

AGENDA

Cascade Charter Township
Downtown Development Authority Board of Directors
October 20, 2026
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

Public may access the meeting via video conference software Zoom
<https://us02web.zoom.us/j/86888022140>

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|----------------|-----------|--|
| ARTICLE | 1. | Call the Meeting to Order <ul style="list-style-type: none">• Record the Attendance |
| ARTICLE | 2. | Approval of the Agenda |
| ARTICLE | 3. | Approval of the August 18, 2026 Meeting Minutes |
| ARTICLE | 4. | Approve Site Improvement Grant Application |
| ARTICLE | 5. | Staff Updates |
| ARTICLE | 6. | Any Other Business |
| ARTICLE | 7. | Acknowledge visitors wishing to speak regarding any agenda or non-agenda items <i>(Comments are limited to five minutes per speaker)</i> |
| ARTICLE | 8. | Adjournment |

MINUTES

Cascade Charter Township
Downtown Development Authority
August 17, 2026, at 5:30 PM
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

ARTICLE 1. Chair Kleyla called the meeting to order at 5:30 PM.

Members Present: Vogel, Carlson, Preston, Stephan, Kleyla, Bingham, Lesperance, Makkar

Members Absent: None

Others Present: Township Manager Jade Smith, DDA Manager Ryan Sennett, Mike Reese Troyer Group, Administrative Assistant Nick Govan

ARTICLE 2. Approval of the Agenda

Motion was made by Member Carlson to approve the agenda. Supported by Member Preston. Motion carried unanimously.

ARTICLE 3. Approval of the Minutes of the July 21, 2026 Meeting

Motion was made by Member Carlson to approve the minutes as written. Supported by Member Vogel. Motion carried unanimously.

ARTICLE 4. Tassell Park Improvement Project – Phase One Construction Bid Award

Manager Sennett presented the Phase One bid results for the Tassell Park and Thornapple River Drive improvements, which include demolition of the former Verburg property and doctor's office building within Tassell Park along with roadway and parking work anticipated to begin this fall.

Staff noted the Township received two bids on August 12th. Carbon Six Construction submitted the low base bid of \$661,198, within about one percent of the engineer's estimate. Staff recommended awarding the base bid and Alternate No. 1 (asphalt milling and pavement marking of Thornapple River Drive) in the amount of \$96,515 to Carbon Six Construction. Staff noted the award also requires Township Board approval the following week, since the project is financed through Township bonding.

Mike Reese from Troyer Group presented the rough timeline and construction plans. Mike discussed the road reconfiguration from three lanes to two with added angled parking, utility pole relocation, and an anticipated four-week partial road closure this fall, with Phase Two bidding planned for October.

Motion was made by Member Vogel to award the Phase One construction contract to Carbon Six Construction, including the base bid of \$661,198 and Alternate No. 1 in the amount of \$96,515. Supported by Member Preston. Motion carried unanimously.

ARTICLE 5. Fiscal Year 2027 DDA Budget Review

Manager Sennett presented the proposed Fiscal Year 2027 DDA budget for Board review. Revenues include approximately \$13 million in anticipated bond proceeds for the Tassell Park project, down from \$15 million previously estimated. Expenditures include approximately \$11.13 million payable to the

Township for, including about \$2 million in reimbursement for the purchase of the Verburg property, which was financed from the DDA's fund balance.

Staff noted changes to the budget including a reduced cost allocation plan, increased holiday/bridge lighting and grant line items (funding the Façade/Site Improvement Grant program and the security camera grant program), decreased flowers and landscaping funding, a new annual debt service line of about \$953,000, and removal of the transportation line item, which shifts to the Township General Fund. Manager Smith noted the bond would be repaid through 2042.

Motion was made by Supervisor Lesperance Supported by Member Preston to recommend the Fiscal Year 2026 DDA Budget. Motion carried unanimously.

ARTICLE 6. Staff Updates

The Kent Garden Club received a Community Landscape Education Award for the garden adjacent to the museum at Cascade Park.

The February zoning ordinance amendment went into effect. Manager Sennett noted that the Site Improvement Grant program may now be revisited, as it was put on hold pending the amendment.

Runaway Angels Consignment relocated to Old 28th St from downtown Ada with a ribbon cutting July 22nd; Gorsuch & Friends Chiropractic opened August 7th in the Cascade Pointe Office building, also with a ribbon cutting.

The Metro Cruise warm-up/pit-stop events and the final Cascade concert of the summer are later this week.

Manager Smith noted Deputy Omar Dieppa was promoted; Deputy Chelsea Shaap will replace him.

Dan Swallow, the Township's new Planning Director, was introduced; he previously served as a city manager and planner with eleven years of experience.

Members discussed the Kent Safety Network, discussing FOIA access to security camera footage and possible impacts on local businesses; Manager Smith will follow up with the Sheriff's Office on data retention policy.

Members discussed recent breaking-and-entering incidents reported near Old 28th Street.

ARTICLE 7. Any Other Business

There was no other business.

ARTICLE 8. Acknowledge Visitors & Public Comment

There was no one wishing to speak.

ARTICLE 9. Adjournment

The meeting adjourned at 6:25 PM.

Respectfully submitted,

Scott Vogel, Secretary



CASCADE CHARTER TOWNSHIP

5920 Tahoe Drive SE Grand Rapids, Michigan 49546-7140

REQUEST FOR BOARD ACTION

MEETING DATE: September 15, 2026

Approval of DDA Site Improvement Grant Program

PRESENTER: Ryan Sennett, DDA Manager

INDIVIDUAL PRESENT: N/A

EXECUTIVE SUMMARY:

The Cascade Township Downtown Development Authority (DDA) previously established the Site Improvement Grant Program to provide financial incentives for high-quality building and site improvements to nonresidential and mixed-use properties within the DDA District. The program is intended to encourage improvements that go beyond routine maintenance and upkeep and support the continued enhancement, vitality, and character of the DDA District.

After approval in 2024, the program was subsequently suspended while the Township completed a comprehensive Zoning Ordinance amendment. During that time, it was identified that the program criteria should be updated to ensure that projects receiving funding are consistent with the Township's updated standards and are consistent with the intended character of the Village District.

The attached Site Improvement Grant Application & Guidelines, as well as the revised Evaluation Checklist, have been updated to address these considerations. The revised program places greater emphasis on consistency with the Township's Village District and overlay district standards, pedestrian-oriented development, streetscape improvements, building and site enhancements, and projects that contribute to the long-term character and vitality of the DDA District. Staff is requesting the DDA Board consider the revised Site Improvement Grant Program for approval, which will allow the DDA to begin receiving and reviewing applications for projects in 2027.

Summary of Key Revisions

- 1. Strengthens the connection to Village District and overlay standards** - The revised guidelines more clearly tie grant eligibility and funding priorities to the Township's Village District and overlay district standards. The DDA may determine that a project is ineligible when it materially conflicts with applicable standards.
- 2. Expands eligibility to mixed-use properties:** The eligibility language has been expanded to clarify that owners of both nonresidential and mixed-use properties within the DDA District are eligible.

3. **Limits certain cosmetic improvements** - The revisions clarify that façade improvements that are purely cosmetic and do not improve building form, transparency, pedestrian orientation, or architectural compatibility may be ineligible for funding. Similarly, awning replacements and sign improvements must now be part of a larger façade or site improvement project rather than stand-alone improvements.
4. **Adds clarity on the funding process** - The revised guidelines provide additional details on application intake, staff review, necessary design/zoning approvals, and the reimbursement process.
5. **Clarifies how project significance is evaluated** - The scoring criteria now clarify that a project's significance is based not simply on the amount of money invested, but also on its contribution to long-term Village form and architecture. This is intended to ensure that a larger project is not automatically considered more beneficial simply because of its cost.
6. **Adjusts scoring categories** – Scoring categories have been adjusted to include Community Impact Criteria, Location Criteria, and Category Specific Criteria (i.e.. Building improvement, Site Improvement, or Landscaping Improvement). This revision was added to more appropriately score applications based on the type of improvement project being proposed.
7. **Adjusts scoring criteria** - The revised set of scoring criteria incorporates existing criteria, while also adding additional criteria that better aligns with the program's primary goals and the recently adopted Zoning Ordinance Standards. Additionally, some criteria have been changed to be scored on a range, rather than yes or no (ex. 0-10, rather than 0 or 10). This revision allows for certain criteria to be more accurately scored.
8. **Establishes minimum scoring thresholds** - The revised scoring system establishes a minimum score that a project must achieve to be eligible for grant funding. Projects that score below the established threshold will be considered ineligible rather than automatically qualifying for a 75% matching requirement. This provides a clearer distinction between projects that meet the program's objectives and those that do not.

Importantly, the basic grant structure remains unchanged. The maximum grant amounts, three grant categories, reimbursement process, matching structure, and three-year application limitation remain in place. The revisions are primarily intended to provide greater clarity and ensure that the scoring mechanism is consistent with the Township's current planning and development objectives.

STRATEGIC PLANS/GOALS: Village Character and Development

BUDGET IMPLICATIONS: Grant funding will be provided through DDA funds allocated during the annual budget approval process. \$100,000 was allocated for the grant program in FY2026. At its last meeting, the DDA recommended \$250,000 be budgeted in FY2027. The proposed guidelines establish maximum grant amounts of:

- Building Improvements: Up to \$100,000
- Site Improvements: Up to \$50,000
- Decorative Improvements: Up to \$25,000

An applicant who requests funding for a project that includes all three of these categories would be eligible to receive the maximum fund amount for each of these categories. Therefore, the maximum amount that could be received for a project is \$175,000. The actual grant amount will be determined based on the project category, applicable scoring, required applicant match, and available DDA funding.

IMPLEMENTATION PLAN: Upon approval, Township staff will proceed with implementing and administering the grant program according to the grant guidelines, application, and scoring checklist. The program will be open for applications for projects taking place after January 1, 2027.

ACTION REQUESTED: Motion to approve the DDA Site Improvement Grant Guidelines, Application, and Evaluation Checklist as presented, to become effective January 1, 2027.

Attachments:

1. Site Improvement Grant Guidelines
2. Site Improvement Grant Application
3. Site Improvement Grant Evaluation Checklist



SITE IMPROVEMENT GRANT GUIDELINES

The Cascade Charter Township Downtown Development Authority (DDA) has determined that a portion of their revenue should be used to enhance and support building and site improvements for nonresidential properties within the DDA District (see attached for District boundary).

CASCADE TOWNSHIP SITE IMPROVEMENTS GRANT PROGRAM

The program was established by the DDA to encourage improvements to businesses and nonresidential properties within the DDA boundary. The grants awarded by the DDA are intended to provide financial incentives for high-quality building and site conditions that go above and beyond regular maintenance and upkeep. Available funds for the Site Improvement Grant Program are established within the annual budget for each fiscal year.

The primary goals for eligible improvement projects within the DDA District are to:

- Enhance pedestrian safety through appropriate pedestrian and roadway modifications.
- Support beautification that will enhance the streetscape and create character, identity and attract shoppers and businesses alike.
- Support the growth of existing businesses while encouraging new businesses to locate in the DDA area.
- Enhance community and consumer experience.

APPLICATION ELIGIBILITY

To be eligible to apply for a grant, you must be an owner of nonresidential or mixed-use property within the DDA District. Individual tenants may be applicants with written approval from the owner of the property.

REQUIRED CONDITIONS

Site Improvement Grant applications will be considered if the application meets the following base conditions:

- The Site Improvement Grant application has been correctly filled out and submitted to the Township with all required supplemental documentation.
- Property taxes and all other applicable Township fees must be current and paid in full.
- The property cannot have an outstanding, current, or ongoing violation of any Township ordinance.
- Project components must have a useful life of at least 10 years.
- Projects will be evaluated based on merit and funded to the extent that budgeted DDA funds are available.
- The proposal has received site plan and/or special land use approval from the Cascade Township Planning Commission (if applicable).
- All funding is at the discretion of the DDA Board. The DDA may determine that a project is ineligible if it materially conflicts with any applicable Village District standards, applicable overlay district standards, or undermines the intended village character.
- Based on the overall project scoring, project match requirements vary. For higher scoring projects, the DDA may waive matching fund requirements. For lower scoring projects, the DDA may require a 50% or 75% match. Scoring is based on consistency with the funding priorities outlined in this application.

FUNDING PRIORITIES

Applications containing the following characteristics will receive priority funding based on the attached criteria:

- Projects that are consistent with identified priority improvements as described in the Cascade Township DDA Development Plan and TIF Plan.
- Projects that are located within the Cascade Village area.
- Projects that demonstrate consistency with the standards of the Township's Village Districts and overlay districts as outlined in the Zoning Ordinance.
- Projects that demonstrate a significant impact to promote the following activities:
 - Retail diversity and supporting commercial businesses
 - Entertainment businesses
 - Dining opportunities
 - Walkability, bikeability, and enhanced accessibility
- Projects designed to resolve deteriorated or unsightly conditions that have existed for many years and include long-term or permanent improvement(s) to existing conditions.
- Projects designed to remove inappropriate design elements that are inconsistent with the district in which they are located
- Projects that include new (or renovated) building frontage(s) that are consistent with the DDA's preferred aesthetic design and character.
- Projects consistent with the architectural and design requirements of the Village District or the overlay district where the property is located.
- Projects that restore historic (approximately 50 years and older) architectural elements of the building or are consistent with the architectural features of the Village District.
- Projects that call for the removal of significant nonconforming elements of the building.
- Projects that involve the reoccupation of a currently vacant or underutilized building.
- Projects that include enhanced site design, such as additional landscaping, above and beyond what is required by zoning.
- Construction or relocation of parking to the rear or side of the building and not between the building and the adjacent street.
- Projects that enhance the aesthetic design and character of a building or site with frontage on 28th Street or Cascade Road.
- Projects that include collective participation from adjacent property owners, by means of cross-access agreements for parking, or other applicable conditions.



ELIGIBLE PROJECTS

Site Improvement Grant awards will fund the following activities:

- Repair or replacement of windows, doors, walls, or other appropriate architectural elements
- Exterior lighting
- Decorative landscaping improvements
- Masonry restoration
- Restoration of historic elements
- Patios and other hardscape improvements
- Awning replacement that is part of a larger façade enhancement project
- Sign replacement and existing sign structure improvements that are part of a larger site improvement
- Murals and public art, depending on public visibility
- Sidewalks or trails and connections to existing sidewalks or trails
- Removal of non-contributing facades
- Significant façade repair and treatment
- Burying overhead utilities (if applicable)
- Exterior painting or staining
- Parking lot reallocation to the side or rear of a building
- Other site improvements consistent with the DDA Development Plan

INELIGIBLE PROJECTS

Site Improvement Grant awards *cannot* be used to fund the following activities:

- Property acquisition
- Mortgage or land contract financing
- Loan fees
- Site plan and permit fees
- Appraiser, attorney, interior decorator, architectural, and engineering costs
- Wages paid to the applicant, relatives, or friends for work associated with the façade improvements
- Furnishings, trade fixtures, display cases, counters or other internal items
- Reusable or portable items
- Any portion of expenses for which the applicant pays the contractor in merchandise or in-kind services
- Fencing and screening
- Routine building or site maintenance
- Roof repair/replacement
- Dumpster enclosures
- Mechanical, heating, cooling systems, or ductwork

For sites located within the applicable zoned districts, Site improvements *not* consistent with the Village District Standards and applicable overlay districts are ineligible. This may include the following:

- Drive-through additions or auto-oriented site features within Village Districts
- Improvements that reinforce nonconforming setbacks or parking-forward layouts
- Projects that introduce or expand features prohibited in Village Districts or the applicable overlay district
- Façade improvements that are purely cosmetic changes and do not improve building form, transparency, pedestrian orientation, or architectural compatibility consistent with the Village District or applicable overlay district.

MAXIMUM GRANT AMOUNTS

Applications for Site Improvement Grants may be eligible for funding based on one or all of the following three categories, subject to the following maximum amounts:

- **Building Improvements**– Including façade improvements, redevelopment, additions, restoration, undergrounding of utility lines, etc.: **\$100,000**
- **Site Improvements** – Including landscaping, signage, sidewalks, lighting, patios, etc.: **\$50,000**
- **Decorative Improvements** – Including decorative finishes, awnings, murals, public art, benches, pedestrian and bike infrastructure, etc.: **\$25,000**

The DDA reserves the right, at its discretion, to increase or decrease the amount of funds allocated to a project.

Funding is based on a match by the applicant. Certain projects may be eligible for a 0% match based on the project's compliance with funding priorities, while others may require a funding match of either 50% or 75%. Matching funds are determined following a project's scoring based on its compliance with the DDA's funding priorities. For example, a grant is applied to install decorative improvements with a total project cost of \$25,000. This grant would be potentially eligible for up to \$25,000 in funding. If the project met the scoring for a 0% match, then it would be eligible to receive the entire \$25,000 in funding. On the other hand, if it scored to require a match of 50%, then it would be eligible to receive \$12,500.

ADDITIONAL INFORMATION

The following additional information will need to be considered by prospective applicants:

- An applicant may apply for reimbursement of eligible activities if the activity has been completed within 12 months. Proof of work and payment shall be provided.
- A property can be the recipient of a Site Improvement Grant every three (3) years.
- The "front façade" shall include the parts and components of a site that directly face a public street or public parking lot.
- Site Improvement Grants apply to external improvements only.

GRANT AWARD PROCESS

The Site Improvement Grant Program is a reimbursement program. Grant applications may be submitted throughout the year, subject to program funding availability and the requirements of these guidelines.

The grant process is as follows:

1. **Application Submission.** Submit a complete application with all required documentation.
2. **Staff Review.** Staff reviews the application for completeness, eligibility, and consistency with applicable zoning and design standards.
3. **DDA Review and Scoring.** Eligible applications are scored by the DDA using the evaluation checklist.
4. **Grant Award.** The DDA determines the grant amount and required applicant match based on the project score, grant limits, and available funding.
5. **Grant Agreement.** The applicant and property owner execute the required grant agreement before proceeding with the approved project. All required zoning, site plan, and design approvals are obtained.
6. **Project Completion:** Applicant obtains all required approvals and completes the project as approved.
7. **Reimbursement.** Submit itemized receipts and proof of payment for eligible project costs. Staff verify the completed work and eligible expenses. The DDA reimburses the applicant up to the approved grant amount and applicable match.



SITE IMPROVEMENT GRANT APPLICATION

Each Site Improvement Grant application will be evaluated and weighed against specific criteria as determined by the DDA Board. Projects that achieve a higher score will receive higher priority funding. Each proposal is scored based on the type of grant requested and its consistency with the funding priorities established by the DDA. The Cascade Township DDA reserves the right to amend the scoring at any time.

The DDA cannot guarantee funding, as funding is allocated based on availability.

REQUIRED DOCUMENTATION

The following information is required to be submitted for consideration of a Site Improvement Grant. Missing information may cause your application to be deemed incomplete and ineligible for consideration of a grant application.

- ☐ Completed application form
- ☐ Separate written narrative comprehensively describing the project
- ☐ Detailed cost estimate with a breakdown of improvements
- ☐ Photos of existing conditions
- ☐ Plans and renderings of the proposed improvements

PROJECT INFORMATION

- Type of grant requested:
- ☐ Building Improvements (funding up to \$100,000)
 - ☐ Site Improvements (funding up to \$50,000)
 - ☐ Decorative Improvements (funding up to \$25,000)

Brief description of proposed improvements: _____

Reason for the grant request: _____

Total overall project budget: _____

Total amount of funding assistance being requested: _____

Description of project financing: _____

Proposed start date: _____ Estimated completion date: _____

PROPERTY OWNER

Name: _____
Company (if applicable): _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

APPLICANT (if other than property owner)

Name: _____
Company (if applicable): _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

ACKNOWLEDGEMENT

By submitting of an application for a Site Improvement Grant, the following information is acknowledged by the owner and applicant by signature below.

- I (we) have read and understand the conditions of the Cascade Township Site Improvements Grant Program and agree to abide by its conditions and guidelines.
- I (we) authorize the Cascade Township DDA to promote an approved project, including but not limited to, displaying of a DDA grant program sign or sticker at the site during and after construction as well as the use of photographs and descriptions of the project in DDA and Cascade Township communications and materials.
- I (we) understand that in the event this application is awarded, a binding letter of commitment must be signed by the owner(s) and applicant in a format approved by the Cascade Township Attorney.
- I (we) understand that upon completion of the project, itemized receipts detailing the installation or construction of proposed improvements will need to be submitted to and approved by the DDA prior to the reimbursed payment of the awarded grant funds.
- I (we) understand that if this application is approved, any changes, alterations, or modifications to the approved design must be approved by the DDA as an amendment to this application.
- If unauthorized changes are made, I (we) understand that the DDA may withdraw its funding commitment.
- I (we) understand that if this project is not completed within the 2-year timetable, the DDA may withdraw its funding commitment.
- I (we) understand that I (we) can apply for one grant every three (3) years, however, the application will be subject to funding availability at the time of the application.

OWNER(S) AND APPLICANT CERTIFICATION

I (we) hereby depose and state under the penalty of perjury that all statements, proposals, and information submitted with or contained in this application are true and correct and the application is complete to the best of my (our) knowledge.

Applicant Signature: _____

Date: _____

Owner Signature: _____

Date: _____

SITE IMPROVEMENT GRANT Evaluation Checklist



Project Name: _____

Evaluator: _____

The scoring for each Site Improvement Grant application shall take into account the following scoring criteria.

A. COMMUNITY IMPACT CRITERIA		
The project is consistent with priority improvements outlined in the Cascade Township DDA Development Plan and TIF Plan.	IF YES: 3	
The project represents a significant financial investment in a property and overall enhances the DDA area (based on contribution to long-term village form and architecture—not solely total project cost).	RANGE: 0-5	
There is a demonstrated need for the proposed improvements that provide a benefit to the community.	IF YES: 3	
The proposal will bring new jobs to the DDA area.	IF YES: 5	
The proposal demonstrates a significant impact to expanding retail businesses, commercial businesses, or retail diversity in the DDA boundary area.	IF YES: 5	
The proposal expands or enhances dining opportunities within the DDA boundary.	IF YES: 3	
The proposal expands entertainment options for the community.	IF YES: 3	
The proposal will bring new housing to the DDA area in accordance with the Master Plan	IF YES: 3	
The project demonstrates consistency with the purpose and intent of the Village District or the applicable Overlay District.	IF YES: 5	
The proposal is designed to resolve deteriorated or unsightly conditions that have existed for many years or provides long-term or permanent improvements that enhance a deteriorated or unsightly condition.	RANGE: 0-5	
Total Points:	Possible: 40	
B. LOCATION CRITERIA		
Property is located within a Village District.	IF YES: 5	
Property is located within an Overlay District.	IF YES: 3	
Property has frontage directly on Cascade Road or 28 th Street.	IF YES: 3	
Project site is adjacent to or across from a park, trail, or other public space.	IF YES 3	
Total Points:	Possible: 11/9	
TOTAL OF A&B COMBINED	Possible: 51/49	

CATEGORY 1: BUILDING IMPROVEMENT SIGNIFICANCE CRITERIA		
The proposal includes sustainable building materials, construction techniques, LEED Design, or other similar sustainable elements.	IF YES: 3	
The proposal significantly improves the façade of the building(s).	RANGE: 0-10	
Architectural improvements to the building are aligned with requirements of the Village District and Overlay standards.	RANGE: 0-10	
The proposal will restore historic elements of a building or if in the Village will incorporate architectural design elements outlined in the Village District that contribute to the creation of a Village.	RANGE: 0-10	
The proposal includes the re-occupation of a vacant or abandoned building or tenant space.	IF YES: 3	
The proposal is designed for the removal of visual clutter or inappropriate design elements.	RANGE: 0-5	
The proposal removes significant nonconforming elements of a building.	RANGE: 0-5	
The proposed landscaping improves the curb appeal of the property and provides a benefit to the community.	RANGE: 0-10	
The proposal includes the burial of power lines and/or overhead utility lines.	IF YES: 5	
Total Points:	Possible: 61	

CATEGORY 2: SITE IMPROVEMENTS SIGNIFICANCE CRITERIA		
The proposal includes landscaping along the street frontage that enhances the property's streetscape.	RANGE: 0-5	
The project includes landscaping elsewhere on the property that contributes to beautification of the site.	RANGE: 0-5	
Improvements are incorporated into signage that are compatible with the Village District or Overlay District.	RANGE: 0-5	
Parking lot and/or building lighting are proposed that enhance the architecture of the building and are compatible with the Village District or Overlay District.	RANGE: 0-5	
The project provides connectivity to an existing sidewalk or trail or improvements to a sidewalk or trail.	IF YES: 3	
The proposal provides new patio space for outdoor seating and/or dining opportunities.	IF YES: 3	
The proposal includes a significant amount of tactical urbanism (ie. Outdoor patio or plaza areas, gathering places, etc.).	RANGE: 0-5	
The proposal includes enhanced site design above and beyond what is required by zoning that demonstrates enhancement to the customer experience.	RANGE: 0-5	
The proposal includes parking areas to the side or rear of a building within the Village District or along 28 th Street in the Overlay District.	IF YES: 5	
The project improves cross-access between multiple properties.	IF YES: 3	
Total Points:	Possible: 44	

CATEGORY 3: DECORATIVE IMPROVEMENTS SIGNIFICANCE CRITERIA		
Installation of decorative building elements that enhance the façade of the building and are consistent with the Village District or Overlay District.	IF YES: 5	
The project provides site amenities that enhance the walkability or bikeability of the area.	IF YES: 3	
The proposal includes elements that will enhance universal design (ie. ADA infrastructure, accessibility enhancements, etc.).	IF YES: 3	
The project provides public art or a mural in a location visible and interactive with the community.	IF YES: 3	
The proposal includes benches and trash bins in a quality consistent with those in the DDA District.	IF YES: 3	
Total Points:	Possible: 17	

Scoring:

Grant Category	Score of A&B	Scoring of Grant Category	Total Score (A&B+Category)
Category 1: Building Improvements Grant			
Category 2: Site Improvements Grant			
Category 3: Decorative Improvements Grant			

Project Grant Funding Match Requirement:

Category 1.

Building Improvement Grant (Total Possible Points – 112/110)

- 0% Match: 80 points or greater
- 50% Match: 55-79 points
- 75% Match: 35-54 points
- Ineligible for Grant Funding: less than 35 points

Category 2.

Site Improvement Grant (Total Possible Points – 95/93)

- 0% Match: 60 points or greater
- 50% Match: 40-59 points
- 75% Match: 25-39 points
- Ineligible for Grant Funding: less than 25 points

Category 3.

Decorative Improvement Grant (Total Possible Points – 68/66)

- 0% Match: 45 points or greater
- 50% Match: 35-44 points
- 75% Match: 15-34 points
- Ineligible for Grant Funding: less than 15 points

TOWNSHIP STAFF UPDATE

DDA Meeting

October 20, 2026

REIMAGINING TASSEL PARK: PROJECT UPDATES

- At it's 8/26/26 meeting, the Township Board authorized:
 - Approval of the DDA-Township Development Agreement
 - Issuance of 2026 Capital Improvement Bonds
 - Approval of Contract Award for Phase 1 Construction to CarbonSix Construction
- Work began the week of September 18th. A groundbreaking ceremony was held on 9/17 at Tassell Park to celebrate the start of construction.
- Work on Thornapple River Drive is currently underway. Re-opening of the road for through traffic is anticipated by the end of the month.
- Surrounding businesses received notification of the construction. Township Staff and CarbonSix have been in regular contact with the businesses located within the work area.
- The Township purchased signage that points out that customer parking remains accessible, and to help direct vehicles accessing the Gathering Place and Cascade Pointe Office Complex parking lot.
- The "Reimagining Tassell Park" page on the Township website serves as the primary resource for residents and businesses looking for project updates during construction.
- A banner was purchased to cover the fencing located on the Tuffy Site. The Banner displays renderings for the park, as well as a QR Code to the Township website project page.

DDA NEWSLETTER

- To better connect with businesses in the district and provide important updates, the DDA has launched it's own dedicated newsletter ("The District Debrief")
- The first edition of the newsletter hit mailboxes the week of October 5th.
- This edition includes information on how to stay connected, what a DDA is, grants & opportunities, current projects, and how to get involved in community events.

DDA BUSINESS SURVEY

- A survey is available on the Township Website for business/property owners in the DDA District.
- The goal of the survey is to obtain and update current contact information for businesses in the district so that we can better connect with them in the moving forward. It also provides an opportunity to provide feedback on the district.
- This survey is linked in the newsletter and can be also found on the Township's social media.

KENT SAFETY NETWORK

- At the last DDA meeting, there was discussion regarding the Kent Safety Network camera enrollment program and how camera footage privacy works.
- Staff spoke with the Kent County Sheriff's Office regarding the questions/concerns that were discussed, and received the following feedback:
 - In terms of the cameras/footage being subject to FOIA, Kent Safety Network only allows up to 72 hours of retention, so any initial footage captured through KSN would no longer be in retention by the time a formal FOIA request could be processed.
 - If a still shot or short clip is needed to be snipped and sent out to responding deputies for suspect identification or immediate public safety risk purposes, that clip or still shot would be subject to FOIA, but anything sensitive would also be subject to redaction.
 - The only way that images or video may be fully subject to FOIA is if KCSO obtains footage through formal request from the owners of the cameras or camera system either through consent, warrant, or investigative subpoena. Those would be the only means that KCSO would be able to retain images or videos for long term storage for evidentiary purposes (and the owner of the footage would be made fully aware of it).
 - For the question regarding Flock cameras- KSN is not looking to add additional cameras to participating institutions or ALPR (Automated License Plate Reader) function to any cameras as a part of this program. The purpose of KSN is simply to integrate standard camera feeds from participating businesses on a fully voluntary basis to streamline law enforcement response to active situations and better improve public safety. These cameras would be used primarily for quickly obtaining suspect/vehicle descriptions and pinpointing where an incident is taking place within a business, school, or other area where these shared cameras cover.

KCSO COMMUNITY SERVICES

- Deputy Omar Dieppa's last day was August 13th.
- Deputy Chelsea Schaap has been hired and taken over as his replacement

BUSINESS UPDATES

- Tutor Time – 6690 Old 28th St SE – Has permanently closed its Cascade location.
- First Wok – 6740 Old 28th St SE – Grand re-opening was held on October 7, 2026, with a ribbon cutting hosted by the Cascade DDA.
- Simply the Best Aesthetics and SwELL PeakX – 6740 Cascade Rd – Joint ribbon cutting was held to celebrate the one-year anniversary of Simply the Best Aesthetics, and the grand opening of SwELL PeakX. A ribbon cutting was held by Ada Business Association and the Cascade DDA.

VILLAGE LIGHTING & DECOR

- Fall banners have been put up on the Cascade Road bridge, and summer flowers removed.
- Around Veterans day, the Parks Department will be putting up banners featuring Cascade Veterans along the bridge.
- Staff have begun coordinating with West Michigan Holiday Lighting on this year's holiday lights in the village area.
 - Due to the construction, holiday lights will not be placed within Tassell Park this year. Instead, these lights will be placed at the corner next to the museum and potentially extend further down Cascade Road toward Old 28th St.
 - The Cascade Road Bridge will be decorated for the holidays again, the same as it was in 2025.
 - The lighted garland on streetlights will extend farther up the poles than last year.
 - Additional lights will be added this year to the pine tree used for the Tree Lighting Ceremony.

UPCOMING EVENTS

- Halloween Hustle
 - The Halloween Hustle is an annual event put on by the Parks Department at Cascade Recreation Park. This event features a 1 mile running/walking loop through the park.
 - The Township is looking for businesses interested in setting up a table/tent along the route.



ONE MILE
LOOP!

HALLOWEEN HUSTLE

OCTOBER 29 | 5:30 PM

CASCADE RECREATION PARK

3810 THORNAPPLE RIVER DR SE

**MEET @ THE LARGE PAVILION
IN THE BACK OF THE PARK
FOR A FUN RUN/WALK**

