



FERNDALE DDA BOARD OF DIRECTORS MEETING SEPTEMBER 14, 2017 8:00 A.M. Board Meeting

Ferndale City Hall; Council Chambers
300 E. Nine Mile Rd., Ferndale, MI

AGENDA

- I. Call to Order
 - A. Roll Call
 - B. Dismissals
 - C. Consideration of Agenda
 - D. Consideration of Minutes: August 2017
- II. Consent Agenda
 - A. Nomination for a Michigan Works! 2018 Impact Award
 - B. Staff Report
 - C. Financial Statement
- III. Call to Audience (no more than 3 minutes per person – 15 min. total allotted)
- IV. Community Reports
 - A. Chamber of Commerce
 - B. Ferndale Public Schools
- V. Presentation – Update on ‘The dot’ (Joe Gacioch, Assistant City Manager)
- VI. Action Item – Brewers License 22925 Woodward Ave. (Brook’s Brewing)
- VII. Discussion Items
 - A. Crosswalks at Nine Mile Road & Woodward Avenue
 - B. Employee Development
- VIII. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
- IX. Adjournment

CALENDAR OF EVENTS

September

4th
DDA Office Closed
Labor Day
5th
Design Committee 6pm
6th
Biz Dev Committee 5pm
7th
Executive Committee 5pm
11th
City Council 7pm
14th
DDA Board Meeting
21st
Get Reel 7:30pm
22nd-24th
DIY
Funky Ferndale Art Fair
25th
City Council 7pm
27th
Promotions 5pm

October

3rd
Design Committee 6pm
4th
Biz Dev Committee 5pm
5th
Executive Committee 5pm
6th-8th
October & BBQ Festival
9th
City Council 7pm
12th
DDA Board Meeting
19th
Fido Does Ferndale
23rd
City Council 7pm
25th
Promotions 5pm

November

1st
Biz Dev Committee 5pm
2nd
Executive Committee 5pm
7th
Design Committee 6pm
9th
DDA Board Meeting
10th
DDA Office Closed
Veteran’s Day
13th
City Council 7pm
22nd
Promotions 5pm
23rd-24th
DDA Office Closed
Thanksgiving Holiday
25th
Small Business Saturday
Tree Lighting
27th
City Council 7pm

**FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
THURSDAY, AUGUST 10, 2017
8:00 A.M.
FERNDALE CITY HALL
300 E. 9 MILE
FERNDALE, MI 48220**

MINUTES

I. CALL TO ORDER

A. Roll Call 8:04 a.m.

DDA Board Members Present: Jay McMillan, Dean Bach, Mindy Cupples, Michael Hennes, Chris Johnston, Pj Jacokes and Jerome Raska

DDA Board Members Absent: Blake Scheer, Jacki Smith and Mayor/Council

Staff Present: Barry Hicks, Cindy Willcock, Torri Buback

Guests: John Bry and Alex Hritcu, Main Street Oakland County, Sheryl Stubblefield and Jordan Twardy, City of Ferndale, Dania Bazzi, Ferndale Schools and Matt Zook, Ferndale Area Chamber

B. Dismissals: Blake Scheer, Jacki Smith and Mayor/Council

C. Approval of Agenda

Motion by Director Cupples, seconded by Director Johnston to approve the agenda as presented. All Ayes, motion carries.

D. Approval of Minutes: July 2017

Motion by Director McMillan, seconded by Director Raska to approve the Minutes for July 2017 as presented. All Ayes, motion carries.

II. Consent Agenda

A. Staff/Committee Report

Motion by Director Cupples, seconded by Director Jacokes to approve the Consent Agenda as presented. All Ayes, motion carries.

III. Budget Report – 5 Year Budget History – Sheryl Stubblefield, Finance Director

City of Ferndale Finance Sheryl Stubblefield provided 5-year historical information and detail on the DDA budget, as requested by the Board at the July meeting. She explained that the information provided was actual activity from the last 5 years, with the column marked 2016-17 being unaudited numbers through June 30, 2017 and the other columns all being audited numbers from the financials. In reviewing how to interpret the budget paperwork, she pointed out a couple items of note. The Contributions column saw a significant jump in 2013 versus 2017 and it appears the major difference was the MCCH contribution. There are a couple of items that are impacting taxes: the Headlee rollback, which is a state law that says as taxable value goes up more than the rate of inflation, it adjusts back down. There is no bottom limit, so when the housing market crashed and all taxable values went down, they can now only climb back up at the rate of inflation. The impact to the City/DDA is that taxable values

dropped significantly in 2008, but are much slower to climb back up. Also impacting DDA revenues is the Personal Property Tax exemption. The exemption is for local businesses with a PPT value of under \$80,000 and with the exemption the State had a plan to try and make up some of that revenue for the cities, based on a repayment calculation. Ferndale had growth in 2014 and 2015, but the calculation doesn't account for that growth and there also has not been a repayment from the state for FY 2017. Forms have been submitted and hopefully there will be some payment for FY 2018.

The third thing impacting DDA revenues is the library millage. Stubblefield provided some background on the library millage, noting that when it was a city library, there was a maximum of 2 mills they could collect. However, they became a district library and the laws allow for a collection of 3 mills, so it was put out for a vote and was approved to collect 3.5 mills for the library, which increased the library revenue. At the same time, legislation came through allowing libraries out of DDA/TIF captures. If the library millage were to stay at 2 mills, the DDA would lose \$25,000 for the year. Because they upped their mills to 3.5, the calculated loss can be argued to be \$45,000; If the law had not passed and the DDA TIF was still capturing the library millage, it would have captured about \$45,000. There can be a separate agreement with the library to allow the DDA to continue to capture, but it must be a written agreement. Looking at FY 2014, '15 and '16, the DDA total loss in that revenue was \$25,000.

Chair Bach noted that he had heard numbers upwards of \$70,000 annually for the library capture loss and Stubblefield explained that she did a 5-year projection based on taxable values provided by the county, estimating out all of the millages. The \$25,000 discussed for 2018 is if the library mills stayed at 2. If they were capturing from the 3.5 mills, that would result in \$45,000. Looking from last year to next, the loss is \$25,000. ED Hicks explained that when preparing the budget in March, it wasn't taken into consideration future potential TIF revenues that would come from projects that might be underway. Discussion was had on FerndaleHaus being a brownfield and how and when that impacts revenue. Chair Bach noted that he has heard that PPT is going to be eliminated altogether and wondered when that would be. Stubblefield indicated that this item has not been mentioned at the trainings she has been to recently and the focus seems to be on fixing the Headlee piece. Valuable information regarding this is included in the Save MI Cities presentation and she will see if there is video of the presentation to share with the Board. Director Raska inquired into how long a brownfield lasts and it was explained that Ferndale is internally capping it at 20 years, but can be lower, such as the case with FerndaleHaus.

Motion by Director Johnston, seconded by Director to receive the budget report. All Ayes, motion carries.

IV. Call to Audience

CED Director Jordan Twardy provided a quick update on parking, noting that Assistant City Manager Joe Gacioch would be returning on the 14th and be available to provide detailed updates. Work is ongoing with Star Trax on city-wide valet as well as working with Q&M and Pulp Detroit to coordinate messaging.

V. Community Organization Reports

A. Chamber of Commerce

Matt Zook

The Chamber is moving forward with their strategic plan and would like more than just member and business support. To that end, they invited the DDA ED and City CED Director to be part of the process. They are

working on putting together a retail association. The Chamber is looking for an administrative assistant and the job is posted on the MI Talent site. They are partnering with other Chambers on some upcoming events and also have two events planned for August 15th: a coffee connection at Athletico and a 5:00 ribbon cutting at T-Mobile. They are also working on putting together a restaurant association.

B. Ferndale School District

Dr. Dania Bazzi

Dr. Dania Bazzi introduced herself, noting that she had started as superintendent of schools in July. Development is beginning on the Wilson and Taft sites, with Wilson set to be demolished in a couple of weeks to make way for 72 townhomes, as passed by the planning commission. Taft will be single family homes. If anyone is interested in a walk-thru of either school, please contact her and she will make sure that happens. Last night was the first annual new parent night and they hope for the City to be more involved in the future. The event showcased the various things the schools have to offer as well as Ferndale Youth Assistance, Back to Basics and various other organizations. School starts in the district on September 5th.

VI. Action Items

A. Executive Director's Annual Evaluation

ED Hicks explained that this is the first year the evaluation has been done in this way and while it is several pages, the Executive Committee requested that it be kept brief. Ob duties are outlined in pages 1-11, with page 12 being the initial work plan. The Executive Committee meeting consisted of the ED, Chair Bach and Director Johnston. The hope is to start adding more specific items to the 5 strategic points from the plan and fine tuning others. Last year's evaluation was drastically different, this is more of an objective-looking evaluation.

Motion by Director Jacokes, seconded by Director Hennes to accept the Executive Director's Performance Evaluation and enter the record in to their personnel file. All Ayes, motion carries.

B. Executive Director's Employment Agreement

Changes to the ED Employment Agreement were highlighted in a memo attached to the Board packet, which the Board indicated they had all reviewed. Major modifications include date changes for annual contract term from anniversary date (October 19th of each year) to August 13th-June 30th for FY 2017-18 and then to coincide with the City fiscal year thereafter. This change makes budgeting and time tracking easier. Compensation and benefits include a 5% salary increase for the current year for all employees, then 3% for FY18-19 and 2% each year thereafter. Per the City Human Resources Department, language has been added regarding reimbursement for expenses and cell phone. Changes to severance recommend modification to include health insurance benefits during the same 3 month paid severance period in the contract. The final item discussed was time off and carry-over of time not used for the current contract term, dates which are being amended as referenced above. The ED currently receives 25 days of CTO/year and will increase to 30 days beginning 7/1/18. Current unused time of 13 days/104 hours would carry over into the current year. Further discussion was had regarding carry-over time, city standards and the fact that CTO includes vacation, sick and personal time combined and there are no separate banks of time for sick days. Chair Bach asked Finance Director

Stubblefield how the City handles it and Stubblefield explained that personal time is lost if not used, and sick time can be carried over, up to a capped maximum amount and vacation can accrue. Additional carryover time would need to Executive Board approval. Further discussion was had regarding how to address carryover moving forward.

Motion by Director Cupples, seconded by Director McMillan to approve the amended Employment Agreement with the DDA Executive Director subject to minor modification as recommended by the City of Ferndale's Human Resources Director for effectuation, with the additional language that allows for up to 60 hours of rollover CTO time at the discretion of the Executive Committee.

Discussion: Director Hennes inquired as to if there was any language about carryover or sun-setting. The Executive Board has approval on that, so it doesn't need Board approval. Further discussion was had.

All Ayes, motion carries.

VI. Presentations

A. Oakland County

John Bry, Oakland County Main Street Program Coordinator introduced himself and stated that he has made a point to visit all 23 Main Street communities over the past 8 months to determine what is working and what is not. The program is looking to be more proactive, but want communities to feel free to call any time for technical support, training, advice, etc. Alex Hrticu is the assigned liason for Ferndale and he and Bry will be our main points of contact. Changes are coming to the program, including the creation of a new tier to the program for select level communities that are in ore of a management phase. This tier, which they are looking into implementing in 2018, gives a greater degree of flexibility and the new philosophy is that as long as the basic cores of the Main Street program are being implemented, it won't be as rigid as in the past. One advantage is more money available to communities and businesses, including a possible community-wide façade grant program, economic vitality services and scholarships to travel to the national conference. Alex Hritcu, Assistant Main Street Coordinator, overviewed last years technical visit with Matt Wagner and noted that this years technical visit funds will contribute towards our communications plan. They also noted that there will be training next week in Franklin with Kahty LaPlante from National Main Street Center focusing on fundraising and volunteerism. November 6-7 training will focus on parking, placemaking and preservation. The 2018 calendar is already mapped out and discussions are being had with the MDA about doing a mini-metro development conference.

VII. Call to Committee Chairs & Board Members & Staff

OM Willcock provided updates on upcoming events Get Reel Outdoor Movies and Fido Does Ferndale.

Director Jacokes announced that the Improv Festival begins this week at Go Comedy, Ringwald and Local. There will be 240 performers in Ferndale

Chair Bach requested an updated as to where we're at in the strategic plan.

IX. Adjournment

Motion by Director Raska, seconded by Director McMillan to adjourn the meeting. All Ayes, meeting adjourned at 9:49 a.m.



Oakland County Michigan Works! - Ferndale
713 East Nine Mile Road
Ferndale, MI 48220

August 29, 2017

Ferndale Downtown Development Authority
300 East Nine Mile Road
Ferndale, Michigan 48220

Dear Barry, Cindy and Torri:

Our Business Services Team at the Oakland County Michigan Works! – Ferndale office has some exciting news – we’ve selected **Ferndale Downtown Development Authority (DDA)** for the Michigan Works! 2018 Impact Awards!

The companies selected must meet specific criteria, which **Ferndale Downtown Development Authority** has done and we’d love to highlight all your successes over the past year:

1. The **Ferndale Downtown Development Authority** has worked closely with Ferndale Michigan Works! over the past several years in the hiring of new employees.
2. The **Ferndale Downtown Development Authority** has been a close partner of ours as well as the City of Ferndale and Oakland County, MI.
3. The **Ferndale Downtown Development Authority** has worked closely with Ferndale Michigan Works! on several committees, including their “Business Development Committee,” the “Mayor’s Business Council,” and the “Small Business Consortium.”
4. The **Ferndale Downtown Development Authority** has utilized the services of Ferndale Michigan Works! to create job descriptions, distribute job postings, and send highly qualified candidates who have obtained interviews with the **DDA**. The most recent hiring success story is that of *Torri Buback*, who was our client and was hired as your Administrative Assistant.
5. The **Ferndale Downtown Development Authority** continues to do progressive, important work and is an integral part of the overall success of the City of Ferndale

We have a nomination form that we will be filling out in support of the DDA as a 2018 Impact Award nominee. The due date is fast approaching, but your part is simple! We need a quick paragraph from you on our partnership and why you enjoy working with us (email is fine) and three or more photos of your staff, with one individual photo of Torri. The last thing we need is for you to sign and return the Media Consent Form, which you will find here: http://www.michiganworks.org/files/18Feb21_Media_Waiver.pdf

That’s it! We would love to see you recognized by Oakland County for your consistent, progressive work for the City of Ferndale and your partnership with Oakland County Michigan Works!. If you receive the award, you will be invited to attend the Awards Ceremony in Lansing in November. Thank you for being a wonderful partner, and congratulations on your nomination!

Sincerely,

The Business Services Team, Oakland County Michigan Works! – Ferndale
Heather Coleman-Voss, CBSP

Rose Morrone-Reeves, CBSP

Peggy Knight, CBSP

Equal Opportunity Employer/Program
Auxiliary aides and services available upon request to individuals with disabilities.

The logo for the American Job Center, featuring the words "American Job Center" in a sans-serif font, with a red star above the word "Job".

September 2017

Consent Agenda

Sample Motions:

- A. *To approve the consent agenda in its entirety.*
- B. *To approve the consent agenda, excluding Items ____ (Letter/Letter & Number) ____.*

Staff reports are presented to the DDA Board of Directors at their regular meetings each month. Staff report is a summary of activities for the previous month and is not intended to be all-inclusive.

Committee Summaries

Business Development

- Did not meet for September though several items are ongoing.
- Communications strategy update; discussed idea to reach out to food and beverage vendors directly during construction rather than working with restaurant owners as they do not make the schedules for deliveries.
- Events – discussion of events that could take place during construction that would attract customers to downtown. Ideas included highlighting business sectors from the 2016 National Main Street report.
- Ideas for upcoming Tech Grants included applying funds to the completion of the communication strategy and updates to the 2012 Downtown Development Plan

Promotions

- 2nd Get Reel Outdoor Movie on Vester, Ghostbusters, was a success. Ghostbusters Detroit attended, and additional entertainment was provided by Axis Music Academy.
- Working out details of extra-curricular activities during the remaining Get Reel movies for 2017 – Pretty in Pink.
- Planned Hurricane Harvey Help Day to raise funds for victims of the hurricane in Texas.
- Signed 3 sponsors for Fido Does Ferndale with ongoing event planning; committee discussed ways to enhance event, including dog prom or dog fashion show, entertainment, photography options, and staging.
- Discussed theme ideas for Holiday Ice Festival. Business-centric events discussed including fitness crawl, to be held in spring, Small Business Saturday, led by Business Development Committee, possible hair/salon event.
- Began coordination on Downtown Trick or Treating for the Saturday before Halloween.

Design

- The Committee was joined by the City Planner and City's Planning Consultant, LSL Planning (Safe Built) and they reviewed the second draft of Building Design Standards..
- Bus Shelters – Waiting on legal department at SMART (project may be delayed until Spring of 2018 due to upcoming weather)
- Discussed ideas for painting wall by Dino's – the committee would like to accentuate the sun and the way it shines and glistens in the alley, possibly using a mosaic mural. Also discussed was doing a "paint by number" type design and people in the community can add tiles. Incorporate fence as well with "window frames" that have a mosaic scene as well. Landscape that would include a "river" made out of glass pebbles. Royal Oak library does a similar program and may be able to help lead us in the right direction.

Informational Items

Outreach

- Business visits: 3 Winks, J's Penalty Box, Otus Supply, T-Mobile, Rust Belt Market, Downtown Ferndale Bike Shop, Clean Plates, Meagan Mitchell Salon, Biggby, The Conserva, Yoga Home Ferndale, Elegance by Design, Assaggi Bistro, Western Market, Magic Bag
- Partner Meetings: Michigan Humane Society, Ferndale Public Schools, Ferndale Area District Library, City of Ferndale, Ferndale Chamber of Commerce, Oakland County, City of Ferndale Recreation Department (Fit Park Grand Opening), Planning Commission, Lapeer DDA

Property & Business Development

- 415 W. Nine Mile – new office building being constructed next to the Planavon/W. Nine Mile public parking facility. The estimated date of completion is not available at this time.
- Ferndale Haus (former Save-A-Lot site) –
 - Construction of stairwells is nearly complete and all underground utilities are installed.
 - The Developer is working with the DDA Executive Director and Parks & Recreation Director to finish design for Schiffer Park
 - There will be over 100 residential units with some office/retail on the first floor. The project cost is estimated at approximately \$16 million with approved Brownfield Credits estimated to be worth \$2.6 million.
- 409 on Nine (former Ferndale Area Chamber of Commerce Location) –
 - Plans have been approved by the Appearance Review Committee, Planning Commission, and City Council.
 - Fencing is in place and pre-demolition activities have begun; Demolition and Building plans have been submitted
 - Wolf River Development is proposing the construction of 100 new, market rate residential housing units. The project cost is estimated at approximately \$15 million.

New Businesses/Expansions/Retention

- New Businesses – Brooks Brewing (coming soon), Future Lazer Tiger, AR Workshop, Detroit City Skateboard

Projects

- Library Millage – Howard & Howard Attorneys in Royal Oak have been assigned the task of drafting language for an agreement between the DDA and Library to allow DDA to continue to capture TIF revenues. Language has been proposed and is being revised/addressed per request of the Executive Director.
- Schiffer Park – the Executive Director is working with the Developer at Ferndale Haus on plans for Schiffer Park's redevelopment. Work on the building is underway and development plans for the park should be finalized this year with construction beginning as soon as the development is near completion next year.
- Building Design Ordinance Revisions – see above under 'Design Committee.'
- Incentives Committee – the Executive Director is working with City on revising their Incentives Policy
- Outreach
 - The Chairman and Operations Manager attended a filming session on Fox 2 news to discuss hurricane Harvey relief efforts on behalf of the Ferndale DDA
 - Main Street commercial filming at The Rust Belt Market

Administrative

- Updates on the backend of the DDA Website are being worked on in preparation for new information regarding Ferndale Forward and The dot.
- The Executive Director & Executive Committee are working on an Employee Development Plan
- The Business Spotlight program is revamping with some help from volunteers to draft content.
- Pulp Detroit and the Executive Director are working on supplemental business assistance content for the DDA's Business Support Program During The dot construction. A presentation of materials is anticipated in October.
- Michigan Works! has nominated the DDA for the 2018 Impact Awards because of their outstanding service to the Ferndale Community and collaboration between organizations.

		2017-18	END BALANCE
		09/30/2017	
FUND ACCOUNT	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)
Fund 248 - Downtown Development Authority			
Liabilities			
248 202.000	Accounts Payable		0.00
248 257.000	Wages Payable		7,931.48
248 257.100	Accrued Liability - Payroll		9,066.28
248 257.150	Accrued Liabilities - Health Insurance		559.44
TOTAL LIABILITIES			17,557.20
Revenues			
248 402.000	Property taxes	418,400.00	201,400.23
248 403.100	Property Tax Chargebacks	0.00	0.00
248 404.000	Voted Property taxes	56,000.00	31,646.47
248 523.000	Federal grant	0.00	0.00
248 610.000	Participation fees	0.00	0.00
248 665.000	Interest income	0.00	0.00
248 675.000	Contributions	25,000.00	3,625.00
248 675.500	Contributions - DDA - Public Art	1,000.00	22.00
TOTAL REVENUES		500,400.00	236,693.70
Expenditures			
248 706.000	Full Time Personnel	151,744.00	35,075.42
248 707.000	Part-Time Personnel	0.00	0.00
248 715.000	Social Security	11,608.00	2,653.43
248 716.100	Health Insurance	17,624.00	2,472.50
248 716.110	Health Insurance - EE Contribution	(2,350.00)	(122.18)
248 717.000	Life Insurance - EE	211.00	70.40
248 718.000	Pension- ICMA-RC 401	10,622.00	2,427.98
248 725.000	Workers Compensation	850.00	0.00
248 730.000	Postage, Mail processing	500.00	0.00
248 740.000	Operating Supplies	25,000.00	0.00
248 775.000	Repair & Maintenance	1,000.00	0.00
248 802.000	Audit/Actuarial Fees	1,000.00	0.00
248 818.000	Contractual Services	28,000.00	(86.25)
248 853.000	Phone/Communications	0.00	0.00
248 873.000	Training/Education	15,000.00	0.00
248 885.000	Special programs	30,000.00	1,008.40
248 900.000	Printing & Publishing	10,000.00	437.50
248 914.000	Liability Insurance	1,800.00	0.00
248 920.000	Utilities	7,600.00	219.43
248 931.000	Facilities Maintenance	144,000.00	25,088.00
248 940.200	Equipment Leases - Non-City owned	0.00	0.00
248 942.000	Building Rental	1,800.00	0.00
248 943.000	Equip Rental Alloc - General Fund	1,800.00	272.98
248 956.000	Miscellaneous	102,800.00	0.00
248 958.000	Memberships & Dues	3,500.00	0.00
248 974.000	Public Improvements	18,000.00	0.00
248 977.000	Capital Outlay	5,000.00	0.00
TOTAL EXPENDITURES		587,109.00	69,517.61



MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 09/12/2017
Re: **Brewers License – 22925 Woodward Avenue**

The Applicant, Cary Brooks of Brooks Brewing, LLC, is requesting a Brewers License for 22925 Woodward Avenue. Due to their location in the Central Business District (CBD), the applicant must comply with the City of Ferndale's Payment in Lieu Ordinance. The attached packet from the City's August 10, 2017 Planning Commission meeting details the applicants request. The City requires that the applicant provide 21 parking spaces or pay \$78,000 in lieu of the required parking spaces. The applicant has agreed to pay in lieu of providing parking.

Recommended Action

To RECOMMEND that City Council approve the applicant's request to pay in lieu of parking for a Brewer's License at 22925 Woodward Avenue in accordance with Ordinance No. 1087, Section 24-223 (k). The Board of Directors notes the following:

- 1) Approval of the application does not support the DDA's goal of retaining and increasing retail in the downtown and,
- 2) Approval of the application does not support the City Council's goal for Economic Prosperity in the Master Land Use Plan regarding increasing retail in the downtown.

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.

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.

Community and Economic Development

Staff Report to the Planning Commission

August 10, 2017

22925 Woodward Ave (Payment in Lieu)	
REQUEST	Payment In Lieu of Parking
APPLICANT	Cary Brooks 48685 Hayes Shelby Township, MI 48315
OWNER	Brooks Brewing, LLC
LOCATION	22925 Woodward Ave, between to Withington and W. Breckenridge Streets
FILE NO.	
PARCEL NO.	24-25-27-377-032
ZONING	CBD, Central Business District
STAFF	Justin Lyons, Planner

Summary

Brooks Brewing, LLC is requesting approval for a payment in lieu of parking application to locate a microbrewery at 22925 Woodward Avenue. The 2,970-gross square foot space was previously occupied by P&A Scholars Beauty School and adjacent to the City-owned W. Breckenridge parking lot and zoned CBD (Central Business District). Brooks Brewing also operates a microbrewery in Shelby Township.

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 policy regarding payment in lieu requests is to make a formal application to the Community and Economic Development department, including a letter describing the project, a Zoning Determination Request form, and sketch floor plan with gross square footage details. Staff then provides a payment in lieu of parking estimate and schedules the applicant for the next available Planning Commission meeting. City policy requires the Planning Commission and Downtown Development Authority Board review the payment in lieu request and make recommendations to City Council. Based on the

application by Brooks Brewing, LLC, the business would be required to provide 21 off-street parking spaces. 21 parking spaces equates to a one-time fee of \$78,000 to be paid in the City's parking fund.

Payment in Lieu of Parking Recommendation Motion

MOTION by _____, seconded by _____, in the matter of 22925 Woodward Avenue, the Planning Commission **RECOMMENDS** City Council **APPROVE** the payment in lieu of parking application, with the following findings and subject to the following conditions:

Findings

- a) The existing site incorporates pedestrian connections to the site and on-site pedestrian circulation providing safe and convenient access to the building entrance.
 - 1. The proposed facility is located in the Central Business District and Transit Overlay District, which has bicycle racks, sidewalks, pedestrian crossings, and adjacent to a local bicycle route.
 - 2. The facility is located adjacent to transit lines serviced by Suburban Mobility Authority for Regional Transportation (SMART) and Regional Transit Authority (RTA) with nearby bus stops.
- b) The restaurant use is a permitted use in the Central Business District.

Conditions

- a) The final payment in lieu of parking application is approved by City Council.

June 1, 2017

City of Ferndale Council
300 East Nine Mile Road
Ferndale, MI 48220

Re: Request for Approval of Payment in Lieu of parking for 22925 Woodward

Dear Council Members:

I am a co-owner of Brooks Brewing, LLC. Brooks Brewing is applying for local government approval from City of Ferndale for a microbrewery and small wine maker operation to be located at 22925 Woodward. Brooks Brewing is requesting approval of a Payment in Lieu of Parking for 22925 Woodward.

Brooks Brewing operates a microbrewery and small wine maker facility at 52033 Van Dyke, Shelby Township, MI 48316. The same 27 plus exclusive craft beers, and wine and cider will be offered at both locations. At some point, we may want to provide light food at the Ferndale location.

We will apply for an entertainment permit through the State of Michigan and may provide entertainment at the microbrewery. We also plan to obtain permits for patios in the front and back of the building.

The space to be leased at 22925 Woodward is approximately 2,970 sq. ft., with approximately 200 sq. ft. for a brew house and approximately 144 sq. ft. for wine making and ingredients.

Again, approval of Payment in Lieu of Parking for 22925 Woodward is respectfully requested. We greatly appreciate your time in considering this request and we look forward to starting a new business in Ferndale.

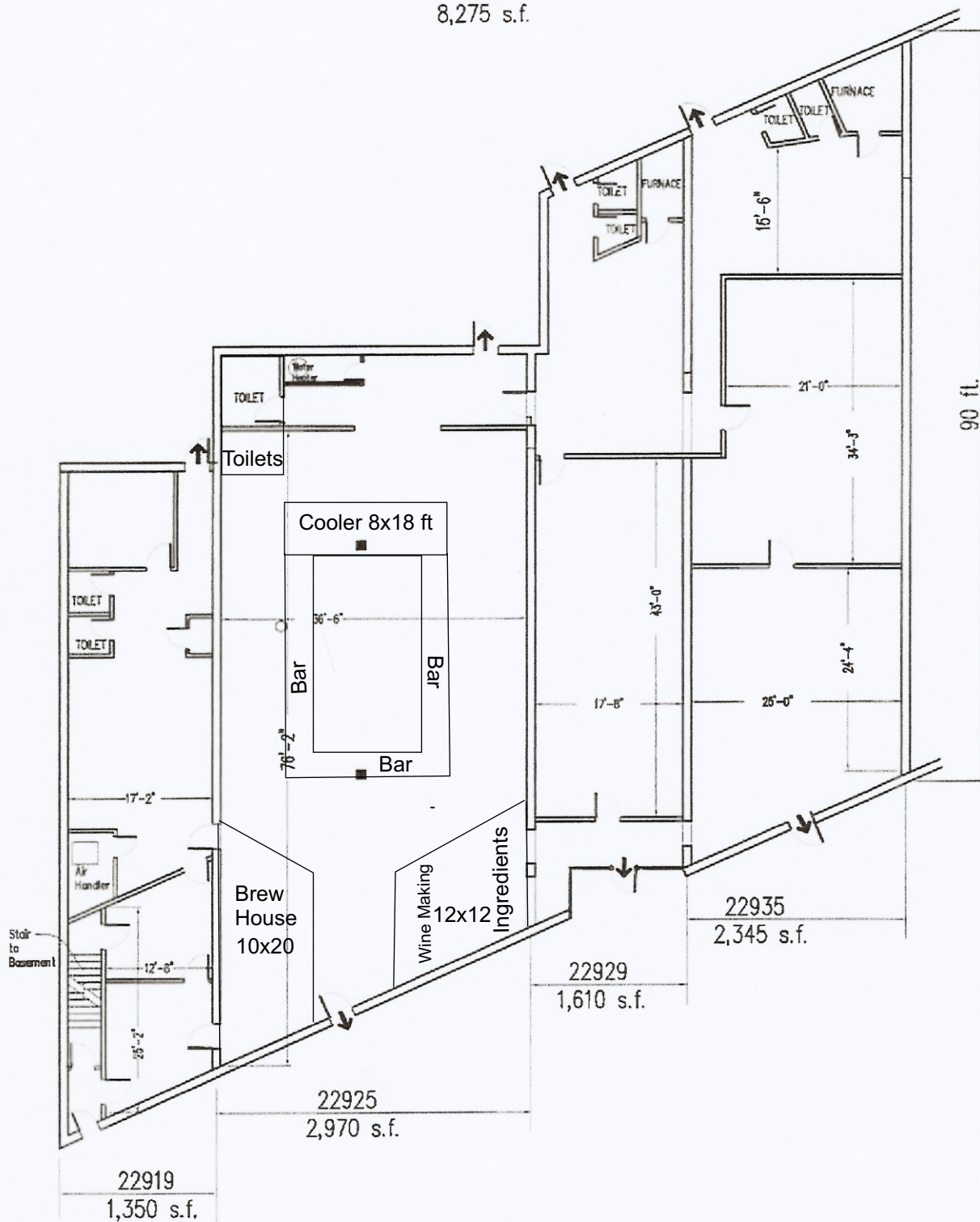
Please contact me if you have any questions.

Sincerely,

Cary W. Brooks
Brooks Brewing, LLC
(586) 596-9600

For Lease: Retail

8,275 s.f.



NAI Farbman
Commercial Real Estate Services, Worldwide.

28400 Northwestern Hwy
Fourth Floor
Southfield, MI 48034

248 353 0500 tel
248 353 0501 fax
naifarbman.com

The information contained herein has been given to us by the owner of the property or other sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to lease or purchase.



MEMO

To: DDA Board of Directors

From: Barry Hicks, Ferndale DDA Executive Director

CC: none

Date: 09/12/2017

Re: **Cross Walks and Nine Mile Road & Woodward Avenue**

Attached is a letter received by the DDA Executive Director from the City's Engineering consultant regarding the condition of the crosswalks at the intersection of Nine Mile Road and Woodward Avenue.

The crosswalks are in poor condition and the City must consider replacing them. This intersection is considered by many to be the heart of Downtown Ferndale. There are several options for how the City could proceed. One such option would be to remove the stamped concrete or asphalt and return the intersection to regular crosswalk that is MDOT compliant. Another option would be to replace the crosswalks with the same thing that is there right now. The issue with replacing the intersection with the same stamped concrete or asphalt is that MDOT will not maintain the crosswalks and maintenance would fall to the City. Based on the recorded condition of such crosswalks over time, they tend to fall into disrepair in high traffic areas such as this intersection in roughly five (5) years. They are costly to replace and maintain.

Another option may be to replace them with a different type of crosswalk that creates a visual effect on the surface. These types of crosswalk systems would also not be maintained by MDOT, but may be more cost effective to replace on a regular cycle every five (5) years or so as they wear out.

Recommended Action

No formal action is requested of the DDA Board at this time. This item is for discussion which may be shared with the City Manager's office, DPW Director, and City Council.

08/22/2017

GWE # 18774.17

City of Ferndale
521 East Cambourne
Ferndale, MI., 48220
Attn: Mr. Loyd Cureton, DPW Director

Re: Woodward and Nine Mile Crosswalks

Dear Mr. Cureton,

The Woodward Avenue and Nine Mile decorative crosswalks were installed around 2003 in conjunction with the resurfacing of Woodward. The crosswalk on the east side was replaced in 2015 as part of the resurfacing of East Nine Mile.

Currently, the north, south and west side crosswalks are in poor condition and in need of replacement. The deterioration since 2012 is evident in the pictures below. Based on previous bid results, the removal and replacement of the stamped, colored concrete and ADA compliant ramps is estimated to cost the City \$120,000. In order to maintain vehicular and pedestrian traffic along Woodward, the project required four (4) stages of work and was estimated to take approximately 8 weeks to complete. This would be quite an inconvenience to the business district.

Subsequently, we have been in communications with the MDOT regarding these repairs. It is our understanding that if the City were to remove the decorative crosswalks and resurface with asphalt, the MDOT would then assume future maintenance of the north and south crosswalks and possibly the east and west crosswalks.

It is also our recommendation that the City should consider this option. If the City is in agreement, we can look further into the cost of removing the crosswalks and resurfacing. We would recommend the "ladder" style crosswalk pavement markings be installed for increased visibility.

Please feel free to contact me if you have any questions or need additional information.

Respectfully,
GIFFELS WEBSTER



Scott A. Ringler, P.E., LEED AP
Partner



2016



2012















MEMO

To: DDA Board of Directors
From: Barry Hicks, Ferndale DDA Executive Director
CC: none
Date: 09/12/2017
Re: **Employee Development**

The Ferndale DDA is committed to the development of the organization's talent through training, education and experience. As a small organization, often employees must be cross-trained in certain aspects of one another's work in order to function efficiently.

The Operations Manager position has developed over the years and there is interest from the employee to create a plan to increase their role and responsibility within the organization. The Executive Director and Executive Committee will work together and develop a plan for the Operations Manager to facilitate training and education opportunities to advance within the organization.

Recommended Action

No formal action is requested of the DDA Board at this time. This memorandum is to serve as an acknowledgment of receipt of this information.