



Safe Streets Summit

Ann Arbor Downtown Development Authority

January 29, 2016



Who we are...



Ann Arbor DDA: state-enabled, quasi-governmental agency that works to

DDA projects **enhance downtown's sense of place**

DDA projects help make downtown **development-ready**

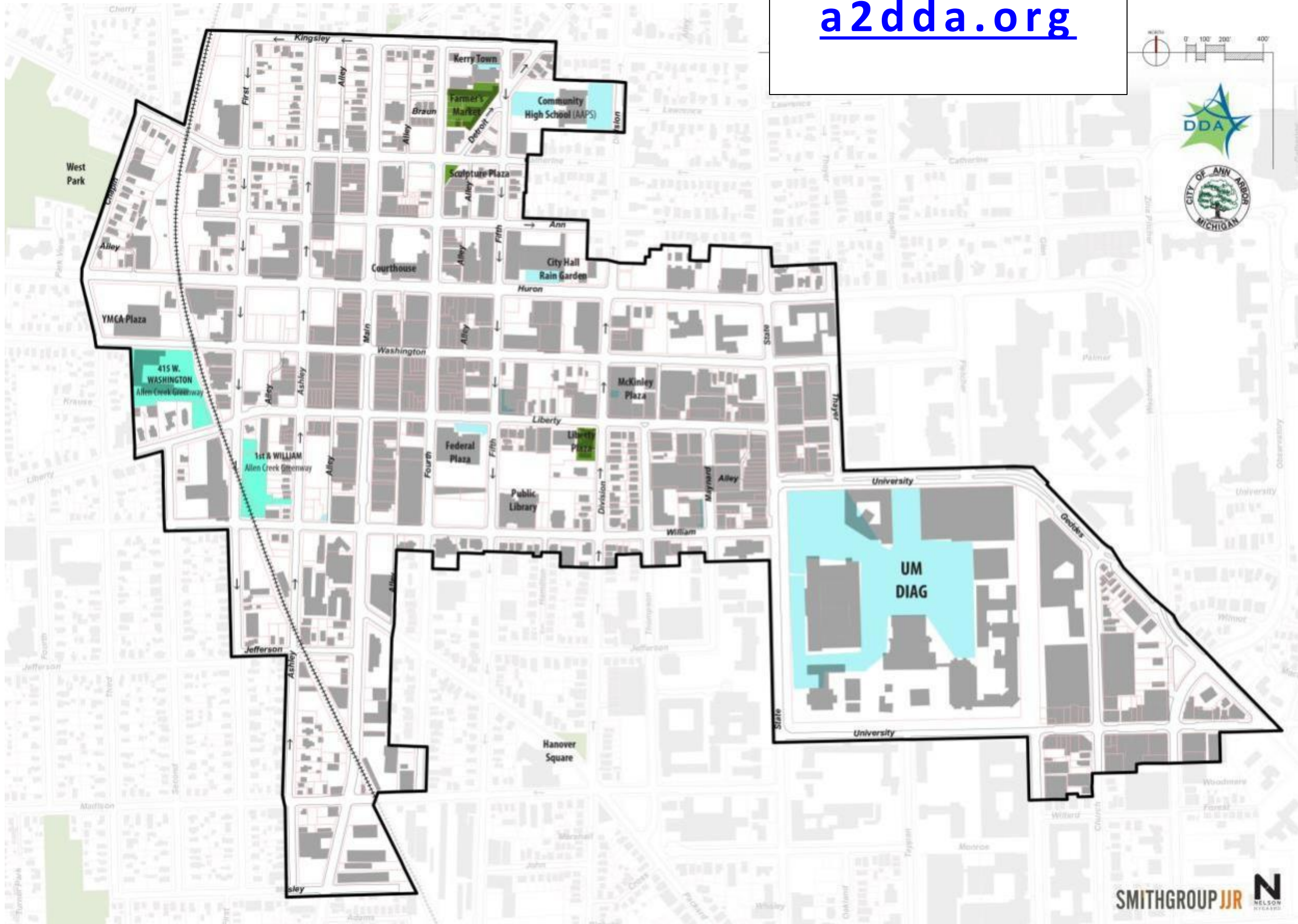
DDA projects strive to support those things that are **uniquely Ann Arbor**

“Undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments.”



A2 DDA District

a2dda.org





A2 DDA Streetscape Projects: Complete Streets Approach

5th Avenue & Division Street: Before



Division Street



5th Avenue

- Major north/south 1-way street pair, very wide 3 or 4 lanes, approx $\frac{3}{4}$ mile long
- Auto-centric. Very few pedestrians.
- Little commercial – or public - investment . Appeared neglected
- Interrupted east/west pedestrian connections betw campus & Main St areas
- A virtual dead zone in the heart of downtown
- Very few active storefronts, many buildings turned their sides to these streets

Auto-centric design versus streets that work for people

To accomplish a true complete street:
we needed to redesign the street

What we started with

Over-wide roadway & over-wide traffic lanes
encouraged speeding

Street **crossings felt dangerous**

Narrow sidewalks – little room to add trees,
bus shelters, other pedestrian amenities

Studies/modeling revealed that we could
reduce travel lanes – and still accommodate
traffic



5th & Division Streets: Transitioning from auto-focused to people-focused

But there was a fear of congestion if lanes of traffic were reduced from three to two....

Traffic studies & consultation with transportation experts could not overcome opposition.

But a chance construction project showed traffic could function smoothly with as little as 1 lane



5TH & Division Streets: After

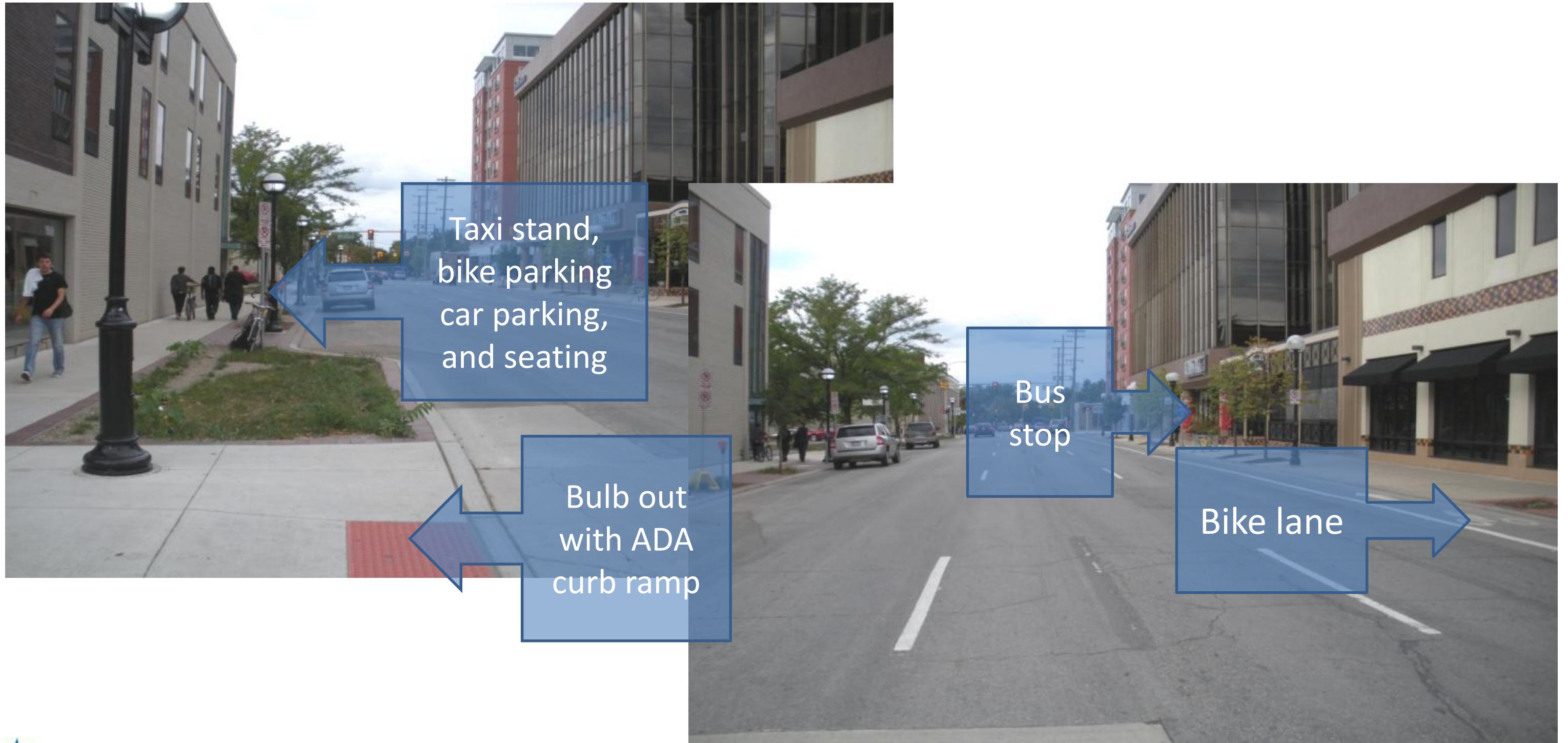
Reduction in travel lanes gained room for bike lanes, on-street parking, expanded sidewalks & bulb outs

Project supports sustainability goals: LED lighting, increased permeable area, while also encouraging non-motorized transportation and transit



Plus it helped make this area much more pedestrian-friendly

5th & Division: Complete Streets encourage all modes



Result: Dramatically Increased Private Investment

“The addition of the newly designed DDA streetscape has brought energy to midtown and our restaurant. The vitality of our space begins on the street before you even enter our doors...”

*Adam Baru
Mani Osteria & Bar*



Capturing Value in Streets: Many New Businesses



Private Investments of All Kinds



Grocer and residences



Offices



Spa

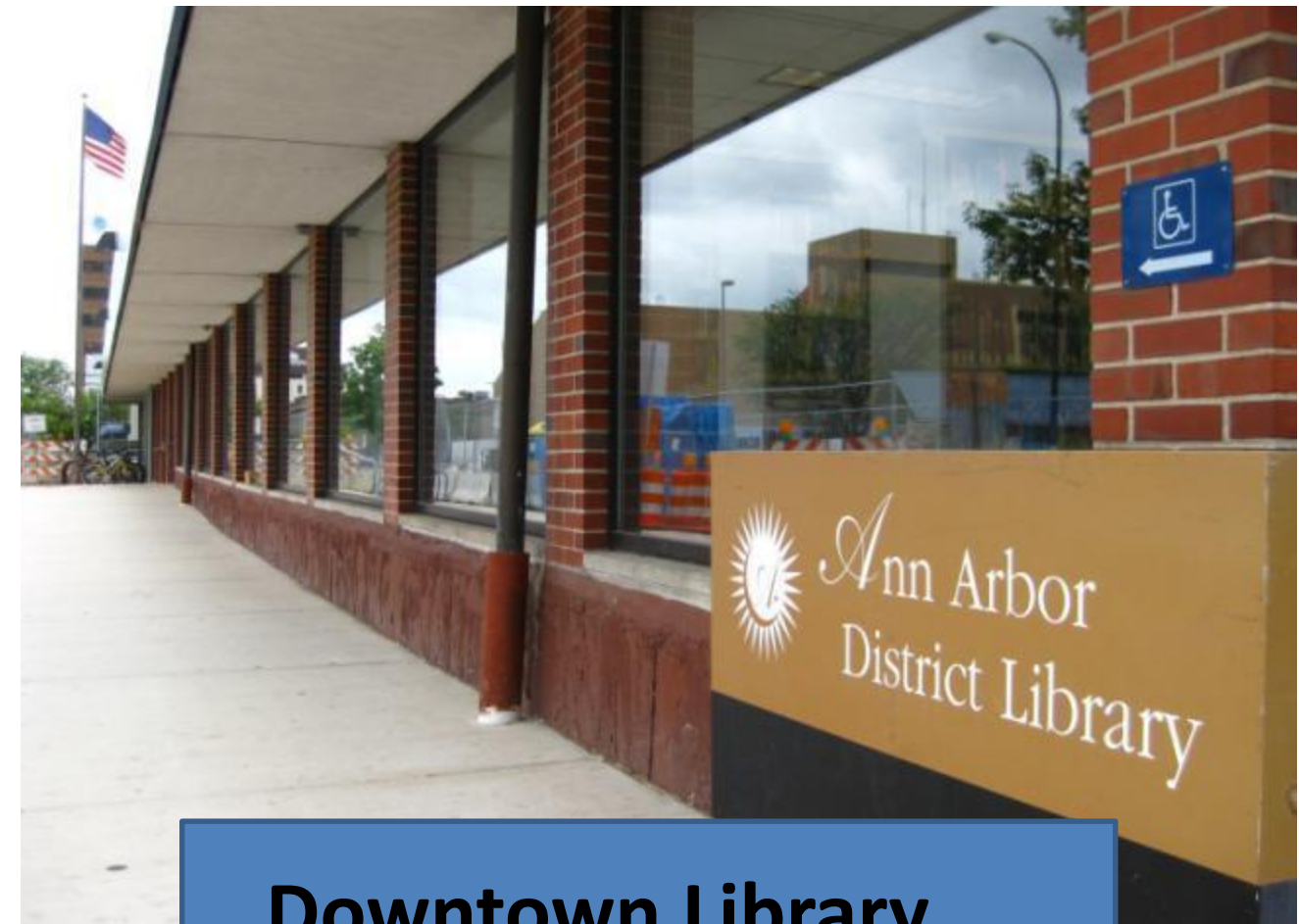


Restaurant

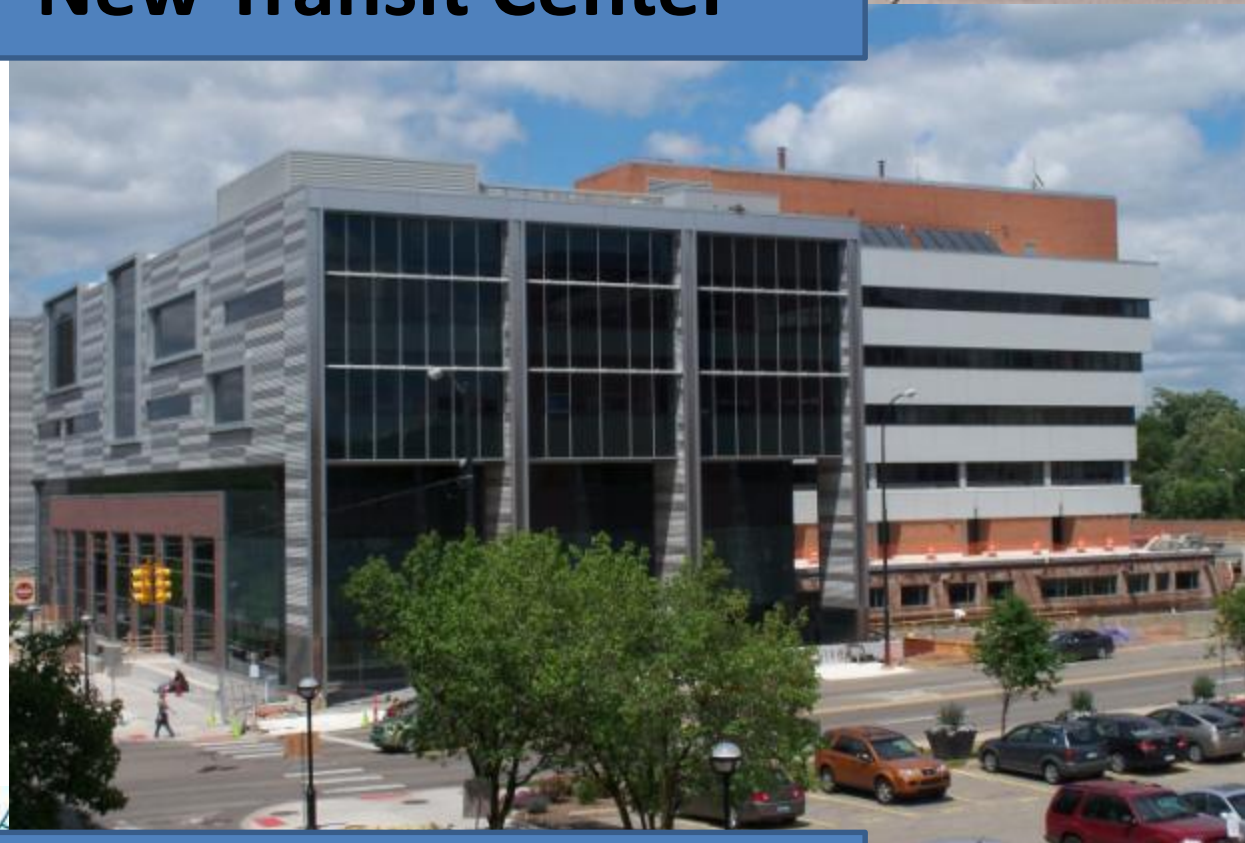
Capturing Value: Public Investments



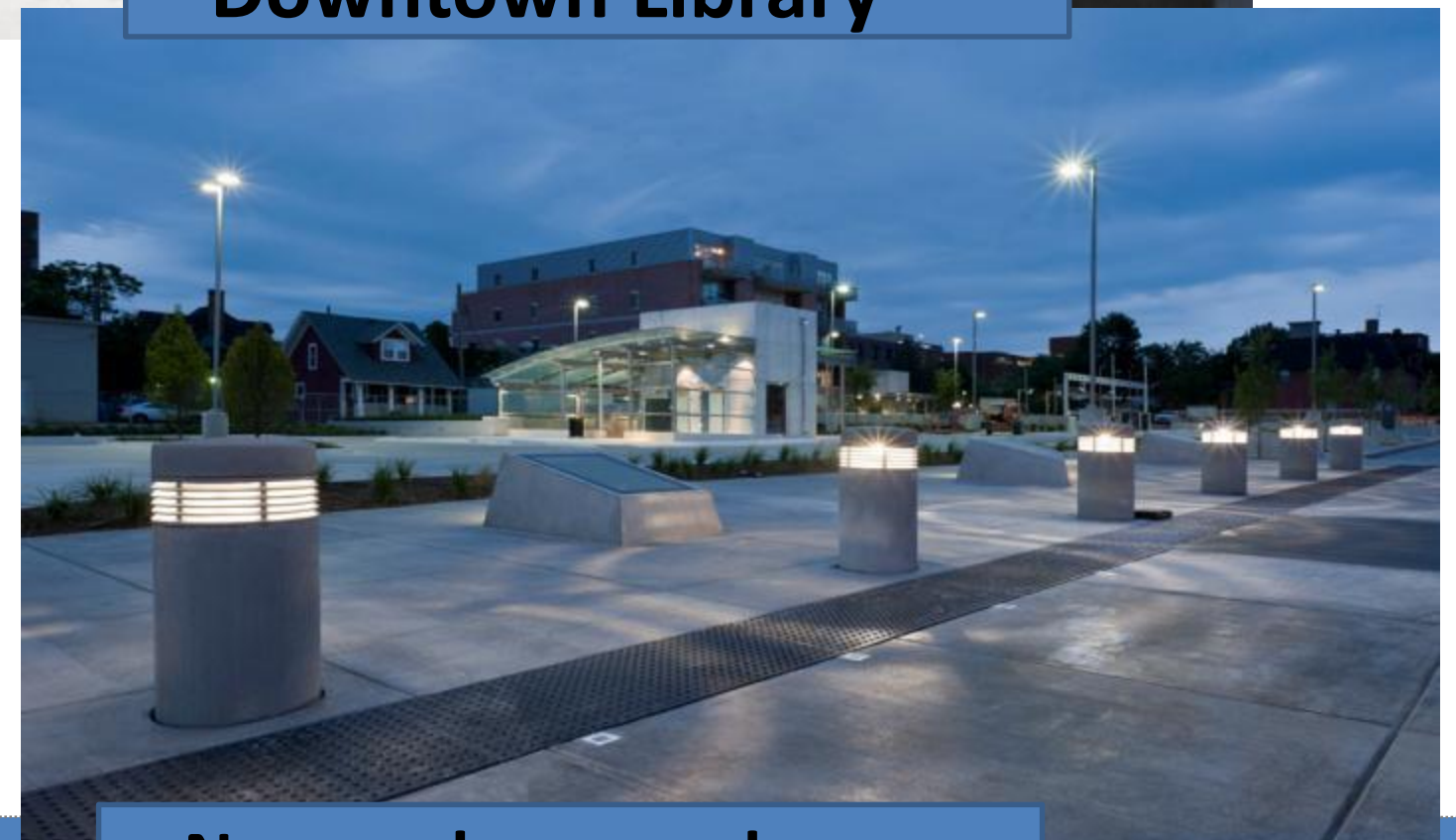
New Transit Center



Downtown Library

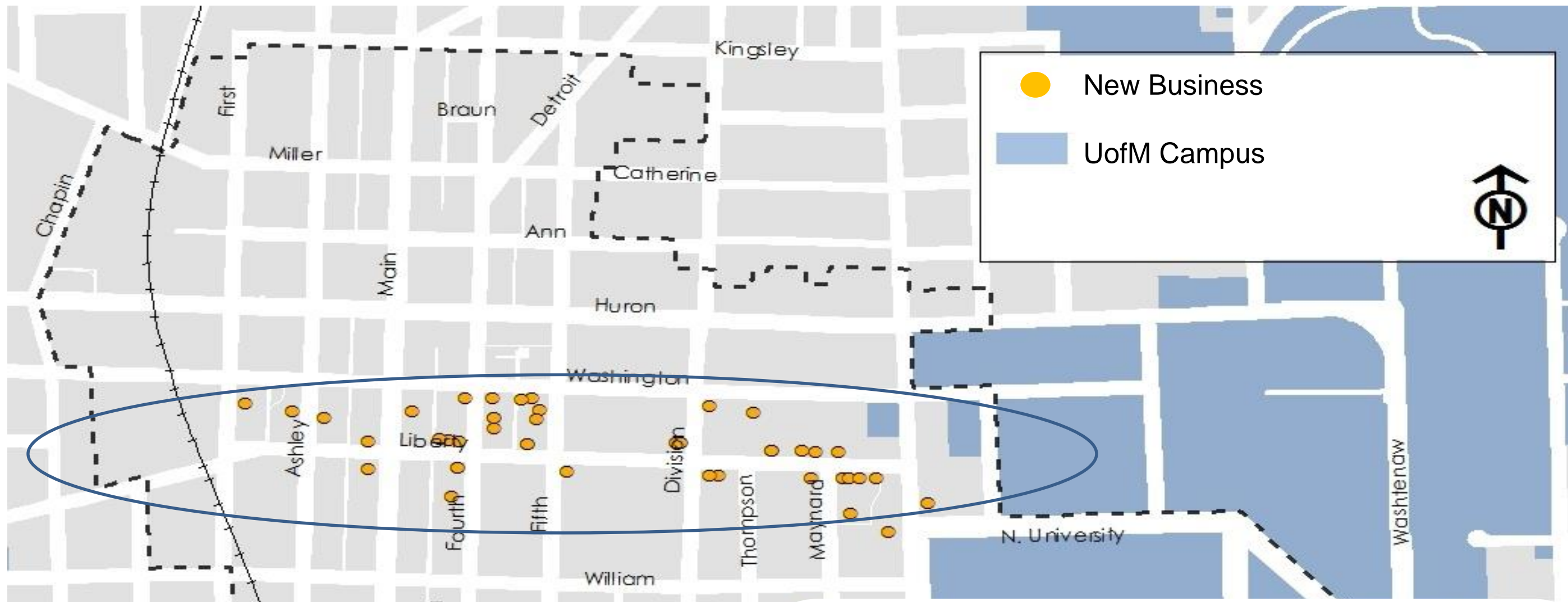


New Court/Police Bldg

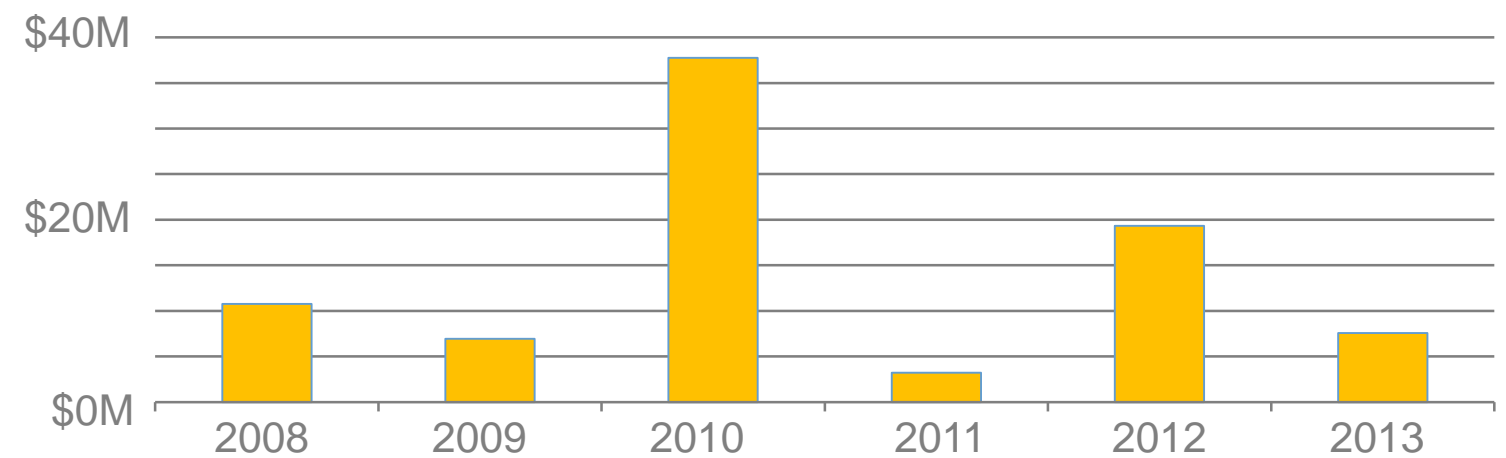


New underground garage

Street redesign encouraged investment on cross street



Building Permit Value along Liberty Street



A photograph of a city street scene. In the foreground, a person wearing a blue hooded jacket and a backpack is riding a bicycle towards the camera. The bicycle has a bright front light. To the right of the cyclist, a line of cars is stopped at a traffic light. The traffic light is green. In the background, there are trees with yellow and orange leaves, suggesting autumn. A white van is visible behind the cars. The overall scene is a multi-modal street with both bicycles and cars.

Capturing Value: In addition to designing multi-modal streets - encourage multi-modal use

In just about every active downtown:

Not enough parking...!

Parking costs too much...!

Parking = Problem



Never let a good problem go to waste...

Badly deteriorated parking structures = very expensive & extensive repairs/replacements

Ann Arbor DDA took on the challenge

This became our opportunity to reframe how public parking could be managed in support of our mission to encourage vibrancy and private reinvestment



Principles Behind the DDA's Management of the Public Parking System

Parking is not the end, it's the means to the end, which is downtown vibrancy.

Parking is part of a transportation system.

Menu of options so people can make choices.

Demand Management approach spreads demand.



Photo Credit: AACVB/VisitAnnArbor.org

Encouraging many different modes of transportations

DDA uses parking revenues to sponsor transportation programs/projects :

Go!pass getDowntown program Bike Houses On-street bike racks
Supplemental transit service on key corridors serving downtown employees
NightRide ExpressRide Electric Vehicle (EV) Units Studies



getDowntown

GetDowntown Program: partnership of the A2DDA, AAATA, City since 1999.

2 FTE promote/manage DDA-funded TDM programs (e.g. distribute go!passes, share info on Bike Lockers/Bike House, commuting options).

Communication & events. e.g., Commuter Challenge + Conquer the Cold.
Distribution of commuting info, monthly newsletter and 1000's of followers on Facebook and Twitter.

getdowntown.org





= **DDA-sponsored transit pass for downtown employees**
7,000 distributed/5,000 unique users in 2015

go!Pass unique users

1,500 3X week

1,000 4X week

600 5X week

= **a downtown parking structure
we didn't have to construct**



Capturing Value in Streets: Making the economic case for supporting many modes



go!Pass vs. paying for a 700-space parking structure = HUGE cost savings

Walkability is good business. Downtown commercial vacancy 2% (vs. 8.5% in A2 and 25% in SE MI)

Capturing Value in Streets: Making the economic case for walkable development

Our world is changing. The future will not be as auto-dependent.

Millennials are the workforce for the knowledge economy & they are voting with their feet by relocating to walkable, mixed use, multi-modal places.

Baby Boomers are also helping transform our car-dependent culture. 50%+ of those surveyed by the Nat'l Realtors Association say they would prefer to buy in an area within walking distance to jobs, shops and transit options. Also, 50% want more and safer bike lanes.

We can either make changes, or we may be left behind



Thank You!

