



Connecting William Street Planning & facilitating redevelopment

Draft Recommendations

City Council Authorization:

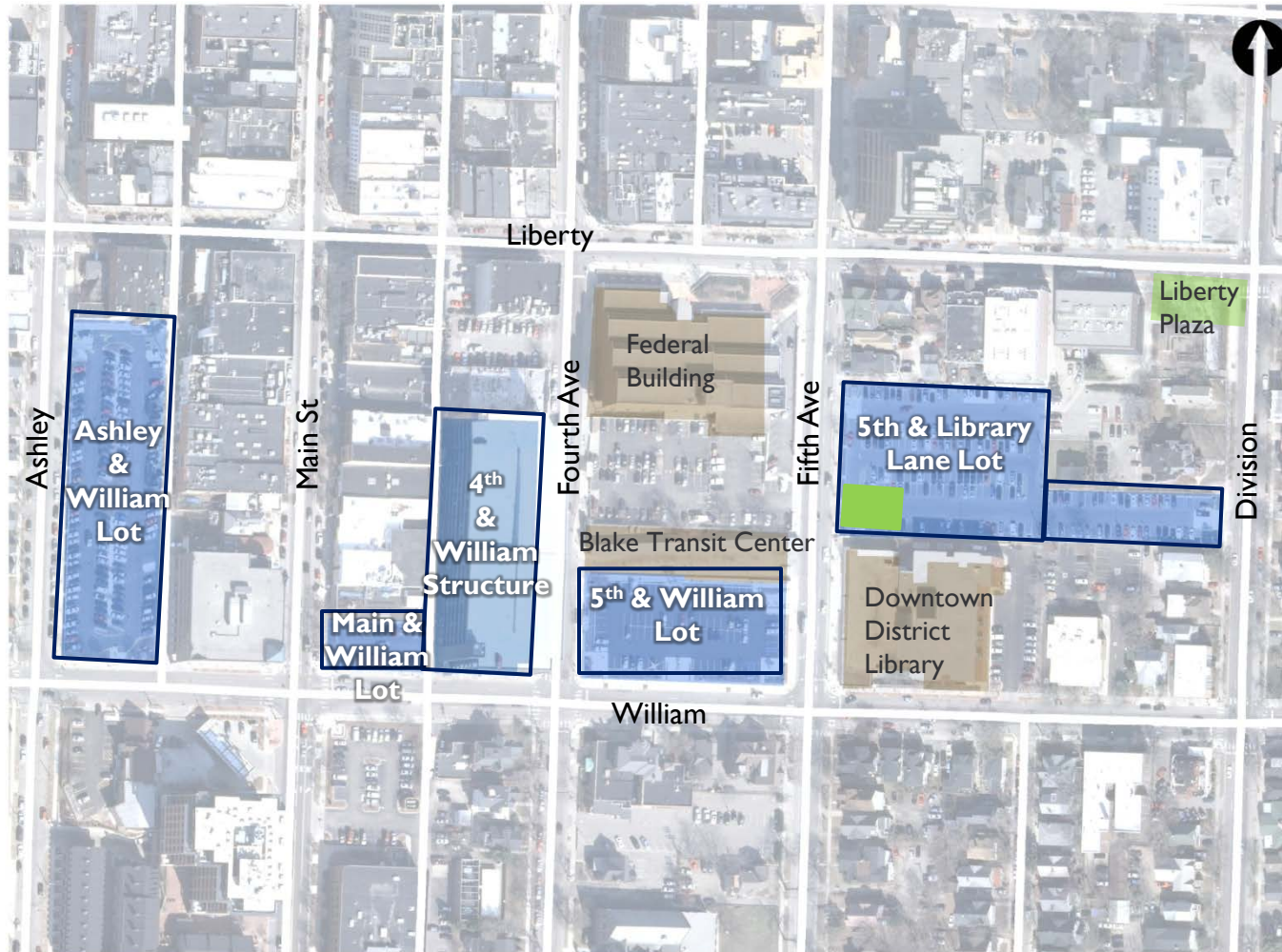
On April 4th, 2011 Ann Arbor City Council passed a
*Resolution Authorizing that the Ann Arbor DDA Develop an
Implementation Plan to Redevelop Downtown City-
owned Parcels*

Authorizing the DDA “to take responsibility for
facilitating the process of redeveloping” the parcels

DDA Authorized to carry out 4 phases:

1. Assembling information
2. Visioning for the sites and building upon well-vetted adopted plans
 - 2011- 2015 Parks & Recreation Open Space Plan
 - 2009 Downtown Plan
 - A2D2 Zoning & Design Guidelines (adopted 2009 & 2011)
3. Shaping a strategy plan
 - Pulling together approved zoning, community feedback, market information, and best practices
4. Implementing the approved plan

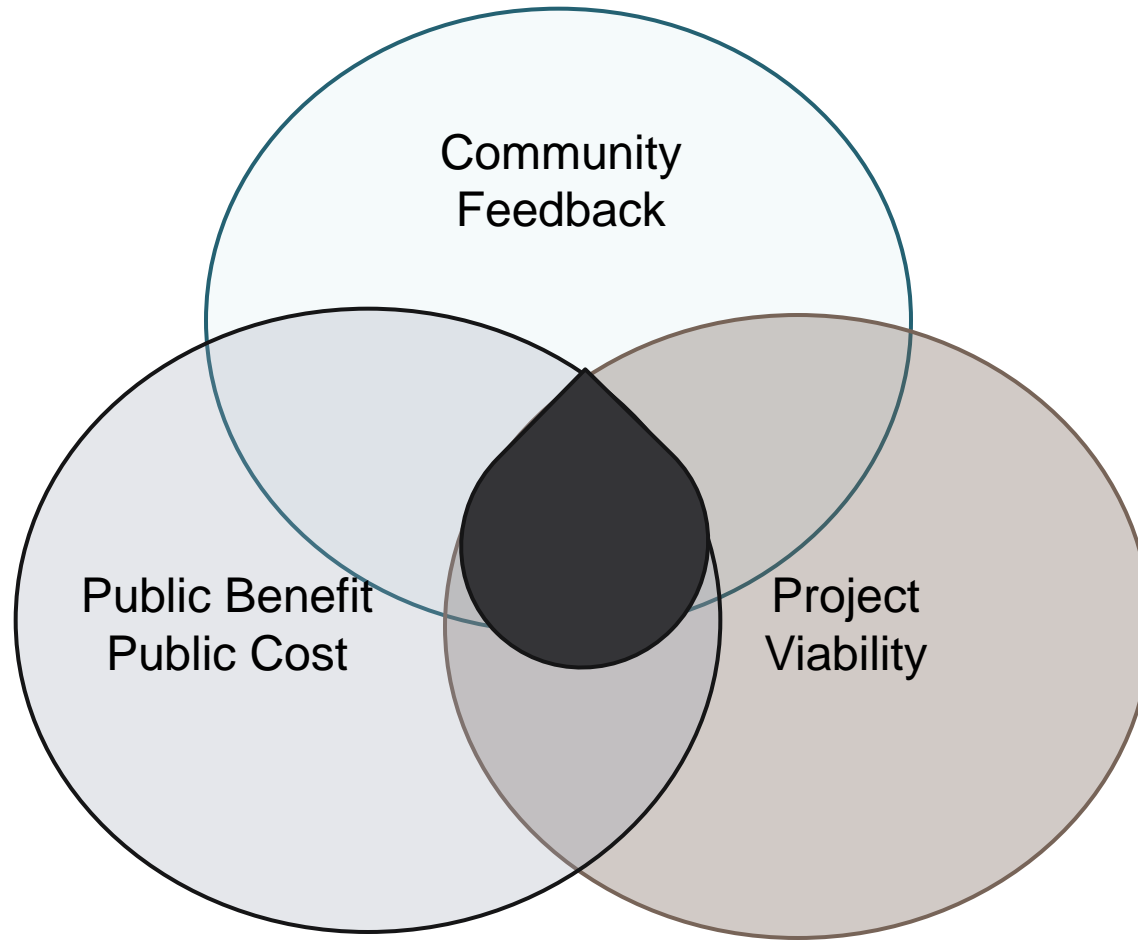
Planning Area



CWS Project Goals:

1. Create strategies for transforming five parking lots into uses that will better serve the community.
2. Improve the redevelopment approach for City-owned sites, providing clear expectations for the developer and community

Creating successful development strategies



Communications & Outreach Efforts

Outreach & Involvement:

- 10 Leadership & Outreach Meetings
 - Group of 9 citizens, 3 DDA representatives
- Broadly distributed SurveyMonkey questionnaire
- 4 “Great Places” community events
- 20+ stakeholder meetings
- 3 public webinars

Outcome:

- 2,000 participants in SurveyMonkey feedback
- 200+ citizen, non-profit, business, and advocacy organizations engaged & kept informed
- 700 person email list signed on to follow the project
- 200+ citizens participated in public events
- **More to come**



Organizations/groups contacted & invited to participate

Ann Arbor Commission on Disability
A2 Geeks
A2Y Converge
African American community Ann Arbor
AIA
Allen Creek Greenway Conservancy
Ann Arbor Board of Realtors
Ann Arbor Center for Independent Living
Ann Arbor District Library
Ann Arbor Green Drinks!
Ann Arbor Housing Commission
Ann Arbor Professional Volunteer Corps
Ann Arbor Transportation Authority
Arbor Research Collaborative for Health
ArborParents
Bank of Ann Arbor
Brewers Group
Chamber

City and County
City and County planning staff
City Contact lists for all neighborhoods (about 100)
City/county staff
Community High Online News
Concentrate
Conor O'Neills

Convention and Visitors Bureau
County Project Outreach Team (PORT)
Cultural Alliance
Douglas J
Downtown Citizen Advisory Council (CAC)
Downtown Library email list
Downtown Rotary
DTE
Eastern
Ecology Center
Federal Building

Organizations/groups contacted & invited to participate

GetDowntown Program

Google

Groundcover News

High school students

Huron Highschool Bulletin

Huron River Watershed Council

ITHAKA/JSTOR

Jaycees

Jewish community center of greater Ann Arbor

Junior League

Kerrytown

Kiwanis

KTAA

Library

Library Green Advocacy Group

Lunch Ann Arbor Marketing

Main Street Area Association

Main Street BIZ

Mathematica Policy Research

Menlo Innovations, Pure Visibility

Michigan Daily

Michigan Theater

Michigan Theater

NAACP

Neutral Zone

NWF

Office of Student Activities and Leadership

Old West Side Neighborhood Association

Parks Advisory Commission

Peoples Food Co op

Performance Network

Prof. Volunteer Corps

Property Management Companies

PTO Council

Selma Breakfast

Shelter Association

Slow Food Huron Valley

Organizations/groups contacted & invited to participate

South University Area Assoc

SPARK

State Street Area Assoc

The Ark

The Hands On Museum members

Think Local First

UM

UM Asian American Association

UM Black Student Union

UM Latino Student Organization

UM Planning Students and Real Estate Group

WBWC

WCC

Women's Exchange of Washtenaw

Workantile Exchange

YMCA

YP Underground

Zingerman's



Areas of overlap

Community feedback confirmed alignment with adopted plans:

- ▶ Density belongs in the core
- ▶ Overarching priority for our downtown is **vibrancy and an active sidewalk experience**

Market Study:

- ▶ Dining & Entertainment: 160 % of National Spending Average
- ▶ Retail: Generally should be small in scale, exception – recruiting an anchor retail (i.e. Apple Computer)
- ▶ Lodging: Interviews and initial data analysis indicate lodging is supportable, Washtenaw County has the highest hotel occupancy in the past 25 year history and in the Midwest (including Chicago)

Areas of overlap

Community feedback highlighted additional priorities for the planning areas:

- ▶ **Economic development & job creation**

- ☐ Office: 500,000 sf of large-floor plate office could be supported in downtown

- ▶ **A diversity of housing**

- ☐ Residential: 1300 new apartments could be captured in downtown by 2016
- ☐ Emphasis on workforce, one and two bedroom units

- ▶ Context, building quality & design

- ▶ Cultural amenities

- ▶ Urban open space/plazas

Draft Recommendations

Plan Elements

Context

- Adjacencies/anchors

Public Realm

- Streetscape & Transportation
- Parking

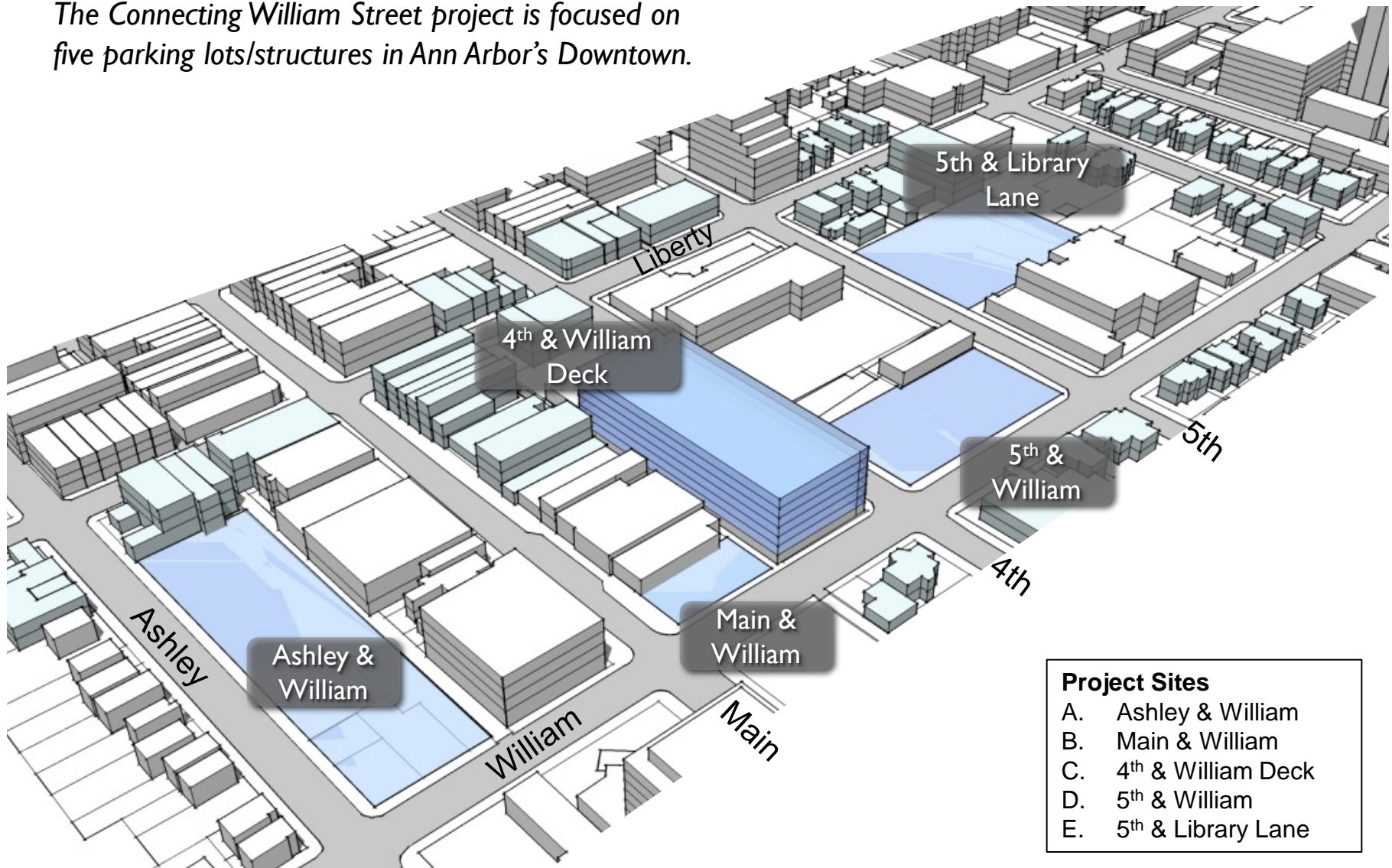
Site Development

- Density & Massing
- Land use
 - ▶ Cultural use
 - ▶ Affordable housing
 - ▶ Urban open space
- Architecture
- Street edge
- Sustainability

Site Level Recommendations

Project Sites

The Connecting William Street project is focused on five parking lots/structures in Ann Arbor's Downtown.

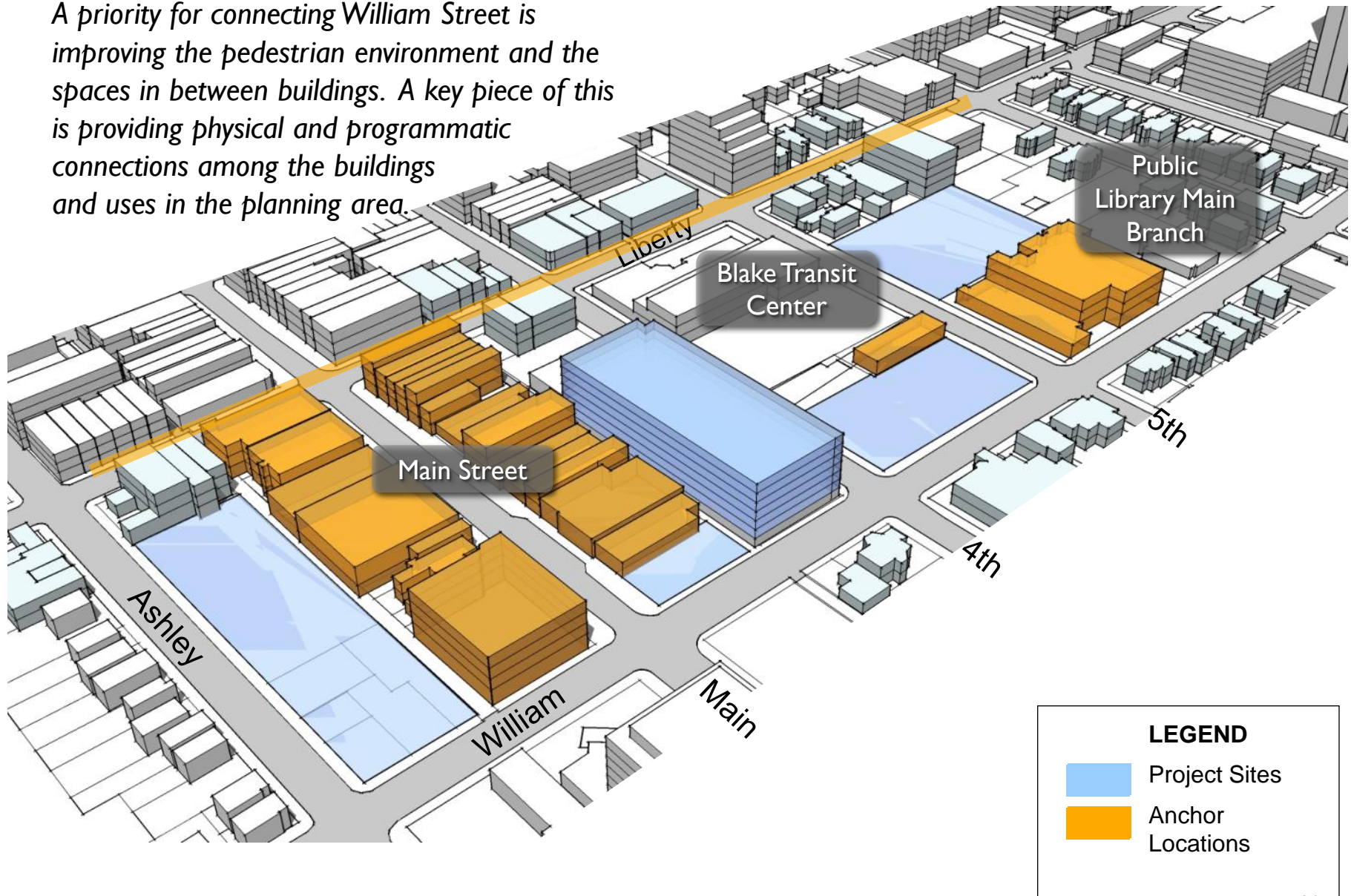


Project Sites

- A. Ashley & William
- B. Main & William
- C. 4th & William Deck
- D. 5th & William
- E. 5th & Library Lane

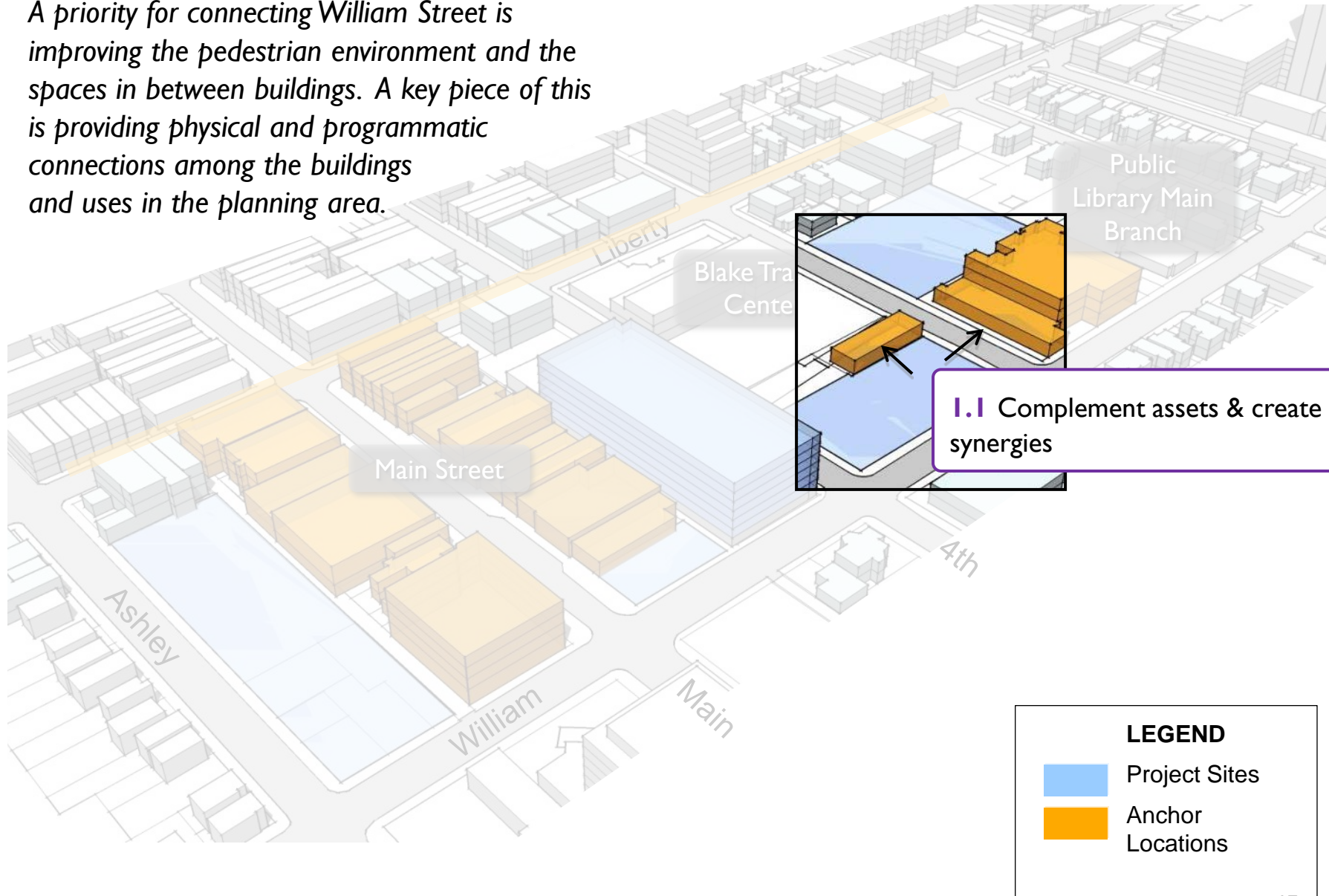
1. Adjacency and Anchors

A priority for connecting William Street is improving the pedestrian environment and the spaces in between buildings. A key piece of this is providing physical and programmatic connections among the buildings and uses in the planning area.



1. Adjacency and Anchors

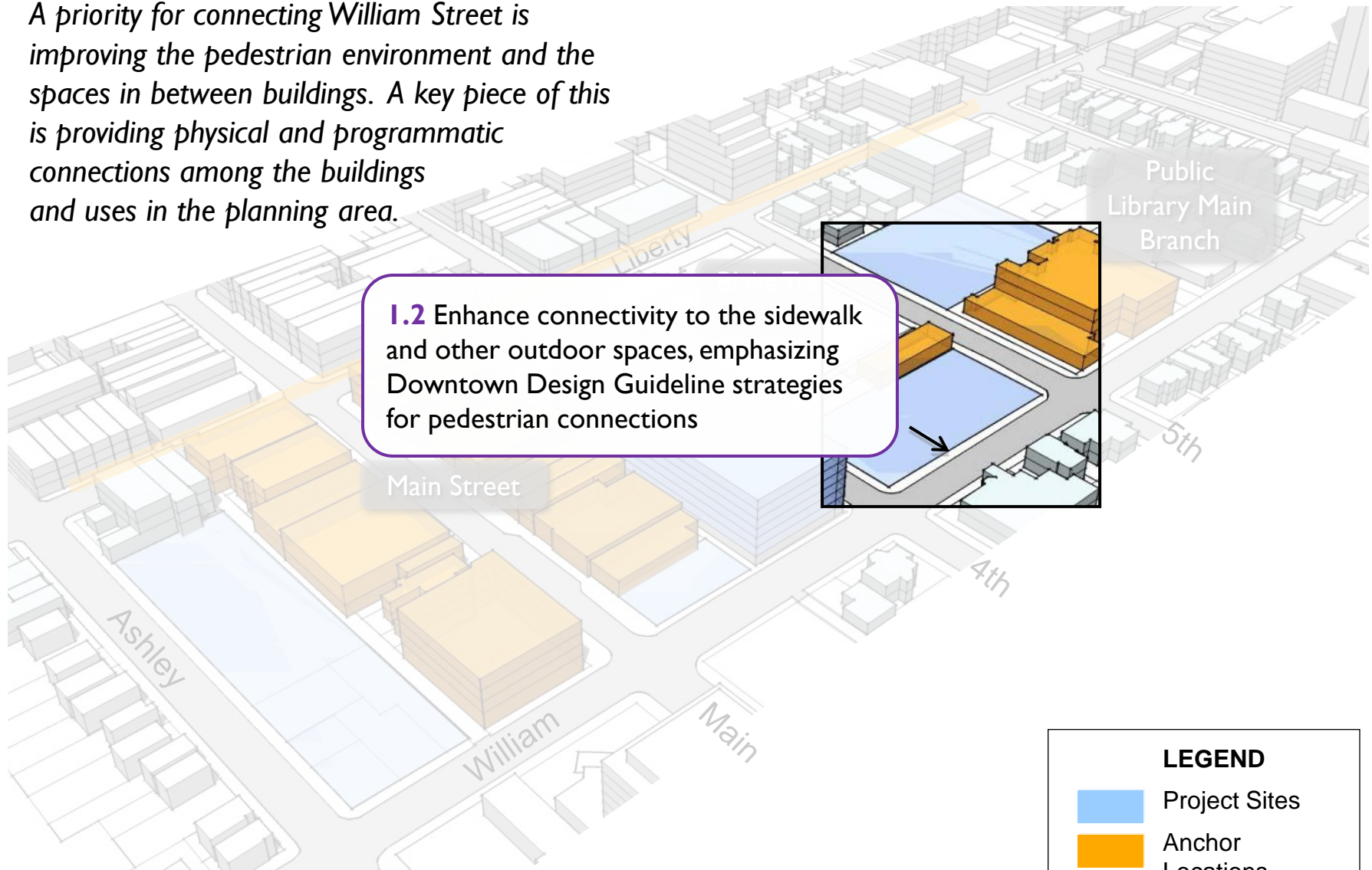
A priority for connecting William Street is improving the pedestrian environment and the spaces in between buildings. A key piece of this is providing physical and programmatic connections among the buildings and uses in the planning area.



1. Adjacency and Anchors

A priority for connecting William Street is improving the pedestrian environment and the spaces in between buildings. A key piece of this is providing physical and programmatic connections among the buildings and uses in the planning area.

1.2 Enhance connectivity to the sidewalk and other outdoor spaces, emphasizing Downtown Design Guideline strategies for pedestrian connections

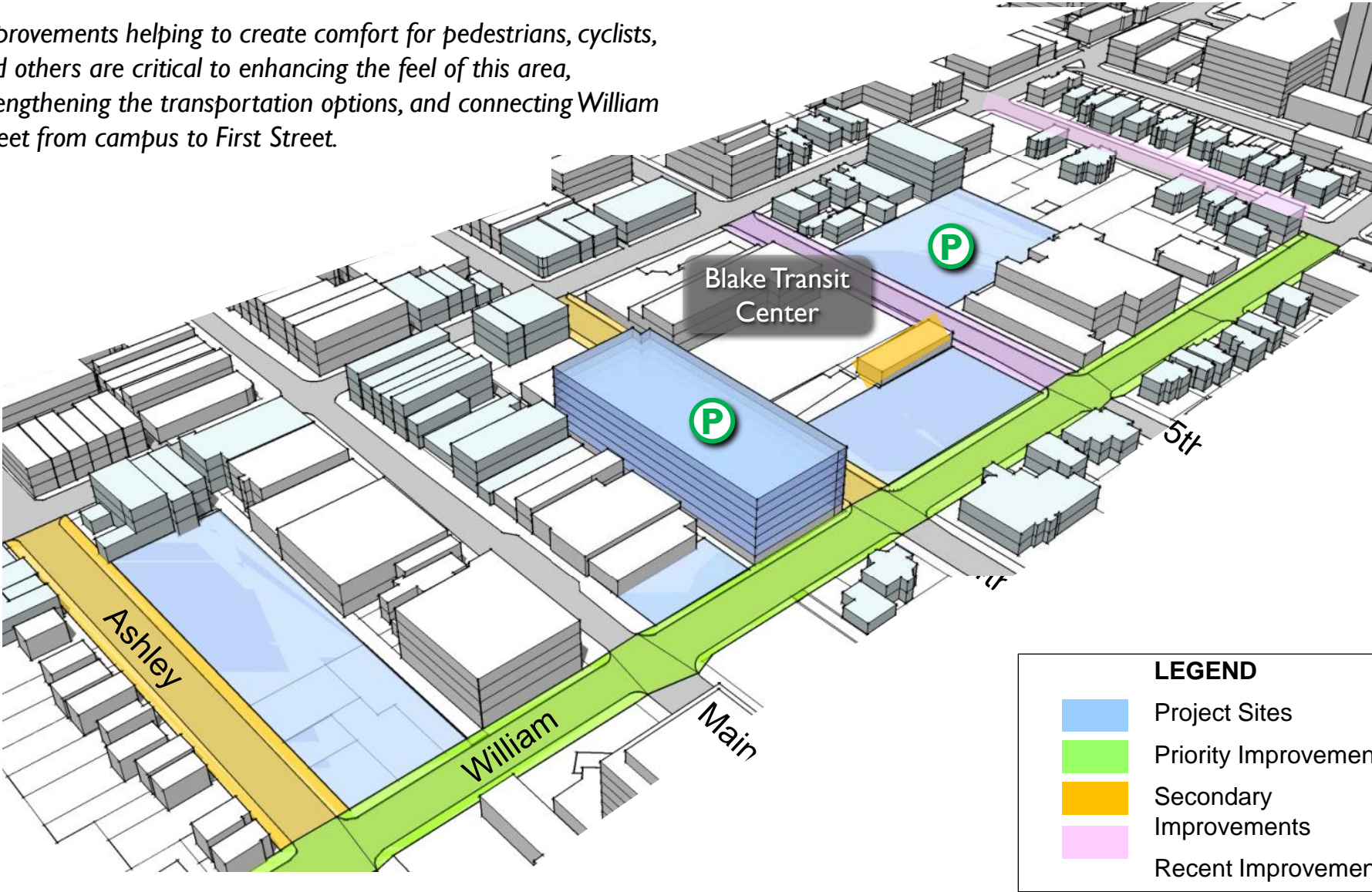


LEGEND

- Project Sites
- Anchor Locations

2. Streetscapes and Transportation

Improvements helping to create comfort for pedestrians, cyclists, and others are critical to enhancing the feel of this area, strengthening the transportation options, and connecting William Street from campus to First Street.



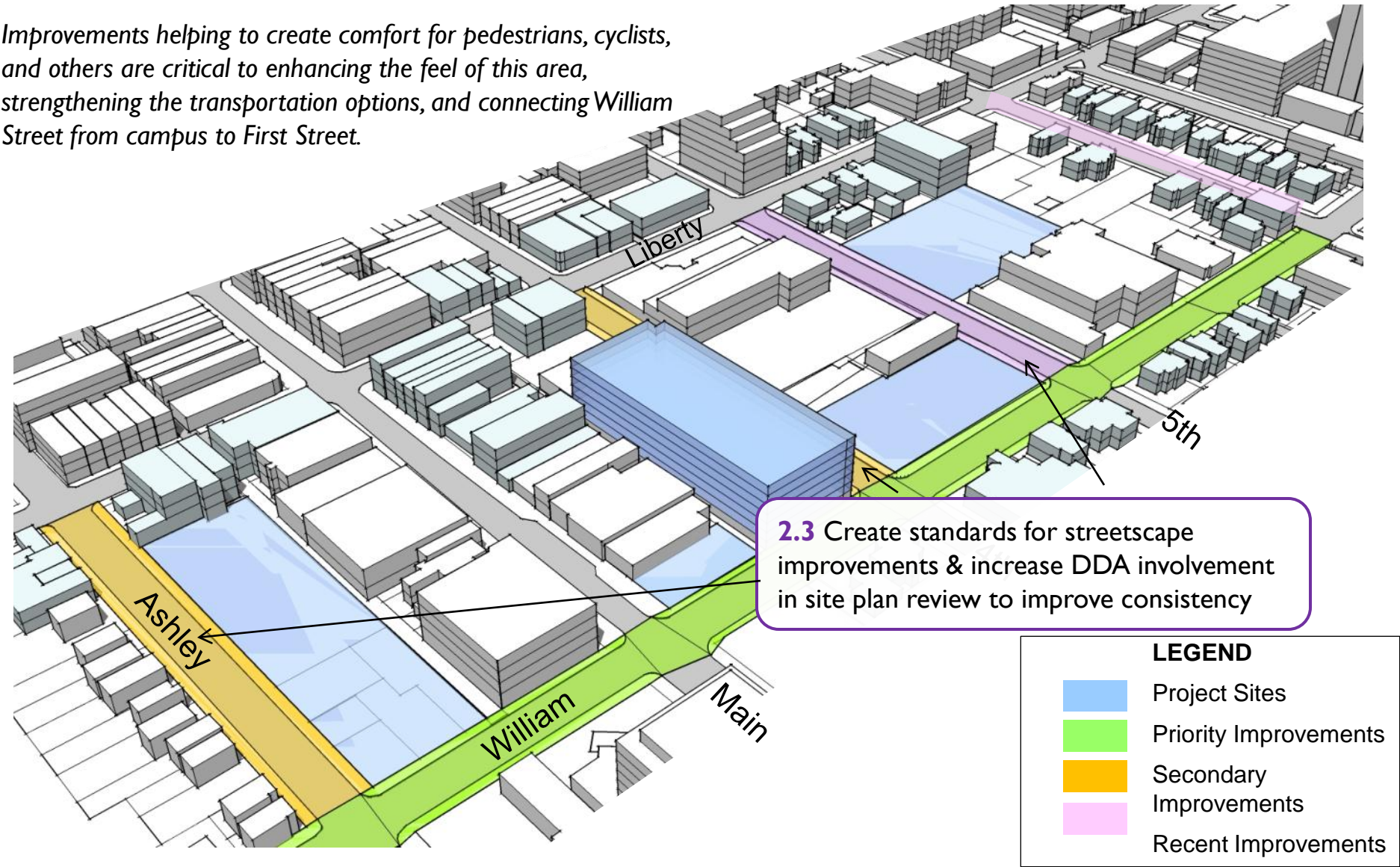
2. Streetscapes and Transportation

Improvements helping to create comfort for pedestrians, cyclists, and others are critical to enhancing the feel of this area, strengthening the transportation options, and connecting William Street from campus to First Street.



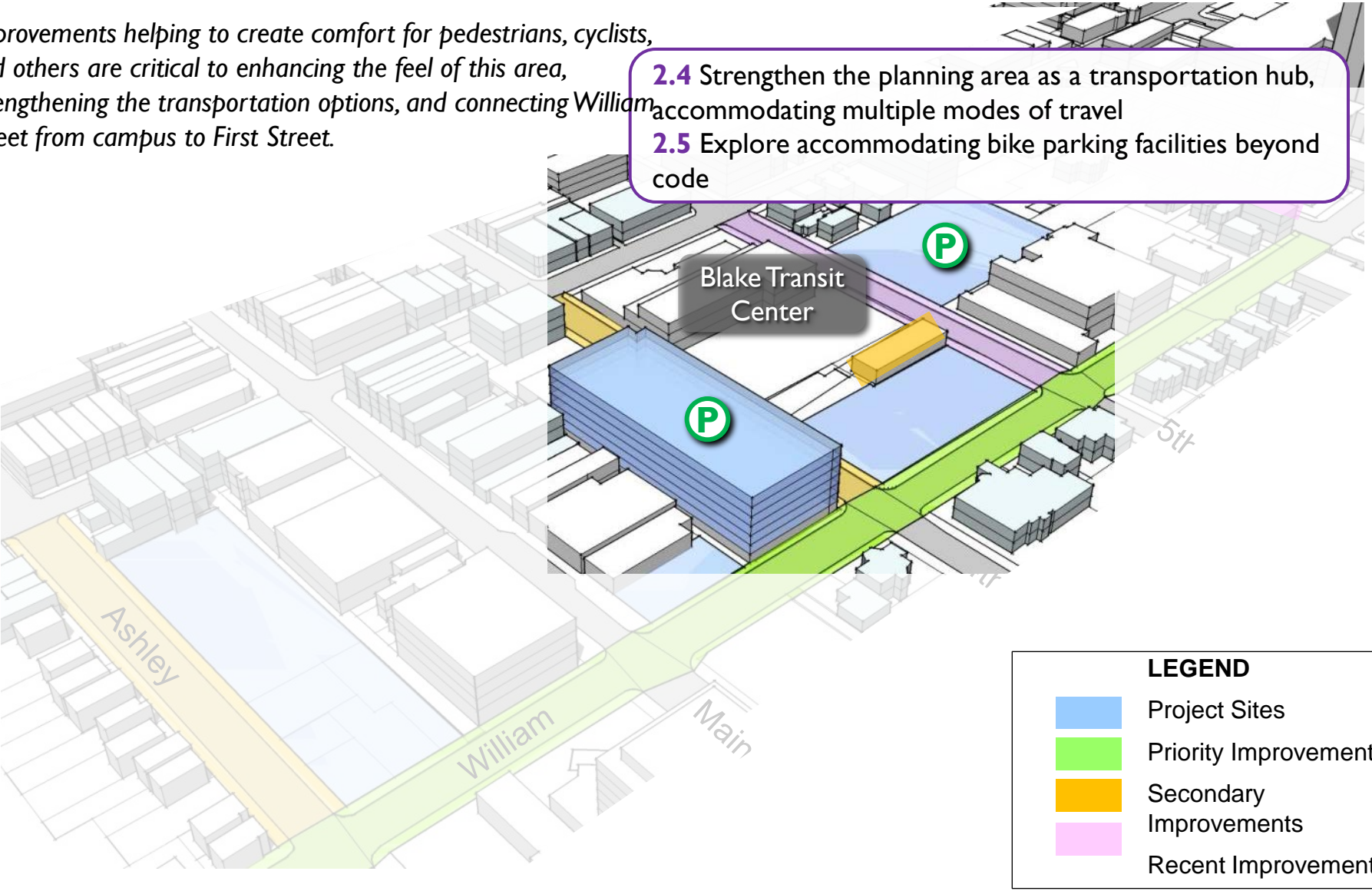
2. Streetscapes and Transportation

Improvements helping to create comfort for pedestrians, cyclists, and others are critical to enhancing the feel of this area, strengthening the transportation options, and connecting William Street from campus to First Street.



2. Streetscapes and Transportation

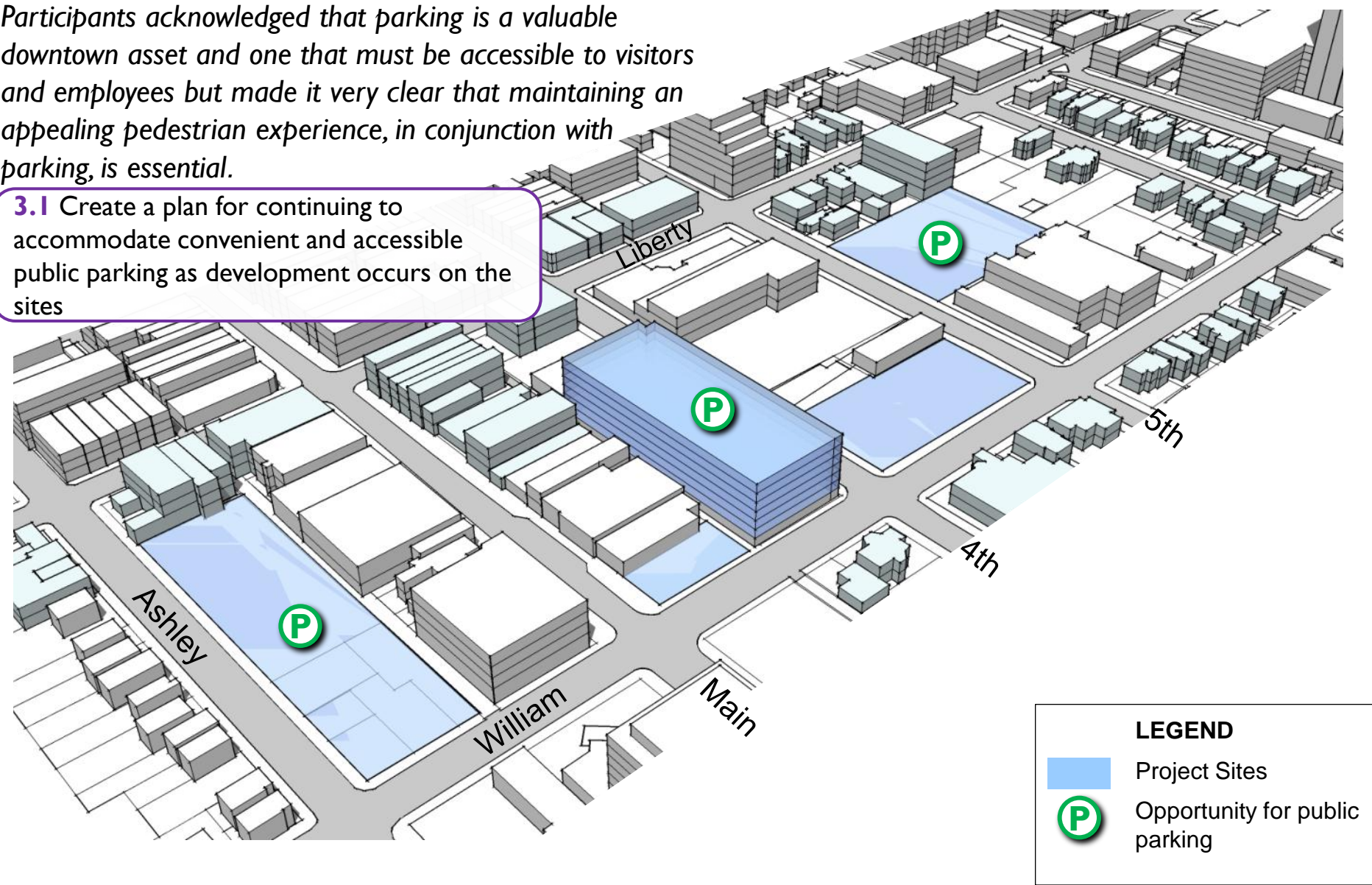
Improvements helping to create comfort for pedestrians, cyclists, and others are critical to enhancing the feel of this area, strengthening the transportation options, and connecting William Street from campus to First Street.



3. Parking

Participants acknowledged that parking is a valuable downtown asset and one that must be accessible to visitors and employees but made it very clear that maintaining an appealing pedestrian experience, in conjunction with parking, is essential.

3.1 Create a plan for continuing to accommodate convenient and accessible public parking as development occurs on the sites



3. Parking

Participants acknowledged that parking is a valuable downtown asset and one that must be accessible to visitors and employees but made it very clear that maintaining an appealing pedestrian experience, in conjunction with parking, is essential.

Site Development

3.2 Must include parking if required to achieve premiums

3.3 Should not include surface parking

3.4 Below grade parking is encouraged

3.5 If above grade structured parking is added, minimize the visibility from the street by incorporating it into the building (*Downtown Design Guideline A.4.3*)

3.6 Service areas must be located in alleys where available, and not on William or Fifth

3.7 Should approach the DDA to discuss parking solutions

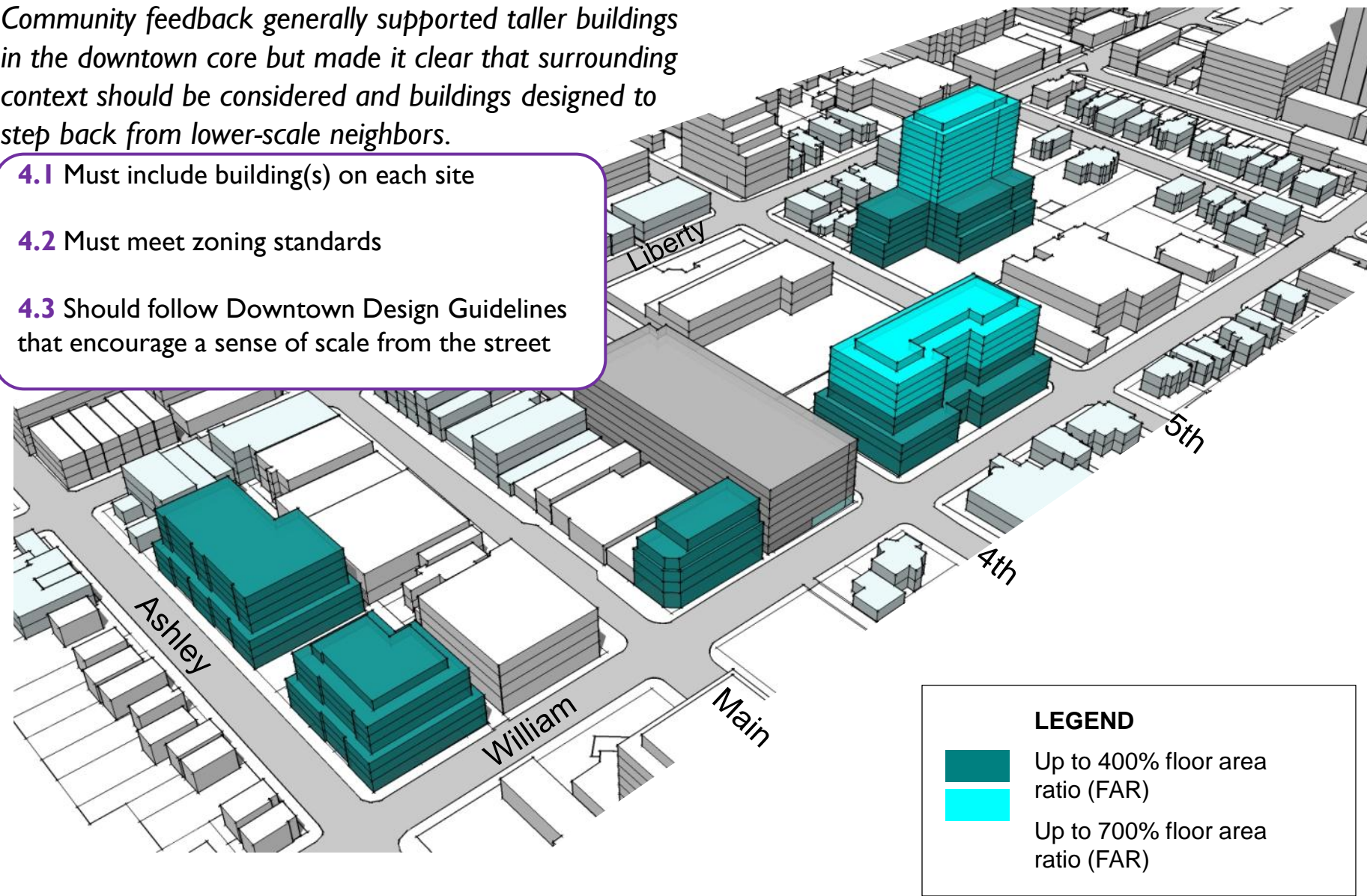
3.5



4. Density & Massing

Community feedback generally supported taller buildings in the downtown core but made it clear that surrounding context should be considered and buildings designed to step back from lower-scale neighbors.

- 4.1 Must include building(s) on each site
- 4.2 Must meet zoning standards
- 4.3 Should follow Downtown Design Guidelines that encourage a sense of scale from the street



4. Density & Massing

Community feedback generally supported taller buildings in the downtown core but made it clear that surrounding context should be considered and buildings designed to step back from lower-scale neighbors.

4.3.1 *Design a building to minimize its impact on adjacent lower-scale areas (Downtown Design Guideline B.1.1)*

4.3.2 *When a new building will be larger than surrounding structures, visually divide it into smaller building modules that provide a sense of scale (Downtown Design Guideline B.1.2)*

4.3.3 *Provide a clear definition between the base and upper floors to maintain a sense of scale at the street level (Downtown Design Guideline B.1.3)*

4.3



5. Land Use

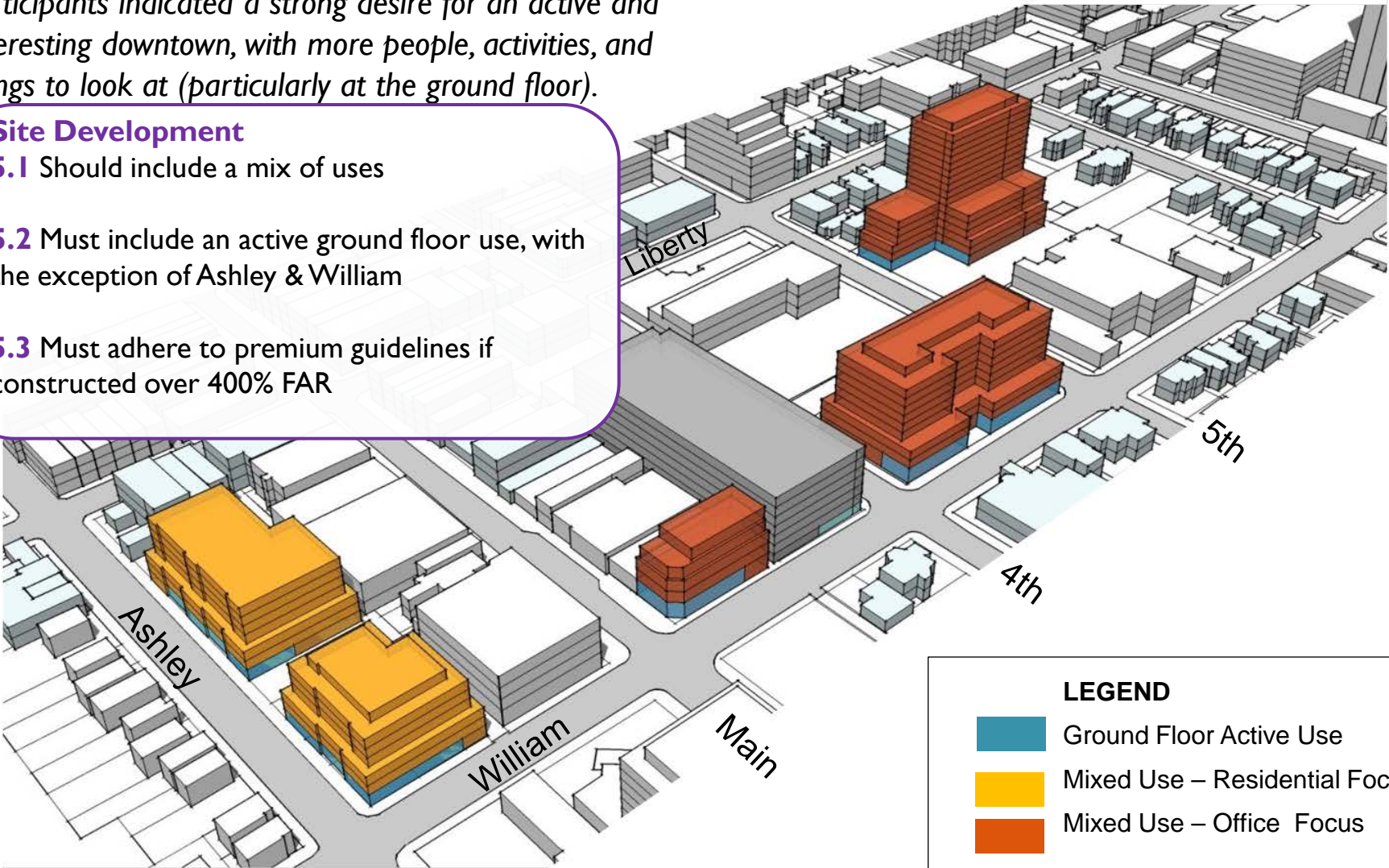
Participants indicated a strong desire for an active and interesting downtown, with more people, activities, and things to look at (particularly at the ground floor).

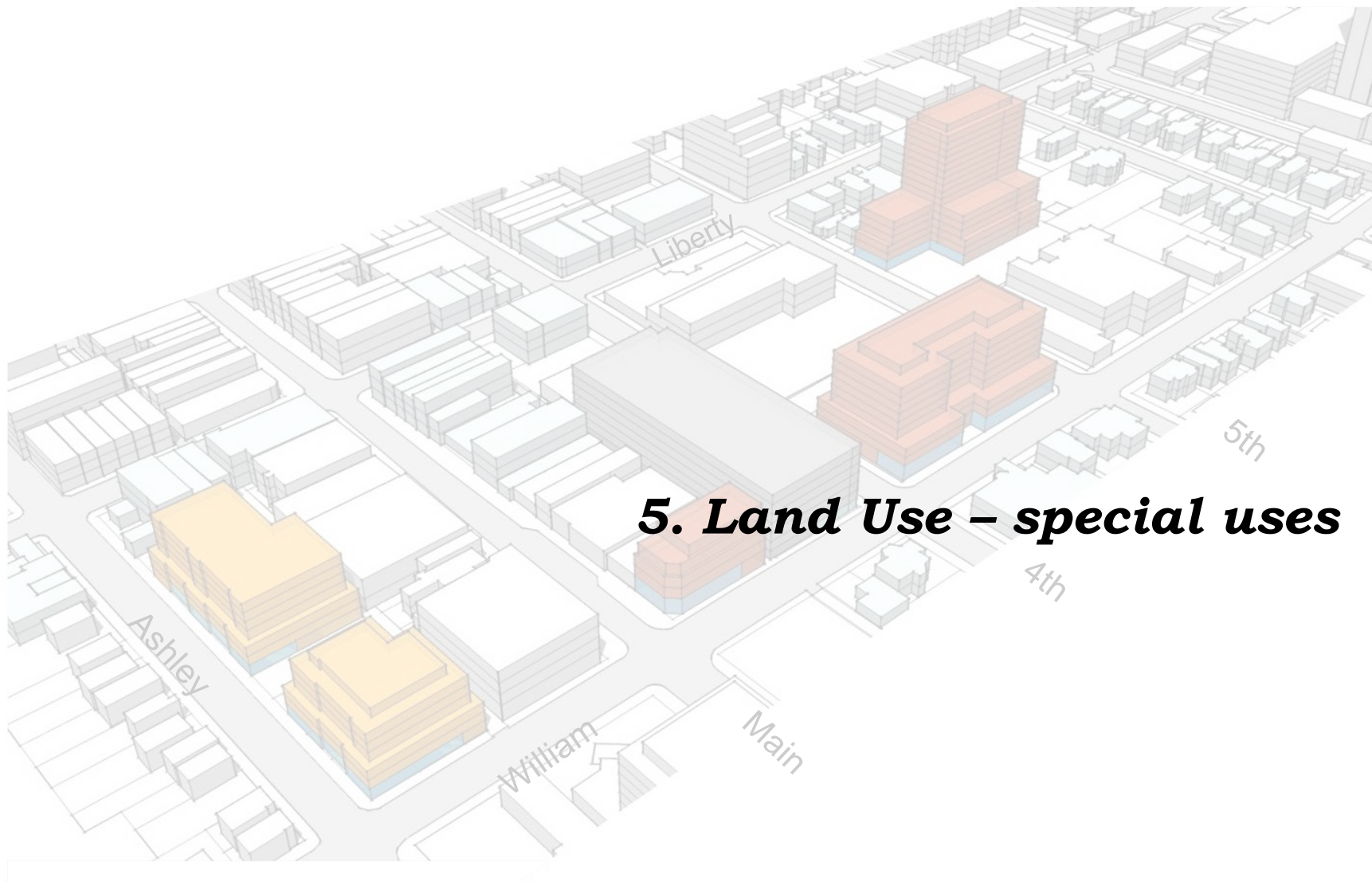
Site Development

5.1 Should include a mix of uses

5.2 Must include an active ground floor use, with the exception of Ashley & William

5.3 Must adhere to premium guidelines if constructed over 400% FAR





5. Land Use - special uses

5. Land Use – Affordable Housing

Affordable housing is an important community value, but there was not community agreement to prioritize it on these four sites. As a result, it is not required on any of the sites but remains an important community goal and is encouraged in the downtown.

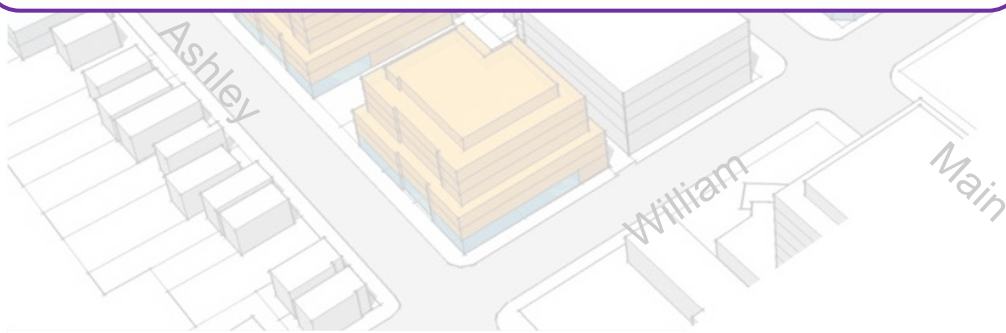
City Council

5.4 Is encouraged to dedicate a percentage of the land sale proceeds for each site into the Affordable Housing Trust Fund

Site Development

5.5 Is encouraged to explore the premiums available with the inclusion of affordable housing

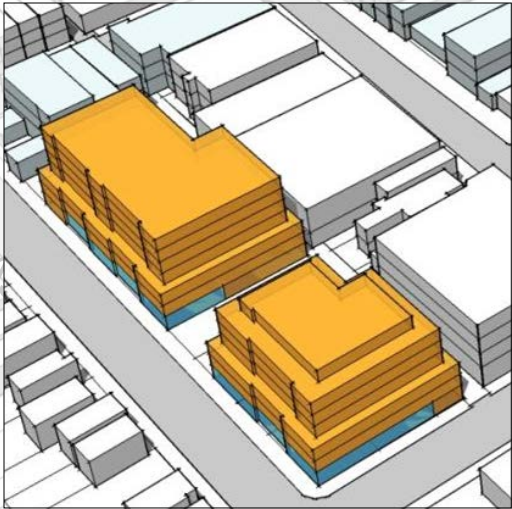
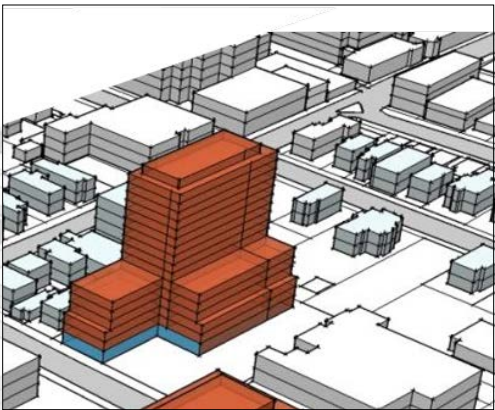
5.6 Should approach the DDA to discuss grant opportunities



5. Land Use – Cultural Use

Community feedback identified cultural uses as valuable, indicating that inclusion of the use is as important as maximizing land value.

Site Development
5.7 Cultural use is a priority for this area, but may not be appropriate for all sites & projects (see site recommendations)



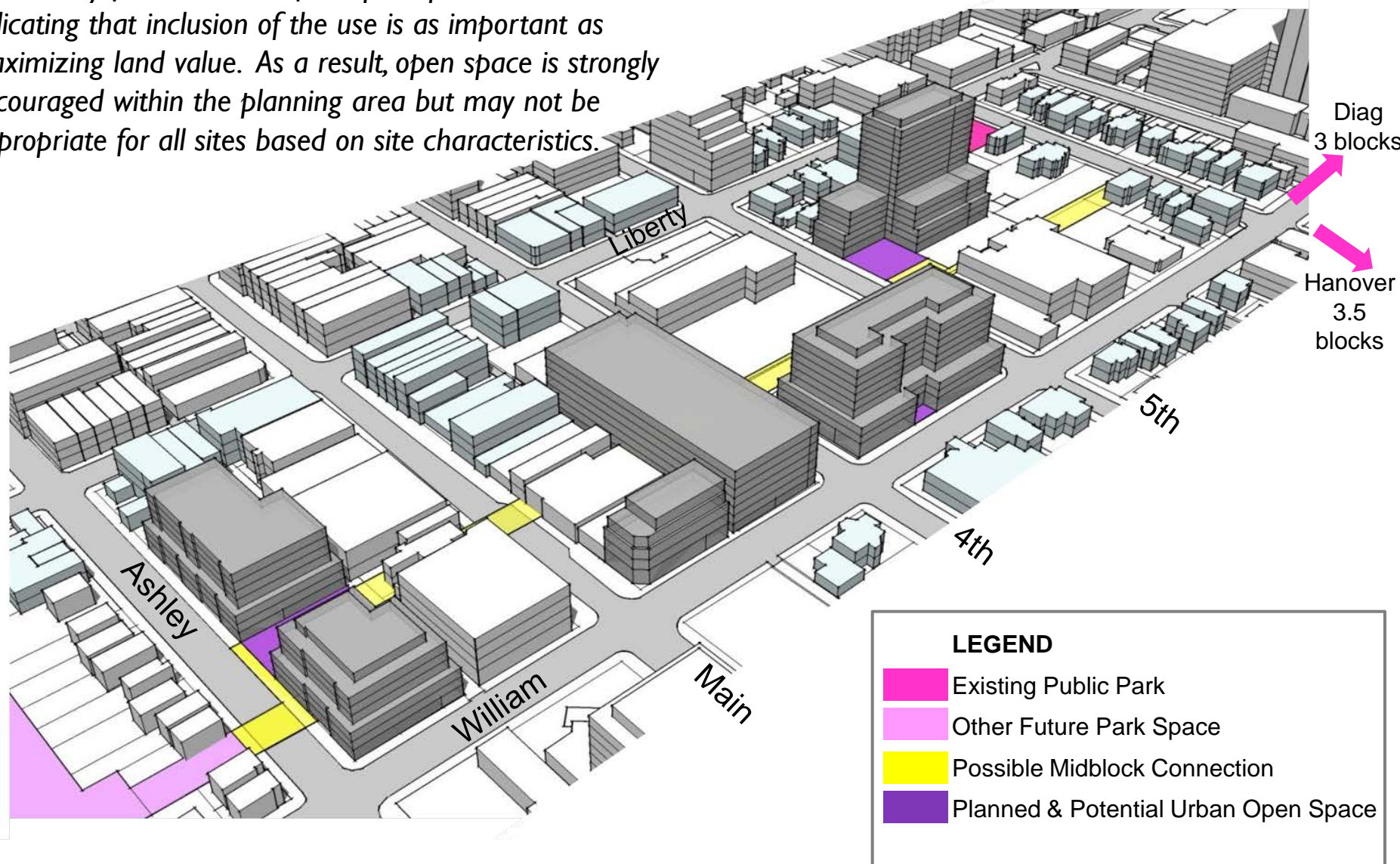
am Main

4th

5th

5. Land Use – Urban Open Space

Community feedback identified open space uses as valuable, indicating that inclusion of the use is as important as maximizing land value. As a result, open space is strongly encouraged within the planning area but may not be appropriate for all sites based on site characteristics.



5. Land Use – Urban Open Space

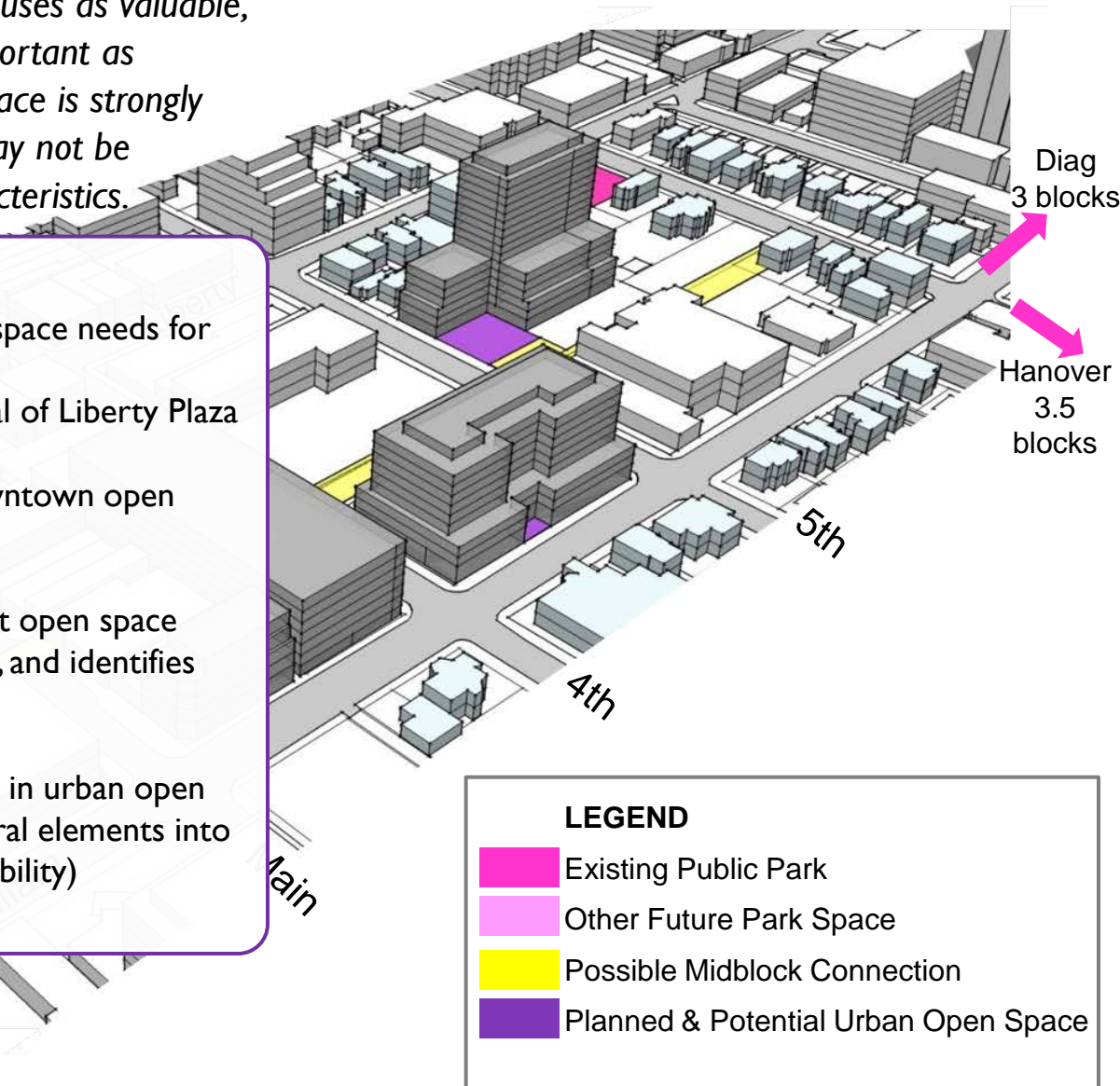
Community feedback identified open space uses as valuable, indicating that inclusion of the use is as important as maximizing land value. As a result, open space is strongly encouraged within the planning area but may not be appropriate for all sites based on site characteristics.

City & DDA

5.8 Explore pursuing an analysis of the open space needs for the downtown

- Create a recommendation for renewal of Liberty Plaza
- Determine if there are additional downtown open space needs
- Develop a plan that prioritizes current open space commitments, strengthens connections, and identifies ongoing funding

5.9 Further support the community's interest in urban open space and green design by incorporating natural elements into other elements (see streetscape and sustainability)



5. Land Use – Urban Open Space

Community feedback identified open space uses as valuable, indicating that inclusion of the use is as important as maximizing land value. As a result, open space is strongly encouraged within the planning area but may not be appropriate for all sites based on site characteristics.

Site Development

5.10 Must adhere to the following guidelines, if open space is included. Development of open space on site:

- Should occur in coordination with building(s) development to encourage synergy
- Must be privately developed, owned, maintained, and programmed (developer may seek partnerships)
- Must be open to the public
- Must be directly adjacent to an active ground floor use, windows, and doors
- Should adhere to the Downtown Design Guidelines that highlight open space



6. Architecture

Participants viewed architectural quality as a key component for maintaining an interesting, attractive downtown and making a successful project. Architecture should complement well-established parts of downtown (such as Main Street) and create a distinct identity where it is currently lacking (such as 5th Avenue).

Site Development

6.1 Must follow standard review procedures with the Design Review Board & the following

Design Review Board:

- Should respond to developers as a single body, with a formal written recommendation

Developer:

- Must meet twice with the Design Review Board
- Must show responsiveness to Design Review Board recommendations



7. Street Edge

Building design that showcases active ground floor uses and invites pedestrian traffic is critical for these core downtown sites, encouraging pedestrians to turn a corner and continue traversing downtown in areas currently lacking interest.

Site Development

7.1 Must include pedestrian entrances, a strong presence, and windows on all streets, sidewalks, and plazas with public access

7.2 Is strongly encouraged to emphasize Downtown Design Guidelines that invite pedestrian activity and interest at the street edge

7.3 Must provide a strong presence and windows on William Street



8. Sustainability

Building design that showcases active ground floor uses and invites pedestrian traffic is critical for these core downtown sites, encouraging pedestrians to turn a corner and continue traversing downtown in areas currently lacking interest.

Site Development

8.1 Is encouraged to pursue sustainable solutions and fulfill LEED if part of a premium

8.2 Emphasize innovative approaches to accommodate stormwater infiltration, native plantings, and solar access (Downtown Design Guideline A.2)

8.3 Should incorporate “urban nature” and sensory garden elements when possible



Draft Recommendations at Street level



Draft Site-Level Recommendations

Applied in addition to overarching recommendations

Midtown Character Intent

Future development should find opportunities to establish an identity for Midtown, increasing its vitality and expanding its offerings.

The intent for this district is higher density development with a strongly defined street edge and active open spaces.



5. Fifth & William Lot (Old Y Lot)

Fifth and William (Y Lot)

1. Adjacencies:

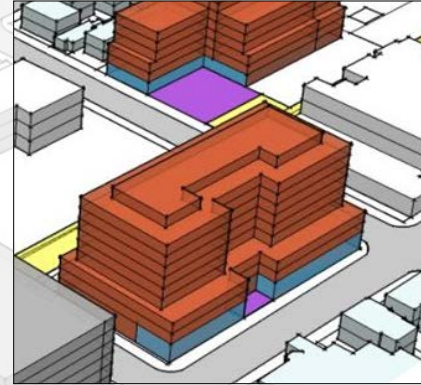
1. Explore pedestrian connection to BTC
2. Explore building over BTC

2. Streetscape:




1. Improvements to 4th Ave, restore 5th Ave

3. Parking:

1. Explore below grade parking and connection to Library Lane



LEGEND

-  Ground Floor Active Use
-  Mixed Use – Residential Focus
-  Mixed Use – Office Focus

5. Fifth & William Lot (Old Y Lot)

1. Density & Massing: around 700%

2. Land Uses:




1. Large floor plate office
2. Residential as a secondary use, if needed to achieve development premiums
3. Explore evening uses
4. Maximize the City's investment made & thus the net proceeds to Affordable Housing Trust Fund

3. Architecture:

1. High quality construction & materials
2. Create an identity for Midtown, take advantage of corner location (Downtown Design Guidelines A.1.3 & A.1.6)



LEGEND

-  Ground Floor Active Use
-  Mixed Use – Residential Focus
-  Mixed Use – Office Focus

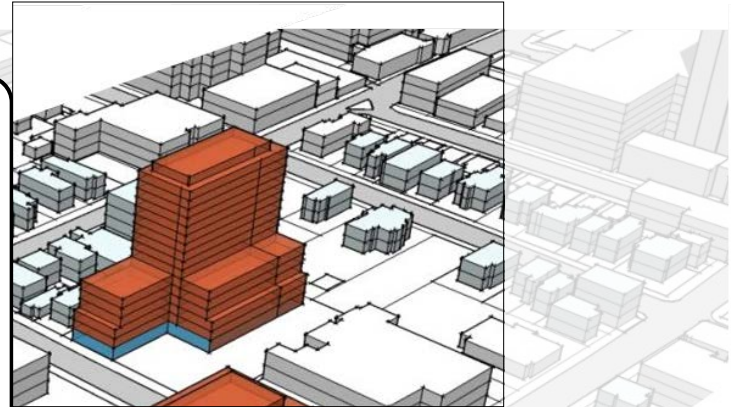
5. Library Lane and Fifth Avenue Lot (Library Lot)

I. Adjacencies:




I. Explore programmatic synergies with the Library

2. Streetscape:

I. Repair 5th Ave and Library Lane to current design standard



LEGEND

-  Ground Floor Active Use
-  Mixed Use – Residential Focus
-  Mixed Use – Office Focus



5. Library Lane and Fifth Avenue Lot (Library Lot)

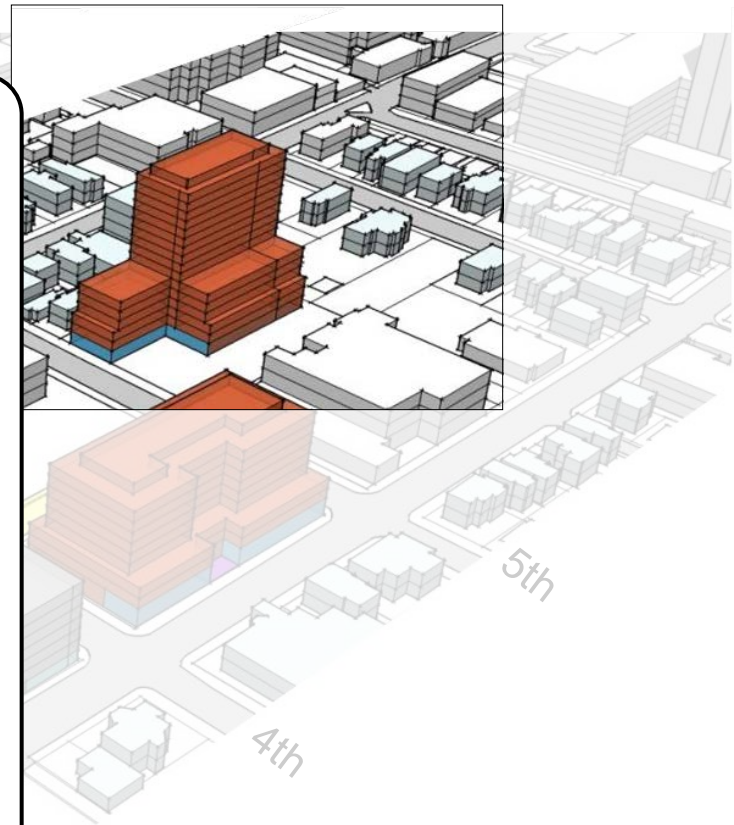
1. Density: around 700%

2. Land Uses:




1. Large floor plate office
2. Residential as a secondary use, to achieve premiums
3. Must have a plaza/urban open space on site
4. Explore evening uses & a cultural venue

3. Architecture:

1. High quality construction & materials
2. Create identity for Midtown, iconic design (Downtown Design Guidelines A.1.5 & A.1.6)

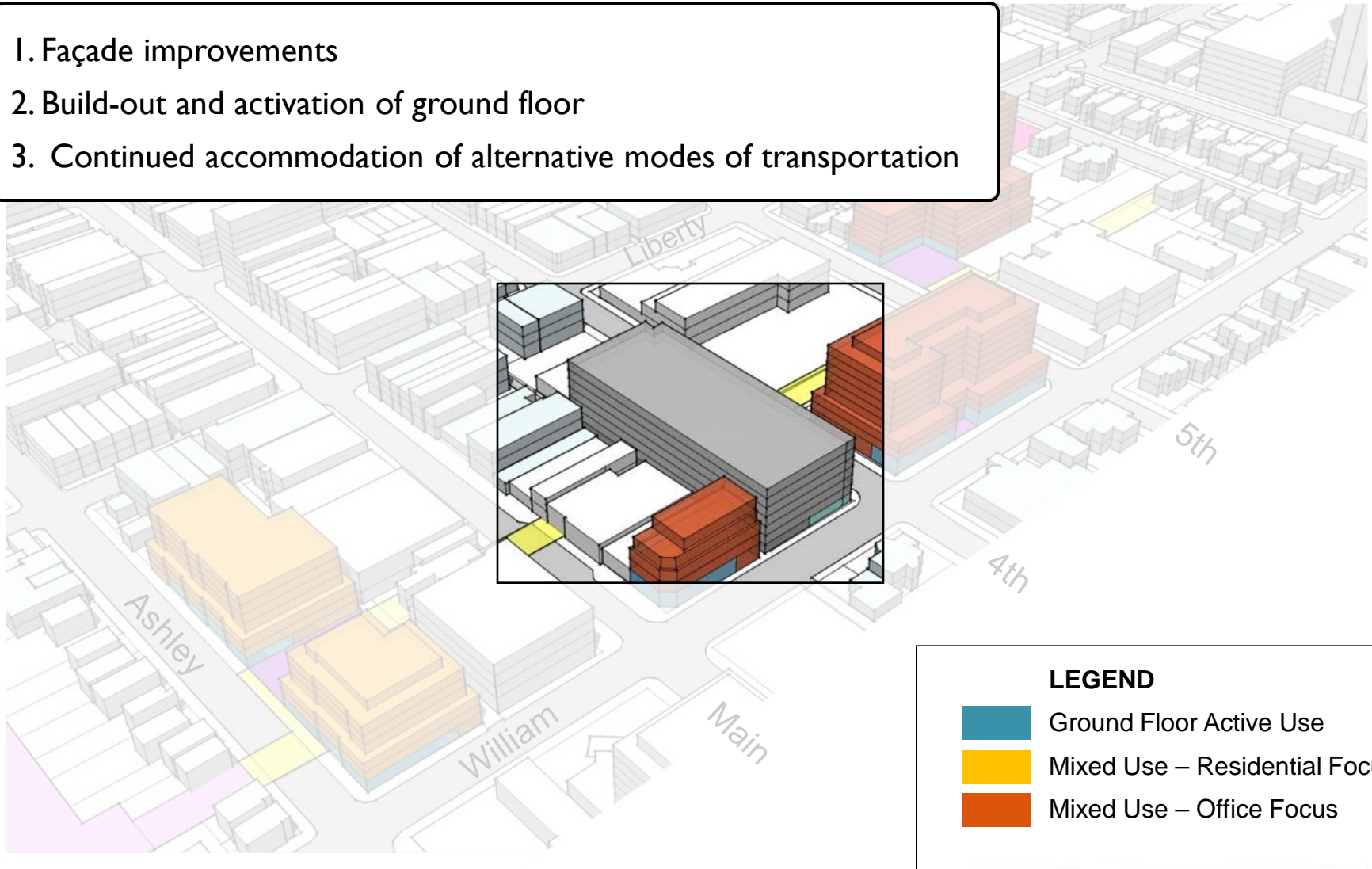


LEGEND

-  Ground Floor Active Use
-  Mixed Use – Residential Focus
-  Mixed Use – Office Focus

5. Fourth & William Parking Structure

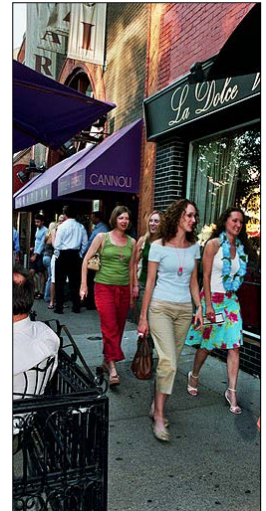
1. Façade improvements
2. Build-out and activation of ground floor
3. Continued accommodation of alternative modes of transportation



Main Street Character Intent

Maintain Main Street as a regional entertainment and business focus.

Enhance the Historic District through maintaining a traditional rhythm of storefronts along the street edge with varying building heights.



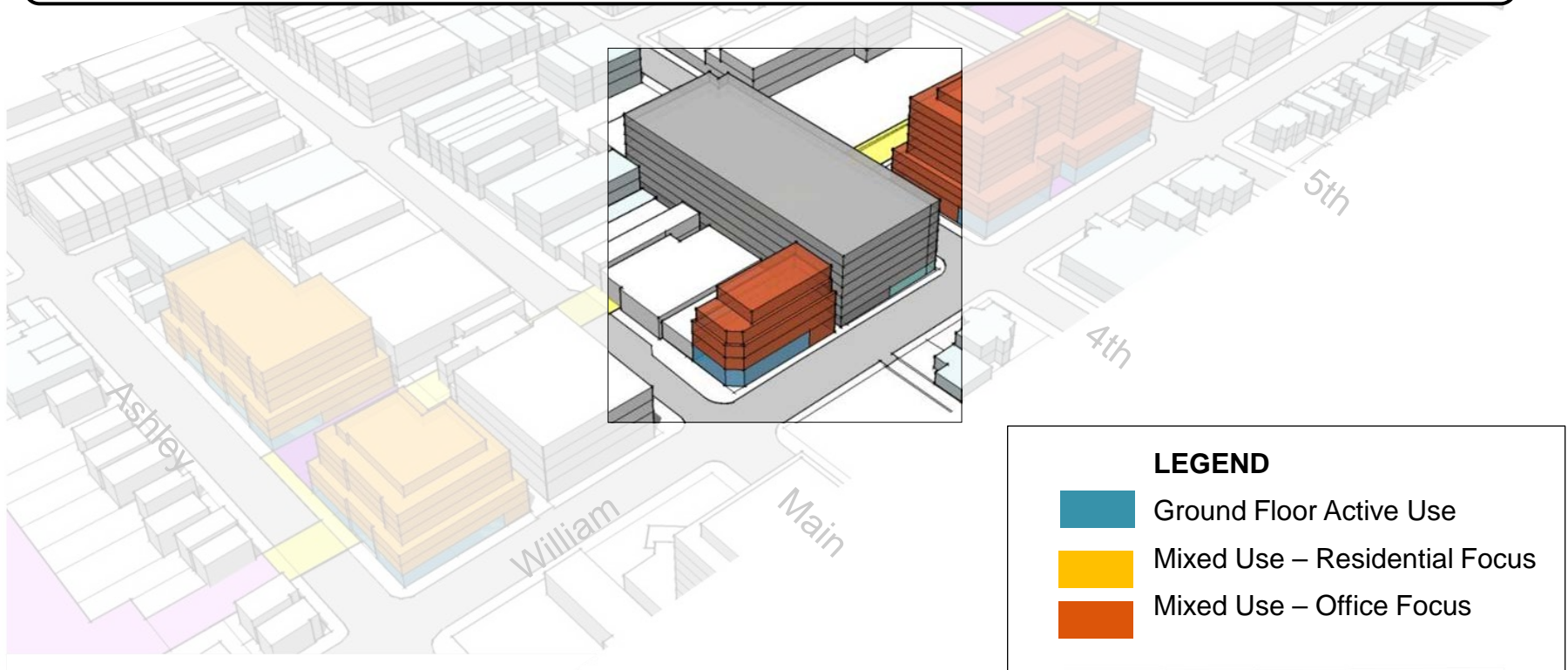
5. Main & William Lot (Palio Lot)

1. Adjacencies:

1. Building should fit within the character and function of Main Street

2. Streetscape:

1. Restore Main Street to current design standard



5. Main & William Lot (Palio Lot)

4. Density: around 400% FAR

5. Land Uses:

1. Refer to overarching

6. Architecture:

1. Durable materials, high quality, complement design character of Main Street

2. Take advantage of corner location - gateway feature (Downtown Design Guideline A.1.3)



5. Ashley & William Lot (Kline Lot)

1. Adjacencies:

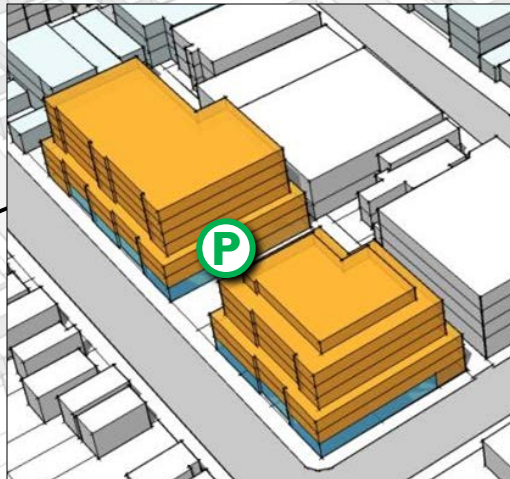
1. Building design should be sensitive to scale and character across Ashley
2. Should enhance the Main Street area as a regional dining, retail, and entertainment attraction

2. Streetscape:




1. Implement Ashley streetscape improvements

3. Parking:

1. Explore with the DDA the possibility of incorporating public parking



LEGEND

-  Ground Floor Active Use
-  Mixed Use – Residential Focus
-  Mixed Use – Office Focus

5. Ashley & William Lot (Kline Lot)

4. Density: 400% FAR

5. Land Uses:

1. Constructed to accommodate active ground floor uses
2. Explore office and residential uses
3. Explore cultural venue
4. Explore mid-block pedestrian connection

6. Architecture:

1. High quality construction and materials



LEGEND

- Ground Floor Active Use
- Mixed Use – Residential Focus
- Mixed Use – Office Focus

Project Next Steps

- Share draft recommendations with the public & get feedback
- Refined recommendations to DDA Board on January 2nd, 2012
- Presentation to City Council, January 14th, 2013

DDA Responsibilities & Next Steps

Make CWS development ready:

- Determine investment in utility upgrades
- Hire a landscape firm for William Streetscape design
- Finalize & approve grant policy for these sites



DDA Responsibilities & Next Steps

Once a plan is approved, the DDA will continue as outlined in the Council Resolution:

- Hire a real estate consultant
- Draft an RFP based on the plan, seek Council approval
- Create decision making tool based on approved plan & objective metrics
- Release the RFP
- Assemble an advisory committee to vet responses according to criteria and make a recommendation to City Council
- Seek City Council approval
- Negotiate sale and other project details
- Seek City Council approval of the agreement & site plan

Example decision tool

| Site Goals (ex/ Madison, WI Capital Gateway project) | Weight | Reviewers Rating | Total |
|--|--------|------------------|-------|
| Catalyst for additional reinvestment | | | |
| High quality architecture | | | |
| Be compatible with & add vitality to neighborhood | | | |
| Bring permanent jobs | | | |
| Maximizes & propels the rebirth of Breese Stevens Field | | | |
| Consistent with Urban Design Guidelines | | | |
| Maximize green building principles | | | |
| Create development consistent with Gateway Corridor Plan | | | |
| Purchase price | | | |