



CITY OF BURTON

BURTON PLANNING COMMISSION MEETING

AUGUST 23, 2016

MINUTES

Community Room

Special Meeting

5:00 PM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chairman Deb Walton at 5:00 PM.

A. PLEDGE OF ALLEGIANCE

B. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Ellen Ellenburg	Councilwoman	Present	
Kevin Burge	Vice Chairman	Absent	
Mary Ann White	Commissioner	Present	
Robert Johnson	Commissioner	Absent	
Tom Gorang	Commissioner	Absent	
Deb Walton	Chairman	Present	
John Benthall	Commissioner	Present	
Kris Johns	Commissioner	Present	

C. STAFF PRESENT

Paula Zelenko, Mayor
Teresa Karsney, Clerk

Amber Abbey, Planning/Zoning

D. PRESENTATION

1. Presentation by Sharon Woods of Land Use, USA on Target Market Analysis & Economic Gap Model Study for the City of Burton Master Plan.

Sharon Woods discussed the residential and retail Target Market Analysis for the City of Burton. Retail Target Market Analysis includes: Saginaw Street Corridor (Downtown Development Authority District), Center Road Corridor (Retail District), Summary of Preliminary Gap Analysis, Recruitment Strategies, Market Potential, Business Clusters and Retail Gaps, Consumer Expenditures, Highway and Local Road Networks and Market Share information. Residential Target Market Analysis includes: Summary of Market Potential, Existing Households by Predominant Lifestyle Cluster and Conservative and Aggressive Scenarios.

E. AUDIENCE PARTICIPATION

None.

F. BOARD DISCUSSION

Mr. Piggot discussed upcoming events for the Master Plan. He provided two potential dates for a Community Visioning Meeting at the Burton Senior Center. Potential dates are September 22, 2016 or September 29, 2016. He asked the Planning Commission if they had a preference with the date.

The Planning Board and the administration agreed to schedule the Community Visioning Meeting on Thursday, September 29, 2016 at the Burton Senior Center at 7:00 PM.

Caitlyn McGoldrick said a flier regarding public input for the City of Burton Master Plan will be sent with the city's water bills and they will also be distributing them at the Senior Citizen Center.

Mrs. Karsney said with the amount of people coming into vote, it may be beneficial to place some on the counter in the Clerk's Office.

Ms. McGoldrick said Mrs. Abbey has the PDF of the flier and she can distribute them.

The board discussed the use of Facebook for advertising of the city's Master Plan.

Meeting was adjourned at 7:23 PM.



Burton Planning Commission
4303 S. Center Road
Burton, MI 48519

SCHEDULED

AGENDA ITEM (ID # 2619)

Meeting: 08/23/16 05:00 PM
Department: Clerk's Office
Category: Presentation
Prepared By: Rachael Boggs
Department Head: Teresa M. Karsney

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DOC ID: 2619

Presentation by Sharon Woods of Land Use, USA on Target Market Analysis & Economic Gap Model Study for the City of Burton Master Plan.