

## Charter Township of Canton Board Proceedings – May 17, 2016

A joint meeting of the Board of Trustees of the Charter Township of Canton with the Downtown Development Authority and the Planning Commission was held Tuesday, May 17, 2016 at 1150 Canton Center S., Canton, Michigan. Supervisor LaJoy called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance to the Flag. **Roll Call** Board Members Present: Anthony, Bennett, LaJoy, McLaughlin, Snedeman, Williams, Yack Downtown Development Authority Members Present: Cojei, Giove, Greene, LaJoy, McLaughlin, DOWNTOWN Development Authority Members Absent: Grasso, Gray, Jones, Kleinglass, Rugiero, Volante, Waldbauer Planning Commission Members Present: Greene, McLaughlin, Okon, Perkins, Planning Commission Members Absent: Dodson, Engel, Zuber Staff Present: Amy Hamilton, DDA Coordinator; Leigh Thurston, Planner Guests: Dick Carlisle, *Carlisle/Wortman Associates, Inc.* Sally Elmiger, Principal, *Carlisle/Wortman Associates, Inc.* Paul Montagno, Associate, *Carlisle/Wortman Associates, Inc.* **Adoption of Agenda** Motion by Bennett, supported by Anthony to approve the agenda as presented. Motion carried by all members present. **Citizen's Non-Agenda Item Comments: None** **MEETING TOPIC: CANTON DOWNTOWN DEVELOPMENT AUTHORITY – MASTER PLAN UPDATE 6:00 p.m. I. Open the Meeting** Phil LaJoy, *Township Supervisor 6:05 p.m. II. Introduction* Amy Hamilton, *Downtown Development Authority Coordinator* introduced Melissa McLaughlin, *Downtown Development Authority Chairperson 6:10 p.m. III. Background Presentation* Melissa McLaughlin, *Downtown Development Authority Chairperson* conducted a PowerPoint presentation to the attendees covering the following information: **ACCOMPLISHMENTS SINCE LAST DDA MASTER PLAN UPDATE** ?Master Planning & Zoning Master Plan Amendments Future land use change at Morton Taylor/Ford Rd. Lotz Road Corridor Development Plan Central Business District Overlay Flexibility in parking standards Common driveways/circulation Minimized front setbacks for outlot development Planned Development District Flexibility for residential density, mixed-uses Permits all uses, except for industrial ?Physical Improvements Redevelopment of former HQ site Redevelopment of farm property (between Lilley & Morton Taylor) I-275 interchange landscaping & pedestrian facilities Streetscape elements, buried overhead utilities, street lights within entire DDA District Smart traffic signals at IKEA Wayfinding system Goals not accomplished: Gateway entries; lighting down to Administration Building; incentive program to improve/maintain physical appearance of buildings and signage ?Marketing/Events ShopCanton promotions and website Wayfinding system also acts as a DDA brand/identity Summer jazz concerts TV/radio/social media Contract with marketing firm Participate in National Shopping Center Convention Recruit developers/businesses via Canton's Economic Development coordinator Goals not accomplished: Semi-annual meetings with residents and business owners; training for business owners; annual Board retreat; newsletter/cable program **2014 MARKET STUDY** ?Purpose was to identify specific target markets that could be attracted to existing developable sites within the Township ?Ford Road Retail District is anchored by IKEA and home to 3.5 million square feet of retail ?Located in an Effective Market Area (EMA) of 157 square miles, including: Canton, Plymouth, Livonia, Westland, Garden City, Wayne, Inkster, Romulus, Van Buren Twp., Ypsilanti Twp. and Superior Twp. ?Ford Road Retail Analysis Mix 251 existing businesses within 80 different categories 8.4% vacancy rate that could be used for retail 45 non-retail businesses, such as banks, medical offices, etc. ?Disposable Income/Consumer Expenditures – 3 market areas: In EMA market area = \$3.5 billion In “transient traffic” market (pass thru traffic) = \$18.3 billion In “occasional traffic” market (less frequent visits) = \$86.2 billion ?Market Potential \$476 million gap between total retail expenditures of people in the EMA and sales in the EMA Indicates consumers in the EMA spend more money at retail stores outside the EMA than within the EMA Also indicates that the area could attract additional retailers to capture retail drain Significant demand not met in EMA includes: Gasoline stations (\$168 million gap) Food and beverage stores (\$87.8 million gap) Clothing and accessory stores (\$71.5 million gap) Motor vehicle & parts dealers (\$66.7 million gap) Food services & drinking places (\$40.5 million gap) ?Ford Road Competes on a National Retail Stage ?When compared to a similar shopping district, Ford Road Retail District outpaces it in nearly every category ?Study used Easton Town Center (Columbus OH) as comparison, an exceptional and highly-regarded town-center style shopping mall **GREY TO GREEN: FORD ROAD MULTIMODAL RENOVATION** ?Multimodal transportation improvements to connect vehicles and pedestrians through the commercial core of Western Wayne County on either side of I-275 ?Inter-jurisdictional project including MDOT, Federal Highway Administration, Wayne County, City of Westland and Canton Township ?Includes interchange improvements, Lotz Road paving, & boulevard along 2 miles of Ford Road and 0.5 miles of Haggerty Road ?Addresses: Severe traffic congestion and vehicular accidents Improves accessibility to I-275 and commercial corridor Improves pedestrian and bike connectivity with links to regional trail network Provides economic value to region and State *A complete copy of the PowerPoint Presentation is available in the Clerk's Office of the Charter Township of Canton, 1150 S. Canton Center Road, Canton, MI., 48188, during regular business hours. 6:30 p.m. IV. Visioning/Brain-writing Exercise* Dick Carlisle, Sally Elmiger, Paul Montagno A Topic Sheet with 5 questions was presented to the participants: The participants were asked to add their ideas to the topic sheets. Following are the questions: 1. Are land uses and the business mix within the DDA District a reflection of the community's vision for this area? If not, how should land uses and/or the business mix be changed? 2. What physical changes should be made within the DDA District to make it more desirable or function better? 3. What marketing or educational programs or events should be initiated to better promote the District? 4. Could specific organizations be engaged to assist the DDA in meeting its goals? If yes, which organizations? 5. List any other ideas you have for the DDA District. The facilitators consolidated the ideas into similar ideas and categories. This consolidation process created “priorities” for each topic. **8:00 p.m. V. Conclusion** Dick Carlisle **ADDITIONAL PUBLIC COMMENT: None OTHER: None ADJOURN:** Motion by Anthony, supported by Williams to adjourn at 8:00 p.m. Motion carried by all members present. \_\_\_\_\_ **Terry G. Bennett, Clerk**