

**CITY OF FARMINGTON
AND
DOWNTOWN DEVELOPMENT AUTHORITY
JOINT SPECIAL MEETING**

A joint special meeting of the Farmington City Council with the Downtown Development Authority (DDA) Board was held on Saturday, December 15, 2007 in Council Chambers, 23600 Liberty Street, Farmington, Michigan. Notice of the meeting was posted in compliance with Public Act 267-1976.

The meeting was called to order at 8:30 a.m. by City Clerk Halberstadt.

COUNCIL MEMBERS PRESENT: Buck, Knol (arrived at 9:00 a.m.)
McShane, Wiggins, Wright.

COUNCIL MEMBERS ABSENT: None.

CITY ADMINISTRATION: City Clerk Halberstadt.

**DOWNTOWN DEVELOPMENT
AUTHORITY MEMBERS AND STAFF
PRESENT:** D. Cassidy (arrived 9:00 a.m.)
D. Cornwell, G. Cowley, S. Freeman,
A. Knowles, Executive Director,
J. Kuiken, M. Mazzoni, R. Rock.

INTRODUCTIONS

DDA Director Knowles reviewed strategic planning objectives for the meeting and requested introductions from those present. Following introductions, Director Knowles introduced the moderator, John Iacoangeli, Principal of Beckett and Raeder, Inc.

EXPLANATION OF PROCESS

Mr. Iacoangeli explained the primary goal of the meeting was to develop core themes that would provide vision and direction for the Downtown. He indicated that once the core themes were established the group would then develop a set of objectives to achieve each of those themes.

CORE THEMES

Mr. Iacoangeli led the group through a brain storming session that produced fourteen-plus core theme ideas. The group then refined the list identifying some ideas as objectives and some as legitimate core themes. A final list of three core themes included the following: 1) walkability, 2) create awareness of the downtown as a destination, and 3) creation of commercial (non-retail) jobs.

OBJECTIVES

SPECIAL MEETING -2-
December 15, 2007

The final assignment for the group was to develop a set of objectives for each of the core themes. The following objectives were identified for each theme:

- Core Theme: Walkability
- Objectives: Promote clustering of retail and non-retail uses to create activity centers. Clustering should be based on locating key businesses with the same consumer profiles in close proximity to each other.
- Support improvements to downtown infrastructure including parking areas, water and sanitary upgrades, streetscaping, and traffic movements.
- Ensure that activities and projects account for the pedestrian as the highest design element.
- Core Theme: Create Downtown Farmington as a Destination (Increasing Awareness)
- Objectives: Establish an image campaign to bolster resident and non-resident awareness of Downtown Farmington.
- Increase the type and quality of events throughout the entire DDA District.
- Core Theme: Increase Commercial (Non-Retail) Jobs
- Objectives: Provide incentives for new construction and/or redevelopment projects, which are considered key or signature projects for the downtown. These incentives could include land write-down, participation in infrastructure upgrades, façade improvements, and property acquisition.
- Financially support smaller scale redevelopment projects building credibility and tax base incrementally on their success.

ADJOURNMENT

The meeting adjourned at 10:40 a.m.

Valerie S. Knol, Mayor

Susan K. Halberstadt, City Clerk

APPROVED: February 18, 2008