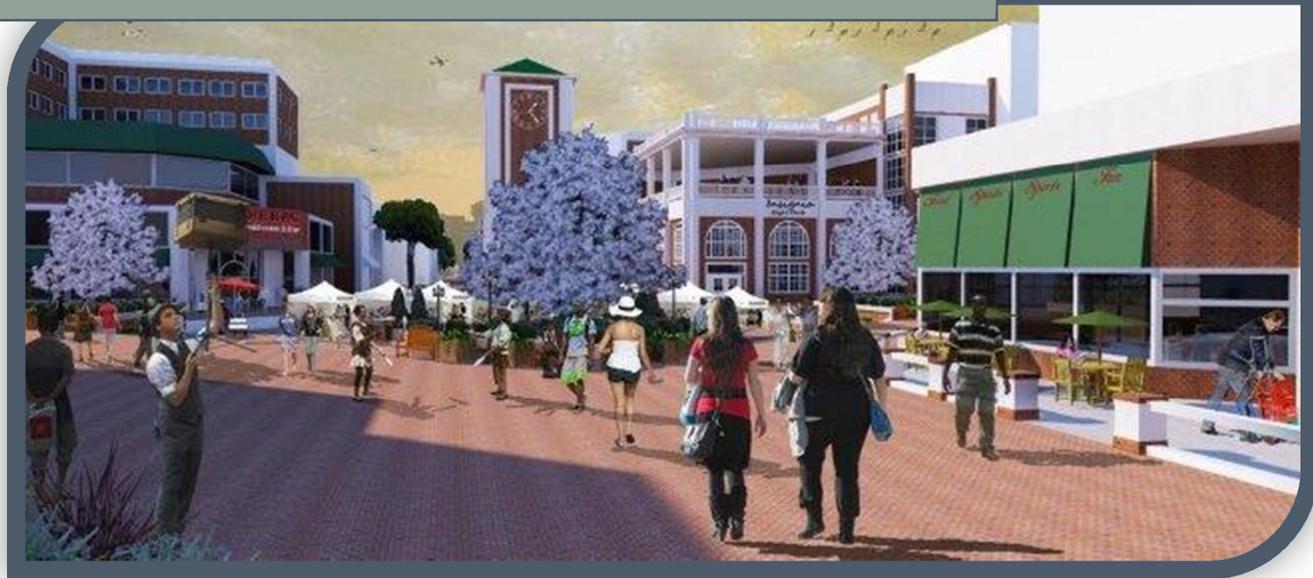


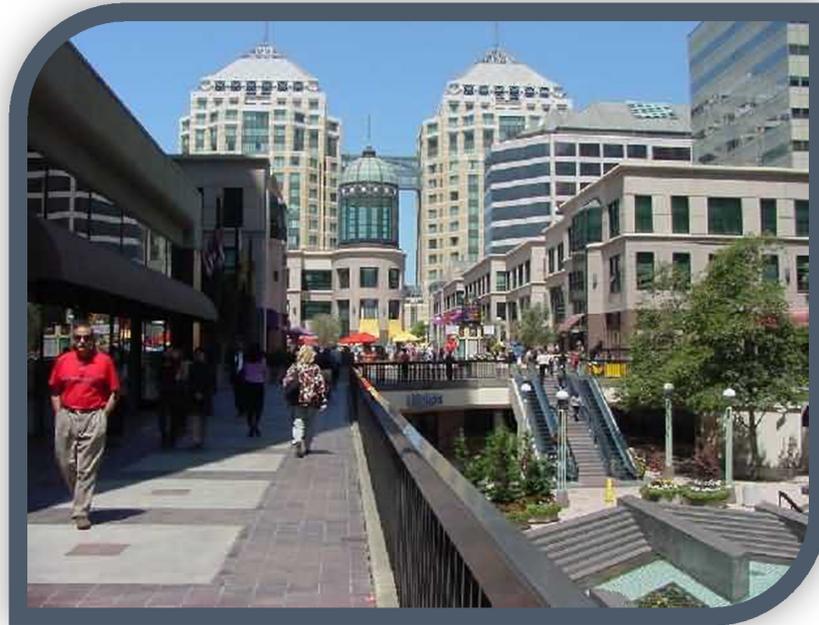
Dearborn Transit-Oriented Development Project PlacePlan Concept Report – July 2013



Preface

What is Placemaking?

The following proposed design, prescribed land use regulatory tools, and asset optimization recommendations for the Dearborn Transit-Oriented Development Site fall under the planning approach termed “placemaking”. As an approach, placemaking recognizes that places (central gathering spots, downtowns, neighborhoods, regions) must be designed in a way that their **form** (physical scale, land use diversity and density) leads to and supports desired social activity, resulting in a positive psychological and emotional response from those who spend time, reside in, or work within the place at hand. In order to plan for the development and/or maintenance of places that offer the amenities that support a wide array of real estate market demands, placemaking combines a variety of land use planning principles that move communities away from conventional zoning and development that focuses on where a single use, such as restaurants/entertainment/retail/office, should be located and instead considers how these uses should be combined in an environment that draws residents and visitors alike to enjoy spending extended time in a space. Many of these guiding principles lean toward designing spaces mirroring bustling traditional neighborhoods developed prior to widespread use of the automobile.



Quality public spaces are at the heart of what makes a quality place.

(Source: <http://transitorienteddevelopment.dot.ca.gov/images/photo/45.jpg>)

Acknowledgments

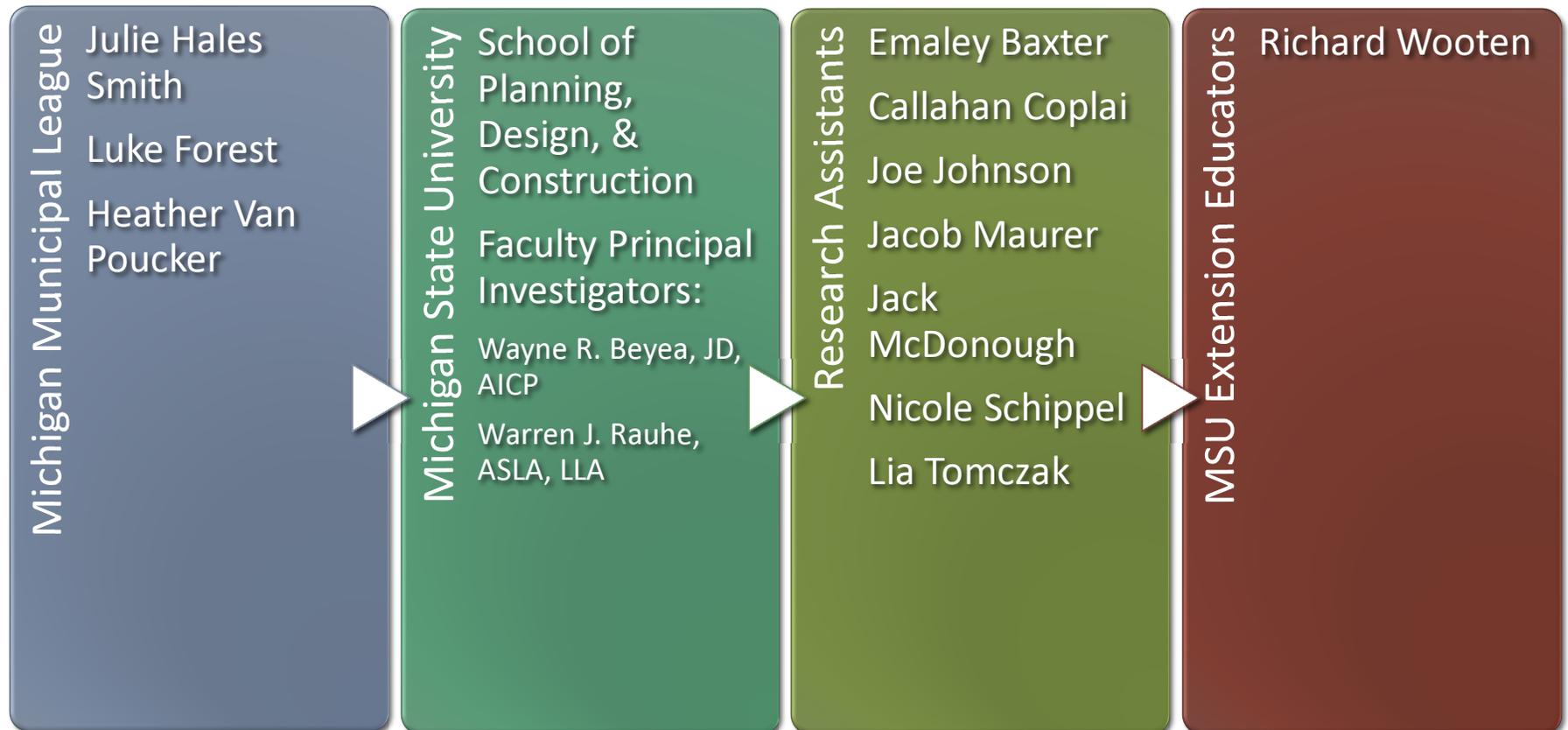
Governor Snyder's MiPlace Initiative

The MiPlace Partnership¹ is a statewide initiative with the purpose of keeping Michigan at the forefront of a national movement known as placemaking. It is based on the concept that people choose to live in places that offer the amenities, resources, social and professional networks and opportunities to support thriving lifestyles. The Partnership helps communities create and bolster those places. It is led at the state agency level by the Michigan State Housing Development Authority and coordinated through a public/private leadership collaborative known as the Sense of Place Council. Michigan State University and the Michigan Municipal League, the partners on this project, are collaborators with the Sense of Place Council.



¹ Source: <http://miplace.org/placemaking>

PlacePlan Technical Assistance Team Members



Local Partners

The PlacePlan Technical Assistance Team would like to acknowledge the Dearborn city staff and elected and appointed officials for their constant support and assistance. The Local Partners ensured that the Team had data, documents, and community input necessary for completing the analysis and resulting asset, planning, and design recommendations for the Dearborn Transit-Oriented Development site.

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The PlacePlan Technical Assistance Team would like to express their sincere gratitude to the hundreds of residents, business owners, land owners, and other stakeholders that attended the Community Visioning Meeting, Multiple-Day Design Charrette, Post-Charrette Design Preview, and/or provided feedback during this process. Placemaking begins with a community-supported vision for what makes a place a true destination in the community. Without you, this process would not be possible.



Source: City of Dearborn

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Introduction

Project Overview

In response to the MiPlace Partnership request for applications, the City of Dearborn submitted a request for assistance focusing on the development of the West Dearborn Transit-Oriented Development (TOD) site located on the eastern edge of West Downtown Dearborn along Michigan Avenue. The City of Dearborn and local stakeholders envision the TOD site serving as a focal point in the community, designed to support local and regional commuter needs, establish connectivity between attractions/locations of interest within Dearborn, and complement the redevelopment of a vibrant downtown space. In doing so, the site will fulfill a need for such a space that was recently identified during the development of the City's Non-Motorized Transportation Plan and the Global Green USA analysis. Dearborn's Non - Motorized Transportation Plan found that Dearborn is significantly auto-centric. Planning for a pedestrian-oriented, mixed use, livable

district within the West Dearborn TOD site will fulfill a need within Dearborn for increased density to support the downtown as well as other main attractions. The City has engaged The Henry Ford, Dearborn Historical Museum, Bryant Library, Wayne County, Ford Motor Company, University of Michigan-Dearborn, Henry Ford Community College, Oakwood and Henry Ford Health Systems, property and business owners, local residents and others to ensure a process and final product that is beneficial to all. The resulting plan is to emphasize the creation of a transit-oriented development that could be a best practice model for future development of livable, sustainable neighborhoods for the city, region and state. Upon its creation, the TOD site will be used by Dearborn as a space for both planned and spontaneous year-round activities. Furthermore, it will connect multiple assets and make them accessible by foot, bicycle, or transit, therein reducing transportation expenses and making the region more affordable and sustainable.

The proposed project is inspired by an ongoing interest in Dearborn to diversify the housing stock and more effectively use the TOD site as a connector between attractions, and also as an attraction in itself. The site and its adjacent districts is comprised of many commercial businesses including fine dining, car dealerships, markets and a flower shop; vacant land, parking lots, a vacant retention pond, apartments, townhouses, and condominiums. The site boundaries include Michigan Avenue to the north; the Rouge River, Norfolk Southern Railroad and The Henry Ford to the east; Ford Motor Company to the south; and Oakwood Avenue to the west. Despite overwhelming support for the redevelopment of the site from local stakeholders, there is also great concern to ensure linkages to nearby attractions, a safe walking environment, year-round uses, maintenance, and employment opportunities in this area. An immediate tone or character to the site needs to be fostered such that visitors, commuters and long-haul passengers who depart and arrive at the train station enjoy themselves.

Overview of Methodology

In order to provide carefully considered asset, planning, and design recommendations for implementation within the TOD development site in Downtown Dearborn, the following process was carried out for gathering the necessary information and input:

- Reviewed local/regional land use plans and relevant data
- Inventoried assets that fulfill MML's 21st Century Community criteria
- Conducted interviews with stakeholders
- Held three community input meetings
 - Phase One: Community Visioning
 - Phase Two: Multiple-Day Design Charrette

- Phase Three: Post-Charrette/Input Session Feedback

- Final Report and Presentation

National Charrette Institute's Charrette System

These phases were carried out in line with the National Charrette Institute's (NCI) Charrette System. With objectives that include creating a safe environment in which all members can participate in planning their community; planning for scenarios at the neighborhood scale; bringing an on-the-ground reality to community planning by creating demonstration projects that often turn into real catalytic development; and anchoring public involvement with realistic constraints, the Dearborn community was engaged in NCI's three planning phases, including a stakeholder interview process.

MML Stakeholder Interview Process

A critical element of the charrette process is engagement, including the preparatory

work of interviewing stakeholders in advance of the design charrette meetings. The purpose is to identify key stakeholders and allow ample opportunity for input in a non-public setting for groups with considerable vested interest in the project. Key stakeholders are decision makers, those with valuable information, those who will be affected by the outcome, and those who have the power to promote the project or block the project. Note that public meetings provided access to a wide range of individuals and interests that could not be accommodated in the interview process due to time and travel constraints.

With regard to targeted stakeholder outreach, MML prepared an initial stakeholder analysis, identifying individuals and groups that may be appropriate to speak with directly. MML provided that to the client for review and input, then representatives from MML and from MSU embarked on unstructured interviews aimed at promoting a shared understanding of the project, identifying priorities, concerns, and potential barriers to success.

Phase One: Community Kick-Off Workshop

The West Dearborn Transit Oriented Development (TOD) project PlacePlan process began with community visioning meeting hosted by the City of Dearborn. Held on 12/12/12 at the Ford Community and Performing Arts Center, attendees were challenged to consider, discuss with others, and document what about Dearborn makes them proud, what they are sorry about, and what they would like to see in Dearborn, in particular within the TOD site, in the future. To encourage creativity and vision over the long-term, questions were posed such as “you’re in a hot air balloon over the TOD site 15 years from now - what do you see?” and provided sheets of drawing paper and markers to encourage not only written comments, but an opportunity to share visuals. Figure 1 summarizes the findings from the Community Visioning Meeting.

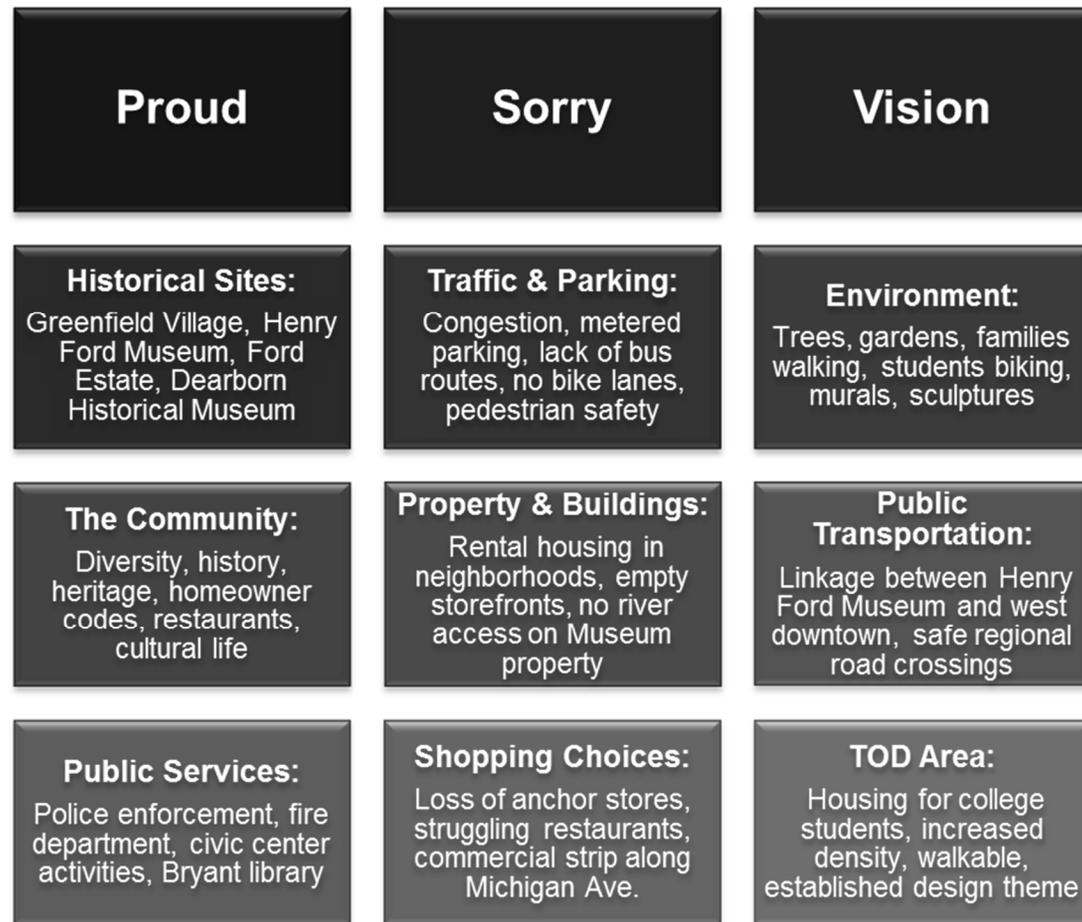


Figure 1: Dearborn Community Visioning Meeting Summary

Phase Two: Multiple-Day Design Charrette

After considering findings from the community visioning session, review of applicable land use plans, and analysis of local/regional assets, a multiple-day design charrette was conducted. Shown were maps of the existing built environment and TOD site. Day One consisted of gathering input and illustrating suggestions on draft sheets of paper over the existing locations. Designs were prepared based on this input and displayed during Day Two. The displayed graphics included photos exemplifying what other communities have done to achieve desired attributes named during day one and preliminary design sketches. Attendees were provided with post-it notes on which they could write reactions / comments / suggestions with regards to the design layouts and photographs. The designs were further refined and presented to the community on day three of the charrette. Multiple days provided ample time for interested participants to attend. It also provided the design team time to work through concepts with key stakeholders

and to respond to public comment with two preliminary designs presented during the final day of the charrette. Labeled “Concept A” and “Concept B”, both preliminary designs received praise and constructive criticism. Some of the design elements that were praised include a connection pathway between the train station and The Henry Ford, mixed uses, phased implementation, narrowing of Michigan Avenue, green space, aesthetic lighting, walkability and increased density. The public indicated some missing elements included renewable energy, water features, a concert area, public space at the train station, a farmers market, historical monuments, family restaurants and a berm wall to deflect train noise.



Figure 2: Dearborn Multiple-Day Design Charrette

Final Design Input

After considering the findings from the Design Charrette, the recommendations and design renderings were updated. On April 8, 2013, the third community meeting was held at the Ford Community & Performing Arts Center in downtown Dearborn. Stakeholders representing the City, local businesses, and non-profit organizations were given the opportunity to see the updated designs and recommendations for the Transit Station site. The attendees were asked three questions about the updated concept:

1. What elements do you like?
2. What's missing?
3. How could we enhance connectivity?

The attendees were asked to write down their comments on notecards and their input has been considered in completing the final design and recommendations for the Transit-Oriented Development project. Figure 3 depicts common themes from the community comments.



Figure 3: Dearborn Final Design Comments

Existing Conditions

Community Overview

Dearborn, Michigan is a city located in metropolitan Detroit in the Wayne County, along the southern border of Detroit. Founded in 1786 and incorporated as a city in 1929, Dearborn is the eighth largest city in the state, and the second largest city in Wayne County². It is home to a vast number of cultural and educational attractions all located within 24.5 square miles³.

Local Economy

According to the US Census Bureau's American Community Survey, the educational services and health care industries represents 23% of the employed population in Dearborn (2007-2011). Following closely is the manufacturing industry at 17%, thanks in

² City of Dearborn, 2013

³ Architectural Neighborhood Characteristics, p. 4

part to The Ford Motor Company locating their world headquarters in Dearborn.

Demographics

The median age within Dearborn is 33.0 years compared to Michigan (38.9 years) and the United States (37.2 years)⁴. Dearborn recorded a population of 98,153 at the 2010 Census. The group with the greatest representation was children 19 years old and younger comprising 32.7% of the population, followed by the age range of 20-39, which makes up 26.2% of the population. The age group with the least number of residents is those aged 75-79 years, at 2.0%. The results from the US Census Bureau's American Community Survey 5-Year Estimate indicate a mean household income of \$64,450 (2007-2011), compared with Michigan (\$48,432) and the United States (\$51,914). With regard to racial demographics, Dearborn is primarily white (89.1%), followed by black (4.0%),

⁴ US Census Bureau, 2010 Census

Hispanic or Latino (3.4%) and two or more races (4.0%).

Dearborn Transit-Oriented Development Site

The Dearborn Transit - Oriented Development site, which is the focus of this placemaking concept plan, is located on the eastern edge of West Dearborn with the point of origin at the future location of the Intermodal Passenger Rail Facility, set to be completed in 2013.

The project site based on this rail facility is positioned south of east bound Michigan Avenue (US-12), east of Brady Street, west of Evergreen Street, and north of Village Road. The land parcels immediately surrounding the planned rail station include two vacant lots, a hotel, a small medical office, two auto dealerships, and the vacant and historical Ford Motor Company's Powertrain Operations Engine Engineering Building⁵. The largest neighboring attractions are the Henry Ford Museum and Greenfield

⁵ West Downtown Dearborn Sustainability Assessment. p 2.

Village, located just southeast of the future rail station.

East/West bound Michigan Avenue separates the Rouge River Gateway Trail from the future rail facility and the TOD. This motorway has formed a barrier to pedestrians walking and biking from The Henry Ford to the Rouge River Gateway Trail. This recreational connection is part of highly utilized, 20-mile regional greenway system that runs along the Rouge River Corridor⁶.

The Dearborn TOD site features a combination of zoning districts (see Figure 6). Districts include the following:

- RC – Multiple Family Residential District: The RC district seeks to

⁶ Ibid.



Figure 4: Transit Station Site Layout

address the varied housing needs of the community by providing locations for development of multiple-family housing at a higher density than is permitted in the single-family districts.

- **IB – Medium Industrial District:** The IB district is zoned for industrial development, including development within planned industrial park subdivisions and on independent parcels.
- **BC – General Business District:** The General Business District permits the location of businesses offering a range of goods and services.
- **FP – Flood Plain:** The Flood Plain zoning district endeavors to reduce hazards to persons and damage to property as a result of flood conditions in the City of Dearborn, in addition to enhancing the value of the natural wildlife and vegetation dependent upon the floodplain.

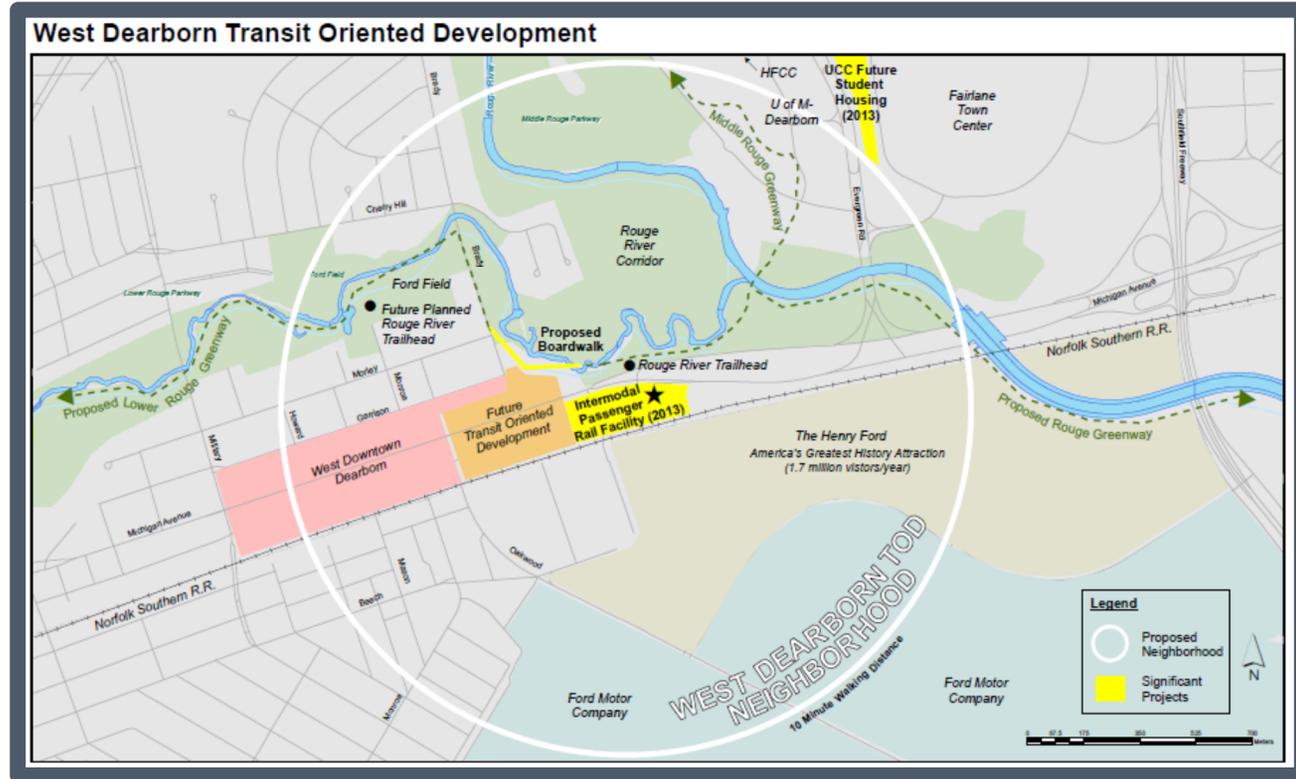


Figure 5: Dearborn Transit Center TOD Planning Area

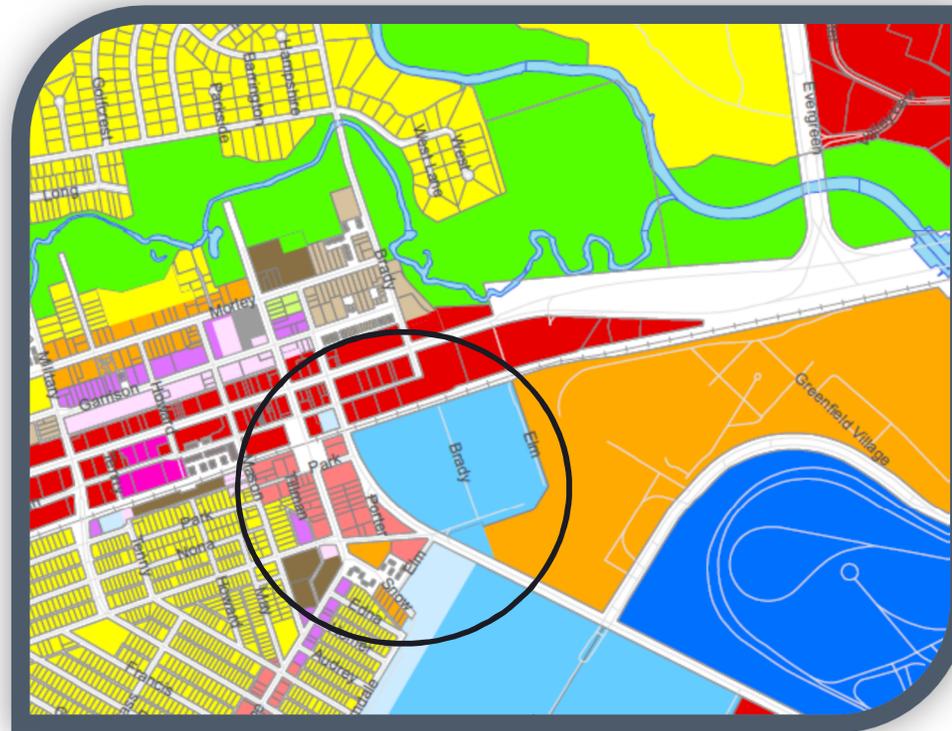
Zoning districts neighboring the TOD site include the following:

- **IC – Intensive Industrial District:** Located south of the project site is the Intensive Industrial District. This district allows for uses whose activities or operations may produce adverse external impacts

Figure 6: Dearborn Zoning Map

that are detrimental to other uses in the district.

- **BB – Community Business District:** Located west of the project site, the Community Business District allows for commercial development that offers a broad range of goods and services.
- **RD- Multiple Family Residential District:** Located northwest of the project site, the Multiple Family Residential District seeks to address the varied housing needs of the community by providing locations for development of multiple-family housing at a higher density than is permitted in the single-family districts.



Residential Districts	Industrial Districts
 RA - One Family Residential District	 IA - Light Industrial District
 RB - One Family Residential District	 IB - Medium Industrial District
 RC - Multiple Family Residential District	 IC - Intensive Industrial District
 RD - Multiple Family Residential District	 ID - General Industrial District
 RE - Multiple Family Residential District	
Business Districts	Other Districts
 OS - Business Office District	 TR - Technology and Research District
 BA - Local Business District	 PUD - Planned Unit Development
 BB - Community Business District	 RP - Residential Preservation District
 BC - General Business District	 FP - Flood Plain
	 VP - Vehicular Parking District
	 VPD - Vehicular Parking District - Class A Auto Dealer

Source: City of Dearborn, 2012

Michigan Corridor/Development Area Land Ownership

The following Map breaks the Dearborn Transit-Oriented Development site into its individual parcels and Table 1 below provides information regarding each parcel's ownership.

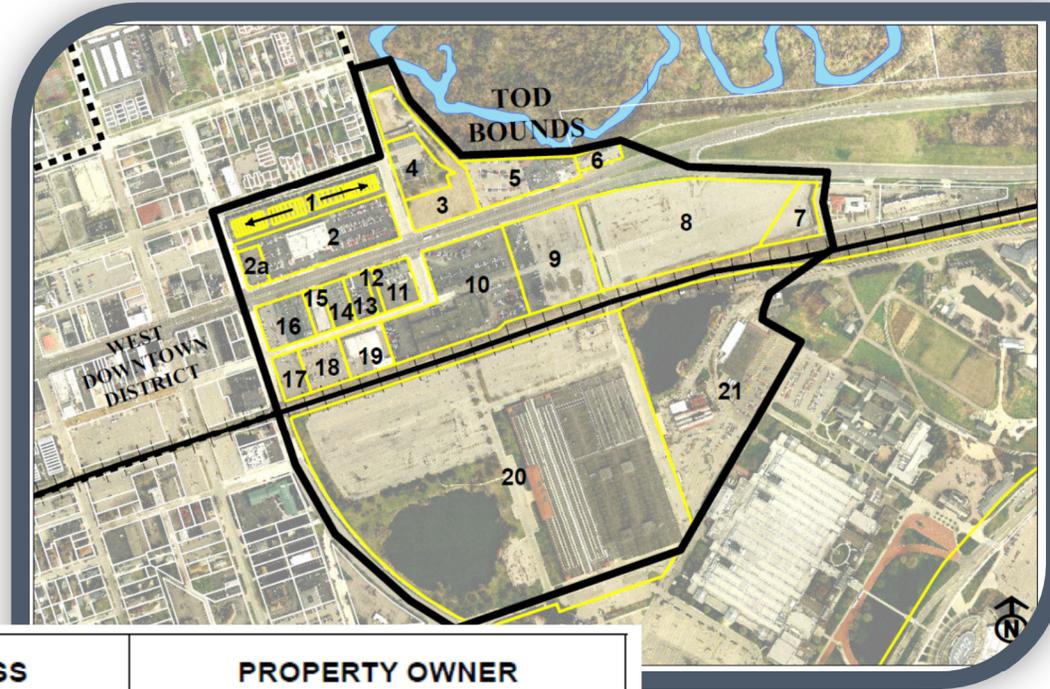


Table 1: TOD Ownership

#	PID	ADDRESS	PROPERTY OWNER
<i>Numbers referenced in attached map</i>			
1	-	21501-21761 GARRISON	PRIVATE RESIDENTS
2	820922203020	21520 MICHIGAN	LGP PROPERTIES LLC
2a	820922203054	21770 MICHIGAN	LGP PROPERTIES LLC
3	820922201029	21430 MICHIGAN	CITY OF DEARBORN
4	820922201030	915 S BRADY	CITY OF DEARBORN
5	820922201031	21400 MICHIGAN	ANDIAMO DEARBORN PROPERTIES LLC
6	820922201040	0 MICHIGAN	CITY OF DEARBORN
7	820922205007	0 MICHIGAN	CITY OF DEARBORN
8	820922205014	21201 MICHIGAN	CITY OF DEARBORN
9	820922205013	0 MICHIGAN	FORD LEASING DEVELOPMENT CO
10	820922205005	21511 NEWMAN	FORD LEASING DEVELOPMENT CO
11	820922204009	21531 MICHIGAN	FORD LEASING DEVELOPMENT CO
12	820922204008	21555 MICHIGAN	MYSTIC RESOURCES, LLC
13	820922204007	0 MICHIGAN	LGP PROPERTIES LLC
14	820922204006	21711 MICHIGAN	LGP PROPERTIES LLC
15	820922204005	21725 MICHIGAN	WESTBORN PROPERTIES LLC
16	820922204011	21755 MICHIGAN	WESTBORN PROPERTIES LLC
17	820922205015	0 NEWMAN	WESTBORN PROPERTIES LLC
18	820922205016	0 NEWMAN	LGP PROPERTIES LLC
19	820922205009	21701 NEWMAN	LGP PROPERTIES LLC
20	820923301005	21400 OAKWOOD	FORD MOTOR CO
21	820923301004	20900 OAKWOOD	EDISON INSTITUTE

Source: City of Dearborn

Asset, Planning, and Design Evaluation

Local and Regional Asset Analysis

A local and regional analysis was carried out by the Michigan Municipal League in an effort to identify assets and opportunities within eight categories. Identified as essential by MML for communities that endeavor to be vibrant places in the 21st Century, these eight categories include:

- Physical Design, Walkability & Connectivity
- Sustainability and Environment
- Cultural Economic Development
- Entrepreneurship
- Education
- Branding and Communications
- Welcoming to All
- Transportation

Research continues to show that “placemaking” matters more than ever, as an increasingly mobile workforce seeks out neighborhoods before finding jobs and opening up businesses. The purpose of this analysis is to help Dearborn local officials identify, develop, and implement strategies that will grow and strengthen Michigan’s communities in the coming decades.

Physical Design, Walkability & Connectivity

The physical design and “walkability” of a community helps create a “feel” or “sense of place.” A community’s connectivity can afford people safe and convenient access to the places they live, work, shop and play. Examples include a traditional downtown with easy access from historic and/or architecturally pleasing residential areas, mixed-use development that encourages appropriate density, traffic and other infrastructure design features that value the human scale by considering the pedestrian, bicyclist and other active users of the space.

The challenge is that oftentimes streets are designed to move cars through a

community as quickly as possible, without appropriate consideration for the pedestrian. Market analysis continues to show however that preferences are changing, and more and more people want to live in neighborhoods with walkable downtowns, access to cultural, social, and entertainment opportunities, with a variety of transportation options. Walkability not only helps to create a strong sense of place, it promotes a strong local economy and healthy lifestyle.

Economic Impacts

A one point increase in “walk score” can translate into a \$3,000 increase in property value.⁷ Higher employment density is linked to higher productivity and more innovation.⁸

⁷ “How Walkability Raises Home Values in U.S. Cities.” August, 2009, by Joe Cortright, Impresa, Inc. for CEOs for Cities.

⁸ “The Benefits of High Density Development.” 2005 presentation by Amy Liu, The Brookings (footnote continued)

Dearborn's Assets in This Category:

- Walkable Street Grid:

Block length and frequency of intersections are key indicators of a neighborhood or district that is convenient for residents, employees and visitors who want to travel by foot or bicycle and utilize local amenities. Block lengths should be short and frequency of intersections should be high. According to walkscore.com, the West Dearborn TOD district has below-average block length, as the blocks in the area average 384 feet. The number of intersections in the district is also slightly below average, with 134 per square mile. Walkscore.com rates the district as having “good” block length and “fair” intersection frequency.

Institution; also NY Times, September 3, 2011, “One Path to Better Jobs: More Density in Cities.”

- Proximity to Downtown and Neighborhood Amenities:

The West Dearborn TOD district has an average Walk Score of 82, according to Walkscore.com’s Street Smart tool, which measures the proximity of a property using actual pedestrian routes to stores, restaurants, schools, parks, banks and other neighborhood amenities. The maximum Walk Score is 100 and the district rates as “Very Walkable”.

- Active Living Infrastructure:

Dearborn’s infrastructure goes beyond roads and sidewalks. It has numerous parks, trails and waterways in proximity to the TOD district that support active living, healthy lifestyles and non-motorized transportation. In 2005, the City was recognized by the Promoting Active Communities program with a Gold award, representing “outstanding achievements in making it easy for people to be active”.

- Complete Streets Resolution:

The Dearborn City Council passed a resolution showing the City’s commitment to following Complete Streets principles and directing staff to develop a Non-Motorized Transportation Plan.

Sustainability and Environment

Sustainability and green initiatives encompass a broad range of environmental issues, including developing “green jobs,” valuing our natural resources and leveraging them within our new economy. Environmental stewardship is not just a “feel good” effort. It is a core value that has become a driver for economic success in the 21st century.

Economic Impacts

Active outdoor recreation contributes \$730 billion annually to the U.S. economy, supports 6.5 million jobs, and generates \$88 billion in annual state and national tax revenue. Active recreation is

defined as bicycling, trail activities, paddling, winter sports, camping, fishing, hunting, and wildlife viewing.⁹

Dearborn's Assets in This Category:

- River and Trail Access:

The Rouge River has seen a dramatic rebirth thanks to the work of the City and a variety of partner organizations. Nearby, an expanding network of trails is beginning to connect the region's activity centers, providing convenient non-motorized transportation options. Both the river and trails are very close to the TOD site, across Michigan Avenue.

- Sustainability Leadership in Michigan and Nationwide:

Dearborn is one of a small number of cities with a dedicated staff position focused on sustainability. The City's

⁹ "Economic Impact of Trails." summer 2011 by American Trails.

Sustainability Coordinator serves in a leadership capacity within the Michigan Green Communities network and the US Green Building Council and is part of an exclusive international group, the Urban Sustainability Directors Network. In addition to the City's leadership, Ford Motor Company has developed a reputation for sustainability innovations in its operations in Michigan and around the world.

- Green Communities Certification:

Dearborn was recently recognized by the Michigan Green Communities network as a gold-medal community, representing exemplary achievements in numerous areas including energy efficiency, renewable energy, recycling, water quality, air quality, community engagement and transportation systems.

Cultural Economic Development

Cultural economic development includes all those interesting arts, history and musical features that make a place

unique and feed our appetite for fun. These may include social and entertainment opportunities, art galleries, museums, cultural attractions, celebrations of heritage and tradition, athletics, special events and myriad others. An active and diverse complement of arts and culture activities are essential to a thriving local economy and high quality of life.

Economic Impacts

From 2006 to 2011, the number of arts-related jobs increased by 15 percent to 85,656 jobs in Michigan, while arts-related businesses increased by 65 percent to 28,072. Nationally, arts and cultural organizations generated \$135.2 billion in economic activity and supported 4.1 million jobs. Michigan's arts and cultural destinations generated more than \$2 billion in state tourism revenues in fiscal year 2011, representing 16 percent of the state's total tourism revenues in that year - more than golf, boating and

sailing, hunting and fishing, and hiking and biking combined.¹⁰

Dearborn's Assets in This Category

- A Celebration of History:

The TOD District is ideally placed to benefit from Dearborn's unique history and connect visitors and residents to it, with the Historical Museum and the Henry Ford Museum on, or adjacent to, the site.

- Investments in the Arts:

The Dearborn community has made significant investments in the arts, exemplified by the programming consistently available at the Ford Community and Performing Arts Center and recent programs around the City such as "Art in Public Places."

¹⁰ "Creative State Michigan." 2013 by ArtServe Michigan.

Entrepreneurship

Growing jobs by ones and twos is key to creating strong local economies in the 21st century. Local communities are fueled by small start-ups and growth on main street and economic gardening strategies aimed at developing the talent and potential that already exists right at home.

Also central to success are social entrepreneurs, who act as change agents within a community, seizing opportunities others miss to create social value rather than profits. This type of entrepreneurial activity resonates especially with students and millennials looking to apply their optimism, energy, passion and skills for a positive, tangible impact.

Economic Impacts

Small business is responsible for 75 percent of all net new jobs. There are 27.5 million small businesses in the US (of these, about 6 million have employees and 21.4 million are

"Solopreneurs" or businesses with no employees). In contrast, there are 18,311 businesses with over 500 employees.¹¹

Dearborn's Assets in This Category

- An Entrepreneurial City:

Dearborn was recently honored by the University of Michigan-Dearborn as a five-star eCity, representing outstanding "performance at creating inviting business environments and encouraging entrepreneurial growth." This performance partially reflects the entrepreneurial history of the Ford Motor Company, an ethic that repeatedly came out in the community meetings associated with this project.

- Resources for Small Businesses and Entrepreneurs:

Entrepreneurs and small business owners have a multitude of resources

¹¹ US Small Business Administration.

in and around Dearborn, including but not limited to the University's iLabs, the two Downtown Development Authorities, the Michigan Works Service Center and the Business Resource Center (BRC) at Henry Ford Centennial Library.

Education

Education is key in competing in a global, 21st century economy, and educational institutions are vital anchor institutions within communities. From K-12 schools to community colleges and technical schools, to state universities, educational institutions bring innumerable opportunities to a community. They are the hub for not only learning, but sports, entertainment, arts and culture, healthcare, and recreation, and serve as engines of economic development.

Vibrant communities successfully collaborate with a full range of educational institutions to develop intellectual, human and physical capital. Collaboration can be as simple as sharing physical facilities such as ballparks and swimming pools, or as

complex as formal town-gown strategic plans.

Economic Impacts

In 2002, a Bachelor's degree-holder could expect to earn 75 percent more over a lifetime than someone with a high school diploma. In 2011 that premium was 84 percent.¹²

Dearborn's Assets in This Category

- An Educated Populace:

According to the US Census, in the area surrounding the TOD district 92 percent of residents have a high school diploma and 46 percent have at least an associate degree.

- Excellent Educational Institutions:

In addition to the University of Michigan - Dearborn, Henry Ford

¹² "The College Payoff." August, 2011 by Carnevale, Rose & Cheah, Georgetown University.

Community College and the Henry Ford Academy, all of which are in close proximity to the TOD site, Dearborn boasts two K-12 school systems (Riverside Academy and Dearborn Public Schools) that ranked in the top 15 statewide in a recent Bridge Magazine study titled Academic State Champions.

Branding and Communications

People communicate, connect and engage differently today than they did ten years ago, or five years ago, or last year, or even last month! Next generation internet and communication technologies are allowing people to share information in the virtual world in unprecedented ways. Communities that use cutting-edge strategies in their approach to branding, engagement and communication with new demographics, businesses, cultural institutions and philanthropic communities are ahead of the game.

Economic Impacts

As of March 19, 2013, "Michigan's Upper Peninsula" Facebook page has 176,454 "likes" and 13,679 people are talking

about it. Just one year prior, it had about half that!

Dearborn's Assets in This Category

- Strong Social Network Presence:

The City of Dearborn already has a strong presence on Facebook and Twitter and is well ahead of many other cities in this regard.

- Internet Service Options:

Dearborn residents and business owners have quality broadband internet options through private providers. In addition, both of the City's DDAs have experimented with public wireless internet through Open Dearborn.

- History of Public Engagement:

The City, in partnership with several other organizations, has executed several successful public visioning and engagement projects in recent years.

Welcoming to All

Successful 21st century communities are inclusive and welcoming to all, embracing diversity and multiculturalism as a competitive advantage. These types of communities are most attractive to new businesses, and today's fluid, mobile, and global workforce seeks out places that embrace people of all ages, religions, ethnicities, national origins and races.

Economic Impacts

It is estimated that immigrant-founded companies were responsible for generating sales of more than \$52 billion in 2005 and creating just under 450,000 jobs as of 2005. Immigrants have become a significant driving force in the creation of new businesses and intellectual property in the U.S.¹³

¹³ "America's New Immigrant Entrepreneurs." January 4, 2007 by Wadhwa, Saxenian, Rissing & Gereffi, Duke University.

Dearborn's Assets in This Category

- A City Famous for Its Multiculturalism:

The assets in this category are obvious to anyone who knows anything about Dearborn. The City has a global reputation as a home to immigrants and this has surely been an economic boon to the community. In addition to the benefits of a diverse and entrepreneurial resident population, the City's diversity has yielded strong community organizations, cultural festivals, and institutions like the Arab-American National Museum.

Transportation

Thriving regions offer a range of transit options, from walking and biking to buses and other modes of transit.

Transportation has become an integrated part of all conversations concerning economic development, particularly in Michigan, where we share a border with Canada, and are surrounded by some of the most important waterways in the country. Developing effective

transportation options is a necessary tool for all communities interested in attracting and retaining residents, workers and businesses. Research shows that people across the nation are choosing communities that offer various modes of transportation, with easy access to the places they live, work and play. Multimodal transit can be as complex as rail systems and as simple as trails and bike paths.

Economic Impacts

It is estimated that 14.6 million households over the next 20 years will want housing within ¼ mile of a transit stop. Residential property value increased from 10 to 20 percent when near a transit stop, and commercial property increased by 23 percent.¹⁴

¹⁴ “Transit-oriented Development: The Return on Investment.” By David Taylor, CNU Senior Vice President for NCPPP Partnerships in Transportation

Dearborn’s Assets in This Category

- **Public Transportation Services:**

The area near the multimodal station is blessed with bus service from both DDOT and SMART, rail service via Amtrak, and shuttle bus services from several public and private entities.

- **Active Transportation Options:**

As mentioned previously, the TOD district is proximate to the restored Rouge River and a growing trail network and, in many places, has a pedestrian-friendly street grid.

Planning and Design Considerations

Planning Analysis

In order to plan for the development and/or maintenance of places that offer the amenities that support a wide array of real estate market demands, placemaking combines a variety of land use planning principles that move communities away from conventional zoning and development. Instead, placemaking focuses on where a single use, such as restaurants / entertainment / retail / office, should be located and instead considers how these uses should be combined in an environment that draws residents and visitors alike to enjoy spending extended time in a space. Many of these guiding principles lean toward designing spaces mirroring bustling traditional neighborhoods developed prior to widespread use of the automobile.

After receiving feedback from local stakeholders at the community visioning meeting and design charrette, principles were chosen from the following

innovative planning techniques to guide design that supports the community's desired placemaking objectives. Specific suggestions for the TOD site and surrounding area are found in the Recommendations section of this report.

Transect-Based Planning

Transect-based planning is an approach that divides the built environment into six categories that differ in land use diversity and density, ranging from “natural landscape” to the “urban core”. Its major driving principle is that certain forms and elements belong in certain environments. What may work well in a suburban neighborhood may ruin the street aesthetics and connectivity within an urban core. Transect-based planning expresses that successful growth requires the sequential influence of many participants. It employs form-based code through a tool called SMART code that provides zoning guidelines that pertain to the Transect Zone being planned for. This allows the built environment to be

Placemaking Elements of Quality Places

- Mixed Use Development (Land and Buildings)
- Quality Public Spaces
- Broadband Enabled
- Multiple Transportation Options
- Multiple Housing Options
- Preservation of Historic Structures
- Recreation
- Arts & Culture
- Green Places
- Linked Regionally

Placemaking Form Characteristics

- Accessibility, Comfort
- Quiet- unless designated otherwise
- Sociability
- Civic Engagement
- Resilient and Sustainable
- Mass, Density, and Scale
- Human Scale
- Walkable/Pedestrian-Oriented
- Safe, Connected, Welcoming
- Encourages Activity -Stumbling into Fun
- Allows Authentic Experiences

Source: MiPlace Initiative Curriculum, 2012

designed and constructed by many individuals over years and/or generations, lending ingenuity to the landscape¹⁵.

LEED for Neighborhood Development

LEED for Neighborhood Development (LEED-ND) is essentially a rating system that defines a nationally recognized standard for green neighborhood design, incorporating principles of smart growth, New Urbanism, and green building. Its rating system provides credit for achievements in the following categories: Smart Location and Linkage, Neighborhood Pattern and Design, and Green Infrastructure and Buildings¹⁶

Transit-Oriented Development

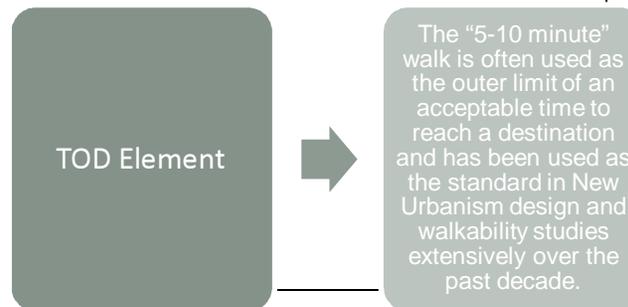
Transit-oriented development (TOD) is a planning and design trend that seeks to create compact, mixed-use, pedestrian-oriented communities located within a ½

¹⁵ SmartCode Version 9.2, p. vii

¹⁶ *A Local Government Guide to LEED for Neighborhood Development*, 2012, p. 5

mile radius of new or existing public transit stations¹⁷. Common features of TOD include:

- Focus upon the pedestrian as the highest priority
- Transit station is the prominent feature of town center
- High-density, high-quality development within 10-minute (½ mile) walk encompasses the station
- Includes collector-support transit systems (e.g. buses, taxis, trolleys, streetcars, light rail, etc.)
- Designed to accommodate other modes of transportation (e.g. bicycles, scooters, rollerblades,



¹⁷ Policy Link, 2008

etc.)

- Managed parking located within 10-minute (½ mile) radius around town center/transit station¹⁸

Form-Based Code

Using form-based code can assist a municipality with ensuring that future development within a community elicits the physical results intended, along with the desired impact on community and economic development. Form-based codes offer a powerful alternative to conventional zoning because they address the following with regards to the specific community at hand:

- Relationship between building facades and the public realm
- Form and mass of buildings in relation to one another
- Scale and types of streets and blocks

¹⁸ TransitOrientedDevelopment.org

In order to ensure understanding, the regulations and standards in form-based codes are both written and illustrated with clearly drawn diagrams and other visuals. Essentially, they apply physical standards to a district/area in an effort to influence the district's overall character without addressing specific uses individually¹⁹.

Design Analysis

The placemaking process begins with asking questions of the people who reside, work, and play in a particular space in an effort to determine their needs and desires for a space. This information is then used to create a common vision for that place. The feedback of local stakeholders that attended the community visioning meeting and design charrette was relied upon in order to develop the following design elements. These design elements inform the final PlacePlan concept design so that it succeeds in providing the form

necessary to realize the social activities and emotional response envisioned for the space by the Dearborn community. The diagram on the right depicts key design elements. Specific suggestions for the TOD development site and surrounding area are found in the Recommendations section of this report.

Design Elements

- Apply A Complete Streets Approach to Michigan Avenue
- Newman Street Transitions to a Pedestrian Focus with Various Sizes of Public Spaces
- Apply Mixed Use Development West from the Train Station and Along both Sides of Michigan Avenue
- Green the Environment, Link Spaces
- Car Dealerships Evolve Over Time
- Multiple Transportation Alternatives
- Historical Elements are Preserved and Worked into the Design
- Mix of Density, Higher Than Now but not Center City
- Parking Decks, Not Surface Parking
- Incorporate Art
- Accessibility for All, Universal Design
- Connections to Surrounding Context is Important
- Connected Building Complexes
- Compact Blocks, Walkable
- Interesting Spaces
- Improve the Underpass
- Expand Connection to The Henry Ford
- Re-do the Train Station Area Over Time
- Include Student Housing in the Mix
- New Buildings have a Functional Access onto Public Space

¹⁹ Form-Based Codes Institute, 2011

Recommendations

Overview

With the long-term goal of achieving a development pattern that will integrate the future transit station into West Downtown Dearborn and its adjacent neighborhoods, a design concept and prescribed supporting land use regulatory tools and community economic development programming recommendations have been created in a comprehensive process employing the “Placemaking” approach.

Placemaking recognizes that people tend to choose the neighborhood they live in based upon that neighborhood’s amenities, social and professional networks, resources and opportunities to support thriving lifestyles – as defined by the individual. As an approach, placemaking recognizes that places (central gathering spots, downtowns, neighborhoods, regions) must be designed in a way that their **form** (physical scale, land use diversity and density) leads to and supports the aforementioned results.

Using identified design guidelines, characteristics of placemaking form, and keeping elements of quality places in mind, the recommendations address the following key objectives:

- Mixed Use Development, Scale, and Density for Transect 4 (T4):
General Urban Zone
 - Mixed Use Development of Housing and Commercial Space Options
 - Design at the Streetscape Level
 - Recreation, Arts and Culture within the TOD
- Ensuring Connectivity to Local Assets and Districts
 - Adjacent West Downtown Dearborn and Neighborhoods
 - Regional Trail Network
 - University of Michigan – Dearborn
 - Greenfield Village and the Henry Ford Museum

Quality Places

The emotional response from spending time in a quality place is unique and hard to recreate. Consider these elements as examples when evaluating what is contained in the essence of a place.



Mixed Uses / Density
(Royal Oak, MI)



Linkage to Assets
(Birmingham, MI)



Streetscape Design
(Marquette, MI)

Sources: Royal Oak: http://www.ci.royal-oak.mi.us/portal/webfm_send/412
Birmingham: <http://pics3.city-data.com/businesses/p/3/7/6/9/8653769.JPG>
Marquette: http://i2.cdn.turner.com/money/galleries/2011/real_estate/1109/gallery.best_places_retire.moneymag/images/marquette-mi.jpg

Final Design Concept

The Dearborn TOD site and adjacent areas has the potential to be “THE” place to be in the region. The new train station and its regional and local connections, location next to a major tourism attraction, Ford Motor Company and its world headquarters and major employment centers, and land area prime for re-development all add to the potential. The area is also very complex, has a variety of private land owners with varying goals, and will need to be looked at in both a short term (0-10 years) and long term (10-25 years) time frame. Connections to adjacent areas and uses such as West Dearborn, U of M Dearborn, Henry Ford Community College, and the Henry Ford will have to be carefully considered.

Figure 7: Concept Plan for Dearborn TOD Site



The study area can be thought of as pieces of a puzzle that will come together in one coordinated and designed location.

Train Station Site – The train station site is currently under construction. The final concept plan for the TOD looks beyond what is currently being built and makes future recommendations. They include: development of a larger public space/plaza, connections towards West Dearborn with Newman becoming a pedestrian “street”, enhancement of the proposed at grade crossing of Michigan Avenue with potential of a future above or below grade crossing, enhancement of a gateway feature to the TOD and West Dearborn, greening of the site, a bus terminal with parking structure, a hotel with parking structure, an enhancement of the entrance to this area along Michigan Avenue, connections to the U of M Dearborn and the Rouge River, and the initiation of mixed use development at the west edge of the train station site.

West from the Train Station Site to Brady and Oakwood – Mixed use development of commercial, housing, entertainment



and offices begin on the west edge of the train station site and extend west to Oakwood. Heights of the buildings, up to 5-6 stories, and density increases as you move west and then decreases as one approaches Oakwood. Parking structures are included in the development with no surface parking. Newman continues to transition to a pedestrian “street” but does retain access for service and emergency vehicles. Building



Green features and increased walkability are among the top features in the TOD concept

architecture should retain the character of “Colonial Williamsburg” as to materials and colors, but be careful not to do so in a themed manner that will create a “fake” look and character. Car dealerships remain in the land use mix but evolve to more of a “boutique” urban character. This area becomes a major pedestrian friendly, year round area that focuses on a major public plaza at the Newman/Brady intersection. North of Michigan Avenue from Oakwood to Brady, the mixed use character is the same, including the retention of the car dealership.

North of Michigan Avenue and East of Brady – The museum has been retained and designed in context with a mixed use complex that includes commercial and student housing. Access to the trail system and Rouge River has been improved. Connections to the U of M Dearborn have been improved.



Re-design of Michigan Ave could allow for smooth automobile and pedestrian travel

Michigan Avenue – Long term, Michigan Avenue has followed a “complete street” concept, narrowed to two lanes of traffic and a turn lane, bicycle lanes have been added and sidewalks widened. The entire street area also has been significantly landscaped.

Connection to the Henry Ford – The entire area between the train station and Henry Ford Museum and Greenfield Village

has been redesigned as a major entrance to the Henry Ford. This entrance serves both visitors from the train station and also a new, consolidated vehicular entrance that ends in a major parking structure that can serve The Henry

Ford and the Ford Motor Company employment center. This area can become a park, attraction into itself and also demonstrate sustainable storm water practices through a redesigned pond system.



Concept overpass/underpass at MI Ave



The Brady Plaza site shown during wintertime with a skate rink

POEE and Related Area – The POEE building would be repurposed as both a center of Ford Motor Company employment and an extension of the Henry Ford. The open park area with its pond would be redesigned as a major private or public open space with demonstration and research potential with a new “Rotunda” building. Green roof parking structures that can serve the Ford Motor Company employment center and new mixed use north of the railroad tracks are also included.

Oakwood Underpass - Redesigned into a more open and inviting vehicular and pedestrian experience. Murals can be added to the walls of the structure, depicting the history of the area. The

sidewalks along Oakwood would be enhanced to better connect the Ford Motor Company and hospital employment centers to the TOD and downtown West Dearborn businesses.



An Oakwood underpass could provide an alternative transportation route as well as pedestrian and biking paths

Design Recommendations

Using Scale, Density, and Mixing Uses to Create a “Sense of Place”

Specifically, placemaking elements and form characteristics consistent with the T4 land use development pattern and fulfillment of LEED-ND prerequisites and/or scoring criteria have been addressed in the following ways:

- A mix of residential, commercial, entertainment and recreation has been integrated at the transit station, west to Oakwood, and both sides of Michigan Avenue.
- Newman Street from the transit station moving west has been redesigned as a pedestrian street slotted for mixed use development by the individual property owners.
- Recreation within the TOD site includes trails and river use, public plazas, outdoor/indoor dining, opportunities for people watching, and an array of indoor recreation opportunities (dining, pubs, cafes, shopping, and

Placemaking Form Characteristic



Density refers to the amount of development permitted on a given parcel of land (Local Government Commission, 2003, p. 1). Density requirements influence how compact a development pattern can be, determining where an environment fits on the transect.

interaction with historic people, places, and events) that will occur as mixed use areas are developed.

- Spaces created at the pedestrian scale that are universally designed, interconnected, walkable, and welcoming that provide opportunities for protection from weather and climatic changes, bustle and solitude, people to gather or enjoy solitude, discovery, and surprise.
- The TOD site and adjacent areas infill from the transit station through West Dearborn on both sides of Michigan Avenue, connecting to The Henry

Ford/Greenfield Village and Ford Land property to the south.

- All residential and commercial areas throughout the TOD site and/or adjacent planning area is within a ½ mile walk distance from the transit station.
- The design includes over 30% of the building area to be residential, all located within a mixed use development with shops and services supported by parking structures. Sub-neighborhoods allow for less than ¼ mile walk distance to diverse uses.
- Well in excess of 90% of new building frontage has a principal functional access point onto a public space. Building density varies, but well in excess of 15% of new street frontage is above the LEED-ND required 1:3 height-to-street ratio.
- Continuous sidewalks or plaza areas are provided throughout the development.

- There are no garages in the project area and service bay openings are limited.

Address Connectivity between Local Assets and Districts

The proposed TOD site conceptual design applies placemaking elements and LEED-ND principles in the following ways to create connectivity within the TOD site and appropriate linkages to neighborhoods/districts outside of it:

- Michigan Avenue has been narrowed to three lanes and bicycle lanes and wider sidewalks have been added.
- Multiple transportation alternatives exist including: train, bus, automobile, cycling, walking, kayaking/canoeing.
- The existing historical society building has been preserved and worked into the overall design.
- Future detail design will incorporate art into the TOD site from sculpture to the design of buildings and support facilities such as lighting and signage.

- Linked greenspace becomes the visual impact of public spaces and their interconnections.
- The design is linked to the Rouge River trail and river system, University of Michigan-Dearborn, West Downtown Dearborn, The Henry Ford and Greenfield Village, and Ford employment centers.
- Massing building areas with walkable connections north/south and east/west an average of 300-400 feet apart.

- The River Rouge Gateway Trail system is interconnected for walking and bicycling to the regional trail network. Likewise the River Rouge can be utilized for canoeing and kayaking. The Complete Streets format will be followed to include bicycle lanes.
- Bicycle storage can be designed into the project during later stages of detailed design.



The TOD site is primed to become a hub of activity and connections

Planning Recommendations

Ensure Zoning Supports Mixed Use Development, Scale, and Density for Transect 4: General Urban Zone

Adopt “Suburban Center” TOD Placetype Regionally; Adopt Transect 4: General Urban Zone within TOD Site

At a city-wide level, the transit center in Dearborn will satisfy the criteria of a “suburban center” TOD placetype. A TOD suburban center placetype is described to contain a mix of residential, employment, retail, and entertainment uses. Serving as both an origin and a destination for commuters, their development may be more recent with a greater number of single-use areas²⁰. Using T4 or higher as standards for future land use development will assist in making the TOD site a true destination.

²⁰ Reconnecting America

Transect Zone 4: General Urban Zone Characteristics				
General Character <ul style="list-style-type: none"> Mix of houses, townhouses & small apartments, with scattered commercial activity, balance between landscape, buildings, and pedestrians 	Building Placement <ul style="list-style-type: none"> Small to medium front and side yard setbacks 	Frontage Type <ul style="list-style-type: none"> Porches, fences, dooryards 	Typical Building Height <ul style="list-style-type: none"> 2-3 story with some taller mixed use buildings 	Civic Spaces Supported <ul style="list-style-type: none"> Squares, greens, landscaping

Table 2: Transect Zone 4 Characteristics

Transect Zone 4: Urban Center Zone
Source: SmartCode 9.2, 2012

The Dearborn community expressed, during the series of three stakeholder meetings, the desire for a concept design plan that included some of following features, some of which are placemaking elements or characteristics of good form, without drastically increasing density.

- Employ a Complete Streets approach that supports walking and bicycling.
- Mix uses within the site (residential, commercial, retail, entertainment, recreation).
- Exude culture in the detail. Create interesting spaces.

It was expressed that higher densities should be located at the transit center and West Downtown Dearborn and spread to lower densities outward.

Transect 4, or the “General Urban Transect Zone” consists of a mixed use but primarily residential urban fabric. It may have a wide range of building types including single, sideyard, and

rowhouses. Setbacks and landscaping are variable. Streets with curbs and sidewalks define medium-sized blocks²¹. It has been recommended as a model for the Dearborn TOD site because its land use development pattern with regard to mixing land uses, scale of the built environment, and density requirements fulfill the prerequisites of LEED-ND and successful Transit - Oriented Development, guidelines that inform sound placemaking. While Transect 3: Suburban Zone will not support the function/activity that stakeholders said they would like to see nor the prerequisites necessary to be considered LEED-ND, Transect 5: Urban Zone, may increase density more so than desired. Some of the zoning associated with T5, such as allowable density, might be considered directly with West Downtown Dearborn along Michigan Avenue as an overlay district.

²¹ SmartCode Version 9.2, p. xi

Employ Form-Based code with the TOD District

In order to enforce the land use development density, scale, and requirements (such as mixed-use development), the City of Dearborn’s next step should be employing form-based code to address land use development pattern requirements in line with the General Urban Transect Zone (T4). The City of Dearborn should review SmartCode Version 9.2²², which is a form-based code template that supports transect planning by including land use development requirements for all development patterns along the transect, including T4. Zoning that supports successful TOD will be sure to consider the following:

- Permissible Land Uses: TOD zoning identifies unwelcome land uses as current uses change, offering special land use permits for those uses encouraged.

²² See: <http://www.transect.org/codes.html>

- Building Set Backs: Provides a maximum set back allowed, rather than minimum, in an effort to line building with the sidewalk.
- Residential/Commercial Density: Residential is defined in dwelling units/acre. Commercial as floor area ratio (FAR).
- Allowable Mixed Uses within Buildings
- Parking: Provides a cap, rather than a minimum requirement.

May change to allow on-street parking factor into the requirement or allow for shared-parking between businesses.

- Bicycle Parking

Apply Flexible Planning and Zoning Techniques

Table 3 includes land use planning tools that can assist with applying zoning fit for

the TOD site. Creating a TOD Zoning Overlay for the district may be the most efficient option, to avoid the need to rewrite the City of Dearborn's "Municode". Table 3 also addresses tools for applying zoning in real estate markets where land speculation may become an issue as well as for satisfying policies.

Table 3: Land Use Planning Tools/Techniques for Effectively Guiding Future TOD Land Use Development

Land Use Planning Tool/Technique	Description	Benefits
TOD Zoning Overlay Districts	<p>An overlay for one or more districts supporting TOD is created to include the following, among others:</p> <ul style="list-style-type: none"> • Allow mixing of permissible land uses • Identify nonconforming uses • Define maximum building setbacks and height • Mandate building entrances face pedestrian walkways • Set parking caps • Define du/acre (typically medium to high density) 	<ul style="list-style-type: none"> • Provides land use control without having to amend the zoning code. • Can provide an interim tool to control land use when demand around the transit station is strong, preventing potential auto-oriented development from breaking ground.
Floating TOD Zone	<p>A floating TOD zone is written to include the same provisions for a site that would be included in a traditional TOD zoning overlay district (streetscape design, mixed-use development, increased density, etc). The difference is that the zoning classifications are not limited to a specific location. Instead, they can be applied in general when a project arises near a transit site.</p> <p>This allows the City of Dearborn to apply a zoning overlay mandating TOD criteria when the opportunity arises, rather than pre-zoning before the real estate market is ready, mitigating land speculation (Shoemaker, 2006, p. 5).</p>	<ul style="list-style-type: none"> • Provides land use control without having to amend the zoning code. • Can provide an interim tool to control land use when demand around the transit station is strong, preventing potential auto-oriented development from breaking ground. • Mitigates land speculation.

Incentive-Based Zoning	Incentive-based zoning may be used in the form of density and/or floor area bonuses to a developer for satisfying a policy. The policy cited in Tools for Mixed-Income TOD is the inclusion of various levels of affordable housing. However, the idea may be used to reward infrastructure improvements, etc, (Shoemaker, 2006, p. 6).	<ul style="list-style-type: none"> • May be used to assist in satisfying a policy or goal. • Effective in an environment where policy makers are apprehensive and/or opposed to creating a specific provision within legislation.
Create Neighborhood Zoning Typologies	Create a series of typologies to identify differences in street type, block size, building setbacks, lot widths, etc, to be enforced in the zoning code, referring to a specification document, or by overlay (<i>A Local Government Guide to LEED for Neighborhood Development</i> , 2012, p. 17).	<ul style="list-style-type: none"> • Allows for neighborhoods within the TOD to identify specifications that may differ in character from one another.
Write a Green Building or Development Ordinance	Green building/development ordinances can be used to mandate or recommend that LEED-ND criteria be met to a specified certification level based upon project size and scope of work (<i>A Local Government Guide to LEED for Neighborhood Development</i> , 2012, p. 21).	<ul style="list-style-type: none"> • Encourages green building design and construction. • Mandates/recommends LEED-ND criteria be met, which supports TOD.

Address Connectivity between Local Assets and Districts

Density and Scale Requirements at the Streetscape Level

Dearborn as a city is currently made up of neighborhoods and districts that range from “Natural Zone” to “General Urban Zone” along the Transect. From a regional perspective, placemaking as a land use planning approach enforces well thought-out linkages between neighborhoods and districts, considered the smallest unit within sustainable city-wide or regional development. Nodes, centers, and corridors become the centers and edges of neighborhoods and districts which is why when planning land use across a city or region, careful attention should be paid to how the context of one neighborhood/district is blended into another²³.

In order to ensure that connectivity between neighborhoods and districts is

²³ MiPlace Partnership Initiative Curriculum, 2012

planned for, the City of Dearborn should address density and scale requirements at the streetscape level by zoning for smooth transitions between nodes. Streetscape refers to the design character of a particular street and its surrounding environment. A streetscape includes the street, the buildings that line it, facades at the street level, sidewalks, incorporated vegetation, signage / wayfinding, and furniture / fixtures²⁴.

Addressing streetscape design elements is not in and of itself placemaking, but when used in conjunction with planning for compact spaces it can create contiguous uniformity within an identified district.

In the midst of the inevitable organic development process that takes place over time, the City of Dearborn should consider adopting certain public infrastructure design elements

²⁴ Southeast Michigan Council of Governments [SEMCOG], 2003, p. 58

with regard to color, style, and material to create a unique brand for the district. During the community input meetings, there was interest in conforming to a historic look. In the effort to support successful TOD, the streetscape design elements should also be sized to human scale, focused upon pedestrian uses. Table 4 provides land use planning tools/techniques that may be used to accomplish the implementation of streetscape design that supports TOD and successfully creates a sense of place.



Table 4: Land Use Planning Tools/Techniques for Successful Streetscape Implementation

Land Use Planning Tool/Technique	Description	Benefits
Design Element Specification Manual	Create a specification booklet describing specific products, styles, and installation requirements for identified streetscape design elements.	<ul style="list-style-type: none"> • Provides specific directions to contractors/developers. • Allows for revision to one document when design criteria changes.
Develop a Streetscape Plan	<p>A streetscape plan provides a layout indicating placement of design elements and where specific improvements larger in scope should be made (awkward intersection, sidewalk is discontinued, etc.) (SEMCOG, 2003, p. 59).</p> <p>The City of Dearborn may consider “Recommendation #1: Walking and Cycling in West Downtown” within <i>Dearborn, MI: Sustainable Neighborhood Assessment</i> if the City decides to draft a streetscape plan.</p>	<ul style="list-style-type: none"> • Provides a visual map of existing problem areas that need attention, in relationship to development in the city as a whole. • Provides a blueprint for desired location of improvements in the long-term future. • Provides specific directions to contractors/developers. • Allows for revision to one document when design criteria changes.
Incorporate Streetscape Design into Zoning Code Requirements	Identify zoning districts that must include uniform light fixtures, sidewalk benches, trash receptacles, wayfinding, sidewalk design, etc as part of all development projects large in scope. The zoning code revisions may refer back to an approved streetscape plan for guidance.	<ul style="list-style-type: none"> • Creates design cohesion at the street level despite differences in property owners.
Zoning Overlay Districts	Rather than investing time revising the zoning code, individual zoning overlays can be defined and approved for identified districts. A zoning overlay should mandate uniformity in light fixtures, sidewalk benches, trash receptacles, wayfinding, sidewalk design, as part of all development projects.	<ul style="list-style-type: none"> • Creates design cohesion at the street level despite differences in property owners. • Saves time in reading/revising entire municipal zoning code. • Overlays can differ by district.

Asset Recommendations

As a result of the Local and Regional Analysis conducted by the Michigan Municipal League, the following opportunities were identified to capitalize upon the assets described under the analysis section of this report. The City of Dearborn should act upon these opportunities to ensure they apply a comprehensive approach to placemaking within the TOD site and adjacent areas in conjunction with the design and planning recommendations.

Physical Design, Walkability & Connectivity

Highly-educated, high-wage workers in both the Baby Boom and Millennial generations are increasingly choosing walkable neighborhoods, driving up property values in those areas in regions around the country. Dearborn has an opportunity to improve upon and market the existing walkable fabric of the TOD district to real estate developers and potential residents of the district. This site, with the addition of the multimodal station, has great potential to be premier mixed-use redevelopment. In the short

run, the City and other property owners should focus on continuing to improve the infrastructure for walking and biking via improved sidewalks, bike paths/lanes and safety measures to protect pedestrians from high-speed traffic on Michigan Avenue. Particular focus should be given to creating clear and welcoming routes between the West Downtown, the multimodal station and other nodes of activity in the area. Medium-term, the priority should be adding uses and density to properties that are currently flat parking lots, even via temporary or “pop-up” buildings, as this will encourage more economic activity and build support for more ambitious redevelopment efforts.

Sustainability and Environment Celebrate and Market the Community’s Sustainability Leadership

Survey data consistently shows that living in an environmentally-friendly community is very important to a growing number of young, educated workers. Many potential residents of the Dearborn TOD district may not be aware of Dearborn’s active sustainability efforts,

both from the City and from Ford and other organizations within its borders. A joint marketing effort by the relevant organizations would support redevelopment efforts in the district at the appropriate time.

Cultural Economic Development Connect Multimodal Station and TOD District to the Community’s History and Arts

Plans are already in the works to showcase pieces of train history from the Henry Ford collection in the new multimodal station. The City and its partners should take these plans even further as the TOD district is developed. This could take the form of: celebrating a historical theme through a shuttle service connecting museums, the downtowns, employment centers and the multimodal station; integrating public art into the redevelopment of the district; or developing history/art themed paths and walks between the station and other destinations.

Entrepreneurship

Connect the Dots in the TOD District

The resources mentioned above are excellent, but are somewhat dispersed around the City and physically disconnected. Redevelopment in the TOD district could serve the function of physically connecting those institutions, for example through a centralized incubator/educational space or through transportation connections between the various institutions.

Education

Tap the Potential of Educational Institutions as an Economic Development Force

Many cities have seen economic development benefits from partnering with their universities and colleges to more aggressively harness the spending power of students, faculty and other associated workers. Strategies include building student housing in or near key commercial districts of the city, providing students and faculty with easier transportation connections to those districts, providing incubator space for

student and faculty entrepreneurial efforts and providing university employees with incentives to live in the city. While the university and college are already part of the conversation around Dearborn's TOD district, we recommend exploring additional methods of partnering with them to enhance the viability of housing and commercial development in the area.

Branding and Communications TOD District Marketing Effort

When the time is right, the City, DDAs and other partner organizations are well-positioned to capitalize on their existing web and social network presences to market business, redevelopment and residential opportunities in the TOD district.

Wireless Internet Access in TOD District

The City should consider, in collaboration with rail service providers, other property owners and the West Dearborn DDA, offering public wireless internet access in targeted areas of the TOD district as an amenity for travelers, residents, students

and other potential users of the district's public spaces.

Welcoming to All Integrate Dearborn's Welcoming Culture in TOD District

The multimodal station and its surroundings will be Dearborn's front door for hundreds of thousands of people. Therefore, it would be wise to explicitly integrate the community's welcoming culture into the station as a theme. This could include displays about the assets mentioned above, celebrations of the community's diverse culinary traditions via vendors on-site and transportation connections to the local museums and other sites of interest.

Transportation Coordinate Bus Services

The City and its partners should engage DDOT, SMART and the newly-established RTA to develop a plan to bring bus service to key nodes in the TOD district, including the multimodal station. Also, the Henry Ford Museum, nearby hotels, the Ford Motor Company and other private entities currently

provide separate, uncoordinated bus services for employees and visitors. The City should partner with these entities and the West Dearborn DDA to identify options for coordination of service. A coordinated shuttle service could improve business traffic for downtown establishments and reduce traffic congestion and parking demand. More importantly it could serve as a marketing platform for the multimodal station and the participating organizations, through one or more themed buses promoting Dearborn's assets.

Strategically Expand Active Transportation Options

The City is already engaged in planning for active (or non-motorized) transportation. The TOD district should be a focal point of this effort and can serve as a testing ground for concepts that can then be applied in the rest of the City. This should include exploration of bike rental/bike sharing programs and the addition of bike facilities to local streets.

Implementation

Opportunities and Barriers to Implementation

Dense mixed-use redevelopment of the TOD district will depend on private sector investment in the neighborhood. Developers in the Detroit region are understandably reluctant to take risks in the current economic environment. Therefore the City and other organizations with a stake in the project must aggressively demonstrate the market potential for residential and commercial activity. This demonstration could take several forms. It will be partially reliant on the success of the rail service and the activity in and around the station as a result. Growing ridership numbers and a buzz of activity at the station would serve as a strong signal to developers that something is happening in the district. Demonstration of potential could also come from a University/City partnership to increase student activity in the neighborhood, whether through student housing or a public/commercial space utilized by the University community. Stakeholders could also

show market potential through strategic use of temporary or “pop-up” demonstration uses. See Appendix for case studies on successful pop-up projects in Detroit and Ann Arbor.

There are many methods the City could use to demonstrate the development potential of the TOD district. Before that demonstration can happen, however, three significant obstacles must be addressed:

1. Buy-In From Private Property Owners

Our team’s stakeholder interviews revealed significant reluctance among some property owners in the TOD district to endorse the City’s vision. The City and other interested stakeholder groups must overcome this reluctance if the redevelopment of the neighborhood is to move forward. One strategy for doing so is to find mutually beneficial creative options for the existing tenants in the district. For example, this could include assisting with the identification of optimum relocation

scenarios for business tenants that do not fit the vision for the neighborhood. A second strategy is to make the business case for property owners to profit from dense TOD redevelopment, by using case studies from other similar sites in other cities.

2. Pedestrian Environment On and Around Station Site

While the district has great potential for walkable redevelopment, as discussed previously in the assets section of this report as well as the Global Green Sustainability Assessment, the current pedestrian environment leaves much to be desired. Sidewalks along Michigan Avenue are narrow and too exposed to high-speed traffic. Alternate routes to downtown, the Henry Ford and other nearby destinations are either hidden or non-existent. The short distance between the station site and downtown feels much longer because pedestrians must pass by inactive asphalt lots. Potential private

investors will have difficulty visualizing the area's potential as long as these conditions persist. The City and its partners should take short-term steps to address these deficiencies, with more permanent fixes happening once developers are investing in the properties. The top short-term step is to focus attention on the pedestrian experience when exiting the multi-modal station. If visitors exit into an expanse of parking with no human activity in sight, they will not want to explore the district any further. Complementing the pedestrian experience on the station site, the City should also

identify and clearly mark a preferred route to downtown and other destinations. The final short-term action is to begin to activate the sidewalk experience with pop-up retail, entertainment, aesthetic streetscape improvements, and liner buildings along the existing underutilized lots.

3. Crossing Michigan Avenue

As discussed in the assets section, the TOD district benefits from close proximity to the Rouge River and the trails, parks, University and neighborhoods north of

Michigan Avenue. Without improvements to the pedestrian crossings on Michigan Avenue, however, these assets will fail to have maximum positive impact on the TOD district.

For the long-term success of retail and residential properties on the south side of Michigan Avenue, traffic must be calmed and convenient on-street parking should be installed. This issue has already been partially addressed by both the SEMCOG Integrated Corridor Assessment Report and the Global Green Sustainability Assessment, so refer to those reports for more detailed recommendations.

Appendices

APPENDIX A: Potential Community Economic Development Tools & Funding Opportunities

The following table summarizes specific funding and technical assistance programs that are likely to be relevant to the Dearborn TOD district. In addition to these specific tools, we recommend a recent US EPA report, “Infrastructure Financing Options for Transit-Oriented Development,” available at <http://www.epa.gov/smartgrowth/pdf/2013-0122-TOD-infrastructure-financing-report.pdf>. This report contains a more expansive look at creative approaches that communities in other states have taken to fund TOD.

Title	Summary Description	Contact Information
Michigan Land Bank Fast Track Authority Brownfield Revolving Loan Fund	The Michigan Land Bank Fast Track Authority may use the funding that it received through the United States Environmental Protection Agency’s Brownfield Revolving Loan Fund for cleanup activities at eligible brownfield sites. Funds will be disbursed in the form of loans and grants. The EPA Revolving Loan Fund will be used to support the redevelopment of brownfields into commercial and industrial enterprises that generate new tax revenue and create jobs.	Michigan Land Bank Fast Track Authority Cadillac Place 3022 West Grand Boulevard, Suite 4-600 Detroit, Michigan 48202 Phone: 517-335-8212 E-mail: landbank@michigan.gov
MSHDA Community Development Technical Assistance	MSHDA has consultants available to provide technical assistance to nonprofit organizations and local units of government. These consultants provide guidance and training geared to increasing grantees’ capacity to produce affordable housing.	MSHDA Community Development Division 517-373-1974

State Infrastructure Bank	The SIB provides low-interest loans that afford assistance to carry on transportation and transit projects that have run into problems, or are unique in their nature or require emergency funds.	Deanna Finch State Infrastructure Bank Coordinator 517-241-4778 finchd@michigan.gov
Transportation Economic Development Fund	The purpose of the Transportation Economic Development Fund (TEDF) is to fund transportation improvements that enhance the ability of the state to compete in an international economy, promote economic growth and improve the quality of life in the state.	Vince Ranger MDOT Office of Economic Development, Metro Detroit 248-482-5130 ranger@michigan.gov
Transportation Alternatives Program	The Transportation Alternatives Program (TAP) is a competitive grant program that funds projects such as bike paths, streetscapes, and historic preservation of transportation facilities that enhance Michigan's intermodal transportation system and provide safe alternative transportation options. These investments support place-based economic development by offering transportation choices, promoting walkability, and improving the quality of life.	Vince Ranger MDOT Office of Economic Development, Metro Detroit 248-482-5130 ranger@michigan.gov

US EDA Economic Development Assistance	<p>EDA's priorities include Environmentally Sustainable Development. In particular:</p> <p>Support or enhance a green place or location (Green Place). Investments located within mixed-use, transit-oriented areas that increase community revitalization, improve job access and protect rural lands and landscapes or other undeveloped or environmentally sensitive lands (e.g., greenfields or wetlands).</p>	<p>Lee Shirey</p> <p>111 North Canal Street, Suite 855</p> <p>Chicago, IL 60606</p> <p>P: 419-478-1348</p> <p>E: lee.j.shirey@eda.gov</p>
MEDC Brownfield Redevelopment Program	<p>Michigan's brownfields redevelopment efforts are considered the premier model for the country. Properties that in the not-so-distant past were considered lost forever are now being actively pursued for revitalization. In Michigan, brownfields are considered properties that are contaminated, blighted or functionally obsolete.</p>	<p>Dan Wells, Brownfield Program Specialist</p> <p>517-241-4801</p> <p>wellsd1@michigan.org</p> <p>Mary Kramer, Brownfield Program Specialist</p> <p>517-373-6206</p> <p>kramerm1@michigan.org</p>
Bikes Belong Community Partnership Grants	<p>The Bikes Belong Grant Program strives to put more people on bicycles more often by funding important and influential projects that leverage federal funding and build momentum for bicycling in communities across the U.S. These projects include bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives.</p>	<p>http://www.bikesbelong.org/grants/</p>

APPENDIX B: Potential Partners

- Detroit Department of Transportation
- Fairlane Town Center
- Ford Land
- Ford Motor Company
- Friends of the Rouge
- The Henry Ford
- Henry Ford Community College
- League of Michigan Bicyclists
- Michigan Department of Transportation
- Michigan Trails and Greenways Alliance
- Regional Transit Authority
- Suburban Mobility Authority for Regional Transportation (SMART)
- Transportation Riders United
- UM Dearborn
- UM Transportation Research Institute
- West Dearborn DDA
- Westborn Market

APPENDIX C: Case Studies of Potential Interest

Visit <http://placemaking.mml.org/how-to/> to view case studies of successful placemaking projects and access how-to kits and best practices. Those of particular interest to the Dearborn TOD project may include:

- ✓ Revolve (Retail pop-ups to demonstrate demand)
- ✓ The Hatch Detroit (How can we help rebuild the city by supporting local entrepreneurs?)
- ✓ DIA Inside Out (InsideOut brings 80 reproductions of masterpieces from the Detroit Institute of Art (DIA) museum's collection to the streets and parks of greater metro Detroit, pleasantly surprising and delighting residents of the participating communities and engaging them in dialogue about art.)
- ✓ Mark's Carts Ann Arbor (Capitalizing on a growing national trend of food carts, Mark's Carts brings people of all ages together by offering delicious local food and communal seating, which has generated energy and activity on the nearby streets and neighborhood.)