



# Plymouth Downtown Development Authority

## Meeting Agenda

January 11, 2021 7:00 p.m.

Plymouth Downtown Development Authority  
831 Penniman  
Plymouth, Michigan 48170

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

**Meeting will be held online at zoom.us. Webinar ID: 840 4817 9903**

**Join Zoom Webinar <https://us02web.zoom.us/j/84048179903>**

**Passcode – 792961**

### **Statement on explanation of the reason why the public body is meeting electronically:**

On March 10, 2020 the Governor of the State of Michigan declared a State of emergency across the State of Michigan under section 1 of Article 5 of the Michigan Constitution of 1963, the Emergency Management Act, 1976 PA 390, as amended, MCL 30.401 – 421, and the Emergency Powers of the Governor Act of 1945, 1945 PA302, as amended, MCL 10.31 – 33. These sections provide the Governor with broad powers and duties to cope with dangers to this state or to the people of the state.

As a part of the response to the emergency, the Governor has deemed it reasonable and necessary to temporarily suspend rules and procedures relating to physical presence at meetings and hearings of public bodies and other governmental entities in Michigan. These public bodies and entities must continue to conduct public business during this emergency. Due to the emergency situation and the request of the Governor to not gather in groups of 10 or more it is necessary for some public boards to meet electronically.

#### **1) CALL TO ORDER**

*Kerri Pollard, Chairperson*  
*Oliver Wolcott, Mayor*  
*Ellen Elliott*  
*Daniel Farmer*  
*Scott Foess*  
*Maura Hynes*  
*Richard Matsu*  
*Dan Johnson*  
*Andre Martinelli*  
*Patrick O'Neill*

#### **2) CITIZENS COMMENTS**

#### **3) APPROVAL OF THE AGENDA**

#### **4) APPROVAL OF MEETING MINUTES**

**A. Regular meeting 12-14-2020**

#### **5) BOARD COMMENTS**

#### **6) OLD BUSINESS**

**A. Strategic Planning Update**  
**B. Strategic Planning Session**

#### **7) NEW BUSINESS**

**A. DDA Board Election**  
**B. DDA COVID-19 Downtown Initiatives**

#### **8) REPORTS AND CORRESPONDENCE**

#### **9) ADJOURNMENT**

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

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

# City of Plymouth Strategic Plan 2017-2022

## GOAL I - QUALITY OF LIFE

### OBJECTIVES

1. Support the neighborhoods with high-quality customer service
2. Engage in collaboration with private entities and surrounding municipalities to implement the [Joint Recreation Master Plan](#)
3. Improve communication with the public across multiple platforms
4. Maintain a high level of cleanliness throughout the City
5. Support and host a diverse variety of events that foster community and placemaking

### ONE YEAR TASKS 2019-2020

- Restore operations for recreation programs after Hines Park bridge repairs are completed
- Explore funding and partnership opportunities to increase and enhance pedestrian crossings
- Finalize [City website](#) update
- Develop and adopt a Master Plan for Kellogg Park, including the fountain
- Develop and implement strategy to market sponsorship opportunities to improve publicly owned assets
- Draft and approve amendments to [Tree Ordinance](#) to clarify implementation, enforcement, and scope

## GOAL II - FINANCIAL STABILITY

### OBJECTIVES

1. Approve balanced budgets that maintain fiscal responsibility
2. Advocate for increased revenue sharing with the State of Michigan
3. Encourage and engage in partnerships, both public and private, to share costs of services and equipment
4. Address the issue of legacy costs
5. Seek out and implement efficient and effective inter-departmental collaboration
6. Market our successes to attract new economic and investment opportunities

### ONE YEAR TASKS 2019-2020

- Continue to support [Michigan Municipal League \(MML\)](#) efforts to [coordinate state initiatives](#) related to revenue sharing with municipalities
- Increase awareness of and support the [MML Save MI City campaign](#)
- Target revenue enhancements that support large capital projects, including grants and millages
- Explore internal and external potential for supplemental funding of legacy costs
- Develop a plan for capital improvement funding projects and purchases
- Explore enhanced investment opportunities

## GOAL III - ECONOMIC VITALITY

### OBJECTIVES

1. Continue to support and improve active, vibrant downtown branding
2. Support community and economic development projects and initiatives
3. Support a mix of industrial, commercial and residential development
4. Reference the [Master Plan](#) in economic decision-making

### ONE YEAR TASKS 2019-2020

- Complete and approve the [DDA Master Plan](#)
- Address and implement recommendations in the [Redevelopment Ready Communities baseline report](#)
- Develop and approve city-wide economic development strategies (Saxton's property, parking system, connections between Old Village and the DDA, Bathey property remediation and development, 240 N. Main, Lumber Mart site)
- Identify other properties of significance to the economic development strategy
- Complete a community survey
- Increase collaborations with partners in the community
- Administer the City's [Master Plan](#) using implementation matrix ([Appendix Table 5](#))

## GOAL IV - SERVICE AND INFRASTRUCTURE

### OBJECTIVES

1. Support administration and staff by providing professional development opportunities, supplying resources, and maintaining a commitment to recruitment, retention and succession planning
2. Support and deliver safe and responsive emergency services
3. Maintain a sophisticated and responsive technology to communicate and manage data
4. Continually record, maintain, update, and improve City infrastructure

### ONE YEAR TASKS 2019-2020

- Begin implementation of parking recommendations for City parking system
- Develop and utilize consistent message and branding across all platforms
- Develop and approve of plan for future delivery of emergency services
- Implement infrastructure asset management plan
- Approve agreement on sanitary sewer with [Western Township Utilities Authority \(WTUA\)](#)



# Plymouth Downtown Development Authority

## Regular Meeting Minutes

### Monday, December 14, 2020 - 7:00 p.m.

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

[www.plymouthmi.gov](http://www.plymouthmi.gov)  
Phone 734-453-1234  
Fax 734-455-1892

#### Online Zoom Meeting

#### 1. CALL TO ORDER

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

Present: Mayor Oliver Wolcott, Chair Pollard, Members Ellen Elliott, Daniel Farmer, Scott Foess, Maura Hynes, Dan Johnson, Andre Martinelli, and Patrick O'Neill

Excused: Brent Rieli

Also present: DDA Director Tony Bruscato, City Planner Sally Elminger, DDA Coordinator Sam Plymale

#### 2. CITIZENS COMMENTS

Dave Rucinski, 1392 Maple, asked about the status of the Kellogg Park Fountain project. Wolcott said the project is expected to begin on April 1, assuming there is no delay due to COVID-19.

Carol Souchuk, director of the Plymouth District Library, thanked the DDA for providing additional signage. She said the building is closed, however, they are providing curbside service for approximately 500 requests per day. The library was awarded a grant from Ford Motor Company for several thousand facemasks, which they plan to distribute around town in the near future. Souchuk also announced the retirement of Susan Stoney, who has worked for the library for 19 years. On December 19 at 11:00 a.m., the community is invited to attend a drive-by retirement celebration at the library.

#### 3. APPROVAL OF THE AGENDA

Hynes offered a motion, seconded by Farmer, to approve the agenda. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

#### 4. APPROVAL OF THE MEETING MINUTES

Hynes offered a motion, seconded by Johnson, to approve the minutes of the November 9, 2020 meeting. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Johnson, Martinelli, O'Neill, Pollard, and Wolcott

MOTION PASSED 9-0

#### 5. BOARD COMMENTS

Elliott thanked Bruscato and Plymale and Pollard for providing great communication during the pandemic. She also complimented Bruscato and Plymale on the Santa parade. O'Neill, along with

Plymouth Chamber of Commerce President Wes Graff, announced that the \$10,000 Consumer's Energy matching gift certificate program sold out in 3.5 hours. Johnson asked that City administration and elected officials recognize the urgency and continue to explore options for additional outdoor seating. Wolcott said this would be addressed at the next City Commission meeting.

**6. OLD BUSINESS**

a. Strategic Planning Session

The group held a preliminary discussion regarding 2021 goals. The session was led by Elminger. Board members agreed that the discussion would continue at their next meeting with the intent of finalizing and voting on goals.

**7. NEW BUSINESS**

There was no new business.

**8. REPORTS AND CORRESPONDENCE**

Wolcott announced that Brent Rieli's term on the board is ending and that he decided not to seek reappointment. Wolcott thanked him for serving and said the City Commission is looking for a new candidate for the DDA board.

**9. ADJOURNMENT**

Elliott offered a motion, seconded by O'Neill, to adjourn the meeting at 9:26 p.m. There was a roll call vote.

Yes: Elliott, Farmer, Foess, Hynes, Martinelli, O'Neill, Pollard, and Wolcott

Absent for the vote: Johnson

MOTION PASSED 8-0

**DDA 2018 Five Year Strategic Plan**

City of Plymouth

Goal	Task	Responsible Party	Timeframe	Funding Source	Status Update as of 1/11/2021
Identify Alternative Funding Sources	Develop a vision/plan to explore and identify alternative funding mechanisms for capital improvement projects. Plan should include "Action Plan" that identifies steps for obtaining funding via each funding source.	DDA Board	Short Term	DDA Funding/Grants/Public-Private Partnerships	Delayed because of COVID-19. The Finance Committee consisting of DDA Board directors Maura Hynes, Scott Foess and Ellen Elliott held its first meeting on January 13, 2020. The assignment for each member is to bring two suggestions for potential funding. The 4/13/2020 meeting was cancelled.
	Establish a DDA Finance Committee.	DDA Board	Short Term	No Cost	The 4/13/2020 meeting cancelled because of COVID-19
Increase Parking Inventory	Create Comprehensive Parking Plan that determines existing and future parking needs, and 1-5 year vision for parking facilities, including reconstruction of parking deck. Plan should also identify, evaluate and prioritize funding and revenue sources (paid parking, assessments, private/public partnerships, advertising, etc.).	DDA Board/Parking Sub-Committee	Short Term	Paid Parking, Assessments, Public-Private Partnerships	Delayed because of COVID-19. City staff will reconvene working on plan when appropriate. DDA Staff is analyzing kiosks and quotes from two vendors to give a recommendation to the project team at the next meeting.
	Assist in moving Saxton's development project forward by hosting/participating in joint planning meeting to discuss site plan features with the City Commission and Planning Commission.	City Administration/DDA Staff/Planning Commission	Short Term	No Cost	The closing on the Saxton's property was completed on 8/5/2020. Wade Trim has been authorized by city administration to develop plans for a parking lot on the site.
Make Downtown More Pedestrian Friendly	Repair/replace tree grates; maintain existing and install where needed. Investigate tree grates made of more flexible material to avoid heaving.	DDA Staff	Short Term	DDA Funding/Public-Private partnerships	DDA Board accepted DDA Infrastructure Master Plan at September Board Meeting. Next strategic planning session to determine next steps.
	Create a sense of arrival/entryway into downtown by improving pedestrian crossings identified in 2017 goals (Main/Church, Harvey/Penniman, Harvey/Wing and Main/Wing)	DDA Staff	Medium Term	DDA Budget/City Budget/Grants	The Plymouth City Commission on 8/4/2020 approved push button upgrades to be added to the pedestrian signals at the Main Street and Ann Arbor Trail intersection. The pedestals have been installed.
	Create tree lighting plan to provide full LED display on all trees within desired boundary (purchase, installation and maintenance)	DDA Staff	Short Term	DDA Budget/Partnerships with Property and Business Owners	Tree lights on Penniman and half the trees on Forest Ave. either installed, repaired or replaced.
	Increase lighting, especially in alleys	DDA Staff	Short Term	DDA Budget	Some of the lights on the the Central Parking Deck were repaired on 8/6/2020
Kellogg Park	Develop and implement Kellogg Park improvements (turf, preserve tree canopy, more permanent solution for bandstand) by creating a fundraising campaign (brick pavers, corporate sponsorship, donations).	City Commission/DDA Board	Medium Term	Fundraising/Grants	Wade Trim presented a final report to the DDA Board on 8/10/2020
	Fountain Completion	City Commission	Short Term	Wilcox Foundation	City administration is working on an updated contract with the fountain supplier, and developing plans for a construction timeline
Support Businesses	Support business mix by creating a clearinghouse of all requirements (i.e. site development, marketing properties to decrease vacancies, façade improvement program, Redevelopment Ready Communities (RRC) Program)	DDA Staff/ City Administration/ City Commission	Short Term	No Cost	City Commission approved the extension of outdoor public property patios until March 31. Administration is developing COVID-related options for business in the spring/summer
New Items	Develop plan for DDA future street lighting upgrade and phased implementation	DDA Staff	Long Term	No Cost	Wade Trim gave final DDA Master Plan report on 9/14/2020
	Complete a study of infrastructure in the DDA including electricity, plumbing, water, sidewalks, and trees	DDA Staff/City Administration	Short Term	DDA Budget	Completed by Wade Trim as part of the DDA Master Plan.



## Information Only

**To:** DDA Board

**From:** DDA Staff

**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2021\January 2021

**Date:** 1/11/2021

**Re:** DDA Strategic Planning Session-January 2021

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The Downtown Development Authority Board annually evaluates its goals and strategic plan. At its December 2020 meeting, the board held its first strategic planning session with Sally Elmiger of Carlisle-Wortman Associates of Ann Arbor, the city's planner, to eventually determine the future direction of Downtown Plymouth.

Attached is an introduction by Sally Elmiger with a compilation of results from the first strategic planning session...which will be used during the January 2021 meeting to move toward completion of the 2021 Strategic Plan.



**Carlisle | Wortman**  
ASSOCIATES, INC.

117 NORTH FIRST STREET SUITE 70 ANN ARBOR, MI 48104 734.662.2200 734.662.1935 FAX

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**MEMORANDUM**

**TO:** Tony Bruscato, DDA Director  
**FROM:** Sally M. Elmiger, AICP  
**DATE:** December 30, 2020  
**RE:** DDA Board Goal Setting Session - Results

Attached is a report outlining the results of the December 14, 2020 DDA Board goal-setting session.

The report describes the goal-setting exercise, and summarizes the results (into themes) of the discussion for each of the five questions presented to the Board. Each theme was further described by potential action items identified by the members. We also listed the top priorities established by the members from the results to each question.

I look forward to discussing this information with you and the Board at the upcoming January meeting, where we will work to refine the ideas, consider possible corridor improvements described in the DDA Infrastructure Plan, and establish possible timeframes for implementation.

Please let me know if you have any questions or would like to discuss further.

CARLISLE/WORTMAN ASSOC., INC.

Sally M. Elmiger, AICP, LEED AP

Principal

## **December Goal Setting Exercise Results**

Plymouth DDA

In 2018, Plymouth's Downtown Development Authority (DDA) Board developed goals to direct decision-making on improvements to the downtown over the next several years. The DDA accomplished a number of these goals, and is now ready to plan for the future and update their goals. To do this, they participated in a goal-setting session on the evening of December 14, 2020. This report summarizes the results of the goal-setting session, and includes verbatim results in the Appendix.

### **Goal Setting Exercise**

The meeting was set up on the Zoom platform, which allowed the Board members, staff, and residents to attend and participate in the meeting. The meeting started with a short presentation that summarized the completed & incomplete 2018 DDA goals, and the goals of other city boards (City Commission and Planning Commission). The purpose of the presentation was to assist the DDA Board in coordinating their efforts with the efforts of these other boards.

Next on the agenda was a facilitated "Gallery Walk" goal-setting exercise. Rather than posting questions on flip charts arranged around a room and Board Members writing their responses on the flip chart, five questions were posted on a shared screen, one question per screen. Each Board Member was asked to respond to the question using the "chat" function. Each response was copied onto a digital "sticky note" and posted on the shared screen for that question. This enabled everyone at the meeting to see the question and associated responses. This process was followed for each of the five questions.

The next step was a facilitated discussion of the responses to each question. The meeting host shared her screen showing the question and responses on sticky notes, starting with Question 1. During the discussion of the question, the responses were re-organized on the shared screen into common themes, just as if a person were physically moving the sticky notes around a flip chart. If a response was unclear, the person making the comment was asked to explain the intent of their response. This process was repeated for all five questions. The questions, and verbatim responses on the sticky notes, are provided in the Appendix.

The last step in the goal setting exercise was to establish initial priorities of the themes that emerged for each question. This was done by using the "polling" function on Zoom. Each Board Members was asked to vote for their top theme(s) under each question.



## Summary Results of Goal Setting Exercise

This section of the report provides a summary of the themes that emerged during the goal-setting session. The questions presented during the goal-setting session were based on incomplete 2018 DDA goals, key initiatives in the DDA Infrastructure Plan, improvements described in the Kellogg Park Plan, and city-wide issues. (Priorities for each question are shown with “☞” symbol, and in underlined/italicized text.)

### Question 1. For the next two years, what are your priorities for PARKING? (Number of spaces, parking lot conditions, other)

#### Themes:

1. **Improve condition, aesthetics, and/or functionality of existing lots.** Specifically:
  - ☞ Resurface existing lots that are in need (such as library/Penniman lot, lot at Harvey/Wing)
    - Reconfigure Harvey & Wing lot when resurfacing (improve flow, improve street edge to create gateway)
    - Improve street edge and pedestrian connections to existing lots
2. **Maximize the number of parking spaces** in existing lots, and **increase the number of spaces** overall. Potential ways to do this include:
  - Investigate private lot usage via creating public/private partnerships
  - Develop plan for and reconstruct the central parking deck
  - Encourage use of more distant lots (different pricing, education, signage)
  - Consider partnerships with autonomous start-ups like May Mobility (see Grand Rapids).
  - Lease existing spaces reserved for City-own use
3. **Finance parking lot maintenance and improvements** via a paid parking system.
4. **Other Comments:**
  - Solidify parking plan, safety, and maintenance of existing lots
  - Ensure any work keeps open the option for paid parking in future (gates, numbered spaces with kiosks, etc.)
  - Tailgate take-out nights in parking lots, with drinks?

**Question 2. For the next two years, what are your priorities for SAXTON’S LOT?** (No priority setting was done for this question, since the Saxton’s lot design is in the hands of the City Commission, with Planning Commission input regarding ordinance consistency.)

#### Themes:

1. **Maximize number of spaces** in the Saxton’s lot to serve this part of the City
2. **Improve aesthetics and safety** of Saxton’s lot by:
  - Resurfacing lot
  - Provide adequate landscape screening, lighting, landscaped medians, and trees, and bioswales
  - Create pleasing gateway into City
  - Coordinate improvements with Saxton’s development for design cohesion
3. Ensure lot improvements can be **integrated into paid parking system.**

**Question 3. For the next two years, what are your priorities for PEDESTRIAN FEATURES? (i.e., tree grates, pedestrian crossings, tree lighting, street/alley lighting, other)**

Themes:

1. **🌀 Maintain sidewalks for safety**, making them pedestrian friendly. Ways to do this include:
  - Repair concrete where needed
  - Replace tree grates (either overall or where needed)
  - Maintain/update pavers
  - Extend sidewalks where needed
2. **Improve pedestrian crossings for safety.**
  - 🌀 **Add crossing signals/alerts to crosswalks** alerting cars that pedestrian is in crosswalk
    - Specifically, at Penniman/Harvey and Harvey/AA Trail.
    - Increase size of waiting area at crossings
    - Add alert system for cars as pedestrians enter walkways (flashing lights)
3. **Plant trees along sidewalks.** Specifically
  - Along Harvey, between AA Trail and Penniman
4. **Add more outdoor seating**
5. **Improve street and alley lighting for safety.**

**Question 4. For the next two years, what are your priorities for KELLOGG PARK? (i.e., Implement improvements to park, implement shared-streets concept)**

Themes: (Note that many of these themes are include as planned improvements in the Kellogg Park Master Plan)

1. **🌀 Implement Kellogg Park Master Plan**
  - A. **Install new fountain**
  - B. **Add new technology to park**, including
    - WIFI; also use for ad sales and business attraction
    - Vehicle and phone charging stations
  - C. **Address park landscaping** by:
    - Improve/maintain park turf. Consider turf alternatives.
    - Improve/maintain park tree canopy
    - Add perennial plantings as indicated in Kellogg Park Plan
  - D. **Improve walkways** by:
    - Complete path cutting through east triangle as is indicated in the plan
    - Paver replacement/resetting to address heaving and uneven pavement
    - Test walking areas so that grass is not worn due to pedestrians cutting edges
  - E. **Other:**
    - Test back-in parking
    - Close off Penniman on non-movie nights

- Child-friendly public art. Ensure it does not interfere with music nights.
- Seating area that may incorporate fire pits or gas logs
- Don't add too much hardscape
- Balance out usage.

**Question 5. For the next two years, what are your priorities for BUSINESS SUPPORT? (i.e., Online informational clearing house, other).**

Themes: (Note: These goals could be implemented either immediately, and could continue/be refined over time.)

1. **Expand use of outdoor spaces** within the downtown to enhance customer experience and attract businesses. This could include:
  - ☯ Rethink café/outdoor dining policy
  - Closing some streets.
  - Create woonerf on Penniman.
  - Create permanent dining extension into parallel parking spaces.
  - Expand entertainment opportunities in Kellogg Park and throughout downtown
  - Create "Social District" for common outdoor liquor sales
2. **Expand use of technology.** This could include:
  - Continue to grow social medial presence to engage public
  - Use WIFI landing page to drive ads and links to businesses in town
3. Engage with businesses to **create artwork throughout the DDA** to attract customers.
4. **Attract new businesses and engage with existing businesses.**
  - Communicate with existing businesses to understand their needs
  - Form synergistic relationships between retail/shopping and restaurants
  - Encourage/incentivize retail/shopping to stay open late for restaurant traffic
  - Increase outreach to attract new independent businesses to fill vacancies
  - Utilize Redevelopment Ready Communities initiatives.

## **APPENDIX**

### **Goal-Setting Session Verbatim Responses**

**Question 1. For the next two years, what are your priorities for PARKING? (Number of spaces, parking lot conditions, other)**

Responses:

- Maximize existing lots.
- Establishing the most number of spaces with the open lots that we have
- Number of spaces increase
- Revisit private lot usage
- Implement paid parking system, improve existing lots, central deck reconstruction
- Pay for new deck
- Encourage use of more distant lots (i.e., different pricing, education, signage)
- Expand the number of spaces by revamping the central deck. Including public/private partners and paid parking as funding source.
- Reconfigure Harvey & Wing lot when resurfacing (improve flow, improve street edge to create gateway)
- Solidify parking plan, safety, and maintenance of existing lots
- Prioritize parking ASAP
- Resurface Penniman and S. Library lots while tying them to the Master Plan goals (street edge improvements and pedestrian connection, where applicable)
- Considering partnerships with autonomous start-ups like May Mobility (see Grand Rapids). Also developing the plan for the structure.
- Using existing City spaces for additional parking for expand leased space...all at a fee.
- Ensure any work keeps open the option for paid parking in future (gates, numbered spaces with kiosks, etc.)
- Implement paid parking system, upgrades to existing lots, central deck rebuild
- Tailgate take-out nights in parking lots, with drinks?

**Question 2. For the next two years, what are your priorities for SAXTON'S LOT?**

Responses:

- Maximum number of spaces and likely resurface the lot so it's safe.
- Maximize the number of spaces, but with adequate screening
- Maximum lot for south east parking requirements
- Maximizing spaces
- Design to allow for future paid parking option without substantial rework (gates, numbered spaces, etc.)
- Finalize plan, maximize parking spots, aesthetically pleasing exterior/gateway into and out of City.
- Maximize the spaces. Do not put hardscape barrier around (if anything, use accessible greenspace).
- Keep forms consistent with Saxton development for greater design cohesion.
- Ensure the lot is well lit as it is slightly beyond business district.
- Screening with plant material
- Have developer finish on schedule
- Look at private public partnership. Lot condition needs upgrading. Find other parking areas.
- Landscaped medians.

- Consider bioswales for runoff mitigation
- Certainly, trees. No screening. Maximize spaces at fee.
- Aesthetics concerns as it is one of the gateways into the City.

**Question 3. For the next two years, what are your priorities for PEDESTRIAN FEATURES? (i.e., tree grates, pedestrian crossings, tree lighting, street/alley lighting, other)**

Responses:

- Sidewalk maintenance
- Maintenance of sidewalks for safety
- Make the walkways pedestrian friendly (replace grates if necessary, but prioritize if concrete needs fixing first).
- Walkways should be set to incorporate outdoor seating since this is a premium value to Plymouth.
- Shared road space, expanded walkways
- Brick paver updates/maintenance
- Street trees along Harvey between AA Trail and Penniman
- Tree grates and trees
- Tree grates and trees
- Maintenance of tree grates
- Pedestrian x – I guess improvements (Penniman/Harvey and Harvey/AA Trail, tree grate overhaul
- Additional benches (consider crowd funding)
- Have all crosswalks have an alert system for cars as pedestrians enter walkway, flashing lights, etc.
- Continue to improve lighting to increase nightlife ambiance
- Improve alley lighting
- Lighting upgrades for safety
- Safety should be top priority including street lighting and pedestrian crossing improvements like the push button crosswalk.
- Enhance Harvey/AA Trail and Harvey/Penniman intersections to make them more welcoming for pedestrians (signals, larger area for waiting at signals.)

**Question 4. For the next two years, what are your priorities for KELLOGG PARK? (i.e., Implement improvements to park, implement shared-streets concept)**

Responses:

- Fountain installation
- Inclusion of power stations leveraging new technology (consider community partners like Rivian)
- Make the improvements that have been requested from citizens including maintaining the grass and trees and not adding too much hardscape. We should also consider adding WIFI to the park for visitors.
- Evaluate any public art concept that would be child play friendly to bring families to the park during the day – should not interfere with music nights.
- Complete fountain project
- Seating area that may incorporate fire pits or gas logs

- Complete path cutting through east triangle as is indicated in the plan – help to activate a dead space.
- Tree and turf improvements
- Balance out the usage
- Complete current planned improvements
- Fountain install completed
- Turf improvements
- Turf and tree improvements, grass alternatives
- Develop business ideas that surround the park (ability to close off Penniman on non-movie nights; WIFI for ad sales and business attraction)
- Tree canopy maintenance
- Perennial plantings as indicated in the plan
- Test back-in parking
- Paver replacement/resetting to address heaving and uneven pavement
- Test walking areas so that grass is not worn due to pedestrians cutting edges, incorporate this in the walkways.

**Question 5. For the next two years, what are your priorities for BUSINESS SUPPORT? (i.e., Online informational clearing house, other)**

Responses:

- Engage existing businesses to understand their needs
- Expand the outdoor shared areas, woonerf
- Helping rebuilding business infrastructure per business model. Restaurant bump-out and create a social district. Form a synergistic relationship between retail and restaurants in the district.
- Expand entertainment opportunities in Kellogg Park and other locations
- Have an environment that is accessible, parking, variety of restaurants and retail. Encourage, incentive retail to stay open late for restaurant traffic.
- Outbound outreach to attract successful, independent businesses that might want to expand / add new locations.
- Utilize RRC initiatives.
- Create artwork throughout the City to draw customers
- Consider permanent extension into parallel parking that was done in the spring/summer. Continue to grow social media presence by engaging the public with contest that include the downtown.
- For spring/summer 2021 look at closing some streets.
- Use what we learned from COVID to enhance consumer experience (outdoor space use)
- Develop the downtown into a destination for shopping to partner better with the great dining that has emerged over the past several years.
- Use of WIFI landing page to drive ads and links to businesses in town
- Rethink outdoor dining, café policy, and entertainment areas throughout downtown – lean on DDA infrastructure Plan ideas to engage Business Community on Art of the Possible.

**Question 6. For the next two years, what are your priorities for TRANSPORTATION? (Note: This item came up as an additional question during the goal-setting exercise. After discussing it with the group, it**

was decided that corridor improvements identified in the DDA Infrastructure Plan could be discussed at a future meeting. However, some comments were gathered, and are reflected below.)

Responses:

- Rideshare spots and identification
- Bike lanes
- Bike racks
- EV charging stations
- Look at May Mobility and Grand Rapids public-private partnership to move people throughout.





## ADMINISTRATIVE RECOMMENDATION

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA agendas 2021/January  
**Date:** 1/11/2021  
**Re:** Election of Officers 2021

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### BACKGROUND:

The Downtown Development Authority Board of Directors is required, annually, to elect a Chairperson and Vice-Chairperson from the board at large. The Chairperson and Vice-Chairperson will each serve one-year terms.

### RECOMMENDATION:

DDA staff recommends that the DDA Board move forward with the election of officers at this meeting. Sample resolutions for consideration are attached.

Should you have any questions in advance of the meeting please contact the office.

**RESOLUTION**

*The following resolution was offered by Director \_\_\_\_\_ and  
seconded by Director \_\_\_\_\_*

*WHEREAS The Downtown Development Authority Board of Directors has  
established the office of Chairman, and*

*WHEREAS At the January regular meeting officers are elected to serve a term of  
one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown  
Development Authority Board of Directors appoints \_\_\_\_\_ as  
Chairperson for the 2021 calendar year.*

**RESOLUTION**

*The following resolution was offered by Director \_\_\_\_\_ and  
seconded by Director \_\_\_\_\_*

*WHEREAS The Downtown Development Authority Board of Directors has  
established the office of Vice-Chairperson, and*

*WHEREAS At the January regular meeting officers are elected to serve a term of  
one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown  
Development Authority Board of Directors appoints \_\_\_\_\_ as  
the Vice-Chairperson for the 2021 calendar year.*



## Information Only

**To:** DDA Board  
**From:** DDA Staff  
**CC:** S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2021\January 2021  
**Date:** 1/11/2021  
**Re:** DDA COVID-19 Business Initiatives

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The Plymouth Downtown Development Authority undertook a number of initiatives in 2020--from the beginning of the COVID-19 pandemic to the present--to support Downtown Plymouth businesses as they were closed and limited in operations because of the virus. Those plans included daily website and social media updates on business hours and operations; marketing and advertising opportunities; contests to encourage visitors to support local business; extending public patios into the streets to increase dining capacity; and allowing public patios to remain in place until March 31, 2021.

Since we expect there to be restrictions well into 2021 to combat the virus, city administration, the City Commission and DDA are collaborating to develop efforts that will support Downtown Plymouth businesses as we enter the spring and summer seasons.

DDA staff has developed a seven-question survey to get input from Downtown Plymouth merchants on initiatives they would like to see in the spring and summer to help them. Those results are attached.

At the February 2021 DDA Board meeting, there will be a discussion on potential ideas of programs and initiatives the DDA and City may be able institute to help Downtown Plymouth businesses as we navigate the virus. Those ideas will be delivered to the City Commission by Mayor Oliver Wolcott, a member of the DDA Board, and the city commission's liaison to the DDA, Commissioner Suzi Deal.

DDA Board member Maura Hynes, owner of Plymouth Coffee Bean, has forwarded some of her ideas, which are attached below.

I'm sure we're all aware of Northville's pedestrian downtown and the success that has brought to the businesses. Heading into the slowest quarter of the year for both retail and the hospitality industry, it seems like we should be thinking more proactively (like Northville) to see what we can do to help bring foot traffic to our businesses. I know that logistically, our downtown is different than Northville and seemingly it is more difficult to block the streets in any area for a

prolonged basis. But, there must be a way for to offer some type of solution beyond extending the patios. A few options, in no particular order, are:

- Block an area of the streets on the weekends, from Friday night through Sunday night, to encourage foot traffic in the area while maintaining social distancing. I think a lot of the downtown businesses would take the opportunity to set up some tables on the street and attract people to gather safely.
- If weekends won't work, choose streets to block on a rotational basis, so that only specific streets are affected.
- Designate particular weekends throughout the month as times when we can block some streets and help bring volume to our businesses.
- Encourage use of The Gathering and come up with ways to create an open market atmosphere.
- Allow the use of the parking spaces on the streets, similar to the fall. I drive through Plymouth all the time and those spots are not all being used. So, I don't think parking is an issue right now.
- Determine how we can do Ice Fest in a safe way. I know that there are articles discussing ice fest online. We could subsidize ice purchases for businesses throughout town and promote an "Ice Fest Tour" that takes people on a walking tour of the town instead of a crowd gathering in one particular place, like Kellogg Park.

Tony and Sam do a great job promoting events so I think they would be able to help through social media if we come up with a plan.

I just think that Northville is doing an exceptional job of bringing people safely downtown. I think we need to do more. The next three months are the slowest of the year for businesses and the added pressure of the pandemic isn't helping. We must be able to come up with a plan that can provide support to our businesses before the spring.

# Plymouth DDA COVID-19 Business Survey Results

There were 36 responses to the survey as of Friday, January 8

1. Last year, the Plymouth City Commission allowed restaurants and retail businesses to extend public sidewalk patios into the street, effectively using the parking spots in front of their establishments. Would you be willing to support extended patios this spring and summer? If no, why not?

YES: 31 (86%)

NO: 5 (14%)

## COMMENTS:

- Parking is a problem if we are back to normal
- Parking is a premium and based on amount of customer complaints I'm not in favor
- Some of them were too large and took up too much parking. Need to have 15 min. options in some locations
- because we need parking too
- Took up too many parking spaces during the day. Many restaurants didn't have open hours until early evening.

2. Are you supportive of allowing downtown businesses to have 15-minute parking spaces in front of their establishments for curbside/carryout service?

YES: 31 (86%)

NO: 5 (14%)

## COMMENTS:

- Yes, but less of them. Every space on Main Street is crazy
- Parking is always difficult in Plymouth and they are not needed
- I believe this deters customers from walking around town and visiting other business'.
- we don't mind some, but again we need parking too
- Yes in the case of restaurants, but not other businesses.

3. Would you be in support of closing downtown streets and sacrificing parking to attract visitors to downtown Plymouth? If so, for how long a period (1 week, 1 month, all summer)? If no, why not?

YES: 23 (66%)

NO: 12 (34%)

#### COMMENTS:

- all summer
- Close Ann Arbor Trl and Forest is closed for what?
- For events
- This would create too many access issues for many downtown businesses other than restaurants.
- all summer
- It would kill my business. We already work around Art in the Park & Fall Festival, cannot do it on a regular basis
- As long as needed if it still allows for proper parking near businesses for employees and visitors.
- I need more details.
- june-july-august.
- All summer
- all summer. let's think outside the box to help our local businesses!
- maybe during the business week leave open but close on weekends?
- This depends on what streets are being discussed. Obviously the closure of forest (making our private parking lot inaccessible) would NOT be something we would be in favor of
- its already hard to get customers into our business, we have lost business for lack of parking
- All summer
- Our business would suffer from our clients not having parking
- Any length of time as long as alternative parking is clearly marked and made available to visitors. Parking for employees and residents of downtown area should be accessible as well.
- If Penniman is closed it will have a serious detrimental impact on our business. We are retail and custom framing, customers bring in and pick up large items. Walking a block or more with streets closed will kill business for us.
- Until COVID is not seriously impacting business
- all summer
- close main from penniman to aa trail-west lanes-from friday 5pm to sunday 10pm
- not all streets...need more info
- Negative impact on other businesses
- 1 week

4. What are your suggestions for how the City of Plymouth and DDA can help businesses during the upcoming spring and summer?

#### COMMENTS:

- No fee to participate in the wednesday night workouts w/ Sun & Snow. That was a steep price for a small business (and I think sun & snow covers more than their share). My budget will likely not allow that coming year(s) and it is a great community event to be a part of.
- Get concerts in park going again

- Keeping a media promo campaign through online access etc. Form committee of businesses to pursue this with more than food establishments represented
- Tighten up the 15 minute parking spaces, there are too many right now, but they are a great help.
- Support business promotions downtown
- continue to support via social media platforms, advertise "shop safe- dine safe in DTP" on radio, pivot events to all day/open air activities
- Be willing to listen and try different things
- close the streets, have large outdoor seating arrangements or space for retail on the sidewalks, set up a yoga studio at kellog, etc
- Do not have police going looking for violators and threatening their liquor licenses for private dining.
- Eliminate the parking warnings/tickets. Keep the timed spaces (of the ones that will be available) but do not issue any type of ticket/warning
- give business space but remember not all business are resturants, we need parking and space and accessibility as well
- Host as many events as possible
- Continue to communicate as you have been, push for additional outdoor space.
- close off south bound main street, close ann arbor trail west bound from main st to harvey and close penniman down to make the street patios more appealing
- Many other communities had holiday ad campaigns airing on TV, Plymouth didn't. Market that Plymouth is open.
- We are in desperate need of relief any grants would certainly help.

5. The DDA developed Takeout Tuesday and Downtown Plymouth Shopping contests, among other initiatives, to help downtown Plymouth businesses during COVID-19. Do you believe these DDA marketing initiatives helped minimize the effects of COVID-19 on your business and what additional marketing initiatives would you like to see to help your business in 2021? If no, why not?

YES: 26 (72%)

NO: 10 (28%)

#### COMMENTS:

- I am fitness studio so it didn't affect me directly, but the continuation of bringing people is always good. I'm open to suggestions always on how we can participate and show up for the entire community.
- Weekly contests are fun
- Nice programs, wish more would use and promote the program. Needs more promotions, makes Plymouth different
- I think this was helpful for restaurants, but fitness establishments in the area need something more to go off of since they were shut down longer with little/ no added assistance. Any advertising that could help, the better!
- Need time to reflect.
- I think a few contests that run for a long period of time are helpful because it always takes quite a while to catch on. Consistency and length of time is key!
- Wonderful programs!!
- i have an established clientele, so i didn't need to participate. i thought it was a great idea.
- promote all sectors of business
- Initiatives not applicable to type of business
- Unrelatd



- does not effect medical businesses
- We are not a restaurant.

6. The DDA reallocated part its budget to spend more money on advertising during COVID-19, including The Rock magazine ad and the WDIV-TV “12 Days of Giving” promotion, with low-cost participation by downtown business. Do you believe the DDA should continue to spend a portion of its budget on advertising for these or other promotions? If no, why not?

YES: 31 (89%)

NO: 4 (11%)

#### **COMMENTS:**

- Being able to use free money to help pay for advertising is great
- The wdiv promo was not helpful--the "new" downtown dba may have more effective idea
- Hard times for retail and I appreciate being able to do advertising at a reduced cost. Thank you!
- Spend money on sprucing up downtown.
- I don't recall seeing either of these personally- but think these are good sources for advertising.
- I would like to see more money spent that goes directly to the businesses instead of to advertising. Our social media campaigns are good ways to get the message out without spending extra money that might or might not help. Buying gift certificates directly from businesses and giving them away would be a better way to get people in the doors of our local establishments.
- Generate foot traffic to our city
- Hard to determine, really
- Not sure the impact it had