Community Meeting 2

- Welcome
- Project Update
- Where Have We Been?
- Where Are We Now?
- Where Are We Going - Creating the Draft Vision?
  - Input from PM #1
  - Vision Reveal

Project Update

- Facebook
- Webpage
- Scope/Schedule
- Roles

Farmington Vision Plan

In thinking about the future of Farmington a number of ideas have been discussed through the process to date about what the City could be. The common theme in these discussions have been should the City have limited growth (Keep it the way it is), or have considerable growth (Grow up into a 'big city'). Now is your chance to weigh in on this important question. On a scale of 1-10 what do you think the future of Farmington could be?

1 2 3 4 5 6 7 8 9 10

Limited growth (Keep it the way it is) *Considerable growth (Grow up into a 'big city')*

Comments:

____

____

____

Where Have We Been?

Plans / Policies

What Did It Say....What Did We Get Done...Takeaways?

- *1998 Vision
- Master plan
- *Downtown Retail Market Data

Prezi

Where Have We Been

Plans / Policies

What Did It Say....What Did We Get Done...Takeaways?

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- DDA Master Plan .

1998 Vision

1998 Vision Plan

Four key elements of the preferred future were identified for further analysis. These were:

What will success look like?

Business and Restaurant Mix Task Force

Cultural, Entertainment, and Community Activities Task Force

t Say....What Did We Get Done..

- *1998 Vision
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1998 Vision

Prezi

1998 Vision

1998 Vision Plan

1998 Vision Plan

Four key elements of the preferred future were identified for further analysis. These were:

- Parking, Traffic and Pedestrian Friendliness
- Green Space, Park Use,
- Culture, Entertainment and Community Activities,
- Business and Restaurant Mix

What will success look like?

Business and Restaurant Mix Task Force

- 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 created for civic and cultural activities
- Shoppers in the district days and evenings

Cultural, Entertainment, and Community Activities Task Force

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

Green Space and Parks Task Force

- 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

Parking, Traffic and Pedestrian Friendliness

- Increased sense of pride in being part of the Farmington community
- Improvement and change
- Citizens/residents drawn to the downtown area
- Feeling of a unified community
- Less noticeable vehicular traffic
- Ample, accessible and aesthetically pleasing parking

The Vision for Downtown Farmington...

1. Pedestrian Friendly
2. Multi-Use Oriented
3. Focused around Parks and Green Space
4. Improve the Economic and Cultural Core of t
Area

Prezi

98 Vision

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Downtown Retail Market Data

Data generated for a restaurant in downtown Farmington

MI	Farmington	48335	52	428	480	18.1%	$25,658.40	$53.40
MI	Farmington	48336	49	384	433	16.3%	$23,995.42	$55.90
MI	Farmington	48334	39	240	279	10.5%	$16,747.42	$60.03
MI	Farmington	48331	41	186	227	8.6%	$13,071.30	$56.15
MI	Livonia	48152	19	68	87	3.3%	$4,757.47	$54.68
MI	Walled Lake	48390	17	26	43	1.6%	$3,366.07	$78.28
MI	Royal Oak	48067	11	32	43	1.6%	$3,205.11	$74.54
MI	Novi	48375	12	41	53	2.0%	$3,118.99	$58.84
MI	Livonia	48154	18	23	41	1.5%	$2,735.38	$66.72
MI	West Bloomfield	48322	16	31	47	1.8%	$2,249.04	$47.85
MI	Plymouth	48170	16	13	29	1.1%	$1,953.26	$67.35
MI	Northville	48167	19	21	40	1.5%	$1,792.87	$44.82
MI	Novi	48374	13	20	33	1.2%	$1,565.05	$47.43
MI	Northville	48168	18	14	32	1.2%	$1,378.80	$42.89
MI	Livonia	48150	10	10	20	0.8%	$894.48	$44.72
MI	Canton	48187	11	8	19	0.7%	$855.15	$45.01
MI	Canton	48188	8	9	17	0.6%	$843.27	$49.60
MI	Brighton	48116	2	21	23	0.9%	$812.66	$35.33
MI	Ferndale	48220	8	10	18	0.7%	$760.98	$42.09
MI	Wixom	48393	8	10	18	0.7%	$695.12	$38.62
Top 20			582	1,610	1,993	75.1%	$109,730.72	$55.06

Total from Out of State

$58.88	121	62	183	6.9%	$10,792.55

Total from the State (excluding Top 20)

$46.09	271	208	479	18.0%	$22,037.23

- 50% from Farmington
- 78% from Farmington and Farmington Hills
- 82% including Livonia

Is This a Destination?

- 50% w/n 3 miles
- 65% w/n 5 miles

Is This a Destination?

State	City	Zip Code	# Initial Visits	# Repeat Visits	Total # Visits	Total % Visits	Total Qual Spend	Spend Per Ticket
MI	Farmington	48335	52	428	480	18.1%	$25,658.40	$53.46
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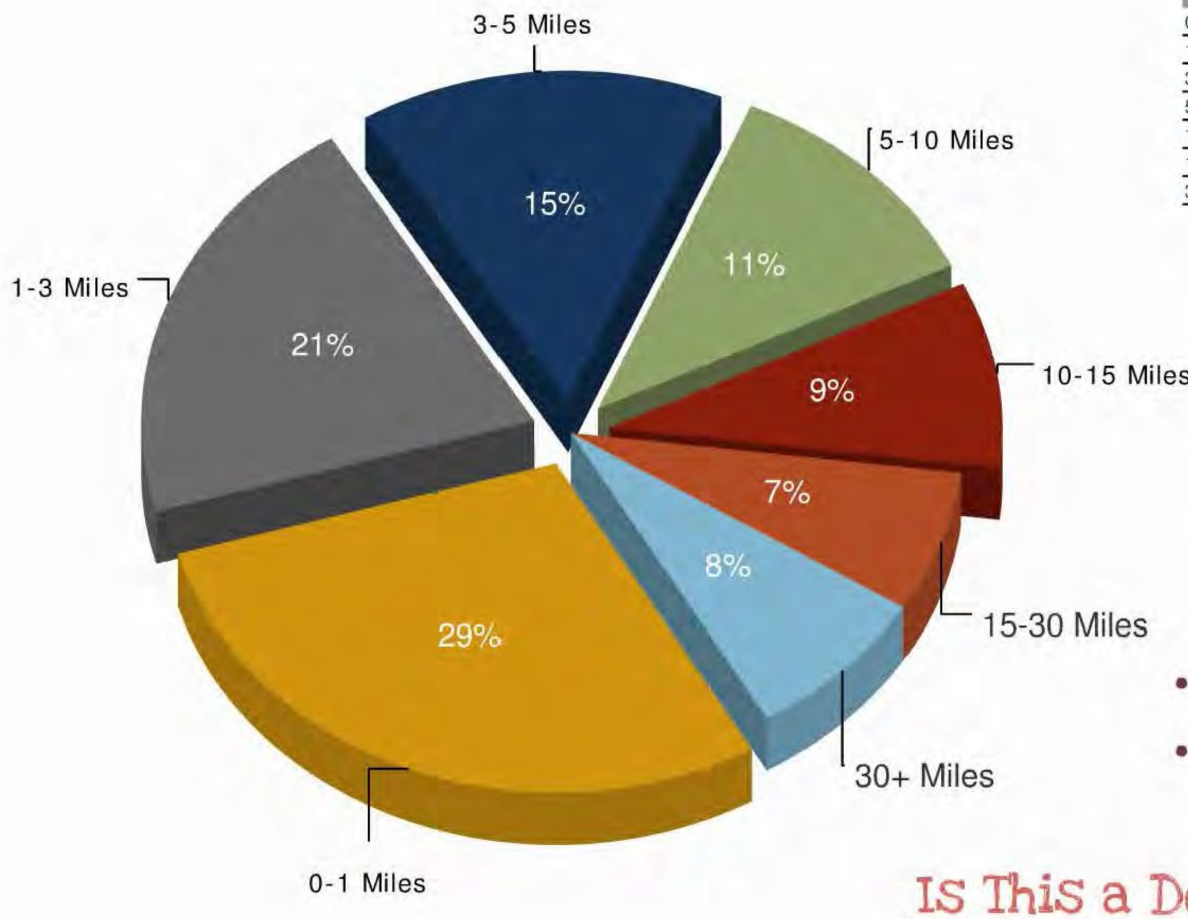
Is This a Destination?

Travel Miles (In-Town Major Metro)	Rewards Network Members Qualified Dines
0-1 Miles	766
1-3 Miles	555
3-5 Miles	398
5-10 Miles	304
10-15 Miles	240
15-30 Miles	188
30+ Miles	204



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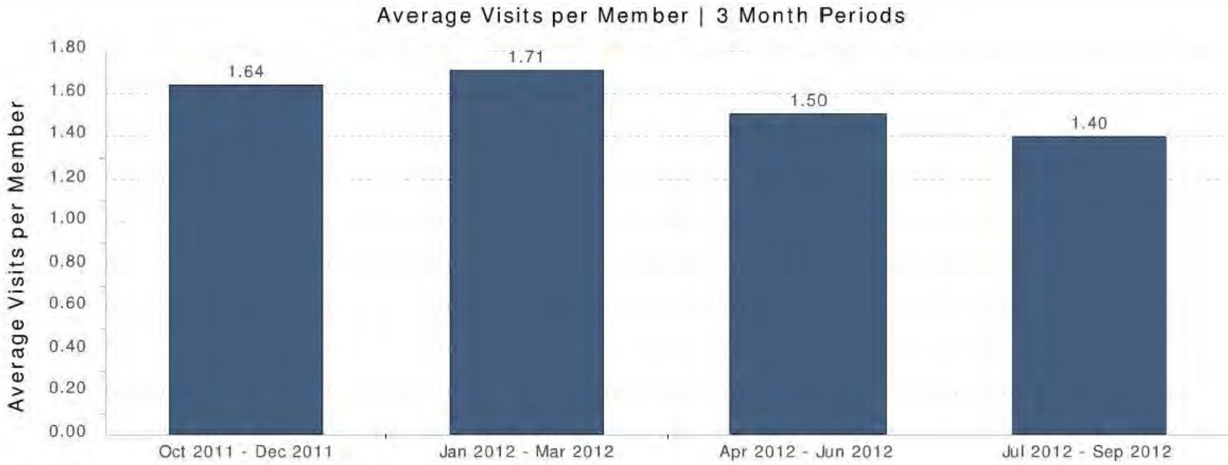
Is This a Destination?



Dining Activity Summary

	Oct 2011 - Dec 2011	Jan 2012 - Mar 2012	Apr 2012 - Jun 2012	Jul 2012 - Sep 2012
Total Visits	638	664	592	557
Unique Member Visits	388	389	394	397
Avg. Visits per Member	1.64	1.71	1.50	1.40

Type of Center	Minimum Population Support Required	Radius	Driving Time
Super Regional	300,000 or more	12 miles	30 minutes
Regional	150,000 or more	8 miles	20 minutes
Community	40,000–150,000	3-5 miles	10-20 minutes
Neighborhood	3,000–40,000	1½ miles	5-10 minutes

Note: This table provides only general guidelines, which must be modified according to the characteristics of the specific shopping center being considered.

Convenience	Neighborhood	Community	Regional/Super Regional
Minimart	Supermarket	Junior department store	Full-line department store
Restaurant	Drugstore	Discount department store	Fashion department store
Beauty parlor	Discount department store	Supermarket	Megaplex
Dry cleaners	Restaurant	Off-price superstores	Entertainment center
Fast food service	Furniture store	Variety store	Food court
Medical and dental office	Hardware store	Family wear store	Large-format specialty store
	Automotive store	Furniture store	Large-format off-price store
	Liquor/wine store	Sporting goods store	
	Videotape rental store	Drugstore	
	Bank	Office supply store	
		Cinema	

ata

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Fast food service	Furniture store	Variety store
Medical and dental office	Hardware store	Family wear store
	Automotive store	Furniture store
	Liquor/wine store	Sporting goods store
	Videotape rental store	Drugstore
	Bank	Office supply store
		Cinema

What Does It Mean...The Story Continues...

Prezi

Where Are We Now?

Existing Conditions

Farmington and Northville Comparison (size, downtown, identity)

Conditions

Farmington and Northville Comparison (size, downtown, identity)

Housing

Housing Units	Farmington
2010	10,748

on (size, downtown, identity)

Housing

	Farmington	Northville
Housing Units		
2010	10,748	6,218
2015	10,761	6,050
Median Home Value		
2010	$151,577	$187,952
2015	$156,367	$194,056

Home Ownership Status

Prezi

Housing

Housing Units	Farmington	Northville
2010	10,748	6,218
2015	10,761	6,050

Median Home Value	Farmington	Northville
2010	$151,577	$187,952
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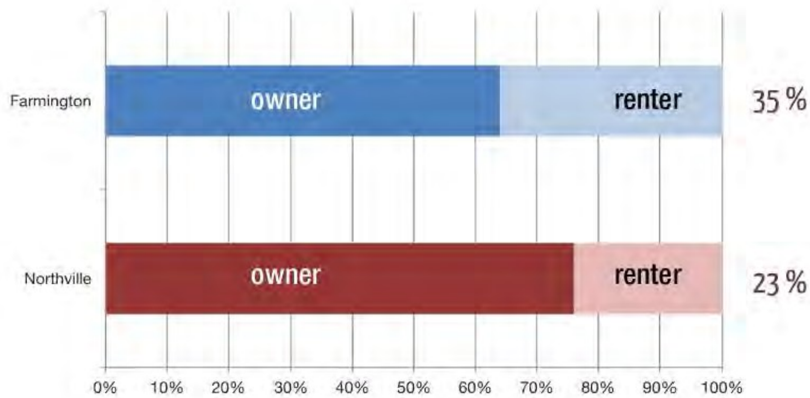
Home Ownership Status



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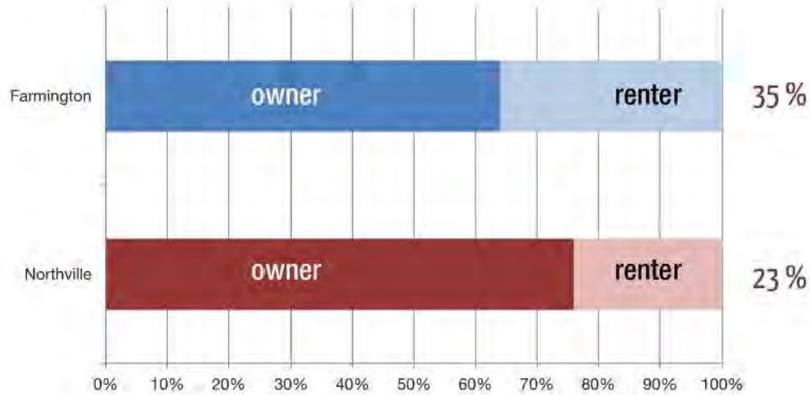
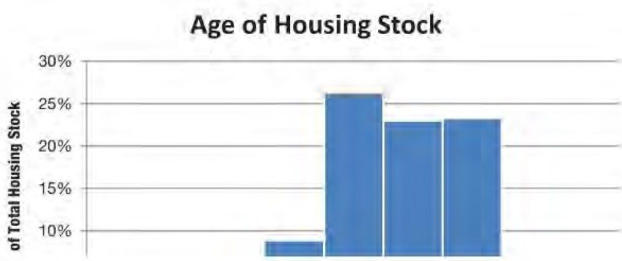


Housing Stock Age



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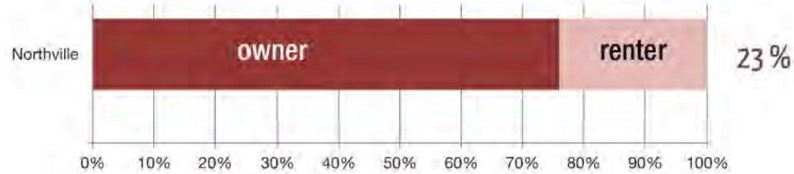
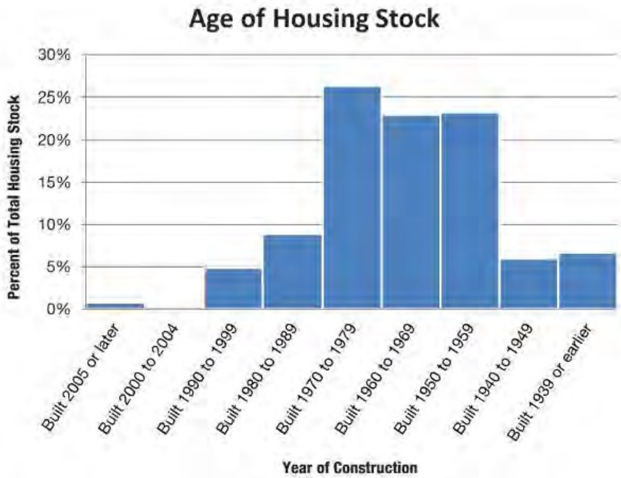


Housing Stock Age



Median Gross Rent

2007-2011

	Farmington	Northville
	$830 / month	$XXX

Prezi

2007-2011	$830 / month	$XXX

Demographics

Population	Farmington	Northville
2010	10,748	6,218
2015	10,761	6,050

Median Age		
2010	43.5	44.7
2015	43.7	44.5

Population Density		
2010	3,118 persons per square mile	4,026 persons per square mile
2015	3,033 persons per square mile	4,030 persons per square mile

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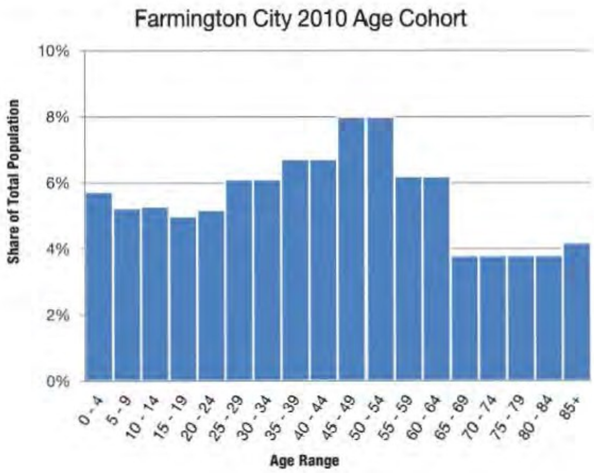
Age Cohorts

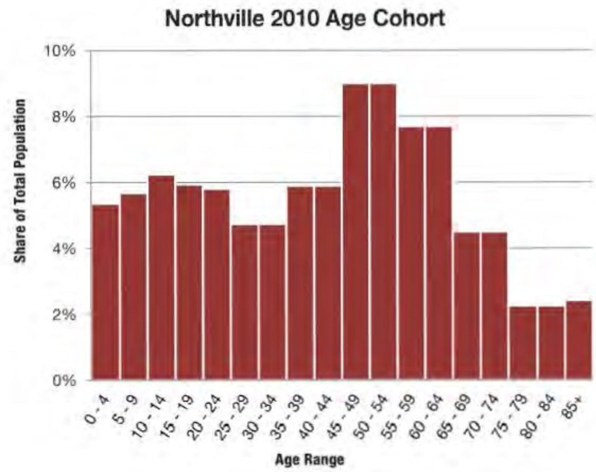
Farmington City 2010 Age Cohort

Northville 2010 Age Cohort

2010	3,118 persons per square mile	4,026 persons per square mile
2015	3,033 persons per square mile	4,030 persons per square mile

Age Cohorts





Income

	Farmington	Northville
Median Income		
2010	$68,930	$85,158
2015	$81,949	$101,382
Per Capita income		
2010	$40,531	$49,403
2015	$46,424	$56,421

Income

	Farmington	Northville
Median Income		
2010	$68,930	$85,158
2015	$81,949	$101,382
Per Capita income		
2010	$40,531	$49,403
2015	$46,424	$56,421

chart showing residential value change in Farmington

Where Are We Going?

Creating the Draft Vis

Where Are We Going?

Creating the Draft Vision

You Said....

You Said....

Treasure Card

WHAT IS THE ONE THING YOU TREASURE MOST ABOUT FARMINGTON?


community
historic
downtown
Warner
walkability
Mansion
small
business
safety
public
location
involvement
service
diversity
balance
events
school
loyalty
low
parks
quiet
taxes
Unique
town
size
safety
Warner
quiet
small
involvement

Farmington Vision Plan
Public Meeting #1
February 18, 2013

Exercise #1 - Treasure Cards
Please write your answer on the "Treasure Card"

Exercise #2 - Ideas Gathering

The planning team needs to know what is working well, what needs improvement and what needs changed in Farmington. Each table tent has a category relating to the Vision Plan.

- Mobility
- Housing
- Public space and programming
- Economic development / Downtown
- Community services and infrastructure
- Reputation / Image / Character

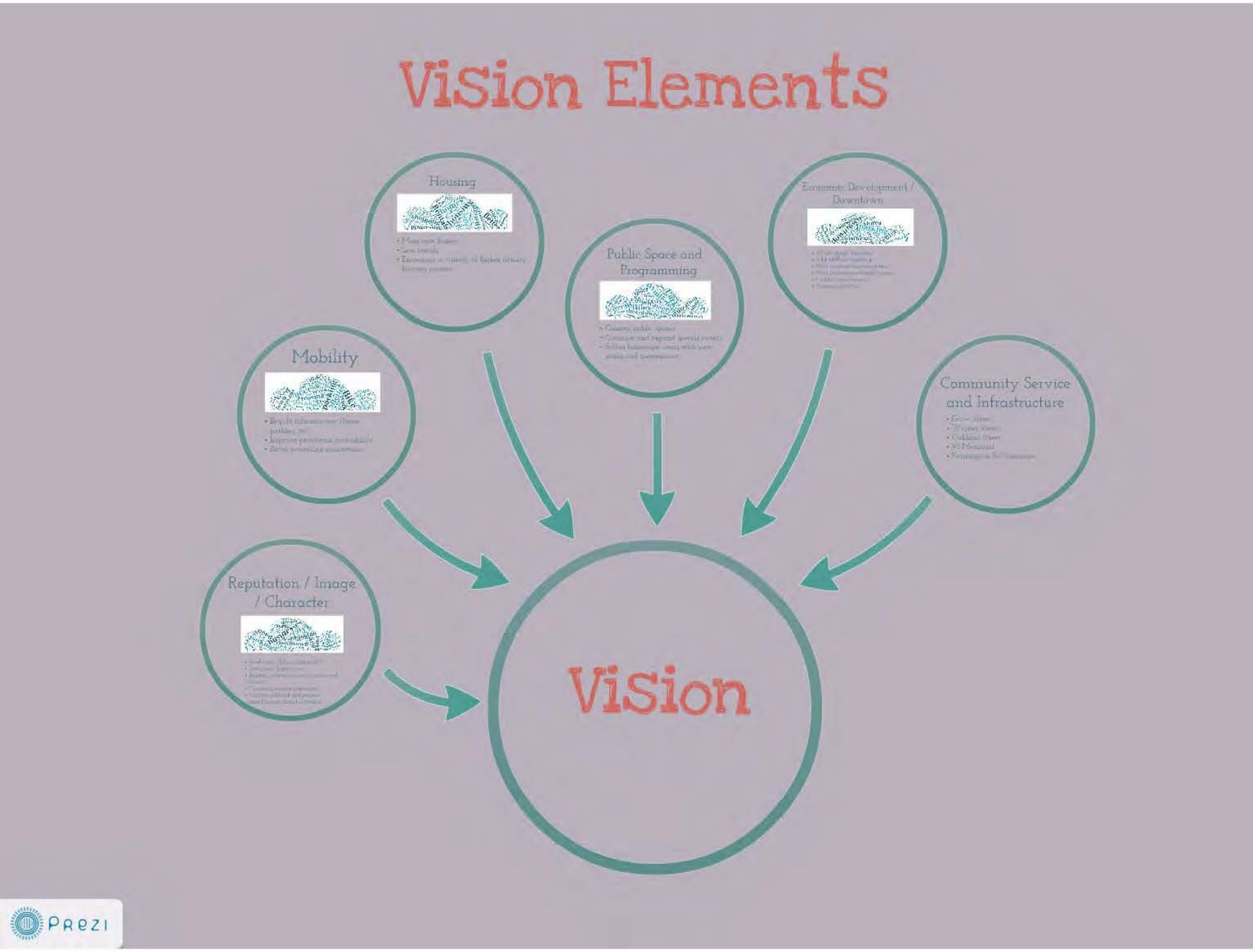
How does this category relate to Farmington? What would you change, improve or keep?

Please take a few minutes to write your ideas below. There is extra space on the back for more ideas and general comments.

Once finished, please discuss your ideas with the group. You can add ideas to your sheet during or after the discussion as well.

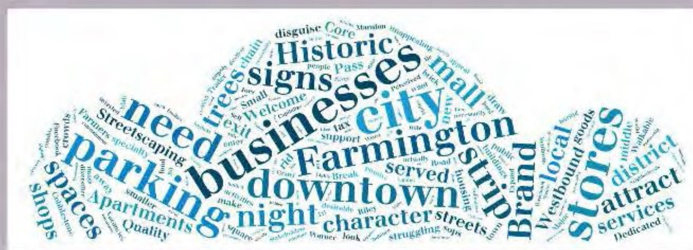
Category____________________

Ideas	Keep	Improve	Change
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			



Vision Elements
Housing
Public Space and Programming
Economic Development / Downtown
Mobility
Community Service and Infrastructure
Reputation / Image / Character
Vision

Reputation / Image / Character



- Good retail (defines character?)
- Downtown historic core
- Enhance character of strip centers and Kimco
- Too many renters/apartments
- Need to redifined and promote brand...current brand is 'vanilla'

Mobility

- Bicycle infrastructure (lanes, parking, etc.
- Improve pedestrian accessibility
- Better pedestrian connections

Housing

- More new homes
- Less rentals
- Encourage a variety of higher density housing options

Public Space and Programming

- Connect public spaces
- Continue and expand special events
- Soften hardscape areas with new parks and greenspaces

Economic Development / Downtown

- Attract 'staple' businesses
- Add additional parking
- More non-franchise restaurants
- More entertainment/public spaces
- Facade improvements
- Business incentives

Community Service and Infrastructure

- Grove Street
- Warner Street
- Oakland Street
- 911 Memorial
- Farmington Rd Streetsape

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9.
10.

A Good Start . . . .But

What is

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t. . .These are elements of the Vision...

s the Vision?

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What is the Vision?

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Lets Revisit The Spectrum

1	2	3	4	5	6	7	8	9	10

Limited growth (Keep it the way it is) — *Considerable growth (Grow up into a 'big city')*

No Growth

- Quaint village
- Historic character
- High level of individual service
- Boutique retail

Inward Growth

- Maintain character
- Expanded housing options
- Increased density 1-3 stories
- Increase events and community exposure
- Reinvent the brand

Outward Growt

- Broader res
- Serves as 'd
- Multiple p
- Significant
- Significant

1 2 3 4 5 6 7 8 9 10

Limited growth (Keep it the way it is) *Considerable growth (Grow up into a 'big city')*

No Growth

- Quaint village
- Historic character
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- Boutique retail
- Pedestrian oriented
- Quality public spaces
- Upscale character
- 98 PLAN

Inward Growth

- 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 stru
- Pedestrian orientation

No Growth

- Quaint village
- Historic character
- High level of individual service
- Boutique retail
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- Quality public spaces
- Upscale character
- SEE 1998 PLAN

How

- Increase property values
- Raise taxes
- Significant public investment

Inward Growth

- 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 struc
- Pedestrian orientation
- Anchor of civic and community uses

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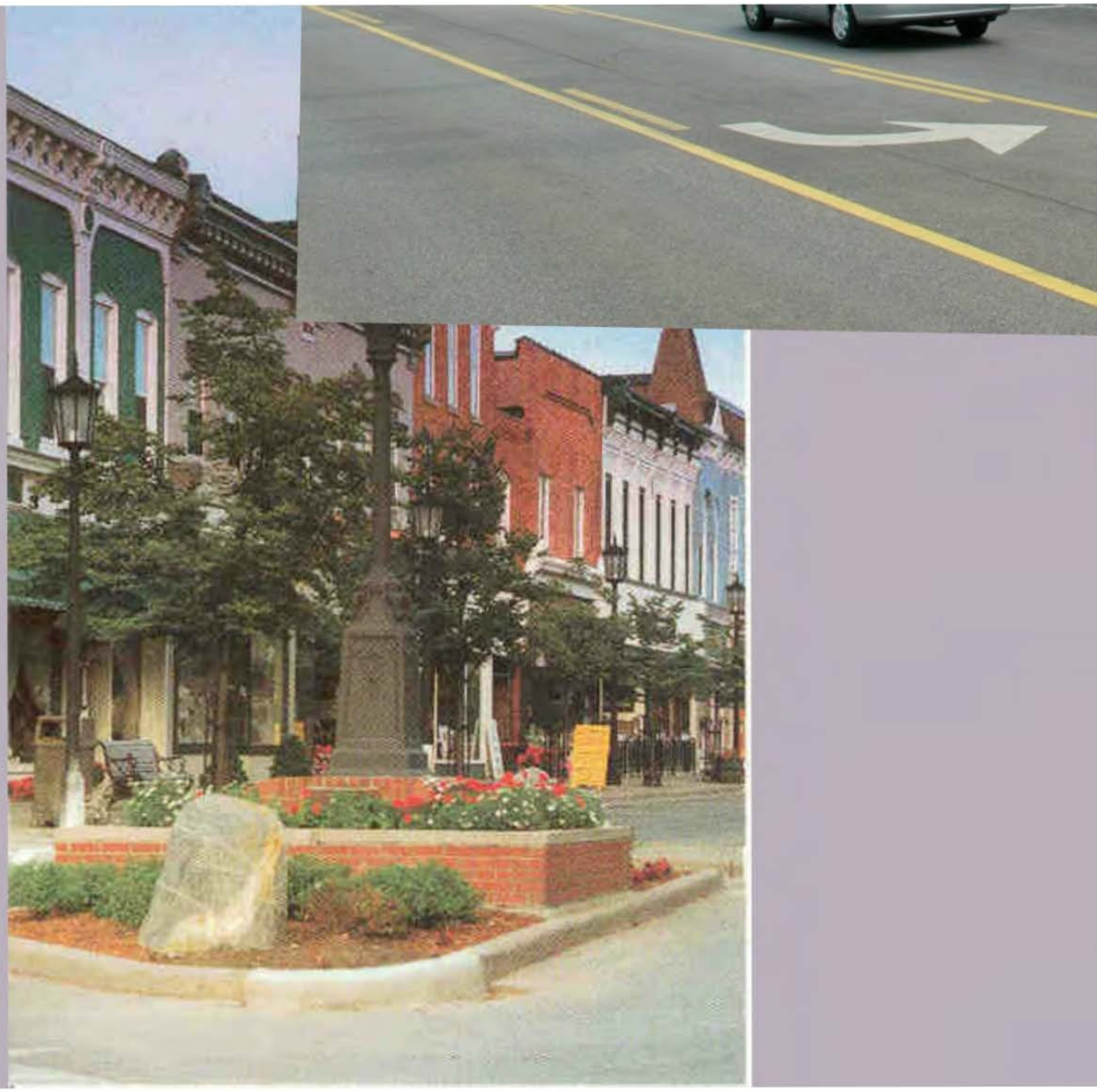
- Anchor of civic and community uses

How

- Convert old strip retail to alternative uses (resid.?)
- 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
- onal draw)



Outward Growth

- Broader residential value and product types
- Serves as 'downtown' for 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

How

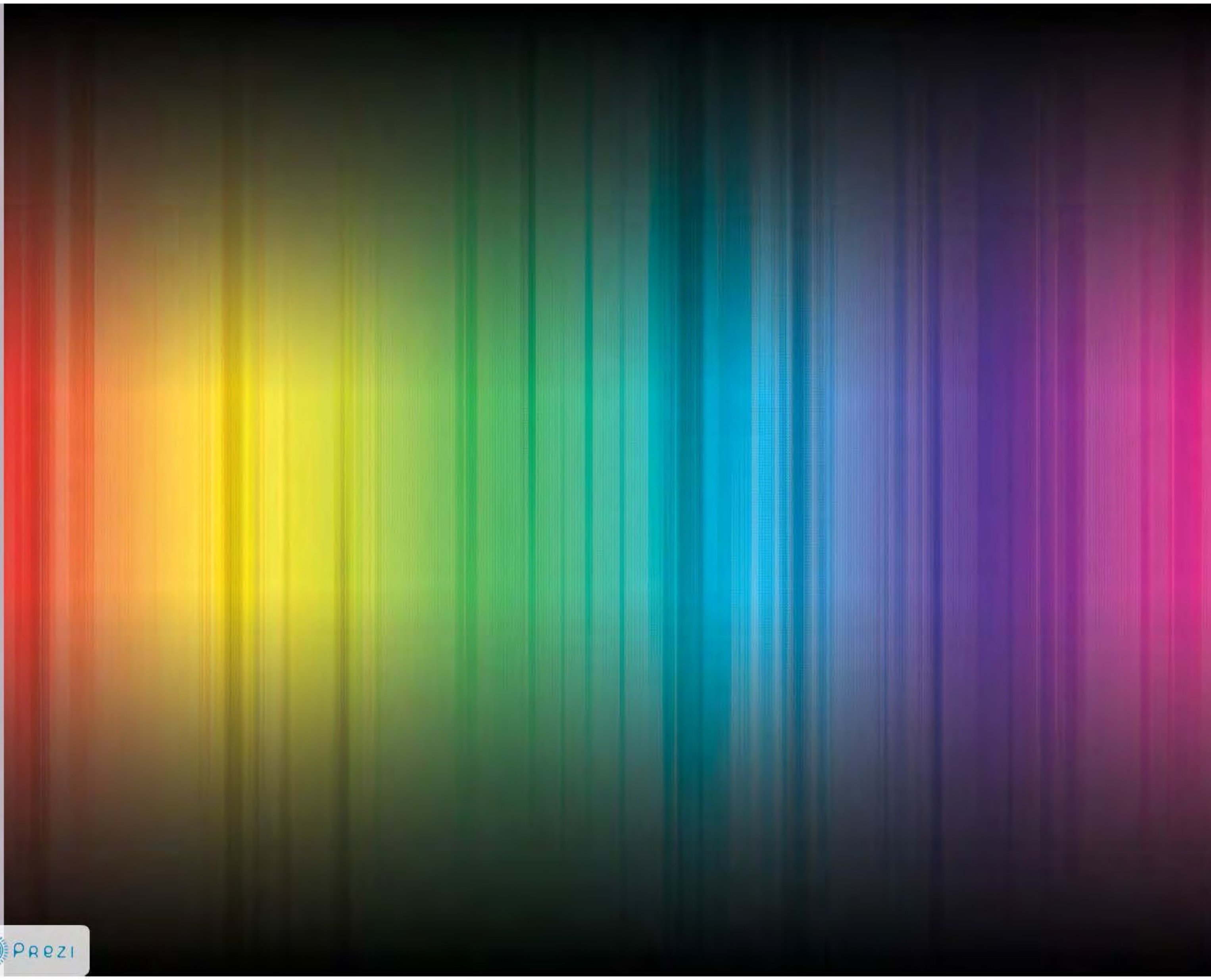
- Major regional entertainment
- High-quality AFFORDABLE services

How

- Consolidation with Farmington Hills
- Grow up (height and density)
- New brand/image
- Continue to expand entertainment and events
- Sell outdated community facilties
- Integreate civic and educational uses
- Flexibility in character and design
- Balance auto/pedestrian

Group Conversation

Lets Revisit The Spectrum



Farmington Vision Plan

In thinking about the future of Farmington a number of ideas have been discussed through the process to date about what the City could be. The common theme in these discussions have been should the City have limited growth (Keep it the way it is), or have considerable growth (Grow up into a 'big city'). Nov is your chance to weigh in on this important question. On a scale of 1-10 what do you think the future of Farmington could be?

1 2 3 4 5 6 7 8 9 10

Limited growth (Keep it the way it is) *Considerable growth (Grow up into a 'big city')*

Comments:

___

___

___

Next Steps

Core - Small Group Mtgs. on Vision Elements
Flex - Small Group Mtgs. and/or comment online
Observers - Stay informed

How To Stay Informed

- Webpage - http://www.ci.farmington.mi.us
- Facebook - http://www.facebook.com/pages/Farmington-Vision-Plan/291126767680896?ref=stream
- Email: aaron.domini@ohm-advisors.com / charlie@projectinnovations.com
- Next Meeting: Third week of March tentative...details TBD (compile input, extract your guiding principles, verify and continue to build vision)