

**ADA TOWNSHIP
DOWNTOWN DEVELOPMENT AUTHORITY BOARD OF DIRECTORS
MINUTES OF THE MARCH 16, 2015 MEETING**

The meeting was called to order at 8:00 A.M. by Chairperson Bob Kullgren, at the Ada Township office, 7330 Thornapple River Dr., Ada, MI.

BOARD MEMBERS PRESENT: Terry Bowersox, George Haga, Bryan Harrison, Jim Ippel, Tom Korth, Bob Kullgren, Devin Norman

BOARD MEMBERS ABSENT: Walt VanderWulp, Ted Wright

STAFF PRESENT: Jim Ferro, Planning Director

PUBLIC PRESENT: Susan Burton, Ada Township Clerk, Steve Dertz, Amway Corp.

APPROVAL OF AGENDA

The agenda was approved by consent.

APPROVAL OF MINUTES OF JANUARY 12 REGULAR MEETING AND FEBRUARY 16 SPECIAL MEETING.

It was moved by Bowersox, seconded by Korth, to approve the minutes of the January 12 and February 16 meetings as presented.

Motion passed by 6-0 vote.

(Haga arrived at the meeting at 8:05 a.m.)

DDA FINANCIAL REPORT, 02/28/15

Ferro stated there was little activity in the DDA Fund in February, being limited to a percentage of his labor costs, and minor expenditures in the Farmers' Market account. Ferro noted that in early March, tax increment revenue of \$126,521 was posted to the DDA Fund, from the recent tax collection period. He stated this would be reflected in the March 31 financial report.

STATUS OF ENVISION ADA IMPLEMENTATION

Kullgren reported that work is continuing on developing an alternate route for the Headley St./Ada Drive intersection, and the extension of Headley St. through the Heidi-Christine's property to connect to Thornapple River Dr. Kullgren noted that the schedule we are working under proposes a construction start date for Headley St. soon after the July 4 holiday, with completion of the street between M-21 and Ada Drive accomplished this year.

Ferro reported that the appraisal reports for the Kniff and Weaver properties are expected to be received by the end of this week.

Ferro also reported that an initial site plan has been submitted for a proposed new location for the Heidi Christine Salon, on a site located immediately west of the planned Headley St. intersection with M-21. He stated it is scheduled for review by the Planning Commission at its March 26 meeting.

Ferro also noted that a public hearing will be held at the March 26 meeting on a proposed amendment to the Township's form-based zoning regulations, which are an optional set of zoning standards that a property owner may choose to use in the Village. Ferro stated the proposed zoning amendment would strongly encourage 2-story minimum height for any new commercial or mixed-use buildings in the Village.

Ferro stated the zoning amendment was initiated by the Commission in a recent work session meeting at

which the Commission compared the Township's current form-based zoning rules to the recommended rules that were included in the Envision Ada Plan final report.

Norman asked whether this would establish a 2-story mandate. Ferro responded that the minimum standard would be 2-stories, but that there is existing language in the rules that allows the Planning Commission to approve a "departure" from the standard, if certain criteria in the rules are met.

Ferro also reported that Amway has retained a consultant to conduct a market study to assess the market for new commercial and residential development in the Village. Ferro stated that the market study will include an online citizen survey regarding the shopping and spending characteristics of residents, and will also solicit public input regarding the types of public facilities and amenities people would like to see in the Village. Ferro stated the survey will be conducted online, with printed copies of the survey available at the Township offices. He noted the survey will be posted on the Township's web site, and will be promoted through the Township's online communications, the Envision Ada web site and Facebook page, and through the news media.

It was noted that completion of the survey is not limited to Township residents, and that residents of surrounding communities who patronize the Village will be encouraged to complete it, as well as Amway employees.

The suggestion was made that flyers promoting the survey be distributed and posted in local businesses, and that adjacent communities be contacted about promoting the survey to their residents.

Ferro stated that there is also a more detailed study of parking needs planned this summer, and that information from the market study regarding the mix of business types and residential use that is anticipated in the Village will provide needed information for the parking analysis.

PUBLIC COMMENT:

Susan Burton, Township Clerk, stated there is a need for updated information to be communicated to the public regarding the status of the Envision Ada project, and that the absence of updated may lead to public perception that nothing is happening.

Kullgren stated that ongoing property negotiations have made it difficult to communicate information regarding the planned schedule with any certainty, and as soon as we have certainty regarding the plans, we will be able to communicate more frequently.

Ferro noted there will be communication soon regarding the market study and online survey.

ADJOURNMENT:

It was moved by Norman, seconded by Bowersox, to adjourn the meeting at 8:45 a.m. Motion passed unanimously.

Respectfully submitted:

Tom Korth, Secretary