CITY OF SOUTH LYON
ECONOMIC DEVELOPMENT &
DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

2017/2018 ANNUAL REPORT

DOWNTOWN DEVELOPMENT AUTHORITY
building a community with character

CITY OF SOUTH LYON
MICHIGAN

MAIN STREET AMERICA
OAKLAND COUNTY MICHIGAN
MDA MICHIGAN DOWNTOWN ASSOCIATION
ECONOMIC DEVELOPMENT & DDA
ANNUAL REPORT FOR FY17/18 THROUGH NOVEMBER 2018

Introduction
This Annual Report, covering the months of July, 2017 through November, 2018, highlights our progress and success to establish a comprehensive, ongoing program for economic development in the City of South Lyon which includes a community involved, comprehensive management program for the Downtown as part of that overall effort. This report has four components based upon the four points of the National Main Street Program (Economic Vitality, Organization, Promotion & Design). I want to thank Mayor Dan Pelchat, City Council, Interim City Manager Lloyd Collins, DDA Board & Committees, All City Employees, All Local Businesses and Citizen Volunteers for their participation and support as partners in this effort. In this second year, with great success, we are continuing to build a base for future economic development efforts in the downtown and throughout the City. Again, it is important to remember that more than any one person, a successful and sustainable downtown and city-wide economic development effort requires a dedicated and consistent team approach. This past year we continued our efforts to gather information and listen to the “Team” which includes the City Administration, all City Hall Staff, Police, Fire, Water & Sewer, DPW and Building Departments along with the Mayor, City Council, DDA and DDA Committees, Planning Commission, Zoning Board of Appeals, Parks & Recreation Commission, Historical Commission, Cultural Arts Commission, Cable Commission, City Residents, Local Businesses, South Lyon Schools and Volunteers who all play a role. The ongoing primary goal, always, is to seek and realize a quality performance by all members of the team. This past year is evidence of a great job by our team! We all look forward to working with our new City Manager, Paul Zelenak, in this important and exciting effort. Information contained in this report is intended to measure our success. Further, it is a benchmark to gage where we have been and where we are going in the future. There is still much work to do. The future is very bright for Downtown South Lyon and business throughout the City! As good as FY17/18 was, FY18/19 should be even better. With everyone “all in” we can achieve anything!

Bob Donohue, Director
Economic Development & DDA

Special Thank You and Congratulations to the DDA Board of Directors:
Gene Carroll, Chair, Dereck Mashburn, Vice-Chair, Abe Ayoub, Annie Buchtrup, Marsha Calus, Mark Childs, Jennifer Dunnigan, Jeff Heinanen and Paul Zelenak (City Manager)

“The best way to predict your future is to create it.”
- Abraham Lincoln
A TIME TO REMEMBER

9-1-1 Tribute

On E. Lake Street, Downtown

Thank You South Lyon Fire Department
CONTENTS OF ANNUAL REPORT/ACCOMPLISHMENTS, 7/17 – 11/18

I. INTRODUCTION

II. ECONOMIC VITALITY: BUSINESS INVESTMENT STATISTICS, BENCHMARKS & NEW DEVELOPMENT ACCOMPLISHMENTS:
   A. Business Investment & Job Creation: July 2017 – November, 2018
   B. Industries in the City of South Lyon, MI (As of August, 2018)
   C. Development Sites Within The DDA District (Listing)
   D. No Truck Turns at Lake & Lafayette Streets Implemented
   E. List of All Liquor Licenses & contacts in the City of South Lyon, November, 2017

III. ORGANIZATION ITEMS ACCOMPLISHED:
   A. DDA Projects & Priorities for FY 2017/2018 and 2018/19
   B. Downtown/DDA & City-wide 10 Year Future Projects List (After FY 19/20)
   C. Top 20 Economic Development & Downtown Issues (July, 2018)
   D. Annual DDA Board Retreat (February 15, 2018 Agenda)
   E. Downtown Business & Property Owner Update Meetings: held Last Thursday of every month
   F. DDA By-laws amended by the DDA and approved by City Council (additional proposed)

IV. PROMOTION ITEMS ACCOMPLISHED:
   A. List of All Events held in the Downtown & City-wide (to become a brochure in FY2019/20
      With Definitions of Event Types for Downtown Planning Purposes, DDA & City
   B. Farmers Market Season and New Farmers Market Manager performed well
   C. First Annual All Day “Motorfest” Car Show (added to Wed. Night Shows) was held July 28
   D. New first-time Banner Policy approved by the DDA & City Council for “Street Light Pole
      Banners” and “Over-The-Road Banners”
   E. Ladies Night Out Event held on November 17, 2017 was the largest ever held with over 750
      attending and DDA funded first-time use of a Billboard and Free Parking Shuttle
   F. Downtown Kids Trick-or-Treat in October, 2017 was the largest ever with over 2,000 children,
      plus adults attending and the first-time addition of music and dance groups in the street
   G. Cool Yule Parade to be improved and new activities to return downtown under the leadership of
      Mike Horlocker, new Cool Yule Event Chair. DDA to provide assistance this year.
   H. South Lyon Herald, Hometownlife.com & Oakland Press.com front page stories on Downtown
   I. Lyon Today front cover, First Quarter, 2018 (The Lemon Tree)
   J. Second Year of Participation in the “National Small Business Saturday”, November 26, 2017
   K. First-ever “four-color” Downtown Business Directory w/Parking & Location Map, Nov., 2017

V. DESIGN ITEMS ACCOMPLISHED:
   A. Proposed Relocation & Expansion of the South Lyon Veterans Memorial: Fundraising formally
      to begin in January, 2019 with actual construction & completion planned for November, 2019
   B. 5 Historic Building Rehabilitations: 115 & 117 N. Lafayette, 125,127 & 131 E. Lake Street
   C. Four (4) complete building paint jobs planned as three-color Victorian Paint Schemes approved
      for 125, 127 and 131 E. Lake Street and 110 N. Lafayette Streets in Spring, 2019
   D. DDA & Cultural Arts Commission created a Partnership for Public Art in the Downtown
CONTENTS/ACCOMPLISHMENTS (Econ Dev & DDA Annual Report)

Page 2.

E. Advanced a new design concept for a new 2 – 3 story mixed-use building at the SW corner of S. Lafayette and W. Liberty Street as envisioned in the City and Downtown Master Plan. Predevelopment Meeting held with Developer and City Staff. Next step is a preliminary meeting to discuss Planning Commission process, review & timing.

F. Farmers Market Expanded with a new shed, increased vendor spaces and picnic table area

G. New Plaza for a large Holiday Tree at Heinanaen Engineering

H. Corn Stalks with Orange Lights and pumpkins added for the first-time this fall for all 72 light poles in the DDA

I. New first-time white lights on tree limbs and red lights on the tree trunks have been ordered for installation the week of November, 2018 on all streetscape trees in the DDA District.

J. New first-time Pedestrian Crosswalk Signs funded by the DDA and placed at 3 intersections downtown as approved by the South Lyon Police Department: N. Lafayette & Whipple Streets, E. Lake & Wells Streets, and S. Lafayette & Liberty Streets. Overwhelming positive response.

APPENDIX:

- How Main Street Programs Evolve and Change: Kennedy Smith, National Main Street Center
- The National Main Street Four Point Approach (trademarked), National Main Street Center
- Why Downtown Is Important: Main Street: National Main Street Center, National Trust for Historic Preservation
- Benefits of a Healthy Downtown/Commercial District: Anonymous
- Cost of An Empty Storefront: Donovan Rypkema, Place Economics, Washington, DC
- The Importance of Tax Increment Financing: Legislative & Marketing Committees, Michigan Downtown Association, 2016
- DDA/Downtown Management Finance/Revenue Options
- Work Plans: Main Street, Promotion Committee, Work Plan Sample forms, Seven Essentials for a Good Work Plan, Protocol for Main Street Committees and Board – Sample, Committee Effectiveness
- Sample Minutes Form, Promotion Committee/Event
- DDA Boundary Map
ECONOMIC VITALITY
(Stats/Benchmarks)
REVISED

SOUTH LYON BUSINESS INVESTMENT & JOB CREATION*

July, 2017 – November, 2018

New Construction Completed:
1. South Lyon Hotel: this is in addition to the $1 Million prior to 7/1/17...........$1, 400,000.

Building Rehabilitations Improvements and Complete Redesign in the DDA
1. A Good Day Café (Former Browns): In addition to $300,000 prior to 7/1/17 325,000.
2. 116 N. Lafayette (Paddy Wacs): Interior Improvements 6,000.
4. 125 - 131 E. Lake (Lake St Tavern & TKD): Façade Rehab & Interior Imps. 160,000.
5. 101 N. Lafayette (Grande Trunke): Code Improvements, Interior & ADA Ext. 32,000.
6. 115 – 117 N. Lafayette (Venue & Exquisite Kitch.): Facade, Int. & Ext. Imps. 225,000.
7. 111 E. Lake (Bob’s Barber Shop): Exterior Painting 1,000.
8. 120 E. Lake (KV Sports): Interior Improvements & Signage 8,000.
9. 214 S. Lafayette (Smith Law Offices): Interior Imps, Landscaping & Signage 9,000.
10. 101 S. Lafayette (Corner Caffe): Interior & Exterior Improvements 10,000.

Sub Total $ 801,000.

Building Rehabilitations and Additions Outside of the DDA:
1. Sun Steel: Building Addition 1,350,000.
2. Van Oyen Construction: Complete building rehab and Site Improvements 206,000.

Sub Total $1,556,000.

Building Sales:
1. 115 E. Lake Street (former Quilt Shop) Building Purchase 400,000.
2. 101 N. Lafayette (Grande Trunke) Building Purchase 465,000.
3. 105 N. Lafayette (Divine Power & Yoga & Jan’s Skin Spa) Bldg. Purchase 495,000.
4. 110 N. Lafayette (A & E Jewelers) Building Purchase 375,000.

Sub Total $1,735,000.

TOTAL NEW CONSTRUCTION, BUILDING REHABS & BUILDING SALES $5,492,000.

Jobs Created:
1. South Lyon Hotel: 47 (Business Opened in Dec, 2017, was closed for over 1 year)
2. A Good Day Café: 12
3. Smith Law Offices 5
4. Paddy Wacs: 3

TOTAL 67

*Close Approximate Totals (from Building Permits and Owner info)
NEW CONSTRUCTION & MAJOR REHAB

A Good Day Cafe
Industries in the City of South Lyon, MI

1. Advanced Engineering Industries, 201 S. Mill Street, South Lyon, MI 48178
2. GM Refractories, Inc., 385 N. Mill Street, South Lyon, MI 48178
3. Green Industries, Inc. 515 N. Mill Street, South Lyon, MI 48178
4. Hornet Concrete, 300 N. Mill Street, South Lyon, MI 48178
5. Michigan Seamless Tube (MST) Corporation, 400 McMunn Street, South Lyon, MI 48178
6. Pullum Window Corporation, 415 N. Lafayette Street, South Lyon, MI 48178
7. Rockford Chimney Supply, 228 S. Mill Street, South Lyon, MI 48178*
8. Service Iron Works, Inc. 245. S. Mill Street, South Lyon, MI 48178
9. South Lyon Machine Co. LLC, 385 N. Mill Street, South Lyon, MI 48178
10. Sun Steel Treating, Inc., 550 N. Mill Street, South Lyon, MI 48178
11. Superb Fabricating, Inc., 330 N. Reese Street, South Lyon, MI 48178

*May have moved out

Revised November, 2018
DEVELOPMENT SITES WITHIN THE DDA DISTRICT

(All have been designated in the City's New Master Plan)

I. Infill - Small & Medium Scale:
   A. 106 N. Lafayette: Vacant lot and adjacent building to the north.

II. New Development - Large Scale:
   A. Draft Street Bar & Grill, Norm's & Farmers Market Parking Lot (Master Plan: G)
      1. SW Corner of W. Lake and S. Lafayette (Norm's parked cars)
      2. 115 W. Lake Street (Norm's Total Auto Repair)
      3. 106 S. Lafayette (Draft Street Bar & Grill)
      4. Parking Lot/Farmers Market location at NW corner of S. Lafayette & W. Liberty
   B. Veterans Parking Lot, south to Mobil Gas Station (Master Plan: J east)
      1. S. Lafayette Street from W. Liberty Street, south to the Mobil gas station and adjacent property on W. Liberty Street
   C. U. S. Post Office (Master Plan: H)
      1. S. Lafayette Street from alley south of E. Lake Street to E. Liberty Street, extending east to S. Wells Street
   D. N. Lafayette (West Side) and Whipple Streets (Not Including the SL Hotel): (Master Plan: A)
      1. Whipple Street, west of SL Hotel to Whipple Street P-lot
      2. N. Lafayette Street, north of Bifano Eye Care to Pullum Window Co.
   E. N. Lafayette Street (East Side), north of Detroit Street (Master Plan B & C)
   F. S. Lafayette (East Side) between E. Liberty and Elm Place (Master Plan: J west)
   G. S. Lafayette (West Side) Master Plan: L west
      1. NW Corner of W. McHattie and S. Lafayette Streets, adjacent to Heinanen Engineering – City Owned (Master Plan L west)

NOTE: Discussions (with real estate brokers, property owners and developers) have begun and are ongoing with several of these sites.
"NO TRUCK TURNS" AT LAKE & LAFAYETTE STREETS
List of All Liquor Licenses & Contacts in the City of South Lyon, November, 2017

A. Restaurants & Bars
1. South Lyon Hotel, 201 N. Lafayette, Type: 
   Contact: Corry Bala, 248.766.5324, bala.corry@gmail.com
2. Aubree's Pizzeria & Grill (Lyon Capital, LLC), 21775 S. Pontiac Trail, Type: C, SDM
   Contact: 248.437.8000
3. The Fortuna Inn, Inc., 22821 S. Pontiac Trail, Type: C
   Contact: 248.437.4700
4. Draft Street Bar & Grill (SL Bar & Grill, LLC), 106 S. Lafayette, Type: C, SDM
   Contact: 248.437.7002
5. The Trail Bar & Grill, Inc., 26800 N. Pontiac Trail, Type: C, SDM
   Contact: 248.264.6786, @TrailBarandGrill
6. Pinz Bowling Center Inc., 700 N. Lafayette, Type: C, SDM
   Contact: 248.437.0700
7. Lake Street Tavern (RPP Group LLC), 127 E. Lake, Type: C, SDM
   Contact: Mary Poole, 248.446.8898

B. Brew Pubs
1. Witch's Hat Brewing Company, 601 S. Lafayette, Type: 
   Contact: Ryan & Erin Cottongim, 248.486.2595
2. Third Monk Brewing Company, 228 S. Lafayette, Type: 
   Contact: Jeff Robinson, 248.278.6366

C. Drug Stores:
1. Rite Aid Pharmacy #04230, 25610 N. Pontiac Trail, Type: SDD, SDM
   Contact: 248.486.9100
2. CVS/Pharmacy #8066 (Woodward Detroit CVS, LLC), 22421 S. Pontiac Trail, Type: SDM
   Contact: 248.437.8131

D. Grocery, Party Stores & Drug Stores:
1. Busch's Fresh Food Market (Busch's Inc.), 22385 S. Pontiac Trail, Type: SDD, SDM
   Contact: 248.446.8812
2. Grape Vine Market (SL Market, LLC), 106 S. Lafayette, Type: SDD Resort, SDM
   Contact: 248.437.7004
3. Lafayette Party Store (GHM, Inc.), 274 N. Lafayette, Type: SDD, SDM
   Contact: 248.437.3666

E. Fraternal Organization:
1. South Lyon VFW Post #1224 (South Lyon Lovewell-Hill Post 1224, Veterans of Foreign Wars of the United States), Type: Club
   Contact: 248.437.2977, Commander@vfw1224.com
2. South Lyon Moose Lodge #2685 (South Lyon Moose Lodge No. 2685, Loyal Order of Moose), 507 S. Lafayette, Type: Club
   Contact: 248.278.6006

Revised 11/1/17
ORGANIZATION
DDA PROJECTS & PRIORITIES

Update on items noted at the Annual DDA Board Goals & Objectives on February 15, 2018
And as Proposed by Downtown Businesses*
For July, 2018 through FY18/19

1. Pedestrian Crosswalk Signs: 4 @ $300/ea. (Liberty St @ S. Lafayette - 1, S. Lafayette @ Liberty St – 1, N. Lafayette @ Whipple -1, and E. Lake at Wells – 1........$1,200.00 (I)

2. Farmers Market Shed (Replacement for Trailer): Kit plus Shingles (w/DPW labor) .......... 1,500.00 (I)

3. Farmers Market Expansion: Remove portion of wood fence, chain, posts (2) new chain link fence along alley (Placement of the Shed, Porto-Jon and Trash containers)........ 1,000.00 (I)

4. Downtown Business Directory Update & Annual Reprinting........................................ 750.00* (I)

5. Billboard for Ladies Night Out, November, 2018 .......................................................... 1,500.00* (I)

6. Billboard for Ladies Night Out, May, 2019 ................................................................... 1,500.00*

7. Corn Stalks on 80 Light Poles (October - November).................................................. 500.00 (I)

8. Orange Lights on Cornstalks @ Light Poles (October - November)............................... 500.00 (I)

9. Holiday Tree Lights (on tree branches & trunks)......................................................... 3,000.00 (I)

10. Screen Plantings (temporary) at SW Corner of Lake & Lafayette (Arbor vitae)........... 2,000.00

11. Cool Yule Related Activities in Downtown: (Music, Carriage Rides?)......................... 1,000.00* (I)

12. Brotober: (A Mens Night version of Ladies Night Out and a promo for Ladies Night Out) 1,000.00*

TOTAL $15,450.00

*Additional Sponsorship will be sought
(I) Items completed or in progress

OTHER ITEMS, NOT PRIORITIES, THAT MAY TAKE PLACE IF SPONSORED FOR TOTAL COSTS:

A. Holiday Lighting Over-The-Road on E. Lake Street (Lafayette to Wells St.), FY 2019/20
B. Kids Trick-or-Treat, October: Music, Entertainment, FY 2018/19
C. Downtown Historic Walking Tour Brochure, FY 2018/19

Updated November, 2018
### 10 Year Downtown/DDA FUTURE PROJECT LIST

**With TIF Funding, Sponsorship/Partnerships, Grants & Existing Regular Maintenance**

Revised November, 2018

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost:</th>
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<tbody>
<tr>
<td><strong>1. 2 - 4 Years:</strong></td>
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<tr>
<td>A. Pedestrian Crossings: Widen Striping &amp; Rectangles</td>
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<tr>
<td>B. Assistance with Veterans Memorial Relocation</td>
<td>$1,000</td>
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<td>C. Wells Street P-Lot Crack Caulk &amp; Seal, Restriping</td>
<td>$5,000</td>
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<tr>
<td>D. New Sidewalk Trash Containers &amp; Flower Containers (in add to baskets)</td>
<td>$7,000</td>
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<td>E. Business Directory Pedestal Signs (4), one in each Downtown Quadrant</td>
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<td>F. National Register of Historic Places Survey</td>
<td>$10,000</td>
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<td>G. National Register of Historic Places Nomination</td>
<td>$20,000</td>
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<tr>
<td>H. National Register of Historic Places Small Signage (6)</td>
<td>$3,000</td>
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<tr>
<td>I. Wayfinding Signage System (DDA &amp; City)</td>
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<td>J. Farmers Market Relocation/Canopy</td>
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<td>K. Holiday Lighting: Trees &amp; Over-the-Street</td>
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<tr>
<td>L. Redo/Replace/Redesign the Gate/Doors on Well St. P-Lot Dumpster</td>
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<tr>
<td>M. Decorative Iron Fence &amp;/or Plants at SW Corner of S. Lafayette &amp; W. Lake</td>
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<tr>
<td>N. Light Pole Banners (Seasonal &amp; Events)</td>
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<td>O. Over-the-Road Banner Poles Hardware: Cable, etc to hang banners</td>
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<td>P. Billboard Advertising</td>
<td>$5,000**</td>
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<td>Q. Sound System</td>
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<td>R. Bricks in sidewalks: base adjustment, replace and re-lay as necessary</td>
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<tr>
<td>S. Streetscape Tree Replacements</td>
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<tr>
<td>T. Façade Improvement &amp; Sign Grant Program</td>
<td>$15,000**</td>
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<td>U. Street Light Repainting/Reconditioning</td>
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<td>V. Scholarships for Board &amp; Committee Members re: Workshops &amp; Conf's</td>
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<td><strong>2. 5 - 7 Years:</strong></td>
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<tr>
<td>A. Façade Improvement &amp; Sign Grant Program</td>
<td>$25,000**</td>
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<tr>
<td>B. Sidewalk Redesign &amp; Replace, eliminate step (N. Lafayette &amp; E. Lake)</td>
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<td>C. ADA Sidewalk approach ramps throughout DDA District</td>
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<td>D. Bricks in sidewalks: Base adjustment, replace and re-lay as necessary</td>
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<td>E. Scholarships for Board &amp; Committee Members re: Workshops &amp; Conf's</td>
<td>$5,000**</td>
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<td><strong>3. 8 - 10 Years:</strong></td>
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<tr>
<td>A. Extension of Reynolds Sweet, North of Lake Street to N. Lafayette St</td>
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<td>B. Additional Parking Lots (Locations TBD)</td>
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<td>C. Street Light Repainting/Reconditioning</td>
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<td>D. Bricks in sidewalks: Base adjustment, replace and re-lay as necessary</td>
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<td>E. Façade Improvement &amp; Sign Grant Program</td>
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<td>F. Light Pole Banners, Seasonal &amp; Events</td>
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<td>G. Scholarships for Board &amp; Committee Members re: Workshops &amp; Conf's</td>
<td>$5,000**</td>
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*Costs/Prices Not Yet Available  **Annual Amount

**NOTE:** Major street, sidewalk and other infrastructure items should be included in a “5 - 10 Year Capital Improvements Plan” by the City. Items partially or entirely outside of the DDA district will require full or partial funding by the City. Some projects within the DDA district may be totally City Funded (Roads), or as a City/DDA partnership.
City of South Lyon

TOP 20 ECONOMIC DEVELOPMENT & DOWNTOWN ISSUES*

November, 2018

1. Leon Bonner Buildings at 111/113 N. Lafayette and 133 E. Lake Streets: Enforcement of the City’s Blight & Maintenance Ordinances, Vacancy. And, 3 other Blight & Maintenance buildings in the DDA District identified by the DDA and the City in January, 2018: 110 Detroit Street, BP Station at N. Lafayette & Lottie Street, and Mo’s Car Repair at 333 S. Lafayette

2. Norm’s Car Lot at SW Corner of E. Lake & S. Lafayette Streets: Redevelopment (Master Plan), Ongoing discussions with Norm and potential developers, Sale of the property, Design/Screening in R.O.W/*

3. Draft Street Bar & Grill, 103 S. Lafayette: Ownership Turnover, Redevelopment (Master Plan), Ongoing discussions with Real Estate Brokers and Developers, Environmental Contamination*

4. Environmental Contamination and Redevelopment of City Parking Lots and other DDA sites

5. Need of First Class Restaurants in Core Downtown: Now establishing relationships with restaurant developers/owners and various local property owners. Potential sites, Improved Pedestrian Traffic, Parking Needs, etc,* Need to maintain an optimal business mix, Utilize up-to-date market analysis

6. Post Office: Future use of site as shown in the Master Plan, Relocate Post Office, move postal vehicle component and maintain postal service?, Ongoing discussions with developers for these and other blocks in the DDA District as noted in the City & Downtown Master Plan adopted by the City, 11/16

7. Employee versus Customer Parking (On-Street and P-Lots): Location and distances,* Enforcement?


9. Retail Store Hours: Consistent Open Evenings & Sundays and days closed

10. Signage: Permanent vs Temporary Window Signs, Do not allow handmade sign in any window at anytime, Enforcement? Amendments to Sign Ordinance?

11. Wayfinding Signage System for Downtown & City-wide

12. Visual Merchandising/Window Displays in all Store Windows: Retail & Service

13. Crosswalk markings need to be more visible (wider striping) ASAP on County and Local Roads/Streets

14. Consistent Policy and No Parking Signage for restricting/closing On-Street Parking for any event that utilizes a public street: one policy for all, County (RCOC) and City Approval

15. Future Permanent Location for the Farmers Market within the DDA: N. Wells Street?

16. Sidewalk Step (Trip & Fall Potential) Safety Concerns, potential hazard elimination on north side of E. Lake and west side of N. Lafayette Streets

17. Sale of Vacant City Owned Lot at the NW Corner of McHattie & S. Lafayette Streets or reuse as City Parking & Farmers Market Potential

18. Historic Preservation: Education Process Needed to Create An Awareness of the positive aspects of State & National versus Local designation. The Economic Development & DDA Director is now working with Eastern Michigan University to 1) Conduct an Official City-Wide inventory and 2) To prepare a City-wide Nomination to the National Register of Historic Places, at no cost to the City and DDA.*


20. City-wide Commercial Tax Abatement (Major Projects), and DDA Façade/Sign Grant Programs*

*Priority Issues as discussed (since June, 2016) or previously identified by the DDA, Businesses, City Administration, City Council, Planning Commission and/or the DDA-Economic Development Director
CITY OF SOUTH LYON DDA ANNUAL BOARD RETREAT
February 15, 2018, 6:00 – 9:00 p.m. at the South Lyon Hotel, 201 N. Lafayette St.

AGENDA

I. Call To Order
II. Roll Call
III. Approval of the Agenda
IV. Citizen Comments
V. Accomplishments in 2017
VI. South Lyon Business Investment & Job Creation Update: July – December, 2017
VII. Review Master Plan Goals
VIII. Questions Moving Forward:
   A. What are other communities doing?
   B. What are the strengths of South Lyon?
   C. Should we concentrate on public spaces within the core?
   D. How can we make a difference?
IX. 2018 and FY 18/19 Potential Project List
X. New Business:
   A. DDA FY 2018/2019 Budget Discussion
   B. Update & Reprint Downtown Business Directory, July (with sponsors?)
   C. Print Downtown Historic Walking Tour, July (with sponsors?)
   D. Participate in a Potential Capital Improvements Plan (CIP) for the City: FY 19/20
   E. DDA Events Discussion & Work Planning
      1. Ladies Night Out: May ___ and November ___
      2. Corn Stalks: October 1
      3. Kids Trick or Treat: October ___
      4. Cool Yule (During): December ___, Participation? Related Activities?
      5. Other Community Events in and around Downtown
XI. Farmers Market Plans for 2018 Season & Manager Update
   A. Recommendation to keep Farmers Market at home site during Pumpkin Fest
   B. New Trailer or Shed (on-site)? Cost: __________
XII. 2 Board Vacancies to be placed on March 8 DDA Board Meeting Agenda for recommendation to fill: Tracey Hill and Marilyn Smith (Annie Buchtrup Application)
XIII. Other Items:
XIV. Board Member Comments
XV. Adjourn
DOWNTOWN BUSINESS & PROPERTY OWNERS
UPDATE

Thursday, July 26, 8:30 - 9:30 a.m.
101 S. Lafayette St., at The Corner Caffe

Topic: Temporary Signage/Ordinance Enforcement

Door Prize!
PROMOTION
# South Lyon Downtown & City-Wide Events Calendar

<table>
<thead>
<tr>
<th>Event Type**</th>
<th>Downtown</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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** Event types for Downtown Planning Purposes, DDA & City Calendar are as follows:

A. A City or DDA Event solely run/coordinated by the DDA and/or City.
B. The City or DDA are Co-Sponsors or Partners in the event.

* Close-by/Regional
EVENT TYPES
for
Downtown Planning Purposes, DDA & City Calendar

A. A City or DDA Event totally run/coordinated by the DDA and/or the City

B. The City or DDA are Co-Sponsors or Partners in the event

C. The City or DDA are minimally involved with logistics only and/or some PR

D. The event is totally run by a Community Organization or Privately and needs no City or DDA involvement
FARMERS MARKET
ALL DAY CAR SHOW
LAKE STREET Cruise-In
Motorfest
SATURDAY • JULY 28, 2018
RAIN OR SHINE
All cruisers welcome!

SOUNDS
Magic Bus
Cruzin' DJ Paul Peters

AWARDS
• Awards of Excellence
• Best of Show Award

SPONSORED BY:
Fortune Tool and Machine • Vanguard Motor Sales • Automotive Supply Co. • Shadow Rods • R Creations
Hot Rod & Racing Expo
MOTORFEST CAR SHOW

(All Day Saturday, by Lake St. Cruise In)
KIDS TRICK OR TREAT
## City of South Lyon Banner Policy
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June, 2018
CITY OF SOUTH LYON
BANNER POLICY FOR LIGHT POLES & OVER-THE-ROAD BANNERS

1. **ELIGIBILITY**: The organization requesting the banner and holding the event or activity must be a non-profit or governmental entity (Group/Organization).

2. **GROUP/ORGANIZATION PRIORITY**: The banner space availability will be based on the prioritization listed below. Space is on a first come basis under this prioritization ladder:
   A. Level 1: Non Profit (NP) Group based in South Lyon, event held in Downtown South Lyon
   B. Level 2: NP Group based in South Lyon, event held anywhere in the City of South Lyon
   C. Level 3: South Lyon School District Events at South Lyon and South Lyon East High Schools
   D. Level 4: NP Group based outside of South Lyon, with the event held in the City of South Lyon

NOTE: In the event that the City of South Lyon or the DDA seek to hang a banner during a time that has been requested by another organization, the City or DDA shall receive priority (See Pg. 3)

3. **PERMITS AND FEES**: 
   A. Temporary Banner Permits are valid for thirty (30) days from the date of issue, or for a defined season, ninety (90) days, with start and end dates.
   B. Three (3) temporary banner permits may be obtained within a twelve (12) month period.
   C. The application fee for each permit request (not for each banner as in the case of multiple light pole banners), as established by the City of South Lyon, shall be as follows:
      1) **Light Pole Banners/One-Block**: The fee for installation and removal of “Light Pole Banners”, for One-Block, every other banner armed pole*, both sides of the street, by the South Lyon Department of Public Works (DPW) shall be **$90.00**.
      2) **Light Pole Banners/Multiple Blocks**: The fee for installation and removal of “Light Pole Banners” for Multiple Blocks, every other banner armed pole*, both sides of the street, by the DPW shall be **$180.00**.
      3) **Over-The-Road Banners**: The fee for installation and removal of the “Over-The-Road” Banner on N. Lafayette Street, by the South Lyon Fire Department (SLFD) shall be **$180.00**.

*Light poles with banner arms are located at every other pole. Banners by Non-Profit Organization banners will be placed on every other banner arm pole (which is every fourth pole).

4. **DEFINITIONS**: There are two (2) types of banners governed by this policy.
   A. **Light Pole Banners** are those banners which can be placed on pedestrian light poles within the DDA District. They are vertical in design and orientation and they are placed on two arms attached to the light pole. The bottom of the banner must be at least 8 feet from the surface of the sidewalk.
   B. **Over-The-Road Banners** can be placed horizontally over N. Lafayette Street. That is the only location now available in the City for this type of banner. The bottom of the banner must be no
Banner Policy
Page 2.

lower than 14 feet from the surface of the pavement on N. Lafayette Street per Road Commission of Oakland County (RCOC) standards.

5. **DESIGN:** All banners shall meet the following requirements (A – D):
   A. **Dimensions:**
      1) Light Pole Banner **height** must be 36 inches high and a **width** of 18 inches (or banner will not be hung).
      2) Over-The-Road Banner **height** (the banner itself) must be 2 feet, 6 inches high (material width) and 20 feet in **total length** (material width).
   
   B. **Materials:**
      1) Over-The-Road Banner Materials: **Mesh** only, for air flow, to reduce wind load

   C. **Grommets:**
      1) Must be on the top and bottom corners of the banner (all banner types)
      2) Should be ½ or ¾ inches in size (all banner types)
      3) Should be placed no less than 16 inches and no more than 24 inches apart (Over Road)

   D. **Double Sided (Mesh, back to back)**

6. **SPONSORS:** There shall be no advertising on the banner, other than the identification of sponsors of the event or activity

7. **INSURANCE:** The organization requesting the banner placement shall provide evidence of liability insurance in the minimum of $400,000 and shall have The City of South Lyon listed as an additional insured on the certificate of insurance. Evidence of insurance must be provided before the banner is approved.

8. **PLACEMENT:**
   A. All “**Seasonal**” or “Non-Seasonal, individual event” Light Pole Banners shall be a maximum of every other banner arm pole.* In that manner we can intersperse additional banners on the unoccupied, every other banner arm poles.
Banner Policy
Page 3.

B. **“One Block Placement”** may be provided for events which occupy a specific location or footprint, such as:
   1) E. Lake Street (Lafayette to Wells Streets), for the “Lake Street Cruise-In Car Show”
   2) S. Lafayette Street (Lake to Liberty Streets), for the Farmers Market
C. The organization shall indicate whether the banner is to be placed on Lake Street or Lafayette Street only or on both streets.
   *Light poles with banner arms are located at every other pole. Banners by Non-Profit Organization banners will be placed on every other banner arm pole (which is every fourth pole).

9. **LOCATION / PRIORITY:**
The organization (Section 2, Level 1, 2, 3 or 4) may request that a banner be hung at each location, but in such case will indicate its first choice. In the event that another organization requests the second location during the same time period, the organization requesting both locations will only be allowed a banner at its first choice. In the event the City or DDA seek to hang a banner during a time that is requested by another organization, the City or DDA shall receive priority for their regularly scheduled annual events, or any event which takes place with a 120 day notice.

10. **DURATION/TIME FRAMES:**
A. Over-The-Road Banners shall be hung for a maximum of three (3) weeks prior to the event and shall be removed within 5 working days after the event.
B. Light Pole Banners can be:
   1) **Seasonal/Seasonal Event Series**, include City Seasonal icon banners with graphics representing the four seasons of the year; School athletic programs; and, for an “event series” (ie: Lake Street Cruise-In Car Show on the 4th Wednesday of the Month, May through August); or
   2) **Non-Seasonal Individual Event**, include DDA Ladies Night Out, Cool Yule, Pumpkin Fest. The Banners shall be hung for a maximum of three (3) weeks prior to the event and shall be removed within 5 working days after the event.

11. **APPLICATION REQUIREMENTS:**
A. Applications (See attached) are available on-line at the City’s website and at City Hall
B. Banner Placement shall be approved (provided applications and fees submitted are correct) as follows:
   1) For applications received 31 days or more before an event, banner placement shall be approved based on the prioritization ladder (See Items 8 and 9 above). Example, an application received first but deemed to be a Level 3 can be bumped by a Level 2 or 1 until 31 days before the event. Thirty days (or less) before the event, bumping will not be permitted, except by the City or DDA.
2) For applications received **30 days or less before the event**, banner placement shall be approved on a first-come basis. "Bumping" will not be permitted, except by the City or DDA.

C. The applicant organization is responsible for delivering the banner to the City of South Lyon DPW or Fire Department, at least one week before the scheduled installation of the banner, as follows:
   1) The South Lyon Fire Department will handle placement of the Over-The-Road Banners; while
   2) The City DPW will handle placement of the Light Pole Banners.

D. The applicant organization is responsible for picking up its banner(s) at the DPW or Fire Department no later than one week after it is removed. In no event shall the DPW or Fire Department be responsible for storage or maintenance of the banner(s).

E. Applications for banner installations shall be submitted to the City of South Lyon for processing. Applications will be accompanied by the required fee or will not be processed.

F. The City of South Lyon City Council shall have the authority to amend this policy, including the fees established in item 3 (Permits and Fees) above.

INDEX ATTACHED AS NEXT PAGE

June 25, 2018
City of South Lyon
APPLICATION FOR BANNER INSTALLATION
On Light Poles or Over-the-Road

Date Application Submitted: ________________________________

Applicant Organization Name: ____________________________________________

Applicant Contact’s Name: ____________________________________________ Ph #: ______________

Applicant Address: ______________________________________________________

Name of Event: __________________________________________________________

Person Responsible for Event: _____________________________________________

Event Date(s) __________________ Event START Time: ______ Event END Time: ______

Event Description: (Attach narrative and related materials)

Banner DESIGN Attached: Yes _____ No _____

DESIGN REVIEW: Banner Meets the Design Guidelines: Yes: _____ No: _____

PERMIT FEES: (Fees must be paid at time of application)

A. Light Poles:
   1. One Block (Every Other Pole): ______________________________ $ 90.00.
   2. All of Lake & Lafayette Street (Every Other Pole): .................. $ 180.00.

B. Over-The-Road: ______________________________ $ 180.00.
   TOTAL FEE: $_______ PAID: Yes: ____ No: ____

Location Requested: ______________________________________________________

Banner Size:

A. Light Pole: Inches high, Inches wide: Yes: ____ No: ____

B. Over-The-Road:
   1. 2 Feet Height/Width: Yes: ____ No: ____
   2. 10, 20, or 30 Feet Long: (Circle one) Yes: ____ No: ____

__________________________________________  __________________________
Applicant’s Signature:  Responsible Party’s Signature:

APPROVED ( )  DENIED ( ) ______________________________
Bob Donohue, Economic Development & DDA Director
DDA PROMOTIONS & EVENTS
Moving Forward!

THE SOUTH LYON DDA PRESENTS:
LADIES' NIGHT OUT
IN-STORE SPECIALS • SWAG BAGS • FREE PARKING SHUTTLE

SOUTHLYONMI.ORG

NOV. 17

5:30 TO 8:30
LADIES NIGHT OUT
Nov 17, 2017
Ladies' Night Out

DOWNTOWN SOUTH LYON

NOVEMBER 16
FRIDAY 5-9 pm

SWAG BAGS by Exquisite Kitchen Designs

Free for everyone; limited to the first 500 customers

Free Sushi

First Friday in November
South Lyon First Friday
Restaurant Row & South Lyon Square

Coral Sash
FARMERS MARKET
Five buildings city wants to see improved

With new restaurants and shops opening and other new development expected in South Lyon, the city's downtown has been on an upswing. There are still some buildings that are noticeable for longstanding problems with their appearance and failure to meet ordinance and other city code requirements. Downtown Development Authority/Economic Development Director Bob Donohue has identified five buildings that the city wants to get up to standard.

Here are the five buildings:
- 1-2. Two buildings, 311 N. Lafayette (the Art Craft building) and 135 E. Lake (the stone building at the corner of Wells with an RCA sign in the window) are both owned by the Bonner estate. The owner of the buildings, Leon Bonner, died last summer. The Art Craft building has been vacant and dilapidated for decades. Donohue said someone may be using the RCA building part time and there is possibly a tenant in a second-floor apartment.

The city had long-running issues with Bonner's buildings; back in 2002, South Lyon won a lawsuit to require that the two buildings, along with three residential properties, be brought up to code.

Donohue has talked with a representative of the Bonner estate.

See BUILDINGS, Page 3A

Lawsuit settlement allows for commercial zoning

LeAnne Rogers
hometownlife.com
USA TODAY NETWORK — MICHIGAN

WATCH OUT!
Downtown South Lyon is going retro as it gets a new look

Ed Wright, Hometownlife.com  Published 7:48 a.m. ET June 29, 2018 | Updated 12:28 p.m. ET June 29, 2018

A touch of old-school architecture is going a long way toward bringing an appealing new look to downtown South Lyon.

Fueled by the investment and imagination of property owner Ron Borgman, plus the creative strategy of Downtown Development Authority director Bob Donahue, a pair of adjacent businesses on North Lafayette are undergoing eye-catching facade makeovers that will pull the exteriors back to their original forms.

The exterior of Venue (https://www.venuesouthlyon.com), which promotes itself as a "boutique clothing store with an edge," will be restored to its original 1930s brick facade, while next-door neighbor Exquisite Kitchen Designs will be decked out in a mid-century modern design — the thought of which brings a smile to owner Marsha Calus's face.

"Everyone is excited to see progress like this in South Lyon, because the downtown has been in kind of a lull for a while," Calus said. "I believe these buildings were remodeled in the '80s, so the original material was covered up.

"The half of the building where my business resides used to be a saddlery back in South Lyon's horse and buggy days, then the current structure was built in the 1950s, from what I understand. I think it's tremendous what Ron is doing. It's not only beautifying my business, it's beautifying downtown South Lyon."

More: New Corner Caffe owners have big plans for South Lyon coffee shop (/story/real/biz/2018/06/19/new-corner-caffe-owners-have-big-plans-south-lyon-coffee-shop/894407002/)

More: South Lyon's giving icon retires from Active Faith (/story/news/local/south-lyon/2016/06/21/giving-icon-mihalic-steps-down/883689002/)

Borgman, who prefers to keep a low profile, said he was all-in on the restoration once he purchased the property in November 2016.
"I'm doing it to help the businesses thrive, not to get attention or make money," Borgman said. "I thought it would be neat to have two different decades of architecture represented. My ultimate goal is to have it finished by Pumpkinfest in late September, but it'd be nice to have everything done closer to Labor Day."

Donohue, who was named South Lyon's inaugural DDA director in 2016, said property owners like Borgman can ignite surges of much-needed vitality in historic downtowns.

"Ron is the model property owner," Donohue said. "Although he doesn't want a lot of credit or attention, I have to say he's doing a tremendous job. All of the paperwork he files with us is impeccable and he doesn't cut corners."

Other downtown businesses undergoing restorations include A&E Jewelers, Tae Kwon Do and the Lake Street Tavern, Donohue added.

"It's exciting to see the the architectural evolution we're seeing now," he said.

Donohue said the wave of restorations is part of the Main Street America program (https://www.mainstreet.org/home), a historic preservation-based downtown management strategy that relies on several key components, including business owners, local government and the DDA.

"It's entirely voluntary as far as the property owners are concerned, but the restorations have proven to increase building values while bringing back some of the original character of the buildings," Donohue said.

Cטלus has been impressed by the construction project's minimal distraction to her business.

"It may even be bringing some more foot traffic into my store," she said with a smile. "People see the construction going on and think, 'Hey, what's in there? Oh, it's a kitchen company, let's take a look.'"

"The workers have been very good about cleaning up when they're done for the day and they've been very good about safety."

Cטלus said the bulk of her customers have resulted from "word of mouth and referrals," along with social media sites like Facebook.

"But with the restoration on the buildings, I expect my walk-up traffic to increase," she said.

Contact Ed Wright at ewright@hometownlife.com or 517-375-1113.

Inside
Shop South Lyon
A guide to
downtown shopping

Friends of the
11 Mile Park
Lyon Township plans
are under way

Hometown Guy
Lifetime South Lyon
resident is new mayor
SMALL BUSINESS SATURDAY

South Lyon, MI DDA

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A Good Day Café

Contact: Bob Donohue, DDA Director
(248) 437-1735
DESIGN
Building Rehabilitations at 115 & 117 N. Lafayette St.

BEFORE

AFTER
FAÇADE & CORNICE REHAB

Victorian Paint Scheme to be completed in Spring

125, 127 & 131 E. Lake Street
Façade Rehabilitations at 125, 127 and 131 East Lake Street, South Lyon
September 27, 2017

DETAILS:

1. **Upper Cornice:** Completely replace as close as possible to original, using new high quality, non-wood materials. Duplicate all details to exact proportions and sizes. Paint as agreed upon by owner. This applies to all 3 buildings.

2. **Remove all existing second floor windows and upper cornice on 125.**

3. **Remove all wood shake window awnings** and existing windows on second floor of 127 and 131.

4. **Remove the large wood shake awning on first floor storefront of 131.**

5. **Second Floor Window Openings & New Windows:** Return all 9 (3 in each building) original window openings to their original, circa 1880s, size (height & width). Redo all frames as necessary. Charlie Pullum of Pullum Window in South Lyon has the correct windows and will provide at cost. (4-6 weeks after order is placed) Charlie Pullum’s phone number is: 313.418.6116.

6. **Replace/Reconstruct the 2 original brick sections on the second floor of 125 which contained the original window openings circa 1880s.** This will again create the 3 original window openings, same as 127 and 131.

7. **Remove any brick which was added within the original lintel arches of the second floor window openings on 125.**

8. **Interior work to be minimal, as necessary.** May have create a 1 – 3 foot slope (from wall, above the top of the window, inward), bevel area on inside ceiling (if a dropped ceiling is now in place) to accommodate the new original, tall window openings.

9. **Roof Cap at top of parapet on 125 to be metal, same as 127 and 131.** Roof cap and area at top of each building behind parapet wall to be weather proof for all 3 buildings.

10. **Transom/Sign Panel on 131:** After removal of the large first floor storefront awning, replace the area above the storefront window and entry to match the transom/sign panel simple detail, to appear same as 125 and 127.

11. **Paint and caulk all 3 building fronts, with colors selected by the owner.**

**NOTE:** The storefront below the second floor windows on 125 and 127 will not be part of the project, except for painting. Removal of the large wood-shake awning and replacement of the transom/sign panel area and minor painting are the only work items on the first floor of 131.

**CONTACTS:**

- Building Owner: Richard Rowe, 734.455.1487 and 734.223.9596, trfarm@yahoo.com
- City of South Lyon: Bob Donohue, 947.777.9355, Robert@southlyonmi.org
- City of South Lyon Building Department, Dennis Smith, 248.568.7762
- City of South Lyon Building Department, Tara Schneider, 248.437.1735
DESIGN ITEMS/ACCOMPLISHMENTS

Market Expansion  Pedestrian Crossings

PARKING LOT SEALING & STRIPING

CORNSTALKS, PUMPKINS & ORANGE LIGHTS
Downtown Public Art

A PARTNERSHIP BETWEEN THE CULTURAL ARTS COMMISSION, THE DOWNTOWN DEVELOPMENT AUTHORITY (DDA) & THE CITY OF SOUTH LYON

Now in the early stages of development, discussions and plans include the following:

- **Public Sculpture:** First location is proposed in front of 127 N. Lafayette Street
- **DIA & Local Art Displays:** In a variety of locations throughout the Downtown & DDA District
- **Poetry Readings in Local Businesses:** In local businesses. Themes based upon the primary merchandise and/or service provided by a local business. A tour type event.
- **Public Art Shows:** Indoors (City Hall/School Admin Bldg. & Other), and outside (in a park or other downtown locations).
- **Murals:** On blank, highly visible exterior walls of buildings throughout Downtown and the DDA. Next step is to discuss with the City Administration, Planning Commission and DDA. May necessitate an amendment of the City Zoning Ordinance
- **Sidewalk Chalk Art:** A potential DDA event.

NOTE: Discussions between members of the Cultural Arts Commission, DDA Director and the DDA Board began in July, 2018.