

**DOWNTOWN DEVELOPMENT AUTHORITY
PARKING SUBCOMMITTEE AGENDA
November 1, 2019, 11:00 a.m.
2nd Floor Committee Room
Governmental Center, 400 Boardman Ave, Traverse City
www.downtowntc.com**

Information and minutes are available from the DDA CEO, 303 East State Street, Suite C, Traverse City, MI 49684, (231) 922-2050. If you are planning to attend the meeting and are handicapped requiring special assistance; please notify the DDA CEO as soon as possible. Any interested person or group may address the DDA Board on any agenda item when recognized by the presiding officer or upon request of any DDA Board member. Also, any interested person or group may address the DDA Board on any matter concerning the DDA not on the Agenda during the agenda item designated Public Comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the DDA Board.

1. Roll Call
2. Consideration of minutes of the October 3, 2019 Subcommittee Meetings (Approval recommended) (Pages 2-3)
3. Old Business
 - a. Storage Winter and Year-round (referred back from DDA Board) (Pages 4-6)
4. TDM: 3 Yr Plan
 - a. Rate Study Introduction (Pages 7-12)
5. New Business
 - a. Bike Share Program (Page 13)
 - b. iCompass (Page 13)
 - c. Meeting Schedule – January (Page 13)
6. Traffic Committee Update
 - a. TCO 669 and Residential Map (Pages 14-16)
7. Receive and File
 - a. Detroit Free Press “Imagine a Detroit built for people, not for parking cars | guest column” (Pages 17-19)
 - b. The Oakland Press “State approves \$29 million mixed-use development, the dot, in downtown Ferndale” (Pages 20-22)
8. Public Comment
9. Adjournment

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**DOWNTOWN DEVELOPMENT AUTHORITY
PARKING SUBCOMMITTEE MINUTES
October 3, 2019, 11:00 a.m.
2nd Floor Committee Room
Governmental Center, 400 Boardman Ave, Traverse City
www.downtowntc.com**

Chair, Scott Hardy, called the meeting to order at 11:04 AM

1. Roll Call

Present: Scott Hardy, Jeff Joubran, Todd Knaus, and T. Michael Jackson, Rick Brown, and Debbie Hershey

Absent: Steve Constantin

2. Meeting Minutes: **The meeting minutes from June 6, 2019 as amended and August 1, 2019 were approved as presented and amended upon motion by Hershey, seconded by Jackson. Motion carried unanimously.**

3. Old Business

- a. Seasonal Park-n-ride Locations
 - i. Staff provided an update.
- b. Bus Shelters
 - i. Staff provided an update.
 - 1. Discussion on addressing issues at bus stop locations.

4. New Business

- a. Parking Leases
 - i. Staff provided an update.
- b. Storage – Winter and Year-round
 - i. **Motion by Brown, seconded by Jackson that the Parking Subcommittee recommends the DDA Board approve the amended ordinance to prohibit vehicle storage in City parking garages. Motion carried unanimously.**

5. TDM: 3 Yr Plan

- a. Review Completed Items
 - i. Staff provided an update.
- b. Revised 3 Year Plan
 - i. **Motion by Brown, seconded by Joubran that the Parking Subcommittee recommends the DDA Board approve moving forward with the revised TDM 3 year plan. Motion carried unanimously.**
- c. Residential Parking Program
 - i. Staff provided and update.

6. Transportation Committee Update

- a. New On-street Metered Parking – 200 Boardman & 100 Railroad
 - i. Staff provided an update.

7. Public Comment.

a. Renee Dean – Railroad and State Meters

8. Adjournment. The meeting officially adjourned at 12:01 PM

Scott Hardy, Chair

DRAFT



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Parking Director
Re: October 30, 2019
Date: Old Business

Storage – Winter and Year-round

Last month, the DDA Board reviewed the recommendation to include City parking garages as prohibited long-term parking locations for vehicles. There was public comment from downtown residents who requested further clarification to define who may use the parking garages for long-term parking when they are used as primary residential parking.

I have revised the amended ordinance to include:

- parking garages as a prohibited storage locations;
- exempt residents within downtown districts defined in section 298.04; and
- define storage as 96 hours.

RECOMMENDED MOTION: The Parking Subcommittee recommends the DDA Board approve the revised amended ordinance to prohibit vehicle storage in City parking garages.

480.03 - Parking on public property.

- (a) *Parking prohibited:* Unless otherwise allowed by the City Manager, no person shall park or place a vehicle, boat or any other object in any City parking lot or parking garage for the principal purpose of displaying such vehicle, boat or object for sale, for storage or for advertising purposes. (1) Residents with vehicles registered to properties within the downtown business districts defined in Section 298.04 shall be exempt from storage regulations.
- (b) *Enforcement; penalty:* The uniformed employees of the Traverse City Parking Services or police officers are authorized to issue notices of violations and dispose of violations of this section. The civil fine for a violation of this section is \$15 for each offense. A separate offense shall be deemed committed on each day during or on which a violation or noncompliance occurs or continues. The processing of violations and nonpayment of fines shall be handled pursuant to Chapter 488.
- (c) Definitions. For the purpose of this chapter:
 - (1) Storage means any vehicle that has a parking permit that has not moved in ninety-six (96) hours.

(Ord. 562. Passed 5-20-02.)

298.04 - Downtown district boundaries.

The Downtown District in which the Downtown Development Authority shall exercise its powers, as provided by Act 197 of the Public Acts of 1975, as amended, shall consist of the following described territory in the City, subject to such changes as may hereafter be made pursuant to this chapter and Act 197. An area in the City within the boundaries described as follows: that property lying southerly of Grand Traverse Bay and lying northerly of a line described as follows:

Beginning at a point on the Bay Shore that coincides with the northerly extension of the centerline of Oak Street; thence southerly along such centerline extension to its intersection with the centerline of the C & O Railroad tracks; thence southeasterly approximately 500 feet along the C & O Railroad tracks to the centerline of 2nd Street; thence southerly from 2nd Street approximately 1,050 feet along the centerline of the C & O Railroad tracks to the centerline of the alley between Front and 5th Streets; thence commencing at the northwest corner of Lot 8 of the Hannah, Lay and Company First Addition as recorded by the County Register of Deeds, Liber 3 of Plats on Page 25; thence southeasterly along the northeast boundary of Lot 8 to the northeast corner of Lot 8; thence southerly along the east line of such plat to the south right of way of Sixth Street (66 feet wide); thence easterly along the south right of way of Sixth Street to the west right of way of Locust Street (53 feet wide); thence southerly along the west right-of-way line of Locust Street to the south right-of-way line of Ninth Street (66 feet wide); thence easterly along the south right of way of Ninth Street to the east right-of-way line of the north-south ally (33 feet wide) east of Union Street, Block 6, as found in Hannah, Lay and Company's First Addition, recorded in Book One, Page 10; thence northerly along the east right of way of such alley to the south right-of-way line of 8th Street (66 feet wide); thence easterly along the south right of way of 8th Street to the thread of the Boardman River; thence northwesterly along the thread of the Boardman River to the centerline of Cass Street; thence northerly along the centerline of Cass Street to the centerline of the alley between State and Washington Streets; thence easterly approximately 300 feet to the east lot line of Lot 14, Block 7, of the original Plat of Traverse City; thence southerly approximately 213.5 feet to the centerline of Washington Street; thence easterly approximately 555 feet along the centerline of Washington Street to a point approximately 27 feet east of the west lot line of Lot 14, Block 21, original Plat of Traverse City; thence northerly approximately 213.5 feet to the centerline of the alley between State and Washington

Streets; thence easterly to the centerline of Boardman Avenue; thence northerly along the centerline of Boardman Avenue to the centerline of the alley between Front and State Streets; thence easterly to the centerline of Railroad Avenue; thence northwesterly to the intersection of the centerlines of East Front Street and Railroad Avenue; thence easterly to the intersection of the centerlines of East Front Street and Grandview Parkway; thence northwesterly to the centerline of the Boardman River; thence northerly to Grand Traverse Bay and also including Lot 3 of Hannah, Lay and Company's 16th Addition, Liber 3 of Plat, Pages 6 and 7.

(Ord. 72. Passed 9-5-78; Ord. 176. Passed 6-17-85.)



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Parking Director
Re: October 31, 2019
Date: TDM – Rate Study Introduction

Last month, the DDA Board approved the revised 3 year plan. This month we will focus on the introduction of the rate study. Throughout the fiscal year, we will review our current rates, their history to-date, their current and future use, and how the management of the rates help to achieve the goal of the TDM to promote better land use and increase development in the DDA District by reducing our need to build parking.

Introduction

The parking system manages three enterprise funds: Parking General, Hardy and Old Town. The Parking General revenues are generated from permits, meters, and violations. The Parking General expenses cover operating costs for the field, office and maintenance operations; but also include property lease payments, software subscriptions and capital improvement projects. The Hardy and Old Town revenues are generated from permits and parking structure hourly parking transactions. The Hardy and Old Town expenses cover maintenance, contracts, equipment replacement, and set depreciation funds aside for major repairs.

Parking Permits

The permit program was implemented to provide employees a reduced rate to pay for parking. Permits are sold for surface or garage. Surface permits allow holders to park in any of the designated surface lots or overflow locations. Permits are valid in surface lots Monday-Friday 7 AM-4 PM. Garage permits allow holders to park in any of the parking structures, surface lots, or overflow locations. Permits are valid in garages 24 hours a day, seven days a week.

Parking Meters

Parking meters are available throughout downtown on-street and in off-street surface lots. They may be used by patrons and employees. Time is purchased for the parking time needed based on destination purpose. Duration of the meters varies throughout downtown, and the lots. There are coin only individual meters and multi-space pay stations that accept both coin and cash. All metered spaces offer mobile payments. Meters are enforced Monday-Saturday 8 AM-6 PM.

Parking Structures

The parking structures offer hourly parking for patrons where time is purchased based on time used, and permit parking for garage holders. This mixed use optimizes the utilization as the spaces can be used by both types of parkers rather than restricting to one use type which results in underutilized spaces. Hourly parking is available Sunday-Saturday 5 AM-midnight. In addition to an automated pay station, the garage has a cashier 7 AM-midnight Monday-Saturday and Sundays 7 AM-11 PM. Permit parking is available 24 hours a day, seven days a week. When occupancy is near full, spaces are held aside to ensure permit holders have access to a parking space. Special events may extend hours of operation.

Parking Violations

Violations vary between local and adopted state and federal guidelines for regulating use. The Violations Bureau manages all of the violations issued in the City of Traverse City along with notice and collections processing.

Objectives of Rate Study

- Increase turnover, achieve 85% occupancy
- Reduce traffic & congestion
- Encourage use of underutilized spaces

Challenges Implementing Rate Increases

Technology

- For patrons - Coin only versus cash, credit and mobile payment
- For management – maintenance, hour limit configurations, and enforcement

Spillover

- May impact neighborhoods where there is no charge for parking.
- May impact private lots that are unmonitored.

Reduces Patron Activity

- Cons – other shopping areas provide free parking
- Pros – convenience of finding a space in specialized retail
- Both sides of the coin
 - In the short-term, increased rates discourage existing patrons, whereas, in the long-term, turnover provides spaces for new customers.
 - Negatively seen by current patrons as they adjust to the increased fees of parking; however, over time merchants should see positive turn as there are more available spaces, increased use of the space, and shorter parking durations.

Increased cost to Employees

- Revenues used to increase multi-modal amenities and alternative transportation.

Communication

- Posting hour limits and rates.
- Identifying metered parking.

As we move through the rate study, it will be important to consider that just by covering the operational costs attributes to congested facilities that could be used for development or common space. Many of the objectives implemented in the TDM will be financed with revenues from Parking General. The multi-modal shift is the incentive to change parking habits and better utilize parking spaces more efficiently, and use the less convenient spaces.

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Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Parking Director
Re: November 2, 2019
Date: New Business

Bike Share Program

Jean and Harry are meeting with Russ Soyring Monday, November 4th to continue the ordinance discussion for bike share and e-scooter programs. Jean will provide a verbal update at our meeting.

iCompass

We will be moving to the iCompass software for meeting agendas, packets and minutes. This is the same system the City Commission has been using and the DDA Board is transitioning to in November. You will get an automated email to accept the invitation. You must accept in order to be added to the monthly email list. I will send a reminder once the invitation has been sent.

Meeting Schedule January

Our January meeting, falls the day after New Year's Day. I would prefer to have a meeting this month versus cancelling in order to keep the momentum on our rate study. If the committee would like to cancel January 2nd, I would propose that we move the meeting to January 9th.



Memorandum

To: Parking Subcommittee
From: Nicole VanNess, Parking Director
Re: November 1, 2019
Date: Traffic Committee Update

The following is an overview of items that are currently under review or in-progress by the Traffic Committee. The purpose is to provide an update on parking related items that the Traffic Committee is working on in order to communicate between the two committees.

Establish Residential Zones

As requested by the City Commission, the ordinance was revised to include a Traffic Control Order requirement to establish residential zones. The Committee approved the recommendation to establish zones based on existing TCOs for residential time restrictions. Two zones were created based on requesting residents residing within a reduced foot print of Central and Boardman neighborhoods. Based on attendance of the public meetings, we anticipated residents of the Old Towne neighborhood coming forward and requested a third zone. The three zones are smaller than the current designated neighborhood map. The current parking issues appear to be the result of downtown overflow parking into the neighborhoods. We do not foresee any pushback from residents to expand these zones as some of the feedback was that the neighborhood foot print exceeded the purpose. We can always revise the TCO to increase or decrease the size of the zone based on a more in-depth view of what is causing parking issues.

The zones are as follows:

- Central Zone 1 with boundaries of Fifth Street south to Ninth Street and Union Street west to Maple Street;
- Boardman Zone 2 with boundaries of State Street south to Eighth Street and Railroad Avenue west to Boardman Avenue; and
- Old Towne Zone 3 with boundaries of Eighth Street south to Tenth Street and Lake Avenue west to Union Street.

TRAFFIC CONTROL ORDER NO.: 669 **DATE:** October 17, 2019

Zones for allowing Residential Parking Permits shall be established as shown in the attached map. The Residential Parking Permit Zones allow City residents to obtain and utilize parking permits as outlined in Chapter 483 of the Traverse City Code of Ordinances.

Martin Colburn
City Manager

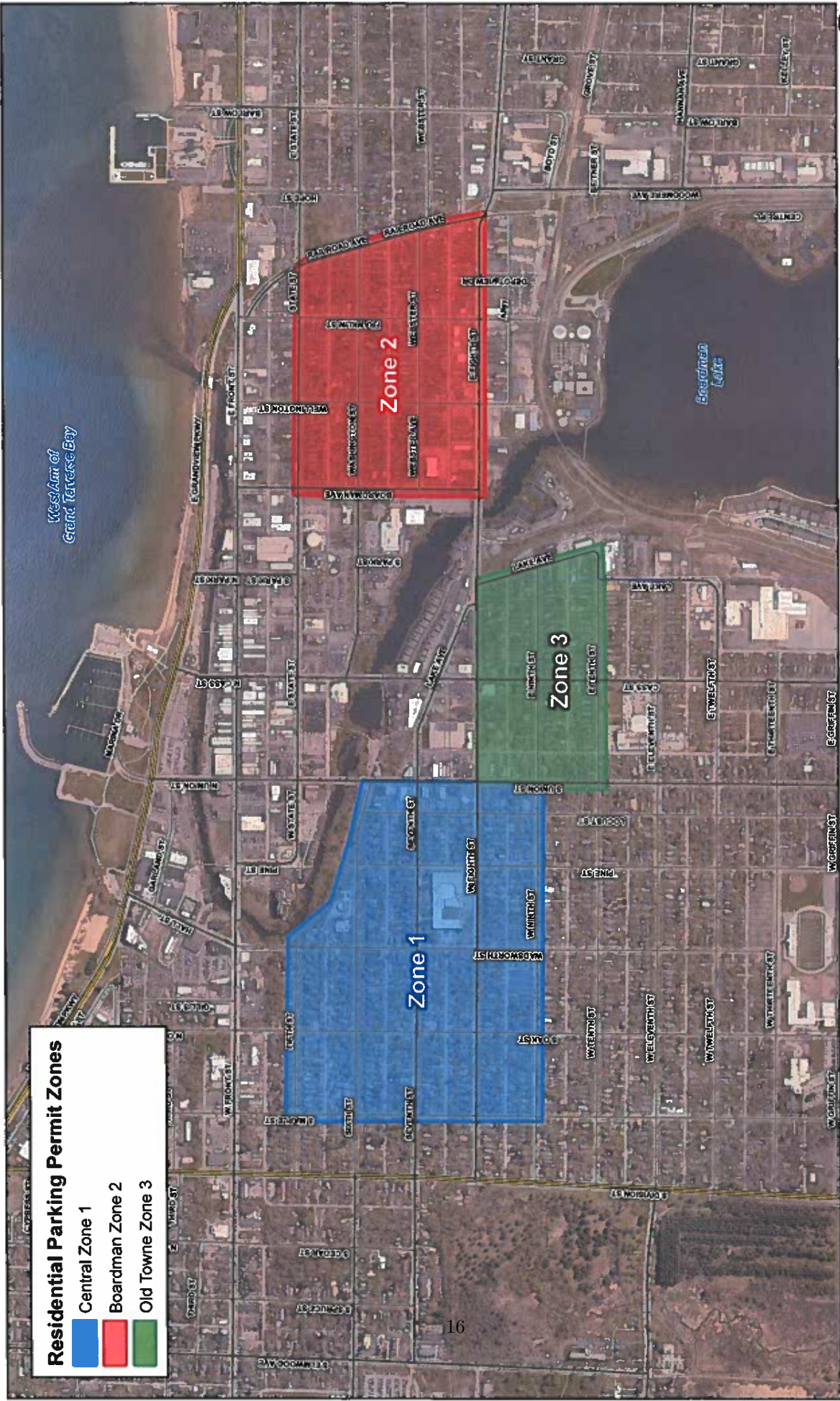
TEMPORARY TRAFFIC CONTROL ORDER TO BE IN EFFECT FOR 90 DAYS

Recommended by the Transportation Committee on October 10, 2019.

I certify that this Traffic Control Order was made permanent by the City Commission at its meeting held on _____, in the Commission Chambers, second floor, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan.

Benjamin Marentette, MMC, City Clerk

- Rescinded on _____
- Superseded by TCO No. _____



Residential Parking Permit Zones

- Central Zone 1
- Boardman Zone 2
- Old Towne Zone 3



DDA - Parking Services
City Commission Meeting
October 21, 2019

Residential Parking Program

This map is for informational purposes only. It is not intended to be used as a legal document. The City of Traverse City, Michigan, is not responsible for any errors or omissions. The City of Traverse City, Michigan, is not responsible for any damages or losses resulting from the use of this map.



OPINION

Imagine a Detroit built for people, not for parking cars | Guest column

Eric Kehoe Published 8:40 a.m. ET Oct. 15, 2019 Updated 9:35 a.m. ET Oct. 15, 2019



550 W. Fort Street — the old Detroit Saturday Night building — photographed on Dec. 10, 2018. (Photo: Aife Gross)

Location, location, location? Or parking, parking, parking?

The [Detroit Saturday Night Building](#) ([/story/news/local/michigan/detroit/2019/10/05/historic-detroit-saturday-night-building-demolished-for-parking/3846497002/](#)), a historic structure on Fort Street that housed the Saturday Night newspaper, is slated for demolition. Earlier this month, Detroit City Council voted to take it down, on the recommendation of the Duggan administration. The rationale was that demolishing the building for a handful of parking spaces would help the nearby Fort Shelby sell more condos, repaying the developer's loan to the city's pension fund.

No one wants to hurt pensioners any further. We should do whatever it takes to help them. But why would condominiums with literally hundreds of adjacent parking spaces need to tear down yet another building for a few more? Wouldn't a redeveloped building provide more revenue to pay back the pension fund? Wouldn't selling the building to a developer provide revenue?

With Detroit Mayor Mike Duggan's push to remove blight citywide, it's worth considering downtown Detroit in the equation. Surface parking is everywhere — taking up 40% of downtown, according to a 2013 study — and that hobbles Detroit's redevelopment.

Besides a few hours per week dedicated to large events, one can find blocks of vacant lots in a part of Detroit that should be known for vibrancy and activity. World class cities don't use land for surface parking. Visitors don't travel to New York or London because parking is easily available. Residents don't live in Paris or Chicago to be near empty lots. Yet in Detroit, we have more parking now than in any other time in the city's history.



Eric Kehoe, co-founder of Detroiters for Parking Reform (Photo: Eric Kehoe)

Parking lots are also a health and safety issue. On hot days they act as heat islands (<https://www.nytimes.com/interactive/2019/08/09/climate/city-heat-islands.html>), increasing energy consumption and heat-related illness. On rainy days they cause stormwater runoff, polluting our watershed and taxing our sewer system. Nearly every hour they are devoid of people, providing opportunities for crime.

Parking hurts affordable housing, too. Thanks to mandatory parking requirements, the cost of construction goes up, passing costs onto tenants.

BY https://eb2.3lft.com/pass?tl_clickthrough=true&redlr=https%3A%2F%2Fgoogleads.g.doubleclick.net/pagead/clk//8_01EAEgvb75bmDJ3saJkKTOEKAB2r608QLIAQaoAwGaBKkBT9AscIRPx6P8rovY654UMs5mX3QZLAXgXefksVq_D8fpPGBeyODkzYQsUOAEASAGAGN4AHjsHljgGoB47OG6gHlckbaAeT2Efa8DCAASEuRoJaZ_0AP7LuNKSIchOGmlla%26sig%3DAOD64_3GATIXXAR87FV6fwmhxaWhvePIACAJEkPq7AK6l3YicH_MN2vmBRA9JinspisweZxvIbtuYABRhwv1QoT5S_6a1l30g6fTJBD5xEMjF-m9m3CKQWUB8OZxHrd4JcH9yToULK0NqMeMra-dAe_uDbPQO5IDO4JwIbdf3Jz84yeoEuRWkDFUK

Surface parking ultimately hurts Detroit and Detroiters. We think it's time for this trend to reverse.

More: [Historic Detroit Saturday Night building to be razed to for condo parking \(/story/news/local/michigan/detroit/2019/10/05/historic-detroit-saturday-night-building-demolished-for-parking/3846497002/\)](#)

More: [Why your vehicle has outgrown its parking space \(/story/opinion/columnists/brian-dickerson/2018/01/13/parking-spaces-too-small/1021382001/\)](#)

Detroiters for Parking Reform (<https://www.reformdetroitparking.org/>) is a coalition of organizations and concerned citizens seeking changes to the way Detroit approaches parking. We have a plan for smart parking management that minimizes underused surface lots, instead building density and equity. In our vision, parking lots don't disappear, but are one small part of a larger mobility solution.

What does smart parking management look like?

To start, we call on the Mayor and City Council to create a moratorium on all new commercial surface parking in greater downtown. Similar to the moratorium the mayor established regarding [scrapyards at the beginning of this year \(/story/news/local/michigan/detroit/2019/01/05/detroit-salvage-yards-used-cars/2490231002/\)](#), this new parking moratorium would immediately end the threat of surface lots in an area of Detroit that should be known for density.

Next, the city needs to conduct a parking census to understand how and when parking is utilized, establishing better parking management practices.

Just like understanding downtown's market for office space, we need to understand how we use the parking we currently have before we can seriously address the problem of oversupply.

Our preliminary data show more parking isn't the solution, but rather better management of the parking we currently have. At this stage, several steps could be taken.

The first step is to eliminate all parking requirements for new development. No more zoning that requires two parking spaces per religious parsonage, or one parking space for every stadium seat, both of which are actual requirements today. This doesn't mean that developers can't build parking, just that there should be more flexibility to what is built.

We should also create dynamic pricing at street parking meters. Dynamic pricing means the rate fluctuates depending on supply and demand. Research shows that dynamic pricing improves parking availability and reduces congestion caused by drivers hovering for parking spots. Citywide, we could use the revenue from metered parking to go directly into neighborhood improvements, like using Livernois Avenue parking meters to improve the business districts in northwest Detroit.

We should reimagine parking lots as one small piece of a larger, more equitable mobility plan. A quarter of Detroiters do not have a car, and our approach should reflect that. For example, new parking structures could be required to include free transit passes, preferred parking for carpools, or on-site bike storage facilities as part of their development.

Finally, this also means passing comprehensive regional transit funding. A ¹⁸ regional transit plan will give all metro Detroiters options when it comes to

Imagine a Detroit built for people, not for parking cars
mobility, reducing the need for car dependency.

Implementing these ideas will take time. But until we reimagine how we park, surface lots will continue to blight downtown Detroit. We ask other organizations and community members to join our coalition. Help create a Detroit built for mobility, sustainability and equity. A Detroit built for people, not cars.

Eric Kehoe is a co-founder of Detroiters for Parking Reform and former president of Preservation Detroit.

Read or Share this story: <https://www.freep.com/story/opinion/contributors/2019/10/15/detroit-demolition-building-parking/3904743002/>

GET SMART

https://www.theoaklandpress.com/news/state-approves-million-mixed-use-development-the-dot-in-downtown/article_fc980a54-f4ef-11e9-96e0-73a8127df28a.html

State approves \$29 million mixed-use development, the dot, in downtown Ferndale

By Mark Cavitt mcavitt@medianewsgroup.com @MarkCavitt on Twitter Oct 22, 2019



The Development on Troy (the dot) is being constructed in downtown Ferndale as part of a public/private partnership between the city and development group Versa Wanda.

Versa Wanda LLC

A \$29 million mixed-use development has been given the green light by the Michigan Strategic Fund Board.

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The Development on Troy (the dot) is being constructed in downtown Ferndale as part of a public/private partnership between the city and development group Versa Wanda. The five-story structure will feature a 168,000 square-foot parking garage, which will be financed and owned by the city, as well as 40,920 square-feet of retail and office spaces to be financed and owned by Versa Wanda.

On Tuesday, the board awarded the company a \$3 million Michigan Community Revitalization Program loan in support of the \$29.4 million investment project. In addition, the city's brownfield redevelopment authority received board approval of local and school tax capture valued at \$24.4 million, which will be used to environmentally clean up the property.

City Manager Joseph Gacioch said the community's DNA and fingerprints are all over this project.

"They helped us achieve a project that will deliver parking capacity and affordable housing, enable small businesses to flourish, create a sense of place for the community, and become a player in office recruitment," he said. "The saying 'it takes a village' couldn't be more appropriate for this project. Delivering all of those asks was a tall order, and we couldn't have done it without such great partners in the MEDC and the folks at Versa Wanda LLC."

The project is expected to create 190 full-time jobs, with an average hourly wage of \$26.73. It also includes the redevelopment of the public alley, a public plaza, a special events plaza and redevelopment of Troy Street, which is located adjacent to the project.

The Development on Troy project description

City Manager Joseph Gacioch said the community's DNA and fingerprints are all over this project.

"They helped us achieve a project that will deliver parking capacity and affordable housing, enable small businesses to flourish, create a sense of place for the community, and become a player in office recruitment," he said. "The saying 'it takes a village' couldn't be more appropriate for this project. Delivering all of those asks was a tall order, and we couldn't have done it without such great partners in the MEDC and the folks at Versa Wanda LLC."

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Greg Erne, a Versa Wanda partner, said the project will be a catalyst for bringing modern urban office product to the city and will cultivate "the truly unique retail personality of the city of Ferndale."

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According to the board, lease rates will be designed to support small and independent business. The city will be providing additional project support in the form of \$21 million worth of municipal bonds.

READ MORE:



Ferndale hikes parking rates to help fund new deck

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