

EXECUTIVE SUMMARY FOR THE TAX INCREMENT FINANCING PLAN FOR FERNDALE: the evolution of downtown continues

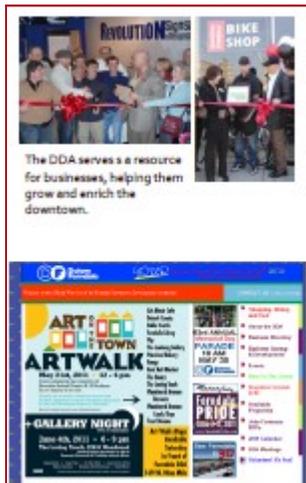
Evolution: A downtown does not decline overnight; likewise, the process of downtown revitalization requires years of investment and persistent hard work.

Changes are made year by year that add up over time, contributing to the sense of activity and improvement. Over the years, the DDA has utilized its tax increment financing (TIF) capture—*combining local and nonlocal revenues*—for numerous projects and activities that have contributed to revitalizing downtown, that likely would not have occurred otherwise. Major investments have been made for streetscape improvements to West Nine Mile, and side streets, including sidewalks, planters, light fixtures, and street furniture. While these visible changes promote a sense of place and encourage civic pride, they also attract new businesses to the area.



- In 2011, the DDA reported 26 new businesses started in Ferndale during the previous year. It's 6% vacancy rate is unparalleled in the region, and is a mark of achievement, given the downtown's 30% vacancy rate in 2000.

Why continue the DDA? The work is never over for downtown revitalization. Changes in the local, regional, and state economy, as well as social changes, impact how downtown functions.



The DDA serves as a resource for businesses, helping them grow and enrich the downtown.

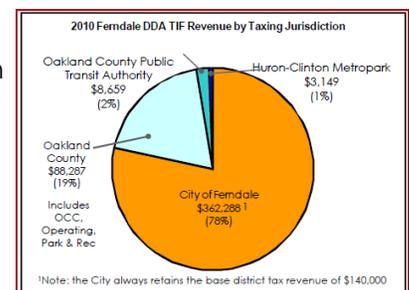
To stay competitive and continue to improve the quality of life for Ferndale residents and business owners, the DDA must continue to celebrate its successes, build on what works, and improve what needs work. This plan analyzes the core DDA district, and identifies ways to make it more attractive, safer, and unique to Ferndale.

What's working; what needs work. Looking at downtown Ferndale in terms of best practices to celebrate successes and identify areas for improvement.

The TIF plan illustrates several "best practices" that describe elements that contribute to a well-functioning downtown, including building architecture, circulation (streets and sidewalks), signage, and outdoor spaces. The report goes on to assess how things are working in the existing TIF district, and offer suggestions for improving things that need work.

Property Values Analysis. How does TIF work—and what is the impact of the DDA on property values?

The TIF plan includes an overview of how tax increment financing works, and illustrates how an increase in tax revenue in the DDA district is reinvested back into the district. Most importantly, the plan illustrates how **additional taxing jurisdictions** (those outside the City) are investing in Ferndale through the TIF plan. The chart at right shows how approximately 22% of Ferndale's TIF revenues come from outside the City—money that would be retained by the respective taxing jurisdiction if not for the TIF. The plan addresses how and where that revenue is spent, and provides a good foundation to show where future revenues may also be invested.



Development Plan

The City expects this TIF to exist for twenty years past the last bond issuance. Following analysis, the plan projects approximately \$12 million in tax increment financing revenue over a 20-year period. As the following Development Projects are implemented, and the development area starts to show signs of improvement, the private sector will gain confidence and will be better able to justify additional downtown investments.

The plan breaks out projects for the DDA into three categories. :

1. Development-related projects

- DDA purchase and redevelopment
- Public/private partnership,
- Shovel-ready permitting, and/or
- Marketing to the private sector

2. Streetscape Projects

- Create a comprehensive streetscape program for the entire downtown that will identify the style and location of lights, benches, receptacles, pocket parks, LED lighting, and alley enhancements.
- Create and promote a public art program throughout downtown to enhance the district. This program would identify sites for public art, encourage art on private property, and procure art.
- Implement streetscape projects along the Woodward Avenue corridor in conjunction with the Woodward Avenue Action Association's 2010 Non-Motorized Transportation Plan
- In conjunction with a "road diet," redesign Nine Mile and Livernois to improve the pedestrian experience, provide clarity for motorists, enhance safety.
- Implement all components of wayfinding plan (2010) to help identify businesses and highlight historic and culture attractions.

3. Traffic & Parking

- Support the study needed to implement a "road diet" for Woodward Avenue, in which one travel lane in each direction would be eliminated to facilitate the addition of bike lanes and a wider sidewalk (Refer to the "Woodward Avenue Non-motorized Transportation Master Plan, Eight Mile Road to Maple Road," Jan 2010
- Work with MDOT to improve pedestrian crossings of Woodward Avenue, specifically at Cambourne, Withington/Vester, and Pearson.
- Support development of the City's non-motorized transportation network plan, mandated by the Complete Streets Ordinance approved on 10-25-10
- Develop a "road diet" plan for West Nine Mile Road, between Pinecrest and Livernois.
- Build parking structures in downtown area as appropriate.
- Provide a more complete and identifiable system of wayfinding signage for the City's major public parking facilities.
- Conduct traffic studies to identify specific plans for improving traffic flow and safety at the specific locations
- Develop an incentive program to consolidate private parking lots that will facilitate shared parking and allow for redevelopment of properties.

For more information on the complete plan, visit the DDA website:

www.downtownferndale.com