



City of Pleasant Ridge
23925 Woodward Avenue
Pleasant Ridge, Michigan 48069

Regular Downtown Development Authority Meeting
Monday, December 14, 2015

Members of the Downtown Development Authority and Residents: This shall serve as your official notification of the Regular Downtown Development Authority Meeting to be held Monday, December 14, 2015, immediately following the Regular Planning Commission Meeting, in the City Commission Chambers, 23925 Woodward Avenue, Pleasant Ridge, Michigan 48069. The following items are on the Agenda for your consideration:

DOWNTOWN DEVELOPMENT AUTHORITY MEETING

1. Meeting Called to Order.
2. Roll Call.
3. Consideration of the following minutes:
 - a. Regular Downtown Development Authority Meeting held Monday, October 26, 2015.
4. **PUBLIC DISCUSSION** – Items not on the Agenda.
5. Woodward Avenue Banners.
6. Other Business.
7. Adjournment.

In the spirit of compliance with the Americans with Disabilities Act, individuals with a disability should feel free to contact the City at least seventy-two (72) hours in advance of the meeting, if requesting accommodations.



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23925 Woodward Avenue
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**Regular Downtown Development Authority Meeting
Monday, October 26, 2015**

Having been duly publicized, Chairman Bolach called the meeting to order at 7:40 p.m.

Present: Bolach, Christensen, Decoster, Laidlaw, Lenko, McAuliffe, McCutcheon, O'Brien, and Schlesinger

Also Present: City Manager Breuckman; City Commissioner Ann Perry

Absent: None

Minutes

DDA-2015-1513

Motion by Decoster, second by McAuliffe, to approve the Downtown Development Authority Meeting Minutes of September 28, 2015.

Adopted: Yeas: Decoster, McAuliffe, Christensen, Lenko, McCutcheon, O'Brien, Schlesinger, Bolach.
Nays: None.

Public Discussion

(None.)

Discussion of the November and December Downtown Development Authority Meeting Dates

Item was previously discussed in the Planning Commission meeting and December 14, 2015 is the date decided upon for the combined months meeting.

Woodward Avenue Banners

City Manager Breuckman presented a PowerPoint of the proposed banners that have been designed for the banner project as budgeted through the DDA. Three different banner designs were presented to try to communicate the essential elements of Pleasant Ridge's character in an impactful and unique way. Bolach liked the concept, but did not believe the colors on the banners were striking enough; other board members agreed. Breuckman responded that the colors selected coincide with the theme of the downtown environment. Discussion held. Christensen did not

believe the homes portrayed on the banner represented Pleasant Ridge's character. Breuckman responded that fine details are not as necessary on a banner that is going to be seen by vehicles passing by 50 mph and seeing it for approximately 2 seconds. Schlesinger mentioned that the City was established in 1919 and incorporated in 1928, and the banner indicates 1928. Schlesinger believes there should be consistency in how the dates are portrayed throughout the city. Discussion held. A poll of the board on having "Established 1919" resulted in 6 in favor and 3 preferred either no date or different wording. Further discussion held; the word "established" was agreed upon. A second poll resulted in 5 in favor of 1919; 2 in favor of 1928; and 2 had no vote. Breuckman will have new proposed banners with the recommendations at the next scheduled meeting.

Other Business

City Manager Breuckman reported that WA3 will be funding part of the barrel study with grant money for the streetscape work in Pleasant Ridge. Some trees have been planted and some tree well areas are being modified.

With no further business Chairman Bolach adjourned the meeting at 8:05 p.m.

Submitted by:

Amy M. Drealan, City Clerk
/mat



City of Pleasant Ridge

James Breuckman, City Manager

From: Jim Breuckman, City Manager
To: Planning Commission
Date: December 9, 2015
Re: Woodward Avenue Banners

Overview

Final drafts of the proposed Woodward banners are attached. Also attached is a quote for production and installation of the banners.

Background

Staff worked with our designer to revise the banners based on feedback from the October meeting. The final proposed banners, which were distributed to the DDA between meetings for an interim review, are included in your packets. Also included is a quote for production and installation of the banners. There is existing hardware on some of the light poles that may be reused, while the quote for \$6,550 assumes new hardware for all poles. As the banners are installed it will be determined how much of the existing hardware can be reused and the final cost will be adjusted to reflect that. The \$6,550 quote is therefore a maximum number, while the actual cost will very likely be lower than that.

The DDA budget includes \$8,000 for banners this year, so we will be able to complete the project under budget even including the design cost.

Requested Action

DDA concurrence with the proposed Woodward banners.



