

# CITY COUNCIL RESOLUTION

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*This appendix contains the full text of the Ann Arbor City Council's "Resolution Authorizing that the Ann Arbor DDA Develop an Implementation Plan to Redevelop Downtown City-Owned Parcels."*

## **Title**

Resolution Authorizing that the Ann Arbor DDA Develop an Implementation Plan to Redevelop Downtown City-Owned Parcels

## **Memorandum**

Ann Arbor City Council authorized the establishment of the Ann Arbor Downtown Development Authority in 1982 with the mission to undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments. The DDA accomplished a great deal, and in 2003 Ann Arbor City Council authorized an amendment to the DDA Development Plan that extended the DDA's TIF capture until 2033 and set forward new strategies to accomplish the DDA's mission. One of these key strategies is the pursuit of development partnerships in which the DDA set forward that it would strive to encourage downtown development that realizes community goals and objectives. The DDA is uniquely structured to develop an overarching strategy to develop City-owned downtown properties, to facilitate the process of writing/distributing effective RFPs and RFQs to solicit developer proposals, and to facilitate bringing to City Council proposed development projects on City-owned properties.

**SPONSORS: Taylor, Teall, Hohnke**

## **Body**

Whereas, The Ann Arbor City Council authorized the establishment of the Ann Arbor DDA in 1982, and reauthorized it in 2003 with the mission to undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments;

Whereas, The DDA is effectively structured to develop an overarching strategy to develop City-owned downtown properties, to facilitate the process of writing and distributing effective requests for proposals ("RFPs") and requests for qualifications ("RFQs") to solicit developer proposals, and to facilitate bringing to City Council proposed development projects on City-owned properties within the DDA as identified on Exhibit A, and as may be amended from time to time by the mutual agreement of the City and the DDA ("Parcels");

Whereas, The Downtown Plan recommends that the City "[i]dentify those downtown areas with the highest potential for growth and develop Area Urban Design Plans as advisory, site-specific development guidelines."

Whereas, The Ann Arbor City Council has an interest in the DDA developing a plan to maximize community value of Parcels that includes the following:

- Building a parcel-by-parcel downtown development strategy based upon existing planning documents, the final A2D2 Guidelines and Strategies, future work sessions with City Council, and community meetings and input;
- Writing and distributing RFPs and RFQs based on City Council-approved plans, and providing a recommendation to City Council for developer selections and facilitating negotiations for purchase and development agreements;
- Ongoing information-sharing with community members and prospective downtown developers about downtown development opportunities,

## CITY COUNCIL RESOLUTION (continued)

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RESOLVED, City Council authorizes the Ann Arbor DDA to take responsibility for facilitating the process of redeveloping Parcels as follows:

### Phase I - DDA assembles information and brings in development expertise

- Assess potential downtown development sites:

City information

- o Planning Department: Consult the Downtown Plan, Central Area Plan, A2D2, and other pertinent City-approved Plans
- o Planning Department: Gather zoning, character area, historic district, and other Parcel-specific data
- o Public Services: Obtain detailed public infrastructure information for Parcels, including data on adjacent storm, water, and sanitary main capacity, hydrant coverage and other capacity-related information
- o City Environmental: Solicit potential Brownfield opportunities and review known environmental issues for each Parcel
- o DDA and Planning Department: Map Parcel land use information, including proximity to retail corridors, anchor institutional locations, vehicular and foot traffic estimates, green space, walking distances to landmark destinations
- SPARK USA information
- o DDA requests that SPARK provide information on potential state and federal development incentives
- o DDA requests that SPARK share information regarding current and potential business interest in downtown Ann Arbor and SPARK's advice on attracting business and development to the downtown
- Professional expertise
- o Hire real estate consultant(s) to provide detailed Parcel-specific information, as well as data regarding broader market conditions, including development demand, financing, residential and commercial leasing rates, and current valuations for downtown properties
- o Invite Councilmembers, developers, DDA members, planning commissioners, and other interested parties from other jurisdictions to Ann Arbor to explain how their communities successfully redeveloped parcels in their downtowns

### Phase II - Visioning Downtown Development

- Build upon the final A2D2 Guidelines and Strategies to develop a Parcel-by-Parcel Plan. Each individual Parcel is not expected to reflect every community goal, but in the aggregate the Parcel-by-Parcel Plan will project a downtown consistent with the community's downtown vision

- o Hold work session(s) with City Council and the City Planning Commission to prioritize Parcel development goals, such as purchase price maximization; catalyze growth and improvement in adjacent parcels; maximize pedestrian activity; or strong/iconic design characteristics
- o Collate relevant data from A2D2 public meetings and surveys to determine broad community vision
- o Solicit robust public input and conduct public meetings to determine residents' Parcel-level downtown vision
- o Solicit UM, EMU, and other higher education faculty to authorize class participation in the visioning process
- o Meeting(s) with UM Planning staff to maximize coordination
- o Meetings with business and community leaders to obtain their analysis of downtown's strengths and weaknesses, its opportunities and inherent obstacles
- o Research development plans and processes in comparable communities

## CITY COUNCIL RESOLUTION (continued)

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### Phase III - Taking these ideas and shaping a strategic plan for City Council approval

- Finalize a Parcel-by-Parcel Plan to articulate Parcel-specific desired land uses and design components
- o Draft the Parcel-by-Parcel Plan
- o Solicit robust public input and confirm the extent of community consensus for the Parcel-by-Parcel Plan through public meetings and surveys
- o Hold meetings with business and community stakeholders to determine professional assessment of the Parcel-by-Parcel Plan
- o Revise the Parcel-by-Parcel Plan as needed
- o Meet with Planning Commission and City Council
- o Obtain Planning Commission and City Council approval of the Parcel-by-Parcel Plan, as an amendment to the Downtown Plan

### Phase IV - Implement the Parcel-by-Parcel Plan

- Pursue Parcel 1
- o Consider/approve DDA incentives, such as parking, affordable housing, pedestrian improvements, and use of DDA TIF
- o Draft RFP with DDA real estate consultant and City Staff
- o City Council reviews/approves RFP
- o Distribute RFP utilizing DDA real estate consultant to ensure wide distribution in, and coordination with, development community
- o Conduct pre-proposal meetings and tours of the Parcel
- o Assemble an Advisory Committee consisting of DDA members, City Planning Commission members, community members, development professionals, City Staff, and City Council members
- o Advisory Committee conducts Proposal review and developer interviews
- o Advisory Committee provides DDA with its recommendation
- o DDA reviews and considers Advisory Committee recommendation
- o Forward approved recommendation to City Council
- o City Council reviews/decides upon DDA proposal recommendation
- o DDA consultant assists DDA as DDA and City Staff negotiate purchase and other project details
- o City Council reviews and approves agreements to purchase and redevelop Parcel
- o City Council reviews and approves the Parcel site plan and site plan development agreement, after receiving a recommendation from the City Planning Commission
- o Project constructed
- Repeat with other Parcels



**DDA RESOLUTIONS AND POLICY REGARDING CONNECTING WILLIAM STREET**

## **RESOLUTION TO APPROVE A PROJECT BUDGET FOR THE CONNECTING WILLIAM STREET PROJECT**

Whereas, In April 2011 City Council voted to approve “Resolution Authorizing that the Ann Arbor DDA Develop an Implementation Plan to Redevelop Downtown City-Owned Parcels”, which specified the parcels as the Library Lot, Old YMCA Lot, Palio Lot, Kline Lot, and the first floor of the Fourth & William structure;

Whereas, The DDA Partnerships/Economic Development Committee has been assigned management of this project, and has set forward a goal to develop this area to its full potential in a way that gives expression to community values and downtown planning, including the Downtown Plan, A2D2, and Design Guidelines;

Whereas, The Partnerships Committee has established a Leadership & Outreach Committee which has been acting as the Steering Committee for this project;

Whereas, A DDA grant request for this project submitted as part of a Washtenaw County Community Challenge Grant application to the Housing and Urban Development Department was accepted;

Whereas, Sources of funds for the Connecting William Street Project are anticipated to be as follows:

\$65,000 Community Challenge grant  
\$20,000 Not-to-exceed DDA cash contribution  
\$15,000 DDA in-kind contribution  
\$100,000

Whereas, The Partnerships/Economic Development Committee anticipates using some of these funds to hire consultants to assist with this project;

RESOLVED, The DDA establishes a project budget for the Connecting William Street Project as \$100,000, which will include \$65,000 in grant funding, a maximum \$20,000 DDA cash contribution and \$15,000 DDA in-kind contribution.

RESOLVED, The DDA will revise its FY 11/12 budget to reflect the decisions made today.

RESOLVED, The DDA Partnerships/Economic Development Committee Chairs are authorized to negotiate and approve contracts relating to this project including a grant contract with the County and the selection of consultants as needed.

### **A vote on the resolution showed:**

AYES: Clark, Collins, Guenzel, Gunn, Hieftje, Lowenstein, Mouat, Nassif, Orr, Smith, Splitt

NAYS: none

Absent: Hewitt

**The resolution passed.**

March 7, 2012



# CITY OF ANN ARBOR ZONING CODE PREMIUMS

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*This appendix contains excerpts from the Ann Arbor Code of Ordinances that explain the intent and use of development premiums.*

## **Zoning Code: TITLE V, Chapter 55, ARTICLE IV, 5:64 and 5:65**

### **5:64. - Premiums; intent.**

A premium is an increase in allowable floor area to exceed the normal maximum usable floor area in percentage of lot area established by this Chapter for structures in the C1A, C1A/R, D1 and D2 Zoning Districts.

(1)

*Intent.* The intent of incorporating premiums into the Zoning Ordinance is:

(a)

To provide an incentive for residential development in and in close proximity to the City's central business core and to encourage affordable housing opportunities in situations where such opportunities might not otherwise be provided.

(b)

To encourage development which reinforces pedestrian activity along streets within the central business core and to achieve a greater mixture of land uses and intensities than might occur in the absence of such premiums in order to strengthen the economic vitality and diversity which is essential to a healthy and vibrant street life.

(c)

To provide an incentive for the development of public spaces and pedestrian amenities and to encourage excellence in urban design through the provision of open space and landscaped approaches to buildings at appropriate corners.

(d)

To provide incentives for the development of energy-efficient and environmentally sustainable buildings.

(e)

To encourage the inclusion of public parking in the development of new private parking structures.

(f)

To encourage the preservation of historic buildings not currently located in an historic district.

(2)

Premiums are not intended to be used as a basis for the demolition of existing historic buildings in order to increase density.

(3)

*Application.* A premium is not available unless a building and its surrounding site incorporates and maintains certain architectural features or land uses, or both, as designated by this Chapter.

(Ord. No. 49-65, 1-10-66; Ord. No. 54-94, § 1, 12-5-94; Ord. No. 09-28, § 13, 11-16-09)

# CITY OF ANN ARBOR ZONING CODE PREMIUMS

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## **5:65. - Floor area premium options.**

In the C1A, C1A/R, D1 and D2 zoning districts, the normal maximum floor area in percentage of lot area set forth in Sections 5:43 and 5:10.19 may be exceeded on lots located entirely outside of an historic district and/or floodplain when amenities as described in this section are provided, subject to the premium limits designated in Sections 5:43 and 5:10.19B.

(1)

### *General regulations.*

(a)

Premium options may be applied only to lots that are located entirely outside of an historic district, as designated by Chapter 103, and/or properties that contain no part of an 100-year floodplain, as designated by the City's adopted floodplain map.

(b)

Premium options apply only to any structure located on the same lot as the amenities or land uses, or both, which give rise to the premium.

(c)

The use of multiple options to acquire premiums is permitted.

(d)

All amenities or land uses used to acquire a floor area premium shall remain for the life of the structure. The feature(s) shall only be diminished or discontinued if the additional gross floor area is permanently removed or if another premium option(s) of at least equivalent floor area value, as described in this section, is approved as part of a site plan.

(e)

Any property that received additional floor area through a premium option(s) which was lawfully established prior to, and lawfully continuing in existence on the effective date of this section (December 26, 2009), shall be deemed a conforming use and/or structure. When modifications to any such property are requested, compliance with the current premium options is required.

(f)

As a condition of receiving the additional floor area through a premium option, the building must comply with the following energy efficiency standards for the construction of all new floor area:

1.

A minimum of 2 points must be achieved under the U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) Energy & Atmosphere Credit No. 1. The most recent version in effect at the time of site plan approval shall be applied.

2.

Compliance with this requirement shall be verified and documented by the property owner using an industry standard software energy modeling tool (EQUEST or equivalent) prior to the issuance of building permits.

# CITY OF ANN ARBOR ZONING CODE PREMIUMS

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(g)

Provisions implementing the premium options, and ensuring future compliance with the premium options, where applicable, shall be included as a condition to the approval of a site plan, and in a development agreement, or both, as determined by the City Attorney.

(2)

*Premium options.*

(a)

*Residential Use Premium.* In D1 and D2 districts, 0.75 square foot of floor area in excess of the normal maximum usable floor area in percentage of lot area shall be allowed for each square foot of floor area, regardless of location within the building, that is used for multiple-family dwellings. Every sleeping room in the building shall have at least 1 window, sliding glass door, skylight, or other acceptable light transmitting media facing directly to the outdoors. The minimum total glazed area for every sleeping room shall be not less than 8% of the habitable floor area of such room.

If dwelling units constitute a portion of a mixed use building, dwelling units must be completed and receive a certificate of occupancy in advance or at the same time as the certificate of occupancy for nonresidential use, or the property owner shall provide a performance bond for the residential use at the time the certificate of occupancy is requested, subject to the requirements of Chapter 57.

(b)

*Affordable Housing Premium.* In D1 and D2 districts, 3,000 square feet of floor area in excess of the normal maximum usable floor area in percentage of lot area shall be allowed for each on-site dwelling unit designated as affordable to lower income households. In the D1 district, the normal maximum usable floor area in percentage of lot area with premiums (700%) may be exceeded, up to a maximum of 900%, to provide dwelling units designated as affordable to lower income households. Designated units shall have a minimum of 600 square feet of floor area and shall remain affordable for the life of the building. Provisions to implement the affordable housing premium option shall meet requirements for affordable units, as determined by the Office of Community Development.

(c)

*Green Building Premium.* In D1 and D2 districts, floor area in excess of the normal maximum usable floor area in percentage of lot area shall be allowed in the following increments for site and/or buildings achieving the following levels of the U.S. Green Building Council Leadership in Energy and Environmental Development (LEED) certification for new construction (NC) or existing buildings (EB). The most recent version in effect at the time of site plan approval shall be applied.

LEED Silver certification, with a minimum of 4 points in Energy & Atmosphere Credits No. 1 and 2: 50% of lot area

LEED Gold certification, with a minimum of 6 points in Energy & Atmosphere Credits No. 1 and 2: 150% of lot area

LEED Platinum certification, with a minimum of 8 points in Energy & Atmosphere Credits No. 1 and 2: 250% of lot area.

1.

Prior to issuance of any building permits, the applicant shall submit proof of LEED registration and a letter in a form satisfactory to the City Attorney stating his/her commitment to achieving the requested LEED certification and to demonstrating compliance with that commitment.

## CITY OF ANN ARBOR ZONING CODE PREMIUMS

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2.

Within 6 months of receiving the final Certificate of Occupancy, the applicant shall submit to the planning and development services manager documentation of the credits earned from the U.S. Green Building Council and achievement of the requested certification. This time period may be extended by the planning and development services manager at his or her discretion for a period not to exceed 3 months if additional time is needed to complete the LEED certification process.

3.

Failure to submit documentation from the U.S. Green Building Council within the required time period demonstrating the applicant's achievement of the requested LEED certification premium shall be a violation of this ordinance. The penalty for such violation shall be \$500 per day from the date when the report was due to the date it is submitted.

4.

Failure to demonstrate full compliance with the applicant's commitment to achieve the requested LEED certification premium shall be a violation of this ordinance. The penalty for each violation is an amount determined by the following formula:

$$P = [(LC-CE) / LC] \times CV \times GPUP$$

Where:

P is the penalty;

LC is the minimum number of credits to earn the requested LEED certification;

CE is the number of credits earned as documented by the U.S. Green Building Council report;

CV is the construction value, as set forth on the building permit for the new structure;

GPUP, the Green Premium Utilization Percentage, is the greater of (i) 0.075; or (ii) a fraction, the numerator of which is LEED FAR, the denominator of which is TFAR.

LEED FAR is the minimum amount of floor area proposed that is attributable to the Green Building Premium;

TFAR is the total floor area proposed.

5.

Failure of the applicant to comply with the applicant's commitment to achieve the requested LEED certification premium shall not affect the right to occupy any of the premium floor area if a penalty is paid to the City in the amount determined in this section. No additional penalty shall be imposed for failure to comply with the commitment.

6.

If, within 90 days, or such longer period as the planning and development services manager may allow for good cause, the application shall demonstrate, through a supplemental report from the U.S. Green Building Council that it has made sufficient alternations to improvements to earn the requested LEED certification, or to earn more credits toward such a certification, then the penalty owing shall be eliminated or recalculated accordingly. The amount of the penalty as so re-determined shall be final.

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(d)

*Historic Preservation Premium.* In D1 and D2 districts, additional floor area of up to 50% of the lot area shall be allowed in excess of the normal maximum usable floor area in percentage of lot area for a development that preserves a historic resource, as defined in Chapter 103, that is currently listed on or eligible for the National Register of Historic Places and/or the State Register of Historic Sites. For purposes of calculating the maximum floor area in percentage of lot area for the lot, the floor area of the historic resource shall not be counted in the total.

(e)

*Pedestrian Amenity Premium.* In C1A, C1A/R and D1 districts, 10 square feet of floor area in excess of the normal maximum usable floor area in percentage of lot area shall be allowed for each square foot of pedestrian amenity improvements, up to a maximum of 8,000 square feet of additional floor area. Any space in which a pedestrian amenity is used to acquire a premium shall not be used for the off-street parking of any vehicle, including, but not limited to, automobiles, bicycles, motor bikes, and scooters; nor shall such area be used for access drives, loading, or trash collection stations, except as noted in paragraph 3d. Interconnections of pedestrian amenities between two or more lots are required to the extent feasible. A public open space used to acquire a premium shall be designed to avoid creation of isolated areas, to maintain lines of sight into the space from streets and major pedestrian walkways, and to provide a secure environment. Lighting shall be provided for public open space premiums which are open at night.

Pedestrian amenities may include:

1.

Inner Arcade. A non-publicly owned, continuous, covered space which runs through or along a non-street side of a building and connects public streets, arcades, open space, or sidewalks and is readily accessible and identifiable from the public street, arcade, or sidewalk. An arcade shall meet the following requirements:

a.

Connect and be accessible from at least 2 public streets, or a public street and a public or non-public arcade fronting on another public street, or a public street and a public or non-public plaza fronting on another public street, or a public or non-public arcade and another public or non-public arcade fronting on another public street; or a public parking garage and a public street; and

b.

Measure not less than 12 feet wide; and

c.

Have an open and unobstructed headroom of at least 12 feet in height; and

d.

Remain open for use by the general public during all business hours common in the area.

Art works may occupy up to 5 percent of the total arcade area if a minimum clearance of 6 feet for circulation is provided.

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2.

*Plaza.* A non-publicly owned continuous space, open to the sky for its entire width and length which fronts on a public street or public sidewalk, which is directly and conveniently accessible to the public at all times for passive recreational activities. Up to 2/3 of the surface area of the plaza may be occupied by features such as seating, permanent planting areas, water features or works of art. When landscaping is provided for a plaza amenity premium, a variety of living trees, shrubs, ground covers, and seasonal plantings shall be used and shall be located in permanently installed beds or planters serviced by automatic irrigation systems or in large containers, provided they cannot be readily removed. A plaza shall meet the following requirements:

a.

Have a minimum dimension of 10 feet; and occupy not less than 500 square feet; and

b.

Be at the same grade as the adjacent public sidewalk or not more than 24 inches above or below the grade of adjoining public sidewalk for no more than 50 percent of either length of the sides adjoining and measured at the property line; and

c.

Be readily identifiable from the public sidewalk; and

d.

A portion of a plaza may be used for the parking of bicycles, provided the square footage of the plaza is increased beyond the minimum requirement at the rate of 96 square feet for each 2 bicycles parked, and permanently-installed bicycle facilities are provided.

e.

When seating and/or tables are provided, they shall be available for use by the general public at all times the space is open.

(f)

*Public Parking.* In D1 districts, the usable floor area of above-grade parking structures reserved for vehicular parking spaces in excess of the minimum requirement shall not be counted toward the maximum usable floor area in percentage of lot area, up to a maximum of 200% of the lot area, if the following conditions are met:

1.

The parking spaces are made available to the general public.

2.

The number, location, size, access, layout and design of the parking spaces meet standards for public parking, as determined by the Downtown Development Authority.

3.

The property owner signs and records a development agreement or other document approved by the City Attorney outlining the operating conditions for this parking.



## Connecting William Street Communications & Outreach Plan

The Connecting William Street Communications and Outreach Plan will guide the LOC's public input process and promotion efforts. Through our efforts we will receive feedback to shape development scenarios for the 5 parcels, inform the selection of a recommended scenario, and validate that the final Connecting William Street District Plan reflects the technical and public input gathered throughout the process.

### COMMUNICATIONS & OUTREACH GOAL

Through this process, we intend to:

- Carry out an inclusive public process, with a broad diversity of voices and participation
- Receive input that effectively shapes the Connecting William Street District Plan
- Have those that provide input champion the project at the end

### EVALUATING OUR EFFECTIVENESS

In pursuing our communication and outreach goal to reach as wide a perspective as possible, we have crafted this plan to receive participation from **a diversity of voices that represents the makeup of Ann Arbor.**

**A diverse set of voices includes those who live and play here.** We hope to get a representative sample of the population by reaching out to all ages, races, genders, and income levels through email lists, online news sources and over 100 citizen and advocate organizations, including groups such as the Downtown Citizens Advisory Council, the Jaycees and the Shelter Association.

In addition, **a diverse representation includes those who work, volunteer, and own businesses** in downtown. We intend to reach out to approximately 44 businesses and organizations, including service, entertainment, and professional firms as well as non-profits and public institutions.

**To track our effectiveness** in reaching a diverse audience, we will request identifying information with all of our input opportunities. If we find that a group is considerably lacking in representation, we will alter our efforts with the best intentions to meet this goal.

We believe this approach will help us shape a district plan that is **reflective of the whole community** and those that we need to attract as employees, entrepreneurs, and future residents.

### INFORMING OUR OUTREACH EFFORTS

The 2010 U.S. Census data continues to show a diverse Ann Arbor population. While the majority of the population identifies as White, nearly 14% are Asian and 8% Black or African American. The City of Ann Arbor population is nearly evenly split by gender, but diverse in age ranges. Reflective of the academic community, the largest segment of the population, nearly 40%, are age 20-34, followed by 24% under 19, and the remainder over age 35.

Examination of other large planning efforts by the DDA provides insight into which age groups participate without a tailored approach and which groups we need to target in order to get a more representative cross section (see Table 1). While the age categories do not align perfectly, it is evident from this large pool of respondents that those over age 35 will likely have broad participation without a great deal of targeted outreach. Alternatively, those under age 35 will likely need a more targeted approach to become engaged in the process. We would like to hear from the Ann Arbor population under the age of 20, but recognize that group in particular will be difficult, and for some ages unreasonable, to accurately capture.

**Table 1 – Age Demographics and Survey Participation**

City of Ann Arbor Age Demographics			Parking Plan Survey Results			Difference	
Age	Population	% Population	Age	Responses	% Responses		
Under 20	26,829	24%	Under 18	0	0%	-24%	Underrepresented
20-34	43,369	38%	18-30	184	14%	-24%	Underrepresented
35-49	17,023	15%	31-50	512	40%	25%	Overrepresented
50-69	19,381	17%	51-70	521	41%	24%	Overrepresented
70+	7,332	6%	70+	62	5%	-1%	Accurately Represented
Total	113,934	100%	Total	1279	100%		

Sources: 2010 US Census and DDA 2009 Parking Plan Survey Results

## OUR MESSAGE

Connecting William Street will create more of what we love about downtown and provide an economic benefit to Main Street, Midtown, Downtown, and the community as whole.

## STAKEHOLDER GROUPS

A diverse collection of audiences and over 100 organizations that reach those audiences have been identified and will be contacted as part of the outreach efforts. Given our 9 month timeline and modest budget, we will aim to reach the majority of people using tools such as online surveys and webinars. For key stakeholders that require a more tailored approach, we will make an effort to meet with them one on one and through focus group meetings. See page 8 for a complete list of stakeholder groups and organizations.

## OUTREACH EFFORTS

### Effort Types:

There are two primary levels of outreach that align with phases 2 and 3 of Connecting William Street. The outreach in Phase 2 – *Building a Vision*, occurs at a higher level in order to help establish development scenarios, with input around community values and needs for Connecting William Street. Phase 3 – *Emerging Framework Plan* outreach involves seeking specific input on the scenario options and ultimately leads to a final recommended development scenario. The LOC will be asked to be actively involved in many of these efforts, but only to the degree they feel comfortable and enthusiastic. For all of the following elements, staff will prepare materials and seek LOC review.

**Phase 2 - Building a Vision:** Gathering input on values and needs to shape development options that will be presented to the public.

**Electronic survey:** Helps to inform the creation of Connecting William Street development scenarios, broadly distributed via email to all organizations identified on page 8 and the DDA's email list. Those who receive the survey will be encouraged to forward it on.

Staff: Create, distribute, and evaluate survey that will run for 3 weeks

LOC: Select four groups listed on page 8 and encourage those groups to take the survey

**One on one meetings:** Meetings with individuals or small groups of key stakeholders whose work may impact and inform the creation of Connecting William Street development scenarios. Primarily includes nearby property owners and those involved in development and planning.

Staff: Conduct meetings and compile feedback

**Focus group meetings:** Meetings created to target key stakeholders that do not have regular standing meetings and that represent important perspectives that may not be captured through

other means. The meetings will be tailored to the groups and organizations identified under focus group meetings in Table 2.

Staff: Attend all meetings and provide as much support as needed, from taking notes to leading the conversation.

LOC: Sign up as a Focus Group Meeting Champion –coordinate, attend, lead, and/or report out on one of the focus group meetings.

### **Phase 3- Emerging Framework Plan: Seeking scenario input to create a final recommended District Plan**

**Present at an organizations standing meeting:** Standing meetings held by the various groups on page 8, at which an LOC or staff member will present a standard presentation that informs the group of our project and seeks input on scenarios.

Staff: Create the presentation, attend all meetings and provide as much support as needed, from taking notes and passing out surveys to presenting.

LOC: Sign up as a Standing Meeting Champion –coordinate, attend, present, and/or report out on one of the focus group meetings.

**Webinar:** Online meetings with broad invitation to allow a wide variety of audiences to participate in viewing the presentation and providing feedback.

Staff: Prepare the standard presentation, assist in the development of the webinars, invite attendees, and be responsible for hosting.

LOC: Help staff create the webinars and encourage others to participate

**Speaker series:** Three part lecturers/panels/video series with content that aligns with the work of the LOC – focusing on environmental, economic, and social aspects of creating great places.

Staff: Help coordinate meeting space and lecturers, publicize events, and solicit feedback.

LOC: Help coordinate meeting space and lecturers, publicize events, and solicit feedback.

**Host public meeting:** Community wide public meetings intended to share elements of the final district plan with the public and seek any necessary feedback before making a final recommendation to the DDA Partnerships Committee.

Staff: Coordinate, invite attendees, present and seek feedback.

LOC: Help to invite attendees, and be available at one public meeting to answer questions and listen to public input.

# Connecting William Street Updated Timeline

Downtown Ann Arbor - Midtown Discovery Framework Plan



- ★ Deliverable
- City wide meeting or distribution
- Speaker series meeting
- [Green bar] Technical component
- [Pink bar] Outreach component

LOC = Leadership & Outreach Committee Meeting

Updated Jan. 2012

**Table 2 – Tailoring the outreach to specific stakeholder groups**

Stakeholder Groups	Outreach Efforts						
	Electronic Survey	One on One	Focus Group	Attn'd orgztns standing mtng	Webinar	Host Public Meeting	Speaker Series
Residents							
Youth	●			●	●	●	
18-35	●			●	●	●	●
Families	●				●	●	●
Disabled Community	●	●			●	●	●
Senior Community	●				●	●	●
Low Income/homeless community		●	●			●	
Neighborhood groups	●				●	●	●
Cultural/Arts Groups	●		●	●		●	
Business Organizations	●	●		●	●	●	
Employees & employers							
Large Downtown employers	●				●	●	
Medium Downtown Employers	●				●	●	
Employees	●		●		●	●	●
Public Organizations		●		●		●	
Academic Institutions		●				●	
Service Organizations	●			●	●	●	
Environmental Groups	●			●	●	●	

## PROMOTION AND AWARENESS

Promotion of our effort is necessary to receive broad input and to get people excited about participating and championing the process. The Connecting William Street communication effort will include a variety of mediums to reach diverse audiences, ranging from online sources to radio shows and posters with scannable QR codes.

### Tools:

**DDA and City Websites:** Central source of information, providing the project schedule, materials, and opportunities to get engaged.

Staff: Maintain DDA webpage and coordinate with the City

**Facebook:** Project updates, survey links, meeting invites, videos, and other related content posted on the DDA Facebook page, spread virally with reposting.

Staff: Manage the Facebook page and post updates

LOC: Repost DDA Connecting William Street updates and encourage friends to do the same, post related content & comment frequently

**Posters and business cards:** Small posters with QR codes and takeaway cards with a website link provided in downtown locations to reach those audiences who may not be part of an organization, particularly downtown residents. Posted on the backside of cash registers and on bulletin boards, etc.

Staff: Assist with material creation, contacting locations, and posting

LOC: Assist with material creation, contacting locations, and posting

**Video/YouTube:** Video intended to increase awareness and support – captured at public meetings and through soliciting feedback (community leaders, young professionals, etc).

Staff: Assist with material creation, contacting individuals for testimonials, and posting

LOC: Assist with material creation and contacting individuals for testimonials

**Radio:** Interviews and conversations on radio shows, such as Lucy Anne Lance, to help inform and engage the community

Staff: Help coordinate and provide materials

LOC/DDA Leadership: Attend radio show and discuss project

**Online News:** Outlet to inform the community of our project, and opportunities to get engaged, such as Concentrate Magazine, the Michigan Daily, and the Chronicle

Staff: Forward press releases and opportunities to participate

**Email Lists:** Outlet to inform the community of our project, and opportunities to get engaged. Sign up is available on DDA and City websites.

Staff: Maintain the DDA email list and send out updates

LOC: Forward information on to their own contacts

## **Residents**

### **Youth**

1. Neutral Zone
2. High school students

Meetings:

Consider in person feedback by attending a standing event:

- Table at the Neutral Zone
- Community High classroom/project

### **18-35**

UM Planning Students and Real Estate Group  
UM Latino Student Organization  
UM Black Student Union  
UM Asian American Association  
Office of Student Activities and Leadership  
Michigan Daily

YP Underground  
Brewers Group  
Slow Food Huron Valley  
Selma Breakfast  
A2 Geeks  
A2Y Converge  
Junior League  
Lunch Ann Arbor Marketing  
Concentrate

Meetings:

Attend Standing Meeting: To build champions, consider meeting with real estate club and planning students

### **Families**

1. PTO Council
2. ArborParents
3. YMCA members
4. The Hands On Museum members
5. Downtown daycare email lists
6. Downtown Library email list

### **Disabled Community**

1. Ann Arbor Commission on Disability
2. Ann Arbor Center for Independent Living

Meetings:

One on one: Meet one on one with staff from the Center for independent living to ensure we are reaching this audience, that we have considered their needs in our planning effort, and keep them informed with email updates.

### **Senior Community**

Represented in other groups

### **Low income/homeless community**

1. Shelter Association
2. County Project Outreach Team (PORT)
3. Groundcover News
4. Baker Commons

Meetings:

One on one: Meet one on one with staff from County to ensure we are reaching this audience and that that we have considered their needs in our planning effort, and keep them informed with email updates.

Additionally, explore setting up a focus group meeting for this group to provide feedback.

### **Neighborhood associations/groups**

Downtown Citizen Advisory Council (CAC)  
Old West Side Neighborhood Association  
Residents under 35: Posters with QR codes in residential lobbies (Zaragon, 411 Lofts, University Towers, North Quad) and downtown businesses  
All neighborhood groups listed on the [City's Webpage](#)

### **Ethnic/racial groups**

Jewish community center of greater Ann Arbor  
African American community Ann Arbor  
UM Asian American Association  
NAACP

### **Cultural/Arts Groups**

Leadership & members:

Arts Alliance  
Michigan Theater  
Performance Network  
The Ark  
Library

Meetings:

Focus group: To get representatives from all groups present  
Attend Standing Meeting: Arts Alliance

### **Business focused organizations**

Main Street Area Association, State Street Area Association, Kerrytown Area Association, and S.U. Area Association  
Chamber  
CVB  
SPARK  
BIZ  
Think Local First

Women's Exchange of Washtenaw  
GetDowntown Program

Attend standing Meetings:

MCAA  
SSAA  
Chamber Morning Edition

**Real Estate Community:**

Local developers & brokers  
Local property owners  
Ann Arbor Board of Realtors  
Local property management companies

Meetings:

One on ones:  
Developers/Brokers

Attend Standing Meeting:

Ann Arbor Board of Realtors

**Employees & Employers**

Large downtown employers (Leadership & Employees):

UM  
DTE  
Google  
YMCA  
Zingerman's  
Douglas J  
Peoples Food Co op  
Arbor Research Collaborative for Health  
ITHAKA/JSTOR  
City and County  
AADL

Medium sized downtown employers (Leadership & Employees):

Michigan Theater  
Bank of Ann Arbor  
Conor O'Neills

Ecology Center  
Menlo Innovations, Pure Visibility  
Mathematica Policy Research

Meetings:

One on ones: (if needed, target with Land Use Econ)  
Focus Group: UM and Eastern faculty

**Public Organizations**

Library  
AATA  
Federal Building  
City and County planning staff

Meetings:

One on one: City & County planning staff to ensure coordination  
One on one: Nearby property owners to understand their future plan and get specific feedback  
(AATA, Library, Federal)  
Attend Standing Meetings –AATA and Library boards

**Academic Institutions**

WCC  
UM  
Eastern

Meetings:

One on one: WCC

**Service Organizations**

Downtown Rotary  
Jaycees  
Ann Arbor Professional Volunteer Corps  
Kiwanis

Meetings:

Attend Standing Meetings  
Jaycees  
Rotary

**Environmental Groups**

AIA  
WBWC  
Watershed Council  
City/county staff

Ann Arbor Green Drinks!

**Parks and Open Space Groups**

Parks Advisory Commission

Library Green Advocacy Group

Greenway Conservancy

**Meetings:**

Attend Standing Meeting: Allen Creek Greenway Conservancy to ensure coordination and get scenario input