



MCKENNA

Memorandum

TO: City of Adrian Downtown Development Authority Board
FROM: Jane Dixon, AICP and the McKenna Team
SUBJECT: **Downtown Development Plan Kick-Off**
DATE: May 1, 2024

We look forward to providing an update of planning activities and progress toward the Downtown Development Plan with you at the May 8 Downtown Development Authority Board meeting! During the meeting, we will briefly summarize progress and development regarding the items below and be available to answer any questions.

CHECK-IN DISCUSSION

McKenna's presentation will cover the following key topics:

I. Additional Discussion of Goals and Objectives Exercise

II. Survey Summary (*draft survey provided on pages 2- 7*)

- Promotion materials
- Survey topics:
 - Economic vitality
 - Housing options
 - Parking supply
 - Transportation
 - Connections
 - Physical Design
 - Outreach & Organization
 - Promotion
 - Business Support
- Input from Board

III. Next Steps

- Strategic Workshop – Wednesday, June 12th
 - TIF Projections
 - SWOT
 - Strategic Project Investigation
- Stakeholder Interviews
- Development Area Citizens Council

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Survey: Adrian Downtown TIF and Development Plan

The City of Adrian Downtown Development Authority is updating the Downtown Development Plan. The DDA offers this survey to gather ideas from you on how to move Downtown Adrian forward over the next 20 to 30 years.

The results of this survey will fuel the Downtown Plan, which will outline goals and objectives of the DDA, target priority redevelopment sites, organize future projects, and provide a funding and economic development plan.

Thank you for your time and interest in strengthening the future of Downtown Adrian.

Accepting Responses: May 28 – July 7, 2024

Estimated time to complete: 15-20 minutes.

USER CHARACTERISTICS

The following questions help us understand who is providing feedback as well as when and why they visit Downtown Adrian. This produces more detailed, tailored recommendations.

- 1) On average, across all seasons, how frequently do you visit Downtown Adrian?

Choose one.

- Everyday
- Once a week
- Once a month
- Every couple of months
- Once or twice a year
- Never

- 2) When are you most likely to visit Downtown Adrian?

Choose one.

- Weekday morning
- Weekday afternoon
- Weekday evening
- Weekend morning
- Weekend afternoon
- Weekend evening
- Never

- 3) Why do you visit Downtown Adrian?

Choose all that apply.

- Restaurants and bars
- Retail shopping
- Downtown events
- Outdoor recreational activities
- I work in Downtown Adrian
- I live in Downtown Adrian
- Other *(describe)*:

- 4) I am a:

Choose all that apply.

- Adrian resident
- Lenawee County resident
- Downtown business owner
- Downtown property owner
- Downtown employee
- Adrian Elected official
- Adrian board or commission member
- Other *(describe)*:

- 5) What is your age range?

Choose one.

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and above
- Prefer not to respond.

6) What is your race and/or ethnicity?

Choose one.

- White
- Black or African American
- Hispanic or Latino/a/x
- Native American
- Asian
- Native Hawaiian or Other Pacific Islander
- Prefer not to respond.
- Other *(describe):*

ECONOMIC VITALITY

7) Choose the three categories that you find most important to create an economically vital downtown.

Choose up to three.

- Balanced mix of uses / businesses
- Business support and resources
- Recruitment of new businesses
- New and enhanced housing options
- Vacant land activation
- Overall parking supply
- Electric vehicle charging infrastructure
- Transportation opportunities
- Employment opportunities

Feel free to elaborate on responses above.

Business Mix

8) Select the three business types you want to see more of downtown.

Choose up to three.

- Retail: clothes, home goods, toys, games, bike shops, outdoor retailers
- Dining: sit-down restaurants, bakeries, deli, cafes
- Nightlife: Bars, arcades, breweries, and clubs
- Professional offices: doctor, real estate, insurance, etc.
- Personal services: salons, barbers, massage therapy
- Arts and culture: theaters, bookstores, galleries, studios, etc.
- Hospitality: hotels, motels, bed and breakfast
- Other *(describe):*

Housing Options

9) Would you consider living Downtown?

Choose one.

- Yes
- No
- I already live downtown and plan to stay
- I already live downtown and plan to move

10) What type(s) of housing does Downtown need more of?

Select all that apply.

- Townhouses
- Apartment building (20 units or less)
- Apartment building (20 units or more)
- Upper story apartments (low-rise, above retail)
- None
- Other: *(describe):*

Parking Supply

11) Where do you typically park Downtown?
Choose one.

- On-street parking
- City-owned parking lot
- Private business lot
- I use another form of transportation.

12) When visiting Downtown (considering all months of the year), how long does it typically take to find a parking space?
Choose one.

- Immediately / first place I look
- Immediately / first place I look **unless** there is an event going on, then it is longer
- Often must look for a second parking option (less than 5-minutes)
- Often must circle several times to find a spot (5-minutes or more)
- I do not need a parking spot, I typically walk, bike or get dropped off downtown

13) What's the average length of time you park on a typical visit to Downtown Adrian?
Choose one.

- Less than 30 minutes
- 30 minutes to 1 hour
- 1-2 hours
- 2-3 hours
- More than 3 hours
- Overnight

Transportation Opportunities

14) What type of transportation do you currently use most frequently **to get to** Downtown Adrian?
Choose one.

- Drive (personal vehicle)
- Walk or Mobility Device (i.e., wheelchair)
- Bike
- Public-transit
- Ride-share (i.e., friend/family, Uber, Lyft, etc.)
- Other: *(describe):*

15) Once you are in Downtown Adrian, do you find the area easily navigable by foot or mobility device?
Choose one.

- Yes
- No

16) What would make downtown safer, more accessible, and more walkable?
Describe.

Employment Opportunities

17) What types of employment opportunities do you wish were available downtown?
Describe.

Creating Connections

18) Would you like to see gateway signs that identify downtown Adrian?

- Yes
- No
- Unsure

19) If you are a student, faculty, or staff member of Adrian College or Sienna Heights, what would make it easier to get to downtown from campus?

20) If you live in the adjoining neighborhoods, what would make it easier to get to downtown from where you live?

DESIGN

21) Below are several examples of how Adrian can make downtown more inviting and attractive. Select the five categories that you find most important for Downtown Adrian.

Choose up to five.

- Storefronts
- Building architecture
- Building materials
- Signs
- Wayfinding / Directional signage
- Windows
- Roads
- Alleys
- Sidewalks
- Crosswalks
- Street trees
- Seating
- Trash receptacles
- Public art: murals and sculptures
- Bicycle racks
- Trail network
- Playground / Parks
- Open space
- Streetscape free from litter and weeds
- Historic building rehabilitation
- Decorative lighting

Feel free to elaborate on responses above.

22) How would you rate the physical appearance of Downtown Adrian today?

(1 = really good; 5 = really bad)

23) How can the appearance of Downtown be improved?

ORGANIZATION

24) Below are several ways for the DDA to increase capacity. Select the two categories that you find most important for Downtown Adrian.

Choose up to two.

- Fundraising
- Volunteer recruitment and development
- Fostering collaboration between businesses
- Hold annual or bi-annual downtown business meetings with the larger community
- Seek partnerships with other community or county organizations
- Not sure.

Feel free to elaborate on responses above.

25) How likely would you donate to the DDA?

Choose one.

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

26) How likely would you volunteer to be on a DDA committee?

Choose one.

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

27) Would you like to be contacted by the DDA for donation, volunteer, or committee opportunities?

Choose one.

- Yes
- No

PROMOTION

28) How can Downtown Adrian promote and create more activity in downtown.
Choose up to three.

- Market downtown as a food and beverage destination
- Market downtown as an outdoor recreation hub
- Social media campaigns
- More street festivals / carnivals
- Parades
- More special events
- Directory of downtown businesses
- Wayfinding signs to guide visitors to the downtown district

Feel free to elaborate on responses to the previous question.

29) What events and festivals do you wish were in Downtown Adrian that are not there today?
Select up to three.

- Live music and concerts
- Carnivals (rides)
- Parades
- Youth-focused (e.g., scavenger hunts)
- Food / Wine / Beer - focused
- Recreation events (marathons, races, etc.)
- Plays and cultural entertainment.
- Other: *(describe):*

30) What populations do you wish to attract to Downtown Adrian?

- Older adults
- Families with children
- Childless couples
- Singles
- Teens
- Seniors
- Remote workers
- Retirees

31) How do you hear about DDA events and programs?
Select all that apply.

- Mail
- E-mail
- Text message
- Facebook
- Instagram
- City website
- Flyer in the downtown
- Word of mouth
- Public meetings (council, planning commission)
- Other: *(describe):*

BUSINESS RESOURCES

32) If you are a property or business owner, what resources would be most helpful?
Choose up to three.

- I am not a property or business owner downtown
- Grant program for façade and signs
- Design assistance for façade and signs
- Financial incentives / tax breaks to develop
- Marketing support
- Training on operating a website
- Training on finances and accounting
- Streetscape improvements: lighting, art, seating
- Shared dumpsters / trash collection
- Special events / activities
- Wayfinding / directional signage
- More residential housing development
- Develop and activate vacant property
- Other *(describe):*

FINAL THOUGHTS

The following questions are open-ended and optional.

33) What is one project that would you like to see Adrian do as it relates to the continued growth and improvement of the downtown? *Open Response*

34) What do you feel is the greatest challenge facing downtown Adrian? *Open Response*

35) Please include any other thoughts you have regarding Downtown Adrian. Thank you for your feedback!
Open Response

Share your email address below if you would like to receive updates on the progress of the Downtown Adrian Development and Tax Increment Financing Plan.

THANK YOU for your time and interest in moving Downtown Adrian forward

