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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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



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









PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

METRO DETROIT

LIGHT BLUE:

City of Detroit Boundaries DARK BLUE:

> City of Dearborn Boundaries

> > Image © 2006 TerraMetrics



INTRODUCTION TO DEARBORN

SOCIO-ECONOMIC PROFILE:

- Population (Residents as of the 2000 Census)
 - Dearborn, Michigan
 - Wayne County, Michigan
 - State of Michigan
 - United States

97,775 2,061,162 9,938,444 281,421,906

- 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



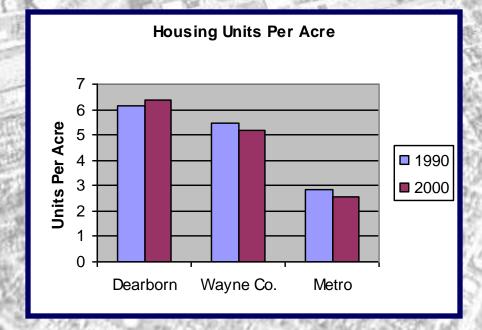
INTRODUCTION TO DEARBORN

• SOCIO-ECONOMIC PROFILE:

- Housing Density Trend (1990 to 2000)

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

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PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

INTRODUCTION TO DEARBORN

The Project Study Area

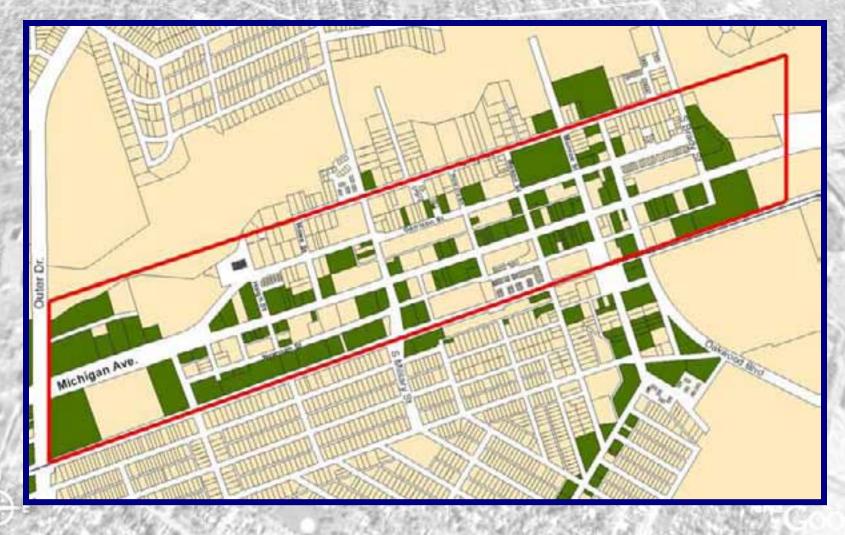


Michigan Avenue (US 12) Corridor



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

Commercial and Industrial

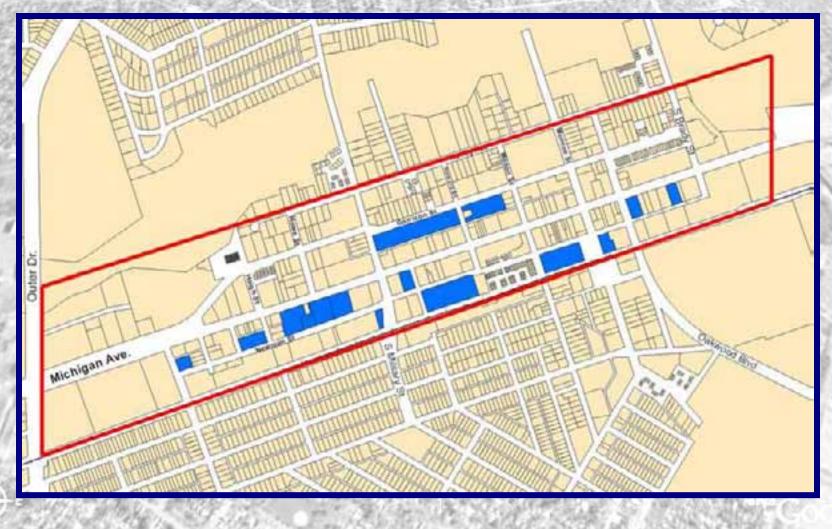


PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

Residential







- 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



- 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



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

















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





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



Central Study Area -West:

Transition Zone: Downtown to Strip Commercial

(Abundant Parking)





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



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.

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ASSESSING THE STUDY AREA

StrengthsWeaknesses

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.

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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)

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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. Zunlin, Midya and PSD Area

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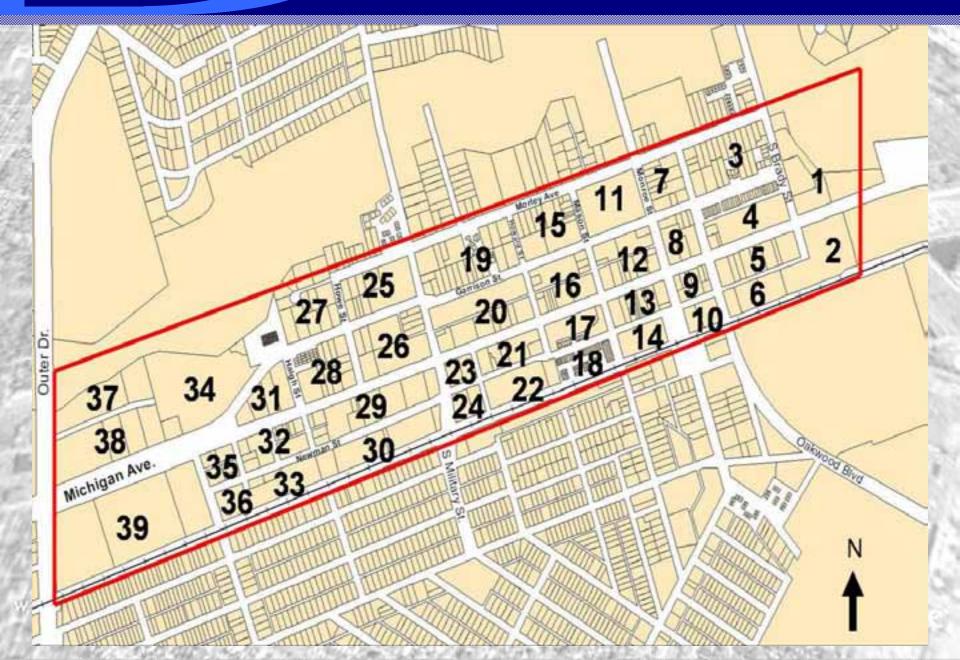
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ASSESSING THE STUDY AREA

Block-by-Block Analysis



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



	se, Business Type, and Vacancy	
	Land Use:	Commercial, Residential, Mixed Use
	Any retail vacancies:	Yes/No
	Business Type	records retail or commercial
2. Streetsc		
	Is landscaping present?	Yes/No
	Is lighting present?	Yes/No
	Are façades in good condition?	Yes/No
	Any street furniture?	Yes/No
3. Walkab	ility	
a.	Sidewalks and paving in good condition?	Yes/No
Ъ.	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	ls it accessible?	Yes/No
5. Other		
а	Is there any redevelopment?	Yes/No
Ъ.	Is there open space?	Yes/No

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1.	Land]	Land Use, Business Type, and Vacancy	
	a	Land Use:	Commercial, Residential, Mixed Use
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	c. Are there buffers from the street?	Yes/No	
	d Ts there street noise?	Yes/No.	
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<u>u</u>	b. Is it visible?	Yes/No	
	c. 1s it accessible?	Yes/No	
5. Oth	er		
	a Is there any redevelopment?	Yes/No	
-	b. Is there open space?	Yes/No	

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- A A	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. 3	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. 1	Walkability		
	 a. Sidewalks and paving in good condition 	on? Yes/No	
	b. Any crosswalks?	Yes/No	
	c. Are there buffers from the street?	Yes/No	
	d Ts there street noise?	Yes/No	
4. 1	Parking		
	a. Is there parking?	Yes/No	
	b. Is it visible?	Yes/No	
	c. 1s it accessible?	Yes/No	
5. (Other		
	a Is there any redevelopment?	Yes/No.	
	b. Is there open space?	Yes/No	

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	b. Any retail vacancies:	Yes/No
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2.	Streetscape	
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	c. 1s it accessible?	Yes/No
5.	Other	
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	b. Is there open space?	Yes/No

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- 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

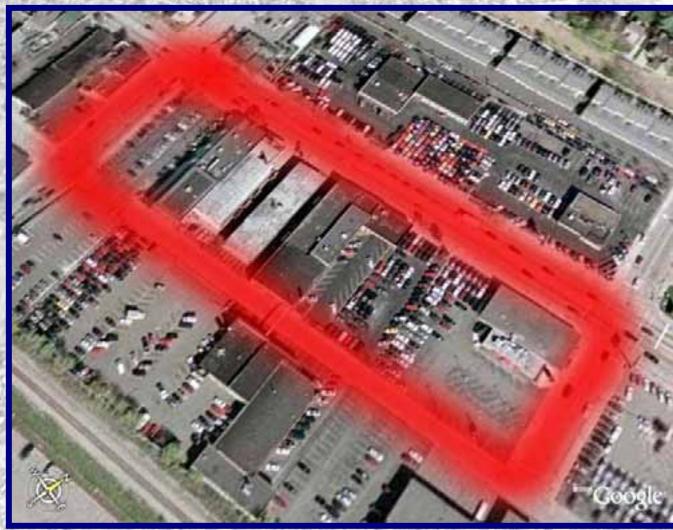


PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



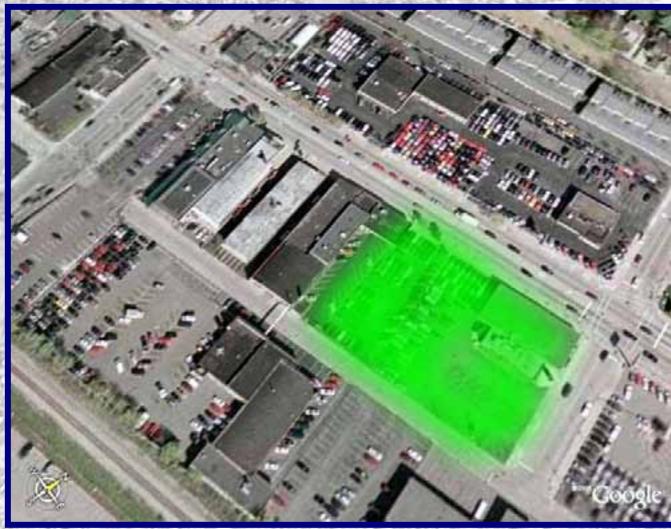


PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





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PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY







- 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



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



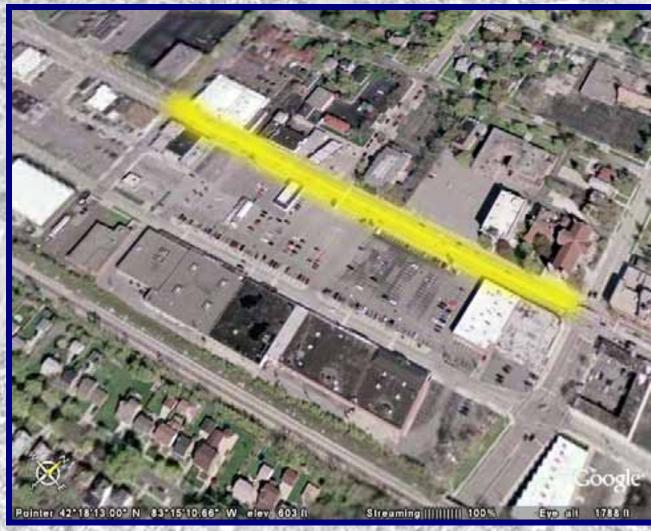


PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





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PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



ASSESSING THE STUDY AREA

BLOCK-BY-BLOCK ASSESSMENT

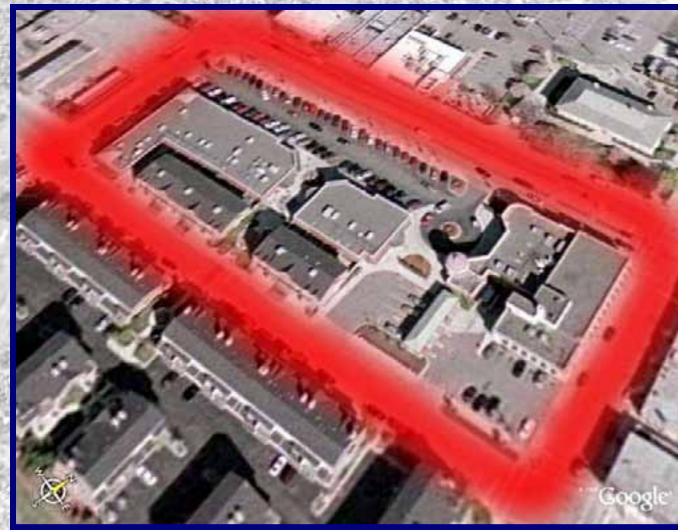
- Block Number 17
- Exceptional Block Notable Advantages
 - Mixed Use Residential and Commercial
 - Buffer from Michigan Avenue Traffic Noise
 - Pedestrian Court Yards
 - Well maintained Façades, Landscaping, etc.



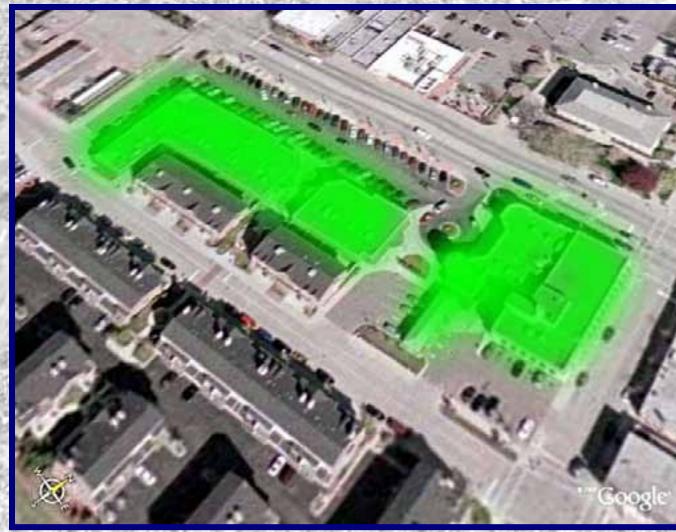
PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY



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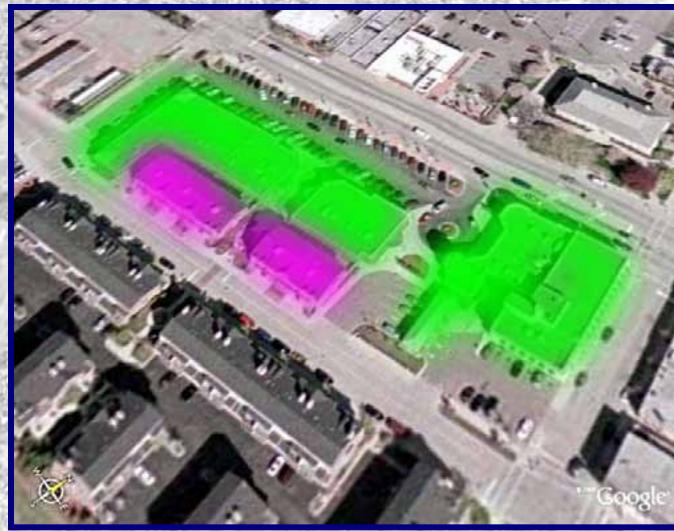


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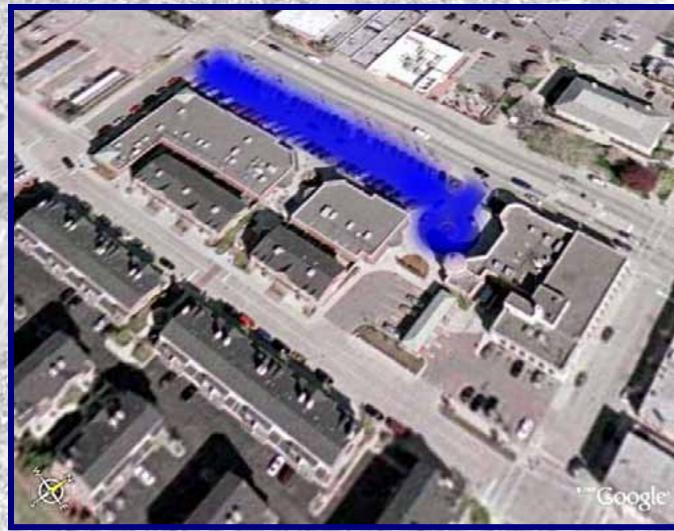




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PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY





PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

ASSESSING THE STUDY AREA



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

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



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

Special Assessment Legislation Comparison Matrix

West Dearborn Business District Phonograph Divergence Control Facalitative Studie Dearborn, Michigan PSDs. DDAs CIAs BIDs Public Act Public Act. Public Art Public Art 120-21041 187 6 1875 290 - 2005 **General Characteristics** Amend Dialnict Boundaries 708 726 T'04 Yes Detroit Lifespan 7 years' incie/usite 7 years' Indefinite. Cross-Municipality Ves 745 Vist Yes. Number of Like-Districts 194 745 104 Yes Business/Property Owners input View. View. Yes Yes Residential Input No Yes Vesi Yes Municipality Input Yes 784 105 Yes Funding/Revenue Options **General Obligation Bonds** Tio: Vani Yes Yes Grants and Denations 714 405 Yes Yes Loans Yes 743 Vas Yes Local Governmental Funds Yes Vest Yee Yes his Vesi Yaw Nio Property Revenue Revenue Bonds Yes! Yes Yes Yes Epecial Assessments view. Yes Vest Yes Tax Incomment Financing 240 140 Ves Yes Service Options Contract for District Tiervices Yes Yes Yes Yes vine! Event/Activity Spenistration Ves Yes 185 **General Mahating** Ves Yes. Yes Vesi Long Range Plans tio: 145 Ves Yèté Yes! Marked Hekklerchi No YHE. Yes Fight 1 Non-Retailfion-General Marketing 125 Yes. Yes Yes Van Public Relations Yes Yes **Retail Marketing** Yes Yes Yes Yes THE. Study/Analyze Metro Growth No. 105 Yes Property Management DubbDay Public Facilities Yes? Yes! Yes Yas ves² Ovmenthip/Lease Agreements Ownership Only Yes Yes Property Fees and Rents tio Nio Yes Yes Yes Construct/Maintain Property Yan' Vine. Yes I have to an option to reverse the accomposate chairs of all

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	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA Public 197 of	Act	CIAs Public Ar 280 of 20	AND A REPORT
eneral Characteristics						
Amend District Boundaries	Yes	Yes	Yes		Yes	
District Lifespan	/ years ¹	/ years ¹	Indefin	nite	Indefinit	е
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	
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Amend District Boundaries	Yes	Yes	Yes		Yes	
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Cross-Municipality	Yes	No	Yes		Yes	
Number of Like-Districts	Yes	No	Yes	9	Yes	
Business/Property Owners Input	Yes	Yes	Yes		Yes	
⊀esidential Input	No	Yes	Yes		Yes	
Municipality Input	Yes	Yes	Yes		Yes	
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and the second se	Parts Parts 1	Property Fees and Rents	Tio-	hip	Yes	Yes

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er al kara set		General Characteristics Amend Dated Boundaries Onitod Ulleapan	Ves 7 years ¹	Yes 7 years ¹	Yes incentrate	Yes Indefinit
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ar 280 of 21	and the second of
eneral Characteristics	1					
Amend District Boundaries	Yes	Yes	Yes		Yes	
District Litespan	/ years ¹	/ years ⁱ	Indetir	nte	Indefinit	е
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	
1. A CARLES THE REAL		Non-Retailfion-General Marketing	Yes	Yes	14t	Yes
and the second second		Public Relations Retail Marketing	Yes	Yes	Yan ⁴ Yan	Yes
		Study/Anaryze Metro Growth	160	10	THE	Yes
	R. C. P. W. Contract	Property Management				
and the second s		Duit2Duy Public Facilities OverenhpfLesse Agreements	Yes*	Vas ⁴ Ownership Only	Yes	Yas
and the second second	Difference (Charles & P)	Property Fees and Rents	Tio.	Tip No	Yes	Yes

STREET,	allo Halla		BIDs Public Act 121 of 1981	PSDs Public Act 130 of 1981	DDAs Public Att 187 ul 1875	CIAs Public Act 290 of 20
ACCE RADING		General Characteristics Amend Datest Boundaries Owinot Ulterpan	Yite 7 years ¹	Yes 7 years ¹	Yes lociefisite	Yes Indefinite
	BIDs Public Act 120 uf 1961	PSDs Public Act 120 of 1981	DDA: Public 197 of	Act	CIAs Public Ac 280 of 20	
unding/Revenue Options						
General Obligation Bonds	No	Yes	Yes		Yes	
Grants and Donations	Yes	Yes	Yes	1	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	
TT I THE REAL	a thank	Public Relations Retail Marketing Study/Anaryze Metro Growth	Yes Yes No	Yes Yes 740	Yas ² Yes Yes	Yes Yes Yes
		Property Management Dut/2Dut Public Facilities Overethigh_ease Agreements	Yes ² Yos ²	Yes ² Ownership Only	Yes	Yas Yas
		Property Fries and Rente Construct/Maintain Property	tio Yes ²	No Yes ¹	Yes	Yes

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

THE DESIGN AND A STREET	· · · · · · · · · · · · · · · · · · ·		BIDs Public Act 120 of 1981	PSDs Public Act 120 of 1981	DDAs Public Att 187 ut 1875	CIAs Public Act 290 of 20
Real Realized		General Characteristics Amend Datect Boundaries Overset Ullegian	Yes 7 years ¹	Yee 7 years ¹	Yes lociefiste	Yes Indefeate
	BIDs Public Act 120 uf 1961	PSDs Public Act 120 of 1981	DDA: Public 197 of	Act	CIAs Public Ac 280 of 20	
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	
TT I I I I I I I I I I I I I I I I I I		Public Relations Retail Marketing Study(Anaryze Metro Growth	Yas Yas No	Yes Yes No	Yas ² Yes Yes	Yes Yes Yes
	Star Barris	Property Management DuitsDay Public Facilities Ownership/Lesse Agreements	Yes ³ Yes ²	Yes ² Ownership Only	Yes Yes	Yas Yas
		Property Fees and Rents Construct/Mantain Property	No.	No Yes ³	Y25 Y25	Yes

THE WAR PLACE NO.	A HOLE VEND		BIDs Public Act 120 of 1981	PSDs Public Act 120 of 1981	DDAs Public Att 187 ul 1875	CIAs Public Art 290 of 200
Real Examples		General Characteristics Amend Dated Boundaries Detrict Lifespace	Yes 7 years ¹	Yee 7 years ¹	Yes lociefeste	Yes Indefault
	BIDs Public Act 120 uf 1961	PSDs Public Act 120 uf 1961	DDAs Public 197 of	Act	CIAs Public Ac 280 of 20	
Funding/Revenue Options			The second secon			
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	
a substitution of the sector	Contraction and	Public Relations Retail Marketing	Yes	Yes Yes	Yan ² Yan	Yes
		Study(Analyze Metro Growth	his	10	THE	Yes
		Property Management DuitsDuy Public Facilities Ownership/Lesse Agreements	Yes ² Yes ²	Yes ² Ownership Only	Yes Yes	Yes
Carlos and the second second second	A CONTRACT OF A	Property Fees and Rents Construct/Maintain Property	tio	No Yes ²	Yes	Yes

THE REAL PROPERTY OF A	的思想。		BIDs Public Act 120 of 1981	Pable Art T30 of 1981	DDAs Public Art TaT ut 1875	CIAs Public Ar 290 of 20
Real Real Production	and the second	General Characteristics Amend Datest Boundaries Oxinct Lifespace	Ves 7 years ¹	Yee 7 years ¹	Yee Inciefinite	Yes Indefinit
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ac 280 of 20	and the second se
Service Options						
Contract for District Services	Yes	Yes	Yes ²		Yes	
Event/Activity Sponsorship	Yes	Yes	Yes ²	1	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	Yes2		Yes	
Retail Marketing	Yes	Yes	Yes		Yes	
Study/Analyze Metro Growth	No	No	Yes		Yes	
		Study Analyze Metro Growth	Tes Till	748	Tes	Yes
		Property Management DutzDuy Public Facilities Overeship/Lease Agreements Property Fees and Rents	Yes ² Yes ² No	Yes ⁴ Ownership Only No	Yes Yes Yes	Yas Yas Yas

THE PARTY OF MERSING	HORNER.	General Characteristics	BIDs Public Act 120-of 1901	PSDs Public Act 120 of 1985	DDAs Public Act 197 al 1975	CIAs Public Ac 280 of 20
		Amend District Boundaries District Urtengien	Yes 7 years'	Yes. 7 years*	Yes Indefinite	Yes indefnije
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ac 280 of 20	
Service Options						
Contract for District Services	Yes	Yes	Yes ²		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	Yes2		Yes	
Retail Marketing	Yes	Yes	Yes		Yes	
Study/Analyze Metro Growth	No	No	Yes		Yes	
		Study/Ahalyze Metro Growth	Tio Tio	Tes tip	Yes	Yes
		Property Management DurstDuy Public Facilities Ownership/Lasse Agreements Procesty Fees and Rents	Yes ³ Yes ³ No	Yes ¹ Owhenha Only No	Yes Yes Yes	Yes Yes Yes
	Contraction of the	Construct/Maintain Property	Yes ³	Yes	Yes	Ves

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

The Market of the State	THE REAL PROPERTY		BIDs Public Act 120-of 1985	PSDs Public Art 120 of 1961	DDAs Public Act 197 of 1975	CIAs Public Ac 210 of 20
RECEIPTING STOR		General Characteristics Arrend Dathit Doundaries District Ulexpern	Yes 7 years!	Yes. 7 years'	Yes locatrate	Yes indefnið
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ar 280 of 21	at the stand stand stand
ervice Options						
Contract for District Services	Yes	Yes	Yes ²		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	Yes2		Yes	
Retail Marketing	Yes	Yes	Yes		Yes	
Study/Analyze Metro Growth	No	No	Yes		Yes	
		Study/Ahalyze Metro Growth	10	Tes No	Yes	Yes
		Property Management DundDuy Public Facilities Ownership/Lesse Agreements Procerty Fees and Rents	Yes ¹ Yes ¹ No	Yes ¹ Owhenha Only No	Yes Yes Yes	Yes Yes Yes

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PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

THE REAL PROPERTY OF	"他很能能。"		Public Act 120-of 1901	PSDs Public Att 120 of 1985	DDAs Public Act 197 of 1975	CIAs Public Ac 280 of 20
er al Marches		General Characteristics Amend Dathut Boundaries District Unexperio	Yes 7 years!	Yes. 7 years ¹	Ves Indefinite	Yes indefnit
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ac 280 of 20	
roperty Management			- Fr			
Duild/Duy Public Facilities	Yes ²	Yes ²	Yes	1	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	
	Total and total	Service Options			Aseni 	
and when the state of the state		Contract for District Services	Yes.	Y06	Yes	Yé6
A A STATE		EventrActivity Sponsorship General Matheticity	1156	Yes	Yans" Yans	Yes
· · · · · · · · · · · · · · · · · · ·	and the second second second	Long-Range Plans	tio	No	Ves	Yes
I STATE STATE OF LOUGH AND	Start And A	Market Hasearch	740	Yes	Yest	Yes
A STATE AND A STATE OF A STATE		Non-Retail/Ikon-General Marketing	Yes	Vies.	No	Yes
A REAL PROPERTY AND A REAL	Part Charles Print	Public Relations	Yes	Yes	Yest	Yes
	$(1, 1) \in (1, 3)$	Retail Marketing Situdy/Ahalyze Metro Crowth	Yes	Yes	Yes	Yes
	State of the state					1.44
	STR. Str. Str. 2.	Property Management				
		Duid/Duy Public Facilities	Yest	Yes	Yes	Yes
the second se						1 Thinks
and the set of the		Ownership/Lease Agreements Property Fees and Rents	Yee ^x No	Owhership Only No	Yes	Yes

1 Name is an option to more the accessment dependent approxim 2 solve spectrum, apply

The Martin of the No. of States	· · · · · · · · · · · · · · · · · · ·		BIDs Public Act 120-of 1901	PSDs Public Art 120 of 1901	DDAs Public Act 197 of 1975	CIAs Public A 210 of 2
er al kara ses	State Chate	General Characteristics Amend Dathst Doundaries District Ullingian	Yes 7 years!	Yes. 7 years*	Yes Indefinite	Yes Indefni
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDA: Public 197 of	Act	CIAs Public Ad 280 of 21	
roperty Management	C.		Ŧ			
Duild/Duy 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	
		faction Cotions			Access.	lare -
	and Balanters	Service Options Contract for District Bervices	YV6	Yes	Yes	Yes.
Self and and and a second s		Event/Activity Sponsorship	1996	Yes	Yast	Yes
	and the state of the state	General Marketing	Yes	Yes	Yes	Yes
THE REAL PROPERTY AND A CONTRACT OF	CHIGHER CARLENCE	Long-Range Plans	No	No	Yes	Yes
The second se	and the second second	Warket Hosearch	No	Yes	Yes	Yes
の日間には特許の設備でいいの世界に	CALCULATED STREET, MARKED BALLER	Non-Retail/Ikin-General Marketing Public Relations	Yes	Yes.	No Vest	Yes
10 P.		Retail Marketing	Yes	Yes	Yes	Yes
1. Contraction of the second		Study/Ahayze Metro Growth	NO.	hip .	Yes	Yes
	State State State	Benefic and a second	4			
		Property Management				_
and the second second second		Build/Duy Public Facilities	Yest	Yes	Yes	Yes
and the set of the	San	Ownership/Lesse Agreements Property Fees and Rents	Yee ^x No	Ownership Only No	Yes	Yes
An and the second se	and the second se	A LONGOUT L REDR WORK LINE OF	140	1992	1.00	100

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

Yes

Ves

Yes

100

Nio

Yes

		General Characteristics	BIDs Public Act 120-of 1981	PSDs Public Act 120 of 1983	DDAs Public Act 197 of 1975	CIAs Public A 280 of 2
		Amend District Boundaries District Unterpain	Yes 7 years!	Yes. 7 years*	Yes locefole	Yes indefin
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDAs Public / 197 of	Act	CIAs Public Ac 280 of 20	
operty Management			1			
Duild/Duy 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	
		factors Options	The second se	a konstra	4	
and the second s	AND TRUE DEFEN	Service Options Contract for District Services	YV6	766	Yes*	Y06
and the second second	CARDONES PERSON	Event/Activity Sponsorship	1.54	785	YPS	Yes
The literation of the second second	The second second	General Marketing	Yes	Yes	Yes	Yes
The second s		Long-Range Plans	tio .	No	Yes	Yes
7 COULT ON ANALY STATE	and the start he store where	Market Hesearch Non-Retail/Ikin-General Marketing	No.	Yes	Yes"	Yes
CONTRACTOR STATES		Public Relations	Yes	Yes	Vest	Yes
COP LANS		Retail Marketing	Yes	Yes	Yes	Yes
1/ Satal Basel		Study/Ahalyze Metro Crowth	tia	tip.	Yes	Yes
	GR URADING	Property Management				
A TALL AND AND A PER LANCE MANY AND A PARTY AND A PART	2 Sample A. C. 175 B. 7.74	DuitsOuy Public Facilities	Yes ²	Yes	Yes	Yes
A second se Second second sec second second sec	(4) 2010 (2) 2010 (2) 100 (2010) 2014	Dana Day 1 Specific Coberney	7.64	100	1.000	100

Construct/Maintain Property 1 Size is an option to inner the assessment duties also appreciate 2 sizes and/office, apply

No

Yes³

Property Fees and Rents

·····································			BIDs Public Act 120-of 1901	PSDs Public Act 120 of 1983	DDAs Public Act 197 cl 1975	CIAs Public Act 280 of 2001
Real Kale and		General Characteristics Amend Dathit Boundaries District Uterpain	Yes 7 years ¹	Yes. 7 years*	Yes Indefaile	Yes Indeficite
	BIDs Public Act 120 of 1961	PSDs Public Act 120 of 1961	DDAs Public / 197 of 1	Act	CIAs Public Ac 280 of 20	
Property Management			- H			
Duild/Duy Public Facilities	Yes ²	Yes ²	Yes	6	Yes	
Ownership/Lease Agreements	Yes ²	Ownership Only	Yes		Yes	
Property Fees and Rents	No	No	Yes	2	Yes	
Construct/Maintain Property	Yes ²	Yes ²	Yes		Yes	
	Contract of	Service Options	all successive sectors and sec	dan se	a construction of the second s	
Control and start and a		Contract for District Benvices	Yes	Yes	Yes	Yes
A A MARK A		Event/Activity Sponsorship General Matheticia	1996 1998	Yes	Yas ⁴ Ves	Yes



CASE STUDIES

SECTION 5



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

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



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



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



		In-State Comparisons		Out-of-State Comparisons			
	Dearborn, MI		and the second se	East Lansing, MI	Everett, WA	Green Bay, WI	Orlando, FL
eneral							
Population	97,775	197,800	35,048	46,525	91,488	102,313	185,951
Metro, area pop.	5,456,428	1,088,514	1,088,514	447,728	3,554,760	226,778	1,644,561
Suburb	Yes	No	Yes	Yes	Yes	No	No
Mid-sized city	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Is Area Growing?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ffic							
Located near trunkline	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Trunkline (AADT)	4	2	3	4	3	2	4
Located near interstate	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Interstate (AADT)	4	4	2	3	4	2	4
ractions							
University	Yes	Yes	Yes	Yes	No	Yes	Yes
Museum	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Convention Center	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Themed attraction/park	Yes	No	Yes	No	Yes	Yes	Yes
siness Types							
Retail	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Restaurant	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Entertainment	Yes	Yes	No	Yes	No	Yes	Yes
Office	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hotel/Conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes

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
1 st floor area	0.08
2 nd 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	1 st 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



PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

Ververd Entgoods Legioning Vervointed themas avec involution

TIER I

Current Downtown Development Authority

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

RECOMMENDATIONS

TIER III

Corridor Improvement Authority

JIES II

Principal Shopping District/

Downtown Development Authority

TIER I

Current Downtown Development Authority

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

RECOMMENDATIONS

TER III

Corridor Improvement Authority

TIER II Principal Shopping District/

Downtown Development Authority

TIER I

Current Downtown Development Authority

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

RECOMMENDATIONS

TIER III

Corridor Improvement Authority

TIER II

Principal Shopping District/

Downtown Development Authority

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



JIES II





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





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









PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

RECOMMENDATIONS

TIER III

Corridor Improvement Authority

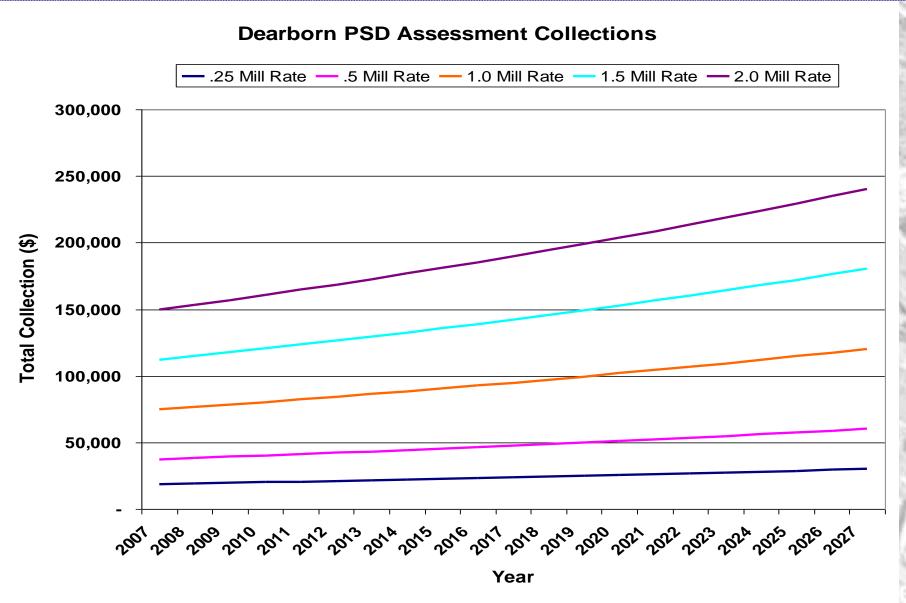
TIER II Principal Shopping District/ Downtown Development Authority

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



\$

RECOMMENDATIONS

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

PRINCIPAL SHOPPING DISTRICT FEASIBILITY STUDY

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)





Contract In the second	Low Cost	Medium Cost	High Cost
Short-Term	 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. 	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade improvements (minor) Sidewalk repairs Tenancy Support and Retention 	Hire Staff
Medium-term	 Website maintenance Annual event coordination 	 Public art installations Kiosks Larger trees Connections to trail system along Rouge River Tenancy Support and Retention 	 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	 Links to the rest of the city and Ford Field 	 Events in the district Links between Dearborn and the Henry Ford Re-orient businesses to Michigan Avenue Parking coordination Tenancy Support and Retention 	 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

	Low Cost	Medium Cost	High Cost
Short-Term	 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. 	Way-finding signs: auto &	Hire Staff
Medium-term	 Website maintenance Annual event coordination 		and buffers (ability, et (VVi-Fi)
Long-term	 Links to the rest of the city and Ford Field 	Re-onent businesses to Michigan Avenue Parking coordination Tenancy Support and Retention	 Connection to region-wide mass transit, possibly light rail along existing rail corridor Underground relocation of overhead utilities

	Low Cost	Medium Cost	High Cost
Short-Term	 Volunteerism Code enforcement Flowers and trees Vacant buildings addressed District identify: name logo, 	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade in Sidewalk Tenancy: Retention 	Hire Staff
Me	ion	Tenancy & Add Retention Add A	sing Comm College do Riverfront Park sing Center rums & Theater OWN LANSING
L	city	 Events in Links between the Henry Re-orient Michigan Avenue Parking coordination Tenancy Support and Retention 	de mass tansit, possibly light rail along existing rail corridor • Underground relocation of overhead utilities

Contract of the states	Low Cost	Medium Cost	High Cost
Short-Term	 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. 	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade improvements (minor) Sidewalk repairs Tenancy Support and Retention 	Hire Staff
Medium-term	 Website maintenance Annual event coordination 	 Public art installations Kiosks Larger trees Connections to trail system along Rouge River Tenancy Support and Retention 	 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	 Links to the rest of the city and Ford Field 	 Events in the district Links between Dearborn and the Henry Ford Re-orient businesses to Michigan Avenue Parking coordination Tenancy Support and Retention 	 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

and the second	Low Cost	Medium Cost	High Cost
Short-Term • Voluntee Code on	Volunteerism Code onferencest	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade improvements (minor) Sidewalk repairs Tenancy Support and Retention 	Hire Staff
Me		 Public art installations Kiosks Larger trees Connections to trail system along Rouge River Tenancy Support and Retention 	 Coordinated lighting Façade improvements (major) Signal and crosswalks Festival space created Street furniture Traffic calming and buffers Sidewalks, walkability, connectivity Wireless Internet (Wi-Fi)
		 Events in the district Links between Dearborn and the Henry Ford Re-orient businesses to Michigan Avenue Parking coordination Tenancy Support and Retention 	 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

and the second second	Low Cost	Medium Cost	High Cost
 Short-Term Volunteerism Code enforcement 	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade improvements (minor) Sidewalk repairs Tenancy Support and Retention 	Hire Staff	
Medi		 Public art installations Kiosks Larger trees Connections to trail system along Rouge River Tenancy Support and Retention 	 Coordinated lighting Façade improvements (major) Signal and crosswalks Festival space created Street furniture Traffic calming and buffers Sidewalks, walkability, connectivity Wireless Internet (Wi-Fi)
Loi		 Events in the district Links between Dearborn and the Henry Ford Re-orient businesses to Michigan Avenue Parking coordination Tenancy Support and Retention 	 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

Second II I I I I I I I I I I I I I I I I I	Low Cost	Medium Cost	High Cost
Short-Term	 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. 	 Way-finding signs: auto & pedestrian Banners Welcome packet Biking facilities Façade improvements (minor) Sidewalk repairs Tenancy Support and Retention 	Hire Staff
Medium-term	 Website maintenance Annual event coordination 	 Public art installations Kiosks Larger trees Connections to trail system along Rouge River Tenancy Support and Retention 	 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	 Links to the rest of the city and Ford Field 	 Events in the district Links between Dearborn and the Henry Ford Re-orient businesses to Michigan Avenue Parking coordination Tenancy Support and Retention 	 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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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

