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A Vision for Downtown Wayne.

Acknowledging the importance of a vibrant and prosperous downtown to the City's future, the City of Wayne commissioned a Downtown Plan (the plan) to explore potential development and redevelopment opportunities, define physical enhancement projects within the downtown and identify regulatory changes to facilitate growth that matches a vision of walkable, livable downtown. As economic growth resumes in the region, Wayne must continue to be a quality community for businesses to locate and people to live. Strong, traditional neighborhoods will become even more attractive with a vibrant, active downtown.

As demographics of consumers and home buyers shift to fewer people per household, there is increasing interest in living in or near a vibrant downtown. Downtown Wayne's unique attributes give it amazing potential to attract and retain young families, professionals, and empty-nesters. Historic buildings, natural corridor, recreational opportunities, unique history and position with access to several labor markets are all strengths that must be harnessed to promote community prosperity.

This plan articulates a vision for the future, supports current and future zoning regulations, and provides clear direction for public investments in streets, sites, pathways, parks and entryways.

Vision: Transform Downtown Wayne into a mixed-use, walkable, and vibrant downtown, with several areas of interest and activity from morning to evening that provides a source of entertainment and offers needed services to visitor and residents alike.

Goals.

Pursuant to the vision for Downtown Wayne, the City needs to ensure that the physical manifestation of the downtown, including architecture, building height, building location in relation to surrounding uses and design of parking areas fosters a strong and viable downtown area that will encourage reinvestment and attract new businesses and residents to support growth. The following goals are derived from the public involvement process to guide the recommendations in this plan.

- Stimulate 'smart' economic development in the downtown, encouraging a mixture of uses and more urban character of development that supports this plan and positions downtown for success.
- Create a downtown core that provides synergy and an exciting urban environment for people to live, shop, and work.
- Continue efforts to foster successful businesses for existing and future merchants in the downtown.
- Protect existing historic and civic amenities in the downtown such as the Veteran's Plaza, State Theater, historic buildings, Post Office, and the river parkway.
- Provide efficient, clear transportation to, around, and through the downtown that also promotes a pleasant, walkable environment.
- Improve and enhance the river parkway and connectivity as a major asset to the downtown.
- Position areas closest to the railroad to maximize walkability, transit-oriented density, and urban character to support a future commuter rail stop in Downtown Wayne.

Public participation.

How well the community is involved in planning for their downtown is a significant factor in the likelihood that the plan will be used, implemented, and eventually successful in achieving the vision set forth. The Downtown Plan process allowed City officials and the public to be informed, share their ideas, and give feedback.

The public participation component of this plan aimed to engage residents, business and property owners, employees, and other stakeholders at every opportunity. Elements were selected to understand the values and goals the public has for the downtown; provide facts and ideas to the public to facilitate effective, influential participation throughout the process; build public consensus and support for the plan to support those who will ultimately affect implementation; and incorporate goals and a vision based on public input to create a plan that can remain effective even as officials, staff, and stakeholders change. The following paragraphs provide an overview of the key elements of public involvement.

Internal Work Session. Shortly after the project initiated, the consultants hosted a 2-day internal workshop with city staff at Wayne City Hall. With the intent of fostering an intense evaluation of the planning and development issues facing the City in a relatively short period of time, several members of the consultant team “set up shop” in the city, allowing city officials and staff to drop in any time to provide on-going input during this formative period of the plan strategies and concepts.



The Internal Work Session included several team walking tours.

Day one of the workshop began with a review of the project scope and background data, review of some early concepts, and quickly moved on to identify other issues, ideas, alternatives and obstacles from key participants. The team, with select staff and officials, did several walking tours of the downtown, to “field check” city locations that will be affected by planning strategies drafted during the workshop.

The second day of the workshop focused on preparation of preliminary design and development alternatives based on input in day one. The group reconvened at City Hall for further discussion, including a presentation of the project goals, downtown strengths and weaknesses, market analysis findings, and summary of the work compiled to date by the consultants on the 3-D model and conceptual plan. The challenges and strengths identified can be found in the table below.

Reconnaissance: Thursday, 12/11	Plan Work: Friday, 12/12
8:00 Work Area Setup	8:30 Ongoing – Refine concepts – -Drawing/Design time
8:30 Tour with LSU/KGG Team	-Field Checking
	-3D Model
	-Plan Alternatives
	-Evaluate Redevelopment Sites
	-Draft Report
10:30 Kick-off with Working Group -A. Whitaker's Description of Results -Initial ideas, brainstorming with KGG	
11:15 Department Heads – First Set Mary Carney, City Clerk Robert English, Assistant Manager	
12:00 Ongoing – Initial concepts, issues, ideas, drawings, and brainstorming -A. Whitaker: Redevelopment sites	
1:30 Department Heads – Second Set Tim McCurley, Finance Director Richard Clark, City Attorney Tom MacDonald, DPW Director	
2:00 Department Heads – Third Set John Zach, City Manager John Williams, Police Chief Ramzi El-Gharib, City Engineer	
4:00 Update Meeting with Working Group	3:00 Final Presentation Attendees: Working group, Planning Commission, City Council

Internal work session schedule.



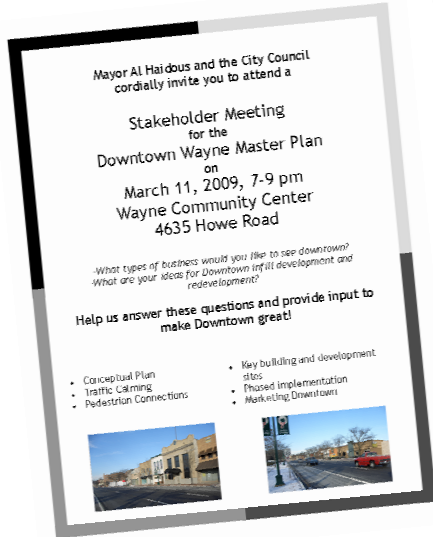
Internal work session resulting concepts plan.

Strengths
• High traffic visibility/volumes
• City-controlled property
• Increased demand for urban residential
• Strong neighborhoods with in walking distance
• Large market area 10-15 minute drive
• Quality aesthetics in central core
• “Green Infrastructure” /river corridor
Challenges
• Disconnected retail areas
• Confusing circulation
• Auto-oriented suburban pattern, esp. in center
• Lack of unique regional identity / niche in market
• High speeds on Michigan Ave. one-way pairs
• More parking than needed

Internal work session strengths & challenges assessment.

Stakeholders Meeting. Building on the success and progress made after the Internal Work Session, the City hosted a Stakeholders Meeting in March 2009. Invitations were sent out to key officials, property and business owners, and media to present initial concepts on redevelopment, traffic, key sites, and implementation strategies. The Stakeholders Meeting group acted as a “sounding board” to test concepts, gather additional perspective, and narrow the focus moving forward.

The meeting was led by Mayor Haidous, and included a presentation by the consulting team to spur a creative thought process and solicit input. District-specific strengths, weaknesses, and concepts were introduced for a number of focus areas around the downtown area, facilitating more detail-oriented consideration of concepts.



Stakeholders Meeting invitation.



The Stakeholders Meeting featured a presentation outlining the purpose of the plan, guiding principles, and introduced concepts from the Internal Work Session and Planning Commission meetings..



A preliminary 3-d model was prepared to visualize many of the initial concepts (yellow buildings are current buildings to remain, dark grey and red are sites/buildings for potential redevelopment).

Public Open House. Refined redevelopment and land use concepts resulting from the Stakeholders Meeting and a work session with the Planning Commission were presented at a Public Open House, to provide the public an opportunity to give feedback prior to completion of the Plan.

The Open House took the form of an interactive drop-in session for the public that included information about the planning process, opportunity to ask questions, and several medium for submitting comment. A series of stations (aligned with the districts discussed at the Stakeholders Meeting) with maps, images of the types of proposed buildings/uses, and key points of the recommendations allowed a self-paced review of the materials. A self-playing presentation was also featured as one station to highlight the project approach and 3-d model.



Residents, officials, and consultants discuss ideas about the conceptual plan at the March 2009 Open House.



City Map Public Open House Downtown Plan City of Wayne Wayne County, MI

0 500 1,000 2,000 Feet

Date Sources: MCGI, City of Wayne

LSI Planning, Inc. KKG

Please mark where you live.

Over 70 people were in attendance, hailing from every corner of the City. A map at the sign-in desk asked those in attendance to place a dot to signify where their business or residence is located (see map above).

Over 70 people attended the March 2009 Public Open House, representing many areas of the city.

Additional Public Input. After the public open house, several additional working meetings of the Planning Commission focused on interpreting public input, reviewing and revising the conceptual plan, and ultimately deciding on the framework and content for this plan. Members of the public were welcomed to provide comments and suggestions to aid in the process as the plan was being formulated.

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