



Plymouth Downtown Development Authority

Meeting Agenda

August 14, 2023 7:00 p.m.
Plymouth City Hall & Online Zoom Webinar

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

www.downtownplymouth.org
Phone 734-455-1453
Fax 734-459-5792

Join Zoom Webinar: <https://us02web.zoom.us/j/87535155794>

Webinar ID: 875 3515 5794

Passcode: 524364

1) CALL TO ORDER

Kerri Pollard, Chairperson
Andre Martinelli, Vice Chair
Nick Moroz, Mayor
Ellen Elliott
Brian Harris
Richard Matsu
Dan Johnson
Patrick O'Neill
Shannon Perry
Paul Salloum

2) CITIZENS COMMENTS

3) APPROVAL OF THE AGENDA

4) APPROVAL OF MEETING MINUTES

A. July 10, 2023 Regular Meeting Minutes

5) BOARD COMMENTS

6) OLD BUSINESS

A. Strategic Plan Update
B. Outdoor Dining Policy Update

7) NEW BUSINESS

8) REPORTS AND CORRESPONDENCE

A. Downtown Day September 23, 2023

9) ADJOURNMENT

Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Board, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.

Persons with disabilities needing assistance with this should contact the City Clerk's office at 734-453-1234 Monday through Friday from 8:00 a.m. -4:30 p.m., at least 24 hours prior to the meeting. An attempt will be made to make reasonable accommodations.

City of Plymouth Strategic Plan 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35th District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION

OBJECTIVES

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

GOAL AREA THREE - COMMUNITY CONNECTIVITY

OBJECTIVES

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY

OBJECTIVES

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, July 10, 2023, 2023 - 7:00 p.m.

City of Plymouth
201 S. Main
Plymouth, Michigan 48170-1637

www.plymouthmi.gov
Phone 734-453-1234
Fax 734-455-1892

1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:00 p.m.

Present: Chair Pollard, Mayor Nick Moroz, Members Ellen Elliott, Dan Johnson, Richard Matsu, Patrick O'Neill, Shannon Perry, Paul Salloum

Excused: Vice Chair Andre Martinelli, Member Brian Harris

Also present: Economic Development Director John Buzuvis, DDA Director Sam Plymale

2. CITIZENS COMMENTS

There were no citizen comments.

3. APPROVAL OF THE AGENDA

O'Neill offered a motion, seconded by Moroz, to approve the agenda for Monday, July 10, 2023.

There was a voice vote.

MOTION PASSED

4. APPROVAL OF THE MEETING MINUTES

O'Neill offered a motion, seconded by Elliott, to approve the minutes of the May 8, 2023 and June 12, 2023 regular meetings.

There was a voice vote.

MOTION PASSED

5. BOARD COMMENTS

Pollard announced that Jack Ayoub resigned from the DDA Board and welcomed Paul Salloum as a new member.

Moroz thanked all who worked to make Art in the Park a success.

Elliott thanked the DMS for cleaning up during and after Art in the Park and Plymouth Pollinators for planting a garden in the DDA.

6. OLD BUSINESS

a. Strategic Plan Update

Plymale said the parking deck renovation was nearly complete and that a new bike rack was installed at Kellogg Park. He also said work had begun on installing new cameras at the park and that he was pursuing funding for a mural on the parking deck.

7. NEW BUSINESS

a. 2024 Outdoor Dining Policy

The following motion was offered by Elliott and seconded by Johnson.

WHEREAS The current Outdoor Dining Policy was adopted in 2013 and needs updating; and

WHEREAS The City Commission has approved a separate platform dining policy through the 2023 season; and

WHEREAS City Administration has recognized the need to create one comprehensive Outdoor Dining Policy that includes updates to the current policy and the addition of platform dining rules and regulations; and

WHEREAS The City Commission has requested DDA Board input on the new proposed Outdoor Dining Policy prior to adoption by the Commission.

NOW THEREFORE BE IT RESOLVED THAT the DDA Board recommends that the City Commission adopt the attached Outdoor Dining Policy to go into effect for the 2024 Outdoor Dining Season.

A lengthy discussion ensued. Topics included the distance from the building to the patio/platform dining area required in the policy (9 feet), fees, equity for restaurants with narrower sidewalks, consistency, safety of servers crossing the sidewalk when bicycles or skateboards are present, and umbrellas.

City Commission Liaison Suzi Deal said she and members of the administration walked every street and measured 9 feet from the building to gauge the feasibility of the policy. She also said that she had spoken to a number of business owners to incorporate their wishes in the draft policy.

Kerri Collins, 730 Penniman, said the City should consult an urban designer for guidance and conduct another parking study.

Pollard offered a friendly amendment to exclude the location and placement section of the policy. Elliott and Johnson agreed to the friendly amendment.

There was a roll call vote.

Yes: Perry, Salloum, Pollard

No: Elliott, Johnson, Matsu, O'Neil, Moroz

MOTION FAILED

O'Neill offered the following motion, seconded by Moroz.

WHEREAS The current Outdoor Dining Policy was adopted in 2013 and needs updating, and

WHEREAS The City Commission has approved a separate platform dining policy through the 2023 season; and

WHEREAS City Administration has recognized the need to create one comprehensive Outdoor Dining Policy that includes updates to the current policy and the addition of platform dining rules and regulations; and

WHEREAS The City Commission has requested DDA Board input on the new proposed Outdoor Dining Policy prior to adoption by the Commission.

NOW THEREFORE BE IT RESOLVED THAT the DDA Board recommends that the City Commission adopt the attached Outdoor Dining Policy, with additional review and consideration of the nine foot and the other minimum setbacks off building façades for patio placement.

NOW BE IT FURTHER RESOLVED that the DDA Board of Directors further requests the City Commission's consideration to allow patios that are currently located directly adjacent to a building façade to remain in that location with necessary modifications to meet the intent of the new policy.

There was a roll call vote.

Yes: Johnson, Matsu, O'Neill, Perry, Salloum, Moroz

No: Elliott, Pollard

MOTION PASSED

8. REPORTS AND CORRESPONDENCE

There were no reports or correspondence.

9. ADJOURNMENT

Moroz offered a motion, seconded by Johnson, to adjourn the meeting at 8:40 p.m.

There was a voice vote.

MOTION PASSED

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 8/11/2023
Improve Parking	<p>**Top Priority** Improve condition, aesthetics, and/or functionality of existing parking lots by: - Resurface existing lots that are in need (such as Liberty/Penniman lot, and lot at Harvey/Wing); consider lot re-configuration to improve flow, street edge and pedestrian connections as part of projects. - Design parking lot at Saxton's site</p>	DDA Staff/ DDA Board	Short-term		Saxton's Municipal Lot reconstruction is underway. Most of the work is expected to be completed by Fall Festival. Some beautification work will be ongoing through the fall. 2023 Central Parking Deck renovation project completed.
	Finance parking lot maintenance and improvements via a paid parking system. Includes demolition/reconstruction of parking deck. Decide on a direction for paid parking.	DDA Staff/ DDA Board	Short to Mid-term		COW meeting held on 4/3/2023 to inform boards of direction of parking, woonerf and patio updates. Economic Development Director John Buzuvis presented paid parking presentation to City Commission on 6/5/2023. Waiting on City Commission for next steps.
	Maximize number of parking spaces	DDA Staff	Short to Long-term		City Commission did not approve the DDA Board recommendation to add parking spaces on Church Street at the 6/5/2023 meeting.
Improve pedestrian safety	<p>**Top Priority** Improve pedestrian crossings for safety (also goal of DDA Infrastructure Plan), alerting cars that pedestrian is in crosswalk, specifically: - At Penniman/Harvey, Harvey/AA Trail, and Main/Church St. intersections (coordinate with City Commission). - Increase size of waiting area at crossings. - Add alert system for cars as pedestrians enter walkways, especially at midblock crossings such as Main St. between AA Trail and Penniman, or on AA Trail @ Forest. Alerts could include pedestrian activated flashing lights; however, a system with flashing lights may not be appropriate downtown. -Identify locations for additional bike racks</p>	City Commission/ DDA Board	Short-term		New bike racks installed at City Hall and Kellogg Park. Additional bike racks planned in 2024 at Deer/Ann Arbor Trail and on Union near UBS. Pedestrian signal installation at Main Street crosswalk and Forest and Ann Arbor Trail crosswalk installed in 2022.
	<p>Maintain sidewalks for safety, making them pedestrian friendly by: - Repair concrete where needed. - Replace tree grates (either overall or where needed). - Maintain/update pavers. - Extend sidewalks where needed.</p>	DDA Staff	Short-term		Some tree grate areas repaired and filled with mulch in March. All 2023 brick work complete as of July 1. DMS Sidewalk/curb work anticipated later in 2023. Any additional major repairs to trees, grates, planters, brickscape and/or sidewalk will be part of a future streetscape upgrade project.
	Plant trees (Also goal of DDA Infrastructure Plan) along sidewalks; replace trees in poor condition as identified; investigate organizations (Keep Plymouth Leafy) that supply/plant trees	City Commission/ DDA Board	Mid-term		Trees on Penniman and Forest have rebounded and don't need replacement in 2023.

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 8/11/2023
	Improve street and alley lighting for safety; determine decorative lighting style for alleys (ex. illuminating artwork)	DDA Board/ DDA Staff	Mid to Long-term		New LED lights were installed around the parking deck in June to replace the damaged lights. Holiday Tree Light maintenance completed as of July 3. Additional maintenance may be needed after late July storms. Staff is evaluating options.
	Improve alley "ambiance" via artwork to enhance appearance. Potential locations include DDA office alley, alley around parking structure, alley between theater & gathering area, and by St. Joes (near Subway)	DDA Board	Short-term		Plymouth Art Walk has been installed in all Phase 2 locations. Persons who vandalized the Art Walk have been ID'ed by PD. DDA Staff has created and distributed brochures on the Art Walk. DIA Inside Out temporary installations installed on 5/4/2023, to be removed in October of 2023.
Kellogg Park	Install the new fountain.	DDA Staff	Short-term		COMPLETED
	<p>**Top Priority**</p> <p>Implement Kellogg Park Master Plan by:</p> <ul style="list-style-type: none"> - Prioritize action items identified in Goal Setting Session (12-14-20) - Identify potential funding sources priority short-term action items. - Recommend City Commission adopt Kellogg Park Master Plan as an amendment to the Plymouth Five-Year Parks and Recreation Master Plan. - Submit grant application to MDNR to implement top action-item priorities of Kellogg Park Master Plan. 	City Commission/ DDA Board	Short to Long-term		City IT staff working on upgrading camera system in Kellogg Park and surrounding areas with completion expected later in 2023. DMS completed turf repairs and needed tree trimming in May 2023. Planters all planted as of June 1. New holiday decorations needed. Staff looking at funding options.
Support Businesses	<p>**Top Priority**</p> <p>Rethink café/outdoor dining policy to include:</p> <ul style="list-style-type: none"> - Closing some streets. - Creating woonerf on Pennimal (in front of theater). - Create semi-permanent dining extension into parallel parking spaces.* - Expand entertainment opportunities in Kellogg Park and throughout downtown. - Create "Social District" for common outdoor liquor sales. <p>*Approved by City Commission starting in April and extending through 2021.</p> <p>-Reach decision on outdoor dining plan and consider "parklets"</p>	City Commission/ DDA Board	Short-term		City Commission did not approve new Outdoor Dining Policy at 8/7/2023 City Commission Meeting. Platform policy is only in place through 2023. Saturday Scenes entertainment has been a success in adding entertainment options on Saturday evenings. Staff to expand Saturday Scenes to an all day event on Downtown Day on September 23. Friday concerts have been drawing huge crowds all season once again.
	Expand use of technology	DDA Board	Short to Mid-term		Four EV charging stations to be installed at the new Saxton's lot after completion of reconstruction. DDA Staff working on spotlight videos to help promote downtown businesses.

2020-2024 Five-Year Action Plan

Rev. February 3, 2021

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update 8/11/2023
5	Engage with businesses to create artwork throughout the DDA	DDA Board/ DDA Staff	Short-term		DDA Staff seeking funding options for potential garage mural near Central Parking Deck. Two local artists have shown interest. Some downtown businesses have shown interest in supporting a third phase of the Plymouth Art Walk.
	Attract new businesses and engage with existing businesses	DDA Board/ DDA Staff	Short to Long-term		New website design launched May 25 and staff updated all content in June. Staff updated Downtown Walking Maps and business information on downtown kiosks in July.



Information Only

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\August
Date: 8/14/2023
Re: Outdoor Dining Policy Update

BACKGROUND:

At both the June and July 2023 DDA Board regular meetings, the DDA Board discussed a potential new City of Plymouth Outdoor Dining Policy that would merge the current Outdoor Sidewalk Cafe Dining Policy and the temporary Platform Patio Extension Policy into one long term cohesive policy. At the July DDA Board meeting, the DDA Board approved the following recommendation to the City Commission:

WHEREAS The current Outdoor Dining Policy was adopted in 2013 and needs updating, and

WHEREAS The City Commission has approved a separate platform dining policy through the 2023 season; and

WHEREAS City Administration has recognized the need to create one comprehensive Outdoor Dining Policy that includes updates to the current policy and the addition of platform dining rules and regulations; and

WHEREAS The City Commission has requested DDA Board input on the new proposed Outdoor Dining Policy prior to adoption by the Commission.

NOW THEREFORE BE IT RESOLVED THAT the DDA Board recommends that the City Commission adopt the attached Outdoor Dining Policy, with additional review and consideration of the nine foot and the other minimum setbacks off building façades for patio placement.

NOW BE IT FURTHER RESOLVED that the DDA Board of Directors further requests the City Commission's consideration to allow patios that are currently located directly adjacent to a building façade to remain in that location with necessary modifications to meet the intent of the new policy.

The City Commission discussed the topic at both their July 17 meeting, and most recently at their August 7 meeting. At the July 17 City Commission meeting, the draft proposal was presented that

included a rate increase of \$15 per square foot, but the motion to approve the proposed policy was tabled until the August 7 meeting. At that August 7 City Commission meeting, amendments to the policy were initially approved that changed the rate to \$2 per square foot and included keeping all setbacks at 6 feet. The City Commission ultimately voted against the implementation of the proposed amended policy by a 6-1 vote. Some Commissioners indicated a desire to take more time to look at a potential new policy in more detail.

The proposed fee structure was not yet determined when the DDA Board met on July 10. Once DDA members were informed of the initially proposed \$15 per square foot increase, the Commission received several emails prior to the August 7 meeting from DDA Board members indicating that the initial proposal of \$15 per square foot was well out of the range of a fair increase.

At the August 7 meeting, the Commission indicated some consensus to move the fee structure to somewhere between \$2-\$3 per square foot. Some City Commissioners would like to have DDA Board member input on an increase in that range.

Since the City Commission voted against the draft policy, there is currently no proposed policy on the table for consideration, although the Commission has indicated a desire to revisit the topic in the near future. City administration is expected to be working with City Commissioners in coming weeks to potentially amend the policy for future consideration. However, there is currently no policy for the DDA to review.

Although City and DDA administration expect the City Commission to work toward potentially amending the proposed new policy in coming weeks, as of today, the current Outdoor Sidewalk Café Dining Policy approved in 2013 remains as the current policy, with the temporary Platform Patio Extension Policy set to expire at the end of the 2023 Outdoor Dining Season.

STAFF RECOMMENDATION:

Because the DDA Board has already made a formal recommendation to the City Commission on an updated City of Plymouth Outdoor Dining Policy that was ultimately voted against by the City Commission, and due to no other proposed policy currently being on the table, there is no need for another formal recommendation on a policy from the DDA Board at this time.

Since there seems to be a consensus among City Commissioners to move the rate structure portion of a proposed policy to \$2-\$3 per square foot, and that the DDA Board did not have an opportunity to discuss the fees portion of a new proposed new policy at the July DDA Board meeting, DDA staff recommends that DDA Board Members discuss the potential increase to \$2-\$3 per square foot. Comments related to a potential fee increase will be passed along to the City Commission.

No formal recommendation is needed at this time.



Information Only

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2023\August2023
Date: 08/09/2023
Re: Downtown Day in Michigan

At the August 7, 2023 City Commission Meeting, the City Commission approved Downtown Day on September 23, a new DDA run event that was introduced statewide in 2020 by the Michigan Downtown Association and the State of Michigan to spur economic activity in Downtowns across the state and to encourage consumer spending. Although the Plymouth DDA has not participated in previous years, DDA staff has identified this day as an opportunity to give downtown businesses a potential boost after Fall Festival early in the fall season.

Michigan Governor Gretchen Whitmer has made proclamations each of the past four years declaring the fourth Saturday in September as Downtown Day in Michigan, which celebrates the role Downtowns play in communities across the state.

The proclamation provides Downtowns across the state of Michigan an opportunity to celebrate what makes each of them unique. Plymouth DDA staff plans to organize sidewalk sales from merchants across the DDA district, expand the Saturday Scenes entertainment and art from noon- 8 p.m., and to hold a gift card giveaway to visitors. In addition, the Plymouth Community Chamber of Commerce will begin the day's festivities with added activities at the Plymouth Community Farmers Market.

DDA staff members are currently in the process of booking artists to perform throughout the day, organizing sidewalk sales, and creating advertising materials to promote the event. DDA staff will begin a larger promotion of the event later in the month of August.