



MEMORANDUM

To: City of Ann Arbor Planning Commission
From: Megan A. Masson-Minock, AICP, Principal
Subject: Downtown Premium Prioritization
Date: February 27, 2015

We are delighted to be working again with the City of Ann Arbor Planning Commission and its Ordinance Revisions Committee (ORC) on Premium Prioritization for the Downtown zoning. I will be in attendance at your March 3rd Planning Commission meeting when input on the following would be greatly appreciated:

- **Goals of the project:** The purpose of the Downtown Premium Prioritization process is to consult with the public about what zoning text amendments should be made to align the downtown premiums with community goals. Then, we will work the ORC, Planning Commission and City Council to develop and adopt zoning ordinance amendments. Please come prepared to share if and how the goals of the project should change.
- **3 premium options:** Per the advice of the ORC, we plan to develop three options for premium changes and present those to the public for feedback. Options put forward so far have been based on affordable housing, design or scaling back the premiums. We will have a short discussion of what 3 types of packages should be developed.
- **3 downtown projects & the influence of premiums influenced:** In March, we want to dig a bit deeper into the influence premiums had on three downtown projects. We would appreciate your input as to which should be explored.
- **Draft Schedule:** A draft schedule is attached. We plan to have an on-line survey, interviews and focus groups in the first two weeks in April and a large public workshop on the evening of April 23. Please let us know if these dates would prevent key stakeholders from participating.
- **Stakeholders:** A worksheet to identify stakeholders during this project is attached. We will discuss who should be invited and best methods to reach them.

Premium Prioritization Proposed Schedule

Please review the schedule below and let us know if dates should be changed in order to reach stakeholders effectively, or to meet the goals of the project.

Task	Dates
Planning Commission Meeting	March 3, 2015
Community Engagement Action Plan developed	March 3 – 9, 2015
Research & 3 options developed	March 3 – 20, 2015
Interview, Survey & Focus Groups developed	March 3 – 20, 2015
ORC reviews 3 options and survey	March 24, 2015 March 31, 2015 if needed
Survey open on-line	April 1 – April 16, 2015
Interviews conducted	
Focus groups held	
Large public workshop	Thursday, April 23
Results released	April 30, 2015
Present premium option to ORC, Planning Commission & City Council	May - June 2015
Amendments developed, revised and passed by ORC, Planning Commission & City Council	July – September 2015
Report to public on amendments	October 2015

Stakeholder Identification Worksheet

Use this worksheet to identify the community stakeholders you think need to be engaged during the Premium Prioritization process. Stakeholders are individuals, groups, organizations or entities that will be affected by decisions, are interested in the process, can change the decisions and/or make a difference in the process.

Type of Stakeholder	Name/Organization
Affected	
Audiences you most frequently communicate with, consult, involve or collaborate with during the process	
<i>Examples: Affected residents and property owners, decision-making body</i>	
Impacted	
Audiences surrounding the project area whom you will consult or involve	
<i>Examples: Neighboring residents or property owners, neighborhood associations, business groups, utilities, government officials with jurisdiction like road and drain commissions</i>	
Interested	
Audiences interested in the project but not necessarily directly affected or impacted, whom you will inform or consult	
<i>Examples: Anyone expressing interest, advocacy groups, schools and other taxing entities, elected officials, adjacent municipalities</i>	
Aware	
Audiences you want to keep informed about the project	
<i>Examples: Media (print, radio, television, internet), social media groups</i>	