



**City of South Lyon, Downtown Development Authority Board Meeting
Thursday, November 10, 2022, 8:00 a.m., City Council Chambers, 335 S. Warren St.
South Lyon, MI 48178**

AGENDA

- I. Call to Order
- II. Roll Call
- III. Approval of the Agenda
- IV. Approval of the October 13, 2022 DDA Board Meeting Minutes
- V. Citizens' Comments
- VI. Budget Report
- VII. Farmers' Market Report
- VIII. Presentation: Main Street Oakland County South Lyon Market Statistics

- IX. New Business:
 - A. Façade Program Guidelines

- X. Unfinished Business:
 - A. Committee Reports

- XI. DDA Director Report
- XII. Board Member Comments
- XIII. Adjournment

Procedures by which persons may contact members of the DDA Board of Directors prior to the meeting:

Members of the public may contact members of the public body prior to the electronic meeting by email. Email addresses for the DDA Board of Directors may be found on the City's website at www.southlyonmi.org.

The next Board Meeting is 8:00 a.m., Thursday, December 8, 2022 at South Lyon City Hall.

All Regular Board Meetings shall end no later than 10:00 a.m.



MEETING MINUTES – OCTOBER 13, 2022

- I. **Call to Order.** Meeting called to order by Chairperson, Dereck Mashburn at 8:01 am.
- II. **Roll Call.** Present: Paul Zelenak, Mark Childs, Tracey Smith, Jeff Heinanen, Dereck Mashburn, Melissa Borgman, Norm Fultz. Also present: Nate Mack, Diana Regan. Excused: Tanya Nevitt, Gary Fagin.
- III. **Approval of the Agenda.** Childs would like to add item E. EV Update, under Unfinished Business. Motion by Heinanen to add item E. Supported by Childs. Motion passed unanimously.
- IV. **Approval of the September 8, 2022 DDA Board Meeting Minutes.** Motion by Zelenak to accept minutes as submitted. Supported by Heinanen. Motion passed unanimously.
- V. **Citizens' Comments.** None.
- VI. **Budget Report.** Mack reported that TIF income this month was approximately \$9,700. Sponsorship money for the Holiday Spectacular is coming in. Also receiving sponsorship fees for Fall Ladies' Night Out. We received \$4,000 in Farmers Market vendor fees from the Pumpkinfest and regular Farmers Market. Expenses this month are related to the Holiday Spectacular and DDA ad in Lyon Today in support of the Pumpkinfest.
- VII. **Farmers Market.** Market Manager, Diana Regan, reported that the market continues to do well even though there has been some vendor drop off now that summer is over. The Pumpkinfest space worked well. Regan has been in contact with Renee at the VFW Hall and we will be able to rent space for \$300 per day for our Winter Market. The first Winter Market will be held November 19 and there is space for 30-35 vendors. 12 vendors are confirmed for participation at this time. December 17 and January 14 are other dates selected. Vendor space would be \$30 per space with a possible \$5 table fee if vendors want to rent a table. Discussion of payment. Pre-pay? How to deal with no-shows? Could possibly bring in a food truck – Frank's Franks is interested. Vendors would supply eggs, meat, honey, maple syrup, baked goods, and crafts. **Motion by Zelenak to hold a Winter Market at the VFW Hall for a rental fee of \$300 per day and \$30 per vendor site. Supported by Smith. Roll Call Vote:**
Zelenak – yes

Smith – yes
Borgman - yes
Heinanen – yes
Fultz – yes
Mashburn – yes
Childs – yes
Motion passed unanimously.

VIII. New Business

A. Mashburn announced that he will be resigning from the DDA Board since he has moved out of the city. He is proud of what the DDA Board has accomplished.

IX. Unfinished Business

A. **Winter Farmers' Market at the VFW Hall.** Fultz asked if we will still have to pay for the VFW Hall even if the event is cancelled due to a weather event. Probably. Discussion of Farmers Market Manager compensation. Regan currently receives \$20 per hour as South Lyon Market Manager. Offer a year-end bonus? Or give her a bonus on the Winter Market for the number of vendors over 20? Keep the hourly rate the same. **Motion by Heinanen that for every vendor over 20, we will provide half of those fees to the Market Manager in addition to the regular hourly wage for the 2022-2023 Winter Market. Supported by Zelenak.**

Roll Call Vote:

Zelenak – yes

Smith – yes

Borgman – yes

Heinanen – yes

Fultz – yes

Mashburn – yes

Childs – yes

Motion passed unanimously.

B. **Main Street Nonprofit.** Mack reported on information he gathered regarding creating a 501(c)3 nonprofit arm of the DDA, which would be known as South Lyon Main Street. The purpose of this nonprofit organization would be to provide financial stability, diversification, and a means to continue utilizing the Main Street approach as a tool for downtown economic development should TIF funds no longer be an option. Creation of the 501(c)3 would require extensive paperwork, but is a good option for South Lyon. Another option is for South Lyon to use the Rochester Community Foundation to house funds for the South Lyon DDA. The DDA is set to sunset in 2025, but a decision to continue should be made prior to the sunset date. A benefit of the new program is that money could be spent beyond the downtown area. Mack will continue to investigate the 501(c)3 designation. He will also check with Farmington DDA to see how their program is working. Smith stated it would be nice to talk with a community that is participating with the Rochester Community Foundation.

- C. Committee Reports. Promotions.** Mack reported that the Promotions Committee is meeting regularly to discuss the Holiday Spectacular. Fundraising is going well and we have a \$2,500 title sponsor, Hines Park Ford. In-kind donations are also coming in. The committee is also planning the Fall Ladies' Night Out. There are plans to add two food trucks south of 10 Mile to change the footprint of this event. Will the main intersection be closed to traffic? Road closures have not been decided at this time. Zelenak pointed out that closing the main intersection in town will cause the loss of 60-70 parking spots. Would a shuttle be beneficial? Food trucks will possibly be in the south Farmers Market lot with tables and heaters. The committee feels that this could draw people south of 10 Mile, which has been an issue at previous Ladies' Night events. **Organization.** Mashburn and Mack met to discuss the Winter Market and the 501(c)3 designation. The Organization Committee has also been discussing the possibility of a Façade Program with the Design Committee. We have had Façade Programs in the past but need to figure out how to keep the program going continuously. We also need to establish a timeframe for the program. Mack will provide additional information to the board at the next monthly board meeting. **Economic Vitality.** Mack reported that the committee was supposed to discuss their Mission Statement, but Oakland County attended their meeting and they spent time discussing demographic data on South Lyon provided by the county. The county will be providing additional reports to help discover areas we are missing. **Design.** Committee did not meet.
- D. Storm Sewer Update.** Zelenak stated that there is no update at this time. We need to meet with the County and get the Water Resource Commission involved. The sewer is scheduled to be installed when Pontiac Trail roadwork is done in 2025.
- E. EV Update.** Mack reported that he met with DTE this week. The site plan is completed. DTE is pushing to have us install more than the two EV Charging Stations that were approved. Mack will meet with DTE again next week.

X. DDA Director Report

Mack reported on the passing of downtown business owner, Diane Roest, who owned Diane's Doll House since 1989. He coordinated the purchase of a bouquet of flowers on behalf of downtown business owners. Last week, he met with the Wixom DDA Director to discuss the possibility of our two DDA's coordinating events together. The next Downtown Business and Property Owner Meeting is scheduled for Thursday, October 27, 2022, starting at 8:30 am at the Corner Social. There will be no meeting in November as that meeting date falls on Thanksgiving Day. 135 E. Lake Street (RCA Building) is coming into the final stretch of their building renovation. They passed their final elevator inspection with the State of Michigan on October 6. The final building inspection is scheduled for October 11. Mack has been contacted by several individuals who are interested in owning property in downtown as well as opening a restaurant in downtown. The Draft Street building is for sale again. Mack will be meeting with the new owners of 116 E. Lake Street to

discuss their ideas for a new space and to talk about DDA incentives including the sign program and paint colors for the building. Main Street Oakland County will be at the next meeting to present data on the South Lyon market that has been discussed at recent Economic Vitality meetings. Mack continues to work on the RRC. He is working with a new planner there.

XI. Board Member Comments

Childs welcomed new DDA Board Member, Melissa Borgman. She stated that she has lived in the area for the last 23 years and currently lives in Lyon Twp. She is currently building Puptown, which will provide doggie daycare and boarding. The project is moving slowly, but she hopes to open in March, 2023.

The board expressed its thanks for Dereck Mashburn for his years of service on the DDA Board. We will miss him and wish him well on his move. Mashburn stated he is proud of the DDA Board and all that has been accomplished and pleased that he could be part of it. He stated we have a good board that is goal-focused with a good relationship with the city. He will miss being part of the DDA Board.

XII. Adjournment. Zelenak made a motion to adjourn the meeting. Supported by Childs. Meeting adjourned at 10:09 am.

11/03/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF SOUTH LYON
 PERIOD ENDING 10/31/2022
 FINANCIAL REPORT FOR OCTOBER 2022

		2022-23	YTD BALANCE	ACTIVITY FOR	AVAILABLE	
GL NUMBER	DESCRIPTION	AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 10/31/2022 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000						
248-000.000-402.000	REAL PROPERTY TAX	55,083.00	51,505.46	37,847.49	3,577.54	93.51
248-000.000-582.100	PATRONICITY FUNDS ECONOMIC DEVELOPMENT	0.00	0.00	0.00	0.00	0.00
248-000.000-665.000	INTEREST	0.00	333.54	142.56	(333.54)	100.00
248-000.000-674.300	CONTRIBUTION - GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-675.100	FARMERS MARKET SPONSOR FEES	7,500.00	250.00	0.00	7,250.00	3.33
248-000.000-675.200	CONTRIBUTIONS-WINTER EVENTS	6,000.00	3,750.00	500.00	2,250.00	62.50
248-000.000-675.300	LADIES NIGHT OUT SPONSORSHIP	4,000.00	2,500.00	1,500.00	1,500.00	62.50
248-000.000-675.410	FARMERS MARKET VENDOR FEES	7,500.00	12,605.00	2,160.00	(5,105.00)	168.07
248-000.000-675.700	CONTRIBUTION - STREET BANNER	0.00	(180.00)	0.00	180.00	100.00
248-000.000-675.900	CONTRIBUTION - MURALS	5,000.00	0.00	0.00	5,000.00	0.00
248-000.000-675.910	CONTRIBUTION BUSINESS DIRECTORY	500.00	0.00	0.00	500.00	0.00
248-000.000-680.000	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
248-000.000-680.200	MISC CONTRIBUTION EV CHARGING STATIONS	2,200.00	0.00	0.00	2,200.00	0.00
248-000.000-682.000	GRANT MONEY	0.00	0.00	0.00	0.00	0.00
248-000.000-699.101	TRANSFER IN - GENERAL FUND	4,000.00	0.00	0.00	4,000.00	0.00
248-000.000-699.401	TRANSFER IN- CAP. IMPROVEMENT	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		92,283.00	70,764.00	42,150.05	21,519.00	76.68
TOTAL REVENUES		92,283.00	70,764.00	42,150.05	21,519.00	76.68
Expenditures						
Dept 000.000						
248-000.000-702.000	WAGES SALARY	0.00	0.00	0.00	0.00	0.00
248-000.000-702.200	FARMER'S MARKET	12,500.00	3,110.00	1,330.00	9,390.00	24.88
248-000.000-740.000	OPERATING EXPENSE	2,500.00	805.48	451.75	1,694.52	32.22
248-000.000-740.200	SEASONAL IMPROVEMENTS	8,250.00	420.00	210.00	7,830.00	5.09
248-000.000-801.000	PROFESSIONAL SERVICE	6,500.00	150.00	0.00	6,350.00	2.31
248-000.000-802.000	CONTRACTUAL SVCS	0.00	0.00	0.00	0.00	0.00
248-000.000-802.100	CONTRACTUAL SERVICES	0.00	0.00	0.00	0.00	0.00
248-000.000-880.000	COMMUNITY PROMOTIONS	2,500.00	0.00	0.00	2,500.00	0.00
248-000.000-880.100	COMM. PROM. CBD WINTER	2,000.00	0.00	0.00	2,000.00	0.00
248-000.000-880.200	COMMUNITY PROMOTION DESIGN	9,000.00	63.88	0.00	8,936.12	0.71
248-000.000-880.300	COMMUNITY PROMOTION-FACADE/SIGN	0.00	0.00	0.00	0.00	0.00

248-000.000-880.400	COMMUNITY EVENT	14,500.00	2,158.95	2,158.95	12,341.05	14.89
248-000.000-880.500	COMMUNITY PROMO. GIFT CERTIFICATE	500.00	0.00	0.00	500.00	0.00
248-000.000-886.000	SUPPORT DOWNTOWN SOUTH LYON MINIGRANT	0.00	0.00	0.00	0.00	0.00
248-000.000-888.000	GRANT EXPENDITURES	0.00	0.00	0.00	0.00	0.00
248-000.000-900.000	PRINTING	6,500.00	375.00	375.00	6,125.00	5.77
248-000.000-957.000	EDUCATION & TRAINING	4,000.00	267.88	0.00	3,732.12	6.70
248-000.000-962.000	MISCELLANEOUS EXPENSE	1,000.00	25.39	0.00	974.61	2.54
248-000.000-972.000	CAPITAL IMPROVEMENTS	18,700.00	0.00	0.00	18,700.00	0.00
248-000.000-995.101	TRANSFER TO GENERAL FUND	0.00	0.00	0.00	0.00	0.00
248-000.000-995.369	CONTRIBUTION TO BLDG.ATHOR DR	0.00	0.00	0.00	0.00	0.00
Total Dept 000.000		88,450.00	7,376.58	4,525.70	81,073.42	8.34
TOTAL EXPENDITURES		88,450.00	7,376.58	4,525.70	81,073.42	8.34
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		92,283.00	70,764.00	42,150.05	21,519.00	76.68
TOTAL EXPENDITURES		88,450.00	7,376.58	4,525.70	81,073.42	8.34
NET OF REVENUES & EXPENDITURES		3,833.00	63,387.42	37,624.35	(59,554.42)	1,653.73

11/03/2022

ACTIVITY BY GL/JOURNAL REPORT FOR CITY OF SOUTH LYON
FROM 248-000.000-001.000 TO 248-000.000-995.369
TRANSACTIONS FROM 10/01/2022 TO 10/31/2022

JE #	Date	Description	Reference #	OFFSETTING GL	DEBIT	CREDIT
248-000.000-001.000 CHECKING A/C PNC BANK						
Journal CD: Cash Disbursements						
139452	10/11/2022	SUMMARY CD 10/11/2022		Multiple		105.00
139504	10/14/2022	SUMMARY CD 10/14/2022		Multiple		4,249.81
139751	10/27/2022	SUMMARY CD 10/27/2022		Multiple		65.89
		Journal Totals			0.00	4,420.70
Journal GJ: Journal Entry						
139461	10/11/2022	CHECKING TRANSFER	11309	Multiple	105.00	
139807	10/14/2022	CHECKING TRANSFER	11334	Multiple	4,249.81	
139759	10/27/2022	CHECKING TRANSFER	11330	Multiple	65.89	
		Journal Totals			4,420.70	0.00
Totals for 248-000.000-001.000					4,420.70	4,420.70
		Balance 10/01/22:	2,216.51 CR			
		Net Change:	0.00			
		Balance 10/31/22:	2,216.51 CR			

248-000.000-002.008 DDA/TIFA PNC BANK

Journal CR: Journal Entry

139316	10/03/2022	SUMMARY CR POSTING: 10/03/2022 FARMV		248-000.000-675.410	515.00	
139447	10/10/2022	SUMMARY CR POSTING: 10/10/2022 FARMV		248-000.000-675.410	450.00	
139497	10/12/2022	SUMMARY CR POSTING: 10/12/2022 YULE		248-000.000-675.200	500.00	
139616	10/18/2022	SUMMARY CR POSTING: 10/18/2022 FARMV		248-000.000-675.410	375.00	
139721	10/24/2022	SUMMARY CR POSTING: 10/24/2022 FARMV		248-000.000-675.410	520.00	
139731	10/25/2022	SUMMARY CR POSTING: 10/25/2022 LNO		248-000.000-675.300	1,500.00	
139796	10/31/2022	SUMMARY CR POSTING: 10/31/2022 FARMV		248-000.000-675.410	300.00	
		Journal Totals			4,160.00	0.00
Journal GJ: Journal Entry						
139458	10/10/2022	TAX DISBURSEMENTS FOR SEPTEMBER 2	11307	Multiple	37,847.49	
139461	10/11/2022	CHECKING TRANSFER	11309	Multiple		105.00
139807	10/14/2022	CHECKING TRANSFER	11334	Multiple		4,249.81
139759	10/27/2022	CHECKING TRANSFER	11330	Multiple		65.89
139827	10/31/2022	PNC BANK INTEREST FOR OCTOBER 2022	11346	Multiple	142.56	
		Journal Totals			37,990.05	4,420.70
Totals for 248-000.000-002.008					42,150.05	4,420.70
		Balance 10/01/22:	130,274.84			
		Net Change:	37,729.35			
		Balance 10/31/22:	168,004.19			

248-000.000-202.000 ACCOUNTS PAYABLE

Journal AP: Journal Entry

139309	10/03/2022	JOHN'S SANITATION	I8237	248-000.000-740.200		105.00
139386	10/06/2022	DIANA REGAN	AUGUST 2022	248-000.000-702.200		1,330.00
139387	10/06/2022	BLACKSTONE STABLES	12/3/2022	248-000.000-880.400		340.00
139388	10/06/2022	ACME PARTYWORKS	22-47024	248-000.000-880.400		1,132.95
139389	10/06/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	17676	248-000.000-880.400		686.00
139390	10/06/2022	NATHAN MACK	10/5/2022	248-000.000-740.000		221.69
139391	10/06/2022	COMMUNITY PUBLISHING & MARKETINC	12324	248-000.000-900.000		375.00
139441	10/10/2022	GRAINGER	9460462535,945995	Multiple		80.76
139482	10/12/2022	PETER'S TRUE VALUE HARDWARE	SEPTEMBER 2022	Multiple		83.41
139716	10/24/2022	JOHN'S SANITATION	I8686	248-000.000-740.200		105.00
139719	10/24/2022	PNC BANK	10/19/22	Multiple		65.89
		Journal Totals			0.00	4,525.70

Journal CD: Cash Disbursements

139452	10/11/2022	SUMMARY CD 10/11/2022	Multiple	105.00	
139504	10/14/2022	SUMMARY CD 10/14/2022	Multiple	4,249.81	
139751	10/27/2022	SUMMARY CD 10/27/2022	Multiple	65.89	
		Journal Totals		4,420.70	0.00
Totals for 248-000.000-202.000				4,420.70	4,525.70
		Balance 10/01/22:	100.00		
		Net Change:	105.00		
		Balance 10/31/22:	205.00		

248-000.000-402.000 REAL PROPERTY TAX					
Journal GJ: Journal Entry					
139458	10/10/2022	TAX DISBURSEMENTS FOR SEPTEMBER 2 11307	Multiple		37,847.49
		Journal Totals		0.00	37,847.49
Totals for 248-000.000-402.000				0.00	37,847.49
		Balance 10/01/22:	13,657.97		
		Net Change:	37,847.49		
		Balance 10/31/22:	51,505.46		

248-000.000-665.000 INTEREST					
Journal GJ: Journal Entry					
139827	10/31/2022	PNC BANK INTEREST FOR OCTOBER 2022 11346	Multiple		142.56
		Journal Totals		0.00	142.56
Totals for 248-000.000-665.000				0.00	142.56
		Balance 10/01/22:	190.98		
		Net Change:	142.56		
		Balance 10/31/22:	333.54		

248-000.000-675.200 CONTRIBUTIONS-WINTER EVENTS					
Journal CR: Journal Entry					
139497	10/12/2022	SUMMARY CR POSTING: 10/12/2022 YULE	248-000.000-002.008		500.00
		Journal Totals		0.00	500.00
Totals for 248-000.000-675.200				0.00	500.00
		Balance 10/01/22:	3,250.00		
		Net Change:	500.00		
		Balance 10/31/22:	3,750.00		

248-000.000-675.300 LADIES NIGHT OUT SPONSORSHIP					
Journal CR: Journal Entry					
139731	10/25/2022	SUMMARY CR POSTING: 10/25/2022 LNO	248-000.000-002.008		1,500.00
		Journal Totals		0.00	1,500.00
Totals for 248-000.000-675.300				0.00	1,500.00
		Balance 10/01/22:	1,000.00		
		Net Change:	1,500.00		
		Balance 10/31/22:	2,500.00		

248-000.000-675.410 FARMERS MARKET VENDOR FEES					
Journal CR: Journal Entry					
139316	10/03/2022	SUMMARY CR POSTING: 10/03/2022 FARMV	248-000.000-002.008		515.00
139447	10/10/2022	SUMMARY CR POSTING: 10/10/2022 FARMV	248-000.000-002.008		450.00
139616	10/18/2022	SUMMARY CR POSTING: 10/18/2022 FARMV	248-000.000-002.008		375.00
139721	10/24/2022	SUMMARY CR POSTING: 10/24/2022 FARMV	248-000.000-002.008		520.00
139796	10/31/2022	SUMMARY CR POSTING: 10/31/2022 FARMV	248-000.000-002.008		300.00
		Journal Totals		0.00	2,160.00
Totals for 248-000.000-675.410				0.00	2,160.00
		Balance 10/01/22:	10,445.00		

		Net Change:	2,160.00			
		Balance 10/31/22:	12,605.00			
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248-000.000-702.200 FARMER'S MARKET						
Journal AP: Journal Entry						
139386	10/06/2022	DIANA REGAN	AUGUST 2022	248-000.000-202.000	1,330.00	
		Journal Totals			1,330.00	0.00
Totals for 248-000.000-702.200					1,330.00	0.00
		Balance 10/01/22:	1,780.00			
		Net Change:	1,330.00			
		Balance 10/31/22:	3,110.00			
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248-000.000-740.000 OPERATING EXPENSE						
Journal AP: Journal Entry						
139390	10/06/2022	NATHAN MACK	10/5/2022	248-000.000-202.000	221.69	
139441	10/10/2022	GRAINGER	9460462535,945995	Multiple	80.76	
139482	10/12/2022	PETER'S TRUE VALUE HARDWARE	SEPTEMBER 2022	Multiple	83.41	
139719	10/24/2022	PNC BANK	10/19/22	Multiple	65.89	
		Journal Totals			451.75	0.00
Totals for 248-000.000-740.000					451.75	0.00
		Balance 10/01/22:	353.73			
		Net Change:	451.75			
		Balance 10/31/22:	805.48			
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248-000.000-740.200 SEASONAL IMPROVEMENTS						
Journal AP: Journal Entry						
139309	10/03/2022	JOHN'S SANITATION	18237	248-000.000-202.000	105.00	
139716	10/24/2022	JOHN'S SANITATION	18686	248-000.000-202.000	105.00	
		Journal Totals			210.00	0.00
Totals for 248-000.000-740.200					210.00	0.00
		Balance 10/01/22:	210.00			
		Net Change:	210.00			
		Balance 10/31/22:	420.00			
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248-000.000-880.400 COMMUNITY EVENT						
Journal AP: Journal Entry						
139387	10/06/2022	BLACKSTONE STABLES	12/3/2022	248-000.000-202.000	340.00	
139388	10/06/2022	ACME PARTYWORKS	22-47024	248-000.000-202.000	1,132.95	
139389	10/06/2022	FAIRYTALE ENTERTAINMENT PARTYS INC	17676	248-000.000-202.000	686.00	
		Journal Totals			2,158.95	0.00
Totals for 248-000.000-880.400					2,158.95	0.00
		Balance 10/01/22:	0.00			
		Net Change:	2,158.95			
		Balance 10/31/22:	2,158.95			
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248-000.000-900.000 PRINTING						
Journal AP: Journal Entry						
139391	10/06/2022	COMMUNITY PUBLISHING & MARKETIN	12324	248-000.000-202.000	375.00	
		Journal Totals			375.00	0.00
Totals for 248-000.000-900.000					375.00	0.00
		Balance 10/01/22:	0.00			
		Net Change:	375.00			
		Balance 10/31/22:	375.00			
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Memorandum

To: Vice-Chairperson Heinanen and South Lyon DDA Board of Directors
From: Nate Mack, DDA Director
Subject: South Lyon Market Presentation – Main Street Oakland County
Date: November 10, 2022

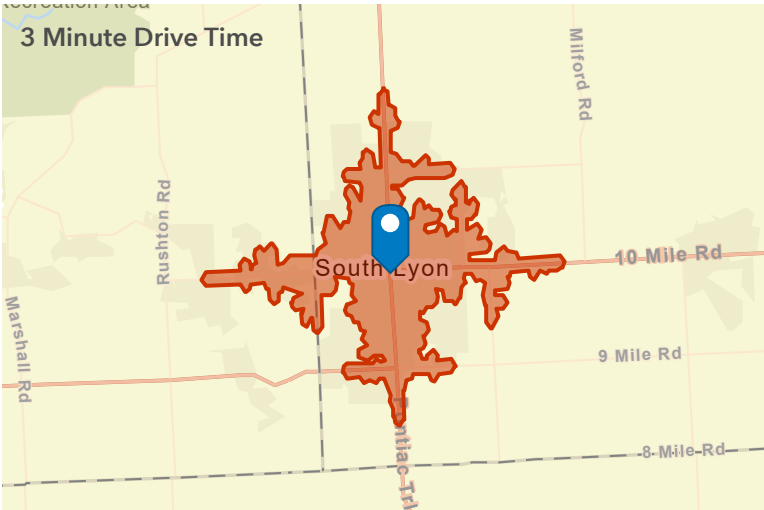
Erick Phillips, senior business development representative with Oakland County, will be presenting to the DDA Board of Directors a market snapshot of the South Lyon market area. Attached with this memorandum are a market snapshot and a more detailed report that dives deeper into the market area for downtown. Erick will be at the meeting to present the findings and talk the board through them.

City of South Lyon



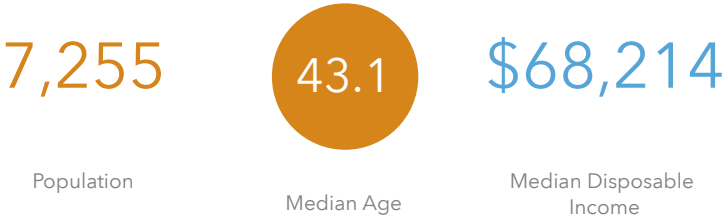
Twelve walkable blocks filled with salons, shops, and fabulous dining located at the intersection of Lake & Lafayette streets. Downtown South Lyon is a traditional hometown shopping and dining experience with over 100 stores, restaurants and services including the famous South Lyon Hotel.

Founded in 1832, South Lyon was originally called Thompson's Corner. Today it's known for its historic and charming downtown, numerous family-friendly festivals, top-notch parks and excellent schools. The City of South Lyon offers an unparalleled quality of life nestled in a rural setting yet just minutes from Brighton, Howell, Milford and Northville.



Fast Facts

KEY FACTS

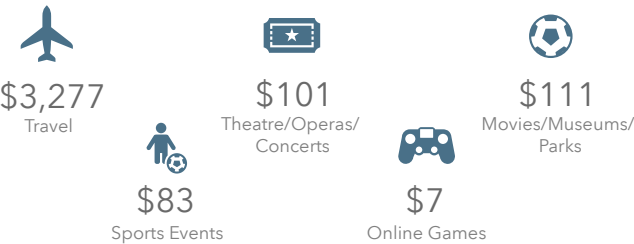


Spending

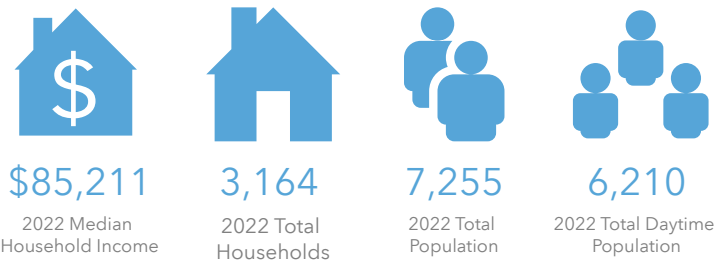
ANNUAL HOUSEHOLD SPENDING



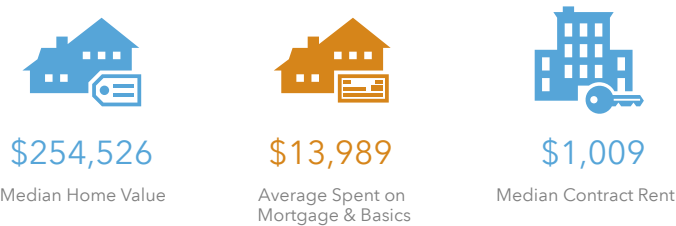
ANNUAL LIFESTYLE SPENDING



DEMOGRAPHICS






HOUSING STATS



Lifestyle Profile

Tapestry Segments

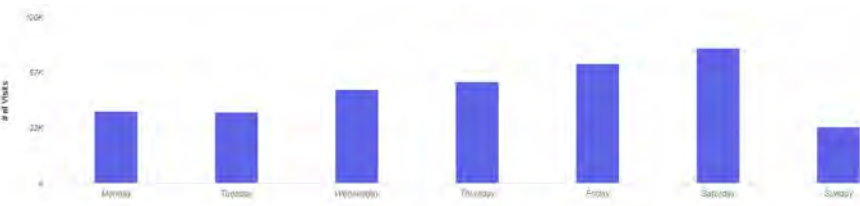
 4C Middleburg 908 households	28.7% of Households	▼
 4A Workday Drive 729 households	23.0% of Households	▼
 9C The Elders 687 households	21.7% of Households	▼

Tapestry Segmentation provides a detailed description of America's neighborhoods—U.S. residential areas are divided into distinct segments based on their socioeconomic and demographic composition. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated.

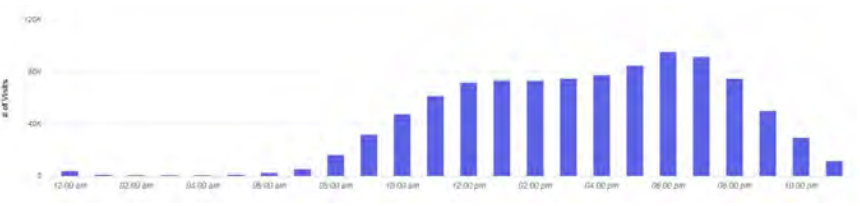
These segments reflect demographic shifts over the last decade to established consumer markets, as well as the emergence of new markets due to population growth, demographic and socioeconomic change, and transforming consumer behavior. Reflecting the diversity among American neighborhoods, Tapestry includes 67 distinct market segments.

Visits (2/1/22 - 7/31/22)

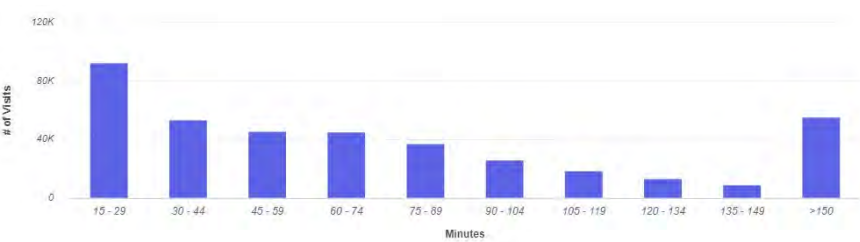
Daily



Hourly



Length of Stay



Heatmap



South Lyon is an Oakland County Main Street Community

Our mission is to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four-Point Approach® that emphasizes comprehensive economic development within the context of historic preservation.



Property Overview

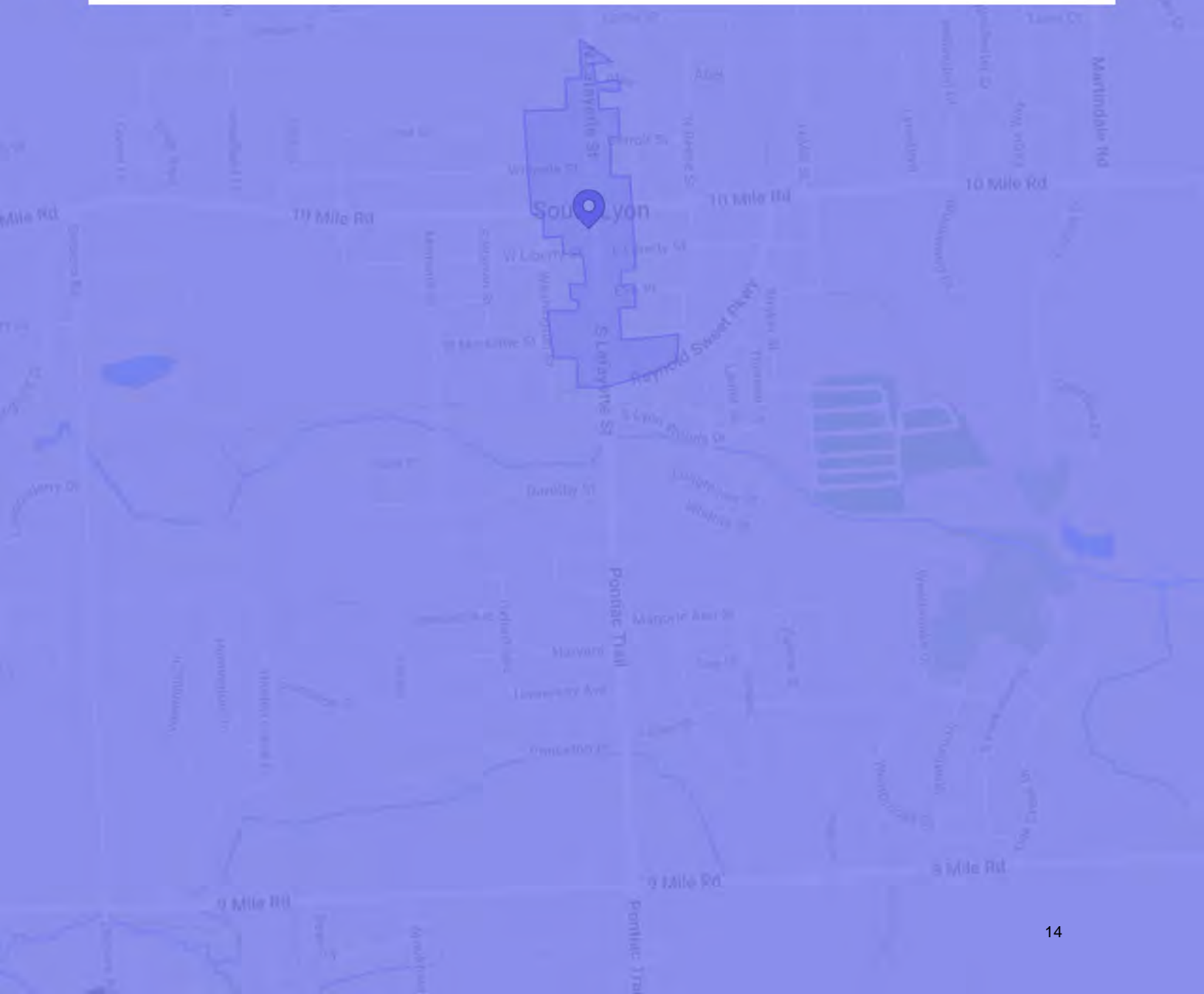
Feb 1 - Jul 31, 2022

Property:



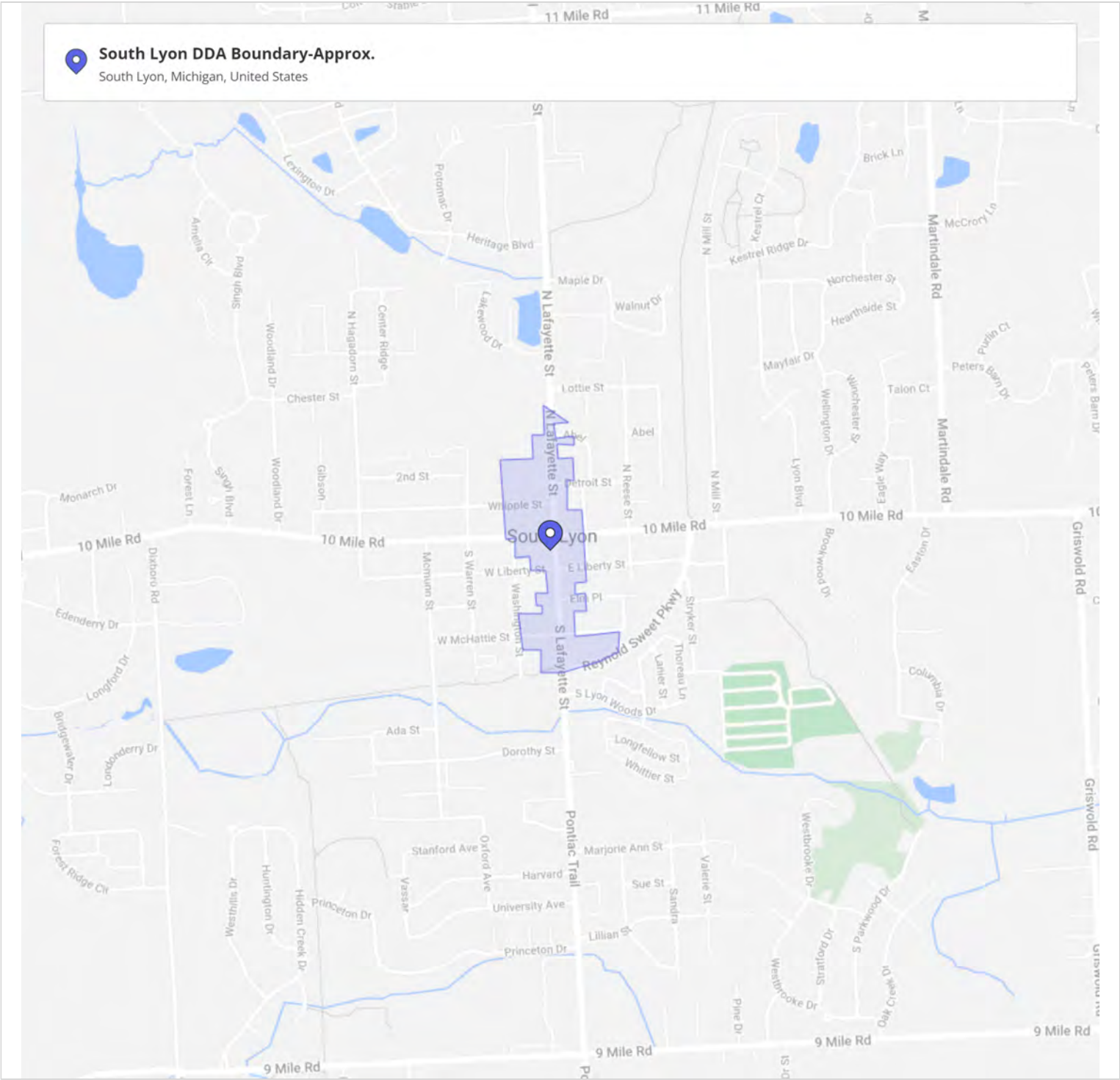
South Lyon DDA Boundary-Approx.

South Lyon, Michigan, United States



Property Overview

Feb 1 - Jul 31, 2022



Property Overview

Feb 1 - Jul 31, 2022



Metrics

South Lyon DDA Boundary-A
South Lyon, MI

Visits	391.4K	Visit Frequency	3.06
Visits / sq ft	N/A	Avg. Dwell Time	85 min
Visitors	129.1K	Panel Visits	14.3K

Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

South Lyon DDA Boundary
South Lyon, MI



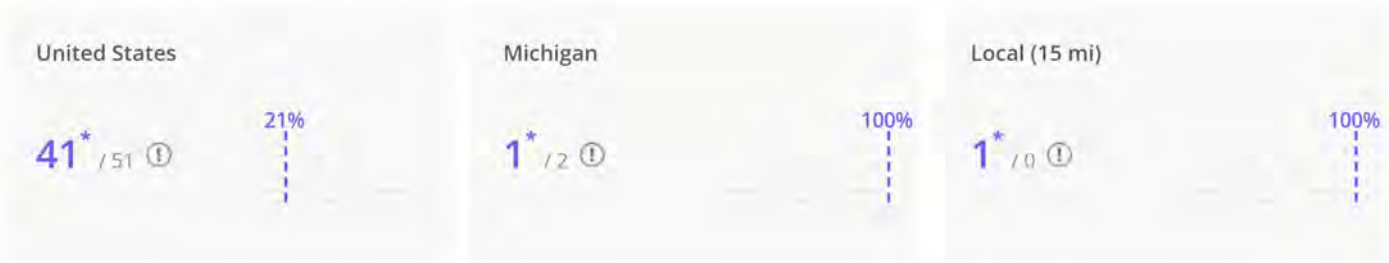
Weekly | Visits | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





Ranking Overview - Category: Neighborhood

● South Lyon DDA Boundary-Approx. / South Lyon



Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

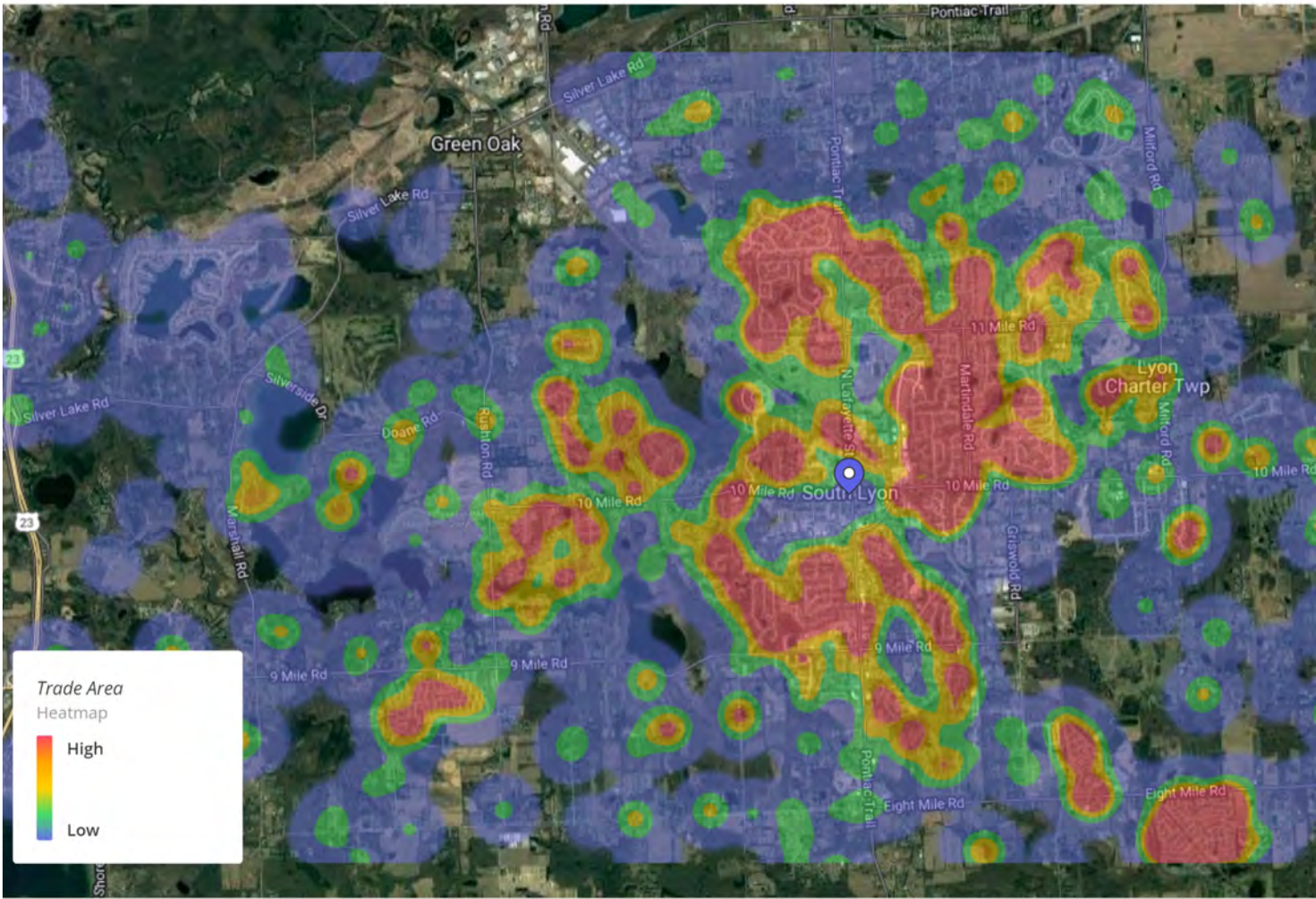
Feb 1 - Jul 31, 2022



All | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape



The locations shown are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

South Lyon DDA Boundary-Approx. | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





Typical Visitor Persona

South Lyon DDA Boundary-Approx.



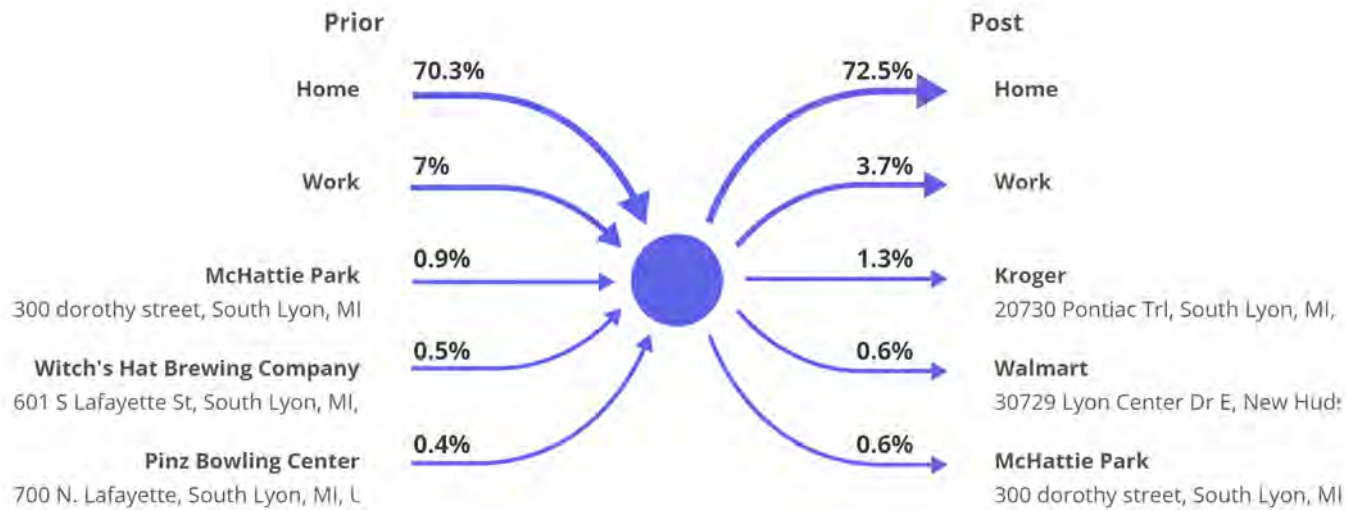
Ethnicity White
Income \$75K - \$100K

Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

South Lyon DDA Boundary-Approx.
South Lyon, MI

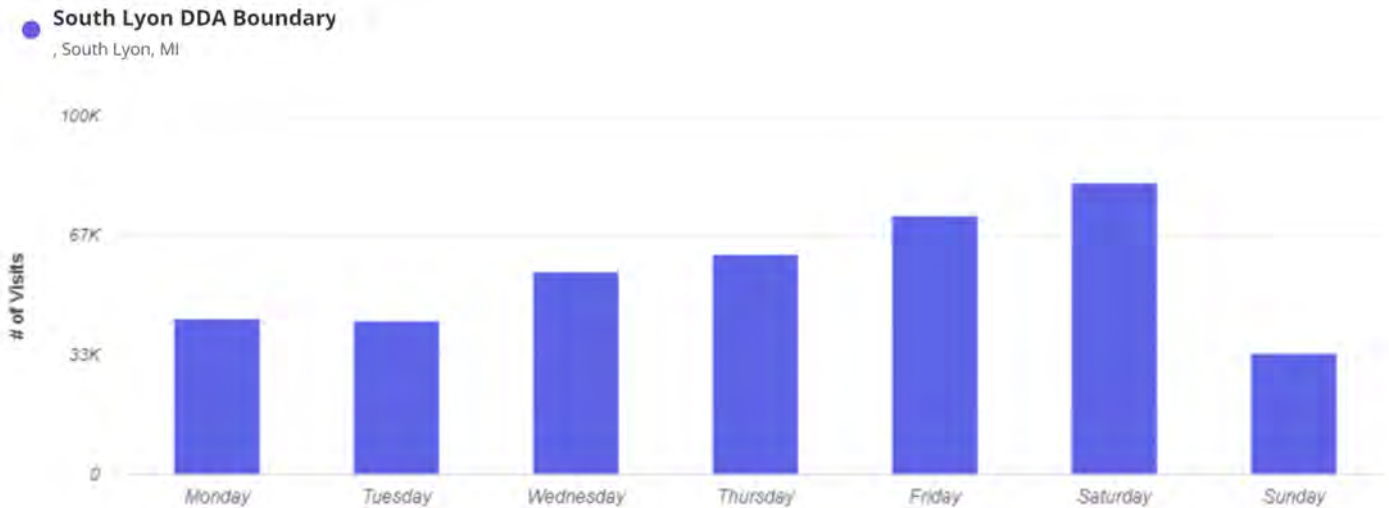


Show by: Location | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





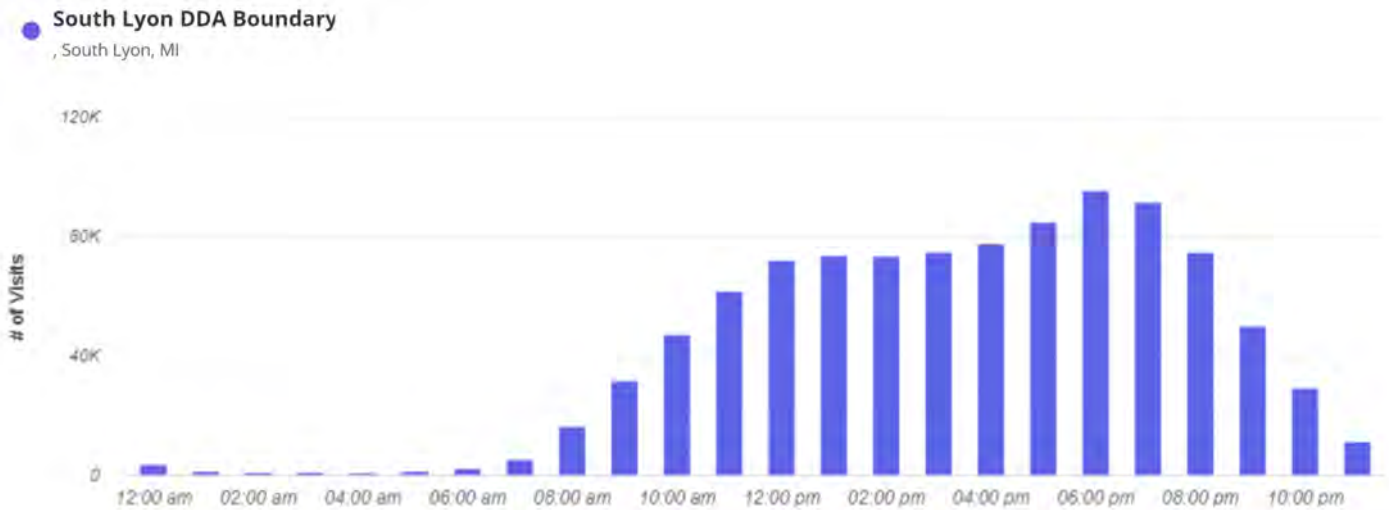
Daily Visits



Visits | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Property Overview

Feb 1 - Jul 31, 2022



Favorite Places

South Lyon DDA Boundary-Approx. / South Lyon, MI

Rank	Name	Distance	Visitors
1	Detroit Metropolitan Wayne County Airport / 11050 W G Rogell Dr, Detroit, MI 48242	23 mi	53.6K (41.5%)
2	Green Oak Village Place / 9608 Village Pl Blvd, Brighton, MI 48116	6.1 mi	53.3K (41.3%)
3	Twelve Oaks Mall / 27500 Novi Rd, Novi, MI 48377	9.4 mi	52.9K (41%)
4	Brighton Towne Square / 8043 Challis Rd, Brighton, MI 48116	9.4 mi	52.8K (40.9%)
5	The South Lyon Hotel / 201 N Lafayette St, South Lyon, MI 48178	0.1 mi	50.9K (39.5%)
6	Twelve Mile Crossing at Fountain Walk / 44175 W 12 Mile Rd, Novi, MI 48377	8.8 mi	48.1K (37.2%)
7	Brighton Mall / 8571 W Grand River Ave, Brighton, MI 48116	9 mi	41.3K (32%)
8	Brookdale Square / 22331 Pontiac Trail, South Lyon, MI 48178	1.2 mi	40.3K (31.2%)
9	Walmart / 30729 Lyon Center Dr E, New Hudson, MI 48165	4.2 mi	37.9K (29.4%)
10	Costco Wholesale / 6700 Whitmore Lake Rd, Brighton, MI 48116-2160	6.4 mi	33.1K (25.7%)

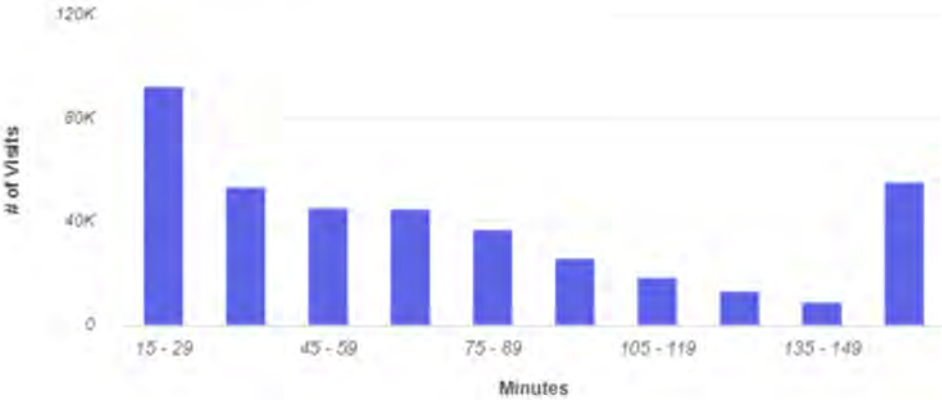
Category: All Categories | Min. Visits: 1 | Feb 1st, 2022 - Jul 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





Length of Stay

● South Lyon DDA Boundary
South Lyon, MI



Average Stay 85 min
Median Stay 61 min

Visits | Feb 1st, 2022 - Jul 31st, 2022





Memorandum

To: Vice-Chairperson Heinanen and South Lyon DDA Board of Directors

From: Nate Mack, DDA Director

Subject: South Lyon DDA Façade Improvement Program

Date: November 10, 2022

The South Lyon DDA will establish the Façade Improvement Program (FIP) to encourage historic restorations and improvements to the exterior of downtown commercial buildings and sites.

The DDA finds that the creation and maintenance of an attractive downtown is a public purpose, which can be achieved in part through improvements to building facades. Downtown South Lyon is pivotal to the economic health of the greater South Lyon community because its condition, whether perceived or actual, plays an essential role in the impression people have of the area. Downtown South Lyon is the focal point of the community, and any neglect will create an image of a deteriorating economic base. As a result, businesses may be discouraged from locating in downtown South Lyon, and existing property owners may defer maintenance and reinvestment in the real estate.

The intent of this program is to strengthen the economic viability of downtown South Lyon by providing financial incentives for improving the exterior appearance of its buildings. The FIP provides an opportunity to preserve the architectural heritage of downtown South Lyon and enhance the unique atmosphere that downtown South Lyon provides to the greater South Lyon area. It is important to the aesthetic enhancement of a downtown that building design treatments be compatible with each other. The DDA believes the best approach is through the preservation of a building's original architectural features.

The dominant emphasis of the program is the preservation of Downtown South Lyon's architectural heritage. The preservation-based philosophy is a key component of Main Street America that has been the backbone of downtown South Lyon's plans since its formation.

These guidelines are designed to assist you with your Historic Façade Improvement Program project. After reviewing these guidelines and the FIP packet of information, contact the DDA office at (248) 437-1735 and set an appointment to discuss your project.

Historic Façade Improvement Program Guidelines

Program Description: Subject to funding availability and project approval, the DDA may rebate up to 20% of the cost of the exterior building façade and site improvements, 10% of certain professional fees, plus a bonus of 5% of the expense of permanent interior and code compliance improvements such as HVAC. Except as otherwise noted in these guidelines, the total rebate for the Historic Façade Improvement Grant may not exceed \$15,000 per project or 20% of the cost of the exterior façade improvements, whichever is less. However, this restoration of the front façade must be carried out under the strict adherence to the U.S. Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.

Who is an Eligible Applicant? Any owner or tenant of a building located within the DDA district may apply for FIP funds. Public agencies are also eligible to apply for FIP funds.

What is an eligible building? Any existing building located within the DDA district, which is owned and used by an eligible applicant, is considered eligible for FIP funds.

Where a building owner under one ownership is divided into more than one unit for purposes of commercial tenancy, each separate unit that has an individual storefront façade and an independent ground floor entry shall be eligible to receive FIP funds. These multiple tenant façade projects shall not exceed \$15,000 per unit and \$30,000 for the entire building, subject to funding availability.

Design Guidelines – Projects approved for Façade Improvement Program funds must comply with the DDA's Design Guidelines and all applicable City of South Lyon building codes and ordinances. **Approval of funding by the DDA does not indicate City approval.** All projects will need a building permit and most will require site plan approval by the South Lyon Planning Commission, and South Lyon City Council (if applicable).

Eligible Exterior/Façade Improvements – 20% rebate

Materials and wages for improvements to the front, rear, and side facades of eligible buildings:
Facades of additions to existing building and the exterior portion of newly constructed buildings, subject to funding availability:

<ul style="list-style-type: none">• Carpentry• Masonry Cleaning• Building Removal/Demolition• Storefront Construction• Window Repair/Replacement• Awnings• Doors/Entryways	<ul style="list-style-type: none">• Lighting• Signs• Painting• Roof Repair (when completed in conjunction with a significant renovation project and when the roof is distinctive element of the façade and is visible from the street)
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Eligible Site Improvements – 20% rebate

Incident to and when completed in conjunction with extensive exterior façade improvements, the DDA Board may add up to 20% of the cost of materials and wages for:

- Landscaping, sidewalk construction/replacement, lighting, parking lot development, and other pedestrian amenities on private property.
- Improvements to the public right of way as required by the City of South Lyon such as sidewalk replacement, curbs, unless such improvements are part of a Special Assessment District.
- Public infrastructure improvements as required by the City of South Lyon to meet code requirements for interior building improvements. For example, water lines installed for sprinkler systems or storm sewers.
- Site amenities as recommended by the South Lyon Downtown Plan and the City of South Lyon Master Plan and other plans.

Eligible Professional Service Fees – 10% rebate

Fees for architecture, design, and engineering services.

Eligible Interior Renovation Expenses – 5% rebate

This rebate is only for the renovation of existing structures and does not apply to new buildings.

- Improvements required by the City of South Lyon health and safety codes such as handicap access and bathrooms, sprinklers.
- Permanent real estate improvements such as HVAC, plumbing, electrical, and other items taxed as real estate.
- Flooring if in conjunction with items above.
- Code work to an existing building necessitated by the construction of a building addition.

Ineligible Expenses – Any expense not specifically stated under eligible expenses such as but not limited to the following items:

- Expenses incurred prior to the DDA's receipt, review, and approval of a FIP application.
- Property acquisitions.
- Mortgage, land contract refinancing, or loan fees.
- City of South Lyon site plan, building, and sign permit fees.
- Construction of new buildings or additions except for the façade portion.
- Appraiser, attorney, interior designer fees.
- Wages paid to the applicant or relatives in record line of consanguinity unless licensed to perform such work.
- Interior furnishings, trade fixtures, display cases, counters, any reusable or removable item or other items taxed as personal property.
- Site improvements done in conjunction with a City of South Lyon Special Assessment District.
- Any portion or expenses for which applicant pays a contractor in merchandise or trade for service.

Project Timetable

1. Once approved, the applicant has 6 months to receive a commitment for project financing if they indicated on the application that a private financial institution would be involved. If no commitment has been secured by the end of this 6-month period, the DDA commitment expires. The applicant may reapply if financing is secured at a later date; however, this is **subject to available funding at the time of the application**.
2. Once approved and with a financing commitment in place, the financial commitment of the DDA shall be for one year. If the project is not completed within this 12-month period, the applicant must resubmit an application to receive grant funds. At the time of reapplication, the DDA Board will evaluate the status of the project and at its discretion, will approve or deny the funding commitment. This reapplication is **subject to available funding at the time of the resubmission**.

Other Program Guidelines

1. Construction work and disbursement of the FIP rebate may be phased over a period of time.
2.
 - a. Within a five-year period, a property owner may not apply for FIP funds more than twice for the same store unit.
 - b. Within a five-year period, a business tenant may not apply for FIP funds more than twice for the same store unit.
 - c. The total amount rebated to a property owner and/or business tenant for the same store unit during a five-year period may not exceed \$15,000.
3. At the DDA's discretion, an exception to any FIP guideline may be granted due to special conditions or situations.
4. All FIP projects are subject to audit by the City of South Lyon.

Application, Approval, and Payment Procedures

1. Contact the South Lyon Downtown Development Authority office for Façade Improvement Program information, application, and design guidelines.
2. Review the proposed façade improvement design with the DDA Director.
3. Submit a completed application, design plans, and cost estimates to the DDA office. The DDA accepts applications throughout the year. The DDA Board reviews and acts on FIP applications at the regular monthly meeting DDA Meeting held on the second Thursday of each month. To be placed on the DDA agenda for review, the deadline for a submission of FIP application containing all required information is the final Thursday of each month.
4. After being submitted, the application is reviewed by the DDA Director who may consult the DDA Executive Committee. After being reviewed by a written recommendation for approval, modification, or rejection is prepared for consideration by the DDA Board.
5. The DDA Board acts upon the application for FIP funding. After DDA Board approval, applicants receive a letter committing funds or advising them of the project's status, including any conditions for receipt of funding.
6. After Planning Commission approval, final engineering approval, and issuance of a building permit, a pre-construction meeting is held with the DDA Director and City Manager to finalize all project details.
7. The DDA Director may refer a change in construction plans to the Executive Committee or back to the full DDA Board and must authorize any modifications to the approved application and façade design in writing. Modifications may have to be reconsidered by the Planning Commission.
8. During construction, any changes to the approved façade plan including, but not limited to, exterior changes in materials, window, doors, cornices, etc. must be authorized in advance by the DDA in writing or the funding commitment may be rescinded.
9. Upon completion of construction, the applicant prepares a financial report and provides the DDA with proof that approved renovation expenses are paid (canceled checks, paid invoices, contractor's sworn statements, sub-contractor's waiver of lien, etc.). *Note: The use of merchandise or trade for service as payment in lieu of cash for a DDA approved renovation is specifically prohibited.*
10. The DDA Director prepares a final project report, which summarizes actual project expenses and payments for work completed, for review by the DDA Board. If all conditions for payment are satisfied, the DDA Board authorizes disbursement of FIP funds.
11. Historic Façade Improvement Program funds are usually disbursed to the applicant and/or lender within 30 days of DDA Board approval of completed work.

Any questions regarding the Historic Façade Improvement Program guidelines should be directed to the DDA Office at (248) 437-1735.

DDA Design Guidelines for Historic Downtown Commercial Rehabilitation

Introduction

The appearance of individual buildings, storefronts, signs, alleys, window displays, parking lots, and sidewalks establishes the visual character of the downtown and plays a major part in the marketing success of the business district. Presenting an attractive image is simply good business. Improvement and maintenance is not only essential to strengthen the appeal of individual properties, it is also necessary to improve the image of the entire downtown area, an important public purpose.

It must be remembered that one building is part of the street. New designs and alternatives should be compatible with existing buildings. This does not mean limiting that architectural variety or interest of the street, but rather that designs should respect existing buildings and strive for visual harmony with the character of the street.

Downtown South Lyon has evolved over decades, one building at a time; it is organic. A building does not necessarily have to be old to be a valued addition to downtown. Good design, which can exist in any period, will only serve to enhance the image of the area.

The following guidelines deal mainly with design issues. However, since maintenance of improvements is vital to their lasting effect, these guidelines will also include some recommendations on the on that subject. The guidelines and their interpretations have been developed to enhance the individual character of each building strengthening the overall image of downtown. they do not, as with some towns, advocate a “theme” approach to improvements: such as “colonial” or “Bavarian.” A long-term, pleasing treatment, that is likely to survive passing fashions, can be gained by examining each building individually and taking advantage of its historic integrity. Such improvements are good, lasting investment both in terms of cost and customer relations. By coordinating improvements, individual merchants are able to retain their individual identities while strengthening the image of downtown as a whole.

The ultimate responsibility for the application of guidelines and their interpretation rests with the people who stand to receive the most substantial benefits from a revitalized downtown – the individual property owner and merchants.

Intent of the Guidelines

These guidelines have been developed to guide the physical and economic revitalization of the DDA district, the interpretations will serve as a reference to insure a consistency in the quality of design for the downtown area. By following these guidelines, merchants and property owners will qualify for façade grant monies to be used for the improvements and for special tax benefits provided by the state and federal government. These guidelines and their interpretations do not attempt to provide specific solutions. They are offered as a means by which to effect beneficial change. As new technologies develop and other opportunities for improvements emerge, the interpretations of the guidelines should be periodically tested and reviewed.

The intent is to provide standards by which the DDA can determine whether to commit its funds to help finance historic improvements to existing buildings.

Use of the Interpretations

These interpretations offer some basic, common-sense advice to merchants, property owners, and others involved in improving the downtown. Those wishing to take advantage of the special financial incentives provided by local, state, and federal governments should use them.

The interpretations that follow contain a brief discussion of the importance of the elements being examined and a list of specific recommendations and procedures to be avoided. The interpretations are organized as follows:

Section I – Front

Section II – Rear Facades

Proposals presented to the design review committee should also be evaluated by applying the Secretary of the Interior Standards for Rehabilitation where applicable.

Rehabilitation for Commercial Façade Grants

Any downtown merchant or property owner who wishes to take advantage of this special Downtown Development Authority financial incentive must comply with the Guidelines for Rehabilitating Commercial Buildings. The DDA Director must approve in writing building plans prior to any construction. Loan funds will be dispersed upon completion of the project consistent with the approved plans.

Section I. – Front Facades

The front façades of buildings are one of the most important physical components of downtown – economically, functionally, aesthetically. Their physical condition plays a substantial role in the well-being of any business community. Unfortunately, they all too often project a negative image when they consist of inappropriate siding, peeling paint, out-of-character signs and garish color schemes.

With proper design and maintenance, the building facades in a downtown present property owners and merchants with a rare opportunity. Many of these buildings, dating predominantly from the late 1800s and early 1900s, have a visually interesting and historically important architecture. As a group, these facades have a distinctive ambience that is worth maintaining. Because of the era in which they were designed and built, they have a basic warmth that is hard to duplicate today.

Most facades downtown are two stories high, with commercial space located at ground level and offices, storage, or residential space above. Visually, this arrangement divides the façade into two basic parts: the upper façade which is usually a flat masonry wall with regular spaced window openings and applied decoration; and the storefront, or lower façade, which is composed primarily of large display

windows and the entry. Unfortunately, the storefronts have usually been changed drastically as they were “modernized.” The end products of such modernization have frequently made the building not to scale and incompatible with the original façade design and materials remaining. Some building facades, on the other hand, have fared better and escaped inappropriate modernization. In this latter case, the original façade should be preserved and repaired with little or no alteration. Where the original façade is covered up, or no longer existent, any improvement should respect the documented historic character of the building as well as its neighboring buildings.

Storefronts

The lower façade of the building, the storefront, has usually been altered in the years since its original construction. The net result of these changes is normally an erosion of its original character.

Every traditional commercial building façade has a well-defined opening. Many of these problems with the storefronts today are that they no longer look like an integral part of the building; rather, they appear pasted on and do not reinforce the character of the entire façade. The traditional storefront usually had a recessed entry for the front door, flanked by display windows at the property line. This configuration accomplished two important things. First, it located the display windows next to the sidewalk in full view of passersby. This allowed potential customers a full view of the merchandise on display and a view of the store’s interior. Secondly, it emphasized the door and entryway. The intimacy of the enclosed and sheltered doorway provided a pleasant sense of inviting the customer inside.

Recommendations

1. Storefronts should be designed to fit inside the original openings and not extend beyond it.
2. Storefronts should be designed with the largest possible window area, which is in keeping with the original opening. Emphasis should be placed on the display windows and doors that do not alter the original architectural character of the storefront.
3. Storefronts should respect the integrity of the building as a whole and relate to the building’s original character. Storefronts should be compatible with scale, materials, color, and texture of the original building.
4. where storefronts have been covered up with incompatible material, they should be renovated by removing the covering material. Avoid use of unpainted aluminum, imitation masonry, fake shutter and other incompatible materials in renovating storefronts.
5. Use simple and unobtrusive materials when renovating storefronts. Avoid garish patterns, textures, or colors that are not appropriate to the character and functionality of the storefront.
6. Where the original storefront remains, it should be preserved and repaired with as little alteration as possible.

7. If restoration of the original storefront is undertaken, it should be based on accurate duplication of features substantiated by historical, physical, or pictorial evidence.
8. Avoid historically incorrect “revival” architecture.
9. Avoid introducing a storefront that significantly alters the original character of the building or the relationship of the building to the street.
10. Avoid the use of mirrored or tinted glass.
11. Avoid bare aluminum window frames. If existing aluminum are to be retained, they should be painted.

Upper Facades

From a distance, the image of the front façade is heavily influenced by its upper-story appearance. Typically, windows in the upper facades are positioned at regular intervals and act to establish a visual rhythm to the exterior design of the building. Their shape, size, placement, and decorative trim constitute and contribute to many important aesthetic principles. The window openings, along with the material, color, and texture of the wall surface contribute to the overall visual character of the street. (Also see the Section – Walls).

Recommendations:

1. Screens, boards, and other inappropriate materials covering facades and windows should be removed.
2. If the original window opening has been altered, restore them to their original configuration and detail. Avoid blocking window openings.
3. If possible, save and restore the original windows and frames. Replace missing, rotting, or broken sashes, frames, mullion, etc. with similar material. Replacement windows should reflect the original design and material.
4. Where clear aluminum frames have previously replaced the traditional frames, they should be painted.
5. If a new interior ceiling must be dropped below the height of the existing window openings, a recessed setback, or similar device, should be used to allow the full window opening to be retained without alteration of exterior appearance.

6. If storm windows are used to improve thermal performance, they should resemble the existing window as closely as possible in shape, appearance, and color. Storm windows should be sized to fit the entire window opening.
7. Avoid storm windows that allow moisture to accumulate and damage the window frame.
8. Avoid through-wall or through-window heating//air conditioning units.
9. Avoid mirrored or tinted glass. Replacement glass should be similar to the original.
10. Avoid the use of shutters except where clear evidence indicates their historic presence.
11. Avoid substituting one type of operable sash for another, i.e. – do not replace Double Hung windows with Casement windows, etc.
12. Avoid storing material directly in front of the windows. Wash upper story windows regularly and install curtains or other suitable devices to give a “lived-in” appearance if vacant.

Doors and Entries

1. Original doors should be retained, repaired, and refinished. Attractive hardware, such as brass door pulls and plates add visual value to the entrance and should be retained.
2. Where bare aluminum doors are to be retained, they should be painted.
3. Consider using subtle decorations on new and replacement doors. A handsome knob or pull or an attractive molding can make the door special and inviting.
4. Rear doors should reflect the character of the rear façade. Avoid a highly decorated door that would look out of place. If rear doors serve customers as well as delivery, they should incorporate glass panels of an appropriate design.
5. New doors should be compatible with the character of the façade. Avoid fake “historic” doors that are incompatible.
6. Avoid mirrored or tinted glass in doors. Avoid windowless wood or metal doors except for service and residential entries.
7. Avoid storm doors which are inappropriate in size, color, material, and texture with the original door or which require replacement of the original door.

Walls

The texture and color of brick and limestone walls are among the most dominant visual features in the downtown area. They are an integral part of the visual character of downtown, and as such, should be restored and enhanced by uncovering, maintaining, and preserving them in the appropriate manner.

Many of the original walls, whether masonry or ornamental Carrara glass, have been covered up with aluminum, fake rock, plastic, or scarred and obscured with large, not to scale signs. The end result of such modernizations is building walls that are out of character with other details of the building and with the downtown as a whole. In addition, these modernizations have tended to homogenize the downtown so that the historic and architectural individuality of the buildings is obscured.

Recommendations

1. Original building wall material should not be covered with any form of inappropriate siding. Where this has already occurred, the inappropriate siding should be removed and the original wall material restored.
2. Wall surfaces that have not been painted should remain unpainted.
3. Damaged walls should be repaired or replaced with material that duplicates the original as closely as possible. See Secretary of the Interior – Standard on mortar mix.
4. Avoid scarring walls with hold for attaching signs, etc.
5. Avoid removing wall materials and features that are essential parts of the building's character.

Building Detail, Decoration, and Cornice

One of the most striking aspects of the traditional building façade is its appealing detail. Many of the buildings downtown offer a blend of architecture and sculpture, craftsmanship and materials that would be difficult and expensive to produce today. Architectural decoration and detail help make downtown special. This is an asset and should be taken advantage of.

Many materials are used in decoration and detailing, for example:

1. **Masonry** – Decorative masonry includes both brick and stonework ranging from beautifully detailed cornices and arched window heads to storefront piers.
2. **Terra Cotta** – Decorative terra cotta was commonly used from the 1880s to the 1930s, most commonly as a veneer or as masonry unit in combination with brick or stone.

3. **Cast Iron and Sheet Metal** – Usually found in buildings constructed before 1900, cast iron and sheet metal were used for cornices, window surrounds, or entire facades.
4. **Wood** – Wood details are often subtle, as the moldings around windows, and are important in creating the total façade effect.
5. **Decorative Glass** – Beveled, leaded, etched, carrara, and spandrel glass are all forms of decorative glass used in the building's downtown.

One of the strongest visual elements on a façade is the continuous molded or projecting cornice. It not only protects the façade from the elements, it also provides a strong visual cap or termination to the vertical composition of the façade. The cornice is often decorated with fine details that give scale to the building. as a major design element, cornices should be retained, repaired, or replaced. *It cannot be too strongly emphasized that most downtown buildings need a cornice to be architecturally complete.*

Recommendations

1. Deteriorated details, decorations, and cornices should be repaired rather than replaced whenever possible. In the event replacement is necessary, the new material should match the original material in compositions, design, color, and texture. Repair or replacement of missing architectural decorations and details should be based on accurate duplications, substantiated by historical, physical, or pictorial evidence rather than on conjectural design.
2. Heavy or numerous coats of paint that obscure architectural decorations and details should be removed before repainting.
3. Sagging details, decorations, and cornices should be firmly re-anchored.
4. When replacing or repairing masonry details, decorations or cornices, care should be taken to prevent an obvious and unsightly patch. Materials, joints, etc., should match the original as closely as possible in compositions, color, and texture.
5. Corbelling should be retained and restored whenever possible.
6. Care should be exercised whenever dealing with terra cotta for replacement. Repair is difficult. Repair cracked or chipped glazed surfaces as closely as possible.
7. Metal and cast iron that has signs of corrosion, tears, holes, or missing pieces should be repaired or replaced as closely as possible to the original.
8. Soft, dry, or split areas in wood surfaces should be filled, caulked, primed, and painted or stained to match the original.

9. Replacement glass should resemble the original as closely as possible.
10. Where the original cornice has been removed or altered, it should be replaced or restored with a duplication of the original. Where this is not possible, a simplified version of the original should be designed.
11. Avoid unnecessary changes in cornice height.
12. Avoid fake “historic” details, decorations, and cornices.

Painting Schemes and Color Palette

Painting can be one of the most dramatic and least expensive improvements to a building. painting at regular intervals is also an essential part of maintenance and upkeep. This protects vulnerable wood surfaces from deterioration. Painting is also a practical way to visually tie together individual building facades in the downtown area. Attention should be given not only to selection of appropriate colors, but also to the preparation of the surfaces, choice of paint type (oil or latex base) and finish (gloss, semi-gloss, or matte).

Recommendations

1. Color applied to side and rear walls should avoid harsh shifts from that on front walls. A building should be treated as visually consistent on all sides.
2. When repainting, consider using the original painting scheme and color palette.
3. Color should be used to tie building elements, such as details, decorations, cornices, signs, and storefronts, together. This is usually most successful when a maximum of three colors is used.
4. The color palette should be consistent throughout both the upper and lower portions of the building’s front façade.
5. Color palettes and paint schemes on adjoining buildings should be compatible.
6. The color used on the cornice should offset the color of the sky.
7. Normally, the previous paint type (oil or latex base) should be used in repainting. Generally, use oil base for wood and latex base for masonry.
8. Avoid the use of bright primary colors and very dark colors that are usually incompatible with the building’s downtown. Bright colors and very dark colors are also highly susceptible to fading.

Awnings

Awnings are both visually and functionally appropriate for many commercial storefronts and upper facade windows. As a visual element, an awning can add character and interest to a facade. An awning on the storefront creates a pleasant space in front of the building, providing shade and shelter for customers and a resting place for pedestrians. Awnings on windows also reduce glare and serve as energy savers by controlling the amount of sunlight that penetrates the interior. The use of awnings downtown, with appropriate design, colors and materials, can provide attractive and functional additions to the building facades.

Recommendations

1. Cloth or canvas awnings were traditional on most buildings downtown. Consider box awnings on the upper facade windows and slanted awnings of the storefronts. When canvas awnings are used on both upper and lower facades, they should be of compatible color, material and design.
2. The color of all awnings should complement the building. When a building contains more than one storefront, each with a different awning color, the colors should be related.
3. If signs are incorporated into an awning, the message should be simple and directed towards identification.
4. Avoid materials, colors and designs that detract from the character of the building.
5. Avoid stock, unpainted awnings, which are inappropriately related to the character of the building.

Surface Cleaning and Paint Removal

Cleaning the exterior facade is one way to bring new life to the appearance of a building. There are also functional reasons for cleaning, particularly masonry surfaces. Dirt on bricks or stone when combined with water will accelerate masonry deterioration. Cleaning should always be done in the least abrasive manner possible. Improper cleaning and paint removal can also result in the acceleration of the deterioration of the exterior material.

Recommendations

1. Water or steam cleaning is usually the safest method by which to clean buildings. A low-pressure water (500psi) or steam method, when accompanied by manual scrubbing and a mild cleanser, will cause the least damage.
2. Paint may be removed with water-soluble alkali and solvent-based chemicals applied by brush and removed with medium water pressure or steam spray. A certain chemical reaction of paint removal on material surfaces before proceeding.
3. If a brick facade was originally painted, a soft brick was probably used in construction. These surfaces should remain painted.
4. Avoid cleaning or paint removal by blasting with sand, grit, chips, shells, beads or other abrasive substances. Blasting will erode surfaces, remove details and may accelerate the complete deterioration of the surface.
5. Avoid using chemicals that adversely affect the building fabric.
6. Avoid wet cleaning when frost is expected.

Section II. - Rear Facades

The rear facades of buildings are often a neglected and forgotten resource downtown. The rear facades, especially along the alleys, offer to many buildings potential customer as well as service entries. By being able to enter directly from a parking lot, via an attractive entry, the customer is made to feel welcomed. The visibility of the rear facade from the alley DDA increases the need to revitalize these surfaces. Like the storefront, the rear entry requires identification and should be made attractive and inviting. This does not, however, imply an elaborate or expensive undertaking. Rather, since the rears of buildings are usually plain and unadorned, the revitalization can be undertaken in a simple, straightforward manner. In general, the same recommendations apply to the rear as to the front facades.

Recommendations

1. Original doors or window opening that are now blocked should be reopened to their original dimensions and filled with appropriate doors or windows.
2. Compatible display windows should be provided at ground level.
3. An appropriate sign should be installed to identify the business on or near the entry. Service entries should be clearly marked to avoid confusion.
4. Recommendations established in other parts of the interpretations should be followed.



DDA Report November 2022

- The outdoor farmers' market wrapped up for the 2022 season on October 29. This concluded what has been the most successful farmers' market season we have had. We are looking forward to another great season next year. Now that the outdoor market season has concluded we have shifted to preparations for the indoor farmers' market at the VFW Hall starting on November 19. The November and December markets have already been sold out with a total of 31 vendors. The other dates for the market have at least 22 vendors signed up, with most of the dates being close to sold out or sold out. Also, I should mention there will be a Santa at the December 17 indoor market.
- I have inventoried the trees downtown as it relates to the Christmas lights. I went and looked at all of the lights on the trees to determine which ones needed to be replaced, plugged back in, and/or re-wrapped on the trees.
- The DDA Board will be meeting next week on November 10th. DDA Chairperson Dereck Mashburn recently moved to a new city so the board needs a new chairperson. The current Vice-Chairperson is Jeff Heinanen. We will also be seeking to establish the parameters of a façade program for the DDA District. I will be showing a video the DDA Board regarding effective meeting management that was produced by the Michigan Downtown Association. The individuals conducting the training are Christopher Johnson, Michigan Municipal League General Counsel and Eleanor "Coco" Siewert who is a professional registered parliamentarian. If anyone is interested in watching the video, the link is here:
<https://register.gotowebinar.com/recording/4268185809135787009>
- I will be attending the annual conference of the Michigan Downtown Association in Muskegon November 3 and 4 this week.
- Ladies Night Out is next Friday, November 11 from 5-9PM. After speaking with DPW and PD, we will only be closing Lafayette Street from Whipple to Liberty and not all the way to McHattie. This is because of the immense rerouting of traffic that would need to happen. We will be placing food trucks toward Liberty St. along with some picnic tables and heaters in the hope of drawing people further south on Lafayette.
- The Holiday Spectacular will be taking place on Saturday, Dec. 3. Things are going well for that event as we enter the final stages of planning for that event.
- I continue to work on the creation of the Main Street Nonprofit for the DDA. I am hoping to have more concrete information at the December DDA meeting.