

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
February 20, 2018
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance

- ARTICLE 2.** Approval of the Agenda

- ARTICLE 3.** Approval of the Minutes of January 16, 2018 Meeting

- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*

- ARTICLE 5.** Discuss and Consider Centennial Park Streetscape Improvements

- ARTICLE 6.** Discuss and Consider a Development Support Agreement for 2771 Orange Ave.

- ARTICLE 7.** Discuss and Consider the Purchase of Holiday Decorations

- ARTICLE 8.** Update on Marketing Plan Tactics

- ARTICLE 9.** Any Other Business
 - a. Update on Planning Activities

- ARTICLE 10.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday, January 16, 2018
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Vice Chairman Puplava called the meeting to order at 5:30 P.M.
Members Present: DeWitt, Kingsland, Puplava, Ridings, Siegle, and Stephan
Members Absent: Beahan, Rowland and Smith
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Kingsland to approve the Agenda. Supported by Member Siegle. Motion carried 6 to 0.

ARTICLE 3. Approve the Minutes of the November 21, 2017 Meeting.

Motion was made by Member Ridings to approve the Minutes as presented. Supported by Member Kingsland. Motion carried 6 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

No one came forward.

ARTICLE 5. Discuss and Review the 2018 Budget

Director Korhorn noted she sent a copy of the DDA budget to the Board for their information and review and stated she would periodically update it from time to time throughout the year.

ARTICLE 6. Discuss Additional Holiday Decorations

Director Korhorn stated that similar to last year, Bronner's will be holding their sale on holiday decorations through February 28, 2018. The sale will include all of the items purchased for this year's display.

Last year the Board ordered 49 – 3' snowflakes (four different designs) in cool white for the village. Also purchased was a 16' Paramount tree in multi-colored lights to place at the bottom of Old 28th and Cascade Road. The old snowflakes are currently placed along 28th Street, however, we chose not to light them.

Up for consideration would be whether the Board wants to purchase additional snowflakes to put along 28th Street or do something different. An option might be to wrap the streetlights along 28th Street with LED rope lights.

A lot of great comments were received about the tree at the bottom of old 28th/Cascade Road. People would like to see an additional tree at the Museum Gardens park. She also received favorable comments about the lights in Tassell Park, however the general consensus was more were needed. Director Korhorn suggested maybe some tube lights hanging from the trees.

Director Korhorn recommends that the DDA move forward and order additional decorations that can be displayed throughout the district. Funds were placed in the 2018 budget to accommodate this action.

A general discussion followed which brought a variety of ideas for additional decorations. Some included adding additional color to the 16' tree at the bottom of Old 28th or adding other decorations in the area so that the tree is a focal point, also doing something with the pallet that the tree stands on. Getting a bigger tree or an additional tree for the Museum Gardens park. More Village decorations vs additional 28th Street decorations.

It was decided that Director Korhorn will put a proposal together with different options in time for the next Board meeting so a decision can be made so an order can be put in with Bronner's by the 28th of February.

ARTICLE 7. Discuss Potential 2018 Projects

Director Korhorn stated that over the past few meetings there was discussion of future projects in the DDA District. Discussion included the sidewalk loop on Orchard Vista in Centennial Park, along with some road improvements in Centennial Park. However, neither of those would take place until 2019. In order to plan and budget and work in conjunction with the Kent County Road Commission, the DDA board will need to make a decision by February, 2018.

Director Korhorn gave a list of other potential projects for consideration:

1. Sidewalk extension on Cascade Road from Independent Bank to Cascade Hospital for Animals;
2. 28th Street Mid-Block Crossing;
3. Gateway Signage;
4. Village Gateway Improvements;
5. Path from Tassell Park to Library; and
6. Purchase of Riverfront Properties.

Director Korhorn would like to know if the Board wants to move forward with Centennial Park street improvements, sidewalks, roundabouts and boulevard entrances (costing approximately \$2 million overall). The Kent County Road Commission ("KCRC") approached the Township and said the streets in Centennial Park are in poor condition and needed to be fixed. The approximate cost for the street improvement would be \$1 million. The KCRC would share the cost 50/50 with the Township (\$500,000 each). The DDA would pick up the cost of any beautification improvements over and above the typical road maintenance. However, if there was no additional beautification road work

completed in Centennial Park, the DDA would likely split the cost of the road maintenance with the Township. With that said, a bond would definitely be needed to finance all of these improvements.

Discussion followed concentrating most on what projects are most feasible and necessary.

Mr. Mike Kasmauskis and Mr. Kurt Driesenga were both present representing Centennial Park businesses. Mr. Kasmauskis noted that the existing sidewalks and lights have been wonderful, but more would be even better. He also suggested additional landscaping, stating that the area looked a bit tired. Mr. Driesenga stated that the bus, sidewalks and lights have all contributed to bringing businesses into Centennial Park. He would also like to see additional sidewalks and landscaping. He didn't really feel too many roundabouts were needed, but anything to beautify the area would be great.

Motion was made by Member Siegle to have Director Korhorn look into costs for the following:

- 1. The outside sidewalk loop and the Park; and**
- 2. The outside sidewalk loop, one roundabout by the park, 3 boulevards and the park as an add -on.**

Supported by Member Kingsland. Motion carried 6 to 0.

ARTICLE 8. Update on Marketing Plan Tactics

Director Korhorn gave the Board a brief update on the marketing plan tactics. The Township is in the process of making a decision on the format for the newsletter. Once that is completed, Q+M will create graphics that can be used to create a Cascade District Section of the print newsletter. Q+M should have a template for the email newsletter by mid-week. Decisions with regard to the microsite are in process. In regards to the Business Guide, text for the Guide will be submitted to Q+M by January 19. Photos of businesses to be included in the Guide are being taken.

ARTICLE 9. Election of Officers

Director Korhorn stated it is time for an election of officers. Mr. Huhn has pulled himself from consideration for office. He has served for 12 years and wished to retire from the DDA. Therefore, all positions need to be filled: Chairman, Vice Chair and Secretary.

Motion was made by Member Stephan to elect the following:

Chair - Jennifer Puplava
Vice Chair - Kim Ridings
Secretary - Diana Kingsland

Supported by Member Siegle. Motion carried 6 to 0.

ARTICLE 10. Any Other Business

- a. Contact List for Board Members
- b. Update on Planning Activities

ARTICLE 11. Adjournment.

**Motion was made by Member Siegle to adjourn. Supported by Member Kingsland.
Motion carried 6 to 0. The meeting was adjourned at 7:00 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary

DRAFT

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider Centennial Park Streetscape Improvements

Meeting Date: February 20, 2018

At the January meeting the DDA provided two options for staff to get cost estimates on for the Centennial Park streetscape improvements. The options and estimated costs are below:

	Estimate (included conceptual Construction cost, Engineering & Legal, Contingency)
Option 1:	
Sidewalks/Lights	602,000.00
Park (purchase of property)	450,000.00
Option 1 Total:	1,052,000.00
Option 2:	
Sidewalks/Lights	602,000.00
Boulevards (3 entrances)	133,000.00
Roundabout	364,000.00
Option 2 Total:	1,099,000.00
Park (as an add on)	450,000.00
Option 2 Total with Park:	1,549,000.00

In speaking to Mike (FTCH) about the roundabout, there may be issues with acquiring additional right-of-way to accommodate the roundabout. I am also concerned with the park and who will maintain the park.

I believe there are other options available that may provide more benefit to Centennial Park. Perhaps instead of the park and the roundabout, we install a couple more median islands throughout the park (for example: for the cost of a roundabout, you could install 7 additional median islands). I am showing that example as Option 3 below:

Option 3:	
Sidewalks/Lights	602,000.00
Boulevards (3 entrances)	133,000.00
Median	50,400.00
Median	50,400.00
Median	50,400.00
Median	50,400.00
Median	50,400.00
Median	50,400.00
Median	50,400.00
Option 3 Total:	1,087,800.00

Staff will need to provide some type of answer to the Kent County Road Commission regarding any proposed streetscape projects so they can begin to budget for 2019. Staff would recommend completing the sidewalks/lights, median islands at the 3 entrances and a few additional median islands inside the park.

PLOT INFO: \\FTCH\PROJECTS\2004104058\CAD\CDC\CENTENNIALESTIMATE 2018_0125.DWG LAYOUT: LAYOUT1 DATE: 1/31/2018 TIME: 2:11:20 PM USER: MLB

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CENTENNIAL PARK

SCALE: 1" = 250'



Conceptual Plan
January 2018

ftc&h

engineers
scientists
architects
constructors

fishbeck, thompson,
carr & huber, inc.

Hard copy is intended to be 11"x17" when plotted. Scale(s) indicated and graphic quality may not be accurate for any other size.

CASCADE TOWNSHIP
KENT COUNTY, MICHIGAN
CENTENNIAL PARK PRELIMINARY

PROJECT NO.
04058

FIGURE NO.
1

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider a Development Support Agreement for 2771 Orange Ave.

Meeting Date: February 20, 2018

The DDA has received a development support request for the project located at 2771 Orange Ave. The projects consists of 18 2-story townhomes.

If you recall, in 2014 we amended the TIF plan to allow developers to request support for eligible public facilities or ADA improvements for projects in the district. The development support policy allows the DDA to promote economic growth and development by dedicating a portion of the increase in the tax base resulting from private investment to the development of needed facilities and or improvements within the development area.

On behalf of 2771 Orange Ave., Mr. Jared Belka has requested the lesser of 75% of available tax increment revenue from the townhouse project for a period of up to 10 years for reimbursement or full reimbursement of the eligible activities (ADA improvements). The ADA improvements total \$16,000.00.

Based on the spreadsheet, the applicant will be eligible for reimbursement of \$16,000 for the ADA improvements. Staff recommends the DDA support this request. Additional housing in the DDA district, specifically the village, will bring foot traffic to the area as well as a nighttime presence in the village. Additional residents in the area will benefit businesses and the DDA will benefit from the investment in the district.

Staff recommends the support be paid to the applicant over a period of one (1) year rather than spread it out over multiple years. Staff will work with Dick Wendt, Township attorney, to draw up the appropriate agreement and paperwork, which would come back to the DDA at the March meeting.

Redevelopment Project Site:	2771 Orange Ave.
Initial Taxable Value of site prior to Redevelopment:	\$0

Redevelopment activities, proposed by developer, will include 18 2-story townhomes as well as infrastructure improvements including an access road connecting Orange Avenue and the shopping center to the towns homes, lighting and a sidewalk to Orange Avenue, further promoting a walkable community. The total capital investment is expected to be approximately \$4.2million.

New Investment:	\$4,200,000
Estimated New Permanent Jobs:	0
Estimated New Residential Units:	18
New Taxable Value of Site following Redevelopment:	\$2,100,000
Captured Taxable Value:	\$2,100,000
Estimated Annual Tax Increment Revenue:	\$ 26,544
Estimated Maximum Annual Reimbursement (75%) =	\$ 19,908
Maximum Reimbursement (10 years) =	\$ 199,080

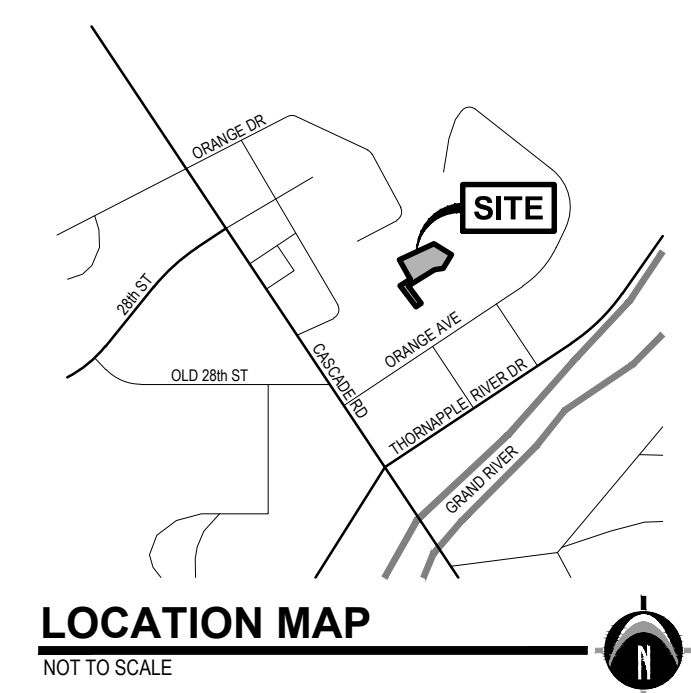
NEDERVELD
 www.nederveld.com
 800.222.1868
GRAND RAPIDS
 217 Grandville Ave., Suite 302
 Grand Rapids, MI 49503
 Phone: 616.575.5190

ANN ARBOR
 CHICAGO
 COLUMBUS
 HOLLAND
 INDIANAPOLIS
 ST. LOUIS

PREPARED FOR:
 2771 Orange Avenue, LLC
 c/o P.S. Equities, Inc.
 805 W. Broadway
 Suite 1
 Mt. Pleasant, MI 48858

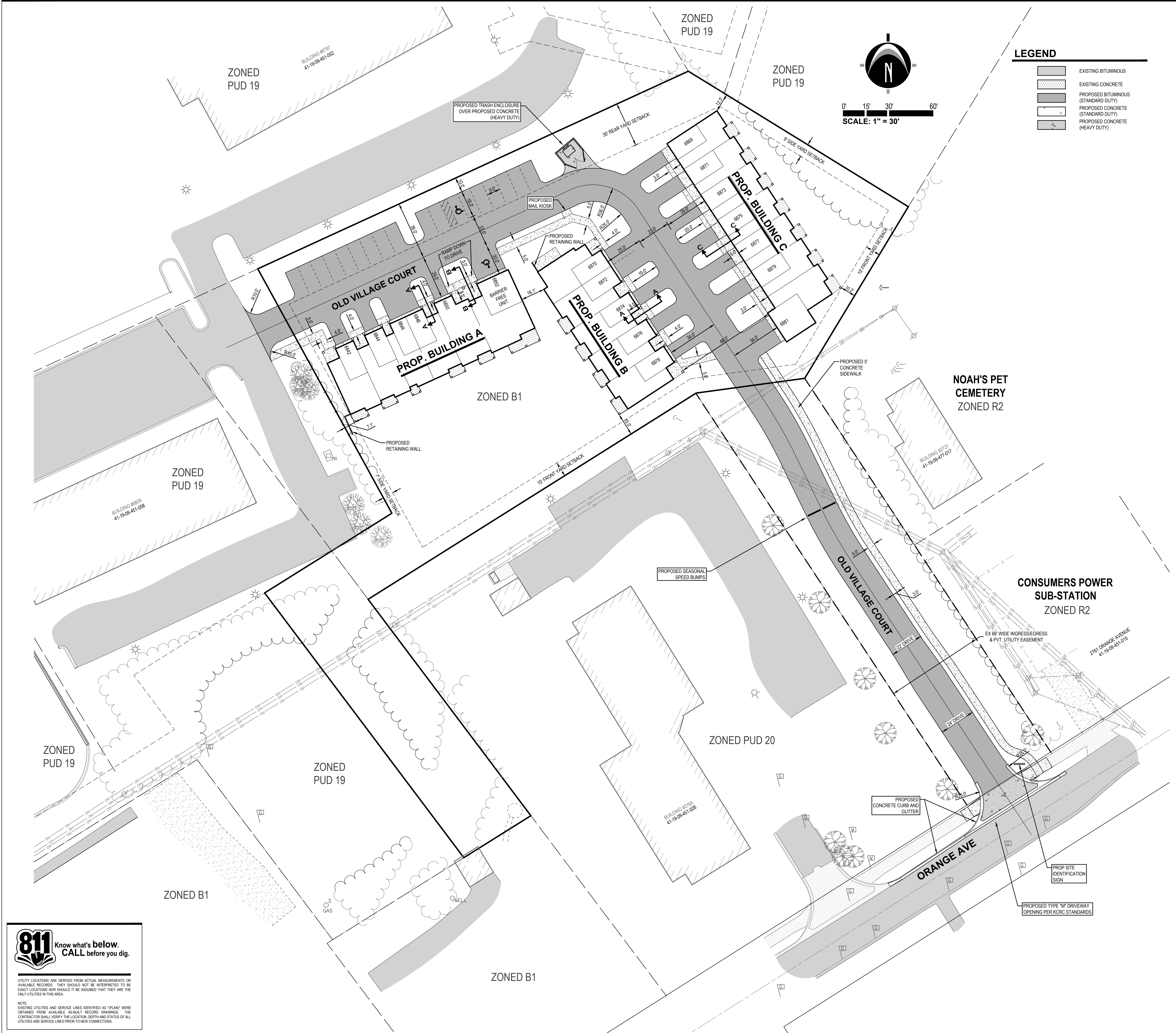
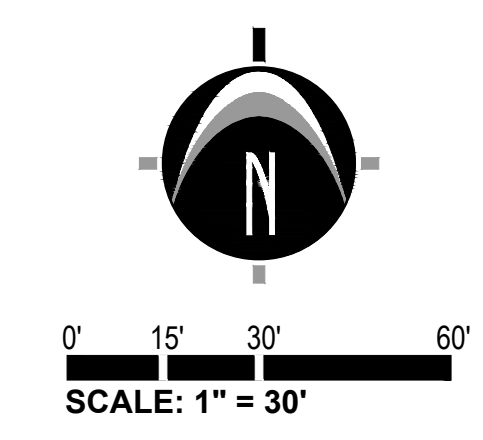
REVISIONS:

Title	Date	By	Check
Site Plan Submittal	10/08/17		
Drawn/DWD	Checked/RJB	S	Date: 08/14/17
Site Plan Committee Revisions	V	Date: 08/06/17	
Drawn/DWD	Checked/RJB	S	Date: 09/06/17
Title: Driveway Permit Submittal	V	Date: 09/25/17	
Drawn/DWD	Checked/RJB	S	Date: 09/25/17
Title: Agency Revisions	V	Date: 10/19/17	
Drawn/DWD	Checked/RJB	S	Date: 10/19/17
Title: For Permits	V	Date: 10/19/17	
Drawn/DWD	Checked/RJB	S	Date: 10/19/17



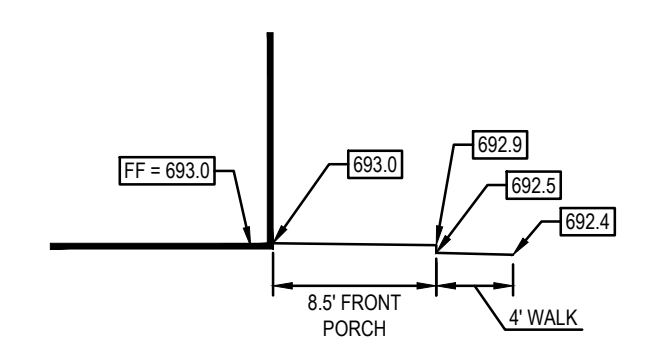
LEGEND

- EXISTING BITUMINOUS
- EXISTING CONCRETE
- PROPOSED BITUMINOUS (STANDARD DUTY)
- PROPOSED CONCRETE (STANDARD DUTY)
- PROPOSED CONCRETE (HEAVY DUTY)

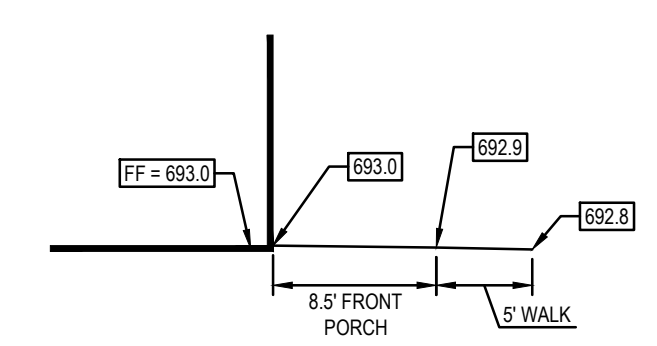


GENERAL NOTES

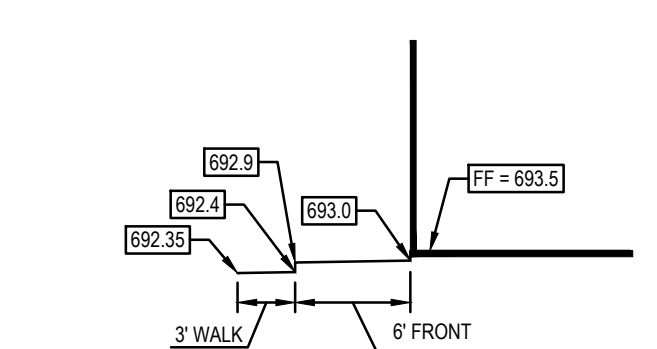
- ZONING OF PROPERTY: B-1 VILLAGE BUSINESS DISTRICT
 B-1 ZONING REQUIREMENTS
 A) MINIMUM LOT AREA = 30,000 SQ. FT.
 B) MINIMUM LOT WIDTH = 100 FT.
 C) MAXIMUM BUILDING HEIGHT = 30 FT.
 D) MAXIMUM DENSITY: RESIDENTIAL USE UP TO 9 DWELLING UNITS/ACRE WITH SPECIAL LAND USE APPROVAL.
- SUMMARY OF LAND USE:
 A) TOTAL ACREAGE = 2.021 ACRES (88,053 SQ. FT.) (EXCLUDING R.O.W.)
 B) TOTAL NUMBER OF BUILDINGS = 3
 C) TOTAL NUMBER OF UNITS = 18
 D) AREA OF PROPOSED BUILDING = 18,280 SQ. FT.
 E) BUILDING HEIGHT = APPROX. 25 FT. (MAX.)
 F) LOT COVERAGE = 22.1%
 G) GROSS PAVEMENT AREA = APPROX. 16,494 SQ. FT.
 H) GROSS CONCRETE AREA = APPROX. 2,867 SQ. FT.
 I) PROPOSED DENSITY = 9 DWELLING UNITS / ACRE.
 J) SEE PLAN FOR CURRENT ZONING OF ADJACENT PARCELS.
- PROPOSED USE:
 A) ATTACHED MULTI-FAMILY DWELLINGS, REQUIRING SPECIAL LAND USE APPROVAL.
- PARKING REQUIREMENTS:
 A) MINIMUM REQUIRED SPACE PER TOWNSHIP = 9x18'
 B) TYPICAL PARKING SPACE PROVIDED = 9x18'
 C) SITE ACCESS TO MEET PROVISIONS OF CASCADE TOWNSHIP PRIVATE STREET ORDINANCE
 D) NUMBER OF SPACES REQUIRED = 36 (2 SPACES PER DWELLING UNIT)
 E) NUMBER OF SPACES PROVIDED:
 EJA) GARAGE = 19 (INCLUDES 1 BARRIER FREE)
 EJB) DRIVEWAY = 19 (INCLUDES 1 BARRIER FREE)
 EJC) OFF STREET = 18 (INCLUDES 1 BARRIER FREE)
 EJD) TOTAL = 56 (INCLUDING 3 BARRIER FREE PARKING SPACE)
- THIS PROJECT IS NOT LOCATED IN THE 100 YEAR FLOOD PLAIN, BASED ON THE NATIONAL FLOOD INSURANCE PROGRAM RATE MAPS.
- BEST MANAGEMENT PRACTICES WILL BE UTILIZED DURING AND AFTER CONSTRUCTION OF THE PROJECT. MEASURES WILL INCLUDE THE USE OF SEEDING AND MULCHING, SEDIMENT INLET FILTERS, COMPACTION AND PAVING. THE OWNER OF THE SUBJECT PARCEL SHALL HAVE THE RESPONSIBILITY TO MAINTAIN THE PERMANENT SOIL EROSION PROTECTION MEASURES.
- UTILITIES SHOWN ARE APPROXIMATE LOCATIONS DERIVED FROM ACTUAL MEASUREMENTS OR AVAILABLE RECORDS. THEY SHOULD NOT BE INTERPRETED TO BE EXACT LOCATIONS NOR SHOULD IT BE ASSUMED THAT THEY ARE THE ONLY UTILITIES IN THIS AREA.
- CONTRACTOR TO FIELD VERIFY ALL INVERTS.
- ALL LIGHTING SHALL BE SHIELDED FROM ALL ADJACENT PROPERTIES. PROPOSED LIGHTING SHALL CONSIST OF WALL-MOUNTED LIGHTS AND LIGHT POLES, BOTH FITTED WITH SHOEBOX TYPE FIXTURES.
- THE PERMANENT PARCEL NUMBER FOR THE SITE IS 41-19-09-451-053. THE ADDRESS OF THE PROPERTY IS 2771 ORANGE STREET.
- THIS PARCEL IS CURRENTLY VACANT.
- NO FENCES OR WALLS OTHER THAN WHAT IS SHOWN ON THE SITE PLAN ARE PROPOSED AT THIS TIME.
- SITE SIGNAGE IS PROPOSED AND SHALL MEET THE REQUIREMENTS OF CASCADE TOWNSHIP ZONING ORDINANCE.



SECTION A-A



SECTION B-B
(BARRIER FREE ENTRY)



SECTION C-C

811 Know what's below. CALL before you dig.

UTILITY LOCATIONS ARE DERIVED FROM ACTUAL MEASUREMENTS OR AVAILABLE RECORDS. THEY SHOULD NOT BE INTERPRETED TO BE EXACT LOCATIONS NOR SHOULD IT BE ASSUMED THAT THEY ARE THE ONLY UTILITIES IN THIS AREA.

NOTE: EXISTING UTILITIES AND SERVICE LINES IDENTIFIED AS "PLANS" WERE OBTAINED FROM AVAILABLE AS-BUILT RECORD DRAWINGS. THE CONTRACTOR SHALL VERIFY THE LOCATION, DEPTH AND STATUS OF ALL UTILITIES AND SERVICE LINES PRIOR TO NEW CONNECTIONS.

2771 Orange Avenue SE
Site Layout Plan

PART OF THE SOUTHEAST 1/4 OF SECTION 9, T6N, R10W,
 CASCADE TOWNSHIP, KENT COUNTY, MICHIGAN

STAMP:

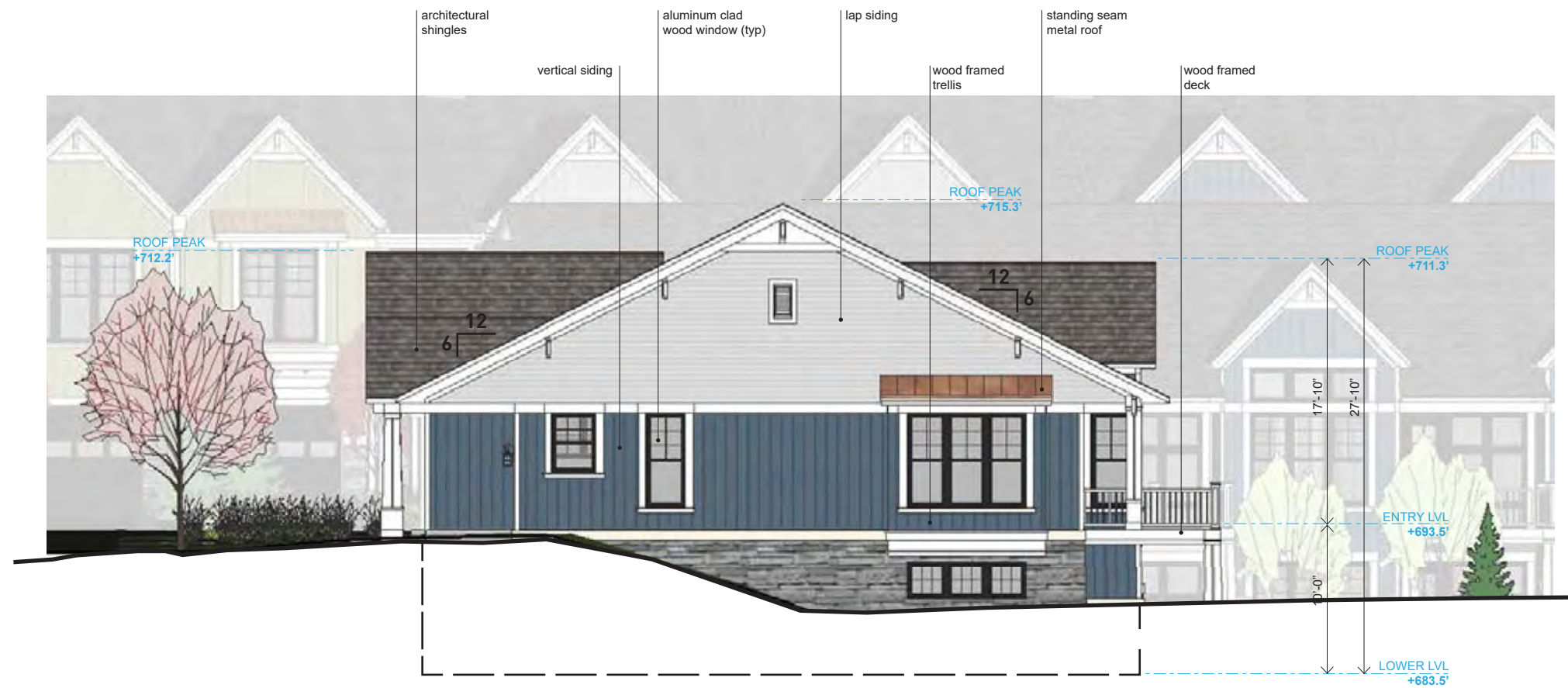
STATE OF MICHIGAN
 ROBERT J. BERENDS
 ENGINEER
 No. 41559
 LICENSED PROFESSIONAL ENGINEER

Robert J. Berends

PROJECT NO:
 17400105

SHEET NO:
C-205

SHEET: 1 OF 1















DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider Holiday Decorations for The District

Meeting Date: February 20, 2018

At the January meeting, we discussed many options to expand our holiday decorating in The District. The Board directed staff to come up with a couple options to present at this meeting. Below are 2 options.

Option 1

<u>Snowflakes</u>	<u>Quantity</u>	<u>Price</u>		<u>Total</u>
Diamond	10	289.00		2890.00
Silhouette	10	311.00		3110.00
Winterfest	5	334.00		1670.00
Spiral	5	355.00		1775.00
	30		Total	9,445.00
String Lights (Multi)	72	8.99		647.28
14' Paramount Tree (multi)	1	4995.00		4995.00
			Total	15,087.28

Option 2

<u>Snowflakes</u>	<u>Quantity</u>	<u>Price</u>		<u>Total</u>
Diamond	15	289.00		4335.00
Silhouette	15	311.00		4665.00
Winterfest	8	334.00		2672.00
Spiral	8	355.00		2840.00
	46		Total	14,512.00
String Lights (Multi)	50	8.99		449.5
		Total		14,961.50

The sale at Bronner's ends February 28. Also, if we pay within 10 days of order, we will receive a 1% discount on the order. If neither of these options is acceptable, we can put together a hybrid option at the meeting.

Option 1 provides more multi-string lights and includes another tree. Option 2 provides more snowflakes with less string lights. Option 2 does not include the purchase of a second tree. The board needs to decide if placing snowflakes down 28th St. is the priority or if placing string lights on the poles will be enough decoration for 28th St., with some snowflakes at the intersections.

*POLE MOUNTED DISPLAYS // SILHOUETTE
POLE DECORATIONS*



WINTERFEST SNWFLK 6' | 1089255
\$485.00 | LED \$670.00

WINTERFEST 5' | 1099270
\$435.00 | LED \$595.00

WINTERFEST 4' | 1108631
\$395.00 | LED \$530.00

WINTERFEST 3' | 1108568
\$355.00 | LED \$450.00



SPIRAL SNWFLK 6' | 1159403
\$520.00 | LED \$770.00

SPIRAL 5' | 1125673
\$455.00 | LED \$650.00

SPIRAL 4' | 1108632
\$415.00 | LED \$590.00

SPIRAL 3' | 1118151
\$370.00 | LED \$475.00



DIAMOND SNWFLK 6' | 1089254
\$410.00 | LED \$555.00

DIAMOND 5' | 1118911
\$395.00 | \$510.00

DIAMOND 4' | 1108630
\$380.00 | LED \$475.00

DIAMOND 3' | 1109106
\$335.00 | LED \$385.00



SNOWFLAKE SILHO 6' | 1041170
\$395.00 | LED \$550.00

SNOWFLAKE 4' | 1074252
\$365.00 | LED \$490.00

SNOWFLAKE 3' | 1098780
\$320.00 | LED \$415.00



PRESIDENTIAL SNW FLK 6' | 1099285
\$500.00 | LED \$695.00

PRESIDENTIAL 5' | 1109107
\$460.00 | LED \$645.00

PRESIDENTIAL 4' | 1118150
\$410.00 | LED \$575.00



SNOWFLAKE CASCADE 8' | 1047865
\$720.00 | LED \$975.00



LEAPING BUCK 5X8' | 1140783
\$485.00 | LED \$570.00



STANDING DEER 8' | 1041429
\$520.00 | LED \$675.00



ORNAMENT TREE | 1088680
\$530.00 | LED \$745.00

DDA MEMORANDUM

To: Cascade Township DDA Board
From: Sandra Korhorn, DDA/Economic Development Director
Subject: Update on Marketing Plan Tactics
Meeting Date: February 20, 2018

SKK

Below is a quick update on where are with the marketing plan tactics:

- 1. Print Newsletter Template** – The format has been decided on, so Q+M will begin to create some graphics that can be used in the print newsletter.
- 2. Email Newsletter Template** – This is completed. We can begin to send eNews about the district any time. We have added a link to our website so businesses, residents, etc. can sign up for the eNewsletter.
- 3. Microsite** – The design and creation of this site should begin in a couple of weeks. Both Q+M and Municipal Web Services will work on the microsite.
- 4. Business Spotlight** – The business spotlight feature is live on our website. Cascade Car Wash was the first business to sign up, therefore, they are the first business we spotlighted.
- 5. Business Guide** – Progress is being made. This will take a while to put together, as we will use the business spotlight feature to help populate the business guide.