



The City of Ferndale

Agenda

Monthly meeting of the DDA Board of Directors to conduct regular business. Downtown Development Authority Meeting

THURSDAY, JUNE 2, 2022 @ 8:00 AM

300 East Nine Mile Road

Ferndale, MI 48220

1. **Call to Order**
2. **Approval of Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
3. **Community Reports** Updates from community organizations in attendance.
4. **Call to Audience** Members of the public are invited to speak on any topic. (3 minute time limit)
5. **Information Items from Executive Director**
6. **Presentations**
 - 6.a [Presentation on You Belong Here Mural Project](#)
 - 6.b [Presentation on New Monthly Business Meetups](#)
7. **Consent Agenda** Vote Format: By Voice
Chair asks those in favor to say, "aye", those opposed to say "no". Any member may move for a exact count.
 - 7.a [Approval of Minutes from April 14, 2022](#)
8. **Regular Agenda**
 - 8.a [Approval of Letter of Support for Revitalization and Placemaking \(RAP\) Program for West Nine Mile Streetscapes](#)
9. **Adjournment**
10. **Call to Board Members & Other Business** Members are provided an opportunity to share general updates, recovery planning strategy, questions, concerns, etc.



June 2, 2022

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Presentation on You Belong Here Mural Project

SUGGESTED ACTION

Presentation on You Belong Here Mural Project

Agenda Item Category

Agenda Item Deadline Date

Item Description

Item Background

Item Costs

GL#

CIP#

Additional Notes

ATTACHMENTS:



June 2, 2022

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Presentation on New Monthly Business Meetups

SUGGESTED ACTION

Presentation on New Monthly Business Meetups

Agenda Item Category

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Item Costs

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Additional Notes

ATTACHMENTS:



June 2, 2022

Downtown Development Authority

**CITY OF FERNDAL
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Minutes from April 14, 2022

SUGGESTED ACTION

Approval of Minutes from April 14, 2022

Agenda Item Category

Operational Item

Agenda Item Deadline Date

2022-05-31

Item Description

n/a

Item Background

n/a

Item Costs

n/a

GL#

n/a

CIP#

n/a

Additional Notes

ATTACHMENTS:

[DDA Board Meeting Minutes_ April 14, 2022.pdf](#)



Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors
THURSDAY, APRIL 14, 2022 @ 8:00 AM
Council Chambers
300 E Nine Mile, Ferndale, MI 48220

1. CALL TO ORDER: 8:04 AM

MEMBERS PRESENT: Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

MEMBERS ABSENT: Nathan Martin, JeDonna Dinges, Mayor Melanie Piana

STAFF PRESENT: Lena Stevens, Executive Director
Sommer Realy, Engagement Manager

GUESTS:

Jenny Marr, Executive Director of the Ferndale Area District Library
Kirsten Baker, Jim Shaffer and Associates Realtors
Omar George, New board member appointee (Property Owner)
Metari Harris, New board member appointee (Bags & Beads)
Jose Haro, owner of Mezcal

2. APPROVAL OF AGENDA

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

NAYS- None

All ayes, motion carries.

3. COMMUNITY REPORTS

Jenny Marr, Executive Director of the Ferndale Area District Library announced the library is open to the public with hybrid, virtual and in person programming options. Launching a new event for those who want to know more about gardening, hydroponic seed starter. April is poetry month and battle of the books with Ferndale Schools. Yoga in the courtyard will return. Book club meets at Ferndale Project the 1st Tuesday of the month. Executive Director Stevens will be appearing on agenda in May.

4. CALL TO AUDIENCE

Kirsten Baker, Jim Shaffer and Associates Realtors announced her role as business support liaison who will uplift local businesses and help with awareness. This division is still under development, and she will provide information as it becomes available.

Jose Haro, owner of Mezcal introduced himself and his business partner and sister, Sandra Haro who was unable to attend. Announced the opening of Mezcal at 201 E.

Nine Mile. Happy to be in Ferndale, great community support. Establishment is open for lunch.

5. INTRODUCTION OF NEW BOARD MEMBERS

Metari Harris, owner of Bags & Beads located at 22754 Woodward introduced herself and shared her story and enthusiasm to be on the board of directors for the Downtown Development Authority. Her business has been located inside the Ferndale Center Building for eight years, last four have been at the corner ground level. Has worked with MI Works and provides youth training at her business.

Omar George introduced himself and locations of his newly acquired properties. Location 145 W. Nine Mile is under construction to support a retail space while location 22919 Woodward is an office space for his web-based business waste industry business. He expressed his enthusiasm to be on the board of directors for the Downtown Development Authority and appreciates the structured organized process.

6. INFORMATION ITEMS FROM EXECUTIVE DIRECTOR

a. Placemaking and grant funding through MEDC

Application is opening for a 500,000 with matching grant. The funding will be used for an opportunity for West Nine Mile streetscapes, matching the grant with what is budgeted for the Withington Alley. West Nine Mile streetscape estimates over 1 million include sidewalk and landscaping bed re-scaping. If awarded the grant, we can revisit where the match comes from and see if we can do more with more City funding. During the next meeting, Executive Director will request the boards approval on hiring Grant Works for grant writing and submission, with a reminder of details from the budget presentation on reminder of where it is in budget.

b. Development Update

Vester flats has been approved by council for development at the privately owned parking lot at X in 14 months from approval. Dennis Zomma, owner of Ferndale Collision at 180 Vester received special land use from council for the proposal of a parking deck wrapped in retail, received special land use from council. Next steps are the design stages and proposals to planning commission. RFP from City for exploratory buy and develop parking lots 13 & 15. There is opposition for this parking deck at Como's lot from the Dorfman's, adjacent property owners. Executive Director, Stevens reached out to the Dorfman's to let them know the opportunity to present is still and option for what can be done at the 165 E. Bermuda. The intent is to coordinate the development of a new parking deck and the Vester flats to happen simultaneously. Planning commission recommendation, to coordinate. Hope is the parking garage to break ground in Fall 2023. Current proposed structure from Dennis Zomma is not poured concrete, retail first floor, and second and third will be parking.

7. PRESENTATIONS

a. Vision Committee Update

Engagement Manager Realy, spoke on behalf of committee chair Tim Krzyczkowski. Vision Committee has 13 members and on average 5 members are actively attending meetings and participating in designated projects. Currently working on finalizing the Nine-on-Nine performers. Meeting takes place the 1st Thursday of every month and has been helpful virtually thus far.

b. Outdoor Furniture/Equipment Purchasing Update

Executive Director Stevens reviewed the current purchases on order include replacement of bike racks, benches, picnic tables, planters, and Adirondack chairs.

8. CONSENT AGENDA

Moved by Member Raska seconded Treasurer Brown to approve the Consent Agenda as presented.

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

NAYS- None

All ayes, motion carries.

9. REGULAR AGENDA

a. Creation of Events Sponsorship & Engagement Policy Advisory Committee

Committee will include two board members, one Vision Committee member, Shella Lal to generate a draft policy and orientation process.

Purpose of the committee is to develop a policy to present for approval. Executive Director Stevens requests the board discuss the information that should be included in the policy. Reinstated that Member Johnston being on this advisory committee is not recommended, professional conflict of interest. Member Johnston reinstated that he does feel as though it is conflict of interest, per attorney and city manager. Member Raska mentioned this is a sensitive topic if a committee is forming guidelines that they hope the committee seeks the knowledge of those who have experience, opinion and history is valuable, supports a board member with experience to be part of the planning process. Third meeting could be implemented to incorporate the event organizers to provide the insight and knowledge. Member Jacokes struggles with Member Johnstons involvement in the policy development and trying to protect him in the way that the public will view your placement. A prescheduled third meeting for Member Johnston to present to the committee the presentation he has prepared with others to share their wishes and experiences. Meetings will take place in the mornings at 9 AM to start. Provide the businesses a survey so they can share the pros and cons of what they think, add that to the mix of information to help discuss the development of policy. Executive Director will draft a policy based on this discussion and provide it to the committee for final approval. Policy should include the structure of how decisions are made. Ideas for improvements, as businesses from survey, noise concerns, parking and their customers. The capacity of the DDA and purpose of a sponsorship, is not always money, can be volunteers and or in kind. Advisory committee meeting will be scheduled once the

survey information is generated, and the draft policy is provided to members by Executive Director Stevens.

Moved by Council Member Greg Pawlica, seconded by Member Johnston to appoint members Sarah Brown and Toly Ashkenazi to be on advisory committee for creation of events sponsorship & engagement policy.

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

NAYS- None

All ayes, motion carries.

10. ADJOURNMENT

Motion by Member Raska seconded Treasurer Brown to adjourn the meeting at 9:43 AM

AYES – Chair PJ Jacokes, Vice Chair Chris Johnston, Treasurer Sarah Brown, Members Toly Ashkenazi, Jerome Raska, and Council Member Greg Pawlica

NAYS – None

All ayes, motion carries.



June 2, 2022

Downtown Development Authority

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Lena Stevens

SUBJECT: Approval of Letter of Support for Revitalization and Placemaking (RAP)
Program for West Nine Mile Streetscapes

SUGGESTED ACTION

Approve Letter of Support for Revitalization and Placemaking (RAP) Program and commit \$650,000 from DDA fund balance to meet grant match requirement

Agenda Item Category

Strategic Plan Item

Agenda Item Deadline Date

2022-05-31

Item Description

The Revitalization and Placemaking (RAP) Program is an incentive program being administered by the Michigan Economic Development Corporation. They will deploy \$100 million in American Rescue Plan funding to address the COVID-19 impacts in Michigan communities by providing grants including up to \$1 million per project for public space improvements. The City of Ferndale and the Ferndale Downtown Development Authority have collaboratively determined that this funding could be best used to address the significant infrastructure needs on West Nine Mile between Woodward and Planavon.

Item Background

Ferndale believes that streets are public spaces where people should feel safe, connected, and included. The Revitalization and Placemaking (RAP) grant presents an opportunity to finance up to \$1 million of this significant capital project. Investing in outdoor spaces is an essential component of supporting businesses, visitors, and residents as they adapt and recover from the pandemic.

Repair and reconstruction of the West Nine Mile road and streetscapes is listed in the Ferndale Capital Improvement Plan and the Downtown Ferndale Possibilities Plan as a priority for the near future. Infrastructure is failing in many places, which limits economic growth potential and reduces the accessibility of downtown. Additionally, streetscaping work presents an opportunity to expand outdoor seating which is currently limited in downtown.

The minimum grant award is \$500,000 and the maximum award is \$1 million per project for public space place-based infrastructure. The minimum required match for RAP awards is 50% of the project's eligible costs as detailed in the RAP Program Guidelines. For purposes of this grant the match will be created through a combination of Downtown Development Authority Fund Balance as well as funding from City of Ferndale Major Streets and Water & Sewer accounts. Funds must be allocated by the end of 2024 and spent by the end of 2026, which provides time to seek additional grants and undertake a final design and public input process.

Disbursement of grant funds will be based on agreement milestones, and in most cases, funding will be disbursed after completion of construction.

An initial streetscape concept design is attached which includes partial sidewalk repair in areas which are in good condition, full sidewalk replacement in several areas, expansion of some sidewalk areas which can allow for additional gathering/seating space, tree infrastructure improvements, lighting replacement, and repair of all curb and gutter. This was created for budget estimate purposes only, and the Board is not being asked to approve design at this time.

The attached letter of support authorizes a grant application up to the maximum grant award of \$1 million. The DDA Board of Directors is being asked to commit \$650,000 from its fund balance to help meet the grant match requirement. The City of Ferndale has approved funding of up to \$350,000 from Major Streets as well as Water & Sewer to meet the remaining match requirement depending on the final project budget.

Item Costs

Currently, the entire streetscape redesign and road replacement project budget is estimated at \$3.5 million - with approximately \$1.7 million estimated for each component. If awarded, this grant would create a project budget of \$2 million with the local match included. While this is insufficient for the entire project, it could catalyze a much needed project and create opportunity to seek further grants and support.

GL#

Downtown Development Authority Fund Balance

CIP#

512

Additional Notes

ATTACHMENTS:

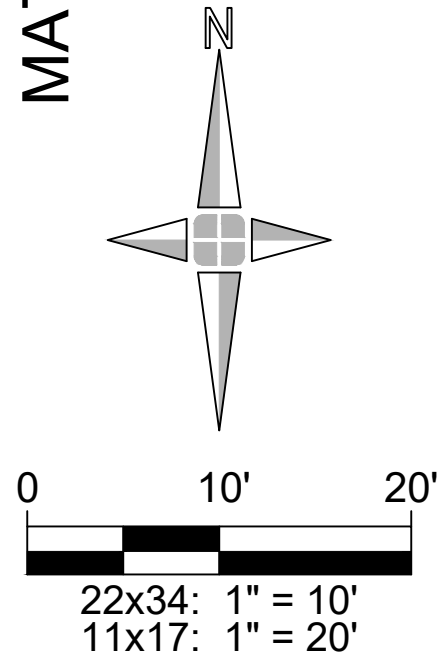
[9 Mile Streetscape Concept Design NOT FINAL.pdf](#)

[RAP Grant Guidelines](#)

[RAP Grant Factsheet](#)

[DDA RAP Letter of Support.pdf](#)

H:\14\14700\14787 Ferndale Transportation Projects\14787.32 W Nine Mile Streetscape (Planavon to Woodward)\Drawing Files\LAYOUT.dwg



Engineers
Surveyors
Planners
Landscape Architects

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Executive:	S.A.R.
Manager:	J.R.W.
Designer:	J.P.K.
Quality Control:	S.A.R.



Know what's below.
Call before you dig.

DATE:	ISSUE:

Developed For:
CITY OF FERNDAL

300 EAST NINE MILE
FERNDAL, MI 48220
(248)546-2519

CONCEPT
PLAN
OPTION C

W. NINE MILE
STREETSCAPE
CITY OF FERNDAL
OAKLAND COUNTY
MICHIGAN

Date:	04.29.2022
Scale:	1" = 10'
Sheet:	1 OF 3
Project:	14787.32

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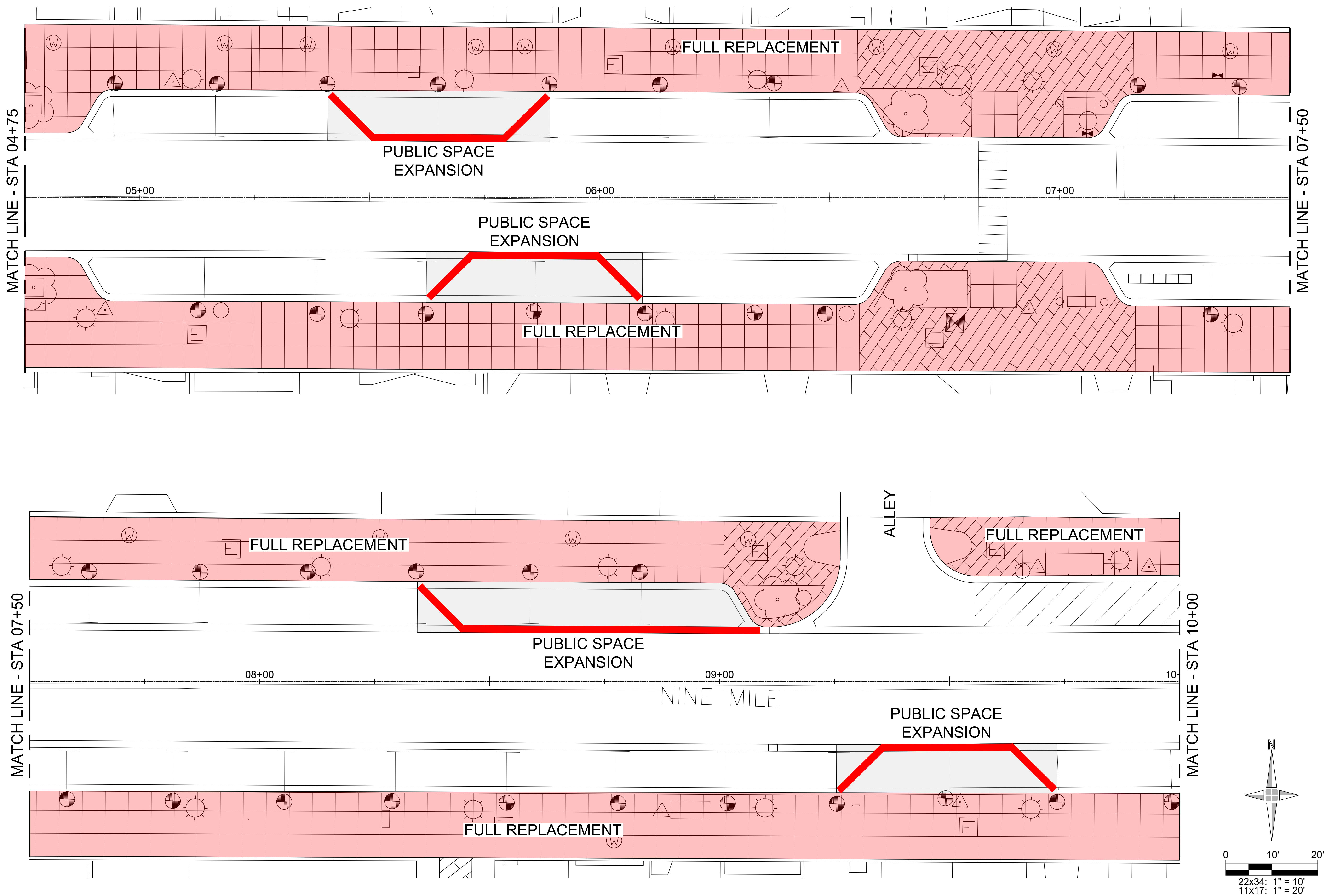
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CONCEPT
PLAN
OPTION C

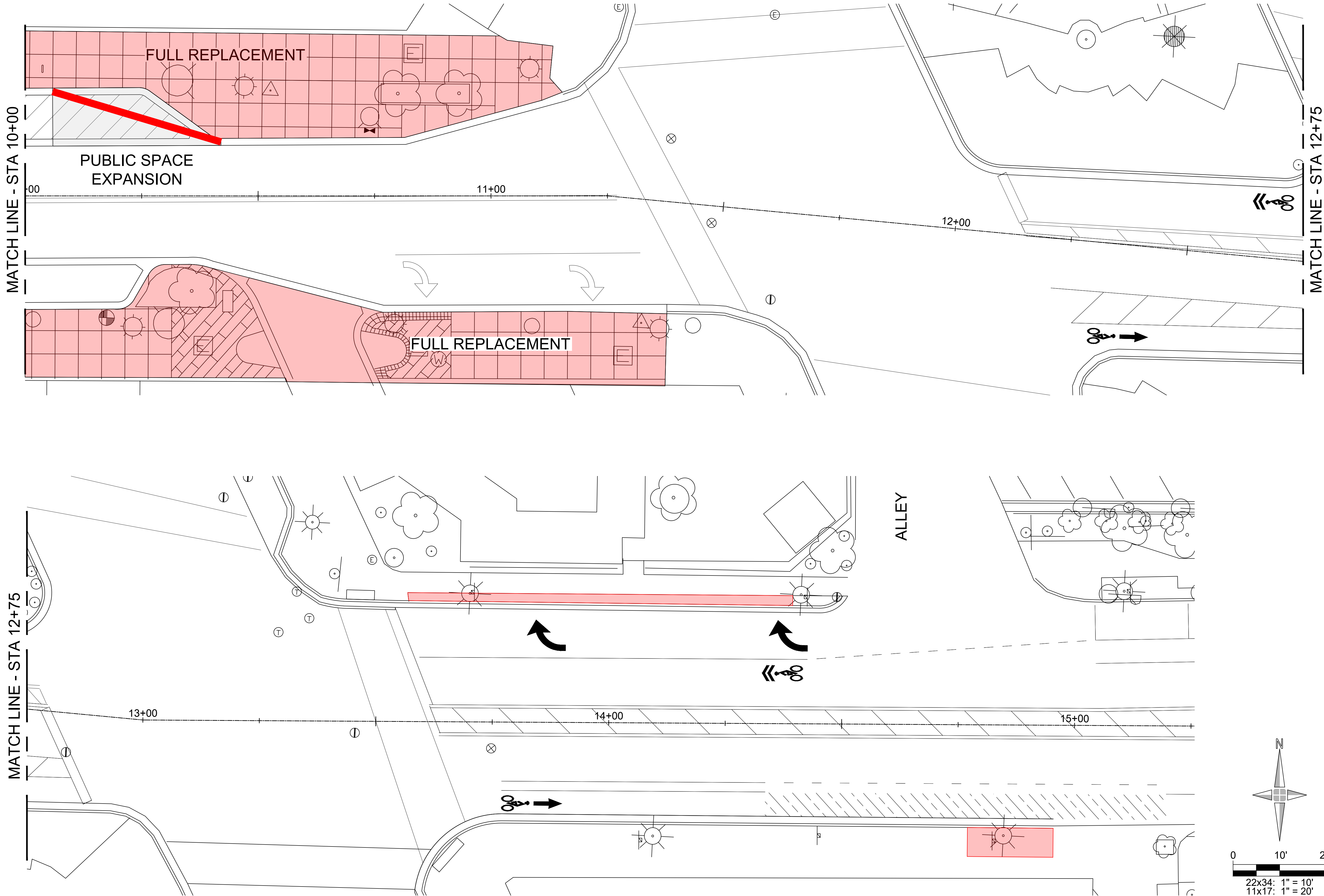
W. NINE MILE
STREETSCAPE
CITY OF FERNDALE
OAKLAND COUNTY
MICHIGAN

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CONCEPT PLAN OPTION C

W. NINE MILE
STREETSCAPE
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REVITALIZATION AND PLACEMAKING PROGRAM GUIDELINES

Program Overview

The Revitalization and Placemaking Program (“RAP Program”) is an incentive program that will proactively deploy \$100 million in American Rescue Plan funding to address the COVID-19 impacts in Michigan communities through rehabilitation of vacant, underutilized, blighted and historic structures and the development of permanent place-based infrastructure associated with traditional downtowns, social-zones, outdoor dining and placed-based public spaces. Administered by the Michigan Economic Development Corporation (“MEDC”) on behalf of the Michigan Strategic Fund (“MSF”), this tool provides access to real estate and place-based infrastructure development gap financing in the form of grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million for public space place-based infrastructure per project, and grants of up to \$20 million to local or regional partners who develop a subgrant program.

Program Goals

Through the RAP Program, the MSF will partner with local communities to proactively address the negative economic impacts of the pandemic in Michigan communities by investing in projects that promote population and tax revenue growth. These investments will help create the environment necessary to attract and retain talent, add new housing options, enable business creation and attraction and provide resources for Michigan citizens and communities. These investments will help local governments avoid budget crises, retain current residents, and enhance downtown vitality.

Eligible Applicants

Eligible applicants are individuals or entities working to rehabilitate vacant, underutilized, blighted and historic structures and the development of permanent place-based infrastructure¹ associated with traditional downtowns, social-zones, outdoor dining and placed-based public spaces. These applicants may include, but are not limited to:

- Non-profits and local economic development organizations;
- Developers; or
- Brownfield Authorities, Downtown Development Authorities, local units of government, local Land Bank Fast Track Authorities² or other entities approved by the MSF.

Eligible Costs

“Eligible Costs” are at least one, or any combination, of the following expenditures:

- a. Acquisition fees or costs for real property;
- b. Fees or costs for alteration, new construction, improvement, demolition, or rehabilitation of buildings of an approved project, including utility tap fees, and fees and costs paid to a governmental entity for permits, zoning, and inspections;
- c. Costs associated with site improvements such as access (including ADA improvements) and streetscaping elements such as lighting, fencing, street furniture, etc.;

¹ Amenity that is not intended to be temporary, including but not limited to a site improvement or building, and that positively contributes to a traditional downtown or a mixed-use area with abundant accommodations for non-motorized transportation.

² Local authority created under Act 258 of 2003.

- d. Fees or costs for site improvements, including a surface parking lot, parking garage, parking ramp, utilities and public infrastructure, such as roads, curbs, gutters, sidewalks, landscaping, lighting, grading and land balancing;
- e. Fees or costs for the addition of machinery, equipment or fixtures for an approved project;
- f. Professional fees or costs for an approved project for the following services: architectural, engineering, environmental, surveying, insurance, accounting and legal;
- g. Developer fees not to exceed 4% of total project costs;
- h. Other costs associated with real estate or place-based infrastructure development may be considered on a case-by-case basis.

Award Structures and Funding

All awards will be structured as grants with performance milestones and reporting requirements. All awards must meet all requirements of the American Rescue Plan Act of 2021, Public Law 117-2 (“ARPA”) and comply with its attendant federal regulations, 31 CFR 35, as amended from time to time. Grant awards may be made directly to individual projects, or to local or regional partner organizations for regranting to local communities or projects.

The minimum grant award is \$500,000 and the maximum awards are \$5 million per project for real estate rehabilitation and development, \$1 million per project for public space place-based infrastructure and \$20 million for local or regional partner applicants that develop a subgrant program. Requests for subgrant awards must demonstrate local or regional coordination to implement a revitalization strategy. The following limits are also in place for all projects:

- Grant awards associated with the rehabilitation of vacant and blighted buildings or costs associated with the repurposing of space left vacant as a result of COVID-19 on a single project shall not exceed the lesser of \$5,000,000 or 50% of Eligible Costs.
- Grant awards associated with the redevelopment or revitalization of historic properties in coordination with the Michigan Certified Local Government program or other historic redevelopment programs on a single project shall not exceed the lesser of \$5,000,000 or 50% of Eligible Costs.
- Grant awards associated with the redevelopment of priority sites identified by certified Michigan Redevelopment Ready Communities (RRC) on a single place-based infrastructure project shall not exceed the lesser of \$5,000,000 or 50% of Eligible Costs.
- Grant awards associated with the development of permanent place-based infrastructure associated with social-zones ³, outdoor dining, etc. for a single project in a traditional downtown shall not exceed the lesser of \$1,000,000 or 50% of Eligible Costs.

Project Considerations

The MSF must incur and expend all RAP Program funding before the ARPA deadline. The most competitive project submissions will clearly address the impacts of the COVID-19 pandemic by responding to the criteria below:

1. Local support and match: All submissions must include a letter of support from the local or regional economic development organization and/or municipality. The most competitive proposals will also include a financial contribution from the local unit of government.
2. Location: Preference will be given to projects located in Federal [qualified census tracts](#) (QCT) and also to projects located in traditional downtowns or traditional commercial corridors.
3. COVID-19 impact: Applicants must address how the proposal is responsive to the negative

³ Area or district established by a local governmental unit (city, village, township, county) under MCL 436.1551

public health and/or economic impacts of the COVID-19 pandemic and complies with all ARPA program requirements.

4. Capacity: The applicant, consultant or individual member of the development team must have experience implementing a project of a similar scope.
5. Long-term impacts: Competitive applicants will be able to articulate how the proposal will have a long-term impact in the community including addressing how it will enable growth in population and tax revenue.
6. Projects that include housing must include units that are priced to be attainable to the local workforce including households with less than 120% of the area median income.
7. Financial Viability:
 - Demonstrate long-term financial viability of the project
 - Demonstrate financial need for the project
8. Local and Regional Impact Considerations:
 - Project should demonstrate how it supports the vision and goals stated in the local master plan, downtown plan, capital improvements plan and/or economic development strategy.
 - Project should demonstrate the readiness of infrastructure – utilities, housing, transportation, public transit and other community services. Is project filling available capacity or creating need for new community or state investments in infrastructure/resources?

To help ensure broad geographic distribution across all Michigan regions and in both rural and urban communities, less responsive proposals may be prioritized in some instances so long as the proposal meets programmatic requirements.

All RAP Program agreements shall be memorialized by final written agreement with terms and conditions in accordance with the MSF Act, these RAP Guidelines, MSF approval, and any other applicable laws. These terms and conditions shall otherwise be satisfactory to the MSF, and shall include, without limitation, performance-based milestones governing disbursements; repayment provisions and periodic reporting to facilitate the MSF's report to the Michigan legislature and reporting requirements of ARPA. The RAP Program agreements shall also include a provision for repayment due to breach of the written agreement or failure to meet measurable milestones.



REVITALIZATION & PLACEMAKING

The Revitalization and Placemaking (RAP) program is an incentive program that will deploy \$100 million in American Rescue Plan funding to address the impacts of COVID-19 in Michigan communities. The program will provide access to real estate and place-based infrastructure development gap financing through grants of up to \$5 million per project for real estate rehabilitation and development, grants of up to \$1 million per project for public space improvements and grants of up to \$20 million to local or regional partners who have developed a coordinated subgrant program.

Eligible applicants are individuals or entities working to rehabilitate vacant, underutilized, blighted and historic structures and the development of permanent place-based infrastructure¹ associated with traditional downtowns, social-zones, outdoor dining and placed-based public spaces.

The RAP program will award funding to eligible applicants based on one or more competitive application rounds, with the first application round being announced in early 2022.

PROGRAM GOALS

- Partner with local Michigan communities to proactively address the negative economic impacts of the pandemic by investing in projects that promote population and tax revenue growth through the revitalization and repurposing of vacant, underutilized, blighted or historic buildings and investment in place-based infrastructure.
- Deploy federal American Rescue Plan funding to support investments that will create the environment necessary to attract and retain talent, add new housing options, enable business creation and attraction and provide resources for Michigan citizens and communities.
- Help local governments avoid budget crises, retain current residents and enhance downtown vitality.

AWARD STRUCTURE AND FUNDING

- All awards will be structured as grants with performance milestones and reporting requirements. All awards must meet all requirements of the American Rescue Plan Act of 2021, Public Law 117-2 and comply with its attendant federal regulations, 31 CFR 35, as amended from time to time.
- Grant awards may be made directly to individual projects, or to local or regional partner organizations for regranting to local communities or projects.
- The minimum grant award is \$500,000 and the maximum awards are \$5 million per project for real estate rehabilitation and development, \$1 million per project for public space place-based infrastructure and \$20 million for local or regional partner applicants that develop a subgrant program. Requests for subgrant awards must demonstrate local or regional coordination to implement a revitalization strategy.

What is the required match to receive a grant?

The minimum required match for RAP awards 50 percent of the project's eligible costs as detailed in the RAP program guidelines. For example: if the project's eligible costs are \$4 million, then the maximum RAP grant award would be the lesser of \$2 million or the financing gap as demonstrated in the application and verified through program underwriting review.

GENERAL PROGRAM TIMELINE

All RAP program funds must be obligated by December 31, 2024, and must be expended by December 31, 2026. Applications went live on March 31 and are due on June 3, 2022. Applications will be competitively evaluated and those selected for potential recommendation to the Michigan Strategic Fund will be notified in the summer of 2022. In the event there are remaining funds, additional funding rounds may be necessary.

1 Amenity that is not intended to be temporary, including but not limited to a site improvement or building, and that positively contributes to a traditional downtown or a mixed-use area with abundant accommodations for non-motorized transportation.



PROJECT CONSIDERATIONS

The most competitive project submissions will clearly address the impacts of the COVID-19 pandemic by responding to the considerations below:

- 1. Local support and match:** All submissions must include a letter of support from the local or regional economic development organization and/or municipality. The most competitive proposals will also include a financial contribution from the local unit of government.
- 2. Location:** Preference will be given to projects located in federal [qualified census tracts](#) (QCT) and to projects located in traditional downtowns or commercial corridors.
- 3. COVID impact:** Applicants must address how the proposal is responsive to the negative public health and/or economic impacts of the COVID-19 pandemic and complies with all ARPA program requirements.
- 4. Capacity:** The applicant, consultant or individual member of the development team must have experience implementing a project of a similar scope.
- 5. Long-term impacts:** Competitive applicants will be able to articulate how the proposal will have a long-term impact in the community, including addressing how it will enable growth in population and tax revenue.
- 6. Projects that include housing** must include units that are priced to be attainable to the local workforce, including households with less than 120 percent of the area median income.
- 7. Financial viability:** Demonstrate long-term financial viability of the project and a financial need for the project.
- 8. Local and regional impact considerations:**
A project should demonstrate how it supports the vision and goals stated in the local master plan, downtown plan, capital improvements plan and/or economic development strategy, along with the readiness of infrastructure.

HOW TO BEGIN THE PROCESS

Refer to www.michiganbusiness.org/rap for program updates. Submit any questions to CDincentives@michigan.org.



June 2, 2022

**Ferndale Downtown Development Authority (DDA)
Letter of Support
Revitalization and Placemaking (RAP) Grant Application for
West Nine Mile Road Streetscapes and Obligation of Matching Funds**

The following Letter of Support was approved at a regular meeting of the Downtown Development Authority of the City of Ferndale, Oakland County, Michigan, held in the Council Chambers at 300 E. Nine Mile, Ferndale, MI 48220 on the 2nd of June 2022.

The past two years have been grueling for many small businesses forced to continually revamp business models as conditions of the pandemic changed. Businesses and their patrons had to get used to the “new normal” - masks, capacity limits, new delivery methods, etc. But through the struggle came innovation, and Downtown Ferndale remains a popular destination for small entrepreneurs with ideas. The Ferndale DDA is ready to support those dreams with the help of this plan.

As we look forward to economic recovery, a strategic approach to maintaining a walkable, inviting downtown has never been more critical. Outdoor activation is key. By creating spaces where people feel relaxed and welcome, they are more likely to support one of the many locally owned businesses in downtown. Streets are public spaces where people should feel safe, connected, and included. This letter enthusiastically supports an application to the Revitalization and Placemaking (RAP) grant program for the West Nine Mile Road Streetscapes project in collaboration with City of Ferndale.

Streetscape projects in Ferndale have a history of creating more walkable, inviting spaces for patrons to support our small business community. “How the West was One” was the project name given to the 2013 project to narrow and streetscape West Nine Mile Road from Planavon to Pinecrest. Outreach was managed by the DDA in collaboration with the City of Ferndale, and the result was an aesthetic design that created continuity to downtown. East Nine Mile Road was resurfaced in 2014/2015, at which time bike lanes were added along with streetscape improvements such as pedestrian crossing islands and improved sidewalk ramps.

The proposed project area for this grant is located in the middle of those projects and was originally constructed in 2000. Infrastructure is failing in several places, and accessibility can be limited in areas where outdoor patios have been installed for our many dining establishments.

The DDA and City of Ferndale are proud of efforts to maximize outdoor gathering space in downtown throughout the pandemic:

- Implemented a successful social district with over 20 participating businesses
- Initiated a downtown snow and ice removal program
- Rented greenspace for a temporary public park
- Purchased furniture to activate the library courtyard and other public spaces in downtown
- Finalized construction of Schiffer Park in 2020, creating the first downtown park

This grant will help us continue those efforts by investing in one of our most heavily trafficked areas of West Nine Mile Road. Streetscapes could help create accessible spaces, expanded sidewalks, gathering areas, places for art, and improved lighting. All of these improvements are vital for Ferndale to remain competitive and continue to improve the business landscape of downtown.

For these reasons, the Ferndale Downtown Development Authority supports submission of an application to the Revitalization and Placemaking (RAP) grant program for the West Nine Mile Road Streetscapes project in an amount of \$1 million. If the grant application is successful, the City of Ferndale and the Downtown Development Authority will jointly contribute the matching funds. A final design process will also be initiated which will include public comment and engagement.

The Ferndale Downtown Development Authority plans to make a financial commitment to the project in the amount of \$650,000 from its fund balance.

The City of Ferndale plans to use up to \$350,000 from Major Streets as well as Water & Sewer to meet the remaining match requirement depending on the final project budget.

I, Lena Stevens, the duly appointed Ferndale Downtown Development Authority Executive Director, Oakland County, Michigan, certify that the foregoing is a true and complete copy of a Letter of Support duly adopted by the Downtown Development Authority of the City of Ferndale at a regular meeting held June 2, 2022.

IN WITNESS WHEREOF I have hereunto affixed my official signature on the 2nd day of June, 2022.

Lena Stevens, DDA Executive Director