



City of Farmington Vision Plan

September 2013



Acknowledgements

City Officials:

- Tom Buck - Mayor
- William Galvin - Mayor Pro Tem
- JoAnne McShane - Councilmember
- Greg Cowley - Councilmember
- Steven Schneemann - Councilmember

City Staff:

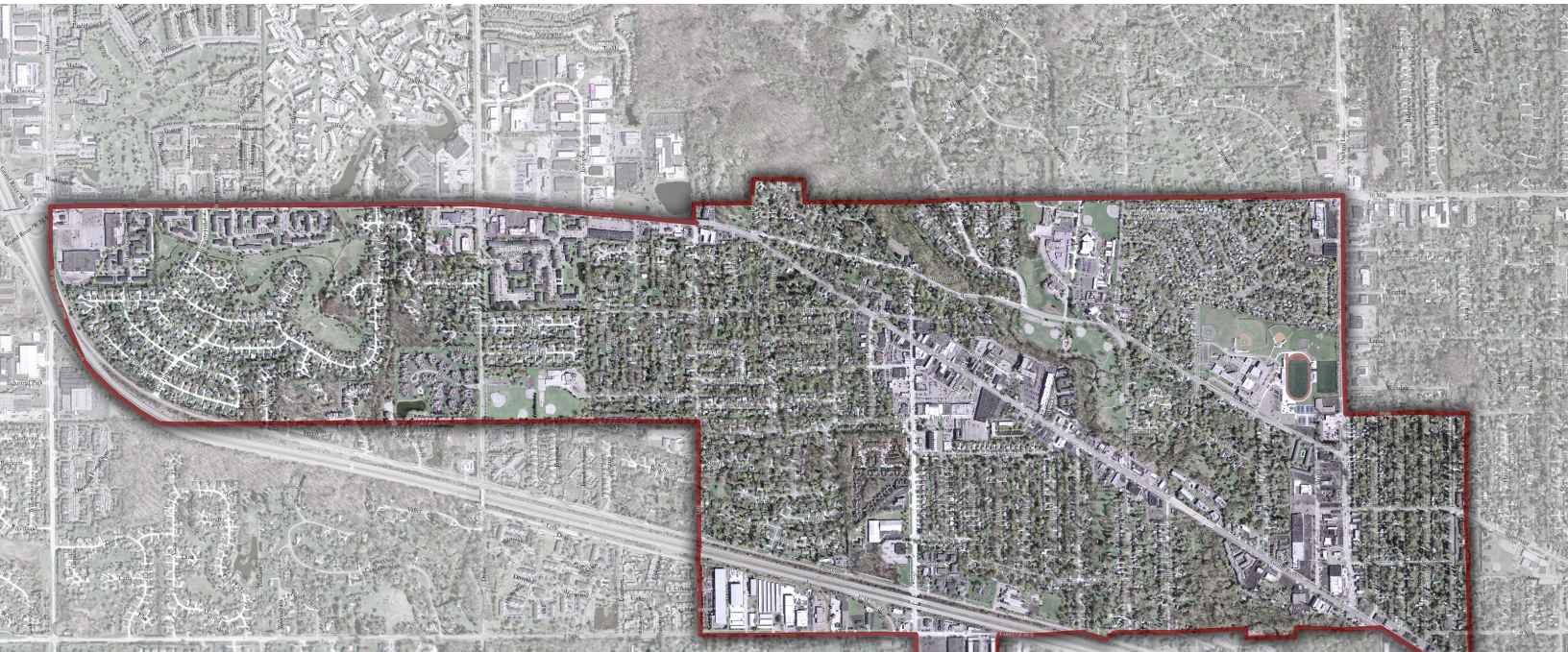
- Vince Pastue - City Manager
- Kevin Christiansen - Economic and Community Development Director

DDA Staff:

- Annette Knowles - Executive Director
- Janet Bloom - Events Planner

Plan Prepared by:





1. Introduction



Introduction

OVERVIEW

The Farmington Vision Plan is the result of an intensive six month citizen-based initiative to answer the overarching 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 for the future

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.

The vision identifies overarching initiatives for most aspects of quality of life in the City—from arts and culture to economic health to community activities. It also presents specific actions to realize a desired future.

This document outlines the vision resulting from this community-driven planning effort.

WHY HAVE A VISION?

The visioning process helps the City, local agencies, and the general public identify how their ideas and aspirations can be applied to shape the future of the Farmington community, and, more importantly, how to make those ideas and dreams come true. The vision helps Farmington reach a set of vision initiatives that will guide future growth, development, investment, and policies. The vision also helps to:

- Create shared goals for the future.
- Identify a way to achieve the shared goals.
- Build an understanding and good will between groups that sometimes don’t agree with each other.
- Give people ownership in their community.
- Identify and grow new community leaders.

PURPOSE OF THE VISION

Guide...

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

Inform...

...and guide property owners, as well as prospective property owners and developers, as to what is needed, desired, and likely to be approved by the City

Measure...

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





WHY THIS PLAN? A CALL TO ACTION

At the onset of the project, there were a number of key issues and questions the City, community, and planning team considered. These issues were addressed through the planning process and are as follows:

- The need to update the City's 1998 Downtown Vision Plan, taking into consideration what the market will support based on what is known and what needs to be done in the future.
- How the community wants to grow and how that translates into other city policies.
- The questions "Who are we?" and "How do we build on our strengths?"
- The potential for shared services with Farmington Hills.
- The need and support for actions to generate new revenue.
- Ongoing or new strategies for downtown development.
- The potential community support for the

adaptive reuse of targeted redevelopment properties.

- How the city's existing assets can help shape the future based on what the community controls and does not control and how to get social and financial value out of investment.
- The changing population demographic and the impact on Farmington.
- How to attract the creative class and millennials.

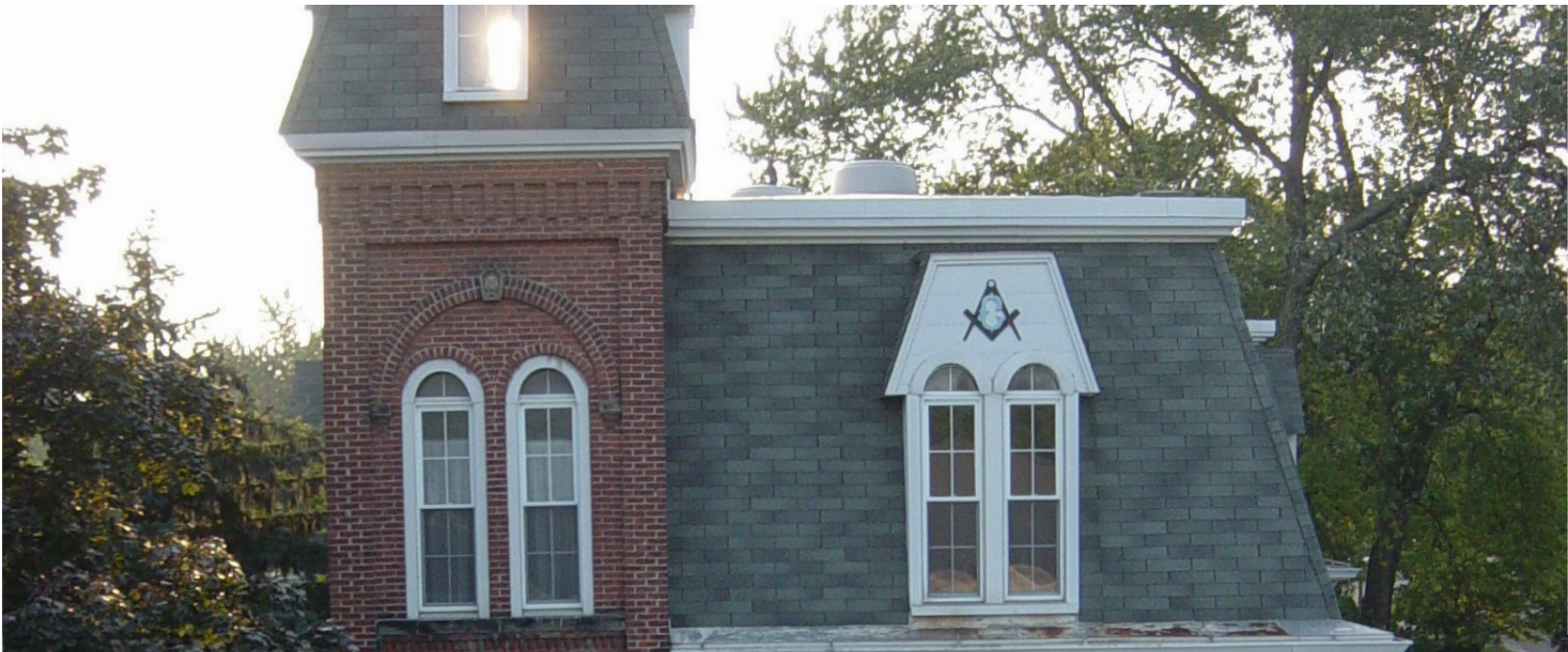
HOW TO USE THE PLAN - NEXT STEPS

This Plan has five chapters. The first three chapters introduce the planning process, provide an analysis of existing conditions, and summarize public input. The fourth chapter describes the vision initiatives and the necessary actions to achieve them. The fifth and final chapter is an appendix with survey results and top actions.

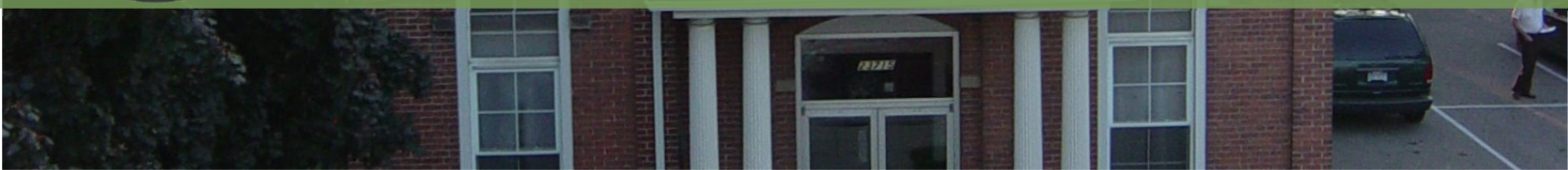
PLANNING PROCESS

The following image outlines the process the planning team used to develop the Plan.





2. Existing Conditions



Existing Conditions

OVERVIEW

To create the Vision Plan, an analysis was conducted of the community's previously completed plans and existing social and economic data. The information in this chapter, combined with the public input, served as a base for developing and evaluating vision initiatives and actions.

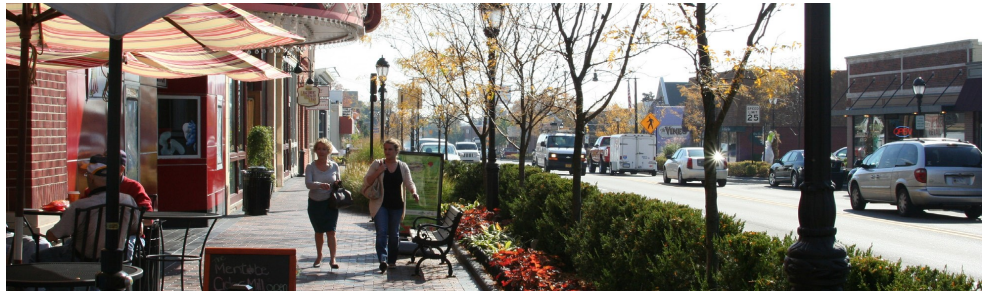
EXISTING PLANS AND STUDIES

Within this section is an overview of the plans and data that were reviewed as part of this project, the key points and recommendations, and an analysis of plan implementation since their completion.

Downtown Vision Plan/Report - 1998

PLANS AND DATA REVIEWED

- ☐ Downtown Vision Plan/Report - 1998
- ☐ Master Plan - 2009
- ☐ DDA Master Plan - 2004
- ☐ Farmington and Farmington Hills Collaboration Study - 2008
- ☐ United States Census
- ☐ Downtown Retail Market Data - 2012
- ☐ Downtown Parking Master Plan - 2008



In 1998, the City completed a vision plan that asked citizens what Farmington should look like in ten years. The process identified four key initiatives the City should focus on in the future and outlined the strategies to accomplish these initiatives. The following describes the key initiatives and their goals.

Parking, Traffic, and Pedestrian Friendliness

- Greater sense of Farmington community pride
- Improvement and change
- Citizens/ residents drawn to downtown area
- Feeling of a unified community
- Less noticeable vehicular traffic
- Ample, accessible, and attractive parking

Green Space, Park Use

- More intimate, enclosed park areas
- Creation of a cohesive sense of place
- Integration of pedestrians, cars, green spaces, and businesses
- Abundance of recreational and social opportunities for all residents

Culture, Entertainment, and Community Activities

- Establishment of a non-profit organization and director to organize activities
- Downtown as a destination for cultural and commercial activities
- Regular, varied, and accessible cultural activities

Business and Restaurant Mix

- Attraction of a major destination retailer
- More restaurant choices
- Quality merchandise and customer service
- Places to explore
- A pedestrian-friendly downtown with accessible parking
- Public spaces for civic and cultural activities
- Shoppers in the district days and evenings

Since 1998, Farmington has made positive changes that include the occurrence of more events and projects that improved aesthetics, calmed traffic, added on-street parking, and established a multi-purpose public space in the Downtown, now home to the Farmington Farmers Market.



2009 Farmington Master Plan

The 2009 Farmington Master Plan analyzed the City's land use, sub-areas, redevelopment options, and transportation and community facilities. The following is a summary of some of the recommendations from the Plan.

Overall Development Strategy

- Enhance flexible redevelopment regulations and streamline the review process to allow for administrative reviews of façade changes that meet the highest design guidelines
- Incorporate incentives into the ordinance to encourage desired features

Residential Neighborhood Recommendations

- Encourage continued home maintenance
- Consider a tree program to diversify the type and size of trees in case of large-scale tree loss
- Improve pedestrian safety and links to downtown
- Redevelopment strategies:
 1. Promote ownership opportunities

2. Encourage improvements to older, smaller homes to retain growing families
3. Consider a housing study to evaluate the current housing supply and demand
4. Provide redevelopment examples
5. Identify potential redevelopment sites

Non-Motorized Transportation

- Promote additional and improved links to the Downtown
- Fill in any sidewalk gaps within neighborhoods
- Coordinate pathways with Farmington Hills
- Ensure proper pedestrian links to local schools and promote "Safe Routes to School" programs
- Ensure all sidewalks are accessible
- Maintain safe pedestrian crossings, especially at unsignalized or mid-block crossings
- Consider separate bike lanes and/ or separated, wider pathways

2004 DDA Master Plan

The Downtown Plan served as an amendment to the City's 1998 Master Plan, expanding on how to improve the Downtown. The Plan included strategies for land use, parking, vehicular and pedestrian circulation, and urban design to achieve the following key objectives:

- Create a center core, or central park area that serves as the focal point for activity in the Downtown and creates important gathering places for visitors, residents, and workers
- Cultivate a walkable and vibrant downtown with several areas of interest and activity from morning to evening
- Develop a consistent, solid building line along the streetscape so there is ample space for businesses and residential uses and elements of interest
- Promote a mixture of land uses that support a walkable environment, provide a source of entertainment, and offers needed services
- Increase access and views to the Upper Rouge River and Shiawassee Park linked to businesses,



but most importantly to the center core of the Downtown

- Improve access and circulation into and through the Downtown for cars and vehicles
- Provide a pedestrian circulation system that promotes an atmosphere of comfort and interest for people
- Increase parking space opportunities that are convenient for all activity areas

Since 2004, much has been done to improve Downtown Farmington including streetscape improvements and the establishment of a Farmers Market area used for events. However, there is still a number of opportunities to continue this success, which includes attracting people downtown after business hours, increasing parking in underutilized lots, better utilizing vacant and underutilized lots, adding more housing in and around the Downtown, encouraging additional special events, and establishing new public spaces.

Farmington and Farmington Hills Collaboration Study - 2008

This study examined collaboration options between the Cities of Farmington and Farmington Hills.

Options examined ranged from a joint provision of services to a merger. The study explored each community's services, the services currently being shared between the two, a cost/benefit analysis of consolidating some services, and the pros and cons of a full merger. The following highlights the Plan's findings and recommendations.

Downtown Redevelopment / Economic Development

- Farmington needs to continue to target future investment necessary to improve business and residential property values and to transform its Downtown into a destination
- Many Farmington Hills residents consider Farmington part of their community
- It is recommended the cities engage in joint economic development planning

Economies of Scale / Cost Savings

- Both cities are managed efficiently with total per capita costs lower than similar communities
- Sharing services could save an estimated \$3.3 million and be the most equitable solution
- A full merger would save Farmington Hills residents an estimated \$40 a year in taxes, while Farmington residents would save \$250-400 annually

The cities did not implement a full merger, but have recently collaborated on economic development planning for the Grand River Corridor, as well as other community services.

EXISTING DEMOGRAPHIC CONDITIONS

Population

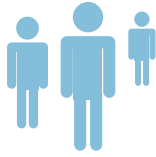
As of 2010, Farmington had a population of 10,372 and is predicted to decrease to 9,662 by 2017.

Like much of the metro Detroit region during the economic recession, and continuing a trend seen in Farmington since 1970, the City lost population over the past decade. However, the City fared well, losing only .49 percent over the last ten years.

The median age as per the 2010 census was 39.5 which is close to the median age of 39.4 for the larger Detroit-Warren-Livonia metro area.

As Farmington's baby boomers age, the percentage of the population that is 65 or older will increase. In 2017, 17.8 percent of Farmington's population will be over 65. Many older adults prefer to "age in place," meaning they want to stay in their homes or communities as they get older, according to the AARP. New 21st Century housing options will be an important community element to allow this demographic to remain in the community.

A focus on attracting and retaining young professionals will be an important component when planning for the future. The young, educated workforce (millennials) most often seek places that provide superior quality of life and cutting edge development with a variety of amenities and distinct sense of place. In 2010, the percentage of people ages 25-34 was 15.2%. It is expected to increase slightly



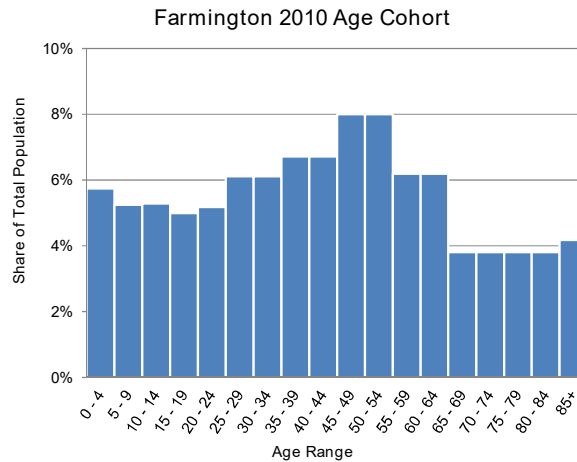
Population

2010 10,372

Median Age

2010 39.5

Age Cohorts



Source: U.S. Census and ESRI

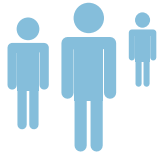
to 15.5% by 2017. It is important that Farmington works to attract and retain members of this demographic group as they are starting families, and looking to grow a business or career.

Density

In 2013, Farmington's population density was 3,899 persons per square mile. On the local level, it is far less than the Detroit metro (Hamtramck) at 10,900.

Economic

Farmington is relatively affluent and highly educated, with 95.6 percent of its population graduating high school and 54 percent holding a bachelor's degree or higher. Farmington's median income is \$56,588 and its per capita income is \$33,435, which is higher than the metro area's incomes of \$48,968 and \$26,429, respectively. The poverty rate is 7.5 percent, which is well below the metro area's 15.5 percent.



Population Density

2010 **3,899** persons per square mile

Educational Attainment of Persons Age 25+, Percent

High School Graduate or Higher, 2007-2011	95.6%
Bachelor's Degree or Higher, 2007-2011	54%

Median Household Income

2012 \$56,588



Per Capita Income

2012 \$33,435

Persons Below Poverty Level, Percent

2010 7.5%

Source: U.S. Census and ESRI

COMMUNITY COMPARISON

To gain further insight, a community comparison was conducted between Farmington and neighboring city, Northville, which has a similar size and identity, quality of life, and historic downtown. At 5,970 people, Northville's population is smaller than Farmington, but has a comparable median age, age distribution, and educational attainment.

Northville is denser than Farmington by approximately 982 persons per square mile, but still has a historic charm. This significant difference indicates Farmington could increase its density and still maintain its feel and identity.

Northville's population is wealthier than Farmington's with median household and per capita incomes both higher. Additionally, Farmington has a higher percentage of people below the poverty level than Northville. Continuing the

trend seen in income, Farmington's median home values are also less than those in Northville.

With home ownership status, Northville has a greater percentage of owner-occupied housing units than Farmington. Northville also has a newer housing stock, yet still maintains a reputation as a Victorian city, indicating Farmington could build newer housing units without sacrificing its historic image.



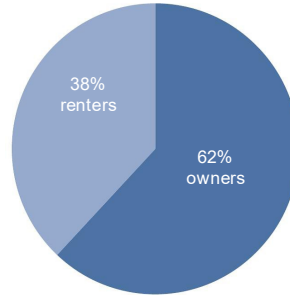
Households

2010 4,624

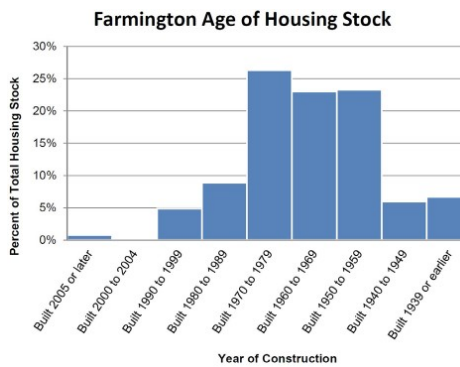
Median Home Value

2005-09 \$197,100

Home Ownership Status



Housing Stock Age



Median Gross Rent

2005-09 \$735/month

Source: U.S. Census and ESRI

Housing

Farmington's median home value is higher than that of the metro region by a difference of \$48,600. However, the median home value dropped more than \$100,000 from 2007 to 2012, which impacted the collection and generation of local revenue.

Farmington has a higher percentage of renter-occupied housing units than the metro region, 38 percent compared to 29.1 percent.

A large majority of Farmington's housing stock is aging, with 85.9 percent of housing units built before 1980. For the metro area, 71.8 percent of homes were built before 1980. The percentage of older homes gives Farmington its historic charm. However, the aging housing stock may not offer potential buyers enough variety to attract new residents or provide smaller housing units for elderly residents who seek to downsize. New residential growth in and around the downtown may attract residents who desire to be within walking distance of amenities. In addition, new infill and redevelopment in and around the downtown with housing options will impact the future success of Farmington as a local and regional destination.

Farmington is relatively affordable with the median gross rent at \$735 a month. The metro region's median gross rent is higher at \$808 a month. Lower rents in Farmington may attract people on budgets such as young families and senior citizens.

Retail Market

Downtown Restaurant Market Data - 2012

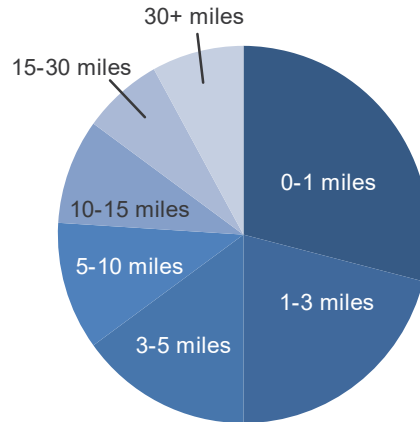
An analysis of the market trends for a restaurant in Downtown Farmington was conducted in 2012. The analysis tracked a number of market conditions, including where patrons are from. The market data was for a one-year period and was generated by a national rewards program. The results revealed two key market indicators:

- Most customers, 82%, live in Farmington or one of two neighboring cities
- 35% of the customers travelled more than 5 miles to reach the restaurant

This data indicates Downtown Farmington is not perceived as a regional destination for diners, but a strong local destination. There is a direct benefit to promoting Downtown Farmington as a regional destination as patrons who were not from the local area spent more.



Distance Travelled to Restaurant



Where Restaurant Patrons Live

Farmington	50%
Farmington or Farmington Hills	78%
Farmington, Farmington Hills or Livonia	82%

Parking

Downtown Parking Master Plan - 2008

The Downtown Parking Master Plan was completed in response to the perception that Farmington lacks adequate parking. It found that the peak parking occupancy for the entire area was 44 percent, which is well below the 85-95% industry standard for peak parking occupancy. However, there is a large imbalance of parking lot occupancy between different blocks. The observed peak weekday occupancy occurred at 2 p.m., which supports the observation heard during the public input sessions that the Downtown is busiest during the day. When the Downtown hosts special events, the quantity and configuration of parking is limited.

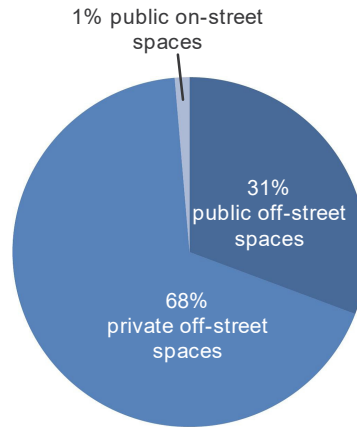
The Downtown Parking Master Plan also states the current parking configuration could benefit from signage and wayfinding to better direct motorists to public and private parking areas and from high to low occupancy areas.



Spaces

Total within 14 Blocks 2370

Types of Spaces



Occupancy

Average Length of Vehicle Stay	1.4 hours
Peak Weekday Occupancy	2 p.m.
Observed Peak Parking Occupancy	44%

Public Involvement

OVERVIEW

Considering the ideas and aspirations of the public was at the heart of the visioning process. An extensive public engagement effort was conducted by the City and the planning team to collect ideas and develop the vision for the community.

The public engagement process was widely advertised. Methods included:

- A Webpage Announcement
- Facebook Page
- City Hall Sign
- Local Chamber E-mail/ Notification
- Press Release
- News Story
- Direct Mailer
- Flyers (Churches, Libraries, Coffee Shops, etc.

PUBLIC INVOLVEMENT BY THE NUMBERS...

300+ Participants

5+ Public Outreach Efforts

250+ Ideas Generated

The process included a total of five public meetings. Each meeting was designed to build on the previous meeting and allowed for open and transparent input from both the general public, city staff, and city officials.

Public Meetings

The team held five public meetings and five small group meetings with presentations and idea-generating exercises and discussions.

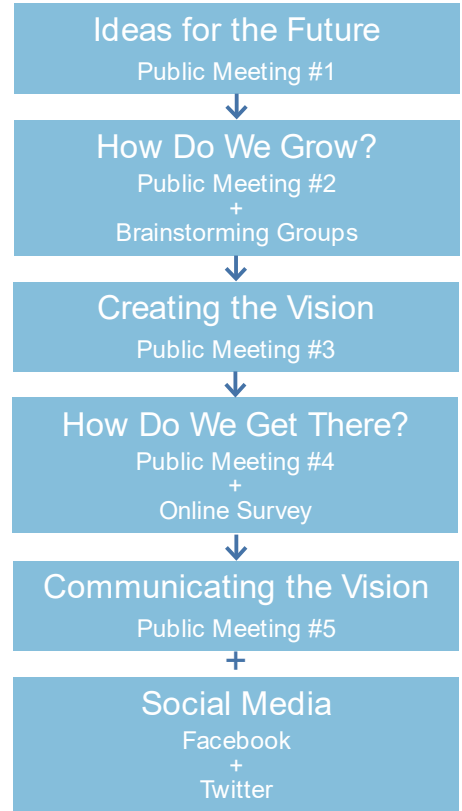
The visioning process took an open approach – allowing citizens to attend as many of the meetings as desired.

Public Meeting #1
+/- 70 participants

The first meeting focused on getting organized and thinking big. To start, the planning team introduced themselves, defined “visioning,” and led participants in two exercises.

Exercise 1: Participants wrote down individually the one thing they treasured most about Farmington. The team then aggregated the information into a matrix and identified key themes that highlighted the community elements most treasured by the participants.

Planning Process



Exercise 2: Participants completed a worksheet that directed them to consider how the following categories relate to Farmington and what they would keep, improve, or change about the topic:

- Housing
- Public Space and Programming
- Economic Development/ Downtown
- Community Services and Infrastructure
- Reputation/ Image/ Character
- Mobility

Public Meeting #2
+/- 43 participants

At the second meeting the planning team directed participants to consider specific topics and ideas. The meeting included a review of past City plans, an overview of current conditions, and discussions on future preferred growth scenarios.

Exercise: Participants voted on a numeric scale for how Farmington should grow in the future, with 1 indicating limited/ no growth and 10 indicating considerable growth. These results were tallied and averaged to a score of 6.7 out of 10 (see Growth Spectrum on the following page). The results indicated participants were willing to accept moderate growth in the community that allows for inward and upward growth and some sharing of services with neighboring communities.

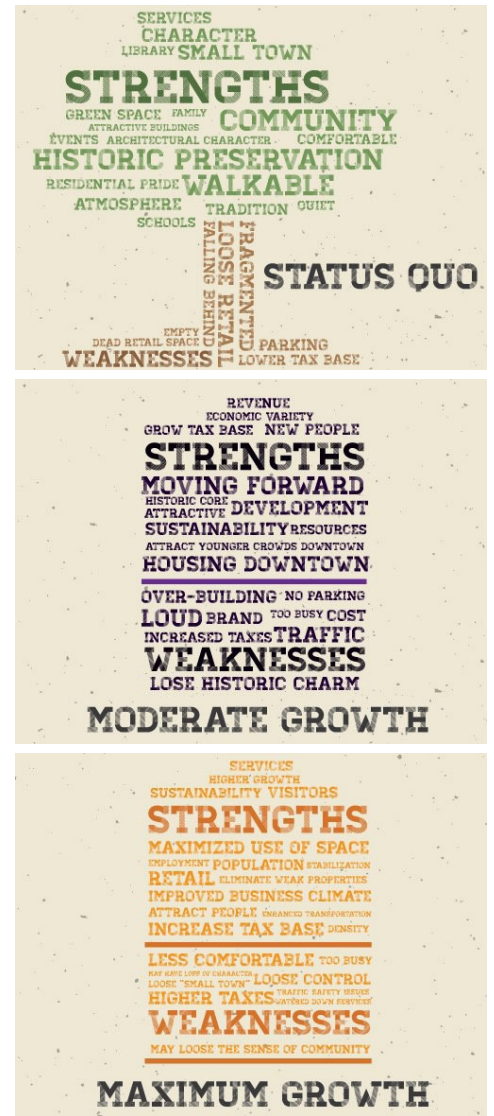
Small Group Brainstorming Sessions
+/- 28 participants

The purpose of the small group brainstorming meetings were to continue the discussion on future growth scenarios. Participants recorded the strengths and weaknesses of each growth scenario and the actions necessary to achieve the scenarios. The results continued to reinforce the moderate growth scenario as participants focused on both housing and business growth. The preference was to accommodate this investment in locations that are underutilized and/ or already have needed infrastructure. Participants desire growth to occur in a deliberate and careful manner that considers other community needs like quantity and proximity to greenspace and parks, public space, connections (walking and biking), and the need to attract and grow income generating uses/ projects.

Public Meeting #3
+/- 31 participants

At the third public meeting, attendees were introduced to the draft vision initiatives and a list of actions and strategies outlined by the planning team that will help achieve each initiative. The actions and strategies were developed from the input gathered at the previous public meetings as well as the small groups.

Exercise: In groups, participants brainstormed more projects and actions to accomplish each initiative.



Public Meeting #4 +/- 31 participants

The purpose of the fourth meeting was to review the actions from previous meetings and the results of an online survey. The survey asked participants to identify the level of priority for each action item (short-term, mid-term, or long-term.) Participants then began prioritizing the actions at the meeting using a scoring exercise to indicate a level of priority for each action.

Exercise: Each person took 24 sticker dots and placed them next to their favorite actions, which were on large papers. A participant could place as many of their stickers next to one strategy as they preferred. The top ten actions from this exercise were announced at the end of the meeting and are found in the appendix along with the consultants' top projects.

Public Meeting #5 +/- 31 participants

The final public meeting unveiled the plan's key findings, initiatives, actions, and development examples.

Exercise: Each participant was given a sheet with several emotions listed on it and asked to circle as many as they were feeling about the plan. Participants then came together as a group to share what they circled and why. An overwhelming majority indicated they felt energized, optimistic, excited and determined about the plan. Several mentioned the desire to start and become involved in plan implementation.

Social Media

85 Facebook followers, 2 Twitter followers

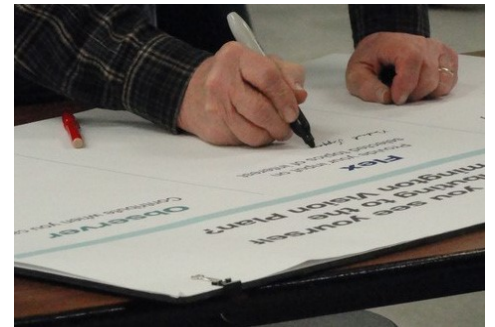
In addition to a project page on the City's website, the project had a Facebook page and Twitter account to announce upcoming meetings, share meeting results, and links to previous plans and informative news articles. This allowed for repetition, immediacy, and multiple communication channels to facilitate greater engagement.

Online Survey

+/- 75 participants

An online survey polled participants on the actions for each of the six vision initiatives. The actions were labeled as low, moderate, and high cost and whether they would generate direct or indirect revenue for the City. Participants were asked to identify whether the City should pursue the objective in the short, mid, or long-term or not at all.

The results of the survey are in the appendix.



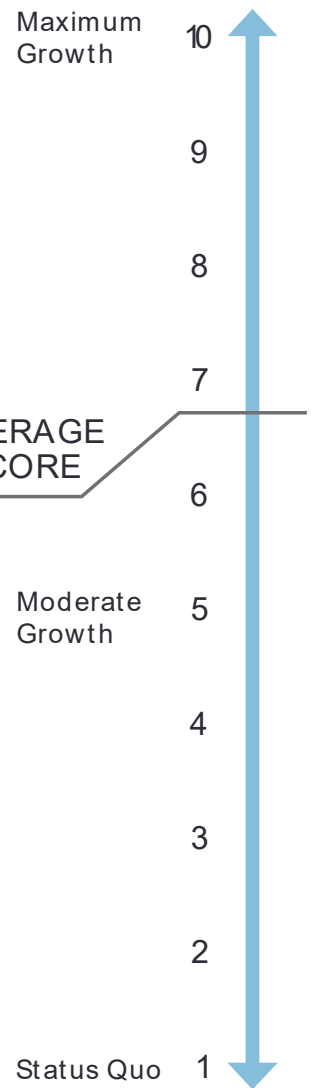
GROWTH SPECTRUM

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?”

		Growth Scenarios	
		What it Means	How
Growth	Limited/No	<ul style="list-style-type: none"> Quaint village Historic character High level of individual service Boutique retail Pedestrian oriented Quality public space Upscale character See 1998 Vision Plan 	<ul style="list-style-type: none"> Increase property values Raise taxes Significant public investment
	Inward/Moderate	<ul style="list-style-type: none"> Maintain character Expanded housing options Increased density 1-3 stories Increase events and community exposure Reinvent the brand Public/private partnerships Moderate sized parking facilities (surface and structure) Pedestrian oriented Anchor of civic and community uses 	<ul style="list-style-type: none"> Convert old strip retail to alternative uses (residential?) Grow up (height and density) Look to expand professional office opportunities in a mixed-use setting Some consolidation of services Flexibility in character and design Sell outdated community facilities Add additional events (regional draw)
	Considerable/Outward	<ul style="list-style-type: none"> Broader residential value and product types Serve as “downtown” for a larger market area Multiple parking facilities Significant density 1-5 stories Significant public investment Private sector investment in public spaces Enhanced transportation network Public transit connections Major regional entertainment High-quality affordable services 	<ul style="list-style-type: none"> Consolidation with Farmington Hills Grow up (height and density) New brand/image Continue to expand entertainment and events Sell outdated community facilities Integrate civic and educational uses Flexibility in character and design Balance auto/pedestrian

6.7 AVERAGE SCORE





4. The Vision



The Vision

VISION FRAMEWORK

The planning team developed a vision for the City that was derived from the key findings from the public input process and existing conditions analysis. The vision is a strategic guide to achieving the community's aspirations for the future. It is organized into six initiatives and 47 actions.

Initiatives

Initiatives are the broad policy statements that describe the desired future of the community. Some initiatives built on the initiatives in the 1998 Vision Plan, while others emerged from the public process as critical areas of focus for the Farmington community moving forward.

VISION FRAMEWORK

Initiatives

- A broad policy statement expressing the desired future of the community in simple terms.

Actions

- A detailed element of the goal necessary to give more specific policy direction to implement the goal.

Using the votes each action received at Public Meeting # 4, the team computed an average score for each initiative that reflects the community's prioritization of the initiatives. The results revealed that staying economically competitive was of the highest importance of the six initiatives. While this initiative was the highest priority, it will be necessary to address each of the six initiatives to effectively achieve the community's vision for the future.

Actions

Actions are programs, policies, or projects that support one or more of the vision initiatives. The vision contains 47 actions. These actions are organized according to the six initiative areas. Within each initiative, the actions are organized into two tiers of importance: priority actions and supporting actions. With the guidance of both public input and prioritization (meeting 4), the consultant and City staff input, 18 of these actions were identified as priority action items. These 18 priority actions should

have the greatest level of focus by the City and community.

Actions were classified by cost and whether or not the action item would be a direct revenue generating project, program, or policy. The 47 actions are highlighted below by cost and revenue.

Cost

- (LC) Low Cost (less than \$100,000) - 30
- (MC) Moderate Cost (\$100,000-\$500,000) - 7
- (HC) High Cost (greater than \$500,000) - 10

Revenue Generation

(DR) Direct Revenue - 16

These strategies would generate new City revenue directly

(IR) Indirect Revenue - 31

The project would support economic development in the City but would not likely generate new revenue directly



VISION INITIATIVES



Stay Connected:

A community with a complete transportation system where people can easily travel by foot, bicycle, transit, and car.



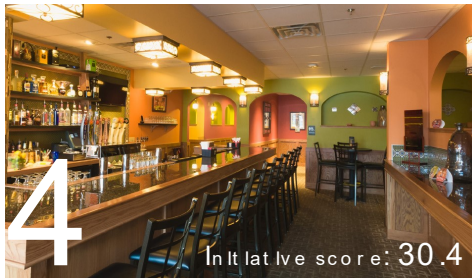
Get Active:

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.



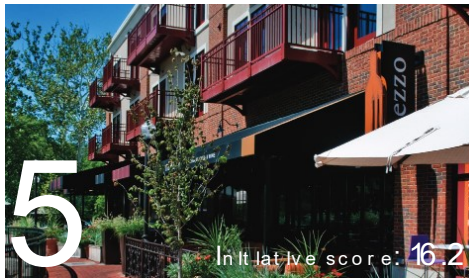
Community Oriented:

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.

Note: $\frac{100}{\text{Initiative score}}$ is a representation of the total number of actions items for each initiative divided by the total number of votes received during the prioritization of the actions at Public Meeting #4

INITIATIVES & ACTIONS LIST

The initiatives and actions were developed through the public visioning process, which included several meetings and an online survey. Each action was given a projected cost, as well as a determination of what type of revenue it would generate (direct vs. indirect). The actions were prioritized through public input and from recommendations by the planning team.

The following definitions and explanations apply to the list:

► **Priority Action** Priority actions should be the first steps that the general public, stakeholders, and elected and appointed officials focus on in order to advance the vision initiatives

Low Cost <\$100,000
Medium Cost \$100,000 - \$500,000
High Cost >\$500,000

Direct Revenue The action would directly generate new City revenue
Indirect Revenue The action would support economic development in the City but may not directly generate new revenue

Votes The initiative score is a representation of the total number of actions items for each initiative divided by the total number of votes received during the prioritization of the actions at Public Meeting #4





PRIORITY ACTIONS

Stay Connected

- 1.5 Enhance gateways with a priority at the Rouge River Bridge to help create a distinctive entry sequence into the City.
- 1.9 Expand the multi-use trail to extend from Shiawassee to Orchard Lake.
- 1.11 Enhance the connection from Downtown to Shiawassee through the MaxAeld Site.
- 1.12 Create a “complete street” from Downtown to Orchard Lake with defined streetscape, bike lanes, and public spaces for rest and relaxation.

Get Active

- 2.5 Create a bikeways and trail master plan.
- 2.7 Work with the Masonic Lodge to increase the use of adjoining land.
- 2.12 Create a new park space in the Downtown for programming and features for children.

Community Oriented

- 3.1 Enhance Riley and Shiawassee Park to create new spaces for community gathering and entertainment.
- 3.5 Support the redevelopment of the MaxAeld Training Center to include new spaces for entertainment and gathering as part of an overall redevelopment plan.

Economically Competitive

- 4.1 Support the redevelopment of the old Kmart Center to encourage the development of new uses, and to enhance the gateway into Farmington.
- 4.3 Work with the Masonic Lodge to consider allowing new uses that will contribute to the building being a focal point of the community and lead to the generation of new City revenue.
- 4.4 Promote and attract a higher education use to the Downtown area.

- 4.5 Encourage the adaptive use of the winery and uptown plaza as mixed use.
- 4.6 Support the redevelopment of the MaxAeld Training Center as a mixed-use development with high-quality residential as a major component of the redevelopment program.
- 4.7 Consider purchasing the Kimco site to guide redevelopment that includes a variety of uses and will generate new revenue for the City.
- 4.8 Develop additional parking downtown (e.g. surface parking or parking decks).

Fiscally Balanced

- 5.3 Examine the opportunity to develop and market publicly owned properties to evolve into new revenue generating uses.

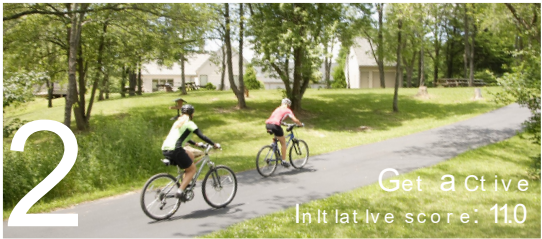
Accessible and Diverse

- 6.4 Promote medium density residential development (2 to 4 stories) on the Kimco site.



A community with a complete transportation system where people can easily travel by foot, bicycle, transit, and car.

Action #	Action	Projected Cost	Revenue Type	Votes
1.1	Improve pedestrian and wayfinding signage in the Downtown.	Low	Indirect	14
1.2	Expand and enforce the 25 mph speed limit.	Low	Indirect	9
1.3	Make a pedestrian walkway between Firestone and Luigi's.	Low	Indirect	14
1.4	Continue to explore the option of bus rapid transit on Grand River Avenue.	Low	Indirect	10
▶ 1.5	Enhance gateways, with a priority at the Rogue River Bridge, to help create a distinctive entry sequence into the City.	Medium	Indirect	10
1.6	Connect walking and biking pathways through Downtown and surrounding neighborhoods.	Medium	Indirect	23
1.7	Expand the sidewalk network on Farmington Road.	Medium	Indirect	11
1.8	Create bike lanes on Grand River Avenue and Farmington Road.	Medium	Indirect	16
▶ 1.9	Expand the multi-use trail to extend from Shiawassee to Orchard Lake Road.	Medium	Indirect	3
1.10	Expand Grand River Avenue streetscape to Warner Mansion and Shiawassee.	High	Indirect	6
▶ 1.11	Enhance the connection from Downtown to Shiawassee through the Maxwell Field Site.	High	Indirect	17
▶ 1.12	Create a 'complete street' from Downtown to Orchard Lake with defined streetscape, bike lanes, and public spaces for rest and relaxation.	High	Indirect	27
1.13	Gain control of Grand River Avenue from MDOT to plan for creative enhancements and traffic calming.	High	Indirect	4



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

Action #	Action	Projected Cost	Revenue Type	Votes
2.1	Redevelop Flanders park to include new public amenities.	Low	Indirect	10
2.2	Explore the expansion of existing community gardens and/or create new gardens in other areas of the City.	Low	Indirect	0
2.3	Install public art in public areas, and encourage private developments to install art as well.	Low	Indirect	18
2.4	Create a dog park.	Low	Indirect	0
▶ 2.5	Create a bikeways and trail master plan.	Low	Indirect	28
2.6	Create new four season uses at Riley Park.	Low	Indirect	22
▶ 2.7	Work with the Masonic Lodge to increase the use of adjoining land.	Low	Direct	16
2.8	Work to promote and increase the use of Women's Park with a focus on art or community activities.	Low	Indirect	8
2.9	Create new active uses in existing park spaces (disk golf, pickleball, volleyball court, etc.).	Low	Indirect	16
2.10	Maintain and redevelop Cloverdale as a park.	Medium	Indirect	3
2.11	Create a 9/ 11 Memorial at Civic Park.	Medium	Indirect	1
▶ 2.12	Create a new park space in the Downtown for programming and features for children.	High	Indirect	10



A community that embraces and promotes community and cultural events that bring people together.

Action #	Action	Projected Cost	Revenue Type	Votes
▶ 3.1	Enhance Riley and Shiawassee Park to create new spaces for community gathering and entertainment.	Low	Indirect	15
3.2	Create an outdoor summer movie program.	Low	Indirect	6
3.3	Create a music festival or film festival.	Low	Indirect	9
3.4	Create a center for cultural and performing arts.	High	Indirect	9
▶ 3.5	Support the redevelopment of the Maxwell Training Center to include new spaces for entertainment and gathering as part of an overall redevelopment plan.	High	Direct	30



A community that promotes growth and development that builds and strengthens the local economy.

Action #	Action	Projected Cost	Revenue Type	Votes
▶ 4.1	Support the redevelopment of the old Kmart Center to encourage the development of new uses, and to enhance the gateway into Farmington.	Low	Direct	43
4.2	Promote the redevelopment of the Drakeshire Center.	Low	Direct	14
▶ 4.3	Work with the Masonic Lodge to consider allowing new uses that will contribute to the building being a focal point of the community and lead to the generation of new City revenue.	Low	Direct	30
▶ 4.4	Promote and attract a higher education uses to the Downtown area.	Low	Direct	5
▶ 4.5	Encourage the adaptive reuse of the winery and uptown plaza as mixed-use.	Low	Direct	28
▶ 4.6	Support the redevelopment of the Maxwell Training Center as a mixed-use development with high-quality residential as a major component of the development program.	High	Direct	45
▶ 4.7	Consider purchasing the Kimco site to guide redevelopment that includes a variety of uses and will generate new revenue for the City.	High	Direct	30
▶ 4.8	Develop additional parking downtown (e.g. surface parking or parking decks).	High	Direct	48



A community that strives to balance and revenue sources through new growth and funding opportunities.

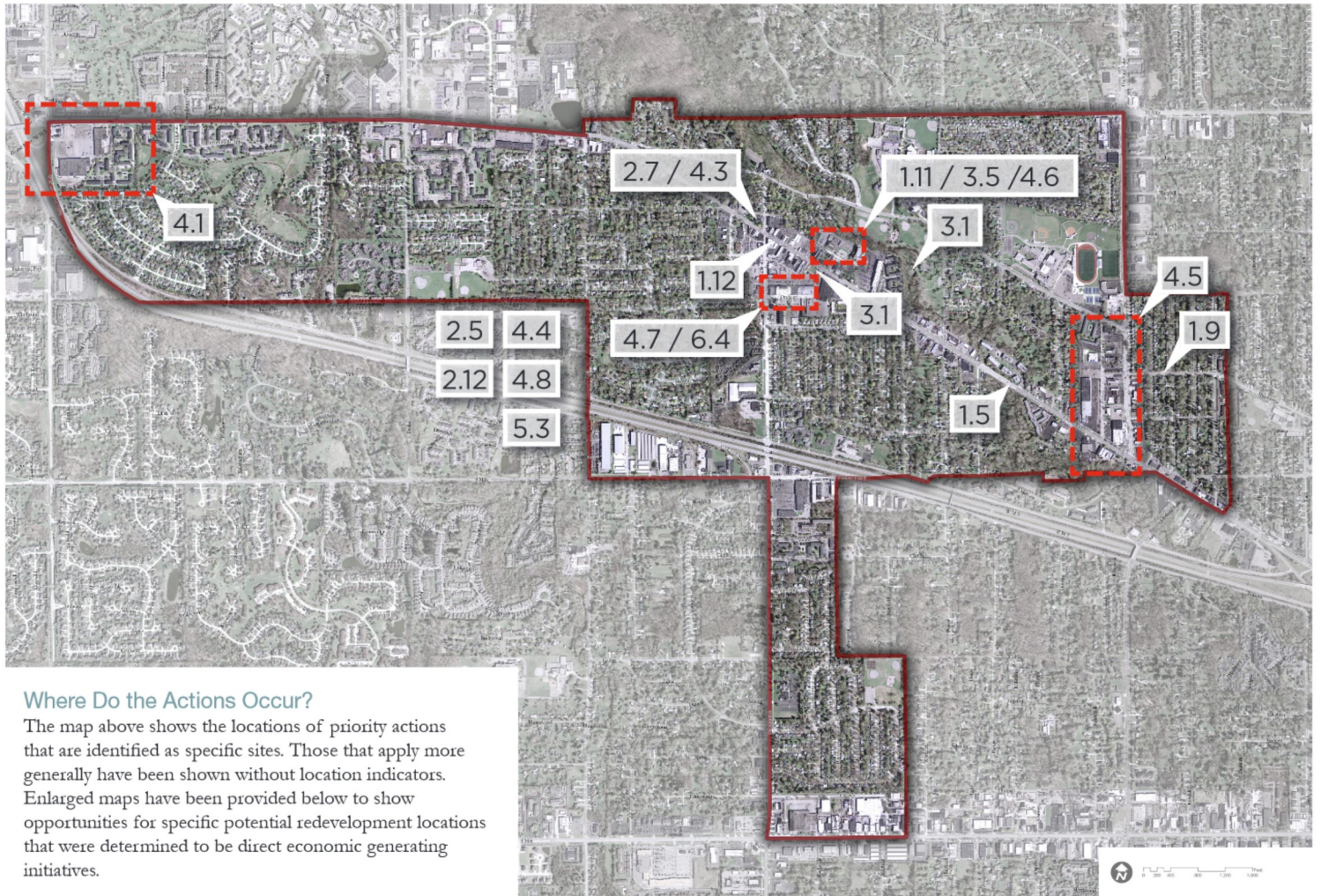
Action #	Action	Projected Cost	Revenue Type	Votes
5.1	Continue to identify services that can be consolidated or shared with Farmington Hills.	Low	Direct	15
5.2	Conduct a market assessment to identify and promote new development opportunities within the Downtown area, specifically housing.	Low	Indirect	22
▶ 5.3	Examine the opportunity to develop and market publicly owned property to evolve into new revenue generating uses.	Low	Direct	21
5.4	Examine the existing code of ordinances to ensure the code is development friendly.	Low	Indirect	4
5.5	Enforce the existing property maintenance code to maintain a high level of quality in the built environment.	Low	Indirect	19



A community with a range of housing types that attracts the creative class, millenials, and baby boomers.

Action #	Action	Projected Cost	Revenue Type	Votes
6.1	Ensure the development of the Maxfield Training Center as a location for a mixed-use development includes high-quality residential (21st Century multi-family).	Low	Direct	38
6.2	Promote the development of new condos (detached single-story).	Low	Direct	8
6.3	Promote the development of 2nd story apartments above existing retail in the Downtown.	Low	Direct	12
▶ 6.4	Promote medium density residential development (2-4 stories) on the Kimco site.	Low	Direct	21

PRIORITY ACTION MAP



Where Do the Actions Occur?

The map above shows the locations of priority actions that are identified as specific sites. Those that apply more generally have been shown without location indicators. Enlarged maps have been provided below to show opportunities for specific potential redevelopment locations that were determined to be direct economic generating initiatives.

POTENTIAL DEVELOPMENT AREAS

Through the visioning process a number properties and sites were identified as areas that are vacant, underutilized, or, if redevelopment would help achieve a number of initiatives and/ or priority actions. Four potential development areas were identified by the planning team that met this criteria. These sites include the Maxfield Training Center, The Old Kmart Site, the Kimco Site, and the winery.



APPLYING THE VISION

MaxAeld Training Center

A concept redevelopment plan was created to help illustrate the vision for how the MaxAeld Training Center site could be redeveloped. This site is located in Downtown Farmington adjacent to the Rouge River and Shiawassee Park.

Two concept plans were created. Both concept plans incorporate two primary redevelopment elements, multi-family residential and public parking.

Concept A shown on this page is a plan for only the existing MaxAeld Training Center. Concept B on the following page incorporates land adjacent to the MaxAeld Training Center. The goal for extending the plan area is to show how the MaxAeld Training Center site can be help to connect the downtown to the Rouge River and Shiawassee Park.

Concept A Site Data

Training Center Site Area:	± 3.6 ac
Residential Units	
Townhomes:	23 du
Flats:	56 du
Total Units:	79 du
Residential Density:	21.9 du/ac
Parking Required	
Townhomes (2 spaces / du):	46 spaces
Flats (1.5 spaces / du):	84 spaces
Total Required:	130 spaces
Parking Provided	
Townhomes with 2-car garage:	24 spaces
Surface and 1st floor structure:	121 spaces
On-Street:	26 spaces
Total Parking Provided:	171 spaces
Public Parking Available:	41 spaces





Concept B

Concept B Site Data








Training Center Site	
Site Area: ±	3.6 ac
Residential Units	
Townhomes:	17 du
Flats:	84
du	
Total Units:	101 du
Residential Density:	28.1 du/ac
Parking Required	
Townhomes (2 spaces / du):	34 spaces
Flats (1.5 spaces / du):	126 spaces
Total Required:	160 spaces
Parking Provided	
Structured Parking:	404 spaces
On-Street:	25 spaces
Total Parking Provided:	429 spaces
Public Parking Available:	± 269 spaces
Grand River Ave. And School St. Site	
Site Area: ±	0.7 ac
Commercial	
Retail (or restaurant):	7,800 sq.ft.
Parking Required	
Retail (4 spaces / 1000 sq.ft.):	31 spaces
Parking Provided	
Surface:	31 spaces
On-Street:	12 spaces
Total Parking Provided:	43 spaces
Public Parking Available:	12 spaces

Winery / Orchard Lake

The concept design to the right for the Historic Winery/Orchard Lake site was developed for the Grand River Corridor Vision Plan.

The overall vision for this site/area is for a pedestrian-friendly environment that offers significant public space, a mixture of uses, and promotes the historic winery as a unique community asset. The mixture of complementary land uses will allow each use to leverage the other, creating value from increased convenience and proximity.

Site Data

Approx. Site Area:	+/- 29 acres
 Office:	+/- 90,000 sq. ft.
 Mix of Uses: (comm., office, residential)	+/- 86,500 sq. ft.
 Residential:	80 units
 Park Space	+/- 3.25 acres
 Transit Stop	
 Hardscaping	
 Parking:	+/- 940 spaces, 120 on-street





Historic Winery



5. Appendix

FARMINGTON VISION PLAN WEB SURVEY RESULTS

Survey taken May 21, 2013 - June 3, 2013

"Do not pursue >10 responses" highlighted below

Initiative 1 - Stay Connected: A community with a complete transportation system where people can easily travel by foot, bicycle, transit and car.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
1	1	Improve pedestrian and wayfinding signage in the downtown (LC/IR)	33	24	6	6	Indirect Revenue	Low Cost (< than \$100k)
1	2	Expand and enforce the 25 mph speed limit (LC/IR)	36	9	5	19	Indirect Revenue	Low Cost (< than \$100k)
1	3	Make a pedestrian walkway between Firestone and Luigi's (LC/IR)	23	18	11	18	Indirect Revenue	Low Cost (< than \$100k)
1	4	Continue to explore the option of Bus Rapid Transit on Grand River through Farmington (LC/IR)	13	27	19	13	Indirect Revenue	Low Cost (< than \$100k)
1	5	Enhance city gateways, with a priority at the Rogue River Bridge, to help create a distinctive entry sequence into the city (MC/IR)	14	34	15	7	Indirect Revenue	Moderate Cost (\$100k - \$500k)
1	6	Connect walking and biking pathways through downtown and surrounding neighborhoods (MC/IR)	31	25	11	2	Indirect Revenue	Moderate Cost (\$100k - \$500k)
1	7	Expand the sidewalk network on Farmington Road (MC/IR)	25	26	13	5	Indirect Revenue	Moderate Cost (\$100k - \$500k)
1	8	Create bike lanes on Grand River and Farmington Road (MC/IR)	22	24	13	8	Indirect Revenue	Moderate Cost (\$100k - \$500k)
1	9	Expand the multi-use trail to extend from Shiawassee to Orchard Lake (MC/IR)	16	17	25	9	Indirect Revenue	Moderate Cost (\$100k - \$500k)
1	10	Expand Grand River streetscape to Warner Mansion and Shiawassee (HC/IR)	15	15	27	14	Indirect Revenue	High Cost (> than \$500k)
1	11	Enhance the connection from downtown to Shiawassee through the Maxfield Site (HC/IR)	15	26	22	6	Indirect Revenue	High Cost (> than \$500k)
1	12	Create a 'complete street' from downtown to Orchard Lake with defined streetscape, bike lanes, and public spaces for rest and relaxation (HC/IR)	12	16	34	7	Indirect Revenue	High Cost (> than \$500k)
1	13	Gain control of Grand River from MDOT to plan for creative enhancements and traffic calming (HC/IR)	18	19	17	14	Indirect Revenue	High Cost (> than \$500k)

Initiative 1 - Comments

Isn't #13 needed before other steps can be taken?

#12, # 5, # 7, # 10 -- Grand River from the Rouge River Bridge to the Warner Mansion and Farmington Rd from Shiawassee to Slocum need to be enhanced and tied into the downtown area without as costly a treatment as the streetscape. I'm not sure what #9 refers to. #11 is discussed later in the survey. #13 would give us control but I'm guessing at huge cost - not sure that is a great trade off.

3. This referred to developing a pedestrian walkway on the current driveway between Luigi's/Firestone up to Tubby's near Riley Park. There is no safe way for pedestrians to move through that parking lot to get to Riley Park for the Farmer's Market or concerts. Cars are coming from too many directions. A dedicated pedestrian walkway would increase the safety and beauty of downtown.

I've almost been hit at Farminton road at cvs...a better signal is imperative!

Parking deck North of Grand River

There is a stairway in Shiawassee Park that leads up the hill to the parking lot behind an apartment or condo complex. I am not sure who the owner of the stairway is. Many people in my neighborhood use the stair way to access downtown. If possible several safety improvements need to be made on this stairway.

Twice we have almost been hit by speeding cars at the Firestone CVS crosswalk. Cars don't seem to see pedestrians or bike riders. Someone is bound to be seriously injured at that spot. Additionally, while eating outside Cowleys we have seen people run the red light there. It's as if they are daring the pedestrians to not get hit.

I have a concern that the expansion and increased enforcement of the 25 mph speed limit would not increase the positive image of the downtown and feel more like a negative governmental money grab.

1. I'm not sure the "Gateway" should be at the Rouge Bridge vs. closer to Orchard Lake Rd. 2. These items are significantly weighted in favor of biking vs. walking or parking. Biking is good, but we need to encourage people to drive here then walk around.

Pedestrian walkway between Firestone and Luigi's? What is this?

Question 2 requires to answer yes or no to both proposals. I think the current 25mph should be enforced, but not expanded. What does LC, MC, IR mean? Don't know what "expand the sidewalk network" means. Question 8 - yes as long as no parking or traffic lanes or pedestrian walkways are lost or reduced in capacity or size. Question 9 - don't know what a multi-use trail is. Question 10 - does "Shiawassee" mean Shiawassee Park? If so, yes, yes, yes! Question 12 - need more info than the statement provides to answer accurately. Generally, yes. However, with the vague wording for rest and relaxation, I can't answer that. I would like more gathering spots generally. Question 13 - It depends on conditions and costs of this.

I see no mention of infrastructure improvements, specifically parking in the downtown, attraction of new merchants and redevelopment in the downtown is directly tied to parking expansion. The parking plan delivered by Walker Consulting has NEVER been acted upon!

Making improvements on Grand River does not make sense unless they can be to the city's specifications, not MDOT's. Therefore, local control of the road is first necessary. Farmington road has adequate sidewalks that simply need to be maintained.

2. Roads are already slow. I would not have to wake up earlier because the 35 went down to 25. That is just way too slow. I like to get in and out of Brookdale Condos without having to crawl. From there to 696 or 8 mile. I am ok with the downtown speed and the current enforcement. I see FPD ticketing people alot so not sure about how they could improve the speed traps... - 5. Waste of money at this time wiat for the economy to improve. 9. I refuse to let any pathway come in front of brookdale condos. That is why I like it here, no humans out there. I live hear because of nature. I do love nature paths but it should stop by the bridge on the other side of grand river. 12. Sounds great all for it as long as the road lanes and speed limit does not shrink. 13. same as twelve.

I really really (I mean really) love all of these ideas. I know it's not really practical or affordable to do all of them so we have to prioritize. I think walking and biking pathways, bike lanes, and sidewalks are the most important to building a strong community and that's why I have them as all being 'short term' goals. Bonus since none of them are high cost items. I think if we have a more pedestrian and cyclist friendly Farmington then we have a better community feel. It means more people out and about, more neighborliness, which are things that people value when looking for a community to call home.

Pedestrian safety in existing areas should be of paramount importance

Initiative 2 - Get Active: A community that is served by both passive and active greenspaces that enhances the overall quality of life in the community and complements economic growth.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
2	1	Redevelop Flanders park to include new public space (LC/IR)	14	25	20	8	Indirect Revenue	Low Cost (< than \$100k)
2	2	Explore the opportunity to create a community garden (LC/IR)	18	26	11	13	Indirect Revenue	Low Cost (< than \$100k)
2	3	Install public art in public areas, and encourage private developments to install art as well (LC/IR)	31	20	10	7	Indirect Revenue	Low Cost (< than \$100k)
2	4	Create a dog park (LC/IR)	13	20	16	19	Indirect Revenue	Low Cost (< than \$100k)
2	5	Create a bikeways and trail master plan (LC/IR)	32	22	12	3	Indirect Revenue	Low Cost (< than \$100k)
2	6	Create new four season uses in Riley Park (e.g. Ice Rink) (LC/IR)	30	25	11	3	Indirect Revenue	Low Cost (< than \$100k)
2	7	Work with the Masonic Lodge to increase the use of adjoining land (LC/DR)	30	19	12	6	Indirect Revenue	Low Cost (< than \$100k)
2	8	Work to promote and increase the use of Women's Park with a focus on art or community activities (LC/IR)	20	23	12	11	Indirect Revenue	Low Cost (< than \$100k)
2	9	Create new active uses in existing park space (disk golf, pickleball, volleyball court, etc.) (LC/IR)	31	22	8	5	Indirect Revenue	Low Cost (< than \$100k)
2	10	Maintain and redevelop Cloverdale as a park (MC/IR)	9	26	16	13	Indirect Revenue	Moderate Cost (\$100k - \$500k)
2	11	Create a 9/11 Memorial at Civic Park (MC/IR)	8	9	15	37	Indirect Revenue	Moderate Cost (\$100k - \$500k)
2	12	Create a new park space in the downtown for programming and features for children (e.g. fountains or splash pad) (HC/IR)	16	19	12	21	Indirect Revenue	High Cost (> than \$500k)

Initiative 2 - Comments

3. Encourage artwork installed in people's memory, instead of planting trees in people's memory 11. I think the tree planted by the Book's Abound (previous) owner is nice, but I think that a big, overall 9/11 memorial is a reminder of a sad event. 12. I need to know more about #12 to determine the value of it. I can't think of where this will fit into downtown. Are there other examples of this type of development?

10 - I'm not sure where this is located. Overall, I think it benefits the downtown and city as a whole to develop a variety of multiuse park spaces connected by bike paths and sidewalks in good condition.

12. Some small parking area near Riley Park (perhaps directly south of Tubby's) could be redeveloped into a small park for children with swings/slide and benches. This would bring more people and families to that downtown mall area to hang out during the day where they would end up spending money at the nearby businesses. Several recent studies have emphasized the health benefits for children of having a park nearby and parks are known to increase adjoining property values.

Wait for the parking expansion to see if people really want to come to Farmington. Would love to see the Kmart lot put to good and interesting use. Park? Ice Rink? Disc golf?

We already have a dog park. However, it could be promoted more. And maybe some poo stations situated on Grand River (tastefully) so when dog owners walk their dogs they can pick up and dispose of any messes.

We have a community garden, so I assume 2 means expand to more gardens in other areas of the city. For item 11 we have plans for the 911 memorial ready for implementation.

We have a community garden already Redeploy Shiawassee Park for improved programming and more intense uses

I have never heard of Women's Park. I am not sure where that is. That is the only reason I put Do Not Pursue. I find it odd that a park would be gender specific.

No disrespect to the victims of 9/11 and their relatives, but I don't see the connection with Farmington or the need to use scarce civic land resources on such a monument. Using similar logic, why not a monument to The Titanic, or Dr. King, or the San Francisco earthquake? I would have less objection if it's privately funded, but I think we risk cluttering our limited public lands with random monuments and remembrances. I'd rather see memorials to Farmington residents or events directly involving Farmington.

Splash park is a great idea. Get the kids in town and the parents will follow with money to spend!

Where is Women's Park?

Question 2 - should be private venture, not taxpayer dollars. Question 3 - Yes, but don't use taxpayer dollars. Designate areas and get private donations. Question 4 - Possibly, but don't use taxpayer dollars. Question 6 - Good idea. Make sure any programs or events are self-sustaining or make money. Outside vendor to operate facility with contract, not City. Question 7 - and increase use of the Masonic Lodge itself. Question 8 - Park is small. Efforts should go elsewhere. Question 9 - possible. Research desires first from all age groups. Low cost. Question 11 - what is Civic Park? Question 12 - We don't have a lot of open space. Keep parks available and interesting for all ages.

Farmington already has a community garden. Farmington hills just created a large dog park. The city owns land adjoining the Masonic Lodge, and will be needed for parking expansion in the event that it develops. Into another use, Shiawassee Park should be considered for repositioning.

8. Parks should be for all people. 11. Really? This is so long ago and the attack didn't happen in this city. So lets move on use money for tangible things like bike paths and better use of this space where ever it is.

I think we already have a good amount of park space downtown, I'm not sure how much more is really needed. I'm also not sure how much more memorials add to the downtown. I don't know if a 'dog specific' park is also a good use of public space. I am very much pro public art. I think that would be great for downtown. I also think that using some of the masonic lodge's space would be nice if we could find a good use for it. I do like the idea of new activities in existing park space. Like the idea of an ice rink.

Already have a community garden and Farmington Hills (who has the space) has a dog park; leverage & market those.

We already have a community garden. I don't want a splash pad downtown, the Heritage Park splash pad is so convenient and nearby.

Initiative 3 - Stay Community Oriented: A community that embraces and promotes community and cultural events that bring people together.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
3	1	Enhance Riley and Shiawassee Park to create new spaces for community gathering and entertainment (LC/IR)	28	26	6	6	Indirect Revenue	Low Cost (< than \$100k)
3	2	Create an outdoor summer movie program (LC/IR)	28	24	5	11	Indirect Revenue	Low Cost (less than \$100,000)
3	3	Create a music festival or film festival (LC/IR)	29	26	5	7	Indirect Revenue	Low Cost (less than \$100,000)
3	4	Create a center for cultural and performing arts (HC/IR)	12	18	24	13	Indirect Revenue	High Cost (> than \$500k)
3	5	Support the redevelopment of the Maxfield Training Center to include new spaces for entertainment and gathering as part of an overall redevelopment plan (HC/DR)	15	25	18	9	Direct Revenue	High Cost (> than \$500k)

Initiative 3 - Comments

I am much more in favor of the idea of using the Maxfield Training Center space to build condos that will attract young people to downtown Farmington.

RE: Maxfield Training Center (MTC) - while I would love to live in that location, I do not want us to turn desirable and limited natural resources into private ownership/use locations. I think the MTC would be a great place to put a new complex to consist of the library and a cultural & performing arts center with access down to Shiawassee Park.

3. kickstART farmington is collaborating with Oakland Community College on the first Greater Farmington Film Festival that will take place March 6-8, 2014. 4. & 5. The Maxfield Training Center space could be redeveloped into a cultural/performing arts center with adjoining retail and residential space and providing a unique gateway/pathway down to Shiawassee Park. A model for this kind of development could be the Village Theater center in Canton. The parking lot at MTC could be used for a parking structure.

The Maxfield site should be redeveloped, but I am not sure that entertainment/gathering should be part of the programming. Try linking to Shiawassee Park for those uses.

I see the redevelopment of Maxfield as THE key to a refocused downtown, so I believe the high cost would be well worth it in the shortest reasonable time frame, which is probably more than one year if we're to do it thoughtfully and carefully.

Maxfield Training Center should be converted to residential dwellings.

Question 3 - Private venture possibly. Not City. Question 4 - This is important. Must be run as a profit-making venture. Entertainment is king and will create a draw. Perfect spot - site of the Farmington Public School System administrative offices, Shulman Center. Question 5 - Redevelopment, yes!!! Use should be researched for maximum impact and benefit moving forward. Should be part of a bigger plan to connect Shiawassee Park and downtown Farmington. Many of the statements/suggestions in this survey would have already happened if the market (people) want it.

We can afford a Cultural Center

Organizations can plan and execute more events. Why does this always fall onto the city's shoulders?

2. Get Park-it to come to downtown might be free.

I think riley and shiawasse park are great places. They could definitely be enhanced though. A summer movie program or some sort of music or film festival would also be nice. I'm not sure we need another center for performing arts. We should be using the Civic Theatre for that. I'm also not sure if Maxfield needs to have more entertainment and gathering space. I think Farmington needs to improve the spaces it has.

Would think music/film festival could provide direct revenue... as well as getting the message out about Farmington being a progressive/artsy/engaging place. If funds support it, would definitely like to see this added sooner than later -- Maxfield could be a decent site assuming parking was handled.

There is a film festival this summer at the Civic. Also, when can we have Chiller "Drive In" at the Civic? Wolfman Mac has been trying to get in to Farmington for one of his family friendly events for several years!

Initiative 4 - Focus on Economic Development: A community that promotes growth and development to strengthen the local economy.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
4	1	Support the redevelopment of the old Kmart Center to support the development of new uses, and to enhance the gateway into Farmington (LC/DR)	37	22	9	0	Direct Revenue	Low Cost (< than \$100k)
4	2	Promote the redevelopment of the Drakeshire Center (LC/DR)	38	20	6	4	Direct Revenue	Low Cost (< than \$100k)
4	3	Work with the Masonic Lodge to consider the redevelopment of the structure into a new use that is a focal point of the community and creates new revenue (LC/DR)	34	22	10	3	Direct Revenue	Low Cost (< than \$100k)
4	4	Promote and attract a higher education use to the downtown area (LC/DR)	22	21	13	10	Direct Revenue	Low Cost (< than \$100k)
4	5	Encourage the adaptive reuse of the winery and uptown plaza as mixed-use (LC/DR)	34	25	9	1	Direct Revenue	Low Cost (< than \$100k)
4	6	Support the redevelopment of the Maxfield Training Center as a mixed-use development with high quality residential as a major component of the development concept (HC/DR)	23	22	16	7	Direct Revenue	High Cost (> than \$500k)
4	7	Consider purchasing the Kimco site to guide redevelopment that includes a variety of uses and will generate new revenue for the city (HC/DR)	25	18	21	5	Direct Revenue	High Cost (> than \$500k)
4	8	Develop additional parking downtown (e.g. surface parking or parking decks) (HC/DR)	17	23	15	12	Direct Revenue	High Cost (> than \$500k)

Initiative 4 - Comments

7. The strip of the Kimco site that runs between Cedars and Fitness 19 could torn down, and two new, four-story buildings could be built. With access to Orchard Street between them, and retail on the bottom floor with condos above, they would be a much better use of that land. Too many vacant store fronts; not enough access to the streets surrounding it. 8. These could be built into the new buildings at the Maxfield Training Center site, or the Kimco building mentioned above.

6 was addressed earlier. # 1, # 2, # 5 -- successful completion of these items increases tax collection and I think as those sites improve the surrounding areas will also improve and increase in value.

5. The winery could be a great location to develop artist live/work spaces. 6. The Maxfield Training Center space could be redeveloped into a cultural/performing arts center with adjoining retail and residential space and providing a unique gateway/pathway down to Shiawassee Park. A model for this kind of development could be the Village Theater center in Canton. The parking lot at MTC could be used for a parking structure. 7. The Kimco site would be a great place to redevelop as mixed use retail/office with upper floor residential. 8. When you look at a map of downtown Farmington all you see are parking lots. We have enough surface parking but we need parking decks to replace existing surface parking (following the model of Traverse City) and it is likely that rethinking the flow of traffic through the downtown lots could yield more effective use of the existing space and the way the parking is organized.

The Masonic building is beautiful and strategically located in the center of town. Perfect for use as a community center like the Birmingham Comm Ctr. Good for yoga classes, art classes, scout meetings, book groups, knitting groups, permanent art exhibit. Should have a small gathering places, larger meeting spot. Maybe rent out for receptions letting downtown restaurants cater the events. This would be something Farmington would have unique to our city not in conjunction with Longacre House or Costic center of FH.

I would support additional parking, if there were businesses outsiders would consider coming to. At this point, it seems we have more than enough parking for the number of interesting I'm not sure what is meant by a "higher education use" in item 4. With so many higher education resources within ten miles (OCC, Schoolcraft, Cleary, Davenport come to mind immediately), what would be the incentive for students to come to Farmington, and how would such a facility attract and keep permanent residents?

Addressing the Kimco property problem is key to economic development--should be a top priority.

Arcade thru Kimco building will enhance downtown.

Can we find a developer for the Maxfield Training Center site? The city can add infrastructure improvements (better water, sewer, streets) and find a buyer for the property. Why must this be a HC item? The idea of purchasing the Kimco site is idealistic and would cost lots of \$\$\$. I say worry about getting more residential downtown and Kimco will eventually improve on its own. This would be a very expensive proposition.

Question 4 - not sure what "a higher education use" means. Question 6 - Redevelopment, yes!!!! Use to be determined by research. Most impact and benefit moving forward. Question 7 - Financial liability is a big concern. Best to be done as an agent rather than direct ownership. Or, if taxpayers can be protected, purchase with short-term ownership proposition. Question 8 - We need to be smart about parking. We have not promoted available parking to our visitors to educate them about lesser-known areas. Business owner-operators and employees continue to park in the lot behind Basement Burger Bar causing an artificial shortage in that area. Until employees and owners take this issue seriously, we should not move forward on discussing additional parking.

These projects will require a long tenure for completion. The drakes hire center has recently I clear gone a renovation.

4. Use buzz words to meke something that doesnt make sense. 7. Wasting more money. Where is it coming from? Not my tax dollars.

Get Kimco out of Farmington.....That is where Riley's and Sunquist's money should have gone in the first place.

K-Mart redevelopment would be good considering it's a large space. Same with the Drakeshire center since it's closer to downtown. The masonic lodge is a beautiful building. If we could use it somehow that would be great. I'm sort of tentatively interested in a 'higher education' use to the downtown area. I'm not sure what we could do (maybe attract an OCC branch?) but it sounds interesting. The winery is a beautiful building. I'd love to see that area and the uptown plaza redeveloped too. Maxfield is in a great spot, it should be made into something that really enhances the downtown vibe. We should have more downtown parking, but it should NOT NOT NOT be a surface lot. I'm not sure about the kimco site, I don't know why it's vacant. I don't know of buying it is the right move, but we should need to do something about it.

Sooner is better on K-mart and in fact several places on the west side of the city -- but probably need to recover some funds from other activities? Would also like to see "nearby" better commercial areas for small business, whether downtown or simply nearby. No real "commercial park" here per se, and only a tiny sliver of light industrial. Would rather see high quality multi-use residential at the Orchard Lake / Grand River area, per the Corridor Improvement plan. Would love to see something happen with the Kimco site, but can't imagine cost effectiveness. Who knows!

Better signage for parking would be great. The flags are lovely but keep ending up in traffic.

Initiative 5 - Fiscally Balanced: A community that strives to balance revenue sources through new growth and development opportunities.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
5	1	Continue to identify services that can be consolidated or shared with Farmington Hills (LC/DR)	37	13	9	8	Direct Revenue	Low Cost (< than \$100k)
5	2	Conduct a market assessment to identify and promote new development opportunities within the downtown area (LC/IR)	41	21	5	0	Indirect Revenue	Low Cost (< than \$100k)
5	3	Examine the opportunity to develop and market publicly owned property to evolve into new revenue generating uses (LC/DR)	41	23	3	1	Direct Revenue	Low Cost (< than \$100k)
5	4	Examine the existing code of ordinances to ensure the code is development friendly (LC/IR)	52	15	0	2	Indirect Revenue	Low Cost (< than \$100k)
5	5	Enforce the existing property maintenance code to maintain a high level of quality in the built environment (LC/IR)	58	9	1	1	Indirect Revenue	Low Cost (< than \$100k)

Initiative 5 - Comments

3 I think the city hall/public safety building could be moved to a less valuable site. That site plus the library site would be a great place for 2 story condos - one floor units with elevator access to the second floor and below level garages.

Item 5 is of particular importance and urgency along the north side of Grand River between the Goodyear dealer and Power Road, and at the Uptown Center where there are some very tired, decrepit buildings and landscaping in dire need of maintenance and upgrade! Their current condition would defeat the purpose of any elegant and attractive Gateway whether at the bridge or closer to Orchard Lake Road.

thank goodness the TJ Maxx sign is gone!! I would have bought tickets to see that sign crash to the ground. It is a huge improvement!

More shared services with the Hills is in the best long term interest of the City, FH has a better EMS solution than Farmington - Priority ! teams

4. Only if wildlife surveys are done with new land. Also residents need to have input but also friendly for developers. 5. Ready for Aco to move out due to the slum lord? Where will I go to get hardware now? Home Depot far off? Look at the parking lot and talk to them, seems someone needs to step in before we lose them.

All of these things are important.

Do not let in big box stores.

Many of these activities ("examine" or "identify") are probably extremely low cost..? No reason not to do that soon, though not sure of the timeline for following up on the findings.

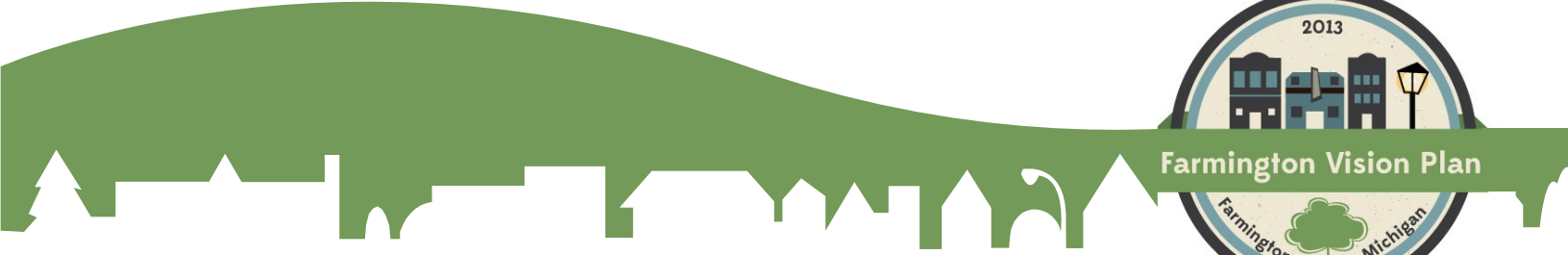
Initiative 6 - Accessible and Diverse: A community with a range of housing types that serves existing residents and attracts the creative class, millennials, and baby boomers.

Initiative	Question	Answer Options	Short Term (less than 1 year)	Mid Term (1-3 years)	Long Term (more than 5 years)	Do Not Pursue	Benefit	Cost
6	1	Ensure the development of the Maxfield Training Center as a location for a mixed-use development includes high quality residential (21st Century multi-family) (LC/DR)	22	21	11	12	Direct Revenue	Low Cost (< than \$100k)
6	2	Promote the development of new condos (detached single-story) (LC/DR)	17	22	9	19	Direct Revenue	Low Cost (< than \$100k)
6	3	Promote the development of 2nd story apartments above existing retail in the downtown (LC/DR)	22	25	12	8	Direct Revenue	Low Cost (< than \$100k)
6	4	Promote medium density residential development (2-4 stories) on the Kimco site (LC/DR)	13	23	14	18	Direct Revenue	Low Cost (< than \$100k)

Initiative 6 - Comments
2. Why "detached single-story" condos? I'm confused...
2 The Uptown Plaza site might be good for these condos.
1. The Maxfield Training Center space could be redeveloped into a cultural/performing arts center with adjoining retail and residential space and providing a unique gateway/pathway down to Shiawassee Park. A model for this kind of development could be the Village Theater center in Canton. The parking lot at MTC could be used for a parking structure.
The current market seems to demand high end apartments, not necessarily condos.
Doubtful that the market demand for condos exists to develop more. I would rather see loft-style apartments or row houses.
Unless a huge influx of people moving to Farmington is expected I do not see any reason to develop new housing. I would prefer to see new residents move into existing available housing to promote the sale of homes that are setting empty.
Re: Item 4: I'd rather see mixed use since that strip center is effectively 50% of the retail area of downtown. To convert it entirely to residential seems short-sighted, especially with beautiful Riley Park in the foreground. Would the new residents really want the Founders Festival in their front yard?
What existing retail could be considered for the development of 2nd story apartments? Without additional parking, this might be a problem.
Question 1 - Redevelop, yes!!! Use to be determined by research for maximum impact and benefit moving forward. We should be careful not to jump on the promotion bandwagon if the market will not support it. Look how long The Orchards condos were on the market and the second phase not being undertaken. The market. The market. The market. Question 4 - Mixed use in this area would be great. Not residential exclusive however. What is meant by "Kimco site"? Is that all of the Kimco property downtown or a portion?
Its all about growing the housing base
I don't really want to see more detached single family downtown. I think we can do better than that for a downtown.
Would definitely like to see re-development of multi-story mixed-use but would prefer along the north side of Slocum or along east side of Farmington between Freedom and Grand River -- start getting rid of the '50s cookie-cutter ranches.
We already have residential surrounding the kimco property, we don't need more right on top of town. Instead of repeating what Northville and Plymouth are doing, let's innovate!

PUBLIC MEETING #4 TOP ACTIONS

Top Actions		
Consultants	Both	Meeting 4 Participants
<ul style="list-style-type: none"> • 1.5 – Enhance city gateways with a priority at the Rouge River Bridge to help create a distinctive entry sequence into the city. • 1.9 – Expand the multi-use trail to extend from Shiawassee to Orchard Lake. • 1.11 – Enhance the connection from downtown to Shiawassee through the Maxfield Site. • 2.7 – Work with the Masonic Lodge to increase the use of adjoining land. • 2.12 – Create a new park space in the downtown for programming and features for children (e.g. fountains or splash pad). • 3.1 – Enhance Riley and Shiawassee Park to create new spaces for community gathering and entertainment. • 4.4 – Promote and attract a higher education use to the downtown area. • 5.3 – Examine the opportunity to develop and market publicly owned properties to evolve into new revenue generating uses. • 6.4 – Promote medium density residential development (2 to 4 stories) on the Kimco site. 	<ul style="list-style-type: none"> • 4.3 – Work with the Masonic Lodge to consider the redevelopment of the structure into a new use that is a focal point of the community and creates new revenue • 4.6 – Support the redevelopment of the Maxfield Training Center as a mixed-use development with high quality residential as a major component of the development concept. • 4.8 – Develop additional parking downtown (e.g. surface parking or parking decks). 	<ul style="list-style-type: none"> • 1.2 – Create a “complete street” from downtown to Orchard Lake with defined streetscape, bike lanes, and public spaces for rest and relaxation • 2.5 – Create a bikeways and trail master plan • 3.5 – Support the redevelopment of the Maxfield Training Center to include new spaces for entertainment and gathering as part of an overall redevelopment plan • 4.1 – Support the redevelopment of the old Kmart Center to support the development of new uses, and to enhance the gateway into Farmington • 4.5 – Encourage the adaptive use of the winery and uptown plaza as mixed • 4.7 – Consider purchasing the Kimco site to guide redevelopment that includes a variety of uses and will generate new revenue for the City • 6.1 – Enhance the development of the Maxfield Training Center as a location for a mixed-use development includes high quality residential (21st century multi-family)



Farmington Vision Plan

Farmington

Michigan

