



CITY OF BURTON

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

FEBRUARY 16, 2015

AGENDA

Council Chambers

Regular Meeting

8:30 AM

**4303 S. CENTER ROAD
BURTON, MI 48519**

A. CALL TO ORDER

B. STAFF PRESENT

C. MINUTES

1. Downtown Development Authority - Regular Meeting - Jan 19, 2015 8:30 AM

D. ADMINISTRATIVE REPORT

1. Revenue and Expenditure Report 01/31/15.

E. PRESENTATION

F. BOARD RECOMMENDATION AND/OR ACTION

1. Discussion on Annex South side of Hemphill Road between South Saginaw - Camden; 475 - Camden on Bristol Road.
2. Discussion and possible demolition of blight property on Saginaw Road.
3. Any other business that comes before the Board.

DRAFT

BURTON, MICHIGAN

BURTON DOWNTOWN DEVELOPMENT AUTHORITY MEETING

JANUARY 19, 2015

MINUTES

Council Chambers

Regular Meeting

8:30 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Commissioner Steve Coates at 8:47 AM.

A. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Joey Richvalsky	Chairman	Present	
Steve Coates	Commissioner	Present	
James Paulus	Commissioner	Absent	
Pat Gilmore	Commissioner	Excused	
Gregory Fenner	Commissioner	Present	
Larry Stapleton	Commissioner	Present	
Laurie Moncrieff	Commissioner	Present	

B. STAFF PRESENT

M. Kimball, Clerk Typist

C. MINUTES

1. Downtown Development Authority - Regular Meeting - Dec 15, 2014 8:30 AM

Correction on December 15, 2014 minutes. Page 2 under Board Discussion/Action, Item #2, paragraph six should read as follows.

Mr. Coates asked Mr. Paulus if he could get some prices and designs on a DDA logo.

RESULT:	ACCEPTED AS AMENDED [UNANIMOUS]
MOVER:	Gregory Fenner, Commissioner
SECONDER:	Laurie Moncrieff, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton, Moncrieff
ABSENT:	Paulus
EXCUSED:	Gilmore

D. ADMINISTRATIVE REPORT

None.

E. PRESENTATION

Mr. Coates stated the DDA Visioning Plan was presented to the City Council on December 5, 2015 and they support it. Lisa Easterwood from Fleis and Vandenbrink is here today to go over the next steps and implementation of this plan.

Ms. Easterwood stated I have e-mailed Rik Hayman the current adopted plan. The final plan has an adoption date of January 5, 2015. Section 5 is our recommendations on getting

Minutes Acceptance: Minutes of Jan 19, 2015 8:30 AM (Minutes)

started on the plan and guides you through the next several years. This plan will be a four point approach.

The first category is governmental policy and enablement. This will be where you would establish an overlay zone over the district that gives specific ordinance requirements for any new development or re-development of sites and making them fit a certain standard. In this section we also have working with the Police Department in getting the speed limit changed. Any kind of enforcement or policy making tasks would fall under this category.

The second category is Branding and Identifying. This would be for creating a logo, slogans or anything visual to let people know and become familiar with the downtown area.

The third category is Marketing, Promotions and Incentives. This is where you would reach out to other DDA members and have communication with them. This section entails developing incentive programs for facade improvements, renovation and removal of blighted structures, etc.

The fourth category is Infrastructure and Development for street improvements such as lighting, sidewalks and everything within the road right of way.

These four categories need to work together in order to be successful.

We have created spreadsheets that outline the different tasks that need to be completed. The first three items are already completed. If you think of any other tasks that we should add on, we can do that. We can still adjust this or add to this.

Ordinance update and performance code section is for the Planning and Zoning Department. They will be developing ordinance changes and bringing them back to you for your review. It should also go through the Planning Commission and then the City Council.

The next section, Establish Court Order and Improvement Fund, is to give business owners the incentive to improve their facade, landscape, parking lot or signage.

The City does get C.D.B.G. funds, (Community Development Block Grant) for blighted structures. This is through Genesee County. The City Administration would let the County know what they need, therefore you would have to let the administration know what you would need if it applies to the C.D.B.G. funds. It is up to you to lean on the administration for any assistance you need. Let them know what your needs are. We suggest you form committee's and sub-committee's to take on some of these tasks and apply deadlines. Identify the properties that need attention, as far as blight issues, and take to the administration.

The city ordinances for new business need to be brought up a notch. In order to accomplish this, you would have to develop a new ordinance. This is a priority and will take time. You would probably start with the Mayor, hold public hearings, work with the Planning Commission and finally get it approved by City Council.

Mr. Fenner asked to be e-mailed the steps to take in order to change the ordinance for C2/A (the DDA district) and he will get started on it.

Ms. Easterwood stated there are different ways to word the ordinance in order to get the end result that you want. It can be written in a way that it is flexible. Such as, the Planning Commission has the ability to waive certain requirements depending on their situation.

Mr. Richvalsky suggested going to a Planning meeting and a Zoning meeting to let them know about the Master Plan for the downtown area.

Ms. Easterwood said we have an environmental engineer that will be in the area January 30, 2015. He has offered to speak with you and Mayor Zelenko about the City of Burton's Brownfield Development opportunities. They have worked with many communities to develop a program for redevelopment of Brownfield sites.

A couple of ideas for funding are to go to the banks in the area to see if they would offer a low interest rate to business owners for facade improvements or the DDA to offer an incentive program using money from their budget. You will need to form a committee for funding to include members from DDA, Council, Planning Commission, etc.

Mr. Richvalsky said I would like to send out a flyer to everyone in the DDA District to make them aware they are part of the Burton downtown district. I would also like to improve the sidewalks and plant trees along Hemphill Rd. to I-475.

Mr. Fenner suggested expanding the downtown district up to Camden.

Ms. Easterwood said I think you need to start with creating your identity which would be your logo, brochures, newsletters, website, social media, etc. Once you have your brand you can start to reach out to the communities to let them know what is happening, and you can develop signage for DDA gateway.

In our plan we have Phase One streetscape improvement from Bristol Rd. to Judd Rd. Genesee County has funding under their transportation program called (TIP). I think the Mayor was going to submit in an application to apply for this funding. Under MDOT's Transportation Alternatives Program they have funding available for streetscape road improvement projects. These two types of funding can be combined together.

F. BOARD RECOMMENDATION AND/OR ACTION

1. Visioning Plan and any other business that comes before the Board

Motion that Mayor Zelenko appoint Neil Martz, qualified resident of Burton, as the new DDA member from the community.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Joey Richvalsky, Chairman
SECONDER:	Steve Coates, Commissioner
AYES:	Richvalsky, Coates, Fenner, Stapleton
ABSENT:	Paulus, Gilmore, Moncrieff



SCHEDULED

AGENDA ITEM (ID # 1394)

DOC ID: 1394

Revenue and Expenditure Report 01/31/15.



SCHEDULED

AGENDA ITEM (ID # 1391)

DOC ID: 1391

**Discussion on Annex South side of Hemphill Road between
South Saginaw - Camden; 475 - Camden on Bristol Road.**



SCHEDULED

AGENDA ITEM (ID # 1393)

DOC ID: 1393

Discussion and possible demolition of blight property on Saginaw Road.



SCHEDULED

AGENDA ITEM (ID # 1392)

DOC ID: 1392

Any other business that comes before the Board.