



MCKENNA

Memorandum

TO: City of Adrian Downtown Development Authority Board
FROM: Jane Dixon, AICP and the McKenna Team
SUBJECT: **Downtown Development Plan Check-In**
DATE: August 9, 2024

We look forward to providing an update of planning activities and progress toward the Downtown Development Plan with you at the August 14th Downtown Development Authority Board meeting! During the meeting, we will present the feedback we have received and discuss the goals and objectives as well as the project list for the plan.

CHECK-IN DISCUSSION

McKenna will discuss the following items as part of the Plan's development:

- I. Overview of Feedback from Engagement**
 - Survey Results
 - One-on-One Interview Takeaways
 - DACC

- II. Draft Goals and Objectives**
 - Review of Preliminary Goals and Objectives (included pages 2-4)

- III. Draft Project List**
 - Review of Preliminary Project List (included pages 5-9)

Goal 01: Making Places.

Utilize DDA resources to build and enhance the character and charm of Downtown Adrian

OBJECTIVES:

- Development Assistance: Advance Programs and partnerships that foster redevelopment of underperforming sites, adaptive reuse of structures, and strategic upgrades within Downtown and surrounding areas
- Streetscape Improvements. Work to update, reimagine, and reinvest the streetscape within the Development Area to create a cohesive transition to and from the Downtown Core.
- Natural Features. Continue to pursue and support the Downtown's scenic riverfront as a catalyst for new and innovative development opportunities and/or public space.
- Enhance Facilities. Public spaces (farmers market, park, trail) and outdoor recreation opportunities within the District.

Goal 02: Promoting Community

Continue to promote Downtown Adrian as a destination for fun and culture in Lenawee County and the surrounding region.

OBJECTIVES:

- Amenities and Culture. Ensure that the public infrastructure and utilities are provided to support community growth through both park system needs assessments and even resources, like stages, shelters, bathrooms, power, and storage for movable equipment in the Downtown area. Foster the growing spirit of Adrian's cultural presence through the support of the arts and creation of public space.
- Public Programming. Continue to strive to provide innovative public events that attract visitors to downtown all year-round.
- Outdoor Recreation. Support the growth and development of Downtown Adrian as a regional destination for year-round recreation activities.

Goal 03: Connecting Organizations

Work with public and private institutions in and around downtown to build community connections and ensure a sustainable economy.

OBJECTIVES:

- Technical Assistance. Continue to provide businesses and community members with technical assistance to build capacity and resources available to Adrian businesses and residents.
- Supporting Collaboration. Continue to support and encourage working partnerships between City Departments and applicable committees/organizations to realize the common vision for Downtown Adrian.
- Broaden Partnerships. 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.
- Enhanced Partnerships. Continue to support and search for new public and private partnerships that will help to further build community connections and support project implementation.

Goal 04: Fostering Business

Foster strategic redevelopment partnerships with transparent development processes, business assistance programs, and strategic acquisitions

OBJECTIVES:

- Business Assistance. Provide resources and guidance to businesses on how best to interact with the public realm to ensure consistency, equity, and uniformity in the district.
- Retain and Attract. Retain existing businesses and attract new operations that complement the existing commercial offerings.
- Market and Promote. Continue to develop and deploy economic development, marketing, and regional outreach strategies to site and grow entrepreneurial vision.

Goal 05: Enhancing Circulation

Strengthen all forms of access to and from and within the downtown area.

OBJECTIVES:

- **Efficient Movement.** Provide safe, efficient, and convenient traffic movement, parking, and access for vehicles, goods and people in a manner that minimizes vehicular and pedestrian conflicts yet supplies appropriate amenities.
- **Encourage Pedestrians.** Strengthen pedestrian connections by providing accessible pathways and pedestrian amenities (e.g. install benches, shade, & weather structures, install wayfinding and interpretative signs, and install bike racks).
- **Expand Transit Options.** Encourage alternative transportation options, especially micro transit and ride sharing

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GOAL: Making Places

Objective	Project Name / Brief Project Description	Phase
Development Assistance	Riverfront Vision Plan <ul style="list-style-type: none"> ✓ Redevelop riverfront properties as prime locations for innovative high-quality development. ✓ 	Phase I
	Façade Improvement Program <ul style="list-style-type: none"> ✓ Develop a set checklist and guidelines for the administration of a façade improvement program. ✓ Encourage historic preservation best practices for façade improvements. ✓ Encourage high-quality design that will serve as quality examples and preserve the architectural character of Adrian. 	Phase II
	Eliminate Blight <ul style="list-style-type: none"> ✓ Ensure effective code enforcement on blight issues. ✓ Strict application of the City's non-conformance standards. 	Ongoing
	Property Acquisition <ul style="list-style-type: none"> ✓ Explore opportunities to acquire former Ford Dealership site. 	Phase III
	Housing Supply <ul style="list-style-type: none"> ✓ Consider opportunities for housing diversity. ✓ Encourage the conversion of second-story space into apartments and condos. 	Phase III
Streetscape Improvements	Public Art <ul style="list-style-type: none"> ✓ Continue efforts to encourage public art within the Development Area such as murals, installations, electrical box paintings, and others. 	Ongoing
	Beautification <ul style="list-style-type: none"> ✓ Create and maintain aesthetic enhancements in the Development Area such as hanging baskets, holiday/seasonal decorations, planters, and others. 	Phase I
	Enhanced Landscaping <ul style="list-style-type: none"> ✓ Continue to improve plantings and vegetation in the District. 	Ongoing
	Additional Trash Receptacles <ul style="list-style-type: none"> ✓ Evaluate maintenance of existing trash receptacles and consider locations for additional receptacles. 	Phase I
	Lighting <ul style="list-style-type: none"> ✓ Purchase and provide LED lighting to illuminate all the doorways in the downtown to add consistency, creating a more inviting appearance, and raising awareness for business offerings and hours to visitors. 	Phase I

	<p>Pedestrian/ Festival Streets</p> <ul style="list-style-type: none"> ✓ Explore creating a pedestrian street in the District. Enhance the street with seating and features, e.g., fountains, etc. 	Phase III
Natural Features	<p>Comstock Park</p> <ul style="list-style-type: none"> ✓ Itemize current amenities at Comstock Park and revitalize features as necessary. ✓ Determine any future improvements to be made. 	Phase I
	<p>Riverbank Enhancements</p> <ul style="list-style-type: none"> ✓ Through the riverfront vision project create new parkland for events and public use. ✓ Install new pedestrian and multi-use trails through new park area. ✓ Naturalize and restore river bank between Maumee and Maple. 	Phase II
Enhance Facilities	<p>Wayfinding Signage</p> <ul style="list-style-type: none"> ✓ Welcome Signs at entrance points of DDA Boundary. ✓ Directional Signage at major intersections. ✓ Signs indicating public parking locations. 	Phase I
	<p>Parking</p> <ul style="list-style-type: none"> ✓ Investigate the development of a parking structure. ✓ If parking structure is developed consider including liner buildings if located within the downtown core to increase transparency and street activity. 	Phase II & III
	<p>General Maintenance</p> <ul style="list-style-type: none"> ✓ Weed removal ✓ Paint pedestrian crosswalks / bike lanes ✓ Remove graffiti / vandalism ✓ Trim trees / remove brush overgrowth ✓ Clean up litter and dirt ✓ Remove staples, pins and signs from utility poles ✓ Straighten fencing (ex: in parks, parking lots, etc.) ✓ Wash street light fixtures ✓ Replace mulch in landscape beds 	Ongoing

GOAL: Promoting Community

Amenities and Culture	<p>Farmers Market</p> <ul style="list-style-type: none"> ✓ Continue to support the Farmers Market with improvements to the site through additional plantings, seasonal décor, etc. ✓ Explore the potential winterization of the market area to allow for year-round market opportunities. 	<p>Ongoing</p> <p>Phase II & III</p>
	<p>Maiden Lane</p> <ul style="list-style-type: none"> ✓ Develop all-season market space and gathering space at corner of Winter St. and Maumee. ✓ Enhance Maiden Ln. to be a pedestrian connector by removing one row of parking. 	Phase I & II

	<ul style="list-style-type: none"> ✓ Develop the site of Maiden Ln. at Main St. into a gathering space with potential for outdoor dining and restrooms. 	
	<p>Downtown Dog Park</p> <ul style="list-style-type: none"> ✓ Investigate the development of a dog park. ✓ Explore the placement of a playground in the District. 	Phase II
	<p>Downtown Playground</p> <ul style="list-style-type: none"> ✓ Evaluate locations for playgrounds in the District, preferably near an activated public space. ✓ Install play area to help attract families and children to the Downtown. 	Phase I
	<p>Agritourism</p> <ul style="list-style-type: none"> ✓ Capitalize on Adrian's ties to rural agriculture and encourage farm-to-table experiences and other forms of agritourism. 	Phase II
	<p>Arts Destination</p> <ul style="list-style-type: none"> ✓ Identify as an arts destination and support further investment in arts and culture. 	Ongoing
Public Programming	<p>Broaden Event Types</p> <ul style="list-style-type: none"> ✓ Explore offering a wider variety of events and activities, e.g., food festivals. 	Ongoing
	<p>Coordinate Partnerships</p> <ul style="list-style-type: none"> ✓ Include the Library and Historical Museum in event planning. 	Phase I
Outdoor Recreation	<p>River Recreation</p> <ul style="list-style-type: none"> ✓ Work with local outdoor recreation businesses to develop opportunities for additional river activities such as kayak launches, canoe rentals, paddle boarding, and other activities. 	Phase I
GOAL: Connecting Organizations		
Technical Assistance	<p>Partner with City</p> <ul style="list-style-type: none"> ✓ Streamline permitting process. ✓ Make information more easily available via the website and social media. ✓ Create regular communication opportunities between the City of Adrian and the DDA. ✓ Use the DDA as an interface between the City Government, residents and the larger business community 	Ongoing
Supporting Collaboration	<p>Committees and Organizations</p> <ul style="list-style-type: none"> ✓ Continue to support subcommittees in event planning and beautification. ✓ Encourage volunteers from outside the DDA to join subcommittees. 	Ongoing
	<p>Volunteerism</p> <ul style="list-style-type: none"> ✓ Continue to encourage volunteers to assist with DDA projects. 	Ongoing

	<p>Cohesiveness</p> <ul style="list-style-type: none"> ✓ As a DDA provide an organization that unifies the owners and operators of businesses in the Downtown Area, thus fostering a spirit of cooperation. ✓ Increase communication with residents to understand their needs. 	Ongoing
Broaden Partnerships	<p>Colleges and Universities</p> <ul style="list-style-type: none"> ✓ Explore ways to improve post-graduation student retention from Adrian College and Siena Heights University. ✓ Explore a pilot program for an entrepreneurial incubator with Siena Heights students to increase capacity of local businesses. 	Ongoing Phase I & II
	<p>Regional Partnerships</p> <ul style="list-style-type: none"> ✓ Continue to strengthen partnerships with regional organizations, such as Lenawee Now, Launch Lenawee, Lenawee Chamber of Commerce, and businesses outside the District. 	Ongoing
GOAL: Fostering Business		
Business Assistance	<p>Outdoor Dining</p> <ul style="list-style-type: none"> ✓ Create guidelines for outdoor dining spaces. ✓ Provide additional seating areas for visitors to enjoy outdoor dining through take-out or delivery. 	Phase I
	<p>Business Hours</p> <ul style="list-style-type: none"> ✓ Partner with businesses to encourage consistent business hours throughout the District. 	Ongoing
Retain and Attract	<p>Strengthen Connection</p> <ul style="list-style-type: none"> ✓ Build trust and relationships with the business community and property owners in the community, focusing on personal outreach and on-going educational programming and offerings. ✓ Create a mentorship program between existing and new businesses to help retain businesses. 	Ongoing Phase I
	<p>Recruitment</p> <ul style="list-style-type: none"> ✓ Create a defined recruitment and welcome/onboarding process for new businesses. 	Phase I
Market and Promote	<p>Communication Plan</p> <ul style="list-style-type: none"> ✓ Create a communication plan that identifies and explains the Downtown District Authority. 	Phase II
	<p>Business Diversity</p> <ul style="list-style-type: none"> ✓ Utilize the findings from the Invest 360 Report to market the District to a variety of businesses. ✓ Create a business recruitment program and continue to develop marketing materials and brochures. ✓ Actively educate property owners on the desired and supportable uses including but not limited to sit- 	Ongoing

	down dining, specialty food stores, furniture, and accessory retail.	
GOAL: Enhancing Circulation		
Efficient Movement	Winter Street Redesign <ul style="list-style-type: none"> ✓ Create a downtown bike loop with bike infrastructure along Maple, Winter, and Maumee from the Kiwanis Trail. ✓ Install pedestrian safety, wayfinding, and amenity improvements, including wider sidewalks, lighting, and more. ✓ Encourage routing of truck traffic to the state route through streetscape improvements along Front and Main. 	Phase I & II
	Connection Outside the District <ul style="list-style-type: none"> ✓ Encourage connection with surrounding neighborhoods. ✓ Redesign key gateways to encourage pedestrian crossings into the downtown. 	Phase II & III
	Bike Infrastructure <ul style="list-style-type: none"> ✓ Provide bike parking areas through installation of bike racks in key locations. 	Phase II
Encourage Pedestrians	Street Design <ul style="list-style-type: none"> ✓ Evolve street design to slow traffic. ✓ Consider closing streets in summer months. 	Phase III Phase I
	Clear Access <ul style="list-style-type: none"> ✓ Ensure there is clear access of sidewalks through code enforcement. ✓ Create a snow removal plan, and continue to improve pedestrian access in winter months. 	Ongoing
Expand Transit Options	Micro-transit Opportunities <ul style="list-style-type: none"> ✓ Partner with the City of Adrian to explore opportunities to bring e-scooters and e-bikes into the City and Downtown. 	Phase I
	Ridesharing <ul style="list-style-type: none"> ✓ Research techniques to encourage availability of rideshare in the area. 	Ongoing