

Harbor Springs Downtown Development Plan

Presented by the Harbor Springs Downtown Development Authority (DDA)

Y 2014-17

Updated June 2014

This Development Plan contains the information required by Section 17(2) of Act 197 of 1975. Additional information is available from the City Clerk. Act 197 seeks to address problems of economic decline, strengthen existing areas and encourage new private developments in the downtown districts of our communities. It seeks to accomplish this goal by providing communities with the necessary legal, monetary, and organization tools to revitalize downtown districts either through public initiated project undertakings or in concert with privately motivated development projects.

Designated Boundaries

The Harbor Springs Downtown Development Authority (DDA) encompasses 32 acres of land and includes residential, commercial, and mixed use properties (Map 1). The designated and legal boundaries of the Central Business District are:

Beginning at a point on the southerly extension of the westerly line of Lot 41 of the J.C. Glenn's survey as recorded in Liber A on Page 86 of the Emmet County, Michigan records 400 feet southerly from the water's edge of Little Traverse Bay; thence along the westerly line of said Lot 41 and its southerly extension northerly to the southerly line of Main Street as used; thence easterly along the southerly line of Main Street to the southerly extension of the westerly line of Lot 1 Block 5 of Isaac Whicher's Plat as recorded in Liber 5 of Plats on Page 4; thence along the westerly line of said Lot 1 and its southerly and northerly extensions to the centerline of Third Street; thence westerly along the centerline of Third Street to the southerly extension of a line 40 feet east of and parallel with the westline of Lot 2, Block 4 of said Whicher's Plat; thence northerly parallel with the westline of said Lot 2 to a point 78 feet northerly of the northline of Third Street; thence westerly parallel with the northline of Third Street to the westline of said Lot 2; thence along the westline of said lot 2 northerly to the northerly line of said Whicher's Plat; thence easterly along the northerly line of said Whicher's Plat to the centerline of Judd Street; thence southerly along the centerline of Judd Street to the northline of Bay Street; thence easterly along the northline of Bay Street to the westline of Lot 8, Block 10 of said Whicher's Plat; thence southerly along the westline of said Lot 8 and its southerly extension to a point 400 feet southerly from the water's edge of Little Traverse Bay; thence westerly along a line 400 southerly from the water's edge of Little Traverse Bay to the Place of Beginning.

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Existing Improvements to be Demolished, Repaired or Altered; Description of Repairs and Alterations, and Estimated Time of Completion

The DDA will consider a waterfront enhancement plan that increases waterfront open space, public waterfront access, and improves the Harbor Master Building and facilities. These improvements will promote and enhance the use of this pivotal space by the public and the boating community.

Location, Extent, Character, Estimated Cost of Improvements, Construction Stages, and Estimated Completion Time

The DDA, as requested by City Council and recommended by the 2012 Wade Trim community visioning strategy (Appendix 1), will work with the community to enhance the waterfront. This will be an open, community-engaged process that will have as its premise a focus on the needs of the entire Harbor Springs community. The proposed alternative designs for the waterfront enhancement project are included in Appendix 2. Estimated cost timeline, and responsible entities are discussed in Table 1.

Portion of the Development Area that the Authority Desires to Sell, Donate, Exchange, or Lease to or from the City

None.

Proposed Zoning Changes and Changes to Streets, Intersections, Utilities, etc.

It is anticipated that the construction phase of the waterfront enhancement project will require some changes to streets, intersections, and utilities in the proposed area of construction; however, the nature and extent of these changes are not known until engineering plans for the preliminary design are available. There are no proposed changes to zoning.

Estimated Costs of the Proposed Developments

The DDA proposes to implement the waterfront enhancement project according to one of the two designs available in Appendix 2. Estimated costs for construction are not known until engineering plans for the preliminary design are available.

Additional projects and activities to be implemented by the DDA

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- Update and administer DDA plans and activities. The Organizational Committee will be responsible for activities including, but not limited to: updating plans; administrative assistance to DDA Board, Committees and City of Harbor Springs staff, and coordination of Committee activities. The Organizational Committee may assist the DDA Director, once hired, on an as needed basis.
- Hire a DDA Director and establish a DDA office. The director will be responsible for the development, execution, implementation and documentation of DDA goals, initiatives, developments, and activities. The Director will work and coordinate with the DDA, city council, city staff, property owners, planning organizations, and other constituents necessary to carry out the duties of the position. The Director will also maintain information on the DDA webpage hosted on the City of Harbor Springs website and appropriate social media venues.
- Follow the Four Point Main Street organization model for committees: Please refer to Appendix 3 for a description of the model and committees
- Implement a business recruitment and retention program. This effort will be directed by the Economic Restructuring committee and look at developing information for present and future businesses including available properties, business opportunities, demographics, city permit and application process, CBD boundaries, local contacts, and historical information.
- Implement a wayfinding plan for downtown Harbor Springs. This would include an assessment of all public signage in the CBD to determine what branding is appropriate and what information is desired by our visitors and residents.
- Develop and implement a community education and outreach plan to promote the CBD.

Proposed Funding for DDA Developments, Projects, and Activities

The DDA proposes to finance the project through a combination of the following: tax increment financing (TIF) funds, “principal shopping district” special assessment funds, private contributions, City of Harbor Springs “waterfront” fund, private contributions, and foundation and grant funding.

Timelines and Estimated Cost for Developments, Projects, and Activities

The DDA will secure funding to implement activities requiring personnel on a contractual basis until adequate funds are available to hire a DDA Director. Other projects will be developed as funds are available through various sources.

All developments, projects, and activities will be guided by and ultimately implemented by

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the DDA Director and Board, but committees of the DDA will assist with guidance and implementation as indicated in Table 1.

| <i>Harbor Springs DDA Plan</i> | <i>Activities, Timeline, Estimated Cost, and Responsible Entity</i> | | |
|---|---|------------------------------|---|
| <i>Activity</i> | <i>Timeframe</i> | <i>Annual Estimated Cost</i> | <i>Responsible Entity</i> |
| <i>Waterfront Enhancement Project-preliminary engineering assessment</i> | <i>2014</i> | <i>TBD**</i> | <i>Design Committee</i> |
| <i>Waterfront Enhancement Project-Phase 1 construction</i> | <i>2015</i> | <i>TBD**</i> | <i>Design Committee</i> |
| <i>Waterfront Enhancement Project-Phase 2 construction</i> | <i>2016</i> | <i>TBD**</i> | <i>Design Committee</i> |
| <i>Update and administer DDA plans and activities</i> | <i>As needed</i> | <i>\$2,500-\$10,000</i> | <i>Organizational Committee</i> |
| <i>Hire a DDA Director and establish office</i> | <i>2015</i> | <i>\$50-100,000</i> | <i>Organizational Committee and DDA Board</i> |
| <i>Follow Four Point Main Street Program</i> | <i>Ongoing</i> | <i>\$0</i> | <i>DDA Director and Board</i> |
| <i>Implement a business recruitment and retention program</i> | <i>Ongoing</i> | <i>\$1,000</i> | <i>Economic Restructuring Committee</i> |
| <i>Conduct assessment of existing signage and determine wayfinding needs in downtown Harbor Springs</i> | <i>2016</i> | <i>\$2,500**</i> | <i>Design Committee</i> |
| <i>Implement a wayfinding plan for downtown Harbor Springs</i> | <i>2017</i> | <i>\$50,000**</i> | <i>Design Committee</i> |
| <i>Develop and implement community outreach and education plan</i> | <i>Ongoing</i> | <i>\$2,500</i> | <i>Promotions Committee</i> |

These timelines represent target dates only as public input and available funding will determine actual results.

**Estimated costs indicate a total project cost.