



Downtown
Ferndale

A GREAT AMERICAN
MAIN STREET™

A DATE WITH DESTINY

In this day and age, we spend a lot of time thinking of the here and now, but we must get "Back to the Future". If we do not plan now for the future, we will never be ready for when it is here.

OUR FUTURE IS NOW

VISION: *A realistic, credible, attractive future that energizes our community, gives meaning to our lives, and establishes a standard of excellence and guiding philosophy.*

Progress

THE JOURNEY



PLANNING FOR A NEW DAY

The work of downtown revitalization is never finished. Changes in the local, regional, state and national economies, as well as social changes, impact how Downtown Ferndale functions and serves its consumers.

To stay competitive and continue to improve the quality of life for Ferndale residents, businesses and commercial property owners, the Ferndale Downtown Development Authority (DDA) must continue to build on what works, improve the areas of the downtown that still need significant attention and be flexible to shift with the demands of the community.

STANDING AT THE CROSSROADS

Truly great communities continually evaluate needs, plan for growth and evolve. As a result of public input in 2006, the Ferndale DDA learned that many property owners in areas adjacent to the DDA boundaries desired to be within the district. In

response, the DDA expanded its boundaries to the north, south, east, and west of the original boundary. These areas are not part of the TIF district (see back of brochure), nor are there defined plans for improvements. The DDA also revised its Downtown Development Plan in 2008, setting goals for continued improvement in the existing TIF district as well. So the DDA initiated a TIF Plan update to explore the potential of creating these new areas for tax capture, identify improvements in these areas and to extend the duration of the current TIF district.



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YESTERDAY

In the 1920s, at the crossroads of Woodward and Nine Mile, Downtown Ferndale grew up in harmony with Detroit's growing auto industry. Classic Revival, American Movement and Art Deco buildings housed strong retailers, and it was a vital community for more than 50 years.

However, Downtown Ferndale's fortune changed by the 1970s through the '90s. Abandoned by many, it had a vacancy rate of more than 30%. It was pedestrian unfriendly, unwelcoming and unattractive. To its rescue came a dedicated core of residents and business owners who never gave up. Eventually these revitalists and their recruits along the way adopted a plan and the Main Street Approach™.



In 1980 the City of Ferndale created the Ferndale DDA to correct and prevent deterioration, and promote economic growth within Downtown Ferndale. The DDA works to reverse declining property values, improve the overall business climate, and increase employment opportunities. In 2000, the Ferndale DDA adopted the Main Street Approach™ to revitalization, developed by the National Trust Main Street Center, a 30-year-old national downtown revitalization organization with over 2,000 member communities across the country.

In just 10 years with considerable hard work by the Ferndale DDA, Downtown Ferndale is recognized as a Great American Main Street™, one of the top downtowns in the U.S. by the National Trust Main Street Center, an honor given to only five communities each year. Celebrated for its extended revitalization effort and unwavering determination to create a sustainable business district, the Ferndale DDA is the first Main Street Oakland County program to bring home the GAMSAs and only the 3rd in Michigan since the award began in 1995. The Main Street Center states "despite the economic conditions, Ferndale is able to boast new businesses, jobs, investment, and not to be looked over, civic pride". Most importantly, the program is volunteer-driven and the accomplishments can be shared throughout the community.



TODAY



REINVESTING

Over \$57 million in public and private reinvestments since 2001
Community Power: 17,647 volunteer hours

A MICHIGAN LEADER

Embracing, harnessing and promoting the creative energy within
Creating a place you're proud to call home!



ENVIRONMENT ENHANCING

Pedestrian-minded streetscapes providing ambiance and business
Adding a soft, clean touch in our urban core



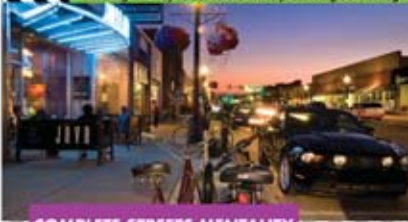
ECONOMIC VITALITY

330+ spirited entrepreneurs - 25% reduction in vacancy since 2001
Showing the way to our future while preserving our heritage



FIRST IMPRESSIONS

A visible difference with 173 building improvements in 10 years
Restoring quality buildings with over \$430,000 BUILD funds



COMPLETE STREETS MENTALITY

Creating a walkable, bike, multi-modal, eco-friendly environment



BUILDING AWARENESS

Over 50 events that drive foot traffic and draw new consumers

WHO IS THE DDA & WHAT IS TAX INCREMENT FINANCING (TIF)?

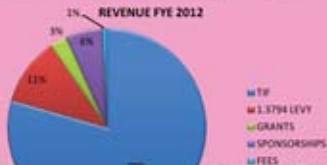
The Ferndale DDA manages and markets Downtown Ferndale to preserve its heritage, sustain its current vitality, nurture growth and insure its future. It works diligently to obtain grants, build partnerships and develop a network of volunteers. Its volunteer Board of Directors sets policy and the budget based on goals and objectives determined at its annual planning meeting. The professional staff assists with the implementation of the Board's directives.

Its primary financial support comes from Tax Increment Financing (TIF), which is a mechanism to redistribute current taxes collected back to the local community. It is not an increase in taxes. The process involves:

- developing a plan from the vision process for reinvesting funds into the district;
- the TIF Plan is reviewed and approved by City Council and other taxing jurisdictions such as Oakland County, when the district is created;
- a base level of property tax revenue is established from the year of inception;
- as property values increase in the district, the difference between the base level and the total value is the TIF capture;
- the amount of increased property tax revenue is invested by the DDA for further improvements within the district.

The base property tax revenue continues to flow to the community's general fund. In addition, the benefit of a DDA is that other taxing jurisdictions (including county) may reinvest their share of funds for the downtown by forgoing their share of increased property tax revenue.

DDA'S CURRENT TIF DISTRICT REVENUE BREAKDOWN



NOW

Let's Build for Tomorrow Together! Share your ideas and hear others at one of our focus groups, public forums or online surveys by helping to create our future vision of Downtown Ferndale. Residents, businesses, key stakeholders and consumers alike are needed to get involved in the continued revitalization of Downtown Ferndale—after all, it is your downtown and we want it to be what you envision. For a list of ways to contribute to this plan or for more info, go to www.downtownferndale.com

From our visioning sessions and surveys, a plan of implementation, called a Tax Increment Financing Plan (TIF), will be developed for the DDA to follow, developing guiding principles as well as definitive ways to make Downtown Ferndale more attractive, safe, accessible and compelling. The TIF Plan will consist of an overall assessment of existing conditions, best practices and a property value analysis. Then specific elements of streetscape, traffic and circulation are evaluated. Projects will be identified and a strategic plan established that will keep Ferndale evolving in positive ways in the future.

A DDA's TIF district is built upon the principle that strengthening a core area benefits the entire community, improving property values not only in the core district, but throughout the community. Ferndale, although not immune to the recent economic decline, has seen a smaller and slower decline than other communities in Michigan, and the DDA area has declined 3.6% less than the rest of the community.

The Ferndale DDA sets the standard for what a downtown development authority should be with their innovative ideas and dedication to new economic development."

— Sander Levin, Member of U.S. Congress

Ferndale Downtown Development Authority

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