



MEMORANDUM

To: City of Ann Arbor Ordinance Revisions Committee
From: Megan A. Masson-Minock, AICP, Principal
Subject: Downtown Premium Prioritization Community Engagement Action Plan
Date: March 20, 2015

Per our discussions with staff and the Planning Commission, the following Community Engagement Action Plan is proposed. Please review for comment at the ORC meeting.

Commission Meetings

Meeting	Date & Time	Status
Environmental Commission	Thursday, March 26 @ 7:00 p.m.	On agenda
Housing & Human Services Advisory Board	Thursday, April 9 @ 6:30 p.m.	On agenda
Historic District Commission	Thursday, April 9 @ 7:00 p.m.	On agenda
Energy Commission	Tuesday, April 14 @ 6:30 p.m.	On agenda
Design Review Board	Wednesday, April 15 @ 3:00 p.m.	On agenda

Focus Groups

Target Audience	Proposed Time & Place	Groups to be invited
Near downtown and downtown neighborhoods	Evening meeting 1 st or 3 rd week in April Location: City Hall, Downtown Library, suggestions welcome	Old Fourth Ward Assoc., Old West Side Assoc., Dexter-Miller Community, North Area Neighborhood, Sloan Plaza, Germantown Neighborhood Association, South Main Neighbors Association, Near West Side Neighborhood Association, North Central Neighborhood Association
Downtown Business Groups	Daytime meeting, 2 nd or 3 rd week in April Location: DDA, suggestions welcome	DDA, Kerrytown District Association, Kerrytown Shops, Main Street Area Association, South University Association, State Street Association, State-Packard Association, Main Street Biz, Chamber of Commerce

Focus Groups		
Target Audience	Proposed Time & Place	Groups to be contacted
Affordable Housing Residents	Evening meeting 1 st or 3 rd week in April Location: Downtown Library, Barker Commons Meeting Room, suggestions welcome	Ann Arbor Housing Commission, Avalon Housing
Families	Evening meeting 1 st or 3 rd week in April Location: YMCA, Downtown Library, suggestions welcome	Ann Arbor Parents Meetup Group, Ann Arbor Mamas, Ann Arbor Mom, YMCA
Young professionals	Weeknight at happy hour Location: Bill's Beer Garden, suggestions welcome	A2 Geeks, A2YConverge, YP Underground (Facebook & MeetUp)

We will also conduct interviews with the following:

- Local developers who have recently built in the downtown
- Local agent for out-of-town builders who have recently built in the downtown
- Broker for City of Ann Arbor for their downtown properties
- Representative of the Chamber of Commerce
- Washtenaw County Office of Community and Economic Development staff

Finally, we have four community coffees during the intensive three weeks of input. We would like your suggestions on two locations and times – one in Kerrytown and one on State Street or South University area.

We will also preview for you next Tuesday a power point presentation to be used as an educational piece at the beginning of each meeting.