



Plymouth Downtown Development Authority Meeting Agenda February 10, 2025 7:00 p.m. Plymouth City Hall & Online Zoom Webinar

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

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Join Zoom Webinar: <https://us02web.zoom.us/j/84723596215>

Passcode:519871

Webinar ID: 847 2359 6215

1) CALL TO ORDER

*Kerri Pollard, Chairperson
Richard Matsu, Vice Chairperson
Suzi Deal, Mayor
Ellen Elliott
Jennifer Frey
Brian Harris
Dan Johnson
Shannon Perry
Ed Saenz
Paul Salloum*

2) CITIZENS COMMENTS

3) APPROVAL OF AGENDA

4) APPROVAL OF MEETING MINUTES

A. January 13, 2025 Regular Meeting Minutes

5) BOARD COMMENTS

6) OLD BUSINESS

A. Five-Year Strategic Action Plan Status Update

7) NEW BUSINESS

**A. Phase 3 Plymouth Art Walk
B. Liquor License Discussion**

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 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

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

GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION

OBJECTIVES

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

GOAL AREA THREE - COMMUNITY CONNECTIVITY

OBJECTIVES

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

GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY

OBJECTIVES

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

“The government in this community is small and accessible to all concerned.”

-Plymouth Mayor Joe Bida
November 1977



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, January 13, 2025- 7:00 p.m.

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

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

1. CALL TO ORDER

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

Present: Chair Pollard, Vice Chair Richard Matsu, Mayor Suzi Deal, Members Ellen Elliott, Jennifer Frey, Brian Harris (arrived at 7:04), Dan Johnson, Shannon Perry, and Ed Saenz

Excused: Members Paul Salloum

Also present: Economic Director John Buzuvis and DDA Director Sam Plymale

2. ELECTION OF OFFICERS

Deal offered a motion, seconded by Saenz, to elect Kerri Pollard as chair of the DDA Board for 2025.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

Pollard offered a motion, seconded by Perry, to elect Richard Matsu as vice chair of the DDA Board for 2025.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

3. CITIZENS COMMENTS

There were no citizen comments

4. APPROVAL OF AGENDA

Saenz offered a motion, seconded by Perry, to approve the agenda for Monday, January 13, 2025.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

5. APPROVAL OF MEETING MINUTES

Deal offered a motion, seconded by Saenz, to approve the minutes of the November 11, 2024 regular meeting.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

6. BOARD COMMENTS

Elliott encouraged members to visit the new bookstore in town.

Deal said Kelly O'Donnell resigned from the City Commission and Colleen Pobur was appointed to fill the vacancy. She also said the new bandshell would be delivered soon.

Pollard said the Santa Parade, Christmas in Plymouth, and the Mistletoe Market were all successful events.

7. OLD BUSINESS

a. Five Year Strategic Plan Update

Plymale gave an update on aesthetics and function, parking, Kellogg Park turf, supporting businesses, and a potential third phase of the art walk. It was suggested that the board review the streetscape RFP.

b. Main and Church Intersection Upgrade

Plymale reviewed the city engineer's recommendation to proceed with an automatic signal countdown with added pedestrian leading indicators with push button activation.

Administration provided the following suggested motion to approve this recommendation.

WHEREAS The DDA Board of Directors identified the need to upgrade pedestrian safety at The Main/Church Street intersection; and

WHEREAS The DDA Board and City Commission agreed to a 50/50 cost share on both the Harvey/Penniman and Harvey/Ann Arbor Trail intersection improvements in 2021; and

WHEREAS The City Commission has identified and approved design work for upgrades to the Main/Church Street intersection as part of their 2025 Infrastructure Plan; and

WHEREAS The City's Master Plan includes the installation of new traffic light mast arms with pedestrian signals and additional improvements to the Main/Church Street intersection.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth DDA Board of Directors does hereby authorize up to \$340,000 in capital improvement funds or 50% of the cost of the project, whichever is less, to complete the upgrades at the intersection of Main/Church Street which includes new mast arms and pedestrian crossing signals. This authorization, in partnership with the City of Plymouth, would allow the continued work on design, bid documents and final construction of new mast arms and signals and other needed improvements at the Main/Church Street intersection.

Elliott offered a motion, seconded by Johnson, to approve the resolution without the inclusion of push buttons.

A discussion ensued, with some board members stating they preferred to include the push buttons to engage pedestrians and to have consistency in all of the downtown intersection crossings. It was suggested that the buttons might be needed in the future to add a sound component for visually impaired pedestrians. Reducing clutter by having buttons on mastheads instead of additional poles was also suggested.

There were also comments stating that push buttons were an unnecessary added expense and that there was no research supporting the idea that the buttons would increase pedestrian safety.

Director of Municipal Services and Assistant City Manager Chris Porman answered questions resident feedback to push buttons and the potential cost of reprogramming the signals when needed for additional or reduced pedestrian activity.

Ed Walton, 1465 Palmer, expressed concern about the cost of push buttons and whether there were grants available to offset these costs.

Karen Sisolak, 939 Penniman, said she appreciated the compromise from the previous attempt at approving this project but that cost and clutter were still an issue.

Ron Picard, 1373 Sheridan, said there were multiple solutions to all engineered designs.

Pete Mundt, 643 N. Harvey, said push buttons were not necessary or desired by residents.

There was a roll call vote.

YES: Perry, Johnson, Harris, Frey, Elliott, Matsu

NO: Saenz, Deal, Pollard

MOTION PASSED 6-3

c. DDA Bylaws Update

Plymale provided the group with updated bylaws and said they had been reviewed and approved by the city attorney.

There was a suggestion that “may” be changed to “shall” under number 6.a.2 and to change “should” to “may” under finding of fact in section six.

The following motion was offered by Saenz and seconded by Perry.

WHEREAS Bylaws are required by State law for Downtown Development Authorities and other boards and commissions; and

WHEREAS The Plymouth DDA Board approved original bylaws in 1983 during the creation of the Downtown Development Authority in the City of Plymouth; and

WHEREAS Many operational changes have been approved by resolution since the approval of the original Plymouth DDA bylaws; and

WHEREAS DDA staff has recognized the need to update the bylaws to reflect the current rules of conduct for the DDA’s business; and

WHEREAS At the November 11, 2024 meeting, the DDA Board offered suggestions for potential updates to a new version of the DDA Bylaws.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby approve the attached update of the City of Plymouth Downtown Development Authority (DDA) bylaws.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

8. NEW BUSINESS

a. 2025 Meeting Schedule

The following resolution was offered by Saenz and seconded by Harris

WHEREAS The DDA Board annually sets its meeting schedule for the upcoming calendar year in December; and

WHEREAS The City Commission approved a tentative meeting schedule for all boards and commissions at its November 13, 2023 meeting; and

WHEREAS The DDA also needs to plan for the two required informational meetings required by the State of Michigan.

NOW THEREFORE BE IT RESOLVED THAT the Plymouth Downtown Development Authority Board of Directors approves the attached 2025 DDA regular meeting schedule, including the dates for the two required DDA informational meetings.

Monday, January 13 • Monday, February 10 • Monday, March 10 • Monday, April 14 • Monday, May 12 (information meeting at 6:30 p.m., regular meeting at 7 p.m.) • Monday, June 9 • Monday, July 14 • Monday, August 11 • Monday, September 8 • Monday, October 13 (information meeting at 6:30 p.m., regular meeting at 7 p.m.) • Thursday, November 13 (moved to Thursday due to City Commission meeting conflict) • Monday, December 8 and informational meetings on May 12 and October 13 at 6:30 p.m.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

9. REPORTS AND CORRESPONDENCE

a. 2024 DDA Impact Report

Assistant DDA Assistant Director Reiko Misumi-Schelm reviewed the report.

10. ADJOURNMENT

Harris offered a motion, seconded by Perry, to adjourn the meeting at 8:34 p.m.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

Goal	Task	Responsible Party	Timeframe	Status Update (02/10/2025)
Enhance DDA District Aesthetics & Function	<p>**Top Priority** Prepare a Streetscape Improvement Plan With the Following Goals:</p> <ol style="list-style-type: none"> 1. Use DDA Infrastructure Plan as a framework to build on. 2. Enhance aesthetics, function and activating spaces, using industry best practices. 3. Make landscaping consistent across the DDA. 4. Revamp trees, planters, brick pavers. 5. Evaluate patio/outdoor dining opportunities. 6. Review opportunities to maximize and increase sidewalk areas/pedestrian/commerce opportunities to improve pedestrian safety. 7. Develop plan for additional bike racks in the City. 8. Design potential enclosure ideas for The Gathering. <p>(Note: This project will overlap other DDA goals.)</p>	DDA Staff/ DDA Board	Short to Long-term	DDA Staff continuing work on RFP for streetscape design and community engagement. DDA hopes for RFP to be ready by spring of 2025. City arborist has indicated that some DDA street trees are showing signs of disease, and may have to be removed prior to streetscape update. Patio season is April 1st to November 1st.
	<p>**Top Priority** Create Proactive Community Engagement Plan to educate residents and business owners about the Streetscape Improvement Plan project.</p> <ol style="list-style-type: none"> 1. Gather community input. 2. Educate downtown stakeholders of plan. 			

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (02/10/2025)
Improve Parking	<p>Improve the Condition of Existing Lots by:</p> <p>1. **Top Priority** Resurface the existing lots that are in need.</p> <p>2. Prepare a plan to reconstruct/replace the Central Parking Structure.</p> <p>3. Complete Central Parking Deck engineering review for 2026 major renovation</p>	City Commission/ DDA Board	Short-term	Engineer scheduled to conduct annual Central Parking Deck review in March. Potential for start of engineering review for 2026 major renovation at that time. DDA Board to see engineering approval at March meeting. Parking Deck Engineer presented Life Cycle Analysis Report at May 2024 DDA Meeting. Report indicates an approximate 20 year additional lifespan with regular maintenance.
	<p>Maximize the Number of Parking Spaces by:</p> <p>1. **Top Priority** Re-assess parking desires of parking patrons/users via user input, needs study, or other methods. Work with the Planning Commission and businesses.</p> <p>2. Work with property owners of private lots to optimize layout, number of spaces, and increase efficiency/capacity.</p> <p>3. Analyze more efficient parking space design (Pull-in vs. parallel vs. angled, etc.).</p> <p>4. Work with Planning Commission to review approach to businesses providing parking. Look for more collective approach.</p>	City Commission/ Planning Commission/ DDA Board/ DDA Staff	Short to Mid-term	City Commission approved new Valet Parking policy. The Ledger has been approved to participate in valet parking. Total cars parked: 1,586. (Nov-553, Dec-373, Jan-660) In January, 41.25 cars per day.
	<p>Other</p> <p>1. Incorporate electric vehicle (EV) charging stations.</p>	DDA Staff/ DDA Board	Short to Long-term	Current EVs at Saxton's lot are getting regular use. Potential to add more during streetscape upgrade.

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (02/10/2025)
Improve Pedestrian Safety (Coordinate with Streetscape Improvement Plan)	<p>**Top Priority** Create Consistent Approach to Determining Pedestrian Crossing Facilities.</p> <p>1. Complete 2025 Infrastructure Program and reach decision/direction on push button usage in the DDA.</p>	City Commission/ DDA Board	Short-term	Signals have been altered with automatic pedestrian signal activation at this time. At 1/13/25 meeting, DDA Board recommended that City Commission move forward with the Main/Church intersection project without engineer recommended push button signals.
	<p>**Top Priority** Prepare Plan to Address Tree issues, including:</p> <p>1. Develop tree replacement plan.</p> <p>2. Tree grates or alternative surfacing around trees.</p>	DDA Staff	Short-term	Tree replacement and subsequent addition of tree grates to be addressed during Streetscape Planning.
	<p>Other</p> <p>1. Ensure consistent sidewalk trim/brick work throughout the DDA.</p> <p>2. Implement vehicle management features that slow cars, reduce traffic, etc.</p> <p>3. Address uneven sidewalk pavement.</p> <p>4. Develop a plan to activate alleys and sidewalks.</p> <p>5. Eliminate obstacles on sidewalks and pedestrian crossings (such as light poles, planters, etc.).</p> <p>6. Design, purchase, and install street security bollards at minimum of two downtown locations and Cultural Center main entrance.</p>	City Commission/ DDA Board/ DDA Staff	Short-to Long-term	Many downtown sidewalk areas/brickscape areas were fixed in September of 2024. Contractor shaved uneven downtown sidewalks in summer of 2024.
Kellogg Park (Coordinate with Streetscape Improvement Plan)	<p>**Top Priority** Address Turf Issues by:</p> <p>1. Explore natural/synthetic alternatives to turf grass.</p> <p>2. Look into better turf management.</p>	DDA Staff/ DDA Board	Short-term	DDA staff to explore hiring an agronomist or turf expert to complete study in 2025.
	<p>Create brick pathways that are consistent with the downtown in Kellogg Park.</p>	DDA Staff/ DDA Board	Short-term	
	<p>Other</p> <p>1. Update the Kellogg Park landscape plan.</p> <p>2. Evaluate health of existing trees.</p> <p>3. Incorporate East Penniman, or use of this street, into Kellogg Park functions.</p> <p>4. Add security cameras.</p>	City Commission/ DDA Board	Short to Long-term	City Arborist has indicated that the Kellogg Park holiday tree is in declining health. Replacement options are being considered for early 2025. Kellogg Park security cameras are up and running as of August 2024.

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

Goal	Task	Responsible Party	Timeframe	Status Update (02/10/2025)
Support Businesses	**Top Priority** Evaluate public Wi-Fi in DTP.	City Commission/ DDA Board	Short-term	DDA staff to work with City IT department to reach out to internet providers in 2025.
	<p>Support Business Goals Through:</p> <ol style="list-style-type: none"> 1. Continue community events. 2. Quantify value of proposed CC & DDA improvements to businesses. 3. Encourage business involvement in DDA programs. 4. Use Redevelopment Ready Communities program as a guide to market vacant properties. 5. Implement programming to create connections to other parts of the community. 6. Obtain sponsorships for DDA Music in the Air concert events, DDA banners, bandshell banners, and park/playground. 	DDA Staff/ DDA Board	Short to Long-term	DDA staff working on obtaining Music in the Air concert sponsorships for 2025. AM Rotary to sponsor new veterans light pole banner program, Noon Rotary looking at new club banners in 2025. Monthly eNewsletter was refreshed with a new look/format. Business updates, events, available properties continue to be featured. DDA website business directory and web business cards are being updated.
Other	<p>Implement More Art Projects in the DDA, such as:</p> <ol style="list-style-type: none"> 1. Invisible paint that appears when it rains, with messages such as "Thank you for shopping Downtown Plymouth." 2. Add more street art/painted artwork. 3. Participate in Phase III of Plymouth Art Walk 	DDA Staff/ DDA Board	Short to Long-term	DDA Staff, the Plymouth Arts Council and Tony Roko's Art foundation are in discussions on a third phase of Plymouth Art Walk. UBS condo group and Penn Theatre have approved the use of their buildings for a third phase. DDA would likely need to help with funding of this phase, and has had conversations with the PCAC on a cost share. Project to cost roughly \$50,000. DDA Board to be updated at February 2025 meeting. Will need both DDA and HDC approval before proceeding.

Red Text = DDA Related Items from City Commission 2025 City-Wide One-Year Tasks

D o w n t o w n
PLYMOUTH



Not Just a Walk In the Park

831 Penniman Ave. Plymouth MI 48170

Ph: 734.455.1453 dda@plymouthmi.gov

Administrative Recommendation

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA\February2025\February
Date: 2/10/2025
Re: Phase 3 Plymouth Art Walk

BACKGROUND:

The previous iteration of the Plymouth DDA's Five-Year Strategic Plan included "adding art installations." During the past seven years, the DDA has partnered with the Detroit Institute of Arts (DIA), the Plymouth Community Arts Council (PCAC), and world-renowned local artist Tony Roko's Art Foundation on art projects in Downtown Plymouth. These projects included the 'Plymouth, City at the Crossroads' sculpture in front of the Wilcox House in the section of Kellogg Park east of Union, temporary installations from the DIA's Inside-Out program across the downtown area, and Phase 1 & 2 of the Plymouth Art Walk led by Tony Roko which activated alleyways primarily around the Central Parking Deck.

These installations have been met with positive feedback from residents, visitors and business owners. Downtown Plymouth and the DDA have gained positive media coverage because of the added artwork. The DDA board kept "Implement More Art Projects in the DDA" as a task on its new Five-Year Strategic Action Plan that was approved in 2024.

Since the completion of Phase 2 of the Plymouth Art Walk, DDA staff has discussed adding Phase 3 of the Plymouth Artwalk Tony Roko and Lisa Howard, Director of PCAC. The plan is to activate areas near Kellogg Park where our largest events take place. The artwork would be primarily completed by students/members of Roko's Art Foundation and the PCAC featuring Plymouth-related themes of historical or cultural significance.

DDA staff has agreed in principle to a plan that would put eight installations across the UBS building, The Gathering Pavilion bathroom areas and the east facing wall of the Penn Theatre. Both Ellen Elliott, executive director of the Friends of the Penn, and the Parkside Condo Association (inside the UBS building) are in favor of moving forward with the program.

In principle, DDA staff has secured a funding match agreement with the PCAC for the project. The expected total cost of the project is \$50,000. A cost share between the DDA and PCAC would be \$25,000 from each party. Future maintenance costs would be absorbed by Tony Roko and his foundation, and the work done by Roko and his team. The timeline for the project would likely extend the project

completion to late summer/fall of 2025. This would allow the DDA to budget for this project for the 2025-26 fiscal year. As these suggested locations are within the City of Plymouth Historic District, DDA staff will need to seek approval from the Historic District Commission (HDC) prior to moving forward. Phase 2 of the Plymouth Art Walk is located in the Historic District, and the HDC was enthusiastically in favor of the program and approved it unanimously.

Although we are looking to only move forward with Phase 3 at this time, DDA staff has had some conversations with Tony Roko and Lisa Howard about the future of the program. Some ideas that have been discussed are an Augmented Reality tour of the Artwalk with info about the art/artists, and future phase locations which enhance connectivity between downtown and Old Village. Both Lisa and Tony are interested in growing the program in downtown and other areas of the City.

We've attached a report with details and images about the Plymouth Art Walk.

RECOMMENDATION:

DDA staff recommends that the DDA board approve the cost share with the PCAC to fund Phase 3 of the Plymouth Art Walk. DDA staff believes that allocating funds for this project will not have significant impact on the overall budget in the 2025-26 DDA Budget and meets current goals and tasks of the DDA's Five-Year Strategic Plan. A resolution is attached for your consideration. Approval of this resolution is contingent on future PCAC and HDC approvals.

Plymouth Art Walk

Plymouth Art Walk is a free, self-guided experience, bringing art to the City of Plymouth. Over 20 art pieces have been installed in Downtown Plymouth between two phases, since 2020. These pieces transform unused spaces in alleyways and building walls into curated a outdoor art gallery. The Art Walk vision includes expansion into the City of Plymouth, beyond Downtown Plymouth. Phase 3 is currently in the planning stage.

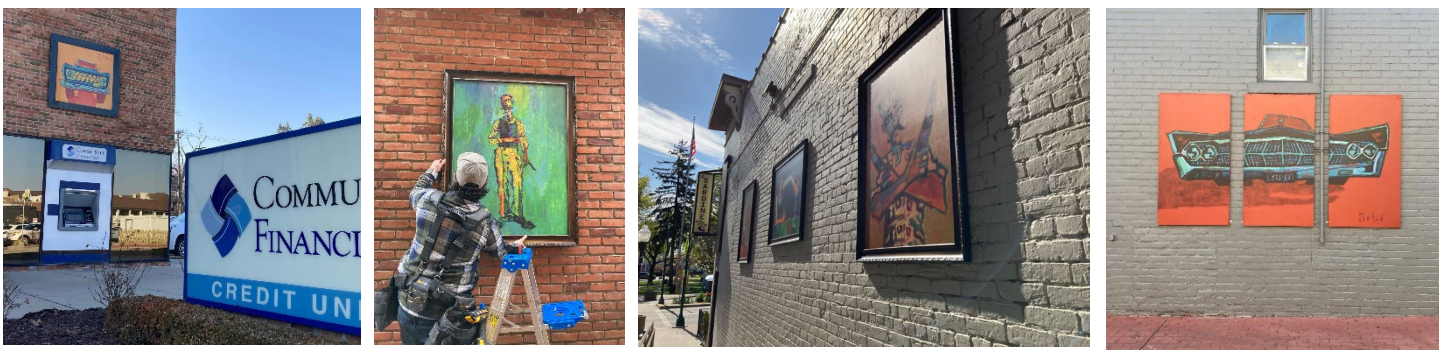
Phase 1 (started May 2020)

Globally recognized artist and Plymouth resident Tony Roko and his 501(c)3 non-profit initiative, Art Foundation, led Phase 1 of the Plymouth Art Walk Initiative in Downtown Plymouth on Saturday May 15th, 2020, with an initial installation of 10 artworks. 4 of the installations are works by Tony Roko, the other 6 are a collection of the "greatest hits" from graduates of Art Foundation's *Introduction to Art Expression* program, chosen through a juried selection process. *Sponsors/Partners:* Art Foundation (artfoundationdetroit.org), Family Legacy Wealth Partners (raymondjames.com/familylegacypartners), Michigan Arts and Culture Council (michiganbusiness.org/industries/macc), National Endowment for the Arts (arts.gov), Plymouth Downtown Development Authority (downtownplymouth.org)



Phase 2 (started December 2022)

Roko and Art Foundation opened Phase 2 of the Plymouth Art Walk Initiative in Downtown Plymouth in December of 2022, with an initial installation of 2 artworks on the Community Financial Credit Union building. By July of 2023, the rest of the 10 new pieces were installed. *Sponsors/Partners:* Art Foundation (artfoundationdetroit.org), Community Financial Credit Union (cfcu.org), Plymouth Downtown Development Authority (downtownplymouth.org)



Proposed Phase 3 (currently in planning stage)

Plymouth Downtown Development Authority, Plymouth Community Arts Council (plymoutharts.com), and Tony Roko’s Art Foundation have initiated a collaborative plan for Phase 3. Proposed locations are on Penniman Avenue, adjacent to Kellogg Park. A total of 8 installations are expected, featuring art from artists studying with the Plymouth Community Arts Council and the Art Foundation. Each installation is projected to cost \$6,250. All Phase 3 installations will have a Plymouth-related historical or cultural theme.

The first two phases of Plymouth’s Art Walk breathed new life and energy into alleyways. Phase 3 aims to take advantage of an area where people congregate. In addition to the daily bustle of a busy downtown business district, Kellogg Park and The Gathering (a covered parking pavilion) host events such as concerts, markets, parades, festivals year-round, which bring thousands to the area. For example, the popular Friday night Music in the Air summer concerts draw an average of 5,000 visitors to Kellogg Park. Art installations in these proposed locations would be highly visible and impactful.



[Kellogg Park]
Music in the Air summer concert



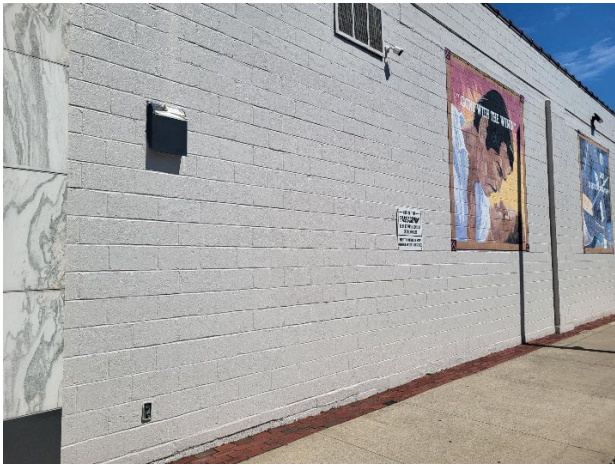
[The Gathering]
Farmers Market (May – Oct)



[Kellogg Park]
Ice Festival



Photos of proposed locations: adjacent to Kellogg Park, on Penniman Avenue. Unused wall spaces along walkways. See map above for current and proposed art installation locations.



RESOLUTION

The following resolution was offered by Director _____ and seconded by Director _____

WHEREAS The current DDA Five-Year Strategic Action Plan calls for ‘Implement More Art Projects in the DDA’, and

WHEREAS The Plymouth DDA has partnered with Tony Roko’s Art Foundation on the first two successful phases of the Plymouth Art Walk, and

WHEREAS The Plymouth DDA has partnered with the Plymouth Community Arts Council on past art projects in the downtown area with great success, and

WHEREAS DDA staff has agreed with the Plymouth Community Arts Council on a 50/50 cost share to cover the \$50,000 of a third phase of the Plymouth Art Walk, with the DDA to be responsible for \$25,000, and

WHEREAS DDA staff, PCAC staff and Tony Roko have agreed the third phase will be eight Plymouth-themed paintings that will be installed along Penniman on the UBS building, The Gathering Pavilion and the Penn Theatre, and

WHEREAS Approval of this funding is contingent upon approvals from the Plymouth Community Arts Council and the City of Plymouth Historic District Commission.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby approve \$25,000 for a third phase of the Plymouth Art Walk. The total cost of the project is \$50,000 and the DDA will enter into a 50/50 cost share agreement with the Plymouth Community Arts Council. DDA funds will be allocated from the 2025-26 fiscal year budget. This approval is contingent upon project approvals from the Plymouth Community Arts Council board of directors and the City of Plymouth Historic District Commission.



Administrative Recommendation

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2025\February2025
Date: 2/10/2025
Re: Liquor License Discussion

Background:

The City of Plymouth Liquor License Review Committee and the City Commission are expected to conduct their annual liquor license review sometime in late winter to early spring. In previous years, the Downtown Development Authority Board has had a discussion and offered a recommendation on any potential changes to the City's Liquor License Cap in the DDA District. Ultimately, the City Commission has the final decision on any changes to the current liquor control ordinance including changes to the cap numbers. A copy of the applicable section of the ordinance is attached for your reference.

Currently, the City Ordinance provides for 18 liquor licenses within the DDA district and 12 outside the district for a cap at a total of 30 licenses throughout the City of Plymouth. The 30 licenses do not consider multi-licensed facilities such as Compari's (3), Ebenezer (2), and Arbor Brewing (2). There are currently no available licenses under the cap in the DDA district or outside the DDA district within the City.

In October of 2022, the DDA recommended an expansion of the cap in the DDA District to add two new licenses. The City Commission approved the recommendation raising the total number of liquor licenses in the DDA District from 16 to 18. Highline Spirits and Thai House (formerly Thai Basil) acquired the new licenses. The City requires Special Land-Use/Site-Plan approval for any establishment looking to serve liquor by the glass.

Over the past year, the DDA office and the Community Development office have received many calls about additional liquor licenses from both established and potential new businesses in both the DDA District and the remainder of the City. There have also been discussions between City Commissioners and City staff about the potential of eliminating the cap altogether. These topics will likely be part of the discussion as the Liquor License Review Committee holds their annual review in coming weeks.

DDA Staff reached out to Plymouth Police Chief Al Cox about concerns relating to the current status of the Liquor License Cap. Chief Cox indicated that things have gone relatively well in respect to the liquor establishments in the City in recent years. Chief Cox says that although things have been going well, it only takes one bad operator to create major problems. He says of the 30 license owners, there have only been one or two minor issues over the last year. Chief Cox, however, urges City boards to proceed with great caution when considering a potential expansion and/or elimination of the cap.

Recommendation:

The City's Liquor License Review Committee and City Commission are expected to discuss the City Commission's cap on liquor licenses at an upcoming meeting. Staff recommends the DDA Board have a discussion and develop a consensus whether the liquor license cap in the downtown area should be kept intact, or if a specific number of licenses should be added, or if the cap should be eliminated altogether. There are three sample resolutions attached for your consideration. Resolution A would recommend making no changes to the DDA liquor license cap. Resolution B would recommend raising the liquor license cap by a specific number. Resolution C would recommend eliminating the cap in the DDA District altogether. Ultimately, the City Commission will have final say on any changes to the liquor license cap.

ARTICLE II. LICENSES AND PERMITS¹

Sec. 6-31. Short title.

This article shall be known and may be cited as the "Liquor Management Ordinance."

(Ord. No. 2010-01, 4-5-10)

Sec. 6-32. Statement of purpose.

- (a) The purpose of this article is to allow the city to establish and administer a policy for the issuance and transfer of liquor licenses and permits which allow the service by the glass of any alcohol (beer, wine, spirits) to be consumed on the premises, to provide for the enforcement of liquor laws, regulations and ordinances, and to manage the number of on-premises retail liquor licenses in the city.
- (b) This article shall also create the liquor license review committee (LLRC), which shall be composed of at least three members of the city commission. The purpose of the LLRC is to review applications and make recommendations to the city commission as required by this article.
- (c) It shall be the policy of the city to notify all known existing service by the glass also known as on-premises retail type liquor license holders of proposed changes in this article via first class mail at least ten business days in advance of the city commission acting on a change.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-33. Licensing policy.

- (a) New licenses or liquor license permits, transfer of ownership of existing licenses, transfers into the city of new licenses, will be approved at the sole discretion of the city commission. This shall include liquor license permits proposed within the B-1, B-2, B-3, and ARC zoning districts within the city.
- (b) Within the B-2, central business district, as indicated on the city zoning map, the city shall have a cap or total of not more than 18 state standalone liquor licenses of any type of on-premises retail licenses that would allow for the service of any alcohol (beer, wine, spirits) by the glass or for consumption on premises of any establishment. This section would not apply to non-standalone state licenses.
- (c) Within the B-1, B-3 and ARC zoning districts within the city, as indicated on the city zoning map, the city shall have a cap or total of not more than 12 state stand alone liquor licenses of any type of on-premises retail licenses that would allow for the service of any alcohol (beer, wine, spirits) by the glass or for consumption on premises of any establishment. This section would not apply to non-stand alone state licenses.
- (d) The city commission shall not recommend to the state liquor control commission the approval of any on-premises retail liquor license in excess of 18 within the B-2 district as outlined here.

¹Editor's note(s)—Ord. No. 2010-01, adopted April 5, 2010, amended and restated former Art. II, §§ 6-31—6-42, in its entirety. Former Art. II pertained to similar subject matter and derived from Ord. No. 2003-4, §§ 1—12, adopted May 19, 2003.

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- (e) The city commission shall not recommend to the state liquor control commission the approval of any on-premises retail liquor license in excess of 12 within the B-1, B-3, and ARC districts as outlined here.
 - (f) The city shall conduct an annual review of all 30 on premises retail liquor licenses within B-1, B-2, B-3, and ARC zoning districts in accordance with the liquor management ordinance. This review shall be conducted by the local liquor license review committee and a recommendation shall be forwarded to the city commission.
 - (g) If the designation of a non-stand alone license changes to one of a stand alone license, no such license can be operated, sold or transferred in the city unless there is space available under the cap as defined in 6-33(b) and (c).

(Ord. No. 2003-4, 5-19-03; Ord. No. 2011-05, §§ 1, 2, 6-26-11; Ord. No. 17-04, 4-17-17 ; Ord. No. 18-03 , 3-5-18; Ord. No. 2022-03 , 11-21-22)

Sec. 6-34. Plan of operation required.

- (a) *Business operation.* All new requests for permits, requests for transfers of ownership of existing licenses or requests for transfers of licenses into the city of on-premises licensees shall operate in accordance with a plan of operation approved by the city commission.
- (b) *Plan of operation.* A plan of operation shall contain an operational statement outlining the proposed manner in which the establishment will be operated, including, but not limited to, the format, schedule of the hours of operation, crowd control, security, alcohol management, use of the facilities, parking provisions, plan for interior use and layout, and any other pertinent information as requested by the city or city's liquor license review committee (LLRC).
- (c) *Compliance.* Licensees shall comply with all applicable state and city regulations, this general policy, and a plan of operation as approved by the city commission. Any change to a plan of operation shall be approved by the city commission prior to implementation of the change by the licensee. Failure of such compliance or variance from an approved plan is a violation of this ordinance and may result in the city commission recommending to the Michigan Liquor Control Commission that the license be revoked or not renewed.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-35. Review procedures.

Each applicant for a new license, the establishment of a new permit, the transfer into the city of a new license, or the transfer of an existing license shall make a request to the city in accordance with the following procedures:

- (1) *Application.* Each applicant must submit to the city clerk an application (on a form provided by the city), a plan of operation, plot plan of the site, a plan for interior use and exterior design, and the layout of any ancillary facilities. As part of the application, each applicant shall submit a written statement explaining in detail how their proposal meets the factors as listed in subsection 6-35(4).
- (2) *City departmental review.* Upon receipt of an application and plans, the city manager will refer same to the chief of police, fire chief, planning department, building department and other city officers or employees, who shall cause a thorough review and investigation, including, but not limited to a complete history of past business experience and liquor law violations, if any, to be made of the persons and/or premises which must meet or exceed codes. The applicant shall provide all requested information to, and fully cooperate with, all city departments requesting any and all additional relevant information. The findings resulting from such review and investigation shall be reported to the city manager, who then will report same to the LLRC and the city commission.

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- (3) *Public hearing/review.*
- a. *Hearing.* The city commission shall hold a public hearing upon a request for a new license, the establishment of a new permit, transfer of an existing license to new owners, or for the transfer of a new license into the city.
 - b. *Notice.* Notice of all hearings shall be provided to all property owners, residents and voters, within 300 feet of the proposed establishment, all LCC Service by the Glass-On Premises retail license holders, the Chamber of Commerce, all neighborhood associations and the Plymouth-Canton Community Schools. The applicant shall pay the cost of such notice.
 - c. *Appearance.* The applicant will be required to appear at the hearing before the LLRC committee or the city commission, and make a written and/or oral presentation concerning the request.
 - d. *Recommendation.* The LLRC shall review and may recommend approval or disapproval of all requests to the city commission.
- (4) *Review factors.* In reviewing a request for a new license or permits or transfers of ownership of existing licenses or transfers into the city of new on-premises licensees, the city commission or LLRC may consider and/or weigh the following factors:
- a. Conserve the expenditure of funds for public improvements and services to conform with the most advantageous uses of land, resources and property.
 - b. Total number of similar licenses in the city.
 - c. Input from residents and surrounding business owners.
 - d. Impact of the establishment on surrounding businesses and neighborhoods.
 - e. Whether a proposed licensed premise is part of a multi-use project with substantial new retail, office, or residential components. The size of the licensed premise relative to the overall project or development.
 - f. Crowd control.
 - g. Parking availability.
 - h. Preservation or restoration of historic buildings.
 - i. Locating in an underdeveloped area.
 - j. Concentration of drinking establishments and impact on policing requirements.
 - k. Policing requirements.
 - l. Business history.
 - m. Business experience.
 - n. LCC violation history.
 - o. Will facility be a sit down full service restaurant serving alcohol or other "bar only" type establishment.
 - p. Will restaurant have a 70-percent—30-percent sales of food over alcohol
 - q. Percent of floor area devoted to dining versus bar area.
 - r. Size of bar area.
 - s. Size of dance floor, if any.

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- t. Type or character of the establishment, e.g. dining, nightclub, hotel, dance club.
 - u. Overall benefit of the plan to the city.
 - v. Non-payment of taxes or other payment due to the city.
 - w. Any other factor(s) that may effect the health, safety and welfare or the best interests of the community.
- (5) *Approval.* If after a review by the LLRC, and/or a public hearing, the city commission is satisfied that the establishment or operation will provide a benefit to the city and constitute an asset to the community, it will adopt a resolution granting approval, subject to the satisfaction of any conditions stated in the resolution.
- a. *Building—Remodeling.* If the request involves a change to the physical size or layout of the establishment, when the applicant's building or remodeling is completed, it must meet all state and local regulations, and must comply with the representations made to the city commission and LLRC committee by the applicant. If such physical alteration is approved by the city commission and it is subsequently determined that the project was not substantially completed as required by the plans and specifications presented to the city, or in substantial compliance with representations made to the city, the city may recommend that the license be revoked or not be renewed for the following year.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-36. Permits and transfer of ownership.

- (a) *Permits.* New requests for permits for dance, entertainment, or dance and entertainment shall be reviewed by the LLRC and approved in the sole discretion of the city commission after evaluation of the factors listed in subsection 6-35(4). The city will not consider requests for topless entertainment permits.
- (b) *Transfer of ownership.* Requests for transfer of ownership of existing licensed establishments shall be reviewed by the LLRC and approved or disapproved by the city commission. The city commission may hold a public hearing. If the continuation of an existing operation is contemplated, the applicant must present a plan that indicates that it will continue the existing operation as established. If there are proposed changes in the operations then the request for transfer of ownership shall be subject to the reviews outlined in subsection 6-35(4).
- (c) Any change in existing operations from a full service sit down restaurant that serves alcohol to an establishment that features primarily alcohol would be subject to a new review as outlined in subsection 6-35(4).

(Ord. No. 2003-4, §6, 5-19-03; Ord. No. 18-03 , 3-5-18)

Sec. 6-37. Annual license and permit review.

- (a) The city commission will undertake a review of any license or permit for the purpose of making a recommendation to the Michigan Liquor Control Commission regarding renewal of said license or permit. The commission shall consider whether a licensed establishment has been operated in a manner consistent with the provisions of this article and all other applicable laws, and regulations of the city and the State of Michigan.
- (b) Each year, the city manager shall cause an investigation to be made relative to each existing on-premises licensed establishment. The investigation shall include, but not be limited to, the following:

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- (1) Licensee shall submit copies of current valid licenses from appropriate county, state or federal governments to insure authorization to serve food at the establishment.
 - (2) An inspection of the premises to determine whether the licensee is in compliance with the license itself, its approved site plan and if applicable its plan of operation, as well as any conditions imposed by the city or the Michigan Liquor Control Commission or representations made by the licensee at the time of issuance or transfer of the license.
 - (3) An inspection of city records to determine whether all taxes and other monies due the city are timely paid.
 - (4) An inspection of police files or other sources of information to determine whether any activity in connection with the licensed premise is in violation of the law, disturbs the public peace and tranquility, constitutes a nuisance, or contributes to the disruption of the normal activities of those in the neighborhood of the licensed premise.
 - (5) A review to determine the existence of any of the criteria as described in section 6-39.
 - (6) A review of the operation of the licensed establishment to determine whether the business is being operated in compliance with any and all representations that may have been made by the licensee to the city or the city commission.
- (c) *Recommendations from city departments.* Following receipt of a fully completed application, fees, and such other information as may be requested by the city, the city clerk shall forward the application to the police department, fire department, building department, treasurer's office, and such other departments as required by the city manager, which departments shall make their reviews and recommendations prior to consideration by the city commission. In conducting its review, the city may request other pertinent information from the licensee. The completed report shall be reviewed by the LLRC prior to being considered by the city commission.
- (d) The local liquor license review committee shall annually review and report to the city commission its recommendations to maintain, expand or delete the total number of allowable on-premises retail licenses for establishments that serve alcohol by the glass under a variety of State of Michigan Licenses, including but not limited to; Class C, Club, B Hotel, A Hotel, Tavern, Brewpub, Micro-brewer, Resort, DDA, Economic Development, winery or other type license.

(Ord. No. 2010-01, 4-5-10; Ord. No. 18-03 , 3-5-18)

Sec. 6-38. Revocation and non-renewal.

- (a) Each establishment within the city for which a liquor license or permit is granted shall be operated and maintained in accordance with all applicable laws and regulations of the City of Plymouth and the State of Michigan. Upon any violation of this article, the commission may, after notice and hearing, request the Michigan Liquor Control Commission to revoke such license and/or permit.
Upon any violation(s) of this article, the city will notify the licensee of the specific violation(s) and afford the licensee an opportunity to come into compliance with this article. Licensee must reach compliance in that time established by the city manager, but in no event more than ten days after notification to licensee by city of such violation. Absent compliance within that time established by the city manager, the city may hold the above mentioned hearing and request that the Michigan Liquor Control Commission not renew and/or revoke such license and/or permit.
- (b) Before filing any objection to renewal or request for revocation of a license or permit with the Michigan Liquor Control Commission, the city shall serve the licensee with notice and proceed in accordance with this

article, as amended. The city shall serve the licensee by first class mail mailed at least ten days prior to the hearing with notice of hearing, which notice shall contain, the following:

- (1) Date, time and place of hearing.
 - (2) Notice of the proposed action.
 - (3) Reasons for the proposed action.
 - (4) Names of witnesses known at the time who will testify.
 - (5) A statement that the licensee may present evidence or any testimony that may refute or respond to the claims of adverse witnesses.
 - (6) A statement requiring the licensee to notify the city attorney's office at least three days prior to the hearing date if they intend to contest the proposed action, and to provide the names of witnesses known at the time who will testify on their behalf.
- (c) Upon completion of the hearing, the city commission shall submit to the licensee and the Michigan Liquor Control Commission a written statement of its findings and determination.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-39. Criteria for non-renewal or revocation.

- (a) The city commission may recommend non-renewal or revocation of a license or permit originally authorized on or after July 1, 2003 to the liquor control commission upon a determination based upon a preponderance of the evidence presented at the hearing that any of the following exists:
- (1) Failure to comply with all standards, plans or agreements entered into in consideration for the issuance, transfer or continuance of the license or permit, or failure to comply with all agreements or consent judgments entered into subsequent to the issuance of the license or permit.
 - (2) Failure to comply with an approved plan of operation and other plans, specifications, or representations made or submitted to the city by the licensee.
 - (3) Violations of the state liquor laws or regulations of the liquor control commission.
 - (4) Violations of state laws or local ordinances including, but not limited to those laws or ordinances concerning the public health, safety or public welfare.
 - (5) Maintenance of a nuisance upon or in connection with the licensed premises including, but not limited to, any of the following:
 - a. Failure to correct violations of building, electrical, mechanical, plumbing, zoning, health, fire or other applicable regulatory codes, to include the history thereof;
 - b. A pattern of patron conduct in the neighborhood of the licensed premises, which is a violation of the law and/or disturbs the peace, order and tranquility of the neighborhood; Including types of police, fire or medical services related to this operation.
 - c. Failure to maintain the grounds and exterior of the licensed premises, including litter, debris or refuse blowing or being deposited upon adjoining properties;
 - d. Entertainment on the premises or activity in connection with the licensed premises which by its nature causes, creates or contributes to disorder, disobedience to rules, ordinance or laws, or contributes to the disruption of normal activity of those in the neighborhood of the licensed premises.

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- (6) Failure by the licensee to permit the inspection of the licensed premises by the city's agents or employees in connection with the enforcement of this article.
 - (7) Failure to pay taxes or make other payments due to the city in a timely manner.
- (b) The city commission may recommend non-renewal or revocation of a license or permit originally authorized to operate in the city on or before June 30, 2003 to the liquor control commission upon a determination based upon a preponderance of the evidence presented at the hearing that any of the following exists:
- (1) Violations of the state liquor laws or regulations of the liquor control commission.
 - (2) Violations of state laws or local ordinances including, but not limited to those laws or ordinances concerning the public health, safety or public welfare.
 - (3) Maintenance of a nuisance upon or in connection with the licensed premises including, but not limited to, any of the following:
 - a. Failure to correct violations of building, electrical, mechanical, plumbing, zoning, health, fire, property maintenance or other applicable regulatory codes, to include the history thereof;
 - b. A pattern of patron conduct in the neighborhood of the licensed premises, which is a violation of the law and/or disturbs the peace, order and tranquility of the neighborhood;
 - c. Failure to maintain the grounds and exterior of the licensed premises, including litter, debris or refuse blowing or being deposited upon adjoining properties;
 - d. Entertainment on the premises or activity in connection with the licensed premises which by its nature causes, creates or contributes to disorder, disobedience to rules, ordinance or laws, or contributes to the disruption of normal activity of those in the neighborhood of the licensed premises.
 - (4) Failure by the licensee to permit the inspection of the licensed premises by the city's agents or employees in connection with the enforcement of this article.
 - (5) Failure to pay taxes or make other payments due to the city in a timely manner.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-40. Capacity limits.

The total capacity of each room of a licensed establishment shall be established and determined by the appropriate fire and building safety codes.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-41. Termination of escrowed licenses.

The city commission may, through resolution, request that the Michigan Liquor Control Commission terminate an on-premises license that has been placed in escrow for more than one (1) year after its expiration.

(Ord. No. 2010-01, 4-5-10)

Sec. 6-42. Fees.

Each applicant for a new license or permit, for transfer of an existing license or permit, for expansion of an existing establishment, and for renewal of an existing license or permit shall pay a non-refundable application

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investigation fee. Each applicant for renewal of a license that was originally established on or before June 30, 2003 shall be exempt from annual renewal fees; all others shall pay an annual review fee. Such fees will be in addition to any fee required by the liquor control commission and shall be set by a city commission resolution.

(Ord. No. 2010-01, 4-5-10)

RESOLUTION A

Liquor License Cap Recommendation

The following Resolution was offered by _____ and seconded by _____.

WHEREAS The City of Plymouth has a Liquor Management Ordinance related to the number of allowable liquor licenses in a particular zoning district, and

WHEREAS The Plymouth Downtown District currently allows for 18 licenses under the current cap, and

WHEREAS The DDA Board annually discusses any potential changes to the DDA liquor license cap.

NOW THEREFOR BE IT RESOLVED THAT the Downtown Development Board of Directors recommends that no changes be made to the current cap in the downtown district. The cap would remain at 18 in the downtown district as defined in the Liquor Management Ordinance under this recommendation pending approval from the City Commission.

RESOLUTION B

Liquor License Cap Recommendation

The following Resolution was offered by _____ and seconded by _____.

WHEREAS The City of Plymouth has a Liquor Management Ordinance related to the number of allowable liquor licenses in a particular zoning district, and

WHEREAS The Plymouth Downtown District currently allows for 18 licenses under the current cap, and

WHEREAS The DDA Board annually discusses any potential changes to the DDA liquor license cap.

NOW THEREFOR BE IT RESOLVED THAT the Downtown Development Board of Directors recommends the liquor license cap in the downtown district under the Liquor License Management Ordinance be raised by _____. The cap in the downtown district as defined in the Liquor Management Ordinance would now have _____ potential licenses under this recommendation pending approval from the City Commission.

RESOLUTION C

Liquor License Cap Recommendation

The following Resolution was offered by _____ and seconded by _____.

WHEREAS The City of Plymouth has a Liquor Management Ordinance related to the number of allowable liquor licenses in a particular zoning district, and

WHEREAS The Plymouth Downtown District currently allows for 18 licenses under the current cap, and

WHEREAS The DDA Board annually discusses any potential changes to the DDA liquor license cap.

NOW THEREFOR BE IT RESOLVED THAT the Downtown Development Board of Directors recommends that the liquor license cap in the Downtown Development Authority District be eliminated pending approval from the City Commission.