



Memorandum

TO: City of Adrian Downtown Development Authority Board
FROM: Jane Dixon, AICP and the McKenna Team
SUBJECT: **Downtown Development Plan Kick-Off**
DATE: April 4, 2024

We look forward to kicking off the Downtown Development Plan with you at the April 10th Downtown Development Authority Board meeting! During the meeting, we will provide a short presentation on the key topics listed below, followed by a facilitated exercise on the goals and objectives of the 2019 ReInvent Downtown Adrian Strategic Plan.

PROGRESS DISCUSSION

McKenna's presentation will cover the following key topics:

- I. Introductions**
 - McKenna Team
 - DDA Board – What's your favorite part of downtown Adrian?
- II. Scope and Schedule Overview**
 - Project Schedule – see page 2
- III. Review Engagement Strategy**
 - DACC – Development Areas Citizens Council
 - Survey
 - Strategic Workshop
 - Roundtables
- IV. Research and Initial Findings**
 - Demographic Findings / Implications
 - Market Analysis
- V. Review and Confirm Project Goals and Objectives**
 - See exercise and prepare prior to meeting – pages 3 – 9
- VI. Walking Tour**
 - 45 minutes to 1 hour
 - Main Street from Church to Front
 - Winter Street from Front to Maumee
 - Comstock Park

Have a spot you want to stop? Send ideas to Jane Dixon at jdixon@mcka.com



Project Schedule

MEETING / EVENT	APR.	MAY	JUN.	JUL.	AUG.	SEP.	OCT.	NOV.
1. Wednesday, April 10 at 8:00 AM, City of Adrian <i>Kick-Off Meeting with DDA Board and Walking Tour</i>	x							
2. Wednesday, May 8 at 8:00 AM, City of Adrian Working Meeting with DDA Board		x						
3. Wednesday, May 15 at 6:00 PM, City of Adrian DACC Meeting		x						
4. Roundtable Discussions (Date, Time, Location Virtual)			x					
5. Wednesday, June 12 at 8:00 AM, City of Adrian Strategic Planning Workshop			x					
6. Wednesday, August 14, 8:00 AM, City of Adrian Working Meeting with DDA Board					x			
7. Wednesday, August 21 at 6:00 PM, City of Adrian DACC Meeting					x			
8. Monday, October 21 at 7:00 PM, City Commission Chambers City Commission – Public Hearing							x	
9. 1st Reading								
10. 2nd Reading								



Goals Discussion & Exercise

An important step in this planning process is to review and evaluate the current goals of the 2019 Re-Invent Downtown Adrian Plan.

Please review the following worksheet and provide your feedback ahead of the April 10th Board meeting, so there can be a spirited discussion on the DDA goals and objectives.

INSTRUCTIONS

Step 1: Relevancy.

Evaluate whether the listed goal is still relevant or if it has been achieved since the 2019 Plan. Additionally in the table note any revision to the goal that you feel may be necessary.

Step 2: Prioritization.

On each of the following pages, the six (6) goals of the 2019 Strategic Plan are listed. These are represented as listed in the Strategic Re-Invent Downtown Adrian Plan, they do not appear in a ranked order. Please rank them, starting with “#1” as the highest priority for this Plan to address.

The final prioritization will impact the Action Plan of the Downtown Development Plan, which will outline projects to be completed over the next 30-years in the downtown.

Step 3: Objectives.

Consider how each of the goals will be accomplished. Each goal’s related objectives from the strategic plan are listed. Please identify all objectives that are still relevant by providing a checkmark in the associated checkbox.

Step 4: Additional Goals or Objectives.

Underneath each table in which it’s applicable, note any additional goals or objectives that you think are missing and should be included with this update.

Thank you, we look forward to hearing all your ideas and feedback on April 10th!

If you have any questions or comments, please contact Jane Dixon at jdixon@mcka.com



Goals and Objectives Exercise

Check the boxes of objectives you feel are still relevant.

GOAL #1: Institute a High Level of Placemaking in Downtown Adrian

OBJECTIVES:

- 1. Enhance the existing farmers market infrastructure
 - a. Provide more opportunity for residents to access locally grown products
 - b. Provide more opportunity for small entrepreneurs to grow their hobby business
 - c. Create additional activities bringing people into the District
- 2. Most improved façade competitions
 - a. Create a sense of civic pride in District blocks
 - b. Reward improvements
- 3. Annual parade/events/District festivals
 - a. Provide more opportunities to create social capital
 - b. Cement identity of District with residents, youth students and visitors
- 4. Consider joining MSU's "Sustainable Built Environment Initiative" (SBEI)
- 5. Consider joining "First Impressions Tourism" (FIT) program through MSUE
- 6. Consider hosting a charrette process for the waterfront or other high priority development/preservation area in the District

Please Complete for Discussion at the April 10th Meeting:

Is this goal still relevant?

Yes No

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes:



GOAL #2: Partner on City Practices and Procedures

OBJECTIVES:

- 1. Lead by example
 - a. Maintenance and beautification
 - b. Address crime issues
 - c. Positive messages
 - d. Embrace change
 - e. Share the vision
- 2. Aid the City in making it easy to do business the
 - a. Easy to open a business
 - b. Easy to get a permit
 - c. Respond quickly

Please Complete:

Is this goal still relevant?

Yes **No**

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes:



GOAL #3: Continue Efforts to Preserve the DDA District as a Place for Pedestrians, Vehicles and Transit

OBJECTIVES:

- 1. Continually improve the built form
 - a. Wide sidewalks
 - b. Buildings placed at the sidewalk
 - c. Mixed use buildings
- 2. Support the creation of new nodes of activity within or near the District
 - a. Focus on a few places each year
 - b. Start small and grow
- 3. Continually increase the number of points of interest
 - a. Public artwork/historic preservation
 - b. Streetscape improvements

Please Complete:

Is this goal still relevant?

Yes No

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes:



GOAL #4: Grow & Attract Businesses

OBJECTIVES:

- 1. Pop-up retail
 - a. Temporary retail to occupy empty buildings
 - b. Expedited permit process
- 2. Mentor new businesses
- 3. Assist, accelerate, and attract businesses
 - a. Balance between types of businesses (products & services) – Assess procedures currently in place, work with city/county/regional/state partners to adopt best practices

Please Complete:

Is this goal still relevant?

Yes **No**

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes:



GOAL #5: Strengthen Social, Economic and Environmental Capital

OBJECTIVES:

- 1. Strengthen connections within the District
 - a. Walkability
 - b. Meeting daily needs of residents
 - c. Reward outdoor seating/activities for customers and visitors
- 2. Add connections to parks/river
 - a. Build or preserve connections between district and open space areas
- 3. Fix the vacancies
 - a. Temporary pocket parks/event venues
 - b. Temporary pop-up businesses/small entrepreneurs/indoor farm markets
 - c. Incentive process to sell and occupy vacant building within 9 months
 - d. 'Mow Next Door' reward program
- 4. Strengthen partnerships with local college/university/school districts to connect youth and young adults with the District events and opportunities at regular intervals throughout the year

Please Complete:

Is this goal still relevant?

Yes **No**

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes:



GOAL #6: Connect Neighborhoods & Nodes to the District

OBJECTIVES:

- 1. Maintain the sidewalk network
 - a. Have sidewalks on all streets leading to the District
 - b. Wide sidewalks for retail
 - c. Maintain and clear path
- 2. Enhance pedestrian network with crosswalks
 - a. Crosswalks at every intersection
 - b. Make them colorful
- 3. Bicycle infrastructure leading to the District
 - a. Bike lanes
 - b. Bike parking
 - c. Shared lanes
- 4. Enhance transit opportunities
 - a. Consider regular shuttle services to nodes outside the District
 - b. Review timing, safety and cleanliness of bus/shuttle stops
 - c. Review potential opportunities and impact of future automated transportation options
- 5. Develop Crime Prevention Through Environmental Design (CPTED) elements in the District and in connecting areas, where needed
- 6. Implement recommended action steps in 2019 Downtown Parking Study

Please Complete:

Is this goal still relevant?

Yes **No**

Should there be revisions to this goal?

Prioritize this goal, using #1 as the highest priority and #6 as the lowest:

Additional Goals or Objectives to consider:

Notes: