

# NOTICE

## **DOWNTOWN DEVELOPMENT AUTHORITY (DDA)**

The Shelby Township DDA will meet hold its regular meeting on Tuesday, September 9, 2014 at 7:00 pm. in the Lobby Conference Room at the Shelby Township Municipal Building at 52700 Van Dyke, Shelby Township. The agenda for the meeting includes the following:

**Call Meeting To Order:** Chairman

**Roll Call:** Secretary

**Approve Minutes:**

August 6, 2014  
July 23, 2014 special meeting

**Consultants:**

**Old Business:**

Review from Jeff English, Property Owner Vision Session  
Liquor License Update

**New Business:**

Chairperson discussion regarding Committee Chairs

**Committee Reports:**

Design  
Promotion  
Organization  
Economic Restructuring

**Treasurer:**

Financial Report  
Review invoice approval process

**Chair Person Comments:**

**Public Comment:**

**Correspondence:**

**Future Agenda Items:**

5 Year Plan  
Tax Capture Analysis

(586) 731-5100 **Charter Township of Shelby** (586) 726-2731 TDD  
Individuals with disabilities requiring auxiliary aids or service at the meeting should contact  
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**Charter Township of Shelby  
Downtown Development Authority  
Special Meeting**

**Meeting Minutes – July 23, 2014 at 9:00 a.m.**

**Shelby Township Municipal Building  
52700 Van Dyke – Shelby Township, MI 48316  
(Lobby Conference Room)**

**Call to Order:** Chairman Greg Gagnon called the meeting to order at 9:01 a.m.

**Members Present:** Kevin Karwowicz, Jeff English, Rick Stathakis, Paula Filar, Pat Rabaut-Miller, Greg Gagnon,

**Members Absent – Excused:** Bill Hellebuyck , Eugene D’Agostini, Jeff Swartz

**Also Present:** Glenn Wynn, Shannon Filarecki, Representatives from McKenna

Greg Gagnon gave a recap of the last meeting where Shannon Filarecki presented a summary of each presentation and suggested interviewing each firm. Both companies will give a presentation today with McKenna going first and LSL Planning second.

Sally Hodges, Senior Vice President at McKenna, mentioned that she had worked with Shelby Township updating the master plan about five years ago. She gave background information about her other projects with McKenna and introduced her team members, John Jackson, Chris Quarry, and Mike Campbell. They feel they have the skills to put together the Shelby Center project, but they have a lot of questions. How are we going to create energy and vitality in the area? Many gaps need to be filled. What needs to be updated? Density has been created and the civic center activity is critical in creating a downtown. Organization is already in place and the job of the DDA is to encourage and promote development. The Township has a strong tradition of quality planning. They want to build from these assets. The most active market nationally is multiple families and they will locate where there are amenities to support development. In the past, developers put retail first then surrounded it with residential. They found that often, the retail will fail. Take a finer grain approach by supporting the residential areas with entertainment venues, not major retailers. If you have good residential development, retail will follow. To give development a jump start, all obstacles need to be removed. Make sure regulations are clear and flexible. Zoning plans need to be revisited. A strong urban design plan needs to be adopted. Infrastructure and amenities needs to be established. Reduce risk for developers; offer incentives. Create a brand for Shelby Center.

John Jackson talked about the projects they’ve worked on. Every project had unique characteristics, but they all shared similar principals. Their approach to this project is to look at the existing plan, review it, make sure the goals and objectives are still fitting and start tweaking parts of the plan. Then, most importantly, implement a plan. He brought up Grosse Pointe and how they addressed the challenges when Jacobsen’s closed. They also had several

under-utilized public parking lots and put two municipal parking lots out for bid. It was a good example of public/private partnership. He also mentioned the Main Street project in Novi. They worked with a developer and understand the risk that developers face. The multiple family developments that surround retail are one of the most successful elements. Westland is trying to create a downtown and there are some similarities to Shelby Township.

Pat Rabaut-Miller felt that our DDA area is more like Rochester Hills or Troy because it's more established. John mentioned that their work in the Village of Rochester Hills was a retrofit of an older shopping center. They facilitated the project and removed any obstacles for the developer. Paula Filar said that her perception is that the trend is going the other way in regards to multiple-family homes. John mentioned that the banks are favoring multiple-family projects with their loans. He brought up the trends of young professionals and empty nesters looking for different housing options.

Paula asked what can be done differently with the Shelby Center plan; what did we miss and how can we fix it? The places that survive have good urbanism. The DDA can help provide solutions for infrastructure. Maybe the DDA could have done more to move things along. Paula feels we are plagued by demographics. We can't get certain businesses because we don't have the educational background and other demographics businesses are looking for; we don't have what it takes to attract exciting places. The vision needs to be revisited. Good urbanism will survive and succeed despite the demographic challenges. Sometimes the "coolest" places develop out of little things. Rick Stathakis asked how we can involve citizens. Community meetings and surveys have been used in past projects, as well as target marketing. Kevin Karwowicz thinks people want smaller houses and sidewalks leading to the downtown area, as well as quick and accessible parking. McKenna has other professional experts to help with these issues. How can the DDA minimize their risk? Reduce the funds that have to be put into the infrastructure costs and meet with property owners to come up with a game plan and brainstorm ideas.

McKenna has ample capability to handle this project. They can work with us to come up with a schedule and feel that six months is a good time-line for putting together a plan. In the first couple of months, a lot of progress can be made. They can send a copy of their hourly rate schedule; however, a project like this would most likely be bid on a fixed fee.

### **BREAK FOR 20 MINUTES**

**Call to Order:** Chairman Greg Gagnon called the meeting to order at 10:30 a.m.

**Members Present:** Kevin Karwowicz, Jeff English, Paula Filar, Pat Rabaut-Miller, Greg Gagnon,

**Members Absent – Excused:** Bill Hellebuyck , Eugene D'Agostini, Jeff Swartz, Rick Stathakis (may join later)

**Also Present:** Glenn Wynn, Shannon Filarecki, Representatives from LSL Planning

Carmen Aventini with CIV Planning and a founding member of LSL mentioned that they will be working with LSL on this project. He wants to make sure they have a team that is focused on

implementation. He's working on his fifth major redevelopment project in Michigan. He placed importance on teamwork and cohesiveness. We need catalytic projects that can kick-start the project and get people excited.

Brad Strader is the manager of the planning division at LSL Planning; they have offices in seven states. They are local, but bring perspective of national experience. He introduced the team – Rebekah is an urban designer, Sharon is involved with DDA financing, and Doug is involved in the marketing aspect.

Project examples include the Birmingham Triangle District plan. They learned that you have to build consensus and share the same vision. In East Grand Rapids, they worked on trying to revitalize the downtown area. They blended the old and new, and needed the vote of the people to get the plan approved. East Lansing was a case where there was a stagnant mixed use project between MSU campus and the City. They just got a plan approved and it's now going through final site plan approval as a partnership between the city and the developer. The Shelby Center has to be complimented by the DDA corridor. He made a comparison to Midland because their downtown was dead and Dow wanted to revitalize the downtown. They are now rated in the top 10 places to live for a mid-size city.

Carmen mentioned the importance of sticking with the vision and cited the city of Fenton as an example. More recently, they worked on a project in Grand Blanc where they wanted something different in the entryway into the downtown. This encouraged other development and he emphasized how critical it is to work with the developer. The process they like to follow is to first engage the public and have separate workshops for each segment of the corridor. Meet with the property owners and talk about image and their vision. Afterwards, they will put together some redevelopment strategies and may come up with multiple projects that need different types of assistance from the DDA and the Township. The key point is that everyone has to support the vision.

Rebekah talked about the design phase. Developers need a fresh perspective. They want people to look at the community differently. She takes the words and turns them into pictures. She shared examples of images that could be created. Architecture is important.

Doug Smith is with Aquest Reality Advisors, a development firm that acts as a developer and advisor. They work on behalf of the public sector, cities, counties, non-profit, corporations, pension funds and public institutions. Their goal is to act as a real estate department for entities and institutions that are not in the core business of real estate development. He gave examples of projects that were developer driven and publicly guided, such as in Ft. Wayne, Indiana and Ft. Myers, Florida. They see development not as a linear process, but as a continual process that involves reassessment.

LSL's idea is to come up with a redevelopment ready portfolio. They have good principles to bring in fresh ideas and feel they are a creative entity. Many people will be involved in this project.

[Rick Stathakis rejoined the meeting.]

Paula Filar asked if having a marketing and financial person on the team lessens the need for market studies. Brad felt that we don't need a market analysis, but rather a project. Paula also asked about the funding; what does it take to support private development? Carmine likes to use the tax increment from the project to base your support. Borrow against the new project. Other examples used by other communities were given regarding financing. Glenn wondered how much more commercial can the corridor absorb? With all the vacancies, we need to start clustering uses together to have a positive impact and encourage development. We are probably over zoning for retail. We need to be more pedestrian friendly and have a catalyst to bring people downtown. Create ways to get public involvement and let them see the draft plan to generate excitement. Educate the public with the benefits.

LSL has ample staff and resources to work on this project. They anticipate the first phase of the project to take 7-9 months for the town center, and about 12-18 months for the entire corridor.

Pat felt that because LSL has a more seasoned team, they have more knowledge and it will take them less hours even if their hourly rate is higher. Implementation was a key point made by LSL. Glenn feels both teams are qualified, but LSL brought people from different companies and offer a little more.

Motion by Pat Rabaut-Miller that the DDA Board enter into negotiations with the team of LSL/CIV to negotiate a scope of services and an associated budget for the update to the Shelby Town Center, seconded by Kevin Karwowicz. Motion approved.

**Charter Township of Shelby  
Downtown Development Authority**

**Special Meeting**

**Meeting Minutes – August 6, 2014  
Shelby Township Municipal Building  
52700 Van Dyke – Shelby Township, MI 48316  
(Lobby Conference Room)**

**Call to Order:** Chairman Greg Gagnon called the meeting to order at 9:28 a.m.

**Members Present:** Jeff English, Paula Filar, Greg Gagnon, Kevin Karwowicz, Pat Rabaut-Miller, Rick Stathakis,

**Members Absent – Excused:** Eugene D’Agostini, Bill Hellebuyck , Jeff Swartz

**Also Present:** Shannon Filarecki, Glenn Wynn

**Review Proposal by LSL Planning:** Reviewed the first phase proposal by LSL Planning and Fazal Khan’s proposal as it relates to coordinating LSL activities.

Jeff English said that looking at the scope of services for phase one, the budget is not to exceed \$20,000 and does not include any drawings. Existing reports are to be reviewed, such as maps, market studies and traffic counts. Shannon Filarecki mentioned that they will work with the DDA on the preparations for the meetings, invitations, locations, etc. to have meetings with business representatives from the Shelby Center Plan and the whole corridor. The first exercise would be the visioning exercise with the DDA to review the existing plan and give insight to determine the key principals. Glenn Wynn noted that this is customary as the first step in any planning process. Shannon said that some images and drawings are included in Task 4 of the proposal. All tasks are to be completed by September 30, 2014. Paula Filar felt that there is more to this first phase than originally anticipated. She would like to know what percentage of the whole project is just the first phase. LSL brought in a different perspective with their proposal that we did not envision. Pat Rabaut-Miller thinks that they will still have to fine-tune the plan and that \$20,000 will not be the complete plan. Implementation is never really done. Shannon said that we are not getting a report, but rather sketches and conceptual ideas for implementation of a plan. Jeff explained that he is contacting existing property owners to attend the owner vision session proposed by LSL. The DDA will meet on August 20, 2014, for a vision session and September 9<sup>th</sup> for the regular meeting.

Motion by Pat Rabaut-Miller to accept LSL Planning Professional Services Agreement dated August 4, 2014 not to exceed \$20,000, seconded by Jeff English. Motion carried.

Glenn would like to invite members of the Planning Commission as guests to the special meeting on August 20 at 4:00 p.m. in the lower level conference room. Paula suggested that the Board members be invited, as well. LSL should be informed of the additional guests.

The proposal from Fazal Khan was reviewed which included their coordination of the project. Motion by Paula Filar to approve a quote from Fazal Khan & Associates to handle the coordination of the DDA project with LSL not to exceed \$2500 for activities through September 30, 2014, seconded by Pat Rabaut-Miller. Motion carried.

Paula questioned the process of how invoices are being paid. Why doesn't the DDA work like the Board and go through the bill run so we know what is being billed? Every bill should be approved. The process needs to be reviewed.

Motion by Paula Filar to approve payment to Fazal Khan in the amount of \$1102.50, seconded by Jeff English. Motion carried.

Meeting adjourned at 10:07 a.m.

DRAFT