

## **AGENDA**

Cascade Charter Township  
Downtown Development Authority Board of Directors  
February 17, 2026  
5:30 p.m.  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom  
<https://us02web.zoom.us/j/88196996148>

- ARTICLE 1.** Call the Meeting to Order
  - Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the November 18, 2025 Meeting Minutes
- ARTICLE 4.** Election of Officers
- ARTICLE 5.** 2025 Annual Report
- ARTICLE 6.** Staff Updates
- ARTICLE 7.** Any Other Business
- ARTICLE 8.** Acknowledge visitors wishing to speak regarding any agenda or non-agenda items (*Comments are limited to five minutes per speaker*)
- ARTICLE 9.** Adjournment

## MINUTES

Cascade Charter Township  
Downtown Development Authority  
November 18, 2025, at 5:30pm  
Cascade Library Wisner Center  
2870 Jacksmith Ave. SE

**ARTICLE 1.** Chair Kleyla called the meeting to order at 5:29pm.  
Members Present: Vogel, Carlson, Preston, Stephan, Kleyla, Bingham, Lesperance  
Late: Makkar  
Others Present: Township Manager Jade Smith, Executive Assistant Jessica Stine, DDA  
Director Ryan Sennett

**ARTICLE 2. Approval of the Agenda**

**Motion was made by Member Stephan to approve the agenda. Supported by Supervisor Lesperance. Motion carried 7 to 0.**

**ARTICLE 3. Approval of the Minutes of the September 16, 2025 Meeting**

**Motion was made by Member Vogel to approve the minutes as written. Supported by Member Preston. Motion carried 7 to 0.**

**ARTICLE 4. Sherriff's Office Presentation-Deputy Dieppa**

Deputies Dieppa and Jackson presented on crime in the DDA district.

Member Makkar arrived at 5:35pm.

Deputy Dieppa used the two recent break-ins at Rishi's International Beverage as a case study of what responsible business owners can do to work with the sheriff's department and prevent, or limit, future crime.

Member Vogel said that there appears to be much less crime now, as compared to before the Hotel Ordinance was enacted, and that he and his team at Nothing Bundt Cakes feel much safer. The severity of crime in the Township has decreased. The Kent County Sherriff's Office website includes a crime dashboard that Deputy Dieppa walked the board through. He did not have any other suggestions of specific ways the DDA could directly work to reduce crime.

**ARTICLE 5. Troyer Group – Village Park Plan**

Mike Reese (Troyer Group), John Moxley (Fleis and Vanderbrink), and Wes Landon (Native Edge) discussed the Tassell Park plan. They included information on preserving what is currently there, integrating activity into the park, and creating a gateway to the park and village

Supervisor Lesperance left at 6:25pm.

**ARTICLE 6. Consider Approval of Resolution No. 2025-1**

The DDA Board discussed issuance of bonds for the updates to Tassell Park and the surrounding village area.

Motion was made by Member Makkar to approve Resolution 2025-1, a Resolution to Approve Certain Reimbursements. Supported by Member Carlson. Motion carried 7 to 0.

Member Makkar left at 7:08pm

**ARTICLE 7. Staff Updates**

Director Sennett updated the board on the Christmas lighting in the Village and said that they will be done decorating by the end of the week.

The Centennial Park medians have been completed and the only negative feedback from residents was that the Township needs to add some reflectors like the ones previously in place.

The DDA sidewalk projects for 2025 have been completed.

There is a questionnaire on the website and public meetings are scheduled to discuss changes to the Township's Zoning Ordinance. Residents and members of the board are invited to attend.

There are new holiday banners hung up on the pedestrian bridge.

**ARTICLE 8. Any Other Business**

There was not any other business to discuss at that time.

**ARTICLE 9. Acknowledge Visitors & Public Comment**

Michelle Lower (2992 Overlook Summit) shared her views on the changes to Tassell Park and Zoning Ordinance. She also thanked the board for all of their hard work and said she was related to the late Gordon Reynolds who previously served as a DDA member.

**ARTICLE 10. Adjournment**

**Motion was made by Member Vogel to adjourn the meeting. Supported by Member Vogel. Motion carried 6 to 0. The meeting adjourned at 7:26 p.m.**

Respectfully submitted,

Scott Vogel, Secretary



**DOWNTOWN  
DEVELOPMENT  
AUTHORITY**

**ANNUAL  
REPORT**

2025

# MEMBERS

## DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEMBERS

Michelle Kleyla, Chair, District Resident  
Steve Stephan, Vice Chair, Culver's Cascade  
Scott Vogel, Secretary, Nothing Bundt Cakes  
Grace Lesperance, Township Supervisor  
Rishi Makkar, International Beverage  
Scott Preston, District Resident  
Kristin Carlson, Bridal Elegance  
Chris Bingham, MillerKnoll

## TOWNSHIP STAFF ASSISTING THE AUTHORITY

Jade Smith, Township Manager  
Ryan Sennett, Downtown Development Authority Manager  
Andrea Hendricks, Community Planning & Development Director  
Dan Zwick, Parks & Facilities Director  
Aric Thorne, Township Engineer  
Jessica Stine, Executive Assistant

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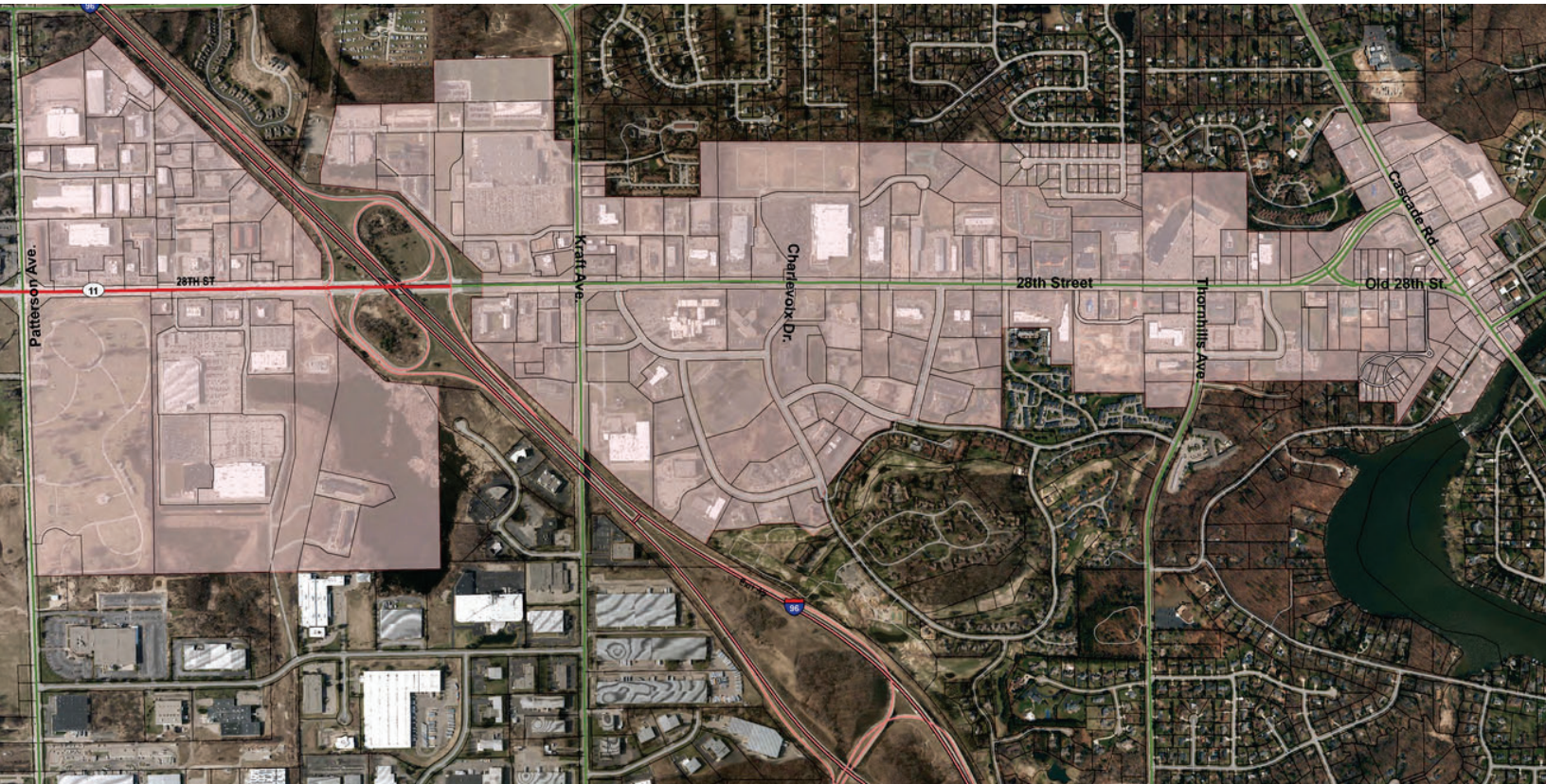
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## PURPOSE OF THE DOWNTOWN DEVELOPMENT AUTHORITY

The primary purpose of the Downtown Development Authority (DDA), as established by Public Act 197 of 1975 (now Public Act 57 of 2018), is:

- To halt property value deterioration
- Increase property tax valuation
- Eliminate the causes of deterioration
- Promote economic growth
- Create and provide for the operation of the DDA

The Cascade Downtown Development Authority was established in 1993. It was expanded in 2003 to include the Interchange area and again in 2004 to include Centennial Business Park.



## DDA FUNDING

The DDA's fiscal year runs from January 1 – December 31 and receives its revenue from Tax Increment Financing (TIF).

- The DDA captures taxes generated by subsequent growth in the district.
- Taxing jurisdictions always receive the tax revenue by the base taxable value.
- The DDA receives tax revenues generated from any taxable value growth from the base year, for the duration of the TIF Plan.
- Local school millages and the State Education Tax are not subject to capture – they continue to receive tax revenue on growth.



## DDA BASE VALUES BY AREAS

Village and 28th Street to Kraft Ave. (Created in 1993)

- Base Value - \$38,047,476
- 2025 Taxable Value - \$119,472,542

28th Street - Kraft Ave. to Patterson Ave. (Added to DDA in 2003)

- Base Value - \$50,522,517
- 2025 Taxable Value - \$94,263,286

Centennial Business Park (Added to DDA in 2004)

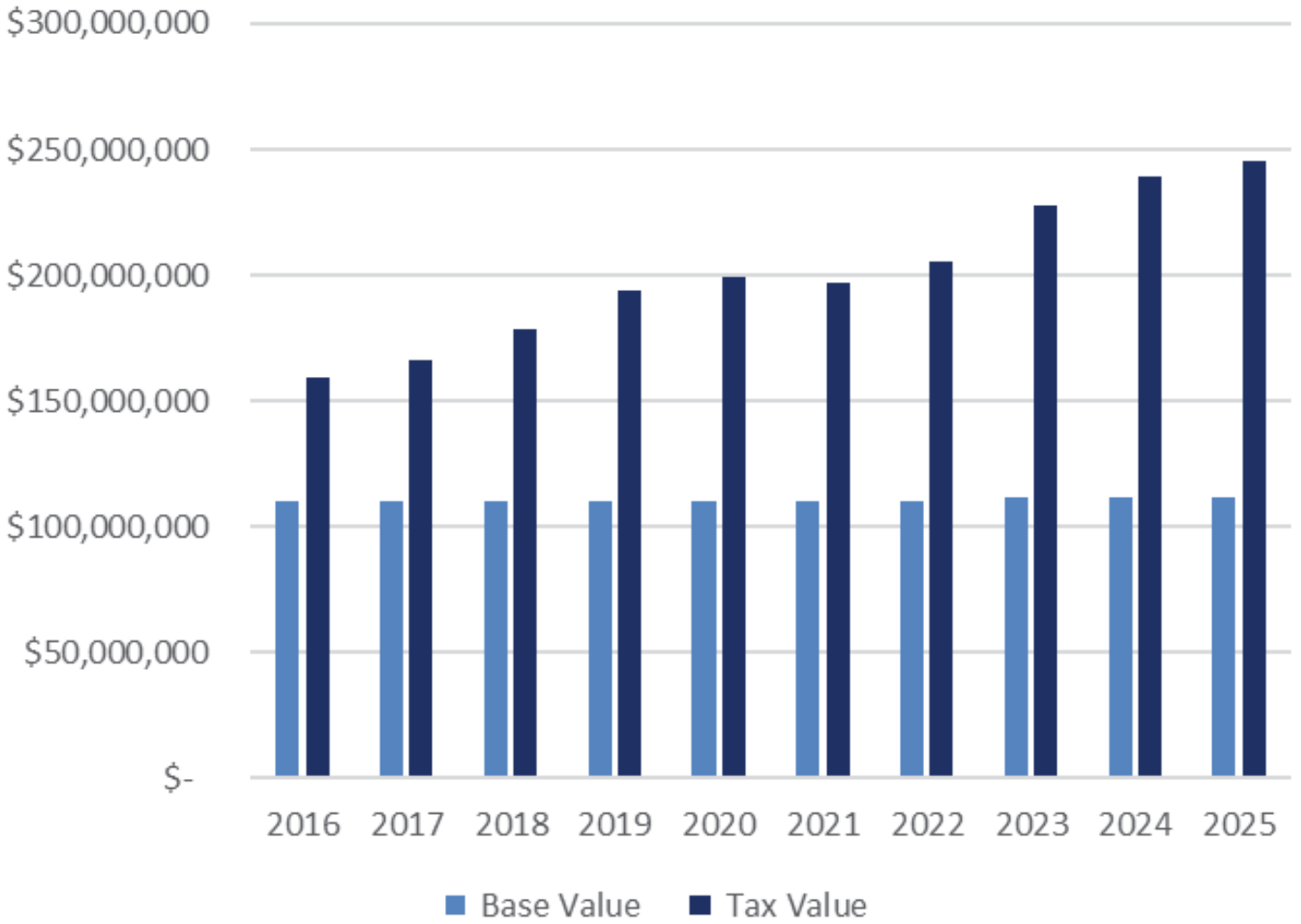
- Base Value - \$23,184,574
- 2025 Taxable Value - \$29,428,316

Robinson Dental (Added to DDA in 2021)

- Base Value - \$89,100
- 2025 Value - \$2,064,200



### DDA BASE VS. TAXABLE VALUE



## DDA BASE VS. TAXABLE VALUE

Year	Base Value	Tax Value
2016	\$109,961,113	\$159,652,995
2017	\$109,961,113	\$166,603,703
2018	\$109,961,113	\$178,803,566
2019	\$109,961,113	\$193,713,250
2020	\$109,961,113	\$199,137,353
2021	\$109,961,113	\$197,076,414
2022	\$109,961,113	\$205,099,058
2023	\$111,913,664	\$227,320,032
2024	\$111,913,667	\$239,161,965
2025	\$111,913,667	\$245,228,344

## 2025 NEW & RENOVATED BUSINESSES

- 30 Building Permits were issued to businesses in the DDA District in 2025 for interior renovations, signage, roofing, and other building improvements
- 28% of commercial Building Permits issued in 2025 were for businesses located in the DDA District
- The total valuation of this work in 2025 was \$5.13 million

Valuation of Total Investment in Interior Improvements:

***\$4.03 Million***

### Interior Renovations

- 42 North LLC
- Costco
- Country Inn & Suites
- CU Answers
- Five Below
- Gentiva
- Hot Worx
- KDL Wisner Center
- Meijer
- Michigan Sports Academies
- Northpointe Bank
- Our Daily Bread Ministries
- Smoothie King
- Taynor World Class Workout
- TruKitchens
- Wade Trim
- X Golf

Valuation of Total Investment in Signs/Roofing/Other Improvements:

***\$1.1 Million***

### Roofing

- Thornhills Plaza
- Sheraton Hotel
- Our Daily Bread Ministries
- Cascade Retail Center

### Signs

- FS Cut & Color
- Goodwill
- Cascade Family & Implant Dentistry

### Other

- Meijer
- Fowling Warehouse
- Cascade Family & Implant Dentistry
- Renewal Skin Spa

# CASCADE VILLAGE



## CASCADE VILLAGE *Reimagined*



Visit [www.CascadeTwp.com/Village](http://www.CascadeTwp.com/Village) or scan the QR code to learn about the future of Cascade Village!

Cascade Township  
**DDA**

## VILLAGE REIMAGINED

When surveying residents to create Cascade’s Strategic Plan, adopted September 2022, resident’s top priority was ‘Creating a Downtown Village’ and their second greatest concern was the ‘Lack of a Village Area’. Cascade’s Township Board quickly took action to begin purchasing land, collaborating with local business owners, and establishing a vision to ‘reimagine’ the heart of Cascade.

With an overall goal of preserving Cascade’s unique character and enhancing the quality of residents' lives, the plan to reimagine the area around Cascade Road and 28th Street, extending to the Thornapple River, quickly blossomed into many simultaneous projects.



# REIMAGINING TASSELL PARK

The Cascade community has an exciting project in the works—the transformation of our beloved Tassell Park. A key element of the plan involves repurposing the former Tuffy site, which will be converted into a vibrant public space. This project is the first phase of a larger vision for Tassell Park and the surrounding area, which includes the integration of nearby properties into a unified and inviting public space.

Highlights include:

- Improved Safety: The redesigned space will make the busy intersection more pedestrian- and biker-friendly.
- Community Hub Potential: Plans for multi-purpose spaces designed to enhance resident engagement and use are under consideration.

OHM Advisors created the first draft of the overall Village Reimagined plan. On August 19, 2025, Cascade's Downtown Development Authority approved a contract with Troyer Group to pick up design and implementation where OHM left off. The Tassell Park transformation is a work in progress, with the Township continuing to gather input from residents to ensure the improvements made reflect their priorities and desires.



## NEW VILLAGE DEVELOPMENTS



The DDA has already played a large part in village redevelopment. The Township bought out the remainder of the lease on the Tuffy Muffler and Auto Services site.

The DDA paid for demolition of the building, which was completed in 2025. This property will be integrated into the Tassell Park improvements.

The DDA also purchased the Stone House at 2781 Orange Ave in 2024. In 2025, the property was utilized for the Heritage Festival and Christmas Tree Lighting event for the second straight year. The Township and DDA are still working to determine how this building can best be utilized in the future.



In 2025, the DDA purchased the former Verburgs' Automotive Services property at 6915 Cascade Rd. The Township plans to incorporate the property into the Tassel Park improvements, creating a safer, more accessible park with improved aesthetics. The acquisition of this property provides the potential for creating a safe crossing under Cascade Rd, as well as additional riverfront access.



## FRIENDSHIP PARK

The 3.5-acre property surrounding KDL-Cascade Branch was transformed into a stunning outdoor gathering space in 2024. With support from the Friends of the Cascade Library, Michigan Economic Development Corporation, and private donations, the DDA funded the majority of the \$1.75 million project. Following completion in 2025, the space was utilized for community events, including a series of outdoor concerts put on by Cascade Township.



## VIRGIL NISHIMURA WESTDALE MEMORIAL PARK

The DDA partnered with the Kent County Garden Club to make Virgil Nishimura Westdale Memorial Park one of their 2024 volunteer projects. Phase 1 of the project, removing dead plants, planting new ones, moving the flag pole, and installing a live evergreen for the holiday display, was completed during the summer of 2024. The organization completed Phase 2 in 2025, which consisted of removing existing hardscape and replacing foliage with a late 19th century-style perennial garden.

## FACADE GRANTS

The DDA determined that a portion of their capture should be invested back into the District to enhance and support building and site improvements for nonresidential properties.

The DDA developed a grant program to provide financial incentives to business-owners for high-quality building and site improvements that are above and beyond regular maintenance and upkeep.

At it's June 2025 meeting, the DDA temporarily suspended the grant program. This decision was made to ensure site improvement grant funding was awarded to projects that align closely with the newly proposed Zoning Ordinance. The proposed ordinance has since been introduced by the Township Board of Trustees, but has not yet been approved.

The goal is to reopen the grant program in early 2026, following the Board of Trustees adoption of the amended Zoning Ordinance, with criteria that complements the new zoning regulations and goals of the program.



# INFRASTRUCTURE



# LANDSCAPE PROJECTS

## Centennial Park Median Islands

The Township determined that the island median plantings, located throughout Centennial Park, were expensive and labor-intensive to maintain. In June of 2025, the DDA approved replacing the interior of the medians with stamped concrete, which was more cost-effective than removal of the islands, but still preserves their intended aesthetic and traffic calming purposes. Work was completed in fall of 2025.

## Cascade Village Holiday Lighting

Holiday lighting in the village was expanded for 2024 to connect to the Stone House on Orange St and further into Tassell Park. In 2025, the lighting was expanded once again to include the Cascade Rd pedestrian bridge and highlight different areas within Tassell Park. After soliciting bids, the DDA hired West Michigan Holiday Lighting, which received only positive feedback.



## CASCADE RD BRIDGE

To improve safety, reconstruction of the pedestrian paths on both sides of the bridge began in 2024 and were completed in 2025. The bridge improvements create a new, safer entryway into the DDA District. Improvements include widened sidewalks, vehicle-rated barriers between the sidewalk and road, decorative fencing, and ornamental street lighting to better tie in with anticipated Cascade Village improvements.



## SIDEWALK REPAIRS

Various cracks and trip hazards were repaired in the Village District, paid for in equal parts by the DDA and the Township's General Fund. As of November, all sidewalk replacements and repairs on 28th St were complete. Installation of the new sidewalk segment at Friendship Park was also completed. Restoration work, including topsoil application and seeding, will be completed in 2026.

## HOTEL ORDINANCE



In response to a high volume of emergency service calls at certain hotels and motels, the Township explored regulatory solutions to address public safety concerns. Between January 2022 and February 2024, these establishments accounted for 1,590 service calls, straining Township resources and impacting emergency response times. Additionally, issues such as crime, unsanitary conditions, and non-compliant business operations were identified. To improve public health, safety, and welfare, the Township developed a Hotel Licensing Ordinance which was passed on May 8, 2024.

In 2025, staff worked with all 16 hotels to obtain compliance and issue the first set of licenses under the new Hotel Ordinance. All 16 hotels received licenses for 2025. This process includes annual property maintenance, and fire and safety inspections. Many of these hotels are located in The District. The positive impacts of the ordinance directly affect the taxable value of The District and make Cascade more desirable to visitors and residents alike. In the first year following adoption, the Township observed the following effects:

- Access drive and parking lot improvements (8 of 16 hotels)
- A decrease in violent crime
- A decrease in calls for service (12 of 16 hotels in Q1-Q3 of 2024 & 2025)
- Additional landscaping installation
- An overall decrease in litter and debris

# EVENTS & PROMOTIONS



## METRO CRUISE

Local car enthusiasts once again were given a chance to show off their vintage wheels at the 15th annual Metro Cruise Warm-Up, sponsored by the Cascade DDA. The event took place on Thursday, August 21, 2025 at the Thornapple Plaza parking lot. This free event is a collaboration between the Cascade Township DDA and Metro Cruise.

Visitors were able to see as many as 150 unique automobiles during the event. This event also featured activities for the entire family, including balloon sculpting; live music, food trucks; and a merchandise tent selling Metro Cruise-related attire.



# HERITAGE FESTIVAL

Now in its fifth year, this festival celebrates the unique character and history of our area with a variety of food, drinks and activities that people of all ages can enjoy. This year's festival took place at the Historic Stone House on September 20, 2025.

The event included beer, wine and cider, featuring a specially crafted pre-prohibition pilsener from Thornapple Brewing Company and wines from International Beverage. Local food, including pizza from Thornapple Brewery and ice cream from Jam 'N Bean, were available while the band "Simply in Time" performed live music. This year's event featured Dog Dock Diving for the first time, along with face painting, bounce houses, and other activities.



## CHRISTMAS FESTIVITIES



The Cascade Township DDA and Historical Society hosted this year's tree lighting ceremony on December 6, 2025. This reimagined tree lighting ceremony expanded the holiday festivities with a chance to meet Santa at the Stone House on the same night.

With the assistance of the Fire Department, Santa arrived at the tree lighting ceremony to greet the children, where they could then follow him to the Stone House for photos, cookies, hot cocoa, and the opportunity to win raffle prizes.





# TOWNSHIP STAFF UPDATE

DDA Meeting

February 17, 2026

## LIGHTING AND DECOR

- Staff have received positive resident feedback regarding this year's holiday lighting, especially at the bridge
- Options are being explored for lighting the bridge year-round for different holidays/seasons

## TASSEL PARK IMPROVEMENT PROJECT

- Township Staff continue to work with Troyer Group on solidifying the design concept
- An application for the necessary EGLE permits is expected to be submitted soon
- The next public open house is scheduled for March 11<sup>th</sup> 5-7pm at the Wisner Center

## LOCAL PURCHASING PREFERENCE POLICY

- At it's January 28<sup>th</sup> meeting, the Board of Trustees approved the Local Purchasing Preference Policy
- Creates a framework for factoring in preference toward local bids during evaluation
- Local vendors can register to receive notification of industry relevant bids & RFP's

## ZONING AMENDMENT

- Four (4) open houses were held to provide discussion and open dialogue regarding the proposed zoning
- At it's February 11<sup>th</sup> meeting, the Board of Trustees voted to approve the proposed amendments
- The Site Improvement Grant application has been revised, and will be brought to the DDA for approval soon

## BUSINESS UPDATES

- Smoothie King (5925 28<sup>th</sup> St) - Officially open in the suite next to Jimmy Johns
- Hotworx (6463 28<sup>th</sup> St) - Grand opening was February 2<sup>nd</sup>, workout facility utilizing sauna fitness rooms
- First Wok (6740 old 28<sup>th</sup>) - Temporarily closed due to a grease fire, plans to reopen following minor renovations
- iSmash (6425 28<sup>th</sup> St) - SUP was approved by Board of Trustees for smash room and paint splatter event space

## MARCH DDA MEETING

- Staff have scheduling conflicts for the March 17<sup>th</sup> meeting
- Consider moving the meeting to either March 10<sup>th</sup> or March 24<sup>th</sup>

## UPCOMING EVENTS

- Easter Egg Hunt – March 28<sup>th</sup> at 10 am – Cascade Recreation Park