Envision Ada: Transforming a Suburban Strip Center into an Integral Part of a Historic Village
September 20 2018

Jim Ferro, AICP, Planning Director, Ada Township
Pete Lazdins, ASLA, Progressive AE
Steve Groenenboom, P.E., Moore & Bruggink
2006 Village Design Charrette

Most Negatively-Perceived Area in the Village – per Public Input
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- No safe/comfortable pedestrian zone between building frontage and parking/main drive aisle.

Most Negatively-Perceived Area in the Village – per Public Input

- No separation/buffer between sidewalk and parking lot.

- Under-utilized riverfront, relegated to service deliveries and dumpsters.
Most Positively-Perceived Area in the Village – per Public Input

- Sidewalks buffered from traffic by parallel parking, with outdoor seating.
- Building frontages set close to the sidewalk.
- Display windows visible from the sidewalk.
Ada Village Design Principles - 2006

- Take Advantage of the Village’s Natural Assets
- Create a Village Focal Point
- Ensure Roads Complement Village Character
- Make Ada Village More Walkable
- Encourage Quaint, Village-scale Building Types
- Reconfigure the Thornapple Village Shopping Center
- Provide a Balance of Residential and Commercial Uses
- Encourage Village-Scale Parking Options
- Expand Outdoor Recreation Opportunities
- Establish Community Design Standards

Ada Village Charrette Plan - 2006
These were some of the key events in the financial crisis that became the Great Recession.

2007

- Housing crisis deepens. Banks and hedge funds that invested big in subprime mortgages are left with worthless assets as foreclosures rise. The damage reaches the top echelons of Wall Street:
  - Feb. 27: Mortgage giant Freddie Mac says it will no longer buy the most risky subprime loans.
  - July 31: Investment bank Bear Stearns liquidates two hedge funds that invested in risky securities backed by subprime mortgage loans.
  - Aug. 6: American Home Mortgage Investment, which specializes in adjustable-rate mortgages, files for bankruptcy protection.
  - Aug. 16: Fitch Ratings cuts the credit rating of giant mortgage lender Countrywide Financial to its third-lowest investment-grade rating.

2008

- The U.S. economy is in recession. The crisis in subprime mortgages infects the credit markets:
  - Jan. 11: Bank of America, the biggest U.S. bank by market value, agrees to buy Countrywide Financial for about $4 billion.
  - March 16: The Federal Reserve agrees to guarantee $30 billion of Bear Stearns’ assets in connection with the government-sponsored sale of the investment bank to JPMorgan Chase.
  - July 11: Federal regulators seize IndyMac Federal Bank after it becomes the largest regulated thrift to fail.
  - September: 7: Mortgage giants Freddie Mac and Fannie Mae are taken over by the government.
    - 15: Bank of America agrees to purchase Merrill Lynch for $30 billion.
    - 16: Lehman Brothers files for bankruptcy-court protection.
    - 18: American International Group, the world’s largest insurer, accepts an $85 billion federal bailout that gives the government a 79.9% stake in the company.
    - 20: Federal regulators close Washington Mutual Bank after it becomes the biggest U.S. bank failure in history.
    - 21: Goldman Sachs and Morgan Stanley, the last two independent investment banks, agree to become bank holding companies subject to greater regulation by the Federal Reserve.
    - 25: Federal regulators close Washington Mutual Bank after it becomes the biggest U.S. bank failure in history.
    - 29: Congress requests a $700 billion Wall Street financial rescue package, known as the Troubled Asset Relief Program or TARP, sending the Dow Jones industrial average down 778 points, its single worst point drop ever.
  - Oct. 3: Congress passes a revised version of TARP and President Bush signs it. Wells Fargo & Co., the biggest U.S. bank on the West Coast, agrees to buy Wachovia for about $14.8 billion.
  - Nov. 18: Ford, General Motors and Chrysler executives testify before Congress, requesting federal loans from TARP.
  - Nov. 23: The Treasury Department, Federal Reserve and Federal Deposit Insurance Corp. agree to rescue Citigroup with a package of guarantees, funding access and capital. Citigroup will issue preferred shares to the Treasury and FDIC in exchange for protection against losses on a $306 billion pool of commercial and residential securities it holds.
  - Dec. 19: The Treasury Department authorizes loans of up to $13.4 billion for General Motors and $4.0 billion for Chrysler from TARP.

Sources: www.time.com, AP, Bloomberg.com

2011 – Adoption of Form-Based Zoning

The Regulating Plan assigns all land in the Village area to one of several “transect zones:” The transect zones are on a continuum from most intensely developed to least intensely developed, as follows:
## 2011 – Adoption of Form-Based Zoning

<table>
<thead>
<tr>
<th>Lot Type</th>
<th>Transect Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Village Core</td>
</tr>
<tr>
<td>Village Blockfront (VBL)</td>
<td>X</td>
</tr>
<tr>
<td>Village Shop (VS)</td>
<td>X</td>
</tr>
<tr>
<td>Rowhouse (RH)</td>
<td></td>
</tr>
<tr>
<td>Apartment House (AH)</td>
<td></td>
</tr>
<tr>
<td>Duplex (DL)</td>
<td></td>
</tr>
<tr>
<td>Village House (VH)</td>
<td></td>
</tr>
<tr>
<td>Civic Building (CVB)</td>
<td>X</td>
</tr>
<tr>
<td>Civic Space (CVS)</td>
<td>X</td>
</tr>
</tbody>
</table>

Village Blockfront Lot
## 2011 – Adoption of Form-Based Zoning

<table>
<thead>
<tr>
<th>Lot Type</th>
<th>Lot Area (Sq. Ft.)</th>
<th>Lot Width (Ft.)</th>
<th>Frontage % (Min./Max.)</th>
<th>Maximum Lot Coverage</th>
<th>Yards (Ft)</th>
<th>Height (Min./Max.)</th>
<th>ADU Max. Bldg. footprint Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Min./Max.)</td>
<td>(Min./Max.)</td>
<td></td>
<td></td>
<td>Core &amp; Center</td>
<td>Core &amp; Center</td>
<td>Core &amp; Center</td>
</tr>
<tr>
<td>Village Blockfront</td>
<td>5,000/25,000</td>
<td>No Min./250</td>
<td>90%/100%</td>
<td>90%</td>
<td>0/10</td>
<td>NP</td>
<td>0</td>
</tr>
<tr>
<td>Village Shop</td>
<td>4,000/8,400</td>
<td>40/70</td>
<td>60%/30%</td>
<td>50%</td>
<td>NP</td>
<td>10/25</td>
<td>5</td>
</tr>
<tr>
<td>Commercial</td>
<td>2,800/3,840</td>
<td>16/32</td>
<td>90%/100%</td>
<td>80%</td>
<td>0/10</td>
<td>0/10</td>
<td>0</td>
</tr>
<tr>
<td>Apartment House</td>
<td>4,800/18,000</td>
<td>48/128</td>
<td>70%/90%</td>
<td>80%</td>
<td>NP</td>
<td>10/25</td>
<td>5</td>
</tr>
<tr>
<td>Duplex</td>
<td>3,000/10,800</td>
<td>35/90</td>
<td>60%/90%</td>
<td>80%</td>
<td>NP</td>
<td>10/25</td>
<td>5</td>
</tr>
<tr>
<td>Village House</td>
<td>4,000/8,400</td>
<td>40/70</td>
<td>60%/30%</td>
<td>50%</td>
<td>NP</td>
<td>10/25</td>
<td>5</td>
</tr>
<tr>
<td>Civic Building</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>None</td>
<td>0</td>
</tr>
<tr>
<td>Civic Space</td>
<td>None</td>
<td>None</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Jim Ferro, AICP, Planning Director, Ada Township

Pete Lzdins, ASLA, Progressive AE

Steve Groenenboom, P.E., Moore & Bruggink
Public Engagement

- Meetings with Stakeholder Groups
- Public Open House
- Planning Exercises
- Website and Facebook Page
  www.envisionada.com
- Preference Surveys
- Public Agency Meetings

What’s on your Radar?

What would you like Ada Village to become?
What’s on your Radar?

**Land Use** - What types of new uses would you like to have in the village? Retail/commercial? Housing? Private Recreational? What uses would you limit?

**Transportation** – What are your concerns about the current roadway system and traffic volumes? What should be changed?

**Open Space/Green Infrastructure** – How important are open spaces, parks, etc. to you? What should be in them? How should we use the riverfront?

**Civic & Cultural Spaces** – Are plazas, streetscapes and gathering spaces important? What should be in them?

**Other** – Any suggestions not in the other categories.

What’s on your Radar? Exercise Results

Aggregated “Critical/Important” Choices

<table>
<thead>
<tr>
<th>Category</th>
<th>Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Pedestrian/Bike Path</td>
<td>51</td>
</tr>
<tr>
<td>Outdoor Civic Amenities</td>
<td>35</td>
</tr>
<tr>
<td>More Retail/Grocery Options</td>
<td>29</td>
</tr>
<tr>
<td>Restaurant/Rubs</td>
<td>24</td>
</tr>
<tr>
<td>Engage the Riverfront</td>
<td>22</td>
</tr>
<tr>
<td>Traffic Management/Safety</td>
<td>21</td>
</tr>
<tr>
<td>Community Center</td>
<td>15</td>
</tr>
<tr>
<td>Park/Playgrounds</td>
<td>14</td>
</tr>
<tr>
<td>More Parking/Better Access</td>
<td>13</td>
</tr>
</tbody>
</table>

Total “Critical/Important” Choices - 224
Ada Village Design Principles

1. Take Advantage of the Village’s Natural Assets
2. Create a Village Focal Point
3. Ensure Roads Complement Village Character
4. Make Ada Village More Walkable
5. Encourage Quaint, Village-scale Building Types
6. Reconfigure the Thornapple Village Shopping Center
7. Provide a Balance of Residential and Commercial Uses
8. Encourage Village-scale Parking Options
9. Expand Outdoor Recreation Opportunities
10. Establish Community Design Standards

Envision Ada 2013

Our Goal:
To Create a Physical Design Plan of the Village That Is:

- Community Based
- Consistent with the Ten Design Principles
- Compatible with the Village’s Natural Features
- Implementable, Financially Feasible and Sustainable
Community Open House
Community Open House
Jim Ferro, AICP, Planning Director, Ada Township

Pete Lazdins, ASLA, Progressive AE

Steve Groenenboom, P.E., Moore & Bruggink
2014 - Signed Development Agreement Between Ada Township and Amway

- Ada Township and Amway each commit to investing $6.5 million in public infrastructure and amenity improvements in the Village.
- Ada Township to issue bonds to finance a significant portion of its $6.5 million investment.
- Amway commits to donating land for public amenities/greenspace to the Township, at no cost.
Jim Ferro, AICP, Planning Director, Ada Township

Pete Lazdins, ASLA, Progressive AE

Steve Groenenboom, P.E., Moore & Bruggink

Construction Challenges

- Prevent Loss Due to Flooding (April 2013)
- Build a New Route Through Town
- Property Issues/Business Relocations
- Schedule
Flooding – April 2013

Flooding – April 2013

Flooding – April 2013
Flooding – April 2013

Flooding – April 2013
Flooding – April 2013

Solution - Raise Street 6 feet +
Challenge –
Construct a New Route through Village
Challenge – Construct Road Through Businesses
Relocated Headley Street
Jim Ferro, AICP, Planning Director, Ada Township

Pete Lazdins, ASLA, Progressive AE

Steve Groenenboom, P.E., Moore & Bruggink
Redevelopment in Progress
Redevelopment in Progress
Residential Development
Residential Development
Riverfront Park

Community Center/Library Project

- Proposed for a ¾-acre site on land to be acquired from The Community Church, adjacent to Headley Street.

- A 2-story building of approximately 24,000 square feet.

- Design to be completed by November, 2018.

- Construction to begin in early-2019.

- Completion of construction and opening in early 2020.
Community Center/Library Project

OVERVIEW OF ENVISION ADA PUBLIC PROJECT COSTS AND FUNDING SOURCES - 12-05-17

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1: 34,728 SP</td>
<td>$469,500</td>
<td>Project Cost</td>
</tr>
<tr>
<td>Project 2: 25,300 SP</td>
<td>$419,000</td>
<td>Project Cost</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$888,500</td>
<td></td>
</tr>
</tbody>
</table>

PROJECTED FUNDING SOURCES

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Improvements</td>
<td>$1,109,000</td>
<td></td>
</tr>
<tr>
<td>ODA Fund, Capital Reserve</td>
<td>$375,000</td>
<td></td>
</tr>
<tr>
<td>Gross Revenue</td>
<td>$200,000</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>$602,000</td>
<td></td>
</tr>
<tr>
<td>Total Funding Sources</td>
<td>$1,109,000</td>
<td></td>
</tr>
</tbody>
</table>

SOURCES OF REIMBURSEMENT FOR $7 MILLION CAPITAL IMPROVEMENTS BOND

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Fund</td>
<td>$1,379,000</td>
<td>50.46%</td>
</tr>
<tr>
<td>Water Fund</td>
<td>$229,000</td>
<td>8.95%</td>
</tr>
<tr>
<td>Sewer Fund</td>
<td>$200,000</td>
<td>7.33%</td>
</tr>
<tr>
<td>ODA Fund</td>
<td>$325,000</td>
<td>11.92%</td>
</tr>
<tr>
<td>ODA Tax Increment Funding</td>
<td>$1,000,000</td>
<td>43.20%</td>
</tr>
<tr>
<td>Parks, Recreation and Land Preservation Fund</td>
<td>$120,000</td>
<td>4.58%</td>
</tr>
<tr>
<td>Total</td>
<td>$2,684,000</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
The Hold Out

Thank You for Your Interest!