

Memo

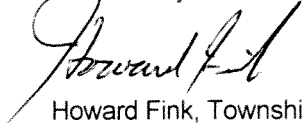
To: Northfield Township Board
From: Howard Fink
Date: 7/7/2016
Re: Van Curler Public Participation

Dear Township Board,

Attached is the Public Participation proposal that McKenna Associates has put together. One idea that was brought to my attention last month which deserves consideration is whether or not to put the property out for RFP early in the process. The rationale for this is that doing so will determine the market realities of the property and allow the private market to come up with ideas and concepts for the site which will not cost the township any funds. There are downsides. There is a lot of work that goes into creating an effective RFP. The private sector does not like to spend its time and money coming up with ideas unless the land owner (Township) has already defined the parameters of the project. For example, what are the boundaries of the land offered for sale/lease or otherwise? What are the expectations of the private partner? What are the evaluation criteria? Who will the RFP be sent to? How much chance will a developer have of being selected? What are the applicable regulations? What financing or other contributions will the Township make? What are the goals and priorities for the public use portion? Etc. Additionally, you may get proposals that are not compatible with the peoples desires.

I was hoping for some discussion on the issue to provide guidance.

Respectfully Submitted,


Howard Fink, Township Manager

July 6, 2016

Board of Trustees
Northfield Township
8350 Main Street
Whitmore Lake, Michigan 48189

Subject: Proposed Process for Developing a Master Plan for Van Curler Property

Dear Members of the Board:

At your request, we have outlined a process to work with Township stakeholders and create a master plan for the future development and improvements to the Van Curler parcel. We will work with the Township to refine this scope to best fit your needs after discussion and your input.

A. ORGANIZATION FOR PLANNING

While many groups, boards, commissions, landowners, the public and others will be involved and contribute to the process of creating the site master plan, the Township's Downtown Planning Group (DPG) will provide the organizing structure.

B. PUBLIC ENGAGEMENT

We understand that Northfield Township wants a targeted but comprehensive public engagement approach. A realistic goal of any participation process is consensus, but not necessarily total agreement. We will:

- Be *respectful* of residents' time and attitudes
- Provide residents with *multiple opportunities for input*, as described below
- Be straightforward and forthcoming in establishing the *role the public will play* in decision-making
- Conduct public engagement activities with a *friendly yet professional demeanor*
- *Follow through on all promises* made to the public

Key Public Engagement Tools

For the Van Curler Site Master Plan comprehensive public engagement process, we will work with and enhance the Township's newly created [online forum](#) that will enable users to contribute their insights and ideas in a centralized place. The online forum will become a catalog of community ideas and help to identify desired site uses, features and improvements from the grass roots. As part of the online presence, we will:

- Create a list of open-ended questions at the onset of the public engagement program, approved by the DPG. These questions will be released regularly throughout the planning process, and will be moderated vehicles for resident input.
- Compile and report feedback from the Township's "Ideas for Van Curler Property" Google Group.
- Post project-related maps, designs, findings and recommendations for public consideration.

McKenna will design a [project logo](#) that can be used to brand and in outreach efforts to improve participation, and give credibility and context to each message.

C. PROPOSED WORK PLAN

1. Project Initiation

McKenna will meet with the Downtown Planning Group and the Township administration to agree upon a finalized schedule with timeframes, benchmarks, meetings, and project milestones. At the meeting, we will:

- Refine the public engagement process, schedule, etc.
- Collect available site data and information sources
- Review past experiences and explore major issues
- Discuss project expectations, goals and objectives
- Discuss development opportunities, the goals and objectives, phasing, project constraints and potential programming of the site

2. Site and Environs Today: Identify, Quantify, and Analyze

- a. Base Map. McKenna will prepare a site base map from a topographic survey (to be provided by the Township) and available aerials at an appropriate scale to graphically represent the property and for presentations.
- b. Physical Inventory. McKenna will conduct an inventory and analysis of the site and adjacent land for existing and planned conditions:
 - Site features, including any existing structures
 - Adjacent land uses and off-site context, including:
 - Geographical location
 - Land uses
 - Off-site destinations
 - Analysis of current and likely changes as they may impact the site
 - Circulation patterns and access
 - Landforms, vegetation, and key environmental features
 - Views into and out of the site
 - Available utilities, proximity and capacity to support development
 - Political jurisdiction impacts, including: zoning, planning, County drains, floodplain, MDNR, Road Commission, etc.
 - Environmental report information
- c. Market Snapshot
In order to develop a realistic assessment of the site's potentials, McKenna will prepare a "market snapshot" which focuses on retail and residential opportunities. Not a complete market study, the snapshot will offer insights into feasible land uses. The following will be included:
 - Retail: We will perform a retail gap analysis for the area in and around the Whitmore Lake hamlet and the Van Curler site to determine if there is demand for new retail, and what types of retail might be sustainable. The trade area for the analysis will be a 10-minute drive or less, in order to show only the supply and demand in the local area and not retail competition and spending power in Brighton or Ann Arbor.

- Residential: McKenna will use population projections to estimate the number of housing units that may be needed in the Whitmore Lake area over the next 5-10 years, and then determine whether there is a gap in the housing market for “missing middle” housing types that would be appropriate for the site. “Missing middle” housing types include townhouses, attached condominiums, and small cottage-style single-family homes, types of units that may be appropriate to the market.
- d. Opportunities and Constraints. McKenna will prepare a graphic site analysis illustrating key existing conditions, environmental features and sensitive natural environments and identify development opportunities and constraints. McKenna will review the findings of this inventory and analysis task at a meeting with the DPG.

3. The Community Collaboration Summit – Public Workshops

- a. The Summit. The McKenna team will conduct a Community Collaboration Summit, an advertised and promoted, Township-wide event held over parts of 2 days (2 sessions up to 3 hours each). The Summit will give residents and stakeholders several facilitated, in-person opportunities to share their wishes and desires for the Van Curler site, and to actively participate in planning for it to be a major community asset. It will include a variety of activities to help solicit input and build consensus toward a site master plan concept.
- b. Workshops. The two sessions will be structured as public workshops. McKenna will give an introductory presentation to inform attendees and give them all a shared base of knowledge about the process and findings to date. The McKenna facilitator will introduce the purpose and desired outcomes of the planning process, and will continue with a summary of the analysis of existing conditions and market snapshot.

McKenna will lead several exercises to encourage participation by all attendees, which could include one or more of the following: small group discussions, visual preference survey to stimulate ideas and illustrate potentials for consideration, “One Big Idea” or inspiration boards.

Next there will be discussion and prioritization of the issues, assets and visions identified during the small group sessions. Information gathered during the small group discussions will be shared with the larger audience to build consensus around priorities for the site. After priorities are identified, McKenna will facilitate a hands-on, site planning exercise in which participants will be able to recommend locations for the desired uses of the site.

- c. Goals and Objectives. After the workshops, we will review the goals and objectives relative to the Van Curler site and recommend appropriate changes. The vision statement, goals and objectives will be drafted and discussed early in the process and refined during the planning process so that they accurately reflect the community vision for the site.
- d. Outreach. We will assist the DPG to prepare a press release/announcement suitable for distribution to the news media and the Township website, inviting interested public to the workshop and explaining why their input is important. Other outreach and advertising could include handout “business cards” with a UR code link to the website, “One Big Idea” posts, and others. We will design the outreach marketing materials, but the Township will be responsible for costs associated with printing and marketing.

4. Draft Site Master Plan

- a. Draft Site Master Plan. Based on the opportunities and constraints analysis, community feedback, site inventory and market, and stated goals and objectives, McKenna's designers will formulate a draft site master plan for the entire parcel incorporating:
 - Land allocations and functional relationships of required or anticipated development and structures
 - Pedestrian and vehicular circulation patterns, site features and parking
 - Park and public open space with desired facilities included
 - Building and development character preliminary recommendations
 - Locations of key project components
- b. Preliminary Cost Estimates. Estimated costs to develop the various components of the Master Plan will be prepared with assistance from the Township engineers.

The draft Site Master Plan will be presented to the Township DPG at a public meeting. Stakeholder participation and comments will be received and encouraged.

5. Final Site Master Plan

The McKenna Team will revise the draft Site Master Plan in response to comments from the meeting with the DPG. The Final Site Master Plan will incorporate sketches, computer images, and/or photographs to clearly illustrate the plan's concepts. The professionals on the McKenna team are skilled at using a wide range of graphic techniques for communication. From simple cartoons to complex computer animations to sketches, we will use these techniques throughout the process and in the Final Site Master Plan so the concepts discussed will have permanence.

Based on McKenna's experience assisting local governments to implement similar large projects and plans, we will develop a "Recommended Approach to Development" to assist the Township in moving the project forward. Development phasing will be suggested, if appropriate.

The Final Van Curler Site Master Plan will be presented to the DPG for approval and recommendation to the Township Board.

D. END PRODUCTS

1. **Rendered Master Plan Graphic:** A color-rendered copy of the completed Van Curler Site Master Plan, will be mounted to serve as a permanent record, suitable for display.
2. **Site Master Plan Summary:** The completed document will include text, photos, plans, maps, a Final Master Plan reduction and sketches, as needed, to clearly communicate our recommendations. The summary will include:
 - Summary Site Evaluation: Physical, Market, Site Context, and Potential Site Concerns
 - Public Input
 - Master Plan
 - Recommended Development Approach

McKenna will deliver 10 copies of the bound document along with one electronic copy for your use.

E. SCHEDULE

We propose to complete the Van Curler Site Master Plan within 4 - 5 months from date of authorization to proceed. This schedule may be adjusted, as mutually agreed with the Township.

F. FEES

McKenna's fee for the Work Plan, including public engagement tasks and site master planning as outlined above is \$16,500. On a task by task basis, our fee is:

Step 1: Project Initiation and Logo	\$1,000
Step 2: Van Curler Site and Environs Today:	
Inventory	\$1,500
Market	\$3,000
Step 3: Community Collaboration Summit:	
1st Day	\$4,000
2nd Day	\$1,500
Step 4: Draft Site Master Plan	\$3,000
Step 5: Final Van Curler Site Master Plan	<u>\$2,500</u>
TOTAL:	\$16,500

Services will be invoiced to the Township on a percent complete basis. Any tasks beyond those cited in the agreed-upon work plan, as requested by the Township, would be invoiced as additional services, in accordance with the Schedule of Hourly Rates in our current contract with Northfield Township.

If you are satisfied with the Work Plan described, then please return one signed copy of this letter for our files, authorizing McKenna to proceed. Thank you.

Respectfully submitted,

McKENNA ASSOCIATES



Sara J. Hodges, AICP, IAP2
Senior Vice President

NORTHFIELD TOWNSHIP, WASHTENAW COUNTY, MICHIGAN

Signature

Title

Date

Name (printed)