



City of Pleasant Ridge

23925 Woodward Avenue
Pleasant Ridge, Michigan 48069

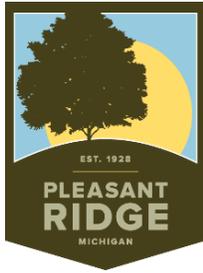
Regular Downtown Development Authority Meeting Monday, May 23, 2016

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, May 23, 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, April 25, 2016.
4. **PUBLIC DISCUSSION** – Items not on the Agenda.
5. Discussions regarding the 2016-2017 DDA Façade Improvement Grant program.
6. City Manager's Update.
7. Other Business.
8. 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, April 25, 2016**

Having been duly publicized, Chairman Lenko called the meeting to order at 7:03 pm

Present: Commissioner Barlow, Bolach, Lenko, McAuliffe, McCutcheon, O'Brien, Schlesinger, Treuter.
Also Present: City Manager Breuckman; City Commissioner Perry
Absent: Commissioner Christensen.

Minutes

DDA-2016-1518

Motion by Treuter, second by McAuliffe, to approve the Downtown Development Authority Meeting Minutes of Monday, February 22, 2016.

Adopted: Yeas: Treuter, McAuliffe, Barlow, Bolach, O'Brien, Schlesinger, McCutcheon, Lenko.
Nays: None.

Public Discussion

Mr. Rob Sakat, 8 Fairwood, questioned if there was any update on the traffic calming study.

Chairman Lenko commented that would be discussed during the budget agenda item and asked the City Manager if it should be discussed now.

City Manager Breuckman commented that there has been contact with several traffic engineers, and concept drawing are being prepared. Once those are received and reviewed by the City the drawings will be shared with MDOT. It will take some time to get the concept drawings together. On Ridge Road, the City's general engineers are preparing plans for a permanent island. The design may be implemented with the Ridge Road Reconstruction project – however there is not a date for construction set for that project as yet. Discussion was held as to costs as a separate project and as part of a reconstruction project, and how funding costs have changed for reconstruction project.

2016-2017 DDA Budget

City Manager Breuckman outlined the budget process. The subcommittee met and has recommended the proposed budget. A three year budget was presented. The current year budget will be adopted and the other two years are for planning purposes. Major highlights include banner project reallocation for a possible directory, print and web. Concerts in the park remain-one event,

Development Grants-which partner with the business as façade improvement grants and other development grants. Capital Outlay continues to make improvements to the Woodward Avenue Streetscapes, and some continued maintenance. Commissioner Christensen sent an email that she was in agreement with the budget as presented.

Commissioner McCutcheon would like some additional information regarding the development grant process, as there are several methods and the possibility of increasing those grant amounts over time.

City Manager Breuckman commented the program guidelines would be approved by the DDA once the budget is allocated to that line item. If approved the guidelines for the program would be discussed in deal at a future DDA meeting to formulate the program.

Commissioner McAuliffe questioned how the capital outlay process is decided.

City Manager Breuckman commented for this year the capital project line item should be allocated toward the Woodward Streetscape.

Discussion was held as to whether or not the capital outlay line should be renamed in the budget to reflect the actual expenditure. An explanation will be included with the budget detailing what projects DDA capital outlay funds will be allocated for. Discussion was held regarding Concert in the Park funding and possible reallocation of these funds to possibly the development grant line item. Efforts have been made in the past to include the businesses at these events in the past, but it is a challenge to get the DDA business to participate. Discussion regarding the proposed business survey question and participation at the concert event and what types of businesses are in the district. The Concerts in the park line item will be moved to community promotion- whatever the funding will be and what type of the event can be determined at a later date. The Concert in the Park line item will be reallocated in the approved budget. \$1,500 will be reallocated to Community Promotion and \$2,000 will be reallocated to Development Grants.

DDA-2016-1519

Motion by Bolach, second by Barlow, the proposed 2016-2017 Pleasant Ridge Downtown Development Authority budget be amended to remove the Concert in the Park line item and reallocate those funds as follows: \$1,500 will be reallocated to Community Promotion and \$2,000 will be reallocated to Development Grants and that the amended budget be adopted.

Adopted: Yeas: Bolach, Barlow, McAuffe, O'Brien, Schlesinger, Treuter,
McCutcheon, Lenko.
Nays: None.

Business District Survey

City Manager Breuckman introduced the draft of the DDA Business District Survey. The intent is to get the survey out to the businesses soon so that there can hopefully be some good input from the business as to priorities for the DDA. The survey should be brief-five minutes or less to complete but include questions which will be helpful in guiding the DDA. Any feedback received at tonight's meeting can be included in the survey. Discussion held regarding additional question regarding participation the in Community Promotion events. Business will received a paper copy of

the survey, as well as a stamped return envelope or can choose to complete the survey online. A unique code can be placed on the paper copy of the survey to prevent duplicate survey responses. The survey will be sent to the business owners. A ranking of the order of importance for item 13 is important – a point system will be formulated. Give businesses the City Manager’s contact information to chat further regarding items the owners feel are important. An item 14 will be added requesting any other feedback.

City Managers Report

City Clerk is out on medical. Copy City Manager on any questions that you may send to her.

Other Business

Commissioner Bolach commented about the banners, they look good but one banner was installed upside down. Breuckman indicated it will be replaced.

City Commissioner Perry will be sending an email to the members regarding the proposed transit millage, any feedback by the members is appreciated. The ballot issue should be on the November 2016 ballot.

With no further business Chairman Lenko adjourned the meeting at 7:50 p.m.

Submitted by:

Amy M. Drealan, City Clerk



City of Pleasant Ridge

James Breuckman, City Manager

From: Jim Breuckman, City Manager
To: Planning Commission
Date: May 19, 2016
Re: DDA Development Grant Guidelines

Please find attached a table summarizing how various DDA development grant programs in Michigan are administered. The surveyed DDAs are all located in smaller cities with populations comparable to Pleasant Ridge.

Questions to be answered as we prepare our program guidelines for the development grant include:

- Grant Type. most development grants are 50/50 matching grants, although some DDAs offer design assistance grants with no match requirement, and Vicksburg offers a 4 to 1 match. *Does the DDA want to go with a 50/50 match, or something different?*
- Eligible Activities. The list of eligible activities is fairly standard across DDA programs. The activities have to be on the exterior of the building, and can include both building and site furnishing or landscaping improvements.
- Amount. DDAs generally set a cap on the matching amount that they will provide. These caps correlate somewhat with the size of the DDAs annual budget. With our funding being on the low end for DDAs, I would suggest that we set a cap on the amount of each matching grant, likely in the \$1,500 to \$2,500 range. Otherwise, the DDA will have to determine how much to fund the applications. I believe it will benefit the DDA and our businesses to know up front that there is a cap on the funding amount before our businesses start to plan any proposed projects.
- Approval. It is standard for the DDA or a subcommittee of the DDA to review and approve the development grant applications based on the established approval criteria.
- DDA Payment. Reimbursement grants are the most common method used.
- Eligible Facades. Some DDAs specify that only improvements to front facades or facades that face a street are eligible. I believe that this type of requirement may make sense for Pleasant Ridge because we have limited funding available. If we had a larger funding pool, I could see projects that encompassed an entire building being something we could contemplate. With our small funding pool, requiring projects to be on a street-facing façade will help ensure that our public expenditure will benefit the public by beautifying our street experience.
- Approval Criteria. Many development grant programs do not have clear and identified decision criteria for the DDA to use when making a funding decision. Manistee and Mt. Clemens use an identical set of criteria which I find to be useful. I would suggest that the DDA adopt the decision criteria, along with any adjustments that we decide to make. The approval criteria are attached to this memo.

DDA Development Grant Sample Decision Criteria:

- **Impact (40%).** Overall impact of the project on the DDA district. Are inappropriate design elements removed? Will the project eliminate what was previously a liability for the commercial district? Does the project seek to restore the historical or architectural significance of the building? Does the project fall into a priority funding category? Is the project in a highly visible location that has significant impact on surrounding properties?
- **Financial Leverage (10%).** Projects that leverage more private investment will be graded higher than those proposing the minimum grant funding.
- **Sustainability/Permanence (30%).** How permanent are the improvements (signs are more changeable than new glazing, for instance), and is there a maintenance plan for improvements? Does the business own the building? If not, how much time remains on the lease?
- **Community Contribution (20%).** Is the applicant a good neighbor? Is the area around the business kept clean and free of debris on a consistent basis? Does the business participate in community-based activities? Does the applicant actively promote Pleasant Ridge and their own business?

Note: Projects over 2,500 require at least 3 contractor bid proposals

DDA Development Grant Comparison

| | Pleasant Ridge* | Almont | Auburn | Boyne City | Manistee | Vicksburg |
|----------------------------|-------------------------------------|--|--|---|--|------------------------------------|
| Grant Type | Matching (50/50) | Matching (50/50) | Grant + Matching | Matching (50/50) | Matching (50/50) | 4 to 1 match |
| Eligible Activities | Exterior | Paint, signs, awnings, landscaping, design, façade renovations | Paint, signs, awnings, landscaping, design, façade renovations, lighting | Historically contextual exterior maintenance and repair | Exterior | Exterior |
| Amount | No per-grant limit | \$250-\$5,000 | Up to \$10,000 grant, with additional \$10,000 matching available | No per-grant limit | Up to \$7,500 projects Up to \$1,000 design grant | Up to \$2,500 |
| Approval | Discretionary by DDA | Discretionary by DDA | First-come, first-serve | Discretionary by DDA | Discretionary by DDA | Discretionary by DDA subcommittee |
| DDA Payment | Reimbursement | Reimbursement | Reimbursement | Reimbursement | Up front + reimbursement | Reimbursement |
| Eligible Facades | | ROW-facing only | External building front | Not specified | Not specified | Not specified |
| Approval Criteria | | Applications deemed to be in best interest of the Village by the DDA | Consistency with façade program guidelines, feasibility, & available funds | Not specified | See bullet points below | Adherence to DDA Design Guidelines |
| Annual Budget | \$90,000 | \$145,000 | \$220,000 | \$425,000 | \$300,000 | \$80,000 |
| Façade Grant Budget | \$5,000 budgeted \$6,500 awarded | Not reported | \$20,000 | \$10,000 | Not reported | \$10,000 |

* These were the guidelines developed by Pleasant Ridge in 2004. The last time grants were awarded was 2010.