

# Vision 2020 Economic Redevelopment Team Final Report

October 24, 2011

# 2020 Visioning Redevelopment Economics Team

## Team Members

- Fritz Beiermeister
- Mike Evangelista
- Bill Largent
- Mark Lifter
- Shel Rocklin
- Jim Stevens
- Terry West
- Michael Yamada

## Staff Coordinators

- Dale Countegan
- Ed Gardner

## Team Mission

Develop a vision for redevelopment to enhance the economics of the area, to sustain the quality of life, character of community, and all of the qualities that have made Farmington Hills a premier destination for families and business throughout the world.

## Team concentrated on two categories...

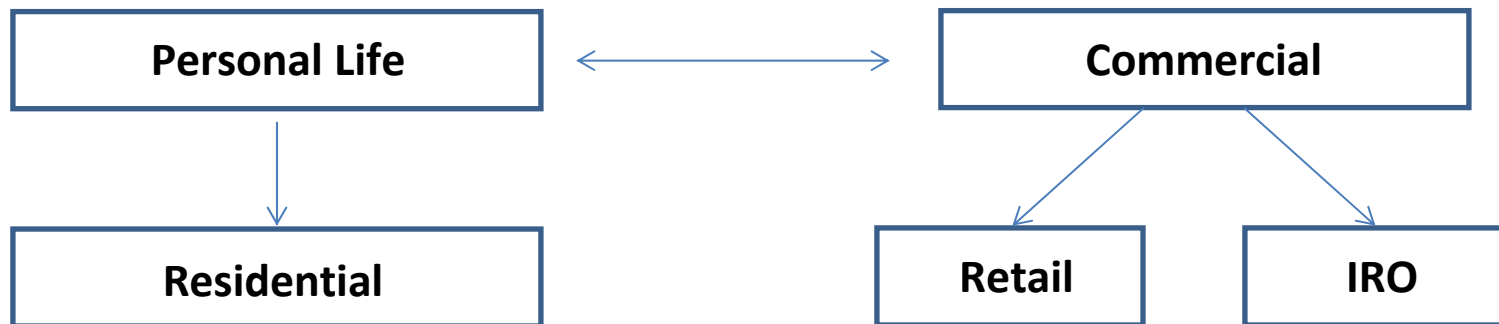
**Personal Life – What will a Resident get in Farmington Hills?**

**Commercial – What will a Business get in Farmington Hills?**



## Then we considered how land is being used and goals...

- **Residential** – Raise Property Values with high quality of life and enhanced property.
- **Retail** – Attract and support a broad array of high quality stores, restaurants and entertainment centers.
- **Industrial, Research and Office (IRO)** – Create a modern, highly efficient and highly desirable commercial / residential eco-system.



# After considering land-use and the goals for each, we considered what was needed to achieve them...

- **Residential – Raise Property Values**  
(Key Enablers: Desirable Property and Premium Education Access)
- **Retail – High quality stores, restaurants and entertainment centers**  
(Key Enablers: Adequate Population and Wealth)
- **Industrial, Research and Office (IRO) – Desirable commercial / residential eco-system**  
(Key Enablers: Local Government Support of Appropriate Infrastructure)

## Big Idea #1

**DEVELOP EDUCATION  
PROCESSES  
that further  
ENTREPRENUERIALISM  
and  
ECONOMIC EXCELLENCE**

## Big Idea #2

**DEVELOP a COMMUNITY  
READY for COMMERCE  
in  
2020**

## **In the interest of Economic Redevelopment and achieving stated goals...**

- **Something was needed to bring everything together**
- **Something was needed to highlight the unique nature of Farmington Hills**
- **Farmington Hills also has opportunities to grow the population, the economy and the property values**

**There was room for one added big idea...**

### **Big Idea #3**

**DEVELOP  
a  
BROAD MARKETING INITIATIVE  
for  
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# Vision 2020 Economic/Redevelopment Team Recommendations...

## Big Idea #1

**DEVELOP EDUCATION  
PROCESSES  
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## Big Idea #2

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## Big Idea #3

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# DEVELOP EDUCATION PROCESSES that further ENTREPRENEURIALISM and ECONOMIC EXCELLENCE

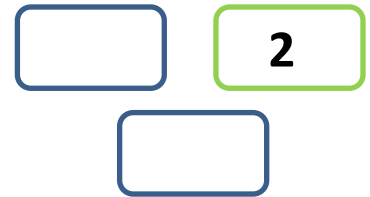
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## Ideas for K-12 that are attractive to parents who value practical education

- Work with School Boards to develop Curricula that develops Critical Thinking and Entrepreneurial Skills
- Develop a Career Series for high school students
  - Business leaders as in-classroom speakers
  - Formal mentoring program in local businesses
  - Promote Junior Achievement and other hands-on commercial activities

## Ideas for Adult Education that capitalizes on local educational assets

- City to host an 'Annual Creativity and Critical Thinking Symposium and Workshop' with Business and Local Colleges to address broad issues and demonstrate City's commitment to both.
- City to lead a project to bring local business leaders and schools together to discuss educational needs and ways to meet them in an efficient and cost effective manner



# **DEVELOP a COMMUNITY that is READY for COMMERCE in 2020**

## **Ideas for an Entrepreneur Friendly City that can Grow**

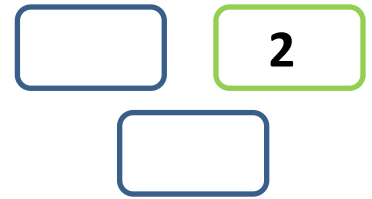
- City Planning and City Council to seek ways to simplify zoning and optimize time for license and temporary-use issuance processes
- Consider more flexible processes for zoning variances using administrative rather than City Council approvals for home businesses and others

## **Ideas for a Planned Residential/Commercial Environment to attract younger residents**

- City to charter a study to create a Very High Density Residential/Commercial area bounded by I-696, 12 Mi., Haggerty and Orchard Lake. (Also consider areas on 8 Mile east of Farmington and a section bounded by 8 Mi., Haggerty, 12 Mi. and Novi )
- VHDR/C area is envisioned to consist of
  - Centers for transportation and parking with limited surface streets and parking.
  - Buildings located close together with provision for luxury apartments with amenities and offices in the same structure.
  - Education, recreation, bars/restaurants, and shopping to be accessible.
  - Zero pollution area that uses renewable and geo-thermal energy designs
- Develop a plan for private and public financial incentives for people employed in Farmington Hills to live within the city.



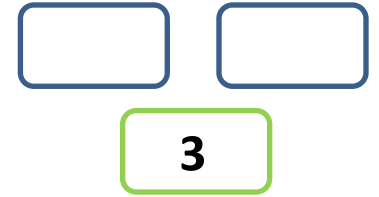
# DEVELOP a COMMUNITY that is READY for COMMERCE in 2020



## Ideas for Public Transportation in a Modern City

- Create a Master Transportation Center at 12 Mi. and I-275 and a Master Parking Center at Orchard Lake and I-696. (MTC would include bus terminal and parking)
- Rubber-tired Tram Link to be built through 12 Mi. VHDR/C area between MTC and MPC with walking and bike bridges across 12 Mi. for store and other access..
- Tramway could be extended up Orchard Lake to Northwestern, on Haggerty from 14 mi. to 8 Mi., and along Grand River from Farmington to Haggerty.
- Long Range - Orchard Lake could be developed into a boulevard with 'roundabouts' at major intersections
  - Service roads need to be addressed
  - Traffic by-pass needs to be considered to access I-696 from Northwestern

# DEVELOP a BROAD MARKETING INITIATIVE for FARMINGTON HILLS

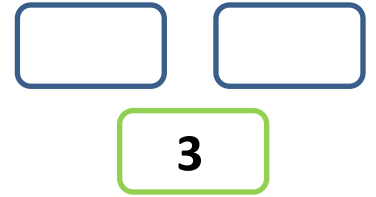


Prelude:

- For business and individuals alike, Farmington Hills is affordable and has a great record for health, safety and other municipal services.
- Farmington Hills has been highly effective in attracting some 140 global businesses to our proximity to the US auto industry, interstate highways, airports and an educated work force.
- Farmington Hills has attracted a very high immigrant population but the total population is declining and growing older.
- The Vision 2020 Economic Redevelopment Team feels there is an opportunity to take advantage of Farmington Hills strengths and global successes, continue progress on the commercial side and encourage growth of a younger population with the creation of a comprehensive marketing initiative called:

## **Farmington Hills – An International City that Works**

# Farmington Hills – An International City that Works



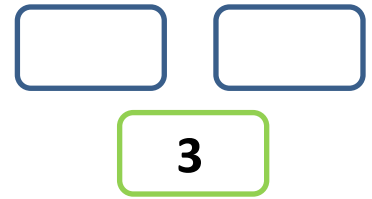
## **A Stronger Farmington Hills Brand**

- Image is important and Farmington Hills signage at the city limits is fine but visual cues within the city proper would reinforce where people are. These may be unique street sign design, green sign poles or other
- Work with companies, foreign and domestic , to encourage their employees to live where they work.
- Work with the local Realtors to encourage them to partner with local business on a ‘Live where you Work’ initiative.

## **Ideas for Enhancing Farmington Hills Neighborhoods**

- Institute City sponsored annual Paint Up, Fix Up, Clean Up campaigns with awards
- Actively encourage and support the Farmington Hills Council of Homeowner Associations (COHO)

# Farmington Hills – An International City that Works



## **Farmington Hills City Council Support of a Vibrant International City**

- With the City of Farmington, create a ‘Downtown Environment’ that seamlessly provides a center for personal and business formal and informal gatherings
- To project a welcoming image and assist new arrivals in integrating with the American culture, add language capability in City Hall and add languages to the City web site (See Auburn Hills)
- To meet critical emergency service needs of international people, assure language and cultures are provided for by all emergency service providers like police, fire and local hospitals.
- To assist international residents integrate , sponsor ‘American Culture Training’ and ‘English Language Training’ using local libraries and the Costick Center.
- To take advantage of the positive elements of all the cultures represented in Farmington Hills, the City should promote various International Cultural Fairs and Events

## Conclusion

The Vision 2020 Redevelopment Economics Team recognizes that the City may already be working on some of the various ideas reflected in this work. The City may also decide to not accept others and that those they do may not be possible to implement in the near term.

At this point, this Team needs to know what the next step is if there is one.