

WEST DEARBORN BUSINESS DISTRICT PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

DEARBORN, MICHIGAN

MICHIGAN STATE UNIVERSITY
URBAN AND REGIONAL PLANNING PROGRAM
PRACTICUM PROJECT 2006

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PRESENTERS

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STEPHEN M. KING



PRESENTATION OVERVIEW

- **SECTION 1 – Project Overview**
- **SECTION 2 – Introduction to Dearborn**
- **SECTION 3 – Assessing the Study Area**
- **SECTION 4 – Enabling Legislation**
- **SECTION 5 – Case Studies**
- **SECTION 6 – Recommendations**



PROJECT OVERVIEW

SECTION 1

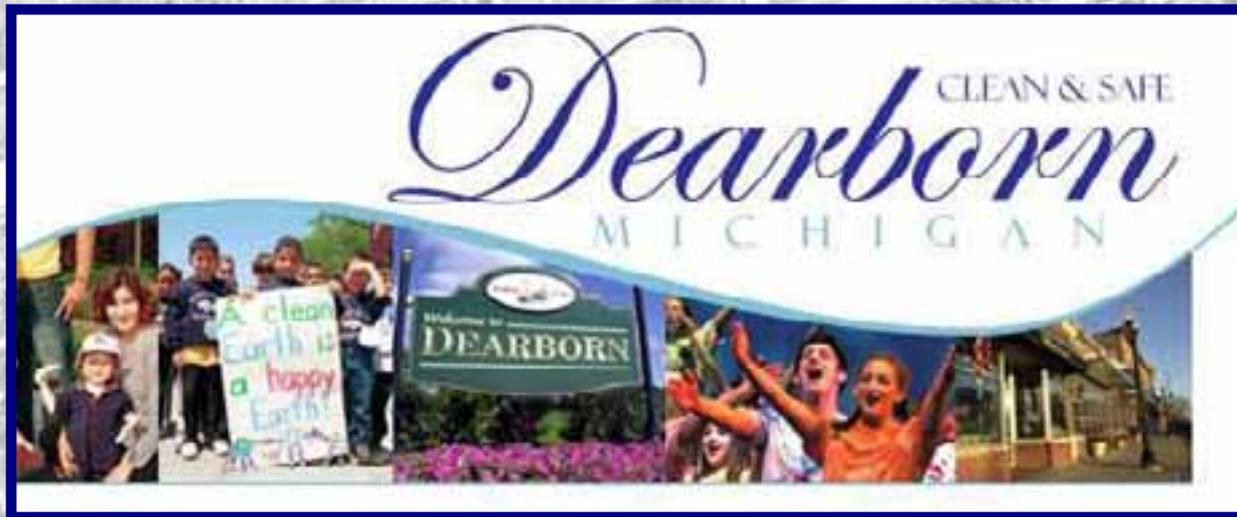


PROJECT OVERVIEW

- **THE CLIENT:**

- **City of Dearborn Economic and Community Development Department.**

- **Client Contact: Deputy Director Stephen Guile**



Source: www.cityofdearborn.org



PROJECT OVERVIEW

- **Working with our Client to:**
 - **Explore the benefits of a Principal Shopping District (PSD) designation in the West Dearborn Business District**
 - **Review relevant legal “framework” for creation of special assessment district like the PSD**
 - **Examine comparable case studies**
 - **Provide recommendations on assessment formula, organization structure, and services to offer participating businesses**



PROJECT OVERVIEW

- **Why a Principal Shopping District?**
 - **One “Umbrella” Organization to Oversee District-Wide Operations**
 - **Create Cohesion Amongst Business / Property Owners within the West Dearborn Business District**
 - **Single Marketing Strategy for District Promotion**
 - **Business Improvement Districts: Global Trend for Downtown Redevelopment**



PROJECT OVERVIEW

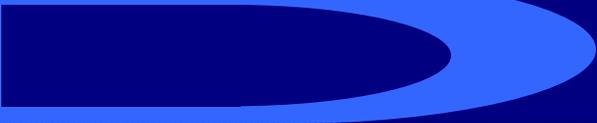
- **Methods Used to Assess the District:**
 - **Windshield Survey**
 - **Strengths, Weaknesses, Opportunities, and Threats Analysis**
 - **Block-by-Block Analysis**
 - **Enabling Legislation Review**
 - **Comparative Case Studies**
 - **Public and Business/Property Owner Input Gathered from Previous Reports**



INTRODUCTION TO DEARBORN

SECTION 2





WEST DEARBORN BUSINESS DISTRICT

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





WEST DEARBORN BUSINESS DISTRICT

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





METRO DETROIT

LIGHT BLUE:

City of Detroit
Boundaries

DARK BLUE:

City of Dearborn
Boundaries



INTRODUCTION TO DEARBORN

• SOCIO-ECONOMIC PROFILE:

– Population (Residents as of the 2000 Census)

• Dearborn, Michigan	97,775
• Wayne County, Michigan	2,061,162
• State of Michigan	9,938,444
• United States	281,421,906

– High Growth Rate (Growth Rate (%) from 1990 to 2000)

• Dearborn, Michigan	+9.75
• Wayne County, Michigan	-2.4
• State of Michigan	+6.9
• United States	+13.2



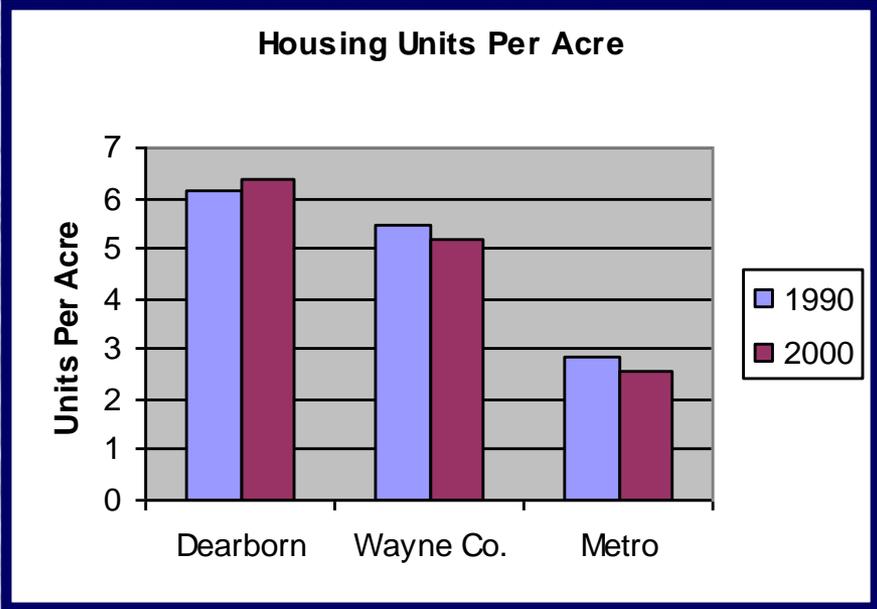
INTRODUCTION TO DEARBORN

- **SOCIO-ECONOMIC PROFILE:**

- **Housing Density Trend (1990 to 2000)**

- Dearborn, Michigan
 - Wayne County, Michigan
 - Detroit Metropolitan Statistical Area

INCREASING
DECREASING
DECREASING





INTRODUCTION TO DEARBORN

The Project Study Area



Michigan Avenue (US 12) Corridor



Commercial and Industrial



Residential



Parking



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**
 - Created by the Dearborn City Council on October 18, 1977
 - Encompasses the eastern half of the study area



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**
 - **1999: WDDDA adopted a revised Tax Increment Financing Plan focused on:**
 - Planning and Administration Activities
 - District Marketing, Promotion , Recruitment, Support of Arts and Cultural Programs
 - Private Sector Improvement Incentives
 - Public Facility Improvements



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**
 - **Highlighted Redevelopment Efforts**



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



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INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



INTRODUCTION TO DEARBORN

- **The West Dearborn Downtown Development Authority (WDDDA)**



ASSESSING THE STUDY AREA

SECTION 3



ASSESSING THE STUDY AREA



Study Area - Far East End:

Transition Zone: Divided Highway to Downtown
(Car Dealerships)



Study Area East End: Traditional Downtown Design



Central Study Area - East:

Redevelopment Area / New District Core





Central Study Area - West:

Transition Zone: Downtown to Strip Commercial
(Abundant Parking)





Central Study Area – West End:

Strip Commercial / Large
Office Buildings

(Abundant Parking)





Study Area – Off Michigan Avenue: Mixed Use Residential and Light Commercial



ASSESSING THE STUDY AREA

- Strengths**

STRENGTHS

- Momentum; the downtown is currently growing, there is lot of (re) development happening within the community and the downtown area.
- Mixed-uses throughout the downtown section.
- Proximity to a major regional tourist attraction- Ford Museum.
- The city itself is developing into a regional destination.
- Rouge River; a natural resource that is currently rehabilitated; there is a lot of growth taking place along the Rouge River corridor; potential tourist attraction, could also draw local people.
- A fixed and significant amount of financial resources available (\$5 million) for the city to invest in the development of the downtown.
- Ford Motor Company headquarters located in the community
- The campus of the University of Michigan, Dearborn located in the community.
- A major thoroughfare and heavy traffic draw lots of people to the downtown area.
- Ample parking throughout the district.

Dearborn, Michigan

Issues for Proposed PND Area

ADVANTAGES
no traffic and the near 3000 feet high the downtown area is strength, represent a threat for a community be perceived as pedestrian friendly.

A direct consequence of this traffic is the downtown businesses from the side no entrance on the main street (especially that negatively impact (at least) the existing businesses in the

not only at the one end of the PND area in which contrast with the rest of the district, along with that do not seem to be clearly throughout the district (in street orientation such as trees, etc.) that make a downtown (pedestrians/strollers/bicycles) walking signs, especially no sign that visitors could get from the downtown Ford museum

THREATS

is, create in the form of wealth from company. It is a major employer in the

can from other similar type of increase in close proximity for area. (the city) the downtown is full of buildings, East and West

of vacancy and abandonment are also in an urban manner, business becomes a challenge.

all changes and efforts need to be or to create an identity for the whole use (especially) will create a the area

appealing for this group in the general population.
□ The development of the west area commercial zone as to take better among the other businesses in the district.
□ Street network (Westwood, Internet Networking (WIFI))



ASSESSING THE STUDY AREA

- Strengths
- Weaknesses

WEAKNESSES

- ❑ The heavy traffic and the major thoroughfare that goes through the downtown area (a strength, but it can also represent a threat for a community that wants to be perceived as pedestrian-friendly, walkable)
 - ❑ Noise as a direct consequence of this traffic.
 - ❑ Access to the downtown businesses from the rear; some have no entrance on the main street.
 - ❑ Vacant buildings/lots that negatively impact (at least at a visual level) the existing businesses in the same block.
 - ❑ Commercial strip at the one end of the designated PSD area in sharp contrast with the other businesses in the district.
 - ❑ Large parking lots that do not seem to be utilized to capacity throughout the district.
 - ❑ Lack of on-street amenities such as trees, street furniture, etc. that make a downtown enjoyable for pedestrians/shoppers/visitors.
 - ❑ Few way-finding signs, especially no sign that indicates how visitors could get from the downtown to the Henry Ford museum.
 - ❑ Lack of connectivity- no obvious link or path that connects the downtown to the museum.
 - ❑ No marketing of the area.

Dustin Madson

Issues for Proposed PSD Area

WEAKNESSES

no traffic and the major thoroughfare through the downtown area (a strength, but it can also represent a threat for a community that wants to be perceived as pedestrian-friendly).

A direct consequence of this traffic is the noise as a direct result from the lack of entrance on the main street. Vacant buildings/lots that negatively impact (at least at a visual level) the existing businesses in the same block.

Commercial strip at the one end of the designated PSD area in sharp contrast with the other businesses in the district. Large parking lots that do not seem to be utilized to capacity throughout the district. Lack of on-street amenities such as trees, etc. that make a downtown enjoyable for pedestrians/shoppers/visitors. Few way-finding signs, especially no sign that indicates how visitors could get from the downtown to the museum. Lack of connectivity- no obvious link or path that connects the downtown to the museum.

THREATS

No connectivity in the form of walkways, bike lanes, etc. that make a downtown enjoyable for pedestrians/shoppers/visitors.

Some other areas have a mix of uses in close proximity for cars, bike-lanes, etc. The downtown is well served with East and West.

Lack of vacancy and development are issues in an urban market. Business changes and efforts need to be made to create an identity for the whole area. Improvements will create a new identity for the area.

- ❑ The heavy traffic and the major thoroughfare that goes through the downtown area (a strength, but it can also represent a threat for a community that wants to be perceived as pedestrian-friendly, walkable)
- ❑ Noise as a direct consequence of this traffic.
- ❑ Access to the downtown businesses from the rear; some have no entrance on the main street.
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- ❑ Commercial strip at the one end of the designated PSD area in sharp contrast with the other businesses in the district.
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- ❑ No marketing of the area.



ASSESSING THE STUDY AREA

- Strengths
- Weaknesses
- Opportunities

OPPORTUNITIES

- Take further advantage of the presence of Amtrak within the district; the city could be better connected to other locations within the region.
- Increase the frequency of bus routes; currently several bus routes pass through the area but the district may benefit from more mass transit.
- Continue to focus on residential developments such as condos as they represent a good pool of patrons for the downtown businesses.
- Revenue from parking could be used towards downtown development. Currently no parking fee charged within the designated area of the PSD.
- The area would be a good location for events that would draw visitors to the area.
- Develop trails that would facilitate the visitors' access to the Henry Ford museum.
- The presence of a young, educated population in the community due to the U of M Dearborn.
- Focus on the attraction of other types of businesses- such as a major bookstore, and the promotion of cultural activities that may be appealing for this group in the general population.
- The redevelopment of the west area commercial strip as to blend better among the other businesses in the district.
- Invest in/Install Wireless Internet Networking (Wi-Fi)

Charles McKinley

Pros for Proposed PSD Area

OPPORTUNITIES

traffic and the near proximity of the downtown area (a strength) provides a threat for a community perceived as pedestrian-friendly.

Direct consequences of the traffic flow downtown businesses from the no entrance on the main street (opposite that negatively impact (at least) the existing businesses in

it may be the one area of the area in which contact with the area of the district, and may not be as noticeable throughout the district. Great amenities such as trees, etc. that make a downtown experience unique. Making signs, especially no sign that signs could get from the downtown to museum. Invisibility, no obvious link or path to downtown to the museum part of the area.

THREATS

exists in the form of wealth, from money. It is a major employer in the

in from other similar type of areas in close proximity for a while city. The downtown is well walkable, East and West.

Industry and development are due to an urban market, business growth a challenge.

Changes and efforts need to be made to create an identity for the whole a municipality will create a future.

- The development of the west area commercial strip as to blend better among the other businesses in the district.
- Invest in/Install Wireless Internet Networking (Wi-Fi)



ASSESSING THE STUDY AREA

- Strengths
- Weaknesses
- Opportunities
- Threats

THREATS

- ❑ Economic threats in the form of layoffs from Ford Motor Company- it is a major employer in the community.
- ❑ Competition from other similar type of locations/businesses in close proximity- for example Fairlane, Intra-city (the downtown is split into two distinct sections, East and West Dearborn).
- ❑ If trends of vacancy and disinvestment are allowed to continue in an uneven manner, business retention may become a challenge.
- ❑ Many small changes and efforts need to be drawn together to create an identity for the whole district otherwise inconsistency will create a dissonance in the area.

Charles M. Wilson

Threats to Proposed PND Area

WEAKNESSES

Traffic and the near surrounding of the downtown area is strength, present a threat for a community perceived as pedestrian friendly.

Direct consequences of the traffic, the downtown businesses from the 1st no entrance on the main street, negatively that negatively impact (at least) the existing businesses in

It may be the one side of the area in which contrast with the rest of the district, including that do not seem to be fully throughout the district, street amenities such as trees, etc. that make a downtown experience welcoming. Missing signs, especially no sign that signs could get from the downtown to museum, inactivity, no obvious link or path to downtown to the museum part of the area.

THREATS

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Vacancy and disinvestment are due to an uneven manner, business retention a challenge. Small changes and efforts need to be drawn together to create an identity for the whole district otherwise inconsistency will create a dissonance in the area.

Businesses in the district
❑ Street frontage
❑ Street frontage
❑ Street frontage



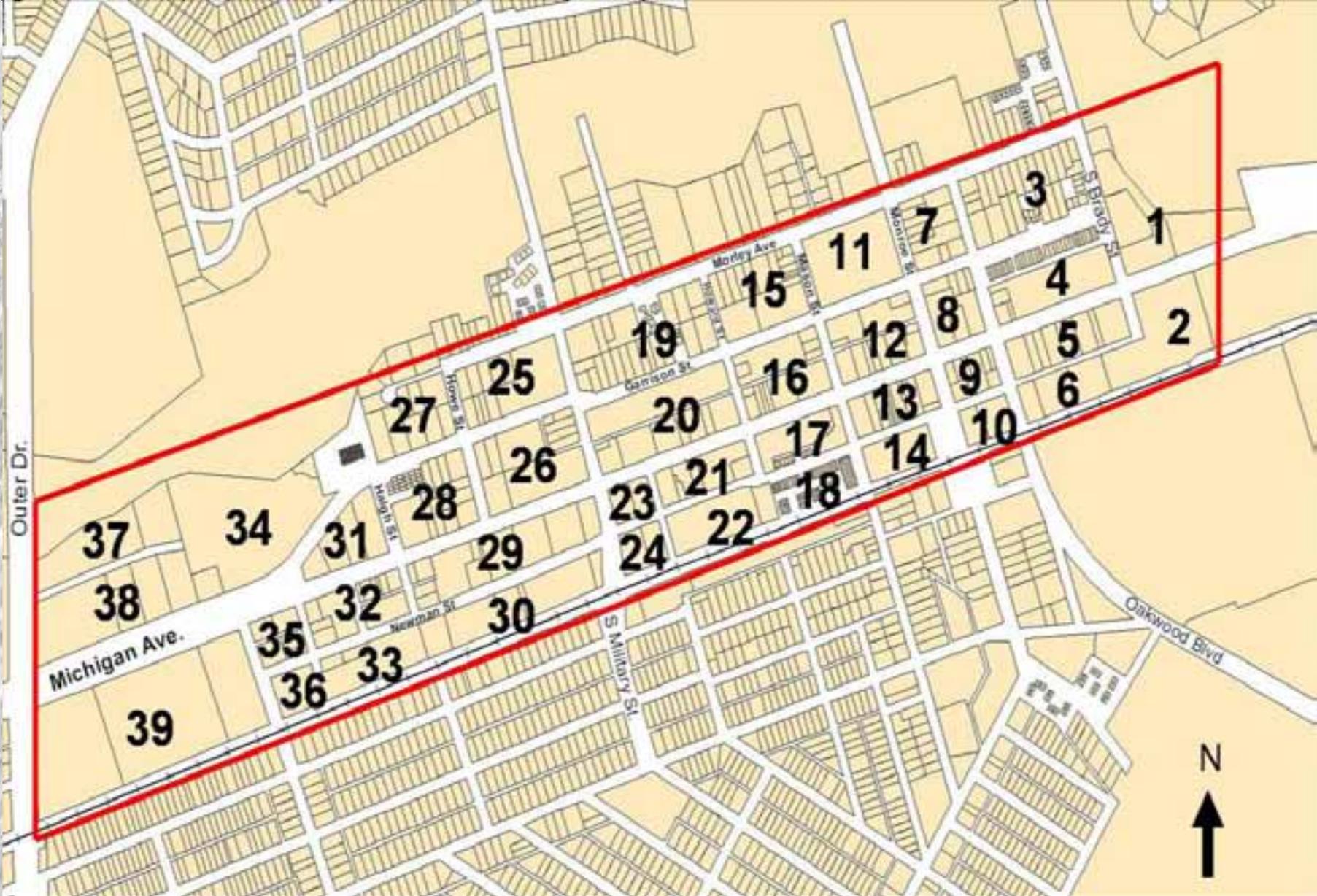
ASSESSING THE STUDY AREA

Block-by-Block Analysis



WEST DEARBORN BUSINESS DISTRICT

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



The block-by-block inventory includes the following categories:

1. Land Use, Business Type, and Vacancy
 - a. Land Use: Commercial, Residential, Mixed Use
 - b. Any retail vacancies: Yes/No
 - c. Business Type: records retail or commercial
2. Streetscape
 - a. Is landscaping present? Yes/No
 - b. Is lighting present? Yes/No
 - c. Are façades in good condition? Yes/No
 - d. Any street furniture? Yes/No
3. Walkability
 - a. Sidewalks and paving in good condition? Yes/No
 - b. Any crosswalks? Yes/No
 - c. Are there buffers from the street? Yes/No
 - d. Is there street noise? Yes/No
4. Parking
 - a. Is there parking? Yes/No
 - b. Is it visible? Yes/No
 - c. Is it accessible? Yes/No
5. Other
 - a. Is there any redevelopment? Yes/No
 - b. Is there open space? Yes/No



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|--|------------------------------------|
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 - b. Is there open space? Yes/No



ASSESSING THE STUDY AREA

- **BLOCK-BY-BLOCK ASSESSMENT**
 - **Block Number 5**
 - **Some Challenges and Advantages**
 - Landscaping not uniform
 - No buffers from street for pedestrians
 - Façades are in good condition
 - Block lighting



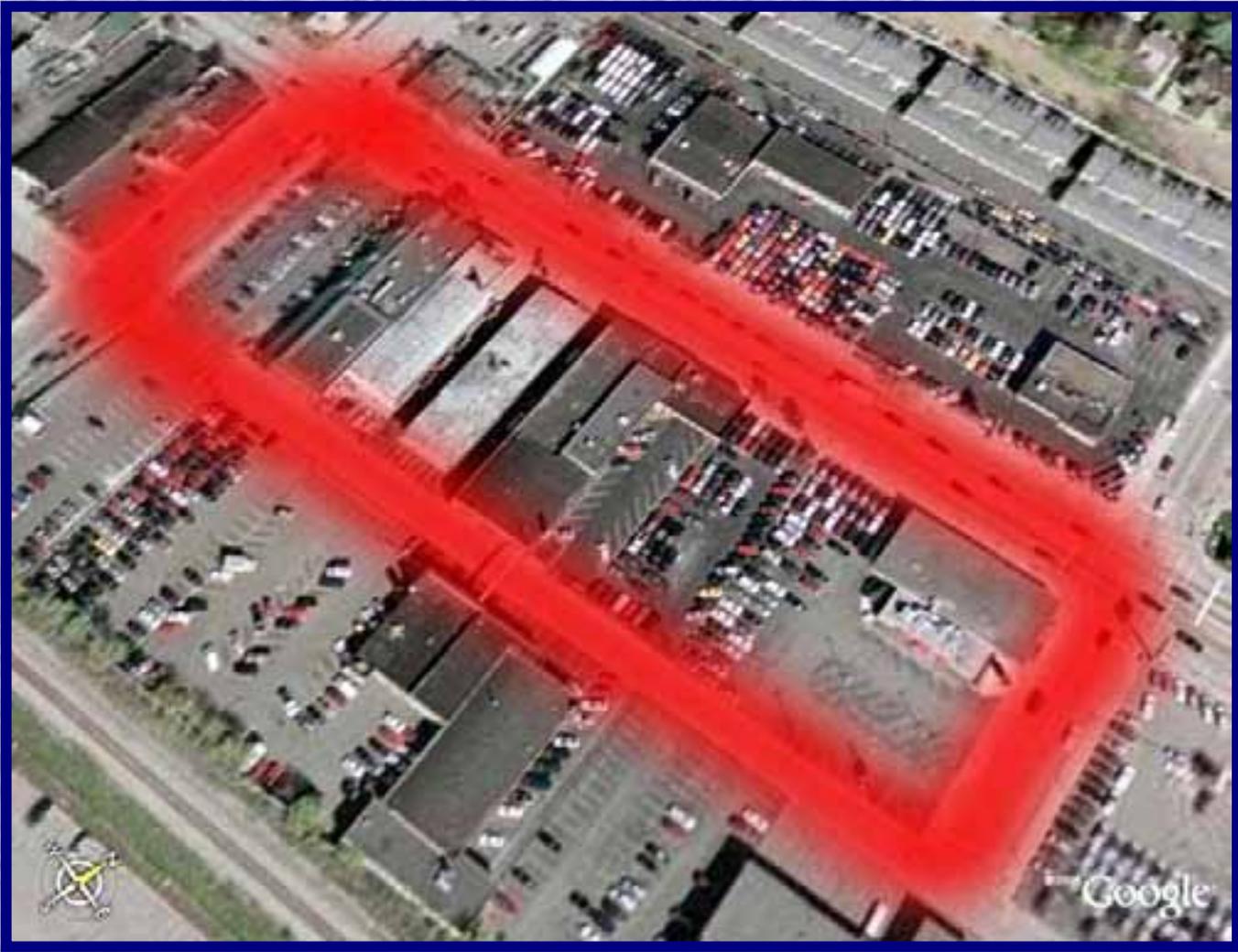
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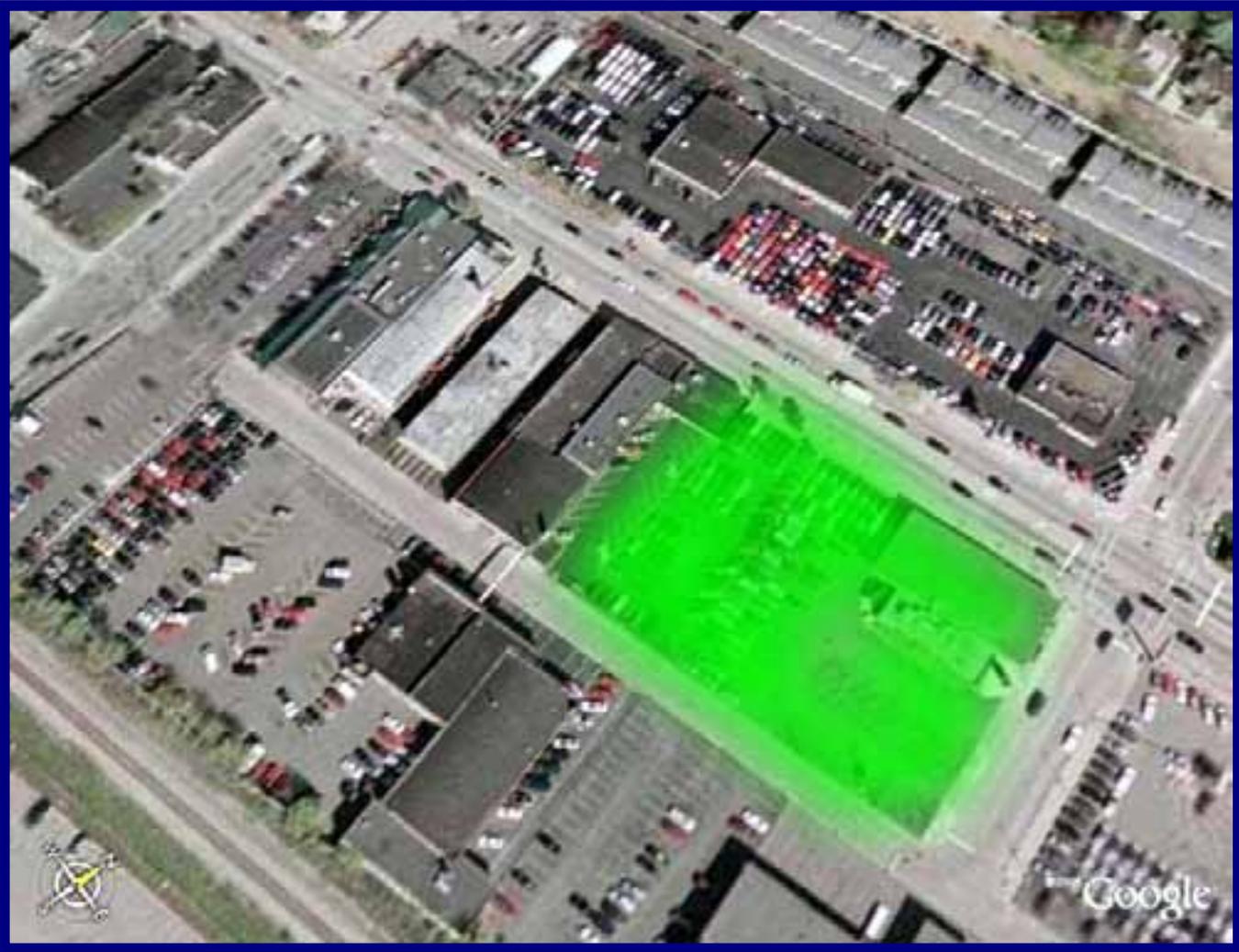
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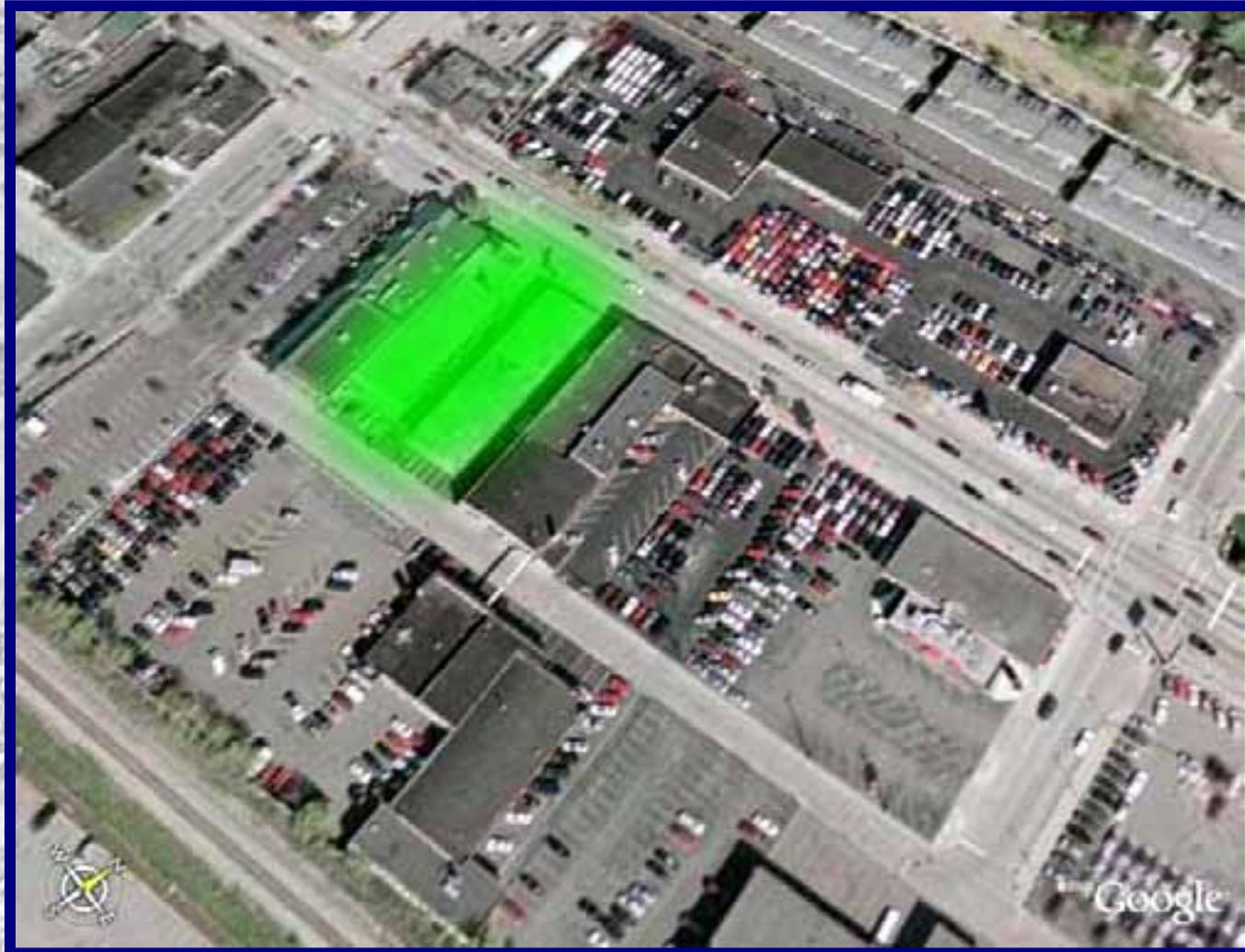
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ASSESSING THE STUDY AREA

- **BLOCK-BY-BLOCK ASSESSMENT**

- **Block Number 29**

- **Challenges and few Advantages**

- **No buffers from street for pedestrians**
 - **Mostly Parking**
 - **Sidewalks and buildings poor based on district average**
 - **Planned redevelopment on the east end**



ASSESSING THE STUDY AREA



ASSESSING THE STUDY AREA



ASSESSING THE STUDY AREA



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ASSESSING THE STUDY AREA



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ASSESSING THE STUDY AREA



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ASSESSING THE STUDY AREA

- **BLOCK-BY-BLOCK ASSESSMENT**
 - **Block Number 17**
 - **Exceptional Block – Notable Advantages**
 - **Mixed Use – Residential and Commercial**
 - **Buffer from Michigan Avenue Traffic Noise**
 - **Pedestrian Court Yards**
 - **Well maintained – Façades, Landscaping, etc.**



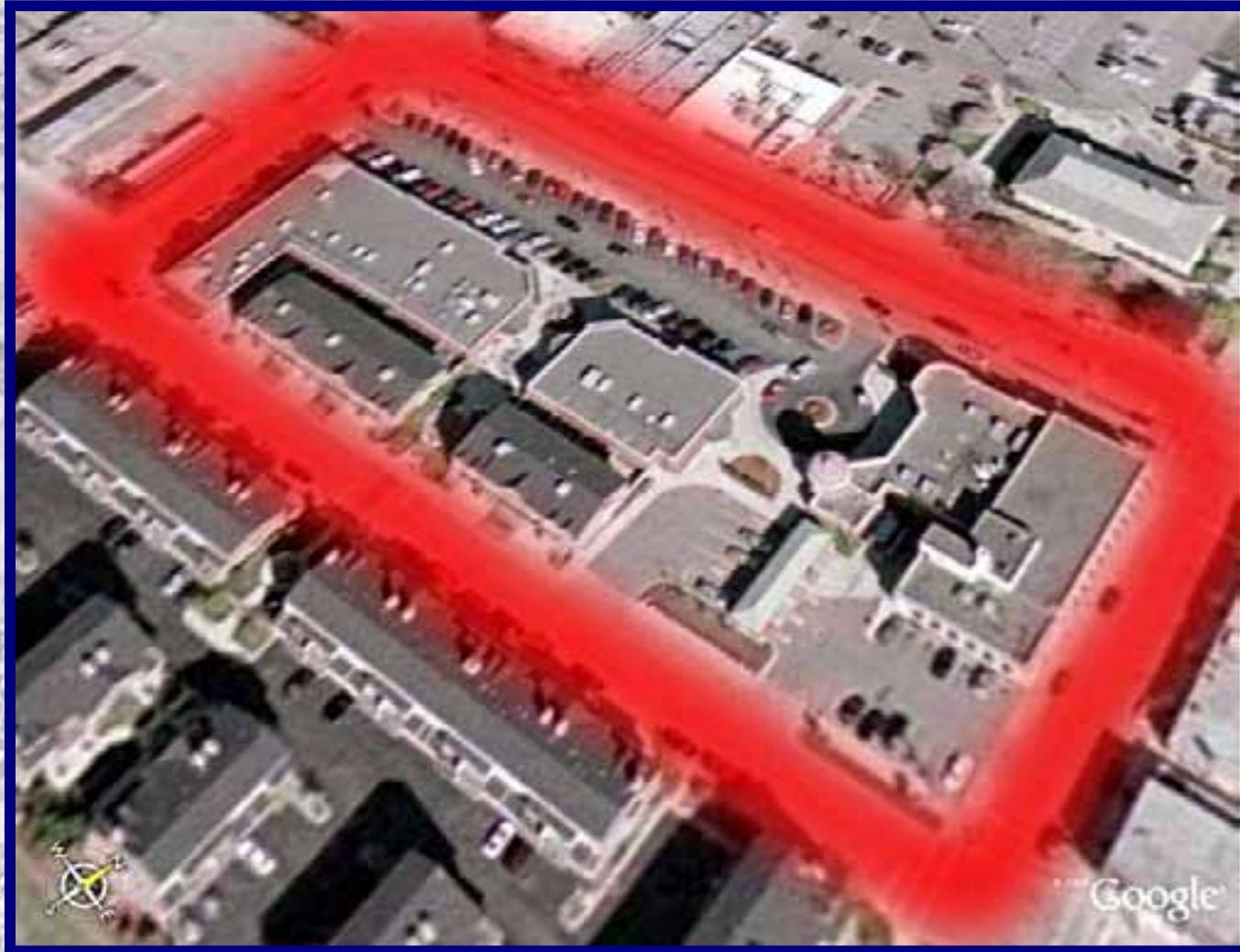
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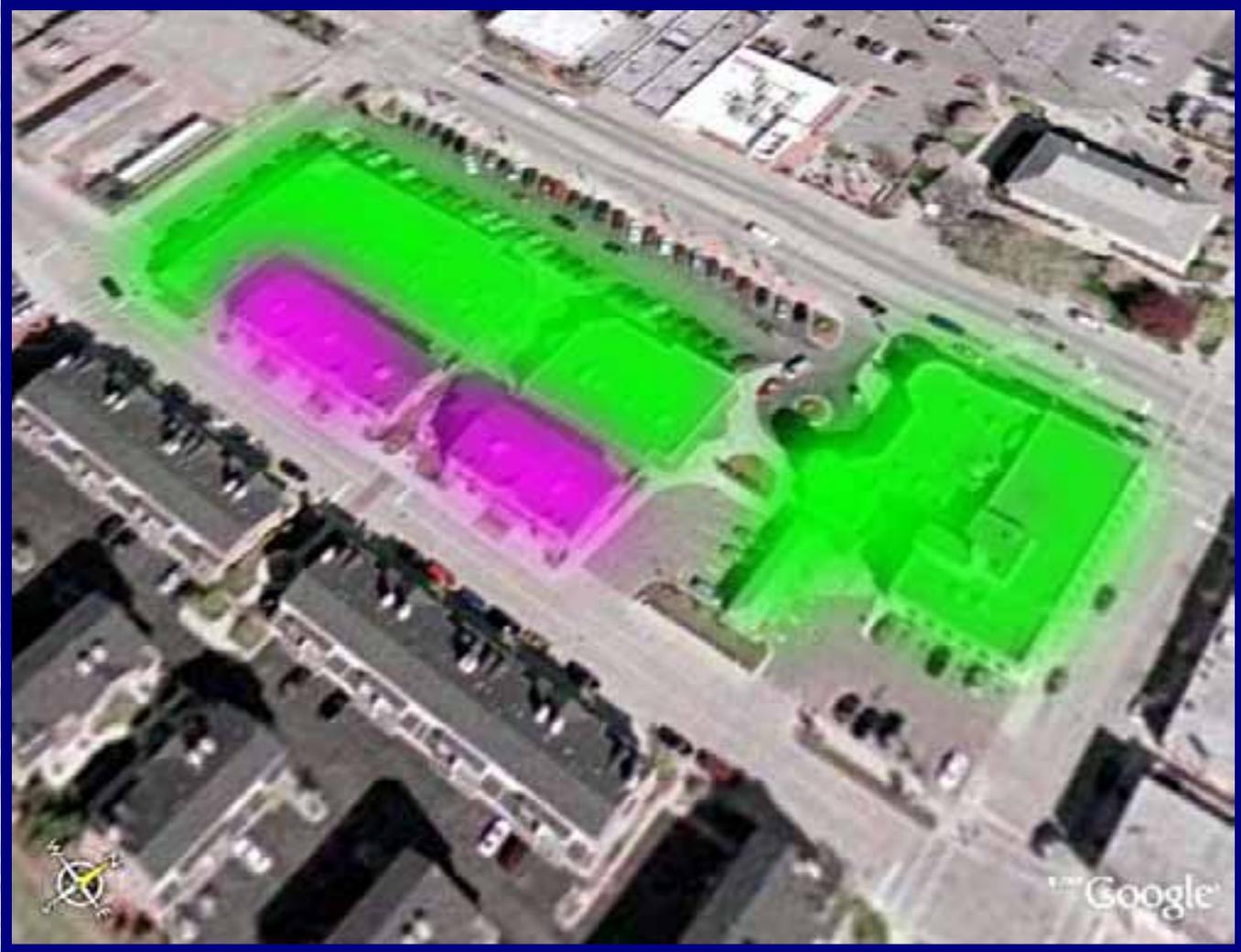
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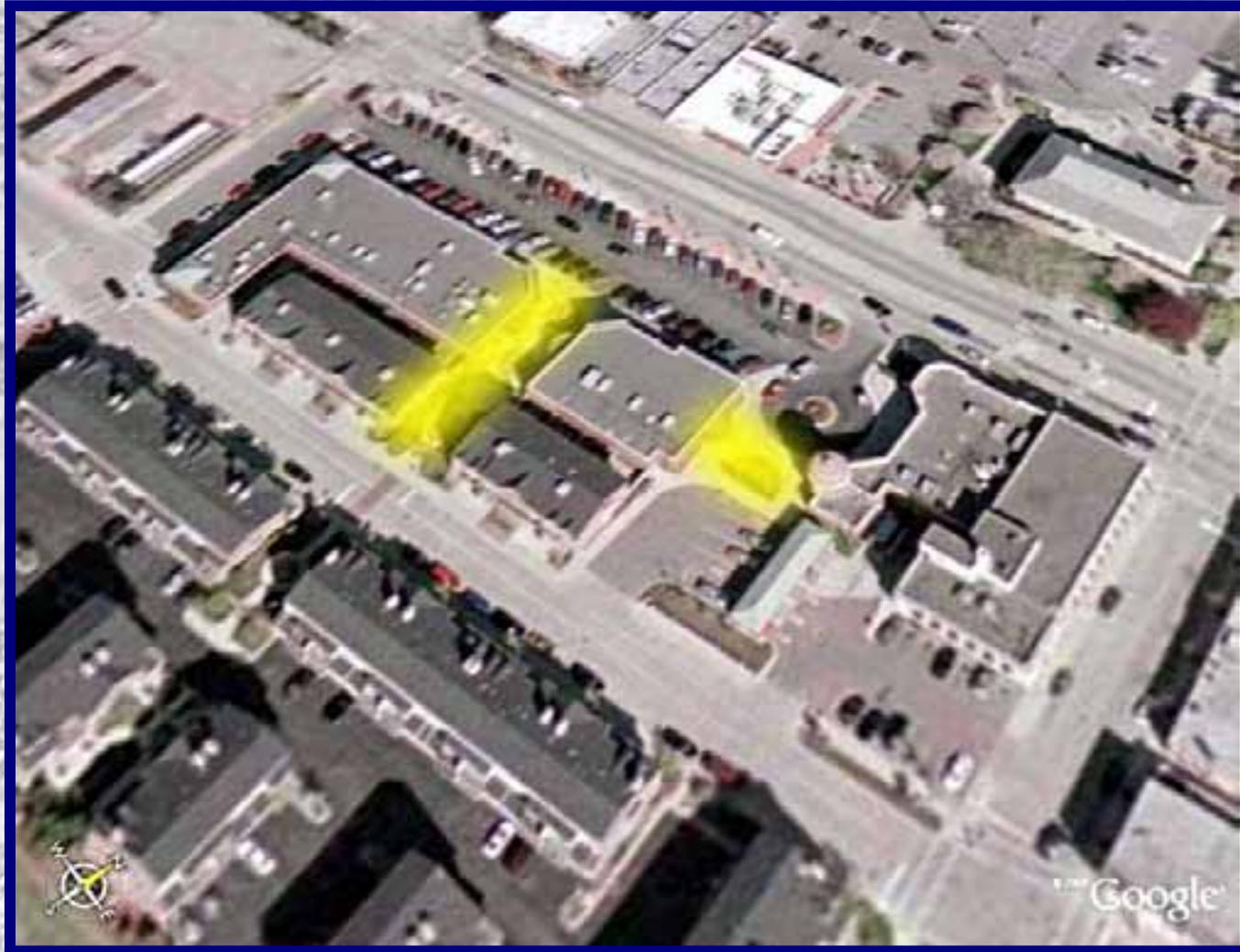
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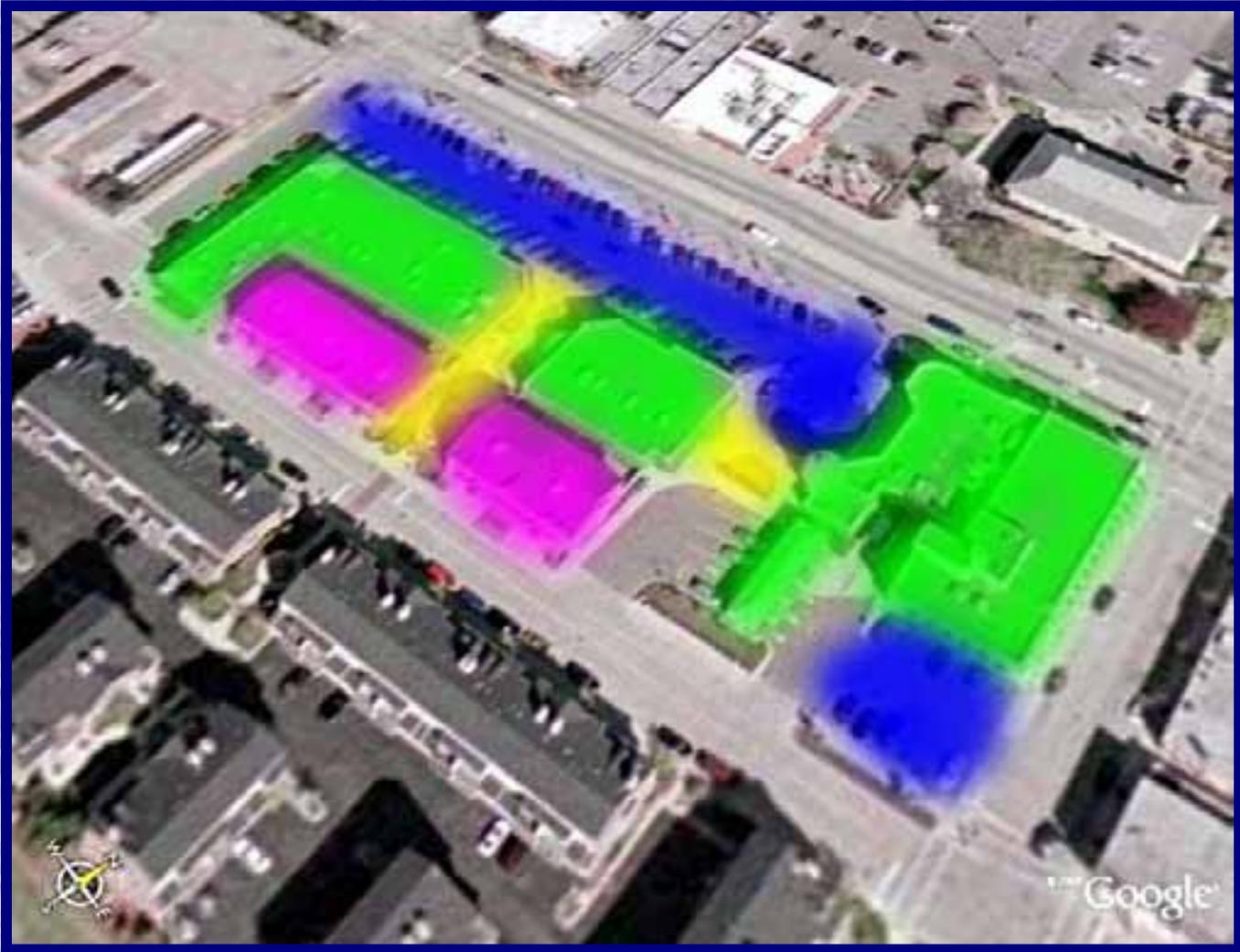
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ASSESSING THE STUDY AREA



ENABLING LEGISLATION

SECTION 4



ENABLING LEGISLATION

- **Downtown Development Authority Act**
 - Michigan Public Act 197 of 1975
- **Principal Shopping District / Business Improvement District Act**
 - Michigan Public Act 120 of 1961
- **Corridor Improvement Authority Act**
 - Michigan Public Act 280 of 2005



Special Assessment Legislation Comparison Matrix

West Dearborn Business District Principal Shopping District Feasibility Study		Dearborn, Michigan		
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDAs Public Act 187 of 1975	CIAs Public Act 290 of 2005
General Characteristics				
Amend District Boundaries	Yes	Yes	Yes	Yes
District Lifespan	7 years ¹	7 years ¹	Indefinite	Indefinite
Cross-Municipality	Yes	No	Yes	Yes
Number of Like Districts	Yes	No	Yes	Yes
Business/Property Owners Input	Yes	Yes	Yes	Yes
Residential Input	No	Yes	Yes	Yes
Municipality Input	Yes	Yes	Yes	Yes
Funding/Revenue Options				
General Obligation Bonds	No	Yes	Yes	Yes
Grants and Donations	Yes	Yes	Yes	Yes
Loans	Yes	No	Yes	Yes
Local Governmental Funds	Yes	Yes	Yes	Yes
Property Revenue	No	No	Yes	Yes
Revenue Bonds	Yes	Yes ²	Yes	Yes
Special Assessments	Yes	Yes	Yes	Yes
Tax Increment Financing	No	No	Yes	Yes
Service Options				
Contract for District Services	Yes	Yes	Yes ¹	Yes
Event/Activity Sponsorship	Yes	Yes	Yes ²	Yes
General Marketing	Yes	Yes	Yes	Yes
Long Range Plans	No	No	Yes	Yes
Market Research	No	Yes	Yes ²	Yes
Non-Retail/Non-General Marketing	Yes	Yes	No	Yes
Public Relations	Yes	Yes	Yes ²	Yes
Retail Marketing	Yes	Yes	Yes	Yes
Study/Analyze Metro Growth	No	No	Yes	Yes
Property Management				
Build/Own Public Facilities	Yes ¹	Yes ¹	Yes	Yes
Ownership/Lease Agreements	Yes ²	Ownership Only	Yes	Yes
Property Fees and Rents	No	No	Yes	Yes
Construct/Maintain Property	Yes ¹	Yes ²	Yes	Yes

¹ There is an option to renew the assessment district after expiration.
² Some restrictions apply.





West Dearborn Business District
Principal Shopping District Feasibility Study

Dearborn, Michigan

	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDAs Public Act 197 of 1975	CIAs Public Act 280 of 2005
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Amend District Boundaries	Yes	Yes	Yes	Yes
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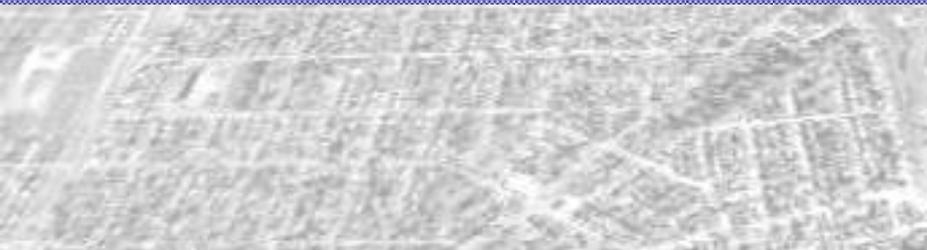
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Number of Like-Districts	Yes	No	Yes	Yes
Business/Property Owners Input	Yes	Yes	Yes	Yes
Residential Input	No	Yes	Yes	Yes
Municipality Input	Yes	Yes	Yes	Yes



Non-Retail/General Marketing	Yes	Yes	No	Yes
Public Relations	Yes	Yes	Yes ²	Yes
Retail Marketing	Yes	Yes	Yes	Yes
Study/Analyze Metro Growth	No	No	Yes	Yes
Property Management				
Build/Buy Public Facilities	Yes ²	Yes ²	Yes	Yes
Ownership/Lease Agreements	Yes ²	Ownership Only	Yes	Yes
Property Fees and Rents	No	No	Yes	Yes
Construct/Maintain Property	Yes ²	Yes ²	Yes	Yes

¹ There is an option to renew the assessment district after expiration.

² Some restrictions apply.



West Dearborn Business District
Principal Shopping District Feasibility Study

Dearborn, Michigan

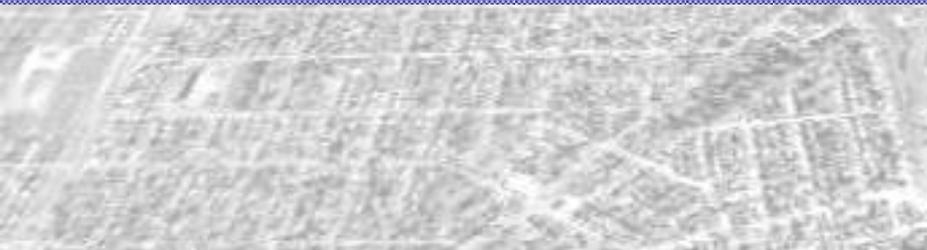
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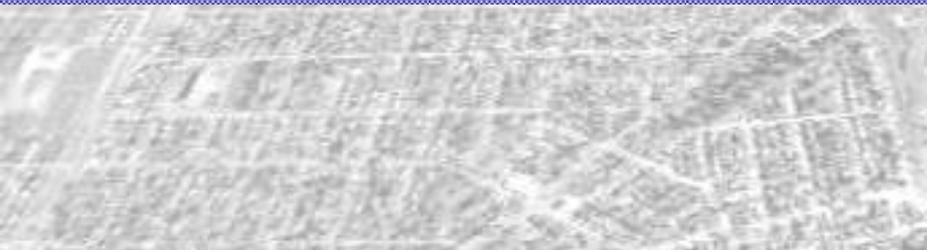
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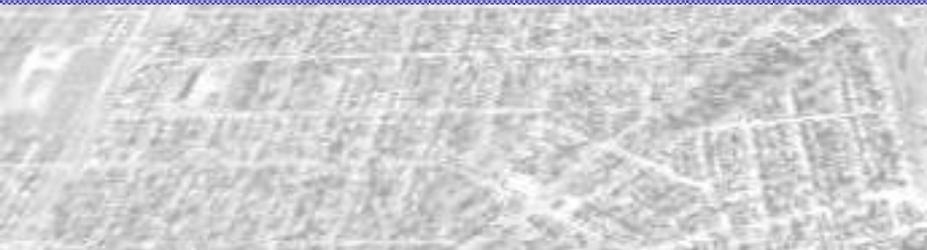
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Funding/Revenue Options				
General Obligation Bonds	No	Yes	Yes	Yes
Grants and Donations	Yes	Yes	Yes	Yes
Loans	Yes	No	Yes	Yes
Local Governmental Funds	Yes	Yes	Yes	Yes
Property Revenue	No	No	Yes	Yes
Revenue Bonds	Yes	Yes ²	Yes	Yes
Special Assessments	Yes	Yes	Yes	Yes
Tax Increment Financing	No	No	Yes	Yes



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Dearborn, Michigan

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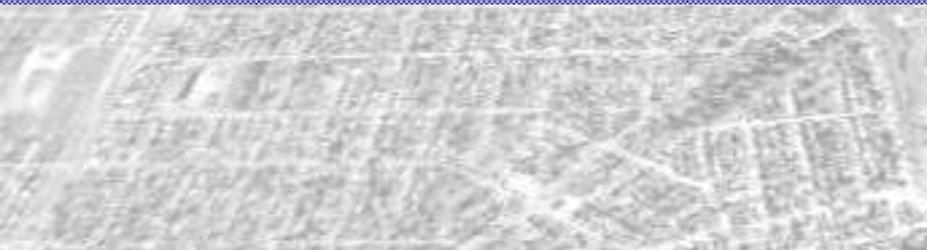
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Event/Activity Sponsorship	Yes	Yes	Yes ²	Yes
General Marketing	Yes	Yes	Yes	Yes
Long-Range Plans	No	No	Yes	Yes
Market Research	No	Yes	Yes ²	Yes
Non-Retail/Non-General Marketing	Yes	Yes	No	Yes
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Property Fees and Rents	No	No	Yes	Yes
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¹ There is an option to have the assessment done after acquisition.
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Dearborn, Michigan

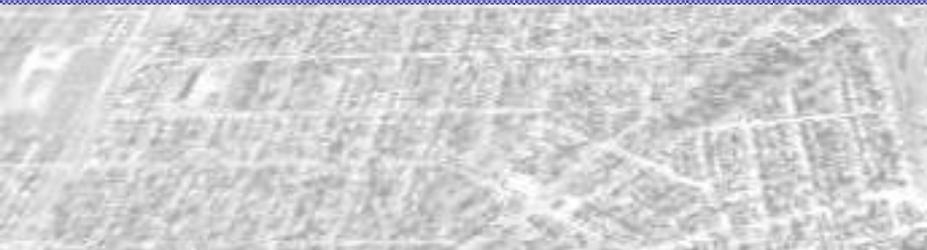
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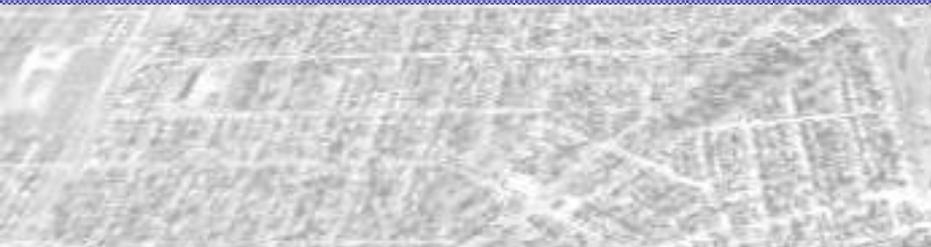
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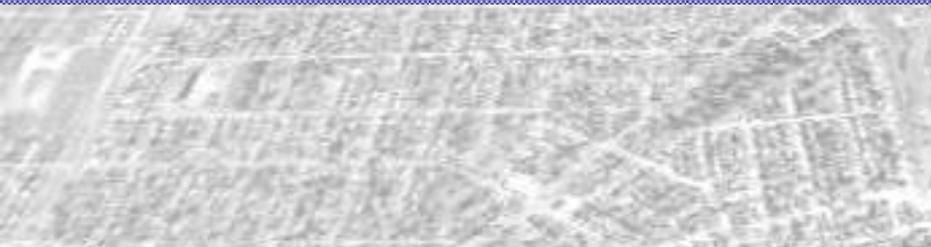
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² www.westdearborn.org



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Property Fees and Rents	No	No	Yes	Yes
Construct/Maintain Property	Yes ²	Yes ²	Yes	Yes

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² None restrictions apply.

CASE STUDIES

SECTION 5



CASE STUDIES CRITERIA

- **Finding Case Studies Comparable to Dearborn**

General	
Population	97,775
Metro. area pop.	5,456,428
Suburb	Yes
Mid-sized city	Yes
Is Area Growing?	Yes



CASE STUDIES CRITERIA

- Finding Case Studies Comparable to Dearborn**

Traffic	
Located near trunkline	Yes
Trunkline (AADT)	4
Located near interstate	Yes
Interstate (AADT)	4



CASE STUDIES CRITERIA

- **Finding Case Studies Comparable to Dearborn**

Attractions	
University	Yes
Museum	Yes
Convention Center	Yes
Themed attraction/park	Yes



CASE STUDIES CRITERIA

- **Finding Case Studies Comparable to Dearborn**

Business Types	
Retail	Yes
Restaurant	Yes
Entertainment	Yes
Office	Yes
Hotel/Conference	Yes



CASE STUDIES

- **In-State**

- Grand Rapids, MI
- Holland, MI
- East Lansing, MI

- **Out-of State**

- Everett, WA
- Green Bay, WI
- Orlando, FL

- **Best Practices**



Images (Top to Bottom) – Grand Rapids, MI; Holland, MI; East Lansing, MI



CASE STUDIES

- **Five Types of Assessment Models used by BIDs/PSDs in the United States:**
 - **Assessed Valuation**
 - **Square Footage**
 - **Street Frontage**
 - **Location**
 - **Use or Benefit**



CASE STUDIES

- **Assessed Valuation:**
 - **Assessment is based on a percentage of the property's assessed value**
 - **Easy to calculate and to understand formula**
- **Example: Orlando, Florida**
 - **All commercial properties are assess at a flat rate of 1 mill**



CASE STUDIES

- **Square Footage:**
 - The value dollar per square foot of commercial space is determined
- **Example: East Lansing, Michigan**

Floor	Assessment Rate / Sq ft
Basement	0.04
1st floor area	0.08
2nd floor area	0.05
All other floors	0.03



CASE STUDIES

- **Street Frontage:**
 - **A Business is assessed based on the amount of linear street frontage**
- **Example: Everett, Washington**
 - **All properties are assessed 0.19 mils, plus an additional \$6.60 for each lineal foot of street frontage of the property.**



CASE STUDIES

- **Location:**
 - This model assumes that businesses that are located at the core of the district benefit more than those located at the fringe.
- **Example: Holland, Michigan**

Zone	1st Floor Rate / Sq Ft	Other Floors Rate
Core	0.17	0.06
Transition	0.15	0.06
Edge	0.12	0.06

CASE STUDIES

- **Use or Benefit:**
 - **Businesses are assessed based on property use**
- **Example: Green Bay, Wisconsin**
 - **Hotels and entertainment businesses are assessed at a 2.19 mill rate; all other commercial properties are assessed at 0.72 mill**



CASE STUDIES

- **Hybrid Models**
 - Most of the case studies use a combination of two or more models
- **Example: Grand Rapids, Michigan**
 - **Complex Formula**

$0.3 X$ (property area / total property area in the district) + $0.3 X$ (property street frontage / total street frontage district) + $0.3 X$ (property building area / total building area in district) + $0.1 X$ (property parking / total parking area within the district)

RECOMMENDATIONS

SECTION 6



RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

Principal Shopping District/
Downtown Development Authority

TIER I

Current Downtown Development Authority



RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

Principal Shopping District/
Downtown Development Authority

TIER I

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RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

**Principal Shopping District/
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TIER I

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RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

**Principal Shopping District/
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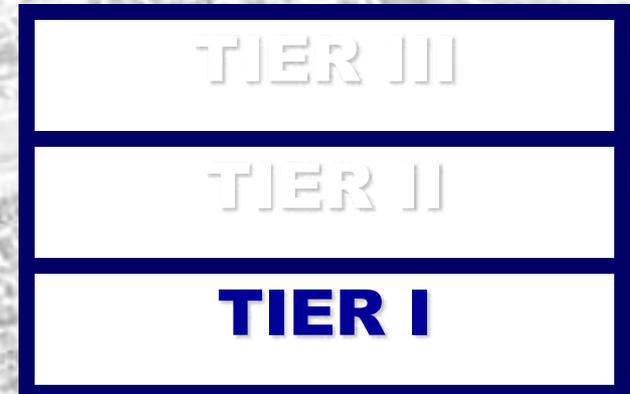
TIER I

Current Downtown Development Authority



RECOMMENDATIONS

- **TIER I – Expanded DDA**
 - **Least Ambitious**
 - **Build on Existing West Dearborn Downtown Development Authority**
 - **Minimal Effort Needed to Unite the District**
 - **Meets Some of Goals for District**



RECOMMENDATIONS

- **TIER II – DDA/PSD Option**
 - Moderately Ambitious
 - Create a PSD to Overlay Expanded DDA
 - Integrate Marketing and Organization of District
 - Cohesion of Entire District
 - Meets All Goals for District

TIER III

TIER II

TIER I



RECOMMENDATIONS

- **TIER III – CIA Option**
 - Most Ambitious
 - Potential Pilot Program for State
 - Powers Expanded Beyond Those Offered by the DDA/PSD Hybrid Model
 - Increased Oversight of the District by One Central Authority
 - Exceeds Goals for District

TIER III

TIER II

TIER I



RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

**Principal Shopping District/
Downtown Development Authority**

TIER I

Current Downtown Development Authority



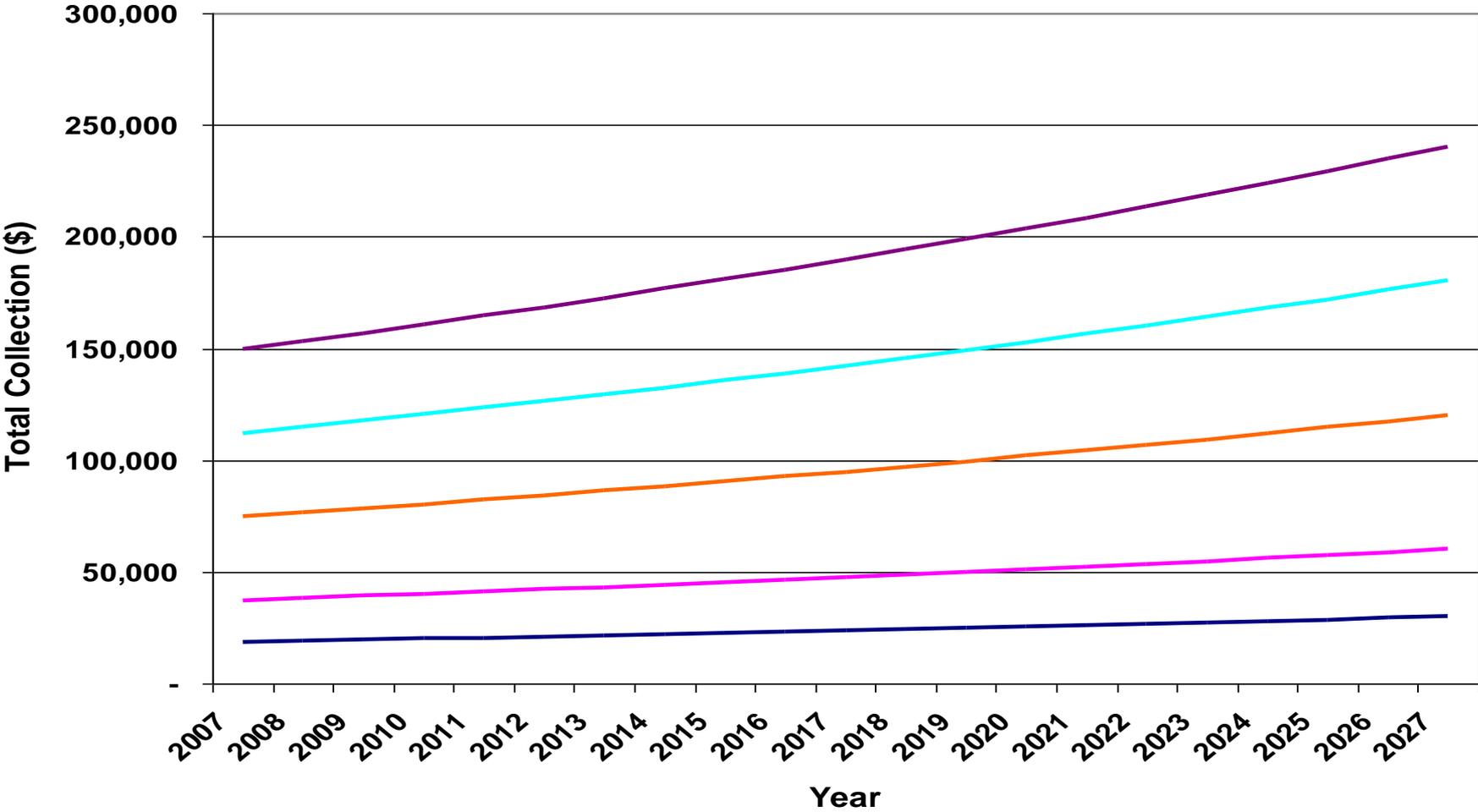
RECOMMENDATIONS

- **The Assessment Calculation Formula:**
 - **Assessed Valuation Model**
 - **Easy to calculate Formula**
 - **Entire District Assessed at the Same Rate**
 - **Equitable**



Dearborn PSD Assessment Collections

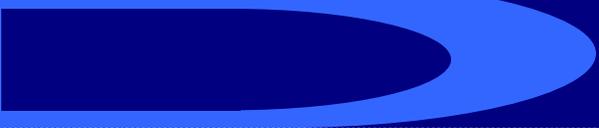
.25 Mill Rate .5 Mill Rate 1.0 Mill Rate 1.5 Mill Rate 2.0 Mill Rate



RECOMMENDATIONS

- **Additional Funds Can Be Generated by:**
 - **Local, State and Federal Funding**
 - **Private Donations and Memberships**
 - **Other Fundraising Enabled by Legislation**





SO, WHAT NOW?



RECOMMENDATIONS

• Strategic Investment Recommendations

Short - Term (1 year or less)

- **LOW COST** (\$0 - \$5,000)
- **MEDIUM COST** (\$5,000 - \$25,000)
- **HIGH COST** (\$25,000 or more)

Medium - Term (2 to 5 years)

- **LOW COST** (\$0 - \$5,000)
- **MEDIUM COST** (\$5,000 - \$25,000)
- **HIGH COST** (\$25,000 or more)

Long - Term (beyond 5 years)

- **LOW COST** (\$0 - \$5,000)
- **MEDIUM COST** (\$5,000 - \$25,000)
- **HIGH COST** (\$25,000 or more)



	Low Cost	Medium Cost	High Cost
Short-Term	<ul style="list-style-type: none"> • Volunteerism • Code enforcement • Flowers and trees • Vacant buildings addressed • District identity: name, logo, signs • Website targeting businesses & customers • Connection with local institutions: The Henry Ford, U-M Dearborn. 	<ul style="list-style-type: none"> • Way-finding signs: auto & pedestrian • Banners • Welcome packet • Biking facilities • Façade improvements (minor) • Sidewalk repairs • Tenancy Support and Retention 	<ul style="list-style-type: none"> • Hire Staff
Medium-term	<ul style="list-style-type: none"> • Website maintenance • Annual event coordination 	<ul style="list-style-type: none"> • Public art installations • Kiosks • Larger trees • Connections to trail system along Rouge River • Tenancy Support and Retention 	<ul style="list-style-type: none"> • Coordinated lighting • Façade improvements (major) • Signal and crosswalks • Festival space created • Street furniture • Traffic calming and buffers • Sidewalks, walkability, connectivity • Wireless Internet (Wi-Fi)
Long-term	<ul style="list-style-type: none"> • Links to the rest of the city and Ford Field 	<ul style="list-style-type: none"> • Events in the district • Links between Dearborn and the Henry Ford • Re-orient businesses to Michigan Avenue • Parking coordination • Tenancy Support and Retention 	<ul style="list-style-type: none"> • Charge for parking • Invest in coordinated landscaping • Connection to region-wide mass transit, possibly light rail along existing rail corridor • Underground relocation of overhead utilities

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Long-term	<ul style="list-style-type: none"> • Links to the rest of the city and Ford Field 	<ul style="list-style-type: none"> • B... • L... • Re-orient businesses to Michigan Avenue • Parking coordination • Tenancy Support and Retention 	<ul style="list-style-type: none"> • Connection to region-wide mass transit, possibly light rail along existing rail corridor • Underground relocation of overhead utilities



Short-Term

Low Cost

- Volunteerism
- Code enforcement
- Flowers and trees
- Vacant buildings addressed
- District identity: name, logo,

Medium Cost

- Way-finding signs: auto & pedestrian
- Banners
- Welcome packet
- Biking facilities
- Façade in
- Sidewalk
- Tenancy Retention

High Cost

- Hire Staff



- Public art
- Kiosks
- Larger trees
- Connection along River
- Tenancy Support and Retention

- Events in
- Links between the Henry
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Short-Term



Me

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- Code enforcement

Medium Cost

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- Banners
- Welcome packet
- Biking facilities
- Façade improvements (minor)
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High Cost

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CONCLUSION

- **Currently Viable Business District**
- **Recommendations Build on Success of the Past**
- **Continue the Momentum of the Present**
- **Prepare the District for the Challenges of the Future**



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THANK YOU

**THE STUDY TEAM WILL NOW
TAKE QUESTIONS**

