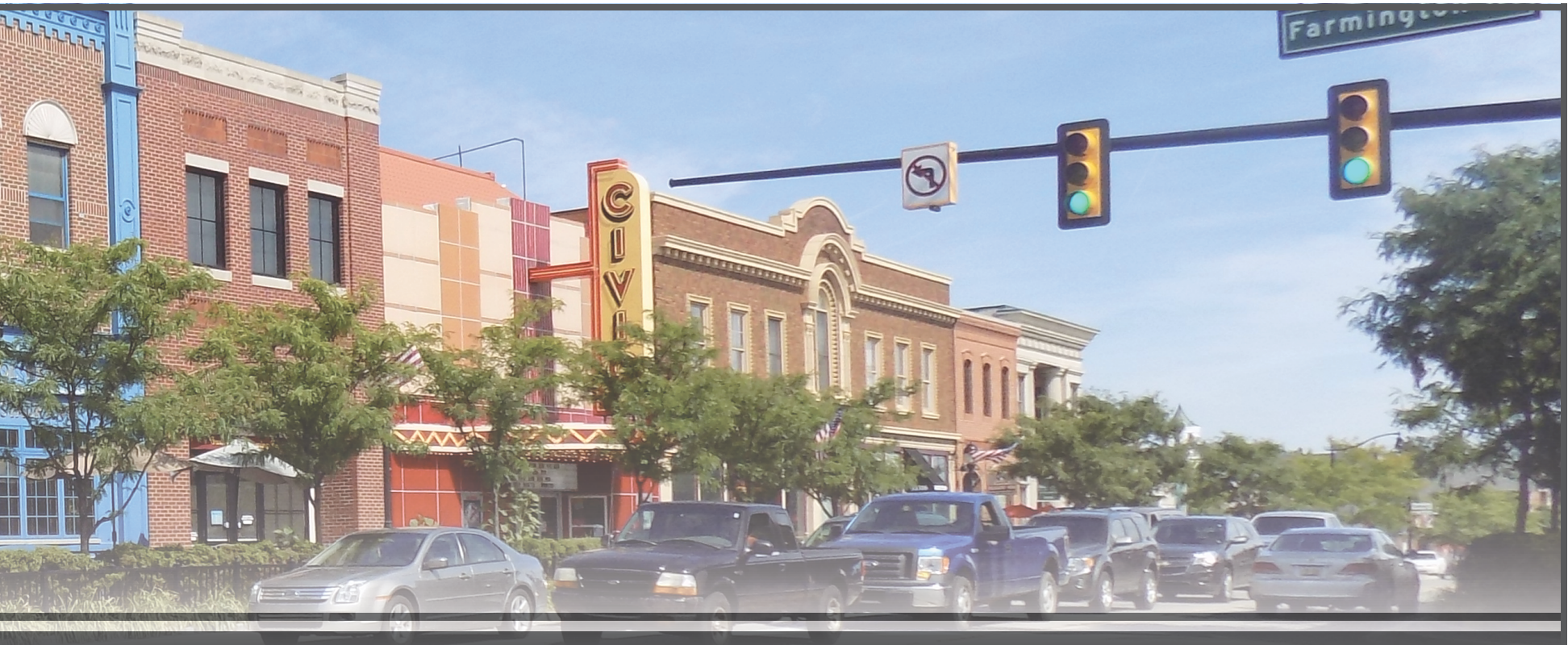
Population		
Total Population	10,372	2010
Households	4,836	2010
Average Family Size	2.92	2010

Housing		
Owner Occupied	62.20%	2010
Renter Occupied	37.80%	2010
Medium Home Value	\$152,600	2014

Income		
Median Household Income	\$58,908	2014
Average Household Income	\$78,428	2014
Per Capita Income	\$35,529	2014

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





3.0

What We Heard

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

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.

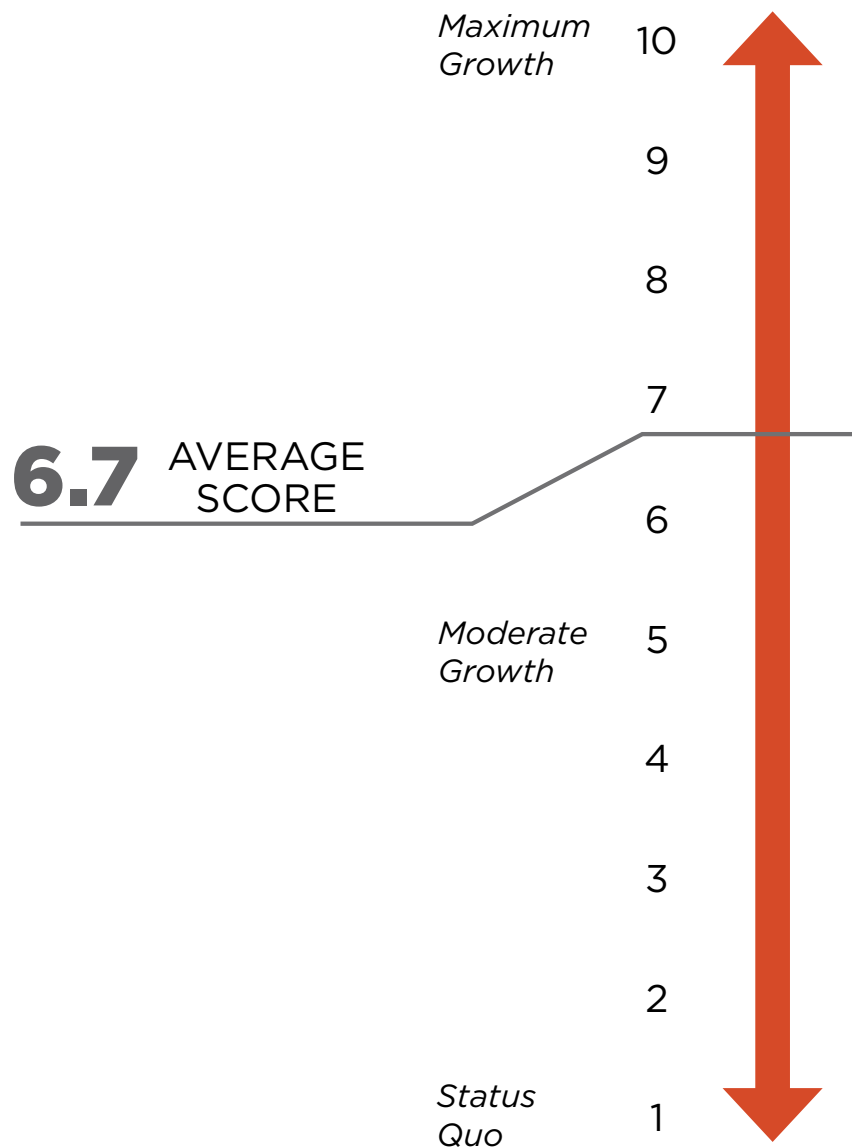
To determine where to grow various sites/ areas around the community were identified as growth opportunities, the Downtown area, and specifically the Maxfield Training Center and surrounding properties were identified has a high priority for new development.



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.



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...

The city's infrastructure was the "smartest" in Metro Detroit.

in Downtown Farmington

farmingtonplan2016.weebly.com

What if...

everything was connected - the downtown to the river to the park to the neighborhoods and the daytime activities & evening park activities.

in Downtown Farmington

farmingtonplan2016.weebly.com

What if...

MANY PEOPLE WANTED TO LIVE, EAT, LEARN AND PLAY

in Downtown Farmington

farmingtonplan2016.weebly.com

What if...

INCREASED DENSITY ON SOUTH SIDE OF GRAND RIVER. EXTENDS DENSITY / DOWNTOWN EXPERIENCE EAST BEYOND GROVE

in Downtown Farmington

farmingtonplan2016.weebly.com

What if...

Revitalized business mix. Unique destinations, not chains.

in Downtown Farmington

farmingtonplan2016.weebly.com

What if...

- + We had strong connectivity to Shriwasree Park from downtown
- + We had 400+ res. units in CBD
- + We had 20+ restaurants in town
- + we solve parking w/ autonomous vehicles

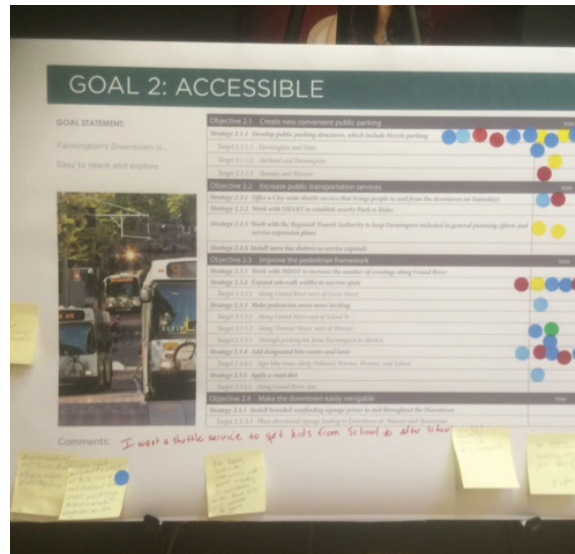
in Downtown Farmington

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.



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



DOWNTOWN



FARMINGTON

DOWNTOWN DEVELOPMENT AUTHORITY

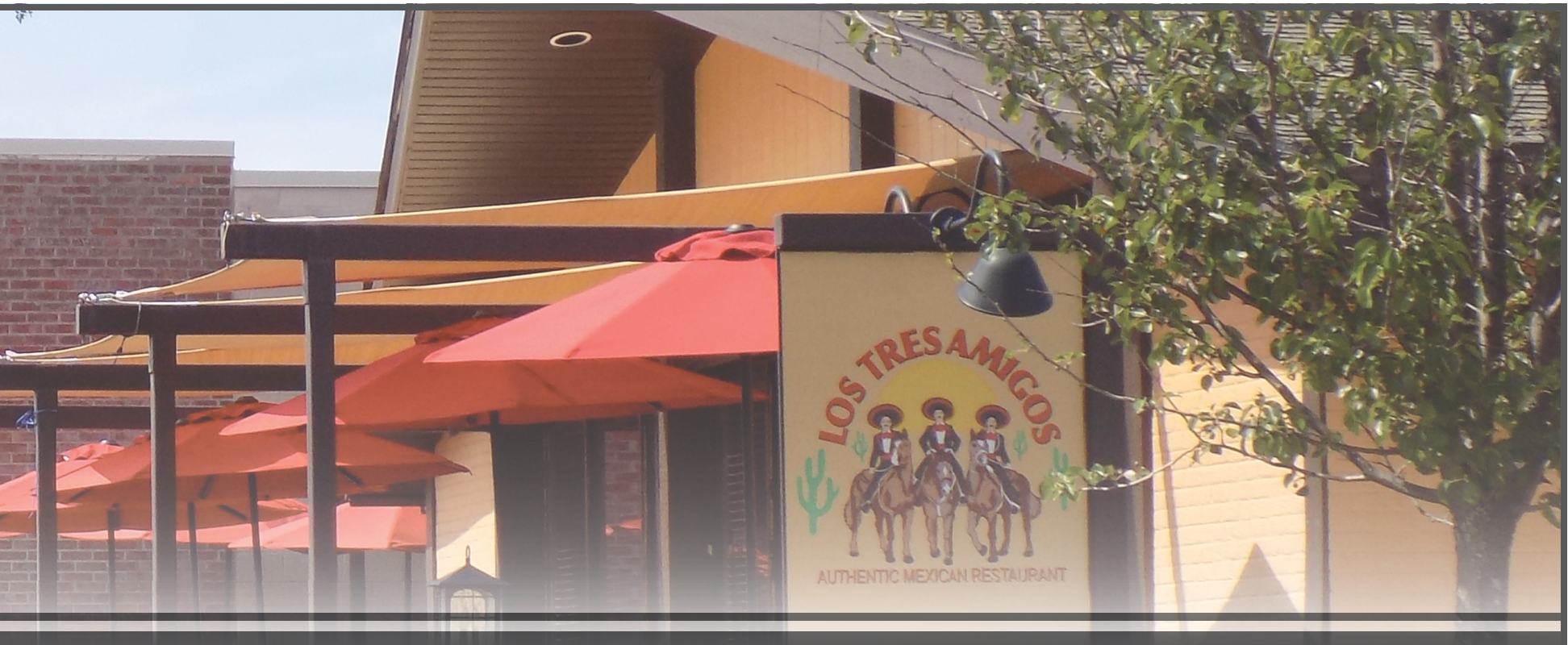
Parking →

Bike Racks ↓

VILLAGE SHOE INN

Always 20% to 60% Off

MANAGEMENT
SUPPORTING THE ART OF BAKING



4.0

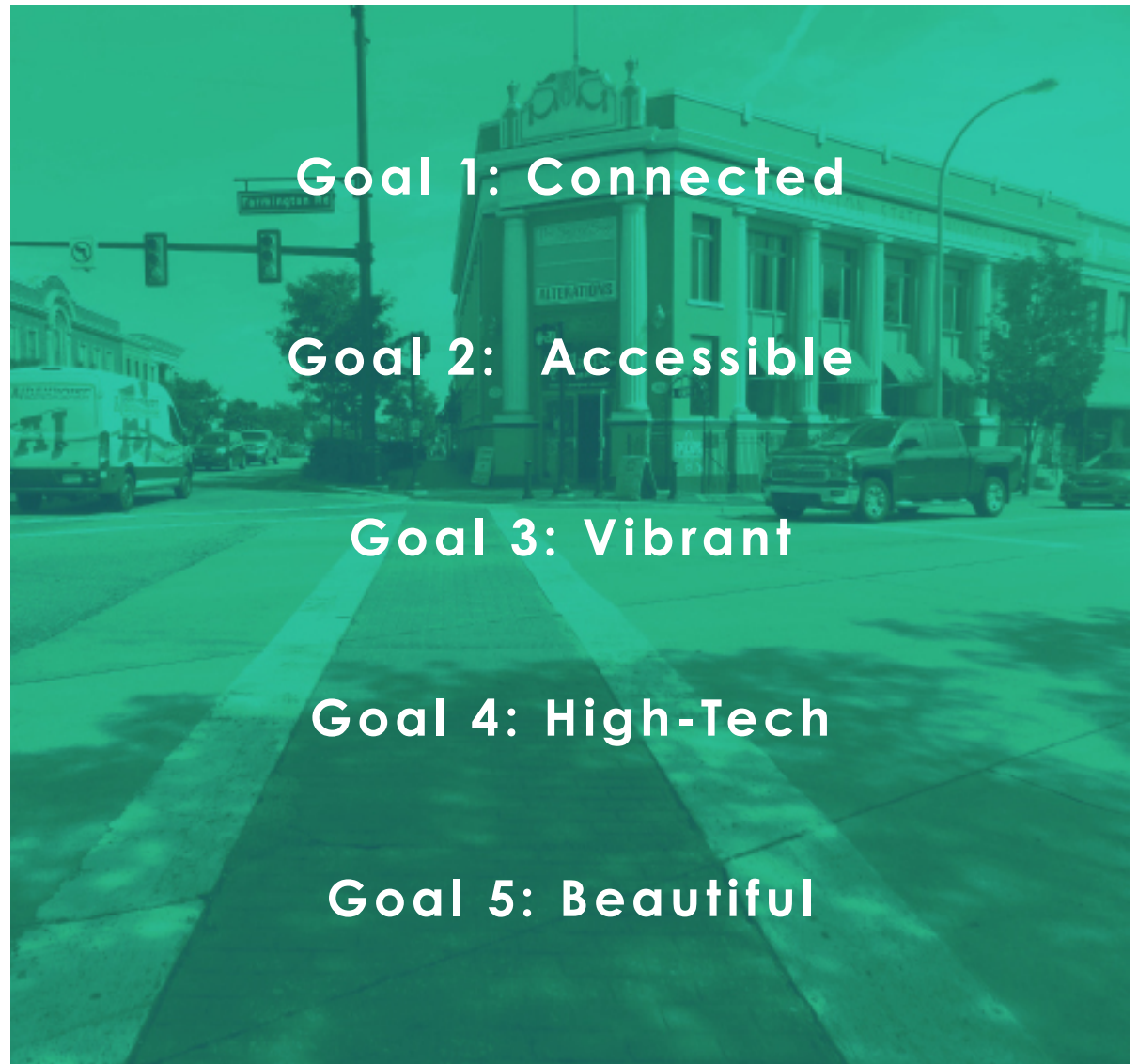
Goals,
Objectives and
Strategies

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.



1

Connected

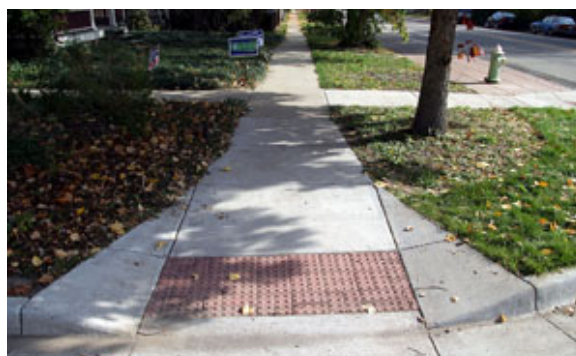
Well connected to adjacent amenities and neighborhoods



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



2

Accessible Easy to reach and explore



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



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 Shinarump

3

Vibrant

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

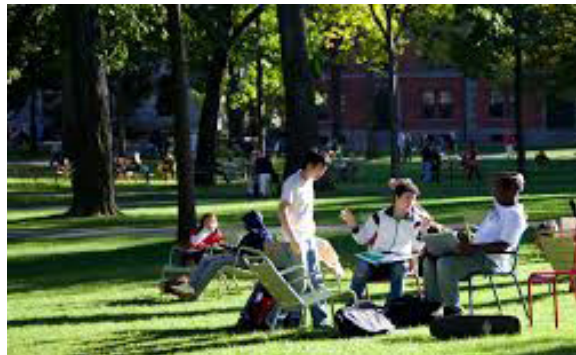
Target 3.1.1.2 At Oakland and Liberty

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

4

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

5

Beautiful

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





5.0

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.

A B Non-Motorized Pathways
Target 1.1.1.1
Target 1.2.1.1

C D E Public Parking Structures
Target 2.1.1.1
Target 2.1.1.3
Target 2.1.1.2

F G H I J Pedestrian Area Improvements
Target 2.3.2.1 Target 2.3.3.2
Target 2.3.3.1 Target 2.3.3.3
Target 2.3.3.4

K Designated Bike Routes
Target 2.3.4.1

L Application of Road Diet
Target 2.3.5.1

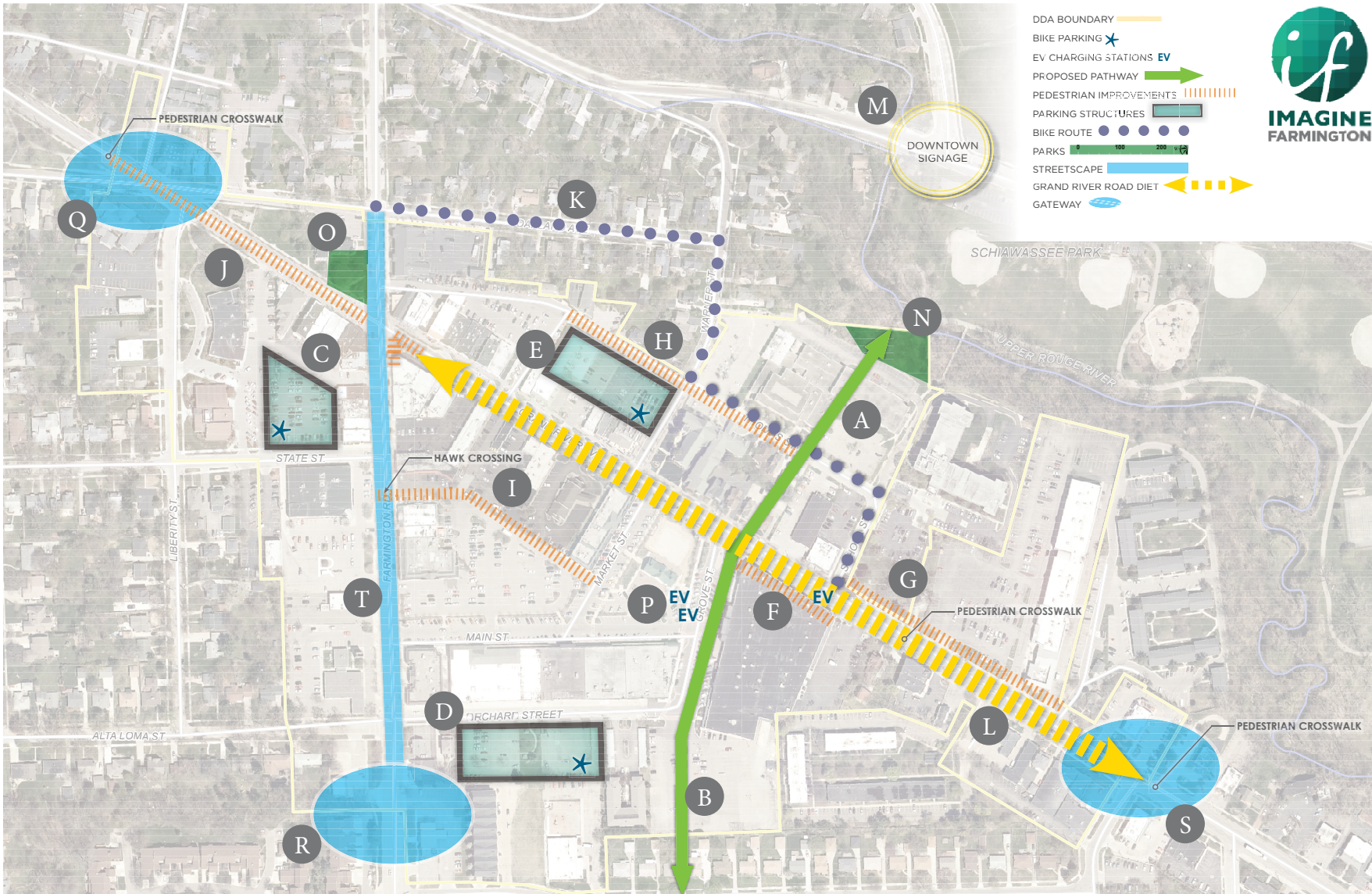
M Wayfinding Signage
Target 2.4.1.1

N O Expansion of Park Spaces
Target 3.2.1.1
Target 3.2.1.2

P Electric Vehicle Charging Stations
Target 4.2.1.1

Q R S Prominent Gateway Features
Target 5.1.1.1
Target 5.1.1.2
Target 5.1.1.3

T Completion of Streetscaping Efforts
Target 5.2.1.1



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

- A Target 1.1.1.1: Slocum to the park, with barrier free access
- B Target 1.2.1.1: From Grove Street to Slocum.





Parking

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

- C** Target 2.1.1.1: Farmington and State
- D** Target 2.1.1.2: Orchard and Farmington
- E** 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 (High-intensity 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

- F Target 2.3.2.1: Along Grand River east of Grove Street
- G Target 2.3.3.1: Along Grand River east of School Street
- H Target 2.3.3.2: Along Thomas Street, east and west of Warner
- I Target 2.3.3.3: Through parking lot, from Farmington to Market, including HAWK signal at Crossing
- J Target 2.3.3.4: Along Grand River at corner of Farmington and west of Farmington





Roadways

Streetscaping and Road Diets

The design of the street plays a significant role in defining the identity 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

- L** Target 2.3.5.1: Along Grand River Avenue
- T** Target 5.2.1.1: Along Farmington Road

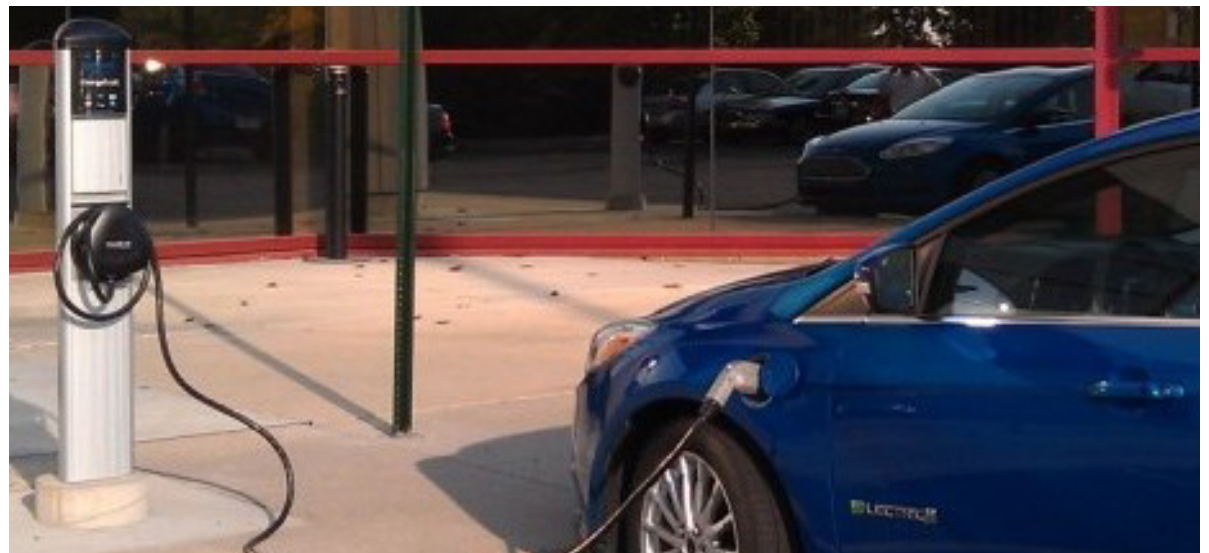
Technology

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

- P Target 4.2.1.1: On Grand River and near Sundquist Pavilion





Signage

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

- M Target 2.4.1.1: Place directional signage leading to Downtown Warner 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

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





Activity Spaces

Gathering nodes for interaction

Providing a space with social-connector prompts, such as 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

- N** Target 3.2.1.1: Extend park between the Maxfield site and Shiawassee Park
- 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.

- A** **Mixed Use Development**
Target Project 3.1.2.5
- B** **Mixed Use Development**
Target Project 3.1.2.3
- C** **Mixed Use Development**
Target Project 3.1.2.2
- D** **Mixed Use Development**
Target Project 3.1.2.4
- E** **Mixed Use Development**
Target Project 3.1.2.6
- F** **Residential Development**
Target Project 3.1.1.2



Mixed Use

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

Parking Required

Office: 42 sp.
Commercial: 73 sp.
Residential: 34 sp.

Total Required: 149 sp.

Parking Provided

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





Mixed Use

- B** Target Project 3.1.2.3: Parking lot between Grove and Slocum

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

Mixed Use

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

Parking Required

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

Parking Provided

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

Legend

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





Mixed Use

D Target Project 3.1.2.4: At Grand River and 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
Surface: n/a
Total Provided: 124 sp.

Legend

1. First Floor Retail
2. 2nd and 3rd Story Residential
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: 15,120 sq. ft.
Residential: 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.

Parking Required

Residential: 30 sp.

Total Required: 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





6.0

Next Steps

- 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. 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 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. 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 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

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

Objective 2.1	Create new convenient public parking	Time frame	Lead/Partners	Potential Resources
<i>Strategy 2.1.1 Develop public parking structures, which include bicycle parking</i>			DDA/City, businesses	
<i>Target 2.1.1.1 Farmington and State</i>		Long		
<i>Target 2.1.1.2 Orchard and Farmington</i>		Long		
<i>Target 2.1.1.3 Thomas and Warner</i>		Long		
Objective 2.2	Increase public transportation services	Time frame	Lead/Partners	Potential Resources
<i>Strategy 2.2.1 Offer a City-wide shuttle service that brings people to and from the downtown on Saturdays</i>		Medium	DDA/City, SMART, RTA	FTA Bus and Bus Facilities Formula Grants
<i>Strategy 2.2.2 Work with SMART to establish nearby Park-n-Rides</i>		Short		
<i>Strategy 2.2.3 Work with the Regional Transit Authority to keep Farmington included in general planning efforts and service expansion plans</i>		Long		
<i>Strategy 2.2.4 Install more bus shelters as service expands</i>		Short-Medium		
Objective 2.3	Improve the pedestrian framework	Time frame	Lead/Partners	Potential Resources
<i>Strategy 2.3.1 Work with MDOT to increase the number of crossings along Grand River</i>		Short	DDA/City, MDOT, USDOT, Walking & Biking Groups	MDOT TAP Program, Safe Routes to School, Transportation Investment Generating Economic Recovery (TIGER) Grant Program
<i>Strategy 2.3.2 Expand sidewalk widths in narrow spots</i>				
<i>Target 2.3.2.1 Along Grand River west of Grove Street</i>		Long		
<i>Strategy 2.3.3 Make pedestrian areas more inviting</i>				
<i>Target 2.3.3.1 Along Grand River east of School St.</i>		Short		
<i>Target 2.3.3.2 Along Thomas Street, west of Warner</i>		Short		
<i>Target 2.3.3.3 Through parking lot, from Farmington to Market, including HAWK signal at crossing</i>		Medium		
<i>Target 2.3.3.4 Along Grand River at corner of Farmington and west of Farmington</i>				
<i>Strategy 2.3.4 Add designated bike routes and lanes</i>				
<i>Target 2.3.4.1 Sign bike route along Oakland, Warner, Thomas, and School</i>		Short		
<i>Strategy 2.3.5 Apply a road diet</i>				
<i>Target 2.3.5.1 Along Grand River Ave.</i>		Short		

Objective 2.4 Make the downtown easily navigable	Time frame	Lead/Partners	Potential Resources
<i>Strategy 2.4.1 Install branded wayfinding signage prior to and throughout the Downtown</i>	<i>Medium</i>	<i>DDA/City</i>	<i>NEA “Our Town” Grant Program</i>
<i>Target 2.4.1.1 Place directional signage leading to Downtown at Warner and Shiawassee</i>			
Objective 3.1 Increase residential and commercial opportunities	Time frame	Lead/Partners	Potential Funding Source
<i>Strategy 3.1.1 Encourage town homes, condos, and apartment developments</i>		<i>DDA/City, Developers</i>	<i>Public/Private</i>
<i>Target 3.1.1.1 On Slocum near Farmington</i>	<i>Short</i>		
<i>Target 3.1.1.2 At Oakland and Liberty</i>	<i>Long</i>		
<i>Strategy 3.1.2 Promote mixed-use developments</i>			
<i>Target 3.1.2.1 Maxfield Site</i>	<i>Short</i>		
<i>Target 3.1.2.2 Near Grand River and School</i>	<i>Long</i>		
<i>Target 3.1.2.3 Parking lot between Grove and Slocum</i>	<i>Long</i>		
<i>Target 3.1.2.4 At Grand River and Warner</i>	<i>Medium</i>		
<i>Target 3.1.2.5 At Farmington and State</i>	<i>Long</i>		
Objective 3.2 Create new public spaces	Time frame		
<i>Strategy 3.2.1 Expand park spaces</i>		<i>DDA/City, Oakland County</i>	<i>MEDC Public Places, Crowdfunding Initiative and Grant Program</i>
<i>Target 3.2.1.1 Extend park between the Maxfield site and Shiawassee Park</i>	<i>Medium</i>		
<i>Target 3.2.1.2 Activate a public gathering space node at Farmington and Grand River Avenue</i>	<i>Short</i>		
Objective 3.3 Grow community events	Time frame		
<i>Strategy 3.3.1 Work with various agencies and groups to develop creative events and activities</i>	<i>Ongoing</i>	<i>DDA/City, MDA</i>	

Objective 4.1 Create more wireless access opportunities	Time frame	Lead/partners	Potential Resources
<i>Strategy 4.1.1 Work with providers to explore increasing public WiFi options in the Downtown</i>	<i>Short</i>	<i>DDA/City, local providers, NTIA</i>	<i>Broadband Grants</i>
Objective 4.2 Plan for the evolution of automotive technology	Time frame	Lead/partners	Potential Resources
<i>Strategy 4.2.1 Install electric vehicle charging stations in new and targeted parking areas</i>	<i>Short - Medium - Long</i>	<i>DDA/City, businesses, local charging station manufacturers, Clean Energy Coalition, Google</i>	<i>US DOE Alternative Fuels Data Center, ChargePoint Grants</i>
<i>Target 4.2.1.1 On Grand River and near Sundquist Pavilion</i>	<i>Short - Medium - Long</i>		
<i>Strategy 4.2.2 Monitor the progress of driverless cars and the implication this technology has on parking/access</i>	<i>Ongoing</i>		
Objective 4.3 Provide up-to-date information about the Downtown through electronic mediums	Time frame	Lead/partners	
<i>Strategy 4.3.1 Install interactive directories/virtual tours</i>	<i>Medium</i>	<i>DDA/City, businesses</i>	<i>MiPlace grant programs</i>
Objective 5.1 Enhance the gateways into Downtown	Time frame	Lead/partners	Potential Resources
<i>Strategy 5.1.1 Install prominent gateway features</i>	<i>Long</i>	<i>DDA/City,</i>	<i>NEA "Our Town" Grant Program</i>
<i>Target 5.1.1.1 Near Grand River and Oakland</i>			
<i>Target 5.1.1.2 Near Farmington and Slocum</i>			
<i>Target 5.1.1.3 Near Grand River and Mayfield</i>			
Objective 5.2 Continue streetscaping efforts	Time frame	Lead/partners	Potential Resources
<i>Strategy 5.2.1 Complete the streetscaping efforts</i>	<i>Medium</i>	<i>DDA/City, MDOT, TAP, SEMCOG</i>	<i>MDOT</i>
<i>Target 5.2.1.1 Along Farmington Road</i>			
<i>Strategy 5.2.2 Increase seasonal planting and decorations</i>	<i>Ongoing</i>		

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

Appendix

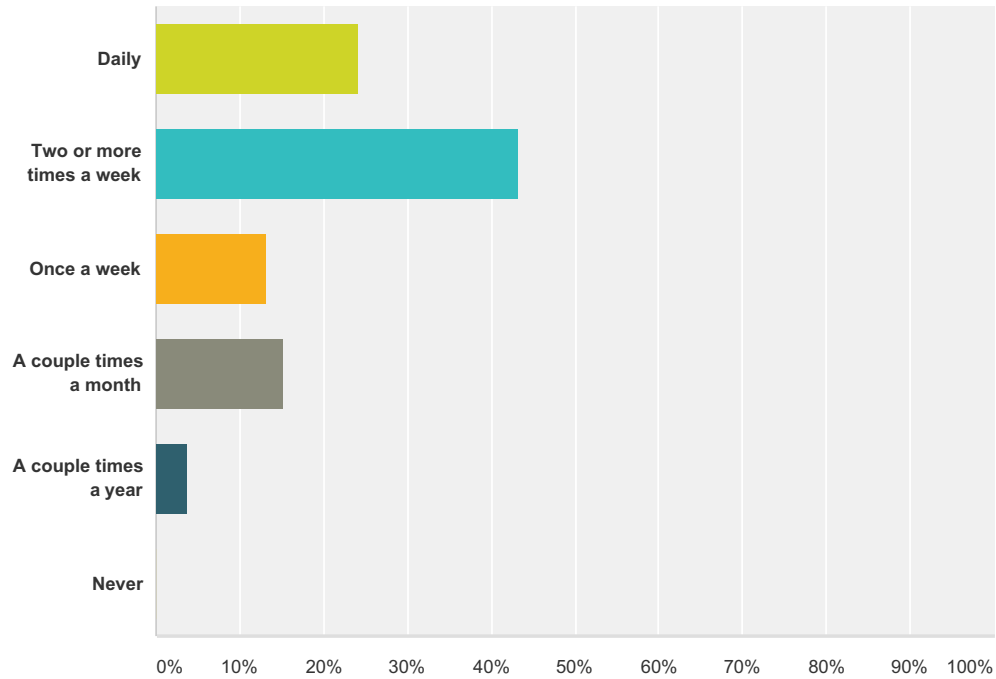
A APPENDIX A
Public Survey

B APPENDIX B
Image Credits

C APPENDIX C
Parking Study

**Q1 How often do you typically visit
Downtown Farmington?**

Answered: 453 Skipped: 3

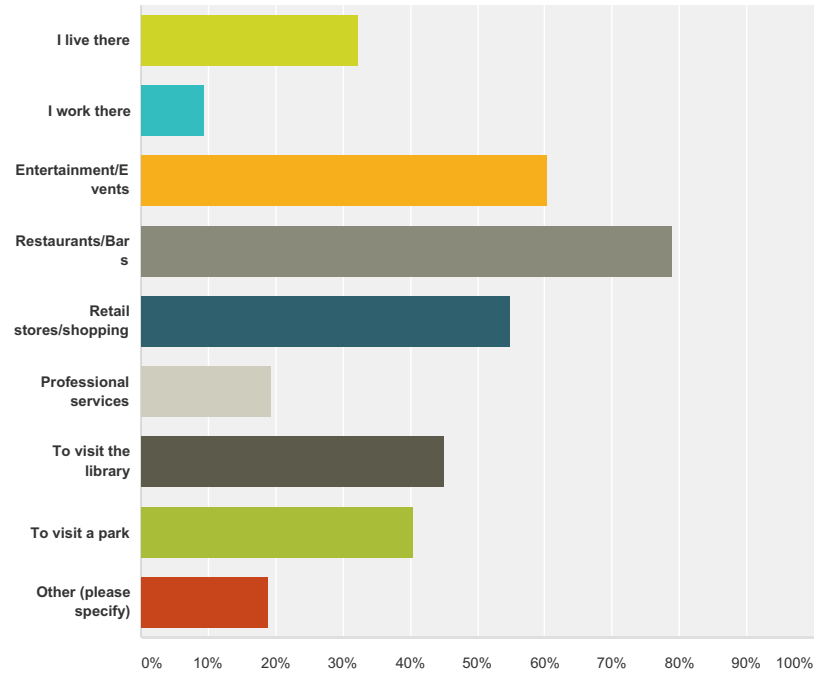


Answer Choices	Responses	Count
Daily	24.28%	110
Two or more times a week	43.27%	196
Once a week	13.25%	60
A couple times a month	15.23%	69
A couple times a year	3.75%	17
Never	0.22%	1
Total		453

Imagine Farmington

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

Answered: 454 Skipped: 2

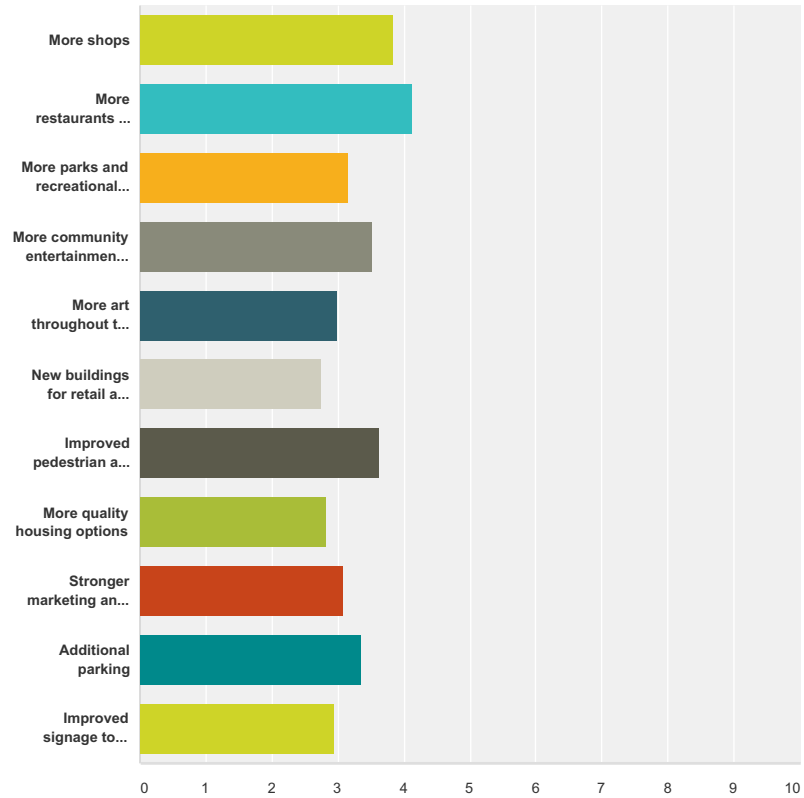


Answer Choices	Responses	Count
I live there	32.38%	147
I work there	9.47%	43
Entertainment/Events	60.35%	274
Restaurants/Bars	78.85%	358
Retail stores/shopping	54.85%	249
Professional services	19.38%	88
To visit the library	45.15%	205
To visit a park	40.53%	184
Other (please specify)	18.94%	86
Total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

Imagine Farmington

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

Answered: 454 Skipped: 2



	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

Imagine Farmington

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

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

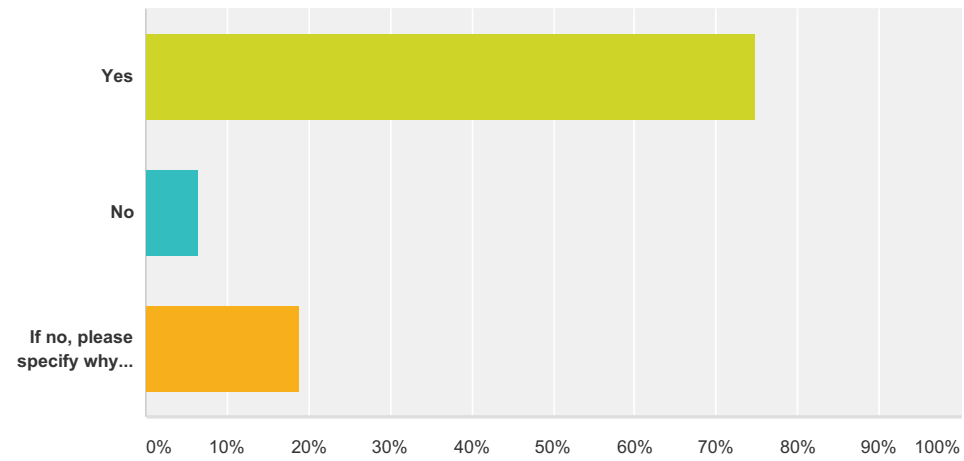
Answered: 324 Skipped: 132

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.

Imagine Farmington

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

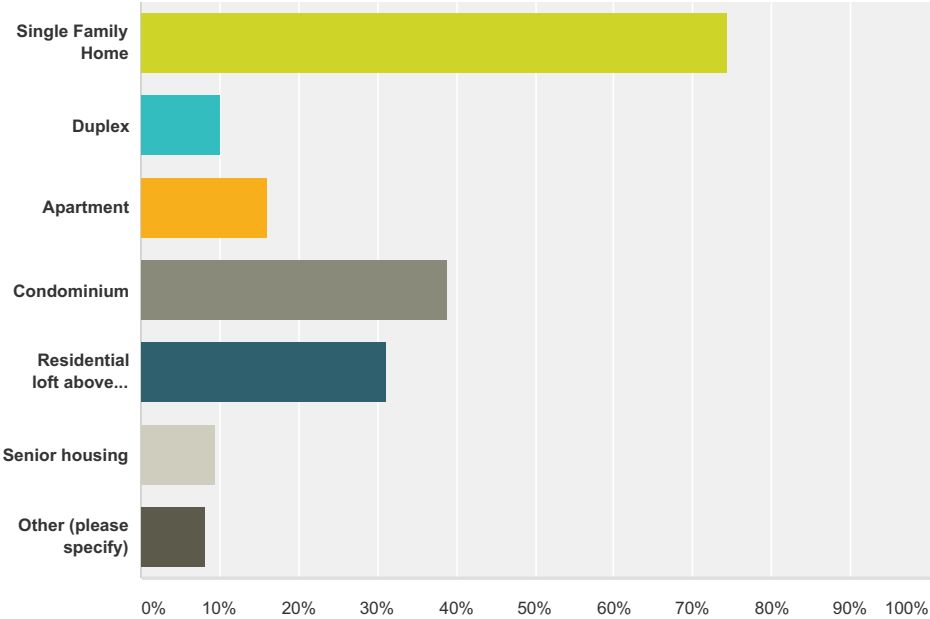
Answered: 437 Skipped: 19



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

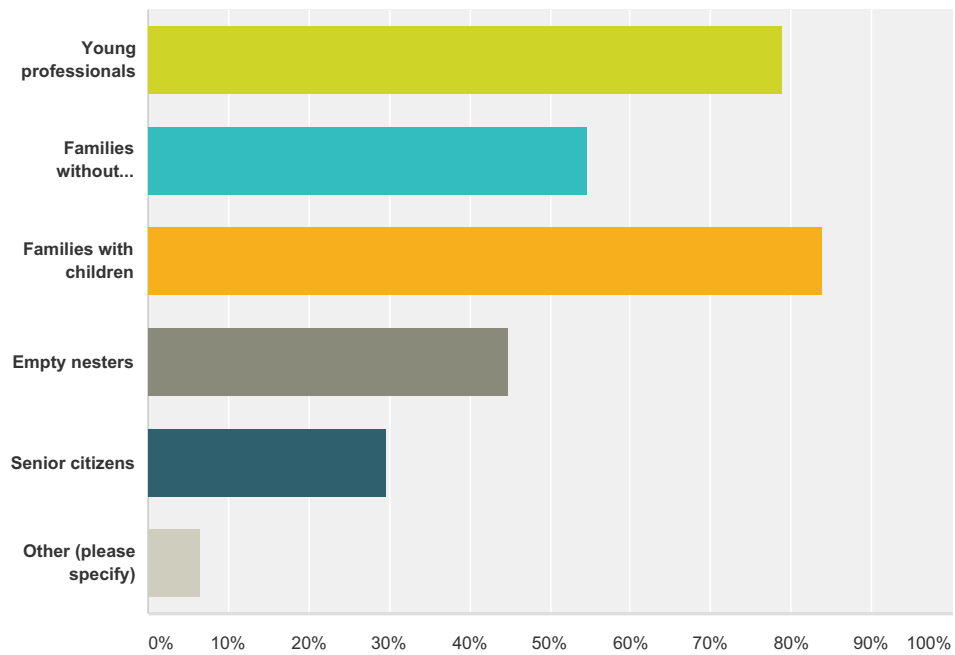


Answer Choices	Responses
Single Family Home	74.38% 302
Duplex	10.10% 41
Apartment	16.01% 65
Condominium	38.92% 158
Residential loft above retail	31.03% 126
Senior housing	9.36% 38
Other (please specify)	8.13% 33
Total Respondents: 406	

Imagine Farmington

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

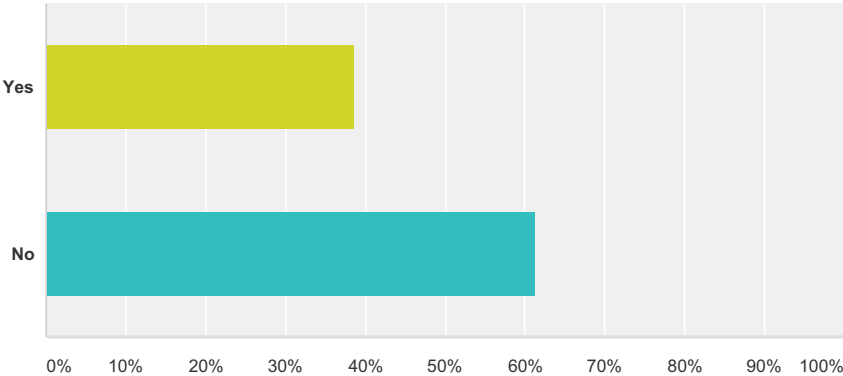
Answered: 424 Skipped: 32



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

Imagine Farmington

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

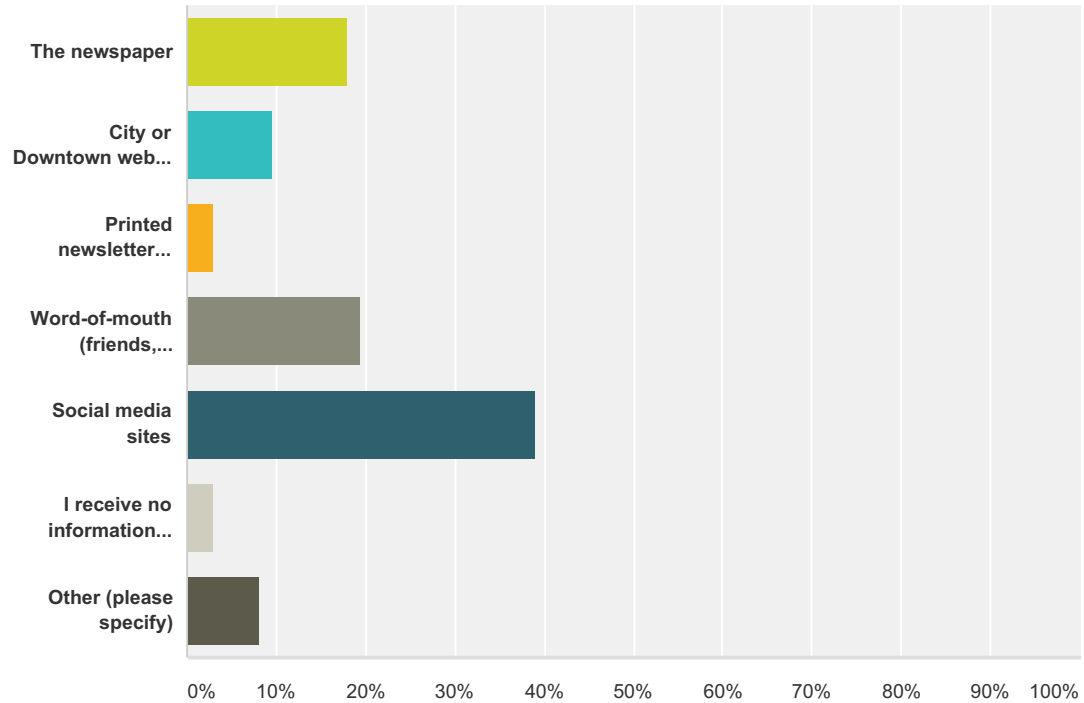
Q11 What is your favorite memory of Downtown Farmington?

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?

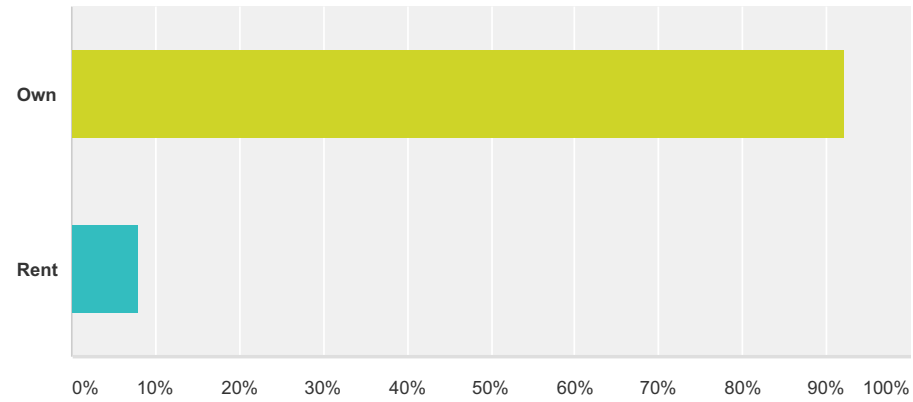
Answered: 417 Skipped: 39



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

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

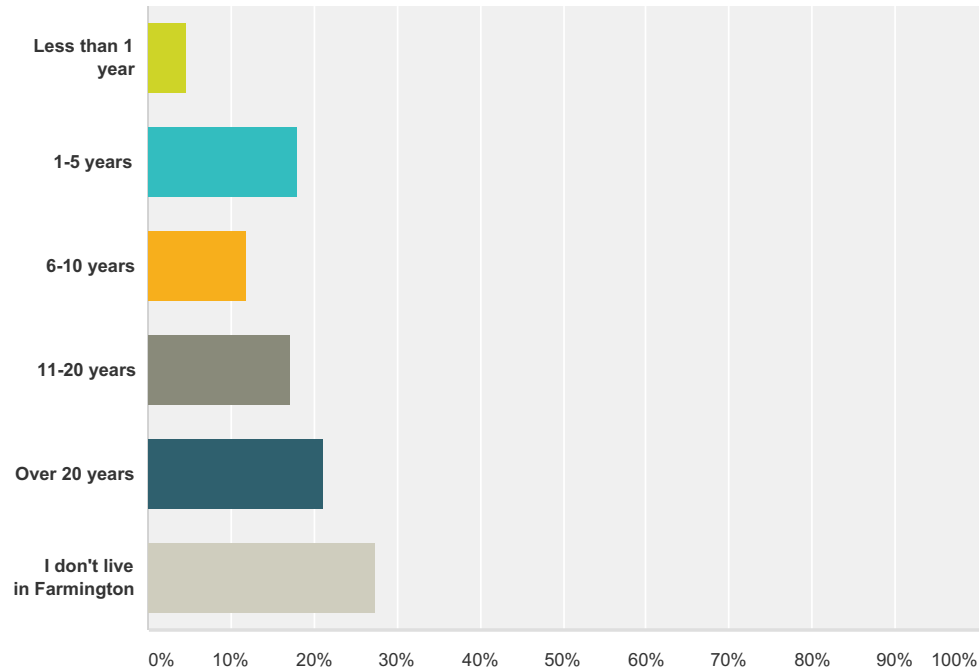
Answered: 416 Skipped: 40



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

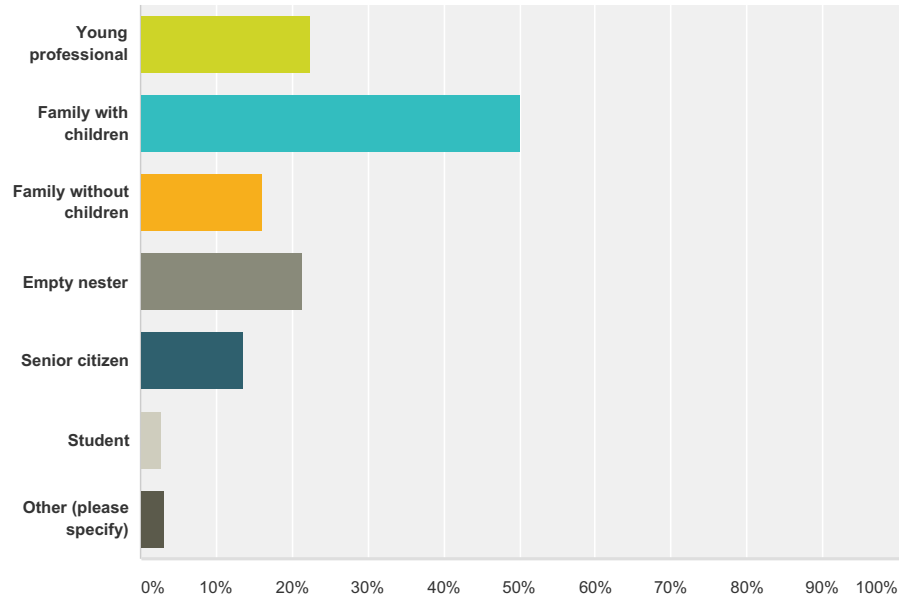


Answer Choices	Responses
Less than 1 year	4.53% 19
1-5 years	17.90% 75
6-10 years	11.93% 50
11-20 years	17.18% 72
Over 20 years	21.00% 88
I don't live in Farmington	27.45% 115
Total	419

Imagine Farmington

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

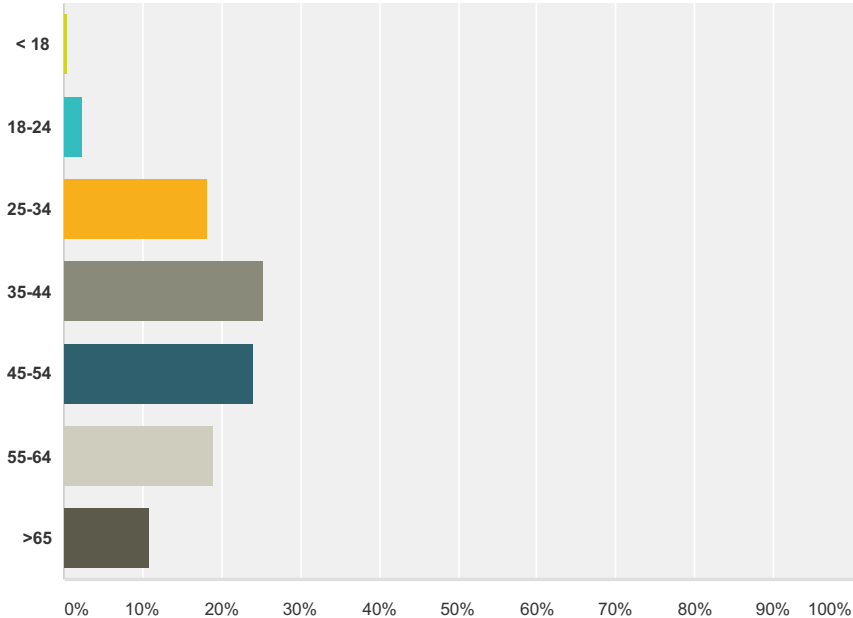
Answered: 417 Skipped: 39



Answer 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
Total Respondents: 417	

Q16 What category best describes your age?

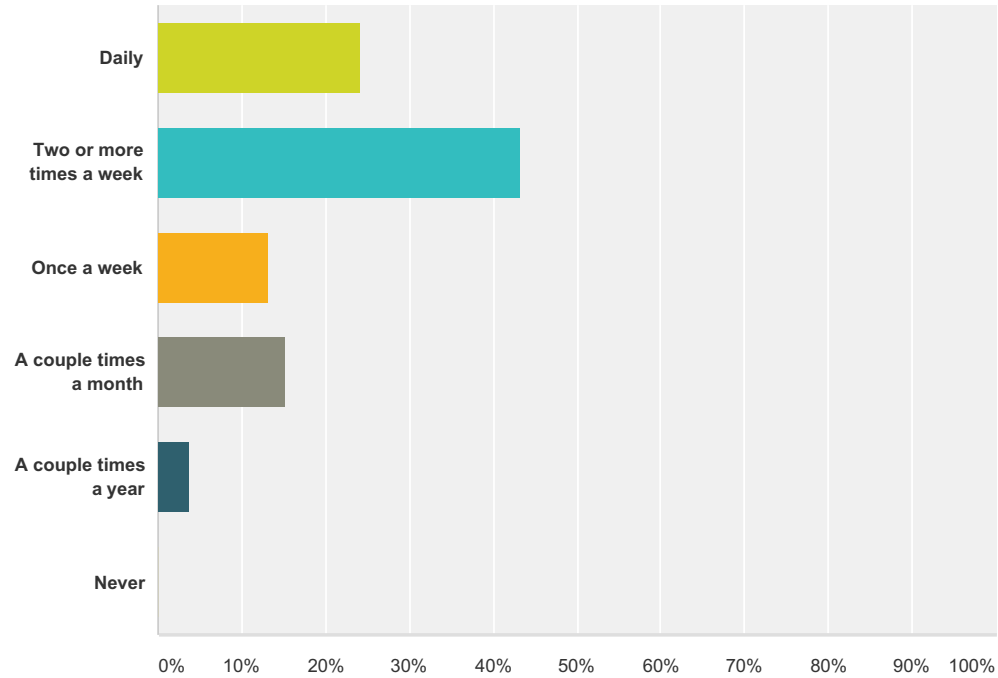
Answered: 417 Skipped: 39



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?

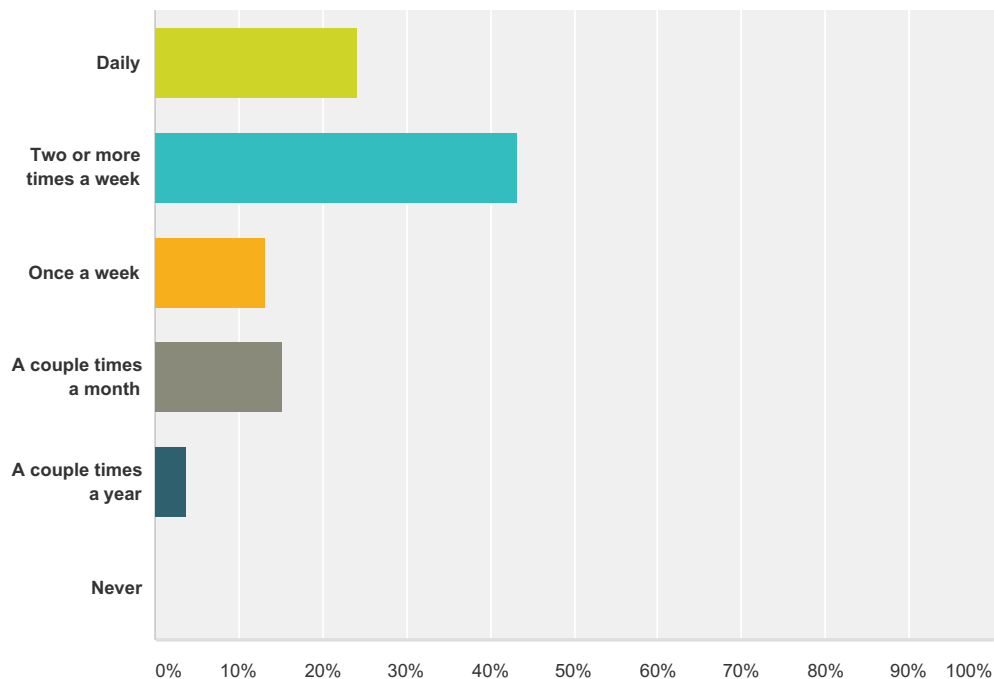
Answered: 453 Skipped: 3



Answer Choices	Responses	Count
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

Q1 How often do you typically visit Downtown Farmington?

Answered: 453 Skipped: 3



Answer Choices	Responses	Count
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

Appendix B: Image Sources



Source: *Huffington Post*



Source: *Pedestrian and Bicycle Information Center*



Source: *Newham, London*



Source: *JRC Design*



Source: *Caliber Homes*



Source: *Projects for Public Places*



Source: *Clichy Inn*



Source: *RMIT University*



Source: *Auburn Hills, Developing Thoughts*



Source: *The Daily Sentinel: Grand Junction, Colorado*



Source: *Michigan History*



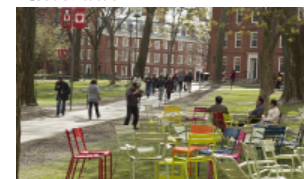
Source: *Hoisington Koegler Group Inc.*



Source: *Mouse Troop*



Source: *CuteDust*



Source: *Auburn Hills*



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: HAR



Source: Bike Paths and Rail Trails



Source: Planners Web



Source: Oregon Live



Source: Crain's Detroit Business

Downtown Farmington Parking Study Update

DOWNTOWN



FARMINGTON

Downtown Development Authority

Parking Advisory Committee Meeting

February 16, 2017



WALKER
PARKING CONSULTANTS

Parking Study Update Objectives

Update to 2008 Parking Master Plan

Time Limited Parking Evaluation

- ❖ 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

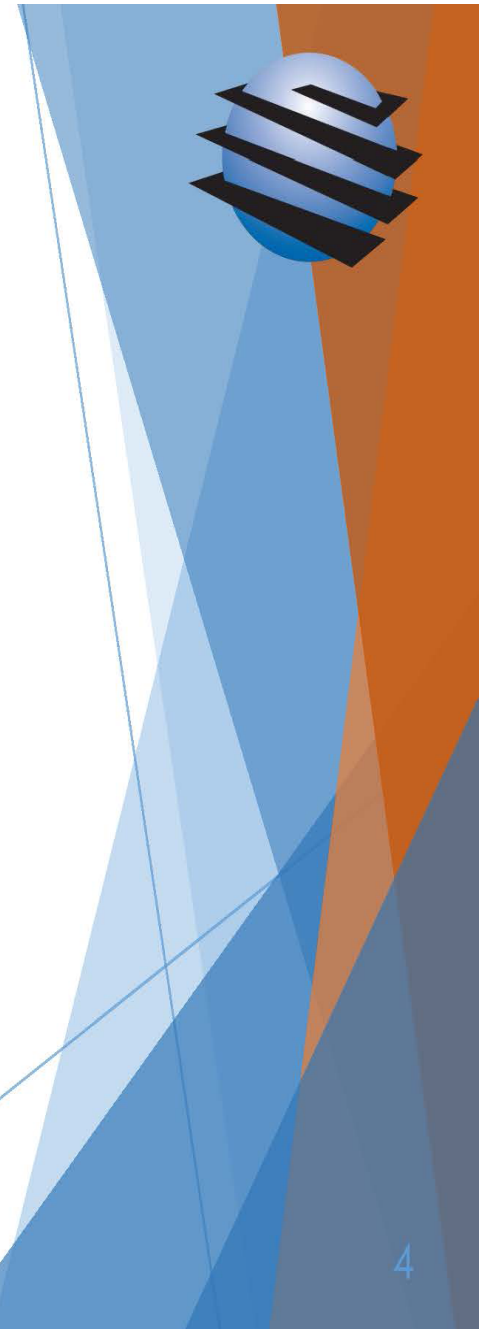
New Businesses Moved-In Since 2008



Changes since 2008 Study

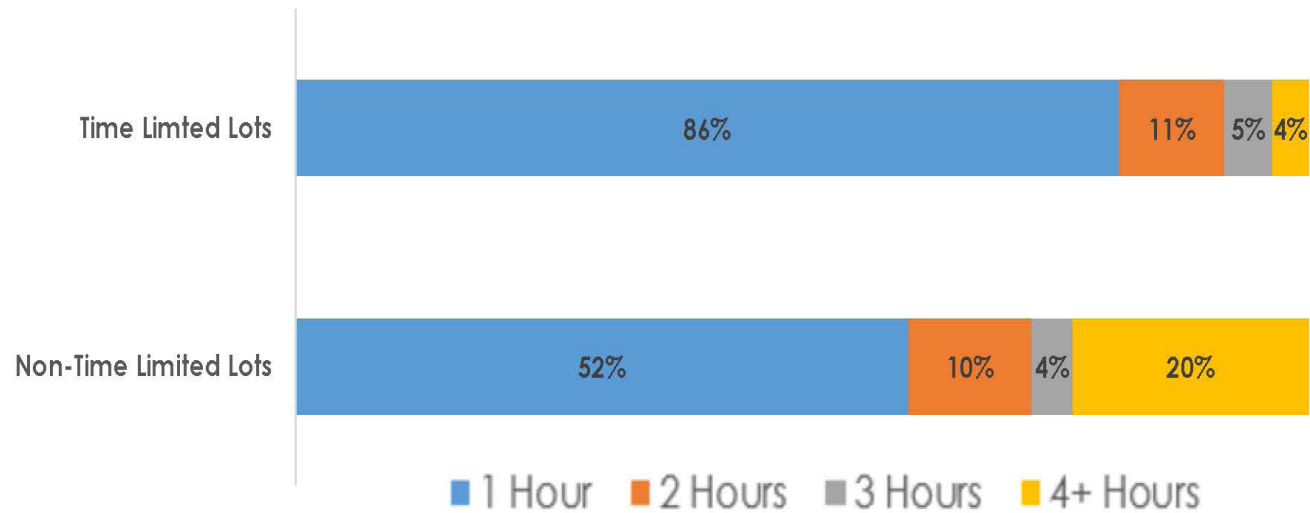
- Farmington Civic Theater and Farmers Market Attendance Continues to Grow
- Additional Restaurants Create Higher Demand for Parking
- Reduction in Overall Building Vacancies
- Masonic Temple Parking Lot Leased for Public Parking
- Northern Portion of Warner Thomas Property Purchased for Public Parking
- 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

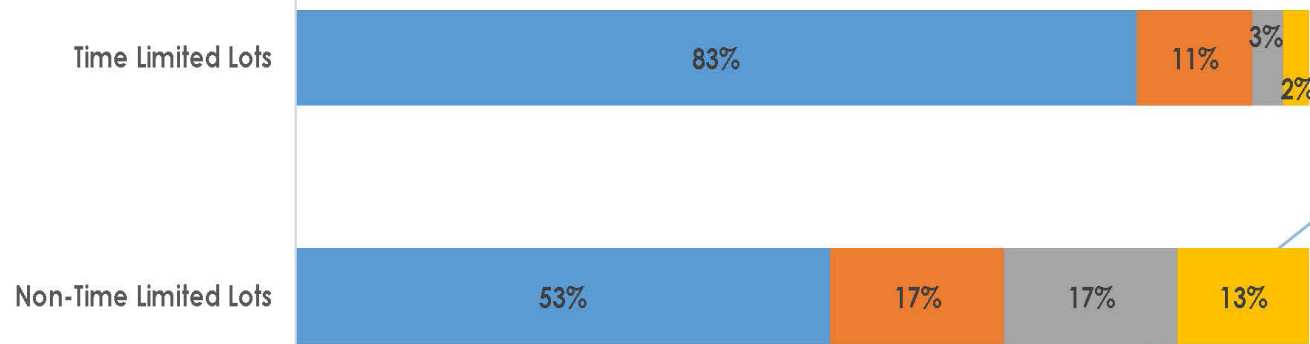


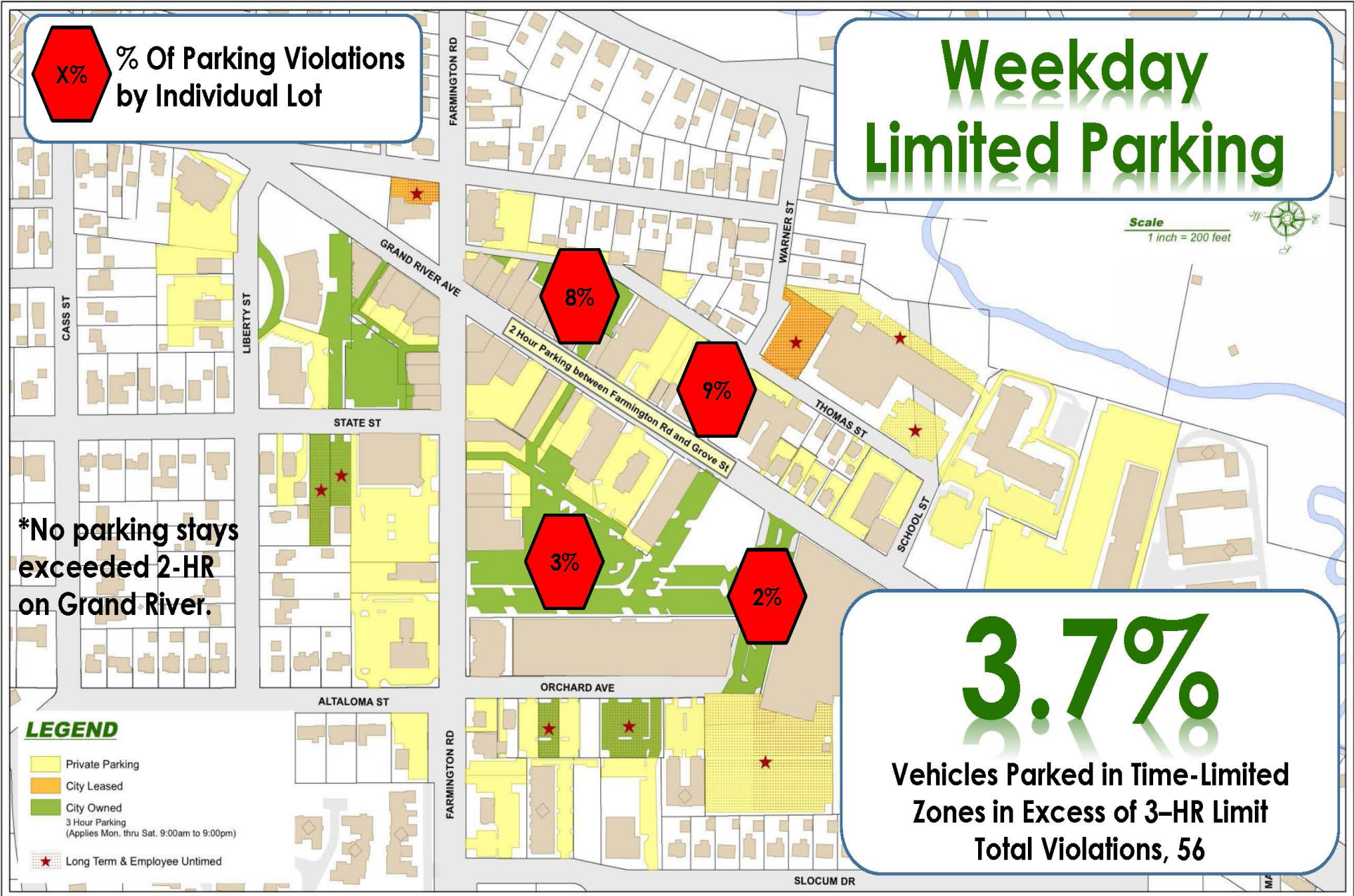
Duration of Parkers Stay

Weekday/Evening



Saturday Morning







**% Of Parking Violations
by Individual Lot**

Weekend Time Limited Parking

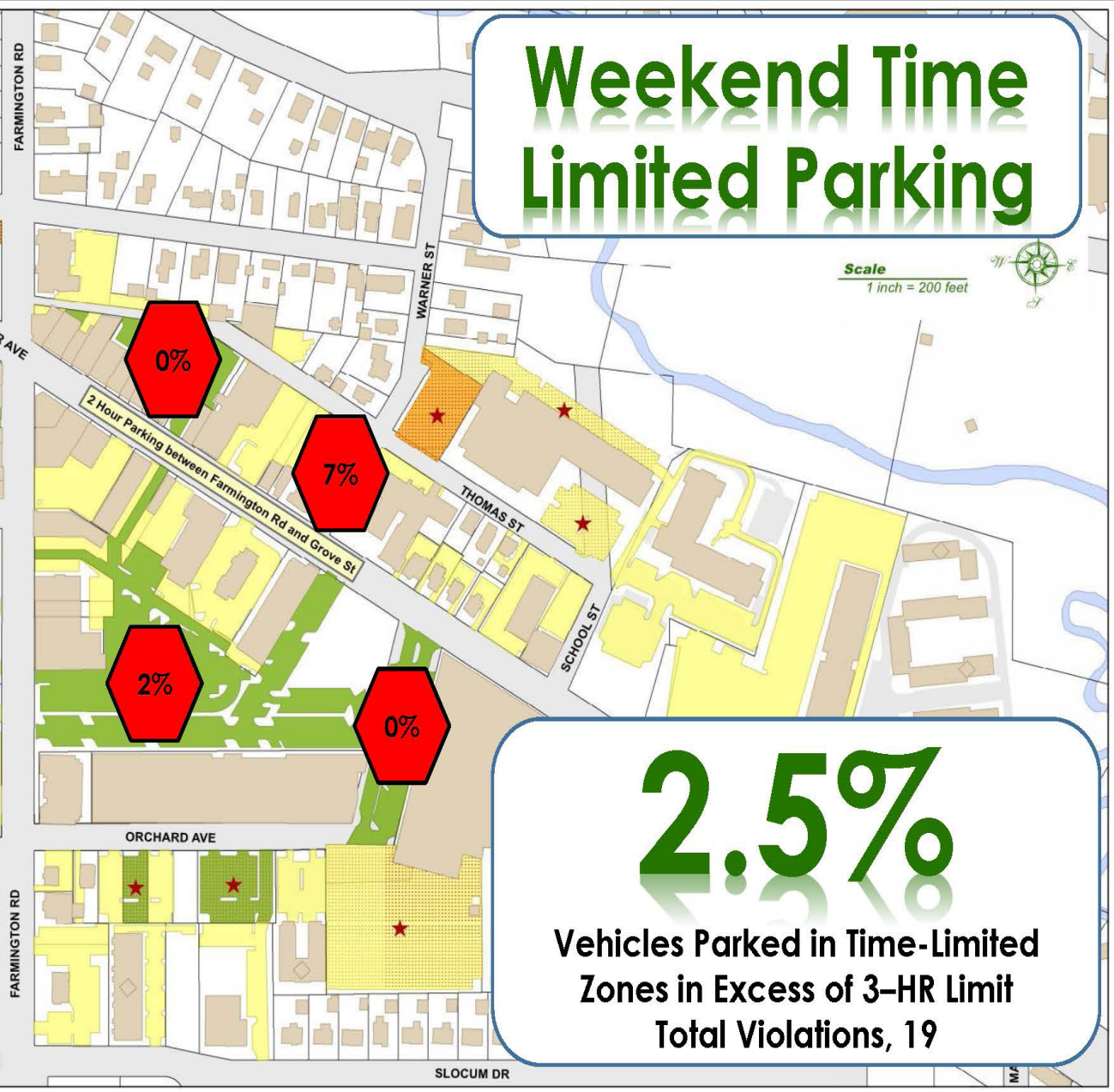
Scale
1 inch = 200 feet



***No parking stays exceeded 2-HR on Grand River.**

LEGEND

- Private Parking
- City Leased
- City Owned
- 3 Hour Parking (Applies Mon. thru Sat. 9:00am to 9:00pm)
- Long Term & Employee Untimed



2.5%

**Vehicles Parked in Time-Limited Zones in Excess of 3-HR Limit
Total Violations, 19**

Parking Turnover Summary



> 96% of parkers are compliant with time-limited parking policy

Non-compliant parkers, while limited in numbers, are likely employees of downtown business, who either are not being ticketed or are legally “beating the system”.



Parking Enforcement Strategy Review

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

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 citations 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.

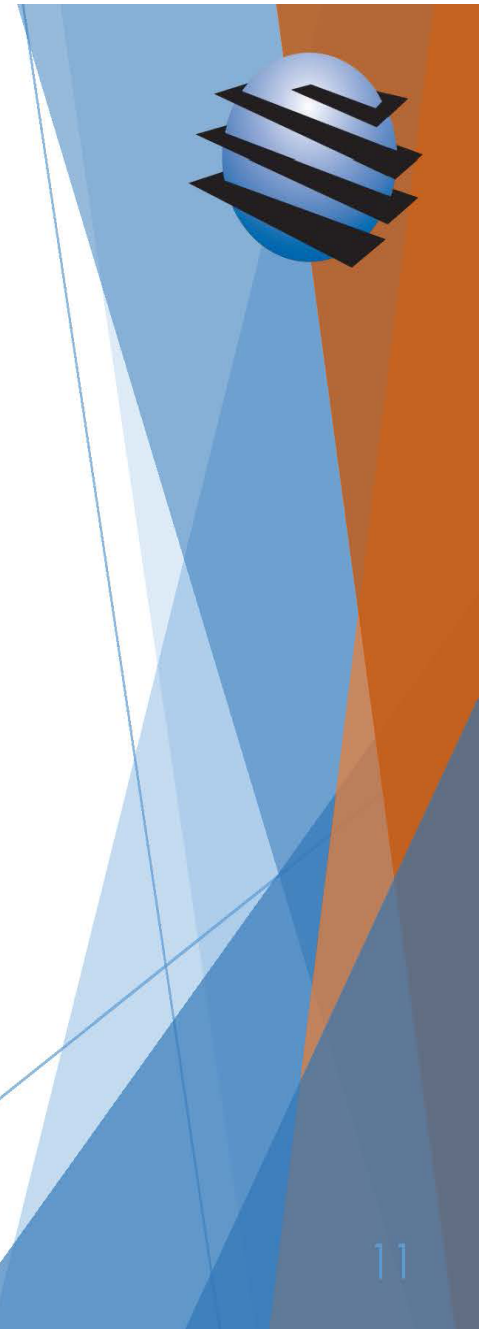


Increase Enforcement Presence in North Lots

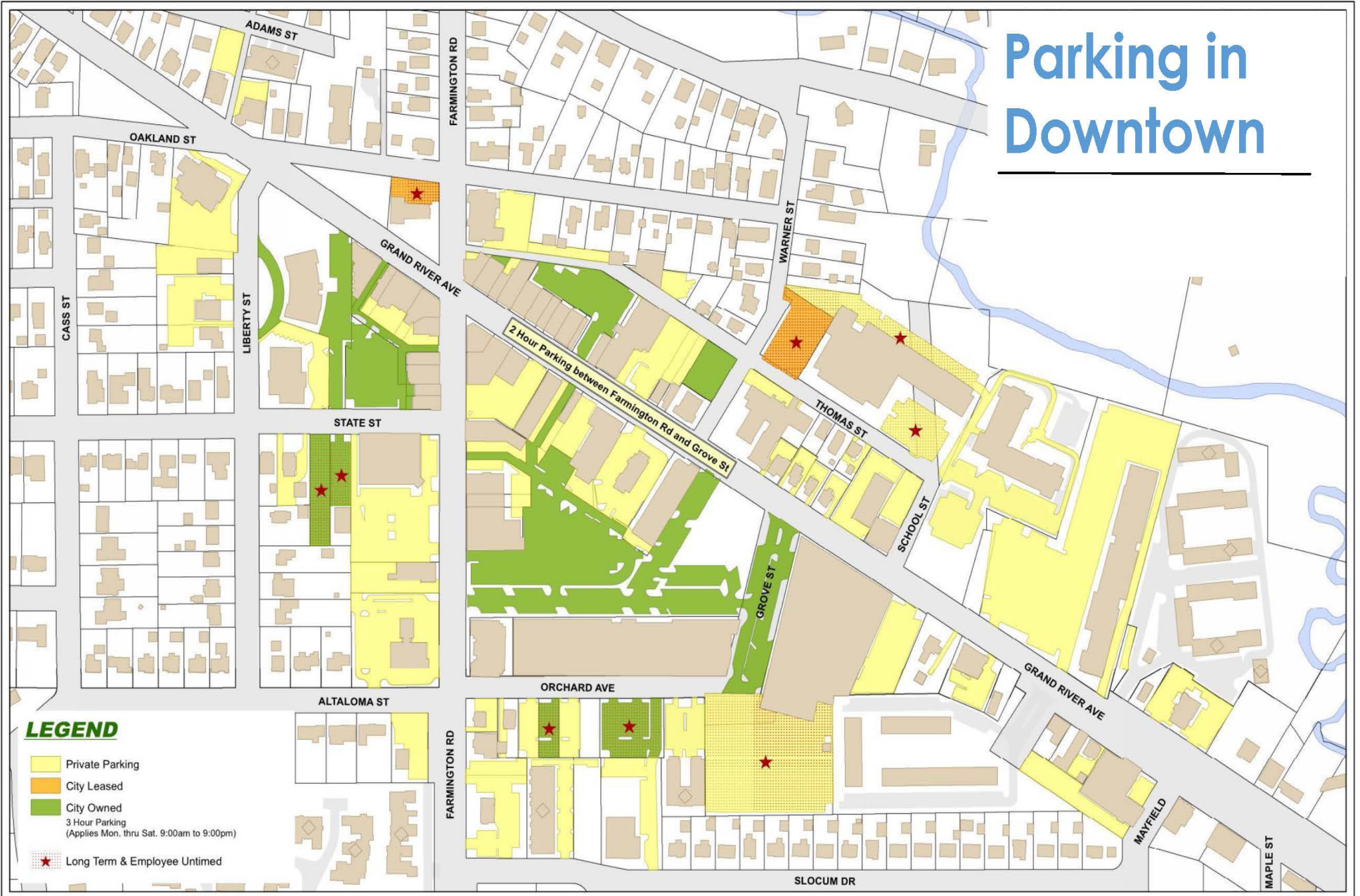
Parking enforcement coverage of time-limited parking lots north of Grand River should be expanded in order to reduce abuse of employees parking in excess of 3-hours. 8% of parkers in these lots exceed 3-hour parking stays.



Current Demand for Parking; What the Parking Situation is Today



Parking in Downtown



LEGEND

- Private Parking
- City Leased
- City Owned
3 Hour Parking
(Applies Mon. thru Sat. 9:00am to 9:00pm)
- ★ Long Term & Employee Untimed

Downtown Parking Supply

779

Total Public
Parking Spaces
Provided in 7
Parking Lots

96

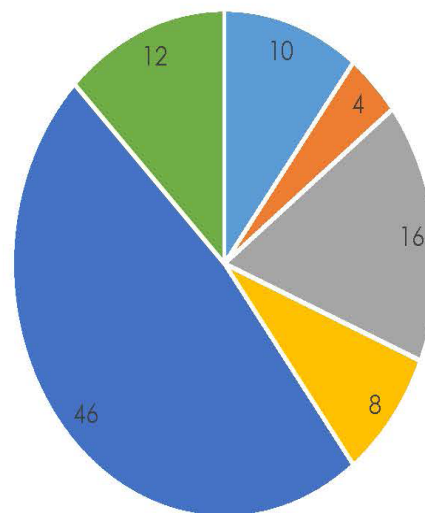
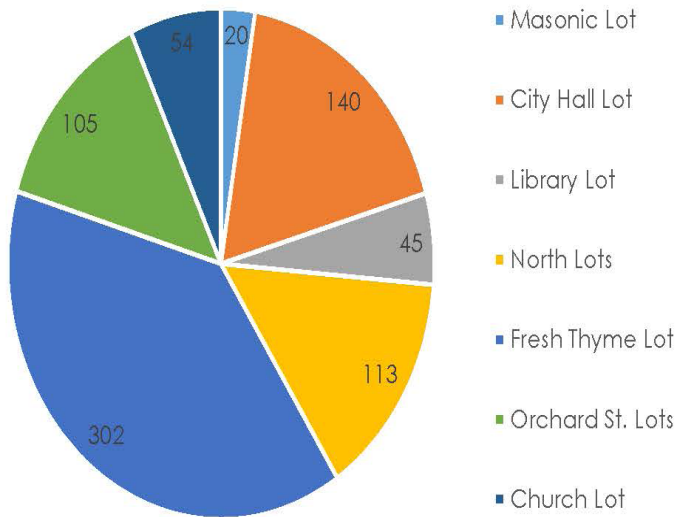
Total Public
Parking Spaces
Located On-
Street

1,525

Total Private
Parking Spaces
Located in the
Downtown Lots

2,400

Total Parking
Spaces Located
in Downtown

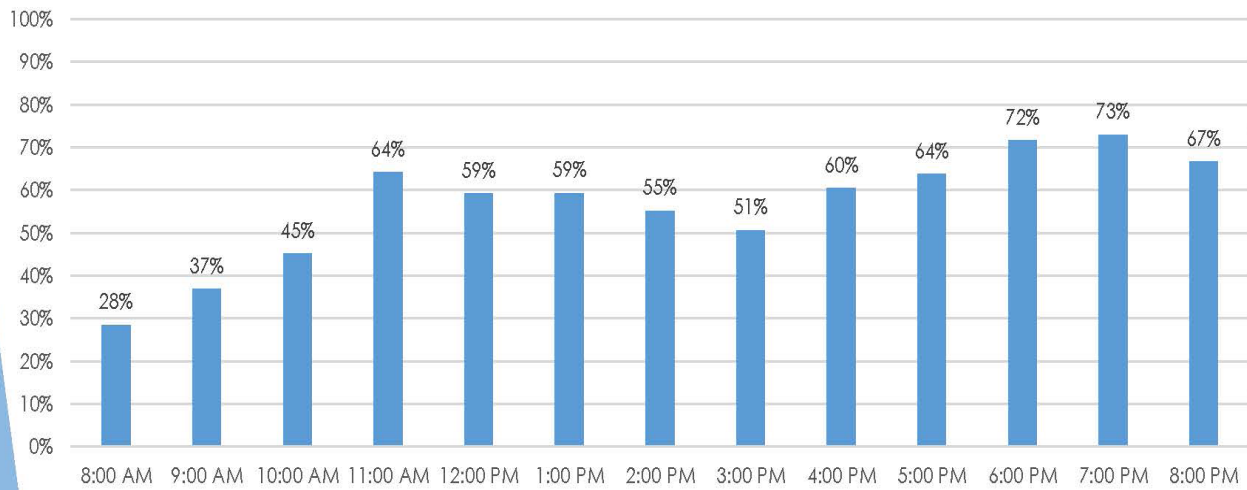


Public Parking Occupancy



<p>64%</p> <p>Peak Parking Occupancy During Weekday Business Hours Occurred at 11 am</p>	<p>202</p> <p>Total Parking Public Spaces Available During Peak Weekday Daytime Business Hours</p>	<p>73%</p> <p>Peak Parking Occupancy During Weekend Evening Occurred between 7 – 8 pm</p>	<p>134</p> <p>Total Public Parking Spaces Available During Weekend Evening</p>
---	---	--	---

Public Parking Occupancy



Growth in Parking Demand Since 2008

<p>37%</p> <p>Increase in Weekday Daytime Vehicles Parked Since 2008</p>	<p>78%</p> <p>Increase in Weekend Evening Vehicles Parked since 2008</p>
---	---

Parking Occupancy Counts Collected on Friday, October 21, 2016

© Walker Parking Consultants

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.

87%

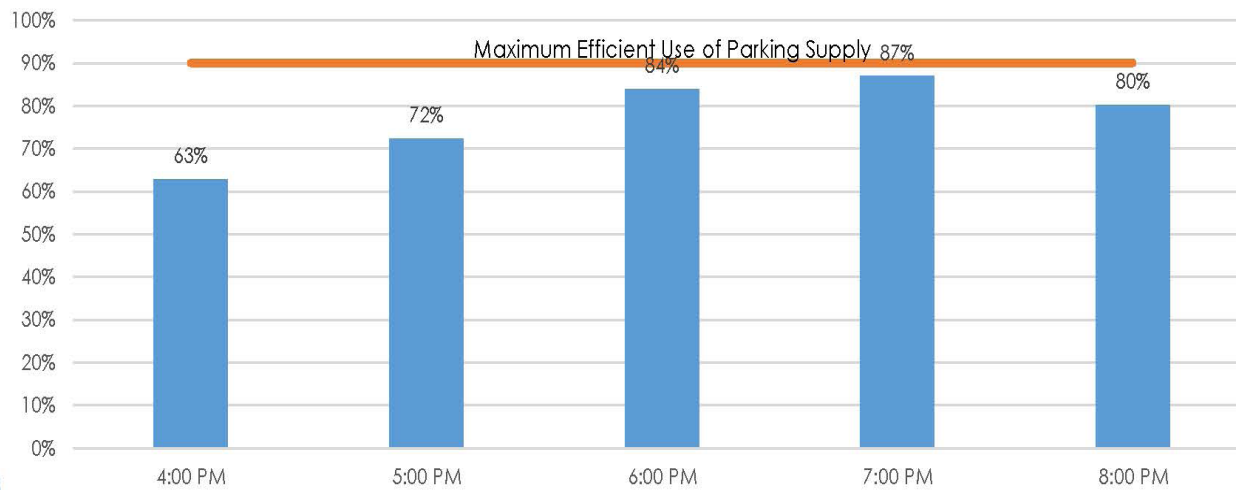
Peak Customer Parking Occupancy
During Weekend Evening.

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

23

Available Parking
Spaces to Support
Customers

Maximum Restaurant/Retail Demand for Parking



Parking Occupancy Counts Collected on Friday, October 21, 2016

© Walker Parking Consultants

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.

Weekend Public Parking Occupancy



79%

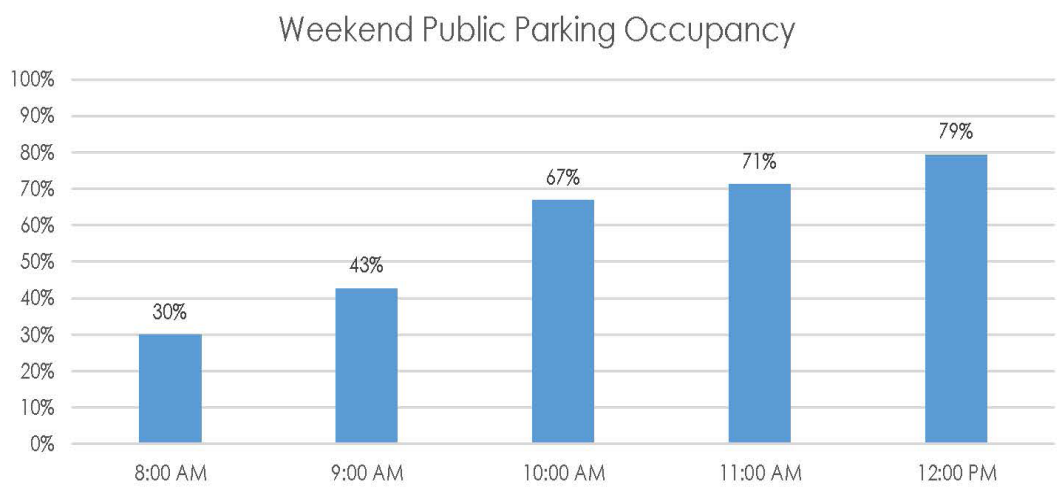
Peak Saturday
Parking
Occupancy
Occurred between
12 – 1 pm

84

Total Public Parking
Spaces Available
During Peak

43%

Increase in
Weekend Daytime
Vehicles Parked
since 2008



Parking Occupancy Counts Collected on Saturday, October 22, 2016

Farmers Market/ Commercial Demand

611

Primary Parking Spaces Supporting Commercial District Customers

100%*

Peak Occupancy During Saturday Morning Farmers Market

608

Total Vehicles Parked Saturday Morning During Farmers Market

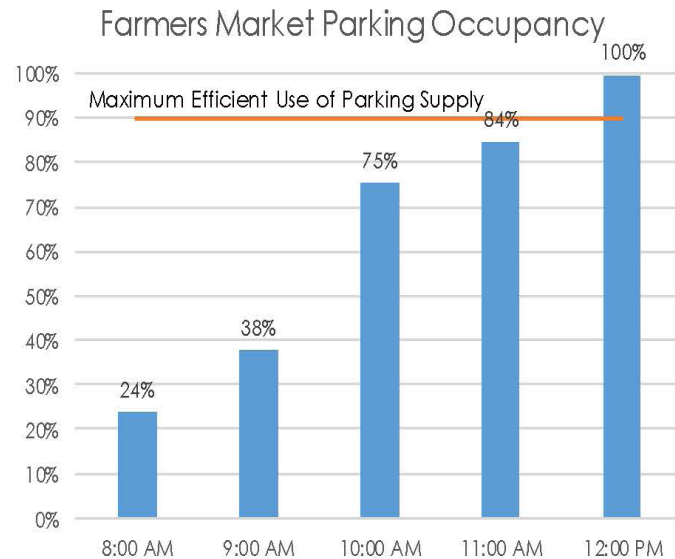
59

Need for Additional Parking Spaces to Support Commercial District Parking During Farmers Market



Primary Parking Lots Supporting Commercial District Customers

Fresh Thyme Lot
Grove Street
Church Lot
TJ Max Lot

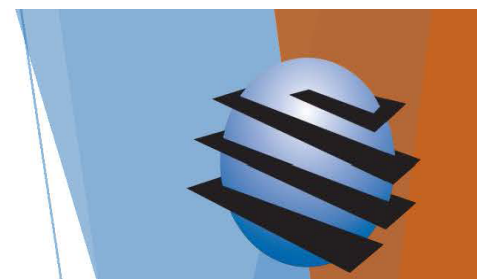


Parking supply for customers during farmers market season is not capable to support the current demand.

Customer growth of the farmers market or other weekend commercial activities may be limited by convenient parking capacity.

Parking Occupancy Counts Collected on Saturday, October 22, 2016

© Walker Parking Consultants



Use of Private Parking Lots

28%

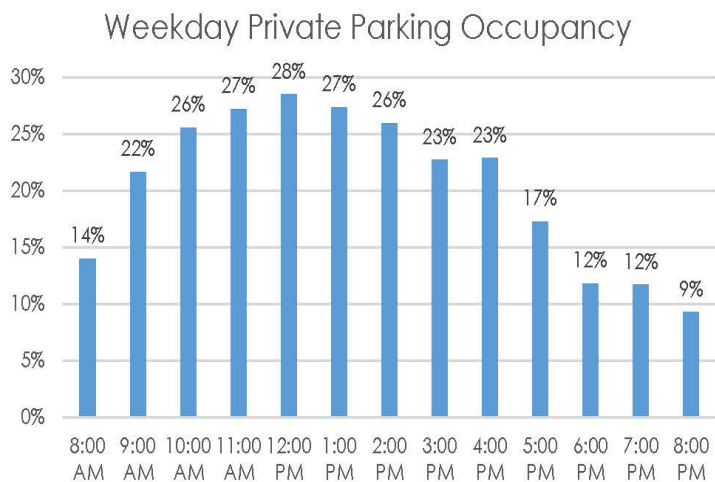
Peak Occupancy of Private Parking Spaces Occurred at 12:00 pm

434

Total Vehicles Parked at Peak Parking Occupancy

1,015

Total Private Parking Spaces Available During Peak Occupancy



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.

Parking Occupancy Counts Collected on Friday, October 21, 2016

© Walker Parking Consultants

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?

Customer
Convenience



Room for
Growth

Tipping
Point

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



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.



Useful Tips

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.



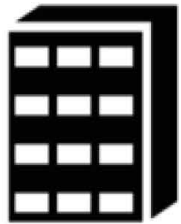
Continued Growth and Vibrancy; Its Impact on Parking



Residential Redevelopment



Maxfield Training Center
site identified as a residential
redevelopment opportunity



155

Apartment
Units

238

Parking Spaces

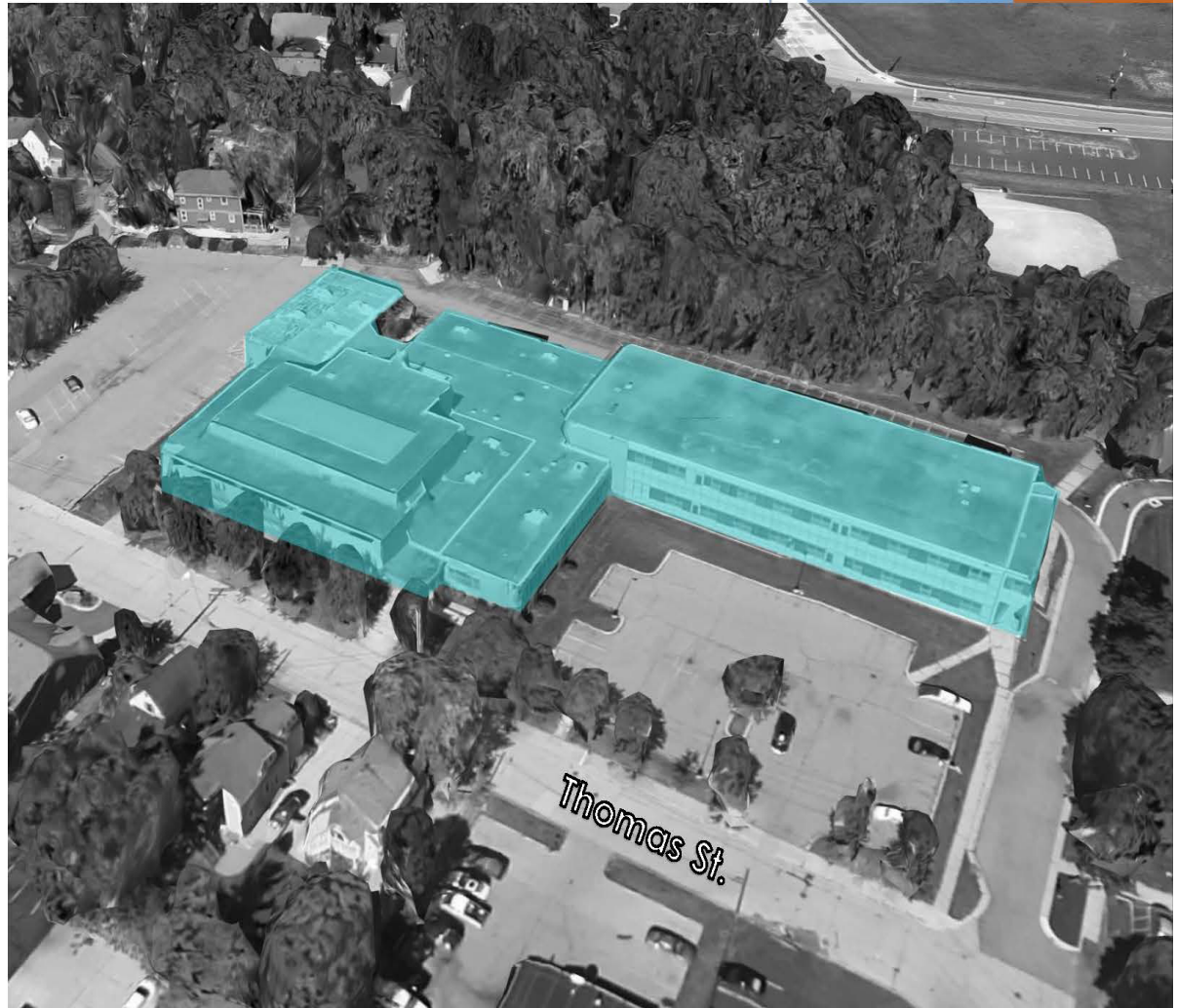


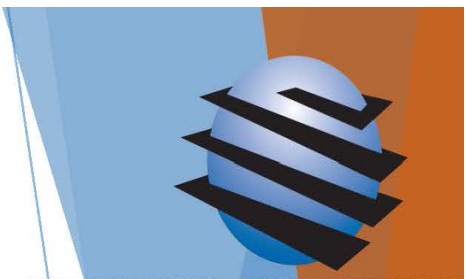
Guest parking needs to be provided
in addition to the resident parking.

23 Spaces

(.15 guests vehicles per Unit)

© Walker Parking Consultants





Land Use Densification

Restaurants

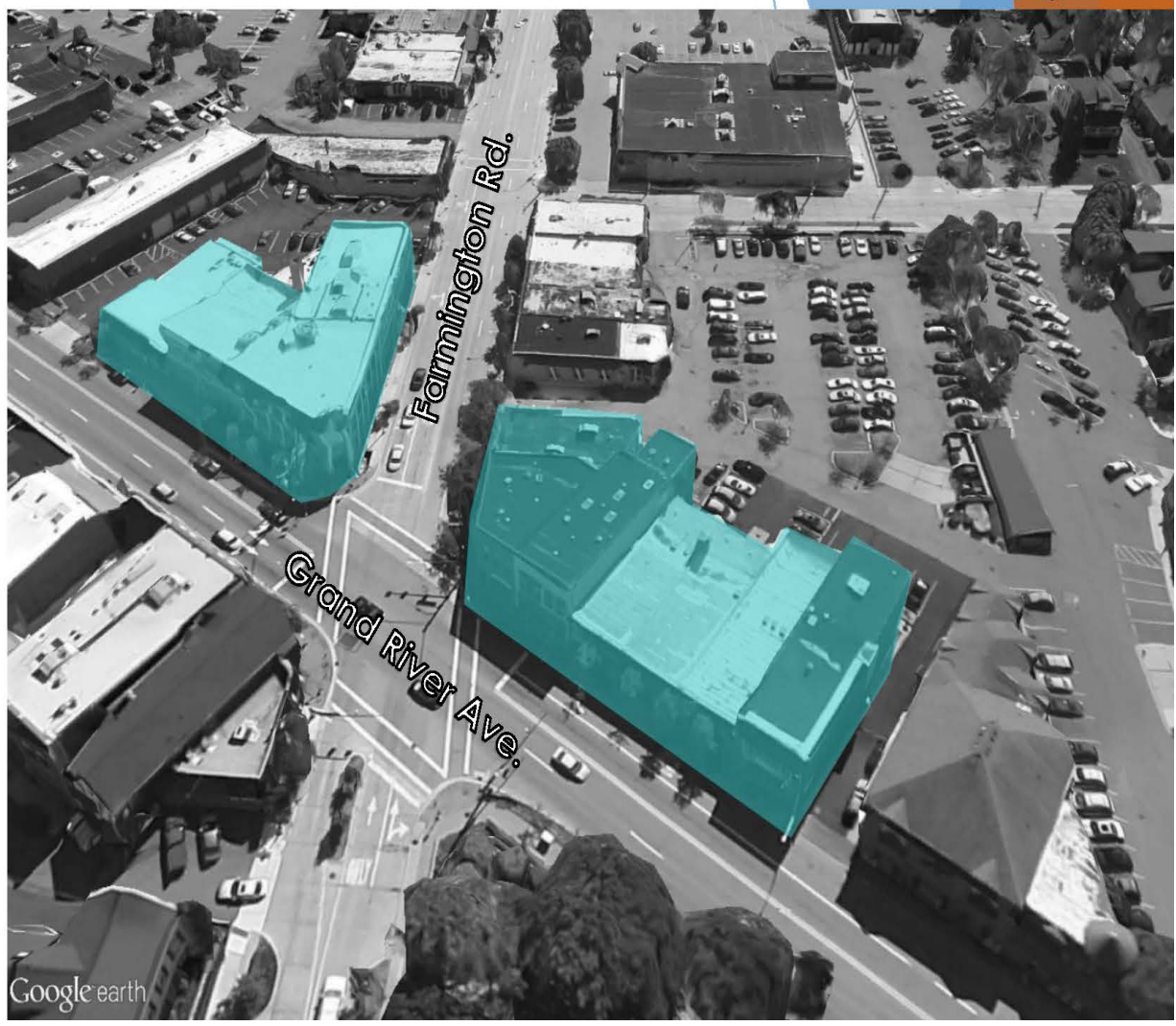
Potential opportunity to convert ground floor retail to restaurants along intersection of Grand River Ave. & Farmington Rd.

33,681

Square Feet
Ground Floor
Retail/Office

540

Parking Space
Net Increase in
Demand



Google earth

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

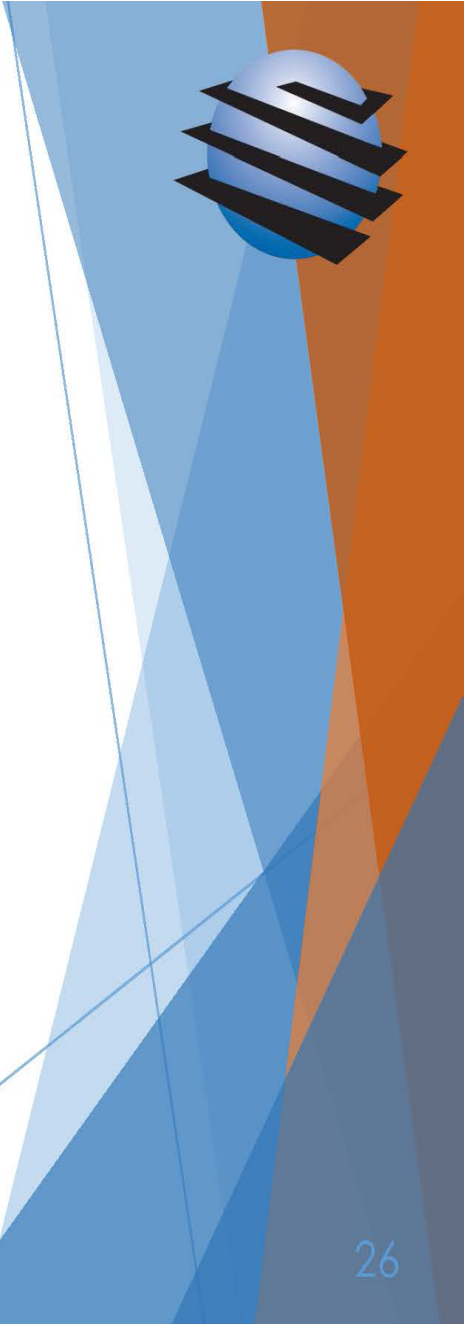
Additional parking spaces projected to be required along Grand River Ave. corridor to support current parking demand, redevelopment, and land use densification over the next 5-10 years

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

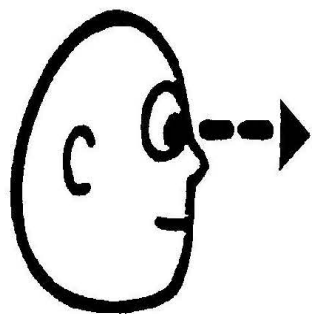


Criteria for Selecting Parking Locations

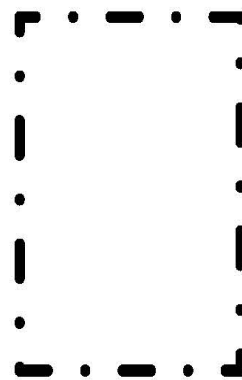
<5
Minute
Walk



Easily
Accessible
by Vehicle

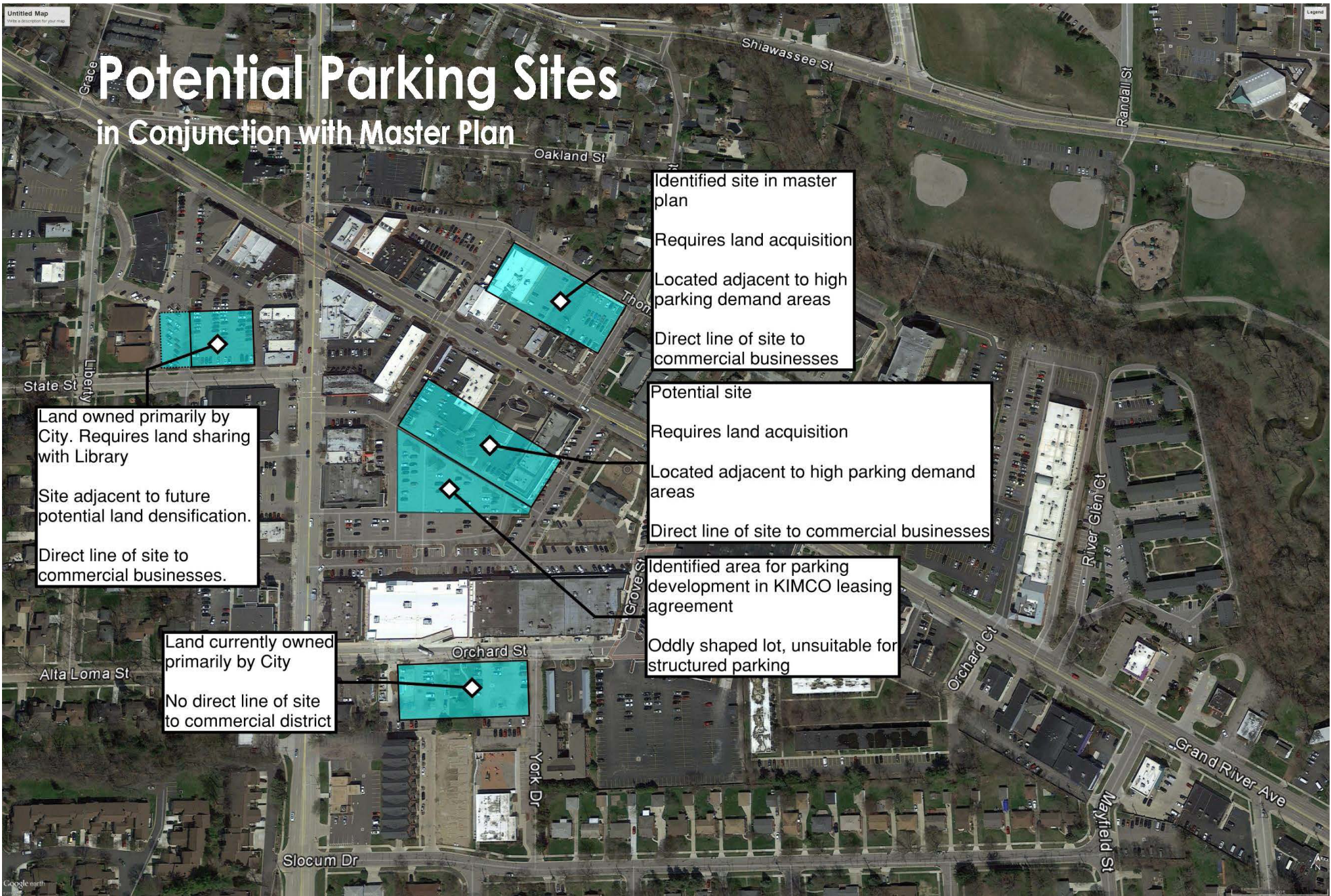


Line of Sight to
Destination
from Parking
Location

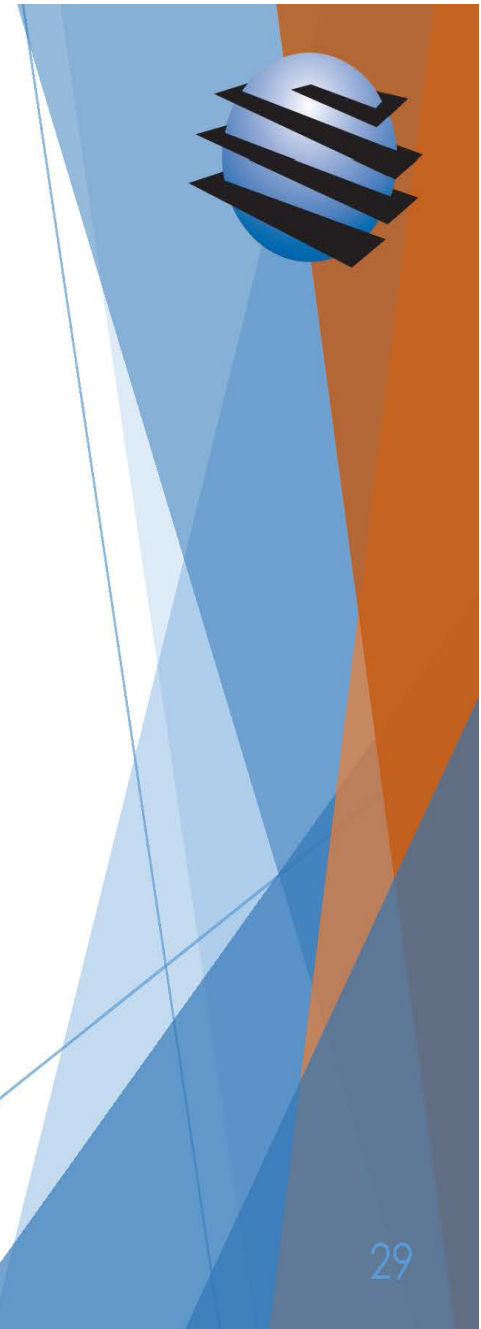


Preferably
On Existing
City Owned
Land





Potential Parking Structure on City Hall Lot



Structured Parking City Hall Parking Lot Site

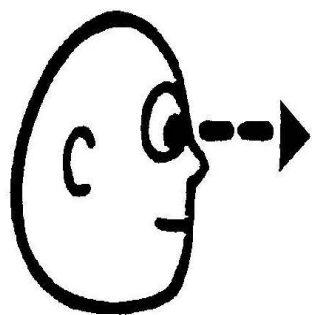


<5

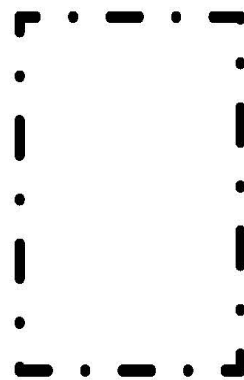
Minute Walk
to Downtown
Restaurants
and Retail



Easily
Accessible
by Vehicle
via State St.



Line of Sight to
Farmington Rd
from Elevator



On Existing
City Owned
Parking 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



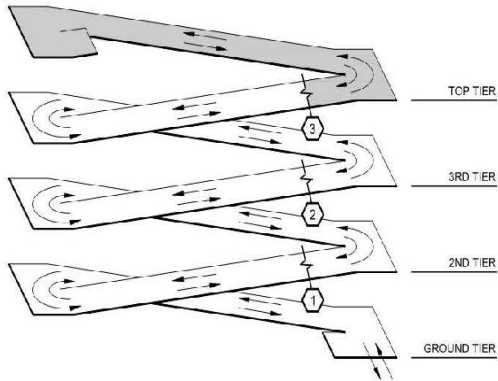
Parking Garage Details



210 Parking Spaces
153 Net New



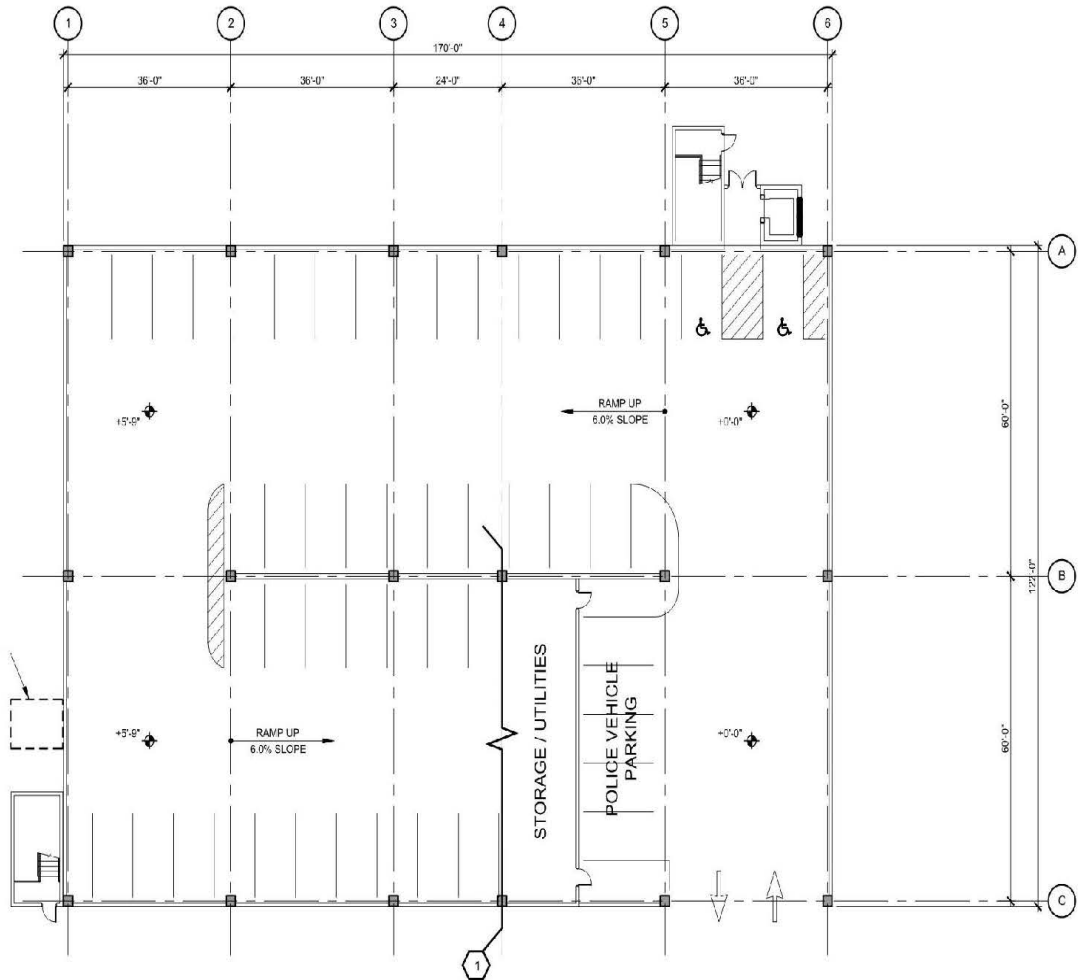
4 Levels
3 Stories



Pedestrian Access at
Two Locations



Secured Parking for
Police Vehicles



Parking Garage Expansion Options

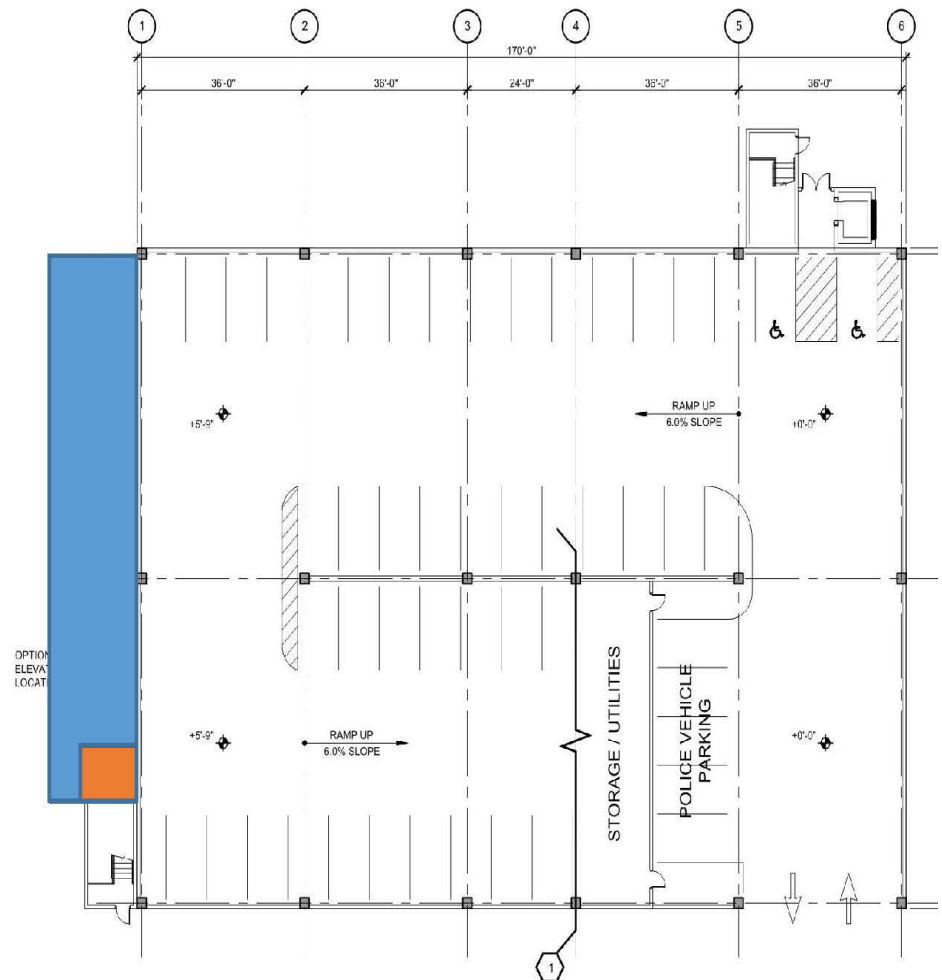


Addition of second elevator an option for convenient pedestrian access to Library



24
Additional
spaces

Expand parking onto
Library property to gain
24 additional parking
spaces

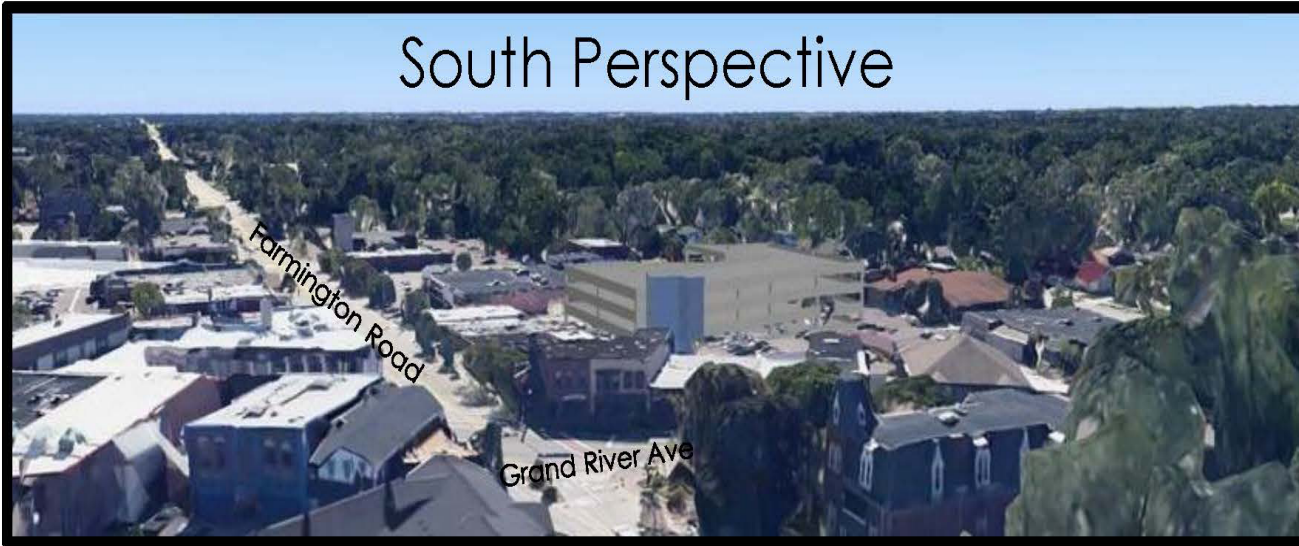


Existing Perspective



Massing Perspective

South Perspective



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

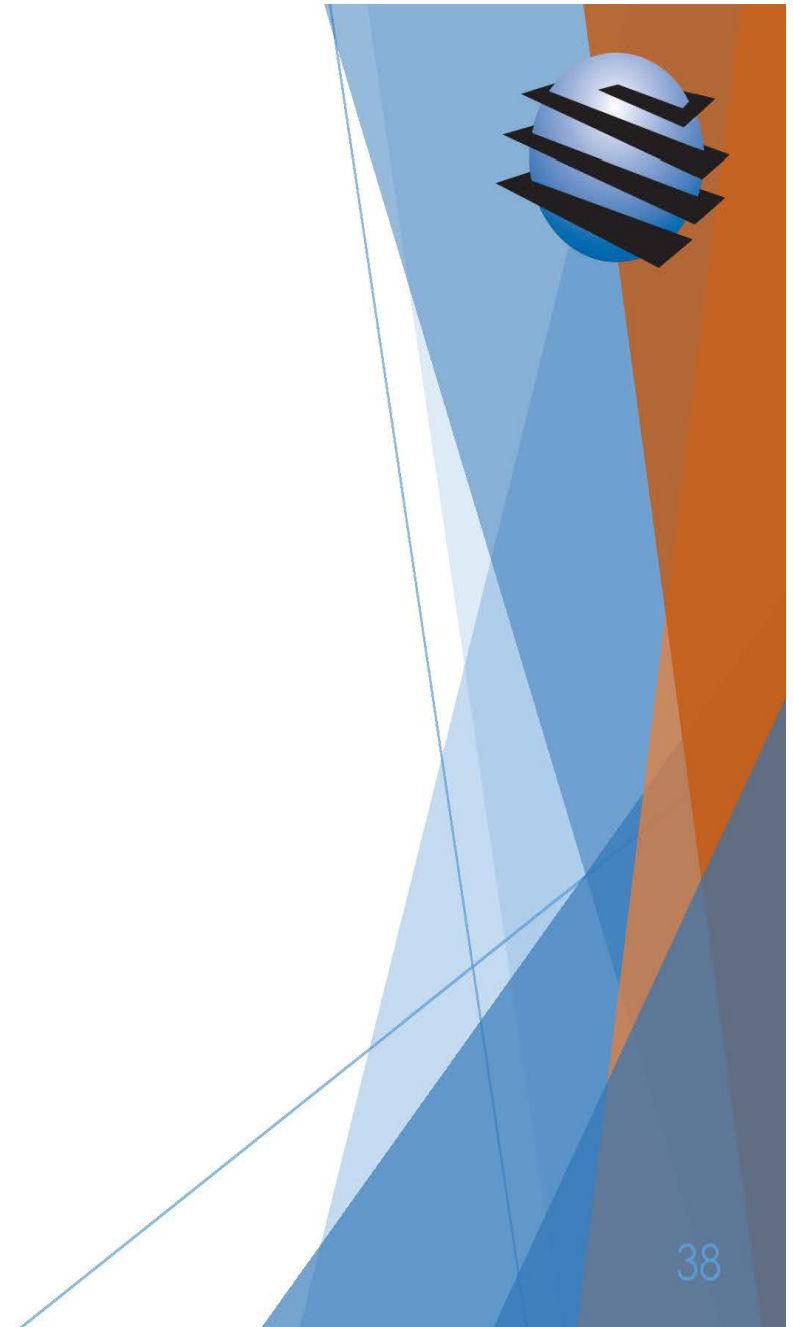


Additional Considerations

- 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



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.



Discussion

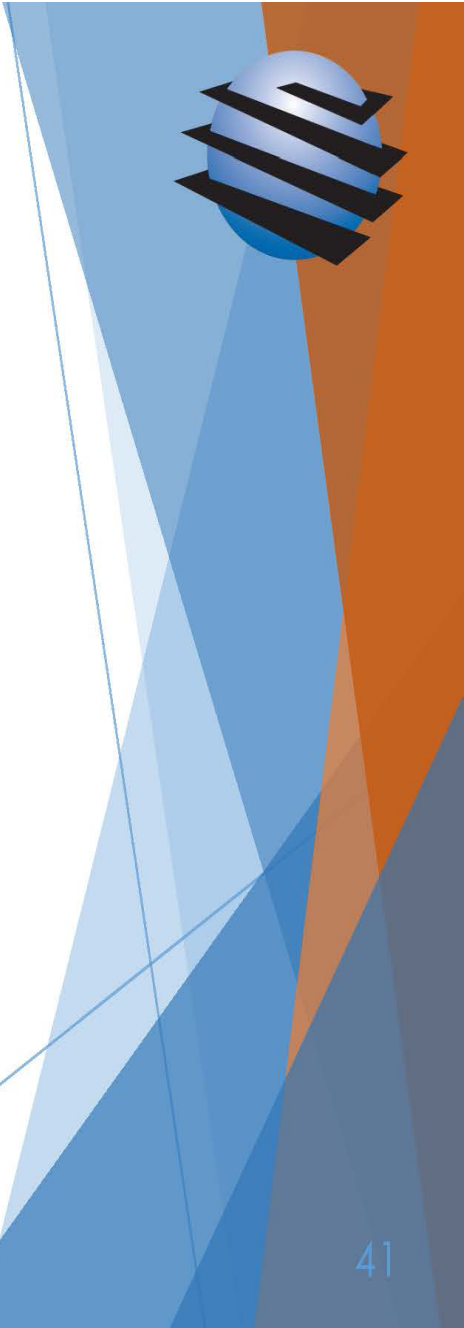
Andrew Vidor
Walker Parking Consultants
andrew.vidor@walkerparking.com
810.265.2639

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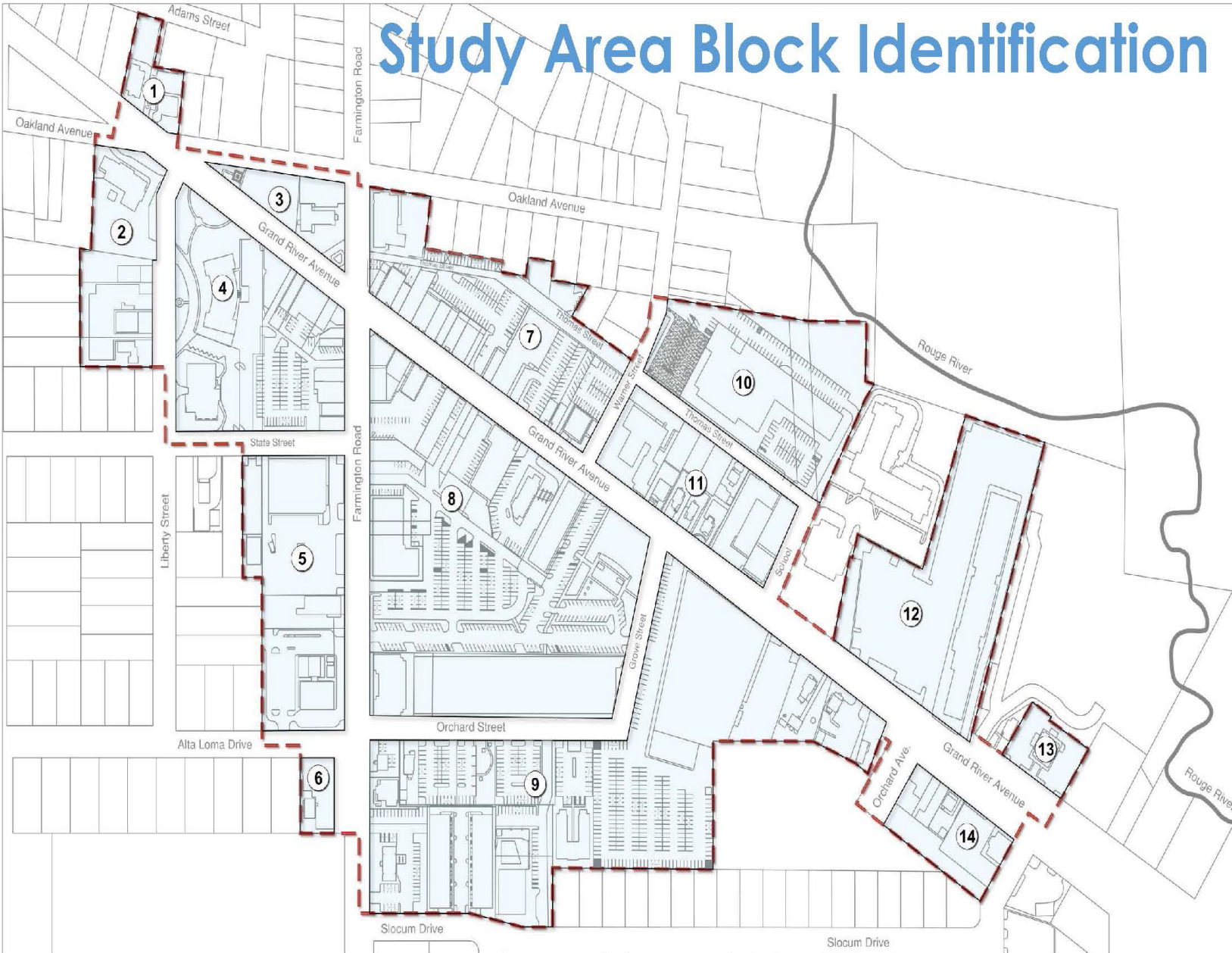
40

Detailed Data for Reference





Study Area Block Identification



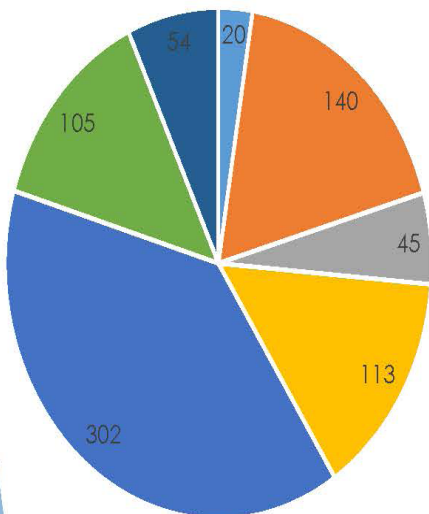
Parking Supply



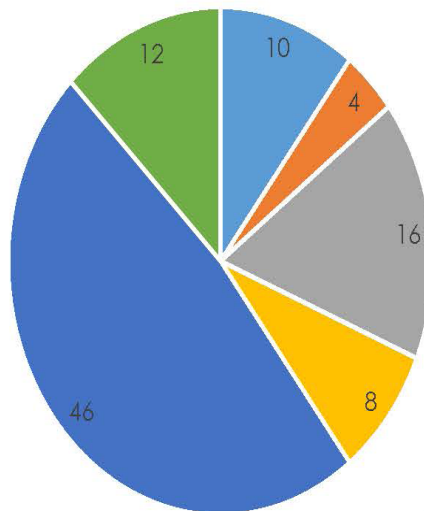
Public Parking		
Block #	Common Name	Supply
1		0
2		0
3	Masonic Lot	20
4	City Hall Lot	140
5	Library Lot	45
6		0
7	North Lots	113
8	Fresh Thyme Lot	302
9	Orchard St. Lots	105
10	Church Lot	54
11		0
12		0
13		0
14		0
Totals		779

On-Street	Supply
Grand River Ave.	10
Farmington Rd.	4
Liberty St.	16
State St.	8
Grove St.	46
<u>Thomas St.</u>	<u>12</u>
Total	96

Private Parking	
Block #	Supply
1	26
2	102
3	0
4	24
5	164
6	22
7	70
8	154
9	426
10	102
11	74
12	280
13	31
14	50
Totals	1,525



- Masonic Lot
- City Hall Lot
- Library Lot
- North Lots
- Fresh Thyme Lot
- Orchard St. Lots
- Church Lot



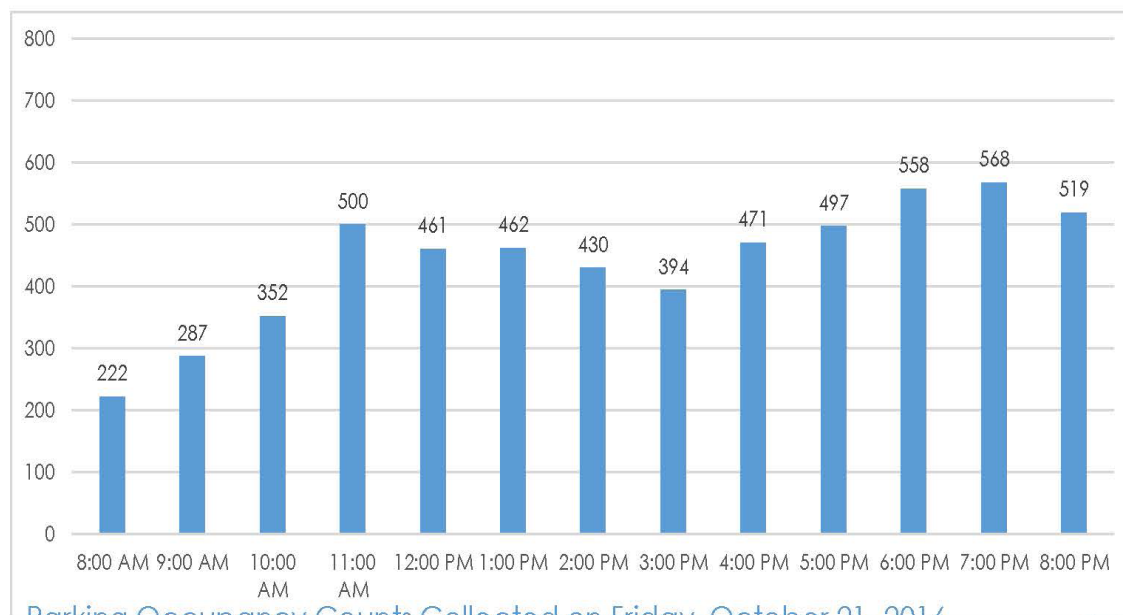
- Grand River Ave.
- Farmington Rd.
- Liberty St.
- State St.
- Grove St.
- Thomas St.

© Walker Parking Consultants

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
1		0	-	-	-	-	-	-	-	-	-	-	-	-	-
2		0	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-
7	North Lots	113	13	29	31	82	81	83	67	82	118	118	173	178	157
8	Fresh Tyhne 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	-	-	-	-	-	-	-	-	-	-	-	-	-
12		0	-	-	-	-	-	-	-	-	-	-	-	-	-
13		0	-	-	-	-	-	-	-	-	-	-	-	-	-
14		0	-	-	-	-	-	-	-	-	-	-	-	-	-
Off-Street		779	222	287	352	500	461	462	430	394	471	497	558	568	519
% Occupied			28%	37%	45%	64%	59%	59%	55%	51%	60%	64%	72%	73%	67%
Supply			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

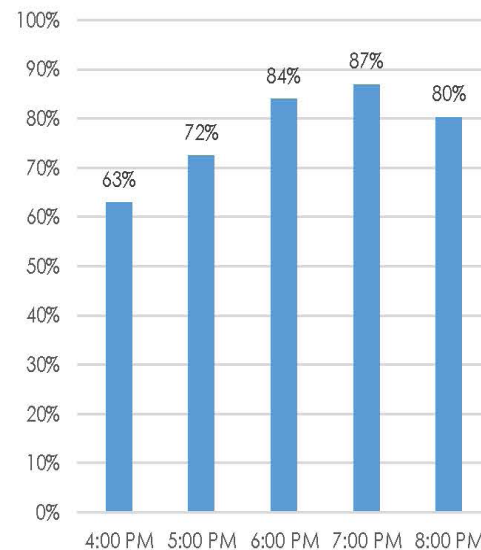


Parking Occupancy Counts Collected on Friday, October 21, 2016

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

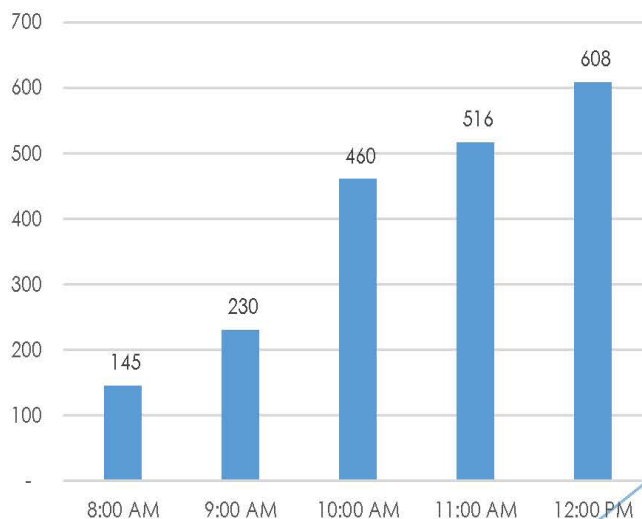


© Walker Parking Consultants Parking Occupancy Counts Collected on Friday, October 21, 2016

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			24%	38%	75%	84%	100%
Adequacy			405	320	90	34	(59)



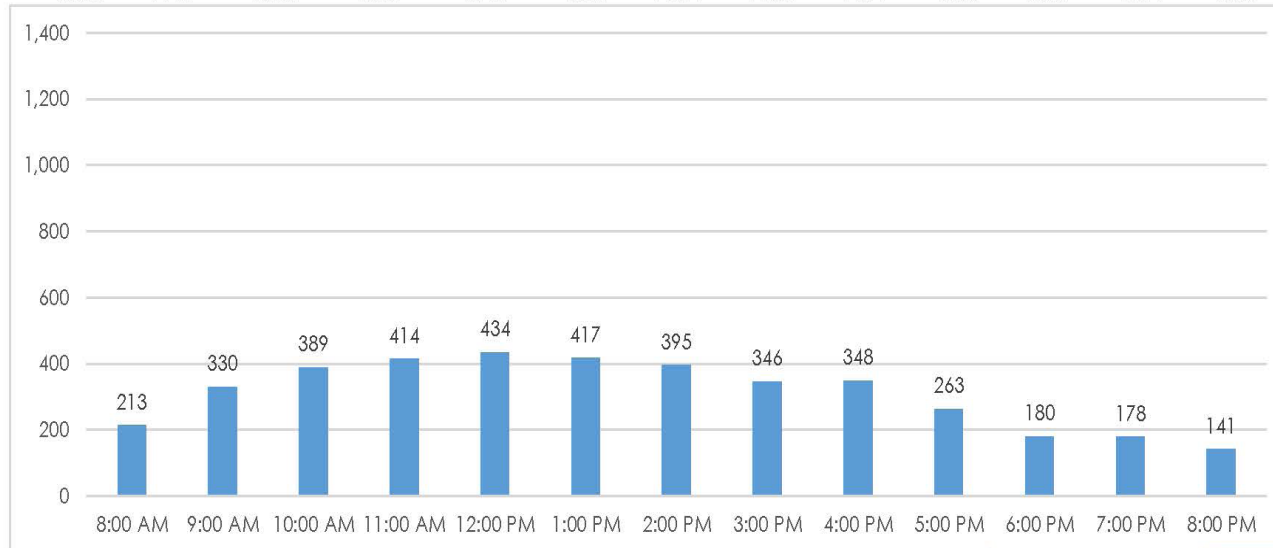
Parking Occupancy Counts Collected on Saturday, October 22, 2016

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Weekday Private Parking Occupancy



Block #	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
1	26	9	10	10	8	8	8	10	8	3	-	-	-	-
2	102	13	18	18	21	18	20	22	23	30	21	-	-	-
3	0	-	-	-	-	-	-	-	-	-	-	-	-	-
4	24	11	30	45	18	34	41	36	29	33	10	-	-	-
5	164	35	51	45	49	58	60	58	36	30	40	-	-	-
6	22	6	6	7	7	5	8	6	7	-	1	-	-	-
7	70	2	8	7	12	10	15	13	12	15	21	55	60	39
8	154	46	57	78	78	80	93	76	81	82	46	35	35	35
9	426	27	39	54	75	76	68	76	72	83	70	45	45	45
10	102	-	-	-	-	-	-	-	-	-	-	-	-	-
11	74	11	23	26	26	26	30	34	29	28	4	-	-	-
12	280	44	77	87	110	102	63	58	45	38	42	45	38	22
13	31	1	3	4	6	10	3	2	2	6	8	-	-	-
14	50	8	8	8	4	7	8	4	2	-	-	-	-	-
Totals	1,525	213	330	389	414	434	417	395	346	348	263	180	178	141
% Occupied		14%	22%	26%	27%	28%	27%	26%	23%	23%	17%	12%	12%	9%
Adequacy		1236	1119	1060	1035	1015	1032	1054	1103	1101	1186	1269	1271	1308



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

DOWNTOWN FARMINGTON CONCEPTUAL DESIGN
 FARMINGTON, MICHIGAN



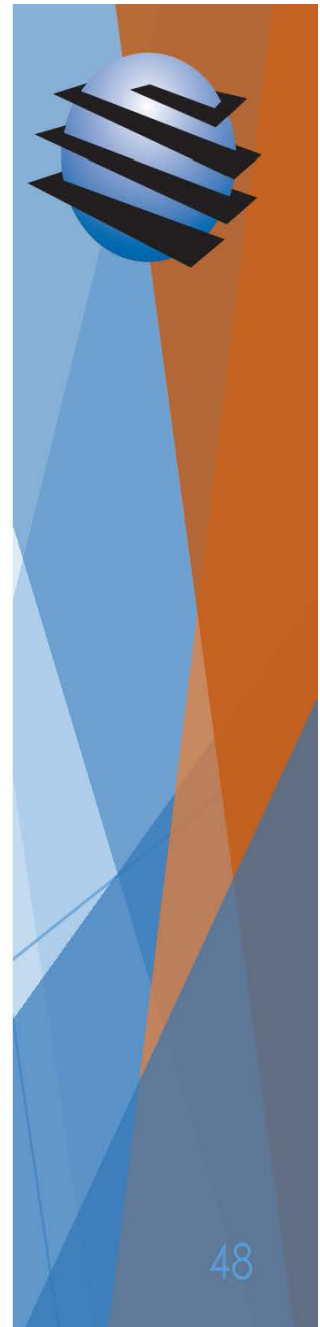
SITE PLAN

LEGEND

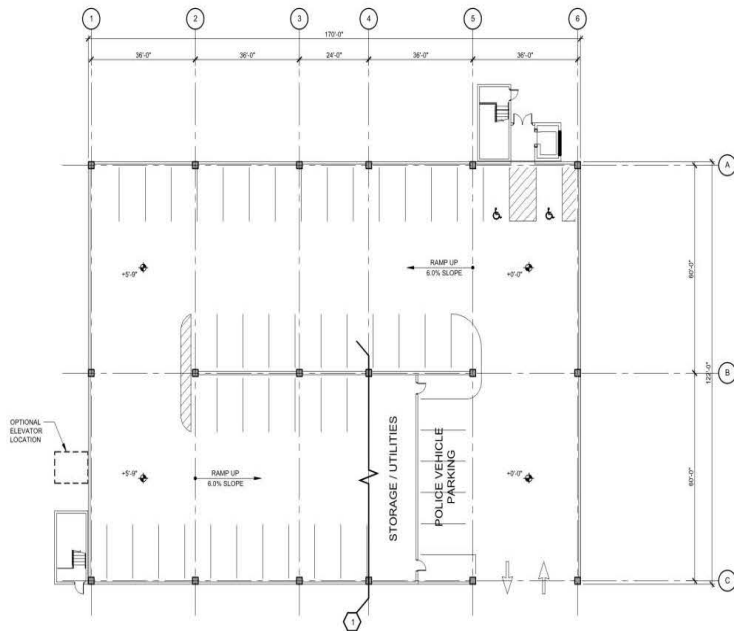


Scale: 1/16" = 1'-0"
 A-100

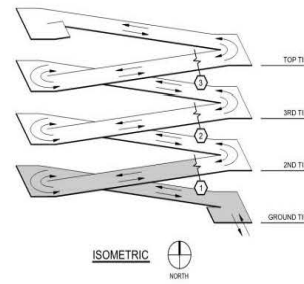
Date: 01-04-17 Project Number: 20-1731.00



DOWNTOWN FARMINGTON CONCEPTUAL DESIGN
 FARMINGTON, MICHIGAN



1 GROUND TIER PLAN
 1/16" = 1'-0"



Parking Space Tabulation
 9'-0" Wide Standard Spaces @ 90°

Tier	Standard	Accessible	Van Accessible	Total
1	47	0	2	47
2	57	2	0	57
3	57	2	0	57
4	49	0	0	49
Total	204	4	2	210

210 New Spaces - 57 Existing Spaces Lost
 = 153 Net Added Spaces

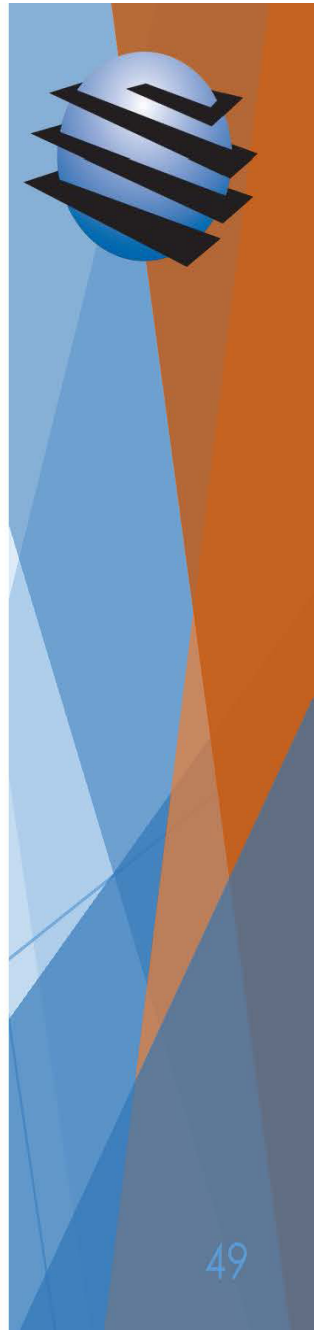
GROUND TIER PLAN

LEGEND

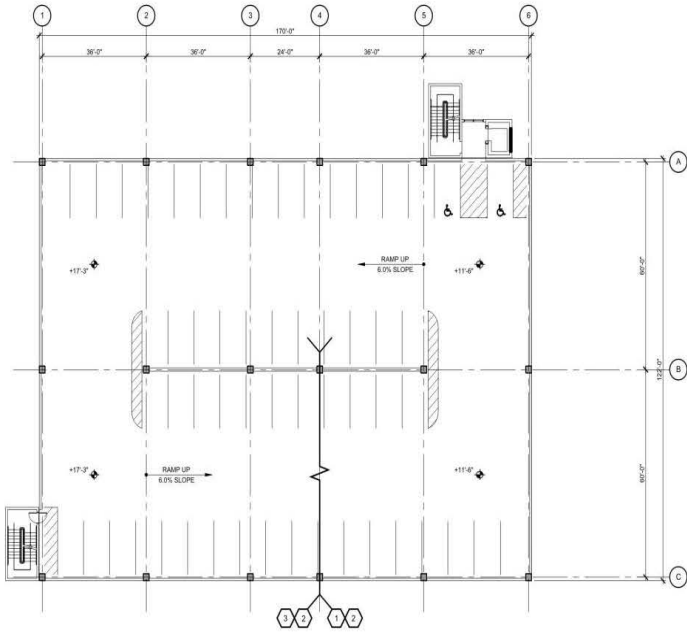


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 A-101

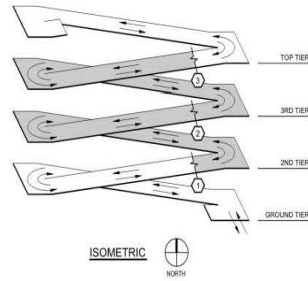
Date: 01-04-17 Project Number: 20-1731.00



DOWNTOWN FARMINGTON CONCEPTUAL DESIGN
 FARMINGTON, MICHIGAN



1 TYPICAL TIER PLAN
 0 10 20
 1/16" = 1'-0"



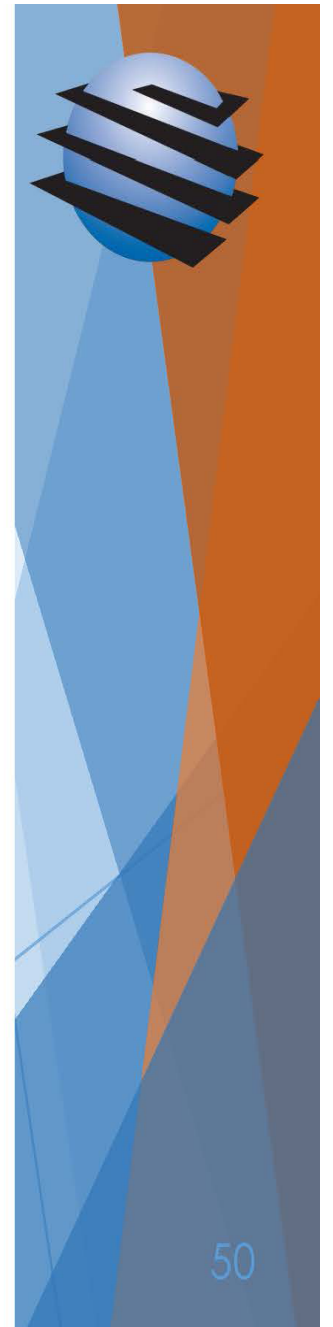
TYPICAL TIER PLAN

LEGEND

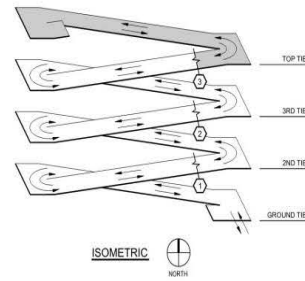
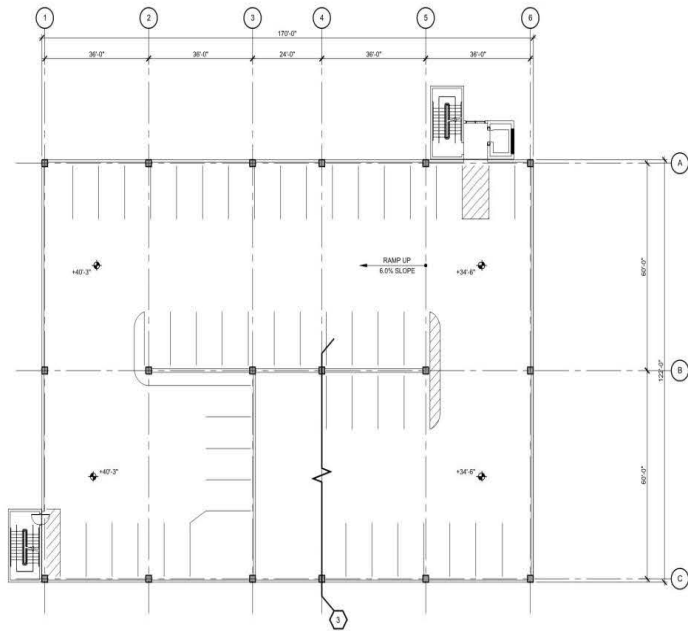


Scale: 1/16" = 1'-0"
 A-102

Date: 01-04-17 Project Number: 20-1731.00



DOWNTOWN FARMINGTON CONCEPTUAL DESIGN
 FARMINGTON, MICHIGAN



TOP TIER PLAN

1 TOP TIER PLAN
 0 10 20
 1/8" = 1'-0"

LEGEND



Scale: 1/16" = 1'-0"
 A-103

Date: 01-04-17 Project Number: 20-1731-00

