



**Regular Planning Commission Meeting
7:00 PM, MONDAY, DECEMBER 12, 2016
City Council Chambers
23600 Liberty Street
Farmington, MI 48335**

REGULAR MEETING AGENDA

I. ROLL CALL

II. APPROVAL OF AGENDA

III. APPROVAL OF ITEMS ON THE CONSENT AGENDA

A. November 14, 2016 Minutes

1. November 14, 2016 Minutes

IV. DRAFT DOWNTOWN MASTER PLAN PRESENTATION BY OHM ADVISORS

1. Draft Downtown Master Plan Presentation by OHM Advisors

V. 2017 SCHEDULE OF PLANNING COMMISSION MEETINGS

1. 2017 Schedule of Meetings

VI. PUBLIC COMMENT

VII. PLANNING COMMISSION COMMENT

VIII. ADJOURNMENT

**Farmington City Council
Staff Report**

Council Meeting Date:
December 12, 2016

**Reference
Number
(ID # 2314)**

Submitted by: Kevin Christiansen, Economic Community Development Director

Description: November 14, 2016 Minutes

Requested Action:

Approve

Background:

Agenda Review

Review:

Kevin Christiansen Pending

City Manager Pending

Planning Commission Pending 12/12/2016 7:00 PM

FARMINGTON PLANNING COMMISSION PROCEEDINGS
 City Council Chambers, 23600 Liberty Street
 Farmington, Michigan
 November 14, 2016

Chairperson Crutcher called the Meeting to order at 7:00 p.m. at City Council Chambers, 23600 Liberty Street, Farmington, Michigan, on Monday, November 24, 2016.

ROLL CALL

Present: Buyers, Chiara, Crutcher, Gronbach, Kmetzo

Absent: Majoros, Waun

A quorum of the Commission was present.

OTHER OFFICIALS PRESENT: Director Christiansen; John Koncsol, Building Official/Code Enforcement Officer.

APPROVAL OF AGENDA

MOTION by Gronbach, seconded by Chiara, to approve the Agenda as submitted.

Motion carried, all ayes.

APPROVAL OF ITEMS ON CONSENT AGENDA

a. Minutes of Regular Meeting – September 12, 2016

Motion by Chiara, seconded by Buyers, to approve the items on the Consent Agenda.
 Motion carried, all ayes.

SITE PLAN REVIEW, CONSIDERATION TO APPROVE HOME ADDITION, 33614 ADAMS STREET

Chairperson Crutcher introduced this agenda item and turned it over to staff.

Director Christiansen gave some background on this agenda item stating that homes in the Historical District of the City must present plans to the Historical Commission for their review and approval before any additions can be made to the home. He stated that plans were submitted by Vivid Design, on behalf of Joshua Klein, for a 475 square foot addition to the home located at 33614 Adams Street. He went over the information included in the Commissioners packets and went on to indicate that the site plan was approved by the Historical Commission at their October 27, 2016 meeting and is now before the Planning Commission for their review and approval.

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Also included in the packet of information for the Planning Commission were minutes of a Zoning Board of Appeals meeting held on June 1, 1994 whereby a variance was granted for the existing home located at 33614 Adams Street and that the Petitioner's proposed addition is in accordance with that variance and meets the requirements of the Zoning Ordinance.

Building Official Koncsol gave background on the home and stated that the home was brought in as a modular home during a time that there was not much scrutiny as far as requirements of the structure and indicated the Petitioner's plans would enhance the home and dress it up.

Chairperson Crutcher called the Petitioner to the podium.

Jeff Harrison, architect from Vivid Design Group, described the changes proposed in the plans stating that it will be a dual story, split level addition on the southwest corner of the property, that will align with the existing home and will include improvements such as brick pavers and that basically it will be the addition of a master suite on the main floor and the basement level will be utilized as a playroom and office area. He stated they will match the existing trim, siding and shingles, include window improvements, and that the current master bedroom will be turned into a dining room.

Following a question by Chairperson Crutcher, Christiansen confirmed that no variance is needed as the side yard setback variance was granted in 1994 and that the Petitioner included a mortgage survey in their materials presented to the Planning Commission.

Buyers asked the Petitioner about the A-frame on the west side and how drainage will be handled and Harrison responded a drainage saddle will be put in there.

Gronbach inquired of Koncsol if all requirements were met as far as the current building code and he responded in the affirmative.

Chairperson Crutcher opened the floor for comments and questions by the public and none were heard.

Director Christiansen reiterated the process within which homes in the Historical District go through for approval and Kmetzo inquired if there were any additional conditions put on the by the Historical Commission and Christiansen responded it was approved as proposed.

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MOTION by Buyers, supported by Chiara, to approve the site plan for 33614 Adams Street, subject to the addition of a drainage saddle on the west side, and that the approval is in accordance with the review and recommendation of the Historical Commission.
 Motion carried, all ayes.

PUBLIC COMMENT

None heard

PLANNING COMMISSION COMMENTS

Commissioner Chiara commented on the designation of Farmington being a Five Star Community and further discussion was held. He commended Director Christiansen on his input in achieving that designation.

Chiara also stated that he had spoken with the owner of a new business in Farmington who has businesses in other communities as well wherein the owner stated that Farmington is the best city that he has worked with.

The subject of the Final Draft of the Downtown Master Plan was discussed.

Buyers inquired of past designations awarded to the City and Christiansen responded.

STAFF COMMENTS

Director Christiansen commented on the group effort involved in moving the City forward and thanked all of the members of the staff in working towards that goal.

ADJOURNMENT

MOTION by Gronbach, seconded by Buyers, to adjourn the meeting.
 Motion carried, all ayes.

The meeting was adjourned at 7:22 p.m.

Respectfully submitted,

 Secretary

**Farmington City Council
Staff Report**
Council Meeting Date:
December 12, 2016

**Reference
Number
(ID # 2315)**
Submitted by: Kevin Christiansen, Economic Community Development Director

Description: Draft Downtown Master Plan Presentation by OHM Advisors

Requested Action:
Background:

This item is a presentation of the Draft Downtown Master Plan by OHM Advisors. The City Administration, City Consultants, and DDA Downtown Master Plan Update Steering Committee have been working diligently on the update and are moving it forward to the Planning Commission for their discussion and review.

The following additional information is attached:

- Draft Downtown Master Plan

Heather Seyfarth with OHM Advisors will be at the December 12, 2016 meeting to review this item with the Planning Commission.

Attachment

Agenda Review
Review:

Kevin Christiansen	Pending	
City Manager	Pending	
Planning Commission	Pending	12/12/2016 7:00 PM



DOWNTOWN FARMINGTON MASTER PLAN 2016

IMAGINE FARMINGTON



Written by:
City of Farmington and DDA
23600 Liberty Street
Farmington, MI 48335

Assistance provided by:
OHM Advisors
34000 Plymouth Road,
Livonia, MI 48335

Attachment: FarmingtonPlan_DRAFT_Dec8 (2315 : Draft Downtown Master Plan Presentation by OHM

Acknowledgments

Steering Committee Members

Greg Cowley
City of Farmington - Council Member

Steve Schneemann
City of Farmington - Council member

Kenneth Crutcher
City of Farmington - Historical Commissioner

David Gronbach
City of Farmington - Planning Commissioner

Brandi Ellis
Business Representative

Bill Jarosik
Business Representative

Carol Sinzheimer
Business Representative

Laura Myers
City of Farmington - Historical Commissioner

Thomas Pascaris
DDA Board Member

Brian Golden
Volunteer/Resident

Les Key
Volunteer/Resident

Joseph LaRussa
Volunteer/Resident

JoAnne McShane
Volunteer/Resident

Jennifer Miller
Volunteer/Resident

Matthew Schiffman
Volunteer/Resident

Special Thanks

Special thanks to the Steering Committee, stakeholders, and all who contributed to the realization of this Plan.

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1.0

Introduction

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

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 implement 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

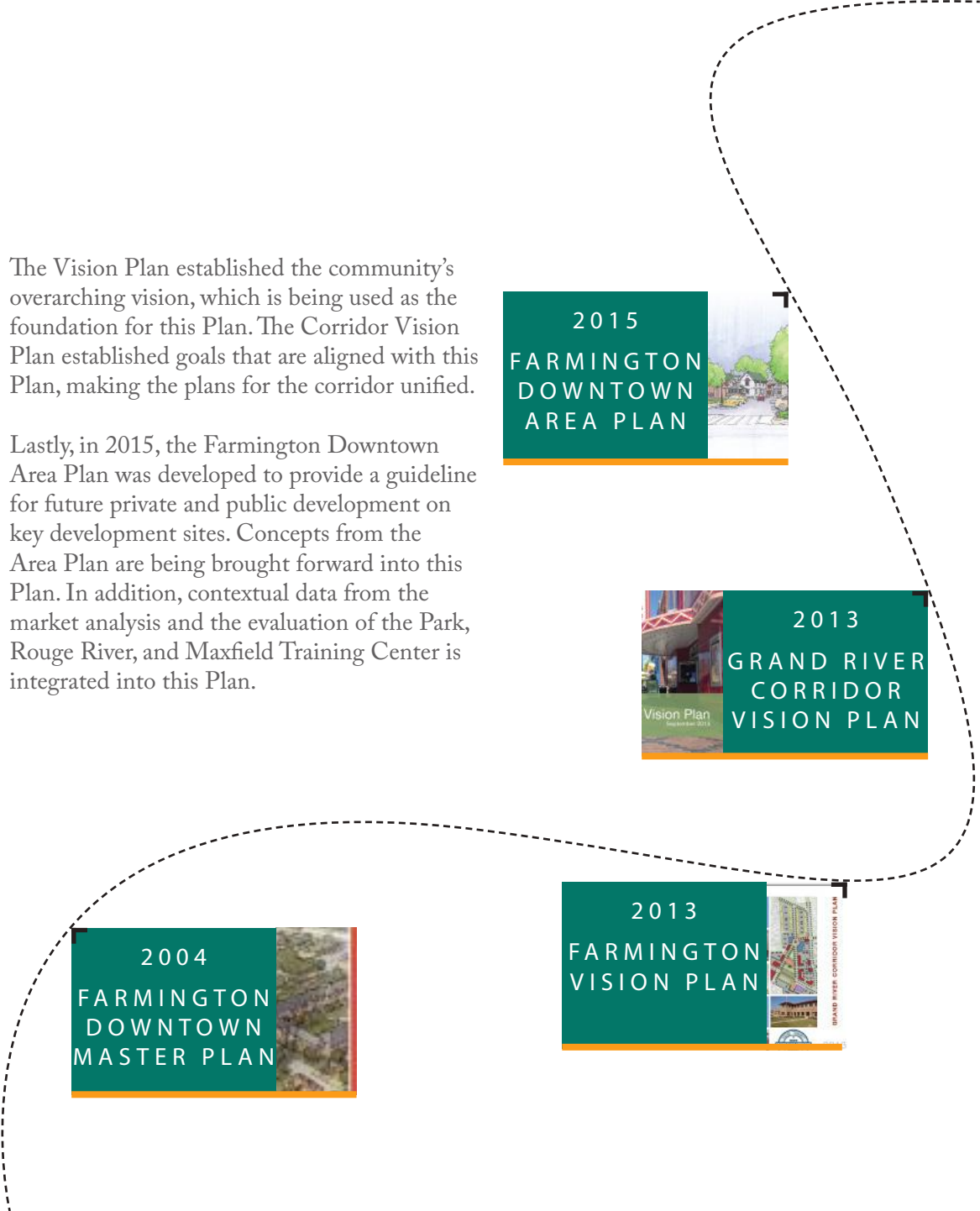
Prior to the development of this Plan, Farmington had engaged in a number of planning efforts, which help to guide and inform this Plan. These include the current Downtown Farmington Master Plan, The Farmington Vision Plan, the Grand River Corridor Vision Plan, and the Farmington Downtown Area Plan.

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. These two plans include the Vision Plan, which created a vision for initiatives that would spur a raised quality of life, and the Corridor Vision Plan, a joint effort involving the cities of Farmington and Farmington Hills, which was created to lay out a broad vision for the redevelopment 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 condition 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 would be achieved, which involved 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 who, what, where and when will make this Plan a realization.

Investigate

WHAT WE KNOW

The planning team began with an analysis of the existing conditions for downtown and the surrounding area, a consideration and knowledge of national trends, the existing market study, and the Walker Traffic Study. Together, this background data provided a strong basis for future 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 the measure of change needed in order to attain their goals. Within each strategy, applicable target projects are suggested along with their determined downtown location. If viewed abstractly, the Goals, Objectives, and Strategies simply call out community aspirations and give means of achievement.

DEVELOPMENT CONCEPTS

Public and Private development concepts combine the updated goals, objectives, and strategies and previous development ideas for the 2015 Plan. They build off of the goals, objectives, and strategies by visualizing the target projects.

Implement

NEXT STEPS

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





Attachment: FarmingtonPlan_DRAFT_Dec8 (2315 : Draft Downtown Master Plan Presentation by OHM



2.0

What We Know

- 2.1 National Trends
- 2.2 Farmington Trends
- 2.3 Market Survey
- 2.4 Walker Study

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 at 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 are integrated into every city department, from schools and libraries to hospitals and power plants.

Changes in transit include an increase in ride sharing, driverless cars, electric or eco-efficient cars and public transportation. This shows a shifting attitude in which individuals view how they travel. Positive impacts on cities and downtowns are expected from this shift in use. Progresses in transportation has allowed for efficient and safe travel from place to place. The economic impacts and settlement patterns are directly impacted by these changes. Institutional policies and systems that support development hinged upon transit and related infrastructure will need to be altered. Embracing, promoting, and incentivizing these uses promotes a healthy, thriving downtown.

Placemaking

Placemaking is the process of creating quality places where people want to live, work, play and visit. They are choosing to live in walkable, mixed use communities that offer resources, amenities, social and professional networks,

and opportunities to support thriving lifestyles. People’s idea of their built environment is changing as they greatly value the emotion and feeling they associate with their community.

Establishing community identity has proven to help foster that 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.

Farmington Existing Conditions

Demographics		
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

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

A parking study is currently underway. As information becomes available, the plan will be amended to include the Walker Parking Study.



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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.

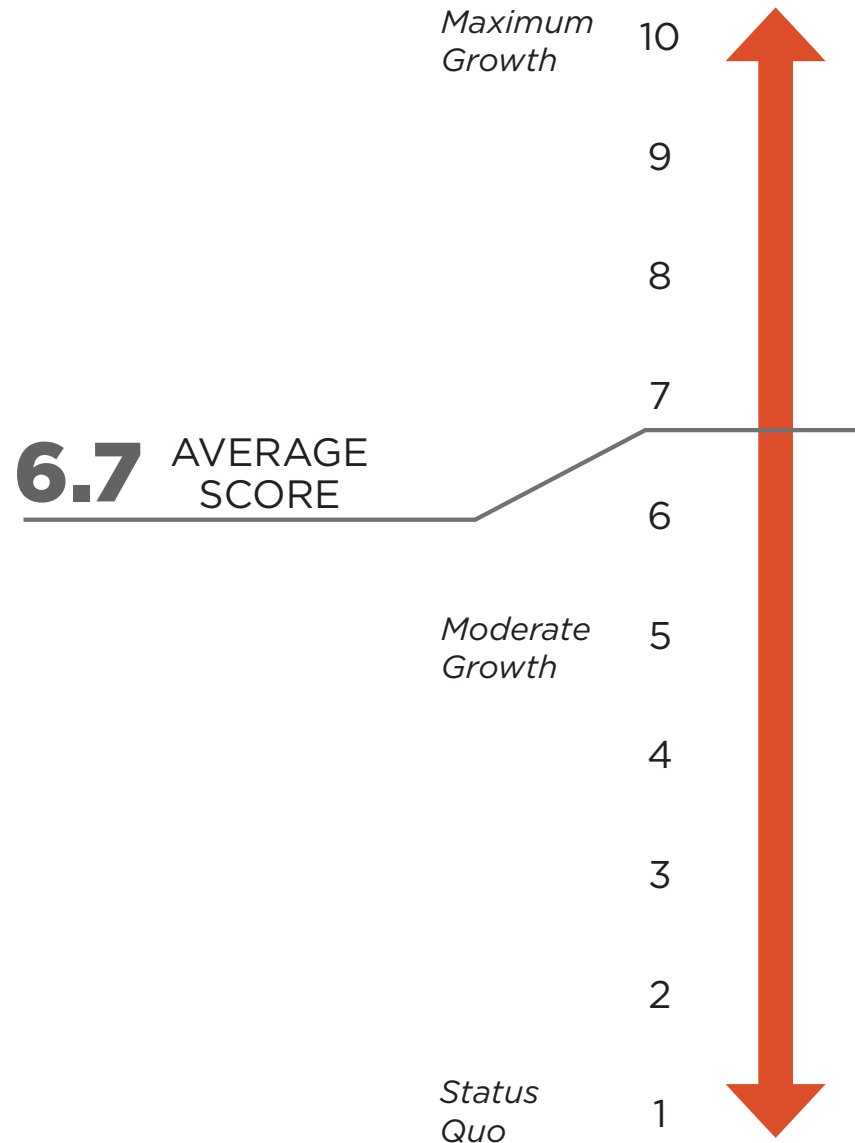
To determine where to grow various sites/ areas around the community were identified as growth opportunities, the downtown area, and specifically the Maxfield Training Center and surrounding properties were identified has a high priority for new development.



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 consultant team posed the question, “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 "SHINEST" IN MIDTOW 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 GRONE

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

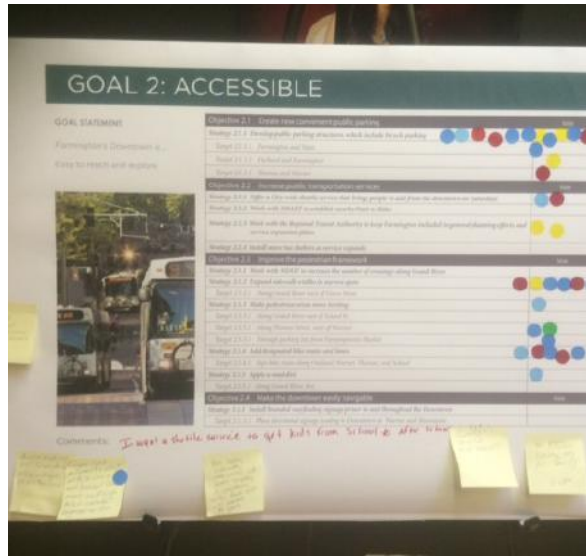
in Downtown Farmington

farmingtonplan2016.weebly.com

Public Gathering 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 also able to browse around the room and talk with city officials who were in attendance and the Steering Committee who was also 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 important, as there was many comments on the want to be a vibrant community with strong community activity and recreational opportunities.

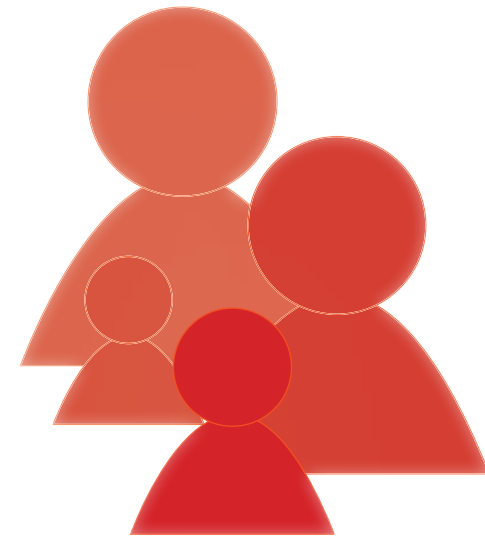
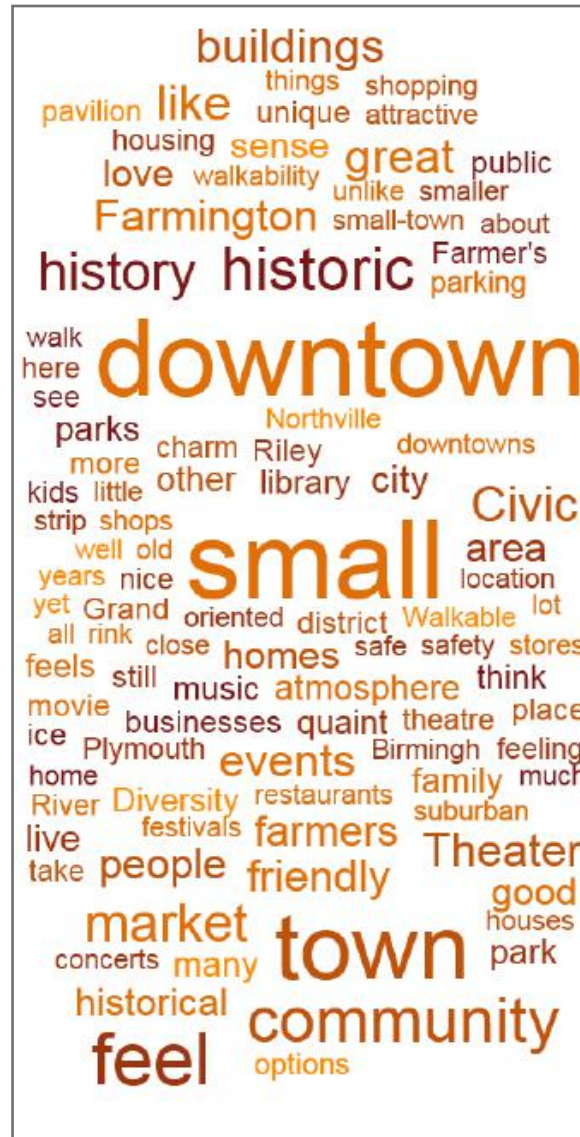


Public Survey Results

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.

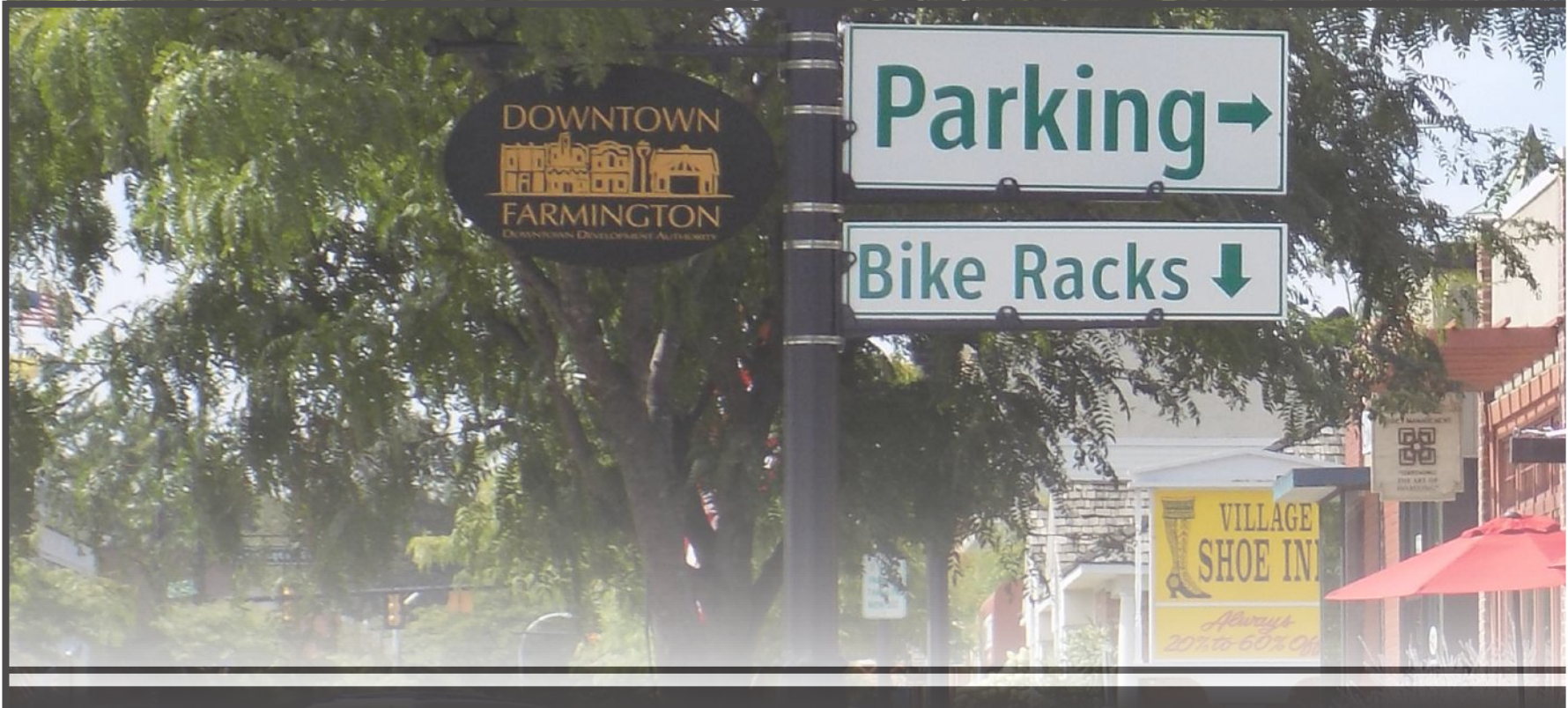
The majority of respondents typically visited downtown Farmington two or more times in a week with their primary reason being to visit restaurants and bars. Introducing more restaurants and pubs was also the most common answer when asked what the most important initiative is to improve downtown. The 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





4.0

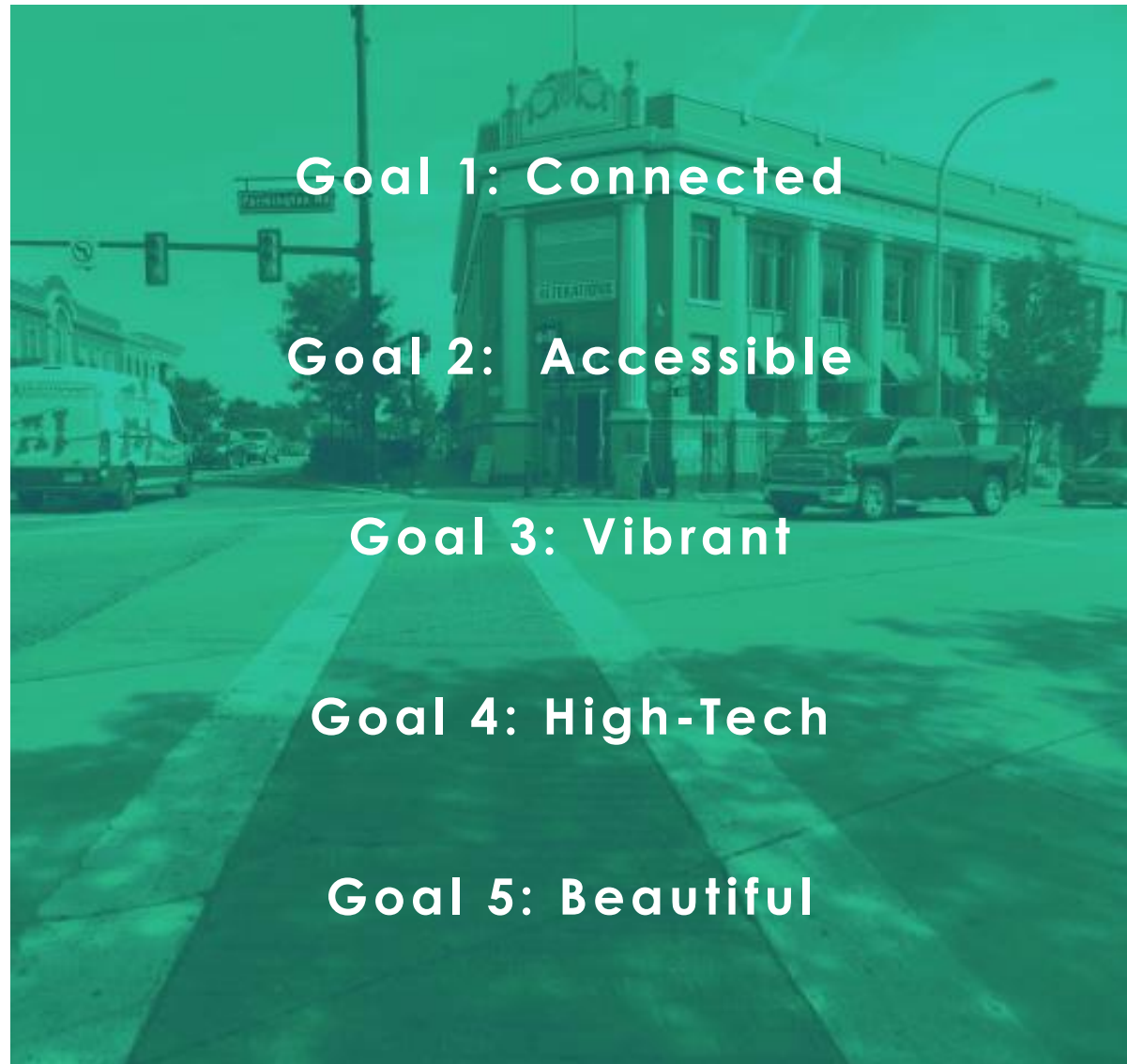
Goals, Objectives and Strategies

Goals, Objectives and Strategies

The Goals, Objectives, 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 public parking structures

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

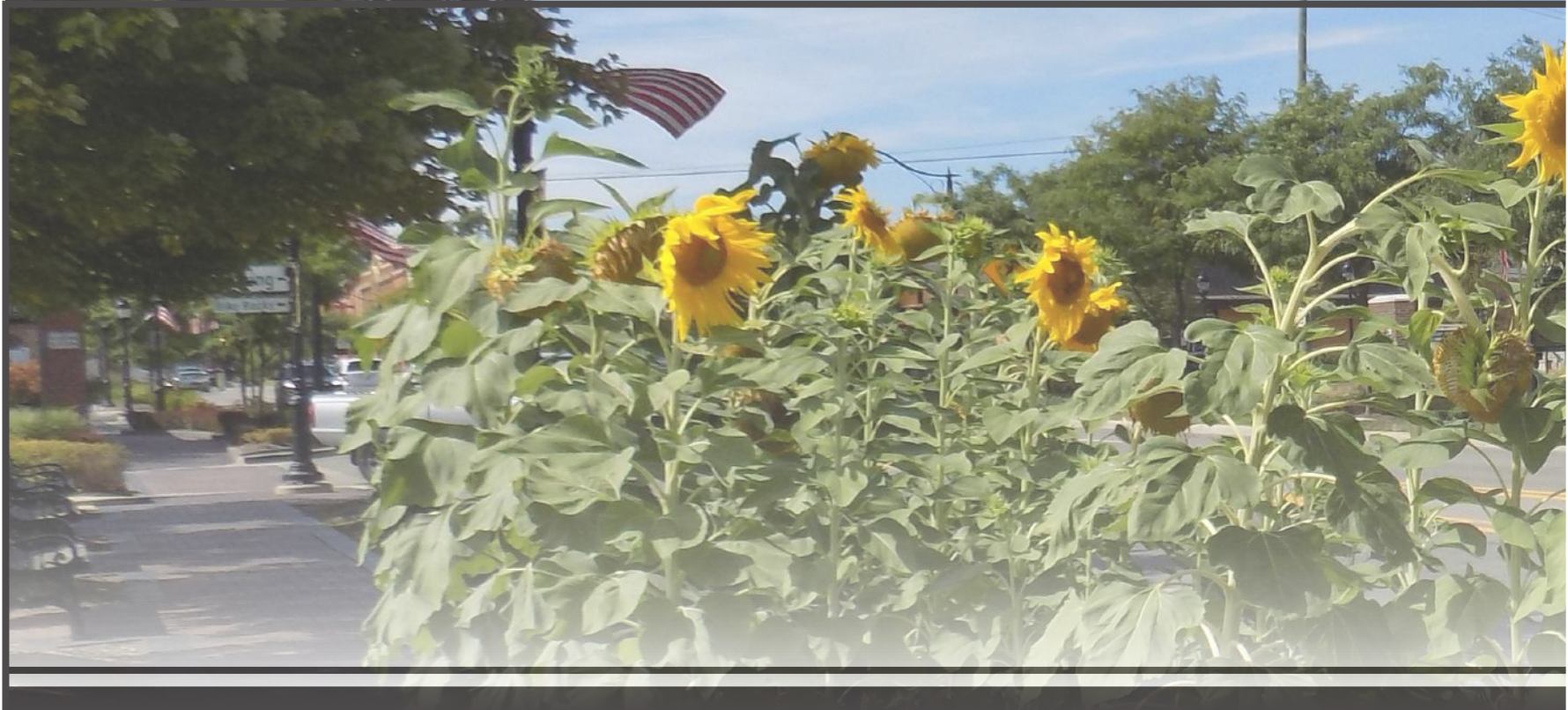
Target 5.2.1.1 Along Farmington Road

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 PrivateDevelopmentConcepts

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

Public Conceptual Development Projects A & B

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.

Target 1.1.1.1

Target 1.2.1.1





Public Conceptual Development Projects C,D & E

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.

- Target 2.1.1.1
- Target 2.1.1.2
- Target 2.1.1.3



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

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 sidewalks/ 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.

- Target 2.3.2.1
- Target 2.3.3.1
- Target 2.3.3.2
- Target 2.3.3.3
- Target 2.3.3.4





Public Conceptual Development Project L & T

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.

- Target 2.3.5.1
- Target 5.2.1.1



Public Conceptual Development Project P

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.”

Target 4.2.1.1





Conceptual Development Project M

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.

Target 2.4.1.1



Conceptual Development Projects Q, R, & S

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.

- Target 5.1.1.1
- Target 5.1.1.2
- Target 5.1.1.3





Conceptual Development Project N & O

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.

Target 3.2.1.1
Target 3.2.1.2



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



Private Conceptual Development Project A

Target Project 3.1.2.5

Development Concept

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





Conceptual Development Project B

Target Project 3.1.2.3

Development Concept

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

Conceptual Development Project C

Target Project 3.1.2.2

Development Concept

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





Conceptual Development Project D

Target Project 3.1.2.4

Development Concept

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

Conceptual Development Project E

Target Project 3.1.2.6

Development Concept

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





Conceptual Development Project M

Target Project 3.1.1.2

Development Concept

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



Attachment: FarmingtonPlan_DRAFT_Dec8 (2315 : Draft Downtown Master Plan Presentation by OHM



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.

Funding Matrix

The funding 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
Strategy 2.1.1 <i>Develop public parking structures, which include bicycle parking</i>			DDA/City, businesses	
Target 2.1.1.1 <i>Farmington and State</i>		Long		
Target 2.1.1.2 <i>Orchard and Farmington</i>		Long		
Target 2.1.1.3 <i>Thomas and Warner</i>		Long		
Objective 2.2	Increase public transportation services	Time frame	Lead/Partners	Potential Resources
Strategy 2.2.1 <i>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
Strategy 2.2.2 <i>Work with SMART to establish nearby Park-n-Rides</i>		Short		
Strategy 2.2.3 <i>Work with the Regional Transit Authority to keep Farmington included in general planning efforts and service expansion plans</i>		Long		
Strategy 2.2.4 <i>Install more bus shelters as service expands</i>		Short-Medium		
Objective 2.3	Improve the pedestrian framework	Time frame	Lead/Partners	Potential Resources
Strategy 2.3.1 <i>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
Strategy 2.3.2 <i>Expand sidewalk widths in narrow spots</i>				
Target 2.3.2.1 <i>Along Grand River west of Grove Street</i>		Long		
Strategy 2.3.3 <i>Make pedestrian areas more inviting</i>				
Target 2.3.3.1 <i>Along Grand River east of School St.</i>		Short		
Target 2.3.3.2 <i>Along Thomas Street, west of Warner</i>		Short		
Target 2.3.3.3 <i>Through parking lot, from Farmington to Market, including HAWK signal at crossing</i>		Medium		
Target 2.3.3.4 <i>Along Grand River at corner of Farmington and west of Farmington</i>				
Strategy 2.3.4 <i>Add designated bike routes and lanes</i>				
Target 2.3.4.1 <i>Sign bike route along Oakland, Warner, Thomas, and School</i>		Short		
Strategy 2.3.5 <i>Apply a road diet</i>				
Target 2.3.5.1 <i>Along Grand River Ave.</i>		Short		

Objective 2.4	Make the downtown easily navigable	Time frame	Lead/Partners	Potential Resources
Strategy 2.4.1	Install branded wayfinding signage prior to and throughout the Downtown	Medium	DDA/City	NEA "Our Town" Grant Program
Target 2.4.1.1	Place directional signage leading to Downtown at Warner and Shiawassee			

Objective 3.1	Increase residential and commercial opportunities	Time frame	Lead/Partners	Potential Funding Source
Strategy 3.1.1	Encourage town homes, condos, and apartment developments		DDA/City, Developers	
Target 3.1.1.1	On Slocum near Farmington	Short		
Target 3.1.1.2	At Oakland and Liberty	Long		
Strategy 3.1.2	Promote mixed-use developments			
Target 3.1.2.1	Maxfield Site	Short		
Target 3.1.2.2	Near Grand River and School	Long		
Target 3.1.2.3	Parking lot between Grove and Slocum	Long		
Target 3.1.2.4	At Grand River and Warner	Medium		
Target 3.1.2.5	At Farmington and State	Long		

Objective 3.2	Create new public spaces	Time frame		
Strategy 3.2.1	Expand park spaces		DDA/City, Oakland County	MEDC Public Places Crowdfunding Initiative and Grant Program
Target 3.2.1.1	Extend park between the Maxfield site and Shiawassee Park	Medium		
Target 3.2.1.2	Activate a public gathering space node at Farmington and Grand River Avenue	Short		

Objective 3.3	Grow community events	Time frame		
Strategy 3.3.1	Work with various agencies and groups to develop creative events and activities	Ongoing	DDA/City, MDA	

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>	Short	DDA/City, local providers, NTIA	Broadband Grants
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>	Short - Medium - Long	DDA/City, businesses, local charging station manufacturers, Clean Energy Coalition, Google	US DOE Alternative Fuels Data Center, ChargePoint Grants
<i>Target 4.2.1.1 On Grand River and near Sundquist Pavilion</i>	Short - Medium - Long		
<i>Strategy 4.2.2 Monitor the progress of driverless cars and the implication this technology has on parking/access</i>	Ongoing		
Objective 4.3 Provide up-to-date information about the Downtown through electronic mediums	Time frame	Lead/partners	Potential Resources
<i>Strategy 4.3.1 Install interactive directories/virtual tours</i>	Medium	DDA/City, businesses	MiPlace grant programs

Objective 5.1 Enhance the gateways into Downtown	Time frame	Lead/partners	Potential Resources
<i>Strategy 5.1.1 Install prominent gateway features</i>	Long	DDA/City,	NEA "Our Town" Grant Program
<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>	Medium	DDA/City, MDOT, TAB, SEMCOG	MDOT
<i>Target 5.2.1.1 Along Farmington Road</i>			
<i>Strategy 5.2.2 Increase seasonal planting and decorations</i>	Ongoing		

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>	Short	DDA/City, , MCAC, local artists, Local Art Centers	MCAC Mini-grant Program and Partner Grants, Event Revenue, Endowments
<i>Strategy 5.3.2 Continue and increase art installation programs, involve local artists</i>	Ongoing		
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>	Ongoing	DDA/City, SHPO	SHPO

Appendix

A APPENDIX A
Survey

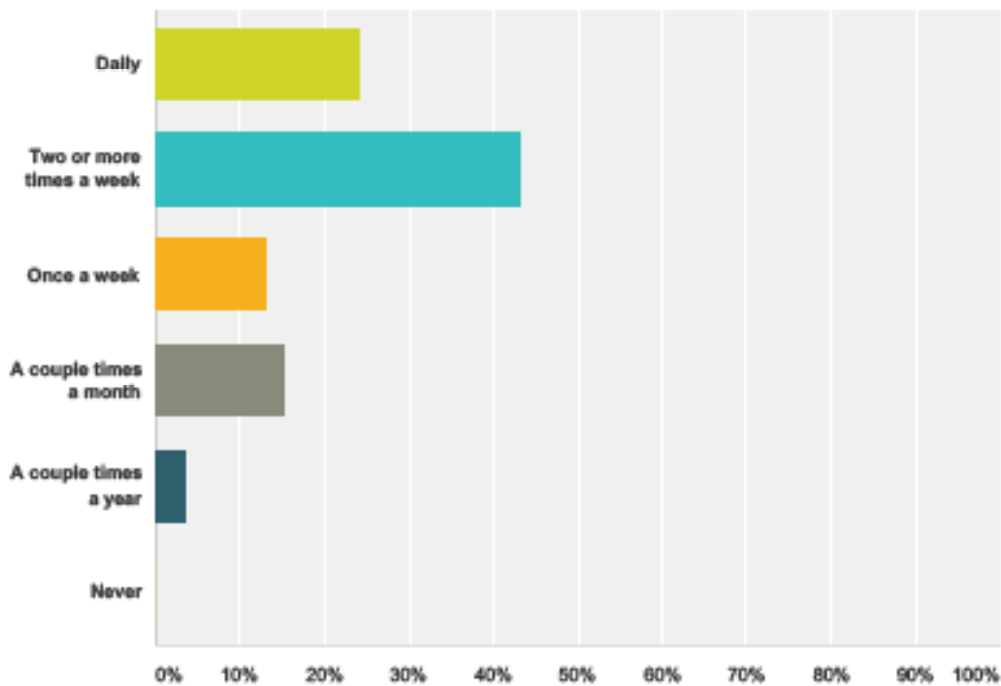
B APPENDIX B
Image Credits

C APPENDIX C
Walker Study

Imagine Farmington

Q1 How often do you typically visit Downtown Farmington?

Answered: 453 Skipped: 3



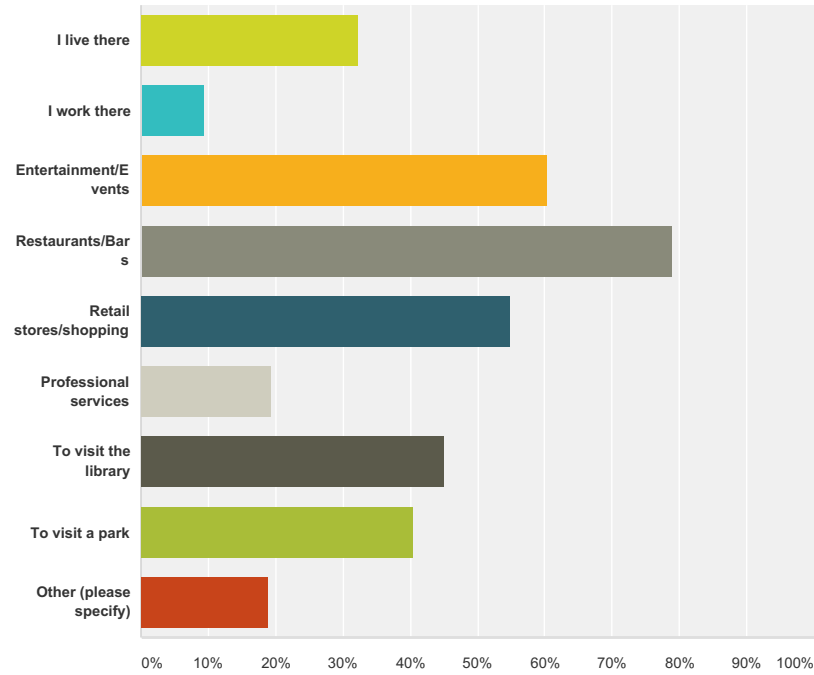
Appendix A Survey

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

Imagine Farmington

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

Answered: 454 Skipped: 2

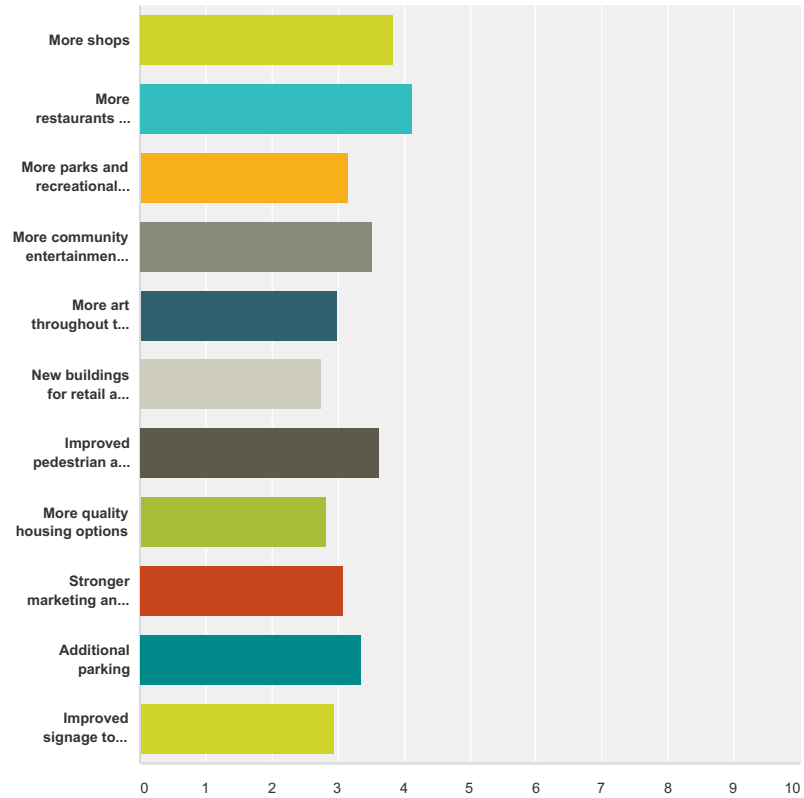


Answer Choices	Responses	Count
I live there	32.38%	147
I work there	9.47%	43
Entertainment/Events	60.35%	274
Restaurants/Bars	78.85%	358
Retail stores/shopping	54.85%	249
Professional services	19.38%	88
To visit the library	45.15%	205
To visit a park	40.53%	184
Other (please specify)	18.94%	86
Total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

Imagine Farmington

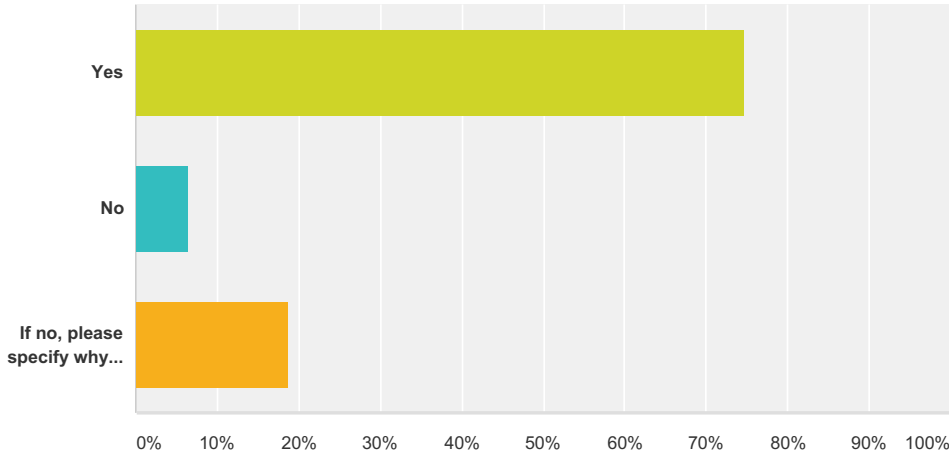
Q4 What are some of your favorite features or amenities present in other downtowns that you visit?

Answered: 324 Skipped: 132

Imagine Farmington

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

Answered: 437 Skipped: 19

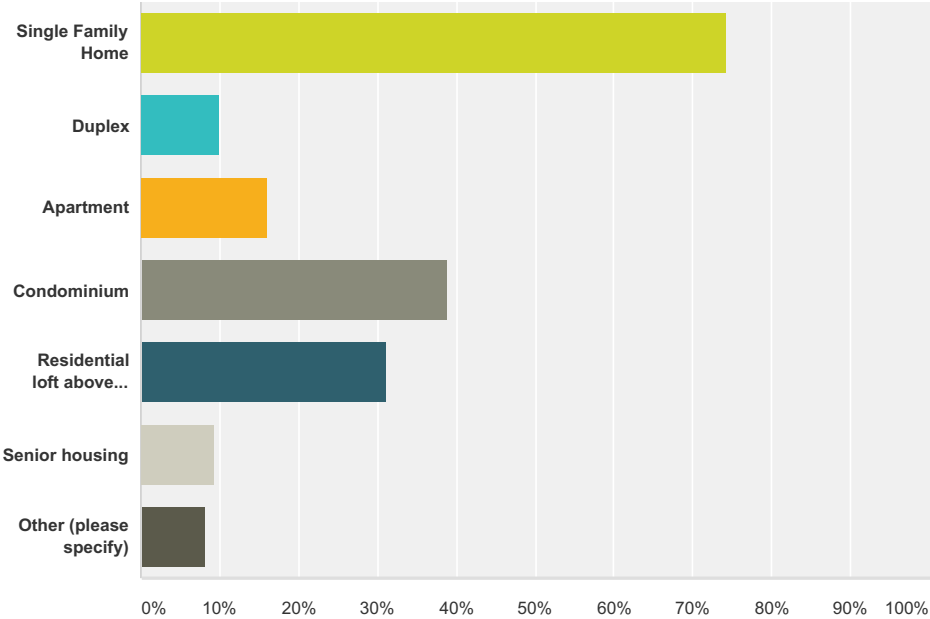


Answer Choices	Responses
Yes	74.83% 327
No	6.41% 28
If no, please specify why not.	18.76% 82
Total	437

Imagine Farmington

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

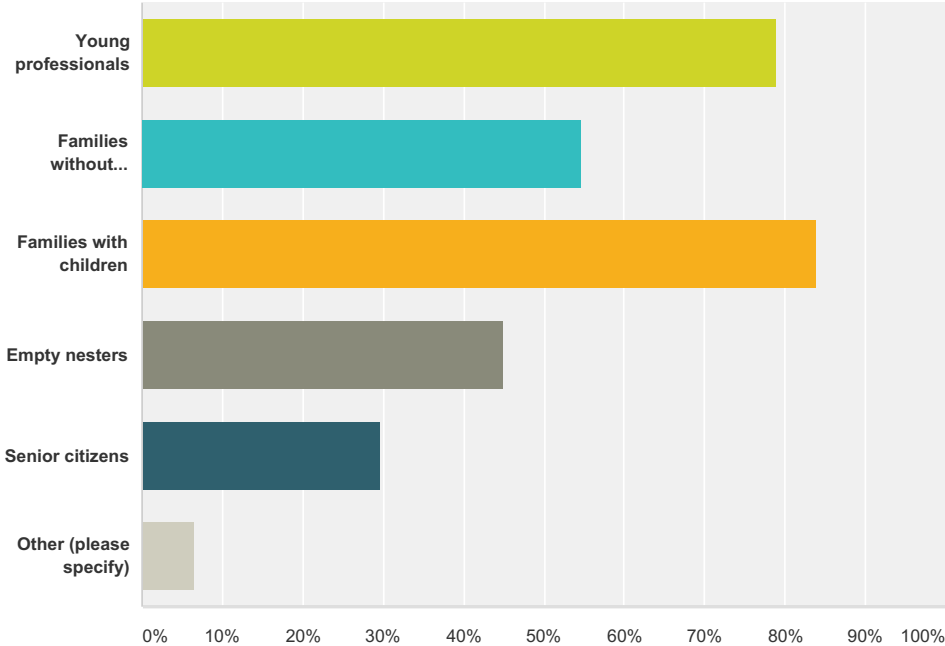


Answer Choices	Responses	Count
Single Family Home	74.38%	302
Duplex	10.10%	41
Apartment	16.01%	65
Condominium	38.92%	158
Residential loft above retail	31.03%	126
Senior housing	9.36%	38
Other (please specify)	8.13%	33
Total Respondents: 406		

Imagine Farmington

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

Answered: 424 Skipped: 32

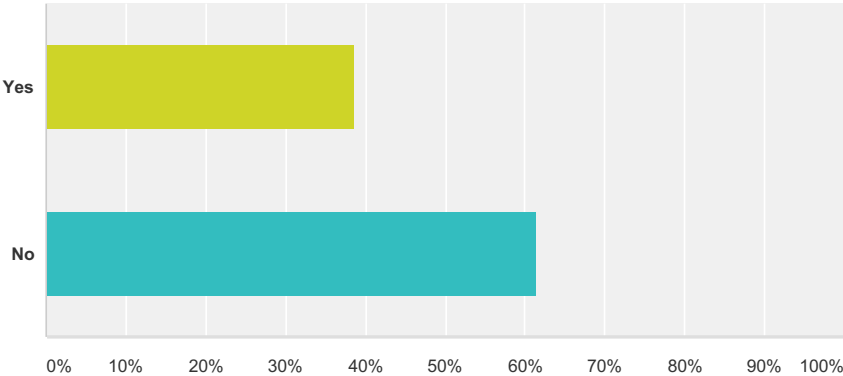


Answer Choices	Responses	Count
Young professionals	79.01%	335
Families without children	54.72%	232
Families with children	83.96%	356
Empty nesters	44.81%	190
Senior citizens	29.72%	126
Other (please specify)	6.37%	27
Total Respondents: 424		

Imagine Farmington

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

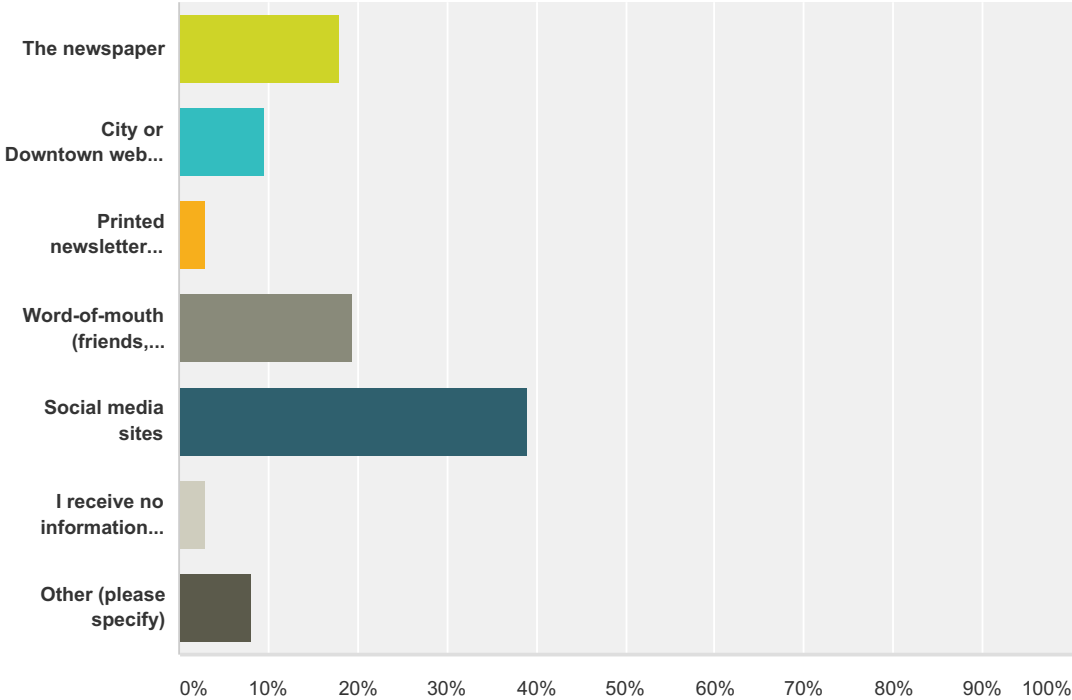
**Q11 What is your favorite memory of
Downtown Farmington?**

Answered: 301 Skipped: 155

Imagine Farmington

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

Answered: 417 Skipped: 39

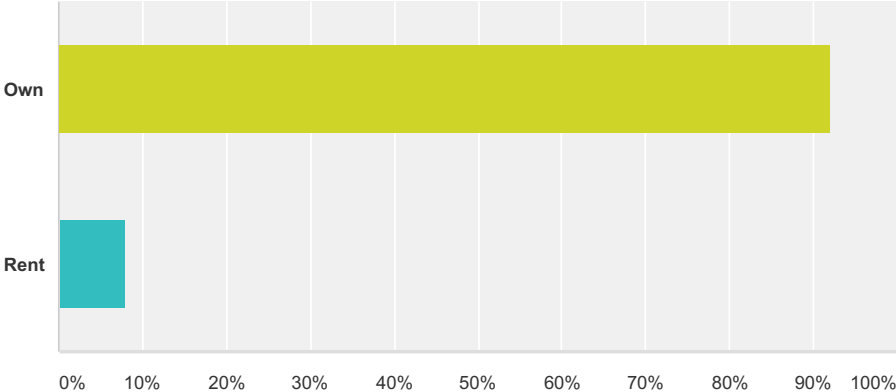


Answer Choices	Responses
The newspaper	17.99% 75
City or Downtown web site	9.59% 40
Printed newsletter (Main St. Messenger or water bill insert)	2.88% 12
Word-of-mouth (friends, family, neighbors)	19.42% 81
Social media sites	39.09% 163

Imagine Farmington

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

Answered: 416 Skipped: 40

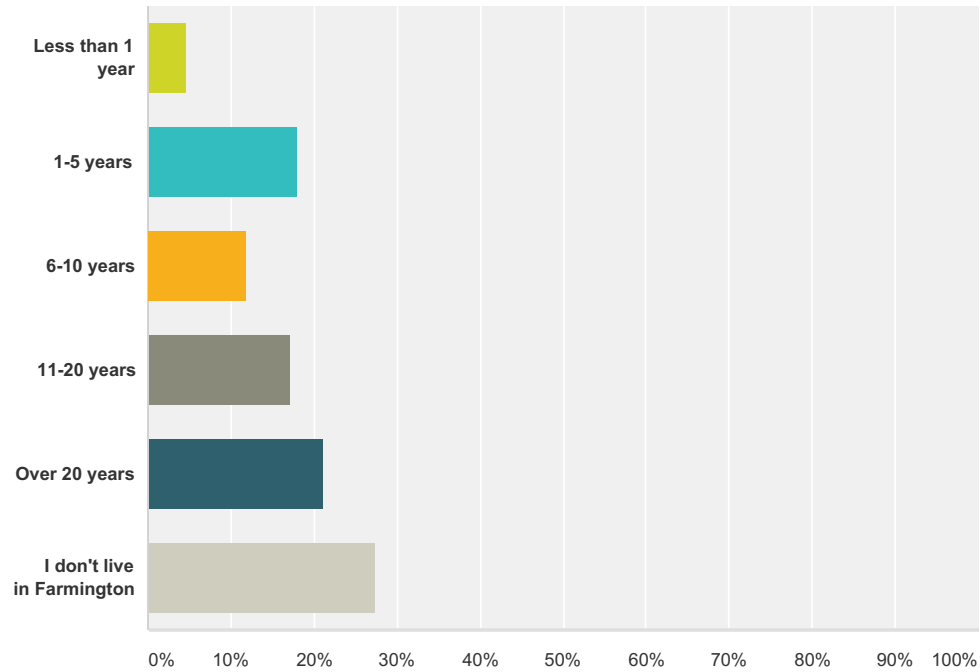


Answer Choices	Responses
Own	92.07% 383
Rent	7.93% 33
Total	416

Imagine Farmington

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

Answered: 419 Skipped: 37

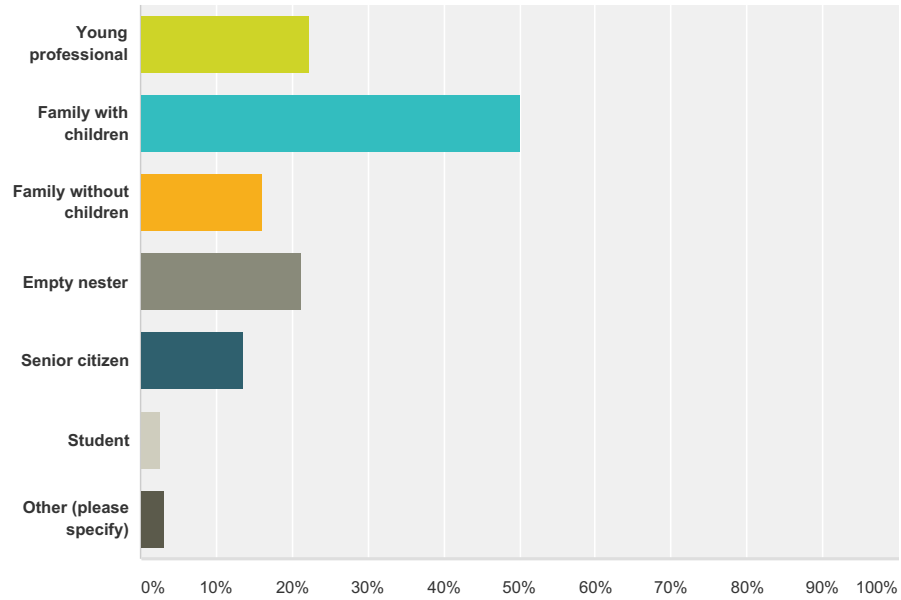


Answer Choices	Responses	Count
Less than 1 year	4.53%	19
1-5 years	17.90%	75
6-10 years	11.93%	50
11-20 years	17.18%	72
Over 20 years	21.00%	88
I don't live in Farmington	27.45%	115
Total		419

Imagine Farmington

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

Answered: 417 Skipped: 39

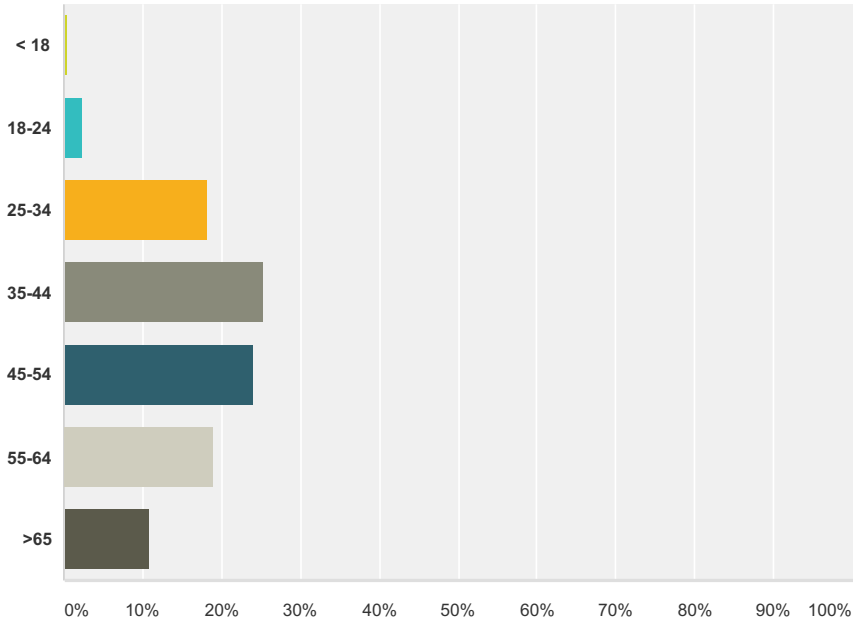


Answer Choices	Responses
Young professional	22.30% 93
Family with children	50.12% 209
Family without children	16.07% 67
Empty nester	21.34% 89
Senior citizen	13.67% 57
Student	2.64% 11
Other (please specify)	3.12% 13
Total Respondents: 417	

Imagine Farmington

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

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

Appendix C: Walker Study

**Farmington City Council
Staff Report**

Council Meeting Date:
December 12, 2016

**Reference
Number
(ID # 2316)**

Submitted by: Kevin Christiansen, Economic Community Development Director

Description: 2017 Schedule of Meetings

Requested Action:

Background:

Agenda Review

Review:

Kevin Christiansen Pending

City Manager Pending

Planning Commission Pending 12/12/2016 7:00 PM

**2017 PLANNING COMMISSION
MEETING SCHEDULE
MONDAY**

Monday, January 9, 2017	7:00 p.m.
Monday, February 13, 2017	7:00 p.m.
Monday, March 13, 2017	7:00 p.m.
Monday, April 10, 2017	7:00 p.m.
Monday, May 8, 2017	7:00 p.m.
Monday, June 12, 2017	7:00 p.m.
Monday, July 10, 2017	7:00 p.m.
Monday, August 14, 2017	7:00 p.m.
Monday, September 11, 2017	7:00 p.m.
Monday, October 9, 2017	7:00 p.m.
Monday, November 13, 2017	7:00 p.m.
Monday, December 11, 2017	7:00 p.m.