



The Shelby Township Downtown Development Authority (DDA) is a public agency dedicated to improving the economic climate in Shelby Township. The DDA meets monthly on the fourth Thursday at 7 p.m.

Upcoming Events:

DDA Meeting – September 13

The DDA will meet on September 13th at 7:00 PM. at the new Empire Lounge, which is located on the southwest corner of 24 Mile and Van Dyke.

Meeting topics include:

- Sewer SAD in the southern end of the DDA Corridor;
- Streetscape and lighting as well as new lighting that will be used on Van Dyke
- Opportunity for businesses & residents to ask questions of the board and offer comments

We look forward to seeing everyone again.

Visit our website for more details:
www.shelbytpdda.org

Van Dyke Voice

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New Van Dyke Streetscape Project

In 2008 the Downtown Development Authority (DDA) created a design standard for future streetscape improvements along the Van Dyke Road corridor. The DDA district includes Van Dyke Avenue, north of the Utica city limits to 25 Mile Road. The long-term goal is to create a cohesive image along this corridor and to encourage more 'destination' traffic to the area.

A repetition of pedestrian-scaled street lighting, simple landscape enhancements, improved parking lot buffering and site amenities such as benches and trash receptacles will transform the appearance and function of this important arterial road. Improved pedestrian safety and landscape beautification initiatives will further enhance the identity of the area as a prominent commercial corridor within the community.

The first opportunity to use these standards came with the widening of Van Dyke



New streetscape on Van Dyke Avenue, south of 24 Mile Road

between 23 and 24 Mile Roads. Working with the Macomb County Road Commission, the DDA created a "streetscape demonstration area." This allowed the DDA to bring the design standards to life with a small project, with the hopes of encouraging additional

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Van Dyke Avenue Sewers: Special Assessment District Update

Since the DDA was created in 2006, the property owners in the Van Dyke Avenue Corridor south of 22 Mile Road have expressed the need to obtain sewer service. These businesses are currently on septic systems, limiting redevelopment opportunities.

The DDA hired the engineering firm Spalding

DeDecker to develop a preliminary sanitary sewer design for the properties south of 22 Mile Road in order to estimate the cost to the property owners.

There are 7 basic steps to construct Sanitary Sewers by Special Assessment District (SAD) including:

1. Property owner(s) request a petition
2. Petition request is reviewed; map of proposed area is created.
3. Township Clerk notifies property owners in proposed district that a petition is circulating.

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New Van Dyke Streetscape Project

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improvements in the district. The timing of this demonstration project was ideal, saving the DDA several thousand dollars, because the replacement of sidewalks, curbs, landscaping was already part of the road construction project. The DDA committed \$40,000 to enhance this reconstruction project.

The streetscape demonstration area lies between the two Shelby Township Municipal property entrances on Van Dyke Avenue, and in front of three DDA businesses including McClenaghan's Irish Pub, Being Salon, and Dina-Shelby Chiropractic Clinic.

Take a few minutes to walk or drive by this area to see the improvements. DDA resources for the streetscape concepts are available for all businesses and property owners on our website: www.shelbytwppdda.org, or at the Shelby Township Planning Department. These recommendations will give property owners ideas as to how simple landscaping and street furnishings can enhance the fronts of their businesses—and create a positive identity for Van Dyke Avenue and Shelby Township.





Along the Avenue

Creating a Sense of Place for Shelby Township

A site inventory and analysis on the five mile study area of the Van Dyke Corridor identified typical streetscape conditions. Understanding these conditions led to the development of typical design scenarios which will act as guidelines or templates to be applied throughout the corridor.

Improve Functionality
Through lanes like Van Dyke Avenue, function better with fewer driveways accessing the roadway. By sharing driveways and reconfiguring parking lots, individual projects can have a big impact on improving how the Van Dyke Avenue corridor functions.

Promote Pedestrian Safety
To encourage pedestrian activity on Van Dyke Avenue, existing sidewalks should be repaired and gaps in the sidewalk network should be completed. Connections between the sidewalk and buildings should be clearly marked for pedestrian safety.

Enhance Landscaping
Whether used as a buffer for parking lots or to draw attention to a business entrance, the addition of simple well-maintained landscaping sends a positive message to people traveling along the corridor. The use of common landscape elements will contribute to a sense of continuity.

Scheme A
Throughout the Van Dyke Corridor there are repeated instances where there is little or no parking buffer to separate pedestrians from vehicular parking we recognize the need for a buffer treatment even in these "Narrow Setback" conditions which led to the development of Scheme-A.





Scheme B
There are numerous instances throughout the Van Dyke Corridor where adequate space exists for a parking buffer and limited amenities however the spaces are not utilized. There are much better options for a R.O.W. treatment with "Medium Setback" which led to the development of Scheme -B.

Scheme C
Throughout the Van Dyke Corridor areas with adequate space for a parking buffer as well as pedestrian amenities and landscaping exist. These "Large Setback" spaces do not live up to their potential. Scheme-C was developed to display the potential for a path-like character in the Van Dyke Corridor.



Design Details



Plants



Maintenance
High-quality maintenance of any streetscape is a vital element in protecting the investment expenditures for public improvements and is often overlooked. Well maintained landscaping showcases pride and commitment to the investment. It also reinforces the community's value for creating a high quality place. Important maintenance areas include:

- Sidewalks
- Benches and Trash Receptacles
- Street Trees/Plant Beds
- Light Poles
- Irrigation systems
- Lawn Areas

This poster briefly shows how new streetscape elements contribute to improve the appearance of the corridor. It is available at the Shelby Township Planning Department.

Sewer SAD Progress

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4. DPW authorizes petition to be circulated to property owners.
5. With signatures of property owners representing a minimum of 50% of the land area in the district, a petition is submitted to the DPW and reviewed. The DPW will present the petition to the Township Board requesting that they establish a Special Assessment District (SAD).

6. Township Board holds two public hearings to a) determine need of project, and b) to notify property owners of cost.
7. Special Assessment Bonds are issued to finance the project; the project is completed. The bonds are repaid by the property owners in the district.

Over the past few years, the DDA has helped educate property owners about the benefits of sewers in the district. The DDA has helped secure & audit signatures for the petition and now has

signatures for more than 50% of the land area in the Sewer SAD district (as required in step # 5).

The DDA believes strongly in helping the businesses in the southern section of the Corridor obtain the needed sewers. Future updates will be provided through the Van Dyke Voice as well as through the Township Board meetings.



Free Online Business Directory

Take a look at our newly updated DDA website by going to <http://www.shelbytwpdda.org>. This site offers information about the Shelby Township DDA, businesses along Van Dyke, meeting information, and more.

The Shelby Twp DDA website offers every business in the DDA corridor an opportunity to be listed in the DDA's online Business Directory. The directory includes a list of businesses in alphabetical order and by categories such as banks, restaurants, clothing and more. Sign up today for your free listing!

Visit the Business Directory page of the DDA website to list your business in this directory, or to find DDA businesses. To get listed, follow the link to the business survey. It only takes a few minutes to answer the questions. Once you submit the survey, your business will be listed in approximately two weeks. <http://shelbytwpdda.org>

5 Ideas to Improve DDA Retail Businesses

In this economy, business owners are always looking for ways to improve business. This list of 5 ideas for retailers comes from a longer list (with 20 more ideas) by Susan Dickenson of Home Accents Today

- Host in-store events.** Social media makes it easier than ever to announce a party. Open houses, holiday markets, seasonal gatherings, decorating seminars; they're all bigger and more creative than ever.
- Contact the press.** Learn how to write a simple press release to promote your business in the press. Announce a store's "upcoming charity shopping event with 10% of all sales benefiting the local animal shelter." As long as there's a fundraising component, most local media outlets will be glad to publish the news.
- Focus on your brand.** Now that marketing channels have grown to include social media, websites, blogs and YouTube, maintaining a consistent brand logo and personality is more important than ever.
- Get personal.** Send birthday cards and thank you notes. If not by mail, then post it on the customer's Facebook page, so all of the customer's friends will see it. Mail gift certificates to new homeowners in the area.
- Cross market with local merchants.** Buy ads together in publications to save money or reach new markets. Many businesses find it cost-prohibitive to advertise in certain types of media, including radio. Get creative and find local merchants who can target a similar customer and combine resources.



This article adapted from www.homeaccentstoday.com

Spotlight On...

Barb Kiel

Barb is the vice-chair of the Shelby Township DDA as well as the chair of the Promotions Committee.



Barb & Ken Kiel

Barb has been on the board since it's inception in 2006 and is in her second term as a board member.

For the past 24 years, Barb and her husband, Ken have owned and operated Nitsche's Meats & Deli which is located in the corridor, on Van Dyke between 23 & 24 Mile Roads.

Barb has diligently focused on making the DDA Board's primary mission to promote the DDA district as a strong, viable, attractive business district.

"My goal is to represent the small business owners located in the DDA because a strong business district is an asset to our entire community. Additionally, as a small business owner, I share many of their concerns and issues as we all struggle with an uncertain economy. As the DDA board goes forward, it is our hope to meet with as many of the other business owners as possible. By working together we can help each other and make a difference in the DDA district as well as the community."

Before retiring to operate the family business, Barb worked for the State of Michigan for 19 years in the Department of Social Services (now called Families in Action). Barb has a Bachelor's of Science degree from Oakland University majoring in Human Resource & Development.

Barb & Ken have been married for 39 years. They have two children (a son and a daughter) who are both married and work at the family business. They also have two granddaughters, ages 7 & 5.

The Shelby Township Downtown Development Authority is comprised of residents, business owners, and public officials. The following people currently serve on the Shelby Township DDA:

- **Bill Hellebuyck**, Chairperson
- **Barbara Kiel**, Vice-Chairperson
- **Paula Filar**, Secretary
- **Jeffrey Swartz**, Treasurer
- **Richard Stathakis**, Shelby Township Supervisor
- **Anthony Fanelli**
- **Jeff English**
- **Pat Rabaut Miller**
- **Steven Mancini**

Are you a new business on Van Dyke Avenue? Welcome to the Corridor!

The Downtown Development Authority (DDA) district encompasses all the businesses and residents along Van Dyke Avenue from the Shelby/Utica border north to 25 Mile Road.

Call (586) 803-2052 to receive the DDA's welcome packet as well as information about Shelby Township.

The Shelby Township (DDA)

is an organization dedicated to **revitalizing the Van Dyke Corridor** and creating an area that will become the **destination for shopping, entertainment, business, dining, civic functions, culture and the arts.**

For more information on the Shelby DDA, or to get involved, visit our website: <http://shelbytwpdda.org>

Shelby Township DDA
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