

# REQUEST for DEVELOPER QUALIFICATIONS



23333  
FARMINGTON  
ROAD  
**Farmington,  
Michigan**

## TIMELINE

RFQ released:  
**08/17/2022**

Site Showcase  
event: **08/31/2022**

RFQ proposals due:  
**10/17/2022**

Evaluation period:  
**10/18/22 – 11/18/22**

Finalists teams  
notified: **11/21/2022**

Finalist teams  
presentation to  
evaluation committee:  
**December 2022**

Finalize terms of a  
development and  
purchase agreement:  
**January 2023**



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**



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This document was made possible by a Redevelopment Ready Site grant from the Michigan Economic Development Corporation through its partnership with the Michigan Municipal League, Place + Main Advisors, and Archive DS.



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PLACE + MAIN

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# REDEVELOPMENT OPPORTUNITY

## 23333 FARMINGTON ROAD

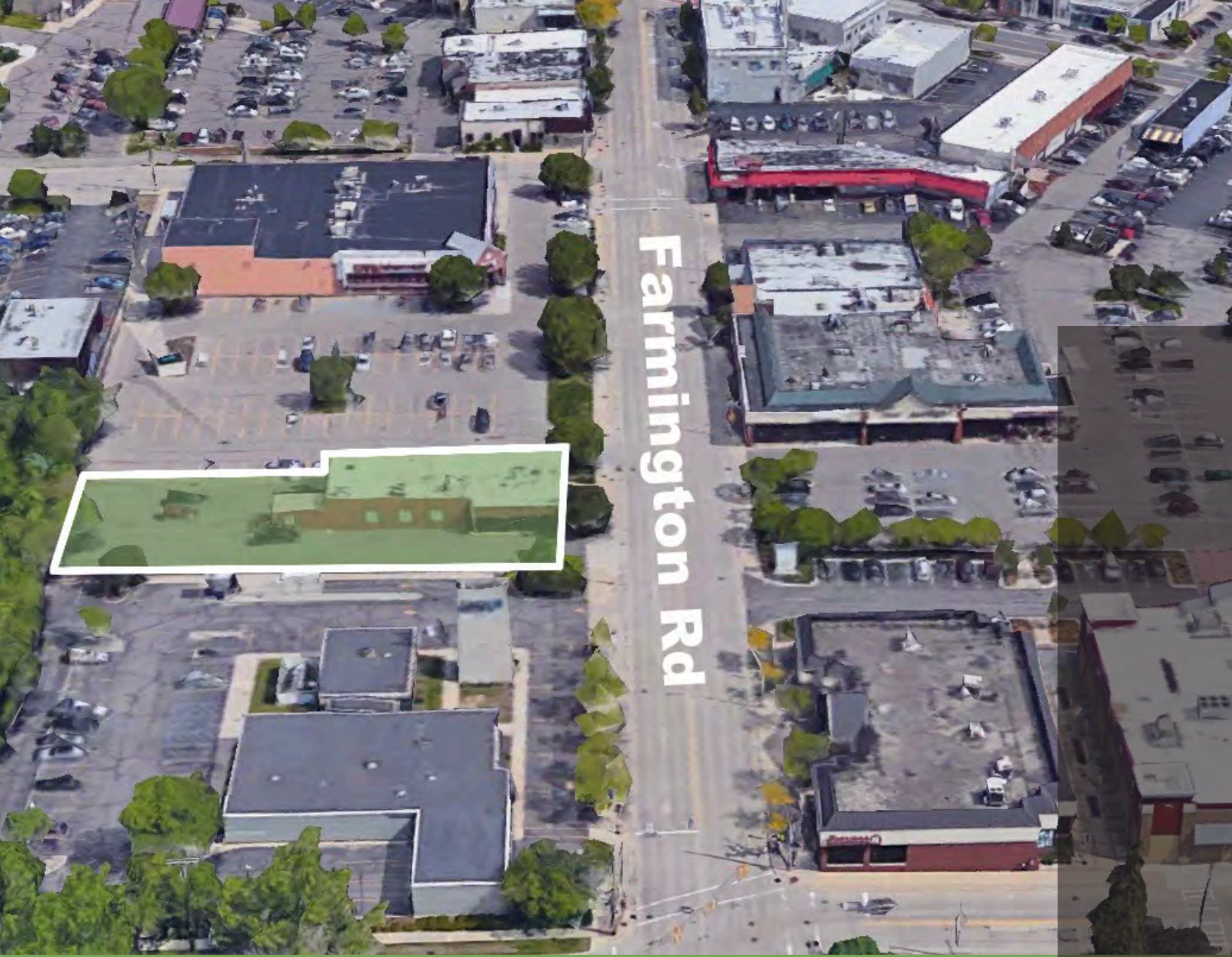
### FARMINGTON, MI

This site, located at 23333 Farmington Road in Farmington, MI, is a .36-acre site with an approximate 4,000 square foot single-story commercial building. Located in beautiful downtown Farmington, this site is directly across from Downtown Farmington Center, home to a Fresh Thyme Market grocery store as well as numerous other retail tenants.

Historic Downtown Farmington is a highly walkable and bustling commercial district. In addition to maintaining many of its historic buildings, it is home to the Farmington Civic Theatre, one of the few old-fashioned first-run movie theaters in the Metro Detroit area.

This opportunity is a single site, located between CVS Pharmacy and Chase Bank. For more than forty years, the site has been home to Castle Dental Labs, a family-owned and operated business. The Kopczyk family, owners of Castle Dental Labs, are working collaboratively with the City of Farmington to redevelop this site.





## SITE OVERVIEW

The .36-acre site is owned by the Kopczyk family, through their company Castle Dental Labs. The property contains an approximately 4,000 square foot single story commercial building built in 1951.

**Asking Price:** \$625,000.00

**Address:** 23333 Farmington Road, Farmington, MI 48336

**Parcel ID:** 23-28-280-013

**Walk Score:** 79

**Zoning:** Central Business District (CBD)

# About City of Farmington



**Location:** The City of Farmington is located in southeastern Michigan in the southern part of Oakland County. The City is bordered on three sides by the City of Farmington Hills and on the south by the City of Livonia, which is in Wayne County.

The City of Farmington is located in metropolitan Detroit. Being a heavily urbanized region is taken into consideration for all planning, including community planning. As a result of community traditions and significant jointly-operated programs between Farmington and Farmington Hills, many area residents are unaware of geopolitical boundaries.

**Transportation:** Several major highways service the City. Grand River Avenue is a major east-west corridor through downtown Farmington. Farmington City Hall, which is centrally located in the City, is about five miles from Telegraph Road on the east and I-96 on the south. I-696 is about three miles north and I-275 about three miles west. The M-5 Freeway runs through the City and Eight Mile Road is on the southern border.

Because of the excellent highway system, most sections of the metropolitan area are readily available to Farmington's residents. Since the opening of the Walter Reuther Freeway, I-696, even the far east side is less than an hour's drive. A number of specialized facilities provide professional sports, popular music and various events year round. Similarly, people from other communities utilize Farmington's parks and patronize commercial recreational facilities in the City.

**Physical Resources:** The Great Lakes are the dominant physical resource in the region and a number of inland lakes reinforce the popularity of water sports and water-based activities. Lake St. Clair, the Detroit River and Lake Erie are all within an hour's drive and attract boaters, swimmers and fishermen. Farmington is about 25 miles from Lakes St. Clair and Erie, and most of the Detroit River is somewhat close. The area to the west, from southwest to northwest, offers a variety of environments: hilly, wooded, agricultural, suburban, small towns, lakes and rivers.

The Upper Rouge River flows from Farmington Hills southward through the north and eastern portions of the City. The River valley is a distinct topographic feature that contributes to Farmington's unique character. The northern segment of the River's floodplain is occupied by parkland (Shiawassee Park). In addition, Farmington has several contiguous wooded areas, which combined, provide a continuous natural habitat that forms a natural wildlife link throughout the City.



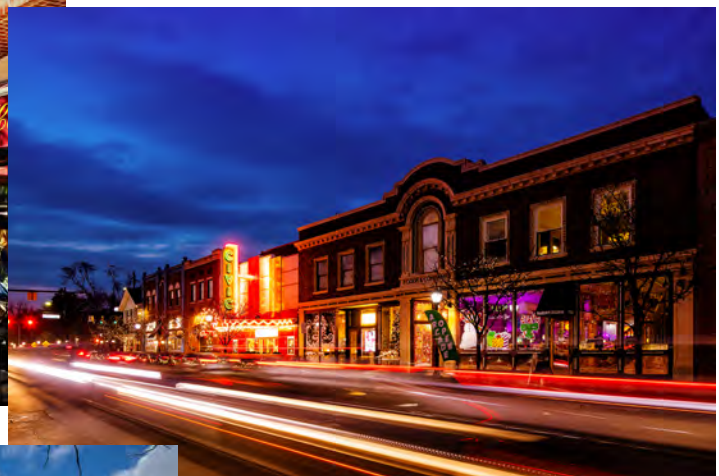
# About Downtown Farmington



Brimming with small-town charm and boasting all the modern amenities, Farmington is a community proud of its past and looking forward to a bright future.

Founded over 180 years ago, Farmington is the result of generations seeking – and finding – a better place to work, live and raise families. Downtown Farmington has grown up around a hub of commercial activity along Grand River Avenue.

Downtown Farmington has retained many of its classic, historic buildings. The landmark Farmington Civic Theater is one of the few old-fashioned movie houses still in operation in the region. The unique blend of timeless architecture and modern shops make strolling through Downtown Farmington a truly enjoyable experience.



# NEARBY AMENITIES

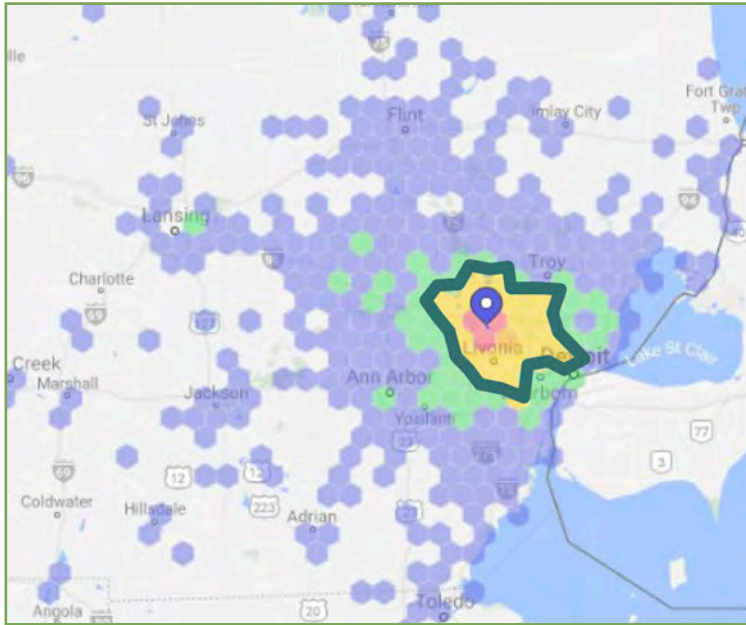


- 1 Grocery Store
- 2 Pharmacy
- 3 Pharmacy
- 4 Library
- 5 Farmer's Market (Summer)/Skating Rink (Winter)
- 6 Movie Theater
- 7 Post Office

In addition to the amenities above, Downtown Farmington is home to more than ten eateries and the Syndicate, a social district allowing patrons to stroll through downtown with a beverage from participating merchants.

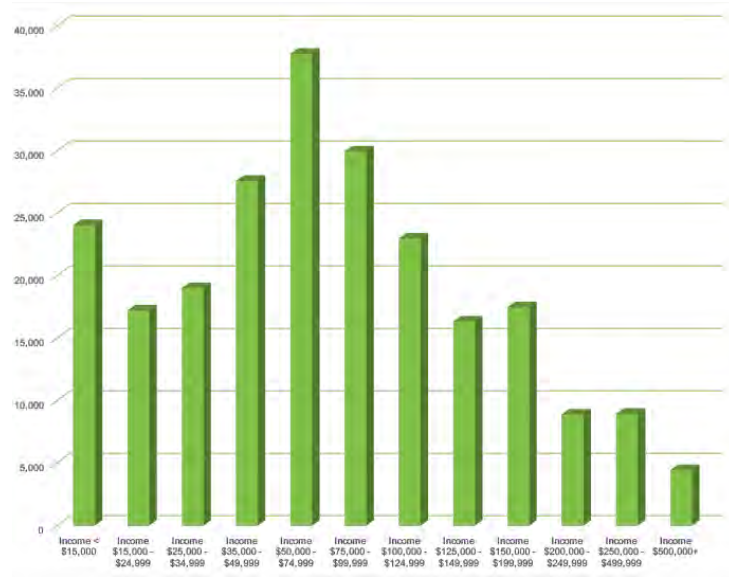
# Downtown Farmington's Primary Trade Area

Using geofencing technology to determine where visitors and residents of the region come from, Farmington's primary trade area was established as outlined below. The data used in this report draws from this primary trade area using data from Claritas and further extrapolated by Place + Main Advisors, LLC. The data contained herein is presented in good faith to help inform potential developers and businesses owners. This data alone does not guarantee success.



## Population + Household Growth

Year	Population
2000 Census	614,926
2010 Census	557,263
2022 Estimate	552,190
2027 Projection	554,297
Year	Households
2000 Census	243,796
2010 Census	230,439
2022 Estimate	234,621
2027 Projection	237,249



## Household Income

Income Range	Number of Households
< \$15,000	24,045
\$15,000 - \$24,999	17,223
\$25,000 - \$34,999	19,007
\$35,000 - \$49,999	27,589
\$50,000 - \$74,999	37,765
\$75,000 - \$99,999	29,948
\$100,000 - \$124,999	22,975
\$125,000 - \$149,999	16,319
\$150,000 - \$199,999	17,481
\$200,000 - \$249,999	8,889
\$250,000 - \$499,999	8,942
\$500,000+	4,438

**\$96,773.00**

*2022 Est. Average Household Income*

**\$68,975.25**

*2022 Est. Median Household Income*



# Retail Demand

Based on Primary Trade Area  
Best Fits for Property Shown



## Full-Service Restaurant (NAICS 722511)

2022 Demand (\$)	\$514,615,705
2022 Supply (\$)	\$484,566,164
Opportunity Gap/Surplus (\$)	\$30,049,541
2027 Demand (\$)	\$576,510,771
Projected 2027 Gap/Surplus (\$)	\$91,944,607
Current Maximum Supportable Sq Ft	49,262
Projected Maximum Supportable Sq Ft	150,729



## Home Furnishings Stores (NAICS 4422)

2022 Demand (\$)	\$137,385,731
2022 Supply (\$)	\$124,627,096
Opportunity Gap/Surplus (\$)	\$12,758,635
2027 Demand (\$)	\$143,622,241
Projected 2027 Gap/Surplus (\$)	\$18,995,145
Current Maximum Supportable Sq Ft	60,467
Projected Maximum Supportable Sq Ft	90,024

## Pet and Pet Supplies Stores (NAICS 45391)

2022 Demand (\$)	\$48,488,105
2022 Supply (\$)	\$31,791,574
Opportunity Gap/Surplus (\$)	\$16,696,532
2027 Demand (\$)	\$50,727,446
Projected 2027 Gap/Surplus (\$)	\$18,935,872
Current Maximum Supportable Sq Ft	53,860
Projected Maximum Supportable Sq Ft	61,083

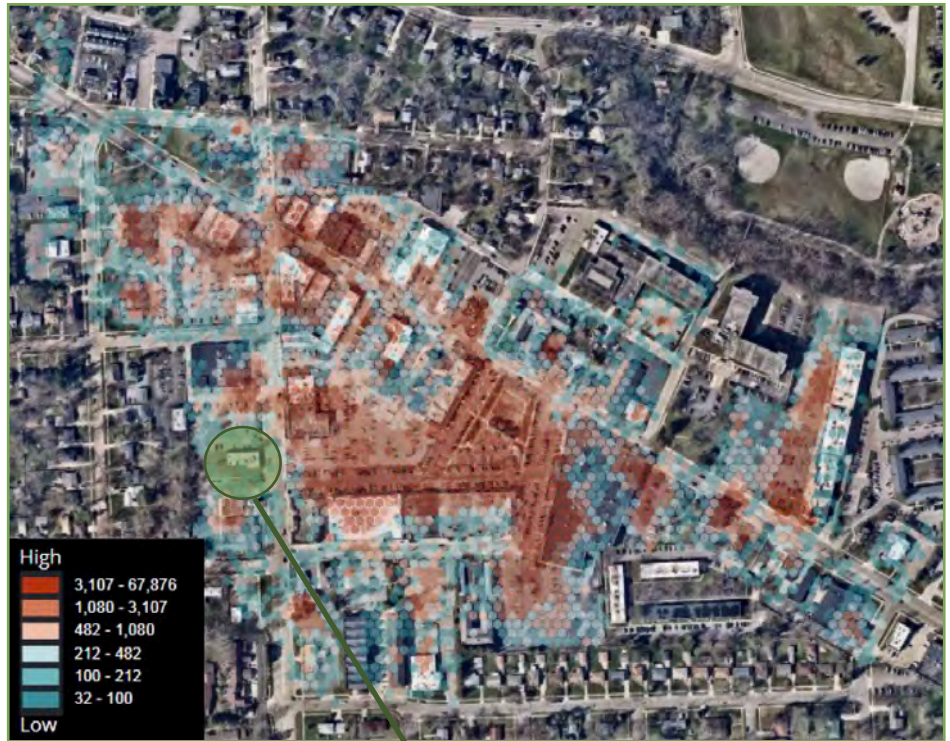


Source: Claritas, Place + Main Advisors, 2022

# Downtown Farmington Visitor Data

## Where Visitors Go

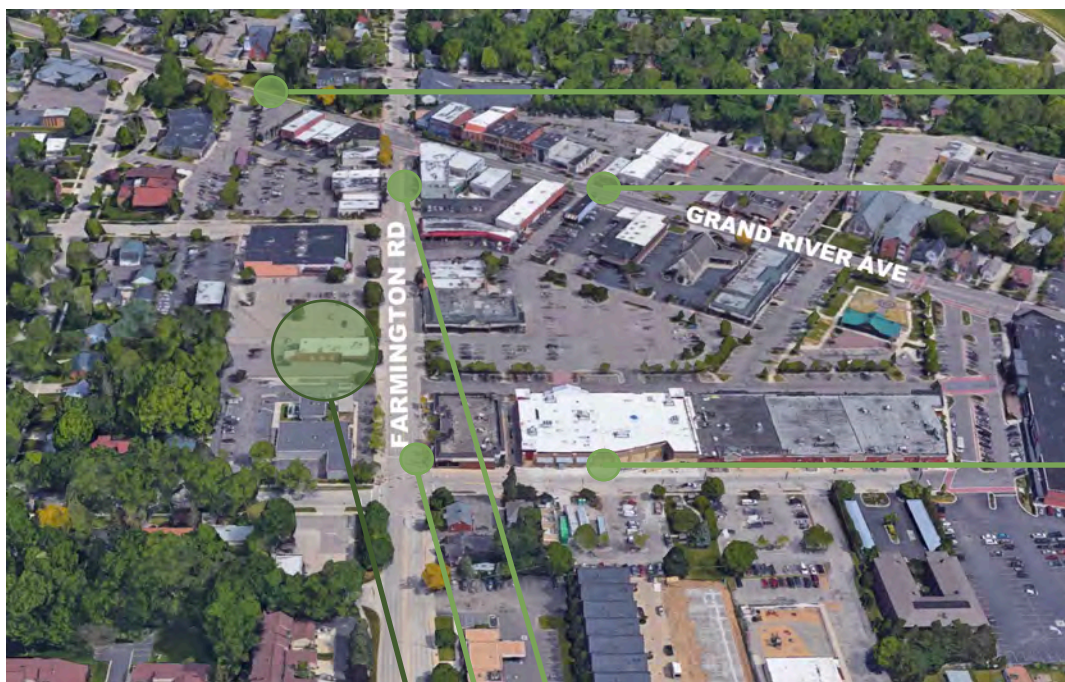
The graphic to the right shows Downtown Farmington in the form of a heat map. The darker the red on the map, the more visitors frequent the location. As shown, 23333 Farmington Road is located directly across from one of the most highly visited areas in the downtown. This would give any business located on the property good visibility to a highly trafficked area.



23333 Farmington Rd

## Traffic Counts

(Avg Daily Traffic Volume)



Grand River Ave- 12,644

Grand River Ave- 9,559

Orchard St- 880

Farmington Rd- 13,333

Farmington Rd- 16,485

23333 Farmington Rd

Source: Kalibrate Technologies 2022

# SITE ANALYSIS

## Site Analysis - Overview

Site and context analysis is the cornerstone of successful urban development. The team examined the existing infrastructure, the history of the site, land use patterns, pedestrian and vehicular circulation, commercial street frontage, available development parcels, surrounding developments, and previous planning concepts for the area. The thorough review of these components created the framework used by the team to generate the development scenarios.

## Site Context Analysis Diagrams

The Site Context Plan illustrates the major components of the area: a mix of renovated and new buildings, public green space, and pedestrian pathways. The site contextual analysis looks at a series of factors within a 5-minute walk of the site: Land Use, Street Patterns, Walkability, Commercial Resources, Retail development, and Parks and Green Space. The 23333 Farmington Road redevelopment provides a linkage to the downtown and adjacent districts, bringing more focus to the site itself.



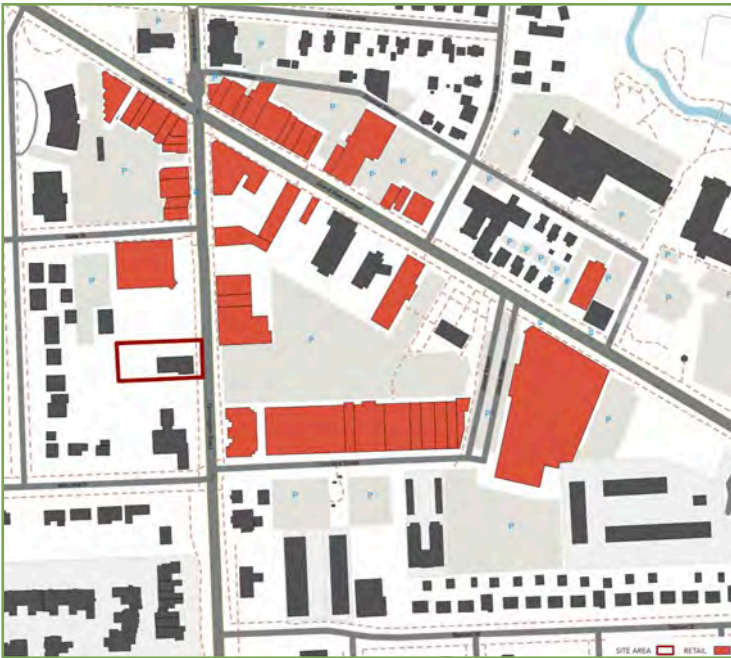
Site Plan

# SITE ANALYSIS



## Figure Ground Study

Figure Ground: This graphic illustrates the relative density of the built structures in the overall Central Business Development zone. The drawing provides, at a glance, the strengths and challenges of the existing physical fabric in relation to its varied levels of urban character. The drawing illustrates opportunities for infill and open space development within the Central Business District.



## Retail Uses

Along Grand River Avenue there is a variety of retail activity. These stores provide important amenities to the area. Currently, retail activity along Farmington Road is underdeveloped. This is partially due to the orientation of the shopping center spaces. Farmington Road could physically accommodate more retail space as well as incorporate mixed-use structures in the future.

# SITE ANALYSIS



## Commercial Uses

There is a variety of commercial activity throughout the downtown. There is not, though, any concentrated cluster of services. This can be a positive from a walkability standpoint. Often commercial/office uses do not present the most engaging storefronts. Currently, single-use commercial and retail activity is predominant along Farmington Road. This provides for the opportunity to augment the commercial with a mix of uses.



## Residential Uses

The single-family residential structures located throughout the downtown Farmington area establish the foundation of a healthy city. The overall context includes neighborhoods with classic historic homes as well as with excellent access to the commercial and retail areas along Farmington Road. This drawing shows there is opportunity for residential along Farmington Road, preferably in mixed-use structures.

# SITE CONTEXT

## Existing Conditions

The property at 23333 Farmington Road consists of a single-story cinder block building of approximately 4,000 sq ft that has been used primarily for office and small-scale manufacturing for the last forty years. The lot also includes parking spaces for up to 11 cars. The building is not considered historic. Demolition of the existing structure will likely be needed. The site is not believed to be contaminated.

Immediately to the north of the property is a CVS Pharmacy and a sizable parking lot. To the south is an active Chase Bank with its own parking lot as well. None of the parking lots are currently connected. To the west is a residential neighborhood of mostly owner-occupied single-family homes. To the east is the Downtown Farmington Shopping Center, a suburban-style single story retail strip with numerous tenants, including a Fresh Thyme Market grocery store.



View from Southeast



View from Northeast



Building Interior

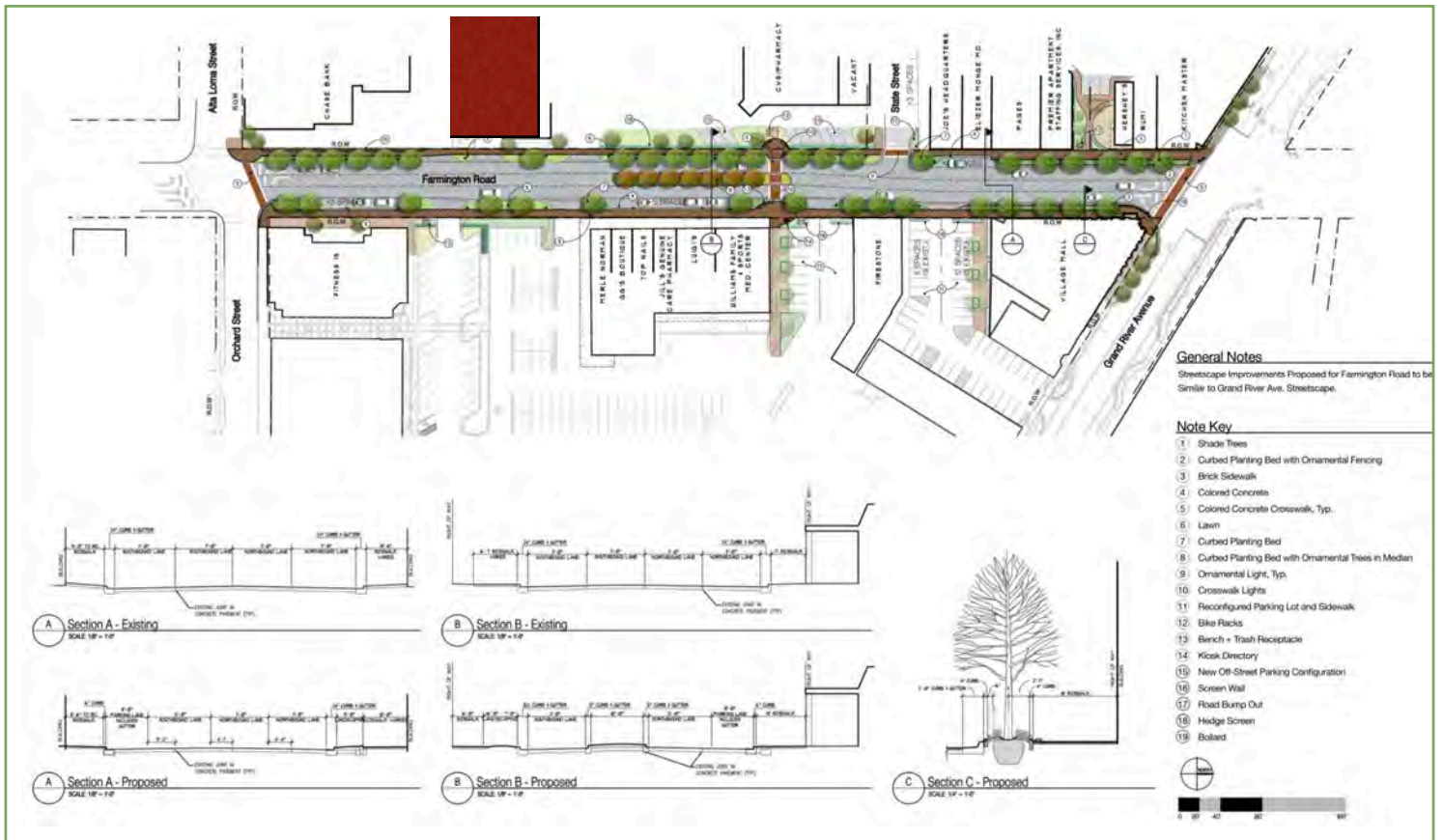


Building Interior

# SITE CONTEXT

## Public Improvements

The portion of Farmington Road where the property is located is scheduled to undergo a massive multi-million dollar streetscape improvement the Summer 2022. The streetscape design below shows the pedestrian-friendly infrastructure and traffic calming measures being implemented.



# Utilities

**Water:** City of Farmington (8" Water Main)  
**Sanitary Sewer:** City of Farmington (24" Sewer Main)  
**Storm Sewer:** City of Farmington (24" Storm Sewer)

Contact:  
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City of Farmington  
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Kate Knight, MUP  
Executive Director  
Farmington DDA  
Phone: (248) 474-5500, ext. 2214  
Email: [kknight@farmgov.com](mailto:kknight@farmgov.com)

**Electric:** DTE Energy  
Contact: (855) 383-4249

**Natural Gas:** Consumers Energy  
Contact: (800) 477-5050

**Fiber Internet:** Multiple Providers





# Zoning + Allowable Uses

## **Zoning District: Central Business District (CBD)**

The CBD is intended to provide for a traditional mixture of office buildings, retail stores, entertainment, public spaces, residential uses and related activities that are mutually supporting and serve the needs of both the city and surrounding communities.

The intent of these district regulations is to encourage a lively social environment and economically viable downtown with a wide variety of uses in a pedestrian-oriented unified setting, with shared parking.

Permitted as of right:

- **Retail**
- **General commercial/retail businesses and shopping centers 50,000 square feet of floor area or less**
- **Commercial outdoor display, sales or storage (accessory only)**
- **Garden centers and nurseries**
- **Restaurant**
  - Standard restaurant
  - Banquet facilities
  - Bars, taverns, lounges
  - Carry-out
  - Open front window (when principal or accessory use)
  - Outdoor seating accessory to a restaurant use
- **Service/Office**
  - Banks, credit unions and similar financial institutions
  - Banking centers separate from a financial institution (including ATMs)
  - Business offices and service establishments
  - Dry cleaning establishments and laundromats
  - Funeral homes and mortuary establishments
  - Medical and dental offices and clinics
  - Personal service establishments
  - Professional offices and service establishments
  - Institutional
  - Municipal buildings and structures
- **Residential**
  - Single-family attached dwellings/townhouses
  - Multiple-family dwelling units
  - Residential dwellings in upper stories of mixed-use buildings
  - Nursing homes and senior assisted living
- **Other**
  - Off-street parking as a principal use, including parking decks
  - Essential public services
  - Essential public service buildings
  - Repair service establishments
  - Showrooms for contractors
  - Studios for photography, dance, music, art and similar uses
  - Veterinary office and clinics (not 24-hour)
- **Entertainment and Recreation**
  - Fitness centers and health clubs
  - Indoor entertainment and amusement establishments
  - Instructional entertainment uses
  - Recreation facilities (municipal + commercial)

# Zoning + Allowable Uses

## CBD Physical Form Requirements

### Non- Residential Mixed Use

Height Limit: 45 feet

Number of Stories: 4

### Setbacks

The required nonresidential and mixed-use building setbacks are intended to promote streetscapes that are consistent with the desired character of the CBD and reinforce a pedestrian orientation and built-up streetscape. The setback requirements for areas that abut residential zones are intended to promote development that will maintain light, air, and the potential for privacy for adjacent residential zones.

**Front:** The building shall be built to within 3 feet of the front lot line and cannot be set back a greater distance except as provided for in subsection 3., of the ordinance.

**Side:** There shall not be a minimum side yard setback required; provided a side wall of a building that is not a fire rated wall or contains windows shall be set back a minimum of 10 feet from the side lot line.

**Rear:** There shall be no minimum rear yard setback.

**Lot line abutting a residential zone:** Where the side or rear lot line adjoins a lot that is zoned single-family residential, two-family residential or multiple-family residential, a minimum 30-foot setback shall be provided.

### Residential Requirements in CBD

Height Limit: 35 feet

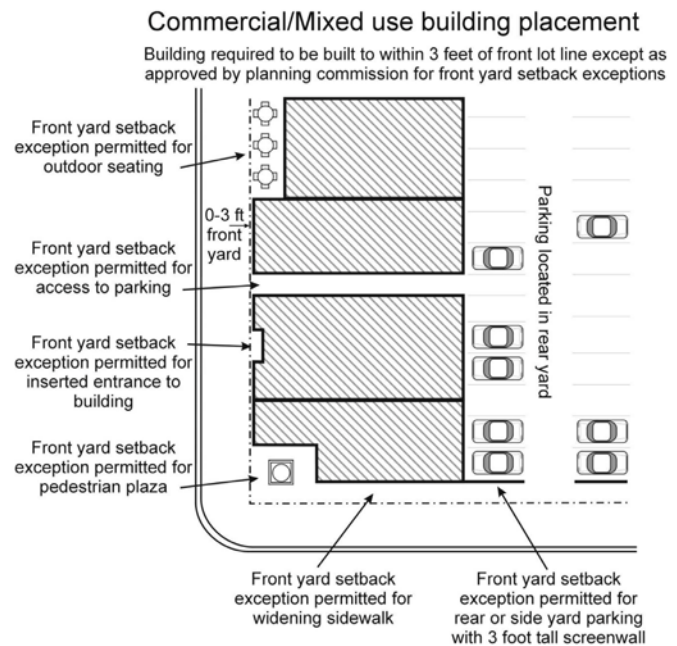
Number of Stories: 3

**Front:** The building shall be set back a minimum of 5 feet, provided a stoop, steps or ramp may project into the required front yard.

**Side:** There shall not be a minimum setback required, provided a side wall of a building that is not a fire rated wall or contains windows shall be set back a minimum of 10 feet from the side lot line.

**Rear:** The minimum rear yard setback shall be 25 feet.

**Lot line abutting a residential zone:** Where the side or rear lot line adjoins a lot that is zoned single-family residential, a minimum 30 foot setback shall be provided.



# Development Scenarios

Based on the analysis of the site and context, the design team created development scenarios for the 23333 Farmington Road Site. The scenarios were generated to capitalize on the opportunities afforded to the site development based on complimentary and supplementary uses that can be accommodated at the site location.

Four specific Development Scenarios were developed, each with multiple variations:

## Development Scenario 1: Existing Building/New Construction Redevelopment

Size: Approximately 4,000 SF  
Stories: 1  
Height: Approximately 14 feet  
Use: Retail and/or Commercial  
Parking: 10 spaces

## Development Scenario 2: New Construction

Size: Approximately 7,000 SF  
Stories: 2  
Height: Approximately 28 feet  
Use: 1st Floor-Retail and/or Commercial  
2nd Floor- Residential (preferred) or Commercial  
Parking: 17-20 spaces

## Development Scenario 3: New Construction

Size: Approximately 10,000 -13,500 SF  
Stories: 3-4  
Height: Approximately 35- 45 feet  
Use: 1st Floor-Retail and/or Commercial + Residential  
2nd Floor- Residential (preferred)  
- 4 Units or Commercial  
3rd Floor- Residential - 4 Units  
4th Floor- Residential - 4 Units (4 Story option requires an elevator)  
Parking: 21 on-site spaces, balance shared with municipal parking lots nearby.

## Development Scenario 4: New Construction

Size: Approximately 14,000 SF  
Stories: 4  
Height: Approximately 45 feet  
Use: 1st Floor-Retail and/or Commercial  
2nd Floor- Residential (preferred) or Commercial  
3rd Floor- Residential  
4th Floor- Residential  
Parking: 21 on-site spaces, balance shared with municipal parking lots nearby.

# Development Scenarios

Development Scenario 3



Development Scenario 4



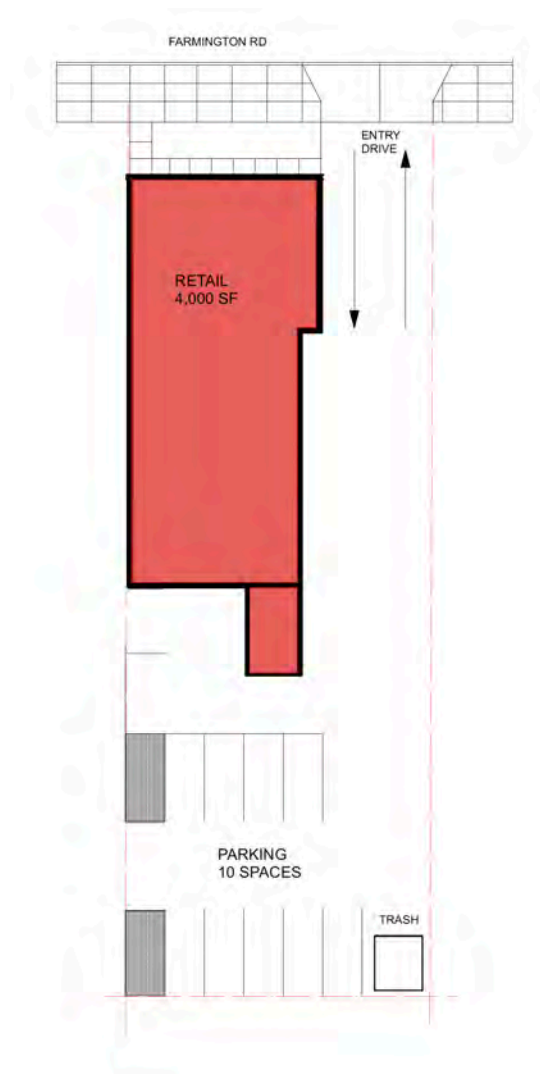
# Development Scenarios

A number of development scenarios are possible given the Central Business District zoning and maximum building height of three stories. Below are some potential examples of how a new construction project could lay out.

## Development Scenario 1

This first development scenario imagines the building reused either “as is” or as a single story redevelopment with the same footprint. The building in its current condition does not lend itself to either retail or restaurant. The most likely reuse would be as office or low-end retail. New construction would be preferable of the two choices in this scenario. If new construction is used, the space can be opened up and single user retail becomes more likely, as does the potential for restaurant.

First Floor

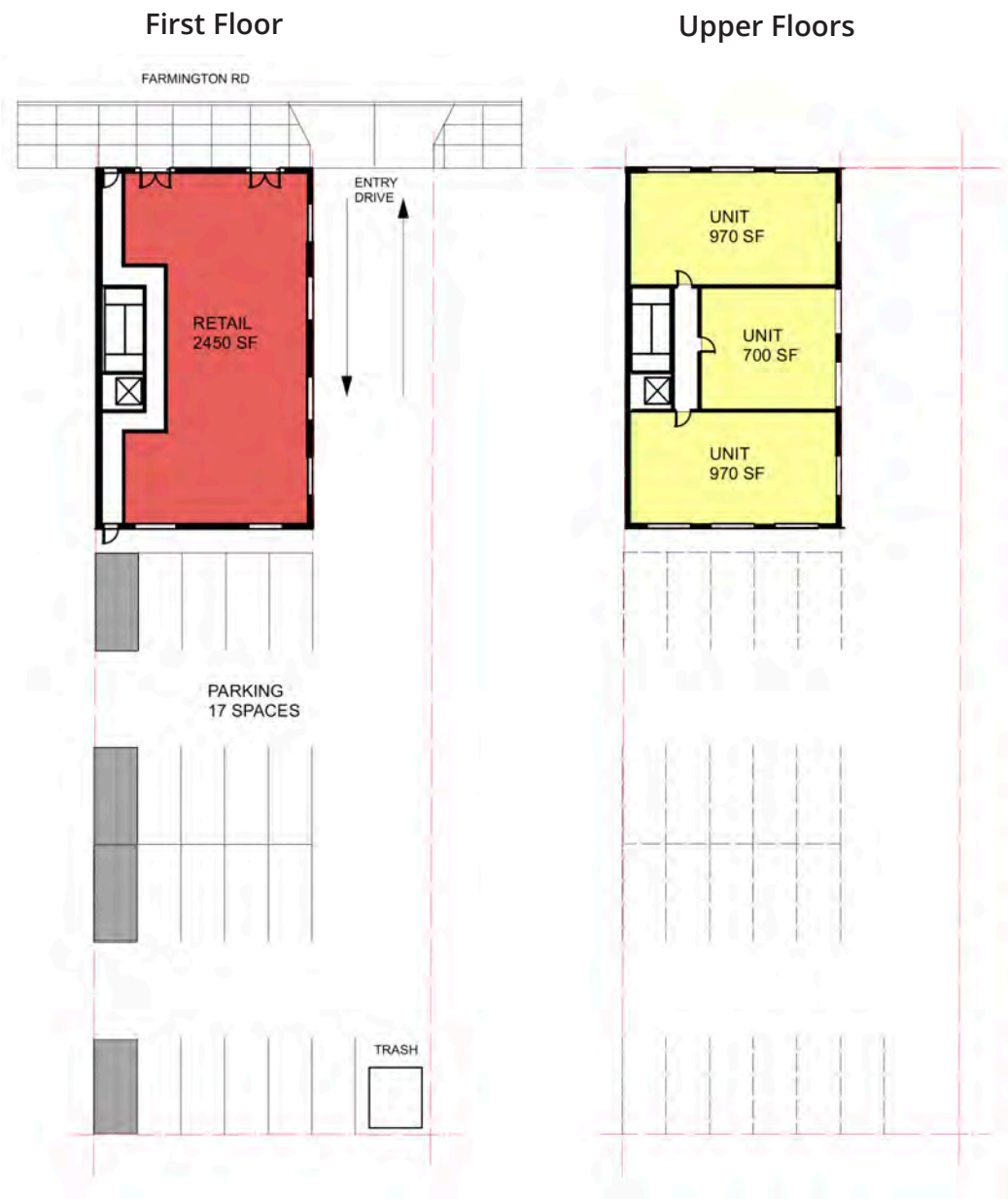


# Development Scenarios

## Development Scenario 2

The first floor has several different possibilities, based on local zoning and market demand. The most preferred scenarios are maintaining retail frontage on Farmington Road. The proposed redevelopment would incorporate either a single 2,600 sq ft bay, ideal for a restaurant or other large space user, or two 1,250 sq ft bays to be split. This would allow for the bay with Farmington Rd frontage to be maintained as retail and could allow for more flexible uses for the second bay including service or office space.

The residential market in Farmington is strong. A new redevelopment project is strongly preferred to incorporate residential units in upper floors. The example (left) show the potential build-out of upper floors directly above the first floor using the same footprint and creating three units per floor.



# Development Scenarios

## Development Scenario 3

Much like Development Scenario 2, the first floor has several different possibilities, based on local zoning and market demand. This proposed redevelopment would incorporate either a 1,800 sq ft bay for retail or restaurant use, and a 1,000 sq ft ideally for residential or live/work space. This would allow for the bay with Farmington Rd frontage to be maintained as retail and could allow for more flexible uses for the second bay including service or office space.

The upper floors of this development scenario envision four units per floor ranging from 900-1,150 sq ft and would be partially built over the entry drive to the parcel.



# Development Scenarios

## Development Scenario 4

This development scenario shows the first floor a single 2,500 sq ft bay for retail or restaurant use.

The upper floors of this development scenario envision significantly enlarged upper floors, which extend to the rear of the lot. This would allow for the addition of ten housing units ranging from 540 sq ft up to 1,300 sq ft per floor. This scenario also uses the airspace above the entry drive but also above much of the parking lot, creating new covered parking spaces for potential tenants.





# Redevelopment Incentives

Real estate redevelopment incentives may be available for a suitable project. A list of potential incentives is below.

## **Architectural & Engineering Allowance**

MEDC's Redevelopment Services Team will provide up to \$100,000 in funds to the City of Farmington to reimburse the chosen development team for architectural and engineering costs associated with readying the chosen priority site for development. These funds are provided to help remove early financial barriers associated with A&E, and encourage the developer to continue down the path toward project construction. The MEDC and the City are committed to collaborate with the selected developer to ensure this tool is used efficiently and successfully.

## **Michigan Community Revitalization Fund (MCRP)**

Michigan communities have access to development gap financing with the Michigan Community Revitalization Program (MCRP). The program promotes community revitalization through the provision of grants, loans or other economic assistance for eligible projects located on properties that are either contaminated (facility), blighted, functionally obsolete or historic resources.

The amount of support is determined by a needs analysis and funding commitments are expressed as a percentage of the MCRP eligible investment basis. Applicants should explore all other sources prior to applying for MCRP gap financing.

Contact: Dominic Romano, Community Assistance Team  
Michigan Economic Development Corporation  
Phone: (313) 418-7568  
Email: romanod@michigan.org

## **Brownfield Redevelopment**

The City of Farmington established a Brownfield Redevelopment Authority in February 2002 to facilitate the implementation of plans relating to the identification and treatment of distressed areas so as to promote revitalization in certain areas of the City of Farmington. The Brownfield Redevelopment Authority was established by the Farmington City Council in 2002 to promote the revitalization, redevelopment, and reuse of commercial and industrial property within the City that is environmentally contaminated, blighted, or functionally obsolete. The Brownfield Redevelopment Authority may implement brownfield redevelopment plans, investigate sites regarding environmental contamination, and utilize tax increment financing to assist with the remediation of a site and its redevelopment.

Contact: Kevin P. Christiansen, AICP, PCP  
Economic and Community Development Director  
City of Farmington  
Phone: (248) 474-5500 ext. 2226  
Email: kchristiansen@farmgov.com

# Redevelopment Incentives

## **Project-Specific Gap Funding Variable (depending upon project)**

Recognizing that the cost of mixed-use, traditional development is higher than it is for undeveloped sites, the City may, at its own discretion, commit project-specific future tax increment capture back to private projects for a specified period of time. The goal is to provide funding to close the “gap” that prevents the project from becoming a reality due to financial feasibility. For example, if the pro-forma for a project indicates that it cannot generate enough income to cover the cost of construction and a reasonable rate of return for a developer/investor, future tax increment can be committed to that development to make feasible. It can also be used as a tool to attract companies and businesses to the city to create new employment opportunities within the DDA District.

Contact: Kate Knight, MUP  
Executive Director  
Farmington DDA  
Phone: (248) 474-5500, ext. 2214  
Email: [kknight@farmgov.com](mailto:kknight@farmgov.com)



# URBAN DESIGN VISION

## Future Potential and Vision for Farmington Road

### Project Site and Urban Context

Farmington Road, south of Grand River Avenue, in downtown Farmington is scheduled for a significant infrastructure redevelopment in mid 2022. The Castle Dental Lab building is located at 23333 Farmington Road, directly in the center of the street improvements. The proposed changes in the street and the sidewalk right of way will make a significant positive impact in the overall area at the west end of the downtown, the Farmington Road District. The changes will include narrowing the street, adding a turn lane and eliminating a driving lane, adding grass, landscaping and trees, in addition to more crosswalks and sidewalks. These changes will result in a safer street overall, for pedestrians as well as vehicular drivers, and a notable enhancement of the pedestrian experience.

### Infrastructure Enhancements of the Urban Context

The Farmington Road redesign will ultimately make the blocks south of Grand River Avenue much safer and more of a pedestrian place. The narrowing of the street, added street parking, lighting, additional trees and landscaping as well as crosswalks will make the area more of a place for people than its current state as a vehicular pass-through. This change will encourage and allow for additional pedestrian activities and will provide a safer and more physically attractive condition that will likely result in an increase in walkability, making the ability to traverse the area, pleasant and comfortable.

This change will lead to an increase in the potential and attractiveness for the area to see an increase in new site developments and buildings with higher and better uses, which will more efficiently utilize the properties along the street. The entire Farmington Road District is currently built at less than the zoning ordinance allows. Specifically, most of the sites and structures within the district could have more and larger building on them. An increase in the utilization of these many buildings and sites would lead to a more prosperous area, with an increase in activity, businesses, residents, and tax base for the city. A further built out Farmington Road District, will result in an notable additional asset for the city of Farmington, achieved by expanding the offerings and mixed use elements of the overall downtown.

### The Potential Future of the Urban District

There is significant potential for the redevelopment of the Farmington Road District. In the near term, the street and sidewalk infrastructure of the public realm will be implemented, estimated to be completed by late 2022. The structure and site at 23333 Farmington Road is prime for redevelopment. Additionally, more development, private and public, will likely take root in the coming years.

# URBAN DESIGN VISION

## Urban Design Development - Phase 1

The initial redevelopment enhancement phase of the Farmington Road District will likely be the 23333 Farmington Road structure. There are many options for the redevelopment of the site, from adaptive reuse of the existing structure to its demolition and a new mixed-use infill development is possible there. Parking in the downtown district will continue to be a challenge, especially with increasing potential development projects, that will likely be initiated in the coming years. A new parking deck, located on the city controlled surface parking lot along Farmington Road, could be developed and become an asset for the downtown, allowing an increase in development of all types. With a consolidated and enhanced parking system, the conditions would exist to allow and encourage additional development projects over time.



Urban Design Plan- Phase 1



# URBAN DESIGN VISION

## Urban Design Development - Phase 2

The longer-term phase of the Farmington Road District would see the upgrade in a number of current surface parking lot sites, potentially developed into multi-story, mixed use buildings. These buildings would likely have retail and commercial uses on the ground floor, aligned with the goals of the city master plan, expanding the overall downtown retail condition. These projects would also potentially have upper floors with residents or office uses. These new structures would be supported by the enhanced infrastructure, and the potential parking structure that would increase the parking space capacity in the district. A parking structure would be able to incorporate replacement spaces of the displaced parking spaces located on existing surface sites, where new infill development could occur.



Urban Design Plan- Phase 2



# URBAN DESIGN VISION

## **Urban Design Considerations for the Farmington Road District**

The addition or enhancement of the following urban design elements will assist in the creation of a more complete, mixed use, people- oriented downtown district that will be a significant asset to the city of Farmington. These include, but are not limited to:

**Gateways-** add entrance enhancements on the north and south end of the Farmington Road district to increase the awareness of the entry to the downtown district and its visibility

**Street Grid and Parking-** further develop the pedestrian-oriented, parking grid and walkways within all surface parking areas

**Street Considerations-** develop Complete Streets, revise lane widths, street types, narrow street/lanes wherever possible, add crosswalks

**Building Heights-** higher density structures located on primary streets, secondary streets, with mixed-use, pedestrian- friendly street level

**Public Spaces-** develop additional spaces, passive, programmed, natural, people-oriented places and paths

**Parking Consolidation-** create additional street level options, develop a deck with retail at ground level and create a mixed-use, multi-story parking facility

## **Additional Considerations for future Urban Design developments and the Farmington Road District**

### **Phasing and implementation strategy**

- Identify and establish the overall project capacity, density and use options for the district area
- Establish a development conceptual timeline, project phasing, and an implementation schedule and strategy
- Programming - determine the desired preferred uses for the district, which may include:
  - Residential types, variation
  - Retail, service uses
  - Office use and maker spaces
  - Education uses
  - Recreational uses
  - Institutional uses
  - Public spaces - squares, parks and civic sites

# DOWNTOWN MASTER PLAN

These are priorities and key elements selected from the Farmington Downtown Vision Plan that have been used as a guide for the future vision of the 23333 Farmington Road site and its surrounding context.

## Walkability + Connectivity

An emphasis on a complete transportation system allows people to easily travel by foot, bicycle, transit, or car. Factors that influence walkability include pedestrian facilities such as sidewalks, cross walks, and wayfinding and signage. Bicycle connectivity is influenced by bike lanes and/or on-street sharrows, multi-use paths, and bicycle storage facilities. Public transit allows individuals to connect to both local and regional destinations. Communities that are easily navigable on foot are desired as more Millennials want to live in close proximity to employment and entertainment options and the ease and convenience of walkable and well-connected communities is preferred.

## Section 3.1 Principles

The design principles developed for this Plan build on the vision of the Farmington Vision Plan and integrate the goals and principles of good urban design to create a successful downtown. The market analysis, current trends and existing conditions also inform the direction of the Plan and the principles to create a document that is practical and realistic. These principles were used to guide the development of the design concepts for each of the subareas.

## Complement the Historic Downtown

All future development and redevelopment should complement the historic and pedestrian orientation of downtown Farmington. Buildings along Grand River Avenue should be set close to the street, with commercial uses located on the ground floor. The streetscape should provide comfort and safety to pedestrians while providing an atmosphere conducive to an economically and socially vibrant district.

## Integrate Residential into the Existing Downtown

As outlined within the Farmington Vision Plan, a variety of residential uses and densities have been suggested within the downtown area. To create a vibrant and successful downtown, residential was, and continues to be, an essential element in creating a sustainable, safe, and prosperous district.

### Pedestrian Environment

Plan on Human Scale

These improvements involve incorporating blank, "blank" spaces along pedestrian routes, which may include making buildings to be more inviting (e.g. large windows or artwork) or applying treatments on the pathways themselves, such as built-in gear designs, with activated pavement and other interesting features that capture the imagination. This group of projects also includes adding marked crosswalks along Grand River and a HAWK (Highway-Activated Walking) system signal on Farmington. The HAWK signal involves flashing yellow lights to alert drivers that pedestrians have activated the signal and are crossing.



### Public Conceptual Development Projects F, G, H, I, & J

- 1 Target 2.3.2.1: Along Grand River east of Grove Street
- 2 Target 2.3.3.1: Along Grand River west of School Street
- 3 Target 2.3.2.2: Along Human Street east and west of Warner
- 4 Target 2.3.3.3: Through parking lot from Farmington to Madras, including HAWK signal at Crossing
- 5 Target 2.3.3.4: Along Grand River at corner of Farmington and west of Farmington



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### Mixed Use

- 6 Target Project 3.1.2.5: At Farmington and State

Private Conceptual Development Project A  
This is a mixed use development that proposes a combination of office, commercial and residential with a green space anchor. Residential second floors will open onto community patio spaces.

### Site Data - Option 5

Office: 16,970 sq. ft.  
Commercial: 27,980 sq. ft.  
Residential: 35 (4-12)

### Parking Required

Office: 42 sp.  
Commercial: 73 sp.  
Residential: 84 sp.  
Total Required: 149 sp.  
Parking Provided:  
Structure: 0 sp.  
On Street: 0 sp.  
Surface: 149 sp.  
Total Provided: 149 sp.

### Legend

- 1 First Floor Retail, Second and Third Floor Residential
- 2 2-Story Office



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*The design concepts in this Urban Design Vision reflect the principles set forth in Farmington's Downtown Master Plan.*

# DOWNTOWN MASTER PLAN

## **Create a Continuous System of Pedestrian Oriented Environments**

Creating both physical and social connections is important when planning a site within an existing neighborhood and district. Enhancing pedestrian connectivity to adjacent areas, as well as offering public space along those connections will benefit users of the focus areas, and ultimately the City as a whole.

## **Promote a Quality Architectural Character with Buildings and Features Scaled to the Pedestrian**

One common characteristic of the downtown is the acknowledgment of the public realm along the street. The orientation of the buildings should be one of the core design principles for this area. Pocket parks, plazas, stoops, and views from the building to the street and Shiawassee Park should be considered as part of the architectural character of the district.

## **Create Further Opportunities for Economic Development Downtown**

Farmington should create an atmosphere where businesses are able to grow and thrive, bringing jobs and economic benefit to the City. Creating a social, commercial, and recreational destination for residents, reinforced with an additional base of residential support within a close walking distance will further establish the downtown as a successful center of commerce.





# Submitting Qualifications

For questions related to, or to submit a response to this Request for Qualifications, Please contact:

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