

# The City of Ferndale



FERNDALE

## Agenda

Monthly Meeting of the Downtown Development Authority (DDA) Board of Directors

Downtown Development Authority Meeting

THURSDAY, SEPTEMBER 12, 2019 @ 8:00 AM

300 E NINE MILE ROAD

FERNDALE MI 48220

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### **1.Call to Order**

- 1.a. [Roll Call](#)
- 1.b. [Dismissals](#)
- 1.c. [Consideration of Agenda](#)
- 1.d. [Consideration of Minutes: August 2019 Regular Meeting](#)

### **2.Community Reports**

### **3.Consent Agenda**

- 3.a. [Financial Statements](#)
- 3.b. [DPW Downtown Maintenance Report and Summary Brief](#)
- 3.c. [Staff and Committees Report](#)

### **4.Call to Audience**

### **5.Presentation**

- 5.a. [A. Victoria Mae Presentation](#)
- 5.b. [CIP Plan Update](#)

### **6.DDA PU Updates**

### **7.Action Items**

### **8.Information Items**

- 8.a. [Grasshopper Rooftop Patio](#)

8.b. [Payment in Lieu of Parking](#)

**9.Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)**

**10.Adjournment**

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Roll Call

**INTRODUCTION**

Roll Call of Board

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

N/A

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Dismissals

**INTRODUCTION**

Approval of Board absences

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Approval of Board Absences

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Consideration of Agenda

**INTRODUCTION**

Consider the Agenda as presented

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Move to accept the agenda as presented

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Consideration of Minutes: August 2019 Regular Meeting

**INTRODUCTION**

Approve the August 2019 minutes as presented

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[DDA Board Meeting Minutes August 2019.docx](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Move to approve the minutes as submitted

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING**

**Thursday, August 8, 2019 8:00 A.M.**

**FERNDALE CITY HALL**

**300 E. 9 MILE**

**FERNDALE, MI 48220**

**MINUTES**

**I. CALL TO ORDER**

A. Roll Call 8:07 a.m.

**DDA Board Members Present:** Greg Pawlica, Jacki Smith, Blake Scheer, Janice Semma, Jerome Raska, Mindy Cupples

**DDA Board Members Absent:** Pj Jacokes, Nathan Martin Chris Johnston, Heather Cutlip\*

**Staff Present:** Cindy Willcock

**Guests:** Sheryl Stubblefield, Finance Director; Justin Lyons, City Planner; Barb Miller, Deputy City Clerk; Dan Antosik, DPW; Kara Sokol, Communications Director; Jenny Marr, Library Director; Lisa Nuskowski, MoGo Bike Sharing

B. Dismissals: Pj Jacokes, Nathan Martin, Chris Johnston (work conflict), Heather Cutlip (pending Board resignation letter)

C. Approval of Agenda

Motion by Director Raska, seconded by Mayor ProTem Pawlica to approve the agenda as presented.  
All Ayes, motion carries.

D. Approval of Minutes:

Motion by Director Scheer, seconded by Director Raska to approve the minutes for July 2019 regular meeting. All ayes, motion carries.

**II. Community Reports**

A. Ferndale Area Chamber of Commerce

Director Scheer noted that Drag Queen Bingo fundraiser will be September 25 at Boogie Fever. Tickets are available, visit website or Facebook for purchase information.

B. Ferndale Area District Library

August calendar of events was provided. The summer reading program is finishing up and they held an escape room event last weekend. Upcoming activities include the last of the summer concert series and a wrap-up workshop for the seed library program. The Library will be closed Friday and Saturday for Dream Cruise. They will be celebrating the 10th anniversary of their book party and are looking to The Emory, who host the events, to come up with a signature cocktail

**III. Consent Agenda**

A. DPW Downtown Maintenance Report and Summary Brief

B. DDA Staff and Committee Reports

Director Raska noted that the hanging floral baskets aren't very showy and some are dead. He feels the baskets too small and don't hold enough moisture.

Director Scheer noted that the planting beds on Withington looking amazing and also asked for the proposed cost on Affirmations bench.

## Approved & Accepted:

Chair Smith inquired as to whether responsibility for the dumpsters had been determined. DPW Administrative Manager explained that an item would be going before City Council to revise the penalties and allow code enforcement to begin fining \$100, \$300 (first and second offences) and \$500 for a third offence within one year, which would also be a misdemeanor. This ordinance amendment would also allow DPW to write tickets. Other actions include refurbishing the compactors to minimize issues, creating a sanitation inspector position and better signage.

Mayor ProTem Pawlica asked for clarification on the amount of additional dollars and time was being spent to clean up around the compactor areas. Antosik estimated the daily clean-up of the cardboard dumpsters to be about \$115 per pick up (once or twice per week) plus DPW clean up time at \$50 per occurrence.

Chair Smith requested that the staff report include detailed information in the "Outreach" portion to include not only businesses visited, but details of the visits.

Motion by Director Raska, seconded by Director Scheer to accept the Consent Agenda as presented. All Ayes, motion carries

### IV. Call to Audience

None

### V. Presentation

#### A. MoGo Bike Sharing

Lisa Nuskowski

Lisa Nuskowski, founder of MoGo provided background on company. It is a non-profit 501(c)3. Her presentation included statistics on the program usage. She noted that Ferndale will be getting 7 stations, with additional in Royal Oak, Oak Park, Berkley and Huntington Woods joining those already in Detroit. Mogo will be making an announcement about additional technology they are adding to their fleet tomorrow.

Director Cupples asked where the Ferndale stations would be located: Livernois and Emwill, Earl Boulevard and Pinecrest, 9 Mile and Woodward (exact location pending), E 9 Mile near City Hall, 9 Mile and Wanda, Martin Road Park and Woodward Heights and Wolcott. Discussion was had regarding how to reserve and use the bikes, accessibility to stations and convenience. Nuskowski stressed that these bikes as designed for transportation and mobility rather than as recreational tool

### VI. DDA PU Update

- I. A DDAPU update was included in the Board packet for review and Communications Director Sokol detailed the status The dot communications program. The Board requested that A.Victoria Mae be at all future meetings to provide updates on the program and their progress.

Chair Smith note that information on the valet service was included in the packet, and also highlighted the Executive Director recruitment. HR was asked to create small selection committee and Director Cupples volunteered to look at. It was also noted that MDOT is planning on resurfacing Woodward in 2020 and the City is meeting with them to try to negotiate a later start date. Mayor ProTem Pawlica noted that there are a number of things the City is trying to accomplish on Woodward, including looking into a road diet, the addition of buffered bike lanes, and utilizing pavement markings to calm traffic and enhance the pedestrian experience. He stated that he doesn't believe we will be able to move the project back, so we will need to look at forming a construction mitigation plan. Chair Smith stated that this would be one of the first things the new Executive Director would have to "get on".

### VII. Action Items

- A. Acceptance of Financial Reports

Approved & Accepted:

At the request of the Board, acceptance of the Financial Statements was moved to an action item to allow for additional discussion. A request was made to provide further detail for account 248-000-818-00 as it pertains to Hamilton Anderson and Chariot in particular, and report back to the Board in August.

Motion by Director Cupples, seconded by Director Raska to accept the financial reports as presented. All Ayes, motion carries.

**VIII. Information Items**

A. AVM Update

Report and spreadsheets included in packet. Board requested that AVM attend meetings and present updates in person

B. Hamilton Anderson – CIP Plan

At the request of the executive board, information on Board terms was provided. Currently the Discussion was had regarding the lack of responsiveness from Hamilton Anderson. Director Raska will reach out to principal Rainy Hamilton, as he has a relationship with him.

C. Project and Grant Status Update

At the request of the Executive Board, a spreadsheets were prepared to detail the status of all current downtown projects as well as grants applied for, and grants available.

D. Board Vacancies

With the pending resignation of Heather Cutlip, the Board will consist of 9 members. According to Act 57 and the DDA Bylaws, the Board must be comprised of 8-12 members.

E. DDA Staffing

The Deputy Director recommended the creation of a part time administrative position to assist with database updates/corrections, answering phones, office organization, and providing assistance with events and other projects such as social media, enews and website updates. The position would be temporary 60-day, 20 hours per week during the transition period.

**IX. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)**

Deputy Director provided update on events

**X. Adjournment**

Motion to adjourn the meeting at 10:07 a.m. All ayes, motion carries.

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Financial Statements

**INTRODUCTION**

Financial Statements for the period ending 8.31.19

**SUMMARY & BACKGROUND**

n/a

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[8.31.19 Balance Sheet-09112019111910.pdf](#)

[8.31.19 Revenue and Expenditure-09112019111823.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Approve the Consent Agenda as presented

Fund 248 Downtown Development Authority

| GL Number   | Description                            | Current Year<br>Beg. Balance | Balance             |
|---|--|------------------------------|---------------------|
| *** Assets ***  |  |                              |                     |
| 248-000-001.000                                       | Cash - Comerica Checking               | 0.00                         | 0.00                |
| 248-000-026.000                                       | Delq.Pers.Prop.Tax/Rec                 | 12,653.29                    | 12,578.34           |
| 248-000-029.000                                       | Est. Uncollectable DELPP Tax           | (16,828.06)                  | (16,828.06)         |
| 248-000-040.000                                       | A/R - Miscellaneous                    | 0.00                         | 0.00                |
| 248-000-078.000                                       | A/R - Other Govt Units                 | 0.00                         | 0.00                |
| 248-000-084.100                                       | D/F Cash Fund                          | 1,047,857.68                 | 1,209,916.65        |
| 248-000-084.101                                       | D/F General Fund                       | 0.00                         | 0.00                |
| 248-000-084.731                                       | D/F EE Retir System                    | 0.00                         | 0.00                |
| 248-000-108.000                                       | Accrued Interest Receivable            | 1,552.15                     | 1,552.15            |
| 248-000-132.000                                       | Infrastructure                         | 1,574,005.00                 | 1,574,005.00        |
| 248-000-133.000                                       | Accum.Deprec.- infrastructure          | (1,508,298.00)               | (1,508,298.00)      |
| 248-000-136.000                                       | Buildings                              | 21,360.00                    | 21,360.00           |
| 248-000-137.000                                       | Accum.Deprec.- buildings               | (2,563.20)                   | (2,563.20)          |
| 248-000-146.000                                       | Equipment                              | 50,400.00                    | 50,400.00           |
| 248-000-147.000                                       | Accum.Deprec.- equipment               | (50,400.00)                  | (50,400.00)         |
| 248-000-148.000                                       | Vehicles                               | 23,140.00                    | 23,140.00           |
| 248-000-149.000                                       | Accum.Deprec.- vehicles                | (23,140.00)                  | (23,140.00)         |
| <b>Total Assets</b>                                   |  | <b>1,129,738.86</b>          | <b>1,291,722.88</b> |
| *** Liabilities ***                                   |  |                              |                     |
| 248-000-202.000                                       | Accounts Payable                       | 21,792.33                    | 6,735.00            |
| 248-000-206.000                                       | Due to Customers                       | 0.00                         | 0.00                |
| 248-000-257.100                                       | Wages Payable                          | 702.85                       | 2,280.17            |
| 248-000-257.100                                       | Accrued Liability - Payroll            | 0.00                         | 693.49              |
| 248-000-257.150                                       | Accrued Liabilities - Health Insurance | 0.00                         | 0.00                |
| 248-000-260.000                                       | Accrued Sick & Vacation                | 9,404.17                     | 9,404.17            |
| 248-000-262.000                                       | Flexible Benefit Plan                  | 0.00                         | 0.00                |
| 248-000-283.100                                       | Misc. Deposits Held                    | 1,500.00                     | 1,500.00            |
| 248-000-286.000                                       | Deferred Revenues                      | 0.00                         | 0.00                |
| <b>Total Liabilities</b>                              |  | <b>33,399.35</b>             | <b>20,612.83</b>    |
| *** Fund Balance ***                                  |  |                              |                     |
| 248-000-390.000                                       | Restricted                             | 731,838.05                   | 731,838.05          |
| 248-000-390.977                                       | Invested in capital assets, net        | 175,255.00                   | 175,255.00          |
| <b>Total Fund Balance</b>                             |  | <b>907,093.05</b>            | <b>907,093.05</b>   |
| <b>Beginning Fund Balance - 18-19</b>                 |  |                              | <b>907,093.05</b>   |
| <b>Net of Revenues VS Expenditures - 18-19</b>        |  |                              | <b>189,246.46</b>   |
| <b>*18-19 End FB/19-20 Beg FB</b>                     |  | <b>1,096,339.51</b>          |                     |
| <b>Net of Revenues VS Expenditures - Current Year</b> |  |                              | <b>174,770.54</b>   |
| <b>Ending Fund Balance</b>                            |  |                              | <b>1,271,110.05</b> |
| <b>Total Liabilities And Fund Balance</b>             |  |                              | <b>1,291,722.88</b> |

\* Year Not Closed

| CL NUMBER                | DESCRIPTION                            | 2019-20        |        | YTD BALANCE<br>08/31/2019 | ACTIVITY FOR     |                     | AVAILABLE<br>BALANCE | % BDGT<br>USED |
|--------------------------|--|----------------|--------|---------------------------|------------------|---------------------|----------------------|----------------|
|                          |  | AMENDED BUDGET | NORMAL |                           | MONTH 08/31/2019 | INCREASE (DECREASE) |                      |                |
| Revenues                 |  |                |        |                           |                  |                     |                      |                |
| Dept 000 - General       |  |                |        |                           |                  |                     |                      |                |
| 248-000-402.000          | Property taxes                         | 464,207.00     |        | 175,552.81                | 0.00             | 0.00                | 288,654.19           | 37.82          |
| 248-000-402.001          | Property Taxes - personal              | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-402.005          | Property Taxes - loss in Change of PPT | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-402.200          | Reimbursement for PPT Loss             | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-403.100          | Property Tax Chargebacks               | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-404.000          | Voted Property taxes                   | 63,657.00      |        | 30,786.10                 | 0.00             | 0.00                | 32,870.90            | 48.36          |
| 248-000-404.001          | Voted Property taxes - personal        | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-523.000          | Federal grant                          | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-545.000          | State grant                            | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-550.010          | State PPT Loss Reimbursement           | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-582.000          | Local grants                           | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-610.000          | Participation fees                     | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-665.000          | Interest income                        | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-675.000          | Contributions                          | 20,000.00      |        | 965.00                    | 840.00           | 0.00                | 0.00                 | 0.00           |
| 248-000-675.248          | Proceeds- DDA Special Events           | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-675.500          | Contributions - DDA - Public Art       | 3,000.00       |        | 4,948.85                  | 0.00             | 0.00                | (1,948.85)           | 164.96         |
| 248-000-676.101          | General Fund contrib.                  | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-695.000          | Miscellaneous income                   | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-698.000          | Net unrealized gains                   | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-699.661          | Transfer In from Motor Pool            | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| 248-000-699.677          | Transfer In from HR Fund               | 0.00           |        | 0.00                      | 0.00             | 0.00                | 0.00                 | 0.00           |
| Total Dept 000 - General |  | 550,864.00     |        | 214,252.76                | 2,840.00         | 0.00                | 336,611.24           | 38.89          |
| TOTAL REVENUES           |  | 550,864.00     |        | 214,252.76                | 2,840.00         | 0.00                | 336,611.24           | 38.89          |

User: CWILCOCK

Fund 248 Downtown Development Authority

DB: Ferndale

PERIOD ENDING 08/31/2019

| GL NUMBER          | DESCRIPTION                        | 2019-20       |                   | YTD BALANCE |                   | ACTIVITY FOR     |                     | AVAILABLE  |            | % BDDT USED |
|--------------------|------------------------------------|---------------|-------------------|-------------|-------------------|------------------|---------------------|------------|------------|-------------|
|                    |                                    | AMENDED BDDGT | NORMAL (ABNORMAL) | 08/31/2019  | NORMAL (ABNORMAL) | MONTH 08/31/2019 | INCREASE (DECREASE) | BALANCE    | (ABNORMAL) |             |
| Expenditures       |                                    |               |                   |             |                   |                  |                     |            |            |             |
| Dept 000 - General |                                    |               |                   |             |                   |                  |                     |            |            |             |
| 248-000-706.000    | Full Time Personnel                | 159,423.00    |                   | 16,789.91   |                   | 3,652.00         |                     | 142,633.09 |            | 10.53       |
| 248-000-707.000    | Part-Time Personnel                | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-709.000    | Overtime                           | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-714.000    | Holiday Pay                        | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-714.100    | Sick Pay - Annual                  | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-715.000    | Social Security                    | 12,196.00     |                   | 1,277.45    |                   | 277.08           |                     | 10,918.55  |            | 10.47       |
| 248-000-716.000    | Health - premiums                  | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-716.100    | Health Insurance                   | 19,431.00     |                   | 1,550.92    |                   | 504.00           |                     | 17,880.08  |            | 7.98        |
| 248-000-716.110    | Health Insurance - EE Contribution | (2,591.00)    |                   | (91.24)     |                   | (30.00)          |                     | (2,499.76) |            | 3.52        |
| 248-000-716.115    | Health Insurance - Retiree         | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-716.150    | Health Insurance Waiver            | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-716.736    | Health - OPEB Funding              | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-717.000    | Life Insurance - EE                | 211.00        |                   | 26.40       |                   | 8.80             |                     | 184.60     |            | 12.51       |
| 248-000-718.000    | Pension- ICMA-RC 401               | 11,160.00     |                   | 1,177.12    |                   | 255.64           |                     | 9,982.88   |            | 10.55       |
| 248-000-719.000    | Fringe Benefits                    | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-721.000    | Longevity                          | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-725.000    | Workers Compensation               | 858.00        |                   | 0.00        |                   | 0.00             |                     | 858.00     |            | 0.00        |
| 248-000-730.000    | Postage, Mail processing           | 500.00        |                   | 0.00        |                   | 0.00             |                     | 500.00     |            | 0.00        |
| 248-000-740.000    | Operating Supplies                 | 22,000.00     |                   | 165.13      |                   | 165.13           |                     | 21,834.87  |            | 0.75        |
| 248-000-740.248    | Operating - DDA Special Projects   | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-747.000    | Grant Activity                     | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-752.000    | Motor Fuel / Lubricants            | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-775.000    | Repair & Maintenance               | 1,000.00      |                   | 0.00        |                   | 0.00             |                     | 1,000.00   |            | 0.00        |
| 248-000-802.000    | Audit/Actuarial Fees               | 1,010.00      |                   | 0.00        |                   | 0.00             |                     | 1,010.00   |            | 0.00        |
| 248-000-818.000    | Contractual Services               | 15,000.00     |                   | 8,863.02    |                   | 4,696.02         |                     | 6,136.98   |            | 59.09       |
| 248-000-818.600    | Contractual Services - Special     | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-853.000    | Phone/Communications               | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-853.116    | Telecom - Cell Phone EE Reimb.     | 2,340.00      |                   | 0.00        |                   | 0.00             |                     | 2,340.00   |            | 0.00        |
| 248-000-873.000    | Training/Education                 | 12,000.00     |                   | 0.00        |                   | 0.00             |                     | 12,000.00  |            | 0.00        |
| 248-000-885.000    | Special Programs                   | 25,000.00     |                   | 1,030.00    |                   | 1,030.00         |                     | 23,970.00  |            | 4.12        |
| 248-000-885.500    | Special Programs- Public Art       | 0.00          |                   | 300.00      |                   | 300.00           |                     | (300.00)   |            | 100.00      |
| 248-000-900.000    | Printing & Publishing              | 8,000.00      |                   | 0.00        |                   | 0.00             |                     | 8,000.00   |            | 0.00        |
| 248-000-914.000    | Liability Insurance                | 1,800.00      |                   | 0.00        |                   | 0.00             |                     | 1,800.00   |            | 0.00        |
| 248-000-920.000    | Utilities                          | 7,200.00      |                   | 390.24      |                   | 218.74           |                     | 6,809.76   |            | 5.42        |
| 248-000-931.000    | Facilities Maintenance             | 180,000.00    |                   | 0.00        |                   | 0.00             |                     | 180,000.00 |            | 0.00        |
| 248-000-931.441    | Facilities Maintenance - DPW       | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-940.200    | Equipment Leases - Non-City owned  | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-942.000    | Building Rental                    | 2,000.00      |                   | 0.00        |                   | 0.00             |                     | 2,000.00   |            | 0.00        |
| 248-000-943.000    | Equip Rental Alloc - General Fund  | 600.00        |                   | 0.00        |                   | 0.00             |                     | 600.00     |            | 0.00        |
| 248-000-956.000    | Miscellaneous                      | 50,800.00     |                   | 2,000.00    |                   | 2,000.00         |                     | 48,800.00  |            | 3.94        |
| 248-000-958.000    | Memberships & Dues                 | 3,500.00      |                   | 0.00        |                   | 0.00             |                     | 3,500.00   |            | 0.00        |
| 248-000-961.101    | General Fund Admin Allocation      | 16,018.00     |                   | 0.00        |                   | 0.00             |                     | 16,018.00  |            | 0.00        |
| 248-000-968.000    | Depreciation Expense               | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-970.000    | Bad Debt                           | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-974.000    | Public Improvements                | 15,000.00     |                   | 0.00        |                   | 0.00             |                     | 15,000.00  |            | 0.00        |
| 248-000-977.000    | Capital Outlay                     | 300,000.00    |                   | 6,003.27    |                   | 6,003.27         |                     | 293,996.73 |            | 2.00        |
| 248-000-977.115    | Printing and Scanning Devices      | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |
| 248-000-996.000    | Interest Expense                   | 0.00          |                   | 0.00        |                   | 0.00             |                     | 0.00       |            | 0.00        |

## TOTAL EXPENDITURES

864,456.00 39,482.22 19,080.68 824,973.78 4.57

Fund 248 - Downtown Development Authority:

PERIOD ENDING 08/31/2019

| GL NUMBER                      | DESCRIPTION | 2019-20        |  | YTD BALANCE |            | ACTIVITY FOR     |                     | AVAILABLE    |            | % BDDT |
|--------------------------------|-------------|----------------|--|-------------|------------|------------------|---------------------|--------------|------------|--------|
|                                |             | AMENDED BUDGET |  | 08/31/2019  |            | MONTH 08/31/2019 |                     | BALANCE      |            |        |
|                                |             |                |  | NORMAL      | (ABNORMAL) |                  | INCREASE (DECREASE) | NORMAL       | (ABNORMAL) | USED   |
| TOTAL REVENUES                 |             | 550,864.00     |  | 214,252.76  |            | 2,840.00         |                     | 336,611.24   |            | 38.89  |
| TOTAL EXPENDITURES             |             | 864,456.00     |  | 39,482.22   |            | 19,080.68        |                     | 824,973.78   |            | 4.57   |
| NFT OF REVENUES & EXPENDITURES |             | (313,592.00)   |  | 174,770.54  |            | (16,240.68)      |                     | (488,362.54) |            | 55.73  |

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** DPW Downtown Maintenance Report and Summary Brief

**INTRODUCTION**

Summary brief and report for services for the month of August 2019, as submitted by the DPW Deputy Director

**SUMMARY & BACKGROUND**

N/A

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[DDA August 2019 DPW Hours.pdf](#)

[DPW Status Report August.docx](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Approve the Consent Agenda as submitted

| DDA Hours Report       |              |          |          |          |          |             |          |             |          |           |           |
|------------------------|--------------|----------|----------|----------|----------|-------------|----------|-------------|----------|-----------|-----------|
| Aug-19                 |              |          |          |          |          |             |          |             |          |           |           |
|                        |              |          |          |          |          |             |          |             |          |           |           |
|                        | 8/1/2019     | 8/2/2019 | 8/3/2019 | 8/4/2019 | 8/5/2019 | 8/6/2019    | 8/7/2019 | 8/8/2019    | 8/9/2019 | 8/10/2019 | 8/11/2019 |
| <b>Landscaping</b>     |              |          |          |          |          |             |          |             |          |           |           |
| Tree Planting          |              |          |          |          |          |             |          |             |          |           |           |
| Tree Trimming          |              |          |          |          |          |             |          |             |          |           |           |
| Flower Bed Maintenance | 10           | 11       | 10       |          | 3        | 17          |          | 8           | 4        |           |           |
| Hanging Baskets        |              |          |          |          |          |             |          |             |          |           |           |
| Mulch                  |              |          |          |          |          |             |          |             |          |           |           |
| Watering               | 4            | 9        | 4        |          | 11.5     |             | 10       | 6           | 8        | 4         |           |
| <b>Trash</b>           |              |          |          |          |          |             |          |             |          |           |           |
| Sidewalks & ROW        |              |          |          |          |          |             |          |             |          |           |           |
| Parking Lots           |              | 4        |          |          |          | 2           |          |             |          |           | 2         |
| Street Litter Cans     |              |          |          |          |          |             |          |             |          |           |           |
| All Sites              | 6.5          |          |          |          |          | 4           |          |             |          |           |           |
| <b>Fixed Assets</b>    |              |          |          |          |          |             |          |             |          |           |           |
| Graffiti Removal       |              |          |          |          |          |             | 6        |             |          |           |           |
| Potholes               |              |          |          |          |          |             |          |             |          | 2         | 17        |
| Curbs                  |              |          |          |          |          |             |          |             |          |           |           |
| Brick Pavers           |              |          |          |          |          |             |          |             |          |           |           |
| General Repairs        |              |          | 1        |          |          |             |          |             |          |           |           |
| <b>Other</b>           |              |          |          |          |          |             |          |             |          |           |           |
| Powerwashing           |              |          |          |          | 4        |             |          |             |          |           |           |
| Spring Cleaning        |              |          |          |          |          |             |          |             |          |           |           |
| Banner Installs        |              |          |          |          |          |             |          |             |          |           |           |
| Leaves                 |              |          |          |          |          |             |          |             |          |           |           |
| Special Events (DDA)   |              |          |          |          |          |             |          |             |          |           |           |
| Other                  |              |          |          |          |          |             |          |             |          |           |           |
| <b>Material Usage</b>  |              |          |          |          |          |             |          |             |          |           |           |
| <b>Notes</b>           |              |          |          |          |          |             |          |             |          |           |           |
|                        |              |          |          |          |          | Total Hours |          | 138         |          |           |           |
|                        |              |          |          |          |          | Cost        |          | \$ 4,133.10 |          |           |           |
|                        |              |          |          |          |          |             |          |             |          |           |           |
| <b>Total Cost</b>      | \$ 14,450.88 |          |          |          |          |             |          |             |          |           |           |
| <b>Total Hours</b>     | 482.5        |          |          |          |          |             |          |             |          |           |           |

| DDA Hours Report       |           |             |           |           |             |           |           |           |             |           |           |             |
|------------------------|-----------|-------------|-----------|-----------|-------------|-----------|-----------|-----------|-------------|-----------|-----------|-------------|
| Aug-19                 |           |             |           |           |             |           |           |           |             |           |           |             |
|                        |           |             |           |           |             |           |           |           |             |           |           |             |
|                        | 8/12/2019 | 8/13/2019   | 8/14/2019 | 8/15/2019 | 8/16/2019   | 8/17/2019 | 8/18/2019 | 8/19/2019 | 8/20/2019   | 8/21/2019 | 8/22/2019 |             |
| Landscaping            |           |             |           |           |             |           |           |           |             |           |           |             |
| Tree Planting          |           |             |           |           |             |           |           |           |             |           |           |             |
| Tree Trimming          |           |             |           |           |             |           |           |           |             |           |           |             |
| Flower Bed Maintenance | 10        | 14          |           |           |             |           |           | 18.5      |             | 1.5       | 6         |             |
| Hanging Baskets        |           |             |           |           |             |           |           |           |             |           |           |             |
| Mulch                  |           | 6           | 31        | 4         |             |           |           |           |             |           |           |             |
| Watering               | 4         |             | 7.5       |           |             | 2         |           | 12.5      | 6.5         |           | 10        |             |
|                        |           |             |           |           |             |           |           |           |             |           |           |             |
| Trash                  |           |             |           |           |             |           |           |           |             |           |           |             |
| Sidewalks & ROW        |           |             |           |           |             |           |           |           |             |           |           |             |
| Parking Lots           |           | 2           | 2         |           |             | 2         | 1.5       |           |             |           |           |             |
| Street Litter Cans     |           | 2           |           |           |             |           |           |           |             |           |           |             |
| All Sites              |           |             |           | 2         | 4           | 2         |           |           |             | 10.5      | 2         |             |
|                        |           |             |           |           |             |           |           |           |             |           |           |             |
| Fixed Assets           |           |             |           |           |             |           |           |           |             |           |           |             |
| Graffiti Removal       |           |             |           |           |             |           |           |           | 3.5         |           |           |             |
| Potholes               |           |             |           |           |             |           |           |           |             |           |           |             |
| Curbs                  |           |             |           |           |             |           |           |           |             |           |           |             |
| Brick Pavers           |           |             |           |           |             |           |           |           |             |           |           |             |
| General Repairs        |           |             |           |           |             |           |           |           |             | 6.5       |           |             |
|                        |           |             |           |           |             |           |           |           |             |           |           |             |
| Other                  |           |             |           |           |             |           |           |           |             |           |           |             |
| Powerwashing           |           |             |           |           |             |           |           | 4.5       |             |           |           |             |
| Spring Cleaning        |           |             |           |           |             |           |           |           |             |           |           |             |
| Banner Installs        |           |             |           |           |             |           |           |           |             |           |           |             |
| Leaves                 |           |             |           |           |             |           |           |           |             |           |           |             |
| Special Events (DDA)   |           |             |           |           |             |           |           |           |             |           |           |             |
| Other                  |           |             |           |           |             |           |           |           |             |           | 1         |             |
| Material Usage         |           |             |           |           |             |           |           |           |             |           |           |             |
| Notes                  |           |             |           |           |             |           |           |           |             |           |           |             |
|                        |           | Total Hours |           |           | 121.5       |           |           |           | Total Hours |           |           | 94.5        |
|                        |           | Cost        |           |           | \$ 3,638.93 |           |           |           | Cost        |           |           | \$ 2,830.28 |
|                        |           |             |           |           |             |           |           |           |             |           |           |             |
| Total Cost             |           |             |           |           |             |           |           |           |             |           |           |             |
| Total Hours            |           |             |           |           |             |           |           |           |             |           |           |             |

| DDA Hours Report       |           |           |           |           |           |           |             |           |             |        |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-------------|--------|
| Aug-19                 |           |           |           |           |           |           |             |           |             |        |
|                        |           |           |           |           |           |           |             |           |             |        |
|                        | 8/23/2019 | 8/24/2019 | 8/25/2019 | 8/26/2019 | 8/27/2019 | 8/28/2019 | 8/29/2019   | 8/30/2019 | 8/31/2019   | Totals |
| <b>Landscaping</b>     |           |           |           |           |           |           |             |           |             |        |
| Tree Planting          |           |           |           |           |           |           |             |           |             | 0      |
| Tree Trimming          |           |           |           |           |           |           | 4           |           |             | 4      |
| Flower Bed Maintenance | 4         |           |           | 35.5      | 10        | 16        |             |           |             | 178.5  |
| Hanging Baskets        |           |           |           |           |           |           |             |           |             | 0      |
| Mulch                  |           |           |           |           |           |           |             |           |             | 41     |
| Watering               | 8         | 4         |           | 10.5      |           |           | 4           |           | 8           | 133.5  |
| <b>Trash</b>           |           |           |           |           |           |           |             |           |             |        |
| Sidewalks & ROW        |           |           |           |           |           |           |             |           |             | 0      |
| Parking Lots           |           |           |           |           | 3         | 2         |             |           |             | 20.5   |
| Street Litter Cans     |           |           |           |           | 3         |           |             |           |             | 5      |
| All Sites              | 2         |           |           | 2         |           | 2         |             | 2.5       |             | 39.5   |
| <b>Fixed Assets</b>    |           |           |           |           |           |           |             |           |             |        |
| Graffiti Removal       |           |           |           |           |           |           |             |           |             | 9.5    |
| Potholes               |           |           |           |           |           |           |             |           |             | 19     |
| Curbs                  |           |           |           |           |           |           |             |           |             | 0      |
| Brick Pavers           |           |           |           |           |           |           |             |           |             | 0      |
| General Repairs        | 2         |           |           |           |           |           |             |           |             | 9.5    |
| <b>Other</b>           |           |           |           |           | 6         |           |             |           |             |        |
| Powerwashing           |           |           |           |           |           |           |             |           |             | 8.5    |
| Spring Cleaning        |           |           |           |           |           |           |             |           |             | 0      |
| Banner Installs        |           |           |           |           |           |           |             |           |             | 0      |
| Leaves                 |           |           |           |           |           |           |             |           |             | 0      |
| Special Events (DDA)   |           |           |           |           |           |           |             |           |             | 0      |
| Other                  |           |           |           |           |           |           |             |           |             | 1      |
| <b>Material Usage</b>  |           |           |           |           |           |           |             |           |             |        |
| <b>Notes</b>           |           |           |           |           |           |           |             |           |             |        |
|                        |           |           |           |           |           |           | Total Hours |           | 128.5       | 469.5  |
|                        |           |           |           |           |           |           | Cost        |           | \$ 3,848.58 |        |
|                        |           |           |           |           |           |           |             |           |             |        |
| <b>Total Cost</b>      |           |           |           |           |           |           |             |           |             |        |
| <b>Total Hours</b>     |           |           |           |           |           |           |             |           |             |        |



## DPW August Status Report

Submitted by: Dan Antosik, DPW Deputy Director

Attached is our hourly report for the month of August.

August was business as usual for us. We have basically completed the Withington flower bed. We have thinned things out quite a bit over there. It also allowed us to discover a number of rat burrows. Next week, our pest control contractor will be in town to place bait boxes along the wall and address the burrows. As we move into the fall, our operations will begin to shift. We will begin trimming plant material back and preparing for the fall/colder weather to set in. In addition, we will begin sourcing the fall plant material. Other than beginning the fall transition, business will remain as usual for the DDA.

Please let us know if you have any questions. I will not be in attendance at the board meeting, next week.

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** Staff and Committees Report

**INTRODUCTION**

Update report from DDA staff and committees

**SUMMARY & BACKGROUND**

n/a

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[Staff and Committee Update - September.doc](#)

[Visit Tracking.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

Approve the Consent Agenda as submitted

## Staff & Committee Reports

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### Deputy Director Report

#### Outreach

- Businesses visited include Modern Natural Baby, Joe's Party Store, Ferndale Elks, Ferndale Library, FerndaleHaus, First United Methodist, New Order Coffee, Magic Bag, Tom Pearlman, Downtown Ferndale Bike Shop, Java Hutt, Boogie Fever, The Bosco, Lefty's Barber Shop, Style Studio, Fido Personal Dog Training, Bayberry Music, The Rocket, Lawrence Street Gallery (see attached details of visits)

#### Property & Business Development, New Businesses/Expansions/Retention

- The Rocket opened at their new location 200 W. 9 Mile on September 6<sup>th</sup>.
- Build-outs continuing at 22919 Woodward (current long-vacant space next to Boogie Fever) and 22929-35 Woodward
- Marquee complete at the Magic Bag (22920 Woodward); additional façade work and potential sustainable components to be added
- Lefty's Barber Shop nearing completion at 155 W. 9 Mile
- Western Market completed entry way/façade improvement

#### Capital Improvements

- The dot – Communication Plan developed that will include weekly enews/emails, text messaging systems and project updates as they are provided.
- Schiffer Park – project team meeting scheduled for September 17<sup>th</sup>. Temporary installation is being well received and includes sidewalk murals, turf with putting green, games, lights in trees

#### Planning & Policies

- CIP Plan –Hamilton Anderson finalizing report and will be presenting to the Board
- MoGo Bike Share – installation of 7 citywide stations, including 2 in the downtown.
- Design Committee reviewed Design Guidelines that were presented in first draft form to Planning Commission

#### Communication & Marketing

- Met with potential advertising partners (I heart Radio, C&G, Cumulus Media, Red Wings Yearbook, Lamar) to discuss pricing for co-op advertising package creation
- Continued to work with AVM and City Communications Department on a Comm Plan for The dot and also on revising/solidifying DDA communications and social media policies
- Web & Social Media updates – continuous updates; social media impressions improving; posting more business promotions under calendar on web

- Twice monthly eblasts one to consumers and one to businesses
- Emails to businesses regarding street closures, events, etc.
- Event graphics (posters, social media headers, etc.) created by Deputy Director include FB event graphics for Wednesday Walks, SMART shuttle graphics for DIY/FFFAF, slideshow and other event collateral for Get Reel, graphics for enews, poster, social, etc. for Sidewalk Sale (\*new event)

## Design Projects

- Affirmations Bench – received grants from Flagstar and Ferndale Community Foundation; Miss Dig identified underground utilities, noting nothing that will negatively impact project; implementation to take place in spring 2020
- Holiday Lighting – working with DPW and vendors on needs, pricing, etc.
- Grasshopper Rooftop Patio – met with representatives of Grasshopper, building owner/design team and CED

## Other

- Worked with Shaw Main Streets/Washington DC on proposal for presentation at NMSC '20
- Grant to Magic Bag for \$6,000 received through MSOC/Flagstar
- ZingTrain – set up training to utilize MSOC InYourTown grant funding (supplemented by DDA budget allocation) for Monday, September 30<sup>th</sup> at the Ferndale Area District Library. Event is currently sold out/at capacity with a waiting list
- Installed lights in Schiffer Park trees
- The dot site visit coordination/participation
- Responded to request for clarification from Council candidate primarily relating to TPS/Lyft
- Prepared 60-day work plan for, and worked with HR to hire temporary Admin to assist with database updates, office organization, etc.
- Worked with police department on Narcan training promotion
- Worked with library on promoting Cake Off
- Met with Deputy City Clerk to work through issues with Granicus
- Met with Mark Loeb of Funky Ferndale Art Fair to discuss sidewalk sale during event, shuttle implementation/promotion as well as ideas to promote businesses and encourage art fair patrons to return to Downtown Ferndale.
- Met with DPW to review project status to date (Schiffer Park, Woodward median and Withington), Affirmations bench/wall and holiday lights with Bronner's representative
- Secured pre-show entertainment with Axis Music Academy and Ferndale Community Concert Band for September Get Reel
- Events: Wednesday Walks are growing in participation and continuing to be a great way to engage the public; Get Reel Outdoor movies sponsorships sold to cover expenses related to screen/projection rental and licensing rights. Additional advertising opportunities on the big screen will fund additional event advertising and promotion.
- Events, etc.: attended Chamber Coffee Connections, Dream Cruise ribbon cutting, Magic Bag marquee dedication, Grubstake local investing seminar
- Meetings: City Manager, Communications Staff; City leadership team, special events committee, DDA Committees, SE MSOC Managers, City Council, Chamber, Grubstake, Zingerman's, Integrity Shows

- Dumpster issues continue to happen weekly, sometimes daily. City has formed a Sanitation Task Force to address this issue and the DDA continues to Work with businesses and DPW
- SMART Shuttle will run for DIY/FFAF to help alleviate parking congestion
- Created main page photo and narrative, 3 itineraries and corresponding photos, and other information for features on Ferndale DDA page on County tourism website, including additional content development, photos/videos, etc.
- Grubstake, a local investing tool, hosted an informational meeting about local investing on September 9<sup>th</sup>; attended session and also worked with them and the CED Department on promotion, logistics, etc.

## Upcoming Events

- August 19<sup>th</sup> – Get Reel Outdoor Movies on Vester: Beetlejuice
- September 20-22 – DIY Street Fair and Funky Ferndale Art Fair
- September 20-22 – Downtown Sidewalk Sale

## Committee Updates

### Promotions

Only one member of committee was able to attend, so we hit the streets and created some chalk art to engage pedestrians, including fun messages/tasks in Woodward median, hopscotch and other items in pedestrian alley to encourage walkability and fun.

### Get Reel Outdoor Movies on Vester

September: Beetlejuice is the final movie of the season. Ferndale Community Concert Band will perform pre-show. Sponsors to date include Cregger Plumbing, Robertson Brothers, Candle Wick Shoppe, Credit Union One and Ferndale Collision with Jim Shaffer signing on for advertising at all 3. Advertising opportunities are still available.

Street Pole Banners – Ferndale Schools are interested in purchasing more banners for downtown. Holding additional new downtown banners pending release of “Open in Ferndale” programming to determine if these designs can be utilized - and personalized for a new, updated banner program. Committee determined that banner sponsorship should be opened not only to businesses inside, but also outside the DDA, as well as anyone wishing to sponsor/support the downtown (fees for downtown businesses would probably be a little lower than other parties). Either business or family/sponsor names could go on the drop-downs or we’ll supply some stock sayings. Committee to forward any ideas and I will look into requirements/restrictions size/character-length, etc

Other – ideas include pop-up activities for alleyways/Schiffer Park, and some other fun activities to encourage walkability and engagement with our downtown and businesses. Stay tuned!

### Design

Reviewed proposed Design Guidelines as presented by City Planner Justin Lyons. This project has been on the committee's radar since prior to 2010. Next steps include revisions going back to Planning Commission, then to the DDA Board and Council

#### Business Development

Discussed Small Business Saturday challenges with AmEx still not releasing information for "Neighborhood Champions". At this point, we are not sure what, if any "swag" will be available. Christina continues to stay on top of communications with AmEx and Cindy will check with her sources about any updates available. Discussed revisions to new business welcome information packet, to possibly include bucket/broom/cleaning products to gently encourage pride in area. Attended Wednesday Walk to discuss potential of available properties.

Monthly Business Visits

| Date   | Time     | Length of Visit | Business            | Spoke With      | Role          | Topic of Conversation                 | Action   | Follow-Up Required   |
|--------|----------|-----------------|---------------------|-----------------|---------------|---------------------------------------|--|--|
| 8/3/19 | 9:48 AM  | 1 hour          | Modern Natural Baby | John/Emily      | Owners        | 10th Anniversary                      | Took photos/video, social media post   | N/A  |
| 8/5/19 | 4:30 PM  | 45 min          | Joe's Party Store   | Randy, Martin   | Owners        | Façade/Interior Improvements          | Provided info on BUILD and MSOC grants; discussed proposed changes and opportunities   |  |
| 8/5/19 | 8:00 PM  | 10 min          | Ferndale Elks       | Oscar Renautt   |               | Façade improvement                    | Encouraged setting up a meeting to further discuss   | Reached out to MSOC and CED to begin conversations   |
| 8/8/19 | 6:30 PM  | 20 min          | Ferndale Library    | Board           | Board         | DDA/Library Partnership               | Thanked for support, discussed projects & opportunities  |  |
| 8/9/19 | 12:10 PM | 20 min          | FerndaleHaus        | Emily and Brian | Leasing/Mktng | Being a business in Downtown Ferndale | Discussed opportunities to be involved, including biz partnerships, events/sponsorships, Wednesday Walks, Schiffer Park, street closures, etc., encouraged to follow DDA on social, join biz group | Add to Quickbase; email Dream Cruise street closures   |
| 8/9/19 | 12:35 PM | 33 min          | *potential new biz  | Confidential    | Owner         | Locating in Downtown Ferndale         | Discussed space needs, available properties, incl The dot  | Notify if property available, pref kitchen hood & 3-bin sink; interested in liquor license, not a bar/restaurant |

Monthly Business Visits

| Date    | Time     | Length of Visit | Business             | Spoke With        | Role             | Topic of Conversation              | Action   | Follow-Up Required  |
|---------|----------|-----------------|----------------------|-------------------|------------------|------------------------------------|--|---|
| 8/12/19 | 12:00 PM | 15 min          | 1st United Methodist | Larry Saville     | Volunteer/Member | Green Dream Event                  | The church is hosting an event featuring electric vehicles, the Sierra Club and a food tent (donations) and would like assistance in promoting   | I recommended they create a FB event and forward that and any additional information so that we can assist  |
| 8/12/19 | 4:45 PM  | *ongoing        | Ferndale Elks        | Chuck Pankey-Fann | Exalted Ruler    | Gas line repair issue              | Consumers repaired gas leak and left big hole that was only partially contained; Elks having no luck getting response and are concerned with safety, particularly with WDC approaching | Forwarded photo and info to City Manager's office; they forwarded to DPW and CED who reached out to their contacts; temporary repairs to be completed prior to WDC with permanent scheduled after |
| 8/13/19 | 11:25 AM | 5 min           | New Order Coffee     | Chris             |                  | Confusion on dot parking email     |  |   |
| 8/13/19 | 12:20 PM | 30 min          | Magic Bag            | Carey Denha       | Owner            | Façade/grant/interior improvements | Toured facility to see upgrades, discuss next projects and how the DDA can assist; discussed street/sidewalk/alley repairs   |   |

Monthly Business Visits

| Date    | Time     | Length of Visit | Business                    | Spoke With         | Role           | Topic of Conversation   | Action   | Follow-Up Required  |
|---------|----------|-----------------|-----------------------------|--------------------|----------------|---|--|---|
| 8/15/19 | 11:00 AM | 20 min          | Tom Pearlman                | Tom Pearlman       | Property owner | General downtown conversation - businesses, properties, leases                  |  |   |
| 8/15/19 | 1:45 PM  | 10 min          | Downtown Ferndale Bike Shop | Jon Hughes & staff | Owner          | FWDC sandwich board - no biking, etc., placed directly in front of his business | Met with event security, determined sign was not to be placed there, relocated sign, informed Jon and discussed ways to safely do bike demos if required   |   |
| 8/16/19 | 11:20 AM | 10 min          | Java Hutt                   | Joe                | Owner          | FWDC vendor   | Informed him there wasn't much we could do, but would follow up to try to address this for future events; social media posts will promote local businesses | As this has been brought up by numerous businesses, discuss with SE committee as well as 3rd party promoters for DIY & FFAF |
| 8/22/19 | 8:45 AM  | 10 min          | Boogie Fever                | Mark McConnell     | Owner          | Dream Cruise  | Discussed issues reported on social media regarding FWDC street closures   |   |
| 8/29/19 | multiple | *               | The Bosco                   | Jay Noonchester    | Owner          | Incident  | Provided post-incident support throughout the weekend  |   |

Monthly Business Visits

| Date    | Time     | Length of Visit | Business                   | Spoke With | Role     | Topic of Conversation        | Action   | Follow-Up Required                                  |
|---------|----------|-----------------|----------------------------|------------|----------|------------------------------|--|---|
| 8/29/19 | 1:00 PM  | 15 min          | Lefty's Barber Shop        | Terry      | Owner    | Opening date/building issues | Saw new space, discussed opening date and issues with landlord/permits/inspections; offered assistance navigating process, if needed                         | Follow up with Building Department regarding status |
| 9/6/19  | 1:00 PM  | 15 min          | Style Studio               | Tracy      | Co-Owner | Events                       | Followed up on Dream Cruise (they said it was a great weekend!), discussed DIY/Sidewalk Sale; she provided positive feedback on business, foot traffic, etc. |   |
| 9/6/19  | 11:15 AM | 20 min          | Fido Personal Dog Training | Staff      |          | Collaborative Event          | Discussed event they were holding with neighboring businesses, Fido Does Ferndale and future collaborative opportunities                                     | Send Fido info                                      |

Monthly Business Visits

| Date   | Time     | Length of Visit | Business                | Spoke With           | Role    | Topic of Conversation | Action   | Follow-Up Required   |
|--------|----------|-----------------|-------------------------|----------------------|---------|-----------------------|--|--|
| 9/6/19 | 11:35 AM | 10 min          | Bayberry Music          | Staff                |         | Collaborative Event   | Discussed event they were holding with neighboring businesses, additional opportunities to participate in DDA and City events and promote their business | Update contact information in database as it has changed   |
| 9/6/19 | 12:10 PM | 15 min          | The Rocket              | Daniel               | Manager | New Location          | Toured new location, discussed move, opportunities with DDA, FB biz group, etc.  | Update information in database and website to reflect new address, add old location info to vacant properties list |
| 9/9/19 | 3:30 PM  | 1 hr            | Lawrence Street Gallery | Cindy, Laura, Dennis | Members | Plein Aire            | Discussed new event to be held in 2020   | LSG team will provide details of how event will work; DDA Promo Team will work on logistics                        |

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** A. Victoria Mae Presentation

**INTRODUCTION**

Status report on The dot communications and business retention visits

**SUMMARY & BACKGROUND**

AVM has been retained to provide communication for The dot to downtown businesses and perform business retention services

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[AVM Business Retention Update.pdf](#)

[AVM Merchant Validation Pilot Campaign Overview 9122019.docx](#)

[AVM The dot Update.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

N/A

## **Business Retention Overview**

### **Business Retention Survey Google Form**

[https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK\\_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf_link)

### **Business Exit Survey Google Form**

[https://docs.google.com/forms/d/e/1FAIpQLScdhP6SPH8-o0LEMyYD5crhXAG8EWHVc4Kgl6II8ChK6ICgNA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScdhP6SPH8-o0LEMyYD5crhXAG8EWHVc4Kgl6II8ChK6ICgNA/viewform?usp=sf_link)

### **Maps**

<http://ferndale.maps.arcgis.com/apps/View/index.html?appid=9c86bfbebd7e4aeba3ed372036b56345>

<http://ferndale.maps.arcgis.com/apps/View/index.html?appid=fc49fa54b11f45de80ff934ddef837f3>

<http://ferndale.maps.arcgis.com/apps/View/index.html?appid=145a47ff527f40a4b92caa59ef55be84>

### **Business Visit Breakdown (Initial Plan)**

August – 29

September - 43

October - 41

November - 81

### **Business Visit Breakdown (Updated Plan as of 9/6/2019)**

August – 29

September - 43

October – 41 (Going to reach out to all of these in September too)

November – 81 (Moving these to start in September and finish in early October)

**\*\*Want to conduct initial outreach to get meetings set prior to holidays as the length of time to schedule is taking about 1-2 weeks to get an appointment with business**

### **By the Numbers**

72 - Businesses have been reached out to from August and September

9 - Surveys have been completed

3 – Surveys emailed or meetings scheduled

4 – Vacant/permanently closed businesses

1 – Outreach for business exit survey

### **Survey Highlights**

All businesses have one location under that business name. 2 businesses have other establishments – one in Ferndale as well; other outside of Ferndale

7 out of 9 did not disclose lease rate

2 had conducted recent developments made to their business and included cost – totaling \$200,000

2 out of 9 did not disclose their employee count

3 out of 9 did not disclose their annual payroll

When asked, have you heard of the Ferndale DDA? – 20% said no

If yes, please describe what the DDA is or why it exists.

Events, parking, liaison between the city and businesses, works for the business

What are your top three business challenges?

Parking, getting people in/foot traffic, administrative

What is your biggest threat facing employee relations?

Finding talent, keeping talent based on rate of pay

What is your biggest challenge you face in customer relations?

Really busy, parking, getting them in the door

Which business function area does your biggest challenge exist?

Finance, Sales, Marketing, Operations

Which business function area does your biggest opportunity exist?

Marketing

Are you familiar with how the DDA can support you?

5 out of 9 said no – 55%

What makes you proud to have your business located in Ferndale?

Community

On a scale of 1-10 how do you feel about your business being located in Ferndale? 1 being you want to move tomorrow or 10 being you love being located in Ferndale.

9

On a scale of 1-10 how do you believe your employees feel about working in Ferndale? 1 being they are beginning to seek employment elsewhere or 10 being they love working in Ferndale.

9

On a scale of 1-10 how connected do you feel with other business owners in Ferndale? 1 being other business owners are strangers to you and 10 being you know almost everyone.

7.8

On a scale of 1-10 how well do you feel the DDA communicates information to its business constituents? 1 being you have no idea what is going on and 10 being you are very well informed.

7

On a scale of 1-10 how comfortable do you feel approaching the DDA in their support services? 1 being you would never approach the DDA due to discomfort and 10 being you would go approach them now.

8.6

On a scale of 1-10 how knowledgeable are you on the DDA's business support opportunities? 1 being you have never heard of them and 10 being you can list all of them for us.

5 – included two 1's

## **Ferndale DDA Business Retention Visit Campaign Process**

### **Drop-in Visits**

1. Refer to monthly breakdown list for direction of which businesses to reach out to when starting a new section
2. Drop-in via a visit to list of businesses – utilize drop-in script
3. Follow up with a phone call and/or email – utilize templates and script
4. Enter all data into hubspot for each outreach made (visit, call, email) and flag any follow-ups that may be necessary to address

### **Recording Business Outreach**

1. Record EACH AND EVERY visit, email, and phone call to a business in Hubspot
  - Make a contact in Hubspot for whoever you talked to
  - Input all information—their position, business phone number, address
  - Tag them as a “Business Retention” entry in Hubspot by entering yes
  - Record the meeting, phone call, or email
  - Input information on the meeting, phone call, and copy and paste the email or use the automatic input bcc system Hubspot offers with bcc email address

[6125874@bcc.hubspot.com](mailto:6125874@bcc.hubspot.com)

### **Analytics**

1. Determine trends from the google form entered surveys
4. Share updates bi-weekly/monthly with DDA team via email and/or meeting

## **Business Retention Visit Drop-in Script**

Hi. I'm (insert individual name). I'm with the Ferndale DDA. Is a manager or owner (or specific contact based on business list from DDA CRM) available to speak with?

*If not,*

Confirm current contact is correct, leave a message saying that you stopped in, and let them know you will follow up with an email and phone call in the next day or two. (If you need contact information of current management, ask for a business card or the info)

*Reintroduce yourself to manager or owner*

Hi. I'm (insert individual name). I'm with the Ferndale DDA. Would you have 15-20 minutes to complete a survey that will provide insights to the DDA about your business as well as address your awareness of the DDA and the resources available to your business?

*If have time,*

If you have any questions while completing the survey, please let me know. If any questions do not apply to your business, please respond NA.

*If do not have time,*

If you don't have time to complete the survey right now, could we schedule a date and time now via your calendar for me to come back and meet with you to complete the survey? (pause) *If no response or hesitation exists* - Or would you prefer to complete the survey on your own time? If so, can I please confirm your email address as I will send you the link to complete the survey in that manner.

*To conclude the visit,*

Are there any other questions that you have or feedback you would like to share?

Thank you for your time. This business card has a contact email address that is specifically for businesses. Feel free to reach out if you have any questions related your business at a later date.

## **Business Retention Visit Email Template(s)**

### **Template 1 – Sending survey link to someone you spoke with, who is contact to complete the survey**

Subject: Survey Follow Up from the Ferndale DDA

Hi (insert name),

Thank you again for taking time to talk with me. As we discussed, I am following up with a link to the 15-minute business survey (insert link [https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK\\_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf_link)) from the DDA for you to complete. If you could please complete this by (insert deadline date that is 3 days out), that would be greatly appreciated.

If you have any questions, please let me know.

Sign Name  
Insert DDA signature

### **Template 2 – Setting up Meeting/Sending survey link to someone you missed on your visit**

Subject: Drop-in Follow Up from the Ferndale DDA

Hi (insert name),

I dropped in (insert when), but I missed you. Would you have 15-20 minutes to complete a survey that will provide insights to the DDA about your business as well as address your awareness of the DDA and the resources available to your business? I have the following dates and times available (insert dates and times) to meet in-person at your location or for a call to walk through the survey. Would any of these work for you? If you would prefer to complete the survey on your own time, please let me know, and I will follow up with a direct link to the survey via email to you.

I look forward to hearing from you.

Sign Name  
Insert DDA signature

### **Template 3 – General Follow Up**

Subject: Survey Follow up from the DDA

Hi (insert name),

I am following up on my previous email regarding the DDA's business survey. Please follow this link to the 15-minute business survey (insert link [https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK\\_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfrpqNUoe5GK_c1gPumawX1ledSjELF4fb6M62Tur2AWIJqXg/viewform?usp=sf_link)) from the DDA. If you could please complete this by (insert deadline date that is 3 days out), that would be greatly appreciated.

If you have any questions, please let me know.

Sign Name

Insert DDA signature

## **Business Retention Visit Phone Script**

### **Voicemail to Leave**

Hi. This is (insert individual name with the Ferndale DDA. Please return my call at (XXX) XXX-XXXX. OR My number is (XXX) XXX-XXXX. I look forward to hearing from you.

### **Someone Answers**

Hi. I'm (insert individual name). I'm with the Ferndale DDA. Would you have 15-20 minutes to complete a survey that will provide insights to the DDA about your business as well as address your awareness of the DDA and the resources available to your business?

*If have time,*

If you have any questions while completing the survey, please let me know. If any questions do not apply to your business, please respond NA.

*If do not have time,*

If you don't have time to complete the survey right now, could we schedule a date and time now via your calendar for me to come back and meet with you to complete the survey? (pause)

*If no response or hesitation exists* - Or would you prefer to the complete the survey on your own time? If so, can I please confirm your email address as I will send you the link to complete the survey in that manner.

*Conclude,*

Are there any other questions that you have or feedback you would like to share?

Thank you for your time. Feel free to reach out if you have any questions related your business at a later date via our email address at [business@downtownferndale.com](mailto:business@downtownferndale.com).

## Merchant Validation Pilot Campaign Overview

### Outcome of The dot visits:

We heard from businesses that they didn't know the Merchant Validation program existed, or they didn't know how it worked. However, once we shared the brochure with them, they were intrigued. We saw an opportunity here to pilot the program with two businesses – one restaurant and one retail – to build case studies around this program to then be able to share that with other merchants who are interested but want to see what it can really do for their business. Translating their investment into dollars into the program for their business sales. (i.e. for every \$1 they spend on parking in Merchant Validation, the average customer receipt is \$30 minus cost of goods, labor, regular operational expenses = business ROI \$)

### Overview:

Validating customer parking couldn't be easier with ParkFerndale, the City's customized mobile pay app. Sign up, set up, and create. ([ferndale.ppprk.com/apps/validation](http://ferndale.ppprk.com/apps/validation)) Merchant validation allows businesses to generate parking codes to distribute to their customers for easy use. Kevin Canze set up two accounts for Merchant Validation that were allotted specific credit amounts to them. These accounts are for each individual merchant, but all data is available to the City of Ferndale, Ferndale DDA, and the businesses participating.

### Goal(s):

- To have data showing usage over about a month timeframe of Merchant Validation (currently no data usage available) (i.e. for every \$1 they spend on parking in Merchant Validation, the average customer receipt is \$30 minus cost of goods, labor, regular operational expenses = business ROI \$)
- To create case studies and value proposition statements of the value of the Merchant Validation program for businesses

### Opportunities (based on results from pilot)

- To create an incentive program (buy \$50 worth, and get a \$25 credit sponsored by the DDA) to bring on more merchants to use this program

### Pilot program participants:

- Anita's Kitchen
- Modern Natural Baby

These two businesses were selected based on criteria of conversations among campaign team including: location (proximity to The dot), type of business, size of business, interest in participating in the pilot and understanding the parameters of the pilot, previously showing interest in the program but not getting it off the ground themselves, hours of business, interest in creating solutions vs. complaining. Approved to roll out pilot by Joe G.

### Funding:

Anita's Kitchen - \$250 (They requested \$500.) – from DDA Temporary Parking Solution (TPS)  
Budget - approved by Joe G.

Modern Natural Baby - \$150 – from City of Ferndale parking system – approved by Joe G.

**Pilot Terms:**

Begin end of August/early September

Credit expires on September 30, 2019 – pilot ends

Will not keep any additional funds/account balance to merchant beyond Sept. 30

The business location must use the allocated budget above by September 30 or until it runs out, whichever comes first

Merchant can add funds to their account following the end date of the pilot program to keep utilizing this platform if they see value based on results from pilot

**Program Messaging:**

Customers who come to their establishment get free parking validation with purchase.

We are asking the business not use language like discount or \$X amount off, but that they are offering free parking validation to those customers who make purchases.

The business will then provide them a code to validate their parking through the system.

The DDA and City of Ferndale are not to be mentioned as sponsoring this pilot program.

ParkFerndale can absolutely be mentioned.

ParkFerndale has launched a Merchant Validation program, and (insert business name/we) is/are excited to participate in this program.

To claim your free parking, just follow these 3 easy steps...

1. Park your car.
2. Use or download (if it's your first time!) the ParkFerndale app and start the clock.
3. Ask (insert business specific process info here) to validate your parking. A promo code will be provided that may be entered into the app to negate your parking fees.

## **Ferndale DDA The dot Lyft Promo Code Campaign Process**

### **Organizing Lyft Codes**

1. Obtain list of Lyft codes from Lyft in spreadsheet format once purchase approved per month
2. Send spreadsheet variable codes to printer for printing on The dot branded promo code cards; pick up cards from printer
3. Segment the spreadsheet into groups of 10s
4. When segmenting the spreadsheet, make each group of 10 a different color
5. Organize the printed Lyft codes into groups of 10, matching the groups in the spreadsheet
6. Rubber band each group of 10 together
7. Place a sticky note on each group of 10 stating the color in the spreadsheet and the cell numbers (e.g. Red 1-10)
8. Further organize the spreadsheet to include the following columns: “Distributed to” and “Used (month)”
  - In the “distributed/assigned to” column, you will put the name of the business you gave the codes to
  - In the “Used (Month)” column, you will put an X when that specific Lyft code has been used during a specific month as shown on the Lyft monthly usage reports sent at the beginning of each month for the previous month

### **Business Visits**

1. Determine business visits by priority from DDA provided lists (all businesses have been reached to date – as new ones open they are added to the list)
2. To find the contact at the business, visit the List folder in Dropbox, and search the provided lists
3. Bring with you The dot business card, the how-to use Lyft codes postcard, and promo code card packets
4. Talking points: value of codes (depends on which batch they came from – previous \$7, current \$14 – rides), for employees, 2-mile radius from downtown Ferndale should be covered, DDA-sponsored, goal to assist business operations throughout the construction of The dot, will reassess monthly who needs more codes, if business needs more before month-end then email or call information on the business card
5. When dropping off Lyft codes, take sticky note off the stack, write business name on it, and keep for your records

### **Recording Business Outreach**

1. Use the sticky note to update the “assigned/distributed to” column of the spreadsheet
2. Record EACH AND EVERY visit, email, and phone call to a business in Hubspot
  - Make a contact in Hubspot for whoever you talked to
  - Input all information—their position, business phone number, address
  - Tag them as a “The dot” entry in Hubspot by entering yes

- Record the meeting, phone call, or email
- Input information on the meeting, phone call, and copy and paste the email or use the automatic input bcc system Hubspot offers with bcc email address

[6125874@bcc.hubspot.com](mailto:6125874@bcc.hubspot.com)

### **Analytics**

1. Receive Lyft usage report from Lyft at the beginning of each month for the prior month
2. Mark X's by the Lyft code that has been used in the "Used (month)" column on the usage tracker
3. Record returning users, new users, and who needs more codes on the tracker containing this breakdown of information
4. Share updates monthly with DDA team

## **The dot Campaign**

### **February-August Code Breakdown**

#### ***Lyft Codes Received***

\$7 codes x 800 = \$5600

\$7 codes deactivated x 101 = -\$707 (request into Lyft)

\$7 codes x 699 = \$4893

\$14 codes x 500 = \$7000

Total dollar of codes = \$11,893

#### ***Code Distribution***

All \$7 codes above are distributed (including deactivated ones)

430 of the 500 \$14 codes are distributed

#### ***Code Redemption***

Rides redeemed – 485

Users - 414

Dollars spent - \$2,898.18

Dollars of codes distributed remaining - \$8,994.82

49% of Businesses that have codes have used codes

### **February – August Businesses Used Codes - 24**

Greenspace Café

One Eyed Betty's

Natural Food Patch

Howe's Bayou

Downtown Ferndale Bike Shop

Cupcake Station

Dye Salon

Flip Salon

Union Barber

Anita's Kitchen

Bobcat Bonnie's

LeHost

Rust Belt Market

Imperial

Dino's Lounge

Wild Bill's

J's Penalty Box

Maestros Dog Haus

Delite Cafe and Deli

Shionne Design

Completely Bronzed Tanning

Level One Bank

International Hair  
Oakland Arts and Novelty Company

**Businesses Who Have Received Codes - 49**

Anita's Kitchen  
Bobcat Bonnie's  
Howe's Bayou  
Cupcake Station  
Dye Salon  
Ferndale Yoga  
Flip Salon  
GreenSpace Café  
Downtown Ferndale Bike Shop  
One Eyed Betty's  
LeHost  
Library Bookstore  
Little Lotus  
Affirmations  
Modern Natural Baby  
Orchid  
Reid Salon  
Rust Belt Market  
Samastah Yoga  
Schramm's Mead  
Union Barber  
Imperial  
Dino's  
Shionne Design  
Celestial Touch  
Beauty Bar & Browz  
Painting with a Twist  
Huntington Bank  
The WAB  
Wild Bill's  
J's Penalty Box  
Assaggi  
Completely Bronzed  
Found Sound  
May's Bangkok  
Maestros Dog Haus  
Delite Cafe and Deli  
Level One Bank  
Beauty Box Studios by Talia  
International Hair

Soho  
Loose Cannon Flagship  
Detroit Axe  
Oakland Arts and Novelty Company  
Detroit City Skate  
Living Room Hair Lounge  
Public House  
Antihero  
Sneaker's Pub

**Business Outreach List – 69**

ACI Transport  
Affirmations  
Anita's Kitchen  
Assaggi  
Beauty Bar & Browz  
Bobcat Bonnie's  
Boston Tea Room  
Candle Wick Shoppe  
Celestial Touch  
Clean Plates  
Completely Bronzed Airbrush  
Crane Optical  
Cupcake Station  
Delite Café and Deli  
Detroit Axe  
Detroit City Skateboards  
Detroit Lotus Sangha  
Dino's Lounge  
Downtown Ferndale Bike Shop  
Dye Salon  
EnSoul Yoga  
Ferndale Yoga  
Flip Salon  
Found Sound  
Grasshopper Underground  
GreenSpace Café  
Hi Hat  
Howe's Bayou  
Huntington Bank  
Imperial  
International Hair  
Java Hutt  
Kinetic Impulse

Lawrence Street Gallery  
LeHost  
Library Book Store  
Little Lotus  
Living Room Hair Lounge  
Loose Cannon Flagship  
Maestros Dog Haus  
May's Bangkok  
MC 'Wiches  
Mejishi Martia Arts  
Michigo Pizza  
Midnight Obsessions LLC  
Modern Natural Baby  
Natural Food Patch  
New Myth Energy, LLC  
Oakland Art Novelty Company  
One Eyed Betty's  
Orchid Ferndale  
Organic Food & Vitamin  
Painting with a Twist  
Pops  
Red Hook  
Reid Salon  
Rosie O' Grady's  
Rust Belt Market  
Schramm's Mead  
Shionne Designs  
Signature Tattoo  
Simply Sweets  
SOHO Lounge  
Star of India  
The WAB  
Vibe Credit Union  
Western Market  
Wild Bill's  
Yeah Haus

### **Email Marketing**

2-3 emails per month

Types of messages: Code Campaign Message, Construction Update, Event Message, Informational Message, Construction Notice, Holiday Message

Average open rate – 37-39%

Average click through rate – 2.6%

Current business mailing list - This audience has 1,253 contacts. 1,214 of them are subscribers.

**Website (ferndaledot.com)** – *Site design update funded by City of Ferndale – approved by Joe and Kara*

Used at the information hub for sharing messages

Added location to sign up for emails

| Date            | Jul-19 | Aug-19 |
|-----------------|--------|--------|
| Unique Visitors | 82     | 152    |
| Visits          | 90     | 178    |
| Pageviews       | 176    | 517    |
| Desktop         | 50     | 111    |
| Mobile          | 40     | 85     |
| Tablet          | 1      | 4      |
| Direct Source   | 86     | 139    |
| Google          | 2      | 20     |

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**September 7, 2019**

**To: DDA Board of Directors & DDA Staff, Ferndale DDA (referred to as "Client")**

**CC: Joseph Gacioch, City of Ferndale**

**From: Ashleigh Laabs, A. Victoria MAE**

## **Services**

The dot Campaign (September to December 2019)

### **Lyft Codes**

- Purchase of Lyft Codes – \*Reminder: All Lyft codes received in 2019 will expire December 31, 2019
- Ongoing management of Lyft Code campaign (refer to process document for additional information)
  - Organization, distribution, and communication for Lyft Codes
  - Email marketing messages surrounding recommended usage of Lyft Codes (festivals, etc)

### **Construction Messaging**

- Email marketing messages surrounding The dot construction notices

## **Timeline**

### **Lyft Code Purchase Recommendation**

- September – 100 codes
- October – 200 codes
- November – 200 codes
- December – 71 codes

## **Budget**

- Lyft Code Purchases - \$8,000 = 571 codes at \$14 each
- Printing - \$250-400 for 571 variable code cards (runs appx. 4)
- Monthly campaign management - \$125 per hour (\$9,250) \*\*this is based on no new list of businesses being presented and currently managing the existing list as well as one to two businesses that may open in The dot area over the next four months
  - September – 12-17 hours
  - October – 12-17 hours
  - November – 15-20 hours
  - December – 15-20 hours
- Total Budget \$17,650



## **Business Services Agreement**

This services agreement is made and entered into by and between, **A. Victoria MAE dba of Victoria Public Relations LLC** located at 2535 Rochester Rd. Royal Oak, MI 48073 and **Ferndale DDA** (Client) located at 300 E 9 Mile Rd, Ferndale, MI 48220

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**Engagement of Services.** A. Victoria MAE's responsibilities include but are not limited to:

- The dot Campaign (September to December 2019)

**Compensation.** Client will pay A. Victoria MAE \$125 per hour for the project based on the outlined and agreed upon services starting upon signature of this agreement. Upon signature of this agreement, a 50% payment of the project/first month's estimate of hours will be invoiced at the time of signing this agreement. The remaining balance will be billed at the conclusion of the project or at the end of each month. Payment is due 10 days from invoice date. If an invoice becomes past due, until the invoice balance has been paid, A. Victoria MAE reserves the right to put all work on hold for the Client account and not resume work until payment is received. Should any agreement payment not be received by the due date on the invoice, a \$150 fee will be added (per 30-day cycle) that the payment is not received.

**Agreement Termination.** Either party may terminate this agreement upon 14 days written notice to the other party. A. Victoria MAE will submit final invoices no later than 30 days after the termination of this Agreement.

**Confidentiality.** Each party shall retain in strict confidence the terms and conditions of this Agreement and all information relating to the other party's business, development plans, programs, documentation, techniques, trade secrets, and systems. Neither party shall, unless otherwise required by law, disclose such information to any third party without the prior written consent of the other party.

**Relationship.** The parties intend that A. Victoria MAE's relationship with the Client in providing services shall be that of a business service agreement. Nothing in this agreement, or any performance associated with it, is intended or shall be construed to create a partnership, joint venture, or relationship of agency or employment between the Client and A. Victoria MAE, its employees, or subcontractors. The Client will regularly report amounts paid to A. Victoria MAE by filing a Form 1099-MISC with the Internal Revenue Service as required by law. A. Victoria MAE may perform the services required by this Agreement at any place or location and at such times as A. Victoria MAE shall determine.

**Distribution.** Client provides written authorization that A. Victoria MAE is authorized to distribute public relations and marketing items to media and other necessary parties on behalf of Client.

**Subcontracting and Employees.** A. Victoria MAE reserves the right to introduce qualified subcontractor(s) and/or employees into a project at its discretion. Subcontractor(s) and/or employees may perform specific task(s) as directed as part of the overall project. A. Victoria MAE will be responsible for the quality and completeness of work of all subcontractor(s). All project work will be completed by A. Victoria MAE employee(s) and/or subcontractor(s) as deemed necessary to meet project deliverables and to mitigate tasks.

**Content Property Rights.** A. Victoria MAE will not use any copyrighted content in development without the content owner's written permission. If Client provides copyrighted material for use in development, Client assumes all responsibility for the use of such content.

**Ownership of Property.** A. Victoria MAE acknowledges and agrees that all intellectual and actual property produced by A. Victoria MAE, is the property of the Client, and A. Victoria MAE shall retain no ownership, interest, or rights therein.

**Disclaimers.** A. Victoria MAE will not be liable to Client for any litigation that may be brought against the Client by any third party for any reason regardless of its nature. Client agrees that it shall hold A. Victoria MAE, harmless, for any claims brought against A. Victoria MAE by third parties relating to our development of the project contracted for by the Client. A. Victoria MAE reserves the right to withdraw any quote after 30 days of issuing the quote for approval.

**Expenses.** Actual expenses will be charged by A. Victoria MAE to the Client for all reasonable out-of-pocket expenses, including, but not limited to meals, travel, lodging and mileage at the maximum rate published by the IRS. Out-of-pocket expenses will be billed in addition to any agreed fees outlined in this document.

**Governing Law.** This Agreement shall be governed in all respects by the laws of the United States of America and by the laws of the State of Michigan. Each of the parties irrevocably consents to the exclusive personal jurisdiction of the federal and state courts located in Michigan, as applicable, for any matter arising out of or relating to this Agreement, except that in actions seeking to enforce any order or any judgment of such federal or state courts located in Michigan, such personal jurisdiction shall be nonexclusive.

**Severability.** If any provision of this Agreement is held by a court of law to be illegal, invalid or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

**Injunctive Relief for Breach.** A. Victoria MAE agrees that obligations under this Agreement are of a unique character that gives them particular value; A. Victoria MAE 's breach of any of such obligations will result in irreparable and continuing damage to Client, for which there will be no adequate remedy at law; and, in the event of such breach, Client will be entitled to injunctive relief and/or a decree for specific performance, and such other and further relief as may be proper (including monetary damages if appropriate).

*Items not contained in this document are not considered to be within the scope of the project. Note that the approximations of third-party vendors/tools are subject to change based on scope of work, if work with a third-party vendor is applicable to project.*

If the above information is understood and agreed upon, please place signature below.

|  |   |
|--|---|
| <p>Signature: _____</p> <p>Date: _____</p> <p>Ashleigh V. Laabs<br/>A. Victoria MAE dba<br/>Victoria Public Relations LLC<br/>ashleigh@avictoriamae.com<br/>989-780-4090 cell (call or text)</p> | <p>Signature: _____</p> <p>Date: _____</p> <p>I am authorized to sign this agreement on<br/>behalf of:<br/>Client _____</p> <p>Print Name _____</p> |
|--|---|

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock

**SUBJECT:** CIP Plan Update

**INTRODUCTION**

Meghan Diecchio of Hamilton Anderson will provide an update status on the CIP Plan

**SUMMARY & BACKGROUND**

Hamilton Anderson was engaged to create a Capital Improvement Plan (CIP) and TIF Plan Update. The plans are nearly complete

**BUDGETARY CONTEXT**

\$80,000 total budgeted to account #248-000-818-00

**CIP#**

N/A

**ATTACHMENTS**

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

No action required at this time

**CITY OF FERNDALE  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock  
**SUBJECT:** Grasshopper Rooftop Patio

**INTRODUCTION**

The new owner of the Grasshopper Underground, Chris Morad, wishes to add a rooftop patio to the space located at 22757 Woodward, which is within the DDA boundaries.

**SUMMARY & BACKGROUND**

This was submitted to, and subsequently approved by, the Appearance Review Committee in June of 2016, with plans then being submitted to the Building Department. However, no further action was taken. Because the plans were approved more than two years ago, they must be resubmitted. Since the original submission, the Payment in Lieu of Parking ordinance has also gone into effect.

**BUDGETARY CONTEXT**

N/A

**CIP#**

N/A

**ATTACHMENTS**

[GRASSHOPPER ROOFTOP.pdf](#)

**STRATEGIC PLANNING CONTEXT**

Organizational and Financial Excellence

**RECOMMENDED ACTION**

No action required at this time

# GRASSHOPPER ROOFTOP LOUNGE

FERNDALE

ROOFTOP RENOVATION

MICHIGAN

## GENERAL NOTES:

THE GENERAL CONDITIONS OF THE A.I.A., LATEST EDITION SHALL GOVERN THE WORK OF ALL CONTRACTORS, SUB-CONTRACTORS, AND MATERIALMEN.

**CODES:** ALL CONSTRUCTION TO BE IN ACCORDANCE WITH THE LOCAL MUNICIPALITY'S CODES, RULES, ORDINANCES AND REGULATIONS.

**INSURANCE:** EACH CONTRACTOR SHALL BE RESPONSIBLE FOR LIABILITY AND COMPREHENSIVE INSURANCE AND FOR FILING CERTIFICATES OF INSURANCE WITH THE OWNER. EACH CONTRACTOR SHALL EFFECT AND MAINTAIN PUBLIC LIABILITY AND PROPERTY DAMAGE AND CONTINGENT LIABILITY INSURANCE TO COVER OPERATIONS OF EMPLOYEES AND SUBCONTRACTORS SUCH THAT THE OWNER, CONTRACTORS, ARCHITECTS, AND ENGINEERS WILL BE PROTECTED FROM CLAIMS FOR DAMAGE INCLUDING BODILY INJURY AND DEATH, FOR THE LIMITS OF LIABILITY AND COVERAGE PROVIDED HEREFTER:

PUBLIC LIABILITY AND VEHICULAR OR AUTOMOTIVE LIABILITY BODILY INJURY:

\$250,000.00 EACH PERSON  
\$500,000.00 EACH OCCURRENCE  
\$500,000.00 AGGREGATE

PROPERTY DAMAGE:

\$250,000.00 EACH OCCURRENCE  
\$500,000.00 AGGREGATE

OWNER SHALL PAY AND MAINTAIN FIRE AND EXTENDED COVERAGE INSURANCE ON THE WORK WHICH INSURES TO THE OWNER'S BENEFIT. EACH CONTRACTOR AND SUBCONTRACTOR SHALL ENSURE THEIR INDIVIDUAL MATERIALS AND EQUIPMENT BROUGHT TO THE JOB FOR PURPOSES OF EXECUTING WORK.

**DAMAGE:** EACH CONTRACTOR SHALL BE RESPONSIBLE FOR DAMAGE OR INJURY TO THE OWNER THROUGH IMPROPER WORKMANSHIP AND SHALL REPAIR OR PAY FOR THE REPAIRS NECESSARY TO CORRECT THE WORK OF OTHER TRADES OF MATERIALMEN. WHERE SAID DAMAGE IS NOT PROPERLY CORRECTED WHEN ORDERED, THE ARCHITECT MAY DIRECT OTHERS TO PERFORM AND HAVE THE COST OF SUCH WORK BACK-CHARGED AGAINST THE CONTRACT OF THE OFFENDING PARTY.

**MANUFACTURERS SPECS:** ALL MATERIALS TO BE DELIVERED, STORED, MOVED, APPLIED, ATTACHED AND FINISHED PER MANUFACTURER'S REQUIREMENTS AND RECOMMENDATIONS, LOCAL, STATE AND NATIONAL BUILDING CODES, AND UTILITY COMPANY REGULATIONS. WHERE THESE DRAWINGS AND SPECS CONFLICT WITH THESE REQUIREMENTS, IMMEDIATE NOTICE SHALL BE GIVEN TO THE ARCHITECT.

SUBMISSION AND APPROVAL OF SHOP DRAWINGS AND/OR WAIVER OF REQUIREMENTS FOR SAID SUBMISSION SHALL BE AT THE ARCHITECT'S DISCRETION; HOWEVER, FAILURE OF THE ARCHITECT TO SUBMIT REVIEWED SHOP DRAWINGS TO THE CONTRACTOR AND/OR SUBCONTRACTORS SHALL NOT BE CONSTRUED TO BE A WAIVER OF ANY REQUIREMENTS OR CONDITIONS OTHERWISE REQUIRED FOR COMPLETE PERFORMANCE OF THE WORK DESIGNATED UNDER THE CONTRACT.

**SPECIAL CONDITIONS:** THE OWNER, GENERAL CONTRACTOR, EACH INDIVIDUAL SUBCONTRACTOR AND MATERIALMEN AGREE TO SAVE THE ARCHITECT HARMLESS AS A RESULT OF ANY INJURY OR DAMAGE THAT MAY RESULT OF THE ACTS OR OMISSIONS BY THE SAID OWNER, CONTRACTORS AND/OR MATERIALMEN IN THE PERFORMANCE OF THEIR WORK. ALL ERECTION AND CONSTRUCTION PROCEDURES SHALL BE EXECUTED IN SUCH MANNER AS TO FULLY PROTECT THE STRUCTURE, ALL OTHER TRADES WORKING ON THE PROJECT AND THE SURROUNDING AREAS FROM HAZARDOUS CONDITIONS. ALL WORK WILL PROCEED FOLLOWING ALL LOCAL, STATE AND FEDERAL SAFETY CODES, STATUTES AND RECOGNIZED STANDARDS. ALL PROCEDURES OF CONSTRUCTION AND ERECTION WHICH ARE UNDERTAKEN WITHOUT THE EXPRESS WRITTEN APPROVAL OF THE ARCHITECT ARE THE SOLE RESPONSIBILITY OF THE OWNER, CONTRACTOR, SUBCONTRACTOR AND/OR MATERIALMEN EXECUTING SAME AND ARE TO BE ACKNOWLEDGED AS BEING UNDERTAKEN WITHOUT THE ARCHITECT'S KNOWLEDGE OR CONSENT. LASTLY, IT SHALL BE THE RESPONSIBILITY OF EACH CONTRACTOR TO PROVIDE CERTIFICATES OF WORKMAN'S COMPENSATION AND PUBLIC LIABILITY INSURANCE NAMING BOTH THE OWNER AND THE ARCHITECT AS BENEFICIARIES UNDER SAID CERTIFICATES...AND THAT THE FILING OF SAID CERTIFICATES SHALL BE A CONDITION PRECEDENT TO ACCEPTANCE OF ANY WORK PERFORMED ON THE PROJECT.

## ABBREVIATIONS:

|              |                                       |          |                                       |                  |
|--------------|---------------------------------------|----------|---------------------------------------|------------------|
| A            | ABOVE FINISHED FLOOR                  | H        | HNDGP                                 | HANDICAPPED      |
| AFF          | ADJUSTABLE                            | HTR      | HEATER                                |                  |
| ADJ          | AIR CONDITIONING                      | HVAC     | HEATING, VENTING & AIR CONDITIONING   |                  |
| AC           | ALUM ALUMINUM                         | HGT      | HEIGHT                                |                  |
| ANSI         | AMERICAN NATIONAL STANDARDS INSTITUTE | HP       | HIGH POINT                            |                  |
| ANODANODIZED |                                       | HC       | HOLLOW CORE                           |                  |
| APPROX       | APPROXIMATE                           | HM       | HOLLOW METAL                          |                  |
| ARCH         | ARCHITECTURAL                         | HN       | HORIZONTAL                            |                  |
| AUX          | AUTO AUTOMATIC                        | HR       | HOT WATER                             |                  |
| AVG          | AVERAGE                               | I        | INCANDESCENT                          |                  |
| B            |                                       | IN       | INCHES                                |                  |
| BF           | BARRIER FREE                          | INCL     | INCLUDE                               |                  |
| BSMT         | BASEMENT                              | INSP     | INSPECTION                            |                  |
| BTWN         | BETWEEN                               | INSTL    | INSTALLATION                          |                  |
| BLKG         | BLOCKING                              | INSUL    | INSULATION                            |                  |
| BD           | BOARD                                 | INT      | INTERIOR                              |                  |
| BR           | BRASS                                 | J        | JANITOR                               |                  |
| BRZ          | BRONZE                                | JC       | JANITOR CLOSET                        |                  |
| BLDG         | BUILDING                              | JT       | JOINT                                 |                  |
| C            |                                       | JST      | JOIST                                 |                  |
| CAB          | CABINET                               | K        |                                       |                  |
| CPT          | CARPET                                | KD       | KNOCK DOWN                            |                  |
| CB           | CATCH BASIN                           | KO       | KNOCK OUT                             |                  |
| CAULK        | CAULKING                              | L        |                                       |                  |
| CLG          | CEILING                               | LAM      | LAMINATE/LAMINATED                    |                  |
| CLG HT       | CEILING HEIGHT                        | LRS      | LARGE                                 |                  |
| CEM          | CEMENT                                | LAV      | LAVATORY                              |                  |
| CL           | CENTERLINE                            | LH       | LEFT HAND                             |                  |
| CER          | CERAMIC                               | LT       | LIGHT                                 |                  |
| C.O.         | CLEAN OUT                             | LTG      | LIGHTING                              |                  |
| CLR          | CLEAR                                 | LP       | LIGHTING PANEL                        |                  |
| GLO          | CLOSET                                | LF       | LINEAR FEET                           |                  |
| COL          | COLUMN                                | LL       | LIVE LOAD                             |                  |
| CON C        | CONCRETE                              | LOC      | LOCATION                              |                  |
| CMU          | CONCRETE MASONRY UNIT                 | LP       | LOW POINT                             |                  |
| CONF         | CONFERENCE                            | LBS      | POUNDS                                |                  |
| CONST        | CONSTRUCTION                          |          |                                       |                  |
| CJ           | CONTROL JOINT                         | M        | MAINTENANCE                           |                  |
| CONT         | CONTINUE/CONTINUOUS                   | MH       | MANHOLE                               |                  |
| CONTR        | CONTRACTOR                            | MFR      | MANUFACTURER                          |                  |
| D            |                                       | MAS      | MASONRY                               |                  |
| DEMO         | DEMOLITION                            | MO       | MASONRY OPENING                       |                  |
| DEPT         | DEPARTMENT                            | MALT     | MATERIAL                              |                  |
| DIAG         | DIAGONAL                              | MAX      | MAXIMUM                               |                  |
| DIA          | DIAMETER                              | MECH     | MECHANICAL                            |                  |
| DIFF         | DIFFUSER                              | MET      | METAL                                 |                  |
| DM           | DIMENSION                             | MEZZ     | MEZZANINE                             |                  |
| DW           | DISHWASHER                            | MDOT     | MICHIGAN DEPARTMENT OF TRANSPORTATION |                  |
| DBL          | DOUBLE                                | MIN      | MINIMUM                               |                  |
| DN           | DOWN                                  | MIR      | MIRROR                                |                  |
| DWG          | DRAWING                               | MISC     | MISCELLANEOUS                         |                  |
| DF           | DRINKING FOUNTAIN                     | MLDG     | MOULDING                              |                  |
| E            |                                       | MTD      | MOUNTED                               |                  |
| EA           | EACH                                  | N        |                                       |                  |
| ELEC         | ELECTRIC/ELECTRICAL                   | NO       | NUMBER                                |                  |
| ENC          | ELECTRICAL WATER COOLER               | NON-COMB | NON-COMBUSTIBLE                       |                  |
|              | ELEVATOR                              | O        |                                       |                  |
| ELEV         | ENAMEL                                | O.C.     | ON CENTER                             |                  |
| ENAM         | ETHYLENE PROPYLENE DIENE MONOMER      | P        |                                       |                  |
| EPDM         | EQUAL EQUIPMENT                       | FTD      | PAINTED                               |                  |
|              | EQUIV EQUIVALENT                      | Q        | FLAM.                                 | PLASTIC LAMINATE |
| EQ           | EXISTING                              | R        |                                       |                  |
| EQUIP        | EXPANSION JOINT                       | S        |                                       |                  |
| EQUIV        | EXTERIOR                              | SM       | SIMILAR                               |                  |
| EXISTG       | EXTERIOR INSULATION FINISH SYSTEM     | T        |                                       |                  |
| EJ           |                                       | TYP.     | TYPICAL                               |                  |
| EXT          |                                       | U        |                                       |                  |
| EIFS         |                                       | U.N.O.   | UNLESS NOTED OTHERWISE                |                  |
|              |                                       | V        |                                       |                  |
| F            |                                       | V.I.F.   | VERIFY IN FIELD                       |                  |
| FAB          | FABRICATED                            | W        |                                       |                  |
| FAC FIN      | FACTORY FINISH                        | W/OUT    | WITHOUT                               |                  |
| FIN          | FEET                                  | X        |                                       |                  |
| FIN          | FINISH / FINISHED                     | Y        |                                       |                  |
| FIXT         | FIXTURE                               | Z        |                                       |                  |
| FLASH        | FLASHING                              |          |                                       |                  |
| FLR          | FLOOR                                 |          |                                       |                  |
| FD           | FLOOR DRAIN                           |          |                                       |                  |
| FLUOR        | FLUORESCENT                           |          |                                       |                  |
| FURRG        | FURRING                               |          |                                       |                  |
| G            |                                       |          |                                       |                  |
| GA           | GAUGE                                 |          |                                       |                  |
| GAL          | GALLON                                |          |                                       |                  |
| GALV         | GALVANIZED                            |          |                                       |                  |
| G.C.         | GENERAL CONTRACTOR                    |          |                                       |                  |
| GLZ          | GLAZING                               |          |                                       |                  |
| GYP. BD.     | GYPSUM BOARD                          |          |                                       |                  |

## DRAWING LIST:

|     |   |
|-----|---|
| C-1 | GENERAL NOTES / CODE COMPLIANCE                   |
| C-2 | DOOR SCHEDULE / TOILET ROOM NOTES & DETAILS       |
| A-1 | ARCHITECTURAL FLOOR PLAN                          |
| A-2 | FIRST FLOOR PLANS / SECOND FLOOR PLANS            |
| A-3 | FURNITURE PLAN                                    |
| A-4 | 9 MILE ELEVATION                                  |
| A-5 | WOODWARD ELEVATION                                |
| A-6 | ALLEY ELEVATION                                   |
| A-7 | ROOF TOP BAR EQUIPMENT PLAN                       |
| A-8 | ROOF TOP MECHANICAL PLAN                          |
| A-9 | BUILDING SECTION                                  |
| S-1 | ROOF TOP STRUCTURAL PLAN                          |
| S-2 | UPPER DECK FRAMING PLAN / SECTIONS                |
| S-3 | STRUCTURAL SECTION                                |
| E-1 | ROOF TOP ELECTRICAL                               |
| E-2 | FIRST FLOOR ELECTRICAL                            |
| E-3 | RISER DIAGRAM / PANEL SCH. / ELEC. SPECIFICATIONS |

## LOCATION MAP:



## AERIAL MAP: NO SCALE



## CODE COMPLIANCE:

|                    |  |
|--------------------|--|
| PROJECT NAME:      | GRASSHOPPER ROOFTOP LOUNGE   |
| PROJECT ADDRESS:   | 22151 WOODWARD AVE.<br>FERNDALE, MI 48220  |
| PROJECT TENANT:    | TROY RAMROOF<br>22151 WOODWARD AVE.<br>FERNDALE, MI 48220                                  |
| PROJECT LANDLORD:  | STEVE DUMONT<br>23617 JOHN R RD.<br>HAZEL PARK, MI 48030<br>(248) 547-3400                 |
| PROJECT ARCHITECT: | ROBERT A.L. WILLIAMS<br>LICENSE # 1301019900   |
| PROJECT MANAGER:   | MCCANN - DUMONT & ASSOCIATES<br>23617 JOHN R RD.<br>HAZEL PARK, MI 48030<br>(248) 547-1500 |
| CONTRACTOR:        | DESIGNSTRUCT, INC.<br>23617 JOHN R RD.<br>HAZEL PARK, MI 48030<br>(248) 547-1500           |
| SITE ZONING:       | B (BUSINESS)   |
| PROPOSED USE:      | ROOFTOP LOUNGE   |
| BUILDING AREA:     | 4,259 SQ. FT.  |
| SITE AREA:         | 5,961 SQ. FT. (.14 ACRES)  |
| OCCUPANCY TYPE:    | A-2 (ASSEMBLY)   |
| CONSTRUCTION TYPE: | III-B  |
| JURISDICTION:      | CITY OF FERNDALE BLDG. DEPARTMENT  |

**APPLICABLE CODES:**  
MICHIGAN BUILDING CODE 2012 AND ICC/ANSI A117.1-2009  
MICHIGAN PLUMBING CODE 2012 (PART 7)  
MICHIGAN MECHANICAL CODE 2012  
MICHIGAN ELECTRICAL CODE 2014 (PART 8)  
-NATIONAL ELECTRICAL CODE 2014  
MICHIGAN UNIFORM ENERGY CODE 2009 & ANSI/ASHRAE 90.1-2007  
INTERNATIONAL FUEL GAS CODE 2012  
INTERNATIONAL FIRE CODE 2009, NFPA 13 (2010) & NFPA 72 (2010)  
ELEVATOR SAFETY 2010 - GENERAL  
BOILER RULES 2013

## OCCUPANCY LOAD FOR EGRESS:

TYPE: 1,247 S.F. / 5 NET = 249 PERSONS  
106 FIXED SEATS

TOTAL: 355 PERSONS

EXITS REQUIRED: 2

EXITS PROVIDED: 2 PROVIDED

SPRINKLED: PARTIAL (TOILET ROOMS / STAIRWELL)

FIRE ALARM: NO

## PLUMBING CALCULATIONS:

MEN'S: (3) URINALS, (2) WATER CLOSETS, (3) LAVATORIES  
WOMEN'S: (4) WATER CLOSETS, (3) LAVATORIES  
(1) MOP SINK

|                   |            |
|-------------------|------------|
| PRELIMINARY       | 12/04/2015 |
| CITY ADMIN REVIEW | 03/24/2016 |
| SITE PLAN APP.    | 04/07/2016 |
| BIDDING           |            |
| PERMIT            | 01/21/2016 |
| CONSTRUCTION      |            |
| REVISIONS         |            |

SEND A COPY OF ALL CORRESPONDENCE TO THE ARCHITECT:  
ROBERT A.L. WILLIAMS R.A.  
1920 ROBINA AVENUE  
BERKLEY, MICHIGAN 48072 &  
MCCANN-DUMONT & ASSOC. INC.  
23617 JOHN R. ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400  
(ALL PHONE CALLS TO M.D. & A.)

**R.W. ARCHITECT**  
ROBERT A.L. WILLIAMS R.A.  
1920 ROBINA AVE.  
BERKLEY, MICH. 48072  
(248) 547-3400

**DESIGNSTRUCT**  
DESIGN • CONSTRUCTION • MANAGEMENT  
23617 JOHN R ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-1500

**MCCANN DUMONT AND ASSOCIATES, INC.**  
23617 JOHN R ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT-LOCATION  
**GRASSHOPPER ROOFTOP LOUNGE**

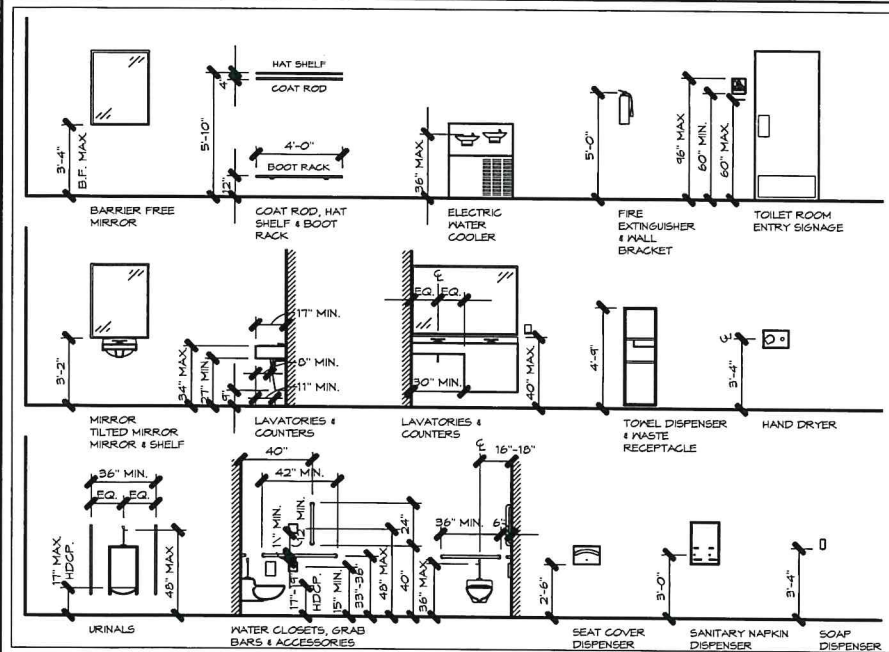
22151 WOODWARD  
FERNDALE, MI, 48220

DRAWING TITLE:  
GENERAL NOTES

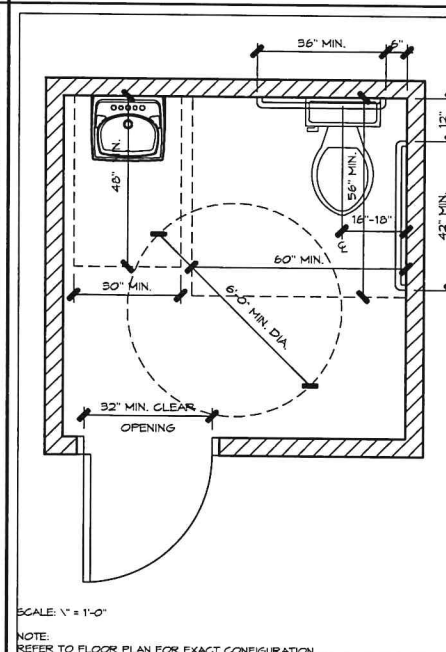


DRAWN: RZ  
CHECKED: SCD/JNM  
APPROVED: SCD/JNM  
DO NOT SCALE THIS PRINT  
USE FIGURED DIMENSIONS ONLY  
PROJECT NUMBER: D3451115  
SHEET NUMBER: C-1

TYPICAL MOUNTING HEIGHTS:



SAMPLE TOILET ROOM:



ACCESSORY NOTES:

1. VERIFY ACCESSORIES REQUIRED WITH OWNER
2. INSTALL ALL ACCESSORIES PER A.D.A. AND 2003 B.F. DESIGN REQUIREMENTS
3. PROVIDE CONCEALED BLOCKING IN WALL AS REQUIRED
4. ACCESSORIES TO BE CHROME FINISH, U.N.O.
5. PROVIDE PIPE INSULATION ON EXPOSED SUPPLY AND WASTE PIPES
6. CAULK ALL PLUMBING FIXTURES TO WALLS
7. SEE BARRIER FREE TOILET ROOM SPECS.
8. ALL ACCESSORIES AND FIXTURES IN EXISTING TOILET ROOM TO BE REPLACED AS MAINTENANCE ITEM

DOOR NOTES:

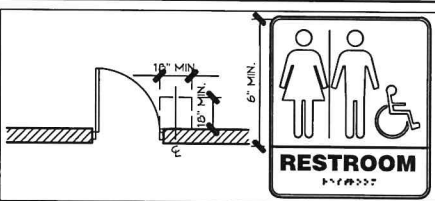
1. ALL DOORS TO BE NON-LOCKING AGAINST EGRESS.
2. DOORS TO HAVE LEVER HANDLES.
3. DOOR HARDWARE SHALL BE CAPABLE OF OPERATION WITH THE USE OF (1) HAND AND SHALL NOT REQUIRE TIGHT PINCHING, TIGHT GRASPING OR TWISTING OF THE WRIST TO OPERATE.
4. THUMB TURN DEADBOLTS ARE PROHIBITED. LEVER OR PADDLE DEADBOLTS ARE ACCEPTABLE.
5. ALL EXITS SHALL BE OPERABLE FROM THE INSIDE WITHOUT A KEY OR SPECIAL KNOWLEDGE.
6. ALL EXISTING DOORS TO BE KEYED ALIKE AS DIRECTED BY OWNER.
7. DOOR THRESHOLDS SHALL NOT EXCEED 1/4" IN HEIGHT. THRESHOLDS EXCEEDING 1/4" IN HEIGHT SHALL HAVE A 1:2 BEVEL.
8. DOOR CLOSERS SHALL MEET OPENING FORCE & SWEEP PERIOD REQUIREMENTS.
9. ALL EXTERIOR & TOILET ROOM DOORS HAVE TO HAVE CLOSERS.

DOOR SCHEDULE:

| DOOR NUMBER | DOOR SIZE |   |   |   |   | DOOR |   |   |   |   | FRAME |   |   |   |   | HARDWARE SET | REMARKS      |
|-------------|-----------|---|---|---|---|------|---|---|---|---|-------|---|---|---|---|--------------|--------------|
|             | 1         | 2 | 3 | 4 | 5 | 1    | 2 | 3 | 4 | 5 | 1     | 2 | 3 | 4 | 5 |              |              |
| 1           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   | 1            | B-LABEL DOOR |
| 2           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   | 2            |              |
| 3           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   | 2            |              |
| 4           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   | 2            |              |
| 5           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   | 1            | B-LABEL DOOR |
| 6           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   |              |              |
| 7           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   |              |              |
| 8           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   |              |              |
| 9           |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   |              |              |
| 10          |           |   |   |   |   |      |   |   |   |   |       |   |   |   |   |              |              |

TACTILE SIGNAGE NOTES:

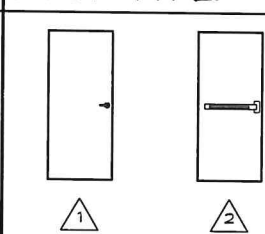
MOUNTING LOCATION:  
NOTE: WHERE A SIGN CONTAINING TACTILE CHARACTERS IS PROVIDED AT A DOOR, THE SIGN MUST BE ALONGSIDE THE DOOR ON THE LATCH SIDE WHERE A TACTILE SIGN IS PROVIDED AT DOUBLE DOORS, THE SIGN MUST BE TO THE RIGHT OF THE RIGHT-HAND DOOR. WHERE THERE IS NO WALL SPACE ON THE LATCH SIDE OF A SINGLE DOOR, OR TO THE RIGHT SIDE OF DOUBLE DOORS, SIGNS MUST BE ON THE NEAREST ADJACENT WALL. SIGNS CONTAINING TACTILE CHARACTERS MUST HAVE AN 18" MIN. BY 18" MIN. CLEARANCE ON THE FLOOR OR GROUND LEVEL, CENTERED ON THE SIGN AND A 45 DEGREE OPEN POSITION.  
EXCEPTION:  
DOOR MOUNTED SIGNS ARE PERMITTED ON THE PUSH SIDE OF DOORS WITH CLOSERS AND WITHOUT HOLD-OPEN DEVICES.  
NOTE: SIGNAGE TO COMPLY WITH ADA REQUIREMENTS



BARRIER FREE TOILET ROOM NOTES:

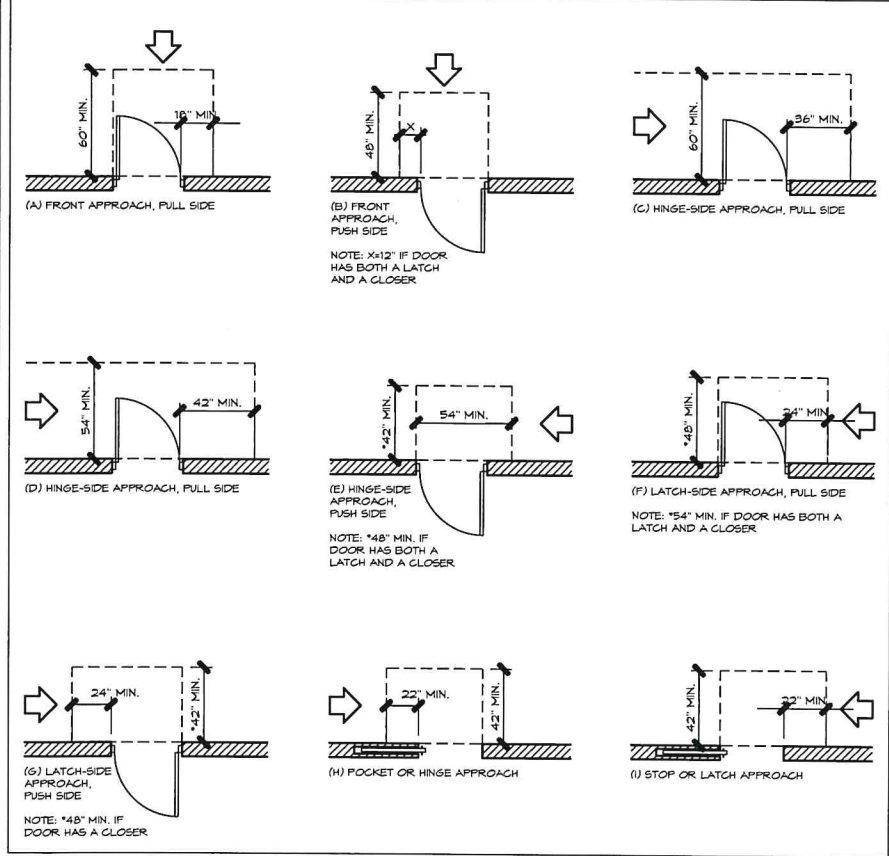
CLEAR FLOOR SPACE:  
EACH TOILET ROOM HAS A CLEAR FLOOR AREA WHICH IS 60 INCHES IN DIAMETER. THIS AREA IS NOT TO BE INFRINGED UPON BY THE SWING OF THE ROOM ENTRANCE DOOR.  
LAVATORY (B.F. LAV.):  
TO BE MOUNTED AT 29 INCHES CLEAR HEIGHT BELOW AND MAX HEIGHT OF TOP AT 34 INCHES. IT SHALL PROJECT A MINIMUM OF 17 INCHES FROM THE WALL. FAUCETS TO BE LEVER (2 INCHES MINIMUM) OR PUSH BOTTOM TYPE. IF MOUNTED IN A COUNTER THE FRONT FACE OF THE BOWL SHALL BE 3 INCHES OR LESS FROM THE FRONT OF THE COUNTER AND THE FAUCET CONTROLS SHALL BE WITHIN 18 INCHES OF THE FRONT OF THE COUNTER. A CLEAR FLOOR SPACE OF 30 INCHES MINIMUM WIDE BY 48 INCHES MINIMUM DEEP POSITIONED FOR A FORWARD APPROACH MUST BE PROVIDED. URINAL FLUSH CONTROLS MUST BE HAND OPERATED OR MUST BE AUTOMATIC.  
WATER CLOSET (B.F. W.C.):  
BARRIER FREE WATER CLOSET SEATS TO BE AT 17-19 INCHES ABOVE FINISHED FLOOR HEIGHT. THEY SHALL BE LOCATED 16-18 INCHES FROM THE CENTER LINE TO ONE SIDE WALL. FLUSH CONTROL SHALL BE A MAXIMUM OF 36 INCHES ABOVE FINISHED FLOOR HEIGHT AND ON THE WIDE SIDE OF THE TOILET AREA.  
URINAL:  
MUST BE A STALL TYPE OR A WALL HUNG TYPE WITH THE RIM AT 17 INCHES MAXIMUM ABOVE THE FLOOR LEVEL. A CLEAR FLOOR SPACE OF 30 INCHES MINIMUM WIDE BY 48 INCHES MINIMUM DEEP POSITIONED FOR A FORWARD APPROACH MUST BE PROVIDED. URINAL FLUSH CONTROLS MUST BE HAND OPERATED OR MUST BE AUTOMATIC.  
B.F. W.C. HANDRAILS (H.R.):  
ALL TO BE 1-1/4 INCHES TO 1-1/2 INCHES ROUND WITH 1-1/2 INCHES CLEAR TO WALL. PROVIDE ONE AT B.F. W.C. SIDE 42 INCHES LONG AND MOUNTED AT 33 INCHES ABOVE FINISHED FLOOR HEIGHT WITH THE REAR END POSITIONED 12 INCHES FROM THE BACK WALL. PROVIDE ONE AT REAR WALL AT LEAST 36 INCHES LONG AND MOUNTED 33 INCHES ABOVE FINISHED FLOOR HEIGHT AND A CENTERED FORCE OF 250 POUNDS, HORIZONTAL FORCE OF 250 POUNDS AND A DEFLECTION NOT TO EXCEED 1/2 INCHES.  
TOILET PAPER DISPENSERS:  
MOUNT 7 INCHES MINIMUM AND 9 INCHES MAXIMUM IN FRONT OF THE WATER CLOSET. THE OUTLET OF THE DISPENSER MUST BE 15 INCHES AND 48 INCHES MAXIMUM ABOVE THE FLOOR LEVEL. THERE IS TO BE A CLEARANCE OF 1-1/2 INCHES MINIMUM BELOW AND 12 INCHES MINIMUM ABOVE THE GRAB BAR. DISPENSERS ARE NOT TO BE OF A TYPE THAT CONTROL DELIVERY, OR DO NOT ALLOW CONTINUOUS PAPER FLOW.  
MIRRORS:  
MOUNT ALL AT MAXIMUM OF 40 INCHES BOTTOM EDGE TO FLOOR AND MINIMUM 72 INCHES TOP EDGE TO FLOOR.  
ACCESSORIES:  
ALL TO BE MOUNTED AT 40 INCHES MAXIMUM TO THE CENTER OF THE DISPENSING ORIFICE OR CONTROL B.F. ACCESSORIES SHALL NOT BE LOCATED WITHIN 24 INCHES OF A CORNER.  
WATER TEMP:  
MAXIMUM WATER TEMPERATURE TO ANY FIXTURE TO BE 120 DEGREES F.  
SIGNAGE:  
THE CHARACTER PROPORTION OF THE LETTERS AND NUMBERS ON SIGNS MUST HAVE A WIDTH TO HEIGHT RATIO BETWEEN 3:5 AND 1:1 AND A STROKE WIDTH TO HEIGHT RATIO BETWEEN 1:5 AND 1:10. CHARACTERS AND SYMBOLS MUST CONTRAST WITH THERE BACKGROUND (LIGHT CHARACTERS ON A DARK BACKGROUND OR DARK CHARACTERS ON A LIGHT BACKGROUND) AND BE A NON-GLARE FINISH. RAISED OR INDENTED CHARACTERS OR SYMBOLS ON SIGNS MUST BE RAISED OR INCISED 1/32 INCH MINIMUM AND SHOULD BE SANS SERIF CHARACTERS. RAISED CHARACTERS OR SYMBOLS MUST HAVE A STROKE WIDTH OF AT LEAST 1/4 INCH. SYMBOLS OF ACCESSIBILITY MUST BE THE INTERNATIONAL SYMBOL OF ACCESSIBILITY. INTERIOR SIGNAGE MUST BE LOCATED ALONG SIDE THE DOOR ON THE LATCH SIDE AND BE MOUNTED 60 INCHES ABOVE THE FINISHED FLOOR TO THE CENTERLINE OF THE SIGN.  
GENERAL NOTE:  
ALL EQUIPMENT TO BE OPERABLE WITH ONE HAND AND WITHOUT TWISTING OF THE WRIST.

DOOR TYPE:



MANEUVERING CLEARANCES AT SWINGING DOORS:

NOTE: MANEUVERING SPACE MUST INCLUDE FULL WIDTH OF DOORWAY.



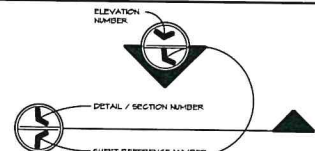
HARDWARE SETS:

- HARDWARE SET #1
- 1 1/2 PAIR BUTT HINGES
  - HEAVY DUTY DOOR CLOSER
  - PASSAGE LOCKSET-LEVER HANDLE
  - NON-LOCKING AGAINST EGRESS
  - S.S. KICK PLATE
- HARDWARE SET #2
- ALUMINUM THRESHOLD
  - 1 1/2 PAIR BUTT HINGES
  - S.S. KICK PLATE
  - PRIVACY LOCKSET-LEVER HANDLE
  - WEATHER STRIPPING

RESPONSIBILITY SCHEDULE:

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SYMBOLS:



| FINISHED & INSTALLED (S.C.) | FINISHED (S.C.) | INSTALLED (S.C.) | FINISHED & INSTALLED (T.N.A.) | FINISHED (T.N.A.) | INSTALLED (T.N.A.) | S.C. TO ENSURE WORKING ORDER | IF REQUIRED | NOT REQUIRED | EXISTING | PATCH & REPAIR AS REQUIRED (S.C.) | ADJUST / RELOCATE AS REQUIRED BY OTHERS |
|-----------------------------|-----------------|------------------|-------------------------------|-------------------|--------------------|------------------------------|-------------|--------------|----------|-----------------------------------|---|
|                             |                 |                  |                               |                   |                    |                              |             |              |          |                                   |   |

NOTE: VERIFY, COMPLETE & FINALIZE SCOPE OF WORK WITH OWNER

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| PRELIMINARY    | 12/04/2015 |
| CITY ADMIN/RW  | 03/24/2016 |
| SITE PLAN APP. | 04/07/2016 |
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22757 WOODWARD  
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DRAWING TITLE:  
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| ■ PRELIMINARY      | 12/04/2015 |
| ■ CITY ADMIN. REV. | 09/24/2016 |
| ■ SITE PLAN APP.   | 04/07/2016 |
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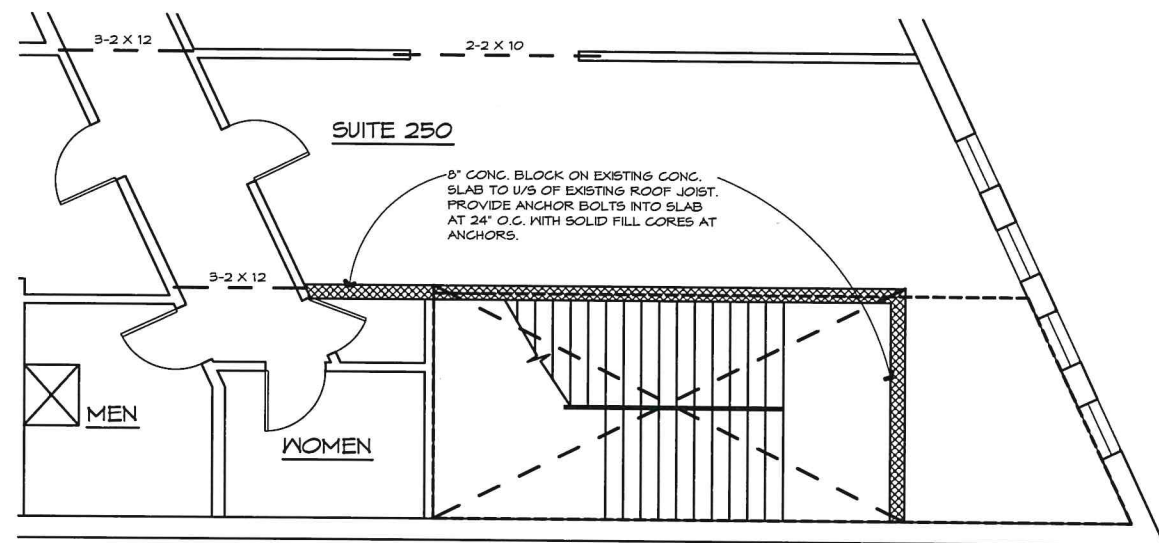
DRAWING TITLE:  
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 FIRST FLOOR PLANS



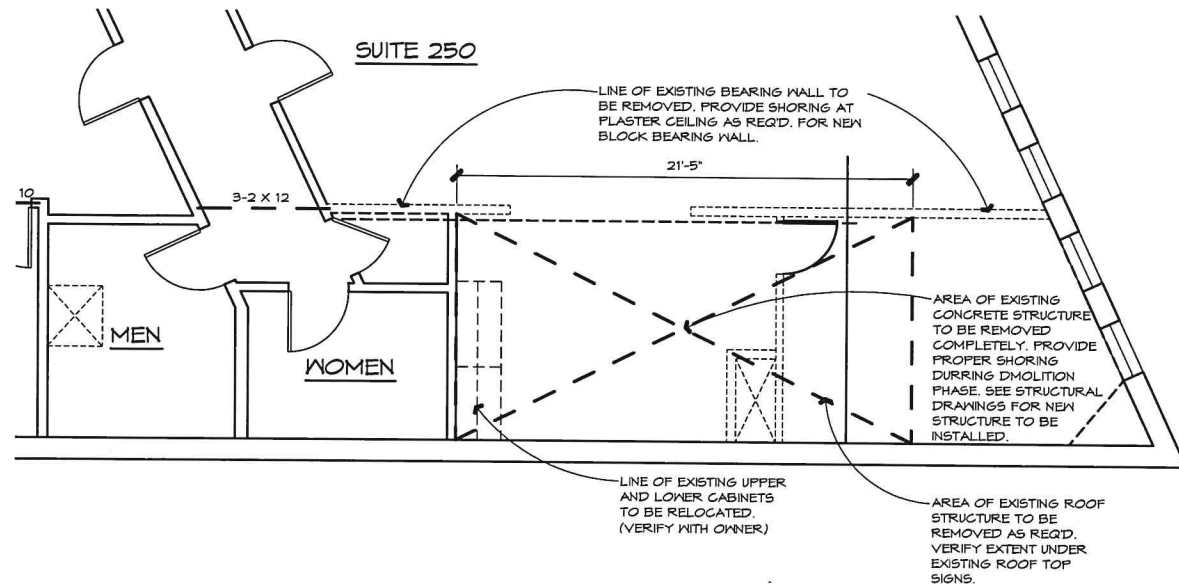
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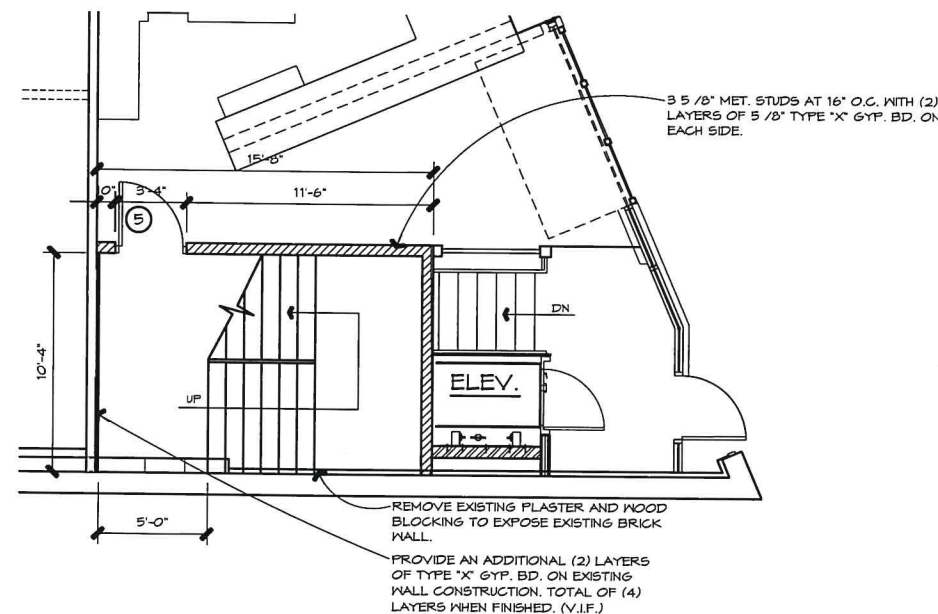
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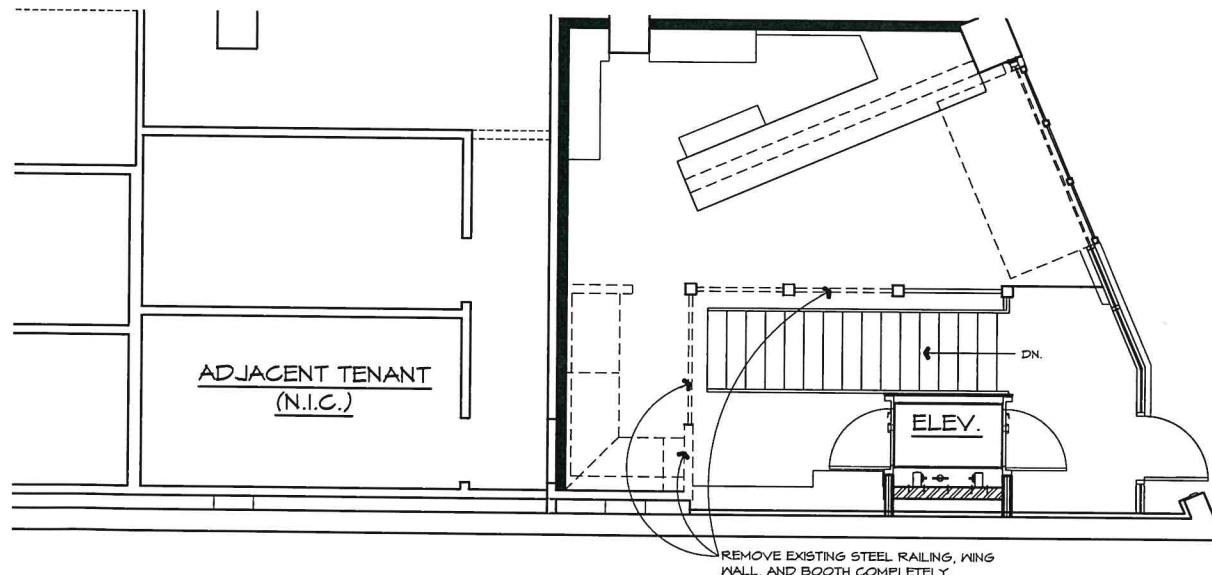
**SECOND FLOOR PLAN**  
 SCALE: 1/4" = 1'-0"



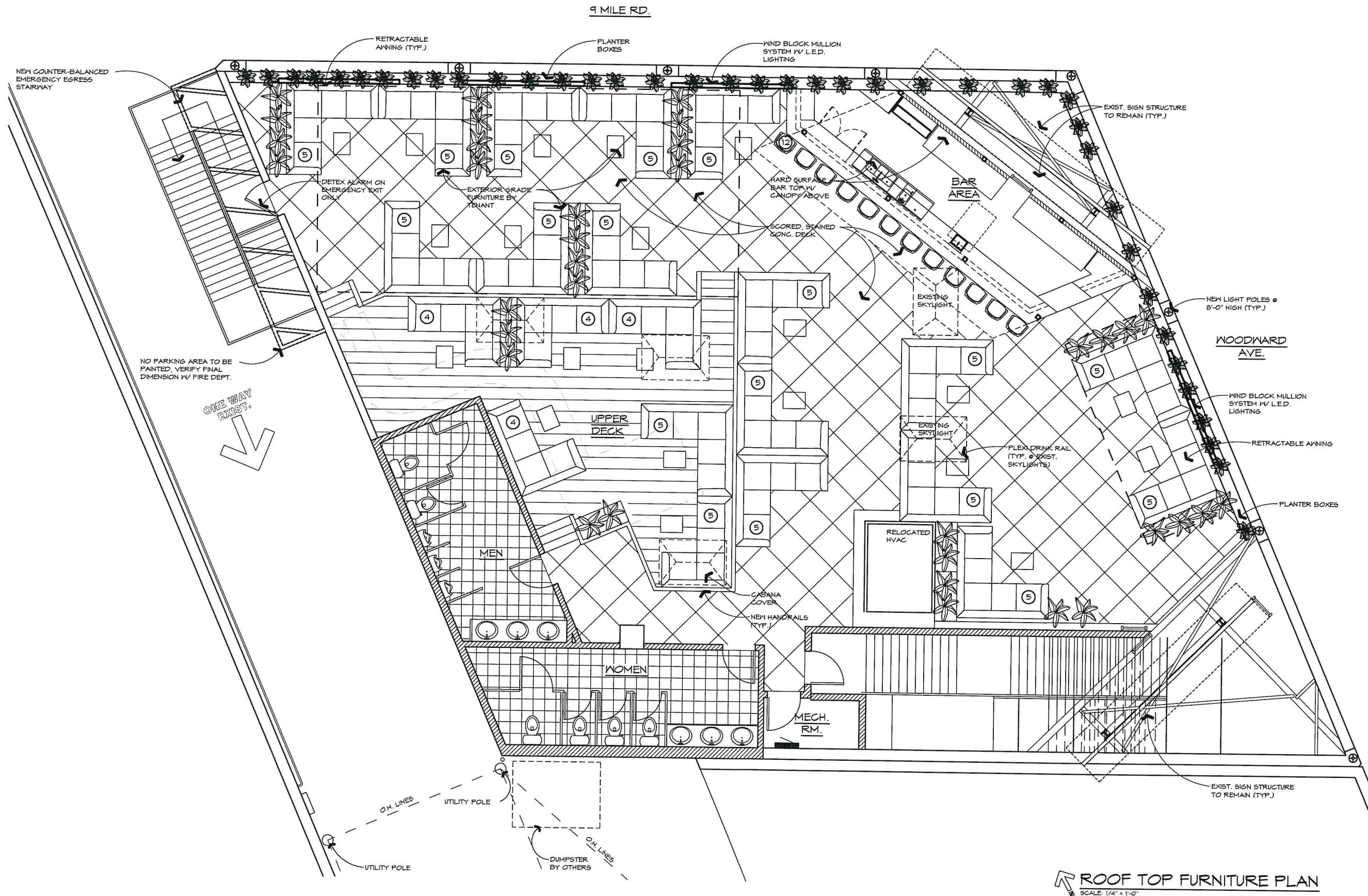
**SECOND FLOOR DEMO PLAN**  
 SCALE: 1/4" = 1'-0"



**FIRST FLOOR PLAN**  
 SCALE: 1/4" = 1'-0"



**FIRST FLOOR DEMO PLAN**  
 SCALE: 1/4" = 1'-0"



**ROOF TOP FURNITURE PLAN**  
SCALE: 1/4" = 1'-0"

|                  |            |
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| ■ PRELIMINARY    | 12/04/2015 |
| ■ CITY ADMIN R/W | 03/24/2016 |
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HAZEL PARK, MICHIGAN 48030  
(248) 547-1500

**MCCANN DUMONT AND ASSOCIATES, INC.**  
23617 JOHN R ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT LOCATION  
**GRASSHOPPER ROOFTOP LOUNGE**  
22751 WOODWARD  
FERNDALE, MI, 48220

DRAWING TITLE:  
**ROOF TOP PLAN**

STATE OF MICHIGAN  
Robert A.L. Williams  
ARCHITECT  
No. 1301019900  
LICENSED ARCHITECT

DRAWN: SCD/RZ  
CHECKED: SCD/JMM  
APPROVED: SCD/JMM

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PROJECT NUMBER: D3451115  
SHEET NUMBER: A-3

|                  |            |
|------------------|------------|
| ■ PRELIMINARY    | 12/04/2015 |
| ■ CITY ADMIN/REV | 03/24/2016 |
| ■ SITE PLAN APP. | 04/01/2016 |
| □ BIDDING        |            |
| ■ PERMIT         | 07/21/2016 |
| □ CONSTRUCTION   |            |
| □ REVISIONS      |            |

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BERKLEY, MICHIGAN 48072 &  
McCANN-DUMONT & ASSOC. INC.,  
23617 JOHN R. ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400  
(ALL PHONE CALLS TO M.D. & A.)

**R.W.**  
**ARCHITECT**  
ROBERT A.L. WILLIAMS R.A.

1920 ROBINA AVE.  
BERKLEY, MICH. 48072

(248) 547-3400

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**CONSTRUCT**

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**MCCANN**  
**DUMONT**  
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23617 JOHN R. ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT LOCATION  
**GRASSHOPPER**  
**ROOFTOP LOUNGE**  
  
22151 WOODWARD  
FERNDAL, MI, 48220

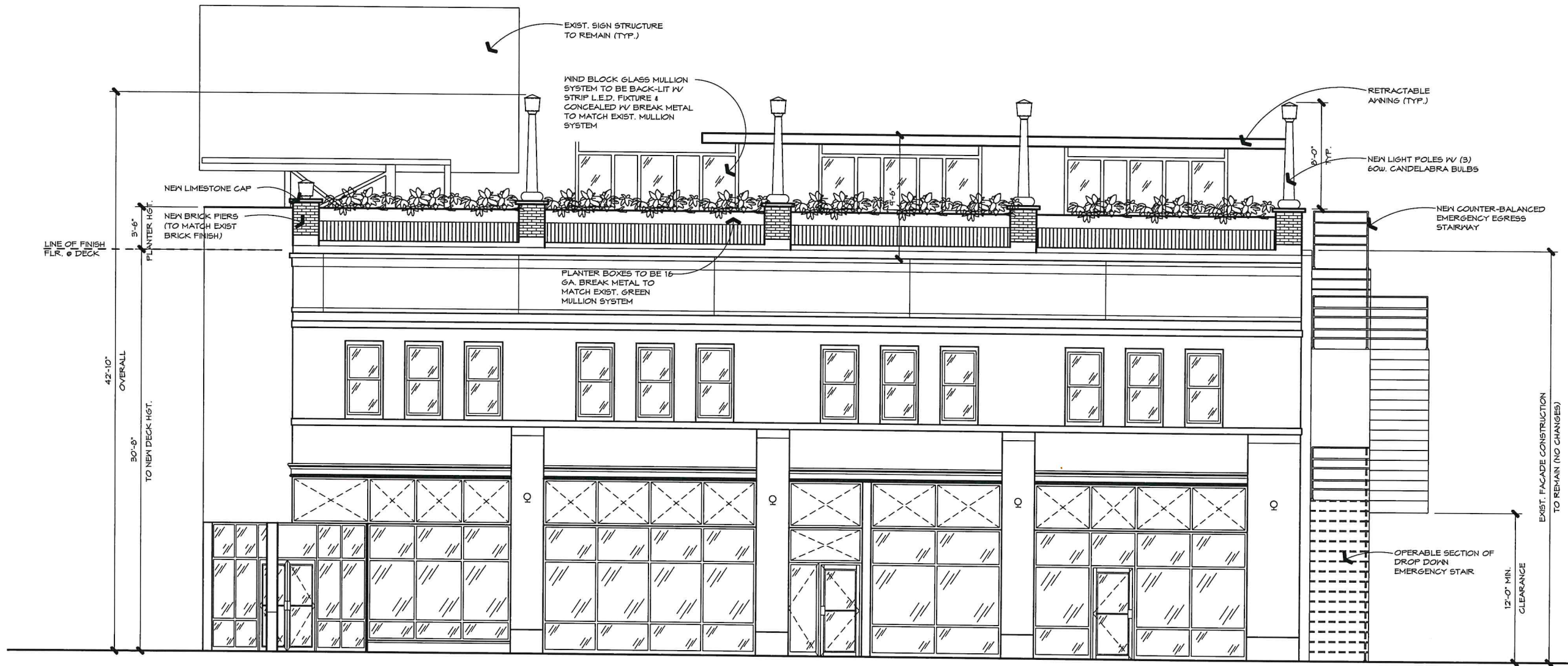
DRAWING TITLE:  
**9 MILE ELEVATION**



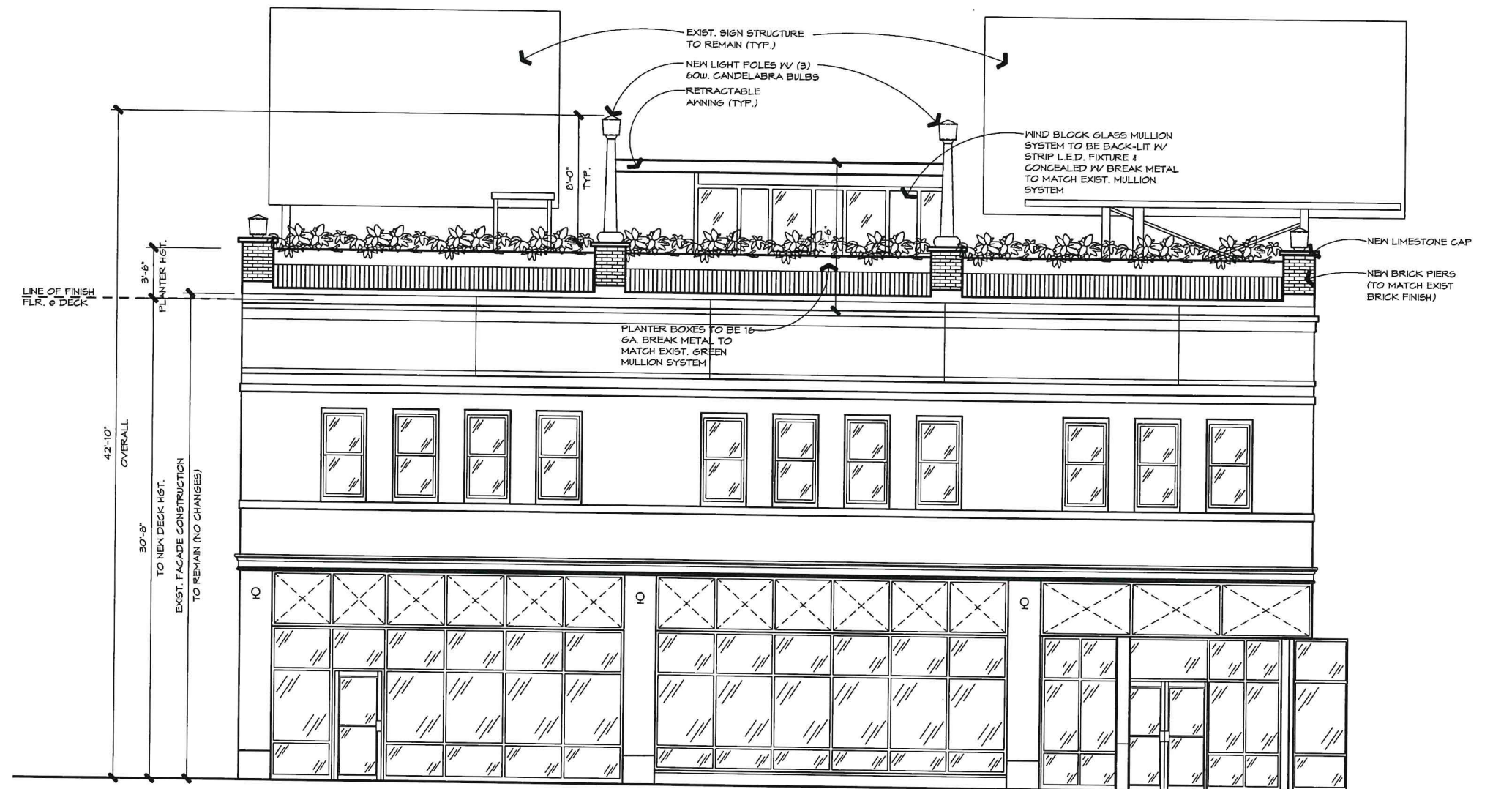
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PROJECT NUMBER D3451115  
SHEET NUMBER A-4



**9 MILE ELEVATION**  
SCALE: 1/4" = 1'-0"



**WOODWARD AVE ELEVATION**  
SCALE: 1/4" = 1'-0"

|                  |            |
|------------------|------------|
| ■ PRELIMINARY    | 12/04/2015 |
| ■ CITY ADMIN/RW  | 03/24/2016 |
| ■ SITE PLAN APP. | 04/07/2016 |
| □ BIDDING        |            |
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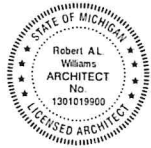
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ROBERT A.L. WILLIAMS R.A.  
1920 ROBINA AVE.  
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AND ASSOCIATES, INC.  
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HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT-LOCATION  
**GRASSHOPPER ROOFTOP LOUNGE**  
22751 WOODWARD  
FERNDAL, MI, 48220  
DRAWING TITLE:  
WOODWARD AVE. ELEVATION



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CHECKED: SCD/JAM  
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PROJECT NUMBER: D3451115  
SHEET NUMBER: A-5

|                    |            |
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| ■ PRELIMINARY      | 12/04/2015 |
| ■ CITY ADMIN. REV. | 03/24/2016 |
| ■ SITE PLAN APP.   | 04/07/2016 |
| □ BIDDING          |            |
| ■ PERMIT           | 07/21/2016 |
| □ CONSTRUCTION     |            |
| □ REVISIONS        |            |

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 AND ASSOCIATES, INC.  
 23617 JOHN R. ROAD  
 HAZEL PARK, MICHIGAN 48030  
 (248) 547-3400

PROJECT LOCATION  
**GRASSHOPPER ROOFTOP LOUNGE**

22151 WOODWARD  
 FERNDALE, MI, 48220

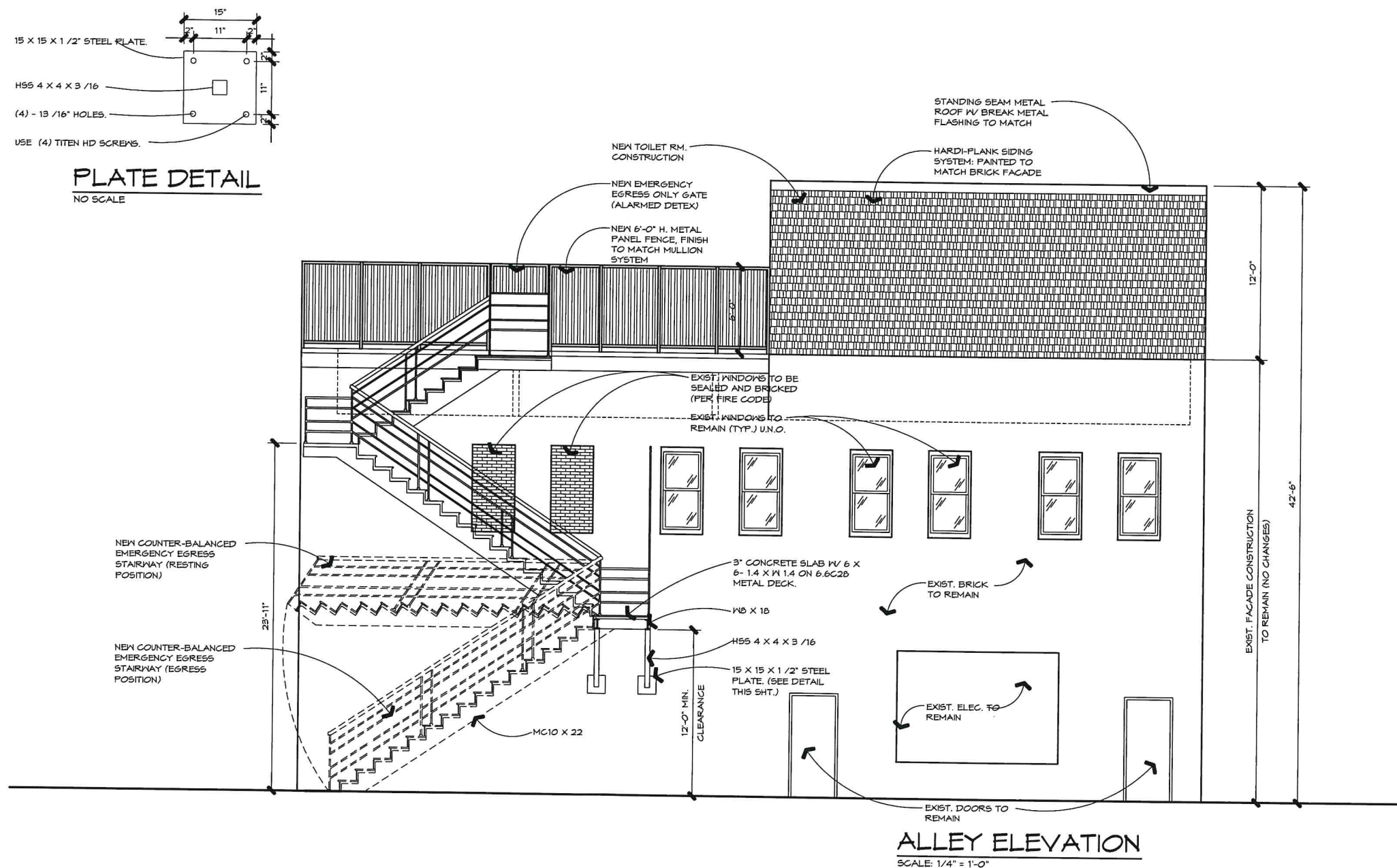
DRAWING TITLE:  
 ALLEY ELEVATION



DRAWN: RZ  
 CHECKED: SCD/JMM  
 APPROVED: SCD/JMM

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PROJECT NUMBER: D3451115  
 SHEET NUMBER: A-6



PRELIMINARY

CITY ADMIN. REV.

SITE PLAN APP.

BIDDING

PERMIT

CONSTRUCTION

REVISIONS

12/04/2015

03/24/2016

04/07/2016

07/21/2016

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(248) 547-3400  
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R.W.

ARCHITECT

ROBERT A.L. WILLIAMS R.A.

1920 ROBINA AVE.

BERKLEY, MICH. 48072

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DESIGN STRUCT

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McCANN DUMONT

AND ASSOCIATES, INC.

23617 JOHN R ROAD

HAZEL PARK, MICHIGAN 48030

(248) 547-3400

PROJECT LOCATION

GRASSHOPPER ROOFTOP LOUNGE

22751 WOODWARD

FERNDALE, MI, 48220

DRAWING TITLE:

EQUIPMENT PLAN

STATE OF MICHIGAN

Robert A.L. Williams

ARCHITECT

No. 1301019900

REGISTERED ARCHITECT

DRAWN

CHECKED

APPROVED

RZ

SCD/JAM

SCD/JAM

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PROJECT NUMBER

D3451115

SHEET NUMBER

A-7

| EQUIPMENT SCHEDULE: |      |                        |              |              |                                      |
|---------------------|------|------------------------|--------------|--------------|--------------------------------------|
| ITEM NO.            | QTY. | EQUIPMENT CATEGORY     | MANUFACTURER | MODEL NO.    | COMMENTS                             |
| 1                   | 1    | ICE MAKER              | HANSONDGE    | D-1150W-251V | 1141 LB CAPACITY, 115V / 710 LB. BN. |
| 2                   | 1    | 3 COMPARTMENT BAR SINK | SAUBER       | BAR3090-LR   | 15" DRANDBOARDS                      |
| 3                   | 1    | 3 COMPARTMENT SINK     |              |              | EXISTING, TO BE RELOCATED            |
| 4                   | 1    | HAND SINK              |              |              | WITH SPLASH SHIELDS                  |
| 5                   | 1    | BLENDER STN. IV SINK   | KRONNE       | 10-128D      |                                      |
| 6                   | 1    | BAR DRANDBOARD         | KRONNE       | 10-6624      |                                      |
| 7                   | 1    | 3 DOOR REPRID. UNIT    | BEVERAGE-AIR | BB806-1-B    | 20.0 CU. FT, 115V                    |

The diagram is a detailed plan view of a rooftop bar area. It shows the placement of various pieces of equipment, each labeled with a circled number corresponding to the equipment schedule. The layout includes a 'BAR AREA' with a 'HARD SURFACE BAR TOP' and a 'CANOPY ABOVE'. Other features include a 'LOCKABLE CABINET WITH SHELVES', a 'SCORED, STAINED CONC. DECK', and an 'EXIST. SIGN STRUCTURE TO REMAIN (TYP.)'. The plan also shows the relationship between the bar area and the surrounding rooftop structure, including a sloped roof section and a set of stairs.

N

ROOFTOP BAR EQUIPMENT PLAN

SCALE 1/4"=1'-0"

| PLUMBING SCHEDULE: |               |        |        |      |        |      |         |
|--------------------|---------------|--------|--------|------|--------|------|---------|
| CODE               | DESCRIPTION   | SOIL   | TRAP   | VENT | COLD   | HOT  | REMARKS |
| WC                 | WATER CLOSET  | 3"     | 3"     | 2"   | 1 1/2" | --   |         |
| LAV.               | LAVATORY      | 1 1/4" | 1 1/4" | 2"   | 1/2"   | 1/2" |         |
| FD.                | FLOOR DRAIN   | 3"     | 3"     | --   | --     | --   |         |
| M.S.               | MOP SINK      | 1 1/4" | 1 1/4" | 2"   | 1/2"   | 1/2" |         |
| I.S.               | INDIRECT SINK | 3"     | 3"     | 2"   | 1/2"   | 1/2" |         |
| H.S.               | HAND SINK     | 1 1/4" | 1 1/4" | 2"   | 1/2"   | 1/2" |         |

|                  |            |
|------------------|------------|
| ■ PRELIMINARY    | 12/04/2015 |
| ■ CITY ADMIN/RW  | 03/24/2016 |
| ■ SITE PLAN APP. | 04/07/2016 |
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| ■ PERMIT         | 07/21/2016 |
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| ■ REVISIONS      | 04/13/2016 |

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23617 JOHN R ROAD  
HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT-LOCATION  
**GRASSHOPPER  
ROOFTOP LOUNGE**  
22751 WOODWARD  
FERNDAL, MI, 48220

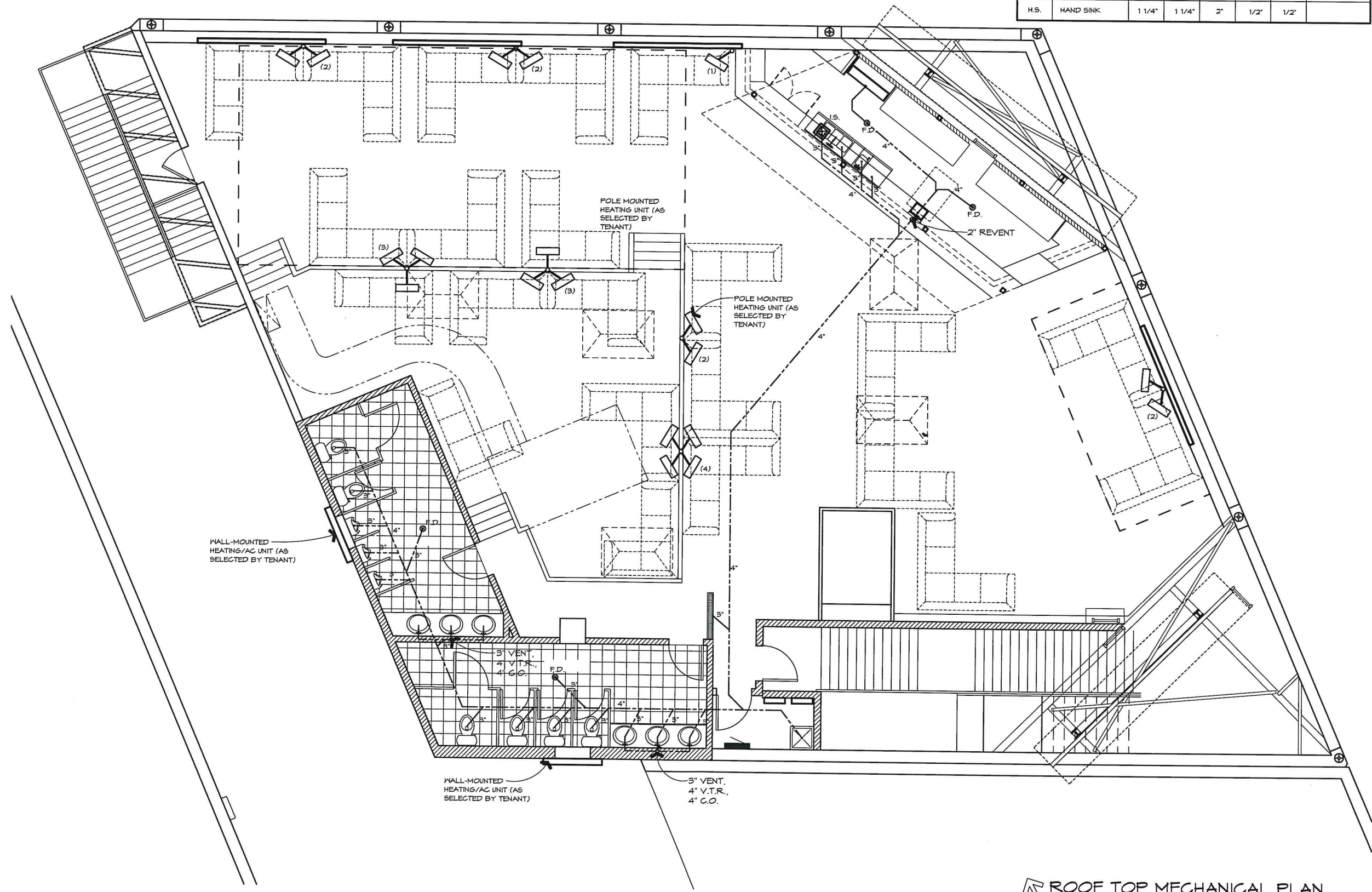
DRAWING TITLE:  
**ROOF TOP MECHANICAL  
PLAN**



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APPROVED SCD/JNM

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PROJECT NUMBER D3451115  
SHEET NUMBER A-8



**ROOF TOP MECHANICAL PLAN**  
SCALE: 1/4" = 1'-0"

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**(248) 547-1500**



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PROJECT-LOCATION  
**GRASSHOPPER**  
**ROOFTOP LOUNGE**

22757 WOODWARD  
FERNDALE, MI 48220

DRAWING TITLE:

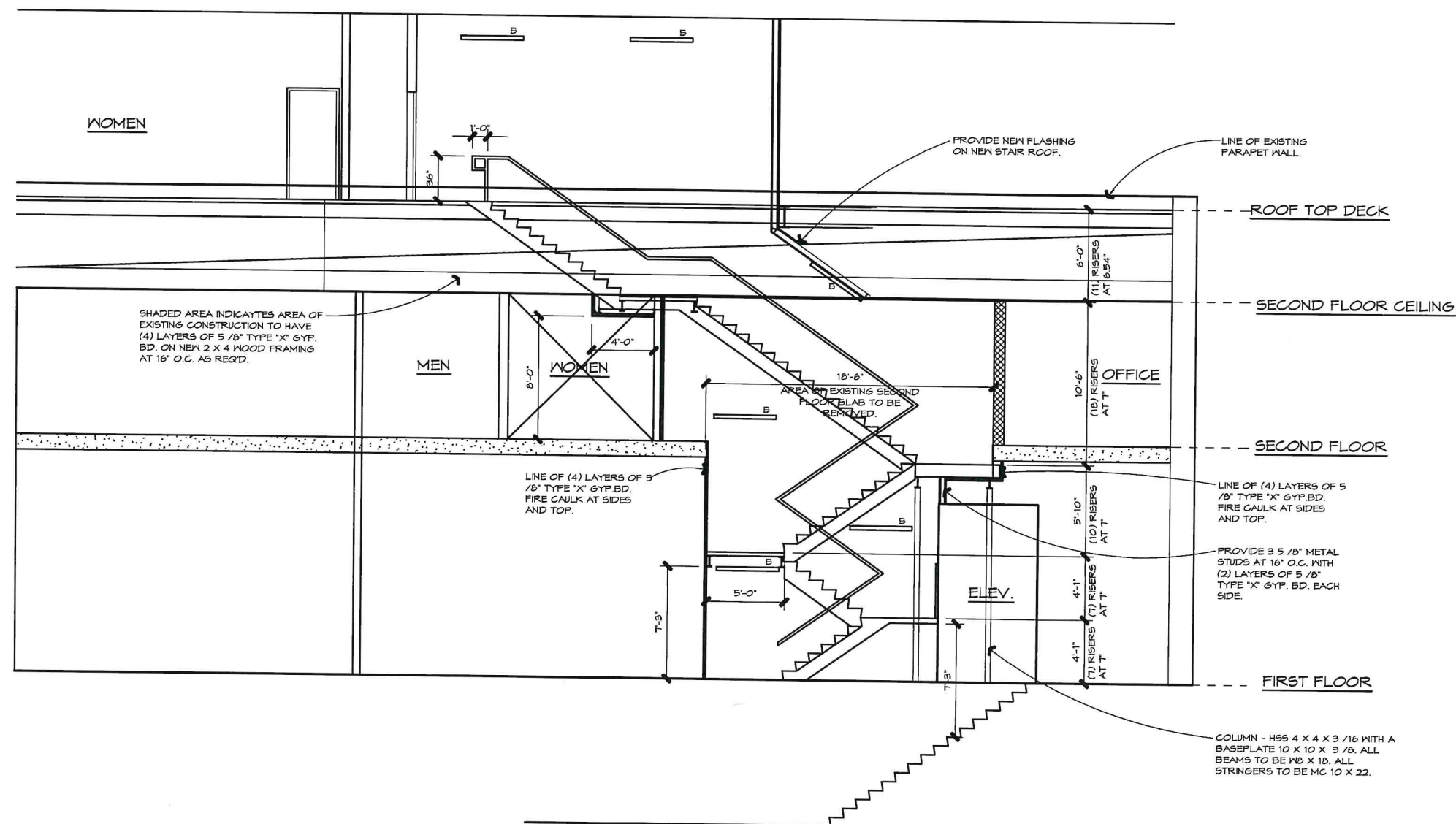
SECTION



|          |         |
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| DRAWN    | RZ      |
| CHECKED  | SCD/JJM |
| APPROVED | SCD/JJM |

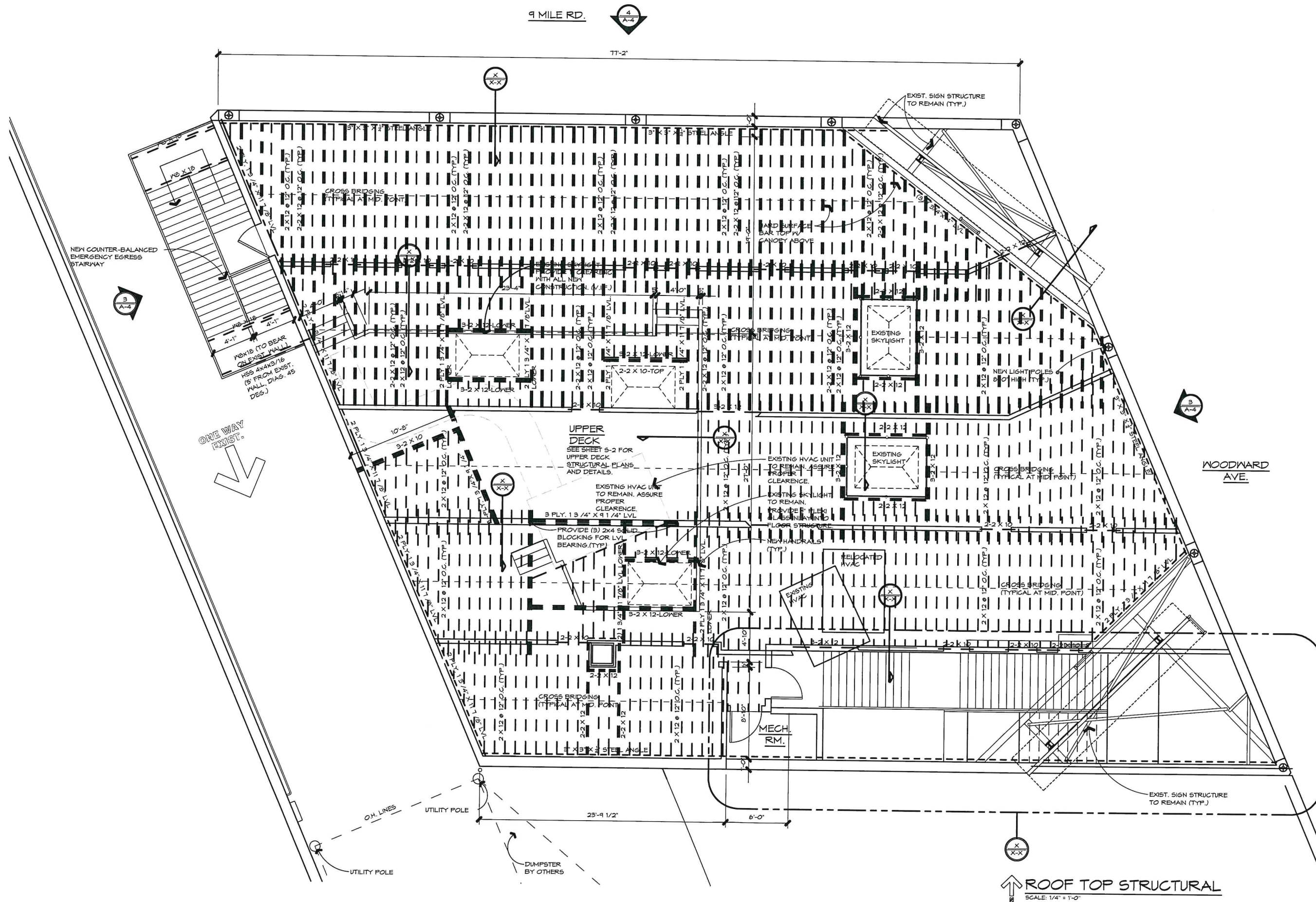
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PROJECT NUMBER D3451115  
SHEET NUMBER A-8



SECTION

SCALE: 1/4" = 1'-0"



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| ■ PRELIMINARY      | 12/04/2015 |
| ■ CITY ADMIN. REV. | 03/24/2016 |
| ■ SITE PLAN APP.   | 04/07/2016 |
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ENGINEERING INC.**

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TROY, MI 48063  
PH: (248) 246 6577  
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HAZEL PARK, MICHIGAN 48030  
(248) 547-3400

PROJECT-LOCATION

**GRASSHOPPER  
ROOFTOP LOUNGE**

22751 WOODWARD  
FERNDALE, MI, 48220

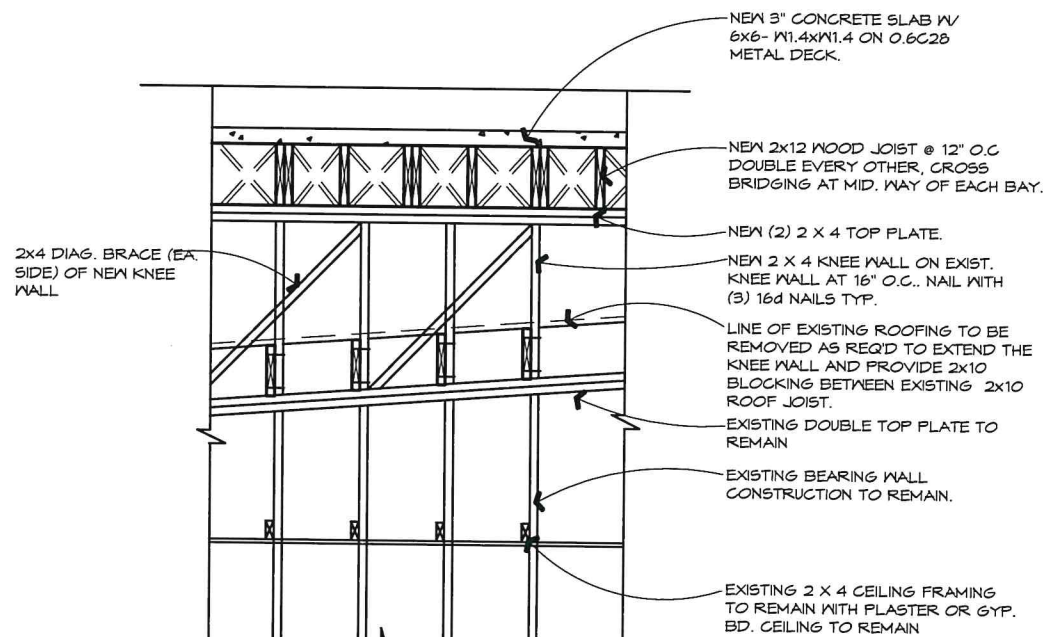
DRAWING TITLE:

UPPER DECK FRAMING PLAN  
/ STRUCTURAL SECTIONS

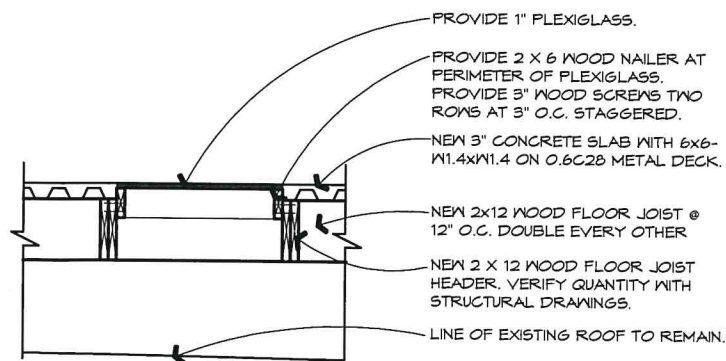
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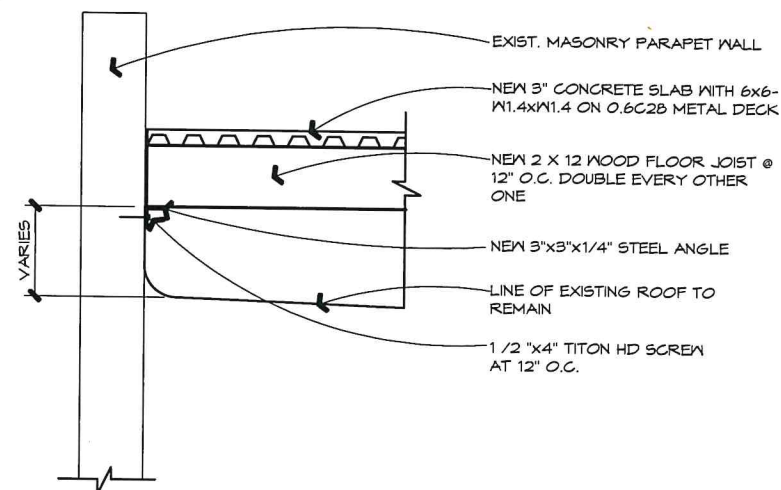
PROJECT NUMBER D3451115  
SHEET NUMBER 5-2



**3  
A-1** **STRUCTURAL SECTION**  
SCALE: 3/4" = 1'-0"



**2  
A-1** **STRUCTURAL SECTION**  
SCALE: 3/4" = 1'-0"

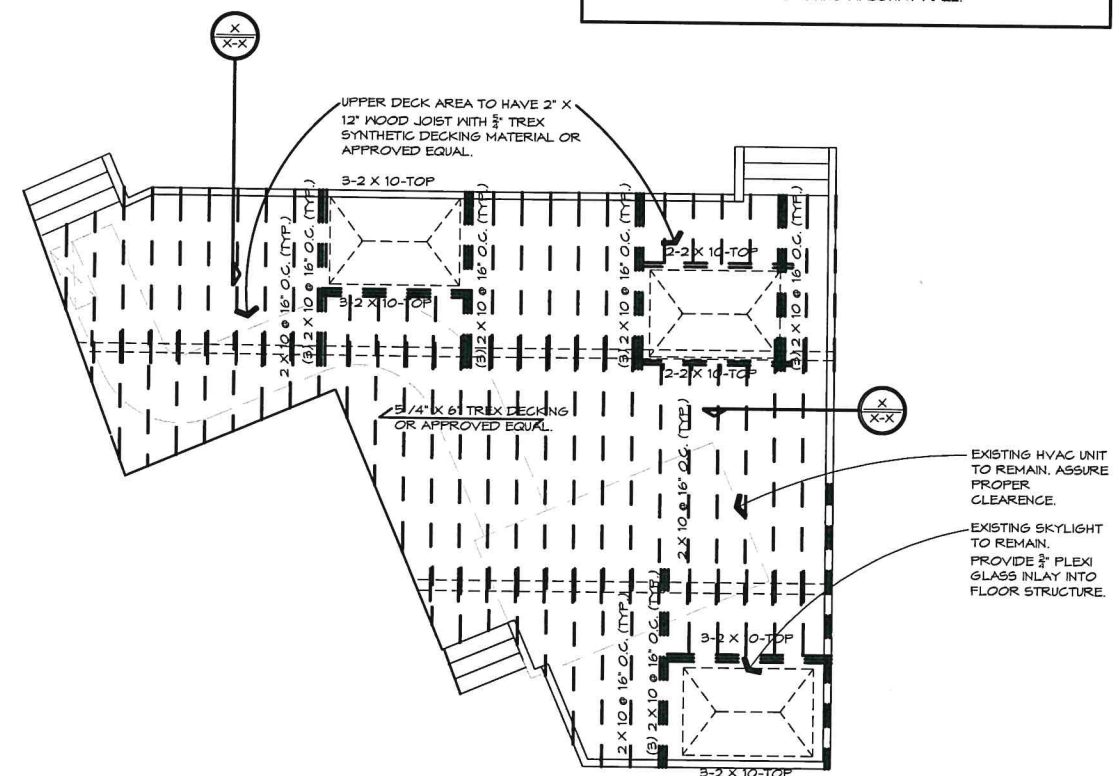


**1  
A-1** **STRUCTURAL SECTION**  
SCALE: 3/4" = 1'-0"

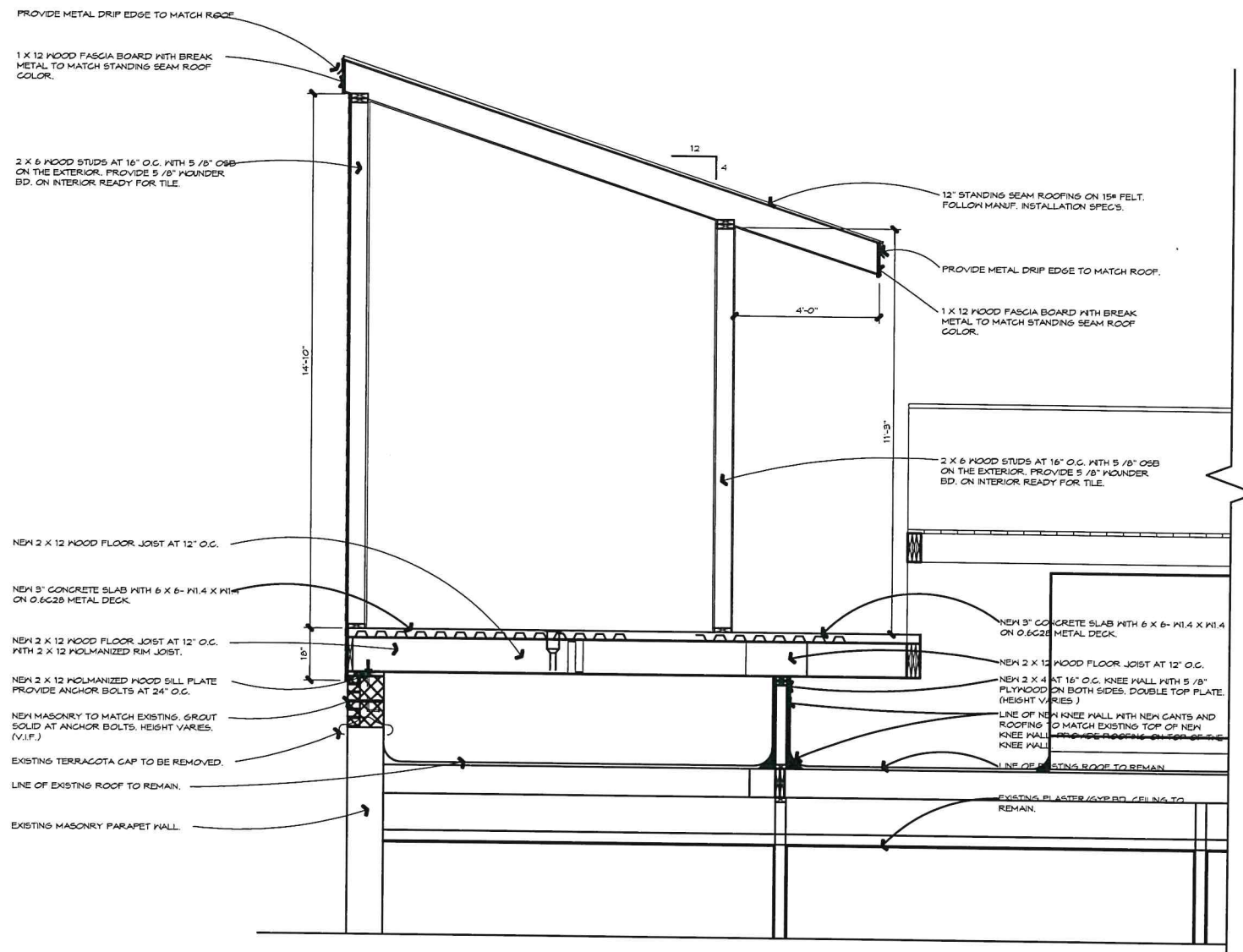
**STRUCTURAL SCHEDULE:**

--- 2" X 12" WOOD JOIST AT 12" O.C.

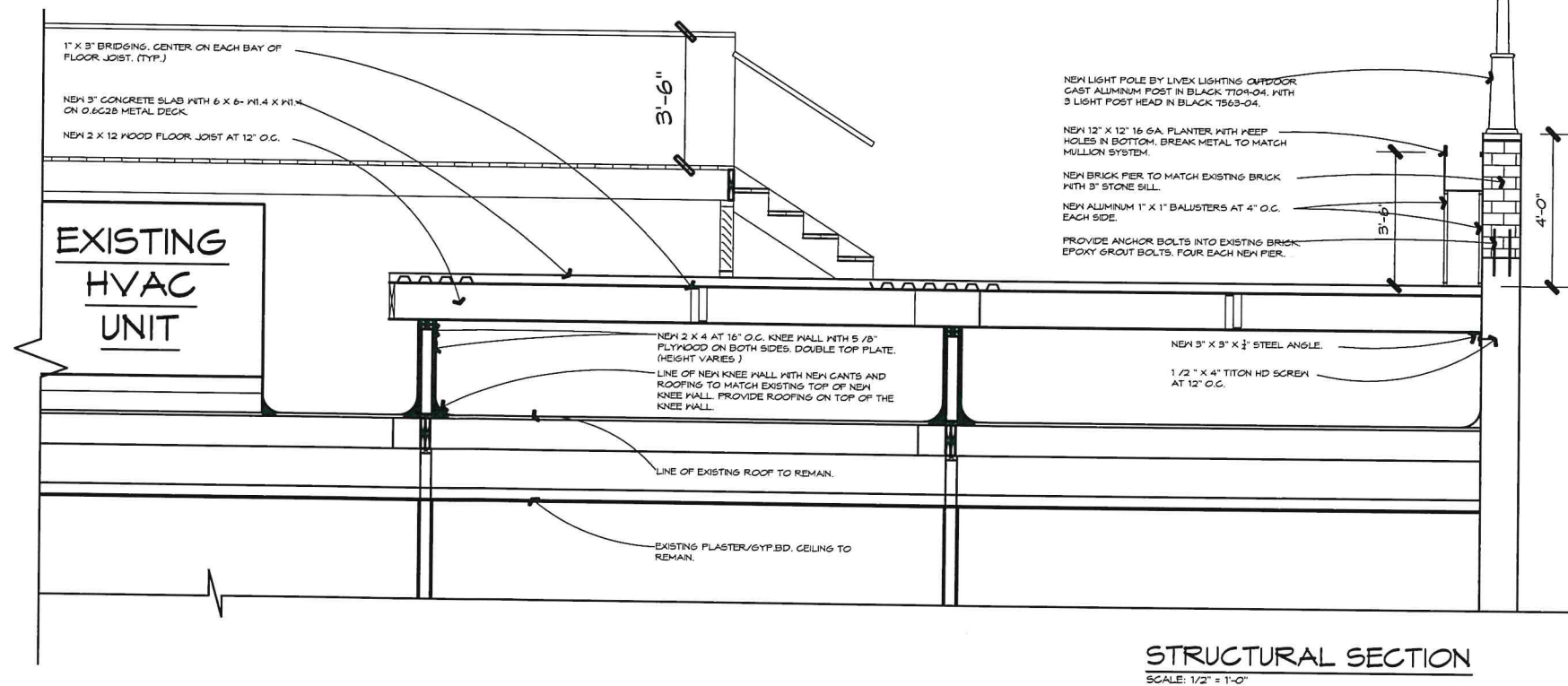
--- PROVIDE 3" X 3" X 1/2" STEEL ANGLE WITH 1/2" 4" TITON HD SCREWS AT 12" O.C. INTO EXISTING MASONRY WALL.



**ROOF TOP UPPER DECK FRAMING**  
SCALE: 1/4" = 1'-0"



**STRUCTURAL SECTION**  
SCALE: 1/2" = 1'-0"



**STRUCTURAL SECTION**  
SCALE: 1/2" = 1'-0"

|                  |            |
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TROY, MI 48063



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PROJECT-LOCATION  
**GRASSHOPPER  
ROOFTOP LOUNGE**

22751 WOODWARD  
FERNDAL, MI, 48220

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**STRUCTURAL SECTION**

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PROJECT NUMBER D3451115  
SHEET NUMBER S-3

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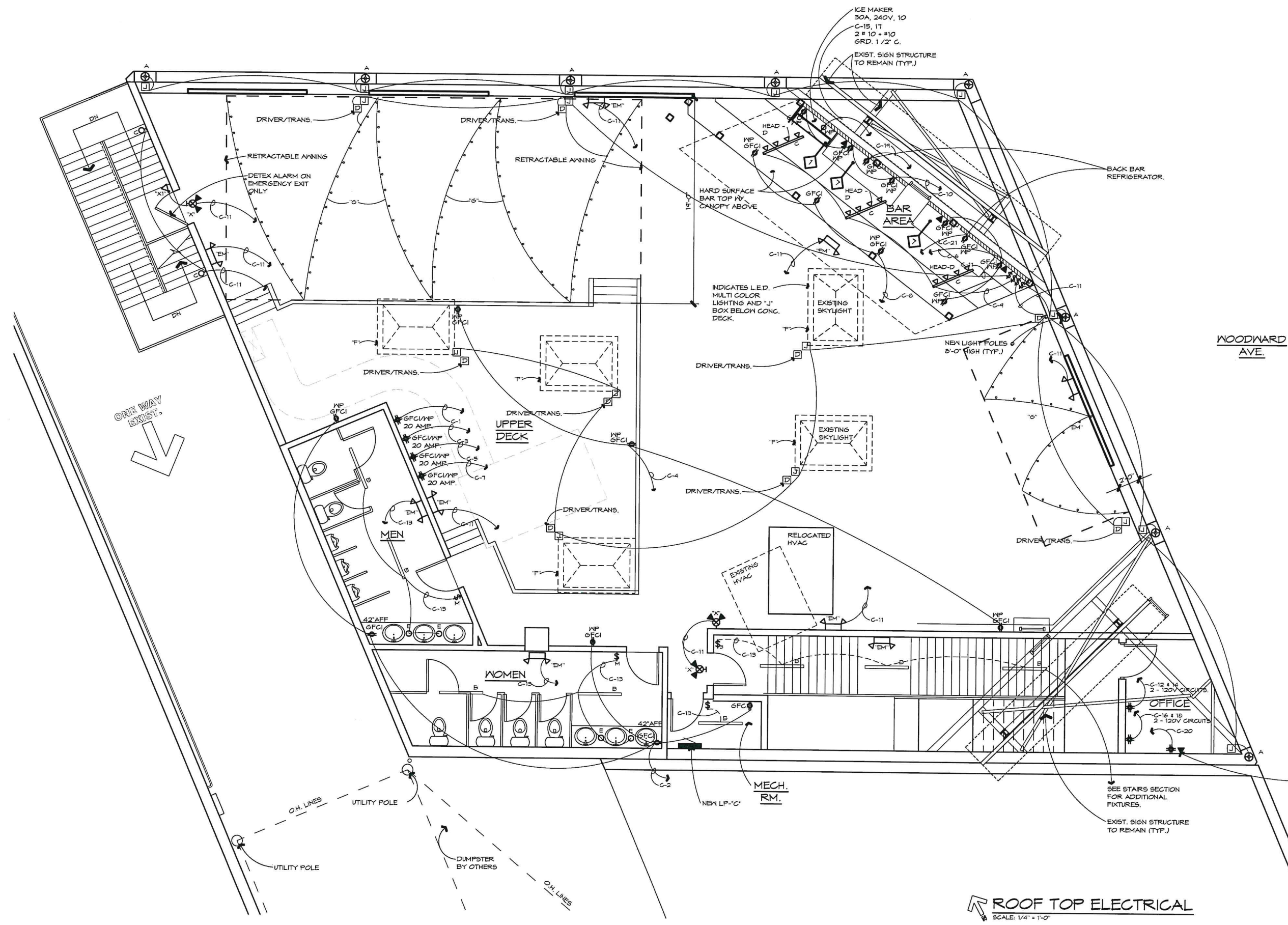
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PROJECT-LOCATION  
**GRASSHOPPER ROOFTOP LOUNGE**

22151 WOODWARD  
 FERNDALE, MI, 48220

DRAWING TITLE:  
**ROOF TOP ELECTRICAL**

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 PROJECT NUMBER D3451115  
 SHEET NUMBER E-1



**ROOF TOP ELECTRICAL**  
 SCALE: 1/4" = 1'-0"

|                  |            |
|------------------|------------|
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| ■ CITY ADMIN.R/W | 03/24/2016 |
| ■ SITE PLAN APP. | 04/07/2016 |
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(248) 547-3400

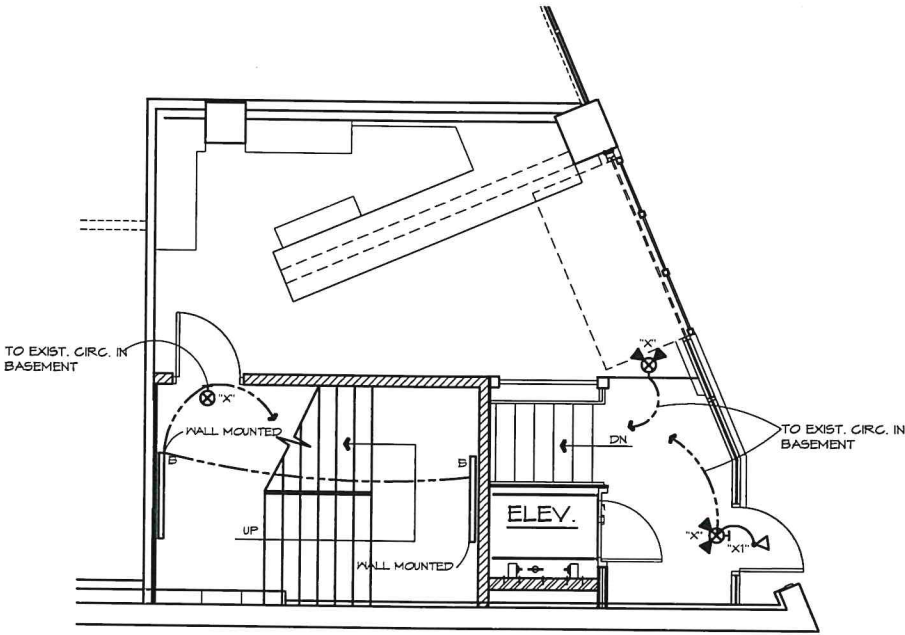
PROJECT-LOCATION  
**GRASSHOPPER  
ROOFTOP LOUNGE**  
22751 WOODWARD  
FERNDAL, MI, 48220

DRAWING TITLE:  
FIRST FLOOR ELECTRICAL

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PROJECT NUMBER D3451115  
SHEET NUMBER E-2



 **FIRST FLOOR ELECTRICAL**  
SCALE: 1/4" = 1'-0"

## ELECTRICAL-GENERAL REQUIREMENTS

### GENERAL

CONTRACTOR SHALL FURNISH ALL MATERIALS AND LABOR AS INDICATED ON THE PLANS AND AS REQUIRED FOR A COMPLETE LIGHTING AND POWER SYSTEM SHOWN ON THE PLAN.

### EXAMINATION OF PREMISES

CONTRACTOR SHALL VISIT THE JOB SITE AND BE AWARE OF CONDITIONS UNDER WHICH HE MUST WORK.

### PERMIT & FEES

CONTRACTOR SHALL OBTAIN ALL PERMITS AND PAY ALL FEES.

### CODES

ALL WORK SHALL BE EXECUTED AND INSPECTED IN ACCORDANCE WITH THE LATEST APPROVED EDITION OF THE NATIONAL ELECTRIC CODE, THE CODES OF O.S.H.A., BARRIER FREE, AND ALL LOCAL AUTHORITIES HAVING JURISDICTION.

### LANDLORD REQUIREMENTS

COMPLY WITH CONSTRUCTION STANDARDS AND RULES OF THE LANDLORD.

### GROUNDING

CABINETS, MOTOR FRAMES, STARTERS, CONDUIT SYSTEMS, PANELS, ETC., SHALL BE GROUNDED IN ACCORDANCE WITH THE LATEST N.E.C. AND LOCAL CODES.

### MATERIALS

MATERIAL SHALL BE NEW AND BEAR THE U.L. LABEL OR LISTING, WHEREVER STANDARDS HAVE BEEN ESTABLISHED.

### AS-BUILT DRAWINGS

CONTRACTOR SHALL PREPARE AND MAINTAIN ACCURATE RECORD DRAWINGS OF ALL UNDERGROUND AND CONCEALED WORK AND SHALL SUBMIT THESE DRAWINGS TO THE OWNER UPON FINAL ACCEPTANCE OF THE WORK OR UPON THE OWNERS REQUEST.

### DRAWINGS AND MEASUREMENTS

THE DRAWINGS ARE PARTLY DIAGRAMMATIC AND ARE NOT INTENDED TO BE SCALED FOR ROUGH-IN MEASUREMENTS NOR TO SERVE AS SHOP DRAWINGS. FIELD MEASUREMENTS NECESSARY FOR ORDERING MATERIALS AND FITTING THE INSTALLATION TO THE BUILDING CONSTRUCTION AND ARRANGEMENT SHALL BE TAKEN BY THIS CONTRACTOR.

### SHOP DRAWINGS

COMPLETE SHOP DRAWINGS FOR ALL ELECTRICAL WORK SHALL BE SUBMITTED TO THE ENGINEER FOR REVIEW BEFORE FABRICATION OF THE WORK. SEVEN (7) COPIES OF THE SHOP DRAWINGS SHALL BE SUBMITTED ON ALL ITEMS OF ELECTRICAL EQUIPMENT, PANELS, LIGHT FIXTURES, SPECIALTIES, ETC.

### CLEANING AND FINISHING

AFTER ALL TEST HAVE BEEN MADE, THE CONTRACTOR SHALL CAREFULLY MAKE A THOROUGH INSPECTION OF THE ENTIRE INSTALLATION AND HAVE THE ENTIRE WORK THOROUGHLY CLEANED, ALL RUBBISH REMOVED, AND LEAVE ALL WORK SATISFACTORY TO THE ARCHITECT AND THE OWNER.

### COORDINATION WITH OTHER WORK

CONSULT THE PLANS COVERING THE WORK FOR THE VARIOUS OTHER TRADES, THE FIELD LAYOUTS OF THE CONTRACTORS FOR THESE TRADES, AND THEIR SHOP DRAWINGS. THE CONTRACTOR SHALL BE AWARE AND RESPONSIBLE IN LAYING OUT THE ELECTRICAL WORK.

### DAMAGE TO OTHER WORK

THE ELECTRICAL CONTRACTOR WILL BE HELD RESPONSIBLE FOR DAMAGED TO WORK CAUSED BY HIS WORK OR THROUGH THE NEGLECT OF HIS WORKMEN. ALL PATCHING AND REPAIRING OF DAMAGED WORK SHALL BE DONE BY THE GENERAL CONTRACTOR, BUT THE COST OF SAME SHALL BE PAID BY THE CONTRACTOR RESPONSIBLE FOR THE DAMAGE.

### TESTING

AFTER ALL ELECTRICAL WORK HAS BEEN COMPLETED, THE CONTRACTOR SHALL DEMONSTRATE TO THE ARCHITECT OR ENGINEER THAT THE ENTIRE INSTALLATION IS IN WORKING ORDER. ANY DEFECTIVE WORK OR EQUIPMENT, OR ANY WORK THAT IS NOT IN COMPLIANCE WITH THE SPECIFICATIONS, SHALL BE PROMPTLY CORRECTED BY THE CONTRACTOR.

### CUTTING AND PATCHING

CUTTING, CORE DRILLING, INSERTS AND CONDUIT OR CABLE SLEEVES AND PATCHING REQUIRED IN THE GENERAL CONSTRUCTION FOR COMPLETION OF THE WORK, SPECIFIED HEREIN, SHALL BE FURNISHED AND INSTALLED BY THE ELECTRICAL CONTRACTOR.

### CONDUIT SLEEVES

PROVIDE CONDUIT SLEEVES WHERE CONDUIT PASS THRU FLOORS, WALLS, ETC. AS REQUIRED.

ALL VOIDS BETWEEN SLEEVES OR HOLES AND CONDUITS PASSING THRU SHALL BE FIRE-STOPPED. SPECSEAL 100 FIRE STOP SEALANT OR EQUAL.

### EXCAVATION AND BACK FILLING

ALL EXCAVATING, TRENCHING AND BACK FILLING TO INSTALL ELECTRICAL WORK SHALL BE BY THE ELECTRICAL CONTRACTOR.

### MOUNTING HEIGHTS (U.N.O.):

|                   |                     |
|-------------------|---------------------|
| LIGHTING SWITCHES | 4'-0" TO CENTERLINE |
| RECEPTACLES       | 1'-6" TO BOTTOM     |
| TELEPHONE/DATA    | 1'-6" TO BOTTOM     |
| WALL TELEPHONE    | 4'-0" TO CENTERLINE |

### CERTIFICATE OF APPROVAL

WHEN THE JOB IS COMPLETED, THE CONTRACTOR SHALL PROVIDE THE ARCHITECT / ENGINEER WITH CERTIFICATE OF APPROVAL FROM THE LOCAL ELECTRICAL INSPECTION AUTHORITY. THE CONTRACTOR SHALL GIVE THE OWNER A WRITTEN GUARANTEE THAT HE WILL MAKE GOOD, AT HIS OWN EXPENSE, ANY DEFECTS IN MATERIALS OR WORKMANSHIP WHICH MAY DEVELOP WITHIN (1) ONE YEAR FROM THE DATE OF FINAL ACCEPTANCE.

## ELECTRICAL - BASIC MATERIALS

### WIRING

FEEDERS SHALL BE TYPE THWN OR XHHW. BRANCH CIRCUIT WIRING SHALL BE TYPE THWN/THHN, #12 MINIMUM. ALL WIRE SHALL BE COPPER, HAVE 600 VOLT INSULATION AND BE INSTALLED IN CONDUIT.

### CONDUIT

CONDUIT SHALL BE MC, THINWALL (EMT), R.G.S. OR PVC CONDUIT INSTALLED IN OR UNDER FLOOR SHALL BE 3/4" MINIMUM, R.G.S. OR PVC. CONDUIT INSTALLED IN FINISHED AREAS SHALL BE CONCEALED.

SECONDARY SERVICE CONDUIT SHALL BE RIGID GALVANIZED STEEL.

FLEXIBLE METAL CONDUIT WITH GROUND WIRE SHALL BE USED FOR FINAL CONNECTION TO LIGHTING FIXTURES, MOTORS, ETC., 1/2" MINIMUM

MC CABLE MAY BE USED IN PARTITION WALL OR ABOVE ACCESSIBLE CEILINGS

NO PVC CONDUIT WILL BE ALLOWED IN BUILDING. ALL CONDUITS TURNING UP FROM UNDERGROUND SHALL BE STEEL ELLS

### SWITCHES

SWITCHES SHALL BE 20A, 120/277V., 1 POLE, 3 AND 4 WAY AS INDICATED, IVORY FINISH, HUBBELL #1221-1 SERIES, COOPER WIRING DEVICES OR LEVITON.

### DIMMER SWITCHES

DIMMER SWITCHES SHALL BE FOR MULTI LOCATION, IVORY FINISH, FOR LED LAMPS 0-10 VOLT DIMMING, HUNT, LUTRON OR EQUAL.

### MOTION SWITCHES

WALL MOUNTED INFRARED COMMERCIAL GRADE MOTION SENSORS SHALL BE 1800 VA, 277 VOLT OR 1000 VA, 120 VOLT FOR UP TO 300 S.F. COVERAGE, 15 SECOND TO 30 MINUTE TIME ADJUST, SELF ADJUSTING SENSITIVITY. SCHNEIDER #SLSPWS1277UI (120V), SLSPWD1277UI, OR WATT STOPPER.

### RECEPTACLES

RECEPTACLES SHALL BE DUPLEX, GROUNDING TYPE 20A., 125V, IVORY FINISH, HUBBELL #S3624 OR EQUAL. SPECIAL PURPOSE RECEPTACLES 30A., 40A., 50A., 2P. OR 3P., ETC. SHALL BE SPECIFICATION GRADE, HUBBELL, COOPER WIRING DEVICES OR LEVITON

G.F.I. RECEPTACLES SHALL BE DUPLEX GROUNDING TYPE, 20A., 125V, HUBBELL #GF5362-1, COOPER WIRING DEVICES OR LEVITON

WEATHERPROOF GFI RECEPTACLES SHALL HAVE POLYCARBONATE WEATHERPROOF COVER. THE ENCLOSURE SHALL HAVE CORD PORTS CAPABLE OF ALLOWING AN ELECTRICAL CORD TO PASS THROUGH WHEN COVER IS CLOSED, TAYMAC # 20310 OR EQUAL.

### WALL PLATES

WALL PLATES FOR SWITCHES, AND RECEPTACLE OUTLETS SHALL BE SUPER STAINLESS STEEL, ANSI 302, HUBBELL #97000 SERIES, COOPER WIRING DEVICES, OR LEVITON.

### OUTLETS

INDOOR OUTLET BOXES FOR CONCEALED WORK SHALL BE PRESSED STEEL BOXES, GALVANIZED, #12 GAUGE. WALL OR CEILING BOXES SHALL BE 4" ROUND OR OCTAGONAL AS REQUIRED. OUTLET BOXES INSTALLED OUTDOORS SHALL BE CAST TYPE "FS" OR "FD".

### DISCONNECT SWITCHES

DISCONNECT SWITCHES SHALL BE HEAVY DUTY, 250 VOLT, FUSED OR NON-FUSED AS INDICATED, IN A NEMA 1 ENCLOSURE. DISCONNECT SWITCHES INSTALLED OUTDOORS SHALL BE IN A NEMA 3R ENCLOSURE. SQUARE D, CUTLER HAMMER, G.E., OR SIEMENS I.T.E.

### FUSES

CIRCUIT BREAKER PANELS SHALL BE PROTECTED BY BUSSMAN LOW-PEAK DUAL ELEMENT FUSES LPN/LPS, 250 OR 480 VOLTS.

### NEW LIGHTING PANEL

PANELS SHALL BE 120/240V, 1 PHASE, 3 WIRE W/ BOLT-ON GFCI CIRCUIT BREAKERS, RATED 10,000 A.I.C. SWITCH DUTY RATED, 20" WIDE CABINET MINIMUM. SQUARE D "NQOD," CUTLER HAMMER, G.E. OR SIEMENS I.T.E. PROVIDE TYPEWRITTEN DIRECTORY INDICATING EACH ITEM SERVED.

### NAMEPLATES

PROVIDE NAMEPLATES ON EACH INDIVIDUAL SAFETY SWITCH, CONTROL STATION, PANEL BOARD, MOTOR STARTER, ETC. NAMEPLATES SHALL BE WHITE LAMINATED PLASTIC WITH BLACK ENGRAVED LETTERS AND A SELF-ADHESIVE BACK.

## LIGHTING

### LAMPS

LED FIXTURES SHALL BE ENERGY SAVING TYPE, 3500K COLOR TEMP.

### DRIVERS

LED LAMP DRIVERS SHALL BE ENERGY SAVING ELECTRONIC TYPE.

## LIGHT FIXTURE SCHEDULE:

| FIXTURE | TYPE   | LAMPS           | VOLT. | NOTES                     | MANUFACTURER   |
|---------|--|-----------------|-------|---------------------------|--|
| A       | EXTERIOR LIGHT POLE HEADS  | (3) 60W         | 120V  | LIGHT POLE HEADS          | LIVEX LIGHTING-HAMILTON<br>(3) LIGHT OUTDOOR POST<br>HEAD IN BLACK 7563-04 |
| B       | 4'-0" LED STRIP FIXTURE 2875 LUMENS  | 24W LED.        | 120V  |                           | LSI - SDL-4-LED-LYN-HW-E   |
| C       | 4" WEATHERPROOF TRACK, WHITE FINISH  |                 | 120V  |                           | VE-EF-FLC100-1W  |
| D       | WEATHERPROOF TRACK FIXTURE, WHITE FINISH, MED. DISTRIBUTION                              | 24W LED.        | 120V  |                           | VE-EF-FLC131-M-WH  |
| E       | 6" LED, RECESSED DOWNLIGHT, SPECULAR REFLECTOR   | 24W LED.        | 120V  |                           | GONTECH<br>WRASUNG-S55K-12D1<br>-G5T6322L2                                 |
| F       | LED, BORDER TUBE ROPE LIGHT, COLOR AS SELECTED BY ARCHITECT                              | 24W / FT.       | 120V  |                           | SPECIALTY RFX NET SERIES.  |
| G       | CABLE ATTACHED FESTOON LIGHT 12" O.C.  | 4W / FT.        | 120V  |                           | TOKISTAR - RGB SERIES  |
| H       | EMERGENCY LED 7 EXIT LIGHT, TWIN HEADS REMOTE CAPACITYBATTERY BACK-UP WEATHER RESISTANCE | LED AND 2-HEADS | 120V  | RED LED IVY BLACK HOUSING | EXTIRONIX<br>VRC-1-R-IB-T-R.   |
| I       | EMERGENCY LIGHT WITH 2-LED HEADS, 40 MIN. CAPACITY, WALL MOUNTED, WEATHER PROOF.         | 2 LED -HEADS    | 120V  |                           | EXTIRONIX<br>IL50WHNT  |
| J       | REMOTE EMERGENCY HEAD (WEATHER PROOF)  | 1-HEAD          | 120V  | CONNECT TO EXIT FIXTURE   | EXTIRONIX -<br>RREN-1-WH-FPV1  |

## CEILING LEGEND

| SYMBOL | DESCRIPTION                             |
|--------|---|
|        | 2x4 ACOUSTICAL LAY-IN CEILING SYSTEM    |
|        | 6\"/>                                   |
|        | 100 CFM EXHAUST FAN, DUCTED TO EXTERIOR |

NOTES:  
1. PROVIDE 4 INSTALL EMERGENCY LIGHTING AS REQUIRED PER CODE  
2. ALL FLUORESCENT LIGHT FIXTURES TO HAVE ELECTRONIC ENERGY SAVING BALLASTS.  
3. PROVIDE DIMMER CONTROLS PER PLAN AT LOCATION WHERE SPECIFIED.  
4. LIGHTING TO BE U.L. LISTED.

| SERVING | VOLT | AMPS | SA | ED | AMP | POLE | # | SA | #   | AMP | POLE | VOLT | AMPS | SERVING |
|---------|------|------|----|----|-----|------|---|----|-----|-----|------|------|------|---------|
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 3   | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 4   | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 6   | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 8   | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 10  | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 12  | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 14  | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 16  | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 18  | 20  | 1    | 400  | 400  | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 20  | 20  | 2    | 1000 | 1000 | 1       |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 22  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 24  | 20  | 2    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 26  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 28  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 30  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 32  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 34  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 36  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 38  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 40  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 42  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 44  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 46  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 48  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 50  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 52  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 54  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 56  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 58  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 60  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 62  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 64  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 66  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 68  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 70  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 72  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 74  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 76  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 78  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 80  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 82  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 84  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 86  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 88  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 90  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 92  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 94  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 96  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 98  | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 100 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 102 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 104 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 106 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 108 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 110 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 112 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 114 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 116 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 118 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 120 | —   | —    | —    | —    | SPARE   |
| 1       | 400  | 400  | 20 | 1  | 1   | 1    | 1 | 6  | 122 | —   | —    | —    | —    | SPARE   |

**CITY OF FERNDAL  
REQUEST FOR COUNCIL ACTION**

**FROM:** Cindy Willcock  
**SUBJECT:** Payment in Lieu of Parking

**INTRODUCTION**

Information on Payment in Lieu of Parking Policy and Intensification of Use

**SUMMARY & BACKGROUND**

Payment in Lieu of Parking (PILP) policy was instituted to address the intensification of use created when retail or other use spaces sought to be converted to restaurant/liquor license establishments, which resulted in stress on the parking demand in the district. Prior to the PILP, buildings and uses within the CBD zoning district were exempt from providing off-street parking with the exception of providing for upper level residential, new buildings and in the case of removal. Parking demand will be lessened once The dot is complete, so the DDA Board will need to determine if the PILP is still necessary as it relates to requests for additional/new liquor licenses in the district.

**BUDGETARY CONTEXT**  
N/A

**CIP#**  
N/A

**ATTACHMENTS**  
[Payment In Lieu Policy.pdf](#)  
[Ordinance No. 1178.pdf](#)

**STRATEGIC PLANNING CONTEXT**  
Organizational and Financial Excellence

**RECOMMENDED ACTION**  
No action required

## **PAYMENT IN LIEU POLICY**

Ferndale City Council passed a resolution on February 22, 2016 to amend Ordinance No. 1087, Section 24-223 to eliminate the off-street parking exemption for restaurant uses with additional and/or accessory use of the sale of alcoholic beverages for on-premises consumption in the CBD. The intent of the Ordinance is to require the use having a direct impact on the City's peak hour parking issue contribute to the resolution of the issue. Payment in lieu, by Ordinance, is set aside and allows proceeds for acquisition, development and maintenance of municipally owned or leased off-street parking facilities for the benefit of the CBD. Adoption of the Ordinance does not prohibit the development of restaurant and bar uses in the downtown, it only eliminates the exemption that is currently enjoyed for businesses serving alcoholic beverages.

The existing one-time payment in lieu of parking fees were set by Ferndale City Council in 2008 based on [Ordinance No. 1087, Section 24-223 \(k\)](#). Fees take into consideration the cost of constructing a new off-street parking space in a municipal facility. Fees are set at \$5,000 (per space) for spaces 1-5 required, \$4,000 (per space) for spaces 6-10, and \$3,000 (per space) for spaces over 11. City Council has also directed staff to make a recommendation regarding the appropriate payment in lieu fee prior to the approval of the 2018-2019 City Fee Schedule.

Payment in lieu determination applications can be made to the Community and Economic Development department. Applications should include a letter describing the project, a [Zoning Determination Request form](#), and sketch floor plan with the gross square footage details. Once a determination of the number of parking spaces required is made, the request will be reviewed by the Planning Commission and Downtown Development Authority, prior to City Council consideration.

ORDINANCE NO. 1178

CITY OF FERNDALE  
OAKLAND COUNTY, MICHIGAN

AN ORDINANCE TO AMEND SECTION 24-223 TO THE ZONING ORDINANCE,  
ORDINANCE NO. 1087, OF THE FERNDALE CODE OF ORDINANCES.

**THE CITY OF FERNDALE ORDAINS:**

**Part I.**

The City of Ferndale Zoning Ordinance, being Ordinance No. 1087, Section 24-223 is amended as follows:

**Section 24-223          Off-Street parking requirements.**

- (a) The number of required off-street parking spaces shall be determined in accordance with the table on the following pages.
- (b) Required parking shall not include space required for loading and unloading or stacking spaces for drive-through facilities.
- (c) *Units and methods of measurement.* For the purpose of determining off-street parking requirements, the following units of measurement shall apply:
  - (1) *Floor area.* Floor area shall mean 80 percent of the gross floor area.
  - (2) *Fractional requirements.* When units or measurements determining the number of required parking spaces result in a fractional space, one additional parking space shall be provided.
  - (3) *Uses not Listed.* For uses not specifically listed in the Parking Requirements Table the required parking shall be in accordance with that of a similar use as determined by the community development department, based on documentation regarding the specific parking needs of the use.
  - (4) *Bench seating.* In calculating bench seating for places of assembly, each 24 inches of bench, pew or similar seating facilities shall be counted as one seat, except that where specifications and plans filed with the community development department specify a certain seating capacity, they may be used as the basis for required parking space.
  - (5) *Employees.* Where the number of spaces required is based on the number of employees, calculations shall be based upon the maximum number of employees likely to be on the premises during the peak shift.
  - (6) *Compliance with codes.* Where parking requirements are based upon maximum seating or occupancy capacity, the capacity shall be as determined by the building and fire codes.

| <b>Parking Requirements</b>  |  |
|--|--|
| <i>Use</i>   | <i>Number of Required Parking Spaces</i>                                   |
| <b>Residential:</b>  |  |
| Single- or two-family dwellings  | 2 per dwelling unit  |
| Multiple-family dwellings  | 1.5 per dwelling unit, plus 1 per each 10 dwelling units for guest parking |
| Senior housing   | 1 per dwelling unit  |
| Upper level residential units in non-residential districts   | 1 per dwelling unit  |
| <b>Health Care Facilities:</b>   |  |
| Assisted living facilities   | 1 per employee per shift, plus 1 for every 10 dwelling units               |
| Hospitals  | 1 per 4 beds   |
| Medical, dental and physical therapy offices, clinics and medical and dental laboratories and similar uses | 1 per each 250 sq. ft. of floor area                                       |
| State licensed adult foster care facilities  | 1 per 4 clients, plus 1 per employee                                       |
| State licensed day care centers  | 1 per 350 sq. ft. of floor area, plus 1 per employee per shift             |
| <b>Entertainment and Recreational</b>  |  |
| Amusement arcades  | 1 per each 4 occupants   |
| Billiard and pool halls  | 1 per each 3 occupants   |
| Bowling alleys   | 1 per each bowling lane  |
| Health, fitness and exercise clubs   | 1 per each 200 sq. ft. of floor area                                       |
| Miniature golf courses   | 2 per each hole  |
| Private clubs  | 1 per each 3 occupants   |
| Roller and ice skating rinks and indoor court game facilities  | 1 per each 4 occupants   |
| Theaters   | 1 per each 3 occupants   |
| <b>Service, Retail and Office:</b>   |  |
| Art, music, dance, craft, ceramic, glass, cooking and similar schools and studios                          | 1 per each 2 occupants   |
| Banks, credit unions, savings and loans and similar uses   | 1 per each 300 sq. ft. of floor area                                       |
| Business and professional offices  | 1 per each 300 sq. ft. of floor area                                       |
| Cemeteries   | 2 per employee per shift   |
| Drive-through bank and retail facilities (see also restaurants, with drive-through facilities)             | 4 stacking spaces per window, plus spaces required for principal use       |
| Dry cleaning facilities  | 1 per each 500 sq. ft. of floor area                                       |
| Funeral homes or mortuaries  | 1 per each 100 sq. ft. of viewing area                                     |
| Laundromats  | 1 per each 2 washing machines, plus 1 per each employee per shift          |
| Lodging facilities   | 1 per each guest bedroom   |

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| Open air businesses  | 1 per each 500 sq. ft. of land area being used for retail sales, uses and services  |
| Personal service establishments (including: barber/beauty shops, hair, nail & skin care services, tanning salons)  | 1 per 300 sq. ft. of useable floor area or 2.5 per barber or beautician's chair/station, whichever is greater   |
| Radio and television studios   | 1 per each 500 sq. ft. of floor area  |
| Research and development centers   | 1 per each 300 sq. ft. of office area, plus 1 per each 1,000 sq. ft. of lab/storage area or 1 per each employee at maximum shift capacity   |
| Restaurants, carryout (with limited seating for eating on premises)  | 6 per service or counter station, plus 1 per each employee  |
| Restaurants, with drive-through facilities   | 1 per 2 employees, plus 1 per 2 seats, plus 1 space per 30 sq. ft. of building floor area within the waiting area plus 10 stacking spaces per drive-through window  |
| Restaurants, standard  | 1 per each 100 sq. ft. of floor area  |
| Restaurants with additional and/or accessory use of the sale of alcoholic beverages for on-premises consumption  | 1 per each 100 sq. ft. of floor area  |
| Retail stores except as otherwise specified  | 1 per each 250 sq. ft. of floor area  |
| Self-storage facilities  | 4 adjacent to the business office, plus 1 per each 200 storage cubicles   |
| Service and repair establishments (photographic studios; barber and beauty shops; watch, clothing and shoe repair shops; dressmaking, catering, interior decorating, lock smith, small household appliances, musical instruments, bicycles, furniture, eyeglasses, office or business machines and similar establishments) | 1 per each 800 sq. ft. of floor area  |
| Shops of building trades, caterers, blue printers and similar services   | 1 per each 800 sq. ft. of floor area  |
| Vehicle dealership   | 1 per each 500 sq. ft. of showroom floor area, plus 1 per each service stall  |
| Vehicle filling and service stations   | 1 per each employee, plus spaces required for other uses within the station, such as the retail floor area, carryout restaurants or automotive repair stalls, subtracted by one half space for each automobile fueling position |
| Vehicle repair, major and minor  | 1 per each service stall, plus 1 per each employee  |
| Vehicle wash, full-service   | 4, plus 10 stacking spaces per washing stall, plus a minimum 20 foot long drying lane at the exit of the wash   |
| Vehicle wash, self-service (coin operated)   | 4, plus 1 stacking space per washing stall  |
| Veterinary offices and hospitals, groomers   | 1 per each 400 sq. ft. of floor area  |

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| Video stores and rental establishments  | 1 per each 400 sq. ft. of floor area   |
| Wholesale sales   | 1 per each 1,000 sq. ft. of floor area   |
| <b>Institutional Uses:</b>  |  |
| Libraries and museums   | 1 per each 350 sq. ft. of floor area, excluding area devoted to stacks or archival storage   |
| Educational institutions: senior high, business, technical, trade and vocational schools  | 1 per employee, plus 1 per 10 students   |
| Educational institutions: elementary or junior high schools   | 1 per employee, plus 1 per 100 students  |
| Institutions for religious worship and other places of general assembly   | 1 per each 3 seats in the main place of assembly or 6 ft. of benches/pews  |
| Public buildings (governmental offices, police and fire stations and community centers, but not including service or storage yards) | 1 per each 250 sq. ft. of floor area   |
| <b>Industrial Uses:</b>   |  |
| Contractor's storage yards  | 1 per each 300 sq. ft. of office area, plus either 1 per each 1,000 sq. ft. of shop/storage area (exterior or interior), or 1 per employee at maximum shift capacity |
| Manufacturing, processing and assembly, and reuse facilities.   | 1 per each 300 sq. ft. of office area, plus either 1 per each 1,000 sq. ft. of shop/storage area, or 1 per each employee at maximum shift capacity                   |
| Recycling facilities  |  |
| Sheet metal fabrication, pattern making shops, tool and die shops and similar uses  |  |
| Vehicle storage facilities  | 1 per each 100 leasable spaces   |
| Warehouses, distribution centers and freight yards  | 1 per each 300 sq. ft. of office area, plus 1 per each 2,000 sq. ft. of shop/storage area, or 1 per each employee at maximum shift capacity                          |

(d) *Barrier free parking.*

- (1) Within each parking lot, signed and marked barrier free spaces shall be provided in accordance with the Michigan Department of Labor, Construction Code Commission, Barrier Free Design Division.
- (2) Barrier free spaces shall be located as close as possible to building entrances and walkways.

(e) *Bicycle facilities.* All developments shall be designed to accommodate bicycle travel, including bike racks. All parking structures and parking lots shall provide sufficient bike racks based on a minimum of one bike for every ten automobiles or one bike for every 3,000 square feet of building floor area, whichever is greater. The use of enclosed bicycle storage and/or shared facilities is encouraged.

(f) *Collective/shared parking provisions.* Nothing in this article shall be construed to prevent collective provisions for off-street parking for two or more buildings or uses, provided that:

- (1) The total number of spaces provided collectively shall not be less than the sum of spaces required for each separate use as required in this section. However, the planning commission may reduce the total number of spaces by up to 50 percent where it can be determined that one or more of the factors listed in subsection (g) apply.
- (2) Written easements that provide for continued use and maintenance of the parking shall be filed with the Oakland County Register of Deeds and the City. Such agreement shall include provisions to address any changes in use or intensity.
- (3) The collective off-street parking shall not be located farther than 500 feet from the buildings or uses being served.

(g) *Reduction of parking requirements.* The planning commission may reduce the parking requirements based upon a finding that there will be a lower demand for parking due to one or more of the following factors:

- (1) Shared parking by multiple uses with peak parking demands during differing times of the day or days of the week.
- (2) Convenient municipal off-street parking or on-street spaces are located within 500 feet that have the capacity to handle additional parking.
- (3) Expectation of walk-in business due to sidewalk connections to adjacent residential neighborhoods or employment centers. The site design incorporates pedestrian connections to the site and on-site pedestrian circulation providing safe and convenient access to the building entrance.
- (4) Availability of other forms of travel such as transit. The planning commission may require that the site design incorporate transit stops, pedestrian connections to nearby transit stops or enhanced bicycle parking facilities.
- (5) The applicant has provided a parking study, conducted by a qualified traffic engineer, that demonstrates that another standard would be more appropriate based on actual number of employees, expected level of customer traffic or actual counts at a similar establishment. The planning commission may require a parking study to document that any one of the criteria (1) through (4) above would be met.

(h) *Maximum allowed parking.*

- (1) In order to minimize excessive areas of pavement which reduce aesthetic standards and contribute to high rates of storm water runoff, exceeding the minimum parking space requirements by more than ten percent shall only be allowed with approval by the planning commission.
- (2) In granting such additional space, the planning commission shall determine that such parking will be required, based on documented evidence, to accommodate the use on a typical day.
- (3) The planning commission may require that additional spaces be constructed with alternative paving materials, such as permeable/grass pavers or pervious concrete.

(i) *Banked parking.*

- (1) Where a reduction in the number of parking spaces is not warranted but an applicant demonstrates that the parking requirements for a proposed use would be excessive, the planning commission may allow the applicant to defer some of the parking. The

site plan shall designate portions of the site for future construction of the required parking spaces, which shall be maintained in a landscaped appearance and not occupy required greenbelts or parking lot setbacks or be used for any other purpose. Landscaping, such as parking lot trees that would otherwise be required for the banked parking, shall be installed in the area of the banked parking.

- (2) The banked parking shall be required to meet chapter requirements if constructed. Construction of the deferred parking area to add parking spaces may be initiated by the owner or required by the community development department, based on parking needs or observation, and shall require administrative approval of an amended site plan. The community development department may request a performance guarantee to cover the cost of developing the deferred parking lot.

(j) *CBD parking exemption.*

- (1) Buildings and uses, except restaurants with additional and/or accessory use of the sale of alcoholic beverages for on-premises consumption, located within the CBD zoning district shall be exempt from providing off-street parking, loading and unloading areas and stacking spaces, except as required for upper level residential units in section 24-159. Upper level residential.
- (2) New buildings must provide parking in compliance with the Table in section 24-223.
- (3) In no case shall a building or use in the CBD be expanded to remove off-street parking, loading and unloading areas and stacking spaces in existence on the effective date of the ordinance from which this chapter derives, unless an equivalent number of spaces is provided within 500 feet.

(k) *Payment in lieu of parking in the CBD.*

- (1) In lieu of physically providing some or all of the off-street parking spaces required in subsection (a) of this section, city council may permit an applicant to pay a one-time fee to the city in lieu of one or more of the required parking spaces upon a finding and determination by council.
- (2) City council shall take into account the current inventory of public parking and future needs of CBD parking, the plan for parking by the applicant necessitated by cash payments in lieu of parking and the amount of cash that will be contributed in lieu of parking, considering the benefit to the public and to private owners from such parking which would subsequently be provided by the city. In implementing such policy, city council shall assure that the future needs for parking in the CBD shall be adequately met by such cash payments in lieu of parking. Council may approve, deny, or approve in part an application to provide payment in lieu of off-street parking. Where existing parking spaces are proposed for elimination, the payment shall be calculated using the existing number of parking spaces proposed for removal regardless of the spaces' actual configuration, dimensions or compliance with the parking regulations of this chapter.
- (3) The one-time fee shall be established and reviewed annually by council. In setting the fee, council shall take into consideration the cost of constructing a new off-street parking space in a municipal facility, including the cost of land acquisition,

the cost of engineering, financing and constructing the facility and other appropriate considerations.

- (4) Payments and fees collected and interest earned shall be placed in a fund established by city council to be used for acquisition, development and maintenance of municipally owned or leased off-street parking facilities for the benefit of the CBD.
- (5) The city clerk shall maintain records of the fees and parcels involved together with any additional records required or necessary to administer this program.

## **Part II. Savings Clause.**

All proceedings pending and all rights and liabilities existing, acquired or incurred at the time this ordinance takes effect are saved and may be consummated according to the law enforced when they are commenced.

## **Part III. Severability.**

The various parts, sections and clauses of this ordinance are declared to be severable. If any part, sentence, paragraph, section or clause is adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of the ordinance shall not be affected.

## **Part IV. Repeal.**

All regulatory provisions contained in other city ordinances which are inconsistent with the provisions of this ordinance, are repealed.

## **Part V. Effective Date; Publication.**

This ordinance shall become effective seven (7) days after publication.

MADE, PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF FERNDALE, OAKLAND COUNTY, MICHIGAN, THIS 22<sup>nd</sup> DAY OF FEBRUARY, 2016.

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DAVID COULTER, MAYOR

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MARNE MCGRATH, CITY CLERK

Date of Adoption: February 22, 2016

Date of Publication: February 28, 2016

**CERTIFICATE OF ADOPTION**

I certify that the foregoing is a true and complete copy of the Ordinance passed at a meeting of the Ferndale City Council held on the 22<sup>nd</sup> day of February, 2016.

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MARNE MCGRATH, CITY CLERK

CITY OF FERNDALE  
NOTICE OF ADOPTION  
ORDINANCE NO. 1178

The City of Ferndale has adopted Ordinance No. 1178 amending Section 24-223 to the Ferndale Zoning Ordinance, Ordinance No. 1087. This Ordinance shall become effective seven (7) days after publication. A true copy of the ordinance may be inspected or obtained at the office of the City Clerk.

MARNE MCGRATH, CITY CLERK