



# STATE OF DOWNTOWN ANN ARBOR REPORT | JULY 2011

AN ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY PUBLICATION





To paraphrase Gertrude Stein, downtown Ann Arbor has more “there” there, than many downtowns five times its size. From its over packed arts and entertainment calendar, to its diverse mix of one-of-a-kind businesses, its talented and well-educated work force, and an assortment of lovely historic structures and vibrant mixed use new buildings, downtown Ann Arbor always over-delivers. The Ann Arbor Downtown Development Authority (DDA) works to ensure that downtown vitality and opportunity are fostered and the quality of the downtown experience continues to improve.

We welcome your feedback on this project, as our goal is to provide a useful and accurate barometer of downtown vitality. This report evaluates information tracked on a fiscal basis - from July to June - unless otherwise noted.

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Welcome to our first edition of the State of the Downtown Report, an objective look at the aspects that contribute to downtown Ann Arbor's viability and quality of life. This publication expands upon the DDA Benchmark report created in 2003 and relies primarily on statistics captured by community partners and high-quality, professional data sources. The Ann Arbor DDA created this report to provide an annual snapshot, record recent trends, and celebrate the many attributes that make downtown Ann Arbor the special place that it is.

In 2010 - 2011, the DDA District continued to be a vibrant community center, hosting countless entertainment options, a concentration of unique and vital businesses, and an ever-expanding residential population. By year end, the District boasted **45** outdoor special events, **90** sidewalk cafés, and increased attendance at **legendary entertainment venues**, including the Michigan Theater and The Ark.<sup>i</sup>

The District population **grew by 30%** in the last ten years, with residents seeking the **high quality of life** created by great community, great food, great spaces, and top quality education for people of all ages.<sup>ii</sup> The District remained safe and accessible as well, with major crimes **down 15%** from last year.<sup>iii</sup>

With so many wonderful things taking place downtown, it comes as no surprise that **business attraction, retention and expansion continued**, along with new construction. Despite the economic challenges confronting our state and nation, downtown Ann Arbor has continued to find new audiences and investment dollars.

We are proud to be part of the DDA and advocating on behalf of our wonderful downtown. We hope you'll join us.

*Spo Kay* and *Joan Lowenstein*

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**Susan Pollay**  
DDA Executive Director



**Joan Lowenstein**  
DDA Board Chair

The boundaries of the Ann Arbor DDA have remained unchanged since the District was formed in 1982, yet the buildings, uses, and public space within it continue to evolve. The DDA District is shaped by 9 historic districts, active and vibrant near-downtown neighborhoods, and numerous government and public institutions, including the University of Michigan Central Campus. Within this framework, 4 distinct commercial areas, **1,200 businesses** and **4,167 residents** give life to the downtown district.<sup>iv</sup>

Table 1. THE DDA DISTRICT IN 2010 - 11

Blocks	67
Total square miles	0.42
Total acres	271
Acres of public right of way (streets & alleys)	80
Remaining acres	191
Land area with development restrictions	116 (60.7%)
University of Michigan campus*	42 (22%)
Open space & parkland*	31.4 (16.4%)
Historic Districts*	43 (23%)
Floodplains/floodways*	26 (13.6%)
Land area without development restrictions	75 (39.2%)
Total Building Square Footage	9.04 million
Commercial	1.94 million (21%)
Industrial	108,313 (1%)
Office	2.1 million (23%)
Residential	1.68 million (19%)
University of Michigan within the DDA	2.9 million (32%)

Map 1. THE ANN ARBOR DDA DISTRICT

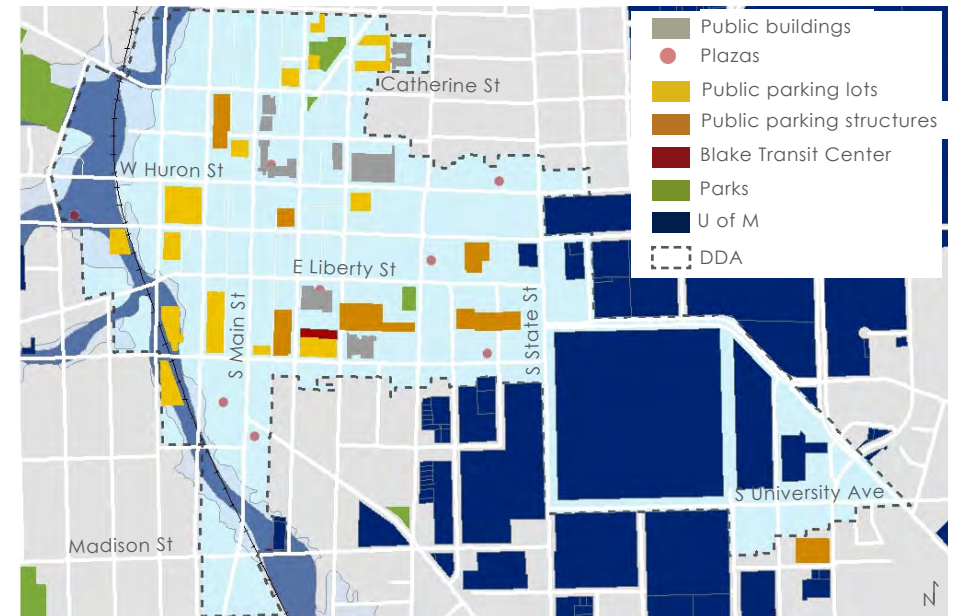
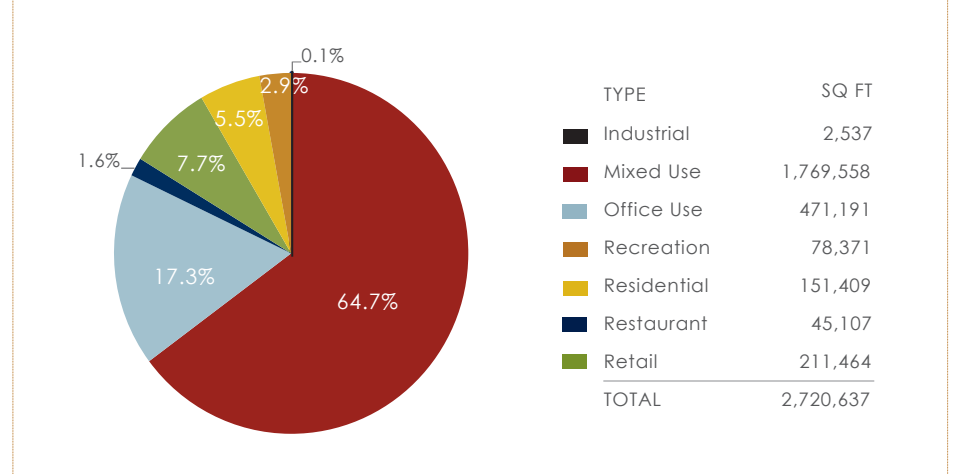


Chart 1. DEVELOPMENT PROJECTS WITHIN THE DDA DISTRICT SINCE 1982



Over the past decades, the downtown has continued its shift toward a 24 hour/7 day a week activity center, supported by denser residential development, a broad mix of businesses, religious centers, services and lively sidewalks. Since 2005, the national economic downturn has impacted the growth and expansion of business and other development; Washtenaw County lost over 13,000 jobs (7% of the total workforce) and the DDA commercial sector felt the impact as well.<sup>v</sup>

The past several years have been hard on the region, however, in 2010 signals of **“strong...broad-based” economic growth** began being felt.<sup>vi</sup> At the downtown level, the four downtown Area Associations reported that business is up - events and special programming are drawing larger crowds, and retailers are learning how to find their niche in the online centered shopping world.<sup>vii</sup> Among new business trends in the downtown, the Information Technology sector in particular has found a presence, drawn to the amenities and high quality of life that help firms attract and retain talented employees.<sup>viii</sup>

Table 2. DOWNTOWN'S LARGEST EMPLOYERS

BUSINESS/ORGANIZATION	# OF DOWNTOWN EMPLOYEES
University of Michigan	26,241*
DTE & Subsidiaries	550
City of Ann Arbor Government	350
Washtenaw County Government	347
Google Ann Arbor	285
Ann Arbor YMCA	220
Ann Arbor District Library	181
Zingerman's	180
Health Media Inc	150
JSTOR	105
Arbor Research Collaborative for Health	78

Downtown office vacancy numbers reflected a positive trend as well, **decreasing by 3% to 13.57%** total vacancy in December 2010, lower than the Ann Arbor market as a whole.<sup>ix</sup> In addition, new commercial and mixed-use construction is taking shape this year, including construction of significant amounts of new retail space in The Landmark (601 S. Forest), and Zaragon West projects. Many of downtown's commercial strengths are expected to see job growth, particularly the I.T., health, and professional services sectors as well as restaurants, retail, financial firms, and leisure and hospitality sectors.<sup>x</sup>

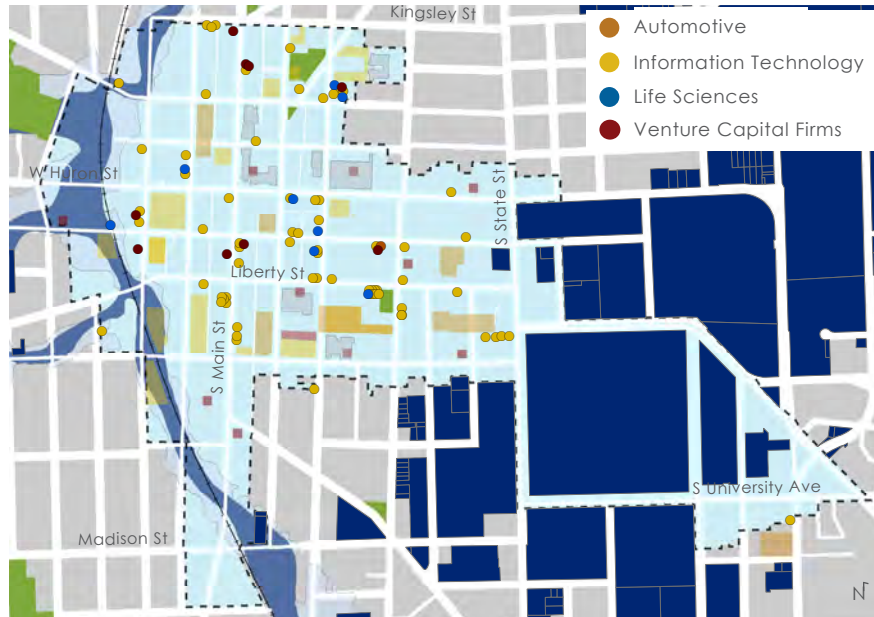
Table 3. MAJOR COMMERCIAL PROJECTS IN 2010 - 11

PROJECT	TYPE	NEW COMMERCIAL SQ FT
The Landmark	Mixed Use	8,612
CVS Pharmacy	Commercial Renovation	13,040
Zaragon West	Mixed Use	3,400
Zingerman's Deli	Commercial Expansion	10,400



Photo 1

Map 2. THE DOWNTOWN IT AND SUPPORTING EXPORT BUSINESSES



### SPOTLIGHT: NEW NEIGHBORS

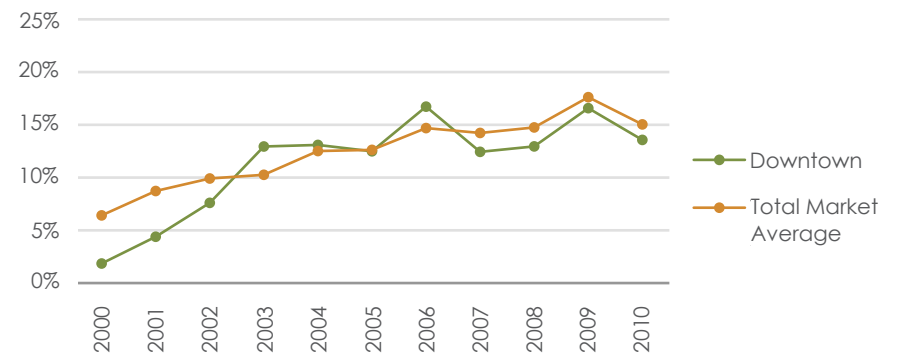
In 2010 - 11, downtown Ann Arbor welcomed several exciting businesses, including:

- Cherry Republic
- CVS
- Five Guys Burgers
- Frita Batidos
- Get Your Game On
- Jazy Veggie
- La Pita Fresh
- LuLu Lemon
- Mani Osteria
- Mark's Carts featuring Darcy's Cart, Debajo del Sol, eat, Humble Hogs, Hut-K Chaats, The Lunch Room, and San Street
- Pink Pump
- Raven's Club
- Real Ryder
- Revolution
- Salon Fraxure
- Subway
- This & That
- Verizon Wireless
- 7 - Eleven

Table 4. MAKEUP OF DOWNTOWN'S COMMERCIAL SECTOR

SECTOR	1982	1999	2011
Retail & Wholesale	30.29%	21.99%	20.40%
Professional Offices	25.95%	22.63%	22.84%
Services (personal & business)	15.33%	24.68%	22.96%
General Office	8.86%	8.16%	3.26%
Restaurants, Cafes & Taverns	7.11%	9.18%	18.07%
Financial, Insurance, Real Estate	10.25%	11.04%	8.16%
Manufacturing, Industrial, Warehousing	0.37%	0.46%	0.23%
Miscellaneous	1.85%	1.86%	4.08%

Chart 2. DOWNTOWN OFFICE VACANCY RATES (through December 2010)



The buildings and landscape create the foundation, but it is the people and activities that make downtown Ann Arbor special. Downtown is the center of art, culture, and activity for the region, and with **4 unique retail districts full of world-class dining, entertainment, and shopping opportunities**, the downtown is “doing life different.”<sup>xi</sup>

Downtown hosted **45** official, City-permitted outdoor special events throughout the year, as well as many dozens of other events.<sup>xii</sup> Downtown is all about great people-watching, and some of the best places are in the **90** outdoor cafés located throughout downtown.<sup>xiii</sup> As an indicator of increased activity in 2010 - 2011, the Michigan Theater saw a **6.5%** increase in attendance, and the Ark once again hosted a sold-out Folk Festival.<sup>xiv</sup> In addition, the downtown Ann Arbor District Library held 422 programs and events, and drew more than **600,000** people through its doors over the year.<sup>xv</sup> Events like the Ann Arbor Film Festival help put Ann Arbor on a national culture and entertainment map, as it is the longest-running independent and experimental film festival in North America.<sup>xvi</sup> A typical Ann Arbor complaint is that there are often too many great options to choose from on a weekend.



Photo 2



Photo 3

## SPOTLIGHT: FUN THINGS TO DO

No matter where your interests lie, downtown Ann Arbor has something for everyone. Events happening throughout the year include:

- |   |                              |
|---|------------------------------|
| Ann Arbor Book Festival                           | HomeGrown Festival           |
| Ann Arbor Farmers Market                          | IceCarving Extravaganza      |
| Ann Arbor Jaycees' 4 <sup>th</sup> of July Parade | Midnight Madness             |
| Ann Arbor Restaurant Week                         | Nash Bash                    |
| Dancing in the Streets                            | Oktoberfest                  |
| Downtown Library Storytime                        | Sonic Lunch Concert Series   |
| Edgefest  | Thanksgiving Day Turkey Trot |
| Halloween Treat Parade                            | The Sunday Artisan Market    |
| Hash Bash   |                              |

## EVENTS THAT ATTRACTED LARGE AUDIENCES TO DOWNTOWN IN 2010 - 11 INCLUDED:

**Ann Arbor Art Fairs**

This renowned event, composed of four-award winning, independently juried art fairs held simultaneously throughout the streets of Ann Arbor in mid-July, transforms the city into one massive outdoor art gallery. Featuring 1,100 artists, it draws an estimated half-million visitors.

**Ann Arbor Film Festival**

Held each March at the Michigan Theater, this internationally recognized festival features the latest in experimental and independent 16mm Films. It is the oldest event of its kind.

**Ann Arbor Folk Festival**

Each January, for more than 33 years, folk music fans have warmed their spirits at this lively gathering of national and international acoustic performers, jazz, folk, bluegrass, and singer/songwriters.

**Ann Arbor Summer Festival**

This three-week festival beginning in June celebrates the best in theatre, dance, music and comedy and caters to audiences of all ages. Top of the Park offers a lively, casual, and entertaining roster of local and regional bands, food stands, and classic & contemporary movies screened under the stars.

**Dexter - Ann Arbor Run**

In its 38th year, the event includes the Ann Arbor Marathon, 10k, and 5k races, and brings an exciting and nationally respected run/walk to downtown Ann Arbor.

**Festifools**

The first weekend of April ushers in Ann Arbor's twist on Mardi Gras. A fusion of giant, hand-made puppets, live music, jugglers, and costumes parade along Main Street.

**Taste of Ann Arbor**

The Main Street Area Association sponsors this exciting outdoor event in June, in which numerous restaurants in the greater Ann Arbor area show off outstanding menu items amidst live music.

**Mayor's Green Fair**

This Earth-loving event invites pedestrians to take over Main Street for free entertainment and over 120 exhibits with environmental information, hands-on activities for children, Green Commuting information and more.

**Rolling Sculpture Car Show**

This top-quality show, held in July, features more than 400 exotic, antique, classic, concept, and art cars throughout the Main Street Area.



Photo 4

Table 5. DOWNTOWN ENTERTAINMENT &amp; HOSPITALITY

Arts & Culture		Features
Ann Arbor Arts Center		All ages art classes, studio space, gallery, shop
Ann Arbor Hands on Museum		250+ interactive exhibits for all ages
Kempf House Museum		Home life for 1800s Ann Arbor German-American family
The Museum on Main Street		5,000+ Washtenaw County historical artifacts
UM Museum of Art		18,000+ artworks, special exhibits/events, museum shop
UM Kelsey Museum of Archaeology		Roman, Greek, Egyptian, Middle Eastern artifacts
UM Museum of Natural History		Dinosaur, wildlife & geology exhibits, planetarium
Entertainment		Capacity
The Ark	Legendary acoustic music club	400
The Blind Pig	Reknown nightclub, various musical genres	400
Comedy Showcase	Big & rising stars in comedy, open mic nights	250
Hill Auditorium	Contemporary & classical music & performances	3,500
Kerrytown Concert Hall	Intimate concert venue	110
Lydia Mendelssohn Theatre	Intimate setting for theatrical productions & recitals	658
Performance Network Theatre	Pulitzer Prize & Tony award-winning plays, musicals	139
Rackham Auditorium	Chamber music, UMS performances & lecture venue	1,129
The Michigan Theater	Landmark theater of films & live events, 2 screens	1,710
The Power Center	State of the art performing arts center	1,368
The State Theater	Popular films, 2 screens	583
Lodgings (in & near the DDA District)		Rooms
Ann Arbor Bed & Breakfast	Convenient campus location, en suite bathrooms	9
Bell Tower Hotel	Elegant rooms & restaurant, banquet & mtg space	66
Bellanina Guest House	5-room suite with full bath & kitchenette	1
Burnt Toast Inn	Bed & Breakfast in 1915 Old West Side home	4
Dahlmann Campus Inn	Elegant rooms & restaurant, banquet & mtg space	208
Embassy Hotel	Budget rooms in the heart of downtown	26
First Street Garden Inn	Bed & Breakfast in historic Old West Side home, gardens	2
Inn at The Michigan League	Classic decor, on-campus location	21



Photo 5

Chart 3. MONTHLY ANN ARBOR DISTRICT LIBRARY VISITS  
(Downtown Branch)

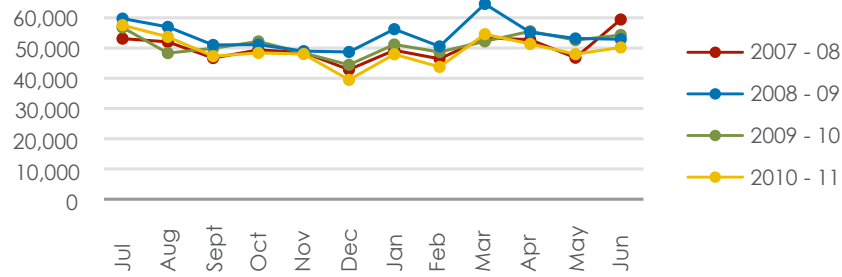
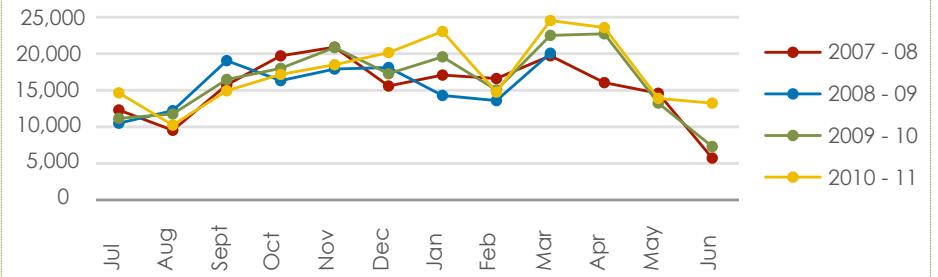


Chart 4. MICHIGAN THEATER MONTHLY ATTENDANCE



The downtown district saw a surge in its residential population over the past decade. Today, the downtown has **4,067 residents, a 30% increase from 2000, and 2,261 households, a 32% increase**.<sup>xvii</sup> These trends align with nation-wide Census figures which suggest a growing interest on the part of residents to live in the downtown core. "These built-up cores offer the amenities people think of when they imagine living in the City. The ability to walk to and from retail, easy access to public transit, and more just outside their front door."<sup>xviii</sup>

There are a variety of housing options in the DDA District, including single family historic homes, modern condos, and renovated lofts. Over the past decade more than **456** housing units have been constructed with a range of target tenants in mind. Currently, 274 rental units are under construction and expected to become available in the coming year. With rents ranging from \$700 to \$4,300/month and the average residential unit at \$264/sq ft, the options for downtown living are ever-expanding.<sup>xix</sup>

Map 3. CHANGE IN POPULATION BETWEEN 2000 & 2010

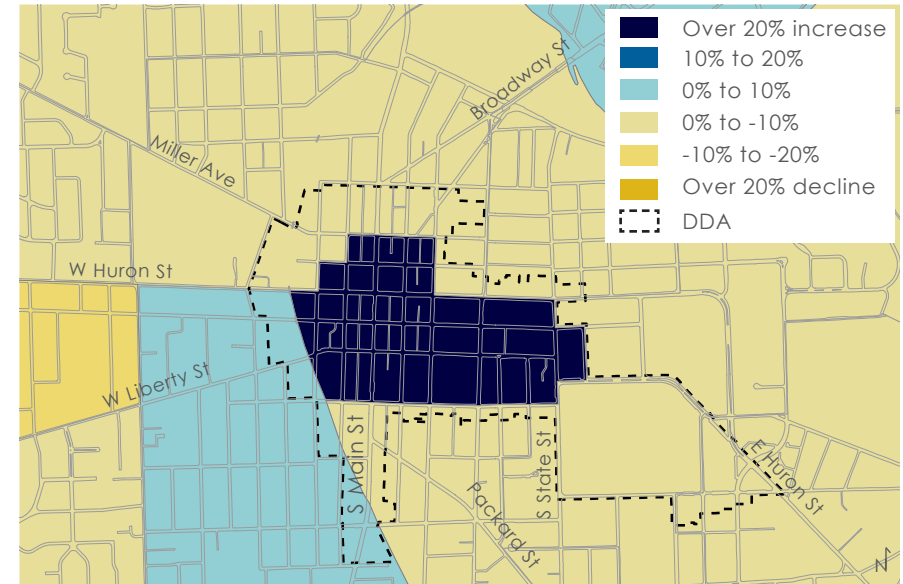
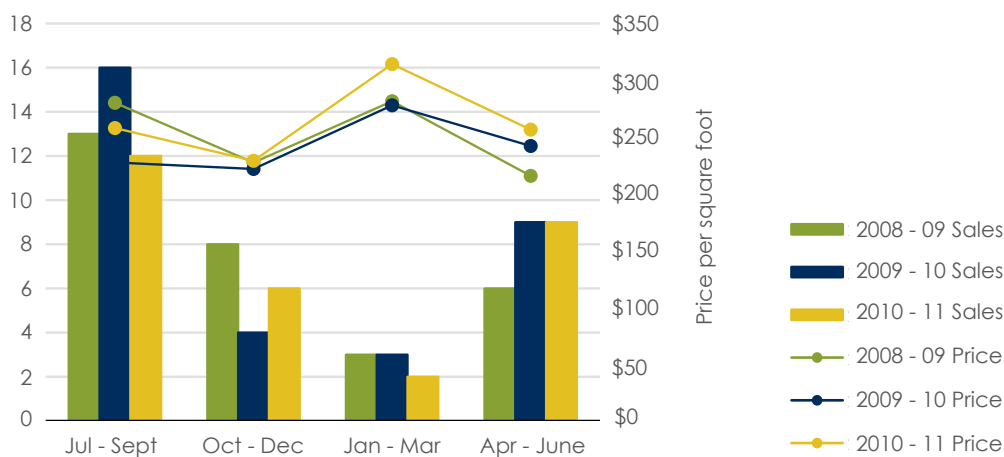


Chart 5. DOWNTOWN RESIDENTIAL SALES BY QUARTER



### SPOTLIGHT: DOWNTOWN RESIDENTIAL TASK FORCE (DRTF)

In October 2003, the City of Ann Arbor sought a Smart Growth approach to land use to direct development where it could provide the most benefit--in the city core. To achieve this goal, City Council, approved the resolution establishing the DRTF to identify barriers to increased residential development in the downtown. This process led to clear recommendations to increase downtown residential density and subsequent planning efforts to modify zoning and improve downtown livability. The 2010 census is the first official population measurement since these efforts began.

Table 6. DOWNTOWN RESIDENTIAL DEVELOPMENT SINCE 2000

PROJECT	TYPE	# OF UNITS	ON-SITE PARKING	YEAR COMPLETED
The Armory 223 E. Ann St.	Condos	13	14	1998
1113 Willard St. 1113 Willard St.	Apartments	8	NA	2000
William Street Townhomes 212 W. William St.	Condos	4	4	2000
Schlecte Building 116 N. Fourth Ave.	Condos	1	0	2001
Fifth Avenue Building 221-225 E. Washington St.	Condos	1	4	2001
The Amsterdammer 1305-1309 S. University Ave.	Apartments	4	5	2002
Ashley Mews S. Main St.	Condos	55	124+	2002
Cornerhouse Lofts 205 S. State St.	Apartments	42	0	2003
Schlenker Hardware W. Liberty St.	Apartments	1	50+	2003
Mayer Schairer 110-112 S. Main St.	Condos	1	2	2006
Liberty Lofts 315 S. First St.	Condos	60	152	2006
Metro Lofts 322 E. Liberty St.	Condos	14	14	2007
Ashley Terrace 202-212 W. Huron St.	Condos	93	124	2008
Zaragon Place 619 E. University Ave.	Apartments	66	40	2009
4 Eleven Lofts 301 E. Washington St.	Apartments	96	107	2009
Zaragon West 500 W. William St.	Apartments	99	40	expected 2012
The Landmark 601 S. Forest Ave.	Apartments	173	133	expected 2012

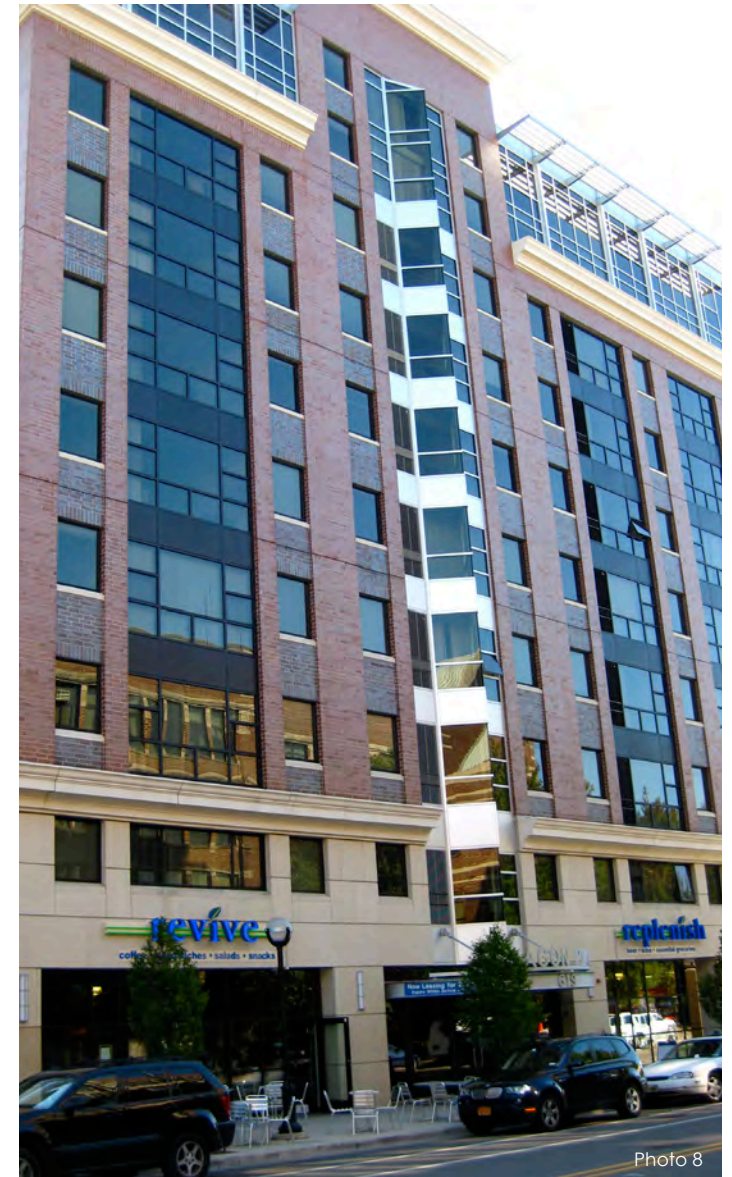


Photo 8

More and more people want to live in the heart of the city, discovering the high quality of life and convenience that urban living offers. Residents of the downtown can step outside their front doors and readily enjoy a great array of food choices, nearby recreation, and the many services available, such as banks, grocery stores, pharmacies, dry cleaners, spiritual centers, exercise studios and more.

### Great Food and Local Focus

Downtown is a foodie paradise, rich in countless great locally sourced restaurants, 5 small grocers and a Farmer's Market that showcases more than 100 local produce, gardening and craft vendors.<sup>xx</sup>

### Community Space and Recreation

Downtown is enhanced with plazas, sidewalks, over 700 trees, outdoor cafes, and the UM Diag.<sup>xxi</sup> The plazas and even more so, the informal spaces, provide countless opportunities to engage with others, grab a bite to eat, listen to music, and people watch. For the energetically inclined, there are a number of places to get a good work out including



Photo 9

the YMCA, numerous specialty fitness centers and several parks located just outside the DDA District, where residents can play sports, bird watch, canoe, hike, and more.

### Education

Ann Arbor is known as a college town, and we take pride in being a well-read community, where life-long learning is prized. A host of opportunities to stay informed and inspired are offered downtown, including classes offered by Washtenaw Community College, lecture series at the Ann Arbor District Library and downtown museums, as well as book readings at downtown bookstores, and test prep/ESL tutelage. For families, Ann Arbor has an excellent high school in the downtown, and elementary schools located just a few minutes from the DDA District. In addition, the Downtown's highly accredited preschools and childcare programs offer a critical amenity for downtown residents and employees.

## SPOTLIGHT: RANKINGS

- Ann Arbor is **number 4** on Parenting.com's Best Cities for Families List and among the **Top Ten** Healthiest Cities
- Ranked among the **Top 50** Bike-Friendly Cities
- Listed one of the **75 Best** College Towns by the American Institute for Economic Research
- Ranked **4<sup>th</sup>** Most Livable City in America by Forbes Magazine
- **3rd** Best City for College Grads on the DailyBeast.com
- Among the **Top 100** Best Places to Live by Money.com

Map 4. DOWNTOWN AMENITIES



AMENITY	COUNT
Coffee & Tea	24
Dry Cleaner & Tailor	12
Fitness Center & Studio	14
Grocer	5
Home Goods	4
Library	1
Preschool & Daycare	4
Prescription Services	5
Public Highschool	1
Residential households	2,261
Specialty Tutor & Test Prep	9
Institution of Higher Learning	2

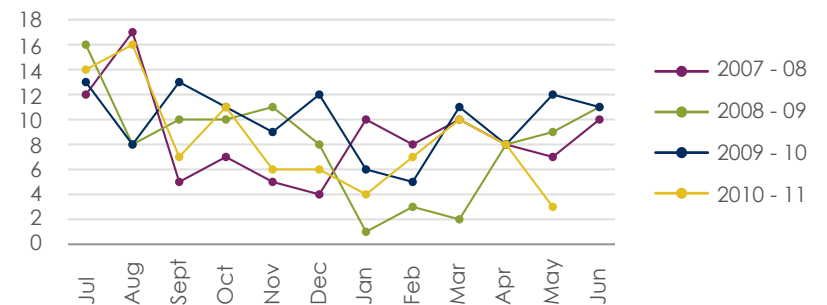


Photo 10

### SPOTLIGHT: SAFETY

In 2010 - 2011, downtown Ann Arbor remained a safe place to live, work, and play. In total, major crimes decreased by 15% from the previous year.<sup>xxii</sup> The downtown environment adds to the feeling of safety; active sidewalks encourage many eyes and ears on the street, and the downtown's nearly 1,050 streetlights improve visibility.<sup>xxiii</sup>

Chart 6. NUMBER OF PART 1 CRIMES REPORTED IN THE DDA DISTRICT (AAPD & UM DPS)



An attractive menu of transportation options enhances and supports the downtown business environment and residential experience. DDA District amenities range from transit to foot and pedal-powered options. The Ann Arbor Transit Authority's (AATA) Blake Transit Center, connects downtown to every corner of the City and beyond, including a connection to the Ann Arbor Amtrak station, residential neighborhoods, and some neighboring cities. The downtown Greyhound station provides ready access to Detroit and a number of other destinations in the State and beyond.

Moreover, Downtown is only about 30 minutes from the Detroit Metro Airport by taxi, bus, or shuttle, and an afternoon's trip away from Chicago by Amtrak Rail or Megabus. For those whose trip is closer to home, Downtown Ann Arbor is well known for its walkability and in the past year, gained considerably in bike lanes



Photo 11

and sharrows as well, earning the city a Silver Bicycle Friendly City Award.<sup>xxiv</sup>

In 2010 - 11 there was a strong increase in the number of people using transit options to get to or from downtown. Even as public parking demand remained strong, the number of go!Pass rides increased by **25%** on regular AATA routes and **29%** on the Night Ride shared-ride evening taxi.<sup>xxv</sup> In total **7,100** employees at 500 businesses and organizations, received a DDA-sponsored go!pass this year.<sup>xxvi</sup> And in 2010 - 11, the AATA approved a thirty year Countywide Transit Master Plan to further enhance transit options and build a robust, regional system that includes high-speed rail.

## SPOTLIGHT: GO!PASS

The go!pass is an unlimited-use transit pass sponsored by the Ann Arbor Downtown Development Authority (DDA) and available to all downtown employees. Go!pass holders can ride for free on any regular AATA route, pay reduced fares on specialty transit services, and receive discounts at numerous downtown businesses.

The getDowntown Program, a partnership between the AATA, City of Ann Arbor and DDA, coordinates distribution of the go!pass and informs downtown commuters of sustainable travel options. Please visit [www.getdowntown.org](http://www.getdowntown.org) for more information.

Chart 7. NUMBER OF OFF-STREET HOURLY PARKING PATRONS

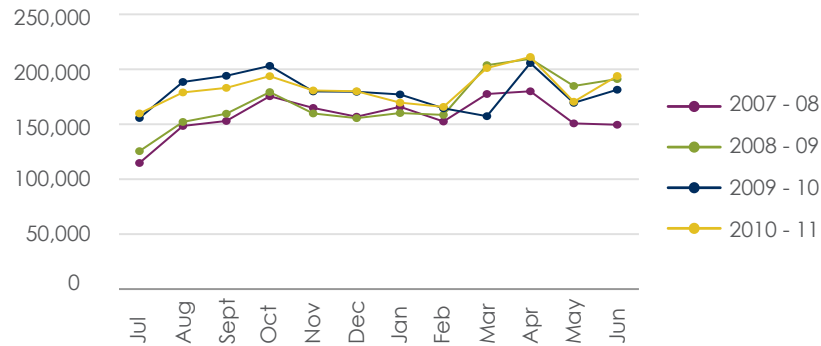


Chart 8. go!pass RIDERSHIP

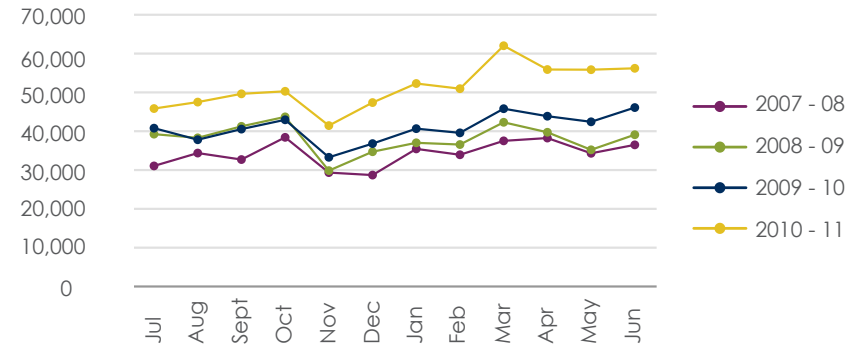


Table 7. DOWNTOWN TRANSPORTATION MENU

	COUNT
Parking Spaces	5,509
AATA Bus Routes	21
UM Blue Bus Routes	7
go!pass Riders in 2010 - 2011	611,294
Daily Boardings at Blake Transit Center	5,000
Late Night Shared Ride Taxi Use	5,685
Bike Lanes & Sharrows	5.5 miles
Bike Parking Spaces	945
Zipcars	8
Distance to the Detroit Metro Airport	21 miles
Greyhound Stations	1
Amtrak Trips to Chicago per Day	3
Car Rental Agencies (Enterprise)	1



Photo 12

## LOOKING FORWARD

In 2011-2012, downtown private investment continues and will include:

- **Babo**, a 3,800 square foot specialty market on the first floor of 411 Lofts at 411 E. Washington Street is expected to open fall 2011.
- **Barre Bee Fit**, a ballet barre workout studio, is set to open in The Offices at Liberty Square at 500 E. Washington Street in early August 2011.
- **Salon Vox**, a world class hair salon, plans to expand styling services and provide continued-education opportunities on the second floor of its 115 W. Liberty Street building by the end of 2011.
- **Downtown Home & Garden**, a popular home goods and gardening equipment retailer, is growing its business by constructing a second greenhouse, with project completion expected by August 2011.
- **TechArb**, a University of Michigan technology business incubator, is expanding by 1,000 sqft and relocating to The Offices at Liberty Square in Fall 2011.
- **Village Green**, a 156 unit apartment project at 221 W. Washington to be built on top of a City-owned public parking structure is anticipated to break ground in Fall 2011.
- **The Landmark** (601 S. Forest), the 227,000 sqft mixed-use project is currently under construction at 1300 S. University and is predicting completion by Fall 2012.
- **Zaragon West**, the 100,000 sqft mixed-use project is currently under construction at 500 W. William and is expecting to be open in September 2012.



Photo 13



Photo 14

## ABOUT THE ANN ARBOR DDA

DDAs were created by the State of Michigan as a tool to counteract central city decline and ensure that the heart of our cities and regions receive careful stewardship and long-term consideration. Since the Ann Arbor Downtown Development Authority's (DDA's) inception in 1982, it has worked continuously to meet its mission: **to undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments.**

### COMMUNITY PARTNERS

The DDA is proud to work with numerous community partners, including:

Ann Arbor Chamber of Commerce • [annarborchamber.org](http://annarborchamber.org)

Ann Arbor Area Convention & Visitors Bureau • [visitannarbor.org](http://visitannarbor.org)

Ann Arbor District Library • [aadl.org](http://aadl.org)

Ann Arbor SPARK • [annarborusa.org](http://annarborusa.org)

Ann Arbor Transportation Authority (AATA) • [theride.org](http://theride.org)

City of Ann Arbor • [a2gov.org](http://a2gov.org)

Downtown Citizens' Advisory Council (CAC)

getDowntown Program • [getdowntown.org](http://getdowntown.org)

Kerrytown District Association • [kerrytown.org](http://kerrytown.org)

The work of the DDA is done by a small staff and a Board of twelve citizens appointed by the Mayor and City Council. DDA members volunteer their time, talent, and expertise to the DDA for the benefit of the downtown. They serve four-year terms and work through committees to accomplish the goals of the DDA.

Main Street Area Association • [mainstreetannarbor.org](http://mainstreetannarbor.org)

South University Area Association • [a2southu.com](http://a2southu.com)

State Street Area Association • [a2state.com](http://a2state.com)

Republic Parking • [republicparking.com](http://republicparking.com)

Downtown A2 Historical Street Exhibit Program • [aastreets.aadl.org](http://aastreets.aadl.org)

Think Local First • [thinklocalfirst.net](http://thinklocalfirst.net)

Washtenaw Area Transportation Study • [miwats.org](http://miwats.org)

Washtenaw County • [ewashtenaw.org](http://ewashtenaw.org)

# CREDITS

## CITATIONS

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- <sup>iii</sup> City of Ann Arbor Police Department (2010/2011). *Monthly Crime Reports*
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- <sup>vii</sup> DDA Economic Development Committee Meeting (May 25, 2011) *Reports from Downtown Area Associations*.
- <sup>viii</sup> DDA Economic Development committee Meeting (April 27th) 2011 *Report from Spark*.
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- <sup>xi</sup> Ann Arbor Area Convention & Visitors Bureau. <http://www.visitannarbor.org>
- <sup>xii</sup> City of Ann Arbor (2010/11). *Event Approval Notifications*.
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- <sup>xiv</sup> Michigan Theater (2010/11). *Film and Live Event Attendance Report*.
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- <sup>xvi</sup> AA Film Festival website. <http://www.aafilmfest.org/>
- <sup>xvii</sup> United States Census Bureau (2011). 2010 United States Centennial Census, City of Ann Arbor block-level data. <http://factfinder2.census.gov/main.html>
- <sup>xviii</sup> Freemark, Yonah, (March 16, 2011). *The Downtown Renaissance Extends Its Reach*. *The Transport Politic*: <http://www.thetransportpolitic.com/2011/03/16/the-downtown-renaissance-extends-its-reach/>
- <sup>xix</sup> Ann Arbor Area Board of Realtors Monthly Report (2010/2011)
- <sup>xx</sup> City of Ann Arbor Farmers Market website. <http://www.a2gov.org/government/communityservices/ParksandRecreation/FarmersMarket/Pages/FarmersMarkethome.aspx>
- <sup>xxi</sup> City of Ann Arbor GIS data.
- <sup>xxii</sup> City of Ann Arbor Police Department (2010/11) *Monthly Crime Reports*.
- <sup>xxiii</sup> "Ann Arbor to Install LED Street Lights Downtown." [http://blog.mlive.com/annarbornews/2007/10/ann\\_arbor\\_to\\_install\\_led\\_stree.html](http://blog.mlive.com/annarbornews/2007/10/ann_arbor_to_install_led_stree.html)
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- <sup>xxv</sup> Ann Arbor Transportation Authority (2010/11) *Ridership Reports*.
- <sup>xxvi</sup> The getDowntown Program (2010/11) *go!pass Reports*.
- <sup>xxvii</sup> The getDowntown Program (2010/11) *go!pass Reports*.

# CREDITS

## IMAGES

Front Cover: State Street area. Seth McCubbin. [sethmc@umich.edu](mailto:sethmc@umich.edu)

Inside Cover: Window mural. Ann Arbor CVB.

Photo 1: Kerrytown shops. Ann Arbor CVB

Photo 2: Dexter-Ann Arbor Run. Jeffrey Smith. [www.jeffreysmithphoto.com](http://www.jeffreysmithphoto.com)

Photo 3: Ann Arbor Art Fair. Ann Arbor CVB

Photo 4: Ann Arbor Summer Festival. Ann Arbor CVB

Photo 5: The Michigan Theater. Ann Arbor CVB

Photo 6: Ann Arbor District Library Downtown Branch. A<sup>2</sup>DDA/A. Giatas

Photo 7: University of Michigan Museum of Art. en.wikipedia.org

Photo 8: Zaragon. A<sup>2</sup>DDA/A. Giatas

Photo 9: Ann Arbor Farmers Market. Ann Arbor CVB

Photo 10: Cafe Zola. Ann Arbor CVB

Photo 11: AATA's Blake Transit Center. A<sup>2</sup>DDA/J. Lowenstein

Photo 12: Bicycle parking on Main Street. A<sup>2</sup>DDA

Photo 13: Downtown Home & Garden's new greenhouse. A<sup>2</sup>DDA/A. Giatas

Photo 14: The Landmark under construction. A<sup>2</sup>DDA/A. Giatas

Back Cover: Mural along Liberty Street. Ann Arbor CVB

## MAPS

Map 1. Created by Ann Arbor DDA.

Map 2. Created by Ann Arbor DDA.

Map 3. Source: "Mapping the 2010 Census." The New York Times.

Map 4. Created by Ann Arbor DDA.

## TABLES

Table 1. \* Not mutually exclusive. City of Ann Arbor GIS data and Tax Assessor's Report

Table 2. \* Number represents employees of U of M's entire Ann Arbor Campus. Data self-reported

Table 3. Data self-reported

Table 4. The sector categories do not include public facilities (local, state, federal government facilities or the University of Michigan), nor do they include places of worship. Data obtained from a sample of over 800 businesses in the Polk Directory.

## TABLES CONT.

Table 5. Venue websites & the Ann Arbor Area 2010/2011 Visitors Guide

Table 6. Ann Arbor DDA & City of Ann Arbor Planning Department data

Table 7. Self reporting and organization or business websites

## CHARTS

Chart 1. Totals do not include University of Michigan Development Projects within the DDA area. Source: City of Ann Arbor Building Permit data

Chart 2. Includes all identified non-owner occupied Office and Flex space buildings over 3,000 sq ft. Flex space is defined as high-bay type buildings, often combining office, high-tech, research, warehouse & similar. Source: Swisher Commercial, (January 2011). *Swisher Commercial 2010 Year End Vacancy Report*

Chart 3. Source: Ann Arbor District Library

Chart 4. Source: Michigan Theater

Chart 5. Source: Ann Arbor Board of Realtors

Chart 6. This is a monthly summary of Part 1 crimes (murder, manslaughter, negligent homicide, robberies and attempted robberies, criminal sexual conduct 1-4 and attempts, burglary and attempts, motor vehicle thefts and attempts). The police departments record statistics at the block level and, as a result, some recorded crimes may not have occurred within the DDA District, rather immediately outside of the district. June 2011 data was not made available to the DDA. Source: City of Ann Arbor Police Department and U of M Department of Public Safety

Chart 7. This data measures parking in the following lots & structures: 4<sup>th</sup> & Washington, 1<sup>st</sup> & Washington, Maynard, Forest, 4<sup>th</sup> & William, Liberty Square, Ann & Ashley, S. Ashley (Kline), 1<sup>st</sup> & Huron, 415 W. Washington, 5<sup>th</sup> & William. The data shows only paid hourly parking, and does not include permit parking or designated event parking. Source: Republic Parking System

Chart 8. go!passes are reissued in November, accounting for lower November use. Source: Ann Arbor Transportation Authority & getDowntown

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