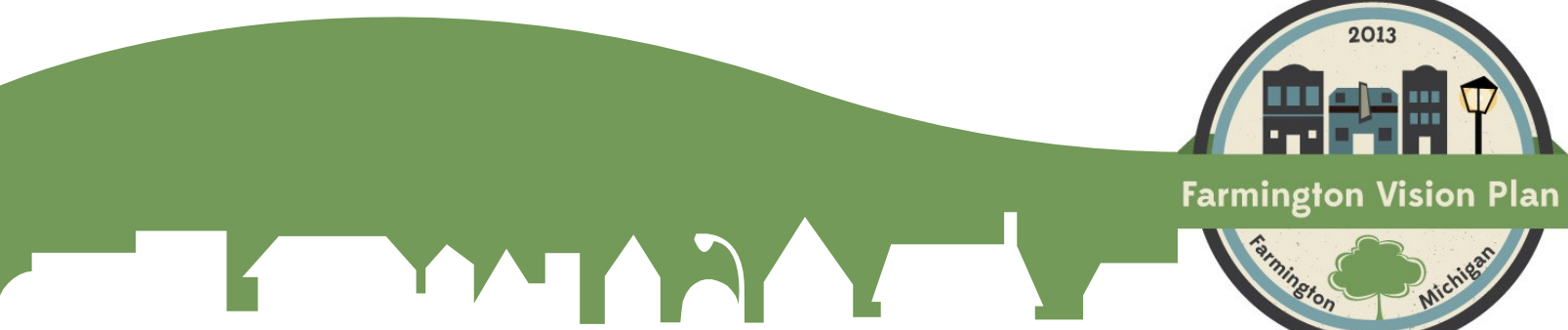


# FARMINGTON VISION PLAN SUMMARY HANDOUT

AUGUST 2013



PROJECT  
INNOVATIONS  
INCORPORATED

# PLAN FOUNDATION

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## WHAT IS THE VISION PLAN?

The Farmington Vision Plan is the result of an intensive six month citizen-based initiative to answer the overarching question of “What is needed for Farmington to be the best that it can be in the future?” By working together as a community to answer this question, a holistic, collaborative vision and action plan was created for the future of Farmington.

The Vision brought together a diverse group of citizens to chart a course toward a common future that reflects the community’s shared values.

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

This document presents a summary of the results from this community driven planning effort.

## WHY HAVE A VISION?

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

- Create shared goals for the future of the community;
- Identify a way to make the shared goals happen;
- Build understanding and good will between groups that sometimes don’t agree with each other;
- Gives people ownership in their community; and
- Develops new leaders in the community.

## WHY THIS PLAN - A CALL TO ACTION

At the onset of the project there were a number of key issues/questions the City, community, and planning team aimed to answer through the planning process.

- Consider how the community wants to grow, and how that translates into other city policies
- Answer the questions who are we and how do we build on our strengths
- Evaluate the potential for shared services with Farmington Hills
- Evaluate the need and support for strategies to generate new revenue
- Consider ongoing or new strategies for downtown

development

- Consider the potential for and community support for the adaptive reuse of targeted redevelopment properties
- How to financially tackle strategies to implement the vision
- Consider what the market will support...what do we know now...what work do we need to do in the future?
- Consider how the City’s existing assets can help shape the future (what do we control and what do we not control....how do we get the biggest social and financial bang for our buck?)
- We need to keep in mind the changing demographics and its impact on Farmington
  - Creative Class - Attract and Grow
  - Millenials - Attract



*Through the visioning process, a number of targeted community landmarks and properties were discussed in relation to how they should be integrated into and used by the community in the future. The Masonic Temple was a property that was discussed because of its historic significance and location in the heart of the community.*

# WHERE ARE WE NOW?

## EXISTING CONDITIONS

To plan for Farmington's future, it was important to assess and understand the current conditions in the community. An analysis of existing conditions was conducted to ensure that the vision initiatives and vision strategies considered the current social and economic conditions in the community. Through an analysis of the existing conditions the following key findings were developed:

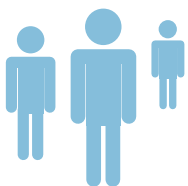
### Key Findings

- Within SE Michigan, Farmington boasts a population that is highly educated and relatively affluent.
- Like many other communities today, Farmington should plan for new housing options intended for an elderly population and help citizens "age in place"
- The city has a number of multi-family developments that provide housing for 38 percent of the community, many of these developments were built more than twenty years ago and lack 21st

Century amenities demanded by both millennial and baby boomers demographics.

- According to a recent parking study the downtown currently has adequate parking, however, during peak periods such as special events the quantity and configuration of public and private parking areas is somewhat limited.
- The median home value dropped more than \$100K from 2007 to 2012 creating challenges for collecting and generating new local revenue.
- A recent market study for a downtown restaurant revealed that 50% of visitors come from within 3 miles, and 65% within 5 miles, indicating there is an opportunity to serve the immediate community, and continue to still attract and serve the regional market (50% from Farmington, 78% from Farmington and Farmington Hills, 82% including Livonia).
- New residential growth in and around the downtown will be imperative to the future success of downtown Farmington as a local and regional destination.

## KEY DATA



### POPULATION

20 10 10,372 persons

### POPULATION DENSITY

20 10 3,899 persons per square mile



### MEDIAN HOUSEHOLD INCOME

20 12 \$56,588

### PER CAPITA INCOME

20 12 \$33,435

### PERSONS BELOW POVERTY LEVEL

20 10 7.5%



### HOUSEHOLDS

20 10 4,624 households

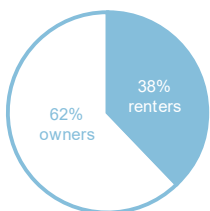
### MEDIAN HOME VALUE

2005-2009 \$197,000

### MEDIAN GROSS RENT

2005-2009 \$735 / month

### HOME OWNERSHIP STATUS

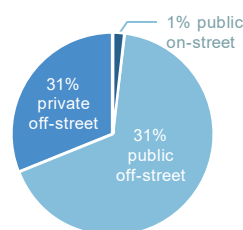


### SPACES

Total within 14 blocks 2370

### OCCUPANCY

Peak Use 2 pm  
Avg Stay 14 hours  
Peak Occupancy 44%



# WHAT DID WE HEAR?

## PUBLIC INVOLVEMENT

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

**300 +** Participants  
**5 +** Public Outreach Efforts  
**250 +** Ideas Generated

## KEY FINDINGS

### Visioning plan participants....

- Are proud of the **local image and community assets**, but also embrace moderate growth and development that will add to the community's character and economic viability.
- Identify with being a **safe family oriented community**, and feel this should help promote the city within the regional context.
- View **Downtown Farmington** as a unique asset within the region and feel it should be a **focal point** for future economic, social and entertainment uses and developments.
- Still value (see 1998 Vision Plan) **unique community retail** and feel it should continue to be a community asset that is planned for.
- **Support the consolidation and sharing of services** with Farmington Hills that maintain or improve quality of life in the community, but are not interested in a full merger.
- Gave a high priority to identifying and planning for projects or policies that will lead to the creation of **new revenue for the City**.
- Want to ensure there is **adequate parking** in and around the downtown.
- Believe **multi-modal transportation options** should be part of future plans and policies.

**Ideas for the future**  
Public Meeting #1

**How do we grow?**  
Public meeting #2  
+  
Brainstorming groups

**Creating the vision**  
Public Meeting #3

**How do we get there?**  
Public meeting #4  
+  
Online survey

**Communicating the vision**  
Public meeting #5



**Social Media**  
Facebook  
+  
Twitter

# WHAT DID WE HEAR?

## HOW DO WE GROW?

During Public Meeting #2 and the brainstorming groups, participants voted on a numeric scale for how Farmington should grow in the future, with 1 indicating limited/no growth and 10 indicating considerable growth. These results were tallied and averaged to a score of 6.7 out of 10. The residents of Farmington are willing to accept a reasonable amount of growth within their community, with a majority taking place with infill development and redevelopment of appropriate properties.

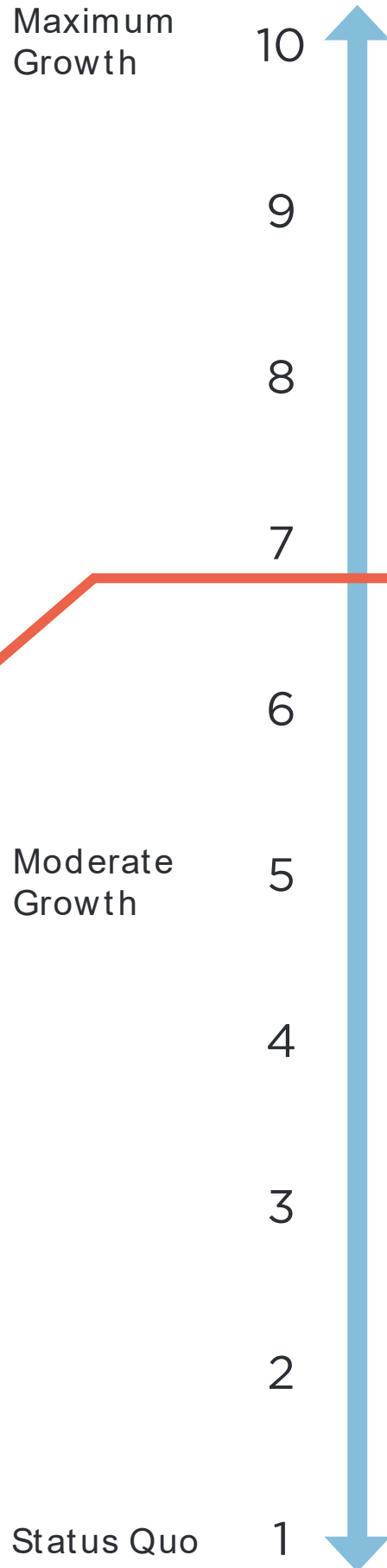
To the extent growth—such as population increase and business growth—takes place in the future, it is preferable to accommodate this investment in locations that are underutilized and/or already have needed infrastructure. This will take place in a deliberate and careful manner that considers other community needs like quantity and proximity to greenspace and parks.

**6.7** AVERAGE SCORE

“Should the City maintain the status quo, embrace moderate growth (some growth inward and up in height) or allow for maximum growth (grow outward, inward, and up in height). On a scale of 1-10 what do you think the future of Farmington should look like?”



City officials and residents participate in an exercise to identify the strengths and weaknesses of Farmington.



# THE VISION

## VISION FRAMEWORK

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

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

**Action** – A detailed element of the goal necessary to give more specific policy direction to strategies to implement the goal.

## INITIATIVES

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

An average score was given to each initiative which reflected the prioritization of the initiatives by the community. The results revealed that staying economically competitive was of the highest importance of the six initiatives. Moving forward it will be necessary to address each of these initiatives to effectively achieve the community's vision for the future. The six initiatives are:



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



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



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



Promotes growth and development that builds and strengthens the local economy.



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



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

# HOW DO WE GET THERE?

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## VISION PLAN ACTIONS

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



*Residents at one of the final public meetings had an opportunity to vote for their highest priority actions*

## PRIORITY ACTIONS

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These top priority actions should be the first steps that the general public, stakeholders and elected and appointed officials focus on in order to advance the vision initiatives.

### STAY CONNECTED

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

### GET ACTIVE

- 2.5 Create a bikeways and trail master plan.
- 2.7 Work with the Masonic Lodge to increase the use of adjoining land.
- 2.12 Create a new park space in the downtown for programming and features for children (e.g. fountains or splash pad).

### COMMUNITY ORIENTED

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

### ECONOMICALLY COMPETITIVE

- 4.1 Support the redevelopment of the old Kmart Center to support the development of new uses, and to enhance the gateway into Farmington.
- 4.3 Work with the Masonic Lodge to consider the redevelopment of the structure into a new use that is a focal point of the community and creates new revenue.
- 4.4 Promote and attract a higher education use to the downtown area.
- 4.5 Encourage the adaptive use of the winery and uptown plaza as mixed.
- 4.6 Support the redevelopment of the Maxfield Training Center as a mixed-use development with high quality residential as a major component of the redevelopment.
- 4.7 Consider purchasing the Kimco site to guide redevelopment that includes a variety of uses and will generate new revenue for the city.
- 4.8 Develop additional parking downtown (e.g. surface parking or parking decks).

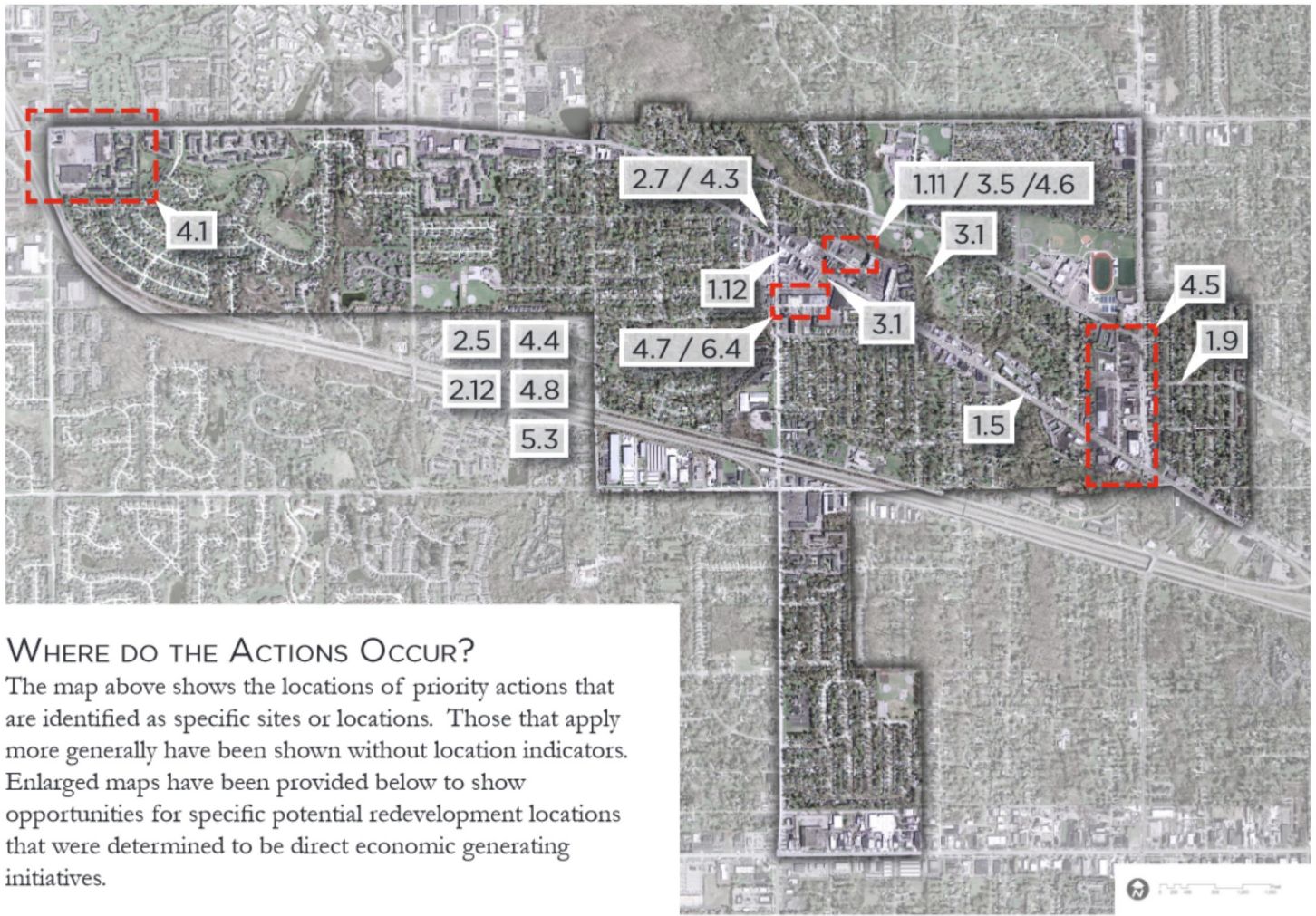
### FISCALLY BALANCED

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

### ACCESSIBLE AND DIVERSE

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

# PRIORITY ACTION MAP



## WHERE DO THE ACTIONS OCCUR?

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





# APPLYING THE VISION

## MAXFIELD TRAINING CENTER (OPTION A)

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

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

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

### Concept A Site Data

Training Center Area	± 6 a
<b>Residential Units</b>	
Townhome	7 d
Flat	56 d
<b>Total</b>	<b>63 d</b>
Residential Density	10.5 d/a
<b>Parking Required</b>	
Townhome	6 pa
Flat	56 pa
<b>Total Required</b>	<b>62 pa</b>
<b>Parking Provided</b>	
Townhome and Flat	62 pa
On-site	6 pa
<b>Total Parking Provided</b>	<b>68 pa</b>
Publicly Available	6 pa

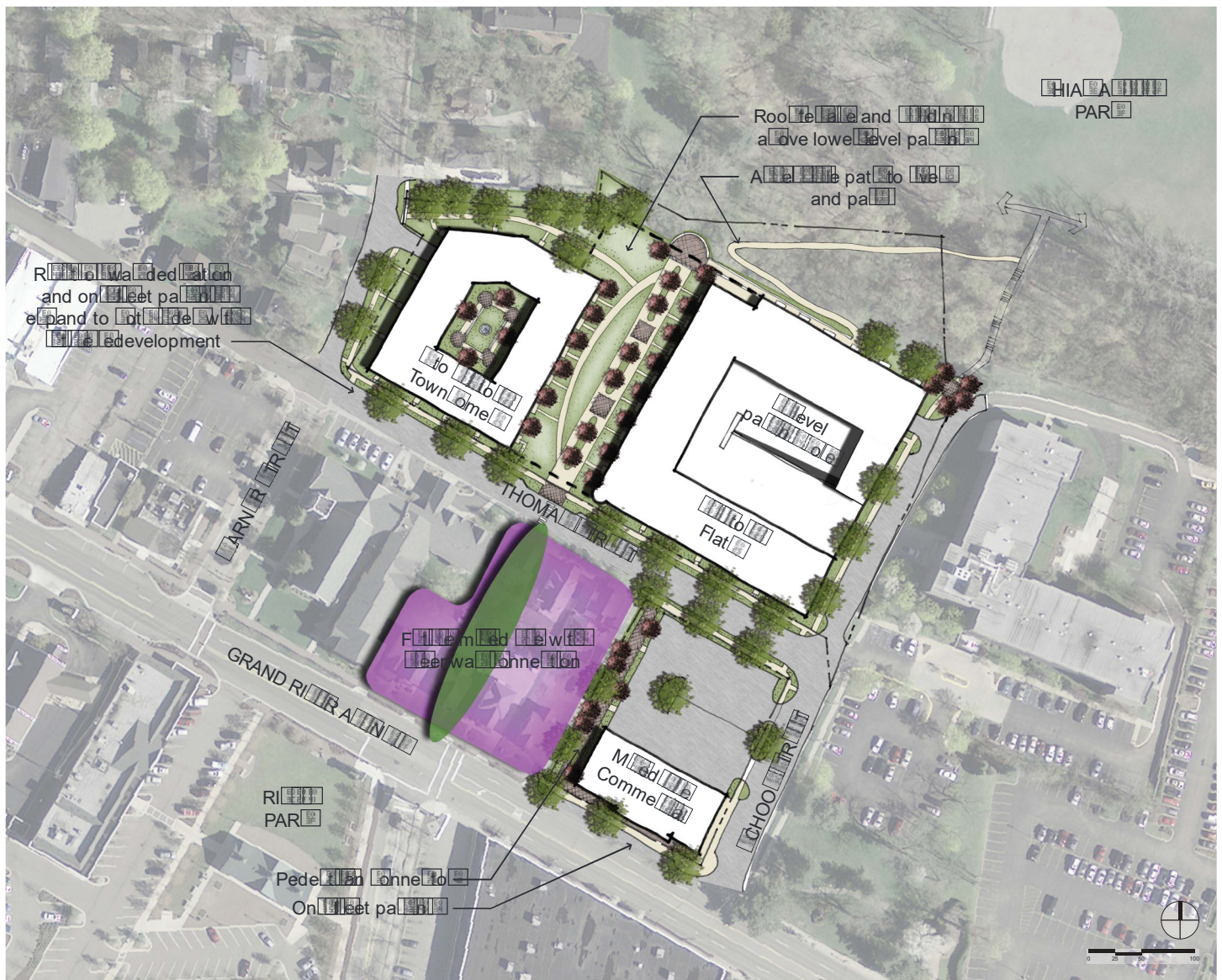


# APPLYING THE VISION

## MAXFIELD TRAINING CENTER (OPTION B)

### Concept A Site Data

Training Center Site Site Area ± 6.0 acres	Grand River Ave. and School St. Site Site Area ± 0.2 acres
Residential Units	Commercial
Townhome 10	Retail 100
Flat 10	Parking Required
Total 20	Retail 100
Residential Density 100	Parking Provided
Parking Required	Townhome 10
Townhome 10	Flat 10
Flat 10	Total Residential 20
Total Residential 20	Parking Provided
Parking Provided	On-site 5
On-site 5	Total Parking Provided 5
Total Parking Provided 5	Parking Available 5
Parking Available ± 6.0 acres	










# APPLYING THE VISION

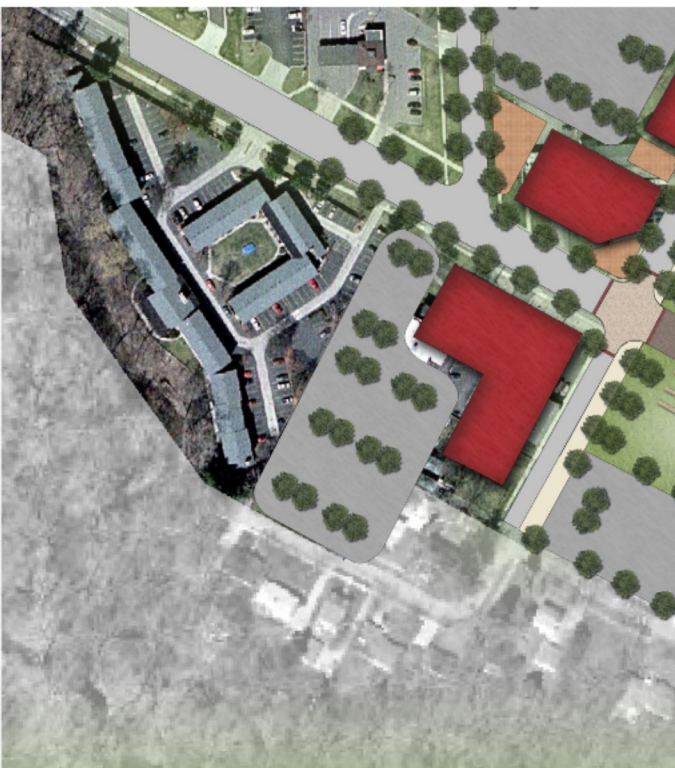
## WINERY / ORCHARD LAKE

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

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

### Site Data

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





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