

**MEETING MINUTES**  
**Berkley Downtown Development Authority**  
**Meeting of the Board of Trustees**  
**Berkley Public Safety Building, 2nd Floor Conference Room**  
**Wednesday, August 9, 2006**

I. **CALL TO ORDER:** The meeting was called to order at 8:04 AM with Chair Keith Logsdon presiding.

II. **DETERMINATION OF ATTENDANCE:**

*Present:* Dr. Jeff Allyn  
Jane Bais-DiSessa  
John Barbuscak  
Allen Dyer  
Lawrence Gallagher  
Keith Logsdon  
Alan Semonian

*Absent:* Daniel Cherrin – *Excused*  
James Esshaki  
Matthew Gross  
John McGovern

*Also Present:* Paul Andriese, Grissim, Metz, Andriese  
Tom Biehl, Hubbell, Roth & Clark  
Tony Duce, DSA Architects  
Diane Farrington, Twice Around Antiques  
Joe Novitsky, Planning Commission Liaison  
Michael Pesendorfer, M3 Investments  
Tim Simmons, Hubbell, Roth & Clark

III. **APPROVAL OF AGENDA:** The agenda was approved unanimously upon a motion by Gallagher and a second by Semonian.

IV. **APPROVAL OF MINUTES:**

**A. Regular Meeting of June 14, 2006:** On motion by Barbuscak and a second by Dyer, the minutes were unanimously approved by the Board.

**B. Special Meeting of June 22, 2006:** On motion by Dyer and a second by Semonian, the minutes were unanimously approved by the Board.

V. **PUBLIC COMMENTS:**

**A. Communications: Keith Logsdon** – Logsdon reported that Tony Duce, Diane Farrington, and Michael Pesendorfer would be presented to Council for appointment to the Board at the 9/21 meeting. He read an e-mail sent to Vansen by Heather Carmona, Woodward Avenue Action Association, announcing a \$10,000 mini-grant made to Berkley for the 12 Mile/Woodward crosswalk project. WAAA is working with Grissim Metz Andriese on preliminary planning work. Berkley will be used as a demonstration model for similar projects. Carmona invited Vansen to meet with her on 8/16 to discuss GMA's work. Logsdon responded to Carmona about the work GMA had done for the DDA.

**B. Introduction of First Time Visitors:** None. Biehl reported that the 12 Mile road crews worked all night the previous weekend when the road was completely closed to traffic. There was an area at the corner of Griffith and 12 Mile that might have a water main leak. Sidewalks should be finished by the next Saturday. Temporary lights would be put up for the Dream Cruise weekend, and planter boxes would be filled with sand and have painted stakes at the corners to minimize trip hazards. One and a half inches of asphalt would be added to the roadway to finish. Barrels and barricades would be removed for the Cruise Fest parade. Curbs on Coolidge south of Catalpa might also have work done before the Cruise. He noted they would need a plan for the Coolidge streetscape as soon as possible. Logsdon asked DiSessa about public relations for the 12 Mile project, and she said a celebration and ribbon cutting were planned. She had already talked to the press. Biehl said streetlights would go in

the week after Dream Cruise. Logsdon asked Andriese to talk about the next steps for the streetscape: irrigation, trees, then final details (flower pots, etc.). Trees and irrigation could be put off until spring or done in the fall. Drawings need to be made and the project could be bid in two parts, with irrigation and trees bid right away. Andriese asked for four weeks to come up with a plan but agreed to try to make it faster. He can subcontract to HRC. Logsdon said he'd like to see the trees and irrigation done this fall. Andriese suggested hand-selecting trees and finding 3½ to 4 inch caliper trees. He said it's preferable to have everyone bidding on the same trees. DiSessa noted that the tree committee and DPW need to be involved in the decision. The DPW might do the actual tree planting. Logsdon asked her if a meeting of the interested parties was in order, and she said it was and she would set it up. DiSessa moved to approve Andriese proceeding to work with HRC on the tree and irrigation plan, Barbuscak seconded, and the motion was unanimously approved. Biehl said he would check on the number of light poles and contact Barbuscak with the number that morning. Barbuscak and Farrington suggested putting some flowers in the planters as a temporary measure for the Cruise Fest, but Andriese said it could look patchy and temporary, and he suggested leaving them alone for now. Barbuscak noted that there was an intersection tree that needed replacement. Semonian reported that there were some footprints in the new pavement at Tyler and 12 Mile that needed attention. Logsdon lauded HRC and the contractor for doing great job working with the businesses affected by the road project.

**VI. CHAIRPERSON'S UPDATE:** Nothing to report.

**VII. UNFINISHED BUSINESS:**

**A. Election of Officers:** Dyer moved to approve the slate of Logsdon, Chair; Allyn, Vice Chair; Semonian, Treasurer; and Bais-DiSessa, Secretary. Barbuscak seconded, and the motion was unanimously approved and the officers re-elected. Bais-DiSessa serves automatically as Secretary. Barbuscak expressed his gratitude to Logsdon for extending the time he is willing to serve as chair.

**B. Attorney Progress:** Logsdon had not spoken to him and suggested a meeting with the attorney and legal committee: Dyer, McGovern, DiSessa, and Logsdon. The issue may have to go back to the voters, and Logsdon wondered if it could still get on the November ballot. DiSessa said that would be very difficult, and they should meet with Council to strategize. Logsdon asked her if they could have a special session with Council in September. Dyer suggested having Staran work on wording for the ballot. DiSessa is working on an updated list of DDA residents. DiSessa said she would check Council's agenda. The Board doesn't want to wait for a vote until November 2007. DiSessa suggested appointing a committee to expedite the matter. Logsdon would like Staran to meet with Council members as well.

**C. Streetscape Status Report:** Nothing more to report.

**D. Vacant Board Positions:** Nothing more to report.

**VIII. NEW BUSINESS:**

**A. Development Plan:** The Executive Committee met the previous week and discussed updating the development plan. DiSessa was talking to Sabuda about how to make changes to the plan. Logsdon noted that would include the coverage area and TIF projections. He said the DDA needs to identify new projects to include in the plan and refine the current list. There was discussion of creating a parking assessment district where improvements to lots and construction of new lots would be paid for out of an assessment on businesses in that district and where parking requirements could be relaxed or waived for assessed businesses. That would allow more density in the downtown. They may also want to update the 1998 parking study. Cost estimates for future projects need updating as well. The master planners talked about districts in the downtown, and Logsdon thought that presented an opportunity to tie the development plan in with the master plan. Logsdon hoped to have a plan in place for updating the development plan within the next two months. He thought the Executive Committee could take the reins and come back to the Board as a whole with their ideas. DiSessa noted there are ten years remaining to accomplish the DDA's total mission. Logsdon wondered if the DDA could be extended past that and should consider how to do that. DiSessa suggested Logsdon make an annual report to Council on the DDA's accomplishments and said she

could have City staff assist him in putting together a Power Point presentation. Logsdon said he would welcome other Board members' participation in the report to Council.

**B. Coolidge Streetscape Design:** Logsdon noted that now that three new businesses have been approved for Coolidge, it would have been good to have a streetscape concept in place. Councilperson GoodCourage had been outspoken on the need for a Coolidge streetscape plan. Logsdon invited Paul Andriese to the meeting to discuss such a plan. Andriese submitted a proposal that Logsdon distributed to the Board. Andriese proposed putting together a streetscape design for \$7,000 (not to exceed) and then work with HRC to apply the concept. Barbuscak moved to approve Andriese moving forward on the Coolidge streetscape design, Allyn seconded, the Board approved the motion unanimously. Logsdon asked Andriese to talk about the process, noting he felt it was key to be diligent in applying it to specific blocks rather than being generic. Andriese responded that he would start with a general concept, proceed to arrangement of elements, with his concern that the work would be done piecemeal, not all at the same time like 12 Mile. He felt knowing how it would be implemented was important for him. Biehl noted that 40-50% of the Coolidge curbs would be replaced, and curbs painted yellow would be sandblasted. Logsdon noted that the impetus for a Coolidge streetscape plan was to establish standards for new business development. Novitsky added that this is not a static issue: it never will be all done at once, it will always be changing, but it is important to have a fundamental streetscape design. Andriese said he would approach it by coming up with a general idea and then look at specific site plans to see how they could apply it. He said he was willing to help with the CVS corner signage. Logsdon suggested that Andriese and some DDA Board members have an opportunity to review site plans and make suggestions. Novitsky noted that many communities have design/engineering standards to give to developers. Logsdon asked him if he saw any issues with the site plans that have been recently approved, and he said no. DiSessa suggested another SAD might be necessary to pay for Coolidge sidewalks. Logsdon noted there had not been as much resistance to the 12 Mile SAD as everyone had anticipated. Biehl said irrigation sleeves and electrical conduit could be put in ahead of time so they would be ready when a project moves forward, and his firm could help establish those standards. Logsdon asked how soon the groundbreaking on the three Coolidge projects would take place. Novitsky said they were moving quickly. Logsdon asked Andriese about a timeline and when he could come back to the Board with some initial concepts. Andriese responded in about three weeks, or for the next meeting. Logsdon suggested inviting GoodCourage and some other Council members to come. DiSessa also suggested having Vansen at the meeting. Logsdon asked Andriese to meet with Vansen and get site plan copies for the new businesses. Biehl said he would need to see the concept the DDA approves before going forward with engineering standards. Logsdon asked him if he had accurate survey information for Coolidge. Biehl answered that it's not complete. Andriese said he would need it eventually, and DiSessa said she would get the information to him.

**C. Downtown Master Plan:** Logsdon noted previous discussion about a detailed downtown master plan. Andriese has worked with LSL (the master planners) on Farmington's downtown master plan. DiSessa said they would need to prepare an RFP. The master plan will be adopted by the first of the year. Novitsky wondered about the need to delineate any more of a downtown plan than what LSL is doing. Logsdon noted discussions with LSL, who said it was common to do a city-wide master plan along with a detailed downtown master plan to be more specific about what the downtown should look like. Novitsky countered that so many other parts of the City need help. Logsdon said more discussion with LSL was needed about the advantages of having such a plan.

**IX. COMMITTEE REPORTS:**

**A. Treasury/Budget/Finance: Alan Semonian, Larry Gallagher, John McGovern** – As reported previously, Semonian and Logsdon are meeting regularly with Sabuda about invoices and will do so again the week of 8/14.

**B. Development: Jane Bais-DiSessa** – Logsdon reported three new site plan approvals by the Planning Commission: CVS at 11 and Coolidge, a new Taco Bell on Coolidge, and Fifth-Third Bank in the old Hardee's location on Coolidge.

**C. Intersection: Jane Bais-DiSessa** – Testing was done a few weeks prior, and mediation is scheduled for late September.

**D. Build Berkley/B.B.A.T.: Keith Logsdon** – Nothing new to report.

**E. Business Recruitment: Jeff Allyn, Matthew Gross** – Allyn reported some interest in the property he has for sale/lease. He had spoken to three different business people. One was considering a deli business, another was retail, and the third was close-mouthed about what he was considering.

**F. Banners/Appearance: John Barbuscak** – Barbuscak asked for input on whether to put up the marquee banners before the Dream Cruise or keep the banner that's currently up. No banners would be up in the work area on 12 Mile. He noted the brackets were saved from the poles that were taken down. There are 7 banners on 12 Mile and 19 on Coolidge (there are 48 banners available). There are approximately 11 additional poles without banners on 12 Mile and 8 on Coolidge that could be used. Advertising banners are still in place, giving those donors free coverage. He would have the advertising banners taken down if the marquee banners are put up. He asked for a decision on putting up the marquee banners, adding brackets to poles without banners, and taking down the business signs. Dyer supported putting banners up in the vacant spots. Barbuscak said the trees do need trimming around some of those poles. Allyn suggested donating some banners to the City to put up on poles on Coolidge north of 12 Mile. Technically, the DDA can't put them there because it's out of the DDA district. For Logsdon it's more important to decide on ordering new triangular banners for the streetscape light poles. He asked Barbuscak to get a price on new banners for the streetscape. Barbuscak suggested having an extra set of all of them. He will find out the number of new light poles (it was estimated that there are 56 new light poles in the 12 Mile streetscape area, two banners per pole). Logsdon said it might be nice to change it up a little and have some variety.

**G. Newsletter: John Barbuscak** – Barbuscak reported he had reviewed the third draft of the newsletter and it was almost ready to be sent out. Logsdon was going to review it and make some suggestions that day.

**H. Web Site: Jeff Allyn, Matthew Gross** – Allyn had the CD with the site content. Logsdon asked him about the fee for changes, which Allyn thought was \$85/hour. Allyn needed to talk to Capital Consultants and would have a report for the next meeting. Logsdon said that for now the Web site just needs to be updated, not revamped.

**X. LIAISON REPORTS:**

**A. City Council Liaison:** Absent – no report.

**B. Planning Commission Liaison:** Novitsky reported on their last meeting, which lasted quite late into the evening. Elections were held and all positions stayed the same. The Taco Bell relocation/new construction was approved. The adjacent wall is still a problem. They also approved the Fifth-Third Bank in Hardee's old location. They approved in concept the first live-work project on Greenfield. The application was incomplete because of questions about adjacent properties and how that would be addressed. The CVS project at 11 Mile and Coolidge was also finally approved. Logsdon noted that the development was Jim Esshaki's and they had agreed to duplicate the welcome walls like the 12 Mile/Coolidge intersection at the corner. Novitsky said there had been a great deal of discussion about coming up with a consistent notion of the streetscape that had been lacking previously.

**C. Beautification Committee Liaison:** In Mahrle's absence, Logsdon reported that the previous week's Robina Rhapsody had gone really well. The business-to-business breakfast had been well attended, and the Comcast advertising proposal was presented.

**D Zoning Board of Appeals Liaison:** Absent – no report.

**E. Chamber of Commerce Liaison:** Logsdon read Miller's report in his absence. A Chamber golf outing is planned for 9/15 at Rackam. A Cruise Fest T-shirt is being offered for sale at various local businesses and will also be available at the Chamber's Cruise Fest booth.

**XI. ADJOURNMENT:**

The meeting was adjourned at 9:05 AM on motion by Dyer and second by Allyn.