



**City of Pleasant Ridge**  
23925 Woodward Avenue  
Pleasant Ridge, Michigan 48069

---

Regular Downtown Development Authority Meeting  
Monday, April 25, 2016

Members of the Downtown Development Authority and Residents: This shall serve as your official notification of the Regular Downtown Development Authority Meeting to be held Monday, April 25, 2016, immediately following the Regular Planning Commission Meeting, in the City Commission Chambers, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. The following items are on the Agenda for your consideration:

**DOWNTOWN DEVELOPMENT AUTHORITY MEETING**

1. Meeting Called to Order.
2. Roll Call.
3. Consideration of the following minutes:
  - a. Regular Downtown Development Authority Meeting held Monday, February 22, 2016.
4. **PUBLIC DISCUSSION** – Items not on the Agenda.
5. Consideration of the 2016-2017 DDA Budget.
6. Introduction of Business District Survey.
7. City Manager’s Update.
8. Other Business.
9. Adjournment.

**In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the City at least seventy-two (72) hours in advance of the meeting, if requesting accommodations.**



**City of Pleasant Ridge**  
23925 Woodward Avenue  
Pleasant Ridge, Michigan 48069

---

**Regular Downtown Development Authority Meeting  
Monday, February 22 2016**

Having been duly publicized, Chairman Lenko called the meeting to order at 7:11pm

Present: Commissioner Barlow, Christensen, Lenko, McAuliffe, McCutcheon, Schlesinger, Treuter.

Also Present: City Manager Breuckman; City Commissioner Perry

Absent: Commissioner Bolach, O'Brien

**Minutes**

**DDA-2016-1517**

Motion by Barlow, second by Christensen, to approve the Downtown Development Authority Meeting Minutes of January 25, 2015.

Adopted: Yeas: Barlow, Christensen, McAuliffe, Schlesinger, McCutcheon, Treuter, Lenko.  
Nays: None.

**Public Discussion**

Mr. Rob Sakat, 8 Fairwood, questioned if the DDA will be continuing the façade improvement grants offered several years ago and possibly so decorative lighting so it is not so dark in front of the buildings at night.

City Manager Breuckman commented that would be considered by the DDA budget subcommittee.

**DDA Budget Subcommittee**

City Manager Breuckman requested volunteers for the budget subcommittee. A copy of last years budget will be sent to the subcommittee members.

The budget subcommittee will consist of:  
Commissioners McCutcheon, Barlow and Christensen. Chairman Lenko will also attend

### **City Managers Report**

Banners could not be installed due to weather. They will be installed soon.

### **Other Business**

Commissioner McAuliffe questioned if the Capital Improvement Plan included traffic calming projects.

City Manager Breuckman commented that project was not included. Need to see what the improvements will cost and then plan.

Commissioner Christensen question when sidewalk repair and replacement will occur in the DDA along Woodward. Is there a start date for this program and where will it start.

City Manager Breuckman commented that is a general fund budget item for the entire City. This year the east side properties will be identified and repaired or replaced. A survey of businesses in the DDA is being formulated with the City Manager and Commission McAuliffe to survey the owners as to what projects they would like done, how to spend the DDA monies, what would be most beneficial to the business owners.

Commissioner McCutcheon questioned what percentage of the DDA budget was used for alleys.

City Manager Breuckman commented the DDA budget is about \$80,000 and also some savings were used.

Mr. Rob Sakat, 8 Fairwood, questioned if the City markets buildings when they are for sale or lease.

City Manager Breuckman replied the City does not market the properties. Some communities do, but they are communities with larger DDAs.

With no further business Chairman Lenko adjourned the meeting at 7:31 p.m.

Submitted by:

---

Amy M. Drealan, City Clerk



# City of Pleasant Ridge

James Breuckman, City Manager

From: Jim Breuckman, City Manager  
To: Downtown Development Authority  
Date: April 21, 2016  
Re: 2016-17 DDA Budget

Attached to this memo is the proposed 2016-17 DDA budget. This budget is part of the City budget which will be forwarded to the City Commission at their May meeting and which will have a public hearing and consideration of approval in June. The DDA has responsibility for also approving its own budget.

I have reviewed the attached budget with the DDA budget subcommittee. The key points in this budget are:

- \$400,000 capital outlay transfer to the infrastructure fund to pay a portion of the \$260,000 total cost to reconstruct the 10 Mile-Devonshire and Amherst-Sylvan alleys. The DDA transferred \$100,000 in the current 2015-16 budget year and will also transfer \$40,000 in the 2017-18 budget year towards the alley construction cost, making the DDA's total contribution towards the alley work \$180,000 and the City's share at \$80,000 – roughly a 2/3-1/3 split.
- \$20,000 in the capital outlay line. This will be used to continue to work towards permanent traffic calming measures on Main Street, and also to maintain and improve the Woodward streetscape including brick paver repair and opening up and landscaping additional tree wells where the honeylocust trees are outgrowing the metal grates.
- \$4,000 in a community promotions line item, to be used to fund DDA district promotional collateral.
- \$2,500 in a development grant line to be used for façade improvement grants for businesses. Details of this program will be worked out by the DDA in the coming months.

The proposed budget would leave the DDA with \$3,700 of net revenue. Once the alley work is paid off, the DDA will have additional funds to be able to consider larger projects starting in FY2018-19.

A simple resolution of adoption for the budget is all that is required. I look forward to discussing this with you next Monday evening.

Account Number	Description	2014-15 Actual	2015-16 Approved Budget	2015-16 Amended Budget	2015-16 Activity Through 3/31/16	2016-17 Requested Budget	2017-18 Projected Budget	2018-19 Projected Budget
<b>Fund 260 - DOWNTOWN DEVELOPMENT AUTHORITY</b>								
<b>ESTIMATED REVENUES</b>								
260-000-405.000	T.I.F.A. Taxes	\$ 74,370	\$ 81,500	\$ 81,500	\$ 85,362	\$ 87,227	\$ 88,099	\$ 88,980
260-000-410.500	Delinquent Tax Collection	1,688	-	-	358	-	-	-
260-000-665.000	Interest Income	13	10	10	8	10	10	10
260-000-671.000	Miscellaneous Other Revenues	1,668	3,000	3,000	2,500	3,000	3,000	3,000
260-000-675.000	Contributions & Donations	-	2,000	2,000	6,729	-	-	-
<b>TOTAL REVENUES</b>		<b>\$ 77,739</b>	<b>\$ 86,510</b>	<b>\$ 86,510</b>	<b>\$ 94,957</b>	<b>\$ 90,237</b>	<b>\$ 91,109</b>	<b>\$ 91,990</b>
<b>APPROPRIATIONS</b>								
<b>Department 730 - Development Activities</b>								
260-730-731.000	Operating Supplies	\$ 17	\$ 100	\$ 100	\$ -	\$ 100	\$ 100	\$ 100
260-730-740.200	Sales Tax Expense	14	30	30	-	30	30	30
260-730-809.000	Contractual Services	-	-	-	296	-	-	-
260-730-827.000	Administrative Service Charge	22,500	15,000	15,000	7,500	15,152	15,304	15,457
260-730-880.000	Community Promotion	-	8,000	8,000	900	4,000	4,000	4,000
260-730-890.000	Service Charges	476	250	250	251	250	250	250
260-730-955.000	Miscellaneous Expenses	4,053	500	500	10	500	500	500
260-730-955.200	Concerts in the Park	5,053	3,500	3,500	-	3,500	3,500	3,500
260-730-955.400	Brick Paver Program	-	1,000	1,000	-	500	500	500
260-730-955.500	Development Grant	-	-	-	-	2,500	2,500	2,500
260-730-970.000	Capital Outlay	40,735	20,000	20,000	21,737	20,000	20,000	20,000
260-730-991.100	PRIN:Debt - Govt'l	20,000	-	-	-	-	-	-
260-730-995.100	INTR:Debt - Govt'l	900	-	-	-	-	-	-
260-730-999.218	Transfers Out-Infrastructure	-	100,000	100,000	-	40,000	40,000	-
<i>Totals for department 730 - Development Activities</i>		<i>\$ 93,748</i>	<i>\$ 148,380</i>	<i>\$ 148,380</i>	<i>\$ 30,694</i>	<i>\$ 86,532</i>	<i>\$ 86,684</i>	<i>\$ 46,837</i>
<b>TOTAL APPROPRIATIONS</b>		<b>\$ 93,748</b>	<b>\$ 148,380</b>	<b>\$ 148,380</b>	<b>\$ 30,694</b>	<b>\$ 86,532</b>	<b>\$ 86,684</b>	<b>\$ 46,837</b>
<b>NET OF REVENUES/APPROPRIATIONS - FUND 260</b>		<b>\$ (16,009)</b>	<b>\$ (61,870)</b>	<b>\$ (61,870)</b>	<b>\$ 64,263</b>	<b>\$ 3,705</b>	<b>\$ 4,426</b>	<b>\$ 45,154</b>
<b>BEGINNING FUND BALANCE</b>		<b>\$ 89,551</b>	<b>\$ 73,542</b>	<b>\$ 73,542</b>	<b>\$ 73,542</b>	<b>\$ 11,672</b>	<b>\$ 15,377</b>	<b>\$ 19,803</b>
<b>ENDING FUND BALANCE</b>		<b>\$ 73,542</b>	<b>\$ 11,672</b>	<b>\$ 11,672</b>	<b>\$ 137,805</b>	<b>\$ 15,377</b>	<b>\$ 19,803</b>	<b>\$ 64,957</b>



# City of Pleasant Ridge

James Breuckman, City Manager

---

From: Jim Breuckman, City Manager  
To: Downtown Development Authority  
Date: April 21, 2016  
Re: Business District Survey

Attached is a first draft of a business and property owner survey for our DDA district. The purpose of this survey is to ascertain how the DDA and the City can best support and serve our business community. It is my hope that the results of this survey will help guide City staff and the DDA as we prioritize how to spend our resources of time and money on DDA items.

This is very much a first draft, and I will value any suggestions or input that the DDA can offer as we refine it towards the final version.



# Business Owner Survey

---

The Pleasant Ridge Downtown Development Authority (DDA) would like your input about Pleasant Ridge as a location for your business, and how the DDA and the City can best help your business succeed. Your input on this short survey. All surveys will be held in strict confidentiality, and nothing that could identify your business or your responses will be reported.

The survey should take no more than 10 minutes to complete, and will help the DDA tailor its activities and projects to be most beneficial to our Woodward corridor businesses.

## About Your Business

1. What is the name of your business? \_\_\_\_\_
2. What is the nature of your business?
  - Retail
  - Restaurant
  - Professional Service
  - Personal Service
  - Healthcare
  - Creative
  - Other (please specify): \_\_\_\_\_
3. How long have you operated your business? \_\_\_\_\_
4. How long has your business been located in Pleasant Ridge? \_\_\_\_\_
5. Please indicate your current occupancy status:
  - I own my space
  - I rent my space
  - I sub-lease my space
  - Other: \_\_\_\_\_

If you are interested in receiving very occasional emails about local activities or items of interest to our business owners, or about County, State and Federal assistance programs and opportunities for small businesses, please provide your email address: \_\_\_\_\_

## Business Climate

6. Please indicate if you agree or disagree with each of the following statements:

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Response
Parking is accessible and available for my customers and employees					
The business district is a safe place during the day					
The business district is a safe place after dark					
Vandalism is a problem for my business					
The business district is clean and well-maintained					
I plan to expand my business within the next year					
I plan to close or relocate my business within the next year					

7. What are the two biggest facilitators of your success in Pleasant Ridge?

- Location
- Woodward Avenue design and function
- Access to freeways
- Access to customers/clients
- Access to workforce
- Character of the area
- Affordable rent
- Other: \_\_\_\_\_

8. What are the two biggest impediments to your business success in Pleasant Ridge?

- Lack of parking
- Woodward Avenue design and function (i.e. speed or lack of visibility)
- Crime
- High rent

### City Services

9. Have you interacted with the City of Pleasant Ridge in the recent past?

Yes                      No

10. If yes, were you satisfied that your interaction was handled in a professional manner?

Yes                      No

If not, why? \_\_\_\_\_

11. Are you satisfied with City services (i.e. trash pickup, area maintenance, police)?

Yes                      No

If not, why? \_\_\_\_\_

12. What service improvements can the City make to better serve your business?



---

13. The Pleasant Ridge Downtown Development Authority (DDA) has funded the reconstruction of the alleys along Woodward over the past 5 years. Now that that project is complete, what can the DDA do to help create an attractive and successful business district and help your business to succeed?

- Sidewalk maintenance and repair
- Streetscape improvements (repair brick paver areas, enhance landscaping)
- Facilitate business networking events
- Sponsor DDA events to bring customers to the business district. Please identify any type(s) of events that would benefit your business\_\_\_\_\_
- Coordinated efforts to market the business district
- Small business training
- Provide façade improvement matching grants

## 2016 Woodward Business District Directory

Column1	Column2	Business	Type	Sq. Ft.
23622	Woodward	Vacant (formerly Vogue Vintage)	Retail	5,059
23634	Woodward	Steven Gerwin, Architect	Professional Services	313
23634	Woodward	State Farm	Professional Services	2,000
23647	Woodward Suite 1	Amy Kimball Photography	Professional Services	1,023
23647	Woodward Suite 2	Transcendence Behavioral Health	Professional Services	1,023
23647	Woodward Suite 3	Watassek, Lauren MSW	Professional Services	1,023
23647	Woodward Suite 4	JT Stokes and Associates	Professional Services	1,023
23647	Woodward Suite 5	Moore and Hicks PC	Professional Services	1,023
23650	Woodward Suite 100	Comprehensive Payroll Company	Professional Services	1,537
23650	Woodward Suite 200	Fire Safety Consultants	Professional Services	1,537
23650	Woodward Suite 201	Jack Berman & Associates	Professional Services	1,537
23650	Woodward Suite 301	Remax	Professional Services	1,537
23675	Woodward	J&L Promotions	Professional Services	3,131
23690	Woodward	Wessels & Wilk Funeral Home	Service	10,061
23700	Woodward	Regeneration New & Used Clothing	Retail	7,933
23701	Woodward	Sunoco	Automotive Service	2,503
23716	Woodward	Section 8 LLC	Professional Services	2,310
23733	Woodward	Pleasant Ridge Oil Change	Automotive Service	2,182
23760	Woodward	George, Atif M, MD PC	Medical Office	2,088
23810	Woodward	Cork	Restaurant	3,093
23880	Woodward	Romano Law	Professional Services	6,762
23900	Woodward	Motor City Tan	Personal Service	3,215
23906	Woodward Suite 1	Devonshire Counseling	Professional Services	1,608
23906	Woodward Suite 2	Finwall Law Office	Professional Services	1,608
23906	Woodward Suite 3	Michigan Property LLC	Professional Services	1,608
23906	Woodward Suite 4	Aligned Life LLC	Professional Services	1,608
23908	Woodward	Lola Salon	Personal Service	3,215
24028	Woodward	Comerica	Service	4,657
24052	Woodward	Susan's Special Needs	Retail	1,450
24060	Woodward	Whistle Stop	Restaurant	960
24100	Woodward Suite A	Zervos, Angelo M, DDS	Medical Office	1,876
24100	Woodward Suite B	Orlow, William R and Associates	Professional Services	1,876
24126	Woodward	Unknown	Professional Services	2,188
24200	Woodward	S and S Realty	Professional Services	2,343
24200	Woodward	International Transmission	Professional Services	2,343
24200	Woodward	Beach Communications	Professional Services	2,343
24242	Woodward Suite 100	Pitch Black Media	Professional Services	2,846
24242	Woodward Suite 200	Cathel Color Co.	Professional Services	2,846
24242	Woodward Suite 300	AU Creative Group	Professional Services	2,846
24280	Woodward	Ameriprise	Professional Services	6,719

Type	Count	Agg. Area	Area Share
Automotive Service	2	4,685	4.4%
Medical Office	2	3,964	3.7%
Personal Service	2	6,430	6.0%
Professional Services	27	58,559	54.8%
Restaurant	2	4,053	3.8%
Retail	3	14,442	13.5%
Service	2	14,718	13.8%
<b>TOTAL</b>	<b>40</b>	<b>106,851</b>	<b>100.0%</b>