

RESOLUTION 20 -11  
A RESOLUTION TO DISOLVE THE CITY OF BRIGHTON PRINCIPAL SHOPPING DISTRICT

WHEREAS, on April 6, 2006 the Brighton City Council passed Resolution No. 06-07 establishing a Principal Shopping District (“PSD”) in accordance with MCL 125.981, et seq.;

WHEREAS, on June 15, 2006 the Brighton City Council passed Resolution No. 06-17 making certain modifications and amendments to Resolution 06-07;

WHEREAS, the goal of the PSD board was to promote economic activity in the principal shopping district, as defined in summary as the Downtown Business District (DBD) in addition to a portion of Grand River from the DBD to Cross Street, of the city by undertakings including, but not limited to, conducting market research and public relations campaigns, developing, coordinating and conducting retail and institutional promotions, and sponsoring special events and related activities;

WHEREAS, on November 19, 2009 the Brighton City Council passed Resolution No. 09-25 to extend the PSD as provided in Resolution No. 06-17 dated June 15, 2006 and in accordance with MCL 125.981, et seq., for another three-year term commencing November 19, 2009 and expiring November 18, 2012;

WHEREAS, on March 21, 2013 the Brighton City Council passed Resolution No. 13-04 to extend the PSD as provided in Resolution No. 06-17 dated June 15, 2006 and in accordance with MCL 125-981, et seq., for another three-year term commencing November 19, 2012 and expiring November 18, 2015;

WHEREAS, on April 3, 2014 the Brighton City Council passed Resolution No. 14-05 to extend the Principal Shopping District PSD as provided in Resolution No. 06-17 dated June 15, 2006 and in accordance with MCL 125.981, et seq., for a five-year term commencing November 19, 2015 and expiring November 18, 2020;

WHEREAS, the PSD has not collected special assessment revenues since 2017;

WHEREAS, on March 15, 2018 the Brighton City Council received a request from the PSD Board to move forward with the process to establish a new PSD Special Assessment where the motion to proceed failed due to lack of support;

WHEREAS, on February 20, 2020 the Brighton City Council, following a Study Session discussion regarding the PSD, tabled further direction pertaining the PSD until after the 20/21 budget had been completed;

WHEREAS, on May 07, 2020 the Brighton City Council requested a Resolution to Dissolve the PSD be provided for consideration at the May 21, 2020 meeting;

WHEREAS, the Brighton City Council makes the following findings:

- A. Business and property owners have the ability, without a local government mandate, to market their businesses and pool and collaborate on marketing initiatives;

- B. Given recent millage increases to support City Council’s priority of increased infrastructure investment, and in light of current economic disruptions of unknown duration, additional assessment payments for the purpose of conducting market research and public relations campaigns, developing, coordinating and conducting retail and institutional promotions, and sponsoring special events and related activities, is an unnecessary additional cost to be borne by property owners, or their tenants;
- C. The City of Brighton PSD’s economic benefits to the property and business owners within the PSD have been continually questioned and there is currently insufficient data to illustrate comprehensive district-wide benefits;
- D. The PSD may have been well suited for the time, but after 14 years of operation, the City’s priorities at this time have shifted to the broader business community and economic and operational pressures demand a realignment of staff resources to focus on broader community needs;
- E. The City of Brighton Downtown Development Authority (DDA) was established, per Chapter 62, Article II of the Code of Ordinances, being in the best interests of the city to halt property value deterioration and increase property tax valuation where possible in the business district of the city, to eliminate the causes of that deterioration, and to promote economic growth;
- F. Under the guidance of the DDA Board of Directors, made up of a cross-section of property/business owners across the City, the DDA has a robust toolbox available to promote a comprehensive economic development strategy and support the City’s diverse business districts; and

WHEREAS, in consideration of the above findings, the City of Brighton City Council additionally finds that the continuation of the PSD is currently not warranted.

NOW, THEREFORE, be it RESOLVED that the City of Brighton City Council in consideration of the findings above by this resolution hereby dissolves the PSD and related special assessment districts; and

BE IT FURTHER RESOLVED that the City of Brighton City Council supports a City-wide economic development strategy built on City Council goals and priorities, including those found within the Comprehensive Master Plan, and requests the DDA and staff to work to build a comprehensive and collaborative economic development strategy that is nimble and adaptable to the economic challenges of today and the unknown challenges of tomorrow.

PRESENT: COUNCIL MEMBERS: [Names]

NAYS: COUNCIL MEMBERS: [Names]

ABSENT: COUNCIL MEMBERS: [Names]

RESOLUTION DECLARED ADOPTED.

---

Tara Brown, City Clerk

I, Tara Brown, City Clerk for the City of Brighton, do hereby certify that the foregoing is a true and complete copy of a resolution adopted by the Brighton City Council at a regular meeting on May 21, 2020.

---

Tara Brown, City Clerk