



**FARMINGTON DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MEETING**

**Tuesday, June 2, 2015  
SPECIAL MEETING**

**MAIN STREET OAKLAND COUNTY  
TECHNICAL VISIT**



***6:00-9:00 p.m.  
Masonic Hall, 23715 Farmington Road***

**AGENDA**

1. Roll Call
2. Public Comment
3. Facilitated Strategic Planning Exercises – Scott Day and Ray Scriber
4. Adjournment

**Scott Day** is the principal of Urban Development Services, a firm specializing in urban design and design management strategies for commercial districts all across the United States. Urban Development Services provides clients with market-driven solutions for the creation and enhancement of pedestrian-oriented commercial districts and the tools they need to plan, manage and enhance their commercial district's image and performance. Much of the firm's work addresses developing master plans and design guidelines as a community tool for guiding growth and development in downtown. Mr. Day has over 28 years of experience in downtown commercial district revitalization ranging from small rural communities to inner city neighborhoods.

He regularly conducts training sessions on urban planning issues as they relate to commercial districts, commercial architecture restoration strategies, ordinances that impact commercial districts, retail image development and historic preservation planning. Mr. Day has created design guidelines for business districts that facilitate the development of pedestrian-oriented retail development. These design guidelines are derived from form based codes but are easy to understand, easy to administer yet allow the designer flexibility and creativity.

Mr. Day worked with for the National Main Street Center for 17 years where he provided technical assistance to the Main Street communities across the United States. He has worked with Main Street programs in more than forty states representing over 500 different communities.

**Ray Scriber** is the Director of Louisiana Main Street. He began work with Louisiana Main Street as the staff architect in 2003 and then became state director in 2007. His primary professional experience prior to joining Main Street was

in the banking and insurance industries and then with an architecture firm. He holds a Master of Architecture degree with a concentration in historic preservation from Louisiana State University, a Master of Business Administration degree from Centenary College and a Bachelor of Business Administration degree in Marketing from the University of Louisiana at Monroe.

He is also the Certified Local Government coordinator in Louisiana's Division of Historic Preservation working with 48 local governments and their historic district commissions. Ray serves on the board of the National Alliance of Preservation Commissions, serving on the Executive Committee as Treasurer. He also teaches a historic preservation class at the LSU School of Architecture.

**WORK SHEET #1**

**WHAT DO WE WANT TO CHANGE OR IMPROVE?**

**Scenario** Ten years ago you left Farmington to follow a job offer. Today you return for your first visit, to consider living here again. You're a bit skeptical but you go to Grand River Avenue...just to see if it has improved. Pleasantly surprised, you are dazzled by how great it is. If it had been like this, you would have never left in the first place.

**What do you see**, in the:

**Appearances-** How has the look of the buildings changed? (Height, materials, relationship to the street)  
Other visual differences?

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**Commerce-** Name three new businesses ( by types of products sold) that were not here before.

**New Businesses**

**Who are their customers?**

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**Vitality-** What surprising new activities, events, or spirit now define the heart of the commercial district?

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**Key Points**, Circle above the most significant new ideas?

**WORKSHEET #2**

**WHAT DEFINES OUR UNIQUE CHARACTER?**

The corner store where everybody meets, the transit stop, a unique store owner, buildings that are unique landmarks, distant views, unique ornamentation on buildings are just some of the typical things that define the character of a community and are often concentrated in the commercial core of the neighborhood.

**Whatever else changes, what are some of the things in the Grand River commercial area that you would never want to loose?**

Built Environment....buildings, public spaces, fixtures, etc.

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Natural Environment...landscape, views, streets that have become part of the community's character.

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Institutions...businesses, people, events that define the heart of the commercial district.

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KEY POINTS....Circle above significant words or ideas

**WORKSHEET #3**

**WHAT IS OUR SITUATION IN THE COMMERCIAL DISTRICT**

How does the commercial district currently match up against our future envisioned commercial area? (If it helps, imagine you could time travel to this future envisioned Main Street and then return). Considering our new visions for downtown's future, what are it's current....

**Strengths?**

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**Weaknesses?**

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**Opportunity or Challenge?** Consider both the vision the commercial district and its current strengths and weaknesses. Then identify opportunities or threats to it by marking with an (O) or (C).

**Customers,**

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**Partners,**

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**and Competitors**

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**Trends**

Economic\_\_\_\_\_

Design/Physical\_\_\_\_\_

Marketing/Promotions\_\_\_\_\_

Organizational\_\_\_\_\_

**Key Points**....circle above the most significant issues you think the district will face in the next 3-5 years.

**WORKSHEET #4**

**HOW WELL DOES OUR VISION AND CAPABILITIES MATCH?**

The previous worksheets form the basis of an emerging vision for the district and the organization. At this point, strategy will be determined by how these different issues are related.

**What specific changes must happen to move from “REALITY” to “VISION”?**

<b>PHYSICAL</b>	<b>ECONOMIC</b>	<b>ORGANIZATION</b>	<b>MARKETING</b>
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.
6.	6.	6.	6.
7.	7.	7.	7.

Examine the match between vision, stakeholders (customers and supporters), and your mission. List below any gaps or mis-matches. (Example: the vision may suggest an upscale marketplace, but the retailers really want low-end promotions as the Main Street strategy).

**GAPS OR MISMATCH**

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**HOW TO REDUCE OR ELIMINATE**

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