



CORRIDOR IMPROVEMENT AUTHORITY AGENDA

CITY OF NOVI
CORRIDOR IMPROVEMENT AUTHORITY MEETING
Thursday, June 12, 2018 | 8 A.M.
Council Conference Room | Novi Civic Center
45175 Ten Mile Road
(248)347-0445

CALL TO ORDER

ROLL CALL: Mayor Bob Gatt, Mayor Pro-Tem David Staudt, Council Member Gwen Markham, Brandon Stewart, Blair Bowman, John O'Brien, Jeff Wainwright, Joseph Hurshe, Robert Ledbetter

OTHERS: Alan Weber, Economic Development Director
Victor Cardenas, Assistant City Manager
Yuliya Harris, Graduate Management Analyst
Melissa H. Place, Administrative Assistant - CM

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. April 20, 2018 Meeting

PURPOSE OF MEETING

1. Timeline
2. Project priorities
 - a. Investment Plan
 - b. Street Light Memo
3. Additional Project Consideration
 - a. Wayfinding Examples
 - b. Public/Private Rideshare Partnership
4. Youth Council Feedback
5. Best Practices - Memo

ADJOURNMENT



CORRIDOR IMPROVEMENT AUTHORITY MINUTES

CITY OF NOVI

Tuesday, March 20, 2018 | 4:00 P.M.

Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road
(248) 347-0460

CALL TO ORDER

The meeting was called to order at 4:05 PM.

ROLL CALL

Present:

Mayor Bob Gatt, Mayor Pro-Tem David Staudt, Council Member Markham, Brandon Stewart, Blair Bowman, John O'Brien, Jeff Wainwright, Joseph Hurshe, Robert Ledbetter

Also Present:

Victor Cardenas, Assistant City Manager; Alan Weber, Economic Development Director; Yuliya Harris, Graduate Management Analyst

Upon Novi City Council approval to form the Corridor Improvement Authority (CIA) in January 2018, the CIA met for the first time to appoint three positions, discuss the function of the Authority, and approve the bylaws.

Council Member Markham asked whether this should be an open meeting. Assistant City Manager, Victor Cardenas, clarified that per CIA bylaws, all meetings and correspondence going forward will be public, however the initial meeting can be closed. All meetings for calendar year 2018 will be publically announced by March 23, 2018.

Victor Cardenas asked Mayor Gatt when the three positions (Chairperson, Vice Chair, and Secretary) should be appointed. Mayor Gatt agreed that the bylaws and positions should be approved at the current meeting.

VOTE TO ADOPT THE CORRIDOR IMPROVEMENT AUTHORITY BYLAWS MADE BY MAYOR GATT AND SECONDED BY BLAIR BOWMAN.

Motion to adopt the Corridor Improvement Authority Bylaws as presented. Motion carried 9-0.

Mayor Gatt asked Victor Cardenas regarding the recording of meeting minutes and budget recommendations. Cardenas explained that the City staff will record minutes at all CIA meetings. Budget will be recommended by City staff to the Authority for deliberation, and the Authority will recommend it to City Council for approval. Once the Tax Increment Financing (TIF) is approved by Oakland County, the City will begin capturing revenue-stream for the CIA projects.

APPOINTMENT OF POSITIONS

Per bylaws, position appointments are made per calendar year, which includes staggering of appointments for up to four years. Positions appointed for 2018 will be effective immediately, and will expire on December 31, 2018.

VOTE TO APPOINT MAYOR BOB GATT AS CHAIRPERSON OF THE CORRIDOR IMPROVEMENT AUTHORITY MADE BY BLAIR BOWMAN AND SECONDED BY JEFF WAINWRIGHT.

Motion to appoint Mayor Bob Gatt as Chairperson of the Corridor Improvement Authority. Motion carried 9-0.

VOTE TO APPOINT BLAIR BOWMAN AS VICE CHAIRPERSON OF THE CORRIDOR IMPROVEMENT AUTHORITY MADE BY MAYOR PRO-TEM DAVID STAUDT AND SECONDED BY MAYOR BOB GATT.

Motion to appoint Blair Bowman as Vice Chairperson of the Corridor Improvement Authority. Motion carried 9-0.

VOTE TO APPOINT BRANDON STEWART AS SECRETARY OF THE CORRIDOR IMPROVEMENT AUTHORITY MADE BY MAYOR BOB GATT AND SECONDED BY MAYOR PRO-TEM DAVID STAUDT.

Motion to appoint Brandon Stewart as Secretary of the Corridor Improvement Authority. Motion carried 9-0.

FUTURE MEETINGS

Mayor Gatt suggested that frequency and time for future meetings should be decided. Until further notice, the meetings will be held quarterly, as the TIF capture will take multiple years. If necessary, meeting frequency will be increased at a later point. All meetings will be held at 8 AM, every three months. Next meeting will be held on Tuesday, June 12, 2018 at 8 AM in the Council Conference Room (open to public).

CURRENT CIA PLAN

Victor Cardenas provided background on the current CIA plan, which was developed by OHM Consultants with input from Novi business leaders. He explained that the plan satisfies City Council's long-term goals that directly relate to Grand River Ave.;

- (1)** looking into potential development options for the Grand River corridor between Taft and Beck,
- (2)** funding and completing the Northwest Quadrant Ring Road,
- (3)** creating/adopting a multi-year plan for upgrading all of our major commercial corridors (Grand River, Novi Road, 12 Mile) with streetlights, landscaping, etc., and
- (4)** exploring Tax Incremental Financing Districts (TIFs) or similar Main Street area and/or Grand River Corridor.

The original estimate to execute the entire plan was around \$24,000,000, which included streetscape, signage, roadwork, and landscape improvements. However, Oakland County confirmed that the tax capture over 20-years would be \$19,500,000. The Authority will need to decide which projects should be funded, and make sure that the projects are in alignment with City Council's goals. All were in agreement that Ring Road should be a priority, as well as improving the overall aesthetic of the corridor area.

Due to the timeline of the tax capture, CIA projects will be paid with other funds and then repaid with the tax capture and interest. Mayor Pro Tem Staudt and Member Markham suggested the use of \$3,000,000 from the Special Assessment District Account as seed funding to accelerate the CIA project. Allocation of SAD funding will require City Council approval.

Member Markham mentioned that if the Regional Transit Authority (RTA) passes, the CIA plans will be affected. If buses are part of the RTA or the City begins to provide bus transport, bus stops should be created now to accommodate future transit. She also discussed the need to look at mobility within the corridor. There should be other transit available to move people between various attractions within the corridor, such as the Novi Town Center and Suburban Collection Showplace. Mayor Gatt raised the issue of pedestrian safety at Beck Road. Blair Bowman suggested that pedestrian access should be addressed. Non-motorized crossings at I-96 should also be considered.

Member Markham asked about incentives for renovation of poorly maintained properties along the corridor and redevelopment opportunities. Economic Development Director, Alan Weber, suggested that programs that would allow matching grants for façade improvements are often not beneficial long-term. Therefore, the Authority would need to be strategic in providing grants, tax abatements, etc. as incentives. Member Markham also suggested that younger members of the Novi community should be included CIA planning, in order to consider future housing and transportation trends. Cardenas suggested involving the Novi Youth Council in future meetings to meet this need.

At the June 2018 meeting, members of the Authority will look at other similar Corridor Improvement Authorities around the U.S. to gain a better understanding of best practices in pedestrian safety, transit, and landscape. Bowman suggested that the plan should consider the inclusion of long-term self-sustainable and/or revenue-generating structures.

Meeting adjourned at 5:05 PM



MEMORANDUM

TO: CORRIDOR IMPROVEMENT AUTHORITY BOARD
FROM: ALAN WEBER, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: BOARD MEETING AGENDA SUPPLEMENTAL MEMO
DATE: 6/7/2018

1: Timeline

At the conclusion of the June 12, 2018 Corridor Improvement Authority Meeting, City staff will revise and finalize the Grand River Improvement Plan. The Plan will then be provided to Oakland County for comment and consideration. The County will consider the approval of the Plan and will negotiate the terms of the tax capture. The current timeline is to have the plan finalized and approved by November 2018.

2: Project Properties

a) Investment Plan (*Attachment #1*): As noted at the March 20, 2018 meeting, the City will approximately capture \$19,566,807 over the 20 year lifespan of the plan. As a result, a list of priority projects must be decided upon to include in the Plan submission to Oakland County. Previously it was decided that the **top three priorities** would consist of (in order of importance): Novi Grand River Ring Road completion, sidewalk gap completion, and gateway/wayfinding signage. At the last meeting the Authority asked staff to look into other areas of interest including mobility and streetscaping. With the three catalyst projects currently being considered, less than \$6 million will remain for the completion of other projects. Additionally, the Ring Road development may incur overages.. I strongly recommend that the Authority decide what projects they wish to consider and place within the Plan for final submission. The Plan can be fluid in the event of more relevant and time sensitive projects arising however, the County is rather particular about specifically laying out what the Board has in mind for the corridor, hence the specific listing of catalyst projects. Further discussion of potential options will be presented at a later date

b) Street Light Memo (*Attachment #2*)

3: Additional Project Considerations and Supporting Documents:

a) Wayfinding Examples (*Attachment #3*):

b) Public/Private Rideshare Partnership (Pilot Program/Mobility Study) (*Attachment #4*):

4: Youth Council Feedback (*Attachment #5*)

5: Corridor Improvement Authority Best Practices (*Attachment #6*)

Since the inception of the Corridor Improvement Authority Legislation in 2005, over forty cities have instituted plans for their respective corridors. During the Great Recession in 2008, majority of the plans developed failed due to lack of investments within the districts. Several of these plans have recently been reevaluated and renegotiated with the respective counties to reinstitute the tax capture.

After research of all the plans in the State of Michigan, we attached four plans that depict best Corridor Improvement Authority practices and unique projects. All plans developed in the State have a consistent theme of redeveloping infrastructure and enhancing roads. It has become evident that streetscape enhancements, road construction, planning studies, and promotion of the Corridors are a common theme of the plans.

Attachment 1

Investment Plan

Investment Plan & Catalyst Projects (DRAFT)

REVISED 6-21-18

Table 1. Catalyst Projects and Estimated Costs (Phase 1)

| Catalyst Projects | Estimated Costs |
|--|---------------------|
| 1. Crescent Road Connection/Construction | \$ 5,133,373 |
| 2. Complete Sidewalks | \$ 604,000 |
| 3. Gateway Monuments | \$ 60,000 |
| 4. Flint Street realignment and Construction | \$ 2,134,075 |
| Total | \$ 7,931,448 |

For planning purposes, the estimates listed in this table are at the high end of estimates

Table 2. Momentum Projects and Estimated Costs (Phase 2)

| Momentum Projects | Estimated Costs |
|--|----------------------|
| 1. Pathway Extension | TBD |
| 2. Pedestrian Bridge West over I-96 | \$ 2,071,000 |
| 3. Streetscaping | \$ 13,820,000 |
| 4. Market Target Development Areas | TBD |
| 5. Public Gathering Spaces | TBD |
| 6. Art Installations Total | TBD |
| 7. Advance Connected and Autonomous Vehicles | TBD |
| Total | \$ 15,891,000 |

Table 3. Anticipated Tax Revenue Capture by Year

| Year | Tax Increment Revenue |
|--------------|-----------------------|
| 2018 | \$ 40,682 |
| 2019 | \$ 99,798 |
| 2020 | \$ 263,400 |
| 2021 | \$ 478,644 |
| 2022 | \$ 684,719 |
| 2023 | \$ 787,465 |
| 2024 | \$ 843,896 |
| 2025 | \$ 901,456 |
| 2026 | \$ 960,167 |
| 2027 | \$ 1,020,053 |
| 2028 | \$ 1,081,136 |
| 2029 | \$ 1,143,441 |
| 2030 | \$ 1,206,991 |
| 2031 | \$ 1,271,813 |
| 2032 | \$ 1,337,932 |
| 2033 | \$ 1,405,372 |
| 2034 | \$ 1,474,162 |
| 2035 | \$ 1,544,327 |
| 2036 | \$ 1,615,896 |
| 2037 | \$ 1,688,896 |
| Total | \$ 19,850,247 |

Table 4. Contributing Entities

| Entities Contributing to TIF Capture | Total |
|--------------------------------------|----------------------|
| City of Novi | \$ 12,613,074 |
| Oakland County Operating | \$ 4,835,714 |
| Oakland County Community College | \$ 1,861,870 |
| Oakland County HCMA | \$ 256,149 |
| Oakland County Parks | \$ 283,440 |
| Total | \$ 19,850,247 |

Attachment 2

Street Light Memo



MEMORANDUM

TO: VICTOR CARDENAS, ASSISTANT CITY MANAGER
FROM: YULIYA HARRIS, GRADUATE MANAGEMENT ANALYST
SUBJECT: GRAND RIVER CORRIDOR STREET LIGHT DISTRIBUTION
DATE: JUNE 1, 2018

As the City moves forward in planning the Grand River Corridor and updating other major thoroughfares, streetlights are one of the initial structures that have been suggested as part of the plans. The City of Novi Engineering Division met with representatives from DTE on April 20, 2018, to address the requirements and challenges of installing LED streetlights along the Corridor as part of the Corridor Improvement Authority Plan. DTE expressed concerns about the existing overhead utilities and infrastructure that would directly conflict with the placement of the street lights. Due to power line and utility pole placement, especially around certain areas of Grand River Ave., street lights would not be installable.

Furthermore, all street lights must be placed in accordance with Road Commission for Oakland County. Per RCOC, street lights must be placed **6 feet behind any curb** and/or **12 feet off the edge of pavement when there is no curb**. The photo below illustrates one of the proposed street light placements on Grand River Ave. between Beck Road and Taft Road. To meet RCOC requirements, the street light would be directly in conflict with the existing powerlines and sidewalk. Although it is possible to bury the power lines by undergrounding, beyond the high cost of such undertaking, DTE would be opposed as this would require all elevated lines servicing homes/buildings to be converted as well. Enclosed is a map of the Grand River Corridor. The red dots denote existing DTE power pole(s) similar to what is depicted below.













Attachment 3

Wayfinding Examples

RENDER

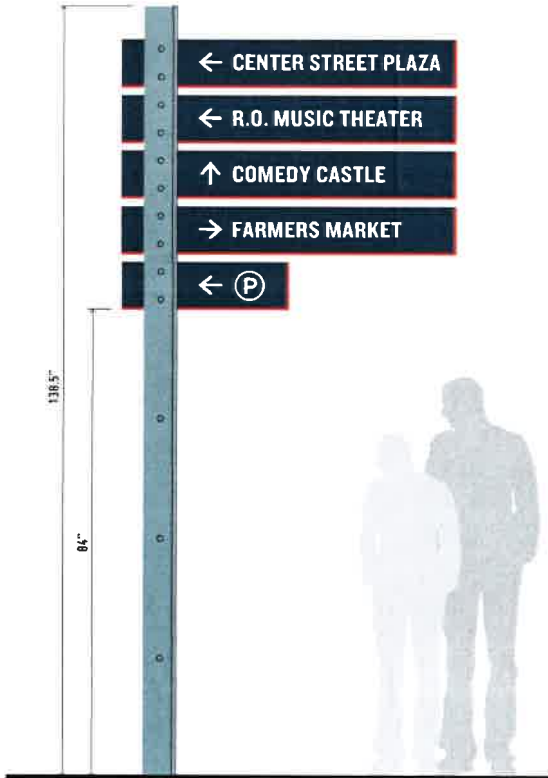
RO DDA Wayfinding - Directional Guide Sign - Render v1

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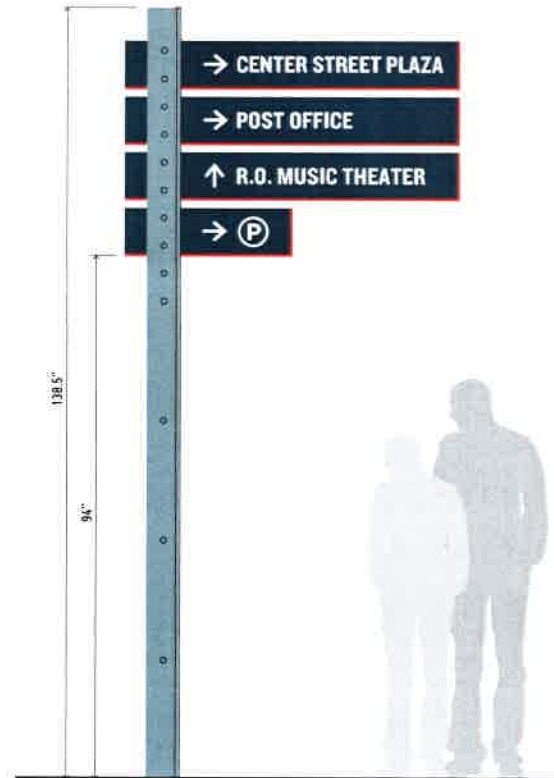
Client: Royal Oak DDA
Project: 0915 Downtown Wayfinding
Version: noted in file name
Address: Royal Oak, MI 48067

DIRECTIONAL GUIDE SIGNS

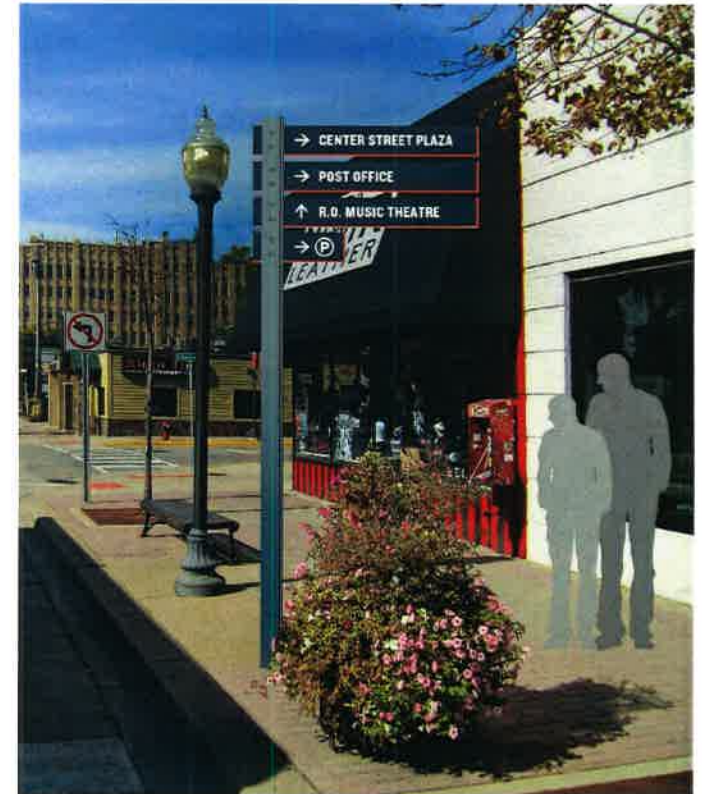
FRONT VIEW with 5 panels



FRONT VIEW with 4 panels



Example Rendering



Client Approval & Date



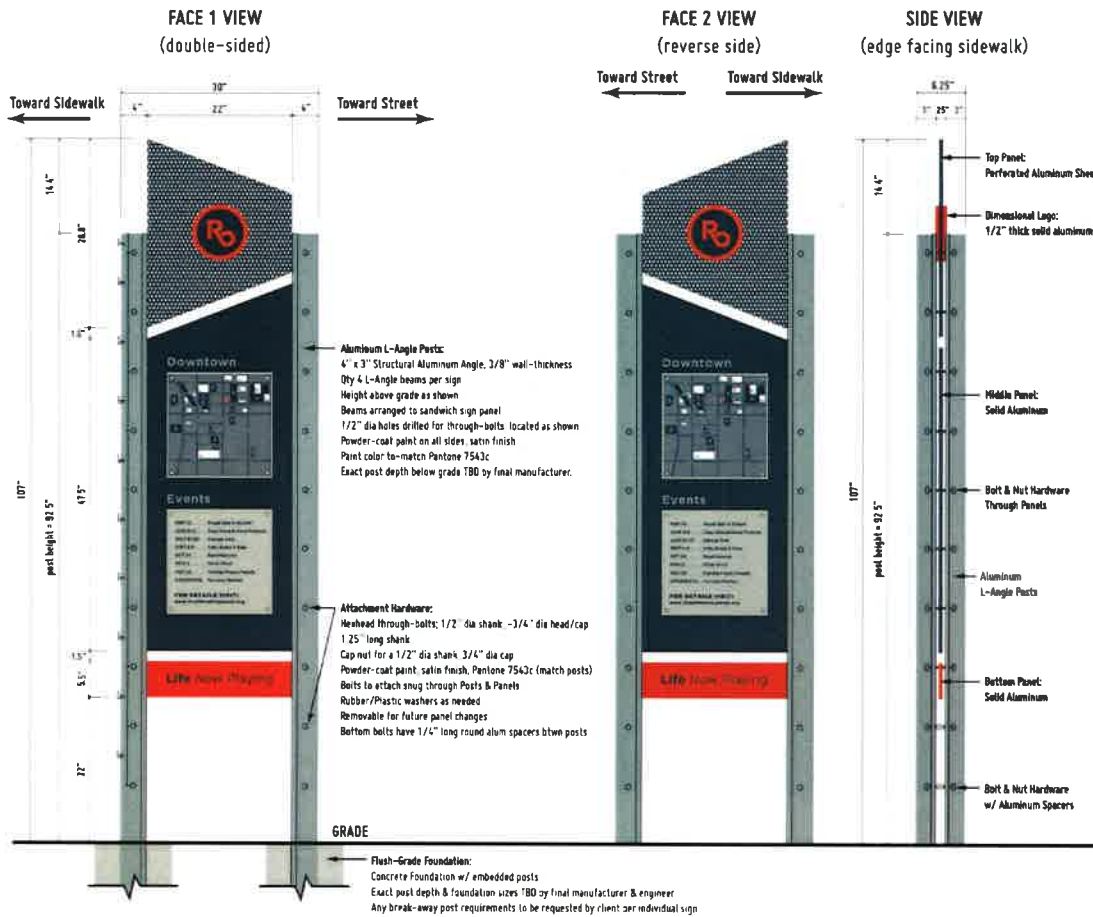
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DETAIL PROOF

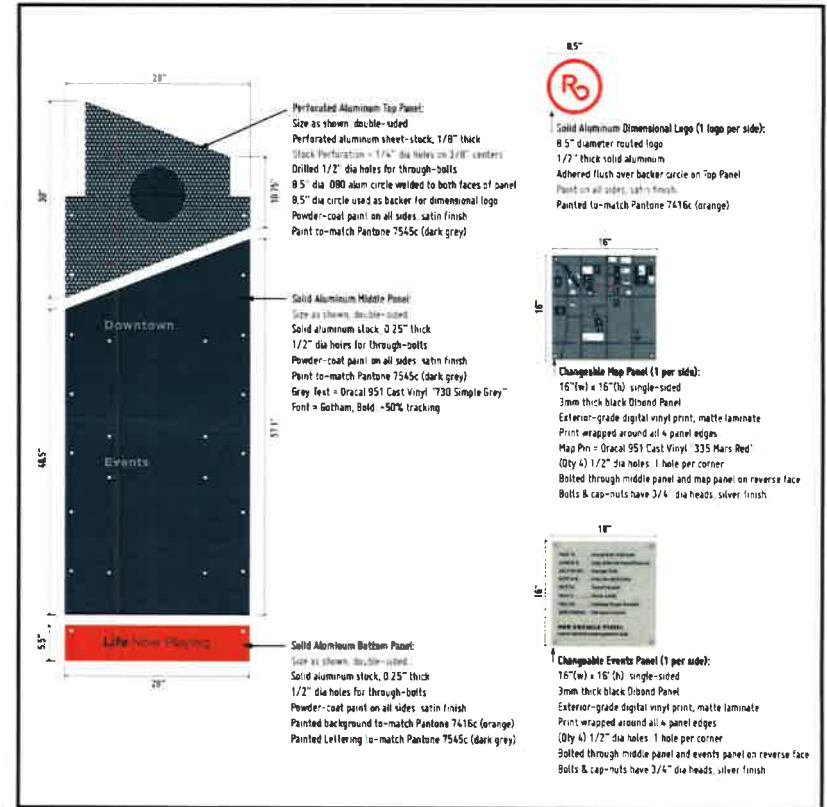
RO DDA Wayfinding - Pedestrian Kiosk - Proof v1
 Copyright Ideation Signs & Communications, Inc.

Client: Royal Oak DDA
Project: 0915 Downtown Wayfinding
Version: noted in file name
Address: Royal Oak, MI 48067

PEDESTRIAN KIOSKS



SPECS FOR INDIVIDUAL ELEMENTS



Client Approval & Date



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SIGN FAMILY

RO DDA Wayfinding - Sign Family Overview - Render v1

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Address: Royal Oak, MI 48067



Client Approval & Date:



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Attachment 4

**Public/Private
Rideshare
Partnerships**

Five Central Florida Cities Enhance Unique Uber Pilot Introducing Discounted Inter-City Travel

The cities of Altamonte Springs, Lake Mary, Longwood, Maitland and Sanford have launched a first-of-its-kind, inter-city pilot offering discounted Uber trips to travel between the five cities. This innovative public private partnership (P3) between the cities and Uber changes the mobility conversation and provides a national model for P3 transportation programs.

As the CIA and other City officials look at improving mobility we share this case study as one of many government entities that is using Uber, Lyft and other ride sharing services to improve their "transit" services.

The cities created an organization called the Municipal Mobility Working Group (MMWG) through an interlocal agreement to bring our regional residents convenient,

door-to-door service, self-ordered and boundaryless transportation. The MMWG launched the first intracity mobility pilot with Uber in 2016. Demand grew progressively throughout Phase 1 of the pilot, which was launched to prove local governments could work effectively with global technology partners to deliver alternative transit solutions for residents. In turn, the cities provided discounted fares for trips taken within their own respective cities to encourage use.

Throughout Phase 1, residents showed there was true value in ride sharing and a need for diverse transportation options throughout the region. Convenience appeared to be a key element of this pilot. Data showed a 74 percent increase in Uber trips during the first year of the program in Altamonte Springs, Longwood, Lake Mary, Maitland and Sanford.

"By providing people with an attractive transportation option, Uber is helping to drive a fundamental shift in the way people get around," said Kasra Moshkani, General Manager for Uber in Florida. "We look forward to continuing to work with these Central Florida cities to complement transit options by extending the reach of transit systems and offering residents a reliable, affordable alternative to driving."

We learned:

- Residents travel across our cities to live, work and play without regard to jurisdictional lines.
- How to work with innovative private sector partners.
- There was a need for further pilot study for inter-city/boundaryless transit.

With the launch of Phase 2 of the pilot, the cities will extend their innovative program to provide travel incentives that suit residents' lifestyles, while also studying the benefits of inter-city movement.

- Each city will continue to pay 20 percent of Uber fares that end within their respective city limits.
- Cities will pay 25 percent of the cost of rides that begin or end at the SunRail station inside of their city.
- For the pilot extension, each city will also pay 20 percent of Uber fares of a trip that begins in another city and ends in their city.

The unique addition of this pilot allows Maitland residents to check out the nightlife in downtown Lake Mary; for an Altamonte Springs resident who wants to take an Uber to visit Sanford's vibrant, historic downtown; for a Longwood resident to shop at the Altamonte Mall.

“One of the key takeaways from the first year is that we recognized that people don’t travel in a box” said Frank Martz, Altamonte Springs City Manager. “Residents travel regionally for work, shopping or dining and think of the five cities as one area rather than separate entities. For the MMWG cities, innovation has become the rule rather than the exception and we think taxpayers expect that from government.”

The pilot project with Uber sparked national and international interest in how local governments can think outside the box to come up with creative solutions to meet the needs of residents. More than 50 North American cities and several international cities have shown interest in the project and want to discuss what aspects of the program they might mirror. The next phase of the Uber pilot will build upon the initial project’s success and allow the MMWG to evaluate different alternatives as they work to meet the demands of residents and build thriving communities.

How the Program Works

- Open your Uber app to request a ride that begins and ends within the city limits of Altamonte Springs, Lake Mary, Longwood, Maitland or Sanford.
- Scroll to the right through the vehicle options until you find the icon for the city in which you’re traveling toward. Tap that option, request your ride and enjoy!
- The discounted portion of rides is automatically deducted from the rider's cost of the trip.

For help with the Uber app, visit [Uber's website](#).

Attachment 5

Youth Council Feedback

Novi Youth Discussion Feedback

Transit

- Overall **positive** reception to trolleys
- Should **not be limited** to Grand River Corridor
- **Affordable** and **accessible** (free under 16)
- Options for buying short/long term **bus passes** at pre-determined location
- **Safety** is a priority, so make sure to communicate **curfews** and hours with parents.
- Incorporating **sustainability** into trolley operations
- Run on holidays and a daily fixed schedule
- Should run on both sides of the road (**no safe crossings**)
- Integrate the bus route in Google Maps
- To track the trolley, create an app or QR codes that can be scanned at various stops, requesting and tracking the trolley.

Business

- Concerned about bringing in big box stores
- Would like to see more **smaller businesses** and store between Beck and Meadowbrook Roads
- Like the **small-town atmosphere** in the Main Street/Fountain Walk areas
- Bringing in more arcades/amusement park-types
- **Bike rental** business (including electric bikes)

Overall Grand River

- Grand River is **lacking park areas/green space**.
- Should have speakers around Grand River to play music for bikers and walkers
- More **dog parks** and **dog-friendly** features along Grand River
- Creating a **central plaza/park**, which can be rented for community events
- More **bike racks**, bike lanes
- Many suggested that they want a **university-campus atmosphere**
- Something similar to downtown Northville

Infrastructure

- Need for more **connected sidewalks**
- Unable to walk or bike
- **Wheelchair accessibility**
- Art installations along the corridor were **positively** received

Attachment 6

Corridor

Improvement

Authority Best

Practices

Estimated Cost of Improvements

The Orion Township CIA plans to widen Brown Road, develop the Baldwin Road streetscape and enhance the CIA district to promote investment and create jobs. The estimated costs for these projects are \$ 8,084,000 and outlined below.

| <u>Brown Road improvement/widening – Priority 1</u> | <u>Estimated Cost</u> |
|--|------------------------------|
| Planning & Engineering | \$100,000 |
| Property Acquisition | \$832,000 |
| Water main relocation | \$827,000 |
| Construction | <u>\$3,326,000</u> |
| Total | \$5,085,000 |

The detailed opinion of probable construction cost for Priority 1 is on pages 25-28

| <u>Baldwin Road Streetscape development Priority 2</u> | <u>Estimated Cost</u> |
|---|------------------------------|
| Planning/Design | \$183,250 |
| Streetscape improvements | <u>\$2,015,750</u> |
| Total | \$2,199,000 |

The detailed cost estimate for Priority 2 is on page 29.

| <u>Other District enhancement Priority 3</u> | <u>Estimated Cost</u> |
|--|------------------------------|
| Work and/or coordinate with property and business owners to improve appearance of the Corridor | \$300,000 |
| Identify catalyst projects to stimulate development in District | <u>\$500,000</u> |
| Total | \$800,000 |



APPENDIX F: DEVELOPMENT PLAN PROJECTS AND IMPROVEMENTS

Initial Proposed Projects

All initial projects listed in this section are critical to economic development, as identified in the Grand River Corridor Vision Plan. While projects listed in this Plan are thought to be the most important in terms of promoting economic growth and development in the corridor, implementation of additional projects not listed herein is at the CIA Board’s discretion, based on appropriate plan amendments. Circumstances may arise after plan adoption that may result in a change in project priorities. Actual projects funded will be reflected in the CIA’s annual budget.

For all projects presented, the Authority has the ability to arrange financing with City Council approval, available financing and funding mechanisms include:

- Bonds
- Annual Tax Increment Revenues
- Special Assessment Revenues
- Public/Private Partnerships: Refers to projects financed through both public and private funding sources.
- Public/Public Partnerships: Projects where one or more governmental entities partner to complete a project. Grants are considered a Public/Public Partnership.

The Grand River Corridor Vision Plan identifies implementation strategies aimed at improving the appearance, function, economic opportunities, and health of this important transportation and business corridor.

| 1. Streetscape Improvements | Estimated Cost | Priority |
|--|--------------------------------------|-------------|
| <p>1.1 Streetscape Plan: Create a streetscape design plan for the Corridor that includes concepts for the right-of-way and edges in both the focus areas as well as the spaces between focus areas. Incorporate pedestrian lighting, landscaping, open air art, road design, non-motorized facilities and utility improvements to help unify the Corridor. Coordinate plan with the City of Farmington to insure plans reflect each community’s identity in a compatible fashion. Include Public Gathering Spaces: Incorporate public gathering spaces, such as plazas and parks, into the streetscape plan.</p> | <p>\$50,000 - \$100,000</p> | <p>High</p> |
| <p>1.2 Focus-Area Improvements: Implement the streetscape design plan for the focus areas as indicated below. Improvements such as, pedestrian lighting, street trees, landscaping, street furniture (benches, trash receptacles, transit shelters as applicable) and related appurtenances will be considered. Actual costs will vary based on a number of factors, such as existing site conditions, scale of individual projects (if phased), final design and material selections, and future material costs.</p> <p>a. Botsford Focus Area: Approx. 5,700 linear feet of street frontage</p> <p>b. Grand River North Focus Area: Approx. 1,700 linear feet</p> <p>c. Grand River South Focus Area: Approx. 2,400 linear feet</p> <p>Total = Approximately 9,800 linear feet.</p> <p><i>This estimate includes pedestrian light fixtures spaced every 45ft, street trees spaced every 40ft, landscaping (400 sq ft areas containing plantings, soil, mulch, irrigation) placed every 300 ft, amenities (benches, bike racks, trash receptacles) placed every 300 ft, and a transit shelter in each focus area.</i></p> | <p>\$1,400,000 - \$1,700,000</p> | <p>High</p> |

| | | |
|--|----------------------------------|----------------------------------|
| <p>1.3 Non-Focus-Area Improvements: Implement the streetscape design plan for the gaps between focus areas as indicated below. Improvements will include pedestrian lighting, street trees and street furniture as applicable. Actual costs will vary based on a number of factors, such as existing site conditions, scale of individual projects (if phased), final design and material selections, and future material costs. Total = 11,000 linear feet</p> | <p>\$1,300,000 - \$1,625,000</p> | <p>Low</p> |
| <p>1.4 Utility Relocation: Work with business owners and utility companies to reorganize and consolidate above-ground utility lines in the focus areas; bury leads with new development.</p> <p><i>The CIA will offer an average of 1 - 5 grants of \$5,000 to \$20,000 per year to help property owners offset the costs associated with this work.</i></p> | <p>\$750,000 - \$1,000,000</p> | <p>Low</p> |
| <p>Total Streetscape Improvements Cost</p> | | <p>\$3,500,000 - \$4,425,000</p> |

| 2. Transportation: Mobility & Connectivity Improvements | Estimated Cost | Priority |
|---|------------------------------|---------------|
| <p>2.1 Transportation Plan: Work with and/or coordinate with entities having jurisdiction over Grand River Avenue and adjacent roadways or other transportation and public transportation entities and the City of Farmington to develop a detailed transportation plan that allows for safe non-motorized travel, convenient public transit, and efficient vehicular travel along the Corridor. Improvements may include the conversion of Grand River's four through-lanes into three vehicular lanes with bike lanes, wider street-sides, pedestrian refuges, landscaping, and/or on-street parking. Additional improvements will seek to address the M-5 interchange and Orchard Lake Road jog to improve vehicular and pedestrian safety as well as access to the corridor.</p> <p><i>It is assumed that the CIA will be working with other entities to develop a comprehensive transportation plan for the corridor. Partners will include the City of Farmington CIA, the cities of Farmington and Farmington Hills, and the Michigan Department of Transportation (MDOT). The CIA will contribute \$500,000 towards funding of this planning & engineering study/plan.</i></p> | <p>\$500,000</p> | <p>High</p> |
| <p>2.2 Improve Road Crossings at Key Locations. Facilitate safer pedestrian and non-motorized travel across Grand River Avenue. Improvements may include adding traffic signals, narrowing crossing distances and related enhancements for these purposes.</p> <p><i>The Vision Plan identifies five road crossings that should be added to promote pedestrian safety improve non-motorized transportation. This is an element that could be included in an overall transportation plan, or it could be a stand-alone element. The CIA may partner with another entity or bear the full cost of these improvements.</i></p> | <p>\$311,000 - \$620,000</p> | <p>Medium</p> |

| 2. Transportation: Mobility & Connectivity Improvements | Estimated Cost | Priority |
|---|----------------------------------|----------|
| <p>2.3 Rouge River Trail: Develop a shared-use pathway along the Rouge River that offers connections with adjacent neighborhoods and business uses in the Corridor. Work with City of Farmington Hills Staff and City Council to secure easements as needed.</p> <p>Total = Approximately 10,000 lineal feet</p> <p><i>The estimates for the Rouge River Trail include a 6ft to 8ft-wide path extending the full length of the trail within the Farmington Hills portion of the CIA boundary. Path materials could range from asphalt to crushed granite, and additional elements include benches and trail markers placed every ¼ mile and an interpretive kiosk at each end of the trail.</i></p> | \$100,000 - \$125,000 | High |
| <p>2.4 Implementation of Transportation Plan: Work and/or coordinate with entities having jurisdiction over Grand River Avenue and adjacent roadways and/or other transportation and public transportation entities and City of Farmington to implement the transportation plan.</p> <p><i>As noted above regarding the transportation plan, it is assumed that the CIA will partner with other entities (Cities of Farmington/Farmington Hills, City of Farmington CIA and MDOT) on the implementation of transportation improvements. Because the full extent of transportation improvements cannot be known at this time, it is estimated that improvements could range from \$2,500,000 - \$10,000,000 or more. The CIA plans to contribute 20% of this cost, and assumes other entities will participate as well.</i></p> | \$500,000 - \$2,000,000 | Medium |
| Total Transportation: Mobility & Connectivity Improvements Cost | \$1,411,000 - \$3,245,000 | |

| 3. Corridor Development Regulation, Guidelines, and Process Improvements | Estimated Cost | Priority |
|---|---------------------|----------|
| <p>3.1 Zoning Ordinance Amendments: Work with the Planning Commission to develop amendments to the Zoning Ordinance that direct and guide redevelopment in the corridor based on the Grand River Avenue Vision Plan in coordination with the City Master Plan.</p> <p><i>The City of Farmington Hills is committed to the implementation of the Grand River Vision Plan and has already initiated research on zoning changes that guide the redevelopment of properties in this corridor and offer flexibility to property owners.</i></p> | Currently underway | |
| <p>3.2 Design Guidelines: Work with the Planning Commission to develop Design Guidelines for the Corridor based on the Grand River Avenue Vision Plan.</p> | \$40,000 - \$75,000 | Low |

| 3. Corridor Development Regulation, Guidelines, and Process Improvements | Estimated Cost | Priority |
|--|-------------------------|----------|
| <p>3.3 Improve Development Review Process: Build upon the efficient development review process in place within the City of Farmington Hills by working with the City to create a Preliminary Scoping Review process. This optional process would include a CIA-funded pre-application concept review & preliminary plan review.</p> <p><i>Estimates for this project are based on a current meeting charge of \$750, which will cover basic planning & engineering review for conceptual site plans. The CIA will fund an average of 5 - 10 such reviews over 30 years.</i></p> | \$112,500 - \$225,000 | Low |
| <p>3.4 Design Assistance: Work with architects, landscape architects, and designers to offer property owners and businesses assistance with designs to enhance the appearance of the Corridor.</p> <p><i>The CIA will partner with local/regional architects and designers to offer a design service aimed at helping property owners redevelop their facades and other improvements that will positively impact the public realm. It is assumed this service could be funded at the rate of \$3,500 per project. The Authority will identify a short-list of architects and designers who understand the vision and goals of the corridor.</i></p> | \$525,000 - \$735,000 | Low |
| <p>Total Corridor Development Regulation, Guidelines, and Process Improvements Cost</p> | \$677,500 - \$1,035,000 | |

| 4. Facilitate Economic Development | Estimated Cost | Priority |
|---|-------------------------|----------|
| <p>4.1 Facade & Sign Grant Program: Work and/or coordinate with property owners and businesses to improve the appearance of the Corridor with matching grants for updated facades and signage that meet the design guidelines for the Corridor.</p> <p><i>The CIA will offer matching grants to property owners who plan to make facade and sign improvements that promote the enhancement of the corridor. The CIA will offer an average of 1 - 5 \$5,000 to \$20,000 facade grants and 1 - 5 \$2,000 to \$5,000 sign grants over 30 years.</i></p> | \$630,000 - \$1,000,000 | Medium |
| <p>4.2 Facilitate Loan Program: Work with local lending institutions to facilitate redevelopment opportunities within the Corridor by offering competitive funding options through such institutions.</p> <p><i>It is assumed that the CIA board will work with local lending institutions on the development of innovative funding options and there will be no additional cost needed by the CIA.</i></p> | --- | High |

| | | |
|---|--------------------------------------|----------------------------------|
| <p>4.3 Create a Business Incubator: Work with related institutions (e.g., Botsford Hospital, Oakland Community College, Oakland County, etc.) to develop a business incubator that would include a mix of start-up, growing, and established businesses.</p> <p><i>It is assumed that the creation of a business incubator will start with the development of a business plan. Funds for seed money to start the incubator could range from \$50,000 to \$250,000 (based on the availability of funds). The purchase or leasing of a building is estimated at \$250,000 (cost of purchase or a 10-yr lease at \$10/sq ft for 2,500 sq ft).</i></p> | <p>\$315,000 - \$515,000</p> | <p>Medium</p> |
| <p>4.4 Conduct a Market Study: Prepare a market study that assesses the economic opportunities available in the Corridor, making the data available for property owners and businesses.</p> | <p>\$20,000 - \$35,000</p> | <p>Low</p> |
| <p>4.5 Create a business retention and recruitment program: Based on the findings of the market study, identify needs of existing businesses as well as opportunities for new businesses. Create a publicly accessible database of property information that may be matched with business and redevelopment needs.</p> | <p>\$300,000 - \$450,000</p> | <p>Low</p> |
| <p>4.6 Catalyst Projects: Identify catalyst projects to stimulate redevelopment in the Corridor. Work with property owners to facilitate redevelopment. May involve shovel-ready approval and/or other incentives as appropriate to the development.</p> <p><i>The CIA believes that assistance with the development of two catalyst projects will leverage additional private investment in the corridor. CIA participation could start with working with the City to waive or fund the cost of permitting, estimated on Planned Unit Development review fees of \$5,000. A \$25,000 to \$100,000 contribution towards each project will help share costs associated with stormwater management and other necessary infrastructure improvements that benefit the Corridor and Community. Based on the availability of funding, the acquisition of properties and marketing efforts relating to the redevelopment and/or sale of properties could range from \$2,000,000 to \$3,000,000.</i></p> | <p>\$2,000,000 - \$3,000,000</p> | <p>High</p> |
| <p>4.7 Improve Public Safety: Work with the Farmington Hills Police and Fire Departments to improve public safety along the Corridor.</p> | <p>\$251,500 - \$456,500</p> | <p>Medium</p> |
| <p>Total Economic Development Cost</p> | | <p>\$3,506,000 - \$5,456,500</p> |

| 5. Public Relations/Marketing in the Corridor | Estimated Cost | Priority |
|---|----------------------------|----------|
| 5.1 Create Brand Identity for the Corridor. Create a brand for the Corridor that blends the current perceptions and realities of the built and natural environment with the vision described in the Grand River Avenue Vision Plan. | \$20,000 - \$35,000 | Medium |
| 5.2 Develop Marketing Plan: Based on Brand Strategy, develop a marketing plan that reinforces and advances the brand of the Corridor. | \$30,000 - \$50,000 | Low |
| Total Economic Development Cost | \$50,000 - \$85,000 | |
| Other Implementation Actions: Implementation of the Marketing Plan: Create and execute an annual work program for implementation of the marketing plan, which may include working with other civic groups to draw people to the Corridor by creating events and activities that program public spaces and fit with the brand strategy. | | |

| 6. Improve Environmental and Aesthetic Conditions in the Corridor | Estimated Cost | Priority |
|--|--------------------------------|----------|
| 6.1 Regional Stormwater Management: Explore opportunities for a regional stormwater system that will accommodate existing and future demand while encouraging and facilitating redevelopment of properties in the Corridor. <i>The CIA has identified stormwater management as a critical issue for redevelopment of property within the corridor. Because this has regional impact, the CIA will partner with other entities and contribute \$25,000 to \$50,000 towards these planning efforts.</i> | \$25,000 - \$50,000 | Medium |
| 6.2 Low Impact Design Standards: Support efforts by the City of Farmington Hills to encourage low impact design techniques as properties redevelop. <i>The CIA will assist property owners through education and sharing the redevelopment costs associated with low impact design elements. With educational materials and \$5,000 to \$20,000 grants for an average of 1 - 5 properties per year, costs could range from \$765,000 to \$1,065,000.</i> | \$765,000 - \$1,065,000 | Low |
| 6.3 Beautification Program: Work with the City of Farmington Hills Beautification Commission to encourage the improvement and maintenance of landscaping in the Corridor. <i>A recognition program to raise the awareness of corridor activities and promote, recognize and reward corridor businesses could range from \$1,000 to \$1,500 per year for 30 years.</i> | \$30,000 - \$45,000 | Low |
| Total Environmental & Aesthetic Improvements Cost | \$820,000 - \$1,160,000 | |

| 7. Administrative Costs & Professional Services | Estimated Cost | Priority |
|--|--------------------------------------|------------|
| <p>7.1 Administrative costs may be associated with the administration of the program, including staff as may become necessary. This will also include costs of professional services that may be needed for implementation of specific items, including planning, engineering, marketing, real estate, and legal assistance.</p> <p><i>The CIA will initially be served by current City staff with expertise related to planning, management, and economic development. However, it is anticipated that the workload will warrant staff dedicated to the implementation of this plan. The costs could range from \$800,000 to \$1,300,000 over a 20 year period, based on a combination of part-time and/or full-time employment. Professional services could range from \$35,000 to \$60,000/year</i></p> | <p>\$1,800,000 - \$3,000,000</p> | <p>Low</p> |

The total costs for the above identified projects ranges from \$11,775,000 to \$18,406,500

Note: The Development Plan Projects and Improvements list includes \$6.7 million of projects/improvements beyond the projected TIF revenues. Where TIF revenues cannot be identified the Authority will work to fund efforts through other sources such as grants, donations, special assessments, and other public and/or private sources subject to approval by the City Council where required. See section III.F for more information.

Implementation of this project list will be dependent on actual revenues realized. The projected TIF revenue will be focused on the high priority projects and then work toward the low priority projects. To the extent the TIF projections are higher than the revenue actually collected, funding levels for the projects may be reduced, or low priority projects dropped. To the extent revenue generated from TIF exceeds the projections in the Plan and/or other revenue sources result in additional revenues, they will be dedicated toward the projects in the same manner.

Implementation strategies may be pursued based on the Grand River Corridor Vision Plan or in response to changes in the economic conditions of the Corridor or in other aspects of the Corridor that may occur over time. If any such implementation strategies require amendment(s) of the Development and TIF Plans, such amendments shall be implemented only after approval by City Council in the manner required by law.

Table 1

| Project Description | Estimated Cost | Implementation Period |
|---|---------------------------|------------------------|
| Access Management – Van Dyke Traffic Study | \$40,000 | Immediate Year 1 |
| Streetscape Amenities | \$5,000,000 | Short Term Year 1-5 |
| Access Management – Curb Cut Consolidation | \$1,000,000 | Year 1-20 On-Going |
| Commercial Facade Improvement Program | \$500,000 | Year 1-20 On Going |
| Business Recruitment/Retention | \$100,000 | Year 1-20 On-Going |
| Property Acquisition | \$3,000,000 | Long Term ¹ |
| Floodplain/Wetland Mitigation | \$1,000,000 | Long Term |
| Park Space Improvements | \$1,000,000 | Long Term |
| General Infrastructure Improvements | \$5,000,000 | Long Term |
| Planning/Economic Studies | \$40,000 | Long Term |
| Total Cost of Improvements | \$16,680,000 | |
| Contingency 25% | \$4,170,000 | |
| Grand Total | \$20,850,000 ² | |

¹ Long Term means the projects will not occur after the duration of any bonds issued

² Subject to inflationary cost increases

Marketing Brochure-Township Property

(Once the draft development plan is accepted, a marketing brochure for the Township-owned property will be prepared using images and text in the Development Plan.)

PROJECT LIST

| PROJECT | ESTIMATED COST |
|---|--------------------|
| <i>See Detailed Descriptions Below</i> | |
| Develop a Corridor Marketing Effort and Prepare Promotional Materials | \$125,000 |
| CIA Property Acquisition | \$500,000 |
| CIA Road Improvements | \$3,700,000 |
| US-23 Hill Road Interchange Improvements & Maintenance | \$1,250,000 |
| Streetscape Improvements and Signage | \$2,500,000 |
| Entryway Improvements | \$1,500,000 |
| Non-Motorized Paths | \$850,000 |
| Total Cost of All Projects: | \$8,925,000 |

1. Develop a Corridor Marketing Effort and Prepare Promotional Materials \$125,000

It is the Township’s desire to create a unified image and market the Hill Road Corridor as a unified business district. To that end, the following research and organizational projects are needed.

- *Retail Market Study.* A retail market study is needed to determine the extent of commercial space supportable within the CIA District and potential recruiting opportunities. The study would entail performing a market analysis to determine the market size, providing additional detail regarding site information, identifying commercial and retail opportunities and the development of a marketing strategy and tenant mix.
- *Joint Marketing Program.* A joint marketing strategy will be developed with involvement of the business community that brings together resources for advertising, special events and public relations; similar to the programs employed by retail malls. The goal is to develop a program that will be self-sustaining through creation of a business organization, or support for an existing one, that will coordinate and oversee the marketing efforts.
- *Hill Road Corridor Branding.* To effectively market the corridor, a branding effort must be undertaken that creates a clear, positive image to potential shoppers, visitors, investors, etc. This image must then be promoted over multiple media platforms in a comprehensive, consistent manner to educate and inform the public.
- *Promotional Materials.* The preparation of marketing materials that can be presented to developers, retailers and real estate firms promoting the Hill Road Corridor. This may include brochures, exhibits, trade area data, web site materials, social media activities, etc.

- 2. CIA Property Acquisition** **\$500,000**
 Property acquisition will be a necessary part of the development projects contained herein including, but not limited to, site redevelopment, road improvements, storm water facilities, and entryway enhancements. The goal is to use public monies to leverage private investment and eventually eliminate the need for financial assistance.
- 3. CIA Road Improvements** **\$3,700,000**
 The following road improvements are needed to ensure proper access into and along the Hill Road Corridor:
- *Hill Road Improvements (boulevard, crosswalks, and signalization for Corridor).* Road, signalization and pedestrian crosswalk improvements are needed along Hill Road.
 - *Construct Boulevard Sections.* This includes the construction of boulevard sections on Hill Road at the east and west ends of the corridor.
- 4. US-23 Hill Road Interchange Improvements & Maintenance** **\$1,250,000**
 To effectively change the image of the Hill Road Corridor and encourage visitors to exit here, the aesthetic appearance of the interchange must be improved. This would come in the form of landscaping, irrigation, lighting and signage improvements along with a commitment for future maintenance. This interchange is controlled by the State of Michigan, including the use of federal funds, so coordination with both governments is needed. Funding cutbacks at the state and federal levels has limited improvements and maintenance at all highway interchanges. The use of CIA funding to improve this interchange will greatly enhance the image of the corridor and support the other activities identified under this plan.
- 5. Streetscape Improvements and Signage** **\$2,500,000**
 Coordinated streetscape improvements will be needed throughout the corridor to achieve the desired traditional look for the project. This will include items such as brick pavers, street trees, lights, benches, waste receptacles, etc. Entryway signs will help draw people into the downtown while banners and location direction signs will create interest and help direct people to specific locations, including parking areas.
- 6. Entryway Improvements** **\$1,500,000**
 It is essential that travelers along Hill Road know that they have arrived in Mundy Township and the Corridor District. This can be accomplished visually through attractive entryways with landscaping, signage, lighting and architectural features like brick knee walls. A similar treatment has already been installed by Grand Bland Township at the Fenton Road-Hill Road intersection and would be emulated by Mundy Township at both ends of the corridor.
- 7. Non-Motorized Paths** **\$850,000**
 It is a priority of the corridor plan to make the Hill Road Corridor a more user-friendly place for pedestrians and bicyclists. This will be accomplished through creation of a path and sidewalk system that provides safe refuge for non-motorists while traveling along the corridor and between buildings. The first step will be the creation of a detailed pathway plan that identifies the most appropriate treatment for each section of the corridor. This pathway plan will include more precise cost estimates so the Township can seek grants and alternate ways to assist property owners.

TOTAL COST OF ALL PROJECTS: **\$8,925,000**

Development and TIF Plan