

# HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY

*March 20, 2025, Meeting - Communication*

**To:** DDA Members and Staff  
**From:** Dan King  
**Date:** March 13, 2025  
**Subject:** Information Regarding March 20, 2025, Meeting of DDA

The next meeting of the Hastings DDA is scheduled for **8:00 a.m.** on **Thursday March 20th** in the Council Chambers, second floor of City Hall.

## 5. Financial Statement and Budget Review

Budget data has been updated through February 28, 2025.

## 6. Façade and BEIG Update

The façade grant spreadsheet has been updated through February 28, 2025.

## 8. Old Business:

The Barry County Chamber of Commerce and Economic Development Alliance has initiated a Level Up campaign to accomplish the following goals: **hire workforce Development Coordinator, done, hire administrative assistant, hire community development coordinator, move into new building, convert current building to the Barry County Innovation and Coworking Station, attract more eco-friendly, sustainable businesses to make Barry County the Sustainability Capital of Michigan, create training programs for the jobs of the futures, do a better job of promoting Barry County, increasing the number of incubator and coworking spaces throughout the County, elevate the economy and the well-being of our neighbors, and take Barry County to the NEXT LEVEL.**

Discussion concerning funding the campaign was initiated at the February 20<sup>th</sup> meeting but was tabled due to the absence of several DDA board members.

Discussion was initiated at the February 20<sup>th</sup> meeting to consider the development of a strategic plan for the DDA. The discussion was tabled due to the absence of several DDA board members.

Since the City of Hastings is a Certified Redevelopment Ready Community, the city can request RRC Technical Assistance Match Funding for up to \$50,000. The MEDC will typically fund 75% requiring a 25% match from the community. Technical funding would greatly defray the cost of strategic plan development.

## 9. New Business

Greg Moore from Consumers Energy will present information regarding the scope of work to be conducted at the Thornapple Plaza regarding relocation of overhead power lines.

Jackie Elliott, owner of Frozen Spoons, has submitted a façade grant request for 329 N. Broadway.

Please let us know if you are unable to attend the meeting.

# HASTINGS DOWNTOWN DEVELOPMENT AUTHORITY AGENDA

Meeting Thursday March 20, 2025

## MEETING AT CITY HALL

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1. Call to Order/ Roll Call. (Meeting starts at 8:00 a.m.)
2. Pledge to the Flag
3. Approval/Additions/Deletions to Agenda
4. Approval of Minutes – Review Minutes from the February 20, 2025,  
Regular Meeting
5. Receive Financial Statements & Budget Review
6. Façade and BEIG update
7. Open Public Discussion and Comments
8. Old Business:
  - A. BCCEDA Funding Request Discussion
  - B. Discuss Strategic Planning Initiative
9. New Business
  - A. Consumers Energy Thornapple Plaza Powerline Information  
Presentation
  - B. Façade Grant Application from Jackie Elliott of Frozen Spoons for 329  
N. Broadway
10. DDA member comments
11. Open Public Discussion and Comments
12. Adjourn

**City of Hastings**  
**Downtown Development Authority**  
**DRAFT Meeting Minutes**  
**February 20, 2025**

1. Meeting Call to Order and Roll Call—

The meeting was called to order at 8:02 a.m. by Woods

**Roll Call –**

Present: Button, Hatfield, Peterson, Tossava, Woods

Absent: Albrecht, Baker, Wiswell

City Staff and Appointees: Hoke, King, Moyer-Cale, Ponsetto, Resseguie

Others Present:

**2. Pledge to the Flag**

**3. Approval/Additions/Deletions to Agenda –**

Woods added a discussion on a request for funding from the Barry County Chamber of Commerce and Economic Development Alliance (BCCCEDA) for program support as Item D. under New Business; and a discussion of DDA funding for the burial of power lines at the Thornapple Plaza, as Item E. under New Business.

Motion by Tossava, second by Hatfield, to approve the agenda as amended.

All ayes motion carried

**4. Approval of January 16, 2025, Minutes -**

Motion by Hatfield, second by Peterson, to approve the minutes as presented.

All ayes motion carried

**5. Financial Statements & Budget for Review –**

King said budget data has been updated through January 31, 2025.

**6. Façade and BEIG Update-**

King said the façade grant spreadsheet has been updated through January 31, 2025.



**7. Open Public Comment and Discussion – None**

**8. Old Business- None**

**9. New Business**

**A. Thornapple Arts Council Annual Request-**

Motion by Hatfield, second by Peterson, to approve the annual request for program support in the amount of \$5,925.

Ayes: Button, Hatfield, Peterson, Woods

Nays: Tossava

Absent: Albrecht, Baker, Wiswell

Vote was 4 – 1 in favor of the request, motion carried.

**B. Discuss Strategic Planning Opportunity**

City staff and board discussed the potential benefits of hiring a consultant to assist the DDA with strategic planning.

**C. Fiscal Year 2025-2026 Budget and Capital Improvement Plan**

The board discussed the draft DDA budget for the 2025-2026 fiscal year.

**D. BCCEDA Request for Support**

The board briefly discussed the request and asked that it be included on the agenda for the March 20, 2025, meeting when more board members would be present.

**E. Consumers Energy Request to bury power lines in Thornapple Plaza**

The board briefly discussed the request before directing staff to add it to the agenda of its March 20, 2025, meeting.

**10. DDA Member Comment – None**

**11. Open Public Comment and Discussion – None**

**12. Adjournment**

Motion by Hatfield, second by Tossava to adjourn.

All ayes motion carried

Meeting adjourned at 9:32 a.m.

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Patty Woods, Chair

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Deb Button, Secretary

Prepared by: Sandra Ponsetto, City of Hastings

DDA Budget 2024/2025 February 13, 2025 Update (thru 02.28.2025)					
Account Number	Title	Budget	Year to Date	Projected	Budget 2025/2026
248.100.404.000	Tax Capture	\$ 725,000	\$ 753,946	\$ 753,946	\$ 750,000
248.100.573.000	LCSA Appropriation	\$ 60,000	\$ 51,492	\$ 51,492	\$ 50,000
248.100.642.000	Sculpture Sales	\$ 5,000		\$ -	\$ 5,000
248.100.642.010	Advertising Sales				
248.100.648.000	Application Fees	\$ 1,000	\$ 400	\$ 500	\$ 500
248.100.654.000	Electrical Vehicle Station	\$ 250	\$ 242	\$ 300	\$ 250
248.100.665.000	Interest Earned	\$ 16,000	\$ 12,195	\$ 12,200	\$ 12,000
248.100.672.000	Other Revenue (RAP Grant Proceeds)			\$ 474,500	
248.100.674.000	Private Contributions or Donations		\$ -	\$ -	
248.100.675.000	Sponsorships	\$ 700		\$ -	\$ 500
<b>Total Revenue</b>		<b>\$807,950</b>	<b>\$ 818,275</b>	<b>\$ 1,292,938</b>	<b>\$ 818,250</b>
248.728.756.000	Repair and Maintenance Supplies				
248.728.766.000	Disposable Technology				
248.728.772.000	Promotion Supplies	\$ 500			\$ 500
248.728.801.000	Annual Streetscape Bonding Fee		\$ 500	\$ 500	\$ 500
248.728.803.000	Administrative Services	\$ 35,000		\$ 35,000	\$ 35,000
248.728.806.000					
248.728.807.000	Planning Services (Stategic Plan)	\$ 2,000			\$ 10,000
248.728.861.000	Transportation (Milage)	\$ 100			\$ 100
248.728.872.000	Parking SAD	\$ 15,962	\$ 15,962	\$ 31,924	\$ 15,962
248.728.879.000	Website	\$ 650		\$ 650	\$ 650
248.728.882.000	Advertising - Social Media	\$ 13,000	\$ 9,000	\$ 13,000	\$ 13,000
248.728.883.000	Advertising - Print	\$ 5,000			\$ 5,000
	Michigan Trails Magazine	\$ 812	\$ 812	\$ 812	
	Hastings Reminder - Holiday	\$ 2,000	\$ 3,000	\$ 3,000	
	Battle Creek Shopper - Holiday	\$ 750			
	Lowell's Buyers Guide - Holiday	\$ 130			
	J-Ad Summer Fun Guide	\$ 475			
	J-Ad Streetscape Construction		\$ 918	\$ 918	
248.728.884.000	Billboards	\$ 9,000	\$ 7,650	\$ 9,000	\$ 9,000
248.728.885.000	Advertising-Radio	\$ 2,000	\$ 1,874	\$ 1,874	\$ 2,000
248.728.886.000	Videography	\$ 4,000			\$ 4,000
248.728.887.000	Speakers/Performers	\$ 1,000			\$ 1,000
248.728.891.000	Licenses and Fees	\$ 250	\$ 32	\$ 32	\$ 250
248.728.900.000	Printing and Publishing	\$ 8,000			\$ 8,000
	J-Ad Dine - Hastings Live	\$ 700			
	J-Ad (Event Schedules)	\$ 300			
	J-Ad (Roubaix Booklets)	\$ 2,700			
	J-Ad (Farmers Market Brochures)	\$ 1,300		\$ -	
	Progressive Graphics Mag. Calendar	\$ 850			
	Progressive Graphics Rack Cards	\$ 500			
	J-Ad (Downtown Parking Brochures)	\$ 250	\$ 249	\$ 249	
	J-Ad RFP Lot 8				
	Progressive Graphics (Name Badges)				
248.728.906.000	Promotions/Marketing (Holiday Decs)	\$ 500	\$ 28,248	\$ 58,541	\$ 50,000
248.728.907.000	Sponsorship and Donations	\$ 14,000			\$ 14,000
	Chamber of Commerce	\$ 2,000	\$ 2,050	\$ 2,050	

	Summerfest	\$ 1,000			
	Jingle and Mingle	\$ 2,900	\$ 4,000	\$ 4,000	
<b>Account Number</b>	<b>Title</b>	<b>Budget</b>	<b>Year to Date</b>	<b>Projected</b>	<b>Budget 2024/2025</b>
	Ball Drop	\$ 2,000	\$ 2,000	\$ 2,000	
	Farmer's Market	\$ 1,500	\$ 1,500	\$ 1,500	
	Barry Roubaix	\$ 2,000			
	Barry Community Foundation	\$ 3,000			
<b>248.728.911.000</b>	<b>Conferences/Trainings</b>	<b>\$ 1,000</b>			<b>\$ 1,000</b>
	MFEA	\$ 295			
	Boyne USA	\$ 333			
	Other Training	\$ 800			
<b>248.728.912.000</b>	<b>Meetings</b>	<b>\$ 100</b>			<b>\$ 100</b>
<b>248.728.915.000</b>	<b>Membership Dues</b>	<b>\$ 600</b>			<b>\$ 600</b>
	West Michigan Tourist Assoc.	\$ 284	\$ 284	\$ 284	
	MI Festivals and Events	\$ 250			
<b>248.728.918.000</b>	<b>Water/Sewer</b>				
<b>248.728.920.000</b>	<b>Electric</b>		\$ 407	\$ 600	
<b>248.728.921.000</b>	<b>Gas</b>		\$ 439	\$ 700	
<b>248.728.926.000</b>	<b>Property Taxes</b>	\$ -			
<b>248.728.929.000</b>	<b>Gd. Repair/Maint. Winter Pot Décor.</b>		\$ 8,530	\$ 8,530	<b>\$ 10,000</b>
<b>248.728.929.010</b>	<b>Snow Plowing and Removal</b>	<b>\$ 5,000</b>	\$ 520	\$ 3,000	<b>\$ 5,000</b>
<b>248.728.930.000</b>	<b>Repair and Maintenance</b>	<b>\$ 100</b>			<b>\$ 100</b>
<b>248.728.940.000</b>	<b>Equipment Fund Rental</b>	<b>\$ 5,000</b>	\$ 594	\$ 594	<b>\$ 5,000</b>
<b>248.728.946.000</b>	<b>Engineering (SME) Light Pole Inspect.</b>				
<b>248.728.974.000</b>	<b>Land Improvements (Depreciable)</b>				<b>\$ -</b>
	Plaza(s) Painting				
	Parking Lot Imp/Paving Lot 8				
	Fencing/Screening				
	MC Smith Streetscape Design		\$ 12,646	\$ 12,646	
	Streetscape Project		\$ 678,921	\$ 678,921	
	Signage		\$ 7,074	\$ 7,074	
248-728-980-010	Furniture		\$ 36,270	\$ 36,270	
	Kendall Electric		\$ 924	\$ 924	
	Downtown Street Short Pole Globes				
	Street Light Painting				
	Consort Banner Flags				
	Water/Sewer Improvement/Scape				
<b>248.728.974.010</b>	<b>Land Improvements (Non-Dep)</b>	<b>\$ 14,500</b>			<b>\$ -</b>
	Sculpture Bases		\$ 3,375	\$ 3,375	
	Consort				
	Sculpture Purchase				
	Spray Plaza Maintenance				
<b>248.728.978.010</b>	<b>Technology - Non Depreciable</b>				
<b>248.728.986.000</b>	<b>Sculpture Rehab</b>				
<b>248.728.991.000</b>	<b>Façade Improvement Grants</b>	<b>\$ 50,000</b>	\$ 21,900	\$ 46,900	<b>\$ 50,000</b>
<b>248.728.992.000</b>	<b>Annual Streetscape Debt Service</b>	<b>\$ 197,400</b>	\$ 54,600	\$ 197,400	<b>\$ 197,400</b>
<b>Total Expenditures</b>		<b>\$ 384,662</b>	<b>\$ 904,279</b>	<b>\$ 1,162,268</b>	<b>\$ 438,162</b>

<b>248.728.905.000</b>	<b>Transfer to Other Governments</b>	<b>\$ 498,229</b>			<b>\$ 250,000</b>
	Administration	\$ 197,225	\$ 198,364	\$ 198,364	
	FY 2023/2024 Administration		\$ 198,365	\$ 198,365	
	Spray Plaza Security (EPS)	\$ 1,400		\$ 1,104	
	MSI - Sculpture Rental	\$ 10,600	\$ 17,315	\$ 10,600	
	MSI - Sculpture Installation	\$ 7,100		\$ 7,100	
	MSI-Flatlanders - Sculpture Repair	\$ 3,900		\$ 3,900	
	Speakers and Performers (Buskers)	\$ 1,000			
	J-Ad - Hastings Live Booklets	\$ 5,000		\$ 2,400	
	J-Ad - Sculpture Tour Booklets	\$ 1,500		\$ 1,500	
	Progressive Graphics-Hastings Live	\$ 700		\$ 600	
	TAC Sponsorship	\$ 5,925		\$ 5,925	
	Water and Sewer - Spray Plaza	\$ 9,900	\$ 10,043	\$ 8,512	
	Parking Lot 8		\$ 233,292	\$ 233,292	
<b>Total Transfers</b>		<b>\$ 498,229</b>	<b>\$ 424,087</b>	<b>\$ 671,662</b>	<b>\$ 250,000</b>
<b>Account Number</b>	<b>Title</b>	<b>Budget</b>	<b>Year to Date</b>	<b>Projected</b>	<b>Budget 2025/2026</b>
<b>Total</b>	<b>Expenditures and Transfers</b>	<b>\$ 882,891</b>	<b>\$ 1,328,366</b>	<b>\$ 1,833,930</b>	<b>\$ 688,162</b>
<b>Total Revenue</b>		<b>\$ 807,950</b>	<b>\$ 818,275</b>	<b>\$ 1,292,938</b>	<b>\$ 818,250</b>
<b>Total Expenditure and Transfers</b>		<b>\$ 882,891</b>	<b>\$ 1,328,366</b>	<b>\$ 1,833,930</b>	<b>\$ 688,162</b>
<b>Total Net Position</b>		<b>(\$74,941)</b>	<b>(\$510,091)</b>	<b>\$ (540,992)</b>	<b>\$ 130,088</b>
<b>Beginning Fund Balance</b>			<b>\$ 1,352,703</b>	<b>\$ 1,352,703</b>	<b>\$ 811,711</b>
<b>Ending Fund Balance</b>		<b>\$ 1,352,703</b>	<b>\$842,612</b>	<b>\$ 811,711</b>	<b>\$ 941,799</b>

**Façade Improvement Grant 2024/2025 Budget****\$50,000.00****March 13, 2025*****Paid FY 2024/25 To Date (12/31)***

122 W. State Street - Deb Button - Hodges Jewelry and Gifts	9/6/2024	<b>\$1,900.00</b>
144 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>
148 E. State Street - Kevin Anderson	4/20/2023	<b>\$10,000.00</b>

TOTAL DISBURSED

**\$21,900.00*****Façade Grants Pledged for the 2024/2025 FY Budget***

112 E. Court Street - Donna and Dave Kensington - Razor's Edge	2/16/2023	<b>\$10,000.00</b>
128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	<b>\$10,000.00</b>
135 E. State Street - Ortwein International	10/29/2024	<b>\$4,252.50</b>
228 N. Jefferson - Nathan Winick - Riverwalk Café	11/21/2024	<b>\$5,266.00</b>
150 E. State Street - Nathan Winick	8/6/2024	<b>\$6,433.00</b>

TOTAL PLEDGED

**\$35,951.50*****Architectural Renderings Pledged for the 2024/2025 FY Budget***

128 S. Jefferson - Zach Santmier - Trumble Agency	9/19/2024	<b>\$1,000.00</b>
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TOTAL PLEDGED FOR ARCHITECTURAL

**\$1,000.00****Total Approved 2024/2025 Budget****\$50,000.00****Total Approved and Disbursed 2024/2025 Projects****\$58,851.50**

Available

**(\$8,851.50)**

Municipality: \_\_\_\_\_

**Barry County Chamber and Economic Development Alliance  
Memorandum of Understanding**

This Memorandum of Understanding (MOU) sets the terms and understanding between the Barry County Chamber and Economic Development Alliance ("BCCEDA") and the Township/Village/City ("Municipality") to promote Barry County as a destination for new business investment, to generate and verify independent leads, and to support business retention, attraction, and expansion efforts. The Chief Elected Official, or their delegate, shall be authorized to execute this MOU on behalf of the Municipality. This MOU will be reviewed annually by both parties to ensure alignment with shared goals and priorities.

**Purpose**

The Barry County Chamber and Economic Development Alliance (BCCEDA) unites business, government, and community leaders to drive economic growth and strengthen Barry County's competitive edge. The Alliance actively champions policies that foster economic opportunity and takes the lead in attracting new businesses and investments to the area. By partnering with local industries, educational organizations, and economic development stakeholders, BCCEDA develops collaborative strategies to address key challenges and create a vibrant, thriving community.

**Shared Principles**

Barry County and the Barry County Chamber and Economic Development Alliance (BCCEDA) recognize the power of collaboration in advancing economic development initiatives that create regional and shared benefits. To strengthen the county's economic future, we invite Villages, Townships, and the city to actively participate in these efforts, ensuring every community experiences meaningful growth and investment.

As a trusted partner of the County, BCCEDA advocates for policies and initiatives that enhance regional competitiveness. This includes fostering opportunities for existing, expanding, and new industries, driving job creation, training skilled workers, generating revenue, and enabling sustained economic growth. With a strong commitment to workforce development, infrastructure improvements, placemaking, and preserving Barry County's agricultural and manufacturing heritage, BCCEDA works to ensure that economic initiatives align with the distinct needs of each local unit of government, fostering long-term prosperity across the county.

By working together, BCCEDA, Barry County, and its municipalities can enhance the planning, coordination, and execution of economic development initiatives. Through strategic partnerships with businesses, nonprofit organizations, government entities, and educational institutions, we can maximize resources and drive impactful changes. These collective efforts will attract new businesses, support the

retention and expansion of existing industries, and position Barry County as a thriving, business-friendly region where every local government plays a vital role in economic success.

Guided by our mission, vision, and core values, this partnership embraces a regional approach to:

1. Reduce duplicative efforts,
2. Achieve greater economies of scale,
3. Optimize the use of available resources, and
4. Create an environment that is highly attractive to private investment.

By investing in our people and nurturing local talent, Barry County and BCCEDA will cultivate a skilled workforce, drive long-term prosperity, and build an economy rooted in homegrown success. By equipping our residents with the tools and opportunities to thrive, we ensure a strong, self-sustaining future for our communities.

### **Services to be provided by the Barry County Chamber and Economic Development Alliance**

Through its partnership with Barry County government, the Barry County Chamber and Economic Development Alliance (BCCEDA) works collaboratively with Barry County and other regional economic development stakeholders to:

- A. Develop Barry County's comprehensive economic development strategy, value proposition, and messaging framework; and
- B. Promote Barry County as a premier location for business operations, inclusive and sustainable economic growth, talent attraction, and job creation through targeted local, national, and international marketing campaigns and business development initiatives.

Due to the increased demand for community-specific economic and community development services—and the resulting need for additional staffing, the BCCEDA is committed to providing the following enhanced services to local units of government based on their selected level of annual investment:

#### **Investment Level #1 – \$5,000 Annually**

1. Two annual Municipality-specific Placer AI reports of your choosing.
2. Participation in up to (2) strategic planning sessions to align Municipality priorities with county-wide initiatives.
3. Progress meetings with BCCEDA staff as appropriate.
4. Dedicated assistance with site development and readiness.
5. Direct support for tourism and local event promotion.
6. Marketing support for local businesses and attractions.



## **Investment Level #2 - \$10,000 Annually**

1. All Investment Level #1 Services.
2. Two additional (four in total) annual Municipality-specific Placer AI reports tailored to your needs.
3. Assistance with local workforce development programs.
4. Development of Municipality-specific economic strategy outcomes.
5. Regular communication between BCCEDA staff and Municipality officials.
6. Comprehensive infrastructure planning support, including broadband, housing, and transportation.

## **Investment Level #3 - \$25,000 Annually**

1. A BCCEDA staff member will dedicate up to 25% of their time exclusively to Municipality initiatives.
2. All Investment Level #2 Services.
3. Two additional (six in total) annual Municipality-specific Placer AI reports.
4. Priority access to BCCEDA's economic development team.
5. Customized business attraction & marketing strategies.
6. Municipality-specific economic strategy, including tourism, placemaking, and business-friendly initiatives.
7. Participation in high-impact regional initiatives.
8. Support for public-private partnerships & infrastructure planning.
9. Real-time economic & market intelligence tools.
10. Business Retention & Expansion (BRE) strategy.
11. Community engagement through annual town hall sessions.

## **Responsibilities of the Municipality**

- Provide funding to BCCEDA based on the selected investment level annually.
- Designate a point of contact to liaise with BCCEDA.
- Actively participate in strategic planning and progress meetings.
- Provide documentation and project notes in a timely manner.

## **Responsibilities of BCCEDA**

- Delivery of economic development services as outlined in this MOU based on the Municipality's funding level.
- Provide timely communication and reporting to the Municipality.
- Ensure equitable allocation of resources based on contribution levels.

## **Amendments**

This MOU may be amended by mutual written consent of both parties.

## **Confidentiality**

BCCEDA and the Municipality agree to maintain the confidentiality of all sensitive business or development information shared under this agreement. Neither party shall disclose proprietary information to third parties without prior written consent unless required by law.

## Duration / Termination

This contract shall automatically be renewed for successive one-year terms unless either party provides written notice of termination at least sixty (60) days prior to the end of the current contract year. Failure to provide such notice will result in the contract continuing under the same terms and conditions for the subsequent year.

## Signatures

For: Barry County Chamber and Economic Development Alliance

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: Jennifer Heinzman

Title: President and CEO

For: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_





# MONROE DOWNTOWN DEVELOPMENT AUTHORITY

STRATEGIC PLAN

2022-2027

**MONROE**  
DOWNTOWN  
DEVELOPMENT AUTHORITY



# Introduction

MONROE DOWNTOWN DEVELOPMENT AUTHORITY

## Strategic Planning Process

In 2017, the Monroe Downtown Development Authority (DDA) went through an extensive strategic planning process to create Mission and Vision Statements, Goals, and Strategic Objectives. This five-year strategic plan was followed by a Downtown Master Plan & Parking Study which utilized an extensive community input process and identified several key projects such as riverwalk improvements, development opportunities and improvements to areas of the public realm.

As the timeline for the original strategic plan comes to a close, the DDA reengaged in the strategic planning process to review their progress, update their Mission and Vision Statements, Goals, and Strategic Objectives. This process included a thorough review of these previous documents, a board-focused Strengths, Weaknesses, Opportunities, and Threats analysis, and a facilitated strategic planning session. This document is the result of this process.

# Statements

Monroe DDA Mission + Vision

## MISSION

The Monroe Downtown Development Authority (DDA) exists to serve as the lead organization in the preservation and enhancement of downtown Monroe. Its mission is to provide direction and resources to businesses, property owners and residents in the downtown district. It works for the advancement of downtown through promotion of its businesses and events; the facilitation of redevelopment opportunities; and to increase Monroe's unique sense of place and community. Its goal is to be a dynamic and innovative organization that works with volunteers, other organizations and the City of Monroe for the betterment of downtown.

## VISION

In 2027, downtown Monroe will be a vibrant and walkable destination where retailers, restaurants, and residential spaces combine into a lively shopping and entertainment district. All historic buildings have made improvements from façade renovations to new signage to outdoor seating. The downtown is united by an attractive, functional streetscape that is welcoming and accessible to all.

# SWOT Analysis

## Strengths, Weaknesses, Opportunities, and Threats

On January 20, 2022, the Monroe Downtown Development Authority conducted a special strategic planning meeting. During this meeting a facilitated Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was conducted. The board members present were asked to rank their top three choices in each of the categories using a weighted point system. The results of this session are below. Areas are shown in order of ranking with total points received in parentheses ().

### Strengths

History/Historic Buildings (9)  
Events (6)  
Downtowns are Trendy (5)  
New Businesses (5)  
Walkability (4)  
Livability (3)  
Loyalty (3)  
River (2)  
Affordability (2)  
Safety (2)  
Parks/Bandshell (1)  
Tourism  
Location  
Business Owners/Investors  
Longevity/Roots in the Community  
Parking  
Transportation  
County Seat/Anchor  
Museum/RCA/Arts

### Weaknesses

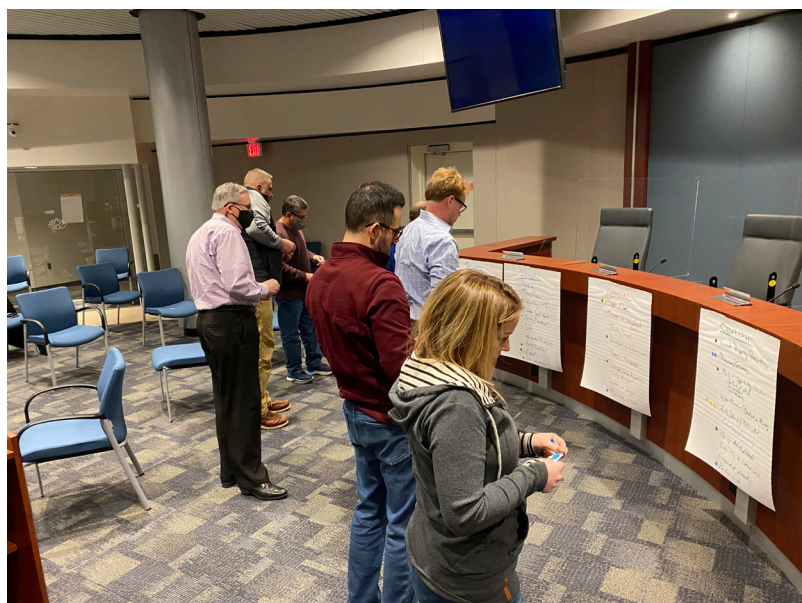
Outsider/Insider Perception (13)  
Resistance to Change/Outsiders (8)  
Traffic/Trucks (7)  
Inexperienced/Undercapitalized Owners (6)  
Upper Floors (4)  
Blight/Vacant/Trash (4)  
Managing Non-Motorized Vehicles  
Reputation of Drugs

### Opportunities

Revenue/Grants (16)  
Arts/Murals/Public Art (10)  
Partnerships (5)  
Vacant Property Registry (3)  
Wow Factor/Destination Placemaking (3)  
Pop-Up Activities/Events (3)  
Market Opportunity (1)  
Expanded Events (1)  
Cohesiveness/Connectivity  
Better Tie to National Park

### Threats

Traffic/MDOT (12)  
Empty/Vacant Building/Absentee Landlords (10)  
Other Downtowns (8)  
Office on First Floor (7)  
Lack of Local Ownership (3)  
Rental Properties (2)



# Goals

## Monroe DDA Goals

### Goal #1

Inform and educate building owners and public of the actions and accomplishments of the DDA and businesses

### Goal #2

Support downtown businesses and property owners through financial support, advocacy, and awareness

### Goal #3

Preserve and enhance downtown by facilitating redevelopment

### Goal #4

Market the downtown to encourage people to frequent local businesses and events

### Goal #5

Serve as a intermediary of the organizations that connect to downtown and link to other community resources

### Goal #6

Establish an environment that promotes residential growth downtown

### Goal #7

Encourage compliance with city codes and ordinances to protect and limit risk to investment in properties and businesses

# Strategic Objectives

Ongoing, Short-Term, Mid-Term, Long-Term

The following Strategic Objectives are classified into four categories: Ongoing, Short-Term, Mid-Term, and Long-Term.

## Ongoing Objectives

Objectives are either currently underway or are done on an annual basis.



### Improving Connectors (Alleyways)

Improving the pedestrian connections in the downtown to create a more aesthetically pleasing experience.



### Planters, Benches, Bike Racks

Installation and maintenance of planters, benches, and bike racks to provide for a quality pedestrian experience.



### Trash Removal / Trash Cans

Continuing to promptly remove trash from the district; provide and maintain trash cans to allow for easy disposal.



### Holiday Decorations

Banners, lighted decoration, and other holiday themed decorations to create festive atmosphere in the downtown.



# Strategic Objectives

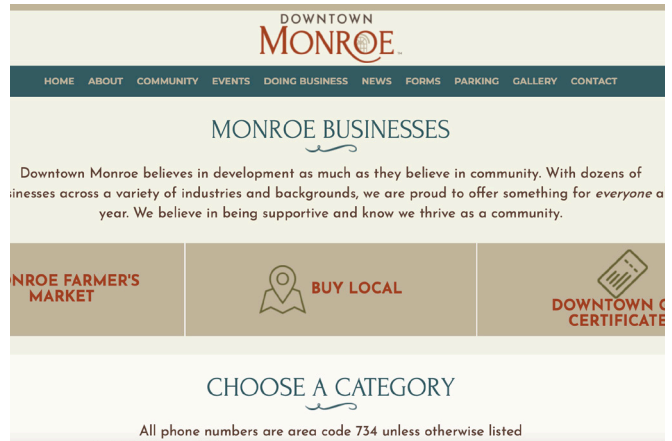
Ongoing, Short-Term, Mid-Term, Long-Term

## Ongoing Objectives (Continued)



### Pedestrian Bridge Maintenance

Advocate for ongoing maintenance on the pedestrian bridge connecting to downtown.



### Marketing + Website

Ongoing maintenance of the DDA's marketing efforts and website.



### Enhance the Farmers' Market Experience

Continue ongoing efforts to enhance the experience of the farmers' market for vendors and customers.

# Strategic Objectives

Ongoing, Short-Term, Mid-Term, Long-Term

## Short-Term Objectives

Short-Term are those anticipated to be undertaken in the next 12 months.



### Placement Program for Public Art (+ Pilot Art Project)

Develop guidelines/ordinance for the allowance of public art on buildings and public areas.



### Secure Grant for Sidewalk Exhibit

Identify a funding solution to enable the installation of history kiosks.



### Secure Funding for Pedestrian Bridge

Secure additional funding for maintenance and improvements to the pedestrian bridge.



### Identify Potential Projects for Federal Funding

Identify projects in the existing Downtown Master Plan that could be used to obtain federal funding for implementation.



## Short-Term Objectives (Continued)



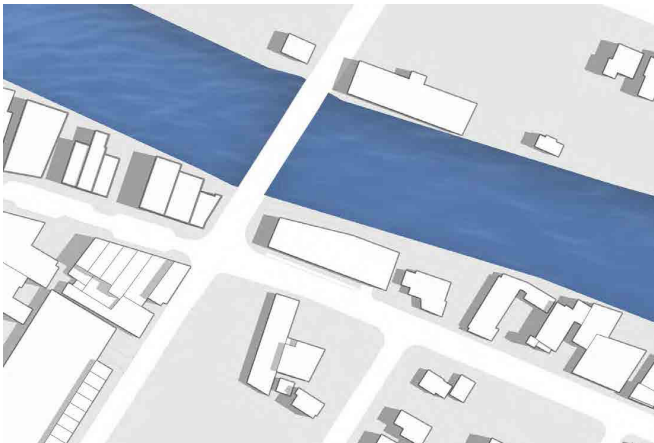
### Professional Photography

Obtain the services a professional photographer to create high quality images of downtown and events.



### Redevelopment of Fire Station

Promote the redevelopment of the former fire station.



### Macomb Lot Redevelopment

Create an RFP for market analysis and request for qualifications to solicit developers.



### Traffic Analysis

Conduct a traffic analysis of the intersection of S Monroe (M-125) and Front Streets.



### Promote Sidewalk Sales + Outdoor Seating

Streamline the approval process for using the sidewalk for activities like sidewalk sales and outdoor dining.



### Animate Empty Spaces

Animate empty spaces through pop up events, food trucks and temporary art installations.



# Strategic Objectives

Ongoing, Short-Term, Mid-Term, Long-Term

## Mid-Term Objectives

Mid-Term are anticipated to be undertaken in 1-3 years.



### Placement of Public Art

Assist in the placement of 3-5 pieces of public art, including murals and free standing sculptures.



### Create Vacant Property Registry

Work with the City Council to create a vacant property registry to encourage the occupancy of vacant buildings.



### Code Enforcement Gateway

Work with the City of Monroe to develop an online portal for residents, business, and property owners to report code violations.



### Property Acquisition Plan

Develop a methodology and identify funding resources for the potential acquisition of property with the purpose of facilitating redevelopment.

# Strategic Objectives

Ongoing, Short-Term, Mid-Term, Long-Term

## Mid-Term Objectives (Continued)



### Property Acquisition + Disposition Program Created

Create a program to proactively assist in the redevelopment of underused or underdeveloped property.

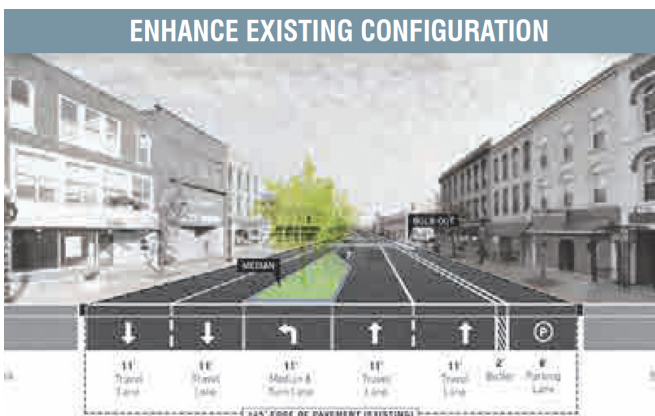


### Create Component Grant Program

Create a matching grant program to assist businesses with obtaining new signage, awnings, or outdoor dining furniture.

## Long-Term Objectives

Long-term are anticipated to be undertaken in 3-5 years.



### Add Road Diet and Streetscape Enhancements

Implement traffic calming and streetscape enhancements along S Monroe Street downtown



### Riverwalk Improvements

Improve the pedestrian experience along the riverwalk on both sides of the River Raisin.

Strategy created by  
**PLACE**  
**+MAIN**  
**A D V I S O R S**

Joe Borgstrom, Principal



Telephone  
(517) 614-2733



E-mail:  
[joe@placeandmain.com](mailto:joe@placeandmain.com)

# Strategic Plan



## Mount Clemens Downtown Development Authority 2024 – 2026

Approved by DDA Board: March 6, 2024





To Our Downtown Stakeholders:

We are pleased to present the Mount Clemens Downtown Development Authority's (MCDDA) strategic plan covering the 2024 - 2026 period. This plan establishes the strategic direction of the Mount Clemens Downtown Development Authority (MCDDA). It is incorporated into the 2024-2025 fiscal year budget and contemplates both near term and long term goals and objectives. It is updated on an annual basis. We hope you agree that great things await downtown Mount Clemens, a downtown with a unique history and exciting future.

Sincerely,

A handwritten signature in blue ink that reads "Phil Gilchrist".

Phil Gilchrist, Chair

Sincerely,

A handwritten signature in black ink that reads "Laura Kropp".  
Laura Kropp  
Mayor, City of Mount Clemens

Vice-Chair

A handwritten signature in black ink that reads "Brian Tingley".

Brian Tingley, Executive Director

## Purpose



In 1983 a special Blue Ribbon Committee was appointed to discuss downtown concerns. From recommendations of this committee the Mount Clemens Downtown Development Authority (MCDDA) was established in April of 1983. The goals and objectives of the DDA as stated in the act is, "to halt property value deterioration and increase property tax valuation where possible in the business district and to eliminate the causes of that deterioration and to promote economic growth". It is the belief of the DDA that by keeping the economy and vitality of the downtown healthy we also improve property values throughout the entire City of Mount Clemens as well as the quality of life for all of its residents.

This is the MCDDA's strategic plan for the 2024-2026 period. It is a statement of our mission, vision, and shared values and articulated through a series of inter-connected goals and actions steps. It builds off of the strategic plan that is annually adopted by the city commission. Strategic plan progress will be assessed on a regular basis and ensure that the plan is updated as conditions evolve.

## Mission

Enhancing community through effective and equitable public services.

## Vision

**Serve as the Macomb County hub for commerce, arts and culture, entertainment and entrepreneurship. By 2025, downtown Mount Clemens will have begun critical infrastructure improvements and other institutional investments that provide for added business, residential, and retail capacity in the downtown.**

To achieve this vision, the MCDDA will work to meet the following benchmarks:

- Reorganization of the downtown parking system
- Decrease vacant land and buildings
- Increase public/green space
- Increase the quality of our sidewalks/roads
- Attract private investment in the downtown district
- Increase public art installations
- Increase housing stock in the downtown district
- Continue to manage and maintain critical infrastructure investments
- Increase connectivity and enhance the relationship with the Clinton River

## Values

The values of the MCDDA guide all decision making processes. Along with its mission and vision, the values serve as "filters" for decision making. The MCDDA values match those of the city commission so that all city decisions are made through the same prism. Those values are:

- **Progressive:** Moving forward, building community
- **Responsive:** Service oriented elected and appointed officials
- **Inclusive:** Welcoming and respectful of all
- **Dynamic:** Positive, energetic, and always willing to engage
- **Ethical:** Doing what is right in the best interest of the entire community

## Areas of Focus

Over the course of this plan the MCDDA will focus on the following four areas:

### **1. Infrastructure & Placemaking**

- Enhance the pedestrian and bicycling experience throughout the downtown
- Improve the downtown parking experience for visitors and residents
- Improve public spaces and streetscapes
- Increase the connectivity between the core downtown and the Clinton River
- To the extent possible assist downtown buildings with exterior improvements
- Explore opportunities to develop residential units within the downtown
- Advocate for clean energy and environmentally sound public improvements
- Explore reestablishing the farmers' market as a downtown institution
- Maintain and increase public art installations

### **2. Business Recruitment & Retention**

- Become a facilitator for downtown businesses that need resources to strengthen their market share
- Recruit businesses into the downtown that fill a market void
- Maintain and build digital attraction resources
- Become an entrepreneurship hub and destination

### **3. Leadership & Collaboration**

- Develop long-term stability with existing staffing
- Increase staff presence downtown
- Be a leader among city efforts to increase diversity and inclusivity
- Continue to educate staff and board on emerging trends and best practices
- Create capacity to seek grants or other funding to support implementation of strategic plan
- Maintain ongoing relationship with Macomb County and other state and regional agencies, and seek other partnerships
- Develop revenue diversification

### **4. Marketing & Promotion**

- Communicate with stakeholders about the role of the DDA in city-wide and regional economic development activities
- Increase digital marketing efforts
- Review all special events
- Increase communication efforts with downtown stakeholders

## **Goals and Action Steps**

## 1. Infrastructure & Placemaking

### **Goal: Enhance the pedestrian and bicycling experience throughout the downtown**

Action Step 1. Assist the city with the installation of pedestrian and bicycle infrastructure such as bike racks, pedestrian crossing signage and bike lanes.

Action Step 2. Assist the city with District 12 of the Sidewalk Replacement Program currently scheduled for the spring of 2025.

Action Step 3. Assist the city with the federal Safe Streets 4 All (SS4A) grant that will allow for the development of a downtown district safety action plan.

### **Goal: Improve the downtown parking experience for visitors and residents**

Action Step 1. Work with the city on conducting a parking system management analysis for the downtown parking system.

Action Step 2. Assist the city with the removal of parking meters and transition to a kiosk/zone based parking system.

Action Step 3. Assist the city with any future efforts aimed at improving the juror parking experience.

### **Goal: Improve public spaces and streetscapes**

Action Step 1. Utilize the Cherry Street Studio for a construction liaison and resource center during the Downtown Revitalization Project.

Action Step 2. Assist the city on visioning efforts for a redesigned Main Street.

Action Step 3. Reevaluate downtown lighting needs after completion of the Downtown Revitalization Project.

Action Step 4. Promote of the Oasis Social District as a regional destination and encourage additional participation.

Action Step 5. Assist the city with exploring ways to improve the aesthetics of dumpster locations and refuse removal within the downtown.

### **Goal: Increase the connectivity between the core downtown and the Clinton River**

Action Step 1. Continue efforts at utilizing the riverfront for events and explore non-DDA promoters and/or partners.

Action Step 2. Assist the city and Harbor Commission with an assessment of the operational needs of the marina via a consultant study.

Action Step 3. Engage the Michigan Department of Transportation and Macomb County on pedestrian crossing improvements along NB Gratiot.

Action Step 4. Assist the city and county on possible redevelopment of the city hall property and vacant county property.

Action Step 5. Assist the city with the SEMCOG Planning Assistant Grant for the riverfront.

### **Goal: To the extent possible assist downtown buildings with exterior improvements**

Action Step 1. Continue the façade grant program with a focus on building improvements and not signage.

Action Step 2. Seek alternative funding sources for the assistance of physical improvements for privately owned buildings.

### **Goal: Explore opportunities to develop residential units within the downtown**

Action Step 1. Monitor the continued redevelopment of the Victory Inn site into an apartment complex.

Action Step 2. Assist the city with investigating the impacts of continued residential development on the downtown.

### **Goal: Advocate for clean energy and environmentally sound public improvements**

Action Step 1. Advocate for energy efficiency and the reduction of environmental impacts as a part of all public investments within the downtown.

Action Step 2. Explore grants to replace the existing electrical vehicle charging stations and add additional stations.

**Goal: Explore reestablishing the farmers’ market as a downtown institution**

Action Step 1. Establish a stronger relationship with the leadership of the Mount Clemens Farmers’ Market.

Action Step 2. Identify a downtown location for the Mount Clemens Farmers’ Market beginning with the 2025 season.

Action Step 3. If the DDA and Mount Clemens Farmers’ Market are unable to agree to a new downtown location, establish a new DDA-run market.

**Goals: Maintain and increase public art installations**

Action Step 1. Continue as a sponsor of the MCEP sculpture program and identify new locations within the core downtown.

Action Step 2. Identify opportunities for new mural or sculpture installations.

Action Step 3. Develop an inventory of existing public art and determine owner/responsibility and maintenance needs.

**2. Business Recruitment & Retention**

**Goal: Become a facilitator for downtown businesses that need resources to strengthen their market share**

Action Step 1. Develop a business resource guide/welcome packet that can be distributed to local businesses.

Action Step 2. Encourage face to face meetings between DDA Board members and new businesses.

Action Step 2. Explore partnerships with other agencies that could assist businesses with needs, provide trainings and certifications, discuss best practices, and help with job recruitment.

**Goal: Recruit businesses into the downtown that fill a market void**

Action Step 1. Work with the county and its Placer data to determine what markets need to be filled in the downtown.

Action Step 2. Promote [www.thinkmtc.com](http://www.thinkmtc.com) to local, regional and national site selectors, commercial brokers and others.

Action Step 3. Analyze the website analytics for [www.thinkmtc.com](http://www.thinkmtc.com) to determine how it is being used.

Action Step 3. If needed, hire a consultant to develop a market analysis of the retail and commercial market, noting potential opportunities and gaps.

**Goal: Maintain and build digital attraction resources**

Action Step 1. Work with the county to maintain and update [www.thinkmtc.com](http://www.thinkmtc.com).

Action Step 2. Identify and implement any changes to the new DDA website at [www.downtownmountclemens.org](http://www.downtownmountclemens.org).

**Goal: Become an entrepreneurship hub and destination**

Action Step 1. Market the city and downtown as a hub for entrepreneurs

Action Step 2. Explore offering entrepreneur workshops in partnership with other organizations such as Velocity and the Small Business Development Center.

Action Step 3. Assist the city in maintaining its designation as a Redevelopment Ready Community.

**3. Leadership & Collaboration**

**Goal: Develop long-term stability with existing staffing**

Action Step 1. Revisit staff models after the city is complete with the Downtown Revitalization Project.

Action Step 2. Cost share the cost of grant writing service with the city.

Action Step 3. Continue contracting with Hunch Free for digital marketing services.

**Goal: Develop the Cherry Street Studio as a hub of downtown activity**

Action Step 1. Permanently move the DDA Coordinator office into the Cherry Street Studio and establish set times the office will be open to the public.

Action Step 2. Increase marketing efforts for the rental of the Cherry Street Studio space.

Action Step 3. Review Cherry Street Studio rental policies to allow limited pop-up retail.

**Goal: Be a leader among city efforts to increase diversity and inclusivity**

Action Step 1. Seek board appointees that represent both the interests of the downtown and those of all who live and work in the city.

Action Step 2. Consider diverse populations when planning events, programming and projects.

Action Step 3. Adopt a diversity, equity and inclusion statement.

**Goal: Continue to educate staff and board on emerging trends and best practices**

Action Step 1. Continue to provide the board with educational pieces.

Action Step 2. Identify in-person or virtual training opportunities for staff and the board.

**Goal: Create capacity to seek grants or other funding to support implementation of strategic plan**

Action Step 1. Continue contracting for grant writing services.

Action Step 2: Look at opportunities for partnering with other organizations such as Advancing Macomb for grant writing assistance.

**Goal: Maintain ongoing relationship with Macomb County and other state and regional agencies, and seek other partnerships**

Action Step 1: Continue contracting with Macomb County for economic development assistance.

Action Step 2: Continue to develop relationships with partner agencies such as SEMCOG, the MEDC and Advancing Macomb, and seek additional partnerships.

**Goal: Develop revenue diversification**

Action Step 1. Identify opportunities for diversification by obtaining foundation and philanthropy opportunities.

Action Steps 2. Research DDA's around the United States to explore alternative organizational and revenue models.

Action Step 3. Seek ways to leverage the non-profit status of the Downtown Development Committee.

#### 4. Marketing & Promotion

**Goal: Communicate with stakeholders about the role of the DDA in city-wide and regional economic development activities**

Action Step 1. Create educational pieces that describe the role of DDA and how they are effective.

Action Step 2. Promote activities that the DDA has assisted with, such as façade grant projects, grant funding that has been secured and strategic plan accomplishments.

Action Step 3. Develop an emailed based communication program via Mail Chimp, Constant Contact or similar program.

Action Step 4. Seek ways to connect and engage with outlying areas of the downtown district.

**Goal: Increase digital marketing efforts**

Action Step 1. Utilize paid social media advertising

Action Step 2. Explore alternative methods of advertising such as radio, video/YouTube, etc.

Action Step 3. Promote the city brand via social media and other digital media efforts.

Action Step 4. Utilize social media as a communication tool for businesses affected by the Downtown Revitalization Project.

**Goal: Determine if added processes are needed to assess the costs/benefits of promotional events and programs.**

Action Step 1. Utilize community surveys to determine the need and desire for events and programs within the downtown.

Action Step 2. Promote the need for event volunteers and develop a database.

Action Step 3. Encourage privately sponsored events in order to reduce the event workload for MCDDA staff.

Action Step 4. Develop print or online resources that would assist with how to operate a special event.

# **Strategic Plan**



## **Traverse City Downtown Development Authority**

**2019 – 2024**

Approved by DDA: November 22, 2019



November, 2019

Dear Friends and Colleagues,

We are pleased to present the Traverse City Downtown Development Authority's (TCDDA) Strategic Plan covering 2019 - 2024 period. This Plan establishes the mission, vision, values and strategic direction of the Traverse City Downtown Development Authority (TCDDA).

We hope you agree that great things await Downtown Traverse City, a downtown unlike any other.

Sincerely,

\_\_\_\_\_  
Leah Bagdon-McCallum, Chair

\_\_\_\_\_  
Gabe Schneider, Vice-Chair

\_\_\_\_\_  
Scott Hardy, Treasurer

\_\_\_\_\_  
Steve Constantin, Secretary

\_\_\_\_\_  
Jim Carruthers, Mayor

\_\_\_\_\_  
Collette Champagne

\_\_\_\_\_  
Debbie Hershey

\_\_\_\_\_  
T. Michael Jackson

\_\_\_\_\_  
Peter Kirkwood

\_\_\_\_\_  
Jeff Joubran

\_\_\_\_\_  
Steve Nance

\_\_\_\_\_  
Richard Lewis



## Purpose

Traverse City's downtown is unlike all others. It a regional driver of economic development, a four-season feast for culinary aficionados, a palette of choices for shoppers and a place to live, work and play for all. It is also located along the beautiful shore of Lake Michigan, the fresh-water centerpiece of the Great Lakes.

The acclaim for downtown, the expectations of a global destination and the need to sustain a balanced and economically sustainable community create a substantial responsibility and challenge for those charged with developing and governing the City. An important part of that load is shouldered by the Traverse City Downtown Development Authority (TCDDA).

This is the TCDDA's Strategic Plan for the 2019-2024 period. It is a declaration of our work, established through our mission, vision, and shared values and articulated through a series of inter-connected goals and actions steps. Progress toward achieving the mission, goals and action steps will be assessed to quantify and report progress and ensure that the Plan is updated as conditions evolve.

The TCDDA, through its Board and staff, welcome ideas and input from all interests. Input may be provided at meetings of the TCDDA Board, by mail or email or by direct contact with the TCDDA CEO or Board members. Contact information for the TCDDA and more information about the organization is available at [www.dda.downtowntc.com](http://www.dda.downtowntc.com).

Figure 1 delineates the downtown district that is the primary focus of the TCDDA and this Strategic Plan.

**Figure 1 - TCDDA District**



## Mission

To create, support and promote critical infrastructure and other improvements that enhance the downtown experience, promote business growth, serve as a catalyst for private investment and contribute to the year-round vitality and unique sense-of-place of downtown Traverse City.

## Vision

Serve as the regional hub for commerce, culture, arts and entrepreneurship. By 2030, downtown Traverse City will make needed infrastructure and institutional investments that provide for added business, residential, and retail capacity in the downtown. These investments will attract new private investment and create jobs.

To achieve this vision, the TCDDA will work to meet the following benchmarks.

- Increase public parking capacity while reducing surface parking needs.
- Decrease vacant land by 30%.
- Be home to at least two 500 person companies.
- Increase public/green space by 10%.
- Increase the quality/rating of our sidewalks/roads.
- Decrease incidents of unlawfulness by 50%.
- Attract \$200 million in new investment in the downtown district.
- Increase public art installations.
- Increase workforce housing stock in the downtown district.
- Continue to manage and maintain critical infrastructure investments.
- Increase connectivity and enhance the relationship with the Boardman River.

## Values

The **Values** of TCDDA Board guide Board decisions, processes and operations. The Values, along with the Mission and Vision serve as “filters” for decision making. The Board Values are:

- Long-term **Sustainability** of the TCDDA and the Downtown District.
- **Inclusivity** and **collaboration** in developing and implementing this Strategic Plan.
- An **economically healthy** and vital TCDDA and Downtown District.
- **Transparency** in the TCDDA’s strategies, priorities and plans for Downtown.

## Stakeholders

The success of the TCDDA and, more importantly, of Traverse City's downtown, will depend on partnership and collaboration and the unification of stakeholders around priorities and plans for the community. Stakeholders include but are not limited to:

Property Owners	Northwestern Michigan College
Downtown businesses	Munson Medical Center
Visitors	Grand Traverse Band of Ottawa & Chippewa Indians
Downtown and neighborhood residents	Mich. Dept. of Natural Resources
Developers	Mich. Economic Development Corporation
Nonprofit organizations	Great Lakes Fisheries Commission
City of Traverse City Government	Rotary Charities of Traverse City
Neighboring/regional townships, villages	Networks Northwest
Grand Traverse County	Grand Traverse Area Community Foundation
TraverseConnect	Neighborhood Organizations
Venture North	
Traverse City Tourism	

## How is the TCDDA Funded?

It's important for all stakeholders to understand how the TCDDA is funded to carry out its mission. Part 2 of the Recodified Tax Increment Financing Act, Public Act 57 of 2018, governs the creation and operations of Downtown Development Authorities. The Act provides several different ways that DDA's can partner with municipalities, property owners and developers to finance public improvements in a defined downtown area.

These include:

- Levying up to two (2) mills on DDA property owners.
- Special assessments on property within the DDA.
- Tax Increment Financing, also known as TIF.

Under TIF, a specific area or district within the DDA is defined, a development plan is adopted, and the incremental property tax revenues are captured within that district to be used to finance public improvements needed to carry out the development plan. Revenues through TIF may be the sole source of financing for these public projects or they may be used in combination with other financing or funding sources.

The statutory goal of TIF, created by the DDA Act, is to help cities correct and prevent deterioration of downtown business districts, encourage historic preservation and promote economic growth in the designated downtown area. Since many downtowns are the oldest areas in a city, providing and upgrading infrastructure is essential for downtown prosperity. The DDA statute provides for the use of TIF, setting up a mechanism for partnerships with other benefitting taxing units who also have a stake in

the health of downtown, ensuring funds are used for needed public improvements. Public investment is a catalyst for private investment creating the tax revenue to pay for the public improvements. When a TIF district is created, its current taxable value is established and that is the value base for the duration of the TIF's existence. The taxable value base is also the value base for all taxing units that contribute to TIF. As long as the TIF District exists, the City continues to receive revenues normally generated by this taxable value base, dependent upon the annual millage rate adopted by the City. After the TIF district is established, revenues generated from the difference between the new annual taxable value and the value base are placed into the TIF Fund and use for public improvements identified in the TIF development plan.

As an example, some of the public projects include:

- Streetscapes
- Parking Garages (Old Town and Hardy)
- River Bank Stabilization
- Riverwalks
- Utility Relocation
- Pedestrian Bridges
- Housing
- Bridge Repair and Maintenance
- Open Space Improvements
- Multi-modal transportation options
- On-going Maintenance

## Areas of Focus

Over the course of this plan the TCDDA will focus on the following six areas.

### 1. Real Estate & Placemaking

- A. Extend TIF 97.
- B. Establish process to identify and acquire properties for reuse and redevelopment.
- C. Finalize the Unified Plan for the Boardman River while complimenting the Union St. Dam work.
- D. Establish design standards and guidelines for new development in the downtown district.
- E. Explore opportunities to develop workforce housing within Downtown Traverse City.
- F. Explore opportunities to incorporate stormwater management.
- G. Identify process to move forward with the Farmers Market and Civic Square.

### 2. Mobility - Parking & Transportation

- A. Ensure that parking infrastructure and parking programs support the vision and mission of the TCDDA, as well as the needs of businesses, organizations and events.
- B. Construct a West End Parking Deck, with extension of TIF 97.
- C. Continue to explore options for alternative modes of transportation.
- D. Provide leadership for regional commuting strategy.

### 3. Business Recruitment & Retention

- A. Develop Responsive Retail Program, which includes the retention and protection of existing businesses.
- B. Recruit two major employer into downtown Traverse City.
- C. Expand Redevelopment Ready Certification and attain true development readiness.
- D. Assess all the commercial properties within the downtown district.

### 4. Leadership

- A. Establish experience and qualification criteria for TCDDA Board representation.
- B. Implement a Board Development Program to ensure Board capacity.
- C. Continue to educate staff and board on emerging trends and best practices.
- D. Create capacity to seek grants or other funding to support implementation of strategic plan.
- E. Continue to incorporate the 8<sup>th</sup> Street Corridor into core DDA activities.
- F. Develop Revenue Diversification.

### 5. Marketing & Promotion

- A. Clearly delineate the marketing and communications of the DDA, DTCA and the new NOBO District
- B. Create a comprehensive Communication Plan for the DDA.
- C. Develop Marketing for the DDA.
- D. Determine if added processes are needed to assess the costs/benefits of promotional events and programs.

### 6. Partnership & Collaboration

- A. Continue to work closely with city and regional economic development agencies and stakeholders to support and retain existing business and recruit new business and development opportunities.
- B. Continue to communicate with regional entities about the role of the DDA in city-wide and regional economic development activities.

## Goals and Action Steps

### 1. Real Estate & Placemaking

- A. **Goal:** Extend TIF 97.

Action Step 1. Develop a strategic campaign and plan to extend TIF 97, including the following components: a communications plan; marketing materials; presentations, fact sheet and talking points.

Action Step 2. Work with neighborhoods and stakeholders to implement the strategic campaign and plan and recruit supporters to participate.

Action Step 3. Continue to meet with taxing authorities, neighborhoods and stakeholders to discuss the benefit of TIF 97.

- B. Goal:** Establish process to identify and acquire properties for reuse and redevelopment.  
Action Step 1. Complete a process to inventory and identify key properties for acquisition and reuse or redevelopment.  
Action Step 2. Identify internal or external capacities and expertise needed to carry out the inventory and potentially find new funding to support the process.
- C. Goal:** Finalize the Unified Plan for the Boardman River while complimenting the Union Street Dam work.  
Action Step 1. Continue to support the planning efforts of the Lower Boardman Leadership Team, including extensive civic engagement activities.  
Action Step 2. Continue to research and apply for external funding sources to provide needed intelligence and background information about potential physical limitations and opportunities along the Lower Boardman corridor.  
Action Step 3. Continue to work with the City of Traverse City and the Fishery Commission to support and compliment the planning efforts of the Unified Plan and the Union Street Dam.
- D. Goal:** Establish design standards and guidelines for new development in the downtown district.  
Action Step 1. Work with the planning commission to amend zoning ordinance language about design standards.  
Action Step 2. Meet with developers and property owners to discuss goals of the zoning amendments.
- E. Goal:** Explore opportunities to develop workforce housing within Downtown Traverse City.  
Action Step 1. Work with Housing North, MEDC and other stakeholders to create innovative approaches to provide for workforce housing in downtown Traverse City.
- F. Goal:** Explore opportunities to incorporate stormwater management.  
Action Step 1. Utilize the AECOM stormwater report to guide and make strategic infrastructure improvements.
- G. Goal:** Identify process to move forward with the Farmers Market and Civic Square.  
Action Step 1. Continue to examine the feasibility of site locations for the Farmers Market and Civic Square.  
Action Step 2. Develop a strategic plan to implement the development of a refined Farmers Market and new Civic Square.

## **2. Mobility – Parking and Transportation**

- A. Goal:** Ensure that parking infrastructure and parking programs support the vision and mission of the TCDDA, as well as the needs of businesses, organizations and events.  
Action Step 1. Update definitive parking strategy and develop parking business plan using results of Transportation Demand Management Study.

Action Step 2. Continue to explore opportunities to eliminate surface parking lots, if feasible, especially along the Boardman River.

**B. Goal:** Construct a West End Parking Deck.

Action Step 1. Secure extension of TIF 97.

Action Step 2. Continue to use the results of the TIF 97 Ad Hoc Committee Final Report and Financial Analysis as the foundation for moving forward with a West End Parking Deck.

Action Step 3. Continue to facilitate civic engagement around the need for a West End Parking Deck.

**C. Goal:** Continue to explore options for alternative modes of transportation.

Action Step 1. Work with regional stakeholders, BATA, Groundworks, Norte and TART to set guidelines and regulatory standards for alternative modes transportation.

**D. Goal:** Provide leadership for regional commuting strategy.

Action Step 1. Continue to work with BATA to expand the use of the Destination Downtown Program and the Bayline.

### **3. Business Recruitment and Retention**

**A. Goal:** Develop Responsive Retail Program, which includes the retention and protection of existing businesses.

Action Step 1. Develop an Action Plan, in collaboration with downtown Traverse City stakeholders, to address key issues and opportunities facing Traverse City's downtown retail base and how the DDA will respond.

Action Step 2. Develop a comprehensive retail factbook and dash-board.

**B. Goal:** Recruit two major employer's into downtown Traverse City.

Action Step 1. Work with local and regional economic development stakeholders to determine where existing business may be looking to expand and develop materials that will aid in the recruitment of major employers.

**C. Goal:** Expand Redevelopment Ready Certification and attain true development readiness.

Action Step 1. Work with the city to complete the Redevelopment Readiness Certification.

**E. Goal:** Assess all the commercial properties within the downtown district.

Action Step 1. Identify and map commercial properties – noting their location/address, dimensions, amenities, owner and other important pedigree information.

Action Step 2. Work with a consultant to develop a market analysis of the retail and commercial market, noting potential opportunities and gaps.

Action Step 3. Develop a retail ambassador program that would assist with identifying retail and business needs, providing trainings and certifications, discussing best practices, and helping with job recruitment.

Action Step 4. Continue to work with downtown business owners and merchants to study needs and opportunities.

#### 4. Leadership

- A. Goal:** Establish experience and qualification criteria for TCDDA Board representation.  
Action Step 1. Work with DDA subcommittees to determine experience and qualification criteria.
- B. Goal:** Implement a Board Development Program to ensure Board capacity.  
Action Step 1. Hold an annual retreat (or meeting) to discuss short-term and long-term DDA activities and initiatives and determine the progress (and needed revisions) to this Strategic Plan.
- C. Goal:** Continue to educate staff and board on emerging trends and best practices.  
Action Step 1. Provide opportunities for staff members and board members to attend conferences on topics related to downtowns and the initiatives outlined in the strategic plan.  
Action Step 2. Invite experts and community stakeholders to present on topics related to initiatives outlined in the strategic plan at monthly board meetings.
- D. Goal:** Create capacity to seek grants or other funding to support implementation of strategic plan.  
Action Step 1. Look at internal capacity for grant writing opportunities.  
Action Step 2: Look at opportunities for diversification of revenue opportunities to fund projects.
- E. Goal:** Work to incorporate the 8<sup>th</sup> Street Corridor into core DDA activities.  
Action Step 1. Continue to meet with the North Boardman Lake District Association to discuss DDA activities and their needs.  
Action Step 2. Continue to seek redevelopment opportunities along the 8<sup>th</sup> Street Corridor.  
Action Step 3. Explore if and how the DDA staff may work with the North Boardman Lake District Association on business promotion and marketing.
- F. Goal:** Develop Revenue Diversification.  
Action Step 1. Identify opportunities for diversification by obtaining foundation and philanthropy opportunities.  
Action Steps 2. Meet with model DDA's around the United States to explore alternative organizational and revenue models.  
Action Step 3. Assess options, approaches and needs to create a fund development function of the TCDDA that identifies, secures, and manages public and private funding sources and take advantage of collaborative opportunities with local partners. This may also establish a process by which TCDDA entities could seek capital and other forms of financing from a variety of local business and philanthropic sources.



## 5. Marketing and Promotion

- A. Goal:** Clearly delineate the marketing and communications of the DDA, DTCA and the North Boardman Lake District (NOBO).  
Action Step 1. Work internally to set a direction for the operation and of marketing and communication for the DDA and the two business associations of DTCA and NOBO.
- B. Goal:** Create a comprehensive Communication Plan for the DDA.  
Action Step 1. Work to set communication goals and activities for the DDA.
- C. Goal:** Develop Marketing for the DDA.  
Action Step 1. Work with a branding and marketing firm to develop the “look and feel” framework for DDA marketing materials.  
Action Step 2. Work to incorporate the “look and feel” into existing marketing and promotion activities.
- D. Goal:** Determine if added processes are needed to assess the costs/benefits of promotional events and programs.  
Action Step 1. Meet with property owners and the DTCA to determine the need and desire for events and programs within the downtown.

## 6. Partnerships and Collaboration

- A. Goal:** Continue to work closely with city and regional economic development agencies and stakeholders to support and retain existing business and recruit new business and development opportunities.  
Action Step 1. Continue to meet with TraverseConnect, Venture North and others to discuss business development needs and resources.
- B. Goal:** Continue to communicate with regional entities about the role of the DDA in city-wide and regional economic development activities.  
Action Step 1. Regularly present on DDA activities and initiatives to regional jurisdictions, taxing entities and community stakeholders.
- C. Goal:** Use multiple channel’s of outreach to invite partnership and collaboration in on-going development and refinement of this Strategic Plan and in programs and activities to implement the Strategic plan.  
Action Step 1. Regularly communicate the DDA’s desire to partner and collaborate on programs and activities with local and regional stakeholders and the public.



# The City of Wyandotte, Michigan Downtown Development Authority Strategic Plan 2017



*Adopted by the City of Wyandotte April 3, 2017*

## ACKNOWLEDGEMENTS

### DDA Mission

*The Wyandotte Downtown Development Authority shall initiate and coordinate downtown development through design, business recruitment, promotion and the effective use of private and public space for an attractive, festive downtown atmosphere.*

The Downtown Development Authority is comprised of citizens who represent businesses and property owners of the Downtown District. The Mayor of the City of Wyandotte also sits on the DDA Board. Members are appointed under the authority of the Mayor of the City of Wyandotte, and serve a term of four years.



### DDA Director

Joe Gruber

### Special Projects Coordinator and Former DDA Director

Natalie Rankine

### DDA Board

Patt Slack, Board Chair

Vanessa Morse

John Jarjosa

Mikelle Vargas

Joseph R. Peterson, Mayor

Anne Majlinger

Leo Stevenson

Norm Walker

Rick DeSana



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### EXECUTIVE SUMMARY



## **Strategic Planning**

The 2017 Downtown Development Authority's (DDA) Strategic Plan represents the DDA's vision for the future of Downtown Wyandotte. The process of strategic planning helps the DDA board to establish an understanding of the basic principles that will help downtown Wyandotte thrive in the years to come. The plan clearly identifies successes, objectives and action strategies that will serve as a guide for the DDA over the next five to ten years. The Wyandotte DDA Board should be a forward-thinking body concerned with keeping and expanding a mixed-use residential, shopping, dining and entertainment district for the entire Downriver area. The Board should pursue and implement initiatives that focus on connectivity, beautification and placemaking.

The process for creating the DDA's Strategic Plan is a collaborative process between members of the DDA Futuring Committee, business owners and members of the community. Over 90 community members participated in the community engagement session and over 850 citizens, property and business owners completed the DDA Strategic Planning survey. It is important that the DDA balance organizational, promotional, redevelopment and aesthetic strategies to improve Downtown Wyandotte as this will benefit all stakeholders. Additional surveys and community outreach initiatives will take place throughout 2017 that further guide Strategic Planning.

During the winter and early spring of 2017, the DDA will welcome the Michigan State University's Student Planning Practicum through the College of Planning, Design and Construction Management. This program will bring five students into Downtown Wyandotte to organize, compile and construct a major planning initiative. This planning initiative will be used to enhance or update this 2017 DDA Strategic Plan while further assessing and identifying assets and opportunities from which the City of Wyandotte and Downtown Wyandotte can bolster its multifaceted development projects, i.e. Human Development, Organizational Development, Physical Development and Economic Development. A major goal of this Student Planning Practicum is to establish a logistics-based community-focused healthy lifestyle initiative. Major goals also include establishing a network of interconnected greenways and water trails; opportunities for local food production and distribution; increased community partnerships that support health and wellness. MSU Students will work closely with residents, business owners, visitors, organizations and stakeholders to refine and guide DDA Strategic Planning.

## **About the DDA**

The Downtown Development Authority (DDA) is the organization which assists in planning and managing the downtown area. The DDA is a body recognized by Michigan State law and is used as an important tool in downtown redevelopment. The DDA can also utilize a variety of financing tools to bring about revitalization and economic development of the businesses in the district. DDA Board members own property and



businesses or reside in the DDA district. The State of Michigan passed Public Act 197 of 1975, known as the Downtown Development Authority Act, which enables city, village, or township governments to designate a specific downtown area and establish a separate “public body corporate” to carry out certain planning and development functions in that area, within the municipality. The functions of the Downtown Development Authority (DDA) are designed to work with the municipality and the state to deliver public improvements that produce a favorable environment for businesses, events and other economic activities that help downtown prosper.

### **Why is the success of Downtown Wyandotte so important?**

The downtown is the city’s center, geographically being a point where the major roads meet and people intersect. However, socially and economically, our downtown is what gives Wyandotte its identity. The health of any city is directly connected to the viability of its downtown. Being the primary place where most services and needs are distributed, and in order to maintain a stable economy, it is important for a city and its surrounding region to prioritize investment in a vibrant downtown district.

### **How is the DDA Funded?**

The DDA's primary source of funding is tax revenue derived from Tax Increment Financing, or TIF. Within the DDA's boundaries, any increase in tax revenues resulting from new development is captured by the DDA, rather than going to the taxing body it would normally go to, such as the City, County, or State. (School taxes are not captured.) The DDA may also benefit from special assessments, millage, revenue bonds, donations, grants and other contributions from local government. This funding is not included in the City’s General Fund and may not be used for typical Government expenditures.

### **How is DDA Funding being used?**

This captured revenue is used for a variety of projects and initiatives. The primary purpose of these expenditures are streetscape improvements, infrastructure, grants to new businesses, façade grants, special events, marketing, parking lot construction, farmers market and other key projects throughout downtown. DDA funding may only be spent within DDA District Boundaries or to benefit the DDA District.







## Outreach and Engagement

The successful outcome of our planning process relied on participation from the community. The public outreach process included a Community Engagement Workshop, a Community Survey and input from citizens, elected officials and business and property owners.



### Community Engagement Workshop

The DDA hosted a Community Engagement Workshop on Wednesday, April 2<sup>nd</sup>, 2014 at the Wyandotte Arts Center located at 81 Chestnut. Over 90 stakeholders participated in the workshop and feedback was received about a wide variety of ideas about everything from parking, businesses, parks, retail, design and infrastructure relative to Downtown Wyandotte. The workshop included brainstorming exercises in which small groups and individuals worked together to formulate ideas. Several DDA Board members and the DDA director facilitated the discussions and were on-site to answer specific questions about the DDA.





During the workshop participants had the opportunity to discuss ideas, issues and challenges that the city faces. They focused on areas of concern including: Infrastructure, Restaurants, Events, Retail, and asking participants what they liked and disliked about Downtown Wyandotte. Individuals and teams established priorities by voting for the most important. A summary of comments and results from the workshop may be found in Appendix B.



## Community Survey

The DDA also conducted a month-long online and paper survey in 2014. This survey was mailed to all residents and business owners in Wyandotte and distributed electronically through our e-news service. More than 800 respondents participated in our survey. According to the 2010 US Census, this is approximately 3% of the total population of Wyandotte (25,883), not including business owners.

Both the Community Survey and workshop had the same types of sentiments. People want more residential living downtown, better parking lots, better signage to shops to restaurants, good use of waterfront, more and more diverse retail. They are asking for different types of restaurants. They desire longer hours for shops and better weekend hours for restaurants. There were a large number of requests for outdoor concert series and more family-friendly events. They desire more outdoor movies during the summer and an indoor movie series during the winter. Criticisms were that we needed more trash cans, cleaner parking lots, public restrooms and fewer vacancies. A complete list of comments and survey results may be found in Appendix C.



REDEVELOPMENT

What level of value, importance or priority would you place on downtown redevelopment and revitalization efforts to:

High	Mod	Low	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Enhance pedestrian access by improving sidewalks, crosswalks and traffic circulation?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Restore and preserve the downtown's historic buildings and landmarks?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Stage additional events in the downtown area?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop additional housing in and near the downtown area?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Recruit businesses and expand a variety of shopping, dining, etc.?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Implement downtown signage and business wayfinding directory?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Rebuild existing parking lots in the downtown area?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Establishing a year-round Farmers Market in downtown Wyandotte?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Installation of public art works throughout downtown?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Creating pedestrian pathways to link the riverfront and BASF park to downtown?
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Creating bike paths throughout the center of downtown?

<p>Likelihood you would patronize this type of business downtown:</p> <table border="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; text-align: center;">High</th> <th style="width: 10%; text-align: center;">Mod</th> <th style="width: 10%; text-align: center;">Low</th> <th style="width: 80%;"></th> </tr> </thead> <tbody> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Restaurant</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Book and/or record store</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Grocer</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Crafts &amp; hobbies</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>DVD or video game store/rental</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Coffee house</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Gifts &amp; novelties</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Computers &amp; computer software</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Antiques &amp; collectibles</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Radio, TV &amp; consumer electronics</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Furniture &amp; home furnishings</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Physical fitness facilities</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Laundry &amp; dry cleaning</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Mailing and/or printing service</td></tr> <tr><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td>Clothing retailer</td></tr> </tbody> </table>	High	Mod	Low		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Book and/or record store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Grocer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Crafts & hobbies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	DVD or video game store/rental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Coffee house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gifts & novelties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Computers & computer software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Antiques & collectibles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Radio, TV & consumer electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Furniture & home furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Physical fitness facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Laundry & dry cleaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mailing and/or printing service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Clothing retailer	<p>What do you think would make downtown Wyandotte a more desirable place to visit?</p> <p><input type="radio"/> More retail shops</p> <p><input type="radio"/> More restaurants</p> <p><input type="radio"/> More night life</p> <p><input type="radio"/> More housing</p> <p><input type="radio"/> More people</p>
High	Mod	Low																																																															
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Clothing retailer																																																														

Are there other types of businesses that aren't listed above that you would likely solicit?

\_\_\_\_\_



MARKETING AND COMMUNICATION

<p>How do you find out about downtown happenings?</p> <p><input type="radio"/> City e-newsletter</p> <p><input type="radio"/> Local newspaper</p> <p><input type="radio"/> Television</p> <p><input type="radio"/> Electronic signage</p> <p><input type="radio"/> Word of mouth</p> <p><input type="radio"/> Social media sites</p> <p><input type="radio"/> City website</p> <p><input type="radio"/> Downtown guide/city calendar</p> <p><input type="radio"/> Posters</p> <p><input type="radio"/> _____</p>	<p>Of the following media sources which have the most influence on your local shopping habits and purchase decisions?</p> <p><input type="radio"/> Local newspaper</p> <p><input type="radio"/> Downtown guidebook</p> <p><input type="radio"/> Television</p> <p><input type="radio"/> Radio</p> <p><input type="radio"/> Internet/email marketing</p> <p><input type="radio"/> Social media sites</p> <p><input type="radio"/> Direct mail</p> <p><input type="radio"/> Print media</p> <p><input type="radio"/> _____</p>	<p>Other comments/ideas/suggestions:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Need more copies of this survey? You can go online and print more or take our survey at:



## Physical Assessment

Downtown Wyandotte has many valuable assets: The district has a large number of historic buildings, it is sited along the beautiful Detroit River, the district is walkable and our events and programs attract visitors from around Southeast Michigan. There are also many small nodes downtown that help reinforce a sense of place and make for great gathering spots including: the clocktower and arbor area, the fountain, the open greenspace (old Theatre lot) at First and Elm, parks and the various veterans' memorials. That said, there are many aspects of downtown that can be greatly improved upon to make the downtown more vibrant, walkable and aesthetically pleasing.

- The district should be maintained in a manner which is conducive to consumer shopping as well as attractive to prospective merchants.
- The district should promote internal and external connectivity, providing access to a multimodal regional transit system.
- The district should

## Architecture

The downtown architecture has a strong sense of history with many multi-story mid-to-late 19<sup>th</sup> century buildings as well as new construction which draws on this historic character. These buildings all show a similar density, frontage, height and scale. Even with all of these things in common, they all exhibit a rich diversity in design character and features. The buildings in Downtown Wyandotte generally include the following architectural features:

- Brick or masonry façade with storefront at first level
- Building façade is brought to right-of-way or sidewalk to preserve the traditional urban streetscape
- Zero setbacks and front and side yards
- Cornice and architectural features at upper and intermediate levels
- Awnings set within storefront opening at full width of storefront





There are also a number of buildings in the district with contemporary façade designs which do not fit contextually, as well as a few vacant parcels in key areas of the district which appear as “missing teeth” in the downtown streetscape. These areas for improvement are denoted on the map on page 12.



## Wayfinding/Signage

Though the city has a few ‘Welcome to Wyandotte’ signs located on the major thoroughfares, gateway and wayfinding signage is non-existent downtown. There are a very limited number of banners that direct visitors to public parking. Consideration should be given to placement of a signage/wayfinding system to denote the locations of the following:



- Arts Center
- City Hall
- Downtown Shopping and Dining
- Farmers Market
- Golf Course
- Library
- Museums Campus
- Parks: Bishop and BASF
- Public Parking
- Riverfront
- Yack Arena

Connections between downtown, the parks and the riverfront are not defined and a wayfinding system is needed to direct visitors from the entryways (denoted on the map below) and to businesses and other amenities within the district.





### Parking Lots and Refuse Containers

Though there is the perception that more parking is needed, ample parking is located within a few blocks walking distance from most retail shops and restaurants. The availability of free parking throughout



downtown had been hampered by downtown employees using the most desirable spaces which created the perception that parking was inadequate. There remains the conundrum between those willing to park far away in a large shopping mall parking lot and those unwilling to park a block from a store in Downtown Wyandotte, even if it is closer than parking in a large shopping mall parking lot.

The reluctance to use perimeter surface lots may be in part due to the lack of interesting and aesthetically pleasing pedestrian connections. Many of the existing downtown lots were in poor shape and flanked by unsightly dumpsters. The need for refuse containers is inevitable in any downtown. Throughout the summer of 2015, major renovations were made to address these two challenges. The large parking lot adjacent to Bishop Park and the Detroit River waterfront was completely resurfaced and painted. Simultaneously, new physical structures were built to house the dumpsters in the Bishop Park parking lot and the large parking lot along Oak St. and 1<sup>st</sup> St. The addition of these masonry dumpster enclosures and landscaping around these dumpsters has helped to screen these containers from pedestrian view. Replacing dumpsters with trash compactors has aided in reducing the number of dumpster units needed throughout downtown. The addition of recycling containers would reduce the need for dumpsters and would aid in the greening of downtown. In addition to cleaning up these privately owned refuse containers; there is a significant need for additional pedestrian trash cans throughout downtown. Pedestrians should be heavily favored in consideration of downtown physical improvements.

Some parking lots still require visitors to walk around the front of the entire block to gain access to the storefronts, while others like Chelsea Menswear and Total Health Foods have access from the parking lot side, though this is not common knowledge to new visitors. Connectivity should remain to be a major initiative of the DDA and the City of Wyandotte. Wayfinding and signage improvements should consider overall connectivity and walkability of downtown. Physical improvements should happen in tandem with wayfinding initiatives and should be made around the idea that every moment spent in the Downtown Wyandotte should be enjoyable and pleasing to all senses.

This means ensuring that all parking lots have a clear, pleasing identifiable edge. The appearance should look kempt, appealing and approachable. Public parking should be readily identifiable, aesthetically pleasing and consistent in appearance to distinguish it from private parking downtown. Public Parking should flow seamlessly and effortlessly into the commercial corridor and programming offered downtown through attractive corridors and causeways, all guided by an effective and unique network of wayfinding systems.





## **Pedestrian Walkways to Riverfront/BASF Park/Golf Course/Downtown**

From the standpoint of a pedestrian, Wyandotte is compact, pedestrian friendly and walkable. There are a number of benches and seating areas throughout the district and the walking distances are short enough to encourage residents and visitors to meander. The DDA should focus on walkability and connectivity to enhance the environment conducive to businesses and residents.



Studies show that the majority of pedestrians are not willing to walk further than  $\frac{1}{4}$  of a mile or about 5 minutes. The map below illustrates that the majority of the DDA district and adjacent neighborhoods falls into this range.





However, studies also show that if there are significant land blockages, dead-end streets, sidewalks that end, unsightly or blighted buildings, this radius drops. Given the fact that Downtown Wyandotte was designed on a grid, the downtown is easy to navigate. It is important to note that this willingness to walk is also dependent upon one's ability to rest in a shaded area or find a bench. This is especially important for children and older people. In addition, people's willingness to walk is largely dependent upon the perception of safety and security for pedestrians. For this, the DDA should also consider lighting, security cameras, traffic speed and density.

There are several opportunities to implement physical improvements to alleyways around Downtown that make them more accessible to the general public and more conducive to walking. In this instance, dark, dirty and poor quality alleyways should be transformed to well lit, clean and beautiful causeways, creating a



seamless transition from parking lots to the main commercial corridor. For example, the alleyway between 3152 Studio and Frank's Restaurant and Pizzeria is a perfect example of an existing alleyway that serves the purpose of seating for restaurant goers. The quasi parking lot and alleyway behind the collection of buildings on the west side of the 3100 block of Biddle is a tremendous opportunity. Collaboration between the City of Wyandotte, the Downtown Development Authority and the respective property owners would allow for tremendous enhancements and physical improvements that would benefit pedestrians and retailers.

Additional benches and waste receptacles are required throughout the downtown district. The existing benches were in significant need of repair. This is due to the constant and regular removal and reinstallation of the benches and trashcans throughout the years of programming. The DDA and the City of Wyandotte has considered installing more resilient fixtures throughout downtown that also hold artistic quality and are aesthetically pleasing.

During the Summer of 2016, the DDA engaged in a collaborative partnership with Wyandotte Family Church and the Week in Wyandotte that successfully delivered a bench restoration project. This brought dozens of teenagers into the Downtown to help drive a much-needed improvement project of 54 Downtown Benches. The students were responsible for disassembling the benches of the old cedar boards and sanding and staining the new cedar boards in preparation of assembling the newly finished benches. These new cedar boards were provided at a significant discount by Mans Lumber. Meanwhile, the raw metal benches were sent to Materials Processing Inc. who offered a tremendously discounted rate for burning, stripping, sandblasting and powder coating the old benches. While the project faced many delays and setbacks in a timeline, the results were overwhelmingly positive, including significant cost savings and long life span of the newly finished benches.

## **Placemaking and Streetscape**

Downtown Wyandotte has a limited number of public gathering spaces. Bishop and BASF parks are successful, but not in close proximity to downtown when downtown events occur. The fountain, clock tower and arbor area are currently utilized as downtown gathering spaces, but additions of smaller pocket parks, more seating and gathering spaces should be added throughout the district.





The district currently has a fair number of outdoor cafes, which act as gathering spaces and attract visitors to these restaurants and bars. In the instance of RP McMurphy's, a blighted alley was turned into a beautifully landscaped outdoor seating area. The creation of these spaces should be encouraged and funded by the DDA. For example, a similar partnership could take place between the Loeckner Law Offices building and Magdaleno Ristorante. The adjoining alleyway (owned by the Law Offices building owner) is a perfect location to add additional outdoor seating for the restaurant. This would generate additional revenue for both the property owner and the restaurant owner while simultaneously contributing to the beautiful and energetic outdoor atmosphere of Downtown Wyandotte. Considering contextual differences between the successful RP McMurphy's patio, minor challenges may arise with finding suitable hours of operation between the Law Offices and the restaurant. The DDA should play a role as facilitator to ensure successful project delivery. Benches, picnic tables and seating help to encourage placemaking and encourage people to congregate downtown. Though there are a fair number downtown, the existing benches are beginning to show significant signs of wear. Where appropriate, public art projects and art and music events should also be encouraged and funded downtown to add interest to downtown.

During the late Spring of 2017, the DDA will implement a significant placemaking project at the corner of Sycamore Street and Biddle Avenue in front of City Hall. A new pocket park and public gathering space will be constructed through the MEDC and MSHDA "Public Spaces, Community Places" Program. The name of this project is known as Arrow Head Pavilion, named for the overhead shape of the corner of Sycamore Street and Biddle Avenue. This project was guided by the DDA Design Committee and publicly bid on the Michigan Intergovernmental Trade Network (MITN) as a Design-Build-Furnish project. The awarded bidder Pizzo Development Company has produced professional and conceptual design renderings that illustrate an



attractive space that enhances walkability through additional paved walkways and promotes public gathering through additional seating, artistic installations, lighting and signage. The DDA has used these renderings to market the program and stage for our public fundraiser. MEDC and MSHDA will provide a \$50,000 matching grant provided the DDA can successfully fundraise for an additional \$50,000 through Patronicity, a Michigan-based online crowdfunding website who has partnered with MEDC and MSHDA to facilitate this program. This project should be completed by early Summer, June 2017.

The Wyandotte Beautification Commission (an all-volunteer organization) is currently funded by the DDA in order to plant and maintain the landscaping in the downtown area. The commission does a good job of planting, but it is evident that a comprehensive plan and documentation of the perennial plantings is needed.

Though not in the DDA District proper, Bishop and BASF Parks are wonderful gathering spaces and the role of each of these riverfront parks as gathering spaces can only be strengthened by offering pedestrian walkways and signage to and from the downtown shopping and dining areas and these riverfront parks.

The DDA currently operates a seasonal farmers market, which was established in 2010. . The market brings special events, educational programs and music for all ages downtown each week. The market sells fresh local produce and locally prepared foods each week from June through October. Feedback has shown that citizens desire longer hours and more variety in food choices. The market has responded to these requests by extending market hours and adding appropriate vendors. We've also established a strong relationship with our vendors who continue to recommend new vendors and draw patrons to the market each week. The market also works to integrate our downtown businesses by offering vendor space and partnering with them to lead demonstrations and market programming. The goal of our market is to become "the" destination market for Downriver.

## **Redevelopment Ready Community (RRC) Certification**

The City of Wyandotte has been actively pursuing Redevelopment Ready Community (RRC) Certification with the Michigan Economic Development Corporation (MEDC). This certification serves as a one-stop shop for developers and business owners interested in doing business in the City of Wyandotte. This certification acknowledges that Wyandotte has compiled a comprehensive set of development standards, guidelines, operating procedures and best practices by which developers can expeditiously research, plan and construct new developments within the community. These best practices include Community Plans and Public Outreach, Zoning Policy and Regulations, Development Review Process, Education and Training, Redevelopment Ready Sites, and Community Prosperity. The Downtown Development Authority and its Board of Directors should familiarize themselves with this program and certification and share this documents with all prospective business owners and developers.





## Coastal Zone Management and Future Marina at Bishop Park

The City of Wyandotte has been exploring the possibility of a transient marina at Bishop Park. The March 2013 Operations and Marketing Report produced by the City of Wyandotte's ad-hoc Marina Committee should be updated to incorporate present day forces throughout the Southeast Michigan and Great Lakes regions that could have positive impact on the proposed marina. This includes the Detroit International Wildlife Refuge and the Detroit Wayne County Port Authority. Additional strategic planning will illuminate additional resources and potential partnerships to ensure a sustainable marina development that impacts a much broader footprint, beyond the immediate Downtown. Contributing to an interconnected region while supporting Multimodal transportation initiatives is certainly in the best interest of Downtown Wyandotte. Public transit, greenways, bicycle and pedestrian infrastructure and water trails are important aspects of economic development in a dynamic Coastal Community. In the event the city builds a transient marina, the DDA should support placemaking efforts, wayfinding, programming, marketing and events to drive traffic to the downtown area from the marina.

### Key Considerations in the Physical Improvement of Downtown:

- New buildings should be constructed of brick facing using historical context and scale for design.
- Encourage restoration of historic buildings within the district.
- Increase pedestrian activity and safety by encouraging first level storefront treatment. First floor spaces should be designed for both office/retail/restaurant uses to allow a smooth transition in the event these change use.
- Develop a wayfinding system to direct both vehicular and foot traffic to and throughout downtown.
- Add signage to direct visitors to downtown shopping and dining from major gateways.
- Enforce the 2 hour parking limit for parking in close proximity to retail and restaurants and require employees to utilize the parking lots located on the outskirts of downtown.
- Rebuild public parking lots with a higher aesthetic standard: More landscaping, flanked with decorative brick piers, columns or fencing, edge-defining elements and adequate lighting.
- Encouragement of pass-through spaces and pocket parks as pedestrian gateways from parking lots to businesses.
- Encouragement and facilitation of outdoor cafes and outdoor seating.
- Plan for replacement of existing benches and addition of benches, picnic tables, bike racks and outdoor furniture to encourage placemaking where needed throughout the district.
- Encouragement and funding of public art projects.
- Work with the Beautification Commission to document current perennial plantings and create a comprehensive plan for future planting and beautification projects downtown.





Work to make the Wyandotte Farmers Market ‘the’ destination farmers market for Downriver.**Economic Development**

The primary goal of the DDA Board is to assemble an eclectic mix of merchants and businesses that can cross pollinate consumers, to draw customers from Wyandotte and beyond, and to strengthen the residential districts by having a vibrant shopping and dining district downtown.

Downtown Wyandotte is comprised of more than two dozen commercial and residential blocks located in the Wyandotte’s Central Business District just west of the Detroit River. The district is primarily composed of first-floor office/retail or restaurant space with some second floor office and residential living space.

There are currently a total of 211 commercial properties in the DDA District.

166 of these commercial properties are occupied, yielding a current vacancy rate of 21%.

The majority of the businesses in the district - 46% of these properties - fall in the service-related business category.

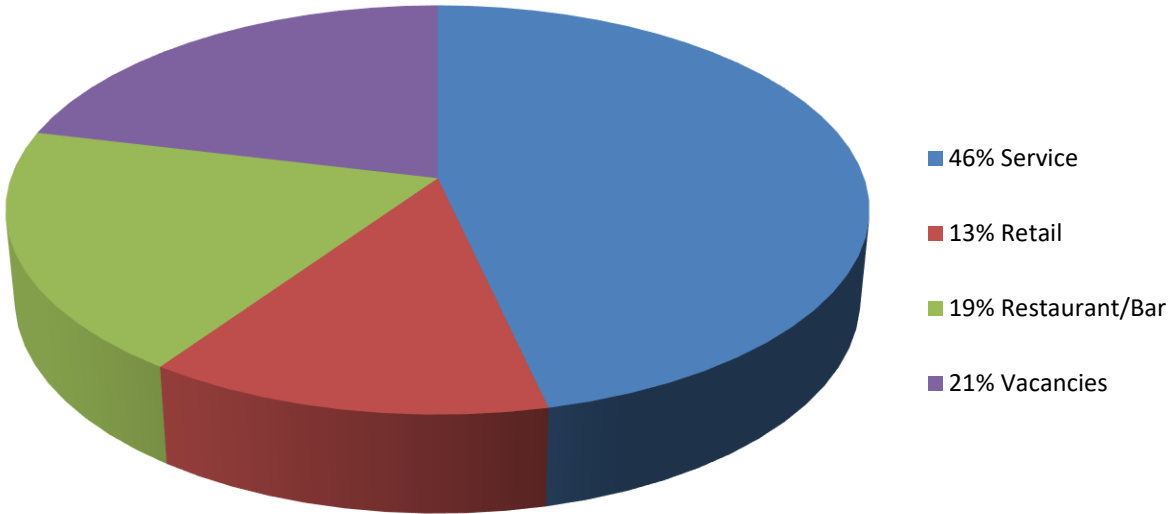
13% of these properties are retail business.

19% of these properties are restaurant/bar establishments.

A breakdown of DDA Businesses may be found on the following page:

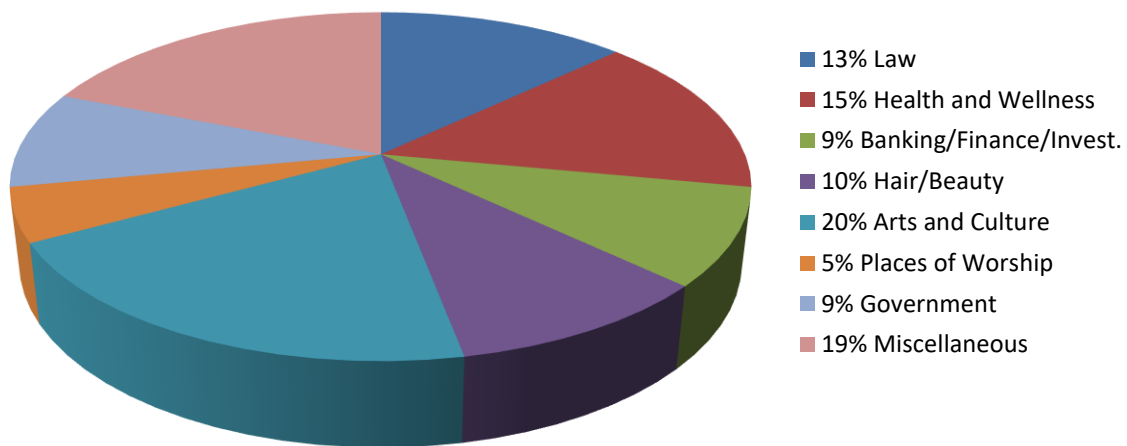


### DDA District Businesses



A breakdown of the service-related businesses is as follows:

### Service-Related Businesses



Though a small vacancy rate is needed to ensure business opportunity, vacancies in general should be viewed as the antithesis of success and as such the DDA should actively seek out and monetarily support desired merchants and businesses to complement the existing mix of businesses.

- Vacancies can be viewed as opportunities to upgrade merchant and business selection for the citizenry.
- The DDA should assist landowners in the sourcing and selection of merchants which benefit the downtown and those who have staying power.

### **Key Considerations in Economic Improvement of Downtown**

- Encourage more diversity in retail and service-related businesses.
- Increase percentage of retail businesses to a minimum of 20%.
- Encourage number of and type of restaurants downtown.
- Increase the percentage and number of second-story residential units downtown. Special attention should be paid to the missing middle housing market which includes diverse types and styles of housing that are attractive to a large group of diverse residents.
- Actively court business types which the district does not already have.
- Actively court ‘destination’ businesses which are compatible with and complement our existing businesses downtown.

### **Schedule of Desired DDA District Business Types**

Preferred merchants having the necessary attributes for solicitation and to receive DDA monetary support are as follows:

- Various types of restaurants and entertainment establishments
- Clothing merchants
- Jewelry Stores
- Kitchen supplies and utensil
- Wine/craft beer/cheese
- General food/grocer
- Upscale second hand store/boutique
- Specialty merchant stores
- Boutique Hotel
- Upscale antique/vintage store
- Book/record/music store
- Breweries
- Shoe store



- Tertiary businesses and services occupying commercial office space
- Cooperative businesses and Co-working office space

## Implementation Strategies

Downtown Wyandotte is the center for the downriver communities, a collection of 18 cities and townships south of Detroit. The Wyandotte DDA, designed to insure the success of the district, uses a four prong approach to guide the downtown;

### **I. The primary focus of the DDA is to market the district to select outside merchants and businesses to minimize vacancies and promote a vibrant atmosphere to consumers (*marketing to merchants and businesses*)**

These strategies help sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's needs. Converting used or underused commercial space into economically productive property will help to boost the productivity of the district. Activity begets activity and as such, the DDA should aggressively support events such as Third Fridays, Restaurant Week, Small Business Saturday, The Wyandotte Street Art Fair and other seasonal events.

#### **A. Memberships**

The DDA should maintain or join memberships in organizations that can provide the resources and education regarding economic development and commercial revitalization. Some of the recommended memberships include: Michigan Downtown Association, Michigan Economic Development Association, Michigan Retailers Association and the Council of Shopping Centers.

#### **B. Business Recruitment**

The business recruitment program should include the following:

1. Building and Business Inventory: A data inventory of all the properties within the district which includes information such as occupancy and vacancy rates of commercial properties; average cost per square foot; pedestrian and vehicular traffic counts; approximate income and revenue rates of commercial businesses
2. Available Properties List: Post all available properties online and update consistently.
3. Desired Businesses List: This list may be found on page and should be updated on a consistent basis.



4. Create a *Doing Business in Wyandotte Guide* – This guide should include the steps a new business owner would take in order to open a business in Wyandotte, permitting, regulations, grant information, incentives, signage, etc. The guide would also serve as an important tool for business recruitment and could be personalized for each prospect.

### C. Business Retention

Retention is critically important to our downtown. Business retention can be as simple as maintaining a safe, clean, and well-maintained environment or it can become a more comprehensive program of financial assistance, workshops and seminars. Examples include:

1. Business expansion plan: Develop a strategy for expanding businesses that have outgrown their space.
2. Cooperative advertising: Working with businesses and the media to coordinate a cooperative advertising program and pricing.
3. Educational workshops: Workshops in customer service practices, window display, business trends, advertising and marketing.
4. Cross Promotions and Existing Business Stimulus Program: Direct financial assistance and grant money for existing businesses and organizations to develop mutually-beneficial programming in support of shopping, dining and experiencing events in Downtown Wyandotte.

## II. The secondary focus of the DDA is to guide and assist public entities in marketing the district to consumers (marketing to consumers)

Marketing and promotion sells a positive image of the district and encourages consumers and investors to live, shop, dine, work and play downtown. Our marketing the district's unique characteristics to residents, investors, business owners and visitors, and effective promotional strategy forges a positive image through advertising, retail promotional activity, programs, special events and marketing campaigns. These activities are carried out by staff, partner organizations and volunteers and help improve consumer confidence and encourage commercial activity and investment in the district.

### A. Partnerships



Continue marketing partnerships with other organizations and businesses and forge new partnerships that will ensure that the City and the DDA meet goals in a timely manner without duplicating efforts. Examples include:

1. Cross marketing: Coordinate with other businesses to advertise each other's shops. A restaurant or theatre group may offer discounts for those who shop downtown.
2. Category advertising: Businesses that share customers of the same type to market together, so that customers have a broad range of choices.

Consolidate interdepartmental marketing strategies within City of Wyandotte Departments of Government in order to drive high quality and marketing of the City and it's Downtown, including the Special Events Office, Museum Campus and Municipal Services.

**B. Marketing to Consumers**

3. Communicating to the public about DDA activities is crucial to strengthening its image and crucial to the program's success. The goal is to use every avenue available to announce happenings downtown: Print, radio and television advertising, newsletters and word-of-mouth. This includes continued work alongside our hired professional publicist in gaining popular spots with local news and media outlets including major news channels, news papers and television shows.

**III. Additionally, the DDA should promote good design and development by implementing standards for storefronts, sidewalks, streets and parking areas.**

An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signage, sidewalk cafes, streetlights, seating and landscaping conveys a positive message about the district and what it has to offer. Instilling good maintenance practices in the district, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging contextual new construction, and long term planning will help to strengthen the viability of the district. Please see DDA Design Guidelines in Appendix D for more information.

**IV. The DDA should also drive economic development through public-private partnerships and local government strategies.**

Partnerships with businesses, non-profit organizations and volunteers are essential to the success of downtown. To promote vibrancy, the DDA should actively market the district along with assisting other entities in the marketing of the district through monetary support, idea generation and general seasonal appeal. Local government strategies are initiatives that need to be accomplished in order to facilitate programs and projects. This may include collecting data, proposing ordinance changes, offering grants and working with elected officials at the local and state levels to offer other financial incentives. Examples include:





### **A. Façade Grant Program and Tax Incentives**

Consideration should be given for incentive programs to encourage historic restorations to the physical appearance of the buildings in the DDA District. The DDA should also work with officials at the local and state level (MEDC, MISHDA) to offer new developments tax incentives and grants.

### **B. Maintenance**

The DDA board should be the eyes and ears for maintenance throughout the district. The DDA should work with the City to manage the design, implementation and maintenance of beautification projects that promote a quality image and enhance customer convenience. These include: Flowers, plantings, banners, flags, entryway beautification, parking areas and placemaking efforts.

### **C. Wayfinding Plan and Signage**

Work with the City to create wayfinding signage system at the entryways to downtown and throughout the district.

### **D. Increase Number of High Quality Downtown Residential Living Units**

There are many opportunities for upper-story housing development downtown. In order to encourage this kind of development, financial incentive programs should be developed.

#### Timeline of Desired Projects

- Capital Improvements Plan (CIP) – Downtown Infrastructure Improvements

- Eureka Road Viaduct

PROJECTED COMPLETION: Fall 2017

The Eureka Viaduct Improvements plan will improve the existing streetscape and foliage of the Eureka Road Viaduct underneath the Railroad Bridges. The current conditions of the viaduct is in a significant state of disrepair. Blight removal and physical enhancements to this prominent gateway into the Downtown are necessary.

(1) Major overhaul of project site

(2) Uprooting and blight removal of slopes and beds



- (3) Restoration of water lines and sprinkler systems
- (4) Planting of perennial bushes, shrubs and flowers.
- (5) Green Infrastructure installations and Rain Gardens
- (6) Art Installations and Advertising Spaces

- o City Parking Lot #6 and #2

PROJECTED COMPLETION: Fall 2017

These surface parking lots are located east of Biddle Avenue between Eureka Rd. and Elm Street. These parking lots adjacent to the Van Alstyne residential community and are in serious need of patching and resurfacing. Property owners, business owners, Waste Management Services, Department of Public Services and Department of Engineering should collaborate and consolidate dumpsters in order to beautify the space, save parking, and make this area cleaner and safer. The DDA will supplement this effort by constructing new dumpster enclosures for the new dumpsters, enhancing lighting, and performing minor repairs to the parking lot surface. This has been successful in other portions of the Downtown community.

- o James R. DeSana Center for Arts and Culture, 81 Chestnut Street

PROJECTED COMPLETION: Fall 2017

These surface parking lots are located ea

<b>Estimated 2017 Cost:</b>	Tuck-Pointing - \$75,000.00
<b>Estimated 2018 Cost:</b>	Roof Replacement - \$60,000.00
<b>Estimated 2019 Cost:</b>	Plaster Work - \$200,000

The roof has an expected lifetime of 20 years while the plasterwork and tuck pointing have an estimated life of 50 years.

- 1) **Professional Organizational Development (POD) Grants** are a 1 to 0.25 match (25%) up to \$1,500. This money can be used to hire a consultant/architect that can develop professional designs and outline an organized plan phased out for construction and physical improvements. **POD Grant Scenario** = DCA allocates \$2,500 for planning and consulting MCACA contributes \$7,500 as match, Total cost of DCA Planning Project = \$10,000. This money can be used to hire architects, planners and designers. This Planning Project outlines 6 specific phases (individual projects)



- 2) **Capital Improvements (CI) Grants** are 1 to 1 match (100%) up to \$100,000. This money can be used to pay for cost of renovation, rehabilitation and physical improvements. It can also be used for equipment. DCA can apply for these grants for one project at a time. However, if a construction plan is phased-out, and not lumped together in one big plan, DCA can apply for capital improvements grant in each phase. **CI Grants Scenario** = DCA allocates \$100,000 for each individual phase *at a time*, MCACA contributes \$100,000 as match for each individual phase *at a time*

Phase 1 – Ceiling = \$200,000 (SPLIT 50/50)

Phase 2 – Walls and Halls = \$200,000 (SPLIT 50/50)

Phase 3 – Floors and Stage = \$200,000 (SPLIT 50/50)

Phase 4 – Seating and Misc. = \$200,000 (SPLIT 50/50)

Phase 5 – ADA and operations = \$200,000 (SPLIT 50/50)

Phase 6 – Sound and Lighting = \$200,000 (SPLIT 50/50)

Total cost of DCA Performing Arts Center Rehab. Projects = \$1.2 million

- Downtown Alleyway Enhancements

PROJECTED COMPLETION: Fall 2018

Downtown Alleyways present a tremendous opportunity for the residents, businesses and visitors downtown. Currently, the alleyways are used for utilitarian purposes: loading and unloading zones; waster management; shipping and deliveries; repairs and utilities.

**Phase 1) PROJECTED COMPLETION: Fall 2018 to Spring 2028**

Alleyways will be made safer and more aesthetically pleasing, by installing lighter, quicker and cheaper features that enhance pedestrian and bicycle traffic as well as events. In many cases, these installations can be multifunctional to provide additional cost savings.

- (A) Benches, tables and chairs
- (B) Trash cans and dumpster enclosures
- (C) Lighting fixtures
- (D) Art Installations
- (E) Signage and wayfinding systems
- (F) Bicycle racks

**Phase 2) PROJECTED COMPLETION: Fall 2020 to Spring 2028**



Alleyways will be improved so the utility and daily operation in alleyways including shipping, delivery, waste management and parking. This may include implementing systems that provide opportunities for revenue generation.

**Phase 3) PROJECTED COMPLETION: Spring 2028**

All utilities and facilities in the alleyways will be buried and all alleyways will be completely resurfaced.

**Alleyways East of Biddle Avenue**

- **Elm Street to Maple Street** has five utility poles.
- **Maple Street to Sycamore Street** has five utility poles.
- **Sycamore Street to Eureka Road** has five utility poles.

**Alleyways West of Biddle**

- **Sycamore to Maple, and from 2nd to parking alley** has 3 utility poles.
- **Maple to Elm , and from 3rd to parking lots #9 and #10** has 13 utility poles.

- Downriver Linked Greenways Initiative
  - PROJECTED COMPLETION: Fall 2018

The City of Wyandotte has a very strategic and important place along the Downriver Linked Greenways Initiative. This network of greenways and bike lanes will be a tremendous recreational and economic asset that further connects Downtown Wyandotte with Southeast Michigan and the Iron Belle Trail – two separate statewide trails connecting Belle Isle in Detroit with Ironwood in the western Upper Peninsula. Additionally, the Downriver Linked Greenways Initiative will connect Downtown Wyandotte with the Detroit’s rapidly expanding network of bike lanes and Greenways, namely the Detroit Inner circle Greenway.

This project will consist of the construction of new infrastructure and the enhancement of existing infrastructure that supports bicycling and walking. In many circumstances, minor enhancements using reflectors, paint, signage and labels will deliver the necessary improvements needed to delineate and distinguish these routes. Beyond the overlaid portions of the Downriver Linked Greenways Initiative and the Iron Belle Trail, the DDA and City of Wyandotte should use this as an opportunity to assess, identify and implement additional bike lanes or greenways within and around our community, further delivering a network of local greenways. Many studies support the fact that robust bicycle and pedestrian infrastructure promotes economic development by bolstering quality of life and opportunities for recreation, health and wellness.



Currently, the Michigan Department of Transportation (MDOT) and the Southeast Michigan Council of Governments (SEMCOG) are offering and facilitating Transportation Alternative Program (TAP) Grants. These capital improvements grants can be used to construct new infrastructure or enhance existing infrastructure in conjunction with the Iron Belle Trail, the Downriver Linked Greenways Initiative and local networks of bicycle lanes and pedestrian infrastructure.

- Downtown Signage and Wayfinding

- PROJECTED COMPLETION: Fall 2019

The DDA has designed approximately eight stylized banners that should be purchased and hung from all the light poles in Downtown Wyandotte. Banners used to adorn Downtown lightpoles for many years, but have since become damaged and lost. New banners will serve as effective signage and will also help create a sense of place while informing visitors and Downtown Patrons of prominent Wyandotte events and attractions. Furthermore, additional decorative roadside signage should be used to supplement the banner signage by further directing visitors and patrons to Downtown amenities, especially parking.

Beyond the Downtown Fixtures budget and the Miscellaneous budget of the DDA, there may be additional funding opportunities to help supplement the cost of this project. The Transportation Alternative Program (TAP) Grants may be used for signage and way-finding. The project may benefit from additional arts-related funding if the banners are designed and constructed in a unique or creative way that supports local artists and local arts organizations.



Appendix A

**Summary of ESRI data for the City of Wyandotte  
Years 2010, 2012, 2017**

**Population:**

Has decreased, and is predicted to continue to decrease to 2017.

**Population under 18:**

Consistent around 20-21%.

**Total Population by Detailed Age:**

Older population: 45-49, 50-54, and 55-59 three largest age groups.  
Consistent for both Male and Female populations.

**Median Age:**

Increasing

**Owner/Renter Ratio:**

Fairly consistent around 2.5%

**Median Home Value:**

Increasing.

**Average Home Value:**

Increasing.

**Median Household Income:**

Increasing.

**Population by Race:**

Remains overwhelmingly White (over 94%).

**Female Male Population:**

51.1% - 48.9%,

**Total Housing Units:**

Decreasing.

**Residents Foreign Born:**

Below US and Michigan average.

**Density:**

4,800 people per square mile.

**Education:**

Approximately 20% have undergraduate (bachelors) or graduate degree.





## Appendix B

### Community Engagement Session: April 2nd, 2014

#### Key

The number preceding the idea reflects the amount of people who supported the idea.

A **GREEN** number denotes that this idea received POSITIVE feedback.

A **RED** number denotes that this idea received NEGATIVE feedback.

### Community Engagement Session Results

#### INFRASTRUCTURE

**10** More downtown living: condos/lofts/apartments

**1** Make better use of the theater lot. Could be utilized as a park for downtown Wyandotte

**4** Parking meters

**6** Parking structure (not on river)

**12** Downtown directory/kiosk

**6** Make dog walking welcome throughout downtown

**2** Allow more signage on awnings/buildings

**8** Fix existing parking lots

**3** Clean up parks

**7** Marina

**3** Don't destroy public waterfront



## RESTAURANTS

8/2 Put a moratorium on opening restaurants for one year (we have too many)

8 Middle Eastern restaurant

1 Gluten-free restaurant

5 Bread bakery Appendix B Page 3

2 Joe's Crab Shack

2/3 Upscale chain restaurants

3 More outdoor eating spaces

7 More cocktail bars & restaurants with music

5 Old fashioned hot dog cart

## EVENTS

15 Outdoor concert series

4 More outdoor movies

5 Movie series at the DCA

1 Pets on parade

4 More weekend events of any kind



## RETAIL SHOPS

3/4 Apple store

6 Antique store

11 Extended store hours

4 Record store

6 Covered outdoor areas

4 Movie theatre

15 Book store

5 More variety in women's clothes, gifts and accessories

9 Wine bar

5 Linens, bathroom & kitchen

4 More retail shops

9 Shoe store Appendix B Page 4

15 Grocer

4/1 Party decoration store

5/12 Whole Foods Market/Trader Joes

6 Rust Belt Market (like in Ferndale)



WHAT DO YOU LIKE ABOUT DOWNTOWN WYANDOTTE?

- 7 Walkability
- 8 Free parking
- 1 Bike racks (we need more)
- 3 Everything!

WHAT DO YOU DISLIKE ABOUT DOWNTOWN WYANDOTTE?

- 8 Snow removal
- 5 Lack of public restrooms
- 8 Poor snow removal
- 3 Paper covering store front windows
- 15 Need more trash cans downtown
- 6 The vacant buildings look bad
- 6 Stop closing off streets during events



## Appendix C

## Constant Contact Survey Results

**Survey Name:** DDA Strategic Plan

**Response Status:** Partial & Completed

### Gender:

	Number of Response(s)	Response Ratio
Male	252	30.9%
Female	509	62.4%
No Responses	54	6.6%
<b>Total</b>	<b>815</b>	<b>100%</b>

### Age:

	Number of Response(s)	Response Ratio
18 years old or under	1	<1%
19-25 years old	17	2.1%
26-30 years old	33	4.0%
31-35 years old	51	6.3%
36-40 years old	55	6.8%
41-45 years old	59	7.3%
46-50 years old	70	8.6%
51-60 years old	199	24.7%
Over 60	321	39.8%
<b>Total</b>	<b>805</b>	<b>100%</b>

### Annual Household Income:

	Number of Response(s)	Response Ratio
Under \$25,000	125	15.3%
\$25,001 to \$40,000	147	18.0%
\$40,100 to \$50,000	77	9.4%
\$50,001 to \$70,000	111	13.6%
\$70,001 to \$85,000	81	9.9%
\$85,001 to \$100,000	83	10.1%
Over \$100,000	123	15.0%
No Responses	68	8.3%
<b>Total</b>	<b>815</b>	<b>100%</b>



**Marital status:**

	Number of Response(s)	Response Ratio
Married	432	54.2%
Single	162	20.3%
Divorced	106	13.3%
Widowed	99	12.4%
<b>Total</b>	<b>796</b>	<b>100%</b>

**Do you currently work in downtown Wyandotte?**

	Number of Response(s)	Response Ratio
Yes	68	8.7%
No	713	91.2%
<b>Total</b>	<b>781</b>	<b>100%</b>

**Do you own property or are you a business owner in downtown Wyandotte?**

	Number of Response(s)	Response Ratio
I am a downtown property owner	66	8.0%
I own a business downtown	12	1.4%
I am a business & property owner	24	2.9%
Neither	678	83.1%
No Responses	35	4.2%
<b>Total</b>	<b>815</b>	<b>100%</b>

**Do you currently live or have you ever lived in downtown Wyandotte?**

	Number of Response(s)	Response Ratio
Yes	223	27.3%
Yes, but I moved out	27	3.3%
No	529	64.9%
No Responses	36	4.4%
<b>Total</b>	<b>815</b>	<b>100%</b>

**How much leisure time do you spend in downtown Wyandotte?**

	Number of Response(s)	Response Ratio
None at all	143	17.5%
I spend 1-2 hours per week	413	50.6%
I spend 3-4 hours per week	148	18.1%
I spend 5+ hours per week	81	9.9%
No Responses	30	3.6%
<b>Total</b>	<b>815</b>	<b>100%</b>





**How often do you shop in downtown Wyandotte?**

	Number of Response(s)	Response Ratio
Daily	23	2.8%
1 or 2 times a week	186	22.8%
Once or twice a month	333	40.8%
Once or twice a year	225	27.6%
No Responses	48	5.8%
<b>Total</b>	<b>815</b>	<b>100%</b>

**What service industries do you currently patronize downtown? (check all that apply)**

	Number of Response(s)	Response Ratio
Automotive/fuel	230	31.4%
Banking / finance / investment	423	57.8%
Beauty / hair / make-up	156	21.3%
Health & fitness	101	13.8%
Insurance	47	6.4%
Law	33	4.5%
Medical / dental / optical	222	30.3%
Shipping	172	23.5%
Printing	32	4.3%
Government	261	35.7%
Other	212	29.0%
<b>Total</b>	<b>731</b>	<b>100%</b>

**How many times have you visited downtown in the past year for the Street Fair/Parade?**

	Number of Response(s)	Response Ratio
One	304	37.3%
Two	156	19.1%
Three	92	11.2%
Four	24	2.9%
Five	33	4.0%
Other	94	11.5%
No Responses	112	13.7%
<b>Total</b>	<b>815</b>	<b>100%</b>

**How many times have you visited downtown in the past year for Third Friday?**

	Number of Response(s)	Response Ratio
One	138	16.9%
Two	98	12.0%
Three	79	9.6%
Four	65	7.9%
Five	57	6.9%
Other	167	20.4%
No Responses	211	25.8%
<b>Total</b>	<b>815</b>	<b>100%</b>



### How many times have you visited downtown in the past year for Religious activities?

	Number of Response(s)	Response Ratio
One	80	9.8%
Two	26	3.1%
Three	6	<1%
Four	4	<1%
Five	7	<1%
Other	274	33.6%
No Responses	418	51.2%
<b>Total</b>	<b>815</b>	<b>100%</b>

### How many times have you visited downtown in the past year for the Farmers Market?

	Number of Response(s)	Response Ratio
One	120	14.7%
Two	85	10.4%
Three	67	8.2%
Four	52	6.3%
Five	54	6.6%
Other	196	24.0%
No Responses	241	29.5%
<b>Total</b>	<b>815</b>	<b>100%</b>

### How many times have you visited downtown in the past year for Arts & Cultural Events?

	Number of Response(s)	Response Ratio
One	154	18.8%
Two	93	11.4%
Three	35	4.2%
Four	35	4.2%
Five	20	2.4%
Other	148	18.1%
No Responses	330	40.4%
<b>Total</b>	<b>815</b>	<b>100%</b>

### How many times have you visited downtown in the past year for Museum Events?

	Number of Response(s)	Response Ratio
One	143	17.5%
Two	53	6.5%
Three	16	1.9%
Four	12	1.4%
Five	5	<1%
Other	182	22.3%
No Responses	404	49.5%
<b>Total</b>	<b>815</b>	<b>100%</b>



**What time of the day do you most often come downtown?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Before 11:00 am	79	9.6%
11:00 am to 1 pm	112	13.7%
1:00 pm to 4:00 pm	161	19.7%
4:00 pm to 8:00 pm	353	43.3%
After 8:00 pm	38	4.6%
Never	12	1.4%
No Responses	60	7.3%
<b>Total</b>	<b>815</b>	<b>100%</b>

**How often do you come downtown for eating and drinking?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Daily	23	2.8%
1 - 2 times a week	179	21.9%
A few times a month	328	40.2%
A few times a year	188	23.0%
Seldom or never	42	5.1%
No Responses	55	6.7%
<b>Total</b>	<b>815</b>	<b>100%</b>

**How often do you come to downtown Wyandotte to run errands (bank, post office, service-related businesses)?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Daily	45	5.5%
1 - 2 times a week	277	33.9%
A few times a month	332	40.7%
A few times a year	66	8.0%
Seldom or never	41	5.0%
No Responses	54	6.6%
<b>Total</b>	<b>815</b>	<b>100%</b>

**Which types of retail shops do you currently patronize downtown? (check all that apply)**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Gift Shops	391	55.8%
Clothing	308	44.0%
Convenience stores	392	56.0%
Art	164	23.4%
Resale	182	26.0%
Home furnishings / furniture	205	29.2%
Other	110	15.7%
<b>Total</b>	<b>700</b>	<b>100%</b>



**What level of value, importance or priority would you place on downtown redevelopment and revitalization efforts to:**

**1 = High, 2 = Mod, 3 = Low**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<b>1</b>	<b>2</b>	<b>3</b>
Enhance pedestrian access by improving sidewalks, crosswalks and traffic circulation?	229 32%	291 41%	195 27%
Restore and preserve the downtown's historic buildings and landmarks?	439 60%	233 32%	58 8%
Stage additional events in the downtown area?	328 45%	310 43%	91 12%
Develop additional housing in and near the downtown area?	198 27%	251 35%	273 38%
Recruit businesses and expand a variety of shopping, dining, etc?	573 78%	126 17%	35 5%
Implement downtown signage and business wayfinding directory?	180 25%	316 44%	222 31%
Rebuild existing parking lots in the downtown area?	236 33%	303 42%	180 25%
Establishing a year-round Farmers Market in downtown Wyandotte?	291 40%	300 41%	136 19%
Installation of public art works throughout downtown?	156 22%	338 47%	224 31%
Creating pedestrian pathways to link the riverfront and BASF park to downtown?	335 46%	279 38%	112 15%
Creating bike paths throughout the center of downtown?	315 44%	239 33%	170 23%



### Likelihood you would patronize this type of business downtown?

1 = High, 2 = Mod, 3 = Low

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	1	2	3
Restaurant	613 82%	115 15%	22 3%
Book and/or record store	399 55%	197 27%	125 17%
Grocer	408 56%	197 27%	124 17%
Crafts & hobbies	181 26%	309 44%	218 31%
DVD or video game store/rental	96 14%	168 24%	437 62%
Coffee house	214 30%	267 37%	242 33%
Gifts & novelties	233 32%	306 43%	178 25%
Computers & computer software	84 12%	232 33%	389 55%
Antiques & collectibles	210 30%	273 38%	227 32%
Radio, TV, & consumer electronics	73 10%	252 36%	378 54%
Furniture & home furnishings	151 21%	314 44%	243 34%
Physical fitness facilities	169 24%	217 31%	324 46%
Laundry & dry cleaning	69 10%	201 28%	436 62%
Mailing and/or printing service	168 23%	282 39%	265 37%
Clothing retailers	282 39%	282 39%	155 22%



**Are there other types of businesses that aren't listed above that you would likely patronize?**

192 Response(s)

**What do you think would make downtown Wyandotte a more desirable place to visit? (check all that apply)**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
More retail shops	487	68.3%
More restaurants	446	62.5%
More night life	345	48.3%
More housing	168	23.5%
More people	220	30.8%
Other	144	20.1%
<b>Total</b>	<b>713</b>	<b>100%</b>

**How do you find out about downtown happenings? (check all that apply)**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
City e-newsletter	304	40.8%
Local newspaper	332	44.6%
Television	161	21.6%
Electronic signage	174	23.3%
Word of mouth	459	61.6%
Social media sites	213	28.6%
City website	264	35.4%
Downtown guide/city calendar	282	37.9%
Posters	281	37.7%
Other	25	3.3%
<b>Total</b>	<b>744</b>	<b>100%</b>

**Of the following media sources, which have the most influence on your local shopping habits and purchase decisions?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Local newspaper	307	42.5%
Downtown guidebook	189	26.1%
Television	154	21.3%
Radio	54	7.4%
Internet/email marketing	197	27.2%
Social media sites	187	25.9%
Direct mail	251	34.7%
Print media	135	18.6%
Word of mouth	394	54.5%
Other	24	3.3%
<b>Total</b>	<b>722</b>	<b>100%</b>





**Other comments/ideas/suggestions:**

How about a beautiful pine tree-lined, grass boulevard in the middle of Biddle from Oak to Eureka. Would improve the appearance of the street and maybe stop the speeding.

We would like to see a small "brand name" department store that could draw more people downtown. Need to clean up some building appearances, looking kind of tired.

Farmers market hours are not convenient. Thursday closing at 6 or 630? I work until 5, get home at 530, it is nearly impossible to make it, which I would love to do. Extend the hours of the market or change the day of the week to Saturday or Sunday. 9-5ers cannot enjoy the market.

I would love to see a grocery store on the south end of the city. All we have at the very south end is Super Kmart down Pennsylvania. The Farmer's Market closes way too early for those that work full time outside of the city. I cannot make it in time before they close, therefore I purchase my items outside of Wyandotte.

Places to sit and visit friends with shade available.

The city has been moving from a retail focus to a housing focus for the downtown area. The move of city hall to the bank has removed a major source of foot traffic. People can now park and leave. The cross promotion between the business association, recreation activities, and other city promotions other than art fair is virtually non-existent.

Lucky Strike type bowling alley/bar/restaurant

Downtown Hotel (Loft Style - NYLO Chain [nylohotels.com](http://nylohotels.com))

Running Fit

Moosejaw (Michigan based company)

M Den Chipote, Zoup or Tom & Chee

Starbucks (Goes without saying)

Dollar Stores, Junk Shops, Second Hand Shops, etc., are not what this city needs to revitalize. If you spend time in any successful downtown area you will find wine and cheese shops, a quaint and NICE bookstore, coffee shops, a deli with outdoor seating and RETAIL. Christmas Shops, Gifts and Clothing. A shoe store. NOT offices or gyms downtown.



Great work so far -- so glad to call Wyandotte home.

The city needs to build a marina off bishop park to attract boaters and income from docking fees.

More handicap accessibility in housing, retailers and downtown activities

Do something with the vacant buildings and get them back on the Tax Roles. We don't need more sandwich shops or hair salons. I would like to see a vacant building turned in to a place where artisans could have a place to do their work and have a small retail location. I am growing out of my kitchen.

Making Wyandotte extremely bike friendly should be a very high priority. Bicycling is very popular right now, and getting more popular. Riding along Biddle downtown right now is very dangerous, either for cyclists on the street, or pedestrians on the sidewalk. This will make downtown more attractive as a cycling destination for shops and restaurants.

Would like more park, grass areas, outside sitting areas. Benches downtown. Senior van and improved senior center with more activities and classes. Would like Wyandotte to spend more money fixing the neighborhood streets so it is easier to drive to the local establishments. The streets look terrible - makes the City of Wyandotte look trashy.

think 3rd Fridays could be better executed and advertised. The trolley is always advertised for 3rd Fridays and several times I've seen it all the way down by the Speedboat bar? I very rarely see the horse and carriage rides. I could comment on much more but I am out of room.

I love Wyandotte :) Keep up the good work!

My wife and I try to support Wyandotte businesses as often as possible, therefore the more restaurants and social events there are the more we'll be able to support. The Third Friday events are a great way to promote local. I'd love something similar to Royal Oak's "Arts, Beats and Eats" too. Thanks for the opportunity to have a voice in our DDA!

Royal oak has a great mix of restaurants and bars. Wyandotte has a nice walkable area for people to be attracted to downtown for the food and drinks. Foodies are who we need to attract. Let franchises in, Blaze Fast-Fire'd Pizza and Pei Wei would be my ideas.

What Wyandotte is really lacking is a community center with a work out facility, indoor pool and outdoor splash pad for the kids. The lot where the old show was or BASF park would be an ideal location for such a facility. Also, I would love to see more restaurants with outdoor patios for summer dining or more waterfront dining opportunities.



When I visit other memorable cities, they often have quirky little shops with a wide variety of items that make it a fun experience. Wyandotte seems to have tried that but things seem to be going more towards service businesses, which I think is a detriment to the downtown area.

The museum campus should have a continuous wrought iron fence around the entire campus, similar to the one at the museum. Also the parking lots on VanAlstyne should have the same wrought iron looking fence that is at bishop park-it would add continuity for the two parks between them and also control the debris from the neighborhood Some off my answers were based on Jerry's Market as being part of down town, so, some of my answers may be incorrect if Jerry's and other places in Wyandotte do not count.

I was born at Wyandotte General, and I have lived here all but 8 years of my life.

Thank You

I am the 5th generation of a Wyandottian, and love the city and everything about the place. I am a member of the Downriver Genealogy Society (which takes place at St. Johns Church), and enjoy helping people learn their family history from Wyandotte. Continue to do what your doing!

High-end nightlife, affordable modern urban living. And a hotel! We really miss the Bank of America! Also, we love the community gardens/plots. How about a food truck rally? Or community Field Days? Or a community bike rally? Would like to see handicap accessible housing too. Full service grocery store.

Concerts in the park. Love the arts scene!

How about improving the traffic lights! We do not need to stop every two blocks while going through the city....do we really need a stop light at every corner? Most of the time we avoid downtown when driving because of this!

More police presence in the neighborhoods during the day. Catch the criminals doing home invasions and car break ins.

It often seems like anyone with a bad idea is allowed to open a storefront downtown. All the clothing Shops are a joke. It's difficult to get outsiders to look at the town as something other than an extension Of Taylortucky.

The only reason to frequent are the events and the restaurants. People riding bikes on the walkways are also a huge annoyance Signage on Fort Street at Eureka, Oak Street, & Northline to direct people toward downtown Wyandotte.



A welcome sign that mentions "Welcome to Downtown Wyandotte"

Wyandotte is built on small independent businesses, however, I think that a popular chain type restaurant (ie. Potbelly, Cosi, Chipolte) could be helpful in bringing people into the downtown area to then do Shopping or get dessert. This could bring in people who otherwise may not realize how great the downtown shops are.

We moved here from the Philadelphia suburbs and bought our home in Wyandotte because we loved the Family-friendly events and the warm neighborhoods of Wyandotte. Keep up the great work!!!

We need more family friendly activities. Pool, splash pad, or trails, nature parks.

I DO NOT SHOP DOWNRIVER! I travel to Oakland Co. to shop. Grocery stores, I go to Hillers, Hollywood and Westborn. We don't eat cheese steaks or sliders, so the new restaurants will never see a dime. Winter, open the golf course up to cc skiing and snow shoeing.

Be nice if we could have a small waterpark with pool for kids to play at.

Fix the timing of the stop lights! Having to stop at every light is insane. If you get more bicyclists they will Be not be stopping st every light. I avoid biddle because of them. No big box or franchise. Starbucks or buffalo wild wings. Tim hortons should have had to build a facade that blends in. Promote ma pa. We need a bakery and groceries.

We love downtown Wyandotte! Keep up the great work!

We need better parking, more clothing stores, and good places to buy fresh food and vegetables. Less bars and coffee type stores and the like.

I WOULD LIKE IT IF THE TRAFFIC SIGNALS WERE TIMED SO I DIDN'T HAVE TO STOP AT EVERY CORNER DOWN BIDDLE AVE, ALSO A NEW PIZZA PARLOR AND MORE FAST FOOD PLACES TO EAT AND LESS COFFEE HOUSES

The parks in Wyandotte are horribly maintained! I have to drive to other cities and take my child to the park!

If you want families to stay focus more on the kids and not on the art crap nobody cares about.



I grew up here and was thrilled when I was able to move back. Great to see the variety of new businesses that have popped up in the downtown and surrounding areas over the last few years! I would love to see a small indie theater downtown again. A parking structure would be nice as well :)

I lived and had a business in Birmingham for 25 years. I moved here 6 yrs ago. I foresee this beautiful little town on water heading in that direction. My Birmingham friends loving coming here for events and then return to dine with friends as an out of town road trip! We are the Downriver Paris of Michigan!

Food - Each side of each block needs to be unique and inviting. Italian on one side and Mexican on the other. Mediterranean on one end and and oriental on the other. Nothing is unique or interesting about chain restaurants and detracts from Mom and Pop start ups.

Keep up the good work, find more businesses to relocate.

Tutoring center Music store for instrumental music

Oil change

Car wash

Activities for kids

Farm store for urban farmers with pet stuff

Tea shop

More historical activities

Would love to see a popular restaurant that could attract people of all ages - a Mongolian Barbeque, or something along those lines. The outdoor seating that is available at several restaurants downtown is wonderful.

I miss our old Wyandotte with Neisner's, Kresge's, department stores with nice and reasonable women's clothes, shoe stores. Like nostalgia stores. Plymouth is more fun to shop at. We have too many attorneys and investment places that are not geared to the middle class needs. Sorry I am not so rich.

Please, please, please don't encourage liquor or smoke shops as part of downtown redevelopment. These are not what we need. We need unique businesses and services, arts, and community gathering places.



Cities like Royal Oak, Ferndale and Ann Arbor should be our models. I know they are much larger, but they are vibrant and attract young and old.

For a vibrant downtown, you need businesses that stay open throughout the week into the evening. Since many businesses close early evening, it does not give enough time for residents to shop after their work days, so they go to Meijer or the mall with more convenient hours. During the week it can be a ghost town.

While in Europe I saw overhanging signs on stores. They extended 15 to 18 inches over the walkway. All the signs had images, letters or characters on the sign eg. a art supply store had a sign with pencils, pens and ink bottle on it.

I would like to see the area to the south of Franks pizza developed as a mini park type area with seating and plants maybe a small fountain. I also think they need to bring back a seating area during the street fair. People were sitting on the sidewalk trying to eat food or just looking for a place to rest. Only in the parking lot area does not work.

The current stores in Wyandotte seem to be pretty specific and High-end. Furniture/womens clothing and low-end restaurants. I find myself at CVS more than any other store. I wouldn't find myself shopping or strolling unless I had an ice cream or shopping through various stores and shops without a greater variety. A hotel is still needed!!!

Invest in a dog park or make some parks dog friendly. I have to go out of the city to go anywhere with my dog. Even though most people ignore the signs, for someone who does I feel the city is very much anti dog.

text about upcoming events if we opted in

Everytime we go to pay our monthly bill, have a little ad about upcoming events

A community center with a pool, fitness, sport and social area would be nice (see Gibraltar/Flat Rock. It might keep more families in Wyandotte.

Very pleased with the decision to build more moderately sized homes. Would like to see

55 plus condos for active seniors-- 2/3 b.r. units w/ at least some arranged on one floor. Husband and I are generally pleased with the decisions made for Wyandotte. Hope to be here for our entire lives, either in our home, or other suitable housing.

Please pass on; Please work something out with Uverse to provide public access! I feel like I am being punished for not having Wyandotte cable! I miss a lot of events because I don't have those channels! I can't read the sign on Fort St. going 40 MPH, or sit there at the red light to see the entire announcement. PLEASE!!

Make all parks dog friendly - we spend money. Plymouth is pet friendly and crazy busy! Take a page from their book - niche stores, kitchen stores, Michigan gift stores, reasonably





priced. Italian deli/market – polish restaurants/store, specialty food stores.....expand the art fair like Plymouth's , which blows Wyandotte out of the water.

I would love to have a store like Gails used to be downtown.

DO NOT close our wonderful POST OFFICE. MAKE IT AFFORDABLE for businesses to rent downtown. Greed cost us our Coffee and Gift shops. I work in Birmingham and frequent shops here and Royal Oak because of what Wyandotte doesn't offer. Wyandotte must change to make it vibrant...period.

We also need a Coffee shop for older or boomer crowd.

Make downtown parks dog friendly or where dogs are allowed.

More outdoor seating.

Get rid of eye sores: Empty lot at Eureka & Biddle w/ black vinyl fences. Something w/ the old Sears Bldg. Fix-up or tear it down and make a small park. City Council has dragged their feet long enough on these two properties.

Wyandotte needs to fill its empty business buildings with more eating establishments.

When will the old city hall be torn down? Would a replacement building be downtown condos?

Build something where Lions, Tigers and Beers was located. Address pavement issues between Biddle Ave. and 3rd Street.

kids museum, art galleries, hotels, theater, film theater, 5 star dining.

need to take more advantage of waterfront location.

would like to see large scale installation art in/around town and in vacant storefronts  
see <http://beililiu.com/10to11/lureseries.html>

summer events - fringe festival  
(see <http://www.londonfringe.ca>)

thanks

Need a friendly live sense about it. Everyday more like 3rd Friday. Street vendors, kids events

Not enough benches for older shoppers to rest. Store hours not posted well or not kept with posted hours.

Open too late, close too early

Wyandotte has not major grocery store that I know of and has no fabric or craft stores that I know of. You need to let the general population know that Wyandotte has!



bike paths

Would like to see Trader Joes Downriver. Go to Ann Arbor store & would prefer to spend in Downriver.

I'm 75. Spent most of my years here. My 1st hourly paid job was Cahalans's on Eureka for .25 hr. I love this place. I had a business in Rochester MI 1976-89. We had a good city planning.

We need world'ly not a local yokel planning. We stuck!

Find a way to reopen the theater. Possibly a Redford Theater concept? Currently I don't go downtown often due to no bike rack & I dont need any of the numerous lawyers on Biddle. This could be like Royal Oak so do it!

Notes: If you want to keep other well educated & employed residents in this city do not pass any BSL mess against certain dogbreed

Love Downtown Wyandotte! Take advantage of the waterfront property! (parking lot behind Bella Donna's) Restaurants on the river would be awesome! Bike path along river and thru city. PS, thanks for inquiring with the residents as to what is important to us! :)

We need a good book store downtown. Something on the level of a Barnes & Noble or Books a Million. A good used book store would work well too now that Ukazoo books in Southgate has closed down.

I think if we want to draw more people to the events and not just residents, promote in other newspapers, etc. I always promote Wyandotte to people as a wonderful city to live in :-)

Indoor play area for children. A park program at Bishop Park in the summer months. Overall more family oriented things. We love the Flicks on Bricks, Art Fair and parades. Bring fireworks back.

The Farmers Market should be on weekends or if on a weekday, stay open later in the day for working people. For instance, 1-7:30 PM.

Better policing of signs to be sure that traffic lights are obeyed by walkers, bikes and cars.

Other communities have very active community centers - Wyandotte needs one. I hate going to Trenton to swim – paying Southgate for the YMCA - so many activities can be offered.

Advertise more (i.e. banners), more kid friendly events (i.e. soap box derby, kite flying day, painting/gardening to help beautify downtown, community bike/walk events

Send activity reminders with utility bills

Link DDA web page from city web page

Offer the trolley with EVERY 3rd Friday event to link Goddard to Downtown and Eureka/12<sup>th</sup>



to downtown

Advertise 3rd Fridays activities during week of, on the radio

Build a place for orchestra and other music concerts.

Bring in music groups to add some culture. We have lots of art. We need music.

Senior housing on one floor

Our fisherman of Wyandotte have been neglected! Do something! We could use a monthly Newsletter maybe put it with the bills of what's going on in the city. STOP POWER OUTAGES!

Restore the old buildings. Create codes & ordinances downtown to encourage new buildings to Emulate old architecture of the 1890s through 1930s. Residential living on upper floors. NO ONE STORY BUILDINGS LIKE NANNA'S.

How do others re-discover Downtown Wyandotte

We come downtown primarily for our kids (Bishop Park, library, summer festivals, parades, etc.).

More events or places for children would bring us down more frequently with different agendas.

Trader Joe's if they would come Downriver I would like to see it in Wyandotte. Shoe Store – something unique, maybe slightly upscale that you can't find at Southland.

love to see more street performers on the weekends; musicians too!

I would like to see a boardwalk w/ shops and dining place near the river. We are losing out on the river.

Love my Wyandotte city, moved here in 1992. Hate to see companies that are closing. Please don't block the river view w/ more condos!

No smoking at Bishop Park

What happened to the windmills for generating electricity? Obama doesn't like coal.

Most downtown retail shops are out of my price range.

art, music, "good" food, art.

I believe that there is not enough people in Wyandotte to sustain a business (least a new one). believe this because I have been in & around Wyan. since early 80's. Businesses come and go. Rents/leases are high (as everywhere). Need something to bring people here. Art, lots of art as in Ashville NC (along w/others)

I would try to do all of my shopping at downtown Wyandotte stores, but they are always closed when I get off of work.



The people with the money have jobs and they need to stay open later.

Walking/biking trails would be nice. More condos and restaurants and marinas at the waterfront.

Trader Joes, Whole Foods, DSW

Downtown Guidebook is a great resource.

Plow downtown lots in a timely manner.

Wyandotte needs a community that has a year round pool "open swim" and fitness center for families and kids.

1. Family stuff for young kids like a funtastic or showbiz sort of place.
2. Restaurant and boat dock at Bishop
3. A big name restaurant

I love Wyandotte's "artsy" downtown. But this attracts only a certain kind of crowd. You need more businesses that appeal to the masses.

Lifetime Fitness. Trader Joes.

Expand downtown Wyandotte.

Old run movie theater.

Outdoor summer concert series

Keep the post office downtown.

Historic home tour. Save the post office.

Retail shops need to stay open later.

More restaurants on the waterfront.

Would like to see better utilization of riverfront. Restaurants on the river.

Clothing shops downtown are too high priced.

The city needs to assist those that are currently here and quite chasing a dream. Your strengths are the parade, fireworks, and various events grow on those assets.

Have a weekly flea market.

How about more child friendly recreational activities. waterpark etc? Is there any way to create a small business incubator that provides advice (e.g. through retired business people) as well



as affordable start up space?

More places to shop!!!!

needs a park where dogs are welcome with a fenced area for socializing them

I love living in Wyandotte & being so close to small businesses, shops, and restaurants

Keep downtown clean. Excellent job so far from the city and citizens

Flyers to Wyandotte residents about upcoming events mailed with city bills

Willow Tree, Chelsea are outdated and too expensive.

Big Boy is outdated.

Chase Bank parking lot would make a great 10 story parking garage \$2 per day to park all day.  
We are wasting all that space.

Keep up the great work. Downtown Wyandotte is such a great community of people.  
This city definitely cares about its citizens and it shows. :)

When people move to Wyandotte, it would be helpful for a welcome package telling them when  
trash will be picked up, certain things you have got to ask a neighbor

Community events - nonprofit to help local residents. Adoption fair for animal shelter, food drives,  
coat drives, etc.

Love Wyandotte. Lived here since 1946.

I believe it is important to have outlets for teens & preteens to keep them occupied. Perhaps a  
Skateboard park or something of that nature. Also bike and walking paths.

A small grocery store that you can walk to. Mostly for seniors that are handicap. PLEASE!  
Too many empty stores?

I love Wyandotte!

Rebuild Lions Tigers & Beers. Too many vacant buildings downtown. Businesses need to stay  
open later till 8-9pm esp. during the week.

It's hard to get to farmers market on workday. A weekend morning would be better. \*\*ORGANIC\*\*

Get rid of the geese at the river water front. Make golf course 18 holes. Have more art at the art fair.

Market the city for its quaint, historic downtown. Not to mention its waterfront, restaurants, & FREE  
parking.

Install daily visit boat dock, walking and bike trails. Stop putting all \$ into 3rd Friday and focus on



EVERYDAY!!! Better neighborhood parks and rec. would bring in more families. Stop turning us into a 'medical meca'.

Back to true cultural events from days gone by. Historic Wyandotte tours. The Diamond Jack is always full.

The river is beautiful, but the city has a lot of interesting history as well. I would pay to ride the trolley Around the with Mr. Hayden narrating the tour. I'm sure out of town visitors would too. Include cemetery, house & sites long gone.

Use empty schools to house homeless animals. Feline refuge it would be good PR for Wyandotte. We could pass a millage for this.

What happened to Sterling Hotel, would have been a nice place to stay and have out of town quests visit and stay.

I think it is crucial that if more dining is brought to downtown Wyandotte, to have quality, trained staff on board. My husband and I recall a pizza sit-down restaurant about 8 yrs ago - excellent, excellent pizza but horrible service with waiter/waitressing. "Smokies" is a good example of both excellent food and waiting/serving tables.

Cleaner parks, more small sitting areas around downtown with small garden/fountain etc. Would like to be able to bike in area and also be safe as a pedestrian. Small businesses need to be offered affordable rent for these old storefronts, greedy owners appear to be turning Wyandotte into a ghost town. Let the river attract and shine!

Why don't they keep the bathrooms at Bishop Park open until the park closes. They are always locked early.

Stop pot smoking. Downtown recently and the stench was making us sick while walking around.

More convenient parking locations - if unable to park, unable to shop.

Improve Bishop Park, make it beautiful with flowers, etc. I would be will to help.

Dog park in Wyandotte

Utilize Bob's Boathouse for entertainment. Marina at Bishop Park. Moved here because of the water.

I liked the quaint downtown but keep losing businesses. We can't build it up.

Love the Third Fridays

After wife tripped on a trip hazard (no injury) reported to Public Services - that was 6 mo. ago. No response as yet (are you waiting for a lawsuit?) Poor response.

clean it up and make business take care of their area. Bring in more shopping & restaurants





Wish we could have a taco bell. Would like a hotel for when my family comes to town.

better signage on trolley

larger grocery store; bike and walking path

A bike lane in the road. We old folks get run into by bikers on the sidewalks. That is one reason a lot of seniors stay out of the stores, we must walk!

Would like to see a bakery shop for fresh bread.

Lots of great opportunities in Downtown. Reduce Biddle to two lanes, install bike path/pocket park  
Type seating in center of road. Keep on street parking on the right lane. Events are bread and butter of success. Maintain and improve them.

We need a large grocery store like Kroger, Meijers, or Kmart

Wyandotte is a good city to live. I live here for 30+ years. I like it here. :) :)

Thank you Wyandotte!

Would love to have downtown store w/ fresh veggies and meat! A small grocer would make downtown Wyandotte complete.

The access for out of town boaters is horrendous. Absolutely terrible.

market w/ fresh fruit & veggies, deli meat, bread, more benches

The light at Eureka & Biddle is dangerous. Increase safe sitting areas on Biddle to include decorative fencing, shrubs, tables, soft lighting. Enclose dumpsters w/ plastic fence panels – also use stone/brick pillars along Biddle.

Too many buildings eastside of Biddle have no handicap entrance for scooters, walkers, & wheelchairs. Oak to Sycamore. Thank you.

I would love a dog friendly area - we have lovely parks & some of us would love to walk our dogs there.

There's no place to go in Wy. for dogs. not even a dog park as much as a park our dogs are allowed in.

going for walks downtown ice cream shops are a destination. Night places to be destinations just to sit and relax.

More water view access.

Please re-route the City Hall parking lot for easy access to bill box. Would like to reach it off 4th St. too? Get lost now. :(



I would like to be able to make payments online a little more easily. Maybe create an account that can store my payment information. Also would like to see more places to attract a younger crowd.

Quit trying to copy other cities and make Wyandotte the example to follow. Make other cities want to be like Wyandotte. Have an antique and collectible street fair also

Downtown doesn't have much parking which is hard to accommodate consumers, especially handicapped patrons

ALSO: grocery store of multi store 24 hour meijer kmart superstore

Love small business saturday

think a successful year round farmers market would be wonderful, but I understand it's impractical and hard to do.

Tell the city officials to get off their ass and make Wyandotte more like downtown Royal Oak.

The stores downtown are expensive. There aren't many different stores. Need a hotel. I was excited about the one that they were going to build.

Quit raising the rent so people can keep their business, stores, and shops going.

I have lived in Wyandotte for 24 years. It is by far the best city downriver. Please preserve the history. I <3 Wyandotte.

Think everyone is doing a great job but would like you to use your influence to turn down a millage when it does not have to do with our citizens. Like zoo and bus. Keep the money in our city.

Stop closing off the streets so early in the AM. You can't get to the bank, and there is no place to park. This is unnecessary.

Festivals at the Yack/Higher end gifts/restaurant like Savannahs in Trenton/Use Detroit river location/keep

our post office/bigger farmers market

more use of the river benches

Dream hotel with boat dock or boat rental

Anything that is very social and fun and doesn't cost a lot of money on fixed income but love to enjoy life like everyone else.



Card shop/Hallmark

Need antiques and collectibles like royal oak

ice show in winter/cars show on the river/new ice rink

Coupons get me into stores.

Bring back baseball for men and woman like it has been in th epast, also keeps the young ones off the street and brings them together. LGK

I hear a lot of customers saying that they had no clue that an event was going on in downtown this evening. Usually I don't either, or we don't know where the event is taking place. I would think signs up and down Biddle on the sidewalks, trees, and corners a week ahead of time with date, time and location would help.

Shops need to be open when the people who are working and have the money to spend are off and can stop in to shop.

We need a dog park or somewhere the dogs can play and people can visit with each other and their dogs.

Need a dog park!

We would love to see a small concert area.

I like having the mail box at city hall.

On special occasions I would take our guests to Austins. A very nice restaurant. We go to Eldorados frequently.

Hotel would be nice for funeral guests.

We have so many financial, insurance, and medical sites. We are losing our identity. We need to get creative.

Why do they show the same movies over and over. Movie shown 2 times a day and repeated the next day. Whoever is in charge should be replaced.

More activities in the park for all ages.

The empty storefronts detract from the look of the downtown area. LTBs building is still empty after the fire. Keep everyone updated on downtown plans. The business codes for signage is too strict (boring). All ow for neon lighting and various store front signage to make it appear fun. Clean and fix the roads.

How about improving the main corridor into Wyandotte? A grassy median would look very appealing. Wyandotte is not just about downtown. How about West of the tracks?



send text messages with info about events in downtown. Get more specialty shops & unique stores.

Have a late night each week that city hall is open to help residents.

The only problem I have with this city is that there is no yard waste collection. Every city has it but Wy. Too strict rules with trash collection.

Sundays\_More shops open. It's a ghost town in Wyandotte on Sunday. Terrible for families.

DDA needs to establish a Visitors Center with maps, dining guide, parks, local history, ect.

We need more healthy shopping options.

I would like to see better utilization of waterfront during summer months/early fall. Maybe concerts/festivals. Like to see Wyandotte turn out like Downtown Grand Rapids, like once a month they have dancing under the stars @ the outdoor pavilions.

Something to entertain our youth (teens). They have few choices with high expense. They deserve more.

We need more retail shops.

Improve exterior on some of the homes and apartments.

Dance hall for teens, game room

Pool for all year.

Residence like there was in the Lincoln School

Dog Park

In door movie theater

The shops like Willow Tree and Chelsea feel too old. Need more trendy shops like Glow fish, sushi and thai are also trendy!

I think Wyandotte is doing a great job actively improving downtown. They key is to hook younger residents early before they leave for trendier downtown like Ferndale, Ann Arbor, Royal Oak

Looking for upscale nightlife, outdoor eating options with a view of the water, organic food and a more hip atmosphere.

I thought the idea to have a boutique hotel downtown was a good one. It would have anchored small business.

The electronic sign on fort street is an accident waiting to happen. The light is not long enough to



read all the events happening in Wyandotte. A sign that is not electronic needs to be located in Wyandotte. The sign should show what events are going on for that particular week end.

Wyandotte has a lot of senior residents who cannot shop at high priced specialty stores. We need a business aimed at the lower income demographics, all they can handle is the ice cream parlor.

Keep up the activities 3/3rd friday. Love the cooking\_BBQ, chili cookoffs.

Love it and I spread the message to my friends outside of Wyandotte.

Dog day of fall, one or two times per year

Was a great business attraction when I lived in Brooklyn when I lived there.

Great job in Downtown Development. Wyandotte has a great reputation from Detroit to Toledo.

Wyandotte needs young progressive people in key positions. There are too many old folks in the same positions for decades. Planning, beautification--these jobs never change.

You need to define the boundaries of 'downtown'. How about Jerry's or Marathon?

I love our city utilities. Are getting too high. Left cable offer many years with Wyandotte, telephone also, because of prices. I would like to see our downtown keeping with its original architecture.

Had sheet attached...

High end retail stores: Aveda, coach, American apparel

Organic cooking

Yoga and workout classes, ballet

Wyandotte has always been home to me. I grew up there and I love to drive through, I feel at home.

I would love to purchase a condo downtown, however they are too expensive and taxes are not affordable.

Keep up the good work!

Need to somehow link all 3 cities together with sidewalk or similar thru Jefferson, Trenton-Riverview-Wyandotte...create a corridor to safely navigate.

Maybe boat races by Bishop Park. Car shows in parking lot. Live bands in parking lot, even if it means charging people to get in it would bring in people from all over.

we need a Meijer or Kroger



It would be really nice to have a grocer/specialty food shop in downtown Wyandotte. Although Trader Joes & Whole Foods are chains, they would be an asset to downtown growth.

Keeping Bishop Park and BASF park cleaner and better maintained would be a big plus.

We need more restaurants on the river! Where you can eat or sit and look out at the water. That is such a plus for our city. Love the water!

Just moved here in April, getting to know it. I like it.

I'm rather out of circulation. I'm 96 years old.

I dream of a high falootin Downtown that will judge me for what I buy. I also want my lifestyle choices to be a point of ridicule. Right now it is too relaxed and welcoming. Also, Trader Joes!

I love all the changes that have taken place in Wyandotte, and yes, keep up the good work.

This city has enough restaurants and bars and medical facilities. Your elderly need more. The Copeland Center is a disgrace.-to what other cities have for seniors.

I have lived/worked in Wyan for 20+ years. Thank you city officials for forward thinking to keep the city active.

We are in need of clothing stores for people other than the young. Madelines closing took away a lot. If the building owners would lower their rent maybe more would be used. The empty buildings are a turnoff.

A deli

mall or department store

Put more emphasis on upkeep of Bishop Park. Fix lights. Remove trash. Reduce parking lot. Police Presence.

Natalie, you're doing a great job!

Have the store better advertisement to know what on Sale would like to have one more theater like we use to have.

lower taxes on property owners (non-resident)

When will you figure out that it does not good to attract people and businesses to the downtown area if you will not provide parking. We need at least 2 parking structures right now but you are adding new business to the areas they would to into and those businesses will require more parking that is already not there.

Wyandotte needs more residential housing downtown. It also needs better restaurants that are open into the evenings and weekends, including sun. Less candle, kick-knack shops, ice cream parlors.



Would love to have a little grocery store downtown just for items forgotten and just need to run out quick for a few things. Love Jerry's but always get stuck at a train to or from there.

More handicapped access into buildings and parking

Make more parking

Do not install parking meters

Make sidewalk eating and drinking

Try to encourage lower rent for businesses

Redo Heritage events series

More cultural restaurants

Fix flags

Reference signs to find memorials in Bishop Park

Marina development like Saugatuk

Preserve the historic buildings!

Shuttle buses to and from apartments when needed.

Parking permits to out of town Wyandotte residents near the park and library.

Wyandotte is a great community, I've lived here for 30 years.

Move Ramseys downtown

I have been here 1 year. I have missed many events such as the fireworks, parade because I wasn't told by anyone and no promotional material was posted. You should have a newsletter sent with your bill to all residents of Wyandotte, AT LEAST!

Love all the buildings going up. Wish things like the empty lot at Eureka would get something built, brings a whole city down.

There should be some type of contract the tenants stay too many come and go and we have empty buildings.

No more electronic signs

Multi-purpose theater in the center of downtown that would feature live acts, plays or current movies. Also more seating for outdoor activities on Biddle.





I would like to see more independent restaurants (not italian, we have enough) with an unique menu or idea. If you have ever been to Chicago you know what I mean. Also more places to take pets, since they're not allowed in parks.

Parking structure, Tri-monthly calendar of events

Bookstore! Better stores would bring more people from out of the area to Wyandotte. Everyone that goes to Wyandotte Art Fair always enjoys it but doesn't bring them back until next Art Fair.

fix sidewalk at north side 'why not' building

Would be great to have a grocery store downtown.

Grocery or Whole Foods store would be welcome.

Clean up your nasty mens room at Bishop park. It has been nasty and dark for years.

Empty trash barrels regularly

It has been so depressing at Christmas time with the dim Christmas lights you have been using. Go back to the bright, white Christmas lights.

I like the reaction when I bring someone new downtown. They all love the atmosphere and homey Feeling downtown most re-visit.



# Wyandotte DDA Design Guidelines

**“Eyes on the Street”** Integrating element: public streets. Most buildings front directly on the street and define a clear edge. The principal buildings on the corner of the arterial street make a strong architectural statement and announce the activity center. Buildings can also be linked by civic open space.

**“Main Street Revisited”** Integrating element: public streets & mixed uses. Collector street is the core of activity.

Buildings are closely spaced and front directly on this street. Parking is behind the buildings. Landscaped square provides transition to other mid-block uses, which also are served by smaller cross streets.

**“Place on the Plaza”** Integrating element: open space/civic space. A grand plaza gives the activity center focus. Principal buildings orient to the plaza. Parking is buffered from the arterial. Side streets open up circulation and provide sites for smaller buildings.



## I. BACKGROUND

### Wyandotte's Vision

Wyandotte has established its image for downtown through the public planning visioning process that resulted in a set of priorities the community developed to enhance the human-scale and pedestrian-oriented environment of downtown.

### Design and Community

The City of Wyandotte has many assets including a prime location on the Detroit River, an attractive urban landscape, strong housing stock, and engaged officials and citizens. Creating a sense of place is conducive to building community. Building on the City's varied assets allows this manual to accomplish the goal of strengthening the *Placemaking* activities by enhancing the design standards already found in the downtown.

### Placemaking

*Placemaking* involves both a process and a philosophy. This multi-faceted approach to the planning, design and management of public spaces capitalizes on Wyandotte's assets, desires, and potential, with the intention of creating public spaces that create better designed communities by promoting people's health, happiness, and well being. It is political due to the nature of planning and of [place identity](#).

The *Design Guidelines* proposed work to strengthen and reinforce the balance of places that makes up a community. The guidelines proposed in this report are focused on the DDA area and adjacent residential neighborhood.

### What Kind of Place Does Downtown Wyandotte Want To Be?

From the Strategic Plan Visioning Session held in April 2014, it was clear that the citizens want the downtown to be a special kind of place, a specific place, a community. The residents stated how much they cared about the appearance, design, and form of their downtown. The following features are identified in particular and form the basis of the vision for downtown:

- **Attractive Appearance** – Emphasis on good urban design.
- **Complete Streets** - Safe, convenient travel ways that provide multiple routes, are accessible to all modes of transportation, and puts the pedestrians first.
- **Activity Nodes in and around Downtown** - Mixed-use nodes with commercial, office, institutional, and high-density residential development clustered in a pedestrian-friendly manner.
- **Natural Landscapes** – Preserved natural areas in Bishop Park and enhanced landscape in developed areas downtown.
- **Complete Streets Focused Development** – A development pattern that connects all modes of transportation.
- **Vibrant** - A downtown with unique and interesting shops and areas that foster human interaction.



## II. PURPOSE OF DESIGN GUIDELINES

Design guidelines will assist with the goal of achieving a more attractive, functional, and citizen-friendly design. These guidelines present general design priorities that can be adapted to specific circumstances of each site. Therefore this guidelines are flexible.

The City of Wyandotte’s DDA Design Guidelines Manual is intended to serve a number of purposes. They are to:

1. Educate property owners, developers, architects, government officials, city staff, and the public on what is expected and desired for new development throughout the downtown;
2. Present clear principles for achieving this vision; and
4. Illustrate techniques to use when planning and designing developments.

### How Guidelines Relate to Other Ordinances

While the document provides general recommendations for development, it cannot, and is not intended to, cover all circumstances. Rather, the structure and content of the guidelines are meant to give developers and reviewers the perspective to address the unique conditions of each project, while giving builders the flexibility to develop their own designs that meet the intent, principles and spirit of the guidelines. Each development project must follow all relevant Wyandotte ordinances and policies.

## III. DESIGN PRINCIPLES

1. Create Human Scale.
2. Create a Sense of Place
3. Connect Uses
4. Provide Transitional uses between Downtown and Adjacent Areas
5. Reduce Parking Impacts
6. Plan for Pedestrians, Bicyclists, and Transit Users
7. Provide Open Space
8. Strengthen Connectivity to Nodes outside of Downtown including Bishop Park, Marina area, and Golf Course.

## IV. DEVELOPMENT TYPES

This section describes the general characteristics of development that meet the overall vision for the Wyandotte DDA. It is organized around the downtown and nearby residential neighborhoods.

### A. DDA AREA - ACTIVITY CENTER

#### Description

The Downtown DDA is the core area with shopping, services, recreation, and office and institutional facilities and “support areas” with the highest-density housing. All Activity Centers should be characterized by a distinctive identity and a compatible mix of activities and facilities, along with functional and aesthetic unity.



### **Purpose of Area**

The purpose of an activity center is:

1. to have all of the essential facilities for the community concentrated in one convenient location, the focus area; and
2. to provide community focal points and open space and be fully connected to adjoining neighborhoods in the support area and surrounding neighborhoods.

### **The DDA area should have**

- A coordinated streetscape theme including landscaping, streetlights, paving and other materials. Existing mature landscape elements are preserved and maintained where appropriate.
- There is consistent architectural palette for buildings including coordinated architectural style, roof forms and materials, wall materials, colors and details.
- Diverse developments within the DDA area strive to be coordinated without being monotonous or repetitive.
- Generally DDA areas contain the highest concentration of activities in the core area with a gradual transition out towards lower density uses. Therefore, taller buildings are placed in the core area.
- Enough buildings are placed close to street to provide architectural definition for the core area and to frame and define the street.
- In a neighborhood residential center, a village scale is emphasized by including smaller-scaled buildings, smaller roads and by orienting portions of development to surrounding side streets and neighborhoods. Medium and high-density residential buildings are limited to about three stories.

### **1. Create Human Scale**

- Height, setback and mass of buildings are coordinated with street width, parking and other elements to create a humanscaled zone of activity. Buildings are arranged to define the spaces between them in a logical and orderly pattern that invites human interaction.
- Architectural elements and facade articulation are used to reduce building mass, particularly at the first floor level. Windows, material variety and building bays at street level are used to provide human scale.
- Elements such as shade trees, awnings, canopies, arcades, etc. are used to define and create inviting, pedestrian corridors.
- Large expanses of unmodulated parking are avoided.
- Vast or long areas of blank building walls are avoided in all areas where there is high pedestrian usage.

### **2. Create a Sense of Place**

- Site plans are organized around an integrating concept that presents a distinctive character for the DDA area that can be extended and connected as additional development occurs.
- Entry to the DDA area is marked with signature architecture, public art, landscape and streetscape elements and/ or other elements.





- Building height is encouraged.
- Parking structures are considered in development plans to create density.
- Medium and high-density residential buildings are encouraged.
- Streetscape design reflects the larger scale of the DDA area.

### **3. Connect Uses**

- The DDA area consists of a mixture of commercial, office, residential and institutional uses. These diverse land uses are linked by a convenient, logical and highly-connected pattern of streets, sidewalks, and shared open spaces.
- Internal vehicular, pedestrian and bicycle connections are provided between buildings in a single development project.
- Strong connections are provided between the outparcel buildings and main buildings in a development both physically with roads, walkways and landscape amenities and by architectural design.
- Connections are made to adjacent developments by streets, sidewalks, paths and open space.

### **4. Provide Transitions**

- Building mass is modulated to reduce scale from higher density to lower density uses.
- Architectural elements and treatments are used to create transitions between different uses and intensities. For instance, commercial uses adjacent to neighborhood uses employ heights, materials, and roof forms that complements and blends with neighborhood architecture.
- When transitions cannot be achieved architecturally, landscape and/or open space transitions are used to reduce impacts between different uses and to scale down densities.

### **5. Reduce Parking Impacts**

- A minimum of 60% of the required parking is placed to the side or rear of development projects, reducing large expanses of parking in front of developments.
- Parking lots are screened with landscaping or decorative walls that also serve to define the character of the district.
- Parking structures are provided for denser developments at the focus areas.
- Parking is shared or consolidated between compatible adjacent uses.

### **6. Plan for Pedestrians, Bicyclists and Transit Users**

- The layout of buildings, streets and pedestrian paths emphasize pedestrian convenience and provide for direct pedestrian routes by providing breaks in between building masses.
- Pedestrian and bicycle connections are made with sidewalks and paths between buildings in a development and to adjacent developments and neighborhoods. On-street sidewalks and bicycle paths are provided to connect to the larger regional system.
- Pedestrian amenities such as walkways, crosswalks, and shade are included in parking lot designs.
- Buildings are arranged to invite pedestrian activity.
- Area for future transit stop(s) is reserved in focus area and at multifamily residential complexes.
- Bicycle storage facilities are provided.



## 7. Provide Open Space

- Public gathering spaces are provided in convenient locations as an integral part of the DDA area, such as an architecturally integrated plaza or open civic space.
- A natural landscaped area, preserved woodland and/or scenic view that provides recreation opportunities, is provided as a focal point or a civic meeting place.
- Generous sidewalks are used in commercial areas to create a “Main Street” open space.

## 8. Strengthen Connectivity to Nodes outside of Downtown including Bishop Park, Marina Area, and Golf Course.

- All nodes have multiple connectivity modes including bicycle, walking, and transit.
- Parks, waterfront activity centers, and prominent downtown locations will have bike rental and bike storage facilities.
- Wherever possible, connectivity between nodes shall limit vehicular crossings.

# B. RESIDENTIAL AREAS

## Description

Housing types range from townhouses, duplexes, apartments, and condominiums. The most dense housing is anticipated to be closest to the DDA area. Density is intended to decrease in a gradual transition out from the core to the support areas and then to the surrounding neighborhoods. Institutional uses such as schools, libraries and churches can be centrally located in the DDA area, but also can be interspersed throughout the neighborhoods.

### 1. Create Human Scale

- The relationship between lot size, street width, and building setback, height, design, and arrangement create a human scaled development.
- Elements such as street trees, pedestrian level lighting, and porches are used to give developments human scale.

### 2. Create a Sense of Place

- Features such as central gathering places, special views or vistas, and parks are used as organizing features and reinforce the sense of place.
- Buildings within a development complement one another in style and materials without being duplicates of one another or repetitive and monotonous.
- Buildings are arranged in apartment and multifamily complexes to create shared outdoor spaces for formal and informal gatherings.
- Elements such as porches are incorporated into town home design to reinforce a sense of place.
- Theme streetscape treatments are provided using existing vegetation, new plantings and landscape elements along with pedestrian level lighting and other streetscape amenities.
- Highest-density housing is located closest to the DDA area.





### **3. Connect Uses**

- Connections are provided for vehicles, pedestrians and bicyclists, to adjacent shopping, office, and recreation areas.
- Adjacent residential developments are linked to each other by connecting streets, and continuous walks, paths, trails and open spaces between adjacent residential developments.
- Vegetated buffers are used along rear property lines when buffers are already in place on existing adjacent developments.

### **4. Provide Transitions**

- Architectural or landscape transitions are used to avoid conflicts with surrounding development and to transition between different densities and intensities of land use.
- Higher density residential uses are located in and near downtown.
- Single family homes face front or sides of other single family homes, not the rear.
- Vegetated buffers are used along rear property lines when buffers are already in place on most existing adjacent developments.
- Buffers are used between developments when the existing topography or woodlands provide a better choice for a transition.

### **5. Reduce Parking Impacts**

- The visual dominance of automobile parking areas and garages is minimized through careful site planning
- Garages can be placed along rear alleys (when feasible) to create less emphasis on parking.
- Buildings front streets and parking is placed to rear and side of lots when feasible.
- “Snout” house are discouraged.

### **6. Plan for Pedestrians, Bicyclists and Transit Users**

- The development is pedestrian oriented and has sidewalks along collectors and local roads with connecting paths and sidewalks to adjacent developments and usable open space.
- Pedestrian and bicycle paths are connected to wider regional system when appropriate.
- Space for a transit stop is provided in the cases of larger multifamily projects.

### **7. Provide Open Space**

- Convenient and functional open space is provided for recreation.
- Views, woods, environmental areas and assets such as mature trees and stream corridors are preserved.

### **8. Strengthen Connectivity to Nodes outside of Downtown including Bishop Park, Marina, Area and Golf Course.**

- Bike lanes should be added to streets to create a continues route system from residential areas to major nodes.
- Bike rental and storage spaces should be located close to residential neighborhood centers.



## Façade Improvement Grant Request

**Date:** March 20, 2025  
**Business:** The Frozen Spoon  
**Property Owner:** Jackie Elliott  
**Address:** 329 N. Broadway  
**Request:** \$1785.94

The applicant, Jackie Elliott, is requesting a \$1,785.94 façade grant for the addition of a two-sided, roof-top sign on the northwest corner of the building. The noted improvement is exempt from an architectural rendering; a digital rendering of the sign and its placement is included along with the vendor's estimate. Staff recommends approval of this request.





## City of Hastings

### DOWNTOWN DEVELOPMENT AUTHORITY

#### FAÇADE & FENCING/SCREENING IMPROVEMENT GRANT APPLICATION

##### APPLICANT INFORMATION

1. Property/Business Owner  
Name: Jackie Elliott
  
2. Business  
Name: Frozen Spoons
  
3. Property  
Address: 329 W. Broadway Hastings
  
4. Phone Numbers: Home: 269-986-9149  
Work: 269-331-6226  
Email: elliottjackie46@gmail.com
  
5. Is the building/property owned by the applicant?       YES       NO  

If No, please attach a signed letter from the property owner expressing approval of the proposed project.
  
6. Is this the first time applying for a façade grant?      YES       NO
  
7. Is this project on a corner lot?       YES       NO

PROJECT INFORMATION

On separate sheets of paper, please describe your project in detail. Tell:

- a) What it is you want to accomplish - drawings are required.
- b) How this project meets the Purpose and Priorities of the DDA Façade Improvement Program as listed in the Guidelines.
- c) Who you have identified to do the work and the reason(s) for your selection, and
- d) What is the preliminary timetable for accomplishing the work? Also enclose a detailed expense budget/estimate for this project.

8. The project will involve (please check all that apply):

- Repairs or replacement of windows, doors, walls, or other appropriate architectural elements
- Exterior painting (Non-Maintenance)
- Awnings (Historic in appearance or reflects the character of the Downtown)
- Exterior Lighting
- Masonry repair or restoration
- Restoration of vintage elements, for example:
  - Removal of historically unsuitable façade treatments
  - Removal/replacement of historically unsuitable signs and/or lighting (new signs/lights must be compatible with existing architecture and the character of the Downtown)
  - Repair or restoration of original brick and woodwork
- Fencing/Screening
- Conversion to retail or entertainment storefront

9. Additional grant up to \$1,000 for architectural rendering.

N/A Name of architectural firm: N/A

10. Total Project Budget \$ 3,571.88

11. Grant Request (Not to exceed 50% of project budget and not to exceed \$10,000 plus #9 for maximum of \$11,000 \$ 1,785.94

12. Proposed Starting Date: March 25

13. Proposed Completion Date: March 26

14. What is (are) the existing use(s) of the building/property:

Ice Cream Shop

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15. Will the proposed project result in a change in the use(s) of the building/property:

Yes

No

If yes, please explain:

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**NOTE:** There is a \$100 non-refundable application fee due at the time this application is submitted.

**THE UNDERSIGNED APPLICANT(S) AFFIRMS THAT:**

- The information submitted herein is true and accurate to the best of my (our) knowledge.
- The property contained in the application is in the Hastings DDA District.
- I (we) have read and understand the conditions of the Downtown Development Authority's Façade Improvement Program and agree to abide by its conditions and guidelines.
- If I (we) do not implement improvements submitted by me (us) on a plan approved by the Façade Improvement Program I will not be eligible for reimbursement of any costs associated with said improvements.
- I (we) understand that if I (we) are found to be non-compliant with the conditions of this program, the DDA may nullify the grant award and that I (we) may not apply to this program again for a period of one (1) year following the DDA's decision.

Signature of Applicant(s):

Jackie Elliott

I.D.#: \_\_\_\_\_

I.D.#: \_\_\_\_\_

Date: 3-3-25

Date: \_\_\_\_\_

Federal Business Tax ID#: 99-1283744

If a tenant, signature of property owner(s):

\_\_\_\_\_ I.D.#: \_\_\_\_\_

Date: \_\_\_\_\_

Staff Use Only

Scoring: 12 Points Available

\_\_\_\_\_ New Projects (1<sup>st</sup> time applicant) [3pts]

1 Projects Identified on Corner Lots [1pt]

1 Projects in which the Building is Owner Occupied [1pt]

\_\_\_\_\_ Projects Containing a High Ratio of Private to Public Dollars 51-75% [1pt]  
> 76% [2pts]

\_\_\_\_\_ Project designed to resolve deteriorated/inappropriate/ unsightly conditions that  
have existed for many years (boarded windows, deteriorated electrical fixtures,  
etc.) [1-3 pts]

\_\_\_\_\_ Project enhances pedestrian movement from the rear to the front of buildings [1pt]

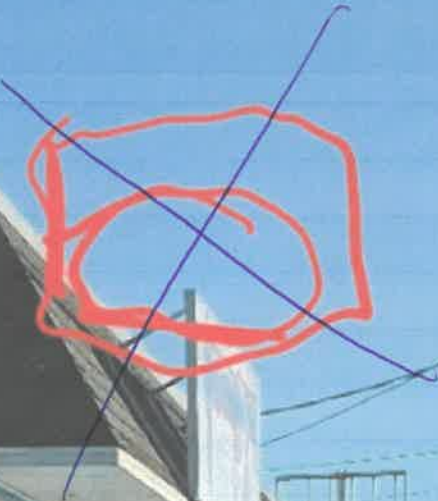
\_\_\_\_\_ Project will complete the improvement of a block or portion of a block (ex.  
replacement of an inappropriate facade that exists on a block containing many  
appropriate, well-preserved, or improved facades) [1pt]

2 **Total Points Awarded**

- What I would like to accomplish with this sign is to be seen. Last year was a rough year, we opened in March 2024 and by September/October people would come in and say that they drive by everyday and never noticed us.
- I feel like this business brings a lot to the area it is in, the sign will make the building stand out.
- AWD signs will be doing the sign and putting it up
-



3'x8'



A n' D Signs, LLC

# Estimate

704 E. Grand St  
Hastings, MI 49058

Date	Estimate #
2/17/2025	2087

Name / Address
The Frozen Spoon 329 N Broadway Hastings, MI 49058

Project

Qty	Item	Description	Cost	Total
1	Custom Sign	SERVICE TO MANUFACTURE AND INSTALL 3' X 8' DOUBLE SIDED ILLUMINATED SIGN CABINET  3' X 8' DOUBLE SIDED ILLUMINATED CABINET WITH APPROVED GRAPHICS ON 1/8TH" WHITE POLYCARBONATE PANEL CUSTOM SIGN	2,698.00	2,698.00T
4	INSTALLATION	SERVICE FOR INSTALLATION OF CABINET ON ROOF AND HOOK UP TO ELECTIRC  *IF NO ELECTRIC IS AVAAIABLE AND ELCTRICAN WILL NEED TO BE CONTRACTED TO RUN ELECTRIC LINE TO SIGN	178.00	712.00

50% DOWN / 50% DUE UPON COMPLETION ON ORDERS OVER \$1000.00

<b>Subtotal</b>	\$3,410.00
<b>Sales Tax (6.0%)</b>	\$161.88
<b>Total</b>	\$3,571.88

Phone #
269-945-5045

E-mail
andsignsandy@gmail.com

CITY OF HASTINGS  
201 E STATE STREET  
HASTINGS MI 49058-1954

Receipt No: 1.153976

Mar 10, 2025

PIZZA GALS LLC

CHARGES FOR SERVICES - APPLICATION FEE	100.00
FACADE GRANT APPLICATION JACKIE ELLIOTT	
FROZEN SPOONS 329 N BROADWAY	
101-100-648-000 Application Fees	

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Total:	100.00
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CHECK	Check No: 2199	100.00
	Payor: PIZZA GALS LLC	

Total Applied:	100.00
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Change Tendered:	.00
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03/10/2025 10:10 AM