



••••• D·D·A· Around Downtown

Fall 2008

Upcoming Events

DDA Meetings

3rd Wednesday at 7:30 p.m.—City Hall
 Upcoming Meeting Dates are November 19th
 and December 17th

Used Book Sale

Saturday, November 1st, Noon–3:00 p.m.—
 Fred C. Fischer Library

Walker Downtown Development Project Open House

Tuesday, November 11th, 10:00 a.m.–7:00
 p.m.—Flowers by Katherine Rose

Festival of Trees

December 2nd–30th, Tuesday–Saturday, 1:00–
 5:00 p.m.—Belleville Area Museum

Joint City Council, Planning Commission, and DDA Meeting

December 8th, 6:30 p.m.—Location TBD

Watch for the New DDA Facade Program Launch!

Coming in January 2009



Downtown Belleville—What are the Next Steps?

In the next couple of months, the DDA will present its updated Development Plan to the community (read more about this process inside). We are planning projects that will beautify downtown and provide economic development opportunities for current and new businesses.

At the October 15th DDA meeting, Chair Rosemary Loria announced she is working with City Manager Diana Kollmeyer to recruit a work group comprised of representatives from City Boards, City Council, the DDA, Belleville residents, and Downtown merchants. The group's task is to look at all alternative means of funding and phasing of current DDA projects for 2009–2010. Community relations consultant Linda Davis-Kirksey will facilitate the work group process.

The work group will have an ambitious meeting schedule. Reports will be submitted to the DDA and the City Council. Loria referenced the Passport to the Future Belleville 2020 planning initiative, which recommends many of the projects the DDA is currently discussing. Loria stated, "I believe we can come together as a community, explore all the opportunities before us, and agree on the plans that we need to move forward."



Everyone is invited to kick off the holiday season in Downtown!

WHEN: SATURDAY, DECEMBER 13TH

SCHEDULE OF EVENTS

- Ice Sculpture Display—All Day
- Ice Carving—4:00 p.m. at Fourth Street Square
- Parade with Tree Lighting and Visits with Santa—6:00 p.m.
- Fireworks Over Belleville Lake—8:00 p.m.



Around Downtown

DDA Development Plan Update

Updating the Belleville DDA Development Plan was started as part of the bond process. Although the bond did not pass, the DDA remains committed to improving our downtown, and the board is proceeding with its planning process. Michigan's Downtown Development Authority Act (P.A. 197 of 1975) enables DDA improvement of downtown areas through the construction of a broad range of public facilities such as streetscapes, utilities, parks, landscaping, and pathways. It also allows a DDA to conduct property acquisition and assist developers in the improvement of real estate within the DDA's development area.

With input from the City Boards and Commissions and community members, a list of capital projects and improvements has been generated and is being prioritized. Various projects included in the Development Plan include:

- water main replacement and repaving of Main Street;
- parking projects including the Liberty Street Parking Lot;
- a municipal marina and fishing pier;
- mixed-use retail space topped with residential units on Main Street;
- a new City Centre with a grocery store;
- City park pavilions, benches, and walking paths;
- new signage, including a new gateway sign; and
- improved Web site information and access.

In accordance with the legislation, a Citizen's Council has been appointed. The plan will be reviewed by the Citizen's Council, and their recommendations will be shared with the DDA and City Council. Once the DDA approves the Development Plan, it will be submitted to City Council for public hearings and adoption.



The Belleville Lake Shoreline

The Future of Belleville—An Area Favorable for Development

A Downtown Strategy Study, created for the Belleville DDA by Anderson Economic Group (AEG) in 2005, targets strategies for economic growth and community development in the Downtown.

According to the AEG study, Belleville exhibits many characteristics that are the hallmark of successful downtowns all across the United States. The opportunity for the City and its Downtown District is significant, and the community's long-term future is favorable. In particular, the City has an opportunity to capitalize upon the Downtown's ideal proximity to Belleville Lake for residents and visitors to enjoy views and access to the water. Residents are delighted with the lakefront improvements at Horizon Park being completed by City Parks and Recreation with funding from a \$1 million Wayne County grant.

The study also states that the Downtown area has a number of advantages that can be capitalized upon for future development, recovery, and long-term economic value. These include ample no-cost parking, preserving the Main Street character, significant developable parcels, residential growth in surrounding townships, and amenities provided by nonprofits including the Fred C. Fischer Library, Belleville Area Museum, Chamber of Commerce, and the Annual Strawberry Festival.

The DDA is utilizing the study's recommendations in its Development Plan, which outlines future downtown projects. In order for Belleville to grow and prosper, residents, business owners, and officials must all pull together. Community input is welcome and encouraged. DDA meetings are open to the public, so come in and see what all the excitement is about.

To read the Belleville Downtown Strategy Study in its entirety, please visit the DDA Web site at www.belleville.mi.us.

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LED Lighting in Downtown Belleville—What a Bright Idea!

The Belleville DDA has begun researching conversion of many of its downtown lighting applications to energy-efficient light emitting diode (LED) lighting. The DDA is planning to install LED streetlights and traffic signals along the downtown area of Main Street.

The NAHB Research Center, Inc., defines an LED as a semiconductor device that converts electricity into light. LED lights are small in size but can be grouped together for higher intensity applications. The efficiency of a typical LED is approximately 20 lumens per watt (LPW). Incandescent bulbs have about 15 LPW.

There are many advantages of lighting with LED lamps over traditional lighting methods. These include:

- Low energy consumption—use 2–10 watts of electricity
- Long lasting—approximately 30,000-hour bulb life
- Durable—reduced maintenance costs
- Safety—LED lights produce far less heat than standard bulbs
- Environmentally friendly—LED lights contain no mercury
- Fully dimmable—LED lights do not change color when dimmed unlike incandescent lamps that turn yellow
- Range of color—LED lights can be manufactured in any color

The proposed use of LED lighting technology will help decrease Belleville's annual lighting costs. According to the U.S. Department of Energy, switching to LED-based lighting can save 40 to 70 percent of the electricity a city uses for lighting applications such as outdoor public areas and street lighting.



(Above) Examples of LED lighting at Delta College

KEEP BELLEVILLE BEAUTIFUL!

The DDA is working hard to continually improve your Downtown! Future maintenance projects include:

- **City welcome signs**
- **New paint on railings and benches**
- **Replacement of weed barrier and new mulch at the playground area**
- **Tree trimming**
- **And much more!**



Five Points Flagpole Dedication Ceremony

From way up on top of its new flagpole, the new American flag unfurls magnificently over Five Points in Downtown Belleville.

Residents, business owners, and community leaders came together Friday, September 19th for a ceremony honoring not only the new flagpole but also veterans from the Belleville area. The ceremony was led by Mayor Richard Smith. Rick Dawson, Mayor Pro Tem and a local veteran, gave a speech extolling the symbols of the flag to those in attendance.

The new flagpole is sure to become a well-known landmark in Belleville—a symbol of the city's veterans and its patriotism erected right in the heart of Downtown.



(Left) Rick Dawson speaks at the dedication. Photographs courtesy of Austen Smith, The View. (Right) The new Five Points Flagpole.



Support Our Downtown Businesses
Shop Dine Stroll

City of Belleville DDA

6 Main Street
Belleville, MI 48111

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