

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

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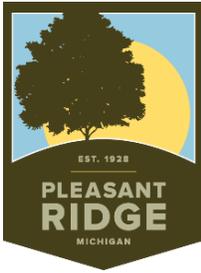
**Regular Downtown Development Authority Meeting  
Monday, December 12, 2016**

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, December 12, 2016, immediately following the Regular Planning Commission Meeting, in the City Commission Chambers, at the Pleasant Ridge City Hall, 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, September 26, 2016.
4. **PUBLIC DISCUSSION** – Items not on the Agenda.
5. Update regarding the DDA Business outreach letter.
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**  
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**Regular Downtown Development Authority Meeting  
Monday, September 26, 2016**

Having been duly publicized, Chairman Lenko called the meeting to order at 7:56 pm

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

**Minutes**

**DDA-2016-1521**

Motion by Treuter, second by McAuliffe, to approve the Downtown Development Authority Meeting Minutes of Monday, June 27, 2016.

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

**Public Discussion**

Mr. Rob Sakat, 8 Fairwood, questioned whether the DDA has considered installing Christmas Lights. Commissioner Christensen is in favor of the business owners decorating in maybe white lights for the holidays. Commissioner Lenko questioned whether the DDA should be a task of the DDA and could this be something that is included in the business owner survey. City Manager Breuckman commented that this idea and concept would need to be owner driven. Commissioner Christensen and McAuliffe will draft letter to business owners inviting them to install holiday lighting. Discussion also held regarding ice sculptures.

**City Managers Report**

Sidewalk work to begin soon.

**Other Business**

Commissioner McAuliffe questioned if the DDA or Planning Commission should be doing anything for the upcoming RTA millage and implementation. City Manager Breuckman commented that nothing will need to be done until after the election. City Commissioner Perry commented that she would like to see some positive messaging out regarding passage of the RTA.

Discussion was held regarding the establishment of a general DDA email box for correspondence to business owners.

With no further business Chairman Lenko adjourned the meeting at 8:17 p.m.

Submitted by:

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Amy M. Drealan, City Clerk



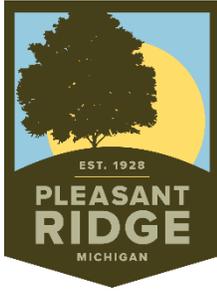
## City of Pleasant Ridge

James Breuckman, City Manager

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From: Jim Breuckman, City Manager  
To: Planning Commission  
Date: December 9, 2016  
Re: DDA Outreach Letter Update

Please find attached a copy of the outreach letter that was recently sent out to business and property owners in the DDA. This item is for information purposes. I am glad to report that we have had a number of inquiries about the façade grant program, and I am hopeful that we will receive some applications for the DDA to consider next year.



# City of Pleasant Ridge

23925 Woodward Avenue, Pleasant Ridge, Michigan 48069  
Phone: 248-541-2901 • Web: [www.cityofpleasantridge.org](http://www.cityofpleasantridge.org)

**City Commission**  
Kurt Metzger, Mayor  
Jay Foreman  
Jason Krzysiak  
Ann Perry  
Bret Scott

**City Manager**  
James Breuckman

November 28, 2016

## **Re: Updates from the Downtown Development Authority**

Dear Business and/or Property Owner,

As we wind down 2016, I hope we are approaching the end of another successful and prosperous year for you and your business. Keeping our Woodward business district as a vital and attractive place to do business is the core focus of the Downtown Development Authority. We are a small DDA, and we have limited resources but we do have some news to share with our businesses about our ongoing efforts to improve the Woodward business district.

If you have any general questions or suggestions about the business district, or DDA or City functions, please do not hesitate to contact Jim Breuckman, City Manager at 248-541-2901 or [citymanager@cityofpleasantridge.org](mailto:citymanager@cityofpleasantridge.org).

## **Development Grant Program**

The DDA is happy to offer a development grant program that offers matching grants for exterior building and site improvements. Any business or property owner in the DDA district can apply for a grant. The program is a matching grant where the DDA will match owner investment up to \$2,000.

The DDA will be reviewing applications and deciding on projects to fund early next year. You are encouraged to submit an application by the end of February if you want to be included in the first round of projects to be reviewed by the DDA.

Applications may be submitted at any time, and the DDA will approve projects so long as money remains available in the budget. The DDA may also amend its budget to fund more projects if we receive a number of strong applications. We have included the program overview and application form with this mailing for your convenience.

Please contact Jim Breuckman, City Manager with any questions about the façade grant program.

## **Business District Survey Results**

Earlier this year a survey was sent to business owners. The results of that survey are available online at: <http://cityofpleasantridge.org/documents/ddasurveyresults.pdf>. The DDA is using the results of the survey to prioritize its activities to ensure that our efforts are aligned with the needs of our business owners. The survey confirmed that our first priority for capital improvements should be sidewalk improvements, which leads us to our next item.

*Continued on next page*

## Sidewalk Improvements

The City has bid out a sidewalk improvement project that will include fixing sidewalks along Woodward. You may have noticed that some of the flags have been painted in pink paint – these are the sidewalks that will be removed and replaced. This work will be completed in the spring.

As part of this project, we will also be removing some of the concrete around the street trees and removing the metal grates to allow more water and air to get into the soil around our street trees. You can see examples of this around the trees north of Devonshire, and south of Woodward Heights where we have already opened up the tree planting areas. This is an effort to help keep the Woodward street trees healthy so that we can preserve our green canopy. This also allows us to add in plantings at ground level to help improve the appearance of our business district.

The City will be planting the new beds around the street trees in the spring. However, if you would like to adopt the planting area around a tree in front of your business, you may. If you wish to plant and maintain the landscaping, the City will provide you with a \$250 contribution towards the purchase of plants. If you wish to adopt a planting bed, please contact Jim Breuckman, City Manager. There are some limitations on the height of plants that we can install to maintain visibility for cars and pedestrians along Woodward, and we further recommend that hardy perennials be used. Please contact Jim before you purchase any plants.

## Holiday Lighting

The DDA is encouraging business owners to add holiday lighting to their businesses this year. We do not have any specific requests for what kind of lighting or decorations. Multi-colored lighting vs. monochrome, lights outside on the building or simply in a display window, anything will do. We simply want to create a festive atmosphere along Woodward this winter. We hope that you will participate in a small or large way with your fellow businesses.

We hope that 2017 will be a great year for you and your business. For our part, we will continue to work to create an environment that supports your businesses success. You are welcome to attend quarterly DDA meetings on the last Monday of January, April, July, and October. You may also contact Jim Breuckman any time with any questions, suggestions, or concerns that you have. We are here to assist you and are happy to consider any suggestions for how we can do that better.

Respectfully,



James Breuckman  
City Manager



Kristi McAuliffe  
Pitch Black Media



Lola Christensen  
Lola Salon